



QUARTERLY REPORT

1 JULY - 30 SEPTEMBER 2021

Quarter 2
2021/22 Financial Year





PROUDLY SOUTH AFRICAN
 Quarterly Report for Q2 (1 July to 30 September 2021)

APPROVAL OF THE REPORT

| Recommended by the CEO for Approval | | Endorsed by the Accounting Authority | |
|-------------------------------------|---------------------------|--------------------------------------|---------------------------|
| Name: Mr. E. Mashimbye | Signature: _____ | Name: Mr. H. Gabriels | Signature: _____ |
| Rank: CEO | Date: ___/___/2021 | Rank: Chairperson | Date: ___/___/2021 |

1 p4

Acronyms

2 p5

Executive summary

3 p6

Governance and oversight

4 p9

The quarter under review

- 4.1 High level achievement for the quarter
- 4.2 Areas where targets were not met
- 4.3 Membership Report
- 4.4 Highlights for the quarter
- 4.5 PR Communications & Media
- 4.6 Presentations
- 4.7 Above The-Line Campaigns
- 4.8 Private Sector: Access to Market Localisation Tools
- 4.9 Public Sector: Access to Market Localisation Tools & Activities

5 p74

Performance for the period under review

6 p84

PFMA and National Treasury regulations checklist

7 p98

Progress on actions in the risk register

8 p99

Progress on post-audit implementation plan

9 p100

Financial report

ACRONYMS

The following are definitions of the acronyms used in the report

| | |
|-------------------|---|
| Accord | The Local Procurement Accord (an agreement signed on 31 October 2011 by labour, government, business and community representatives to promote local procurement in South Africa, in support of the New Growth Path and government's aim to create 5 million jobs by 2020. |
| APP | Annual Performance Plan. |
| Brand SA | Brand South Africa, an agency of the government of the Republic of South Africa whose objective it is to market South Africa as a foreign investment destination. |
| CGCSA | Consumer Goods Council of South Africa |
| COIDA | The Compensation for Occupational Injuries and Diseases |
| CPO | Chief Procurement Officer. |
| CIPC | Companies Intellectual Property Commission. |
| COTII | Council of Trade and Industry Institutions. |
| CSI | Corporate Social Investment. |
| EDD | Economic Development Department, a national government department in the Republic of South Africa. |
| FMCG | Fast Moving Consumer Goods. |
| IPAP | Industrial Policy Action Plan |
| NCPC | The National Cleaner Production Centre, a programme of the dti, housed under the CSIR which focuses on assisting companies implement cleaner production and resource efficiency measures. |
| NEDLAC | National Economic Development and Labour Council, an entity of the Department of Labour. |
| NT | National Treasury. |
| PFMA | Public Finance Management Act No. 1 of 1999. |
| Proudly SA | Proudly South African, a not for profit company incorporated in terms of the Companies Act |
| SALGA | South African Local Government Association. |
| SAPBA | South African Premier Business Awards. |
| SOEPF | State Owned Enterprises Procurement Forum |
| the dtic | Department of Trade and Industry, a national government department in the Republic of South Africa. |
| The Summit | The Local Procurement Summit & Expo. |
| UN | United Nations |

EXECUTIVE SUMMARY

This report covers the period 1 July – 30 September 2021 and focuses on various highlights during the period:

OVERVIEW

Much of our work in the quarter in review focused on the private sector and consumers. To drive localisation in the former, and to help achieve the target of replacing non-oil imports by up to 20%, we launched the Market Access Platform (MAP). The MAP provides a database of approved local suppliers of a range of products and services. All suppliers are audited for local content and quality and many have been 'scored' by buyers who can post their reviews of companies from whom they have procured. It is a portal which provides an additional buyer stream for companies looking to access new markets - for Proudly South African members this means exposure to new buyers and for corporate companies it means they have little or no excuse not to source their procurement requirement from local manufacturers.

In line with our drive to secure localisation commitments from the private sector, we have submitted comments to the Competition Commission's draft guidelines on collaboration for localisation purposes. Our focus was on ensuring that the guidelines will assist us in securing these localisation commitments and attain the goals of the respective sectoral masterplans.

In the public sector, we continued with the monitoring of all tenders issued for the 27 items designated for local procurement under the terms of the PPPFA, and with public sector procurement forums which inform and educate public sector SCM's in this regard. In this quarter we put a new focus on metros and local government.

We continue our engagements with National Treasury and are currently finalising the process of integrating our database with their Central Supplier Database (CSD). Much like the MAP, this offers a market access platform for members allowing those who wish to do so to do business with government, at the same time as providing public sector procuring entities with a database of audited local manufacturers.

Our Women's Month activities were aligned with sectoral masterplans for the clothing, textile, footwear and leather sector, sugar industry, automotive sector and on the creative arts. Discussions with women leaders from each of the

sectors shed light on the significance to the GDP of the respective sectors, their capacity to contribute even more to the economy and on the role of women in those industries. The four sector specific webinars were well attended and now live online for further viewing.

To address the mass consumer market, we launched two exciting new initiatives during the quarter in review. To underpin last year's Game Time tv commercial campaign, we produced a three minute 'Living Lekker Locally' video, with two x 60 second commercial applications. The video shows an everyday South African eating, drinking, wearing, driving and using around 40 different items during the course of the day from dawn to dusk – all the companies showcased are Proudly SA members. The two commercials will flight on Multichoice, with whom we have negotiated an extension to our contract for a further 12 months. The commercials will also be flighted on the public broadcaster's channels as well as eTV during the coming quarter.

The Local Fashion Police online social media competition, in support of the CTFL masterplan, ran in September and gained the campaign many new followers and almost 500 valid entries. Buying clothing and accessories from local designers and retailers was highlighted and 4 x R10 000 prizes, sponsored by the campaign were a great incentive to enter. The competition generated great content, including the winners shopping for the prize outfits which is being edited for online use in the coming quarter now the competition has closed.

To grow our consumer education campaign, we joined Nedlac's Community Constituency in their provincial outreach roadshows in order to educate their respective constituents on the importance of buying local. These events further helped improve our reach in terms of masses on the ground. We joined with the constituency groups in two provinces during this period and will participate in the remainder of the provincial outreach programmes during the next quarter.

GOVERNANCE AND OVERSIGHT DURING THE QUARTER

During the period under review, the Board and/or its sub-committees held the following meetings:

3.1) Board Meeting

The Proudly SA Board of Directors met on 28 June 2021 and considered the following:

- The Board met virtually and discussed the Board Charter and incorporating the Draft Code of Conduct.
- The Board ratified the decision to extend the CEO's contract for a further 5 years.
- The Board approved the extension of the premises
- The Board approved the Quarterly Report for April to June 2021
- The Board approved the discounts given to qualifying members
- The Board received and extensively discussed by the Audit Report from the External Auditors
- The Board received and perused and approved the Audited Financial Statements
- The Board received the report on the Tender Monitoring Function
- The Living Lekker Locally Consumer Education Campaign was presented to the Board
- The Board discussed the role Proudly South African would play at the Dubai 2020 Expo
- The Board received the reports from the Sub-Committees
- The Management Accounts and Cash flow were noted by the Board
- The Board noted the Compliance Checklist

3.2) Audit and Risk Committee

The members of the Audit and Risk committee held their meeting on 3 August 2021 and the meeting considered the following:

- The Committee reviewed and approved the Internal Audit Charter
- The Committee agreed to recommend that the Board Charter and the Draft Board Code of Conduct be merged.
- The amended Terms of Reference were approved.
- The Committee noted the Management and the Audit Report
- The Committee extensively discussed the Annual Financial Statements and noted that they were unqualified. The AFS were recommended for approval to the Board
- The Quarterly Risk Register was noted
- The Committee noted the Compliance Checklist

3.3) Finance and Procurement Committee

The members of the Finance and Procurement committee held their meeting on 2 August 2021 and the meeting considered the following:

- The Committee recommended approval of the extension of the lease agreement for a further 3 years to the Board
- The amendments to the SCM Policy were approved
- The Committee received the Annual Financial Statements and noted that there were no unfunded liabilities or going concern issues.
- The Committee received and approved an Investment Policy
- The Management Accounts and Cash Flow were noted
- The Membership Fee Discounts report was noted and referred to the Board
- The RFP for the Dubai Expo was approved on condition that that an assurance was received and a MOA signed with the DTIC.
- The Committee noted the Compliance Checklist

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 3 August 2021 and the meeting considered the following:

- The Committee noted the interventions taken by management following the Civil Unrest in the Country. These interventions included a webinar on the impact the unrest had on the economy. The Committee noted that local purchasing decisions would assist to rebuild the economy.
- The Marketing Report which included the Public Sector Forums, Webinars, and PR Activities
- The Committee was introduced to the Living Lekker Locally Consumer Education Campaign
- The Committee noted the Calendar of Events
- The Membership Report which highlighted the addition of 258 new products and services was noted
- A progress report on the membership leads list was presented to the Committee
- A Stakeholders Report included updates on the COVID portals, planned webinars and the Market Access Programme
- The Committee extensively discussed the Tender Monitoring System Report
- The Committee requested a presentation at the Board on the organisation's participation at the Dubai 2020 Expo

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 05 August 2021 and the meeting considered the following:

- The Committee noted the organogram which had not changed since the last meeting
- The Committee noted the Employment Equity Report
- The Committee noted that there were 37 staff members
- The Committee received and noted the Internal Training Report
- The Human Resources Workplan was noted
- Amendments made to the Remuneration Policies in respect of alignment to the BCEA were approved
- The Committee received and noted the Performance Management Report
- The COIDA Submission was noted by the Committee

3.6) Social and Ethics Committee

The members of the Social and Ethics Committee held their meeting on 25 August 2021 and the meeting considered the following:

- The Social and Ethics Committee was requested to look at the Board Code of Conduct and the Board Charter with a view to amalgamating the 2 documents as suggested by the Audit and Risk Committee. The Committee was in agreement and recommended approval to the Board.
- The Committee noted the declarations of interest of Board Members
- The Committee noted the Independent Code of Governance guidelines and agreed that it be used to develop a policy.
- The Committee noted the PoPI Checklist
- The Committee noted the Compliance Checklist

THE QUARTER UNDER REVIEW

4.1) High level achievements for the quarter

During the quarter under review, the Proudly SA campaign was able to achieve most of its targets as contained in the Annual Performance Plan (APP) for the second quarter of the 2021/22 financial year.

The following were some of the achievements and most of these are reported in detail in Section 5 of the report:

- Proudly SA hosted four (4) virtual Business forums with the following themes:
 - Sustaining Jobs: Together we can all play a part
 - Re-Building, Re-Setting, Re-Newing - The prospects for economic growth and job creation post-civil unrest
 - How to revive the township economy
 - Building a transformed, resilient and sustainable tourism sector through localisation
- Proudly SA hosted two (2) virtual Provincial Public Sector Forums, one each in the following provinces:
 - Limpopo; and
 - Gauteng
- Three (3) youth targeted campaigns with radio stations were planned and took place:
 - VOW FM
 - Unisa FM and
 - Y-FM
- One (1) trade expo was planned and Proudly SA participated in the Rand Show Spring Edition in Fourways
- Two (2) Proudly SA Consumer activations were undertaken namely:
 - Proudly SA Local Fashion Police
 - Women in Leadership: #FixHerCrown, Series of four Women's Month Webinars in support of the Sectoral Masterplans
- Our Women's Month activities were aligned with sectoral masterplans for the clothing, textile, footwear and leather sector, sugar industry, automotive sector and on the creative arts
- One (1) Proudly Heritage month activity was undertaken namely
 - Proudly SA Local Fashion Police
- One (1) presentation was planned with an Apex business organization and Proudly SA presented at the:
 - South African Sugar Association,
 - South African Screen Federation and
 - SEZ CEO forum
- Two (2) presentations were planned with business chambers/associations and Proudly SA presented at the:
 - South African Poultry Association and
 - National Hospital Network

- A new membership partnership was concluded with Innovation Water Care SA Holdings
- A new industry level localization commitment was received from the National Hospital Network
- To drive localisation in the private sector, and to help achieve the target of replacing non-oil imports by up to 20%, Proudly SA launched the Market Access Platform (MAP). The MAP provides a database of approved local suppliers including a range of products and services.
- Proudly SA is a part of a localisation technical working committee (meeting weekly) established in Q4 of 2019/2020 whereby collaborative efforts & focus on local procurement in the private sector are underway with BUSA (including B4SA), Manufacturing Circle, BLSA, NBI & BBC.
- Proudly SA hosted five (5) online Instagram live sessions for Local Fridays to drive consumer education.
- Proudly SA participated in six (6) Customs & Excise industry stakeholder forums
- Proudly SA continued with its tender monitoring system where tenders issued in the public sector for designated items (including PPE's) are checked for compliance with local content provisions. 759 tenders/Request For Proposals (RFP's) were identified in Q2 whereas the target was 300.
- Three (3) dipstick surveys were planned and seven (7) were undertaken with four (4) of these being for virtual Business Forums.
- The database of locally made products and services grew by an additional 195 new products with the database now having 20 087 products and services.
- Twelve (12) media engagements were planned and a total of twenty-three (23) hybrid/online media engagements took place during the quarter.
- A total of 16 press releases, including opinion pieces were issued during the quarter under review.
- One (1) media event took place namely the Living Lekker Locally Media Launch.
- The average increase in following on the six (6) social media platforms was in line with the target of 7.7%.
- The target of recruiting 75 new members was exceeded, as 80 new members were recruited during the quarter under review.
- To grow our consumer education campaign, Proudly South African worked with NEDLAC's community constituency to present workshops in Cape Town and Durban

AREAS WHERE TARGETS WERE NOT MET:

During the quarter under review, the Proudly SA campaign was not able to achieve all its targets as contained in the Annual Performance Plan (APP) for the second quarter of the 2021/22 financial year, and below are some of the areas where the campaign fell short for the quarter:

- Below the Line consumer education target of 2 million consumers was not reached due to the postponement of the Living Lekker Locally launch to the last day of the quarter which limited the initial planned and anticipated reach for the quarter. The reach will be carried through into the next quarter.
- No member companies have been integrated with National Treasury's CSD as some data collection and development work is still required in order for both the CSD and Proudly SA systems to synchronise, due to compulsory information required by NT, which we do not have at the moment. Once completed, an MoU to give effect to the integration will be finalised with National Treasury.
- The target of 80% membership retention/renewal rate was not achieved as only 73% was achieved, mainly due to the fact that the renewal process remains a time bound one as various compliance documents are required. With the tough economic climate exacerbated by Covid 19 pandemic, members are renewing at a much slower pace.
- Proudly SA were unable to secure a meeting with the Department of Education for inclusion of Buy Local content in the basic education syllabus – a webinar has been planned for Q3 to address this issue as a starting point
- Proudly SA were unable to make a presentation to the Tshwane Metro officials on localization – the metro postponed due the municipal elections and have rescheduled for mid-November 2021
- Proudly SA were also unable to make a presentation to any municipality on localization due to municipal elections - dates will be secured for in Q3
- Two (2) campus consumer education activations were planned, however only one (1) took place – there are plans in place to do an extra one in Q3.
- No new localization commitments were received from major corporates but following the commitment from the National Hospital Network, corporates will be recording their commitments in Q3
- A consumer research study planned for Q2 did not place however a service provider has been appointed to conduct a comprehensive study including the impact of the work done by Proudly SA.



MEMBERSHIP REPORT FOR Q2 2021/22

Overview

The Proudly South African membership base is growing at a steady pace with 2,127 companies currently registered as members of the campaign.

In quarter TWO of 2021/2022, a total of 80 new members were recruited against the target of 75. Innovation Water Care (HTH Pool Care) joined as a Diamond member for a period of 3 years, while the rest remained largely from the SMME sector.

The rate of retention of member companies for the current quarter is at 73% against a target of 80%. Unilever, Mr Price Group, Nestle, Sizwe IT, Crickley Dairy, Huletts Sugar and Kimberly Clark successfully renewed within the Diamond tier. Bliss Brands and Agnisito Trading & Projects successfully renewed within the platinum tier.

Companies within the Manufacturing sector remained the strongest, followed by Professional Services.

Participation by interested members in the Dubai 2020 Expo, the envisaged CSD integration and the introduction of MAP have contributed positively towards both new member acquisitions and renewal of current members. The strategic and well packaged value proposition is allowing for better and more effective engagement with potential and current members.

Proudly South African's database of local products and services grew by 195 new products and services, exceeding the target of 185.

Quarter 2 Highlights

| Membership Base | |
|---|--------|
| As of Q2 2021/2022 | 2,127 |
| New Members | |
| Target | 75 |
| Achievement | 80 |
| Renewal Rate | |
| Target | 80% |
| Achievement | 73% |
| Database of Local Products and Services | |
| Target | 185 |
| Achievement | 195 |
| Previous Quarter: Q4 2020/2021 | 19,892 |
| Current Quarter: Q1 2021/2022 | 20,087 |

Terms utilised in the tables and charts in this membership report:

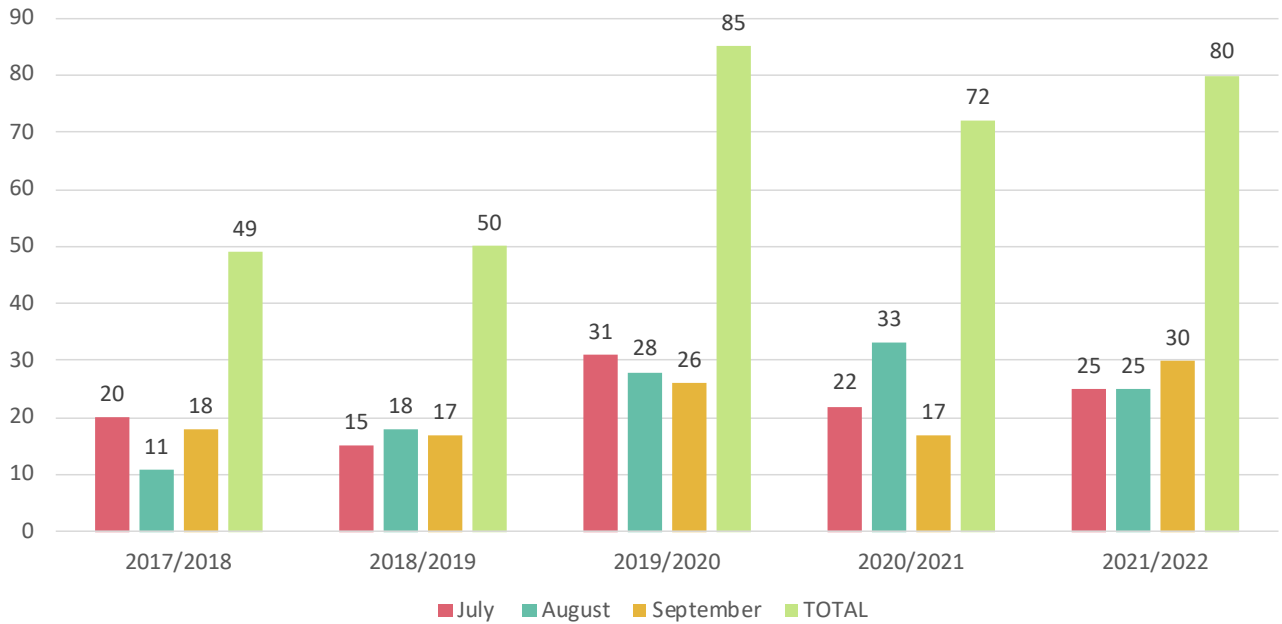
| Classification of members | | |
|---|--|---|
| Category | SMMEs Small, micro and medium enterprises turning over less than R5 million per annum and organisations including foundations, councils, associations, and not-for-profit institutions | Annual membership fee (excluding VAT) R500.00 |
| | Bronze Organisations turning over between R5 million and R10 million per annum | R1,000.00 |
| | Silver Companies turning over between R10 million and R30 million per annum | R10,000.00 |
| | Gold Companies turning over between R30 million and R50 million per annum | R20,000.00 |
| | Platinum Companies turning over between R50 million and R100 million per annum | R50,000.00 |
| | Diamond Companies turning over R100 million or more per annum | R100,000.00 |
| Other terms | | |
| Affiliate of Diamond | A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category) | |
| Beneficiary of Diamond | A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified a Diamond (Proudly SA member company category) | |
| TE | A membership based on a Trade Exchange Agreement | |
| Leads (Company before it is converted to a member) | Lead Origin (origination of a lead) | |
| | Consultant-generated | A member consultant who is chasing to convert a lead they have generated themselves |
| | Direct | Enquiry received directly from an organisation interested in membership |
| | Event | Leads generated from Proudly South African's presence at events |
| | Referral | Referral of a company from an internal or extra stakeholder |

Newly-recruited members

Year-on-year Comparisons: 2017/2018 to 2021/2022

| MONTH | 2017/2018 | 2018/2019 | 2019/2020 | 2020/2021 | 2021/2022 |
|--------------|-----------|-----------|-----------|-----------|-----------|
| January | 1 | 16 | 6 | 11 | 44 |
| February | 49 | 17 | 21 | 16 | 11 |
| March | 15 | 19 | 17 | 24 | 31 |
| TOTAL | 65 | 52 | 44 | 51 | 86 |

Graphical Representation YOY Comparison 2017/2018 to 2021/2022



The 5-year view of Q2 shows that the base is growing. Focus needs to be placed on ensuring the growth is sustained. The recruitment of members to the campaign will therefore continue to follow a well-defined strategy.

The value proposition has been greatly enhanced and well packaged to ensure the successful renewal of the current membership base.

2021/2022 Q NEWLY RECRUITED MEMBERS

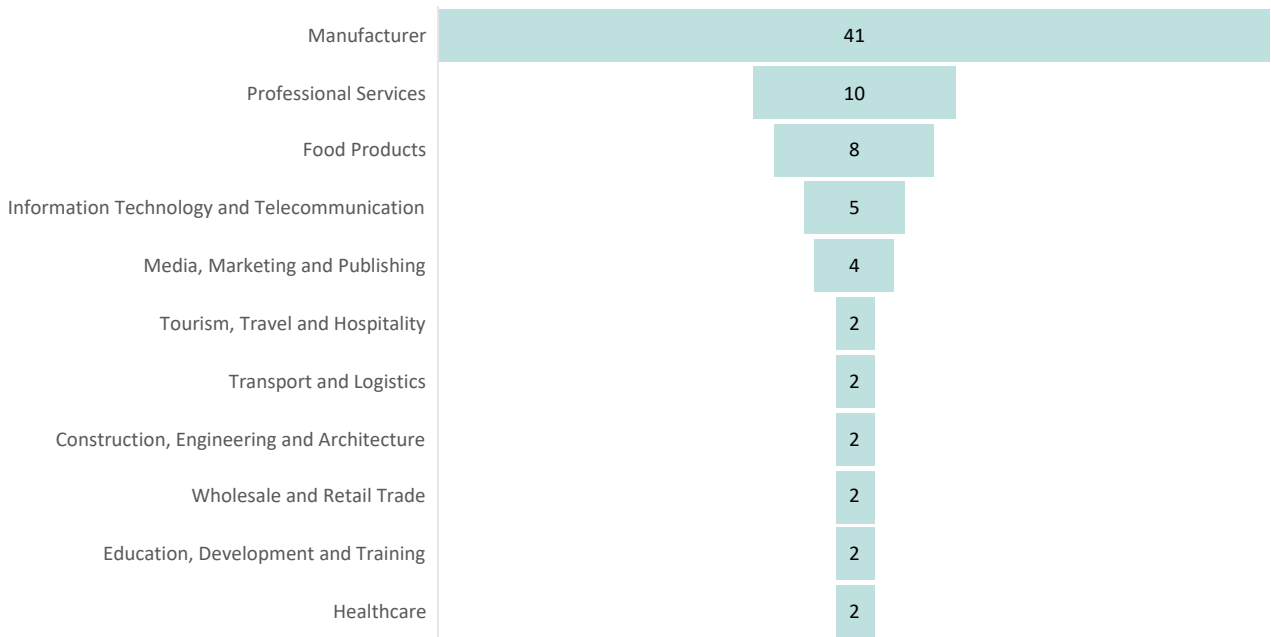
| Company | Sector | Province | Classification | Lead Origin |
|---------------------------------|----------------------------|-----------------|-----------------------|--------------------|
| July | | | | |
| A N I Universal Pty LTD | Food Products | Gauteng | SMME | Direct |
| Amazing Mall ZA Pty LTD | Professional Services | Eastern Cape | SMME | Direct |
| Aretha Bauwens Holdings | Wholesale & Retail Trade | Western Cape | SMME | Direct |
| Artxss Investments Pty LTD | Wholesale & Retail Trade | KwaZulu Natal | SMME | Direct |
| B2N Essentials | Manufacturer | Western Cape | SMME | Direct |
| BJoyful Creations | Manufacturer | Gauteng | SMME | Direct |
| Decisive Projects Response | Manufacturer | Gauteng | SMME | Direct |
| Domline Speciality Plating | Food Products | Western Cape | SMME | Direct |
| Far UVC Africa | Mining And Beneficiation | Gauteng | SMME | Direct |
| Fasaj farms | Healthcare | Western Cape | SMME | Direct |
| Ginger Wellness Pty LTD | Manufacturer | Eastern Cape | SMME | Direct |
| Hanley Technologies | Healthcare | Gauteng | SMME | Direct |
| Ikusasa Technology Solutions | Manufacturer | Gauteng | SMME | Direct |
| Jake-Mat Supplier | Manufacturer | Gauteng | SMME | Direct |
| KT Works (Pty) Ltd | Construction & Engineering | Gauteng | SMME | Direct |
| Leselarise | Information Technologies | Gauteng | SMME | Direct |
| Luv-Afrika (Pty) Ltd | Manufacturer | Western Cape | SMME | Direct |
| Modesty On BLVD (Pty) Ltd | Manufacturer | Gauteng | SMME | Direct |
| Noordfed (Pty) Ltd | Manufacturer | Gauteng | SMME | Direct |
| Novamix Health (Pty) Ltd | Manufacturing | Gauteng | SMME | Direct |
| Real-Inte-Rea | Furniture | Gauteng | SMME | Referral |
| Rubber Proof Pty LTD | Information Technology | Gauteng | SMME | Direct |
| Talo Consumer Solutions Pty LTD | Manufacturer | Gauteng | SMME | Direct |

| Company | Sector | Province | Classification | Lead Origin |
|--------------------------------------|--|---------------|----------------|-------------|
| August | | | | |
| ACThec CC | Manufactures | Gauteng | SMME | Direct |
| Ataabu International Trading Pty LTD | Manufacturer | KwaZulu Natal | SMME | Direct |
| Aurora Gold | Food Products | Western Cape | SMME | Direct |
| Blaq Daisy | Media Marketing & Publishing | Gauteng | SMME | Direct |
| BluLyte Pty LTD | Manufacturer | Western Cape | SMME | Direct |
| Chargeos Leather Ware | Manufacture | KwaZulu Natal | SMME | Direct |
| DUVIBUDDY | Manufacture | Gauteng | SMME | Direct |
| Geopolitical Intelligence | Professional Services | Gauteng | SMME | Direct |
| Haygrove Heaven Pty LTD | Food Products | Gauteng | SMME | Direct |
| Holistically Wholesome | Health Products | Gauteng | SMME | Direct |
| Masinga Embroiders and Crafting | Manufacturer | Gauteng | SMME | Direct |
| McClymont Trading Pty Ltd | Media Marketing & Publishing | Western Cape | SMME | Direct |
| MDZS Special Projects (Pty) | Manufacturer | Gauteng | SMME | Direct |
| MHM Media | Media Marketing & Publishing | Gauteng | SMME | Direct |
| Nextnow Group(Pty) Ltd | Information Technology & Telecommunication | Gauteng | SMME | Direct |
| RichManskyf | Manufacturer | KwaZulu Natal | SMME | Direct |
| SDL Vehicle Testing (Pty)Ltd | Professional Services | Gauteng | SMME | Direct |
| Strselle (Pty) Ltd | Manufacturer | Gauteng | SMME | Direct |
| SinChui | Manufacturer | Western Cape | SMME | Direct |
| Stormvoel Vehicle Testing Station | Professional Services | Gauteng | SMME | Direct |
| Valdevu Kids (Pty) Ltd | Manufacture | Gauteng | SMME | Direct |
| Very Sorry | Manufacturer | Gauteng | SMME | Direct |
| Vhaveledzi Tw (Pty)Ltd | Manufacturer | Gauteng | SMME | Direct |
| SDL Vehicle Testing (Pty)Ltd | Professional Services | Gauteng | SMME | Direct |

