

SMOLLAN

PURPOSE REPORT:
**INCLUSION
& IMPACT**

2025



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FOREWORD

FROM OUR CEO



At Smollan, **our purpose** has always been to create growth for our clients and transform our people's lives.

This philosophy has served our business ecosystem well, and we try to put it at the centre of every choice we make.

Our 2025 Purpose Report recognises the great work our teams have done. The significance of this report lies not just in the actions it details, but in the intent and effort behind them and how these have become cultural within our group. We don't always get it right, but our focus remains steady and we're always open to thinking about how we can do it better.

I am grateful to our teams across the globe who show this commitment daily through their leadership, their passion, and their determination to move us forward. Their work makes our purpose real and reminds us that progress should be shared. As you move through the following pages, I hope you recognise how proud our teams are, and our continued ambition to build a better business for the future.

Our role is not only to build a business that performs well, but one that contributes positively to society. That is the legacy we have inherited, and the one we will continue to build together.



David Smollan

Chief Executive Officer
Smollan

PURPOSE

IN ACTION:

A Global Overview

At Smollan, **purpose** is not a statement - it is a **responsibility**.

In 2025, we continued to live our purpose of creating growth for our clients and transforming the lives of our people, guided by four interconnected pillars:

+ PEOPLE

+ COMMUNITY

+ CLIENTS

+ PLANET

This report reflects a year of meaningful, people-centred transformation across our global footprint.



PILLAR ONE: PEOPLE

Empowering our workforce through inclusion, wellbeing and development

Inclusion & Representation

- Women represent **37% of our global workforce**
- **18,000+ female hires** with 3x higher female retention
- **500+ differently abled employees**
- Strong inclusion sentiment across genders

Wellbeing - Holistic Support

- Physical health initiatives including global participation in the **Wings for Life World Run**, wellness sessions and sporting leagues
- Mental health support through Mind Matters Podcast, Listening Circles, My Way Day and safe-reporting Whistleblower channels
- Financial wellbeing programmes:
 - **18,962 employees** accessed financial literacy training
 - Employee discount programmes delivered **R14M+ in savings**
 - Real-life impact stories, including homeownership through automated savings benefits

Leadership & Talent Development

- 500 youth employment opportunities created through YES
- 600+ unemployed learners on structured learnerships
- 119 bursaries awarded (R3.5M invested)
- Women in Leadership: 20% promotion rate among participants
- AI-enabled career growth through GrowthBuddy
- Global leadership pipelines strengthened through LEAP, Transform and Transition programmes

IMPACT

We are building a workforce that feels seen, supported and empowered to grow. By investing in inclusion, holistic wellbeing and meaningful development opportunities, we are strengthening leadership pipelines, deepening belonging, and enabling our people to thrive - because when our people thrive, our business thrives.



PILLAR TWO: COMMUNITY

Uplifting the communities we serve

Household Hope

- **19,000+ lives transformed** through access to employment
- Expanded into Zambia, Kenya, Ethiopia, Uganda, Tanzania and Brazil
- Compassionate Appointment Policy supporting families of deceased employees

Youth & Skills Development

- Partnerships with Harambee and YES addressing youth unemployment
- Girls for Girls leadership mentorship across 7 countries
- Upriser connecting creative industries with secondary schools
- School and industry partnerships creating exposure, opportunity and career pathways

Food Security & Social Support

- 800,000 meals packed through Mandela Day initiatives with **FoodForward SA**
- 2 tons of donations (food, clothing and toys) mobilised in Brazil
- Hygiene, education and disability inclusion partnerships across multiple regions

IMPACT

We extend opportunity beyond our business - opening doors to employment, strengthening household stability, and enabling individuals and families to build brighter futures.



PILLAR THREE: CLIENTS

Partnering with brands to deliver purpose-led growth

Our client relationships are built on trust, innovation and shared value creation.

Recognition & Milestones

- Lifetime Achievement Award from **Unilever** (40+ year partnership)
- **Google Cloud** Customer Award 2025 – Africa for Migration Excellence
- Great Place to Work recognition for India (Top 100 ranking)

IMPACT

We continue to win at the point of purchase by combining commercial excellence with meaningful transformation - proving that performance and purpose are mutually reinforcing.





PILLAR FOUR: PLANET

Taking responsibility for our environmental footprint

Aligned to the UN Sustainable Development Goals, we continue embedding environmental responsibility into operations, partnerships and food waste recovery efforts.

- Supporting circularity through surplus food redistribution
- Reducing waste through structured community partnerships
- Integrating sustainability into client and community programmes

IMPACT

We are embedding responsible practices into how we operate - reducing waste, encouraging conscious consumption, and strengthening environmental awareness across our business.

The Smollan Difference

Our four purpose pillars are interconnected and mutually reinforcing. When we invest in our people, we strengthen communities. When communities thrive, our clients grow. When we operate responsibly, we protect the planet that sustains us all.

Our Purpose agenda is aligned to the United Nations Sustainable Development Goals (SDGs), ensuring that our efforts contribute meaningfully to global priorities such as:



These are not just numbers, these are lives transformed.

[Click here](#) to watch a quick video on our Inclusion & Impact initiatives.

PEOPLE PILLAR

At Smollan, our people are everything. **They are not simply part of our business, they are our business.**

Our people are the very core of our entire operation, serving as **the essential catalyst for all our achievements.**

That is why the People Pillar stands as a testament to our deep commitment to nurturing, empowering, and investing in them. We recognise that a thriving, supported, and engaged workforce is critical to delivering exceptional service, driving innovation, and sustaining growth. If we take care of our people, they will take care of us.

If we take care of our people, they will take care of our clients.



Celebrations and Festivities

International Women’s Day

Every year on March the 9th, all around the world, people from all walks of life stand together for the **rights of women as we celebrate International Women’s Day.**

It is a worldwide celebration that honours the contributions of women across all sectors of society, while also raising awareness of the ongoing challenges many still face.



