



# etiMAX

ETI RECOVERY  
& TAX SPECIALISTS

## Company Profile

Partnering with businesses to unlock the full potential of their Employment Tax Incentive (ETI) claims. Robust recalculations, audits, and verifications ensure any underclaimed amounts can be accurately identified and efficiently recovered. A team of experts ensures full compliance with regulatory requirements while optimizing claims, enabling clients to capture lost value and achieve sustainable tax savings.

# The essential service for all your ETI needs



etiMAX is South Africa's only company of Tax Practitioners dedicated exclusively to the Employment Tax Incentive (ETI). With over a decade of specialized experience, the firm focuses on maximizing ETI benefits through precise recalculations, audits, and verifications. Extensive expertise and innovative recovery solutions position etiMAX as a leader in ETI strategy and compliance.

The company provides businesses with comprehensive access to advanced ETI capabilities, combining customized strategies with in-depth knowledge to ensure full compliance with current legislation and SARS requirements, along with accurate ETI submissions.

A multidisciplinary team of tax experts, data scientists, software developers, and information specialists collaborate using cutting-edge proprietary technology to deliver effective and compliant ETI recovery solutions. This includes identifying underclaims, detecting errors, and verifying the accuracy of ETI values submitted to SARS.

The process is streamlined and efficient. Leveraging over eleven years of ETI computation experience, etiMAX integrates seamlessly with client operations, ensuring minimal disruption to daily business while maximizing returns and ensuring compliance.

A capability, skill-set & technology that is unheard of in SA

# Built for Business

## Backed by Experience

Since the introduction of the Employment Tax Incentive (ETI) Act in 2014, etiMAX has established itself as South Africa's trusted specialist in assisting businesses with the accurate calculation, verification, and recovery of ETI benefits. The company combines tax expertise, data science, and proprietary technology to ensure clients maximize their ETI claims while remaining fully compliant with SARS regulations.

etiMAX is dedicated to helping businesses across South Africa unlock their full potential of their ETI. Customized solutions are designed to identify every eligible opportunity for tax savings and improved cash flow, with minimal disruption to daily operations.

Over the past few years, frequent changes to ETI legislation, underperforming payroll systems, and limited awareness have resulted in widespread underclaims, overclaims, and compliance issues. Services are specifically structured to uncover these missed opportunities and recover lost value.

What sets etiMAX apart is the ability to simplify complex processes. ETI involves more than applying a tax table; it requires nuanced adjustments before and after computation, which most payroll systems cannot accommodate. The team consists of tax practitioners, data scientists, and ETI specialists who bring deep technical knowledge and practical experience to every engagement.

The proprietary ETI engine ensures precise calculations and verifications aligned with the latest SARS requirements. Whether recalculation, compliance audits, or end-to-end submission support is required, etiMAX delivers tailored, reliable solutions to meet each client's unique ETI profile.

As South Africa's only company exclusively dedicated to ETI, etiMAX helps businesses navigate the intricacies of the legislation and reclaim what is rightfully theirs accurately, confidently, and compliantly.

Since inception of the Employment Tax Incentive Act





# Nationwide Reach Industry-Wide Impact

etiMAX serves businesses across all industries and regions in South Africa, providing tailored Employment Tax Incentive (ETI) solutions designed to fit companies of every size and payroll platform. Recognizing that no two businesses are the same each with its own payroll systems, employee structures, and operational nuances etiMAX delivers customized audit, recalculation, and verification services to meet the specific needs of each client.

Whether a family-owned business, a rapidly growing SME, or a multinational corporation listed on the JSE, the approach ensures ETI claims are accurate, compliant, and fully optimized, regardless of industry or payroll complexity. From retail to manufacturing, logistics to finance, and everything in between, etiMAX acts as a trusted partner in unlocking the full value of the Employment Tax Incentive nationwide.



SA's Only dedicated ETI company

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# Precision in Practice

etiMAX focuses on maximizing the benefits of the Employment Tax Incentive (ETI) for businesses. Traditional ETI and payroll processes often overlook key opportunities due to complex legislation and inaccurate calculations. The dedicated ETI verification team, supported by advanced proprietary software, ensures that every claim is accurate, fully compliant, and optimized.

The system integrates seamlessly with payroll and SARS data, enabling quick and thorough reviews across all payroll platforms and SARS protocols. Whether verifying past claims or providing ongoing monthly assurance, etiMAX helps businesses remain fully compliant while recovering missed ETI opportunities.

## Why Choose etiMAX?

- Expert ETI team with comprehensive knowledge of legislation
- Accurate and reliable verification powered by custom-built software
- Full integration with SARS and payroll systems
- Tailored, time-sensitive service that ensures compliance and maximized claims

etiMAX simplifies the complexities of ETI, allowing businesses to focus on growth while unlocking the full value of available tax incentives.





# Our Unique Service Offering



## Understanding Your Business Structure

A thorough review of the business structure and industry ensures ETI claims align with specific operations and compliance requirements.



## Simple Onboarding, Seamless Integration

Onboarding is simplified by collecting payroll data in any format or system, ensuring a smooth and hassle-free start.



## Data Refinement

Data specialists use advanced tools to securely extract and organize payroll data across all relevant years, providing a complete and accurate foundation for ETI review and recalculation.



