

MEDIA RELEASE

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Announcing the Crunch the Numbers Winners

Johannesburg, Friday, 7 June 2013 – You are invited to celebrate with us as we present the 2012 Crunch the Numbers Junior and senior level category winners.

Date: 07 June 2013

Time: 12h30- 14h00

Venue: The South African Institute of Chartered Accountants,
7 Zulburg Close Bruma Lake Johannesburg, 2198

RSVP email Nthabi @ Nthabik@saica.co.za

What is Crunch the Numbers?

The South African Institute of Chartered Accountants (SAICA) ran the Crunch the Numbers competition on Mxit in 2012 as part of SAICA's youth campaign activation. The competition targeted learners in Grades 8-12, where the top scorer in each category stood a chance to win a Samsung Pocket phone (sponsored by SAICA) and other exciting prizes. The aim of the competition was to encourage learners to:

- *Take mathematics as their subject choice,*
- *Test their mathematics ability or skills and*
- *Create CA (SA) brand awareness to high school learners*

Juta sponsored prizes, each with a value of R 250 per learner- totalling R 2500.

Media Opportunities:

You may interview the Competition Coordinator as well as the Project Director who is responsible for ensuring that learners choose core maths and not maths literacy

You may photograph and interview the winners and/or their teachers

Ends

ABOUT SAICA

The South African Institute of Chartered Accountants (SAICA), South Africa's pre-eminent accountancy body, is widely recognised as one of the world's leading accounting institutes. The Institute provides a wide range of support services to more than 30 000 members who are Chartered Accountants and hold positions as CEOs, MDs, board directors, business owners, chief financial officers, auditors and leaders in their spheres of business operation. Most of these members operate in commerce and industry, and play a significant role in the nation's highly dynamic business sector and economic development.

SAICA serves the interests not only of the Chartered Accountancy profession, but also of society in general through its key objective of upholding professional standards and integrity. The pre-eminence of South African Chartered Accountants [CAs(SA)] nationally and internationally attests to the successes achieved by SAICA on a broad global canvas. SAICA's members enjoy the privilege of using the highly regarded and prestigious CA(SA) designation. Members of SAICA are subjected to a Code of Professional Conduct, which provides guidelines for ethical and professional behaviour. Fundamental ethical principles to which CAs(SA) are expected to achieve include:

- Integrity;
- Objectivity;
- Professional Competence and Due Care;
- Confidentiality; and
- Professional Behaviour.

SAICA members serve on international accounting bodies including; the Trustees of the International Financial Reporting (IFRS) Foundation, the International Accounting Standards Board (IASB), the IFRS Interpretations Committee, the IFRS Advisory Council and the Council of the International Federation of Accountants (IFAC). SAICA is also a member of The Global Accounting Alliance (GAA).

For more information visit www.saica.co.za

About the Thuthuka Bursary Fund and Thuthuka Education Upliftment Project:

One of SAICA's prime goals is to strengthen the country's economy by playing a significant and leading role in transformation and skills development. The Thuthuka Education Upliftment Project, a pioneering initiative to promote transformation in the profession, was launched in the Eastern Cape in 2002 and is fast growing into a national project. Thuthuka's objective is to transform the demographics of the

profession to reflect those of the country in terms of race and gender, and provide educational support to African learners and students for the benefit of the profession while simultaneously helping to uplift communities. Therefore, SAICA prides itself in leading the chartered accountancy profession as a socially responsible driver of business and skills development by supporting and encouraging enterprise development initiatives.

SAICA Media Contacts

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