

# MAASSive

GROUP  
PROFILE

2024



# OUR STORY

DONOVAN DEAN OUR GROUP CEO WAS INTRODUCED TO THE INDUSTRY IN 2010 WHEN HE WAS STILL IN SCHOOL, HE INSTALLED HIS FIRST CONVEYOR BELT SCALE UNDERGROUND DURING HIS SCHOOL HOLIDAYS.

HIS LEADERSHIP AND UNDERSTANDING OF PEOPLE EVOLVED INTO A PASSION FOR BUSINESS AND HE LED THE BUSINESS TO WHAT IT IS TODAY. HIS DIRECT APPROACH AND TECHNICAL APTITUDE MADE HIM A FIRM FAVOURITE WITH CUSTOMERS, MANY OF WHOM STILL CALL HIM DIRECTLY BYPASSING PROTOCOL, YET HE ALWAYS HAS TIME TO ASSIST AND CHAT. DONOVAN LED THE BUSINESS TO PRODUCE THE MOST ACCURATE, HIGHEST QUALITY AND THE LOWEST TRUE COST OF OWNERSHIP PRODUCTS IN THE MASS MEASUREMENT INDUSTRY.

DONOVAN'S USED BUSINESS ACUMEN TO DEVELOP THE STRUCTURE UNDER THE GROUP UMBRELLA THAT OFFERED CUSTOMERS VALUE ADD PRODUCTS HAS SOLVED MANY OF THE INDUSTRIES PROBLEMS. HE HAS PUT THE BUSINESS ON TRACK TO ACHIEVE THE PURPOSE, VISION AND MISSION THAT HIS FAMILY HAD WHEN STARTING THE COMPANY. SURROUNDING HIMSELF WITH YOUNG PEOPLE OF GOOD CHARACTER HE CONTINUES TO BUILD THE BUSINESS ON A FOUNDATION THAT HE HELPED CREATE.

UNDERSTANDING OUR CUSTOMERS BUSINESS WAS KEY TO ACHIEVING OUR INNOVATIVE OFFERING, CUSTOMERS NOW BENEFIT FROM THE STRUCTURE THAT HAS BEEN BUILT, EACH BUSINESS UNIT IS ALLOWED TO CONCENTRATE ON A PRODUCT THAT ADDS MASSIVE (EXCUSE THE PUN) VALUE TO OUR CUSTOMER'S CORE BUSINESS.

ALLOWING CUSTOMERS COMPLETE CONTROL OF PROCESSING AND PRODUCTION IN ONE ACCURATE MEASUREMENT, MANAGEMENT AND REPORTING PLATFORM, ALL PACKAGED IN A BUDGET-FRIENDLY AND SIMPLIFIED MANNER.

"THERE IS NO SUCH THING AS A COINCIDENCE, CHECK EVERYTHING AND KEEP VIGILANT"  
- DONOVAN TERENCE DEAN - GROUP CEO

## PURPOSE

THE MASSIVE GROUP'S PURPOSE IS TO DISRUPT THE MASS MEASUREMENT INDUSTRY. BY INTRODUCING TRANSPARENCY AND VALUE-ADDED SOLUTIONS TO THE INDUSTRY, WE HAVE CREATED A BREATH OF FRESH AIR IN AN INDUSTRY THAT HAS FAILED TO UTILIZE 4IR TECHNOLOGY FOR FAR TOO LONG.

## MISSION

TO PRODUCE THE MOST ACCURATE, HIGHEST QUALITY AND LOWEST TRUE COST OF OWNERSHIP PRODUCTS IN THE MASS MEASUREMENT INDUSTRY. TO CREATE A CULTURE OF INNOVATION THROUGH DESIGN THINKING AND INSTIL A PASSION FOR BUILDING STUFF IN YOUNG PEOPLE. TO ADD VALUE TO OUR PRODUCTS THROUGH INNOVATIVE TECHNOLOGY, EXCELLENT SERVICE AND FRIENDLY PAYMENT SOLUTIONS. TO MAKE A DIFFERENCE IN THE LIVES OF OUR EMPLOYEES, AND OF THE COMMUNITIES WHEREVER WE DO BUSINESS. TO CREATE A "GIVING BACK" CULTURE IN OUR EMPLOYEES, SERVICE PROVIDERS, SUPPLIERS AND CUSTOMERS, AND TO MAKE OUR CUSTOMERS LIVES EASIER.

