



QUARTERLY REPORT

1 Oct – 31 Dec 2025

MARKETING QUARTER 3
2025/26 FINANCIAL YEAR



4.4) EVENTS AND ACTIVATIONS

HIGHLIGHTS FOR THE QUARTER

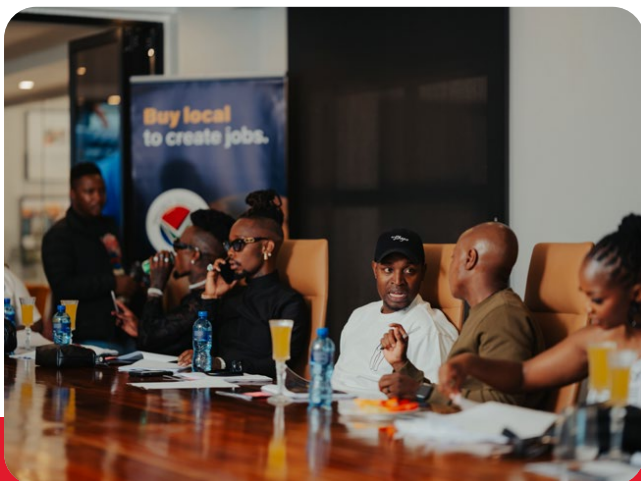
Local Fashion Police Adjudication – 10 October 2025

Proudly South African hosted an adjudication session to select the winners that would get the opportunity to walk the Proudly South African Local Fashion Police runway. The adjudication process for the selection of the winners was conducted by the fashion designers who nominated the winners that would also double as models that will represent their brands on the Local Fashion Police Finale runway.

The panel of judges comprised of Tshepo Mohlala, founder of Tshepo Jeans; Asanda Madyibi, Nobukhosi “Khosi” Mukwevhu and Thabo Mukwevhu of The Khosi Nkosi fashion House, 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.

Attendance: N/A

Target: Social media engagement, build-up to the Local Fashion Police Finale



Walk with Maxeke Fun Run – 11 October 2025

We participated in the Walk with Maxeke event in Pretoria, a community wellness walk inspired by the life and legacy of anti-apartheid struggle stalwart Charlotte Maxeke. The walk also commemorated Breast Cancer Awareness Month which is a global campaign to raise awareness about breast cancer and educate the public on the importance of early detection.

The event brought together individuals across Tshwane to walk for health, heritage, and community upliftment on a route that integrated wellness activation points and a vibrant and inclusive environment. As part of our involvement, we delivered a high-impact engagement presence that went beyond attendance. We hosted highly active water stations positioned along the route, which served as key points of interaction with walkers and their supporters. These stations not only provided essential hydration and support to participants they also served as engagement hubs that attracted big crowds that stayed on our stands for prolonged periods, giving us a solid consumer education opportunity.

Lolo, our entertainment mascot, animated the space, attracting families and participants and creating fun interactions that boosted dwell time and engagement at our activations. Lolo's presence greatly enhanced the campaign's visibility and created memorable experiences for those present. The combination of our water stations and Lolo's presence significantly increased foot traffic at our stands and gave us an opportunity to educate participants about Proudly SA's mandate, share information on our support programmes and promote our brand proposition.

Throughout the event, our team actively engaged with attendees and raised awareness about the buy local campaign, to community members, business owners and emerging MSMEs that were present at the event. We were able to share information about Proudly SA's support programmes, such as local enterprise support, export readiness, and the importance of visibility for South African producers. Our activations also supported our recruitment drive and enabled us to connect with individuals and organisations interested in Proudly SA's programmes and network opportunities.

In every interaction, we ensured that Proudly SA's role as the leading buy local campaign and a champion of South African products, community empowerment, and inclusive business growth was clearly articulated. The event provided a meaningful platform to reinforce our educational mission, strengthen brand visibility, and deepen impact through direct engagement with a diverse audience of participants committed to health, heritage, and community wellbeing.

Attendance: 850

Target: Health Practitioners, General Public, Business Owners, Government Stakeholders



Bojanala T20 – 13 October 2025

Rustenburg-based The Access Group (Pty) Ltd hosted the Import-Export Access Summit (IEAS) on 5 September 2025 at the Royal Marang Hotel. The summit was officially accredited under T20 Task Force 1: Trade, Investment & Growth, aligning with South Africa's G20 2025 roadmap.

Held under the theme: "Bridging Policy and Practice: Accelerating Trade, Youth Innovation & Enterprise Growth through the Bojanala SEZ," the event brought together over 350 delegates, including SMMEs, youth manufacturers, trade agencies, and policy leaders, to localize global trade and investment frameworks. Proudly South African was invited as a strategic partner to co-host discussions on leveraging the "Made in SA" brand in global markets, support market access initiatives, and contribute to a post-summit policy brief that will be submitted to T20, G20, and the Office of the Presidency. The collaboration aimed to strengthen local brand visibility, promote export readiness, and drive inclusive economic growth within the Rustenburg region.

Attendance: 350

Target: Department of Trade, Industry & Competition, Department of Small Business Development, Department of Agriculture, Department of Labour, Department of Cooperative Governance, Department of Traditional Affairs, Department of Infrastructure and Public Works, Department of Transport, the office of the Premier of North-west Province, Traditional Houses, The Presidency and the media.



The South Africa exports symposium and expo – 14 – 15 October 2025

From 14–16 October 2025, we participated in the South African Export Symposium and Expo in Midrand, a three-day platform convened to drive export growth, deepen market diversification and strengthen trade linkages. The event attracted a wide range of stakeholders including government representatives, export-focused businesses, international buyers and trade practitioners. It featured over 130 South African exporters that showcased their products across diverse key sectors.

Proudly SA was actively engaged throughout the programme and provided insights to businesses and SMMEs present about export trends and opportunities. A key highlight was the presentation done by Proudly SA CEO, Mr Eustace Mashimbye, that was titled: "Exporting and Entering New Markets through e-Commerce." In this presentation, Mr Mashimbye shared practical insights on how the Proudly SA e-commerce and digital platform can be leveraged to expand the access of SA products into new markets.

In addition to attending formal sessions, our team ran targeted engagement activities and activations on the exhibition floor. These engagements were integral to our recruitment drive and gave us an opportunity to liaise directly with businesses and SMMEs, whilst introducing them to Proudly SA's support structures and encouraging them to join the buy local campaign. The interactions also provided us with valuable insights into their export readiness, digital adoption challenges, and partnerships they were seeking.

We engaged with a diverse audience including established exporters, emerging youth-led businesses, sector specialists and international buyers which reinforced our commitment to inclusive participation and export readiness development. The event presented us with a compelling opportunity to generate leads, strengthen relationships and position Proudly SA as a key partner for businesses seeking strategic market entry and growth.

Overall, the Symposium and Expo delivered a productive platform for advancing South African export interests, driving discussions on trade diversification, and enabling Proudly SA to deepen its impact through direct business engagement and talent recruitment.

Reach: 1000+

Target: SA local businesses across all sectors, SMME's



Webinar: Stitched for Success– 14 October 2025

The Stitched for Success webinar was successfully hosted as an engaging and insightful session aimed at empowering participants within the fashion, apparel, and retail value chain. The webinar brought together industry leaders and entrepreneurs who shared practical knowledge, real-world experiences, and strategies for building sustainable and competitive businesses in the fashion and retail sectors.

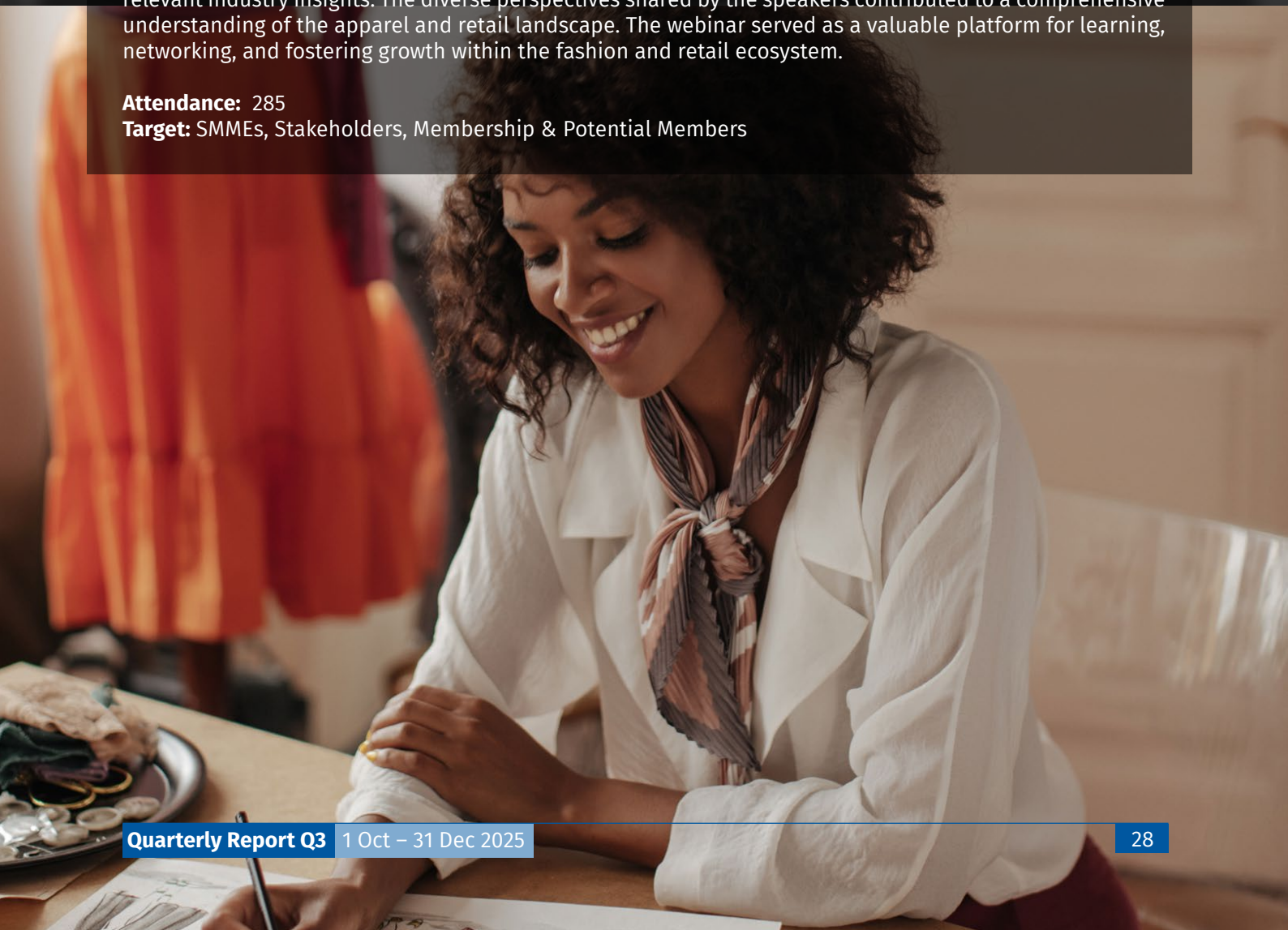
The webinar commenced with opening remarks by Alicia Logan, who set a confident and inspiring tone for the session. She emphasized the importance of innovation, resilience, and collaboration in the apparel and retail industry. Her address highlighted the purpose of the webinar: to equip emerging and established businesses with insights that support growth, adaptability, and long-term success. Greg Wallis provided valuable insights into apparel manufacturing and business operations. His presentation focused on quality control, production efficiency, and navigating challenges within the apparel supply chain. He also shared lessons learned from his entrepreneurial journey, offering practical advice to businesses aiming to scale sustainably. Vuyo Mjoli delivered an engaging session centred on retail strategy and brand positioning. She discussed the importance of understanding customer needs, building authentic brands, and leveraging retail platforms to drive growth. Her presentation highlighted how creativity and strategic thinking can help retailers stand out in a competitive market.

Bonang Kau concluded the speaker sessions by sharing insights on innovation, sustainability, and modern business models within the fashion industry. Her talk emphasized the role of responsible production, forward-thinking design, and adaptability in responding to changing consumer demands and industry trends.

Participants gained practical knowledge on apparel manufacturing, retail strategy, and sustainable business practices and engaged in meaningful knowledge-sharing with fellow industry stakeholders. The webinar fostered a collaborative environment where speakers delivered actionable insights that attendees can apply to enhance business performance and competitiveness. Overall, the session reinforced the critical role of innovation, quality, and customer-centric approaches in achieving long-term success. The Stitched for Success webinar was well-received and achieved its objective of inspiring and equipping participants with relevant industry insights. The diverse perspectives shared by the speakers contributed to a comprehensive understanding of the apparel and retail landscape. The webinar served as a valuable platform for learning, networking, and fostering growth within the fashion and retail ecosystem.

Attendance: 285

Target: SMMEs, Stakeholders, Membership & Potential Members



Webinar: Healthy Living with Local Products – 21 October 2025

The Healthy Living with Local Products webinar focused on how everyday South Africans can improve their health and wellbeing by making conscious choices to support locally made products. The session highlighted the powerful link between personal health, community wellbeing, and economic growth.

The webinar explored three core areas: nutrition, wellness, and personal care. Experts shared practical insights into the benefits of consuming locally sourced foods such as fresh produce, grains, snacks, and superfoods, explaining how these contribute to better nutrition while being fresher and more sustainable. Participants also learned about locally produced supplements and wellness products such as vitamins and herbal remedies and received expert guidance on how to safely and effectively incorporate them into their daily routines.

The discussion also covered locally made beauty and personal care products and highlighted the advantages of using natural ingredients, adopting environmentally responsible practices, opting for products that are better suited to local conditions and needs. Beyond consumer education, the webinar highlighted how choosing local products directly supports local businesses, job creation, and economic development. It also explored new revenue opportunities within the wellness sector, encouraging local brands to expand beyond single-product offerings into holistic wellness experiences and services.

The webinar empowered participants to make informed, healthier, and conscientious purchasing decisions that benefit both their personal wellbeing and South Africa's economy.

Reach: 161

Target: South African Consumers, Heritage & Culture Enthusiasts, Small Business Owners & Entrepreneurs, Students & Youth, Corporate & Retail Stakeholders



TIKZN Investment Conference – 22 October 2025

Proudly SA participated in the TIKZN Investment Conference to contribute to the dialogue on the role that tourism can play to drive localisation, trade, investment, and inclusive economic growth in KwaZulu-Natal. Proudly South African was represented by its Chief Marketing Officer, Ms Happy MaKhumalo Ngidi, who facilitated the panel discussion. The organisation provided insights on the importance of entrepreneurship, localisation, and supporting locally produced goods and services within the tourism value chain.

The session was opened by Professor Thandi Nzama, TIKZN Board Deputy Chairperson, who introduced the panel discussion theme. Mr Tshifhiwa Tshivhengwa, Chief Executive Officer of the Tourism Business Council of South Africa (TBCSA), highlighted tourism as a critical driver of localisation and community prosperity. He emphasised the need for South Africa to remain competitive in the global tourism market and underscored the importance of re-imagining Durban to attract renewed tourism investment into KwaZulu-Natal. Ms. Phindiwe Mbhele, Director: Corporate Accounts – Immigration Services at the Department of Home Affairs, outlined policy interventions that government has put in place to support tourism growth including the reduction of certain visa requirements to facilitate tourism.

