

2022

SAB Beyond Highlights





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Our Beyond Story

Beer has long been a love of South Africans dating back to when our ancestors first passed umqombothi around. That passion evolved when Charles Glass perfected his brew and began the SAB journey over 127 years ago. Over centuries, beer has played a significant role in our culture and society. It has become a part of who we are. It is a symbol of our connection to one another, often uniting us beyond the very real issues that can so easily divide us.

It evokes joy, camaraderie, and celebration. Whether it's toasting to achievements, commemorating special occasions, or simply enjoying social gatherings, beer has a unique ability to bring people together and create lasting memories. 'A future with more cheers' is what we strive for.

At SAB, we have taken the time to reimagine what a beer company can be, and this is deeply embedded in our brand purpose – to actively and passionately demonstrate the unique power of beer to propel our country forward. That is our dream.

We are working hard through measurable interventions to create a future that we can celebrate together as a nation.

SAB's Impact: A Key Player in South Africa's Economic Landscape

Richard Rivett-Carnac – CEO

As a company, we recognise that our influence goes far beyond the products we supply and the technology we develop. We are driven by an ethos of constant innovation and improvement, and we apply this to every aspect of our work. This extends to building an inclusive company culture—where everyone feels welcome.

Over the past year, our organisation has undergone a significant transformation in its corporate brand identity. This included an introduction of a brand-new logo and a reinvigorated purpose that seeks to shape how South Africans see beer. Our new approach can be summarised by 'dreaming big to create a future with more cheers'.

At the heart of this are the communities we serve. We recognise that the retailers play a vital role in our business, and we are committed to ensuring their inclusion. For them, it means participating in an economy that benefits not only their growth, but also the development of our country as a whole. Furthermore, with the knowledge that every retailer has a smartphone at hand, SAB will continue to integrate innovative technology to contribute towards the digital transformation in trade.

To lead the beer category, it is crucial for SAB to prioritise the success of its core brands. That said, our premium, super premium and Beyond Beer portfolios all delivered growth, showing a double digit increase in volumes. Our core line of products has always been the cornerstone of our business and will no doubt help us lead the category into the future.

To ensure organic growth, we will effectively manage our capital allocation to maximise value creation by reinvesting back into the local market.

Following positive growth in earnings in 2022, SAB has invested R4.5bn towards economic recovery and growth of the nation. This adds to the collective efforts of the industry that contributes 1.3% to the national GDP. And our operations are poised for further expansion and impact in the future.

In conclusion, the repositioning strategy adopted by SAB enables us to effectively communicate who we are as a company, our economic contribution, and our impact on the nation.

“Our big dream is to contribute meaningfully to the growth of the South African economy, creating jobs and building thriving communities.”

Meet The Game Changers

From Left to Right:

Zoleka Lisa: Vice President Corporate Affairs;
Richard Rivett-Carnac: Chief Executive Officer SAB and
Chairperson of the Board;
Jaco Parreira: Vice President Sales;
Bridget Makhura: Vice President People

Listen to what they have to say



Our SAB Beyond framework is the compass that guides us towards ethical and transparent business practices. All our business decisions are rooted in integrity and accountability. Doing what's right for our people, planet, and our stakeholders will drive sustainable business growth and create a world where ethical conduct is the foundation of success. ”

Richard Rivett-Carnac



SAB Beyond is our platform to share our efforts to create a future with more Cheers for all. Our community programmes are built on robust partnerships with the private, public and civil society at large. We are driven by a genuine desire to make a lasting difference in the communities where we operate, leaving a positive and meaningful impact for generations to come. ”

Zoleka Lisa



At SAB, we understand that embracing and fostering Diversity, Equity, and Inclusion (DEI) is not just the right thing to do, but also a strategic imperative. A workplace of this nature will see employees drive innovation, foster creativity, and promote sustainable growth. I am confident that SAB is on the verge of a new horizon, as it redefines what it means to be a beer company. People are a key driver of this evolution, and I am honoured to have a front-row seat to witness how the people of SAB will move the company forward. ”

