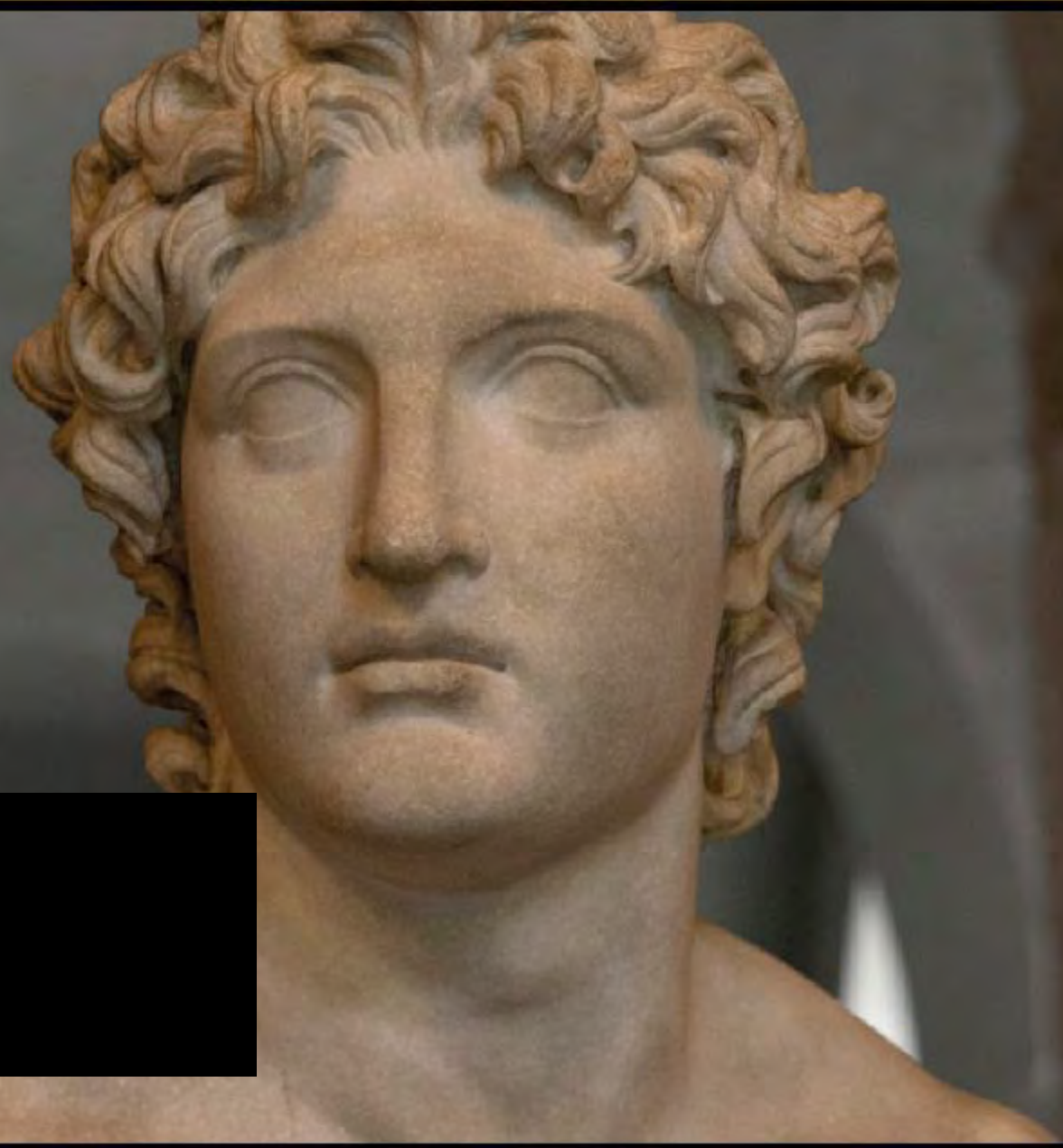


fundEX 2017
17 AUGUST 2017



RAN NEU-NER



ALEX?

ALEX?

The logo consists of a stylized orange arch or wave shape positioned above the company name.

ALEXANDERFORBES







AABLA

SOUTH AFRICA



EOY

SOUTH AFRICAN ENTREPRENEUR OF THE YEAR



SANLAM

ENTREPRENEUR OF THE YEAR | BUSINESS LEADER



NATIONAL
BUSINESS
AWARDS



RAN NEU-NER

THE CREATIVE
COUNSEL

2016 FINALIST



EY World Entrepreneur Award™

2016 FINALIST
SOUTH AFRICA



**GIL OVED &
RAN NEU-NER**

THE CREATIVE
COUNSEL

EXCEPTIONAL
CATEGORY



MY WORST DAY
KARL NEUFNER

Jobless Hopeless Zero Confidence

Down on his hands, again, to his last dollar, Neufner says, "I'm not a quitter."