## VISION

THE MASSIVE GROUPS VISION IS TO BECOME THE GO-TO RESOURCE IN THE MASS MEASUREMENT INDUSTRY FOR CUSTOMERS WORLDWIDE. THE BENEFIT OF THIS IS TO CREATE CONSISTENT QUALITY AND MAINTAIN THE BEST IN INDUSTRY SERVICE AND THE TRUE COST OF OWNERSHIP FOR OUR CUSTOMERS.

## LEADERSHIP

IS A MIXTURE OF YOUTH AND EXPERIENCE, IS PASSIONATE ABOUT PEOPLE AND BUILDING STUFF, A YOUNG DIVERSE TEAM ALLOWING CONTINUITY IN LEADERSHIP WELL INTO THE FUTURE, A CULTURE OF EXTREME OWNERSHIP TOWARDS WORK, FAMILY, PEOPLE, AND ONE'S COMMUNITY. THE EXTREME OWNERSHIP CULTURE MEANS OUR LEADERS LIKE TO STAY OUT OF THE LIMELIGHT AND LEAD BY EXAMPLE, THEY ALLOW THE RESULTS TO SPEAK FOR THEMSELVES.

## VALUES



### ACCOUNTABILITY

ALWAYS, ESPECIALLY WHEN IT'S NOT YOUR FAULT,



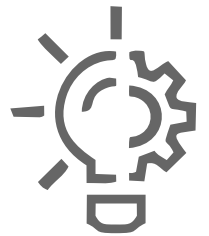
### OWNERSHIP

PRACTICE EXTREME OWNERSHIP AS A PERSON



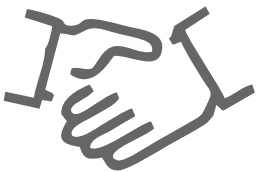
### INTEGRITY

ESPECIALLY WHEN NOBODY IS LOOKING



### QUALITY

PEOPLE, WORK, PRODUCTS AND SERVICE



### RESPECT

ALL PEOPLE, ANIMALS AND OUR ENVIRONMENT



### SAFETY

FOR ALL, AT WORK, AT HOME, IN RELATIONSHIPS



### TEACH

ALWAYS TEACH OTHERS WHENEVER YOU CAN



### LEARN

BE TEACHABLE TO LEARN, LISTEN TO UNDERSTAND

## EMPLOYEES

ARE THE CORNERSTONE THAT OUR BUSINESS IS BUILT ON, FOR IT IS THEY THAT WILL CARRY OUR LEGACY FORWARD, OUR DIVERSITY IS OUR STRENGTH, OUR MENTORING AND CONSTANT TEACHING IS OUR EXAMPLE, AND INCLUSION OF OUR EMPLOYEES IN OUR COMMUNITY DEVELOPMENT AND UPLIFTMENT PROJECTS MAKES US WHO WE ARE.

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## COMMUNITY

IS OUR INVESTMENT, ADDRESSING ONE OF THE CORE ISSUES THAT SOUTH AFRICA IS EXPERIENCING NOW, BY INVESTING IN OUR NGO GLASS CLIFF WE ARE INVESTING IN TEACHING LEADERSHIP AND MENTORING YOUNG PEOPLE. ALL GROUP EMPLOYEES VOLUNTARILY INVEST TIME IN OUR GLASS CLIFF PROJECTS WITHIN OUR IMMEDIATE COMMUNITY, AND IN PARTNERSHIP WITH OUR CUSTOMERS IN THOSE COMMUNITIES WHERE OUR CUSTOMERS ARE SITUATED. THIS HANDS-ON APPROACH WILL PAY OFF. EVERY COMMUNITY HAS CHAMPIONS WHO NEED TO BE SUPPORTED IN THEIR ENDEAVOURS TO MAKE A DIFFERENCE. LET US FIND THEM, AND HELP THEM HELP US.



