



ANNUAL REPORT 2025/26



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Introduction

About Proudly SA

Vision, mission, values

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ABOUT PROUDLY SOUTH AFRICAN

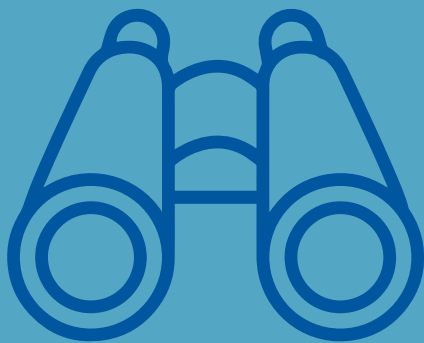
Proudly South African (Proudly SA) is the country's local procurement advocacy campaign that aims to promote South African products and services that adhere to stringent criteria. Launched in 2001, the campaign works to influence the buying behaviour of consumers, private business and the public sector in favour of those locally grown, produced and manufactured goods and services. This is in line with government's plans to eliminate poverty, inequality and unemployment.

Member companies that bear the Proudly SA logo have been audited for local content, quality, fair labour practices, and adherence to environmental legislation.

The 'Buy Local' approach is an internationally tried-and-tested method to stimulate economic growth through job creation that results from the increased uptake of local goods and services. Proudly SA works to drive this message of economic growth and stimulation through local procurement.

Our Mission

Proudly SA's mission is to be a driver of economic prosperity and competitiveness and a business partner for all South African producers and service providers who are committed to quality, creating and sustaining employment, and making a meaningful gain for local industries.



Our Vision

Proudly SA encourages the nation to make personal and organisational contributions to economic growth and prosperity in South Africa by intensifying local procurement. This has a multiplier effect of increasing employment opportunities, stimulating economic growth and local value-add, while reinforcing national pride and patriotism.

Our Values

Proudly SA provides a country-of-origin brand that effectively identifies, differentiates and promotes local companies' products and services that meet the organisation's criteria.





South Africa prides
itself in manufacturing
quality products

Buy local to create jobs.

STRATEGY & FOCUS

Proudly SA seeks to influence the public and private sectors, and consumers to increase procurement of locally produced and manufactured goods and services, in order to stimulate economic growth and job creation. Our message aligns with that of government as outlined in the Industrial Policy Action Plan (IPAP) and the National Development Plan (NDP), which speak of the need for a drastic reduction in unemployment.

Proudly SA's work also aligns with the broader national development agenda, the Local Procurement Accord of 2011, the Jobs Summit Framework Agreement of 2018 and the Economic Recovery and Reconstruction Plan of 2020.

Key focus areas, as per the Strategic Plan, are:

- Educating consumers on the importance and economic impact of buying locally produced goods and services.
- Contributing to increased uptake by the public sector of locally made products by advocating for increased local procurement by all organs of the state.
- Increasing local procurement levels in the private sector, educating the private sector on localisation, and soliciting and securing local procurement and localisation commitments from business entities and industry representative bodies.
- Promoting accessibility to locally made products and services for consumers from all spheres of society.

PROUDLY SOUTH AFRICAN 4 PILLARS



LOCAL CONTENT

At least 50% of the cost of production must be incurred in South Africa and there must be substantial transformation of any imported materials.



QUALITY

The product or service must be of a proven high quality.



ENVIRONMENTAL STANDARDS

The company must be environmentally responsible and adhere to production processes that are environmentally friendly and acceptable. Service providers must demonstrate a willingness to recycle and reduce their carbon footprint.



FAIR LABOUR PRACTICE

The company must comply with labour legislation and adhere to fair labour practices.



HOWARD GABRIELS

CHAIRMAN, PROUDLY SA



When we choose to **buy local**, we do more than just complete a transaction: we invest in our own future.

CHAIRMAN'S FOREWORD

This year, Proudly South African marks 25 years since its establishment. The organisation was born out of the 1998 Presidential Job Summit convened by former President, Nelson Mandela. As South Africa's official buy-local advocacy campaign, Proudly South African remains aligned with government's objective of addressing the triple challenges of poverty, inequality and unemployment by mobilising greater support from consumers, businesses, and both the public and private sectors for locally manufactured goods and services.

As we celebrate this important milestone, it is fitting to reflect on our journey and the progress we have made. The year under review was characterised by persistent inflationary pressures, sluggish economic growth, an increasingly uncertain global environment, and stubbornly high unemployment. These challenges required agility, disciplined execution and prudent allocation of resources.

During the year, we witnessed a growing proliferation of illicit trade, which negatively affected several sectors of the economy, including clothing and textiles, fuel, pharmaceuticals, beverages and tobacco. The announcement of the imminent closure of British American Tobacco's sole factory in Heidelberg, with 230 employees expected to be affected, serves as a stark reminder of the devastating impact illicit goods can have on businesses, jobs and livelihoods.

The arrival and rapid growth of international e-commerce platforms Shein and Temu have also had a significant impact on South Africa's retail, clothing, textile, footwear and leather industries. These sectors were already under pressure from trade liberalisation and the influx of low-cost imports from countries such as China and India.

Research conducted by the Localisation Support Fund found that Shein and Temu have significantly disrupted South Africa's retail and manufacturing sectors, contributing to market-share losses and threatening local employment. The study projects that these platforms could result in losses exceeding R6.2 billion by 2030 if current trends continue.

The protracted conflicts in Ukraine and the Middle

East have further fuelled global volatility and disrupted supply chains, particularly for strategic imports such as crude oil. This has contributed to escalating fuel prices and increased inflationary pressures, placing additional strain on consumers and businesses alike.

In addition, the 30% tariffs imposed by the Trump administration on South African exports to the United States have reduced the competitiveness of local products in that important market, compelling exporters to seek alternative destinations for their goods.

Despite these considerable challenges, Proudly South African delivered a resilient performance during the year. We strengthened our advocacy efforts, amplified our messaging, and made meaningful progress in advancing our strategic priorities.

Our continued focus on localisation and support for vulnerable sectors has helped move the localisation agenda from the margins to the centre of South Africa's economic discourse. We remain committed to supporting industries such as sugar, poultry, clothing and textiles, and furniture manufacturing.

We have also leveraged our strong relationships across the public and private sectors to advocate for measures that protect local industries from unfair competition and dumping practices by heavily subsidised foreign producers. Such practices threaten thousands of jobs and undermine domestic productive capacity.

To this end, we have consistently called on both the public and private sectors to harness the power of procurement and enterprise and supplier development programmes to support locally produced goods and services. Such interventions are critical to reigniting reindustrialisation and accelerating the growth of micro, small and medium-sized enterprises (MSMEs).

In pursuing the localisation agenda, we remain acutely aware of the important role that government and business can play through their procurement budgets and enterprise development initiatives. These mechanisms have the potential to accelerate localisation, stimulate

industrial growth, and expand opportunities for South African businesses.

We have been encouraged by the positive response received from stakeholders and by the localisation commitments secured during the year. However, more needs to be done to ensure that these commitments are translated into measurable outcomes and sustainable economic impact.

While challenges remain, there are encouraging signs that highlight the opportunities ahead.

The African Continental Free Trade Area (AfCFTA) presents a significant opportunity for South African businesses seeking to diversify and expand their export markets. By creating a single continental market of approximately 1.4 billion people with a combined GDP of about US\$3.4 trillion, the AfCFTA has the potential to become one of the largest free trade areas in the world.

At the same time, disruptions to global supply chains caused by geopolitical conflicts are creating new opportunities for both large corporations and MSMEs. Local manufacturers should seize this moment by strengthening domestic production capacity and positioning themselves as reliable suppliers in an increasingly uncertain global market.

Furthermore, certain provisions of the Procurement Framework are currently under review. Proudly South African continues to engage actively with the Department of Trade, Industry and Competition and National Treasury to strengthen aspects of the policy, particularly those relating to Preferential Procurement, Enterprise and Supplier Development, and Socio-Economic Development.

We are excited about the future and confident that the campaign is on the right path. As we celebrate our first 25 years, we remain committed to deepening localisation, strengthening South African industry, and creating sustainable economic opportunities for our people.

The foundations laid over the past quarter century position us well for the future, and we are confident that the next 25 years will deliver even greater success for the buy-local movement and the South African economy.

I want to express my appreciation to the Board members their support and guidance of the campaign over the past year. I thank Minister Tau and the Department of Trade, Industry and Competition for their continued support over the year. Lastly, my congratulations to the CEO, the Executive Management Team and all our staff for their dedication and resilience in delivering the campaign every day throughout this past year.



TOILETS

local
ate jobs.
proudlysa.co.za

ONLY SOUTH AFRICAN





EUSTACE MASHIMBYE

CEO, PROUDLY SA



I am privileged to be part of a team as committed, driven, passionate, innovative and creative.

CEO's MESSAGE

The year under review was both challenging and uncertain, yet it was equally defined by opportunity and significant milestones that enhanced the visibility, relevance, and value proposition of our campaign.

We operated in a demanding economic environment characterised by anaemic growth, which continued to constrain South Africa's ability to create the jobs urgently required by its people. Consumers remained under pressure from the rising cost of living, while unemployment persisted at unacceptably high levels. During the first quarter of 2026, the official unemployment rate stood at 32.7%, while the number of discouraged work-seekers increased by 240,000 to 4.8 million.

The manufacturing sector, which contributes more than 12% to South Africa's GDP, continued to experience volatility. The sector faced a combination of weak domestic demand, infrastructure constraints, logistics bottlenecks, energy challenges, and global economic uncertainty. These factors collectively weighed on industrial output and business confidence. The global environment was equally unsettled. The direct military confrontation involving Israel, Iran, and the United States threatened the stability of global energy supply chains, particularly through disruptions associated with the Strait of Hormuz, one of the world's most critical energy transit routes. At the same time, sweeping trade tariffs imposed by the United States administration negatively affected South African exports and accelerated the need for supply chain diversification and market expansion.

Despite these challenges, there were encouraging developments on the domestic front. Energy reliability improved significantly

compared to previous years, South Africa was removed from the Financial Action Task Force (FATF) grey list, and the country's sovereign credit rating outlook strengthened after years of pressure. These developments contributed positively to investor sentiment and reinforced confidence in the country's economic recovery prospects.

Against this backdrop, we continued to deliver strong results despite operating under an underfunded mandate. Through the resilience, commitment, and pioneering spirit of our people, coupled with the strength of our strategic direction, we made meaningful progress towards achieving our objectives.

Our commitment to sound governance and financial stewardship was once again recognised through the achievement of a clean audit outcome. This accomplishment reflects our unwavering dedication to transparency, accountability, and prudent financial management.

One of the most significant milestones during the year was our partnership with the Department of Trade, Industry and Competition (the dtic) to launch Shop Proudly SA, an online marketplace dedicated exclusively to locally manufactured products. The platform offers consumers access to a diverse range of proudly South African goods, including cosmetics, footwear, furniture, apparel, and household products.

The launch of Shop Proudly SA creates new commercial opportunities for our members to participate in the rapidly growing e-commerce sector while simultaneously addressing consumer demand for greater access to locally produced products. The platform continues to grow from strength to strength, and we



are currently finalising plans to introduce export functionality. This enhancement will enable members to access international markets directly from South Africa, strengthening brand visibility, expanding revenue streams, and supporting long-term business growth.

Complementing the launch of Shop Proudly SA was the re-introduction of the Market Access Platform (MAP), a centralised database designed to connect buyers with local suppliers and service providers. The platform enables users to identify businesses based on a range of search criteria, including women-owned enterprises, youth-owned businesses, and companies owned by persons with disabilities.

MAP further enables buyers to advertise Requests for Quotations (RFQs) and engage directly with suppliers. During the year, the membership database was integrated with the National Treasury's Central Supplier Database (CSD), providing our members with increased visibility and access to procurement opportunities within the public sector.

Beyond our usual consumer engagement focus, we continued to work closely with industry bodies and advocacy groups to advance the localisation agenda. We have increasingly been called upon to support sectors that are adversely impacted by illicit trade, counterfeit goods, dumping, as well as other forms of unfair and illegal trade practices to lend our support in raising public awareness regarding these scourges.

In response, we have actively supported stakeholders in the sugar, poultry, beverages, pharmaceuticals, clothing and textiles, and furniture manufacturing industries. Through these efforts, we have helped raise and heighten awareness of the challenges facing these sectors while advocating for appropriate policy and regulatory interventions to safeguard local industry and jobs.

In pursuit of maximum impact, we also undertook a strategic review of our partnership portfolio. This process led to the discontinuation of relationships that delivered limited value and the establishment of new collaborations that offer stronger alignment with our objectives and greater returns for our members.

Our sponsored flagship properties, including the Buy Local Summit & Expo, Local Wine Expo, and Local Fashion Police, continued to play a critical role in creating market access opportunities for members. For example, the Local Wine Expo provides participating winemakers with direct engagement opportunities with more than 50 potential buyers representing retailers, wholesalers, restaurateurs, hoteliers, and liquor traders, whereas more than 80 buyers held over 1 300 buyer-exhibitor engagements with our exhibitors at the Buy Local Summit and Expo.

These initiatives were further complemented by our regular consumer activations with various partners and stakeholders. These engagements provide practical commercial pathways for our members by enhancing brand visibility, generating sales opportunities, and facilitating direct

interaction with consumers. In doing so, we continue to deliver on our promise of leveraging our network, partnerships, and influence to support the growth of local businesses.

While we are pleased with the progress made in advancing the localisation agenda, several challenges continue to constrain our ability to fully realise our mandate.

Foremost among these is the persistent funding shortfall under which we operate. Limited resources restrict our ability to fully leverage available communication channels, including above-the-line advertising, and constrain our capacity to expand our team and retain talent through competitive remuneration.

To better understand stakeholder perceptions and evaluate the effectiveness of our programmes, we commissioned an independent study by Thinc Research. The study surveyed consumers, members, and stakeholders to assess sentiment regarding our impact and identify opportunities for improvement.

The findings were overwhelmingly positive and confirmed that the campaign remains relevant, effective, and aligned with stakeholder expectations. Importantly, the research also highlighted areas for enhancement, and we are actively implementing several of the recommendations arising from the study.



The successful implementation of our mandate is influenced by numerous external risks, including geopolitical developments and broader economic conditions that remain beyond our control. Nevertheless, effective risk management remains a central component of our strategy as we continue to champion localisation and industrial development.

I would like to extend my sincere gratitude to our key stakeholders, particularly NEDLAC and the Department of Trade, Industry and Competition, for their unwavering support and partnership. I also wish to thank our generous sponsors and members for their trust, commitment, and continued support of this important mission. You are the reason for our existence and the driving force behind our shared vision of a stronger, more industrialised South Africa.

My appreciation also extends to the industry bodies, regulators, and strategic partners with whom we engage. Your guidance, collaboration, and support have been invaluable.

To the Board, under the leadership of our Chairperson, Mr. Howard Gabriels, thank you for your leadership, insight and counsel throughout the year. Your contributions continue to strengthen our organisation and ensure we remain focused on our purpose. Most importantly, I would like to acknowledge the leadership team and the entire staff complement. Our people remain our greatest asset. Their dedication, professionalism, expertise, and resilience have been instrumental in our achievements and continue to inspire confidence in the future of this campaign.

As we look ahead, we remain steadfast in our commitment to advancing the localisation agenda, driving sustainable growth, achieving operational excellence, and creating long-term value for all our stakeholders.

Together, we will continue building a stronger, more competitive, and more prosperous South Africa.



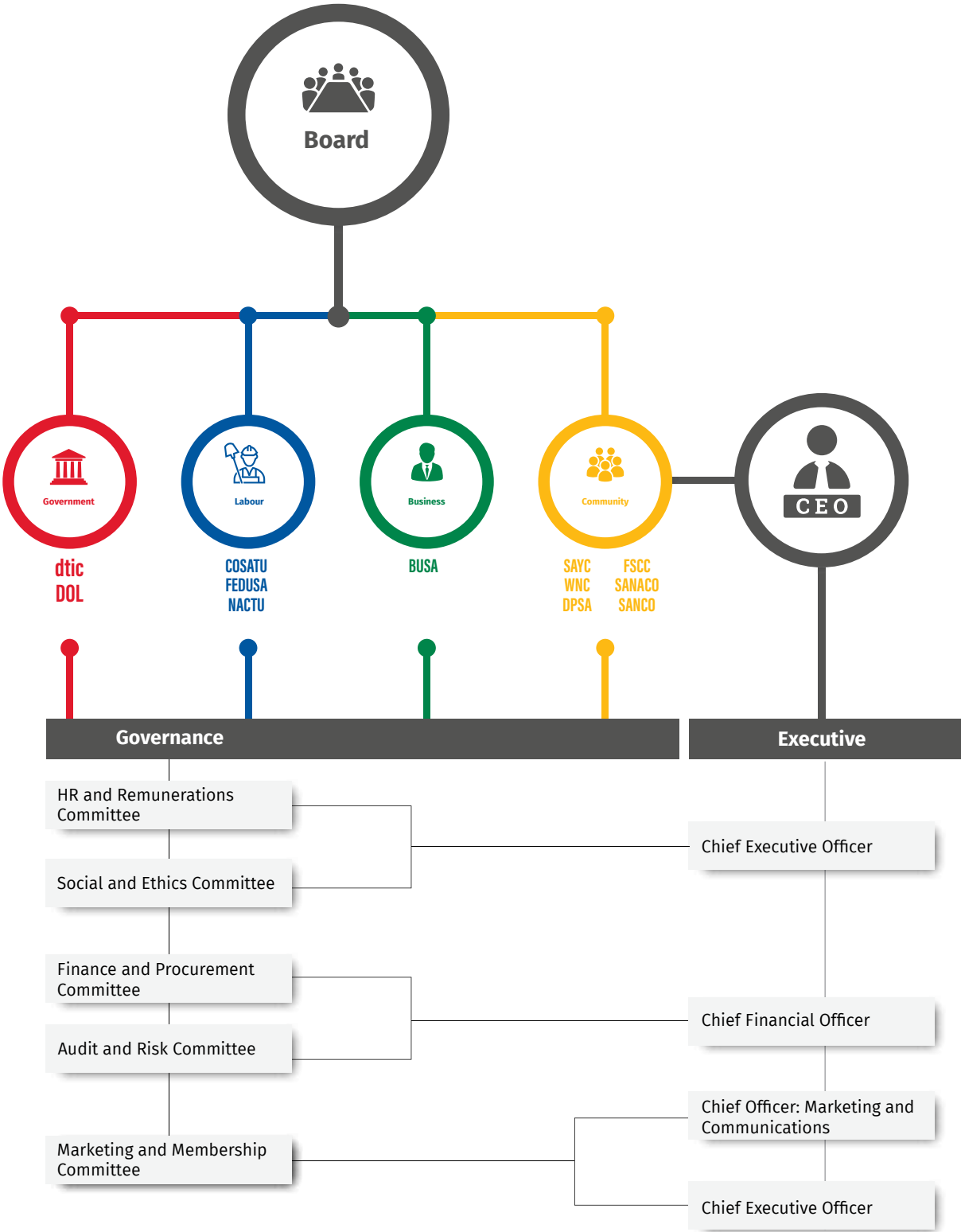
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Our people & Resources

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01

GOVERNANCE STRUCTURE



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BOARD OF DIRECTORS



Howard Gabriels
Chairperson

A senior executive with extensive experience at a strategic leadership level in the public sector, Howard Gabriels was appointed Chairperson of the Board on 27 July 2016. He has a B.Sc. Degree and a B.Econ (Honours) degree from UWC. In 2012, he completed a Master's Degree in Urban and Regional Science at Stellenbosch University. Mr Gabriels has held various positions in the public sector and was the chairperson of the Statistics Council between 2005 and 2013.

He currently works at the National Financial Ombud as the Lead Ombud: Credit Division.



Eustace Mashimbye
Chief Executive Officer (CEO)

Mr. Mashimbye is a qualified financial accountant who studied at Technikon Northern Gauteng (now Tshwane University of Technology) and the Technikon South Africa (now UNISA). He majored in Financial Accounting and Corporate Law and is currently completing his MBA degree with the Management College of SA and a Corporate Governance qualification through the Chartered Secretaries Institute of South Africa.

He spent the initial years of his career in accounting and financial management positions, in both the public and the private sector with Telkom, Edcon, the Department of Trade, Industry & Competition (dtic) and Proudly SA, with more than 10 years of these at senior management level.

Mashimbye has served on the board of The Business Place and is currently a Director on the Board of the South African Savings Institute, where he previously held the position of Audit and Risk Committee Chairperson.

He has previously fulfilled the role of CFO (for a 10-year period), Acting COO and Acting CEO of Proudly South African and was appointed permanent CEO in December 2016.



Zoleka Lisa
Board Member

Zoleka Lisa is the Vice President of Corporate Affairs at South African Breweries (SAB) and a member of the AB InBev Africa Executive Committee, leading the corporate affairs agenda across the Southern African region. She is responsible for shaping public policy, government and stakeholder relations, corporate reputation, sustainability, transformation, entrepreneurship, and positioning business as a catalyst for inclusive growth and long-term economic development.

Prior to joining SAB, she spent nine years at Accenture, where she advised organisations on strategy and transformation across multiple industries. Zoleka holds degrees from the University of Cape Town and the University of the Witwatersrand and has completed executive programmes at Stanford Graduate School of Business, the London School of Economics and Political Science, and Wits Business School. She serves as a Trustee of the SAB Foundation and serves on the boards of the Beer Association of South Africa (BASA), National Business Initiative (NBI), and the South African National AIDS Council Private Sector Forum (SANAC PSF). She is recognised for building trusted partnerships that advance responsible business, influence public policy, and deliver meaningful social and economic impact across Africa.



Dr Masonwabe Sokoyi
Board Member

Dr Sokoyi specialises in public policy, development economics, and corporate governance. His extensive experience encompasses local government, public administration, economic development, strategic communications, stakeholder management, and board governance. Currently, he holds the position of Manager: SALGA Presidency at the South African Local Government Association.

Dr Sokoyi's academic credentials include a PhD in Theoretical Economics from Peking University, Beijing in China. His doctoral research, titled "Restructuring the South African State-Owned Enterprises: Governance and Performance," rigorously investigated the nexus between State-Owned Enterprise (SOE) reform, governance efficacy, institutional accountability, and performance optimisation within the South African context.

His doctoral training encompassed a comprehensive study of development economics, national development strategies, political economy, econometrics, and governance reform, alongside an in-depth analysis of the four-decade trajectory of the Chinese economy.

Prior to this, he earned a Master's degree in International Public Administration from Tsinghua University, complemented by two Honours degrees in Media Studies and Organisational Communication from the University of South Africa, and a National Diploma in Public Relations Management.

His professional trajectory includes notable roles such as Spokesperson and Deputy Provincial Secretary of the South African Communist Party in the Western Cape; PR Account Manager; and Director at MS Consultant. Furthermore, Dr Sokoyi contributes as a Non-Executive Director on the Board of Fasset.

**Jodi Scholtz***Board Member**Chairperson: Social and Ethics Committee*

Ms Jodi Scholtz, a seasoned public servant at executive level, was appointed National Lotteries Commissioner effective 1 February 2023. She is responsible for the management and turnaround of the National Lotteries Commission (NLC) with a specific focus on modernising the NLC. Her prior roles include Chief Operating Officer (COO) of the national Department of Trade, Industry and Competition (the dtic) (since November 2009) and Lead Administrator at the South African Bureau of Standards (SABS) and served as the accounting authority from Feb 2018 until late 2022. Prior to her appointment as COO at the dtic, she was COO of the Trade Policy, Negotiations and Cooperation Division at the dtic.

Her key competencies include strategy development and planning in general, and strategic turnaround of public institutions, change management, leadership and collaboration in particular, as well as management of public entities.

Ms Scholtz holds a Bachelor's Degree in Arts from the University of Cape Town, an Honours Degree in Commerce from the University of the Western Cape, a Master's Degree in Business Administration from the Gordon Institute of Business Science, a diploma in International Trade Policy & Law from Harvard University J F Kennedy School of Government, and a Post-Graduate Diploma in Trade Policy and Practice from the University of Cape Town's Graduate School of Business. She also participated in the African Programme on Rethinking Development Economics, in addition to various other short courses.

**Makhukhu Mampuru***Board Member*

Mr Makhukhu Mampuru is a seasoned public sector executive with more than two decades of experience in governance, public administration, and socio-economic development. He holds a BA Law degree from the University of the Witwatersrand (Wits) and a Bachelor of Arts (Honours) degree from Rand Afrikaans University (RAU), now the University of Johannesburg.

His extensive leadership experience includes serving as Chief Executive Officer of the Cradle of Humankind World Heritage Site and Dinokeng Projects, Deputy Director-General: Business Regulation and Governance in the Gauteng Department of Economic Development, Acting Head of Department for the Gauteng Department of Roads and Transport, and Director-General in the Office of the Premier, Mpumalanga Provincial Government from September 2021 to February 2025.

In February 2025, he was appointed Executive Director of the National Economic Development and Labour Council (NEDLAC), where he leads South Africa's premier social dialogue institution, fostering collaboration among government, organised business, organised labour, and community constituencies to advance inclusive economic growth and sustainable national development.

Mr Mampuru is recognised for his ethical leadership, collaborative approach, and commitment to strengthening public institutions and driving strategic transformation



Michael Lawrence (Resigned March 2026)
Board Member

Mr Michael Lawrence is the Executive Director of the the National Clothing Retail Federation (NCRF), which represents the interests of major clothing retailers based in Southern Africa. The Federation engages with government, consumer bodies, and labour organisations on trade and economic issues affecting the sustainability of both member operations and suppliers. Other Boards he serves on include The Consumer Goods and Services Ombud; The Wholesale and Retail Seta; and, Taking Care of Business. He is a TRALAC associate and a trustee of WWF(SA).



Caroline Rakgotsoka (Resigned March 2026)
Labour Representative

I am Caroline Rakgotsoka from Protea Glen, Soweto. I am married and have four children. I started working at Tsebo Solutions Group from 1988 till the 31st of June 2024.

I was a catering manager, and I am an active trade union member. After joining HOTELLICA Trade Union, I was elected as their president. In 2012, I became an active shop steward and later moved to NACTU, where I was elected as the National Treasurer, and I still continue to hold that position.

I also serve at the Women's Gender Forum and sit on the Board of Directors at OATU, as I was elected as the chairperson of the LCDC, and I am also the Board Member of Proudly SA, and sub-committee. She is currently working as a distributor for health products.



Renai Moothilal:
Board Member

Renai Moothilal is the CEO and Executive Director of the National Association of Automotive Component and Allied Manufacturers (NAACAM). He is also the chairman of the Automotive Industry Export Council, a director of the South African Tyre Manufacturers Conference (SATMC) and a member of the MerSETA, AITF and Proudly SA boards.

Renai holds the qualifications of B. Com (Hons) and MA Development Studies, (cum laude) from UKZN, and is recognised as an expert in the field of automotive sector development in South Africa.

He is an advocate of increasing localisation rates in South Africa's automotive value chain, supporting the sector's transformation imperative, as well as promoting the adoption of class-leading technologies and skills among the supplier base. Prior to NAACAM, Renai spent a decade at the Department of Trade and Industry (dti) in South Africa, mostly as a senior official in the Automotives unit. During this period, he was instrumental in managing various automotive and investment related policies and programmes.



Dr Tebogo Makube
Board Member

Dr Tebogo Makube is currently the Acting Deputy Director General: Sectors Branch at the Department of Trade, Industry and Competition (the dtic). Prior to that he was Programme Manager: Fiscal Policy at the Financial & Fiscal Commission (FFC), and before that he was Director: Provincial Infrastructure at National Treasury (NT).

He has held research and management positions at Gauteng Provincial Legislature, National Energy Regulator of South Africa (Nersa) and Nokusa Consulting. He is a Board Member at Proudly SA and Trade & Industrial Policy Strategies (TIPS). Dr Makube is an Admitted Advocate of the High Court of South Africa and holds a PhD in Energy Studies, as well as other post-graduate qualifications in Law, Economic Policy, Energy Economics and Taxation.



Simon Eppel
Board Member

Simon Eppel is a trade unionist who is Director of Research at SA Clothing and Textile Workers' Union (SACTWU). He is involved in a range of policy-related and practical activities that aim to produce more secure, sustainable, meaningful and growing employment for the union's members, based on the principle and practice of decent work. In addition, he provides assistance on collective bargaining and membership matters at the union. Simon also serves as a COSATU and

SACTWU representative on several industry and Nedlac task teams and bodies.

He trained as a social anthropologist and received an MPhil in Development Studies from the University of Cape Town (UCT).



Ndwakhulu Lawrence Bale
Board Member

I represent the community constituency at NEDLAC where different social partners that include Labour, Government, Community and Business meet to discuss legislation. I am also the President of South African National Apex Co-operative (SANACO).

I was also part of National Co-operation Association of South Africa (NCASA) whose mandate was co-operative development in South Africa. I was the Deputy President of South African Federation of Burial Societies (SAFOBS) with a mandate to formalise burial societies in South Africa. Recently I also formed part of the ILO co-operative focus on HIV/AIDS course in Swaziland. I attended a course in Italy Turin to learn more about management, Conflict management, Basic Law. As part of benchmarking on cooperatives development.



Dr Hamilton Ntsinde

Board Member

Dr Hamilton D. Ntsinde is a community leader and social activist that focuses on grassroots empowerment and inclusive nation-building. He is an active member of SANCO and represents communities in national dialogues and other multi-stakeholder processes, including NEDLAC. He has extensive experience in organizing communities, civic leadership, and policy advocacy.

Dr Ntsinde strongly believes that local challenges require local solutions, hence he actively promotes local procurement, skills development, and sustainable community-owned enterprises.



Sipho Ndebele

Board Member

Sipho Ndebele serves as the Acting Deputy Director-General for Labour Policy and Industrial Relations at the Department of Employment and Labour. Armed with a Master's degree in Industrial and Employment Relations, he brings over 24 years of distinguished leadership spanning trade unions, government and multilateral institutions - establishing him as a foremost authority on both domestic economic strategy and international labour governance.

A seasoned former diplomat and Labour Attaché to the International Labour Organisation (ILO) in Geneva, Mr. Ndebele expertly reconciles South Africa's domestic socio-economic imperatives with global policy obligations.

He directs the Department's bilateral and multilateral diplomacy, rigorously safeguarding the nation's compliance with international treaties. His diplomatic acumen was notably proven when he successfully brokered a complex labour dispute at the South African Embassy in Dublin concerning trade union recognition. Underscoring his esteemed standing, he currently serves on the ILO's revered Committee on Freedom of Association.

Beyond Geneva, Mr. Ndebele has consistently championed South Africa's interests on the world stage, acting as Sous-Sherpa at the G20 Employment Working Group and Labour Ministers' Forum, while similarly shaping outcomes within the BRICS Employment Working Group and Ministerial Sessions. His strategic purview extends across the SADC, AU and OECD, ensuring that African labour perspectives powerfully influence global policy dialogues. As a visionary leader, he orchestrates programme delivery with precision, having spearheaded several landmark convenings as Team Leader and Country Coordinator, including the SADC Employment and Labour Sector meetings, the 5th Global Child Labour Conference, the BRICS Ministerial Summit and ARLAC Ministerial Summit, and the pivotal G20 EWG and LEMM meeting hosted by South Africa in 2025.

In his prior capacity as Chief of Staff to the Minister of Economic Development, Mr. Ndebele drove the historic development and adoption of the Youth Employment Accord and the October Accord, testaments to his consensus-building prowess. His influence within the ILO's governance architecture is equally formidable: he has chaired the Committee on the Fundamental Principles and Rights at Work (2017), the Committee on Effective ILO Development Cooperation. Currently helming the Government Group on the ILO Committee on the Application of Standards, he most recently presided over the ILO Conference Committee on Social Dialogue and Tripartism, cementing his legacy as a preeminent architect of international labour standards.



Karen Coetzee
Labour Representative

Karen represents the interests of organised labour on the Board. She holds a Diploma in Education/ Educator Development (adult education), (current) Trade Union Practice NQF Level 4 ETP SETA, DITSELA Labour Institution 13 years, Trade Union Litigation Support & Capacity-Building, UWC Faculty of Law Labour Law & Collective Bargaining, Western Cape Workers College MacroEconomic Module.





LOVED  HERE.
Made Here.



LOVED  HERE.
Made Here.

EXECUTIVE MANAGERS



Mphume Llaie
Chief Financial Officer

Mphume is a graduate with B Com (Accounting) from the University of the Witwatersrand and a Masters in Business Leadership (MBL) from UNISA.

He began his career in 1999 as a Trainee/ Consultant at one of the major audit firms in South Africa. He has served various organisations in different capacities, including as Finance Manager, Chief Director: Budget and Revenue and as Chief Financial Officer. His work experience traverses

over both private and public sectors, covering sectors such as tourism, healthcare, financial services among others.

He has been a Chief Financial Officer at two public entities before joining Proudly South African.



Happy MaKhumalo Ngidi (Resigned April 2026)
Chief Officer: Marketing & Communications

Mrs. Happy MaKhumalo Ngidi is the recipient of the 2025 IMM Marketer of The Year Award. She is a graduate in Communications and has, for the past 9 years, strategically contributed to re-inventing the country's Buy Local Campaign for the better. She is a businesswoman, social entrepreneur, budding author, motivational speaker, an educator, PR and Marketing Executive, and a trailblazer in the world of Marketing. She joined the Proudly South African establishment as an Executive: for Marketing &

Communications in 2015 where she was responsible to head up the organisation's Marketing and Communications department. During her tenure at Proudly SA, she has raised the profile of the buy local campaign in the public sphere and in both the public and private sectors, by leveraging her extensive experience to lead Proudly SA's turnaround strategy.

As a marketing, communications and PR professional, she brings much value, vision and purpose, plus over twenty years of corporate experience to Proudly SA.

Mrs. Ngidi was previously the Founder and Managing Director of a public relations boutique firm that assisted clients in forming strong relationships with media giants. She's also the former Head of PR and Communications for the SABC radio station, Metro FM. She was the Official Spokesperson of SABC for its flagship annual event as well as for ad hoc PR projects of national importance. Ngidi also has extensive experience in driving strategy development, turnaround strategies, as well as brand and product management for several multinational and local brands in the hospitality, marketing & FMCG and broadcasting services sectors.

Her experience spans several companies, including Seagram SA, SABC, Chivas Regal, the Forum Company, Metro FM, Cell C, Divine Relations, Haba Productions and Primi Restaurant Group as a franchisee, to mention but a few. Through her sheer force of personality, she continuously strives to be the best performer and visionary in her craft and to make a formidable difference in every task she undertakes, both in the public and private sectors.

She is currently a Member of the BRICS (WBA) Women Business Alliance – South Africa, launched and championed by the Department of Small Business Development.

**Jeannine van Straaten***Executive: Strategy, Stakeholder Relations and Legal*

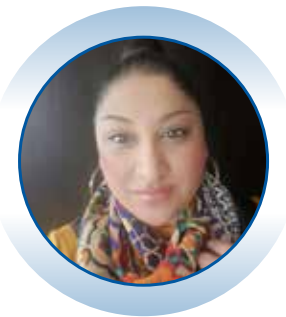
Ms Jeannine van Straaten has extensive experience in stakeholder relations and a background as Key Client Services Manager and then Head of Broadcasting at Classic FM. With a degree in Law and Politics from the Rand Afrikaans University (2003), she is passionate about South Africa, especially social integration and cites the growth of the campaign's membership base as her key objective at Proudly SA.

With her background in music (as a violinist), she prizes creativity in the workplace and places particular importance on education and continuous personal development. Her MBA candidacy at Henley Business School is testament to this. Other past experience includes Manager of the #IamConstitution Campaign at The Ichikowitz Family Foundation, where she witnessed first-hand the unification of people from various backgrounds who all possess one common goal - togetherness.

Veresh Ramkalawan*Human Resources & Support Manager*

Veresh Ramkalawan completed an LLB Degree, a degree in Human Resources (HR) and a Post-Graduate qualification in Industrial Relations. He is a seasoned and passionate HR professional with vast knowledge, skills, and expertise.

He believes that human capital is an asset and aims to ensure a happy and productive workplace at Proudly SA, where everyone works towards its mission and objectives, with emphasis on promoting corporate values and shaping a positive culture.

**Alicia Loganathan***Membership Manager*

A seasoned strategic manager with a background in Marketing Research, FMCG Trade Marketing and Key Accounts Management. Mrs. Loganathan has extensive experience in sales across the FMCG and OEM sectors. She has spent almost a decade tracking consumer behaviour, understanding supply chain operations and analysing till point data.

She has a Bachelor's degree in Media and Communications as well as a post graduate Honours degree credits in the same discipline. She is pursuing an MBA with emphasis on de-risking supply chains through localisation. She joined Proudly SA as Membership Manager in November 2020.

Alicia is deeply passionate about the growth of SME's and strongly believes that there must come a time when SME's graduate into big businesses with influence, scale and sustainability. Her work with member companies is aligned to this passion.



Zineida Pomuser
Brand Manager

Ms Zineida Pomuser is a skilled Brand Designer with a Diploma in Media Practices & Graphic Design from Boston Media House. Her education provided a robust foundation for her career in strategic branding and marketing.

Since joining the Proudly South African campaign as a Graphic Designer in 2015, Zineida has played a pivotal role in branding numerous high-profile events, including The Buy Local Summit and Expo, the DStv Delicious Festival, Local Fashion Police, and The Local Wine Expo. Her meticulous and strategic approach has been instrumental in shaping the visual identity of these events.

With over nine years of experience in brand design, Zineida excels at integrating strategy with design. Early in her career, she took on roles that allowed her to immerse herself in various aspects of brand management. She worked on product launches, strategic branding for both local and international brands, and collaborated with cross-functional teams to ensure brand consistency and effectiveness. Each role presented unique challenges and learning opportunities, which she embraced wholeheartedly. This hands-on experience honed her ability to think strategically, adapt to changing market dynamics, and innovate in ways that resonate with target audiences.



Dambisa Maqoga
PR Manager

Ms Dambisa Maqoga is a dynamic and charismatic public relations professional who leads the PR and Social Media team at Proudly South African. With over 14 years of experience in corporate communications, entertainment, and brand PR, she brings a wealth of knowledge and a creative edge to the role. Her versatile background and strategic thinking play a key role in shaping the organisation's public image and engagement efforts.



Thato Mogorosi
IT Manager

Thato Mogorosi is an experienced information technology professional with more than 15 years of experience in IT infrastructure, systems administration, cybersecurity, digital implementation and systems integration.

As Head of Systems Integration, Thato leads the alignment and integration of the organisation's digital platforms, systems and data environments. His areas of expertise include network and server management, data security, risk analysis, database integration and enterprise systems.

Thato holds qualifications in network and systems administration, IT management and digital marketing. He has also completed training in ISO 27001 information security management, the Protection of Personal Information Act and business intelligence. He serves on ICT steering committees at Proudly South African and Nedlac.



Lerato Masepe
Events & Activations Manager

Ms Lerato Masepe is a seasoned Events Manager with over 15 years of experience delivering exceptional events across corporate, public, and private sectors. Renowned for meticulous planning, creative vision, and flawless execution, Lerato has successfully conceptualised and managed conferences, exhibitions, large-scale public events, brand activations, and high-profile VIP gatherings. Throughout her career, Lerato has demonstrated an outstanding ability to translate client goals into impactful experiences. She is skilled at leading diverse teams, managing complex budgets, and coordinating with multiple stakeholders to ensure events exceed expectations. Known for her strategic approach, Lerato excels in supplier negotiation, risk management, and crafting engaging event concepts aligned with brand objectives. She has built a reputation for delivering events on time and within budget, even under challenging conditions.



Phumzile Xaba
Head of Projects

Ms Phumzile Xaba is experienced in project management, marketing, events, and customer service professional with over 9 years of expertise in exhibitions, events coordination, marketing, and public relations. Proven ability to lead projects from planning and implementation through to evaluation and completion, including budget and resource management, stakeholder engagement, risk management, and executive support.

Recognized for delivering exceptional customer service, building strong stakeholder relationships, communicating effectively at all levels, and thriving in fast-paced environments while consistently meeting challenging deadlines and business objectives.

Through her successful career in events management, Phumzile embraced new challenges and transitioned into project management, where she applies her expertise in planning, coordination, and stakeholder engagement to ensure projects are delivered successfully, on time, and in alignment with organizational goals.



Ethan Lowery
Junior E-Commerce Manager

Mr Ethan Lowery is an e-commerce manager with a background in computer science and networking, and seven years of experience across B2B and B2C online retail. He studied Computer Science and Web Development through Harvard Online's CS50 programme, completed the Cisco Certified Network Associate programme through the Cisco Networking Academy, and has added further qualifications in cloud infrastructure, digital marketing and leadership development. His experience covers both the commercial and the technical side of running an online store.

Since joining the Proudly South African campaign in January 2025, Ethan has led the build and launch of shop.proudlysa.co.za, the organisation's own online store, where member companies sell directly to the public. The store went live on 1 July 2025, and he has since exhibited it at the Buy Local Summit and Expo in 2025 and 2026.

Since launch his work has shifted to continuous improvement of the store's internal systems and back-end development, refining the way orders, and general operations are handled so that the operation runs more efficiently.



LOVED  HERE.
Made Here.

HUMAN RESOURCE MANAGEMENT REPORT

HUMAN RESOURCES MANAGEMENT REPORT 2025/2026

Human Capital is a core element to enable Proudly South African to deliver its mandate. The HR and Administration Department's Strategy and Operational Plan is informed by the Organisational Business Plan, translated to the Annual Performance Plan with the key objective to provide support to the various departments by creating a conducive environment, in terms of logistics and to support staff with appropriate resources. Competent talent is sourced, maintained, retained for efficient and effective delivery of the overall organisational mandate, namely roll-out, in partnership with key stakeholders, of the Buy Local campaign with the objective to steer the uptake of locally made products leading to the retention and creation of sustainable jobs. The Human Resources function is the custodian of company policies to ensure the orderly execution and consistent compliance with these policies, as benchmarked against common domestic legal prescripts relating to Human Resources. This includes the successful championing and maintaining of the internal ISO-accredited Quality Management System.

HR functions are provided in-house, except where specialised services are required in areas such as labour relations and intensive psychological services. This report covers the following areas:

1. Staff profile and movement
2. Staff performance
3. Staff training and development
4. Internship programme
5. Staff wellness and engagement
6. Digitisation of key administrative human resources functions
7. Health and safety
8. Employment equity
9. Quality Management System
10. Quality Management System

1. Staff profile and movement

PROUDLY SA WORKFORCE PROFILE- APRIL 2025 - MARCH 2026

The overall staff complement per occupational level (Including personnel who resigned and were replaced during the period of reporting)

Note: A= Africans, C= Coloureds, I= Indians and W= Whites

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management	Eustace								1
Senior Management	Mphume				Happy			Jeannine	3
Professionally Qualified and experienced specialist and mid-management	Thato Kabelo	Nathan	Veresh		Jeanette Phumzile Lerato		Preya Alicia		9
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	Pressly Lesego Ricardo Romeo Tshepo P Phumelele Paul Edward Terrence			Ethan	Rosemary Lucia Tinyiko Keleabetswe Portia Baswabile Sinah Nomonde Keamogetswe Lerato.M Dineo	Shernese Robyn Crystal Tasneem		Monique	26
Semi-skilled and discretionary decision making	Sabelo				Rebeccah				2
Unskilled and defined decision making					Baile				1
Temporary employee	Mpumelelo Banele				Uthando				3
TOTAL	16	1	1	1	18	4	2	2	45

Recruitment: April 2025 to March 2026

Note: **A**=Africans, **C**=Coloureds, **I**=Indians and **W**=Whites

The Campaign has a well-established recruitment process that requires that all vacancies to be advertised internally first. This allows upward mobility of current personnel to senior roles if they possess the required expertise and interest. Key technical, high-level professional and management positions will always be advertised externally through relevant platforms and media.

