

13 May 2022

To whom it may concern,

Endorsement of DO MORE FOUNDATION's "Build of world of Play" submission

The vision of Ackermans is simple: making quality products affordable to everyone. Today, there are more than 900 Ackermans stores in South Africa and neighboring countries, and that vision is at the heart of every single one of them. We know that your family comes first and always will. It starts with award-winning quality products at unbeatable prices but also includes exciting promotions, easy access to stores and friendly service.

We call it **Bringing Value to Life** and it's what we work toward every day. Ackermans is committed to making a sustainable impact. We've named our CSI programme Ububele, which means kindness and generosity. Our purpose at Ackermans is: Bringing Value to Life, and it lies at the heart of everything we do, whether it's to the lives of our customers and employees, or to the wider community and value retailing as a whole. The secret to our success is simple – people.

Ackermans offers value-for-money products at competitive prices, along with multiple payment options. These are supported by a strong service culture, a focus ... **'Bringing Value to Life'** is not just a catchphrase. The philosophy sits at the core of Ackermans' operational structures and informs decision-making at every level.

We are proud funders of Do More Foundations Nutrition Programme supporting thousands of young children get a nutritious meal every school day.

We as Ackermans are aware and proud that the DO MORE FOUNDATION is raising their hands to Lego's Build a World of Play challenge with their proposal that "Everyone gets to play". "Everyone gets to play" being a collective impact model leveraging corporate-public partnerships toward sustainable implementation of the National Integrated ECD Policy in South Africa. Using the National Integrated Early Childhood Development Policy (2015) as their road map for scale.

Ackermans would like to endorse the DO MORE FOUNDATION's proof of concept and vision that "everyone should play and young children should be a priority".

We believe that our support of their model will ensure a multiplier effect to the Lego award and we are proudly in support of their initiative to collaborate to achieve their goal.

Yours faithfully



Jaap Hamman
CEO