



## Corporate Social Investment (CSI) and Socio-Economic Development (SED) Policy

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<b>Author</b>	Graeme Barnard	<b>Date issued</b>	20 November 2020
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# Corporate Social Investment (CSI) and Socio-Economic Development (SED) Policy

## Introduction

1. Super Group associates itself with the escalating corporate awareness of the need to invest in sustainable social development. The Group's annual budget makes provision for both CSI and SED initiatives in line with the Group's CSI strategy. CSI is therefore an integral part of Super Group's commitment to sustainable development and for branding and enhancing the Company's reputation as a responsible corporate citizen and valued partner amongst communities where it operates. To give effect to this, Super Group commits itself to invest in development and empowerment projects that embrace the diversity of South Africa, with the aim to becoming a significant contributor in the field of community upliftment.

## Aim

2. The aim of this Policy is to provide strategic direction to the Group in terms of the Group's CSI and SED Policy and initiatives.

## Definitions

3. The following definitions apply in terms of this policy:

a. **Corporate Social Responsibility.** CSI is typically summarised as the "triple bottom line," which is a model that evaluates the impact of a firm's policies on people and the environment as well as profit maximisation. CSI is a strategy for implementing social commitment in a concrete way by using company funds and resources to improve the quality of life in developing or disadvantaged communities. CSI beneficiaries may include benefits for

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communities, natural persons or groups of natural persons regardless of their race, gender or disability status.

- Socio-Economic Development.** Means monetary or non-monetary contribution for communities, natural persons or groups of natural persons where at least 75% of the beneficiaries are Black as defined by Broad-Based Black Economic Empowerment (B-BBEE) legislation. The objective of SED contributions is the promotion of sustainable access for the beneficiaries to the economy. SED beneficiaries may include development programmes for women, youth, people with disabilities, people living in rural areas, support of healthcare and HIV/AIDS programmes, support for education programmes, resources and materials at primary, secondary and tertiary education level, as well as bursaries and scholarships, community training, skills development for unemployed people and adult basic education and training, etc.

## Strategic CSI and SED Objectives

4. Super Group strives to be a leading socially responsible organisation involved in the reduction of poverty and social problems through the development and upliftment of communities surrounding Group operations, and also those communities from which we source our workforce. This is achieved by:

- focusing on initiatives which enjoy broad-based stakeholder support while avoiding handout tendencies which prove unsustainable;
- ensuring that communities and beneficiaries of the programmes are actively consulted in the process of project selection, implementation and evaluation;
- quantifying the costs and benefits of the programmes selected and evaluating them in terms of their ability to contribute to capacity building, improving the quality of life and ensuring sustainable development;
- defining the roles and responsibilities of stakeholders and projects/programme beneficiaries, with specific emphasis on financial controls and corporate governance compliance;

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- e. integrating and coordinating divisions and business units and employee empowerment initiatives in a cost-effective and efficient manner;
- f. building community awareness and recognition of the role played by Super Group in developing its communities through appropriate and transparent outreach initiatives;
- g. contributing to the socio-economic upliftment of primarily historically disadvantaged communities; and
- h. building open, honest and constructive relationships between the Group and its host communities.

## CSI and SED Policy Statement

5. Super Group believes that being a responsible and contributing corporate citizen is necessary for the equitable development of South African people and is therefore a key component of the company's business strategy. Through its community investment strategy, the company is committed to the empowerment, development and growth of disadvantaged communities.

## Purpose of the CSI and SED Policy

- 6. The purpose of this CSI and SED Policy is to:
  - a. outline the Group's CSI and SED strategy and therefore it's involvement in community development and upliftment; and
  - b. set out the processes and procedures by which the Group will identify, manage, and support its CSI activities.

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## Group Social and Ethics Committee

7. The Group Social and Ethics Committee has the following roles and functions with regards to CSI and SED:

- a. Identify and approve and co-ordinate Group CSI & SED initiatives and budgets.
- b. Monitor all CSI and SED expenditure of all subsidiaries/entities against budget.

