

MASSMART'S CONSUMER PROTECTION POLICY STATEMENT

1 OUR COMMITMENT

Massmart has embarked on a journey towards becoming sub-Saharan Africa's most trusted retailer. The effective execution of good business practice and continuously improving upon everything we do, every day at Massmart is the first step on this journey.

We are committed to providing high standards of customer service at our stores wherever we operate by providing open and honest communication about our products, prices, services and promotional offers and will assist our customers in making buying decisions based on accurate information. We will make sure that we remain true to and demonstrate our core value which is respect for the individual.

We remain committed to complying with all applicable consumer protection laws and regulations in the countries in Africa where we operate by developing and implementing effective consumer protection policies, programs and processes.

2 WHAT WE DO EVERY DAY

FOLLOW internal legal and compliance requirements for review and approval of price and product claims and other promotional activity.

CONDUCT REGULAR AUDITS to ensure the price accuracy and parity between marketed/ advertised price; product price; shelf price; check-out counter price.

PROHIBIT FALSE OR DECEPTIVE ADVERTISING or other promotional activities.

3 TAKE RESPONSIBILITY

PROVIDE GOOD CUSTOMER SERVICE and remain understanding when customers wish to report on a product, marketing or advertising claim.

REMEMBER to gather and capture customer complaint details.

REPORT any concerns about the accuracy and/or fairness of any price; marketing or advertising claim.

Ethics is working with Compliance to help you, if you have anything to report or have any questions please call us.

**AT THE CENTRE OF
EVERYTHING WE DO**
GOOD BUSINESS



Ethics Reporting Line
Trust us, Tell us
South Africa: 0800 20 32 46
Rest of Africa: +27 31 571 5488



Ethics Guidance Line
Trust us, Ask us
South Africa: 0800 100 200
Rest of Africa: +27 31 571 5481