(PICTURE)

When the economy tanked, Karl Neufner, 34, was a senior account executive at a New York City advertising agency. He was a top performer, but when the agency was hit hard by the recession, he was laid off. Neufner, who has been unemployed for over a year, says he's "not a quitter" and is determined to find a way to make a living. He's currently working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."

"A lesson in sheer tenacity"

Neufner's story is a lesson in sheer tenacity. He's been unemployed for over a year, but he's not giving up. He's working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."

Neufner's story is a lesson in sheer tenacity. He's been unemployed for over a year, but he's not giving up. He's working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."

Rather than being a quitter, Neufner is a fighter. He's been unemployed for over a year, but he's not giving up. He's working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."

"It's important to make mistakes because you learn from them. You can't learn from your mistakes if you don't make them."

Neufner's story is a lesson in sheer tenacity. He's been unemployed for over a year, but he's not giving up. He's working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."

"If you're planning on being big, build for big even while you're small."



PICTURE

BIG Thinking

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Marketing turned on its head

Marketing is no longer what it used to be. It's turned on its head. Companies are now using social media to reach their customers. They're using video to tell their stories. They're using influencers to promote their products. It's all about being authentic and connecting with your audience. Neufner's story is a perfect example of this. He's been unemployed for over a year, but he's not giving up. He's working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."



Ogilvy Cape does it again

Ogilvy Cape has won another award for its marketing campaign. The campaign was for a new product and it was a huge success. Ogilvy Cape is known for its creative and effective marketing campaigns. They've won many awards in the past and they're sure to win more in the future. Neufner's story is a perfect example of this. He's been unemployed for over a year, but he's not giving up. He's working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."

ASSEGAI AWARDS

Agency	Score	Rank	Score	Rank	Score	Rank
1. Ogilvy Cape	95	1	90	2	85	3
2. Omnicom	88	4	82	5	78	6
3. McCann	85	7	80	8	75	9
4. BBDO	82	10	78	11	73	12
5. Grey	80	13	75	14	70	15
6. TBWA	78	16	73	17	68	18
7. Leo Burnett	75	19	70	20	65	21
8. Fallon	72	22	68	23	63	24
9. Hill & Knowlton	70	25	65	26	60	27
10. J. Walter Thompson	68	28	63	29	58	30

Neufner's story is a lesson in sheer tenacity. He's been unemployed for over a year, but he's not giving up. He's working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."

Times Media bets on honesty

Times Media has bet on honesty in its marketing campaign. The campaign was for a new product and it was a huge success. Times Media is known for its creative and effective marketing campaigns. They've won many awards in the past and they're sure to win more in the future. Neufner's story is a perfect example of this. He's been unemployed for over a year, but he's not giving up. He's working as a freelance writer and is looking for other opportunities. He's also started a small business, but it's not doing well. He's feeling "jobless, hopeless, zero confidence."

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PARLIAMENT
OF THE REPUBLIC OF SOUTH AFRICA

PO Box 15 Cape Town 8000 Republic of South Africa
Tel: 27 (21) 403 2911
www.parliament.gov.za

27 January 2016

Sanlam Entrepreneur of the Year 2015

The Creative Council (TCC)

Mr Ran Neu-Ner

Dear Mr Neu-Ner

**INVITATION TO THE STATE OF THE NATION ADDRESS BY THE PRESIDENT OF THE
REPUBLIC OF SOUTH AFRICA, 11 FEBRUARY 2016**

The President of the Republic of South Africa has called a Joint Sitting of the Houses of Parliament for **Thursday, 11 February 2016**, to deliver his annual State of the Nation Address at 19h00.

I have the honour of informing you as one of the Sanlam Entrepreneurs of the Year 2015, that the Speaker of the National Assembly, Ms B Mbete, MP and the Chairperson of the National Council of Provinces, Ms T R Modise, MP hereby extends a cordial invitation to you to attend the sitting.

The following arrangements will apply for the day:

1. The Visitors Centre at the Parliamentary precinct will be open between 15h00 – 17h00 to receive guests.
2. For the **State of the Nation Address** by the President in the National Assembly Chamber, guests are requested to be **seated by 17h50**.
3. Dress Code is formal or traditional wear.

It would be highly appreciated if you could RSVP by completing and submitting the attached accreditation form with a jpeg format photograph to rsvp@parliament.gov.za by **25 January 2016** please.





LIVING THE DREAM

A person is standing on a dark, flat surface, possibly a beach or a field, under a vast, dark sky. A single, bright light source, likely the moon or a distant star, is visible on the horizon, casting a soft glow on the ground and the person. The person is small and dark, standing in the center of the frame. The overall mood is contemplative and serene.

