



PART 5: SOCIAL

OVERVIEW

The group's social responsibility objectives are focused on the broader impacts of its operations on its stakeholders. It aims to create value and make a meaningful impact through relationships with associates, customers, suppliers, and communities.

SDGs 1, 2, 3, 4, 8, 10, and 17, together with UNGCP 1 to 6, continue to guide and inform social sustainability objectives.

To achieve the Together We Do Good social purpose, the group focuses on these key objectives: education development, skills development and entrepreneurial development (via Mr Price Foundation), associate well-being and development (via the People Centre of Excellence), and social value chain development (impacting suppliers, their workers, and communities).



KEY SOCIAL ACHIEVEMENTS FOR FY2026:

Sustainable indicator	SDG	FY2026 actuals
Employment opportunities	8 DECENT WORK AND ECONOMIC GROWTH	33 669 employed
Employment equity (ACI)		97.6%
Factory visibility	10 REDUCED INEQUALITIES	97.6%
Percentage of factories audited		92.7%
Investment in supplier development	17 PARTNERSHIPS FOR THE GOALS	R37.5m
Preferential procurement		20.61 points (forecast)

KEY ACHIEVEMENTS

mr price foundation

Skills Development

R28.3 million
invested in skills development

5 811
Mr Price Foundation skills development placements within Mr Price Group

616
Mr Price Foundation skills development placements with partner organisations

847
Mr Price Foundation skills development placements elsewhere

Entrepreneurship Development

R4.8 million
invested in youth entrepreneurship

1 241
development beneficiaries

184
total jobs created

27
businesses funded

Education Development

R6.1 million
invested in education

14 983
school learners benefited

32
schools participated

404
educators impacted

MR PRICE FOUNDATION

As the custodian of key elements of the social pillar to support the Together We Do Good purpose, the Foundation plays a central role in driving the group's social responsibility strategy. Through a focused and impact-led approach, Mr Price Foundation advances youth empowerment across three strategic pillars: Skills Development, Entrepreneurship Development, and Education Development, all aligned to its 2035 ambition of empowering 500 000 young people.

FY2026 was both a pivotal and transitional year, following the launch of the Foundation's new 10-year strategy setting a new base from which progress will be measured. Supported by the group's funding commitment of 1% of net profit after tax, the Foundation dedicated R39.2 million towards youth development initiatives. In addition, operating as an independent NPO, the Foundation strengthened its sustainability by actively driving external fundraising and securing partnerships with like-minded organisations to scale its impact.

During the year, the Foundation prioritised building scalable and measurable programmes. Under its Entrepreneurship pillar, it launched bold new initiatives, creating viable pathways for young entrepreneurs through strengthened capacity and enterprise support. Within Education, the Foundation began repositioning its approach with continued focus on educator support as a lever for improved youth outcomes. In Skills Development, significant progress was made in redesigning programmes to better align with market-driven job demand, ensuring that young people are equipped with relevant, employable skills.

In the first year of the revised strategy's implementation, the Foundation:

- Impacted 14 983 young people through targeted education development programmes
- Secured three strategic partnerships to support programme delivery and scale
- Supported over 70 NPOs through product donations, helping bridge socio-economic gaps in underserved communities

This year set the trajectory for accelerated impact, as the group advances its goal of empowering 500 000 youth by 2035.



Student beneficiaries at the Mr Price Foundation school handover

Further details can be found in Mr Price Foundation's integrated report at www.mrpricefoundation.org. To donate to Mr Price Foundation, please visit www.mrpricefoundation.org or scan the QR code below or make a donation at selected stores.



Mr Price Foundation graduation

5.1 EDUCATION DEVELOPMENT

During the year, education initiatives were repositioned to more directly support youth empowerment outcomes, ensuring closer alignment with the Foundation's overarching strategy. In parallel, educator development and support were identified as a key strategic lever to strengthen long-term learning outcomes and enable meaningful progression for youth.

The Foundation invests in education to improve access, retention and learner success, supporting young people to develop the skills and capabilities needed to participate meaningfully in the economy.

Total investment in education development was R6.1 million across all Mr Price Foundation programmes.



5.2 SKILLS AND ENTREPRENEURIAL DEVELOPMENT

The group's annual support of the Foundation's skills development initiatives supports its goal of reducing the gap between education and income generation through employability and entrepreneurship.

Total investment in youth empowerment development was R32.8 million across these programmes, with R28.2 million allocated to skills development and R4.8 million to entrepreneurship development.



Skills Development

- Programme design and delivery were intentionally aligned to employer demand, strengthening pathways into sustainable employment and improving job-readiness outcomes
- Introduced niche, industry-specific skills development, including the launch of a pattern-making cohort, to respond to evolving sector needs

Entrepreneurship Development

- Established a more structured and segmented entrepreneurship pathway, recognising that entrepreneurs at different stages require tailored support interventions
- Launched new flagship programmes that create viable opportunities for young entrepreneurs, strengthening capacity and enterprise support
- Prioritised building an evidence-based, scalable enterprise development model, with a focus on strengthening the broader entrepreneurship ecosystem and unlocking sustainable livelihoods
- The entrepreneurship programmes unlocks young entrepreneurs' economic potential through skills workshops, business coaching, mentorship, investor-readiness support, and practical tools. It includes wastepreneur incubation, Grassroot, and HandPicked programmes. UpLift collaborates with partners to identify opportunities in emerging sectors

Education Development

- Repositioned education initiatives to directly support youth empowerment outcomes, ensuring stronger alignment with the Foundation's overarching strategy
- Continued educator development and support as a key strategic lever to enhance long-term learning outcomes and drive meaningful youth progression