Bridget Makhura

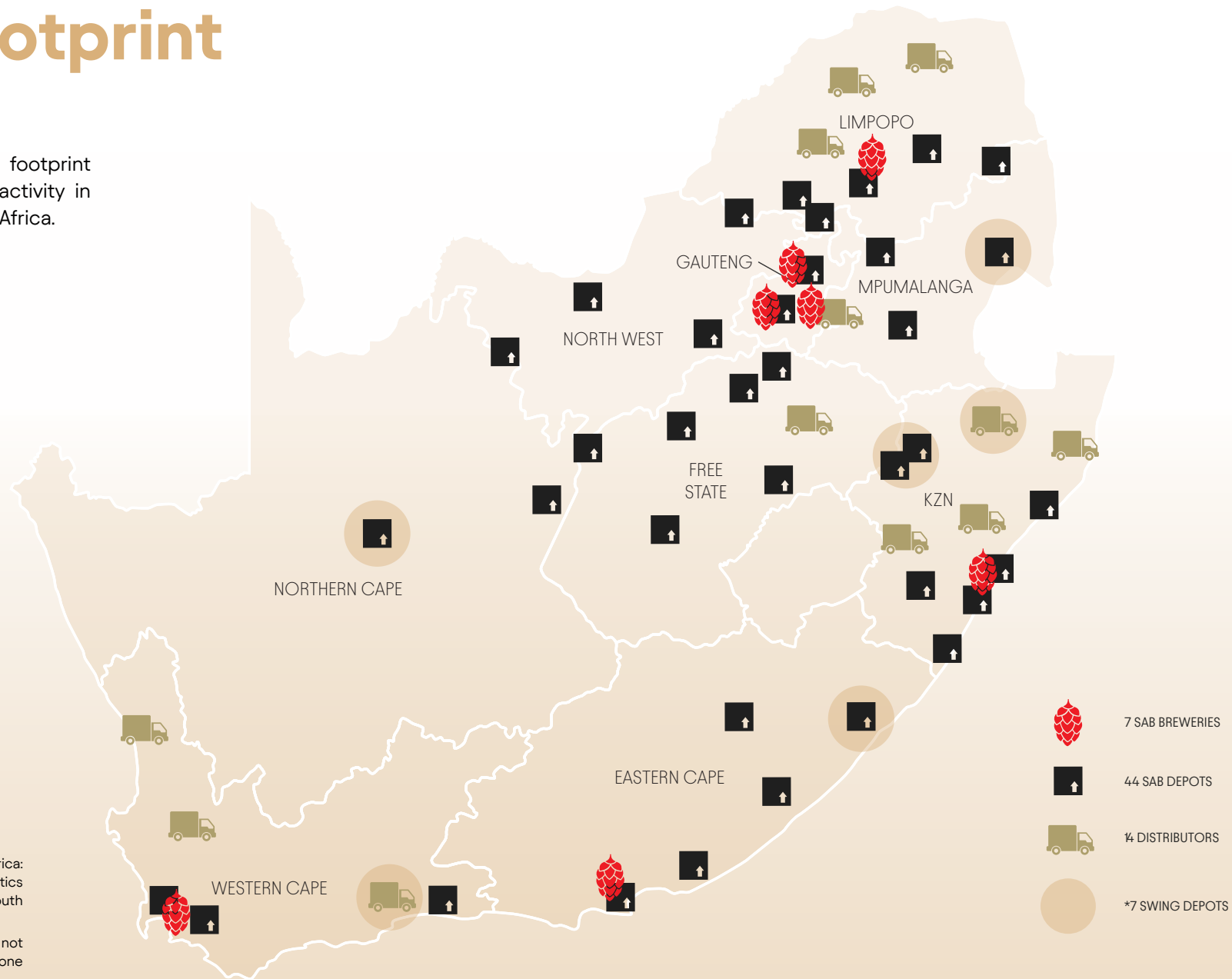


Embracing SAB Beyond principles means driving sales in a responsible and sustainable way. By aligning our values with the needs and expectations of our customers and consumers, we not only build trust but brand loyalty. For us at SAB, it's not more than making a sale—it's making a difference that matters most. ”

Jaco Parreira

Our Footprint

We have an extensive footprint supporting economic activity in all 9 provinces of South Africa.



The brewing industry in South Africa:
Report prepared by Genesis Analytics
for the Beer Association of South
Africa, 2019

*A Swing Depot is a depot that is not
limited to receiving stock from one
brewery only.

Through our Value chain we create value from seed to sip

Farmers

We value our relationships with farmers in our supply chain, who provide simple ingredients for our products. Our mutual collaboration is a key element in creating a sustainable supply of high-quality ingredients for our products. That is why we invest in research, crop advisory services and technology through our agricultural development programmes and our agronomy teams to help farmers improve their resilience and profitability.

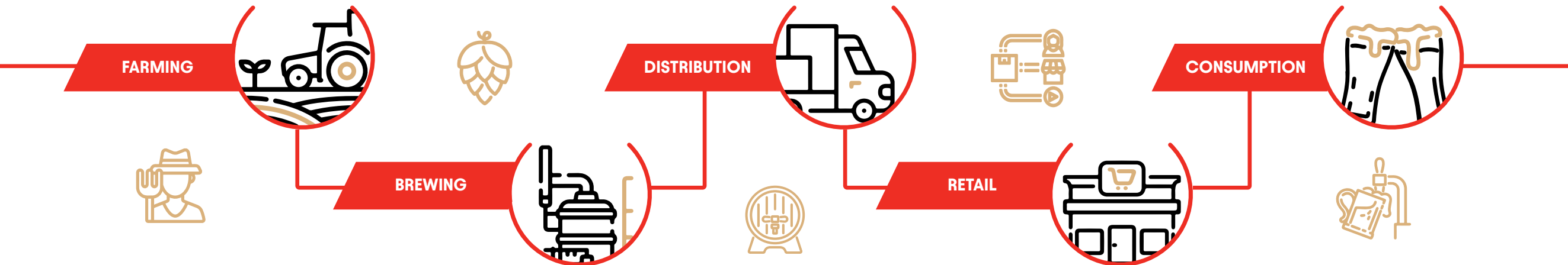
Distributors

14 Distributors

Our distributors ensure our products are available where consumers want them. We work with distribution partners to deliver our products responsibly and safely.