Under the 2025 theme of “For All Women & Girls: Rights, Equality, and Empowerment,” the social, economic, cultural, and political achievements of women were again recognised, as well as the importance of an ongoing drive for gender equality.

In step with this global movement our teams celebrated the day with appreciation notes and gifts for their female colleagues.

SA National Women’s Day

South Africa's Women's Day, celebrated on August 9th, commemorates the historic 1956 march where **20,000 women protested against the apartheid government's "pass laws".**

It is a day to honour the women's activism and sacrifices during the struggle for liberation, while also acknowledging the ongoing fight for gender equality and empowering women today. The Data & Technology cluster celebrated this day with inspirational panel discussions and in-office treats.



International Breastfeeding Week

As part of our continued commitment to gender equity and creating a supportive environment for working mothers, the People team in Nigeria implemented a special initiative to commemorate **International Breastfeeding Week in August**.

To mark the occasion, nursing mothers within the team were granted a day off in recognition of their unique role and contribution, as well as to promote awareness on the importance of breastfeeding and maternal well-being.

Mothering Sunday

The simple fact is, **without a mother**, none of us would be here.

Mothering Sunday honours mothers and their tireless dedication, love and sacrifices, and is celebrated in many countries around the world.

In Nigeria, the celebration is both spiritual and festive, with special services held across many denominations, especially Anglican, Catholic, and Pentecostal churches.

Menopause Meetup

As part of our commitment to the **Menopause pledge**, IMA organised a menopause meetup.

This gathering provided a relaxed and supportive environment for attendees to discuss menopause, exchange stories and experiences, pose questions or simply observe.

“On this special day, we would like to extend our heartfelt appreciation to your mom, who brought you into the world. We also celebrate all the amazing mothers and future moms in our workplace.

Wishing you all a joyful Happy Mother's Day!”

In a sincere display of respect for moms, our Nigeria team shared heartfelt messages on Sunday, March 30th, across team WhatsApp groups, expressing their appreciation for mothers and acknowledging the amazing role moms play in their lives. We absolutely love seeing this!

Father's Day

Father's Day, an annual celebration of fatherhood, paternal bonds, and the significant influence of fathers in society, is observed on the third Sunday of June.

This year, the S&A team marked the occasion with a visit to a retirement village – **Residentia Ons Huis Florida**.



Eid-Al-Fitr

A day of joy and celebration, Eid al-Fitr, also known as the **“Festival of Breaking the Fast”**, is celebrated by Muslims to mark the end of Ramadan, the holy month of fasting, prayer, and reflection.

During Ramadan, Muslims do not consume food and drink between dawn and sunset, allowing them to focus more on their faith and become closer to Allah, or God. It is also a time for forgiveness, community, and generosity, especially through Zakat al-Fitr, a special charitable donation given to those in need.

Our teams in various locations across the globe recognised and celebrated this with in-office festivities.

Celebrate with your Muslim colleagues by greeting them during Eid al-Fitr with **“Eid Mubarak”**, which means **“Blessed Eid”** or **“Blessed Feast”** in Arabic.



Holi

If we had to rank celebrations by pure unfiltered fun, Holi has to be at the top of the list. Known as the “Festival of Colours” this popular Hindu festival celebrates the arrival of spring, the victory of good over evil, and the joy of community and renewal. And how is it celebrated? With an explosion of colour, as people throw powdered paint and coloured water at each other. It’s all energy, laughter and love, and we are here for it.

Our India Team wasted no time in celebrating by launching coloured powders and water at each other. What a blast!



Fun Fact:

A popular saying used during Holi is “**Bura na mano, Holi hai!**” which means “**do not mind, it’s Holi!**”



Easter Holiday

Easter is a **Christian festival** that commemorates the resurrection of Jesus Christ, and for many Christians, it signifies the triumph of life over death.

The Field Experience team celebrated Easter with both in-office and a virtual Easter Egg hunt. Both events were a tremendous success, fostering friendly competition, teamwork, and high levels of engagement across the business.

Heritage Day

South Africa celebrates Heritage Day on September 24th, a day dedicated to acknowledging and honouring the rich tapestry of cultures, traditions, and histories that define the **"Rainbow Nation"**.

To commemorate the day, our employees volunteered as chefs, preparing traditional meals for everyone to taste and judge.

Prizes were awarded for the best traditional meals and for table presentation. The celebration also included a cultural dress-up competition.



International Pride Month

Annually, Pride Month serves to honour the LGBTQ+ community's history and **ongoing fight for equal rights.**

It achieves this through various events such as parades, festivals, and workshops, while also fostering visibility, community spirit, and advocacy. This year, IMA enhanced its commitment to visible allyship within its offices by introducing branded pronoun badges.



Black History Month

IMA marked Black History Month with a **series of activities designed to reflect, celebrate, and connect.**

Throughout the month, a specially curated BHM playlist featuring Black artists played across offices, celebrating their cultural and musical influence. Colleagues were encouraged to add their favourite tracks via Spotify to keep growing the collection.

In addition, IMA welcomed guest speaker Maggie Birkenshaw to the Malthouse, where she shared her personal story and perspective.



India Republic Day



On the **26th of January 1950, India officially became an independent republic** when the Constitution of India came into effect.

Every year since then, this day is celebrated not only in India, but by Indians all over the world.

It is effectively modern India's birthday, and the celebrations reflect exactly that with Indians everywhere coming together to celebrate the vibrancy, achievements and richness of modern India.

Our India team did not hold back, and celebrated Republic day virtually, in a proud display of culture and heritage.

Independence Day of Pakistan

Independence Day commemorates the day when Pakistan achieved independence from the United Kingdom and was declared a sovereign state. Our team held an in-office celebration in honour of the day.



