

# MEDIA CONTENT ANALYSIS REPORT

## MARCH 2020

Compiled by Novus Group

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# SUMMARY AND RECOMMENDATIONS

SA MEDIA

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## EXECUTIVE SUMMARY

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During the monitoring period of March 2020, there were 218 traditional media items and 830 social media posts on Client X Group. Corporate social responsibility programmes salvaged the company's brand this month amid all the negativity brought by the drop in the second sales cycle of 2020 and the postponement of the third sales cycle due to fears of the Coronavirus pandemic outbreak, which forced most countries to implement voluntary shutdowns. The diamond miner was praised for supporting 28 female STEM scholarships in Canada and for injecting R14,5 million towards the upgrading of the 2.2km-long Harper Road in Musina.

The diamond giant attracted negative reviews following reports that the second sales cycle dropped by 29% due to poor demand in China as the country resolved to shut down its borders to prevent the spread of COVID-19. Other stories that attracted negativity was reports that buyers were closed out from Botswana for the third sales cycle due to the imposed travel ban as a preventative measure against the spread of the pandemic. It was also stated that the Client X Subsidiary would be operating with reduced staff to prevent escalation of the virus

Client X' contribution to the narrative improved drastically from 16% last month to 42% in March, the highest percentage improvement this year. More internal sources were commenting about the company's activity than any other time this year. The CEO emerged as the most influential internal source as he discussed the impact of COVID-19 on the second sales cycle and the plans to find innovative ways meet customers needs during the international travel restrictions.

Positive remarks on social media came from posts praising the company for achieving 50% women representation of heavy machinery operators in Canada under its #EachForEqual Programme. Unfavourable mentions stemmed from posts accusing the founders and early funders of the company as being more corrupt and dodgy than the Gupta Family. Further negativity on social media came from social media users criticising Positeluxury for awarding Forevermark the butterflymark.



# OVERVIEW

TRADITIONAL AND SOCIAL MEDIA

## OVERVIEW OF COVERAGE

Subjects	No. of Articles	Positive	Neutral	Negative	AVE (R)
Client X	832	64	706	248	9,420,517
Client X Subsidiary 1	99	5	87	7	1,513,776
Client X Subsidiary 2	29		29	0	679,956
Client X Subsidiary 3	28	5	23	0	588,810
CEO	25	1	24	0	22,138

## OVERVIEW OF COVERAGE

Subjects	No. of Articles	Positive	Neutral	Negative	AVE (R)
Chief Executive	21	0	3	18	668,277
Client X Subsidiary 4	16	5	11	0	815,645
Client X Subsidiary 5	12	4	8	0	27,915
Client X Subsidiary 6	2	0	2	0	828

## MEDIA SCORECARD(ALL COVERAGE)

Media platform	No. of Articles	Positive	Neutral	Negative	AVE (R)
Online	127	11	99	17	3,001,754
Print	47	5	30	12	2,313,800
Broadcast	44	3	37	4	854,091
Social	830	66	540	224	7,003,957
<b>Total</b>	<b>1048</b>	<b>85</b>	<b>706</b>	<b>257</b>	<b>13,173,602</b>



## CLIENT X MEDIA SCORECARD

Media platform	No. of Articles	Positive	Neutral	Negative	AVE (R)
Online	99	16	72	11	1,690,985
Print	38	12	21	5	2,123,521
Broadcast	14	1	9	4	984,431
Social	715	27	601	87	6,308,293
<b>Total</b>	<b>811</b>	<b>260</b>	<b>455</b>	<b>96</b>	<b>11,107,230</b>



# MEDIA SCORECARD MINES

TRADITIONAL AND SOCIAL MEDIA

## CLIENT X SUBSIDIARY 1 MEDIA SCORECARD

Media platform	No. of Articles	Positive	Neutral	Negative	AVE (R)
Online	14	3	11	0	257,770
Print	3	1	2	0	94,743
Broadcast	1	1	1	0	88,955
Social	10	1	9	0	236,297
<b>Total</b>	<b>28</b>	<b>5</b>	<b>23</b>	<b>0</b>	<b>677,765</b>

## CLIENT X SUBSIDIARY 2 MEDIA SCORECARD

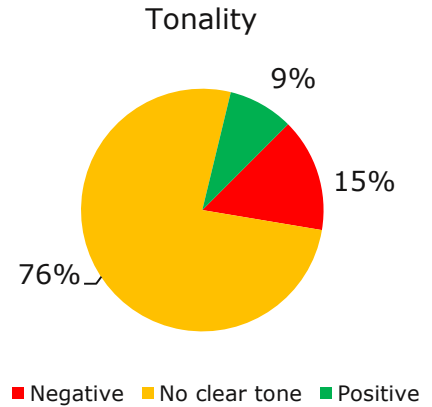
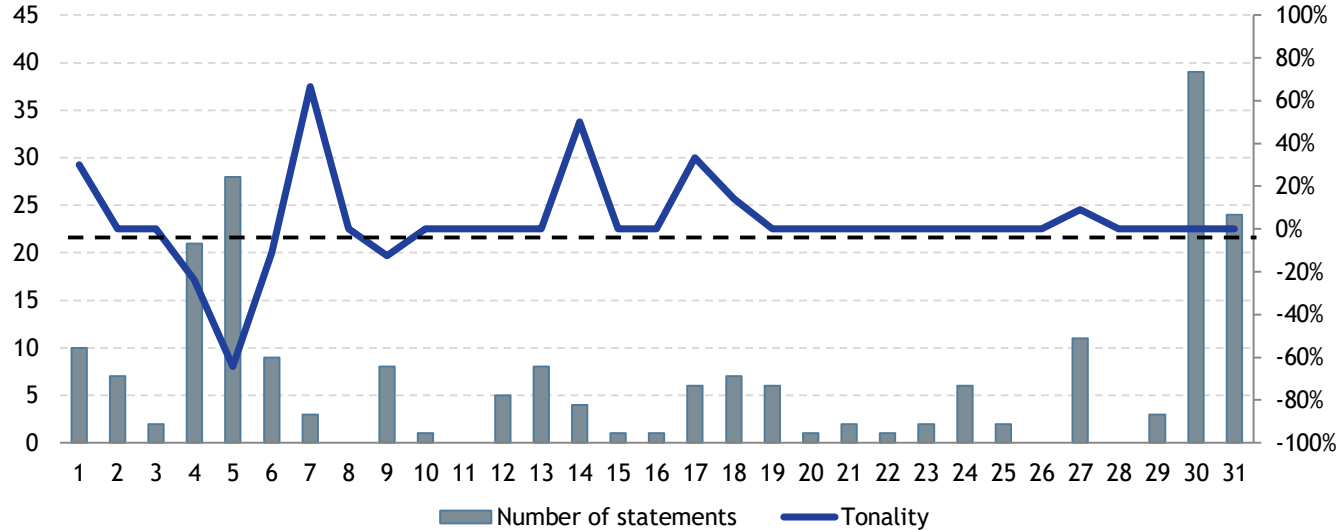
Media platform	No. of Articles	Positive	Neutral	Negative	AVE (R)
Online	11	2	9	0	33,359
Print	12	5	7	0	740,483
Broadcast	5	4	1	0	39,870
Social	9	0	9	0	1933
<b>Total</b>	<b>37</b>	<b>11</b>	<b>26</b>	<b>0</b>	<b>815,645</b>