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management									0
Senior Management									0
Professionally Qualified and experienced specialist and mid-management	1								1
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	6				2				8
Semi-skilled and discretionary decision making									0
Unskilled and defined decision making									0
Temporary employee	2								2
TOTAL	9	0	0	0	2	0	0	0	11

Promotions: April 2025 to March 2026

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management									0
Senior Management									0
Professionally Qualified and experienced specialist and mid-management		1							1
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents					2				2
Semi-skilled and discretionary decision making					1				1
Unskilled and defined decision making									0
TOTAL	0	1	0	0	3	0	0	0	4

Terminations – April 2025 to March 2026

Occupational Levels	Male				Female				TOTAL
	A	C	I	W	A	C	I	W	
Top Management									0
Senior Management									0
Professionally Qualified and experienced specialist and mid-management					1	1			2
Technically and Academically qualified personnel, Junior Management, Supervisors, Foremen, and Superintendents	5			1			1		7
Semi-skilled and discretionary decision making									0
Unskilled and defined decision making									0
Temporary Employees									
TOTAL	5	0	0	1	1	1	1	0	9

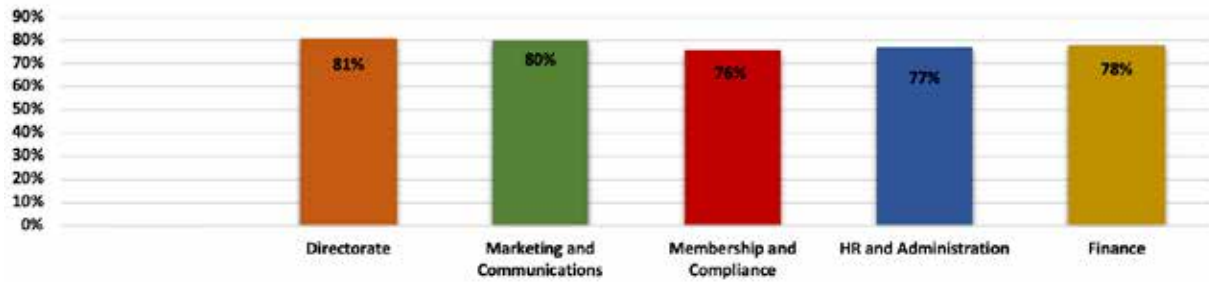
STAFF PERFORMANCE, DEVELOPMENT AND RETENTION

Staff Performance

The Proudly South African campaign has an established performance management system which is widely accepted by all staff. The system provides for signing of an initial performance agreement, followed by quarterly performance reviews and evaluations, concluded through a performance appraisal process during which annual performance averages are prepared for, inter alia, the determination of bonus amounts (budget permitting), subject to approval by the HR and Remunerations Committee (REMC0) and the Board.

OVERALL ORGANISATIONAL PERFORMANCE REPORT PERIOD: APRIL 2025 - MARCH 2026	
EMPLOYEE	PERFORMANCE SCORE
Directorate (Project & IT)	81%
Marketing and Communications	80%
Membership and Compliance	76%
HR and Administration	77%
Finance	78%
AVERAGE PERFORMANCE	78%

DEPARTMENTAL PERFORMANCE IN %



3. TRAINING AND DEVELOPMENT

Proudly South African is committed to human capital investments to achieve optimal productivity and service excellence.

The tables below is an overview on the annual training report, which details capacitation interventions linked to employment contracts, personal development plans, performance management system which are key for succession planning. The employees that are dedicated, passionate, consistent, aligned with the organisational values and pursuits may be considered for further training and development. This process is managed through the performance management system that is driven by the Human Resources Department.

2026 QUARTER 1 - APRIL 2025 – JUNE 2025 4

INTERNAL TRAINING WORKSHOPS

TRAINING PROGRAM	ATTENDEES	TRAINER
Tailored Workshop - Conscious Leadership Academy		Conscious Leadership Academy
Whistle Blowing Training	Eustace Mashimbye Jeannine Van Straaten Mphume Lale Happy Ngidi Lesego Tholo Lerato Masepe Monique Botha Zineida Pomuser Dambisa Maqoga Tshepo Phoku Nomonde Khanyile Ricardo Mkhonza Preya Keshav Phumzile Xaba Sinah Makua Ethan Lowery Gift Matlala Nathan Butler Neermala Pillay	Deliotte

TRAINING PROGRAM	ATTENDEES	TRAINER
Tailored Workshop - Conscious Leadership Academy	Baswabile Selatole Keamogetswe Molete Veresh Ramkalawan Rosemary Hadebe Baile Tshipi Rebeccah Malebye Sabelo Zikalala Alicia Loganathan Portia Gqamane Tinyiko Mathebula Keleabetswe Mokejane Lucia Mekgwe Crystal Van Rooyen Tasneem Van De Westhuizen Robyn Duman Shernese De Frietas Phumelele Vilakazi	Conscious Leadership Academy

EXTERNAL TRAINING

NO	EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
DIRECTORATE					
1.	E. MASHIMBYE	DIRECTORATE	CORPORATE GOVERNANCE/CHARTERED SECRETARIES BOARD	CHARTERED GOVERNANCE INSTITUTE	IN PROGRESS (Study Subsidy)
2.	P. XABA	PROJECTS	101869 OCCUPATIONAL CERTIFICATES - PROJECT MANAGER	DEKRA	IN PROGRESS – LEARNERSHIP
3.	P. MOKHARE	IT	TECHNICAL SUPPORT – LEARNERSHIP	IKUSASA	IN PROGRESS – LEARNERSHIP
4.	S. MAKUA	PROJECTS	HIGHER CERTIFICATE: ECO AND MANGT SCIENCE	UNISA	IN PROGRESS (Study Subsidy)
MEMBERSHIP					
5.	K. MOKGEJANE	MEMBERSHIP	CUSTOMER MANAGEMENT – LEARNERSHIP	TRAINING PORTAL	IN PROGRESS - LEARNERSHIP
FINANCE					
6.	J. MAKHOBA	FINANCE	FINANCIAL MANAGEMENT	UNISA	BURSARY - IN PROGRESS
7.	N. BUTLER	FINANCE	CERTIFICATE - ACCOUNTING (ACCELERATED)	SA ACCOUNTING ACADEMY	BURSARY – COMPLETED
8.	B. SELATOLE	FINANCE	FINANCIAL MANAGEMENT	UNISA	IN PROGRESS (Study Subsidy)
9.	K. MOLETE	FINANCE	ADVANCED ACCOUNTING - BRIDGING COURSE - CTA	MILPARK	IN PROGRESS (Study Subsidy)
10.	K. MOLETE	FINANCE	FIRST AID – LEVEL 1	NOSA	COMPLETED

NO	EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
MARKETING					
11.	T. PHOKU	MARKETING	INTERACTIVE MEDIA – LEARNERSHIP	EDGE TRAINING	IN PROGRESS – LEARNERSHIP
HUMAN RESOURCES					
12.	R. HADEBE	HR	DIPLOMA IN HR	WHM HR ACADEMY	IN PROGRESS - LEARNERSHIP
13	R. MALEBYE	HR	FIRST AID – LEVEL 1	NOSA	COMPLETED

QUARTER 2 - JULY TO SEPTEMBER 2025

INTERNAL TRAINING WORKSHOPS:

TRAINING PROGRAM	ATTENDEES	TRAINER
PROJECT MANAGEMENT TRAINING	R. HADEBE R. MALEBYE V. RAMKALAWAN B. TSHIPI R. DOUMAN U. DLAMINI M. BOTHA D. MAQOGA N. KHANYILE S. DE FREITAS P. VILAKAZI T. PHOKU C. WILKINSON G. MATLALA L. THOLO Z. POMUSER	P. XABA & S. MAKUA
SCM TRAINING	V. RAMKALAWAN P. KESHAV J. MAKHOBHA B. SELATOLE R. MKHONZA K. MOLETE D. MAQOGA Z. POMUSER L. MASEPE N. BUTLER T. MOGOROSI E. LOWERY P. XABA	DEPT OF TREASURY K. MOLEFE B. MOLOTU P. MOSHANE
RISK ASSESSMENT WORKSHOP	N. BUTLER J. MAKHOBHA B. SELATOLE R. MKHONZA K. MOLETE L. MEKGWE K. MOKGEJANE T. VAN DER WESTHUIZEN T. MATHEBULA T. MOGOROSI	MMM ADVISORY SERVICES (LAZARUS GOPANE & FOREMIND SIBANDA)

TRAINING PROGRAM	ATTENDEES	TRAINER
RISK ASSESSMENT WORKSHOP	P. MOKHARE D. MOAHLADI S. MAKUA E. LOWERY P. KESHAV P. XABA N. KHANYILE C. WILKINSON T. PHOKU P. VILAKAZI L. MASEPE Z. POMUSER D. MAQOGA L. THOLO V. RAMKALAWAN R. HADEBE	MMM ADVISORY SERVICES (LAZARUS GOPANE & FOREMIND SIBANDA)

EXTERNAL TRAINING:

NO	EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
DIRECTORATE					
1.	E. Mashimbye	Directorate	Corporate Governance / Chartered Secretaries Board	Chartered Governance Institute	In Progress (Study Subsidy)
2.	E. Mashimbye	Directorate	Emotional Intelligence	B & A	Completed
3.	J. Van Straaten	Directorate	Emotional Intelligence	B & A	Completed
4.	P. Xaba	Projects	101869 Occupational Certificates - Project Manager	Dekra	In Progress – Learnership
5.	P. Xaba	Projects	Emotional Intelligence	B & A	Completed
6.	P. Keshav	Directorate	Emotional Intelligence	B & A	Completed
7.	T. Mogorosi	IT	Emotional Intelligence	B & A	Completed
8.	T. Mogorosi	IT	Disciplinary Management	Whm Academy	Completed
9.	P. Mokhare	IT	Technical Support – Learnership	Ikusasa	Completed
10.	E. Lowery	E Commerce	Disciplinary Management	Whm Academy	Completed
11.	E. Lowery	E Commerce	Emotional Intelligence	B & A	Completed
12.	S. Makua	Projects	Higher Certificate: Eco And Mangt Science	Unisa	In Progress (Study Subsidy)

NO	EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
Membership					
13.	K. Mokgejane	Membership	Customer Management – Learnership	Training Portal	In Progress - Learnership
14.	P. Gqamane	Membership	Learnership - Generic Management	Izithelo Strategic Partners	In Progress - Learnership
Finance					
15.	M. Llahle	Finance	Emotional Intelligence	B & A	Completed
16.	J. Makhoba	Finance	Financial Management	Unisa	Bursary - In Progress
17.	J. Makhoba	Finance	Emotional Intelligence	B & A	Completed
18.	J. Makhoba	Finance	Disciplinary Management	Whm Academy	Completed
19.	N. Butler	Finance	Emotional Intelligence	B & A	Completed
20.	N. Butler	Finance	Disciplinary Management	Whm Academy	Completed
21.	B. Selatole	Finance	Financial Management	Unisa	In Progress (Study Subsidy)
22.	K. Molete	Finance	Advanced Accounting - Bridging Course - Cta	Milpark	In Progress (Study Subsidy)
Marketing					
23.	H. Ngidi	Marketing	Emotional Intelligence	B & A	Completed
24.	L. Masepe	Marketing	Learnership - Generic Management	Izithelo Strategic Partners	In Progress - Learnership
25.	L. Masepe	Marketing	Disciplinary Management	Whm Academy	Completed
26.	L. Masepe	Marketing	Emotional Intelligence	B & A	Completed
27.	D. Maqoga	Marketing	Emotional Intelligence	B & A	Completed
28.	Z. Pomuser	Marketing	Emotional Intelligence	B & A	Completed
29.	T. Phoku	Marketing	Interactive Media – Learnership	Edge Training	In Progress – Learnership
30.	T. Phoku	Marketing	First Aid – Level 1	Nosa	Completed
31.	T. Phoku	Marketing	Employment Equity	Whm Academy	Completed
Human Resources					
32.	V. Ramkalawan	HR	Saslaw – 28th National Conference	Saslaw	Completed
33.	V. Ramkalawan	HR	Emotional Intelligence	B & A	Completed

NO	EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
34.	R. Hadebe	Hr	Diploma In Hr	Whm Hr Academy	In Progress - Learnership

QUARTER 3 - OCTOBER TO DECEMBER 2025

EXTERNAL TRAINING

NO	EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
Directorate					
1.	E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress (Study Subsidy)
2.	P. Xaba	Projects	101869 Occupational Certificates - Project Manager	Dekra	In Progress – Learnership
3.	P. Xaba	Projects	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	In Progress
4.	T. Mogorosi	IT	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	In Progress
5.	E. Lowery	E Commerce	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	In Progress
6.	S. Makua	Projects	Higher Certificate: Eco And Mangt Science	Unisa	In Progress (Study Subsidy)
Membership					
7.	A Logan	Membership	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	In Progress
8.	K. Mokgejane	Membership	Customer Management – Learnership	Training Portal	In Progress - Learnership
9.	P. Gqamane	Membership	Learnership - Generic Management	Izithelo Strategic Partners	In Progress - Learnership
Finance					
10.	J. Makhoba	Finance	Financial Management	Unisa	Bursary - In Progress
11.	N. Butler	Finance	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	In Progress
12.	B. Selatole	Finance	Financial Management	Unisa	In Progress (Study Subsidy)

NO	EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
Marketing					
13.	L. Masepe	Marketing	Learnership - Generic Management	Izithelo Strategic Partners	In Progress - Learnership
14.	L. Masepe	Marketing	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	In Progress
15.	D. Maqoga	Marketing	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	In Progress
16.	Z. Pomuser	Marketing	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	In Progress
17.	T. Phoku	Marketing	Interactive Media – Learnership	Edge Training	In Progress – Learnership
Human Resources					
18.	R. Hadebe	HR	Diploma In HR	Whm Hr Academy	In Progress - Learnership

QUARTER 4 – JANUARY TO MARCH 2026

EXTERNAL TRAINING

EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
Directorate				
E. Mashimbye	Directorate	Corporate Governance/ Chartered Secretaries Board	Chartered Governance Institute	In Progress (Study Subsidy)
J. Van Straaten	Directorate	Leadership Development, Succession Planning And Coaching	Tali Towers	Bursary In Progress
H. Ngidi	Marketing	Leadership Development, Succession Planning And Coaching	Tali Towers	Bursary In Progress
P. Xaba	Projects	101869 Occupational Certificates - Project Manager	Dekra	In Progress – Learnership
P. Xaba	Projects	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	Completed
T. Mogorosi	IT	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	Completed

EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
E. Lowery	E Commerce	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	Completed
S. Makua	Projects	Higher Certificate: Eco And Mangt Science	Unisa	In Progress (Study Subsidy)
P. Mokhare	IT	National Certificate: Cloud Administrator Nqf Level 4	Matiz Education	In Progress – Learnership
E. Mashao	IT	Occupational Certificate: Data Science Practitioner Nqf Level 5 - Learnership	Izithelo Strategic Partners	In Progress – Learnership
Membership				
A Logan	Membership	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	Completed
K. Mokgejane	Membership	Customer Management – Learnership	Training Portal	In Progress - Learnership
P. Gqamane	Membership	Learnership - Generic Management	Izithelo Strategic Partners	In Progress - Learnership
C. Van Rooyen	Membership	First Aid – Level 1	Nosa	Completed
Finance				
J. Makhoba	Finance	Financial Management	Unisa	Bursary - In Progress
N. Butler	Finance	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	Completed
B. Selatole	Finance	Financial Management	Unisa	In Progress (Study Subsidy)
Marketing				
L. Masepe	Marketing	Learnership - Generic Management	Izithelo Strategic Partners	In Progress - Learnership
L. Masepe	Marketing	Leadership Development Course – Nqf 5	Izithelo Strategic Partners	Completed
N. Khanyile	Marketing	Post Graduate Dip - Digital Strategy	Independent Institute Of Education - Emeris	In Progress (Study Subsidy)
S. De Frietas	Marketing	PR And Successful Campaigns	Brainworx	May 2026

EMPLOYEE	DEPARTMENT	TRAINING INTERVENTION	ACCREDITED TRAINING PROVIDER	STATUS/COMMENT
P. Sibeko	Marketing	PR And Successful Campaigns	Brainworx	May 2026
N. Khanyile	Marketing	PR And Successful Campaigns	Brainworx	May 2026
T. Phoku	Marketing	Interactive Media – Learnership	Edge Training	In Progress – Learnership
Human Resources				
R. Hadebe	HR	Diploma In HR	Whm Hr Academy	In Progress - Learnership
V Ramkalawan	HR	HR Directors Conference	Skills Indawo	Completed
R. Malebye	HR	Accident Incident Investigation	Skills Wallet	Completed
S. Zikalala	HR	Accident Incident Investigation	Skills Wallet	Completed
Internships With Learnerships – Disabled Candidates				
M. Simelane	IT Intern	National Certificate: It System Support Nqf L5	Izithelo Strategic Partners	In Progress – Internship & Learnership
B. Sithole	Host Employer	Clothing Manufacturing Learnership	Izithelo Strategic Partners	In Progress – Internship & Learnership

STATISTICS AS OF 31 MARCH 2026:

STUDY SUBSIDIES PROVIDED: 4

STAFF - LEARNERSHIPS: 8 -

(1 x HR – LEARNERSHIP),
 (2 x GENERIC MANAGEMENT – LEARNERSHIPS),
 (1 x PROJECT MANAGEMENT),
 (1 x INTERACTIVE MEDIA),
 (1 x CUSTOMER MANAGEMENT),
 (1 x CLOUD ADMINISTRATOR),
 (1 x OCCUPATIONAL CERTIFICATE: DATA SCIENCE PRACTITIONER)

BURSARIES:

3

1 x - PROCUREMENT OFFICER
 1 x - EXECUTIVE: STRATEGY, STAKEHOLDER RELATIONS AND LEGAL
 1 x – CHIEF OFFICER: MARKETING AND COMMUNICATION

INTERNSHIP PROGRAM: 1 x INTERNAL - MARKETING

DISABLED INTERNSHIPS & LEARNERSHIPS: 2
 (1 X CLOTHING MANUFACTURING LEARNERSHIP,
 (1 X NATIONAL CERTIFICATE: IT SYSTEM SUPPORT NQF L5).



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LEARNERSHIPS – STAFF

In line with Proudly SA's succession and career path strategy the following employees of Proudly South African were awarded learnerships:

National Certificate - 60273 - Generic Management: Customer Management



The Events and Activations Manager, Lerato Masepe and the Membership Consultant, Portia Gqamane are currently completing the learnership facilitated by the Izithelo Strategic Partners and is accredited by SAQA and Services SETA. The course objective is to equip the learners with skills and develop their competence.

Lerato Masepe and Portia Gqamane enrolled for the National Certificate - 60273 - Generic Management: Customer Management.



Occupational Certificate – 118708 - Data Science Practitioner

Edward Mashao the IT Systems Administrator is enrolled for the Occupational Certificate - Data Science Practitioner learnership with B-Consult. The qualification is registered and accredited by the South African Qualifications Framework via the QCTO with an objective to equip the learner with Data Science knowledge and skills

Edward Mashao has been enrolled for the Occupational Certificate – 118708 - Data Science Practitioner

National Certificate: Further Training Information Technical Support

The IT Administrator completed the learnership with Ikusasa Technology Services for National Certificate - Further Training Information Technical Support - NQF Level 4. The qualification is registered and accredited by the South African Qualifications Framework and the objective is to equip the learner with IT Technical Support knowledge and skills.

Pressly Mokhare completed the National Certificate - Further Training Information Technical Support.



National Certificate: Cloud Administrator NQF level 4

The IT Administrator has been enrolled for the National Certificate: Cloud Administrator NQF level 4 with Matiz Education for the National Certificate: Cloud Administrator NQF Level 4 – OFO Code - 118699. The qualification is registered and accredited by QCTO with an objective to equip the learner with Cloud Administration knowledge and skills.

Pressly Mokhare enrolled for the National Certificate: Cloud Administrator.

Internal Learnership: Interactive Media



The Senior Graphic Designer has completed his portfolio of evidence for the learnership with Edge ICT for the Internal Learnership - Interactive Media. The qualification is via the MICT SETA and registered and accredited by the South African Qualifications Framework - SAQA ID: 49121 and the objective is to equip the learner with media knowledge and skills.

Tshepo Phoku has met Edge ICT's internal competency requirements and has received a certificate of attendance, Edge ICT is waiting for MICT SETA to proceed with the external moderation process.

National Diploma - Human Resources Management and Practices



The HR Officer is in the process of completing an HR Learnership for the National Diploma: Human Resources Management and Practices, that is accredited by SAQA and recognised by the South African Board of Personal Practitioners. The WHM Academy facilitates this learnership with the objective to equip the learner with the roles and responsibilities, competence, knowledge, skills, attitudes and values within the HR Function.

Rosemary Hadebe enrolled for the HR Learnership - National Diploma: Human Resources Management and Practices.

Occupational Certificate - Project Manager



The Projects Coordinator & Executive Support to the CEO's Office is in the process of completing the Occupational Certificate: Project Manager (SAQA ID – 101869). The learnership is via DEKRA, accredited by the QCTO and is registered with SAQA. The objective of this course is to equip the learner with project management knowledge and skills.

Phumzile Xaba enrolled for the Occupational Certificate: Project Manager

National Certificate: Generic Management – Customer Management



The role of the Retentions Consultant was reviewed and revised to Senior Retentions Consultant. The Senior Retentions Consultant is currently enrolled for the National Certificate: Generic Management – Customer Management – 60273, the qualification is accredited by SAQA. The course is facilitated by the Training Portal, and the objective is to equip the learner with customer management knowledge and skills.

Keleabetswe Mokgejane enrolled for the National Certificate: Generic management - Customer Management



In line with Proudly SA's succession and career path strategy two executives Happy Ngidi the Chief Officer: Marketing and Communications, and Jeannine Van Straaten the Executive: Strategy, Stakeholder Relations And Legal received bursaries for the Leadership Development, Succession Planning and Coaching Course with Tali Towers.

Jeannette Makhoba, the Supply Chain and Finance Operations Manager from received a bursary and is enrolled UNISA for a Bachelor of Commerce in Financial Management.

Nathan Butler, the Finance Manager received a bursary and has completed a certificate in accounting with the SA Accounting Academy. The certificate in accounting - NQF 5 is via SA Accounting Academy and is recognised by SAICA and accredited by SAQA – ID: 80189.

Nathan Butler received his Certificate in Accounting from the SA Accounting Academy.

ACCREDITED SHORT COURSES

The Junior e Commerce Manager, Projects and Executive Support Coordinator, IT Manager, Finance Manager, Membership Manager and the Event and Activations Manager attended the Leadership Development Course at Izithelo Strategic Partners, the course is accredited by the Services Set and at NQF – Level 5. The course was held over three days on the 29, 30 and 31 October 2025.



Lerato Masepe, Ethan Lowery, Phumzile Xaba, Thato Mogorosi, Nathan Butler and Alicia Logan receiving their certificates for completing the Leadership Development Course.

4. Internship Programme

In support of the Proudly SA mandate for job creation, the campaign is committed to upskilling students, interns/learners with an N6 qualifications/ certificate are placed on internships for 12 or 18 months as they generally require 18 months of workplace training in their field of study in order to obtain their National Diploma. University post graduate students are occasionally placed on internships to gain experience in the respective fields of study.

The 12/18 -month internship is aimed at providing on-the-job experience/skills, to explore interests and to develop professional skills and competencies.

Internship programme - 2025/6 fiscal:

- Uthando Dlamini is on a Marketing Internship from 10 February 2025 to 31 July 2026.
- Dineo Lena Moahlodi was an e-Commerce Internship from the 19 March 2024 until the 30 September 2025 and was retained as the e-Commerce Operations Coordinator from the 01 October 2025.

No.	Intern	Department	EE	Placement Position
01	Uthando Dlamini	Marketing	Black - Female	Marketing Intern – N6 in Marketing Management - obtaining workplace experience.
02	Dineo Moahlodi	E – Commerce	Black - Female	E - Commerce Intern – N6 Marketing Management - obtaining workplace experience. Retained in the e Commerce department post her internship.
Internships with Funded Learnerships (Disabled Learners)				
03	Mpumelelo Simelane	IT Department	Black - Male	Previously unemployed – Disabled candidate on internship and National Certificate in IT System Support learnership with Izithelo Strategic Partners. The internship and learnership is funded by Proudly South African. Mpumelelo will be placed at a host employer to obtain workplace experience.
04	Banele Sithole	Host – Employer	Black – Male	Previously unemployed – Disabled candidate on an internship and Clothing Manufacturing Learnership with Izithelo Strategic Partners. The internship and learnership is funded by Proudly South African. Banele will be placed at a host employer to obtain workplace experience.

Internships with Learnerships funded by Proudly South African:

Two previously unemployed, disabled candidates were placed on internships from 01 March 2026 to 27 February 2027 with learnerships funded by Proudly South African at Izithelo Strategic Partners as the training provider. Both learners receive monthly stipends paid by Proudly South African.

Proudly South African initially funded Mpumelelo Simelane in the 2024/2025 fiscal a learnership with Afrika Tikkun and internship at a host employer in the 2024/2025 fiscal and he is awaiting his results from the MICT SETA as he attempted the Further Education and Training Certificate: Information Technology: Business Analysis Support Practice.

Proudly South African is currently funding Mpumelelo Simelane for another learnership and internship in the 2026/2027 fiscal. Mpumelelo is enrolled for the National Certificate in IT System Support at Izithelo Strategic Partners, and he will be placed at a host employer to obtain workplace learning and experience. This qualification is registered and accredited by the SAQA via the MICT – SETA to equip him with IT knowledge and skills.

Banele Sithole is currently enrolled for the Clothing Manufacturing Learnership at Izithelo Strategic Partners, and he will be placed at a host employer to obtain workplace learning and experience. This qualification is registered and accredited by the SAQA via the FP and M SETA to equip him with clothing manufacturing knowledge and skills.



Banele Sithole enrolled for the Clothing Manufacturing Learnership



Mpumelelo Simelane enrolled for the learnership – National Certificate in IT System Support



5. Staff wellness and engagement

1. Strategic Session and Teambuilding

Strategic Session and Teambuilding

Day 1 - designated to a strategic session for Proudly South African to focus on strategic departmental plans to anticipate trends, create vision, articulate purpose, set strategic, long-term, forward focused goals, objectives that are aligned with the strategic direction from the board and the organisation's annual performance plan.

Day 2 – designated to teambuilding, that focuses on working together to achieve goals, objectives, increase trust, improve communication, collaboration, enhance staff morale and motivation.

Strategic Session and Teambuilding – 2025

Date: 08 – 09 May 2025

Venue: Emerald Casino & Resort - Vanderbijlpark

Day 1 – 8 May 2025 – Strategic Session – Conference Centre	
08h00	Departure from the office
08h15	Breakfast/Snacks on the Bus
09h15–09h25	Arrival at Hotel and Refreshments at the Conference Centre Foyer
09h25–09h30	Opening and Welcome - CEO
09h30–10h00	Membership
10h00–10h30	Directorate
10h30–11h00	IT
11h00–11h30	Human Resources
11h30–12h00	Finance
12h00–13h00	Lunch - Hotel Restaurant
13h00–14h30	Game Drive Group 1: 13h00–13h45 – 20 staff Group 2: 13h45–14h30 – Balance of staff
14h30–15h45	Marketing (Brand Management/Events & Activations/PR)
15h45–15h55	Afternoon Refreshments at the Conference Centre Foyer
15h55–16h55	Feedback from EXCO
16h55–17h00	Hotel Check-in
19h00–21h00	Dinner (Braai) – Hotel Foyer/Deck or Restaurant

Day 1 – 9 May 2025 – Strategic Session – Conference Centre



Day 1 – Game Drive



Day 2 – Programme

Day 2 – 9 May 2025 – Teambuilding	
08h00–09h00	Departure from the office
09h00–10h00	Breakfast/Snacks on the Bus
10h00–12h00	Arrival at Hotel and Refreshments at the Conference Centre Foyer
12h00–13h00	Opening and Welcome - CEO
13h00–13h30	Membership
13h30	Directorate





2. EMPLOYEE WELLNESS DAY

The objective of the Proudly South African annual employee wellness day is to create awareness for employees to build a healthy, productive workforce, as the session and presentations given on the day aim to:

- Improve employee health and well-being.
- Empower employees with health education and lifestyle skills that enable them to achieve their best possible health.
- Positively affect employee morale and job satisfaction.
- Optimise performance and productivity.
- Provide a valued, tangible employee benefit.

The Employee Wellness Day was held on the 11 July 2025 at the NEDLAC with the following service providers:

- Virgin Active – information stall & activities at Virgin Active – Rosebank
- Discovery - wellness assessments.
- Camelot Spa - rendered neck and shoulder massages.
- Company Wellness Solutions – Presentation - employee assistance programme presentation, ear Screening and eye tests.
- Liberty Life – Presentation on retirement benefits, savings and information stall.
- Redel Katzen - Medical Aid presentation and information stall.
- Breast Health Foundation – Presentation.
- DKMS - Presentation and information stall.
- Khoi Tech - Presentation and information stall.





EMPLOYEE WELLNESS DAY – 2025

Date: Friday, 11 July 2025
Time: 08h30
Venue: NEDLAC Building, 14 A Jellicoe Avenue, Rosebank & Activities at Virgin Active – Rosebank
Dress Code: Comfortable Clothing and takkies (recommendation – Proudly SA – T shirts)

(Staff must adhere to their bookings for the Discovery medical screenings as per schedule, alternatively arrange with Rosemary to move their slots if their initial bookings clash with the Virgin Active activities.)

Discovery medical screenings will be conducted in Boardroom 2,3,4 in on the Ground Floor and you are required to carry your ID to the medical screenings.

ORDER OF EVENTS

TIME	ACTIVITY	VENUE
08h30 – 08h50	Breakfast and Refreshments	Foyer
09h00 – 10h15	Presentation & Activities - Virgin Active <i>Staff will walk to Virgin Active Rosebank to experience activities at the Gym.</i>	Virgin Active – Rosebank
10h25 – 10h35	Opening and Welcome – CEO	Chamber Room
10h35 – 11h00	Presentation – Company Wellness Solutions	Chamber Room
11h00 – 11h30	Presentation – Medical Aids - Redel Katzen	Chamber Room
11h30 – 12h15	Presentation – Liberty Life	Chamber Room
12h15 – 12h30	Presentation – DKMS Africa	Chamber Room
12h30 – 12h45	Presentation - Khoi Tech - Tech based employee wellness solutions	Chamber Room
12h45 – 13h00	Presentation - Breast Health Foundation	Chamber Room

Staff will access the information stalls as indicated below and have their eye test and ear screenings from 13h00 to 15h00

Programme	Facilitator	Venue
Eye screening	Company Wellness Solutions	Boardroom 1
Ear Screening	Company Wellness Solutions	Boardroom on 1 st floor
Liberty Life – Info Desk	Liberty Life	Outside Deck
Medical Aid – Info Desk	Discovery	Outside Deck
Cancer Awareness – Info Desk	DKMS	Outside Deck
Tech based employee wellness solutions	Khoi Tech	Outside Deck
CAMELOT SPA – 13h30 to 15h30		
Neck and Shoulder Massages	Camelot Spa	Couches in the foyer

Lunch for Proudly SA staff will be served from 13H00 in the Foyer and staff may eat in the Chamber Room.
Kindly note that this programme is subject to change.



3. HERITAGE DAY

Heritage Day is celebrated annually on 24 September in the country to acknowledge and celebrate the diverse cultures within the population of South Africa. Proudly South African celebrates Heritage Day by hosting an event that encourages staff to dress up in their cultural and traditional attire, thus bearing testament to the diverse cultures represented within the organisation. A Heritage Day event is generally held annually; staff are treated to lunch, and prizes were handed out to staff by means of lucky draws.

The Heritage Day event was held as follows:

Date: 23 September 2025

Venue: Chiefs Boma – Indaba Hotel





4. YEAR END - STAFF FUNCTION – 2025

The year-end staff function celebrates the end of the year, recognises and rewards the staff that have made a significant contribution to Proudly South African during the year, and for the current financial year, the event took place as follows.

Date: 12 December 2025

Venue: The Venue at Leslie – Fourways

This is part of the staff retention plan, and annually Proudly South African conducts this year end function to cast a spotlight on all the achievements reached throughout the year.

Part of activities on the day included Breakfast, Lunch and Staff Awards in which outstanding performance is recognised through an Award with an incentive under the following:

- Employee of the month for the past 12 months
- Employee of the quarter for the past 4 quarters
- Employee of the year
- CEO's Award







DIGITALLY TRANSFORMING THE HUMAN RESOURCE'S FUNCTION

The Human Resources Function is attempting to evolve from the traditional paper-based to transition to digitalisation where possible. The Human Resources Departments were initially perceived as a support function that delivered employee services; however, the evolution involves making provision for Human Resources departments to aid and assist in leading the digital transformation of organisations.

Proudly South African endeavours to build an organisation of the future with a Human Resources Strategy, Digital HR capabilities and functions. The aim is to change the HR function such that it operates digitally, uses digital tools and apps to deliver solutions, continuously experiments and innovates. HR's focus has shifted towards building an organisation for the future. Companies are hiring the young, digitally savvy staff that are comfortable to work independently whilst sharing information by means of transparency. They want an integrated, digital experience at work that is designed around teams, productivity, empowerment and HR is expected to deliver this.

The leave management process in Proudly SA has been completely digitised:

Employees apply for leave online, view their leave balances and update their profiles via Sage Self Help Service.

- Leave is approved online by the line managers, and the updated information on the staff profiles is approved by the HR and Support Manager.
- In addition, employees can view (on their smartphones) and print their payslips online.

This process of digitising the rest of the HR administrative functions is not yet completed, and further developments are in the progress, with the completion of the HR digital rollout anticipated to continue and be completed in the next financial year.

HEALTH AND SAFETY

The Proudly South African office is subject to regular predetermined rigorous inspections, to ensure that it adheres to the occupational health and safety policy, which is in line with legislative prescripts. We timeously file the company's reports including the Annual Return on Earnings to the Compensation Commissioner, and as such we are in good standing with the Commission. The following plan is being followed and improved as and when required:

ASPECT	INTERVENTION/PREVENTION	FREQUENCY
Occupational Injuries	Create awareness on prevention of possible occupational hazards.	Bi- Annually
	Conduct regular inspections on workplace premises and equipment machinery to ensure continued compliance with OHS Standards	Daily
	Ensure acceptance procedures are in place to report, deal, and manage workplace OHS incidents	Quarterly
	Establish OHS Committee and properly capacitate its members.	Annually
Occupational Diseases	Create awareness to prevent contamination from sicknesses/illnesses/diseases.	As and when required

ASPECT	INTERVENTION/PREVENTION	FREQUENCY
	Ensure that all reasonable measures are in place to prevent contamination of contagious sicknesses/ illnesses/diseases.	As and when required
	Develop and implement Management/Contingency Plans to contain and manage the spread of reported contagious sicknesses/illnesses/diseases.	Every time
Personnel Physical Safety	Ensure reasonable security of all personnel from outside intrusion.	Every time
General Safety Office Healthiness	Pesticides Control	Monthly
	Carpet cleaning	Annually
	Sufficient Ventilation	Every time

HEALTH AND SAFETY COMMITTEE:

EMPLOYEE	RESPONSIBILITY
Sabelo Zikalala	Health and Safety Representative Introduction to SAMTRAC SAMTRAC Basic Fire Fighting First Aid – Level 1 Accident Incident Investigation
Rosemary Hadebe	Health and Safety Representative Basic Fire Fighting First Aid – Level 1
Pressly Mokhare	Health and Safety Representative
Tshepo Phoku	First Aid – Level 1
Rebecca Malebye	First Aid – Level 1 Accident Incident Investigation
Keamogetswe Molete	First Aid – Level 1
Lesego Tholo	First Aid – Level 1 Basic Fire Fighting
Crystal Van Rooyen	First Aid – Level 1

EMPLOYMENT EQUITY

The principle of empowerment and diversity is entrenched in the ethos of Proudly South African.

The table below reflects our equity numbers for the 2025/26 financial year as well as the strategy for 2025/26 (Including for people with disabilities).

The organisation's Employment Equity Plan for 2025/26 was achieved and the approved targets were exceeded and was submitted to the Employment Equity Commission by the deadline date. This plan was benchmarked against the National Employment Equity targets as developed and propagated by the Department of Labour. Proudly SA successfully submitted the Workplace Skills Report and the Annual Training Report to Services SETA.

Proudly SA has a clear employment equity strategy and for achievement of this strategy during 2025/2026, the following were key:

- Proudly SA is determined to implement an Employment Equity Plan and is imperative to be aligned with the national agenda to redress the effects of past discrimination, with clear commitment from top leadership and management to strive towards rigorous improvement of the campaign's Employment Equity status.
- Proudly SA after terminations, promotions and transfers, updates and aligns the EE plans with realistic objectives and goals. This is the responsibility of the Human Resources Department.
- Every attempt must be made to deliberately target previously disadvantaged groups when filling vacancies and new positions, by making new appointments or promotions without window-dressing. Such deliberate placements should be supported by a clear programme to support, mentor, educate, re-train and/or implement under-study programmes for the selected candidates. In selecting candidates for such placements, potential and aptitude must be seriously considered.
- There must be equal opportunities for training and development for all staff. However, the training and development programme must be used as a tool for upgrading employees from previously disadvantaged groups.
- Leadership development training is another tool used for the upgrading of previously disadvantaged groups.
- Proudly SA must comply with statutory requirements by submitting an EE report annually (even if it employs fewer than 50 employees).
- A realistic and comprehensive Employment Equity Plan will only be drawn up on understanding the anticipated nature and size of the Campaign's structure and organogram.

The Employment Equity Committee and Skills Committee is fully established and functional.

Employment & Skills Committee Members:

NAME	DEPARTMENT	RACE	GENDER
Eustace Mashimbye	CEO	African	Male
Jeannine Van Straaten	Executive Management	White	Female
Veresh Ramkalawan	HR and Skills and Equity Manager	Indian	Male
Rosemary Hadebe	HR and Administration	African	Female
Alicia Logan	Membership	Indian	Female
Sinah Makua	Directorate and IT	African	Female
Lesego Tholo	Marketing and Communication	African	Male
Nathan Butler	Finance	Coloured	Male
Tshepo Phoku	Marketing and Communication	African	Male

Employment Equity

The table below shows PSA's employee numbers by Employment Equity classification as of 31 March 2026:

Occupational Levels	Male				Female				Foreign Nationals		Total
	A	C	I	W	A	C	I	W	Male	Female	
Top management	1	0	0	0	0	0	0	0	0	0	1
Senior management	1	0	0	0	1	0	0	1	0	0	3
Professionally qualified and experienced specialists and mid-management	2	1	1	0	3	0	2	0	0	0	9
Skilled technical and academically qualified workers, junior management, supervisors, foremen, and superintendents	9	0	0	1	11	4	0	1	0	0	26
Semi-skilled and discretionary decision making	1	0	0	0	1	0	0	0	0	0	2
Unskilled and defined decision making	0	0	0	0	1	0	0	0	0	0	1
TOTAL PERMANENT	14	1	1	1	17	4	2	2	0	0	42
Temporary employees	2	0	0	0	1	0	0	0	0	0	3
GRAND TOTAL	16	1	1	1	18	4	2	2	0	0	45

A - African, C – Coloured, I – Indians, W – White

B - There are 3 interns at Proudly SA as of 31 March 2026.

The employment equity representation of the entity as of 31 March 2026 is further reflected below:

Total Staff Complement Representation	ACTUAL					
	Male		Female		Total	
	No	% of Total	No	% of Total	No	%
African	16	35.5%	18	40%	34	75.5%
Coloured	1	2.2%	4	8.8%	5	11.1%
Indian	1	2.2%	2	4.4%	3	6.6%
White (designated)	1	2.2%	2	4.4%	3	6.6%
Non-Designated	0	0%	0	0%	0	0%
TOTAL	19	42.2%	26	57.7%	45	100%

QUALITY MANAGEMENT

Proudly South African is ISO 9001:2015 system certified and complies with the appropriate requirements of the South African Bureau of Standards for Quality Management Systems, and the system is being audited on planned intervals by the SABS. The systems assist in risk management, taking correction and corrective actions in occurred risks, including processes for continual improvement to business operations and the assurance of conformity to customer and applicable regulatory requirements.

The Management of Proudly SA resolved to document and maintain a Quality Management System to enhance customer satisfaction. The SABS surveillance audit took place on the 25 - 26 November 2025, during this audit, there was 1 non-conformance (minor) which was raised by the auditors that has subsequently been closed, and SABS issued a report for the audit.



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3

Our Members

1. Member Benefits: Improved value proposition for Proudly South African member companies
2. Terms utilised in tables and charts in this membership report
3. Overview of the membership base in the current period 2025-2026
 - 3.1 Highlights of the current period 2025-2026
 - 3.2 Newly Recruited Members for 2025-2026
 - Year on Year Comparison 2020/2021 to 2025/2026
 - 3.3 Quarterly Comparison Newly Recruited Members 2025/2026
4. Newly Recruited Members Companies by Sector
 - 4.1 Quarterly comparison of the number of newly recruited members for the period 2025-2026
 - 4.2 Member companies' growth and decline YOY 2024-2025 VS 2025-2026
 - 4.3 Member companies recruited for the period 2025-2026 by province
 - 4.4 Member companies recruited for the period 2025-2026 by classification
 - 4.5 Member companies recruited for the period 2025-2026 by lead origin
5. Renewing members for 2025-2026
 - 5.1 Renewal rate for 2025-2026
 - 5.2 Quarterly comparison of renewing members in 2025-2026
 - 5.3 Comparison by sector of renewing members in 2025/2026
 - 5.4 Comparison by province of renewing members in 2025/2026
 - 5.5 Comparison by classification of renewing members in 2025/2026
6. Database of locally made products and services
 - 6.1 Highlights of the database of locally made products and services for 2025-2026
 - 6.2 Growth of the database of locally made products and services in terms of items added in 2024/2025 and 2025/2026
 - 6.3 Quarterly comparison of locally made products and services added in 2025/2026 to the database

01

MEMBER BENEFITS

VALUE PROPOSITION FOR PROUDLY SOUTH AFRICAN MEMBER COMPANIES



1. **The use of the Proudly SA logo – a registered trademark and recognised endorsement of local content and quality.**
2. **Access to market platforms:**
 - Inclusion in Proudly SA's database of locally made products and services, housed on the Proudly SA website, for use by procurement officials in the public and private sectors.
 - Secured procurement opportunities with strategic partners. i.e. industry bodies, such as the Franchise Association of South Africa, Tourism Business Council of South Africa, and private sector entities that continue to make localisation commitments;
 - Getting listed as a supplier on the Market Access Platform (MAP), where buyers meet suppliers. MAP is a database of reliable, local manufacturers and service providers from which businesses that have undertaken to increase their uptake of locally made products and services, can search for and find suppliers to procure from.
 - Listing on Proudly South African's e-commerce site: <https://shop.proudlysa.co.za>
 - Partnerships with third party online stores such as Zulzi, Makro Market Place, Made by Artisans, One-day only, Bizzmed and Takealot to list suitable member companies.
 - Retail and Market Readiness Programmes and workshops to assist member companies to successfully list their products with retail and/or targeted markets.

