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|-----------------------------------------------------------------------------------|-------------------------------|---------------------|----------------|-----|---|
|  | Request for Information (RFI) | Document Identifier | 240-72663051   | Rev | 1 |
|                                                                                   |                               | Effective Date      | 01 August 2016 |     |   |
|                                                                                   |                               | Review Date         | October 2027   |     |   |
|                                                                                   |                               | RFI Number          | MWP2659CX      |     |   |

| PART A<br>REQUEST FOR INFORMATION (RFI) |                                                                                                                                                                                                                                                                                                                                     |                                  |       |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------|
| Description of the works/goods/services | <b>Corporate Reputation Measurement and Tracking</b><br><br>Eskom requires the following services: <ul style="list-style-type: none"> <li>• Annual and quarterly reputation research reports</li> <li>• Provide executive coaching and advice.</li> <li>• Develop, review, and advise on reputation plans and strategies</li> </ul> |                                  |       |
| Deadline for submission                 | 15 August 2024                                                                                                                                                                                                                                                                                                                      | At (South African Standard Time) | 10h00 |
| Tender Office address                   | Tender Advice Centre<br>Next to the Retail Centre<br>Northside<br>Megawatt Park<br>1 Maxwell Drive<br>Sunninghill<br>Sandton                                                                                                                                                                                                        |                                  |       |

Eskom Holdings SOC Ltd (“Eskom”) invites you to submit an:

- **Request for information (RFI)** to submit information for the works/goods/services as stated in the table. This RFI is a stand-alone information-gathering and market-testing exercise, intended only to inform and assist Eskom’s further deliberation and development of a strategy and shortlisting of service providers for **Corporate Reputation Measurement and Tracking services**.

**Refer to Annexure A for the Scope of Work**

Eskom has delegated the responsibility for this **RFI** to the signatory of this document, whose details can be found below.

We look forward to receipt of your response.

Yours faithfully

| Name               | Designation                              | Signature                                                                            | Date         |
|--------------------|------------------------------------------|--------------------------------------------------------------------------------------|--------------|
| Shamani Padayachee | Procurement Manager – Corporate Tactical |  | 31 July 2024 |
| Telephone number   | 011 800 4921                             | E-mail address                                                                       |              |

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| PART B<br>RESPONSE SHEET IN TERMS OF A REQUEST FOR INFORMATION<br>To be completed by the supplier |                                                                                                                                                                                                                                                                                                                              |                |              |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------------|
| To                                                                                                | Eskom Holdings SOC Ltd                                                                                                                                                                                                                                                                                                       | Date           | 31 July 2024 |
| Attention                                                                                         | Jeanette Makume<br>makumej@eskom.co.za                                                                                                                                                                                                                                                                                       |                |              |
| Tel no                                                                                            |                                                                                                                                                                                                                                                                                                                              | E-mail address |              |
| From (Registered full legal name of the company)                                                  |                                                                                                                                                                                                                                                                                                                              | Address        |              |
| Physical Address                                                                                  |                                                                                                                                                                                                                                                                                                                              |                |              |
| Sender (Full name)                                                                                |                                                                                                                                                                                                                                                                                                                              |                |              |
| Description of the works/goods/services                                                           | Corporate Reputation Measurement and Tracking<br><br>Eskom requires the following services: <ul style="list-style-type: none"> <li>• Annual and quarterly reputation research reports</li> <li>• Provide executive coaching and advice.</li> <li>• Develop, review, and advise on reputation plans and strategies</li> </ul> |                |              |

Please find below our response to Eskom's questions:

| No. | Question                                                                                                                        | Please indicate your response in this column or indicate if attached. |
|-----|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| 1.  | Company contact person and contact details<br>Name & Surname<br>Tel:<br>E-mail address:                                         |                                                                       |
| 2.  | Company registration number and CSD number                                                                                      |                                                                       |
| 3.  | Approximate cost of one (1) annual reputation research report and a cost breakdown.                                             |                                                                       |
| 4.  | Provide an overview of the company – when it was established and what reputation measurement and tracking services are offered. |                                                                       |
| 5.  | List the clients with a national footprint that you have done reputation measurement and tracking research                      |                                                                       |