Consumers

We are always looking to serve up new ways to meet our consumers life's special moments. We aim to connect with our consumers by offering meaningful brand experiences in a responsible way and promoting moderation as the social norm for consumers.



Brewers & manufacturers

We have **3 commercial farms, 2 Malting Plants, 1 Research Farm, 7 Breweries, 44 Depots, 14 Distributors and 7 Swing Depots**. Our brewers and manufacturers use their knowledge, expertise and innovation to transform ingredients and raw materials into a product that consumers love by brewing, bottling, packaging and developing our products.

Customers

±33 000 trading outlets

We partner with retailers, bar owners and wholesalers to responsibly bring our beers to our consumers, while supporting our customers' business growth. We are helping close the gap in digital and financial inclusion and are pursuing extraordinary execution of our brands both on and off-premises.

Communities

In 250 000 Livelihoods

We play an integral part of the communities where we live and work. We strive to make a positive and lasting impact in our communities, advancing initiatives in areas such as sustainability, financial and digital inclusion, Responsible Drinking, road safety and recycling programmes

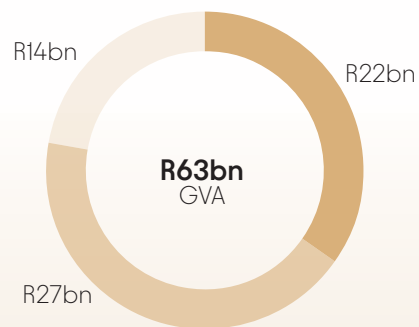
South African Beers Economic Impact

As per the Oxford Economics published in 2022, The South African economy benefits from the domestic and international operations, and the worldwide supply chain, of the beer sector.

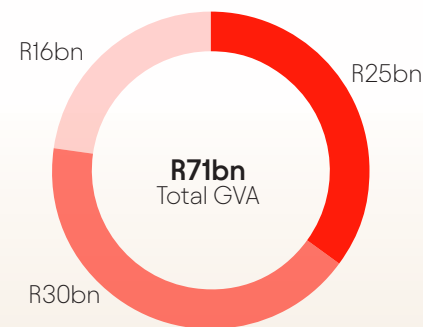
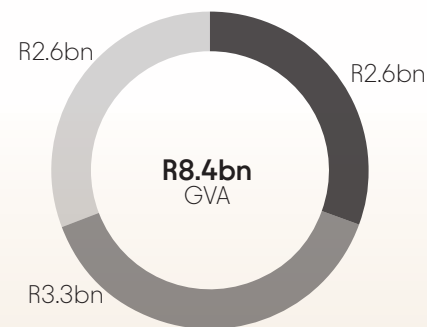
Gross Value Added (GVA) Impact

We estimate that beer supported a R71 billion gross value added (GVA) contribution to South Africa's economy. This is equivalent to R1 in R79 of national GDP, or 25% of Pretoria's economy.

Beer manufacturers

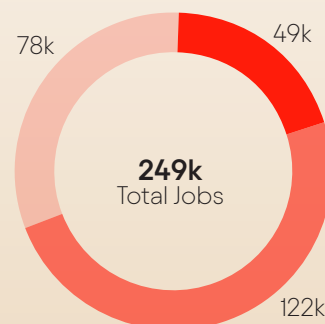
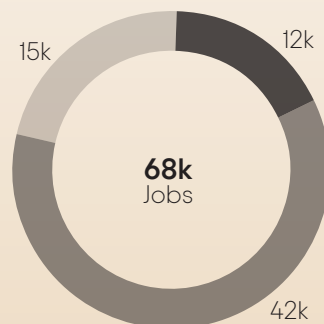
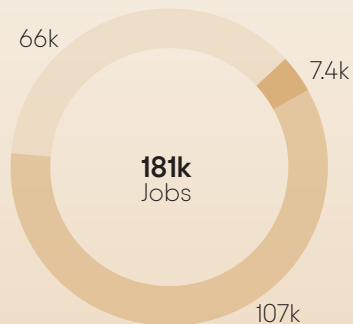


Downstream value chain



Employment impact

We estimate that beer supported 249 000 jobs in South Africa. This was equivalent to 1 in 66 national jobs, or 67% of employment in Port Elizabeth.



