

25 August 2020

Dear Valued Customer

**PLANNING AND BUDGETING FOR 2021 - GOOD NEWS!**

There is no doubt that 2020 will be a year to remember. Through the COVID-19 storm, we have been so encouraged by the positive responses from our customers; You are true Champions!

In Isaiah 40:4-5, the Bible tells us that, "Every valley shall be raised up, every mountain and hill made low; the rough ground shall become level, the rugged places a plain. And the glory of the Lord will be revealed, and all people will see it together. For the mouth of the Lord has spoken."

AEE has not been immune to the challenging impact of the pandemic. We have taken action to reduce our operating expenses which has included a company wide salary reduction for all staff. We remain committed to supporting schools in the ministry of Christian education and it is therefore a joy to let you know that there will be **NO PRICE INCREASE ON PACES FOR 2021!**

As we navigate the months ahead and enter 2021, we may encounter new challenges. A significant negative movement in the US dollar / SA rand exchange rate, fuel costs, and operating costs have the potential to affect balancing our cost recovery. Since we have no control over these factors, it is prudent for us to advise you that should there be any further significant and negative financial impact, we need to reserve the right to review the "no increase" decision. We will however, communicate timeously with you regarding all developments.

It is always an honour to be of service to you as we partner in Christian education. We pray for God's inspired vision and direction for 2021 and that each and every school is blessed in the year ahead.

Yours sincerely,

**Mrs P. Kwaan**  
Group Financial Director

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