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|     |                                                                                                                                                                                                                                                                   |  |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|     | for in the past 3 years. These clients should be able to form part of a benchmark study.                                                                                                                                                                          |  |
| 6.  | Show the methodologies used to conduct reputation measurement and tracking research                                                                                                                                                                               |  |
| 7.  | Provide an example of a reputation measurement and tracking research study done and include the following:<br>✓ Sample size, show demographics of sample and provinces being sampled.<br>✓ Questionnaire used<br>✓ Methods used to survey people                  |  |
| 8.  | Show the dimensions and attributes measured in the reputation research studies.                                                                                                                                                                                   |  |
| 9.  | Is the company capable of providing an annual deep dive and quarterly tracking reports?<br>If the annual deep dive and quarterly tracking reports are confidential, please show all the documents without the name of the company that the research was done for. |  |
| 10. | Name of reputation expert who will provide corporate reputation advice to Eskom.<br>Detailed CV to be attached.                                                                                                                                                   |  |

**Note:**

**Responses to the above questions can be submitted as attachments.**

Yours faithfully

| Name             | Designation | Signature                 | Date |
|------------------|-------------|---------------------------|------|
|                  |             |                           |      |
| Telephone number |             | Fax and/or e-mail address |      |

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## Annexure A - Scope of Work

### Corporate Reputation Measurement and Tracking services:

#### a) Reputation Research

The overarching purpose of the reputational research study is to determine the overall company reputational rating at a specific time and to identify areas for improvement and subsequently measure the impact of corrective initiatives implemented.

The successful company must have a robust methodology to measure Eskom's reputation annually by providing quarterly tracking reports and annual deep-dive reports. The results should be comparable to companies and state-owned entities similar to Eskom who have national footprint locally. It is preferable for the results to be comparable to energy/utility companies internationally, or if the supplier has access to comparative benchmarks with other power utilities worldwide as well as international rankings.

The research should be largely quantitative with a qualitative aspect to provide insights. The research should drill down past the overall company score (level 1 score) to provide sub-scores for the various reputation and it is preferable to drill down a further level to quantify the indices that contribute to each of the level 2 scores (Level 3 scores).

The research results should provide meaningful insights that can contribute to strategy development as well as clear and definitive recommendations to improve reputation in the areas where it is most affected. The research should use stratified sampling to ensure the sample size and demographics of the sample as well as the statistical significance and margin of error for the scores reported.

The reputation research reports should contain the following as a minimum:

- The report must be in a PowerPoint Presentation format.
- The service provider should be able to package customized slides when requested.
- An executive summary
- Consolidation of key findings considering Eskom's specific needs and interests.
- Track movements in Eskom's overall reputation score as well as level 2 and 3 scores
- Significant movements in the reputation score should be tied back to key influencing factors
- Use intuitive and visually appealing charts, graphs and dashboards that make it easy for stakeholders to interpret the data quickly
- Local and preferably international industry comparison
- A detailed breakdown of the demographics of the sample as well as the statistical significance and margin of error for the scores reported.

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- It is expected that each research report will be presented in person in the form of a workshop to provide insights and opportunity for discussion.

## b) Reputation Management Services

The successful company must have an in depth knowledge of corporate reputation theories and practices and a proven track record of implementing strategies for change and improvement. They must have a keen understanding of reputation risk identification and mitigation with a proven track record of successfully advising clients on reputation risk identification and mitigation strategies. It is preferable to work with a company who has global insights and is abreast of the latest trends, thereby being able to assist in strategy development and provide trustworthy advice when required. It is preferable to work with a company who has the technology and tools available for effective reputation risk monitoring, mitigation and reporting.

In support of the above, the successful company will be responsible for providing the following reputation management services as and when required:

- Provide executive coaching and advice
- Develop, review and advice on reputation plans and strategies.

## c) Training and Skills Transfer

The successful company will be working closely with a number of employees in Eskom, the transfer of skills will be an integral part of this contract and will be monitored through skills transfer plan.

The company could be required to provide input for introductory and advanced reputation management training for Eskom staff.

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