



QUARTERLY REPORT

1 Jan – 31 March 2026

QUARTER 4
2025/26 FINANCIAL YEAR

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**PROUDLY SOUTH AFRICAN Quarterly Report
for Q4 (1 January to 31 March 2025/2026)**

APPROVAL OF THE REPORT

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

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ACRONYMS

The following are definitions of the acronyms used in the report

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

EXECUTIVE SUMMARY

This report covers the period 1 January – 31 March 2026 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

- Real GDP per capita has declined in almost all provinces since 2013, with the Eastern Cape's slight rise driven by slow population growth rather than strong economic performance.
- Night-light data and GDP trends both point to weakening economic activity. Between 2012 and 2024, economic growth has remained below population growth, resulting in declining GDP per capita and falling living standards.
- Between 2025: Q3 and 2025: Q4, unemployment rate fell slightly to 31.4%, the significant rise in discouraged jobseekers (+233 000) indicates increasing disengagement from the labour market and continued unmet demand for jobs.
- Wage growth declined significantly in 2022 and only gradually stabilised between 2023 and 2025, with conflicting signals from different data sources on whether wages are keeping pace with inflation.
- Pension fund assets are high relative to GDP, driven mainly by the Government Employees Pension Fund and widespread participation in defined contribution schemes, but this has not translated into stronger productive investment.
- Despite a primary budget surplus, National Treasury revised the debt-to-GDP ratio upward in Budget 2026, with gross debt now expected to peak at 78.9% of GDP in 2025/26. This revision reflects weaker nominal GDP growth, which reduces fiscal space for non-interest spending.
- Beef exports dropped by 26% in 2025 following the foot-and mouth disease outbreak, while imports increased by over 90%, increasing reliance on imported beef despite strong global demand.
- There has been no overall productivity growth since 1994, with negative productivity in mining and electricity and water sectors, constraining long-term growth and wage potential.
- Debt-service costs remain high at about 18% of main budget expenditure over the medium term, absorbing around one-fifth of total spending and exceeding the share allocated to basic education. 11). Non-interest spending stays broadly flat, meaning the share available for government services, transfers, and investment does not increase



ECONOMIC AND EMPLOYMENT TRENDS IN SOUTH AFRICA: MARCH 2026

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.

In order to achieve this, the campaign has the following key focus 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 27 March 2026 and considered the following:

- The Board received a report on and congratulated the CEO and Management on the successful Buy Local Summit and Expo (BLSE), noting the improvements from the previous year.
- The Board noted the positive engagements with Deputy Minister Abrahams from the DTIC and Minister Ndabeni from the Department of Small Business Development.
- Proudly, SA's request to participate in the National Dialogue was accepted.
- Work is continuing to address the impact of offshore e-Commerce on local industries
- A new AI tool had been developed to track and monitor public sector tenders for previously designated sectors
- The Board considered and agreed to ratify the recommendation from the Finco and approved the Budget for the 2026-2027 financial year.
- The DTIC had agreed to provide additional funds for the BLSE and the Proudly SA Online Store
- The Board noted the report from the last Board Strategic Session as well as the plans in place to ensure that all the identified strategic interventions were being attended to.
- The Board considered and approved the Annual Performance Plan.
- The Board considered and approved the Quarterly Report for submission to the DTIC.
- The Board approved the recommendation for the annual remuneration adjustment for staff, Executives and Board Members.
- The Board noted the progress made on the e-Commerce and MAP platforms.
- The Board noted the Membership Discount given to Haleon.
- The Board noted the dashboard of Diamond and platinum members, as well as the wins and losses related to the recruitment of potential members.
- The Access to Market report was reviewed and noted.
- The Management Accounts and Cash Flow were noted.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 12 March 2026, and the meeting considered the following:

- The Committee noted the Auditor General's concurrence letter for the appointment of the new External Auditors.
- The Committee accepted the new external auditors' engagement letter and audit strategy, including the fee of R177 591,19.
- The auditors confirmed that they had adopted the AGSA methodology and would undergo a peer review process to remain compliant with AGSA requirements.
- The Committee received and reviewed the Human Resources, IT Security Vulnerability and Penetration Test, as well as the Membership and Brand Management Audit.
- The Strategic Risk Register was reviewed and accepted by the Committee.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement Committee held their meeting on 5 March 2026, and the meeting considered the following:

- The Committee reviewed and agreed to recommend the Draft Budget for approval to the Board.
- The Committee noted the progress made with regards to recruiting members.
- The Committee noted that Haleon was given a 20% discount for a 3-year membership.
- The Committee noted that more than 100 proposals were sent out for the BLSE to potential sponsors.
- The Committee noted that Management had raised over R9 Million for the BLSE.
- The Committee noted the Management Accounts, Balance Sheet and Cash Flow.
- They further noted the separated costs for Proudly SA online and the various Marketing Projects.

3.4) Membership, Marketing and Communications Committee

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

- The NEDLAC Executive Director has agreed for Proudly SA to participate in the National Dialogue.
- A meeting with the National Treasury had not taken place as yet.
- Engagements are ongoing with the DTIC regulatory bodies and SARS regarding the impact of offshore e-Commerce Platforms on the domestic CTFL industry.
- Proudly SA had met with the officials drafting e-Commerce Regulations to ensure that localisation is entrenched in the regulations.
- The Committee reviewed and recommended the Draft Annual Performance Plan for adoption by the Board.
- The Committee agreed for a march against the illicit economy to be held at the Buy Local Summit and Expo, where a memorandum would be handed over to the NEDLAC Executive Director.
- The Committee noted the Access to Market Report, which highlighted the inroads made with ACSA, and the Presidency to feature member products at their respective consumer platforms.
- The Committee noted the report on the successful Local Fashion Police activation and finale.
- The Committee noted the campaigns, activations, as well as PR and Media activities for the quarter.
- The Committee noted the plans for the Buy Local Summit and Expo, including speakers and panelists. The Deputy Minister for Trade, Industry and Competition, as well as the Minister of Small Business Development, would address the Summit.
- Shop Proudly SA, the campaign's Online Store had expanded, and 230 member companies and 2 389 products were listed on the site.
- There were over 2 584 Proudly SA Member Companies, and 55 new members recruited during the period under review. The renewal target of 80% was met.
- CIPC and BizPortal integration was fully operational, streamlining business verification.
- Over 213 public sector tenders were identified through the tender monitoring system and circulated to the membership base.
- The organisation's Brand Strategy would be tabled at the next meeting for consideration..

3.5) HR and Remunerations Committee

The members of the HR and Remunerations Committee held their meeting on 20 November 2025, and the meeting considered the following:

- The Committee approved the proposed new organogram, which included several title changes and promotions.
- PR Digital Content Officer was promoted to Senior PR Digital Content Officer. The Senior Bookkeeper role changed to Finance Manager, and the Procurement Officer role changed to Supply Chain and Finance Operations Manager.
- The Committee approved the proposal for 2 disabled interns, one to be hosted at Proudly SA and one at a host company.
- The total staff complement was 41, with 26 females and 15 males.
- 3 New staff members were recruited and 3 resigned during the quarter under review.
- The training report on study subsidies, learnerships and staff bursaries was noted.
- The performance of the organisation averaged 77% for the quarter.
- The Committee approved the proposed updates to the subsistence and travel policy to align with the new SARS 2026-2027 guide.
- The Committee agreed to recommend an annual inflationary adjustment to the Board. The recommendation was 5% for staff, 4.5% for middle management and 4% for Executives and Board Members.
- The EAP usage reports, and Staff Wellness Reports were noted.



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 fourth quarter of the 2025/26 financial year.

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

- The campaign successfully hosted its annual flagship event, the Buy Local Summit and Expo during the quarter under review.
- A combination of both the Above-The-Line as well as Below-The-Line and PR related activities ensured that the Campaign had coverage on various platforms that had a collective recorded reach of more than 19 million consumers, with more than 256 million impressions recorded for all our digital and social media content. The reach and impressions are calculated based on the reach of each of the platforms and mediums used.
- The recorded reach for the quarter was also aided and complemented by the 14 media engagements with journalists and editors, the 14 press releases issued and the 9 media partnerships concluded during the quarter;
- In order to increase the consumer education efforts, as well as the access to market drive of the campaign, the organisation participated in 3 trade fairs/major expos, 3 consumer markets, whilst also hosting 2 consumer activations.
- 116 new members were recruited during the quarter surpassing the target of 85. This is attributed to the concerted efforts of growing the value proposition with a particular focus on access to market opportunities profiled more prominently through the Buy Local Summit and Expo;
- A member retention rate of 86% was achieved for Quarter 4 against the set target of 80%.
- Shesha Game Board was launched at the Buy Local Summit and Expo as a new addition to the tools to be utilised to drive consumer education and continued brand awareness.
- In order to expand on the Campaign's Access-to-Market efforts for the benefit of members, whilst also rolling out consumer education campaigns, the campaign participated in 3 trade fairs/major expos (meeting Africa, Agora & SA Investment Conference) and 3 Consumer Markets Activations;
- The organisation managed to secure 2 partnerships with major manufacturers, namely Illovo Sugar & SunPharma;
- A total of 12 new Localisation Commitments were solicited and secured from major entities during the quarter, namely Haleon South Africa, Arena Holdings, Coleus Packaging, Zensar South Africa, Unilever South Africa, Coca-Cola Beverage South Africa, Aranda Textile Mills, The Sleep Group, Automotive Industry Transformation Fund, South African Breweries, The Standard Bank Business and Commercial Banking, and Illovo Sugar;
- Private Sector Engagements (targeted at both SMEs and big businesses) included the hosting of 11 webinars, as well as participation in 2 Industry Stakeholder Forums, engagements with 18 Business Chambers/Industry Bodies, 4 presentations to Captains of Industry, whilst also being part of 3 SARS Industry Specific Forums during the quarter;
- There was a total of 7 sectoral masterplans that were supported during the quarter, whilst also hosting at least 4 sector specific engagements during the quarter.

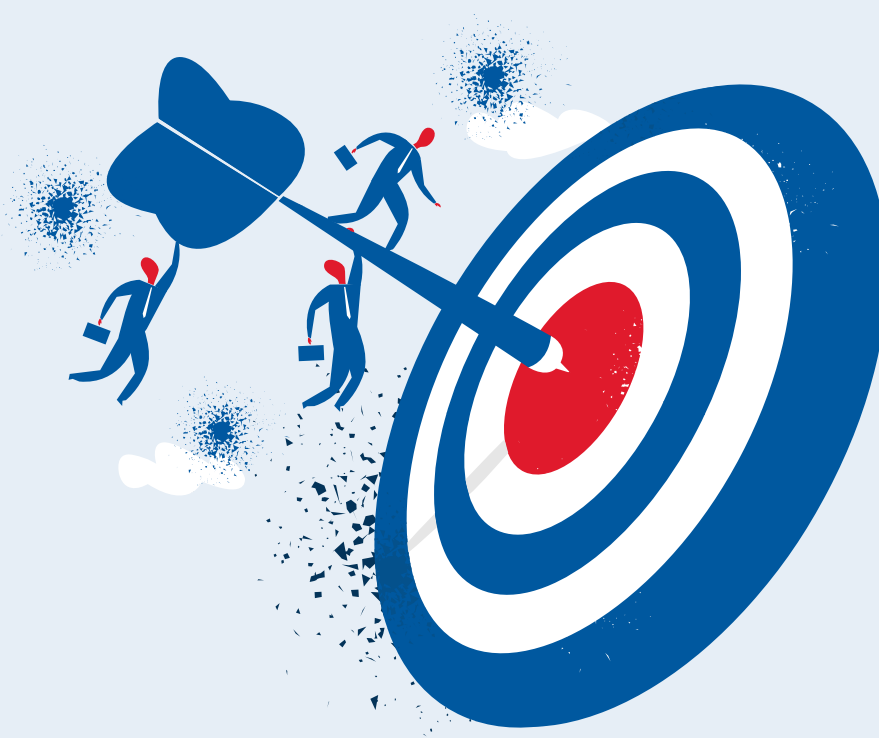
- As part of Tender Monitoring initiatives in the public sector, Proudly SA was able to identify a total of 304 tenders issued for previously designated sectors against the set target of 300 as part of the strategic goal of increasing procurement of goods and service in the public sector. A new AI tender monitoring tool has been developed, and it will significantly increase the efficiency and effectiveness of the tender monitoring function in the campaign;
- In total, 12 dipstick surveys were concluded during the period, aimed at ascertaining the level of satisfaction from key stakeholders on the work of the campaign.
- 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 was not able to achieve all its targets, and the following are the areas where targets for the quarter, were missed:

- The campaign had hoped to reach and present to the members of at least one major trade union and/or labour federation during the quarter.
- The Campaign fell short by 18 against its set target of adding a minimum of 50 new products and services to the database of locally made products and services.
- It was difficult to host a consumer education campaign in at least 1 tertiary institution during the quarter, as result of exams season, however the target for the year had already been reached in prior quarters; and
- The plan to introduce a National Consumer Campaign (Local Fridays) did not materialise due to the lack of adequate funding and confirmed partners to roll out the programme.

Proudly SA consistently ensured it meets most of its delivery commitments, as per the approved 2025/26 annual performance plan, and all areas where targets were missed were given priority to ensure that all targets for the year were met, by the end of the financial year.



4.3) MEMBERSHIP REPORT FOR Q4 - 2025/26

4.3.1) Quarter 4 Highlights

Membership Base	
As of Q4 - 2025/2026	3,700
New Members	
Target	85
Achievement	116
Renewal Rate	
Target	80%
Achievement	86%
Database of Local Products and Services	
Target	250
Achievement	232
Previous Quarter: Q3:2025/2026	26,084
Current Quarter: Q4: 2025/2026	26,316

4.3.2) Overview

In this quarter Proudly South African hosted the 14th edition of the annual Buy Local Summit & Expo, and the flagship event served as a powerful strategic platform for membership purposes.

The Summit functioned as an effective mechanism to attract sponsors as well as enterprise and supplier development (ESD) companies, while also supporting the retention of existing members and the recruitment of new ones. Its value proposition lies in creating meaningful visibility for participating businesses, allowing them to showcase their products and services to key public and private sector stakeholders, as well as consumers.

A particularly compelling feature of the event is the matchmaking component, where local manufacturers are connected directly with retail and corporate buyers. This not only enhances market access opportunities but also strengthens local supply chains—making participation highly beneficial for member companies.

Overall, the Summit continues to reinforce its role as a catalyst for promoting local procurement, fostering partnerships, and driving sustainable economic growth for local manufacturers in general and MSME's in specific.

The quarter allowed for the achievement of the new business target as well as the renewal target. The database of locally made products and services was marginally missed as ESD companies formed the largest part of the new member on-boarding process and a large number of members were service providers with a singular service offering, as opposed to manufacturers who almost always, have a wide range of products.

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

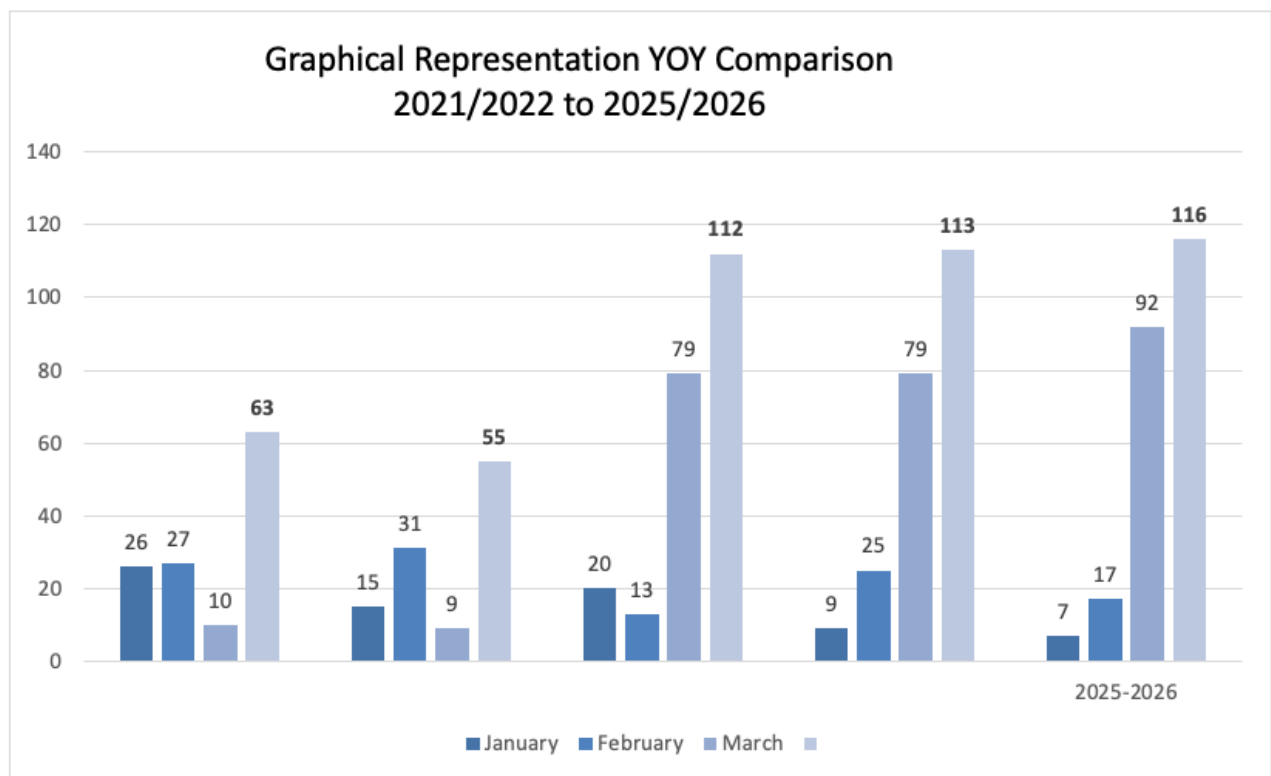
Classification of members		
Category	SMMEs Small, micro, and medium enterprises turning over less than R5 million per annum and organisation's including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT)
		R500.00
	Bronze Organisations turning over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

Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms a part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified a Diamond (Proudly SA member company category)	
TE	A membership based on a Trade Exchange Agreement	
Leads (Company before it is converted to a member)	Lead Origin (origination of a lead)	
	Consultant-generated	A member consultant who is chasing to convert a lead they have generated themselves
	Direct	Enquiry received directly from an organisation interested in membership
	Event	Leads generated from Proudly South African's presence at events
	Referral	Referral of a company from an internal or extra stakeholder

Newly-recruited members

YEAR-ON-YEAR COMPARISON: 2021/2022 to 2025/2026

MONTH	2021/2022	2022/2023	2023/2024	2024/2025	2025/2026
January	26	15	20	9	7
February	27	31	13	25	17
March	10	9	79	79	92
	63	55	112	113	116



Q4: 2025/2026 NEWLY RECRUITED MEMBERS

COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
JANUARY				
Abok Pharmaceuticals	Manufacturer	Gauteng	Bronze	Direct
Capitota	Information Technology	Gauteng	SMME	Direct
DIVE Tech Centre (Pty) Ltd	Education, Development and Training	Western Cape	SMME	Direct
E4 Agency CC	Information Technology	KwaZulu Natal	SMME	Direct
Essence Hair Care	Manufacturer	Gauteng	Silver	Direct
Faith's Catering Services	Food Services	Gauteng	SMME	Direct
GoGo Guard South Africa (Pty) Ltd.	Manufacturer	Gauteng	SMME	Direct
Hlomuka One (Pty) Ltd	Media Production Services	Mpumalanga	SMME	Direct
Isolomzi Projects and Events (Pty) Ltd	Professional Services	Gauteng	SMME	Referral
Linkwell Group (Pty) Ltd	Food Products	Gauteng	SMME	Direct
Peloo Creations (Pty) Ltd	Information Technology	Gauteng	SMME	Referral
Sachet Manufacturers	Manufacturer	KwaZulu Natal	Silver	Referral

COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
FEBRUARY				
Blue Sage Distribution	Transport And Logistics	Gauteng	SMME	Referral
Bluesky Travel Pty Ltd	Tourism, Travel and Hospitality	Northwest	SMME	Direct
Crafted Ensemble	Food Products	Gauteng	SMME	Direct
Good and Healthy Life	Food Products	Limpopo	SMME	Direct
Isolomzi Projects and Events (Pty) Ltd	Professional Services	Gauteng	SMME	Referral
Masana Clothing	Manufacturer	Gauteng	SMME	Direct
Moepi Publishing (Pty) Ltd	Information Technology	Gauteng	SMME	Direct
New Horizon Metals	Manufacturer	KwaZulu Natal	Silver	Consultant Generated
Nozibele Solutions	Professional Services	Eastern Cape	SMME	Direct
NTGR Engineering Projects CC	Construction Engineering and Architecture	Northwest	Bronze	Consultant Generated
Number Nerds (Pty) Ltd	Professional Services	Gauteng	SMME	Referral
Nunuka Made Pty Ltd	Manufacturer	Mpumalanga	SMME	Referral

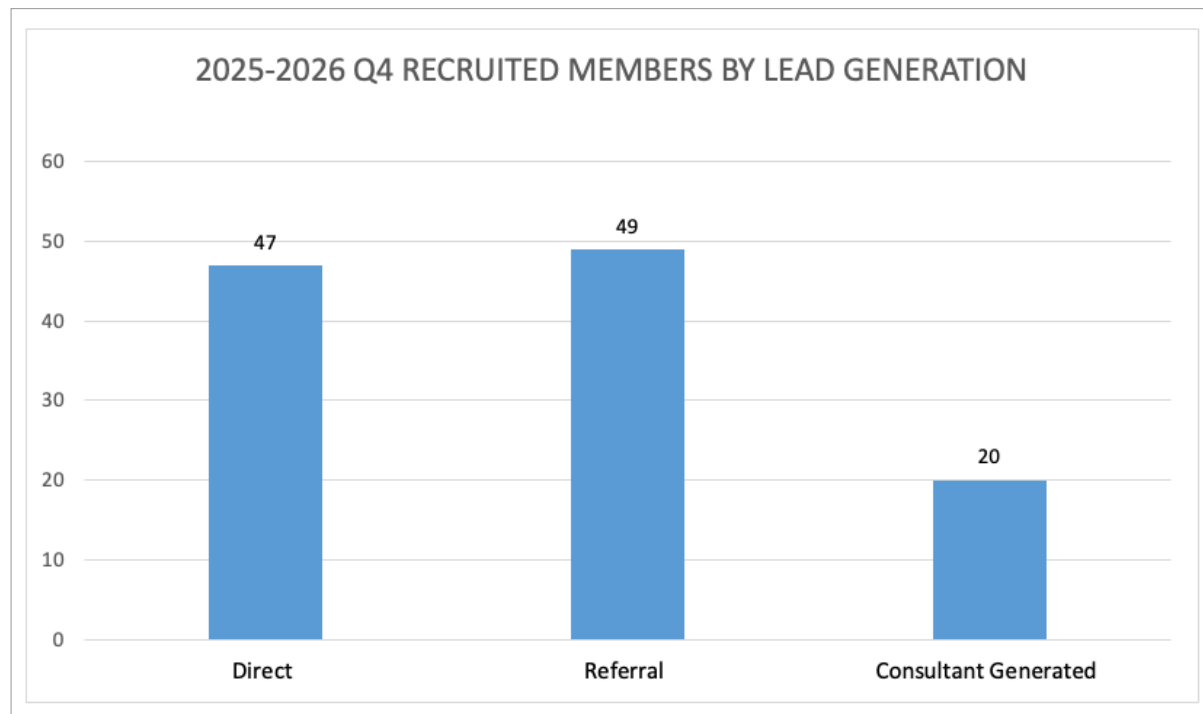
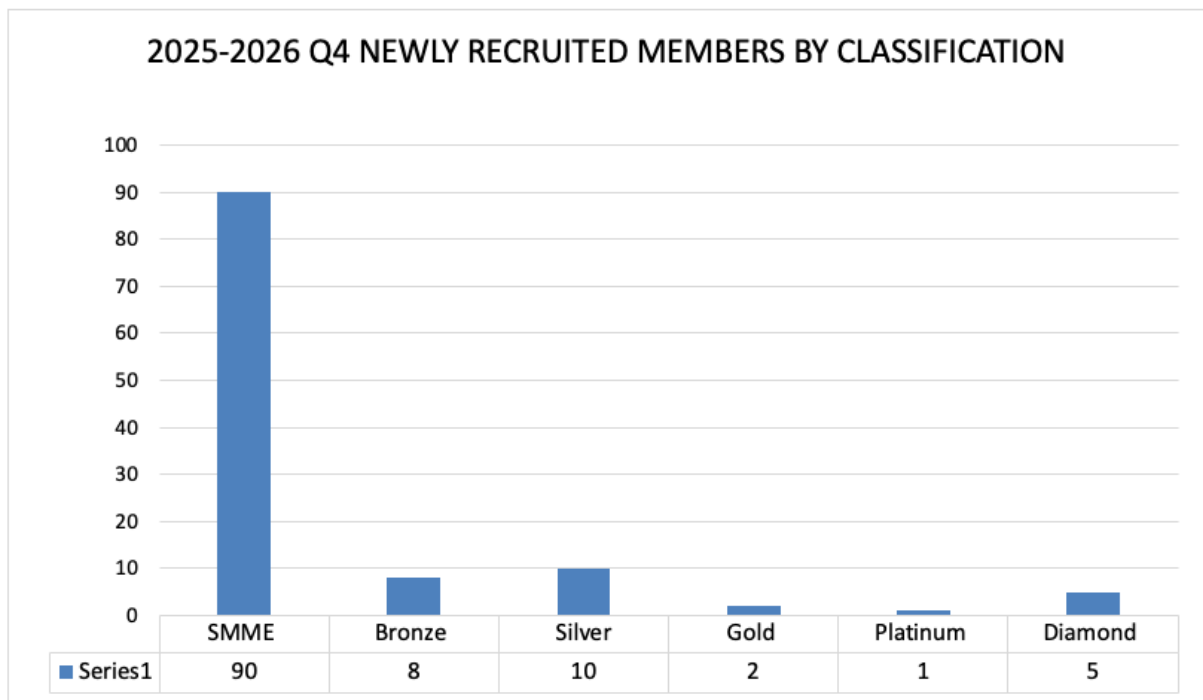
Pick A Rose	Professional Services	Gauteng	SMME	Referral
Ranbaxy Pharmaceuticals	Health Care	Gauteng	Diamond	Direct
Sabekile Enterprise	Food Products	Limpopo	SMME	Direct
Sh*thead	Education, Development and Training	Western Cape	SMME	Direct
Spiral Aloe Health Wellness	Health Services	Gauteng	SMME	Referral
Teazy Holdings	Food Products	Gauteng	SMME	Direct
The Nguni Shop	Manufacturer	KwaZulu Natal	SMME	Direct

COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
MARCH				
115 Electrical Solutions (Pty) Ltd	Construction Engineering and Architecture	Gauteng	Platinum	Referral
Africa Reloaded Group	Construction Engineering and Architecture	Limpopo	SMME	Referral
All Day Jam	Food Products	Gauteng	SMME	Direct
All in One Emergency Services	Professional Services	Gauteng	SMME	Referral
Aluminium Federation of South Africa	Representative Organisations	Gauteng	SMME	Referral
Arena Holdings (Pty) Ltd	Media Marketing and Publishing	Gauteng	Diamond	Referral
Axeline Works	Food Products	Gauteng	SMME	Consultant Generated
Azuka Group	Information Technology	Gauteng	SMME	Referral
Bingela Alloys	Industrial Manufacturing	KwaZulu Natal	Diamond	Referral
Bluebell ZA	Manufacturer	Gauteng	Bronze	Referral
Bothocrochette	Manufacturer	Gauteng	SMME	Referral
Brand Contact Consultant (PTY) Ltd	Media Marketing and Publishing	Gauteng	Bronze	Referral
Butter & Grace	Food Products	Gauteng	SMME	Direct
BX Publishing	Media Marketing & Publishing	Gauteng	SMME	Direct
CODE X CREATIONS	Information Technology	Gauteng	SMME	Consultant Generated
CQC Business Solutions	Manufacturer	Gauteng	Silver	Referral
Crown Water Enterprise	Food Products	Free State	SMME	Direct
Dead Sea Secrets (Pty) Ltd	Healthcare	Western Cape	SMME	Direct
Diahelong Feeds (Pty) Ltd	Food Products	Gauteng	SMME	Consultant Generated
DKS Photography and Productions	Media Production Services	Gauteng	SMME	Referral
Ecovado Pty Ltd	Manufacture	Limpopo	SMME	Consultant Generated
Eggsellent by Lebo	Agriculture	Mpumalanga	SMME	Referral

COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
MARCH				
Fhulufhelani Consulting & Projects	Manufacturer	Gauteng	Bronze	Referral
Green Fibre Insulation	Manufacturer	Gauteng	Silver	Direct
Green Route Hemp Industries	Agriculture	Gauteng	SMME	Consultant Generated
Good & Healthy Life	Food Products	Gauteng	SMME	Direct
Hamisa Safety	Manufacturer	Mpumalanga	SMME	Direct
Hapo Technology	Information Technology	Western Cape	SMME	Referral
Homegrown Shandis	Manufacturer	Gauteng	SMME	Referral
Illovo Sugar	Food Products	KwaZulu Natal	Diamond	Referral
IT ServiSource	Information Technology	Gauteng	SMME	Consultant Generated
JVS Agencies CC	Manufacturer	KwaZulu Natal	Silver	Referral
Katiba Africa	Manufacturer	Free State	SMME	Referral
Khowane Collectives	Professional Services	Gauteng	SMME	Direct
Kushinda Trading	Wholesale and Retail Trade	Gauteng	Bronze	Consultant Generated
Laphezulu Catering	Food Products	Gauteng	SMME	Direct
Lentique Creative Studio	Manufacturer	Gauteng	SMME	Referral
Protectoll Manufacturing	Industrial Manufacturing	Gauteng	Bronze	Referral
PWV Group Cooperative	Manufacturer	Northwest	SMME	Referral
Qaboha Farming	Food Products	Gauteng	SMME	Direct
Rakutu Trading & Projects	Construction Engineering and Architecture	Gauteng	Silver	Referral
Scenty By Nonkosi	Manufacturer	Gauteng	SMME	Referral
Sefudi Farms (Pty) Ltd	Food Products	Gauteng	SMME	Consultant Generated
SereMhani Creations (Pty) Ltd	Crafts and Home Industries	Gauteng	SMME	Referral
Serithi Beverages	Food Products	Free State	SMME	Referral
Shangila Holdings	Manufacturer	Gauteng	SMME	Referral
Sibahle Coordinator	Manufacturer	Gauteng	SMME	Referral
South African Supplier Diversity Council NPC	Representative Organisations	Gauteng	SMME	Consultant Generated
ST Malo	Manufacturer	KwaZulu Natal	SMME	Consultant Generated
Tembo Engineering	Mining & Beneficiation	Mpumalanga	SMME	Direct
The Den Holdings & Projects	Manufacturer	Gauteng	SMME	Consultant Generated
The Herbalist International	Healthcare	KwaZulu Natal	Gold	Consultant Generated
The Modern Us	Manufacturer	Gauteng	SMME	Referral
VitraFruits	Food Products	Western Cape	SMME	Consultant Generated

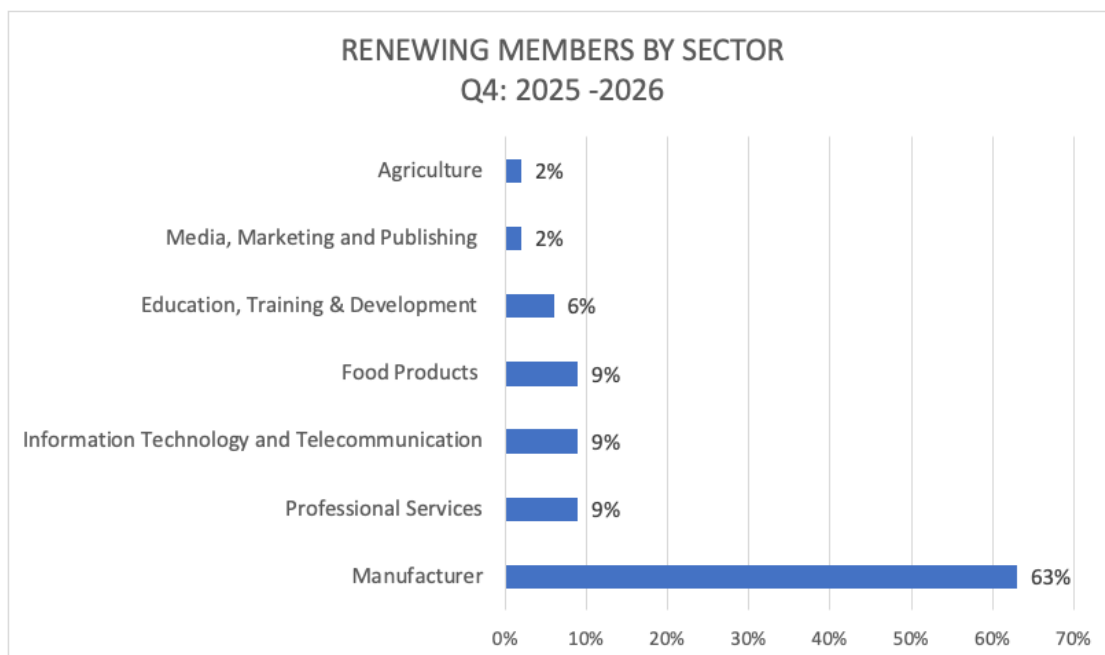
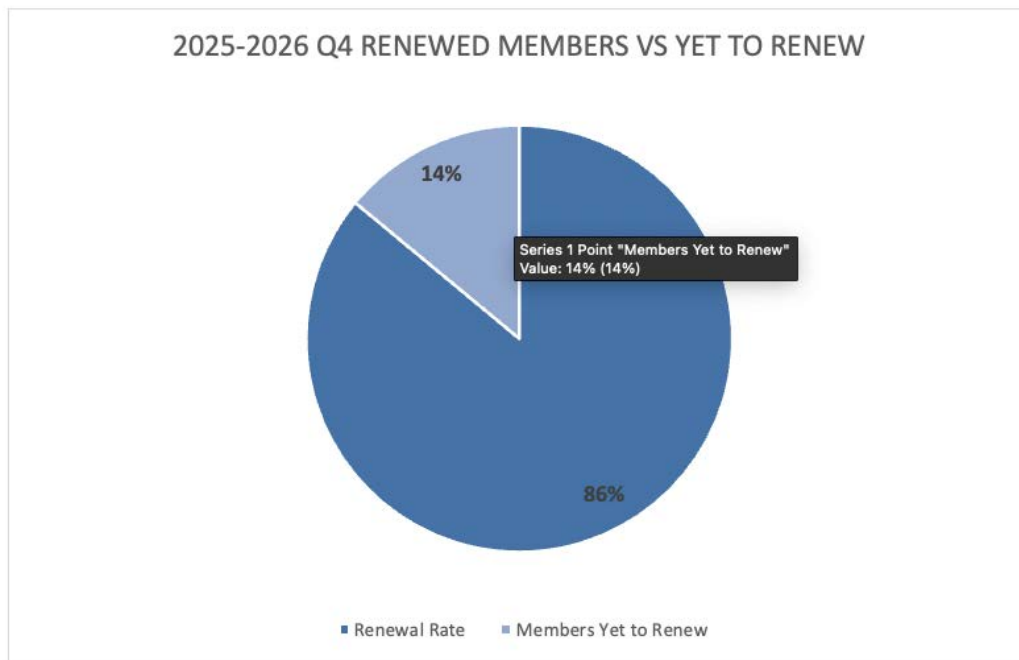
COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
MARCH				
<i>XD Handmaed Leather accessories</i>	<i>Manufacturer</i>	<i>Gauteng</i>	<i>SMME</i>	<i>Direct</i>
<i>Yammie Collectionz</i>	<i>Manufacturer</i>	<i>Gauteng</i>	<i>SMME</i>	<i>Direct</i>
<i>Zano Clothing</i>	<i>Manufacturer</i>	<i>Gauteng</i>	<i>SMME</i>	<i>Referral</i>
<i>Zazi Clothing Factory</i>	<i>Manufacturer</i>	<i>Eastern Cape</i>	<i>SMME</i>	<i>Direct</i>
<i>Zazi Productions</i>	<i>Food Products</i>	<i>Gauteng</i>	<i>SMME</i>	<i>Direct</i>

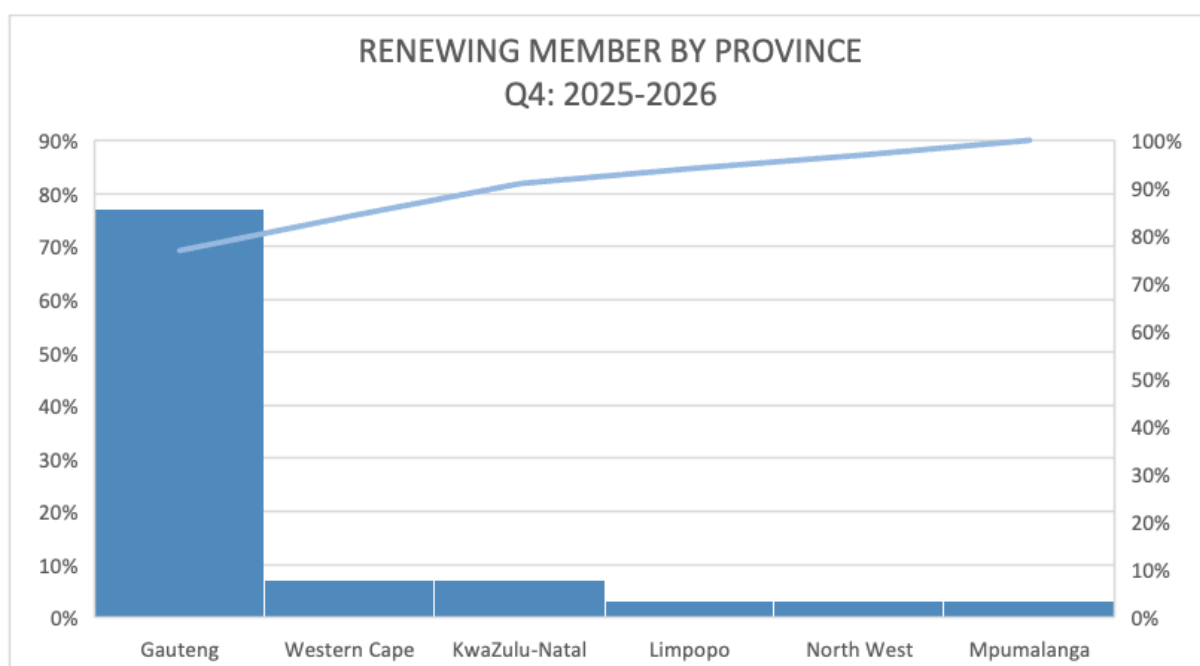
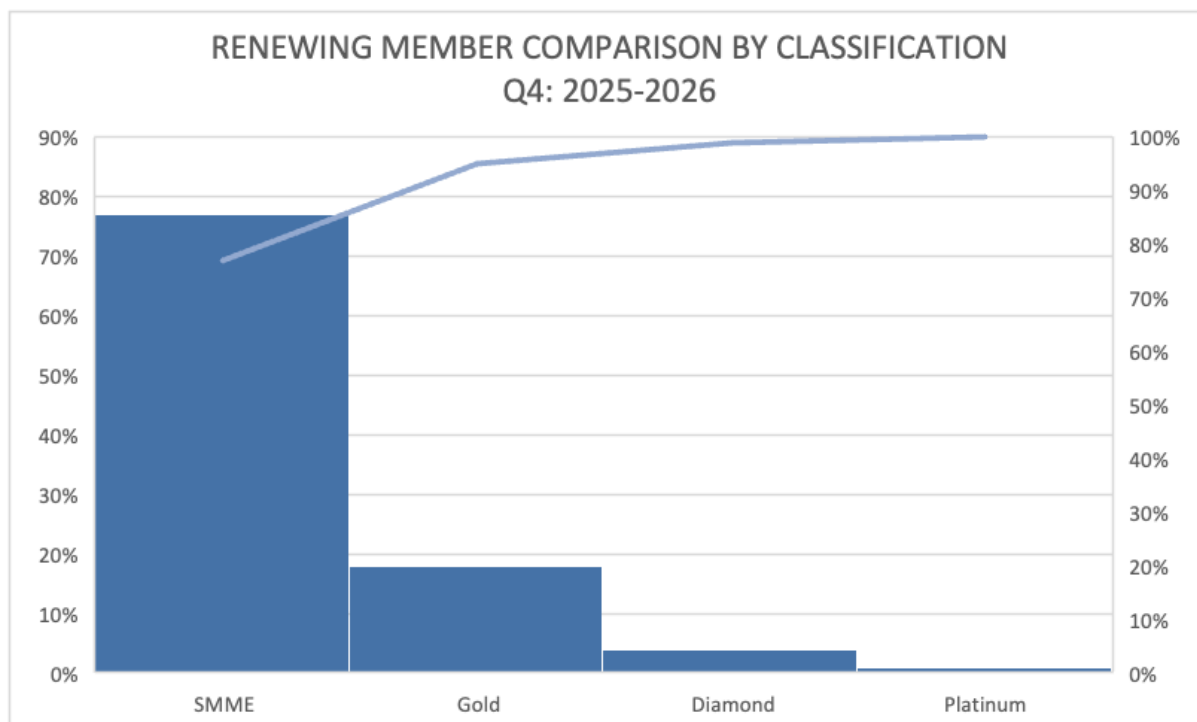