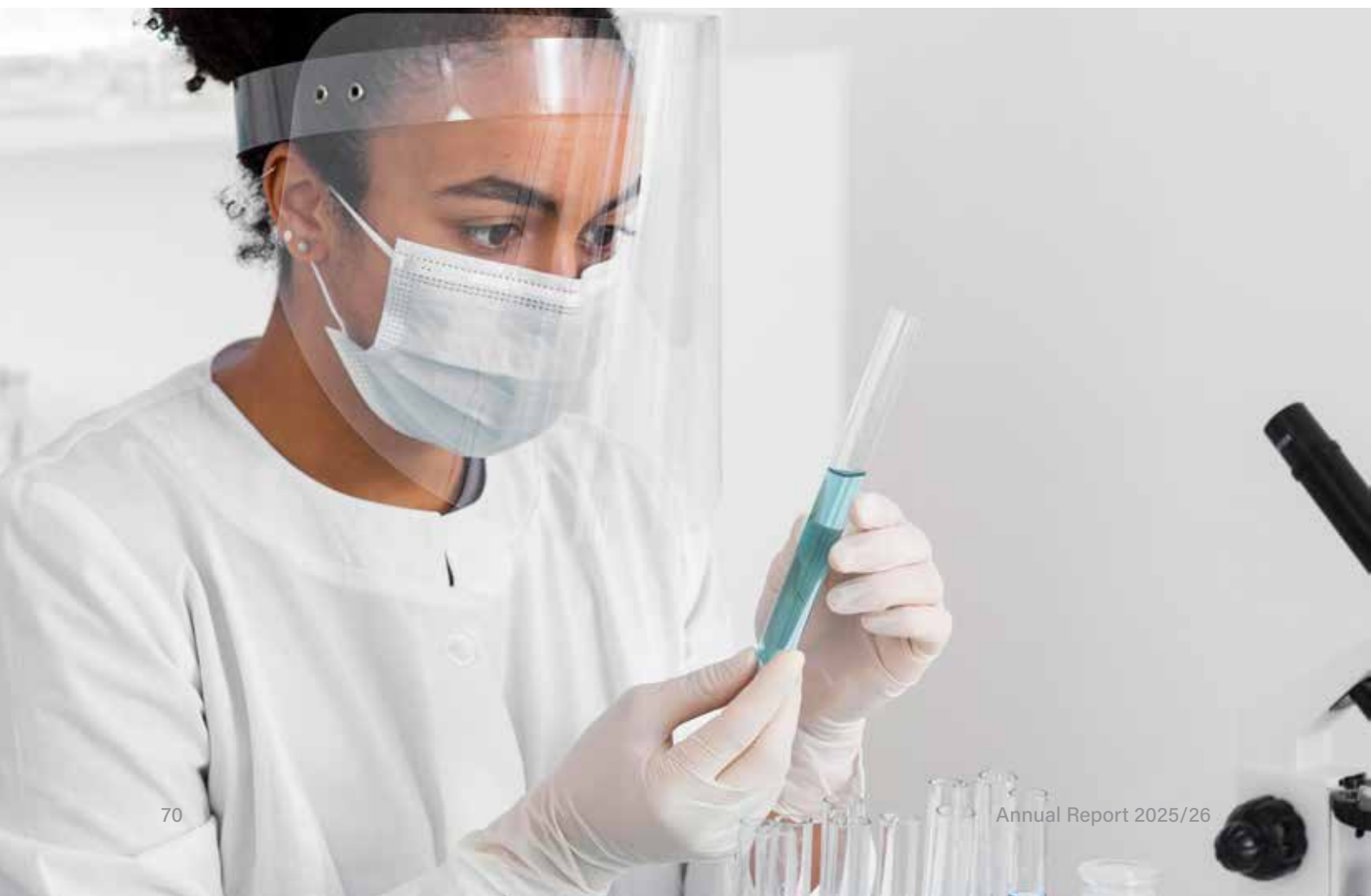
- Partnership with CGCSA or GS1 to ensure member companies are assisted with product labelling advice and guidance, as well as global standard barcoding.
- Participation in various Buyer and Member match making programmes.
- First-hand access to tender opportunities designated for local content by the dtic;
- Recognition as a member (local manufacturer and/or service provider of high quality) on National Treasury's Central Supplier Database – to standout to procurement officials for and of state entities;
- Pitching Session that train member companies on how to pitch their product or services to retail, wholesale or corporate buyers.

3. Participation in and/or access to various campaigns, including, but not limited to:

- The annual Flag Ship event, the Buy Local Summit and Expo;
- The annual Local Wine Expo;
- The annual Local Fashion Police;
- Supply Chain Workshops;
- Business and sector-specific forums for networking and information sharing opportunities;
- Proudly SA's extensive marketing initiatives and activities aimed at promoting members' products and services;
- Proudly SA's PR and communication platforms for example, the monthly newsletter, product booklet, social media platforms and access to print and broadcast media opportunities and more.

4. Business to Business support for ESD beneficiaries:

- Proudly South African's value proposition is tailored such that it can provide sponsors and Diamond member companies with grassroot tangible real solutions for their Enterprise and Supplier Development (ESD) beneficiaries.



02

TERMS UTILISED IN THE REPORT

Classification of members		
Category	SMMEs Small, medium and micro enterprises turning over less than R5 million per annum, and organisations including foundations, councils, associations and not-for-profit institutions	Annual membership fee (excluding VAT) R500
	Bronze Organisations turning over between R5 million and R10 million per annum	R1,000
	Silver Companies turning over between R10 million and R30 million per annum	R10,000
	Gold Companies turning over between R30 million and R50 million per annum	R20,000
	Platinum Companies turning over between R50 million and R100 million per annum	R50,000
	Diamond Companies turning over R100 million or more per annum	R100,000
Other terms		
Affiliate of Diamond	A company or division that falls under a holding company that is classified as a Diamond (Proudly SA member company category)	
Beneficiary of Diamond	A company that forms part of a larger organisation's enterprise and/or supplier development programme. The larger organisation is classified as a Diamond (Proudly SA member company category)	
TE	Membership based on a Trade Exchange Agreement	
Lead	A company before it is converted into a member	
	Consultant-generated lead	A membership consultant who is chasing to convert a lead he/she has generated her/himself
	Direct	An enquiry received directly from an organisation interested in membership
	Event	Leads generated from Proudly SA's presence at events
	Lead origin	The platform from which a lead originates
	Referral	Referral of a company from an internal or extra stakeholder

03

MEMBERSHIP OVERVIEW

3. OVERVIEW OF THE MEMBERSHIP BASE IN THE CURRENT PERIOD 2025-2026

3.1. HIGHLIGHTS OF THE CURRENT PERIOD 2025-2026

New members	
Target	320
Achievement	340
Renewal rate (in percentage)	
Target	80%
Achievement	82%
Database of local products and services	
Target	800
Items added	883
Number currently listed	26,316
Exceeded target (in percentage)	10%

The Proudly South African membership base grew steadily, with 340 companies joining the campaign during the 2025/2026 financial year. The campaign also achieved a strong membership renewal rate of 82%, while its product database expanded by 10%, reflecting continued growth in the range of locally produced goods represented.

Proudly South African's current membership base covers 26 sectors. The manufacturing sector remains the sector with the largest exponential growth. The growth seen in manufacturing is directly linked to the investment of Proudly South African member companies who have made localisation commitments.

Both Hialeon and Toyota have recently highlighted South Africa as a strategic manufacturing base, demonstrating confidence in local production and long-term investment.

- Hialeon has invested R750 million in its South African operations, including upgrades to its Cape Town manufacturing facility. Around 85% of the healthcare products it sells in South Africa are manufactured locally, supporting jobs, local suppliers, and greater supply chain resilience. The company says its investment reflects a long-term commitment to producing trusted healthcare brands in South Africa.
- Toyota South Africa has committed R10.4 billion to produce the next-generation Hilux at its Durban (Prospecton) plant. The investment upgrades manufacturing facilities, expands supplier development, introduces advanced robotics and production technologies, and strengthens South Africa's role as an export hub serving markets across Africa and Europe. Toyota has described the investment as a vote of confidence in South Africa's people and manufacturing future.

Together, these investments reinforce the importance of local manufacturing in South Africa by:

- Creating and sustaining jobs.
- Supporting local suppliers and industrial development.
- Increasing export competitiveness.
- Demonstrating confidence in South Africa as a manufacturing hub despite global economic challenges.

The investments by Haleon and Toyota to name a few, reaffirm the value of local manufacturing in South Africa. Proudly South African's localisation commitments and access-to-market opportunities empower our Diamond Members to stay true to their investment and growth ambitions. By championing local procurement and connecting members with meaningful market opportunities, we help create an environment where businesses can invest with confidence, grow sustainably, and contribute to South Africa's industrialisation and job creation.

Proudly South African has built a strong and diverse membership base that reflects the unique economic strengths of each province. In KwaZulu-Natal, we have a significant concentration of spice merchants, sports apparel and equipment manufacturers, and other industrial businesses. Gauteng is home to many of our JSE-listed companies and leading corporate members, while the Western Cape boasts a strong network of skincare, health, wellness, tourism, and hospitality businesses. This provincial diversity underscores the importance of supporting South Africa's heritage, culture, and sense of place. By promoting localisation and creating market access opportunities, Proudly South African helps businesses leverage their regional strengths, celebrate local identity, and contribute to inclusive economic growth across the country.

With this level of support regionally and inclusively, Proudly South African has assisted our member companies to show effort and growth in some of our key sectors:

Automotive

Continued investment by manufacturers such as Toyota. Increased local sourcing of vehicle components.

Growth in exports and supplier development.

Healthcare

Companies such as Haleon expanded local manufacturing of consumer healthcare products. Greater emphasis on domestic production improved supply chain resilience and created skilled jobs.

Food and Agro processing

Increased demand for locally produced food products and ingredients. Support for South African farmers and food manufacturers through local procurement initiatives. The membership base has farmers and FMCG companies that are championing locally produced food.

Clothing, Textiles, Footwear and Leather (CTFL)

Local procurement by retailers and government continues to strengthen South Africa's clothing, textiles, footwear, and leather (CTFL) sector by supporting domestic manufacturers and sustaining employment. The increased demand for locally made school uniforms, workwear, footwear, and personal protective clothing has created opportunities for South African producers to expand their capacity and competitiveness.

The Foschini Group (TFG) is a leading example of this commitment, with approximately 90% of its apparel procured locally. The company continues to pursue even greater levels of localisation, demonstrating how retailer commitment to local sourcing can stimulate manufacturing, develop local supplier networks, create jobs, and contribute to South Africa's industrial growth.

Renewable Energy

Greater emphasis on developing local manufacturing capacity for renewable energy components. Opportunities expanded for South African suppliers participating in energy projects. This has been a rapidly growing sector in membership recruitment.

Furniture and Wood Products

Local manufacturers benefited from public procurement policies favouring South African-made furniture for schools, offices, and public institutions, namely Reboni and Homewood who are Diamond and Gold members to the campaign.

Consumer Goods and Personal Care

Local manufacturers of cosmetics, skincare, household products, and personal care items expanded production to meet domestic demand. Proudly South African has multiple members growing from SMME to Diamond status. KT Wash has grown from SME to Diamond by championing local at the point of purchase and instore nationally. Kinberly Clark has gone through a complete re-brand with use of the Proudly South African logo to showcase their decision to become a company that will reach very high levels of local production by end 2026.

Mining Equipment and Capital Goods

Local engineering firms and equipment manufacturers benefited from increased localisation in mining supply chains and infrastructure projects. Dunlop Belting Products a Diamond member to the campaign is using our logo to ensure they are well represented in the localisation section for tenders by the country's largest mining companies.

For Proudly South African, these sectors demonstrate that localisation is delivering benefits across the economy by:

- Creating and sustaining jobs.
- Building resilient local supply chains.
- Supporting small and medium enterprises.
- Attracting domestic and foreign investment.
- Increasing South Africa's manufacturing capability.
- Strengthening regional economic development by leveraging each province's industrial strengths.

These outcomes reinforce localisation as a key driver of inclusive economic growth and industrial competitiveness in South Africa.

3.2 NEWLY RECRUITED MEMBERS FOR 2025-2026

Before membership is approved, companies must adhere to the following four criteria:

- 1. Local Content:** Companies must manufacture locally or render services locally utilising locally sourced material and/or equipment, as best as possible.
- 2. Quality:** Prove that the products/services are of a high-quality nature, by submitting industry-related certification including test results from the South African National Accreditation System (SANAS) accredited laboratories, quality management systems tested by external verification bodies etc.
- 3. Fair Labour Practices:** The company should adhere to the Basic Conditions of Employment Act when it employs people, and
- 4. Environmental Standards:** When operating, the company practices environmental standards as per industry regulations.

Companies that comply with all four criteria are then eligible for Proudly SA membership.

**YEAR-ON-YEAR COMPARISON: NEWLY RECRUITED MEMBERS BY MONTH
PERIOD: 2020/2021 TO 2025/2026**

Month	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026
April	6	44	23	19	22	34
May	23	11	28	20	30	26
June	26	31	43	33	30	25
July	22	25	34	56	41	23
August	33	25	31	20	38	25
September	17	30	25	21	33	36
October	24	29	15	30	40	20
November	26	25	35	19	40	20
December	13	10	9	10	22	15
January	11	15	14	20	9	9
February	16	25	25	13	25	11
March	24	57	42	79	78	96
Total	241	327	324	340	408	340

3.3 QUARTERLY COMPARISON: NEWLY RECRUITED MEMBERS PERIOD 2025/2026

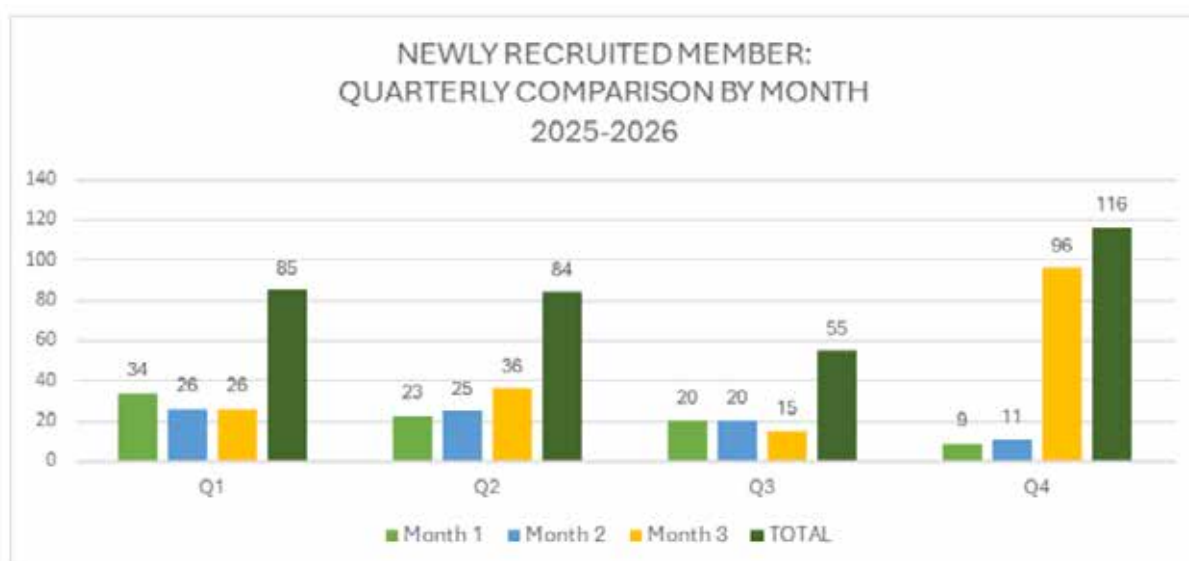
	Month 1	Month 2	Month 3	TOTAL
Q1	34	26	26	85
Q2	23	25	36	84
Q3	20	20	15	55
Q4	9	11	96	116
				340

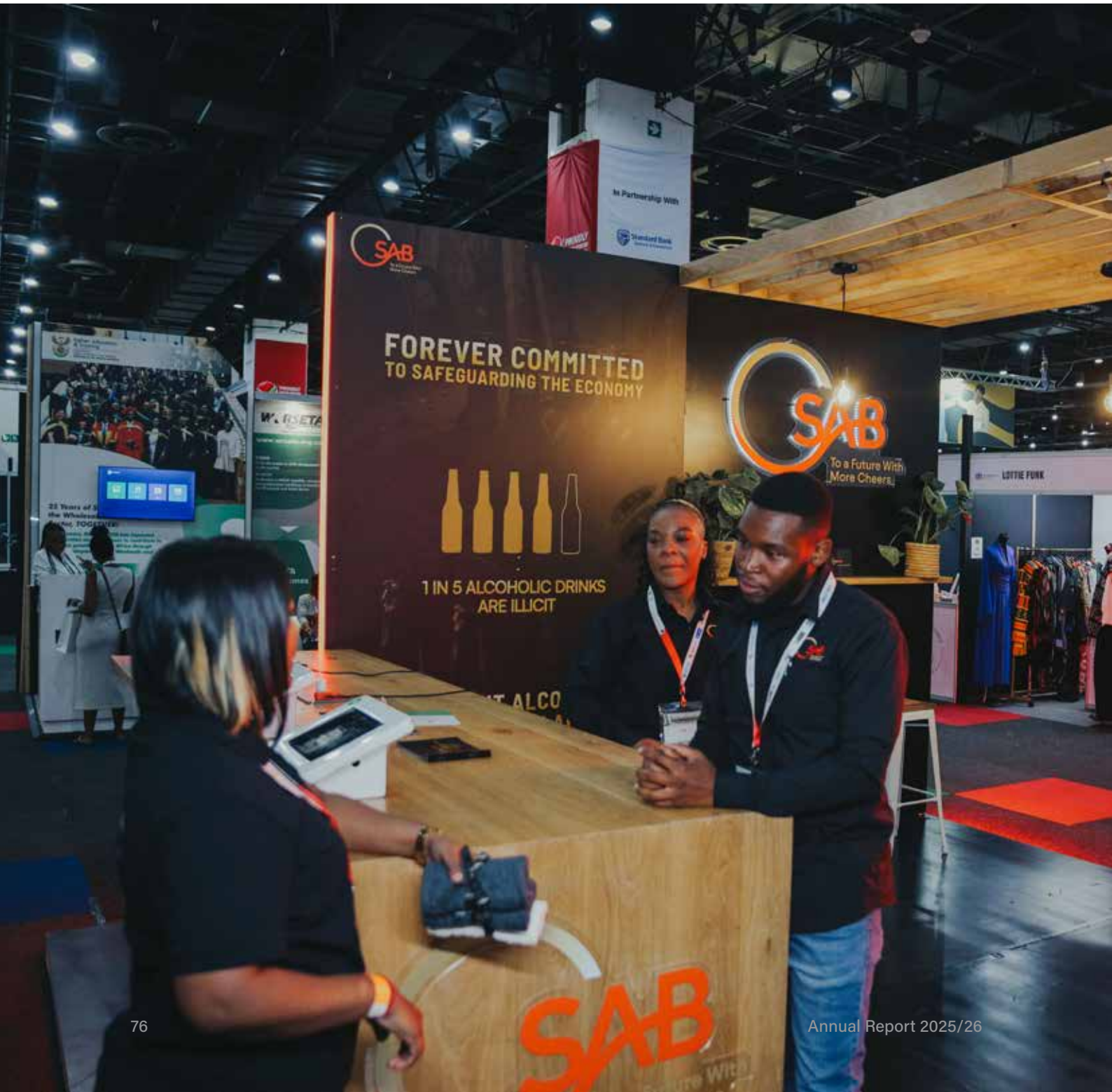
Q1: April, May, June

Q2: July, August, September

Q3: October, November, December

Q4: January, February, March





NEWLY RECRUITED MEMBER COMPANIES

4.1 MEMBER COMPANIES RECRUITED FOR THE PERIOD 2025-2026 BY SECTOR

SECTOR	Q1	Q2	Q3	Q4	TOTAL
Manufacturing	37	43	21	42	143
Industrial Manufacturing	2			2	4
Food Products	11	12	5	29	57
Professional Services	8	4	9	8	29
Media Marketing & Publishing	5	2	3		18
Media Production Services	4	1		8	5
Wholesale & Retail Trade			1	2	2
Travel, Tourism & Hospitality			2	2	2
Financial Services	2				2
Education Development & Training	3	7	6	2	18
Agriculture	4	4	1		9
Construction Engineering & Architecture	1	5		4	10
Crafts & Home Industry	1				1
Transport & Logistics	1			1	2
Property & Real Estate			2		2
Community Organisation & Projects	1				1
Information Technology	4	2	4	11	21
Health Care		4	3	3	10
Culture Entertainment & Logistics	1				1
Representative Organisations				2	2
TOTAL	85	84	55	116	340

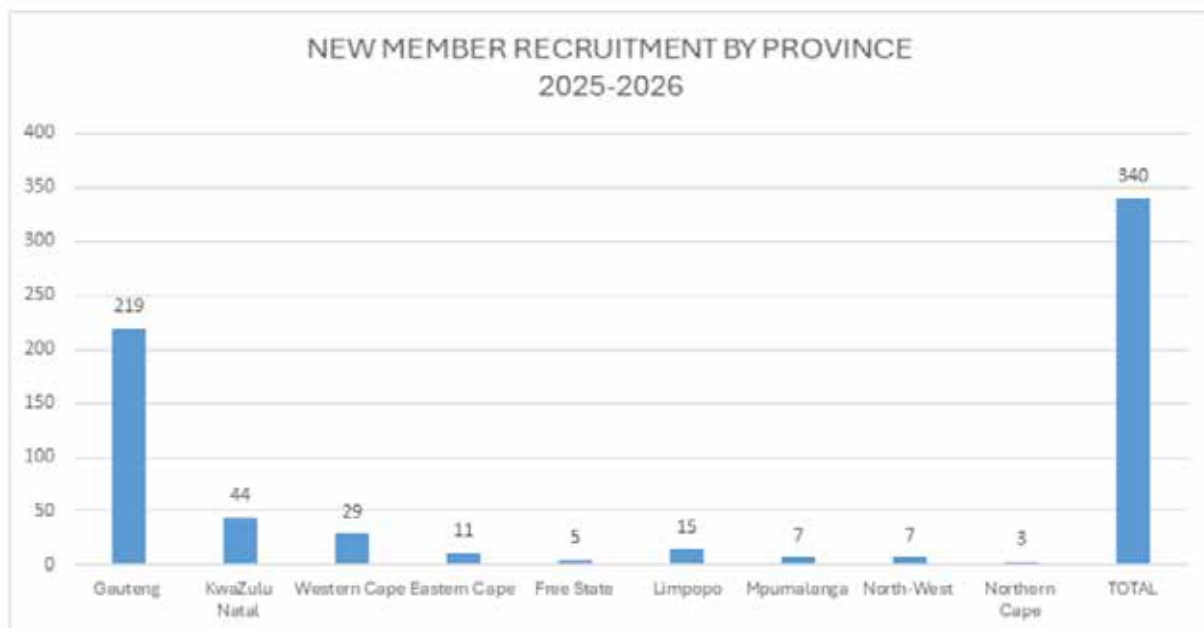


4.2 MEMBER COMPANIES GROWTH & DECLINE YOY 2024-2025 VS 2025-2026

SECTOR	2024 -2025	2025 - 2026	DIFFERENCE
Manufacturing	214	143	-71
Industrial Manufacturing	20	4	-16
Food Products	55	57	2
Professional Services	12	29	17
Media Marketing & Publishing	24	18	-6
Media Production Services	2	5	3
Wholesale & Retail Trade	6	2	-4
Travel, Tourism & Hospitality	2	2	0
Financial Services	2	2	0
Education Development & Training	5	18	13
Agriculture	9	9	0
Construction Engineering	8	10	2
Crafts & Home Industry	7	1	-6
Transport & Logistics	4	2	-2
Property & Real Estate	2	2	0
Community Organisation & Projects	1	1	0
Information Technology	13	21	8
Health Care	4	10	6
Culture Entertainment & Logistics	1	1	0
Representative Organisations	1	2	1
TOTAL	408	340	-68

4.2 MEMBER COMPANIES RECRUITED FOR THE PERIOD 2025-2026 BY PROVINCE

PROVINCE	Q1	Q2	Q3	Q4	TOTAL
Gauteng	51	61	26	81	219
KwaZulu Natal	11	13	11	9	44
Western Cape	11	4	8	6	29
Eastern Cape	2	1	5	3	11
Free State	2	1	0	2	5
Limpopo	2	2	5	6	15
Mpumalanga	1	0	0	6	7
North-West	3	1	0	3	7
Northern Cape	2	1	0	0	3
TOTAL	85	84	55	116	340



4.3 MEMBER COMPANIES RECRUITED FOR THE PERIOD 2025-2026 BY CLASSIFICATION

CLASSIFICATION	Q1	Q2	Q3	Q4	TOTAL
SMME	71	71	48	90	280
Silver	3	1	–	10	14
Bronze	7	8	5	8	28
Gold	2	0	–	2	4
Platinum	0	0	–	1	1
Diamond	2	4	2	5	13
TOTAL	85	84	55	116	340



4.4 MEMBER COMPANIES RECRUITED FOR THE PERIOD 2025-2026 BY LEAD ORIGIN

Lead Origin	Q1	Q2	Q3	Q4	TOTAL
Referral	26	14	13	49	102
Consultant-Generated	21	19	10	20	70
Direct	38	51	32	47	168
TOTAL	85	84	55	116	340

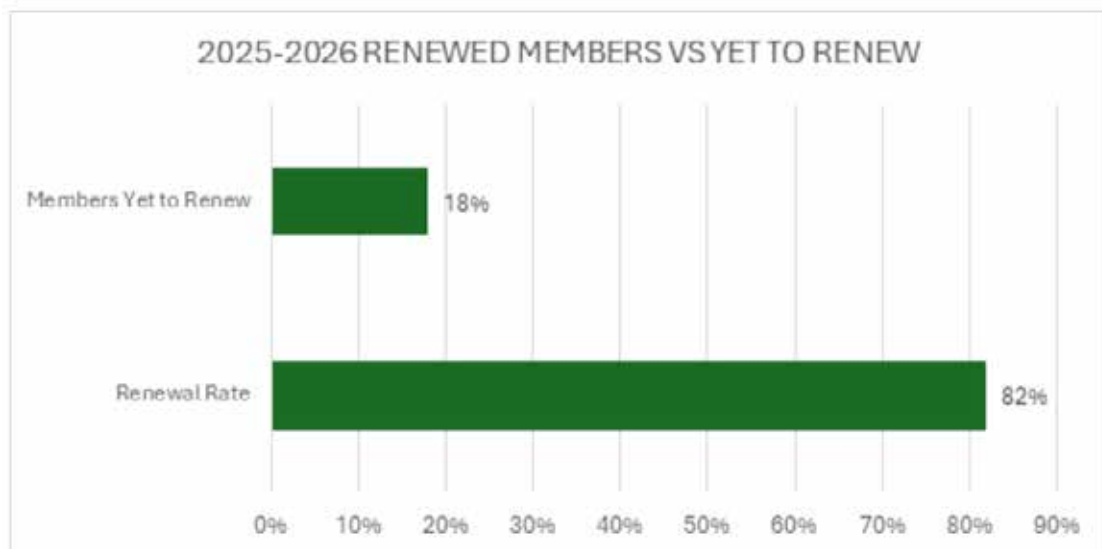


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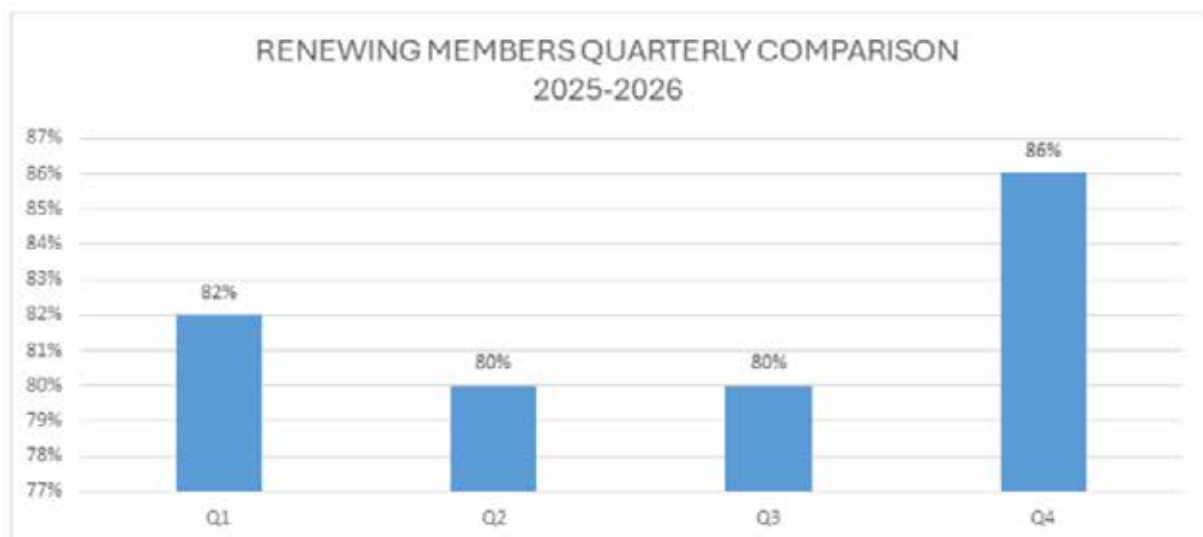
RENEWING MEMBERS FOR 2025/2026

5.1 RENEWING MEMBERS FOR 2025-2026

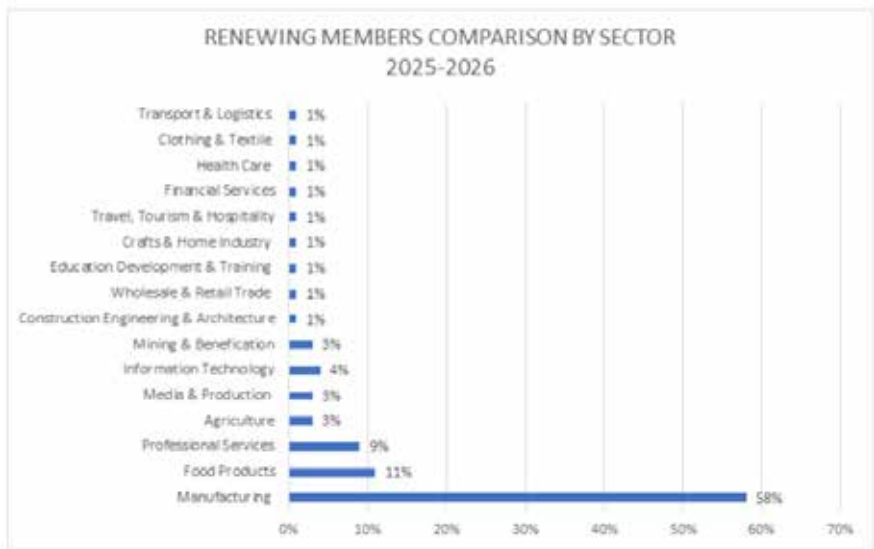
	Q1	Q2	Q3	Q4	TOTAL
Renewal Rate	82%	80%	80%	86%	300
Renewal Rate for the Year: 82%					



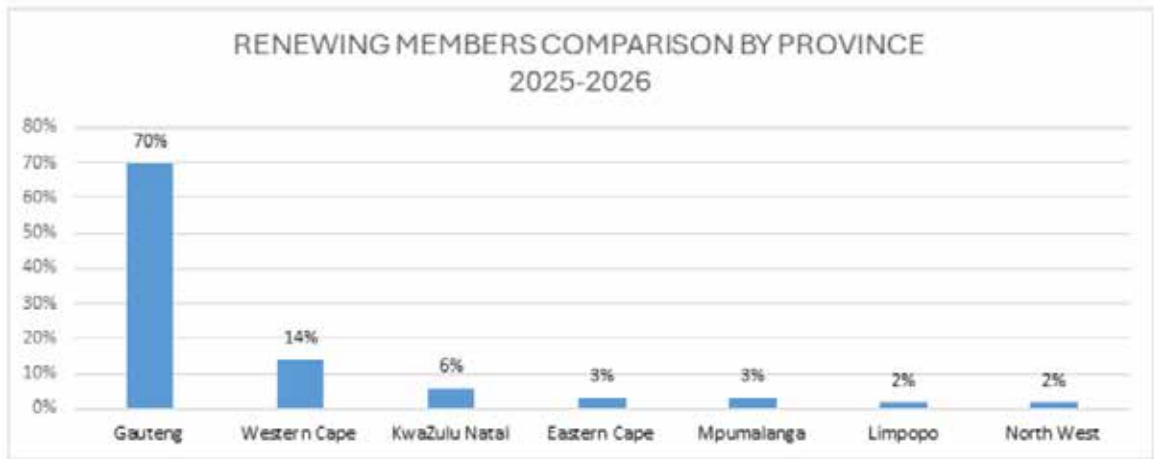
5.2 QUARTERLY COMPARISON OF RENEWING MEMBERS IN 2025-2026



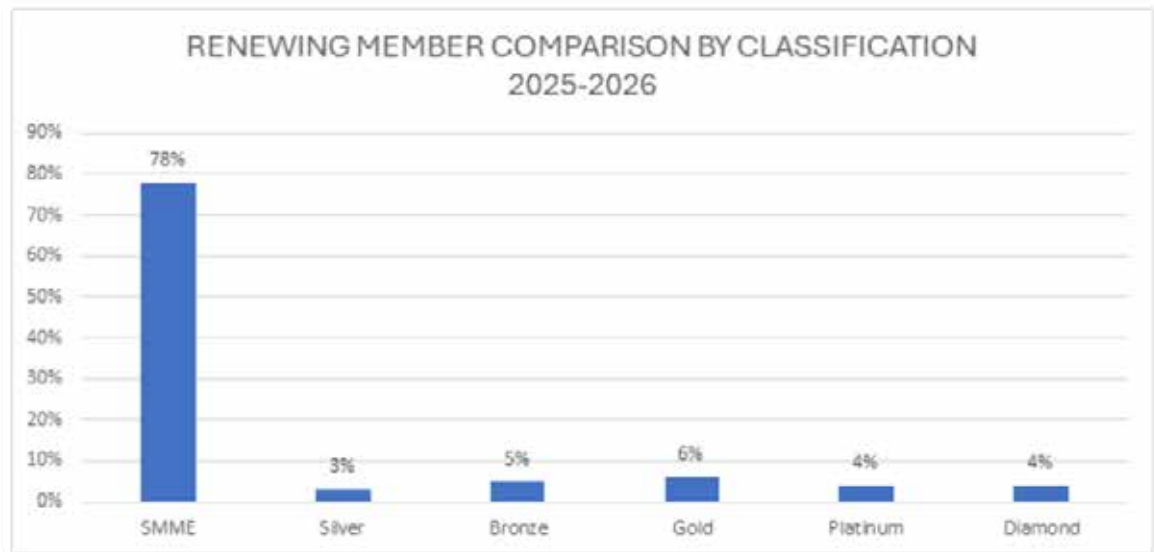
5.3 COMPARISON OF RENEWING MEMBERS BY SECTOR IN 2025-2026



5.4 COMPARISON BY PROVINCE OF RENEWING MEMBERS IN 2025-2026



5.5 COMPARISON BY CLASSIFICATION OF RENEWING MEMBERS IN 2025-2026





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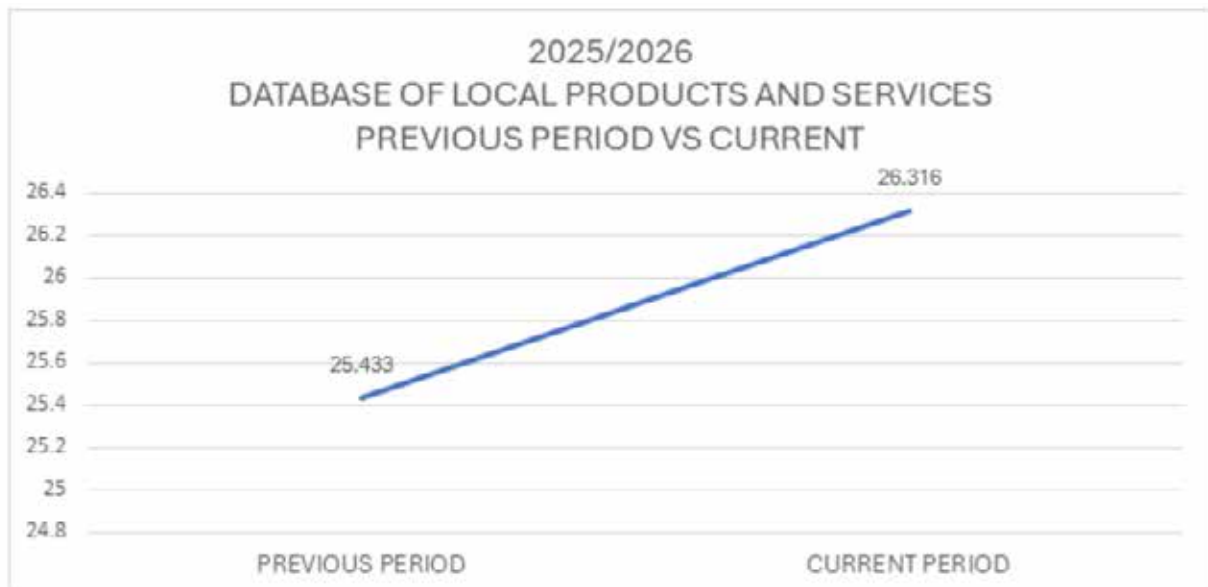
06

DATABASE OF LOCALLY MADE PRODUCTS & SERVICES

6.1 HIGHLIGHTS OF THE DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES FOR 2025-2026

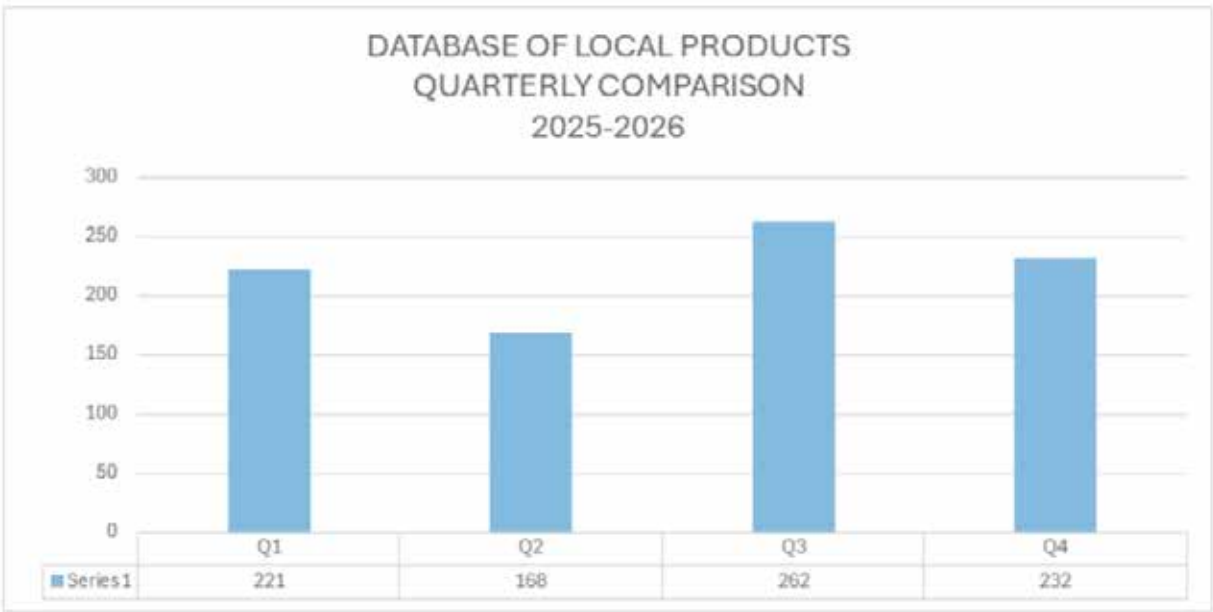
PROUDLY SA DATABASE	
Period	Number of products and services
2024/2025	24,537
2025/2026	26,316
2025-2026	
Target	800
Items Added	896
Target Exceeded By	10%

6.2 GROWTH OF THE DATABASE OF LOCALLY MADE PRODUCTS AND SERVICES IN TERMS OF ITEMS ADDED IN 2024-2025 VS 2025-2026



6.3 QUARTERLY COMPARISON OF LOCALLY MADE PRODUCTS AND SERVICES ADDED IN 2025-2026 TO THE DATABASE

Database of local products quarterly comparison 2024-2025



4

Our Activities

- 01 Key Activations & Events
- 02 Media & Public Relations
- 03 Brand Management
- 04 Strategy, Stakeholder Relations & Legal



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01

KEY ACTIVATIONS AND EVENTS

The Local Wine Expo: 24 – 27 July 2025



Proudly South African hosted the 5th edition of the Local Wine Expo, an annual three-day wine expo that celebrates local wine brands. The event brought together local wine producers who exhibited and showcased their unique, homegrown wine brands. In addition to the wine on display, Proudly South African also featured member companies offering food products that paired perfectly with the wines that were being showcased. The Local Wine exhibition is a platform where Proudly South African creates market access opportunities for its members by linking them up with wholesalers, retailers, liquor traders, hoteliers, and restaurant owners for potential placement on retail shelves.

This year, the FoodBev Manufacturing SETA came in as the headline sponsor of the event. Nokuthula Selamolela, Chief Executive Officer of the SETA, gave a keynote address at the event and noted that the partnership with Proudly South African is aligned with the government's commitment to drive transformation and foster inclusive growth within the food and beverage manufacturing sector.

We kicked off the three-day event with the buyers' session where we linked up the local winemakers to potential buyers. This experience is an exclusive opportunity that is afforded to Proudly SA's wine members.

Day two kicked off with an enclosed media networking session where the members of the media in attendance were appraised on the rationale for hosting the Local Wine Expo and the role that the media can play to contribute to the growth and development of the local wine industry. 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: 2936

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



Local Fashion Police Media Launch: 01 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 the headline sponsors. The event sought to generate excitement and hype for the upcoming event. The media launch 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 also 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.





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Local Fashion Police Masterclass – Kwa-Zulu Natal: 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 and Nondumiso Mthembu from the Durban Fashion Fair gave a welcome address. A panel discussion followed shortly afterwards which comprised of Happy MaKhumalo Ngidi, former 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’thabile Mosea, and Nokwazi Chonco from Zulu Madame.

The discussion explored key themes such as the importance of social media in promoting local fashion, building strategic affiliations, overcoming challenges faced by designers, and driving business growth within the fashion sector.

Attendance: 100

Target: Emerging Designers, Students, and media



Local Fashion Police Masterclass – Cape Town: 10 September 2025

Proudly South African, in partnership with Fedisa, African Bank, and Fibre Processing and Manufacturing Sector Education and Training Authority (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 panellists. The distinguished panel featured Siyavuya Mhlenga from African Bank, Andre De Beer from the Fibre Processing and Manufacturing Sector Education and Training Authority (FP&M SETA), a Fedisa representative, former Proudly SA Chief Marketing Officer (CMO) Happy MaKhumalo Ngidi, Greg Wallis, fashion designers 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



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.

Reach: N/A

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



Local Fashion Police Masterclass - Johannesburg: 24 October 2025

Proudly 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.
- 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.

The students in attendance gave positive feedback. They 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, former Proudly SA CMO, Happy MaKhumalo Ngidi, Prince and Warren Meko from Madonsela, and Greg Wallis.

Reach: 45

Target: Fashion design students



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, the headline sponsor of the event, as well as Inverroche Gin and Brutal Fruit who stationed their branded beverage stations on site. Smart Growth Properties and Gary Rom Hair Salons also came on board to enhance the guest experience and provided 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. The winners and the respective designers are:

- Charlene Kallis – Khosi Nkosi
- Tase Jack – ABANTU

- Stephanie Brookes – Stephen Van Eeden
- Savannah Alessandra Cozzi – Tshepo Jeans
- Thatohatsi May – Malondie
- Lueandru – 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 LordKeez, 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.