TCC










BEFORE THE AGE OF 40

I SOLD MY BUSINESS

build for him

The Creative Counsel's R1-Billion Business Deal

By Nadine Todd - Apr 3, 2016



HP Ink Tank
High-volume printing
Up to 8000 pages
5000 pages

HP DeskJet GT 5820

HERMAN MANSON – HERMANEUTICS



Publicis Africa Group

Publicis Africa Group buys Creative Counsel in record deal

10 SEPTEMBER 10, 2015

by Herman Manson (@marklives) Experiential and activations agency. The Creative Counsel Group (TCC), has been bought by Publicis Africa Group (PAG), Publicis Groupe's African agency network. The acquisition is believed to be the largest agency buyout ever to happen in South Africa, with an unconfirmed valuation of between R1bn and R1.5bn.

The Creative Counsel Group is the largest advertising agency in the country, too, with revenue of more than R600m a year. It employs more 1000 permanent employees — plus thousands of freelancers at any given time, depending upon the time of year and the number of campaigns running. Friends Ran Neu-Ner and Gili Oved launched the agency in 2001.



Key component

TCC will make up a key component in the growth strategy of PAG that will be rolling out the agency into a number of African markets. Currently, PAG has agencies in 35 African countries. TCC has already opened an office in Mozambique and will open in Nigeria, Kenya, Tanzania, Zimbabwe, Zambia, Namibia and Botswana over the course of the next 6-12 months. In conjunction with current PAG agencies, says co-CEO Oved.

Kevin Tromp, PAG CEO, says he was particularly impressed with the sophisticated logistical and operational systems in place at TCC. These, according to a company profile provided by TCC, include systems and technology that report on everything in real time, from sales results, quality and quantity of engagements, and intensive tracking of promoters and field marketers to refining of messages and communication to consumers, based upon where they are and how they respond.

"The combination of TCC's scale, massively entrepreneurial culture, and intimate understanding of the South African consumer at every level, is an excellent complement to Publicis' global communication sophistication, deep digital orientation and multinational mentality," says Tromp. "This union creates the most powerful activation and experiential entity on the continent, focused on bringing brands to life in



Publicis Africa Group

themedialonline

Authoritative. Trusted. Credible.

Home

News

Print

Broadcasting

Digital

Agencies

Out of Home

Media Mentor

TICKER

Getting under the skin of... technology and Baby Boomers Time to make no

HOME » AGENCIES » PUBLICIS GROUPE ACQUIRES THE CREATIVE COUNSEL



Publicis Groupe acquires The Creative Counsel

Posted By: Michael Bratt On: September 10, 2015 In: Agencies

In the latest edition of The Media magazine we wrote a piece on a number of foreign companies who are on the hunt for South African media agencies. A massive example of this trend has just taken place as foreign firm Publicis Groupe has acquired The Creative Counsel. Michael Bratt spoke to Creative Counsel co-founder Ran Neu-Ner to find out more about the acquisition.

It is one of the biggest deals in South African agency history. And while Neu-Ner can not give the actual value of it, he says that it is structured over the next 4 years. Neu-Ner says he and his business partner Gili Oved decided to enter into the arrangement with Publicis Groupe to assist with the South African agencies African growth plans. Creative Counsel is planning a

MY STORY



A close-up photograph of a Black man in a dark suit, looking down and crying. He is holding a white tissue to his right eye. The background is a blurred city skyline at night, with a prominent blue and white building. The image has a black border.

NO MORE EXCUSES



MY HUMBLE
BEGINNINGS



King David High School

LINKSFIELD

S.A. BOARD OF JEWISH EDUCATION
ועד הנהגת החינוך הדתי בארץ ישראל



DATE 17/10/90

ASSESSMENT TERM3

STANDARD 507 E

CODE 18997

NAME RAN NEU-NER

SUBJECTS	GRADE	TERM				FINAL	
		FIRST TERM %	SECOND TERM %	THIRD TERM %	GROUP AVERAGE	MARK	PROMOTION MARKS
ENGLISH 1ST	0	50.0	40.0	50.0	66.0		
AFRIK 2ND	0	48.0	44.0	54.0	58.5		
HEBREW	0	54.0	32.0	60.0	70.9		
MATHEMATICS	0	35.0	41.0	39.0	61.8		
HISTORY	0	55.0	32.0	57.0	69.3		
GEOGRAPHY	0	37.0	39.0	30.0	65.4		
GEN. SCIENCE	0	32.0	63.0	68.0	68.5		
GEN. BIOLOGY	0	32.0	37.0	37.0	76.5		
JEW. STUDIES	0	54.0	37.0	43.0	71.8		
ACCOUNTING	0	56.0	65.0	52.0	67.8		

FAILED AT
SCHOOL

GEOGRAPHY & MATHEMATICS NEED IMPROVEMENT.