Mr Hamish Erskine, Chief Executive Officer of Dube TradePort, highlighted the importance of improved air connectivity to drive tourism demand in KwaZulu-Natal. He emphasised that the majority of goods and services consumed within the tourism sector are locally sourced, reinforcing the need for intentional localisation. Mr Mntomuhle Khawula, MEC for Sports, Arts and Culture in KwaZulu-Natal, spoke on the untapped tourism potential within the province. He outlined the department's ongoing efforts to preserve heritage sites and encouraged aggressive marketing of the province to maximise tourism-led economic growth.

The engagement strengthened Proudly South African's positioning as a key advocate for localisation within the tourism sector. It further reinforced the organisation's role in promoting local procurement, supporting entrepreneurship, and influencing policy and stakeholder discussions that contribute to inclusive economic growth.

Attendance: 250

Target: Local and international investors, Tourism industry stakeholders, SMMEs and entrepreneurs, Business chambers and industry associations, Government and public sector entities, State-owned entities and development agencies, Media and thought leaders.



Thusanang Primary School Activation – 24 October 2025

Proudly SA partnered with Freedom Stationeries on a CSI activation at Thusanang Primary School in Soweto in the south of Johannesburg. The activation combined fun, education and meaningful engagement with learners and teachers. We activated our mandate in a way that brought the Proudly SA message to life by using interactive experiences to educate, entertain and create memorable moments for everyone involved.

Approximately 100 learners and their educators participated in a series of engaging activities designed to make learning enjoyable and to deepen understanding of Proudly SA's role in promoting South African products, community support, and economic participation. Our team facilitated games, dance-off challenges and a spin-the-wheel activity, ensuring the environment was lively, inclusive and educational. These interactive elements created excitement and sustained interest, allowing us to engage meaningfully with every child present.

The inclusion of these playful, structured activities supported our objective to use educational entertainment as a tool for awareness, making Proudly SA visible in a way that resonated with the learners, encouraged participation, and reinforced positive associations with our brand and mandate. The educators and the school support staff also actively took part in the activities, and this created opportunities for dialogue about Proudly SA's broader mission and how it links to supporting local businesses, SMMEs and learners.

This activation also strengthened our relationship with Freedom Stationeries and demonstrated how our collaborations can amplify impact at grassroots level. By aligning with a member partner whose footprint and offerings support education and local business, we demonstrated how Proudly SA can add value in community contexts beyond promotional visibility.

The Thusanang Primary School activation successfully advanced our buy local message, brand visibility and engagement goals by creating authentic brand experiences that connected with learners and educators and reinforced Proudly SA's commitment to inclusive, community-focused impact in alignment with our mandate.

Attendance: 100

Target: Primary learners and educators



Local Fashion Police Masterclass Centurion – 24 October 2025

PProudly South African hosted a Local Fashion Police Masterclass in collaboration with Stadio Designer School Centurion and African Bank.

A panel discussion was held at the Stadio Design School Centurion to educate fashion students on fashion design and the importance of sourcing locally produced items.

This exclusive session brought together fashion mentors and industry experts to empower emerging designers with practical tools in brand building, marketing, retail readiness and local manufacturing.

Key outcomes from Stadio's feedback:

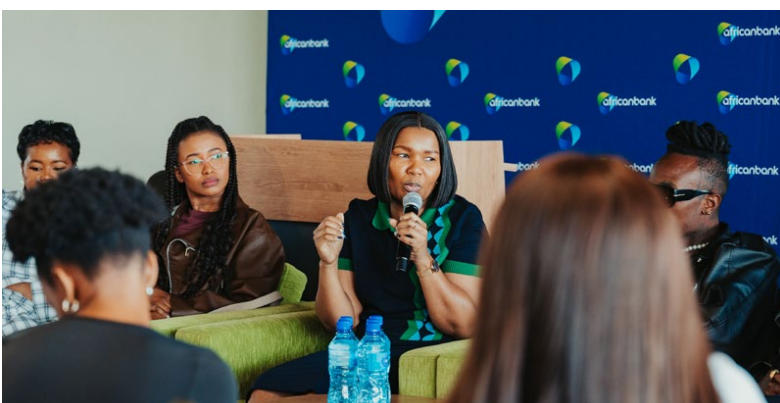
- The workshop equipped students with relevant skills-related content that enhanced their employability and industry preparedness.
- Students received diverse and insightful perspectives from a panel of experienced professionals representing various, yet highly relevant, sectors within the fashion and creative industries. These include design, textiles, media, and retail.
- The diverse panel composition allowed students to engage with current national and global industry and economical challenges, including sustainable practices and innovative solutions, engaging students with examples of transformation through responsible decision-making of consumers and professionals.
- The topics of discussion aligned closely with STADIO School of Fashion's values of inclusivity and with the school's curriculum and ongoing student projects, particularly in areas such as sustainability, ethical practices, and social responsibilities in the context of South African design and consumption practices.

After the event, students reported feeling inspired, informed and motivated, with a stronger awareness of how responsible and ethical practices contribute to the success of both smaller South African communities and the broader fashion ecosystem.

The panellists comprised of Jenna Segal, Happy maKhumalo Ngidi, Proudly South African Chief Marketing Officer, as well as Prince and Warren Meko from Madonsela and Greg Wallis.

Reach: 45

Target: Fashion design students



Buyer Engagement Webinar MAP – 29 October 2025

Proudly South African hosted a webinar titled “Buyer Engagement MAP Webinar,” aimed at educating buyers on how to effectively navigate the Market Access Platform (MAP).

Facilitated by Jeannine van Straaten, the session featured expert insights from Sinah Makau, who provided a comprehensive overview of MAP and guided participants through its key features and functionality.

The webinar was packed with practical tips and delivered impactful, hands-on learning for the

Attendance: 35 buyers

Target Audience: Buyers



NW Provincial Market Expansion Online Workshop – 12 November 2025

Proudly SA participated in the North-West Market Expansion Online Workshop, held under the theme: “Empowering MSMEs with Knowledge and Information on Market Access.”

The workshop was designed to equip micro, small and medium enterprises with practical insights and tools to navigate and access broader market opportunities. Representing Proudly SA, our Executive: Strategy, Stakeholder Relations and Legal, Jeannine van Straaten, delivered a presentation titled: “Marketing Support for MSMEs – Understanding the Proudly SA Value Proposition.”

Her session provided clarity on how qualifying enterprises can leverage Proudly SA’s value proposition to enhance brand visibility, strengthen market relevance and access new opportunities through strategic positioning and marketing support. Proudly SA’s involvement aligned directly with our mandate to educate, activate and support the growth of MSMEs, reinforcing our commitment to facilitating market access, increasing the competitiveness of South African products, and strengthening linkages between SMEs and potential buyers. The workshop engaged a diverse audience of MSMEs, emerging entrepreneurs, local business support organisations, and ecosystem partners, and contributed to empowering participants with actionable knowledge that supports business growth and inclusion in local and regional value chains.

Reach: 1500

Target: Micro, small and medium enterprises (MSMEs)

- Emerging entrepreneurs seeking market access support
- Local business owners in the North-West region
- Business support organisations and ecosystem partners
- Market access facilitators and enterprise development practitioners
- Local government economic development representatives
- Trade and industry stakeholders interested in MSME growth
- Participants seeking insights on marketing, positioning and competitiveness





Proudly SA & NEF Business Webinar – Empowering the Next Generation of Local Entrepreneurs – 19 November 2025

Proudly South African hosted a webinar comprised of stakeholders from the National Empowerment Fund (NEF) and South African Youth Trade Association (SAYTA). The participants provided valuable insights on a range of topics to the delegates that will assist them to scale up their businesses, This was an active interaction from the audience that created a positive and engaging session.

Some of the very important key topics discussed were:

- Youth participation in business
- Global trade opportunities for young entrepreneurs
- Importance of youth leadership in economic transformation
- Encouragement for youth involvement in localisation & tourism value chain
- Localisation mandate and Access to markets

- Early-stage funding opportunities
- Township & rural incentives
- Green Economy opportunities

The speakers who made presentations were Dikatso Mothae, the Marketing & Communications Manager at the National Empowerment Fund (NEF), Chief Marketing Officer at Proudly SA, Happy MaKhumalo Ngidi, Luyolo Dwesi, President of the South African Youth Trade Association (SAYTA), Joe Mphela, Executive for Venture Capital & Corporate Finance at NEF, and Mpume Majola NEF, Pre-Investment Manager.

Reach: 258

Target: Proudly SA Members

- Proudly SA Prospective Members
- Proudly Staff
- Entrepreneurs
- Youth
- National Empowerment Fund (NEF) stakeholders
- SATYA-Stakeholders





Webinar: The SME Masterclass – 20 November 2025

The SME Masterclass: Marketing, Customers & Finance was designed to equip small and medium-sized enterprises with practical, easy-to-apply skills to help them grow and operate more effectively. The webinar focused on the core building blocks every small business needs to succeed: visibility, customer relationships, and sound financial management.

Participants learned how to strengthen their online presence using affordable digital tools such as social media and simple websites which make it easier for customers to find and engage with their businesses. The session also highlighted the importance of excellent customer service, covering everyday practices like timely communication, professional interactions, and reliable follow-ups that help build trust and customer loyalty.

In addition, the webinar addressed the critical role of financial management in business sustainability. Attendees were provided with guidance on understanding cash flow, tracking income and expenses, and making informed financial decisions that support long-term growth.

The webinar empowered small business owners with practical knowledge to elevate their brands, improve customer experiences, and manage their finances more confidently — supporting sustainable growth the Proudly South African way.

Attendance: 161

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



Township Economy Awards – 20-22 November 2025

We participated in the 7th Annual Township Economy Summit & Expo 2025, a two-day flagship event that brought together 1,000+ township entrepreneurs, corporate partners, government leaders and ecosystem stakeholders to drive an inclusive economic future and foster meaningful connections between demand and supply in key township sectors.

Proudly SA's engagement at the Summit was centred on visibility, education and activation, and we delivered this by bringing eight Proudly SA member enterprises to showcase their offerings and engage directly with attendees. The exhibitors that we brought on board are: AfroEco, Rise Africa, Nori Bees, Africa Fashion Alive, Lindiwe Sanitary Pads, Memuka Plastics, Rapgen Health and Shesha.

During the course of the event, we were able to:

- Activate and engage with entrepreneurs, corporates and visitors through direct conversations on Proudly SA's mandate, the value of South African-made products, market opportunities and support pathways.
- Raise visibility for our members and strengthen their brand exposure to a broad audience of township business owners, potential partners and industry stakeholders.
- Educate attendees on opportunities for collaboration, networking and growth, aligned to the Summit's inclusive economic theme.

Throughout these activities, we generated 45 high-quality leads that represented potential partnerships, enquiries and follow-up opportunities that align with our strategic focus on business growth, market access and ecosystem integration. These leads are tangible outcomes that we will continue to pursue as part of our follow-up and engagement strategy.

Proudly SA's participation at this event achieved significant activation impact, increased awareness of our mandate, enhanced our member's brand visibility, and created meaningful engagement opportunities that support township entrepreneurs and contribute to broader goals of economic growth and inclusion.

Reach: 250

Target: Township Entrepreneurs & small businesses, Corporates Investors and Mentors, Government and Policy Stakeholders.



Webinar: From Idea to Execution: How to Start Your First Business – 25 November 2025

Proudly South African hosted a webinar titled “From Idea to Execution: How to Start Your First Business,” aimed at inspiring young people and aspiring entrepreneurs to start local businesses in 2026.

Facilitated by Nompumelelo Cele, the session featured valuable insights from industry experts. Palesa, Founder of Beige Butterfly, shared practical guidance on identifying, refining, and validating business ideas, as well as spotting viable opportunities. Kaylin from Ruffle Agency presented a presentation titled: “Beyond the Data,” which empowered attendees with the tools to identify their target market. Speaking on behalf of Nikoyiq, Thokozile covered business planning without the fluff—focusing on goal setting, prioritisation, and early performance metrics. The webinar was rich in practical advice and brought concepts to life through relatable, real-

world examples.

Attendance: 174

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



AION’s webinar and Proudly SA webinar: Your hustle is unmatched. But your cash flow? That’s another story – 26 November 2025

Proudly SA and AIONS Ventures organised a key webinar where the discussions were aimed at the Proudly SA members who seek sustainable growth and development of their business. The webinar sought to empower the members by bringing new strategic partners on board, for their benefit. AIONS Ventures is in talks with Proudly SA to finalise the trade exchange process.

Essentially, AIONS Ventures is the “parent company” which has built a product, called “Usko”. Usko provides small and medium sized businesses that have a purchasing order with the required capital to cover their cash flow gaps.

The AIONS Ventures provide funding and pay the supplier upfront, and the fund starts at R30,000 to R5 million with no middleman. The webinar unpacked how this solution was going to be rolled out to members requiring funding support, following access to market interventions by Proudly South African

The speakers who shared this important information: Alicia Logan, Membership Manager at Proudly SA, Karabo Makete, Investment Principal

at Aions, Kery Campion, COO at Aions and Mitchan Adams from Aions.

Attendance: 303

Target: Proudly SA Members

- Aions Ventures
- Proudly Staff
- Proudly SA Members
- Prospective members
- Stakeholders
- Social media enthusiasts



Local Fashion Police Finale – 27 November 2025

Proudly South African successfully hosted the Local Fashion Police (LFP) 2025 finale which marked the fifth-year anniversary of a campaign that celebrates South African fashion design excellence. Hosted at 92 on Rivonia – The Glass Box, the event brought together key stakeholders across the fashion ecosystem, including designers, industry partners, media, corporate sponsors and fashion audiences. Proudly SA partnered with African Bank, who was the Headline Sponsor, with additional support from Inverroche Gin and Brutal Fruit bars onsite, as well as Smart Growth Properties and Gary Rom Hair Salons, enabling a premium and engaging event experience.

The campaign was designed to elevate local fashion talent, foster industry collaboration, promote local manufacturing and position fashion as a catalyst for sustainable economic growth. This year's edition featured seven winners who were each paired with leading designers and awarded garments valued at R50 000 each from their respective designer partners:

- Charlene Kallis – Khosi Nkosi
- Tase Jack – ABANTU
- Stephanie Brookes – Stephen Van Eeden
- Savannah Alessandra Cozzi – Tshepo Jeans
- Thatohatsi May – Malondie
- Lueandrué – MADONSELA
- S'ne Maphumulo – Asanda Madyibi

The event also showcased Local Fashion Police alumni designers through an exhibition and fashion walk, including renowned talent such as David Tlale, Paledi Segapo, Ouma Tema, Tessa Dlamini, Biji Gibbs, Sello Modupe, Hangwani Nengovhela, Mapholo Tau, Otis Seflo, Palesa Mokubung, Jessica Jane Molebatsi, Ole Ledimo, and Mzukisi Mbane — reinforcing the legacy and continued growth of local fashion excellence. Entertainment throughout the evening was provided by LordKez, kwaito group Trompies, and Miss Party. The programme was expertly facilitated by MC Alphi, contributing to a vibrant and memorable experience for all attendees.

The campaign engaged a broad target audience, including:

- Local fashion designers and creative entrepreneurs
- R-CTFL industry stakeholders and collaborators
- Media and fashion press
- Consumers and fashion enthusiasts
- Corporate partners and sponsors

- Proudly SA alumni network

Through targeted activations, runway showcases, brand storytelling and consumer activations, Proudly SA fulfilled its strategic mandate by increasing visibility for South African fashion talent, educating audiences on the value of buying local, strengthening industry networks, and reinforcing the economic contribution of locally designed and manufactured fashion. The media launch activation held on the iconic Blue Train further enhanced stakeholder engagement and elevated the campaign's stature through a unique, luxury experience.