Reach: 220

Target: 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



The Buy Local Summit and Expo Media Launch: 12 March 2026

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

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

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

Reach: 63

Target: Media and stakeholders



Buy Local Summit and Expo: 16-17 March 2026

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

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

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

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





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

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

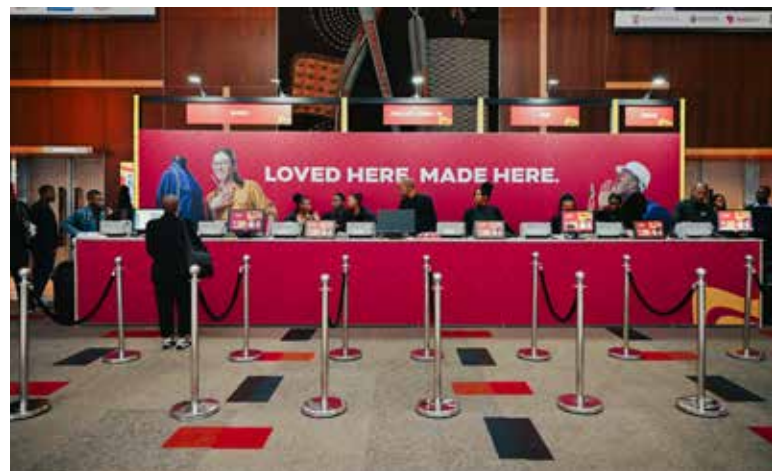
Several impactful panel discussions took place. The panel discussion on the economic impact of illicit trade on Day 1 drew in a lot of delegates and culminated in a march around the Sandton precinct to raise public awareness about the negative impact of illicit trade and unfair trade practices on the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

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

Reach: ±1,000 per day

Target: Government, Corporations, Micro, Small, and Medium-sized Enterprises (MSMEs), Entrepreneurs, Industry stakeholders, Media and Consumers.





The Future of South African Manufacturing: 24 April 2025

Proudly South African hosted a webinar designed to help SMME's and businesses explore key trends and innovations that are shaping the future of South African manufacturing.

During the webinar, Proudly South African shared insights on the future of South African manufacturing and how it is shaped by a blend of technological innovations, evolving market demands, and the need for sustainability.

This webinar provided valuable platforms for professionals and stakeholders to deepen their understanding of the future of local manufacturing, sharing knowledge, and collaborate on initiatives that promote environmental stewardship and economic growth within the manufacturing sector.

Reach: 258

Target: Proudly SA members, Manufacturing businesses, SMME's and non-Proudly SA members.



Date: 24 April 2025
Time: 10H00 – 12H00
Platform: Zoom and social media platforms



Pharmaceutical Webinar: 29 April 2025

Proudly SA hosted the pharmaceutical webinar on 29 April 2025. The webinar convened with key speakers from various medical and pharmaceutical bodies. This created an excellent information sharing session for the various members and non-members within this field.

New stakeholders' relations were formed with the Department of Health procurement, outlining the National Health Insurance together with the South African Medical Research Council.

One of the points discussed was: Proudly SA mandate, localisation efforts, and how the Department of Health has made strides in pursuing localisation in their operational efforts.

The following speakers were part of the webinar:

- Jeannine van Straaten - Executive Manager Strategy, Stakeholder, Legal: Proudly SA
- Dianne Neethling: CEO: Imsyser health products
- Khadija Jamaloodien - Chief Director for Health Product Procurement - national health insurance: Department of Health
- Dr Michelle Mulder - Executive Director: South African Medical Research council (SAMRC)

Reach: 231

Target: Proudly SA members, Proudly SA Vendors, Proudly SA staff, Health Professionals



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Social Media Webinar: 30 April 2025

On 30 April, Proudly South African hosted a webinar titled “Mastering Social Media for Business Growth”, aimed at helping local businesses unlock the true potential of social media platforms.

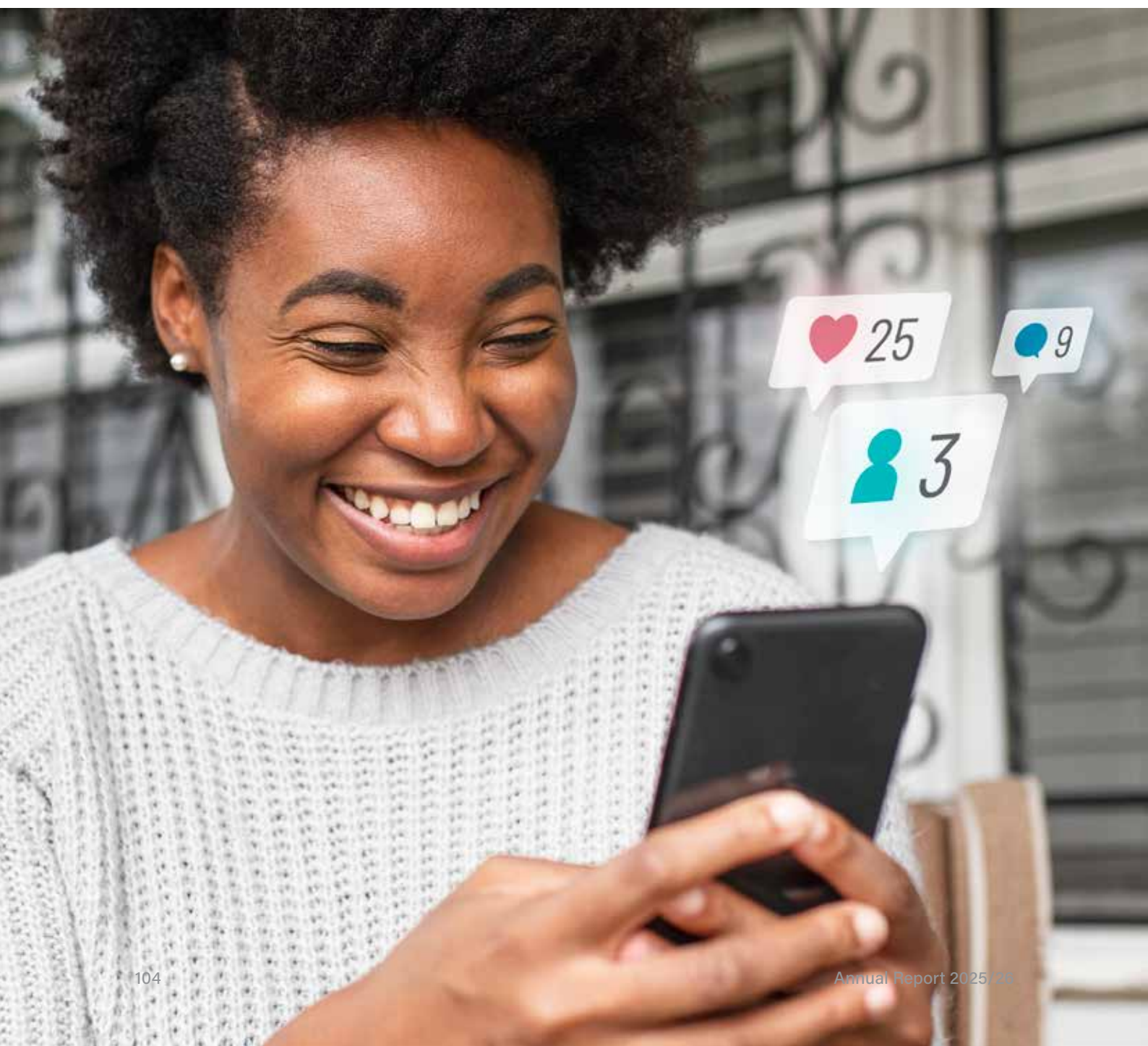
Facilitated by Mike Saunders from Digitlab, the session featured expert advice from Guy Cronje (The Grow Collective), Ronel Gerber (FGX), and Flynn Africa (Black Snow Agency). Together, they unpacked the real role of social media in modern business. Topics ranged from boosting brand visibility to driving conversions.

Key topics included the balance between paid and organic content, how to guide customers “from scroll to sale,” and the power of social proof in building digital trust.

The webinar was packed with helpful tips and relatable examples, reminding attendees that when used right, social media can boost business growth.

Attendance: 381

Target Audience: Proudly South African SMMs, Social Media Users & General Public





Local Food Systems and Economic Resilience Webinar: 30 May 2025

Proudly South African hosted an insightful webinar focused on the importance of local food systems in South Africa and their critical role in building economic resilience across communities.

The session served as a platform for sharing valuable knowledge about how these systems are rooted in inclusive food networks, sustainable farming practices, and the principles of food sovereignty.

Key discussions highlighted how local food systems not only support small-scale farmers and entrepreneurs but also strengthen community ties, reduce environmental impact, and promote long-term food security. Experts and practitioners emphasised the need to invest in local supply

chains and to recognize traditional knowledge and practices that have sustained communities for generations.

In addition to celebrating and exploring these systems, the webinar also aimed to equip food vendors, producers, and stakeholders in the food sector with relevant regulatory information. By doing so, it sought to encourage compliance with food standards, ensure safe food practices, and support policy development that protects and uplifts local enterprises.

Reach: 230

Target: Proudly SA members, agricultural sector, SMME's and non-Proudly SA members

Digital Rise: Unlocking Opportunities for Youth in the Online Economy Webinar: 19 June 2025

Proudly SA hosted a webinar titled Digital Rise: Exploring Tech-Driven Opportunities for Youth Entrepreneurs, aimed at equipping and motivating young South African entrepreneurs by showcasing the vast potential within the digital economy.

The session explored how youth-led businesses could tap into online platforms, digital marketing strategies, and e-commerce tools to grow their brands, reach wider audiences both locally and globally, and build sustainable businesses.

By embracing the digital space, young entrepreneurs were positioned to play a key role in driving innovation, job creation, and economic growth in South Africa.

Reach: 300

Target: Proudly SA Members, Computer Science & Data Science Students, Entrepreneurs Running Small Brands, Tech-Savvy Entrepreneurs

The fine print you need to know as a Business Owner - Legal Webinar: 20 June 2025

Proudly SA took a strategic decision to host a legal webinar that assisted existing Proudly SA companies, with legal conformity and allow them to solidify their concerted efforts in building their companies the right way and allowing smooth running of the company.

The purpose of the webinar was to equip Proudly South African members (especially SMMEs) with legal knowledge and tools they need to navigate local laws and regulations, protect their businesses, brands, and IP. Ensure labour law compliance, understand contracts and risk.

The event was streamed on different platforms such as Facebook, Twitter, LinkedIn and Instagram in order for it to reach a wider audience. The event content will live on these respective platforms beyond the webinar.

The following speakers spoke at this webinar: Proudly SA Jeannine Van Straaten, Executive Manager: strategy, stakeholder relations and legal, STEYN IP Christian Steyn, Director IP Attorney, Tshaya Mashabela Attorneys: Nicolette Biggar, Senior Consultant Attorney Tshaya Mashabela Attorneys: Phindulo Munyai, Associate Attorney.Gs1 South Africa, Thendo Netshishivhe , Key Accounts and Member Engagement Lead.

Reach: 332

Target: Proudly SA members, Proudly SA Vendors, Proudly SA Staff



Power to the Youth in tackling triple challenge: Youth month webinar: 26 June 2025

In recognition of Youth Month, Proudly South African shifted the spotlight to youth-focused issues. Young people are key to South Africa's growth, yet many are held back by poverty, inequality, and unemployment.

The webinar brought together key voices and organisations to unpack these triple challenges and, more importantly, share practical solutions that empower the youth to take charge of their future. By creating a space for open dialogue, Proudly SA aimed to inspire and equip young people with the tools they need to rise above the challenges and shape a better tomorrow. The CEO of Enexi, Mr Richard Shokane was one of the speakers and he gave away 10 books to the youth in attendance. In addition, the members were given an opportunity to showcase what they do as this was also a market access opportunity.

The following organisations representatives were part of the webinar: Proudly SA, Harambee Youth Employment Accelerator, Botswana fab, and All-day Jam.

Reach: 266

Target: Proudly SA members, Prospective members



Cyber Security in your Business Webinar: 27 June 2025

On 27 June 2025, Proudly South African hosted an interesting and practical webinar focused on one of today's biggest business risks: Cybersecurity in the workplace.

With insights from Proudly South African members Cysec, Cybersec and Galeboe Professional Services, alongside experts from DaVinci Forensics and IT Anywhere, the session unpacked the real threats small businesses face. From data breaches and ransomware to remote work vulnerabilities, educating attendees on cyber hygiene was the focal point of this webinar.

More importantly, it gave participants clear, accessible advice on how to strengthen their digital security, even without the expensive defence systems.

It was a powerful reminder that cyber safety isn't just for big companies. It is essential for every SMME looking to grow and protect the business they've built.

Attendance: 326

Target Audience: Proudly South African SMMEs, General Public & Social Media Users



South Africa's Youth Business Start-up Webinar: 30 June 2025

Proudly South African hosted a webinar to empower the Youth of South Africa and encourage them to start businesses.

This was a dynamic session that sought to inspire and equip young entrepreneurs with the information they need to help them start and grow businesses in their own communities. The webinar offered practical tips, created connection with potential entrepreneurs and local mentors. The webinar also touched on ways to brand, market and grow your idea into a reality, locally, whilst being mindful of the importance of local supply and value chains.

Reach: 191

Target: South African youth, Proudly SA members, SMMEs, Youth organisations



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.

Shop ProudlySA, and consumers will be able to access local products that they can trust.

Attendance: 80

Target: Stakeholders, Government Officials & 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



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.

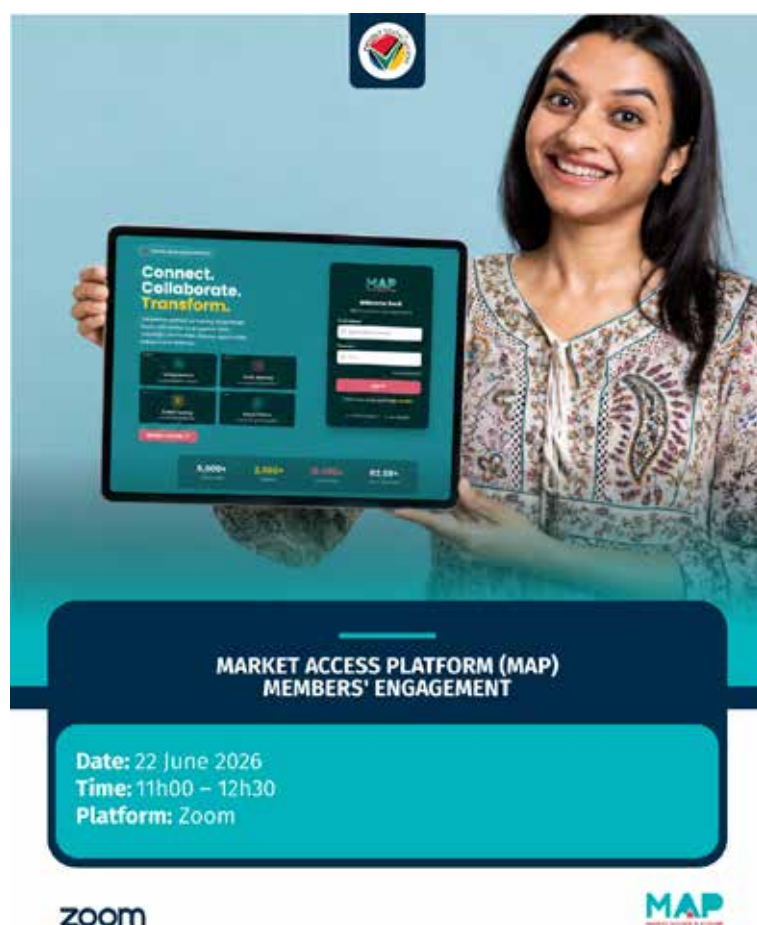


MAP Launch to the Business community: 18 August 2025

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

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.



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.



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 Agri-preneurs, 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 utilising accessible AI tools and solutions with local examples, demonstrating how AI boosts productivity through task automation and operational optimisation, 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.



Turning workers into a skilfully ready future worker through SETAs: 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 solutions-driven platform aimed at closing skills gap 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,



Localisation the lifeline of the economy: 18 October 2024

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 Ruffl 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.

Branding for Mzansi: Infusing Local Culture into Your Brand

In today's competitive landscape, building a brand that resonates deeply with your audience requires more than just a catchy logo or tagline. It demands authenticity, cultural relevance, and a unique voice that reflects the spirit of its people. That's where the power of Mzansi—South Africa's rich and diverse cultural heritage—comes in.

“Branding for Mzansi: Infusing Local Culture into Your Brand” is 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.

Date: 23 September 2025
Time: 11:00 – 13:00
Platform: Zoom and social media platforms

LIVE zoom | | | |

[Click here to register](#)



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.

The Economic outlook and pre-emptive strategic look for business: 30 September 2025

This insightful webinar explored the vital role of sustainability and ethical practices within South Africa's beauty industry. By highlighting both the opportunities and challenges in this evolving sector, the session aimed to inform and inspire industry professionals, aspiring entrepreneurs, and conscious consumers about the transformative impact of adopting sustainable, locally driven approaches.

Reach: 218

Target audience: Proudly SA Members, Small business owners, consumers, Industry Professionals.

The Economic outlook and Pre-emptive strategic look for business

South Africa's economic outlook poses challenges for business leaders, making it essential to prepare and adapt. Proudly South African invites you to a solutions-driven webinar designed to equip members with insights to stay resilient and competitive.

Topics include:

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

Hear from experts, engage with fellow members, and gain practical strategies to navigate change while continuing to build a stronger South African economy.



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 emphasised 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 emphasised 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.

Reach: 285

Target: SMMEs, Stakeholders, Membership & Potential Members



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



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

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 Dikatsi 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
- SAYTA-Stakeholders



**Empowering the Next Generation
of Local Entrepreneurs**



The SME Masterclass Webinar: 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.

Reach: 161

Target: Small business owners & Entrepreneurs.



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.

Reach: 174

Target: Proudly South African SMMs, general public, Business owners

AION's 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.

Reach: 137

Target:

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



THE WEBINAR WILL
BEGIN SHORTLY.

Your hustle is unmatched.
But your cash flow? That's another story.

2026 Cash Flow & Budget Forecasting Masterclass Webinar: 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



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.

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



Kickstart 2026: Map Your Local Success, Plan today. Prosper tomorrow: 6 February 2026

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

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

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

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

Johnson, founder of Sonwaro Coffee, shared his

business journey of building a coffee brand and narrated how he navigated challenges in the industry and the local market. Tswai Abduljami of Cliff Café outlined the practical steps required to build a sustainable business model and maintain operational viability.

Ntombenhle Khathwane, CEO of AfroBotanics, a natural skincare brand, spoke of developing an authentic, locally relevant beauty brand and connecting with consumers. All speakers engaged with participants, addressing key questions and sharing additional insights.

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

Reach: 103

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



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

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

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

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

sells and demonstrated how packaging directly influences customer purchasing decisions.

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

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

Reach: 152

Target: Proudly SA members, MSMEs, entrepreneurs, and aspiring entrepreneurs



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

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

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

The webinar featured a lineup of speakers who shared practical insights and real-world strategies. Anele Ndlovu, the webinar facilitator, introduced the session and outlined its objectives. Sifiso Moyo, Township Economy Expert and Founder of Brand Township, discussed building hyperlocal solutions that resonate with and earn loyalty from communities. Dionne Kerr, CEO of Siyakha Consulting, shared strategies for transforming engagement into partnerships that create mutual benefit. Thami Letebele, Founder

of Soweto Book Café, highlighted how storytelling and safe, inclusive spaces foster deep community connection. Jeannine van Straaten, Executive of Legal Affairs and Stakeholder Relations at Proudly South African, emphasised the role of authentic engagement in supporting local businesses and community growth. All speakers addressed participant questions.

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

Reach: 85

Target: MSMEs, stakeholders, membership and potential members



Procurement Of Schools And Learning Material Webinar : 13 March 2026

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

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

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

Reach: 106

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





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

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

The webinar also featured speakers, including Tshepo Matseba, the Managing Director of Reputation 1st and former president of the Public Relations Institute of Southern Africa (PRISA). In his presentation, he shared insights

on business ethics and how to survive the volatile business climate. The presentation of Mxolisi Mchunu from the South African Local Government Association (SALGA) focused on his organisation's local procurement pact. Proudly South African member, Mpho Ledwaba from Breadbox Bakery (Pty) Ltd, took the delegates through his business journey and detailed how his company managed to tackle and overcome the challenges it faced.

Reach: 201

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

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

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

The webinar was facilitated by Tag Mofokeng, Founder & CEO of MeetSA.

Other speakers who made contributions included Jeannine van Straaten, Executive for Strategy, Stakeholder Relations, & Legal from Proudly SA, Nontombi Maseko, Director of Innovation and Technology from the dtic, Mr Cleverness Yingisani from CYM Gaming, and Super Dave from the Idiots Guide to Gaming. The presenters focused on local gaming, gadgets, new industry trends, and the business side of the gaming industry, with emphasis on local products.

Reach: 132

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





Proudly SA & BobGo webinar: 26 February 2026

Proudly South African, in partnership with Bob Go, hosted a successful webinar introducing local businesses to smart shipping solutions designed to streamline logistics and support e-commerce growth. The session showcased Bob Go's easy-to-use platform, which enables users to compare courier quotes, print waybills, and track deliveries from a single dashboard, ultimately saving time and reducing costs.

Attendees also gained access to an exclusive offer available to Proudly South African members, reinforcing the value of the partnership and the benefits of Shop Proudly SA. Overall, the webinar strengthened collaboration between the two organisations while equipping MSMEs with practical tools to enhance operational efficiency and improve customer delivery experiences.

Reach: 19

Target: Proudly SA members





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DSTV Delicious Webinar: 3 April 2025

In a webinar hosted in partnership with the DSTV Delicious Academy, Alicia Loganathan from our Membership team shared insights into the benefits of being part of the Proudly South African membership campaign and network.

Speaking directly to entrepreneurs and emerging brands from the DSTV Delicious Academy, Alicia broke down how Proudly South African membership can open doors: from market credibility and increased visibility, to access to procurement opportunities and a supportive community that values proudly local.

The session was filled with practical advice and real-life examples, showing SMMEs how being Proudly South African isn't just a badge or a "sticker", it is a business advantage.

Attendance: 80 SMMEs

Target: DSTV Delicious Academy SMMEs and Proudly SA members.



CIPC compliance Webinar: 15 May 2025

The Companies and Intellectual Property Commission (CIPC) joined efforts in organizing a much-needed compliance webinar to address the prevailing problems experienced in adhering to compliance as a trading and operational business in the country.

The Companies and Intellectual Property Commission (CIPC) is continuing the automated referral of non-compliant companies and close corporations for deregistration due to outstanding Annual Returns and Beneficial Ownership filings.

The following key topics were discussed: AR Compliance Annual Returns, Penalty, Consequences, Process, Deregistration, Reinstatement, Source documents, Incidental Matters, Corporate education and Compliance, Compliance process, in addition, focus on local procurement, Market access platform, and Business Start - Provides tools and techniques for clients who are ready to start a business and want assistance and direction.

Reach: 172

Target: Proudly SA Members, Prospective members, CIPC stakeholders



Beer Association Webinar: 9 May 2025

The “Brewed for Business Success” webinar brought together professional, established voices from the craft beer industry to share real-world advice on starting and growing a beer business, more specifically a craft beer business.

Tolokazi Beer and Capital Craft Beer Academy offered practical insight into entering the market. The lessons included creating a standout product and building strong customer relationships. Their stories reminded us that the beer isn’t always enough, it has to tell a story through taste.

Blacksmith Event Solutions added another layer of value, sharing what event organizers look for in craft beer partners. Some requirements include reliability, presentation, and crowd appeal.

It was a successful session filled with useful tips, relatable stories, and encouragement for anyone looking to make their mark in the world of craft beer.

Attendance: 226

Target Audience: Proudly South African Members, Craft Beer Brewers, Alcoholic Beverage SMMEs, Entertainment Industry Promoters and Venue Owners





FoodBev Seta webinar: 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 SETAs 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

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



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 emphasised 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 recognising 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



Molitva Wine Festival: 28 March 2026

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

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

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

Reach: 200+

Target: Wine lovers and the general public





Motherhood Meets Entrepreneurship High Tea: 11 May 2025

Proudly South African hosted a heartfelt Mother's Day High Tea to honour and celebrate the incredible women in our membership database and members of the media who are mothers, entrepreneurs, and working women.

The event created a warm, empowering space where these mom-preneurs could connect, share their journeys, and support one another. It brought much-needed awareness to the unique challenges they face and the vital role they play in driving local economic growth.

By sharing real, relatable stories, the event helped shift perceptions while showing that motherhood and business leadership are not mutually exclusive, but beautifully complementary.

The High Tea also reinforced our core message of supporting local and investing in women-led businesses, while strengthening relationships among members through authentic conversations and shared inspiration.

Reach: 45

Target: Mom-Entrepreneur Members, Partners & Media



Media Cook-off: 22 May 2025

Proudly SA partnered with the Breadbox Bakery studio to host an exciting media cook-off on 22 May 2025, at their bakery studio and this venue was offered on a pro bono basis by this member and Yamama, another member, supplied the Gemmer (Ginger beer).

The Proudly SA media cook-off brought together, great fusion of the best cuisine in town, that assisted media professionals to delve deep and uncover their hidden cooking talents and allow everyone to feast and brought out their best smiles.

The purpose of the media cook-off was to demonstrate to the media how locally sourced ingredients can be used in our everyday cooking experiences. This educational drive helped Proudly SA to creatively and consciously seed the importance of consuming and using local into the minds of the attendees while they enjoyed and interacted with the products.

The choice of using the Breadbox as a venue was a strategic move that helped us to showcase the member company while elevating their business offering, whilst also highlighting the diverse nature of Proudly SA products and services.

The Chef was Liziwe Matloha (@liziweMatloha) and did a great job. The Proudly SA CMO: Happy Ngidi, Chef Liziwe, and Breadbox owner gave a clear guidance to the teams, and all fairly judged the event with the best precision and care and the 3 ladies got media TV interviews.

Yamama brand brought in her Gemmer which was enjoyed by the media at the event. The Owner, Mosibudi, got an interview on SABC Trends which will assist with exposure.

This event was a hive of activity, and one common thread was local, local music was played where local aprons were sourced and given to the media.

Reach: 25 Media houses

Target: Media, Proudly SA members, Chefs in the industry



Local Entrepreneurs Man Cave: 12 June 2025

Proudly SA hosted a men's event at Chepa's warehouse (our member). The objective of this event was to gather businessmen and have talks around business, mental wellness and fatherhood. CEO Eustace Mashimbye gave a keynote address which seeded the conversation for the day. Zane Maes who was the host for the day gave context about the challenges men and young entrepreneurs face daily.

The event being hosted at Chepa's warehouse gave attendees an opportunity to engage and interact with the workers on the ground as they produce fashion pieces for their respective clients. This authentic, behind-the-scenes ambiance created a unique sense of connection and appreciation for the craft, allowing guests to witness the creativity and skill that bring each garment to life.

We offered attendees a warm coffee experience served by our member organisation, Sonwaro Coffee. This elevated the experience for the men in attendance as the foundation of the event was to emphasise to men that they too matter.

For those warm enough from the coffee, we also had Tolokazi Beer who offered tastings from her selection of flavoured brewed beer.

Additionally, Optimus Robotics showcased their robots and contributed to this also being an AI led event. Another Proudly SA member, National Mentorship Movement, drove a mental health exercise that led to meaningful and productive conversations between SME's and Stakeholders.

The programme was driven by the Fatherhood Foundation who also touched on fatherhood.

Reach: 48

Target: Proudly SA members, SME's, Stakeholders, Media





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Southgate Mall Market and Activation: 14 June 2025

Proudly South African brought the Buy Local spirit to Southgate Mall with a vibrant activation that turned an ordinary shopping day into something a little different.

Shoppers who joined our activation and supported our exhibiting members stood a chance to spin the wheel and win goodie bags filled with Proudly South African merchandise with the real crowd favourite being the famous “Buy Local” bucket hat.

Lolo the Proudly SA mascot, our minister of dance and enjoyment, kept the vibe alive with his signature dance moves, drawing in kids (and a few grown-ups) who couldn’t resist joining in for a photo and a dance.

The day wasn’t just about Lolo and his moves, it was also a valuable opportunity for our Proudly South African member businesses to exhibit their products, connect with new customers, and grow their local networks in a high foot traffic setting.

Reach: 300

Target Audience: Shoppers, Families, Proudly South African Supporters

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 were 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



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



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.



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.

Reach: 100

Target: Primary learners and educators



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.

Reach: 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.



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Victoria Yards First Sunday: 1 February 2026

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

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

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

Reach: 150 – 200

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



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

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

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

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

Reach: 250 – 300

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





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Easter Rand Show Activation: 17 – 21 April 2025

Proudly South African successfully participated in the Rand Show 2025, South Africa's largest consumer exhibition, which took place from April 17 to 21 at the Johannesburg Expo Centre in Nasrec. This iconic event brought together a vibrant mix of entertainment, shopping, and family-friendly activities, attracting thousands of visitors from across the country.

Proudly SA exhibited under the dtic pavilion, showcasing proudly local products and businesses. Three Proudly South African member companies, All Day Jam, Local to Global Foods (Pty) Ltd, and Lifeway Imphatho Brands (trading as Loxion Fruits) were invited to exhibit and duly represented the quality and diversity of locally made goods.

The event proved to be a valuable platform for networking and engagement. As a result of Proudly SA's presence and outreach, 22 leads were generated during the exhibition.

Proudly SA's presence at The Rand Show 2025 further reinforced the importance of supporting local businesses and highlighted the strength and potential of South Africa's local manufacturing and production sectors.

Reach: 10 000

Target audience: General Public and vendors



Cannabis Expo – 30 May 2025 - 1 June 2025

The Cannabis Expo serves as a global marketplace for education, innovative products, and businesses operating within the cannabis sector, with a focus on its medicinal, agricultural, financial, and lifestyle components.

Proudly South African was invited by the Department of Trade, Industry and Competition (the dtic) to exhibit under their pavilion. The event attracted a high number of visitors, creating an ideal platform for stakeholder engagement and brand visibility.

The Proudly SA membership team was in attendance with the objective of driving a targeted recruitment campaign. As a result, several leads were generated, and follow-ups are currently underway to convert these into active memberships.

Reach: 1500

Target audience: Cannabis Industry Professionals, Retailers and Dispensary Owners, Product Manufacturers, Distributors and Wholesalers, Medical and Health Professionals, Recreational and medical cannabis users, Policy Makers and Legal Experts, Media and Influencers



AVI AFRICA: 3 June 2025

AVI Africa 2025 was held from 3 to 5 June 2025 at Emperors Palace in Kempton Park. This prestigious event brought together key stakeholders across the poultry industry, including small- and large-scale owner-producers, suppliers, and senior decision-makers from leading corporations.

The exhibition showcased the latest products, technologies, and services geared towards improving operational efficiency and maximising profitability within the commercial poultry sector.

Proudly South African exhibited at the event as part of a strategic recruitment drive. In addition, the Chief Executive Officer, Ms Happy MaKhumalo Ngidi, delivered a presentation focused on creating awareness around the Buy Local campaign and its relevance to the poultry industry. Membership team generated a few leads from this event.

Reach: 300

Target audience: Investors, members of the poultry sector, retailers



Manufacturing Indaba: 15- 16 July 2025

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



Decorex: 24-27 July 2025

Proudly South African members were represented at Decorex 2025, one of Africa's premier design, décor, and lifestyle exhibitions, held from 24–27 July 2025 at the Sandton Convention Centre.

The event brought together leading designers, manufacturers, retailers, and consumers to celebrate innovation, creativity, and quality within the décor and furnishings sector. Proudly South African members SIXTWENTY, KOOPFURN, and Amet Furnishings exhibited their products and showcased the strength of locally produced furniture and décor solutions.

Through their participation, these exhibitors

highlighted the value of supporting local manufacturing, design excellence, and job creation in South Africa. Their presence at Decorex 2025 demonstrated the diversity and competitiveness of Proudly South African products within the contemporary design market.

According to Decorex Africa's 2025 post-show statistics, Decorex Joburg 2025 attracted approximately 28,554 visitors over the four-day event held.

Reach: 28,554

Target Audience: Furniture Manufacturing industry, General public, buyers.



NAACAM Show: 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



The South Africa exports symposium and expo: 14 – 16 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



Import – Export Access Summit (IEAS): 15 October 2025

The Access Group (Pty) Ltd, based in Rustenburg, 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 submitted to T20, G20, and the Presidency. The collaboration aimed to strengthen local brand visibility, promote export readiness, and drive inclusive economic growth within the Rustenburg regio

Reach: 200

Target audience: SMMEs (Small, Medium and Micro Enterprises) Export-ready SMMEs and manufacturers, Youth-owned manufacturing and innovation business



Meetings Africa 2026: 23–25 February 2026

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

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

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

Reach: 1 000

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





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Manufacturing Circle Golf Day: 3 June 2025

The Manufacturing Circle is an advocacy group for members in the manufacturing sector. As part of their networking opportunities, they hosted the Manufacturing Circle Golf Day on 3 June 2025 at the Royal Johannesburg Country Club. Proudly SA collaborated on the Putting Contest segment by offering a prize for the winner.

The events team did a brand activation at the event. From this exercise, brand awareness was created as a number of attendees wanted to know about the work we do.

Reach: 120

Target: Members of the manufacturing sector

Sedibeng Food Festival: 26 April 2025

Proudly South African was invited to participate at the Sedibeng Food Festival, providing a valuable opportunity to create market access for its members.

As part of this initiative, four of its street food member businesses were showcased, who exhibited and sold their locally produced food products. Corner Dladla, Eli Foods, and Kota King were the member organisations we took to showcase their offerings.

In addition to supporting local entrepreneurs, the platform was also used to raise awareness about the Proudly South African campaign and the ongoing efforts to promote local procurement, job creation, and economic growth.

Reach: 200

Target: Families, Locals, General Public

Walk Fresh 10th Anniversary: 7 June 2025

Walk Fresh, a Proudly South African member specialising in premium shoe cleaning services, celebrated their 10th anniversary on 7 June 2025. Proudly South African was honoured to be invited to this milestone event in recognition of the longstanding relationship and support shared between the two organisations.

The Chief Marketing Officer, Ms Happy MaKhumalo Ngidi delivered a message of support on behalf of Proudly SA, commending Walk Fresh for their commitment to local production and entrepreneurship. In addition, Proudly SA conducted a brand activation at the event to further promote the Buy Local message and engage directly with attendees.

Reach: 100

Target audience: Walk Fresh customers and the general public





YFM GrYnd: 28 June 2025

Proudly South African participated in the YFM GrYnd 2025 event, an annual content-creation and entrepreneurship platform hosted by Gauteng's leading youth radio station, YFM. The event aims to address youth unemployment by bringing together side-hustlers, content creators, and young entrepreneurs to connect, learn, and elevate their enterprises.

Three ProudlySouth African members, Township Luxury, Taxi Rank Clothing, and Chuze Juice participated at this year's event. These members successfully generated brand awareness and engaged with the youth market, resulting in a number of sales and valuable exposure for their businesses.

Proudly SA's Chief Marketing Officer delivered a keynote address at the event, reinforcing the campaign's commitment to supporting local enterprises and promoting youth entrepreneurship as a critical solution to unemployment.

Reach: 510

Target audience: Aspiring and emerging youth entrepreneurs.

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 eThekwin'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



702 Walk the Talk: 27 July 2025

Proudly South African participated as an official activation partner at the 702 Walk the Talk 2025, held on 27 July 2025 in Johannesburg. The annual event is one of South Africa's largest community wellness and lifestyle gatherings, attracting thousands of participants from across Gauteng.

As part of the partnership, Proudly South African supported the event through branded water stations and on-route activation, helping to enhance the participant experience while increasing visibility for the Proudly South African brand. The activation provided direct engagement opportunities with walkers, runners, families, and corporate teams participating in the event.



The partnership aligned with Proudly South African's commitment to community engagement, wellness, and driving the localisation message. Through our presence at Walk the Talk 2025, the organisation was able to reinforce the importance of supporting local brands while associating the Proudly South African brand with a trusted national event focused on health, unity, and social impact.

702 Walk the Talk 2025 attracted thousands of participants and spectators, offering significant public engagement and media visibility for activation partners.

Reach: 15 000

Target audience: City of Tshwane residents, Middle to Upper LSM families, corporate groups, and Health & wellness enthusiasts, Entrepreneurs.

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 (SEDA), 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



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 from the dtic Women at Gauteng Municipalities



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.

Reach: 850

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





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

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

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

Local designers featured during the activation included Malondie, Khosi Nkosi, Stephen van Eeden and Craig Jacobs, further reinforcing the visibility and competitiveness of South African fashion.

This initiative strengthened Proudly South Africa’s role as an advocate for the creative industry while elevating localisation within policy and public discourse.

Reach: 100

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

Reach: 2000+

Target audience: Dance enthusiasts, The Playground marketgoers, general public.





Beverage Entrepreneur Conference: 11 April 2025

The Beverage Entrepreneurship Conference, held on 11 April 2025, was a dynamic one-day event aimed at educating, connecting, and empowering current and aspiring beverage entrepreneurs. The conference featured a series of expert-led presentations, engaging panel discussions, and valuable networking opportunities. Key topics included navigating industry-specific challenges, ensuring regulatory compliance, building compelling brands, and achieving sustainable business growth.

Proudly South African exhibited at the event with the dual objective of driving recruitment and creating awareness around the Buy Local campaign. Representing Proudly SA was Membership Consultant, Fana Sibeko, who successfully conducted the recruitment drive on-site. As a result of Proudly SA's presence and engagement at the conference, four prospective member leads were generated.

Participation in events such as these forms part of Proudly SA's ongoing efforts to strengthen local industries by promoting localisation and encouraging South Africans to support homegrown products and services.

Reach: 110

Target audience: Beverage Entrepreneurs

VUT Student Entrepreneur Workshop: 15 May 2025

Proudly South African visited Vaal University of Technology alongside selected member businesses to take part in The Student Entrepreneur Series: Business, Leadership & Innovation.

The event featured dynamic keynote presentations delivered by our members, each followed by interactive Q&A sessions that gave students the opportunity to engage directly with established industry professionals.

In addition, so as to entrench the localisation agenda for the youth, CMO of Proudly SA, Happy MaKhumalo Ngidi took the students through the things they needed to know about Proudly SA and why its important for the youth to make conscious purchasing decisions in favour of locally made products or services.

The objective was to inspire students to view entrepreneurship as a viable and fulfilling career option by sharing authentic stories of innovation, resilience, and success. These narratives emphasised the critical role local businesses play in driving economic growth and job creation in South Africa, with a strong focus on the Proudly South African campaign and its impact.

Reach: 100

Target: Undergraduate Business Students, Doctorate Students, and Alumni from VUT



All Fashion Sourcing Texpertise Networking Event: 22 May 2025

Proudly SA was part of an exclusive Networking Event hosted by Allfashion Sourcing in collaboration with the Texpertise Network of Messe Frankfurt.

The event brought together industry leaders and key decision-makers within the textile, apparel, and fashion sectors for a meaningful morning of connection and collaboration. Attendees engaged in insightful discussions focused on unlocking global market opportunities through the Texpertise Network, while also building momentum towards Allfashion Sourcing Cape Town 2025, scheduled to take place at the CTICC from 8–10 July 2025.

The Proudly South African CEO, Mr Eustace Mashimbye delivered the keynote address at the event, sharing valuable perspectives on localisation, sustainability, and the importance of supporting South African-made products within the global supply chain in the clothing and textiles industry.

Reach: 50

Target audience: Members of the CTFL industry



RBDIZ Entrepreneurship Session: 27 May 2025

Proudly South African was invited by the Richards Bay Industrial Development Zone (RBDIZ) to participate in their monthly entrepreneur coaching session, aimed at equipping local SMMEs with valuable business insights and development tools.

The organisation was represented by its Chief Marketing Officer, Ms Happy MaKhumalo Ngidi, who delivered a virtual presentation to a group of 35 entrepreneurs from the Richards Bay area.



Ms Ngidi's presentation focused on the process of becoming a Proudly South African member, highlighting the significance of local procurement, as well as the benefits associated with membership, including increased visibility, brand credibility, and access to various market access platforms facilitated by Proudly SA.

Her presentation also addressed the importance of branding for small businesses. She emphasised how effective branding can help businesses differentiate themselves in a competitive market, build trust with consumers, and foster long-term customer loyalty.

Proudly SA remains committed to supporting entrepreneurs and SMMEs across the country, in alignment with its mandate to promote local content and job creation.

Reach: 35

Target audience: Small business owners from the Richards Bay area.

Empowa Youth Summit: 28 May 2025

Proudly SA took part in the Empowa Youth Network event. Proudly South African CEO, Mr Eustace Mashimbye, spoke at this event, driving the buy local message.

Empowa Youth is active across all nine provinces, Empowa Youth has evolved into a catalytic platform reshaping the trajectory of South Africa's youth. They connect young people aged 18–34, whether unemployed, self-employed, or still in school, to real, relevant opportunities that drive economic inclusion and shift lives forward. Their focus was "Youth from underserved township and peri-urban communities who are rich in ambition but locked out of access."

Reach: 600

Target Audience: Aspiring and emerging youth entrepreneurs from Ekurhuleni District



The Lekker Network Event at The Tryst – Woodmead: 25 June 2025

Proudly South African was afforded an opportunity by The Lekker Network to participate in their business networking event held on 25 June 2025 at The Tryst in Woodmead. The invitation extended to Proudly SA allowed for the participation of selected member companies within the food and beverage sector to showcase their locally produced products, while also affording the organisation an opportunity to engage with attendees for recruitment and brand awareness purposes.

The Lekker Network is a proudly South African business platform dedicated to connecting entrepreneurs and professionals locally and internationally. The platform plays a pivotal role in promoting collaboration and fostering sustainable economic growth through meaningful business relationships. Their events are geared towards facilitating commercial opportunities and raising the profile of locally owned businesses.

Two Proudly South African member companies exhibited at the event, i.e. Aqua Clea Water and Nutrintha. Both members utilised the platform to sample and promote their products to a targeted audience of business professionals, entrepreneurs, and potential buyers. Their participation created valuable exposure and supported the Proudly SA mandate of providing access to market opportunities for member companies.

The Proudly SA membership team was in attendance with an objective to recruit new members by engaging directly with business owners and entrepreneurs and raise awareness about the Proudly South African campaign and its benefits.

Reach: 200

Target audience: Business owners and professionals

MBSA (Master Builders Congress): 5 September 2025

Proudly South African CEO, Eustace Mashimbye, spoke at the Master Builders Congress on “Buying local: How the construction sector can contribute to economic growth and job creation”

The Master Builders Annual Congress is a major highlight on the construction industry calendar that is aimed at addressing immediate issues and opportunities within the South African building and construction industry. It is an inclusive event, covering contributions from government, building industry leaders and all relevant stakeholders.

The attendance was by leaders and owners of established and emerging businesses in the industry, senior government officials from sector departments, representatives from local government, financial institutions, suppliers in the construction industry and many more.

Approximately 350 delegates were expected to attend this year’s event.

Reach: 350+

Target: Potential members, buyers and procurement



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.

Reach: 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.





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.

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: 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



AGORA 2026 Conference: 20 February 2026

Proudly South African participated in AGORA 2026, the maiden conference for the Greek business community in the country. AGORA's objective is to foster dialogue, collaboration and economic participation.

Proudly South African participated in the conference by erecting a branded stand and conducting a targeted membership recruitment drive at the event, engaging attendees on the Proudly SA value proposition and the importance of localisation within diverse economic sectors.

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

Reach: 150 – 200

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





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01

PR, COMMUNICATIONS AND MEDIA

SUMMARY

Throughout the 2025/2026 financial year, the PR and Social Media team continued to strategically position Proudly South African's localisation message at the forefront of national conversations through an integrated communications approach that combined impactful campaigns, media partnerships, stakeholder engagement, and high-profile events. By amplifying the organisation's mandate and showcasing the value of locally manufactured products and services, the team strengthened public awareness of the economic benefits of buying local while supporting local industries, businesses and job creation.

Key highlights included flagship campaigns and activations such as the Buy Local Summit & Expo, Local Fashion Police, Local Wine Expo, Hollywoodbets Durban July, State of the Nation Address (SONA) red carpet activation, DSTv Delicious International Food & Music Festival, and the Start and End Your Journey With Local festive campaign. The PR and social media team also supported strategic industry platforms including the Manufacturing Indaba, NAACAM Show, Women in Agribusiness, and a range of sector-specific initiatives aligned to the Clothing, Textiles, Footwear and Leather (CTFL), Medical Technologies, Furniture, Poultry, Agro-processing and Sugar Master Plans, reinforcing Proudly South African's role in advancing localisation across key sectors of the economy.

