

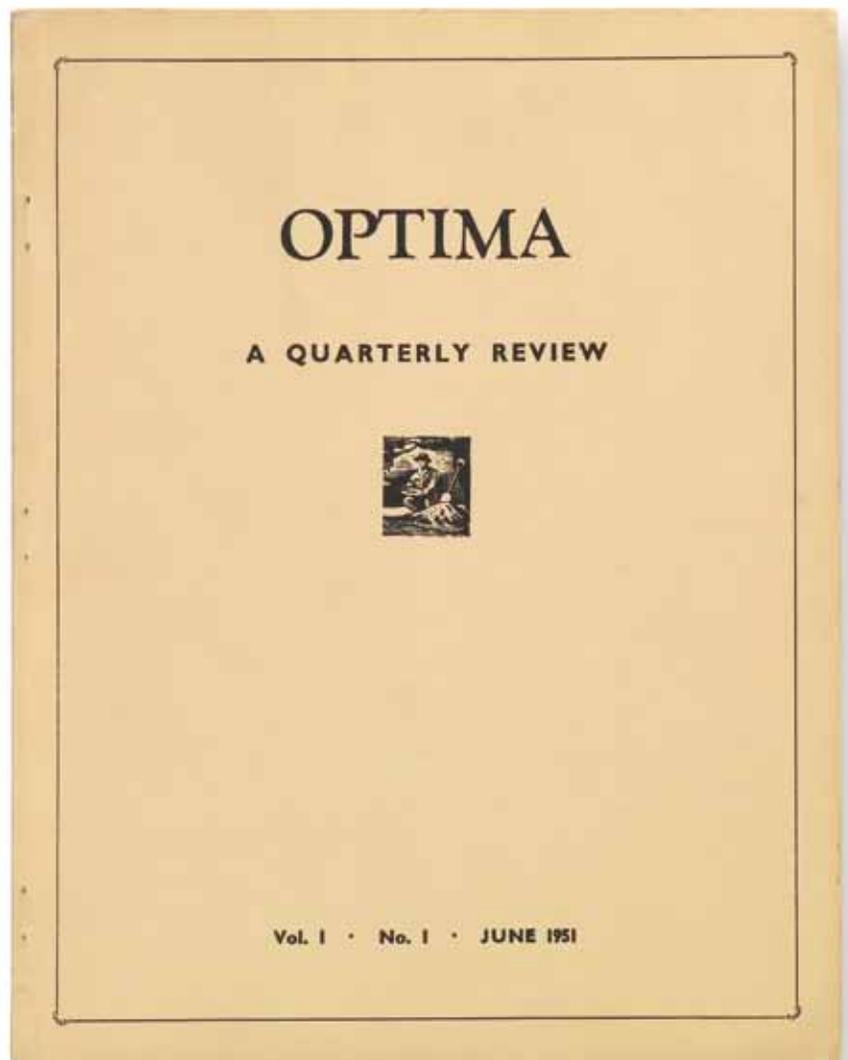
# OPTIMA

**“As the name *Optima* implies, we shall seek the highest and the best for the good of all.”**

This is how Sir Ernest Oppenheimer concluded his foreword in the very first edition of *Optima* in 1951. Despite being written 60 years ago, Anglo American’s founder’s words still carry resonance and relevance to this day.

Of course, since then the business has changed greatly. From its roots in South Africa, Anglo American has expanded globally and has become one of the world’s great diversified mining companies. And it continues to provide substantial social and economic support to the communities neighbouring our operations.

For over half a century, some elements have remained constant. *Optima* was founded, in Sir Oppenheimer’s words, to “derive not only information... but a close understanding”. To invite “contributions from writers who are recognised as experts...and whose views command respect”. To “stimulate



