



REQUEST FOR PROPOSAL (RFP) FOR THE AQUISITION OF A COMMERICAL MARKETING AGENCY FOR A PERIOD OF 3 YEARS AT AIRPORTS COMPANY SOUTH AFRICA

Bid Number: : COR8285/2026/RFP

Issue Date : 7 July 2026

Query Closing Date : 21 July 2026

Briefing Session : 15 July 2026

Site Inspection : N/A

Bid Closing Date and Time: 4 August 2026

1.	NAME OF TENDERER (BIDDING ENTITY)	(FULL NAME, i.e. (CC, (Pty) Ltd, JV, SOLE PROPRIETOR
2.	TEL NUMBER	
3.	EMAIL	
4.	NAME OF CONTACT	
5.	NATIONAL TREASURY CSD REGISTRATION NUMBER	

PART A**SBD 1: INVITATION TO BID**

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE AIRPORTS COMPANY SOUTH AFRICA					
BID NUMBER:	COR8285/2026/RFP	CLOSING DATE:	4 August 2026	CLOSING TIME:	12:00PM
DESCRIPTION	REQUEST FOR PROPOSAL (RFP) FOR THE AQUISITION OF A COMMERCIAL MARKETING AGENCY FOR A PERIOD OF 3 YEARS AT AIRPORTS COMPANY SOUTH AFRICA				
BID RESPONSE DOCUMENTS MAY BE DEPOSITED IN THE BID BOX SITUATED AT (STREET ADDRESS)					
Tender Box A					
NORTH WING OFFICES, 3RD FLOOR, (On the way to the Aircraft viewing Deck)					
KEMPTON PARK, JOHANNESBURG					
O.R. TAMBO INTERNATIONAL AIRPORT					
(NB: Tender Deposit Register must be completed and signed by person depositing the bid documents)					
BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO			TECHNICAL ENQUIRIES MAY BE DIRECTED TO:		
CONTACT PERSON	Tondani Mtephe		CONTACT PERSON	Tondani Mtephe	
TELEPHONE NUMBER	N/A		TELEPHONE NUMBER	N/A	
FACSIMILE NUMBER	N/A		FACSIMILE NUMBER	N/A	
E-MAIL ADDRESS	TONDANI.MTEPHE@AIRPORTS.CO.ZA		E-MAIL ADDRESS	TONDANI.MTEPHE@AIRPORTS.CO.ZA	
SUPPLIER INFORMATION					
NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
FACSIMILE NUMBER	CODE		NUMBER		
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER					
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA

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<p>ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES OFFERED?</p>	<p><input type="checkbox"/>Yes <input type="checkbox"/>No</p> <p>[IF YES ENCLOSE PROOF]</p>	<p>ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES OFFERED?</p>	<p><input type="checkbox"/>Yes <input type="checkbox"/>No</p> <p>[IF YES, ANSWER THE QUESTIONNAIRE BELOW]</p>
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<p>QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS</p>	
<p>IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?</p>	<p><input type="checkbox"/> YES <input type="checkbox"/> NO</p>
<p>DOES THE ENTITY HAVE A BRANCH IN THE RSA?</p>	<p><input type="checkbox"/> YES <input type="checkbox"/> NO</p>
<p>DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?</p>	<p><input type="checkbox"/> YES <input type="checkbox"/> NO</p>
<p>DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?</p>	<p><input type="checkbox"/> YES <input type="checkbox"/> NO</p>
<p>IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?</p>	<p><input type="checkbox"/> YES <input type="checkbox"/> NO</p>
<p>IF THE ANSWER IS “NO” TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.</p>	

PART B

TERMS AND CONDITIONS FOR BIDDING

1. BID SUBMISSION:	
1.1.	BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
1.2.	ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED (NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.
1.3.	THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.
1.4.	THE SUCCESSFUL BIDDER MUST ENSURE THEY HAVE A FULLY COMPLETED AND SIGNED WRITTEN CONTRACT POST AWARD.
2. TAX COMPLIANCE REQUIREMENTS	
2.1	BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
2.2	BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
2.3	APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.
2.4	BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
2.5	IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
2.6	WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.

NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.

SIGNATURE OF BIDDER:

.....

CAPACITY UNDER WHICH THIS BID IS SIGNED:

.....

(Proof of authority must be submitted e.g. company resolution)

DATE:

.....

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1. SECTION 1: INSTRUCTIONS TO BIDDERS

1.1. Access to bid documents

Tenders are available on www.etenders.gov.za and www.airports.co.za. Kindly print and complete.

Submission of bid documents

The envelopes containing bid documents must have on the outside, the bidder's return address, the full description of the bid, bid number and the details of the Supply Chain Management department where the bid will close. The documents must be signed and completed by a person who has been given authority to act on behalf of the bidder. Bid documents must be submitted on or before **12:00 midday on 4 August 2026** using the following method(s):

1.1.1. Hand delivery/Tender Box

The bid document must be delivered to the address below and must be addressed as follows:

TENDER BOX A
TENDER OFFICE, NORTH WING OFFICES, 3RD FLOOR, (On the way to the aircraft viewing deck)
O.R. TAMBO INTERNATIONAL AIRPORT
1 JONES ROAD,
KEMPTON PARK

1.1.2. Email submissions: NO EMAIL SUBMISSIONS

1.1.3. Bidders are requested to submit both be in printed format **one original and a copy**. Both documents will be legal and binding.

1.2. Late Bids

Bids which are submitted after the closing date and time will not be accepted.

1.3. Clarification and Communication

Name: Tondani Mtephe

Designation: Senior Buyer

Email: Tondani.mtephe@airports.co.za

1.3.1. Request for clarity or information on the bid may only be requested until **21 July 2026**. Any responses to queries or for clarity sought by a bidder will also be sent to all the other entities which have responded to the Request for Proposal/Bid /Information invitation.

1.3.2. Bidders may not contact any ACSA employee on this bid other than those listed above. Contact will only be allowed between the successful bidder and ACSA Business Unit representatives

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after the acceptance of the letter of award bid. Contact will also only be permissible in the case of pre-existing commercial relations which do not pertain to the subject of this bid.

1.4. **Compulsory Briefing**

A compulsory briefing session will be held on **15 July 2026 at 11:00AM**. The session will be held at the following location:

ACSA Media Room

OR Tambo International Airport

Next to the Terminal A International Arrivals

Between the Post Office and the Inter Africa Bureau de Change kiosks.

Proof of Briefing Attendance will be via the attendance register. Entity names must match with those on the register.

1.5. **Bid Responses**

Bid responses must be strictly prepared and returned in accordance with this bid document. Bidders may be disqualified where they have not materially complied with any of ACSA's requirements in terms of this bid document. Changes to the bidder's submission will NOT be allowed after the closing date of the bid. All bid responses will be regarded as offers unless the bidder indicates otherwise. No bidder or any of its consortium/joint venture members may have an interest in any of the other bidder/joint venture/consortium participating in this bid.

1.6. **Disclaimers**

It must be noted that ACSA reserves its right to:

1.6.1. Award the whole or a part of this bid;

1.6.2. Split the award of this bid;

1.6.3. Negotiate with all or some of the shortlisted bidders;

1.6.4. Award the bid to a bidder other than the highest scoring bidder where objective criteria allows;

1.6.5. To reject the lowest acceptable bid received; and/or

1.6.6. Cancel this bid.

1.6.7. This bid document may not be changed or altered in any manner, any change to the content of the bid document will lead to disqualification as it will be changing the terms and conditions of the tender.

1.7. **Validity Period**

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1.7.1. ACSA requires a validity period of hundred and twenty (120) business/working days for this bid. During the validity period the prices which have been quoted by the bidder must remain firm and valid.