Tax Impact

We estimate that beer supported R43 billion in tax in South Africa. This was worth R1 of every R30 of government revenue.

Beer manufacturers:

R13bn

Downstream value chain:

R5bn

Beer sales tax*

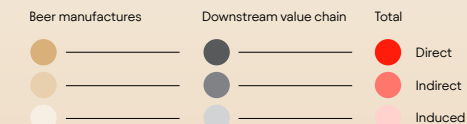
R26bn

*including excise and VAT

Total

R43bn

Subtotals may not sum to totals due to rounding



Our Proudly SA Brands

Local Beer Brands



Castle Lite unlocks refreshment like none other. A crisp, refreshing taste with fewer calories, carbohydrates and less alcohol, offering an easy drinking experience that can be enjoyed time and time again.



Castle Double Malt is made from a combination of two special South African malts. Perfectly balanced with complex flavours, increased body and a creamy premium finish.



Castle Milk Stout is Africa's premier stout. Dark quality roasted malt, naturally bitter, balanced with strong hints of toffee, butterscotch and coffee. Pour, pause, sip and enjoy.



South Africa's champion beer, Carling Black Label, is uniquely full-flavoured with a rich aroma and smooth finish. Gold inside, like any champion.



Castle Lager is Mzansi's favourite beer, using the same original recipe since 1895. Ingredients are perfectly balanced to deliver a taste that is somewhat bitter, somewhat dry, but never sweet.



Hansa Pilsener is a light-bodied, highly-attenuated, gold coloured beer showing excellent head retention and an elegant, floral hop aroma. Crisp, clean and refreshing.



Perfectly balanced contemporary lager made from special hops and locally sourced malt to give you the pride of Lion Lager.

Non-Alcoholic Beverage



Castle Free is made with the same quality home-grown ingredients used in Castle Lager which gives it the same great taste, despite having 0% alcohol. Castle Free, free to be..



Flying Fish is a premium flavoured alcoholic beverage bursting with crisp refreshment. Sweet, aromatic and unexpected!



Black Crown is an easy-drinking gin & tonic mixer with a zesty and crisp citrus aroma, where juniper gives way to refreshing lemon notes. Sweetness perfectly balanced by subtle bitterness in the finish.



Redd's Original is a refreshing, bright and effervescent easy drinking liquid with crisp, sweet apple flavours that fit any taste and occasion. Elevata Moghe!



Brutal Fruit's rose-coloured liquid offers a sophisticated blend of crisp, fresh fruity flavours and a smooth, uplifting finish.



Flying Fish Seltzer is made with refreshing sparkling water and alcohol with a dash of fruit juice and burst of bubbles. Fresh flavours of Lemon and Lime, Raspberry and Apple.

Our key partnerships with associations



The Beer Association of South Africa (BASA) brings together the main beer manufacturers in South Africa, namely The Craft Brewers Association of South Africa (CBASA), Heineken South Africa and South African Breweries (SAB). It was established in order to create a unified voice on issues affecting the beer industry and to help enhance and celebrate beer culture in South Africa.



The Black Business Council (BBC) is an independent membership-based organisation representing professional, business associations and chambers. Their purpose is to advocate for transformation of the South African economy, through aggregation and amplifying of member opinion, thought leadership and policy change, in order to achieve meaningful and inclusive economic growth.



BUSA represents the private sector being the largest federation of business organisations in terms of GDP and employment contribution. BUSA drives its objectives of growth, transformation and employment through its Policy Committees which provide a unified voice of business.



The purpose of BLSA is to build an environment in which globally competitive and national responsible companies can prosper. By so doing, they contribute to building strong communities underpinned by job creation through sustained economic growth.



The Consumer Goods Council of South Africa (CGCSA) is an industry association that represents Retail and Manufacturing member companies in a sector that is one of the largest sources of employment in South Africa. At the core of CGCSA's purpose lies their vision, which is to become leading Consumer Goods industry platform for advocacy, collaboration and best practice in Africa.



The objective of the DF-SA is to be a unified voice for the industry, serving as a platform for engagement with policymakers, regulators, the media, and community partners. For the drinks sector to engage harmoniously and proactively on timely issues including alcohol in society, road safety, responsible marketing, and their impact on South Africa's jobs, the economy, and investments.



Fibre Circle is a government-recognised producer responsibility organisation. Fibre Circle manages extended producer responsibility programmes to keep paper and paper packaging, which are renewable and recyclable products, out of South Africa's landfills.



Metpac SA is the producer responsibility organization for metal packaging in South Africa. Its mandate is to bring together manufacturers and suppliers to promote the benefits of metal packaging in line with the Extended Producer Responsibility regulations.



National Liquor Traders is a Public Benefit Organization (PBO) representing the interests of liquor traders on policy and trading matters in South Africa. The National Liquor Traders ensures that liquor traders are afforded a level playing field and have a conducive environment to operate.



