
Move governance from the background of *compliance* to the foreground of **strategy**.

Corporate Profile 2026



SCAN FOR
CELAGENIX.COM

ADVISORY • EVALUATION • TRAINING • TOOLS • EVERYTHING CONNECTED.

celagenix.com



— FOREWORD

“Anticipating the future is an art. Creating it in today’s world is a science. Knowing how to do both is the **X-factor. It’s in our name: Celagenix®.”**

For over a decade we have helped 150+ organisations across 17 countries turn governance from an obligation into an advantage. In 2026 — the year King V takes effect and AI reaches the boardroom agenda — that work has never mattered more. This profile shows you how we do it, and how the pieces connect.

Martin Louw

FOUNDER & CHIEF EXECUTIVE OFFICER

The governance infrastructure your organisation runs on.

Celagenix®, established in 2014, is the governance group that organisations build on. We combine strategic advisory, a board evaluation platform, a professional development academy, and practical governance tools into one connected system — so that governance stops being a function to manage and becomes a capability that drives performance.

3,000+

EVALUATIONS COMPLETED

150+

ORGANISATIONS SERVED

17

COUNTRIES

87%

IMPROVED BOARD
EFFECTIVENESS

Celagenix® Advisory

Governance, sustainability and AI governance consulting. The parent practice.

→ celagenix.com

BoardEvaluator™

The intelligent board evaluation platform. 18 modules, King V-aligned.

→ boardevaluator.com

Celagenix Academy

Governance training, credentials and the Director's Toolkit.

→ www.celagenix.academy

Celagenix Agency

Strategy sprints (StratDash®) and professional media production.

→ celagenix.agency

— WHY WE EXIST

To inspire **trust** for a more resilient corporate world.

OUR PURPOSE

VISION

Maximum societal and environmental impact through corporate resilience. Strong leaders create healthy organisations. Healthy organisations create sound communities. Sound communities raise strong leaders. This is the cycle of true sustainability.

MISSION

We cultivate boards and businesses of distinction — guiding leadership teams through strategies that promote exemplary governance and foster enduring sustainability, for the benefit of humanity.

OUR VALUES

Be Kind — do the right thing.

Be Honest — keep your word.

Be Smart — make things better.

King V is here. AI is in the boardroom. **The bar has moved.**

On 1 January 2026, King V came into effect — bringing outcomes-based disclosure, a standardised Disclosure Framework, and for the first time, explicit board accountability for AI governance. Boards can no longer point to policies; they must produce evidence.

At the same time, AI is reshaping how organisations operate, decide and compete. The boards that thrive will be those that govern with the same intelligence they are being asked to oversee. Celagenix exists for exactly this moment: we are AI-enabled in how we work, so when we advise on AI governance, we speak from experience.

2014 • —————> **2026**

CELAGENIX FOUNDED

KING V EFFECTIVE • AI ON THE AGENDA

PRINCIPLE 9 • KING V

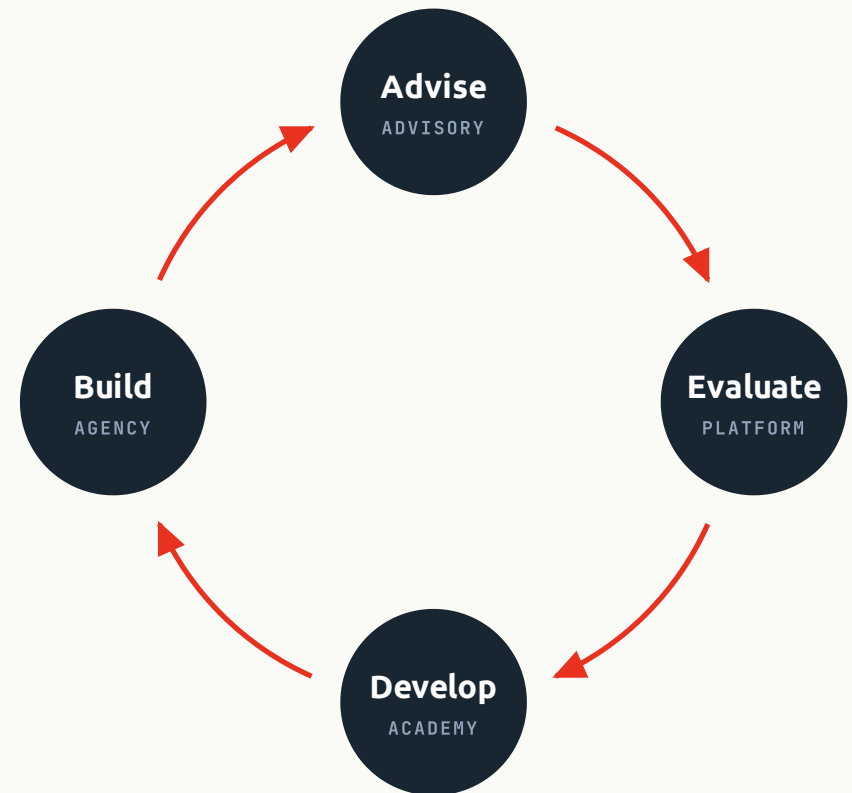
“Principle 9 is the keystone of King V. Boards that cannot evidence a structured evaluation cycle are functionally non-compliant on most of the other twelve.”