# CONTENT AND TONALITY ANALYSIS

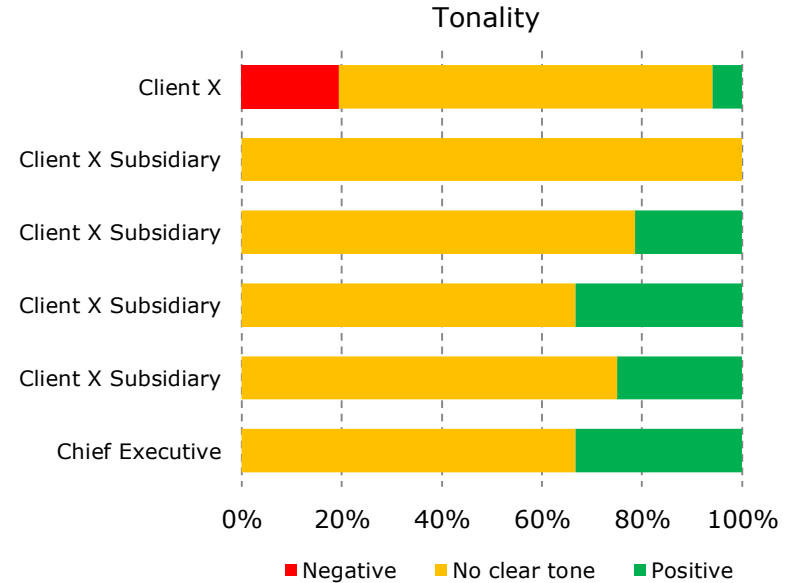
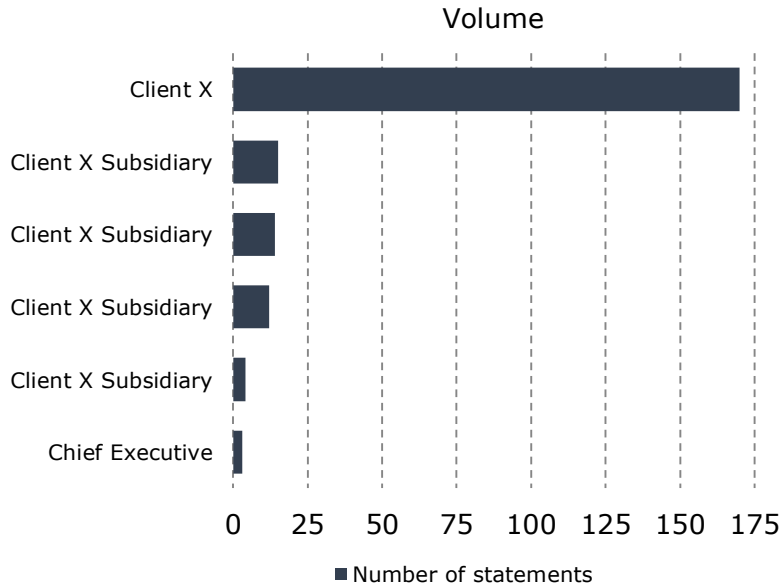
TRADITIONAL MEDIA

## VOLUME AND TONALITY OF OVERALL COVERAGE



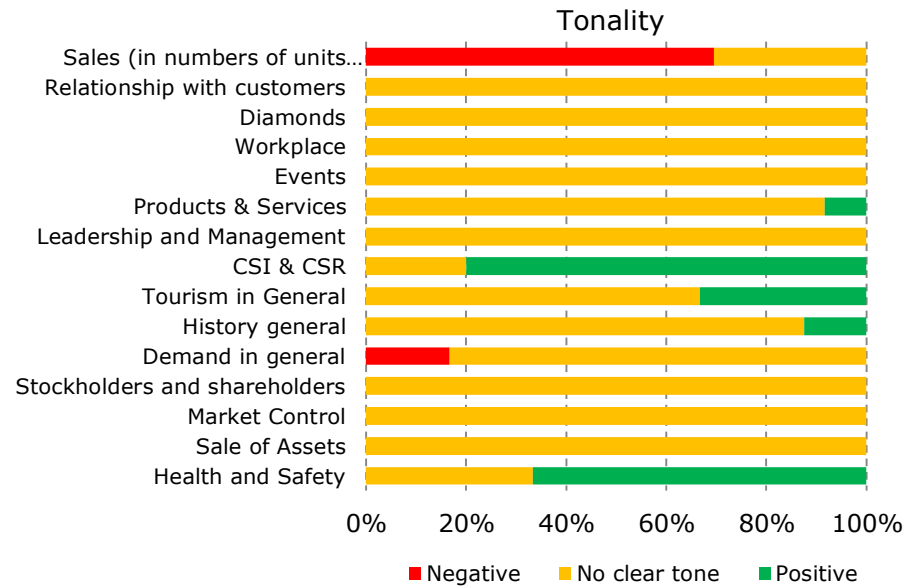
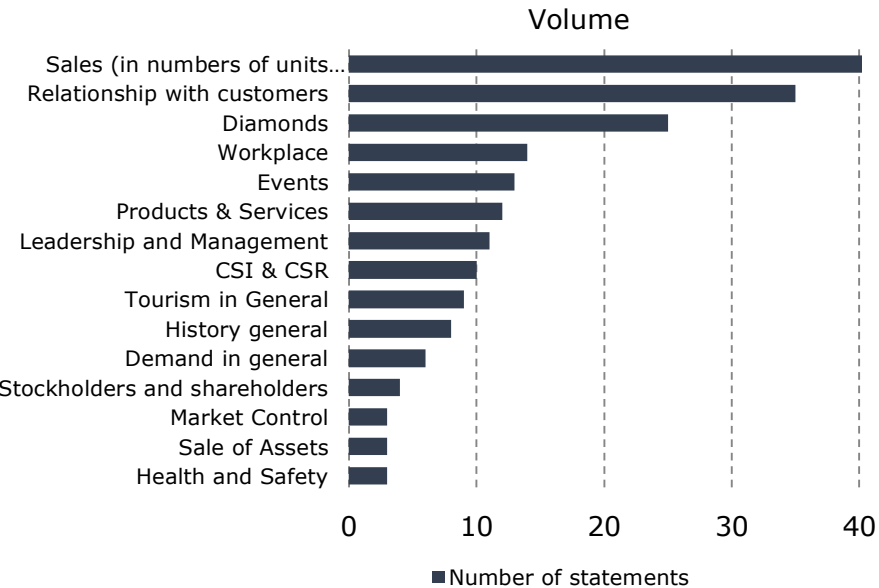
Visibility peaked on the 30th of March following reports that the diamond giant cancelled its third sightholders meeting due to fears of the COVID-19 breakout. The brand was boosted by the news that Client X had a fatality free year in 2019. Negativity came from the story that Client X' sales went down by 29% due to a slowdown in demand from China after a breakout of a pandemic.