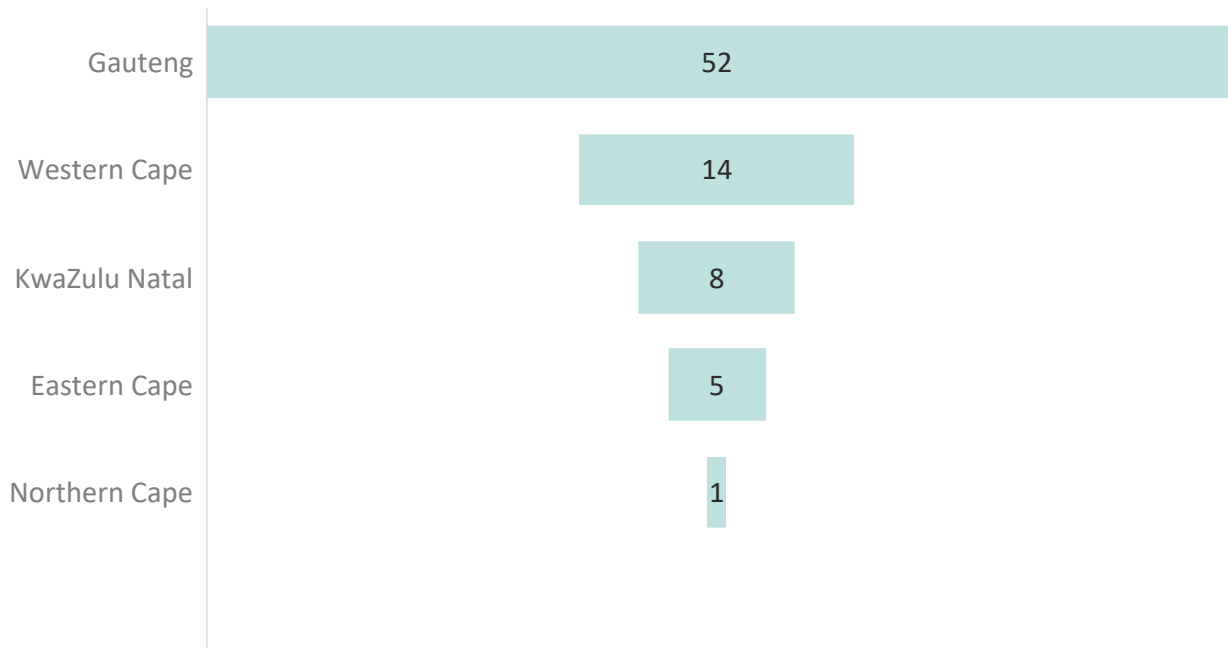
| Company | Sector | Province | Classification | Lead Origin |
|--|---|---------------|--------------------|----------------|
| September | | | | |
| Amandla Ubuntu Ltd | Professional Services | KwaZulu Natal | SMME | Referral |
| African Cures CC | Health Care | Eastern Cape | SMME | Direct |
| Akweni Group Property Solutions Pty LTD | Construction, Engineering, and Architecture | Gauteng | SMME | Direct |
| BPESA NPC | Industry Body | Gauteng | SMME | Direct |
| Clearline Protection Systems Pty LTD | Manufacturer | Gauteng | Gold | Direct |
| Dynamic Guarding and Security Pty LTD | Professional Services | Western Cape | SMME | Direct |
| Gaobose and Seane Manufacturing Company | Manufacturer | Northern Cape | SMME | Direct |
| Health Time Investments | Health Care | Western Cape | SMME | Direct |
| Ibrand Promotions | Media & Marketing | Gauteng | SMME | Direct |
| Innovative Water Care SA Holding Pty LTD | Manufacturer | Gauteng | Diamond | Self-Generated |
| Sigura Water | Manufacturer | Gauteng | Diamond Subsidiary | Self-Generated |
| HTH Pool Care | Manufacturer | Gauteng | Diamond Subsidiary | Self-Generated |
| Kaldista Coffee Company Pty LTD | Food Products | Gauteng | SMME | Direct |
| Kaukou | Food Products | Eastern Cape | SMME | Direct |
| Lemmechew Foods | Food Products | Gauteng | SMME | Direct |
| Maru Towers (Pty) Ltd | Professional Services | Gauteng | SMME | Direct |
| NB Mounts (Pty) Ltd | Manufacturer | Eastern Cape | SMME | Direct |
| Nutridry (Pty) Ltd | Food Products | Gauteng | SMME | Direct |
| Oneo Farms | Agricultural Farming | Gauteng | SMME | Direct |
| Protea Leather Natal (Pty) Ltd | Manufacture | KwaZulu Natal | Gold | Direct |
| Protovate (Pty) Ltd | Manufacture | Gauteng | SMME | Direct |
| R.A Vuthela Creations | Manufacturer | Gauteng | SMME | Direct |
| Sobek IT (Pty) Ltd | Information ,Technology | Gauteng | SMME | Direct |
| Solar Kasi Pty LTD | Manufacturer | Gauteng | SMME | Direct |

| Company | Sector | Province | Classification | Lead Origin |
|-------------------------------|----------------------------------|---------------|----------------|-------------|
| September continued | | | | |
| The PR House | Media Marketing and Publishing | Gauteng | SMME | Direct |
| Thekwini Cleaning and Hygiene | Professional Services | KwaZulu Natal | SMME | Direct |
| Thoko's Diamonds CC | Mining and Beneficiation | Gauteng | Gold | Direct |
| TRADISHNAL | Manufacturer | Western Cape | SMME | Direct |
| Ubuntu Amandla Ltd | Professional Services | KwaZulu Natal | SMME | Referral |
| Upskill Our Africa N.P.C | Education Training & Development | Western Cape | SMME | Direct |

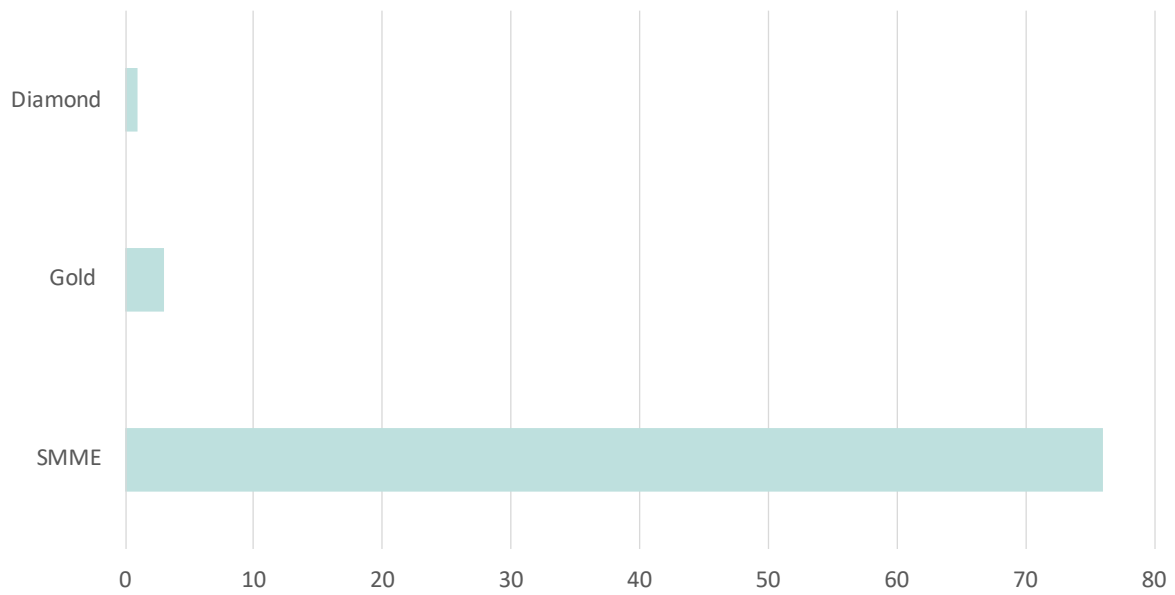
**2021/2022 Q2
NEWLY-RECRUITED MEMBERS BY SECTOR**



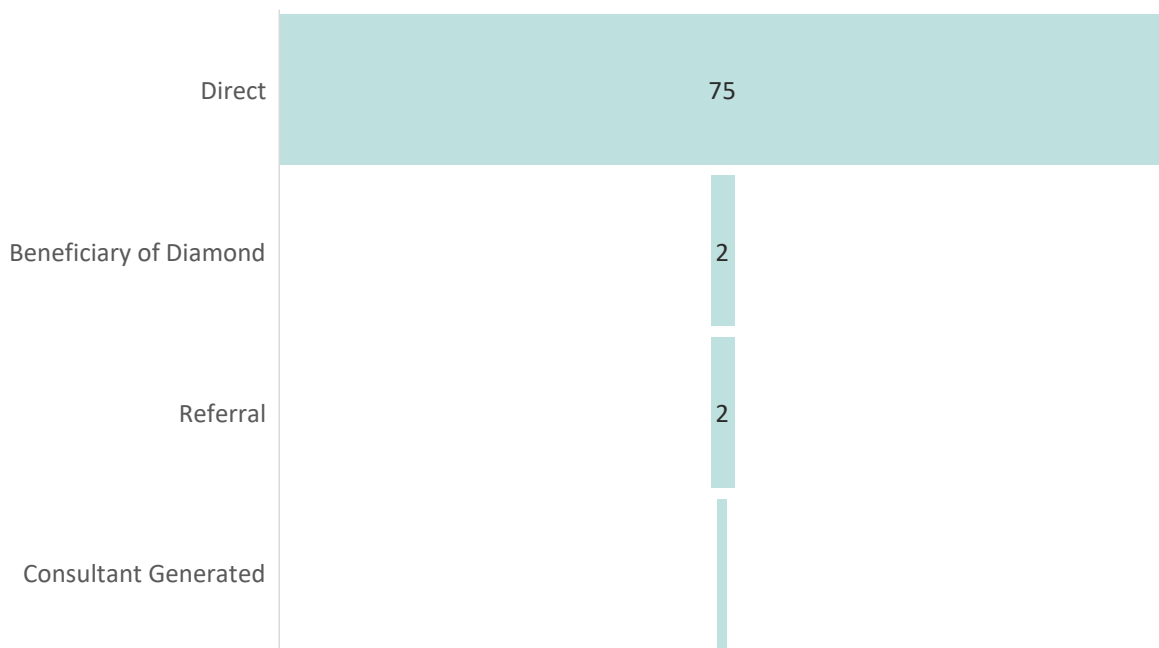
**2021 /2022 Q2
NEWLY RECRUITED MEMBERS BY PROVINCE**



2021/2022 Q2
NEWLY-RECRUITED MEMBERS BY CLASSIFICATION



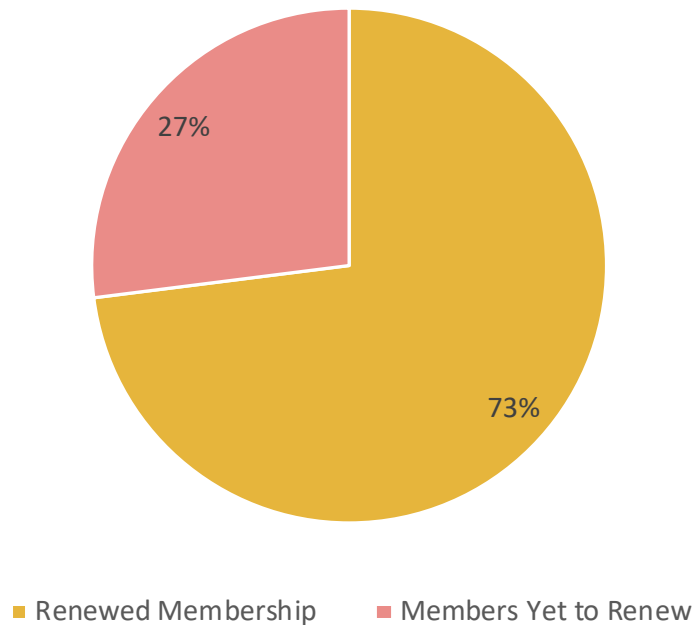
2021/2022 Q2
NEWLY RECRUITED MEMBERS BY LEAD ORIGIN



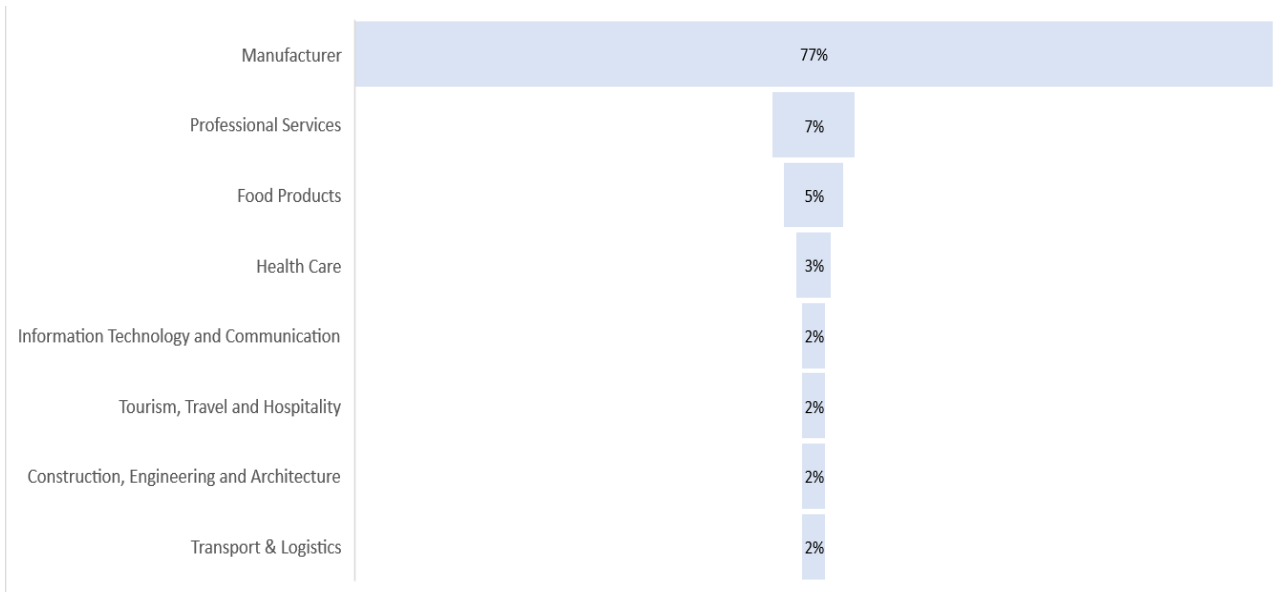
2021/2022 Q2 RENEWING MEMBERS

| RENEWAL REPORT | |
|---|-----|
| Renewal Rate: | 73% |
| Target: | 80% |
| REASON FOR GROWTH/DECLINE | |
| <ul style="list-style-type: none"> • Previous quarter Q1 2021/2022 saw the renewals slow down due to members confirming they are not in a very suitable position financially to renew at present. • In this quarter the renewals is still not in line with the target, however the Dubai 2020 virtual exhibition and summit, the introduction of MAP and the envisaged CSD integration has positively impacted the renewal rate. • Renewing members have confirmed that MAP is a positive addition to the value proposition. • The database clean up that is essential to the CSD integration is also assisting with increasing the number of renewals. | |
| <p>Number of cancelled memberships: No members have confirmed cancellation in this quarter.</p> | |

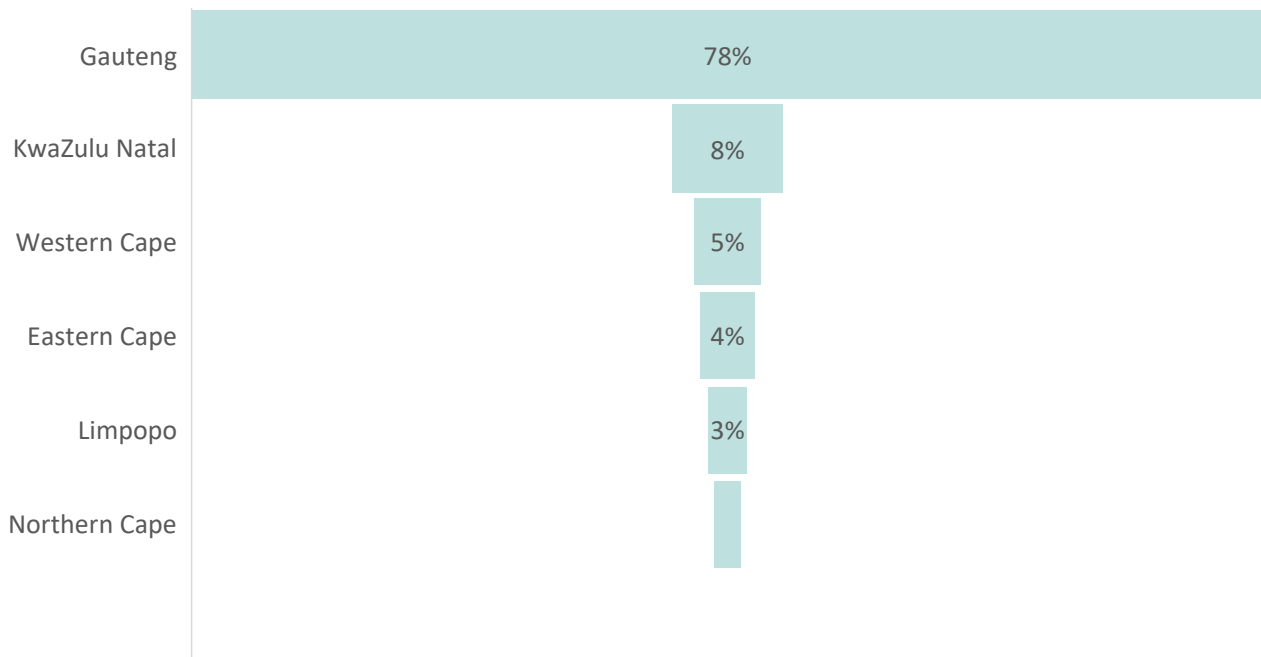
2021/2022 Q2 RENEWED MEMBERSHIP VS YET TO RENEW



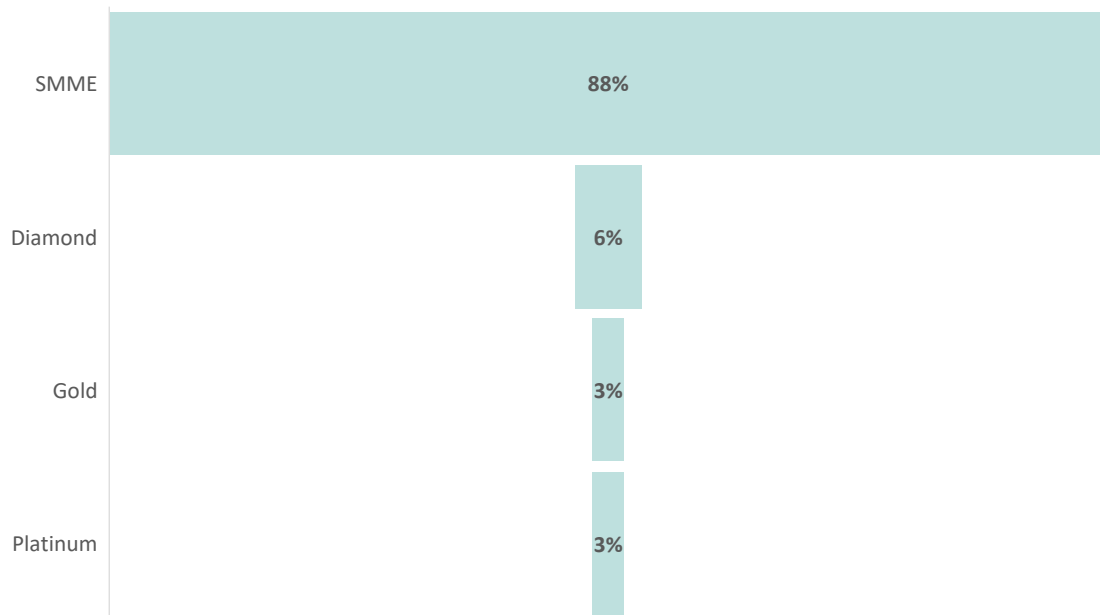
**2021/2022 Q2:
RENEWING MEMBERS BY SECTORS**



**2021/2022 Q2:
RENEWING MEMBERS BY PROVINCE**



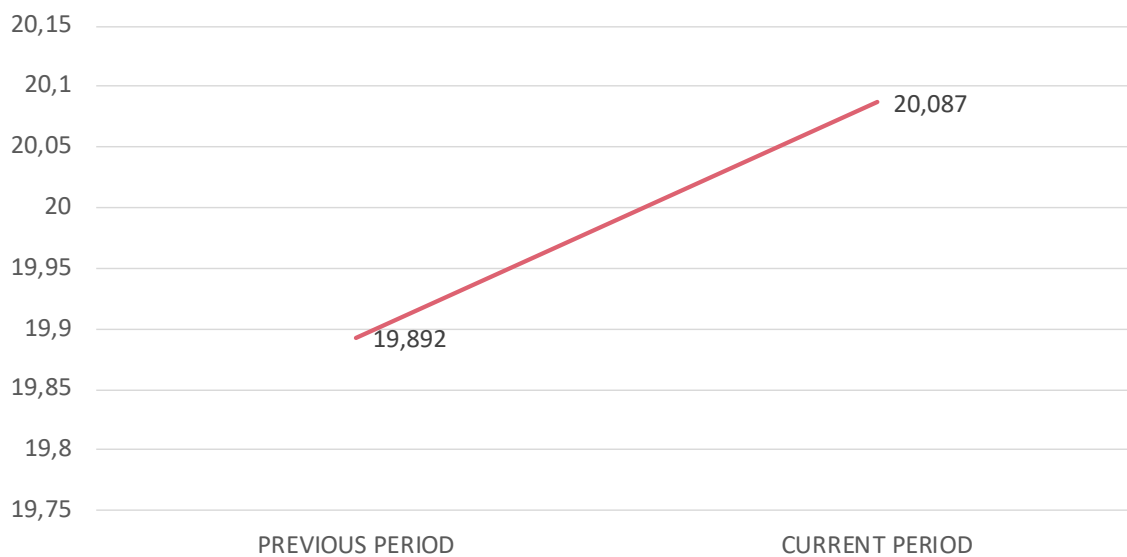
**2021/2022 Q2:
RENEWING MEMBERS BY CLASSIFICATION**



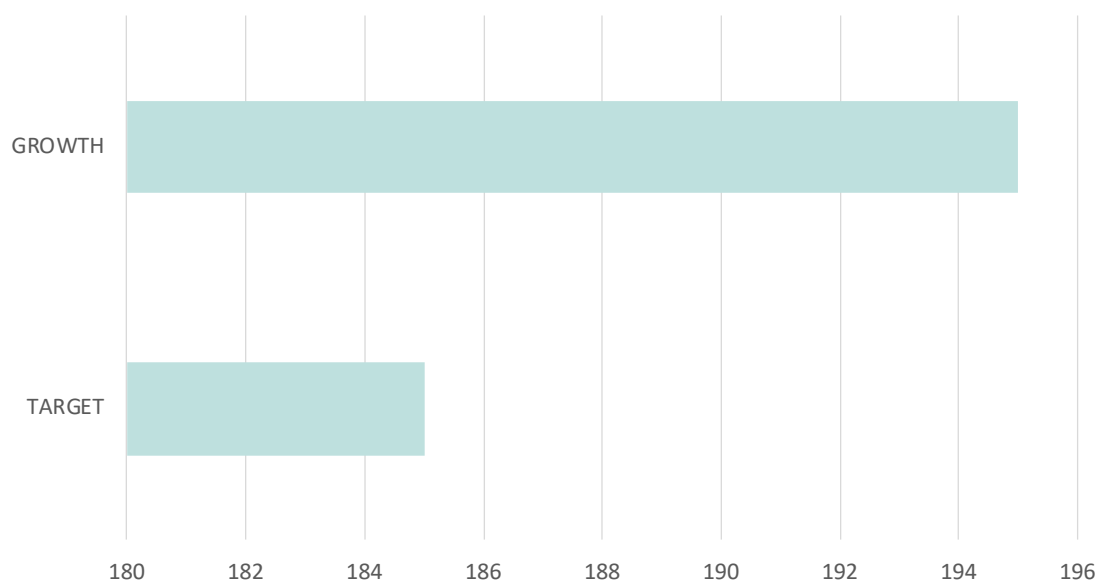
2021/2022 Q1 DATABASE OF LOCAL PRODUCTS AND SERVICES

| PROUDLY SOUTH AFRICAN DATABASE | |
|---------------------------------------|--|
| Period | Number of Products and Services |
| Previous Quarter: 2020/2021 Q4 | 19,892 |
| Current Quarter: 2021/2022 Q1 | 20,087 |
| 2021/2022 Q2 | |
| Target | 185 |
| Achievement | 195 |
| Target Exceeded: 8% | |

**2021/2022 Q2:
DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD V CURRENT PERIOD**



**2021/2022 Q2:
DATABASE OF LOCAL PRODUCTS AND SERVICES
TARGET V GROWTH**



HIGHLIGHTS FOR THE QUARTER

EVENTS AND ACTIVATIONS

Webinars/events hosted with external stakeholders

Stakeholder Dialogue on Pricing Regulations, 7 July 2021

The Department of Trade, Industry & Competition (the dtic), in partnership with the National Consumer Commission and Proudly South African, hosted a dialogue aimed at educating consumers about laws and other measures relating to pricing regulations of goods and services sold in South Africa. The webinar gave an overview of the different government and public institutions which have a role in the pricing of goods and services.

