



# QUARTELY REPORT

1 APRIL - 30 JUNE 2026

2026/27 FINANCIAL YEAR

QUARTER 1



**PROUDLY SOUTH AFRICAN Quarterly Report  
for Q1 (1 April to 30 June 2026/2027)**

**APPROVAL OF THE REPORT**

| Recommended by the CEO for Approval |                             | Endorsed by the Accounting Authority |                             |
|-------------------------------------|-----------------------------|--------------------------------------|-----------------------------|
| <b>Name:</b> Mr. E. Mashimbye       | <b>Signature:</b> _____     | <b>Name:</b> Mr. H. Gabriels         | <b>Signature:</b> _____     |
| <b>Rank:</b> CEO                    | <b>Date:</b> ____/____/2026 | <b>Rank:</b> Chairperson             | <b>Date:</b> ____/____/2026 |

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## ACRONYMS

*The following are definitions of the acronyms used in the report*

|                   |                                                                                                                                                                                                                                                                           |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Accord</b>     | 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. |
| <b>APP</b>        | Annual Performance Plan.                                                                                                                                                                                                                                                  |
| <b>Brand SA</b>   | 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.                                                                                                         |
| <b>CGCSA</b>      | Consumer Goods Council of South Africa                                                                                                                                                                                                                                    |
| <b>COIDA</b>      | The Compensation for Occupational Injuries and Diseases                                                                                                                                                                                                                   |
| <b>CPO</b>        | Chief Procurement Officer.                                                                                                                                                                                                                                                |
| <b>CIPC</b>       | Companies Intellectual Property Commission.                                                                                                                                                                                                                               |
| <b>COTII</b>      | Council of Trade and Industry Institutions.                                                                                                                                                                                                                               |
| <b>CSI</b>        | Corporate Social Investment.                                                                                                                                                                                                                                              |
| <b>EDD</b>        | Economic Development Department, a national government department in the Republic of South Africa.                                                                                                                                                                        |
| <b>FMCG</b>       | Fast Moving Consumer Goods.                                                                                                                                                                                                                                               |
| <b>IPAP</b>       | Industrial Policy Action Plan                                                                                                                                                                                                                                             |
| <b>NCPC</b>       | 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.                                                                                 |
| <b>NEDLAC</b>     | National Economic Development and Labour Council, an entity of the Department of Labour.                                                                                                                                                                                  |
| <b>NT</b>         | National Treasury.                                                                                                                                                                                                                                                        |
| <b>PFMA</b>       | Public Finance Management Act No. 1 of 1999.                                                                                                                                                                                                                              |
| <b>Proudly SA</b> | Proudly South African, a not for profit company incorporated in terms of the Companies Act                                                                                                                                                                                |
| <b>SALGA</b>      | South African Local Government Association.                                                                                                                                                                                                                               |
| <b>SAPBA</b>      | South African Premier Business Awards.                                                                                                                                                                                                                                    |
| <b>SOEPF</b>      | State Owned Enterprises Procurement Forum                                                                                                                                                                                                                                 |
| <b>the dtic</b>   | Department of Trade and Industry, a national government department in the Republic of South Africa.                                                                                                                                                                       |
| <b>The Summit</b> | The Local Procurement Summit & Expo.                                                                                                                                                                                                                                      |
| <b>UN</b>         | United Nations                                                                                                                                                                                                                                                            |



## EXECUTIVE SUMMARY

This report covers the period 1 April – 30 June 2026 and focuses on various highlights during the period:

### OVERVIEW - ECONOMIC OUTLOOK

- **GDP:** The year to March 2026 brought relatively stable growth, following the turbulence of 2023 and 2024. The non-agricultural GDP expanded by 1.7% over the year. Value added in manufacturing shrank, however, largely due to weaknesses in the auto industry.
- **Employment:** Despite the growth in the GDP, a slight decline in employment was reported for the year to the first quarter of 2026. The fall reversed the fairly steady recovery from the pandemic downturn in 2020/21. It pushed the share of adults with employment back below 40%, wiping out the net job gains of the previous two years. Manufacturing reported the sharpest job losses.
- **Infrastructure:** Eskom sales declined by about a tenth in the year to the first quarter of 2026, while private power generation surged by a sixth. The decline in Eskom sales largely reflects user responses, particularly the energy intensive metals refineries, to its escalating tariffs. Road and rail payload remained flat in the year to the first quarter of 2026, but transit through the ports soared.
- **International trade:** South Africa recorded its twelfth straight surplus in goods trade in the first quarter of 2026. In rand terms, exports surged while imports declined year-on-year, despite the stronger exchange rate. Agricultural and manufacturing exports fell, while the value of mining exports increased, mostly due to higher prices for gold and platinum. The increased price of oil due to the US/Israeli attack on Iran only occurred in the second quarter of the year.
- **Investment and profitability:** Total investment dropped 1.2% for the quarter in seasonally adjusted terms, mostly due to a sharp turnaround in private investment. As a result, the investment rate dropped to 13.2% of the GDP, the lowest rate since 2021 at the tail end of the pandemic. Data for the return on assets are available only through the fourth quarter of 2025, when they showed some improvement.
- **Foreign direct investment projects:** The TIPS Foreign Direct Investment Tracker monitors FDI projects quarterly, using published information. This quarter, the Tracker recorded 50 announcements. The investment value amounts to R111.7 billion, recorded from 47 projects. All but 11 of the new projects were announced at the sixth South African Investment Conference.



### The Buy Local campaign and its role in driving economic growth, in response to the above overview:

Proudly SA continues to play an important role in driving advocacy efforts to encourage consumers, the public and private sector to support locally manufactured goods and services to stimulate economic growth and job creation.

#### **To achieve this, the campaign focuses on the following key areas:**

- To educate consumers on the importance of country-of-origin labels and the economy wide benefits of buying locally made products and services.
- Influence both the public and the private sectors to increase their respective levels of local procurement; and
- To increase the accessibility of locally made products and services.

This is done through various programmes and activities as outlined in the approved Annual Performance Plan, which is derived from the Organisational Strategic Plan. The details contained in this report outlines the progress made in this regard during Quarter 4 of the 2025/26 financial year.

## 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 26 June 2026 and considered the following:**

- The Board noted the announcement of the nomination of Mr. Simon Chan, who would replace Mr Michael Lawrence from the Business Constituency. The nomination would be communicated to the Overall Convenors for ratification.
- The Board noted the resignation of Ms Happy Ngidi. A board-led recruitment team comprising the Chairperson, Mr Ndebele and Ms Lisa would hold interviews later in the year for her replacement.
- The Board approved the Brand Strategy centred on the tagline "Loved Here. Made Here", shifting focus to consumer emotion.
- The Board noted the Quarterly Report, which included Performance Targets, and approved it for submission to the DTIC.
- The Board noted the Closeout Report for the Buy Local Summit and Expo (BLSE), which hosted over 2 000 people over the two days and generated a PR Value of R45.2 million.
- The Matchmaking Report from the BLSE was presented, and it was noted that over 1 300 meetings were hosted.
- The Proudly SA Online Store now listed over 2500 products.
- The Board reviewed the plans for the Durban July and the Local Wine Expo.
- The Board noted the updates from the sub-committees, including the status of the external audit and the recent Level 3 B-BBEE rating.
- The Management Accounts for April showed a healthy cash position with a current ratio of 10:5.

### 3.2) Audit and Risk Committee

**The members of the Audit and Risk Committee held their meeting on 19 June 2026, and the meeting considered the following:**

- In response to an internal audit finding, a new brand strategy was formally presented and reviewed by the Membership and Marketing Committee.
- The Draft Consolidated Financial Statements, which comprised the NPC and the Proudly SA Online Store (Pty) LTD, were presented and noted by the Committee.
- The External Audit was underway with 80% of RFI's already issued and the CFO's office providing prompt submissions.
- The Supply Chain Management and Financial Disciplinary Reviews, such as payroll, general processing journals and asset management – showed that internal controls are both adequate and effective.
- The Risk Register with the risks identified by the Board was tabled and noted by the Committee.

### 3.3) Finance and Procurement Committee

**The members of the Finance and Procurement Committee held their meeting on 10 June 2026, and the meeting considered the following:**

- The full consolidated draft annual financial statements were presented to the Committee for noting, and this included financials for the Proudly SA Online Store.
- 32 Diamond Tier Members successfully renewed, and 8 brand new Diamond Members were added. 10 Diamond Members were secured through event sponsorships.
- The discount given to Haleon was noted.
- The Sponsorship Report, including the sponsorship from Food & Bev Manufacturing Seta had agreed to sponsor the Local Wine Expo.
- The Management Accounts, comprising the Profit and Loss Statement as well as the Balance Sheet for the period ending April 2026, were reviewed and noted.

### 3.4) Membership, Marketing and Communications Committee

**The members of the Membership, Marketing and Communications Committee held their meeting on 12 June 2026, and the meeting considered the following:**

- Proudly SA would assist with the Marketing and awareness campaigns for the National Dialogue as requested by NEDLAC.
- The Committee endorsed the Brand Strategy and transition to the new tagline “Loved Here. Made Here.”
- The Committee noted the updates on ACSA and the Spaza Shop Programme
- Discussions were continuing with the Craft and Design Institute regarding a possible Pavilion at the V&A Waterfront Terminal
- The Marketing and PR Report with media analytics and social media stats was noted.
- The Committee noted activation concepts and operational plans for the Durban July, LFP and Wine Expo.
- The Committee noted the efforts being made by Management to obtain Sponsorship for the upcoming flagship events.
- The Market Access Platform back end had been brought fully in-house and upgraded with an active AI solution.
- 2 510 Live products are listed on the Proudly SA Online Store.
- 116 new members were secured, and the retention rate was 86%.
- The 20% discount given to Haleon for a three-year membership was noted.
- The progress on Diamond and Platinum members was noted.
- There was still a low compliance rate across monitored previously designated sector tenders in the public sector.
- The preliminary matchmaking outcome metrics from the BLSE recorded over 1300 scheduled B2B meetings. .



### 3.5) HR and Remunerations Committee

**The members of the HR and Remuneration Committee held their meeting on 18 June 2026, and the meeting considered the following:**

- The Committee approved the proposed new organogram, which proposed title changes and the provision for a new e-Commerce Administrator and Logistics Controller Position.
- The total staff complement was 45, with 26 females and 19 males.
- There were two promotions and no resignations during the quarter under review.
- The training report on study subsidies, learnerships and staff bursaries was noted.
- The performance of the organisation averaged 81% for the quarter.
- The internal policies were updated to align with the Minister of Employment and Labour's newly gazetted annual earning threshold increase to R269 690.00.
- The Committee discussed and approved a policy that travel, and e-hailing claims must be calculated to and from the office.
- The organisation had received their COIDA letter of good standing.
- The EAP usage reports and Staff Wellness Reports were noted.

### 3.5) Social and Ethics Committee

**The members of the Social and Ethics Committee held their meeting on 2 June 2026, and the meeting considered the following:**

- The Committee reviewed the cost estimates of hosting a podcast.
- The complete internal policy register across all departments was presented and noted by the Committee.
- The Committee reviewed the register of Board Declaration, and they deemed that no immediate or material conflicts existed.
- The Committee noted the updated Social and Ethics Checklist.
- The POPIA Checklist was reviewed and noted by the Committee.
- The Committee noted the organisation's Level 3 B-BBEE Scorecard.





## 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 first quarter of the 2026/27 financial year.*

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

- Below-the-line and PR related activities generated unpaid media and social media coverage on various platforms. The positive recorded coverage had a reach of more than 55,5 million consumers. The coverage is calculated based on the reach of each of the platforms and mediums used. This was complemented by the 12 media engagements with journalists and editors, the 10 press releases issued, and the one media partnership concluded during the quarter;
- Social media growth continued its positive trajectory by registering growth across all different platforms, with a collective growth of 2% across all social media platforms, namely facebook, X (Twitter), LinkedIn, Tik-Tok and Instagram.
- A member retention rate of 90% was achieved for Quarter 1 against the set target of 80%.
- Private Sector Engagements (targeted at both SMEs and big businesses) included hosting of 23 webinars and business forums, as well as participation in five industry forums, engagements with nine business chambers/industry bodies. These engagements also included participation in three SARS industry specific forums during the period under review.
- As part of Tender Monitoring initiatives in the Public Sector, Proudly SA was able to identify a total of 472 tenders issued for previously designated sectors against the set target of 300 as part of the strategic goal of increasing the procurement of locally made goods and services in the public sector. We have already developed the new AI tender monitoring tool which will significantly increase the efficiency and effectiveness of the tender monitoring function;
- There has also been an increase in the database of South African made products/ or services on our database, with a total of 275 new products registered against a target of 250 for the reporting period;
- The organization remains compliant with its financial and Human Resources reporting obligations and received an unqualified audit opinion for its financial statements for the immediate prior reporting period. The Market Access Platform (MAP) had over 2 100 members listed thereon, with 230 buyers registered to use the platform; and
- The organisation remains compliant with its financial and human resources reporting obligations and received an unqualified audit opinion for its financial statements for the immediate prior reporting period.

#### 4.2) Areas where targets were not met:

During the quarter under review, the Proudly SA campaign could not achieve all its targets, and the following are the areas where targets for the quarter were missed:

- The organisation could only recruit 74 new members against the set target of 100 for the period under review;
- The organisation came short of securing new localisation commitments as per the set target for the quarter. Continuous follow ups are being made in respect of previous commitments made, including the 12 commitments secured at the end of the last quarter of the previous financial year;
- The target to conduct at least 12 dipstick surveys with members and delegates attending Proudly SA events was missed. Only 11 dipstick surveys were conducted. Plans are in place to make up for this deficit in the next quarter; and

Proudly SA consistently continues to monitor its operational plans to ensure it meets most of its delivery commitments, as per the approved 2026/27 annual performance plan, and all areas where targets were missed are given priority to ensure that all targets for the year are met by the end of the financial year.



## 4.3) Membership Report for Q1 - 2026/27

### 4.3.1) Quarter 1 Highlights

| Membership Base                         |        |
|-----------------------------------------|--------|
| As of Q1- 2026/2027                     | 3,774  |
| New Members                             |        |
| Target                                  | 100    |
| Achievement                             | 74     |
| Renewal Rate                            |        |
| Target                                  | 80%    |
| Achievement                             | 90%    |
| Database of Local Products and Services |        |
| Target                                  | 250    |
| Achievement                             | 275    |
| <b>Previous Quarter: Q4:2025/2026</b>   | 26,316 |
| <b>Current Quarter: Q1: 2026/2027</b>   | 26,566 |

### 4.3.2) Overview

Q1 (April – June) of 2026 saw slow to moderate growth across all sectors of new and renewal memberships. Despite some positive performance, South Africa's economy experienced a slowdown, driven by several ongoing challenges, including rising fuel prices, increased electricity tariffs, and widespread public demonstrations. These economic pressures affected both businesses and consumers, contributing to a more cautious operating environment. Nevertheless, membership renewals remained steady, reflecting the continued value and relevance of our offerings for our existing members.

While Gauteng continued to account for the largest concentration of members, this quarter demonstrated encouraging growth in other provinces. Notable increases in membership were recorded in KwaZulu-Natal, Eastern Cape, Western Cape, and Limpopo, indicating a broader geographical reach and growing awareness of our offerings across South Africa.

The manufacturing sector continued to represent the largest share of our membership base, with most members operating as small and medium-sized enterprises (SMEs). Encouragingly, the sector experienced continued growth during Q1 2026, reflecting sustained demand and increasing engagement from manufacturing businesses.

In the diamond sector, mining and supply to mines are starting to dominate the market. New diamond member Hansen and Genwest, a mining product supplier says: "Mining companies are increasingly sourcing goods and services from South African suppliers to support economic development and comply with industry expectations."

Engagements with Hansen and Genwest confirmed that there has been a concerted effort to strengthen the local manufacturing of mining equipment and components. This shift is aimed at reducing reliance on imports while creating greater opportunities for small and medium-sized local enterprises (SMEs). The trend is encouraging for our members operating within the mining manufacturing sector, as it has the potential to improve market access and increase demand for locally manufactured products. It also reinforces the relevance of Proudly South African's localisation and market access initiatives, highlighting the growing need for the services and support we provide to members.

The sporting goods and apparel sector is emerging as a growing segment of South Africa's manufacturing economy. Proudly South African continues to onboard manufacturers in this sector on a monthly basis, reflecting increasing demand for locally produced sporting products.

One notable example is Old School, a South African manufacturer that has established itself as a leading supplier of rugby and soccer apparel. The brand has secured shelf space in major retail outlets. The growth of this sector is encouraging as it demonstrates how sport is creating new opportunities for local manufacturing, supporting job creation, and expanding market access for South African-made products. This trend also aligns with Proudly South African's mandate to promote localisation and strengthen the competitiveness of local manufacturers across emerging industries.

The continued growth of the mining sector, local mining suppliers, and the sporting apparel industry is a strong testament to the increasing confidence in South Africa's local economy. It reflects a growing commitment by businesses and consumers to support locally manufactured products and services, while creating opportunities for South African enterprises to expand, innovate, and compete. These trends reinforce the importance of localisation as a driver of industrial growth, job creation, and economic resilience, and highlight the critical role that Proudly South African continues to play in supporting and promoting local businesses.

#### 4.3.3) Terms utilised in the tables, graphs & charts in the Membership Report

| Classification of members |                                                                                                                                                                                                    |                                                  |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| Category                  | <b>SMMEs</b><br>Small, micro, and medium enterprises turning over less than R5 million per annum and organisation's including foundations, councils, associations, and not-for-profit institutions | Annual membership fee (excluding VAT)<br>R500.00 |
|                           | <b>Bronze</b><br>Organisations turning over between R5 million and R10 million per annum                                                                                                           | R1,000.00                                        |
|                           | <b>Silver</b><br>Companies turning over between R10 million and R30 million per annum                                                                                                              | R10,000.00                                       |
|                           | <b>Gold</b><br>Companies turning over between R30 million and R50 million per annum                                                                                                                | R20,000.00                                       |
|                           | <b>Platinum</b><br>Companies turning over between R50 million and R100 million per annum                                                                                                           | R50,000.00                                       |
|                           | <b>Diamond</b><br>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<br>(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                         |

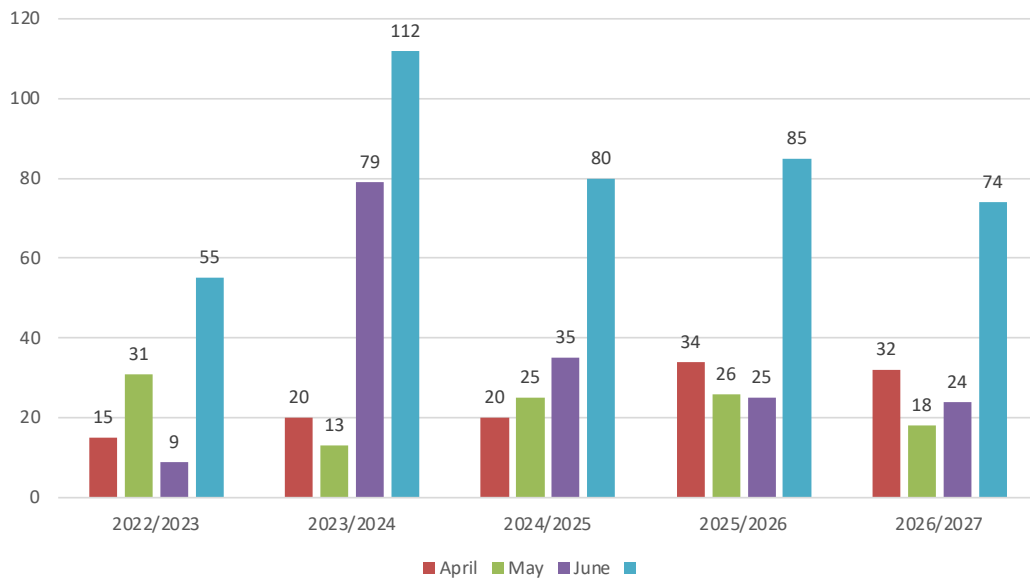


## Newly-recruited members

YEAR-ON-YEAR COMPARISON: 2022/2023 to 2026/2027

| MONTH | 2022/2023 | 2023/2024 | 2024/2025 | 2025/2026 | 2026/2027 |
|-------|-----------|-----------|-----------|-----------|-----------|
| April | 15        | 20        | 20        | 34        | 32        |
| May   | 31        | 13        | 25        | 26        | 18        |
| June  | 9         | 79        | 35        | 25        | 24        |
|       | 55        | 112       | 80        | 85        | 74        |

Graphical Representation YOY Comparison  
2020/2021 to 2026/2027



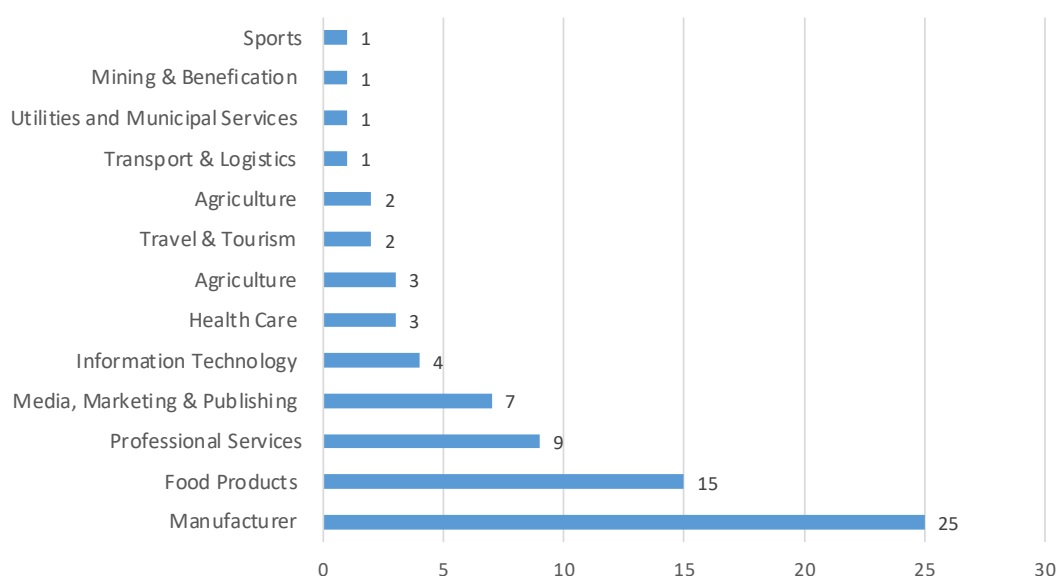
## Q1: 2026/2027 NEWLY RECRUITED MEMBERS

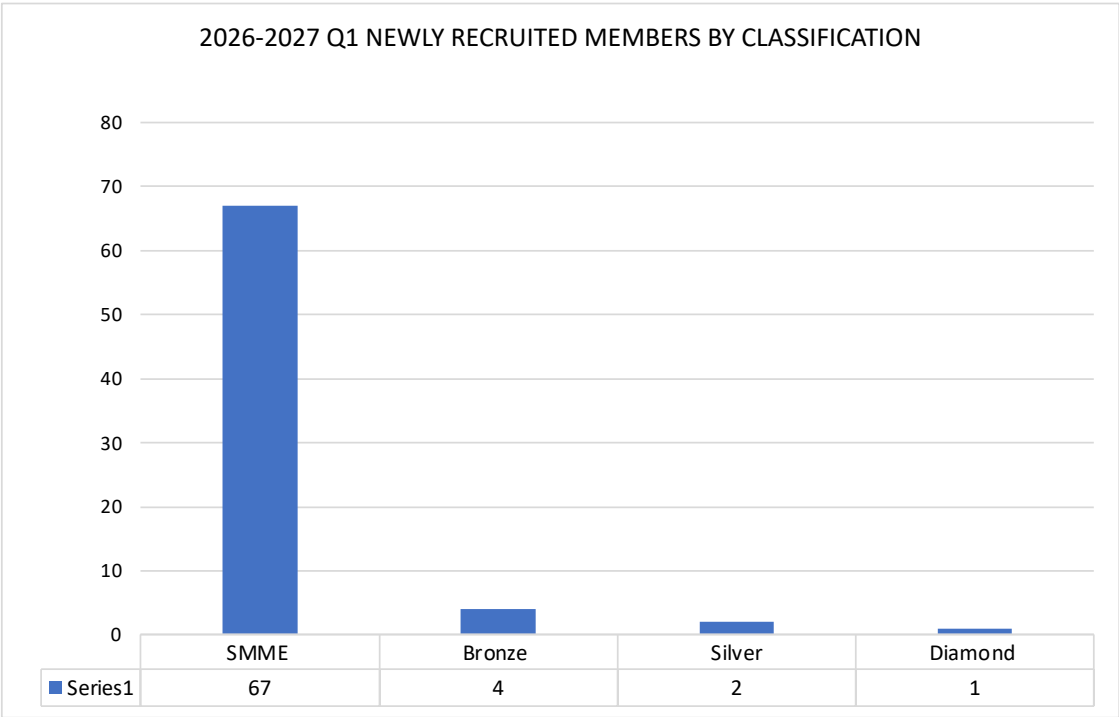
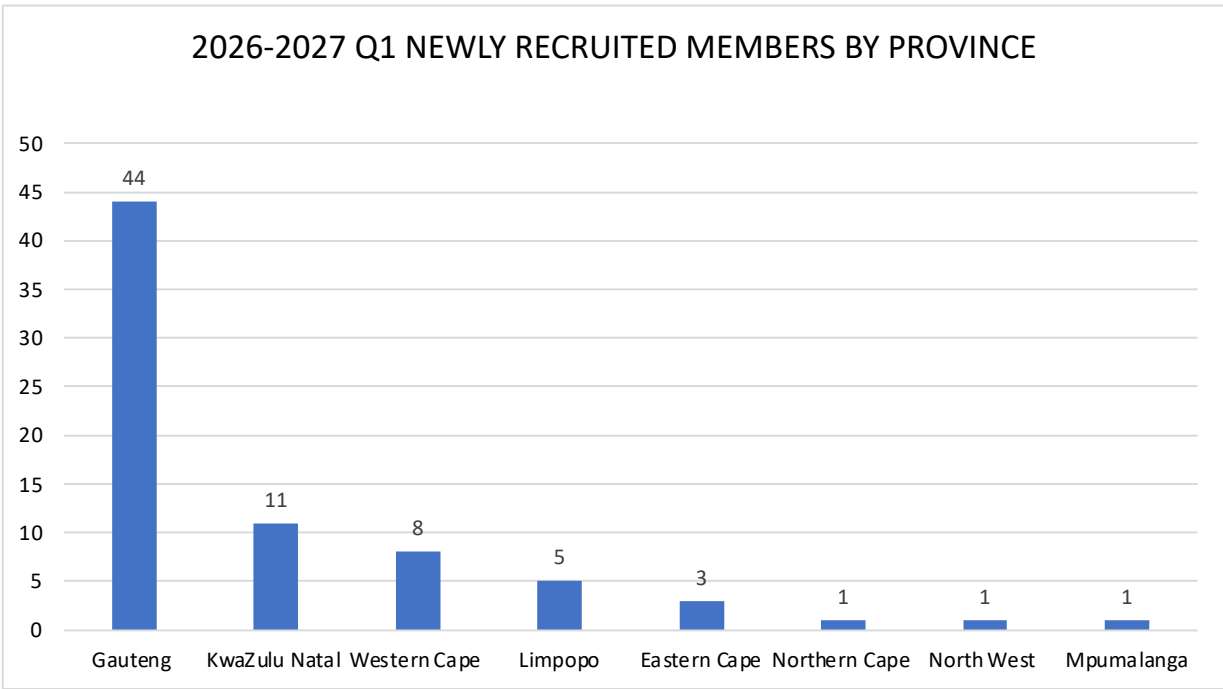
| COMPANY                                        | SECTOR                                     | PROVINCE       | CLASSIFICATION | LEAD ORIGIN          |
|------------------------------------------------|--------------------------------------------|----------------|----------------|----------------------|
| <b>APRIL</b>                                   |                                            |                |                |                      |
| Assegai Sports cc                              | Manufacturer                               | Kwa-Zulu Natal | Bronza         | Direct               |
| Design By NW                                   | Manufacturer                               | Gauteng        | SMME           | Direct               |
| Haibo Africa                                   | Media Marketing and Publishing             | Gauteng        | SMME           | Direct               |
| Hansen and Genwest                             | Manufacture                                | Gauteng        | Diamond        | Referral             |
| HF Agricultural Holdings                       | Food Products                              | Limpopo        | SMME           | Consultant Generated |
| Impex Medical Supplies                         | Healthcare                                 | Gauteng        | SMME           | Direct               |
| Intelligent Protuberance Precision Engineering | Manufacturer                               | Gauteng        | Bronza         | Direct               |
| Lean Technovations                             | Information Technology & Telecommunication | Gauteng        | SMME           | Direct               |
| Leon le Grange                                 | Food Products                              | Western Cape   | SMME           | Direct               |
| Madam Waste                                    | Utilities And Municipal Services           | Gauteng        | SMME           | Direct               |
| Magnetic Metal Prints                          | Media Production Services                  | Gauteng        | SMME           | Direct               |
| Mamoa Trading Enterprise                       | Manufacturer                               | Gauteng        | SMME           | Consultant Generated |
| Mandz Holdings                                 | Healthcare                                 | Gauteng        | SMME           | Direct               |
| Marshall Hill (Pty) Ltd                        | Food Products                              | Eastern Cape   | SMME           | Direct               |
| Mondiwe Logistics                              | Professional Services                      | Eastern Cape   | SMME           | Direct               |
| Naani's Pickles                                | Food Products                              | Gauteng        | SMME           | Direct               |
| Naturally Relief & Renew                       | Manufacturer                               | Western Cape   | SMME           | Direct               |
| Ndarama Works                                  | Professional Services                      | Gauteng        | Silver         | Direct               |
| Nkandzo                                        | Healthcare                                 | Gauteng        | SMME           | Direct               |
| Nomaskincare By Kingdom                        | Manufacturer                               | Gauteng        | SMME           | Direct               |
| Park De Kuter                                  | Manufacturer                               | Gauteng        | SMME           | Consultant Generated |
| Play buddy                                     | Manufacturer                               | Kwa-Zulu Natal | SMME           | Direct               |
| Rigsby                                         | Manufacturer                               | Kwa-Zulu Natal | SMME           | Direct               |
| Rural Goddess                                  | Manufacturer                               | Gauteng        | SMME           | Direct               |
| Silver Spectrum Solutions                      | Information Technology &                   | Gauteng        | SMME           | Direct               |
| Telecommunication                              | Information Technology                     | Gauteng        | SMME           | Direct               |
| Splash Life                                    | Food Products                              | Gauteng        | SMME           | DIRECT               |
| The Footballer's Lab                           | Sport                                      | Western Cape   | SMME           | Direct               |