Q4: 2025-2026 RENEWING MEMBERS

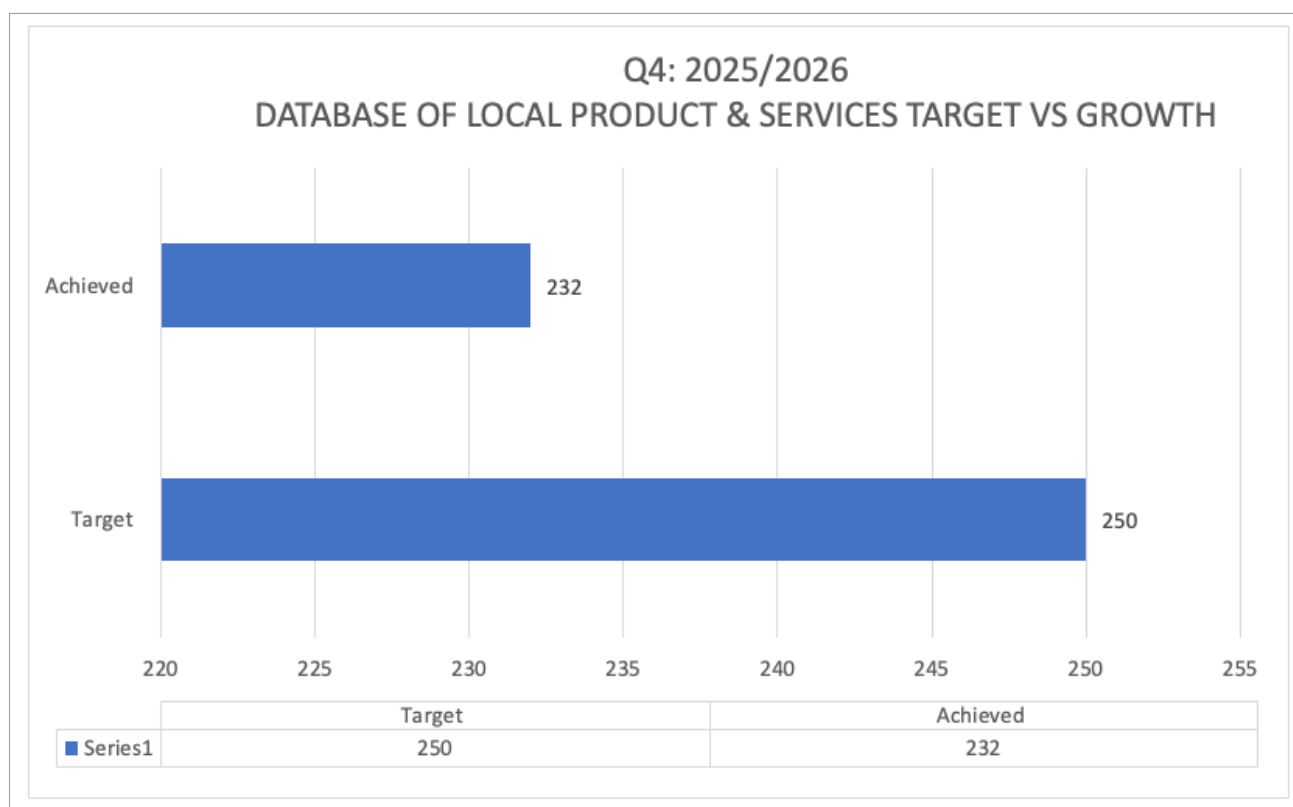
The renewal target for this quarter was achieved.	
Renewal Rate:	80%
Target:	86%
REASON FOR GROWTH	
The renewal target for this quarter was achieved.	



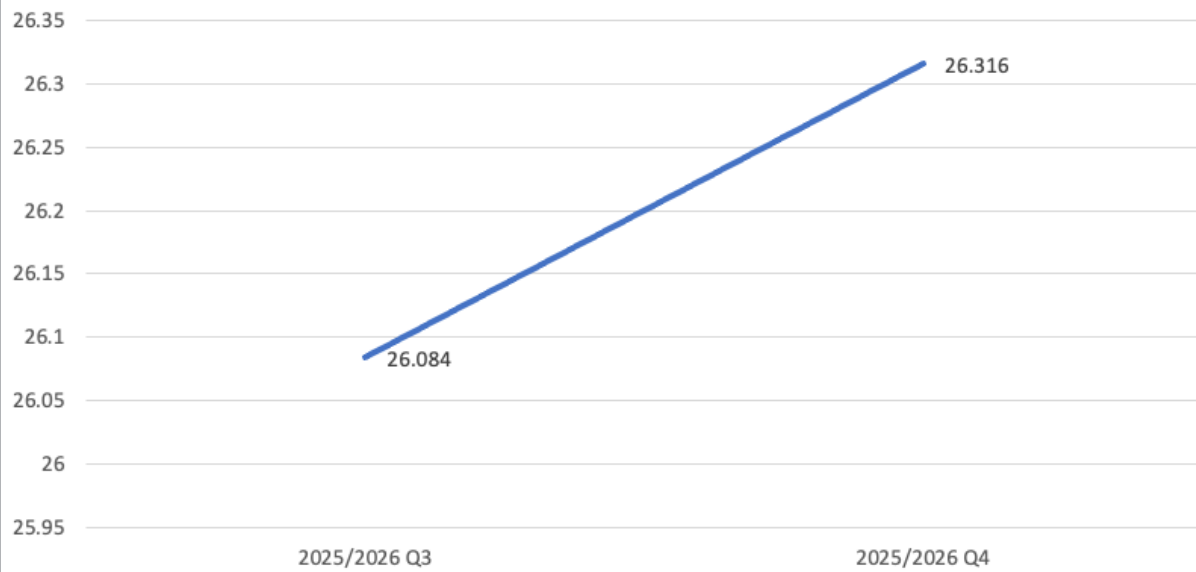


Q4: 2025/2026 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Current Quarter: Q3 2025/2026	26,084
Current Quarter: Q4 2025/2026	26,316
2025/2026: Q4	
Target	250
Achievement	232
Target Missed: 7%	



DATABASE GROWTH:
2025/2026 Q4 DATABASE OF LOCAL PRODUCTS AND SERVICES
PREVIOUS PERIOD VS CURRENT PERIOD





4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Victoria Yards First Sunday – 1 February 2026

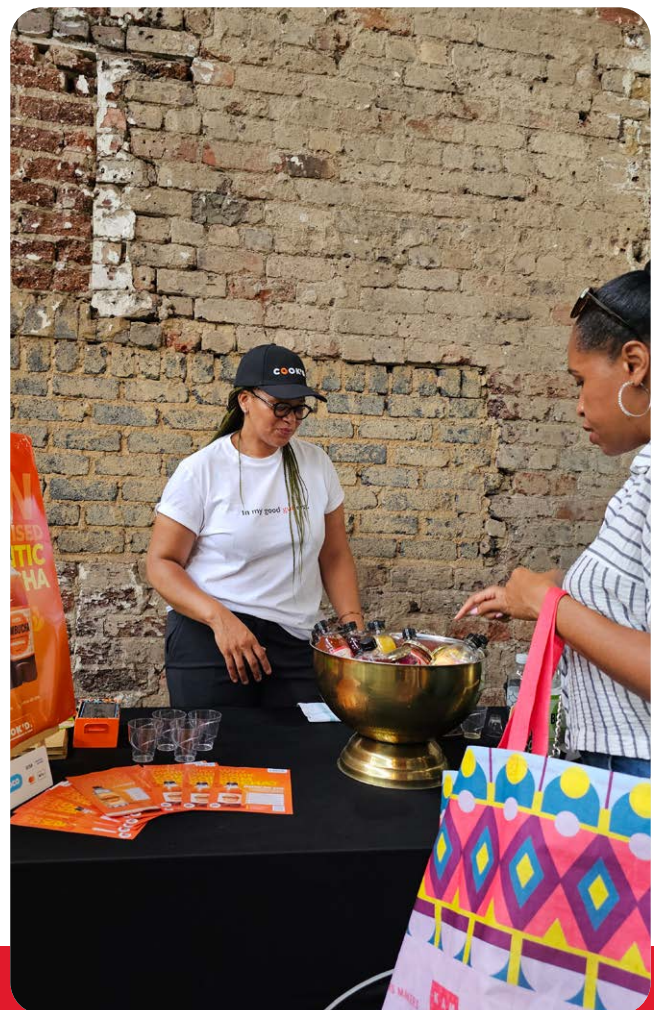
Proudly South African participated in the Victoria Yards First Sunday market, where it provided its members with an enabling platform to showcase and sell their products directly to consumers in a vibrant, community-driven environment.

Through this activation, Proudly South African enabled access to market opportunities to its members and created meaningful engagement between local brands and consumers. Participating members included Isa B Jewellery, Cookd by Amanda, Ting Tang Tea, Nomakade Natural Haircare, Nolo M Jewellery and Khwezi Books.

The event environment encouraged organic interaction, allowing consumers to experience locally produced goods firsthand, while also supporting small businesses through direct sales and brand exposure. This activation reinforced the importance of accessible platforms for MSME's and highlighted the role of Proudly SA in enabling grassroots economic participation.

Reach: 150 – 200

Target: Consumers, MSMEs, local community, creatives and entrepreneurs



Webinar: “Kickstart 2026: Map Your Local Success, Plan today. Prosper tomorrow.” – 6 February 2026

On 6 February 2026, Proudly South African hosted a webinar called: “Kickstart 2026: Map Your Local Success, Plan Today. Prosper Tomorrow”. The webinar was designed to empower entrepreneurs, SMEs, and community stakeholders with the knowledge, tools, and strategic insights required to remain competitive and resilient in their local markets.

The session focused on practical, forward-looking approaches to business growth, encouraging participants to proactively plan for the year ahead while leveraging collaboration and innovation.

The webinar featured a dynamic lineup of speakers who provided diverse perspectives across sectors. The webinar facilitator, Anele Ndlovu, set the tone for the webinar and outlined the purpose of the session. Alicia Logan, Proudly South African Membership Manager, provided an overview of the organisation’s role in supporting local businesses and driving economic growth.

Sheldon Tatchell, founder of Legends Barber, shared insights on scaling a service-based business and building a strong, recognisable local brand.

Johnson, founder of Sonwaro Coffee, shared his business journey of building a coffee brand and narrated how he navigated challenges in the industry and the local market. Tswai Abduljami of Cliff Café outlined the practical steps required to build a sustainable business model and maintain operational viability. Ntombenhle Khathwane, CEO of AfroBotanics, a natural skincare brand, spoke of developing an authentic, locally relevant beauty brand and connecting with consumers. All speakers engaged with participants, addressing key questions and sharing additional insights.

The webinar aimed to equip participants with actionable insights and strategies to succeed in 2026. The session also sought to enable attendees to gain a clear understanding of the local market landscape for 2026, anticipate economic and industry changes, proactively prepare and develop localised strategies for sustainable business growth, leverage collaboration and partnerships for collective success and create a practical, implementable roadmap for 2026.

Reach: 103

Target: MSMEs, stakeholders, Proudly SA members, and potential members



SONA 2026 – “Are You Wearing Local?” Campaign – 12 February 2026

Proudly South African executed its flagship “Are You Wearing Local?” campaign during the State of the Nation Address (SONA) 2026. The activation elevated localisation in one of the country’s most high-profile national platforms.

Proudly South African facilitated the red-carpet coverage showcasing locally designed fashion worn by parliamentarians and guests, while actively encouraging members of parliament, guests, and the general public to support local fashion designers. Proudly South African also participated in parliamentary fashion commentary platforms and used the opportunity to highlight both the achievements and challenges within the local fashion sector.

Local designers featured during the activation included Malondie, Khosi Nkosi, Stephen van Eeden and Craig Jacobs, further reinforcing the visibility and competitiveness of South African fashion. This initiative strengthened Proudly South Africa’s role as an advocate for the creative industry while elevating localisation within policy and public discourse.

Reach: 100

Target: Parliamentarians, Government Officials, media, designers, fashion industry stakeholders, and the general public



Valentine's Activation – The Zone @ Rosebank – 13 February 2026

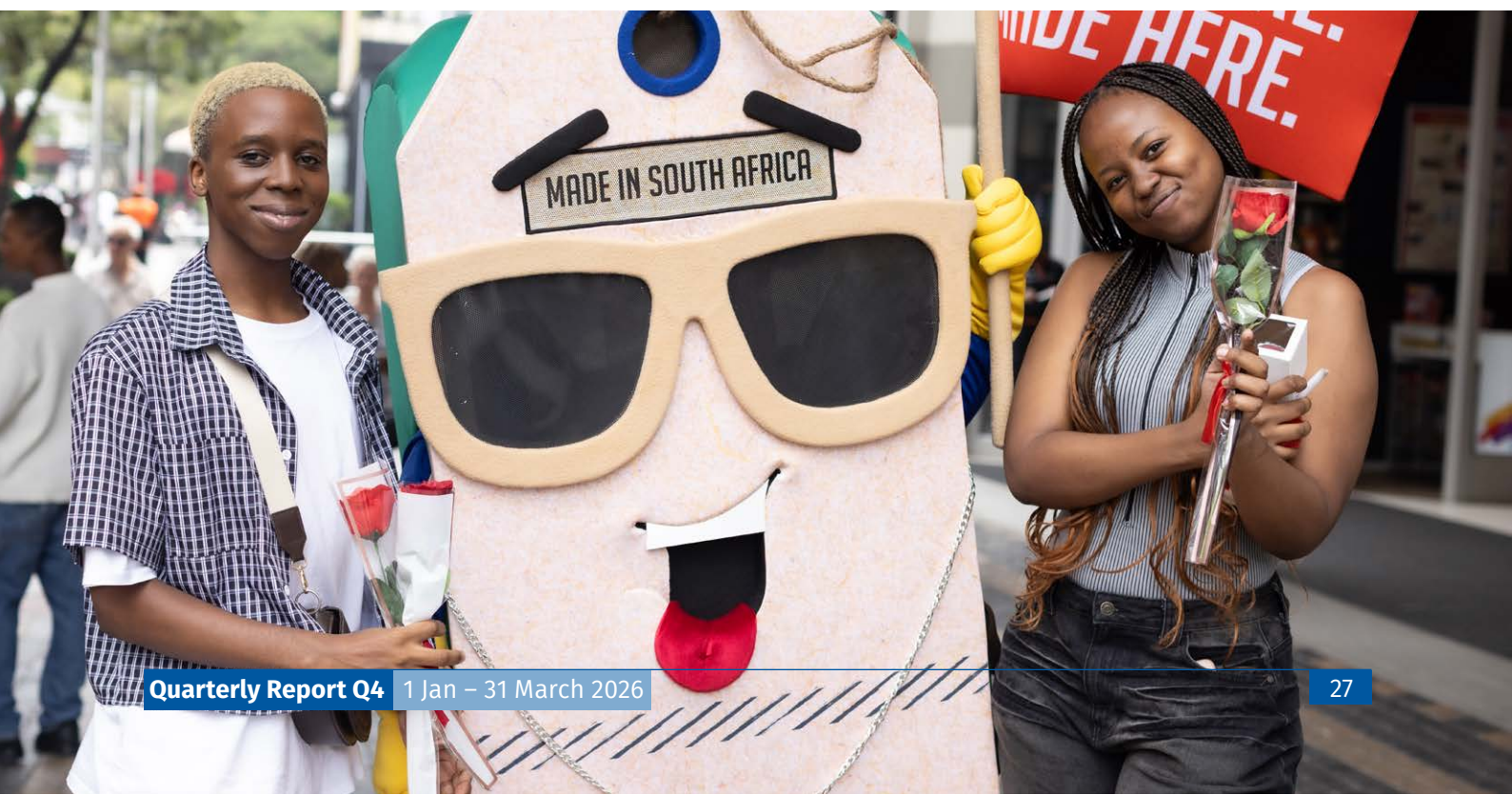
Proudly South African hosted a Valentine's Day activation in partnership with The Zone @ Rosebank, centred around the "Loved Here. Made Here." campaign message.

The activation was designed to create a warm, engaging, and memorable consumer experience while reinforcing the importance of supporting locally produced goods. Activities included the distribution of roses and cupcakes, as well as interactive engagement with Lolo, the Proudly SA mascot, which enhanced brand visibility and audience connection.

The activation successfully created a positive and emotionally resonant brand experience, encouraging consumers to associate Proudly SA with meaningful moments and local pride.

Reach: 250 – 300

Target: Consumers, shoppers, youth, families and the general public



AGORA 2026 Conference – 20 February 2026

Proudly South African participated in AGORA 2026, the maiden conference for the Greek business community in the country. AGORA's objective is to foster dialogue, collaboration and economic participation. Proudly South African participated in the conference by erecting a branded stand and conducting a targeted membership recruitment drive at the event, engaging attendees on the Proudly SA value proposition and the importance of localisation within diverse economic sectors.

This engagement provided access to a new network of stakeholders and created opportunities to position Proudly South African within the broader cultural and economic ecosystems. It further demonstrated the organisation's commitment to inclusivity and expanding its reach across different business communities.

Reach: 150 – 200

Target: Business community, entrepreneurs, MSMEs, cultural organisations, and industry stakeholders



Meetings Africa 2026: 23–25 February 2026

Proudly South African participated in Meetings Africa 2026, a leading continental trade show for the business events industry that brings together exhibitors, buyers and industry professionals from across Africa and globally.

Proudly South African activated a branded stand and implemented a membership recruitment drive, while also promoting Proudly SA members within the business tourism and events value chain. This platform enabled direct engagement with key stakeholders and decision-makers within the MICE (Meetings, Incentives, Conferences and Exhibitions) sector.

Participation in Meetings Africa strengthened Proudly SA's positioning within the business events industry and created opportunities for partnerships, collaboration and increased member visibility.

Reach: 1 000

Target: Business event professionals, buyers, exhibitors, tourism stakeholders, MSMEs, and industry partners





Webinar: Proudly SA x BobGo – 26 February 2026

Proudly South African, in partnership with Bob Go, hosted a successful webinar introducing local businesses to smart shipping solutions designed to streamline logistics and support e-commerce growth. The session showcased Bob Go's easy-to-use platform, which enables users to compare courier quotes, print waybills, and track deliveries from a single dashboard, ultimately saving time and reducing costs. Attendees also gained access to an exclusive offer available to Proudly South African members, reinforcing the value of the partnership and the benefits of Shop Proudly SA. Overall, the webinar strengthened collaboration between the two organisations while equipping MSMEs with practical tools to enhance operational efficiency and improve customer delivery experiences.

Attendance: 19

Target: Proudly SA members

Webinar: “Be Seen, Be Loved: Community & Social Engagement” – 10 March 2026

On 10 March 2026, we hosted a webinar called “Be Seen, Be Loved: Community & Social Engagement”, designed to explore how businesses and organisations can create meaningful, lasting relationships with their audiences through authentic engagement.

In today's interconnected and fast-moving world, success is no longer just about offering great products or services; true impact comes from building trust, loyalty, and belonging within your community. This webinar provided participants with practical insights on turning visibility into genuine connection and participation into long-term support.