One system. Four connected capabilities.

Most governance advisory ends with a report that disappears into a filing system. Ours doesn't — because our recommendations connect directly to an evaluation platform, a training programme, and practical tools that make implementation possible.

We don't just tell organisations what good governance looks like. We give them the infrastructure to build it.

No other firm in our market offers all four in one connected system.



Advise — senior practitioners on your hardest governance challenges

Develop — the Academy builds the skills the evaluation reveals you need

Evaluate — BoardEvaluator™ turns evaluation into evidence

Build — the Agency turns strategy into assets, campaigns and content

Corporate governance consulting & board advisory services.

We consult across governance programmes, AI governance, board evaluations, sustainability & ESG, data privacy, and organisational strategy — leveraging technology, data-driven insights and proven methodology to offer strategic guidance that holds up in the boardroom.

01

AI Governance & Digital Transformation

02

Strategic Corporate Governance

03

Board Evaluations

04

Sustainability & ESG

05

Data Privacy & POPIA

06

Governance Capability Building

07

Corporate Resilience

08

Leadership Development

Celagenix® Advisory

Senior practitioners on your hardest governance challenges.

Strategic Governance & Board Advisory

Harness technology and data-driven insight to elevate your organisation's governance capabilities. From navigating the regulatory intricacies of King V to developing strategies for peak board performance, our adaptive governance programmes are tailored for tomorrow's leaders — and every engagement is led by a senior principal with direct practice experience.

**Governance Capability
Building**

Corporate Resilience

Leadership Development

Strategy Facilitation

REIMAGINE ORGANISATIONAL SUCCESS WITH A MODERN APPROACH TO CORPORATE GOVERNANCE.

AI Governance & Data Privacy

Unlock the potential of AI while ensuring ethical implementation and responsible use — from robust AI policies to transparent oversight systems, aligned to King V Principle 10 and international frameworks (NIST AI RMF, OECD, ISO/IEC 42001).

And because trust runs on data: our POPIA and data-privacy practice transforms regulatory complexity into streamlined frameworks that enable business rather than blocking it.

**SHAPE RESPONSIBLE INNOVATION THROUGH
HUMAN-CENTRED AI GOVERNANCE.**

IN PRACTICE — TRY IT FREE

AI Governance Oversight Checklist

A scored, King V-grounded self-assessment for boards.

→ celagenix.com/ai-governance-assessment

POPIA Compliance Status Assessment

Know where your privacy programme stands in minutes.

→ celagenix.com/popia-assessment

Sustainability & ESG — the ESGOR™ framework

Elevate your vision and adopt new insights to support your organisation's sustainability efforts, built on our proprietary ESGOR™ framework — Environmental, Social, Governance, Organisational health and corporate Resilience — designed to systemise and accelerate the integration of sustainability into business strategy and operations.

**UNLOCK THE TRUE VALUE OF
SUSTAINABILITY WITH ESGOR™.**

- E** **Environmental** — impact, resources, climate posture
- S** **Social** — people, communities, stakeholders
- G** **Governance** — oversight, ethics, accountability
- O** **Organisational health** — culture, capability, alignment
- R** **Resilience** — the capacity to endure and adapt

boardevaluator™

A CELAGENIX®
BRAND

The intelligent board evaluation platform — King V-aligned, trusted for high-stakes board oversight.