A. Webb
VICE-PRINCIPAL

56.0
69.0

67.0

52.0

67.0

49.0

46.0

FAILED

COMMENTS

NOVEMBER WITH FINAL EXAMINATIONS





#FEESMUSTFALL

**NO FUNDING
OF UNIVERSITY FEES**



NO NETWORK

SOUTH AFRICAN
AIRWAYS

NO FUNDING



A large, complex maze made of grey concrete walls. A person in a dark suit stands in a narrow, brightly lit path that leads into the maze. The maze has many dead ends and complex turns. The overall tone is somber and contemplative.

HOW DID I GET
HERE?



STARTED
AS A KID



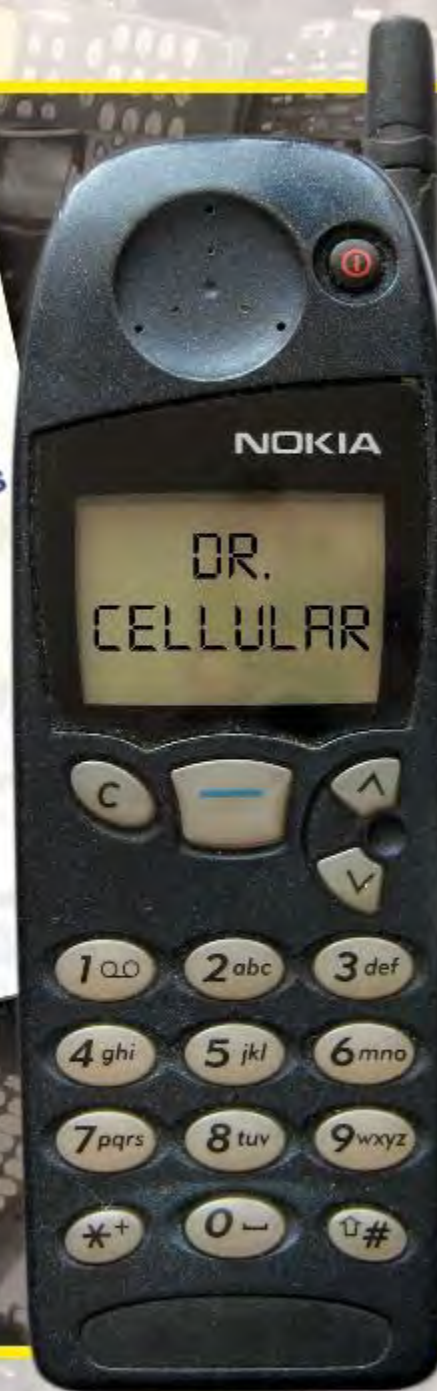


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With or Without Airtime Contracts

Ran Neu-Ner

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DAVID PERETZ
Cell: 082 553 2229
Office: 325 5658



RAN NEU-NER
Cell: 083 778 8577
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IMPORTERS OF FASHION SHOES
4th Floor • North Block • Hyde Park Cnr Shopping Centre • Hyde Park







MY 1ST JOB
LASTED 4 MONTHS



INTERNET MILLIONAIRE

A person wearing a green jacket and black gloves is holding a large, rectangular, light brown cardboard sign. The sign is held horizontally in front of the person's chest. The year "2001" is printed in large, bold, black digits on the sign. The background is a blurred outdoor scene with a clear blue sky and some distant trees or structures. The entire image is framed by a thin black border.