1.8. Confidentiality of Information

1.8.1. ACSA will not disclose any information disclosed to ACSA through this bid process to a third party or any other bidder without any written approval from the bidder whose information is sought.

1.8.2. Furthermore,

1.9.2.1 ACSA will not disclose the names of bidders until the bid process has been finalised.

1.9.2.2 Bidders may not disclose any information given to the bidders as part of this bid process to any third party without the written approval from ACSA. In the event that the bidder requires to consult with third parties on the bid, such third parties must complete confidentiality agreements, which should also be returned to ACSA with the bid.

1.9. ACSA is a National Key Points therefore has to comply with the laws prescribed by the security cluster of the Country. Bidders may be subjected to security vetting depending on the goods and/or services being provided. Where deemed necessary, ACSA will not contract with a bidder that does not comply with the security vetting requirement.

1.10. Hot – Line

ACSA subscribes to fair and just administrative processes. ACSA therefore urges its clients, suppliers and the general public to report any fraud or corruption to:

Airports Company South Africa TIP-OFFS ANONYMOUS

Free Call: 0800 00 80 80 or 086 726 1681

Email: office@thehotline.co.za

SECTION 2: EVALUATION CRITERIA

2.1 Evaluation Criteria

- 2.1.1 ACSA will use a pre-determined evaluation criteria when considering received bids. The evaluation criteria will consider **mandatory administrative, functionality and Price and Preference**. During the evaluation of received bids ACSA will make an assessment whether all the bids comply with set minimum requirements and whether all returnable documents/information have been submitted. Bidders which fail to meet minimum requirements, thresholds or have not submitted required mandatory documents will be disqualified from the bid process.
- 2.1.2 The requirements of any given stage must be complied with prior to progression to the next stage. ACSA reserves the right to give bidders reasonable time to submit information that will be required in Stage 1 below.

2.2 A staged approach will be used to evaluate bids and the approach will be as follows:

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Mandatory Requirements	Evaluate on functionality or the technical aspect of the bid	Evaluate price and Preference	Bidders Site visit by ACSA And Post tender negotiations. (If Required)	Security Vetting (If Required)

2.2.1. Stage 1: Mandatory Requirements

1.	Attendance of the Compulsory Tender Briefing session – The attendance register will be used as proof of attendance.
2.	Duly filled in Pricing Schedule – SBD 3.3

NB: No Bid will be awarded to any person whose tax matters have not been declared in order by South African Revenue Service.

Prior to the award of the tender, ACSA will conduct a verification of the bidder's operational office space. Bidders are therefore required to provide full details of their office location(s), noting that ACSA representatives will conduct a site inspection as part of the evaluation process.

In addition, prior to award, the verified office must demonstrate fully established, operational capabilities with all required resources on-site. During the site visit, the bidder will be required to present and walk through their internal processes, illustrating the end-to-end workflow from receipt of the ACSA brief through to the final close-out report.

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No award will be made to an entity which is not registered on the CSD (Central Supplier Database) with National Treasury. Bidders must supply their unique number.

2.2.2 Stage 2 Functionality

In determining the bidders capacity and capability to execute the contract/project, bidders will be evaluated on functionality. Functionality is the terminology used to define the technical ability of the Tenderer, based on experience to deliver the required product in accordance with the specialised quality, reliability and functionality.

Points allocated for Functionality shall be evaluated in accordance with the criteria as listed below. An overall minimum threshold of **70 points out of 100** must be achieved for the tender to be eligible for further evaluation on Price and Preference (80/20 split).

Functionality Evaluation Summary			
Description of Quality criteria	WQ	Sub criteria	Maximum Score
		Quality Score	
1. COMPANY EXPERIENCE	10	1.1) Reference Letters	10
2. PORTFOLIO OF EVIDENCE (POE)	55	2.1) Marketing Campaigns	16
		2.2) Innovation	4
		2.3) Marketing Research and insights	16
		2.4) Marketing Plans	8
		2.5) Partnerships	11
3. RESOURCES	35	3.1) Group Account Manager	5
		3.2) Marketing Manager x 3 (1 per cluster)	15
		3.3) Marketing Manager Property and Parking	5
		3.4) Creative/ Art Director	5
		3.5) Content Specialist	5
TOTAL			100

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	FUNCTIONALITY EVALUATION CRITERIA BREAK-DOWN	Points
1	COMPANY EXPERIENCE	10
	<p>Company experience</p> <p>The agency must have 5 or more years' Marketing experience in the areas related to Retail, FMCG, Customer Service, Property or Service marketing.</p> <p>The bidder should demonstrate experience in marketing by providing client reference letters. The reference letter should be signed, be on a client letterhead and have the clients contact details (contact number and email address) with a list of projects done that correlates with the timeline provided.</p> <ul style="list-style-type: none"> - Less than 5 years relevant experience = 0 points - 5 years relevant experience = 5 points - More than 5 years' experience = 10 points 	10
2.	PORTFOLIO OF EVIDENCE (POE)	55
	<p>The agency must be able to provide 5 or more Portfolios of Evidence.</p> <p>Each Portfolio of evidence provided should be supported by the following correlating documents:</p> <p>The agency to provide 3 documents below to showcase their 2.1) Marketing Campaign 2.2) Innovation 2.3) Marketing Research and insights 2.4) Marketing Plans 2.5) Partnerships</p> <ol style="list-style-type: none"> 1. A client project brief. 2. A signed reference letter. 3. Project Cost/Budget <p>A Bidder can have one reference letter listing all the projects and signed</p> <p>A Bidder who is missing one of the above documents shall not be allocated points</p>	
2.1	<p>Portfolio of evidence (Marketing Campaigns)</p> <p>Proof of Four (4) Previous Campaigns and Costing and detailing the matrix used to calculate the bidders ROI and ROMI</p> <p>Each Portfolio of evidence provided should be supported by the above-mentioned documents:</p> <ul style="list-style-type: none"> - 3 or less Portfolios of evidence (0 Points) - 4 client project briefs. (4 points) - 4 signed reference letter (4 points) - 4 Project Cost/Budget (4 points) - 4 ROI (Return on Investment) and ROMI (Return on Marketing investment) (4 points) 	16

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2.2	<p>Portfolio of Evidence (Innovation)</p> <p>Demonstrate that the agency has developed Two (2) innovative solutions</p> <p>Each Portfolio of evidence provided should be supported by the following correlating documents:</p> <ul style="list-style-type: none"> - 1 or less Portfolios of evidence (0 Points) - 2 client project briefs. (2 points) - 2 signed reference letters (2 points) <p>A Summary of the references provided should be inserted in the excel spreadsheet attached to this tender</p>	4
2.3	<p>Portfolio of Evidence (Marketing Research)</p> <p>The agency to provide Three (3) or more brand marketing research and insights projects and strategy documents of the work previously done.</p> <p>The agency to provide:</p> <p>MARKETING RESEARCH AND INSIGHTS PROJECT</p> <ul style="list-style-type: none"> - Two or less brand marketing research and insights project = (0 Points) - Three (3) brand marketing research and insights projects = (3 Points) - More than Three (3) brand marketing research and insights projects = (5 points) <p>BRAND MARKETING STRATEGY DOCUMENT</p> <ul style="list-style-type: none"> - One or less brand marketing strategy document = (0 points) - Three (3) brand marketing strategy documents = (3 points) - More than Three (3) brand marketing research and insights projects = (5 points) 	16
2.4	<p>Portfolio of Evidence (Marketing Plans)</p> <p>The agency to provide 2 or more Marketing Plans in relation to the approved marketing strategy as per their client, of the work previously done including costing for each with a corresponding brief from the client.</p> <p>The agency to provide:</p> <ul style="list-style-type: none"> - One or less Marketing plan = 0 Points - Three (3) brand marketing plan = 3 Points - More than Three (3) brand marketing plans = 5 points 	8