The webinar featured a lineup of speakers who shared practical insights and real-world strategies. Anele Ndlovu, the webinar facilitator, introduced the session and outlined its objectives. Sifiso Moyo, Township Economy Expert and Founder of Brand Township, discussed building hyperlocal solutions that resonate with and earn loyalty from communities. Dionne Kerr, CEO of Siyakha Consulting, shared strategies for transforming engagement into partnerships that create mutual benefit. Thami Letebele, Founder of Soweto Book Café, highlighted how storytelling and safe, inclusive spaces foster deep community connection. Jeannine van Straaten, Executive of Legal Affairs and Stakeholder Relations at Proudly South African, emphasised the role of authentic engagement in supporting local businesses and community growth. All speakers addressed participant questions.

The webinar sought to equip individuals, businesses, and organisations with strategies to strengthen their community and social engagement efforts. By the end of the session, participants were expected to understand the importance of authentic community engagement in building trust and loyalty, recognise the shift from visibility to meaningful connection, learn how to engage audiences purposefully and impactfully, explore strategies to build and nurture communities that genuinely care and gain insights into turning participation into long-term support and advocacy.

Attendance: 19

Target: Proudly SA members



Buy Local Summit and Expo Media Launch – 12 March 2026

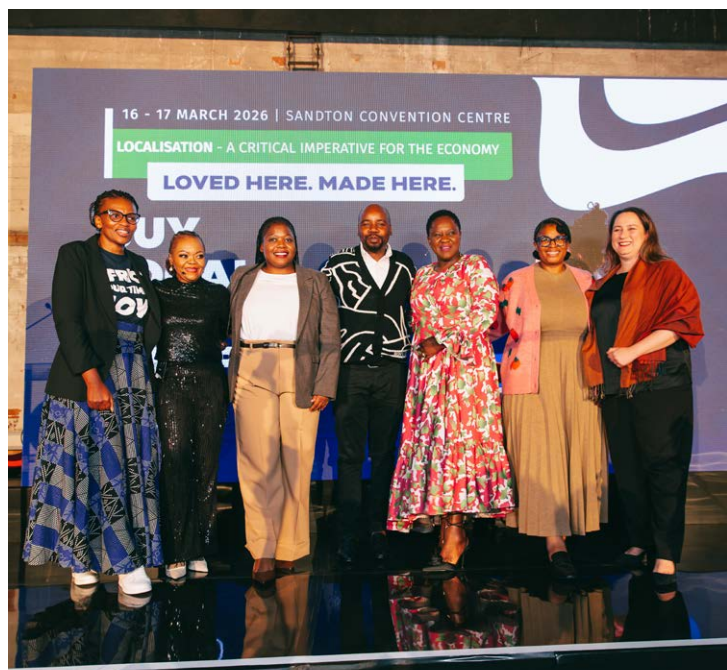
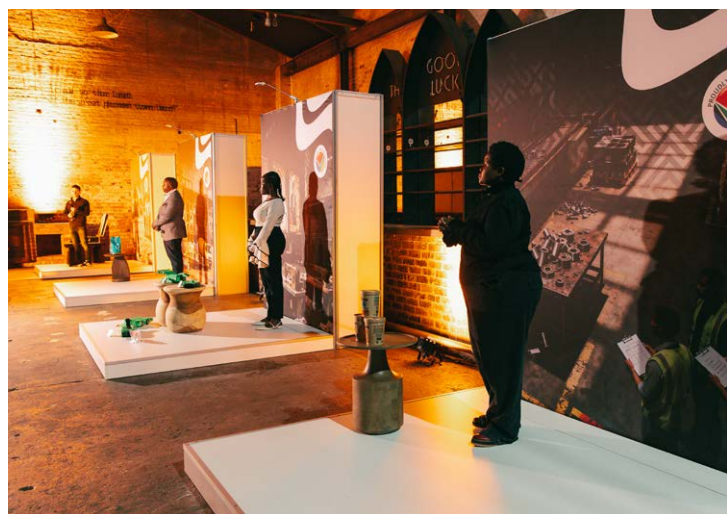
On 12 March 2026, Proudly South African hosted the media launch of the Buy Local Summit & Expo in Newtown, Johannesburg. The theme of the media launch was to highlight the impact how the far-reaching impact of our buying decisions on the viability and long-term sustainability of local enterprises. The event put a face to the statistics by including a storytelling session where two enterprises, namely JA Engineering and The BreadBox, shared their experience of having to scale down and down due to lack of local support and the impact of illicit trade, while two entrepreneurs, namely Lesco, Sonwaro Coffee narrated uplifting and positive stories that showcased how local consumer support stimulated their prosperity.

This balanced narrative approach ensures the experience is not purely cautionary but ultimately uplifting and solution-oriented—designed to inspire action, rebuild confidence, and reinforce the value of supporting local enterprise.

This exclusive media launch serves as the official announcement and momentum-builder for the Buy Local Summit & Expo. With a targeted audience of approximately 120 attendees, including sponsors, stakeholders, media, and participating businesses, the event provided a strategic platform to communicate the vision, objectives, and anticipated impact of the BLSE. The event generated substantial media coverage and public interest, and generated interest in the build-up to the 14th edition of the BLSE.

Attendance: 63

Target:Media and stakeholders



Webinar: Procurement of schools and learning material – 13 March 2026

Proudly South African shone the spotlight on the education sector by focusing on the procurement of learning materials. The webinar was led by the Department of Basic Education, which unpacked the rules and regulations that govern procurement in this sector.

The session was opened by Jeannine van Straaten, Executive for Strategy, Stakeholder Relations & Legal at Proudly SA. She unpacked Proudly SA's mandate and the Market Access Platform (MAP). The other speaker was James Ndlebe, the Chief Director of Planning and Implementation Support at the Department of Basic Education, who clarified the department's procurement regulations and framework.

Karabo Motaung-Mohlala, Principal Analyst at the Competition Commission, outlined the latest guidelines and compliance requirements relating to the procurement of school uniforms and learning materials, including fair competition, pricing, and supplier conduct. Her presentation was followed by Proudly South African member, Mothupi Kgopa of Geleza Tech (Pty) Ltd.

Reach: 106

Target: Proudly SA members, prospective members, education policy makers, procurement officers, entrepreneurs and youth



Positioning for Growth: South Africa's Emerging Economic Opportunities– 27 March 2026

Proudly South African hosted this much-anticipated webinar that unpacked how businesses can operate optimally in the current economic climate. The webinar provided key information from speakers such as Janice Scheckter, founder and CEO of Kasi Konnect, who provided insights on how township-based businesses can stand out, innovate and leverage technology to enhance their value proposition.

The webinar also featured speakers, including Tshepo Matseba, the Managing Director of Reputation 1st and former president of the Public Relations Institute of Southern Africa (PRISA). In his presentation, he shared insights on business ethics and how to survive the volatile business climate. The presentation of Mxolisi Mchunu from the South African Local Government Association (SALGA) focused on his organisation's local procurement pact. Proudly South African member, Mpho Ledwaba from Breadbox Bakery (Pty) Ltd, took the delegates through his business journey and detailed how his company managed to tackle and overcome the challenges it faced.

Attendance: 201

Target: Proudly SA members, prospective members, Economic Development practitioners, entrepreneurs, and youth



Molitva Wine Festival – 28 March 2026

On 28 March 2026, Proudly South African partnered with Molitva Wine Festival to create a dynamic platform where wine members could showcase their products to a highly engaged and relevant audience.

This collaboration offered our members valuable exposure, opened the pathway to direct consumer engagement, and provided them with the opportunity to strengthen their brand visibility within the local wine industry. Through their participation, our members not only promoted their unique offerings but also contributed to the broader movement of supporting and celebrating locally produced excellence.

The members who attended were Lavo Wines, Zulugirl Wines, Linez Wines, House of Delicacy and Ayana Wines.

Attendance: 200+

Target Audience: Wine lovers and the general public





Powering Local Play: Building South Africa's Gaming, Gadgets & electronics Value Chain – 30 March 2026

Proudly South African invited various players in the gaming, gadgets and electronics value-chain, which are manufacturers, distributors, gaming experts and market outlets to explore opportunities in the multi-billion-dollar gaming industry. The Department of Trade, Industry and Competition (dtic) set the scene by sharing information on how the players in this industry can be supported through programmes such as the Support Programme for Industrial Innovation (SPII). The webinar was the first of its kind for Proudly SA and marked the addition of a lucrative industry for potential localisation.

The webinar was facilitated by Tag Mofokeng, Founder & CEO of MeetSA. Other speakers who made contributions included Jeannine van Straaten, Executive for Strategy, Stakeholder Relations, & Legal from Proudly SA, Nontombi Maseko, Director of Innovation and Technology from the dtic, Mr Cleverness Yingisani from CYM Gaming, and Super

Dave from the Idiots Guide to Gaming. The presenters focused on local gaming, gadgets, new industry trends, and the business side of the gaming industry, with emphasis on local products.

Reach: 132

Target: Proudly SA members, prospective members, Proudly SA staff, Entrepreneurs, Youth and Gaming Enthusiasts



Webinar: Stand out & Sell: Mastering Product Presentation – 27 February 2026

Proudly South African hosted a webinar titled: “Stand out & Sell: Mastering Product Presentation”. The webinar was a practical session aimed at helping small business owners to present their products in ways that attracted attention, built trust, and increased sales. Participants learned how to elevate their product presentation without incurring high costs while creating a professional look that resonated with customers.

The session featured a dynamic lineup of speakers who brought practical expertise and real-world examples to each topic.

Happy Ngidi, Chief Marketing Officer at Proudly SA, opened the discussion by highlighting how local support enables small businesses to grow and thrive. Ronèll Kerr, Brand Design Manager: Beverages at PepsiCo, shared cost-effective visual merchandising strategies that helped attendees understand how to create eye-catching product displays on a budget. Creative director Francois de Villiers unpacked the essentials of packaging that sells and demonstrated how packaging directly influences customer purchasing decisions.

Zhu Glade, Head of Marketing at Switch Drinks, guided participants on how to build a strong and recognisable brand look that helps their products to stand out in a competitive market. Thato Mosikave, founder of Nala Media, closed the knowledge-sharing session by exploring the power of storytelling and how sharing the journey behind a product can create a meaningful emotional connection with customers.

Through these expert-led sessions, attendees gained practical tools, fresh inspiration, and actionable techniques to showcase their products with greater impact and purpose, ultimately strengthening trust and increasing their potential for sales growth.

Reach: 132

Target: Proudly SA members, prospective members, Proudly SA staff, Entrepreneurs, Youth and Gaming Enthusiasts



MARKET READY: HOW TO ATTRACT, ENGAGE & SELL

Date: 24 April 2026
Time: 11:00 – 13:00
Platform: Zoom and social media platforms

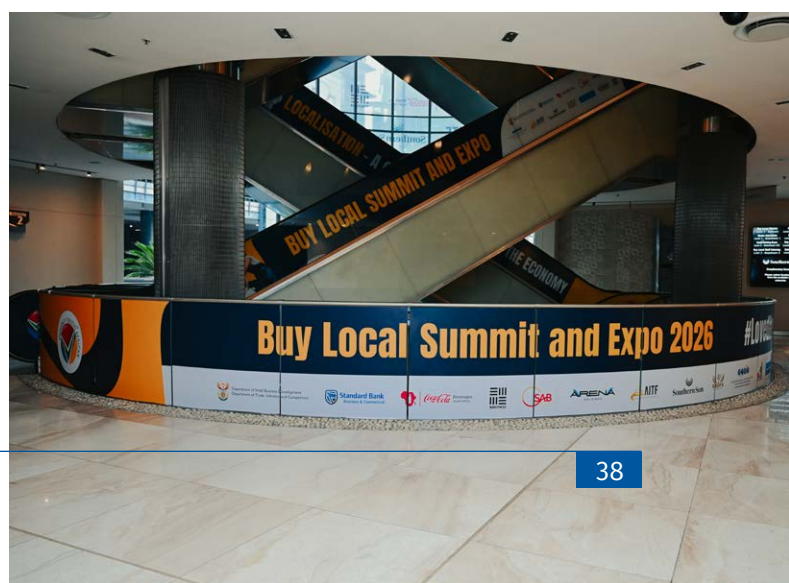
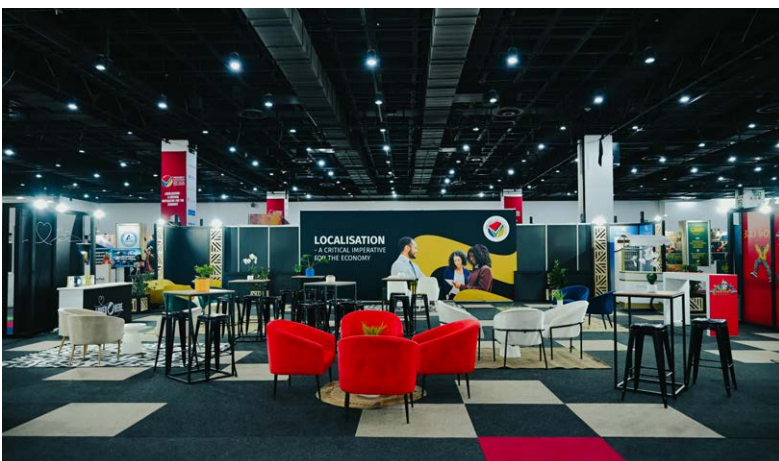
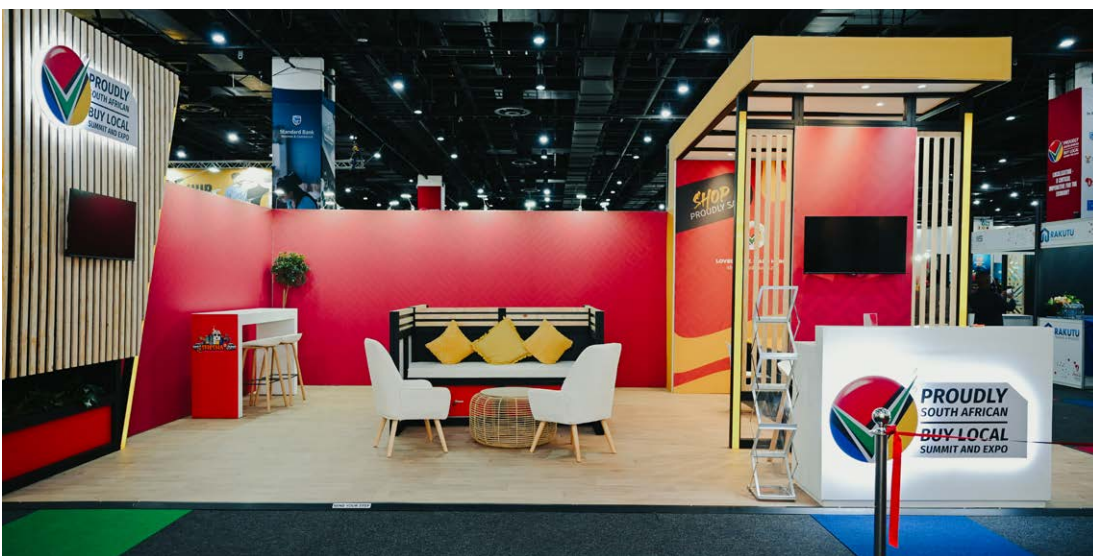
LIVE zoom | YouTube | LinkedIn | Facebook | Instagram

Buy Local Summit & Expo 2026: 16–17 March 2026

Proudly South African hosted the 14th edition of the Buy Local Summit & Expo at the Sandton Convention Centre in Johannesburg. The event comprised over 200 exhibitors, panel discussions by industry experts, business matchmaking sessions, and a one-stop business hub. The two-day event attracted government ministers and senior public sector leaders, captains of industry, entrepreneurs, financiers, and members of the media. The event integrated a conference and exhibition format, providing a platform for SMMEs, corporates, government and industry stakeholders to engage on localisation, economic growth and enterprise development. The expo floor featured a diverse range of local exhibitors, creating a dynamic marketplace environment that enabled direct interaction between businesses and consumers.







A key highlight of the BLSE was the strong focus on experiential activations, which enhanced visitor engagement and brought the Proudly SA brand and its members to life. The Proudly SA Lounge served as a central hub for interaction, networking and brand storytelling, driving consistent foot traffic and extended dwell time.

Notable activations included premium product experiences such as the Six Dogs gin tasting sessions, which combined product education with lifestyle engagement, and the Brutal Fruit non-alcoholic activation, which created an inclusive, visually engaging and socially driven experience. The launch of the Proudly SA edition of the Shesha 3.2.1 board game provided a culturally relevant and interactive engagement point, celebrating South African heritage and encouraging audience participation.

Additional wellness-focused activations, including the Haleon wellness check, contributed to a holistic lifestyle experience on the exhibition floor, allowing attendees to engage with brands in a meaningful and informative way.

These activations played a critical role in enhancing the overall event experience by increasing audience engagement, strengthening brand visibility for participating members, and creating memorable touchpoints that reinforced the “Loved Here. Made Here.” message.

The Summit successfully facilitated business engagement, networking and market access opportunities, reinforcing Proudly SA's role as a connector within the local economy while showcasing the depth and diversity of locally produced goods and services.

Several impactful panel discussions took place. The panel discussion on the economic impact of illicit trade on Day 1 drew in a lot of delegates and culminated in a march around the Sandton precinct to raise public awareness about the negative impact of illicit trade and unfair trade practices on the economy. The marchers comprised of representatives from several industries impacted by illicit trade. The marchers handed a memorandum of grievances to the Executive Director of NEDLAC.

Other panel discussions included the impact of Shein and Temu on the retail and clothing sector, the battle of the brands – an interactive discussion on South Africa's favourite household brands, the local component in the creative industry and a showcase of the success of our members' enterprise supplier development programmes.

Reach: ±1,000 per day

Target: Government, Corporations, MSMEs, Entrepreneurs, Industry stakeholders, Media and Consumers.



Eyethu Day & Night Market – 28-29 March 2026

Attendance: +-400

Target: General public, Families, and Youth

Proudly South African invited four of its members to participate in the Eyethu Day and Night Market that was hosted at the Eyethu Shopping Centre. The participating members were Maloane Foods & Catering, Tets Catering, Ubathandwa, and Lifeway Imphatho Brands. The invitation underscored the organisation's mandate of creating market access opportunities for its members.

The market commenced in the morning and continued through to late evening, attracting high foot traffic throughout the day. The evening entertainment performances further increased visitor numbers and created excellent exposure for our members. Our food exhibitors performed particularly well and benefited from strong sales and visibility. Overall, the event provided a meaningful platform for business growth. We have received positive feedback from the participating members regarding the value of the opportunity.



Webinar: Are consumers changing? What drives purchasing decisions today? - 30 March 2026

that enabled them to better understand evolving consumer expectations and adapt their business strategies to changing purchasing trends.

Proudly South African hosted a webinar titled: "Are consumers changing? What drives purchasing decisions today?" The webinar sought to help small businesses, startups, managers, and aspiring entrepreneurs understand the key factors influencing modern consumer purchasing behaviour in South Africa.

Attendance: 135

Target: Small business owners, startup businesses, Managers, aspiring entrepreneurs

The discussion explored the shift from traditional brand loyalty to value-driven purchasing decisions, the growing influence of social media and digital platforms, and the increasing demand for convenient, fast, and flexible shopping experiences.

Maria Lloyd, CEO of Black with No Chaser, shared key insights on digital influence and social media buying trends, while Itumeleng Boboyi, founder of Varsi Dynex Commerce, spoke about convenience culture and hybrid shopping. Darcos Anguria and Nombasa Mahlakata, the CEO of The Hybrid Wife and CEO of Online Spaza, respectively, unpacked the topic of future consumer trends in South Africa.

r provided attendees with practical market insights



ARE CONSUMERS CHANGING? WHAT DRIVES PURCHASE DECISIONS TODAY?

Date: 30 March 2026

Time: 15h00 – 17h00

Platform: Zoom and social media platforms



4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

Quarter 4 was defined by sustained national visibility, high-impact stakeholder engagement, and the successful amplification of Proudly South African's localisation agenda through flagship campaigns, strategic platforms, and integrated media activity. The period demonstrated strong alignment between consumer activations, enterprise development objectives, and national policy conversations on localisation and inclusive economic growth.

The quarter commenced with targeted consumer-facing campaigns designed to reinforce intentional local purchasing behaviour. The Cabbage JanuWorry Challenge and the Back-to-School campaign generated strong public participation and sustained digital engagement, reinforcing the importance of everyday purchasing decisions in supporting local manufacturers and SMEs during key retail cycles.