Throughout the year, the team executed a comprehensive PR & Social Media strategy encompassing media engagements, press releases, media networking events, consumer education initiatives, strategic partnerships and integrated communications campaigns across print, broadcast, digital and social media platforms. These efforts significantly enhanced the visibility of the Proudly South African brand and strengthened its reputation as a leading advocate for localisation, while supporting key organisational initiatives including the launch and promotion of the Shop Proudly SA Online Store and Market Access Platform (MAP).

Over the year, the PR division achieved:

- Total AVE value of over R57.3 million
- PR/editorial value exceeding R172.1 million
- 1,149 media clips across national print, broadcast, online and digital platforms
- Combined audience reach exceeding 1.15 billion

This strategic, integrated and multi-platform communications approach ensured that Proudly South African's localisation message remained visible, relevant and impactful throughout the year, reinforcing the importance of supporting locally made products and services as a catalyst for economic growth, industrial development and sustainable job creation.



A DEEP DIVE INTO EACH QUARTER



APRIL – JUNE 2025

The first quarter focused on strengthening Proudly South African's localisation message through strategic media engagement, stakeholder partnerships and consumer education initiatives. Key highlights included media networking events, youth-focused collaborations, industry forums, trade fairs, consumer activations, and preparations for the launch of the Shop Proudly SA Online Store and Market Access Platform (MAP).

- **Total AVE value: R6,572,668.00**
- **PR/editorial value: R19,757,736.00**
- **Consumer reach: over R106 million**

Media engagement generated 178 media clips across print, broadcast, online and digital platforms, reinforcing Proudly South African's advocacy for buying local.

JULY – SEPTEMBER 2025

The second quarter was driven by high-profile events and national campaigns that celebrated local industries and showcased South African excellence. Highlights included the Local Wine Expo, Hollywoodbets Durban July, Local Fashion Police launch, DSTv Delicious International Food & Music Festival, Manufacturing Indaba, and strategic media partnerships that significantly expanded the campaign's national visibility.

- **Total AVE value: R19,556,869.00**
- **PR/editorial value: R58,670,607.00**
- **Consumer reach: over R666 million**

Media engagement generated 427 media clips, delivering extensive national exposure across print, broadcast, online and social media platform



OCTOBER – DECEMBER 2025

During the third quarter, communications focused on sustaining localisation momentum through the festive season campaign, consumer education initiatives and sector-focused advocacy. Strategic PR campaigns, media engagements, consumer activations and partnerships continued to position Proudly South African at the forefront of conversations around buying local, while supporting industries including clothing, textiles, agriculture and manufacturing.

- **Total AVE value: R8,234,608.00**
- **PR/editorial value: R24,703,824.00**
- **Consumer reach: over R136 million**

Media engagement generated 155 media clips, maintaining strong visibility for the Proudly South African brand across multiple media platforms.

JANUARY – MARCH 2026

The final quarter concluded the financial year with Proudly South African's flagship Buy Local Summit & Expo, supported by an integrated PR and media campaign that drove exceptional visibility and stakeholder engagement. The quarter also featured the successful Local Fashion Police finale, consumer activations, trade fairs, media partnerships and the launch of the Shesha Game Board, further strengthening awareness of localisation and its role in driving economic growth.

- **Total AVE value: R23,022,388.00**
- **PR/editorial value: R69,067,164.00**
- **Consumer reach: over R247 million**

Media engagement generated 389 media clips, making it the strongest-performing quarter of the financial year





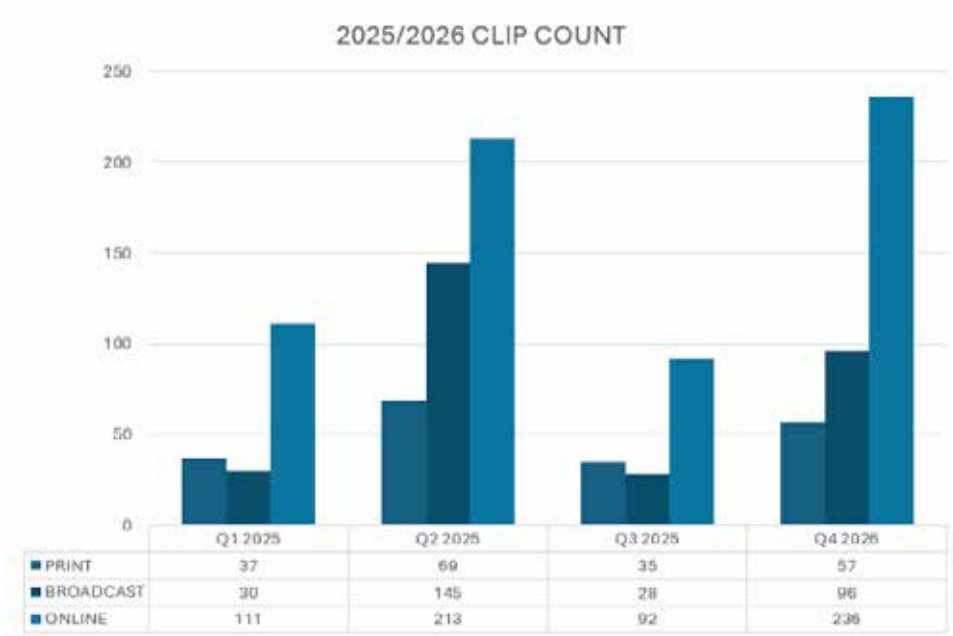
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1.2.2 CLIP COUNT ANALYSIS

The clip count comparison illustrates the total number of media clippings for each media platform, i.e., print, broadcast, and online for the financial year.

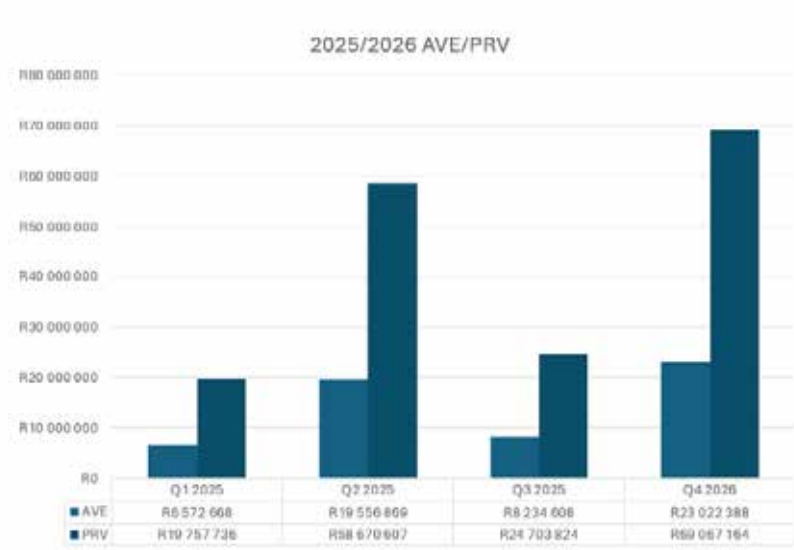
2025/2026 CLIP COUNT



1.2.3 AVE/PR VALUE

The advertising value equivalency (AVE) is what editorial coverage would cost if it was advertising space or time. PR/Editorial value is derived by multiplying the AVE by three. The total AVE value recorded for the 2024/2025 financial year is R49 090 431.23 million and the PR/ editorial value translates to R147 271 293.69 million.

AVE/PR VALUE 2025/2026



1.2.3. Press Releases/Op Eds/ Media Articles

The following were issued during the 2025/2026 financial year:

No.	Date	Release/ Commission	Title
1.	25 April 25	Briefly Exclusive OpEd	Driving economic resilience through localisation
2.	12 May 25	Press Release	Motherhood meets entrepreneurship: Proudly SA calls for action on women's economic empowerment
3.	22 May 25	Press Release	Media Cook-Off
4.	30 May 25	Press Release	Proudly SA returns as official partner for 2025 YOBA
5.	01 June 25	SME Entrepreneurship Magazine Exclusive Advertorial	Where local means business
6.	01 June 25	Press Release	How a monthly petrol budget was repurposed to start a business
7.	14 June 25	Press Release	From Hustle to Healing in the Man Cave
8.	24 June 25	Press Release	E-Commerce – DTIC launch release
9.	24 June 25	Press Release	E-Commerce – Proudly SA launch release
10.	26 June 25	Press Release	Durban July
11.	27 June 25	Press Release	Mama Abigail
12.	01 July 25	TopCo Exclusive Feature	Planting the seeds of success – Entrepreneurial wisdom from one woman to another
13.	11 July 25	Press Release	The countdown has begun in earnest for the popular Local Wine Expo
14.	11 July 25	Briefly – Exclusive Release	New E-Commerce Platforms Receive a Big Thumbs Up from Organised Labour
15.	21 July 25	Press Release	28 Mzansi Winemakers Uncork Their Finest
16.	28 July 25	Press Release – Business Media	Calls to ramp up support of local wine industry intensifies amid looming tariffs on wine exports to the US
17.	29 July 25	Press Release – Lifestyle Media	Emerging wine makers win, minds and wallets at 2025 Local Wine Expo that was bursting at the seams
18.	01 August 25	Press Release	Threading through the rich valleys of South African heritage, culture, nomswenko!
19.	01 August 25	Tribe Magazine – Exclusive	South African Newly Launched E-commerce Platforms to Propel Local Industries on a Regenerated Growth Trajectory
20.	05 August 25	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
21.	12 August 25	OpEd Exclusive – Business Report	Offshore e-commerce retailers battering our industries to extinction – scaling up our manufacturing capabilities is our saving grace
22.	26 August 25	Press Release	Emerging fashion designers upskilled in financial literacy to better manage their rands and cents
23.	26 August 25	Press Release	Soweto startup KhoiTech showcased at JSE as Proudly SA backs SMMEs

No.	Date	Release/ Commission	Title
24.	01 September 25	Women & Home CMO Exclusive	Buy Local!
25.	8 September 25	Press Release	Renowned academic galvanises women leaders during Women's Month celebrations
26.	15 September 25	Press Release	Beyond the Beats and Bites: Market Access for South African SMEs
27.	23 September 25	Press Release	The fortunes of small businesses significantly enhanced at DStv Delicious International Food & Music Festival
28.	6 October 25	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
29.	9 October 25	Press release	Hostex 2026 unveils ambassadors leading South Africa's hospitality conversation
30.	16 October 25	Press release	FASHION'S MOST WANTED TOP 30 ARE OFFICIALLY IN CUSTODY
31.	22 October 25	Op-ed	Localisation can save the embattled local automotive manufacturing sector
32.	1 November 25	Press release	Runway Justice Served as Local Fashion Police Name 2025 Winners
33.	26 November 25	Press release	USKO and Proudly SA partnership unlocks purchase order finance for MSMEs
34.	28 November 25	Press release	The dazzling Local Fashion Police grand finale marks an end to a scintillating chapter in South Africa's fashion calendar
35.	2 December 25	Q&A	Lue and Rue rocket into the sartorial stratosphere
36.	12 December 25	Op-ed	Urgent efforts needed to save South Africa's sugar industry Proudly SA
37.	22 December 25	Op-ed	Superficial Commitment to Localisation Is Dealing a Death Blow to Job Creation and Local Industries
38.	12 February 26	Press release	Proudly SA is leveraging the public event to drive support for local fashion industry
39.	23 February 26	Press release	Buy Local Summit and Expo Returns to Sandton in March 2026
40.	03 March 26	Thought Leadership	Hospitality as a catalyst for accelerating localisation
41.	10 March 26	Press release	It's all systems go for the Buy Local Summit & Expo
42.	11 March 26	Press release	Standard Bank Backs Local Industries as Headline Sponsor of the 2026 Buy Local Summit & Expo
43.	12 March 26	Press release	Beyond the data – the faces and stories behind businesses that closed after being starved of local support
44.	17 March 26	Press release	Proudly SA draws public attention to the economic impact of illicit trade
45.	17 March 26	Q&A	'Our brands need to be globally competitive, without losing their local identity' – 2026 Buy Local Summit insights
46.	17 March 26	Press release	Proudly SA expands its footprint in the growing gaming sector with the launch of a dynamic, fast-paced quiz game

No.	Date	Release/ Commission	Title
47.	18 March 26	Press release	Hisense South Africa reaffirms commitment to local manufacturing at Buy Local Summit
48.	18 March 26	Press release	Localisation receives a R1 billion thumbs up at Buy Local Summit & Expo
49.	31 March 26	Press release	The tale of David vs Goliath revisited as Soweto-based tech company takes on Silicon Valley conglomerates
50.	31 March 26	Press release	We Need to Talk. An Open Letter to the Lovers of Local
51.	31 March 26	Press release	Proudly SA member injects R300 million investment into equipment upgrades to strengthen local production

1.2.5 SOCIAL MEDIA

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

	Mar 2025	Jun 2025	Sep 2025	Dec 2025	Mar 2026	Financial year growth
Facebook likes	40 799	41 024	41 448	126 164	N/A	85 365 (209.23%)
Facebook follows	126 169	129 000	131 228	126 677	127 892	1 723 (1.37%)
Instagram	48 351	50 190	52 768	54 374	57 658	9 307 (19.25%)
LinkedIn	13 445	13 752	14 239	14 660	15 796	2 351 (17.49%)
Twitter	186 166	185 364	188 062	181 996	181 861	-4 305 (-2.31%)
YouTube	968	1000	1100	1130	1 200	232 (23.97%)
TikTok	60 328	65 421	66 621	60 072	60 162	-166 (-0.28%)
TOTALS	476 226	485 751	495 466	565 073	444 490	(2.13%)

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

The significant increase in Proudly South African's social media following during 2025/26 was driven by a strategic blend of high-impact national campaigns, real-time content from events like the Local Fashion Police, Buy Local Summit & Expo, and State of the Nation Address, as well as influencer collaborations with local personalities and designers that made content more relatable and shareable. The launch of creative seasonal campaigns like Start and End Your Journey With Local and the Cabbage Challenge kept engagement high, while the shift to short-form video content, especially on TikTok and Instagram Reels, tapped into new audiences and trends. Strategic paid boosts around flagship events extended reach, partnerships with platforms like YFM GrYnd and Primestars brought younger audiences on board, and business-focused storytelling on LinkedIn almost doubled followers among professional users. Together, these efforts turned Proudly SA's campaign moments into sustained and measurable digital growth.

1.2.6 MEDIA VISITS/ENGAGEMENTS

Fostering engagement is crucial for cultivating and reinforcing positive working connections with the media. Our success lies in actively engaging and communicating with media representatives during marketing events and campaigns. Additionally, we facilitated networking opportunities for the media, involving them in the Buy Local campaign. Our relationships were established and upheld through various media channels and platforms.

Date	Media Engagement
11 May 2025	Mother's Day Event
15 May 2025	VUT forum
16 May 2025	Konvenient Magazine
22 May 2025	Media Cook-Off
20 May 2025	SA & Beyond
23 May 2025	Lifestyle with Neeta
29 May 2025	Blaque Life Quarterly (Networking Event)
2 June 2025	LM Radio
3 June 2025	Social TV & 919
5 June 2025	Farmers Weekly
6 June 2025	Urban Radio
12 June 2025	Man Cave
20 June 2025	Bogart Radio
01 July 2025	E-Commerce & Map Launch
05 July 2025	Hollywood Bets Durban July
15 July 2025	You FM
16 July 2025	Bizcommunity
25 July 2025	Local Wine Expo
26 July 2025	Local Wine Expo
27 July 2025	Local Wine Expo
27 July 2025	702 Walk The Talk
01 August 2025	Local Fashion Police Media Launch
05 August 2025	LSF Event
21 August 2025	Aspire Magazine
28 August 2025	Southern Sun Women's Day Event
5 September 2025	Kaya FM
20 September 2025	DStv Delicious Festival
21 September 2025	DStv Delicious Festival
06 October 2025	Brutal Fruit and Paris Pink Table
10 October 2025	Local Fashion Police Adjudication
15 October 2025	Haleon Conference
24 October 2025	Local Fashion Police Masterclass
01 November 2025	The Narrative at the Salene
13 November 2025	Absa G20/B20
27 November 2025	Local Fashion Police Finale

Date	Media Engagement
09 December 2025	Festive Season Media Chill – eNCA
10 December 2025	Festive Season Media Chill – SABC
10 December 2025	Festive Season Media Chill – Channel Africa
12 February 2026	SONA
17 February 2026	CFO Magazine Call
18 February 2026	What's On JHB
23 February 2026	Trendsetters
24 February 2026	Farmers Weekly
04 March 2026	Arena Holdings
09 March 2026	Hostex
05 March 2026	KZN – Gagasi FM
12 March 2026	Buy Local Summit & Expo Media Launch
16 March 2026	Buy Local Summit & Expo Day 1
17 March 2026	Buy Local Summit & Expo Day 2
23 March 2026	Hype Magazine
23 March 2026	SABC
20 March 2026	Coleus Factory Tour

1.2.6. Summary of media coverage

The table below is a summary of the top 10 media that supported the Buy Local campaign, zooming into Mainstream, Community/Youth/Regional/Campus, and Bloggers/Online platforms.

MAINSTREAM	COMMUNITY/YOUTH/REGIONAL/CAMPUS	BLOGGERS/ONLINE
Business Day	702	Sandton Central
CNBC Africa	Radio 919	Retail Brief
ENCA	Kaya FM	Hypress Live
Morning Live	Alex FM	CNBC Africa
Newzroom Afrika	OFM	Community Newsroom
Radio 2000	Power FM	Lifestyle & Tech
SA FM	Soweto TV	The Guide Online Magazine
SABC News	Hot 107.7fm	Moneyweb
SMAG	Vow FM	Social TV
Sunday Times Live	YFM	All Time News

03

BRAND MANAGEMENT

A consolidated review of Q1 (Apr–Jun 2025), Q2 (Jul–Sep 2025), Q3 (Oct–Dec 2025) and Q4 (Jan–Mar 2026)

OVERVIEW

Across the full 2025/26 financial year, Proudly South African's Brand Management team pursued a consistent and increasingly data-driven strategy: build visibility through high-traffic public and sporting platforms, deepen emotional resonance through flagship owned campaigns, and translate both into measurable shifts in consumer behaviour. What began in Q1 as a foundational programme of creative production and stadium-based sponsorship

activity matured, by Q3, into an integrated always-on brand movement — Loved Here, Made Here — and by Q4 had settled into a disciplined operating rhythm of timely, on-brand collateral supporting every stakeholder touchpoint. Read together, the four quarters show a brand that moved from being present, to being persuasive, to being dependable — closing the year with a refreshed narrative fully embedded across the organisation's communications.

QUARTER-BY-QUARTER PROGRESSION

Q1 (1 April – 30 June 2025): Building the Creative Foundation

The first quarter centred on establishing the creative infrastructure that would support the organisation's full calendar of activations. The Brand Management team produced a wide-ranging suite of assets — e-cards, digital invitations, and branded mailers — to support the Events team, ensuring consistent, professional communication across milestone moments including the launch of the Shop Proudly SA e-commerce platform, CEO and CMO strategic presentations, and thought-leadership engagements such as Creative Cnergy, IMM, and GRYND.

The quarter's standout visibility play was LED perimeter advertising at the Bafana Bafana vs Tanzania international friendly at Peter Mokaba Stadium (6 June 2025), placing the brand in front of thousands of stadium fans and a broadcast audience of millions — an early signal of the sports-sponsorship strategy that would recur through the year. The team also continued its supporting role to the Membership department, encouraging correct and consistent Proudly SA logo usage across members' products, packaging, and digital touchpoints.

Q2 (1 July – 30 September 2025): Scaling Experiential Reach

Q2 marked a shift toward large-scale experiential activation. At the Hollywoodbets Durban July, the team built "The Home of Local" — a house-shaped stand showcasing local designers — while at the DSTV Delicious Food & Music Festival, "The Local Playground" combined interactive product exhibits with entertainment (including a dance-off between mascot LoLo and Robot Boii) to drive dwell time and shareability.

Sports sponsorship visibility was extended through LED perimeter branding at the South Africa vs Nigeria match, reaching an estimated 17,000 stadium attendees and an optimistic 3.17 million broadcast viewers via SuperSport and SABC. The quarter also saw curated partnership work (the Women's Day celebration with Southern Sun) and the media launches of the Market Access Platform (MAP) and Local Fashion Police, alongside masterclasses that began building the fashion-sector pipeline that would culminate in Q3. Continued participation in industry expos (NAACAM, Manufacturing Indaba) and community initiatives (702 Walk The Talk) rounded out a quarter focused on breadth of reach and cross-sector credibility.

SUMMARY



Q3 (1 October – 31 December 2025): From Campaigns to Measurable Impact

Q3 represented the maturation of the brand strategy into a fully integrated, measured campaign. The team led all social media asset creation and production for the Local Fashion Police finale — the fifth-year anniversary of the campaign first supported in Q2 — delivering a cohesive, high-quality presentation that reinforced Proudly South African's standing in the creative industry.

The quarter's defining initiative was the "Loved Here. Made Here" campaign, developed with a service provider to drive long-term behaviour change around buying local. Timed strategically across holiday shopping, back-to-school, and the "Janu-worry" period, the campaign was the first in the year to be reported with hard performance data rather than descriptive output alone:

1.65m South Africans reached in 2 weeks	+18% Uplift in brand awareness	R3.14 Average cost per acquisition	400,000+ Organic reach (Meta/TikTok/YouTube)
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Paid media drove 4,777 website clicks and 587 shop browses, with carousel and people-first storytelling formats outperforming other creative and the 25–34 male segment emerging as the strongest-responding audience — insights the team is carrying into subsequent planning. Organic content sustained the emotional register of the campaign, with festive-season, people-centred posts driving the highest engagement of the quarter. Throughout, Brand Management continued its logo-usage support role and produced the quarter's social media e-cards across events, competitions, and cultural moments.

Q4 (1 January – 31 March 2026): Consolidating the Narrative

The final quarter of the financial year opened with the "Janu-Worry Cabbage" campaign, an interactive, light-hearted activation that tapped into the financial pressure typically felt at the start of the year by positioning cabbage as an affordable, practical local staple. Its playful execution and competition mechanic drove strong public participation and shared content, closing out January on a high note of engagement and brand connection.

For the remainder of Q4, the Branding department's focus shifted from campaign-led activity to disciplined, high-volume stakeholder support. The team delivered consistent, professionally executed webinar collateral — digital invitations, social media content, and on-screen visuals — ensuring a cohesive visual presence from first communication through to live delivery. It further produced polished e-cards for every speaking opportunity, member market activity, and event invitation, adaptable across social media, exhibitions, and BLSE-related engagements. Notably, the team also demonstrated agility in servicing ad hoc events on tight timelines without compromising on-brand quality — reinforcing brand trust through sheer consistency of execution rather than any single flagship moment.

This operational discipline underpinned the wider Marketing, Brand Management and PR division's close to the financial year: sustained media visibility, continued embedding of the refreshed "Loved Here. Made Here." narrative, and a translation of localisation from policy concept into lived, emotionally resonant experience across events, activations, and webinars.

CROSS-QUARTER THEMES

- Sports sponsorship as a recurring visibility lever: LED perimeter branding at three major fixtures (Bafana Bafana vs Tanzania in Q1; South Africa vs Nigeria in Q2) consistently delivered stadium and broadcast-scale reach at efficient cost, establishing sport as a dependable channel for national-pride messaging.
- Local Fashion Police as a flagship, multi-quarter campaign: introduced and built through masterclasses and media launches in Q2, it reached its fifth-year finale in Q3

with full brand-team-led production — demonstrating the team's growing role in owning campaign execution end-to-end, not just supporting creative.

- A shift from output to outcome: Q1 and Q2 reporting is largely activity-based (assets produced, events supported, placements secured); Q3 introduces quantified impact — reach, brand-awareness lift, cost-per-acquisition, and audience segmentation — reflecting a more mature, accountable marketing function.
- Consistent stewardship of brand equity: in Q1–Q3, the team sustained its supporting role to the Membership department, encouraging correct Proudly SA logo usage across members' products, packaging, and digital platforms as a low-cost, high-reach visibility mechanism; in Q4, this stewardship role broadened into full-service collateral support across webinars, speaking engagements, and ad hoc events.
- Campaign cadence built around the calendar: from festive-season storytelling in Q3 to the New Year "Janu-Worry Cabbage" activation in Q4, the team consistently timed owned campaigns to moments of genuine consumer relevance — turning seasonal pressure points into opportunities for brand connection rather than working against them.

YEAR-END OUTLOOK

Proudly South African closes the 2025/26 financial year with its brand positioning demonstrably strengthened: from a foundational, activity-based programme in Q1 to a fully measured, emotionally resonant movement by Q3, and a disciplined, always-on collateral operation by Q4. The refreshed "Loved Here. Made Here." narrative is now embedded across paid, organic, and stakeholder-facing channels alike. Heading into the new financial year, the priority is to build on this foundation — sharpening media spend toward the highest-performing age and gender segments identified through the "Loved Here. Made Here" campaign, deepening the remarketing layer now possible through shop.proudlysa.co.za, sustaining the sports-sponsorship and flagship-campaign cadence established over the year, and continuing to pair scale with the people-first storytelling that has proven to convert awareness into a genuine, and increasingly commercial, connection to buying local



MEMUKA PLASTIC MATS (PTY) LTD



04

STRATEGY, STAKEHOLDER RELATIONS AND LEGAL

PRIVATE SECTOR

PROUDLY SOUTH AFRICAN ACCESS TO MARKET LOCALISATION TOOLS AND PROGRAMMES IN THE PRIVATE AND PUBLIC SECTORS

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



Localisation Commitment Pledges:

Localisation is one of the levers identified for driving economic recovery and growth, and Proudly SA is asking individual corporates, associations and industry bodies to support the buy local campaign, taking into consideration imperatives such as competitiveness and security of supply. Proudly SA is asking individual companies and representative bodies to participate in this initiative through the following mechanisms:

- Introduce procurement practices and policies aimed at increasing local procurement spend within their respective supply chains, by favouring locally made products over imported products, as best as possible.
- Increasing levels of local content in raw materials and/or components utilised in production processes and in their respective value chains.
- For retailers (physical and online) it could be to give more “shelf space” and/or to “target more” local manufacturers, as possible suppliers.
- For Enterprise/Supplier Development Programmes, this can be in the form of including localisation conditions for companies that are benefitting from companies’ ESD programmes.
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2025/2026 Localisation Commitment Pledges from Proudly SA's membership base

Haleon South Africa

Heritage brands include Med-Lemon, Eno, Grandpa, Centrum, Calpol, and Scots Emulsion and are produced in Cape Town. Aquafresh and Sensodyne are made in Gauteng. Over 85% of what Haleon sells in the country is produced within South Africa. Haleon is investing R750 million over the next three years to expand their production facility in Cape Town to provide employment opportunities during the construction phase and later permanent jobs once the construction is completed that will include manufacturing experts to supply chain specialists.

Arena Holdings

Arena Holdings continues to support South African journalism and provides platforms for quality content, investigative journalism, local storytelling, and public dialogue. Each year, the company hosts more than 300 events across the country of which they prioritise working with South African suppliers, from staging and technical production companies to catering, logistics, security, and creative services. Through these localisation efforts, Arena Holdings invests close to R500 million annually in South African creative talent, suppliers and production partners. This investment contributes to the creation of an estimated 100 new jobs each year, while also sustaining more than 2,000 existing direct and indirect jobs across media, music, broadcasting, journalism and events.

Coleus Packaging

Over the last three years, Coleus Packaging's total capital investment has been approximately R200 million, thereby supporting the community, customers, job retention, and job creation. Investment has been focused on expanding production capacity with additional lines and new coating and printing machines, introducing new products with lower gauge options for customers, upgrading technical systems and plant equipment to world-class manufacturing standards, investing in cost-saving initiatives and fleet improvements, implementing robust information technology systems to support operations, ensuring employee safety, environmental compliance, and sustainability, and training and developing their employees to deliver the highest quality product with excellent service. Looking ahead, Coleus Packaging intends to increase output to 1.2 billion units in 2026 and grow sales by at least 5% annually. To support this, they have invested an additional R100 million in working capital to boost stock holding, protecting customers from supply constraints while maintaining competitive prices.

Zensar South Africa

Zensar South Africa has invested R42 million over the last three years across different programmes involving skills development as well as enterprise and supplier development programmes. These initiatives have benefited almost 200 beneficiaries over a period of time. They have also hired and trained almost a thousand interns over the last many years and have upskilled them across the latest areas of technology like data, AI, cloud engineering, etc. In partnerships with other organizations, Zensar South Africa has onboarded 60 small businesses into their business development programmes. They are committed to investing R45 million over the next three-year period, and they believe this will create job opportunities for 1,500 people in the future.

Unilever South Africa

Since 2019, Unilever has increased its sourcing from 40% targeted to 80% by 2026. Since 2022, they have been very intentional in terms of including young people into their value chain: from a very small town in Jozini, KwaZulu-Natal, they selected a hundred young farmers currently supplying them with chili and other herbs into their factory in Ndonsa where they are producing their Robertson's spices. It is their commitment to make sure that 100% of their products will be manufactured in the country. Currently 90% of their products are being manufactured in all their manufacturing sites in KZN and in Gauteng.

Coca-Cola Beverages South Africa

As the largest market in the Coca-Cola Beverages Africa group, South Africa is home to 12 CCBSA manufacturing plants across six provinces, employing more than 5,000 people. They are responsible for manufacturing and distributing the majority of Coca-Cola products in South Africa, offering a wide

range of international and local beverage brands. In 2023, they designed a programme to equip their SMEs with business skills to ensure they continue to service CCBSA and grow their businesses: last year, over 50 of their SME suppliers graduated from Henley Business School.

Aranda Textile Mills

Their operations span spinning, weaving, finishing and cut, make and trim. Local manufacturing is not just about the factory floor, it is about sustaining technical skills, artisan capabilities, design and product development and the broader textile industry that supports thousands of livelihoods. Aranda Textiles commits to supporting over 500 South African manufacturing jobs, prioritising South African suppliers wherever viable, working with the local textile industry to stay competitive, and investing in South African skills and manufacturing capability.

The Sleep Group

At Restonic and Sleep Group, for decades, they have proudly manufactured their beds with all the raw materials right here in Southern Africa, not only building world-class sleep solutions, but also building opportunity within the South African market. From the foam inside their mattresses, to the fabrics, to the timber in their bases, they source and manufacture the vast majority of their components locally. In recent years, they have invested more than R110 million to expand their Johannesburg facility, strengthening their manufacturing footprint, and retaining and creating jobs, with over 80% of raw materials sourced locally. At their Durban manufacturing plant, a further R73 million investment has increased production capacity, created additional employment, and proudly promotes the use of 99% local raw materials. Their projects have created job opportunities across all their factories in South Africa growing their employee count by 23% in the past few years.

Automotive Industry Transformation Fund

Their mandate is to support black-owned enterprises, strengthen local suppliers, and drive deeper localisation within the sector in line with the South African Automotive Masterplan 2035. As part of this commitment, the AITF is working with industry partners to unlock approximately R1 billion in localisation-focused investments over the next four years. These investments are directed toward building the capabilities of local manufacturers, strengthening supplier competitiveness and expanding the participation of black-owned enterprises within the automotive value chain. One example of this progress is the recent onboarding of more than 40 Tier 1 automotive component manufacturers into the APDP2 Transformation Fund. Through this initiative, participating suppliers will collectively contribute over R520 million over a ten-year period, helping unlock more than R1 billion in market access opportunities for emerging Tier 2 and Tier 3 suppliers. By strengthening supplier capabilities and expanding participation in automotive value chains, they are helping to create new employment opportunities, support industrial entrepreneurs and retain existing jobs within South Africa's manufacturing sector. These initiatives ensure that the growth of the automotive industry translates into real economic benefits for local communities, particularly within component manufacturing and supplier development. Through APDP2 Transformation Fund, participating Tier 1 manufacturers are expected to contribute over R520 million in funding over the next ten years to support transformation and supplier development initiatives. This investment forms part of a broader blended funding and market-access model designed to strengthen South Africa's industrial capacity. Importantly, the programme is also expected to unlock approximately R1.083 billion in market access opportunities for qualifying black-owned Tier 2 and Tier 3 suppliers over the same period.

South African Breweries

At SAB, they source more than 95% of all their inputs locally — from seed to sip. This is made possible by strong partnerships with farmers and suppliers across the country. In George, they support the cultivation of hops — a specialised crop grown almost exclusively in South Africa. And in Taung, they partner with 62 smallholder farmers who produced over 4,000 tonnes of barley, helping emerging farmers participate in the formal agricultural economy. These partnerships strengthen their supply chain while building rural livelihoods and skills. Over the past four years, SAB has contributed more than R20 billion to the South African economy, supporting thousands of jobs across agriculture, manufacturing, logistics, and retail.

The Standard Bank Business and Commercial Banking

As a trusted partner for growth for many SMEs, they journey with their clients as they start, manage, and grow their businesses into resilient enterprises. One of the keyways Standard Bank empowers businesses is through their comprehensive Enterprise and Supplier Development Programme, which is designed to enable 51% black-owned SMEs with access to finance, markets and business development. Their Enterprise and Supplier Development Programme has had significant success, enabling the sustainability of local South African businesses. In 2024, the Standard Bank Enterprise and Supplier Development Programme had over 2,100 participants, of which 30% were women, and 10% youth-owned SMEs. They disbursed R137 million worth of funding and their supplier development loan book stood at R192 million. Furthermore, they created over 1,700 new jobs through their various initiatives. They are committed to ensuring that they use local suppliers within their supply chains, and in 2024 over R5 billion of their procurement spend was with black-owned enterprises with a turnover of up to R50 million.

Illovo Sugar South Africa

Their value chain is proudly South African, supporting more than three and a half thousand jobs across their operations and trading with a further five and a half thousand small- and large-scale growers. They source 100% of their sugarcane locally from growers across KwaZulu-Natal, investing directly in the rural communities where they operate. Through their enterprise and supplier development programmes, including their Thuthuka Nathi initiative, they are training 28 local SMMEs this year to build capability, unlock access to procurement opportunities within and outside of their operations, to help sustain local jobs. Across their agricultural, manufacturing, and distribution footprint, they support thousands of direct and indirect jobs from farming and logistics to milling, warehousing, and community initiatives such as their STEM programme in the neighbouring high schools to our operations.

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

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





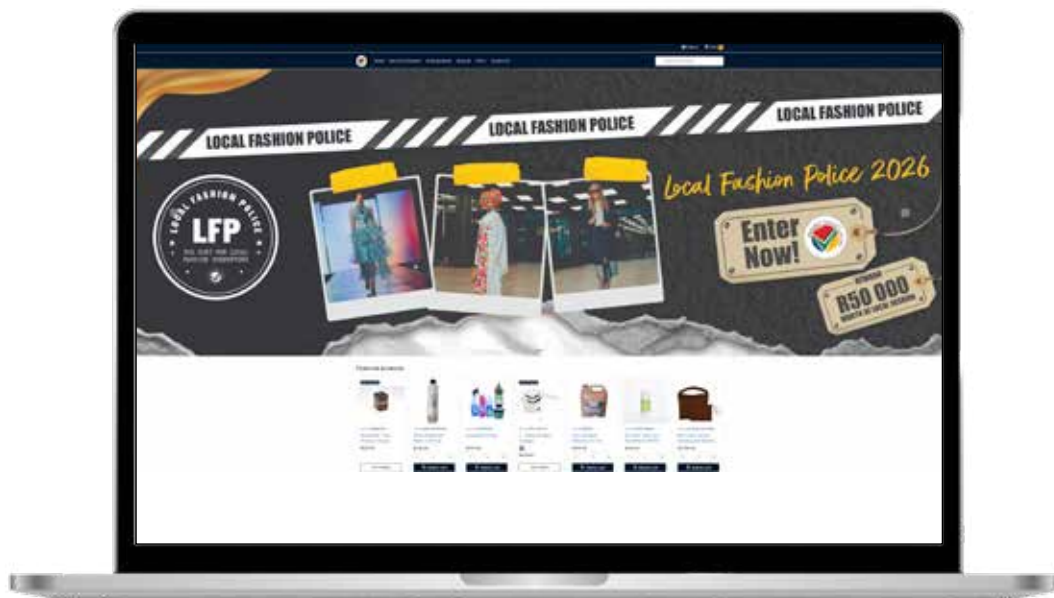
1. Proudly SA eCommerce Partnerships

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

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

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

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



SHOP PROUDLY SA

Shop Proudly SA (shop.proudlysa.co.za) is the Campaign's own online store: a custom platform, developed in-house, that lists vetted Proudly SA member products exclusively. Unlike the third-party marketplaces the Campaign also partners with, Proudly SA owns and controls this platform end to end, and built it around the member value proposition rather than adapting an off-the-shelf store. It carries the Loved Here. Made Here. mandate directly to the consumer, gives member companies a low-cost route to market, and gives shoppers a single, trusted place to buy Proudly South African. Proudly SA checks every company and every product against its criteria before the listing goes live, so that the logo on the store means what it means everywhere else: local content, quality, fair labour and environmental responsibility.

This report covers the store's first financial year of trading and sets out: what the store set out to do and what it achieved; platform growth across products, member companies and services; audience and reach; customers and conversion; the onboarding work behind the growth; the partnerships that run the store; and the outlook for the year ahead.

WHAT THE STORE SET OUT TO DO

Shop Proudly SA went to full public launch on 1 July 2025, after its soft introduction at the Buy Local Summit and Expo in 2025. The year's objective was to build the supply side of the store at scale: onboard member companies, load and vet their products, and stand up a working marketplace with the logistics and payment rails to fulfil real orders. Catalogue and vendor growth ran strong across all nine trading months.

Growth, FY2025/26 (as at 31 March 2026)

Measure	At end Mar 2025	At end Mar 2026	Growth
Products loaded and live	669	2 510	+1 841 (+275,0%)
Member companies (vendors) live	194	528	+334 (+172,2%)
Services listed	0	239	+239 (new category)

Figure 4 · Year on year, in-house store: end March 2025 vs end March 2026.

Performance against target

Objective	Target	Achievement
Product catalogue growth	At least 5% per quarter	+9,5% (Q3) and +20,2% (Q4); +275,0% year on year
Member onboarding webinars/group meetings	Two per month	More than 10 across the nine trading months

The store met or exceeded its FY2025/26 performance targets. Product catalogue growth cleared the 5% quarterly bar in every quarter of trading, and member onboarding webinars/group meetings ran well ahead of the two-per-month commitment.

A YEAR OF GROWTH

Shop Proudly SA grew its catalogue from 669 products to 2 510 over the financial year, an increase of 1 841 products, or 275,0%. The member companies trading on the store grew from 194 to 528, up 334 companies (172,2%). A services category, opened in October 2025, closed the year at 239 listings. These are the store's first full-year results, measured from its public launch on 1 July 2025.

That growth is the platform's purpose. Each of those 528 companies is a member with a new, direct channel to the consumer, and each of the 2 510 products is a South African-made good competing for local spend. Proudly SA launched the store as a business-to-consumer platform. Its bulk and wholesale capability lets it serve business-to-business trade in time, and the plan is to scale it into a full B2C & B2B transactional platform with export capability, so that it can act as a central hub for buyers seeking South African products, including through the trade opportunities of the African Continental Free Trade Area (AfCFTA). Because the store is developed in-house, Proudly SA can build this roadmap to its own requirements rather than the constraints of a third-party system.

4. PLATFORM GROWTH

4.1 Products

The catalogue grew in every quarter of trading, with the strongest additions early, in the launch build, and again in the final quarter as vendor onboarding matured.

Month	Products (end of month)	Added
Jul 2025	1 821	825
Aug 2025	1 821	311
Sep 2025	1 908	87
Oct 2025	1 938	30
Nov 2025	1 949	11
Dec 2025	2 089	140
Jan 2026	2 152	63
Feb 2026	2 410	258
Mar 2026	2 510	100

Launch baseline at 1 July 2025: 996 products, 239 vendors, 0 services.

Figure 1 · Catalogue growth in the first year of trading.

4.2 Member companies (vendors)

The store's member base more than doubled over the year.

Month	Vendors (end of month)	Added
Jul 2025	278	39
Aug 2025	278	25
Sep 2025	421	143
Oct 2025	429	8
Nov 2025	433	4
Dec 2025	449	16
Jan 2026	463	14
Feb 2026	505	42
Mar 2026	528	23

Figure 2 · Member companies trading on the store.

4.3 Services

The store added a services category in October 2025, opening it to member service providers alongside product sellers. The category closed the year at 239 listings.

Quarter	Services (end of quarter)
Q2 (Jul to Sep 2025)	0
Q3 (Oct to Dec 2025)	221
Q4 (Jan to Mar 2026)	239

4.4 Quarter on quarter

Metric	Q2 Jul-Sep	Q3 Oct-Dec	Q4 Jan-Mar
Products (end of quarter)	1 908	2 089	2 510
Vendors (end of quarter)	421	449	528
Services (end of quarter)	0	221	239

Products grew 9,5% into Q3 and a further 20,2% into Q4; vendors grew 6,7% then 17,6%. The catalogue and the member base both accelerated into the final quarter.

Figure 3 · Platform growth by quarter. The services category opens in Q3.

4.5 By sector: what is listed and what sells

The catalogue is concentrated in a few sectors. Health and beauty are the largest by some distance at 41,1% of listed products, followed by food and drink (12,1%), fashion (10,9%), home and living (10,3%) and cleaning and household (10,0%). The remaining sectors together make up under a tenth of the catalogue.

Sales tell a different story. Over the financial year, the store's sales concentrated on toys, games and crafts (31,6% of sales, effectively one product, the Shesha board game), cleaning and household (24,3%) and health and beauty (20,8%). Health and beauty turn its large catalogue into the most transactions, but a smaller share of revenue, while cleaning and household and toys sell well ahead of their share of listings. Home and living, the fourth-largest sector by listings, recorded no sales in the period.

Sector	Share of catalogue	Units sold	Sales revenue	Share of sales
Health & Beauty	41,1%	13	R 3 071	20,8%
Food & Drink	12,1%	5	R 1 186	8,0%
Fashion	10,9%	3	R 540	3,7%
Home & Living	10,3%	0	R 0	0,0%
Cleaning & Household	10,0%	4	R 3 584	24,3%
Gifts & Seasonal	3,6%	1	R 1 000	6,8%
Furniture	2,6%	1	R 0	0,0%
Toys, Games & Crafts	2,6%	7	R 4 660	31,6%
Baby & Toddler	2,3%	2	R 700	4,7%
Other sectors	4,5%	0	R 0	0,0%

Figure 9 · Catalogue by sector (share of products listed).

Figure 10 · FY sales by sector (cancelled and refunded removed).

5. AUDIENCE AND REACH

Traffic to the store built steadily throughout the year, and sessions grew stickier as the catalogue filled out. Average engagement time rose from 25,5 seconds at launch to 33,1 seconds by March 2026.

Month	Active users	New users	Avg engagement
Jul 2025	9 872	3 637	25,5s
Aug 2025	8 200	7 850	27,8s
Sep 2025	10 500	9 800	28,9s
Oct 2025	8 700	8 400	31,2s
Nov 2025	7 850	7 650	30,5s
Dec 2025	8 700	8 400	32,1s
Jan 2026	9 200	8 900	31,8s
Feb 2026	9 800	9 400	32,3s
Mar 2026	10 200	9 700	33,1s

Figure 5 · Active users and average engagement, monthly.

Organic search reach grew fastest of all. The store drew 692 256 organic search impressions over the financial year, with 11 552 clicks at a click-through rate of 1,67% (Google Search Console, 1 July 2025 to 31 March 2026). Monthly impressions ran between 62 000 and 89 000, and the final quarter was the strongest at 256 900 impressions.