|                                     |                                              |                 |                       |                    |
|-------------------------------------|----------------------------------------------|-----------------|-----------------------|--------------------|
| The Synthesis Corner                | Media Marketing and Publishing               | Gauteng         | SMME                  | Direct             |
| Tropical Paradise Smoothie Bar      | Food Products                                | Kwa-Zulu Natal  | SMME                  | Direct             |
| Ubuntu Tissue Manufacturing         | Manufacturer                                 | Kwa-Zulu Natal  | SMME                  | Direct             |
| Zak'cent Perfumes                   | Manufacturer                                 | Gauteng         | Bronza                | Direct             |
| <b>COMPANY</b>                      | <b>SECTOR</b>                                | <b>PROVINCE</b> | <b>CLASSIFICATION</b> | <b>LEAD ORIGIN</b> |
| <b>MAY</b>                          |                                              |                 |                       |                    |
| Bombas Trading and Projects         | Agriculture                                  | Gauteng         | SMME                  | Direct             |
| Brand and Beyond Media              | Media Marketing and Publishing               | Gauteng         | SMME                  | Direct             |
| Calla Wines                         | Agriculture                                  | Western Cape    | SMME                  | Direct             |
| Camo Man                            | Manufacturer                                 | Gauteng         | SMME                  | Direct             |
| Chi Time Teas                       | Food Products                                | Eastern Cape    | SMME                  | Referral           |
| Enviroocare Consulting and Projects | Professional Services                        | Gauteng         | SMME                  | Referral           |
| Greater Heights Financial Solutions | Financial Services                           | Gauteng         | SMME                  | Referral           |
| Gymrat                              | Manufacturer                                 | Western Cape    | SMME                  | Direct             |
| Hair Nativez Studio                 | Professional Services                        | KwaZulu Natal   | SMME                  | Referral           |
| Hyades Cleaning Solutions           | Professional Services                        | Gauteng         | SMME                  | Direct             |
| Incense Wear by Phi                 | Manufacturer                                 | KwaZulu Natal   | SMME                  | Referral           |
| Mclau Solutions                     | Manufacturer                                 | Northern Cape   | SMME                  | Direct             |
| Moyena Group                        | Media Marketing and Publishing               | Gauteng         | SMME                  | Direct             |
| Perima's Kitchen                    | Food Products                                | KwaZulu Natal   | SMME                  | Referral           |
| Reliance Corporation South Africa   | Information Technology and Telecommunication | Gauteng         | SMME                  | Referral           |
| Resemeletse Motlopi Coffee Project  | Food Products                                | Northwest       | SMME                  | Referral           |
| Uthabiti Trading                    | Food Products                                | Limpopo         | SMME                  | Direct             |
| Zintokokazi Wines                   | Agriculture                                  | Gauteng         | SMME                  | Direct             |
| <b>COMPANY</b>                      | <b>SECTOR</b>                                | <b>PROVINCE</b> | <b>CLASSIFICATION</b> | <b>LEAD ORIGIN</b> |
| <b>JUNE</b>                         |                                              |                 |                       |                    |
| Andrewsha Enterprise CC             | Food Products                                | Limpopo         | SMME                  | Direct             |
| Cadivision                          | Professional Services                        | Western Cape    | Bronze                | Referral           |

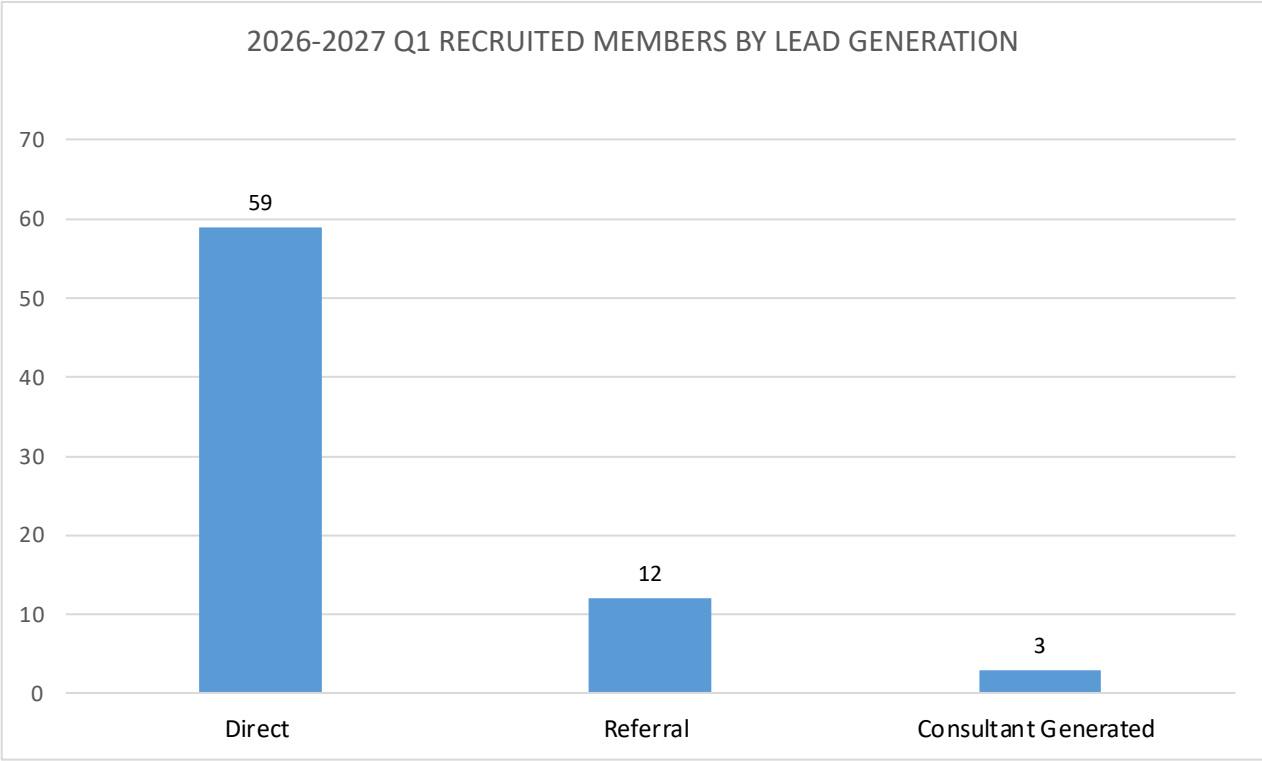
|                                  |                                     |               |        |          |
|----------------------------------|-------------------------------------|---------------|--------|----------|
| CD International                 | Professional Services               | Gauteng       | SMME   | Direct   |
| CRM Enterprise                   | Media Production Services           | Gauteng       | SMME   | Direct   |
| CUCU Rooibos                     | Food Products                       | Western Cape  | SMME   | Direct   |
| DBN Mettle SA                    | Manufacturer                        | KwaZulu Natal | Silver | Referral |
| Full HD                          | Manufacturer                        | Western Cape  | SMME   | Direct   |
| Greenlife Herbs                  | Agriculture                         | Gauteng       | SMME   | Referral |
| Happy Acres Field Centre         | Education, Development and Training | Gauteng       | SMME   | Direct   |
| I Travel 2 See                   | Tourism, Travel and Hospitality     | Gauteng       | SMME   | Direct   |
| Impepho Essentials               | Manufacturer                        | Mpumalanga    | SMME   | Direct   |
| Isabella Jewellers               | Mining and Beneficiation            | Gauteng       | SMME   | Direct   |
| Lushika                          | Food Products                       | Limpopo       | SMME   | Direct   |
| Mama Entle Projects & Enterprise | Manufacturer                        | Gauteng       | SMME   | Direct   |
| Mercado                          | Transport and Logistics             | Limpopo       | SMME   | Direct   |
| Mirebo                           | Food Products                       | Gauteng       | SMME   | Direct   |
| Nanocare SA                      | Manufacturer                        | KwaZulu Natal | SMME   | Direct   |
| Reach Out & Restore              | Professional Services               | Gauteng       | SMME   | Direct   |
| Self Insights                    | Professional Services               | Gauteng       | SMME   | Direct   |
| Stacked Industries               | Manufacturer                        | Gauteng       | SMME   | Direct   |
| Synergy Sibings                  | Manufacturer                        | Gauteng       | SMME   | Direct   |
| Ulanga Bar                       | Media Marketing and Publishing      | Gauteng       | SMME   | Direct   |
| V in Aspects                     | Manufacturer                        | KwaZulu Natal | SMME   | Direct   |
| Wandera Holdings                 | Food Products                       | Gauteng       | SMME   | Direct   |

#### 2026-2027 Q1 NEWLY RECRUITED MEMBERS BY SECTOR





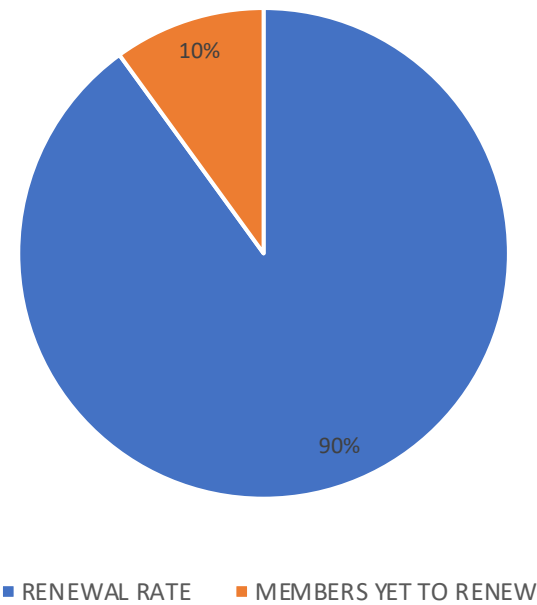




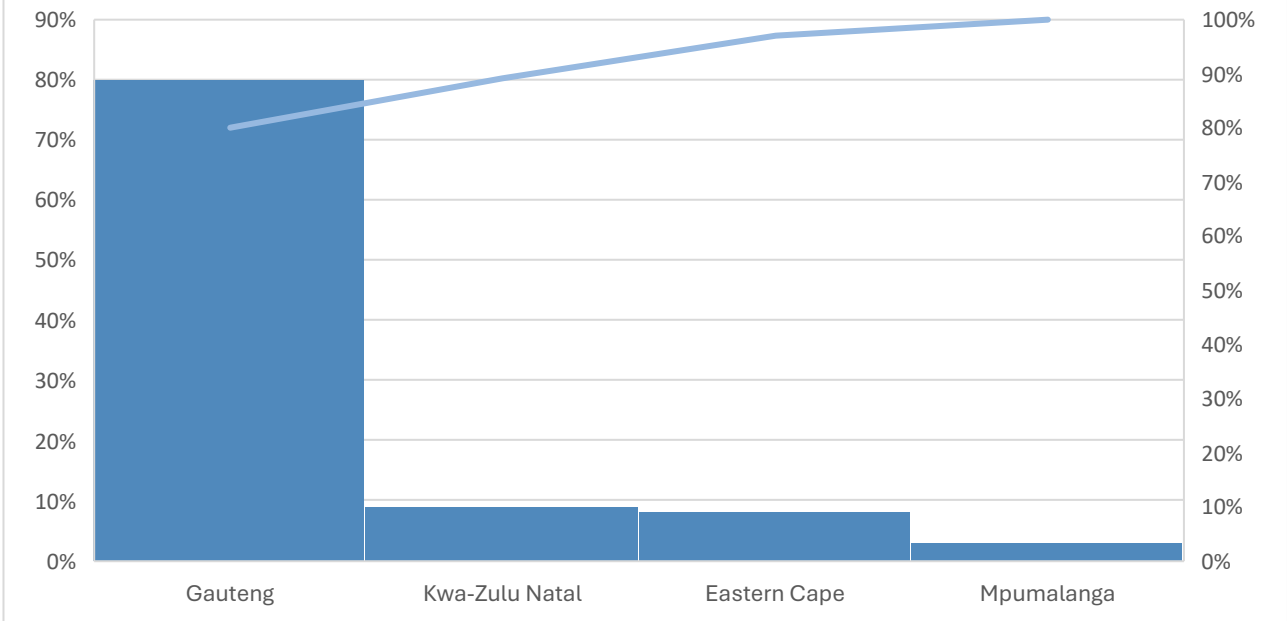
Q1: 2026-2027 RENEWING MEMBERS

|                                                   |     |
|---------------------------------------------------|-----|
| The renewal target for this quarter was achieved. |     |
| Renewal Rate:                                     | 90% |
| Target:                                           | 80% |
| REASON FOR GROWTH                                 |     |
| The renewal target for this quarter was achieved. |     |

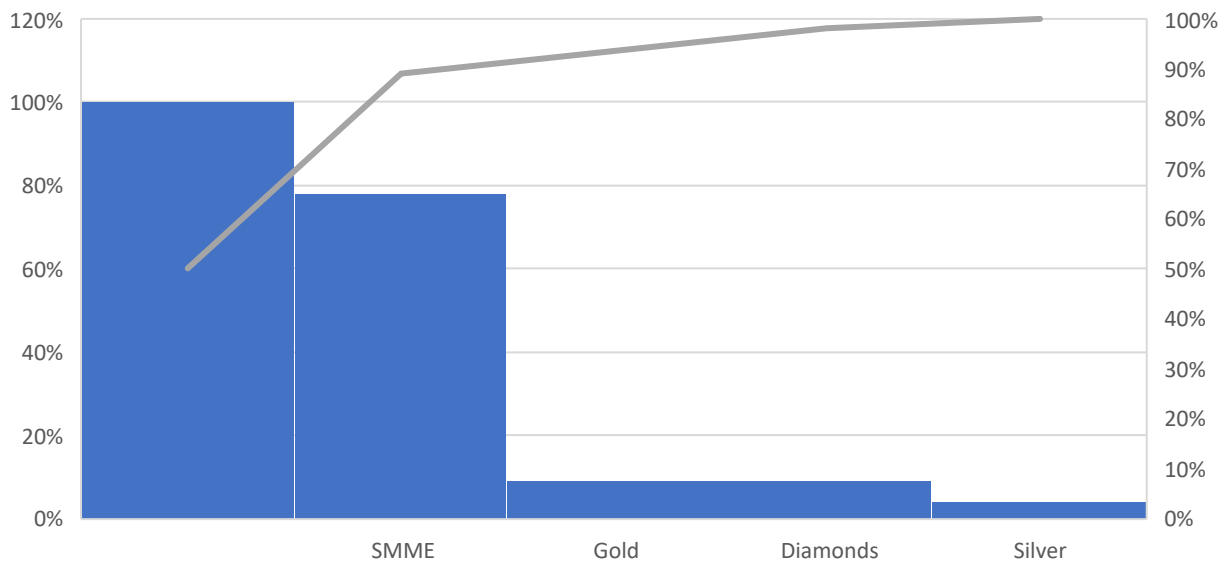
2026-2027 Q1 RENEWED MEMBERS VS YET TO RENEW



RENEWING MEMBERS COMPARISON BY PROVINCE  
Q1: 2026-2027



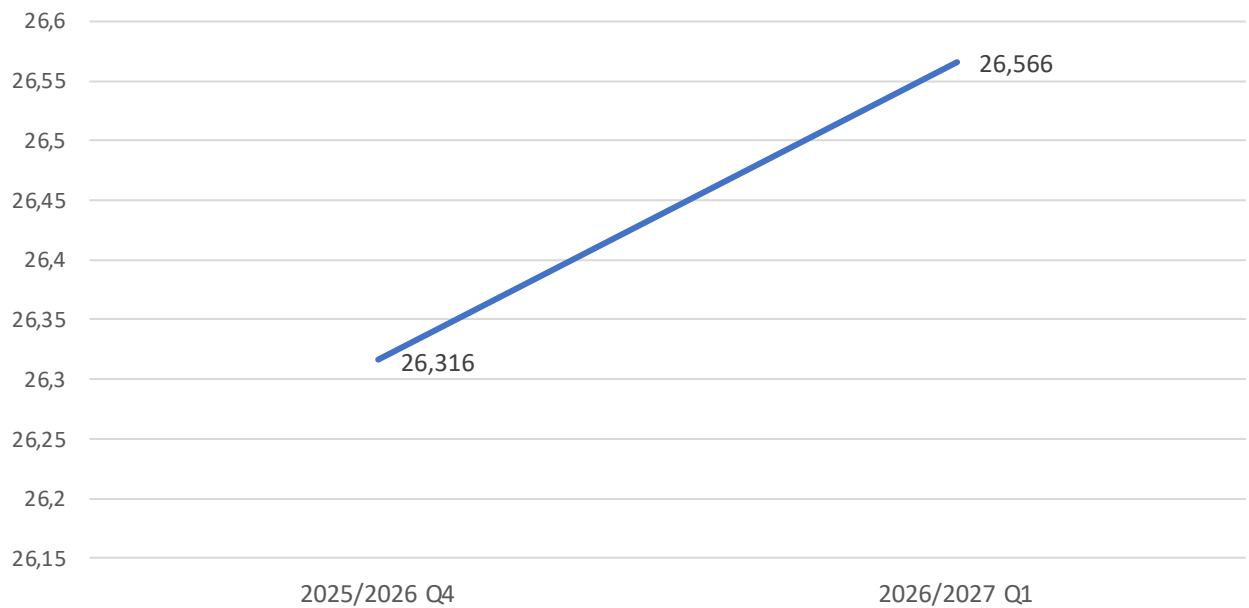
### RENEWING MEMBERS: COMPARISON BY CLASSIFICATION 2026-2027



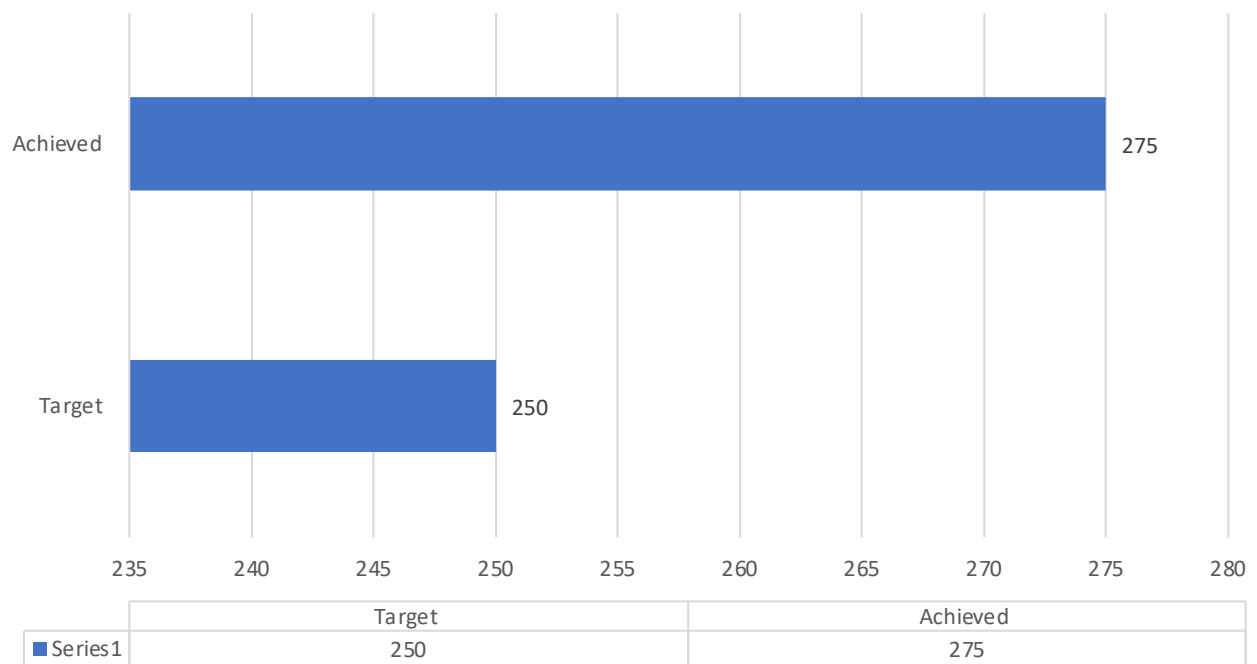
### Q1: 2026/2027 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

| PROUDLY SOUTH AFRICAN DATABASE  |                                 |
|---------------------------------|---------------------------------|
| Period                          | Number of Products and Services |
| Current Quarter: Q4 2025/2026   | 26,316                          |
| Current Quarter: Q1 2026/2027   | 26,566                          |
| 2025/2026: Q1 show a 10% growth |                                 |
| Target                          | 250                             |
| Achievement                     | 275                             |
| Target exceeded by 10%          |                                 |

DATABASE GROWTH:  
2026/2027 Q1 DATABASE OF LOCAL PRODUCTS AND SERVICES PREVIOUS  
PERIOD VS CURRENT PERIOD



Q1: 2026/2027  
DATABASE OF LOCAL PRODUCT & SERVICES TARGET VS GROWTH





## 4.4) EVENTS AND ACTIVATIONS

### HIGHLIGHTS FOR THE QUARTER

#### Rand Easter Show – 2–6 April 2026

Proudly South African participated in the Rand Easter Show from 2–6 April 2026, providing a vibrant exhibition platform to showcase locally produced goods, support small businesses, and promote the importance of buying local. The exhibition created an engaging environment where consumers could discover unique South African brands while reinforcing the role of localisation in driving economic growth and job creation.

The Proudly South African pavilion featured a curated selection of member businesses across the fashion, lifestyle, and food sectors, including Nayileachaar, Usiiku Creations, Yammie Collections, and NYS Chilli. Visitors had the opportunity to engage directly with entrepreneurs, experience locally manufactured products, and purchase quality South African goods.

The exhibition incorporated product demonstrations, interactive engagements, and direct sales opportunities, creating meaningful connections between consumers and local businesses. The activation reinforced Proudly South African's commitment to expanding market access for members while encouraging consumers to support locally produced products through the "Loved Here. Made Here." campaign.

**Reach: 8 000**

**Target: General consumers, families, local product buyers, entrepreneurs, Proudly South African members, SMEs, exhibitors, and prospective members.**



## Webinar: Winning Business Solutions for Local Entrepreneurs – 15 April 2026

As part of Proudly South African's ongoing commitment to empowering local businesses, promoting entrepreneurship, and contributing to economic growth and job creation, the organisation successfully hosted the Winning Business Solutions for Local Entrepreneurs webinar. The webinar was designed to address common challenges faced by entrepreneurs, SMMEs, and startups, including access to funding, market opportunities, compliance support, risk management, and sustainable business growth. The session brought together industry experts who shared practical insights and solutions aimed at helping businesses strengthen their operations, improve competitiveness, and access available support mechanisms.

The webinar was opened by facilitator Anele Ndlovu, who welcomed participants and outlined the objectives and

expected outcomes of the engagement. The session featured a panel of experienced industry professionals who provided valuable information on business development, funding opportunities, market access, and financial sustainability.

Natasha Pearce from Messe Frankfurt South Africa presented on business support services available to SMMEs, highlighting opportunities for networking, exhibitions, industry exposure, and market access. The presentation demonstrated how entrepreneurs can leverage trade platforms and industry events to expand their business reach and connect with potential customers and partners.

Rendani Maliage from National Empowerment Fund (NEF) provided guidance on accessing funding opportunities and driving business transformation. Participants gained a clearer understanding of available funding mechanisms, eligibility requirements, and strategies for positioning their businesses for investment and growth.

Lincorn Mdaka from Old Mutual discussed the importance of business insurance, risk management, and financial protection. The session emphasized the role of effective risk mitigation in ensuring business continuity and long-term sustainability, particularly for growing enterprises.

The webinar created an interactive platform that enabled participants to engage directly with experts, ask questions, and gain clarity on available business support programmes. Members benefited from practical solutions and real-life examples that addressed common entrepreneurial challenges.

Key outcomes included enhanced awareness of funding and business support opportunities, improved understanding of risk management and business sustainability practices, increased knowledge of market access opportunities and business networking platforms, greater appreciation of the role of financial protection in business growth and strengthened engagement between Proudly South African members and strategic partners supporting enterprise development.

The webinar aligned with Proudly South African's objective of supporting entrepreneurship and building sustainable local businesses. By connecting members with industry experts and support organisations, the initiative contributed to strengthening the small business ecosystem and promoting inclusive economic participation.

Overall, the Winning Business Solutions for Local Entrepreneurs webinar was a successful engagement that delivered valuable insights and practical guidance to entrepreneurs, SMMEs, and startups. The session equipped participants with knowledge and resources to overcome key business challenges, access growth opportunities, and enhance long-term sustainability. Through initiatives such as this webinar, Proudly South African continues to play an important role in supporting local enterprise development and fostering economic growth within South Africa.

**Reach: 154**

**Target: Entrepreneurs, SMMEs, startups, Proudly South African members, business owners and emerging enterprises**





## Webinar: “Local Sparks, National Impact” - 16 April 2026

The *Local Sparks, National Impact* webinar successfully brought together stakeholders across the SME ecosystem to explore how grassroots business activity contributes to South Africa’s broader economic growth. The session reinforced the central message that meaningful national impact is driven by consistent, small-scale actions at a local level, particularly within township and emerging business environments.

The webinar facilitator, Anele Ndlovu, set the tone by emphasising the importance of shifting from isolated efforts to collaborative ecosystems. This was followed by an overview of Proudly South African delivered by Jeannine van Straaten, highlighting the organisation’s role in advocating for local procurement and supporting market access for SMEs.

Mika Stefano from STONG provided practical insights into how strategic local marketing can amplify small-business visibility and translate into national economic impact. Her session underscored the importance of brand positioning, storytelling, and consumer engagement in driving demand for local products and services.

From a sector development perspective, Makatseng Mokome of FoodBev SETA unpacked how structured support, skills development, and stakeholder collaboration contribute to scaling grassroots enterprises into sustainable contributors to the national economy.

An interactive segment facilitated by Anele Ndlovu introduced a gamified element, encouraging attendee participation and reinforcing key concepts around collaboration, local support, and ecosystem thinking.



### Key Outcomes & Insights:

The webinar affirmed strong alignment on the role of SMEs as catalysts for job creation and community resilience, increased awareness of Local Economic Development (LED) as a shared responsibility across sectors, offered practical strategies on accessing broader markets, including retail and corporate supply chains, and reinforced the importance of partnerships between government, private sector, and SMEs. The webinar was a clear call to action for attendees to prioritise local procurement and adopt collaborative business models.

The webinar achieved its objectives by not only deepening understanding of the economic value of local businesses but also equipping participants with actionable insights to drive impact within their own spheres. It further strengthened the narrative that supporting local is not a passive concept, but an active, strategic approach to building a more inclusive and resilient South African economy.

Reach: 108

Target: SME's, potential members, general public

## Webinar: Proudly South African & Takealot Partnership – 21 April 2026

The webinar served as a call to action for marketplace sellers who manufacture products locally to become members of Proudly South African. The session highlighted Takealot's commitment to supporting local manufacturers through campaign-specific initiatives, special discounts, and advertising opportunities designed to increase the visibility of high quality, locally made products.

Participants were also informed that by becoming Proudly South African members, they would gain access to a range of additional market access opportunities offered throughout the year. These opportunities included participation in platforms and programmes aimed at connecting businesses with buyers in both the private and public sectors, as well as increasing exposure to consumers who actively support local products.

**Total Attendance: 23**

**Target:** The webinar primarily targeted South African manufacturers and locally owned businesses selling on Takealot, with the aim of encouraging them to become Proudly South African members and leverage additional market access opportunities.



## Webinar: Market Ready: How to Attract, Engage & Sell – 24 April 2026

Proudly South African hosted the Market Ready: How to Attract, Engage & Sell webinar on 24 April 2026, bringing together entrepreneurs and industry experts to share practical strategies for improving market readiness and increasing sales. The webinar sought to equip small business owners with the skills needed to attract customers, strengthen customer engagement, improve product presentation and pricing, and enhance their online visibility.