2001



RAN & CANDICE

LESSONS I LEARNT





COME OUT OF
THE CLOSET

LESSON 1



RESPONSIBILITY

Y



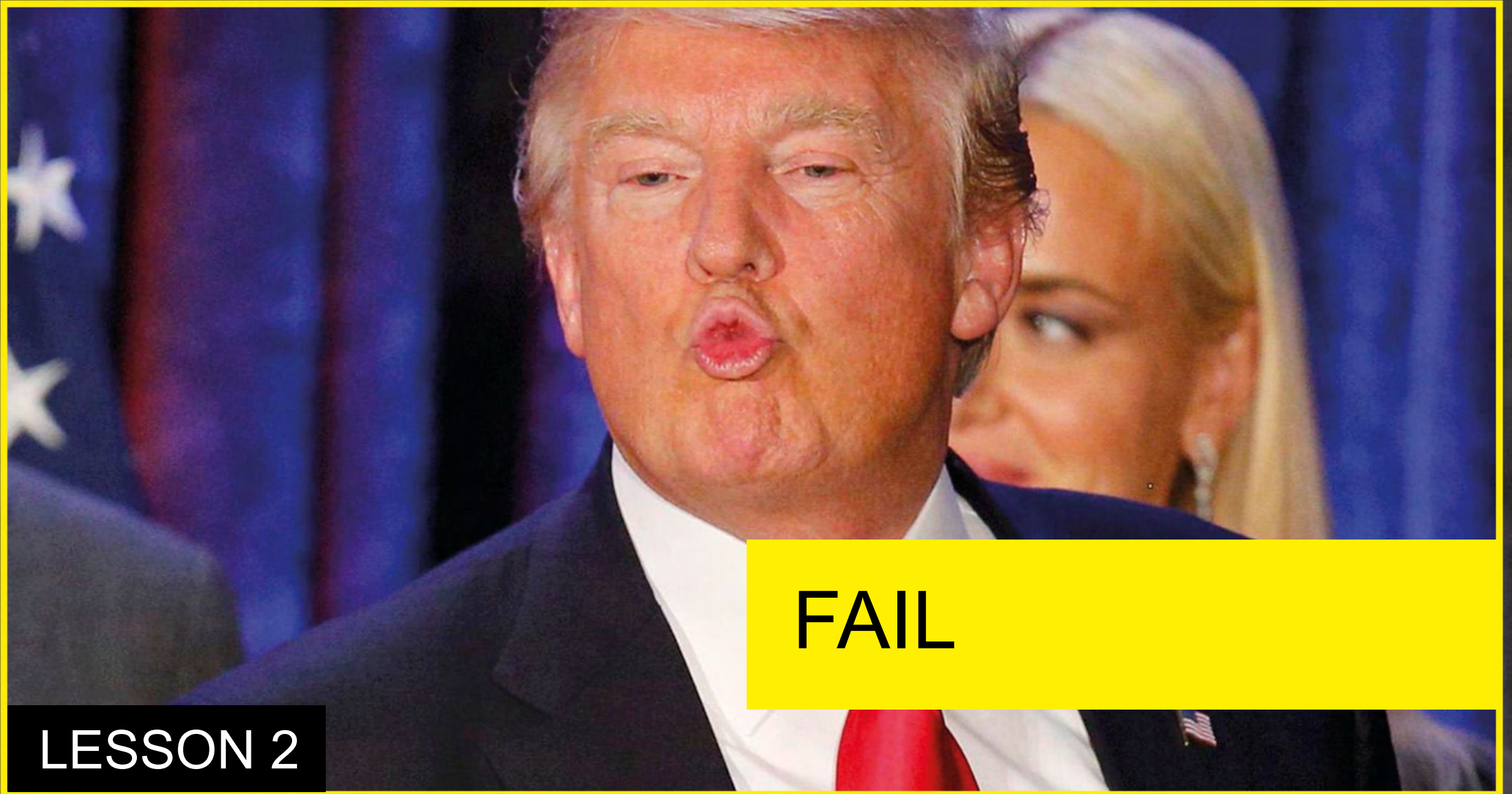
TIME



THE ABILITY TO TAKE
RISKS IS A **CURRENCY**

A man with dark hair, wearing a dark pinstripe suit, a white shirt, a dark tie, and a black fedora, is shown in a close-up. He is holding a cigar in his right hand, with the tip lit and smoke rising. He is also holding a brown glass beer bottle with a red and white label. The background is a dimly lit bar with shelves of bottles and a warm, yellowish light.

STUART VAN DER VEEN



FAIL

LESSON 2



FAIL

LESSON 2

“DONALD TRUMP
IS A REMINDER
THAT YOU SHOULD
JUST APPLY FOR
THAT JOB YOU
WANT EVEN IF YOU
DON'T HAVE
THE EXPERIENCE.”





“

IF I FAIL, IT MEANS I'VE TAKEN A CHANCE.
I MIGHT FAIL AT SOMETHING FOUR TIMES,
BUT I'LL SUCCEED ON MY FIFTH ATTEMPT.
I'VE LEARNT HOW TO MANAGE FAILURE
SO THAT IT DOES'NT CRIPPLE ME.

THE PROBLEM IN SA IS THAT IF YOU FAIL
AT SOMETHING, PEOPLE LOOK DOWN
ON YOU.

YOU SHOULD BE APPLAUDED FOR
TRYING AND ENCOURAGED TO KEEP
DOING SO UNTIL YOU SUCCEED.

”

RAN NEU-NER



**CHARACTER IS
MORE IMPORTANT
THAN WEALTH**

LESSON 3

A DAY IN THE LIFE AS AN ENTREPRENEUR

I'M EXCITED!

UGH! THIS IS
HARD.

IT'S WORKING.

I MESSED UP.