2.5	<p>Portfolio of Evidence (Partnerships)</p> <p>The agency to provide 2 or more partnerships as well as a signed reference letter in relation to the approved marketing strategy as per their client, of the work previously done including the brand/monetary value for each with a corresponding brief from the client.</p> <p>The agency to provide:</p> <ul style="list-style-type: none"> - less than one Partnership = 0 Points - One (1) Partnership = 5 Points - Two (2) or more Partnerships = 11 Points 	11
3.	RESOURCES	30
	<p>The Bidder to provide the below resources. The information to be accompanied by the below:</p> <ol style="list-style-type: none"> 1. The CV of each resource showing relevant experience in the relevant field as required below 2. The relevant qualification(s) of each resource. 3. Provide an Organogram using the roles stated below. <p>Note: If one of the three requirements are not met, then the bidder will receive a score of 0 Points.</p>	
3.1	<p>Group Account Manager</p> <p>Four (4) and more year's agency experience and a Bachelor's Degree with Honours or a National Diploma in Business/Marketing with B-tech and Honours or related studies NQF level 8 qualification.</p> <ul style="list-style-type: none"> - Less than 5 years relevant experience = 0 points - 5 years relevant experience plus relevant qualifications = 3 points - More than 5 years' experience plus relevant qualifications = 5 points 	5
3.2	<p>Marketing Manager x 3 (1 per cluster)</p> <p>5 or more years FMCG/Retail/B2B/B2C Marketing experience and a Bachelor's Degree or related studies with level NQF 7 qualification</p> <p>Less than 5 years relevant experience = 0 points</p>	15

	<p>Marketing Manager 1 (Cluster 1 including COE)</p> <p>5 years relevant experience and relevant qualifications = 2 points More than 5 years' experience and relevant qualifications resources required = 3 points</p> <p>Marketing Manager 2 (Cluster 2)</p> <p>5 years relevant experience and relevant qualifications = 2 points More than 5 years' experience and relevant qualifications = 3 points</p> <p>Marketing Manager 3 (Cluster 3)</p> <p>5 years relevant experience and relevant qualifications = 2 points More than 5 years' experience and relevant qualifications = 3 points</p>	
3.3	<p>Marketing Manager Property and Parking</p> <p>Four (4) or more years Property/Retail Marketing experience and a marketing or related studies NQF level 7 qualification</p> <p>Less than 5 years relevant experience = 0 points 5 years relevant experience and relevant qualifications = 3 points More than 5 years' experience and relevant qualifications = 5 points</p>	5
3.4	<p>Creative/ Art Director</p> <p>5 or more years Digital/creative graphic design in Marketing or related industry and NQF level 7 qualification in related studies</p> <p>Less than 5 years relevant experience = 0 points 5 years relevant experience and relevant qualifications = 3 points More than 5 years' experience and relevant qualifications = 5 points</p>	5
3.5	<p>Content Specialist</p> <p>5 or more years content development and marketing Experience or related industry and NQF 7 qualification</p> <p>Less than 5years relevant experience = 0 points 5 years relevant experience and relevant qualifications = 3 points More than 5 years' experience and relevant qualifications = 5 points</p>	5
	TOTAL	100

2.2.3 Price and Preference

SBD 3.3

PRICING SCHEDULE

Itemised Elements	Cost - Year 1	Cost - Year 2	Cost - Year 3
Concept Development			
Creative Design			
Content development and Management			
Campaign Project Management			
Marketing Manager			
Group account Manager			
Creative director			
Content Specialist			
Art and creative Design			
Research and insights, strategy and tactical plans			
Copy writing			
Desktop Production (DTP)			
Account Management			
Website design			
Social Media creative and content development			
Social Media Placement fee			
Search Engine Optimisation (SEO) and analytics			
Production Management Fee (%)			
Content and creative Revert fee (after 3 free reverts)			
TOTAL COSTS			
Vat (15%)			
Total Costs Including VAT			

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Any enquiries regarding bidding procedures may be directed to the –

(INSERT NAME AND ADDRESS OF DEPARTMENT/ENTITY)

Tel:

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SECTION 3: BACKGROUND PURPOSE AND SCOPE OF WORKS

Background

Since its inception 30 years ago, Airports Company South Africa SOC Limited (ACSA) has transformed into a focused commercial enterprise that is market-driven and customer service oriented. The company was formed in 1993 as a public company under the Companies Act of 1973, as amended, and the Airports Company Act of 1993, as amended.

ACSA operates South Africa's Nine (9) principal airports, comprised of the country's major international airports, namely, O.R. Tambo (ORTIA), Cape Town (CTIA) and King Shaka (KSIA) and the smaller regional airports, namely, Dawid Stuurman International Airport (PLZ), King Phalo Airport (ELN), George Airport (GRJ), Bram Fischer (BRAM), Kimberley Airport (KMB), Upington (UTN). ACSA's registered corporate office operates from Airport Park in Kempton Park right next to the OR Tambo International Airport.

ACSA's vision is to be the most sought-after partner in the world for the provision of sustainable airport management solutions by 2030. ACSA's strategy is to create and operate world-class airports measuring up to international standards, its strategic intent is supported by three strategic pillars, namely:

- Run Airports: Run our airports efficiently, optimally, and innovatively.
- Develop Airports: Optimise assets and plan for new capacity and growth opportunities.
- Grow Footprint: Seek growth opportunities in the continent and world.



Run airports



Develop airports



Grow footprint

Purpose of this Bid

To meet the global standards of increasing non-aeronautical revenue, ACSA marketing is currently working with a specialized agency that focus on achieving growth in revenue.

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Over the last 10 years the retail marketing agency has been used to provide much needed resources, retail market insights, expertise, innovation and provide creative marketing strategies for ACSA commercial and assist with execution and deployment of marketing tactics in support of the airport retailer marketing expectations to assist with generation of revenue and passenger engagement.

The appointment of a new agency will allow business to meet its mandate to the retailer, allow for continuity and adequate delivery of marketing services for all the commercial portfolios.

Non-aeronautical activities are increasingly important for airports management and revenue over the recent years, as it globally comprises over 40% of Airports revenue, this was the trend pre covid.

These commodities include Retail, parking, property, Fuel supply, Car hire, baggage handling, Advertising, Aviation catering etc...

Non-aeronautical activities tend to generate higher profit margins than aeronautical revenue, providing diversification in airport revenue streams, and can assist in creating an additional buffering during economic downturns.

Value drivers/ cost drivers

To grow non-aeronautical revenue, an airport is required to improve the passengers and airport communities and the external customers based in various communities' satisfaction through:

2. Increasing the perception of choice.
3. Identifying and understanding the needs and habits of passenger segments (eg spending patterns, shopping choices).
4. Making the airport an attractive Shopping Destination (not only for passengers but broader public).
5. Increase participation by inviting the surrounding airport communities to participate in the airport economy.
6. Informing passengers of retail opportunities before they reach the airport.
 - o Increasing perceived value of the retail offering
 - o Diversification of the Retail Offering to attract a wider market.
 - o Eliminate the perception that airports are only for those who can afford to use air travel.

