



QUARTERLY REPORT

1 July – 30 Sep 2025

QUARTER 2
2025/26 FINANCIAL YEAR



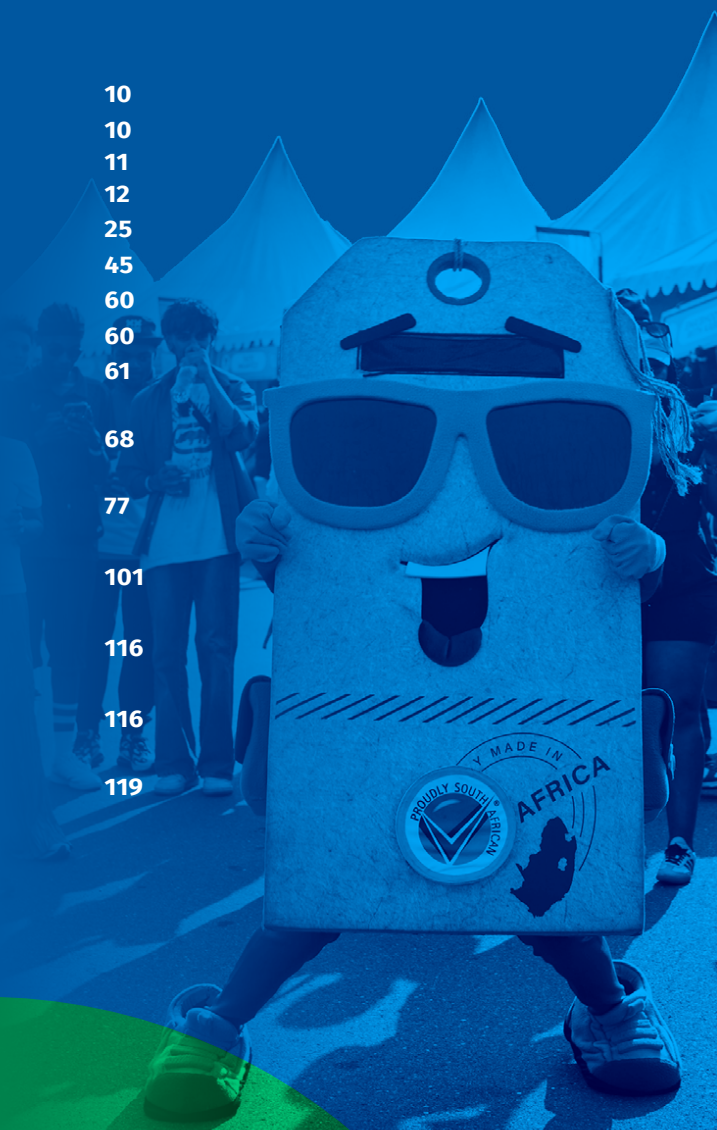
**PROUDLY SOUTH AFRICAN Quarterly Report for
Q2 (1 July to 30 September 2025/2026)**

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 July – 30 September 2025 and focuses on various highlights during the period:

OVERVIEW - ECONOMIC OUTLOOK

- Productivity declines after the 2008 crisis and 2020 pandemic have weighed on growth; without these, GDP per capita would be significantly higher.
- Job losses between 2025: Q1 and Q2 hit Community and Social Services, Agriculture, and Finance, raising unemployment from 32.9% to 33.2%, while Trade recorded the highest gains.
- South African households hold a larger share of assets in equities than most major economies; U.S household equity ownership remains near historical peaks.
- Per capita investment has fallen sharply since 2008, with a weak recovery after 2020, even after adjusting for inflation and population growth.
- Spending on expansion and maintenance has plateaued, with uneven annual grant allocations and a sharp drop in the Regional Bulk Infrastructure Grant projected for 2026/27.
- U.S. poultry imports peaked in 2019, then declined sharply, with a slight recovery in 2024 as exporters regain market share.
- Large firms' net profit margins hit the highest levels since 2010, led by financial intermediation and real estate.
- Medium firms averaged 13.5% ROE and just under 5% ROA, with Community, Social, and Personal Services outperforming across firm sizes.
- Small firms posted the strongest returns, averaging 20% ROE and 6.5% ROA, driven by forestry and fishing.
- Over 10 000 rhinos have been poached since 2004; in Kruger, white rhinos fell by over 75% since 2011, black rhinos by over 50% since 2013.



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

Proudly SA continues to have a meaningful role in growing the economy through its role of promoting the buying of locally made products and services, to stimulate and grow demand for these products and services, by all sectors of society, such that existing jobs can be retained, and new job opportunities can be created.

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 sector(s) 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, and the details contained in this report outlines the progress made in this regard during Quarter 2 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 August 2025 and considered the following:

- The Board made up of the 4 NEDLAC Social Partners, agreed to adopt the revised MOI and Board Charter. The formal adoption will take place at the next AGM.
- The audited Annual Financial Statements for the 2024/25 financial year were approved. The Board noted that the audit opinion was unmodified.
- The Board reviewed and approved the Quarterly Report for submission to the DTIC.
- The Board noted the report based on the study looking into the impact of offshore e-Commerce platforms it has had on jobs in the CTFL sector (retail and manufacturing). Management would engage the stakeholders identified in the report to find ways to mitigate the impact, as the report also highlighted the projected impact over the medium to long-term.
- All Board Members were asked to support the membership drive by making introductions to potential members.
- The updated Investment Policy was approved by the Board.
- The appointment of MMM Advisory as the Internal Auditors for a 3-year period was approved.
- MNB Chartered Accountants' appointment as the organisation's External Auditors for the next 3 years was approved, subject to concurrence by the Auditor General.
- The payment of 10% commission to the sponsorship management agent that assisted in securing sponsorship for the Local Fashion Police was approved by the Board.
- It was agreed that the CFO could engage the DTIC to allocate the full grant allocation at the beginning of the financial year.
- The e-Commerce platform was successfully launched by Minister Parks Tau, together with the Market Access Platform (MAP) and the platform received positive feedback.

3.2) Audit and Risk Committee

The members of the Audit and Risk Committee held their meeting on 8 August 2025, and the meeting considered the following:

- The committee received and noted the External Audit Report from the External Auditors, which indicated that the organisation had received an unmodified audit opinion.
- The Internal Auditors reported a satisfactory opinion on the review of the AFS. They also conducted an IT Security Review and were satisfied with the outcome thereof.
- The Committee reviewed the audited AFS and noted the improvement in sponsorship revenue generated, and that the organisation had retained a surplus for the financial year.
- The Committee noted the risk profile as contained in the Risk report tabled at the meeting, which had not materially changed, and the measures in place remains relevant in mitigating the identified strategic risks.
- The Committee supported the recommendation for the appointment of MMM Advisory as Internal Auditors and MNB Chartered Accountants as the External Auditors.

3.3) Finance and Procurement Committee

The members of the Finance and Procurement Committee held their meeting on 6 August 2025, and the meeting considered the following:

- The Committee reviewed the Audited Annual Financial Statements for the year ending 31 March 2025. The Committee noted the reported surplus and recommended the AFS for approval by the Board.
- The Committee noted the benchmarking exercise with the National Lotteries Commission and SABS and confirmed that the policy was consistent with that of other organisations.
- The CFO would engage the DTIC to receive the full grant allocation at the beginning of the financial year to maximise interest.
- The Committee noted the high-value membership target list.
- The Committee noted the sponsorships that were secured for the Local Wine Expo and Local Fashion Police.
- A sponsorship from African Bank was secured for sponsorship of the Local Fashion Police, and the individual who assisted was now eligible for the 10% commission. The Committee noted this and agreed that the payment be made once the sponsorship was received.
- The Committee supported the appointment of MNB Chartered Accountants as the External Auditors and MMM Advisory as the Internal Auditors following a tender process. The recommendation would be made to the Board.
- The Management Accounts and Cash Flow for June 2025 were noted by the Committee.

3.4) Membership, Marketing and Communications Committee

The members of the Membership, Marketing and Communications Committee held their meeting on 15 August 2025, and the meeting considered the following:

- The Committee suggested that the organisation explore ways to participate in the National Dialogue and bring localisation into the discussions.
- The Committee reviewed a strategy concept on the role that Proudly SA can play in forming strategic relationships with South African Businesses that have a presence on the continent to facilitate greater exports of South African goods to those markets.
- The organisation is actively creating market access opportunities for its members through partnerships with various entities like ACSA and Clicks Group. A dashboard tracking all of these initiatives was introduced and this would help measure the impact the organisation has on creating jobs through these access to market platforms.
- A study commissioned by Proudly SA was undertaken by the Localisation Support Fund to investigate the impact of offshore e-Commerce on the South African CTFL sector. The major impact being the loss of jobs in the local CTFL retail and manufacturing sector.
- The e-Commerce platform has nearly 400 active members and 1 600 listed products.
- The Marketing Report detailing all the activities, events, webinars and collaborations for the quarter was noted. The PR Strategy was successful in generating PR value of R24 Million Rands for the quarter.
- The launch of the Local Fashion Police consumer activation aimed at supporting the CTFL Sector was launched on the Blue Train, which had come on as a strategic partner.
- The Calendar of Events as presented for the rest of the financial year, was noted.

- The organisation has secured sponsorship for the Local Wine Expo from both the FoodBev Manufacturing Seta and the W&R Seta.
- The organisation was actively engaged in public and private sector localisation activities. This included intervening in the sectoral Masterplans in order to promote localisation and partnerships in all sectors of society.
- There were many non-compliant bids identified by the Tender Monitoring System, indicating a continued challenge in the public sector in including local content requirements in the procurement opportunities for previously designated items.

3.5) HR and Remunerations Committee

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

- The Committee agreed to change one of the vacant Membership Sales Consultant positions to a retention consultant position.
- The Employment Equity Report, with a breakdown by race and gender, was noted by the Committee.
- The current staff profile was 41 Permanent Staff Members and 2 interns.
- The training and development, performance management and staff wellness reports were noted.
- The average organisational performance for the quarter was 77%.
- The revised Travel Policy, which included changes to car hire categories, was approved.
- The revised Training and Development Policy, which introduces distinctions between study bursaries and study subsidies, was approved.
- The Employee Assistance Programme utilisation report for staff and dependents was noted by the Committee.



THE QUARTER UNDER REVIEW

4.1) High level achievements for the quarter

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

- 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 the targeted 9 million consumers, calculated based on the reach of each of the platforms and mediums used. This was complemented by the 15 media engagements with journalists and editors, the 16 press releases issued during the quarter, as well as the 2 media targeted events hosted during that same period.
- The campaign successfully hosted its annual flagship event, Local Wine Expo.
- One Major Buy Local Consumer Activation (DSTV Delicious Music & Food Festival) was held during the heritage month to add to the 3 consumer activations that the campaign participated in, including the Cradlestone Mall Activation, Local Wine Expo Activation and DSTV Delicious Music & Food Festival activation.
- Through the above-the-line initiative the campaign was able to reach more than 3 million consumers through amongst other mediums, the South Africa vs Nigeria LED parameter.
- 3 media event\networking sessions (Local Wine Expo 25 -26 July 2025 & Local Fashion Police media were held during the quarter.
- Private sector engagements (targeted at both SMEs and big businesses) included the hosting of 15 webinars and business Forums, 9 industry stakeholder forums and engagements with 6 business chambers/industry bodies, whilst also being part of 7 SARS industry specific forums during the quarter.
- In support of specific industries, the campaign rolled out activities in support of 3 sectoral masterplans (Medical Technologies, Furniture and Poultry), whilst also participating in 3 third party sector-specific initiatives – Manufacturing Indaba, NAACAM Show and the DSBD led Creative Sector forum.
- As part of tender monitoring initiatives by Proudly SA, 532 tenders issued were identified in the public sector against the set target of 300 as part of the strategic goal of increasing procurement of goods and service in the public sector.
- 912 new products /and services have been registered on the E-commerce platform, whilst the MAP platform was relaunched and introduced to the business community at an event co-hosted with the JSE and had 1 800 members and 200 buyers listed thereon at the date of the launch.
- The campaign undertook 11 dipstick surveys against the target of 10 for the quarter, aimed at ensuring that the campaign uses the feedback from the participants to improve its offerings.
- 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:

- The campaign did not grow the database of South African made products/or services as required for the quarter, with a total of 168 new products registered against a target of 250 for the reporting period.
- The organisation also came short with respect to recruiting new members, as only 84 new members were recruited against the set target of 85.
- The campaign had hoped to be secured at least one SEZ partner for the quarter, however two partnerships were secured in the first quarter and an additional of three will be secured in quarter 3 & 4.
- Proudly SA participated at one consumer market (Victoria Yards) against the set target of two consumer markets for the quarter.
- The organisation came short in respect of securing a new localisation commitment as set target for the quarter, however continuous follow ups are being made in respect of previous commitments made, including the 13 commitments secured at the end of the last quarter of the previous financial year.

Proudly SA is consistently continued to monitor its operational plans to ensure it meets most of its delivery commitments as per the approved 2025/26 annual performance plan.



4.3) MEMBERSHIP REPORT FOR Q2 - 2025/26

4.3.1) Quarter 4 Highlights

Membership Base	
As of Q2 - 2025/2026	3,529
New Members	
Target	85
Achievement	84
Renewal Rate	
Target	80%
Achievement	80%
Database of Local Products and Services	
Target	250
Achievement	168
Previous Quarter: Q2 2024/2025	25,653
Current Quarter: Q3 2024/2025	25,821

4.3.2) Overview

During Quarter two of 2025-2026, 84 companies joined as new members of the Buy Local Campaign. The retention rate of 80% was achieved against a target of 80%. The addition of new locally made products and services to the database was also missed as only 168 products were registered, falling short of the target of 250.

The manufacturing sector remains the strongest across new and renewing member companies. FMCG, Food & Beverage, Detergents as well as lifestyle companies are growing amongst SMEs. Member companies namely REL8 and Vegan Chef confirmed that the access to market benefit is one never seen before for entities of their size. Historically one would never be able to showcase their products to active retail, wholesale and B2B buyers. This opportunity was previously reserved for large and global FMCG companies. Now, through Proudly South African's access to market benefits and improved value proposition, SMEs can look forward to meeting buyers and procurement officials who will allow them to list their products in retail platforms.

KT Wash and Tosh Detergents have also confirmed that the opportunity to list their products next to the largest brands globally is an opportunity they once thought was impossible. In emerging economies like South Africa, SMEs contribute up to 45% of total employment and 33% of GDP, therefore a healthy SME sector is a vital ingredient for inclusive growth that creates jobs across regions and sectors.

The membership footprint has grown in the three provinces that are the main economic hubs of the country, however Gauteng still remains the economic hub for emerging entrepreneurs, and the membership numbers point to this reality.

Even though the target of adding products and services to Proudly SA's database of locally made products and services was missed, this does not show a declining new membership base. It shows a growing base that is investing in a small basket of products to take to market. The modest growth in the number of locally made products and services can be attributed to the fact that SMEs are manufacturing a set of quality products that they can access retail, wholesale and B2B markets with, as opposed to manufacturing copious amounts of products that they are unable to get shelf space for. In addition, products require research and development, packaging, bar coding, test reports and ISO certification. All of these bear a financial responsibility that many SMEs cannot manage until their access to market, and offtake opportunities gain them reasonable profits that can be invested into these imperatives

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

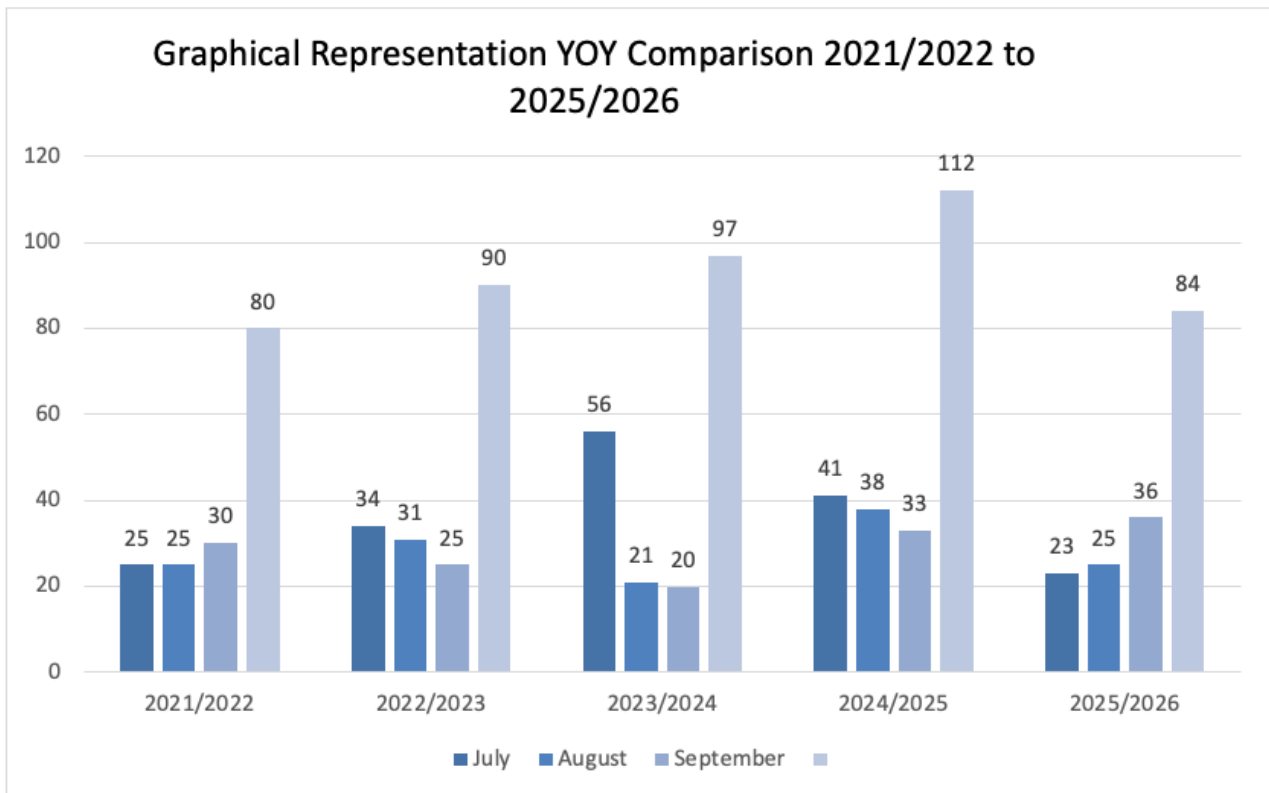
Classification of members		
Category	SMMEs Small, micro, and medium enterprises turning over less than R5 million per annum and organisation's including foundations, councils, associations, and not-for-profit institutions	Annual membership fee (excluding VAT) R500.00
	Bronze Organisations turning over 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	2020/2021	2022/2023	2023/2024	2024/2025	2025/2026
July	25	34	56	41	23
August	25	31	21	38	25
September	30	25	20	33	36
	80	90	97	112	84



Q2: 2025/2026 NEWLY RECRUITED MEMBERS

COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
JULY				
Africa Printing and Branding Agency	Media Production Services	Gauteng	SMME	Direct
All Aqua International	Food Products	Gauteng	SMME	Referral
Calsea	Food Products	Gauteng	SMME	Direct
Chap Studios Pty Ltd	Manufacturer	Eastern Cape	SMME	Referral
Coleus Packaging (Pty) Ltd	Manufacturer	Gauteng	Diamond	Consultant Generated
DSL Distributions	Agriculture	Eastern Cape	SMME	Consultant Generated
Dulas Rolling 7's	Manufacturer	Gauteng	SMME	Direct
EMBRAC`N W4W (Pty) Ltd	Healthcare	Gauteng	SMME	Direct
Finichi Leather	Manufacturer	Western Cape	SMME	Consultant Generated
FLAVACO	Food Products	Gauteng	SMME	Consultant Generated
Gemini Solar Energy (Pty) Ltd	Manufacturer	Gauteng	Bronze	Direct
Meredith Institute for Business Founders	Education, Development & Training	Gauteng	SMME	Consultant Generated
Monyem Holdings	Professional Services	Gauteng	SMME	Direct
MPBIZRABBTS MODEL	Food Products	Gauteng	SMME	Consultant Generated
Nela Kahle 117	Education, Development & Training	Kwa-Zulu Natal	SMME	Consultant Generated
Rayetsa Event and Projects Supplies	Manufacturer	Gauteng	SMME	Direct
Restiq Sleep	Manufacturer	Gauteng	SMME	Direct
Skypiom (Pty) Ltd	Information Technology and Telecommunication	Western Cape	SMME	Direct
Smooth Operations	Construction Engineering and Architecture	Gauteng	SMME	Direct
STRONG PR, Marketing and Events (Pty) Ltd	Media Marketing and Publishing	Gauteng	Silver	Referral
The Good Monk	Food Products	Gauteng	SMME	Consultant Generated
TORQUES SERVICES (PTY) LTD	Industrial Manufacturing	Gauteng	SMME	Direct
Wadees Braai Catering	Food Products	Gauteng	SMME	Consultant Generated