GIVE UP THE
GOOD FOR THE
GREAT.

I THINK I'M GOING
BANKRUPT.

I'M GOOD, I DON'T
KNOW WHY I GET
SO DOWN ON
MYSELF?

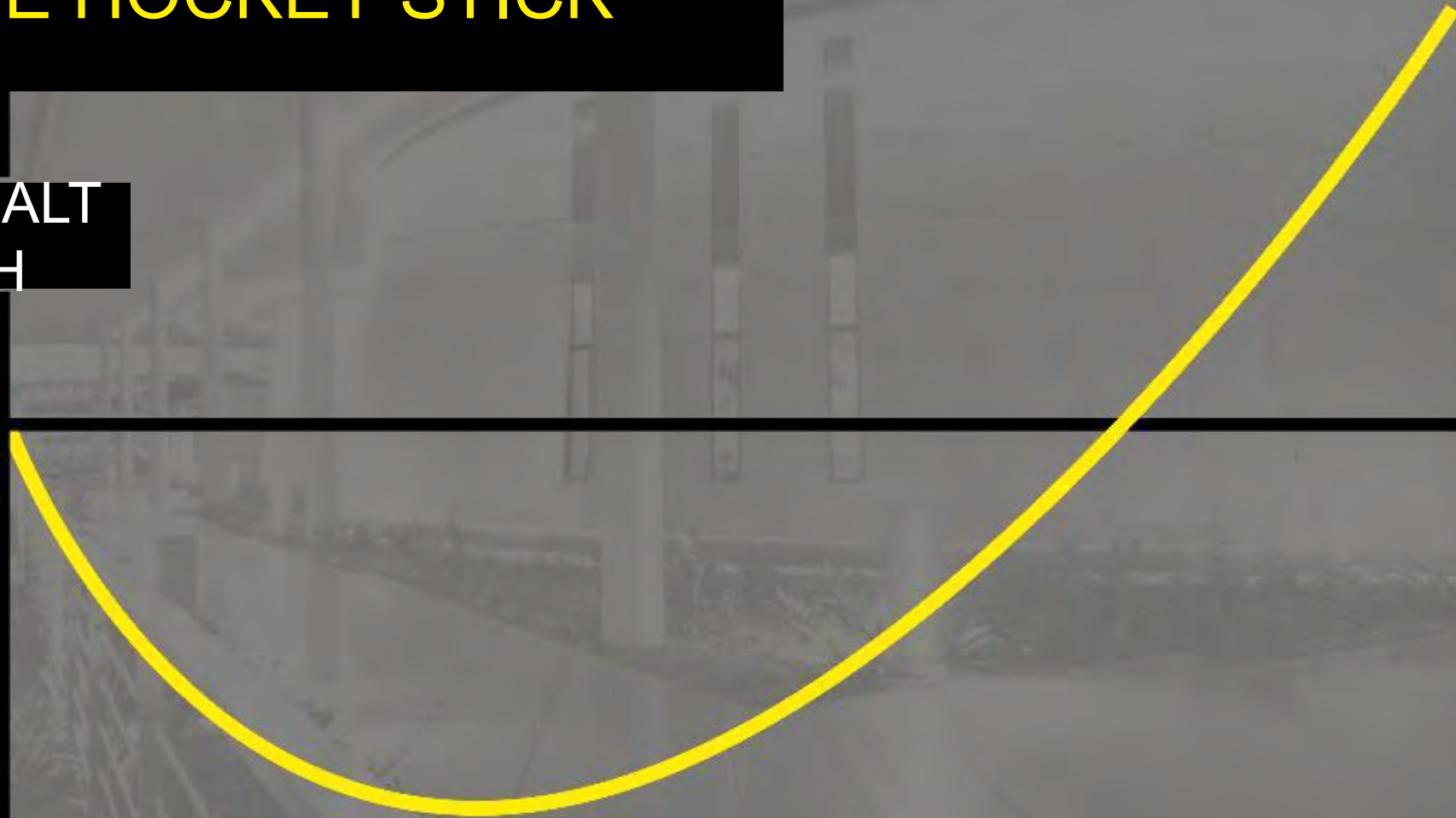
I WAS WRONG,
I SUCK.

WAIT A SECOND,
MY LIFE IS GREAT!

