

7. Investment in associate

Details of the group's associate at the end of the reporting period are as follows:

Name of associate	Principal activity	Place of incorporation and operation	Proportion of ownership interest and voting power held by the group	
			June 2016	June 2015
It's Called Advertising Proprietary Limited ⁽¹⁾ (It's Called Advertising)	Graphic design and advertising company	South Africa	40%	40%

⁽¹⁾ 40% of It's Called Advertising is owned by Word4Word. Word4Word is a wholly owned subsidiary of Hyprop. Refer to note 4 – Subsidiaries

Summary of reviewed financial information of the group's associate is set out below:

Reconciliation to the statements of financial position

	June 2016 R000	June 2015 R000
It's Called Advertising		
Total assets	2 422	2 592
Non-current assets	163	142
Current assets	2 259	2 450
Total liabilities	427	555
Current liabilities	427	555
Net assets	1 995	2 037
Group's share of net assets of It's Called Advertising	766	827
Investment in associate	766	827
Reconciliation to the statements of profit or loss and other comprehensive income		
It's Called Advertising		
Total revenue	9 275	9 095
Total profit for the year	521	1 631
Group's share of profits of It's Called Advertising	457	652
Reconciliation of share of net assets to carrying amount		
Group's share of net assets of It's Called Advertising	766	827
Carrying amount	766	827