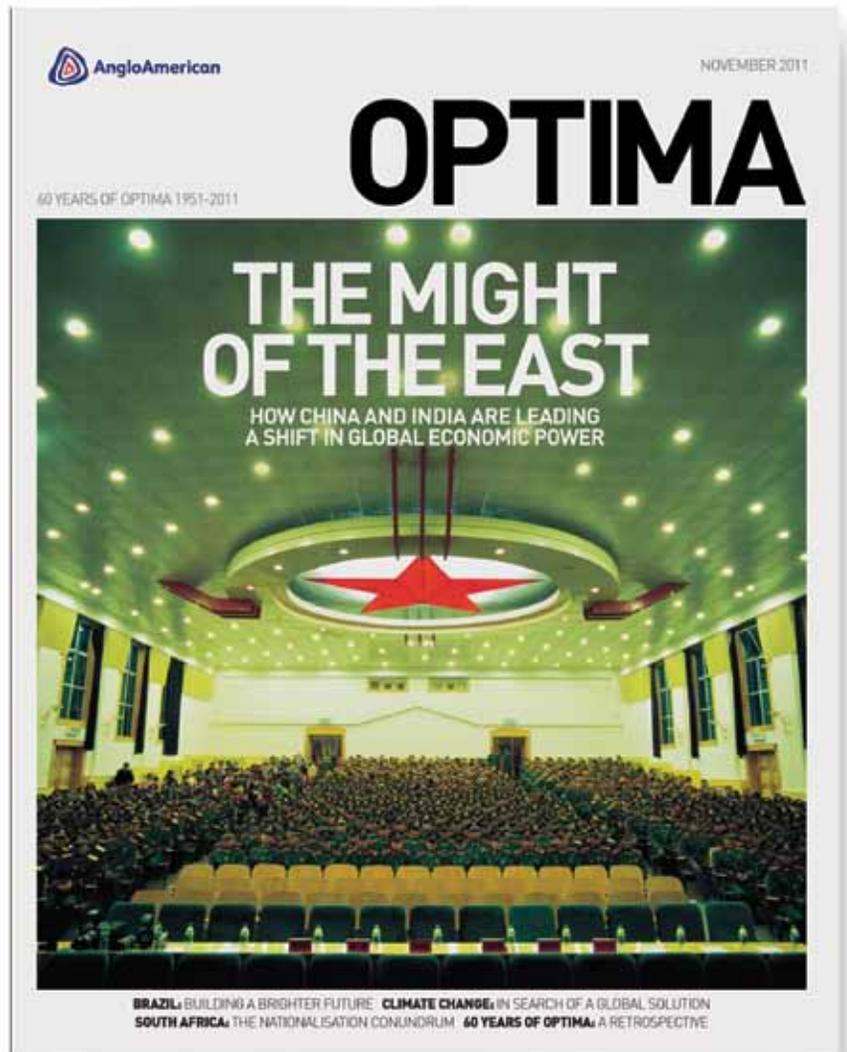
**ABOVE:** The first edition of *Optima* contained eight articles from authors such as Paul Einzig, then political correspondent for the *Financial Times*, focusing on mining, industrial, scientific and economic progress. In his foreword, Sir Ernest Oppenheimer wrote: “... as the name *Optima* implies, we shall seek through this journal to promote the highest and the best for the good of all!”

# IS SIXTY

thought, and encourage a more reasoned consideration”.

To this day, *Optima* reports on everything from biodiversity, climate change and socio-economic issues to broader industry challenges beyond mining, with contributions from recognised experts such as former group chief executive of BP Lord Browne, one-time scientific adviser to the UK Sir David King, President of Liberia Ellen Johnson Sirleaf, and the head of the WPP advertising group Sir Martin Sorrell.

Those who have read *Optima* – it is distributed to around 20,000 opinion formers – have discovered articles and ideas that show the longstanding principles and beliefs at the heart of our founder’s views. In that respect, it’s very much the publication Sir Ernest envisaged. But it’s also one that continues to strive to be a benchmark for thought leadership in the mining industry, and for groundbreaking, informative and influential journalism.



**ABOVE:** After 60 years, *Optima* continues to uphold the values Sir Ernest Oppenheimer penned on the inside cover of the very first edition. The current issue features a look at the shift in power from west to east, a focus on climate change – both what Anglo American is doing and what the world’s political leaders should do next – and a reflection on nationalisation in South Africa.



**1951: DAGGAFONTEIN MINES**

By the 1950s, Daggafontein Mines in South Africa had become one of the most lucrative sites for gold production on the Rand, in terms of both tonnage milled and profit. But the mines had not always been the source of good news. In 1914, funding shortages and high working costs resulted in the suspension of all operations, and throughout the following decade development was marred by bouts of flooding and labour difficulties. It was not until 1932 that the mine made its first working profit, a total of £176,116.