## VOLUME AND TONALITY OF TOP SUBJECTS GENERATING COVERAGE



Client X dominated reports in March. This came following reports that the company's second sales cycle dropped due to an outbreak of coronavirus in China. Client X – Subsidiary was hailed as an important tourism destination. The company's image was boosted after donating more than R14 million for a road upgrade in Musina.

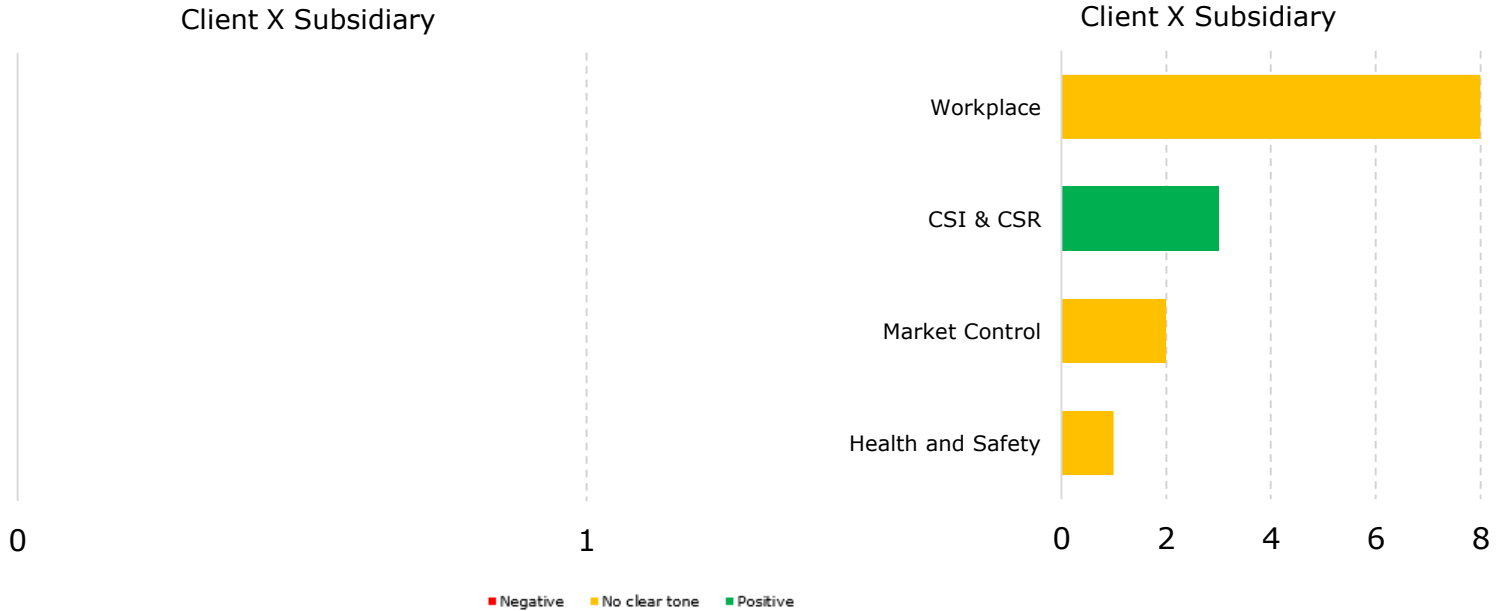
## VOLUME AND TONALITY OF TOP TOPICS



Mentions of sales of rough diamonds dominated reports in March. This came following reports that sales in the second sales cycle dropped due to reduced demand in China. The diamond miner donated R14 million for a road upgrade in Musina. The company's commitment to safety paid off in 2019, achieving a zero fatality rate.