February delivered heightened brand visibility through lifestyle-led activations and strategic stakeholder platforms. The Valentine's Month activation at Victoria Yards provided a curated marketplace opportunity for members and strengthened consumer connection to locally produced goods within a lifestyle context. This was complemented by participation in Meetings Africa 2026, which expanded member recruitment pipelines and reinforced Proudly South African's positioning as a key facilitator of enterprise development and cross-sector market access.

The quarter also maintained strong institutional visibility through the State of the Nation Address (SONA) activation, which continued to advance the "wear local" campaign across the red carpet, broadcast, and panel discussion platforms. The campaign showed measurable traction, with increased visibility of locally designed fashion among public representatives and sustained national media coverage. Additional thought leadership and stakeholder engagement were achieved through participation in the SAB Tholoana Programme graduation and the AGORA SA Conference, strengthening relationships across enterprise development, investment, and industry ecosystems.

In the lead-up to the Buy Local Summit & Expo (BLSE), a pre-event media activation was held in the Johannesburg CBD, providing powerful human-interest storytelling, positioning SMEs such as BreadBox Bakery, JA Engineering, Lesco, and Sonwaro Coffee at the centre of the localisation narrative. These narratives strengthened earned media coverage and reinforced the tangible link between consumer behaviour and enterprise sustainability.

March represented the pinnacle of the quarter, anchored by the hosting of the 14th edition of the Buy Local Summit & Expo, a flagship national platform that attracted over 200 exhibitors alongside senior government representatives, industry leaders, financiers, SMEs, and media. The BLSE significantly amplified the localisation agenda through high-level discourse on illicit trade and unfair trade practises, and the impact of offshore e-commerce retailers on domestic industries.

A key communications highlight was the protest march that took place in the Sandton precinct, which generated strong public and media attention and reinforced advocacy messaging on the negative economic impact of illicit trade. Additionally, the launch of Shesha 3.2.1 became another highlight of the event, which saw heightened audience engagement through a locally developed interactive platform.

Further market access and investor engagement were enabled through participation in the South Africa Investment Conference (SAIC), where selected members were showcased to domestic and international investors, reinforcing Proudly South African's role as a connector between SMEs and growth opportunities.

Across Quarter 4, communications and media activity remained highly integrated, with strong alignment between campaigns, stakeholder engagement, and national platforms. The period successfully reinforced localisation as a credible and practical economic strategy, strengthening Proudly South African's position as a leading voice in advocacy, SME support, and domestic economic development.





LOVED  HERE.
Made Here.

4.5.2 PRESS RELEASES AND OP-EDS

The following were issued between January and March 2026:

NO.	DATE.	RELEASE/COMMISSION	HEADLINE
1.	12 February	Press release	Proudly SA is leveraging the public event to drive support for local fashion industry
2.	23 February	Press release	Buy Local Summit and Expo Returns to Sandton in March 2026
3.	03 March	Thought Leadership	Hospitality as a catalyst for accelerating localisation
4.	10 March	Press release	It's all systems go for the Buy Local Summit & Expo
5.	11 March	Press release	Standard Bank Backs Local Industries As Headline Sponsor of The 2026 Buy Local Summit & Expo
6.	12 March	Press release	Beyond the data – the faces and stories behind businesses that closed after being starved of local support
7.	17 March	Press release	Proudly SA draws public attention to the economic impact of illicit trade
8.	17 March	Q&A	'Our brands need to be globally competitive, without losing their local identity' – 2026 Buy Local Summit insights
9.	17 March	Press release	Proudly SA expands its footprint in the growing gaming sector with the launch of a dynamic, fast-paced quiz game
10.	18 March	Press release	Hisense South Africa reaffirms commitment to local manufacturing at Buy Local Summit
11.	18 March	Press release	Localisation receives a R1 billion thumbs up at Buy Local Summit & Expo
12.	31 March	Press release	The tale of David vs Goliath revisited as Soweto-based tech company takes on Silicon Valley conglomerates
13.	31 March	Press release	We Need to Talk. An Open Letter to the Lovers of Local
14.	31 March	Press release	Proudly SA member injects R300 million investment into equipment upgrades to strengthen local production

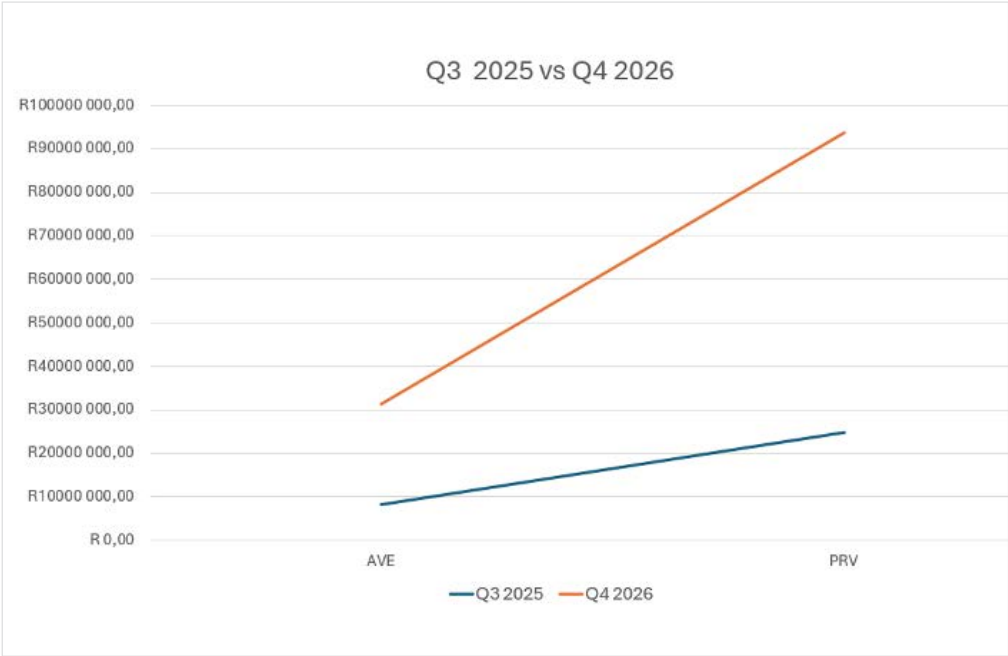
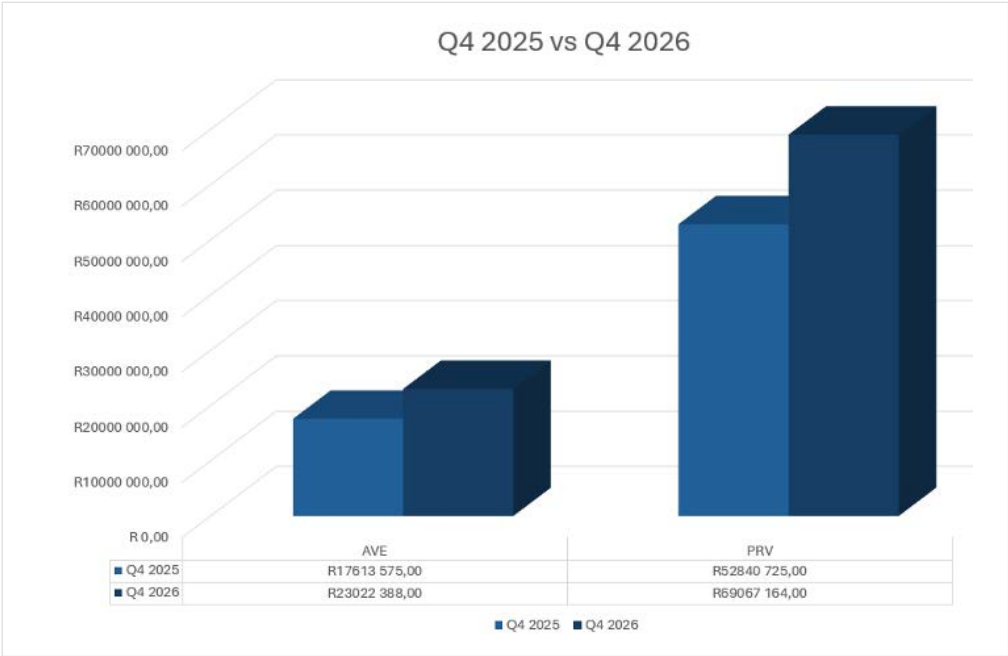
4.5.3 MEDIA ENGAGEMENTS

The following media engagements took place between October to December 2025:

NO	DATE	MEDIA ENGAGEMENT
1.	12 February	SONA
2.	17 February	CFO Magazine Call
3.	18 February	What's On JHB
4.	23 February	Trendsetters
5.	24 February	Farmers Weekly
6.	04 March	Arena Holdings
7.	09 March	Hostex
8.	05 March	KZN – Gagasi FM
9.	12 March	Buy Local Summit & Expo Media Launch
10.	16 March	Buy Local Summit & Expo Day 1
11.	17 March	Buy Local Summit & Expo Day 2
12.	23 March	Hype Magazine
13.	23 March	SABC
14.	20 March	Coleus Factory Tour

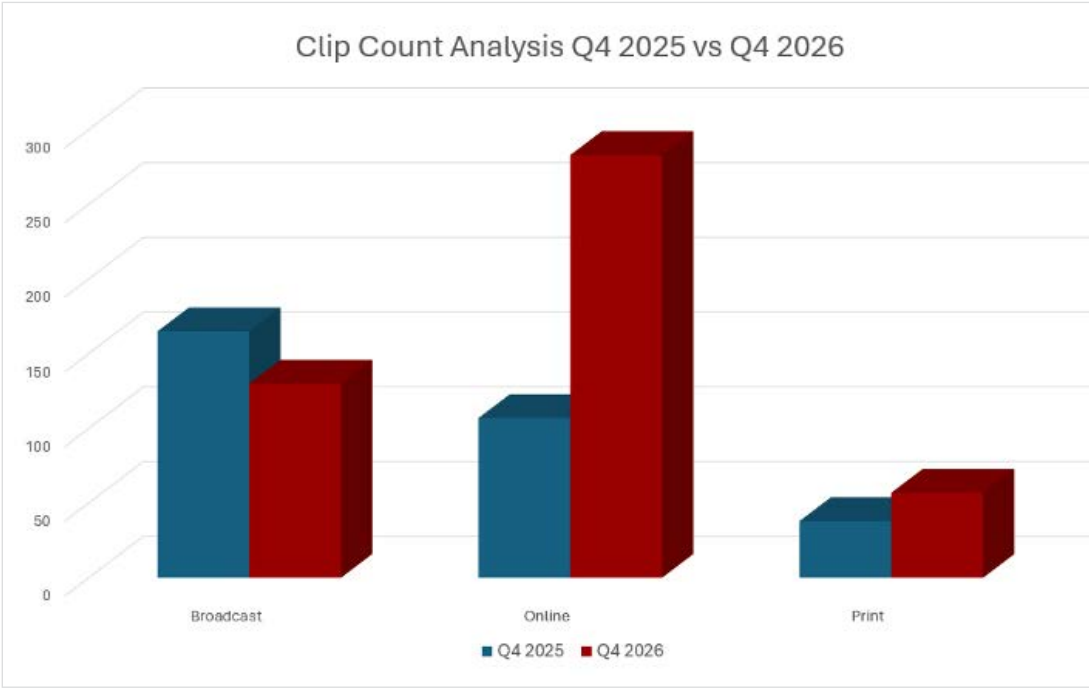
AVE/PR VALUE

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 R23 022 388,00, and the PR/editorial value translates to R69 067 164,00. A comparison is made between Q3 2025 vs Q4 2026 and Q4 2025 vs Q4 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 (January to March 2026). A comparison is made between the Q4 analysis for 2025 vs 2026.



COVERAGE HIGHLIGHTS



FASA 2026 Conference a Gateway to Franchise Opportunities

Mapepeza 2 Weeks Ago 0 3 Mins

FASA
THE FRANCHISE ASSOCIATION OF SOUTH AFRICA

Conference and Expo 2026
Building the South African Economy through Franchising
Meet our Conference Speakers!

EUSTACE MASHIMBEYE CEO of Proudly South African	RICKY WALTON CEO of SheerGuard South Africa	SISA MIBANOKA President of the African Panelbeaters and Motor Mechanics Association (APMMA)	GEORGE SEBUELA President of African Unity for Business Collaboration (AUBC)	JOHN DUODU CEO of the Small Business Institute (SBI)
BEA HACKULA President of Africa for Africa Women Empowerment (A4WE)	THAMSAHOA MOYO Founder & CEO of Nardima ESG Management	JANET SITHOLE Head of Non-Fuels Retail – Africa Region at Puma Energy	BULELANI BALABALA Founder of Township Entrepreneur Agency	ESMARI JONKER Attorney – Head of Franchising at Smit & Van Wyk Inc.

19 FEB THURSDAY
Richmond Hotel & Old Tenders Conference Centre in Sandton (Just Rand)



Home > Trending now > Buy Local Summit Champions Economic Resilience

Buy Local Summit Champions Economic Resilience

by Sarah Marshall 14 February 27, 2025

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As global trade tensions place renewed pressure on South African exports, the Proudly South African Buy Local Summit & Expo is turning the spotlight inward – focusing on the power of local procurement and consumer spend to stabilise and grow the economy.

The 14th edition of the two-day summit, taking place on 16 and 17 March 2026, comes at a time of mounting concern over rising tariffs on South African exports to the United States. The recent 30% tariff hike has reignited fears of job losses and forced several industries to urgently explore alternative markets.

Although the tariff increases will not form part of the formal programme, the broader economic climate sets a sobering backdrop to this year's discussions.

The summit will focus on some of the most pressing structural challenges facing the economy – including illicit trade, unfair competition, counterfeit goods, dumping, and illicit financial flows. It will also examine the growing impact of offshore e-commerce platforms on local retailers, particularly in the clothing, textile, footwear and leather sectors.



Backing for SA Canegrowers as sugar imports soar

The South African Canegrowers Association's (SA Canegrowers) campaign to draw attention to the impact of rising sugar imports on rural livelihoods has gained momentum, with more than 70 000 South Africans pledging to buy only locally produced sugar through the Save Our Sugar initiative.

SA Canegrowers chairperson Higgins Mdluli said the public support is encouraging, but the situation remains deeply concerning. "We are still tracking sugar imports at levels with no precedent in recent history," he said.

The organisation's latest analysis of SARS data shows that 153 344t of heavily subsidised sugar entered the country

between January and September 2025. This is almost three times higher than the 55 213t recorded over the same period in 2024, which marked a previous high.

The surge is being driven by imports from large sugar-producing countries such as Brazil, where producers receive extensive support and, in some cases, additional subsidies to export surplus sugar. These interventions depress global prices, making imported sugar far cheaper than locally produced sugar.

Delays in adjusting South Africa's import tariff to account for the lower world sugar price created a window for foreign sugar to flood the local market. SA Canegrowers estimates that the resulting decline in local sugar sales

has already cost the industry about R684 million. If the situation persists, combined with rising input costs and the continued burden of the I health Promotion Levy, also known as the sugar tax, sugar growers could be forced out of production. The industry supports roughly 27 000 small-scale and 1 100 large-scale growers. Mdluli said the campaign, backed by Proudly South African and supported by government, aims to prevent a collapse. "If a crisis is not averted, hundreds of thousands of livelihoods will be at risk, with devastating consequences," for the country," he warned. – *Glennis Kriel*
Consumers can add their support by pledging to buy local at saveoursugar.org.za.

COVERAGE HIGHLIGHTS



Home » Fashion » Renewed Focus: Buy Local Summit & Expo 2026

Renewed Focus: Buy Local Summit & Expo 2026

2 MIN READ

Proudly South African's Buy Local Summit 2026 tackles tariffs, illicit trade and local procurement to protect jobs and grow the economy.

Temo Mpod

The importance of increased localised procurement and consumer spend will take centre stage at the Proudly South African Buy Local Summit & Expo 2026. The event comes at a critical time for the economy, amid debilitating tariff hikes imposed by the Donald Trump-led administration on South African exports to the United States.

The 30% tariff increases on South African exports to the US have reignited fears of significant job losses. Several industries are now scrambling to identify alternative export markets for their products, placing additional pressure on an already strained economy.

Economic Pressure and the Case for Buying Local

While tariff hikes will not form part of the formal discussion agenda at the 14th edition of the Buy Local Summit & Expo, the broader economic climate makes the focus on local procurement more urgent than ever.

The annual two-day event, taking place on 16 and 17 March 2026, will spotlight key structural challenges facing the South African economy. These include the influx of illicit goods, illicit money flows, dumping, and the proliferation of counterfeit products.

The summit will also assess the progress made by various stakeholders in mitigating the adverse impact of offshore e-commerce retailers on local retail, clothing, footwear, textile and leather sectors. These industries remain under significant strain due to unfair trade practices and growing international competition.

Focus on local procurement at Buy Local Summit & Expo

The importance of increased localised procurement and consumer spend will come under the spotlight at the Proudly South African Buy Local Summit & Expo, taking place against the backdrop of debilitating tariff hikes imposed by the Donald Trump-led administration on South African exports to the United States.

The imposition of 30 per cent tariff increases on South African exports to the United States has reignited fears of a jobs bloodbath, with many industries scrambling to find alternative exports for their produce.

While tariff hikes will not form part of the discussion agenda at the 14th edition of the Buy Local Summit & Expo, the annual two-day event taking place on 16-17 March 2026 will shine a spotlight on some of the key challenges facing the economy, namely the influx of illicit goods and unfair trade practices such as illicit money flows, dumping, and the proliferation of counterfeit goods. The conference will also seek to assess the milestones achieved by different role players in mitigating the adverse impact that offshore e-commerce retailers have had on the ailing local retail,

clothing, footwear, textile and leather sectors.

"In addition to the punitive tariffs imposed on South Africa, the economy continues to be battered on many fronts. The upcoming Buy Local Summit & Expo seeks to become more than just a talk shop, but rather than an appraisal of the strides that various stakeholders have made in addressing some of the challenges that are debilitating our economy. The challenges we are facing give credence to the importance of tapping into the internal resources at our disposal to weather the storms and navigate our economy out of this morass. By aggregating consumer demand and harnessing our substantial public and private sectors, we can stimulate economic growth, reignite consumer demand and create much-needed jobs," says Eustace Mashimbye, Chief



Executive Officer of Proudly South African. The Buy Local Summit & Expo attracts over 1,600 delegates, 200 exhibitors, government ministers, entrepreneurs, investors and funders. One of the key sessions at the Buy Local Summit & Expo is a business matchmaking session—a networking session between small and medium-sized businesses and established conglomerates.

To register attendance at the Buy Local Summit & Expo, please click on this link: [Self Registration | Buy Local Summit and Expo 2026](#)



#TELLAFRIEND

Celebrating Local Innovation at the WeBuyLocal Summit

Hisense South Africa will also be participating in the WeBuyLocal Summit hosted by Proudly South African at the Sandton Convention Centre in mid-March.

The summit, which champions localisation and South African manufacturing, aligns closely with Hisense's commitment to local production, skills development and economic contribution. As a brand with a strong manufacturing footprint in South Africa, Hisense continues to invest in technology that supports local growth while delivering globally competitive innovation.

Visitors attending the summit are encouraged to explore the Hisense showcase and extend their experience with a visit to the Hisense Tevolution Museum to witness how global television history and local manufacturing excellence intersect.

As March celebrates television's most historic moments, Hisense South Africa invites the nation to step inside the story, and experience the evolution firsthand.



COVERAGE HIGHLIGHTS



BUSINESS REPORT

14TH BUY LOCAL SUMMIT & EXPO

Proudly South African leads protest to spotlight economic effects of illicit trade

JONATHAN

THE heart of the nation's economic growth and wealth creation is under threat, according to a group of business leaders who gathered for the 14th Buy Local Summit & Expo in Sandton on Monday. The group, which includes representatives from the private sector, academia, and government, issued a joint statement calling for action to address the economic damage caused by illicit trade. The statement highlighted the impact of illicit trade on the local economy, including the loss of jobs, revenue, and the erosion of the tax base. It also called for a coordinated effort between the government, the private sector, and the public to combat illicit trade and protect the local economy.



IN A POWERFUL demonstration of unity, hundreds of people gathered in Sandton to address the growing menace of illicit trade, demanding urgent action to protect local industries and safeguard South Africa's economic future. The protest, which was part of the 14th Buy Local Summit & Expo, was led by the Proudly South African campaign. The protesters held a banner that read 'Illicit Traders Don't Pay Tax & Under-declare Profits'. The protest was a call to action for the government to take steps to combat illicit trade and protect the local economy.