Overall, Local Fashion Police 2025 delivered strong impact driving awareness, elevating local talent, amplifying Proudly SA's role as a champion of the creative sector, and demonstrating the power of collaboration between designers, sponsors, media and consumers.

Attendance: 176

Target Audience: Local fashion designers and creative entrepreneurs

- R-CTFL sector stakeholders and collaborators
- Proudly SA alumni designers
- Corporate partners and sponsor representatives
- Media and fashion industry press
- Fashion consumers and trendsetters
- General public with interest in South African fashion
- Potential buyers and retail partners
- Influencers and lifestyle communities
- Industry judges and fashion thought leaders



Webinar: Help Link Discussion - Proudly South African & Adreach/SDI – 10 December 2025

The “Where Compliance Meets Brand Opportunity” webinar was hosted for Proudly South African members, with the objective of demonstrating how regulatory compliance can be transformed into a powerful tool for brand growth and socio-economic impact.

The session focused on integrating Enterprise and Supplier Development (ESD), Skills Development, and Corporate Social Investment (CSI) spend with meaningful support for South African micro-businesses, while delivering measurable brand value. The webinar opened with remarks by Alicia Logan, who welcomed attendees and outlined the purpose of the session. She emphasized the importance of inclusive economic participation and highlighted the role that compliant, purpose-driven initiatives can play in building a resilient and proudly South African economy. Her introduction set the tone for a conversation centred on transformation, visibility, and sustainable impact. Adelaide McKelvey provided an in-depth overview of Helplink and its mission to connect micro-businesses operating outside the formal economy to meaningful opportunities. She highlighted the challenges faced by these enterprises and explained how Helplink enables corporates to direct compliance budgets toward real, measurable empowerment within their supply chains and customer bases. Her presentation demonstrated how compliance spend can drive genuine economic inclusion while meeting regulatory requirements.

Zuza Mbatha showcased the role of Media Alliance in amplifying the impact of compliance-driven initiatives. He explained how every rand

invested through Helplink delivers a minimum 100% media value boost, converting compliance spend into increased brand visibility, authentic storytelling, and positive public perception. His presentation illustrated how brands can benefit from shared visibility while contributing to community upliftment and transformation. Participants gained clarity on how compliance obligations can be strategically aligned with brand-building initiatives, while recognizing the value of empowering micro-businesses within the Proudly South African ecosystem.

The webinar demonstrated how compliance investment can generate measurable media returns and strengthen positive brand association. Overall, the session reinforced the importance of visible transformation, authentic storytelling, and purpose-led brand positioning in driving meaningful and sustainable impact.

The “Where Compliance Meets Brand” Opportunity webinar successfully demonstrated how compliance spend can be reimagined as a catalyst for both economic transformation and brand growth. Through the insights shared by Helplink and the Media Alliance, participants were equipped with practical knowledge to create shared value, supporting South African micro-businesses while strengthening brand equity. The webinar concluded with a call to action for Proudly South African members to invest in initiatives where purpose, compliance, and visibility work together to build a more inclusive and resilient economy.

Reach: 364

Target: SMMEs, Stakeholders, Membership & Potential Members

Webinar: 2026 Cash Flow & Budget Forecasting Masterclass: Plan, Forecast, Succeed – 9 December 2025

Proudly South African hosted a webinar titled: “2026 Cash Flow & Budget Forecasting Masterclass: Plan, Forecast, succeed.” The webinar sought to empower small and medium sized businesses with the tools and know-how to develop a sound budget, make cash flow forecasts and develop financial strategies with organisational goals for 2026 and beyond.

Jeannine van Straaten from Proudly South African, opened the session by providing an overview of Proudly South African and its mandate and was followed by Hentie van der Merwe who led the discussion on common budgeting mistakes entrepreneurs make.

Marnus Mostert from Momentum educated the

audience on the 50, 30 and 20 budget principles while Taryn Gill from Sunpac (The Perfect Hair) shared advice on a budget tracker for the first three months of 2026.

The session offered valuable takeaways brought to life through relatable, real-life examples.

Reach: 174

Target: Proudly SA member, General public, potential members, SME's



Webinar: Recycling – 11 December 2025

Proudly SA recycling & waste Management webinar. What Proudly SA members need to know? – 11 December 2025

Proudly SA hosted a recycling and waste management webinar where a panel of industry experts unpacked essential environmental practices and explained how safe, fair labour and responsible waste management plays a key role in meeting Proudly SA membership criteria, which is geared towards contributing to the preservation of the environment.

This session was important in giving clarity to businesses and to align prospective members with Proudly SA membership criteria standards. The following speakers gave presentations, namely Jeannine Van Straaten, Executive for Strategy, Stakeholder Relations, and Legal at Proudly SA, Gamuchirai Mutezo (PhD), Founder of Madam Waste, Xolile Mabuza Director of Tendalo Trading (Pty) Ltd, and Greg Mkhize, Founder and Director of Siyoyisile Indlala Community Farm and Projects.

Reach: 513

Target: Proudly SA members, Prospective members, SMEs, Recycling and waste management companies.

A photograph of a woman with curly hair, wearing a yellow shirt, smiling and holding a green recycling bin filled with plastic bottles. The bin has a yellow recycling symbol on it. The background is a lush green field with trees.

**Recycling and Waste Management:
What Proudly SA Members Need to Know**

Date: 11 December 2025
Time: 14:00 – 16:00
Platform: Zoom and social media platforms

LIVE zoom | in | f | s

Proudly SA x Engen Grasmere Festive Campaign activation – 13 December 2025

On 13 and 14 December 2025, Proudly SA partnered with Engen Garage on Grasmere North and South to host a festive roadshow activation that brought energy, engagement and visibility to holiday makers and travellers on the forecourts of two filling stations on a busy travel artery during the peak of the holiday season. The activation was designed to increase brand footprint, educate consumers about Proudly SA's mandate, and create memorable brand interactions with motorists and community members.

The experience was highly interactive and family-friendly, featuring games, prize giveaways, and a lively dance-off with our mascot, Lolo. These elements created a festive atmosphere that drew crowds to our space, encouraged participation and extended dwell time at the activation space. The dance-off and entertainment components were especially effective in drawing attention and bringing people into conversations around supporting local South African products and businesses.

Throughout the activation, the Proudly SA team engaged directly with attendees, using these interactions to share key messages about the importance of buying locally produced goods, understanding our value-chain impact, and encouraging community support for member partners and local enterprises. The format allowed for organic, high-engagement opportunities where motorists and passersby could connect with the Proudly SA proposition in a fun and memorable way.

The Engen Grasmere festive roadshow delivered strong brand visibility, increased consumer awareness of the Proudly SA mandate and infused positive community engagement while generating notable interest in Proudly SA and our member partners through direct, quality interactions over both activation days.

Attendance: 350

Target: Motorists and passing consumers, local community residents, Value-driven shoppers, potential brand advocates and supporters, local SMMEs and informal entrepreneurs, families with children and youth audiences.



African Women in Agribusiness (AWAB) South Africa - Network Launch – 15 December 2025

Proudly SA participated in the official launch of the African Women in Agribusiness Network (AWAB) South Africa chapter, held at Capital on the Park Hotel in Sandton, Johannesburg. This milestone event, convened by the Graça Machel Trust, formally introduced the AWAB platform, which is designed to amplify the voice, visibility and economic influence of women in the agricultural, agro-processing and agri-trade value chains. Our involvement throughout the day was aligned with Proudly SA's mandate to drive visibility, strengthen strategic partnerships, educate stakeholders and grow our network. We were honoured to be part of the ribbon-cutting ceremony which reiterated our support for economic inclusion in the agribusiness economy.

Over the course of the event, we undertook a recruitment drive and activation engagement that connected directly with a diverse audience of women-led agribusinesses, government representatives, development partners, financial institutions, private sector leaders and ecosystem stakeholders. Through these interactions, we shared Proudly SA's core messages, promoted South African products, advocated for enterprise support, and educated attendees on how Proudly SA can support market access and sustainable growth for businesses operating across agricultural value chains.

The launch also provided us with a valuable opportunity to reinforce Proudly SA's strategic commitment to inclusion and economic participation, especially in sectors where women entrepreneurs are driving innovation and impact. By engaging with key stakeholders during networking sessions, presentations and panel discussions, we strengthened relationships, expanded our touchpoints within the agribusiness sector and positioned Proudly SA as a key partner for emerging and established women-led enterprises.

Overall, our participation in the AWAB South Africa launch advanced our objectives of visibility, education, engagement and recruitment, while demonstrating Proudly SA's commitment to fostering inclusive growth and supporting women's leadership within the agricultural economy.

Reach: 100

Target audience: : Women-led agribusiness entrepreneurs, Government and Policy Makers, Development partners and NGOs, Financial institutions and investors, Private Sector and Corporate Stakeholders, Academic and Research Institutions



Webinar: Empowering emerging Farmers for 2026 and beyond – 17 December 2025

Proudly SA recognises the important role the farming community plays in ensuring food security and contribution to job creation and economic growth. It is for this reason that the organisation hosted a webinar to sensitise the farming community about tax regulations to ensure compliance.

Alicia Logan from Proudly SA opened the session by sharing information about the Proudly SA mandate and market access opportunities. Daily Moleko, a Proudly SA member who has been running a thriving rabbit farming business for 24 years and Greg Mkhize, who runs a farming business in Soweto, both shared their respective business journeys. Wikus Scheepers from the South African Revenue Service (SARS) unpacked the tax regulations governing farming and outlined SARS' definition of farming operations, income not considered as farming equipment, forms in which farming operations can be conducted, and the tax implication for each of the forms in which farming is conducted and obligations of the farmer. Mr Scheepers also fielded questions from the audience and offered tax advice to the farmers.

Reach: 153

Target: Proudly SA Members, Famers, Aspiring Farmers



**Empowering Emerging Farmers
For 2026 And Beyond**

Date: 17 December 2025
Time: 10:00 - 12:00
Platform: Zoom and social media platforms

LIVE zoom | YouTube | LinkedIn | Facebook | Instagram



4.5) PR, COMMUNICATIONS & MEDIA

4.5.1. SUMMARY

Quarter 3 was defined by strong media visibility, strategic stakeholder engagement, and the continued elevation of Proudly South African's localisation message through high-impact platforms and partnerships. The period reflected a balance of thought leadership, celebration of local creativity, and sustained brand presence across major events and broadcast media.

The quarter started in October with lifestyle-led brand engagements, including the Brutal Fruit and Paris Pink Table experience which positioned Proudly South African in premium consumer spaces that resonate with young women and trend-conscious audiences. This was followed by the Local Fashion Police adjudication process and masterclass series, which strengthened our pipeline of emerging designers while reinforcing local fashion as both an economic sector and cultural expression.

During the period under review, corporate and strategic partnerships remained central to our work. Proudly South African participated in key business platforms such as Absa's G20/B20 engagement and The Narrative at The Salene where localisation, procurement, and SME development were highlighted as levers for inclusive economic growth. The Haleon Conference further extended our presence in the healthcare and consumer goods sector and highlighted the buy-local opportunities across diverse industries.

The Local Fashion Police finale in November marked a flagship moment that celebrated creativity, entrepreneurship, and local fashion design excellence. The campaign continued to position Proudly South African as a champion of local fashion, youth talent, and market access.

In December, we closed the year with a strong broadcast footprint through the Festive Season Media Chill series, securing presence across eNCA, SABC, Channel Africa and Trendz. During the festive period, we also launched the first-ever Mgidi season campaign which encouraged the amaXhosa community to intentionally purchase local for their mgidi season festivities and to recognise the cultural and economic power of buying

local to celebrate significant life milestones.

Across the quarter, our communications approach focused on visibility, credibility, and consistency of the buy local message. Through strategic media placements, event participation, and campaign amplification, Proudly South African continued to entrench localisation as a practical economic solution rather than a slogan — demonstrating its impact on livelihoods, industry growth, and national pride.





LOVED  HERE.
Made Here.

4.5.2 PRESS RELEASES AND OP-EDS

The following were issued between October to December 2025:

NO.	DATE.	RELEASE/COMMISSION	HEADLINE
1.	6 October	Press release	Proudly SA, and SAB's brand, Brutal Fruit will paint the town pink at Paris Fashion Week as unique SA designs take the limelight
2.	9 October	Press release	Hostex 2026 unveils ambassadors leading South Africa's hospitality conversation
3.	16 October	Press release	FASHION'S MOST WANTED TOP 30 ARE OFFICIALLY IN CUSTODY
4.	22 October	Op-ed	Localisation can save the embattled local automotive manufacturing sector
5.	1 November	Press release	Runway Justice Served as Local Fashion Police Name 2025 Winners
6.	26 November	Press release	USKO and Proudly SA partnership unlocks purchase order finance for MSMEs
7.	28 November	Press release	The dazzling Local Fashion Police grand finale marks an end to a scintillating chapter in South Africa's fashion calendar
8.	2 December	Q&A	Lue and Rue rocket into the sartorial stratosphere
9.	12 December	Op-ed	Urgent efforts needed to save South Africa's sugar industry Proudly SA
10.	22 December	Op-ed	Superficial Commitment to Localisation Is Dealing a Death Blow to Job Creation and Local Industries

