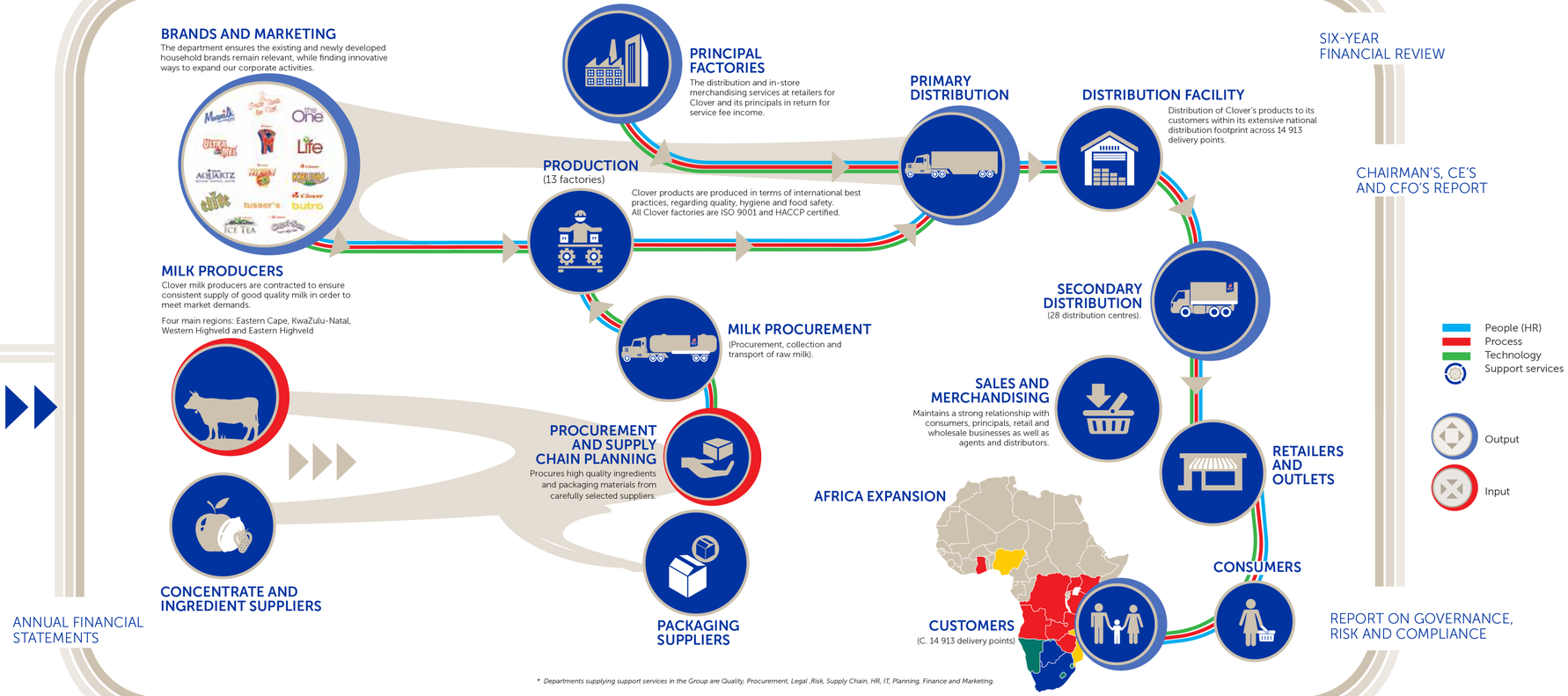
OUR VISION

To be a leading branded foods and beverages group in South Africa and selected other African countries, providing accessible nutrition to all consumers

OUR MISSION

- Reaching the Group's widely dispersed consumers/ customers on a daily basis → SALES AND MERCHANDISING; DISTRIBUTION FACILITY
- Providing consumers with quality and trusted products, underpinned by leading dairy businesses → BRANDS AND MARKETING
- Develop or acquire brands to occupy number one or two position in chosen segments → BRANDS AND MARKETING; AFRICA EXPANSION; CONSOLIDATE INDUSTRY
- Way Better operations across supply chain to provide sustainable shareholder value → PRINCIPAL FACTORIES; PRODUCTION; PROCUREMENT AND SUPPLY CHAIN PLANNING; MILK PROCUREMENT
- Being a responsible corporate citizen → MILK PROCUREMENT
- Preferred employer → SUPPORT SERVICES