



famous | brands
you're in good company





Who We Are

Our Journey

Famous Brands dates back to humble beginnings in 1970, when the Halamandaris and the Halamandres families conceived of and opened the first Steers restaurant in Johannesburg, selling the flame-grilled hamburgers South Africans have come to love.

The Steers brand grew rapidly over the next two decades, leading to the decision to list the company on the Johannesburg Stock Exchange. On listing day in 1994, our business comprised of just one brand, Steers, and a limited supply chain. More than two decades later our group has expanded, almost beyond recognition, into Africa's largest branded food service franchisor, positioned in the top 100 companies on the local bourse.

This multi-faceted growth is testament to our high performance culture and the founding families' values of hard work and honest endeavour, instilled over the decades.



Our Business

Today, the Group's vertically integrated business model consists of 30 brands represented by over 2,700 franchised restaurants across South Africa, the rest of Africa, the United Kingdom and the Middle East, underpinned by substantial Logistics and Manufacturing operations.

This business model positions us as an enterprise that has offered our stakeholders – from corporate and individual investors to our franchise partners – consistent year-on-year growth for the past decade and a half.

Our People

Across the group we employ over 3,000 people directly and over 75,000 indirectly through our franchise network. The experience, skill and commitment of each one of them, from our Board of Directors to the individuals behind the scenes in all of our restaurants, has made our group the great success it is today.

Famous Brands is a fully integrated food service business and the most successful branded food service franchisor in Africa. Achieving this ambition demanded vision, guiding principles, strategic intent and an audacious growth agenda – these will continue to inspire our future endeavours too.

Our Vision

To be the leading innovative branded franchised and food services business in South Africa and selected international markets by 2020.

Our Core Beliefs

- Champions
- Innovation
- Quality
- Speed
- Agility
- Integrity
- Humility

Our Strategic Intent

Our business is focused on building capability and capacity to position ourselves to deliver unique consumer experiences in the branded franchised and food services space.

Our Growth Agenda

- We are intent on building capability, capacity and scale across manufacturing, branded franchised and food services spaces.
- We are obsessed with being close to our trading partners and consumers across premium and mainstream markets.
- We are passionate about unique consumer experiences through innovation, flawless execution and continuous improvement.
- We are a team of results orientated people characterised by a unique culture of high performance.
- We are focused on organic and acquisitive growth in South Africa and selected international markets.





Financial Overview

	% growth	2017	2016	2015	2014	2013	2012
<i>Revenue (R000)</i>	21.6	5 720 363	4 308 318	3 283 342	2 825 979	2 516 287	2 155 615
<i>Operating profit before non-operational items (R000)</i>	17.8	938 048	792 108	672 024	565 517	465 842	412 656
<i>Total assets (R000)</i>		5 886 453	2 408 283	1 852 260	1 692 839	1 510 467	1 221 169
<i>Net debt: Equity (%)</i>		165.0	(0.4)	(8.9)	(2.1)	8.1	9.7
<i>Headline earnings per share before non-operational items & additional interest costs (cents) (%)</i>		613	540.6	467.2	406.2	339.1	278.3
<i>Dividends per share (cents)</i>		–	405	355	300	250	200
<i>Market capitalisation (Rm)</i>	29.5	15 429	11 538	11 178	9 627	8 169	4 237

Business Model

The platform for continued growth is firmly in place, comprising an accomplished executive management team, optimally structured business model and a pipeline of opportunities to continue to meet stakeholder expectations.

FRANCHISE NETWORK



Brand Capabilities

We have deliberately employed a strategy whereby we have built a portfolio of brands, all of which are designed to be best in their class, offering a compelling business proposition to our franchise partners as well as a high quality solution to a wide range of consumers.

Our Design and Development division provides a full turn-key service to all of our brands and their respective franchise partners.

Our central Marketing division is charged with ensuring that our brands are properly positioned, are relevant and remain contemporary. All of our brands are supported via a wide range of through-the-line strategic marketing initiatives.

Below-the-line marketing services are provided by Sauce Advertising, an associate company.