Key themes included customer engagement and sales conversion, pricing and profitability, visual merchandising and stall presentation, and building a professional digital identity. The session was facilitated by Anele Ndlovu and featured Harry Welby-Cooke and Bert Weenink from ActionCOACH, Justin Hawes from Scan Display, and Antonio Farao from Farao Digital Studio.

The webinar provided participants with valuable insights into growing their businesses in both physical and digital marketplaces and reinforced Proudly South African's commitment to supporting local businesses through knowledge-sharing initiatives that promote growth, competitiveness, and market access.

**Reach: 104**

**Target:** Small business owners, market and pop-up vendors, local product makers, start-up businesses.



*Catch*  
**EUSTACE  
MASHIMBYE**  
CEO - Proudly South African  
at the

# DURBAN BUSINESS FAIR



## Durban Business Fair – 30 April–2 May 2026

Proudly South African participated in the Durban Business Fair from 30 April to 2 May 2026 where it leveraged the regional exhibition platform to promote localisation, enterprise development, and market access for South African businesses. The event brought together entrepreneurs, government departments, industry stakeholders, and support organisations committed to driving economic growth within KwaZulu-Natal.

The activation provided opportunities to engage directly with small and medium enterprises, showcase Proudly South African's membership offering, and promote the benefits of supporting locally produced goods and services. The exhibition also facilitated networking between businesses, procurement stakeholders, and development partners while creating awareness of Proudly South African's localisation initiatives.

Participation at the Durban Business Fair strengthened relationships within the provincial business ecosystem and reinforced Proudly South African's role in supporting enterprise development and creating sustainable opportunities for local businesses.

**Reach: 2 000**

**Target: SMMEs, entrepreneurs, start-up businesses, government stakeholders, procurement professionals, business support organisations, and investors.**





### **ACTS Church Youth Conference: 1-2 May 2026**

Proudly South African participated in the ACTS Church Youth Conference on 1 and 2 May 2026, using the platform to engage young people through interactive brand experiences that promoted localisation, entrepreneurship, and South African innovation. The conference brought together thousands of youth attendees for two days of inspiration, learning, and community engagement.

Members that participated in the event included Khoi Tech, which showcased locally developed technology solutions; Sonwaro Coffee, which provided attendees with a proudly South African coffee experience; and the Shesha 3.2.1 activation, which added vibrancy and fostered participants' interaction at the event. These activations created engaging touchpoints that blended education, technology, lifestyle, and entrepreneurship.

The conference provided Proudly South African with a valuable opportunity to connect with a young audience, raise awareness of local brands, and encourage greater support for South African businesses, further advancing the organisation's localisation agenda.

**Reach: 4,000**

**Target: Youth, students, young entrepreneurs, church members, community leaders, aspiring business owners, and local product consumers.**





### Jabavu Youth Career Expo – 9 May 2026

Proudly South African participated in the Jabavu Youth Career Expo on 9 May 2026, engaging young people, job seekers, and aspiring entrepreneurs on opportunities within entrepreneurship and local industries. The activation aimed to position entrepreneurship as a viable career pathway while promoting the value of supporting locally produced goods and services.

Visitors engaged with Proudly South African representatives, explored member products and services, and participated in interactive experiences such as the Shesha 3.2.1 board game. The activation created opportunities to educate attendees about localisation while showcasing the role that small businesses play in driving economic participation and job creation.

The expo enabled Proudly South African to connect directly with youth audiences, inspire entrepreneurial thinking, and strengthen awareness of the organisation's support for enterprise development and local economic growth.

**Reach: 150**

**Target: Students, graduates, job seekers, aspiring entrepreneurs, educators, youth organisations, and SMMEs.**





### Gauteng Spaza Shop Workshop – 25 May 2026

Proudly South African partnered with Business Culture to host the Gauteng Spaza Shop Workshop on 25 May 2026. The workshop facilitated meaningful discussions around local procurement opportunities, business growth, and the importance of supporting proudly South African products. It also encouraged collaboration between entrepreneurs, suppliers, industry stakeholders, and development partners while strengthening relationships within the township economy.

The workshop reinforced Proudly South African's commitment to empowering small businesses operating within the informal sector and promoting local economic development through knowledge sharing and stakeholder engagement.

**Reach: 100**

**Target: Spaza shop owners, informal traders, township entrepreneurs, local suppliers, SMMEs, and business development organisations.**





## Business Workshop: Proudly South African and City of Johannesburg – 27 May 2026

Proudly South African, in partnership with the City of Johannesburg (COJ), successfully hosted a Business Empowerment Workshop aimed at equipping local entrepreneurs, SMMEs, and agro-processors with the knowledge and tools required to grow sustainable businesses and access new market opportunities. The event was hosted at Braampak in Braamfontein, Johannesburg.

The Proudly South African and City of Johannesburg Business Workshop was expertly facilitated by Marilyn Maimela, who served as the Programme Director and guided the proceedings throughout the event. The workshop featured presentations by Alicia Logan (Membership Manager, Proudly South African), Simon Motsusi (City of Johannesburg), Yamkela Soni (South African Revenue Service – SARS), Mr Paepae Malatji (Small Enterprise Development and Finance Agency – SEDFA), Mapaseka Mabote (Wakanda Food Accelerator), Tarry Daniels (GS1 South Africa), and Fatima Moodley (Environmental Health).

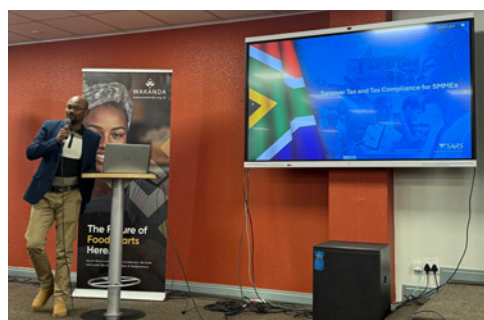
The workshop brought together a diverse group of stakeholders and expert speakers, including representatives from Wakanda, SARS, SEDA, GS1 South Africa, and Proudly South African. Each organisation shared practical information on business compliance, market readiness, tax obligations, product standards, barcoding, enterprise development support, and the benefits of Proudly South African membership.

The event also featured an exhibition by local agro-processors, providing participating businesses with an opportunity to showcase their products, engage directly with stakeholders, and explore networking and collaboration opportunities.

The workshop was well attended and successfully positioned Proudly South African as a key enabler of localisation and business development. It fostered valuable stakeholder relationships, facilitated knowledge sharing, and created opportunities for SMMEs and agro-processors to become more competitive and market-ready, contributing to sustainable local economic development.

**Reach: 60**

**Target audience: Proudly SA members, COJ stakeholders, MSMES, and Agro processors.**





### ACTS Church Family Festival – 30–31 May 2026

Proudly South African partnered with ACTS Church as the headline partner for the Food and Market Zones during the ACTS Church Family Festival on 30 and 31 May 2026. The festival brought together families, entrepreneurs, youth, community members, and local businesses through entertainment, sporting activities, food experiences, cultural showcases, and market activations.

Proudly South African curated and managed dedicated Food and Market Zones, providing member businesses with valuable opportunities to showcase and sell their products directly to consumers. The activation featured a diverse range of Proudly South African member businesses across food, beverages, lifestyle, and handmade products, while the Shesha 3.2.1 board game created an engaging educational experience and promoted localisation and responsible consumer choices.

The festival delivered valuable market access, consumer engagement, networking opportunities, and brand exposure for member businesses while reinforcing Proudly South African's "Loved Here. Made Here." campaign and commitment to supporting local enterprise development.

**Reach: 5 000**

**Target: Families, youth, entrepreneurs, church members, community groups, local product consumers, students, and Proudly South African member businesses.**





## Business forum Nelson Mandela Innovation Hub – 4 June 2026

The SME Growth Business Forum was successfully hosted in the Eastern Cape. The event provided a platform for SMEs to connect with business support organisations and industry experts. The event featured presentations from Tharusha Maistry, Professor Azwinndini Muronga, Tinyiko Mathebula, Luthando Yibe, and Christelle Barker, who shared valuable insights on entrepreneurship, business development, funding opportunities, innovation, market access, and local procurement.

The forum was attended by 25 SMEs. Although attendance was impacted by severe weather conditions, including flooding and road closures, participants remained highly engaged throughout the programme.

Key outcomes included increased awareness of business support programmes, funding and enterprise development opportunities, stronger connections between SMEs and support organisations, and practical guidance on building sustainable and competitive businesses. Despite the inclement weather conditions, the forum successfully achieved its objective of empowering local entrepreneurs and reinforcing the importance of SME development in driving economic growth in the Eastern Cape.

**Reach: 25**

**Target: Small business owners in the EC, business and entrepreneurship students**





### Vuk Talks Seminar – 4 June 2026

Proudly South African partnered with Sedibeng TVET College to participate in the Vuk Talks Seminar. The seminar formed part of the Government Communication and Information System's (GCIS) youth engagement programme under the Vuk'uzenzele brand and served as a platform to promote dialogue on youth development, entrepreneurship, skills development, and economic participation.

The event targeted students, graduates, aspiring entrepreneurs, youth-led enterprises, government representatives, and industry stakeholders. This audience created an opportunity to engage directly with young people seeking information and guidance on entrepreneurship, career development, and business opportunities.

As part of the programme, Ms Alicia Logan, Proudly South African Membership Manager, participated as a speaker and shared practical insights on entrepreneurship, business growth, and the importance of supporting local industries. Her contribution encouraged attendees to explore entrepreneurial opportunities and consider enterprise development as a viable pathway for economic participation and career advancement.

Proudly South African's Membership Department represented the organisation at the event and engaged directly with participants by providing information on membership offerings, member benefits, and the organisation's role in promoting localisation and supporting South African businesses. Attendees were also introduced to opportunities available to entrepreneurs and small businesses through Proudly South African initiatives.

The engagement provided visibility for Proudly South African and enabled meaningful interaction with youth and emerging entrepreneurs. Participants responded positively to the discussions and demonstrated interest in entrepreneurship, local procurement, and membership opportunities.

Overall, the seminar successfully achieved its objective of informing, inspiring, and empowering young people while strengthening collaboration between government, educational institutions, and industry stakeholders and increasing awareness of economic and entrepreneurial opportunities available within South Africa.

**Reach: 100+**

**Target: Students, graduates, aspiring entrepreneurs, government representatives, educational institutions, and industry stakeholders.**



## Webinar: From Kitchen to Consumer: Creating Market Access for Local Food Brands – 5 June 2026

Proudly South African successfully hosted an online webinar, From Kitchen to Consumer: Creating Market Access for Local Food Brands, on 5 June 2026. The webinar brought together food entrepreneurs and industry experts to explore the opportunities and challenges facing local food brands as they seek to expand into larger markets and strengthen their market readiness.

The objective of the webinar was to equip local food businesses with practical knowledge on packaging, food safety compliance, branding, innovation, and market access. The session also aimed to provide insights into accessing retail, hospitality, and online marketplace opportunities, while encouraging collaboration among food SMEs and industry stakeholders.

Key themes discussed included Packaging and Food Safety Compliance, Building Consumer Trust in Local Brands, Accessing Retail, Hospitality and Online Markets, and Innovation in Food Manufacturing and Product

Development. Collectively, these themes highlighted the importance of quality standards, strong branding, consumer confidence, market access opportunities, and innovation in building sustainable and competitive food businesses.

The webinar featured industry experts Ms Tintswalo Mkhize from SABs, Glenn Bryant, Founder of Six Dogs, Janice Scheckter, CEO and Founder of Kasi Connect, and Prof Hema Kesa from the University of Johannesburg. The session was facilitated by Anele Ndlovu and concluded with an interactive question-and-answer session. The webinar successfully provided participants with valuable insights into the requirements and opportunities for growing local food brands. It further reinforced Proudly South African's commitment to supporting locally produced products and empowering entrepreneurs through knowledge-sharing initiatives that promote business growth, market access, and competitiveness.

**Reach: 151**

**Target: Food entrepreneurs, small and growing food businesses, home-based food producers, food and beverage startups, agri-processing SMEs, retailers and hospitality businesses, SME support organisations, entrepreneurs looking to enter retail and online markets.**





### Victoria Yards First Sunday Market – 7 June 2026

Proudly South African participated in the Victoria Yards First Sunday Market and facilitated market access opportunities for four member companies by providing them with a platform to showcase and sell their products directly to consumers. Participating members included Mokka Chocolates, Maloane Foods, Zak'Cents, and Axeline Works. This initiative formed part of Proudly South African's ongoing efforts to create market access opportunities, increase member visibility, and support the growth of locally owned businesses.

The market attracted a diverse audience of shoppers, creatives, families, and supporters of locally made products, creating meaningful opportunities for members to engage directly with consumers and strengthen customer relationships. Participating members benefited from product exposure, increased brand visibility, sales opportunities, and valuable market insights that can support future business growth.

In addition to direct consumer engagement, the event provided a collaborative environment for networking and connection-building within a vibrant community of entrepreneurs and artisans. This exposure contributed to expanding awareness of member businesses and strengthening the Proudly South African brand message.

Overall, participation in the Victoria Yards First Sunday Market was successful and delivered a cost-effective and impactful platform for promoting Proudly South African members and locally manufactured products and services while supporting local economic growth.

**Reach: 1 000+**

**Target: Shoppers, families, creatives, entrepreneurs, and supporters of locally made products.**





## Webinar Topic: The Power of Collaboration: SMEs Growing Together – 10 June 2026

Proudly South African hosted The Power of Collaboration: SMEs Growing Together webinar on 10 June 2026, bringing together entrepreneurs, business support organisations, and industry stakeholders to explore the role of collaboration in strengthening South Africa's small business ecosystem. The webinar focused on how partnerships, networking, and collective growth can help SMEs expand their reach, improve sustainability, and unlock new opportunities.

The objective of the webinar was to educate SMEs on the value of collaboration, encourage networking and relationship-building, explore practical partnership opportunities, and promote knowledge sharing and innovation. The session also highlighted the importance of supporting local businesses to strengthen local value chains, stimulate economic growth, and create jobs.

Key topics that were covered are included collaboration across the local supply chain, building strategic partnerships for business growth, networking as a tool for opportunity and visibility, and innovation through shared knowledge and resources. These themes emphasised the importance of working together to improve market access, increase visibility, share resources, and build stronger, more resilient businesses.

The webinar featured Jeannine van Straaten, Executive Manager: Strategy, Stakeholder Relations and Legal at Proudly SA; Johan Olivier, Executive Director of Ranyaka/CoCreate; Ms Leigh Hayes, Western Cape Regional Manager at FP&M SETA; and Linda Lubengu, Trade Promotion Specialist at ECDC. The session was facilitated by Anele Ndlovu and concluded with an interactive question-and-answer session.



The webinar provided participants with valuable insights into the benefits of collaboration and demonstrated how strategic partnerships and networking can contribute to business growth, innovation, and long-term sustainability. The event further reinforced Proudly South African's commitment to supporting local businesses and promoting a stronger, more connected SME sector.

**Total Attendance: 188**

**Target audience: SME owners and entrepreneurs, Start-ups and emerging businesses, Proudly South African members, business support organisations, corporate enterprise and supplier development (ESD) teams, procurement and supply chain professionals, industry associations and chambers of commerce, incubators and accelerators**



## Webinar: Building the Future through Entrepreneurship & Innovation: 1976–2026 – 50 Years of Youth Legacy and Leadership - 15 June 2026

Proudly South African hosted a Youth Month webinar commemorating 50 years of the 1976 Soweto uprisings. The webinar highlighted the critical role of entrepreneurship, innovation, skills development and wellness in empowering South Africa's youth while promoting local procurement and enterprise development.

The programme was expertly facilitated by Ms Anele Ndlovu, who guided the discussions and ensured smooth engagement between speakers and delegates. Presentations were delivered by Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal at Proudly South African, who presented on Proudly South African's mandate and market access opportunities.

Dimakatso Masiteng, Chief Information Officer at the National Youth Development Agency (NYDA), shared insights on

supporting township and youth-owned businesses through skills development and mentorship. Mpoomy Ledwaba, Founder and Podcaster at Wisdom & Wellness, highlighted the importance of wellness and resilience for thriving entrepreneurs while and Mapula Ramothwala, Founder and Owner of Kool Crew – Kiddies Roll On and a Proudly South African member, shared her entrepreneurial journey and demonstrated how innovation can be transformed into a sustainable business.

The webinar achieved its intended objectives of celebrating Youth Month while encouraging entrepreneurship, innovation and collaboration. The diversity of speakers, quality of discussions and high level of delegate participation contributed to a meaningful and impactful engagement that supports Proudly South African's commitment to enterprise development and youth economic empowerment.

The webinar was well received and successfully positioned Proudly South African as a facilitator of meaningful dialogue around youth entrepreneurship, innovation and inclusive economic growth. It further reinforced the organisation's commitment to empowering young entrepreneurs and promoting sustainable local economic development.

**Reach: 151**

**Target audience: Proudly SA Members, young entrepreneurs, youth owned township and rural enterprises, start-up business and innovators, students**



## Webinar Topic: Introducing South African E-Commerce Association (SAIEA) & How to Do Business with China – 18 June 2026

Proudly South African successfully hosted a webinar focused on educating members on export opportunities available through digital commerce and shared practical insights on how to enter the Chinese market. The session formed part of the organisation's ongoing commitment to supporting local businesses, expanding market access, and fostering international trade partnerships.

The webinar commenced with welcoming remarks from Proudly South African CEO, Eustace Mashimbye, who provided an overview of the organisation's role in supporting local businesses and creating opportunities for members to expand their market reach. Eustace emphasised the value of membership and reaffirmed Proudly South African's commitment to driving business growth through strategic partnerships and access to international markets.

A key feature of the webinar, named Strategic Partnership with SAIE, was presented by Zandile from the South African International E-commerce Association (SAIEA). The presentation introduced members to SAIEA and highlighted the support services available to businesses seeking to explore cross-border eCommerce opportunities. Members gained insight into SAIEA's affiliate platform and learned how South African businesses can access the Chinese market.

The session provided practical guidance on market entry considerations for China, understanding buyer requirements and expectations, business onboarding processes for international trade platforms, positioning authentic South African products for export opportunities and leveraging digital commerce channels to facilitate international market access.

The discussion also highlighted the importance of digital readiness, compliance, and building sustainable international business relationships to support long-term export success.

The webinar created a valuable platform for knowledge sharing and engagement among members. Participants were equipped with information, tools, and resources to better understand export processes and identify potential opportunities within international markets, particularly China.

The session successfully increased awareness of cross-border eCommerce opportunities, enhanced members' understanding of export readiness requirements, strengthened knowledge of pathways to accessing Chinese buyers, promoted collaboration between Proudly South African and SAIEA and reinforced support for local businesses seeking growth beyond South Africa's borders.

The webinar contributed positively to Proudly South African's strategic objective of enabling member growth through export development and international market access. The initiative strengthened awareness of global trade opportunities and underscored the value of partnerships in supporting South African businesses to compete and succeed in international markets.

**Reach: 94**

**Target: Proudly South African Members**



## Youth Catalyse Forum - NMM & Proudly SA Business Forum Mpumalanga – 19 June 2026

The Youth SME Business Forum 2026 was successfully hosted by Proudly South African in partnership with the National Youth Development Agency (NYDA), the National Mentorship Movement, and the University of Mpumalanga. Held at the University of Mpumalanga, the forum brought together entrepreneurs, business owners, students, industry professionals, and development partners to engage on opportunities for youth entrepreneurship and SME growth.

The event formed part of Youth Month activities and aimed to empower young entrepreneurs through access to information, mentorship, networking opportunities, and business development support.

The forum exceeded expectations and attracted 63 attendees, which demonstrated a strong interest from youth-owned businesses, aspiring entrepreneurs, and key stakeholders within the local business ecosystem.

The programme featured a combination of keynote presentations, panel discussions, mentorship engagements, and networking opportunities. Discussions focused on Entrepreneurship and business growth opportunities, Access to funding and support programmes, building sustainable and competitive SMEs, the importance of mentorship in business development, and youth participation in the South African economy.

Participants had the opportunity to engage directly with industry experts, support organisations, and experienced business leaders, creating valuable connections and learning opportunities.

The forum achieved its key objectives by providing practical business development insights to attendees, facilitating meaningful networking opportunities, increasing awareness of available SME support programmes, promoting mentorship as a tool for business growth and sustainability, and encouraging collaboration between entrepreneurs, support institutions, and industry stakeholders.

Attendees actively participated throughout the programme, contributing to engaging discussions and knowledge-sharing sessions.

The event was executed smoothly with all programme elements delivered successfully. Logistics, venue coordination, registration, and stakeholder participation were effectively managed, resulting in a positive experience for attendees and partners alike.

Feedback received during and after the event indicated high levels of satisfaction with the quality of presentations, networking opportunities, and the overall relevance of the content provided.

**Reach: 63**

**Target: Small business owners in Mpumalanga, business and entrepreneurship students**



## Market Theatre Foundation Flea Market – 20 June 2026

Proudly South African participated in the Market Theatre Foundation Flea Market on 20 June 2026 as part of the commemorations for the Market Theatre Foundation's 50th anniversary celebrations. During this event, we supported local enterprise development by creating market access opportunities for member businesses. The activation formed part of the broader commemorative programme, which included a gala dinner, red carpet activation, and public market experience.

Proudly South African provided exhibition space for member companies to showcase and sell locally manufactured products, enabling direct engagement with consumers while promoting the value of buying local. The activation highlighted the diversity and quality of Proudly South African products and created opportunities for increased visibility and sales.

Participation in the flea market further strengthened Proudly South African's commitment to creating sustainable market access opportunities for members while supporting cultural institutions that celebrate South African creativity, entrepreneurship, and local economic development.

**Reach: 250**

**Target: General public, theatre patrons, local product consumers, tourists, entrepreneurs, creatives, and Proudly South African member businesses.**



## Webinar: Market Access Platform (MAP) Members' Engagement Webinar - 22 June 2026

Proudly South African successfully hosted the Market Access Platform (MAP) Members' Engagement Webinar to introduce members to the newly enhanced MAP, Proudly SA's non-transactional business-to-business matchmaking platform.

The session provided members with a comprehensive overview of the platform's updated look and feel as well as its improved functionality and efficiency. Attendees were taken through the key features and functionalities of MAP and received insights into Proudly South African's ongoing efforts to onboard more high-quality buyers to the platform.

The webinar catered to both new and existing users and equipped members with practical knowledge on how to optimise their listings, navigate the platform effectively, and maximise the opportunities available through the MAP. Participants were also introduced to best practices for improving their visibility and engagement on the platform.

The session enabled members to gain greater confidence in using MAP, discover useful features they may not have previously utilised, and better understand how the platform supports Proudly South African's commitment to creating impactful market access opportunities for local businesses.

Through this engagement, Proudly South African reinforced its value proposition of connecting members with meaningful business opportunities while advancing localisation, economic growth, and job creation in South Africa.

**Total Attendance: 31**

**Target audience: Proudly South African member companies**



## Webinar: The 500 billion Opportunity: Unlocking Corporate Supply Chains for local businesses - 25 June 2026

Proudly South African hosted the webinar titled: The R500 Billion Opportunity: Unlocking Corporate Supply Chains for Local Businesses.

The webinar explored how corporate procurement can become a catalyst for economic growth by creating greater opportunities for local manufacturers, service providers and SMMEs.

The webinar was expertly facilitated by Ms Jeannine van Straaten, Executive: Strategy, Stakeholder Relations and Legal at Proudly South African who encouraged meaningful audience engagement throughout the event. The programme featured an excellent mix of speakers from Proudly South African, academia, government, business consulting and private sector organisations. Discussions covered localisation, procurement opportunities, future industries, artificial intelligence, food resilience, digital innovation and market access. Mr Eustace Mashimbye, Chief Executive Officer of Proudly South African, who outlined Proudly South African's mandate and highlighted the market access opportunities the organisation provides, and H.E. Prof. Dr.

Ambassador Tal Edgars, PhD, Group Executive Chairman of GBSH Consult Group, who spoke about the next billion-rand industries and where South Africa's future economic opportunities will emerge.

Mr Simon Motsusi, Deputy Director: Food Resilience Unit at the City of Johannesburg, highlighted how municipal procurement can strengthen local agro-processing businesses and create sustainable jobs, while Dr Deborah Oluwadele from the African Institute of Data Science and Artificial Intelligence at the University of Pretoria spoke of the opportunities presented by artificial intelligence for businesses in the local economy. Ms Janice Scheckter, founder and owner of KasiKonnnect, discussed the importance of supporting informal sector and emerging market businesses by connecting them to customers and suppliers.

The event generated insightful discussions, encouraged knowledge sharing and strengthened collaboration among stakeholders committed to growing South Africa's local economy.

**Total Attendance: 260**

**Target audience:** Proudly South African product and service members, SMMEs and entrepreneurs, corporate procurement and supply chain professionals, Government departments and municipalities, economic development practitioners, academia and research institutions, development agencies, industry associations, students and aspiring entrepreneurs.



*Speaker*

**H.E. Prof. Dr. Ambassador Tal Edgars, PhD**  
Group Executive Chairman  
[www.gbshconsult.com](http://www.gbshconsult.com)

Topic: The Next Billion-Rand Industries: Where South Africa's Future Opportunities Will Emerge

**THE R500 BILLION OPPORTUNITY: UNLOCKING CORPORATE SUPPLY CHAINS FOR LOCAL BUSINESSES**

**Date:** 25 June 2026  
**Time:** 10:00 – 12:00  
**Platform:** Zoom and social media platforms

**LIVE** zoom | YouTube | LinkedIn | Facebook | Instagram



## YFM GRYND – 27 June 2026

Proudly South African participated in the GRYND youth engagement event as part of its strategic objective to strengthen brand visibility, promote localisation, and create meaningful engagement opportunities with young consumers and emerging entrepreneurs. The event provided Proudly South African with a chance to create market access opportunities for its member, Nomngenge Duo, recruit new members, and raise the brand profile of the Shesha 3.2.1 quiz board game. The engagement enabled direct interaction with attendees while creating awareness of Proudly South African membership benefits and locally produced products and services.

Proudly South African's Chief Executive Officer, Eustace Mashimbye, provided a welcome address where he reinforced the organisation's commitment to youth development, entrepreneurship, and inclusive economic growth. He highlighted the importance of supporting local enterprises and encouraged young people to participate actively in building a sustainable and competitive South African economy.

A notable highlight of the event was the participation of Proudly South African member Nomngenge Duo, who received R250 000 in FNB eBucks after winning an interactive competition hosted by FNB during the event. This recognition generated positive exposure for the member and demonstrated the value of participation in platforms that create visibility and growth opportunities for local businesses.

Overall, participation in GRYND helps to strengthen engagement with youth audiences, increase visibility of member businesses, and reinforce Proudly South African's role in supporting entrepreneurship and local economic development. The event further contributed to elevating awareness of locally made products and expanding opportunities for member growth and market exposure.

**Reach: 1 000+**

**Target: Students, graduates, aspiring entrepreneurs, young professionals, and supporters of local enterprise.**







## From the Ground Market – 28 June 2026

Proudly South African participated in the From The Ground Market as part of its ongoing commitment to create market access opportunities and support the growth of locally owned businesses. Through this initiative, five Proudly South African members were provided with an opportunity to showcase and sell their products directly to consumers. Participating members included The Lights Candle, Butter and Grace, Cook'd by Amanda, Lily Rose Collection, and Nys Chillie. The event created a platform to increase member visibility, strengthen customer engagement, and expand access to new consumer markets.

The market delivered positive outcomes for participating members through direct consumer interaction, product exposure, and sales opportunities. Members registered positive engagement levels throughout the event and received strong interest from attendees, which reflected continued consumer support for locally produced products and services.

Notable outcomes included Nys Chilli achieving near sell-out performance across its product range, demonstrating strong customer demand and market appeal. In addition, Butter and Grace generated R4 800 in sales during the event, which highlighted the commercial value and immediate impact of market participation for member businesses.

Participation in the From The Ground Market successfully delivered against its strategic objectives by increasing visibility for Proudly South African members, promoting locally made products, and creating meaningful opportunities for business growth and market access. The event reinforced the value of experiential platforms in supporting entrepreneurship and strengthening consumer support for local enterprise.

**Reach: 1 000+**

**Target: local shoppers, families, professionals, market-goers, supporters of locally made products, and consumers seeking unique and artisanal offerings.**







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## 4.5) PR, COMMUNICATIONS & MEDIA

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### 4.5.1 SUMMARY

Quarter 1 was characterised by a strong focus on localisation advocacy, strategic stakeholder engagement, market access creation, and youth economic empowerment. Throughout the reporting period, Proudly South African continued to strengthen its position as the national champion of the buy local movement by leveraging influential platforms, expanding commercial opportunities for members, and reinforcing localisation as a practical driver of industrialisation, entrepreneurship, and inclusive economic growth.

The quarter saw Proudly South African amplify its advocacy efforts through participation in several high-profile economic and industry platforms. The organisation participated in the Gauteng Investment Conference, where localisation was positioned as a key enabler of investment attraction, industrial growth and job creation. This was complemented by a series of thought leadership engagements delivered by the Chief Executive Officer at the South African Social Media Awards (SASMA), the GS1 South Africa Indaba, the Afri-Masterclass Youth Month Edition and various community platforms, further strengthening Proudly South African's position as a leading voice on localisation, enterprise development, and market access.