Q2: 2025/2026 NEWLY RECRUITED MEMBERS

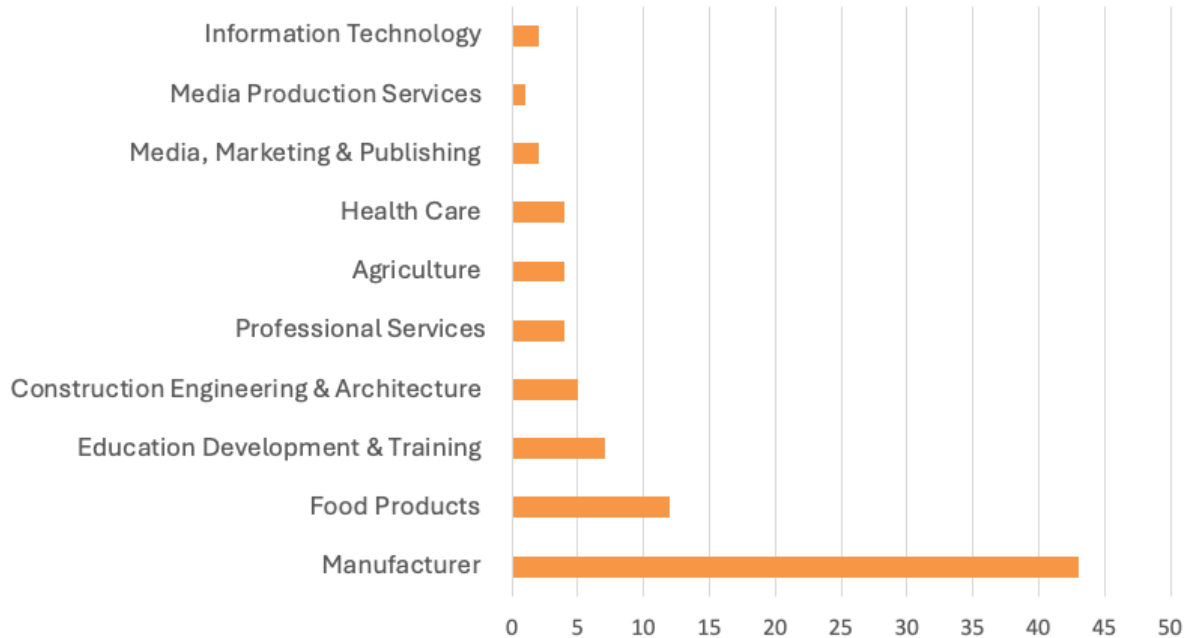
COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
AUGUST				
Adelia Project Managers	Construction Engineering and Architecture	North-West	SMME	Direct
Beauty Goddess 579	Manufacturer	Gauteng	SMME	Direct
Bolwa Security Services	Professional Services	Gauteng	Bronze	Direct
DeeMaRa (Pty) Ltd	Manufacturer	Gauteng	SMME	Consultant-Generated
Dk Sounds Services (Pty) Ltd	Media Marketing and Publishing	Gauteng	SMME	Direct
Ex Solar Solutions (Pty) Ltd	Manufacturer	Western Cape	Bronze	Direct
Genologix Distributors (Pty) Ltd	Healthcare	Kwa-Zulu Natal	Gold	Direct
Ha Yes (Pty) Ltd	Food Products	Gauteng	SMME	Referral
Intercement SA	Construction Engineering and Architecture	Kwa-Zulu Natal	Diamond	Referral
Johannesburg Technical & Vocational College (Pty) Ltd	Education, Development and Training	Gauteng	Bronze	Direct
Kgaphetsa Water Bar	Food Products	Mpumalanga	SMME	Direct
Linez Wines	Agriculture	Limpopo	SMME	Direct
Mabothachem	Manufacturer	Gauteng	SMME	Referral
Metal Signs Pty Ltd	Manufacturer	Kwa-Zulu Natal	Bronze	Direct
Miss Education South Africa	Education, Development and Training	Gauteng	SMME	Direct
Morongwa Capital (Pty) Ltd	Financial Services	Gauteng	SMME	Consultant Generated
Msiza Beer	Agriculture	Gauteng	SMME	Direct
Neutra Dynamics (Pty) Ltd	Food Products	Western Cape	SMME	Consultant Generated
Nghuqa Big Five	Food Products	Limpopo	SMME	Direct
Poshy A (Pty) Ltd	Media Marketing and Publishing	Eastern Cape	SMME	Consultant Generated
Tiger Build Group	Manufacture	Gauteng	SMME	Referral
Tshiane Holdings	Financial Services	Gauteng	Bronze	Direct
Tshisima Brand Solutions	Manufacture	Gauteng	SMME	Direct
Wild Plum Growers	Agriculture	Western Cape	SMME	Direct

Q2: 2025/2026 NEWLY RECRUITED MEMBERS

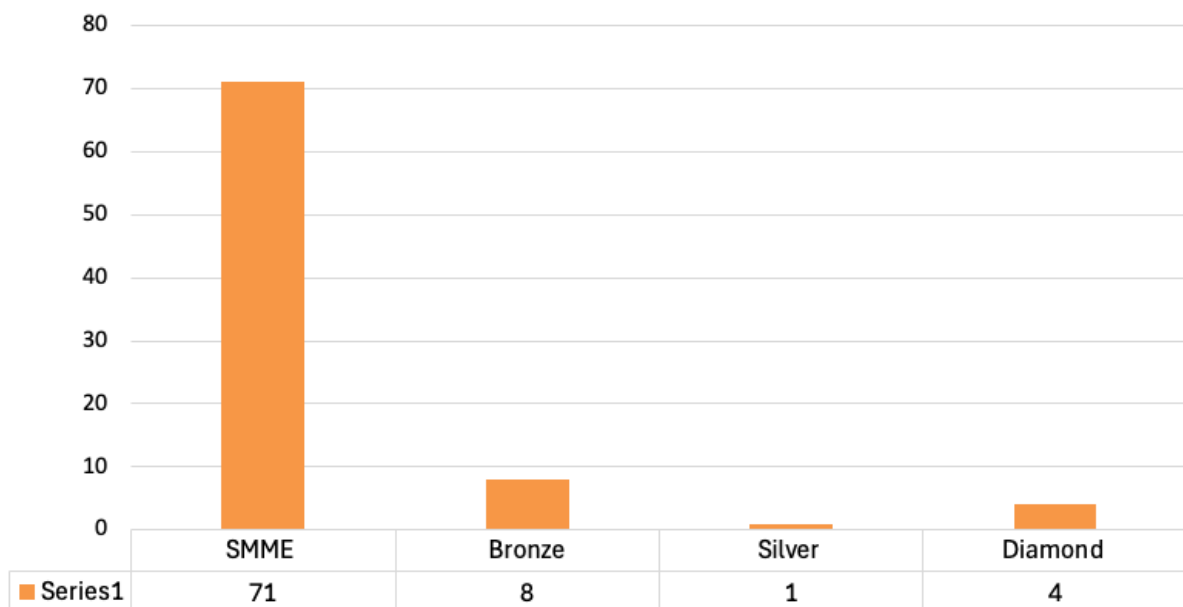
COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
SEPTEMBER				
Adonisi Attorneys Incorporated	Professional Services	Gauteng	SMME	Referral
African Sinks SA (Pty) Ltd	Manufacturer	Gauteng	Bronze	Referral
AFRISHE Management Consulting	Construction Engineering and Architecture	Gauteng	Silver	Direct
Afro ECO Sanitation Services	Manufacturer	Gauteng	SMME	Referral
Aranda Textile Mills (Pty) Ltd	Manufacturer	Gauteng	Diamond	Referral
Biro M Trading	Manufacturer	Gauteng	SMME	Direct
Bluclean Pro (Pty)Ltd	Manufacturer	Gauteng	SMME	Consultant Generated
Bontsho Bosweu Logistics	Manufacturer	Northern Cape	SMME	Direct
Glodina Toweling (Pty) Ltd	Manufacturer	Kwa-Zulu Natal	Diamond	Referral
Golden Fry	Food Products	Gauteng	Silver	Consultant Generated
Ikhwezelihle Training Institute Pty Ltd	Education, Development and Training	Gauteng	Bronze	Direct
Izithelo Strategic Partners (Pty)Ltd.	Education, Development and Training	Gauteng	SMME	Referral
Leswika Capital (Pty) Ltd	Financial Services	Gauteng	SMME	Referral
Lily Rose Collection (Pty) Ltd	Manufacturer	Gauteng	SMME	Direct
Lucha Lunako Foundation NPC	Education, Development and Training	Gauteng	SMME	Direct
Lunar Wear	Manufacturer	Kwa-Zulu Natal	SMME	Direct
New Phase Solutions (Pty) Ltd	Information Technology & Telecommunication	Gauteng	SMME	Direct
Ngcongwane Trading Enterprise CC	Healthcare	Kwa-Zulu Natal	SMME	Direct
POWER BUSH (PTY) LTD	Food Products	Western Cape	SMME	Direct
Refined Naturals (East Side Chem Pty Ltd)	Manufacturer	Gauteng	Bronze	Direct
Rivertown Spirits	Food Products	Kwa-Zulu Natal	SMME	Direct
SA Metering Solutions	Manufacturer	Kwa-Zulu Natal	Bronze	Referral
Scan time (Pty) Ltd	Agriculture	Limpopo	SMME	Consultant Generated
Simply Deli Pty Ltd	Food Products	Gauteng	SMME	Direct
Sluvin Designs (Pty) Ltd	Manufacturer	Kwa-Zulu Natal	SMME	Consultant Generated
The Elixir Company (Pty) Ltd	Healthcare	Kwa-Zulu Natal	SMME	Direct

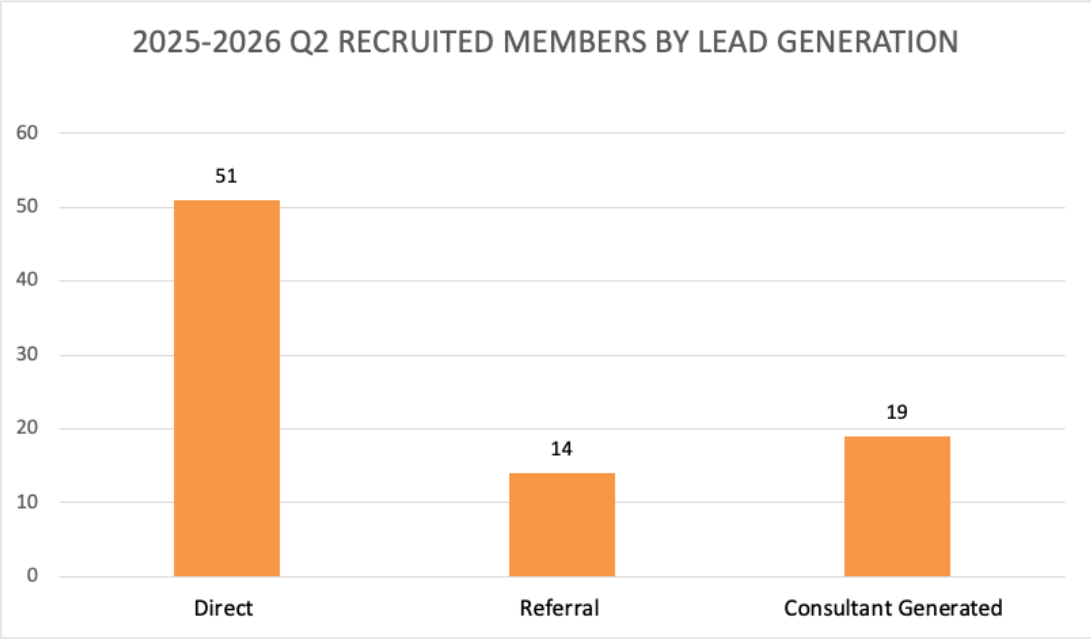
COMPANY	SECTOR	PROVINCE	CLASSIFICATION	LEAD ORIGIN
SEPTEMBER				
To Be Original (Pty)Ltd	Manufacturer	Eastern Cape	SMME	Referral
Toasted Barrels	Agriculture	Gauteng	SMME	Direct
Toca Essentials	Manufacturer	Gauteng	SMME	Direct
TP MAJESTIC	Manufacturer	Kwa-Zulu Natal	SMME	Direct
Trust Trans (Pty) Ltd	Construction Engineering and Architecture	Gauteng	SMME	Direct
Wotatrix Services	Professional Services	Gauteng	SMME	Direct
Zibar	Manufacturer	Kwa-Zulu Natal	SMME	Consultant Generated

2025-2026 Q2 NEWLY RECRUITED MEMBERS BY SECTOR



2025-2026 Q2 NEWLY RECRUITED MEMBERS BY CLASSIFICATION

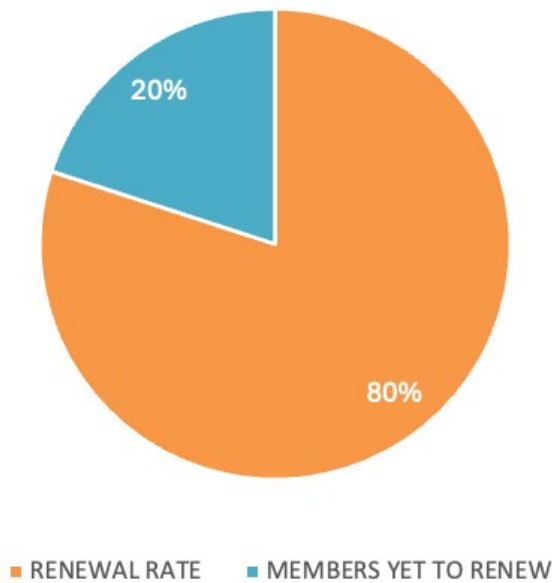


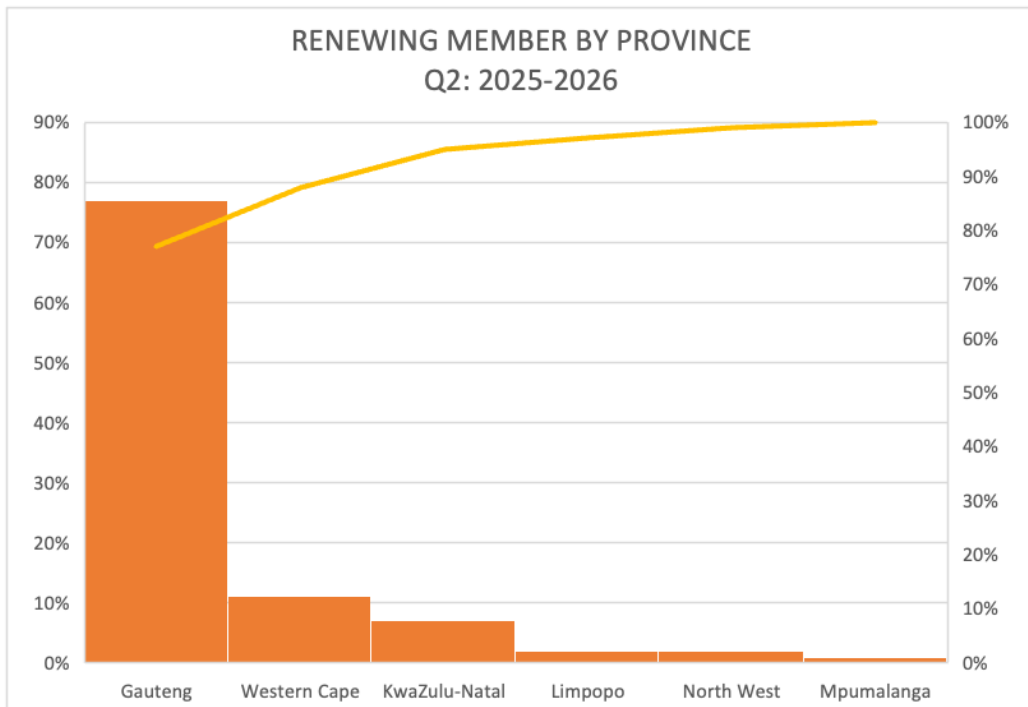
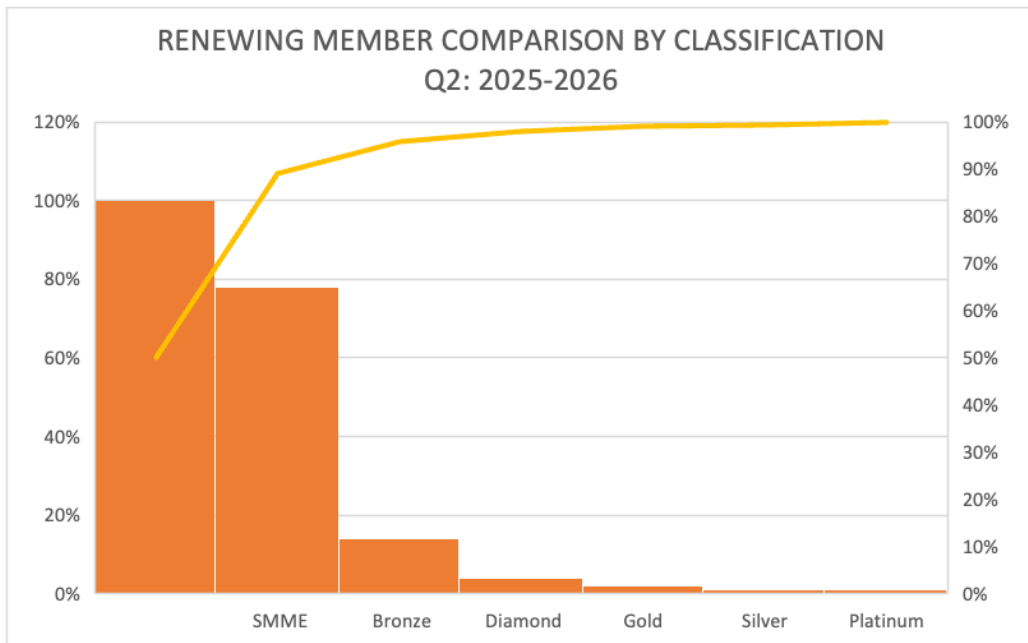


Q2: 2025-2026 RENEWING MEMBERS

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

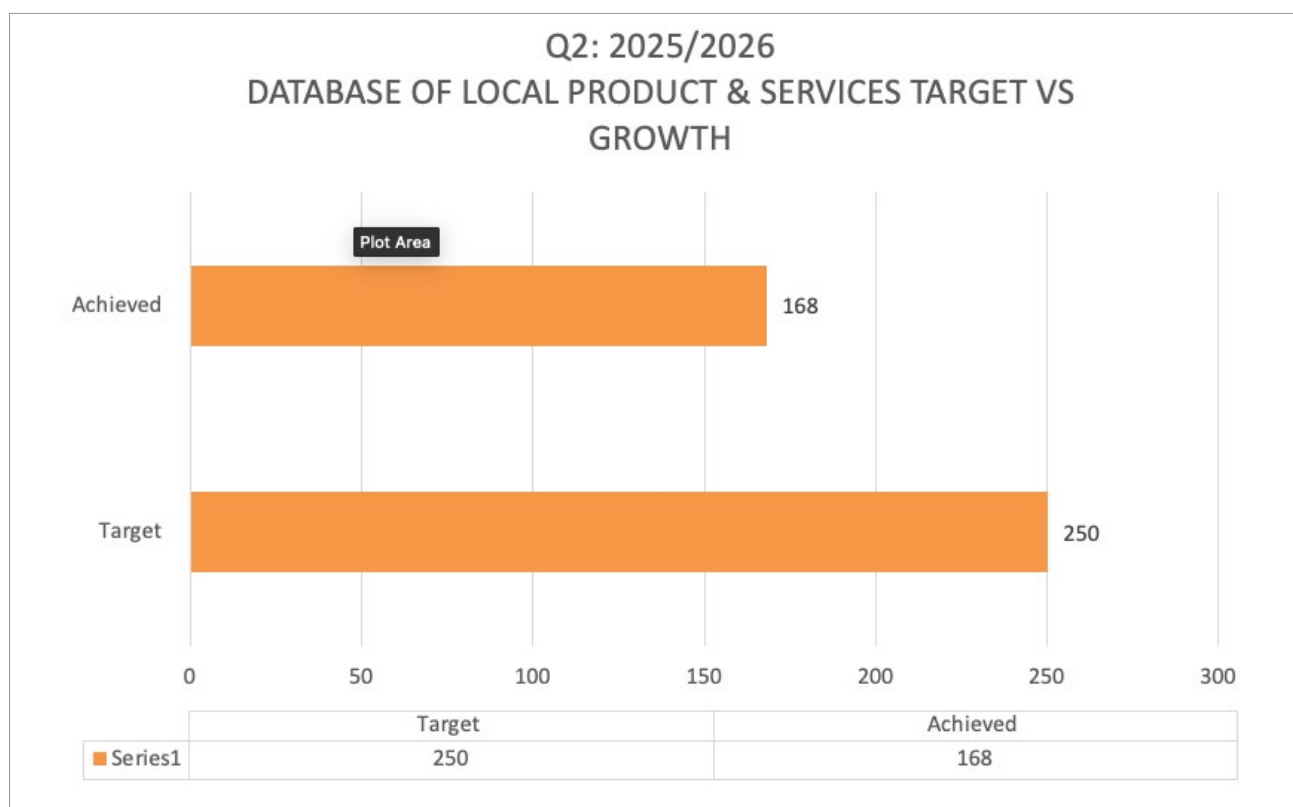
2025-2026 Q2 RENEWED MEMBERS VS YET TO RENEW