Lunar New Year Celebrations Across Asia



The Lunar New Year (LNY) was vibrantly celebrated by our teams in Malaysia, Singapore, and Taiwan, **fostering a spirit of togetherness and new beginnings across the offices.**

Random Acts of Kindness Day

Doing something uplifting for another person, without expecting anything in return, surely has to be the most human act any of us could ever perform. It is in this spirit that Random Acts of Kindness Day is celebrated on **February 17th** each year, and encourages individuals to perform simple, unexpected acts of kindness to brighten someone's day and create a ripple effect of positivity.

Our Europe teams jumped right in by exchanging anonymous appreciation messages, and **received over 150 submissions!**

Suggestions for Random Acts of kindness in the office:

- + Offer to make someone tea or coffee
- + Clean up a mess you didn't make
- + Share knowledge and experience with a new employee
- + Compliment a colleague's efforts
- + Open a door for someone
- + Sing someone's praises to the boss





SMOLLAN WELLBEING

Wellbeing

An essential part of our People Pillar is our Wellbeing Strategy. Human beings are multi-dimensional and in order to truly support our people, we have to support them in all areas that touch their lives. To this end, we have designed a Wellbeing Strategy which spans multiple touchpoints in order to support our people holistically.



Physical

Physical Health

A healthy body houses a healthy mind. The importance of our physical wellbeing cannot be overstated, and as such, we have implemented various programmes to help support our people's physical health.

Smollan Premier League

Nothing gets the blood pumping like facing a pace attack, or smashing one over the head of the square-leg sweeper. The Smollan Premier League (SPL) brought the action and excitement of the cricket season to life, by showcasing the cricketing skills of our employees.



Our India team hosted an SPL cricket tournament, jam-packed with boundaries, wickets and catches, culminating in **crowning our very own SPL champions.**



Wellness session on Ergonomics

Ergonomics can be defined as the study of people in the workplace, and the design of processes, objects and systems to better fit the people who use them, enhancing usability, comfort, and efficiency, and ultimately reducing the risk of injury. It is an essential part of creating a working environment around its people, and not the other way around, and fits perfectly into our people-centric philosophy.

The word ergonomics comes from the Greek word: Ergos (work or labour) and Nomos (natural laws). Ergonomics literally means “the laws of work”.

Our India team conducted a wellness session on Ergonomics, led by Dr. Raghav Singla, a distinguished Senior Consultant Neurosurgeon at Paras Health, Gurgaon, with over 12 years of expertise.

RedBull Wings For Life Run



The largest global running event on the planet, the 2025 Wings For Life Run drew a **record-breaking 310,719 participants worldwide**, and we were proud to be part of that number.

With its main goal of raising money in order to find a cure for spinal cord injuries, the Wings For Life Run is open to all fitness levels, whether walking, jogging, running or rolling! The organisation donates 100% of its entry fees to spinal cord research, and **this year broke another record by raising an astonishing €8,600,000!**

We loved uniting our employees behind this worthy cause by sponsoring their entry fees. Feedback from our runners was that participation in the run fostered a sense of purpose, boosted morale, and strengthened our team culture.

Mental

Mental Health

Global statistics indicate that mental health is a worldwide crisis, with 1 in every 8 people, roughly 970 million people around the world, living with a mental disorder. At Smollan, we recognise how crucial awareness and treatment is in the management of the mental health of our people.

Mind Matters Podcast Series

The Mind Matters Podcast Series is a new initiative aimed at providing accessible resources and actionable insights to support the mental and emotional health of our team. The series seeks to empower individuals to thrive both personally and professionally by shedding light on key well-being topics.

The podcast is available on the our YouTube Channel as well as on Spotify.

[Click here](#)
to watch episode 1:



**Navigating Burnout
and Building
Resilience**

[Click here](#)
to watch episode 2:



**Let's Talk Anxiety
and Depression**



My Way Day

As part of Mental Health Awareness Week, the Europe team reintroduced **'My Way Day'**. This initiative provides a dedicated day for employees to take a genuine break, free from meetings, calls, and interruptions. It's an opportunity for individuals to rest, recharge, and engage in activities that promote their well-being, whether that involves relaxation, pursuing a cherished hobby, or simply disconnecting.



Listening Circles

Listening Circles are a cornerstone of our commitment to fostering a culture of deep listening and storytelling between leaders and team members from diverse backgrounds. The aim is to build understanding, trust, and empathy by providing a judgment-free, safe environment for sharing personal and professional experiences.

Since inception in 2022, we have been committed to this critical work and continue to expand globally.

This year, we successfully launched a cohort in South Africa. **Heres what one of the participants shared about their experience:**



“Everything about the Listening Circle was valuable. One of the most powerful initiatives I have had the honour of participating in. The deep connections and unbelievable support and sharing from a team of diverse members was incredible.”

Sound Healing Meditation

Meditation can be a very effective tool in managing mental health, by boosting your ability to focus and regulating your emotions, while reducing anxiety, depression and stress.

In March, our India team participated in a sound healing meditation session, conducted by experienced wellness practitioner Gayatri Singh who uses sound therapy and mindfulness to promote emotional balance, relaxation, and stress reduction.



Fun Fact:
It is estimated that meditation as a practice dates back to around 3000 BCE.

Time to Talk Day



It is widely accepted that the simple act of talking can make a big difference to mental health, by reducing stigmas and feelings of isolation, while promoting an understanding of mental health issues and creating feelings of connection and support.

Our Europe team did exactly that by holding a Time to Talk Day in March, encouraging all employees to chat with each other in the company café, in a safe and mutually respectful environment.

Sweet treats and healthy drinks were provided, along with conversation starter-cards to stimulate discussion at each table.

Whistleblower Policy

Our Whistleblower Policy outlines our commitments to ethical business practices and provides a formal, confidential channel for employees and external parties to report serious concerns of misconduct or wrongdoing without fear of retaliation.

The purpose of the policy is to encourage the reporting of unethical or illegal behaviour such as fraud, corruption, harassment, discrimination and abuse of authority.

Contact your people team for the in-country whistle blowers contact details.

