GAMAKHULU
CONSULTANTS
Reg No: 2021/875000/07





COMPANY
PROFILE

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ABOUT US



Gamakhulu Consultants provide extensive knowledge and expertise within a highly regulated and complex gambling and liquor industry, that requires holistic business management practises with a strong emphasis on compliance management.

We strongly believe in partnering with our clients, whether in the public or private sector, by providing solutions and leadership to achieve the desired outcome of a legally compliant business entity that maintains commercial long-term sustainability.

Our values of integrity, transparency, trustworthiness, and commitment enables Gamakhulu Consultants to successfully circumnavigate the multiplex stakeholder engagement, both nationally and internationally, that is inherent to the gambling and liquor sectors.

1

MISSION

Gamakhulu Consultants vision is to guide and to successfully attain and maintain policy and practice, in line with gambling and liquor, as well as any other regulatory compliance for gambling and liquor operators, ranging in scope from SME to multinationals..

2

VISION

To be the most trusted business development and compliance experts in our targeted market of the gambling and liquor industries.

WE DO THIS BY:

- Using our years of experience of both Regulatory and Administrative levels of practical experience in assisting clients to safely cross unfamiliar regulatory minutiae, thus ensuring their compliance with legislation and best practices.
- Being your actual Partner to proactively ensure your business success, not just a product.
- Offering a real, practical and proven value proposition.
- Setting and raising the industry benchmark.
- Growing our national and multinational presence to the benefit of all our Partners.

3

VALUES

Our values are intrinsic in our business approach, inherent in the calibre of our employees and strengthened by our leadership ethos.

WE STAND FOR:

- Proven knowledge
- Accountability
- Transparency
- Passion for success
- Integrity
- Respect
- Fairness
- Honesty

SERVICES

Our services address the manifold intricacies of establishing and or managing a company or establishment that operates within a very strict legal framework which necessitates licenses and mutually beneficial relations between government, community, and our clients' business.



SERVICES

Our services address the manifold intricacies of establishing and/or managing a company or establishment that operates within a very strict legal framework, which necessitates licenses and mutually beneficial relations between government, community and our clients' business. We address and assist with the various challenges clients face, namely:

1. ACHIEVING GAMBLING REGULATORY COMPLIANCE IN VARIOUS GAMBLING SECTORS, NAMELY

Casinos, bingo, limited pay-out machines, racing and betting. This entails procuring, as well as maintaining, clients' licences with a proactive approach towards correct and established time frames and frameworks. We assist clients in expanding their business portfolio to include additional licences enhancing their scope of business and compliance with legislation and licence conditions. We guide clients with their applications to the various Gambling Board for gambling licences, ensuring they have all the necessary documentation, and ensure that such documentations comply with legal that requirements make their bid compelling, thereby reducing competitors' opportunities. Our assistance thus speeds up a successful process for our clients.

2. ENSURING LIQUID REGULATORY COMPLIANCE AS REGULATED AT A NATIONAL & PROVINCIAL LEVEL.

We assist our clients that either produce, distribute and sell liquor with their licensing application and long-term continued compliance, via our ongoing client support services. To illustrate, the complexity of required and the sequencing of the actions in the right order are crucial for the speedy processing of a client's application for a licence. We provide all this expertise to our clients based on years of experience.

3. BUSINESS DEVELOPMENT WHETHER NATIONALLY, CONTINENTALLY, OR GLOBALLY.

We have crucial expertise in the field of gambling across national and international borders. E-gambling is an area of maximum short-term opportunity for our clients with long-term growth potential. Inter-jurisdictional knowledge and application thereof is a timeous and crucial part of our service offering to our clients..

4. ADVISING PERTAINING TO DIVERGENT LICENSE INDUSTRIES.

Our service will proactively support our clients with any anticipated possibility of mergers of gambling and liquor licences under one regulatory entity. The old application process of one size fits all, is now not always the case, however our expertise covers this variety of industries.