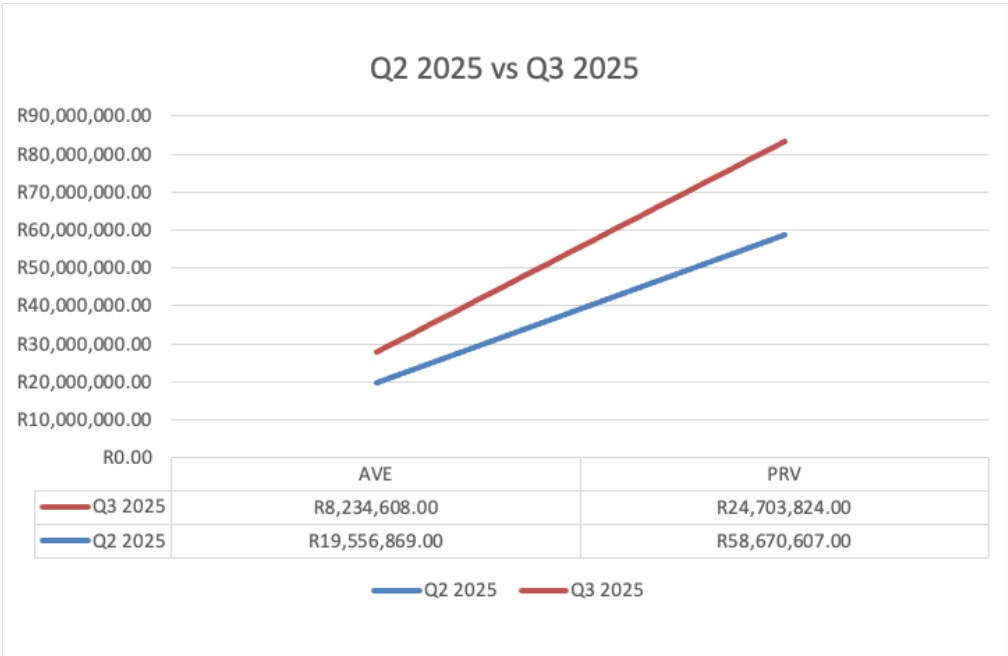
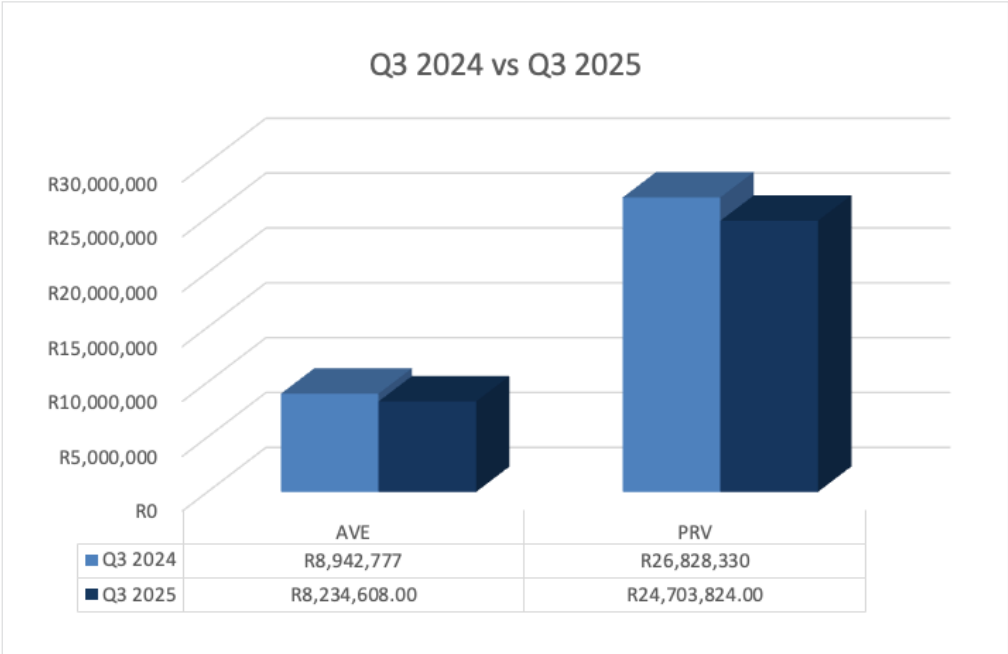
4.5.3 MEDIA ENGAGEMENTS

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

NO	DATE	MEDIA ENGAGEMENT
1.	06 October	Brutal Fruit and Paris Pink Table
2.	10 October	Local Fashion Police Adjudication
3.	15 October	Haleon Conference
4.	24 October	Local Fashion Police Masterclass
5.	01 November	The Narrative at the Salene
6.	13 November	Absa G20/B20
7.	27 November	Local Fashion Police Finale
8.	09 December	Festive Season Media Chill – eNCA
9.	10 December	Festive Season Media Chill – SABC
10.	10 December	Festive Season Media Chill – Channel Africa
11.	10 December	Festive Season Media Chill – Trendz

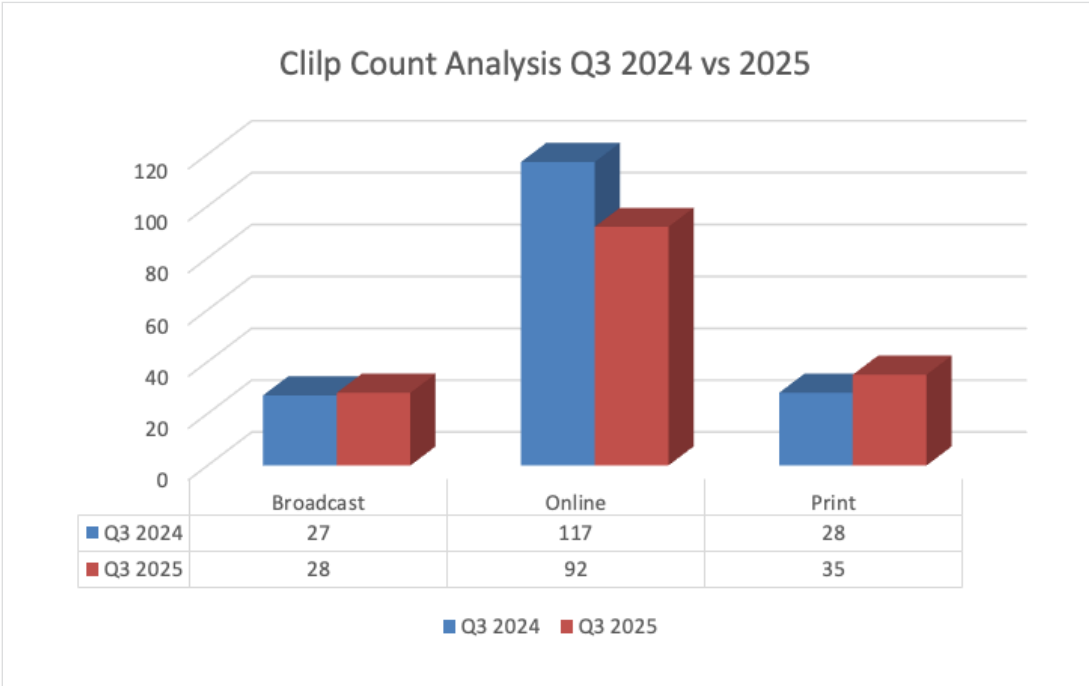
AVE/PR VALUE

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 October and December 2025 is R R8 234 608,00, and the PR/editorial value translates to R R24 703 824,00. A comparison is made between Q2 2025 vs Q3 2025 and Q3 2024 vs Q3 2025.

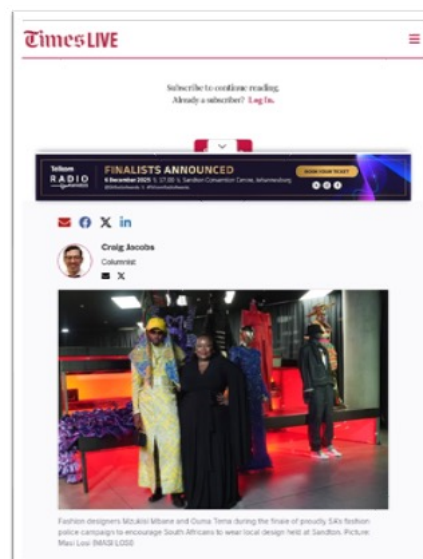
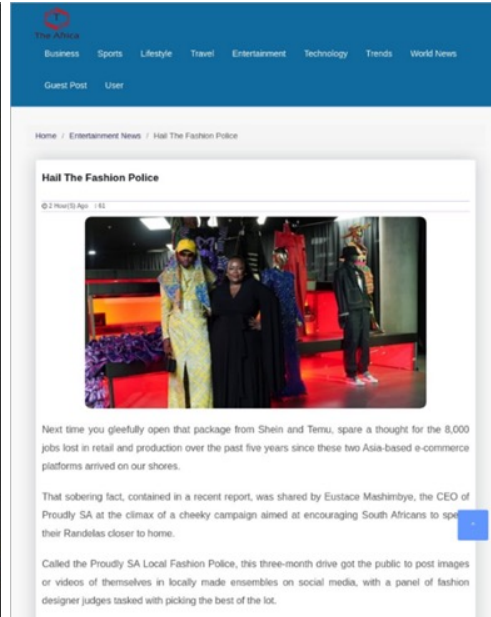


4.5.4 CLIP COUNT ANALYSIS

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 (October - December 2025). A comparison is made between the Q3 analysis for 2024 vs 2025.



COVERAGE HIGHLIGHTS



Hostex 2026 ambassadors unveiled

Six industry leaders will help Hostex celebrate 40 years of opening doors when the show returns to the Sandton Convention Centre from 8 to 10 March 2026.



Six industry leaders will help Hostex celebrate 40 years of opening doors when the show returns to the Sandton Convention Centre from 8 to 10 March 2026.

Announced during a lively webinar that explored how South Africa can showcase its hospitality and tourism strengths to the world during the upcoming G20 Summit, the ambassadors bring insight, energy, and first-hand experience from across the sectors that keep this industry moving – tourism, hospitality, culinary, beverage, retail, SME development, and local industry.

Gayton McKenzie accused of not understanding fashion industry after his meeting with Shein

Fashion designer David Tlale said he doesn't think Gayton McKenzie understands the complexities of the clothing and textile industry.



COVERAGE HIGHLIGHTS

Localisation can save the embattled local automotive manufacturing sector

THERE has been a lot of public commentary about the challenges facing the automotive manufacturing industry and the uncertainty of the 2025 election. However, many have overlooked the fact that the industry has a strong localisation strategy in place, which can help it survive the challenges ahead.

The most recent 2025 election, which was held in the Eastern Cape, was not only a significant event in the history of the province, but also a test of the industry's resilience. The industry has a long history of localisation, and this has helped it to survive the challenges of the past.

The industry's localisation strategy is based on the principle of 'localisation for localisation's sake'. This means that the industry has a strong focus on local sourcing and production. This has helped it to reduce its reliance on imports and to create a strong local supply chain.

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Proudly SA Local Fashion Police find their Top 30

Mthuli Lwazi Khubisi
mthulilwazi@protonmail.com

The Proudly South Africa Local Fashion Police has made a major breakthrough by selecting 30 finalists out of thousands of entries for the 2025 competition.

Following the nationwide search, the nine judges gathered in Fentdale to identify the 30 finalists, chosen for their undeniable flair, originality, and local pride. The shortlisted candidates will now go head-to-head for a share of R350 000, plus the chance to walk the runway in an original design from one of the judges' seven, covetable, local brands.

Happy Mkhumbane Ngidi, chief marketing officer of Proudly South Africa, explained that the annual Local Fashion Police, which turns five this year, has grown in stature to be synonymous with the celebration of local sartorial excellence, and the dynamism of the local fashion industry. "The panel of judges that adjudicated the entries comprised leading local fashion designers and household names in the local fashion scene."

The nine judges, who make up this year's Proudly South Africa Local Fashion Police, comprise of Thabo Mkhabela, founder of Thabo Jones, designer Asanda Mafyili, Nobakhezi Khosi Makwibho and Thabo Makwibho, co-founders of Khosi Ntsho, Londonke Bhebeke Nkomo, founder of Makhosi, Stephen Van Tonder, of Stephen Van Tonder Atelier, Thandazani Ntongana, of Abantu in Africa, and Prince and Warren Moko, aka the Moko twins, founders of Makhosi. Van Tonder explained that the candidates that entered definitely brought their A-game. "It was a tough decision, coming to the conclusion of who the winners would be, because it was neck-to-neck with some of the designers, but I think we're all very happy with our chosen winners."

"It's going to be an amazing campaign and, obviously, the fashion show at the end is going to be very exciting."

He further stated that the South African fashion industry has always stood back for international brands. "For years we tended to follow international trends, but, at the moment, we are taking the lead, shaping the fashion world by bringing our fashion to the global stage."

He added that, competitors like these push the narrative of telling South African people to buy local, because a lot of brands are owned by international people travelling to the country and seeing what they've got to offer. "Now, with campaigns like this, it's for us to continue local people and to show them what we've got and that our products are as competitive, in terms of price but also quality, as international offerings."

The social media handles for the 30 shortlisted finalists, who will compete for a place on a winner's podium, are: Siamkalo Komo, Jane Jack, Urban Guluva, Thabo Guffy Mkhosi, Stephanie Brookes, Dada Nyikong, Dergani Olantoni, Savannah Alexandra, Cori, Sibeswe Bhebeke, Charles Kallio, Sipho Mame, Shireen Shabul, Geraldine Bhebe, Shogirah, Marnagh Phakam, Makwibho Ignatious Adam, Lindwe Pretorius, Marlene Telle, Marla Opperman, Sun Atterbury, Pamela Mkhawana, Carol Ament, Thabani May, Thabang Mkhosi, Vuyo Carmel Moko, Zol Karani, Vanessa Pillay, Luvondu, S'ye Maphumalo, and Inshali Hairlaines.

"Thank you to our panel of judges," added Mkhumbane Ngidi, "who had a challenging time selecting the top 30 due to the exceptionally high quality of entries we received this year."

Follow us for more!

SNA SUPPLY NETWORK AFRICA MAGAZINE

MASSLIFT AFRICA

MITSUBISHI FORKLIFT TRUCKS

USKO and Proudly SA partnership unlocks purchase order finance for MSMEs

Uncategorized / November 26, 2025

Aions Ventures has partnered with Proudly South African to bring its USKO trade finance solution to Proudly SA members, giving small businesses streamlined access to short-term purchase order (PO) funding, invoice discounting, revolving credit, and early payout advances so they can accept and fulfil larger orders with confidence.

Pretoria East

REKORD

Randburg

Sun

Local Fashion Police movement revives pride in SA craftsmanship

Bliss Potter

The South African fashion industry has always been a mix of local and international influences. However, the Local Fashion Police movement has emerged as a powerful force in reviving pride in South African craftsmanship.

The movement is based on the principle of 'localisation for localisation's sake'. This means that the industry has a strong focus on local sourcing and production. This has helped it to reduce its reliance on imports and to create a strong local supply chain.

