



Today's announcement - AngloGold's acquisition of 25 per cent of OroAfrica – marks another, significant step in the implementation of AngloGold's strategy. When the company was created early in 1998, we indicated that we wanted to become the world's leading gold company, not simply the leading gold mining company.



Our first steps were taken through the promotion of innovative design and design excellence for gold's most important usage, gold jewellery. We started in South Africa last year with the AngloGold Riches of Africa competition.



And we repeated the competition this year, moving from an 18 carat stipulation to 22 carat, and increasing the weight parameters for pieces – with dramatic effect.



Since the first South African competition, we have sponsored – in each case in partnership with the World Gold Council – jewellery design competitions in India, Turkey and 10 Far Eastern countries, including China.



Most recently, we co-sponsored a world gold jewellery design competition – the first ever – the awards for which were presented last month at the renowned Vicenza Gold Fair in Italy.



We have sought – and found – lots of other ways to promote our product in modern marketplaces. At the annual Dubai Shopping Festival last year, we sponsored the manufacture of the world's longest gold chain. All 4.2 kilometres were sold during the week-long shopping spree.



A team of miners at one of our deep level South African mines – Mponeng – mined the gold for the specially designed and crafted 24 carat gold medals awarded to the first 20 men and women to finish the Two Oceans Marathon this year. Our miners were there at the finish, too, presenting the medals themselves to the winners. A perfect documentary of our commitment to our product, from rockface to consumer.



We sponsored this year's Face of Africa modeling competition. Indeed, we are sponsoring next year's competition as well. And tonight we will announce our partnership with M-Net in an exciting new event, called Africa Design, which will tap Africa's wealth of fashion and gold jewellery design, and take it to some of the most influential catwalks in the world.



Most significantly, in May we announced our partnership with JP Morgan and Swiss-based gold company PAM in the e-commerce GoldAvenue venture. GoldAvenue, we are convinced, can become the gold website of choice for the purchase of a wide range of gold product; for gold trading; and gold investment transactions. This website is scheduled to become operative later this year.



Today marks our first foray into jewellery manufacture.

All of these activities share some common characteristics.

They are all innovative activities for a company whose past activities have been to exploration for and mining of gold.

In almost all cases we have had to find partners who have world-class competence in what, for us, have been new areas of activity.

In all cases we have sought to both broaden and expand the markets and customer base for our product, as well as to participate in the very extensive value creation that occurs between mining and final consumption.

Increasingly, we are seeking to make good profits for our shareholders through these new activities.

In OroAfrica, we have world-class partners. Together, we will enhance the role of gold jewellery as a highly desirable, 21<sup>st</sup> Century consumer good. Together we will create wealth for our shareholders and profits, jobs, tax revenues and foreign exchange earnings for the people of South Africa.