Creating meaningful market access opportunities for members remained a strategic priority throughout the quarter. Proudly South African facilitated member participation at a range of consumer-facing activations, including the ACTS Family Festival, Eyethu Day and Night Market, From the Ground Market, Victoria Yards Market, and the YFM GRYND Youth Festival. These platforms enabled members to showcase locally manufactured products, engage directly with consumers, generate sales, and strengthen awareness of South African-made goods and services. The opening of Khoi Tech's experiential retail store, in partnership with Telkom, further demonstrated the organisation's commitment to supporting member growth by facilitating opportunities that expand market reach and consumer engagement.

The organisation also deepened its support for entrepreneurship and inclusive economic participation through partnerships that strengthened township and small business development. Proudly South African



partnered with Business Culture and other strategic partners to participate in the Spaza Shop and Informal Traders Workshops. The collaboration provided informal traders and township entrepreneurs with access to business development support, industry insights and enterprise development resources. Proudly South African also partnered with the Franchise Association of South Africa to expose members to franchise and procurement opportunities, further advancing its market access mandate.

Youth development and entrepreneurship featured prominently during the quarter. Proudly South African participated in the Jabavu Career Expo and the YFM GRYND Youth Festival, promoting entrepreneurship as a viable career pathway while encouraging young South Africans to recognise the important role localisation plays in supporting businesses, creating jobs and stimulating economic growth. These engagements were further strengthened through community outreach initiatives, including participation at the Lutheran Bapedi Church Youth League, where localisation and responsible consumer behaviour were positioned as practical tools for economic empowerment.

Strategic stakeholder engagement remained a key focus throughout the reporting period. Proudly South African undertook a stakeholder engagement visit to the Inverroche factory in the Western Cape.

The site visit highlighted the success of local manufacturing, sustainability, and employment creation within South Africa's premium manufacturing sector. Internally, the organisation also concluded a strategic planning session that identified new opportunities to strengthen campaigns, enhance member value proposition, and refine future localisation initiatives.

Across the first quarter, communications and stakeholder engagement remained closely integrated, ensuring consistent amplification of the localisation message across government, industry, community and consumer platforms. Through sustained advocacy, expanded market access opportunities and strategic partnerships, Proudly South African continued to reinforce localisation as a credible economic growth strategy while strengthening its role as a leading advocate for South African businesses, entrepreneurs and locally produced goods and services.





#### 4.5.2 PRESS RELEASES AND OP-EDS

The following were issued between April and June 2026:

| NO. | DATE.    | RELEASE/COMMISSION      | HEADLINE                                                                                                                              |
|-----|----------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | April    | Press release           | Zensar Technologies recognised as a Proudly South African Member for driving local skills development and economic empowerment        |
| 2.  | 14 April | OpEd – TopCo Newsletter | Importance of supporting local and women-owned businesses                                                                             |
| 3.  | 11 May   | Press release           | Growth without exclusion: SA family business leverages AI to protect, not replace, vulnerable workers                                 |
| 4.  | 06 May   | OpEd                    | Increased competitiveness of the poultry-producing industry nullifies price as a key determinant for buying locally produced chickens |
| 5.  | 15 May   | Article                 | Local luxury gin brand an inspiration for small town                                                                                  |
| 6.  | 27 May   | Press release           | Wearable tech retail launch highlights growth in South African technology sector                                                      |
| 7.  | 19 May   | OpEd                    | Extraordinary solutions required to address unemployment crisis                                                                       |
| 8.  | 08 June  | Press release           | GRAPEFUL FOR THE WINES!                                                                                                               |
| 9.  | 05 June  | Q&A Panel               | CONSCIOUS LEADERSHIP IN A CHAOTIC WORLD - BUILDING MEANING BEYOND TECH AND AI                                                         |
| 10. | 01 June  | OpEd                    | THE INTERSECTION BETWEEN PUBLIC PROCUREMENT AND B-BBEE                                                                                |

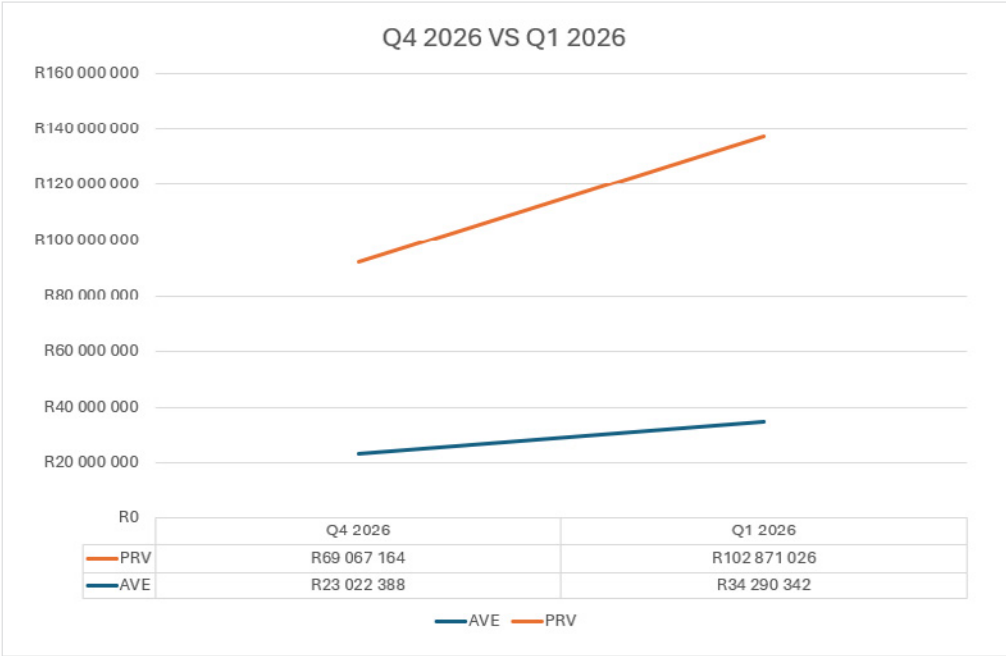
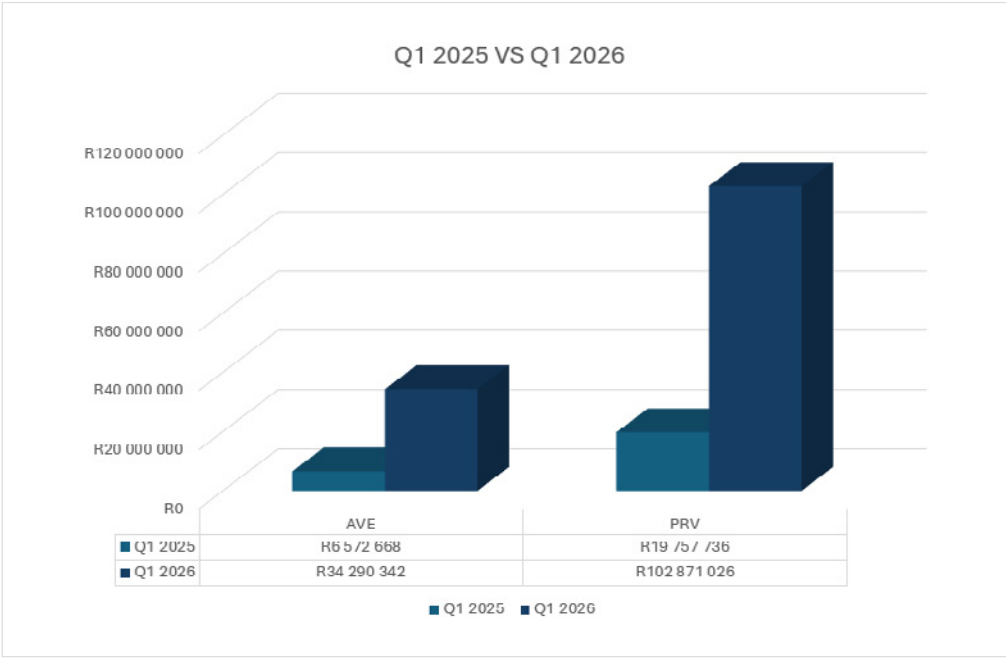
#### 4.5.3 MEDIA ENGAGEMENTS

The following media engagements took place between April and June 2026:

| NO  | DATE     | MEDIA ENGAGEMENT |
|-----|----------|------------------|
| 1.  | 1 April  | Orca Media       |
| 2.  | 9 April  | Metro FM (SABC)  |
| 3.  | 14 April | Inverroche       |
| 4.  | 15 April | Inverroche       |
| 5.  | 16 April | Inverroche       |
| 6.  | 19 April | Power FM         |
| 7.  | 13 May   | TWYG             |
| 8.  | 20 May   | Primedia         |
| 9.  | 9 May    | Soweto TV        |
| 10. | 30 May   | ACTS             |
| 11. | 4 June   | The Voice Lounge |
| 12. | 27 June  | GRYND            |

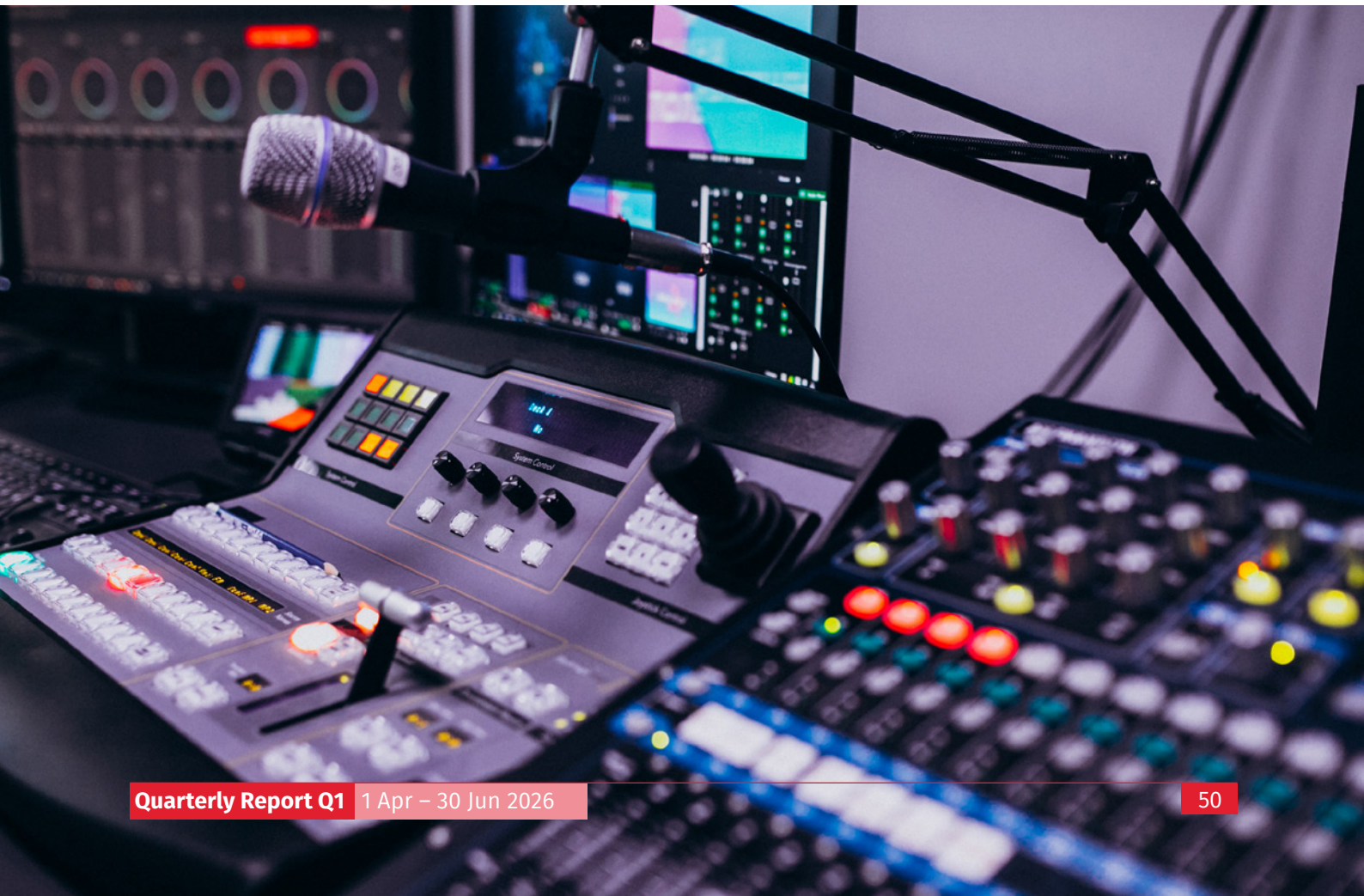
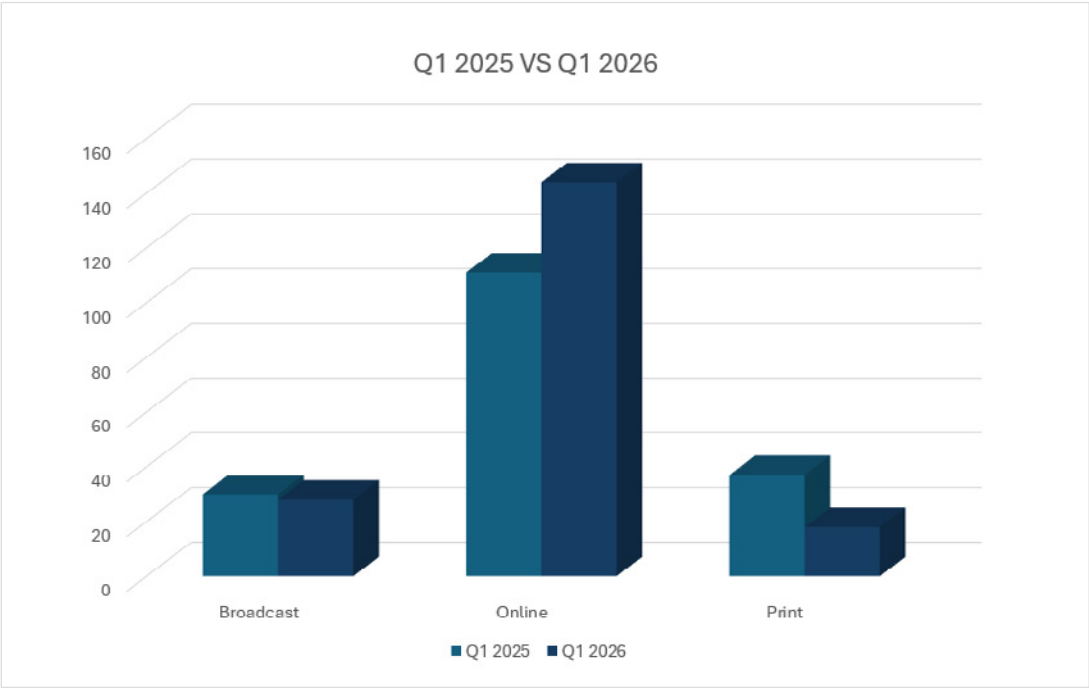
#### AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost if it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between January and March 2026 is R34 390 342,00, and the PR/editorial value translates to R102 871 026,00. A comparison is made between Q4 2026 vs Q1 2026 and Q1 2025 vs Q1 2026.



4.5.4 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 (April to June 2026). A comparison is made between the Q1 analysis for 2025 vs 2026.





## COVERAGE HIGHLIGHTS

Tuesday, August 04 2026

# ALBERTON RECORD

Home - News - Local news - WATCH: Coleus Packaging invests R200m in Alrode facility to boost manufacturing and expand into Africa

## WATCH: Coleus Packaging invests R200m in Alrode facility to boost manufacturing and expand into Africa

A R200m investment by Coleus Packaging is set to strengthen South Africa's manufacturing sector, create jobs, and position the company for expansion into African markets.

03 March 31, 2026

Avashika Limba

Avashika Limba, Sun Victor, Philip Scharf, and Mulu Nene, Photo: Sun Victor

SA news .gov.za  
South African Government News Agency

## Soweto-based tech company disrupts the industry

Tuesday, April 28, 2026

By More Matshediso

Seati Moloi of Soweto in Johannesburg is a software developer who is disrupting the tech industry by putting proudly South African wearable devices in the global market.

As a computer science professional, he was part of the group that was categorised under affirmative action because his profession was previously dominated by white people under the apartheid government. Having spent the early years of his career working at one of South Africa's banking institutions as a software developer — specialising in developing and maintaining banking and automated teller machine applications — before venturing into entrepreneurship — he is now the founder and Chief Executive Officer of Khoi Tech.

The Soweto-based company specialises in designing and manufacturing wearable tech devices that enhance health monitoring and performance management, including smart watches and wireless earphones.

"Our business solutions include employee wellness solutions for the occupational health sector across industries, doctor-to-patient remote monitoring solutions for the public and private healthcare sectors, fatigue and wellness solutions for fleet industries, and sports team data analytics solutions for sports teams and performance environments," he explained.

These solutions provide actionable data for proactive interventions and can play an important role in life-saving scenarios, particularly in healthcare, transport, mining, and elderly care settings.

He started the business during the COVID-19 pandemic after running several computer and technology-related businesses with his friends.

bizcommunity

## Local chicken now competitive as poultry industry strengthens

The imposition of the tariffs on chicken imports and the substantial increase in the production of poultry in South Africa have had the desired effects of exerting downward pressure on the retail price of locally produced chickens, which is, in turn, enhancing their value proposition to hard-pressed consumers.

These developments are not only boding well for the sustainability of the poultry industry and its ability to retain and create much-needed jobs across the sector's value chain, but moreover, they are debunking the misconception that locally produced goods are not price competitive compared to their import counterparts.

Over the past 10-odd years, the poultry industry in South Africa has faced significant challenges precipitated by unrelenting dumping of highly subsidised chicken imports, widespread power constraints and interruptions in South Africa, and severe drought conditions that hampered profitability.

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LIFESTYLE&TECH

## Growth without exclusion: SA family business leverages AI & technology to protect, not replace, vulnerable workers

11 May 2026  
By Lesco

NEWS

## Skills Development

### Funding drives business growth at DBF Durban Indaba

### 35 Entrepreneurs pitch for Project 10X

### Young Entrepreneurship Programme launched

### Outgoing PEP workers empowered with business skills

### Report Faulty Traffic Lights

WHAT'S ON IN joburg

## Proudly SA Local Wine Expo

The annual event brings together approximately 30 South African wine brands for a three-day event that celebrates an industry that plays a vital role in the economy by providing jobs and generating substantial revenue.

## COVERAGE HIGHLIGHTS



PUBLIC PROCUREMENT | THOUGHT LEADERSHIP

## THE INTERSECTION BETWEEN PUBLIC PROCUREMENT AND B-BBEE

By Eustace Moshimbye, Chief Executive Officer of Proudly South African

The landmark ruling by the Constitutional Court that declared the country's procurement regulations, specifically the Preferential Procurement Regulations 2017, to be invalid and inconsistent with the Preferential Procurement Policy Framework Act (PPPFA), has inadvertently dealt a severe blow to efforts aimed at leveraging the state's massive procurement war chest to drive local procurement and accelerate industrialisation in the designated economic sectors already earmarked for preferential procurement.

**W**hile admittedly this momentous verdict was precipitated by the inclusion of pre-qualification criteria as outlined in the Broad-based Black Economic Empowerment Act, we hope that the inclusion of local procurement in any revised 'for qualification' (P-Q) would provide impetus to the scaling up of local industries down the value chain and accelerate the inclusion of home-grown companies in the state's supply chain.

This is borne by the fact that the Department of Trade, Industry & Competition policy has designated certain

industries, sectors, and sub-sectors for local production with minimum local content thresholds. These sectors are identified to have a certain percentage of local content, meaning that goods from these sectors must be manufactured locally or a certain percentage of these goods must be manufactured locally, when considered for procurement by any organ of the state.

We are of the view that the colossal procurement expenditure that the public sector has at its disposal can be deployed to turbo-charge industrialisation in the designated sectors of the economy, where substantial investment has already been ploughed in anticipation of a windfall of procurement opportunities. By giving a boost to sectors and sub-sectors that have local content, the public sector will be putting these enterprises on an exponential growth trajectory, which in turn will stimulate industrialisation and generate much-needed job opportunities across the nascent value and supply chains.

The state has a golden opportunity to enforce localised procurement across all spheres of government, at national, provincial, and local levels, including within state-owned entities. Currently, we are missing out on opportunities to

We are of the view that the colossal procurement expenditure that the public sector has at its disposal can be deployed to turbo-charge industrialisation

39th EDITION | JUNE 2024 | P. 39





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Proudly South African

4,510 posts 59.8K followers 1,778 following

South Africa's Buy Local campaign, promoting local procurement & job creation.

Sturdee Avenue, Johannesburg, Gauteng 2196

[shop.proudlysa.co.za/?srsltid=AfmBOopnqWwkv4WfUYIXk3U5T3fd...](https://shop.proudlysa.co.za/?srsltid=AfmBOopnqWwkv4WfUYIXk3U5T3fd...)

[proudly.sa](https://www.proudlysa.co.za)



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#### 4.5.5 SOCIAL MEDIA SNAPSHOT

We take great pride in the reach and level of consumer engagement we achieved through our social media platforms. The level of interest and engagement we have garnered this quarter has been outstanding. Our social media presence forms the cornerstone of our communication strategy that seeks to expand our reach to a broader audience and customer base.

Below is a table that illustrates Proudly South African's following on social media platforms for April to June 2026.

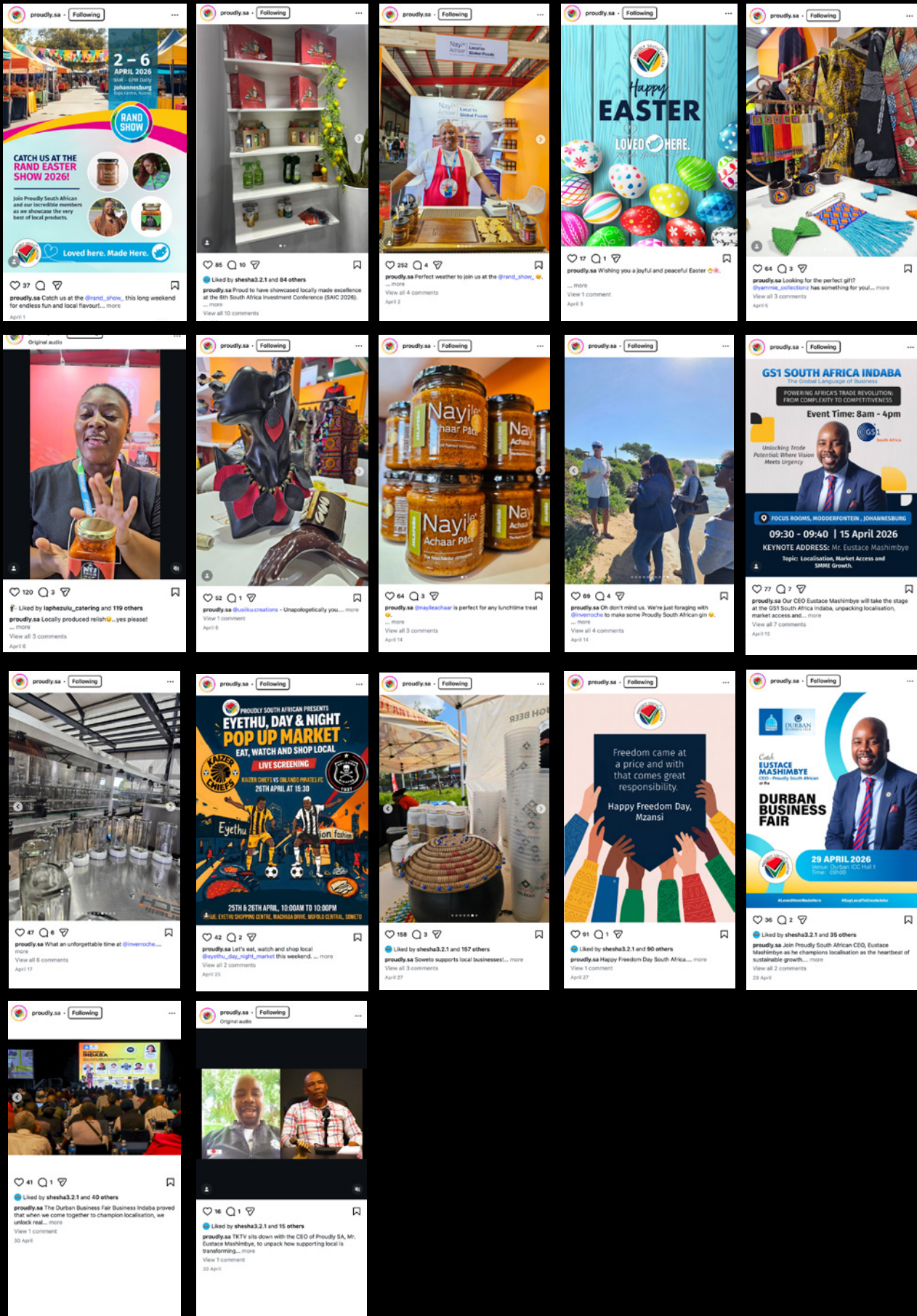
|                  | Followers 1 Jan – 31 Mar 26 | Followers 1 Apr – 30 Jun 26 | Q4-Q1 growth | Q/Q growth (%) |
|------------------|-----------------------------|-----------------------------|--------------|----------------|
| Facebook likes   | N/A                         | N/A                         | N/A          | N/A            |
| Facebook follows | 127 892                     | 127 936                     | 123          | 0.1 %          |
| Instagram        | 57 658                      | 58 851                      | 1 193        | 2.07 %         |
| LinkedIn         | 15 796                      | 16 010                      | 214          | 1.35 %         |
| Twitter          | 181 861                     | 181 784                     | -77          | -0.04%         |
| YouTube          | 1 200                       | 1 230                       | 30           | 6.19 %         |
| TikTok           | 60 162                      | 59 917                      | -245         | -0.41%         |
| <b>TOTALS</b>    | <b>444 490</b>              |                             |              | <b>2%</b>      |

*\*Please note that Facebook has discontinued Facebook likes as of 31st December 2025.*

**This quarter, the campaign's social media platforms reached some 1 018 347 consumers through captivating and thought-provoking content.**

## ON THE SOCIALS

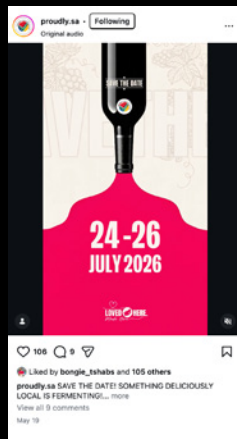
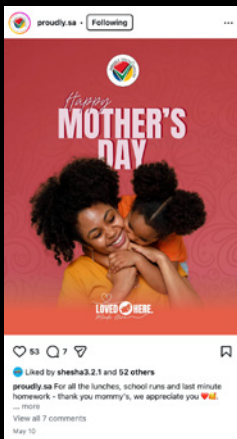
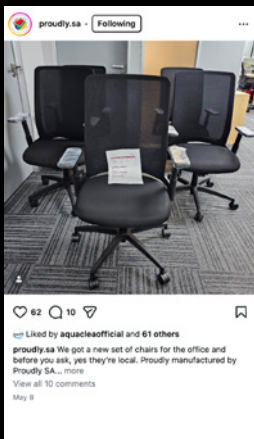
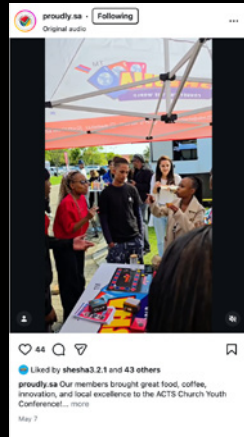
April 2026





## ON THE SOCIALS

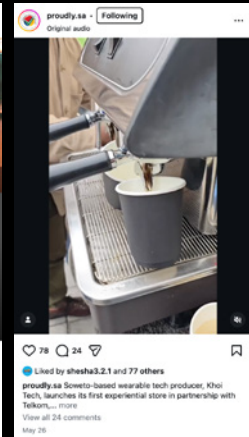
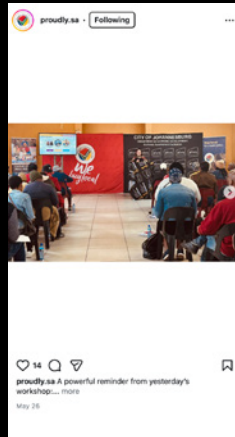
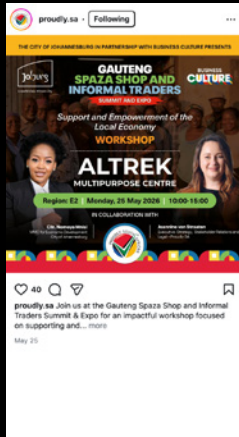
May 2026