Scope of Work

The Scope of works covers the following Keys areas but **not Limited to**:

Retail marketing which is defined as marketing strategy and tactical plan in support of ACSA's retail portfolio for all nine airports. Provision of marketing related activities i.e. promotions, campaigns, communication, and as it relates to the retailer % contribution into the marketing/merchant fund

Cargo Strategic positioning of ACSA air cargo and logistics capabilities to drive throughput and revenue. This encompasses promoting specialised infrastructure (such as cold chain and bonded warehousing), managing B2B communications with freight forwarders and cargo airlines, and identifying trade corridor opportunities to enhance the value proposition of the airport as a regional logistics hub.

Property Marketing implementation of a property specific marketing strategy, insights and tactical plans designed to promote ACSA's diverse property portfolio.

Parking marketing execution of marketing and communication initiative geared towards the promotion of ACSA's parking facilities. This includes tactical campaigns and activations to increase site usage, customer service engagement strategies and the promotion of digital booking platforms or loyalty programs.

Car Rental Marketing strategic campaigns, promotion, activations and management of car rental services operating within the airport's precinct. This involves collaborative branding efforts with rental partners to enhance visibility, streamline the customer journey and maximise commercial returns from the ground transportation sector.

A. Retail Marketing Strategy Development, Research and Insight

The appointed agency is required to formulate a comprehensive three-year marketing strategy, underpinned by robust research and consumer insights, in alignment with ACSA's 2030 Growth Strategy. This strategy must be designed to achieve ACSA's specific retail objectives through a data-driven approach.

Furthermore, the agency must provide tactical marketing solutions tailored to the unique retail mix and passenger profile of each individual airport. These responsibilities include:

- Conceptualising and implementing retail activations, promotional campaigns, and ambience direction to enhance the passenger experience.
- Delivering detailed analysis of emerging marketing and consumer trends, digital innovations, and competitive landscapes.
- Establishing clear campaign routes and success measures, ensuring all initiatives are innovative, market-relevant, and cost-effective.
- Identifying and incorporating advanced digital solutions to modernize the retail environment and drive consumer engagement.

The agency will focus on revenue growth at each airport in the following areas but not limited to:

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- International departures
- Domestic departures
- International arrivals
- Domestic arrivals
- Central Terminal Building
- Landside passengers
- Transit strategy
- E-commerce strategy
- Parking portfolio
- Car Rental portfolio
- Retail/Spatial portfolio
- Property portfolio

B. Development of comprehensive tactical Marketing Plans

In completion of the Research and Marketing strategy, the agency is required to develop comprehensive marketing plans to support the ACSA Commercial Portfolio, namely, Retail, Parking, Property, Car Rental to achieve its agreed upon revenue targets.

Retail Marketing

- **Market Research & Consumer Insights** - The agency must conduct thorough market research to understand passenger demographics, shopping preferences, seasonal trends, and competitive benchmarks. These insights will inform the development of targeted retail strategies that resonate with ACSA's diverse customer base.
- **Concept Development & Campaign Execution**- Based on research findings, the agency will be responsible for crafting innovative retail marketing concepts that align with ACSA's brand positioning and commercial objectives. These concepts must be translated into high-impact, measurable campaigns, spanning digital, in-terminal, and experiential activations that drive footfall, increase dwell time, and boost retail conversion rates.
- **Retail Intelligence Hub** - A key deliverable is the establishment of a centralized Retail Intelligence Hub. This hub will serve as a data-driven command centre, enabling ACSA to:
 - Track retail spend across segments
 - Monitor shopper behaviour patterns, including purchase triggers and dwell zones
 - Identify emerging trends and performance gaps
 - Generate actionable insights
- **Revenue Contribution & ROI** - All retail marketing initiatives must be designed with a clear focus on contributing to ACSA's retail revenue targets. The agency will be expected to define KPIs, measure campaign effectiveness, and continuously refine strategies to maximise return on investment.

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Property Marketing

- Conduct Market Research & Analysis – The agency must evaluate current market trends, customer preferences, and identify emerging opportunities and threats in the property sector.
- Campaign Planning - Recommend optimal mix of digital, traditional, and experiential channels and develop tactical campaigns for social media, print, outdoor, and events.
- Content & Creative Strategy - Propose content themes and creative concepts. Suggest formats such as virtual tours, video testimonials, and interactive brochures.
- Lead Generation & Conversion Tactics - Recommend tools and techniques for capturing and nurturing leads.
- Performance Measurement - Define KPIs such as inquiries, conversion rates, and cost per lead. Propose tracking mechanisms and reporting templates.

Parking Marketing

- Customer Behaviour & Usage Analysis – The agency should assess current parking utilisation, peak times, customer feedback and identify pain points and opportunities for improvement.
- Segmentation & Targeting - Define segments and tailor messaging and offers to each segment i.e.: Short stay parking customers and Long stay parking customers.
- Promotional Strategy - Develop tactical plans for pricing promotions, loyalty programs, and bundled offers and suggest seasonal campaigns and referral incentives.
- Digital Integration & Tools - Recommend enhancements to the ACSA mobile app, online booking, and payment systems. Propose signage and wayfinding improvements for better user experience.
- Partnerships & Cross-Promotions - Identify potential collaborations with other businesses, or transport hubs and suggest co-branded campaigns and shared incentives.
- Analytics & Reporting - Define metrics and provide dashboards and reporting frameworks.

Car Rental Marketing

- Portfolio Positioning - Agency is to develop a cohesive marketing identity for the Car rental portfolio that complements individual operator brands. Highlight the benefits of centralised access, variety of choices, and streamlined customer experience and ensure messaging remains neutral and inclusive of all participating rental companies.
- Market & Customer Analysis - Analyse traveller demographics, trip purposes (business, leisure), and rental behaviour at the airport. Identify seasonal trends, peak

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travel periods, and underserved customer segments and benchmark against other airport Car rental services globally to identify best practices.

- Tactical Campaign Development - Create campaigns that promote the CRA as a one-stop rental hub, emphasizing convenience, speed, and choice. Develop messaging for key touchpoints and recommend cross-channel tactics including digital ads, social media, travel aggregator partnerships, and airport media.
- Channel Strategy & Integration - Suggest enhancements to wayfinding
- Promotions & Incentives - Design portfolio-wide promotions (e.g., seasonal discounts, and offers) that benefit all operators. Recommend loyalty tie-ins with airline programs, airport lounges and referral programs targeting hotels, airlines, and travel agents.
- Performance Measurement - Define KPIs, customer satisfaction, and digital engagement. Propose dashboards and reporting tools that track performance across the portfolio without favouring individual brands.

C. Concept development and Marketing plan Development

The agency is required to base all proposed concepts and campaign on research, innovation and marketing trends to ensure success, reach, cost effectiveness and measurability.

D. Innovations

The agency is expected not only to deliver tactical marketing plans but also to propose innovative approaches that challenge conventional thinking and elevate the impact of Retail. Property, Parking, and Car Rental marketing. These innovations may include emerging technologies, AI-driven personalisation, digital experience enhancements and strategic collaborations and data analytics innovation.

E. Ecommerce development and management

The agency will be managing the development and management of the retail ecommerce site for ACSA by looking at cost effective and innovation trends to contribute to the development of a dynamic ecommerce space. This will require the agency to work closely with IT, Brand, and operations to craft a way forward for retailer ecommerce solutions

F. Creative Design

The agency is expected to have an in-house creative design department with highly skilled, innovative and qualified creative designers from a range of design spheres such as graphic, web, game interaction(gamification), virtual reality development, user experience designer, product packaging, artistic elements to promote the brand and attract passengers, Meeters and greeters, communities and drop-offs attention, apply artificial intelligence (AI) tools to deliver personalisation (voice of the

customer) in relevant targeted messaging, communicating value and choice in categories that matter most to an individual consumer in the aviation precinct and surroundings, this personalisation to be translated into retail & product mix, packaging and advertising.