Your board's effectiveness directly impacts organisational performance. BoardEvaluator™ is our proprietary, AWS-secured evaluation platform: confidential quantitative scoring, senior-advisor qualitative interviews, automatic response tracking, and disclosure-ready, King V-mapped outputs — evidence, not just feedback, without the manual complexity.

**10X YOUR BOARD EVALUATION
EFFECTIVENESS.**

→ boardevaluator.com

3,000+

EVALUATIONS

150+

ORGANISATIONS

17

COUNTRIES

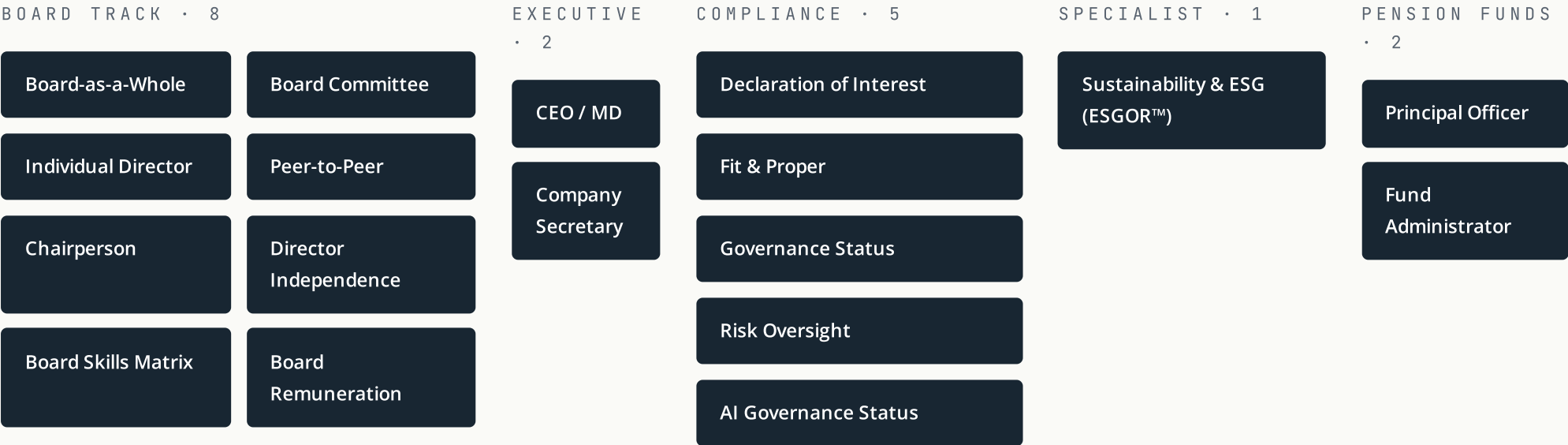
AWS

SECURE HOSTING

POPIA / GDPR

PRIVACY-ALIGNED BY DESIGN

18 evaluation modules, five tracks.



Every module maps to the 13 King V principles — see the full mapping at boardevaluator.com/king-v.

18 modules · 5 tracks

From a single cycle to a group-wide programme.

BoardEvaluator™ scales from a single board cycle to multi-entity group programmes, always scoped to the board's structure and context. For boards preparing for their first King V cycle, our 90-day King V Readiness Sprint moves a board from scored self-assessment to a completed, disclosure-ready evaluation.

Full packages and scoping live at boardevaluator.com/packages.

ONE 30-MINUTE CONVERSATION IS ALL IT TAKES TO SCOPE A CYCLE.

- 1 **Scoped self-assessment**
Baseline scoring across the board's chosen modules.
- 2 **Senior-advisor interviews**
Qualitative depth behind the quantitative scores.
- 3 **Disclosure-ready reporting**
King V-mapped outputs the board can evidence.
- 4 **Development loop**
Findings feed the Academy and the next advisory cycle.

Celagenix Academy

■ BRAND ACCENT • ACADEMY GOLD

Training, credentials & the Director's Toolkit.

Celagenix Academy is the group's training and learning arm — governance programmes spanning King V, the Companies Act and the Pension Funds Act, delivered online at **www.celagenix.academy**.

The Academy encodes our advisory methodology into structured learning for both enterprise boards and SME leadership teams: what our consultants practise, your directors can now learn.