NBI is a voluntary coalition of South African and multinational companies, working towards sustainable growth and development in South Africa and the shaping of a sustainable future through responsible business action, thereby demonstrating business action for sustainable growth.

Our key partnerships with associations



Polyco PRO NPC is a non-profit company focused on making waste a valuable resource that works for our economy. Its aim is to grow the collection and recycling of plastic packaging in South Africa, to promote the responsible use and reuse of this plastic packaging and to end plastic waste in the environment.



Proudly South African seeks to influence local procurement in the public and private sectors, to increase local production and to influence consumers to buy local in order to stimulate job creation. This is in line with government's plans to revive South Africa's economy so that millions of jobs can be created, and unemployment can be reduced. The work of Proudly South African aligns with the broader National Development Plan and the Local Procurement Accord signed in October 2011.



RASA is a recognized voice that speaks on behalf of restaurateurs. RASA promotes restaurants as a sector of hospitality. RASA aims to ensure that all restaurants adhere to the safety, security, and hygiene of establishments in accordance to industry standards.



A coalition of privately-owned companies and organisations committed to investing their resources to harness employee health, response against HIV/AIDS, create healthier workplaces to impact our workforce and host communities to promote sustained economic growth and wellbeing.



SACCI's vision is to be the voice and preeminent business chamber organisation, by offering superior value to its stakeholders, lobbies for and represents the collective interests, domestic and foreign, of South African businesses. Their mission is to effectively protect and promote the interests of business.



The Strategic Water Partners Network (SWPN) is a multi-stakeholder (public, private and civil society) partnership working collectively to close the gap between water supply and demand, with a vision to contribute to efficient, equitable and sustainable water supply and access to water and sanitation for all South Africans.



The Table Mountain Water Source Partnership (TMWSP) is a multi-stakeholder (public, private and civil society) partnership working collectively to improve water security, to ensure water resources can continue to support people and the ecosystem in and around Table Mountain Water Source Area.



The Glass Recycling Company (TGRC) NPC is the producer responsibility organisation for glass packaging in South Africa. It facilitates Extended Producer Responsibility (EPR) programmes for glass producers (manufacturers, importers, brand owners and retailers).



The objective of the WBA is to share knowledge and best practice amongst brewers and other concerned stakeholders and to act as a global, united voice on the integrity of beer and the social responsibility of brewers to a variety of audiences, including international organizations.

Our SAB Beyond Areas of Focus



RENEWABLE ENERGY



WATER STEWARDSHIP



CIRCULAR PACKAGING



SMART AGRICULTURE



ENTREPRENEURSHIP



RESPONSIBLE DRINKING



DIVERSITY, EQUITY AND INCLUSION



ETHICS & TRANSPARENCY



RENEWABLE ENERGY

We are making strides

Renewable Energy is important to our business. We have made progress on solar installations at our breweries. In 2022, we contributed to climate resilience purchase agreements.

**Ashmeer Sukdeo – Energy & Fluids Sourcing
Manager**

2022 Highlight

Solar expansion



Image: SOLA Group

- In 2021, all of our 7 breweries had onsite rooftop solar installed.
- The increase of licensing threshold for private power generation projects in late 2021 by the President of South Africa, has allowed us to investigate further expansions of solar projects.
- In 2022, we contracted 1 off-site solar project for our Caledon Maltings facility and expanded our Rosslyn and Chamdor Brewery onsite solar.

CIRCULAR PACKAGING

We take our recycling seriously

At SAB, we are constantly looking for ways to increase the recycled materials in our packaging. We also look for ways to increase recycling rates through the recovery and reuse of materials. We strive to reduce the amount of virgin material we use in our packaging, and educate consumers on the importance of recycling. We believe that working together with industry, peers, and entrepreneurs is of paramount importance to create a viable and formal green waste economy.

Raesibe Dlamini – Sustainability Manager: Circular Packaging, Renewable Energy & Partnerships

2022 Highlight

Increasing our bottle collection



- In 2022, SAB had a return rate of 97% compared to the gazetted target of 46%. To further show our commitment to circularity, in 2022 we also increased the deposit price for our returnable glass bottles from R1.50 to R2.00.
- One of the initiatives that SAB has implemented to drive the increase of bottle re-usage and collection is Bottle and Bag. An initiative where we sign up returnable glass bottle suppliers (informal traders, buy-back centers, recycling companies, etc.) to provide SAB with returnable glass bottles that would have otherwise been lost in the market. It is also an opportunity to incentivize and empower small businesses in the recycling/waste industry.
- Every bottle we can recover back into our business counts and will reduce our requirement to purchase new bottles as well as reduce our carbon footprint.