The facilitator was Mr Siyabulela Makunga, spokesperson at the Competition Commission. He spoke about minimum price thresholds as well as the issue of over inflated prices.

The other panelists included Prof. Willem Boshoff, the Director of the Centre for Competition Law and Economics at Stellenbosch University who spoke about the impact the COVID-19 pandemic has had on pricing and the economy, Mr. Siphon Mtombeni, a Principal Analyst in the Advocacy Division of the Competition Commission who gave an overview of the three independent statutory bodies that were established in terms of the Competition Act, No. 89 of 1998, Mr. Joseph Selolo, Company Secretary of the National Consumer Commission who has successfully prosecuted matters in terms of the National Credit Act and Consumer Protection Act. Mr. Selolo spoke briefly on the kinds of cases that the commission received during the pandemic and what corrective measures they have taken, Ms. Magauta Mphahlele represented the Consumer Goods and Services Ombud (CGSO) which is one of two industry dispute resolution schemes accredited by the Minister of Trade, Industry and Competition in terms of section 82 of the CPA. Ms Mphahlele took the audience through detailed figures of the number of complaints, enquiries and complaints the CGSA has handled since its inception in particular complaints under a new category created to reflect complaints related specifically to the lockdown/pandemic.

Attendance: Zoom: 275
Proudly SA Twitter: 2, Proudly SA FB: 5, Proudly SA YouTube: 3,
Competition Commission SA YouTube: 41
The dtic YouTube: 3

Consumers in South Africa have eight consumer rights, which are: Right to basic needs, Right to safety, Right to information, Right to choose, Right to representation, Right to redress, Right to consumer education, and Right to healthy environment.

- Consumers have rights and know your rights
- Send your consumer complaints to 0800 014 880
- Know what you are paying for, you have the right to information
- The National Consumer Commission is there to protect consumers

Logos: dtic (Department of Trade, Industry and Competition, REPUBLIC OF SOUTH AFRICA), Competition Commission, NCR (National Credit Regulator), WDP, STAY SAFE (PROTECT SOUTH AFRICA)



dtic Women in Mining Dialogue, 26 August

The Department of Mineral Resources and Energy (DMRE) in partnership with the Department of Trade, Industry and Competition (the dtic) and Proudly South African hosted a virtual Women in Mining Dialogue under the theme “Generation Equality: Realising Women’s Rights for Equal Future”.

The dialogue focused on opportunities for women in the mining and mineral value chain which amongst other benefits includes employment, ownership, procurement, manufacturing, construction, beneficiation, logistics and communication.

Ms Bridgette Mathebula from the Mining Communications Authority facilitated the session and shared how they advocate for transformation in the sector through skills development.

Ms Elizabeth Marabwa: Chief Director for Programmes and Programmes Management Office – DMRE shared opportunities available in the mining sector, followed by Ms Moipone Kgaboesele: Executive Manager, Investigation - B-BBEE Commission who spoke on the various transformation programmes in the mining sector.

Ms Lebogang Motsepe: Senior Deal Maker, Mining and Metals at the IDC shared the different Support Programmes for women and Ms Seara Mkhabela: Executive Director, Corporate Affairs - Anglo American SA advised on the various business opportunities in mining.

Ms Masikini Sithole: SAWIMA Secretary General & Ms Zama Cele-Ndlovu: Chief Executive Officer - Basadi Ba Africa both shared their success stories of women who are already in the mining and minerals value chain.

Attendance: Zoom: 364, YouTube: 5

Trade Shows

Rand Show, Spring edition, 24 -27 September

Proudly SA partnered with the dtic at The Rand Show - Spring Edition event at Fourways Mall. The dtic sponsored exhibition stands for Proudly SA and a four of our members (Sihle's Brew, Makhamisa Foods, Molly's Food Enterprises, Sheer Elegance Hair).

This is a key consumer event attracting a wide demographic. The event was marketed on radio, electronic billboards and digital platforms.

This was also a key platform for Proudly SA to source membership leads in the events, arts and business industries.

Attendance: Rand show stats: 320,000 visitors over 6 days, Visitors to Proudly SA exhibition stands: 1000 -2000

Community Constituency Roadshow, Western Cape, 17 September (with Nedlac)

Invitation to the NEDLAC Community Constituency KwaZulu-Natal Provincial Workshop.

You are cordially invited to the Nedlac Community
Constituency Kwazulu-Natal Provincial Workshop

Date: Tuesday, 21 September 2021

Time: 09h00 – 16h00

Venue: Olive Conference Centre, Durban



NEDLAC COMMUNITY CONSTITUENCY

SAYC - FSCC - WNC - DPSA - SANACO - SANCO

OFFICE ADMINISTRATION
Rusthof House
144, Millers Avenue
Rosebank, 2196
Johannesburg
Tel: 011 328 4200
Fax: (0) 447 6051 / 2089
Email: Support@nedlac.org.za



[CLICK TO REGISTER](#)

The KZN leg of the Nedlac roadshow followed the WC event above. Speakers included the NEDLAC Community Constituency Overall Convener Mr. Thulani Tshifuta, the National Organiser of SANCO, Mr Daluxolo Ntsinde, The National Lotteries Commission's Mr. Johannes Nkutshweu and Proudly SA CEO, Eustace Mashimbye, who spoke about the importance of localisation and the broader Buy Local Campaign. There was a presentation by the EW SETA and by the Minister of Labour and Employment,

Thulas Nxesi. In addition, APRM National Secretariat, Dr Patrick Sokhela, and Community Constituency Covid-19 Front, Mr. Mfundisi Mabalane both presented. The event was closed by Mr Nhlanhla Ndlovu, CEO of the Community Constituency Trust who presented on the ERRP and the National Skills Development Plan (2030).

Attendance: Physical 100, Zoom: 12

Proudly South African Consumer Activations



Sihle's Brew, 13th August

With the objective of exposing students in related fields to the job market, and to showcase the value chain in the sector, we took 5 students who responded to invitations sent via social media platforms and to barista schools around Johannesburg a member visit tour to Sihle's Brew's coffee plant and cafe in North-riding.

Sihle gave the students a brief history of his journey as well as the history of coffee and its origin. He then spoke about the coffee-making techniques and the students got a chance to blend coffee themselves using his machines and beans.

The session was very informative and interactive, the students had an extremely insightful experience and the feedback from the students was positive.

The entire visit was posted on social media in order to reach a larger consumer audience

Attendance : 5 students and one member of the media

Social Media Activations – Public Relations



International Chocolate Day competition 7 July – 11 July

To mark International Chocolate Day on 7 July, Proudly SA took to social media for a consumer campaign to encourage awareness and purchasing of locally made chocolate with 4 members companies namely Forest Fairies Sweets, Darling Sweets, The Chocolatiers and Nestlé.

Each of the 4 companies shared chocolate recipes and we created e-cards to challenge consumers to recreate one of the recipes and post their pictures. The best-looking recipe won a chocolate hamper and a locally made Mara Smartphone. The competition entries had to follow strict Ts & Cs where the items used to create the recipes had to be made from the local brands/products from the members.

The message spoke to the Sugar Master Plan and about the value chain of the confectionery industry and aided creating awareness of the local chocolate brands that are available.

The competition ran from Proudly SA's social media platforms from Monday 28 June to Sunday 11 July 2021.

Audience: Proudly SA social media followers (Facebook, Instagram, and Twitter)





Proudly SA Local Fashion Police, 3 September – 28 September

In a social media consumer activation which spoke to the CTFL sector, consumers were encouraged to post pictures of themselves wearing locally designed and/or manufactured clothing and tag Proudly South African via social media platforms (Facebook, Twitter & Instagram).

This project aimed to increase the love and appreciation for local designers/clothing and to give the fashion business impetus to grow. Local fashion police David Tlale, Sandy Rogers, Ouma Tema and Paledi Segapo gave additional profile to the competition, as each of them is a high profile local fashion designer. They are proud members of the campaign and supported this project by sharing the competition and advertising via their personal social media platforms.

Shortlisted entries were submitted to the judges each of whom selected an outright winner.

David Tlale's Winner - Lovulwethu Tokwe

Palse Africa's Winner -Mangaliso Ngomane

Koop Studios' Winner - Pamela Nkosi

Plus Fab's Winner - Phiwokuhle Mbanda

There were 6 runners up. Winners met their designer and won outfit/s to the value of R10,000, each sponsored by Proudly SA.

The entire campaign was supported by PR with press releases which resulted in radio interviews including on national SABC radio station Radio 2000. Press releases alone received coverage to the value of over R250 000. An extensive social media campaign ran daily throughout the duration of the competition and resulted in massive engagement with many more consumers than those that entered the competition. The most used phrase in all online interactions ahead of the announcement of winners was 'Crossing Fingers' from the hundreds of hopeful and expectant winners, which now has potential to be a spin-off to a massive campaign in the future.

Entries: over 491 - however the number of valid entries recorded does not reflect the amount of reach this campaign achieved online. We are in the process of sourcing this information using external service providers.

Proudly South African Webinars



Sustaining Jobs: Together we can all play a part, 22 July

This webinar explored ways to pivot businesses to sustain jobs incurring minimal additional costs, using the restaurant and hospitality sector as a case study. The restaurant industry is one of the most thriving industries in South Africa and has played a significant role in creating jobs through an extensive value chain. The sector has been affected badly, and it has tried to adjust during various phases of the global pandemic in order to survive.

In September 2019 there were more than 330 000 people working in the hotels and restaurants in South Africa. This represented a total growth in employment in this industry of 78 734 employees or 41,27% is employment in the last 10 years. It was a growing sector which is now slowly recovering.

Panelists included Eustace Mashimbye, CEO of Proudly SA, Stewart Jones, Channel Marketing Executive for RCL Foods, Wendy Alberts, CEO of Restaurant Association of South Africa, Terence Leluma, CEO of Makhamsa Foods (a Proudly SA member) and Simele Shange of Jozi Cloud Kitchens each of whom shared their account on how to survive, the precarious situation the COVID-19 pandemic has caused for their respective businesses and how they have tried to remain focused on business survival. The CEO of Proudly SA unpacked our mandate and set a tone to the entire discussion.

Attendance: Zoom: 34 Facebook: 4, Twitter: 3, You Tube: 2



Re-Building, Re-Setting, Re-Newing - The prospects for economic growth and job creation post-civil unrest,

29 July

The recent riots and looting wreaked havoc on many businesses, destroying lives and livelihoods. But out of every crisis comes an opportunity and South Africans, as always rose to the occasion in the aftermath of the devastation.

People came together to clean up, repair, and restore as much as possible. Now we need a long term, sustained look at growth and job creation to put our country back on the path of economic recovery. This was the main focus of the webinar.

The panellists for this webinar included Eustace Mashimbye, CEO of Proudly South African who said that Proudly South African came out strongly against the destruction of jobs . Dr Mike Nkuna, Founder & Executive Chairman at Masingita Property Investment Holdings spoke at length. His company owns 15 shopping malls around the country including Jabulani, Protea Glen and Bara in Soweto, all of which were affected by the looting. Dr Nkuna's company employs around 12 000 people and the retailers in his malls considerably more, so he brought a very particular perspective to the discussion on the day.

Mr Kgomotso Motshegoa, Founding Director of Corner Dladla Pizzeria and Proudly SA member company spoke to the delegates from the perspective of a small business and how the looting has affected his business, the value chain and his staff.

SASRIA's Executive Manager: Stakeholder Management, Muzi Dladla spoke about the role of SASRIA in providing coverage for damage caused by special risks such as politically motivated malicious acts, riots, strikes, terrorism and public disorders. SARIA cover is available to individuals and businesses that have property situated within the borders of South Africa, as well as South African waters.

Ms Philippa Rodseth, Executive Director at The Manufacturing Circle gave an overview of The Manufacturing Circle which is a corporate association of manufacturers that engages with key stakeholders to promote the benefits of manufacturing growth for the broader economy. She outlined the three clear goals we need to increase economic growth, namely to achieve a competitive manufacturing environment, attain a supportive international trade position and advance the production of South Africa manufactured products.

Mrs Happy Ngidi, CMO of Proudly South African, was the MC and moderator.

Attendance: Zoom: 50, Facebook: 9



How to revive the township economy, 4 August

Six of the top ten biggest townships in South Africa are in Gauteng namely Soweto, Tembisa, Katlehong, Soshanguve, Mamelodi and Sebokeng This webinar unpacked the importance of bringing the informal economy into the formal economy and growing opportunities in the townships.

The Gauteng Tourism Authority has empowered youth and townships, Gauteng Enterprise Propeller is assisting SMME's and township businesses with digitising the township economy, the Proudly South African campaign and mandate assists entrepreneurs with market access opportunities and Absa's funding and financial assistance programmes have assisted many township entrepreneurs.

Mr Kgalaletso Tlhoale from Absa spoke about leveraging supply chain opportunities to revitalise the township economy and Senior Manager: Inclusive Economy at the Department of Economic Development, Mr Mathopane Masha spoke about the township economy remaining on the margins of the mainstream economy with high levels of poverty, unemployment, and inequality despite the introduction in 2014 of the Gauteng Township Economic Development Bill to bridge the gap in disparities.

GEP CEO, Mr Saki Zamxaka, explained how the Gauteng Enterprise Propeller is assisting SMME's and township businesses with digitising the township economy. The organisation assists with financial support, business development support, micro finance, general business advises, township business renewal programmes, community grants to micro traders and business incubation CIPC registration.

Gauteng Tourism Authority Acting CEO, Mr Barba Gaogamediwe outlined the organisation's understanding of the topic which requires multiple role-players to build a customer and people-centric township economy that is resilient, robust, developmental and global. Benefits gained by focusing on building are massive, transformative, authentic and long-lasting.

GP Creative Economy in Tourism Culture focuses on a new kind of tourist interested in active learning experiences and meaningful interactions with local people. Typically include arts, crafts, and design activities; musical experiences; encounters in the field of health, healing, and spirituality; cooking and gastronomy; or heritage and storytelling activities. Creative tourism that has a potential role in reshaping township tourism in a responsible manner. Creative tourism provides several avenues for catalysing economic opportunities to locals, and upgrading physical township spaces. Tourism services such as accommodation, restaurants, shopping facilities and markets have played a significant role in developing township economies.

Proudly SA Executive: Strategy, Stakeholder Relations and Legal, Ms Jeannine Van Straaten shared a presentation on the importance of localisation.

The webinar was facilitated by Proudly SA Chief Marketing Officer, Happy MaKhumalo Ngidi.

Attendance: Zoom: 83, Facebook: 18 , YouTube: 4, Twitter: 10

Women in Leadership : #FixHerCrown, Series of four Women's Month Webinars in support of the Sectoral Masterplans.

Proudly South African places great importance on the role of women in the workplace and every year during Women's Month in August, highlights women in business with a flagship event.

To mark the 20th anniversary of the Proudly South African campaign, this year we hosted a four-part series of Women's Day events based around this milestone and on a number of industry sectors that have sectoral Master Plans dedicated to them. These sectors were the clothing, textile, footwear and leather (CTFL) industry, the sugar sector, the creative arts sector and lastly the automotive industry.

Each of the four webinars consisted of a panel of women from each of the chosen sectors, drawn from member companies or organisations with whom we work closely. Giving members including Huletts, Nestle, CCBSA, TFG, Multichoice, Sizwe IT, NAACAM and SA Sugar Association such a platform speaks to the value proposition of membership of the campaign. Ms Happy Ngidi, Chief Marketing Officer of Proudly South African facilitated each session.

Clothing, Textile, Footwear & Leather Sector, 11th August



The panel included Ms Jacqui Sussmann, Head of Design and Merchandise at TFG Local Merchandise Supply Chain, Ms Wendy Gamiet, Head of Manufacturing Operations, Prestige Caledon at TFG Design & Manufacturing, Ms Tanya Aucamp, Independent Communication Manager at Cotton SA, Ms Marthie Raphael, Chief Executive Officer at Pep Clothing and lastly hosted in-studio Ms Ouma Tema, Founding Director and Proudly South African member company, Plus Fab. We also saw a special guest appearance from well known South African musician and member of Mafikizolo, Ms Nhlanhla Nciza, who has her own fashion label.

The sector value chain's total contribution to GDP is approximately R74 billion (8%), while its employment contribution for both retail and manufacturing together is 210,071, and that comprises largely female employees. The CTFL sector accounts for around 14% of manufacturing employment in South Africa, supporting an estimated 60 000 to 80 000 jobs. The sector has the capacity to generate large-

scale employment with low barriers to entry and short skills acquisition periods.

Special guest, Nhlanhla Nciza spoke about how fashion was a very close part of the bands' identity.

Marthie Raphael is part of the Pepkor team focusing on local sourcing, supplier development, and represents Pepkor at national government level and in several industry forums, and was part of the team that developed the R-CTFL Masterplan. She is also the Chair of the National Bargaining Council for the Clothing Industry, Immediate Past Chair of the Cape Clothing and Textile Cluster (CCTC), Immediate Past Chair of the South African Apparel Association, and sits on the council of the Manufacturing Circle of South Africa.





Ms Ouma Tema has received various awards since establishing Plus Fab, including Entrepreneur of the Year Finalist (Emerging Business) 2017 & 2019, Mail and Gaudian 2017 Top 200 Young South African, 2019 Country and Regional (SADC) Winner of Africa's Most Influential Women in Business and Government.

Ms Jacqui Sussmann has been with TFG for 13 years. TFG Africa now sources 35% of its clothing procurement from South Africa, whereas five years ago as much as 80% of its apparel items were imported from Asia. She stated that localisation has been one of her passion projects since starting her role at TFG, and the element of local procurement enabled TGF to reduce its average lead time to produce a garment to just 42 days, whereas international supply chains typically average between 150 and 180 days. The value chain behind a business model like TFG had an immense substantial effect on the economy and the local communities.

Ms Tanya Aucamp is a communications professional for Cotton SA and has been

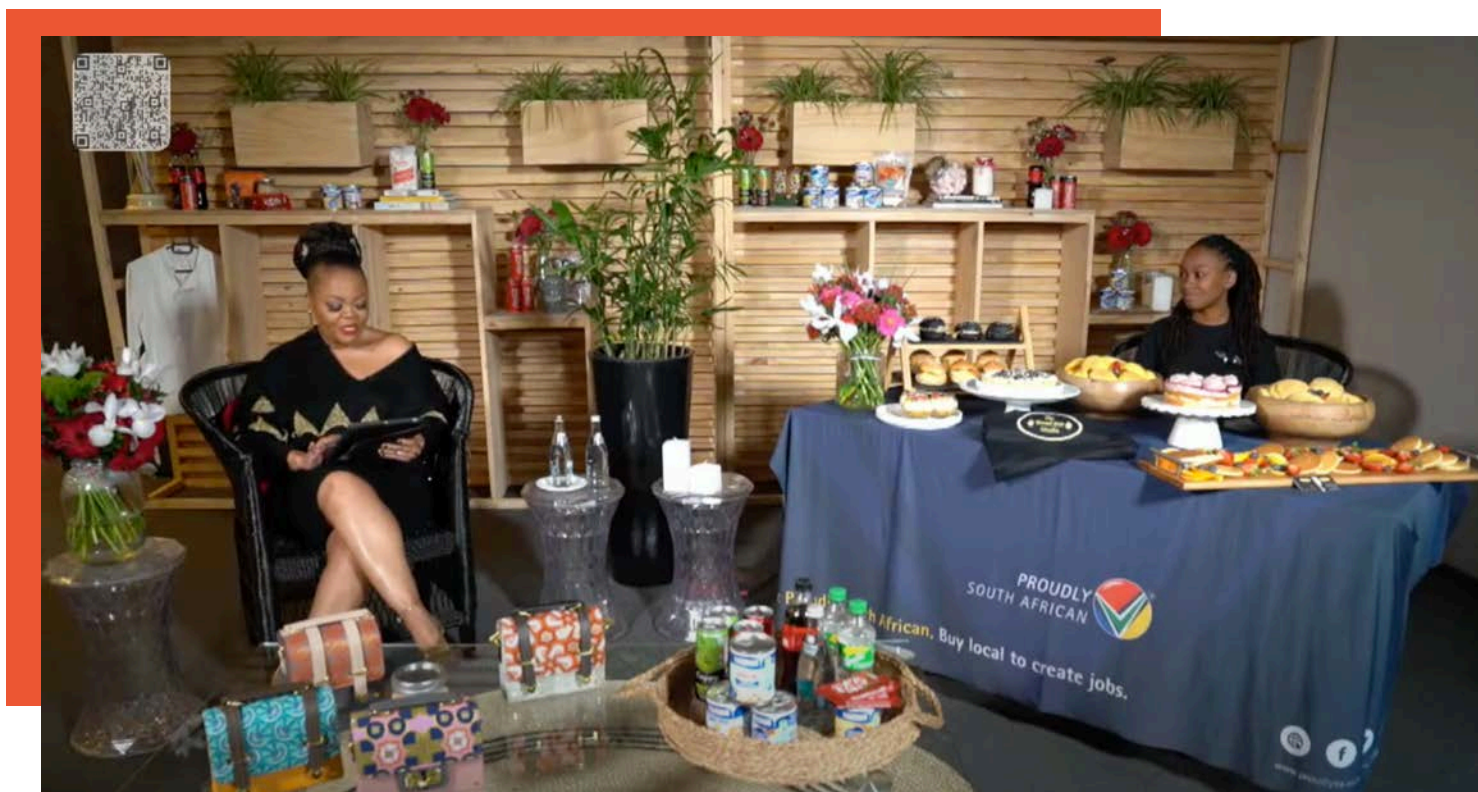
instrumental in establishing the South African Cotton Mark as an identification mark for products that support homegrown cotton. 80% of smallholder cotton farmers are women. Tanya stated that throughout the value chain, one hectare of cotton could maintain up to five jobs.

Ms Wendy Gamiet is Head of Manufacturing Operation for TFG Prestige in Caledon. Her main focus is currently an expansion project in Caledon. Ms Gamiet stated that she was passionate about supporting the local manufacturing economy and that her mission was to advance sustainability through people with planet-friendly manufacturing processes.

A competition won the first 20 correct entries products sponsored by TFG, as well as Proudly SA merchandise in their gift bags. The winners were announced on screen before the close of the webinar.

Attendance : Zoom : 74, Periscope : 1, YouTube : 4, Facebook : 4

The Sugar Sector, 18th August



The second session focussing on the sugar value chain included panelists Anne-Marié De Beer, Nutrition Health and Wellness Manager at Nestlé South Africa, Ms Nkonzo Mhlongo, Corporate Affairs Executive SA at Hulett's Ms Busi Thusi, Head of Procurement Transformation at Coca-Cola Beverages South Africa, Ms Joanmariae Fubbs, Vice-Chairperson of the South African Sugar Association and Ms. Matlhogonolo Ledwaba, Managing Director at the Bread Box Bakery. The Bread Box created a display of baked goods in studio in an effort to demonstrate to viewers how they could utilise sugar, in moderation, in their respective homes.

South Africa's sugar industry is worth approximately R14 billion and the country ranks in the top 15 out of approximately 120 sugar producing countries worldwide. The sector had a direct impact on more than a million people whose livelihoods are dependent on the sector and that many of the employees in the sugar sector, especially in the rural growing areas, were women. Sugar represents just under 1% of SA GDP and 6% of the country's total agricultural output (20 million tons of sugar cane produced per year).

Ms Joan Fubbs applauded SASA for being able to recognise the need for diversity in the sugar industry, and their work to transfer more than 21% of freehold land without inciting any violence. She also noted how proud she was to see how SASA was empowering women to enter the sugar industry on various levels of the value chain. Ms Fubbs spoke about the training establishments and bursary systems for youth in the sector. She concluded with a statement on the possibilities of diversifying the production profile of the sugar cane plant that could lead to an extension of the value chain as the parts of the plant and farming processes could be utilised to produce a variety of products ranging from biofuel to cardboard.



women in LEADERSHIP

#FixHerCrown



Happy Ngidi



Anne-marié De Beer



Busi Thusi



Flora Jlika

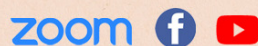


Joanmariae Fubbs



Nkonzo Mhlongo

Proudly South African



18 August 2021 | 10h00 – 12h30



Ms Anne-Marié De Beer is responsible for nutrition support/advice related to Nestle brands and nutrition capacity building of health professionals through the NNIA. She took the audience through some health-related issues, especially in women in South Africa with regards to not using sugar products in moderation and ways how to control and improve on this.