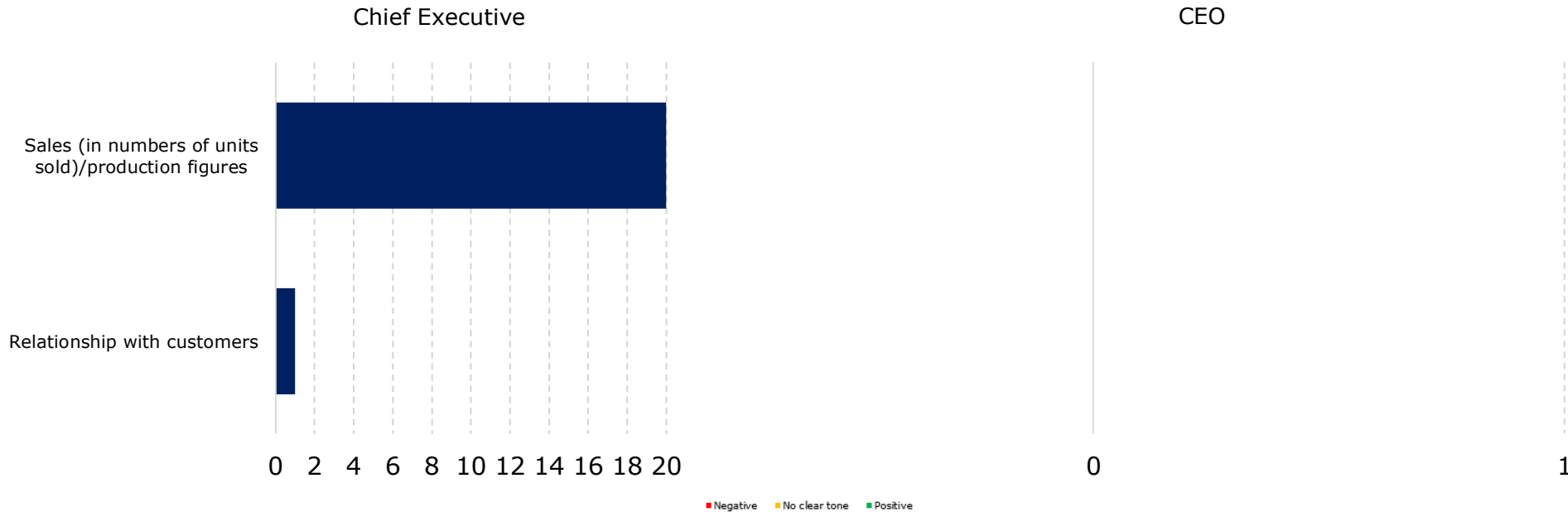


# VOLUME AND TONALITY OF TOP TOPICS ON CLIENT X MINES



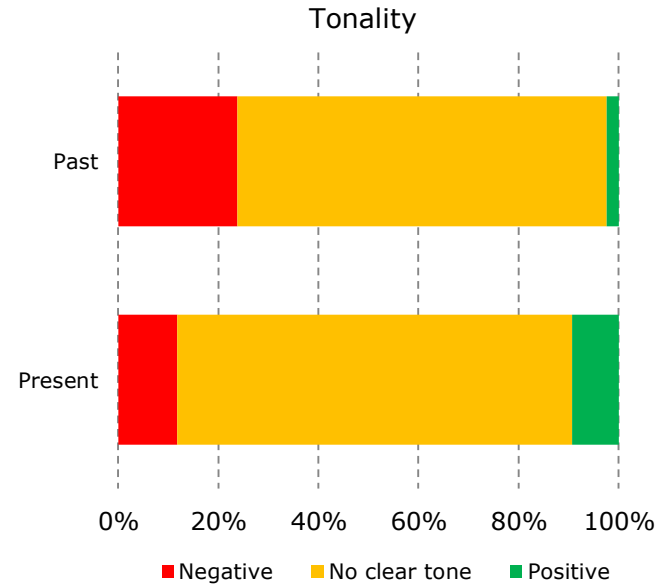
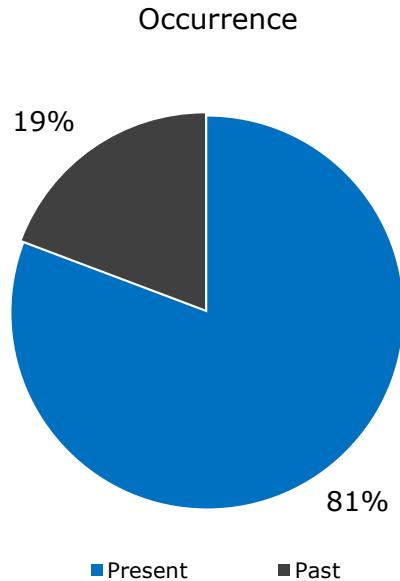
Voorspoed coverage has been on the decline since the mine was put under maintenance in preparation for the close. There was no mention this month and a single item last month. Venetia attracted attention following reports that the mine will be operating with reduced staff as a measure to prevent the spread of COVID-19. Favourable reviews stemmed from reports that the mine has donated R14 million to repair the road in Musina.

## VOLUME OF TOP TOPICS ON MANAGEMENT FIGURES



Chief Executive discussed the second sales cycle of 2020 and the impact of the COVID-19 breakout on the demand of rough diamonds. Cleaver's comments came as the company record a 29% drop in sales in the second sales cycle. He further mentioned that the outbreak of the pandemic in China affected the demand of the gemstone. There were no mentions of the CEO in traditional media this month.

## OCCURRENCE OF COVERAGE



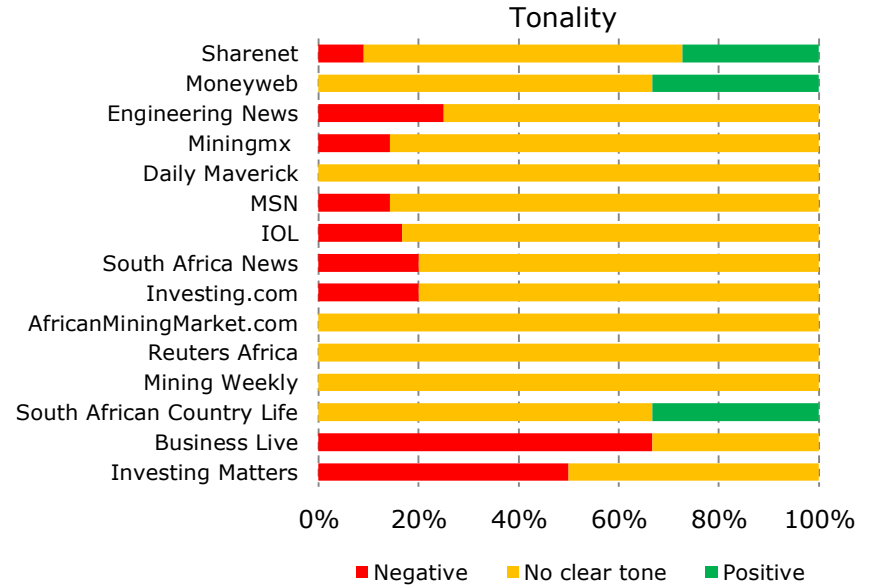
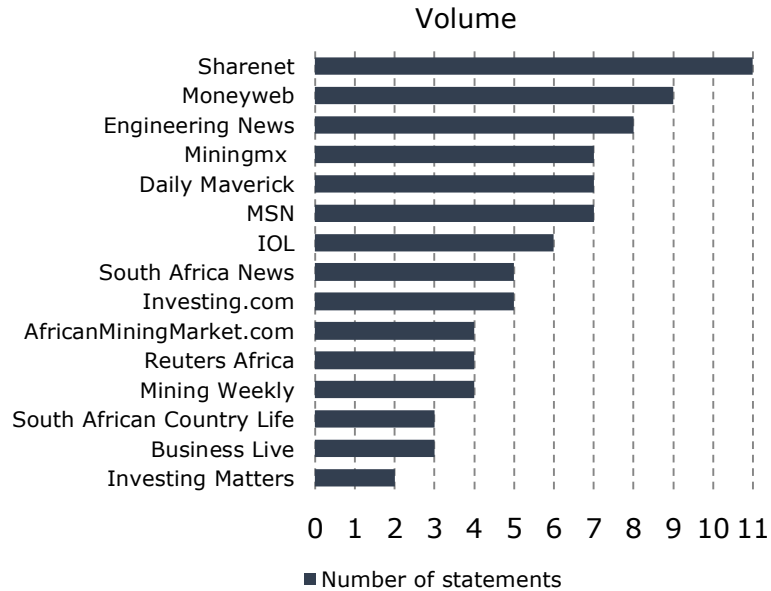
Media reports citing current stories continue to dominate Client X Group's coverage. Reports referring to the present also attracted the most positive remarks. This was due to news that the Client X subsidiary was a gem for the mining sector in South Africa. Negativity stemmed from reports that the diamond giant had to cancel its third sightholders meeting due to fears of the COVID-19 pandemic outbreak.

