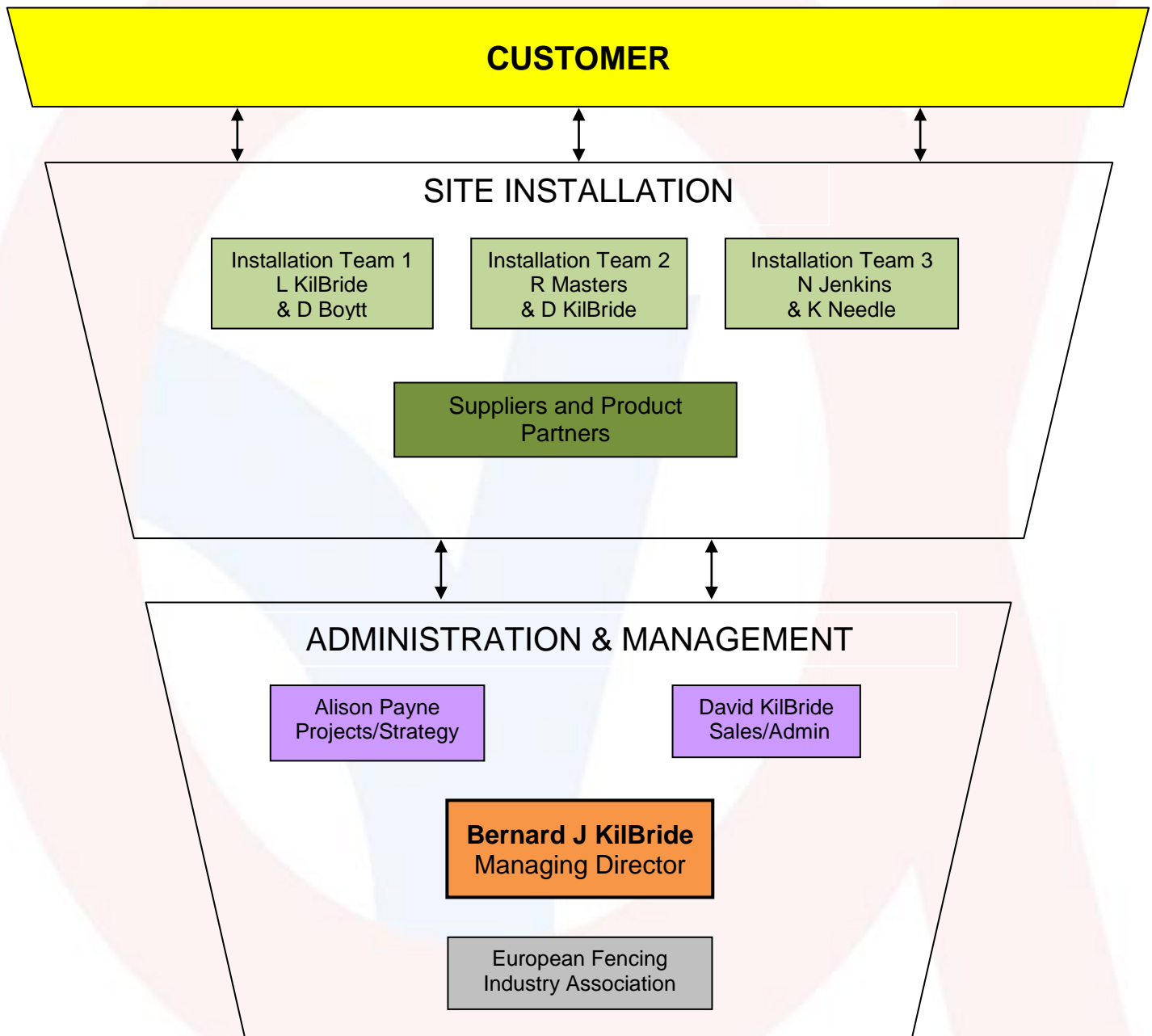


SIMPLE ORGANISATIONAL CHART 2015



- AlphaFence’s goal is to deliver the highest quality products and services to our customers – who are king - and hence are positioned at the top of our hierarchy.
- Immediately below the customer are our site installation teams. With direct day-to-day responsibility for the delivery of our services on site, they are in daily contact with our customers.
- The installers are indirectly supported by our manufacturing and logistics Supply Chain, who are responsible for delivering our products to site correctly and on time.
- The customer’s overall impression of our organisation will be gained far more as a result of our on-site performance, attitude and behaviours rather than any sales/marketing personnel and materials.
- At the bottom is the Office team, whose job is to provide resources, information, training, administration and management to enable the safe and professional delivery of our services.
- The company’s Managing Director is at the bottom of the model as his role is to provide the necessary direction and resources to guide and support the entire organisation.
- He is in turn supported by our external partners.