



company profile



# introduction

CMS COAL MARKETING SERVICES (PTY) LIMITED launched in 1997 as a distributor of coal and related carbon products to industrial customers. CMS has developed as a central supplier to a national network of coal traders. We cover all provinces in South and sub Saharan Africa.

CMS's primary objective is to supply customers with the most suitable product for the application required. This is achieved by:

- Developing and maintaining close relationships with all carbon customers
- Continuously exploring new product sources
- Liaising with existing producers to ascertain the range of products available
- Constantly evaluating delivery alternatives in order to ensure reliable and timeous deliveries to the CMS customer base
- Continuously updating information regarding market-related developments
- CMS strives to maintain its market position as one of the most respected and credible coal distributors in South Africa by keeping the demand and supply scenario in a synchronous relationship.

## our vision

To be recognised and respected as the premier coal trader both locally and internationally.

## our mission

Driven by our vision, we continue to set high standards of quality and service and provide a quality service.

Our Mission is: - TO EXCEED THE EXPECTATIONS OF OUR CUSTOMERS.

We will accomplish this by committing to our shared values and by achieving the highest levels of delivery, with extraordinary emphasis on the creation of value. In this way we will ensure that our PROFIT, QUALITY and GROWTH GOALS are met.



## CMS at a glance

- Distributors of Coal, Anthracite and Related Carbon Products
- Agents for Producers
- Consultants
- Exporters
- Distributors of CMS Fireside

# perfection

# efficiency



## South African markets

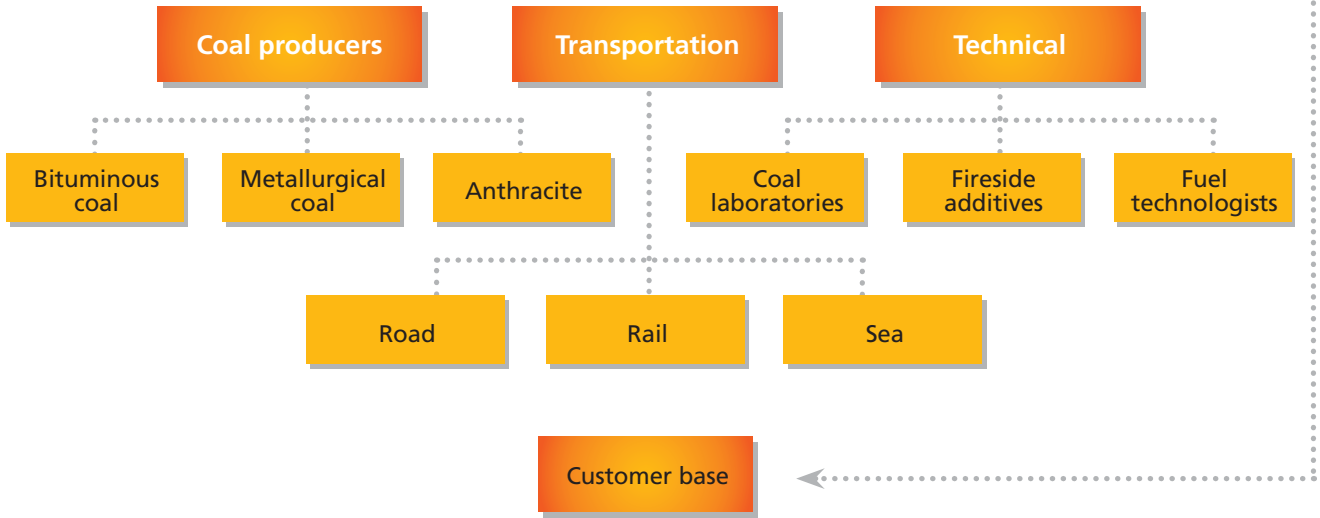
CMS distributes coal throughout South Africa. Coal is transported mainly by road and on occasion by rail.

CMS Services the following industries:

- Power Generation
- Paper, Pulp and Plastics
- Hospitals and Prisons
- General Mining Industries
- Food and Beverage Processing
- Sugar Milling and Processing
- Steel and Metal
- Motor Industry Products
- Textiles and Clothing
- Brick Making and Cement
- Chemicals
- Farming and Nurseries
- Domestic Heating

## The Southern Africa market

CMS exports coal and anthracite to South Africa's neighbouring states as well as into Central Africa. The products are transported by both road and rail to their various destinations. Coal and Anthracite exports are managed through the port of Durban as well as through the Richards Bay Coal Terminal.



## a secure source

CMS has formed sound relationships with both large and small coal producers, resulting in secured allocations and agreements. This allows CMS to market coal supported by the assurance of quality conformity and consistency of supply.

## products

CMS trades in the following carbon products:

- Bituminous coal for industrial and domestic use;
- Charcoal and lean coal for industrial and metallurgical use;
- Anthracite for industrial and domestic use;
- CMS also trades in an environmentally friendly Manganese based Fireside Catalyst.