Ms Nkonzo Mhlongo is Corporate Affairs Executive at Hulets which is committed to supporting women in agriculture by creating and maintaining a vibrant working relationship with its female growers, contractors and all women in management and leadership positions in the various projects. The agricultural sector is the most important creator of employment for women mainly in rural communities, and ensuring that women participate meaningfully in farmer organisations, restitution projects and cooperatives will improve food security, promote local economic development and accelerate women participation in leadership positions.

Ms Busi Thusi is Head of Procurement Transformation at Coca-Cola Beverages South Africa who in 2018 committed to transforming 3.9 billion of their procurement supply chain to black-owned suppliers.

Three competitions awarded the first 20 correct entries with products sponsored by CCBSA and Nestle SA, as well as Proudly SA merchandise in their gift bags.

Attendance: Zoom: 116, Facebook: 9

Creative Arts Sector, 25th August



This session's panel included Ms. Desiree Markgraaff, Managing Director & Executive Producer at The Bomb Shelter Productions, Ms Nomsa Philiso, Multichoice Channel Director: Local Entertainment Mnet, Ms. Espresso Sishi, Art Director at The Bomb Shelter Productions, Ms Thandi Davids, Executive Producer: StoryScope and Co-Chairperson at the Independent Producers' Organisation and Ms Kerry Chapman, Principal at Helen O'Grady Drama Academy Jo'burg North West.

The Creative arts industry contributes around R90 billion to the economy or almost 2% of GDP and the sector grew at an average rate of 2.4% per year between 2016 - 2018, compared to the whole South African economy, which grew at only 1.1% per year in this period. The creative economy employment accounted for 7% of all the jobs in South Africa in 2017. This means that 1.14 million jobs in South Africa

were directly related in some way to cultural and creative activities.

All the guests expressed their passion and commitment to producing world class African content, nurturing local talent and telling local stories with authenticity and heart as well creating much needed jobs in the process.

A competition awarded one lucky winner with a locally manufactured Hisense TV sponsored by Proudly SA, as well as a DSTV decoder sponsored by MultiChoice.

Attendance: Zoom: 121, Periscope: 1, YouTube: 3, Facebook: 6

Automotive Sector, 31st August

The final session in the series included panelists Ms Shivani Singh, Commercial Director at the National Association of Automotive Component and Allied Manufacturers, Ms Avhaathu Rathogwa, Chief Revenue Officer at Sizwe IT, Ms Clare Matthes, The Gadget Gal, Ms Charissa Hector, Corporate Human Resources at BMW South Africa, Ms. Nthabiseng Byrne, Production Team Leader at BMW South Africa and Ms Janine Van der Post, Editor at Wheels24.



The South African Automotive Master Plan 2021 – 2035 could see the automotive industry growing from 600,000 to 1.4 million vehicles a year in production, therefore represents massive potential through the entire value chain. The automotive industry is currently a significant contributor to South African GDP (6.8%), with 110,000 people employed across vehicle and component manufacturers. It also has an estimated indirect impact on 1.5 million people and the sector represents approximately 33% of the overall manufacturing output.

Ms. Avhaathu Rathogwa of Sizwe Africa IT Group stated that she was excited by the potential of the Fourth Industrial Revolution and how it will transform SA's economy, social life and the way business will be conducted. One of her main goals is to motivate other young leaders and help them unlock their full potential particularly in the IT space.

Ms. Charissa Hector, Director, Human Resources at BMW was the first black female to be elected as Chairperson of the Automotive Manufacturers Employers Organisation in 2020, and she noted that she was passionate about transformation in all its forms, organisation, business, people and personal transformation. She stated that she works closely with NAACAM to drive local content in a sustainable manner. One of the main focuses in her role at BMW is to drive transformation, diversity and inclusion across the board to represent the demographic of who we are as a diverse country. Ms Hector noted that through BMW's graduate, artisan and student programmes, they've seen youth grow and especially female students feel more comfortable in a male-dominated sector.



Ms. Nthabiseng Byrne was the first female assembly production manager at BMW's Rosslyn plant in Pretoria where she's responsible for planning production. Through the company's graduate programme, she was able to go and study to expand her knowledge to a point where she was promoted and occupied various positions on her way to heading the production assembly.

Ms. Shivani Singh's role with NAACAM is to conceive and implement strategic interventions to deliver high impact and value-adding projects to the NAACAM membership. She leads several automotive sector initiatives to support localisation, transformation and business development for South African component manufacturers. She also leads NAACAM's flagship national technical skills development initiative, High Gear, in partnership with the International Youth Foundation and the Department of Higher Education and Training.

She currently holds board positions at Productivity South Africa and the Automotive Industry Export Council. Ms Singh is passionate about localisation and transformation, particularly the upliftment of women in the sector.

Wheels 24 is the country's largest motoring website and Ms Janine Van Der Post is their first female editor and is one of the pioneers for female journalists in South Africa. She carved her way out in this very male-dominated industry and helped pioneer the industry for many other female journalists.

Ms Clare Matthes, The Gadget Gal, specialises in product reviews and news. She has co-hosted the Talking Tech show on CliffCentral, chatted about tech news on SAfm and MixFM. Ms Matthes said the most important thing for women who want to enter this male-dominated industry was to be resilient and stay resilient. She added that following your passion, and believing in your skills and knowledge despite the social obstacles females will face is what will drive one's success.

The prize for this week's competition was a BMW Driving Experience Voucher for the Off-Road Driving Xperience at the brand new BMW xDrive Park in Waterfall valued at R3 500.

Attendance: Zoom: 33, Periscope: 1, YouTube: 4, Facebook: 7



Market Access Platform Launch, 17 August

Proudly SA invited businesses to attend the launch of our Market Access Platform (MAP) which is an exciting online portal which supports and influences both localisation and transformation. It offers corporates, including colleagues in procurement, a one stop shop to refer, find and rate, vetted high performing transformed suppliers, local service providers and manufacturers across industries. The platform has created much needed market access for suppliers while mitigating the risks associated with sourcing from unfamiliar companies.

Following an initial webinar held on 24 May 2021, corporate South African champions were asked to drive localisation linked to the Economic Reconstruction and Recovery Plan. These champions have shown their interest and commitment to further localise their respective supply chains.

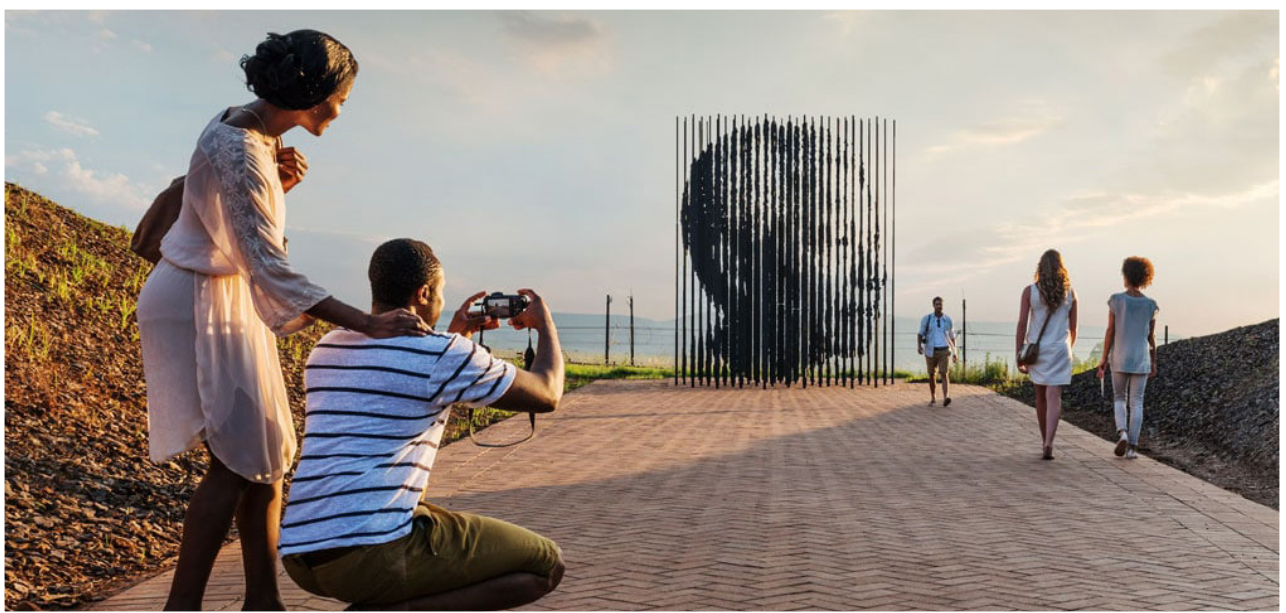
In assisting with the MAP process, the localisation technical working committee developed the Market Access Platform (MAP), a tool that will assist in achieving the set targets.

Additional functions of the platform include allowing corporates to refer suppliers making them visible to other corporates, rating suppliers once goods are delivered, and publishing tender opportunities.

Proudly SA CEO, Eustace Mashimbye, outlined the role of MAP in giving effect to the local procurement commitments of the private sector in the Jobs Summit Framework Agreement. Proudly SA CEO further explained the step-by-step guideline on how to register on MAP, Ms. Barbara Copelovici of SAB highlighted the experience of a corporate of MAP, SAB involvement in buying local which is currently 95% and Ms. Philippa Rodseth from Manufacturing Circle closed the webinar.

The session was facilitated by Mr Cas Coovadia from BUSA.

Attendance: Zoom: 77, You Tube 33



Building a transformed, resilient and sustainable tourism sector through localisation, 28 September

International and domestic tourism is a key driver of economic growth and job creation in South Africa with an extensive value chain across many different sectors. It has the potential to create prosperity for individuals, businesses and communities across the country, but it is also one of the sectors worst hit by the consequences of the coronavirus pandemic. During this webinar, we took a closer look at how it impacts the economy.

The panellists for this webinar included Ms Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal for Proudly South African, who gave an overview of the localisation value chain, and the role that Proudly SA plays. Ms Phakamile Hlazo, award-winning founder of two travel brands, Zulu Nomad and in Africa Travel and Co-Chair of the SATSA Access, Inclusivity and Diversity Committee. A seasoned strategist, and a hands-on operational lead with vast experience in the implementation of strategic change initiatives in Africa and Asia she believes that technology innovation is a necessary enabler for true transformation and inclusion in all tourism sectors.

Ms Wendy Alberts, provides a dynamic, professional and valuable service to the industry bringing progressive change, growth and constructive development to the restaurant sector.

Mr Nhlanhla Khumalo, General Manager for Tourism Development at Tourism KwaZulu Natal was

behind the tourism infrastructure development in various protected areas (nature reserves) and their surrounding communities in several provinces, including Kwa-Zulu-Natal. His focus was on how TKZN implements increased on tourism spend in the province and promotes the transformation of the province and the tourism sector.

Mr Comet Motimela, is the Director of Touch Let`s Go Travel & Tours Agency and is a Proudly SA Member company. Touch Let`s Go travel & Tours Agency (PTY) LTD is based in Kimberley but operates nationally as an inbound tour operator. Mr Motimela`s focus topic was on how the the lockdown travel bans impacted negatively on the business, as well as how important it is for locals to support local/domestic travel/ tourism as opposed to travelling internationally, especially as travel opens up in an effort to boost our own economy.

Ms Rosemary Anderson is National Chairperson at the Federated Hospitality Association of South Africa whose vision is to be at the forefront of the Southern Africa hospitality industry by influencing policy decisions and direction by lobbying government and industry as the official unified voice of the Southern African hospitality industry.

Mrs Happy Ngidi, CMO of Proudly South African, was MC and moderator.

Attendance: Zoom: 45, YouTube: 1, Facebook: 3

Public Sector Procurement Forums



The public sector is the largest single procurer in the country, with the potential to make a significant difference in driving economic recovery and reversing unemployment at the same time as setting an example to the private sector. Proudly South African's Public Sector Forums engage managers, heads of departments, CFOs, procurement and supply chain officials and any other relevant personnel from across all tiers of government and include the participation of a number of different entities and/or agencies including the dtic, SABS, Office of the Auditor General and the respective Provincial Finance/Treasury departments. The forums seek to clarify issues around sectors designated for local procurement, the applicability of the regulations thereof to all tenders and RFQs, as well as address challenges in this regard. These forums also assist us to understand how better to empower and equip small businesses and entrepreneurs to work successfully with government.

Gauteng Province, 19 August

The speakers were Mr Eustace Mashimbye, CEO of Proudly SA, Ms. Cathrine Matidza from the dtic, Ms. Nomantu Nkomo-Ralehoko, MEC: Finance & E-Government in the Province of Gauteng, Ms Yolandi Haupt, Auditor General South Africa - Mr Nhlanhla Vilakazi, from the National Treasury and Mr Zukisa Nkonzo, from the SABS and Programme Director Mrs Happy Ngidi, Proudly SA CMO.

Attendance: Zoom: 49

Limpopo, 9 September

Presenters included the Provincial Treasury MEC who spoke about the importance of procuring South African goods and services for the departments and local municipalities, Ms Cathrine Matidza, Director of Fleet Procurement at the dtic, Proudly South African CEO, Eustace Mashimbye, Mr. Zukisa Nkonzo who is the SABS & SAATCA Registered Auditor, Mr Nhlanla Vilakazi, Director Client Support of the National Treasury and Mr Stephen Kheleli who is the Business Unit Leader from the Auditor General.

Attendance: Zoom: 62

Media Events (with PR Department)



Living Lekker Locally Launch, 30 September

Proudly South African hosted the launch of its Living Lekker Locally campaign at the Bravo Brands showroom.

The 'edutainment' video follows the day in the life of an average South African and demonstrates how we can eat, drink, sleep, wear, drive and utilise exclusively locally grown, produced and manufactured products in our home and workplace.

The showrooms were transformed into a mini market displaying products from BMW SA, Monate Coffee, Vuttomi Liquid, Sihle's Brew, Jen-Til Touch and SBW Wines. OBC chicken, Lasher Tools, CCBSA, Huletts, Unilever, Plus Fab, Darling Sweet, Mara Phone, Twizza, Nestle SA, Chepa, Olympic Paints, Drip Footwear also contributed products for display.

Over 25 media attended the event physically, and received a pair of Drip sneakers, as well as a box with local goods that featured in the show reel. Siya Wotshela from SBW wines, a member, partnered with Proudly SA to showcase her locally made MCC and provide the media with welcome drinks as well as

got to showcase her local MCC brand.

Around 40 member brands feature in the video including: CTM, Toyota, Bravo brands, Sheet St (Mr P Group), TFG, Portia M, GSK, Perfect Hair, SAB, Lil Masters, Defy, Chubby Chicken, Sovereign Food, Grainfields, NQ Jewellery, Mobicel, Koni Wine, Trellidor, National Security, RSA Made, Sihle's coffee and Tsogo Sun and many more.

Dave Govender, Group Chief Executive Officer at Bravo Brands welcomed the guests and Proudly SA CEO presented on the Buy Local campaign. Mrs Happy Ngidi, Proudly SA CMO did a Q&A with facilitator and MC Jeremy Maggs, Siya Wotshela Founder of SBW wines addressed the audience about her brand, and Tshepo Twala, a local upcoming comedian entertained the audience with two sets to lighten the tone of the event. There was media networking after the event.

Physical attendance: 30, Zoom: 48, Facebook: 10, YouTube: 7



4,5

PR, COMMUNICATIONS & MEDIA

4.5.1 Summary

The quarter in review focussed on the continuing promotion of member companies on our social media platforms, on our Women's Month activities and at the end of the quarter, on our Local Fashion Police consumer competition and launch of the Living Lekker Locally consumer campaign. By using our social media platforms more strategically, we have managed to grow our following over the quarter by 7.7%.

Our public response to the July looting gained traction, and the message around creating and not destroying jobs resonated with various media platforms where our comments were solicited.

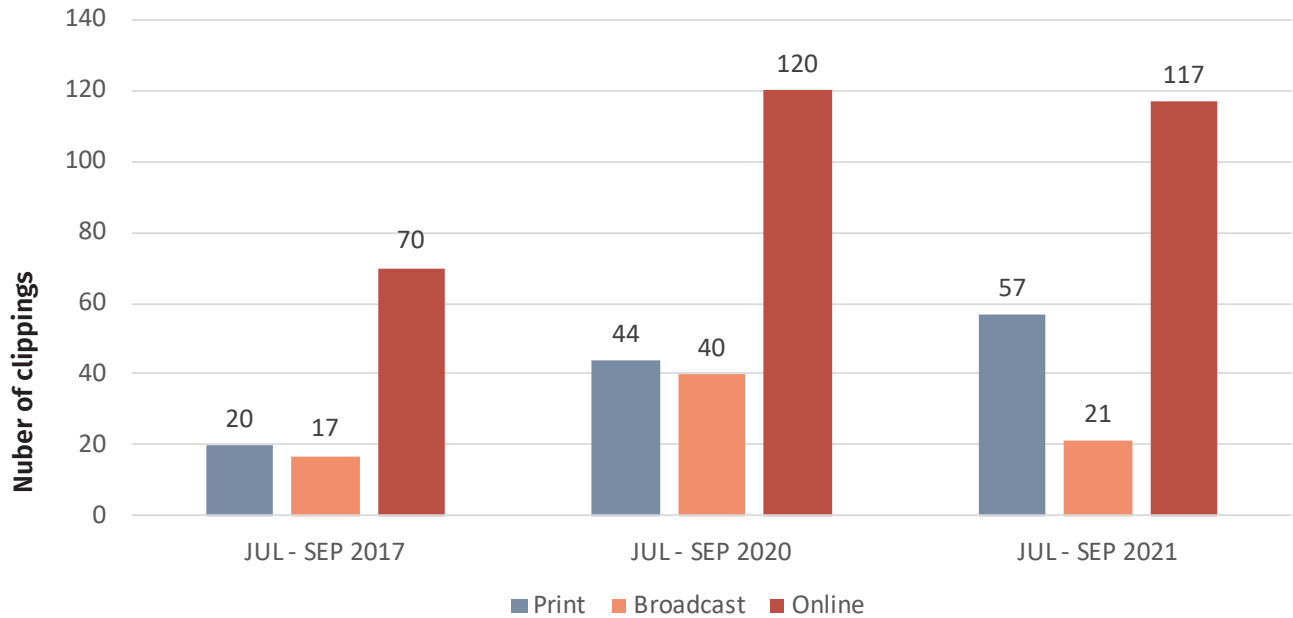
The PR department assisted in the drafting of correspondence with the IEC, after the publication of nine tenders for the procurement of various items required for the upcoming local elections.

The PR department supported the launch in the youth sector of the Step Up to a Start Up programme, the announcement of the 27th SAMA nominees and final awards, assisted with the evaluation of NEDLAC's Communications tender submissions, supported the Events Department with social media around webinars, student visits to member companies (2), the setting up of five Local Friday guests, creation of 12 Local Legend ecards together with the design team and had 38 media interactions over this quarter. In addition, they worked with events on a social media activation for International Chocolate Day.

4.5.2) CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform i.e., print, broadcast and online for the period under review (Jul – Sep 2021). Comparison is made with the same period in 2019 and 2020.

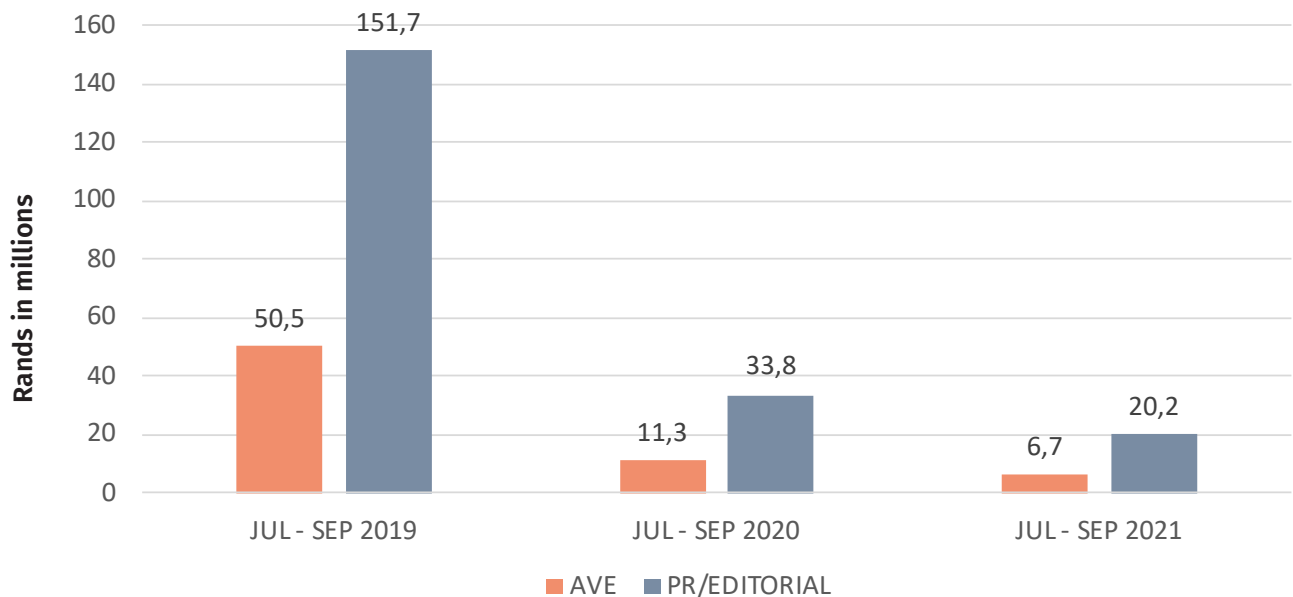
CLIP COUNT COMPARISON



4.5.3) AVE/PR Values

The advertising value equivalency (AVE) is what editorial coverage would cost it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between July and September 2021 is R6,7 million and the PR/editorial value translates to R 20,2 million.

