

INTEGRATED

IMPACT REPORT



FY2025

**31 March 2024
to 29 March 2025**



| Images by Pierre Tostee, The Litterboom Project & Tim Lubbe

STARTING CON

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WE ARE
YOUR YOUTH
EMPOWERMENT
CHAMPION,
CATALYSING
REAL CHANGE,
CREATING REAL
OPPORTUNITIES,
AND UNLOCKING
TOMORROW'S
POTENTIAL.

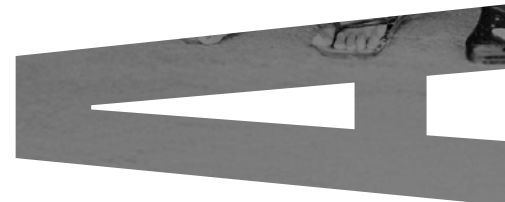


NPO # 053-536 • PBO # 930023271
B-BBEE Level 1 Status

ES

YOUTH DEVELOPMENT IS OUR PASSION.

It's the driving force behind everything we do. We are an independently registered non-profit organisation (NPO) and public benefit organisation (PBO) with B-BBEE Level 1 status, founded in 2005 by Mr Price Group to confront two of the most pressing challenges experienced by our younger generations: high youth unemployment and unequal access to quality education.



PURPOSE

Mr Price Foundation exists to create real economic opportunities for youth through catalytic investments in skills development, entrepreneurship, and education. South Africa's youth face some of the highest rates of poverty, inequality and unemployment in the world, with 8.8 million youth not in employment, education or training*. Our purpose is to develop sustainable economic solutions that empower youth to rise above their circumstances.

TRANSFORMATION IN ACTION

Our high-impact programmes stand as an action-driven commitment to transforming challenges into opportunities. By nurturing young talent and unlocking access to skills and opportunity, we are moving the dial for a brighter future for us all.

COLLABORATIVE BY NATURE

We believe in the power of purpose-led partnerships. We invest significantly into building strategic relationships with key stakeholders, including our founder Mr Price Group as well as other businesses, industry leaders, government and communities. By working in partnership with organisations that strongly align with our purpose, we co-create programmes that address our national development goals and speak directly to the needs and potential of our youth.

*Stats SA Quarterly Labour Force Survey, February 2025

OUR TIMELINE

For the first six years of our journey, Mr Price Foundation tested programmes that addressed the national priority areas of education and youth development. From 2011, we scaled up our programmes, using external research to ensure our youth development programmes achieved maximum impact for our beneficiaries and partners. In 2024, we began transitioning to youth empowerment, to create multiple pathways for South Africa's youth to become economically active and productive.



2005

REDCAP FOUNDATION

RedCap Foundation is formed by Mr Price Group to inspire tomorrow's heroes and tackle national challenges in education, health and unemployment; impacting children and youth from low-income communities.

YOUNG HEROES

The Young Heroes Education Programme is created to encourage primary school learners from low-income

2009

PE INTRODUCED

The Foundation signs a Memorandum of Understanding with the National Department of Basic Education for physical education (PE) to be part of school curriculums. PE manuals are printed for all nine provinces.

2013

NEW JUMPSTART PROGRAMMES

JumpStart introduces two new programmes, the JumpStart Production and Pre-Production Programmes, working closely with local manufacturers.

2016

ROI STUDY

Social return on investment study concludes the JumpStart Production Programme generates R6,50 of value for every R1 invested; while JumpStart Pre-Production Programme generates R5 for every R1 invested.

2020

REBRANDED TO MR PRICE FOUNDATION

MRP Group and MRP Foundation rebrand from MRP to the original beloved Mr Price.

GROWING NEW SKILLS

HandPicked is launched to develop the agricultural and business skills of aspiring agriculturists.

2024

NEW ERA FOR EDURISE

Our Education Development Programme enters a new era, with a sharpened focus on literacy and numeracy in Hammarisdale primary schools.

2007

JUMPSTART LAUNCHED

JumpStart is initiated in Johannesburg, Durban and Cape Town with just 100 youth developed.

2012

R3.5M GRANT AWARDED

National Treasury awards the Foundation a R3.5 million grant to JumpStart to place 3,600 unemployed youth into jobs. The actual job placement is 4,600.

2014

REBRANDED TO MRP FOUNDATION

RedCap Foundation is rebranded to MRP Foundation to align with MRP Group, retaining its heart to inspire tomorrow's heroes.

ANA RESULTS

Comparative analysis of the Annual National Assessments shows the five Foundation-supported schools in KwaDukuza performed better in maths and English First Additional Language than national and provincial averages.

2019

AU ENDORSEMENT

The African Union's New Partnership for Africa's Development recognises the JumpStart Retail Frontline Programme as 'good practice' for skills development and youth employment in Africa.

2023

UPLIFT TAKES OFF

Our UpLift Entrepreneurship Development Programme is launched.

SOCCER KICK OFF

Mr Price Foundation Cup, an annual soccer contest, is launched for Mr Price Group associates and suppliers to raise awareness and funding.

2025

SOFT LAUNCH OF BIG PLANS

The Foundation plans its strategic transition from a youth development organisation to a youth empowerment force.

CELEBRATING MILESTONES

The Foundation celebrates 20 Years of Impact in September. Mr Price Group celebrates its 40-year milestone in October.

NEW VISION, VALUES & STRATEGY

OUR NEW STRATEGY

Empowering youth to overcome skills gaps and creating multiple pathways to economic opportunities through skills development, entrepreneurship and education lies at the heart of our mission to drive meaningful socio-economic progress.

OUR NEW PURPOSE

Your Youth Empowerment Champion

OUR NEW VISION

Our vision is to be the most impactful youth empowerment-focused corporate foundation in South Africa, unlocking sustainable economic opportunities for young South Africans (ages 15 to 34).


OUR VALUES

We are driven by the values of Passion, Value and Partnership, aligning with our founder, Mr Price Group.



PASSION

We care deeply about South Africa's youth and the future we are building together.




VALUE

We pursue measurable, sustainable outcomes that positively impact lives.



PARTNERSHIP

We co-create scalable solutions with businesses, communities, funders and government.



ACTIONABLE HUMILITY

We learn, listen and adapt to meet youth where they are.



WE ARE FUELLED
BY PASSION TO
CREATE LASTING
VALUE THROUGH
PARTNERSHIPS.

5 STRATEGIC PILLARS



SKILLS DEVELOPMENT:

Building a human capital pipeline aligned to market demand through our JumpStart Skills Development Programme.



ENTREPRENEURSHIP DEVELOPMENT:

Equipping entrepreneurs and start-ups for success with business readiness, tools, and financial literacy through our UpLift Entrepreneurship Development Programme.



EDUCATION DEVELOPMENT:

Investing in early literacy, numeracy and entrepreneurship education through our EduRise Education Development Programme.



COMMUNITY ENGAGEMENT:

Working closely with local communities, schools, community leaders, and NPOs to ensure relevance and community ownership.




STRATEGIC PARTNERSHIPS:

Collaborating with corporates, donors, Mr Price Group associates and government to ignite collective impact.


STRATEGIC VALUE DRIVERS

As a youth empowerment champion, we are driving to unlock tomorrow's potential through:




GROWTH

To scale impact and empower more youth with multiple pathways to economic success.



PRODUCTIVITY

Enhancing employability and business viability through agile, demand-led training.



SYSTEMS THINKING

Tackling root causes with data-driven, long-term interventions.

MESSAGE FROM OUR CHAIRMAN: MARK BLAIR

Last year, I spoke about the importance of uniting to address the challenges facing our youth. This year, as Mr Price Foundation approaches 20 years of impact, we reflect on how far we’ve come – and how much more we can achieve together.

When Mr Price Group launched the Foundation in 2005, it was driven by a deep commitment to empower youth from low-income communities through improved access to education, health, and employment opportunities.

Over the past two decades, the Foundation’s evolving programmes have enabled us to deliver lasting change. These first 20 years are just the beginning. The team remains committed to ensuring the Foundation stays responsive and relevant in an ever-changing world.

In support of this vision, the appointment of investment impact strategist Octavius Phukubye as Executive Director in 2024 brought renewed strategic focus and energy to our mission. As he concludes his first year, Octavius and the team have redefined the Foundation’s strategy to ensure it is future-fit, while also engaging a broader and more diverse range of stakeholders than ever before.

I commend the team for living out Mr Price Group’s values of Passion, Value, and Partnership. I also extend my gratitude to our stakeholders – your support fuels every success story we share. Together, we are laying the foundation for greater economic resilience among South Africa’s youth.

MARK BLAIR

Mr Price Foundation Board Chairman
Mr Price Group CEO



Meet our team (from left to right): Senior Data Analyst Zizo Mambumba, Junior Data Analyst Samkelo Maluleke, Education Development Intern Siphелеle Ngidi, Events and Engagement Coordinator Nondumiso Khuzwayo, Skills Development Partner Relations Specialist Raven Maharaj, Skills Development Programme Coordinator Zuke Ziyanda, Education Development Programme Manager Pain Mashingaidze, Senior Data Analyst Siyabonga Gwala, Executive Director Octavius Phukubye, Financial Manager David Churchman, Junior Data Analyst Kaelin Pillay, Head of Programmes and Innovation Karen Wells, Financial Administrator Erica Esbend, Entrepreneurship Development Manager Duduzile Mathabela, Entrepreneurship Intern Yamkela Mpini, Skills Development Programme Manager Yurissa Sawers, and Skills Development Partner Relations Specialist Siphелеle Ngesi.

MEET OUR TEAM

MANAGEMENT TEAM

Octavius Phukubye

Executive Director

Karen Wells

Head of Programmes and Innovation

David Churchman

Financial Manager

Yurissa Sawers

Skills Development Programme Manager

Duduzile Mathabela

Entrepreneurship Development Manager

Pain Mashingaidze

Education Development Programme Manager

Pierre Tostee

Head of Communications (until 30 May 2025)

BOARD MEMBERS

Mark Blair

Mr Price Foundation Board Chairman
Mr Price Group CEO

Natasja Ambrosio

Mr Price Foundation Board Director
Mr Price Group Sustainability Director

Mondli Mchunu

Mr Price Foundation Board Director
Mr Price Group Employee Relations, Risk and Compliance Director

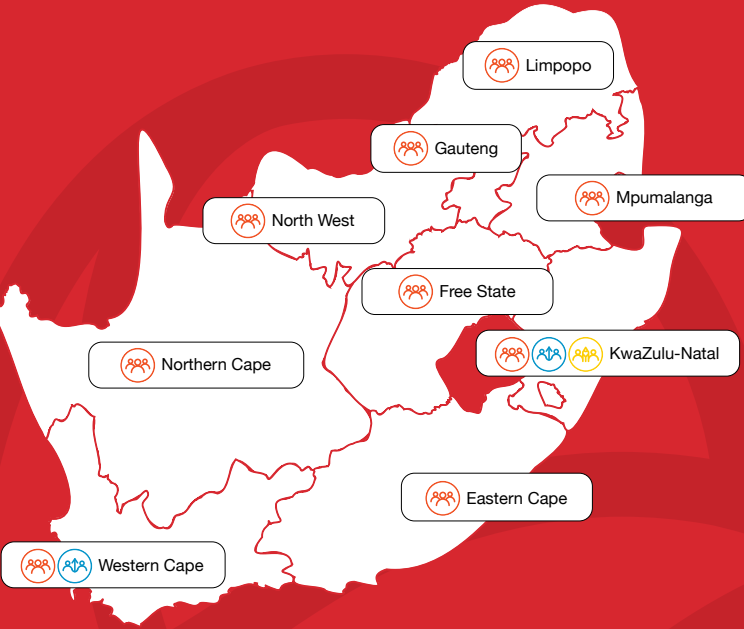
OUR ORGANISATIONAL STRUCTURE

Mr Price Foundation is a Section 18A PBO, operating as the socio-economic development (SED) investment impact arm of Mr Price Group. Governed by an independent board of directors and supported by a lean, high-performing team, we drive scalable, sustainable impact through strategic public-private partnerships, donor funding, and direct programme delivery. We collaborate with government departments, industry leaders, and local communities to empower young South Africans through Skills Development, Entrepreneurship Development and Education Development.

OUR PROGRAMMES & IMPACT

We are backed by our purpose-driven partners to deploy capital in three strategic areas to support the full journey of youth: Skills Development, Entrepreneurship Development, and Education Development. Our programmes are designed to address key barriers to youth employment, business growth, and quality learning outcomes – ensuring that young people are equipped to thrive in a changing economy.

OUR NATIONAL FOOTPRINT



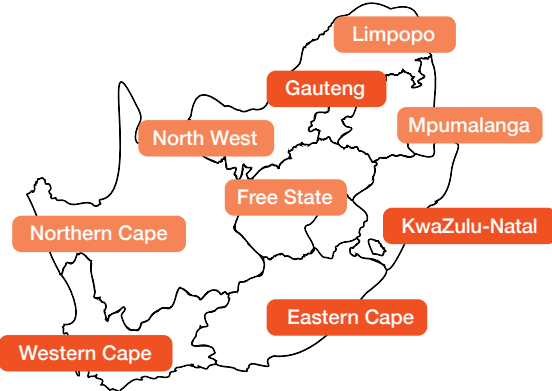
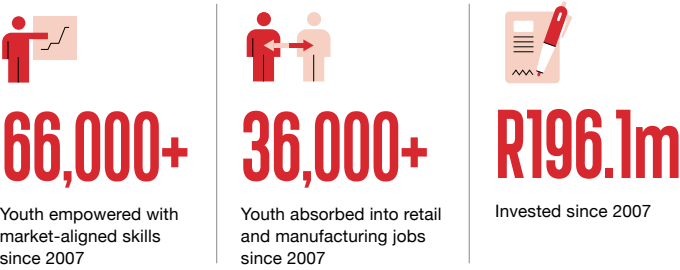
Our programmes span multiple provinces, with core programme and partner-driven activations.

01 | SKILLS DEVELOPMENT: JUMPSTART



JumpStart is our high-performing Skills Development Programme for youth, addressing critical skills gaps in South Africa’s Retail, Clothing, Textiles, Footwear & Leather (RCTFL) value chain. Our skills development programmes are crafted in partnership with industry and tailored for unemployed matriculants and tertiary graduates. From retail to logistics and manufacturing, our focus is on empowering young people with market-aligned skills to enter and thrive in the workforce.

HISTORIC IMPACT

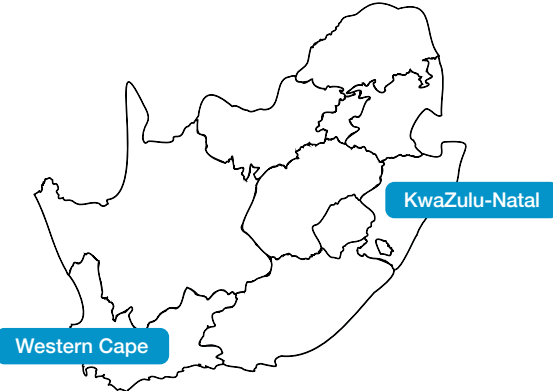
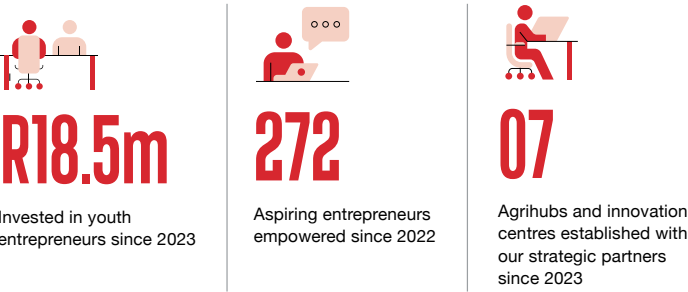


02 | ENTREPRENEURSHIP DEVELOPMENT: UPLIFT



Our UpLift Entrepreneurship Development Programme is designed to enable market-ready, sustainable small businesses through business mentorship, targeted seed funding, market access opportunities and tailored capacity-building initiatives. We drive small business development and innovation in high-impact, low-access areas such as townships and rural areas, in diverse sectors such as retail, waste recycling, agriculture and technology.

