



**CAVE
SHEPHERD
& CO**

eNews

JULY 2024

A big rebrand, Group Business
Update meeting & AGM

Ganzee expands

Women's International
Day across the group

& more stories



Payce
DIGITAL


Fortress
FUND MANAGERS


SigniaGlobe
FINANCIAL


DGM
FINANCIAL GROUP


Ganzee

GREETINGS FROM OUR

Chief Executive Officer

As we begin the 2nd half of 2024, we can reflect on a busy and productive start to the year. We have achieved significant milestones that propelled our companies forward while at the same time, we recognize that there is still so much to be done. The world is evolving rapidly, demanding swift adaptation and transformation to stay competitive in this dynamic environment.



Let's look at some of the new initiatives in 2024:

- We have launched our new Employee Share Purchase Scheme and to date, we have fifty-five (55) dedicated employees saving every month towards becoming stakeholders in Cave Shepherd & Co. Limited.
- We launched our revised corporate brand which began a bold new chapter as we moved away from the brand and image of the legacy retail store on Broad Street. This strategic repositioning and redesign will allow us to forge ahead with a clear brand architecture, maximizing our brand's value across a diverse portfolio of companies. Exciting times ahead!
- We had a most enlightening Group update meeting at LESC where the company's leaders gave inspiring update presentations of the performance and plans for their respective companies, and Maureen Davis delivered an insightful journey on the development of the new CSC brand & logo.
- We made some important changes to the location, format and layout when we hosted our Annual General Meeting for our dedicated shareholders in April which was held at the Marriott Courtyard. The much improved financial results were presented along with an increased dividend and a higher share price which is now over \$7.00 per share. Shareholders enjoyed the social interaction with Directors and our teams as the evening was brought to a fitting close.
- We had a most enjoyable hike along the hills of the east coast of Barbados branded 'We Outside' which saw many team members from across the group tuning up their bodies, enjoying the beautiful sunrise while taking in the wonderful breezes around the Bathsheba Community Center.

GREETINGS CONTINUED

- DGM opened a new office in Calgary in May to cater to the rapidly growing captive insurance business in that market.

As we look forward to the second half of 2024, we have many exciting new opportunities ahead of us;

- We expect to complete the wind-up of the Cave Shepherd DB pension plan which will see many of Cave Shepherd's pensioners who were previous long serving employees enjoying a most welcomed 'cash payment' representing their share of the plan surplus.
- Our group training sessions 'SkillForge - Elevate and Excel' commenced in July and will continue in September.
- Payce Digital & SigniaGlobe Financial will start their new Advantaq programs to assist with the onboarding and digitization of 'Know Your Customer' and other customer requirements this month.
- Payce Digital will be setting up a new captive insurance company in September.
- Ganzee completed the purchase of a new retail business in St. Lucia that will result in the opening of five new stores in October this year. This will be an important growth opportunity for them in catering to the Caribbean visitor market.
- We have an exciting new investment opportunity in Barbados that we are evaluating which if successful will start early in 2025 and help to further diversify the company's interests in a new area of business. I am looking forward to sharing more on this in our December edition!

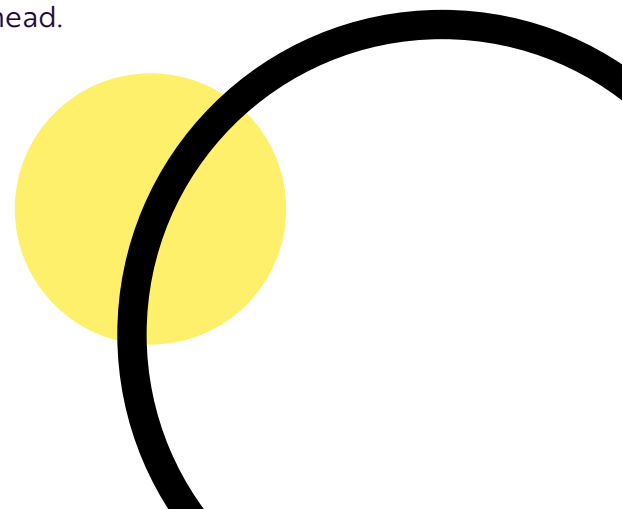
In a nutshell, the Cave Shepherd Group is buzzing with exciting developments. As we adapt to an ever-competitive and digital business landscape, our various businesses are evolving, expanding, and thriving.