# MEDIA ANALYSIS

TRADITIONAL MEDIA

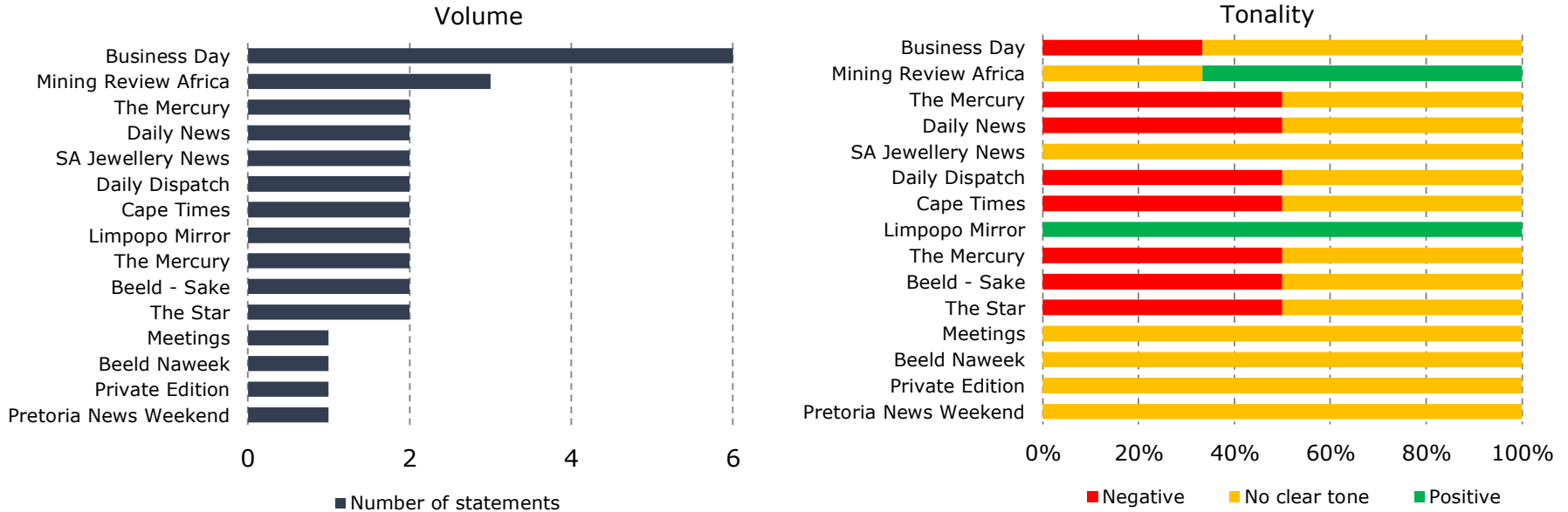


# VOLUME AND TONALITY OF TOP ONLINE MEDIA



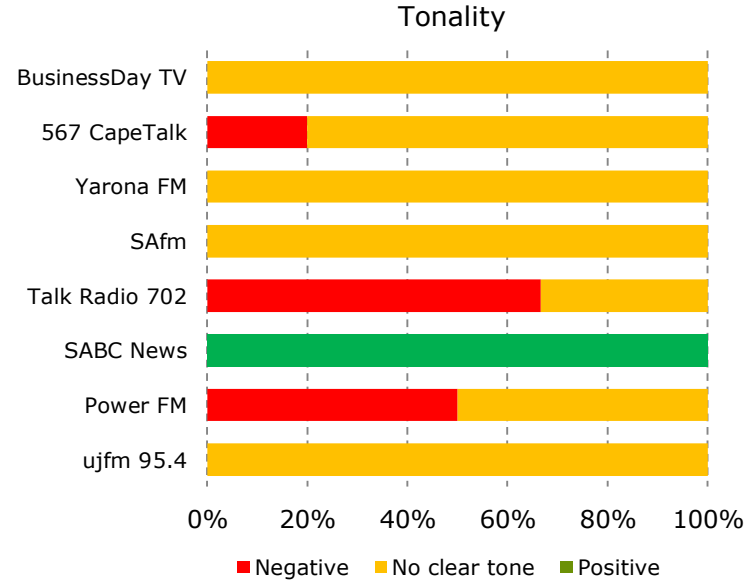
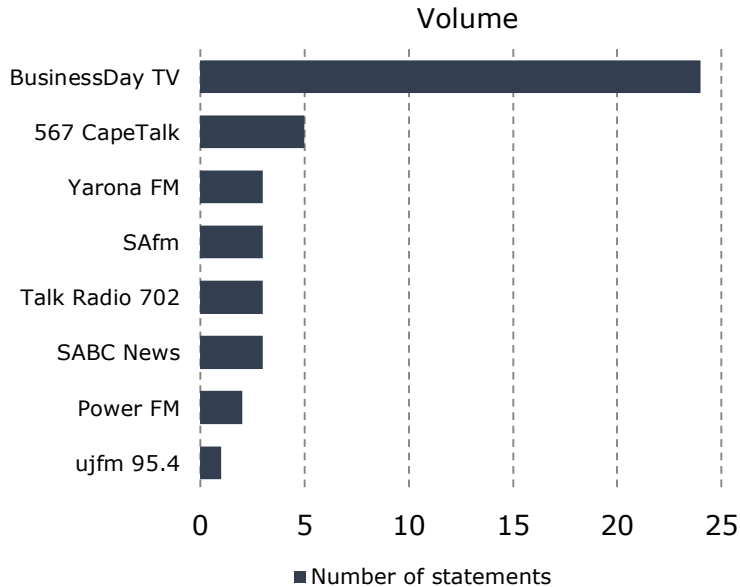
Sharenet emerged as the leading online publication spreading the Client X' vital messages. It published the company's measures to prevent the spread of COVID-19 at the Client X subsidiary. Engineering News reported that Client X cancelled the third sales cycle due to the impact of the coronavirus. Moneyweb mentioned that Client X subsidiary is a gem in South Africa's diamond industry.