HISTORIC IMPACT

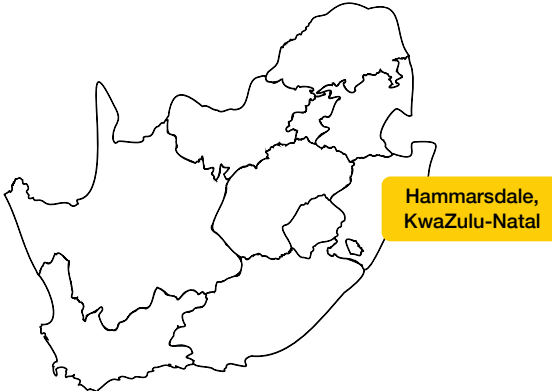
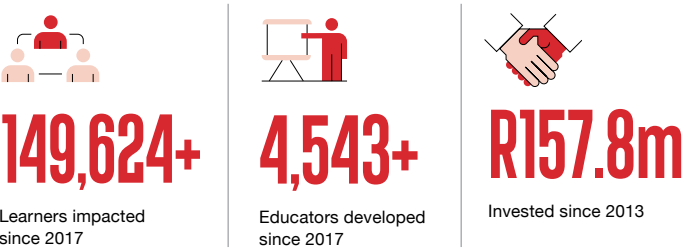


03 | EDUCATION DEVELOPMENT: EDURISE



Our Education Development Programme is committed to addressing the root causes of poor education and skills gaps in the early years of schooling. Through educator and school leadership development, tech-led learning, collaborative platforms, physical education, and creative arts, we advance literacy, numeracy and entrepreneurial thinking. Building holistic academic footings from an early age gives children a fighting chance to succeed.

HISTORIC IMPACT



WHAT SETS US APART

Mr Price Foundation stands out in South Africa’s non-profit and youth development landscape through its targeted, scalable, and partnership-driven approach to tackling youth unemployment, education inequality, and economic exclusion. As a purpose-driven Foundation backed by Mr Price Group, we are committed to deploying capital responsibly to catalyse systemic change and create Hope4Youth.

DRIVING A NATIONAL AGENDA

As an independently registered NPO, we are driving skills development at national, regional and community levels to create employment and entrepreneurial opportunities for youth. At the same time, we invest in early education by providing interventions in the Foundation Phase – ensuring that children are equipped with the tools to thrive from the very beginning.

ADDRESSING SOUTH AFRICA'S YOUTH UNEMPLOYMENT CRISIS

Our unique focus on vocational training, internships, and entrepreneurship directly responds to South Africa’s youth unemployment crisis. Our targeted programmes address the core root causes: a mismatch between skills and labour market demands, inadequate access to quality education, and economic stagnation.



AGILE AND DEMAND-LED PROGRAMME DESIGN

We collaborate with the human resources and operations departments of our employer partners to continuously assess their skills gaps and future needs and co-create detailed training programmes. Our technology-driven systems ensure data-driven, real-time data, allowing us to match talent with opportunity and meet industry needs.

TECHNICAL SKILLS TRAINING

We focus on technical skills aligned to industry needs, including retail operations, e-commerce, planning, customer service and visual merchandising. Our investments in skills development address talent gaps in the RCTFL industry, reducing onboarding costs, ensuring faster productivity, and building more economic inclusion for unemployed youth.

ENTREPRENEURSHIP AND SMALL BUSINESS SUPPORT

We support rural and township small business development as a key economic inclusion goal. We empower youth to build and grow their businesses through entrepreneurial tools, soft skills, mentorship and funding. Our Entrepreneurship Development Programme de-risks early-stage businesses and tests technology-led social innovations, strengthening ecosystems for long-term sustainability, fuelling job creation and building local economic resilience.

HOLISTIC EDUCATION INVESTMENT

We invest deeply in education in Hammarsdale, KwaZulu-Natal, through our Education Development Programme. Our programme targets literacy, numeracy and entrepreneur education through educator and school management team (SMT) development, supporting the national development agenda and reinforcing our commitment to building more resilient children at Foundation Phase.



THE POWER OF PARTNERSHIP

We prioritise purpose-led partnerships to scale our impact, widen access and create lasting change for South African youth. Collaboration is crucial to catalysing collective potential and creating economic equity for youth.



OUR PROGRAMME FLOWCHART

BUILDING MULTIPLE ECONOMIC PATHWAYS FOR YOUTH

Our interventions impact youth empowerment in three key areas:

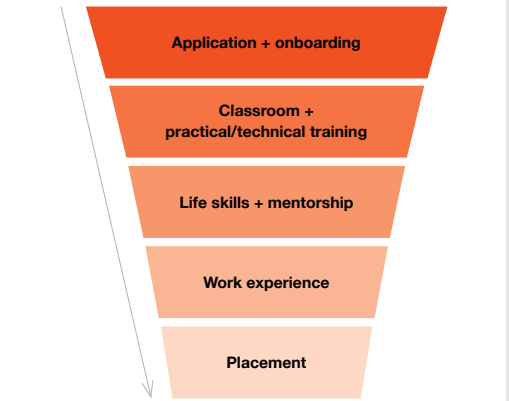


SKILLS DEVELOPMENT
Industry-driven skills training for youth, linked to employment.



Programme Offerings

- Five demand-led training programmes
- Market-relevant job readiness
- Life skills + mentorship
- Practical work experience
- Employment placements
- Technical retail skills training



Entry Requirements: Matric and above
Focus Areas: Retail and manufacturing value chain
Who benefits: Unemployed youth with matric or tertiary qualification
How we measure success: Work-readiness and job placement rates

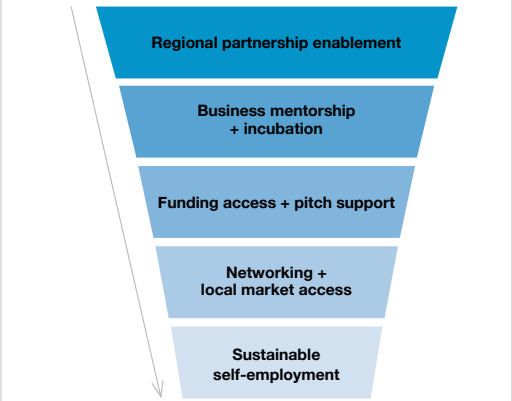


ENTREPRENEURSHIP DEVELOPMENT
Igniting youth-led small businesses with impactful support and mentoring.



Programme Offerings

- Personal + business mentorship
- Small business training
- Improved access to seed funding + markets
- Peer networks



Entry Requirements: Youth with a business idea or existing small business
Focus Areas: Waste, agriculture, fashion, tech, agnostic
Who benefits: Aspiring and early-stage entrepreneurs
How we measure success: Business start-up rate and job creation

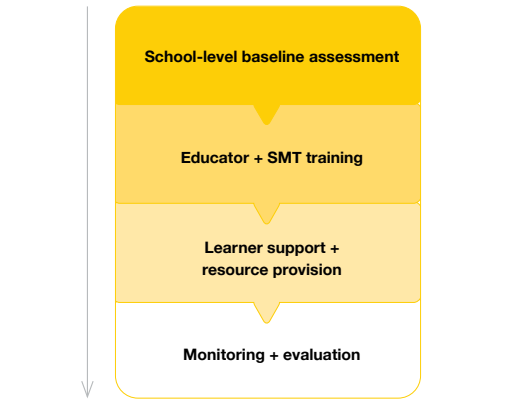


EDUCATION DEVELOPMENT
Holistic development of literacy, numeracy, entrepreneurial thinking, and leadership in underserved schools.



Programme Offerings

- Improved learner outcomes
- Educator + SMT development
- Literacy and numeracy-focused intervention
- Values-based physical education support
- Creative Arts integrating literacy and numeracy



Focus Areas: Foundation Phase Literacy and Numeracy, Leadership
Who benefits: Learners, educators, school leaders
How we measure success: Learner literacy and numeracy outcomes and educator improvement in content knowledge and pedagogical skills

OUR BUSINESS MODEL

Our business model is purpose-built for sustainable, measurable, and scalable impact. Every programme, partnership, and rand spent is guided by our commitment to youth economic empowerment.



01

YOUTH EMPOWERMENT CHAMPION

Our primary beneficiaries are South African youth aged 15 to 34 from historically disadvantaged communities. We aim to create real, sustained pathways to economic opportunity. We engage directly with youth and communities to understand their needs and aspirations and collaborate with credible partners to develop impactful solutions. Everything we do is geared toward unlocking the potential of youth and achieving measurable outcomes.

We focus on this because:

- **High youth unemployment:** 8.8 million youth aged 18 to 34 are not in employment, education or training.
- **Youth workforce:** 1 million youth exit schooling and enter the labour market annually.
- **Skills mismatch:** South Africa has a skills mismatch of more than 50%, along with low productivity.
- **Slowing entrepreneurial activity:** Youth constitute 41.2% of the population, but only 6% are engaged in entrepreneurial activity.
- **Education:** Unemployment among those with matric is 34.5%, and 39.1% among those with less than matric.

02

SCALABILITY WITH IMPACT

Our programmes are built to be both deep in impact and broad in reach.

To achieve this, we:

- Standardise successful interventions for replication.
- Design programmes for easy adaptation across different locations.
- Set clear scaling milestones aligned with our goals.
- Leverage technology and digital tools.
- Maintain rigorous project management and impact measurement at scale.

03

PURPOSE-LED PARTNERSHIPS

Our partnerships are intentional, strategic, and mission aligned. Whether with government, private sector, civil society, global entities or fellow NPOs, we actively seek collaborators who share our vision and can help deliver on it.

We prioritise partnerships that:

- Drive scalability and reach.
- Provide sustainable job opportunities.
- Offer proven track records.
- Enable digital solutions.
- Complement our funding via grants, donations or SED contributions.
- Accelerate collective impact.

04

PROGRAMME COST ALLOCATION

We uphold a disciplined and transparent approach to financial management, with a target ratio of 80:20 – meaning at least 80% of all funding goes directly to beneficiary programmes, and no more than 20% supports administration costs. This ensures stakeholders and youth receive maximum value from every contribution.

To sustain this balance, we:




- Refine internal operations to minimise overheads.
- Implement cost-effective solutions.
- Invest in systems and processes that reduce administrative burden.
- Conduct quarterly financials with transparency in reporting.

05

SUSTAINABLE ECONOMIC IMPACT

We implement lean, demand-led programmes that shift youth from survival to sustainable livelihoods.

We target:

-  Skills Development: Sector-relevant life skills training and practical work experience.
-  Entrepreneurship Development: Empowering youth entrepreneurs and youth-led small businesses by creating robust support ecosystems.
-  Education Development: Enhancing learning in under-resourced primary and high schools through targeted development initiatives.

06

MEASURABLE IMPACT AND LEARNING

We don't just hope we're making a difference – we measure our impact.

With a strong focus on reducing youth unemployment, we measure and document our impact through:

- Tracking youth career progression, skills development, and economic opportunities.
- Analysing job creation, retention, and tracking conversion from temporary employment to permanent employment.
- Generating actionable and evidence-based insights to inform policy reform and drive socio-economic change.
- Engaging key stakeholders with evidence-backed strategies to address structural barriers to youth economic participation.
- Sharing findings transparently to build a collaborative learning ecosystem.

07

RESOURCE ALLOCATION CRITERIA

To ensure maximum return on investment, we prioritise initiatives that:

- Create sustainable, multiple pathways for economic mobility for vulnerable youth.
- Offer scalable, technology-enabled, and replicable models.
- Address the holistic wellbeing of youth, including mental, physical, and economic resilience.
- Target marginalised youth and underserved regions.
- Demonstrate clear, measurable impact aligned with our strategic goals.

Our focus remains firmly on delivering impact at scale, in places where it matters most. We do not support initiatives that:

- Lack proven economic empowerment outcomes.
- Offer short-term visibility without lasting impact.
- Cannot scale or replicate meaningfully.
- Are outside South Africa's borders.

08

NATURAL DISASTER RESPONSE

When natural disasters affect South African youth and communities, we may provide temporary relief via vetted NGO partners. These interventions are time-bound, purposeful, and aligned with our strategic intent.

09

OVERALL

All funding and programme decisions must support our ambition to economically empower more youth. We also support charitable organisations and causes connected to Mr Price Group associates, provided they meet our core impact criteria.

SCALING WITH PURPOSE

Success in our business model is defined not by activity, but by transformation. As we scale, we stay grounded in our mission, always keeping youth at the centre of our decisions.

- Community-Centred Solutions: Putting youth at the heart of every decision.
- Partnerships for Amplified Impact: Building coalitions for collective change.
- Technology-Driven Delivery: Leveraging digital tools to increase efficiency.
- Financial Sustainability: Funding models designed for long-term resilience.
- Transparent Impact Reporting: Driving credibility and shared accountability.



MR PRICE FOUNDATION IN CONTEXT

South Africa’s youth are a generation in distress. Sidelined by structural inequality, a lack of quality education, and a mismatch between their skills and the demands of the modern economy, they are experiencing crushing unemployment. Of the country’s youth aged 18 to 34, 4.7 million are unemployed, and 8.8 million are not in employment, education or training.¹

At just 0.7%, South Africa's GDP growth over the past decade has been too low to foster healthy economic growth and absorb the rising number of job seekers. GDP growth in 2025 was revised downwards amid uncertainty in global and domestic markets, reflecting a continuing tough climate for job creation.

Entrepreneurship holds enormous potential for economic participation. Small, medium and micro enterprises (SMMEs) are the backbone of the economy, contributing 40% to GDP and employing more than 60% of the nation's workforce.

Yet many young entrepreneurs face immense barriers to success – from limited access to capital and markets, to mentorship and targeted support. Too often, their brilliant ideas never make it past the dreaming stage.

Meanwhile, the education system faces deeply rooted challenges, particularly with learning levels in mathematics and reading. 82% of Grade 4 learners cannot read for meaning, and many children leave Grade 1 without having mastered the alphabet². Literacy and numeracy – the foundational blocks of future learning and economic participation – remain out of reach for far too many.

This inequality gap begins in a child's early years. South Africa has nearly 7 million children under the age of five, yet 1.3 million children aged three to five are not enrolled in any form of early childhood development (ECD) programme.³

Despite these headwinds, we believe there is Hope4Youth. Africa's youth bulge is often framed as a challenge – but with the right support, it's an extraordinary asset.

At Mr Price Foundation, we are committed to empowering young South Africans with the tools to be economically active and productive.

Since 2005, our work has been rooted in the belief that when young people are equipped with the right skills, education and opportunities, we can provide real pathways out of poverty.

Our focus on the intersection of skills development, entrepreneurship and education is a direct response to the youth landscape. These three levers can move the needle on youth unemployment and inequality.

Skills Development

Our JumpStart Skills Development Programme provides young people with demand-driven skills, practical work exposure, and access to real jobs. Whether that's in retail, logistics, or tech, we design our programmes to reflect real-world demand, bridging the gap between young people's aspirations and economic needs. Then, through our extensive network of employer partners, we connect youth with career opportunities. Both the economy and candidates benefit when we are not just training for the sake of training, but when we are training according to industry demand.

Entrepreneurship Development

With a sluggish economy and persistently high youth unemployment, we cannot rely solely on the formal job market to absorb youth. That's why we are committed to empowering the next generation of young entrepreneurs to shape South Africa's economic future. Our UpLift Entrepreneurship Development Programme goes beyond theory to offer resources, mentorship, and access to markets. Early exposure to entrepreneurship equips young people with resilience, problem-solving skills, and confidence. Even one thriving small business can ripple outwards, uplifting families, communities, and entire value chains and breaking the cycle of unemployment.

Education Development

None of this is possible without sound educational footings in ECD and Foundation Phase. Without bold intervention, early learning gaps grow only wider, limiting opportunities and entrenching cycles of poverty. Through our EduRise Education Development Programme, we support 21 primary schools in Hammarsdale with enhanced literacy and numeracy. We align closely with national aspirations, including Minister of Basic Education Siviwe Gwarube's "Every child in quality education by 2030" and President Cyril Ramaphosa's revolutionary call to extend ECD access to every child.

Our initiatives resonate with both national and global priorities. We are proud to contribute to South Africa's National Development Plan (NDP) and the United Nation's Sustainable Development Goals (SDGs), particularly those focused on quality education, employment, economic growth, and reduced inequalities.

The road ahead requires courage, consistency, and systemic change – rooted in strong partnerships and collective accountability.