As the Crop Over Season approaches, I hope you have the opportunity to enjoy quality time with your friends and family. While we enjoy the festivities, let's also remain vigilant and safety conscious. This year's hurricane season has kicked off early, with Beryl already causing significant devastation to our fishing industry and our Caribbean neighbors. Stay safe!

Wishing you all well and continued success in the months ahead.



Roger Cave



Top Story

Introducing our refreshed look and new logo.

Cave Shepherd & Co. Limited took the bold move to reimagine the brand after stepping away from the signature retail store in the heart of Bridgetown.

Not only is Cave Shepherd & Co. Limited a well-known brand associated with quality, luxury, service and setting new trends, but the name comes with historical significance with over 118 years on the Barbadian Landscape. Not many Companies can say that they have reached such a momentous milestone.

The brand was unveiled for the first time at the Cave Shepherd Group Business Update Meeting.

Cave Shepherd & Co. Limited is a Legacy brand, shaping tomorrow together.





Who we are

OUR VISION

To be the most respected and sought after brand in the Caribbean

OUR MISSION

To increase profitability by strengthening existing partnerships and pursuing new opportunities

OUR VALUES

Integrity and Respect - We act with integrity and respect in all we do

Trust - We build strong partnerships

Innovation - We focus on continuous improvement

Community - We believe in supporting our communities

OUR NEW PLATFORM

We achieve more together, building thriving businesses and communities for a better tomorrow

OUR NEW SLOGAN

Shaping tomorrow together



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Cave Shepherd Group Business Update Meeting

It seems as though 2024 will be a year of many firsts for the Cave Shepherd Group as the first Business Update Meeting was held at the Lloyd Erskine Sandiford Centre on Thursday 11th April 2024.

Business Unit Leaders got the opportunity to share the ongoing successes within their respective operations and give updates on short and long term plans to the wider Cave Shepherd Group.

Team Members were introduced to the new Cave Shepherd Brand by Maureen Davis. They listened attentively, as she took them on the Cave Shepherd & Co. Limited tour to discover where the Company has been and what informed the stylishly sleek design of the new Cave Shepherd logo. Team members had the pleasure afterwards of mixing and mingling with colleagues from across the Group.

Truly an enjoyable evening was had by all as we shared an incredible moment in the Cave Shepherd journey.



Highlights



Cave Shepherd Group AGM 2024

The Cave Shepherd Group Annual General Meeting held on the 25th of April 2024 broke away from tradition, which was another 1st for 2024.

It was hosted at the Courtyard Marriott in a most relaxing and engaging atmosphere. We were encouraged by the number of shareholders who joined us for this meeting and engaged in the Mix & Mingle afterwards.



Highlights



"We Outside" Hike

In 2024, the Cave Shepherd Group organized the first "We Outside Hike." This scenic hike set in the beautiful Bathsheba landscape, started at the Hillcrest Community Centre and winded through Foster Hall Village. The journey concluded at the Community Center, where participants enjoyed a hearty breakfast fit for champion hikers.



The morning began with an exquisite sunrise at 6:00am, and the serene atmosphere enhanced the hiking experience. From the rolling hills of Bathsheba to the crystal-clear azure waters breaking on the shore, everyone had a grand time - whether they were experienced hikers or casual walkers.

True to Cave Shepherd's style, prizes were up for grabs.

Special thanks to Mr. Rafael Gibson, Hike Master from the Barbados Hiking Association, and his team for leading the trail and ensuring everyone's safety. We also appreciated the EMT from Urgent Care, who hiked with us and provided assistance as needed.

Lastly, a big thank you to all the team members who attended and contributed to the success of this initiative!



"WE OUTSIDE" HIKE CONTINUED

Prize Winners



Mona Griffith - SigniaGlobe
WINNER OF THE ROOSTER AWARD
(first person to arrive)
& WINNER OF THE SNAIL AWARD
(first person from the back of the hike to finish)



Roberta Bagot - SigniaGlobe
**WINNER OF THE
CHEERLEADER AWARD**
*(person who was extremely
inspirational during the hike)*



Terry Williams - SigniaGlobe
WINNER OF THE JAGUAR AWARD
(fastest male on the hike)



Jada Parris - SigniaGlobe
WINNER OF THE GAZELLE AWARD
(fastest female on the hike)



Rene Delmas - Fortress (retired)
WINNER OF THE PEACOCK AWARD
(person whose attire was the most colorful)

IN THE Spotlight

Payce
DIGITAL

Doing big things and making us proud!