CONCLUSION

In an ever-changing environment it is of the utmost importance that our clients who operate in the gambling or liquor industries do so in full compliance to the regulatory stipulations of the applicable legislation. Failure to do so from the start of the process will lead to serious loss of clients' revenue, sustainability and reputation. This includes substantial financial fines, possible cancellation of licences and disbarring of clients from future licence applications.

We will ensure that your business framework, as a whole, is fully compliant with the regulatory authorities legislation and that all processes and procedures are effectively in place, to achieve a correct and completed licence application, and further compliance after a licence has been granted and your business is operational.

Gamakhulu Consultants will hold your hand to ensure that it fits the regulatory and compliancy glove in an efficient and profitable long-term process.

WHY CHOOSE US?



The gambling and liquor sectors are highly regulated, technologically driven, and calls for compliant and ethical interactions between government, local communities, and businesses to protect its customers and to show due regard to those who are vulnerable in society to the influences of alcohol and the social impact of problem gambling.

We are holistically able to approach issues of licensing, compliance, and administration that would be very challenging to circumnavigate. With over 22 years of experience and knowledge gained globally as well as nationally, we can foster processes and relations that ensures our clients businesses are viewed as the benchmark for best practise within their industry.

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Bheki Mlambo | **DIRECTOR**

INDUSTRY EXPERIENCE

Bheki Mlambo is the founder and Director of Gamakhulu Consultants. Bheki has unsurpassable knowledge and expertise, which is clearly evident in his professional achievements and the successful outcomes gained in the various roles he fulfilled.

Nationally, Bheki served 14 years as the Chief Executive Officer of the Mpumalanga Economic Regulator (MER), formally the Mpumalanga Gambling Board (MGB). MER is a culmination of the merger between the MGB and the Mpumalanga Liquor Authority (MLA), a successful process for which Bheki was responsible. Bheki prodigiously contributed towards the growth and stability of the gambling and liquor industries in Mpumalanga, not to mention the exemplary relationships he has built with local, continental, and international stakeholders.

During his career, Bheki had a spell as CEO of Akwandze Agricultural Finance, where he was able to take a risk-based and intelligence led approach that appreciated the then current and emerging issues experienced between TSB and sugar cane farmers to ensure that the financial burden placed on farmers were minimised, thereby garnering a win-win situation.

From 2008, Bheki was the CEO of Mpumalanga Gambling Board (MGB), during which period, the MGB continued to maintain its record of unqualified and clean audit reports from the Auditor General, while also effectively regulating the gambling industry in the province.

INDUSTRY EXPERIENCE

It was during this period that Bheki was unanimously elected, in 2013, as the vice-president, subsequently president a year later, of the International Association of Gaming Regulators by the IAGR's 14-member Board of Trustees. He also served as a board member of the IAGR for seven years. The IAGR works to advance the effectiveness and efficiency of gaming regulation throughout the world and provides a forum in which gaming regulators from various countries can meet, exchange views and information, and discuss policy issues.

In addition, IAGR creates a means of fostering cooperation between gaming regulators in the performance of their official duties and serves as a central point of contact for inquiries from governments, gaming regulatory agencies and personnel, and representatives of the international gaming industry.

In addition, he was the chairperson, and actively participated as the past chairperson of the CEOs' forum, which is comprised of the CEOs' of nine gambling boards in South Africa including the national gambling board, that focuses on the development of common norms and standards for the regulation of the gambling industry in South Africa. Bheki's industry contribution is marked by the role he has played in national regulatory policy and advocacy, creating long standing partnerships, advocating for greater regulatory harmony across the globe, adopting a leadership role in standards setting and fostering increased international information and intelligence exchange and collaboration.

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CONTACT DETAILS:

Tel:+27 82 828 3634

Email: bmlambo@gamakhulu.co.za

Web: www.gamakhulu.co.za