SMART AGRICULTURE



Driving positive impact through agricultural development

Agriculture remains one of the most powerful tools to reduce poverty and foster economic growth especially in rural areas. In partnership with SAB we have supported over 1800 emerging farmers and paid over 120 million in profits to developing farmers and entrepreneurs, 900 of the supported farmers were female, this is truly astonishing and a great accomplishment. Four new funding partners have also joined hands with FarmSol allowing our programme and impact to grow, today our farmers grow multiple crops diversifying their operations and ensuring sustainable growth of their businesses. For agriculture to be sustainable, it must meet the needs of current and future generations as well as ensure profitability, environmental health. Over time, sustainable agriculture can contribute to all four pillars of food security – availability, access, utilization, and stability.

Aron Kole – Managing Director: FarmSol

2022 Highlight

Farmers empowered with state-of the art mechanisation



In October 2022, we saw FarmSol celebrate its 6th anniversary of being at the forefront of supporting black farmers to become more sustainable commercial producers, which coincided with World Food Day celebrated on the 16th of October. The significance of World Food Day lies in the awareness it creates on the global food problem and the strengthening of solidarity in the fight against hunger, malnutrition, and poverty – something at the heart of what FarmSol does.

Over the past six years, FarmSol has paid over R100 million in profits to smallholder and emerging farmers participating in its programs, bringing about significant improvements in poverty alleviation, raising incomes, and improving food security. FarmSol supports thousands of smallholders and emerging farmers by providing them access to the market, innovative funding, extension services and mechanisation solutions.

As an implementing partner of SAB emerging farmer support programme FarmSol has provided production loans, access to markets, and mentorship to farmers in all 9 provinces covering about 53 000 hectares of maize, barley, and sunflower crops. These products are taken up by companies like South African Breweries and Siquilo Foods, through the Siquilo Grower Empowerment Programme. As a result of the two programs, smallholder farmers have direct access to the supply chains of these two major processing companies—thus having their products in the production of famous beer brands and household food brands such as Rama, Stork Margarine, and Rondo. Aron Kole, FarmSol MD says the challenge in transformation is not the farmers, nor the market, but often a way of connecting these two with one another.

WATER STEWARDSHIP

Water does not come from a tap

Our response to water stewardship, is based on localized risk factors and considers how we can influence change that aids communities around which we operate, while supporting all living ecosystems. Our comprehensive 7-step watershed management process has allowed us to ensure 100% of our high-stress sites have a response strategy in place that supports water security.

We continue to support long-term partnerships with World-Wide Fund for Nature SA and the Strategic Water Partners Network, elevate groundwater awareness and abstraction monitoring, through the Table Mountain Water Source Partnership and work to expand innovation within our operations, through Project Imifino at our Ibhayi Brewery.

Because water does not come from a tap!

**Alyssa Jooste – Smart Agriculture and Water
Stewardship Manager: South African Breweries**

2022 Highlight

Polokwane Water Access Project



We partnered with Anglo American, the Strategic Waters Partners Network [SWPN] and City of Polokwane to protect and conserve the region's scarce water resources through a Water Efficiency Leakage Reduction project. SAB and Anglo American officially handed over the Phase 1 and Phase 2 project reports to the Executive Mayor of Polokwane, Cllr Mosema Makoro John Mpe.

The City of Polokwane Local Municipality is one of the most densely populated and economically significant areas in the Limpopo province. The area is experiencing water scarcity and augments most of its water supply through bulk water transfer schemes such as the Olifants-Sand and Ebenezer Dam systems at very high cost. Water balances in the Limpopo Water Management catchment areas are currently either in balance or in deficit, meaning projected water requirements exceed water availability. With operations in the area, VP of Corporate Affairs at SAB, Zoleka Lisa says SAB seeks to help the community to do everything it could to protect its most valuable resource – water.

"By partnering with Anglo-American and Strategic Water Partners Network [SWPN], we are proud of the impact that we can achieve together. This study and report have proven that we should never underestimate the power of partnerships in bringing impact to life," says Lisa. The objectives of this study were to develop a Water Conservation and Water Demand Management (WCWDM) strategy and business plan for the City of Polokwane. This would help reduce water losses, unbilled and unaccounted-for water. The study included a detailed assessment of the Polokwane cluster (town) water supply area, which forms part of the Olifants-Sand regional water supply scheme.

The assessment was carried out over two phases and led to an improvement of water management within the municipality, including a reduction in water losses and non-revenue water. Peter Varndell, CEO of the NEPAD Business Foundation who host the SWPN believes the Polokwane project is a prime example of impact in action. "This is about committed partners who understand their own impact and have a genuine interest in the future of the communities that they serve. SAB and Anglo American provide great impetus for other corporates to do more, but we couldn't have done this without the help of local government," says Varndell.

