



Date : 3 May 2022

Endorsement of DO MORE FOUNDATION's "Build a World of Play" submission

RCL FOODS is a leading South African consumer goods and milling company that produces a wide range of branded and private label food products in various categories, ranging from staples to value-added high-end speciality offerings. We have over 21 000 employees working in our South African operations and we reach consumers across the sub-Saharan region.

As a major employer in some of the most socially and economically challenged communities in South Africa, we have an opportunity to stimulate social development that can help restore human dignity, empower marginalised communities to undertake their own development, and ultimately break the cycle of poverty. Recognising that we could make more impact in these areas by collaborating with others, we founded the DO MORE FOUNDATION in 2017 to act as an independent "backbone organisation" for multi-stakeholder initiatives directed at doing more for young children, youth and easing hunger. "Creating better tomorrows" for young children sits at the heart of all it does.

Since 2017, the DO MORE FOUNDATION has built strong public-private partnerships that are bringing about real change in the impoverished communities we support. This was evidenced by two community-based impact studies in 2018 and 2019 that confirmed that the DO MORE FOUNDATION's collaborative model was having a positive impact on social outcomes for communities and on co-ordination between role players. It has also been evidenced by the positive impact of its COVID-19 "#GiveItUp" campaign that provided nutritional, hygiene and Early Childhood Development (ECD) materials support to enable young children to continue learning during and after the lockdown.

Key to the Foundation's enhanced impact has been its partnership with other companies besides RCL FOODS. As its founder and main sponsor, RCL FOODS maintains corporate governance oversight over the Foundation which reports to the Board of RCL FOODS via its Social and Ethics Committee. This ensures that corporate support is applied in a responsible way with adequate accountability.

We are pleased and proud to endorse the DO MORE FOUNDATION's application to Lego's "Build a World of Play" challenge. Their proposal that "Everyone gets to play" is rooted in their vision and their tried-and-tested implementation model for the National Integrated Early Childhood Development (NIECD) Policy. Just as our communities have seen the benefit of well-coordinated collaboration locally, an international partnership with Lego would enable it to extend its fantastic work to a far greater number of communities in serious need of intervention. It has already proven the scalability of its implementation model and is making strides in advocating for the needs of young children, and this will enable it to do MORE.

I trust this will meet with your favourable consideration.

Yours sincerely

PAUL CRUICKSHANK

Chief Executive Officer