Provide evidence in the form of 5 Portfolios of evidence including the signed reference letters from your clients with contact details) on how they have improved brand loyalty with other clients.

G. Media agency and ownership

As part of its responsibilities, the agency will be expected to manage the media buying function for all tactical marketing campaigns developed. This includes planning, negotiating, purchasing, and optimising media placements across relevant channels to ensure maximum reach, cost-efficiency, and campaign effectiveness. To fulfil this requirement, the agency must demonstrate one of the following:

- **In-House Media Buying Capability**

The agency must have a media buying team or department with proven experience in managing media budgets across traditional and digital platforms.

- Evidence of this capability must be provided, including:
 - Team structure and roles
 - Media planning and buying tools used.
 - Case studies or examples of past media buying campaigns
 - Media spend volumes handled in the past 24 months.

- **Established Relationship with Media Buying Partner(s)**

- If media buying is outsourced, the agency must have a formal, ongoing relationship with one or more reputable media buying companies.

Proof of this relationship must be submitted, including:

- Name(s) and contact details of the media buying partner(s).
- Nature and duration of the partnership.
- Roles and responsibilities of each party.
- Examples of joint campaign executions.

- **Scope of Media Buying Responsibilities**

The agency (or its media buying partner) will be expected to:

- Develop media plans aligned with campaign objectives and target audiences.
- Recommend appropriate media channels (e.g., TV, radio, print, OOH, digital, social, programmatic).
- Negotiate rates and placements with media owners and platforms.
- Manage media budgets and ensure cost transparency.
- Monitor campaign performance and optimise placements in real time.

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- Provide post-campaign reports detailing reach, impressions, engagement, and ROI.

H. Development of Retail and Marketing reporting tools

The agency is expected to provide marketing reporting and analysis tools that will be applied to measure marketing campaign effectiveness and Return on Marketing Investment (ROMI) to quantify effectiveness (pre and post) campaigns. Agency must be able to provide reporting tools and systems supported by innovation and scientific formulas that will demonstrate return on investment for all the marketing campaigns or initiatives executed as per the brief from client (ACSA). 5 Portfolios of evidence for projects they have previously done including the ROMI measurement tool used. This should also include 5 signed clients reference letters for each project with contact details.

I. Additional areas of focus

- i. Content management specialisation with proof of past 5 Portfolios of evidence including the signed reference letters from your clients with contact details and status in relation to work executed.
- ii. Retail Website Management & Traffic Generation Proven experience in managing retail websites with a focus on increasing site traffic and customer engagement.
- iii. 360° Digital Sales Strategy Development and execution of holistic digital strategies aimed at boosting sales. Evidence must include a portfolio and signed reference letters from clients, complete with contact details. Customer Experience Optimisation - Expertise in enhancing customer experience across digital and physical touchpoints.
- iv. Integrated Marketing Campaigns Creation and implementation of full-spectrum (360°) marketing campaigns, from concept to execution. Design and deployment of e-commerce strategies and campaigns that integrate seamlessly with the ACSA airport app ecosystem.

Retail Sector Experience (Preferred) Experience in the following retail environments will be considered advantageous:

- Duty -Free Retail
- Airports Retail Precincts
- Shopping Centre Management/Marketing

SECTION 4: MANDATORY AND ADMINISTRATION DOCUMENTS

4.1 Mandatory Returnable documents

ACSA will disqualify from the bid process any bidder that has failed to submit mandatory returnable documents and information. Bidders should therefore ensure that all the mandatory returnable documents and information have been submitted. In order to assist bidders, ACSA has also included a column next to the required mandatory document and information to enable bidders to keep track of whether they have submitted or not.

4.2 Other Returnable Documents and information

These types of documents and information are required but are not mandatory or are only mandatory at specific stages of the process. ACSA may request bidders to submit these documents or information after the closing date and time or might already have them on the system. Where a document or information is only mandatory at a specific stage in the process, ACSA may only disqualify a bidder for non-submission at that stage and after reasonable efforts were made to request the document from the bidder.

The mandatory and other returnable documents listed in the table follows:

RETURNABLE DOCUMENTS AND INFORMATION	MANDATORY	ADMINISTRATIVE	SUBMITTED [Yes
<i>SBD 3.3: Priced offer</i>	X		
<i>Declaration of Interest Form and Politically Exposed Persons</i>		X	
<i>SBD 4 Bidder's Disclosure Form</i>		X	
<i>SBD 6.1 Preference Points Claim Form</i>		X	
<i>Confidentiality and Non-Disclosure Agreement</i>		X	
<i>BEE Certificate and Scorecard or BBEE QSE/EME Affidavit</i>		X	
<i>Verifiable medical certificate of report as proof of disability(For preference claims)</i>		X	
<i>Tax Pin number (ACSA may not award to a bidder whose tax affairs have not been declared to be in orders by SARS)</i>		X	
<i>Certificate of Incorporation of the bidding entity showing ownership split</i>		X	
<i>Central Supplier Database Report (CSD)</i>		X	
<i>VAT Questionnaire</i>		X	
<i>ACSA Terms and Conditions</i>		X	
<i>.ID document for Directors / Trustees / Members / Shareholders and Senior management of the bidding entity.</i>		X	

4.3 Validity of submitted information

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Bidders must ensure that all conditions, documents and information which has been submitted in pursuance to this bid remains valid for the duration of the contract period. In the event where a validity document expires an updated document must be submitted. The duty is on the bidder to provide updated information to ACSA immediately after such information has changed.

SECTION 5: RETURNABLE DOCUMENTS

5.1 DECLARATION OF INTEREST AND POLITICALLY EXPOSED PERSONS FORM

Making a Declaration

Any legal person or persons having a relationship with persons employed by ACSA, including a blood relationship, may submit a bid in terms of this tender document. In view of possible allegations of unfairness, should the resulting bid, or part thereof, be awarded to persons connected with or related to ACSA employees, it is required that the bidder or his/her authorised representative declare his/her position in relation to ACSA employees or any member of the evaluation or adjudication committee which will consider bids.

ACSA requires all bidders to declare that they have not acted in any manner inconsistent with the law, policy, or fairness. Furthermore, ACSA requires bidders to declare if they have Politically Exposed Persons (PEP) also known as Domestic Prominent Influential Persons (DPIP) in their organisation. See below definition of PEP/DPIP.

Politically Exposed Persons or DPIP are individuals who are or have been entrusted with prominent public functions in the country or a foreign country, for example Heads of State or of government, senior politicians, senior government, judicial or military officials, senior executives of state-owned corporations, important political party officials. Business relationships with family members or close associates of PEPs involve reputational risks similar to those with PEPs themselves. PEP status in the following areas shall be declared:

- Current or former senior official in the executive, legislative, administrative, military, or judicial branch of government or foreign government (elected or not)
- A senior official of a major political party or major foreign political party;
- A senior executive of government owned commercial enterprise
- or a foreign government owned commercial enterprise, being a corporation, business or other entity formed by or for the benefit of any such individual;
- A related and or inter-related immediate member of such individual; meaning spouse, parents, siblings, children, and spouse's parents or siblings etc

5.1.1 All bidders must complete a declaration of interest form below:

Full name of the bidder or representative of the bidding entity

Identity Number

Position held in the bidding entity

Registration number of the bidding entity

Tax Reference number of the bidding entity

VAT Registration number of the bidding entity

I/We certify that there is / no PEP/DPIP conflict of interest/ no relationship between the bidding entity or any of its shareholders / directors / owner / member / partner/ senior management with any ACSA employee or official.