Our brand portfolio comprises South Africa

- Wimpy
- Milky Lane
- Steers
- Debonairs Pizza
- Fishaways
- Mugg & Bean
- Europa
- Fego Caffé
- Net Café
- House of Coffees
- Coffee Couture
- 14 on Chartwell
- catch
- Lupa Osteria
- Salsa Mexican Grill
- Giramundo
- Vovo Telo
- tashas
- Turn 'n Tender
- The Bread Basket
- Wakaberry
- Thrupps
- PAUL
- Mythos
- By Word of Mouth
- Pubs:
 - KEG
 - The Brewers Guild
 - O'Hagan's

Africa and selected international markets

- Steers
- Wimpy
- Debonairs Pizza
- Fishaways
- Mugg & Bean
- Milky Lane
- Wakaberry
- Europa
- Fego Caffé
- Gourmet Burger Kitchen
- Mr Bigg's
- Pubs:
 - KEG
 - O'Hagan's



Retail Capabilities

The core thrust of this division is the extension of the Group's trademarks into the FMCG retail and wholesale markets. A secondary market comprises supplying selected food services and catering customers where spare manufacturing capacity exists to do so.

The brands through which we compete in the retail and food services space include:

- Steers
- Wimpy
- Mugg & Bean
- Milky Lane
- TruFruit
- San Diamanté
- Aqua Monte
- Baltimore

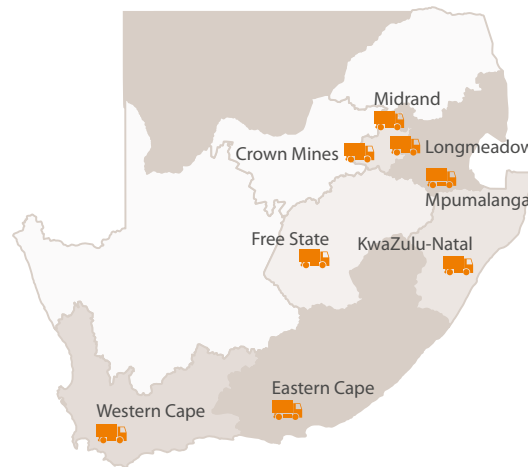
Our Brand, Logistics and Manufacturing capabilities are supported by a range of Corporate Services which include: Finance, Human Resources, Information Technology, Legal, Procurement, Logistics Services and Operations Services.



Logistics Capabilities

The Logistics division represents the Group's route-to-market, delivering to the franchise network a comprehensive basket of products required to cater for brand-specific menus. The Logistics function affords a key strategic and competitive advantage to the Group in terms of its overall franchise system.

The division is supported by nine Centres of Excellence situated across the country. These Centres of Excellence enable us to get closer to our franchise partners by aligning our Franchising and Logistics businesses. The Centres also provide training to our employees and franchise partners.



Manufacturing Capabilities

Wholly owned	
Product	Location
Meat & chicken	Gauteng & Western Cape
Bakery	Gauteng & Western Cape
Sauces & spices	Gauteng
Ice cream	Gauteng & KwaZulu-Natal
Fruit juice	KwaZulu-Natal
Frozen fries	Lamberts Bay
Serviettes	Gauteng
Tomato paste	Eastern Cape

Joint venture	
Product	Location
Coffee	Gauteng
Cheese	Eastern Cape (Coega)
Speciality breads	Gauteng
Choice meat cuts	Gauteng
Red meat, chicken, ribs, Pork & frozen storage	Gauteng (City Deep)

Our Manufacturing division represents a key part of the group's backward integration model and is tasked with manufacturing a range of licensed products for both our franchise network and selected food service and retail customers.

Brands



MYTHOS





BY WORD OF MOUTH

Global Footprint



Restaurants

South Africa	2,270
Rest of Africa	339
UK	166
Other	7
Total	2,782

Specific data as at end Feb 17

 608

 589

 607

 240

 219

 113

 76

 25

 97

 36

 16

Signature Brands 155



Steers is South Africa's iconic hamburger brand, loved across generations for its legendary 100% pure beef flame-grilled burgers, hand-cut chips, fresh ingredients and real flavour. Steers holds the title of 'First Fast-Food Burger Concept' in South Africa and also boasts an unmatched number of awards for best burger, for 18 consecutive years, and best chips, for 14 consecutive years.

Since its launch nearly 60 years ago, Steers has experienced formidable growth across South Africa and, more recently, internationally. Steers is represented by a large number of local restaurants and a growing international footprint in Nigeria, Mauritius and Zambia.