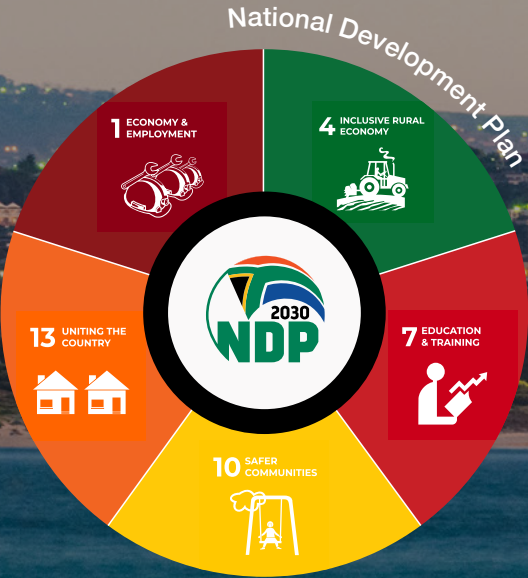
This is our commitment and our Hope4Youth.

¹ Stats SA, Quarterly Labour Force Survey (QLFS) Q4: 2024.

² 2030 Reading Panel, convened by Dr Phumzile Mlambo-Ngcuka, 2023.

³ Minister Siviwe Gwarube: Bana Pele 2030 Roadmap Leadership Summit March 2025.

“ WHEN YOUNG PEOPLE ARE EQUIPPED WITH THE RIGHT SKILLS, EDUCATION, AND OPPORTUNITIES, WE CAN PROVIDE REAL PATHWAYS OUT OF POVERTY. ”



REFLECTIONS FROM OCTAVIUS

A YEAR OF CLARITY AND CONVICTION

The 2025 financial year was defined by clarity of purpose, conviction in our mission, and a deepened commitment to driving transformation for youth.

I began serving as Executive Director in February 2024, coming from a background in entrepreneurship and venture capitalism. My experience provided valuable insights into building scalable, resilient solutions. Transitioning into Mr Price Foundation, however, offered a deeper connection to a generation of youth in urgent need.

Each programme we implement reminds me that transformation takes time. There are no shortcuts.

There is only consistent effort and thoughtful design, delivered every day with passion and operational excellence.

Working alongside our dedicated colleagues, Foundation Board, Mr Price Group leadership, and our diverse network of passionate changemakers, funders and strategic partners has been a tremendous privilege.

Each one plays a vital role in influencing youth outcomes by creating pathways to employment, enterprise, and a more hopeful future.



OCTAVIUS PHUKUBYE

Mr Price Foundation Executive Director

A STRATEGY RESET

FY2025 was a pivotal year that signalled the intent for a strategy reset and recalibrated programme execution.

The Foundation team maintained its focus on delivering our core mandate across critical programmes, incorporating improvements and lessons from FY2024, and enhancing processes and systems.

With the support of our partners, we impacted more than 22,000 young lives across our skills development, entrepreneurship development, and education development programmes.

Our JumpStart Skills Development Programme achieved marked success, training 9,021 young people, with 70% absorption, and 23% transitioning into sustainable full-time employment.

This conversion rate is well above industry norms and is a powerful validation of our training-to-employment model, especially in light of the challenges JumpStart faced with limited attraction of new employer partners and a reduction in industry demand for candidates. The launch of a new

pilot at Mr Price Group's Studio88 was another big win for JumpStart in a challenging economic landscape.

In our UpLift Entrepreneurship Development Programme, we witnessed inspiring progress as our youth-led businesses began to grow, generating R3.7 million and creating 41 jobs. These stories reflect futures reclaimed and affirm the power of self-employment to disrupt generational poverty.

In Hammarsdale, our EduRise Education Development Programme continued to gain momentum, delivering improvements in holistic school management, and literacy and numeracy outcomes at learner level. This change is a testament to what is possible when long-term investment meets local commitment.

To further our ambitions to scale up, we aggressively pursued external partnerships, clinching significant deals with the National Youth Development Agency (NYDA) and Zapper.

A special thanks must go to our key partners and funders Valtterra Platinum Limited, CHEP, The SPAR Group, Redefine Properties, Zapper, and of course, Mr Price Group with all its trading divisions.

FY2025 was an intense year of reigniting media relations, engaging with our national ecosystem, and driving community brand building and volunteer activism from Mr Price Group associates. We gunned our social engine, representing the Foundation on 37 platforms, and being recognised by Radio 702's "Corporates That Care" feature.

We launched the pilot of a major public-facing fundraising campaign, Hope4Youth, at select Mr Price Group stores after many months of negotiations and planning. The campaign won the hearts of 319,000 customers, who gifted R1 million to our programmes through in-store donations.

We thank our founder and primary donor Mr Price Group for its generous contribution of R33.2 million, with a further R11.5 million raised from other corporate donors. We're deploying these investments responsibly to not only impact individual lives but to strengthen entire ecosystems: local economies, small businesses, schools, and communities.

We were also pleased to support 43 fellow NPOs by donating product vouchers redeemable at Mr Price Group businesses, benefiting over 3,400 beneficiaries.

BOLD NEW VISION

In tandem with delivering on our programme mandates, we forged ahead with the development of a new strategy.

We engaged broadly and extensively, using a considered approach that included interviews internally and externally to solicit feedback and ideas to shape a well-designed, impact-focused, and measurable strategy.

The result was a bold new vision: to be the most impactful youth empowerment-focused corporate foundation in South Africa. At the heart of this ambition lies our renewed purpose: to be *Your Youth Empowerment Champion*.

To bring this vision to life, we charted an ambitious 10-year roadmap to empower 500,000 youth by 2035 and indirectly impact 1.5 million lives, approved by the Foundation Board and endorsed by Mr Price Group's Executive Committee and Board.

This sets the stage for a new decade set to launch in FY2026: an era focused on building the infrastructure and ecosystems needed to equip youth with the agency and tools to access opportunity, build livelihoods, and shape their own paths.

BUILDING CAPACITY FOR IMPACT

To deliver on the new strategy, we began laying the groundwork for a more agile team equipped with the skills and mindset needed to carry it forward.

We redesigned our organisational structure, developing a robust monitoring and evaluation framework in partnership with Accenture and Harambee, and reinforcing a culture of accountability through process documentation.

We also expanded our team to include two new specialists: a Communications Specialist to shape and share our learnings, and an Entrepreneurship Development Manager to design impactful initiatives that support youth-owned businesses with mentorship, training, and access to funding.

LOOKING AHEAD: COLLABORATING FOR GREATER REACH

As we move into the next financial year, we are focused on deepening our impact and strengthening our reach through several focused priorities.

We will continue to grow our Skills Development Programme by pursuing formal industry endorsements and working towards sector accreditation. This will ensure that the skills we teach are recognised and valued nationally.

At the same time, we will be securing more employer partners to create more work placement opportunities for our skills development candidates.

In the entrepreneurship space, we are preparing to launch a national-scale SMME development programme in collaboration with ecosystem partners. This programme will enable aspiring youth entrepreneurs to access mentorship, training, and funding opportunities - empowering them to grow sustainable businesses that create local jobs.

Our Education Development Programme will continue to champion literacy, numeracy and school leadership, with an elevated focus on applying entrepreneurial thinking to improve economic freedom among youth.

To sustain and scale our programmes, we will be driving growth in institutional fundraising and strategic partnerships, as well as accelerating our Hope4Youth fundraising campaign with Mr Price Group. Enhancing in-store communications will ensure that more public donors connect to our mission.

We will also focus on strengthening our internal operations, specifically our technology systems and monitoring and evaluation (M&E) capabilities, to ensure we remain responsive, data-driven, and impact-led.

At community level, we aim to foster deeper engagement and ignite the spirit of volunteerism.

Finally, we will work towards securing a permanent office location, providing our team with a stable and collaborative home base from which to drive change.

YOUR YOUTH EMPOWERMENT CHAMPION

This past year has shown us what's possible when individuals and institutions rally around a shared purpose. Our work thrives through collaboration!

We've laid a solid foundation in preparation for the decade ahead, and have established ourselves as a transparent, credible, and impact-driven organisation that will be obsessed with quality execution and delivery.

We thank all our partners for joining our mission to empower South Africa's youth. Your partnership fuels our momentum. We are deeply grateful for your continued support.

For those seeking to deploy SED funds, co-create high-impact, scalable youth empowerment programmes, or orchestrate impactful events for social good, we are open for business! Let's make a difference that matters!

LOOKING AHEAD TO FY2026

KEY TARGET AREAS

GROWTH GOALS

Skills Development

Gain formal industry endorsement or sector accreditation; grow baseline of employer partners to employ more youth.

Entrepreneurship Development

Launch nationwide SMME programme with ecosystem partners.

Education Development

Elevate an entrepreneurial approach to education.

Fundraising

Accelerate public fundraising campaigns through Mr Price Group stores; target institutional fundraising and strategic partnerships.

Volunteerism

Deepen community engagement and volunteerism.

Internal Capacity

Strengthen internal technology infrastructure, improve M&E capacity; secure a permanent office location.

FY2025 STANDOUT ACHIEVEMENTS

10 YEAR STRATEGY

Approved by the Foundation Board and endorsed by Mr Price Group Executive Committee

R44.7m

Donated by Mr Price Group and other corporate donors

22,000+

Beneficiaries supported across skills training, entrepreneurship, and education development programmes

02

Strategic partnerships secured with NYDA and Zapper

80:20

Programme: Administrative spend

STUDIO 88

JumpStart Skills Development pilot at Studio 88 in Limpopo as part of funding from Valterra Platinum (formerly Anglo American Platinum)

M&E

Robust M&E framework developed in partnership with Accenture and Harambee

CULTURE

Reinforced a culture of accountability



FY2025 INVESTMENT IMPACT AT A GLANCE

Investment impact across Skills Development, Entrepreneurship Development, and Education Development Programmes

R37.9m

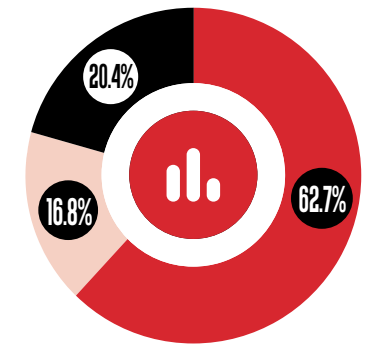
Invested

22,000+

Beneficiaries supported

FUNDING SPLIT

- Skills Development: R23.8 million (62.7%)
- Entrepreneurship Development: R6.4 million (16.8%)
- Education Development: R7.8 million (20.4%)



PROGRAMME HIGHLIGHTS

SKILLS DEVELOPMENT

9,021
Unemployed youth upskilled

6,316
(70%) Absorption

23%
Full-time absorption

5,407
Employed by Mr Price Group

ENTREPRENEURSHIP DEVELOPMENT

39
Youth empowered in entrepreneurship

41
Jobs created by entrepreneurs

R3.7m
Revenue generated

10
New small businesses established

EDUCATION DEVELOPMENT

13,818
Learners & 422 educators impacted

21
Schools in Hammarsdale, KwaZulu-Natal

9.5%
Improvement in holistic school management

19.5%
Learner improvement in literacy and numeracy

POWER PARTNERS

R33.2m
Donated by Mr Price Group

R11.5m
Donated by other corporates

02
New strategic partnerships

STAKEHOLDER & COMMUNITY ENGAGEMENT

43
NPOs supported, impacting 3,476 beneficiaries

8.5m
Website visitors

37
Engagements

R50,000
Donated to oThongathi tornado victims

319,000
Mr Price Group customers supported Hope4Youth

20,000+
Graded readers donated



Forging stronger partnerships for the good of our learners are (from left) Ekwandeni Primary School principal Lindiwe Thabethe, Hammarisdale Circuit Manager Ms F Ntuli, KwaZulu-Natal Department of Basic Education Educational Library and Information Technology Services (ELITs) Ms F Majozi, Mr Price Group People Director Richard Shezi, and Mr Price Foundation Education Development Programme Manager Pain Mashingaidze.

THE POWER OF PARTNERSHIP: DRIVING COLLECTIVE IMPACT FOR YOUTH

As we execute our ambitious plans for youth empowerment, one thing is certain: strategic partnerships are the engine that drives our mission forward.

We are building purpose-led collaborations and a high-performance team to unlock pathways for unemployed youth through education, skills development, and entrepreneurship.

From public institutions and private corporates to institutional donors, Mr Price Group customers, community stakeholders, and volunteers, it's the collective power of people and partnerships that turns aspiration into impact.

This collaborative approach enables us to turn our strategy and investment thesis into tangible outcomes: trained youth, employed graduates, and empowered communities.

OPERATIONALISING IMPACT WITH STAKEHOLDERS ON THE GROUND

Our partnerships are deeply integrated at every level. On the ground, employer partners help shape the direction of our programmes, ensuring our training is always demand-led and responsive to real market needs.

As a strategic donor and employer partner, Mr Price Group's investment is a testament to its deep commitment to seeing our country's youth succeed. The Group and its trading divisions play a pivotal role in enabling the success of our programmes, particularly in skills development. The SPAR Group, Valterra Platinum Limited, CHEP, and Redefine Properties continue to play vital roles. Their support brings not only resources but also insight that keeps us responsive and relevant.

Government allies such as the NYDA provide policy alignment, credibility, and reach, while tech enablers like Zapper help us meet donors digitally and seamlessly.

Tackling youth unemployment in South Africa requires collective action - because while strategy gives us direction, it's the people, partnerships and passion that bring it to life.

BREAKING BARRIERS TO GIVING WITH ZAPPER

Zapper simplifies giving and expands access to digital philanthropy, enabling everyday South Africans to power youth opportunity.

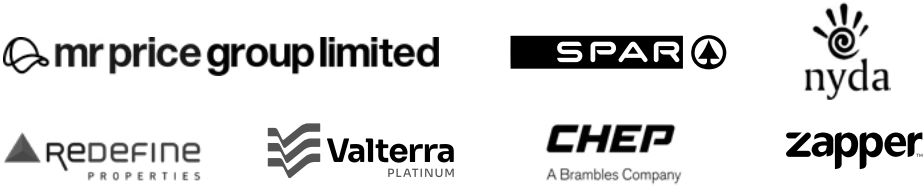
In February 2025, we launched a digital fundraising partnership with Zapper, to make donating as easy as scanning a QR code. With a fundraising target of R500,000 for FY2025, this partnership may be a game changer. Zapper's powerful reach of over 1 million customers and 15 million connections via partner apps creates an easy access point for individuals and businesses to contribute to youth empowerment. This digital gateway supports our mission by lowering the barriers to philanthropy, allowing donors to support our youth in real time. We thank Zapper for providing a new way to connect passion to purpose.

ALIGNING PUBLIC & PRIVATE PURPOSE WITH NYDA

A three-year plan, the NYDA partnership will scale and fast-track youth economic inclusion.

In November 2024, we signed a three-year Memorandum of Understanding with the NYDA to expand our demand-led skills development programmes in retail and manufacturing. Collaborating with the NYDA allows us to rapidly scale up our established skills development initiatives, to impact more unemployed youth and fulfil our MOU mandate of building a sustainable pipeline of opportunity for youth. The partnership draws on our combined expertise and shared passion for alleviating youth unemployment. The NYDA brings national leadership and visibility to our shared mission, while we bring years of grassroots experience and programme excellence.

OUR KEY PARTNERS



AN INVITATION TO JOIN THE MOVEMENT

Tackling the youth unemployment challenge requires a holistic ecosystem. We invite like-minded corporates in retail and other sectors across South Africa to join the call to inspire Hope4Youth and create a lasting impact. As a 20-year-old NGO with PBO status and a proven track record of delivering impact, we're calling on more businesses, funders, and innovators to join us and expand our reach.



Piloted in 2023, our Wastepreneur Programme, run in partnership with The Litterboom Project and CHEP, aims to support personal growth and entrepreneurial development in the recycling sector. Here, wastepreneurs Nelson Dumakude and Njabulo Magwaza showcase their 100% recycled products at Mr Price Market Day in Durban, joined by Justin Clark from The Litterboom Project.



IT STARTS WITH YOUTH. IT GROWS WITH YOU

Our community engagements are built on shared accountability, mutual respect, and an unshakeable belief in the boundless potential of youth. These engagements reflect our long-term commitment to investing in communities, demonstrating transparency in how we steward every donation, and advancing our impact in skills development, small business growth, and education. We are grateful to every partner, volunteer, donor, and supporter who believes in the power of one to spark change, and in the strength of many to fuel progress.