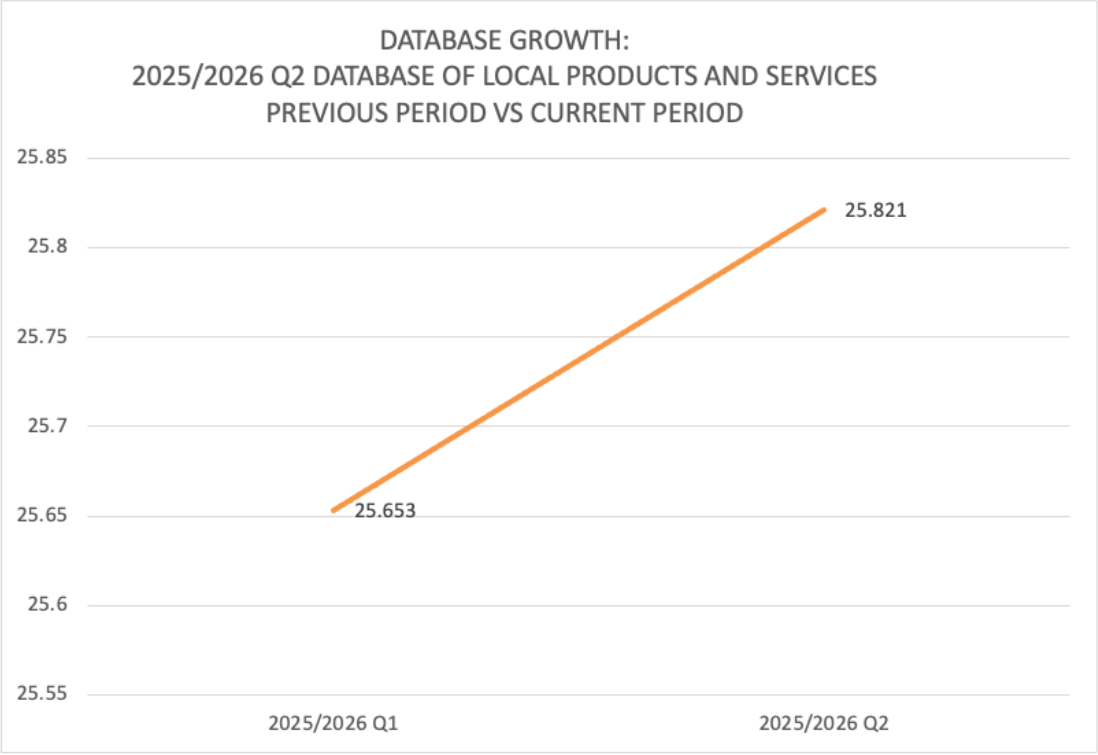




2025/2026 DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES

PROUDLY SOUTH AFRICAN DATABASE	
Period	Number of Products and Services
Current Quarter: Q1 2025/2026	25,653
Current Quarter: Q2 2025/2026	25,821
2025/2026: Q2	
Target	250
Achievement	168
Target Missed: 33%	







4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

Proudly SA E-Commerce Launch - 1 July 2025

Proudly SA recently hosted a launch event in partnership with the office of Minister Parks Tau, the dtic to introduce the new Proudly SA E-Commerce platform to stakeholders, government officials, and members of the media.

The event was held at the showroom of one of our member companies, Homewood, providing them with an opportunity for additional exposure to potential clients and media. Several members also showcased their products at the event these members included: Soylights (Soy Candles & Body Balms), Exodus Factory (Clothing), Marabou Essentials (Jewellery & Artwork) & Corporate Styling (Handmade Leather Gifts).

We provided a live demonstration of the functionality of the Shop SA E-Commerce platform. Staff guided attendees through the website, demonstrating its layout and the complete ordering process.

The newly launched e-commerce platform is called Shop ProudlySA and consumers will be able to access local products that they can trust.

Attendance: 80

Target: Stakeholders, Government Officials & Media



Hollywoodbets Durban July – 5 July 2025

Proudly South African once again participated in the 2025 Hollywoodbets Durban July, in support of the CTFL sector, using the platform to highlight the economic impact of supporting the local fashion industry and contributing to the creation of jobs.

With over 40,000 attendees, the event significantly boosted eThekweni's economy, contributing billions to the local GDP and creating thousands of jobs. Under the theme “Marvels of Mzansi”, Proudly SA showcased local fashion through activations such as the “Home of Local” and the “local fashion police.” One winner walked away with R20,000 worth of locally made fashion. The event celebrated South African creativity and demonstrated the power of buying local.

Attendance: 40000

Target: Media & General Public



Manufacturing Indaba 15- 16 July

The Manufacturing Indaba took place at the Sandton Convention Centre in Johannesburg. It is the leading manufacturing event in Sub-Saharan Africa. The event's purpose was to unite business owners, industry leaders, government officials, capital providers, and experts to explore opportunities and grow their manufacturing businesses.

Proudly South African was an exhibitor and invited four members to the event. The CEO, Mr. Eustace Mashimbye, also participated in a panel discussion.

Attendance: +- 2000

Target: Media & General Public Industry Sector Specialists, Small, Medium, and Large Manufacturing Companies, Industrial suppliers & Logistics/Supply Chain Companies



Nelson Mandela Day Activations – 18 July 2025

In commemoration of Mandela Day 2025, Proudly South African united with purpose, embracing the spirit of service and social responsibility that defines this important day. In tribute to Nelson Mandela's unwavering dedication, our staff devoted their time and energy to making a meaningful difference to our members.

Staff were divided into five groups, each assigned to a member company. The companies being Sanath Trading, Lesco, Adreach, Sakhumzi in Soweto, and Zoo Lake. At these companies, the Proudly South African staff stepped away from their usual roles to support day-to-day operations. At Lesco, our team joined the production line, working alongside factory staff to assemble extension cables. In just 67 minutes, they completed an incredible 102 units. This was achieved through teamwork, focus, and shared determination. Over at Adreach, the team experienced the full journey of a street pole ad. The journey from the design studio to installation. This hands-on learning through service was both educational and eye-opening, resulting in the gifting of a special commemorative ad-board, created in partnership with Proudly South African and AdReach, to mark the day and its significance.

At Sanath Trading, staff lent their hands to the creative and industrial process of cutting and printing fabric, ensuring that every corner of the warehouse was left spotless when the work was done. The highlight of their efforts being beautifully crafted shopping bags bearing the image of Nelson Mandela. Each bag was a small tribute to remembering his legacy.

The group at Sakhumzi Restaurant Soweto was put straight to work, preparing the restaurant for the day's business by cleaning and organizing the space with precision and care.

At Zoo Lake, staff took on the dual task of cleaning and preparing food for the day. These preparations were later enjoyed by all teams during a group lunch at the end of the day. It was a full-circle moment of giving and receiving, of service and shared gratitude. Each member company presented its own challenges and moments of learning, but throughout the day, one message echoed clearly: when we serve with humility and act with purpose, we not only honour Mandela's legacy, but we also carry it forward as Proud South Africans. This "sleeves rolled up" activation was more than a volunteer effort. It was a heartfelt commitment to uplift and deepen our connection with our members.

Supporting four members spread across five teams, contributing over 67 minutes of service each. The Proudly South African team demonstrated that leadership begins with service, and that through collaboration, compassion, and action, we can live out the values that Nelson Mandela so powerfully embodied.

Attendance: 40 Staff Members

Target: Staff of Proudly South African





The Local Wine Expo 2025 – 24-27 July 2025

Proudly South African recently hosted the 5th annual Local Wine Expo, a celebration of locally produced wines. The event brought together local wine producers who exhibited and showcased their unique, homegrown wine brands. In addition to the wine displays, Proudly South African also featured member companies offering food products that paired perfectly with the showcased wines. This year's Expo was proudly supported by the FoodBev Manufacturing SETA as the

headline sponsor. Nokuthula Selamolela, Chief Executive Officer of the SETA, emphasized that the partnership with Proudly South African is aligned with the government's commitment to driving transformation and fostering inclusive growth within the food and beverage manufacturing sector.

We kicked off the expo with the buyers' session. This session is one of Proudly South African's means to expose the local winemakers to potential buyers who may assist in getting them in retail stores. This experience is an exclusive opportunity for the wine members.

Day two kicked off with an enclosed media networking session, where members of the media were taken through the role, they play in exposing the winemakers to their audiences, as those are potential customers. Following the media session, the expo floor was then opened to the public for a full 3-day local wine experience.

1. The wine members that exhibited were:

- Ntsiki Biyela wine
- House of D'licacy
- Nanola Wines
- Randela Wine
- Ses'fikile Wines Services
- Gariburg Wines
- Siwela Wines
- Sovenga Wines
- Thornton Pillay Wines (Pty) Ltd
- Zarion by SV Wines
- Zoetendal Vineyards & River Estate
- ZoleKa Wines (Pty) Ltd
- ZuluGirl Wines (Pty) Ltd

2. The pairing and food members that exhibited were:

- Nutrintha
- Cyprus Foods
- Maloane Foods
- Miente Manufacturing
- Ledikana

Reach: 2314

Target: General public, wine enthusiasts, stakeholders, media, buyers



LFP Media Launch - 1 August 2025

As part of the build-up to the 5th annual Local Fashion Police (LFP), Proudly South African partnered with The Blue Train to host its first-ever LFP media launch, a focused pre-event engagement designed to bring together key media representatives and industry stakeholders ahead of the main event.

The primary objective of the media launch was to introduce this year's esteemed panel of judges, unveil the 2025 theme, and announce FP&M CETA and African Bank as proud sponsors. The event also aimed to spark early excitement for the upcoming showcase. This initiative successfully generated pre-event media buzz, secured early coverage, and strategically positioned the campaign for maximum visibility from the outset. Beyond media exposure, the launch provided a platform to establish a cohesive and compelling narrative for the event, both visually and through consistent messaging. It reinforced Proudly South African's core mission: to promote local fashion and encourage South Africans to buy local as a means of driving job creation and economic growth.

The event also served as a meaningful relationship-building opportunity, giving media representatives a first-hand look at the deeper purpose and vision behind the Local Fashion Police initiative. This engagement fostered greater understanding of the campaign's impact and inspired more authentic, value-driven coverage in the lead-up to the main event.

In essence, the media launch played a strategic and catalytic role in amplifying the campaign's message, ensuring that by the time the main event arrived, there was already strong momentum, clear messaging, and heightened anticipation surrounding it.

Attendance: +- 60

Target: Media, Stakeholders & LFP alumni



Webinar: Mid-Year Reset for South African Entrepreneurs – 6 August 2025

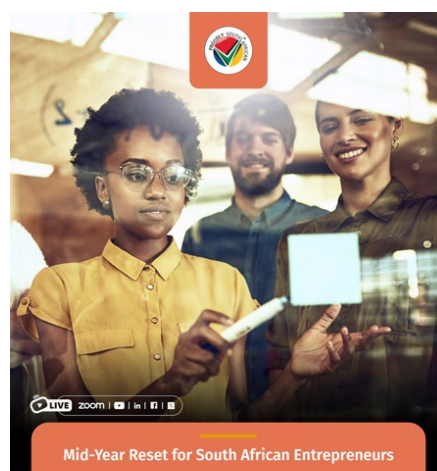
Proudly South African hosted a webinar titled "Mid-Year Reset for South African Entrepreneurs", aimed at helping local businesses reset their businesses for success.

Facilitated by Anele Ndlovu, the session featured expert advice, Murendi Mafumo from Kusini water, Tag from Meet ShowBiz Africa, Maxine from YSH Promotions and Thabiso from Vision Unlimited Holdings.

Key topics included a business health check, rebooting business brands, checking if business brands are still relevant, cost-effective marketing in South Africa and South African Market Trends. The webinar was packed with helpful tips and relatable examples.

Attendance: 186

Target Audience: Proudly South African SMMEs, general public, Business owners.



Date: 6 August 2025
Time: 10:00 – 12:00
Platform: Zoom and social media platforms

NAACAM Show 2025 – 12-14 AUGUST 2025

Proudly SA exhibited and CEO, Eustace Mashimbye was a speaker on a panel discussion at the NAACAM Show 2025. The conversation unpacked strategies for scaling local aftermarket component production and sales across both domestic and export markets by leveraging existing capabilities and unlocking new demand.

The NAACAM Show, a two-day expo hosted in partnership with the AIDC Eastern Cape, serves as the premier forum at which to showcase the capabilities of the domestic automotive component manufacturing sector.

Bringing together a diverse group of automotive component manufacturers, public and private sector stakeholders, and service providers under

one roof, the NAACAM Show creates a room filled with opportunities.

Reach: 1200+

Target: Proudly SA members, Potential Proudly SA members, Manufacturing sector



MAP Launch to the Business community – 18 August 2025

Following its launch on 1 July 2025, the MAP platform was introduced to the business world in partnership with the Johannesburg Stock Exchange (JSE) in Sandton, marking an important milestone in showcasing this innovative solution to industry leaders, SMMEs and stakeholders. The JSE provided an exceptional venue, welcoming guests with world class hosting and granting Proudly South African access to their impressive atrium venue, which added a sense of professionalism and prestige to the occasion.

The morning began with a networking breakfast, setting the tone for meaningful engagement and connection. Guests were introduced to the MAP platform through a comprehensive presentation and live exhibition that highlighted its functionality, scalability, and industry relevance. KhoiTech delivered the keynote address, sharing an inspiring success story that highlighted the platform's real-world application and transformative potential.

Following the formal programme, attendees enjoyed further networking, with many valuable connections established that are expected to spark future collaborations and business opportunities. The atmosphere was one of genuine interest and excitement, as participants not only deepened

their understanding of the MAP platform but also engaged in conversations that extended beyond the event itself.

The launch was regarded as a great success, striking the perfect balance between thought leadership, innovation, and relationship building. By combining impactful storytelling, an impressive venue, and an engaged audience, the event positioned MAP as a powerful, future-focused solution while leaving a lasting impression on all who attended.

Attendance: 60

Target: SMME's, Existing & Potential Members, Media



DSTV Delicious Ideas Pitching Session – 15 August 2025

Proudly South African hosted a new and impactful Ideas Pitching Session at its offices, giving Proudly South African members the chance to put their best foot forward for a widely desired opportunity of showcasing their products and brands at the renowned DSTV Delicious International Food and Music Festival powered by Lottostar.

Invitations were sent out to lifestyle members as well as some members suggested by DSBD. These members were given the chance to RSVP and step into the spotlight. On the day, a panel of judges made up of Proudly South African team members from Public Relations, Events, eCommerce and Membership, with the added expertise of our CMO, Happy Makhumalo Ngidi, was tasked with selecting the strongest exhibitors.

Each member who pitched rose to the occasion with passion and creativity, delivering powerful introductions to their brand stories and products. The standard was exceptionally high, making the judging process both challenging and inspiring. Each member highlighted their passion and creativity, delivering powerful introductions to their brand stories and products. What made these presentations so compelling was how deeply they reflected the realities of running a business in South Africa. The long hours, the persistence, the innovative spirit, and the determination to turn challenges into opportunities. From the intricacies of design and craftsmanship to the daily balancing act of production, distribution, and customer satisfaction, these members gave us authentic glimpses into their entrepreneurial journeys. Their stories were not only inspiring but also a reminder of the resilience it takes to build and sustain proudly local businesses. After extensive deliberations, eight outstanding members were selected to represent Proudly South African at the DSTV Delicious Festival. These were: Ethereal Candles, Tjiane Creations, Re-l8, Nomakade, Modern Mbadada, Ntozinhle Lifestyle, Imprint, and Ditsala Designs.

This transparent and competitive process ensured fairness, allowing the decision to rest in the hands of our members' ability to showcase what they do best. The energy in the room reflected the very spirit of South African innovation and excellence, and Proudly South African is proud to have provided a platform that champions equal opportunity while celebrating local talent. The 2025 DSTV Delicious Festival Local Playground became home to these local brands, a testament to the creativity, craftsmanship, and entrepreneurial drive that South Africa has to offer.

Attendance: 12 Pitching Members

Target: Proudly South African Members



When Thembu William Radebe mistakenly approved flawed advertising artwork for a major car manufacturer, it could have ended his graphic design career. Instead, the slip-up sparked a new venture that now fuels his passion and ambitions.



Modern Mbada is a luxury streetwear brand based in Johannesburg, South Africa, built on the belief in dreaming big and always striving to become the best version of yourself.

Our sneakers are crafted from 100% leather, carrying that unmistakable Italian-inspired flair, yet proudly handmade with love by the hands of Mzansi people - right here in South Africa, since 2020.



LFP Masterclass KZN – 19 August 2025

Proudly South African, in partnership with the Durban Fashion Fair, hosted an engaging LFP Masterclass as part of the build-up to the Local Fashion Police (LFP) finale in KwaZulu-Natal. The session featured a panel of esteemed industry experts who shared valuable insights and addressed questions from students and emerging designers about navigating the fashion industry.

The session was hosted by Thobeka Magwaza, with a warm welcome by Nondumiso Mthembu from Durban Fashion Fair. The panel included Happy Makhumalo Ngidi, CMO of Proudly South African, Greg Wallis a designer, mass garment producer, lecturer, and fashion judge, Makhosazane “Makhosi” Ntshangase, founder of Sistas Felas, social media specialist S’tshabile Mosea, and Nokwazi Chonco from Zulu Madame.

The discussion explored key themes such as the importance of social media, building strategic affiliations, overcoming challenges faced by designers, and driving business growth within the fashion sector. porting SMMEs and promoting localisation as a key driver of sustainable economic development.

Attendance: 100

Target: Emerging Designers, Students, and media



UJ CTFL Workshop – 22 August 2025

Proudly South African in partnership with ABSA hosted the Igniting Local Talent: Empowering Tomorrow's Fashion Leaders Workshop at the University of Johannesburg's Faculty of Fashion, Arts, Design and Architecture as a strategic intervention to support the growth and sustainability of the South African Retail Clothing, Textile, Footwear and Leather (R-CTFL) sector.

The workshop provided an important platform for students and emerging entrepreneurs to engage directly with established industry players. Proudly South African CMO, Happy MaKhumalo Ngidi and Proudly South African member companies namely, Modern Mbadada, Thesis and NQ Jewellery, together with representatives from ABSA, Foschini and Small Enterprise Development Finance Agency (SEDFA), contributed valuable insights on industry trends, funding opportunities, and career pathways. Their participation ensured that discussions were grounded in real industry experience, while also addressing the needs of young talent entering the sector.

By creating this dialogue between academia and industry, the workshop directly advanced Proudly South African's mandate of promoting local industries, while also supporting UJ's commitment to academic excellence and industry relevance. Furthermore, the inclusion of financial and retail sector leaders such as ABSA and Foschini strengthened the workshop's impact by offering students a holistic understanding of the ecosystem in which CTFL operates, from design and production through to retail and financing. This collaborative initiative was therefore not only timely but essential in bridging the gap between education and entrepreneurship, fostering skills development, and encouraging youth participation in building sustainable careers within the R-CTFL value chain

Reach: 60

Target: Undergraduate FADA Students and Alumni from UJ



Webinar: Breaking Barriers: Women Leading in Local Business – 27 August 2025

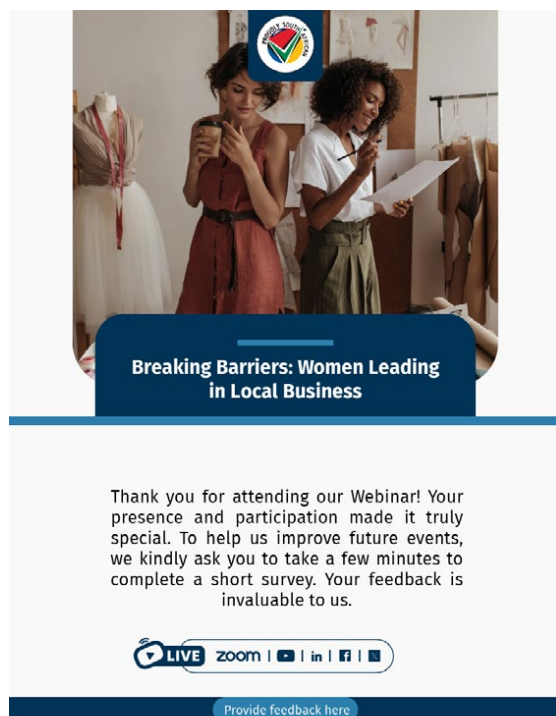
Proudly South African hosted a webinar titled “Breaking Barriers: Women Leading in Local Business”, aimed at inspiring businesswomen. Women Leading in Local Business brought together a dynamic panel of female entrepreneurs, business owners, and community leaders who are driving change, overcoming obstacles, and forging new paths in their industries.