AVE ANALYSIS



4.5.4) Press Releases/Op Eds/Media Articles

The following were issued between July and September 2021

| No. | Date | Release/Commission | Title | AVE |
|-----|--------------|---------------------------|---|--------------|
| 1 | July | Commission | For Brandhill | N/A |
| 2 | July | Commission | Gen Next post event write up | R19 100.00 |
| 3 | 13 July 2021 | Statement & Press Release | Job Creation not Job Destruction | R 112 696.97 |
| 4 | 12 July | Release | Localisation in Mining Webinar | N/A |
| 5 | 19 July | Release | Securing Jobs in the Restaurant & Associated Industries sectors | R 167 653.85 |
| 6 | 19 July | Business Report Column | On the recent looting | R 720 309.73 |
| 7 | 28 July | Press release | Rebuild webinar | R 611 202.24 |
| 8 | 05 August | Press Release | Women's Month #FixHerCrown | R 290 599.66 |
| 9 | 18 August | Comment | On published guidelines around localisation | R 671 304.46 |
| 10 | 18 Aug | Business Report Column | Flawed ARV tender process | R 883 697.95 |
| 11 | 7 September | Press Release | Local Fashion Police launch | R 270 181.64 |
| 12 | 13 September | Press Release | Local Fashion Police reminder | |
| 13 | 29 September | Press Release | Local Fashion Police winners announced | |
| 14 | 14 September | Press Release | Nedlac Community Constituency Events | R 13 230.70 |
| 15 | 23 September | Business Report Column | Let's collaborate on localisation | R 288 101.94 |
| 16 | 30 September | Press Release | Living Lekker Locally Launch | R 79 232.58 |

4.5.5) Social Media

Below is a table which illustrates Proudly South African's following on social media platforms.

| | Followers 31 Mar 2021 | Followers 30 Jun 2021 | Followers 30 Sep 2021 | Q-Q growth Q2 vs Q1 | Financial year growth to date |
|------------------|--------------------------|--------------------------|--------------------------|------------------------|----------------------------------|
| Facebook likes | 19 442 | 19 848 | 24 814 | 4 966 (25%) | 5 372 (27.6%) |
| Facebook follows | 28 205 | 30 492 | 38 706 | 8 214 (26.9%) | 10 501 (37.2%) |
| Instagram | 7 739 | 9 715 | 12 705 | 2 990 (30.8%) | 4 966 (64.2%) |
| LinkedIn | 2 224 | 2 400 | 3 456 | 1 056 (44%) | 1 232 (55.4%) |
| Twitter | 177 428 | 177 260 | 178 412 | 1 152 (0.6%) | 984 (0.6%) |
| YouTube | 281 | 338 | 390 | 52 (15.4%) | 109 (38.8%) |
| TikTok | 0 | 12 | 20 | 8 (66.7%) | 20 (N/A) |
| TOTALS | 235 319 | 240 053 | 258 503 | 18 450 (7.7%) | 23 184 (9,9%) |

4.5.6) Media visits/ engagements

Engagement is important to build and strengthen good working relationships with the media. We have managed to engage or interact with 35 members of the media and/or advertising sales staff from the following media platforms (among others).

| | |
|-----------------|-----------------|
| Singaliner | Blouberg FM |
| Vow FM | YFM |
| Unisa Radio | Capricorn FM |
| GCIS | Sunrise News |
| Radio 702 | Ukhozi FM |
| The Star | Morning Live |
| Meropa | Cheeky Media |
| Ezweni News | Newzroom Afrika |
| Multichoice | eNCA |
| Business Report | Radio 2000 |
| Power FM | Cliff Central |
| Ligwalagwala FM | |

Proudly SA started the #LocalFriday Instagram sessions – informal discussions between Proudly SA execs and prominent SA personalities – at the dawn of the coronavirus pandemic, in order to continue spreading the Buy Local message to consumers through social media. The following #LocalFriday Instagram sessions took place in this quarter:



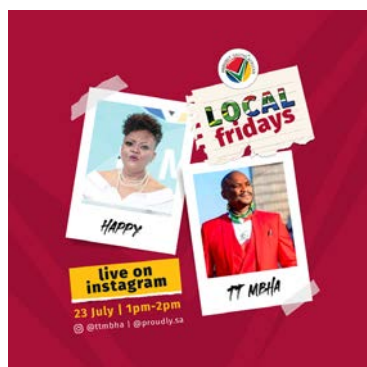
Chef Siba Mntongana



Ashraf Garda



Thami Dish



TT Mbha



Mzwandile Ngubeni

4.5.7) Media coverage summary

| Allocation Date | Media | Page Number/ Programme | Service | AVE (Rands) |
|------------------|---|---------------------------|-----------|-------------|
| 2021/07/01 07:47 | Show Me South Africa | N/A | Online | 7594.47 |
| 2021/07/01 15:24 | IOL | N/A | Online | 70088.70 |
| 2021/07/01 18:06 | Africa-Press | N/A | Online | 16406.50 |
| 2021/07/02 15:24 | Business Live | N/A | Online | 66800.50 |
| 2021/07/04 03:11 | 702 | N/A | Online | 2857.89 |
| 2021/07/06 13:16 | South African Government | N/A | Online | 27430.52 |
| 2021/07/06 13:22 | International Independent Trader | p.16 | Print | 8613.60 |
| 2021/07/06 15:11 | Knysna Plett Herald | N/A | Online | 9543.75 |
| 2021/07/06 15:16 | Mossel Bay Advertiser | N/A | Online | 9543.75 |
| 2021/07/06 15:18 | Oudtshoorn Courant | N/A | Online | 9365.60 |
| 2021/07/06 15:18 | George Herald | N/A | Online | 11477.92 |
| 2021/07/06 15:43 | South Cape Forum | N/A | Online | 9365.60 |
| 2021/07/06 15:58 | AllAfrica | N/A | Online | 8531.38 |
| 2021/07/06 16:10 | Graaff-Reinet Advertiser | N/A | Online | 9543.75 |
| 2021/07/06 23:03 | Times Live | N/A | Online | 61318.40 |
| 2021/07/06 23:10 | The Africa | N/A | Online | 7253.40 |
| 2021/07/07 06:10 | Times Select | N/A | Online | 14489.53 |
| 2021/07/07 06:15 | International Convenience Store Retailer | p.29 | Print | 10722.60 |
| 2021/07/08 15:47 | Times Live | N/A | Online | 42893.40 |
| 2021/07/13 17:00 | Introducing SA | N/A | Online | 19420.57 |
| 2021/07/13 17:36 | Polity | N/A | Online | 25604.05 |
| 2021/07/13 22:05 | SABC News | The Globe | Broadcast | 91666.67 |
| 2021/07/14 08:35 | Bizcommunity | N/A | Online | 135684.36 |
| 2021/07/14 09:45 | Media Xpose | N/A | Online | 26586.96 |
| 2021/07/14 11:31 | Spotong | N/A | Online | 40699.23 |
| 2021/07/14 13:41 | Bizcommunity | N/A | Online | 48318.24 |
| 2021/07/14 19:23 | Newzroom Afrika | Newz@ Prime | Broadcast | 95333.33 |
| 2021/07/15 00:50 | Eminetra | N/A | Online | 7201.59 |
| 2021/07/15 12:19 | Newzroom Afrika | Newzfeed AM | Broadcast | 22333.33 |
| 2021/07/15 22:22 | Business Media MAGS | N/A | Online | 33799.38 |
| 2021/07/16 10:23 | Vuk'uzenzele | N/A | Online | 26757.43 |
| 2021/07/16 20:09 | Government Publications: Vuk'Uzenzele | p.15 | Print | 36675.70 |
| 2021/07/16 23:42 | CGTN News | Global Business | Broadcast | 323494.17 |

| Allocation Date | Media | Page Number/ Programme | Service | AVE (Rands) |
|------------------|-------------------------------------|---------------------------|-----------|-------------|
| 2021/07/19 00:00 | Daily Dispatch, Dispatch Careers | p.12 | Print | 18119.72 |
| 2021/07/19 10:04 | NewsHorn Mpumalanga | p.4 | Print | 13621.59 |
| 2021/07/19 21:51 | CGTN News | Africa Live | Broadcast | 314631.32 |
| 2021/07/20 01:17 | Media Xpose | N/A | Online | 25879.86 |
| 2021/07/20 02:33 | Sowetan (Late Final), Job Market | p.13 | Print | 56504.45 |
| 2021/07/20 07:06 | Sowetan (Early Edition), Job Market | p.13 | Print | 56504.45 |
| 2021/07/20 07:10 | Sowetan (Free State), Job Market | p.13 | Print | 23758.20 |
| 2021/07/20 07:10 | Sowetan (KZN), Job Market | p.13 | Print | 23758.20 |
| 2021/07/20 12:18 | Sowetan Live | N/A | Online | 33607.20 |
| 2021/07/22 00:00 | Business Report (The Star) | p.12 | Print | 116334.40 |
| 2021/07/22 00:00 | Business Report (Cape Times) | p.10 | Print | 55528.80 |
| 2021/07/22 00:00 | Business Report (The Mercury) | p.10 | Print | 49708.00 |
| 2021/07/22 00:00 | Business Report (Pretoria News) | p.10 | Print | 116334.40 |
| 2021/07/22 15:26 | IOL | N/A | Online | 72152.30 |
| 2021/07/22 16:36 | Eminetra | N/A | Online | 17131.84 |
| 2021/07/26 10:41 | The Small Business Site | N/A | Online | 12187.72 |
| 2021/07/27 09:14 | Good Things Guy | N/A | Online | 7011.62 |
| 2021/07/28 13:24 | Yaza | N/A | Online | 33925.76 |
| 2021/07/28 17:40 | The Africa | N/A | Online | 6873.46 |
| 2021/07/29 09:20 | Media Xpose | N/A | Online | 27364.77 |
| 2021/07/29 11:19 | South Africa Direct News | N/A | Online | 1537.03 |
| 2021/07/29 14:49 | Munghana Lonene | Tiko a xi etleri | Broadcast | 33532.00 |
| 2021/07/29 17:36 | News24 | N/A | Online | 43114.50 |
| 2021/07/29 17:43 | How South Africa | N/A | Online | 7736.96 |
| 2021/07/30 06:18 | African Mirror | N/A | Online | 5267.35 |
| 2021/07/30 13:52 | Youth Village | N/A | Online | 10106.20 |
| 2021/08/01 06:24 | Imiesa | p.22 | Print | 45574.96 |
| 2021/08/01 12:55 | Yule Dark | N/A | Online | 18430.30 |
| 2021/08/02 04:37 | Sparks Electrical News | p.1 | Print | 64416.30 |
| 2021/08/02 05:39 | Sparks Electrical News | p.1 | Print | 22662.12 |
| 2021/08/02 17:46 | Ezweni News SA | N/A | Online | 12150.95 |
| 2021/08/02 20:24 | Power FM | Power Business | Broadcast | 141680.00 |
| 2021/08/02 23:37 | Running Wolf's Rant | N/A | Online | 18302.15 |
| 2021/08/03 08:36 | Crown Publications | N/A | Online | 11631.36 |
| 2021/08/03 13:33 | Blue Cube Media | N/A | Online | 18674.95 |
| 2021/08/04 16:02 | SAFM | Living Redefined | Broadcast | 3484.00 |

| Allocation Date | Media | Page Number/ Programme | Service | AVE (Rands) |
|------------------|--|----------------------------|-----------|-------------|
| 2021/08/05 08:50 | Poultry Bulletin | p.7 | Print | 3094.74 |
| 2021/08/05 10:43 | SABC 1 | South African Music Awards | Broadcast | 51200.00 |
| 2021/08/06 02:23 | The Herald, Your Business | p.9 | Print | 21040.56 |
| 2021/08/06 04:41 | Herald Live | N/A | Online | 5003.64 |
| 2021/08/09 18:53 | Iono.fm | N/A | Online | 1415.92 |
| 2021/08/10 17:10 | Media Xpose | N/A | Online | 22369.92 |
| 2021/08/11 04:53 | The Herald, Your Business | p.9 | Print | 26820.22 |
| 2021/08/11 15:59 | Herald Live | N/A | Online | 4759.56 |
| 2021/08/17 16:14 | Power FM | Power Lunch | Broadcast | 74831.67 |
| 2021/08/18 03:28 | Business Report (Pretoria News) | p.10 | Print | 38321.92 |
| 2021/08/18 03:28 | Business Report (Pretoria News) | p.10 | Print | 38493.00 |
| 2021/08/18 03:30 | Business Report (The Star) | p.12 | Print | 38493.00 |
| 2021/08/18 04:05 | Business Report (Cape Times) | p.10 | Print | 20088.36 |
| 2021/08/18 04:40 | Business Report (The Mercury) | p.10 | Print | 16447.50 |
| 2021/08/18 14:51 | Power FM | N/A | Online | 6612.99 |
| 2021/08/18 17:20 | IOL | N/A | Online | 26299.62 |
| 2021/08/19 01:59 | Business Report (Pretoria News) | p.10 | Print | 107267.16 |
| 2021/08/19 02:03 | Business Report (The Star) | p.12 | Print | 107267.16 |
| 2021/08/19 02:04 | Business Report (Cape Times) | p.10 | Print | 51200.82 |
| 2021/08/19 02:07 | Business Report (The Mercury) | p.10 | Print | 45833.70 |
| 2021/08/19 03:30 | Daily Sun | p.11 | Print | 25116.00 |
| 2021/08/19 08:45 | Daily Sun (Limpopo/ Mpumalanga/North-West) | p.11 | Print | 31245.76 |
| 2021/08/19 11:26 | NewsHorn Mpumalanga | p.4 | Print | 8620.56 |
| 2021/08/19 15:19 | Netwerk 24 | N/A | Online | 31303.26 |
| 2021/08/19 19:49 | IOL | N/A | Online | 57114.72 |
| 2021/08/20 00:00 | The Star, Daily Insider | p.6 | Print | 68353.04 |
| 2021/08/20 12:11 | Weekly SA Mirror | p.10 | Print | 8408.40 |
| 2021/08/20 15:07 | Cape Argus, Daily Insider | p.6 | Print | 68353.04 |
| 2021/08/20 15:10 | Daily News, Daily Insider | p.6 | Print | 68353.04 |
| 2021/08/23 12:06 | IOL | N/A | Online | 29960.82 |
| 2021/08/23 14:22 | Iono.fm | N/A | Online | 1367.65 |
| 2021/08/24 11:38 | Home Dzine | N/A | Online | 24334.38 |
| 2021/08/25 15:05 | Iono.fm | N/A | Online | 1367.65 |
| 2021/08/26 07:43 | Sharenet | N/A | Online | 150222.90 |

| Allocation Date | Media | Page Number/ Programme | Service | AVE (Rands) |
|------------------|---|----------------------------|-----------|-------------|
| 2021/08/26 07:44 | Sharet | N/A | Online | 150222.90 |
| 2021/08/26 07:46 | Sharet | N/A | Online | 150222.90 |
| 2021/08/26 08:21 | Moneyweb | N/A | Online | 188113.98 |
| 2021/08/26 09:03 | INCE Connect | N/A | Online | 82408.94 |
| 2021/08/27 09:21 | Cliff Central | Gareth's Guests | Broadcast | 61500.00 |
| 2021/08/30 12:40 | Power FM | Power Lunch | Broadcast | 8438.33 |
| 2021/08/30 16:46 | Power FM | Power Lunch | Broadcast | 138945.00 |
| 2021/08/30 16:48 | Power FM | Power Lunch | Broadcast | 70210.00 |
| 2021/08/30 17:21 | SABC News | N/A | Online | 35269.56 |
| 2021/08/31 11:32 | Power FM | N/A | Online | 6580.81 |
| 2021/09/03 00:00 | You | p.32 | Print | 182879.54 |
| 2021/09/08 14:52 | Kaya FM 95.9 | Main News @ 13:00 | Broadcast | 11107.00 |
| 2021/09/09 17:29 | 360 News | N/A | Online | 914.27 |
| 2021/09/09 17:30 | News24 | N/A | Online | 31303.26 |
| 2021/09/09 17:42 | Eminetra | N/A | Online | 9958.13 |
| 2021/09/09 19:17 | South African Government News Agency | N/A | Online | 10427.62 |
| 2021/09/09 19:33 | Free State News Online | N/A | Online | 9087.15 |
| 2021/09/09 19:54 | My ZA | N/A | Online | 501.60 |
| 2021/09/10 19:17 | Radio 2000 | The Glenzito Superdrive | Broadcast | 52689.00 |
| 2021/09/11 04:29 | Saturday Citizen (Gauteng) | p.6 | Print | 10512.48 |
| 2021/09/11 08:33 | Saturday Citizen (Country Edition) | p.6 | Print | 10512.48 |
| 2021/09/13 15:59 | Cosmo City Chronicle | p.4 | Print | 3627.75 |
| 2021/09/14 16:34 | East Coast Radio | Vic Naidoo | Broadcast | 8448.00 |
| 2021/09/16 09:07 | RSG | Monitor | Broadcast | 46000.00 |
| 2021/09/15 00:00 | RSG | Monitor | Broadcast | 102120.00 |
| 2021/09/17 14:08 | VOW 88.1 FM Mhz | Mugging Beats | Broadcast | 8236.67 |
| 2021/09/21 11:54 | Engineering News | N/A | Online | 42332.50 |
| 2021/09/24 00:00 | Gemsbok | p.9 | Print | 19152.96 |
| 2021/09/22 09:20 | Maritzburg Sun | p.12 | Print | 17406.52 |
| 2021/09/22 13:00 | Germiston City News | p.5 | Print | 17201.25 |
| 2021/09/24 00:00 | Eyethu Ugu | p.23 | Print | 11915.81 |
| 2021/09/23 01:31 | Business Report (Pretoria News) | p.12 | Print | 80920.84 |
| 2021/09/23 01:32 | Business Report (The Mercury) | p.16 | Print | 34941.80 |
| 2021/09/23 01:33 | Business Report (The Star) | p.18 | Print | 79552.20 |

| Allocation Date | Media | Page Number/ Programme | Service | AVE (Rands) |
|------------------|--------------------------------------|---------------------------|-----------|-------------|
| 2021/09/23 01:34 | Business Report (Cape Times) | p.14 | Print | 38135.22 |
| 2021/09/24 00:00 | Public Eye (KZN) | p.12 | Print | 9627.50 |
| 2021/09/23 08:52 | IOL | N/A | Online | 54551.88 |
| 2021/09/23 09:47 | Bloemfontein Courant | p.4 | Print | 12026.07 |
| 2021/09/24 00:00 | Vryheid Herald | p.4 | Print | 7489.08 |
| 2021/09/23 10:21 | Bloemfontein Courant | N/A | Online | 8406.00 |
| 2021/09/23 11:16 | Midrand Reporter | p.4 | Print | 23270.24 |
| 2021/09/23 11:51 | Eyethu Sisonke Mphithi | p.10 | Print | 18206.28 |
| 2021/09/24 08:06 | SAFM | SAFM Sunrise | Broadcast | 51336.00 |
| 2021/09/24 08:08 | Rosebank Killarney Gazette | N/A | Online | 11604.95 |
| 2021/09/24 08:09 | Benoni City Times | N/A | Online | 11348.10 |
| 2021/09/24 08:13 | Rising Sun (Mid South Coast) | N/A | Online | 12609.00 |
| 2021/09/24 08:15 | Kempton Express | N/A | Online | 13578.04 |
| 2021/09/24 08:16 | Berea Mail | N/A | Online | 11604.95 |
| 2021/09/24 08:21 | KZN Eyethu | N/A | Online | 10486.78 |
| 2021/09/24 08:25 | Vaalweekblad | N/A | Online | 13578.04 |
| 2021/09/24 08:27 | Middelburg Observer | N/A | Online | 13578.04 |
| 2021/09/24 08:27 | North Coast Rising Sun | N/A | Online | 11604.95 |
| 2021/09/24 08:28 | Rekord East/Oos | N/A | Online | 16023.28 |
| 2021/09/24 08:32 | Heidelberg Nigel Heraut | N/A | Online | 11721.70 |
| 2021/09/24 08:36 | Capital Newspapers | N/A | Online | 11604.95 |
| 2021/09/24 09:13 | African Reporter | N/A | Online | 11394.80 |
| 2021/09/24 09:18 | Springs Advertiser | N/A | Online | 11604.95 |
| 2021/09/24 09:24 | South Coast Sun | N/A | Online | 11604.95 |
| 2021/09/24 09:29 | Midrand Reporter | N/A | Online | 11604.95 |
| 2021/09/24 09:32 | Northcliff & Melville Times | N/A | Online | 11604.95 |
| 2021/09/24 09:36 | South Coast Herald | N/A | Online | 11604.95 |
| 2021/09/24 09:40 | Zululand Observer | N/A | Online | 11721.70 |
| 2021/09/24 09:40 | Ridge Times | N/A | Online | 11278.05 |
| 2021/09/24 09:42 | Boksburg Advertiser | N/A | Online | 12609.00 |
| 2021/09/24 09:45 | Review | N/A | Online | 11604.95 |
| 2021/09/24 09:46 | Southern Courier | N/A | Online | 11604.95 |
| 2021/09/24 09:47 | Krugersdorp News | N/A | Online | 13714.64 |
| 2021/09/24 09:48 | Lowvelder | N/A | Online | 13578.04 |
| 2021/09/24 09:53 | Mpumalanga News | N/A | Online | 11604.95 |
| 2021/09/24 09:56 | Soweto Urban | N/A | Online | 11604.95 |
| 2021/09/25 06:21 | Mahikeng Mail | p.20 | Print | 13944.42 |
| 2021/09/28 18:07 | South African Government News Agency | N/A | Online | 8030.75 |
| 2021/09/28 18:19 | Eminetra | N/A | Online | 8549.66 |

| Allocation Date | Media | Page Number/ Programme | Service | AVE (Rands) |
|------------------|------------------------------|---------------------------|-----------------------|-------------|
| 2021/09/28 18:48 | My ZA | N/A | Online | 389.88 |
| 2021/09/28 19:16 | Free State News Online | N/A | Online | 6998.15 |
| 2021/09/29 07:47 | Graaff-Reinet Advertiser | N/A | Online | 8919.70 |
| 2021/09/29 07:49 | Mossel Bay Advertiser | N/A | Online | 8919.70 |
| 2021/09/29 08:04 | Oudtshoorn Courant | N/A | Online | 8756.25 |
| 2021/09/29 08:09 | South Cape Forum | N/A | Online | 8756.25 |
| 2021/09/29 08:10 | Knysna Plett Herald | N/A | Online | 8919.70 |
| 2021/09/29 08:16 | George Herald | N/A | Online | 10245.00 |
| 2021/09/29 08:25 | Kormorant | p.10 | Print | 6041.35 |
| 2021/09/29 12:37 | Business Link | N/A | Online | 5674.50 |
| 2021/09/29 12:58 | Rising Sun (Mid South Coast) | N/A | Online | 9083.15 |
| 2021/09/29 15:16 | Media Xpose | N/A | Online | 17420.90 |
| 2021/09/30 15:02 | Spice4Life | N/A | Online | 20266.30 |
| TOTAL | | | R 6 722 481.11 | |



4,6

PRESENTATIONS

The Proudly SA CEO, Eustace Mashimbye made CEO-led presentations at various events and at various media interviews. The aim of these presentations is to create awareness and to educate audiences about the Proudly South African Campaign and what it stands for. Businesses/enterprises are also invited to support and join the Proudly South African Buy Local Campaign.

The CEO-led presentations included, among others, the following:

| DATE | EVENT | VENUE |
|-------------------|--|---------|
| 7 July 2021 | Presentation of an award at the SA Music Awards | Virtual |
| 22 July 2021 | Sustaining Jobs Webinar | Virtual |
| 22 July 2021 | Presentation to the SA Poultry Association Board | Virtual |
| 29 July 2021 | Impact of Civil Unrest/ Rebuild campaign Webinar | Virtual |
| 10 August 2021 | Presentation to SA Screen Federation members | Virtual |
| 17 August 2021 | Market Access Platform (MAP) Launch | Virtual |
| 19 August 2021 | Gauteng Provincial Public Sector Forum | Virtual |
| 25 August 2021 | Presentation to National Hospital Networks Board | Virtual |
| 8 September 2021 | Presentation to Babywear manufacturers (partnership with SACTWU) | Virtual |
| 9 September 2021 | Limpopo Provincial Public Sector forum | Virtual |
| 14 September 2021 | Presentation to SEZ CEOs Forum | Virtual |
| 30 September 2021 | Launch of the Living Lekker Locally campaign | Virtual |

ABOVE THE LINE CAMPAIGNS



The branding focus during the quarter in review was to create new visual content for the Campaign, comprising design work for all events and activations in the quarter. This included invitations, web banners, ecards and event banners. The design, look and feel of the events elevated the quality of the webinars, making them more professional with a consistency across all events.

We also worked on advertising elements for the event to drive registration and participation. To create more of a buzz around events, we used digital advertising to reach a large, targeted audience on our various social media platforms including Twitter, Facebook, LinkedIn and Instagram.

We continue to act as a support function to the Marketing Department as a whole and the company by creating presentations for client meetings, high level engagements by the executive team as well as designing ecards, invitations and web services for the various Campaign initiatives. We have also created videos for the CTFL webinar to serve as a visual aid to the event and showcase our member companies in the sector.

We continued with the Local Legends campaign, Local Fridays campaign as well as creating artwork in response to the July lootings for flighting on SABC.

Branding and Design supported the Events Department with the creation of all material for their webinars, including mailers, delegate invitations, e-cards, presentations and on screen graphics for during the events, as well as follow up online surveys.



LOGO USAGE

Branding supports the Membership Department by working to encourage existing and new members to adopt the use of the Proudly SA logo on as many touch points as possible including on products, packaging, email signatures, websites etc.



GIVING OUR FACTORIES A THUMBS UP



We manufactured and donated 300,000 face masks to help keep learners safe at school. The math is simple, more learners in the classroom equals a brighter future for our nation.



Made with love, in our TFG Prestige factories

Visit tfglimited.co.za for more information.

TFG is made up of the following retail brands:

@home @homelivingspace AMERICAN SWISS ARCHIVE doko EXACT PABIANI FOSCHINI GALAXY & CO G-STAR RAW hi Jet MARKHAM my world RIVER RFO FACTORY SODA sportscene STEENS XOLASPORTS

ADVERTORIAL

TFG INVESTS IN THE FUTURE OF SOUTH AFRICA

TFG, a leading global retailer rooted in South Africa, is passionate about driving economic growth and prosperity through successful business practices. They are committed to investing in both the local retail and manufacturing infrastructure, as well as in skills development and job creation across the nation. This vision remains strong, even amid a challenging landscape.



The onset of the COVID-19 pandemic brought about profound global change, creating unprecedented uncertainty and placing tremendous strain on communities. TFG is well-positioned to do as much as possible to alleviate the fallout of this pandemic.

HOME GROWN ADVANTAGE

More than a decade ago, as many retailers shifted to an off-shore supply chain, TFG swam against the tide and invested heavily in its local manufacturing capability. Over the past five years, TFG has worked with the South African government, the Department of Trade and Industry and Competition (DTIC) especially, to strategically create a diversified local supply chain. This investment reduced its reliance on China and other international suppliers and positively influenced local job creation and upskilling. This focused strategy has led to an increase in the contribution of their locally manufactured products. Five years ago, up to 80% of all TFG merchandise came from the East; today locally manufactured textiles has grown to a meaningful 35%, with the intent of significantly increasing this over the next few years.

TFG's Quick Response Manufacturing Innovation uses best of class manufacturing technology to create shorter lead times by using cutting edge production processes, lean manufacturing principles, IT systems and digitisation. This pioneering work has allowed the organisation to move away from the traditional 150 to 180 day international supply chain lead time to 35 to 40 days on average when locally produced. Further, it has the added benefit of protecting and insulating TFG margins in fast fashion apparel.

TFG's owned factories, within TFG Design and Manufacturing (TFGD&M), have seen significant growth due to retail demand for locally produced garments for Quick Response Manufacturing. The percentage of orders placed on Quick Response instead of other sourcing lead times has grown significantly over the last five years.



DUVET COVER BALE PACK EGYPTIAN COTTON 230 THREAD COUNT
R 1,549.00 - R 1,749.00

FITTED SHEET EGYPTIAN COTTON 230 THREAD COUNT
R 399.00 - R 589.00

FLAT SHEET EGYPTIAN COTTON 230 THREAD COUNT
R 429.00 - R 589.00



GRANNY GOOSE GOOSE DOWN STANDARD PILLOW INNER
R 1,999.00



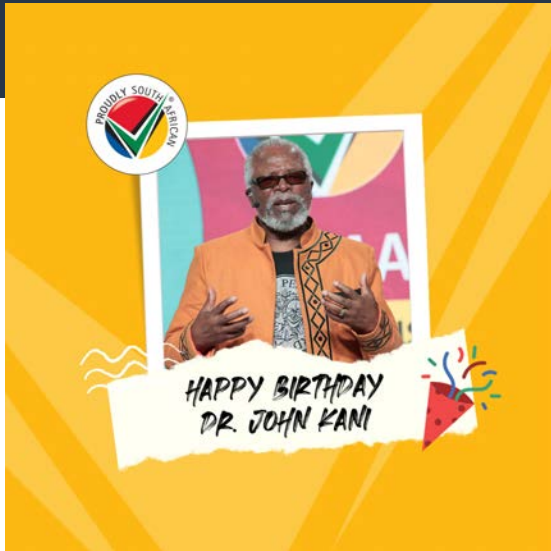
GRANNY GOOSE BOX STITCH GOOSE DOWN DUVET INNER
R 4,499.00 - R 8,499.00



DUVET INNER GOOSE DOWN SUMMER SEASON
R 1,599.00 - R 2,599.00



SOCIAL MEDIA E-CARDS





LOCAL FASHION POLICE

LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION

WEAR LOCAL AND WIN!