“

*In a world hungry for real,
Steers is taking orders
because everyone knows:
flame-grilled just tastes
better.*

”





In 1967, Wimpy first opened its doors in South Africa. Today, it's a leader in the casual dining restaurant sector and one of the largest and most successful restaurant franchises in the country. The brand is renowned not only for its Famous Wimpy Coffee, all-day breakfasts and Wimpy burgers but also for treating South Africans to a wide selection of grills, salads, shakes and desserts.

Having steadily grown in recognition and footprint since opening, Wimpy is a much-loved South African household name. In addition to high streets and malls, Wimpy is also represented on the forecourts of Engen petroleum service stations along the country's major transit routes, where stopping off at a Wimpy to refuel is considered a national tradition.



“

Wimpy is South Africa's best-loved and largest sit-down restaurant franchise.

”



Born in 1991 of the vision of two young entrepreneurs from Pietermaritzburg, Debonairs Pizza sold a modest eight pizzas on its opening night. Today the brand sells 3 million pizzas a month. Debonairs Pizza, which pioneered the home delivery concept in South Africa, boasts a formidable footprint in excess of 600 restaurants across South Africa and 14 other African countries and is the leading pizza franchise in Southern Africa.

The brand owes much of its success to its unwavering focus on innovation – from its creative pizza offerings and use of the latest interactive technology to its free home delivery service – and has won numerous awards from consumers and industry authorities alike.



“

Debonairs Pizza pioneered the home delivery concept in South Africa.

”





The concept for Mugg & Bean took inspiration from the coffee houses of Chicago, famous for their generosity. Since 1996, when the first Mugg & Bean opened in South Africa, the brand has become legendary for its bottomless coffee, freshly baked giant muffins and substantial portion sizes that satisfy any hunger.

It is this spirit of generosity that has been responsible for Mugg & Bean's extraordinary rise in popularity; today the brand boasts a formidable footprint of restaurants and has more recently launched its grab-and-go convenience offering, On-the-Move.



“Mugg & Bean is loved by South Africans for its warm welcome and its spirit of generosity.”

GOURMET BURGER KITCHEN

Launched in 2001 in Battersea, South London, GBK was founded by three New Zealanders together with the creative culinary support of eminent New Zealand chef and acclaimed 'father of fusion', Peter Gordon. GBK comprises a multitude of company-owned restaurants across the UK and is widely renowned as the market leader in the premium burger category.

GBK's market leadership is underpinned by key brand beliefs including: unrivalled farm-to-fork provenance and quality; menu differentiation; and creativity and innovation centered on pioneering and perfecting handcrafted 'burger comfort'. At the heart of GBK are fantastic restaurant teams and a continuous journey towards excellence in their food. They like to call it real burger obsession!



“

*GBK is the pioneer of
the premium burger
revolution in the UK.*

”



Fishaways was launched in 1999 with the ambitious vision of being 'the seafood specialist that offers consistently high quality, tasty takeaways and good service'. The brand has achieved this and much more.

Today Fishaways is South Africa's leading quick-service seafood restaurant with the largest store network in the category across South Africa and the rest of Africa. The brand offers consumers uncompromisingly fresh and nutritious seafood-based meals that cater to the modern and health-conscious consumer.



“

At Fishaways we put our heart and soul into everything we do.

”



“

Milky Lane is a household name in deliciously fun ice cream treats and the most famous waffles.

”

Since the late 1950s, Milky Lane has served South Africans deliciously decadent and indulgent ice cream treats and desserts. This iconic brand, popularly known as the 'Feelgood Specialists' for sweetening memories and warming hearts, is loved by tots, teens and golden oldies alike.

The strong customer loyalty Milky Lane enjoys, including 180 000 Facebook fans, positions the brand as the leader of the indulgence category, with a strong combined local and rest of Africa footprint of restaurants and a trophy cabinet filled with awards.





Europa brings a little bit of the Mediterranean to the South African neighbourhood - great food and coffee served by friendly staff in contemporary Mediterranean-style ambience. Europa's Mediterranean-inspired meals are made and served with passion and accompanied by a wine list that caters to all occasions.



“

Europa is a contemporary Mediterranean-style restaurant where passion is alive.

”



Fego Caffé epitomises caffè-style dining: a sophisticated ambience in which to enjoy unsurpassed coffee, savour a light meal, and experience service that exceeds expectations.

Fego Caffé sources the finest coffee beans from South America and Africa to produce exceptional coffee, skillfully prepared by talented baristas, which has earned this brand its reputation among connoisseurs as an extraordinary coffee offering.