Facilitated by Anele Ndlovu, the session featured expert advice from Kovini Moodley from Boss Babes of South Africa, Nompilo Gumede, the CEO of Women in Business SA, Dr Sibongile Vilakazi who is an Author and Proudly South African Membership Manager, Alicia Logan.

Key topics included Why “breaking barriers” still matters in 2025, The Confidence Code: Building Authority in Your Local Market and Strategies for Growth: “From Survival to Scale: Smart Growth Moves”.

Attendance: 202

Target Audience: Proudly South African SMMEs, general public, Business owners.



Proudly SA & EconoBEE webinar: B-BBEE and Skills development: Why It matters? – 25 August 2025

Proudly South African in partnership with EconoBEE – BEE Consulting (Proudly SA member) hosted an insightful webinar where the value of Broad-Based Black Economic Empowerment (B-BBEE) was discussed and how it links strongly to skills development.

Transformation experts from EconoBEE -BEE Consulting shared strategies and expert insights to help make transformation an advantage, and not just an administrative burden. Whether one is a business owner, HR manager, transformation lead, or just curious about how BEE works in practice.

The webinar was facilitated by Matimu Mashimbye who is the sales and marketing executive at EconoBEE and the Proudly SA second half commercial video was played to once again reinforce the Proudly SA message in the hearts and minds of South Africans. In addition Ndivuwho Rambau, the strategic Director at EconoBEE-BEE Consulting unpacked the importance of B-BBEE and skills development and this was a very interactive session, where questions were posed to speakers.

The webinar was key in empowering and sharing information that can accelerate skills development shortage that may close the gap of unemployment that has persistently affected the economy.

Attendance: 212

Target: Proudly SA Member, B-BBEE Champions, Prospective members, Proudly SA social media followers, EconoBEE – BEE Consulting.



Proudly SA x Southern Sun Women's Month Event – 28 August 2025

In celebration of Women's Month, we hosted the 8th edition of our annual Women's Event in partnership with our Diamond Member, Southern Sun. The event brought together remarkable women from various sectors to honour and celebrate their achievements.

Our keynote speaker, Professor Mamokgethi Phakeng, delivered an inspiring and deeply reflective message, unpacking the importance of pausing and taking a break, allowing oneself to re-evaluate, recharge, and celebrate personal growth and accomplishments. Her address reminded attendees that self-care and self-recognition are vital parts of success.

To complement the empowering atmosphere, guests were treated to live entertainment by Kiano, which added a vibrant and uplifting energy to the occasion. The event also featured an exciting competition where attendees stood a chance to win VIP tickets to the Local Fashion Police finale, further adding to the excitement.

In line with our commitment to supporting local, we also partnered with one of our décor members Pick a Rose, who beautifully transformed the space with elegant floral arrangements, creating an inspiring and celebratory ambiance.

Beyond the formalities, the event provided a valuable platform for women to network, connect, and share their journeys, fostering a sense of community and empowerment among all who attended.

Attendance: 60

Target: Stakeholders & Media



The Gauteng Department of Economic Development (GDED), (Women's Day Commemoration Event) – 25 August 2025

The Gauteng Department of Economic Development (GDED), in partnership with the DTIC and the Gauteng municipalities hosted a Women's Day Commemoration Event under the theme "Creating Economic Pathways for Gauteng's Townships – One Corridor at a Time." The event formed part of a province-wide outreach initiative to identify and speak to women in often far-flung areas.

Proudly South African was invited to speak at this event, and was represented by Ms. Jeannine Van Straaten, Executive Manager: Strategy, Stakeholder relations, Legal and her topic was Make local your business.

The organiser highlighted that the event is part of a province-wide outreach initiative to identify and communicate low-barrier economic opportunities that are relevant and accessible to township-based women and youth, with a particular focus on services, micro-enterprises, and informal sector participation. There was also a sector focus for each corridor such as ICT and the digital economy, Creatives, tourism, etc.

Reach: 41

Target: Women in Gauteng Department of economic development, Women's from dtic Women at Gauteng Municipalities



Victoria Yards – 7 September 2025

In line with our APP, Proudly South African took its members to another market, this time at the vibrant Victoria Yards in Johannesburg. These opportunities are created by Proudly South African to extend the access to market opportunities for our members. Known for its unique blend of art, culture and community spirit, Victoria Yards provided the perfect setting for members to showcase their products to a diverse and engaged audience.

Nestled in the heart of the city, Victoria Yards is more than just a market space. It is a creative hub where local artisans, designers, and small businesses come together. The environment is warm, energetic and inspiring, with a steady flow of visitors who come not only to shop but to connect with authentic South African brands and experiences. For exhibitors, it offers direct access to a market that values homegrown innovation and quality craftsmanship, making it an excellent platform for business exposure and lead generation.

Imijelo Ye Africa and Setsong Tea, two Proudly South African members, took up the opportunity to exhibit at this edition of the market, and both expressed their excitement at being part of such a dynamic environment. They enjoyed engaging directly with potential customers, receiving real-time feedback, and building connections that will potentially support their businesses. Beyond exposure, the day proved to be fruitful with many quality leads generated. This is testament to the market's ability to link businesses with consumers who are passionate about supporting local.

Taking members to markets in and around South Africa, highlights Proudly South African's ongoing commitment to creating meaningful opportunities for its members. By connecting local businesses with platforms such as Victoria Yards, the campaign not only drives visibility and sales but also reinforces the power of buying local to strengthen our economy and communities.

Attendance: 200+

Target: South African General Public, Artisans, Creatives and Families



LFP Masterclass CPT – 10 September 2025

Proudly South African, in partnership with Fedisa, African Bank, and FP&M SETA, hosted the Cape Town leg of an engaging LFP Masterclass as part of the build-up to the highly anticipated Local Fashion Police (LFP) Finale. The session brought together a dynamic panel of industry leaders who shared their expertise and insights while engaging with fashion students through an interactive Q&A session.

The day was hosted by Melanie Rayner from Fedisa, who also participated as one of the panelists. The distinguished panel featured Siyavuya Mhlanga from African Bank, Andre De Beer from FP&M CETA, Fedisa representative, CMO Happy MaKhumalo Ngidi from Proudly South African, Greg Wallis, Stephen van Eeden, and Thabo & Nobukhosi Mukwevho from Khosi Nkosi.

The masterclass explored a variety of key topics, including smart banking tips for startups, an inside look into South Africa's textile industry, the impact of the Local Fashion Police on the R-CTFL sector, preparing students for life after fashion school, navigating industry challenges, red tape, and consumer psychology, as well as insights from a fashion designer's journey. The discussion concluded with valuable lessons on the business of fashion and the importance of brand marketing in building a successful fashion label.

Attendance: 80

Target: Students, Stakeholders



Webinar: Turning workers into a skillfully ready future worker through SETA's – 12 September 2025

Proudly SA recognises the problems that affect youth such as unemployment, and it is critical to step in and call organisations that can assist in tackling this matter. The webinar convened different training authority bodies to assist in closing the information gap.

The webinar was facilitated by Noluntu Dladla from CityPreneur, CEO: Legacy Youth Hub)

The following SETAs Speakers were invited, MICT-SETA, Mr Sabelo Ndlamlenze: Learning Programme Advisor, FoodBev SETA, Ms Makatseng Mokome: Senior Manager: Stakeholder relations and AgriSETA, Ms Lisanda Mgushelo, Manager: Monitoring, Evaluation and research who all shared comprehensive information to ensure youth is placed in the forefront of the skills development programmes.

In addition, the following speakers from other entities, Productivity SA Mr Matthews Moatli, Senior Manager: Competitiveness Improvement Services-Region 1 and Industrial Development Corporation (IDC) Mr Craig Sauls, Programme Manager spoke of the positive work they are involved in that aim to benefit the youth.

This webinar was a solution driven to create a viable ground, of closing gap of skills by bringing on board various players in the skills development arena to impart information on skills.

Reach: 175

Target: Proudly SA Members, Youth, Prospective Members

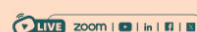


Turning workers into a skillfully ready future worker through SETAs

Date: 12 September 2025

Time: 10:00 – 12:00

Platform: Zoom and social media platforms



Women in Agriculture: Pioneers, Innovators, and Leaders Webinar– 29 August 2025

The program empowered women in agriculture by providing them with the knowledge, skills, and inspiration to not only step into leadership roles and build a legacy, but to actively influence agricultural policy and advocate for their rights. It aimed to equip women with the tools to adopt technology and innovation, and to develop an entrepreneurial mindset that enabled them to transform their farming activities into successful commercial ventures. Ultimately, the goal was to empower women to become the driving force behind a more equitable, innovative, and prosperous agricultural sector.

Speakers included, Khumbuzile Mosoma, Senior Manager for Agribusiness Development at NAMC; Sheena Paulus, owner of Tri Toad; Tracy Davids, Executive Director of the Commodity Markets and Foresight Programme at the Bureau for Food and Agricultural Policy (BFAP); Adi Abrahams, founder of Pasture and Plates; and Mokgadi Mphakalasi, founder of E-Taufarm.

They spoke on key themes such as From Farm to Business: Cultivating Female Agripreneurs, Leadership and Legacy, Innovation and Technology, Agri-preneurship, and Linking Farmers to Markets:

Challenges and Opportunities in Agriculture.

The webinar concluded with an engaging Q&A session, where attendees had the opportunity to ask questions, share their perspectives, and gain further insights from the speakers.

Attendance: 174

Target: Young women, Aspiring & existing Agripreneurs, Women in Agricultural Leadership and Advocacy



Unlocking Business Value with AI: Practical Strategies Webinar– 11 September 2025

This webinar explored how Artificial Intelligence (AI) could be practically applied by South African businesses to drive growth and efficiency. It focused on identifying and utilizing accessible AI tools and solutions with local examples, demonstrating how AI boosts productivity through task automation and operational optimization, especially for SMEs.

The session also covered leveraging AI to transform data into actionable insights for better market understanding, predictive analytics, and informed decision-making. Ultimately, the webinar outlined strategies for future-proofing businesses to remain competitive and relevant in an evolving, AI-driven economy.

Speakers included, Raphael Segal from Legal Interact, who discussed Boosting Productivity & Efficiency with AI: A Guide for SMEs; Dr. Vuyo Yokwe, who explored Providing Convenience and Efficiency in Health Care; Vukosi Sambo from PHA, who presented on Data-Driven Decisions: How

AI Unlocks Insights for South African Businesses; and Saul Bloch from Elucidate AI, who unpacked Future-Proofing Your Business: Adapting to the AI-Driven Economy.

The webinar concluded with an insightful Q&A session, where attendees engaged with the speakers, asked questions, and gained valuable practical knowledge on integrating AI into their business operations.

Attendance: 303

Target: SME's, Entrepreneurs, IT Managers, Business Analysts, Business decision-makers.



Webinar: Branding for Mzansi: Infusing Local Culture into Your Brand – 23 September 2025

Proudly South African hosted a webinar titled “Branding for Mzansi: Infusing Local Culture into Your Brand”, designed for entrepreneurs, aimed at education business owners on infusing local culture into their brand.

“Branding for Mzansi: Infusing Local Culture into Your Brand” was a dynamic and insightful webinar designed for entrepreneurs, marketers, creatives, and business owners who want to create authentic, proudly South African brands that stand out and connect with the hearts of local consumers.

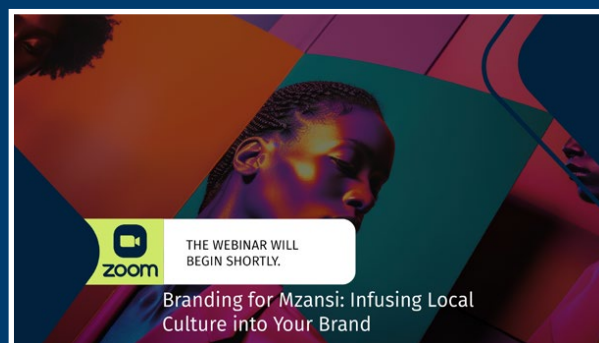
Facilitated by Adi Abrahams, the session featured expert advice from Kaylin Mendez, Owner at Ruff Agency, Adi Abrahams, Owner at Pasture and Plate and Alicia Logan, Proudly South African Membership Manager.

Key topics included members to use our logo

on all their branding for credibility, Language as Identity: Incorporating SA's 11 Official Languages into Branding and Understanding Mzansi's Cultural Landscape: How history, language, and identity shape consumer behaviour in South Africa and the role of Ubuntu, diversity, and local pride in brand loyalty.

Attendance: 176

Target Audience: Proudly South African SMMEs, general public, Business owners.



Heritage in Every Purchase: How Consumers Keep Traditions Alive – 29 September 2025

The aim of this webinar was to empower South African consumers with knowledge on how their everyday purchasing choices played a vital role in preserving the nation's rich cultural heritage, uplifting local communities, and nurturing homegrown talent. By spotlighting heritage-inspired entrepreneurs and celebrating uniquely South African success stories, the session encouraged conscious consumerism that honoured our traditions while embracing innovation. Through a dynamic panel discussion featuring diverse voices, this webinar offered an inspiring dialogue on the importance of supporting local, ensuring that the spirit of our heritage continued to thrive in every market, home, and generation.

Speakers included Apiwe Nxusani-Mawela, founder of Tolokazi Beer, and Sphe Mbhele from The Music Imbizo, with Alicia Logan serving as the facilitator.

They spoke on themes such as The Cultural Value of Local Products, Heritage as Innovation, and Economic Empowerment Through Heritage. The session concluded with an engaging discussion that encouraged attendees to embrace local

pride and support South African creativity and enterprise.

Attendance: 218

Target: South African Consumers, Heritage & Culture Enthusiasts, Small business owners & Entrepreneurs, Students & Youth, Corporate & Retail Stakeholders.



Webinar: FoodBev Seta – 25 September 2025

Proudly South African, in collaboration with FoodBev SETA, hosted a highly informative webinar aimed at members in the food and beverage industry. The session was a closed session to introduce Proudly South African members to FoodBEV Seta. It was designed to inspire, inform and equip participants with the skills and strategies needed to elevate their workplaces and drive long-term efficiency through a skilled and competent workforce.

The webinar was expertly facilitated by Proudly South African's Alicia Logan, who guided the conversation with energy and professionalism, ensuring members gained maximum value from the experience.

The programme opened with a keynote address from Sinaye Mgidi, General Manager of FoodBev SETA, who set the tone for the day by highlighting the vital role of skills development in shaping a stronger and more competitive sector. His remarks underscored how investment in people is the foundation of both business sustainability and industry growth.

Following him, Dr. Notokozo Lwandle, Senior Manager of Quality Assurance at FoodBev SETA, delivered a deeply insightful presentation on "FoodBev SETA Support: Framework for Developing Qualifications and Skills Programmes." Dr. Lwandle not only outlined the structured opportunities available to members but also shared practical ways businesses can align with the framework to strengthen workforce capabilities. The final presentation was delivered by Makatseng Mokome, Senior Manager of Stakeholder

Relations at FoodBev SETA, whose engaging session unpacked the organisation's stakeholder engagement strategies. Her insights highlighted the importance of building collaborative networks, opening doors for businesses to tap into valuable support systems and growth opportunities.

To close the session, Alicia Logan facilitated an interactive Q&A segment, allowing members to seek clarity and guidance directly from the FoodBev experts. The discussion was lively, with members engaging actively and gaining tailored advice to address their unique challenges.

Overall, the webinar proved to be an invaluable platform. FoodBev SETA's speakers provided both strategic vision and practical tools, ensuring that Proudly South African members walked away empowered and better equipped to drive efficiency in their businesses. The collaboration between Proudly SA and FoodBev SETA was a resounding success. This collaboration proved to be a true example of how partnerships can uplift industries and strengthen the proudly local economy.

Attendance: 70 Proudly South African Members

Target: Proudly South African Members in the Food and Beverage Sector



The Economic outlook and Pre-emptive strategic look for business – 30 September 2025

The webinar was created to discuss the various problems that hinder the companies from growth and development is often affected by the economic outlook that is volatile. The webinar was a much needed to address the festering problems and to action the speakers to provide practical ways how they can navigate business problems and not continue same way as they operated.

The various points discussed were:

- Adapting to shifts in inflation, interest rates, and global trade/market risks
- Opportunities in green manufacturing, AgTech, and the digital economy
- Understanding the political landscape and its economic impact

The following speakers were invited to Alicia Logan (Proudly SA Membership Manager), Mr Mphethe Tau (IDF Capital: Business Development

Executive), Dr Gamuchirai Mutezo (Madam Waste: Founder and CEO) and this much needed webinar was facilitated by Nkhensani Maluleke (City Of Johannesburg: Deputy Director: IGR Economic Development Facilitation – Department of Economic development)

Attendance: 333

Target: SME's, Entrepreneurs, Proudly SA members, Prospective members.



Cradlestone Mall Activation - 13 September 2025

Proudly South African brought the excitement of local fashion to life at Cradlestone Mall with our vibrant Local Fashion Police Activation. The purpose of this activation was to spread awareness about our dynamic Local Fashion Police competition. This is an initiative that celebrates wearing local and encourages South Africans to showcase their proudly South African style on social media. By uploading their looks with the official campaign hashtags, seven entrants stand the chance to win an incredible prize of R50 000 worth of fashion each from the Local Fashion Police judges.

To capture the attention of mallgoers, Proudly South African transformed the activation space into an unmissable fashion hotspot. An eye-catching red carpet ran through the area, inviting shoppers to step into the spotlight and strut in their local outfits, feeling every bit as glamorous as runway stars. The atmosphere was electric, with mirrors stationed throughout the space wrapped in Local Fashion Police danger tape, creating the perfect backdrop for selfies and outfit shots. Every detail was carefully curated to immerse the crowd in a fashion-forward, proudly local experience.

The runway-style setup was elevated by mannequins dressed in striking designs from Ntozinhle Lifestyle and Thesis Lifestyle, showcasing the incredible creativity and craftsmanship of our member designers. These displays not only decorated the space but served as bold reminders of the talent within South Africa's fashion industry. Our trusted MC kept the energy levels high, engaging the crowds, explaining the rules of the competition, and ensuring that everyone knew how to take part.

The activation also gave shoppers more than just information. The activation offered them an unforgettable experience. Those who walked the red carpet didn't just pose, many also took the opportunity to dance to a soundtrack of popular South African hits, turning the activation into a celebration of local fashion, culture, and pride. The combination of glamour, music, and interactive elements made the stand impossible to miss and highly memorable.

The execution of this activation was a success. The stylish setup drew in a constant flow of passersby, while the interactive red carpet and mirrors encouraged meaningful engagement. Most importantly, the public walked away not only informed about the competition but also inspired to embrace and showcase local fashion.

The Local Fashion Police Activation at Cradlestone Mall proved once again that proudly local fashion is bold, exciting, and worthy of celebration.

Attendance: 200+

Target: South African Consumers



DSTV Delicious International Food & Music Festival Powered by Lotto-Star: A Celebration of Culture, Flavour and Beats – 20 & 21 September 2025

The DSTV Delicious International Food & Music Festival, powered by LottoStar, returned to the Kyalami Grand Prix Circuit on 20 and 21 September 2025 for another unforgettable weekend filled with world-class entertainment, good food and creative expression.

As the festival celebrated its 11th instalment, Proudly South African made sure festival-goers experienced the best of local lifestyle brands. The Local Playground was a fun and vibrant space that showcased proudly South African clothing, hair products, candles and other lifestyle items. It also featured popular games that many South Africans know and love.

The Shesha 3.2.1 boardgame was the star of the showcase. This proudly local version of 30 Seconds brought people together for a quick and exciting game. Lucky participants walked away with proudly South African goodies such as Khoi Tech watches through the claw-grabbing machine. Also in the Local Playground was a foosball machine and an old school game machine featuring Pacman and street fighter.

Our participation at the festival was about more than just visibility. We created awareness, shared key localisation messages, built new relationships, generated leads and supported our members in making real sales.

Proudly South African members who exhibited included:

- Ethereal Candles
- RE-L8
- Nomakade
- Modern Mbadada
- Ntozinhle Lifestyle
- Imprint
- Ditsala

We also brought the Local Fashion Police activation to the festival. Attendees wearing local fashion were rewarded with prizes and encouraged to enter the campaign. This was a fun and engaging way to shine a light on local style.