Figure 6 · Organic search reach, 692 256 impressions across the year.

Direct traffic led all sources at 70,5% of users, a sign of established brand awareness, followed by Google organic search at 14,7% and paid social on Facebook at 8,6%. South Africa was the primary market throughout, with the highest engagement time of any country, about 76 seconds. Smaller international browsing traffic supports the store's future export and B2B ambitions.

~83 000	692 256	33,1s
active user sessions	organic search impressions	avg engagement, up from 25,5s

6. CUSTOMERS AND CONVERSION

Once cancelled and refunded orders are removed, the store took 28 orders across the financial year, of which 26 were completed and paid, from 26 unique customers. Orders moved from 10 in Q2 to 12 in Q4, with a dip to 6 in Q3. Measured against the store's genuine South African traffic of roughly 83 000 sessions, this is a conversion rate of about 0,03%.

Conversion is the store's clearest area for improvement, and this report names it as a focus for the year ahead, on the newly developed system the conversion rate is already increasing. The year's work built the supply side of the store, the members and the products. The priority for the coming year is demand: turning the store's reach into orders through a better on-site experience, targeted campaigns and repeat purchase.

7. THE WORK BEHIND THE GROWTH

A sustained member-onboarding effort drove the catalogue and vendor growth. Across the trading year the e-commerce team ran more than 60 targeted outreach campaigns and sent over 5000 member emails, supported by roughly 270 vendor calls and 195 onboarding meetings, more than 10 educational webinars, and daily one-on-one listing assistance, contacting 10 to 15 members a day. The team ran outreach sector by sector across manufacturing, retail and fashion, food and beverage, home and décor, beauty and wellness.

8. PARTNERSHIPS AND ECOSYSTEM

Two sets of partners run the store day to day. Logistics and fulfillment run through Bob Go (which aggregates RAM, Internet Express, The Courier Guy, BobBox and Wumdrop, and more), Pargo Locker and Home Delivery, Payments run through NjiaPay, for local and international card acquiring, NjiaPay itself is an aggregator for other payment providers, the main one being Paystack.

9. OUTLOOK

The year ahead builds on the supply base established in FY2025/26. The priority is demand: lifting the conversion rate from its early level by improving the on-site experience, marketing to the store's growing audience, and driving repeat purchase. The catalogue and member base will keep growing alongside this, and the store will begin the move from a business-to-consumer platform towards its business-to-business and export role, working towards a central hub for South African products that helps members achieve even greater access to market opportunities.

Sectoral Masterplans (as initiated by various Government Departments)

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

In 2025/2026, Proudly SA championed campaigns and initiatives for the following masterplans:

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

Market Access Platform (MAP) www.mapcollaboration.com

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

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

Currently, a total of 2,100 companies have been loaded onto the platform with over 235 buyers.

Proudly SA’s Furniture Portal (www.proudlysa.co.za)

The Proudly SA furniture portal comprises a comprehensive list of local manufacturers producing furniture and related products that have been vetted in accordance with industry standards (where applicable) as determined by the regulators, and in accordance with the specifications determined by the public sector. Buyers interested in procuring these local products will have access to the company name, the contact person, the company’s location, website and contact details, including an image of the product offering as well as a detailed description. Not only does this portal serve as a marketplace for local furniture manufacturers and related products, but it is also indicative of the availability of locally made products more broadly in the country.

The portal is an initiative proudly supported by the dtic.



B2B MATCHMAKING INITIATIVES

B2B Matchmaking post show report

LOCAL WINE EXPO

Executive summary

The Proudly SA B2B Matchmaking Event procured the services of Umdoko Internet to bring together wine exhibitors and key buyers from leading retailers, hospitality groups, and distribution networks. The event aimed to promote local wine producers and facilitate B2B engagements to boost procurement of South African wines.

The prediction process generates ML scores (0-1) with intelligent fallback logic that switches to business rules when ML confidence is low, but rule-based scoring is high, ensuring only quality matches above a certain threshold are suggested.

This specialised wine industry intelligence understands wine varieties, B2B procurement patterns, geographic trade networks, production capacity matching, and branding opportunities, essentially acting as a sophisticated AI matchmaker that leverages deep understanding of wine business dynamics to facilitate meaningful connections between exhibitors and buyers.

Summary	
Total emails	233
	To buyers: 155 To exhibitors: 78
Total WhatsApp messages	295
	To buyers: 168 To exhibitors: 127
Total calls	455
	To buyers: 393 To exhibitors: 62
Total profiles on the platform	70
	Of buyers: 38 Of exhibitors: 32
Total profiles on the matchmaking booking side	25
	Buyers: 5 Exhibitors: 20

Buyer–Exhibitor engagement summary

A total of 22 buyer companies attended the event, accompanied by support staff, bringing total buyer attendance to 52 individuals.

Proudly South African had the following number of exhibitors:

- 24 wine brands
- 4 pairing companies
- A total of 28 exhibitors
- 24 wine brands were a part of the Buyers' programme.
- Each company buyer engaged with an average of 9 exhibitors, resulting in over 198 unique buyer–exhibitor interactions.
- This high engagement rate reflects both buyer interest and effective facilitation of the programme.

Engagement tracking:

- Onsite shadowing of buyers during matchmaking sessions.
- Post-event survey responses collected from exhibitors confirming buyer interactions.

This ensured accurate reporting and supports the quality of the post-event engagement data.

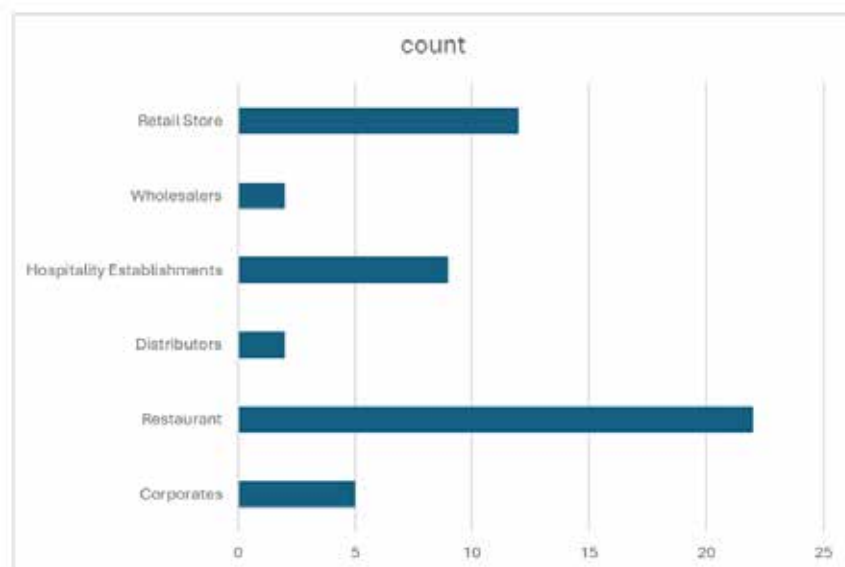
Sales outcomes (based on survey feedback)

- 5 exhibitors reported making sales during the event.
- Several others indicated strong buyer interest and ongoing follow-ups.
- Some feedback received:

Exhibitor	Sales at B2B?	Buyers Engaged	Comments
Dess Wines	Yes	Boxer, Vivari, Norman Good Fellows	Rated experience 4/5.
Sovenga Wines	Yes	Makro, Spar, Vivari, Mandela Hotel	Sold to Vivari & unnamed hotel. Rated 5/5.
Siwela Wines	Yes	Houghton Hotel	Strong B2C sales. Rated 5/5.
ZuluGirl Wines	Yes	Massmart, Big 5 Duty Free, Boxer	Suggested B2B meetings from 3–5 PM. Rated 3/5.
Sesfikile Wines	No	Bidvest	Follow-up in progress.
Ayana Wines	No	Makro, Houghton, Mandela Sanctuary, Boxer	No sales yet. Rated 3/5.

Buyers

Buyer Type	Count
Corporates	5
Restaurant	22
Distributors	2
Hospitality Establishments	9
Wholesalers	2
Retail Store	12



Buyer Attendance

	Company	Number of Representatives	Buyer Type
1	Amuseafrica	1	Corporate
2	Bidvest Catering	10	Restaurant
3	Bossa	1	Restaurant
4	Boxer	1	Distributor
5	Cloud on Demand	4	Corporate
6	Cyra Restaurant	1	Restaurant
7	Ex Amino Wine Co	1	Distributor
8	Holiday Inn OR Tambo	2	Hospitality Establishment
9	Houghton Hotel	1	Hospitality Establishment
10	Ice Wine Africa	2	Wholesaler
11	Massmart	2	Retail Store
12	Proud Mary	2	Restaurant
13	Sanctuary Mandela	5	Hospitality Establishment
14	Spar	2	Retail Store
15	The Blue Bottle Group	2	Retail Store
16	The Venue	1	Restaurant
17	TrevTober	2	Retail Store
18	Truffles on the Park	2	Restaurant
19	Umphini	1	Hospitality Establishment
20	Vivari Hotel and Spa	5	Restaurant
21	Wine Menu	2	Retail Store
22	Naybar	2	Retail Store
	TOTAL	52	

Day	Attendees
Thursday	
	Total companies: 22 Total buyer attendees: 52
Friday	
	Total companies: 4 Total buyer attendees: 7 Spar x1 Wine Menu x1 Proud Mary x1 Norman Good Fellows x4
Saturday	
	Total companies and buyers attendees: 3 Spar x1 Examino x1 Wine Menu x1

A total of 393 calls were made to buyer companies, and roughly 35 calls were made to exhibitors. Of the 393 calls made, 34 buyer companies committed to the Buyers' programme.

- 22 out of the 34 buyer companies attended the event.
- The following buyers attended the event but did not utilise the platform:
 - Cyra Restaurant
 - Ex Amino Wine Co
 - Spar
 - The Venue
 - Wine Menu
 - Naybar

Exhibitors

The platform registered 28 exhibitors in total.

	Company
1	Absolute Style Wines
2	Amile wines
3	Aslina Wines
4	Ayana Wines
5	Bayede Royal Wines
6	Dess by Gushima
7	Four One Wine
8	House of Azari
9	House Of D'Licacy
10	J9 Wine
11	Lali Wines
12	Landzicht Wines
13	LAVO WINES
14	LEDIKANA CREATIONS PTY LTD
15	Maloane Foods
16	Mama Afrika Wines
17	Mzansi Craft Wine
18	Nanola Wines
19	Randela Wine
20	Sesfikile Wines
21	Siwela Wines
22	Sovenga Wines
23	Thornton Pillay Wines
24	Yethu Wines
25	Zarion by SV Wines
26	Zoetendal Vineyards
27	Zoleka Wines
28	Zulu Girl Wines

25 Exhibitors formed a part of the Buyers' programme

No	Company Name
1	Absolute Style Wines (Pty) Ltd
2	Ayana Wines (Pty) Ltd
3	Amile Wines
4	BAYEDE! Marketing Pty Ltd
5	Bucks Bub Trading 5
6	Four One Wine (Pty) Ltd
7	House of Azari
8	J9 Wines
9	Lali Wines
10	Lavo Wines (Pty) Ltd
11	Mama Afrika Wines
12	Mzansi Craft Wine (Pty) Ltd
13	Ntsiki Biyela wine
14	Nhlakanipho Investments (Pty) Ltd
15	Oath Wines (Pty) Ltd
16	Randela Wines
17	Ses'fikile Wines Services
18	Sim Processing (Pty) Ltd
19	Siwela Wines
20	Sovenga Wines
21	Thornton Pillay Wines (Pty) Ltd
22	Zarion by SV Wines
23	Zoetendal Vineyards & River Estate
24	Zoleka Wines (Pty) Ltd
25	ZuluGirl Wines (Pty) Ltd

Meetings

Ayana met with the following buyers:

- Boxer, Mvelo, Bidvest (positive for listing), Makro, Houghton Hotel, Nelson Mandela Sanctuary, Vivari (positive for listing).

Yethu met with the following buyers:

- Bidvest (bought the wines and will review for listing), Vivari (will procure one line of sweet red), Holiday Inn (liked the Makoti range and will consider procuring).

Mama Afrika met with the following buyers:

- Nelson Mandela Sanctuary, Makro, OR Tambo Hotel, Vivari Hotel, Boxer, Bidvest.

Aslina Wines met with the following buyers:

- Bidvest, Nelson Mandela Sanctuary (already listed), Makro, Boxer, Hilton Hotel, Vivari (looks positive for listing).

Siwela met with the following buyers

- Makro, Houghton Hotel, VivAri Hotel.

Four Wine Wines met with the following buyers

- Vivari Hotel, Makro.

Khulu Fine Wines met with the following buyers

- Naybar, Houghton Hotel, Boxer, Vivari Hotel.

Thornton Wines met with the following buyers

- Vivari Hotel (looks positive for listing), Makro (already listed), Boxer, Nelson Mandela Sanctuary.

Zulu Girl Wines met with the following buyers

- Vivari Hotel (looks positive for listing), Makro (already listed), Boxer, Nelson Mandela Sanctuary, Spar, Bidvest, Truffles on the Park.

Sovenga Wines met with the following buyers

- Vivari Hotel (looks positive for listing), Makro (already listed), Boxer, Nelson Mandela Sanctuary, Spar (looks positive for listing), Bidvest (looks positive for listing), Truffles on the Park.



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PROUDLY SA BUY LOCAL SUMMIT AND EXPO

Executive summary

CATALYZE was appointed to source, qualify and manage buyers for the Proudly South African Buy Local Summit while facilitating strategic business-to-business (B2B) engagements between exhibitors and procurement decision-makers.

The programme successfully attracted high-quality buyers from retail, hospitality, manufacturing, distribution, government, enterprise development and corporate procurement sectors, resulting in meaningful business engagements and a strong pipeline of commercial opportunities for South African businesses.

Key Programme Results:

- 151 buyer applications received.
- 84 verified buyers attended the two-day programme.
- 192 exhibitors participated (180 pre-event and 12 onboarded onsite).
- Over 1,300 buyer-exhibitor engagements facilitated through scheduled and organic meetings.
- 96% of responding buyers found either full or partial supplier matches, validating the quality of buyer sourcing and exhibitor alignment.
- 36 exhibitors confirmed immediate business opportunities or active negotiations.
- 8 exhibitors confirmed concluded orders or commercial deals.
- Multiple buyers indicated planned procurement within the next three to six months, creating a substantial post-event pipeline.

The results demonstrate that structured buyer sourcing and curated matchmaking significantly enhance market access opportunities for South African manufacturers and service providers.

9. Programme Overview

The Buyer Sourcing and B2B Matchmaking Programme was designed to:

- Connect exhibitors with qualified procurement decision-makers.
- Facilitate structured commercial engagements.
- Increase local procurement opportunities.
- Support SME growth and supplier development.
- Strengthen Proudly South African's objective of promoting locally manufactured products and services.

Buyer Programme Performance

Buyer Pipeline

A total of 151 buyer applications were received.

Following withdrawals, duplicate applications and non-qualified registrations:

- 77 applicants were based in Gauteng.
- 17 represented other South African provinces.
- 16 applied from neighbouring African countries, many requesting hosted buyer support.

Ultimately, 84 qualified buyers attended, representing a high-quality cross-section of procurement professionals.

Geographic Distribution

- Gauteng – 77
- Western Cape – 3
- KwaZulu-Natal – 1
- Eastern Cape – 1

- North West – 2

Buyer Outreach Activities

To secure attendance and maximise exhibitor value, there was extensive outreach including:

- 4,121 buyer engagement calls
- 3,521 targeted emails
- 2,380 WhatsApp communications
- Continuous pre-event and onsite buyer management

This proactive approach ensured buyers were informed, qualified, and engaged before arriving at the event.

No	Company Name	Website	Province
South Africa - JHB			
1	Aromadough	www.aromadough.co.za	Gauteng
2	Miante Manufacturing	www.miantesnacks.africa	Gauteng
3	FG La Pasta (Pty) Ltd	www.fglapasta.co.za	Gauteng
4	Paane Water	paanewater.co.za	Gauteng
5	Lemmechew foods (Pty) Ltd	www.lemmechew.co.za	Gauteng
6	Blue Panda	https://www.takealot.com/seller/blue-panda?sellers=29834356	Gauteng
7	Agrishelves Group	https://agrishelvesgroup.co.za/	Gauteng
8	Massmart	www.massmart.co.za	Gauteng
9	Takealot	Takealot.com	Gauteng
10	Raffles trading	N/a	Gauteng
11	Ingcebo Enhle Business Solutions /Lekale Group	www.ingceboenhle.co.za	Gauteng
12	Auko Puzzles	www.aukopuzzless.co.za	Gauteng
13	Auko Puzzles	www.aukopuzzless.co.za	Gauteng
14	Brains Beyond Measure	No website	Gauteng
15	Massmart	www.massmart.co.za	Gauteng
16	Londi Prestige Collective	www.londiprestige.com	Gauteng
17	Export & Import Movement	N/a	Gauteng
18	Sandton Farmhouse	www.sandtonfarmhouse.com	Gauteng
19	The Health Food Factory and Nutriseed Pty Ltd	www.thehealthfoodfactory.co.za / www.nutriseed.co.za	Gauteng
20	Dunkeld Fisherman's Deli	dunkeldfishermansdeli.co.za	Gauteng
21	Dunkeld Fisherman's Deli	dunkeldfishermansdeli.co.za	Gauteng
22	Berry Blossom 2 (Pty) Ltd T/A The Health Food Factory	https://thehealthfoodfactory.co.za/	Gauteng
23	Dream Agri	www.thedream.global	Gauteng
24	Green Tree Agents (Pty) Ltd	www.greentreemarket.co.za	Gauteng
25	Njiapay (Pty) Ltd	njiapay.com	Gauteng
26	Harkish Distributors Close Corp	www.harkish.co.za (under construction	Gauteng

No	Company Name	Website	Province
27	Huma's Eatery Pty Ltd	https://www.facebook.com/p/Humas-Eatery-100083348498416/	Gauteng
28	Edenvinne Beauty	www.edenvinnebeauty.com	Gauteng
29	Casmara	www.casmara.co.za	Gauteng
30	Daisy Clothing Line	https://www.facebook.com/FashionFolkSA01/	Gauteng
31	Trojan Pac (Pty) Ltd	https://b2bhint.com/en/company/za/trojan-pac--K2023891288	Gauteng
32	Fit Muntuza	https://www.facebook.com/p/Fit-muntuza-100063988214171/	Gauteng
33	Franchise Association of South Africa	https://www.fasa.co.za/	Gauteng
34	Franchise Association of South Africa	https://www.fasa.co.za/	Gauteng
35	Franchise Association of South Africa	https://www.fasa.co.za/	Gauteng
36	Franchise Association of South Africa	https://www.fasa.co.za/	Gauteng
37	Catercorp	www.catercorp.co.za	Gauteng
38	Dabiya Legacy Pharma (Pty) Ltd	www.philahealthshop.com	Gauteng
39	Top Notch Aesthetics and Spa	www.topnotchspa.co.za	Gauteng
40	Imagine This Car	www.imaginethiscar.co.za	Gauteng
41	Letsepe Foods	www.letsepe.co.za	Gauteng
42	Ristha's	www.risthas.co.za	Gauteng
43	Ristha's	www.risthas.co.za	Gauteng
44	Kgosigadi Communications	www.kgosigadi.co.za	Gauteng
45	Makhamisa Foods	www.makhamisa.co.za	Gauteng
46	Makhamisa Foods	www.makhamisa.co.za	Gauteng
47	Empirestate Trading (Pty) Ltd	www.empiresa.co.za	Gauteng
48	Mokgalaka creations	www.mokgalaka.co.za	Gauteng
49	Saxon Hotel Villas & Spa	https://www.saxon.co.za/	Gauteng
50	Saxon Hotel Villas & Spa	https://www.saxon.co.za/	Gauteng
51	Saxon Hotel Villas & Spa	https://www.saxon.co.za/	Gauteng
52	The Saxon Hotel, Villas & Spa	https://www.saxon.co.za/	Gauteng
53	LCJRM Projects	www.lcjrmpjprojects.co.za	Gauteng
54	Marsana Trading Enterprise	http://www.marsanatrading.co.za	Gauteng
55	Siyavaya Adventures	www.siyavayaadventures.africa	Gauteng
56	TMM Projects	www.tmmprojects.co.za	Gauteng
57	Tsebo Solutions	www.tsebo.com	Gauteng
58	Tsebo Solutions	www.tsebo.com	Gauteng
59	Supermarket & Retailer	www.supermarket.co.za	Gauteng
60	Supermarket & Retailer	www.supermarket.co.za	Gauteng
61	Faatih Solutions	www.halaaltech.com	Gauteng
62	Faatih Solutions	www.halaaltech.com	Gauteng
63	CECOSA	www.cecosa.co.za	Gauteng

No	Company Name	Website	Province
64	Vision Artesia	www.visionartesia.co.za	Gauteng
65	MIB	https://www.mib.co.za/	Gauteng
66	All Day Jam	https://alldayjam.smartec.co.za/	Gauteng
67	Southern Sun	www.southernsun.com	Gauteng
68	Econocom Foods / E-pap	https://epap.co.za/	Gauteng
69	Clicks Group	clicks.co.za	Gauteng
70	Dlloyd Creative Enterprises	dlloyd.co.za	Gauteng
71	Dlloyd Creative Enterprises	dlloyd.co.za	Gauteng
72	Edura	eduraonline.co.za	Gauteng
73	LCJRM Projects	www.lcjrmpjects.co.za	Gauteng
74	LCJRM Projects	www.lcjrmpjects.co.za	Gauteng
75	The Mafikeng Innovation Hub	www.mafihub.org.za	Gauteng
76	GK Consulting	https://g-k-consulting.com/	Gauteng
77	Gift Spot	giftspot.co.za	Gauteng
South Africa - WC			
78	Takealot Marketplace	Takealot.com	Western Cape
79	CEDI TRUST HOLDINGS	https://www.facebook.com/ceditrustcapital/	Western Cape
80	Clicks Group	www.clicks.co.za	Western Cape
South Africa - KZN			
81	Capma Foods/Mama's Sauces	https://food.capmagroup.co.za/	KwaZulu-Natal
South Africa - Other			
82	Ecstasy Communications	https://www.instagram.com/ecstasy_com/	Northern Cape
83	Intel minds Pty Ltd	https://www.facebook.com/intelmindsptyltd/	Eastern Cape
84	Mosebo Tours And Wild Safaris	https://www.facebook.com/p/Mosebo-Tours-And-Wild-Safaris-100055051043776/	North West

Buyer Feedback – The Strongest Measure of Success

Buyer satisfaction and commercial intent provide the clearest indication of programme success.

Based on 55 completed buyer feedback responses:

Overall Satisfaction

- 33% rated the event Excellent
- 51% rated the event Good
- 16% rated the event Average

This means that 84% of buyers rated the event Good or Excellent, demonstrating strong satisfaction with the programme.

Match Quality

When asked whether they found relevant suppliers:

- 35% found strong business matches.
- 62% found partial matches with future potential.
- Only 4% found no suitable suppliers.

Overall, 96% of buyers identified either full or partial matches, validating the quality of exhibitors and buyer sourcing.

Commercial Intent

Buyer responses also highlighted strong purchasing potential:

- 40% indicated they are likely to do business with exhibitors.
- 7% had already progressed to quotations or pricing discussions.
- 49% stated it was too early to determine, reflecting active negotiations still underway.
- Only 4% believed no business would result.

These findings demonstrate that many commercial discussions initiated at the event are expected to convert into future procurement opportunities.

Buyer Feedback Themes

Buyers consistently praised:

- The diversity and innovation of local products.
- Access to suppliers they would not ordinarily meet.
- Face-to-face engagement with business owners.
- Opportunities to identify new procurement partners.
- The quality of networking and business development opportunities.

Many also noted that exhibitors who were well prepared, retail-ready, and represented by decision-makers generated the strongest interest.

Business Matchmaking Outcomes

The B2B programme generated significant commercial engagement:

- More than 1,300 buyer-supplier interactions facilitated.
- Hundreds of structured meetings arranged before the event.
- Additional organic meetings supported onsite.
- Active intervention ensured buyers were introduced to exhibitors despite logistical challenges.

The programme clearly delivered meaningful business engagement rather than passive networking.

Standout Commercial Success Stories

Feedback demonstrates that the Buy Local Summit created real commercial opportunities across multiple sectors.

Company	Sector	Reported Outcome
Luxity Fine Jewellery	Luxury Retail / Jewellery	Confirmed a concluded deal valued between R10,000–R50,000 and continues pursuing additional opportunities.
Miracle Comfrey	Health & Wellness	Secured business and remains in active follow-up discussions, highlighting the value of regional (SADC) buyers.
Nkosi Ceramics	Homeware / Ceramics	Confirmed a completed commercial deal following buyer engagements.
Mmupi and Clay	Home Décor / Craft Manufacturing	Reported active negotiations and positive commercial progress.
Revelea Jewellery	Jewellery Manufacturing	Confirmed new business opportunities and ongoing buyer engagement.
Eggsellent by Lebo	Food Production	Confirmed a successful deal resulting directly from participation.
Butter & Grace®	Food & Beverage	Submitted quotations and advanced procurement discussions with buyers.
Ayeri	Consumer Products	Progressed to quotation stage following facilitated buyer meetings.

Additional exhibitors demonstrating strong commercial traction included Freshmo Brands, HT Herbals, Makoya Adhesive, Cook'd Pty Ltd, Cecefab Furniture, PSD Scent Perfumes, Memuka Plastic Mats, Aqua Clean, Embrac'n Touch Wellness & Spa and Imsyser Health & Beauty.

Best Performing Industry Sectors

The strongest commercial outcomes were achieved within:

Health, Beauty & Wellness

- Strong retailer and distributor demand for skincare, wellness and personal care products.

Food & Beverage Manufacturing

- High engagement from retail and hospitality procurement teams.

Homeware, Décor & Furniture

- Locally manufactured products generated excellent buyer interest.

Jewellery & Premium Lifestyle

- Premium South African brands demonstrated significant retail and export potential.

Manufacturing & Industrial Products

- Industrial suppliers established valuable procurement relationships.

These sectors consistently generated the highest levels of buyer engagement and commercial activity.

Characteristics of High-Performing Exhibitors

Businesses that secured the best outcomes typically demonstrated:

- Retail-ready packaging.
- Professional branding.
- Decision-makers onsite.
- Transparent pricing.
- Product samples.
- Production scalability.
- Proactive buyer engagement.
- Effective follow-up.

Overall Observation

The strongest outcomes were generated by businesses operating in:

- Consumer goods
- Health & wellness
- Food manufacturing
- Homeware & décor
- Manufacturing
- Premium lifestyle products

The programme also demonstrated that exhibitors with established production capacity, professional presentation and proactive sales engagement achieved significantly stronger commercial results.

Most importantly, the buyer feedback confirms that the sourcing strategy was highly effective, with 96% of responding buyers finding relevant suppliers and a substantial proportion already progressing toward procurement decisions.

Conclusion

The Proudly South African Buy Local Summit 2026 Buyer Sourcing and B2B Matchmaking Programme successfully delivered on its objective of connecting high-quality buyers with South African suppliers and manufacturers.

The curated buyer programme proved to be one of the event's strongest value drivers, generating meaningful business conversations, confirmed transactions and a substantial pipeline of future procurement opportunities.

The overwhelmingly positive buyer feedback validates the effectiveness of this programme's sourcing methodology and demonstrates that investing in strategic buyer recruitment significantly enhances exhibitor return on investment.

1. Other Localisation Collaborations

Absa Group

ACTOM

Adcock Ingram

Adreach

AfriAlly

Agora SA

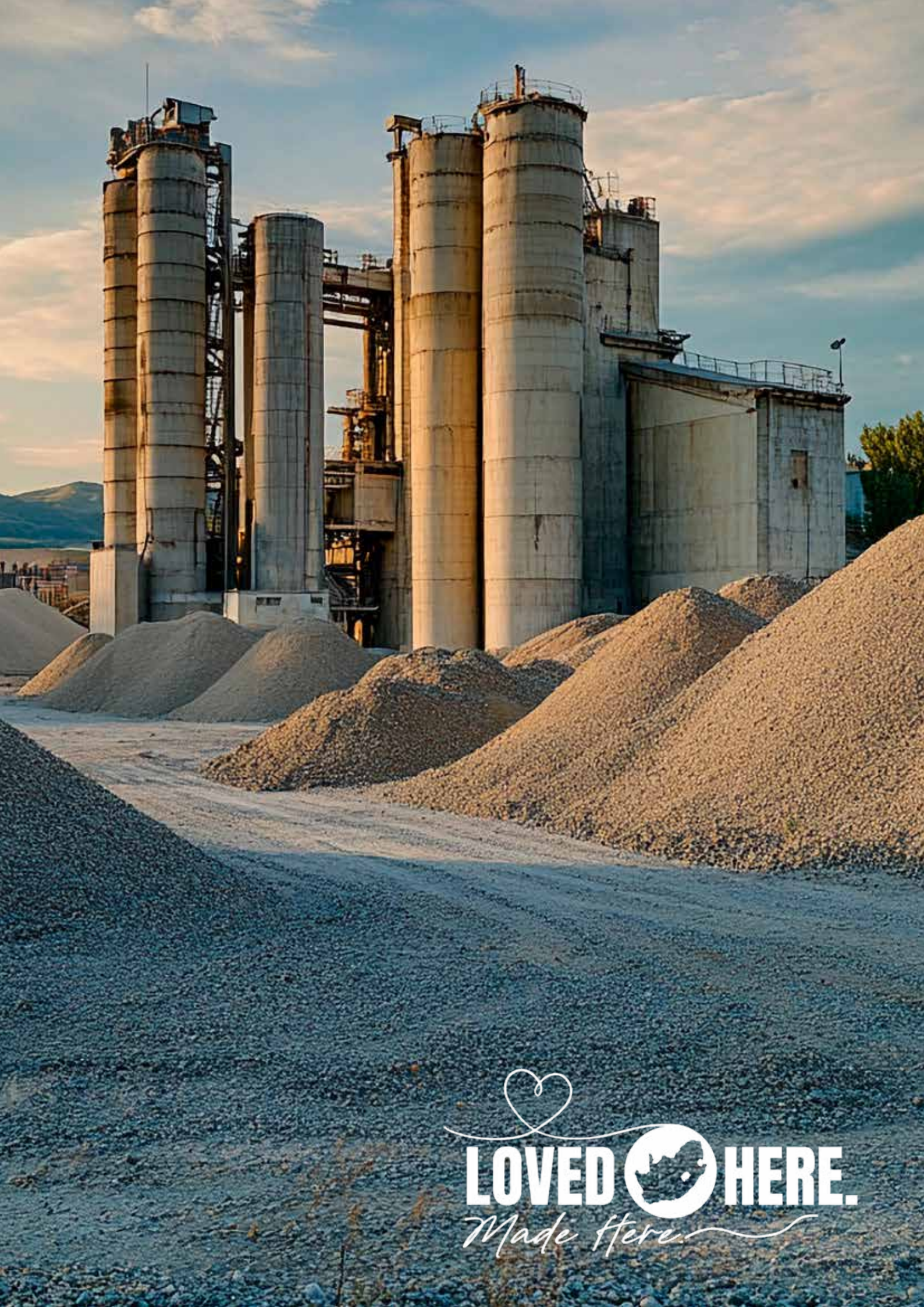
Aions Ventures with their Usko programme

Airports Company South Africa
 Allan and Gill Gray Philanthropies
 Aluminium Federation of South Africa (AFSA)
 Amazon South Africa
 Annual Local Timber Summit
 Apparel and Textile Association of South Africa
 Apparel Manufacturers of SA
 Aranda Textile Mills
 Arena Holdings
 Automotive Industry Development Centre
 Automotive Industry Transformation Fund (AITF)
 AVI Expo (poultry)
 Avis
 B BBEE Commission
 B20: Consumer Policy Collaboration for the G20
 Balancell
 Banking Association of SA
 BankSETA
 Beer SA
 Beier Group
 Black Business Council
 BobGo
 Brand SA & Canadian Food Innovation Network
 Brand South Africa
 Brownsense
 BUSA at Nedlac's Trade and Investment Council
 BUSA Localisation Committee
 Business Leadership of South Africa
 Buy Malawi
 Buy Zimbabwe
 Cement SA
 Centre for Development and Enterprise
 City of Cape Town Localisation Programmes
 City of Joburg
 Clicks Group
 Clothing Industry Bargaining Council
 Coca Cola Beverages South Africa
 COEGA Development Corporation
 Coleus Packaging
 Companies and Intellectual Property Commission with BizPortal
 Competition Commission
 Conscious Companies
 Constitution Hill beneficiaries and suppliers
 Consumer Goods Council of SA's Illicit and Counterfeit Campaign
 Consumer Protection Forum
 Cosatu
 Council for Scientific and Industrial Research
 Darkies in Tech
 Department of Economic Development: Gauteng Office of Consumer Affairs
 Department of Forestry, Fisheries and Environment
 Department of Small Business Development Market Access Support Programme
 Department of Small Business Development Spaza Shops Programme
 Department of Small Business Development's North West Expansion Workshop
 Department of Small Business Development's Sedfa and all their beneficiaries
 Discovery Health
 Drinks Federation of SA
 Dube TradePort
 Durban Government (SMME programme)
 East London IDZ
 Engage Africa and Catalyze
 eThekweni Metro Municipality for Economic Development

eThekweni Metropolitan Municipality
 EY
 Family Tree Holdings
 Finance and Economic Development MEC roundtable: Gauteng Economic Development Plan
 FNB
 Food Lovers Market
 Franchise Association of South Africa (FASA)
 Fresh Produce Association
 Garden Route Entrepreneurship Week
 Gauteng Department of Economic Development
 Gauteng Department of Economic Development and the Gauteng Enterprise Propellor's Funding Symposium
 Gauteng Department of Economic Development at Constitution Hill
 Gauteng Department of Economic Development Medical Devices and Pharma Industry Stakeholder Roundtable
 Gauteng Growth and Development Agency
 Gauteng Tourism Authority
 Gautrain
 Government Communication and Information System (GCIS)
 GS1 (Consumer Goods Council of SA)
 Haleon South Africa
 Harambee Youth Employment Accelerator
 Hello Group
 Hillside Aluminium (Pty) Limited/South32
 Hisense South Africa
 Hope Market
 IDC Clothing Textile and Footwear Desk
 IDC's SEZ head
 IDF Capital Fund (Busa Township Economy Fund)
 Illicit trading as spearheaded by the dtic, ITAC and Nedlac
 Illicit trading in Clothing Textile Footwear and Leather (industry initiative)
 Illovo Sugar South Africa
 Import and Export Control
 Informal Economy Development Programme
 International Trade Administration Commission (ITAC)
 Invest South Africa
 IP Justice
 iSanti Glass
 Isuzu Motors South Africa
 Italian Business Chamber
 Ithala Bank
 Kasi Konnect
 Lactalis South Africa
 Land Bank
 Lesco Group
 Local Government Sector Education and Training (LGSETA)
 Localisation Support Fund
 Macsteel
 Massmart
 Medical Device Manufacturers of South Africa
 Medical Research Council
 Mining Equipment Manufacturers of SA
 Mosselbay Municipality's office of the Mayor
 Mpumalanga Economic Growth Agency
 MSM (Macadamia Nut) Marketplace
 MultiChoice
 Naspers
 National Association of Automobile Manufacturers of South Africa (NAAMSA)
 National Association of Automotive Component and Allied Manufacturers (NAACAM)
 National Black Business Caucus
 National Consumer Commission

National Empowerment Fund (NEF) with the Spaza Shop Programme and the Transformation Fund
 National Heritage Council
 National Lotteries Commission
 National Presidential SMME and Co operative Awards
 National Treasury SMC Forums (National Departments, State owned Enterprises and Provincial Treasuries)
 National Treasury with the Central Supplier Database
 National Youth Development Agency
 Nedlac
 Nestlé South Africa
 Next Door
 NjiaPay
 OBC Group
 Old Mutual
 OLUMS
 OR Tambo International Airport SEZ
 PG Bison
 PPC
 Presidency and vendors in its precinct
 Primedia
 Property Point
 Proudly Swedish
 Public Procurement Reference Group to develop Preferential Procurement Regulations
 Quality Council of India
 Restaurant Association
 Richards Bay Industrial Development Zone
 SA Canegrowers Association: Home Sweet Home Campaign
 SA Corp Reg and NYDA (youth employment in the townships)
 SA Food Alliance
 SA Health Products Association
 SA Medical Research Council
 SA Tyre Manufacturers Conference
 SACTWU's Special National Extended Secretariat
 Saldanha Freeport
 Santam
 SAPPI
 SARS Alcohol forum
 SARS Clothing and Textile forum
 SARS Downstream steel forum
 SARS Furniture forum
 SARS Plastic forum
 SARS Sugar forum
 SARS Tyre forum
 Sasol
 SEDFA (Small Enterprise Development and Finance Agency)
 Shesha 3.2.1
 Shoprite
 Sibikwa Arts Centre
 Sleep Group
 South African Breweries
 South African Diamond & Precious Metals Regulator
 South African Education and Training Authority (SASSETA)
 South African Electrotechnical Export Council
 South African Furniture Initiative
 South African International E Commerce Association
 South African Music Rights Organisation
 South African Standards Bureau Roundtable Discussions
 South Coast Tourism
 Southern Africa Vehicle Rental and Leasing Association (SAVRALA)
 Southern African Energy Efficiency Confederation
 Southern Sun

Southern Sun's HCI (Hosken Consolidated Investments) Club
 Start up Club ZA
 State owned Enterprise Procurement Forum
 SunPharma
 Takealot Group
 Takealot Group's Local Marketplace Programme
 Taverners Association
 Telkom Limited SOC
 Tetra Pak, South Africa
 TFG
 The African Growth and Opportunity Act (AGOA) Forum
 The Digital Warehouse
 the dtic agro processing desk, AgriAcademy and NAMC's market access programme
 the dtic's Black Industrialist Scheme
 the dtic's eCommerce regulator
 the dtic's export desk
 the dtic's festive season campaign
 the dtic's Furniture Design Competition
 the dtic's Localisation through Procurement Cross Cutting Sectorial Intervention Task Team
 the dtic's national export desk activities
 the dtic's national export symposium
 The JSE Limited
 The Menu Portal
 The SABC
 The Sleep Group
 The Standard Bank Group
 The Standard Bank Business and Commercial Banking
 TIPS Masterplan Committee
 Tourism Business Council of Southern Africa (TBCSA)
 Toyota South Africa
 Trade & Investment KwaZulu Natal (TIKZN)
 Tshwane Auto SEZ
 UCanGrow
 Ulwazi Resource Consulting
 Unilever South Africa
 VW Group South Africa
 Wakanda Food Accelerator Programme
 WeConnect International
 Wholesale and Retail Sector Education and Training Authority
 Wine Transformation Unit (WITU)
 Youth owned Business Awards
 Zensar South Africa



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STRATEGY, STAKEHOLDER RELATIONS AND LEGAL

PUBLIC SECTOR



Proudly SA is mandated to–

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

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

Proudly SA's Tender Monitoring Function

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

In 2025/2026, the Proudly SA tender monitoring function picked up 1,200 tenders related to the 28 products previously designated for local content

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

the dtic categorises bids received as per the following:

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

Tenders which fall within the designated sectors as analysed by the dtic IPU for 2025/2026				
	Quarter 1 (2025/26)	Quarter 2 (2025/26)	Quarter 3 (2025/26)	Quarter 4 (2025/26)
Not compliant with previous local content thresholds	77(93%)	138(80%)	40(65%)	67(84%)
Compliant with previous local content thresholds	2(3%)	28(16%)	20(33%)	11(14%)
Partially compliant with previous local content thresholds	4(4%)	7(4%)	1(2%)	2(2%)
TOTAL	83	173	61	80

2. Integration with the CSD

To ease the process for those members of Proudly SA not yet enlisted on National Treasury's Central Supplier Database to enlist by virtue of their memberships (and depending on whether they comply with NT's requirements), Proudly SA undertook an integration process with the CSD Development work for both organisations have been completed Proudly SA's members will be able to be enlisted on the CSD via this initiative from Quarter 1 of 2026/2027

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

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

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

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

Under the auspices of the dtic, National Treasury invited Proudly SA to contribute to the drafting of the Preferential Procurement Regulations as required in the Public Procurement Act of 2024

The following contributions have been made and (where indicated) have been provisionally accepted for submission to National Treasury:

Background to Proudly SA's submission

Proudly SA's core mandate is to promote the procurement of locally made products and services rendered locally (utilising locally made products as much as possible) across all industries to all spheres of society (including the private sector as well as consumers); but in this instance, the State including government departments on all levels, public entities and state-owned enterprises

Proudly SA is also the custodian of a membership base which consists solely of companies adhering to its four key compliance criteria, namely, a sufficient level of local content, proof of adherence to quality as determined by the relevant regulatory bodies, implementation of safe environmental standards and fair labour practices. These Proudly SA members are eligible to utilise the trade marked Proudly SA member logo on its marketing and corporate collateral as well as on suitable products, the companies may also benefit from Proudly SA's value proposition focused on access to market opportunities, and make up the Proudly SA database of high quality, locally made products and services

It is Proudly SA's intention for the Procurement Regulations to explicitly state the importance of all Government entities to favour the procurement of locally made goods and services rendered locally. Proudly SA's main focus will therefore be on Section 20: "Designation of sectors for local production and content"

With this background, Proudly SA hereby submitted its initial inputs for the Preferential Procurement Regulations, as follows:

Name of the Institution / Stakeholder	Name of Representative in Reference Group	Date of Submission
Proudly South African	Eustace Mashimbye, and Jeannine van Straaten	With prior permission: 15 January 2025

Section under the PPA	Section 16(3) of the PPA
Specific Provision	If procurement in accordance with section 17, 18 or 19 is not possible, the procuring institution must record and report the reasons to the Public Procurement Office and the relevant treasury in the prescribed manner
Rationale /Basis of Proposal: To ensure the fluid implementation of the Act/Regulations and its integrity be upheld, consequences for non-compliance must also be addressed	
Proposal: It is recommended that the Public Procurement Officer works closely with the Office of the Auditor General of South Africa to ensure that the Act/Regulations including preferential procurement of locally made products is implemented accordingly. Should any party be found guilty of non-compliance, immediate action should be taken against the party, whether criminal or other, and that such culprit be held liable in their personal capacity (as per the latest amendments to the Public Audit Act). A whistle blower telephone line/email address may be used to report non-complying parties anonymously. Transgressors and transgressing entities as well as their transgressions must be publicised so to make an example of non-compliance of the Act/Regulations.	
Decision: Submission has been considered and included	

Section under the PPA	Section 20(8) of the PPA
Specific Provision	A procuring institution must, in addition to the measures stipulated in subsection (1) to (7), evaluate the bid in terms of the prescribed criteria
Rationale /Basis of Proposal: Even though it is understood that "prescribed criteria" in this instance refers to "category of persons" or suppliers as iterated in Sections 17-19, it is of the utmost importance that the Act creates a transparent procurement system that is developed first and foremost to promote goods manufactured in the country without discarding other preferential factors including categories of person, business and sectors. More specifically, the Act should ensure that local manufacturers and local content are at the heart of every procurement decision made by the public sector.	