AMPLIFYING OUR MESSAGE OF HOPE4YOUTH

We engaged and shared our impact and expertise with a diverse audience in FY2025. This included the Injini Africa EdTech Week, Radio 702's "Corporates that Care" with Bongani Bingwa, Mr Price Group's Supplier Day and Capital Markets Day, the Motsepe Foundation Youth Expo, the Bana Pele Leadership Summit, the University of KwaZulu-Natal's Battle of Campuses, the National Planning Commission workshop on youth policy, the World Economic Forum roundtable on the social economy, and the Anglo American Impact Finance Network. Each engagement was an opportunity to share our learnings and engage with stakeholders looking to channel their resources into future-forward solutions. We achieved significant media exposure of over R20.4 million in advertising value equivalency (AVE), far exceeding our FY2025 targets. From radio to the stage, from billboards to broadcasts, our message of Hope4Youth resonated loud and clear.

R20.4m
AVE (55% increase)

118,000
Social media followers
(93% increase)

8.5m
Website visitors
(89% increase)

15
Gauteng billboards

37
Engagements



HOPE4YOUTH GAINS MOMENTUM

Launched in June 2024, our Hope4Youth fundraising campaign raised over R1 million in just six months. This incredible result was achieved from 319,000 Mr Price Group customers at 1,588 Mr Price Group stores. The groundswell of support reflects a growing national awareness of the urgent need to absorb unemployed youth into the economy.

R1m+
in 6 months

319,000
Mr Price Group customers

1,588
Stores



FIRST PRIZE GOES TO CHILDREN

The Mr Price Foundation Cup brought more than athletic energy to the soccer field – it brought hope into classrooms! More than 400 Mr Price Group associates, suppliers and spectators rallied around this annual tournament, with Maytex United and Mr Price Group's Hammarsdale Distribution Centre winning the men's and women's divisions. The Cup culminated in a generous act of giving, with the women's team donating their R25,000 prize to Isiqalo Primary School, which redeemed the gift voucher for brand-new school uniforms from Mr Price Apparel. The excitement in the children's eyes was unforgettable, reminding us that the true prize lies in paying it forward.

400+
Associates, suppliers
& spectators engaged

R25,000
in prizes awarded



IGNITING THE SPIRIT OF VOLUNTEERISM

The spirit of volunteerism burned brightly in FY2025. Our volunteers selflessly rolled up their sleeves for various community upliftment activities, including beach cleanups, painting schools, and covering 20,000 brand-new graded readers. For the first time, we were a beneficiary of the Midmar Mile Charity Challenge, with 37 swimmers diving in to raise R61,000 for our programmes. These efforts have a ripple effect: beautifying spaces, restoring pride in our schools and environment, and reaffirming that every act of kindness creates Hope4Youth.

03

School painting days

02

Beach cleanups

443

Associates engaged

20,000

Graded readers covered

37

Midmar Mile swimmers



SOLIDARITY WITH OUR COMMUNITIES

In June 2024, a freak tornado struck the oThongathi region of KwaZulu-Natal, leaving devastation in its wake. We responded swiftly, donating R50,000 to 10 affected families. These families, selected in partnership with iThuba Africa, each received R5,000 from Mr Price Home towards clothing and blankets. We supported 43 NPOs in the period (reaching an estimated 3,476 beneficiaries) with R244,100 in Mr Price Group vouchers. In the education space, we furthered literacy development by donating 20,000 graded readers to Hammarsdale schools participating in our education programme. It is a privilege to support those who are aligned with our vision and purpose.

R50,000

Tornado relief

R244,000+

Donations to NPOs

3,476

Beneficiaries impacted

20,000

Graded readers donated



01



SKILLS DEVELOPMENT

OUR APPROACH TO SKILLS DEVELOPMENT

Launched in 2007, our JumpStart Skills Development Programme is designed to address critical skills gaps in South Africa's retail value chain, including retail, warehousing and manufacturing.

Developed by our passionate team in partnership with work experience hosts, mentors, and business leaders, JumpStart programmes range from two weeks to eight months.

Programmes are guided by design thinking principles to deliver technical training, life skills, mentorship, and hands-on work experience to unemployed matriculants and tertiary graduates.

After training, graduates are channelled directly into the talent pipeline, with opportunities for placement across our extensive network of employer partners.

Deep data insights and monitoring capabilities ensure real-time response to job opportunities, leading to higher employment absorption and sustained conversion rates.

Partnerships with the private sector are essential to keep our programmes responsive to evolving industry needs. Not only are candidates prepared for immediate employment, but employers find it easier to make more informed hiring decisions.

OUR FOOTPRINT



REFLECTIONS FROM YURISSA

BRIDGING THE GAP BETWEEN POTENTIAL AND OPPORTUNITY

At a time when youth unemployment threatens South Africa's economic and social stability, our JumpStart Skills Development Programme is a beacon of Hope4Youth, equipping young South Africans with the practical skills, knowledge, and confidence to secure meaningful employment.

Through targeted training, hands-on experience, and strong partnerships with major employers like Mr Price Group and The SPAR Group, our model is bridging the gap between potential and opportunity, ensuring that young people are not only job-ready but future-ready.

Since 2007, JumpStart has impacted more than 66,000 unemployed youth, with over 36,000 successfully placed into jobs.

In FY2025, the programme achieved a remarkable 70% economic absorption, despite missing our target of 90%. JumpStart trained 9,021 young people, with 23% transitioning into sustainable employment.

This conversion from short-term to long-term employment is the true measure of success. It's not about presenting as many qualified candidates as possible but building proficiencies and upskilling people according to market demand.

This significant absorption rate into permanent roles speaks to the strength of our demand-driven approach. By aligning skills training with market needs, particularly within the retail and manufacturing sectors, we increase the likelihood of employment post-training.



Production Programme graduate Anele Dlamini (centre) with Mr Price Foundation Skills Development Programme Manager Yurissa Sawers, Programme Facilitator Tessa Dyer, and Mr Price Foundation Head of Programmes and Innovation Karen Wells.

EXPANDING OUR REACH

A 7% increase in funding in the period, bringing the Foundation's skills development allocation to R23.8 million, allowed us to expand our reach.

A standout milestone was the successful launch of the Retail Essentials Programme in Cape Town, marking a pivotal expansion into supervisory-level retail training in the Western Cape. This is a major step towards building upward mobility within the industry.

Launching a new pilot with Mr Price Group's Studio 88 was another important step towards expanding our reach to more unemployed youth.

TOP 3 LESSONS LEARNED

FY2025 held valuable insights that will shape the next chapter of our evolution.

Firstly, aligning our training timelines with the real-time supply chain needs of our employer partners is essential. By refining our "In Time" model of delivery, we will be better positioned to fulfil the needs of Mr Price Group and other employer partners for our candidates.

Secondly, while we celebrate training large cohorts of youth, our employer partners are not able to fully absorb the higher number of trained candidates. This gap will widen as we begin to scale our programmes. To counter this, we must diversify our partnerships and cast a wider net for placement opportunities.

Thirdly, we've learned that merging the Retail Frontline Programme and Retail Sales Programmes into one unified stream will improve efficiencies and our impact on skills delivery.

TOP 3 LESSONS LEARNED

| | |
|-------------------------|--|
| Supply chain management | Enhancement of In Time Needs Vs Training to align candidate supply with employer demand. |
| Capacity for absorption | Scale up absorption opportunities in line with training. |
| Two-in-one efficiencies | Improve efficiencies by merging two retail programmes into one. |



YURISSA SAWERS

Skills Development Programme Manager

KEY MILESTONES

The 2025 financial year marked critical progress in several areas. The rate of JumpStart rehires increased from 51% in FY2024 to 61%. Candidates who were previously employed in short term positions were returned to the talent pool to be rehired in another role, reaffirming our candidates' long-term value in the job market.

Comparable vacancies serviced in Mr Price Group also increased, from 71% in FY2024 to 78%, enabling us to support more entry-level job placements. Notably, 418 more youth were newly hired into Mr Price Group in Q3 2025, compared to the previous year.

Data of this nature can only be extracted from Mr Price Group as a result of having unique access to their payroll.

These milestones affirm that JumpStart is not just about first jobs. Moving beyond employment, we are fostering resilience, self-belief, and lifelong learning. These are critical ingredients for long-term success in an evolving job market.

KEY MILESTONES



CHALLENGES & OPPORTUNITIES

Despite a strong year, challenges around candidate availability in outlying areas persisted. We tackled this by introducing additional training sessions aligned with peak employment periods and leveraging mall management engagement to absorb excess candidates through local tenant networks.

Another hurdle was the ongoing underrepresentation of male candidates in retail stores. Through targeted social

media campaigns and strategic partner calls, we're working to shift the gender balance and satisfy demand for male candidates.

These challenges also brought opportunity: by adapting our recruitment and training models in real-time, we've built a more flexible system – one that ensures we respond swiftly to market shifts. Every challenge has helped us refine our delivery and extend our impact.

| CANDIDATE CHALLENGES | OUR RESPONSE |
|-------------------------------|---|
| Shortage of male candidates | Call out for male candidates via partners and social media. |
| Candidates for outlying areas | Additional training aligned with peak employment periods & engaging with mall management. |

LOOKING AHEAD

As we celebrate these achievements, we reaffirm our commitment to scaling our impact, strengthening collaborations, and driving economic growth and employment in South Africa.

Looking ahead, we are focused on engaging with mall management as a first step to reach new employer partners and introduce Mr Price Foundation as a trusted talent pipeline.

We are also enhancing our Retail Frontline Programme with a skills component to include sales training. Recognising the

emerging entrepreneurial intent among youth, we are introducing entrepreneurial training to harness technical skills and provide viable alternatives during market downturns.

The Retail Essentials Programme, our store supervisory-level programme, will be expanded to create a pathway into store leadership roles for more ambitious youth. This programme is currently active in four major metros, subsequent to the Cape Town pilot in FY2025.

Beyond retail, we are exploring opportunities in new sectors such as Information Communication and Technology (ICT), tourism, and the Business Process Outsourcing (BPO) industry, unlocking even more pathways into meaningful work.

We extend our appreciation to all our partners for their commitment to empowering South Africa's youth. Together, we are shaping the workforce of tomorrow and building a more inclusive, prosperous nation.

LOOKING AHEAD

- 01

Engaging mall management to gain new employer partners.
- 02

Launching Retail Frontline Programme life skills, including sales training and foundational entrepreneurship.
- 03

Expanding Retail Essentials Programme.
- 04

Expanding into new industries, such as tourism, ICT, and BPO.

SKILLS DEVELOPMENT HIGHLIGHTS & HEROES

OPERATING AT SCALE

Our JumpStart skills development team engaged vigorously with our incredible employer partners and unemployed youth in FY2025, empowering 9,021 youth with market-aligned skills. 8,988 of these candidates were trained through the Retail Frontline Programme, our largest and most successful programme.

Since inception in 2007, the programme has developed 66,000+ unemployed youth, with 36,000+ youth (55%) gaining employment.

We couldn't achieve these highs alone – and thank all our partners for their ongoing support.



SKILLS DEVELOPMENT IMPACT 2007 TO 2025

| PROGRAMME | TRAINED | EMPLOYED | % |
|-------------------------------|---------|----------|-----|
| Manufacturing Programme | 1,065 | 826 | 78% |
| Professional Retail Programme | 106 | 88 | 83% |
| Retail Essentials Programme | 53 | 45 | 85% |
| Retail Frontline Programme | 65,361 | 35,852 | 55% |
| Total | 66,585 | 36,811 | 55% |



“ JumpStart changed my life forever. From day one, it gave me hope. I matriculated in 2009. I applied for many jobs and training during my long six years of unemployment, but nothing came through. Then in 2016 I did JumpStart. Life has improved a lot for me. It helped me get a job at Mr Price. It allowed me to make improvements in my home. I can do many things now because I have a job. ”

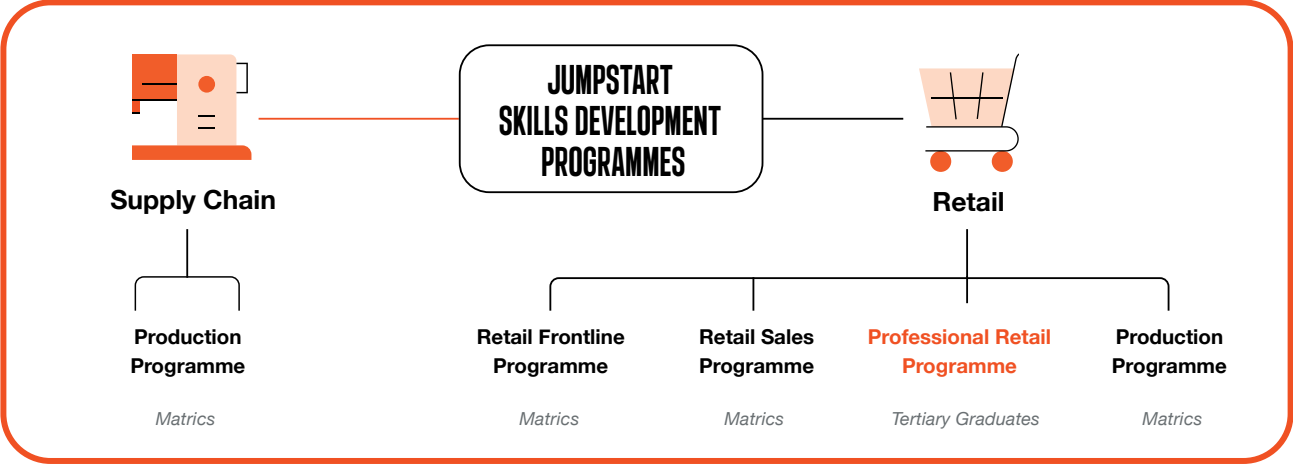
SANDILE BHENGU
Assistant Store Manager
Mr Price Home Galleria, Amanzimtoti

“ JumpStart makes hiring very easy. Our candidates have been through the programme which trains them to become the associates that we have now. Candidates understand what we need, and they understand the culture of the business. JumpStart is the only way to go. ”

STHABISO KHUMALO
Store Leader, Mr Price Galleria, Amanzimtoti
Inaugural 2007 JumpStart Programme

SKILLS DEVELOPMENT IMPACT IN FY2025





RETAIL READINESS DEBUTS IN WESTERN CAPE

FY2025 marked the debut of the Retail Essentials Programme in the Western Cape, signalling our intent to accelerate and deepen our youth empowerment efforts in the province. We invested over R437,000 in the pilot, with R233,000 paid in stipends.

Seven unemployed youth from Philippi, Delft, Maitland, Worcester and Muizenberg completed the six-month internship, blending 30% classroom learning with 70% workplace experience.

In their showcase assignment, interns addressed technological advancements, visual merchandising, and store accessibility, not only highlighting their knowledge but also demonstrating their capacity to effect meaningful change in the retail environment.

Empowered with essential supervisory skills, interns quickly secured permanent roles across Mr Price Sport, Mr Price Apparel, Mr Price Home, and Sheet Street.

Nine candidates did not complete the programme for various reasons, such as securing early permanent employment, and/or pursuing further studies. Despite the Western Cape's youth unemployment rate of over 30%, sourcing retail talent is an ongoing challenge.

We look forward to scaling up the programme to reach more unemployed youth nationwide.

R437,000+
Invested

R233,000
Stipends paid

07
Interns absorbed into full-time employment



The inaugural Retail Essentials Programme in Cape Town equipped seven unemployed youth with critically lacking retail supervisory skills. From left: Mr Price Foundation Skills Development Programme Manager Yurissa Sawers, Programme Facilitator Kate Dixon, graduates Akhanyisile Kleinboo, Hlengiwe Mthombeni, Yolanda Mophiring, Butshabakhe Qhushu and Uyathandwa Ningiza, and Mr Price Foundation Executive Director Octavius Phukubye.

“ Participating in the six-month internship has been the greatest opportunity of my life. The Retail Essentials Programme equipped us with valuable skills, knowledge and networks. We are now ready to apply them in the retail environment. **”**

HLengiwe MTHOMBENI
25, Cape Town

PARTNER TESTIMONIAL

As a price-value fashion retailer with 329 stores in the heart of our communities, Power Fashion is committed to serving the needs of the whole family. Our partnership with JumpStart has been instrumental in driving skills development and creating employment opportunities in the retail sector, particularly in areas where unemployment is a significant challenge.