The turnout was impressive, and the activation area was spacious and lively. We had a strong variety of lifestyle brands that connected well with the crowd. All planned activities were successfully executed, supported by strong pre-event communication on social media.

This activation gave Proudly South African members a valuable platform and strengthened the localisation movement among festival-goers.

Reach: 40 000+

Target audience: Lifestyle enthusiasts, Media, food enthusiasts, party goers, and potential members and stakeholders.





4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

Quarter 2 was a vibrant and impactful period for the PR and Communications team, marked by high-profile launches, nationwide activations, and meaningful conversations that placed localisation firmly at the centre of South Africa's economic narrative.

July opened with the launch of the Local Fashion Police 2025 competition aboard the iconic Blue Train, a spectacular fusion of South African heritage, luxury, and contemporary style. The event unveiled this year's panel of judges: Tshepo Mohlala, founder of Tshepo Jeans; Asanda Madyibi; The Khosi Nkosi fashion house, co-founded by Nobukhosi "Khosi" Mukwevho and Thabo Mukwevho; Londeka Buthelezi Ndaba, founder of Malondie; Stephen Van Eeden of Stephen Van Eeden Atelier; Thandazani Nofingxana of ABANTU in AFRICA; and Prince & Warren Meko, also known as the Meko twins, who are the founders of the brand MADONSELA. They represent the pinnacle of local fashion excellence. The launch not only celebrated the creativity of our designers and fashion enthusiasts but also set the tone for this year's campaign, positioning Proudly South African as a bold driver of localisation and cultural pride in the fashion sector.

Proudly South African, in partnership with the dtic, marked a landmark milestone with the official launch of our dual e-commerce platforms, Shop Proudly SA and the Market Access Platform (MAP). These pioneering solutions provide vital visibility and accessibility for local businesses in both consumer and procurement spaces, enabling South Africans to buy local with ease while giving corporates access to over 2,000 vetted suppliers. The launch was strategically positioned to cement our leadership in tackling import pressures and creating digital opportunities for SMEs.

We also hosted the Man Cave dialogue, a powerful platform aimed at male entrepreneurs, focusing on mental health, resilience, and the realities of running businesses in tough climates. Esteemed voices such as Zuza Mbatha, Dumi Mahlangu, Lethabo Mokoena, David Wilson, and facilitator Zane Meas guided frank and empowering discussions.

Cultural pride took centre stage with the Van Toeka Tribute in honour of Mama Abigail Kubheka, delivered in partnership with the Department of Sports, Arts and Culture. This moving celebration of her legacy included a bespoke Rubicon creation, blending local heritage with contemporary South African fashion. Shortly thereafter, the campaign proudly showed up at the Hollywoodbets Durban July, where our Local Fashion Police activation once again stole the spotlight. Fashion enthusiasts were celebrated for donning local creations, while our “home of local” installation added an unforgettable, nostalgic and modern flair to the event.

August sustained this energy with a strong localisation drive during Women’s Month, beginning with the launch of MAP at the JSE, a symbolic venue underscoring our commitment to scaling SMEs into future market leaders. This was complemented by the release of the Localisation Support Fund study, which highlighted the damaging impact of offshore e-commerce giants Shein and Temu and strengthened our call for urgent localisation.

Fashion empowerment continued with the rollout of Local Fashion Police 2025 masterclasses, starting in Durban in partnership with the Durban Fashion Fair. Nearly 50 fashion entrepreneurs benefited from practical insights delivered by industry leaders, including Happy MaKhumalo Ngidi, Greg Wallis, Makhosazane Ntshangase, S’thabile Mosea, and Nokwazi Chonco. We closed the month by partnering with Southern Sun for a women’s leadership dialogue featuring Professor Mamokgethi Phakeng, who inspired with lessons on resilience and excellence.

September brought heritage, culture, and consumer connection to life. At the DSTv Delicious International Food & Music Festival, Proudly South African hosted the Local Playground, featuring lifestyle members, interactive quizzes, and proudly local prizes, ensuring festival-goers engaged deeply with our #LovedHereMadeHere ethos. We also participated in the Master Builders South Africa Congress, where our leadership contributed to crucial discussions on localisation in the construction sector.

Across the quarter, our PR and communications strategy prioritised visibility, storytelling, and the amplification of our members’ successes. Consistent coverage was secured across digital, broadcast, and print platforms, with social media activations extending reach and sparking authentic conversations about buying local.

The campaign achieved significant impact this quarter, recording an Advertising Value Equivalent (AVE) of R19 556 869,00 and a Public Relations Value (PRV) of R58 670 607,00. These outcomes reflect the depth of media engagement and the growing resonance of our localisation message.

Interview highlights included eNCA, 702, OFM, PowerFM, MetroFM, Newzroom Afrika, SAFM, Channel Africa, SABC 2, SABC News, MixFM, Cape Talk and Business Day TV.

Quarter 2 reinforced that localisation is not just an advocacy point but a necessity for South Africa’s economic resilience. By showcasing local excellence, empowering entrepreneurs, and leading national dialogues, Proudly South African continues to inspire a movement that champions job creation, cultural pride, and economic sustainability.



**LOVED HERE.
MADE HERE.**



4.5.2 PRESS RELEASES AND OP-EDS

The following were issued between July to September 2025:

NO.	DATE.	RELEASE/COMMISSION	HEADLINE
1.	01 July	TopCo Exclusive Feature	Planting the seeds of success – Entrepreneurial wisdom from one woman to another
2.	11 July	Press Release	The countdown has begun in earnest for the popular Local Wine Expo
3.	11 July	Briefly - Exclusive Release	New E-Commerce Platforms Receive a Big Thumbs Up From Organised Labour
4.	21 July	Press Release	28 Mzansi Winemakers Uncork Their Finest
5.	28 July	Press Release – Business Media	Calls to ramp up support of local wine industry intensifies amid looming tariffs on wine exports to the US
6.	29 July	Press Release – Life-style Media	Emerging wine makers win, minds and wallets at 2025 Local Wine Expo that was bursting at the seams
7.	01 August	Press Release	Threading through the rich valleys of South African heritage, culture, nomswenko!
8.	01 August	Tribe Magazine - Exclusive	South African Newly Launched E-commerce Platforms to Propel Local Industries On A Regenerated Growth Trajectory
9.	05 August	Press Release	Report finds that over 34,000 clothing retail and manufacturing jobs are at risk as offshore e-commerce platforms gain market share in SA
10.	12 August	OpEd Exclusive – Business Report	Offshore e-commerce retailers battering our industries to extinction – scaling up our manufacturing capabilities is our saving grace
11.	26 August	Press Release	Emerging fashion designers upskilled in financial literacy to better manage their rands and cents
12.	26 August	Press Release	Soweto startup Khoi Tech showcased at JSE as Proudly SA backs SMMEs
13.	01 September	Women & Home CMO exclusive	Buy Local!
14.	8 September	Press Release	Renowned academic galvanises women leaders during Women's Month celebrations
15.	15 September	Press Release	Beyond the Beats and Bites: Market Access for South African SMEs
16.	23 September	Press Release	The fortunes of small businesses significantly enhanced at DSTv Delicious International Food & Music Festival

4.5.3 MEDIA ENGAGEMENTS

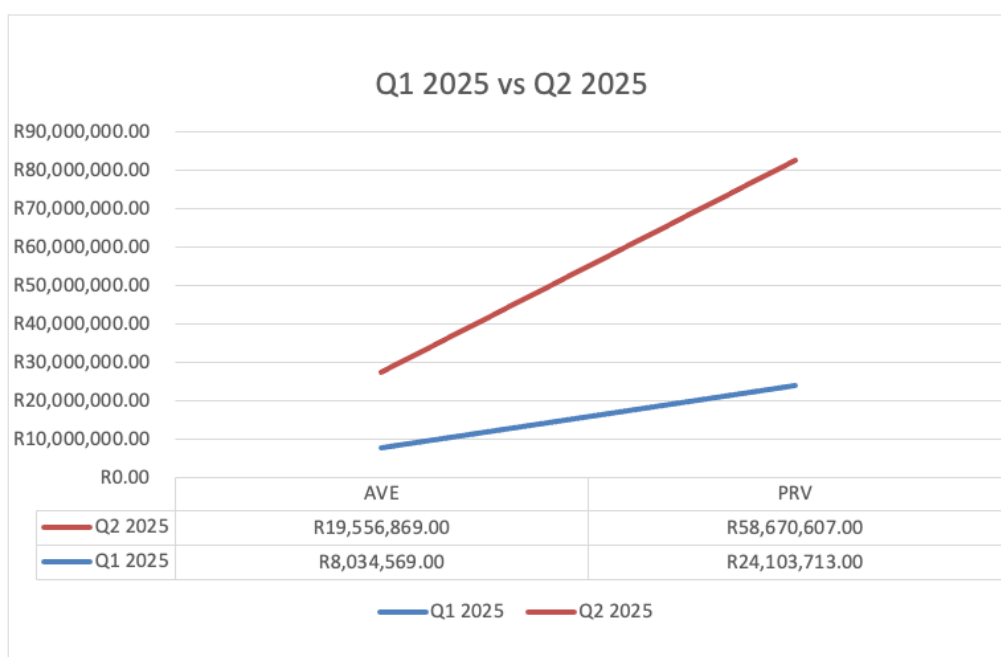
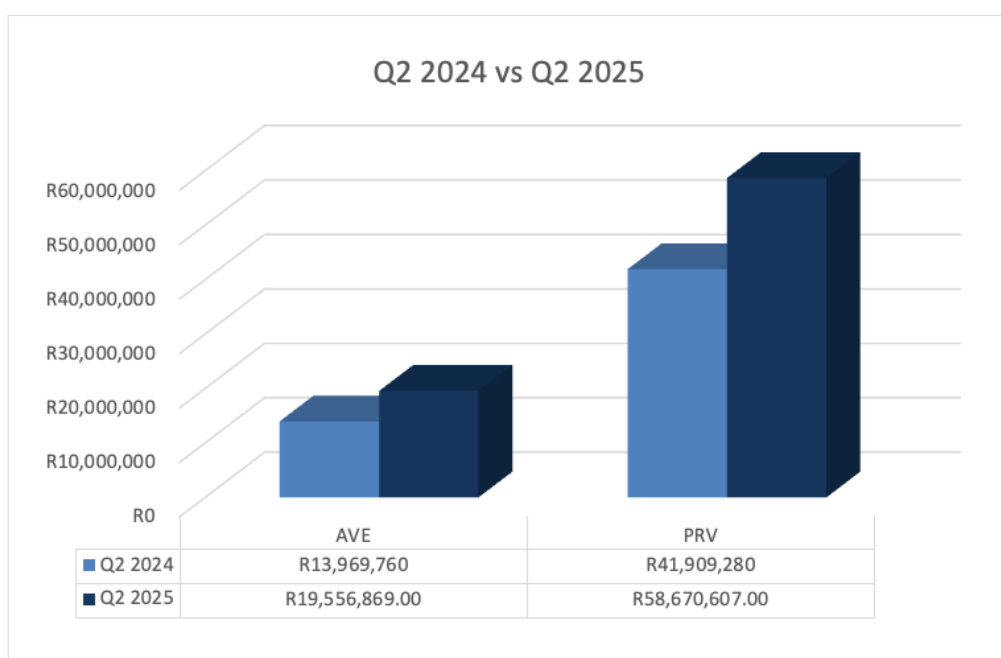
The following media engagements took place between July to September 2025:

NO	DATE	MEDIA ENGAGEMENT
1.	01 July	E-Commerce & Map Launch
2.	05 July	Hollywood Bets Durban July
3.	15 July	You FM
4.	16 July	Bizcommunity
5.	25 July	Local Wine Expo
6.	26 July	Local Wine Expo
7.	27 July	Local Wine Expo

NO	DATE	MEDIA ENGAGEMENT
8.	27 July	702 Walk The Talk
9.	01 August	Local Fashion Police Media Launch
10.	05 August	LSF Event
11.	21 August	Aspire Magazine
12.	28 August	Southern Sun Women's Day Event
13.	5 September	Kaya FM
14.	20 September	DStv Delicious Festival
15.	21 September	DStv Delicious Festival

AVE/PR VALUE

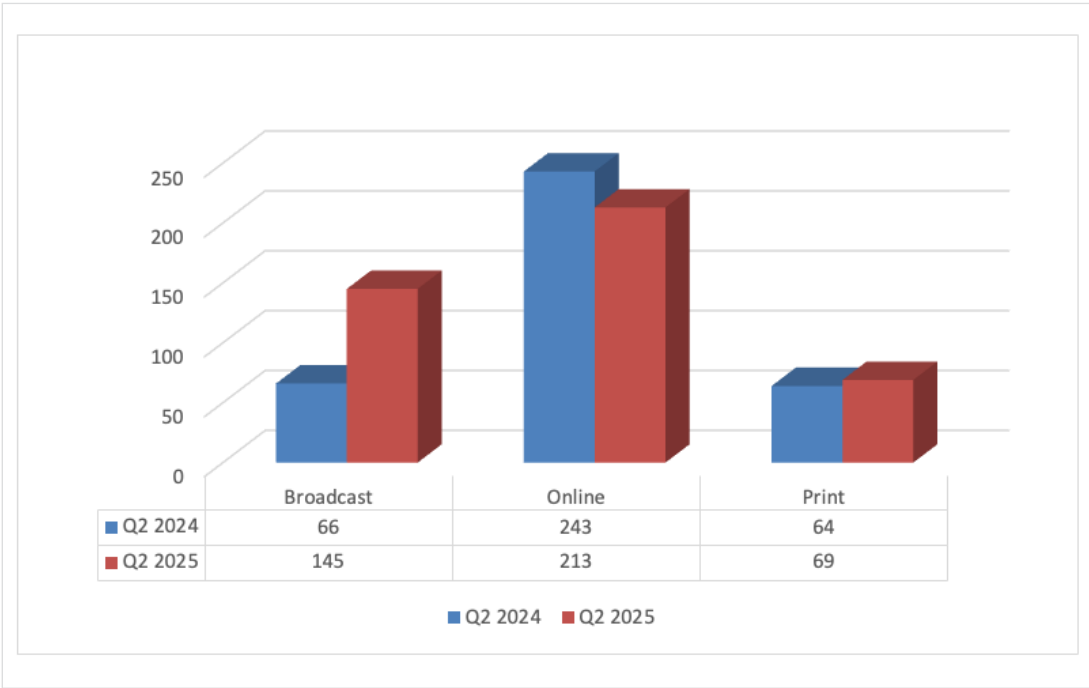
The advertising value equivalency (AVE) is what editorial coverage would cost if it were advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded between July to September 2025 is R19 556 869,00, and the PR/editorial value translates to R58 670 607,00. A comparison is made between Q1 2025 vs Q2 2025 and Q2 2024 vs Q2 2025.



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 (July - September 2025). A comparison is made between the Q2 analysis for 2024 vs 2025.

Clilp Count Analysis Q2 2024 vs 2025



COVERAGE HIGHLIGHTS

CITRUS GROWERS



THE Citrus Growers Association of Southern Africa (CGA) is a skeleton: said they wait an exemption for seasonal fresh produce from JS President Trump until... DOCTD3 NB0080 Independent Newspapers

Citrus and Wine industries plead with Ramaphosa for protection from looming tariffs

ASHLEY LECHMAN

AS US President Donald Trump's sweeping and wide spread tariffs close in on South Africa, the citrus and wine industries have called for action to be taken by President Cyril Ramaphosa in case off the detrimental effects it could have on them.

On Monday, the wine industry said that South Africans could comb down on supporting the local wine industry to offset the 30% tariffs that the United States government has slapped on South African wine exports.

The industry noted that the tariffs threaten to erode the gains the local wine industry has achieved in the bumper harvest of 2023 and will potentially hamper the jobs in the wine industry ecosystem.

Sustane Mashimbye, Chief Executive Officer of Proudly South African said, "Spurred by fiscally preferential trade terms from the African Growth and Opportunity Act (AGOA), South African wine exports to the United States enjoyed zero tariffs and propelled the United States to become South Africa's fourth largest wine export market by value after the United Kingdom, Germany, and the Netherlands.

According to the figures released by the South African Wine Industry Information and Systems (SAWIS), approximately R600 million worth of wine was exported to the United States in 2024.

"The 10% tariffs on South African wine exports to the United States don't bode well for the viability, margins, and jobs in the wine industry. We must look for alternative markets, which is a laborious process that takes time. Currently, the most viable market is us. As consumers, retailers, restaurant owners and liquor traders, we have an opportunity to buffer this important industry against the looming headwinds by ramping up support for local wine vintners," said Mashimbye.

"Over and above showcasing the finest wines from emerging wine makers, the Local Wine Expo also fosters national pride and showcases career and entrepreneurial opportunities that are available in this space," she said.

Meanwhile, the Citrus Growers' Association of Southern Africa (CGA) said it wrote to President Cyril Ramaphosa, asking for urgent action on behalf of rural communities in the Northern and Western Cape where citrus is the main crop and whose livelihoods are reliant on US SA citrus trade.

"This week, with the tariff deadline on Friday, is one of great concern for the citrus growers in the Western and Northern Cape. These two provinces annually export about 7 million cartons to the US," said De Tsholeko Ntshole, CEO of the CGA.

2,000 LOCAL FIRMS GO DIGITAL

City LINDSEY SMITH

As a bid to increase the inclusion of the economy, Proudly South African (PSA) and the Department of Trade, Industry & Competition (DITC) have unveiled a e-commerce solution that aims to foster public and commercial support for locally manufactured goods and services.

The e-commerce solution consists of a platform for consumers to purchase locally manufactured goods and services from a network of 2,000 local firms which will be listed on the Market Access Platform (MAP).

MAP will provide corporate buyers who wish to meet their localisation targets with access to a database of more than 2,000 enterprises spanning diverse industries that have been vetted and accredited by Proudly SA.

Shop Proudly SA will enable consumers to purchase locally manufactured goods and services under one roof at the click of a button.

Jarvis Mashimbye, CEO of Proudly SA, explained that the launch of Shop Proudly SA and MAP gives exposure to government and its organisations' quest to fully public support for local industries and businesses by leveraging the power of technology and connectivity to foster localisation agenda.

These initiatives also seek to address the high failure rate of small and medium-sized businesses in SA.

Their failure has at times been attributed to challenges with market access, which have been further compounded by the challenging economic environment, an influx of cheap imports and consumers' rapidly declining disposable income.

"As Proudly SA we have always sought innovative ways of galvanising public support for local enterprises to enable them to scale up, become globally competitive and create jobs."

"In that end, we believe that a e-commerce has immense potential to overcome traditional barriers to trade and create new opportunities for businesses and consumers alike," said Mashimbye.

"Through this intervention, we are harnessing technology as a catalyst for creating support for homegrown products and for companies whose manufacturing infrastructure and operations create jobs locally."

"Through these ground-breaking platforms, we seek to make it seamless for consumers and supply chain management practitioners to source from local companies while also enabling them to meet their procurement goals."

Trade, Industry & Competition Minister



Scan the QR code to visit Shop Proudly SA store



Proudly SA CEO Sustane Mashimbye

Delighting that we have lost a significant share of their respective markets, due to the influx of imports, especially in labour intensive sectors that have been negatively affected by imports.

These platforms also address a pain point that many consumers and the private sector have shared - the struggle to identify companies that have local manufacturing capabilities across different industries.

"By having all these companies under one roof for consumers shopping and procurement purposes, we provide visibility to local companies, convenience to shoppers and seamless access to a range of products," said Mashimbye.

The plan is to eventually expand the platform to include more data business-to-business platform, and add more e-commerce shipping and logistics services.

The DITC has unveiled the programme by launching these platforms and launching the development of both. This means that the participating enterprises and industrialists will be exposed to a wider base of consumers, including those looking to do bulk buying as well as those aiming to establish export products into other countries.

This year, the launch of the platform has accelerated the growth of e-commerce exponentially in SA, as it is a key to business regulators encourage consumers to look local and make use of online purchasing platforms.

Mashimbye pointed out that e-commerce is the next frontier of growth in SA, and that local businesses are confident by data from Statistics that shows that the e-commerce market in SA generated a turnover of R100m in 2023 and is expected to reach R350m by 2026.

The Silent Cry Of A Man



Discover the Marvels of Local at the 2025 Hollywoodbets Durban July

June 26, 2025

"The warmest place to be" is calling Proudly South African as it once again makes its way to Durban for the 126th edition of the Hollywoodbets Durban July, South Africa's premier horse racing and lifestyle spectacle. Set for Saturday, 5 July 2025, at the iconic Hollywoodbets Greyville Racecourse, this vibrant event promises to celebrate local talent in all its glory - from fashion to economic upliftment.

As a proud partner for the second year running, Proudly South African is determined to shine a spotlight on the incredible economic ripple effect of this much-anticipated event on the Durban region. With over 40,000 attendees in 2023, Durban's hotels, restaurants, and small businesses saw a dramatic rise in business, contributing R70 million to the city's GDP through the main event alone. When accounting for possible festivals, the total GDP impact reached an astonishing R8.8 billion, creating over 15,000 jobs.