Where a relationship or PEP/DPIP conflict of interest exists, please provide details of the ACSA employee or official and the extent of the relationship below:

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PEP/DPIP Declaration

DPIP/PEP Declaration for self/family member or close associate:

Nature of Political Exposure	Term of the office	Description of activities relating to political exposure

Full Names of Directors / Trustees / Members / Shareholders/ Senior Management of the bidding entity

Full Name	Identity Number	Personal Income Tax Reference Number

5.1.2.I/We declare that we have not acted in any manner which promotes unfairness, contravenes any law or is against public morals. We further certify that we will in full compliance of this tender terms and conditions as well as ACSA policies in the event that we are successful in this tender.

Declaration:

I/We the undersigned _____ (Name) hereby certify that the information furnished in this tender document is true and correct. We further certify that we understand that where it is found that we have made a false declaration or statement in this tender, ACSA may disqualify our bid or terminate a contract we may have with ACSA where we are successful in this tender.

Signature

Date

Position

Name of bidder

5. 2 BIDDER’S DISCLOSURE FORM SBD 4

BIDDER’S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder’s declaration in respect of employees of the State

2.1 Is the bidder, or any of the directors / trustees / shareholders / members / partners of the bidder employed by the state? **YES/NO**

If so, furnish particulars of the names, individual identity numbers, in table below.

Full Name	Identity Number	Name of State institution

3. Bidders' disclosure in respect of independent bidding

I, the undersigned, in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.5 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.6 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.7 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the state for a period not exceeding 10 years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED ABOVE IS CORRECT AND ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME SHOULD THIS INFORMATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position/ Designation

.....
Name of bidder

5.3 PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022 SBD 6.1

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 To be completed by the organ of state

- a) The applicable preference point system for this tender is the **80/20** preference point system.
- b) The 80/20 preference point system will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals / Preference .

1.4 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS / PREFERENCE	20*
Total points for Price and SPECIFIC GOALS	100

**Documented proof is listed on the returnable table above*

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20 or

$$Ps = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right) \text{ or}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 points is allocated for price on the following basis:

80/20

$$Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) \text{ or}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,
- then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

Specific Goals	Number of points (80/20 system)	Number of Points Claimed by Bidder (Bidder to fill in)
B-BBEE Status Level 1	5	
B-BBEE Status Level 2	4.5	
B-BBEE Status Level 3	4	
B-BBEE Status Level 4	3	
B-BBEE Status Level 5	2	
B-BBEE Status Level 6	0.5	
B-BBEE Status Level 7	0.3	
B-BBEE Status Level 8	0.1	
Black youth majority-owned entities	5	
Black women majority-owned entities	5	
Company majority owned by people with disabilities	5	
Non-compliant contributor	0	

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DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm.....

4.4. Company registration number:

4.5. TYPE OF COMPANY/ FIRM

- Partnership/Joint Venture / Consortium
- One-person business/sole propriety
- Close corporation
- Public Company
- Personal Liability Company
- (Pty) Limited
- Non-Profit Company
- State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
 - (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (e) forward the matter for criminal prosecution, if deemed necessary.

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.....
SIGNATURE(S) OF TENDERER(S)

SURNAME AND NAME:

DATE:

ADDRESS:
.....
.....
.....

Form 5.5: CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT

between

AIRPORTS COMPANY SOUTH AFRICA SOC LIMITED

(Registration No. 1993/004149/30)

(“Airports Company”)

of

Western Precinct, Aviation Park

O.R. Tambo International Airport

1 Jones Road

Kempton Park

1632

AND

[NAME OF SERVICE PROVIDER]

(Registration No: _____)

(“_____”)

of

[Service Providers Address]

1. INTERPRETATION

In this agreement -

- 1.1 "confidential Information" – is information which is confidential to the disclosing party, and includes whether in written, graphic, oral, proprietary, tangible, intangible, electronic or other form, and, -
 - 1.1.1 any information in respect of know-how, formulae, statistics, processes, systems, business methods, marketing, trading and merchandising methods and information, promotional and advertising plans and strategies, pricing, financial plans and models, inventions, long-term plans, research and development data, user or consumer/ customer data and profiles, ideas, computer programmes, drawings and any other information of confidential nature of the disclosing party, in whatever form it may be;
 - 1.1.2 the contractual business and financial arrangements of the disclosing party and others with whom it has business arrangements of whatever nature;
 - 1.1.3 all information peculiar to the business of the disclosing party which is not readily available to a competitor of the disclosing party in the ordinary course of business;
 - 1.1.4 the fact of and content of any discussions between the disclosing party and the receiving party as well as the existence and content of any agreement, which may be concluded between the disclosing party and the receiving party;

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- 1.1.5 all other matters of a confidential nature which relate to the disclosing party's business;
- 1.1.6 generally, information which is disclosed in circumstances of confidence or would be understood by the parties, exercising reasonable business judgement, to be confidential;
- 1.1.7 all information of whatsoever nature relating to the disclosing party as contemplated in 2.1 below; but does not include information which -
- 1.1.8 is or hereafter becomes part of the public domain, otherwise than as a result of a breach or default of the receiving party or of a representative or affiliate of the receiving party;
- 1.1.9 can be shown to have been lawfully in the possession of the receiving party or its affiliates or consultants prior to its disclosure and is not subject to an existing agreement between the disclosing party and the receiving party;
- 1.1.10 is acquired by the receiving party independently from a third party who lawfully acquired such information without restriction and who had not previously obtained the confidential information directly or indirectly under a confidentiality obligation from the disclosing party;
- 1.1.11 is acquired or developed by the receiving party independently of the disclosing party and in circumstances which do not amount to a breach of the provisions of this agreement; is disclosed or released by the receiving party to satisfy an order of a court of competent jurisdiction or to otherwise comply with the provisions of any law or regulation in force at the time or the requirements of any recognised stock exchange; provided that, in these circumstances, the receiving party shall inform the disclosing party of the requirement to disclose prior to making the disclosure and provided further that the receiving party will disclose only that portion of the confidential information which it is legally required to so disclose; and the receiving party will use its reasonable endeavours to protect the confidentiality of such information to the widest extent lawfully possible in the circumstances (and shall co-operate with the disclosing party if it elects to contest any such disclosure);

For the purposes of this agreement the party, which discloses confidential information, shall be referred to as "the disclosing party" and the party, which receives the confidential information, shall be referred to as "the receiving party".

- 1.2 "affiliate" –of a Party means any person, now or hereafter existing, who directly or indirectly controls, (*holding company*) or is controlled or is under common control of such Party (subsidiary company); a Person "controls" another person if it holds or is beneficially entitled to hold , directly or indirectly, other than by way of security interest only, more than 50% of its voting , income or capital;
- 1.3 "disclosing party" – the party disclosing confidential information in terms of this agreement and being Airports Company;
- 1.4 "receiving party" – the party receiving confidential information in terms of this agreement;
- 1.5 "the parties" – the Airports Company and _____.

2. **INTRODUCTION**

- 2.1 The parties intend to provide each other with certain information pertaining to their operations and the parties are in the process of discussing certain matters with a view to concluding an agreement ("the potential agreement"), which discussions have required and will require the disclosure to one another of information of a proprietary, secret and confidential nature. Whether or not the parties conclude the potential agreement will not affect the validity of this agreement.

- 2.2 If the confidential information so disclosed is used by the receiving party for any purpose other than that for which its use is authorised in terms of this agreement or is disclosed or disseminated by the

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receiving party to another person or entity which is not a party to this agreement, this may cause the disclosing party to suffer damages and material financial loss.