Proposal: 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 (agreement signed on 31 October 2011 by representatives of labour, government, communities and business to promote local procurement in the country in support of the New Growth Path) and as contained in the Economic Reconstruction and Recovery Plan in the Regulations: namely and in addition to, The public sector to commit to actively expanding the list of (national) products by at least five products per annum. It is also recommended that the previously designated products be reconsidered rather than be discarded as a great amount of resources have been allocated for this project in the past. The combination of the reconsidered and new list of items must be in consultation with all social partners, but specifically relevant industry and association bodies, membership organisations, and regulatory bodies that are familiar with particular industries/sectors. This list of organisations must be published in a centralised point so to create awareness of industry professionals. It is also requested that designations be revised every five years rather than every year, given the amount of work and resources that goes into this activity. The public sector to commit to significantly expand the value of goods and services it procures from South African producers, over and above national pre-determined items/designated items by developing and implementing a self-designation policy or the inclusion of local content provisions with a minimum threshold whether it be per industry or sector or item for each level of government of local products specific to firstly, metro or municipality (including entities reporting to these structures) availability, secondly, regional/provincial (including entities reporting to this level of government) availability, and thirdly, consideration of other provinces (including entities reporting to this level of government) before seeking procurement opportunities outside the borders of the Republic. Such policies must be developed in consultation with social partners and industry, ratified and published to show transparency and accountability by the procurement officers. Should procurement officers seek to procure abroad, reasons for their decisions must also be published. Proudly SA also recommends that bids and results of the bids continue to be published by each public entity, failing which the procurement officer should be investigated and charged with non-compliance if found guilty (of not only non-compliance with the Act/Regulations, but not publishing the required information). Centralised purchasing of all previously (national) designated items and new items through local technology/online system or portal. Proudly SA is of the view that a central point will advance local procurement to ensure aggregated	
Decision: Submission is noted Rationale: Proposal is noted; however, the inputs provided here may be submitted when the proposed designations are gazetted; alternatively (or even simultaneously) the dtic may be directly engaged on these matters. Reference in section 20(8) to "prescribed criteria" refers to the evaluation criteria that will be prescribed in regulations under section 24(1)(d).	

Proposal is noted; however, the inputs provided here may be submitted when the proposed designations are gazetted; alternatively (or even simultaneously) the dtic may be directly engaged on these matters Reference in section 20(8) to “prescribed criteria” refers to the evaluation criteria that will be prescribed in regulations under section 24(1)(d)	
Section under the PPA	Section 21 of the PPA
Specific Provision	A procuring institution may, in accordance with prescribed conditions, provide for measures to advance sustainable development in procurement
Rationale /Basis of Proposal: In order to advance sustainable development in procurement, the following is suggested:	
Proposal: Proudly SA recommends that: a full list of qualifying local manufacturers be made available in each bid as well as in a centralised point (online) This list may also be updated regularly and published alongside the product specifications as detailed above Proudly SA would like to re iterate the importance of considering local manufacturers for its bids; hence, the importance of including local manufacturers in developing general product specifications, and an accessible list of qualifying local manufacturers alongside specifications to ensure the involvement of industry (with a view to industrialise) Suppliers may work with manufacturers in a mentoring/JV system when bidding to advance transformation in the country and promote industrialisation Industry bodies and associations, member organisations as well as beneficiaries of Local Manufacturers’ enterprise and supplier development programmes may also be considered. These organisations should be published in a centralised point	
Decision: Submission has been considered and included	
Section under the PPA	Section 22 of the PPA
Specific Provision	When procuring, a procuring institution may, in accordance with prescribed conditions, provide for measures to advance the creation of jobs, intensification of labour absorption, beneficiation, innovation and the development of small enterprises within a particular geographical area
Rationale /Basis of Proposal: In order to advance the creation of jobs, intensification of labour absorption, beneficiation, innovation and the development of small enterprises within a particular geographical area:	
Proposal: Proudly SA recommends that: a full list of qualifying local manufacturers (including the companies’ province/municipality/city/suburb/village/dorpiess) be made available in each bid as well as in a centralised point (online). This list may also be updated regularly and published alongside the product specifications as detailed above	

Proudly SA would like to re iterate the importance of considering local manufacturers for its bids; hence, the importance of including local manufacturers in developing general product specifications, and an accessible list of qualifying local manufacturers alongside specifications to ensure the involvement of industry (with a view to industrialise) Suppliers may work with manufacturers in a mentoring/JV system when bidding to advance transformation in the country and promote industrialisation Industry bodies and associations, member organisations as well as beneficiaries of Local Manufacturers' enterprise and supplier development programmes may also be considered. These organisations should be published in a centralised point	
Decision: Submission has been considered and included	
Section under the PPA	Section 23(1) of the PPA
Specific Provision	A procuring institution may, as prescribed, provide for measures for preference as a condition of contract that the supplier must achieve at the end of the contract
Rationale / Basis of Proposal: Procuring entities' own additions to its policies must be in line with Government Departments' localisation programmes (such as the sectoral masterplans)	
Proposal: The public sector to commit to significantly expand the value of goods and services it procures from South African producers, over and above national pre-determined items/designated items by developing and implementing a self-designation policy or the inclusion of local content provisions with a minimum threshold whether it be per industry or sector or item for each level of government of local products specific to firstly, metro or municipality (including entities reporting to these structures) availability, secondly, regional/provincial (including entities reporting to this level of government) availability, and thirdly, consideration of other provinces (including entities reporting to this level of government) before seeking procurement opportunities outside the borders of the Republic Such policies must be developed in consultation with social partners and industry, ratified and published to show transparency and accountability by the procurement officers Should procurement officers seek to procure abroad, reasons for their decisions must also be published Proudly SA also recommends that bids and results of the bids continue to be published by each public entity, failing which the procurement officer should be investigated and charged with non-compliance if found guilty (of not only non-compliance with the Act/Regulations, but not publishing the required information)	
Decision: Submission has been considered and included	

5. State owned Enterprises Procurement Forum (SOEPF)

Proudly SA continued to support the localisation initiatives of this forum.

5

Corporate Governance

- 01 Legislative and Governance Framework
- 02 Relationship with the dtic

01

LEGISLATIVE & GOVERNANCE FRAMEWORK

Operating in a dynamic, high-velocity corporate environment requires continuous agility and proactive leadership. Aligning with the IoDSA's King V governance principles, boards are urged to look beyond traditional risk management toward proactive, tech-enabled strategic foresight. Responding effectively to modern market shifts demands fully prepared directors equipped for swift, visionary decision-making. Essential to this future governance framework is the board's ability to move beyond passive data gathering by responsibly harnessing artificial intelligence (AI)—turning complex data streams into immediate, strategic insights while maintaining explicit accountability for AI-driven outcomes.

In direct alignment with these evolving best practices, and as we await the revised King Codes, the Board of Directors of Proudly South African has taken significant, proactive measures to modernise and strengthen its governance architecture. Chief among these milestones this year is the Board's formal adoption of a brand-new, modern Memorandum of Incorporation (MOI) and Board Charter. This critical update ensures our founding and governing documents are robustly fit-for-purpose, reinforcing our commitment to ethical leadership, agility, and regulatory compliance.

Through this pivotal transition, the Board continues to demonstrate exceptional resilience, embracing change and skilfully navigating macroeconomic challenges with a steadfast commitment to exemplary governance.

Proudly South African: Legislative and Governance Framework

Proudly South African operates within a robust legislative and governance framework that ensures transparency, accountability, and the responsible stewardship of public resources. This framework voluntarily transcends standard statutory compliance, reflecting a deep-seated commitment to governance best practices.

Core Legislative Pillars

- Companies Act No. 71 of 2008: Serves as the primary legal foundation for Proudly South African's corporate structure, defining the fiduciary duties of directors and ensuring compliance with essential corporate practices.
- Memorandum of Incorporation (MOI): Our newly adopted, modernised MOI clearly outlines Proudly South African's purpose, objectives, and operational boundaries, acting as a constitution for all organisational activities.
- Board Charter: Newly adopted alongside the MOI, the Charter clarifies the division of responsibilities between the Board and executive management, steering the Board's strategic oversight.
- Shareholder Compact: An annual agreement defining the rights and responsibilities of Proudly South African and its stakeholders, fostering close cooperation toward shared national goals.

Public Finance Management Considerations

Public Finance Management Act (PFMA) No. 1 of 1999 & National Treasury Regulations: Although Proudly South African is not a PFMA-listed entity, the Board sought external legal counsel regarding its applicability.

Legal Council Recommendation: The legal opinion confirmed that while Proudly SA is not formally listed under the PFMA, subscribing and complying with the spirit, purpose, and object of the Act aligns with exemplary corporate governance. Guided by these values of sound financial management, transparency, and accountability, Proudly SA is actively migrating toward full compliance with PFMA requirements applicable to public entities.

Adherence to Key Frameworks & Oversight

- King IV Report on Corporate Governance: Proudly South African strictly adheres to the principles of the King IV Code, demonstrating an unwavering commitment to ethical leadership, sustainable value creation, effective risk controls, and positive stakeholder relations.
- Public Audit Act No. 25 of 2004: As Proudly South African receives funding from the National Revenue Fund, this Act empowers the Auditor-General to conduct independent audits of our finances, securing strict public accountability.

The Proudly South African Board: Stewards of the Campaign's Mission

The Board of Directors serves as the strategic guiding force for Proudly South African, steering the campaign with integrity, sound commercial judgment, and collaborative leadership.

Key Governance Responsibilities

- **Setting Strategic Direction:** Establishing core values, defining corporate purpose, and charting long-term strategic goals within the constraints and opportunities of our legal framework.
- **Financial Oversight:** Developing and approving the annual budget to execute the approved strategy, alongside ongoing monitoring of Management's implementation of business plans.
- **Delegation and Accountability:** Safeguarding resources by delegating clear operational authority to Management via a periodically reviewed, written Schedule of Delegated Authorities, while actively monitoring its execution.

Committee Structure & Operating Principles

To ensure deep focus on key oversight areas, the Board utilizes a structured committee system.

Core Committee Guidelines:

- **No Executive Authority:** Committees generally lack executive power; they deliberate on specialised matters and present formal recommendations to the full Board for final decision.
- **Standardised Procedures:** Committees adhere to the same rules of conduct and procedures as the Board.
- **Composition Limits:** Non-executive directors may serve on a maximum of three committees. Each committee is restricted to a maximum of four non-executive Board members, appointed based on matching skills and expertise.
- **Independent Support:** Committees are empowered to seek independent professional advice at the campaign's expense and may invite external, non-voting specialists to assist.

Proudly South African and the dtic: A Strategic Partnership

The Department of Trade, Industry and Competition (the dtic) is our primary strategic partner. Our collaborative relationship is formalised through a three-year Memorandum of Understanding (MOU) that aligns Proudly South African's campaign objectives with the national economic agenda.

Alignment of Visions

Both entities collaborate to foster a globally competitive South African economy characterised by:

- Inclusive economic growth and industrial development.
- Decent employment creation and social equity.
- Broad-based participation in the domestic economy.
- Expanded investment and export opportunities.

Key MOU Deliverables & Oversight Roles

- **Campaign & Database Development:** Promoting local procurement via national awareness campaigns, driving the adoption of country-of-origin labelling, and maintaining a comprehensive database of verified South African-produced goods and services.
- **Compliance & Performance Monitoring:** the dtic monitors compliance with the Companies Act and voluntary PFMA alignment, reviews and provides feedback on the Annual Performance Plan (APP) and conducts monthly reviews of management accounts and quarterly progress reports.
- **Strategic Governance Support:** Assisting with timely Board appointments, reviewing the Annual Report prior to its submission to the Minister, and maintaining open lines of communication for budgeting and crisis mitigation.

Board Committee Composition: 2025/2026

The Board maintains a majority of independent Non-Executive Directors to ensure unbiased oversight. The Chief Executive Officer (CEO) and Chief Financial Officer (CFO) serve as the only Executive Directors.

1. Audit and Risk Committee

Oversight of financial controls, risk identification, IT governance, internal/external audit performance, and reporting integrity.

Name	Role / Designation
Mr. Michael Lawrence	Chairperson (Non-Executive Director)
Mr. Howard Gabriels	Chairman of the Board (By Special Invitation)
Dr. Tebogo Makube	Member (Non-Executive Director)
Ms. Caroline Rakgotsoka	Member (Non-Executive Director)
Dr. Hamilton Ntsinde	Member (Non-Executive Director)
Mr. Eustace Mashimbye	CEO (Executive Director)
Mr. Mphume Lale	CFO (Executive Director)
MMM Advisory Services	Internal Audit Representatives
CA RA Mpako Incorporated	External Auditors
Auditor-General of South Africa	Permanent Invitee

2. Finance and Procurement Committee

Strategic oversight of financial planning, fiscal discipline, and fair, equitable procurement strategies that satisfy legislative and BBBEE requirements.

Name	Role / Designation
Ms. Jodi Scholtz	Chairperson (Non-Executive Director)
Mr. Masonwabe Sokoyi	Member (Non-Executive Director)
Mr. Renai Moothilal	Member (Non-Executive Director)
Ms. Karen Coetzee	Member (Non-Executive Director)
Mr. Eustace Mashimbye	CEO (Executive Director)
Mr. Mphume Lale	CFO (Executive Director)

4. HR and Remunerations Committee

Strategic oversight of human capital, performance management, executive compensation, and CEO succession planning.

Name	Role / Designation
Mr. Sipho Ndebele	Chairperson (Non-Executive Director)
Ms. Caroline Rakgotsoka	Member (Non-Executive Director)
Mr. Lawrence Bale	Member (Non-Executive Director)
Mr. Renai Moothilal	Member (Non-Executive Director)
Ms. Karen Coetzee	Member (Non-Executive Director)
Mr. Eustace Mashimbye	CEO (Executive Director)
Mr. Mphume Lale	CFO (Executive Director)
Mr. Veresh Ramkalawan	By Invitation

5. Social and Ethics Committee

Monitoring the campaign's adherence to social and ethical principles, including BBBEE compliance, Employment Equity, POPIA, and good corporate citizenship.

Name	Role / Designation
Mr. Masonwabe Sokoyi	Chairperson (Non-Executive Director)
Mr. Ndwahkhulu Lawrence Bale	Member (Non-Executive Director)
Ms. Karen Coetzee	Member (Non-Executive Director)
Ms. Zoleka Lisa	Member (Non-Executive Director)
Mr. Sipho Ndebele	Member (Non-Executive Director)
Mr. Eustace Mashimbye	CEO (Executive Director)
Mr. Mphume Lale	CFO (Executive Director)
Ms. Jeannine van Straaten	Permanent Invitee
Mr. Veresh Ramkalawan	Permanent Invitee

Conclusion

Ultimately, the Proudly South African Board and its specialised committees remain dedicated to executing rigorous oversight, maintaining operational transparency, and championing ethical practices to fulfil our national mandate: driving local procurement, enabling industrial growth, and generating sustainable employment across South Africa.



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6

PERFORMANCE INFORMATION

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For 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.	Above the line – Buy Local/ Buy SA Activism Campaign reaching at least 20 million consumers;	More than 20 million consumers reached during 2025/26 through: Festive Season campaign digital marketing, Imgidi season, Back to School & Cabbage Janu-worry Challenge, BLSE as well as Digital advertising media presence and mall advertising	-
	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	PR & Below the Line Activities reaching at least 30 million consumers	More than 1.1 billion consumers via traditional platforms with 14.3 million consumers reached through social media, mainstream media interviews and below the line consumer education activities	-
National Consumer Education campaigns through Consumer Activations (Education Through Edutainment)		At least 6 consumer activations hosted annually	Hosted and participated in 8 consumer activations during the year: Cradlestone Mall Activation DSTV Delicious Festival Local Wine Expo Thusanang Primary School Activation Walk with Maxeke Fun Run Proudly SA x Engen Grasmere Festive Campaign Activation Valentines Day Activation January Activation SONA	+2

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
	Youth and/or Community based targeted consumer education engagements, with radio stations of Tertiary Institutions and/or other youth targeted commercial and community radio stations (programmes)	12x Campus / Community and/or Youth targeted Radio interviews/ competitions or advertising campaigns per annum (3 per quarter)	19 Engagement undertaken with the following radio stations – Radio 919: 28 May YFM: 25 June LM Radio: 26 June Jozi FM – 3 July YFM – 31 July Mix FM – 1 Aug Alfred Nzo FM Bay FM Khanya FM Tikalani FM UCR Vukani FM Tru FM Alfred Nzo UCR Bay FM Vikani FM Tikalani FM Khanya FM	+7
	Consumer education programmes targeting basic education learners	At least two consumer education programme targeting basic education learners	Hosted 2 consumer education programmes targeting basic education learners during the year VUT Student Entrepreneur Workshop School activation at Thusanang Primary School	-
	Consumer education programmes targeting tertiary education learners	At least one national consumer education programme targeting tertiary education learners	Hosted 2 consumer education programmes targeting tertiary education learners during the year UJ CTFL Workshop LFP Masterclass Fedisa	+1

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
		Presentations in at least 4 universities or business schools per annum	Presentation made to 3 universities/ business schools – VUT Student Entrepreneur Workshop UJ CTFL Workshop LFP Masterclass Fedisa	-1
	Proudly SA Events/Exhibitions/Expo's/Villages at third party trade expos	Participation in at least 8 major trade fairs / expos per annum	Participated in 9 major trade fairs/expo: AVI Africa, Rand Easter Show Cannabis Expo Manufacturing Indaba Decorex South African Exports Symposium & Expo Meetings Africa Agora SA Investment Conference	+1
	Sector specific expo and/or activations showcasing Proudly SA products and in support of a labour-intensive industry	Sector specific expo. activity showcasing at least two industries/products (Agro-processing – Wines and CTFL or Automotive)	Proudly SA hosted to cook off media activation that focused on the food industry Showcase of local wine at Local Wines Expo – agro processing Local Fashion Police finale – Alumni time travel activation programme in support of the CTFL industry African Women in Agribusiness (AWAB) South Africa - Network Launch	+2
	Proudly SA participation in 3rd party markets for consumer education purposes	Participation in at least 8 consumer markets per annum	Participated at 6 consumer markets: South Gate Market Victoria Yards Township Economy Summit & Market Victoria Yards Eyethu Market Moltiva Wine Fest	-2
	Increased awareness of the buy-local message and/or campaign during Heritage month	Roll out of at least 1 Heritage month consumer targeted activity per annum	Participation at DSTV Delicious Music and Food Festival	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
	Buy Local Summit – focusing on buying local (consumer education)	At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with consumer education focused activities	Buy Local Summit hosted on 16 to 17 March 2026	-
	Buy Local Expo – showcasing locally made products and services to consumers and procurement officials in both the public and the private sector	At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to consumers	Buy Local Expo hosed during on 16 to 17 March 2026	-
	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 footprint per annum	1x Presented to the Nedlac Community Policy School conference	-
	Labour (organised) targeted outreach programmes educating labour organisations' members on the importance of buying local	Reach members in at least three labour federations and/or major unions, per annum	-	-1
	Partnership with organisations rolling out massive consumer education programmes nationally	Partner with at least one major organisation to roll out consumer education programmes	-	-1 The institutions moved confirmed dates to a q3 date
	Development and introduction of a consumer targeted initiative (edutainment – Buy Local game to educate consumers on importance thereof)	Development of the Buy Local initiative (game) and the concept for the Buy Local consumer education game by the end of Year 1	Launch of Buy Local Game during quarter 4 Shesha game board launched at the Buy Local Summit & Expo	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
	Development and introduction of a national consumer targeted campaign aimed at mobilising the country to rally behind locally made products and services (Buy Local to educate consumers on importance thereof)	Introduction of a national consumer targeted campaign (Local Fridays) in the country to promote support for locally made products and services	-	-
	Utilise sports and sporting codes to grow the reach of the Buy Local message and call-to-action to consumers	Partner with or participate (including advertising) in at least one sporting code or association per annum	-	-1

1.2 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	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
Increase procurement of local products and services in the public sector through increased engagements and initiatives with the public sector	Public Sector Local Procurement initiatives Increase buy-in and support for local procurement by the public sector (all state organs) through: Partnership with SOEs, national, provincial, and local government structures on the education of procurement officials on the inclusion of local content provisions in their respective preferential procurement (SCM) policies) to increase local procurement within the public sector (Engagement with procurement practitioners in the public sector)	Participation in at least 1 platform per annum targeted at heads of procurement/finance in SOEs	Presentation made to 12 SOEPF meeting and Contributed to the public sector draft regulations for preferential procurement where SOE procurement heads/officials were present Participated in a workshop with National Treasury to discuss specifications for the RT59 and 64 tenders with national, provincial and local government entities,	+11

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
			SOEs as well as the private sector CIPC TIKZN ACSA Saldanha Freeport OR Tambo International Airport SEZ Richards Bay IDZ Tshwane SEZ South African Diamond & Precious Metals Regulator Presented at the dtic's national export symposium Saldanha Freeport OR Tambo International Airport SEZ	
		Participation in at least 1 platform targeted at heads of procurement/treasury in provincial government per annum	Participated in 7 platform targeted at heads of procurement/treasury in provincial government: Participated in a workshop with National Treasury to discuss specifications for the RT59 and 64 tenders with national, provincial and local government entities, SOEs as well as the private sector Presented to a special committee at Parliament represented by the provinces for economic development Gauteng Department of Economic Development eThekweni Department of Economic Development Gauteng Department of Economic Development/Gauteng Growth and Development Agency eThekweni Metro Municipality for Economic Development Department of Small Business Development's North- West Expansion Workshop	+6

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
		Participation in at least 1 platform targeted at heads of procurement/finance in national government per annum	Participated in 7 platform targeted at heads of procurement/ treasury in national government: Participated in a workshop with National Treasury to discuss specifications for the RT59 and 64 tenders with national, provincial and local government entities, SOEs as well as the private sector Presented to the special EXCO at the dtic from all the sector desks Presented to the dtic export desk on expanding the Proudly SA online store 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) Presented to SEDFA and their national beneficiaries The dtic's festive season campaign	+6
		Participation in at least 1 platform targeted at heads of procurement/finance at local government per annum	Participated in 2 platform targeted at heads of procurement/ treasury in local government: Participated in a workshop with National Treasury to discuss specifications for the RT59 and 64 tenders with national, provincial and local government entities, SOEs as well as the private sector Presented to the City of Johannesburg	+1
	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)	At least 1 200 tenders/RFPs for designated sectors/products identified through the tender monitoring system per annum	Total of 1 295 tenders tracked	+95

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

Key focus area: Advocacy to increase the uptake of local products by the private sector – ERRP
In support of the Industrialisation and Transformation DTIC Joint Indicators/Outputs

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For 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:			

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
	Presentations to apex business bodies, including Business Chambers, associations and/or industry events	Presentations to at least 3 apex business organisations, e.g. BUSA, BBC, BLSA and SACCI	Made presentations at 6 apex business organisations during the year: JSE BUSA B20 – presented at the Consumer Policy Collaboration for the G20 with all business APEX organisations in attendance BUSA at Nedlac's TIC G20/B20 Media Roundtable Presented a memorandum on illicit trading to the Nedlac ED	+3
		Presentations to at least 8 business chambers, associations and/or industry bodies per annum	Presented to 41 business chambers, associations and/or industry bodies - of the South African Poultry Association at the AVI Africa Expo Presented to the members of the South African Furniture Initiative at numerous furniture masterplan engagements Presented to the Medical Device Manufacturers of SA Association Presented to SA Music Rights Organisation Presented to the Localisation Support Fund Presented to Southern Sun's HCI Enterprise Club Presented to Hope Market (ED companies) Presented to the Clothing Industry Bargaining Council SA Canegrowers' Association Agora SA Banking Association of SA Engage Africa AfriAlly Allan and Gill Gray Philanthropies The Menu Portal South African International E-Commerce Association SA Tyre Manufacturers Conference Conference South African Furniture Initiative Localisation Support Fund Conscious Companies Ulwazi Resource Consulting SA Corp Reg Start-up Club ZA	+33

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
			Agora SA Brownsense Medical Device Manufacturers of SA Darkies in Tech The Menu Portal Drinks Federation of SA Next Door Spaza Shop programme GS1 (Consumer Goods Council of SA) Kasi Konnnect National Heritage Council Apparel and Textile Association of South Africa Presented to Sactwu's Special National Extended Secretariat (SNES) Localisation Support Fund Medical Device Manufacturers of SA NAACAM Gibela Business Incubator SA Poultry Association (egg division) eCommerce Forum South Africa	
	Participate in at least 8 industry stakeholder forums in support of localisation		Participated in 28 industry stakeholder forums: Presented to the poultry industry at the AVI Africa Expo Presented at a furniture masterplan engagement to industry Presented to the MedTech Industry Showcased the Proudly SA members in a Franchise Association of SA workshop Furniture Industry x2 Poultry Industry Alcohol Industry Downstream Steel Industry Furniture Industry Sugar and Beverages Industry Medical Devices Industry x2 SA Corp Reg and NYDA (youth employment in the townships) SA Food Alliance Next Door Spaza Shops The dtic agro-processing desk, AgriAcademy and NAMC market access programme	+20

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
			Beneficiaries of Constitution Hill events Sibikwa Arts Centre 7. OR Tambo International Airport SEZ's jewellery value chain Furniture Industry Alcohol Industry Downstream Steel Industry Downstream Steel Industry Medical Devices and Pharma Industry (GDED event) MedTech masterplan chain Cotton value Illicit Clothing Textile Footwear and Leather networks	
	Local Procurement Partnerships with large retailers and/or manufacturers	Partnerships with at least 4 major retailers / manufacturers	Partnerships concluded with 9 major retailers/manufacturers: Food Lovers Market Glodina Towelling Aranda Textiles Coleus Packaging Intercement SA Haleon Dunlop Belting Illovo Sugar SunPharma	+5
	Buy Local Summit – focusing on local procurement/ localisation (private sector) commitments	At least 1 Buy Local Summit to be held per annum (virtual or otherwise) with a private sector local procurement focus	Buy Local Summit hosted on 16 to 17 March 2026	-
	Buy Local Expo – showcasing locally made products and services to procurement officials in the private sector	At least 1 Buy Local Expo held per annum (virtual or otherwise) showcasing locally made products (and services) to buyers and SCM officials	Buy Local Expo hosted on 16 to 17 March 2026	-
	Sector Specific Workshops/Forum	1 x sector specific engagement per annum	7 sector specific workshop/forums were hosted – NAACAM Manufacturing Indaba DSBD/SEDFA Creative Sector Stakeholder Engagement Impact of Unfair and Illegal Trade Practices on Localisation and Industrialisation panel discussion	+6

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
			Unpacking the Impact of Offshore E-commerce Retailers on the Domestic Clothing and Textiles Industry panel discussion Celebrating Local heroes: Battle of the Brands panel discussion (FMCG) Creative industries presentation	
	Business Forums/ webinars with DTIC and other strategic partners	40 Business forums and/or webinars per annum, targeted at the private sector	52 Business Forums/ webinars were hosted during the year	+12
	Proudly SA Events/Exhibitions/Expo's/Villages at trade expos	Participation in at least 8 major trade fairs / expos per annum	Participated in 9 major trade fairs/expos: AVI Africa Cannibis Expo Rand Show Decorex Manufacturing Indaba South African Exports Symposium & Expo Meetings Africa Agora SA Investment Conference	+1
	Sector specific expo showcasing Proudly SA products from at least one industry/sector	Sector specific expos showcasing at least two industries/products (Agro-processing – Wines and CTFL or automotive)	Show case of CTFL to Local Fashion Police Alumni time travel exhibition, African Women in Agribusiness (AWAB) South Africa - Network Launch and show case of local wines at Local Wine Expo	-
	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 utilisation of MAP (Market Access Platform) for this purpose	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	Market Access Platform was launched on 1 July 2025 with 1,800 members and 200 buyers listed Now, there are over 2,100 members listed with over 230 buyers Proudly SA is also participating in the following Market Access activities: South African International Commerce Association AfriAl-ly programme SA Corp Reg Exports assistance for members with the dtic's export desk Takealot Gauteng Department of Economic Development at Constitution Hill	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
			Aions Ventures with their Usko programme The Department of Small Business Development with sedfa Working with the National Lotteries Commission Presidency (managing vendors selling on its premises)	
	Increase access to market opportunity for locally made products in the informal sector (market)	Incorporation of localization in at least one informal sector programme	Proudly SA is working with Takealot, IDF Capital Fund (Busa Township Economy Fund), and the Department of Small Business Development to support their programmes Working with the Department of Small Business Development on their Spaza Shop Programme Working with SA Corp Reg and NYDA on employment for youth in the townships using Proudly SA members' services in the townships Working on Next Door Spaza Shop programme to include our members' products on shelves in the townships	+3
	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	Secure new localisation commitments from at least 8 corporates and/or industry bodies per annum	15 commitments were secured during the year which are: Franchise Association of South Africa Restonic (The Sleep Group) Haleon Haleon South Africa Arena Holdings Coleus Packaging Zensar South Africa Unilever South Africa Coca-Cola Beverages South Africa Aranda Textile Mills The Sleep Group Automotive Industry Transformation Fund South African Breweries The Standard Bank Business and Commercial Banking Illovo Sugar Follow-ups: Lesco OBC Group Macsteel TetraPark	+7

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

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For 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	Recruit at least 340 new members per annum	Total of 340 new members recruited	-
	(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)	Retain at least 80% of all members due for renewal per annum	An annual average membership renewal/ retention of 82% achieved	+2%
	Growing the database of South African supplier products and services for local procurement	1 000 new products and/or services registered per annum	882 new products and/or services were added to the database	-118

1.5 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	Annual Target 2025 /26	Annual Achievement 2025 /26	Reason For 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	Participation in at least 12 Customs and Excise industry stakeholder forums and national operations hosted by SARS per annum	Participated in the following 20 SARS forums during the year: SARS Tyre Forum SARS Downstream Steel SARS Alcohol SARS Plastics Consumer Protection Forum Department of Small Business Development (Market Access Programme) Presented to the CSIR Furniture Industry Poultry Industry Alcohol Industry Downstream Steel Industry Furniture Industry Sugar and Beverages Industry Medical Devices Industry Tyre Alcohol Furniture Downstream Steel Presented to the SA Medical Research Council Downstream steel Alcohol Plastic	+8
	Collaboration with ITAC in increasing industry participation in efforts being made to reduce unfair trade practices	At least one industry reached and encouraged to participate in efforts aimed at addressing unfair trade practices in their respective industry per annum	6 companies were reached and encouraged to participate in efforts aimed at addressing unfair trade practices in their respective industry Ceramic Tile (Member: Italtile) Medical Devices Industry Illicit trading in Clothing Textile Footwear and Leather Panel discussion looking at steel and furniture, and generally Fast moving goods Handed a memorandum to the Nedlac ED	+5

1.6 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/ Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For 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 once per annum	-	-1 In progress – to be finalised in Quarter 1 of 2026/2027
	Bi-annual research as well as qualitative and quantitative research results as well as event or campaign dipstick surveys outcomes	At least 40 x Dipstick surveys per annum conducted at Proudly SA events and exhibitions/ consumer outreach campaigns	49 dipstick surveys were conducted	+9
Effective management of Proudly SA intellectual property	Percentage of successfully executed letters of demand and court actions against identified transgressors	Action / Letters of demand to all (100%) irregular users of the Proudly SA logo identified	100%	-
		Annual compliance reviews of all members	100%	-
		Monthly monitoring with Adams & Adams of companies that are using the Phrase and logo illegally	100%	-

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

Strategic Goal/ Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
Strengthening Media and PR relations and social media	Daily, weekly, monthly monitoring of media coverage on the campaign and analysis thereof	Media Monitoring: Daily monitoring of media reports coverage on Proudly SA, its members and other stakeholders	Newsclip daily media monitoring platform during this quarter	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
	Number of published press releases prepared per month (Regular communication in print media aimed at members, media, government departments, consumers and other stakeholders)	Press releases: At least 48 press releases and/or opinion pieces per annum	51 press releases issued	+3
	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	Media engagement: 48 x Media engagements per annum	A total of 53 media engagements conducted	+5
		Media Events: At least 4 media events/ networking sessions per annum (virtual)	A total of 10 media networking sessions were held	+6
		Media partnerships: At least one partnership in either one of the following mediums: TV, Print, Digital/Online and Radio per annum	Total of 20 media partnerships were concluded TV, print, digital/ online and radio which is SAFM (now one year of organic media partnership) Briefly - Monthly editorial placement LM Radio - Bi-weekly media interviews with Proudly SA and member companies Mgidi SZN media partnerships Alfred Nzo UCR Bay FM Takalani FM Khanya FM Vukani FM Tru FM Newzroom Afrika ENCA	+19

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
			Power FM SAFM 702/Cape Talk VOW 88.1 FM MHz Thriving Network Platinum Gold Radio Arena Holdings	
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	Average collective increase of the following across all social media platforms by 2% per annum	Engagement 2% Facebook - 127 892 Instagram – 57 658 TikTok – 60 162 LinkedIn - 15 796 Twitter/ X – 181 861	-

1.8 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	Annual Target 2025/26	Actual Achievement 2025/26	Reason For 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	20% growth in number of products and/or services registered on the platform(s) per annum	As at Launch: 996 products As of 31 December 2025: 2089 products As of 31 March 2026: 2,510 Total growth: 20.2%	+0.2%

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Actual Achievement 2025/26	Reason For Variance
	Grow the number of products and services registered on third party online/ eCommerce shopping platform(s) – percentage growth annually	5% growth in number of products and/or services registered on the platform(s) per annum	Takealot is in the process of streamlining their programme to include Proudly SA members on their platform. This programme will be revisited in Q1 of 2026/2027. Members may also be loaded onto the Menu Portal and on Darkies in Tech in Q1.	-

1.9 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	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
Contribution to efforts aimed at driving up demand for locally made products linked to sectoral masterplans sectors (all sectors of society as per masterplans	Implementation of activities, campaigns or programmes aimed at driving up consumer demand for locally made products in support of sectoral masterplans	Implementation of sector specific campaigns/ activities in support of at least 4 sectoral masterplans per annum	Campaigns and activities were done in support of 7 sectoral masterplans: AVI Africa (poultry) exhibition and presentation Presented to the stakeholders of the poultry masterplan Presented to the stakeholders of the MedTech masterplan Presented to the stakeholders of the furniture masterplan Furniture Masterplan Poultry Masterplan MedTech Masterplan Participation in the MedTech masterplan meetings Poultry Campaign Sugar Campaign Agro-processing Campaign Furniture Campaign Clothing, Textile and Footwear Campaign Participation in the MedTech masterplan meetings Participation in the Furniture masterplan meetings Participation in the Poultry masterplan meetings Festive season campaign: Back-to-school (CTFL) Festive season campaign: Cabbage and fast-moving goods (FMCG) Creativity industry presentation Participation in the Digital Economy Masterplan	+3

1.10 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	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
Improvement of accessibility and uptake of locally made products produced in the SEZs by all sectors of society (private sector, public sector and consumers	Number of SEZs that Proudly SA partners with for purposes of increasing Access-To-Market opportunities for locally made products and services from the zones	Partnership secured with at least 2 SEZs per annum (incl. the enlisting of the manufacturers from the industrial zones)	Partnership secured with 10 SEZs: Partnerships secured with the East London IDZ Mpumalanga Economic Growth Agency Saldanha Freeport OR Tambo International Airport SEZ Richards Bay IDZ Tshwane SEZ Saldanha Freeport OR Tambo International Airport SEZ Richards Bay IDZ Tshwane Auto SEZ A presentation was also made to OR Tambo SEZ	+8

1.11 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	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
Partner with DFIs and other state entities in order to utilise their support programmes to drive local procurement, through inclusion of local procurement requirements and/or conditions amongst their beneficiaries	Number of DFIs with whom partnerships are concluded, aimed at driving localisation amongst their respective beneficiaries, as a result of including localisation conditions in their requirements or allowing Proudly SA to present to their beneficiaries	Partnership and localisation requirements included in the conditions of at least 1 DFIs per annum, or a presentation to the beneficiaries of at least 1 DFIs per annum	1x Partnership with the NEF on The Transformation Fund and their Spaza Shop programme in negotiation	-

1.12 Key focus area: Financial Management

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

Strategic Goal/ Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For 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/ audit report for 2024/25 financial year end audit – Annual Financial Statements	Obtained unqualified audit report for 2024/25. All financial transactions correctly and accurately processed during the financial year	-
Annual Strategic Risk Register	Approved Annual Strategic Risk Register and quarterly risk management reports	100% Compliance	100% Compliance (Risk management quarter reports submitted to all audit and risk committee meetings)	-

1.13 Key focus area: Human Resources Management

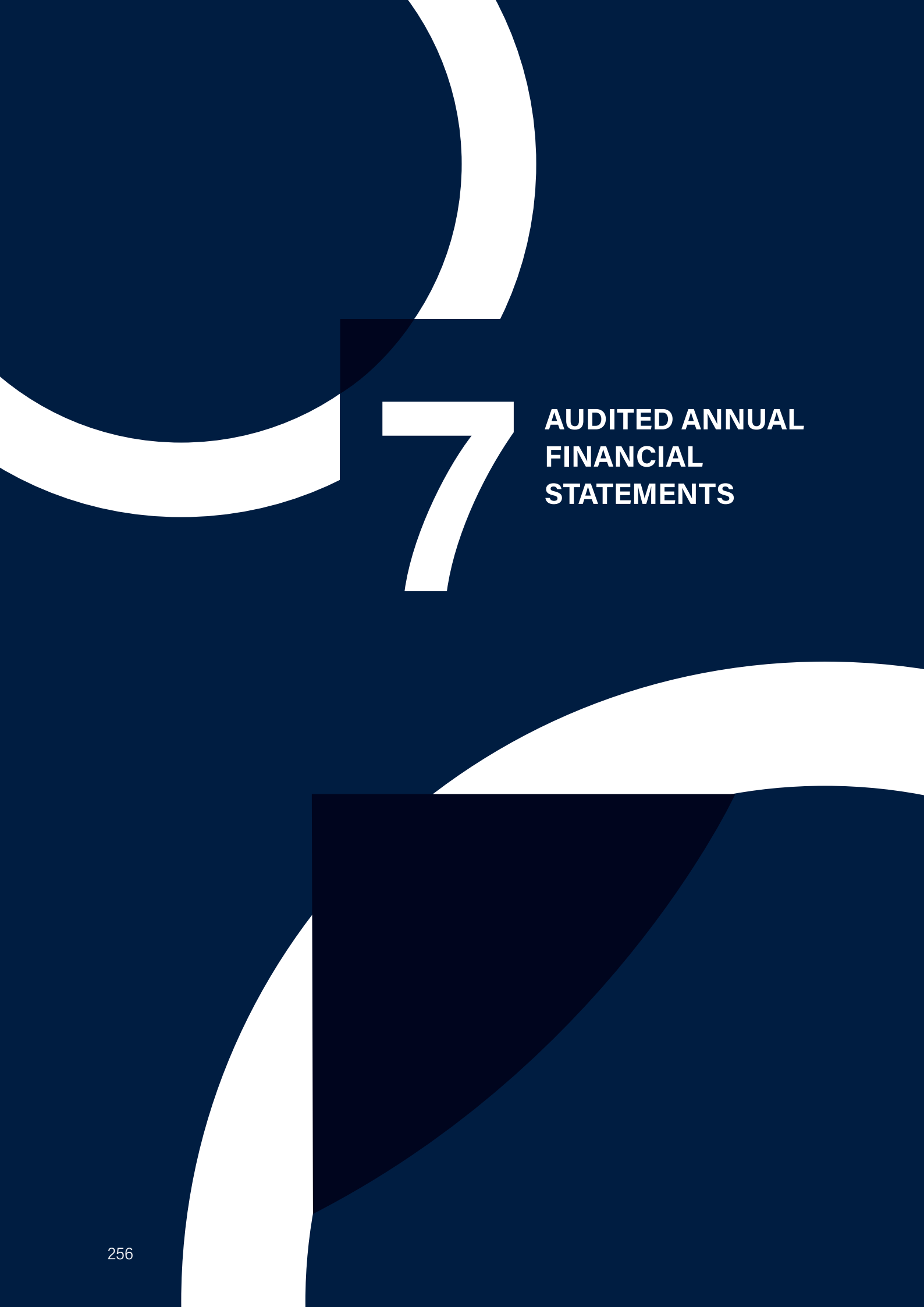
In support of the Delivery/Capable State DTIC Joint Indicator/Output

Strategic Goal/ Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
Organisational structure is always aligned to organisational strategy	Extent (Percentage) of alignment of the functional organogram with the approved strategy	Organogram with positions informed by the organisational strategy and aligned completely	100%	-
	Percentage of critical positions filled	All (100%) critical positions filled at all times	100%	-
Performance Management	Performance Management System to set and evaluate performance targets and levels every 4 months	Performance Agreements signed and all personnel assessed every 3 months during a 12-months Performance Cycle that runs from April 2025 to March 2026	100%	-

Strategic Goal/ Objective Outcome	Performance Indicator / Measure	Annual Target 2025/26	Annual Achievement 2025/26	Reason For Variance
Quality Management System in place	ISO 9001-based system in place and organisational activities in line with the system policies, processes and procedures	QMS system based on ISO9001 of 2015 Standard in place and monitor continued compliance to the requirements	100%	-
Compliance to Statutory Requirements	Comply with SARS, Employment Equity, and Occupational Health and Safety requirements.	Make monthly, mid-term and annual submissions with relevant institutions to fully comply with SARS, UIF, Employment Equity, and Occupational Health and Safety requirements.	100%	-
*Proudly SA CSI Projects	*Roll out of a Proudly SA CSI Projects	*At least 1 CSI project per annum	100%	-



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7

**AUDITED ANNUAL
FINANCIAL
STATEMENTS**

Audited financial statements

- 01** General information
- 02** Directors' Responsibilities and Approval
- 03** Independent Auditors' Report
- 04** Directors' Report
- 05** Statement of Financial Position
- 06** Statement of Financial Performance
- 07** Statement of Changes in Equity
- 08** Statement of Cash Flows
- 09** Accounting Policies
- 10** Notes to the Annual Financial Statements
- 11** Detailed Income Statement

01

GENERAL INFORMATION

Proudly South African

(Registration number 2001/021636/08)

Consolidated Annual Financial Statements

for the year ended 31 March 2026

The Company Consolidated Annual Financial Statements
were audited in terms of the Companies Act 71 of 2008

The preparation of the Company Consolidated Annual Financial Statements was done by the Chief Financial Officer,

M. Llale – [B. Com, MBL]

These Consolidated Annual Financial Statements were
authorised by the

Board of Directors

Company registration number	2001/021636/08
Country of incorporation and domicile	South Africa
Nature of business and principal activities	Buy Local Campaign
Directors	H. Gabriels (Chairperson) E. Mashimbye (CEO) M. Llale (CFO) M. Lawrence S. Eppel L. Bale M. Sokoyi C. Rakgotsoka S. Ndebele J. Scholtz KP Manuel R Moothilal HD Ntsinde Z. Lisa M. Mampuru K. Coetzee
Registered office	23 Sturdee Avenue Rosebank 2196
Business address	23 Sturdee Avenue Rosebank 2196
Postal address	P O Box 1062 Saxonwold 2132
Bankers	Nedbank
Auditors	MNB Chartered Accountants Inc.
Subsidiary	Proudly SA Online Store (Pty) Ltd
Consolidation Financial Reporting	The current year represents the first year in which the Group has prepared consolidated financial statements. The comparative figures presented reflect the stand-alone results of Proudly South African NPC only and are therefore not directly comparable to the current year consolidated figures

The reports and statements set out below comprise the Annual Financial Statements presented to the board of directors:

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Directors' Report	267 - 268
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The following supplementary information does not form part of the Annual Financial Statements and is unaudited:	
Detailed Income Statement	288

02

DIRECTORS RESPONSIBILITIES & APPROVAL

The directors are required by the Companies Act 71 of 2008, to maintain adequate accounting records and are responsible for the content and integrity of the Annual Financial Statements and related financial information included in this report. It is the responsibility of the directors to ensure that the Annual Financial Statements fairly present the state of affairs of the company as at the end of the financial year and the results of its operations and cash flows for the period then ended, in conformity with the International Financial Reporting Standard for Small and Medium-sized Entities. The external auditors are engaged to express an independent opinion on the Annual Financial Statements.

The Annual Financial Statements are prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and are based upon appropriate accounting policies consistently applied and supported by reasonable and prudent judgments and estimates.

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the company and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board sets standards for internal control aimed at reducing the risk of error or loss in a cost-effective manner.

The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the company and all employees are required to maintain the highest ethical standards in ensuring the company's business is conducted in a manner

that in all reasonable circumstances is above reproach. The focus of Risk Management in the company is on identifying, assessing, managing and monitoring all known forms of risk across the company. While operating risks cannot be fully eliminated, the company endeavors to minimise it by ensuring that appropriate infrastructure, controls, systems and ethical behavior are applied and managed within predetermined procedures and constraints.