## CAPABILITY

CAPABILITIES INCLUDE DESIGN, ENGINEERING, MANUFACTURING, INSTALLATION, COMMISSIONING, CONSULTATION AND ON-SITE SERVICE ON ALL OUR INSTRUMENTATION, CAMERAS, HARDWARE, SOFTWARE AND IOT SOLUTIONS. OUR SENIOR MANAGEMENT HAS OVER 53 YEARS OF EXPERIENCE IN OUR PRODUCT RANGE. ASK FOR OUR CAPABILITY PROFILE.





## PRODUCTS

OUR PRODUCTS ARE PROVIDED WITHIN THE STRUCTURE SHOWN BELOW AND INCLUDE, MASS MEASUREMENT EQUIPMENT, IOT DIGITAL MANAGEMENT AND REPORTING, MONITORING, PROCESS CONTROL SYSTEMS AND INSTRUMENTS, PROCESS CONTROL CONSULTATION, MASS BALANCING, INNOVATIVE PAYMENT AND SERVICING SOLUTIONS, WE ARE THE ONE-STOP SHOP, ASK ONE OF OUR TEAM FOR MORE DETAILS. ASK FOR OUR PRODUCT OVERVIEW.

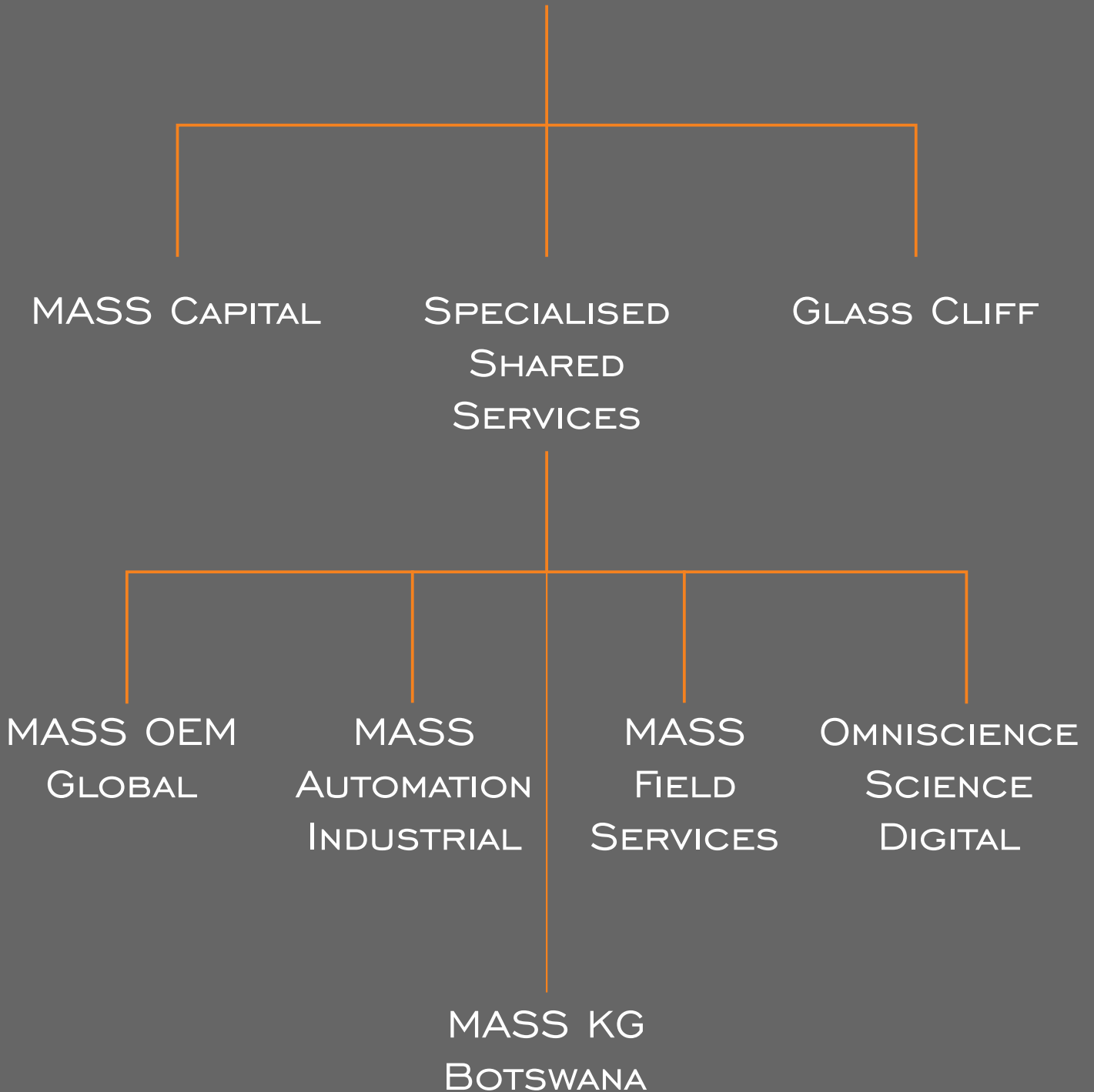
## STRUCTURE

THE MASSIVE GROUP STRUCTURE ALLOWS EACH BUSINESS UNIT TO CONCENTRATE ON THEIR CORE BUSINESS, UNDER THE LEADERSHIP OF THE GROUP CEO, COO AND CTO. THIS MEANS THAT THE CUSTOMERS WILL BE GETTING