“

Fego Caffé is the coffee connoisseur's choice for an extraordinary coffee experience.

”



The Netcare Group operates the largest private hospital business in South Africa. Our bespoke NetCafé brand concept was specifically created to cater to the Netcare Group's staff, patients and their visitors. The brand offers a combination of a full sit-down menu, a deli section and a retail convenience environment.

NetCafé, with its "Made with Love" slogan, cheerful yellow heart icon, warm wooden interiors and café-style menu, provides a customised offering that is uniquely geared to Netcare's customers' needs.



The NetCafé restaurants are designed to deliver an exceptional experience to all Netcare customers.



RESTAURANTS
& PUBS

EST. 1990

As a traditional pub restaurant and local hub for business meetings, young adult evenings out, family gatherings and live televised sports matches, this brand is an institution in South Africa.

The KEG has one of the largest beverage alcohol selections in the country, ranging from draughts, imported and craft beers, exotic cocktails, to a fine selection of wine. The KEG also offers delicious and hearty traditional pub fare, along with more contemporary gastro-pub cuisine, catering to all tastes. KEG's warm, friendly restaurants make customers feel at home.



The KEG pubs are a national institution for their good food, good drinks and great cheer.



tashas®



“

tashas effortlessly brings together feel-good cuisine, new-generation chic interiors and memorable dining experiences.

”

tashas is a boutique café concept whose essence is exclusive but doesn't exclude. This bespoke brand has pioneered its own category by drawing on the best of traditional café heritage and effortlessly elevating it to new-generation chic, with its careful blend of unpretentious authenticity, innovative but simple and beautiful comfort food, personalised service, and signature design aesthetics.

Founder, Natasha Sideris, says of the concept she started in 2005, “tashas brings together memorable moments, with beautiful meals engagingly delivered in exquisite environments, all guided by our philosophy that the quality is in the detail.”





BY WORD OF MOUTH

From its modest origins in 2006 in a renovated suburban house, Vovo Telo, a specialist artisan bakery, has grown into a category leader and established itself as a South African favourite, being synonymous with excellence in craft baking, mouth-watering breakfasts and lunches and perfectly brewed coffee.

Vovo Telo uses local, artisanal products in all its bakeries, supporting producers who share the brand's respect for quality and integrity. In true Vovo Telo tradition, all pastries and breads are freshly baked on site daily.

“

By combining great breads with the finest fresh ingredients Vovo Telo strives to create something special every day for its customers.

”

“

Professionalism is our watchword in ensuring we deliver flawless, memorable events for our clients.

”

Turn 'n Tender STEAKHOUSE

In 1977, four brothers with a love for the finest steak, opened their first Turn 'n Tender restaurant, a traditional South African steakhouse that specialises in grilling first-class steaks.

Four decades later, this premium brand is more popular than ever, having evolved to become the discerning steak lover's favourite, not only for its mouth-watering steaks, ribs, legendary house biltong and burgers, but also for its fine wine selection, unparalleled service, warm atmosphere and contemporary setting.

“

Turn 'n Tender has been voted Joburg's Best Steakhouse for several consecutive years, a significant feat for any steakhouse brand in a country of steak aficionados.

”



MYTHOS Live Our Myth

Mythos is a contemporary Greek restaurant with a traditional spirit, serving time-honoured dishes and modern cuisine in a stylish Mediterranean setting. Mythos is also renowned for its selection of premium Greek and South African wines.

For patrons, a dining experience at Mythos promises authentic fare, hospitable ambience and first class service infused with the customary Greek passion for life.

“

Mythos has fast become renowned for its authentic Greek cuisine. And 'authentic' is not a term we use lightly.

”

catch

Seafood Grill & Sushi

Catch is an innovative seafood restaurant and grill that serves contemporary renditions of classic seafood fused with Asian-inspired sushi, dim sum and Peking duck. Patrons can also enjoy a comprehensive wine list and an exotic cocktail menu that includes both classics and modern twists.

Catch's minimalist, modern décor is inspired by the ocean.