**WHISTLE
BLOWERS**





Financial

Financial Health

When thinking about our health, finances is probably not the first thought that comes to mind. But the reality is, if our finances are in bad shape, all aspects of our lives can suffer. Maintaining good financial health is a crucial part of a holistically healthy person, and as such, an important focal point in our People Pillar.

Save Your Way: Basic Financial Literacy

For many people around the world, **learning the basics of financial management remains out of their reach.**

This programme is an important initiative geared towards empowering our employees in this area.

By making this information easily accessible, we are equipping our people with valuable tools to make more informed financial decisions.

To date,
18 962 employees
have accessed the
programme and
3 837 employees
have completed
the module.



In her own words:

“I am a proud home owner because of saving with Smollan & Float pays”.

**Well done
Constance!!!**

From Dream to Debt-Free Reality: Constance’s Homeownership Journey with Floatpays

Owning your own home is by far one of the most rewarding experiences anyone can have. It is for this reason that we are thrilled to tell you about **Constance Maloka, a Field Manager at Tiger Brands Field Services in South Africa.**

Constance achieved her life-changing dream of building her very own home, thanks to Floatpays – an optional automated savings benefit provided to our employees.

Constance’s story is a great example of the unique advantages of this benefit, and of how disciplined saving can change your life.

Before she started using the benefit, Constance had a healthy credit record but hesitated to buy a house with a long bond, especially with her child starting university. She learned about Floatpays via email but was initially skeptical.

That’s where her colleagues came in, and after taking some time to explain to Constance how it worked, she was in.

Signing up was easy, requiring no lengthy paperwork. Floatpays was Constance’s ultimate saving tool, with an impressive interest rate, significantly higher than what she was offered by her bank. She saved an unbelievable R60,000 in one year, covering the entire home-building process!

Her new home is a dream-come-true, and seeing her children’s excitement as they ride their bicycles in their yard fills her with joy.

Employee Product Discount Programs: Tiger Trolley and PepsiCo To Go

Tiger Trolley and **PepsiCo To Go** initiatives are highly impactful and trusted solutions to reduce financial stress and improve quality of life for our employees by offering discounted access to Tigerbrands and PepsiCo products in South Africa.



2025 USAGE

Tiger Trolley

- 33,212 orders placed and 989,017 units sold
- R12M+ in employee savings
- R200–R1000 saved per user per month
- Boosted employee morale, loyalty, and financial wellbeing
- 4.8/5 avg. satisfaction and increased product trial and advocacy

PepsiCo To Go

- 7 853 orders placed and 250 000+ total units sold
- A total of 2420 employees have registered on the platform
- R2.5M+ total savings

People Development

Early Career Development Programmes

As they say, knowledge is power, and **learning fuels performance.**

So the more you know, the more you are able to achieve and through our training and leadership development programs, we empower our employees to grow and succeed.

Graduates and Bhavishya Trainee Programme

The primary objective of these **12-month Young Talent Accelerator Programs** is to identify and develop promising young talent and create a robust pipeline of skilled professionals.

LATEST STATISTICS

February 2025 - January 2026:

19 Graduates in South Africa (10 females and 9 males) currently gaining valuable work experience.

An additional intake in August 2025 with 7 female graduates starting their workplace experience.

July 2024 - June 2025:

20 Bhavishya Trainees (9 females and 11 males), 3 females and 1 male retained.

In the **Feb 2024 - Jan 2025** cohort, South Africa had a 58% graduate absorption rate, with 11 graduates placed permanently and 7 placed on fixed-term contracts. We successfully retained 12 females and 3 males.



WANDILE SHEZI

Grad role:
Field Manager
Current role:
Regional Manager



LINDIWE MOFOKENG

Grad role:
People Graduate
Current role:
People Consultant



SIMPHIWE ZAMA

Grad role:
Field Manager
Current role:
Regional Manager



PRECIOUS SEKGATHUME

Grad role:
People Graduate
Current role:
BI Analyst



KAGISO SEBOTHOMA

Grad role:
Marketing Graduate
Current role:
Activations Coordinator

Women in Leadership (WIL)

Giving our **female leaders support and access to the tools needed** to help them along their journey of success, will always remain a priority at Smollan.

Women in Leadership, launched in 2021, empowers our female leaders through professional development in step with our Inclusion strategy. It builds a global community where women support one another, navigate workplace complexities and inspire the next generation of female leaders.

This programme is a platform for connection, growth and long-term impact. It plays a vital role in addressing gender bias by equipping women with the confidence, tools and networks to lead with influence. The programme has made a significant impact and we are extremely proud to report the following results:

- + 42 delegates** completed WIL programmes:
The EmpowHER programme was aimed at 32 high potential women (identified as future leaders and those already in the role of first-line leader). Simultaneously, 10 female leaders completed the Accelerator programme, which enabled our senior participants to reflect on personal leadership styles, deepen understanding of team and organisational dynamics.
- + 20% promotion rate** among participants between 2023 & 2024, strengthening the leadership pipeline.
- + 95 women mentored**, with 50% guided by senior female leaders – building a strong support network.
- + Participants self-report increased confidence, self-awareness and leadership skills**, contributing to stronger performance.
- + Boosted engagement and retention** through a stronger sense of belonging and purpose.



Career Development: GrowthBuddy

GrowthBuddy is our new AI-powered chatbot, designed to guide and support career planning and talent conversations.

It helps create personalised Future Development Plans (FDPs), suggests learning interventions, offers coaching prompts and feedback tips, and supports goal setting and progress tracking. GrowthBuddy is accessible to all employees, line managers, and People Team members, providing a valuable resource for more focused and informed development discussions.

**GrowthBuddy
is our new
AI-powered
chatbot.**



Talent Development Programmes

Transition Programme

Taking the step up into a management position is often an extremely daunting and potentially confusing one, with no guidance on how to **transition from being led, to leading.**

This program is designed to fill that gap. It empowers new and / or junior managers with the knowledge, skills, and tools needed to ease their transition to managing people, processes, and systems. There are currently **98 delegates**, with 32 females and 66 males participating in the programme. The future of Smollan management is in good hands!