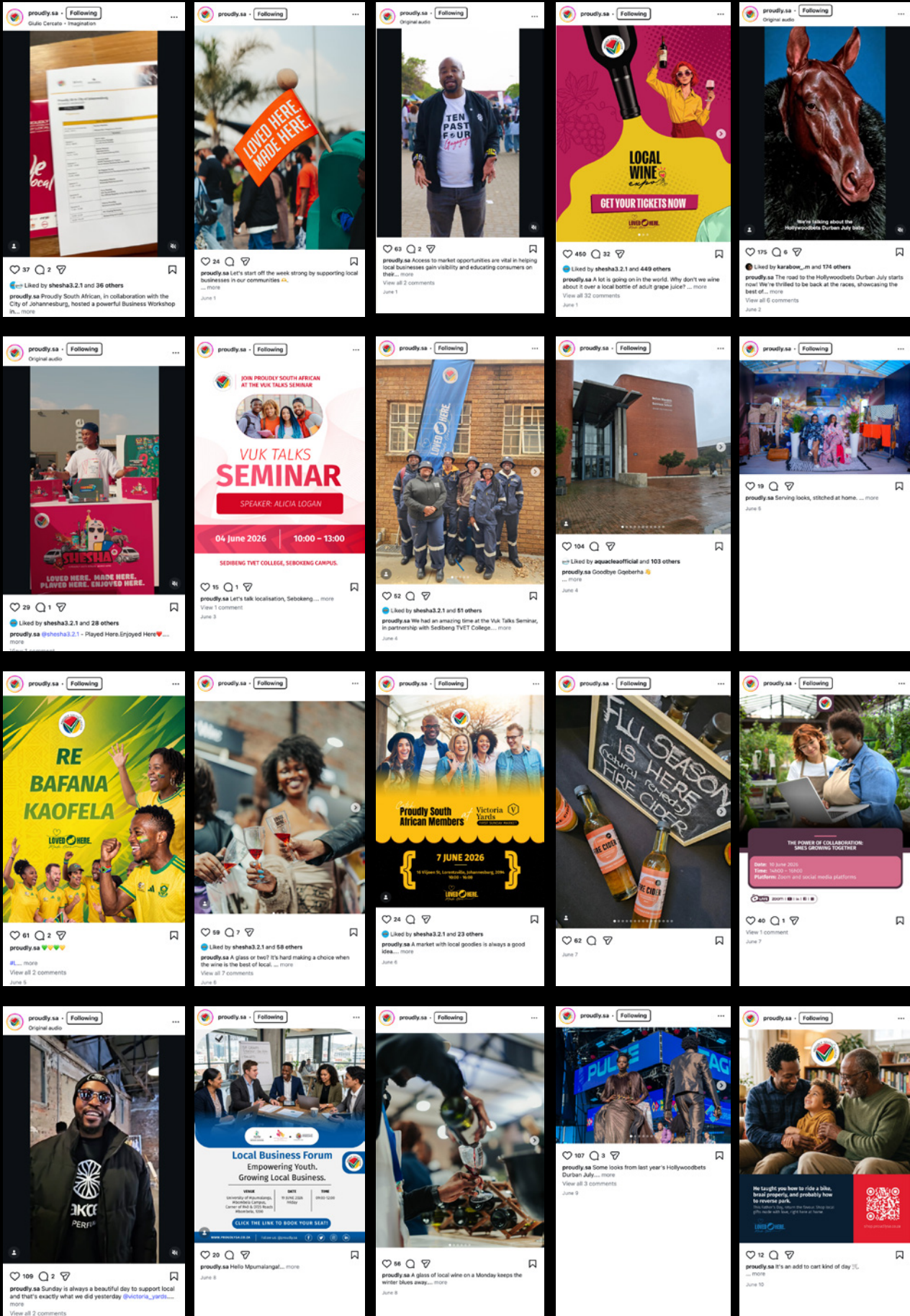
## ON THE SOCIALS

May 2026



## ON THE SOCIALS

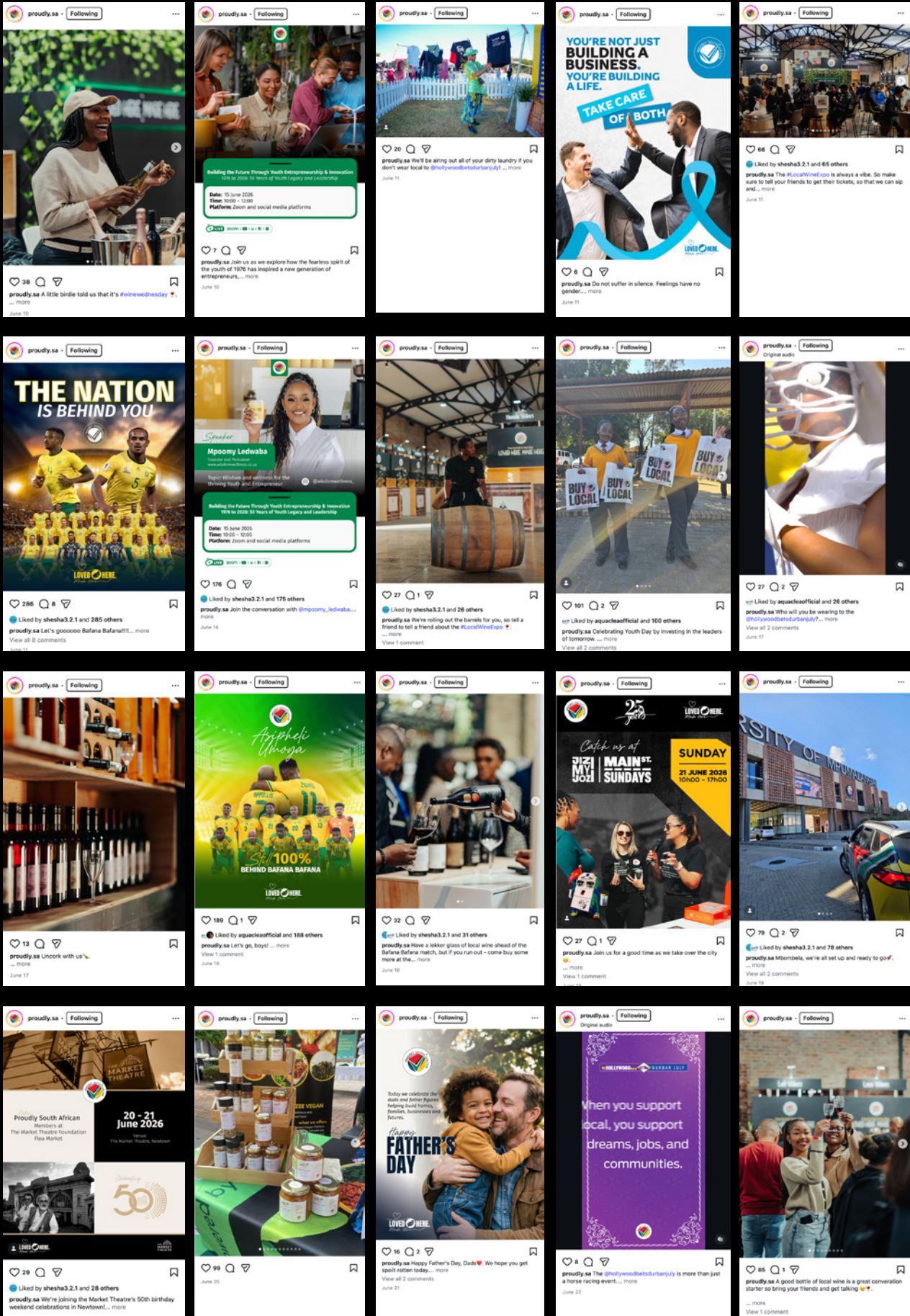
June 2026





## ON THE SOCIALS

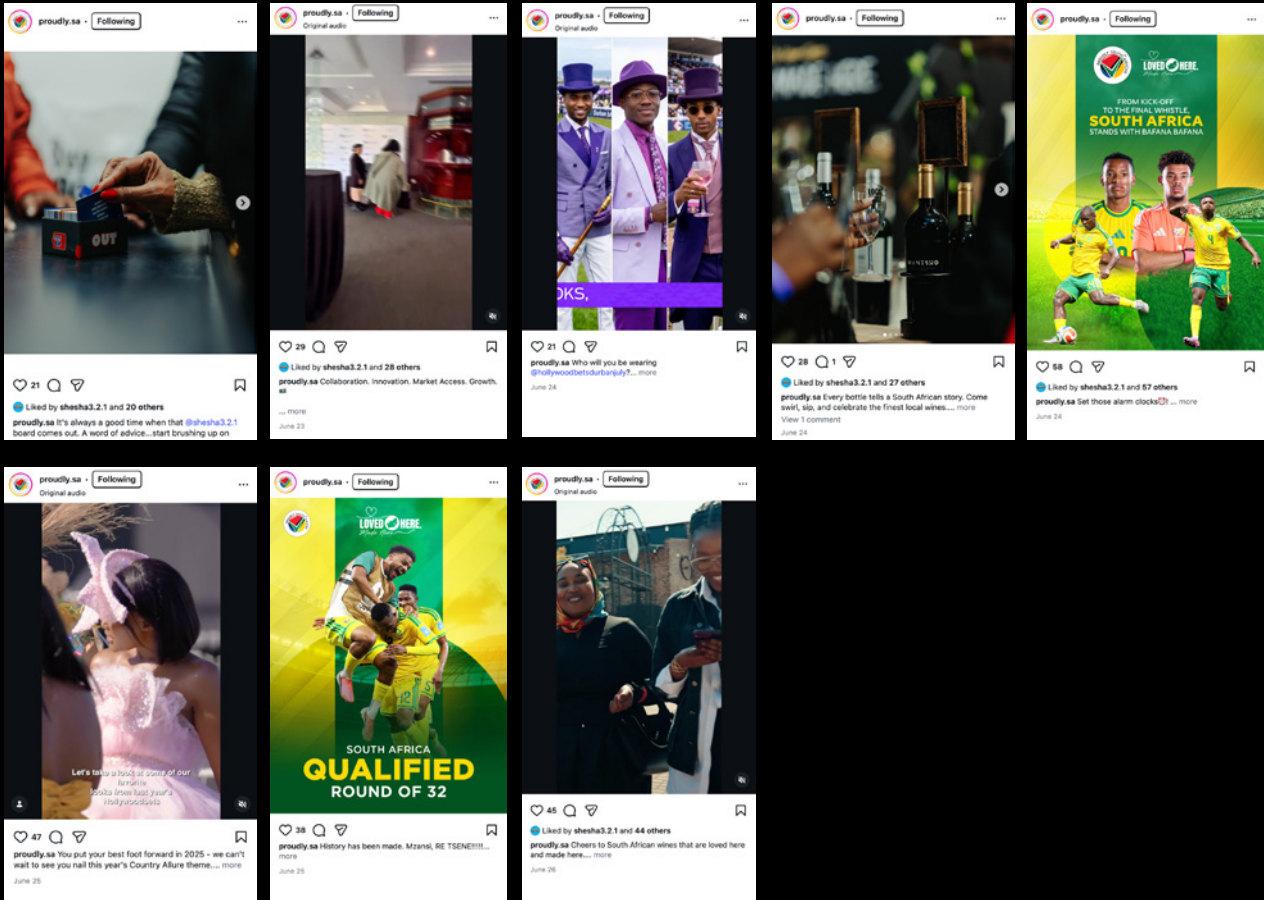
June 2026





## ON THE SOCIALS

June 2026





## 4.6) BRAND MANAGEMENT

### Brand Management Summary: April - June 2026

Quarter 1 commenced with one of Proudly SA's big collaborations within the faith-based sector through the ACTS Church Family Festival. The two-day event attracted approximately 12 000 attendees and provided Proudly South African with a dedicated village showcasing members operating within the food and lifestyle sectors. The Brand Management team ensured comprehensive brand visibility throughout the activation by delivering a cohesive branding experience across both the indoor lifestyle exhibition space and the outdoor food court, which collectively formed the Proudly South African village.

A vibrant visual identity was achieved through the strategic use of bold colours and a variety of branding elements, including telescopic banners, an inflatable entrance arch, directional floor decals, entrance banners, hanging banners, and digital screens. These elements created a seamless visitor journey while reinforcing the Proudly South African brand across multiple touchpoints.



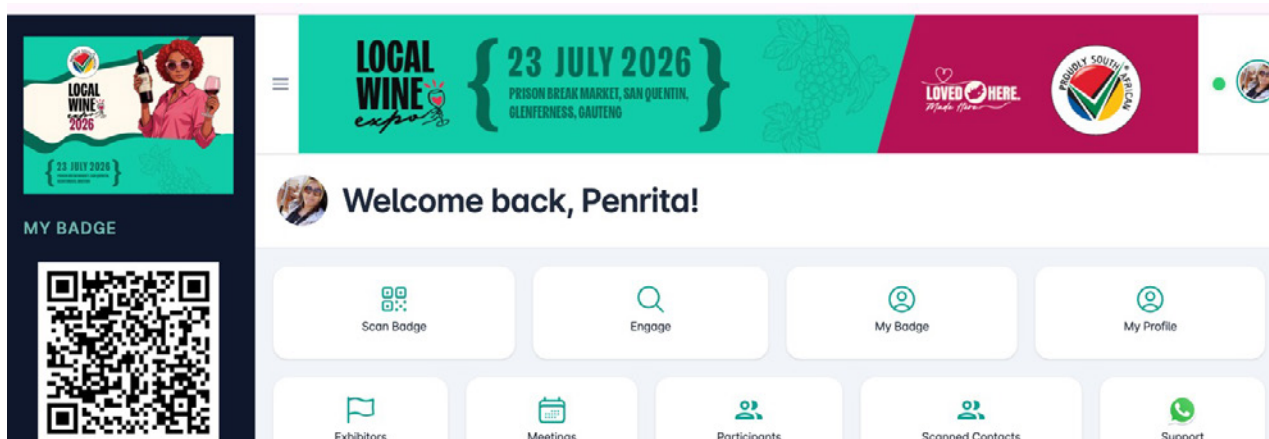




Initial preparations also commenced during Quarter 1 for the annual Local Wine Expo, scheduled to take place on the weekend commencing 24 July in Quarter 2. The Brand Management team developed key promotional assets, including street pole artwork, website banners, partnership proposals, and social media content to drive awareness ahead of the event. Street pole advertising was approved, and flying commenced, while the production of all onsite branding and event collateral continued in preparation for the exhibition.





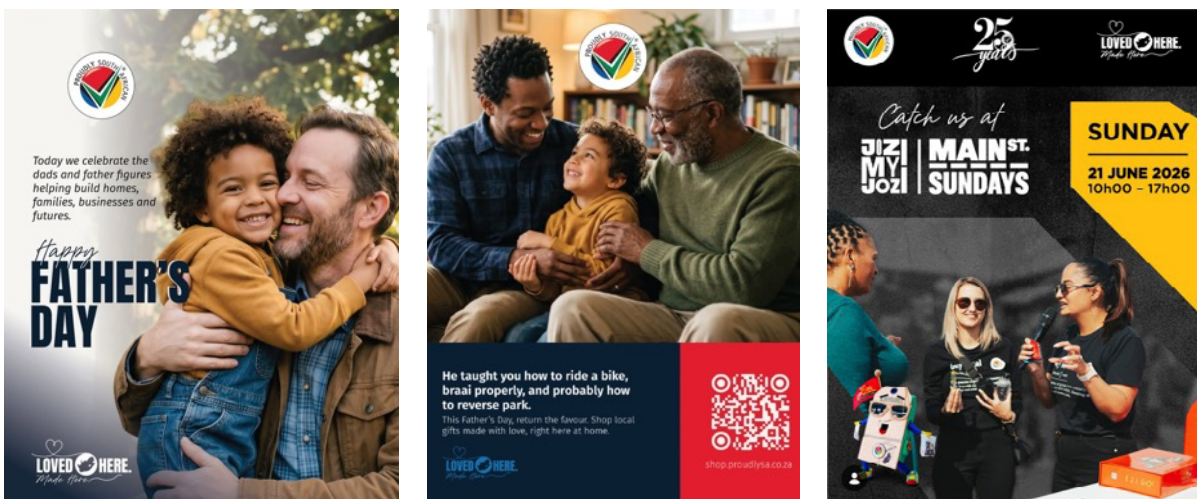


Planning was also well underway for Proudly South African's participation in the Jozi My Jozi Main Street Sunday activations. Although the event was subsequently postponed due to inclement weather, all branded material had already been designed, produced and procured in readiness for the campaign. Proudly SA secured a dedicated exhibition village where members were scheduled to showcase their products and services, with the Brand Management team responsible for delivering a fully branded activation environment.

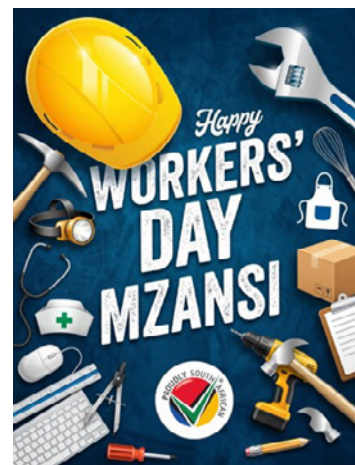
Throughout the quarter, the Brand Management team continued to provide strategic support across the organisation through the development of proposals, presentations, and branded collateral for the Membership, events and activations team and other organisational initiatives. This included executive speaking engagement presentations, exhibition stand concepts and designs for trade shows, and branding solutions for member-focused activations across the country. The team also maintained its ongoing public education and awareness initiatives through the production of monthly newsletters, continuous website management, updated CI guides and content updates, ensuring consistent and effective communication with stakeholders and the broader public.



Quarter 1 concluded with the successful execution of Proudly SA's annual Hollywoodbets Durban July activation. In collaboration with the Events and Activations team, the Brand Management team conceptualised and delivered an immersive exhibition stand inspired by the 2026 theme, Country Allure. The activation featured a western saloon-inspired design, complete with a branded hat bar and an interactive Shesha 3.2.1 board game experience. The engaging concept attracted significant visitor traffic, encouraged meaningful public interaction and generated strong participation through experiential activities and promotional giveaways, further strengthening brand awareness and engagement.









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#### 4.7 MARKETING & PR – CONCLUSION

The Marketing, Brand Management and Public Relations division commenced the 2026/2027 financial year with strong momentum, delivering a quarter focused on advancing Proudly South African's localisation agenda through strategic advocacy, stakeholder engagement, market access initiatives, and integrated communications. From April to June 2026, the division continued to strengthen the visibility and relevance of the "Loved Here. Made Here." campaign by positioning localisation as a practical driver of economic growth, entrepreneurship, and job creation.

Throughout the quarter, public relations activities reinforced Proudly South African's leadership position through high-profile speaking engagements, strategic partnerships, media opportunities and participation in influential economic and community platforms. These engagements ensured consistent amplification of the localisation message while strengthening relationships across government, industry, business, and civil society.

Consumer activations and market access initiatives remained central to the division's work, creating valuable commercial opportunities for members while connecting consumers directly with locally manufactured products and services. From lifestyle markets and festivals to youth-focused events and township initiatives, these platforms showcased the quality, innovation and diversity of South African businesses, translating the buy local message into meaningful economic opportunities for members.

Brand and marketing activities continued to strengthen awareness of the "Loved Here. Made Here." campaign through integrated stakeholder engagement and community outreach. Emphasis was placed on youth entrepreneurship, township economic development and enterprise support, ensuring that localisation remained relevant across diverse audiences while reinforcing the important role every South African can play in supporting the local economy.

Quarter One laid a strong foundation for the year ahead by expanding Proudly South African's influence across key stakeholder groups, strengthening member value through increased market access, and reinforcing localisation as a national movement that extends beyond awareness into meaningful action. As the organisation enters the second quarter, the focus will be on building on this momentum through flagship consumer campaigns, strategic partnerships and innovative activations that continue to inspire South Africans to choose products that are Loved Here. Made Here.

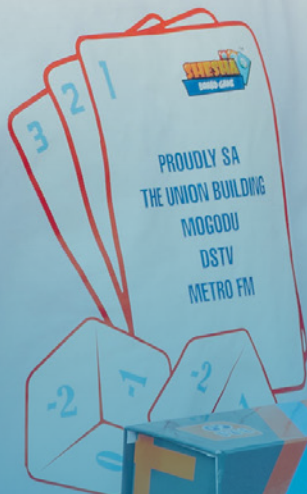
#### 4.8 PRESENTATIONS

Proudly SA CEO, Eustace Mashimbye, made CEO-led presentations at various events and in various media interviews. These presentations sought to create awareness and educate audiences about the Proudly South African campaign and what it stands for. In these interactions, the businesses and enterprises were also invited to support and join the Proudly South African buy local campaign.

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

| DATE          | PRESENTATION                               | VENUE         |
|---------------|--------------------------------------------|---------------|
| 9 April 2026  | Gauteng Investment Conference              | Johannesburg  |
| 15 April 2026 | GS1 2026 Keynote Address                   | Modderfontein |
| 23 April 2026 | SASMA 2026 Launch                          | Sandton       |
| 29 April 2026 | Durban Business Fair                       | Durban        |
| 27 May 2026   | Conscious Leadership Panel Discussion      | Melrose       |
| 5 June 2026   | Proudly SA Webinar                         | Virtual       |
| 22 June 2026  | TikTok Live Interview                      | Virtual       |
| 25 June 2026  | Proudly SA Webinar                         | Virtual       |
| 27 June 2026  | Afri-Youth Masterclass Youth Month Edition | Sandton       |
| 27 June 2026  | YFM GRYND                                  | Braamfontain  |
| 27 June 2026  | Lutheran Bapedi Church Youth Conference    | Centurion     |





LOVED  HERE.  
*Made Here.*



## PROUDLY SOUTH AFRICAN LOCALISATION TOOLS AND PROGRAMMES

**PROMOTING MARKET ACCESS OPPORTUNITIES**

## THE PRIVATE AND PUBLIC SECTORS

Proudly SA is actively lobbying for localisation commitment pledges from the public and private sectors, and there are several tools and programmes in place to help facilitate offtake agreements.

**THE PRIVATE SECTOR****Localisation Commitment Pledges:**

Localisation is one of the levers identified for driving economic recovery and growth. To that end, Proudly SA is requesting individual corporates, associations, and industry bodies to support the buy local campaign. The value proposition of buying locally is the competitiveness of local products and security of supply. Proudly SA is asking individual companies and representative bodies to participate in this initiative through the following mechanisms:

- Introduce procurement practices and policies aimed at increasing local procurement spend within their respective supply chains by favouring locally made products over imported products as much as possible.
- Increasing levels of local content in raw materials and/or components utilised in production processes and in their respective value chains.
- For retailers (physical and online) it could be to give more “shelf space” and/or to “target more” local manufacturers and suppliers as much as possible.
- Using the Enterprise/Supplier Development Programmes to drive localisation. This can be done by including localisation conditions for companies that are benefitting from companies’ ESD programmes.

**Localisation Commitment Pledges from Proudly SA’s membership base in the quarter 4 of 2025/2026****Quarter 1**

1. Haleon South Africa
2. Arena Holdings
3. Coleus Packaging
4. Zensar South Africa
5. Unilever South Africa
6. Coca -Cola Beverages South Africa
7. Aranda Texie Mills
8. The Sleep Group
9. Automotive Industry Transformation Fund
10. South African Breweries
11. The Standard Bank Business and Commercial Banking
12. Illovo Sugar

**Follow-ups made in the current quarter:**

1. Lesco
2. Mr Price Group
3. The Foschini Group

For the duration of this financial year, Proudly SA will continue to follow up on progress made by all organisation who have previously delivered localisation commitments.

**To support the private sector with their localisation commitment pledges, Proudly SA has developed platforms and continues to participate in various initiatives to showcase its membership base and facilitate business-to-business procurement, namely:**

- Proudly SA eCommerce Partnerships
- Sectoral Masterplans (as initiated by various Government Departments)
- Market Access Platform (MAP)
- Proudly SA's Furniture Portal
- B2B Matchmaking Initiatives
- Other Localisation Initiatives

## 1. Proudly SA eCommerce

### 1.1 Third party partnerships

Proudly SA is partnering third-party eCommerce platforms for market access opportunities for its members, and the request from each of the platforms is:

- Preferential rates for members (listing fees and/or commission or succession fees on products sold).
- Use of the logo and/or phrase on members' products and/or product descriptions
- Group member companies together, e.g. a Proudly SA tab
- Promote the partnership to its vendors for them to become Proudly SA members
- Participate jointly with Proudly SA in a PR and Communications drive to promote localisation on platforms' landing pages
- Promote Proudly SA members enlisted on the platforms through various marketing-driven activities (including promotions, eCards, brochures, newsletters, etc.)

Due to this initiative, a total of 4,007 Proudly SA member products have been enlisted on 12 third-party platforms to date including:

- Zulzi
- Made by Artisans
- Makro Marketplace
- Bizzmed
- Loot Marketplace
- OneDayOnly
- BobShop
- Takealot
- Local Roots Africa
- Woza Woza Online
- Wakanda Food Accelerator
- Hive Wholesale

### 1.2 Shop Proudly SA

On 1 July 2025, Proudly SA launched its own online eCommerce store with both B2C and B2B capability.

Here are the key milestones achieved in quarter 1 of 2026/2027:

| Q1 FY2027 KEY PERFORMANCE INDICATORS |  |               |  |                |                        |
|--------------------------------------|--|---------------|--|----------------|------------------------|
| Products Added                       |  | Vendors Added |  | Services Added | Q1 FY2027 Active Users |
| +129                                 |  | +30           |  | +12            | 31,550                 |
| 5.1% growth                          |  | 5.7% growth   |  | 5.0% growth    | Apr-Jun total          |



| QUARTER-OVER-QUARTER COMPARISON |                        |                        |                        |         |        |  |
|---------------------------------|------------------------|------------------------|------------------------|---------|--------|--|
| Metric                          | Q3 FY2026<br>(Oct-Dec) | Q4 FY2026<br>(Jan-Mar) | Q1 FY2027<br>(Apr-Jun) | Q3→Q4   | Q4→Q1  |  |
| Products (End)                  | 2089                   | 2510                   | 2639                   | +20.2%  | +5.1%  |  |
| Vendors (End)                   | 449                    | 528                    | 558                    | +17.6%  | +5.7%  |  |
| Services (End)                  | 221                    | 239                    | 251                    | +8.1%   | +5.0%  |  |
| Active Users                    | 25250                  | 29200                  | 31550                  | +15.6%  | +8.0%  |  |
| New Users                       | 24450                  | 28000                  | 29680                  | +14.5%  | +6.0%  |  |
| Confirmed Orders                | 6                      | 12                     | 6                      | +100.0% | -50.0% |  |
| Total Events                    | 305319                 | 1022000                | 1097000                | +234.7% | +7.3%  |  |

**Currently, the service providers include the following:**

#### **Logistics/fulfilment nationwide**

- Door-to-door: Bob Go [RAM, IE, The Courier Guy, Skynet, Wumdrop, MTE Express (new for high-risk areas)
- Drop-off points:
  - Bob Box, and
  - Pargo – over 4 000 pick-up points.

#### **Payment gateways**

- Payfast (holding company: DPO Payments)
- Transaction Junction
- NjiyaPay

## **2. Sectoral Masterplans (as initiated by various Government Departments)**

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

In quarter 4, Proudly SA championed campaigns and initiatives for the following masterplans:

- MedTech
- Retail-Clothing, Textile, Footwear and Leather
- Sugar
- Poultry
- Furniture
- Agriculture and Agro-processing
- Automotive
- **Digital Economy (New)**

## **3. Market Access Platform (MAP) [www.mapcollaboration.com](http://www.mapcollaboration.com)**

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 from. Procurement officials from corporates (“buyers”) 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 are automatically eligible to be enlisted on MAP as “suppliers”. This is an additional tool for matching supply and demand of locally made goods and services for Proudly SA members.

The platform includes elements of preferential procurement such as B-BBEE designation and category of persons such as youth-owned businesses. MAP is now a main point of focus at all Proudly SA presentations in order to encourage corporate buyers to enlist and utilise MAP as a tool for localisation in-line with local procurement commitment pledges that have been made.

Currently, a total of 2 100 companies have been loaded onto the platform. The platform has a complement of 235 buyers.

#### 4. Proudly SA's Furniture Portal ([www.proudlysa.co.za](http://www.proudlysa.co.za))

The Proudly SA furniture portal comprises a comprehensive list of local manufacturers producing furniture and related products that have been vetted in accordance with industry standards (where applicable) as determined by the regulators, and in accordance with the specifications determined by the public sector. Buyers interested in procuring these 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 does this portal serve as a marketplace for local furniture manufacturers and related products, but it is also indicative of the availability of locally made products more broadly in the country.

The portal is an initiative proudly supported by **the dtic**.

#### 5. B2B Matchmaking Initiatives

In quarter 4, exhibitors at the Buy Local Summit and Expo had the opportunity to participate in a B2B matchmaking programme. The report for this initiative will be available in quarter 2 as there is constant follow-ups made between the buyers and exhibitors that participated in the programme.