THE HOCKEY STICK

WEALTH

TIME



THE CHARACTER CURVE

WEALTH

TIME



THE CHARACTER CURVE

WEALTH

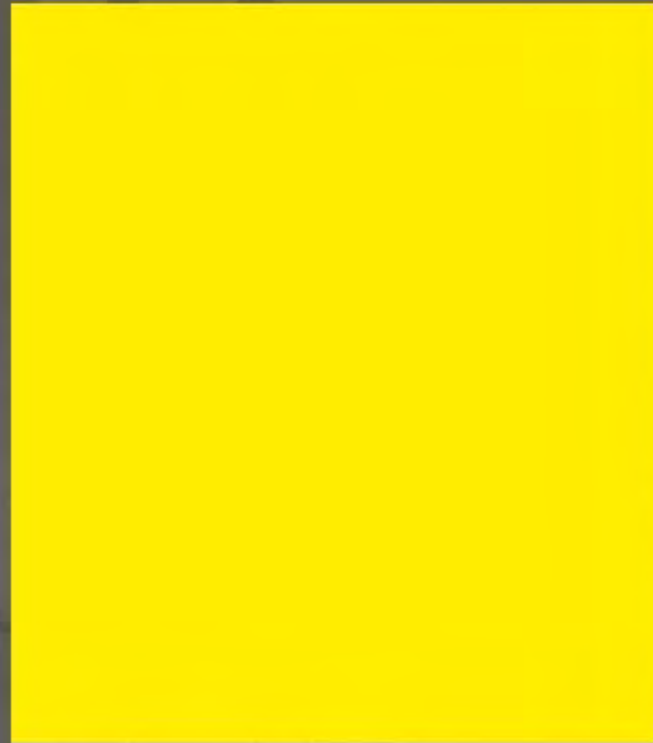
TIME



THE CHARACTER CURVE

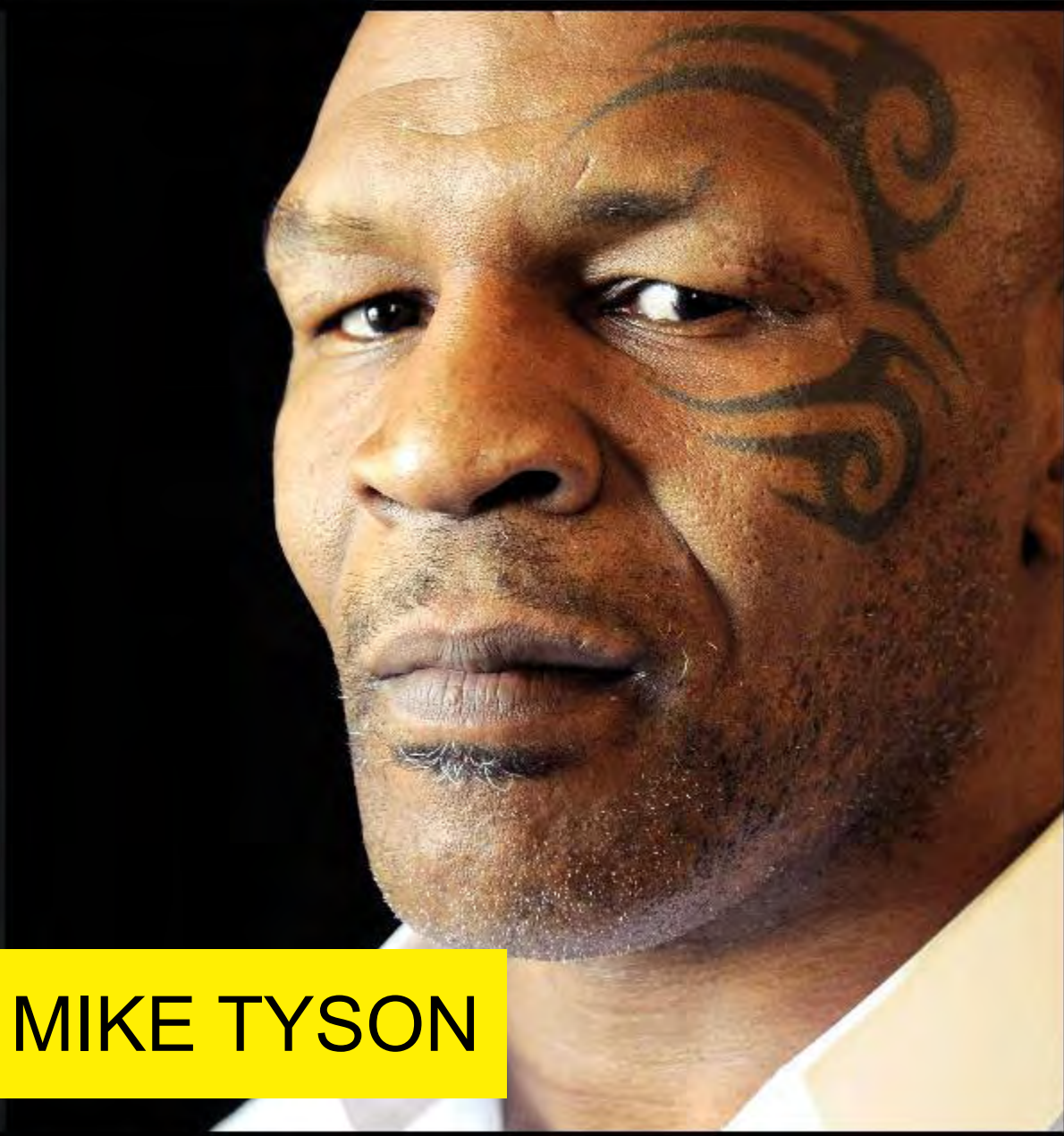
WEALTH

TRU
WEALTH





NATIE KIRSH



MIKE TYSON



NATHAN KIRSH

Real Time net Worth as of
11/12/16

\$4.1 Billion

Age 84

Source of Wealth Retail, real estate,
self made

Residence London, United
Kingdom

Citizenship Swaziland

Marital Status Married

Children 3

Education Bachelor of Arts/
Science,
University of
Witwatersrand



MIKE TYSON