Transform Programme

Just because someone is a manager, **does not mean they are a leader.**

To be a manager, you have to be adept at organising, planning, structuring systems and managing resources efficiently. But to be a leader, you have to understand and connect with people. You have to know how to motivate and inspire them and be someone they are happy to follow.

This high-impact program is designed to provide managers with the tools to transform from managers to leaders, equipping them with the leadership skills needed to tackle ongoing change. There are **32 delegates**, with 22 males and 10 females participating in the programme.

LEAP

The LEAP program is designed to **connect our talent** with a powerful global community of 129 peers from diverse businesses, verticals, and countries.

It aims to amplify their potential by providing a space to learn, lead, and support each other, focusing on building core leadership capabilities and offering career development opportunities through mentoring, job rotations, and senior-level visibility.

Thus far, the masterclasses have achieved the following overall programme scores:

- Resilience and Agility in Leadership: 4.4 / 5
- Strategic Thinking in Action - Mastering Execution: 4.5 / 5

Participants also provided positive feedback highlighting helpful frameworks, interactive sessions, excellent content and knowledgeable facilitators.



Smollan Bursaries

The SA Bursary programme is a mandate-driven, high-impact talent strategy designed to transform our internal skill base, ensure compliance, and cultivate the diverse, qualified leadership required to drive future business growth.

In 2025,
we awarded
Trust bursaries
to **119 employees**
to the value of
R3,500,000

Workplace Experience Programmes

Learnerships

Learnerships are structured, integrated learning programmes that combine theoretical learning with practical work experience.



Learnerships offer a powerful and practical solution to address the critical skills shortage and unemployment challenge in South Africa, particularly within the wholesale and retail sector. These structured work-based programmes offer distinct advantages to both new entrants and long-standing employees.

In 2025, we had close to 700 unemployed learners on programmes within SA.

Youth Employment Accelerator: Harambee

A non-profit social enterprise that works with both the public and private sectors to provide sustainable employment opportunities for young, often excluded, work-seekers.

Harambee's core mission is to find solutions for youth unemployment in South Africa by connecting employers to first-time job seekers.

SMOLLAN CURRENTLY PARTNERS WITH HARAMBEE:

Through integration: Harambee is the anchor partner in the breakthrough platform called SA Youth (sayouth.mobi), which is part of the Presidential Youth Employment Intervention—a coordinated national plan by the South African government. Harambee's youth can access vacancies via our Recruitment Portal.

Through upskilling, our training programmes include work-readiness content, developed and utilised by Harambee, which ensures our learners are equipped with skills aligned to current market demands.

Youth Employment Services (YES) Initiative

In a country where youth unemployment rates for those **aged 15-24** has reached a staggering **62.4%**, it stands without question that our continued success is intrinsically linked to South Africa's youth. **That is why investing in the leaders of tomorrow is such a critical part of our People Pillar.**

As part of our commitment to addressing youth unemployment and fostering future talent, **we have partnered with YES**, a non-profit organisation dedicated to tackling South Africa's youth unemployment crisis.

YES works collaboratively across sectors to provide 12 months' of quality work experience to unemployed young people, an invaluable step towards building stable careers. The programme equips them with the skills and exposure needed to become the next generation of managers and professionals, who will in turn contribute meaningfully to the country's economic growth.

Through our partnership with YES, we are proud to have **created 500 youth employment opportunities in 2025**, offering valuable workplace experience and contributing to sustainable socio-economic development.



COMMUNITY PILLAR

The people that make up our business are intrinsically **linked to the communities they come from and call home.**

We believe in a holistic approach: individual support and community empowerment go hand-in-hand. **We don't settle for a partial solution.**

Our commitment to community engagement is rooted in our purpose and we understand that sustainable business growth goes hand in hand with uplifting and supporting the broader society.



THE HOUSEHOLD HOPE INITIATIVE



Transforming lives, one story at a time



At Smollan, we believe transformation begins with opportunity. **The Household Hope Initiative** was created to extend opportunity to individuals from disadvantaged backgrounds, helping them access their first-ever formal job, achieve financial independence, and contribute meaningfully to their communities.



Since its inception, over **19,000 lives have been transformed across South Africa, India, and Pakistan**. Many participants joined through employee referrals, highlighting the role our people play in making purpose a shared responsibility.



This initiative stands as a flagship expression of our purpose in action – **creating growth for clients and transforming the lives of our people.**



Impact Highlights



- **19,000+ lives transformed** through access to employment
- First-time jobs secured for thousands from **low-income households**
- Strong client partnerships enabling **programme scale & sustainability**
- **Employee referral networks** driving meaningful participation



PROGRAMME'S EXPANSION

We're proud to announce that Household Hope has officially expanded into Zambia, Kenya, Ethiopia, Uganda, Tanzania, and Brazil. This marks a pivotal moment in our journey to remove socio-economic barriers and provide meaningful employment in even more communities across the globe.

**SEE THE IMPACT
IN ACTION**



CLICK HERE
for a detailed overview



**A JOURNEY OF
EMPOWERMENT
AND CHANGE**



Compassionate Appointments

We recently introduced the **Compassionate Appointment Policy** under our Household Hope umbrella.

This policy is designed to support the families of our deceased employees, particularly where the loss of a breadwinner places the household at financial risk. Where possible, we aim to provide employment opportunities to eligible family members, helping sustain household income during these difficult times.

[Click here](#) to see our Compassionate Appointment Impact



Upriser Programme

IMA relaunched the Upriser Program in March with the revitalisation of its mentorship programme, which believes that **“Talent is everywhere. Opportunity isn’t.”** and **“where you’re from should never limit where you’re going”**.

Upriser matches creative companies with UK secondary schools and provides an open-source playbook to facilitate meaningful and sustained partnerships. The ambition is to inspire state secondary school students with the power of creative thinking and make them aware about the career opportunities that exist in the creative industries.