A CONCENTRATED FOCUS THAT WILL ENABLE US TO BECOME A PROPER VALUE ADD PARTNER TO THEM. TO MAKE IT EASY FOR OUR CUSTOMERS ALL GROUP PRODUCTS AND SERVICES ARE MADE AVAILABLE THROUGH A SINGLE ENTITY IN THE GROUP.



GROUP STRUCTURE

# MASSIVE GROUP



**MAASS***ive*

**“GROWTH BEYOND MEASURE”**

DRIVING GROWTH AND MAXIMISING PROFITS, FOR OURSELVES AND OUR CUSTOMERS. THROUGH INNOVATIVE QUALITY PRODUCTS AND PROCESS



**MAASS**  
**SSS**

**“OPTIMISING PROCESS,  
MAXIMISING PROFITS”**

ASSURING THE GROWTH AND INTEGRITY OF THE WHOLE VALUE CHAIN. MANAGING ALL BUSINESS UNITS IN OUR OBJECTIVE TO ALLOW OURSELVES AND OUR CUSTOMERS TO ACHIEVE OUR KEY GOAL OF OPTIMIZING PROCESSES, MAXIMIZING PROFITS” AS ONLY A PROFITABLE BUSINESS CAN MAKE A DIFFERENCE IN OUR COMMUNITIES.

**MAASS***oem*

**“QUALITY BEYOND MEASURE”**

ORIGINAL EQUIPMENT MANUFACTURER (OEM) – 27 YEARS OF DESIGN AND MANUFACTURING THE HIGHEST QUALITY, MOST ACCURATE AND RELIABLE PRODUCTS.