Not only has Alison Browne-Ellis – CEO Payce Digital received an Award of Appreciation from the Barbados Chamber of Commerce and Industry (BCCI) as the Chair of their Marketing & Communication Committee, but she has also snared for the second year in a row 'The Gine On People's Choice Award for Motivational Speaker for Year' 2024. Alison has been busy as she was also nominated for the "Posh Caribbean Icon Woman Award" under the category of Leadership and Empowerment.



Alison Browne-Ellis
Payce Digital

Motivational Speaker of the Year

The Gine On People's Choice Award

Let's all join and congratulate Leanna Phillips- Payce Digital on being awarded a Digital Marketing certificate from BIMAP.



Leanna Phillips
Payce Digital

Digital Marketing Cetification

BIMAP

IN THE Spotlight



Leanne Corbin, DGM's Vice President – Alberta was a feature speaker and panelist at the inaugural Alberta Captive Conference in Calgary in April. Well done, Leanne.

Leanne Corbin
DGM

Featured Spealer & Panelist *Alberta Captive Conference*



Highlights



Ganzee Expands

Ganzee is excited to announce that they have expanded the shop at Quayside Centre from April 1st, 2024, so if you haven't already gone down to take a look and browse for novelty items, T-shirts and much more then what are you waiting for?

Ganzee is also please to announce that they have finally got the keys in hand for the 5 shops in St. Lucia and they will be putting together a team and retrofitting them all in

time for cruise ship season for winter 2024/5. Did someone say more stores than Chefette!!!

Also, effective June 1st Ganzee has taken over full responsibility for the point of sales functions at all the locations within the Bridgetown Duty Free space. This means that they are no longer just concessionaires. Lots of great things happening at Ganzee - well done guys!



Highlights



Another Educational Forum

Fortress Fund Managers hosted their 12th Annual Fortress Investment Forum on the 7th of March 2024.

How investors can thrive in the current investment world was the focus under the theme: "Thriving in Times of Transformation" members of the Fortress Fund Managers investment team shared detailed updates on the Fortress mutual funds, regional and global investment markets, as well as how to navigate inflation and interest rates in today's investment climate. The team ended the evening answering questions from the audience at Frank Collymore Hall.

If you missed the chance to attend the Fortress Investment Forum, here's the replay or go to www.fortressfund.com/forum2024.

Watch at your own pace and hear what our team shared about navigating inflation and interest rates in today's investment world, mutual fund updates and more.



Highlights



SigniaGlobe sponsors premier events

SigniaGlobe Financial were proud sponsors of EMRG 2024 which is hailed as the premier motivational speaking event held in Barbados.

Attendees heard from several dynamic motivational speakers who dropped some exquisite pearls of wisdom, which included our very own Alison Browne-Ellis under the theme "Ordinary is Overrated" this year's event was held at the Lloyd Erskine Sandiford Centre on January 27th, 2024.

Additionally, SigniaGlobe Financial jumped at the opportunity to sponsor the first Quarterly General Meeting of the Barbados Hotel and Tourism Authority (BHTA), held on March 28th, 2024 at The Radisson Hotel. Ayesha Maycock had the pleasure of presenting the wide range of



financial tools and products to the BHTA including the various types of loans offered, fixed deposits and foreign exchange services.

The tourism sector forms a critical component of our economic landscape and having access to the key players in one setting was welcomed. Ayesha's presentation commenced with a brief background on SigniaGlobe, including where they fit in the overall Cave Shepherd Group. Her presentation was tailored to introduce participants to SigniaGlobe and form partnerships by specifically utilizing our corporate finance, foreign exchange and fixed deposit services.



Highlights



SigniaGlobe supports sports development

"Work Hard Play Hard" is SigniaGlobe Financial unofficial motto who knows 'knows' ... therefore it is only fitting that they be recognized for their strong and consistent support of sports in Barbados as they were presented with the award for "Commitment and Outstanding Contribution to Sport in 2023" from the National Sports Council.

SigniaGlobe had something to say about their commitment and love for sports

"Proud would be the first word that passes our lips here at SigniaGlobe Financial when we start to speak about how we feel about our sponsorship deals and donations to sports in Barbados!"

