

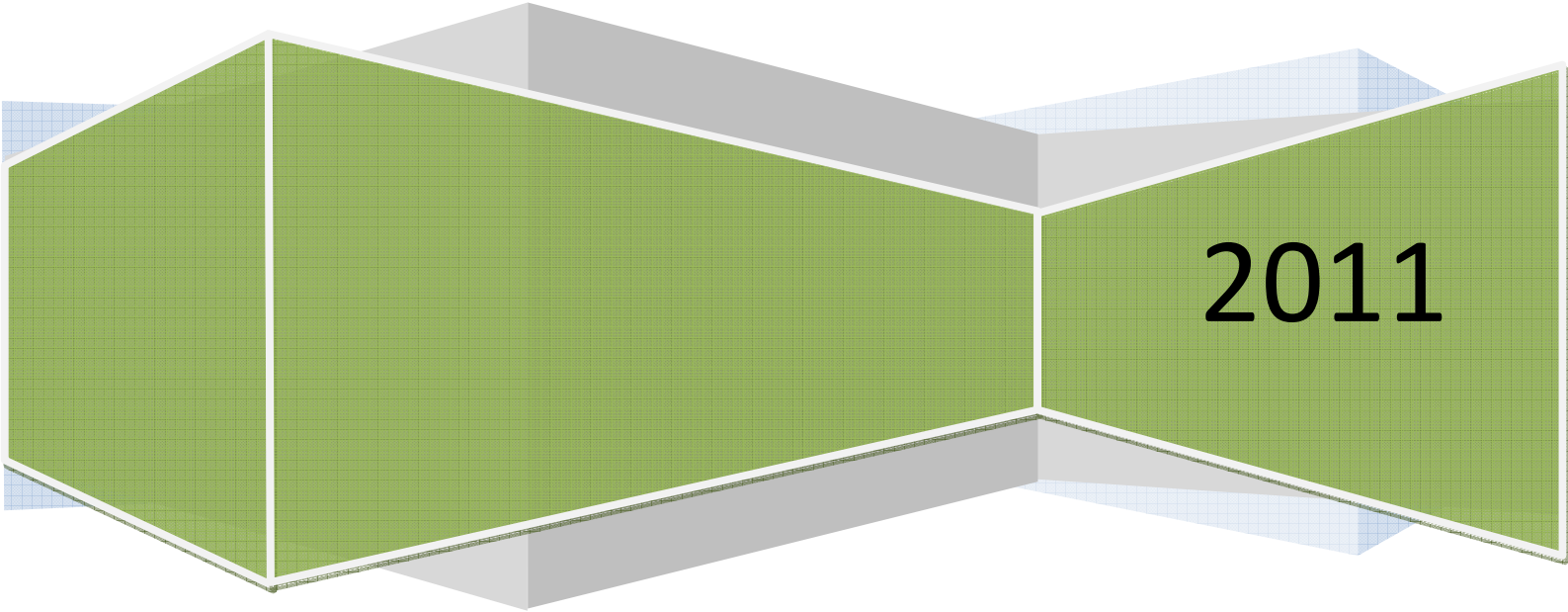


CHRINICA

Business Profile

Fire Suppression, Detection, Maintenance and
Design

Matthew Swanson



2011

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1. Company Address and Information

- Chrinica Projects,
1656 Cambourne Circle,
Highgate, Ext 11
Johannesburg
- Po Box 397
Witkoppen
2068
Johannesburg
- Member:-
David Bartholomew
- VAT number:- **4220159703**
- Company registration number:- **ck 962261/23**

2. Brief Company Background

- **Chrinica Projects** has over 14 years experience in the successful installation of fire suppression and detection systems. We have effectively installed, commissioned and maintained numerous fire suppression and detection systems for both local and international enterprises.
- **Chrinica's** product and service range includes the following:
 - Fire Suppression extinguishant installation and maintenance
 - Fire detection installation and maintenance, both conventional and addressable systems. This includes High sensitivity smoke detection systems such as VESDA.
 - Room Integrity testing
 - Rational fire designs
 - Fire consulting and engineering
 - Thermal imaging scans and reports
 - Fire rated sealing
- We strive to be the market leader in fire suppression and detection installations, and have built up long lasting and mutually beneficial relationships with many clients.
- As a company, we understand the demand for quality and professional installations due to the extremities of the environments that we, as a company, work in.

- We are aware that there are many different products and services on the market today. Due to this, Chrinica offers support and assistance ensuring that the correct application is used according to the client's needs and objectives.
- **Chrinica** is a company that tries to encourage environmentally friendly solutions and, as such, we have sourced various products that are not harmful to the environment. This ensures longevity of the system due to all environmental laws being met.

3. Target Market and Industries

- Chrinica Projects targets all enterprises where fire is a risk. As this is a broad based target market, Chrinica perceives this as an opportunity to work with the various industries and enterprises in order to reduce the threat of a fire.
- **Data Centre and Hosting Facilities:-**
Chrinica has successfully installed fire suppression and detection systems in over 270 data centres country wide. Due to the extremities of this environment, Chrinica has employed a thorough and detailed specification in order to meet the industry standards and ensure a minimum risk of fire ignition.
- **Occupied Buildings and Office Parks:-**
All buildings which are occupied by personnel should have fire detection and designs in place. This is not only for the personal safety of the people within the occupied space, but also for insurance purposes. Chrinica has successfully installed and maintained addressable fire detection systems throughout numerous office parks and buildings. Not only do we, as a company, address the fire detection, but also the rational fire designs – should it be required – and emergency signage and lighting. Evacuation plans are essential to any building and should be available to all personnel.
- **Unoccupied structures and buildings:-**
Many buildings or structures (ie: Warehouses) which are unoccupied are at high risk due to the fact that no representative is on site to monitor the environment. Chrinica has deployed fire detection and suppression systems in many of these locations in order to combat the risk of fire. The solution offered to these locations is based on the nature of the stored equipment, ie: Fire suppression and detection, Fire detection only; conventional or addressable systems.

All work undertaken by Chrinica Projects complies to the necessary standards and codes imposed upon the industry in which we, as a company, operate within.

Chrinica Projects utilizes OSHA regulations to ensure safety of company and client personnel when undertaking all installations and services.

4. Financial Information and Position

- Chrinica Projects maintains an extraordinary year on year increase with regards to annual turnover achieved.
- This growth is achieved through dedication to all clients during pre, current and post sales processes.
- Due to loyalty and support to all our clients, Chrinica has managed to achieve very respectable growth in a time when the economic situation has been unkind.
- Annual turnover growth for the past two (2) financial years.
 - **2009/2010 – 34.7%** growth in annual turnover achieved
 - **2010/2011 – 51.2%** growth in annual turnover achieved
- Projected annual turnover growth for the current financial year.
 - **2011/2012 – 42%**

5. Conclusion

- Chrinica has grown tremendously over the last 5 years due to superior service and dedication to our clientele.
- We believe that communication is of the utmost importance when offering clients solutions and services. This ensures that all our clients receive the best products and services applicable to their needs and objectives.
- Chrinica assures quality and professionalism in all projects undertaken.

Kind Regards,

David Bartholomew

CEO

Matthew Swanson

Business Development Manager