

# A business model that drives value continued

## Our business activities – the group’s collective undertakings

### Core video entertainment platform

Curate great content through M-Net, SuperSport and Showmax



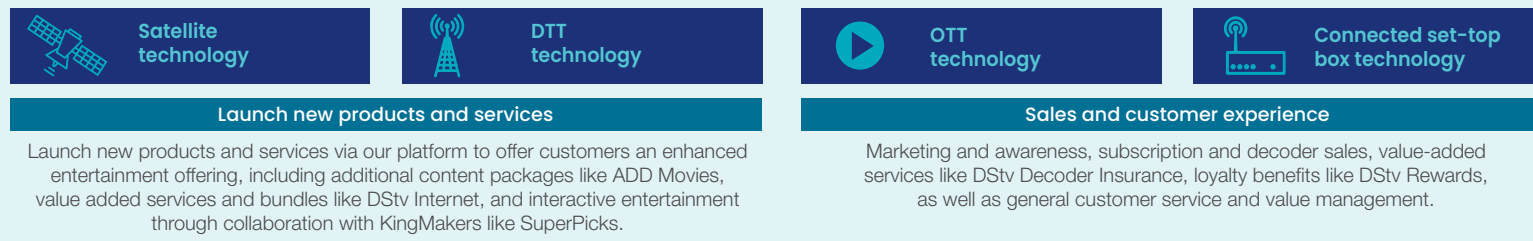
### Aggregate channels into tiered packages

Sell advertising slots on select channels through DStv Media Sales



Secure and encrypt content through **irdeto**<sup>(3)</sup>

### Distribute content to customers across multiple platforms



### Broader ecosystem of scalable, tech-based consumer services

Product and service development

Organic development of new products and services

Fintech services via NMS Insurance Services



Targeted investment in equity partners

Interactive entertainment via KingMakers



On demand security and medical response services via AURA



Selective partnerships with leading third parties

Educational services via Udemy



DStv Internet services via wholesale partners



← Previous: Our inputs

Next: Our outputs →

<sup>(1)</sup> General entertainment content. Numbers exclude religion, specialist, FTA and audio channels. <sup>(2)</sup> Also includes our DStv business packages and our add-on packages such as our DStv Indian package, none of which are shown in the graphic above. <sup>(3)</sup> Irdeto also provides services to external customers outside of the group.