**1951: A DIAMOND IS FOREVER**

The De Beers advertising campaign featuring the phrase “A Diamond is Forever” was created in 1948 by copywriter Frances Gerety, who has long since passed into advertising folklore. It is now considered one of the most successful slogans of the 20th century. The poem featured in this



De Beers advert from 60 years ago reads: “Timeless as a river, your engagement diamond pours forth all your years together. In its stream of beauty, it marks the moments your hearts hold dear, and thus becomes more lovely on the way.”

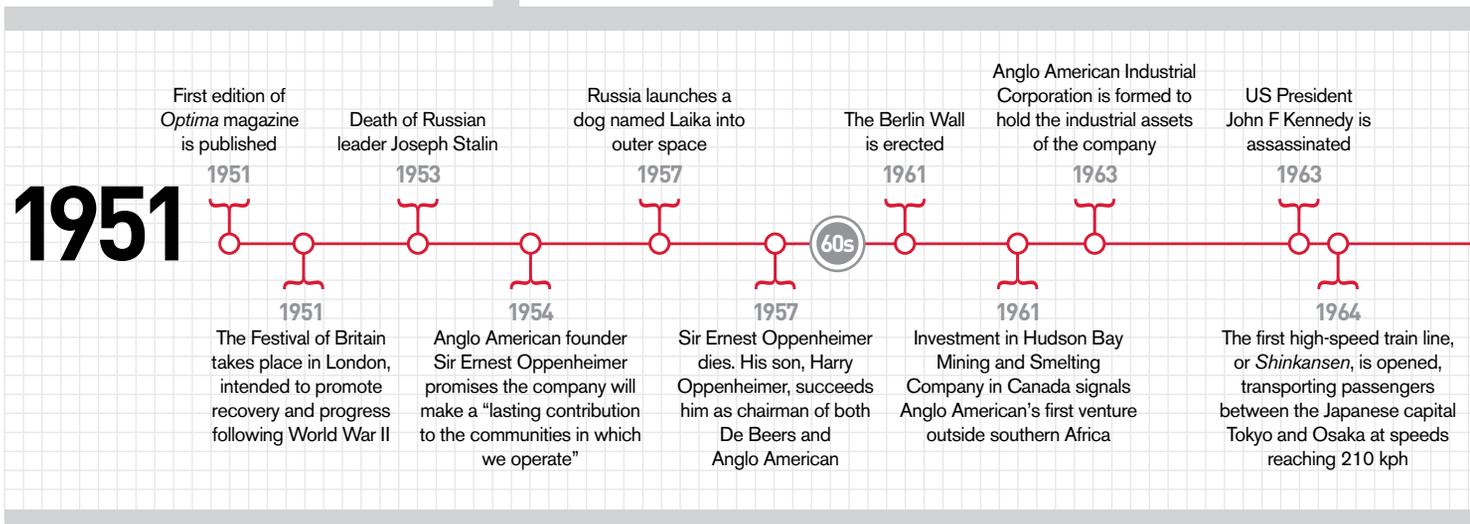
**1961: THE CONGO'S CHALLENGE**  
After the Congo declared independence from Belgium, British journalist Tom Hopkinson visited the troubled country to report on the situation for *Optima*. He noted a sense of tension everywhere other than in the capital, Leopoldville (now Kinshasa). The half-century that followed independence has been marred by widespread conflict in the Democratic Republic of Congo, the location of some of the world's greatest mineral resources.



**1967: RICH DESERTS**

Despite the inhospitable conditions of the Sahara desert, rich natural resources discovered in places such as Mauritania proved a prospect too tempting for Anglo American to overlook. The hill in this picture contains a copper deposit at Akjoujt, a mining town 250 kilometres north-east of the capital Nouakchott.

**1967: IN RETROSPECT**  
This *Optima* photo spread from 1967 takes a look at some of the precursors to the foundation of Anglo American. *Clockwise from left*; a traction engine at Northern Copper Company property in Northern Rhodesia (now Zambia); a British South Africa Company mail coach in Salisbury (now Harare) in 1912; one of the company's consulting geologists inspecting a river near to what would become the Nchanga copper mine, and a steam shovel at Bwana Mkubwa in 1922 after the copper mine had been closed for four years.



**1970: JEWEL IN THE CROWN**

With its interest in De Beers, a renaissance in jewellery design was a natural topic to feature in the pages of *Optima*.