Less than one month to go! Hostex 2026 brings the industry together for three days of food, drink and hospitality in action

W... Hostex 2026 is the premier event for the food, drink and hospitality industry in South Africa. It is a three-day event that brings together industry leaders, suppliers, and consumers. The event is held at the Sandton Convention Centre and is a must-attend for anyone in the industry. Hostex 2026 will feature a variety of activities, including networking opportunities, product demonstrations, and a chance to meet with industry experts. The event is a great way to stay up-to-date on the latest trends in the industry and to build relationships with other professionals. Hostex 2026 is a must-attend event for anyone in the food, drink and hospitality industry in South Africa.

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Underground economy of fake alcohol to illicit medicines

By MONEKE MASHAMBE

BUSINESS leaders from across several sectors have warned illicit trade is rapidly expanding in South Africa, threatening jobs, public health and investor confidence. The issue was raised during the first day of the Proudly South African "Buy Local" summit. The summit is a three-day event that brings together industry leaders, suppliers, and consumers. The event is held at the Sandton Convention Centre and is a must-attend for anyone in the industry. The summit will feature a variety of activities, including networking opportunities, product demonstrations, and a chance to meet with industry experts. The summit is a great way to stay up-to-date on the latest trends in the industry and to build relationships with other professionals. The summit is a must-attend event for anyone in the food, drink and hospitality industry in South Africa.

Localisation & Industry. Powered by SAB

A panel discussion at the Proudly South African "Buy Local" summit across several industries during which concerns were raised about the growth of illicit trade in SA and the threat it poses to the economy. - JONATHAN



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Proudly South African

4,290 posts 57.9K followers 1,582 following

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

Sturdee Avenue, Johannesburg, Gauteng 2196



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SAMAS29

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.

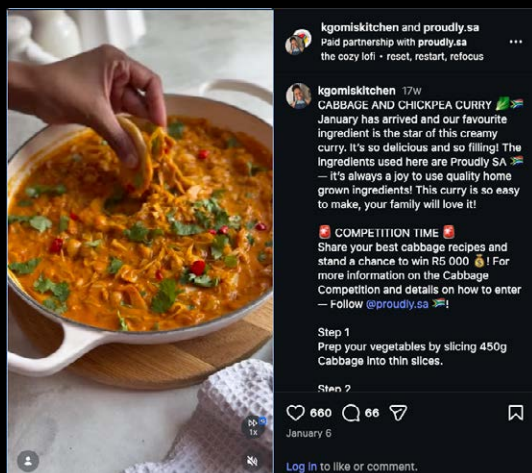
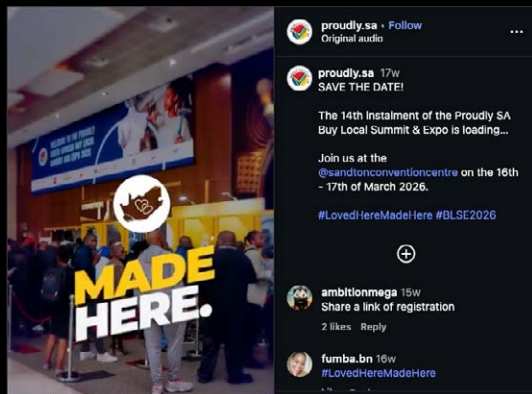
Below is a table that illustrates Proudly South African's following on social media platforms for January to March 2026.

	Followers 1 Oct – 30 Dec 25	Followers 1 Jan – 31 Mar 26	Q4-Q1 growth	Q/Q growth (%)
Facebook likes		Q3-Q4 growth	Q/Q growth (%)	N/A/A
Facebook follows	126 677	127 892	1 215	1.6 %
Instagram	54 374	57 658	3 284	6.04 %
LinkedIn	14 660	15 796	1 196	7.7 %
Twitter	181 996	181 861	-135	0.07%
YouTube	1130	1 200	70	6.19 %
TikTok	60 072	60 162	90	0.15 %
TOTALS	565 073	444 490	5 855	2%

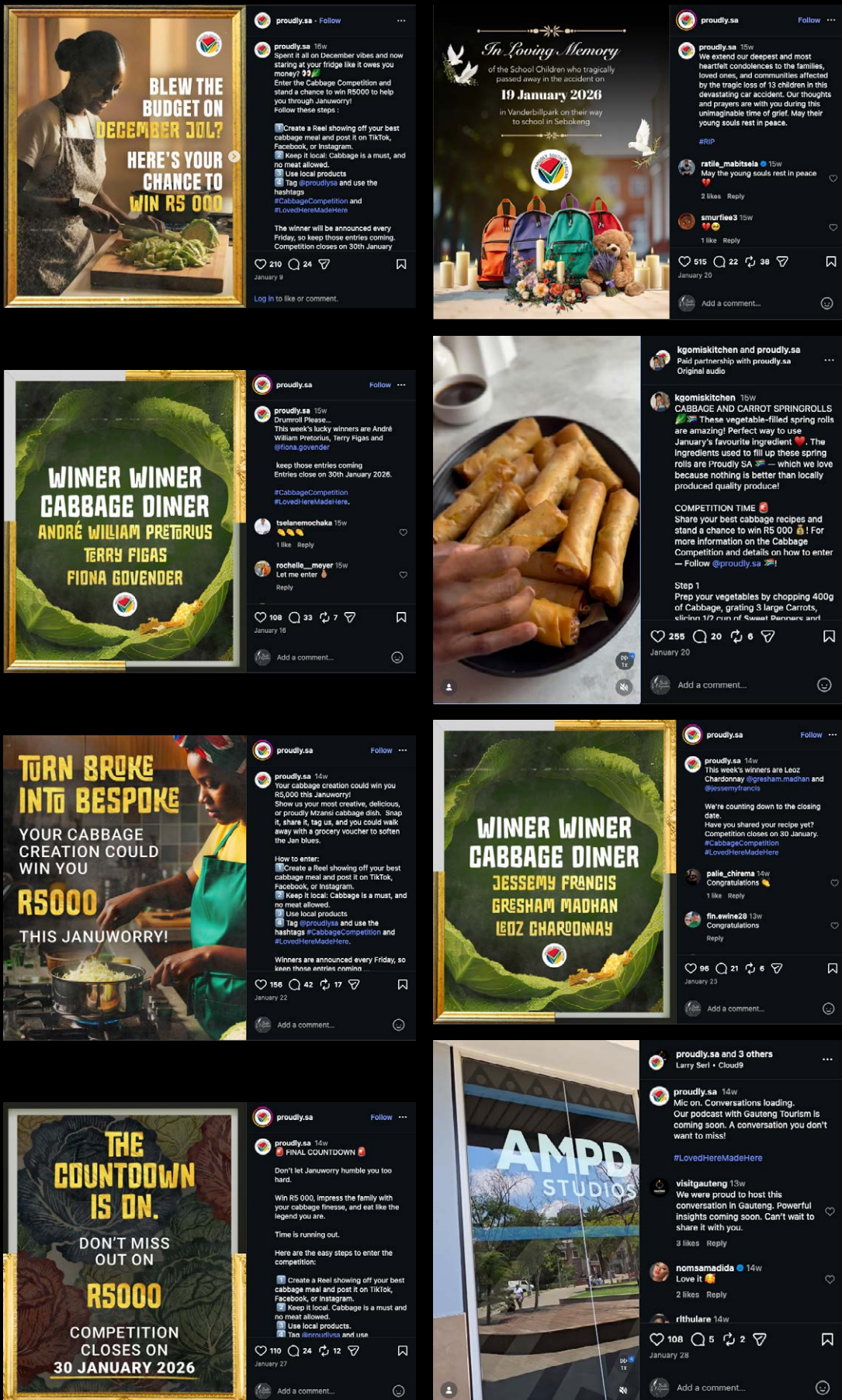
**Please note that Facebook has discontinued Facebook likes as of 31st December 2025.*

This quarter, the campaign's social media platforms reached some 9 513 133 consumers through captivating and thought-provoking content.

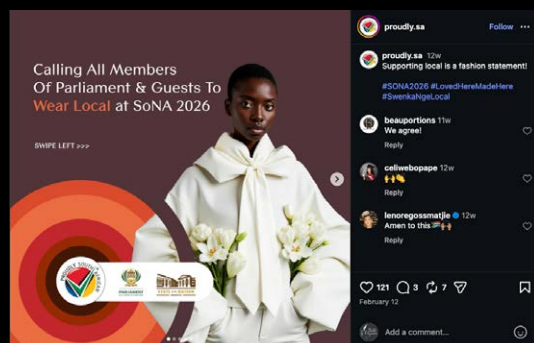
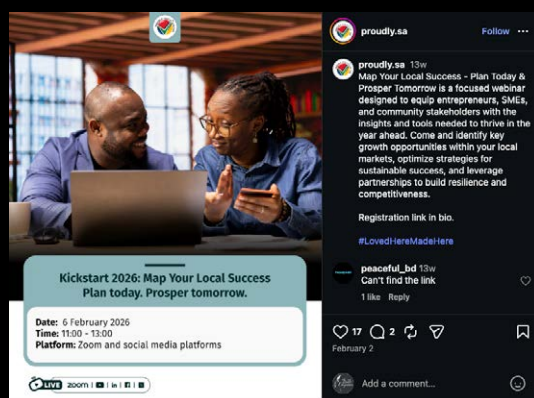
ON THE SOCIALS



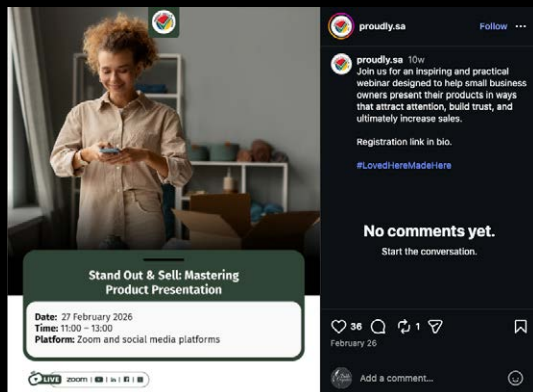
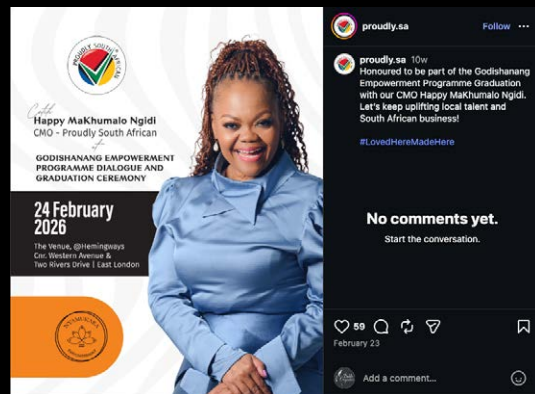
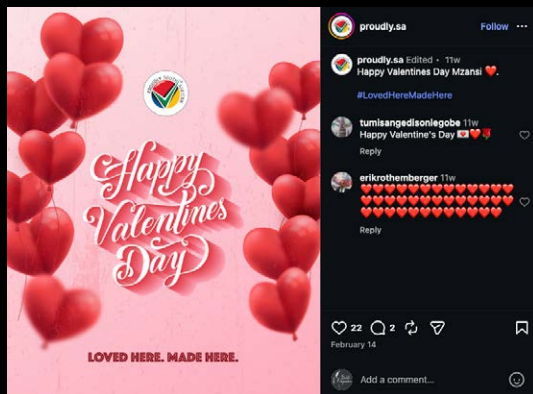
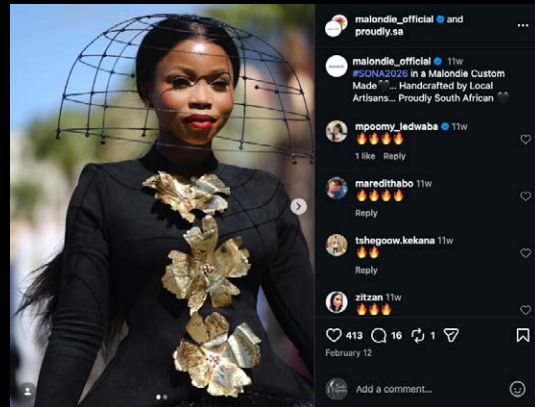
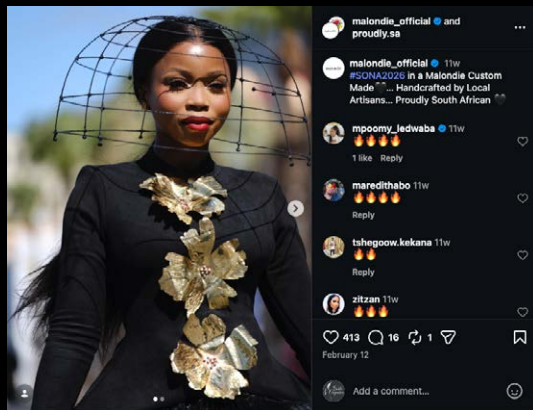
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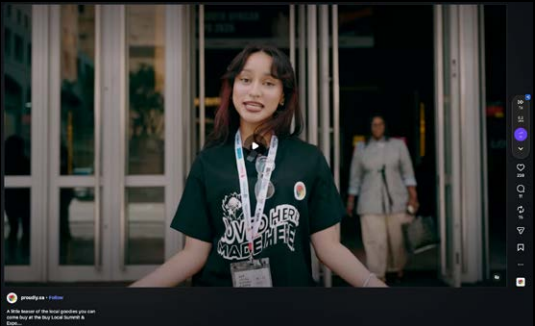
ON THE SOCIALS



ON THE SOCIALS



ON THE SOCIALS



**BUY
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SUMMIT
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2026

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LOCALISATION - A CRITICAL IMPERATIVE FOR THE ECONOMY

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4.8) BRAND MANAGEMENT

Brand Management Summary: January - March 2026

Q4 started with the “Janu-Worry Cabbage” campaign that was successfully concluded at the end of January. This interactive, fun, and relatable activation resonated strongly with South African audiences. By tapping into the financial pressures typically experienced at the start of the year, the campaign cleverly positioned cabbage as an affordable and practical solution. Its light-hearted and creative execution drove high levels of engagement with strong public participation through shared content and experiences. The competition mechanic further amplified excitement and credibility, ultimately achieving excellent reach, visibility, and meaningful brand connection. In parallel, the Branding department played a key role in supporting ongoing stakeholder engagement through the consistent delivery of high-quality webinar collateral. All assets were professionally executed and aligned with the identity of the Proudly South African campaign, including digital invitations, social media content, and on-screen visuals. This ensured a seamless and cohesive visual presence across all touchpoints, from initial communication to live delivery, reinforcing brand credibility and enabling clear and consistent messaging.

The team further strengthened brand visibility by developing professionally designed e-cards for all engagements, including speaking opportunities, member-related market activities, and event invitations. These assets were adaptable across platforms such as social media, exhibitions, and BLSE-related engagements, ensuring that every interaction was supported by polished, on-brand communication. This consistent approach enhanced professionalism and maintained a strong, recognisable brand presence across all external engagements.

In addition, the Brand Management department demonstrated agility and efficiency in supporting various ad hoc events. Despite tight timelines, the team consistently delivered tailored yet on-brand collateral, ensuring that every activation remained visually engaging and aligned with the broader brand identity. This responsiveness enabled Proudly South African to maintain a professional and cohesive presence across diverse platforms and environments, further strengthening brand trust

4.7 MARKETING & PR – CONCLUSION

The Marketing, Brand Management and Public Relations division closed Quarter 4 on a high note, concluding the 2025/2026 financial year with strong visibility and sustained resonance of Proudly South African's refreshed localisation message: "Loved Here. Made Here." from January to March 2026. During this period, the focus was on consolidating the gains made throughout the year, while driving deeper engagement and embedding this new narrative in the everyday consciousness of consumers and stakeholders.

Across the quarter, PR activities continued to strengthen our national footprint through strategic media engagements, thought-leadership contributions, and sustained media partnerships. These efforts ensured consistent messaging and reinforced Proudly South African's position as a leading voice in the localisation agenda. Social media further amplified this impact by driving conversation, celebrating member success stories, and encouraging more support for locally made products and services.

Events, activations, and webinars played a critical role in bringing the "Loved Here. Made Here." message to life. These platforms enabled direct engagement, facilitated meaningful dialogue, and provided market access opportunities for members, translating localisation from a policy concept into a tangible, lived experience that resonates emotionally with South Africans.

Brand activity remained consistent and impactful, with the new messaging strengthening the connection between local production and national pride. Integrated campaigns and stakeholder initiatives ensured a cohesive and recognisable presence, reinforcing the importance of supporting local as both an economic and cultural imperative.

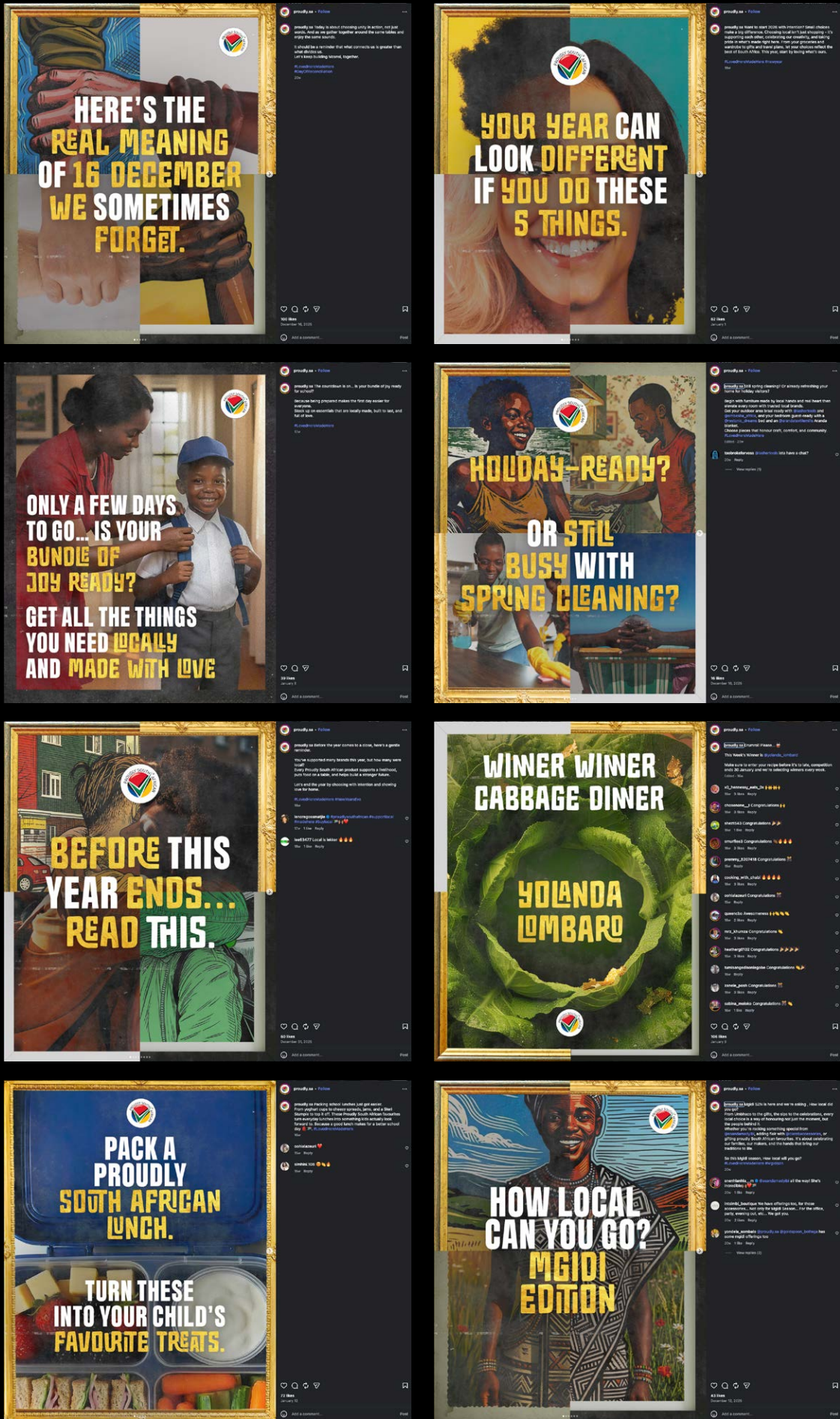
Quarter 4 not only reinforced Proudly South African's position as a trusted champion of localisation but also marked a successful transition into a more emotionally resonant brand narrative. As we move into the new financial year, the focus will be on building on this momentum, deepening the adoption of "Loved Here. Made Here.", strengthening strategic partnerships, and driving measurable behaviour change to ensure that supporting local becomes a sustained and deliberate choice for all South Africans.