“

*Trendy and tasty,
Catch's offering will tempt
any palate.*

”



SALSA

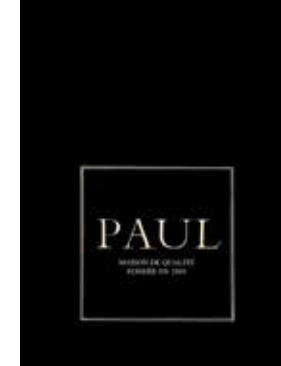
MEXICAN GRILL

Salsa serves authentic Mexican food prepared according to traditional cooking methods, which the brand's founders brought back to South Africa from the West Coast of the United States. Expect a modern, inspired twist to each of their signature dishes with home-grown produce, free-range chicken and sustainable beef contributing to the experience that is fresh and full of flavour. Mexican craft tequilas and imported tequila beers complete the authentic experience.

“

*We epitomise authentic
Mexican entertaining –
vibrant, welcoming
and festive.*

”



Lupa is a neighbourhood osteria that offers an authentic artisanal Italian food experience in a warm, welcoming ambience with great service.

With a strong Roman influence, this modern yet traditional osteria boasts tasty home-made pasta and wood-fired pizza. Patrons are also invited to savour a selection of mouth-watering shellfish and seafood, veal, and organic free-range chicken dishes. Lupa also offers a wide beverage alcohol selection ranging from craft beers and carafes of wine to exotic cocktails.



Founded in 1889 in Northern France, PAUL is an internationally renowned fifth generation family-owned artisanal bakery-café chain. They opened their first South African restaurant in Melrose Arch on 1 March 2017.

PAUL operates in over 40 countries across Europe, the Middle East, Asia, America and Africa and serves over five million customers a month in its bakeries around the world.

PAUL's authentic French offering, served in its trademark chic restaurants or to take away, includes traditionally-crafted baked products, sandwiches, breakfasts, salads and gourmet meals.



“

Imported Italian flour and only the finest local ingredients guarantee an authentic Italian taste experience.

”

“

Steeped in French baking heritage, PAUL's values centre on a passion for craftsmanship, quality and tradition.

”

WAKABERRY®
frozen yoghurt bars

Wakaberry is a unique self-service soft-serve frozen yoghurt bar with an experiential twist: the offering, which includes a wide range of frozen or froyo flavours, complemented by a variety of delectable toppings, encourages 'Wakafans' to become the masters of their own froyo creations.

“

*Wakaberry:
real yoghurt, real people,
real fun.*

”



The multiple-award-winning Nigerian quick service restaurant chain, Mr Bigg's, started out as a coffee shop offering in the country's Kingsway Department Stores in the 1960s. It subsequently evolved into pastry shops and in 1986, the first Mr Bigg's restaurant opened in Lagos, supplying a wide variety of freshly baked offerings and hot snacks.

Today the brand is a fully-fledged sit-down and takeaway restaurant concept offering a selection of traditional and international dishes, creating memorable dining experiences for customers.

Mr Bigg's footprint comprises of a large number of restaurants in Nigeria.

“

*Mr Bigg's has a huge,
loyal customer base of
100,000 consumers who
visit our restaurants daily.*

”

A woman wearing a white lab coat, a white hairnet, and glasses is smiling at the camera. She is standing in a factory or food processing plant. In the foreground, there is a conveyor belt with many small glass bottles filled with a red liquid, likely a sauce or jam. The background shows industrial equipment, pipes, and other workers in similar attire.

Manufacturing

Comprising a network of 15 manufacturing sites situated across South Africa, this vertically integrated business manufactures a wide range of licensed products for both our franchise network as well as selected food service and retail customers.

As the largest branded food service franchisor in Africa, our operations span the entire supply chain from raw materials through to finished goods. This manufacturing capability extends to a wide range of products, including meat and chicken, bread and bakery items, coffee, cheese, sauces and spices, ice cream and fruit juice.







LOCATION

Midrand,
Gauteng



PRODUCES

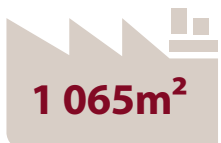
Fresh rolls
& subs

PRODUCTION

580 000 doz 

products across 5 product
ranges per month

PLANT SIZE



LOCATION

Centurion,
Gauteng



PRODUCES

Whole beans, ground &
roast coffee, hot chocolate
& smoothie powders

PRODUCTION

123 000 kg 

of product across 137 ranges
per month

PLANT SIZE



LOCATION

Baynesfield,
KwaZulu-Natal



PRODUCES

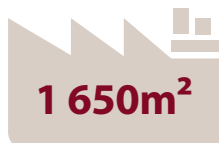
The house brand
juice, TruFruit

PRODUCTION

300 000 L 

of product in 16 varieties
per month

PLANT SIZE



LOCATION

Gauteng &
Western Cape



PRODUCES

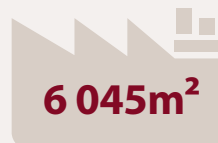
Patties, boerewors,
chicken cubes, ground
beef & pizza toppings