The City of Polokwane's Executive Mayor, Cllr Mosema Makoro John Mpe highlighted that the water partnership came at an opportune time and reiterated the City of Polokwane's commitment to collaborate with the private sector. "The City of Polokwane is the right partner for water conservation, water security and water demand management initiatives and we will continue to subscribe to the principles of governance, and avail resources needed to support such initiatives to ensure our communities enjoy a better life. Partnerships such as these are important as the government can leverage the expertise and experience of private sector and we can achieve more together," says Mpe. View the full response by the Executive Mayor on this link.

DIVERSITY, EQUITY & INCLUSION

Driving an inclusive workplace

Our dynamic Africa DEI Team is on an exciting journey to ensure that diversity, equity, and inclusion initiatives are seamlessly integrated into the fabric of our organization. Through comprehensive recruitment, training, and mentorship programs, our aim is to unlock the full potential of every employee.

Together, we are dedicated to driving an inclusive future, that begins with our workplace.

Simone Wright – Talent & DEI Manager

2022 Highlight

Cultivating Future Leaders



We are committed to cultivating future leaders through our Global Management Trainee (GMT), Talent Acceleration Programme (TAP) and Supply skills development programmes.

HOW DOES THE PROGRAM LOOK LIKE?

ROTATIONAL PROGRAM

To develop a deep understanding of our business, candidates are immersed into functional areas such as Sales & Marketing, and Operations & Logistics during a 10-month period.

GLOBAL INDUCTION

The candidate experience begins with an induction to our company's culture, vision and strategy. They join other trainees from around the world and meet our CEO and senior leaders

ON THE JOB EXPERIENCE

Our candidates are high-achievers and want to be given the opportunity to have real impact in our business. Being a GMT, enables them achieve this from day one

RESPONSIBLE DRINKING

Championing responsible consumption through SAB Sharp

Beer brings people together and has been part of cultures and communities around the world for centuries. While keeping this in mind, we must always remember that beer is a beverage of moderation and working together with our communities and partners, we can help to improve the negative relationship our consumers have with alcohol. The misuse of alcohol does not only contribute to social ills but is also a barrier that inhibits the growth of our country that has a negative impact on the economy and the stability of many of our communities. As we continue to collaborate to build a better society through SAB Sharp's 2025 goals, we wish to thank all our stakeholders for their diligence and cooperation in making this programme a part of everything we do and believe in, as SAB.

Nombulelo Skota – SAB Sharp Manager

2022 Highlight

Responsibility echoed by our law enforcement partners



In recognition of Transport Month, the South African Breweries (SAB) has reiterated its commitment to driving a culture of responsible consumption in South Africa in partnership with Johannesburg Metropolitan Police Department (JMPD). In October, SAB in partnership with the Johannesburg Metropolitan Police Department (JMPD) handed over 7 Gauteng-based mobile Alcohol Evidence Centre (AEC) in Dube, Soweto.

With 10 brick and mortar AECs already handed over to various South African municipalities across the country, these Centres make South Africa's roads safer by empowering authorities to enforce regulations with world-class infrastructure and technology to help process drunk arrests. Additionally, the mobile AECs will aid authorities in their fights against drunk drivers across the province with the ability to move around to multiple hotspot zones

Since inception over a decade ago, AEC's have become crucial in helping law enforcement test suspected drunk drivers and confirm their breath limit using Evidentiary Breath Alcohol Testing (EBAT) and registered medical practitioners. The AECs are all fully equipped to also ensure that the evidence is properly collected and admissible in court.

The handover of the 7 Mobile AECs at Dube Vocational Centre in Soweto falls in line with SAB Sharp, a responsible consumption platform from where SAB can direct its efforts to create a more responsible drinking culture in South Africa.

According to Zoleka Lisa, VP Corporate Affairs this AEC handover falls in line with SAB's broader 'Responsible Drinking Goals, which is a set of programmes and initiatives focused on shifting social norms, consumer behaviours, and business practices. Developed alongside public health officials, these goals reflect our belief in evidence-based solutions and that independent, rigorous and transparent measurement and evaluation are key to progress.

Working in partnership with public health bodies, civil society, and governments, we aim to implement evidence-based approaches, uncover new ways to reduce the harmful use of alcohol and act upon them." Concludes Lisa

ENTREPRENEURSHIP

Investing in entrepreneurs and social innovation

The development and empowerment of small, micro, and medium enterprises (SMMEs) is crucial for South Africa to achieve dynamic and employment-intensive economic growth. Small businesses are a powerful tool in overcoming the triple challenge of poverty, inequality and persistent unemployment in the country. However, entrepreneurs face numerous obstacles, including harsh economic conditions, limited access to markets and finance, complex regulations, a shortage of skilled staff and poor financial literacy and business skills.

Our programmes have provided support and empowerment to businesses operating in rural areas and peri-urban communities—reaching 70% Women, and 6% people with disabilities. Through our support, enterprises have experienced consistent growth, job creation, sustainability and positive social impact.