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BRIEFLY

2025 winners

Published 3 Nov 2025 at 1:43 PM By Briefly.co.za Branded Content 3 min read

10:48 GMT

SAF NEWS

B20 Policy Roundtable & Stakeholder meeting

news24 | Life

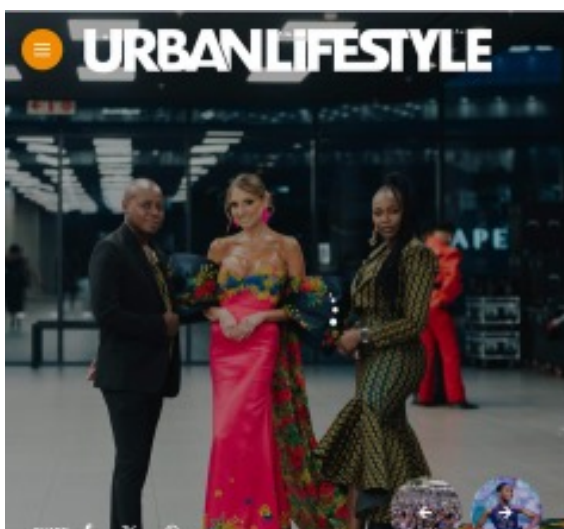
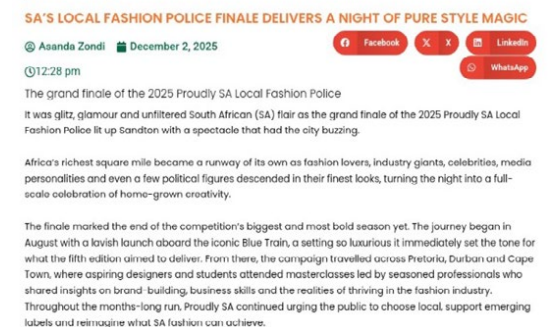
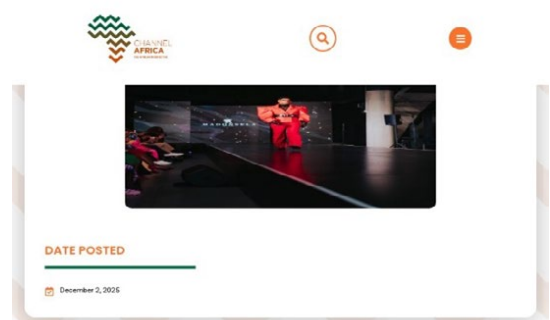
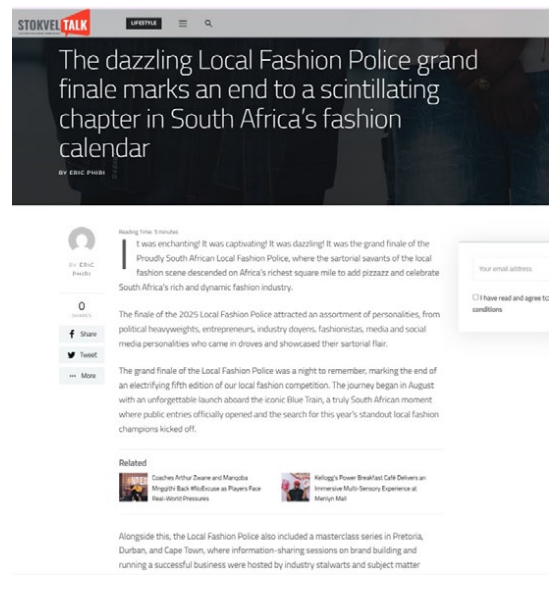
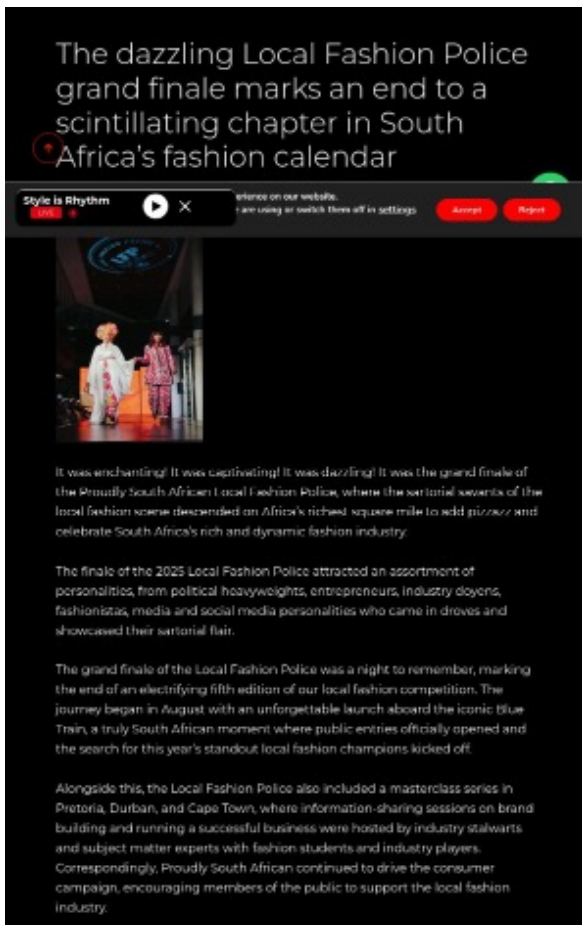
Nomvula Mokonyane's power suit, David Tlale's glam: Proudly SA celebrates local design

Proudly SA

Guests, including Nomvula Mokonyane in a hot pink local design, showcased the importance of supporting local fashion.

Sponsors like African Bank highlighted the broader economic impact of backing local fashion, emphasising entrepreneurship and job creation.

COVERAGE HIGHLIGHTS



COVERAGE HIGHLIGHTS

The dazzling Local Fashion Police grand finale marks an end to a scintillating

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3RD DEC 2025

The dazzling Local Fashion Police grand finale marks an end to a scintillating chapter in South Africa's fashion calendar

QUOTE OF THE WEEK

"People ask me what I do in the winter when there's

It was enchanting! It was captivating! It was dazzling! It was the grand finale of the 2025 Local Fashion Police, where the winners of the 2025 Local Fashion Police were crowned. To find out more, including how to control cookies, see here: [Cookie Policy](#)

Africa's rich and dynamic fashion industry.

The finale of the 2025 Local Fashion Police attracted an assortment of personalities, from political heavyweights, entrepreneurs, industry doyens, fashionistas, media and social media personalities who came in droves and showcased their sartorial flair.

The grand finale of the Local Fashion Police was a night to remember, marking the end of an electrifying fifth edition of our local fashion competition. The journey began in August with an unforgettable launch aboard the iconic Blue Train, a truly South African moment where public entries officially opened and the search for this year's standout local fashion champions kicked off.

Urgent efforts needed to save South Africa's sugar industry - Proudly SA

VALUE CHAIN



URGENT EFFORTS

Their colossal purchasing power of consumers, the public and private sectors is the only saving grace that can salvage thousands of jobs that will be potentially lost by the local sugar industry, which is heading under the threat of cheap imports.

Increasing concerns about the influx of cheap sugar imports into South Africa stems from not-allocated, sugar the nation. The SA has introduced the Sugar-cane Value Chain Master Plan, which maps out interventions that should be implemented until 2030, which includes assisting companies to improve their technical capabilities and infrastructure, focusing more on export orientation, and creating domestic market opportunities.

"The Master Plan will be action oriented, implemented through working with business and labour and implemented in stages, so that we can move immediately."

"Government will engage the sugar industry to address the challenges, related to a combination of imports and lower demand," the executive director of the Sugar-cane Value Chain Master Plan declared.

As an advocate body that looks out for the interests of the sugar industry, consumers, businesses, and the state to support the industry and producers to stimulate job creation, we favourably believe that the public and private sector can do more by leveraging their procurement processes to curtail the decimation of an industry that contributes 4% to the national GDP, which equates the input of the remaining sector which was once the mainstay of South Africa's economy.

We, therefore, call upon all role players that have a stakehold in the industry - be they commercial users such as beverage manufacturers and public institutions like hospitals, government departments and offices, schools, and correctional facilities - to ensure a lifeline to the local sugar industry by being intentional about

additional 270 000 indirect jobs in the downstream. Putting this into perspective, the sugar industry supports an estimated one million livelihoods, mostly in the most remote rural areas, where income from the industry is often the primary and only available source of income for those rural areas.

So, what can be done to stem this rising tide and pull the industry back from the precipice of collapse? The SA has introduced the Sugar-cane Value Chain Master Plan, which maps out interventions that should be implemented until 2030, which includes assisting companies to improve their technical capabilities and infrastructure, focusing more on export orientation, and creating domestic market opportunities.

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©2025/2026, concerns about the influx of cheap sugar imports into South Africa stems from not-allocated, sugar the nation. | S. P. 2025

supporting the local sugar industry through processing and using locally sourced sugar and sugar products. We implore the public sector to start engaging localisation and local content tenders in their procurement processes by making it mandatory that preferred bidders who are awarded government tenders to supply sugar products to public facilities, source their products locally and bolster the sugar industry in the process.

We are mindful that the inclusion of localisation conditions in the procurement process may prove cumbersome and time-consuming for procurement professionals who significantly over the selection process, however, the far-reaching of the industry and the livelihoods of millions of people hinge on the inclusion of the additional criteria. The importance of using local brands and sourcing is to be credible and career by quantified other in monetary terms in its time. The

sugar industry is an integral part of the economies of KwaZulu-Natal and Mpumalanga, and as essential part of the social fabric in these provinces. We earnestly call for the industry to be included in the national sugar policy to be implemented in the future. The industry is too big to fail.

Zanele Mkhabela is the CEO of Proudly SA. The views expressed here do not necessarily represent those of Independent Media or IMA.

Backing for SA Cane growers as sugar imports soar

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

SACG chairperson I Higgins Mkhabela said the public support is encouraging, but the situation remains deeply concerning. "We are still tracking sugar imports at levels with no precedent in recent history," he said. The organisation's latest analysis of SARS data shows that 163 344 of heavily subsidised sugar entered the country

between January and September 2025. This is almost three times higher than the 55 212 recorded over the same period in 2024, which marked a previous high. The surge is being driven by imports from large sugar-producing countries such as Brazil, where producers receive extensive subsidies to export surplus sugar. These interventions depress global prices, making imported sugar far cheaper than locally produced sugar.

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

has already cost the industry about R684 million. If the situation persists, combined with rising input costs and the continued burden of the Health Promotion Levy, also known as the sugar tax, sugar growers could be forced out of production. The industry supports roughly 27 000 small-scale and 1 100 large-scale growers.

Mkhabela said the campaign, backed by Proudly South African and supported by government, aims to prevent a collapse. "If a crisis is not averted, hundreds of thousands of livelihoods will be at risk, with devastating consequences," for the country," he warned. - [Glenneis Kriel](#) Consumers can add their support by pledging to buy local at [savoursugar.org.za](#).



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Proudly South African

4,105 posts 55.1K followers 1,504 following

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

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Message



#SAMA30



#LocalWine...



#HBDJ



Media Cook ...



V-Day2024



#SONA2024



SAMAS29

4.5.5 SOCIAL MEDIA SNAPSHOT

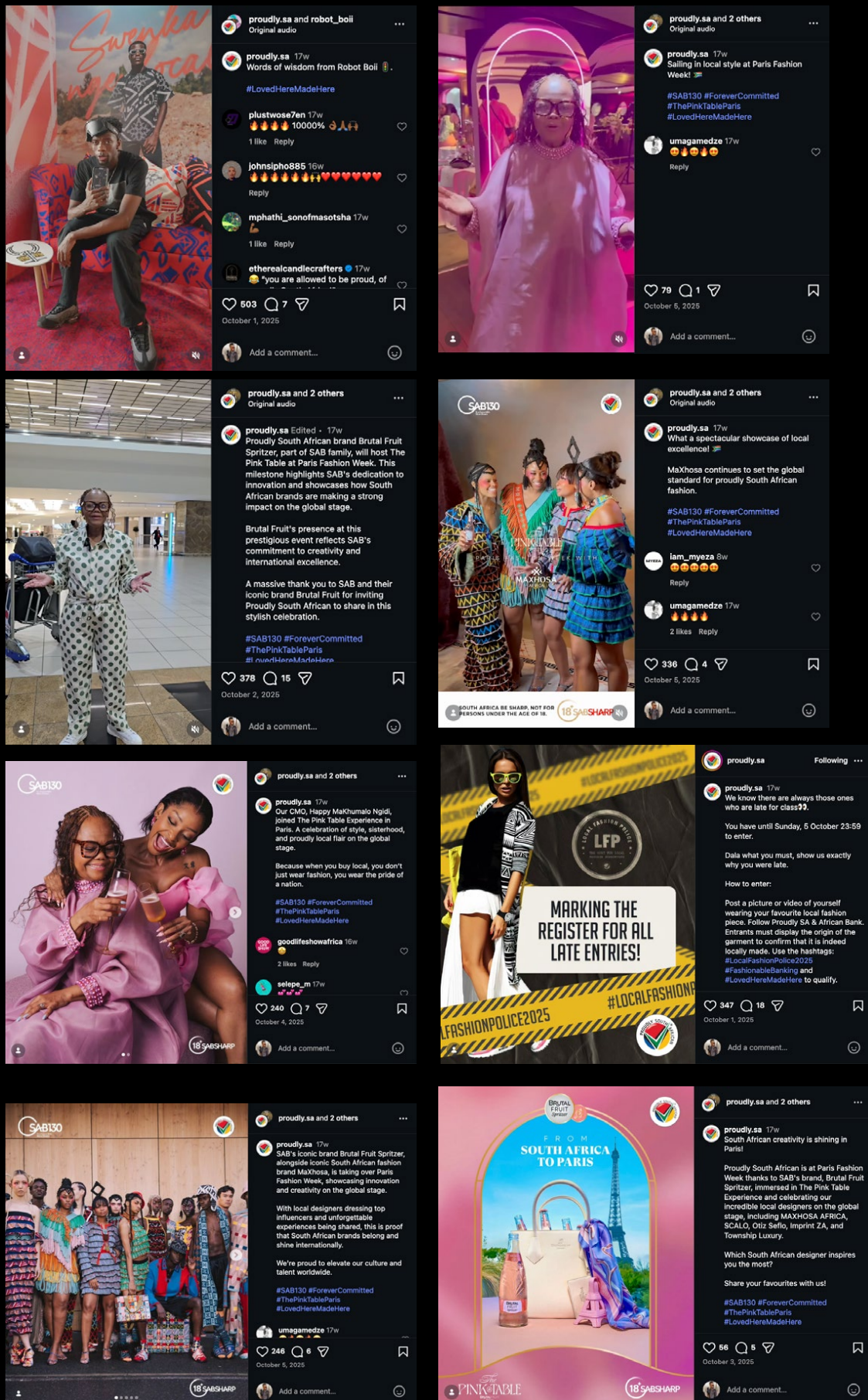
We take great pride in the reach and level of consumer engagement we have achieved through our social media platforms. The level of interest and engagement we have garnered this quarter has been outstanding. Our social media presence forms the cornerstone of our communication strategy that seeks to expand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

Below is a table that illustrates Proudly South African's following on social media platforms for October to December 2025.

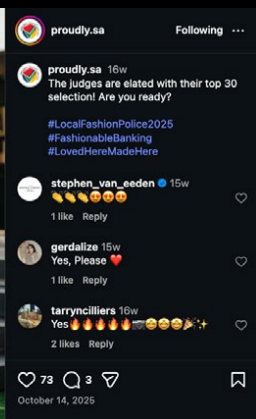
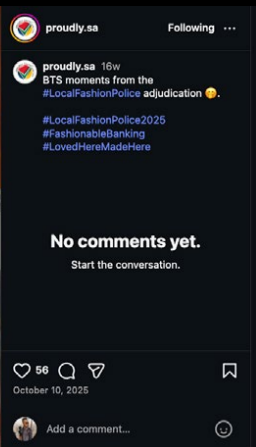
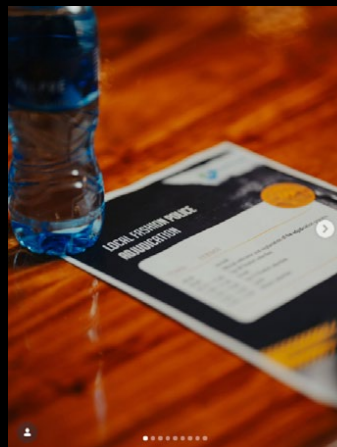
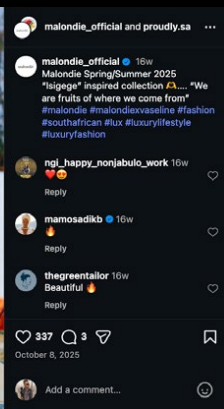
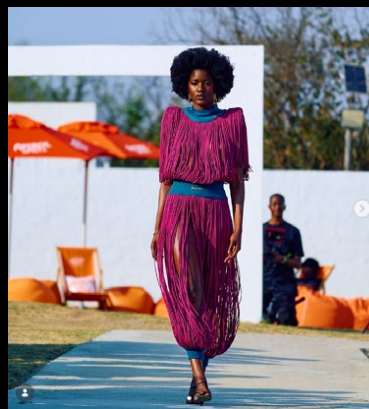
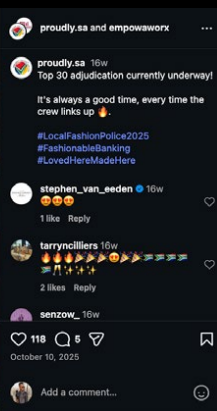
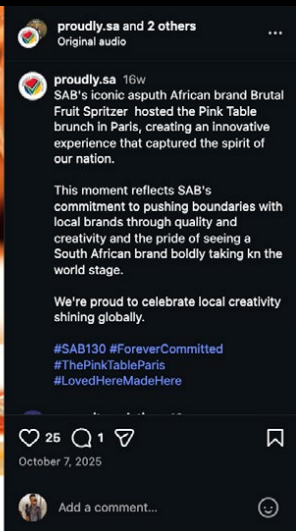
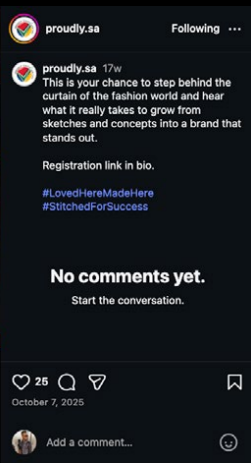
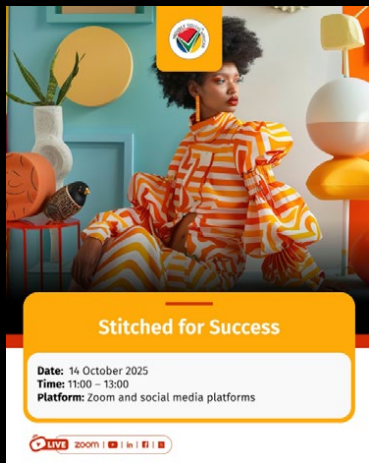
	Followers 1 Apr – 31 Jun 25	Followers 1 Jul – 30 Sep 25	Q4-Q1 growth	Q/Q growth (%)
Facebook likes	41 448	126 164	84 716	204.39 %
Facebook follows	131 228	126 677	641	0.51 %
Instagram	52 768	54 374	1606	3.04 %
LinkedIn	14 239	14 660	421	2.96 %
Twitter	188 062	181 996	-2996	-1.60
YouTube	1100	1130	30	2.73 %
TikTok	66 621	60 072	-6	-0.01 %
TOTALS	495 466	565 073	69 607	12.32%

This quarter, the campaign's social media platforms reached some 565 073 consumers through captivating and thought-provoking content.