2 SEPTEMBER 2021 - 16 SEPTEMBER 2021

#WearLocalEveryday

LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION

take a selfie in your **LOCAL OUTFIT**

#WearLocalEveryday

LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION

TAG US

#WearLocalEveryday

#WearLocalEveryday

LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION

SHOW US YOUR **LOCAL LABEL**

#WearLocalEveryday

LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION

Do you #WearLocalEveryday?

If you do, take a pic, tag who you are wearing as well as Proudly SA, use the #WearLocalEveryday and post to your Facebook, Twitter and/or Instagram and make sure we can see it.

#WearLocalEveryday

LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION - LOCAL FASHION POLICE - COMPETITION

Do you #WearLocalEveryday?

Stand a chance of winning stunning everyday outfits from one of our Local Fashion Police designers.

DAVIDT LALE *Palace* KOOP

CELEBRATING LOCAL LEGENDS



PROUDLY SOUTH AFRICAN

CELEBRATING LOCAL LEGENDS



JOMO SONO

Support local soccer to create jobs

This graphic features a yellow background with a white torn-paper effect. In the top left corner is a circular logo with the South African flag and the text 'PROUDLY SOUTH AFRICAN'. The main text 'CELEBRATING LOCAL LEGENDS' is written in a bold, black, hand-drawn font. The central image shows two portraits of Jomo Sono: a black and white photo of him in a soccer jersey with the number 8, and a color photo of him in a dark suit and tie. At the bottom, the name 'JOMO SONO' is printed in white on a black bar, followed by the tagline 'Support local soccer to create jobs' in white on a black bar.



PROUDLY SOUTH AFRICAN

CELEBRATING LOCAL ICONS



MICHELLE BOTES

Watch local content to create jobs

This graphic features a yellow background with a white torn-paper effect. In the top left corner is a circular logo with the South African flag and the text 'PROUDLY SOUTH AFRICAN'. The main text 'CELEBRATING LOCAL ICONS' is written in a bold, black, hand-drawn font. The central image shows two portraits of Michelle Botes: a black and white photo of her with short dark hair, and a color photo of her in a purple off-the-shoulder dress. At the bottom, the name 'MICHELLE BOTES' is printed in white on a black bar, followed by the tagline 'Watch local content to create jobs' in white on a black bar.



PROUDLY SOUTH AFRICAN

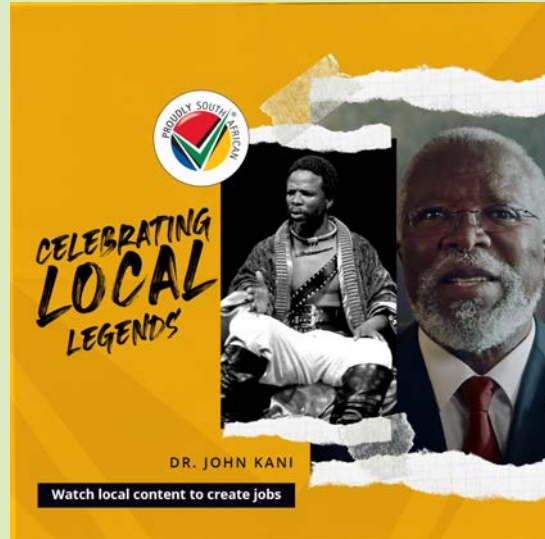
CELEBRATING LOCAL ICONS



YUSUF ABRAMJEE

Supporting local communities

This graphic features a yellow background with a white torn-paper effect. In the top left corner is a circular logo with the South African flag and the text 'PROUDLY SOUTH AFRICAN'. The main text 'CELEBRATING LOCAL ICONS' is written in a bold, black, hand-drawn font. The central image shows two portraits of Yusuf Abramjee: a black and white photo of him in a dark t-shirt, and a color photo of him in a dark suit and tie. At the bottom, the name 'YUSUF ABRAMJEE' is printed in white on a black bar, followed by the tagline 'Supporting local communities' in white on a black bar.



PROUDLY SOUTH AFRICAN

CELEBRATING LOCAL LEGENDS



DR. JOHN KANI

Watch local content to create jobs

This graphic features a yellow background with a white torn-paper effect. In the top left corner is a circular logo with the South African flag and the text 'PROUDLY SOUTH AFRICAN'. The main text 'CELEBRATING LOCAL LEGENDS' is written in a bold, black, hand-drawn font. The central image shows two portraits of Dr. John Kani: a black and white photo of him in a traditional patterned outfit, and a color photo of him in a dark suit and tie. At the bottom, the name 'DR. JOHN KANI' is printed in white on a black bar, followed by the tagline 'Watch local content to create jobs' in white on a black bar.



PROUDLY SOUTH AFRICAN

CELEBRATING LOCAL LEGENDS



PJ POWERS

Support local music to create jobs

This graphic features a yellow background with a white torn-paper effect. In the top left corner is a circular logo with the South African flag and the text 'PROUDLY SOUTH AFRICAN'. The main text 'CELEBRATING LOCAL LEGENDS' is written in a bold, black, hand-drawn font. The central image shows two portraits of PJ Powers: a black and white photo of her with short blonde hair, and a color photo of her in a white jacket. At the bottom, the name 'PJ POWERS' is printed in white on a black bar, followed by the tagline 'Support local music to create jobs' in white on a black bar.



PROUDLY SOUTH AFRICAN

CELEBRATING LOCAL LEGENDS



LILLIAN DUBE

Support local content to create jobs

This graphic features a yellow background with a white torn-paper effect. In the top left corner is a circular logo with the South African flag and the text 'PROUDLY SOUTH AFRICAN'. The main text 'CELEBRATING LOCAL LEGENDS' is written in a bold, black, hand-drawn font. The central image shows two portraits of Lillian Dube: a black and white photo of her wearing a headwrap, and a color photo of her in a pink dress. At the bottom, the name 'LILLIAN DUBE' is printed in white on a black bar, followed by the tagline 'Support local content to create jobs' in white on a black bar.

LOCAL FRIDAYS



LOCAL
fridays

HAPPY

TT MBHA

live on
instagram

23 July | 1pm-2pm
@ttmbha | @proudly.sa

Detailed description: This promotional graphic features a dark red background with a diagonal line pattern. At the top center is a circular logo with the South African flag colors and the text 'PROUDLY SOUTH AFRICAN'. Below it, two polaroid-style photos are displayed. The left photo shows a woman with short curly hair wearing a white top and a pearl necklace, with the word 'HAPPY' written in black cursive below her. The right photo shows a man in a bright red blazer and a green and white patterned scarf, with 'TT MBHA' written below. A yellow banner at the bottom contains the text 'live on instagram' and the event details '23 July | 1pm-2pm @ttmbha | @proudly.sa'.



LOCAL
fridays

HAPPY

THAMI DISH

live on
instagram

20 August | 3pm-4pm
@thamidish | @proudly.sa

Detailed description: This promotional graphic features a dark red background with a diagonal line pattern. At the top center is a circular logo with the South African flag colors and the text 'PROUDLY SOUTH AFRICAN'. Below it, two polaroid-style photos are displayed. The left photo shows a woman wearing a black cap and sunglasses, with the word 'HAPPY' written in black cursive below her. The right photo shows a woman wearing a grey headscarf and smiling with her tongue out, with 'THAMI DISH' written below. A yellow banner at the bottom contains the text 'live on instagram' and the event details '20 August | 3pm-4pm @thamidish | @proudly.sa'.



LOCAL
fridays

EUSTACE MASHIMBEYE

ASHRAF GARDA

live on
instagram

10 SEP | 3pm-4pm
@proudly.sa | @ashrafgarda

Detailed description: This promotional graphic features a dark blue background with a diagonal line pattern. At the top center is a circular logo with the South African flag colors and the text 'PROUDLY SOUTH AFRICAN'. Below it, two polaroid-style photos are displayed. The left photo shows a man in a dark suit and tie, with the name 'EUSTACE MASHIMBEYE' written in black cursive below. The right photo shows a man in a blue blazer, with 'ASHRAF GARDA' written below. A yellow banner at the bottom contains the text 'live on instagram' and the event details '10 SEP | 3pm-4pm @proudly.sa | @ashrafgarda'.



LOCAL
fridays
Thursday

HAPPY

SIBA

live on
instagram

23 September | 5pm
@sibamtongana | @proudly.sa

Detailed description: This promotional graphic features a dark red background with a diagonal line pattern. At the top center is a circular logo with the South African flag colors and the text 'PROUDLY SOUTH AFRICAN'. Below it, two polaroid-style photos are displayed. The left photo shows a woman in a black top with a white pattern, with the word 'HAPPY' written in black cursive below her. The right photo shows a woman in a floral patterned top, with 'SIBA' written below. A yellow banner at the bottom contains the text 'live on instagram' and the event details '23 September | 5pm @sibamtongana | @proudly.sa'. The word 'Thursday' is written in a black cursive font across the right polaroid photo.



REBUILD CAMPAIGN

In the wake of the civil unrest and looting in July, Proudly SA joined with SABC to create a campaign focussing on rebuilding our economy together. We created an ad as well as squeeze backs which ran on ALL SABC TV CHANNELS and radio stations.



PRIVATE SECTOR

Proudly South African Access to Market Localisation Tools

We are actively lobbying for localisation commitments from the public and private sectors, and we have a number of tools in place to help facilitate offtake agreements:

1. Market Access Platform (MAP)
2. Proudly SA's Portals



1. Market Access Platform (MAP) www.mapcollaboration.com

Launched in August, the main goal of the platform is to create a database of reliable local manufacturers and service providers from which businesses that have undertaken to increase their uptake of local products and services can procure. Businesses utilising MAP will be able to rate listed suppliers, which means that the database is a source of local content and quality vetted companies. Members of Proudly SA will automatically be eligible to be enlisted on MAP as suppliers. This is yet another tool for matching supply and demand of locally made goods and services for our members.



Benefits of MAP:

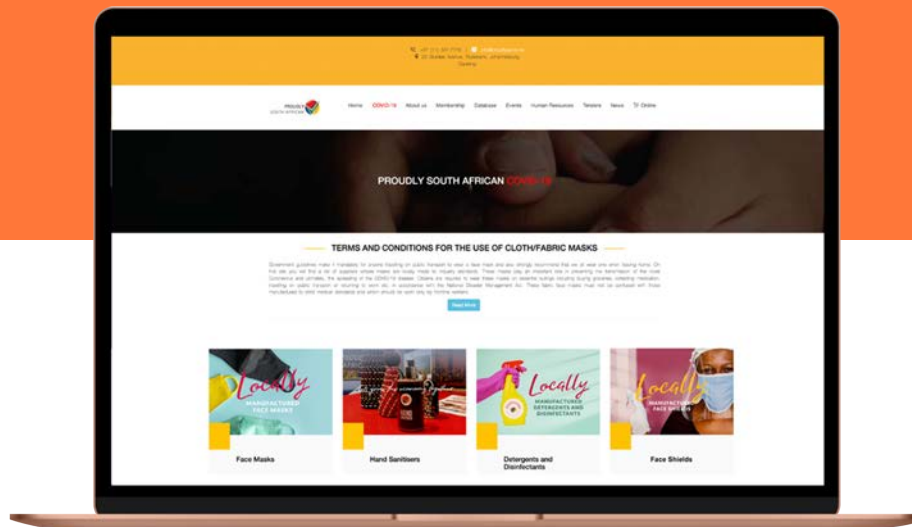
Buyers will be able to:

- Find reliable and vetted localised and transformed suppliers
- Refer their high performing transformed suppliers, local manufacturers and service providers to MAP, thereby enabling them to grow and become more competitive
- Advertise procurement opportunities for the private sector
- Support the growth of their own high-performing suppliers
- Increase competitiveness in sourcing suppliers
- Reduce the cost of sourcing
- Rate services received from suppliers
- Record and monitor their localisation procurement commitments
- View the socioeconomic impact of their commercial activity with selected suppliers

Suppliers/member companies will be able to:

- Increase their visibility in a cross-industry marketplace – Access to Market
- Find other suppliers to procure from
- View tenders and RFQs when published for their specific industry
- Report on benefits derived from MAP

2. PROUDLY SA'S COVID-19 PORTALS



Background

In 2020, Proudly SA partnered the Department of Trade, Industry and Competition (the dtic), the South African Clothing and Textile Workers Union (SACTWU), the Bargaining Council for the Clothing Manufacturing Industry and the Manufacturing Circle to roll out a cloth face mask portal to heed to demand for locally-made PPEs in the pandemic. The portals was also a mechanism for Proudly South African to support the Local Manufacturing Partnership that was created through the Business for South Africa Initiative by showcasing the 60+ manufacturers that were supported by this initiative to close the gap between the supply of locally-manufactured PPEs and demand, and to assist companies to become procurement-ready.

Purpose

These portals comprise a comprehensive list of local manufacturers producing products that have been vetted in accordance with industry standards as determined by the regulators, and in accordance with the specifications determined by the public sector. Individuals interested in procuring local products will have access to the company name, the contact person, the company's location, website and contact details, including an image of the product offering as well as a detailed description. Not only do these portals serve as a marketplace for local manufacturers of PPEs and various other products, they are also indicative of the availability of local products more broadly in the country. The portals provide Procurement Officers the option to procure locally-made products from manufacturers directly, with Proudly South African's connection being synonymous with quality.

Product offerings

- face cloth mask
- face shields/visors
- sanitisers
- disinfectants and detergents
- medical PPEs vetted in accordance with the National Department of Health and SAHPRA/NRCS specifications:
 - disposable/plastic aprons
 - disposable/isolation gowns
 - surgical masks
 - FFP2 respirators
 - SAHPRA-licensed sanitisers
 - non-sterile examination, sterile and non-sterile surgical gloves
- furniture
- other medical PPE portals currently being developed: scrubs, bonnets, boot covers, coveralls and shoe covers

Stakeholders

The portals have been well-received by stakeholders both within the public and private sectors, as well as consumers wishing to procure PPE for everyday use. As PPE has been largely designated by the public sector, Proudly SA has focused mostly on promoting the portals to the private sector. Proudly SA has reached out (and continues to do so) to the Procurement Officers from all spheres of society utilising its membership base, stakeholders in the Nedlac Localisation Technical Working Committee namely, the Manufacturing Circle, the National Business Initiative (NBI), Business Leadership South Africa (BLSA), Consumer Goods Council of South Africa (CGCSA), and Business Unity South Africa (BUSA) and each body's membership base; as well as association and industry bodies, Labour Unions, businesses that form part of the township economy, Government Departments including the Department of Small Business Development and the dtic through its sector desks, Provincial Government, Local Municipalities, State-owned Enterprises, etc.

Proudly SA will strengthen its reach in terms of advocating the support of these portals to the private sector at large. Efforts are underway to obtain localisation commitments from association bodies such as the Franchise Association of South Africa, The National Association of Automobile Manufacturers of South Africa, the South African Petroleum Industry Association, the Banking Association South Africa, the Minerals Council, the Agricultural Business Chamber of South Africa, and the National Hospital Network.

Proudly SA is participating in various activities to further drive localisation presenting its localisation tools namely the Portals and MAP to obtain localisation commitments as the first step in securing offtake agreements:

1. dtic Masterplans

Over and above Consumer Education, Proudly SA is working behind the scenes to lobby for localisation commitments from the private sector to drive demand (by securing offtake agreements).

Currently, we are actively participating in:

- Retail-Clothing, Textiles, Footwear and Leather
- Sugar
- Poultry
- Furniture
- Creative Industries
- Steel

Through our partnerships, we are also seeking to also participate in:

- Automotive through the National Association of Automobile Manufacturers of South Africa (NAAMSA)
- Plastics (through the dtic sector desk)

2. dtic CEO Initiative/Localisation Fund

Currently, this project is funded by Coca-Cola Beverages South Africa to provide technical support to drive import replacement of 42 products. Proudly SA is playing a supporting role in this endeavour by assisting the team to earmark a pilot project (footwear/components of). Various introductions have been made to interested stakeholders (including labour, the private sector – retail, plastics, component manufacturers, the dtic). Proudly SA's Market Access Platform has been earmarked as a procurement tool for this project.

3. Expanding on commitments made at the 2018 Jobs Summit

In 2018, Proudly SA invited 25 companies who made localisation commitments. In the 2021-2021 period, Proudly SA engaged the South African Petroleum Industry Association, Banking Association of South Africa, The National Association of Automobile Manufacturers of South Africa, National Association of Automotive Component and Allied Manufacturers, and the National Hospital Network to obtain localisation commitments firstly on industry level, and then from their members (individual companies). Efforts are underway to solidify these commitments and further expand on the list of stakeholders to increase participation of this initiative.

2. dtic CEO Initiative/Localisation Fund

Currently, this project is funded by Coca-Cola Beverages South Africa to provide technical support to drive import replacement of 42 products. Proudly SA is playing a supporting role in this endeavour by assisting the team to earmark a pilot project (footwear/components of). Various introductions have been made to interested stakeholders (including labour, the private sector – retail, plastics, component manufacturers, the dtic). Proudly SA's Market Access Platform has been earmarked as a procurement tool for this project.

3. Expanding on commitments made at the 2018 Jobs Summit

In 2018, Proudly SA invited 25 companies who made localisation commitments. In the 2021-2021 period, Proudly SA engaged the South African Petroleum Industry Association, Banking Association of South Africa, The National Association of Automobile Manufacturers of South Africa, National Association of Automotive Component and Allied Manufacturers, and the National Hospital Network to obtain localisation commitments firstly on industry level, and then from their members (individual companies). Efforts are underway to solidify these commitments and further expand on the list of stakeholders to increase participation of this initiative.

4. Localisation Technical Working Committee

Participants of the Localisation Technical working Committee include Proudly SA (who initiated the forum following the 2018 Jobs Summit), Business Unity South Africa, the Manufacturing Circle, the National Business Initiative, the Consumer Goods Council of South Africa, and Business Leadership South Africa. The team initially supported Proudly SA's Market Access Platform as the procurement tool of choice for localised and transformed suppliers, and three engagements were arranged to showcase MAP to the dtic Minister, BUSA (as the Nedlac business apex body) and the nominated CEO champions as part of the dtic CEO Initiative. As soon as BUSA has completed the appointment of a Project Manager, Proudly SA will support this Committee in further driving import replacement.

Ask from Industry Champions (CEOs)

- i) Delegate:
 - Delegate responsibility for implementation to the Procurement Teams
 - One identified point person to interact with PMO
 - Champions will act as promoters of the localisation initiative, including encouraging peers to join the initiative
- ii) Establish Supply and Demand:
 - PMO will share the supply and demand template with all champions
 - Champions should identify what internal / sectoral capacity they can mobilise
 - Procurement teams to populate supply and demand template
 - For each identified product, procurement teams should identify demand/supply data; manufacturing capacity/capability; opportunities; blockages; current initiatives
- iii) Additional Support Required:
 - Submit completed templates to the PMO
 - Direct queries to the PMO
- iv) Complete Template:
 - Indicate support required. For example, sourcing of vetted localised and transformed suppliers
 - The Market Access Platform (MAP) is available to Industry CEOs and Procurement Teams as a sourcing tool for localised and transformed suppliers

List of Products (a call for a 20% reduction of non-oil imports):

| Agro-processing value chain | Health-care value-chains | Basic consumer goods |
|---|---|---|
| <ul style="list-style-type: none"> • Poultry • Sugar • Edible oils • Grains • Juice concentrates • Dairy products | <ul style="list-style-type: none"> • Pharmaceuticals • Personal protective equipment • Ventilators • Other medical equipment | <ul style="list-style-type: none"> • Clothing • Footwear • Home textiles • Televisions • Mobile phones • Other consumer electronics • Fridges, Stoves and Washing Machines • Household hardware products • Packaging material • Furniture |
| Capital goods | Construction-driven value-chains | Transport rolling stock |
| <ul style="list-style-type: none"> • Agriculture equipment • Mining equipment • Green economy inputs and components • Digital infrastructure inputs, components and equipment | <ul style="list-style-type: none"> • Cement • Steel products • Plastic piping • Steel piping • Engineered products • Earth-moving equipment | <ul style="list-style-type: none"> • Automobile assembly • Auto components • Rail assembly • Rail components |

5. Localisation Partnerships

Proudly SA asks for Development Finance Institutions and entities/agencies such as the Special Economic Zones to include a clause into loan/funding agreements that stipulates in some way a commitment to local procurement by the borrowing entity. Entities targeted include:

DFIs:

- Development Bank of Southern Africa
- Industrial Development Corporation
- Ithala Development Finance Corporation
- Land & Agricultural Development Bank of SA
- National Empowerment Fund
- SEFA Small Enterprise Finance Agency
- Independent Development Trust (IDT)
- Gauteng Growth and Development Agency (GGDA)
- Northern Cape Economic Development, Trade and Investment Promotion Agency (NCEDA)
- Cape Town and Western Cape Tourism, Trade and Investment Promotion Agency (Wesgro)
- Eastern Cape Development Corporation (ECDC)
- Free State Development Corporation
- Limpopo Economic Development Agency (LIEDA)
- Small Enterprise Development Agency
- Public Investment Corporation SOC Ltd
- Land & Agricultural Development Bank of SA
- Eastern Cape Parks and Tourism Agency (ECPTA)

SEZs (through the SEZ CEO Forum):

- Dube TradePort
- OR Tambo
- Tshwane Automotive Special Economic Zone
- East London IDZ

6. Enterprise Supplier Development Localisation Initiative

In an effort to drive localisation, Proudly SA has become the access to market partner for various companies with ESD programmes. These partnerships seek to achieve:

- Prioritisation of local manufacturers/service providers for their ESD programmes
- Inclusion of localisation procurement commitments as a condition for beneficiaries
- Promote ESD programmes to the Proudly SA membership base
- Drive economic growth through joint localisation campaigns
- Award Proudly SA membership to qualifying beneficiaries in order for them to participate in other access to market opportunities (Proudly SA member benefits) to reduce reliance on a single corporate customer.

Companies targeted include: Pick n Pay, SAB, Sasol, TELKOM, Massmart, Heineken South Africa, ABSA, Afrisam, Anglo American, Astron Energy (formerly Chevron South Africa), Barclays Africa, Edge Growth and FNB, Exxaro, General Electric, Goodyear, Hatch, Imperial Enterprise, Investec, Macsteel, Mercedes Benz South Africa, Mr Price Group, MTN, Murray and Roberts, Nedbank, Property Point, REAP SOUTH AFRICA, SANLAM, Sappi, Shoprite, Sun International, Distell Group, Empact Group, Multichoice Group, SPAR Group Ltd, Tiger Brands, Tsogo Sun, Unilever, Volkswagen and Woolworths

7. Department of Small Business Development (DSBD) Retail Programme

Proudly SA is supporting the DSBD in its retail programme:

- Collaboration to run joint Localisation Campaigns with DSBD, SEDA (Small Enterprise Development Agency) and SEFA (Small Enterprise Finance Agency)
- Beneficiary companies introduced to Proudly SA for membership
 - 18 out of 20 companies have taken up Proudly SA members
 - 9 companies are already listed in retail stores namely, Dischem and Clicks
- Joint Campaigns are planned for the 9 companies now in retailers
 - Social media
 - Black Friday to Festive Season (social media and catalogue)
 - In-store launch of companies
- Department to Introduce Proudly SA to participating retailers to collaborate in terms of localisation
- Department to promote Proudly SA and its programmes, especially MAP

8. External Stakeholder Forums

SARS Industry Stakeholder Forums

To support the industries that are flooded with imports, SARS convenes quarterly meetings in order to establish areas of collaboration between SARS and industry on a formal basis by considering the protection of the economy, fiscus and people; for SARS to contribute to the efficient and effective regulation of Customs and Excise processes; and to improve South Africa's reputation as a reliable and trustworthy trade partner by promoting facilitation and compliance with legislation.

Proudly SA was invited to participate in all SARS' stakeholder forums each quarter for the following industries: alcohol, beverage, poultry, tyres, plastics, scrap metal, downstream steel, sugar, tobacco, petrol and the newly-established forum for furniture.

Members of the committees are informed of trade trends, requirements and developments that impact on business, are provided with advice on issues to enhance/improve trade facilitation and compliance, challenges experienced by SARS or industry are reviewed in order to suggest strategic business direction and best practices.

Members consist of the relevant SARS' representatives from the Customs and Excise teams, government (usually a representative of the applicable dtic sector desk), and industry bodies.

Initially, Proudly SA was introduced to the Customs and Excise team in order to receive assistance on its import replacement project on the basis that there is misinterpretation/misclassification of imports of the Standard Industry Classification codes – especially with the wide use of the word “other” across all sectors. Proudly SA managed to obtain support from the team in this regard as it was established that it is legislated to formally declare imports as per invoicing details. SARS is exploring the possibility to review its processes and systems in order to implement the legislation.

The forums also provide Proudly SA the opportunity to represent member companies, and to report to members the state of imports in the country with a view to decrease and eventually alleviate dumping of product on the shores of the country.

In quarters two to four, Proudly SA will be given the opportunity to present its projects to the bodies present in these stakeholder forums, all with a view to promote industrialisation in the country (to reduce imports as much as possible) by obtaining localisation commitments on industry-level.

Similarly, Proudly Sa is cultivating relationships with Haramba, the Franchise Association of South Africa and the Department of Economic Development to participate in its stakeholder forums in 2021 and beyond.

PUBLIC SECTOR

Proudly South African Access to Market Localisation Tools & Activities

As per the Proudly SA mandate, we can only:

- advocate for the public sector to buy local in terms of the PPPFA through Designation; and
- influence for self-designation where possible.