A Celebration of Local Fashion

While the Hollywoodbets may steal the show on the racetrack, it's the bold and beautiful fashion that captures just as much attention. This year's theme, "Marvels of Material," celebrates the creativity and vision of local designers, fashion enthusiasts are encouraged to embrace local - dress proudly in South African designs and show off their unique interpretations of the theme.

Proudly South African's fashion police will be on-site in full force, asking the iconic question: "Are you wearing local?" The theme of Local MC will host engaging fashion commentary, while Proudly SA's Chief Marketing Officer, Happy Makhubane Ngidi, will serve on the judging panel for the fashion awards. One lucky winner will walk away with R20,000 worth of local fashion in partnership with Proudly South African and a featured designer.

Home of Local Activation

Proudly SA will also be setting up its signature Home of Local activation, a visually rich, nostalgic-meets-modern experience showcasing local talent and cultural pride. Adorned in vintage decor and contemporary South African design, the space reflects the spirit of local is better while fostering business pride.

Driving the Localisation Message

"The Hollywoodbets Durban July is a salient feature in South Africa's racing and lifestyle calendar. What better way to promote localisation than among A-listers and trendsetters strutting on the red carpet? The event shows how buying local - from accommodation and travel to fashion and hairstyling - creates real economic opportunities."

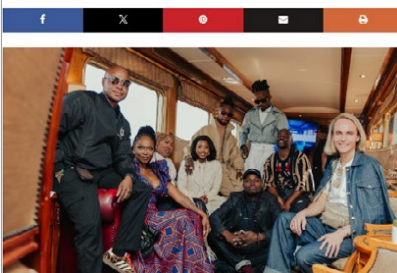
Happy Makhubane Ngidi

The 2025 edition of the Hollywoodbets Durban July is set to be bigger, bolder, and more proudly South African than ever before. Whether you're there for the races, the fashion, or the electric Durban vibe, remember to support local - because it's not just a slogan, it's a strategy for the economy.

Impress the Local Fashion Police to bag a designer wardrobe worth R50k

The popular contest celebrating the best in Proudly South African style is back. Flaunt your passion for homegrown fashion on social media for a chance to win

25 September 2025 - 09:32



Clockwise from left: The Proudly South African Local Fashion Police judges include Thabo and Khosi Mukevho, Asanda Madyibi, Londeka Buthelezi Ndaba, Prince and Warren Moko, Thandazani Nofingana, Stephen Van Eden and Tsholeko Ntshole.

Image: Proudly South African

The Proudly South African Local Fashion Police are back - and they've issued a "warrant of arrest" for anyone found not to be wearing locally designed and

RSG Geldsake

Proudly SA wil sy lede se produkte aanlyn verkoop

Jeannine van Straaten, uitvoerende beampete vir strategie, belanghebberverehouding en regspraktijk by Proudly SA, gesels oor die regering se nuwe aanlyn platform.

By Ryk van Niekerk · 27 Jun 2025 · 19:37



Jy kan ook hier na die potgooi op iono.fm luister.

TAGS: DEPARTMENT OF TRADE INDUSTRY AND COMPETITION | E-COMMERCE | JEANNINE VAN STRAATEN | ONLINE SHOPPING | PROUDLY SA | SOUTH AFRICAN PRODUCTS | THE DEPARTMENT OF TRADE



LOCAL FASHION POLICE 2025

PROUDLY SA DEBUTS FIFTH EDITION

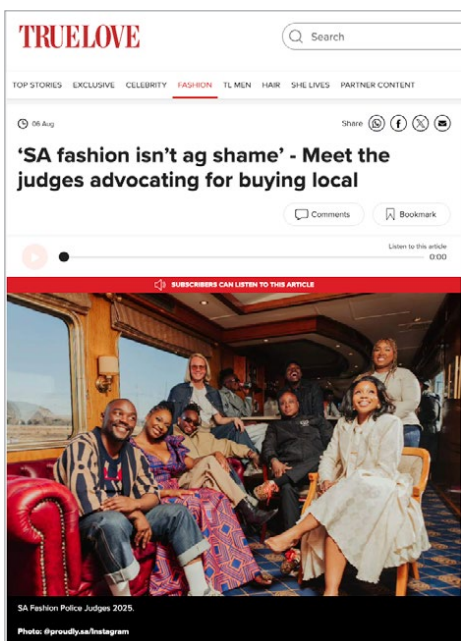
2133 | ROUTE SHUTDOWNS | PUBLIC WORKS DEPARTMENT SIGNS FOUR LEASE AGREEMENTS FOR PRIVATE PRO



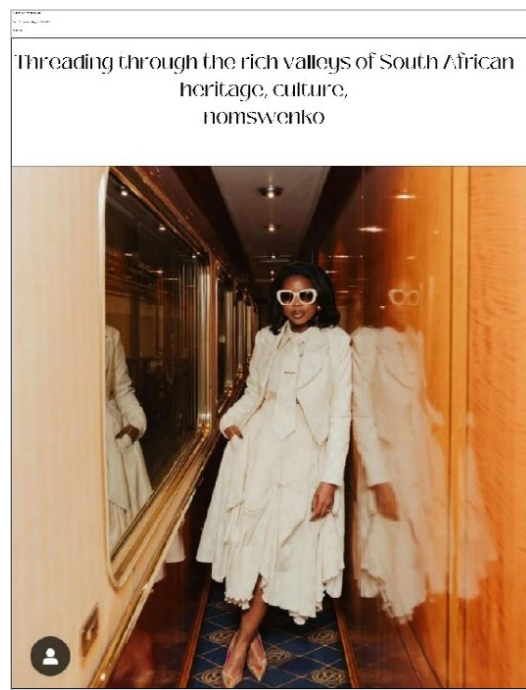
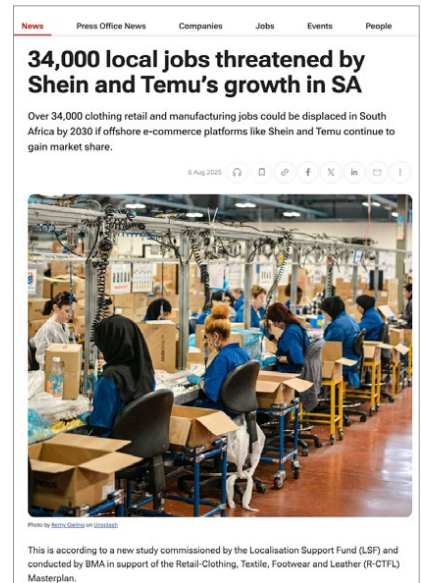
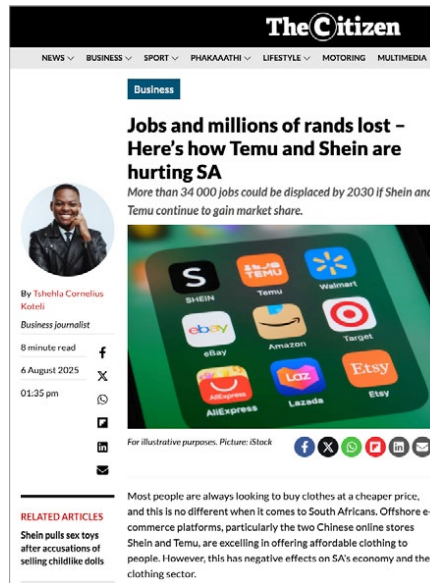
Fashion revival faces economic challenges

Pope Leo leads an open-air mass in Rome

COVERAGE HIGHLIGHTS



COVERAGE HIGHLIGHTS





**LovedHere.
MadeHere.**



proudly.sa ...

Proudly South African

3,984 posts 53.3K followers 1,450 following

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

Sturdee Avenue, Johannesburg, Gauteng 2196

shop.proudlysa.co.za/?srsltid=AfmBOopnqWwkv4WfUYIXk3U5T3fd...

proudly.sa



Followed by neowawa, ninobrownngp + 20 more

Following ▾

Message



#SAMA30



#LocalWine...



#HBDJ



Media Cook ...



V-Day2024



#SONA2024



SAMAS29

4.5.5 SOCIAL MEDIA SNAPSHOT

We take great pride in the goldmine that is our owned platforms, particularly our social media channels. The level of interest and engagement we've experienced this quarter has been outstanding. Our social media presence forms the cornerstone of our strategy, aimed at expanding 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 July to September 2025.

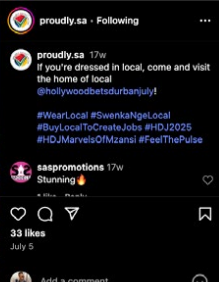
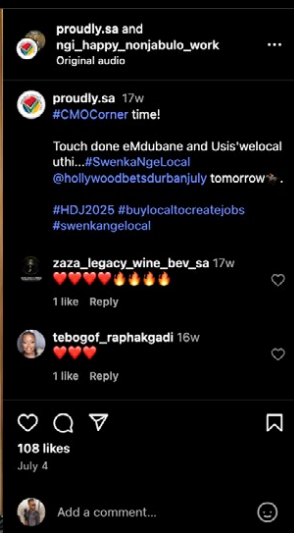
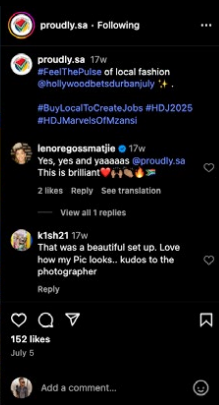
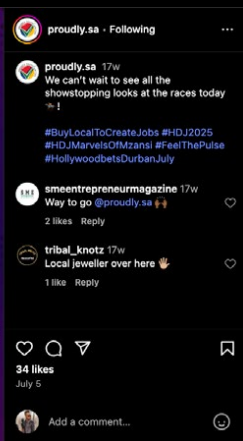
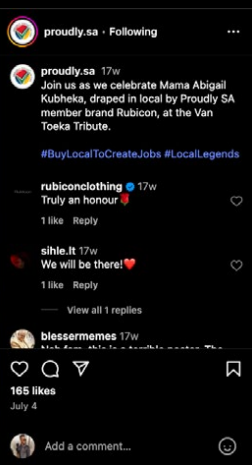
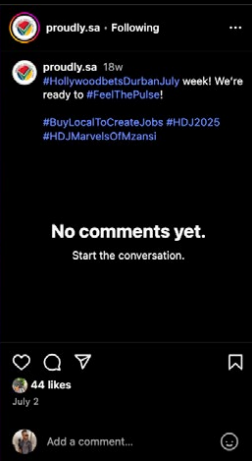
	Followers 1 Apr – 31 Jun 25	Followers 1 Jul – 30 Sep 25	Q4-Q1 growth	Q/Q growth (%)
Facebook likes	41 024	41 448	424	1.03
Facebook follows	129 000	131 228	2 228	1.73
Instagram	50 190	52 768	2 578	5.01
LinkedIn	13 752	14 239	487	3.48
Twitter	185 364	188 062	2 698	2.53
YouTube	1000	1100	100	9.52
TikTok	65 421	66 621	1 200	1.83
TOTALS	485 751	495 466	9 715	2.00%

This quarter, the campaign's social media platforms reached some 495 466 consumers through captivating and thought-provoking content.

ON THE SOCIALS



ON THE SOCIALS



ON THE SOCIALS



proudly.sa · Following

proudly.sa 15w
Ofcourse we have an activation, where you can win a little something local!
Where? The Local Wine Expo on the 25th - 27th of July at Prison Break Market 🍷
Come sip with us 🍷. Registration is FREE. Registration link in bio.
#LocalWineExpo2025

62 likes
July 22

Add a comment...



proudly.sa · Following

proudly.sa 15w
We promise it'll be love at first sip at the Local Wine Expo on the 25th - 27th of July at @prisonbreakmarket 🍷
Registration is FREE. Link in bio.
#LocalWineExpo2025
#BuyLocalToCreateJobs #wineovers
#winecommunity #winevibes
#localwineinwinter #localislekker
#prisonbreakmarket

kindness_sunungula 15w
Can we get some remuneration for being the face of this year's advertising? 🍷🍷🍷 #localwineexpo

1 like Reply
View all 2 replies

50 likes
July 19

Add a comment...



proudly.sa · Following

proudly.sa 14w
We're counting down the hours before we get to savour some of the best local wines in Mzansi.
Come sip with us 🍷. Registration is FREE. Registration link in bio.
#LocalWineExpo2025
#BuyLocalToCreateJobs #wineovers
#winecommunity #winevibes
#localwineinwinter #localislekker
#prisonbreakmarket

salamnamosese 14w
Sip sip 🍷

4 likes Reply
View all 1 replies

70 likes
July 23

Add a comment...



proudly.sa · Following

Original audio

proudly.sa 15w
@adreachgroup_ supporting local businesses, one street pole ad at a time.
We had a great time with our member company @adreachgroup_ as they taught us the business of out-of-home advertising 🍷.
#MandelaDay #BuyLocalToCreateJobs

No comments yet.
Start the conversation.

18 likes
July 19

Add a comment...



proudly.sa · Following

Original audio

proudly.sa 17w
The category? Out of this world fashion...that's made with love by local designers!
#BuyLocalToCreateJobs #HJ2025
#HJMarvelsOfMzansi #FeelThePulse
#HollywoodBetsDurbanJuly

No comments yet.
Start the conversation.

41 likes
July 5

Add a comment...



proudly.sa · Following

proudly.sa 14w
Catch us @decoraxfrica - the ultimate style destination!
We're proud to be hosting @koopurn, @ametfurnishings and @sixtwentyh, three amazing Proudly South African members showcasing their handcrafted furniture and home décor pieces. Think local, luxe, and one-of-a-kind.
This is a major moment for our local creatives - so grab your tickets, show up, and support local design in a big way.
24 - 27 July at the SCC.
Buy your tickets here:
<https://register.decorax.co.za/joburg/ticket>
#DecoraxJoburg

21 likes
July 23

Add a comment...



proudly.sa · Following

proudly.sa 14w
Wine Wednesday 🍷
#LocalWineExpo2025
#LovedHereMadeHere
#BuyLocalToCreateJobs
#prisonbreakmarket

No comments yet.
Start the conversation.

32 likes
July 30

Add a comment...



proudly.sa and **malondia_official**

proudly.sa Edited · 13w
The LocalFashionPolice is back!
Let's meet our #LocalFashionPolice2025 judges, shall we? 🍷
@londeka_b, founder and designer of @malondia_official
#LocalFashionPolice2025
#FashionPolice2025
#LovedHereMadeHere
#TheBlueTeam
#TheBlueTeamExperience

malizede 13w
🍷🍷🍷

2 likes Reply
View all 1 replies

215 likes
August 1

Add a comment...

ON THE SOCIALS



4.6 MARKETING & PR - CONCLUSION

The Marketing and Public Relations division closed Quarter 2 with remarkable momentum, deepening Proudly South African's influence as a leading advocate for localisation and economic transformation. Through bold campaigns, high-impact launches, and meaningful engagements, we continued to bridge industries, inspire collaboration, and elevate the visibility of local excellence across multiple sectors.

Each initiative, from the Blue Train launch of the Local Fashion Police competition to the unveiling of our e-commerce platforms and the vibrant activations at the DStv Delicious Festival, underscored the power of storytelling in driving national pride and economic inclusion. These efforts not only strengthened our message but translated localisation into a lived experience for consumers, corporates, and communities alike.

As we move forward, our focus remains clear: to ensure that every South African sees the value, pride, and possibility in buying local. Quarter 2 has reaffirmed our purpose, to keep localisation at the heart of our national identity and to turn advocacy into tangible impact, one proudly South African story at a time.

4.7 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
1 July 2025	Launch of e-Commerce Site	Sandton, Johannesburg
8 July 2025	All Fashion Sourcing	Cape Town
16 July 2025	Manufacturing Indaba	Sandton, Johannesburg
23 July 2025	Kasi Business Podcast	Tembisa
31 July 2025	Vinaism Business Networking Forum	Ruimsig, Johannesburg
14 August 2025	NAACAM Conference	Gqeberha
18 August 2025	Launch of MAP to the Business Community	JSE, Sandton, Johannesburg
5 September 2025	Masterbuilders Conference	Sun City, North West
25 September 2025	NEDLAC TIC Presentation	Virtual



4.7) BRANDING MANAGEMENT

Brand Management Summary: July - September 2025

During this quarter, the Brand Management team delivered a series of high-impact initiatives that reinforced Proudly South African's visibility, credibility, and engagement across multiple platforms. From experiential activations to digital and ATL campaigns, our work showcased the breadth and quality of local South African businesses while creating meaningful connections with diverse audiences.

Key initiatives included dynamic event activations, such as the Durban July "Home of Local" stand and the multi-faceted "Local Playground" at the Delicious Festival, which combined immersive brand experiences with interactive elements that drew crowds and generated shareable moments.

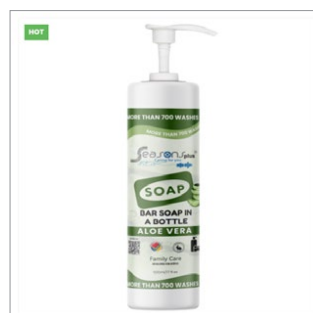
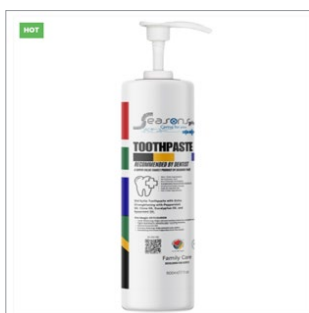
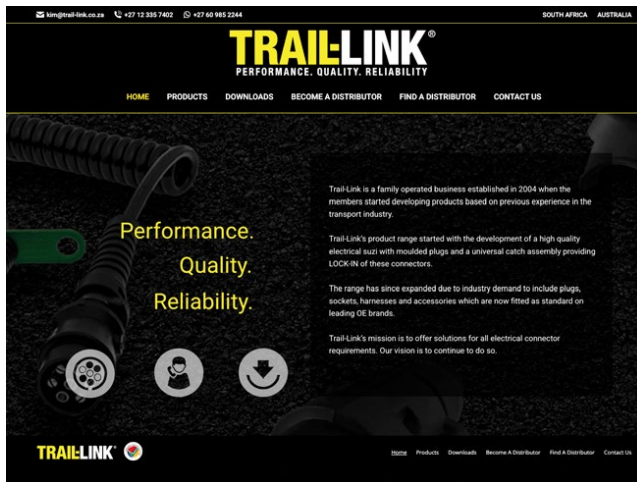
Strategic LED advertising during the South Africa vs. Nigeria match, curated partnerships like the Women's Day celebration with Southern Sun, and high-profile launches—including MAP and Local Fashion Police media launch and masterclasses—further strengthened brand recognition and positioned Proudly SA as a leader in promoting local business.

Participation in industry-focused expos, such as NAACAM and the Manufacturing Indaba, alongside socially impactful initiatives like 702 Walk The Talk, allowed the team to maintain a consistent, credible presence.

Through seamless creative execution, strategic alignment, and a focus on both visibility and engagement, the Brand Management team successfully elevated Proudly South African's brand profile, amplifying its impact across national, industry, and consumer-facing platforms.

LOGO USAGE

Brand Management supports the Membership Department by working to encourage existing and new members to adopt the use of the Proudly SA logo on as many touch points as possible including products, packaging, email signatures, websites etc. This helps to increase brand visibility and awareness, as well as promote the values of Proudly SA to a wider audience. By showcasing the logo on various platforms, members can also demonstrate their commitment to supporting local businesses and products.





SOCIAL MEDIA E-CARDS



Proudly South African provides visual support for the organisation through the design of various electronic social media posts (e-cards) that are used to promote events, competitions, special days, or honourable mentions of great South Africans. The goal is to create a positive affiliation to the Proudly South African brand.

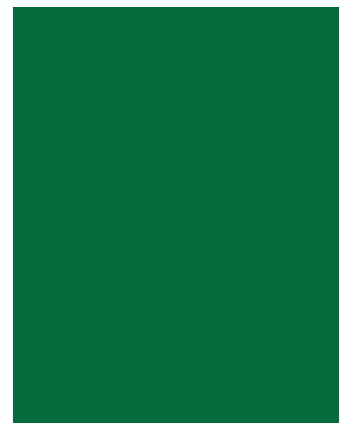


South Africa VS Nigeria

Proudly South African secured strategic LED perimeter advertising during the high-profile South Africa vs Nigeria fixture, delivering maximum brand visibility across live, broadcast, and digital channels. With a stadium attendance of approximately 17,000 and an optimistic estimated reach of 3.17 million unique viewers, the match represented an exceptional opportunity to reinforce the brand's presence during a moment of national excitement and pride.

The LED perimeter branding featured prominently throughout the live broadcast on SuperSport and SABC, ensuring continuous on-screen exposure across multiple camera angles, close-ups, and replay footage. Highlights and fan-generated content on social media further amplified the reach, extending visibility and reinforcing brand recall post-match.