## transportation

The timeous delivery of products to the CMS customer base is crucial in ensuring uninterrupted production time for our customers, many of whom work in JIT procurement cycles. We are always happy to meet the challenges.

### road

CMS aligns itself with transport contractors who provide a reliable and professional service. Our transport contractors utilise some of the latest technology including satellite surveillance and tracking, qualified drivers, equipped workshops and well maintained vehicles. These transport contractors offer CMS a wide range of delivery vehicles (rear and side tippers, walking floors, super and interlinks) which cater to the specific requirement of the customer.

### rail

CMS makes limited use of Transnet Freight Rail to transport product to customers.

### sea

CMS utilises the services of various shipping agents and ship owners for all sea freight.



## technical

Technical service and assistance is fast becoming more important and increased emphasis is being placed on environmental issues. CMS utilises the services of various fuel technologists countrywide who are able to provide the following services:

- Regular technical visits to CMS customers
- Assistance with coal quality queries and general combustion problems
- Sampling of problematic coal and submission to independent laboratories for analyses
- Boiler settings, efficiency testing and operational procedures
- Stack emission tests and other environmental requirements etc.
- Boiler operator training

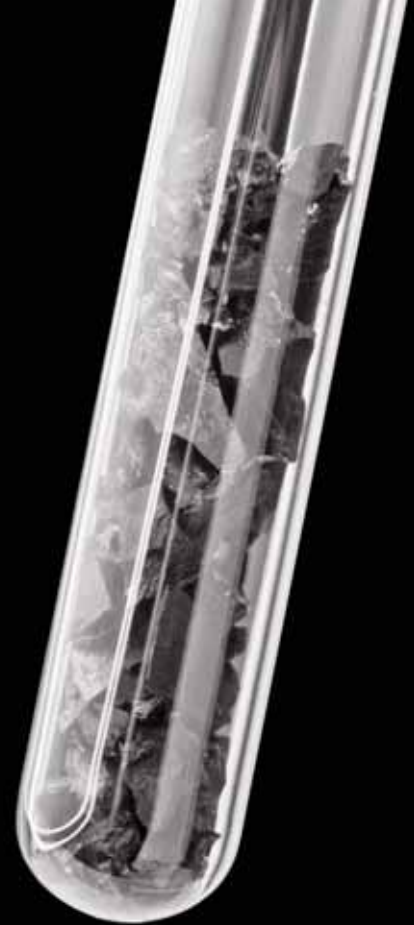
## coal laboratories

CMS relies on the services of reputable coal laboratories to provide independent analyses relating to any quality queries. The services provided by such coal laboratories include the determination of the following:

- Calorific Value (Grade of Coal)
- Proximate Analysis
- Ultimate Analysis
- Size Distribution
- Petrographic Analysis
- Sulphur
- Carbon in Ash
- Any other related Analysis

CMS utilises the services of the following coal laboratories:

- SABS
- Noko Analytical Services
- Inspectorate M&L
- SGS



## environmental

CMS supports the initiatives made by various organisations (including Government) to reduce Emissions which are harmful to the environment and a direct contributor to greenhouse effect. CMS evaluates enquiries with the intention of supplying not only a competitively priced and suitable product, but also a product which is best suited to the application. Adhering to the above guidelines the product will combust efficiently, thus eliminating excessive stack emissions. CMS distributes a South African Manganese based Fireside Catalyst which has proven to enhance combustion efficiency, reduce stack emissions and boiler fouling. Customers enjoy longer production periods (fewer shutdown and maintenance periods) and the associated financial benefits.

# efficiency



## our customers

CMS has established a loyal customer base which has been achieved with:

- Quality Products and Reliable Transport Contractors
- Dedicated Customer Service
- Competitive Pricing
- Aggressive Marketing

CMS' successful growth over the decades can be attributed to the integrity of a team who have invested their careers in the great relationships we have with our customers.

The team consists of personnel who have in excess of 90 years combined experience in the coal industry. This vital experience allows CMS to place carbon products in the market in the most effective manner to achieve all-round winning strategies.

CMS has a vast knowledge of market requirements, particularly within the South African Coal Industry. This enables CMS to provide consultancy and marketing services to prospective producers.

CMS aligns itself with leading geologists, mining contractors, mining engineers, plant manufacturers and related companies, therefore allowing us the opportunity to assist producers in the compilation of Bankable Feasibility Studies, Marketing Plans, etc.

POWERFUL ENERGY ON THE MOVE

Coal Marketing Services (Pty) Ltd,  
Ground Floor, Building 2, Clearwater Office Park,  
Strubensvalley, Johannesburg, Gauteng 1734,  
Republic of South Africa

Tel: +27 11 991 0900 • Fax: +27 11 475 3074

Email: [info@cmscoal.co.za](mailto:info@cmscoal.co.za)

website: [www.cmscoal.co.za](http://www.cmscoal.co.za)



Member of the