Here follows the report:

### Impact Report Buyer Sourcing & B2B Matchmaking



| CATALYZE was appointed to source, qualify and manage buyers for the Proudly South African Buy Local Summit while facilitating strategic business-to-business (B2B) engagements between exhibitors and procurement decision-makers. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. EXECUTIVE SUMMARY                                                                                                                                                                                                               | <p>The programme successfully attracted high-quality buyers from retail, hospitality, manufacturing, distribution, government, enterprise development and corporate procurement sectors, resulting in meaningful business engagements and a strong pipeline of commercial opportunities for South African businesses.</p> <p><b>Key Programme Results</b></p> <ul style="list-style-type: none"><li>• <b>151</b> buyer applications received.</li><li>• <b>84</b> verified buyers attended the two-day programme.</li><li>• <b>192</b> exhibitors participated (180 pre-event and 12 onboarded onsite).</li><li>• Over <b>1,300</b> buyer-exhibitor engagements facilitated through scheduled and organic meetings.</li><li>• <b>96%</b> of responding buyers found either full or partial supplier matches, validating the quality of buyer sourcing and exhibitor alignment.</li><li>• <b>36</b> exhibitors confirmed immediate business opportunities or active negotiations.</li><li>• <b>8</b> exhibitors confirmed concluded orders or commercial deals.</li><li>• Multiple buyers indicated planned procurement within the next three to six months, creating a substantial post-event pipeline.</li></ul> <p>The results demonstrate that structured buyer sourcing and curated matchmaking significantly enhance market access opportunities for South African manufacturers and service providers.</p> |
| 2. PROGRAMME OVERVIEW                                                                                                                                                                                                              | <p>The Buyer Sourcing and B2B Matchmaking Programme was designed to:</p> <ul style="list-style-type: none"><li>• Connect exhibitors with qualified procurement decision-makers.</li><li>• Facilitate structured commercial engagements.</li><li>• Increase local procurement opportunities.</li><li>• Support SME growth and supplier development.</li><li>• Strengthen Proudly South African's objective of promoting locally manufactured products and services.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |         |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 3. BUYER PROGRAMME PERFORMANCE | <p>Buyer Pipeline<br/>A total of <b>151 buyer applications</b> were received.</p> <p>Following withdrawals, duplicate applications and non-qualified registrations:</p> <ul style="list-style-type: none"> <li>• <b>77</b> applicants were based in Gauteng.</li> <li>• <b>17</b> represented other South African provinces.</li> <li>• <b>16</b> applied from neighbouring African countries, many requesting hosted buyer support.</li> </ul> <p>Ultimately, 84 qualified buyers attended, representing a high-quality cross-section of procurement professionals.</p> <p>Geographic Distribution</p> <ul style="list-style-type: none"> <li>• Gauteng – 77</li> <li>• Western Cape – 3</li> <li>• KwaZulu-Natal – 1</li> <li>• Eastern Cape – 1</li> <li>• North West – 2</li> </ul> <p>Buyer Outreach Activities<br/>To secure attendance and maximise exhibitor value, there was extensive outreach including:</p> <ul style="list-style-type: none"> <li>• 4,121 buyer engagement calls</li> <li>• 3,521 targeted emails</li> <li>• 2,380 WhatsApp communications</li> <li>• Continuous pre-event and onsite buyer management</li> </ul> <p>This proactive approach ensured buyers were informed, qualified and engaged before arriving at the event.</p> |         |
| 4. BUYERS LIST                 | Aromadough                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Gauteng |
|                                | Miente Manufacturing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Gauteng |
|                                | FG La Pasta (Pty) Ltd                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Gauteng |
|                                | Paane Water                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Gauteng |
|                                | Lemmechew foods pty ltd                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Gauteng |
|                                | Blue Panda                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Gauteng |
|                                | Agrishelves Group                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Gauteng |



|  |                                                     |         |
|--|-----------------------------------------------------|---------|
|  | Massmart                                            | Gauteng |
|  | Takealot                                            | Gauteng |
|  | Raffles trading                                     | Gauteng |
|  | Ingcebo Enhle Business Solutions / Lekale Group     | Gauteng |
|  | Auko Puzzles                                        | Gauteng |
|  | Auko Puzzles                                        | Gauteng |
|  | Brains Beyond Measure                               | Gauteng |
|  | Massmart                                            | Gauteng |
|  | Londi Prestige Collective                           | Gauteng |
|  | Export & Import Movement                            | Gauteng |
|  | Sandton Farmhouse                                   | Gauteng |
|  | The Health Food Factory and Nutriseed Pty Ltd       | Gauteng |
|  | Dunkeld Fisherman's Deli                            | Gauteng |
|  | Dunkeld Fisherman's Deli                            | Gauteng |
|  | Berry Blossom 2 pty ltd T/A The Health Food Factory | Gauteng |
|  | Dream Agri                                          | Gauteng |
|  | Green Tree Agents (Pty) Ltd                         | Gauteng |
|  | Njiapay (PTY) LTD                                   | Gauteng |
|  | Harkish Distributors Close Corp                     | Gauteng |
|  | Huma's Eatery Pty Ltd                               | Gauteng |
|  | Edenvinne Beauty                                    | Gauteng |
|  | Casmara                                             | Gauteng |
|  | Daisy Clothing Line                                 | Gauteng |
|  | Trojan Pac (Pty) Ltd                                | Gauteng |
|  | Fit Muntuza                                         | Gauteng |
|  | Franchise Association of South Africa               | Gauteng |
|  | Franchise Association of South Africa               | Gauteng |
|  | Franchise Association of South Africa               | Gauteng |
|  | Franchise Association of South Africa               | Gauteng |
|  | Catercorp                                           | Gauteng |
|  | Dabiya Legacy Pharma Pty Ltd                        | Gauteng |
|  | Top Notch Aesthetics and Spa                        | Gauteng |
|  | Imagine This Car                                    | Gauteng |
|  | Letsepe Foods                                       | Gauteng |
|  | Ristha's                                            | Gauteng |
|  | Ristha's                                            | Gauteng |
|  | Kgosigadi Communications                            | Gauteng |
|  | Makhamisa Foods                                     | Gauteng |
|  | Makhamisa Foods                                     | Gauteng |
|  | Empirestate Trading (Pty) Ltd                       | Gauteng |
|  | Mokgalaka creations                                 | Gauteng |
|  | Saxon Hotel Villas & Spa                            | Gauteng |
|  | Saxon Hotel Villas & Spa                            | Gauteng |
|  | Saxon Hotel Villas & Spa                            | Gauteng |
|  | The Saxon Hotel, Villas & Spa                       | Gauteng |
|  | LCJRM Projects                                      | Gauteng |

|  |                               |               |
|--|-------------------------------|---------------|
|  | Marsana Trading Enterprise    | Gauteng       |
|  | Siyavaya Adventures           | Gauteng       |
|  | TMM Projects                  | Gauteng       |
|  | Tsebo Solutions               | Gauteng       |
|  | Tsebo Solutions               | Gauteng       |
|  | Supermarket & Retailer        | Gauteng       |
|  | Supermarket & Retailer        | Gauteng       |
|  | Faatih Solutions              | Gauteng       |
|  | Faatih Solutions              | Gauteng       |
|  | CECOSA                        | Gauteng       |
|  | Vision Artesia                | Gauteng       |
|  | MIB                           | Gauteng       |
|  | All Day Jam                   | Gauteng       |
|  | Southern Sun                  | Gauteng       |
|  | Econocom Foods / E-pap        | Gauteng       |
|  | Clicks Group                  | Gauteng       |
|  | Dlloyd Creative Enterprises   | Gauteng       |
|  | Dlloyd Creative Enterprises   | Gauteng       |
|  | E dura                        | Gauteng       |
|  | LCJRM Projects                | Gauteng       |
|  | LCJRM Projects                | Gauteng       |
|  | The Mafikeng Innovation Hub   | Gauteng       |
|  | GK Consulting                 | Gauteng       |
|  | Gift Spot                     | Gauteng       |
|  | Takealot Marketplace          | Western Cape  |
|  | CEDI TRUST HOLDINGS           | Western Cape  |
|  | Clicks Group                  | Western Cape  |
|  | Capma Foods/Mama's Sauces     | KwaZulu-Natal |
|  | Ecstasy Communications        | Northern Cape |
|  | Intel minds Pty Ltd           | Eastern Cape  |
|  | Mosebo Tours And Wild Safaris | North West    |

| 5. BUYER FEEDBACK – THE STRONGEST MEASURE OF SUCCESS | <p>Buyer satisfaction and commercial intent provide the clearest indication of programme success. Based on 55 completed buyer feedback responses:</p> <p><b>Overall Satisfaction</b></p> <ul style="list-style-type: none"><li>• 33% rated the event Excellent</li><li>• 51% rated the event Good</li><li>• 16% rated the event Average</li></ul> <p>This means that 84% of buyers rated the event Good or Excellent, demonstrating strong satisfaction with the programme.</p> <p>Match Quality</p> <p><b>When asked whether they found relevant suppliers:</b></p> <ul style="list-style-type: none"><li>• 35% found strong business matches.</li><li>• 62% found partial matches with future potential.</li><li>• Only 4% found no suitable suppliers.</li></ul> <p>Overall, 96% of buyers identified either full or partial matches, validating the quality of exhibitors and buyer sourcing.</p> <p>Commercial Intent</p> <p><b>Buyer responses also highlighted strong purchasing potential:</b></p> <ul style="list-style-type: none"><li>• 40% indicated they are likely to do business with exhibitors.</li><li>• 7% had already progressed to quotations or pricing discussions.</li><li>• 49% stated it was too early to determine, reflecting active negotiations still underway.</li><li>• Only 4% believed no business would result.</li></ul> <p>These findings demonstrate that many commercial discussions initiated at the event are expected to convert into future procurement opportunities.</p> <p>Buyer Feedback Themes</p> <p><b>Buyers consistently praised:</b></p> <ul style="list-style-type: none"><li>• The diversity and innovation of local products.</li><li>• Access to suppliers they would not ordinarily meet.</li><li>• Face-to-face engagement with business owners.</li><li>• Opportunities to identify new procurement partners.</li><li>• The quality of networking and business development opportunities.</li></ul> <p>Many also noted that exhibitors who were well prepared, retail-ready and represented by decision-makers generated the strongest interest.</p> |                                                                                                                 |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
|------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------|------------------|-----------------------|---------------------------|------------------------------------------------------------------------------------------------------------|-----------------|-------------------|-----------------------------------------------------------------------------------------------------------------|----------------|---------------------|--------------------------------------------------------------------|----------------|----------------------------------|----------------------------------------------------------------|-------------------|-------------------------|--------------------------------------------------------------------|--------------------|-----------------|--------------------------------------------------------------------|-----------------|-----------------|------------------------------------------------------------------------|-------|-------------------|---------------------------------------------------------------------|
| 6. BUSINESS MATCHMAKING OUTCOMES                     | <p>The B2B programme generated significant commercial engagement:</p> <ul style="list-style-type: none"><li>• More than 1,300 buyer-supplier interactions facilitated.</li><li>• Hundreds of structured meetings arranged before the event.</li><li>• Additional organic meetings supported onsite.</li><li>• Active intervention ensured buyers were introduced to exhibitors despite logistical challenges.</li></ul> <p>The programme clearly delivered meaningful business engagement rather than passive networking.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                 |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| 7. STANDOUT COMMERCIAL SUCCESS STORIES               | <table><tr><th>Company</th><th>Sector</th><th>Reported Outcome</th></tr><tr><td>Luxity Fine Jewellery</td><td>Luxury Retail / Jewellery</td><td>Confirmed a concluded deal valued between R10,000–R50,000 and continues pursuing additional opportunities.</td></tr><tr><td>Miracle Comfrey</td><td>Health &amp; Wellness</td><td>Secured business and remains in active follow-up discussions, highlighting the value of regional (SADC) buyers.</td></tr><tr><td>Nkosi Ceramics</td><td>Homeware / Ceramics</td><td>Confirmed a completed commercial deal following buyer engagements.</td></tr><tr><td>Mmupi and Clay</td><td>Home Décor / Craft Manufacturing</td><td>Reported active negotiations and positive commercial progress.</td></tr><tr><td>Revelea Jewellery</td><td>Jewellery Manufacturing</td><td>Confirmed new business opportunities and ongoing buyer engagement.</td></tr><tr><td>Eggsellent by Lebo</td><td>Food Production</td><td>Confirmed a successful deal resulting directly from participation.</td></tr><tr><td>Butter &amp; Grace®</td><td>Food &amp; Beverage</td><td>Submitted quotations and advanced procurement discussions with buyers.</td></tr><tr><td>Ayeri</td><td>Consumer Products</td><td>Progressed to quotation stage following facilitated buyer meetings.</td></tr></table> <p>Additional exhibitors demonstrating strong commercial traction included Freshmo Brands, HT Herbs, Makoya Adhesive, Cook'd Pty Ltd, Cecefab Furniture, PSD Scent Perfumes, Memuka Plastic Mats, Aqua Clean, Embrac'n Touch Wellness &amp; Spa and Imsyser Health &amp; Beauty.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Company                                                                                                         | Sector | Reported Outcome | Luxity Fine Jewellery | Luxury Retail / Jewellery | Confirmed a concluded deal valued between R10,000–R50,000 and continues pursuing additional opportunities. | Miracle Comfrey | Health & Wellness | Secured business and remains in active follow-up discussions, highlighting the value of regional (SADC) buyers. | Nkosi Ceramics | Homeware / Ceramics | Confirmed a completed commercial deal following buyer engagements. | Mmupi and Clay | Home Décor / Craft Manufacturing | Reported active negotiations and positive commercial progress. | Revelea Jewellery | Jewellery Manufacturing | Confirmed new business opportunities and ongoing buyer engagement. | Eggsellent by Lebo | Food Production | Confirmed a successful deal resulting directly from participation. | Butter & Grace® | Food & Beverage | Submitted quotations and advanced procurement discussions with buyers. | Ayeri | Consumer Products | Progressed to quotation stage following facilitated buyer meetings. |
| Company                                              | Sector                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Reported Outcome                                                                                                |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| Luxity Fine Jewellery                                | Luxury Retail / Jewellery                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Confirmed a concluded deal valued between R10,000–R50,000 and continues pursuing additional opportunities.      |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| Miracle Comfrey                                      | Health & Wellness                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Secured business and remains in active follow-up discussions, highlighting the value of regional (SADC) buyers. |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| Nkosi Ceramics                                       | Homeware / Ceramics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Confirmed a completed commercial deal following buyer engagements.                                              |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| Mmupi and Clay                                       | Home Décor / Craft Manufacturing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Reported active negotiations and positive commercial progress.                                                  |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| Revelea Jewellery                                    | Jewellery Manufacturing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Confirmed new business opportunities and ongoing buyer engagement.                                              |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| Eggsellent by Lebo                                   | Food Production                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Confirmed a successful deal resulting directly from participation.                                              |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| Butter & Grace®                                      | Food & Beverage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Submitted quotations and advanced procurement discussions with buyers.                                          |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |
| Ayeri                                                | Consumer Products                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Progressed to quotation stage following facilitated buyer meetings.                                             |        |                  |                       |                           |                                                                                                            |                 |                   |                                                                                                                 |                |                     |                                                                    |                |                                  |                                                                |                   |                         |                                                                    |                    |                 |                                                                    |                 |                 |                                                                        |       |                   |                                                                     |



|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8. BEST PERFORMING INDUSTRY SECTORS              | <p>The strongest commercial outcomes were achieved within:</p> <p><b>Health, Beauty &amp; Wellness</b><br/>Strong retailer and distributor demand for skincare, wellness and personal care products.</p> <p><b>Food &amp; Beverage Manufacturing</b><br/>High engagement from retail and hospitality procurement teams.</p> <p><b>Homeware, Décor &amp; Furniture</b><br/>Locally manufactured products generated excellent buyer interest.</p> <p><b>Jewellery &amp; Premium Lifestyle</b><br/>Premium South African brands demonstrated significant retail and export potential.</p> <p><b>Manufacturing &amp; Industrial Products</b><br/>Industrial suppliers established valuable procurement relationships.<br/>These sectors consistently generated the highest levels of buyer engagement and commercial activity.</p> |
| 9. CHARACTERISTICS OF HIGH-PERFORMING EXHIBITORS | <p>Businesses that secured the best outcomes typically demonstrated:</p> <ul style="list-style-type: none"> <li>• Retail-ready packaging.</li> <li>• Professional branding.</li> <li>• Decision-makers onsite.</li> <li>• Transparent pricing.</li> <li>• Product samples.</li> <li>• Production scalability.</li> <li>• Proactive buyer engagement.</li> <li>• Effective follow-up.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 10. OVERALL OBSERVATION                          | <p>The strongest outcomes were generated by businesses operating in:</p> <ul style="list-style-type: none"> <li>• Consumer goods</li> <li>• Health &amp; wellness</li> <li>• Food manufacturing</li> <li>• Homeware &amp; décor</li> <li>• Manufacturing</li> <li>• Premium lifestyle products</li> </ul> <p>The programme also demonstrated that exhibitors with established production capacity, professional presentation and proactive sales engagement achieved significantly stronger commercial results.</p> <p>Most importantly, the buyer feedback confirms that the sourcing strategy was highly effective, with 96% of responding buyers finding relevant suppliers and a substantial proportion already progressing toward procurement decisions.</p>                                                              |

In Conclusion the Proudly South African Buy Local Summit 2026 Buyer Sourcing and B2B Matchmaking Programme successfully delivered on its objective of connecting high-quality buyers with South African suppliers and manufacturers. The curated buyer programme proved to be one of the event's strongest value drivers, generating meaningful business conversations, confirmed transactions and a substantial pipeline of future procurement opportunities. The overwhelmingly positive buyer feedback validates the effectiveness of this programme's sourcing methodology and demonstrates that investing in strategic buyer recruitment significantly enhances exhibitor return on investment.

## 6.1 Other Localisation Initiatives supported by Proudly SA in Quarter One:

- ABSA
- ACTOM
- Afrolingo
- Arena Holdings
- Buyers' Programme at the Buy Local Summit and Expo
- Clover SA (with NEF)
- Conscious Companies
- Craft and Design Institute
- Devland Wholesalers
- Commerce Forum South Africa
- Equip Group
- Franchise Association of South Africa (FASA)
- GBSH Consult Group
- Kasi Konnect
- Khoi Tech
- Lesco Group
- Little Slipper
- Matshego Airport Partners
- Microtronix Manufacturing
- Mr Price Group
- Next Door
- OLUMS
- Ranyaka & CoCreate
- Rooms of Resonance & FTK Studio
- Shesha 3.2.1.
- Shoprite Holdings
- South African Furniture Initiative
- South African International E-Commerce Association
- South African Poultry Association
- South African Supplier Diversity Council (SASDC)
- STRONG PR, Marketing and Events
- Sweet Thing Meringues
- Takealot
- The Foschini Group
- The Menu Portal
- The Meredith Institute
- The Standard Bank
- Tiger Brands
- Twyg
- Zazi Clothing

## 6.2 Other Localisation Initiatives supported by Proudly SA in Quarter One:

- B-BBEE Commission
- Brand South Africa
- City of Joburg
- City of Tshwane: Economic Development and Spatial Planning
- Department of Small Business Development
- Eastern Cape Development Corporation
- Fibre Processing and Manufacturing Sector Education and Training Authority (FP&M SETA)
- FoodBev Manufacturing SETA
- Gauteng Department of Economic Development
- Industrial Development Corporation
- National Empowerment Fund
- SARS: Alcohol Industry Forum
- SARS: Downstream Steel Forum
- SARS: Plastic Industry Forum
- Small Enterprise Development and Finance Agency
- State Owned Enterprises
- Procurement Forum (SOEPF)
- Telkom
- the dtic footwear and leather desk
- The Presidency
- University of Johannesburg
- University of Mpumalanga
- University of Pretoria
- Wesgro

## 6.3 Public Private Partnerships

- Furniture Masterplan
- MedTech Masterplan
- Poultry Masterplan
- South African Sugarcane Master Plan (2030)
- The Localisation Support Fund

## 6.4 Combatting the Illicit Economy

- the dtic Footwear and Leather Desk
- South African Furniture Initiative and other private sector players
- Nedlac/the Presidency Initiative
- the dtic and other stakeholders

## 6.5 Other

- Saudi Arabia Local Content and Government Procurement Authority
- UNDP (Scoping Study on Private Sector Engagement and Fundraising for Inclusive E-Commerce in Africa)

## Public Sector Interventions

Proudly SA has a mandate of undertaking the following:

- advocate for the public sector to buy local by including local content provisions in their Supply Chain Management policies utilising the 28 items previously designated for local content; and
- influence for self-designation where possible.

It seeks to achieve these goals through the following initiatives driven by Proudly SA:

### 1. Proudly SA's Tender Monitoring Function

To support the efforts to drive stricter adherence to local procurement legislation prior to 16th January 2023, Proudly SA launched the Tender Monitoring Function in April 2017 which searches through 1 000 government and SOE websites for tenders that were previously required to stipulate an element of local content. As part of Proudly SA's value proposition for members, they are matched with companies that can fulfil the tenders and are flagged and sent to the dtic to monitor whether entities still comply.

**In Q1 of 2026/2027, the Proudly SA tender monitoring function identified 472 tenders related to the 28 products previously designated for local content.**

The tender adverts extracted from the system are flagged and sent to **the dtic** via email for monitoring of local content levels by **the dtic's** industrial procurement unit.

The dtic categorises bids received as per the following:

- whether bids were received within the previously designated sectors and are compliant or partially compliant with the with local content thresholds as per the previously designated sectors, and
- whether bids were received outside the previously designated sectors.

| Designated Products                                    | LC Threshold | Date       |
|--------------------------------------------------------|--------------|------------|
| 1. Rail Rolling Stock                                  | 65%          | 16-07-2012 |
| 2. Power Pylons and Substation Structures              | 100%         | 16-07-2012 |
| 3. Bus Bodies                                          | 80%          | 16-07-2012 |
| 4. Canned/Processed Vegetables                         | 80%          | 16-07-2012 |
| 5. Textile, Clothing, Leather and Footwear Sector      | 100%         | 16-07-2012 |
| 6. Certain Pharmaceutical Products                     | Per tender   | 07-12-2011 |
| 7. Set-top Boxes                                       | 30%          | 26-09-2012 |
| 8. Furniture Products                                  | 85-100%      | 15-11-2012 |
| 9. Electrical and Telecom Cables                       | 90%          | 08-05-2013 |
| 10. Valve Products and Actuators                       | 70%          | 06-02-2014 |
| 11. Working Vessels (Boats)                            | 60%          | 01-08-2014 |
| 12. Residential Electricity Meters and Water Meters    | 90%          | 01-08-2014 |
| 13. Steel Conveyance Pipes, Pipe Fittings and Specials | 80-100%      | 28-09-2015 |
| 14. Transformers and Shunt Reactors                    | 10-90%       | 28-09-2015 |
| 15. Two Way Radio Terminals                            | 60%          | 30-06-2016 |
| 16. Solar PV Components                                | 15-90%       | 30-06-2016 |
| 17. Rail Signalling System                             | 65%          | 30-06-2016 |
| 18. Wheelie Bins                                       | 100%         | 18-08-2016 |
| 19. Solar Water Heaters                                | 70%          | 19-07-2012 |
| 20. Fire Fighting Vehicles                             | 30%          | 21-11-2016 |
| 21. Steel Products and Components for Construction     | 100%         | 13-01-2017 |
| 22. Rail Perway (Track) Infrastructure                 | 90%          | 13-11-2017 |
| 23. Pumps & Medium Voltage Motors                      | 70%          | 12-12-2017 |
| 24. Plastic Pipes                                      | 100%         | 2020       |
| 25. Air insulated MV Switchgear                        | 50%          | 2020       |
| 26. Bulk Material Handling                             | 85%          | 2020       |
| 27. Industrial lead Acid Batteries                     | 50%          | 2020       |
| 28. Cement                                             | 100%         | 04-10-2021 |



| TENDERS MONITORED BY THE DTIC IPU FOR 2026/2027 QUARTER 1 |     |
|-----------------------------------------------------------|-----|
| Numbers of tenders monitored                              | 432 |
| Tenders within designated sectors                         | 125 |
| Tenders not designated                                    | 307 |
| Numbers of compliant tenders                              | 7   |
| Numbers of non-compliant tenders                          | 113 |
| Numbers of partially compliant tenders                    | 5   |

## 2. Integration with the CSD

To ease the process for those members of Proudly SA not yet enlisted on National Treasury's Central Supplier Database (CSD), Proudly SA undertook an integration process with the CSD8 to enlist its members by virtue of their memberships. This was dependent on whether they comply with the listing requirements. Development work for both organisations in this regard has been completed. Proudly SA's members will be able to be enlisted on the CSD via this initiative from Quarter 2 of 2026/2027.

Phase 2 of the programme will allow members to use the Proudly SA member logo beside their listing to encourage those buying for government, to buy from local manufacturers and service providers where companies' products and services are vetted in terms of Proudly SA's criteria for local content and quality. The first phase of the project is now complete; phase two will take place later in 2026/2027.

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

The assenting of the Public Procurement Act, 2024, which contained clear local procurement requirements, has brought about renewed hope for public procurement to again being positioned as a lever for driving re-industrialisation that will be underpinned by localisation, leading to much needed economic growth, as well as the retention and creation of much needed jobs in the economy. As soon as National Treasury resumes its roadshow to inform the public sector about the new procurement regulations, Proudly SA will again emphasise the importance of including local content provisions in the public entities' respective Supply Chain Management Policies.

## 4. Proudly SA's contribution to the drafting of the Preferential Procurement Regulations

Under the auspices of the dtic, National Treasury invited Proudly SA to contribute to the drafting of the Preferential Procurement Regulations as required in the Public Procurement Act of 2024. Proudly SA eagerly awaits the publishing of the regulations for public comment in Quarter 1 of 2026/2027.

## 5. State-owned Enterprises Procurement Forum (SOEPF)

Proudly SA supports the localisation initiatives of this forum.

Wine is a lifestyle!!

Journalist: Thabo  
"The BRAND Empowers the Future!!"

PROUDLY SOUTH AFRICAN BECAUSE...

We are  
a rainbow  
Nation!

We support  
local wineries

DR TEAM  
Numb Numb

LOVED  HERE.  
Made Here.

