



## *Stakeholder Pledge*

*I*n our pivotal role of representing all South African stakeholders who are touched by direct marketing, the DMA SA is committed to providing support and value, to growing the industry and to creating a robust and ethical direct future.

*O*ur partnership with the legislature, with business and with consumers is based on upholding and promoting the laws of our land and on ensuring best, professional business practices. Positive and fair outcomes for consumers are achieved through the DMA's independent role as the industry's guide and voice.

*A*s members, our commitment is sealed in placing of our print upon this Pledge.