We are actively lobbying for localisation commitments from the public and private sectors, and we have a number of tools and activities in place to help facilitate offtake agreements:

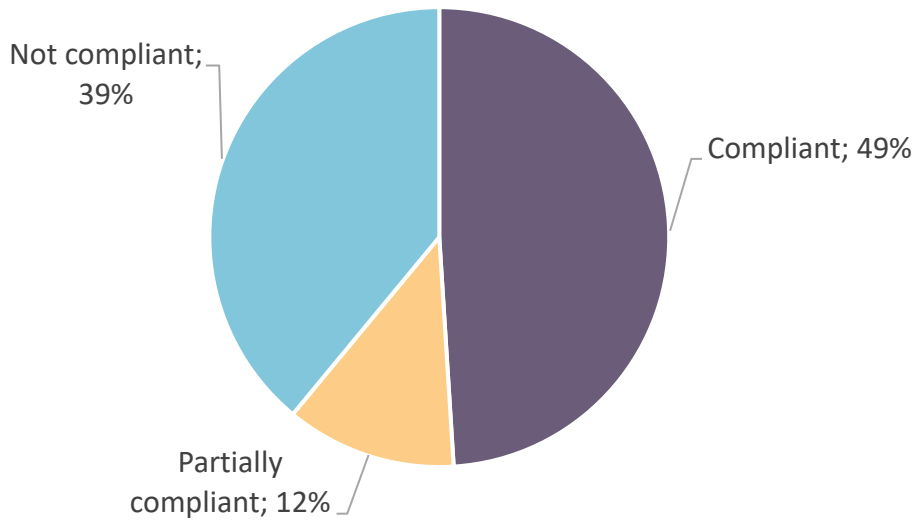
1. Proudly SA's Tender Monitoring Function

To support the efforts to drive stricter adherence to local procurement legislation (within the public sector), Proudly SA has launched the Tender Monitoring Function in April 2017 which now searches through over 815 government and SOE websites for tenders that are required to stipulate an element of local content. As part of Proudly SA's value proposition for members, they are matched with companies that are able to fulfil the tenders and are flagged and sent to the dtic to monitor compliance.

Proudly SA assists the dtic in categorising tenders in terms of their compliance to local content specifications, whether they are fully compliant, not compliant or whether the local content is unclear. Through the Proudly SA tender monitoring function, the dtic's industrial procurement unit directly addresses non-compliance of tenders/RFQs issued by the entities of government.

| BIDS IDENTIFIED IN DESIGNATED SECTORS 2019/2020 | | | | |
|---|-----------|------------|------------|------------|
| | Q1 | Q2 | Q3 | Q4 |
| Total bids identified | 91 | 324 | 381 | 146 |
| Fully compliant | 38 (42%) | 99 (31%) | 64 (17%) | 72 (49%) |
| Partially compliant | 16 (18%) | 33 (10%) | 51 (13%) | 18 (12%) |
| Not compliant | 34 (37%) | 165 (51%) | 258 (68%) | 56 (39%) |
| Not clear | 3 (3%) | 27 (8%) | 8 (2%) | 0 |

**2019/2020 Q4
COMPLIANCE LEVELS FOR BIDS FOLLOWED UP
FROM APRIL TO JUNE 2021**



2. Events – Public Sector Procurement Forums (education drive):

With the dtic Industrial Procurement Unit, the South African Bureau of Standards, Auditor General of South Africa and National Treasury, Proudly SA facilitates events to educate the public sector on the importance of localisation. Events are facilitated as per follows:

- 2.1 Provincial (all 9 provinces)
- 2.2 State-owned Enterprise Procurement Forum (one annually)
- 2.3 Metros (new activity)
- 2.4 Municipalities through SALGA (new activity)
- 2.5 National (in partnership with National Treasury) in 2022

3. Updating of Specifications

Piloting office furniture, Proudly SA is working with the dtic sector desk and industry to update specifications and revise the local content thresholds in designation to match what industry can supply.

4. SABS Local Content Verification

Proudly SA is participating and supporting the South African Bureau of Standards in its Local Content Verification Initiative by recognising its local content mark as a part of the Proudly SA Market Access Platform.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 July to 30 September 2021) - Performance against the Annual Performance Plan targets for the quarter

| Strategic objective/outcome | | | | | |
|---|--|---|---|---|--|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour | To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *Above-the-line campaign, i.e. Top of mind awareness through various platforms incl. TV, radio, print, outdoor, online and social media campaigns – number of people reached; | *Above-the-line – Buy Local/ Buy SA) activism campaign reaching at least 20 million consumers | *No activities planned for Quarter 2 | *N/A | |
| Educate consumers on the importance of buying local (Local Procurement Accord) – Influencing “Buy Local” purchase behaviour | To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of local products, raise the profile of local products and educate consumers on the importance of buying local through: *PR and Below the line activities through Social Media, press releases, radio interviews and other PR related activities; *National Consumer Educational Road show through Consumer Activations (Education Through Edutainment); *Youth targeted Campaign, with radio stations of Tertiary Institutions and/ or youth targeted commercial and community radio stations (programs) | *PR & Below the Line Activities reaching at least 10 million consumers per annum; *At least 6 Activations hosted annually *12 x Community and/or youth targeted Radio interviews/ competitions or advertising campaigns per annum | *Reach 2 million consumers during Quarter 2 *2 activations planned for Quarter 2 *3 Campaigns with radio stations planned per quarter | *Not achieved, approximately 1 million consumers were reached. *Achieved - Local Fashion Police - 4-part series – Women In Leadership Activation *3 interviews took place: - VowFM - Unisa FM - Y-FM | *Due to postponement of the LLL launch to the last day of the quarter limited the initial planned and anticipated reach for the quarter. The reach will be carried through into Q3 |

| Strategic objective/outcome | | | | | |
|---|--|--|---|---|---|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| | <p>* Consumer education campaigns targeted and hosted in tertiary institutions (in partnership with Wear SA and other organisations) and targeting basic education learners</p> <p>* Proudly SA Events/Exhibitions/Expo's/Villages at trade expos;</p> <p>* Increased awareness of the buy-local message in support of Heritage Month</p> <p>* Proudly SA CSI projects</p> | <p>* 8x campus consumer education activations at tertiary institutions (converted to Campus Radio interviews)</p> <p>* Inclusion of Buy Local in the basic education syllabus</p> <p>* Participation in at least 4 virtual trade expos per annum;</p> <p>* Roll out of at least 1 Heritage month activity per annum</p> <p>* At least 1 CSI projects per annum</p> | <p>* 2 campus consumer education activations planned per quarter</p> <p>* Initiate discussion with Department of Basic Education on this</p> <p>* Participation in one trade expo per quarter</p> <p>* 1 Proudly SA Heritage month activity planned for Q2 only</p> <p>* No CSI activity planned for Q2</p> | <p>* 1 interview on VowFM</p> <p>* Written correspondence to the department was sent.</p> <p>* Participated at the Rand Show Spring Edition - Fourways</p> <p>* CTFI – Local Fashion Police in support of the Sectoral Masterplan</p> <p>* NA</p> | <p>A total of 3 interviews are planned for Q3</p> <p>Webinar planned for Q3 to take care of this issue as a starting point.</p> |
| <p>Increase procurement of local products and services in the public sector through increased engagements with the public sector.</p> | <p>Educational roadshows Increase buy-in and support for local procurement by the public sector (all state organs) through:</p> <p>* Presentation to SOEPF (State Owned Enterprises Procurement Forum) per annum</p> <p>* Partnership with the dtic, EDD, SALGA National Treasury and provincial government departments on education of procurement officials on the implementation of the public procurement regulations in support of local procurement for designated sectors in national, provincial & local government departments and to monitor procurement within the public sector</p> | <p>* Participation in at least 1 presentation to SOEPF per annum</p> <p>* Presentation at 1 government's SCM forum with Heads of national and/or provincial government department</p> | <p>* No presentation planned for Q2</p> <p>* No presentation planned for Q2</p> | <p>* CEO did participate in a SOEPF</p> <p>* N/A</p> | |

| Strategic objective / outcome | | | | | |
|-------------------------------|---|---|--|--|--|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| | <p>*National, provincial and local departments visits – engagement with procurement officers</p> <p>*Presentation to officials in metropolitan councils – engage with local government on localisation</p> <p>*Presentation to officials in municipalities/district – engage with local government on localisation and utilizing it as part of district's economic development</p> <p>*Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities</p> <p>*CSD integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)</p> | <p>* At least 5 virtual Provincial Public Sector forums per annum</p> <p>*Presentation to at least 3 metropolitan council procurement forums per annum</p> <p>*At least 3 virtual Municipality/District focused Public-Sector Procurement forums in at least 3 provinces per annum</p> <p>*At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum</p> <p>*Launch of integration of CSD with Proudly SA database, with at least 100 companies registered in Year 1 (2021/22)</p> | <p>*1 virtual Provincial Public Sector forum planned for Q2</p> <p>*1 presentation planned for Q2</p> <p>*1 presentation planned with officials in the municipality/district for Q2</p> <p>*300 Tenders/RFPs per quarter</p> <p>*25 Proudly SA companies to be integrated with CSD per quarter</p> | <p>*2 took place namely, - Limpopo - Gauteng</p> <p>*The one with Tshwane Metro did not materialize.</p> <p>*Did not materialise.</p> <p>*759 tenders were monitored</p> <p>*No member companies have been integrated with CSD to date</p> <p>*N/A</p> <p>*N/A</p> | <p>*The Metro postponed due to municipal elections. It is now rescheduled to mid-November.</p> <p>*Municipalities have requested postponement due to municipal elections.</p> <p>*Development work is being finalised in order for both the CSD and Proudly SA systems to synchronise. Once completed, the CSD developers will share the system and intents with National Treasury for them to schedule the integration.</p> |
| | <p>*Buy Local Summit – focusing local procurement (consumers, private and public sectors)</p> <p>*Buy Local Expo – showcasing locally made products and services</p> | <p>*At least 1 Buy Local Summit to be held per annum (virtual or otherwise)</p> <p>*At least 1 Buy Local Expo held per annum (virtual or otherwise)</p> | <p>*Buy Local Summit (virtual) planned for Q4</p> <p>*Buy Local Expo (virtual) planned for Q4</p> | | |

| Strategic objective/outcome | | | | | |
|---|---|---|--|--|---------------------|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| Increase procurement of local products and services in the private sector through engagements with Business (incl. BUSA, BBC and BLSA | <p>National Educational road shows: Increased buy-in and support for local procurement by the private sector. Signing of Partnership agreements/pledges with BLSA, BBC and BUSA to commit to buying locally produced products and services through:</p> <ul style="list-style-type: none"> * Presentations to BUSA, BBC and BLSA members plus Business Chambers; * Local Procurement Partnerships with large retailers and /or manufacturers; * Buy Local Summit – focusing local procurement (consumers, private and public sectors) * Buy Local Expo – showcasing locally made products and services * Sector Specific Workshops * Business Forums with dtic and other strategic partners | <ul style="list-style-type: none"> * At least 1 presentation to Apex business organisations eg BUSA, BBC and BLSA Presentations to at least 8 business chambers, associations and/or industry events per annum * Partnerships with at least 2 major retailers/manufacturers per annum ; * At least 1 Buy Local Summit to be held per annum (virtual or otherwise) * At least 1 Buy Local Expo to be held per annum (virtual or otherwise) * 2 x sector specific engagements per annum * 12 business forums (Webinars) per annum, targeted at the private sector | <ul style="list-style-type: none"> * 1 presentation planned with any of the targeted organizations for Q2 * 2 presentations planned for each quarter * 1 partnership planned for Q2 * Buy Local Summit scheduled for Q4 (March '22) * Buy Local Expo scheduled for Q4 (March '22) * No sector specific forum scheduled for Q2 * 3 virtual business forums scheduled per quarter | <ul style="list-style-type: none"> * Presented to the South African Sugar Association, Sasfed (South African Screen Federation) and SEZ CEO forum – apex bodies * Presented to the South African Poultry Association and National Hospital Network * Innovative Water Care SA Holdings joined as a member * N/A * N/A * N/A * N/A * 4 were undertaken: <ul style="list-style-type: none"> - Sustaining Jobs: Together we can all play a part. - Re-Building, Re-Setting, Re-Newing: The prospects for economic growth & job creation post-civil unrest - How to revive the township economy - Building a transformed, resilient and sustainable tourism sector through localisation | |

| Strategic objective/outcome | | | | | |
|-----------------------------|---|--|---|---|---|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| | <p>* Proudly SA Events/ Exhibitions/ Expo' s/ Villages at trade expos</p> <p>* Market Access programmes for locally made products and services aimed at driving transformation, and enabling greater inclusion and growth, as well as empowerment of designated groups. Possible utilization of MAP (Market Access Platform) for this purpose</p> <p>* Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of sectors and companies from which commitments are secured.</p> | <p>* Participation in at least 4 virtual trade expos per annum</p> <p>* Roll out a transformation market access programme for the benefit of locally made products and services in at least one industry per annum</p> <p>* Secure new industry level localisation commitments from at least two major sector/industry associations per annum</p> <p>* Secure new localisation commitments from at least 4 major corporates per annum</p> <p>* Development of database of buyers and/or SCM officers for purposes of hosting at least one local procurement workshop</p> <p>* Implementation of Import Replacement in at least one key product per annum</p> | <p>* 1 virtual trade expo scheduled per quarter</p> <p>* Roll out planned for Q3</p> <p>* 1 new industry commitment planned for Q2</p> <p>* 1 new localization commitment from a major corporate planned per quarter</p> <p>* No local procurement workshop planned for Q2</p> <p>* 1 import replacement implementation in any key product planned for Q2</p> | <p>* Participated at the Rand Show Fourways – Spring Edition</p> <p>* N/A</p> <p>* National Hospital Network (using Proudly SA portals and MAP)</p> <p>* No localization commitments secured from major corporates</p> <p>* N/A</p> <p>* Working with the task team and Technical Working Committee, shoes (components) have been identified.</p> | <p>* Following the commitment from the National Hospital Network, corporates will be recording their commitments in Q3.</p> |
| | <p>Implementation of Import Replacement in key industries/products as per the highest imported items into the country, by value</p> | | | | |

| Strategic objective/outcome | | | | | |
|---|--|---|---|---|---------------------|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| Brand Management Brand research - Development of a scientific basis for local procurement | Existence of an Economic Impact Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers; Bi-annual research, qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes; | *Brand or Consumer Research to be undertaken at least once per annum *At least 12 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns and via the website | *A consumer research study planned for Q2 *3 dipstick survey planned per quarter | *Did not take place *Surveys done on the 4-part series Women In Leadership Events & All 4 Webinars during the quarter in review. | *Postponed to Q3. |
| Brand Compliance and IP. Effective management of Proudly SA intellectual property | Percentage of successfully executed letters of demand and court actions against identified transgressors | *Action/letters of demand to all (100%) irregular users of the Proudly SA logo identified *Annual compliance review of all members *Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally | *100% of all identified illegal users sent letters *100% (All) members checked for compliance *Monitoring of the use of logo and phrase done illegally – 100% contact with all identified companies | *All identified irregular users were sent letters – 100% *All members contacted as part of the new and renewals membership compliance process – 100% *Monitoring done by Adams and Adams monthly – 100% | |
| Partnership with enforcement agencies | *To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products *Develop partnerships with Intergovernmental State enforcement Agencies, i.e. SARS, CIPC, Customs, SAPS, Hawks, Brand SA and – multi disciplinary process with key stakeholders | *Participation in at least 24 Customs & Excise industry stakeholder forums and national operations per annum hosted by SARS *750 new products and/or services registered | *Participation in at least 6 Customs & Excise industry stakeholder forums per quarter *185 new products and/or services registered for Q2 | *Participated in 6 Customs & Excise forums. *195 new products and/or services registered | |
| Growing the database of South African supplier products and services for local procurement | *Grow the number of companies registering on the database. | | | | |

| Strategic objective/outcome | | | | | |
|--|--|--|---|---|---------------------|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| *Official Database for Local Products and Services to be utilized by all South Africans and all Government entities when procuring designated and local products | Promotion of database to both the public and private sector through workshops / regular communicate (this will include the promotion of other SA Made Products as per the designated sectors). Measured in terms of how many public institutions reached that are using the database. | <p>*Promotion of database to at least 5 virtual provincial public-sector forums (engagements)</p> <p>*Promotion of database to at least 12 provincial business forums (webinars) targeted at the private sector per annum</p> <p>*Promotion of database to at least 8 business associations or chambers or at industry specific events</p> | <p>*1 provincial public-sector forum planned Q2</p> <p>*Promotion of database at 3 provincial business forums planned per quarter</p> <p>*Promotion of database at 2 workshops with business associations or chambers or industry specific events planned per quarter</p> | <p>*Database was presented at the Limpopo & Gauteng public sector forums</p> <p>*Database was presented at four (4) virtual business forums</p> <p>*Presented the database to South African Poultry Association, South African Sugar Association and their members (SA Canegrowers, SA Millers Association, South African Farmers Development Association), SEZ CEO Forum, South African Screen Federation (and all their members) Also, presented to the Automotive, Sugar, CTFL and Creative Industries through our Women's Day events.</p> | |
| Strengthening Media relations, PR and social media | <p>*Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof</p> <p>* Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)</p> <p>*Number of interactions with the media per annum to increase the publicity and raise the profile of Proudly SA. This is part of the media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors as well as strengthen relations with the media</p> | <p>*Media Monitoring Regular monitoring of media reports coverage on Proudly SA, its members and other key stakeholders</p> <p>*Press releases At least 36 press releases and or opinion pieces per annum</p> <p>*Media engagement * At least 48 media engagements per annum</p> <p>*Media Events * At least 3 Media events/ networking sessions per annum (virtual)</p> | <p>*100% of Daily monitoring through Newsclip of all coverage on Proudly SA</p> <p>*9 press releases issued per quarter</p> <p>*12 media engagements per quarter</p> <p>*1 media event planned for Q2</p> | <p>*Achieved 100% as per PR report.</p> <p>*16 press releases issued for the period under review.</p> <p>*Target exceeded – 23 engagements in total</p> <p>*Living Lekker Locally Media Launch took place</p> | |

| Strategic objective/outcome | | | | | |
|---|--|---|--|--|--|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| | <p>*Daily communication on Twitter, Facebook and Instagram. Increased activities during campaigns</p> <p>*Increase following on social media platforms and increase in publicity</p> <p>*Major PR activation to increase awareness about the campaign and the "Buy Local" campaign</p> | <p>* Social Media activities daily</p> <p>* Increase following on all social media platforms by 2% per annum</p> <p>*Valentine's Day activation 1 per year on Valentine's day</p> | <p>*Daily updates on Twitter, Facebook and Instagram done</p> <p>Increase following on all social media platforms by 2% per quarter</p> <p>*This activation is scheduled to take place during Q4 (Feb '22)</p> | <p>*Daily updates done on Twitter, Facebook & Instagram resulting in an increase in the number of followers on all 3 platforms. The Proudly SA Twitter account now has 178,412 followers and Facebook has more than 38,000 followers & Instagram has more than 12,000 followers</p> <p>*7.7% in the period under review.</p> <p>*N/A</p> | |
| Retention and Recruitment Members | Number of members recruited and retained | <p>* Recruit at least 300 new members for the year</p> <p>* Retain at least 80% of all members due for renewal for the year</p> | <p>*75 new members recruited during the quarter</p> <p>*80% of all members due for renewal renewed membership</p> | <p>*80 new fully paid-up members recruited</p> <p>*73% of all members due for renewal, renewed their membership</p> | <p>*Slower renewal by members due to tough economic conditions</p> |
| Financial Management: Proper processing of all financial transactions on SAP and maintenance of records and supporting documents for audit purposes in compliance with relevant standards | Percentage of processing of all financial transactions done accurately and correctly at all times | 100% accurate and correct processing of all financial transactions - unqualified opinion and clean audit reports for 2020/21 financial year end audit – Annual Financial Statements | *100% accurate and correct processing of all financial transactions during each quarter | *Obtained unqualified audit report for 2020/21 All financial transactions correctly and accurately processed during Q2 | |
| Risk Management | Approved annual strategic risk register and quarterly risk management reports | 100% compliance | 100% compliance | Risk Register finalized and updated for the quarter | |

| Strategic objective/outcome | | | | | |
|---|---|--|--|--|---|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| *Improvement of accessibility and uptake of locally made products (Official online shopping platform for Local Products, to be utilized by all online shoppers in SA and abroad wishing to buy locally made products) | *Grow the number of products registered on the online shopping platform (RSA Made) – percentage growth annually | *20 % growth in number of products and/or services registered on the platform per annum | 5% growth per quarter | *9% decline | |
| *Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans | *Growth in sales of products on the online shopping platform (RSA Made) | *20% growth in sales on the RSA Made platform year on year | 5% growth per quarter | TBA | |
| *Increase export opportunities for locally made products and services in Africa, to ensure that they benefit from increased markets that come from the AfCFTA | *Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans | *Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum | *Implementation activities in support of at least 1 sectoral masterplan per quarter | *Supported Poultry, Sugar, CTFL, Furniture &, Creative Arts Industries | |
| *Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers) | *Participation in countrywide initiatives aimed at securing markets for SA made products and services in AfCFTA countries | *Participation in at least 1 programme aimed at securing markets for SA made products in AfCFTA countries | *Participation in at least 1 programme aimed at securing markets for SA made products planned for Q2 | *Did not participate in any program | *Will Participate in the African Trade Fair in Q3 |
| | *Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones | *Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones) | *No partnership planned for any SEZ for Q2 | *Presented to the SEZ CEO forum whereby specific SEZs will be targeted as a pilot project. Discussions currently underway with Tshwane Automotive SEZ. | |

| Strategic objective/outcome | | | | | |
|--|---|--|---|--|---------------------|
| Output | Performance Measure or Indicator | Annual Target | Quarterly Milestone (Q2 target) | Actual Achievement (Q2) | Reason for Variance |
| Human Resources Management: Organisational structure is always aligned to organisational strategy | Extent (Percentage) of alignment of the functional organogram with the approved strategy | * Organogram with positions informed by the organisational strategy and aligned completely | * 100% alignment of organogram to the strategy in every quarter | * Organogram fully aligned (100%) to the strategy | |
| Performance Management | * Percentage of critical positions filled | * All (100%) critical positions filled at all times | * All (100%) critical positions filled during the quarter | * All critical positions filled during the quarter | |
| Quality Management System in place | Performance management system to set and evaluate performance targets and levels every 4 months | Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from 1 October 2020 to September 2021. | 100% compliance | 100% compliance | |
| Compliance to Statutory Requirements | ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures | QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements | 100% compliance | 100% compliance | |
| | Comply with SARS, Employment Equity, and Occupational Health and Safety requirements | Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, Employment Equity, and Occupational Health and Safety requirements | 100% compliance | 100% compliance | |

PFMA AND TREASURY REGULATIONS CHECKLIST

Corporate Management

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|--------------|--------------------------|---|-----|----|-----|---|
| 1. | 49 | Accounting Authority | In terms of section 49(3) the relevant treasury, in exceptional circumstances, may approve that a functionary other than the board or CEO be the AA of the public entity. In this regard, has the Auditor-General been informed in writing of any such approval or instruction? | | | X | The Board is the Accounting Authority of Proudly SA |
| 2. | TR 27.3.1 | Chief Financial Officer | In the case of a 3A or 3C public entity, has a chief financial officer been appointed to head the finance division? | X | | | |
| 3. | 56(1) | Delegations of Authority | Have the powers entrusted or delegated to the accounting authority been delegated to other officials within the public entity? | X | | | There is a Schedule of Delegated Authority in place and this has been approved by the Board |
| 4. | 51(1)(a)(i) | Internal Control | Does the public entity have: an effective, efficient and transparent system of financial and risk management and internal control? | X | | | The policies and processes are in line with best practice and are being modified where required to fully comply with the PFMA |
| | 51(1)(a)(ii) | | A system of internal audit under the control and direction of an audit committee complying with and operating in accordance with regulations and instructions prescribed in terms of sections 76 and 77? | X | | | There is an outsourced internal audit function due to the size of the organisation and it reports to the Audit committee and complies with the provisions of sections 76 and 77 |
| | TR 27.1.1 | | Is the audit committee a sub-committee of the accounting authority? | X | | | The audit committee is a sub-committee of the Board |
| | 77(a) | | Does the audit committee consist of at least 3 persons? | X | | | The audit committee has at least 4 members |
| | 77(b) | | Does the audit committee meet at least twice a year? | X | | | The committee meets at least twice a year annually and met 3 times in the previous financial year |
| | TR 27.1.6 | | Does the audit committee operate in terms of written terms of reference? | X | | | There are approved terms of reference for the Audit and Risk committee |
| | TR 27.1.6 | | Are the terms of reference reviewed at least annually to ensure its relevance? | X | | | The terms of reference are reviewed by the Audit committee annually |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|---------------|-------------|---|-----|----|-----|---|
| | 27.1.8 | | <p>Does the audit committee review the following:</p> <ul style="list-style-type: none"> • The effectiveness of internal control systems; X • The effectiveness of internal audit; X • The risk areas of the entity's operations to be covered in the scope of internal and external audits X • The adequacy, reliability and accuracy of financial information provided to management and other users of such information X • Any accounting and auditing concerns identified as a result of internal and external audits X • The entity's compliance with legal and regulatory provisions X • The activities of the internal audit function, including its annual work programme, co-ordination with the external auditors, the reports of significant investigations and the responses of management to specific recommendations; and X • Where relevant, the independence and objectivity of the external auditors. | | | | The Audit Committee considers and approves the Audit plans of both the outsourced Internal and External Audit functions which detail all the information referred to herein, as well as all the findings and recommendations of the auditors in respect of this |
| | TR 27.1.10(a) | | Does the audit committee report and make recommendations to the accounting authority? | X | | | The Audit committee does report and make recommendations to the Board on a quarterly basis |
| | TR 27.1.13 | | Does the audit committee meet annually with the Auditor-General or external auditor to ensure that there are no unresolved issues of concern? | X | | | The Audit committee meets with the external auditors prior to and after completion of external audits |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|------------|-------------|---|-----|----|-----|--|
| | TR 27.2.1 | | <ul style="list-style-type: none"> Are risk assessments conducted regularly to identify the public entity's emerging risks? Does the public entity have a risk management strategy (including a fraud prevention plan) to direct internal audit effort and priority and to determine the skills required of managers and staff to improve controls and to manage these risks? If there is a risk management strategy, is it communicated to all employees? | X | | | <ul style="list-style-type: none"> Risk Assessment is done annually and the Risk Register is updated annually and reviewed quarterly The company has a Risk Management Strategy and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy All staff participate in the organisational Risk Management workshops |
| | TR 27.2.5 | | Are the purpose, authority and responsibility of the internal audit function defined in an audit charter? | X | | | The purpose, authority and responsibility of Internal Audit is contained in the Internal Audit charter |
| | TR 27.2.6 | | Is internal audit conducted in accordance with standards set by the Institute of Internal Auditors? | X | | | Internal Audit is conducted in accordance with required standards, and this is checked when the internal auditors are appointed |
| | TR 27.2.7 | | Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity? Does the internal audit function report to the audit committee detailing its performance against the plan? | X | | | The Internal Audit plan approved by the Audit committee is a rolling 3-year plan All internal audit reports are tabled at the Audit Committee and the Auditor's report to the committee on all their work, including tabling their quarterly progress against the approved audit plan |
| | TR 27.2.10 | | Does the internal audit function evaluate the following: <ul style="list-style-type: none"> The information systems environment; The reliability and integrity of financial and operational information; The effectiveness of operations; Safeguarding of assets; and Compliance with laws, regulations and controls | X | | | As part of the annual Internal audit plans, the areas referred to herein, are included for audits. They are therefore evaluated (audited) annually and reported once these specific audits are concluded |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|-----------|----------------------|---|-----|----|-----|--|
| 5. | 51(e) | Financial Misconduct | <p>Have effective and appropriate disciplinary steps been taken against any employee of the public entity who has:</p> <ul style="list-style-type: none"> • Contravened or failed to comply with a provision of the PFMA • Committed an act which undermined the financial management and internal control system of the public entity • Made or permitted irregular or fruitless and wasteful expenditure | | X | N/A | No employee has committed any of the offences listed herein |
| | 86(2) | | Has the accounting authority been found guilty of an offence or is there any investigation pending relating to the willful or negligent failure to comply with the provisions of sections 50, 51 or 55? | | X | | |
| | TR 33.1.1 | | Have any employees of the public entity committed financial misconduct? | | X | | |
| | TR 33.1.2 | | If so, was the investigation instituted within 30 days? | | | X | |
| | TR 33.2.1 | | Is the Executive Authority, Auditor-General and relevant treasury advised if any criminal charges that have been laid against persons for financial misconduct? | | | X | If any criminal charges are instituted for financial misconduct, the Executive Authority will be advised accordingly |
| | TR 33.3.1 | | <p>Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing:</p> <ul style="list-style-type: none"> • The outcome of any disciplinary hearings and/or criminal charges; • The names and ranks of employees involved; and • The sanctions and any further actions taken against these employees. | | | X | The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee (HR and Remunerations Committee). |