## PERFORMANCE FOR THE PERIOD UNDER REVIEW

**Performance for the period under review (1 April to 30 June 2026) – Performance against the Annual Performance Plan targets for the quarter**

5.1 Key focus area: Consumer Education Campaign on the economy wide benefits of buying local – “Buy Local” to Create Jobs! – ERRP

In support of the Industrialisation DTIC Joint Indicator/output

| Strategic Goal/<br>Objective Outcome                                                                                                                        | Performance Indicator /<br>Measure                                                                                                                                                                                                                                              | Baseline                                                                        | Performance Targets                                                                         |                                     |                                  |                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                             |                                                                                                                                                                                                                                                                                 |                                                                                 | 2026/27                                                                                     | Quarter 1:<br>Performance<br>Target | Quarter 1: Achievement           | Variance                                                                                                                                                        |
| Educate consumers on the importance of buying local (Local Procurement Accord) and on country-of-origin labels – Influencing “Buy Local” purchase behaviour | To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of locally made products, raise the profile of locally made products and educate consumers on the importance of buying local and checking country of origin labels through: | Buy Local Game Time campaign reached more than 20 million people during 2024/25 | Above the line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers; | 5 million consumers                 | -                                | -5 000 000 (Branding department is currently searching for alternative solutions to maximize on budget allocated for above the line such as stadium LED Boards) |
|                                                                                                                                                             | Above the line campaign, i.e. Top of Mind Awareness through various Platforms incl. TV, Radio, Print, Outdoor, On-line (digital) and targeted advertising campaigns.                                                                                                            | Reached more than 200 million people during 2024/25                             | PR & below the line activities reaching at least 30 million consumers                       | 3 million consumers                 | 55 541 814 consumer/ impressions | +52 541 814                                                                                                                                                     |
|                                                                                                                                                             | PR as well as Below and Through the line activities using social media, press releases, interviews on all media touch points and other PR related activities                                                                                                                    |                                                                                 |                                                                                             |                                     |                                  |                                                                                                                                                                 |



| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                                                                                                  | Baseline                                                                   | Performance Targets                                                                                                             |                                                                                                                  |                                                                                                                                                                                                                                                                                        |          |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|                                      |                                                                                                                                                                                                     |                                                                            | 2026/27                                                                                                                         | Quarter 1:<br>Performance<br>Target                                                                              | Quarter 1: Achievement                                                                                                                                                                                                                                                                 | Variance |
|                                      | National Consumer Educational campaigns through Consumer Activations (Education Through Edutainment)                                                                                                | Hosted 12x Activations during 2024/25                                      | At least 8x consumer activations hosted annually                                                                                | 2x consumer activation hosted per quarter                                                                        | 8x <ul style="list-style-type: none"> <li>Jabavu youth career expo Madibane Secondary High School</li> <li>YFM Grind</li> <li>Acts Family Day</li> <li>COJ Business Forum</li> <li>Khoi Tech Store Launch</li> <li>Lutheran Church Youth Workshop</li> <li>Afrimaster Class</li> </ul> | +6       |
|                                      | Youth and/or Community based targeted consumer education engagements, with radio stations of tertiary Institutions and/or other youth targeted commercial and community radio stations (programmes) | 12x Campus/ Community and/or youth campaigns undertaken during 2024/25     | 12x Campus / Community and/ or Youth targeted Radio interviews/ competitions or advertising campaigns per annum (3 per quarter) | 3x campus / community and/ or Youth targeted radio interviews/ competitions or advertising campaigns per quarter | 3x <ul style="list-style-type: none"> <li>YFM</li> <li>SHAP Live</li> <li>SHAP Live</li> </ul>                                                                                                                                                                                         | -        |
|                                      | Consumer education programmes targeting basic education learners                                                                                                                                    | At least 1 consumer education programme targeting basic education learners | At least 2x consumer education programme targeting basic education learners                                                     | -                                                                                                                | <ul style="list-style-type: none"> <li>Jabavu youth career expo</li> <li>Madibane Secondary High School</li> </ul>                                                                                                                                                                     | +4       |

| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                         | Baseline                                                                   | Performance Targets                                                                     |                                                 |                                                                                                                                                                                                           |          |
|--------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|                                      |                                                                            |                                                                            | 2026/27                                                                                 | Quarter 1:<br>Performance<br>Target             | Quarter 1: Achievement                                                                                                                                                                                    | Variance |
|                                      | Consumer education programmes targeting tertiary education learners        | At least 1 consumer education programme targeting basic education learners | At least 3x national consumer education programme targeting tertiary education learners | -                                               | <ul style="list-style-type: none"> <li>• 4x VUK Talks seminar Mpumalanga University Business Forum Nelson Mandela University Business Forum B-BBEE Commission &amp; Youth Month Engagement Pro</li> </ul> | +4       |
|                                      |                                                                            | 3x presentations were made during 2024/25                                  | Presentations in at least 4 universities or business schools per annum                  | -                                               | 4x <ul style="list-style-type: none"> <li>• Talks seminar Mpumalanga University Business Forum Nelson Mandela University Business Forum B-BBEE Commission &amp; Youth Month Engagement Pro</li> </ul>     | +4       |
|                                      | Proudly SA Events/ Exhibitions/Expo's/ Villages at third party trade expos | Participated in 16x trade expos and events during 2024/25                  | Participation in at least 8 major trade fairs / expos per annum                         | Participation in 1x trade fair/expo per quarter | 4x <ul style="list-style-type: none"> <li>• Easter Randshow Durban Business Fair</li> <li>• Gauteng Spaza shop workshop</li> <li>• Spaza supplier conference</li> </ul>                                   | +3       |

| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                                 | Baseline                                                                                                                                                                                                                            | Performance Targets                                                                                                                                   |                                                     |                                                                                              |          |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------|----------|
|                                      |                                                                                                                                    |                                                                                                                                                                                                                                     | 2026/27                                                                                                                                               | Quarter 1:<br>Performance<br>Target                 | Quarter 1: Achievement                                                                       | Variance |
|                                      | Sector specific expo and/<br>or activations showcasing<br>Proudly SA products and<br>in support of a labour-<br>intensive industry | Hosted a cookoff<br>media activation<br>that focused on<br>the food industry.<br>Showcase of local<br>wine at Local<br>Wine Expo-agro<br>processing, and<br>Local Fashion Police<br>programme in<br>support of the CTFL<br>industry | Sector specific<br>expo. activity<br>showcasing<br>at least two<br>industries/<br>products (Agro-<br>processing –<br>Wines and CTFL or<br>Automotive) | -                                                   | -                                                                                            | -        |
|                                      | Proudly SA participation<br>in 3rd party markets for<br>consumer education<br>purposes                                             | Participated in 9x<br>consumer markets<br>and during 2023/24                                                                                                                                                                        | Participation in at<br>least 8 consumer<br>markets per<br>annum                                                                                       | Participate in 2<br>consumer markets<br>per quarter | 4x<br>• The Ground Market<br>• Victoria Yard<br>• Market Theatre<br>• Eyethu Night<br>Market | +2       |
|                                      | Increased awareness of<br>the buy-local message<br>and/or campaign during<br>Heritage Month                                        | 1x activity was<br>conducted<br>(Delicious Food<br>& Music) during<br>2024/25                                                                                                                                                       | Roll out of at<br>least 1 Heritage<br>month consumer<br>targeted activity<br>per annum                                                                | -                                                   | -                                                                                            | -        |
|                                      | Buy Local Summit –<br>focusing on buying local<br>(consumer education)                                                             | Annual Buy Local<br>Summit and Expo<br>held during 2023/24                                                                                                                                                                          | At least 1 Buy<br>Local Summit<br>to be held per<br>annum (virtual<br>or otherwise)<br>with consumer<br>education focused<br>activities               | -                                                   | -                                                                                            | -        |



| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                                              | Baseline                                                                           | Performance Targets                                                                                                          |                                     |                        |          |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------|----------|
|                                      |                                                                                                                                                 |                                                                                    | 2026/27                                                                                                                      | Quarter 1:<br>Performance<br>Target | Quarter 1: Achievement | Variance |
|                                      | Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector | Annual Buy Local Expo held during 2024/25                                          | At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers | -                                   | -                      | -        |
|                                      | Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders        | Annual Buy Local Expo held during 2024/25                                          | At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities           | -                                   | -                      | -        |
|                                      | Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local                       | Reach at least one broad community-focused group, with a national unions per annum | Reach members in at least three labour federations and/or major unions, per annum                                            | -                                   | -                      | -        |

| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                                       | Baseline     | Performance Targets                                                                                                                   |                                                                                             |                                                                                                  |          |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|----------|
|                                      |                                                                                                                                          |              | 2026/27                                                                                                                               | Quarter 1:<br>Performance<br>Target                                                         | Quarter 1: Achievement                                                                           | Variance |
|                                      | Development and introduction of a consumer targeted initiative (edutainment – Buy Local game to educate consumers on importance thereof) | New Activity | Introduction of the Proudly SA game (initiative) into the market (and distribution thereof)                                           | Introduction of the Proudly SA game (initiative) into the market (and distribution thereof) | 2x <ul style="list-style-type: none"> <li>• Acts Family Festival</li> <li>• The GRYND</li> </ul> | +2       |
|                                      | Utilise sports and sporting codes to grow the reach of the Buy Local message and call-to-action to consumers                             | New Activity | Introduction of a national consumer targeted campaign (Local Fridays) in the for locally made products and services                   | -                                                                                           | -                                                                                                | -        |
|                                      | Partnership with organisations rolling out national outreach programmes nationally                                                       | New Activity | Partner with or one major organisation to roll out a national consumer education programme (Partner in a new or existing initiatives) |                                                                                             |                                                                                                  |          |

5.2 Key focus area: Advocacy to increase the uptake of local products by the public sector (all State organs including State Owned Entities) – ERRP  
In support of the Industrialisation DTIC Joint Indicator/output

| Strategic Goal/<br>Objective Outcome                                                                                                                 | Performance Indicator /<br>Measure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Baseline                                                                                                                                                                      | Performance Targets                                                                             |                                     |                           |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------|---------------------------|----------|
|                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                               | 2026/27                                                                                         | Quarter 1:<br>Performance<br>Target | Quarter 1:<br>Achievement | Variance |
| Increase procurement of local products and services in the <b>public sector</b> through increased engagements and initiatives with the public sector | <b>Public Sector Local Procurement initiatives</b><br>Increase buy-in and support for local procurement by the <b>public sector</b> (all state organs) through:<br><br>Partnership with SOEs, national, provincial, and local government structures on the education of procurement officials on the inclusion of local content provisions in their respective preferential procurement (SCM) policies) to increase local procurement within the public sector (Engagement with procurement practitioners in the public sector) | Presented to 1 SOEPF meeting and contributed to the public sector regulations for preferential procurement, where SOE procurement heads/officials were present during 2024/25 | Participation in at least 1 platform per annum targeted at heads of procurement/finance in SOEs | -                                   | -                         | -        |
|                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                               | Participation in at least 1 platform targeted at heads of procurement/finance in SOEs           | -                                   | 1x Telkom                 | +1       |



| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                                                                                                                                                                                                                                   | Baseline                                                                                                   | Performance Targets                                                                                                                         |                                                                                      |                                                                          |                                                                                                                                                                                                                                                                                                                                                         |
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|                                      |                                                                                                                                                                                                                                                                                                                                      |                                                                                                            | 2026/27                                                                                                                                     | Quarter 1:<br>Performance<br>Target                                                  | Quarter 1:<br>Achievement                                                | Variance                                                                                                                                                                                                                                                                                                                                                |
|                                      | Tender Monitoring –<br>Number of tenders/RFPs<br>identified by Proudly<br>SA's system, issued for<br>designated sectors/<br>products by public sector<br>entities<br>CSD Integration – an<br>integration of the<br>Proudly SA database with<br>National Treasury's CSD<br>(Number of Proudly SA<br>companies integrated<br>with CSD) | 1 403 tenders/RFPs<br>were identified in<br>2024/25                                                        | At least 1 200<br>tenders/RFPs<br>for designated<br>sectors/ products<br>identified through<br>the tender<br>monitoring system<br>per annum | 300 tenders/RFPs<br>per quarter                                                      | 472                                                                      | +172                                                                                                                                                                                                                                                                                                                                                    |
|                                      | New Activity                                                                                                                                                                                                                                                                                                                         | New Activity                                                                                               | Increase number<br>of sectors/<br>products tracked<br>through the<br>monitoring tool                                                        | Increase number<br>of sectors/<br>products tracked<br>through the<br>monitoring tool | -                                                                        | Awaiting the<br>promulgation of the<br>Regulations for the<br>Public Procurement<br>Act.                                                                                                                                                                                                                                                                |
|                                      | Launch of integration<br>of CSD with Proudly SA<br>database, with at least 50<br>companies registered in<br>Year 2                                                                                                                                                                                                                   | Launch of<br>integration of CSD<br>with Proudly SA<br>database, with at<br>least 50 companies<br>per annum |                                                                                                                                             |                                                                                      | Members are invited<br>to participate as<br>of Quarter 2 of<br>2026/2027 | Phase 1: Proudly<br>SA's system has<br>integrated with that<br>of NT in quarter 4 of<br>2025/2026.<br><br>Phase 2: In progress<br>–<br>highlighting of local<br>producers on the<br>CSD) (Proudly SA<br>is awaiting the go-<br>ahead from NT with<br>regards to technical<br>development).<br><br>Integration with<br>CIPC's BizPortal is<br>completed. |

### 5.3 Key focus area: Advocacy to increase the uptake of local products by the private sector – ERRP

In support of the Industrialisation and Transformation DTIC Joint Indicators/Outputs

| Strategic Goal/<br>Objective Outcome                                                                        | Performance Indicator /<br>Measure                                                                                                                                                                                                                                                      | Baseline                                                                               | Performance Targets                                                                       |                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                          |          |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|                                                                                                             |                                                                                                                                                                                                                                                                                         |                                                                                        | 2026/27                                                                                   | Quarter 1:<br>Performance<br>Target                                                            | Quarter 1: Achievement                                                                                                                                                                                                                                                                                                                                                                                                                   | Variance |
| Increase procurement of local products and services in the private sector through engagements with Business | <b>National Educational Road shows:</b><br>Increased buy-in and support for local procurement by the private sector. Working relationships with apex business bodies and associations, for their respective members to commit to buying locally produced products and services through: |                                                                                        |                                                                                           |                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                          |          |
|                                                                                                             | Presentations to apex business bodies, including Business Chambers, associations and/or industry events                                                                                                                                                                                 | 2x presentations, each to apex business organizations (BLSA, BUSA & NEDLAC) in 2024/25 | Presentations to at least 2 apex business organisations, e.g. BUSA, BBC, BLSA and SACCII  | -                                                                                              | -                                                                                                                                                                                                                                                                                                                                                                                                                                        | -        |
|                                                                                                             |                                                                                                                                                                                                                                                                                         | Presented to 25x business chambers and/or associations in 2024/25                      | Presentations to at least 8 business chambers, associations and industry bodies per annum | Presentation to at least 2x business chambers, associations and/or industry bodies per quarter | 9x<br><ul style="list-style-type: none"> <li>Conscious Companies</li> <li>Craft and Design Institute</li> <li>E-Commerce Forum South Africa</li> <li>Franchise Association of South Africa</li> <li>Kasi Konnect</li> <li>South African Furniture Initiative</li> <li>South African International E-Commerce Association</li> <li>South African Poultry Association</li> <li>South African Supplier Diversity Council (SASDC)</li> </ul> | +7       |

| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                          | Baseline                                                                                                                                              | Performance Targets                                                                                                   |                                                                                               |                                                                                                                                                                                                                                                                             |          |
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|                                      |                                                                                             |                                                                                                                                                       | 2026/27                                                                                                               | Quarter 1:<br>Performance<br>Target                                                           | Quarter 1: Achievement                                                                                                                                                                                                                                                      | Variance |
|                                      |                                                                                             | New Activity                                                                                                                                          | Participate in at least 8 industry stakeholder forums in support of localisation                                      | Participate in at least 2x industry stakeholder forums in support of localization per quarter | 5x <ul style="list-style-type: none"> <li>Franchise Association of South Africa</li> <li>South Africa Furniture Initiative</li> <li>City Of Joburg</li> <li>Department of Small Business Development</li> <li>Small Enterprise Finance Agency</li> <li>Next Door</li> </ul> | +3       |
|                                      | Local Procurement Partnerships with large retailers and/or manufacturers                    | Concluded 8x partnerships (South 32, Isanti Glass, Altron & Hendler & Hart Hulamini, Reboni Furniture & partnership concluded with Clicks) in 2024/25 | Partnerships with at least 4 major retailers / manufacturers                                                          | Partnership with at least 1 major retailer/ manufacturer                                      | 1x<br>Hansen + Genwest                                                                                                                                                                                                                                                      | -        |
|                                      | Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments | Annual Buy Local Summit held during 2024/25                                                                                                           | At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with a private sector local procurement focus | -                                                                                             | -                                                                                                                                                                                                                                                                           | -        |



| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                            | Baseline                                                          | Performance Targets                                                                                                                         |                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |
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|                                      |                                                                                                               |                                                                   | 2026/27                                                                                                                                     | Quarter 1:<br>Performance<br>Target             | Quarter 1: Achievement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Variance |
|                                      | Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector | Annual Buy Local Expo held in 2024/25                             | At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to buyers and SCM officials | -                                               | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -        |
|                                      | Sector Specific Workshops/Forum                                                                               | 3x sector specific forum (Local Fashion Police) hosted in 2024/25 | 1 x sector specific engagement per annum                                                                                                    | -                                               | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -        |
|                                      | Business Forums/ webinars with dtic and other strategic partners                                              | 39x Business forums held during 2024/25                           | 32x Business forums and/ or webinars per annum, targeted at the private sector                                                              | 8x Business forums and/ or webinars per quarter | 23x <ul style="list-style-type: none"> <li>• Winning Business Solutions for local entrepreneur</li> <li>• Takealot Webinar</li> <li>• Market Ready Webinar</li> <li>• Durban Business Fair</li> <li>• Khoi Tech Store Launch</li> <li>• Business Spaza shop Workshop</li> <li>• COJ Business Workshop</li> <li>• 2nd Takealot Webinar</li> <li>• Map Webinar</li> <li>• Nelson Mandela Business Forum</li> <li>• From Kitchen to consumer webinar</li> <li>• VUK Talks</li> <li>• Mpumalanga University Business</li> </ul> | +15      |

| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                    | Baseline                                                                                                                          | Performance Targets                                                                                                 |                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                  |          |
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|                                      |                                                                                       |                                                                                                                                   | 2026/27                                                                                                             | Quarter 1:<br>Performance<br>Target                                        | Quarter 1: Achievement                                                                                                                                                                                                                                                                                                                                                                                                           | Variance |
|                                      |                                                                                       |                                                                                                                                   |                                                                                                                     |                                                                            | <ul style="list-style-type: none"> <li>• Forum</li> <li>• The Power Of Collaboration Webinar</li> <li>• Youth Month Webinar</li> <li>• SAIEA Webinar</li> <li>• 2ND Map Webinar</li> <li>• Youth Industrialisation and Enterprise Growth webinar</li> <li>• 500 billion Opportunities Webinar</li> <li>• Afrimaster Class</li> <li>• YFM Grynd</li> <li>• Lutheran Church Workshop</li> <li>• Spaza Supply Conference</li> </ul> |          |
|                                      | Proudly SA Events/<br>Exhibitions /Expo's/<br>Villages at trade expos                 | Participated in<br>13x trade expos in<br>2024/2025                                                                                | Participation in<br>at least 8x major<br>trade fairs / expos<br>per annum (as per<br>1.1 above)                     | Participation in<br>at least 2x major<br>trade fairs / expo<br>per quarter | <ul style="list-style-type: none"> <li>• 4x</li> <li>• Easter Randshow</li> <li>• Durban Business Fair</li> <li>• Gauteng Spaza shop workshop</li> <li>• Spaza supplier conference</li> </ul>                                                                                                                                                                                                                                    | +2       |
|                                      | Sector specific expo showcasing Proudly SA products from at least one industry/sector | Showcase of CTFL to Local Fashion Police, SONA, Gauteng SOPA events and showcase of local wines at Local Wine Expo during 2024/25 | Sector specific expos showcasing at least two industries/ products (Agro-processing – Wines and CTFL or automotive) | -                                                                          | -                                                                                                                                                                                                                                                                                                                                                                                                                                | -        |

| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                                                                                                                                                                                              | Baseline                                                               | Performance Targets                                                                                                                      |                                     |                                                                                                                                                                                                                                                                              |          |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|                                      |                                                                                                                                                                                                                                                                                                 |                                                                        | 2026/27                                                                                                                                  | Quarter 1:<br>Performance<br>Target | Quarter 1: Achievement                                                                                                                                                                                                                                                       | Variance |
|                                      | Market Access<br>programmes for locally<br>made products and<br>services aimed at<br>driving transformation,<br>and enabling greater<br>inclusion and growth, as<br>well as empowerment<br>of designated groups.<br>Possible utilization of<br>MAP (Market Access<br>Platform) for this purpose | System is ready<br>and was being<br>promoted with each<br>presentation | At least 2 business<br>to business<br>matchmaking<br>initiatives/<br>programme per<br>annum                                              | -                                   | -                                                                                                                                                                                                                                                                            | -        |
|                                      |                                                                                                                                                                                                                                                                                                 | New Activity                                                           | Participation<br>of at least 80<br>buyers in the B2B<br>Matchmaking<br>programme (60<br>at BLSE and 20 at<br>Wine Expo)                  | -                                   | -                                                                                                                                                                                                                                                                            | -        |
|                                      |                                                                                                                                                                                                                                                                                                 | New Activity                                                           | Market Access<br>Dashboard with<br>at least 2 major<br>access to market<br>initiatives (incl.<br>third party online<br>stores) per annum | -                                   | 7x<br><ul style="list-style-type: none"> <li>Takealot</li> <li>Franchise Association<br/>of South Africa</li> <li>Market Access<br/>Platform</li> <li>Shop Proudly SA</li> <li>Next Door</li> <li>The Menu</li> <li>The Presidency/Craft<br/>and Design Institute</li> </ul> | +7       |



| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                                                                                                         | Baseline                                      | Performance Targets                                                                                                |                                                                                                      |                                                           |                                                                                                                                                                         |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                      |                                                                                                                                                                                                            |                                               | 2026/27                                                                                                            | Quarter 1:<br>Performance<br>Target                                                                  | Quarter 1:<br>Achievement                                 | Variance                                                                                                                                                                |
|                                      | Soliciting and securing<br>of localisation and/<br>or local procurement<br>commitments from the<br>private sector – number<br>of industry bodies<br>and companies from<br>which commitments are<br>secured | MAP has 200 buyers<br>as of 31 March 2025     | Increase the<br>number of buyers<br>listed on the<br>Market Access<br>Platform by 20%<br>per annum                 | Increase the<br>number of buyers<br>listed on the<br>Market Access<br>Platform by 20%<br>per quarter | 235 buyers (+35)                                          | -5%                                                                                                                                                                     |
|                                      |                                                                                                                                                                                                            | New Activity                                  | Incorporation of<br>localisation in at<br>least one informal<br>/ township sector<br>programme                     | Incorporation of<br>localisation in at<br>least one informal<br>/ township sector<br>programme       | 1x<br>• City of Joburg                                    | -                                                                                                                                                                       |
|                                      |                                                                                                                                                                                                            | New Activity                                  | Follow up and<br>report on the<br>progress of at<br>least 4 previous<br>commitments per<br>annum                   | Follow up and<br>report on the<br>progress of at<br>least 1x previous<br>commitment per<br>quarter   | 3x<br>Lesco Group<br>Mr Price Group<br>The Foschini Group | +2                                                                                                                                                                      |
|                                      |                                                                                                                                                                                                            | 13x commitments<br>were secured in<br>2024/25 | Secure new<br>localisation<br>commitments<br>from at least 8<br>corporates and/<br>or industry bodies<br>per annum | At least 2 new<br>localization<br>commitments per<br>quarter                                         | -                                                         | -2<br>Commitments were<br>secured in quarter 4<br>of 2025/2026. Follow<br>ups will continue<br>until quarter 4 of<br>2026/2027 until new<br>commitments are<br>secured. |

5.4 Key focus area: Increased uptake of Proudly SA Membership In support of the Industrialisation DTIC Joint Indicator/output

| Strategic Goal/<br>Objective Outcome                                                                                                | Performance Indicator /<br>Measure                                                                                                                                                                                                                                              | Baseline                                                                               | Performance Targets                                          |                                                    |                           |          |
|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------|---------------------------|----------|
|                                                                                                                                     |                                                                                                                                                                                                                                                                                 |                                                                                        | 2026/27                                                      | Quarter 1:<br>Performance<br>Target                | Quarter 1:<br>Achievement | Variance |
| Retention and recruitment of members, as well as growth of the database of locally made products and services for local procurement | Performance Indicator / Measure                                                                                                                                                                                                                                                 | 397 new members recruited during 2024/25                                               | Recruit at least 340 new members per annum                   | Recruit at least 100 new members per quarter       | 74                        | -26      |
|                                                                                                                                     | (The criterion for granting membership includes companies that demonstrate sufficient levels of local content, adherence to high-quality standards, compliance with labour legislation and implementation of sound environmental practices in support of greening the economy). | 78% of all members due for renewal retained during 2024/25                             | Retain at least 80% of all members due for renewal per annum | Retain at least 80% of all renewals per quarter    | 90%                       | +10      |
|                                                                                                                                     | Growing the database of South African supplier products and services for local procurement.                                                                                                                                                                                     | More than 896 new products and services were registered on the database during 2024/25 | 1 000 new products and/or services registered per annum      | 250 new products and service added to the database | 275                       | +25      |

5.5 Key focus area: Collaboration with Enforcement Agencies and state entities to contribute to efforts made to combat illicit trade, illegal imports and unfair trade practices and/or to drive Localisation through the efforts and contributions of the Buy Local campaign  
In support of the Industrialisation and Delivery/Capable State DTIC Joint Indicators/outputs

| Strategic Goal/<br>Objective Outcome                                                                                                                                                                                                          | Performance Indicator /<br>Measure                                                                                                                                                                                      | Baseline                                   | Performance Targets                                                                                                                                      |                                                            |                                                                                                                                                               |          |
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|                                                                                                                                                                                                                                               |                                                                                                                                                                                                                         |                                            | 2026/27                                                                                                                                                  | Quarter 1:<br>Performance<br>Target                        | Quarter 1:<br>Achievement                                                                                                                                     | Variance |
| Partnership with enforcement agencies and state entities (To contribute to the prevention of illegal imports, counterfeit products, dumping of unsafe products and under invoiced products, as well as partnering on localisation programmes. | Develop partnerships with inter-governmental state enforcement agencies, and participation in multi-disciplinary processes with key stakeholders, such as SARS, Consumer Protection Forum, SARS, BB-BEE Commission, etc | Participated in 30x SARS forums in 2024/25 | Participation in at least 8 customs and excise industry stakeholder forums and national operations hosted by SARS per annum.                             | Participate in at least 2 SARS industry forums per quarter | 3x <ul style="list-style-type: none"> <li>SARS: Alcohol Industry Forum</li> <li>SARS: Downstream Steel Forum</li> <li>SARS: Plastic Industry Forum</li> </ul> | +1       |
|                                                                                                                                                                                                                                               | Collaboration with ITAC in increasing industry participation in efforts being made to reduce unfair trade practices.                                                                                                    | New Activity                               | At least one industry reached and encouraged to participate in efforts aimed at addressing unfair trade practices in their respective industry per annum | -                                                          | 1x <ul style="list-style-type: none"> <li>South African Furniture Initiative</li> </ul>                                                                       | +1       |



5.6 Key focus area: Brand Management, Brand Compliance and Intellectual property  
In support of the Industrialisation and Delivery/Capable State DTIC Joint Indicator/output

| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                                                                               | Baseline                                                       | Performance Targets                                                                                                  |                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                   |
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|                                      |                                                                                                                                                                                  |                                                                | 2026/27                                                                                                              | Quarter 1:<br>Performance<br>Target                                                                                   | Quarter 1:<br>Achievement                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Variance                                          |
|                                      | Existence of Brand Research/Study to contribute to the increase in the uptake of local products and services and procurement by the public sector, private sector and consumers. | Brand or Consumer Research to be undertaken at least per annum | -                                                                                                                    | -                                                                                                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Reports to be finalised in quarter 2 of 2026/2027 |
|                                      | Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes.                                              | 36x Dipstick surveys were conducted in 2024/25                 | At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns | At least 12x Dipstick surveys per quarter conducted at Proudly SA events and exhibitions/ consumer outreach campaigns | 11x <ul style="list-style-type: none"> <li>• Winning Business Solutions for local entrepreneur Market Ready Webinar</li> <li>• COJ Business Work</li> <li>• Nelson Mandela Business Forum</li> <li>• From Kitchen to consumer webinar</li> <li>• Mpumalanga University Business Forum</li> <li>• The Power of Collaboration Webinar</li> <li>• Youth Month Webinar</li> <li>• SAIEA Webinar</li> <li>• 500 billion Opportunities Webinar</li> <li>• Acts Family Day</li> </ul> | -                                                 |

| Strategic Goal/<br>Objective Outcome                           | Performance Indicator /<br>Measure                                                                                    | Baseline                                                                                                                                                                   | Performance Targets                                                                                               |                                                                                                                   |                           |          |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------|----------|
|                                                                |                                                                                                                       |                                                                                                                                                                            | 2026/27                                                                                                           | Quarter 1:<br>Performance<br>Target                                                                               | Quarter 1:<br>Achievement | Variance |
| Effective management<br>of Proudly SA<br>intellectual property | Percentage of<br>successfully executed<br>letters of demand and<br>court actions against<br>identified transgressors. | Action taken<br>against 100%<br>of all identified<br>companies and<br>individuals using<br>the logo illegally on<br>products, marketing<br>or other corporate<br>material. | Action / Letters<br>of demand to all<br>(100%) irregular<br>users of the<br>Proudly SA logo<br>identified         | Action / Letters<br>of demand to all<br>(100%) irregular<br>users of the<br>Proudly SA logo<br>identified         | 100%                      | -        |
|                                                                |                                                                                                                       |                                                                                                                                                                            | Annual<br>compliance<br>reviews of all new<br>and renewing<br>(100%) members                                      | Annual<br>compliance<br>reviews of all new<br>and renewing<br>(100%) members                                      | 100%                      | -        |
|                                                                |                                                                                                                       |                                                                                                                                                                            | Monthly<br>monitoring with<br>Adams & Adams<br>of companies<br>that are using the<br>Phrase and logo<br>illegally | Monthly<br>monitoring with<br>Adams & Adams<br>of companies<br>that are using the<br>Phrase and logo<br>illegally | 100%                      |          |

5.7 Key focus area: Media, PR & Social Media  
In support of the Industrialisation DTIC Joint Indicator/output

| Strategic Goal/<br>Objective Outcome                        | Performance Indicator /<br>Measure                                                                                                                                                                                                                                                                                              | Baseline                                       | Performance Targets                                                                                                                     |                                                                                                           |                                                                                |          |
|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------|
|                                                             |                                                                                                                                                                                                                                                                                                                                 |                                                | 2026/27                                                                                                                                 | Quarter 1:<br>Performance<br>Target                                                                       | Quarter 1:<br>Achievement                                                      | Variance |
| Strengthening Media<br>and PR relations and<br>social media | Daily, weekly, monthly<br>monitoring of media<br>coverage on the<br>campaign and analysis<br>thereof.                                                                                                                                                                                                                           | Daily, weekly and<br>monthly reporting         | <b>Media Monitoring:</b><br>Daily monitoring<br>of media reports<br>coverage on<br>Proudly SA, its<br>members and<br>other stakeholders | Daily monitoring<br>of media reports<br>coverage on Proudly<br>SA, its members and<br>other stakeholders. |                                                                                | -        |
|                                                             | Number of published<br>press releases prepared<br>per month (Regular<br>communication<br>in print media<br>aimed at members,<br>media, government<br>departments, consumers<br>and other stakeholders)                                                                                                                          | 52 press releases<br>issued during<br>2024/25  | <b>Press releases:</b><br>At least 48 press<br>releases and/or<br>opinion pieces per<br>annum                                           | At least 10 press<br>releases and/or<br>opinion pieces per<br>quarter                                     | 10x press releases<br>this quarter<br>(indicated above in<br>section 4.5.2)    | -        |
|                                                             | Number of interactions<br>with the media per<br>annum. Increased<br>publicity and raising<br>profile of Proudly SA.<br>Part of media relations<br>strategy where the<br>campaign can discuss<br>with the media tactical<br>issues, e.g. job losses in<br>specific sectors, as well<br>as strengthen relations<br>with the media | 52 media<br>engagements held<br>during 2024/25 | <b>Media<br/>engagement:</b><br>48 x Media<br>engagements per<br>annum                                                                  | At least 12x media<br>engagements per<br>quarter                                                          | 12x media<br>engagements this<br>quarter (indicated<br>above in section 4.5.3) | -        |



| Strategic Goal/<br>Objective Outcome                          | Performance Indicator /<br>Measure                                                            | Baseline                                                                                                                                                                                                                                  | Performance Targets                                                                                                                           |                                                                                                     |                                                                                                    |          |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------|
|                                                               |                                                                                               |                                                                                                                                                                                                                                           | 2026/27                                                                                                                                       | Quarter 1:<br>Performance<br>Target                                                                 | Quarter 1:<br>Achievement                                                                          | Variance |
| Increased growth and awareness through Social Media platforms |                                                                                               | 7x media events / networking sessions were held during 2024/25                                                                                                                                                                            | <b>Media Events:</b><br>At least 4 media events / networking sessions per annum (virtual).                                                    | At least 1x media event / networking session per quarter                                            | 12x media engagements (as stated in the report under the PR section).                              | +1       |
|                                                               |                                                                                               | 11x media partnerships were conducted with TV, print, digital/Online and radio                                                                                                                                                            | <b>Media partnerships:</b><br>At least one partnership in either one of the following mediums: TV, Print, Digital/ Online and Radio per annum | -                                                                                                   | 1x<br>• YFM media partnership                                                                      | +1       |
|                                                               | Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns. |                                                                                                                                                                                                                                           |                                                                                                                                               |                                                                                                     |                                                                                                    |          |
|                                                               | Increase following on social media platforms and increase in publicity by 2% per annum        | Following grew by more than 10% in 2024/25<br>Social Media Platforms:<br>Facebook Followers – 126 169<br>Facebook Page Likes – 40 799<br>Twitter – 186 166<br>Instagram – 48 351<br>YouTube – 968<br>TikTok – 60 308<br>LinkedIn – 13 445 | Average collective increase of the following across all social media platforms by 2% per annum.                                               | Average collective increase of the following across all social media platforms by 0,5% per quarter. | Average collective increase of the following across all social media platforms by 2% this quarter. | +1,5%    |

