

Is businessday.co.za legit? TrustSniffer's high-trust assessment: 100/100

businessday.co.za

Verdict

100

OUT OF 100

HIGH TRUST

businessday.co.za appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-13 by automated analysis. Classification confidence 55%.

What this site appears to be

Front page of an established South African business news site showing headlines across news, politics, companies, markets, lifestyle and opinion. Contains subscription and sponsored content sections and links to social channels.

Evidence status and limitations

- Evidence completeness: UNKNOWN
- The real-world operator identity was not independently verified.
 - Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	27 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YR1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Business Day is an established South African business-news and analysis website covering news, politics, companies, markets, economy, lifestyle, sport and opinion. Its apparent business model combines editorial publishing with advertising, sponsored content and paid subscriptions.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents a coherent news-media service, with no detected phishing, brand-impersonation, malicious-content or credential-harvesting indicators. External reputation checks were clean, and the site has a substantial traffic footprint and links to established social channels. The available evidence therefore supports an apparently legitimate, low-risk website, while not independently proving the real-world identity of its operator.

EVIDENCE

- The homepage is classified as a news/media page with substantive editorial sections and no reported red flags.
- The homepage links to Facebook, Twitter and YouTube, providing consistent external social-channel references.
- External reputation checks recorded no malicious or suspicious detections and no confirmed blacklist result.

Regulatory Verification Notes

The site's activity is presented as publishing and subscription-based media rather than a regulated financial service. No financial licence claim or licence number is presented in the supplied page evidence, so regulatory licensing is not a relevant basis for endorsing financial activity and remains a disclosure point if the site offers any service outside ordinary media subscriptions. Domain-registration information associates the domain with Arena Holdings (Pty) Ltd through Lexsynergy Limited; this is a registration record, not independent proof that the current website operator is that entity. The available evidence is otherwise consistent with an established site, but operator identity should remain qualified rather than treated as verified.

EVIDENCE

- The domain was registered on 1999-10-21 and is 26.83 years old; the recorded expiry date is 2026-10-21.
- The registrar is Lexsynergy Limited, with Arena Holdings (Pty) Ltd recorded as the organization.
- Served from AS20940, identified as AKAMAI-ASN1 - Akamai International B.V., NL.
- The site's TLS certificate is issued by YR1, uses DV validation, and is valid to 2026-09-04.

What to Verify Next

Before credential or payment interactions, an organization should independently confirm the merchant identity associated with any subscription, review the applicable subscription, cancellation and refund terms, and ensure that payment protections are available through the selected payment method. Official contact and support channels should also be confirmed through an independent route, particularly where a transaction or account-recovery request is involved.

EVIDENCE

- The homepage provides Subscribe, Sign Up and Log In pathways that warrant review of the corresponding account and payment terms.
- The homepage identifies sponsored-content and subscription elements, making separation between editorial access and paid services relevant to transaction review.
- The homepage links to external social channels that can assist with confirming official communications.

Summary Verdict

Business Day presents an evidence-consistent profile of an established, apparently legitimate website with a high-trust, low-risk posture and no observed scam or impersonation contradictions. The principal qualification is that the real-world operator identity is likely but not independently verified, so legitimacy should be regarded as strongly supported rather than proven.

Infrastructure Integrity

The site is protected by CDN/WAF infrastructure using Amazon.com, Inc.'s AS16509 edge network; the observed addresses were CDN edge servers and no origin candidates were identified. This arrangement mitigates direct exposure of the underlying service, but protective infrastructure is a security control rather than proof of organizational legitimacy.

EVIDENCE

- Observed CDN edge addresses were 15.197.81.49 and 166.117.75.246, both associated with AS16509.
- Infrastructure resolution identified Amazon.com, Inc. as the hosting provider and confirmed CDN protection.
- Two edge IP addresses were observed, with zero likely origin-IP candidates.

Closing Assessment

Normal browsing is proportionate to the assessed posture; before entering credentials or paying for a subscription, ordinary independent checks of merchant identity, applicable terms and payment protection should be completed.

Written analysis generated 2026-08-13 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	LIKELY
Identity score	79/100
Identity verification confidence	78%

- Trusted social count=3

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of [businessday.co.za](#).

- The request stayed on [businessday.co.za](#). It was not redirected to another domain. CLEAR
- Registration is published under Lexsynergy Limited. CLEAR
- DNS for this domain is served by [lexsynergy.net](#), across 3 name servers. NOTED
- The registration is paid up to 2026-10-21. NOTED
- It is hosted on AKAMAI-ASN1, from a server in US. NOTED

Domain intelligence

Registrar	Lexsynergy Limited
Hosting	AKAMAI-ASN1 - Akamai International B.V., NL
Country	US
Server IP	2001:2030:22::3e73:fd13
Name servers	ns1.lexsynergy.net, ns2.lexsynergy.us, ns3.lexsynergy.info
SSL issuer	YR1
SSL expiry	2026-09-04
Domain age	26.83 years (continuous registration)
Domain expiry	2026-10-21
Archive first seen	Not available

Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about [businessday.co.za](#) at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/businessday.co.za> · assessed 2026-08-13