PFMA for Public Entities: Planning and Budgeting

| | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----------|---|--|--|----|-----|---|
| 52 | Annual budget, corporate plan and shareholder's compact by Schedule 2 public entities and government business enterprises | <p>Did the accounting authority submit the following to the relevant treasury and to the accounting officer of the department at least one month before the start of the public entity's financial year:</p> <ul style="list-style-type: none"> • a projection of revenue, expenditure and borrowings for the financial year in the prescribed format; and • a corporate plan in the prescribed format covering the affairs of that public entity or business enterprise for the following three financial years, and if it has subsidiaries, also the affairs of the subsidiaries. | <p>x</p> <p>x</p> | | | <ul style="list-style-type: none"> • The budget and cash flow for the financial year were submitted to the dti on time • The Board has approved the Strategic Plan and it was submitted to the dti and a Business plan was developed based on the approved Strategic plan. |
| TR 29.1.1 | | <p>Does the corporate plan include the following:</p> <ul style="list-style-type: none"> • strategic objectives and outcomes identified and agreed upon by the executive authority in the shareholder's compact; • strategic and business initiatives as embodied in business function strategies; • key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives; • A risk management plan • A fraud prevention plan • a materiality/significant framework, referred to in Treasury Regulation <ul style="list-style-type: none"> • 28.1.5; • a financial plan addressing – <ul style="list-style-type: none"> o revenue, expenditure and borrowings; o asset and liability management cash flow projections; o capital expenditure programmes; and o Dividend policies | <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> | | | <ul style="list-style-type: none"> • The approved strategic plan and business plan has been submitted to the dti as the Executive Authority • This is built into the approved strategic plan • Risk Management plan exists • Fraud prevention plan approved • Materiality is determined prior to and during external audits • This is part of the corporate plan submitted to the Executive Authority after approval by the Board as the Accounting Authority |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|-----------|---|--|------------|----|-----|---|
| | TR 29.2. | | Does the public entity conclude a shareholder's compact with the executive authority on an annual basis? If yes, does the shareholders compact document the mandated key performance measures and indicators to be attained as agreed between the accounting authority and the executive authority? | X X | | | A memorandum of Association (MoA) has been concluded and signed with the dtic The draft MoA does detail the key performance measures and the indicators to be attained |
| 2. | 53(1) | Annual budgets by non-business Schedule 3 public entities | Did the accounting authority submit a budget to the executive authority for his or her approval at least six months prior to the start of the financial year of the department designated by the executive authority? Was the budget submitted to the executive authority via the accounting officer of the department designated by the executive authority? | X X | | | Specific to Schedule 3 non-business entities, however Proudly SA does submit its budget to the dtic as required as per the MoA Specific to Schedule 3 non-business entities and not applicable to Proudly SA, however Proudly SA does submit its budget to the dtic as per the MoA |
| | 53(3) | | Did the public entity budget for a deficit or accumulate a surplus without approval of the National Treasury? | | X | | Specific to Schedule 3 non-business entities and not applicable to Proudly SA however, Proudly SA does not budget for a deficit |
| | TR 30.1.1 | | Did the accounting authority submit a proposed strategic plan to the executive authority for his or her approval at least six months before the start of the financial year of the department designated by the executive authority? Was the final strategic plan submitted to the executive authority before 1 April? | | | X | Specific to Schedule 3 non-business entities and not applicable to Proudly SA, however a strategic plan was submitted as per the MoA Final strategic plan submitted as per requirements contained in the MoA |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|-----------|-------------|---|--|----|-----|--|
| | TR 30.1.3 | | <p>Does the strategic plan:</p> <ul style="list-style-type: none"> • cover a period of three years; • include objectives and outcomes as identified by the executive authority; • include multi-year projections of revenue and expenditure; • include performance measures and indicators for assessing the public entity's performance in delivering the desired outcomes and objectives; and • include the materiality/significant framework, referred to in Treasury Regulation 28.1.5. <p>Is the strategic plan updated on an annual basis?</p> | <p>X X X X X X</p> | | | <p>The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations</p> |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|------------------------|-------------|--|-----|----|-----|---|
| | TR 29.1.3 TR 29.1.6 | | <p>Did the public entity submit a corporate plan and borrowing programme to the relevant treasury? (Schedule 2, 3B and 3D entities only)</p> <p>If a borrowing programme was submitted, did it include?</p> <p>The terms and conditions on which the money was borrowed?</p> <ul style="list-style-type: none"> Information on proposed domestic borrowing; Information on proposed foreign borrowing (national entities) Short and long term borrowing; Borrowing in relation to a pre-approved corporate plan The maturity profile of the debt; The confirmation of compliance with existing and proposed loan covenants; Debts guaranteed by the government; Motivations for government guarantees, if required; and The executive authority's approval of the borrowing programme, if required by the legislation in terms of which the entity was established. | | | X | Proudly SA is not a Schedule 2, 3B or 3D entity and does not borrow any funds |
| | TR 32.1.1 | | <p>Did the public entity borrow money for bridging purposes? If yes:</p> <ul style="list-style-type: none"> Was approval obtained from the Minister of Finance? Was the debt repaid within 30 days from the end of the financial year? | X | | X | No money borrowed by the campaign for any purposes, including for bridging purposes |

PFMA for Public Entities: Reporting

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|------------------------|--|---|---------------------|----|-----|--|
| 1. | TR 26.1.1 | Quarterly Reporting | Does the public entity submit information on its actual and projected revenue and expenditure to the designated accounting officer within 30 days from the end of each quarter? (Schedule 3A and 3C entities) | X | | | Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic as per the MoA (30 days from the end of each quarter) |
| | TR 26.1.2 | | Does the public entity report quarterly to the executive authority (via the designated accounting officer) on the extent of compliance with the PFMA and Treasury Regulations? (Schedule 3A and 3C public entities) | X | | | Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dtic |
| | TR 29.3.1 TR 30.2.1 | | Has the public entity established procedures to report quarterly to the executive authority in relation to progress made against achieving the targets set out in the strategic and corporate plan? | X | | | Proudly SA is required in the MoA to submit quarterly reports to the dtic, as per the template provided. The quarterly report sets out the progress made against achieving the set targets as contained in the APP |
| 2. | 55 | Annual report and financial statements | Did the public entity submit the following to the relevant treasury, executive authority and Auditor-General within 5 months from the end of the financial year: <ul style="list-style-type: none"> An annual report on the activities of the public entity during that financial year; The financial statements for that financial year after the statements have been audited; The report of the auditors on those statements. | X X X | | | The Annual Report, Annual Financial Statements and the Auditors report on the financial statements, are all submitted to the dtic on time, as required in the MoA |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|------------|-------------|---|-----|----|-----|---|
| | | | <p>Does the public entity's annual report and financial statements fairly present the state of affairs of the public entity, its business, its financial results, its performance against predetermined objectives and its financial position as at the end of the financial year concerned?</p> <p>Does the annual report and financial statements include:</p> <ul style="list-style-type: none"> Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year; Any criminal or disciplinary steps taken as a consequence of such losses or irregular expenditure or fruitless and wasteful expenditure; Any losses recovered or written off; Any financial assistance received from the state and commitments made by the state on its behalf; The financial statements of subsidiaries. | X | | | The Annual Report and Annual Financial Statements fairly presents the information referred to herein |
| | 65 | | <p>Did the executive authority table the annual report and financial statements within one month after the accounting authority received the audit report?</p> <p>If no, did the executive authority table an explanation in the Legislature setting out the reasons why the annual report and financial statements were not tabled?</p> <p>Does the annual report contain a disclosure to the effect that the audit committee has adopted a formal terms of reference</p> | X | | X | <p>The Executive Authority is not obliged to table this as Proudly SA is not a public entity, however the Annual report is submitted to the dtic to enable the Minister to table this if the need arises</p> <p>Proudly SA does not have any subsidiaries</p> |
| | TR 27.1.7 | | | X | | | This disclosure was included in the Governance section in the Annual Report as the audit committee has an approved set of Terms of references |
| | TR 27.1.10 | | Did the audit committee comment on its evaluation of the public entity's financial statements? | X | | | The Audit committee does comment on the public entity's financial statements in the AFS contained in the Annual Report |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|-----------|-------------|---|-----------------------|----|-------------|--|
| | TR 28.1.1 | | Does the financial statement include a report by the accounting authority that discloses the emoluments of all directors and executive members of the public entity and its subsidiaries? | X | | | |
| | TR 28.1.2 | | <p>If yes, to above, does the disclosure include?</p> <ul style="list-style-type: none"> • Fees for services as a director or executive member; • Basic salary; • Bonuses and performance related payments; • Sums paid by way of expense allowances; • Contributions made to any pension fund, medical aid, insurance scheme, etc.; • Any commission, gain or profit sharing arrangements; • Any share options, including their strike price and period; and • Any other material benefits received. | X X X X X | | X X X | No commission, gain or profit sharing applicable No share options as there is no shareholding No other material benefits received by the directors and executive members |
| | TR 28.1.3 | | Has your public entity adjusted its financial year in accordance with the table in TR 28.1.3? | | | X | Not applicable, as Proudly SA's financial year is in line already – 31 March |
| | TR 28.2.1 | | Does the annual report provide details of the materiality/significant framework applied during the financial year? | X | | | |

PFMA for Public Entities: Cash Management, Banking and Investment

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|--------------------------|-----------------|---|-----|----|-----|--|
| 1. | 51(1)(b)(iii) TR 31.1 | Cash Management | <p>Are systems, procedures and processes in place in the public entity to ensure efficient and effective banking and cash management, which includes?</p> <ul style="list-style-type: none"> • Collecting and banking revenue promptly • Making payment no earlier than necessary with due regard for efficient, effective and economical programme delivery and the public entity's normal terms for account payments; • Avoiding prepayments for goods and services unless required by the contractual arrangements with the supplier; • Accepting discounts to effect early settlement; • Pursuing debtors with appropriate sensitivity and vigor to ensure that amounts receivable by the public entity are collected and banked promptly; • Accurately forecasting the public entity's cash flow requirements; • Timing the in and out flow of cash; • Recognizing the time value of money, i.e. economically, efficiently, and effectively managing cash; | X | | | Proudly SA is not a public entity but conforms to best practice as prescribed by the PFMA and Treasury Regulations for its banking and cash management |

| NO. | SECTION | DESCRIPTION | ACTION | YES | NO | N/A | COMMENTS |
|-----|------------------------|-------------|---|---------------------------|----|-----|---|
| | | | <ul style="list-style-type: none"> • Taking any other action that avoids locking up money unnecessarily and inefficiently, such as managing inventories to the optimum level for efficient and effective programme delivery, and selling surplus or under- utilized assets; • Performing bank reconciliations at least weekly; • Making regular cash forecasts; and • Alignment of the approved budget with monthly cash flows; • Variance analyses of actual cash flow with the approved budget | X X X X X | | | |
| 2. | TR 31.2.1 | Banking | Does the public entity submit a list of all its banking accounts to the National Treasury by 31 May of each year? | | | X | The campaign submits its list of bank accounts to the dtic as per the MoA |
| 3. | TR 31.3.1 TR 31.3.2 | Investment | Does the public entity have an investment policy? If yes to the above, does the investment policy include the: <ul style="list-style-type: none"> • selection of counter-parties through credit risk analyses; • establishment of investment limits per institution; • establishment of investment limits per investment instrument; • monitoring of investments against limits; • reassessment of investment policies on a regular basis; • reassessment of counter-party credit risk based on credit ratings; and • reassessment of investment instruments based on liquidity requirements. | X X | | | The Proudly SA campaign does not have enough long-term cash reserves to enable it to invest. Any surplus funds are placed in Call accounts with the highest rate of returns, as negotiated with the banking institution where the funds are kept. |

PROGRESS ON ACTIONS IN THE RISK REGISTER - 30 SEPTEMBER 2021

| Strategic Objective(s) affected | | Contributory Factor (s) | | Consequence(s) | | Inherent Risk Rating | Existing Controls | | Residual Risk Rating | STRATEGIC RISK REGISTER - 2021/22 | | Risk Owner | Treatment Owner | Due Date |
|---|-----|--|--|----------------|---|----------------------|---|--|--|---|--|---|-------------------------------------|----------|
| High level definition | Ref | Detailed Risk Description | Effect(s) or impact | Inherent Risk | Control description | Residual risk | | | | Initiatives or planned strategies to enhance control adequacy | | Person responsible for assurance on the holistic risk | Person executing planned activities | |
| Sustainability of the campaign | 1 | A significant portion of revenue generated by Proudly South African is from the annual grant received from the Department of Trade, Industry and Competition (DTIC), this poses a risk as there is no other revenue streams and the reliance is placed on a single funder. | If the DTIC were to decrease or stop funding Proudly South African altogether, this would pose business continuity risk and ongoing concern risk and would significantly hamper the ability to achieve its strategic objectives. | 12 | There is an existing agreement with the DTIC and a MTEF budget allocation for the next three years. Proudly South African Board has built relationships with both the political and administrative officials of the DTIC in order to cement the inflow of funding. Revenue Generation Strategy in place. Proudly South African has also offered favourable payment terms. Customised the current properties to suit the current Covid-19 environment in order to attract sponsorship revenue. | 12 | Proudly South African should explore other funding sources within the public sector (e.g. government departments, agencies) Development of a Membership Target/Hit-list of high value leads across all sectors, supported by a stronger value proposition Diversification of income streams (membership fees, trade exchange, and partnerships/sponsorships) Exploring donor funding/enterprise development programmes | CEO/CFO/CMO/Strategy Exec | CEO/CFO/CMO/Strategy Exec | 31-Mar-22 | | | | |
| Educate consumers on the importance of buying local (Local Procurement Accord) and the importance of influencing 'Buy Local' purchase behaviour | 2 | One of the key pillars of Proudly South African is to ensure that there is an increase in local production and sales of locally sourced products. This is a total change in mindset as required in order to alter the buying behaviour. | This would result in Proudly South African not achieving the impact desired. | 16 | Public Sector: Tender Monitoring system Public Sector Road shows Private Sector: Participation at expos Buy-local expo Import replacement Localisation commitments Retailers Roadshow (PMGCS) Consumer Education Campaigns (Game Time) and Industry specific campaigns (CTI, Pouity and Localability) Partnership in USA work streams aimed at driving localisation | 12 | Public Sector: Continued with virtual public sector procurement forums in partnership with the provincial MECs targeting public sector procurement officials SOEP participation by SA membership database with CSD Tender Mentoring Private Sector: Source and grow Local procurement/ Localisation Commitments (in partnership with organised business, organised labour and civil society) Grow membership of the campaign and base of localisation driven companies. Drive import replacement activities, as well as develop procurement portals, including a Marketing Localisation Show Platform and Market Access Platform; Support the Localisation commitments linked to driving demand and drives Consumers Drive end-user demand through Masterplans (various) Intensity labour programme (Shop-stewards involvement) Broaden the base of friends of the campaign Partnerships with civil society and in-house organisations, intensify consumer education drive (Game Time/Living Lekker Locally and partnership campaigns with education drive). Roll out buy local campaigns in tertiary institutions and inclusion in school syllabus | CEO | CEO | 31-Mar-22 | | | | |
| Recruitment and Retention of Members | 3 | Insufficient products available to consumers at point of sale. | The relevance of the campaign might be affected negatively amongst consumers - message lost. Lost opportunity, which might not be easy to be regained which will result in Proudly South African not achieving the impact it desired. | 16 | Improve value proposition to attract high value members especially with retailers & manufacturers. Focused membership drive, underpinned by industry specific strategies. | 12 | Introduction of retail specific strategies - PMGCS, Kuraturs, CTI to grow levels of local content on their shelves and run buy local activities (especially in-store). Identified local producers and targeted as part of the membership target/hit-list. Partnership with CGCSA to help us reach retailers and wholesalers (formal and independent), as well as manufacturers. Drive a member education programme to encourage members to use the logo on their products. | CEO/Executive Manager/Strategy Stakeholder Relations & Legal | CEO/Executive Manager/Strategy Stakeholder Relations & Legal | 31-Mar-22 | | | | |
| Brand research- recruitment of a supplier for local procurement programmes implemented by Proudly SA | 4 | The impact of work conducted can only be fully measured if there is a clear understanding of whether Proudly South African is effective in achieving its mandate. | Reputational damage - Impaired stakeholder relations - Strategy not informed and/or supported by real data | 15 | Annual consumer targeted research (Massmart) Duplstick surveys post most activities | 12 | Annual Massmart consumer survey to be expanded to include additional elements. To improve on questions utilised for the event specific duplstick surveys. Conduct an audit of an entity to conduct study to measure the impact of the campaign and its programmes | CEO/CMO/Strategy Exec | CEO/CMO/Strategy Exec | 31-Mar-22 | | | | |
| Growing the database of South African supplier products and services for local procurement | 5 | Perceived lack of brand value by some potential members and resultant shortage of products and suppliers. | This would result in potential members not taking up subscriptions for membership at Proudly South African, thus resulting in the organisation would have in promoting local procurement and the ability to diversify its income streams. | 20 | >Reduction of membership fees >Improved value proposition >Focus on access to markets for members >Participation in industry master plans and hosting of events >Memberships offered to distressed members, where required | 9 | >Messaging impacting the value of Proudly South African >Building partnerships to drive localisation message >Sustained brand visibility through partnerships >Scaling of localisation to BE, Sorecard >Partnerships with industry bodies and trade sector desks. Development of a sector specific hit list, as well as reliance on masterplans for increased access to local producers. Concluding partnerships with industry bodies, bargaining councils and SETs. Roll out sector specific campaigns and member focused campaigns (Living Lekker Locally) | CEO/CMO/Strategy Exec | CEO/CMO/Strategy Exec | 31-Mar-22 | | | | |
| Financial Management and Business Continuity | 6 | Business Continuity. | - Loss of data. - Loss of income for operational purposes | 12 | >Backups of core systems and cloud storage of all company data; >Antivirus software and strengthened firewall protection; >24 hour security with armed response; >Insurance; >Disaster Recovery Site secured at Vediac | 9 | Strengthening of Control Environment, including Digitization of the organisation as well as enhancing Business Continuity plans. Ability of all staff to work remotely (all staff adequately resourced) | CEO/CFO | CEO/CFO | 31-Mar-22 | | | | |
| Compliance with Statutory Requirements | | Provisions of the POPI Act (as of 1 July 2021) | Impact on offerings related to membership value proposition (procurement opportunities), member specific campaigns, database, PR & Communication related activities and conclusion of strategic partnerships; linked to dissemination or publishing of members' information) | | New area of responsibility - new controls include introduction of controls and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required | | New area of responsibility - new controls include introduction of controls and amendment of existing policies, procedures and forms to incorporate the POPI provisions, aimed at receiving consent from Data Subjects, where required | Executive Manager/Strategy Stakeholder Relations & Legal | EXCO | 01-Jul-21 | | | | |

PROGRESS AGAINST POST-AUDIT IMPLEMENTATION PLAN - 2021/22

| No. | Finding | Corrective Action (Plan) | Status |
|-----|---|--|-------------|
| 1. | Amortisation of intangible assets calculated on a basis inconsistent with IFRS for SME's | Annual Financial Statements were adjusted accordingly | Completed |
| 2. | Incorrect classification of finance costs | Annual Financial Statements were adjusted accordingly | Completed |
| 3. | Incorrect classification of Nedbank overdraft account | Annual Financial Statements were adjusted accordingly | Completed |
| 4. | Accuracy of leave pay provision | The Leave Policy will be updated to reflect that all exceptions will be as approved by the Board | In Progress |
| 5. | Error identified in the VAT receivable balance recognized at year end | We lodged a dispute with SARS for long outstanding vat refunds via the office of the SARS Commissioner. This minor vat discrepancy will be resolved once we get resolution on the long outstanding vat refunds | In Progress |
| 6. | Accrual adjustment – restatement of AFS (completeness of accruals) | Annual Financial Statements were adjusted during the audit as management had identified this omission | Completed |
| 7. | Completeness of related party disclosures and compensation paid to key management personnel | Annual Financial Statements were adjusted accordingly | Completed |
| 8. | Composition of Audit and Remuneration Committee | The Charter/TOR for the ARC was amended to reflect the two (2) Executive Directors as permanent invitees to ARC and not as members of the committee. | Completed |
| 9. | Bid specification issues identified relative Local Summit Expo/Conference tender | An objective matrix has been developed to score the functionality criteria | Completed |
| 10. | No policy for payments made to board members when attending relevant board meeting held during the year | A policy will be developed for submission to the HR/REMCO for consideration | In Progress |
| 11. | Quality of governance documents submitted for audit | Governance documents will be signed off timeously going forward | In Progress |

FINANCIAL REPORT

Financial report - expenditure vs budget (Quarter 2 – 1 July to 31 September 2021)

| Description of item | Budget for the quarter (Q2) Rands | Actual for the quarter (Q2) Rands | Variance for the quarters (Q2) Rands | % Variance | Reason for Variance | Annual Budget Rands | YTD Actual (30 September 2021) Rands | YTD Variance (31 March 2022) Rands |
|--------------------------|-----------------------------------|-----------------------------------|--------------------------------------|-------------|---|---------------------|--------------------------------------|------------------------------------|
| INCOME | | | | | | | | |
| Membership Fees | 1,310,500 | 892,500 | (418,000) | (32%) | Various leads are being followed up, more smaller value members were recruited | 5,242,000 | 1,859,561 | (3,382,439) |
| Grant – the dtic | 13,000,000 | 13,000,000 | 0 | 0% | | 40,574,000 | 28,000,000 | (12,574 000) |
| Grant – Dubai 2020 Expo | 3,591,382 | 3,591,382 | 0 | 0% | | 3,591,382 | 3,591,382 | 0 |
| Sponsorship | 700 000 | 337,391 | (362,609) | (52%) | Marketing activities curtailed in line with sponsorship secured | 10,000,000 | 337,391 | (9,662,609) |
| Other Income | 0 | 216,510 | 216,510 | 100% | Interest income & sale of promotional items | 0 | 347,092 | 347,092 |
| Total Income | 18,601,882 | 18,037,783 | (564,099) | (3%) | | 59,407,382 | 34,135,426 | (25,271,956) |
| EXPENDITURE | | | | | | | | |
| HR and Staffing costs | 6,110,800 | 5,883,594 | 227,205 | 4% | Timing nature of certain cost elements | 25,473,200 | 11,634,041 | 13,839,159 |
| Administrative costs | 1,484,776 | 1,133,033 | 351,744 | 24% | Timing nature of certain cost elements & cost cutting | 6,725,446 | 2,548,791 | 4,176,655 |
| Membership costs | 55,053 | 12,264 | 42,789 | 78% | Cost cutting exercise undertaken, | 456,895 | 18,030 | 438,865 |
| Marketing costs | 890,438 | 450,930 | 439,508 | 49% | Timing nature of certain cost element & marketing activities curtailed in line with sponsorship secured | 22,640,584 | 980,215 | 21,660,369 |
| Capital Expenditure & IT | 1,650,831 | 1,637,125 | 13,705 | 1% | Timing nature of certain cost elements | 4,111,257 | 1,823,505 | 2,287,752 |
| Total Expenditure | 10,191,898 | 9,116,946 | 1,074,952 | 11% | | 59,407,382 | 17,004,582 | 42,402,800 |

*PROUDLY
SOUTH AFRICAN*



Be Proudly South African. Buy Local to create jobs.



www.proudlysa.co.za | [@ProudlySA](https://www.instagram.com/ProudlySA)