We are proud to report that year-to-date, we have achieved 73% of JumpStarters employed in our stores, exceeding our target of 70%. Furthermore, 77% of employed JumpStarters have been permanently placed and the remaining 23% were employed on a fixed term basis. We look forward to hosting JumpStarters who will be part of the new Retail Essentials Programme, a six-month internship designed for supervisory roles. This programme will further enhance our commitment to developing talent and driving growth in our communities.

MPUME ZULU-LEIBBRANDT
Power Fashion People Manager

PRODUCING PROMISING PROFESSIONALS

Fifteen rising stars graduated from the intensive Professional Retail Programme in FY2025. Selected from a pool of over 700 applicants, the interns completed a comprehensive eight-month programme combining classroom instruction, self-study, group projects, and five months of hands-on work experience across various business functions.

Designed by retailers for tertiary graduates, the programme builds retail professionals who comprehend the entire retail value chain, regardless of the specific roles they intend to pursue.

The benefit of the programme runs two-fold: graduates gain professional skills and expertise while the retail industry benefits from their new insights, creativity and passion.

We invested R1.8 million in this year's programme, with R622,000 paid in stipends. Since inception in 2017, 91 interns have graduated from the Professional Retail Programme, with 85% absorption into full-time employment. In FY2025, 70% of graduates secured immediate employment with Mr Price Group trading divisions and other partners.

We extend our sincere appreciation to those who nurtured these promising professionals, including our expert faculty, mentors, business leaders and work experience hosts at Mr Price Apparel, Mr Price Sport, Mr Price Home, Powerhouse Clothing, Ninian & Lester, Zentex, Alley Cat, Amanda Laird Cherry, Oh Two Printing, Seamless Technologies, Hedcor, Equator Belts, Headwear24, and Bata.

R1.8m
Invested

14
Work experience hosts

70%
Absorption



Celebrating the top achievers of the 2024 Professional Retail Programme, (from left) Mr Price Foundation Executive Director Octavius Phukubye, Mr Price Foundation Skills Development Programme Manager Yurissa Sawers, Cutting Edge Award winner Luyanda Nkosi, Hanging in There Award winner Lindelani Masondo, Best Fit Award winner Mbalenhle Ngubane, and Mr Price Foundation Head of Programmes & Innovation Karen Wells.

“ The Professional Retail Programme was a rollercoaster ride! It was really hard and challenging and I am happy and grateful for the experience. I would like to keep developing and improving my skills and see a very bright future in retail. **”**

LUYANDA NKOSI
24, Mtubatuba, Bachelor of Sports Science



15 Talented interns graduated from the Professional Retail Programme in Durban. Back row, from left: Mbalenhle Ngubane, Mendi Sibiya, Sisanda Mtshubungu, Lebohlang Mokoena, Okuhle Mzimba, Xolisile Mbele, Teshan Govender, Ruveshan Naidoo, Mvelo Shabalala, Olwethu Mbuyisa, and Lindelwa Mkhize. Front row, from left: Luyanda Nkosi, Vhugala Mawela, Asanda Ngubeni and Lindelani Masondo.

FASHION COMES FIRST FOR BEST FIT WINNER

At just 22, Mbalenhle Ngubane is already stitching together a promising future in the retail industry, buoyed by her performance in the 2024 Professional Retail Programme. A proud daughter of Greytown with a diploma in Clothing Management, she aspires to become a seasoned fashion buyer and to drive growth in the retail sector.

“My goal is to elevate the shopping experience for customers by offering curated selections that inspire and delight. I want to make a real impact – not just in my own career, but in the lives of customers and communities.”

For her Business Improvement Project, Mbalenhle tackled Streamlining Supplier Onboarding, offering a solution to a real-world retail challenge and demonstrating her ability to recognise and drive operational efficiencies. Mbalenhle’s enthusiasm, energy and confidence saw her rise to the top of the class as the Best Fit award winner.

Driven by a strong work ethic and a love for learning, Mbalenhle credits her parents as her biggest role models. “Their strength and support have shaped who I am. They’ve shown me what it means to persevere and lead with kindness.”

We are delighted to play a role in developing the next generation of retail leaders, and in creating a more resilient, inclusive retail industry.



Mbalenhle Ngubane.



Our Production Programme graduates from Durban are ready to sew a brighter future. Pictured with Mr Price Foundation Executive Director Octavius Phukubye are (back row, from left): Anele Dlamini, Fezokuhle Ntshangase, Anele Cele, Thabisile Mzimela, Sinothile Mahlathini, and (front row, from left) Sifiso Cebekhulu, Axolile Mbambani, Sithabile Shezi, and Andisa Nzama.

MACHINISTS OF THE FUTURE

Eleven unemployed youth graduated as multi-skilled sewing machinists from the five-month Production Programme in Durban. Having mastered core clothing production and manufacturing skills, the doors are now open for graduates to work on clothing and textile production lines or open their own small businesses.

Co-funded by the Industrial Development Corporation under the R-CTFL Master Plan 2030 and implemented on behalf of the Supplier Development Cluster, the Production Programme includes four months of theory, ethics training, and practical skills training on sewing machines donated by Berzacks. After producing 200 t-shirts, the cohort completed one month of workplace experience on the production lines of clothing and textile manufacturers in the Durban area.

We thank our partners for investing their time and resources in this important programme. We all stand to benefit when South Africa’s youth are engaged in building a more resilient manufacturing and retail sector.

R488,000

Invested

R195,000

Stipends paid



The Production Programme opens the doors of opportunity for graduates like Fezokuhle Ntshangase.

EMPOWERING WOMEN IN FASHION

Thirty-nine young women were empowered with hands-on clothing design and business skills through a 12-week Creative Entrepreneurship Programme, delivered in partnership with the African Academy of Fashion in Cape Town.

Of these fashionistas, seven (18%) started or scaled their own creative businesses and 24 (62%) secured formal jobs.

They join the 5,700 women developed by our Skills Development Programme in FY2025, with a 90% employment rate.

With 34.5% of South African women (ages 15 to 24) not in employment, education or training, skills development and entrepreneurship are key to unlocking economic opportunity.

We thank the African Academy of Fashion for the successful execution of this inspirational programme for women.

39

Fashionistas empowered

62%

Secured formal jobs

18%

Started or scaled their own creative businesses



African Academy of Fashion graduates proudly showcased their creative designs at their graduation in Cape Town.



“ I am the only member of my family who earns an income. The Creative Entrepreneurship Programme has equipped me to be business-minded and compliant with government and to push my business to access opportunities and grow. I also learnt the importance of networking and collaboration. ”

PEGGY JACOBS

29, Observatory
Clothing Boutique Owner

STIPENDS MAKE ALL THE DIFFERENCE

To reduce financial barriers to employment, we paid over R1 million in stipends directly to interns in FY2025. Intended to cover the cost of transport to training and job sites, the stipends covered participants in the longer programmes: the eight-month Professional Retail Programme, the six-month Retail Essentials Programme, and the five-month Production Programme. In relieving the burden of financial stress, we help students to focus on their studies, potentially improving their academic performance and graduation rates.



FY2025 STIPENDS PAID

| | |
|-------------------------------|-----------|
| Professional Retail Programme | R622,000 |
| Retail Essentials Programme | R233,000+ |
| Production Programme | R195,000 |

“ WE ARE SINCERELY GRATEFUL TO THE SKILLS DEVELOPMENT TEAM AT MR PRICE FOUNDATION FOR THE MEANINGFUL IMPACT THEY CONTINUE TO MAKE IN THE FIGHT AGAINST YOUTH UNEMPLOYMENT. THEIR COMMITMENT TO TRAINING, UPSKILLING, AND EMPOWERING INDIVIDUALS NOT ONLY TRANSFORMS LIVES BUT ALSO CONTRIBUTES POSITIVELY TO OUR COMMUNITIES AND TO BUILDING A STRONGER, MORE EMPLOYABLE WORKFORCE. WE VALUE THE STRONG PARTNERSHIP WE SHARE. ”

RIAAN SAAYMAN

Studio 88 Human Resources Manager

02



ENTREPRENEURSHIP DEVELOPMENT

BUILDING PATHWAYS TO SMALL BUSINESS SUCCESS

At 45.5%, South Africa has one of the highest rates of youth unemployment in the world.¹

Unfortunately, corporates cannot bear the weight of the 4.8 million unemployed youth alone.

The country is dependent on small, medium and micro enterprises (SMMEs) to create jobs and drive economic development. Yet South Africa has a long way to go to realise its entrepreneurial potential, with only 10% of adults exhibiting entrepreneurial intent.²

The township and rural economy presents a largely untapped gateway to creating employment. Townships are home to nearly 12 million people, with an estimated 40% of residents working in informal trade.

While there is significant potential for small businesses to thrive in rural and township economies, holistic support is

essential. These businesses need access to development tools such as training, networks, markets and funding to grow sustainable enterprises.

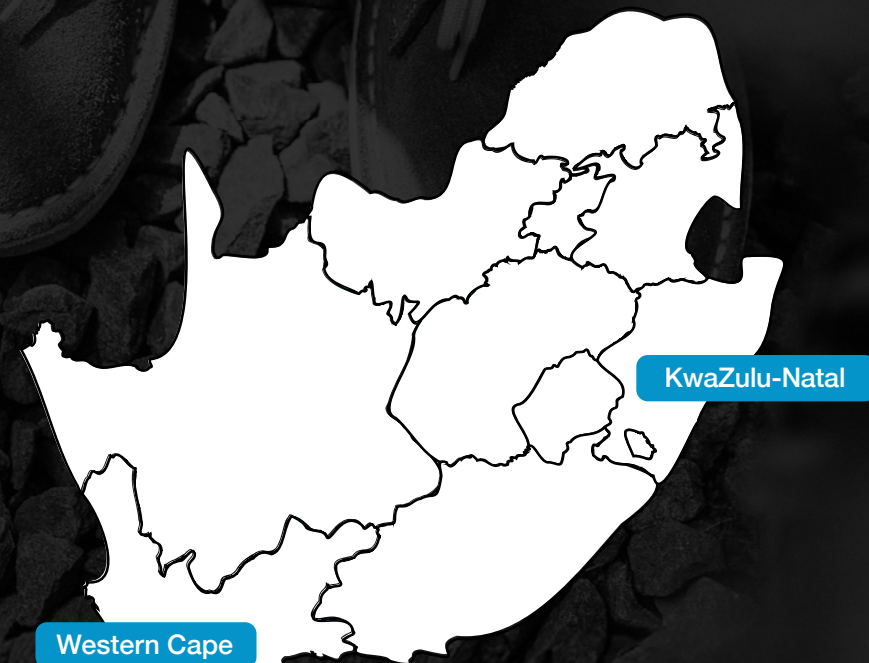
Entrepreneurship Development is one of the strategic pillars at Mr Price Foundation. Our UpLift Entrepreneurship Development Programme empowers entrepreneurs to grow their businesses and become the producers of employment that South Africa desperately needs.

By developing business capacity and providing resources, we are unlocking the growth potential of youth-led small businesses.

¹ Stats SA Quarterly Labour Force Survey Q3 2024.

² Global Entrepreneurship Monitor South Africa Report 2022/23.

OUR FOOTPRINT



REFLECTIONS FROM DUDUZILE

FY2025 was a year of reassessment and meaningful change for UpLift. It was not only a year of delivering on key themes, but also of extensive engagement with our partners and laying the groundwork for a bold new strategic direction.

This period was essential to align our strategy with the broader vision of the Foundation. A dedicated team was appointed to implement and support the updated approach, and processes were documented to ensure seamless, effective and scalable implementation.

The new strategy – launched on 1 April 2025 – focuses on empowering more youth-owned/led small businesses across the country by scaling our footprint and making more significant investments into our business development initiatives.

It is our firm belief that by empowering youth entrepreneurs to overcome obstacles such as lack of funding, limited business support, and a weak entrepreneurial culture, we can build businesses that are sustainable, scalable and contribute to the economic upliftment of their communities.

In parallel to our strategic activities, in FY2025 we continued piloting projects in the agriculture, waste, and the local township economies in KwaMashu and Hammarsdale.

These pilots allowed us to test, learn, and adapt in real time, helping to shape the department's future direction.

HIGHLIGHTS OF THE YEAR

We celebrated several highlights in the year, including the graduation of interns in the agriculture and wastepreneur programmes. During their internships, participants gained valuable exposure on public-facing platforms, including Mr Price Group market days and the ECR House & Garden Show.

The Durban-based interns proudly promoted their wares, from 100% recycled plant stakes and coasters to fresh vegetables and seedling mixes, helping them build confidence and build stronger connections to customers.

Exciting progress was also made in the Grassroots township business development pilot programme, which featured a business pitch competition in KwaMashu where young entrepreneurs pitched their business ideas to a panel of judges for seed funding.

We are incredibly proud to support these entrepreneurs as they begin their journeys of growing and scaling their businesses. The businesses were supported through access to funding and business development services such as training and mentorship.

The period under review came with some trade-offs. As expected during a period of transition, a number of our indicators did not meet their initial targets.

We had aimed to support 100 small businesses and empower them to increase their average revenue by 7%. In practice, 17 aspiring entrepreneurs and 22 small businesses benefited from our Entrepreneurship

Development initiatives. However, participants achieved a pleasing average revenue increase of 7.3%, generating R3.7m in revenue.

This result, though modest, validates our strategic pivot towards a more focused and scalable model.

Entrepreneurship Development Programme - Reflections from Duduzile |



DUDUZILE MATHABELA

Entrepreneurship Development Manager



UpLift entrepreneurs Fezeka Mthembu, Sinegugu Dladla and Nelisiwe Mbothe refine the art of the sell at the ECR House & Garden Show in Durban.

LESSONS LEARNED

Over the past year, we learned some important lessons. First, it is essential to have clarity of purpose and well-defined desired outcomes from the outset. This ensures that the solutions we implement are aligned to the challenges we aim to solve.

Second, hyper-localised interventions stifle our reach. While deeply impactful in individual communities, they restrict our ability to reach more people. Transitioning to national-level projects will enhance our scale and impact.

Third, we recognised the importance of focusing our support on scale-ready businesses. Enterprises with strong growth potential are best positioned to generate jobs and stimulate broader economic benefits.

TOP 3 LESSONS LEARNED

01 Clarity of purpose is critical to ensure problem-solution fit.

02 Hyper-localised projects limit our scale and reach.

03 Scalable businesses offer broader economic benefits.



During her HandPicked internship, Thabile Mthembu (right) received hands-on training in modern food production and sustainable farming, and put her entrepreneurial skills to the test at market days at Mr Price Group Support Centre in Durban.

LOOKING AHEAD

As we look to FY2026, the Foundation is preparing to launch an ambitious target: to create 500,000 economic opportunities for young people (ages 15-34) by 2035. Achieving this will require intentional efforts and investment in high-impact projects with mass reach.

We are confident that Entrepreneurship Development will contribute meaningfully to the empowerment of young South Africans in business.

In FY2025, our Entrepreneurship Development initiatives were concentrated in KwaZulu-Natal and the Western Cape.

Under the new strategy, we will expand to all nine provinces to create a national footprint.

Every impact investment – no matter where in South Africa – advances our goal of reducing youth unemployment and strengthening the entrepreneurial ecosystem.

An additional step taken to ensure greater alignment with Entrepreneurship Development’s purpose is the reclassification of our HandPicked agriculture programme into Skills Development. This decision was made to ensure that programmes are aligned with the scope and objectives of the various departments. In this case, graduates of the programme transitioned into employment rather than business ownership.

Although intakes for the wastepreneur programme were paused in late FY2025, future investments in the green economy will remain a priority.

For the next phase of growth, we will focus on closing current gaps through post-investment mentorship, with the aim of creating more jobs and growing revenue.

LOOKING AHEAD

Strategic transition to align with the Foundation’s youth empowerment strategy.

Expansion to build a national footprint.

Reclassification of agriculture programmes under Skills Development.

PARTNERS

I would like to sincerely thank our partners, donors, and service providers for their commitment, especially during this time of transition.

It is through collaboration and shared purpose that we can steer youth-owned businesses to become sustainable and scalable. With the right support and power partners in place, we believe youth-led businesses can build Hope4Youth in their communities.

OUR STRATEGIC PARTNERS

mr price group limited

REDEFINE PROPERTIES

CHEP
A Brambles Company

Veldskoen™
THE SOLE OF SOUTH AFRICA

VUKILE
PROPERTY FUND
REAL ESTATE. REAL GROWTH.