5.8 Key focus area: Improvement of accessibility and uptake of locally made products and services through online platforms  
In support of the Industrialisation DTIC Joint Indicator/output

| Strategic Goal/<br>Objective Outcome                                                                                                                                                                                                                                | Performance Indicator /<br>Measure                                                                                                     | Baseline                                                            | Performance Targets                                                                      |                                                                                            |                                                                                                                     |                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                     |                                                                                                                                        |                                                                     | 2026/27                                                                                  | Quarter 1:<br>Performance<br>Target                                                        | Quarter 1:<br>Achievement                                                                                           | Variance                                                                                                                |
| Improvement of accessibility and uptake of locally made products (Official online shopping platform for locally made products, and third-party platforms to improve the ease of access for online shoppers in SA wishing to buy locally made products and services) | Launch and maintenance of a Proudly SA online store, with a marked increase in number of products and services                         | 669 products loaded onto the Proudly SA online store during 2024/25 | 20% growth in number of products and/or services registered on the platform(s) per annum | 20% growth in number of products and/or services registered on the platform(s) per quarter | 129 products (from 2,510 from the previous quarter) and 12 services (from 239 from the previous quarter) were added | 5% increase from the previous quarter, which is reached each quarter, will translate into the 20% target reach annually |
|                                                                                                                                                                                                                                                                     | Grow the number of products and services registered on third party online/ eCommerce shopping platform(s) – percentage growth annually | New Activity                                                        | 15% growth in sales of products on the online store (Shop Proudly SA) per annum          | 15% growth in sales of products on the online store (Shop Proudly SA) per quarter          | 32% growth in sales from the previous quarter as a baseline                                                         | +17%                                                                                                                    |

5.9 Key focus area: Driving consumer demand in support of the sectoral Masterplans  
In support of the Industrialisation DTIC Joint Indicator/output

| Strategic Goal/<br>Objective Outcome                                                                                                                              | Performance Indicator /<br>Measure                                                                                                                     | Baseline                                                                 | Performance Targets                                                                                             |                                                                                              |                                                                                                                                                                                       |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|                                                                                                                                                                   |                                                                                                                                                        |                                                                          | 2026/27                                                                                                         | Quarter 1:<br>Performance<br>Target                                                          | Quarter 1:<br>Achievement                                                                                                                                                             | Variance |
| Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans to sectors (all sectors of society as per masterplans | Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans | Campaigns were done in support of 5x sectoral masterplans during 2024/25 | Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum | Sector specific campaign/ activity in support of at least 1x sectoral masterplan per quarter | 4x <ul style="list-style-type: none"> <li>Furniture Masterplan</li> <li>MedTech Masterplan</li> <li>Poultry Masterplan</li> <li>South African Sugarcane Master Plan (2030)</li> </ul> | +3       |



5.10 Key focus area: Partnership with SEZs for promoting locally made products produced in the zones  
In support of the Industrialisation and the Delivery/Capable State DTIC Joint Indicators

| Strategic Goal/<br>Objective Outcome                                                                                                                         | Performance Indicator /<br>Measure                                                                                                                           | Baseline                                                                                                                | Performance Targets                                                                                                     |                                                                                             |                           |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------|----------|
|                                                                                                                                                              |                                                                                                                                                              |                                                                                                                         | 2026/27                                                                                                                 | Quarter 1:<br>Performance<br>Target                                                         | Quarter 1:<br>Achievement | Variance |
| Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers | 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) | Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones) | Sector specific campaign/ activity in support of at least 1 sectoral masterplan per quarter |                           |          |

5.11 Key focus area: Partnership with DFIs and other state entities to increase local procurement amongst their beneficiaries  
In support of the Industrialisation and the Delivery/Capable State DTIC Joint Indicators

| Strategic Goal/<br>Objective Outcome                                                                                                                                                                                  | Performance Indicator /<br>Measure                                                                                                                                                                                                                         | Baseline     | Performance Targets                                                                                                                                                    |                                     |                                                                                                                                                                                                                                                                                                                         |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                            |              | 2026/27                                                                                                                                                                | Quarter 1:<br>Performance<br>Target | Quarter 1:<br>Achievement                                                                                                                                                                                                                                                                                               | Variance |
| Partner with DFIs and other state entities in order to utilise their support programmes to drive local procurement, through inclusion of local procurement requirements and/or conditions amongst their beneficiaries | Number of DFIs with whom partnerships are concluded, aimed at driving localisation amongst their respective beneficiaries, as a result of including localisation conditions in their requirements or allowing Proudly SA to present to their beneficiaries | New Activity | Partnership and localisation requirements included in the conditions of at least 1 DFIs per annum, or a presentation to the beneficiaries of at least 1 DFIs per annum | -                                   | 8x <ul style="list-style-type: none"> <li>B-BBEE Commission</li> <li>City of Joburg</li> <li>Department of Small Business Development/ Small Enterprise Development and Finance Agency</li> <li>Telkom</li> <li>University of Johannesburg</li> <li>University of Mpumalanga</li> <li>Wesgro</li> <li>Telkom</li> </ul> | +8       |

#### 5.12 Key focus area: Financial Management

In support of the Delivery/Capable State DTIC Joint Indicator/Output

| Strategic Goal/<br>Objective Outcome                                                                                                                                | Performance Indicator /<br>Measure                                                                | Baseline                                                                     | Performance Targets                                                                                  |                                  |                           |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------|---------------------------|----------|
|                                                                                                                                                                     |                                                                                                   |                                                                              | 2026/27                                                                                              | Quarter 1:<br>Performance Target | Quarter 1:<br>Achievement | Variance |
| 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 | Unqualified opinion received for 2024/25 AFS                                 | Unqualified opinion/ audit report for 2025/26 financial year end audit – Annual Financial Statements | -                                | -                         | -        |
| Annual Strategic Risk Register                                                                                                                                      | Approved Annual Strategic Risk Register and quarterly risk management reports                     | Approved Annual Strategic Risk Register and quarterly risk management report | 100% Compliance                                                                                      | 100% Compliance                  | 100%                      | -        |

#### 5.13 Key focus area: Human Resources Management

In support of the Delivery/Capable State DTIC Joint Indicator/Output

| Strategic Goal/<br>Objective Outcome                                  | Performance Indicator /<br>Measure                                                       | Baseline                                               | Performance Targets                                                                      |                                  |                           |          |
|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------------|---------------------------|----------|
|                                                                       |                                                                                          |                                                        | 2026/27                                                                                  | Quarter 1:<br>Performance Target | Quarter 1:<br>Achievement | Variance |
| Organizational structure is always aligned to organizational strategy | Extent (Percentage) of alignment of the functional organogram with the approved strategy | Organisational structure fully aligned to the strategy | Organogram with positions informed by the organisational strategy and aligned completely | 100%                             | 100%                      | -        |



| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                                                      | Baseline                                                                                                                                             | Performance Targets                                                                                                                                  |                                  |                           |          |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|---------------------------|----------|
|                                      |                                                                                                                         |                                                                                                                                                      | 2026/27                                                                                                                                              | Quarter 1:<br>Performance Target | Quarter 1:<br>Achievement | Variance |
|                                      | Percentage of critical positions filled                                                                                 | 100% of all critical positions filled at all times, including within a reasonable time after they become vacant                                      | All (100%) critical positions filled at all times                                                                                                    | 100%                             | 100%                      | -        |
| Performance Management               | 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 April 2024 to March 2025 | Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2026 to March 2027 | 100%                             | 100%                      | -        |
| Quality Management System in place   | ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures | Quality Management System in place and approved by SABS, with regular annual audits                                                                  | QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements                                           | 100%                             | 100%                      | -        |

| Strategic Goal/<br>Objective Outcome | Performance Indicator /<br>Measure                                                    | Baseline                                                                                           | Performance Targets                                                                                                                                                          |                                  |                           |          |
|--------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|---------------------------|----------|
|                                      |                                                                                       |                                                                                                    | 2026/27                                                                                                                                                                      | Quarter 1:<br>Performance Target | Quarter 1:<br>Achievement | Variance |
| Compliance to Statutory Requirements | Comply with SARS, Employment Equity, and Occupational Health and Safety requirements. | Full compliance with SARS, Employment Equity, UIF and Occupational Health and Safety requirements. | Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements. | 100%                             | 100%                      | -        |
| *Proudly SA CSI Projects             | *Roll out of a Proudly SA CSI Projects                                                | *Rolled out 1 CSI project in 2024/25                                                               | *At least 1 CSI project per annum                                                                                                                                            | 100%                             | 100%                      | -        |

## PFMA AND TR COMPLIANCE CHECKLIST / COMPLIANCE CALENDAR CORPORATE MANAGEMENT

### 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:<br>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                                                                                                                                                                                                                                                        |
|--------------|---------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 271.8        |         |             | Does the audit committee review the following:                                                                                                                                                                                             |     |    |     | 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 |
|              |         |             | • 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 because 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.                                                                                                                                                               | X   |    |     |                                                                                                                                                                                                                                                                 |
| TR 271.10(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 271.13    |         |             | 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 272.1  |             | <ul style="list-style-type: none"> <li>Are risk assessments conducted regularly to identify the public entity's emerging risks?</li> <li>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?</li> <li>If there is a risk management strategy, is it communicated to all employees?</li> </ul> | X<br><br>X<br><br>X |    |     | <p>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.</p> <p>All staff participate in the organisational Risk Management workshops</p> |
|     | TR 272.5  |             | 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 272.6  |             | 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 272.7  |             | <p>Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity?</p> <p>Does the internal audit function report to the audit committee detailing its performance against the plan?</p>                                                                                                                                                                                                                                   | X<br><br>X          |    |     | <p>The Internal Audit plan approved by the Audit committee is a rolling 3-year plan.</p> <p>All internal audit reports are tabled at the Audit Committee and the Auditors report to the committee on all their work, including tabling their quarterly progress against the approved audit plan</p>                                                      |
|     | TR 272.10 |             | <p>Does the internal audit function evaluate the following:</p> <ul style="list-style-type: none"> <li>The information systems environment.</li> <li>The reliability and integrity of financial and operational information.</li> <li>The effectiveness of operations.</li> <li>Safeguarding of assets; and</li> <li>Compliance with laws, regulations and controls</li> </ul>                                                                                                              | 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"> <li>• Contravened or failed to comply with a provision of the PFMA.</li> <li>• Committed an act which undermined the financial management and internal control system of the public entity.</li> <li>• Made or permitted irregular or fruitless and wasteful expenditure</li> </ul> |     | X  |     | 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 wilful 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"> <li>• The outcome of any disciplinary hearings and/or criminal charges.</li> <li>• The names and ranks of employees involved; and</li> <li>• The sanctions and any further actions taken against these employees.</li> </ul>                                                                  |     |    | X   | The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee (HR and Remunerations Committee). |

| NO. | SECTION   | DESCRIPTION                                                                                                                | ACTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | YES | NO | N/A | COMMENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----|-----------|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | 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"> <li>a projection of revenue, expenditure, and borrowings for the financial year in the prescribed format; and</li> <li>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.</li> </ul>                                                                                                                                                                                                                                           | X   |    |     | The budget and cash flow for the financial year were submitted to the dti on time.                                                                                                                                                                                                                                                                                                                                                                           |
|     | TR 29:1.1 |                                                                                                                            | <p>Does the corporate plan include the following:</p> <ul style="list-style-type: none"> <li>strategic objectives and outcomes identified and agreed upon by the executive authority in the shareholder's compact.</li> <li>strategic and business initiatives as embodied in business function strategies.</li> <li>key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives.</li> <li>a risk management plan.</li> <li>a fraud prevention plan.</li> <li>a materiality/significant framework, referred to in Treasury Regulation 28.1.5.</li> <li>• a financial plan addressing – revenue, expenditure and borrowings.</li> <li>asset and liability management cash flow projections.</li> <li>capital expenditure programmes; and</li> <li>dividend policies</li> </ul> | X   |    |     | <p>The approved strategic plan and business plan has been submitted to the dti as the Executive Authority</p> <p>This is built into the approved strategic plan.</p> <p>Risk Management plan exists.</p> <p>Fraud prevention plan approved.</p> <p>Materiality is determined prior to and during external audits.</p> <p>This is part of the corporate plan submitted to the Executive Authority after approval by the Board as the Accounting Authority</p> |



| 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?<br><br>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<br><br>X |    |     | A memorandum of Association (MoA) has been concluded and signed with the dti.<br><br>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?                                                                                      | X          |    |     | Specific to Schedule 3 non business entities, however Proudly SA does submit its budget to the dti as required as per the MoA                                                 |
|     | 53(2)     |                                                           | Was the budget submitted to the executive authority via the accounting officer of the department designated by the executive authority?                                                                                                                                                                    | X          |    |     | Specific to Schedule 3 non business entities and not applicable to Proudly SA, however Proudly SA does submit its budget to the dti 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?                                                                       |            |    | X   | Specific to Schedule 3 non business entities and not applicable to Proudly SA, however a strategic plan was submitted as per the MoA                                          |
|     | TR 30.1.2 |                                                           | Was the final strategic plan submitted to the executive authority before 1 April?                                                                                                                                                                                                                          |            |    | X   | Final strategic plan submitted as per requirements contained in the MoA                                                                                                       |

| NO. | SECTION   | DESCRIPTION | ACTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | YES                        | NO | N/A | COMMENTS                                                                                                  |
|-----|-----------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----|-----|-----------------------------------------------------------------------------------------------------------|
|     | TR 30.1.3 |             | Does the strategic plan:<br>cover a period of three years.<br>include objectives and outcomes as identified by the executive authority.<br>include multi-year projections of revenue and expenditure.<br>include performance measures and indicators for assessing the public entity's performance in delivering the desired outcomes and objectives; and<br>include the materiality/significant framework, referred to in Treasury Regulation 28.1.5.<br><br>Is the strategic plan updated on an annual basis? | X<br>X<br>X<br>X<br>X<br>X |    |     | The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations |

| NO. | SECTION  | DESCRIPTION | ACTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | YES                      | NO | N/A | COMMENTS                                                                                                                                                                                                                                                                                                          |
|-----|----------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | 38(1)(j) |             | Has the public entity submitted a written assurance to the transferring department to the effect that the entity has and maintains effective, efficient, and transparent financial management and internal control systems?                                                                                                                                                                                                                                                     | X                        |    |     | A written assurance is submitted to the dti in the form of a letter confirming compliance with Section 38(1)(j) of the PFMA on a quarterly basis                                                                                                                                                                  |
|     | 51(1)    |             | Does the public entity:<br>have an appropriate procurement and provisioning administration system, which is fair, equitable, transparent, competitive, and cost-effective?<br>have a system for properly evaluating all major capital projects prior to a final decision on the project?<br>collect all revenue due?<br>Have mechanisms in place to prevent irregular and fruitless and wasteful expenditure?<br>Manage available working capital efficiently and economically? | X<br><br><br>X<br>X<br>X |    | X   | The procurement system is in line with section 217 of the constitution, and is fair, equitable, transparent, competitive, and cost-effective.<br>The SCM policy has been revised to ensure full compliance with the PFMA and has been approved by the Board.<br><br>There are currently no major capital projects |

| NO. | SECTION              | DESCRIPTION | ACTION                                                                                                                                      | YES | NO | N/A | COMMENTS                                                                            |
|-----|----------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----|----|-----|-------------------------------------------------------------------------------------|
|     | TR 291.3<br>TR 291.6 |             | Did the public entity submit a corporate plan and borrowing programme to the relevant treasury?<br>(Schedule 2, 3B and 3D entities only)    |     |    | X   | Proudly SA is not a Schedule 2, 3B or 3D entity and does not borrow any funds       |
|     |                      |             | If a borrowing programme was submitted, did it include?                                                                                     |     |    |     |                                                                                     |
|     |                      |             | The terms and conditions on which the money was borrowed?                                                                                   |     |    | X   |                                                                                     |
|     |                      |             | Information on proposed domestic borrowing;                                                                                                 |     |    | X   |                                                                                     |
|     |                      |             | Information on proposed foreign borrowing (national entities)                                                                               |     |    | X   |                                                                                     |
|     |                      |             | Short- and long-term borrowing;                                                                                                             |     |    | X   |                                                                                     |
|     |                      |             | Borrowing in relation to a pre-approved corporate plan                                                                                      |     |    | X   |                                                                                     |
|     |                      |             | The maturity profile of the debt;                                                                                                           |     |    | X   |                                                                                     |
|     |                      |             | The confirmation of compliance with existing and proposed loan covenants;                                                                   |     |    | X   |                                                                                     |
|     |                      |             | Debts guaranteed by the government;                                                                                                         |     |    | X   |                                                                                     |
|     |                      |             | Motivations for government guarantees, if required; and                                                                                     |     |    | X   | No money borrowed by the campaign for any purposes, including for bridging purposes |
|     |                      |             | The executive authority's approval of the borrowing programme, if required by the legislation in terms of which the entity was established. |     |    | X   |                                                                                     |
|     |                      |             | Did the public entity borrow money for bridging purposes? If yes:                                                                           | X   |    |     |                                                                                     |
|     |                      |             | Was approval obtained from the Minister of Finance?<br>Was the debt repaid within 30 days from the end of the financial year?               |     |    | X   |                                                                                     |
|     | TR 32.1.1            |             |                                                                                                                                             |     |    | X   |                                                                                     |

| 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 dti as per the MoA (30 days from the end of each quarter) |

## PFMA CHECKLIST FOR PUBLIC ENTITIES MANAGEMENT OF WORKING CAPITAL

| NO. | SECTION                | DESCRIPTION                            | ACTION                                                                                                                                                                                                                                                                                                                                                                                                 | YES         | NO | N/A | COMMENTS                                                                                                                                                                                                          |
|-----|------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     | TR 261.2               |                                        | 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?<br>(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 dti                                                                                          |
|     | TR 29.3.1<br>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 dti, 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:<br>An annual report on the activities of the public entity during that financial year.<br>The financial statements for that financial year after the statements have been audited.<br>The report of the auditors on those statements. | X<br>X<br>X |    |     | The Annual Report, Annual Financial Statements, and the Auditors report on the financial statements, are all submitted to the dti on time, as required in the MoA                                                 |



| NO. | SECTION   | DESCRIPTION | ACTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | YES | NO | N/A | COMMENTS                                                                                                                                                                                                                                                |
|-----|-----------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |           |             | Does the public entity's annual report and financial statements fairly present the situation 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?<br><br>Does the annual report and financial statements include:<br><br>Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year.<br><br>Any criminal or disciplinary steps taken because of such losses or irregular expenditure or fruitless and wasteful expenditure.<br>Any losses recovered or written off.<br>Any financial assistance received from the state and commitments made by the state on its behalf.<br>The financial statements of subsidiaries. | X   |    |     | The Annual Report and Annual Financial Statements fairly presents the information referred to herein.                                                                                                                                                   |
|     | 65        |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | X   |    | X   | No material losses incurred through criminal conduct and fruitless expenditure (penalties) incurred during the previous financial year reported as such.<br>No criminal charges instituted as no such loss was incurred.                                |
|     |           |             | Did the executive authority table the annual report and financial statements within one month after the accounting authority received the audit report?<br><br>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?<br><br>Does the annual report contain a disclosure to the effect that the audit committee has adopted a formal term of reference                                                                                                                                                                                                                                                                                                                                                                                    |     |    | X   | Proudly SA does not have any subsidiaries<br><br>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 |
|     | TR 271.7  |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 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 271.10 |             | 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> <p>Fees for services as a director or executive member.</p> <p>Basic salary.</p> <p>Bonuses and performance related payments.</p> <p>Sums paid by way of expense allowances.</p> <p>Contributions made to any pension fund, medical aid, insurance scheme, etc.</p> <p>Any commission, gain or profit-sharing arrangements.</p> <p>Any share options, including their strike price and period; and</p> <p>Any other material benefits received.</p> | <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> |    |     | <p>No commission, gain or profit sharing applicable.</p> <p>No share options as there is no shareholding.</p> <p>No other material benefits received by the directors and executive members</p> |
|     | 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                                            |    |     |                                                                                                                                                                                                 |

## CURRENT RISK REGISTER AND THE RELATED PLANNED MITIGATING INITIATIVES.

The following strategic risks were reviewed by the Board Management during its strategic session hosted during Q1 of the 2026/27 calendar year and approved as the strategic risks that requires mitigation and continued monitoring in order to enhance the organisations' control environment:

| STRATEGIC RISK REGISTER 2026/27                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| High Level Definition                                                                                                                                                                                                                    | Initiatives Or Planned Strategies to Enhance Control Adequacy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
| 1. A change in political environment could lead to possible change in the definition of localisation at policy level and implementation thereof. This can lead to unsustainability (financially and affect the relevance) of Proudly SA. | Further identify strategic partners, platforms and activities driving policy formulation and economic activities in the country<br>Grow media partnerships and leverage these to deepen understanding of localisation and publicise the localisation efforts of Proudly SA.                                                                                                                                                                                                                                                                                                                                                                          |  |
| 2. The erosion of the current membership base due to lack of economic growth and perceived value proposition.                                                                                                                            | Implementation and improvement of localisation-driven access to market programmes. Profiling localisation as well as the work of the campaign and its members.<br>Grow the levels of the sector specific initiatives and activities aimed at giving support to the sectoral masterplans.                                                                                                                                                                                                                                                                                                                                                             |  |
| 3. Lack of internal capacity, knowledge, experience, and resources to develop, roll out, manage, maintain, and market an e-commerce platform for locally made products in South Africa.                                                  | Continue to identify member companies and suitable third parties to work with in growing the presence and accessibility of locally made products on online shopping platforms.<br>Following the finalisation of the development in-house e-commerce platform, accelerate efforts of listing of member products on this platform. Supporting the platform through SEOs and marketing efforts once the platform is launched.                                                                                                                                                                                                                           |  |
| 4. Lack of sufficient funding to roll out impactful, high reach and sustained consumer education campaigns.                                                                                                                              | Partnerships with high-impact and reach events, activations and programmes in the country<br>Use of PR and Media efforts to amplify the Buy Local campaign, whilst also relying on partnerships with broadcasters (where negotiations have been concluded)<br>Undertake to conduct research measuring the impact of the campaign and its programmes on a bi-annual basis, budget permitting.                                                                                                                                                                                                                                                         |  |
| 5. The lack of local procurement requirements in the public sector, following the introduction of the new procurement regulations.                                                                                                       | Partner with Provincial treasuries and National Treasury to utilise their existing procurement forums to lobby state entities to include local content requirements in their respective preferential procurement policies and opportunities, as detailed in the newly assented Public Procurement Act<br>Host a flagship joint public sector SCM/procurement forum (workshop) in partnership with NT, and later with both SOEPF and SALGA.<br>Integration of the database of locally made products and services with the CSD, later resulting in this also being the list of approved products for use by SOEs for technical or speciality products. |  |

| STRATEGIC RISK REGISTER 2026/27                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| High Level Definition                                                                                                                     | Initiatives Or Planned Strategies to Enhance Control Adequacy                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
| 6. Lack of procurement of locally made products and services by the private sector.                                                       | <p>Promoting localisation in the private sector.<br/>           Continue sourcing new localisation commitments, whilst also following up on existing commitments<br/>           Grow basket of localisation tools, procurement platforms and programmes to increase local procurement in the private sector. Re-introduction of MAP and the launching of B2B capability on the in-house online store.</p>                                                                          |  |
| 7. Lack of uptake of Locally made products due to erosion of consumer purchasing power, high unemployment, and benign economic growth.    | <p>To increase awareness of Proudly SA (products and services), influence purchase behaviour in favour of locally made products, raise the profile of locally made products and educate consumers on the importance of buying local and checking country of origin labels through:<br/>           Above the line campaign and Below and Through the line: activities using social media, press releases, interviews on all media touch points and other PR related activities.</p> |  |
| 8. Business Continuity potentially adversely affected due to Loss of capacity attributable to attrition at Board and Management Level(s). | <p>Process underway to strengthen succession planning process both at board and management level</p>                                                                                                                                                                                                                                                                                                                                                                               |  |



## AUDIT FINDINGS – 2025/26

| No. | Finding                                                                                                                        | Corrective Action (Plan) | Status  |
|-----|--------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------|
| 1.  | The year end external audit for the 2025/26 is currently underway and the audit outcomes are expected by the end of July 2026. | -                        | Ongoing |

## Financial Report - Expenditure vs Budget Quarter 1 (1st April – 30th June 2026)

| Description of item      | Budget for the quarter (Q1)<br>Rands | Actual for the quarter (Q1)<br>Rands | Variance for the quarters (Q1)<br>Rands | % Variance  | Reason for Variance                                                          | Annual Budget<br>Rands | YTD Actual<br>(30 Jun 2026)<br>Rands | YTD Variance<br>(30 Jun 2026)<br>Rands |
|--------------------------|--------------------------------------|--------------------------------------|-----------------------------------------|-------------|------------------------------------------------------------------------------|------------------------|--------------------------------------|----------------------------------------|
| <b>INCOME</b>            |                                      |                                      |                                         |             |                                                                              |                        |                                      |                                        |
| Membership Fees          | 1,380,000                            | 1,420,500                            | 40,500                                  | 2.9 %       | Target have been met for the quarter under review.                           | 5,520,000              | 1,420,500                            | (4,099,500)                            |
| Grant – the dti          | 30,000,000                           | 30,000,000                           | -                                       | 0%          |                                                                              | 47,809,000             | 30,000,000                           | (17,809,000)                           |
| Trade Exchange           | -                                    | -                                    | -                                       | 0%          |                                                                              | -                      | -                                    | -                                      |
| Sponsorship              | -                                    | 50,000                               | 50,000                                  | 100%        | Sponsorship income received early.                                           | 16,000,000             | 50,000                               | (15,950,000)                           |
| Other Income             | -                                    | 306,900                              | 306,900                                 | 100%        | Interest income, sale of promotional items & sundry income.                  | -                      | 306,900                              | 306,900                                |
| <b>Total Income</b>      | <b>31,380,000</b>                    | <b>31,777,400</b>                    | <b>397,400</b>                          | <b>1.2%</b> |                                                                              | <b>69,329,000</b>      | <b>31,777,400</b>                    | <b>37,551,600</b>                      |
| <b>EXPENDITURE</b>       |                                      |                                      |                                         |             |                                                                              |                        |                                      |                                        |
| HR and Staffing costs    | 9,090,029                            | 8,709,474                            | 380,555                                 | 4.2%        | Spending within budget range and this is due to sufficient staff complement. | 37,200,649             | 8,709,474                            | 28,491,175                             |
| Administrative costs     | 2,107,754                            | 1,413,314                            | 694,440                                 | 32.9%       | Spending within budget range.                                                | 8,350,874              | 1,413,314                            | 6,937,560                              |
| Membership costs         | 94,342                               | 31,353                               | 62,989                                  | 66.7 %      | Cost cutting exercise undertaken.                                            | 377,370                | 31,353                               | 346,017                                |
| Marketing costs          | 977,014                              | 2,284,673                            | (1,307,659)                             | (133.8 %)   | Costs incurred due to annual events.                                         | 17,810,899             | 2,284,673                            | 15,526,226                             |
| Capital Expenditure & IT | 1,851,437                            | 1,320,882                            | 530,555                                 | 28.6 %      | Spending within budget range.                                                | 5,589,208              | 1,320,882                            | 4,268,326                              |
| <b>Total Expenditure</b> | <b>14,120,576</b>                    | <b>13,759,696</b>                    |                                         | <b>2.5%</b> |                                                                              | <b>69,329,000</b>      | <b>13,759,696</b>                    | <b>14,120,576</b>                      |



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