

A MESSAGE FROM

Suzanne Ackerman-Berman

DIRECTOR: TRANSFORMATION

Dear All,

This year, I am truly very proud and humbled by the effort that our teams made in support of our Mandela Day food drive, in partnership with FoodForward SA. **The 67 minutes we dedicate holds great meaning, as it's one minute for each of the 67 years that Nelson Mandela dedicated to public service. Madiba once said that he would be honoured if such a day could serve to bring people together.**

Given the fact that the country is experiencing a downturn in the economy, we still managed to collect a total of 122 tons of food that will help feed countless people in need this year and even beyond 2019.

The 2019 collection period ran over three weeks, from June 24th – July 14th, in partnership with Antel Logistics, who collected all donations regularly from stores, and which were then sent to the packing events.

For those of you who volunteered to speak to customers in store, this was an incredible opportunity to dedicate your 67 minutes as ambassadors for the campaign.

For those who attended the Mandela Day packing events on 18 July, THANK YOU for dedicating 67 minutes of your time. I am sure we can all say that it was highly inspiring and that participating in the event made us feel part of the spirit of Madiba and the legacy he left behind.

Thank you to the project team who managed the logistics for this campaign, headed up by Reynier Rolfe, as well as a special thanks to our business partners, without whom, this mammoth national effort would not have been possible.

Our national footprint in this country as a trusted retail brand meant that we were perfectly placed to execute successfully on this campaign. The loyalty of our customers was displayed through their continuous support and generosity and in making a difference in local communities.

Nelson Mandela made an impact on the world for 67 years, and this campaign is our way of making an impact TODAY and beyond, and honouring his legacy.

Please enjoy a short video here : <https://youtu.be/NlKdYDL6ull>

All my very best,
Suzanne