# VOLUME AND TONALITY OF TOP PRINT MEDIA



Business Day mentioned that the lockdown will have a serious impact on production due to the reduced workforce at the Client X subsidiary. Mining Review Africa reported that Client X achieved a fatality free 2019, which showed that the group puts the safety of its workers first. Limpopo Mirror stated that Client X' injected R14 million into a road upgrade project in Musina.

## VOLUME AND TONALITY OF TOP BROADCAST MEDIA



BusinessDay TV emerged as a leading broadcast media outlet, it reported that Client X' sales in China went down due to the outbreak of the coronavirus. Talk Radio 702 reported that the diamond miner cancelled sight meetings due a travel ban imposed by the Botswana Government. SABC News stated that the Client X subsidiary remains the leading tourism destination for tourist from around the world.

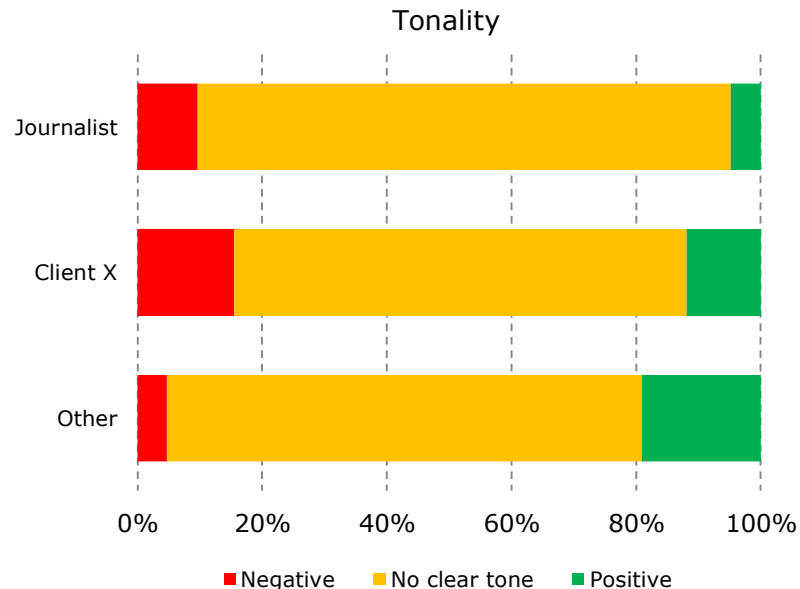
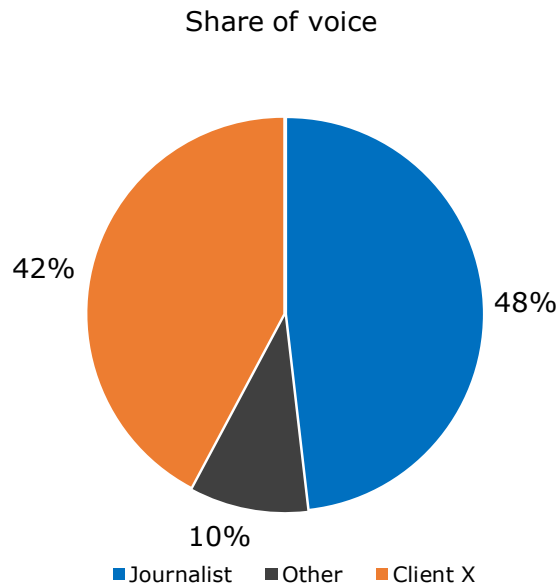