From a brand management perspective, this placement positioned Proudly South African at the center of a high emotion, unifying national moment, linking the brand to values of local pride, excellence, and community support. The messaging achieved not only strong visibility but also meaningful emotional connection with audiences across South Africa.



Hollywoodbets Durban July

At the Durban July, Proudly South African activated a bold and highly visible presence with “The Home of Local”—a stand designed in the shape of a house that served as a curated showcase of local designers and their products. The immersive space highlighted the quality, creativity, and diversity of South African talent, reinforcing the brand’s positioning as a champion of local excellence. Stage video content amplified the experience, creating dynamic, shareable moments for audiences. Proudly SA, alongside Otiz Selfo, celebrated style and creativity by awarding the best-dressed attendee a prize valued at R20,000, while our CMO, Happy, personally judged the fashion. Through this activation, Proudly South African not only elevated brand visibility but also created a tangible, memorable experience that aligned with its mission to support and celebrate the R-CTFL Sector.



DELICIOUS FESTIVAL 2025

20 - 21 September 2025
Kyalami Grand Prix Circuit

DStv Delicious Food & Music

At this year's Delicious Festival, the Brand Management team delivered a multi-faceted activation that brought Proudly South African to life. We produced dynamic stage video content that engaged audiences and elevated the brand's visibility across the event. Our experiential space, "The Local Playground," provided an immersive showcase for our lifestyle members, combining interactive product exhibits with playful arcade-style activations for consumers. A highlight of the activation was a spirited dance-off between LoLo the mascot and Robot Boii, which drew crowds and created memorable, shareable moments. Through this blend of creativity, interactivity, and brand storytelling, Proudly SA reinforced its position as a champion of local businesses while delivering a fun and engaging experience for festival-goers.



PROUDLY SOUTH AFRICAN LOCALISATION TOOLS AND PROGRAMMES

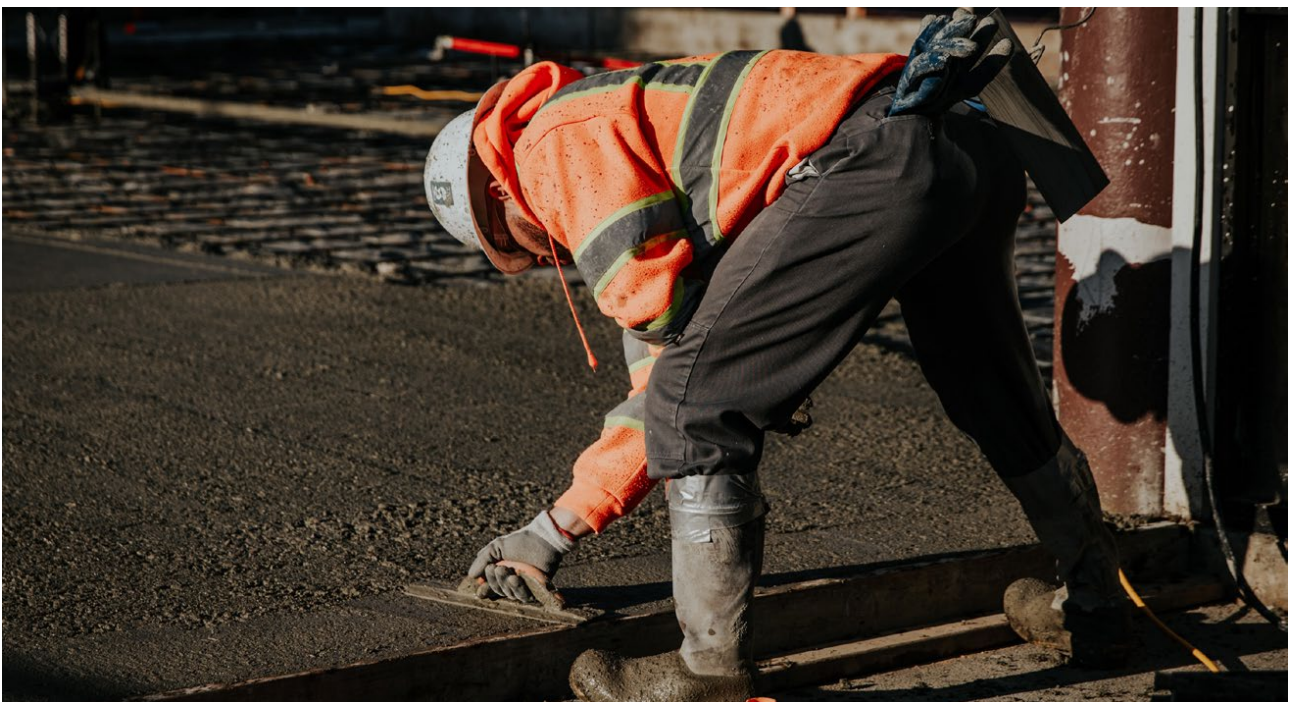
PROMOTING MARKET ACCESS OPPORTUNITIES

THE PRIVATE AND PUBLIC SECTORS

Proudly SA has conceptualised and facilitated a series of programmes and tools (including but not limited to activities and events, campaigns and platforms) aimed at supporting its four key focus areas, namely influencing the procurement practices of the private and public sector, and consumers to favour locally-made products and services, and promoting the accessibility of these through its market access opportunities for vetted companies.

Impact of Proudly South African's Tools and Programmes

Vetted companies, namely the members of Proudly SA, are the beneficiaries of the following Tools and Programmes promoting members' product and service offerings, and Proudly SA's promotion of Localisation more broadly in the country.

**1. Tools and Programmes Targeting the Private Sector****1.1 Shop Proudly SA – launched 1 July 2025**

The new Proudly SA eCommerce/online store named Shop Proudly SA (www.shop.proudlysa.co.za) introduces vetted local manufacturers and service providers with offerings of proven high quality to businesses (and consumers). Through various campaigns, Shop Proudly SA is promoted as a procurement tool of choice whereby vetted local manufacturers and service providers with offerings of proven high-quality standards are guaranteed.

Fast facts this quarter:

- number of members enlisted: 421
- number of products enlisted: 1,908 across various sectors, industries and product categories
- courier options: door-to-door and over 4,000 drop-off points nationwide
- multiple payment gateways
- business-to-consumer and business-to-business capabilities have been activated

Focus for next quarter:

- increase number of listings of products and services, as well as a more diverse range of offerings in terms of categories
- increase number of courier/fulfilment and payment gateway partners

1.2 Preferential listings on Proudly SA eCommerce Partner sites

Members may benefit from preferential listing fees, the use of the Proudly SA member logo and/or phrase on their products (descriptions), inclusion in a local Proudly SA page, expand on an ever-growing local community present on the platforms, campaigns promoting listings.

Fast facts this quarter:

To date, Proudly SA has negotiated free listings for its members on over twelve online stores, of which 371 members have enlisted 4,676 products.

Focus for next quarter:

Proudly SA is looking to increase the number of eCommerce partners as part of its strategy, as well as ensure the listing of more members' product offerings.

1.3 Localisation Commitment Pledges – on corporate/industry-level

Taking into account imperatives such as competitiveness and security of supply, Proudly SA is asking individual corporates, associations/chambers and industry bodies to show their support of Localisation by

- introducing 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), award more “shelf space” to and/or “target more” local manufacturers as possible suppliers,
- for Enterprise/Supplier Development Programmes, include localisation conditions for companies that are benefitting from corporates' programmes.

Fast facts this quarter:

- 75 commitments have been made since the inception of the programme of which procurement and investment spends average R6-8 billion per annum.
- In quarter 4, Proudly SA will introduce a programme to allow for a report-back of previous commitments made since 2018.

Current focus:

Proudly SA is gathering the feedback from previous commitments made.

1.4 Market Access Platform (“MAP”) – launched on 1 July 2025

This B2B procurement tool is an online platform to showcase member companies' offerings to potential corporate buyers in order to find reliable and vetted localised and transformed suppliers, advertise procurement opportunities to meet preferential procurement goals (including locality, size of business, B-BBEE scorecard targets, ownership – youth, black, women, disabled, military veterans, rural etc.), support the growth of high-performing suppliers, increase competitiveness in sourcing suppliers, reduce the cost of sourcing, rate services received from suppliers, record and monitor the localisation procurement commitments, and view the socioeconomic impact of their commercial activity with selected suppliers.

Fast facts this quarter:

- over 2,000 members are enlisted as suppliers
- 221 corporate buyers listed

Current focus:

Proudly SA is focusing on increasing the number of corporate buyers listed on the platform, and guiding all listed buyers to actively utilise the platform for their procurement needs.

1.5 B2B Matchmaking**1.5.1 Buy Local Summit and Expo (March 2025):****Fast facts:**

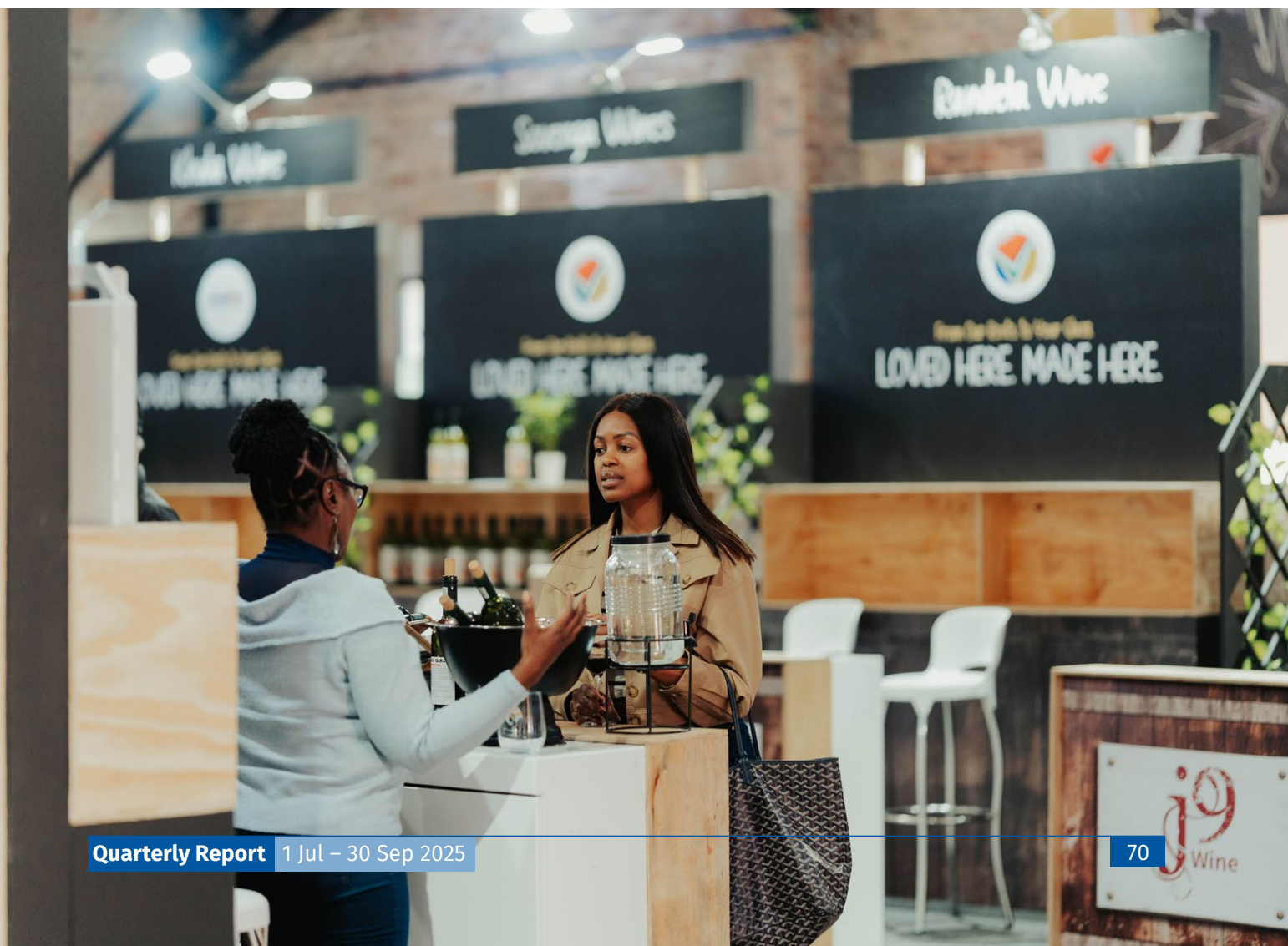
- over 970 meetings were facilitated over the two-day period for the 220 members who exhibited at the event.
- stand-out success story: Proudly SA's member manufacturing smart watches, generated R250 000 in sales at the event.

1.5.2 Local Wine Expo (July 2025):

Giving emerging, predominantly women-owned, brands the opportunity to tell their stories in order to drive demand among consumers and to sell their products at a three-day expo to industry buyers (from retailers, wholesalers and distributors as well as corporates including hospitality)

Fast facts:

- At the 2024 event, twenty-seven Proudly SA members collectively generated revenue of over R330,000 from 1,800 consumers in attendance. Proudly SA also facilitated meetings with its exhibiting members and 375 wine buyers at the event.
- For the 2025 event, Proudly SA had arranged for 198 buyer meetings for those 32 members (wine brands and producers) who had exhibited



Public Sector Interventions

Proudly SA's public sector programmes include the following:

2.1 First-hand access to tender opportunities previously designated for local content by the dtic

Proudly SA monitors over 815 websites whereby government entities post tender/RFQ opportunities. Members are forwarded tender opportunities as an access to market benefit. Proudly SA is also working with the dtic's Industrial Procurement Unit ("IPU") to expand on the key words utilised in the system to extract relevant tenders to not only include previously-designated sectors, sub-sectors and products, but also those required to impact the success of the masterplans and other government localisation initiatives. Extracting the tenders also allow Proudly SA and the IPU to contact entities to request that local content provisions be included in their respective SCM policies.

Fast facts for this quarter:

532 tenders were monitored against the 300 per quarter target.

Current focus:

Proudly SA is exploring an AI tool to automate its current service to include more tenders in its monitoring and distribution to member companies.

Future focus:

Proudly SA will include more keywords – over and above the sectors, sub-sectors and products designated for local content.

	Previously-Designated Bids Reviewed	
	Quarter 1 (2025/2026)	Quarter 2 (2025/2026)
(Number of bids received that are non-compliant with previous local content thresholds)	77 (93%)	138 (80%)
Number of bids received that are compliant with previous local content thresholds	2 (3%)	28 (16%)
Number of bids received that are partially compliant with previous local content thresholds	4 (4%)	7 (4%)
TOTAL	83	173

2.2 Recognition as a member (local content) on National Treasury's Central Supplier Database

To ease the process for those members of Proudly SA not yet enlisted on National Treasury's ("NT") Central Supplier Database ("CSD") to enlist by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA has finalised an integration process with the CSD. Development work for both organisations have been completed, and the integration is now fully functional. Members will also have the benefit of the use of the Proudly SA member logo beside their listing on the CSD to encourage those buying for government – and in-line with Proudly SA's lobbying work for entities to include local content provisions in their SCM policies – 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 in 2025/2026.

This endeavour also supports Proudly SA's input in the (new/soon to be published) preferential procurement regulations, and its lobbying work with many entities on a national, provincial and local level including SOEs and SEZs/IDZs for entities to include local content provisions in their tenders/RFQs and agreements with beneficiaries of their programmes.

2.3 Awaiting feedback from Proudly SA's submission regarding the Preferential Procurement Regulations for the Public Procurement Act of 2024:

- i. Office of the Auditor General of South Africa to ensure the Act/Regulations be implemented accordingly with sufficient accountability measures put in place including a whistle-blower line which Proudly SA could manage; also requesting a publication of those entities not complying with the new Regulations.
- ii. Proudly SA requests that the starting point be that preference should be given to locally-made goods over and above the previously designated products and sectors, and those still to be designated, by including certain commitments made previously by the public sector in the Local Procurement Accord and as contained in the Economic Reconstruction and Recovery Plan in the Regulations (for the public sector: expanding the list of (national) products by at least five products per annum, and re-instating current designation; include local content provisions in their respective SCM policies.
- iii. Centralised purchasing – advantages for economies of scale.
- iv. Relevant product specifications (available online and centralised) in line with the needs of the Republic and the capabilities of local manufacturers.
- v. Development of resources, including people and IT structures, is of utmost importance to ensure that the objectives of the Act/Regulations are met.
- vi. Award long-term offtake agreements to secure investment.
- vii. Full list of local manufacturers/service providers be publicised.
- viii. Consult industry associations and ESD companies to expand on the list of available companies.

2.4 Participation in localisation programmes spearheaded or supported by government

Proudly SA is supportive of government's localisation programmes including various sectoral masterplans. 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 twelve sectoral masterplans. Proudly SA's events targeted at consumers and the private sector mirrors its support of various sectoral masterplans such as the Local Fashion Police, the Local Wine Expo, procuring space for members at major expos such as Decorex and the Delicious Festival to name but a few.

Current focus – active masterplans: Retail-Clothing, Textile, Footwear and Leather, Sugar, Poultry, Furniture, Agriculture and Agro-processing, Medical Technology Masterplan, and Craft and Creative Industries.

3. Other Localisation Initiatives Supported by Proudly SA:

3.1 Private sector:

- Takealot
- Southern African Food Systems Transformation Alliance
- Heineken
- Volkswagen South Africa
- Zanzenza
- SA Corp Reg
- Engage Trade Africa
- Localisation Support Fund
- Achievement Alley Awards (women)
- SA Poultry Association – egg division
- Stonehenge Fleming
- Agro-marketing platform
- E-commerce Forum South Africa
- Aions Venture (Usko)
- Entle Development
- Medical Device Manufacturers of South Africa
- NAACAM
- Argo Maritime Solutions
- PayFast
- Njiya Pay
- Asatte Group

- MSME Chambers
- L'Oreal
- AdReach
- Haleon
- Glodina
- Bidvest Bank
- Sugar Association of SA
- Sun Pharma
- Southern Sun's HCI (Hosken Consolidated Investments) Club
- Southern Sun
- Shesha321 – Proudly SA board game

3.2 Public sector:

- City of Joburg
- Fibre Processing and Manufacturing (FP&M) SETA
- FoodBev Manufacturing SETA
- MEGA (SEZ)
- National Treasury – CSD team
- BizPortal team
- Department of Small Business Development
- SEDFA
- SARS – alcohol industry forum
- Gibela Business Incubator
- the dtic Export desk
- Department of Minerals Resources and Energy
- Gauteng Department of Economic Development
- CIPC
- MedTech – masterplan
- Airports Company South African (ACSA)
- SARS – Downstream Steel industry forum
- Furniture masterplan meeting
- SARS – Sugar industry forum
- Brand SA
- Business Unity South Africa
- Poultry masterplan meeting
- Department of Small Business Development's Market Access Programme

PROUDLY SOUTH AFRICAN SUCCESS STORIES

i) Member, Yamama Gemmer through its participation under Proudly SA's auspices at the DSTV Delicious Festival 2018-2024 (an access to market opportunity in the consumer space):

Name of member	Yamama Gemmer
Short Description of member	Yamama Gemmer, is a traditional homemade, locally produced, non-alcoholic ginger beer concentrate that is made with natural, local ingredients.
Proudly SA Intervention	Proudly SA identified the DSTV Delicious Festival as a prime consumer access to market opportunity for its food and lifestyle members. Proudly SA's participation spanned over what was called "The Proudly South African Food Mile". The Food Mile comprised of 8 Proudly SA Food Vendors along the main mile, an interactive Lifestyle Area that included 6 of its Lifestyle Members, a Spin-to-Win Activation and a Feature Wall that was used for Photo Opportunities. The festival is open to all members of the public, and welcomed a few international visitors from Florida, Bahamas and the United States of America.
Impact	Yamama Gemmer managed to secure an event deal with SAfrican Insurance who visited the stand during the festival. The Heritage-inspired event consisted of 150 attendees for which Yamama Gemmer catered. Mosibudi, Co-Founder of Yamama Gemmer managed to secure a speaking slot at the University of Johannesburg's Hospitality & Tourism Faculty, post the event and even managed to land an interview on Power FM. Yamama Gemmer generated a significant number of leads from the festival that have now converted to reputable sales. Yamama Gemmer generated revenue of R35,999.00 at the 2023 Festival alone.
Long term effect	Yamama Gemmer was able to complete their production kitchen through the revenue generated from their participation at the Delicious Food and Music festival. They also gained maximum brand exposure that has led to more radio interviews, a wider, more diverse client database and more interactive discussions on entrepreneurship at University Faculties.