This article was one of a series written by Graham Hughes, art director of Goldsmiths' Hall in London, who attributed Milan's post-World War II artistic revival to the abandonment of its fascist ideas of greatness. Today the city revels in a reputation Hughes described as "one of the most fertile sources of modern fashion and design in the world".



**1975: APARTHEID STRUGGLE**

Over the years *Optima* has proved it is willing to speak out against political and social injustice. This study into the lives of 2.5 million mixed-race people in South Africa during apartheid shed light on what the rest of the world saw as a predominantly black and white issue.



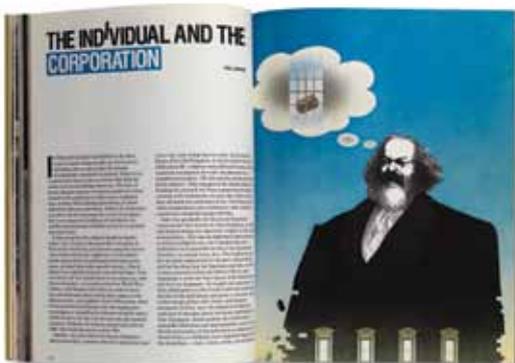
**1975: TROUBLED SOUTH-EAST ASIA**

In the 30 years that followed the Second World War, South-east Asia was wracked by conflict. The region first played host to a showdown between dwindling European colonial powers and local militant nationalism, followed by the US' military intervention to halt the spread of communism. This study in a 1975 edition of *Optima* suggested a tentatively positive outlook for the group of nations, which in hindsight proved to be an accurate prediction.



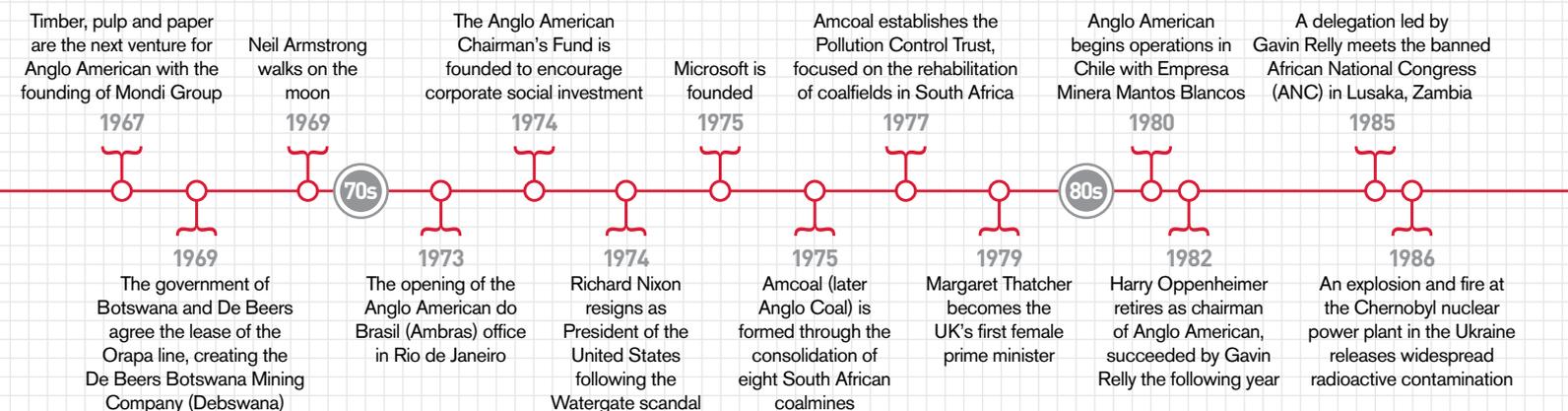
**1979: INDIVIDUAL THINKING**

At a time when Britain was gripped by the trade union strikes in a spell that became known as the 'winter of discontent', distinguished author and historian Paul Johnson wrote this piece in *Optima* putting forward his libertarian view that the spending power of individuals is directly related to their freedom, meaning higher taxes are a form of enslavement.



**1979: INDIANS OF SOUTH AFRICA**

The plight of South Africa's minority Indian population was something often overlooked in history, despite the estimated 778,000 people of Asian descent living in the country at the time of this article in *Optima*. It spoke out against the policies of ethnic discrimination, which began in the early 20th century and led to segregation and widespread resettlement.