ENTREPRENEURSHIP HIGHLIGHTS & HEROES

OUR GRASSROOTS HERO BAKES A BETTER FUTURE

26-Year-Old Nosipho Mpungose is one of 10 micro-entrepreneurs to take part in our Grassroots pilot programme in KwaMashu. Her business, Nosi’s Bakery, is rising beautifully, thanks to her unwavering work ethic and our ecosystem of support.

Nosipho has not had an easy path to business ownership. When her mother passed away, Nosi became the breadwinner of her family, taking on the responsibility of raising her siblings. Using her savings of just R200, Nosi bought 10kg of flour and began baking to support her siblings.

From these humble beginnings, Nosi’s Bakery was born.

She now employs three people who sell her baked goods at various sites around KwaMashu, including community hotspots, a local shopping centre, and nearby factories.

Her kitchen – the heart of her operations – is equipped with a four-plate electric stove (or a three-plate gas stove during loadshedding), and she is using a R10,000 prize from the Grassroots business pitch event to update her bakery tools.

Nosi begins baking in the early hours of the morning, producing cakes, scones, and pies to meet community demand. Alongside the bakery, she also runs a small poultry project.

The Grassroots programme supports Nosi with training, coaching, and funding, empowering her to refine her business and increase her revenue to over R15,000 per month. Nosi recently renovated the family home and is now able to support a child through school.

For the next phase of growth, we will focus on closing current gaps and leveraging opportunities to unlock new markets, create new jobs and grow her revenue.

Nosi’s story is a powerful example of what is possible when small businesses are supported with the right tools at the right time. Through hands-on interventions, we can strengthen township economies from the ground up and give young entrepreneurs the confidence to lead.



Nosipho Mpungose, owner of Nosi’s Bakery.

ENTREPRENEURSHIP DEVELOPMENT IMPACT IN FY2025

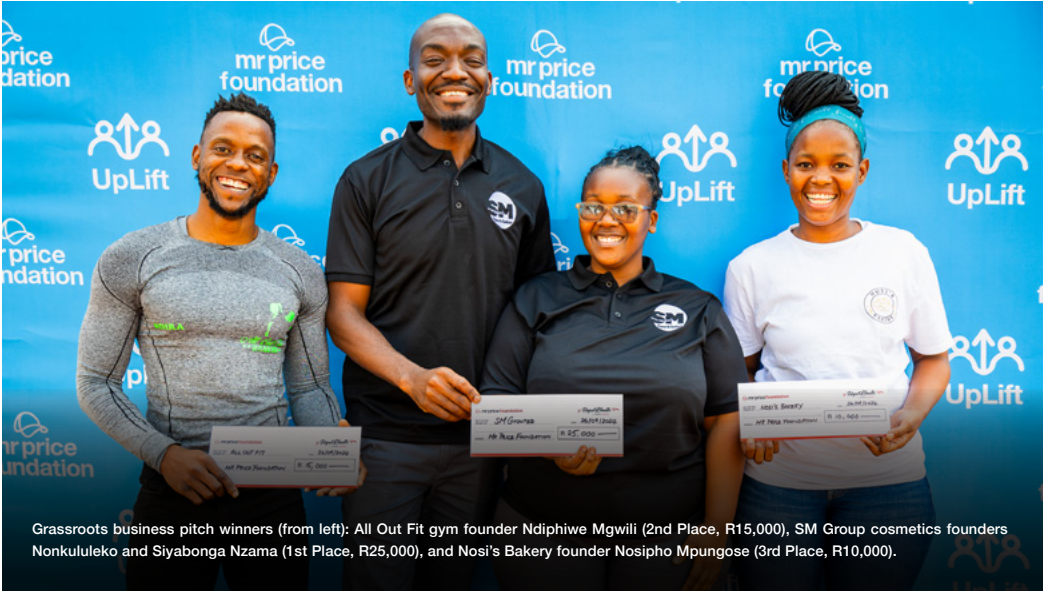
R6.4m
Invested

39
Youth entrepreneurs empowered

10
New small businesses established

R3.7m
Revenue generated by entrepreneurs

41
Jobs created by entrepreneurs



FROM SMALL TO STRONG: BUILDING SUSTAINABLE GRASSROOTS BUSINESSES

Businesses in South Africa's township economy operate within a market estimated to be worth around R100 billion annually.

Yet many entrepreneurial opportunities remain locked due to barriers such as limited formal support, restricted access to funding and unreliable markets.

Too often, township-based businesses are left to navigate their growth journeys alone, leaving them vulnerable to failure.

These small businesses play a vital role in their communities, driving positive change in the economy and the livelihoods of members in the community.

The Grassroots township pilot programme was launched in Hammarsdale and KwaMashu to create an enabling environment, offering small businesses a structured pathway from survivalist enterprises to sustainable businesses.

In FY2025, Grassroots supported 22 aspiring entrepreneurs and 17 small businesses as they generated R3 million in revenue and opened 10 new small businesses.

The model provided a holistic mix of targeted development and access to market opportunities. Regular site visits and practical support during peak trading periods helped entrepreneurs better understand customer behaviour, identify new opportunities and apply their skills in real time.



In the period, our township entrepreneurs benefited from:



A highlight of FY2025 was a business pitch event held in KwaMashu where entrepreneurs were invited to present their businesses to a panel of judges, competing for seed funding to take their ventures to the next level.

Three winners were selected based on the viability, scalability, and passion behind their businesses. R50,000 in prize funding was awarded to purchase tools and equipment to boost operations, donated equally by Mr Price Foundation and our generous impact partner Niya Consulting.

Cosmetics producer SM Group placed first, winning a R25,000 investment, a 12-month digital marketing mentorship from Mr Price Group, as well as post-investment support to guide their next growth steps.

Each venture reflects the power of SMMEs to build vibrant township economies. Even when growth starts with a single self-employed person, the ripple effects of job creation, access to goods and services, and community pride are deeply impactful and compounded.

FROM IDEAS TO ACTION: THE UPLIFT APPROACH

UpLift is built on the principle that entrepreneurs thrive with holistic and responsive support. We meet entrepreneurs where they are, guiding them to polish their pitches and business plans, refine financial projections, and align with funder and investor expectations.

We achieve this holistic support through the following core components:

- Entrepreneurial and mindset development
- Foundational and advanced business training
- Hands-on technical support and consulting
- Coaching and mentorship
- Tailored business incubation
- Access to targeted funding
- Improved market access

Participants are exposed to opportunity evaluation, financial literacy, customer insights and business modelling. As they develop their minimum viable products, we support them through testing, refining, and building confidence in their offerings.

Importantly, UpLift does not follow a one-size-fits-all model. Each entrepreneur receives support tailored to their growth needs and stage in the business lifecycle:

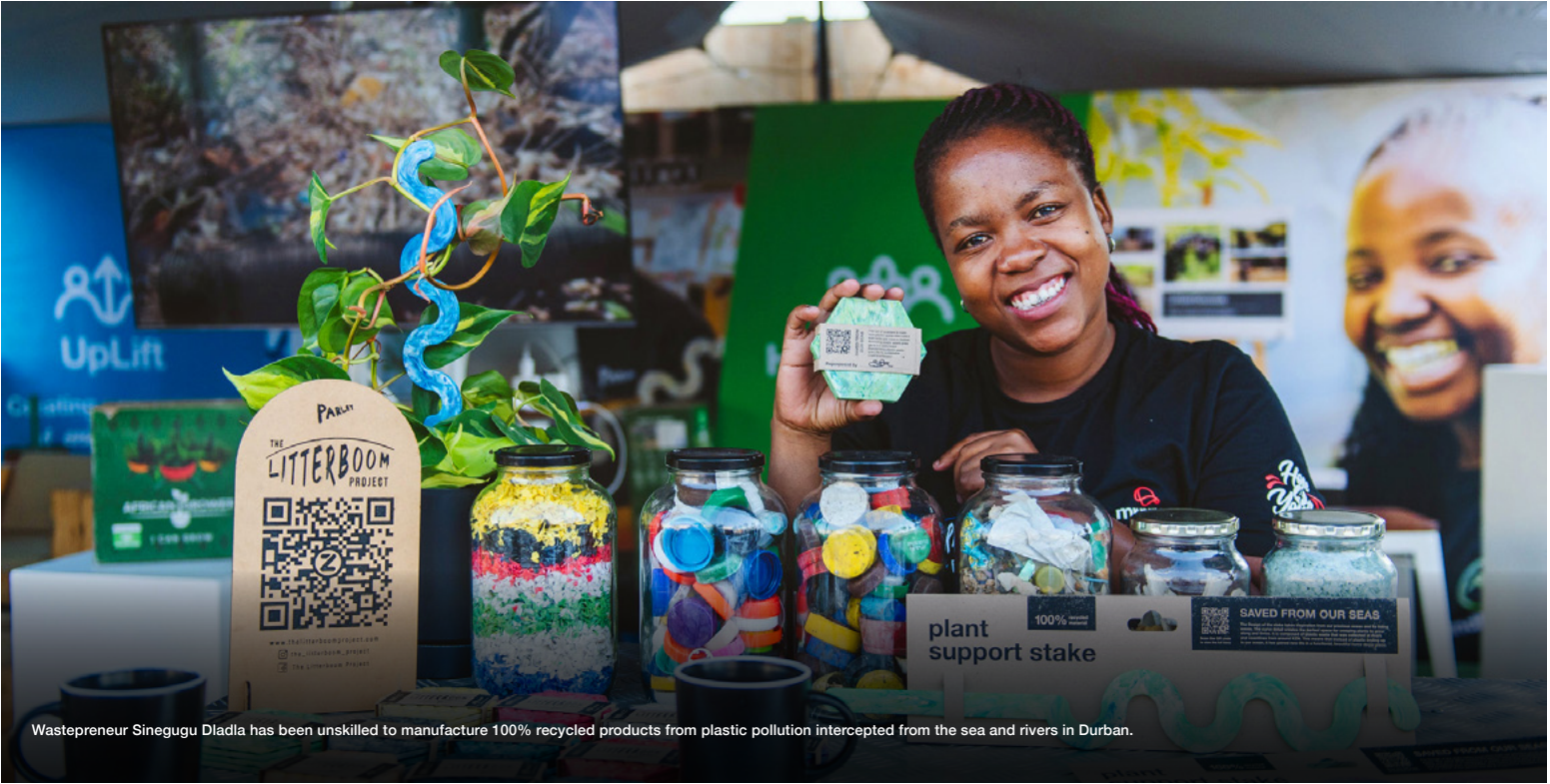
- **Idea Stage:** Foundational training on business planning, market research, and financial literacy.
- **Growth Stage:** Focused mentorship as entrepreneurs seek guidance on scaling, leadership, and operational efficiency.
- **Mature Stage:** Specialised training in areas like innovation, corporate governance, and international expansion.

The survival rate of small businesses in South Africa is low, with 70% to 80% of small businesses failing within five years, and only about 1% of micro-enterprises growing to employ 10 people or more.¹

This highlights the need for a new approach that supports entrepreneurial innovation through an integrated ecosystem, connecting them to funding and markets, and equipping them to seize these opportunities.

Whether entrepreneurs progress to run sustainable businesses or enter formal employment with greater experience and confidence, we are building a generation of changemakers, one at a time!

¹ University of Western Cape, Christian Friedrich.



Wastepreneur Sinegugu Dladla has been unskilled to manufacture 100% recycled products from plastic pollution intercepted from the sea and rivers in Durban.

TURNING WASTE INTO WORTH

Plastic pollution is strangling our rivers and oceans – but for the 10 wastepreneurs who graduated in FY2025, it offers opportunity. The wastepreneur programme upskills youth to turn plastic waste into usable products and develop their business potential in the green economy.

Based at the Innovation Hub in Cornubia, co-founded by Mr Price Foundation in partnership with The Litterboom Project and CHEP, the programme combines theoretical knowledge with practical production and business skills. Interns take a deep dive into the environmental crisis and the world of plastic, learning how to recycle plastic into products like rulers and coasters using an injection moulding machine. Alongside technical skills, they build digital fluency, and business and marketing acumen.

Outside of the classroom, interns participate in beach cleanups and work at The Litterboom Project's buyback centre, gaining exposure to real-world waste management systems.

Although intakes for the wastepreneur programme were paused in late FY2025, future investments in the green economy will remain a priority.

We are committed to empowering young businesses in the circular economy of plastic waste recycling to thrive through our tailored support.



From plastic waste to purpose! Our wastepreneurs repurpose plastic pollution collected during beach cleanups into 100% recycled products. These items embody sustainability, cleaner waterways, and thriving small businesses.



Mr Price Group Support Centre is home to one of two agrihubs in Durban. The third is located on the rooftop of Kenilworth Centre in Cape Town.

HANDPICKED FEEDS YOUTH POTENTIAL

Twelve young agricultural interns graduated from our agriculture programme in FY2025, gaining practical skills to turn food production into livelihoods while strengthening food security. The interns trained at three agrihubs: in Hammarsdale and Mr Price Group Support Centre in Durban, and at Kenilworth Centre in Cape Town.

Interns received hands-on training in modern food production techniques, sustainable farming methods, and entrepreneurship.

The curriculum also includes business management and life skills, giving interns a well-rounded foundation to pursue careers in agriculture, whether by launching food gardens, offering advisory services, or entering the wider agribusiness sector. Three Durban graduates have already embarked on careers in advisory services, using their skills to mentor incoming interns.

The link between youth unemployment and hunger is both urgent and direct. We commend our graduates for prioritising new skills as a means to shape their own futures and sustain their communities.

1,075kg
Fresh produce harvested

12
Agricultural interns developed

R662,286
Collective revenue generated

LUNGELO'S GROWTH JOURNEY

At just 25, Lungelo Mthembu is already cultivating more than crops – he's nurturing potential.

A BSc Agriculture graduate from Pietermaritzburg, Lungelo joined our HandPicked agriculture programme in Durban to bridge the gap between tertiary education and real-world farming.

"My journey with HandPicked has been very interesting. It is playing a vital role in helping me gain more agricultural

skills and experience. It is helping me to understand modern agriculture, not just in the field, but also from a business perspective."

In his first year, Lungelo focused on the practical foundations: pest control and farm management. In his second year, he stepped into a mentorship role, guiding new interns while building his business skills.

Looking ahead, Lungelo plans to move into vegetable production, and is especially drawn to processing, where fresh produce is transformed into value-added goods.

Lungelo graduates in 2025 and we are proud to have supported his transformation into a well-grounded young farmer ready to lead.



Agricultural interns Mandisa Mathenjwa, Nonstikelelo Ntuli and Lungelo Mthembu celebrate their graduation with programme facilitator Thandeka Zulu.

03



EDUCATION
DEVELOPMENT

UNLOCKING HOPE FOR YOUTH

Quality education is the foundation of a thriving economy.

For nearly two decades, our EduRise programme has worked to transform education through holistic education development.

We prioritise Foundation Phase education because the earliest years of learning shape a child's entire academic journey.

In South Africa, 81% of Grade 4 learners cannot read for meaning in any language¹. This represents a significant regression - wiping out a decade of hard-won progress and taking learning levels back to 2011².

And yet, we offer Hope4Youth, by implementing evidence-based interventions in quintile 1-3 schools, focusing on literacy and numeracy at the Foundation Phase.

To make up learning losses, we take an ecosystem approach across the education value chain: strengthening school leadership, building educator capacity, engaging learners,

and partnering with government, community, strategic partners and business.