PRODUCTION

580 000 kg 

of raw material for 14
ranges per month

PLANT SIZE



LOCATION

Midrand,
Gauteng



PRODUCES

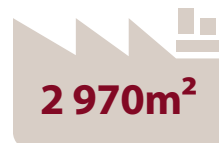
Steers, Wimpy & Debonairs
Pizza sauces, sugar &
seasoning sachets

PRODUCTION

1 300 000 L 

of sauce products in 161
varieties per month

PLANT SIZE



LOCATION

Centurion,
Gauteng



PRODUCES

Soft serve, hard ice cream
& milkshake flavours

PRODUCTION

390 000 L 

of ice cream produced
in 18 products per month

PLANT SIZE





LAMBERTS BAY FOODS



LOCATION

Lamberts Bay,
Western Cape



PRODUCES

French fries & other value-added potato products

PRODUCTION

1 600  t

of potato products
per month

PLANT SIZE


13 000m²



LOCATION

Linbro Park,
Gauteng



PRODUCES

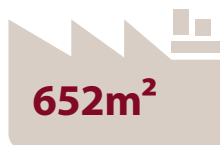
Specialised breads, baked &
frozen products, pastries
& confectioneries

PRODUCTION

276 000  kg

of product per month

PLANT SIZE



652m²

CATER CHAIN



LOCATION

Linbro Park,
Gauteng



PRODUCES

Brand-specific
choice-cut meat products

PRODUCTION

174 100  kg

of product across a range of
199 items per month

PLANT SIZE



200m²



LOCATION

City Deep,
Gauteng



PRODUCES

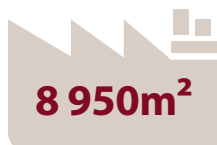
Beef, lamb, mutton,
chicken, bacon & ham

PRODUCTION

501 000  kg

of product across a range of
55 items per month

PLANT SIZE



8 950m²



LOCATION


Coega,
Eastern Cape



PRODUCES

Mozzarella, cheddar,
processed cheese slices
& cream cheese

PRODUCTION

500 000  kg

of cheese product per month

PLANT SIZE



5 200m²



LOCATION

Coega,
Eastern Cape



PRODUCES

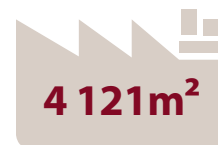
Tomato paste

PRODUCTION

42 000  t

of tomato paste per annum

PLANT SIZE



4 121m²



LOCATION

Midrand,
Gauteng



PRODUCES

Serviettes

PRODUCTION

40 000  kg

in 16 variations per month

PLANT SIZE



244m²

Logistics Division



Our Logistics division represents the group's route-to-market, delivering to the franchise network a comprehensive basket of products required to cater for brand-specific menus. The logistics function affords a key strategic and competitive advantage to the group in terms of its overall support to our franchise system.

The group's Centres of Excellence enable us to get closer to our franchise partners by aligning our franchising and logistics businesses. The Centres are designed to deliver an optimal service to our franchise partners. Our total warehousing space consists of more than 25,500m² under roof and an average of 1,600 line items are held in our warehouses at any one time. Our fleet has grown to number 117 trucks.



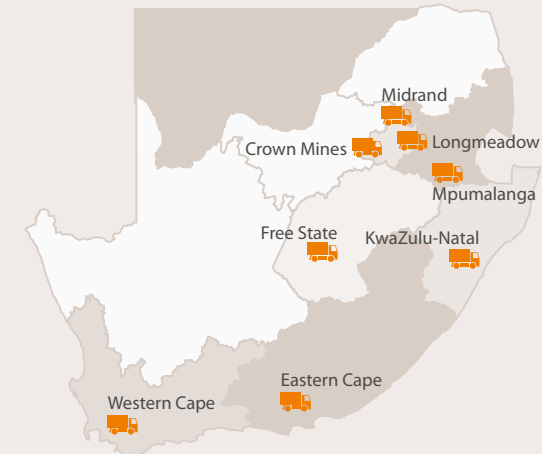
“

*Our Logistics function
is a key strategic and
competitive advantage
to the group.*