# SOURCE ANALYSIS

TRADITIONAL MEDIA

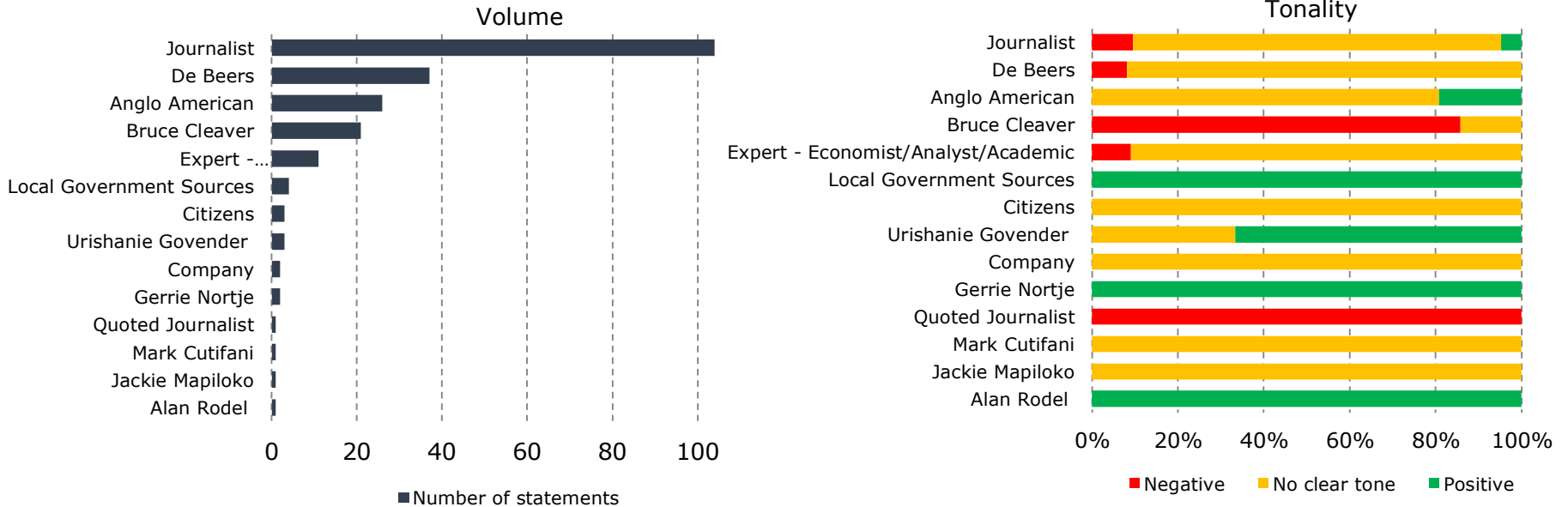


## SHARE OF VOICE AND TONALITY OF SOURCES



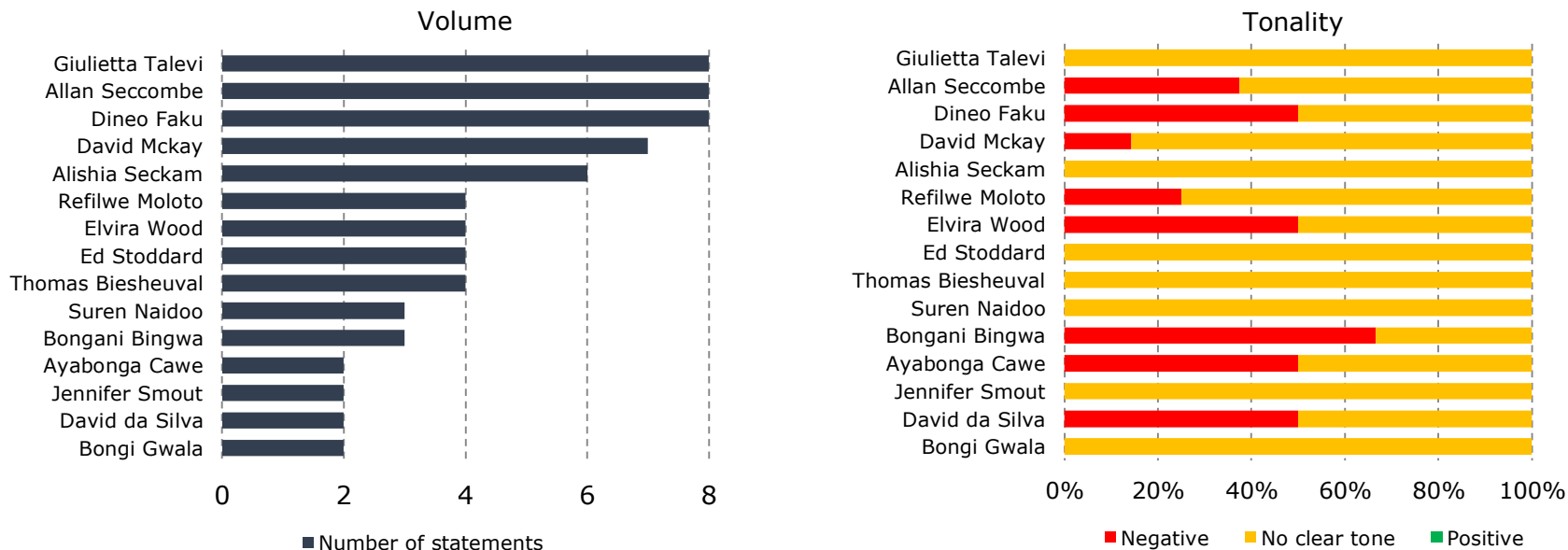
Client X Group's contribution to the share of voice went up from 16% last month to 42%. Company sources discussed the cancellation of diamond sales events due to the breakout of COVID-19. The news that the Client X subsidiary continues to be a tourist jewel attracted positivity. The company indicated that demand has decreased due to slow down from China as the country battles a pandemic.

# VOLUME AND TONALITY OF TOP SOURCES



Client X Group discussed the cancellation of the sightholders meeting in Botswana due to the outbreak of COVID-19. The Chief Executive stated that sales went down drastically due to the spread of coronavirus as the company was starting to recover from the downturn last year. Group Head of Safety and Sustainable Development, discussed the company’s commitment to safety at the CEO Safety Summit.

## VOLUME AND TONALITY OF TOP JOURNALISTS

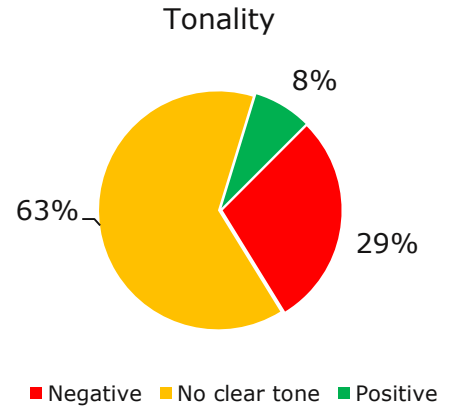
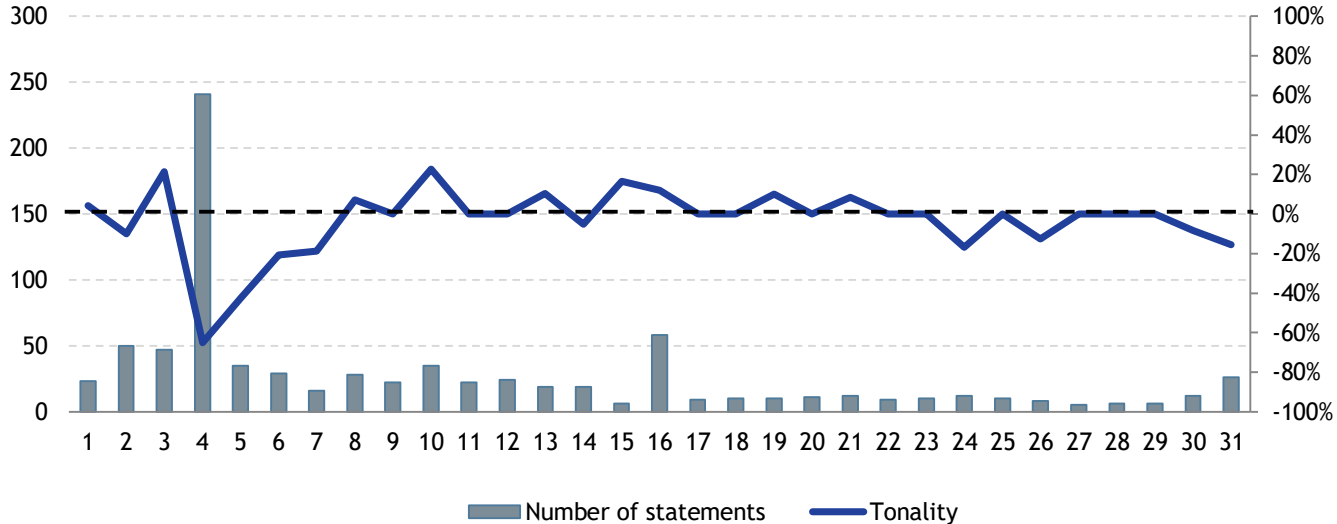


Giulietta Talevi emerged as the most influential reporter in March after citing the company's statement on the reduced diamond sales figures in China due to the outbreak of the coronavirus. Dineo Faku discussed the cancellation of the sightholders meeting due to fears of COVID-19. Thomas Biesheuval also reported that buyers were closed out after Botswana imposed a travel ban.