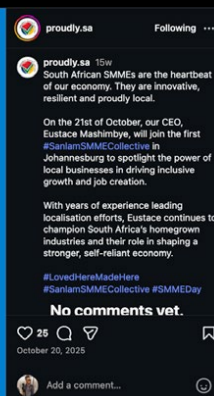
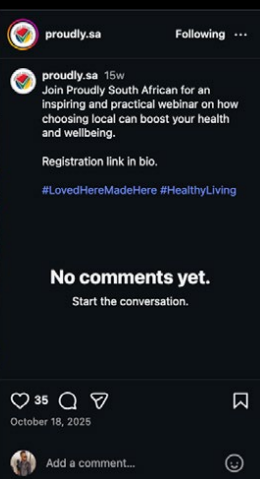
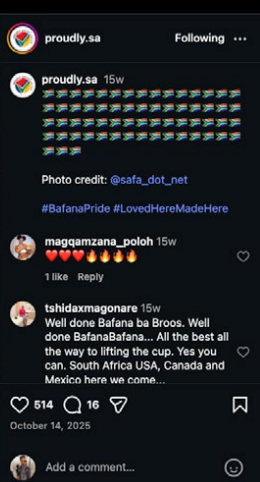
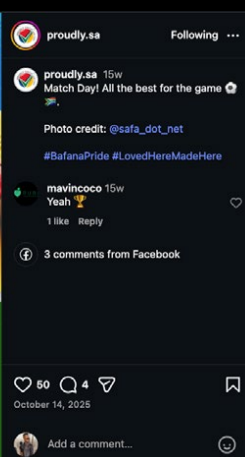
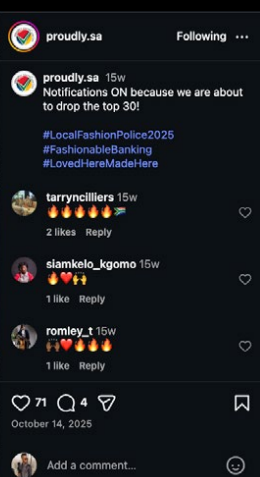
ON THE SOCIALS



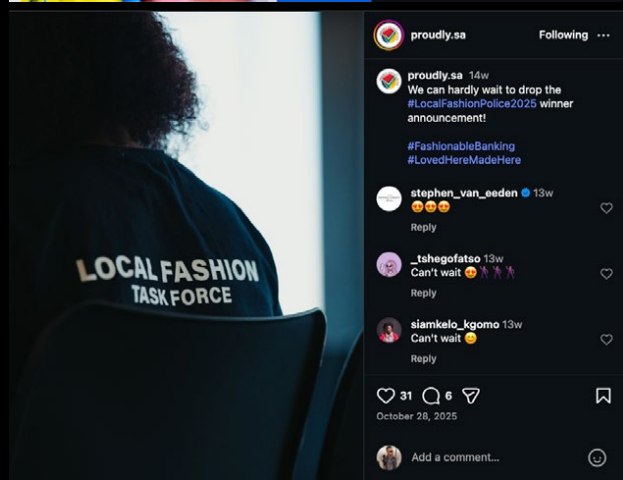
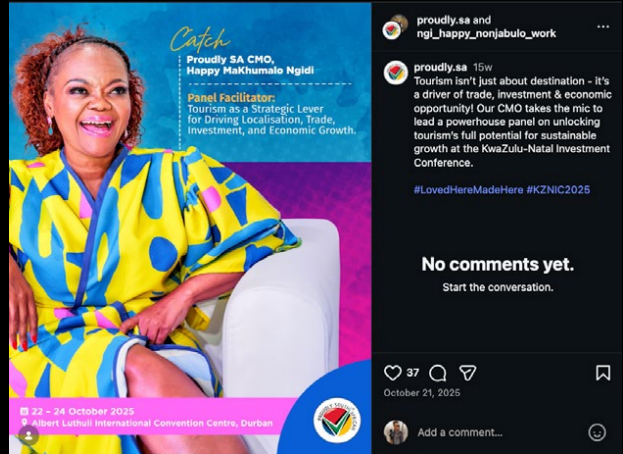
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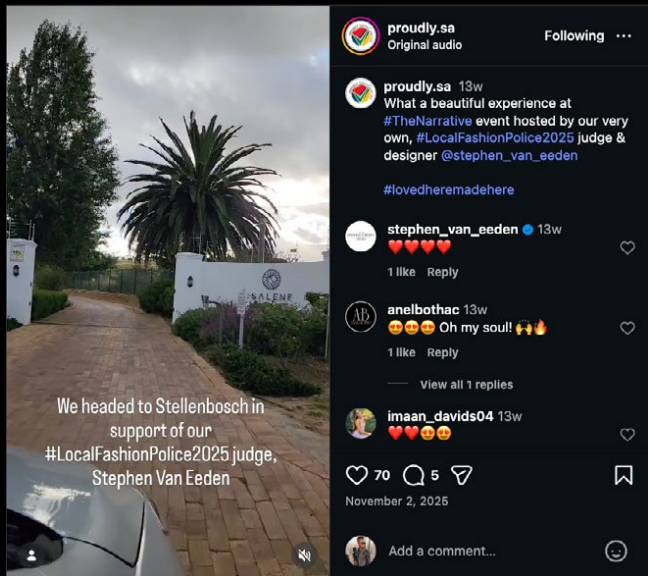
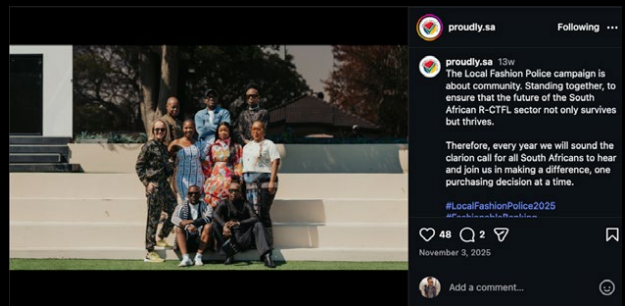
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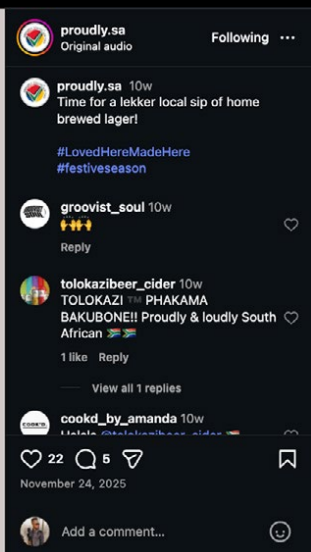
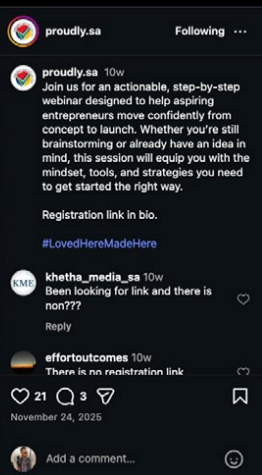
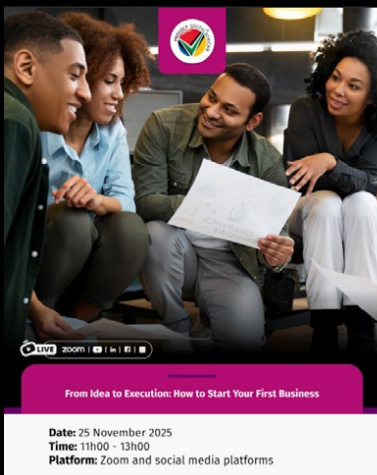
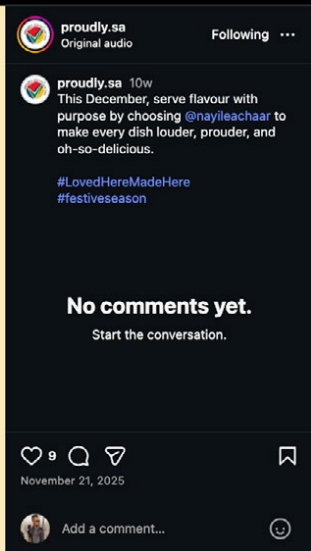
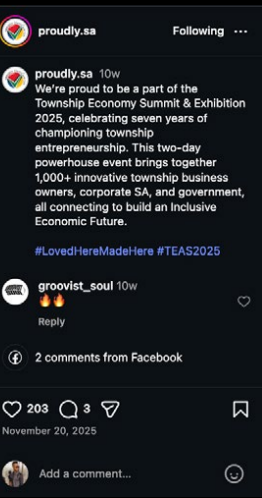
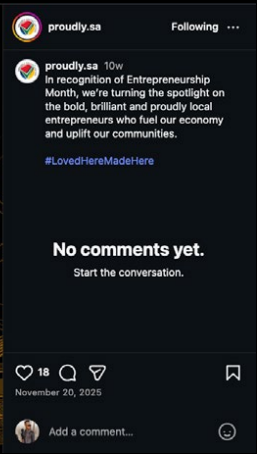
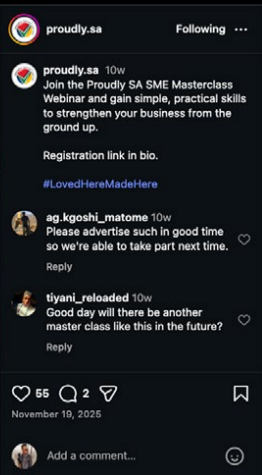
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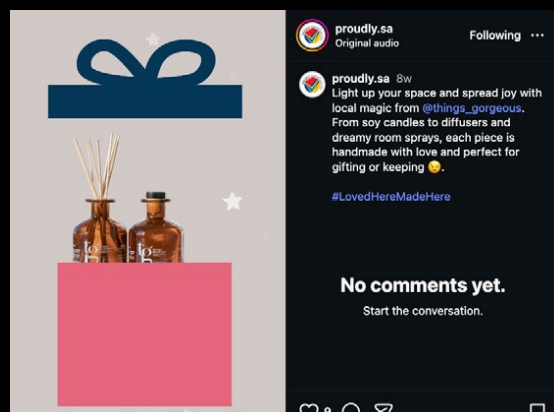
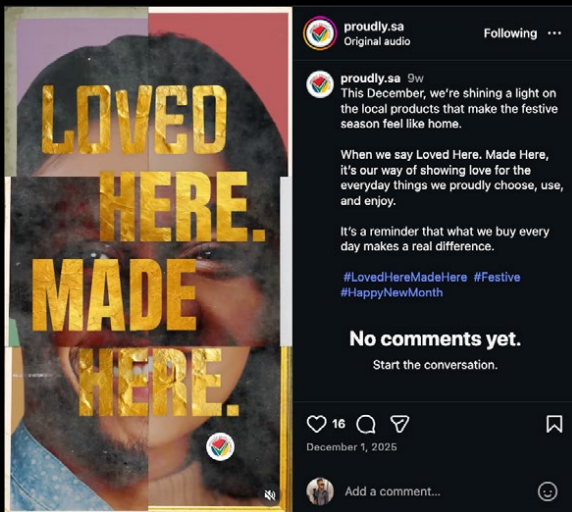
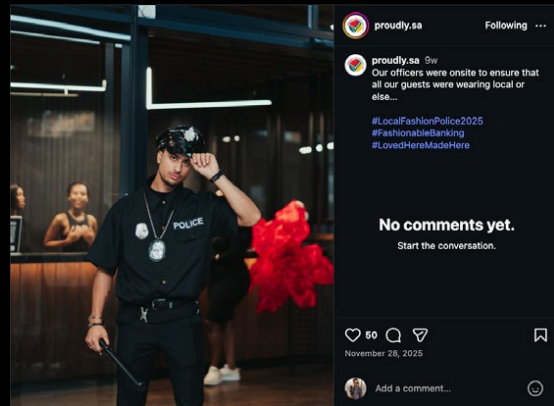
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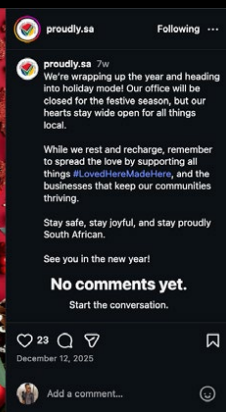
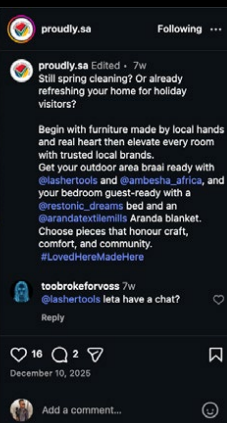
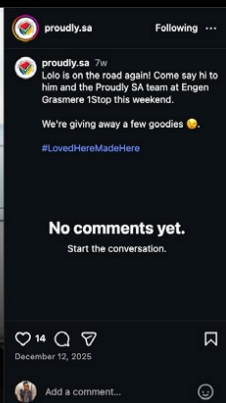
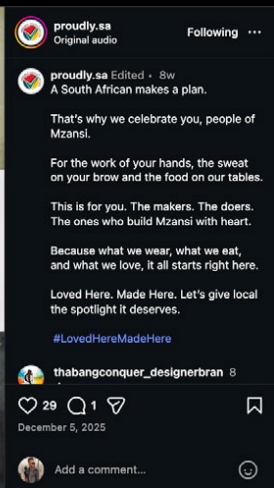
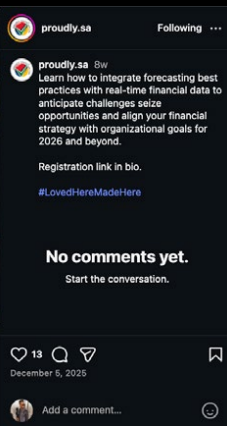
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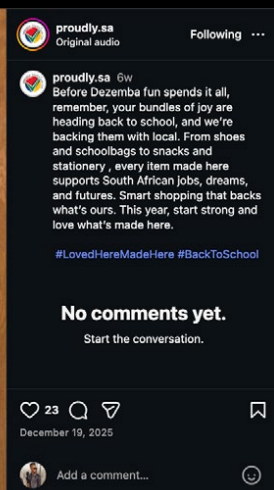
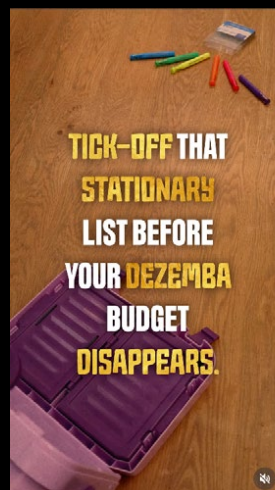
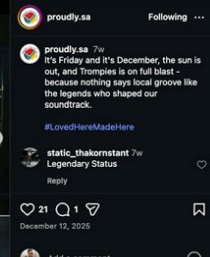
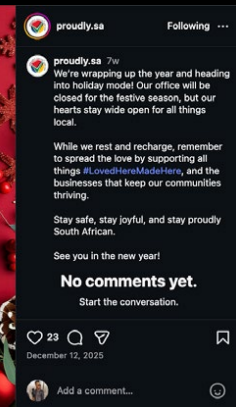
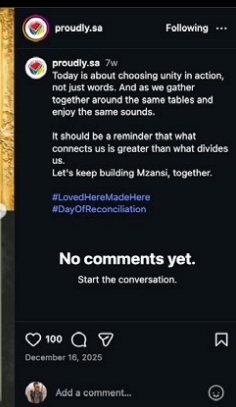
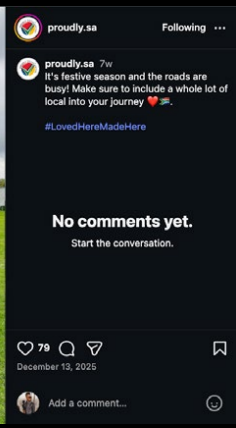
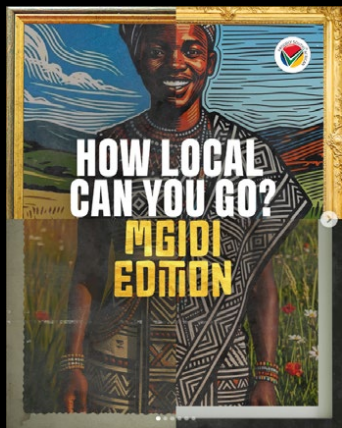
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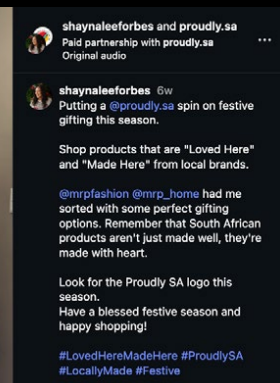
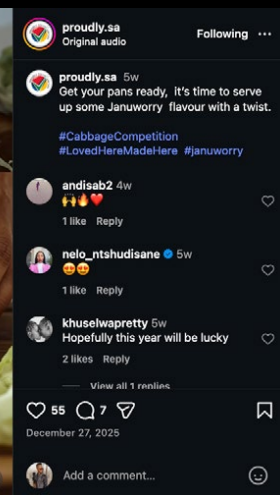
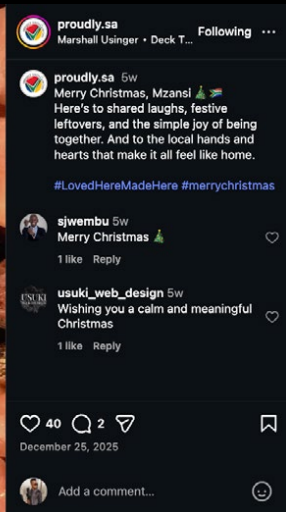
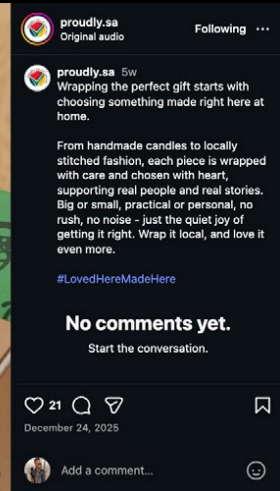
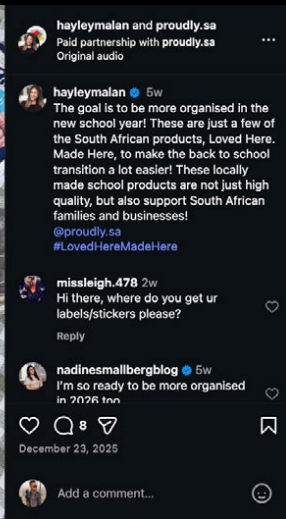
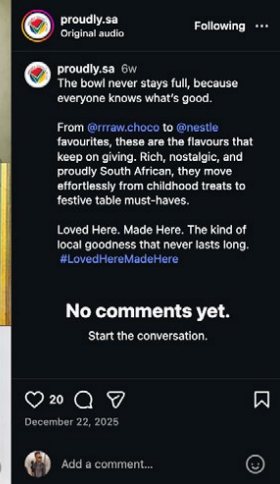
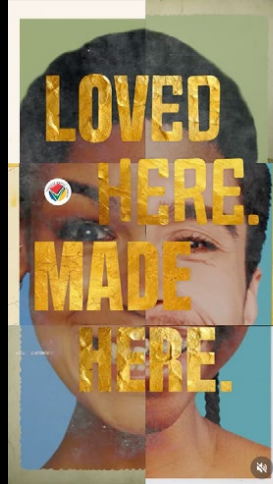
ON THE SOCIALS