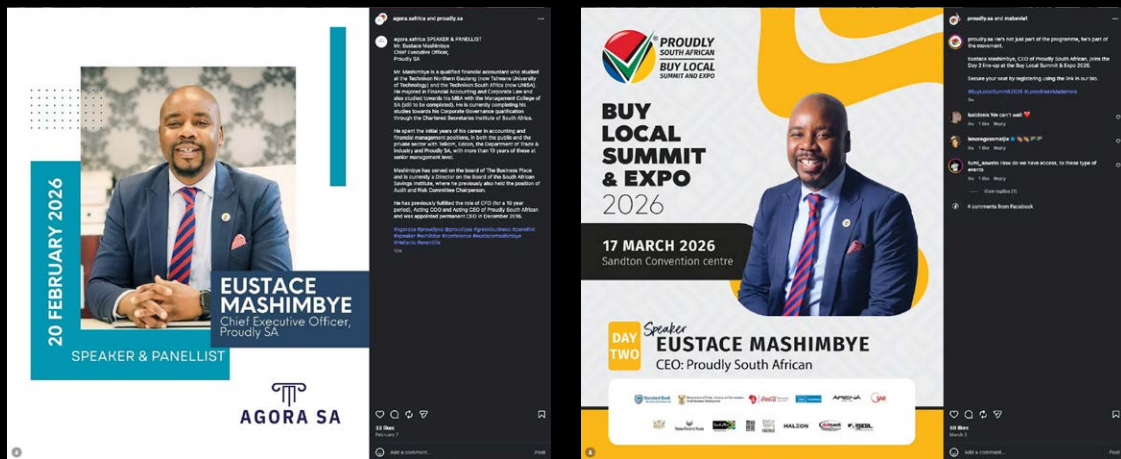
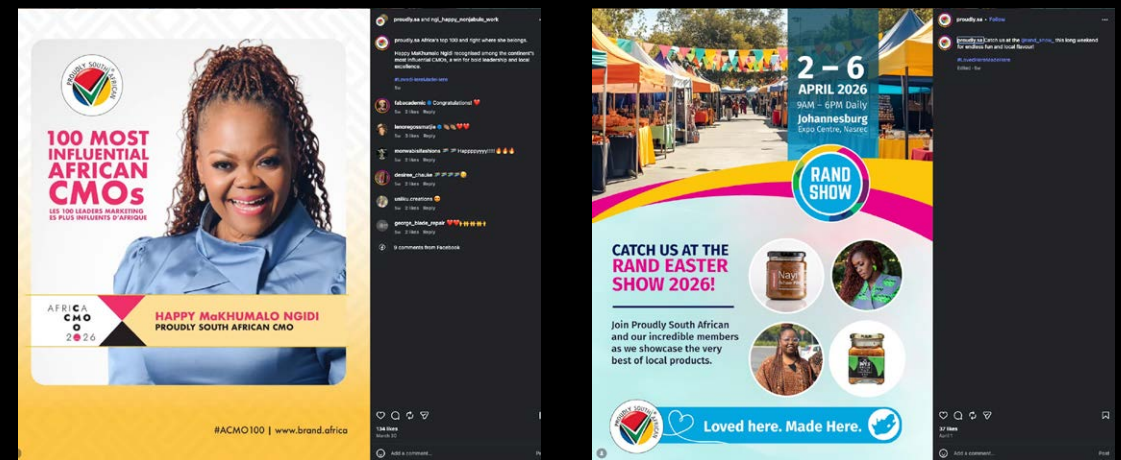
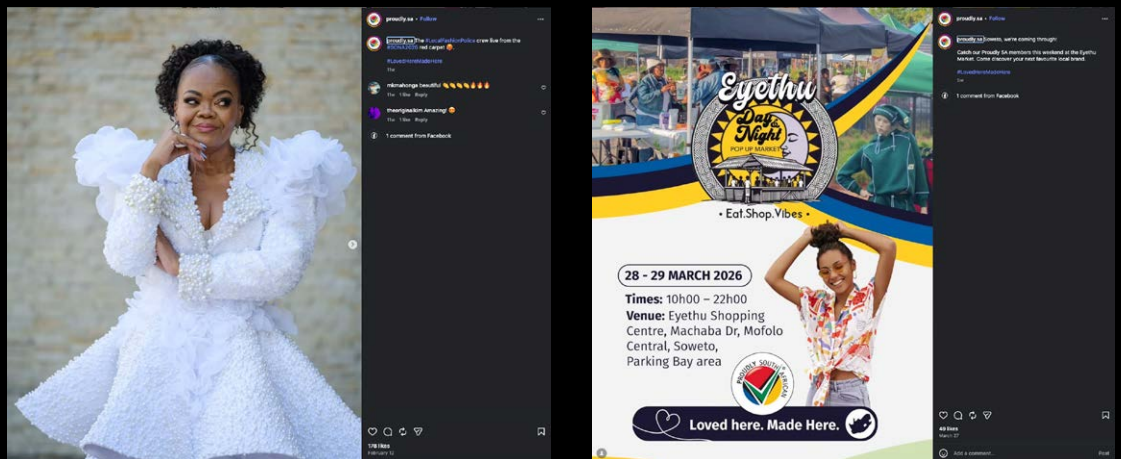
4.8 PRESENTATIONS

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

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

DATE	PRESENTATION	VENUE
17 February 2026	SAB Foundation (Tholoane) ESD programme Graduation	Sandton
19 February 2026	FASA Conference	Boksburg
20 February 2026	AGORA Conference	Germiston
26 February 2026	TIPS Dialogue Seminar on Investment Climate	Pretoria
12 March 2026	Buy Local Summit & Expo Media Launch	Newtown
16 - 17 March 2026	Buy Local Summit & Expo	Sandton
20 March 2026	Fiber Processing Conference	KZN







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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 a number of 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, and Proudly SA is asking individual corporates, associations and industry bodies to support the buy local campaign, taking into consideration imperatives such as competitiveness 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 best 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, as possible suppliers.
- For Enterprise/Supplier Development Programmes, this can be in the form of 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. OBC Group
3. Macsteel (Quarter 1)

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 4 of 2025/2026:

Q4 FY2026 KEY PERFORMANCE INDICATORS					
Products Added	Vendors Added	Services Added	Q4 FY2026 Active Users		
+421	+79	+18	29,200		
20.2% growth	17.6% growth	8.1% growth	Jan-Mar total		

QUARTER-OVER-QUARTER COMPARISON						
Metric	Q2 FY2026(Jul-Sep)	Q3 FY2026(Oct-Dec)	Q4 FY2026(Jan-Mar)	Q3→Q4	Q4 FY2026 Status	Notes
Products (End)	1908	2089	2510	+20.2%	✓ Strong	2,510 total
Vendors (End)	421	449	528	+17.6%	✓ Excellent	528 total
Services (End)	0	221	239	+8.1%	✓ Growing	239 total
Active Users	28572	25250	29200	+15.6%	✓ Recovery	Strong Q1
New Users	21287	24450	28000	+14.5%	✓ Excellent	High acquisition
Purchasers	7	33	48	+45.5%	⚠ Monitor	Focus on conversion
Total Events	275000	305319	1022000	+234.7%	✓ Strong	Engagement up

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
 - Fulfilment: Parcel Ninja

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

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. 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 yet another 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 with 230 buyers.

4. Proudly SA's Furniture Portal (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.

6. Other Localisation Initiatives supported by Proudly SA in quarter 4:

- | | |
|---|---|
| <ul style="list-style-type: none">• Agora SA• Apparel and Textile Association of South Africa• Aranda Textile Mills• Arena Holdings• Automotive Industry Transformation Fund• Balancell• BobGo• Brand South Africa• Brownsense• Buy Malawi• Coca-Cola Beverages South Africa• Coleus Packaging• Conscious Companies• Darkies in Tech• Drinks Federation of SA• Engage Africa and Catalyze• GS1 (Consumer Goods Council of SA)• Haleon South Africa• Hillside Aluminium (Pty) Limited• Illovo Sugar• IP Justice• Kasi Konnect• Lesco• Localisation Support Fund• Macsteel• Medical Device Manufacturers of SA• National Heritage Council• Nedlac• Nestlé (South Africa)• Next Door Spaza Shop programme | <ul style="list-style-type: none">• NjiaPay• OBC Group• OLUMS• PG Bison• Proudly Swedish• SA Corp Reg• SA Tyre Manufacturers Conference• SACTWU• Shesha 3.2.1• Shoprite• South African Furniture Initiative• South African International Ecommerce Association and the AfriAally programme• Start-up Club ZA• SunPharma• Takealot• Telkom• TetraPak• The Digital Warehouse• The Menu Portal• The Sleep Group• The South African Breweries• The Standard Bank Business and Commercial Banking• Ulwazi Resource Consulting• Unilever South Africa• VW Group South Africa• Zensar South Africa• Illicit trading in Clothing Textile Footwear and Leather (industry initiative) |
|---|---|

Public Sector Interventions

Proudly SA is mandated to–

- 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 815 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 Q4 of 2025/2026, the Proudly SA tender monitoring function picked up 304 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 WHICH FALL WITHIN THE DESIGNATED SECTORS AS ANALYSED BY THE DTIC IPU FOR 2025/2026				
	Quarter 1(2025/26)	Quarter 2 (2025/26)	Quarter 3 (2025/26)	Quarter 4 (2025/26)
Not compliant with previous local content thresholds	77(93%)	138(80%)	40(65%)	67(84%)
Compliant with previous local content thresholds	2(3%)	28(16%)	20(33%)	11(14%)
Partially compliant with previous local content thresholds	4(4%)	7(4%)	1(2%)	2(2%)
TOTAL	83	173	61	80

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 to enlist by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA undertook an integration process with the CSD. Development work for both organisations have been completed. Proudly SA's members will be able to be enlisted on the CSD via this initiative from Quarter 1 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.

6. Other Localisation Initiatives supported by Proudly SA in quarter 3:

- Tshwane Auto SEZ
- Automotive Industry Development Centre
- City of Joburg
- The dtic's export desk
- Gauteng Department of Economic Development at Constitution Hill
- Illicit trading as spearheaded by the dtic, ITAC and Nedlac
- National Lotteries Commission
- NEF: The Transformation Fund and Spaza Shop Programme
- OR Tambo International Airport SEZ
- Presidency and vendors in its precinct
- Richards Bay IDZ
- SARS Alcohol forum
- SARS Downstream steel forum
- SARS Plastic forum
- The Department of Small Business Development with sedfa
- Wholesale and Retail Sector Education and Training Authority
- Saldanha Freeport





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PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 January to 31 March 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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2025/26	Quarter 4: Performance Target	Quarter 4: 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:				
	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.	Buy Local Game Time campaign reached more than 25 million people during 2023/24	Above the line – Buy Local/Buy SA Activism Campaign reaching at least 20 million consumers;	10 million consumers	More than 10 million consumers reached through the different platforms utilised during the quarter (back-To-School, Januworry and BLSE)
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		Reached more than 100 million people during 2023/24	PR & Below the Line Activities reaching at least 30 million consumers	9 million consumers	Traditional PR: 247 380 669 unique impressions/ reach Social Media: 9 513 133 Total Combined Reach: 256 893 802
					+247 893 802

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
	National Consumer Educational campaigns through Consumer Activations (Education Through Edutainment)	Hosted 11x Activations during 2023/24	At least 6 consumer activations hosted annually	1x consumer activation hosted per quarter	2x Valentines Day Activation January Activation SONA	+1
	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)	18x Campus/ Community and/ or youth campaigns undertaken during 2023/24	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	6x Alfred Nzo UCR Bay FM Vikani FM Takalani FM Khanya FM	+3
	Consumer education programmes targeting basic education learners	3x consumer education programme undertaken during 2023/24	At least two consumer education programme targeting basic education learners	-	-	-
	Consumer education programmes targeting tertiary education learners	3x consumer education programme undertaken during 2023/24	At least one national consumer education programme targeting tertiary education learners	-	-	-
		2x presentations were made during 2023/24	Presentations in at least 4 universities or business schools per annum	Presentation to at least 1 university	-	-1

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
	Proudly SA Events/ Exhibitions/Expo's/ Villages at third party trade expos	Participated in 10 trade expos and events during 2023/24	Participation in at least 8 major trade fairs / expos per annum	Participation in 2 trade fairs/expo per quarter	3x Meetings Africa Agora SA Investment Conference	+1
	Sector specific expo and/ or activations showcasing Proudly SA products and in support of a labour- intensive industry	Wine Expo and Local Fashion Police hosted during 2023/24	Sector specific expo. activity showcasing at least two industries/ products (Agro- processing – Wines and CTFL or Automotive)	-	-	-
	Proudly SA participation in 3rd party markets for consumer education purposes	Participated in 10 consumer markets and during 2023/24	Participation in at least 8 consumer markets per annum	Participate in 2 consumer markets per quarter	3x Victoria Yards Eyethu Market Moltiva Wine Fest	+1
	Increased awareness of the buy-local message and/or campaign during Heritage month	2 activities were conducted (Delicious Food & Music Festival and Joy of Jazz) during 2023/24	Roll out of at least 1 Heritage month consumer targeted activity per annum	-	-	-
	Buy Local Summit – focusing on buying local (consumer education)	Annual Buy Local Summit and Expo held during 2023/24	At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	Buy Local Summit hosted during this quarter	Buy Local Summit & Expo hosted in this quarter (March)	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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 2023/24	At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	Buy Local Expo hosted during this quarter	Buy Local Summit & Expo hosted in this quarter (March)	-
	Community/ Civil society targeted outreach programmes educating communities on the importance of buying local, through community leaders	Reach at least one broad community-focused group, with a national unions per annum	Reach at least one broad community focused group, with a national footprint per annum	-	-	-
	Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local	Presentation done to TOWU at its conference, POPCRU conference and at COSATU Shop steward engagement during 2023/24	Reach members in at least three labour federations and/or major unions, per annum	1x federation and/or major union reached during the quarter	-	-1
	Partnership with organisations rolling out massive consumer education programmes nationally	Partner with at least one major organization to roll out consumer education programmes	Partner with at least one major organisation to roll out consumer education programmes	1x consumer education programme with a major third-party organization	The institutions moved confirmed dates to a q3 date	-1

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
	Development and introduction of a consumer targeted initiative (edutainment – Buy Local game to educate consumers on importance thereof)	New Activity	Development of the Buy Local initiative (game) and the concept for the Buy Local consumer education game by the end of Year 1	Launch of Buy Local Game during quarter 4	Shesha game board launched at the Buy Local Summit & Expo	-
	Development and introduction of a national consumer campaign targeted at mobilizing the country to rally behind locally made products and services (Buy Local to educate consumers on importance thereof)	New Activity	Introduction of a national consumer targeted campaign (Local Fridays) in the country to promote support for locally made products and services	Introduction of a national consumer targeted campaign (Local Fridays) in the country to promote support for locally made products and services	-	-1
	Utilise sports and sporting codes to grow the reach of the Buy Local message and call-to-action to consumers	New Activity partially introduced during the 2024/25 financial year	Partner with or participate (including advertising) in at least one sporting code or association per annum	-	-	-

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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector	Public Sector Local Procurement initiatives Increase buy-in and support for local procurement by the public sector (all state organs) through:					
	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 SOEs at a SOEPF quarterly meeting during 2023/24	Participation in at least 1 platform per annum targeted at heads of procurement/finance in SOEs	-		+2
		Presented to a 3x Joint SCM Forums for provincial treasuries in 2023/24	Participation in at least 1 platform targeted at heads of procurement/treasury in provincial government per annum	-	-	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
		Presented to a 3x Joint SCM Forum for national departments, provincial treasuries and municipalities in 2023/24	Participation in at least 1 platform targeted at heads of procurement/finance in national government per annum	-		-
		Presented to a Joint SCM Forum for local government in 2023/24	Participation in at least 1 platform targeted at heads of procurement/finance at local government per annum	-	-	-
	Tender Monitoring – Number of tenders/RFPs identified by Proudly SA's system, issued for designated sectors/products by public sector entities CSD Integration – an integration of the Proudly SA database with National Treasury's CSD (Number of Proudly SA companies integrated with CSD)	2 559 tenders/RFPs were identified in 2023/24	At least 1 200 tenders/RFPs for designated sectors/ products identified through the tender monitoring system per annum	300 tenders/RFPs per quarter	304	+4

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
		New Activity	Increase number of sectors/products tracked through the monitoring tool	Increase number of sectors/products tracked through the monitoring tool	-	We are in the process of moving to a new AI tool. The dtic Industrial Procurement Unit will assist us in increasing this number when we move over to the new system especially in anticipation of the regulations that will be published for public comment.
		Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	Launch of integration of CSD with Proudly SA database, with at least 50 companies registered in Year 1	Integration of at least 25 member companies onto CSD	Members are invited to participate as of Quarter 1 of 2026/2027.	Phase 1: Proudly SA's system has integrated with that of NT in quarter 4. Phase 2: In progress – highlighting of local producers on the CSD (Proudly SA is awaiting the go-ahead from NT with regards to technical development). Integration with CIPC's BizPortal is completed.