From inter-house sports shield sponsors to national championships, SigniaGlobe Financial Group Inc. has made and stuck by their commitment of furthering the development of sports at all levels, especially at the youth level. The following are just a few of our "Proud Partnerships" over the last year.



Highlights



SigniaGlobe Fuels Rally Dreams with Team Sponsorship

SigniaGlobe Financial came on board as a sponsor for the Wayne Tasker Racing Team for the 2024 Barbados Rally season. The Team not only participated in Rally Barbados, but they have a worthy giveback element which aligns seamlessly with SigniaGlobe's ethos.

Recently the team along with a few SigniaGlobe team members visited two schools to show off the cars to the children and of course to promote car/ driving safety.



As the final event of the 3-day rally extravaganza brought the rally season to a close, with whirlwind momentum our very own Wayne Tasker alongside his trusted navigator Anton Springer raced away with the prize for second place in the Clubman 1 category at Rally Barbados 2024.



Christmas 2023

Let's Reflect

As Christmas 2023 rolled around and the year wound down, the Cave Shepherd Corporate Team were treated to lunch at Champers restaurant on the 19th of December 2023.

The afternoon was filled with stories, laughter, comradery and of course delectable food.

As the Corporate Team donned reindeer ears, Santa Clause hats and got into the Christmas Spirit they were surrounded by beautiful creative works of art which added tremendously to the overall experience.



Women's International Day

The day of activities commenced with an International Women's Day Tribute showing appreciation for the Women within the Cave Shepherd Group on the 8th March 2024.

The theme chosen for the day was "Championing Her Impact, Celebrating Her Voice"

This was followed up by an informative online presentation on women's health titled "Doctor on Call" where we learned about endometriosis and related women's health issues from Dr Damien Best - Ob/Gyn from Total Care.

Let's Reflect



Up next was the quiz titled "First Amongst Women", this saw the competitive spirit of the Cave Shepherd Group come to the fore with several team members quickly off the mark and submitting correct answers, but in the end, the prizes went to Shamara Hall - Payce Digital and Kelisa Dabreo - SigniaGlobe Financial.

Next up was the "Who Run's the World – Who Did it Best" Fashion Competition which resulted in a tie, both ladies showed out in their best-looking garbs. Splendid indeed! Congratulations to Christina Ruck and Kimberley Browne both from Payce Digital. Well done ladies!!!

Up next there was 'Let's Talk - The 21st Century Woman' complete with special guest Krystal Howell, Host Gail Welch of Payce Digital and two roving reporters who touched base with some of the ladies within the Cave Shepherd Group to get their thoughts on what it meant to be a the 21st century woman.

WOMEN'S INTERNATIONAL DAY CONTINUED

The Cave Shepherd Group CEO Mr. Roger Cave surprised the Ladies of the Cave Shepherd Corporate team for International Women's Day with lovely fuchsia pink carnations, and can you imagine that he hand-delivered each and everyone personally, showing his appreciation for the amazing women that make up the Corporate Team.

Roger even wore his purple shirt in support of our day of recognition. We appreciate your support!

Let's Reflect



WOMEN'S INTERNATIONAL DAY CONTINUED

Through out the day the teams were encouraged to share words of appreciation with their female colleagues and to give the ladies their 'flowers' whilst they are still alive.

To end the celebrations, team's were encouraged to take photos in their purple attire in the 'Who's Purpling - Group Photos' initiative, don't they look splendid?

International Women's Day 2024 was indeed phenomenal. We can't wait to see what's in store for 2025.

Let's Reflect



Did someone say Retreat?



In keeping with the culture and spirit that is Payce Digital the "Reflect, Reset, Reconnect, Recalibrate" Payce Retreat was held at the Radisson Aquatica Resort on Wednesday, February 14, 2024.

This retreat featured sessions on "Unlocking Your Purpose/Growth Mindset – by Marcia Armstrong, Personal Finance Strategist & Consultant. Followed by "Change Management: BOOM" facilitated by Pastor Dayle Haynes. Next up was

"Mindset Transformation: Holistic Wellness as a New Lifestyle" conducted by Cary Holder, Fitness, Nutrition & Life Coaching Consultant.

Creativity was in full force during the session facilitated by Varia Williams & Nicollette Williams under the umbrella of Creative Art Therapy BB: Workplace Wellness titled "Payce Yaself!"