### 1980: MIGRANT WORKFORCE

During apartheid, *Optima* commissioned this study of South Africa's migrant workforce, which challenged the outlook of the regime. The author, Merle Lipton, writes: "It is surely perverse to deny, as many observers do, that the severe restrictions on land ownership (and even tenancy), the special taxes, and discriminatory government treatment of black farmers, were major causes of the conversion of black peasants into migrant labourers."



### 1983: A SPACE ODYSSEY

Though you might not think about them on a day-to-day basis, satellites are an integral part of our everyday lives. Smartphone geo-tagging, 3G and SatNav are examples of technology that now seems light years ahead of the primitive predecessors discussed in this issue of *Optima* from 1983. But it was at this time scientists began to unlock the commercial potential of these orbiting masterpieces, which had previously been built with military use in mind.



### 1992: SLEEPING GIANTS

For a number of years Anglo American was eager to overcome the damaging impact apartheid continued to have on the South African economy. This article in *Optima* argued the post-apartheid South Africa needed to heed the lessons learned from post-colonial India, where the ruling Congress Party had failed to raise the living standards of the population.



### 1999: NEW MERGER, NEW ERA

The merger between Anglo American Corporation of South Africa and Europe-based Minorco placed Anglo American plc in the FTSE 100 Index's top 30 companies and marked the beginning of a new era for the company. Then chairman and chief executive Julian Ogilvie Thompson said the watershed moment was the culmination of "over two years of deep strategic thinking and more than a year of extremely hard work, involving more than 30 major transactions".

Launch of Anglo American's Employee Shareholder Scheme gives 133,000 employees a stake in the company

1988

1989  
Fall of the Berlin Wall

A ban on the ANC is lifted. Nelson Mandela is freed after 27 years in prison

1990

1990  
Julian Ogilvie Thompson succeeds Gavin Relly as chairman of Anglo American

Dissolution of the USSR creates independence for all 15 former Soviet republics

1991

1992  
Venetia diamond mine is opened and will become the largest producer of diamonds in South Africa

Nelson Mandela is appointed President of South Africa

1994

1999  
Anglo American combines with Minorco SA to form Anglo American plc. The company enters the FTSE 100 index, positioned 26th

De Beers' "A diamond is forever" is voted best slogan of the century by US trade magazine *Advertising Age*

1999

The coal assets of Shell Australia are acquired by Anglo American

2000

2000  
Tony Trahar becomes chief executive of Anglo American

2000  
India marks the birth of its billionth citizen

90s

00s

**2001: CORRUPTION**

Corruption remains as significant an issue as it was 10 years ago, with allegations ranging from phone hacking to match fixing, reaching even organisations such as the International Cricket Board. This feature in *Optima* highlighted that in the only African nations to make the Corruption Perceptions Index top 50 least corrupt countries were Botswana, Lesotho, Swaziland and South Africa. At the time, an estimated \$148 billion - 25 per cent of GDP - was being lost to corruption.



**2009: INVESTMENT IN MINAS-RIO**

When Anglo American attained its primary listing in the FTSE 100 in 1999, the company specified iron ore as a key area of growth for the business. A decade later, this feature in *Optima* celebrated the ambitious scale of Anglo American's Minas-Rio project, one of the biggest iron ore projects in the world.



**2004: TRUTH AND RECONCILIATION**

Archbishop Desmond Tutu was a key member of South Africa's Truth and Reconciliation Commission. A decade after the political enfranchisement of millions of black South Africans, he wrote in *Optima*: "The world's verdict is that we did a superb job. We were given a great privilege - that, wounded ourselves, we could contribute to the healing of a wounded and traumatised people... We have become a beacon of hope to the rest of the world."



**2010: THE QUIET AUSTRALIAN**

Despite being Australia's fourth biggest coal miner and its second biggest producer of metallurgical coal, *Optima* reported on how Anglo American remains a relatively "quiet Australian", little known to many outside the industry.

**2007: ENERGY SUPPLY**

Perhaps the only significant change to the outlook of world leaders on the environment since this article appeared in *Optima*, is that they seem to acknowledge it's an undeniable problem. The International Energy Agency states "unprecedented co-operation" is needed between governments and industry. But the international political community still struggling to reach a strategic agreement, this remains doubtful.