Girls for Girls (G4G)



Girls for Girls is a Harvard-born NGO built on the belief that **every woman and girl has the potential to lead.**

They empower young women with the courage, vision and skills to take on leadership roles and provide them with access to professional mentorship, skills-based tools and a global network of female leaders.

Proudly led by our SEA region, the program is fully sponsored and is voluntary, run by women across multiple industries who dedicate their personal time on Saturdays to support other women into or in leadership positions. G4G has a goal of reaching 1 million women and girls by 2030.

LATEST STATISTICS:

7 countries including India, Pakistan, Malaysia, Singapore, Vietnam, Thailand and Taiwan, 71 qualified graduates and 14 industry mentors .

Smollan Thailand Partnership with Social Innovation Foundation

For many around the world, being disabled means exclusion from employment. Not only do they have to manage physical challenges, but being unable to work and contribute compounds such challenges exponentially.

We are proud of our Thailand team, who partnered with the Social Innovation Foundation to promote inclusive employment in communities, enabling disabled persons to gain meaningful work.

By employing individuals in education and health centers, this collaboration demonstrates the power of inclusive, purpose-driven impact at the community level, and transforms the lives of the people involved.



Mondelez Field Sales

On March 26th, the KZN Mondelez team extended a hand of kindness by **providing meals and drinks to a local children's home in Tongaat.**

This reflected continued commitment to making a positive impact in the communities we serve, particularly in supporting and uplifting vulnerable children.

Proforce Baby Blanket Drive

Welcoming a new baby into the world should be a time of **joy, comfort and care.**

However, for many families facing financial hardship, providing even the most basic essentials like a warm blanket can be a challenge.

Proforce's Baby Blanket Drive collected blankets for **Door of Hope Charity**, and helped make that special moment for new moms, just a little more comfortable.

Donation of Hygiene Products



To many of us, not having access to **basic hygiene products** never even crosses our minds.

But for some, it is a daily reality and one that can have an immense demoralising effect, not to mention the potential for health related challenges.

On April 23rd, the HBFS team **donated sanitary products to Christel House**, a non-profit dedicated to empowering children from underserved communities through education and comprehensive support.

WPP India CSR Foundation

We partnered with **WPP India CSR Foundation for the Nayi Zindagi ki Dastak Programme**, which aims to enhance learning outcomes in the following ways:

- + Strengthen **English Language** and **Mathematics** through play-based learning, to bridge gaps and boost grades by **5-10%**.
- + **Reduce dropout rates** by engaging with parents and providing counseling.
- + **Build job readiness** by offering digital literacy.
- + **Offer career counseling and livelihood support** with **70%** of students securing jobs or entering higher education.
- + **Challenge social norms** by promoting gender equality, empowerment, health, and life skills through targeted interventions, and **reducing gender-based discrimination to less than 3%**.

United Way Mumbai

We are excited to announce that we are **partnering with United Way Mumbai**.

They are a non-profit organisation working in urban and rural areas across India to identify and implement the most impactful solutions to community projects.

This partnership allows us to apply our resources strategically and make an impact where it is most needed.

Projects supported by the foundation include:

Project WASH

The World Health Organisation estimates that worldwide, **only 2 out of 5 schools (39%) provide menstrual health education.**

Project WASH promotes menstrual and basic hygiene among children from a low income school in Mumbai through collaboration with the education department and other stakeholders like school authorities.



Project Saksham: Entrepreneurship for Women

According to the World Economic Forum, **men still outnumber women 3-1** when it comes to global business ownership.

Project Saksham aims to empower women in low-income communities by providing the necessary entrepreneurial toolkits and encouraging them to start their own small scale businesses.



Food Forward SA - Mandela Day

FoodForward SA is the largest food distribution organisation in South Africa, alleviating hunger while reducing the environmental impact of food loss and waste by recovering quality surplus food from farmers, manufacturers & retailers to feed vulnerable communities.

The organisation hosted a Mandela Day Packing Event where our employees volunteered, completing more than 500 hours for Mandela Day!

This invaluable support enabled the organization to pack 200 tons of food, providing approximately 800,000 meals to vulnerable individuals across the country.

[Click here](#) to see our employees celebrating the day.

Ladles of Love – Mandela Day

DataOrbis SA partnered with Ladles of love to support their mission of fighting hunger and uplifting communities. The team came together to volunteer their time and energy, helping to prepare and pack nutritious meals to those in need.



Smollan Partnership with Brilliant Minds

Brilliant Minds Tutoring employs the top-ranked Singapore Math method to offer a stress-free, effective math education tailored to each students' pace.

Their small classes of 10 - 15 students creates a supportive environment, while baseline assessments personalise learning and track progress, fostering confidence and ensuring measurable impact for students and their families.



Action for the Blind and Disabled People Organisation

Our Field Experience team successfully donated non-perishable food items, blankets and toiletries to the organisation. Subsequently, the Argility team visited this organisation to meet the learners sponsored by them who are currently undertaking the end-user training and contact center certifications.

This is how we have supported the Brilliant Minds Program:

- + **R2M+** invested
- + **75+** employees' children supported
- + **100%** satisfaction rate
- + **25%** average improvement



Smollan Brazil Volunteering & Solidarity

In 2025, Smollan Brazil mobilised employees across the country to support social causes, collecting over 2 tons of food, clothing, and toys for underprivileged families.

Partnering with NGOs like Mãos no Arado and Vozes da Periferia, their volunteers transformed empathy into action.



One story that stands out:

Mariana, a single mother supported through our donation drive, now volunteers with the same NGO, helping others rebuild their lives.



Partnership with Vozes da Periferia

One of Smollan Brazil's long-standing partnership with Vozes da Periferia evolved into a powerful talent program that trains young people from vulnerable communities to work in trade marketing. Workshops on communication, merchandising, and employability were held in São Paulo's South Zone, resulting in 40+ new job placements. The program connects education, diversity, and opportunity proving that social inclusion is a path to innovation. From the margins to management, we are building bridges, not barriers.