- 2.3 This agreement shall also bind the parties, notwithstanding the date of signature hereof, in the event that either party shall have disclosed any confidential information to the other party prior to date of signature hereof.
- 2.4 The parties wish to record the terms and conditions upon which each shall disclose confidential information to the other, which terms and conditions shall constitute a binding and enforceable agreement between the parties and their agents.

3 USE OF CONFIDENTIAL INFORMATION

Any confidential information disclosed by the disclosing party shall be received and used by the receiving party only for the limited purpose described in 2.1 above and for no other purpose.

4 NON-DISCLOSURE

- 4.1 THE RECEIVING PARTY undertakes that –
- 4.1.1 it will treat the disclosing party's confidential information as private and confidential and safeguard it accordingly;
- 4.1.2 it will not use (except as permitted in 3 above) or disclose or release or copy or reproduce or publish or circulate or reverse or engineer and/or decompile or otherwise transfer, whether directly or indirectly, the confidential information of the disclosing party to any other person or entity; and the receiving party shall take all such steps as may be reasonably necessary to prevent the disclosing party's confidential information falling into the hands of unauthorised persons or entities;
- 4.1.3 it shall not disclose the confidential information of the disclosing party to any employee, consultant, professional adviser, contractor or sub-contractor or agent of the receiving party (collectively referred to herein as "representative") or an affiliate of the receiving party, nor shall they be given access thereto by the receiving party -
- 4.1.4 unless it is strictly necessary for the purposes referred to in 2.1 above; and
- 4.1.5 the receiving party shall have procured that the representative, affiliate or consultant to whom or to which such information is disclosed or made available shall have agreed to be bound by all the terms of this agreement, and, in such event, the receiving party hereby indemnifies the disclosing party against any loss, harm or damage which it may suffer as a result of the unauthorised disclosure of confidential information by a representative, affiliate or consultant.
- 4.2 Any documentation or written record or other material containing confidential information (in whatsoever form) which comes into the possession of the receiving party shall itself be deemed to form part of the confidential information of the disclosing party. The receiving party shall, on request, and in any event if the discussions referred to in 2.1 above should not result in an agreement, return to the disclosing party all of its confidential information which is in physical form (including all copies) and shall destroy any other records (including, without limitation, those in machine readable form) as far as they contain the disclosing party's confidential information. The receiving party will, upon written or oral request from the disclosing party and within five (5) business days of the disclosing party's request, provide the disclosing party with written confirmation that all such records have been destroyed.

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5. **COPIES**

- 5.1 The receiving party may only make such copies of the disclosing party's confidential information as are strictly necessary for the purpose and the disclosures which are not in breach of this agreement and authorised in terms of this agreement. The receiving party shall clearly mark all such copies as "Confidential".
- 5.2 At the written request of the disclosing party, the receiving party shall supply to the disclosing party a list showing, to the extent practical –
- 5.2.1 where copies of the confidential Information are held;
- 5.2.2 copies that have been made by the receiving party (except where they contain insignificant extracts from or references to confidential information) and where they are held; and
- 5.2.3 the names and addresses of the persons to whom confidential information has been disclosed and, if applicable, a copy of the confidentiality undertaking signed by such persons complying with the provisions of this agreement.

6. **THE USE OF THE COMPANY'S INTELLECTUAL PROPERTY**

- 6.1 The receiving party shall not use any intellectual property of the Company (including trademarks, service marks, logos, slogans, trade names, brand names and other indicia of origin) (collectively, the "**Company IP**") for any reason whatsoever without first obtaining the Company's prior written consent which consent the Company shall be entitled to grant solely at its own discretion.
- 6.2 If the receiving party requires the use of such Company IP, a request must be sent to the Tondani.mtephe@airports.co.za . Each single request by the same receiving party shall be treated as a new request.
- 6.3 Should the Company provide its consent in terms of clause 6.1 above, the receiving party shall comply with the Company's policies and standards with regard to the use of the Company IP. Such policies and standards shall be communicated to the receiving party at the time the Company grants the consent to the receiving party.
- 6.4 Failure to adhere to the provisions of this clause 6 or the policies, brand requirements and protocols that will be communicated by the Brand Custodians Office to the receiving party, shall result in the penalty equal to the value of 2% (two per cent) of the receiving party's annual turnover in the financial year in which the aforesaid failure occurred.

7. **DURATION**

- 7.1 Subject to Clause 2.3 this agreement shall commence or shall be deemed to have commenced on the date of signature of this agreement by the last party to sign the agreement.
- 7.2 This agreement shall remain in force for a period of **5** years ("the term"), or for a period of one (1) year from the date of the last disclosure of confidential information to the receiving party, whichever is the longer period, whether or not the parties continue to have any relationship for that period of time.

8. **TITLE**

- 8.1 All confidential information disclosed by the disclosing party to the receiving party is acknowledged by the receiving party:
- 8.1.1 to be proprietary to the disclosing party; and
- 8.1.2 not to confer any rights to the receiving party of whatever nature in the confidential information.

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9. **RELATIONSHIP BETWEEN THE PARTIES**

- 9.1 The disclosing party is not obliged, by reason of this agreement, to disclose any of its confidential information to the receiving party or to enter into any further agreement or business relationship with the receiving party. Nothing herein shall imply or create any exclusive relationship between the Parties or otherwise restrict either Party from pursuing any business opportunities provided it complies at all times with the non-disclosure obligations set forth herein
- 9.2 The disclosing party retains the sole and exclusive ownership of intellectual property rights to its confidential information and no license or any other interest in such confidential information is granted in terms hereof or by reason of its disclosure.
- 9.3 The termination of the discussions referred to in 2.1 above shall not release the parties from the obligations set out in this agreement.

10. **ENFORCEMENT, GOVERNING LAWS AND JURISDICTION**

- 10.1 This agreement shall be governed by and interpreted according to the laws of the Republic of South Africa, without reference to the choice of laws' provisions of the Republic of South Africa. In the event of a conflict between or inconsistency in the laws applicable in the various provinces of the Republic of South Africa, the law as applied and interpreted in the Gauteng Province shall prevail.
- 10.2 The parties irrevocably submit to the exclusive jurisdiction of the High Court of South Africa, Witwatersrand Local Division, in respect of any action or proceeding arising from this agreement.
- 10.3 The parties agree that, in the event of a breach of this agreement, monetary damages would not be an adequate remedy. In the event of a breach or threatened breach of any provisions of this agreement by the receiving party, the disclosing party (and/or its relevant affiliate) shall be entitled to injunctive relief in any court of competent jurisdiction and the receiving party shall reimburse the disclosing party for any costs, claims, demands or liabilities arising directly or indirectly out of a breach. Nothing contained in this agreement shall be construed as prohibiting a party or its affiliate from pursuing any other remedies available to it for a breach or threatened breach.
- 10.4 The failure by the disclosing party to enforce or to require the performance at any time of any of the provisions of this agreement shall not be construed to be a waiver of such provision, and shall not affect either the validity of this agreement or any part hereof or the right of the disclosing party to enforce the provisions of this agreement.

11. **DOMICILIUM**

- 11.1 The parties choose as their *domicilium* the addresses indicated in the heading to this agreement for the purposes of giving any notice, the payment of any sum, the serving of any process and for any other purpose arising from this agreement.
- 11.2 Each of the parties shall be entitled from time to time, by written notice to the other, to vary its domicilium to any other address which is not a post office box or poste restante.
- 11.3 Any notice required or permitted to be given in terms of this agreement shall be valid and effective only if in writing.
- 11.4 Any notice given and any payment made by one party to the other ("the addressee") which:
- 11.4.1 is delivered by hand during the normal business hours of the addressee at the addressee's domicilium for the time being shall be presumed, until the contrary is proved, to have been received by the addressee at the time of delivery;
- 11.4.2 is posted by prepaid registered post from an address within the Republic of South Africa to the addressee at the addressee's domicilium for the time being shall be presumed, until the contrary is proved, to have been received by the addressee on the fourth day after the date of posting;
- 11.4.3 is transmitted by facsimile to the addressee's receiving machine shall be presumed, until the contrary is proved, to have been received within one (1) hour of transmission where it is transmitted during normal business hours or, if transmitted outside normal

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business hours, within one (1) hour of the resumption of normal business hours on the next normal business day.