OUR MANUFACTURING PROCESSES REDUCE LEAD TIMES  
ALLOW BEST IN INDUSTRY WARRANTIES  
IMPROVE ON SITE BETTER ACCURACY THROUGH BETTER ALIGNMENT AND RIGIDITY

**BEE LEVEL 4**

**MAASS**  
**S E R V I C E S**

**“ACCURACY BEYOND MEASURE”**

OUR CTO HAS OVER 30 YEARS OF EXPERIENCE IN DELIVERING OUTSTANDING AFTER-SALES SUPPORT, WITH OUR BEST IN INDUSTRY RESPONSE TIMES BY OEM TRAINED TECHNICIANS HANDLING ALL YOUR MAINTENANCE, INSTALLATION, COMMISSIONING, AND CALIBRATION REQUIREMENTS.

INNOVATIVE DIGITIZED CALIBRATION CERTIFICATES USING LIVE DATA THAT IS PULLED INTO THE CERTIFICATE REMOTELY BY AN INDEPENDENT MISSION CONTROL CENTRE, TRUE TRANSPARENCY IN REAL TIME COMPLETELY ELIMINATING HUMAN ERROR ARE AVAILABLE

**BEE LEVEL 2**



## “BEYOND PROCESS AUTOMATION”

WITH OUR PROJECT MANAGER HAVING OVER 30 YEARS OF EXPERIENCE IN ELECTRICAL AND INSTRUMENTATION (E&I) WE CAN DO YOUR AUTOMATION FROM DESIGN TO COMMISSIONING AND BEYOND INCLUDING MAINTENANCE, UPGRADES, AND DIGITISATION. WE ARE TRULY BEYOND PROCESS AUTOMATION

BEE LEVEL 4



## “DEDICATION BEYOND MEASUREMENT”

MASS KG BOTSWANA WAS FOUNDED IN 2023 AND HAS THE FULL CAPABILITY OF ALL OF THE MASSIVE GROUP BUSINESS UNITS. MASSIVE GROUP IS COMMITTED TO TRAINING BOTSWANAN LOCALS ADDING ADDITIONAL SKILLS TO THE MARKET AND HAS ALREADY BEEN AWARDED THREE ON GOING CONTRACTS AS A LOCAL SUPPLIER.

JOHN LAWLOR OUR LOCAL DIRECTOR HAS OVER 25 YEARS IN BOTSWANA AND HAS BEEN IN BUSINESS FOR THE LAST 19 YEARS

# OMNISCIENCE



## “OVERSIGHT BEYOND MEASURE”

THE FOURTH INDUSTRIAL IS OLD NEWS, WITH US THOUGH THE REVOLUTION STARTED 13 YEARS AGO LONG BEFORE IT BECAME A THING, IOT (INTERNET OF THINGS) IS NOT NEW TO US, WE ARE AHEAD OF THE GAME, EXPERIENCED PROCESS CONTROL, MANAGEMENT AND REPORTING THAT JUST WORKS.

CUSTOMIZED DASHBOARDS ALLOW VIRTUAL SCADA LIKE DIGITAL PLATFORMS THAT ALLOW MANAGERS TO MONITOR AND INTERVENE IN REAL TIME. AUTOMATED WHATSAPP BOTS COMMUNICATE BETWEEN THE EQUIPMENT AND PRODUCTION DEPARTMENTS AUTOMATICALLY UPDATING REPORTS AND DATA TABLES. NOW OUR CUSTOMERS CAN MANAGE EFFICIENTLY WHAT YOU MEASURE ACCURATELY IN REAL TIME.

BEE LEVEL 4



## MASS CAPITAL

“PROTECTING YOUR CAPITAL”

INNOVATIVE SOLUTIONS THAT GET QUALITY MASS MEASUREMENT EQUIPMENT INSTALLED ON YOUR SITE AND YET DO NOT IMPACT YOUR CAPITALEXPENDITURE BUDGET.