## Recalculation of ETI

ETI analysts and tax specialists conduct an entire ETI recalculation for each employee across all tax periods.



## Robust Process

A comparative assessment of prior claims is conducted alongside new calculations, followed by a thorough evaluation to identify underclaimed ETI and potential payroll ETI calculation errors.



## Reports

Tailored reports showcase your results with an in-depth analysis of recalculated ETI, identified discrepancies, underclaim variances, and projected future ETI benefits.



## Delivering ETI Solutions

Findings from recalculations and verifications, along with detailed reports, are used to develop correction and recovery strategies customized to each client. Ensuring compliance is prioritized first and foremost.

## ETI Problem

## etiMAX Solution

## Benefit to Client

Payroll systems overlook and use incorrect ETI variables

Work directly with raw payroll data, full view of all relevant variables

Ensure complete ETI compliance and the RIGHT ETI number

Sample-based audits lack depth and produce incorrect ETI values

Full recalculation of ETI with audits based on the clients entire ETI claims history

Accurate, same-day results, across all tax periods

Payroll system cannot apply retrospective corrections

Dynamic ETI specific software that can see past & projected claims

Apply corrections across all periods ensuring compliance

ETI verifications lack standardization

Standardized ETI audit process. Same format audit findings

Guaranteed ETI audit findings that can be reconciled with ETI act

ETI is complex

Simplify legislation into fast actionable calculations

Easy-to-follow, error free reports

ETI verification is time consuming

Automate ETI recalculations

Instant, accurate ETI results, ensuring no ETI overclaim

# Commitment to Compliance & Ethical Governance

## › Ethical Leadership & Governance

etiMAX upholds the highest standards of ethical leadership and governance. Transparency, accountability, and open communication with stakeholders are central to its approach. Full compliance with all relevant tax laws, SARS requirements, and industry standards is always maintained. Practices are guided by the principles of the King Code of Governance, reinforcing a commitment to ethical conduct and sound management.

## › Compliant ETI Strategies

Robust ETI strategies are designed to align with the Tax Administration Act (TAA), with continuous process improvements ensuring timely and accurate ETI submissions. This provides clients with confidence that their business remains fully compliant whilst receiving the maximum benefit.

## › Data Protection & Privacy

Safeguarding client data is a top priority. Personal and business information is collected, stored, and managed responsibly, transparently, and in full compliance with South African data protection regulations. Confidentiality is maintained in all operations, and practices adhere to the Protection of Personal Information Act (POPIA), Act 4 of 2013. Employees are trained in best practices for privacy and security, ensuring information remains secure and compliant.

## › Secure Data Retention

Personal information is retained only as long as necessary to fulfil its intended purpose. Once complete, data is securely and permanently deleted, ensuring privacy is protected throughout the process. Robust security measures prevent unauthorized access, and processes are regularly reviewed and enhanced to maintain the highest standards of data security.







# Driven by Ethics Guided by Values

Integrity is central to everything at etiMAX. The company's ethical framework guides the management of payroll data, calculation of ETI, and delivery of solutions, emphasizing honesty, transparency, and professionalism. Core values integrity, respect, innovation, and collaboration shape the company culture and reflect a commitment to providing trusted, high-quality service. An open environment empowers all team members to contribute responsibly and ethically. Consistency and accountability are reinforced through adherence to the ETI Verification Code of Conduct, which establishes standards for ethical behaviour across the organization.

- › **Integrity:**  
Conducting business honestly and ethically, ensuring transparency in all actions
- › **Respect:**  
Valuing each individual - employees, clients, and stakeholders by promoting a culture of inclusion and consideration
- › **Customer Focus:**  
Prioritizing the needs and satisfaction, while striving to exceed expectations
- › **Innovation:**  
Encouraging creativity and continuous improvement to adapt to changing markets and enhance solutions

# Accreditations & Skills



## Accounting and Taxation:

*Accredited by the South African Institute of Tax Professionals (SAIT) and the Chartered Institute of Business Accountants (CIBA)*

We maintain the highest standards of tax compliance and advisory services. These credentials affirm our expertise in providing precise ETI tax solutions while demonstrating our professional competence across business, tax, accounting, and financial management disciplines.



## SARS Platform Expertise:

*Specialists in the SARS e@syFile and eFiling platforms*

Ensure the accurate, efficient, and compliant submission of EMP201 and EMP501 forms. Our comprehensive understanding of SARS procedures allows us to manage the complexities of ETI administration, delivering seamless tax compliance services tailored to meet the unique requirements of our clients.



## Data Science and Analytics:

*Certifications in Microsoft Data Analytics, Advanced Excel, Power BI, and expertise in multiple programming languages and software development.*

Our team excels at analyzing large, complex datasets to verify ETI compliance across any database size. We deliver data-driven solutions and powerful visualizations, enabling clients to make informed decisions regarding ETI errors. Our programming and development capabilities further allow us to build customized software tailored to the complexities of ETI legislation and errors.



## Payroll Management:

*Accredited members of the South African Payroll Association (SAPA) and the Payroll Authors Group of South Africa (PAGSA)*

We adhere to best payroll practices while ensuring ETI services remain fully compliant with legislative standards. Our proficiency in working with diverse payroll platforms guarantees smooth payroll data extraction, ETI processing, accurate reporting, and compliance with the ETI Act, ensuring the highest level of accuracy and compliance for our clients.



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