12. **GENERAL**

- 12.1 No party shall be bound by any representation, warranty, undertaking, promise or the like not recorded in this agreement.
- 12.2 No addition to, variation or agreed cancellation of this agreement shall be of any force or effect unless in writing and signed by or on behalf of the parties.
- 12.3 Any indulgence which either party may show to the other in terms of or pursuant to the provisions contained in this agreement shall not constitute a waiver of any of the rights of the party which granted such indulgence.
- 12.4 The parties acknowledge that this agreement and the undertakings given by it in terms hereof are fair and reasonable in regard to their nature, extent and period and go no further than is reasonably necessary to protect the interests of the parties.
- 12.5 The parties hereby confirm that they have entered into this agreement with full and clear understanding of the nature, significance and effect thereof and freely and voluntarily and without duress.
- 12.6 Neither party shall have the right to assign or otherwise transfer any of its rights or obligations under this agreement.
- 12.7 This agreement may be executed in several counterparts that together shall constitute one and the same instrument.
- 12.8 In this agreement, clause headings are for convenience and shall not be used in its interpretation.
- 12.9 Each clause of this agreement is severable, the one from the other and if any one or more clauses are found to be invalid or unenforceable, that clause shall not affect the balance of the clauses which shall remain in full force and effect.

SIGNED at _____ on _____ day of _____ 202__

AIRPORTS COMPANY SOUTH AFRICA SOC LIMITED

the signatory warranting that he is duly authorised thereto.

Name: _____

Designation: _____

AS WITNESSES

1. _____

2. _____

SIGNED at _____ on _____ day of _____ 202__

[NAME OF SERVICE PROVIDER]

the signatory warranting that s/he is duly authorised thereto.

Name: _____

Designation: _____

AS WITNESSES

1. _____

2. _____

FORM 5.6: ACCEPTANCE OF TERMS AND CONDITIONS OF RFP AND BIDDER’S PARTICULARS

When responding to this bidder, the bidder is assumed to have accepted the terms and conditions listed below:

TO: Airports Company South Africa SOC Limited (ACSA)
Airports Company South Africa Limited.

Proposal No: _____

1. Bidder’s Name and Contract Details

Bidder:	
Physical Address:	
Correspondence to be addressed to:	
Phone numbers:	
Email Address:	
Contact Person:	

2. Proposal Certification

We hereby submit a Proposal in respect of the REQUEST FOR PROPOSAL (RFP) FOR THE AQUISITION OF A COMMERCIAL MARKETING AGENCY FOR A PERIOD OF 3 YEARS AT AIRPORTS COMPANY SOUTH AFRICA in accordance with Airports Company South Africa’s requirements.

- We acknowledge that Airports Company South Africa’s terms and conditions (as amended and mutually agreed between the parties if necessary) shall apply to the agreement with the successful Bidder,
- We have read, understand and agree to be bound by the content of all the conditions of this bid and documentation provided by Airports Company South Africa in this Request for Proposal.
- We accept that Airports Company South Africa’s Bid Adjudication Committee decision is final and binding.
- We acknowledge that the bidder/s, directors, shareholders and employees may be subjected to security vetting by Airport Company South Africa or its agent.

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- We certify that all forms of Proposal as required in the Proposal document are included in our submission.
- We certify that all information provided in our Proposal is true, accurate, complete and correct.
- This Proposal is specific to this bid only.
- The undersigned is/are authorized to submit and sign the Proposal that shall be binding on closure of the Proposal submission.
- The Proposal is binding on this Bidder for a period which lapses after *one hundred and twenty (120) days* calculated from the closing date for Proposal submission.
-

Thus done and signed at		on this the		day of		202
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Signature:	
Name:	

For and behalf of:

Bidding entity name:	
Capacity:	

FORM 5.7: VAT QUESTIONNAIRE

VAT Questionnaire for entities bidding as a partnership, joint venture or consortium (i.e. Body of Persons). The following form is required to be completed by the winning bidder at contracting stage.

1. Are you bidding as a partnership/ joint venture or consortium? **Yes/No (Mark with X below)**

Yes	No
------------	-----------

2. If you have answered yes to the above question, please provide the following:

2.1 A VAT registration certificate in the name of the joint venture, partnership or consortium which includes the VAT registration number of the partnership/joint venture.

Name of the Body of Persons	VAT Number of Body of Persons	Valid registration certificate attached? Yes/No
1.		

ACSA management will use the following link to check your registration. [VendorExactSearch\ 1.0.4 \(sarsefiling.co.za\)](http://VendorExactSearch\ 1.0.4 (sarsefiling.co.za))

3. We recommend that the supplier warrants and represents that, where applicable, it is duly registered for VAT under the VAT Act.
4. Failure to comply with the VAT Act in supplying a valid VAT invoice relating to the Body of Persons will result in Airports Company South Africa SOC Limited being entitled to recover any losses, penalties and interest suffered. Failure includes but is not limited to the invoice having a VAT number that is not registered to the Joint Venture/partnership/consortium i.e. if the VAT number supplied relates to one party of the Body of Persons.

The below definitions are in relation to the above requirement.

1. Definitions

1.1 **Person**, as defined in section1(1) of the Value Added Tax Act No 89 of 1991(“the VAT Act”) – includes a public authority, any municipality, any company, any body of persons (corporate or unincorporated), the estate of any deceased estate or any insolvent person and any trust fund.

The below terms are not defined in the VAT Act and as such, the ordinary meaning has been taken into account:

1.2 **Consortium or Joint Venture** - an arrangement between two or more persons based on an agreement to generally operate a single, limited or defined project. The parties to such an agreement will generally share control of the arrangement and share the product or output of the venture

1.3 **Partnership** - an arrangement between two or more persons based on an agreement. The parties to that arrangement should have the intention to be partners and the essential elements for a partnership being the partners’ contributions, a profit objective and joint benefit for the partners must be evident from the agreement.

2. The Law

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Section 51 of the VAT Act states that:

- (1) *Subject to the provisions of section 46, where any body of persons, whether corporate or unincorporate (other than a company), carries on or is to carry on any enterprise-*
- a. *such body shall be deemed to carry on such enterprise as a person separate from the members of such body;*
 - b. *registration of that body as a vendor shall be effected separately from any registration of any of its members in respect of any other enterprise;*
 - c. *liability for tax in respect of supplies by that body shall be determined and calculated in respect of the enterprise carried on by it as an enterprise carried on independently of any enterprise carried on by any of its members, and any refund relating to that body's enterprise which is payable in terms of section 44 shall be made to that body; and*
 - d. *the duties and obligations imposed by this Act on any vendor or other person shall, as respects the enterprise carried on by that body, be performed by it separately from the duties and obligations imposed on any of its members.*

3. Application of the Law

When a body of persons forms a joint venture, partnership or consortium, such a body is treated as a separate legal person for VAT purposes and, is in terms of section 51(1) of the VAT Act, required to register for VAT with the South African Revenue Services ("SARS") where the body's taxable supplies exceed the registration threshold.

Should the joint venture or partnership or consortium not be registered for VAT, **VAT cannot be levied on any invoice** that will be issued out to Airports Company South Africa for services rendered.