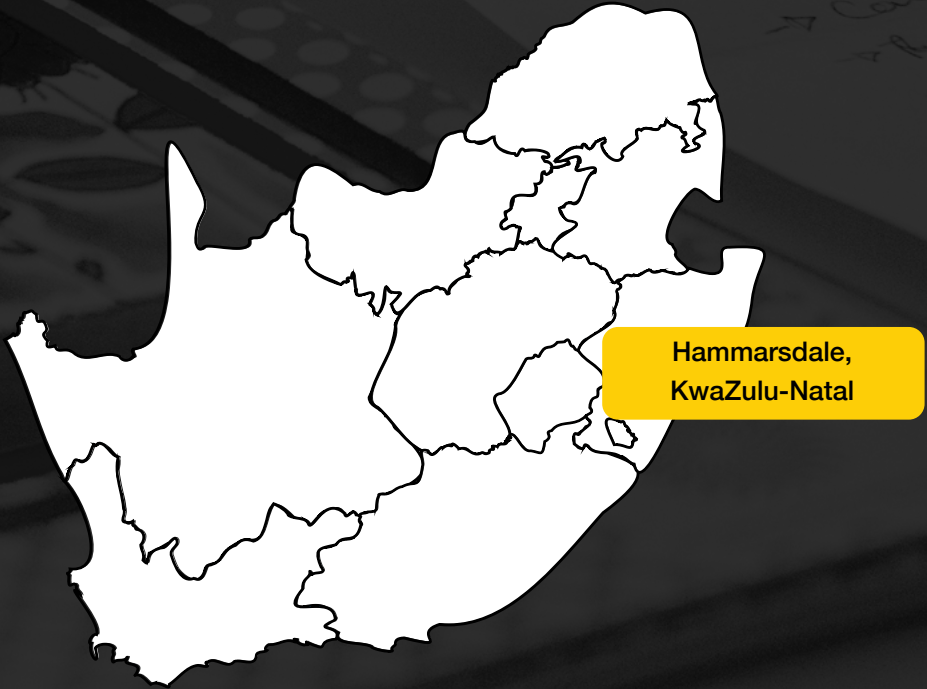
We are also committed to advocating for policy reforms that prioritise ECD as well as literacy and numeracy at the Foundation Phase. Incorporating results from the Roots and Shoots Study, we will continue to roll out interventions targeting ECD and Foundation Phase in the underserved Hammarsdale community.

By building the skills and confidence children need to thrive at school and in the workforce, we are unlocking South Africa's youth dividend in the economy.

Every child who masters the skills of reading, counting and critical thinking is one step closer to breaking the cycle of poverty and unemployment.

¹ 2021 Progress in International Reading Literacy Study (PIRLS).
² Nic Spaull, Secretariat of the 2030 Reading Panel.

OUR FOOTPRINT



Hammarsdale,
KwaZulu-Natal

REFLECTIONS FROM PAIN

The 2025 financial year marked the beginning of a more data-informed, focused, and collaborative journey as we work to strengthen foundational learning and improve school functionality across the schools we support.

Our interventions commenced in January 2024 with a comprehensive baseline assessment conducted across multiple domains. These included School Leadership and Management using the School Self-Evaluation (SSE) framework; literacy through the Department of Basic Education's Early Grade Reading Assessment (EGRA); numeracy via mathematics baseline testing; and additional assessments in creative arts and physical education, with particular attention to the integration of numeracy in the creative arts curriculum.

The Roots and Shoots Study, longitudinal research initiated in 2022, entered its third year with the assessment of Grade 2 learners (who were in Grade R in 2022).

Unsurprisingly, our findings mirrored national trends. The third wave of assessment revealed significant challenges in literacy and numeracy, with many learners performing below the minimum expected benchmarks.

In some instances, our interventions in Hammarsdale revealed huge gaps in educators' ability to administer and utilise baseline assessments. These gaps underscored the urgent need for targeted educator development.

Our baseline SSE assessments highlighted another critical area: school leadership and basic functionality. Several schools were flagged as requiring urgent support.

COMMON CHALLENGES

Beginning with a comprehensive baseline assessment, common challenges were identified in leadership and management, Foundation Phase literacy and numeracy, and educator development.

Challenges included poor record-keeping on attendance, truancy and punctuality; limited professional development opportunities; overcrowded classrooms; and understaffing.

Many schools had gaps in basic functionality, School-Based Support Teams (SBSTs), Quality of Teaching, and Learning and Teacher Development (QTLTD). Relief timetables were often not in place, leading to significant losses in instructional time when educators were absent.

In the classroom, literacy levels were below national minimum benchmarks, with educators needing support in conducting EGRA assessments and using graded readers effectively. Minimal support structures were in place for learners facing barriers to learning.



PAIN MASHINGAIDZE

Education Development Programme Manager

INTERVENTION FOCUS AREAS

In response, we focused our leadership and management interventions on two key SSE domains: Basic Functionality and QTLTD.

We prioritised capacitating all Foundation Phase educators in our partner schools. Through targeted interventions, educators were trained on EGRA assessments and the effective use of graded readers to enhance literacy. These practical tools have already begun to shift classroom practice, helping learners develop stronger reading skills and a more confident engagement with texts.

Leadership and management teams were also capacitated to improve record-keeping, learner support, and instructional time management.

By the end of the 2024 academic year, we were pleased to note that based on the SSE, all schools had improved on their ratings, and educators' capacity to support learners at appropriate levels utilising EGRA assessments results and graded readers had significantly improved.

Further interventions through our Learning through Play (LTP) and eLearning initiatives improved educators' content knowledge and pedagogy skills. eLearning results showed that the number of educators that had improved their content knowledge by 5% or more had increased from a baseline of 15% to 60%.

While challenges such as overcrowding, understaffing and infrastructure constraints persist, these issues fall outside the immediate scope of our programme, and the schools made measurable progress in functionality, teaching quality and learner outcomes.

CREATIVE ARTS & PHYSICAL EDUCATION

The creative arts and physical education components saw encouraging developments. Our baseline assessment in creative arts examined educators' ability to teach and assess across the four art forms, with an added focus on how numeracy can be creatively integrated.

Over the year, we observed marked improvements in the delivery of creative arts, with more confident integration of mathematical concepts through the arts.

In physical education, the emphasis was on inclusive participation – particularly among girls – as well as on supporting learners' physical, social and emotional wellbeing.

We were especially encouraged to see improvements in both programmes, with a notable increase in the use of positive play principles and girls' participation in physical education lessons. These interventions contributed to a more holistic approach to learner wellbeing and engagement.

KEY TARGETS

Key targets for FY2025 were a 5% improvement from baseline scores for literacy and numeracy, and a 10% improvement in the ratings across the schools' functionality areas.

We achieved a 19.5% improvement in literacy and numeracy, while a 9.5% improvement in school functionality narrowly missed the mark.

| KEY TARGETS | TARGET | ACTUAL |
|---------------------------------|--------|--------|
| Literacy & numeracy improvement | 5% | 19.5% |
| School functionality | 10% | 9.5% |

STRATEGIC REALIGNMENT

Strategically, FY2025 marked an important period of reflection and realignment. As the Foundation reviewed its broader direction, our education development goals were reassessed to ensure alignment with long-term impact aspirations.

This process confirmed that our current multi-faceted focus on improving literacy and numeracy in the Foundation Phase and school functionality is both necessary and effective. These interventions have led to significant school improvements, laying a foundation for sustainable educational transformation in the coming years.

The strategic review also opened the door for innovation and growth.

LOOKING AHEAD

Looking ahead, we will deepen current efforts to enhance educator development and to forge stronger school collaborations and Communities of Practice.

We will continue to seek collaboration with like-minded organisations and strengthen existing partnerships to ensure we implement well-coordinated interventions that amplify impact and avoid duplication.

We will expand our education programme to include interventions in ECD and entrepreneurship education.

Strengthening early learning is a natural extension of our

current efforts to ensure learners establish strong literacy and numeracy foundations in the Foundation Phase.

As learners progress through formal schooling, entrepreneurship education aims to equip them with essential skills to navigate an evolving job market, fostering a generation of self-reliant, solution-driven youth.

These initiatives will work in synergy with other Foundation programmes that are strategically positioned at pivotal stages of a young person's educational journey: from their first steps in formal schooling to Grade 12 and beyond.

Strengthening early learning ensures learners leave the Foundation Phase with better preparedness, while entrepreneurship programmes will support economic resilience and business acumen in our communities.

While there remains much to do, we are encouraged by the solid foundations now in place and the lessons learned in FY2025.

LOOKING AHEAD

Deepen efforts to enhance educator development and Communities of Practice.

Grow and strengthen partnerships to deliver well-coordinated interventions that amplify impact and avoid duplication.

Research and pilot entrepreneurship education and ECD components.

The results of this year's interventions reaffirm the power of collaborative, data-driven decision making. Our progress reflects the commitment of school leadership teams, the hard work of educators, and the resilience of learners navigating complex environments.

Sustaining the gains we achieved in literacy and numeracy in 2024 will depend on continued professional support and a shared commitment to learner success across the education ecosystem.

We extend our appreciation to all our school partners, provincial stakeholders, and implementation teams for their dedication to quality teaching and learning. Together, we will continue to drive long-term systemic change by fostering strong school leadership, empowering educators, and ensuring that every child is afforded the opportunity to succeed.



Xolani Banda highlights Baseline Assessment findings at a Quarterly Project Steering Committee meeting in Hammarsdale.

TOP 5 LESSONS LEARNED

Key lessons learned in FY2025 will shape and strengthen our approach. These insights emphasise the importance of collaboration, adaptability, and a learner-centred mindset to ensure meaningful and sustainable change.

01 SHARED VISION AND ALIGNMENT TO OUTCOMES

For our interventions to be truly effective, it is crucial that stakeholders share a common vision and that activities align with agreed-upon outcomes from the outset. This fosters greater ownership and accountability, and interventions are more targeted, impactful, and sustainable.

02 COMMUNICATION AND INCLUSIVE PROBLEM-SOLVING

Ongoing engagement and clear communication with all stakeholders – from schools and educators to officials and partners – has proven vital to smooth implementation. Involving educators and principals in identifying and addressing challenges within their schools strengthens buy-in and builds leadership capacity of those at the heart of the education system.

03 DATA-DRIVEN IMPLEMENTATION

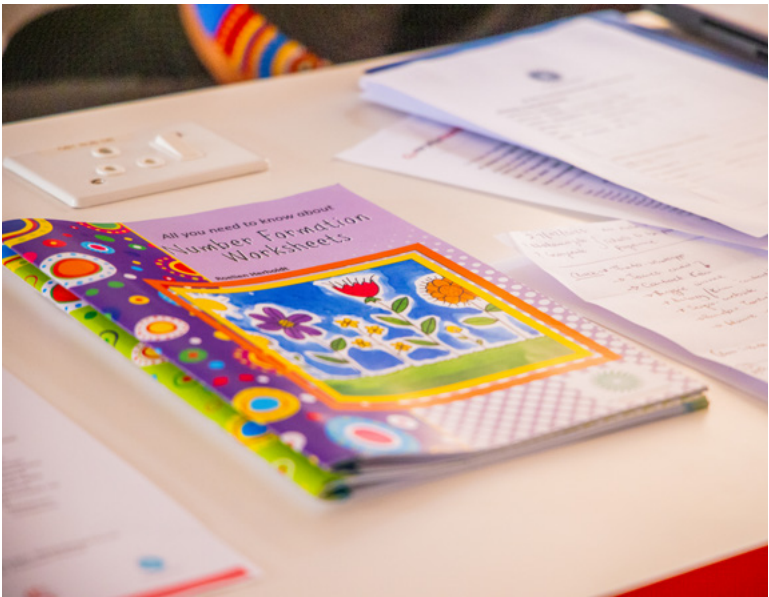
Access to accurate, timely data is essential for guiding interventions and making informed adjustments. Responsive implementation helps keep programmes on track and ensures support effectively meets needs.

04 STRATEGIC PARTNERSHIPS

Collaboration is key to avoiding duplication, breaking down silos, and leveraging collective expertise. By sharing knowledge and learning with others working in the education space, we can improve coordination, spark innovation, and deepen impact.

05 LEARNERS COME FIRST

The learner must be at the heart of every decision. When we prioritise their interests, our interventions become more relevant, meaningful, and transformative.



KEY MILESTONES

| | |
|----------------------|---|
| School Functionality | No school remained in the red zone, though challenges persisted. |
| Baseline Assessments | Conducted in all areas of intervention, including learner literacy and numeracy. |
| EGRA Training | All Foundation Phase educators in supported schools trained on EGRA assessments and utilising graded readers effectively. |
| Graded Readers | Over 20,000 graded readers supplied to all schools on the programme (about 1,000 per school). |
| eLearning | Number of educators who improved their content knowledge by 5% or more increased from 15% to 60%. |



Ubhedu Primary School brought stories to life on World Read Aloud Day, sparking a love of literacy among learners.



“ THE RESULTS OF THIS YEAR’S INTERVENTIONS REAFFIRM THE POWER OF COLLABORATIVE, DATA-DRIVEN DECISION MAKING. OUR PROGRESS REFLECTS THE COMMITMENT OF SCHOOL LEADERSHIP TEAMS, THE HARD WORK OF EDUCATORS, AND THE RESILIENCE OF LEARNERS NAVIGATING COMPLEX ENVIRONMENTS. ”

PAIN MASHINGAIDZE
Education Development Programme Manager

HONOURING OUR POWER PARTNERS

The challenge of improving education and empowering youth is too great for any one organisation to tackle alone. It is only through the commitment and collaboration of our partners that we can extend our reach and deepen our impact in the lives of learners. Each of our partners has enriched our work and ensured that our interventions remain impactful and sustainable. We look forward to deepening these collaborations and forging new ones, as we empower South Africa's next generation.

SCHOOLS AND EDUCATORS:

Their dedication, professionalism, and proactive approach to championing our shared vision is the driving force behind our success within classrooms and communities.

SERVICE PROVIDERS:

Implementation partners Jet Education Services, Sportsec and Creative Madness have been pivotal in ensuring a holistic approach to education and infusing joy and learning both in classrooms and on sports fields.

ZENEX FOUNDATION:

Through their African Languages Literacy Project,

Ulwazi Lwethu, they have made high-quality African language leisure and graded readers freely available online, enabling us to print and distribute these invaluable resources to schools.

DEPARTMENT OF BASIC EDUCATION PINETOWN DISTRICT OFFICIALS:

Their active support and close involvement has strengthened our interventions, ensuring we are aligned with national education priorities and implemented effectively on the ground.

HAMMERSDALE CATO RIDGE DEVELOPMENT COMMUNITY:

In amplifying our stories and impact through their media platforms and taking part in literacy initiatives in Hammarsdale, they connected our work to a wider audience.

MR PRICE GROUP ASSOCIATES:

Their spirit of volunteerism, from painting classrooms to covering books, has created more vibrant, welcoming spaces for children, inspiring children to reach for their dreams.

“ THIS IS NOT A CASE OF AN NGO DONATING BOOKS AND WALKING AWAY. WE ARE BEING TRAINED TO USE MATERIALS EFFECTIVELY AND EDUCATORS REPORT MONTHLY ON HOW CHILDREN ARE PROGRESSING. I CAN CONFIDENTLY SAY THE RESULTS ARE SHOWING. THIS PROGRAMME IS WORKING. ”

MRS LINDIWE MAZIBUKO
Isiqalo Primary School Principal



All stakeholders embraced the opportunity to collaborate at the Project Steering Committee meeting in Hammarsdale, attended by principals from 21 primary schools, service providers, Mr Price Foundation team members, and officials from the KwaZulu-Natal Pinetown District Department of Basic Education.

EDUCATION HIGHLIGHTS & HEROES



Learners and educators from Vukuziphathe Primary School joyfully receive their new graded readers.

A NEW CHAPTER FOR LEARNING: GRADED READERS BOOST LITERACY IN HAMMARSDALE

In 2024, our generous Mr Price Group family stepped up for literacy by donating more than 20,000 graded readers to our partner schools in Hammarsdale.

Valued at R500,000, the donation directly addressed the urgent need for levelled reading materials to support early literacy development.

These resources included mother-tongue readers for Grades R to 3 and English readers for Grade 3, aligning with South Africa's additive bilingual approach to language learning, which emphasises the importance of mastering literacy in a child's home language before transitioning to English as the primary language of instruction in Grade 4.

Research consistently shows that a strong foundation in a child's home language strengthens cognitive development and improves overall academic performance. Evidence

from the Mother Tongue-based Bilingual Education pilot programme in the Eastern Cape echoes this, with stakeholders reporting improved learner engagement and achievement.

This initiative helps address South Africa's literacy crisis by ensuring that Hammarsdale learners have access to appropriate, levelled reading materials in languages they understand. The inclusion of English readers in Grade 3 is essential for preparing learners for the shift to English in Grade 4.


By providing these resources, the intervention empowers educators to teach reading at the right level, building a solid foundation for lifelong learning and improved academic outcomes.


We thank our Mr Price Group family for their commitment to equipping future leaders with the tools they need to succeed.


