

Mr Price Foundation

To deliver the social sustainability objectives of quality education and youth development, the group focuses its socio-economic development activities through its annual support of Mr Price Foundation to help the youth of South Africa unlock their full potential through quality education and youth development. The primary aim is to positively influence and actively support South Africa's national development priorities of youth unemployment and access to quality education and impact SDGs 1, 2, 3, 4, 8 and 10. These activities are focused on and benefit the communities in which the group operates. In FY2025, Mr Price Foundation, which has been operating for twenty years, undertook a comprehensive review exercise to develop a new 10-year strategy to better serve youth against the evolving socio-economic challenges. This new strategy is set to take effect in FY2026.

Mr Price Foundation supports business sustainability by prioritising its EduRise programme in Hammarsdale schools, benefitting DC associates. It also develops a talent pipeline for stores and head office through the JumpStart skills development programme.

In FY2025, the group donated 1.0% of its net profit after tax to Mr Price Foundation, equating to a **R33.1m** donation.

Established in 2005, Mr Price Foundation operates as an independent NPO, allowing it to receive funding from associates, customers, corporate partners, and the public. Associates can donate monthly via salary deductions and participate in foundation events. In the reporting period, over 580 associates made monthly donations, and more than 150 associates and 98 players representing suppliers joined the Mr Price Foundation Cup soccer tournament.

In addition, Mr Price Foundation supported more than 43 other NPOs through product donations.



JumpStart Program Participant

5.2

YOUTH DEVELOPMENT

The group's goal of bridging the gap between education and income generation through employability and entrepreneurship is achieved via annual support of Mr Price Foundation's JumpStart and UpLift programmes.

Total investment in youth development was R30.2 million across these programmes, with R23.8m allocated to JumpStart and R6.4m to UpLift.



Skills Development - JumpStart

The JumpStart programme equips unemployed youth with retail and manufacturing skills, offering targeted training in production, pre-production, professional retail, and frontline retail.

Blending industry-specific theory with life skills and work experience, JumpStart ensures youth are prepared for the working world. In FY2025, over 9 000 youth benefited, **5 407** were employed by Mr Price Group, **405** by external partners, and 504 employed outside JumpStart, totalling 6 316 employed participants.

Mr Price Foundation partners with SPAR Group and Anglo Platinum to deliver JumpStart.



Entrepreneurship - UpLift

The UpLift program unlocks young entrepreneurs' economic potential through skills workshops, business coaching, mentorship, investor-readiness support, and practical tools. It includes wastepreneur incubation, Grassroot, and HandPicked programs. UpLift collaborates with partners to identify opportunities in emerging sectors.

In FY2025, 10 waste entrepreneurs, 17 grassroots entrepreneurs, and 14 agripreneurs were supported. During the year, the HandPicked programme was reclassified as a skills development program under UpLift, rather than a standalone program. Mr Price Foundation partners with CHEP to deliver the benefits of UpLift.

5.1

QUALITY EDUCATION

together we do good.



Mr Price Foundation addresses education needs by empowering foundation phase schools. The EduRise programme upskills and mentors school management and educators in various lower socio-economic primary schools across South Africa, including 21 schools in Hammarsdale. Over 13 700 learners and 423 educators benefitted this year. The foundation partners with Kwa-Zulu Natal's Department of Basic Education to deliver the program.



Wash care label made from recycled materials