”

The eight Centres of Excellence are based in:

- Midrand
- Crown Mines
- Longmeadow
- Western Cape
- Eastern Cape
- Mpumalanga
- KwaZulu-Natal
- Free State





LINE ITEMS

746



LINE ITEMS

684



176

Customer Base



129

Customer Base



WAREHOUSE
SIZE

1 920m²



WAREHOUSE
SIZE

1 283m²



Midrand



LINE ITEMS
1 177



1 036
Customer Base



WAREHOUSE
SIZE

6 330m²



Longmeadow



LINE ITEMS
590



06
Customer Base



WAREHOUSE
SIZE

6 500m²



Crown Mines



LINE ITEMS
287



1 036
Customer Base



WAREHOUSE
SIZE

3 480m²



LINE ITEMS
1 022



388
Customer Base



WAREHOUSE
SIZE

2 720m²



LINE ITEMS
791



170
Customer Base



WAREHOUSE
SIZE

1 573m²



LINE ITEMS
965



313
Customer Base



WAREHOUSE
SIZE

2 206m²



Using Fame For Good

Famous Brands makes a substantial contribution to economic and social growth in South Africa through creating economic value and employment, providing training and skills development, upholding the country's transformation agenda and supporting local communities.

This contribution is achieved through continued investment in the group's key relationships, particularly with our franchise partners and consumers. Famous Brands firmly believes that the communities in which we operate must also benefit from our activities, and we commit significant resources to empowerment and enterprise development.



Steers, Mugg & Bean, Debonairs Pizza and Wimpy *VARSITY SPORTS*

These four brands have a sponsorship alliance with Varsity Sports, a programme which serves to bridge the funding gap for athletes in the phase between competing at school level and turning professional, thereby promoting the development of future sporting stars in South Africa.

Debonairs Pizza *DOUGHNATION*

Debonairs Pizza's Doughnation initiative, started in 2012, is a daily, year-round community project which centres on encouraging our restaurants to use the excess dough resulting from the pizza-making process to make flat breads, which are then donated to charities in local communities.



Mugg & Bean *CUPCAKES 4 KIDS WITH CANCER FOUNDATION*

Since 2012, Mugg & Bean has supported the Cupcakes 4 Kids with Cancer Foundation. The aim of this organisation is to raise awareness for the early detection of cancer that can save a child's life.

Wimpy *REACH FOR A DREAM SLIPPER DAY*

Wimpy supports the Reach for a Dream foundation, an organisation which aims to encourage and give hope to children fighting life-threatening illnesses through the fulfilment of their dreams.

Steers *LET'S PLAY*

Steers is a proud partner of the Let's Play initiative, a corporate social responsibility project developed by SuperSport and its partners to introduce and encourage play, activity and sport in schools and at home. The aim of the programme is to have a positive impact on children's lifestyles by improving their health and fitness, social skills and self-esteem, thereby leading to a healthier, more productive society.

Retail

The core thrust of this business is the forward integration of the group's trademarks into the FMCG retail and wholesale markets. Our brands' retail products are stocked in supermarket chains such as Pick n Pay, Food Lover's Market, Spar and Checkers. Where additional manufacturing capacity exists to do so, this business also supplies selected food service and catering customers.

The brands through which we compete in the retail and food services space include:

- Steers
- Milky Lane
- San Diamanté
- Wimpy
- TruFruit
- Aqua Monte
- Mugg & Bean



Strategic Alliance Partners

Aligned with our strategy to ensure we are accessible to our consumers, whether at work, at play, on holiday, in hospital, or at home, we have established strong strategic alliance partnerships with major global and local companies:

- Our brands Steers, Wimpy, Debonairs Pizza, Mugg & Bean, Fego Caffé and Thrupps are represented on the forecourts of petroleum suppliers Shell, Engen, Sasol, Total and Kaap Agri Fuel Company;
- We have also partnered with South African National Parks to create a presence for our brands in South Africa's nature reserves and parks; and
- At Netcare hospitals nationwide, we are represented by our NetCafé offering.
- All of our brands are supported, in a through-the-line capacity, by our joint-venture partner Sauce Advertising which specialises in a wide variety of traditional and digital media formats.