EDUCATION DEVELOPMENT IMPACT IN FY2025

 **R7.8m**
Invested

 **21**
Low-income primary schools in Hammarsdale

 **13,818**
Learners enriched

 **422**
Educators developed

 **83**
School Management Team members supported

 **20,000+**
Graded readers donated

ROOTS AND SHOOTS STUDY EXPOSES WIDENING INEQUALITY

Wave 3 of the Roots and Shoots Study revealed a concerning picture of widening inequality in South Africa's early education system. The study tracks the literacy and mathematics development of 400 learners from Grades R to 3 at no-fee, low-fee, and mid-fee schools.

The findings of Year 3 confirm that socio-economic inequality in learning is growing. Learners in disadvantaged schools are falling further behind their wealthier peers as they progress through the early grades.

The study also found that by mid-Grade 2, a pro-girl literacy advantage had emerged. While boys and girls begin their school journey on equal footing, girls are now outperforming boys in reading. Interestingly, no gender gap was observed in maths performance at this stage.

In another key insight, learners who begin school with strong foundational skills but attend low-quality schools often lose their early advantage. In contrast, children in better-resourced schools tend to sustain or improve their performance.

We are honoured to support this important study. The findings underscore the urgent need to improve education quality and equity from the earliest grades. To give every child a fair start, targeted interventions must begin in the Foundation Phase, when the roots of lifelong learning begin to grow.



The opening of classroom corner libraries at Vukuzipathe Primary School was a milestone in promoting literacy, giving learners daily access to books in a familiar space and helping to nurture a lifelong love of reading.



EDUCATION HERO LIGHTS THE PATH TO LITERACY

At Isiqalo Primary School in Hammsdale, a quiet revolution is unfolding in Foundation Phase classrooms. At the helm is Mrs Lindiwe Mazibuko, a dedicated principal who has led the school since 2014.

With 565 learners under her care, she has embraced our Education Development Programme as a vital partner in tackling a number of the school's most pressing challenges.

"Public schools like ours simply do not have all the learning resources we need. That is why we have partnered with Mr Price Foundation. Their support in teaching and learning has made a major difference, especially in literacy," says Mrs Mazibuko.

Isiqalo Primary School has joined 20 other partner schools in Hammsdale to prioritise foundational literacy. Through targeted interventions and workshops, educators receive training on EGRA assessments and the effective use of graded readers in classrooms to enhance literacy.

These practical tools, bolstered by the donation of 1,000 graded readers, have already begun to shift classroom practice at Isiqalo, helping learners develop stronger reading skills and a more confident engagement with texts.

"Before, we only had workbooks. Now, we have books that are colourful, age-appropriate and based on phonics – and the children love them. This is not a case of an NGO donating books and walking away. We are being trained to use materials effectively and educators report monthly on how the children are progressing. I can confidently say the results are showing. This programme is working."

After receiving the graded readers, the school revamped its library and also hosts agricultural tunnels where local

youth learn modern farming techniques, another Mr Price Foundation initiative to combat unemployment in the area.

Events such as World Read Aloud Day and Parents Day are opportunities to highlight progress in literacy and encourage a culture of literacy at home. "On Parents' Day, we showcase what learners from Grades 1 to 3 are doing. Parents see how reading is changing their children – and that helps them understand why we ask them to take care of the books at home," says Mrs Mazibuko.

Crucially, EduRise has helped build accountability and professionalism among educators. Leadership and management teams are capacitated to improve record keeping, learner support, and instructional time management.

When baseline EGRA assessments showed most learners falling below the minimum benchmarks, consistent with PIRLS 2021 results, by year's end scores had improved by 27%, with home-language performance rising above the benchmarks on average.

While this progress is encouraging, there is still much work to be done.

"One of the hardest things is to teach the children of children. Many of our learners have teenage parents who are still finding their own way. And with such high unemployment, learners face challenges at home that affect their schoolwork."

To the donors supporting Mr Price Foundation, Mrs Mazibuko offers her heartfelt thanks.

"Thank you for identifying our community as one in need. We would love to see even more books in the future, so that every Friday, every learner has something to take home and read to their parents. That is how we bring parents into the learning journey. Please continue to strengthen your support of the Foundation, so they can strengthen their support to us."

INSPIRING LITERACY AT WORLD READ ALOUD DAY

We celebrated the power of literacy at World Read Aloud Day alongside the Department of Basic Education's Pinetown District and Nal'ibali. Over 500 learners from schools in Hammsdale gathered to share their love of stories through poetry, skits and reading sessions. The event was a joyful affirmation of literacy's power to inspire confidence, creativity and connection. When we invest in literacy, we are turning the page toward a world where every child is afforded the opportunity to shine.

A YEAR OF COLLABORATION

In FY2025, our education stakeholders came together regularly to build bridges for enhanced learning.

At the start of the 2024 school year, principals from 21 partner primary schools gathered for Orientation Day alongside representatives from the KwaZulu-Natal Department of Basic Education and service providers Sportstec, Creative Madness, and Jet Education Services.

This marked the start of a two-year programme providing a suite of holistic educational development, spanning school leadership and educators, numeracy, literacy, creative arts, and physical education.

The annual Principal Imbizo in Pinetown brought school leaders together to reflect on achievements, explore areas for growth, share new technology tools, emphasise ongoing interventions, and foster a Community of Practice. These leaders and managers play a pivotal role in our collective effort to develop a healthy education ecosystem in Hammsdale.

We also capitalised on opportunities to network with external education leaders, government, business and civil society at numerous events, including the Injini Africa EdTech Week in Cape Town and the Bana Pele Leadership Summit in Johannesburg.

PARTNER TESTIMONIAL

The Pinetown District commends the impactful Intervention of Mr Price Foundation in Mpumalanga Circuit primary schools. Their support is making a real difference by empowering learners with vital skills through education and development. It has brought renewed energy to our education efforts, empowering learners with essential resources and opportunities for a brighter future. We value and celebrate this meaningful partnership.

LAZI MTWA

Chief Education Specialist
Department of Basic Education Pinetown District



Over 500 learners came together in Hammsdale to honour the power of reading on World Read Aloud Day.



Mr Price Foundation Executive Director Octavious Phukubye joined bold conversations and commitments to transform ECD at the Bana Pele Leadership Summit.



The handing over of 20,000 graded readers to the KwaZulu-Natal Department of Basic Education's Pinetown District took place at the Hammsdale Project Steering Committee meeting – benefitting 21 primary schools in the area and supporting early literacy.

FINANCIAL STATEMENTS

The following summarised financial information has been extracted from the unaudited financial statements of Mr Price Foundation NPC.

STATEMENT OF FINANCIAL POSITION

AS AT 29 MARCH 2025

| Figures in Rands | 2025 R | 2024 R |
|---|-----------------------------|-----------------------------|
| Assets | | |
| Non-current assets | 1,775,206 | 1,776,780 |
| Property, plant and equipment | 361,535 | 258,853 |
| Intangible assets | 1,413,671 | 1,364,384 |
| Right-of-use assets | - | 153,543 |
| Current assets | 38,483,191 | 35,639,380 |
| Other receivables | 9,840,527 | 2,146,354 |
| Prepayments | 172,624 | 21,718 |
| Cash and cash equivalents | 28,470,040 | 33,471,308 |
| Total Assets | 40,258,398 | 37,416,160 |
| ----- | | |
| Equity and liabilities | | |
| Equity | | |
| Accumulated funds | 35,097,242 | 29,951,327 |
| Non-current liabilities | - | - |
| Lease liability | - | - |
| Current liabilities | 5,161,156 | 7,464,833 |
| Trade payables and other | 4,810,181 | 6,916,465 |
| Leave pay and incentive | 350,975 | 310,246 |
| Current portion of lease liability | - | 238,122 |
| Total equity and liabilities | 40,258,398 | 37,416,160 |

STATEMENT OF COMPREHENSIVE INCOME AND ACCUMULATED FUNDS

FOR THE YEAR ENDED 29 MARCH 2025

| Figures in Rands | 2025 R | 2024 R |
|---|-----------------------------|-----------------------------|
| Revenue | 49,877,743 | 46,726,063 |
| Expenditure | 47,291,633 | 45,061,878 |
| Project expenditure | 37,194,400 | 36,738,555 |
| Administrative expenditure | 10,097,233 | 8,323,323 |
| ----- | ----- | ----- |
| Surplus before net finance income | 2,586,109 | 1,664,185 |
| Finance income | 2,562,088 | 2,766,490 |
| Finance costs | (2,282) | (20,304) |
| ----- | ----- | ----- |
| Surplus for the period | 5,145,915 | 4,410,371 |
| Accumulated surplus at the beginning of the period | 29,951,327 | 25,540,956 |
| Accumulated surplus at the end of the period | 35,097,242 | 29,951,327 |

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 29 MARCH 2025

| Figures in Rands | Accumulated Funds R |
|---|-----------------------------|
| Balance at 02 April 2023 | 25,540,956 |
| Total comprehensive income | 4,410,371 |
| Surplus for the year | 4,410,371 |
| Other comprehensive income | - |
| ----- | ----- |
| Balance at 30 March 2024 | 29,951,327 |
| Total comprehensive income | 5,145,915 |
| Surplus for the year | 5,145,915 |
| Other comprehensive income | - |
| Balance at 29 March 2025 | 35,097,242 |

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 29 MARCH 2025

| Figures in Rands | 2025 R | 2024 R |
|---|-----------------------------|-----------------------------|
| Cash flows from operating activities | (4,321,721) | (20,807) |
| Cash utilised by operations | (6,883,809) | (2,787,297) |
| Finance income | 2,562,088 | 2,766,490 |
| Cash outflows from investing activities | (439,140) | (753,278) |
| Additions to property, plant and equipment | (228,098) | (114,840) |
| Additions to intangible assets | (211,042) | (638,438) |
| Cash outflows from financing activities | (240,405) | (343,864) |
| Repayment of lease liability | (240,405) | (343,864) |
| ----- | ----- | ----- |
| Net decrease in cash and cash equivalents | (5,001,266) | (1,117,948) |
| Cash and cash equivalents at the beginning of the year | 33,471,308 | 34,589,257 |
| Cash and cash equivalents at the end of the year | 28,470,042 | 33,471,308 |

SUSTAINABILITY MATTERS

DELIVERING ON OUR SUSTAINABILITY GOALS

Delivering on our strategic goals in skills development, entrepreneurship, and education directly supports several goals of South Africa's National Development Plan 2030 and the United Nation's Sustainable Development Goals (SDGs). As the goals are interconnected, progress in one area often fuels success in others.

In FY2025, we continued to test and expand pathways that connect young people to economic opportunities, whether through employment or entrepreneurship. While our core purpose is to unlock youth potential, poor foundational

education remains a root cause of limited skills and economic exclusion. That's why we invest in education, particularly at the Foundation Phase, to help build a stronger base for lifelong learning and future readiness.

The primary SDGs we impact are 1 (No Poverty), 2 (Zero Hunger), 3 (Good Health and Well-being), 4 (Quality Education), 8 (Decent Work and Economic Growth), and 10 (Reduced Inequalities). Goal 5 (Gender Equality) is a secondary goal supported through our inclusive approach to youth empowerment.



PRIMARY GOAL



End poverty in all its forms everywhere



End hunger, achieve food security, improve nutrition and promote sustainable agriculture.



Ensure healthy lives and promote well-being for all at all ages.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all.



Reduce inequality within and among countries.

SECONDARY GOAL



Achieve gender equality and empower all women and girls

DIRECT IMPACT OF OUR PROGRAMMES ON SDGs

- 13,818 Learners from 21 primary schools in Hammarsdale directly benefited from our Education Development Programme. Quality education provides the opportunity for learners to break the cycle of poverty and unemployment in their families and communities.
- 9,021 unemployed youth from low-income communities had direct access to job opportunities by participating in our Skills Development Programme, of whom 6,316 were employed by Mr Price Group, our employer partners, and other employers outside of our network. These young people are now able to provide for their families, directly impacting around 31,580 people (calculated on a multiplier effect of 5:1).
- 22 agriculture and wastepreneur programme interns and 17 Grassroots entrepreneurs benefited from our Entrepreneur Development Programme, generating R3.7 million in revenue.

- 12 agricultural interns and their families were directly impacted. Skills development empowers agriculturists to improve food security and generate a higher average income than the minimum wage.

- Our agricultural interns and their families have access to better nutrition by growing more fresh produce using sustainable techniques, harvesting over 1,075kg of fresh produce.

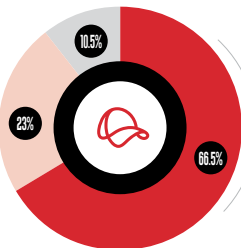
- 13,818 learners received quality education at 21 schools. Our education programme provided interventions that supported 422 educators and 83 School Management Team members through training, mentorship, and peer collaboration.

- Our Skills Development Programme held 344 training sessions to develop the industry skills of 9,021 previously unemployed youth, of whom 6,316 were employed, while entrepreneurs generated collective revenue of R3.7m.

- We prioritise interventions that benefit children and youth from previously disadvantaged and low-income communities.

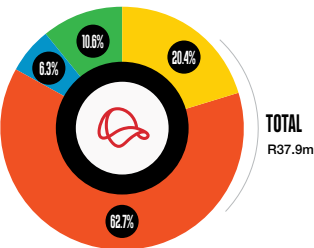
INDIRECT IMPACT OF OUR PROGRAMMES ON SDGs

- 79% of our Skills Development youth, 61.4% of our Entrepreneurship Development youth, 85% of our Education Development educators and 48% of learners are female.



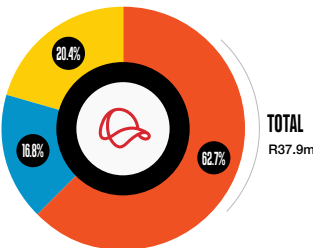
REVENUE SPLIT

| | | |
|---------------------|--------|---------|
| Mr Price Group: | R33.2m | (66.5%) |
| Corporate Partners: | R11.5m | (23.0%) |
| Fundraising: | R5.3m | (10.5%) |



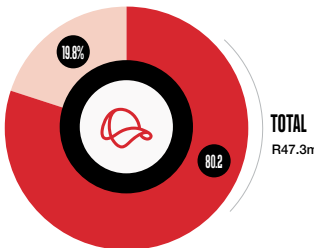
PROGRAMME ALLOCATION SPLIT

| | | |
|-------------|--------|---------|
| JumpStart: | R23.8m | (62.7%) |
| UpLift: | R2.4m | (6.3%) |
| EduRise: | R7.8m | (20.4%) |
| HandPicked: | R4.0m | (10.6%) |



PROGRAMME EXPENDITURE SPLIT

| | | |
|---------------------|--------|---------|
| Skills Development: | R23.8m | (62.7%) |
| Entrepreneurship: | R6.4m | (16.8%) |
| Education: | R7.8m | (20.4%) |



BENEFICIARY ALLOCATION

| | | |
|--------------------|--------|---------|
| Programme/Project: | R37.9m | (80.2%) |
| Administrative: | R9.4m | (19.8%) |

* Includes Fundraising & Communications



WHEN WE CREATE
HOPE4YOUTH,
WE CREATE HOPE
FOR US ALL!

PARTNER WITH US WE ARE STRONGER TOGETHER.

With 4.7 million youth unemployed, now is the time to act. At Mr Price Foundation, we believe in the power of partnerships to drive lasting change. Whether it's through skills development, entrepreneurship or education, your support will change lives!

Our Skills Development Programme has already empowered over 66,000 youth and secured more than 36,000 jobs in retail and manufacturing. But we're just getting started.

Together, we can build a future where every young person is afforded the opportunity to thrive – and is empowered to unlock their economic freedom.

PARTNER

with us to
amplify impact.

DONATE

to fuel
Hope4Youth

JOIN

a movement rooted
in hope and action.

PICK YOUR PLATFORM TO DONATE

ZAPPER

Scan the Zapper QR code and
enter an amount.



EFT

To donate by EFT, please use the
following South African banking details:

Name: MRP Foundation
Bank: ABSA
Branch: Kingsmead
Account No: 4075526746
Code: 632005
Swift code: ABSAZAJJ
Ref: Donate [your name or company name]

WEBSITE

Scan the QR code to
donate through our website.



EMPOWERING YOUTH.
CATALYSING REAL CHANGE.
CREATING REAL OPPORTUNITIES.



YOUR YOUTH EMPOWERMENT CHAMPION



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