## CSI and SED Budget Guidelines

8. The following budgetary guidelines apply to both CSI and SED spend.

Subsidiary/Entity	SED and CSI Budget
SED Budget	1% of NPAT
CSI Budget	Maximum of 0.25% of NPAT unless a commercial client contracts dictate otherwise

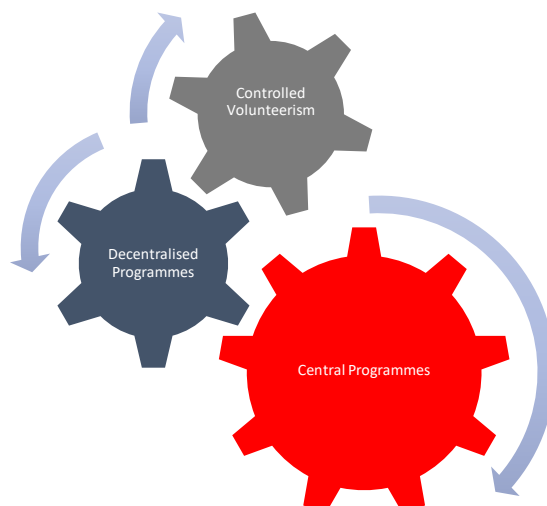
9. Divisions and business units must make adequate provision in their annual budgets for CSI and SED programmes and initiatives.

10. All CSI and SED programmes and initiatives must be approved by the Group Social and Ethics Committee.

## Three-Pronged Approach

11. The Group will follow a three-pronged approach in order to achieve the Group's strategic CSI and SED objectives:

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- a. **Central Programmes:** These include programmes and initiatives identified and funded by the Group aimed at adding CSI and SED value and contributing towards SED points on the Super Group Holdings (Pty) Ltd.'s B-BBEE scorecard.
- b. **Decentralised Programmes:** These include Group approved programmes and initiatives identified and funded by a division and/or business unit aimed at adding CSI and SED value and contributing towards SED points on the Group's various B-BBEE scorecards.
- c. **Controlled Volunteerism:** Our employees are encouraged to become involved in Group approved CSI and SED projects aimed at adding CSI and SED value and contributing time towards SED points towards the Group's various B-BBEE scorecards. Naturally time allocated toward volunteerism will be at management's discretion and in line with operational requirements.

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## Key Priority CSI and SED Areas

12. The Group identified the following key priority CSI and SED areas:
- a. Income generation and job-creation programmes/projects, with the primary focus on Black youth, Black women and Black people with disabilities.
  - b. Infrastructure development including - but not limited to schools, clinics, orphanages, etc. where the beneficiaries are at least 75% Black people.
  - c. Provision of training or mentoring to beneficiary communities which will assist such communities to increase their financial capacity.
13. These priority areas will be reviewed periodically to ensure that they are relevant to community needs.

## Communication

14. The CSI and SED communication plan will communicate information on the Group's CSI and SED activities and successes both internally and externally. The aim of the communication plan is to enhance the company's reputation for good corporate citizenship and ensure that staff, the Executive Committee, customers, investors, potential partners and all relevant stakeholders are kept informed.

15. The development and implementation of the external and internal communication plan will be the responsibility of the Group Human Resources Executive.

### a. Internal Communication

The internal communication plan will provide feedback to staff and management on the CSI and SED policy and strategy, projects selected, project achievements, and project volunteer opportunities. This will be communicated through the following media:

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- i. Intranet
- ii. Exco meetings
- iii. Management Communication Forums
- iv. Employee newsletter
- v. Electronic desk drops
- vi. Employee starter packs

b. External Communication

The external communication plan will create public awareness for the Group's CSI and SED programme and their role in community upliftment through:

- i. Company website
- ii. Company brochure and other marketing material
- iii. Tender documents
- iv. Public Relations programme including press releases and publicity
- v. The Integrated Report, including the Economic, Social and Governance (ESG) Report

## Evaluation and Feedback

16. An effective evaluation and impact analysis process will be developed and implemented and will apply to all selected projects. The measurement and evaluation of the projects will be defined within the grant agreements, which set the framework for periodic evaluation.

17. All programmes and initiatives will undergo a pre-funding evaluation, site visits and end of contract evaluation will be conducted where a full impact analysis will be undertaken. Furthermore they will be required to have an in-built monitoring element for the programme being funded.

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