The directors are of the opinion, based on the information and explanations given by Management that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the Consolidated Annual Financial Statements. However, any system of internal financial control can provide only reasonable, and not absolute, assurance against material misstatement or loss.

The directors have reviewed the company's cash flow forecast as well as the Medium-Term Expenditure Framework (MTEF) allocation for the 3-year period commencing on 1 April 2026 and ending 31 March 2029 as contained in the 2026 Estimates of National Expenditure (ENE). In light of this review and the current financial position, the directors are satisfied that the company has access to adequate resources to continue in operational existence for the foreseeable future.

The Annual Financial Statements have been audited by the company's external auditors and their report is presented on page 262 to 266. The Annual Financial Statements set out on pages 269 to 287, which have been prepared on the going concern basis, were approved by the Board of Directors and signed on its behalf, by:



Mr. Eustace Mashimbye
(Chief Executive Officer)



Mr. Howard Gabriels
(Chairman)

03

INDEPENDENT AUDITORS REPORT



MNB Chartered Accountants Inc.
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Independent Auditor's Report

To the Director of Proudly South African NPC

Report on the Audit of the consolidated and separate Annual Financial Statements

Opinion

We have audited the consolidated and separate annual financial statements of Proudly South African NPC and its subsidiary set out on pages 269 to 287, which comprise the consolidated and separate statement of financial position as at 31 March 2026; the consolidated and separate statement of financial performance; the consolidated and separate statement of Changes in Equity; and the consolidated and separate statement of cash flows for the year then ended; as well as the notes to the consolidated and separate financial statements, including a summary of significant accounting policies.

In our opinion, the consolidated and separate annual financial statements present fairly, in all material respects, the consolidated and separate financial position of Proudly South African NPC as at 31 March 2026, and its consolidated and separate financial performance and cash flows for the year then ended, in accordance with International Financial Reporting Standard for Small and Medium-Sized Entities Accounting Standard as issued by the International Accounting Standards Board and the requirements of the Companies Act of South Africa.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the consolidated and separate Financial Statements* section of our report.

We are independent of the group and company in accordance with the Independent Regulatory Board for Auditors' *Code of Professional Conduct for Registered Auditors* (IRBA Code) and other independence requirements applicable to performing audits of consolidated and separate financial statements in South Africa. We have fulfilled our other ethical responsibilities in accordance with the IRBA Code and in accordance with other ethical requirements applicable to performing audits in South Africa. The IRBA Code is consistent with the corresponding sections of the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)*. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

In terms of the IRBA Rule on Enhanced Auditor Reporting for the Audit of Financial Statements of Public Interest Entities, published in Government Gazette No. 49309 dated 15 September 2023 (EAR Rule), we report:

Final materiality

The scope of our audit was influenced by our application of materiality. An audit is designed to obtain reasonable assurance whether the financial statements are free from material misstatement. Misstatements may arise due to fraud or error, and they are considered material if individually or in aggregate, they could reasonably be

Audit	Tax	Accounting	Consulting
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Director: RG Ntuli CA(SA), RA ; CI Makhubela CA(SA), RA



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expected to influence the economic decisions of users taken on the basis of the consolidated and separate financial statements.

Our determination of materiality is a matter of professional judgement and is affected by our perception and understanding of the financial information needs of intended users, which is the quantitative and qualitative factors that determine the level at which relevant decisions taken by users would be affected by a misstatement. These factors helped us to determine the scope of our audit and the nature, timing and extent of our audit procedures and to evaluate the effect of misstatements, both individually and in aggregate on the consolidated and separate financial statements as a whole.

Based on our professional judgement, we determined final materiality for the consolidated and separate financial statements as follows:

Materiality considerations	Consolidated financial statements	Separate financial statements
Final materiality amount	R710 000	R710 000
Basis for determining materiality	The entity is a not-for-profit organisation, the revenue and grant received are used to fund the entities operations.	The entity is a not-for-profit organisation, the revenue and grant received are used to fund the entities operations.
Rationale for benchmark applied	Revenue is an appropriate quantitative indicator of materiality, as it has been selected as the most suitable benchmark based on the nature and operations of Proudly South African.	Revenue is an appropriate quantitative indicator of materiality, as it has been selected as the most suitable benchmark based on the nature and operations of Proudly South African.

Other matter

We draw attention to the matter below. Our opinion is not modified in respect of this matter.

Previous Period Audited by a Predecessor Auditor

The annual financial statements were audited by CA RA Mpako Incorporated, who issued an unqualified opinion on 25 July 2025, in the previous financial year.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the document titled "Proudly South African Annual Financial Statements for the year ended 31 March 2026", which includes the Directors' Report as required by the Companies Act of South Africa and the detailed income statements. The other information does not include the financial statements and our auditor's report thereon.

Audit	Tax	Accounting	Consulting
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Director: RG Ntuli CA(SA), RA ; CI Makhubela CA(SA), RA



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Our opinion on the financial statements does not cover the other information, and we do not express an audit opinion or any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Statements

The Directors are responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards for Small and Medium-Sized Entities Accounting Standard as issued by the International Accounting Standards Board and the requirements of the Companies Act of South Africa, and for such internal control as the Directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern, and using the going concern basis of accounting unless the Directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated and separate financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but it is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We are also:

- Identify and assess the risks of material misstatement of the consolidated and separate financial statements, whether due to fraud or error; design and perform audit procedures responsive to those risks; and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.

Audit	Tax	Accounting	Consulting
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Director: RG Ntuli CA(SA), RA ; CI Makhubela CA(SA), RA



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- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors.
- Conclude on the appropriateness of the Directors' use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated and separate financial statements, including the disclosures, and whether the consolidated and separate financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Plan and perform the group audit to obtain sufficient appropriate audit evidence regarding the financial information of the entities or business units within the group as a basis for forming an opinion on the consolidated financial statements. We are responsible for the direction, supervision and review of the audit work performed for the purposes of the group audit. We remain solely responsible for our audit opinion.

We communicate with the Directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Report on compliance with legislation

In accordance with the PAA and the general notice issued in terms thereof, we must audit and report on compliance with applicable legislation relating to financial matters, financial management and other related matters. The directors are responsible for the entity's compliance with legislation.

We performed procedures to test compliance with selected requirements in key legislation in accordance with the AGSA findings engagement methodology. This engagement is not an assurance engagement. Accordingly, we do not express an assurance opinion or conclusion.

Through an established AGSA process, we selected requirements in key legislation for compliance testing that are relevant to the financial and performance management of the entity, clear to allow consistent measurement and evaluation, while also sufficiently detailed and readily available to report in an understandable manner. The selected legislative requirements are included in the annexure to this auditor's report.

We did not identify any material non-compliance with the selected legislative requirements.

Internal control deficiencies

Audit	Tax	Accounting	Consulting
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Director: RG Ntuli CA(SA), RA ; CI Makhubela CA(SA), RA



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 Midrand
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We considered internal control relevant to our audit of the consolidated and separate financial statements, annual performance report and compliance with applicable legislation; however, our objective was not to express any form of assurance on it.

We did not identify any significant deficiencies in internal control.

Audit tenure

In terms of the IRBA Rule published in Government Gazette No. 39475 dated 4 December 2015, we report that MNB Chartered Accountants has been the auditor of Proudly South African for one year.

MNB Chartered Accountants Inc.

MNB Chartered Accountants Inc.

Cathrine Itumeleng Makhubela
 Engagement Director
 Registered Auditor
 23 July 2026
 Midrand

Audit	Tax	Accounting	Consulting
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Director: RG Ntuli CA(SA), RA ; CI Makhubela CA(SA), RA

04

DIRECTORS REPORT

The directors submit their report for the year ended 31 March 2025.

1. Review of activities

Main business and operations

Proudly South African is a campaign formed by the NEDLAC social partners namely, Government, organized business, organized labour and the community constituency to help sustain existing jobs and create new jobs through promoting South African companies as well as the procuring of their local products and services.

There are four qualifying criteria for organisations who want to use the Proudly South African logo to identify their companies or their products, namely:

Local content – at least 50% of the cost of production must be incurred in South Africa and there must be “substantial transformation” of any imported materials.

Quality – the product or service must be of a proven high quality.

Fair labour practice – the company must practice fair labour standards comply with labour legislation.

Environmental standards – the company must practice sound environmental standards and the production process must be environmentally responsible.

The main focus as contained in the strategy of the Proudly SA campaign for the year under review, was on the implementation of its deliverables as contained in the Economic Reconstruction and Recovery Plan (ERRP), which was a follow up to the localisation commitments contained in the Jobs Summit Framework Agreement signed on October 2018, which was preceded by the Local Procurement Accord concluded on 31 October 2011, all of which were signed by representatives of government, organised labour, business and community organisations, wherein the Social partners all committed to supporting local industries through procurement activities in favour of local companies, manufacturing, products and services.

The operating results and state of affairs of the company are fully set out in the attached Annual

Financial Statements and do not in our opinion require any further comment.

Net surplus for the current financial year amounted to 2026: R 6 488 983 2025: R367 767

2. Going concern

The Annual Financial Statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

The Medium-Term Expenditure Framework (MTEF) allocation from the Department of Trade, Industry and Competition confirm allocations of R47,8m for the 2026/27 financial year, and increased allocations of R49,4m and R51,0m for the 2027/28 and 2028/29 financial years respectively. In addition to the current strengthened membership revenue model, some of our sponsorships have been successfully revived and will continue to contribute to the funding base of the organisation.

3. Subsequent events

The directors are not aware of any matter or circumstance arising since the end of the financial year up to date of this report.

4. Directors

The directors of the company during the year and to the date of this report are as follows:

Name	Organisation	Appointment Date	Resignation Date
H. Gabriels Chairman	Chairman	14/07/2016	-
E. Mashimbye CEO Proudly SA	CEO Proudly SA	14/07/2016	-
M. Llaie CFO Proudly SA	CFO Proudly SA	26/08/2024	-
M. Lawrence	Business	02/11/2015	30/03/2026
S. Eppel	Labour	26/08/2019	-
Dr. T Makube	Government	26/08/2024	-
L. Bale	Community	26/08/2024	-
M. Sokoyi	Community	26/08/2024	-
C. Rakgotsoka	Labour	26/08/2024	30/03/2026
S. Ndebele	Government	26/08/2024	-
J. Scholtz	Government	26/08/2024	-
KP Manuel	Labour	26/08/2024	-
R Moothilal	Business	26/08/2024	-
HD Ntsinde	Community	26/08/2024	-
Z. Lisa	Business	26/08/2024	-
M. Mampuru	NEDLAC	30/03/2025	-

5. Taxation

Proudly South African has been granted an exemption from income tax and donation tax by the South African Revenue Services in terms of section 10(1)(d)(iii) of the Income Tax Act and section 56(1)(h) of the Donation Tax Act.

6. Auditors

MNB Chartered Accountants Inc. was appointed for a 3-year period effective from the 2025/26 financial year end audit.

7. Secretary

The company secretary is Ms. Jeannine van Straaten and was appointed by the board of directors.

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STATEMENT OF FINANCIAL POSITION

Statement of Financial Position

Figures in Rand	Note(s)	Group		Parent	
		2026	2025	2026	2025
Assets					
Non-Current Assets					
Property, Plant and Equipment	2	1 230 123	1 285 002	1 230 123	1 285 002
Intangible Assets	3	248 344	588 344	248 344	588 344
Investment in Subsidiary	6	-	-	210 000	10 000
		<u>1 478 467</u>	<u>1 873 346</u>	<u>1 688 467</u>	<u>1 883 346</u>
Current Assets					
Inventories	4	69 736	74 723	69 736	74 723
Trade and other receivables	5	4 394 938	15 387 028	4 374 098	15 387 028
Loan – Intercompany	18	-	-	56 377	-
Cash and cash equivalents	7	13 090 916	1 945 012	12 996 761	1 936 744
		<u>17 555 590</u>	<u>17 406 763</u>	<u>17 496 972</u>	<u>17 398 495</u>
Total Assets		<u>19 034 057</u>	<u>19 280 109</u>	<u>19 185 439</u>	<u>19 281 841</u>
Equity and Liabilities					
Equity					
Retained Income		<u>14 849 017</u>	<u>8 360 034</u>	<u>15 008 297</u>	<u>8 362 164</u>
Liabilities					
Non-Current Liabilities					
Deferred Income	10	<u>864 500</u>	<u>978 000</u>	<u>864 500</u>	<u>978 000</u>
Current Liabilities					
Trade and other payables	9	979 912	7 741 778	972 014	7 741 380
Deferred Income	10	1 732 542	1 632 048	1 732 542	1 632 048
Provisions	8	608 086	568 249	608 086	568 249
		<u>3 320 540</u>	<u>9 942 075</u>	<u>3 312 642</u>	<u>9 941 677</u>
Total Equity and Liabilities		<u>19 034 057</u>	<u>19 280 109</u>	<u>19 185 439</u>	<u>19 281 841</u>

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STATEMENT OF FINANCIAL PERFORMANCE

Statement of Financial Performance

Figures in Rand	Note(s)	Group		Parent	
		2026	2025	2026	2025
Revenue	11	71 809 457	63 133 209	71 807 183	63 133 209
Cost of Sales	12	(4 987)	(1 931)	(4 987)	(1 931)
Gross Surplus		71 804 470	63 131 278	71 802 196	63 131 278
Operating expenses	24	(67 080 100)	(64 377 831)	(66 920 676)	(64 375 701)
Operating Surplus/(Deficit)	13	4 724 370	(1 246 553)	4 881 520	(1 244 423)
Interest Income	14	1 764 613	1 614 320	1 764 613	1 614 320
Surplus for the year		6 488 983	367 767	6 646 133	369 897
Other Comprehensive income		-	-	-	-
Total Comprehensive deficit		6 488 983	367 767	6 646 133	369 897
Surplus attributable to:					
Owners of the subsidiary		6 488 983	367 767		
		6 488 983	367 767		
Total comprehensive surplus attributable to :					
Owners of the subsidiary		6 488 983	367 767		
		6 488 983	367 767		

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STATEMENT OF CHANGES IN EQUITY

Figures in Rand	Accumulated Surplus	Total attributable to equity holders of the group	Total Equity
Balance at 01 April 2024	7 992 267		7 992 267
Changes in equity			
Total surplus for the year	367 767	367 767	367 767
Total changes	367 767	367 767	367 767
Balance at 31 March 2025	8 360 034		8 360 034
Changes in equity			
Total surplus for the year	6 488 983	6 488 983	6 488 983
Total changes	6 488 983	6 488 983	6 488 983
Balance at 31 March 2026	14 849 017		14 849 017

Note:

In accordance with Section 10 of the Companies Act, 2008, Proudly South African NPC is prohibited from distributing income or assets to its members. No distributions were made during the year ended 31 March 2026.

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STATEMENT OF CASH FLOWS

Figures in Rand	Note(s)	Group		Parent	
		2026	2025	2026	2025
Cash flows from operating activities					
Cash from operating activities	16	9 719 416	(8 773 996)	9 833 529	(8 772 264)
Interest income	14	1 764 613	1 614 320	1 764 613	1 614 320
Net cash in operating activities		11 484 029	(7 159 676)	11 598 142	(71 57 944)
Cash flows in investing activities					
Purchase of property, plant and equipment	2	(338 124)	(586 788)	(338 124)	(586 788)
Purchase of investment		-	-	(200 000)	(10 000)
Net cash in investing activities		(338 124)	(586 788)	(538 124)	(596 788)
Total cash movement for the year		11 145 905	(7 746 464)	11 060 018	(7 754 732)
Cash at the beginning of the year		1 945 012	9 691 476	1 936 744	9 691 476
Total cash at end of the year		13 090 916	1 945 012	12 996 761	1 936 744

09

ACCOUNTING POLICIES

1. Presentation of Annual Financial Statements

The Annual Financial Statements have been prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities, and the Companies Act 71 of 2008. The Annual Financial Statements have been prepared on the historical cost basis and incorporate the principal accounting policies set out below. They are presented in South African Rands.

These accounting policies are consistent with the previous period.

1.1. Consolidation

Proudly South African NPC is the parent of Proudly SA Online Store (Pty) Ltd, its subsidiary. The current year represents the first year in which the Group has prepared consolidated financial statements. The Comparative figures presented reflect the standalone results of Proudly South African NPC only and are therefore not directly comparable to the current year consolidated figures.

Basis of consolidation

The consolidated financial statements incorporated the financial statements of the company and all subsidiaries. Subsidiaries are entities which are controlled by the group.

The results of subsidiaries are included in the consolidated financial statements from the date of obtaining control until the date that controls is lost.

The accounting policies of all subsidiaries are the same as those of the parent.

All inter-company transactions, balances and unrealised gains on transactions between group companies are eliminated in full on consolidation. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred.

1.2. Significant judgements and sources of estimation uncertainty

In preparing the Annual Financial Statements, Management is required to make judgements, estimates and assumptions that affect the amounts represented in the Annual Financial Statements

and related disclosures. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results in the future could differ from these estimates which may be material to the annual financial statements.

Critical judgements in applying accounting policies

The following are the critical judgements, apart from those involving estimations, that Management has made in the process of applying the company accounting policies and that have the most significant effect on the amounts recognised in the financial statements:

• Impairment Testing

The company reviews and tests the carrying value of assets when events or changes in circumstances suggest that the carrying amount may not be recoverable. When such indicators exist, Management determines the recoverable amount by performing value in use and fair value calculations. These calculations require the use of estimates and assumptions. When it is not possible to determine the recoverable amount for an individual asset, Management assesses the recoverable amount for the cash generating unit to which the asset belongs.

Expected future cash flows used to determine the value in use of tangible assets are inherently uncertain and could materially change over time. They are significantly affected by a number of factors, together with economic factors.

• Provisions

Provisions are inherently based on assumptions and estimates using the best information available. Additional disclosure of these estimates of provisions are included in note 8 - Provisions.

1.3. Property, Plant and Equipment

Property, plant and equipment are tangible items that:

- are held for use in the production or supply of goods or services, for rental to others or for administrative purposes; and
- are expected to be used during more than one period.

Property, plant and equipment is carried at cost

less accumulated depreciation and accumulated impairment losses.

Cost includes all costs incurred to bring the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Costs include costs incurred initially to acquire or construct an item of property, plant and equipment and costs incurred subsequently to add to, replace part of, or service it. If a replacement cost is recognised in the carrying amount of an item of property, plant and equipment, the carrying amount of the replaced part is derecognized.

Depreciation is provided using the straight-line method to write down the cost, less estimated residual value over the useful life of the property, plant and equipment, which is as follows:

Item	Average useful life
Leasehold improvements 5 years	5 years
Furniture and fixtures	7 years
Office equipment	5 years
IT equipment	5 years
Sundry equipment	7 years

The residual value, depreciation method and useful life of each asset are reviewed at each annual reporting period if there are indicators present that there has been a significant change from the previous estimate. The residual values of Property, Plant & Equipment vary between 3% and 10% of the cost of the asset depending on the asset class.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in surplus or deficit in the period.

Property, Plant & Equipment are derecognised on disposal or when no future economic benefits are expected.

1.4. Intangible Assets

An intangible asset is recognised when:

- it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity; and
- the cost of the asset can be measured reliably.

Intangible assets are carried at cost less any accumulated amortisation and any impairment losses.

The amortisation period and the amortisation method for intangible assets are reviewed annually.

Intangible assets are derecognized on disposal or when no future economic benefits are expected.

Item	Average useful life
Computer Software	3 years

1.5. Investment in subsidiary

The investment in subsidiary is accounted for at cost less accumulated impairment losses. The cost of the investment includes directly attributable transaction costs. The carrying amount of each investment is reviewed annually to determine whether there is any objective evidence of impairment. If such evidence exists, the impairment loss is calculated as the difference between the recoverable amount of the subsidiary and its carrying amount. Impairment losses are recognized in profit or loss.

1.6. Trade and other receivables

Trade and other receivables are classified as basic financial assets and are initially measured at the transaction price. After initial recognition, they are measured at transaction price, less any impairment losses for uncollectible amounts. At the end of each reporting period, the entity assesses whether there is objective evidence that any trade or other receivable is impaired. If there is objective evidence of impairment, an impairment loss is recognised immediately in profit or loss.

Other receivables comprise of deposits receivable, prepayments, accrued income and value added tax refunds when due.

1.7. Cash and cash equivalents

Cash and cash equivalents comprise of cash on hand (notes and coins), demand deposit accounts (bank balances) that can be withdrawn at any time without penalty, a credit card facility and a short-term, interest-bearing (call) account that is held for meeting short-term cash commitments rather than for investment purposes.

For the purposes of the consolidated statement of cash flows, cash and cash equivalents consist of cash and cash equivalents as defined above, net of outstanding bank overdrafts. Bank overdrafts are shown under current liabilities on the statement of financial position.

1.8. Trade and other payables

Trade and other payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers and other third parties. Trade payables are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognized initially at the transaction price and subsequently measured at amortized cost using the effective interest method if and when applicable.

Other payables comprise of accruals, statutory liabilities (value added tax payable) and customer deposits which are generally settled within the normal operating cycle.

1.9. Financial Instruments

Financial instruments at amortised cost

Financial instruments are initially measured at amortised cost.

Equity interests in other entities that qualify as financial instruments are recognised on the date the entity becomes a party to the contractual provisions of the instrument. At initial recognition, such equity interests are measured at fair value, which is the cost of the interest and includes any transaction costs directly attributable to the acquisition. The investment is measured at cost less impairment. Impairment losses are recognised in profit or loss when there is objective evidence of impairment.

Debt instruments, as defined in the standard, are subsequently measured at amortised cost using the effective interest method.

Debt instruments which are classified as current assets or current liabilities are measured at the undiscounted amount of the cash expected to be received or paid unless the arrangement effectively constitutes a financing transaction.

At the end of each reporting date, the carrying amounts of assets held in this category are reviewed to determine whether there is any objective evidence of impairment. If so, an impairment loss is recognised.

1.10. Leases

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership to the lessee.

A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards incidental to ownership.

Operating Leases - Lessee

Operating lease payments are recognised as an expense on a straight-line basis over the lease term except in cases where another systematic basis is representative of the time pattern of the benefit from the leased asset, even if the receipt of payments is not on that basis, or where the payments are structured to increase in line with expected general inflation.

1.11. Inventories

Inventories are measured at the lower of cost and selling price less costs to complete and sell, on the first-in, first-out (FIFO) basis.

Inventories are derecognised on disposal or when no future economic benefits are expected.

1.12. Impairment of Assets

The company assesses at each reporting date whether there is any indication that an asset may be impaired.

If there is any indication that an asset may be impaired, the recoverable amount is estimated for the individual asset. If it is not possible to estimate the recoverable amount of the individual asset, the recoverable amount of the cash-generating unit to which the asset belongs is determined.

If an impairment loss subsequently reverses, the carrying amount of the asset (or group of related assets) is increased to the revised estimate of its recoverable amount, but not in excess of the amount that would have been determined had no impairment loss been recognised for the asset (or group of assets) in prior years. A reversal of impairment is recognised immediately in profit or loss.

1.13. Employee Benefits

Short-term employee benefits

The cost of short-term employee benefits, (those payable within 12 months after the service is rendered, such as paid vacation leave and sick leave, bonuses, and non-monetary benefits such as medical aid), are recognised in the period in which the service is rendered and are not discounted.

1.14. Provisions and Contingencies

Provisions are initially measured at the present value of the best estimate of the amount required to settle the obligation.

Provisions are recognised when:

- the company has an obligation at the reporting date as a result of a past event;
- it is probable that the company will be required to transfer economic benefits in settlement; and
- the amount of the obligation can be estimated reliably.

Contingent assets and contingent liabilities are not recognised.

1.15. Government Grants

Grants that do not impose specified future performance conditions are recognised in income when the grant proceeds are receivable.

Grants that impose specified future performance conditions are recognised in income only when the performance conditions are met.

Grants received before the revenue recognition criteria are satisfied are recognised as a liability. Grants are measured at the fair value of the asset received or receivable.

1.16. Revenue

Revenue from the sale of goods is recognised when all the following conditions have been satisfied:

- the company has transferred to the buyer the significant risks and rewards of ownership of the goods;
- the company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the economic benefits associated with the transaction will flow to the company; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue for membership is recognised when the payment is received from the paying member, as at that point all the conditions for membership will have been satisfied and complied with by the paying member.

Revenue for sponsorship is recognised when the sponsorship contract is concluded with the contracting sponsor, after the goods and services to be exchanged for sponsorship have been determined and the value of the sponsorship has been agreed to.

Revenue is measured at the fair value of the consideration received or receivable and represents the amounts receivable for goods and services provided in the normal course of business, net of trade discounts and volume rebates, and value added tax.

Interest is recognised, in profit or loss, using the effective interest rate method.

1.17. Trade Exchanges

Trade exchanges are valued at market value and recorded as income with the corresponding amount reflected as a receivable.

The receivable is reduced as and when the exchanged service or goods are utilised.

1.18. Related Parties

The entity has processes and controls in place to aid in the identification of related parties. A related party is a person or an entity with the ability to control or jointly control the other party or exercise significant influence over the other party, or vice versa, or an entity that is subject to common control, or joint control. Related party relationships where control exists are disclosed regardless of whether any transactions took place between the parties during the reporting period.

Where transactions occurred between the entity and one or more related parties, and those transactions were not within:

a) normal supplier and/or client/recipient relationships on terms and conditions no more or less favourable than those which it is reasonable to expect the entity to have adopted if dealing with that individual entity or person in the same circumstances; and

b) terms and conditions within the normal operating parameters established by the reporting entity's legal mandate;

1.19. Deferred Income

Deferred income relates to membership fees received when the companies join Proudly South African. The revenue will be recognised over the period of membership. Any such revenue which overlaps to future financial years are deferred and recognised as deferred income.

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NOTES TO THE ANNUAL FINANCIAL STATEMENTS

2. Property, plant and equipment

	2026			2025		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	653 688	(470 555)	183 133	552 667	(456 663)	96 004
Office equipment	368 810	(200 866)	167 944	368 810	(138 243)	230 567
IT equipment	1 922 585	(1 285 532)	637 053	1 978 720	(1 342 191)	636 529
Sundry equipment	198 432	(176 898)	21 534	198 432	(153 988)	44 444
Motor vehicle	384 202	(163 743)	220 459	384 202	(106 743)	277 459
Total	3 527 717	(2 297 594)	1 230 123	3 482 831	(2 197 828)	1 285 002

The Company did not pledge any item of Property, Plant and Equipment as security for borrowings during the year.

Reconciliation of property, plant and equipment – 2026

	Opening balance	Disposal	Additions	*Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	96 004	(751)	102 585	62 210	(76 915)	183 133
Office equipment	230 567	(-)	-	3 762	(66 385)	167 944
IT equipment	636 528	(1 404)	235 539	140 111	(373 721)	637 053
Sundry equipment	44 444	(-)	-	4 020	(26 930)	21 534
Motor vehicle	277 459	(-)	-	15 998	(72 998)	220 459
Total	1 285 002	(2 155)	338 124	226 101	(616 949)	1 230 123

Reconciliation of property, plant & equipment – 2025

	Opening balance	Disposal	Additions	*Reassessment Adjustment	Depreciation	Total
Furniture and fixtures	94 390	(1 577)	14 771	62 209	(73 789)	96 004
Office equipment	242 880	(-)	48 845	3 762	(64 920)	230 567
IT equipment	637 089	(-)	220 999	141 526	(363 086)	636 528
Leasehold improvements	330 109	(-)	-	-	(330 109)	-
Sundry equipment	64 936	(-)	2 173	4 020	(26 685)	44 444
Motor vehicle	20 209	(-)	300 000	15 998	(58 748)	277 459
Total	1 389 613	(1 577)	586 788	227 515	(917 337)	1 285 002

**The above reconciliations include the re-assessment of the useful lives of assets*

Figures in Rand

3. Intangible Assets

	2026			2025		
	Cost	Accumulated amortisation	Carrying value	Cost	Accumulated amortisation	Carrying value
Computer software	1 977 000	(1 728 656)	248 344	1 977 000	(1 388 656)	588 344

None of the intangible assets have been pledged as security.

Reconciliation of intangible assets – 2026

	Opening balance	Additions	Reassessment Adjustment	Amortisation	Total
Computer software	588 344	-	92 333	(432 333)	248 344

Reconciliation of intangible assets – 2025

	Opening balance	Additions	Reassessment Adjustment	Amortisation	Total
Computer software	928 344	-	92 333	(432 333)	588 344

4. Inventories

	2026	2025
Promotional stock	69 736	74 723

None of the stock has been pledged as security.

5. Trade and other receivables

	2026	2025
Trade receivables	2 522 703	14 443 202
Deposits	472 207	456 808
VAT Refundable	984 002	-
Prepayments	351 967	463 551
Accrued Income	64 059	23 467
	4 394 938	15 387 028

Figures in Rand

6. Interest in subsidiaries including consolidated structure entities

The following table lists the entities which are controlled by the group, either directly or indirectly through subsidiaries.

Name of company	Country of Origin	Principle Activities	Held by	Voting rights held 2026	Voting rights held 2025	Carrying amount 2026	Carrying amount 2025
Proudly SA Online Store (Pty) Ltd	South Africa	E-Commerce	Proudly South African NPC	100%	100%	210 000	10 000

7. Cash and cash equivalents

	2026	2025
Cash and cash equivalents consist of:		
Call Account	12 185 886	759 888
Cheque Account	761 792	596 200
Membership Account	93 098	615 879
Credit Card Account	(54 517)	(38 473)
Cash on hand	10 502	3 250
Current Accounts – PSA Online Store	94 155	8 268
	13 090 916	1 945 012

8. Provisions

Reconciliation of provisions - 2026

	Opening balance	Additions	Utilised during the year	Total
Provision for leave pay	568 249	608 086	(568 249)	608 086

Reconciliation of provisions - 2025

	Opening balance	Additions	Utilised during the year	Total
Provision for leave pay	529 125	604 961	(565 837)	568 249

Leave provision is calculated at current salary rate multiplied by number of available leave credits. There are no uncertainties envisaged that may affect the above provision. The provision represents accumulated unused leave entitlements of employees expected to be utilised or settled within 12 months of the reporting date.

9. Trade and other payables

	2026	2025
Trade payables	434 707	7 555 431
Accruals (Includes Operating lease straight-lining)	412 318	61 311
VAT Payable	-	45 233
Unallocated deposits	2 887	2 803
Deposits payable	130 000	77 000
	979 912	7 741 778

	2026	2025
10. Deferred Income		
Current Liabilities	1 732 542	1 632 048
Non-Current Liabilities	864 500	978 000
	2 597 042	2 610 048

The current liabilities portion of deferred income relates to revenue that was received in the current and prior financial year/s for the subsequent financial year. The non-current liabilities portion of deferred income is revenue that was received in the current and prior financial year/s for periods after the subsequent financial year. The above deferred income will be recognised as revenue in the period for which it relates to.

Reconciliation of Deferred Income

Opening Balance	2 610 048	1 689 249
Less: Revenue recognition for the current financial year	(2 610 048)	(1 689 249)
Add: Current year deferred income recognition	2 597 042	2 610 048
Closing Balance	2 597 042	2 610 048

Periodical Deferred Income Breakdown

Year 1 – Subsequent financial year	1 732 542	1 632 048
Year 2	623 000	596 000
Year 3	241 500	381 000
Year 4	-	1 000
	2 597 042	2 610 048

11. Revenue

Sale of promotional items	9 032	5 300
Government grant - The dtic	56 339 000	43 169 000
Sponsorship	11 019 565	16 141 304
Membership fees	4 355 347	3 787 105
Sundry Income	84 247	30 500
Commission	2 266	
Total	71 809 457	63 133 209

12. Cost of sales

Sale of goods		
Promotional items	4 987	1 931
	4 987	1 931

	2026	2025
-		
13. Operating Deficit		
Operating surplus/(deficit) for the year is stated after accounting for the following:	4 724 370	(1 246 553)
Operating lease charges		
Premises		
• Contractual amounts	1 300 351	1 243 909
Equipment		
• Contractual Amounts	107 941	126 067
	1 408 292	1 369 976
Depreciation and Amortisation	730 849	1 029 822
Key management emoluments	9 669 061	9 126 768
Employee costs	24 251 760	22 254 575
14. Interest Income		
Interest Income		
Interest received	1 764 613	1 614 320
15. Auditors' Remuneration		
External audit fees	126 701	126 701
Internal audit fees	277 393	388 740
	404 094	515 441
16. Cash generated/(utilised) from Operations.		
Surplus before taxation	6 488 983	367 767
Adjustments for:		
Depreciation and amortisation	730 849	1 029 822
(Profit)/ Loss on disposal of assets	2 155	1 577
Interest received	(1 764 613)	(1 614 320)
Movements in provisions	39 837	39 124
	5 497 211	(176 030)
Changes in working capital:		
Inventories	4 987	3 275
Trade and other receivables	10 992 090	(7 617 091)
Trade and other payables	(6 774 872)	(984 150)
Cash from operating activities	9 719 416	(8 773 996)

17. Commitments

Operating leases – as lessee (expense)

Minimum lease payments due		
- within one year	1 476 937	1 399 016
- in second to fifth year inclusive	609 953	2 069 789
	2 086 890	3 468 805

Operating lease payments represent rentals payable by the company for its office premises and office equipment. Only the office premises have an escalation of 6% in the final year of the lease. Included in the above calculation are the lease costs for an offsite storage unit and printing equipment that carry no annual escalations. The lease agreements do not carry option to purchase the assets at the end of lease terms.

18. Related Parties

Relationships

Proudly South African was a project initially launched through National Economic Development and Labour Council (NEDLAC).

All related parties have been disclosed in note 6 and 19.

No sanctioned transactions occurred during the year with close family members of key management personnel or entities controlled or jointly controlled by key management personnel.

The Department of Trade Industry and Competition (dtic)

Proudly South African NPC and the DTIC have a MOA that outlines the main deliverables and obligations that Proudly South Africa NPC must fulfil and uphold. The Medium-Term Expenditure Framework (MTEF) allocations from the Department of Trade, Industry and Competition confirms annual grant allocations expected to be transferred to Proudly South African NPC over a 3-year period.

Proudly SA Online Store (Pty) Ltd

A parent and subsidiary relationship exist between Proudly South African NPC and Proudly SA Online Store (Pty) Ltd where the latter is a 100% owned subsidiary of Proudly South African NPC.

An intercompany loan exists between the two entities and the nature of the intercompany loan between Proudly South African NPC and Proudly SA Online Store (Pty) Ltd is of such that the parent incurs expenses on behalf of the subsidiary and in turn recognizes it as a loan receivable. The subsidiary would then recognize the expenses in their records and recognize a loan payable.

The loan payable is payable on request by the parent and settled by the subsidiary within one year from the date the cost is incurred by the parent.

The current balance owing by Proudly SA Online Store (Pty) Ltd to Proudly South African NPC as at the 31st of March 2026 amounts to R 56 377.

Proudly South African

(Registration number 2001/021636/08)

Annual Financial Statements for the year ended 31 March 2026

2026			
Executive	Emoluments	Bonuses	Total
Eustace Mashimbye	2 591 257	92 315	2 683 572
Mphume Llale	1 839 241	66 546	1 905 787
Happy Ngidi	2 047 771	68 792	2 116 563
Jeannine van Straaten	1 721 985	59 886	1 781 871
Total Executive Emoluments	8 200 254	287 539	8 487 793
Non-Executive: Director's Fees			
Howard Gabriels	432 137	-	432 137
Michael Lawrence	99 702	-	99 702
Caroline Rakgotsoka	92 667	-	92 667
Lawrence Bale	70 727	-	70 727
Simon Eppel	72 430	-	72 430
Masonwabe Sokoyi	110 806	-	110 806
Karen Coetzee	110 801	-	110 801
Renai Moothilal	86 004	-	86 004
Hamilton Ntsinde	105 994	-	105 994
Total: Non-Executive Director's Fees	1 181 268	-	1 181 268
Total Emoluments	9 381 522	287 539	9 669 061
2025			
Executive	Emoluments	Bonuses	Total
Eustace Mashimbye	2 514 507	86 792	2 601 299
Mphume Llale	1 671 890	57 372	1 729 262
Happy Ngidi	1 933 155	66 844	1 999 999
Jeannine van Straaten	1 629 723	53 494	1 683 217
Total Executive Emoluments	7 749 275	264 502	8 013 777
Non-Executive: Director's Fees			
Howard Gabriels	415 517	-	415 517
Ashley Benjamin	62 766	-	62 766
Thulani Tshafuta	71 237	-	71 237
Michael Lawrence	76 434	-	76 434
Caroline Rakgotsoka	97 215	-	97 215
Lawrence Bale	77 049	-	77 049
Simon Eppel	98 210	-	98 210
Masonwabe Sokoyi	57 410	-	57 410
Karen Coetzee	54 399	-	54 399
Renai Moothilal	48 355	-	48 355
Hamilton Ntsinde	54 399	-	54 399
Total: Non-Executive Director's Fees	1 112 991	-	1 112 991
Total Emoluments	8 862 266	264 502	9 126 768

20. Events after the reporting date

The directors are not aware of any other material event which occurred after the reporting date and up to the date of this report.

21. Going Concern

The annual financial statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

The organisation remains a going concern, underpinned by committed funding over the MTEF period by the Department of Trade Industry and Competition. Confirmed MTEF funding allocations for financial year 2026/2027 - R 47.8m, 2027/2028 - R 49.4m, 2028/2029 - R 51.0m.

No material uncertainties were identified that cast significant doubt on the Group's ability to continue as a going concern.

22. Financial Instruments

Categories of financial instruments

2026

Financial Assets

	At amortised cost	Total
Trade and other receivables	4 394 938	4 394 938
Cash and cash equivalents	13 090 916	13 090 916
	17 485 854	17 485 854

Financial liabilities

	At amortised cost	Total
Trade and other payables	979 912	979 912

2025

Financial assets

	At amortised cost	Total
Trade and other receivables	15 387 028	15 387 028
Cash and cash equivalents	1 945 011	1 945 011
	17 332 039	17 332 039

Financial liabilities

	At amortized cost	Total
Trade and other payables	7 741 778	7 741 778

Financial instrument risk management overview

The group has recognised and assessed the following risks associated with financial instruments, and the following measures have been put in place to reduce those risks.

Financial Assets

Trade and other Receivables

Credit risk – No trade debts are raised as the revenue module we hold is that a sale is only raised when payment is received, thus eliminating the raising of trade debts mitigating credit risks. There are instances where invoices are issued in accordance with customer requirements before payment is received, resulting in the recognition of a trade receivable (trade debt). In those instances, credit management controls are applied through the establishment of appropriate credit terms and the continuous monitoring of customer accounts to ensure the timely collection of outstanding amounts.

Cash and cash equivalents

Liquidity Risk – Periodic cash flow forecasts are prepared and adequate cash and cash equivalent reserves are maintained to fund day-to-day operations without placing undue strain on the entity's liquidity.

Financial Liabilities

Trade and other payables

Liquidity Risk – Periodic cash flow forecasts are prepared, and adequate reserves of cash and cash equivalents are maintained to fund day-to-day operations without placing undue strain on liquidity, thereby ensuring that the entity is able to settle its obligations as and when they fall due.

23. Change in Accounting Estimates

Property, Plant and Equipment

Furniture and Fixtures

The useful life of Furniture and Fixtures was estimated to be up to 7 years. In the current financial year management revised their estimate on useful lives of some of the furniture and fixtures and have extended them by a maximum of one (1) year. The effects of these revisions have decreased the total depreciation charge by R 62 209 in the current financial year. The effect on future periods is an increase in the total depreciation expense by the same amount.

Office Equipment

The useful life of Office Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the Office Equipment and have extended them by an additional year. The effects of these revisions have decreased the total depreciation charge by R 3 762 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

IT Equipment

The useful life of IT Equipment was estimated to be up to 5 years. In the current financial year management revised their estimate on useful lives of some of the IT Equipment and have extended them by a year. The effects of these revisions have decreased the total depreciation charge by R 140 111 in the current financial year. The effect on future period is an increase in the total depreciation by the same amount.

Motor Vehicles

The useful life of Motor vehicles was estimated to be up to 5 years. In the current financial year management revised their estimate on the useful lives of some of the motor vehicles and have extended them by a maximum of one year. The effects of these revisions have decreased the total depreciation charge by R 15 998 by a year. The effect on future periods is an increase in the total depreciation expense on leasehold improvements by the same amount.

Sundry Equipment

The useful life of Sundry Equipment was estimated to be up to 7 years. In the current financial year management revised their estimate on the useful lives of some of the Sundry Equipment and have extended them by a year. The effects of these revisions have decreased the total depreciation charge by R 4 020 in the current financial year. The effect on future periods is an increase in the total depreciation by the same amount.

Intangible Assets

The useful life of Intangible Assets was estimated to be up to 3 years. In the current financial year management revised their estimate on the useful lives of some the Intangible Assets and have extended them by 1 year. The effects of these revisions have decreased the total amortisation by R 92 333 in the current financial year. The effect on future periods is an increase in total amortisation by the same amount.

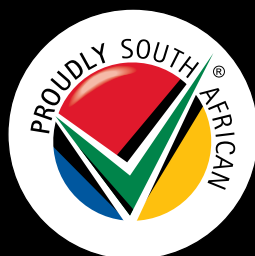
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DETAILED INCOME STATEMENT

Figures in Rand

	Note(s)	2026	2025
Revenue			
Sale of goods		9032	5 300
Government grant - The DTIC		56 339 000	43 169 000
Sundry Income		84 247	30 500
Sponsorship		11 019 565	16 141 304
Membership fees		4 355 347	3 787 105
Commission		2 266	-
	11	71 809 457	63 133 209
Opening stock		(74 723)	(77 998)
Purchases (adjustment)		-	1 344
Closing stock		69 736	74 723
Cost of Sales	12	(4 987)	(1 931)
Gross Surplus		71 804 470	63 131 278
Operating expenses			
Advertising posts and tenders		(48 632)	(116 253)
Auditors remuneration	15	(404 094)	(515 441)
Bad debts		(113)	(553)
Bank charges		(29 915)	(32 053)
Commission paid		(150 000)	-
Depreciation, amortisation and impairments		(1 049 283)*	(1 349 671)*
Assets Re-assessment Adjustment		318 434*	319 849*
Loss on disposal of fixed assets		(2 155)	(1 577)
Key management emoluments	19	(9 669 061)	(9 126 768)
Employee costs		(24 251 760)	(22 254 575)
IT expenses		(2 256 495)	(2 164 489)
Insurance		(135 580)	(254 952)
Penalties		(8 377)	-
Lease rentals & Operating lease		(1 434 378)	(1 402 427)
Legal and professional services		(1 327 910)	(551 460)
Marketing expenses (with focus on LPA activities incl. Travel costs)		(8 660 719)	(9 622 226)
Membership costs		(25 062)	(23 318)
Proudly SA Buy Local Summit and Expo		(14 993 867)	(15 006 084)
Photocopier costs		(38 587)	(46 539)
Postage and Courier		(19 913)	(6 534)
Printing and stationery		(165 308)	(135 000)
Proudly South African CSI activities		(64 950)	(59 100)
Repairs and maintenance		(95 266)	(139 753)
Staff training		(466 899)	(41 992)
Staff welfare		(549 010)	(428 717)
Subscriptions		(55 779)	(44 390)
Telephone and fax		(198 234)	(150 564)
Travel Local		(496 068)	(604 838)
Workshops and seminars		(87 072)	(58 643)
Workman's Compensation		(197 655)	(163 919)
Utilities		(516 392)	(395 844)
		(67 080 100)	(64 377 831)
Operating surplus/(deficit)	13	4 724 370	(1 246 553)
Interest Income	14	1 764 613	1 614 320
Surplus for the year		6 488 983	367 767

* The net effect of depreciation, amortisation, and impairment with the effects of revised useful life of assets at the end of the financial year.



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