OUR GROUP SERVICES INCLUDE MASS BALANCING CONTRACTS THAT INCLUDE HARDWARE, SOFTWARE, SERVICING, CALIBRATIONS, CONSULTING, SURVEY, MASS BALANCING, RECONCILIATION AND SUPERVISORY CONTROL CENTER

BEE LEVEL 4



## GLASS CLIFF

“LEARN, LEAD, DO”



OUR OWN GROUP CORPORATE SOCIAL RESPONSIBILITY VEHICLE, SOURCING TEACHABLE YOUNG PEOPLE WITH GRIT AND GOOD CHARACTER, PLACING THEM AS INTERNS AND MENTORING THEM TO BECOME FUTURE LEADERS, INTRAPRENEURS OR EVEN ENTREPRENEURS, WE TAKE OWNERSHIP OF OUR EXPENDITURE ON DEVELOPMENT AND COMMUNITY UPLIFTMENT.

ALTHOUGH MUCH IS ADVERTISED AROUND CORPORATE SOCIAL RESPONSIBILITY, WE FEEL THAT IT NEEDS TO HAPPEN AT A MORE GRANULAR LEVEL, AND THAT COMPANIES AND THEIR EMPLOYEES SHOULD BE FAR MORE HANDS ON.

PLEASE FEEL FREE TO CONTACT US REGARDING HOW WE COULD WORK TOGETHER ON YOUR CORPORATE SOCIAL RESPONSIBILITY IN ORDER TO MAKE A DIFFERENCE IN THE COMMUNITIES AROUND YOUR SITES

## WHY USE US?

**VALUE-ADDING** PRODUCTS AND SERVICES MEAN THAT OUR CUSTOMERS CAN EXPECT AN EXPERIENCE THAT IS FAR ABOVE ANYTHING THAT YOU WILL GET FROM OUR COMPETITORS.

**EXPERIENCE**, OUR CTO HAS OVER 30 YEARS EXPERIENCE, AS AN OEM WHICH SETS US APART FROM DISTRIBUTORS OR AGENTS, OUR HIGHLY EXPERIENCED TEAM HAS MANY WORLD FIRST IN THE CONVEYOR BELT SCALE INDUSTRY AND IS CURRENTLY WORKING ON THE NEXT GAME CHANGER.

**INNOVATION**, OUR INNOVATIVE SOLUTIONS AND IOT SERVICES AND WE ARE THE ONLY OEM THAT CAN GUARANTEE OPERATIONAL ACCURACY, WITH FULL AUDIT TRACEABILITY AND TRACKING, WHICH MEANS NO MORE ARGUMENTS OVER MASS MEASUREMENT, BALANCING OR PROCESSING ISSUES.

**INSTALLATIONS**, AT RICHARDS BAY COAL TERMINAL (RBCT) ONE OF THE BIGGEST COAL SHIP LOADING TERMINALS IN THE WORLD, VALE, EXXARO, GRINDROD TERMINALS, SIBANYE STILLWATER, ETC.

**CUSTOMERS**, ARE SOME OF THE BIGGEST MINING GROUPS AND PROJECT HOUSES IN THE WORLD, AND THEY ARE ALSO SOME OF THE SMALLEST MINES AND QUARRIES IN THE WORLD, WE DON'T PROFILE CUSTOMERS, THEY ALL GET THE SAME BEST IN INDUSTRY PRODUCTS AND SERVICE.

**SERVICE**, OUR SAME DAY OR LATEST NEXT DAY AFTER SALES FIELD SERVICES ARE BY FAR THE BEST IN INDUSTRY, ADD OUR CENTRAL CONTROL ROOM FOR SINGLE POINT OF CONTACT, AND FINDCONTINUOUS MONITORING OF SERVICE JOB CARDS AND YOU WILL LIVES EASY, IT MAKES OUR CUSTOMERS

**REFERENCES**, INCLUDE ENGINEERING MANAGERS, MINE AND PLANT MANAGERS, BUSINESS OWNERS, MAINTENANCE MANAGERS, PROCESSING MANAGERS, PROJECT HOUSES, CAPTAINS OF INDUSTRY RIGHT THROUGH TO OWNER OPERATED QUARRIES AND MINES.

