

Dear client,

Arguably, running a business has changed more dramatically over the last decade than during any other 10-year period in history.

Some of the major changes to the way we do business daily include virtual offices, the Cloud, new communication mediums and mobile life. Also, in a recent global study, Chief Executive Officers ranked their 5 top business challenges as human resources, customer relationships, innovation, operational excellence and corporate brand and reputation.

The accounting and auditing profession is not immune to these mega-shifts and is also going through some major changes. Our clients are requiring more varied business and financial services than ever before. They do not only want the “vanilla option”, which includes standard compliance, tax preparation and basic bookkeeping.

To remain relevant to our clients and be at the forefront of service delivery, we are pleased to announce that as of **21 January 2025, Attent Cloud Accounting** becomes part of the national association of professionals called “**The Core Group**”.

We believe that this association will allow us to provide a wider array of services, more depth and above all else, more value to our clients. This national association will allow us to deliver and have access to services that include:

- accounting services;
- audit services;
- tax opinions & planning;
- investments;
- business & life insurance
- B-BBEE services;
- secretarial services;

Accountants : LM Botha - Professional Accountant (SA)  
Attent Cloud Accounting - K2024415149| Registration No: 2024/415149/O7 | Tax no: 9056599302

- training;
- short-term insurance;
- information technology (IT);
- marketing and branding;
- trust and estate planning;
- cloud platforms & accounting;
- industrial relations;
- performance management;
- business coaching;
- risk management;
- and business process management,

just to name a few.

We look forward to discussing these services in depth with you.

Even though we are very excited about the future, there are several assurances that we want to offer you:

- **Our fee structure will not change.**
- **You will continue to work with the same people in our firm you have grown accustomed to.**
- **All the services we have provided you in the past will continue to be offered.**

If you have any questions about this exciting news and what it will mean for you, please contact any of us at any time.

Not only will this association allow us to bring a new perspective to our clients, but it also comes with a fresh and exciting corporate image. Our firm's name and existing logo has been adapted to portray the new approach to service delivery.

We would like to share this new look with you and believe that you will be excited with us as we become part of a national body of professionals.

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CLOUD ACCOUNTING

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CORE  
ASSOCIATED | ACCOUNTING  
An association of independent professionals

the future - now

We are grateful to you, not only for giving us the opportunity to provide you with a wider range of services but also for your loyalty and friendship.

We are confident that our new affiliation with “**The Core Group**” will serve us all well.

Kind regards,

**Leandrie Botha**

**Director**