**DEVELOP EXCEPTIONAL GOVERNANCE TALENT
FOR A RAPIDLY CHANGING WORLD.**

KING V	Outcomes-based governance, principle by principle
CO. ACT	Directors' duties under the Companies Act
PFA	Trustee governance under the Pension Funds Act
TOOLKIT	The Director's Toolkit — see next page

Governance tools directors use between meetings.

A suite of interactive, browser-based governance tools — scored, practical, and King V-grounded — that directors use between meetings: the AI Governance Oversight Checklist, Director Induction Checklist, Reserved-Matters Matrix, Model Board Calendar, and Personal 90-Day Action Plan, published in jurisdiction editions (South Africa; Namibia; more to follow). Distributed and bundled through the Academy.

TRY THE THINKING BEFORE YOU BUY THE ENGAGEMENT.

AI Governance Oversight Checklist

Director Induction Checklist

Reserved-Matters Matrix

Model Board Calendar

Personal 90-Day Action Plan

EDITIONS: SOUTH AFRICA • NAMIBIA • MORE TO FOLLOW

FREE FOR EVERYONE

Two tools are free to everyone as scored assessments on celagenix.com — the **POPIA Compliance Status Assessment** and the **AI Governance Oversight Checklist**.

Celagenix Agency

 BRAND ACCENT · AGENCY PURPLE

The build engine of the Celagenix Group.

Strategy at speed: StratDash® & SIEF

StratDash®, the Agency's structured strategy-sprint methodology, brings objectivity and clear thinking to complex challenges — converting strategic deadlock into decisive action in days, not months.

Behind it sits SIEF, the Sovereign Idea Execution Framework, live as two free interactive tools: **ClarityForge** (a seven-dimension capacity and readiness diagnostic) and **IdeaForge** (a six-phase idea-clarity engine).

GAIN STRATEGIC CLARITY WHEN THE STAKES ARE HIGHEST.

→ celagenix.agency

SPRINT METHODOLOGY

StratDash®

Deadlock → decisive action, in days.

FREE TOOL · SIEF

ClarityForge

Seven-dimension capacity & readiness diagnostic.

FREE TOOL · SIEF

IdeaForge

Six-phase idea-clarity engine.

From strategy to screen — in-house.

From its studio in Pretoria, the Agency produces the group's — and its clients' — media: recording, video and podcast production, photography, and post-production.

It is the production engine behind the Academy's training content, using an automated production methodology that has cut content production costs by over **90%**. For clients, that same capability delivers brand, campaign and content assets that match the strategy they were built to serve.

Recording

Video production

Podcasts

Photography

Post-production



Deep sector knowledge, continental reach.

SECTORS

Banking & Financial Services

Retirement Funds

State-Owned Enterprises

Statutory Bodies & Regulators

Mining

Agriculture

Retail & Manufacturing

Health & Pharmaceutical



● HQ
SANDTON

○ GABORONE
OFFICE

SERVING 150+ CLIENTS IN 17 COUNTRIES • SATELLITE /
REMOTE GLOBALLY

Sustainability is ingrained in our core values. Our **Code of Ethics & Professional Conduct** governs how we work. → celagenix.com/code-of-ethics

Senior practitioners. **Not account managers.**



Martin Louw

Founder & Chief Executive
Officer



Johann Koen

Director · Corporate
Governance



Calistas Chijoro

Director · Operations



Simeon Swanepoel

Compliance & Regulatory
Consultant



De Villiers du Plessis

Head of Media & Product
Development

Trusted by **150+** leading organisations in 17 countries.

Absa

AlphaDirect

BotswanaPost

Bryte

Crossome

Eazi Access

Engen

IG

Innovation Group

LEA

Lenmed

Letshego

Liberty

Liquid

Maxion Wheels

Metropolitan

Momentum

NFDA

NTP

PFA

PPS

Rand Refinery

SA Natural Products

Standard Bank

Stanlib

Zutari

...AND 120+ MORE ACROSS BANKING, FUNDS, SOEs, REGULATORS, MINING, RETAIL & HEALTHCARE



C O R P O R A T E

Let's talk.

Questions, comments, or a challenge you'd like a second opinion on? We enjoy meaningful conversations about the future — specifically yours.

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