**PEOPLE**, SET US APART, OUR PEOPLE SIMPLY MAKE THINGS HAPPEN, WE HAVE MANY STORIES TO TELL YOU ABOUT, CUSTOMERS NEEDING DELIVERIES, IN IMPOSSIBLE TIMES, TIME AND AGAIN WE SIMPLY DO WHAT NEEDS TO BE DONE TO MAKE IT HAPPEN.

**SANS** CERTIFIED LABORATORY, NOPE WE ARE NOT, SO WHY DO WE HAVE THIS UNDER WHY USE US, WE BELIEVE THAT IT IS NOT IN THE CUSTOMERS BEST INTEREST TO USE THE OEM WHERE THEY PURCHASED THE MASS MEASURING EQUIPMENT FROM. IT IS NOT IN THE OEM SUPPLIERS BEST INTEREST TO POINT OUT ISSUES THAT MAY CAUSE A SCALE TO FAIL A TEST, THAT SIMPLE. WE CAN CERTIFY/VERIFY ANY SCALE THAT HAS A VALID SA NUMBER IN CONJUNCTION WITH SANS.

SEE OUR CAPABILITY "THE WHY USE US? PROFILE ATTACHED.

## YOUR BENEFITS

### ENGINEERED SOLUTIONS THAT DELIVER THE BEST TRUE COST OF

**OWNERSHIP**, MISSION CONTROL GIVES A REAL TIME OVERVIEW OF THE PROCESS, PRODUCTION AND STOCK CONTROL, AS WELL AS AUTOMATED REPORTING VIA E-MAIL OR TELEGRAM MESSENGER.

### THE ONLY OEM THAT IS A B-BBEE LEVEL-2

**CONTRIBUTOR**, HAS THE BEST IN INDUSTRY ACCURACY, AND THAT CAN GUARANTEE OPERATIONAL ACCURACY UNDER FULL PRODUCTION.

### 24-HOUR MANNED CONTROL ROOM

DETECTS INACCURACIES OR PROBLEMS

IMMEDIATELY, ADD OUR 365/24/7 FIELD SERVICES, AND TELEPHONIC SUPPORT, EXPECT SERVICE EXCELLENCE OR REQUEST REPORTS OR CALIBRATIONS AT ANY TIME.

### WIDEST RANGE OF OEM MASS MEASUREMENT PRODUCTS

AVAILABLE WORLDWIDE, WE ENGINEER SCALES TO SUIT POCKETS, REQUIREMENTS AND APPLICATIONS, NOT JUST ONE SIZE FITS ALL.

**FASTEST DELIVERY OF ANY OEM**, FROM CONFIRMED PO TO INSTALLED AND COMMISSIONED ON- SITE, WE HAVE DELIVERED MANY CONVEYOR BELT SCALES IN 7 TO 10-DAY CYCLES.

**FRIENDLY PAYMENT OPTIONS**, DON'T USE YOUR CAPEX BUDGETS, WE PUT OUR MONEY WHERE OUR MOUTH IS, WE KNOW OUR STUFF WORKS AND WILL SUPPLY THE MASS MEASUREMENT EQUIPMENT AS A GLOBAL MASS BALANCING CONTRACT WHERE OWNERSHIP TRANSFERS TO THE CUSTOMER ONCE THE CONTRACT EXPIRES.

**QUALITY**, IS TRULY BEYOND MEASURE ONE DOES NOT HAVE TO BE AN ENGINEER TO SEE THIS AT A GLANCE, BEST IN INDUSTRY WARRANTIES, AND YET RETAINING LOWEST TRUE COST OF OWNERSHIP, IT'S ALL IN THE DESIGN.

FAST, FRIENDLY, ACCURATE, RELIABLE, PEOPLE,  
PRODUCTS AND SERVICES, CUSTOMERS KNOW WHO THEY  
ARE DEALING WITH

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