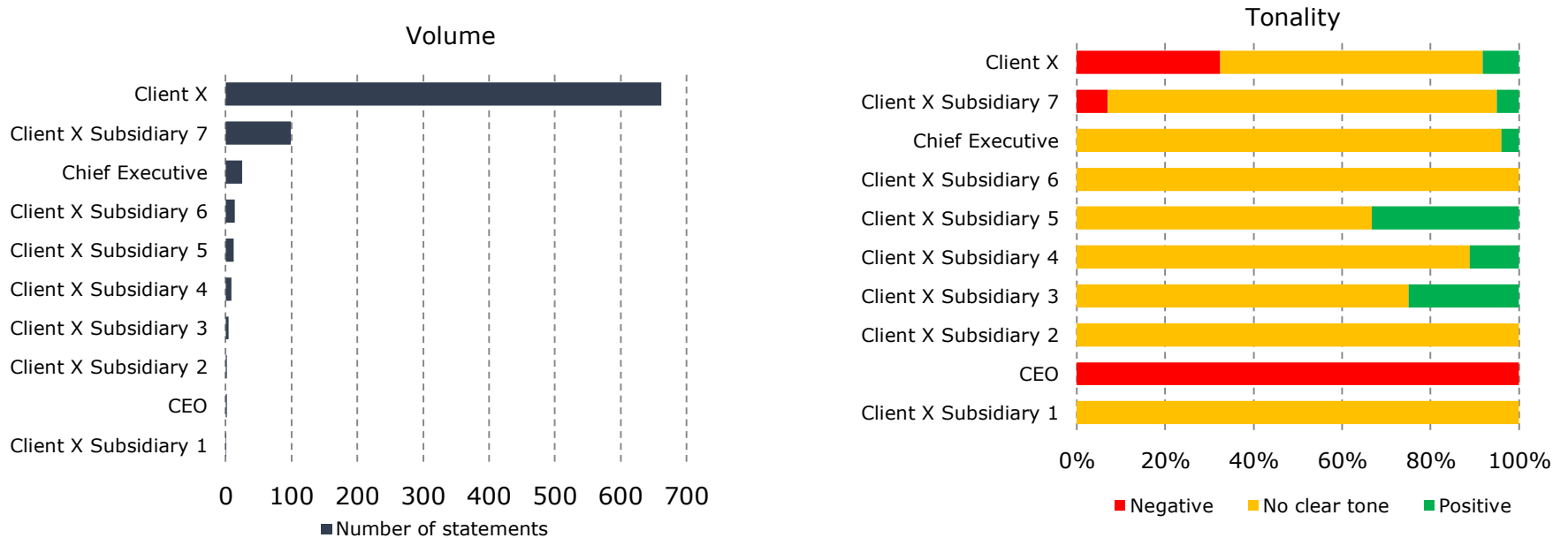
# SOCIAL MEDIA COVERAGE

## VOLUME AND TONALITY OF OVERALL COVERAGE



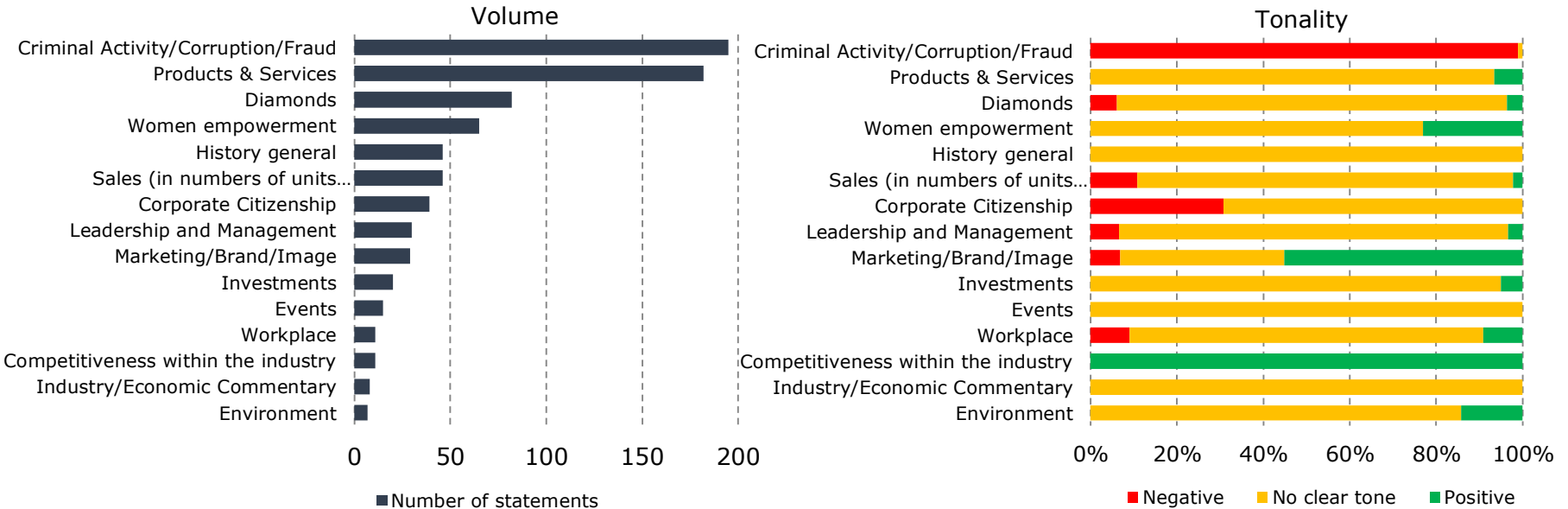
Visibility peaked on the 4th following a post that went viral about the company's presence in the diamond market and its history. A mention highlighting that Client X has so far sponsored about 28 female STEM scholarships in Canada attracted favourable reviews. A post alleging that the company was financed by a "controversial" business family who was more corrupt and exploitative than the Gupta family attracted negative reviews.

## VOLUME AND TONALITY OF TOP SUBJECTS GENERATING COVERAGE



Mentions of the company dominated the conversation. This was led by posts accusing the founder and funders of the Diamond giant as corrupt and being worse than the Gupta family. Mentions highlighting the success in ensuring equality at the workplace by Client X in Canada attracted positive reviews. The company employed about 50% female heavy equipment operators under its #EachforEqual programme.

## VOLUME AND TONALITY OF TOP TOPICS



Several posts that went viral accusing the founders and early funders of the diamond miner as being corrupt and worse than the Gupta family drove the debate on social media. The company was praised for sponsoring about 28 female STEM scholarships in Canada through its partnership with UN Women. The company has also hired about 50% of women to operate heavy machinery in Canada as part of its #EachForEqual programme, to ensure equality.