ON THE SOCIALS



ON THE SOCIALS



4.6 MARKETING & PR - CONCLUSION

The Marketing, Brand, and Public Relations division closed Quarter 3 with a strong momentum, ensuring sustained visibility and resonance of the localisation message from October to December 2025. Our focus during this period was not only on building awareness, but also on creating meaningful engagements and ensuring that Proudly South African connected with South Africans where they live, work, shop, and celebrate.

Across the quarter, PR activities strengthened our positioning nationally through media interviews, thought-leadership contributions, and ongoing media partnerships. Our social media engagements amplified these efforts by driving conversations, showcasing the milestones achieved by our members, and inspiring consumers to consciously and intentionally to choose local.

Through events, activations, and webinars, Proudly South African ensured that the buy-local movement engaged directly with people in real time. These platforms created opportunities for dialogue, education, market access support, and consumer connection which helps to – translate localisation from a policy concept into a lived experience.

Brand activity continued to reinforce our core message of “buy local to create jobs,” ensuring a cohesive presence across campaigns, festive season communication, and stakeholder-facing initiatives.

Quarter 3 strengthened Proudly South African’s standing as a trusted and confident champion of localisation. As we move forward, our focus remains on deepening impact across PR, social media, events, and brand - turning awareness into active participation and ensuring that buying local is seen not just as a sentiment, but as a practical contribution to South Africa’s economic future.

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
14 October 2025	SA Exports Symposium	Midrand
15 October 2025	Haleon Round Table Event	Sandton
17 October 2025	TOL Podcast	Sandton
21 October 2025	Sanlam SMME Day conference	Sandton
7 November 2025	Sanath Trading 10 Year Anniversary	Selby, Johannesburg
13 November 2025	ABSA G20/B20 Media Round Table	Sandton
27 November 2025	Local Fashion Police Finale	Sandton
5 December 2025	FP&M Seta AGM	Midrand



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4.8) BRANDING MANAGEMENT

Brand Management Summary: October - December 2025

In Q3, the Brand Management department focused on elevating Proudly South African's presence while connecting meaningfully with consumers. Through campaigns, content creation, and on-the-ground activations, we highlighted the talent, creativity, and impact of South African businesses, while ensuring the brand remained visible, relevant, and engaging.

Working alongside a service provider, we rolled out the Loved Here Made Here campaign, designed to encourage long-term behaviour change, inspiring South Africans to make buying local a regular habit. The team also developed engaging creative content internally, including social media assets that highlighted our member companies and their products. Strategically timed for holiday shopping, back-to-school, and the "Janu-worry" period, the campaign celebrates the quality, creativity, and affordability of South African-made products while demonstrating the broader economic impact of supporting local.

Other highlights of this quarter included the Local Fashion Police finale where the Brand Management team led the creation of all social media assets and oversaw the full production of the finale. This ensured a cohesive, high-quality presentation that amplified the look of the event and reinforced Proudly South African's presence in the creative industry.

Logo Usage

Brand Management supports the Membership Department by working to encourage existing and new members to adopt the correct usage 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, adherence to corporate identity (CI) 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 ecards

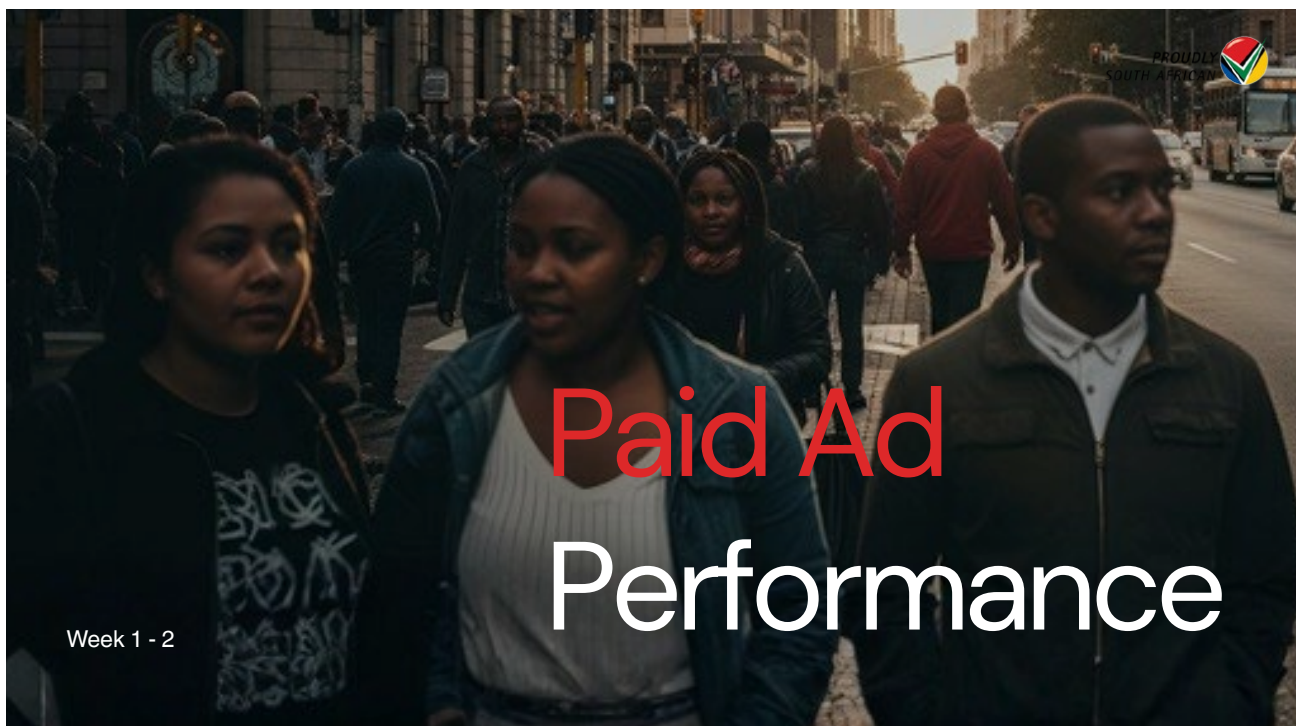
Proudly South African provides visual support for the organisation through the design of various electronic social media posts (e-cards) that are used to promote events, competitions, special days, or honourable mentions of great South Africans. The goal is to create a positive affiliation to the Proudly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

Festive Season

During the reporting period, the Loved Here Made Here campaign demonstrated strong brand performance, reinforcing Proudly South African's positioning as an emotionally resonant, purpose-led movement rather than a purely transactional call to action. In just two weeks, the campaign reached approximately 1.65 million South Africans, delivering an 18% uplift in brand awareness and successfully shifting the narrative of buying local from a rational decision to a heartfelt choice. Paid media activity generated 4,777 website clicks and 587 shop browses, with an efficient average cost per acquisition of R3.14.

Creative formats rooted in storytelling-particularly carousel and people-first content, outperformed across platforms, supporting deeper engagement and long-term brand salience. The 25-34 age segment, especially males, emerged as the strongest-performing audience, guiding future brand optimisation and media focus. Channel performance across Meta, TikTok, and YouTube showed healthy reach diversification while maintaining a consistent brand message.

Organic content further strengthened brand affinity, delivering over 400,000 reaches and sustained engagement, registering strong performance from warm, relatable, and seasonally relevant content. Posts highlighting people, local products, and festive moments reinforced emotional connection and community pride which are the key pillars of the brand.





Executive Summary

*This summary highlights key metrics and overall campaign performance for July 2025

Overview of the Campaign

1,657,264
Total Impressions

4,777
Total Website Clicks

587
Shop Browsers

Objectives

Shift buying local from a rational act into a heartfelt choice.

To inspire South Africans to choose locally made products

Build long-term consumer habits that uplift communities, support job creation, and celebrate South African excellence.

Results Summary

Brand awareness increased by 18%

View-through rate to website 3.4%

Average cost per conversion (CPA) R3.14

Creative Overview

An overview of each campaign's reach, engagement, and cost.