The focus of the retreat was to promote a culture that ensures that visions become reality with effective execution, helping the team to build harmonious operational relationships within the workspace, this was accomplished through, workouts, mindfulness, communication and reflection.



Team appreciation

Sunday, March 31, 2024 saw Payce Digital Team Members being appreciated and rewarded for their excellence at the Wyndham Sam Lord's Castle Hotel for their Annual Staff Awards.

Chetwyn Greenidge, Sophia Streeks and Tracey Wickham were recognized for 10 years of Service with the "Milestone Award" and Renee McCarthy was recognized for 15 years of Service .. now that's a milestone!

On this occasion Kimberley Browne was saluted for her exceptional customer service among other things as she won the "Service Excellence Award". The Kimberley's were on a roll with Kimberley Moore being recognized for exemplifying

outstanding interpersonal skills and embodying the true spirit of teamwork and collaboration with the "Team Spirit Award".

Gail Welch's star shone brightly as she won both the "Manager of the Year Award" and the "Star Player Award". The Manager's Award recognizes the Manager who throughout the year (2023) showed exceptional leadership qualities and remarkable contributions made to the company. The Star Player Award celebrates the team member who consistently exhibits a high standard of performance.

Now everyone knows that teamwork makes the dream work, and while all the teams within Payce Digital are exceptional at what they do. One Team stood out and captured the coveted "Team Award" and that team was the Marketing & Business Development Team.

Well done, Team!!!



LET'S GET TO KNOW

Alicia Springer

Alicia Springer who has been a member of the Cave Shepherd Corporate team for 30+ years assists with the development, performance, and maintenance of the financial activities of the business by providing the necessary support to the Finance Manager.

Her duties include but are not limited to, bank reconciliations, maintaining Fixed Asset Registers, recording accounts payable and accounts receivable entries, processing invoices and following up with clients and suppliers as needed, processing local and international payments, providing supervision and assistance to the Finance Assistant, supporting the payroll department and maintaining accurate financial data. She even assists with budget drafting and the conducting of internal and external annual audits. Wow! Talk about adding value to the team!

When asked about her most rewarding insight gained during her time at Cave Shepherd & Co. Limited, she shared the following: "I learned how to be resilient and quickly adapt to change. I also gained the ability to communicate complex financial information to non-financial stakeholders within the organization."

Alicia's greatest joy outside of crunching numbers comes from her family and specifically her three daughters who are her world and apparently, she also shares a love for plumbing, fixing things and being handy around the house. Can you just imagine her in a pair of overalls with a hammer and a wrench....



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Now anyone who has had the pleasure of interacting with Alicia knows that she has a mix of a great sense of humor and a really 'chill' personality so when she was asked the question, If you were given one day to do whatever you wanted, what would it be? Her reply was well in keeping with her personality "I will lie like a starfish in bed all day and watch re-runs of the Steve Harvey show and Chicago Med"

Alicia shared some sage advice for up-and-coming Financial professionals "Working in a Financial environment can be an exciting and challenging experience. Managing stress and staying focused under pressure is very important when dealing with complex financial issues. Approach each task with a positive attitude, noting that there is always an opportunity for growth and development."

Wise advice indeed stay tuned to discover who the next "Let's Get to Know" feature will be...



Let's talk health

Noncommunicable diseases (NCDs), including heart disease, stroke, cancer, diabetes and chronic lung disease, are collectively responsible for 74% of all deaths worldwide - World Health Organization (WHO).

1. Maintain a balanced and healthy diet

Make sure to include fruits and vegetables, protein, and complex carbohydrates (whole grains and beans). Reduce your intake of salt to avoid elevated blood pressure. Limit consumption of sugar, saturated fats, and ultra-processed food products. Control alcohol consumption.

2. Engage in regular exercise or physical activity

Exercise daily for at least 25-30 minutes from a brisk walk to moderate-intensity activities.

3. Managing stress

Find ways to calm your mind and reduce stress such as relaxation techniques and meditation.

4. Going for regular screenings

Most NCDs are not noticeable until later in life when it might be too late to treat them.

Therefore, regular screenings would help keep your health in check and you would be able to detect NCDs and their risk factors early, allowing them to be managed more easily.

5. Quit smoking

Smoking causes a wide range of health issues such as cancer, cardiovascular disease, and respiratory disease.

Stay Tuned!
for our next edition



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