CLIENT PILLAR

Our work is guided by a **deep commitment** to our clients.

At Smollan, we are proud to partner with a diverse portfolio of **leading brands across various industries**, including but not limited to, FMCG, technology, and healthcare.

These partnerships are built on trust, collaboration, and a shared commitment to excellence. We work closely with our clients to understand their unique business needs and deliver customised, innovative solutions that drive growth, enhance visibility, and improve consumer engagement.





Unilever Lifetime Achievement Award

Our journey is one that exemplifies everything we stand for, starting from a single store in South Africa to now operating across 20+ countries. At the 2025 Partner to Win Global Summit, this journey was honoured when we were awarded the Unilever Lifetime Achievement Award! This milestone celebrates more than 40 years of shared success, growth, and innovation.

This award is a powerful recognition of our partnership with Unilever and the outstanding impact we've delivered together. Most importantly, it's a tribute to the amazing teams on the ground, whose dedication, energy, and excellence bring the vision to life every single day. A heartfelt thank you to our client for this incredible honour. We're proud of how far we've come and even more excited for the journey ahead as we continue to grow and win together!

This milestone celebrates more than **40 years of shared success, growth, and innovation.**

Google Cloud Customer Award 2025 – Africa for Migration Excellence

We were honoured with the prestigious Google Cloud Customer Award 2025 - Africa for Migration Excellence, an achievement that signifies far more than a successful migration. This recognition highlights visionary leadership, courageous transformation and the strength of strategic collaboration.

We are delighted by this recognition and energised by what it represents for the road ahead.

Smollan India Great Place To Work

We are bursting with pride to share that our team in India was recognised by Great Place To Work India in association with The Economic Times.

The team received the following awards:

- + Great Place to Work-Certified India
- + Best Companies To Work For 2025 (Top 100 - Rank #76)
- + India's Best Workplaces in Professional Services 2025



Smollan Vietnam – Honoured Recognition

Well done to our Vietnam team for being awarded a commemorative plaque on Vietnam Entrepreneur's Day.



This acknowledgement reflects our commitment to strong operational standards, compliance, and the partnerships we continue to build in the region. The Vietnam team remains dedicated to contributing positively to the nation's growth while creating meaningful value for its stakeholders and the wider community.

Smollan Vietnam – VCEP Award



We are proud to be recognised with the certified VCEP award - organised by VIPA and VCD as Outstanding Innovative and Practical Application Enterprise Awards 2025 Vietnam.



Future of HR Awards

Future of HR Awards recognises South Africa's strategic HR leaders and organizations that are redefining the workplace through innovation. Smollan demonstrated its commitment to people by becoming a finalist in three major categories: Best Employer of Choice, Best Workplace Diversity and Inclusion Strategy, and Best Learning and Development Strategy. We ultimately secured a significant victory by winning the Best Learning and Development Strategy award, an achievement that confirms our highly structured and innovative People Development approach.





Top Employer 2026: Proudly Certified for the 10th Consecutive Year

We're proud to share that Smollan South Africa has once again been certified as a Top Employer in 2026, marking our 10th consecutive year of recognition.

The Top Employers Institute recognises organisations that demonstrate strong people practices across areas such as leadership, culture, talent development, wellbeing, and employee experience. Being certified for ten consecutive years reflects the consistency of how we show up for our people and the standards we continue to uphold.

2025 Wholesale & Retail Good Practice Awards

Smollan SA is honoured to have secured 2 awards from W&R SETA Good Practice Awards: W&R SETA Good Practice Awards Innovations and W&R SETA Good Practice Awards under the Super Large category.

These awards were particularly significant because they collectively validate us as a leading industry player, demonstrating both scale and exceptional quality in developing our workforce. Winning the Super Large Employer award recognises the effective, wide-reaching impact of our training efforts, while the Innovation Award highlights Yebo Fresh's creativity and pioneering excellence.



2025 Client Satisfaction Survey

We survey our clients to drive continuous improvement, using their input to make necessary adjustments and build stronger loyalty through clear post-survey action.

“Based on my experience, I can confidently recommend Smollan; the team's service is always exceptional.”

SURVEY STATS

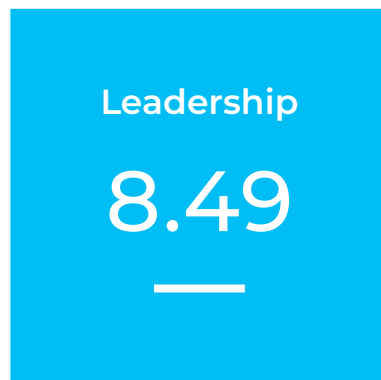
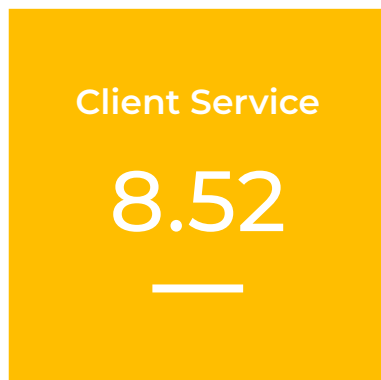
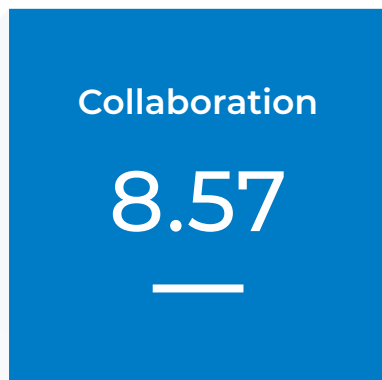
- + 2774 client contacts surveyed
- + 1553 client contact responses
- + 56% group response rate
- + 407 account managers involved
- + 70 Smollan business units

LIKELIHOOD TO RECOMMEND (LTR) CHANGE

OFFER / CHANNEL	2024	2025
Sales & Merchandising	8.32	8.46
Activation & Experience	8.15	8.27
Data & Tech	7.95	8.12
Digital Commerce	8.28	8.63

This is our primary success measure. All offer and channel teams improved their LTR this survey round.

