December 2013 word from the CEO

I wish to begin quoting a few wise words from a wise man "It always seems impossible until it’s done" Nelson Mandela.

I remember the year 2004 like it was yesterday, two employees (including myself), one office and a few ideas...

We set out our intentions for success, to create a revolution in the loyalty market and to attain a company with leadership and management to provide quality core service.

Today, Mahala is the most prominent loyalty company to cater for LSM 1-9 with a client base of approximately 2 million clients.

Since 2004, we planned for growth in the market and in new territories, we managed to grow and establish a client base, who only a short while ago, were not even aware of Mahala.

The staff at Mahala have also played an integral role in ensuring Mahala's success, we have a common positive culture of respect at our company and this has been displayed through everyone's passion, loyalty and commitment. The first true measures for success is not money but the ability to manage through trying times, we worked hard and I am proud to take this opportunity and say "Thank you! We did it!"

And to YOU, Mahala has truly achieved because of each one of YOU. I sign off 2013 with a true sense of achievement and confidence knowing that 2014 will see Mahala rise to new heights.

Lastly, it is with deep sadness that we bid farewell to Nelson Rohihlahla Mandela, one of the world's most iconic leaders and the father of democracy in South Africa. The management and staff of Mahala sends its sincere condolences to the family of the fallen hero and pray that The Lord grant them contentment and strength through this difficult time.

I conclude by wishing all of you a Merry Christmas and a Happy New Year! Be safe and looking forward to a prosperous 2014 with all of YOU!

God bless,

Tanya Grobler