Itumeleng Dhlamini – Head of Programmes: SAB Foundation

2022 Highlight

Atlega For Women

The Tholoana Enterprise Programme has truly been a transformative experience for me. Through this programme, I have gained a deeper understanding of my vision, and learned to appreciate the small steps of development along the way. I have also come to value gratitude and patience in my entrepreneurial journey.

– Matshego Brenda Moduka,
Founder, Atlega for Women
Projects Enterprise.



Matshego Brenda Moduka was raised by her grandmother in Bloemfontein. At 17 she completed Matric; at 18 she began studying at the University of the Free State but became a teenage mother and dropped out. However, someone connected her to an Adult Basic Education and Training (ABET) job opportunity, which marked the start of her journey in training.

"I started out as an ABET facilitator to a training specialist with NQF qualifications, and am currently furthering my studies," says Matshego. "I believe in paying it forward, which motivated me to start my own training company, Atlega for Women Projects Enterprise, for women who lack education and skills." By empowering these women through employment or entrepreneurship, she aims to help them achieve economic independence and improve their households one person at a time. Matshego's affiliation with the SAB Foundation began in 2021 when she became a part of the Tholoana Enterprise Programme. Through this programme, her business received R193 530 in grant funding, along with valuable mentorship.

"Prior to joining the Tholoana Enterprise Programme, the business operated out of a small office space located in Gqeberha and we managed at least five training projects," shares Matshego. "During that time, the business did not keep any business financial records nor was it compliant with SARS, COIDA, or UIF requirements."

According to Matshego, the company solely relied on government work, while Matshego worked as their only employee. However, since joining the Tholoana Enterprise Programme, their team now consists of 23 employees, which includes two permanent employees, 13 contract workers, and eight freelancers. Additionally, the business acquired an expanded training centre where its training sessions are conducted more effectively. In addition to their employees, Atlega also welcomes several learners into their system for skills development and stipend opportunities. In the previous financial year alone, they successfully trained 344 individuals. Furthermore, by participating in the Tholoana Enterprise Programme, this business has experienced a remarkable growth of 187% in annual turnover.

"The Tholoana Enterprise Programme aided us in improving costing methods, accounting systems, networking capabilities, and pitching skills to attract private sector clients instead of solely relying on public sector projects," says Matshego. The business faced a significant challenge with late payments from government projects, which severely affected its cash flow. However, Matshego has since implemented upfront payment requests to cover project costs. One recent accomplishment is Atlega's compliance with UIF, SARS, COIDA, and OHS requirements.

"Additionally, the business has expanded its network both nationally and in Africa as a whole," she reports. "We are currently engaged in training programs across the continent and are preparing for export readiness within two years to expand our training offerings across the continent."

ETHICS & TRANSPARENCY

WE'RE HERE FOR THE BEER

Human Rights touch every part of our value chain

Business operations and Human Rights intersect every single day. This touches almost every part of our value chain. Our parent company is a signatory to the We are signatories to UN Global Compact [UNGC]. We align our approach to human rights with the UN Guiding Principles on Business and Human Rights. This is the ABI 2022 report phrasing:

Our approach to human rights is based on the United Nations Guiding Principles on Business and Human Rights [UNGPs] and is outlined in our Global Human Rights Policy. We consistently strive understand the impact of our business on human rights. For South Africa, we particularly focused on the safety and wellbeing on Brand Promoters in the Market, as well conducted a review on our Logistics segment of our value chain. Relying on latest data backed insights and partnering with local and global experts, we continue to make strides.

**Phangisa Matsebula – Ethics and Compliance
Manager: South African Breweries**

2022 Highlight

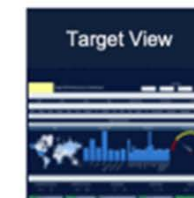
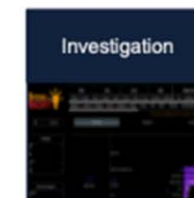
Data driven Ethics



Welcome to BrewRIGHT!



BrewRIGHT is a data analytics platform designed to assist ABI in identifying, monitoring, analyzing, and remediating compliance risks across various parts of ABI's business. BrewRIGHT helps serve the company's longer-term compliance and internal control objectives by providing global and zone users with timely access to key compliance and transactional data. ABI has made significant investment in BrewRIGHT and it's a strategic differentiator which supports ABI's "BREWING RIGHT" compliance culture.



ABI remains committed to leveraging technology to enhance ethics and promote responsible business practices. The move from Compliance to Ethics is one driven by transparency and BrewRIGHT is the platform that helps us to achieve this drive towards improved transparency - in our operations and processes.

Using advanced data analytics, BrewRight identifies potential risks and compliance issues. In 2022, over 150 transactions were identified and reviewed, enabling us to proactively mitigate critical risks and maintain high ethical standards in our operations.

By having access to data across the organization, we are better positioned to predict and prevent misconduct which drives sustainable growth, supports the global fight against corruption, and creates value for our stakeholders.

