

MASSMART



Media Release

13 October 2011

Massmart continues drive to improve food security

Since 2009 Massmart has donated 15 tons of Max-a-Meal to FoodBank South Africa

Massmart has reiterated its support for the FoodBank programme, following delivery of 3 000kg of Max-a-Meal*, a highly nutritious legume-based supplement, to FoodBank South Africa (FBSA). This is Massmart's fifth donation to the programme, which aims to address issues of hunger and malnutrition in South Africa.

A regular contributor to FoodBank since its launch in South Africa in 2009, Massmart has donated a total of 15 tons of Max-a-Meal, the equivalent of 180 000 individual meals, to FBSA.

Grant Pattison, Massmart CEO, said: *"There are thousands of people in South Africa who rely on FoodBank for their basic nutrition and these numbers are growing every day. This is a really worthwhile initiative and one we're proud to support."*

The donation to the Johannesburg hub will provide another 36 000 individual meals to people in Pretoria, Tembisa, Alexandra, Soweto, Ivory Park and suburbs on the East and West Rand.

According to Mpho Putu, Regional General Manager of FoodBank South Africa, volumes of donated food have come down this year owing to the tough global economic climate. FBSA is currently sourcing just under 400 tons of food a month, which is far short of the target of 2800 tons.

“Hunger is a major obstacle to social and economic development in South Africa and we cannot ignore the levels of poverty and food insecurity. We are proud of the partnership with Massmart and these donations have allowed FoodBank the opportunity to continue to make an impact in our communities,” he concluded.

*Max-a-Meal is a legume-based supplement comprising samp, dried beans, barley, green peas, herbs and spices.

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Media release issued by:

Brunswick Group – 011 502 7300

Gordon Kgaugelo Letsoalo – 079 510 6127

Cecilia de Almeida -- 083 325 9169

Media queries should be addressed to:

Brian Leroni

Group Corporate Affairs Executive

Massmart Holding Ltd

011 517 0000

Notes to Editor

- Massmart Holdings is a managed portfolio of nine wholesale and retail chains, and one buying group, each focused on high-volume, low-margin, low-cost distribution of mainly branded consumer goods for cash. The group operates in 14 countries in sub-Saharan Africa through four divisions comprising 288 stores. Massmart’s wholesale and retail brands enjoy high recognition and include Makro, Game, Dion Wired, Builders Warehouse, Builders Express, Builders Trade Depot, CBW, Jumbo Cash and Carry and the Shield buying group.
- The FoodBank programme is part of the feeding schemes established by international NGO Global Foodbanking Network. A FoodBank is an organisation that acts on behalf of all of the non-profit organisations operating in its area. The

FoodBank rescues and procures food (and essential non-food groceries) usually from donors such as producers, manufacturers, retailers, government agencies, individuals and other organisations.