BIGGEST STRENGTHS



CLIENT FEEDBACK HIGHLIGHTS

Sales & Merchandising



"Overall, Smollan has improved tremendously. They have been providing us with insights, realistic structure for our operations. Right now, we are in the middle of discussions of the new expansion. This shows our confidence in Smollan."

Activation & Experience



"Beyond flawless execution, the team has brought fresh, innovative thinking that has genuinely stepped our team forward. Your strategic input isn't just shaping current campaigns - it's laying the foundation for how we approach Customer Engagement for years to come."

Data & Tech



"The team has become an essential tool for our team, helping us pinpoint operational gaps and uncover new growth opportunities across regions."

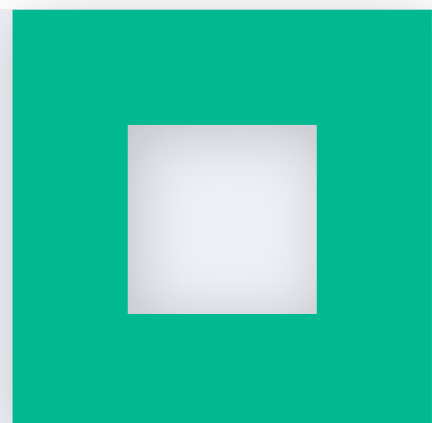
Digital Commerce



"I evaluated the team positively mainly because of the way they showed genuine interest in understanding and meeting our needs, as well as the maturity and professionalism with which they acted, even in moments when adaptation was necessary."

Smollan Thailand Partnership with C.P. Food Store Co. Ltd

Smollan Thailand successfully partnered with C.P. Food Store Co. Ltd. to launch and merchandise the new "Chao Na Thai" (Thai Farmer) brand, which offers 100% Thai Jasmine Rice in 7-Eleven stores throughout Thailand. This partnership underscores the shared commitment to making high-quality products from Thai farmers readily accessible to consumers.



PLANET PILLAR

As diverse as the population of the world is, we all share the same home, **and that home is our planet, earth.**

At Smollan, we recognise that **protecting our planet** is a collective responsibility and a **critical part of building a sustainable future.**

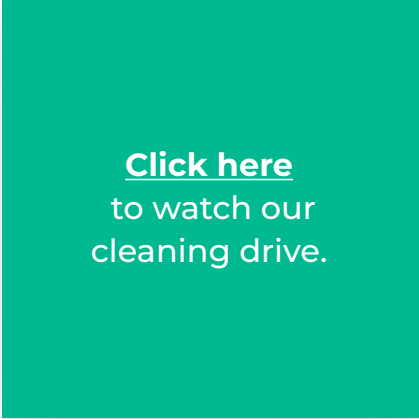
Our Planet Pillar reflects our commitment to reducing environmental impact through conscious business practices, resource efficiency, and sustainable innovation. From minimising waste and promoting recycling, to reducing carbon emissions and encouraging eco-friendly habits across our operations, we strive to make exceptional contributions towards protecting the planet.

Clean Shores Mumbai

The state of many beaches around the world is alarming, with mountains of waste washing up on shores everywhere, with **devastating effects on the natural fauna and flora.**

The Clean Shores Mumbai project involves a comprehensive beach assessment that will be conducted in collaboration with civic authorities. It will identify and implement necessary infrastructure upgrades, such as additional litter bins, wall paintings, and hand carts, prioritising areas of greatest need to enhance cleanliness and aesthetics.

Our team joined forces for a beach clean-up, showing that when we work together, positive change isn't just possible, it's powerful.



Flood Safety Guide

Pakistan launched the Flood Safety Guide which was developed to raise awareness of flood risks and equip staff with safety measures and emergency procedures to minimize loss of life and address potential hazards.



Waste Management: Regenerating Responsibility

Smollan Brazil's sustainability journey focuses on regeneration, not just reduction.

Through partnerships with certified waste managers, we recycled 80% of our office waste, collected over 300 kg of electronic

materials and batteries, and transformed recycling into a company-wide ritual of awareness.

What we recycle is just a fraction of what we regenerate: awareness, accountability, and action.



Conscious Consumption: Inspiring Sustainable Habits

Brazil is the 4th largest plastic polluter in the world, and Latin America generates over 230 million tons of waste annually.

In this context, every internal initiative matters. By distributing aluminum bottles and cups to all administrative employees, reducing single-use plastics, and promoting responsible energy use, we have significantly decreased our carbon footprint. More importantly, it has ignited a cultural change that extends to families, suppliers and clients.



CLOSING

We are extremely grateful to all who have contributed to our journey thus far, and **so proud to have shared every step with you.**

How You Can Get Involved

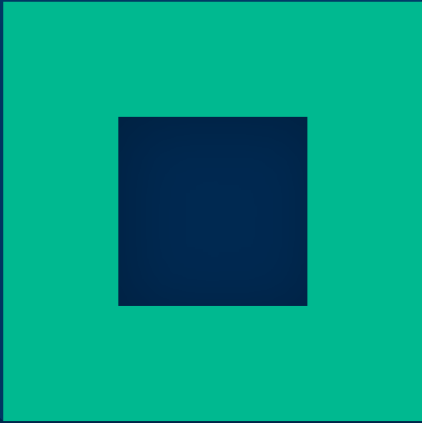
- + Share Your Story
- + Join an Inclusion & Impact Council
- + Contribute to Listening Circles
- + Give Us Feedback

We understand that transformation is not a destination. It's a journey, one that requires **courage, commitment, and collective care.**

As we reflect on the progress made, we remain grounded in our purpose and inspired by our people. Because we know: **when we grow others, we grow ourselves.**

[Click to get involved:](#)

Smollan's Impact & Inclusion Movement



SMOLLAN

CREATING GROWTH. TRANSFORMING LIVES.