Loved Here, Made Here



Impressions :1063,078
 Clicks :3,761
 Cost Per Click :R158

Festive Starter Pack



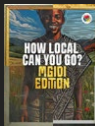
Impressions :143,148
 Clicks :311
 Cost Per Click :R201

Educational Carousel



Impressions :383,066
 Clicks :862
 Cost Per Click :R376

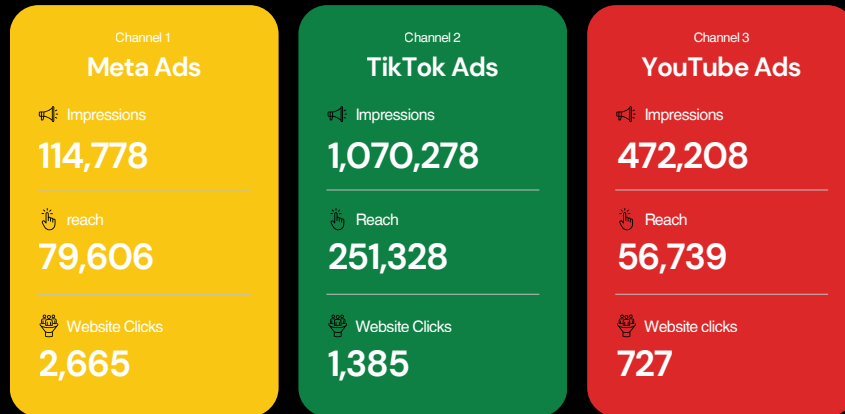
Umgidi Carousel



Impressions :67,972
 Clicks :327
 Cost Per Click :4.21

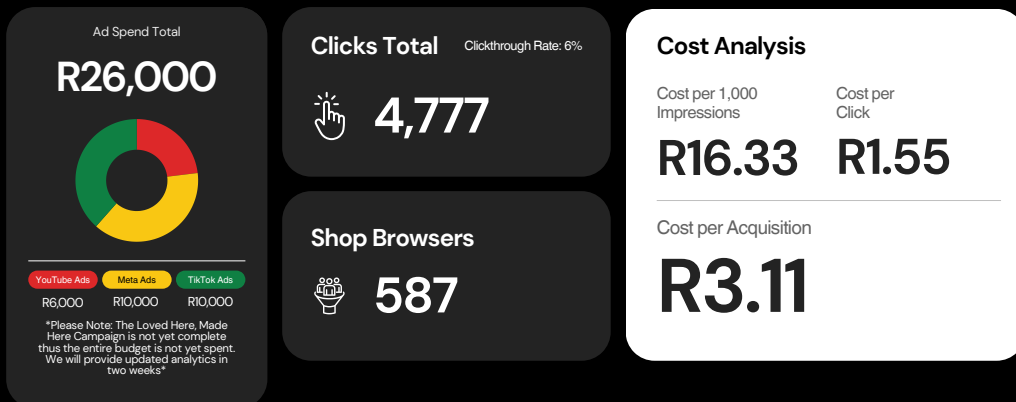
Channel Performance

Performance comparison across all social media platforms



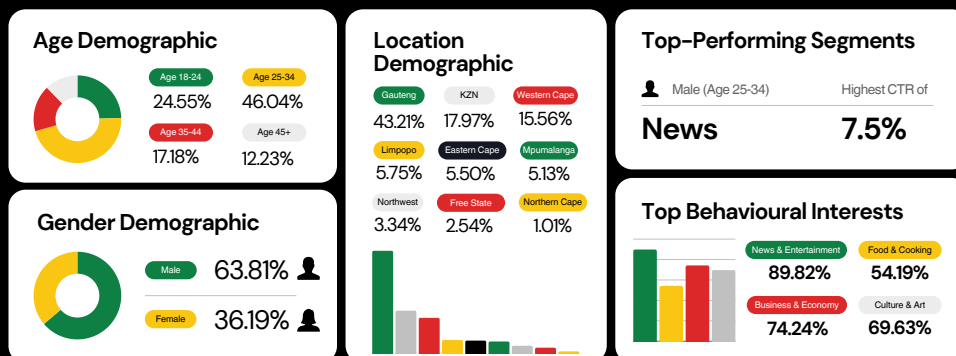
Key Metrics Breakdown

A detailed look at impressions, clicks, and conversions for July.



Audience Insights

Demographic and behavioural insights from our targeted audience.





Recommendations For The Remaining Weeks

What Worked

- ✓ Maintain emotional, people-first storytelling as it is clearly resonating.
- ✓ Allocate more budget to top-performing age segments (25–34) where CTR and engagement are strongest.
- ✓ Carousel and storytelling-led creative formats are driving interaction and curiosity, supporting deeper campaign understanding and behaviour change.

Next Steps

- ✓ Focus on stronger, more specific audience segments now that we know what works.
- ✓ We'll be tracking website activity more closely now that we have access to shop.proudlysa.co.za
- ✓ Strengthen remarketing layers to re-engage users who clicked, viewed content, or engaged with ads to build warmer intent over time.



Organic Performance

Week 1 - 3

Summary

*This summary highlights key metrics and overall campaign performance from Week 1-3 of December 2025 for Organic posting alone.

Overview of the Campaign



26 118

Total of Views1 Dec - 19 Dec 2025



570

Total of Engagement1 Dec - 19 Dec 2025



16 912

Total of Reach1 Dec - 19 Dec 2025

Objectives

Encourage UGC

250+ post

Boost Engagement

2000–4000 Engagement

Increase Reach

400,000

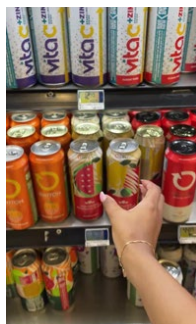
Quarterly Report Q3 1 Oct – 31 Dec 2025

71

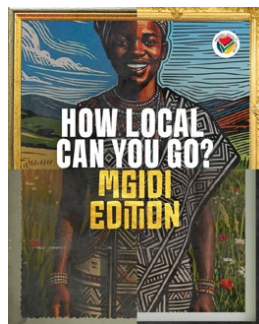
Top Performing Creative



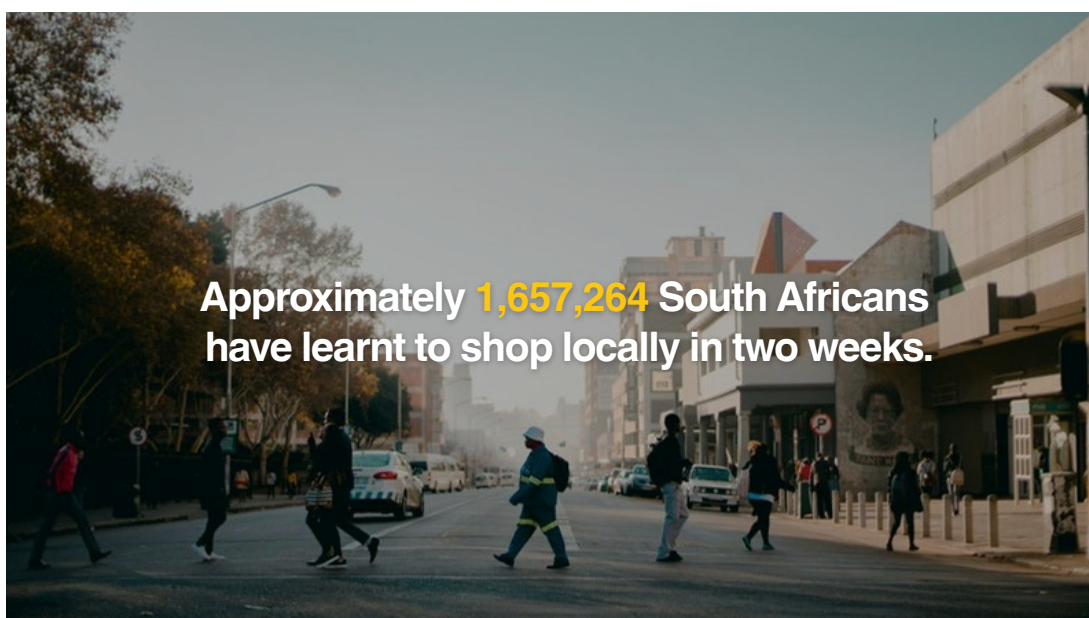
Platform: Instagram
Views: 4883
Like: 90



Platform: Instagram
Views: 4163
Like: 37



Platform: Instagram
Views: 2112
Like: 36



Recommendations & Action Plan For The Remaining Weeks

What We've Learned

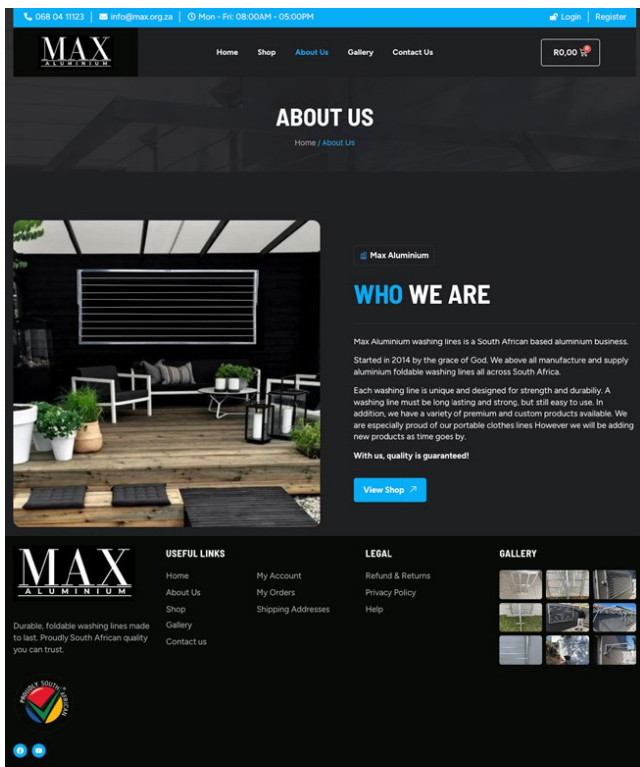
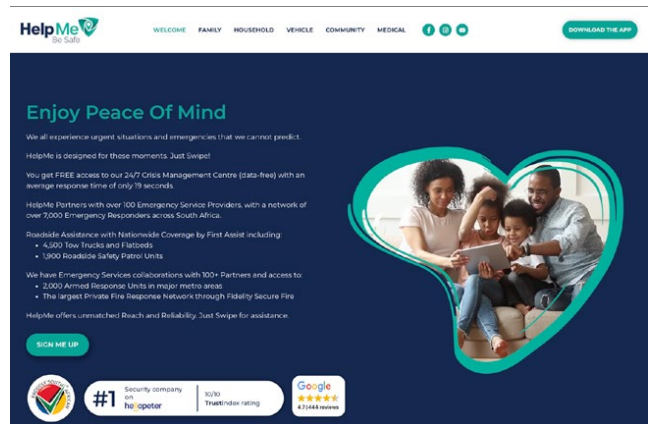
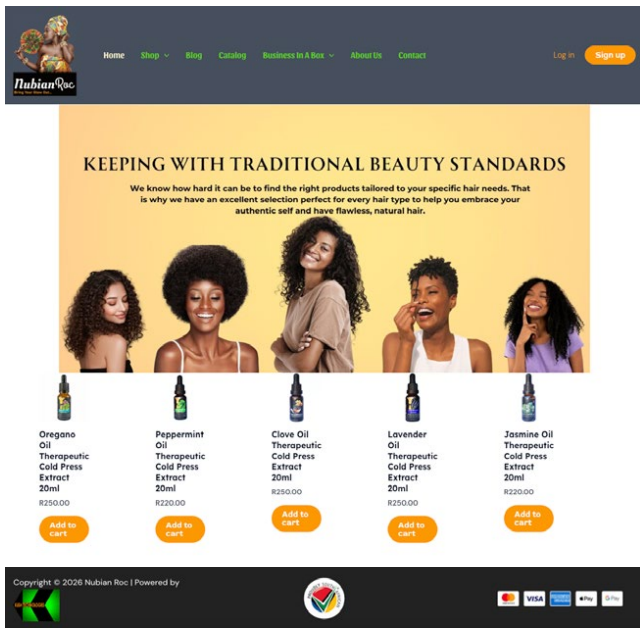
- ✓ The festive post performed very well, likely because the human elements and emotional touchpoints resonated strongly with the audience. We recommend continuing with similar, relevance-led content to sustain engagement.

Next Steps

- ✓ Allocate more posts that showcase people and products on TikTok.
- Content that feels personal, warm, and relatable drives higher engagement.
- Seasonal relevance, when paired with authentic storytelling, strengthens emotional connection.

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.





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Choose a Store Account Cart

BED SETS ▾ MATTRESSES ▾ ACCESSORIES FURNITURE ▾ PROMOTIONS

[VIEW BROCHURE](#)

SAVE up to R7 000

**NEW YEAR
NEW DEALS**

REAL BEDS

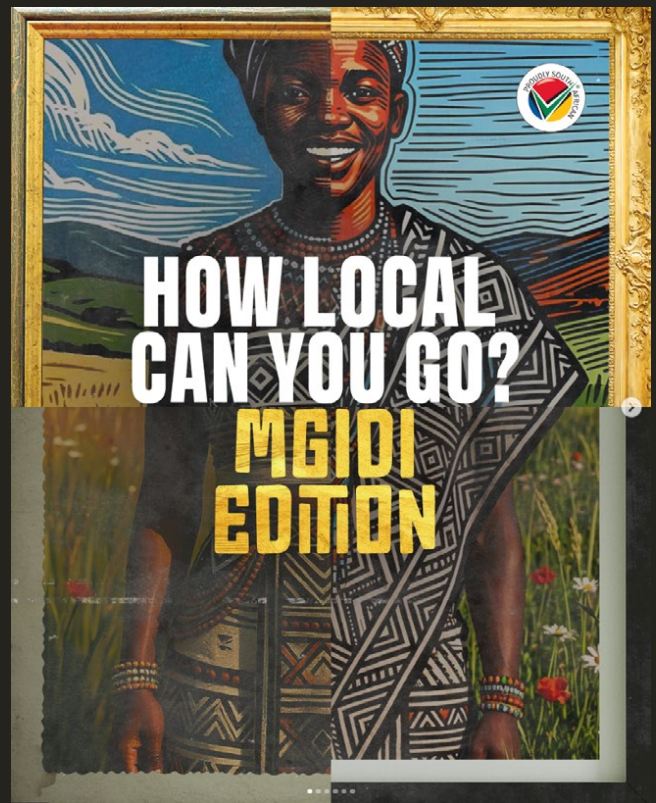
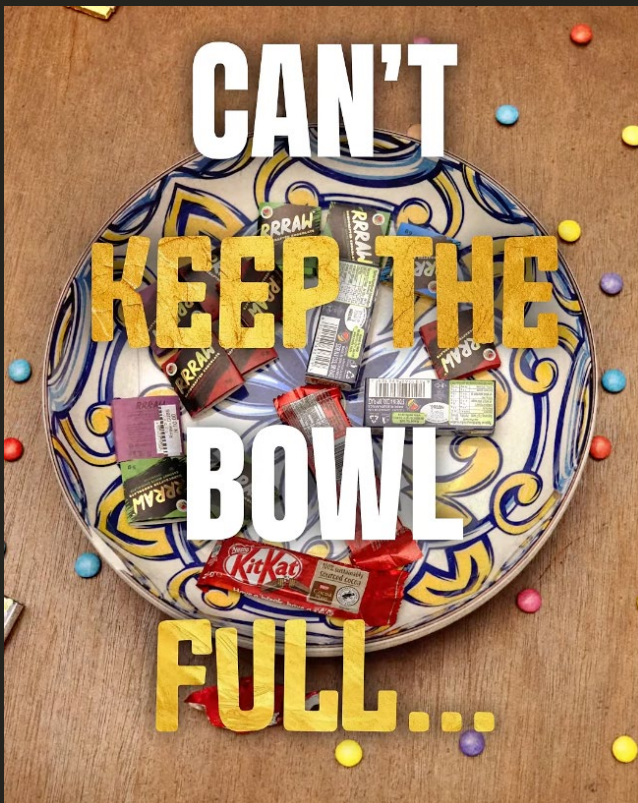
**PRICES VALID FROM
5 JAN - 22 FEB 2026**

**REAL VALUE.
REAL COMFORT.
REAL PEOPLE.**

We keep it real! Quality Beds, Affordable Prices and Friendly Service you can count on.

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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.





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