

## Why We Sponsor Team Dimension Data

Cycling, like consulting, is about passion, commitment, and teamwork. It's about having the confidence to take on challenges and knowing that there are people around to rely on. Put all that together and it's easy to see why Deloitte Consulting LLP partnered to sponsor [Team Dimension Data](#), Africa's only UCI Professional Continental Cycling Team. The team made history in 2015 as the first African registered cycling team to compete in the Tour de France. The team's tremendous successes in the race included:

- Wearing the prestigious King of the Mountain jersey for four days on the shoulders of Eritrean rider, Daniel Teklehaimanot—the first African rider to do so
- Stephen Cummings winning the 14<sup>th</sup> stage on Mandela Day
- Team finishing in fifth place overall in the Team competition
- Raising over 4,000 bicycles in their [#BicyclesChangeLives](#) campaign

Our sponsorship was critical in the team receiving the sport's highest designation, the UCI World Tour license, in November, 2015 – the first African team to receive the designation. Cycling's premier athletes, such as Mark Cavendish (26 Tour de France Stage wins) and South African national champion, Jaco Venter, are part of our incredibly diverse and talented team of 28 riders from 15 countries. The team will wear our Deloitte logo proudly for more than 250 race days around the world this season.

In addition to our financial support for the team, we will join [Dimension Data](#) in an in-kind technology collaboration to help the team become more connected and operationally efficient – changing the face of cycling through technology.

## About Qhubeka and the [#BicyclesChangeLives](#) campaign

Qhubeka is an Nguni word that means “to carry on”, “to progress”, “to move forward”. [Qhubeka](#), part of [World Bicycle Relief](#), makes an impact that matters by mobilizing children with bicycles to give greater access to education, healthcare, and economic opportunities. Team Dimension Data is unprecedented in the cycling world in its commitment to giving back through the [Qhubeka](#) charity. As they ride to promote and develop cycling on the African continent, Team Dimension Data also helps students who face the challenge of having to travel long distances to attend school through the [#BicyclesChangeLives](#) campaign. Of the more than 11 million students who walk to school in South Africa, half a million walk more than one hour in each direction.

Our goal is to help Team Dimension Data for Qhubeka deliver 5,000 bikes this year and 10,000 bikes next year. In January, our Global Consulting Executive Team had the honor of joining Qhubeka to present bicycles to 30 children in Soweto, South Africa. Qhubeka's founder, Anthony Fitzhenry stated, “Having Deloitte involved with us is one of the most significant impacts in our history.”



## **Deloitte's Impact**

Deloitte's sponsorship of Team Dimension Data aligns with our values and commitment to making impact that matters:

**Diversity & Inclusion:** Team Dimension Data embodies strength in diversity and inclusion as the first African-based professional cycling team to reach Union Cycliste Internationale (UCI) World Tour Status. Cycling's premier athletes, such as Mark Cavendish (26 Tour de France Stage wins) and South African national champion, Jaco Venter, are part of our diverse team of 28 riders from 15 countries.

**Community Service:** Team Dimension Data for Qhubeka gives back to the community through a charity in South Africa known as Qhubeka. Qhubeka makes an impact that matters mobilizing children with bicycles to give greater access to education, healthcare, and economic opportunities. Our goal is to help Team Dimension Data for Qhubeka deliver 5,000 bikes this year and 10,000 bikes next year. Bicycles truly change lives.

**Health & Fitness:** Cycling promotes and reinforces a healthy lifestyle. Healthy bodies contribute to healthy minds. Our people are engaging with cycling and our sponsorship. As of March, hundreds of Deloitte cyclists from more than 12 countries have already joined Deloitte's new D.Cycle Strava group.

**World Class Magnet for Talent:** Much like this team, Deloitte is a place where leaders thrive, talent aspires to achieve more than they can imagine, and where we embrace the success of others.

**Technology Changes Lives:** We will change the face of this sport with this team for riders, fans, and consumers through leveraging cutting edge technology.

## **About Deloitte:**

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world's most admired brands, including 80 percent of the Fortune 500. Our people work across more than 20 industry sectors to deliver measurable and lasting results that help reinforce public trust in our capital markets, inspire clients to make their most challenging business decisions with confidence, and help lead the way toward a stronger economy and a healthy society.

## **Team Background:**

Ryder Cycling founded Team MTN-Qhubeka in 2007, steadily working its way up from a regional team to now being a Continental Pro team with bases in South Africa and Italy. In January 2016, the team was renamed Team Dimension Data. The team rides for a purpose to assist in developing cycling on the African continent with the goal to give talented African riders a path into the pro peloton while raising funds for the Qhubeka Charity. In 2015, Team MTN-Qhubeka p/b Samsung created a campaign to help them mobilize 5,000 kids on bicycles.