

Stakeholder engagement

Super Group is committed to open, constructive and transparent communication with stakeholders. The Group constantly communicates with stakeholders and strives to engage in a practical, constructive and transparent manner. Key stakeholders were identified by the Group Social and Ethics Committee, which is chaired by David Rose, an independent non-executive director.

Super Group has identified the following stakeholder groups and the communication channels used to interact with these stakeholder groups are:

Stakeholder group	Importance of stakeholder	Communication channels
Employees	Engagement with employees is critical to the success of the Group.	The Group engages employees through the following media: <ul style="list-style-type: none"> • Communication from the CEO. • In-house publications. • One-on-one meetings. • Team meetings. • Safety and environmental meetings. • Conferences. • Employee achievement and service awards. • Intranet. • Fraud hotline (Be Heard). • Functions.
Shareholders, investors and media	Shareholders and potential investors are essential to the survival of the Group as providers of financial capital as well as determining the true value of the share price. The media are important as the publishers of articles and information about the Group.	The Group engages with these stakeholders as follows: <ul style="list-style-type: none"> • Twice yearly results presentations and road shows. • SENS announcements. • Press releases. • One-on-one meetings with larger shareholders on a regular basis within the constraints of equal information for all shareholders and according to the JSE Listings Requirements. • Meetings with potential investors. • Interviews with journalists, both financial and trade. • Site visits.
JSE and Strate	The JSE and Strate are important stakeholders as the Group's securities are listed on the Main Board of the JSE.	The Group engages with the JSE and Strate as follows: <ul style="list-style-type: none"> • Participating in JSE and Strate feedback and information sessions. • Submitting comments on JSE draft regulations and rules. • Submission of documents, etc. for comment and approval in terms of the JSE Listings Requirements. • Participation in Issuer Committees at both the JSE and Strate.
Financial institutions	The financial institutions are important stakeholders as they are custodians of the Group's funds and provide funding for the acquisition of assets and/or investments.	The Group engages with them as follows: <ul style="list-style-type: none"> • Regular meetings attended by the Treasury Manager and Group CFO. • Bank representatives invited to attend the bi-annual results presentations. • Submission of information to the SA Reserve Bank.
Customers and clients	Customers and clients are important stakeholders for the success of the Group. The Group has customers and clients who range from large corporations and Government departments to individual consumers.	The Group engages with these stakeholders on various levels including the following: <ul style="list-style-type: none"> • Regular one-on-one meetings at the customer's site. • Customer service meetings. • Customer feedback surveys conducted by the Group's operations or third parties. • Processes to respond to complaints that meet the requirements of the Consumer Protection Act. • Appropriate customer entertainment and functions.

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Suppliers	Suppliers are important stakeholders as they are the providers of services, equipment and facilities that the Group requires to service its customers.	Group engagement with these stakeholders vary and include elements of the following: <ul style="list-style-type: none"> • Attendance at Dealer conferences. • Attendance at product launches. • Regular one-on-one meetings with key suppliers. • Attendance at technical conferences held by suppliers, where appropriate.
National, Provincial and Local Governments	All levels of Government are important stakeholders as they set the regulatory environment within which the Group operates, provide infrastructure and collect taxes.	Group engagement with these stakeholders vary and include elements of the following: <ul style="list-style-type: none"> • Regular engagement with the Department of Labour. • The Group's Tax Department liaises and meets with South African Revenue Service in respect of taxation issues and compliance. • Regular engagement with the Australian Tax Office and Department of Labour.
Industry Associations	Industry Associations are important stakeholders as they provide a forum to discuss and address industry wide issues and enable the industry to make representations to Government.	Group engagement with these associations is mainly through active membership.
Trade Unions	Trade Unions are important stakeholders in that they represent a large percentage of the workers employed by the Group. The key Trade Unions are NUMSA, MISA and SATAWU.	Engagement with these stakeholders includes: <ul style="list-style-type: none"> • One-on-one meetings when required. • Participation in the bargaining unit in respect of wage negotiations.
The community	The community is a key stakeholder seeing that both the Group and the employees are directly impacted by the communities in which the Group operates and employees live in.	The Group's engagement with the communities includes contributions towards initiatives in respect of fund raising, donations and services within various communities.

The Group's focus remains on ensuring that engagement with stakeholders is a high priority and that changes in stakeholders' interests are acted upon.