

## Direct marketing company improves BEE status

Rocketseed has scored 25 points or more for management control, preferential procurement, enterprise and socio-economic development, which has contributed to its move from Level 2 to Level 1 in BEE status and value-adding supplier in its recent rating. It adds this to its inclusion in the *Impumelelo* publication that acknowledges South Africa's top empowerment companies online and in print, showing what is possible even as a small qualifying enterprise, if committed to the principles of BEE.

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