In 2003 the boxer filed for
bankruptcy with debts of a bout

\$23 Million

At the time, *The New York Times*
said he had made about

\$400 million
in his career



ENJOY THE RIDE

LESSON 4



ENJOY THE RIDE

LESSON 4

A low-angle shot of a person walking a tightrope. The person is silhouetted against a cloudy sky. They are holding a long pole for balance. In the background, a church spire with a cross is visible. The image is framed by a black border.

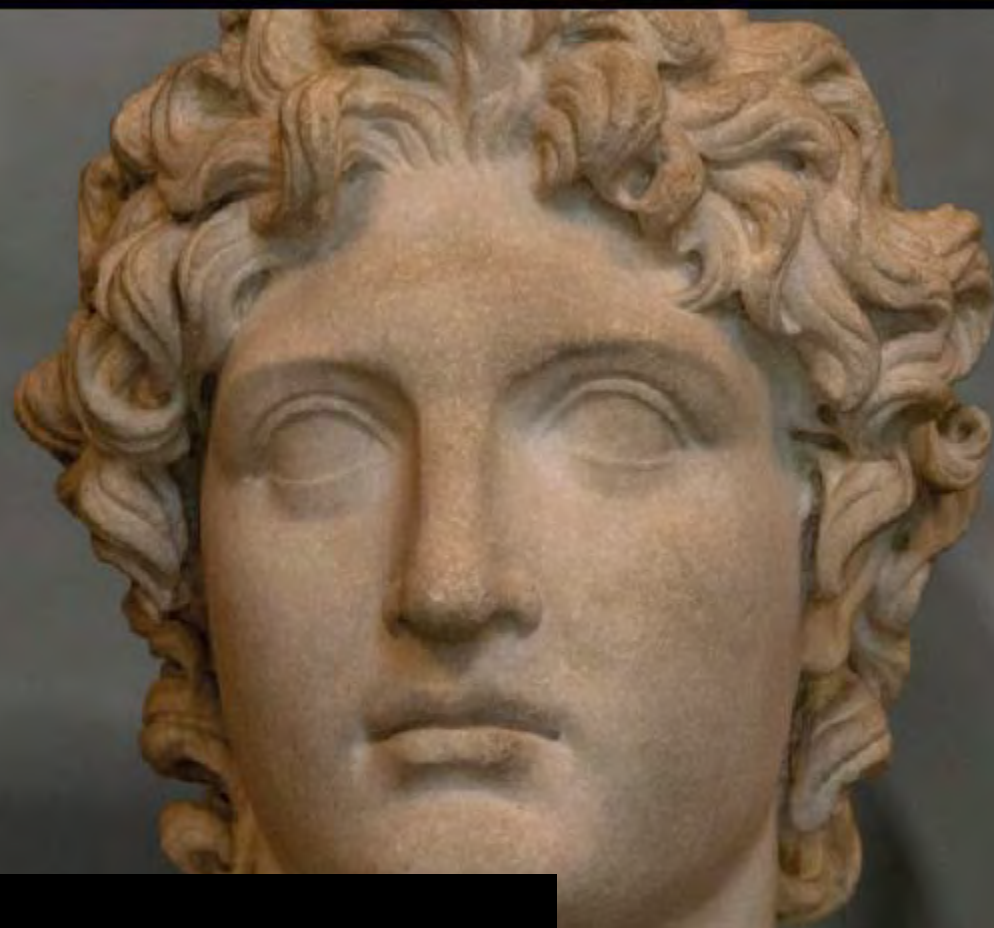
PARALYSING
FEAR

CONSTRUCTIVE
PARANOIA



DON'T SELL YOUR BUSINESS

LESSON 5



THANK YOU