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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
Increase procurement of local products and services in the private sector through engagements with Business	National Educational Road shows: 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	3x presentations, each to apex business organizations (BLSA, BUSA & NEDLAC) in 2023/24	Presentations to at least 3 apex business organisations, e.g. BUSA, BBC, BLSA and SACCI	Presentation to at least 1x business organisation or apex body	1x Presented a memorandum on illicit trading to the Nedlac ED	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
		Presented to 47 Business Chambers and/or associations in 2023/24	Presentations to at least 8 business chambers, associations and or industry bodies per annum	Presentation to at least 2 business chambers, associations and/ or industry bodies per quarter	18x SA Tyre Manufacturers Conference South African Furniture Initiative Localisation Support Fund Conscious Companies Ulwazi Resource Consulting SA Corp Reg Start-up Club ZA Agora SA Brownsense Medical Device Manufacturers of SA Darkies in Tech The Menu Portal Drinks Federation of SA Next Door Spaza Shop programme GS1 (Consumer Goods Council of SA) Kasi Konnect National Heritage Council Apparel and Textile Association of South Africa	+16
		New Activity	Participate in at least 8 industry stakeholder forums in support of localisation	Participate in at least 2 industry stakeholder forums in support of localization per quarter	2x chain Cotton value Illicit Clothing Textile Footwear and Leather networks	-
	Local Procurement Partnerships with large retailers and/or manufacturers	Concluded 4x partnerships (Pro Roof Steel and Tube, Tetra Park South Africa, Lactalis South Africa and South 32) in 2023/24	Partnerships with at least 4 major retailers / manufacturers	Partnership with at least 1 major retailer/ manufacturer	2x Illovo Sugar SunPharma	+1

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
	Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments	Annual Buy Local Summit held during 2023/24	At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with a private sector local procurement focus	Buy Local Summit hosted during this quarter	Buy Local Summit was hosted this quarter (March)	-
	Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector	Annual Buy Local Expo held in 2023/24	At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to buyers and SCM officials	Buy Local Expo hosted during this quarter	Buy Local Expo was hosted during this quarter (March)	-
	Sector Specific Workshops/Forum	1 x sector specific forum (Local Fashion Police) hosted in 2023/24	1 x sector specific engagement per annum	-	4x Impact of Unfair and Illegal Trade Practices on Localisation and Industrialisation panel discussion Unpacking the Impact of Offshore E-commerce Retailers on the Domestic Clothing and Textiles Industry panel discussion Celebrating Local heroes: Battle of the Brands panel discussion (FMCG) Creative industries presentation	+4

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
	Business Forums/ webinars with dtic and other strategic partners	42 Business Forums held during 2023/24	40 Business forums and/ or webinars per annum, targeted at the private sector	10x Business Forums and/ or webinars per quarter	11x webinars Map Your Local Success E-Commerce Webinar Are you consumer changing Be seen be loved community and social engagement Market Ready Webinar School Procurement The future Economy Stand Out & Sell Out Powering local play Winning business solutions for local entrepreneur Local sparks and national impact	+1
	Proudly SA Events/ Exhibitions /Expo's/ Villages at trade expos	Participated in 10 trade expos in 2023/2024	Participation in at least 8 major trade fairs / expos per annum (as per 1:1 above)	Participation in at least 2 major trade fairs / expo per quarter	3x Meetings Africa Agora SA Investment Conference	+1
	Sector specific expo showcasing Proudly SA products from at least one industry/sector	Sector specific expos showcased at least two industries/products (Agro-processing – Wines and CTFL	Sector specific expos showcasing at least two industries/ products (Agro- processing – Wines and CTFL or automotive)	-	-	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
	Market Access programmes for locally made products and services aimed at driving transformation, and enabling greater inclusion and growth, as well as empowerment of designated groups. Possible utilization of MAP (Market Access Platform) for this purpose	Matchmaking programme enabled Proudly SA to register 346 buyers (23 from major retailers) at the BLSE and they have been added to our database in 2023/24	Development of a database of buyers and/or SCM officers for purposes of hosting or rolling out at least one market access programme for the benefit of locally made products and services per annum	Maintenance and continuation of a Market access programme for members (Locally Made products)	Market Access Platform was launched on 1 July 2025 with 1,800 members and 200 buyers listed. Now, there are over 2,100 members listed with over 230 buyers. Proudly SA is also participating in the following Market Access activities: South African International Ecommerce Association AfriAlly programme SA Corp Reg Exports assistance for members with the dtic's export desk Takealot Gauteng Department of Economic Development at Constitution Hill Aions Ventures with their Usko programme The Department of Small Business Development with sedfa Working with the National Lotteries Commission Presidency (managing vendors selling on its premises)	-
			Incorporation of localization in at least one informal sector programme	Incorporation of localization in at least one informal sector programme	3x Working with the Department of Small Business Development on their Spaza Shop Programme Working with SA Corp Reg and NYDA on employment for youth in the townships using Proudly SA members' services in the townships Working on Next Door Spaza Shop programme to include our members' products on retail shelves in the townships	+2

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
	Soliciting and securing of localisation and/or local procurement commitments from the private sector – number of industry bodies and companies from which commitments are secured	18x commitments were secured in 2023/24	Secure new localisation commitments from at least 8 corporates and/or industry bodies per annum	At least 2 new localisation commitments per quarter	12x Haleon South Africa Arena Holdings Coleus Packaging Zensar South Africa Unilever South Africa Coca-Cola Beverages South Africa Aranda Textile Mills The Sleep Group Automotive Industry Transformation Fund South African Breweries The Standard Bank Business and Commercial Banking Illovo Sugar Follow-ups: Lesco OBC Group Macsteel TetraPak	+10

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
Retention and Recruitment of Members, as well as growth of the database of locally made products and services for local procurement	Number of members recruited and retained	347 new members recruited during 2023/24	Recruit at least 340 new members per annum	Recruit at least 85 new members per quarter	116	31
	(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)	89% of all members due for renewal retained during 2023/24	Retain at least 80% of all members due for renewal per annum	Retain at least 80% of all renewals per quarter	86%	+6%
	Growing the database of South African supplier products and services for local procurement	More than 1 287 new products and services were registered on the database during 2023/24	1 000 new products and/or services registered per annum	250 new products and services added to the database	232	-18

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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 Intergovernmental State Enforcement Agencies, and participation in multi- disciplinary processes with key stakeholders, such as SARS, Consumer Protection Forum, SABS, BB-BEE Commission, etc	Participated in 47 SARS forums in 2023/24	Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	Participate in at least 3 SARS industry forums per quarter	3x Downstream steel Alcohol Plastic	-
	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	-	4x Illicit trading in Clothing Textile Footwear and Leather Panel discussion looking at steel and furniture, and generally Fast moving goods Handed a memorandum to the Nedlac ED	+4

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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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	Brand or Consumer Research to be undertaken at least once per annum	-	In progress – to be finalised in Quarter 1 of 2026/2027	-
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes	40 Dipstick surveys were conducted in 2023/24	At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	At least 10 x Dipstick surveys per quarter conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	12x Map Your Local Success E-Commerce Webinar Are Your Consumers Changing Be Seen, Be Loved: Community & Social Engagement Market Ready Webinar School Procurement The Future Economy Stand Out & Sell Out Powering Local Play Winning Business Solutions for Local Entrepreneurs Local Sparks, National Impact Buy Local Summit & Expo	+2

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	Action taken against 100% of all identified companies and individuals using the logo illegally on products, marketing or other corporate material	Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	Action/Letters of demand to all (100%) irregular users of the Proudly SA logo identified	100%	-
			Annual compliance reviews of all members	Annual compliance reviews of all members	100%	-
			Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	100%	-

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
Strengthening Media and PR relations and social media	Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	Daily, weekly and monthly reporting	Media Monitoring: Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Newsclip daily media monitoring platform during this quarter	-
	Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	51 press releases issued during 2023/24	Press releases: At least 48 press releases and/or opinion pieces per annum	At least 14 press releases and/or opinion pieces per quarter	14x press releases this quarter (indicated above in section 4.5.2)	-
	Number of interactions with the media per annum. Increased publicity and raising profile of Proudly SA. Part of media relations strategy where the campaign can discuss with the media tactical issues, e.g. job losses in specific sectors, as well as strengthen relations with the media	53 media engagements held during 2023/24	Media engagement: 48 x Media engagements per annum	At least 12 media engagements per quarter	14x media engagements this quarter (indicated above in section 4.5.3)	+2

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: Achievement	Variance
		14 media events / networking sessions were held during 2023/24	Media Events: At least 4 media events/ networking sessions per annum (virtual)	At least 1 media event/ network- ing session per quarter	2x media event/net- working sessions this quarter (SONA 2026 and Buy Local Summit & Expo Media Launch)	+1
		Renewed relation- ship with Multi- Choice concluded a new partnership with Sowetan S-Mag in 2023/24	Media partner- ships: At least one partnership in either one of the following medi- ums: TV, Print, Digital/Online and Radio per annum	At least one part- nership in either one of the follow- ing mediums: TV, Print, Digital/ Online and Radio	9x Newzroom Afrika ENCA Power FM SAFM 702/Cape Talk VOW 88.1 FM MHz Thriving Network Platinum Gold Radio Arena Holdings	+8
Increased growth and awareness through So- cial Media platforms	Daily communication – Twitter, Facebook and Instagram. Increased ac- tivities during Campaigns. Increase following on social media platforms and increase in publicity by 2% per annum	Following grew by more than 20,8% in 2023/24 Social Media Plat- forms: Facebook – 281,433 Twitter – 559,688 Instagram – 96,930 YouTube – 2,929 TikTok – 22,509 LinkedIn – 30,017	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 2% per quarter	Engagement 2% Facebook – 127 892 Instagram – 57 658 TikTok – 60 162 LinkedIn – 15 796 Twitter/ X – 181 861	-

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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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	More than 88% annual average growth recorded in number of products and/or services was registered on the E-Commerce platforms in 2023/24	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	As at Launch: 996 products As at 31 December 2025: 2089 products As at 31 March 2026: 2,510 Total growth: 20.2%	+0.2%
	Grow the number of products and services registered on third party online/ eCommerce shopping platform(s) – percentage growth annually	New E-Commerce strategy: Proudly SA is enlisting products of member companies on third party platforms. Total number of products listed by end of 2023/24 was 3689	5% growth in number of products and/or services registered on the platform(s) per annum	5% growth in number of products and/or services registered on the platform(s) per quarter	Takealot is in the process of streamlining their programme to include Proudly SA members on their platform. This programme will be revisited in Q1 of 2026/2027. Members may also be loaded onto the Menu Portal and on Darkies in Tech in Q1.	-

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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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 4 sectoral masterplans during 2023/24	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 1 sectoral masterplan per quarter	7x Participation in the MedTech masterplan meetings Participation in the Furniture masterplan meetings Participation in the Poultry masterplan meetings Festive season campaign: Back-to-school (CTFL) Festive season campaign: Cabbage and fast-moving goods (FMCG) Creativity industry presentation Participation in the Digital Economy Masterplan	+6

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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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	Discussions with Dube Trade Port underway. Presented to the Richards Bay IDZ (RBIDZ) and a partnership agreement being negotiated. The MOU's will be concluded in 2024/25	Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	Partnership secured with at least 1 SEZ	4x Ongoing negotiations with site visits planned: Saldanha Freeport OR Tambo International Airport SEZ Richards Bay IDZ Tshwane Auto SE	+3

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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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 launched during 2022/23	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	-	1x Partnership with the NEF on The Transformation Fund and their Spaza Shop programme in negotiation	+1

5.12 Key focus area: Financial Management
In support of the Delivery/Capable State DTIC Joint Indicator/Output

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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 2032/24 AFS	Unqualified opinion/ audit report for 2024/25 financial year end audit – Annual Financial Statements	Unqualified opinion/ audit report for 2024/25 financial year end audit – Annual Financial Statements	100%	-
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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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%	-
	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 Management System in place. Organisational personnel target set at 70%	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2025 to March 2026	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/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 4: Performance Target	Quarter 4: 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 2022/23	*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 273.1	Chief Financial Officer	In the case of a 3A or 3C public entity, has a chief financial officer been appointed to head the finance division?	X			
3.	56(1)	Delegations of Authority	Have the powers entrusted or delegated to the accounting authority been delegated to other officials within the public entity?	X			There is a Schedule of Delegated Authority in place, and this has been approved by the Board
4.	51(1)(a)(i)	Internal Control	Does the public entity have: an effective, efficient, and transparent system of financial and risk management and internal control?	X			The policies and processes are in line with best practice and are being modified where required to fully comply with the PFMA
	51(1)(a)(ii)		A system of internal audit under the control and direction of an audit committee complying with and operating in accordance with regulations and instructions prescribed in terms of sections 76 and 77?	X			There is an outsourced internal audit function due to the size of the organisation, and it reports to the Audit committee and complies with the provisions of sections 76 and 77
	TR 271.1		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 271.6		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 271.6		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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	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		Are risk assessments conducted regularly to identify the public entity's emerging risks?	X			Risk Assessment is done annually, and the Risk Register is updated annually and reviewed quarterly. The company has a Risk Management Strategy, and this informs the Risk Management Register. There is an approved Fraud prevention plan and Whistleblowing policy. All staff participate in the organisational Risk Management workshops
			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?	X			
			If there is a risk management strategy, is it communicated to all employees?	X			
	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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.7		Has the internal audit function prepared a three-year strategic internal audit plan based on the risks facing the public entity? Does the internal audit function report to the audit committee detailing its performance against the plan?	X X			The Internal Audit plan approved by the Audit committee is a rolling 3-year plan. All internal audit reports are tabled at the Audit Committee and the Auditors report to the committee on all their work, including tabling their quarterly progress against the approved audit plan
	TR 27.2.10		Does the internal audit function evaluate the following: The information systems environment. The reliability and integrity of financial and operational information. The effectiveness of operations. Safeguarding of assets; and Compliance with laws, regulations and controls	X			As part of the annual Internal audit plans, the areas referred to herein, are included for audits. They are therefore evaluated (audited) annually and reported once these specific audits are concluded
NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
5.	51(e)	Financial Misconduct	Have effective and appropriate disciplinary steps been taken against any employee of the public entity who has: Contravened or failed to comply with a provision of the PFMA. Committed an act which undermined the financial management and internal control system of the public entity. Made or permitted irregular or fruitless and wasteful expenditure		X		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		

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	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		Is the Executive Authority, Auditor-General and relevant treasury provided with a schedule detailing: The outcome of any disciplinary hearings and/or criminal charges. The names and ranks of employees. The sanctions and any further actions taken against these employees.			X	The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee (HR and Remunerations Committee).

PFMA CHECKLIST FOR PUBLIC ENTITIES PLANNING AND BUDGETING

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	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: - a projection of revenue, expenditure, and borrowings for the financial year in the prescribed format; and - a corporate plan in the prescribed format covering the affairs of that public entity or business enterprise for the following three financial years, and if it has subsidiaries, also the affairs of the subsidiaries.	X			The budget and cash flow for the financial year were submitted to the dti on time. The Board has approved the Strategic Plan, and it was submitted to the dti, and a business plan was developed based on the approved Strategic plan.
	TR 29.1.1		Does the corporate plan include the following: - strategic objectives and outcomes identified and agreed upon by the executive authority in the shareholder's compact. - strategic and business initiatives as embodied in business function strategies. - key performance measures and indicators for assessing the entity's performance in delivering the desired outcomes and objectives. - a risk management plan. - a fraud prevention plan. - a materiality/significant framework, referred to in Treasury Regulation 28.1.5. - a financial plan addressing – revenue, expenditure and borrowings. - asset and liability management cash flow projections. - capital expenditure programmes; and - dividend policies	X			The approved strategic plan and business plan has been submitted to the dti as the Executive Authority This is built into the approved strategic plan. Risk Management plan exists. Fraud prevention plan approved. Materiality is determined prior to and during external audits. This is part of the corporate plan submitted to the Executive Authority after approval by the Board as the Accounting Authority

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 29.2.		Does the public entity conclude a shareholder's compact with the executive authority on an annual basis? If yes, does the shareholders compact document the mandated key performance measures and indicators to be attained as agreed between the accounting authority and the executive authority?	X X			A memorandum of Association (MoA) has been concluded and signed with the dti. 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: cover a period of three years. include objectives and outcomes as identified by the executive authority. include multi-year projections of revenue and expenditure. include performance measures and indicators for assessing the public entity's performance in delivering the desired outcomes and objectives; and include the materiality/significant framework, referred to in Treasury Regulation 28.1.5.	X X X X X			The Strategic plan approved by the Board does cover all the areas as required by the Treasury Regulations
			Is the strategic plan updated on an annual basis?	X			

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: have an appropriate procurement and provisioning administration system, which is fair, equitable, transparent, competitive, and cost-effective? have a system for property evaluating all major capital projects prior to a final decision on the project? collect all revenue due? Have mechanisms in place to prevent irregular and fruitless and wasteful expenditure? Manage available working capital efficiently and economically?	X		X	The procurement system is in line with section 217 of the constitution, and is fair, equitable, transparent, competitive, and cost-effective. The SCM policy has been revised to ensure full compliance with the PFMA and has been approved by the Board. There are currently no major capital projects

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 291.3 TR 291.6		Did the public entity submit a corporate plan and borrowing programme to the relevant treasury? (Schedule 2, 3B and 3D entities only) If a borrowing programme was submitted, did it include?			X	Proudly SA is not a Schedule 2, 3B or 3D entity and does not borrow any funds
			•	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

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
			•	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
			•	The executive authority's approval of the borrowing programme, if required by the legislation in terms of which the entity was established.			X
TR 32.11			Did the public entity borrow money for bridging purposes? If yes:		X		No money borrowed by the campaign for any purposes, including for bridging purposes
			Was approval obtained from the Minister of Finance?			X	
			Was the debt repaid within 30 days from the end of the financial year?			X	

PFMA CHECKLIST FOR PUBLIC ENTITIES REPORTING

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
1.	TR 26.1.1	Quarterly Reporting	Does the public entity submit information on its actual and projected revenue and expenditure to the designated accounting officer within 30 days from the end of each quarter? (Schedule 3A and 3C entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dti as per the MoA (30 days from the end of each quarter)
	TR 26.1.2		Does the public entity report quarterly to the executive authority (via the designated accounting officer) on the extent of compliance with the PFMA and Treasury Regulations? (Schedule 3A and 3C public entities)	X			Proudly SA is not a Schedule 3A or 3C entity, but does submit quarterly reports with the required information to the dti
	TR 29.3.1 TR 30.2.1		Has the public entity established procedures to report quarterly to the executive authority in relation to progress made against achieving the targets set out in the strategic and corporate plan?	X			Proudly SA is required in the MoA to submit quarterly reports to the 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: An annual report on the activities of the public entity during that financial year. The financial statements for that financial year after the statements have been audited. The report of the auditors on those statements.	X X X			The Annual Report, Annual Financial Statements, and the Auditors report on the financial statements, are all submitted to the 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? Does the annual report and financial statements include: Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year. Any criminal or disciplinary steps taken because of such losses or irregular expenditure or fruitless and wasteful expenditure. Any losses recovered or written off. Any financial assistance received from the state and commitments made by the state on its behalf. The financial statements of subsidiaries.	X			The Annual Report and Annual Financial Statements fairly presents the information referred to herein.
	65			X		X	No material losses incurred through criminal conduct and fruitless expenditure (penalties) incurred during the previous financial year reported as such. 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? 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? 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 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		If yes, to above, does the disclosure include? Fees for services as a director or executive member. Basic salary. Bonuses and performance related payments. Sums paid by way of expense allowances. Contributions made to any pension fund, medical aid, insurance scheme, etc. Any commission, gain or profit-sharing arrangements. Any share options, including their strike price and period; and Any other material benefits received.	X X X X X			No commission, gain or profit sharing applicable. No share options as there is no shareholding. No other material benefits received by the directors and executive members
	TR 28.1.3		Has your public entity adjusted its financial year in accordance with the table in TR 28.1.3?			X	Not applicable, as Proudly SA's financial year is in line already – 31 March
	TR 28.2.1		Does the annual report provide details of the materiality/significant framework applied during the financial year?	X			

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 Q2 of the 2025/26 financial year and approved as the strategic risks that requires mitigation and continued monitoring in order to enhance the organisations' control environment:

STRATEGIC RISK REGISTER 2025/26		
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 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. 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. 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 Use of PR and Media efforts to amplify the Buy Local campaign, whilst also relying on partnerships with broadcasters (where negotiations have been concluded) 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 Host a flagship joint public sector SCM/procurement forum (workshop) in partnership with NT, and later with both SOEPF and SALGA. 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 2025/26		
	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.	Promoting localisation in the private sector. Continue sourcing new localisation commitments, whilst also following up on existing commitments 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.
7.	Lack of uptake of Locally made products due to erosion of consumer purchasing power, high unemployment, and benign economic growth.	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: 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.
8.	Business Continuity potentially adversely affected due to Loss of capacity attributable to attrition at Board and Management Level(s).	Process underway to strengthen succession planning process both at board and management level

AUDIT FINDINGS – 2025/26

No.	Finding	Corrective Action (Plan)	Status
1.	The year end external audit was concluded in July 2025 and there were no material or significant findings raised by the auditors for the 2024/25 financial year.	-	Completed

Financial Report - Expenditure vs Budget Quarter 4 (1st January – 31st March 2026)

Description of item	Budget for the quarter (Q4) Rands	Actual for the quarter (Q4) Rands	Variance for the quarters (Q4) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (31 Mar 2026) Rands	YTD Variance (31 Mar 2026) Rands
INCOME								
Membership Fees	1,312,500	850,500	462,000	(35.20) %	Various leads and renewals have been pursued and still is, to ensure a high level of retentions and inflow of new members	5,250,000	4,252,000	998,000
Grant – the dti	-	9,700,000	9,700,000	100.00 %	Additional grant received from the DTIC for BLSE 2026	46,639,000	56,339,000	9,700,000
Trade Exchange	-	-	-	0.00%	No Trade Exchanges for Q4	-	90,841	90,841
Sponsorship	13,000,000	8,239,130	4,760,870	(36.62) %	The shortfall of sponsorship income has been covered by the additional grant from the DTIC	15,000,000	11,019,565	(3,980,435)
Other Income	-	399,393	399,393	100.00%	Interest income, sale of promotional items & sundry income	-	1,793,773	1,793,773
Total Income	14,312,500	19,189,024	4,876,524	134.07 %		66,889,000	73,495,179	6,606,179
EXPENDITURE								
HR and Staffing costs	8,051,815	7,994,569	57,246	0.71 %	Spending within budget range and this is due to sufficient staff complement.	34,386,257	33,910,658	475,599
Administrative costs	1,966,403	1,646,776	319,626	16.25 %	Spending within budget range.	7,726,104	7,124,923	601,181
Membership costs	94,342	16,879	77,464	82.11 %	Cost cutting exercise undertaken	377,370	93,552	283,818
Marketing costs	13,799,129	16,076,314	(2,277,185)	(16.50) %	Additional cost incurred to fully meet the BLSE 2026 event expectations	20,284,389	23,314,373	(3,029,984)
Capital Expenditure & IT	1,028,720	426,560	602,160	58.53 %	Spending within budget range.	4,114,880	2,383,120	1,731,760
Total Expenditure	24,940,409	26,161,098	(1,220,689)	(4.89) %		66,889,000	66,826,626	63,375



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