Member, Corner Dladla through its participation under Proudly SA's auspices at the DSTV Delicious Festival, Buy Local Summit and Expo and Local Wine Expo 2018-2024 (access to market opportunities in the consumer space):

Name of member	Corner Dladla
Short Description of member	Corner Dladla Pizzeria is a Proudly SA quick service restaurant specialising in wood-fired pizzas, chicken wings and ribs.
Proudly SA Intervention	Corner Dladla joined Proudly SA in 2018 and were selling from a house. Immediately participated in the 2018 Buy Local Summit and Expo and 2018 Delicious Festival in the Proudly SA village at no cost to them (was able to secure a food-truck after these two events, due to high sales). Participated in subsequent Delicious Events up to the 2024 event in the Proudly SA village. They were one of the three food suppliers at the Local Wine Expo in both 2023 and 2024 at Prison Break Market – offered as an "access to market" opportunity for member companies that are food vendors to provide food for the wine expo visitors.

Impact	1st flagship Store opened in 2020 immediately after participating in the 2018 and 2019 editions of the Buy Local Expo and the Delicious Festival. Closed officially post the lockdown period later that year. Participated in a post July unrest retail discussion and secured space through this discussion with the mall owners, at Protea Glen Mall, and it opened its doors again in 2022. Corner Dladla made sales in excess of R12,000 during the 3 days of the wine expo in 2024.
Long term effect	Job creation and retention (5 employees to date), from a sole proprietor when it joined Proudly SA in 2018. An assistant employed temporarily for the food truck as and when consumer markets are secured by/for them. Stable operations as a result of the cross-functional nature of the store and the food truck which has very low operational costs and is able to subsidise the store when sales are not that great in the physical store side.

Name of member	Sanath Trading
Short description of member	Sanath Trading manufactures indoor and outdoor branding, branded merchandise, corporate wear, flags and building branding.
Proudly SA intervention	During the COVID-19 pandemic in 2020, with no events taking place, member received a RFQ received through Proudly SA's tender monitoring function. The member bid and won the opportunity to manufacture 100,000 face masks followed by other PPEs. Exhibition opportunity at the 2025 Buy Local Summit and Expo.
Impact	Member could retain 4 jobs. Member generated more than 80 leads. Within one month following the event, a contribution of R72,586 has been added to their monthly revenue with an average gross profit of 35%. Awaiting over R825,000 in quotes from leads generated at the event.
Long-term effect	In 2025, Sanath Trading could move to new premises, was in a position to acquire new printer machinery, and has created 14 new jobs from the staff complement of 4 in 2020, as a result of continued Proudly SA access to market interventions [the company now employs 18 people.]

iv) Member company: Oyster Plastics

Membership start date: 06/01/2020

Since the joining date, this member has increased its annual sales turnover from R50 million to R100 million. The access to market benefits provided to this company have secured its growth. Given that the stationery market is dominated mostly by importers, it is a great coup for Proudly SA to have played a hand in the growth of this company.

v) Member company: Portia M Skin Solutions (Pty) Ltd

Membership start date: 17/07/2013 as a MSME turning over less than R5 million per annum.

Due to the efforts of Proudly SA and its stakeholders, the company is now turning over more than R100 million per annum. The company went from a single employee (managing director) manufacturing but 9 products in 2013 to a current workforce of 134 employees manufacturing 50 diverse products with international presence.

vi) Member company: KT Wash Detergents (PTY) LTD

Membership start date: 13/08/2020 as a MSME turning over less than R50 million per annum.

Due to Proudly SA's interventions and its use of the trusted Proudly SA logo, the company has been able to expand on its current product portfolio from 4 initial offerings to 26 diverse products, contributing to a robust turnover of approximately R190 million. The company's workforce has grown significantly, now com-

prising 150 permanent employees and 250 casual employees, reflecting their commitment to sustainable employment and community development. Products are available in various retail outlets, including Food Lovers Market, Shoprite, Dischem, and Pick n Pay, demonstrating their broad market presence and brand recognition. The Proudly South African logo has assisted in terms of sales.

vii) Member company: Bliss Brands (Pty) Ltd

Membership Start Date: 31/07/2013 turning over less than R30 million per annum.

The company, manufacturing the well-known MAQ products, has grown significantly and is now turning over more than R100 million per annum. Today, Bliss Brands' products are widely available across all retail stores, reflecting the brand's strong market presence and commitment to quality and localising its value chain.

viii) Member company: Meondo Holdings (Pty) Ltd

Membership Start Date: 23/06/2014 as a MSME.

With its services available nationally, this company specialises in cleaning, pest control, hygiene services, waste management, trolley management, landscaping, security, auto care, and staffing solutions to various sectors. It now turns over between R50 million and R100 million per annum.

ix) Proudly SA has worked with all the major online retailers to implore them to establish a page on their platforms for local manufacturers. Proudly SA is pleased to report that of all the online stores it has contacted, it has achieved a 100% success rate in this endeavour. Examples of online retailers include OneDay-Only, Takealot, Makro Marketplace etc.

x) Since 2015, Proudly SA has been actively working with retailers in the clothing, textile, footwear and leather (and other) sectors whereby it has requested that the retailers increase their local content levels. Companies such as TFG, Mr Price, Lewis have joined the campaign and have all increased their local content levels significantly by procuring from local factories through contract manufacturing. Across the CTFL sector, retailers are highlighting to their customers the garments that are manufactured locally – another coup to Proudly SA's efforts.

xi) When the government embarked on the world's biggest rollout of anti-retroviral drugs to combat the scourge of the HIV/Aids pandemic, Proudly SA stepped up its activism efforts by advocating that the bulk of the medication be sourced from local manufacturers. Due to its efforts, a sizeable portion of the order benefitted a local manufacturer.

xii) From 2017 to 2019, Proudly SA successfully encouraged its member company, Nestle South Africa, to procure 75 locally-assembled vehicles from Nissan as opposed to an OEM situated outside the borders of the country for its township micro-enterprise programme.

xiii) In addition to the SAB success story portrayed earlier, member companies including Nestle South Africa and PG Bison have realised their localisation commitments by expanding on their current product offering by opening additional factories in South Africa: thereby creating hundreds of job opportunities and growing the Economy.

PERFORMANCE FOR THE PERIOD UNDER REVIEW

Performance for the period under review (1 July to 30 September 2025) - 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	Quarter 2: Performance Target	Quarter 2: 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;	No consumers reached	South Africa vs Nigeria LED Parameter Reach: 3,17 million viewers	+3 170 000

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
	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 Media More than 9 million consumers reached Collective reach of the platforms: July: 258 549 966 Aug: 360 113 762 Sept: 47 700 856 Social media 495 466	
	National Consumer Educational campaigns through Consumer Activations (Education Through Edutainment)	Hosted 11x Activations during 2023/24	At least 6 consumer activations hosted annually	3x consumer activations hosted per quarter	3x -Cradlestone Mall Activation -DSTV Delicious Festival -Local Wine Expo	-
	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	3x -Jozi FM – 3 July -YFM – 31 July -Mix FM – 1 Aug	-
	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	2x consumer education programme targeting basic education learners	-	-2 Due to unforeseen cancellations

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
	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	1x consumer education programme directed at tertiary education learners	1.UJ CTFL Workshop 2.LFP Masterclass Fedisa	+1
		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.UJ CTFL Workshop 2.LFP Masterclass Fedisa	+1
	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	2x -Manufacturing Indaba -Decorex	-
	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)	1x sector specific expo (Wine Expo)	1x -Local Wine Expo	-
	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	1x -Victoria Yards	-1 One Market was converted into an activation
	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	1x major Buy Local consumer activity during Heritage month	1x -DSTV Delicious Food & Music Festival	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
	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 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	-	-	-
	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 Presentation made to the Labour Policy School earlier in the year where all major federations and unions were present

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
	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	-	-	-
	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	-	-	-

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		
	Development and introduction of a national consumer targeted campaign aimed 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	- The introduction of the campaign has been moved forward as the strategic partners of the campaign are currently focusing on G20 efforts. Campaign to be initiated after the G20 Summit
	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	-	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			2025/26	Quarter 2: Performance Target	Quarter 2: Achievement Variance

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
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	-	3x -CIPC -TIKZN -ACSA	+3
		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	-	2x Presentations to the: -Gauteng Department of Economic Development -eThekweni Department of Economic Development	+2
		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	Participation in at least 1 platform targeted at heads of procurement/finance in national government per quarter	2x -Presentation to the National Treasury and other government colleagues to explain Proudly SA's local content verification on the CSD -The Department of Small Business Development (SEDFA)	+1

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
		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	Participation in at least 1 platform targeted at heads of procurement/finance in Local government per quarter	1x -Presented to the City of Johannesburg	-
	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	532 tenders	+232 tenders

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			Increase number of sectors/products tracked through the monitoring tool	Increase number of sectors/products tracked through the monitoring tool	-	-1 New monitoring tool is being developed for launch in Q3
		New Activity	Increase number of sectors/products tracked through the monitoring tool	-	-	The database will be integrated with that of NT in Quarter 3 as widely publicised by NT themselves (Proudly SA is awaiting the go-ahead from NT with regards to technical development). Integration with CIPC's BizPortal is completed.
		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	-	-	

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 2: Performance Target	Quarter 2: 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 & NED-LAC) 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	2x -JSE -BUSA	+1
		Presented to 47 Business Chambers and/or associations in 2023/24	Presentations to at least 8 business chambers, associations and industry bodies per annum	Presentation to at least 2 business chambers, associations and/or industry bodies per quarter	6x -Localisation Support Fund -Medical Device Manufacturers of SA -NAACAM -Gibela Business Incubator -SA Poultry Association (egg division) -eCommerce Forum South Africa	+4

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			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	9x -Furniture Industry x2 -Poultry Industry -Alcohol Industry -Downstream Steel Industry -Furniture Industry -Sugar and Beverages Industry x2 -Medical Devices Industry x2	+7
	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	4x -Glodina Towelling -Aranda Textiles -Coleus Packaging -Intercement SA	+3
	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 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	-	-	-
	Sector Specific Workshops/Forum	1 x sector specific forum (Local Fashion Police) hosted in 2023/24	1 x sector specific engagement per annum	1x sector specific forum	Participated in 3x third party sector engagements: -NAACAM -Manufacturing Indaba -DSBD/SEDFA Creative Sector Stakeholder Engagement	+2

Strategic Goal/ Objective	Performance Indicator / Measure	Baseline	Performance Targets			
			40 Business forums and/or webinars targeted at the private sector	10x Business Forums and/or webinars per quarter	15x	+5
			42 Business Forums held during 2023/24		-Midyear Reset for SA Businesses Webinar -MAP Business Forum -UJ CTFL Workshop -B-BEEE & Skills Development Webinar -GDED Women's Month Commemorations -Women Leading in Local Businesses Webinar -Women In Agriculture Webinar -MBSA Conference -AI Practical Strategies Webinar -Turning Workers into skilful ready future workers through SETA's - Branding for Mzansi Webinar -FoodBev Seta Webinar -Heritage In Every Purchase Webinar -The Economic outlook and pre-emptive strategic look for business webinar -DSBD/SEDFA Creative Sector Stakeholder Engagement	
	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	2x - Decorrex - Manufacturing Indaba	-
	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 or automotive)	Sector specific expos showcasing at least two industries/products (Agro-processing - Wines and CTFL or automotive)	1x sector specific expo (Wine industry)	1x -Local Wine Expo	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets
	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 registered 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. - In July 2025, Proudly SA is targeted at least 60 buyers to participate in the matchmaking activity at the Local Wine Expo. - Proudly SA is also participating in the following Market Access activities: Zanenza (exports to China) Canadian Food Network Programme SA Corp Reg BUSA Localisation Study LSF ACSA Exports to Japan with the Asante Group and the MSMEChambers.org AdReach Exports to Germany with the German Government Exports assistance for members with the dtic's export desk Takealot Gauteng Department of Economic Development -

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
					eThekweni Department of Economic Development E-Commerce Forum South Africa Aions Ventures with their Usko programme The Department for Small Business Development Stonehenge Fleming	
	Increase access to market opportunity for locally made products in the informal sector (market)	New Activity	-	Incorporation of localization in at least one informal sector programme	-	-
	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	At least 2 new localization commitments per quarter	Secure new localisation commitments from at least 8 corporates and/or industry bodies per annum	-	-2 This target was achieved in the quarter 4 of the previous year, and more commitments will be delivered in quarter 4 of the current financial year

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 2: Performance Target	Quarter 2: 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	84	-1
	(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	80%	-
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	168	-82

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	2025/26	Quarter 2: Performance Target	Quarter 2: 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	7x -Furniture Industry -Poultry Industry -Alcohol Industry -Downstream Steel Industry -Furniture Industry -Sugar and Beverages Industry -Medical Devices Industry	+4
	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	At least 1 industry reached and encouraged to participate in efforts aimed at addressing unfair trade practices in their respective industry per quarter	1x -Medical Devices Industry	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 2: Performance Target	Quarter 2: 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	-	-	-

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			
			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	11x	+1
	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			-Midyear Reset for SA Businesses Webinar -Local Wine Expo -B-BEEE & Skills Development Webinar -Women Leading in Local Businesses Webinar -Women In Agriculture Webinar -AI Practical Strategies Webinar -Turning Workers into skilful ready future workers through SETA's -Branding for Mzansi Webinar -FoodBev Seta Webinar -Heritage In Every Purchase Webinar. -The Economic outlook and pre-emptive strategic look for business	
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%	100%
			Annual compliance reviews of all members	Annual compliance reviews of all members	100%	100%

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
			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%

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets		
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	2025/26	Quarter 2: Performance Target	Quarter 2: Achievement
			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
					Variance
					-

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		
	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 12 press releases and/or opinion pieces per quarter	16x press releases and/or op-eds issued during this quarter (see reference 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	15x media engagements (see reference in section 4.5.3)
		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/ networking session per quarter	2x -Local Wine Expo 25 July 2025 -Local fashion Police Media Launch

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			
		Renewed relationship with Multi-Choice concluded a new partnership with Sowetan S-Mag in 2023/24	Media partnerships: At least one partnership in either one of the following mediums: TV, Print, Digital/Online and Radio per annum	-	-	-
Increased growth and awareness through Social Media platforms	Daily communication – Twitter, Facebook and Instagram. Increased activities during Campaigns.					
	Increase following on social media platforms and increase in publicity by 2% per annum	Following grew by more than 20,8% in 2023/24 Social Media Platforms: 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	2% -Facebook Likes: 41 448 -Facebook follows: 131 228 -Instagram: 52 768 -LinkedIn: 14 239 -Twitter: 188 062 -Youtube: 1100 -TikTok: 66 621	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 2: Performance Target	Quarter 2: 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	91.57% Number of products on Shop Proudly SA at the start of the quarter: 996 Number of products at the end of the quarter 1908	+71,57%
	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	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
			2025/26	Quarter 2: Performance Target	Quarter 2: Achievement	Variance
Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans to 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	3x -Furniture Masterplan -Poultry Masterplan -MedTech Masterplan	+2

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	2025/26	Quarter 2: Performance Target	Quarter 2: 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	-	-1 Two partnerships secured the previous quarter with an additional three to be secured in quarters 3 and 4

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	2025/26	Quarter 2: Performance Target	Quarter 2: 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 conditions and/or requirements 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, to a presentation to the beneficiaries of at least 1 DFIs per annum	-	-	-

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	2025/26	Quarter 2: Performance Target	Quarter 2: 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	2025/26	Quarter 2: Performance Target	Quarter 2: Achievement	Variance
Organizational structure is always aligned to organizational strategy	Extent (Percentage) of alignment of the functional organization 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%	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Baseline	Performance Targets			
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 2022 to March 2023	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			
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

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 27.1.13		Does the audit committee meet annually with the Auditor-General or external auditor to ensure that there are no unresolved issues of concern?	X			The Audit committee meets with the external auditors prior to and after completion of external audits.
NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 27.2.1		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 27.2.5		Are the purpose, authority and responsibility of the internal audit function defined in an audit charter?	X			The purpose, authority and responsibility of Internal Audit is contained in the Internal Audit charter
	TR 27.2.6		Is internal audit conducted in accordance with standards set by the Institute of Internal Auditors?	X			Internal Audit is conducted in accordance with required standards, and this is checked when the internal auditors are appointed

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 involved; and The sanctions and any further actions taken against these employees.			X	The reports on any disciplinary hearings held are reported to the Accounting Authority through the relevant subcommittee (HR and Remunerations Committee).

PFMA 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 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 291.1		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 28.15. • a financial plan addressing – revenue, expenditure and borrowings. asset and liability management cash flow projections. capital expenditure programmes; and dividend policies	X X X X X X X X 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 properly 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 29.1.3 TR 29.1.6		Did the public entity submit a corporate plan and borrowing programme to the relevant treasury? (Schedule 2, 3B and 3D entities only)			X	Proudly SA is not a Schedule 2, 3B or 3D entity and does not borrow any funds
			If a borrowing programme was submitted, did it include?	The terms and conditions on which the money was borrowed?			X

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
			.	Information on proposed domestic borrowing;			X
			.	Information on proposed foreign borrowing (national entities)			X
			.	Short- and long-term borrowing;			X
			.	Borrowing in relation to a pre-approved corporate plan			X
			.	The maturity profile of the debt;			X
			.	The confirmation of compliance with existing and proposed loan covenants;			X
			.	Debts guaranteed by the government;			X
			.	Motivations for government guarantees, if required; and			X

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
			.	The executive authority's approval of the borrowing programme, if required by the legislation in terms of which the entity was established.			X
	TR 32.1.1		Did the public entity borrow money for bridging purposes? If yes: Was approval obtained from the Minister of Finance? Was the debt repaid within 30 days from the end of the financial year?		X	X X	No money borrowed by the campaign for any purposes, including for bridging purposes

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?	X			The Annual Report and Annual Financial Statements fairly presents the information referred to herein.
			Does the annual report and financial statements include:	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.
			Any material losses through criminal conduct and any irregular expenditure and fruitless and wasteful expenditure that occurred during the financial year.	X			
			Any criminal or disciplinary steps taken because of such losses or irregular expenditure or fruitless and wasteful expenditure.	X			
			Any losses recovered or written off.	X			
			Any financial assistance received from the state and commitments made by the state on its behalf.	X			
			The financial statements of subsidiaries.		X		Proudly SA does not have any subsidiaries
	65		Did the executive authority table the annual report and financial statements within one month after the accounting authority received the audit report?			X	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 Auditor to enable the Minister to table this if the need arises
			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?			X	
	TR 27:1.7		Does the annual report contain a disclosure to the effect that the audit committee has adopted a formal term of reference	X			This disclosure was included in the Governance section in the Annual Report as the audit committee has an approved set of Terms of references
	TR 27:1.10		Did the audit committee comment on its evaluation of the public entity's financial statements?	X			The Audit committee does comment on the public entity's financial statements in the AFS contained in the Annual Report

NO.	SECTION	DESCRIPTION	ACTION	YES	NO	N/A	COMMENTS
	TR 28.1.1		Does the financial statement include a report by the accounting authority that discloses the emoluments of all directors and executive members of the public entity and its subsidiaries?	X			
	TR 28.1.2		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

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 2 (1ST JULY – 30 SEPTEMBER 2025)

Description of item	Budget for the quarter (Q2) Rands	Actual for the quarter (Q2) Rands	Variance for the quarters (Q2) Rands	% Variance	Reason for Variance	Annual Budget Rands	YTD Actual (30 Sept 2025) Rands	YTD Variance (30 Sept 2025) Rands
INCOME								
Membership Fees	1,312,500	1,354,500	42,000	3.2%	Targets have been met for the quarter under review	5,250,000	1,929,500	(3,320,500)
Grant – the dti	10,000,000	16,000,000	6,000,000	60.0%	Grant invoice billed in advance as per request from DTIC	46,639,000	46,639,000	-
Trade Exchange	-	100,000	100,000	100.0%		-	100,000	100,000
Sponsorship	1,000,000	780,435	(219,565)	(21.9%)	Sponsorships to be received in the following month	15,000,000	780,435	(14,219,565)
Other Income	-	569,686	569,686	100.0%	Interest income, sale of promotional items & sundry income	-	836,558	836,558
Total Income	12,312,500	18,804,621	6,492,121	(52.7%)		66,889,000	50,287,365	(16,603,507)
EXPENDITURE								
HR and Staffing costs	8,119,664	7,781,738	337,926	4.1%	Spending within budget range and this is due to sufficient staff complement.	34,386,257	16,193,343	18,192,914
Administrative costs	1,877,397	1,698,587	178,810	9.5%	Spending within budget range.	7,726,104	3,373,265	4,352,839
Membership costs	94,342	27,918	66,424	70.4%	Cost cutting exercise undertaken	377,370	51,782	325,588
Marketing costs	2,746,434	3,885,050	(1,138,616)	(41.4%)	Costs are incurred due to annual events.	20,284,389	5,071,990	15,212,399
Capital Expenditure & IT	1,028,720	330,804	697,916	67.8%	Spending within budget range.	4,114,880	1,219,167	2,895,713
Total Expenditure	13,866,557	13,724,097	142,460	1.0%		66,889,000	25,909,547	40,979,453



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