ABOUT US

AS MULTICHOICE, WE USE THE POWER OF OUR ENTERTAINMENT ECOSYSTEM TO ENRICH LIVES. WE ENTERTAIN, EDUCATE, INFORM AND DELIGHT OUR CUSTOMERS IN THEIR LIVING ROOMS OR WHEREVER THEY ARE.

Our focus on enriching lives stretches beyond our services. We see ourselves as an integral part of every community in which we operate and want to play a significant role in growing and developing these communities as well as the broader entertainment industry.

OUR VALUES

WE CARE
WE CONNECT
WE CREATE
ABOUT US

OUR CONTRIBUTION TO THE ECONOMY

6 413 INSTALLERS

7 028 PERMANENT EMPLOYEES

2 833 INDEPENDENT SERVICE PROVIDERS

ZAR11.2 billion TOTAL TAX CONTRIBUTION

ZAR446 million SPENT ON CSI INITIATIVES
African storytelling is rooted in shared, communal events. For centuries we’ve used stories to entertain and inform, but more importantly to connect with one another, with our heritage, culture, history and identity. As society continues to adapt to new ways of sharing experiences, and as we fast-track the adoption of digital technology, what remains is our need to stay connected to each other, to the values we hold dear, and to the things that bring us joy, inspire us and allow us to grow.

As MultiChoice, we embrace our role as connector. We connect people to stories, storytellers to producers, opportunities to talent, jobseekers to jobs, fans to sport, entrepreneurs to customers. We do all of this because we remain committed to our purpose of enriching lives.

What do we mean when we say we enrich lives? It means we do business in a way that delivers shared value. We get behind initiatives that have scalable social impact, that broaden economic participation, and ensure diversity and inclusion. We continue to innovate and deliver cutting-edge video entertainment products that celebrate African stories while exploring new options to enrich our customers’ lives by expanding our entertainment ecosystem.

In this Social Report we tell the stories of how, across the continent, we have supported small businesses, provided resources to grow a sustainable pipeline of talent, amplified African storytelling, created opportunities for individuals, used our platform to help important causes, boosted diverse voices and, ultimately, made a difference to the communities that we are connected to and care about.

Thank you for your support, which makes our work possible.

Calvo Mawela
MultiChoice Group CEO

“WE DO BUSINESS IN A WAY THAT DELIVERS SHARED VALUE.”
CONTENTS

USING OUR PLATFORM FOR GOOD
We connected with organisations and used the power of video entertainment to tackle some of the most pressing issues facing society.
PG6

IN TOUCH WITH OUR COMMUNITIES
We collaborated with key stakeholders to uplift the communities we operate in.
PG11

CREATING OPPORTUNITIES
Our contributions to skills development and job creation connected young people to training and employment opportunities.
PG15

SUPPORTING AND GROWING ENTREPRENEURS
We invested in connected small businesses to help them grow and employ more people.
PG20

DIVERSITY
We believe in empowerment that connects disadvantaged individuals and communities to opportunities for economic participation.
PG25

GROWING THE TALENT PIPELINE
We connected talented youngsters to hands-on training and mentorship within the entertainment and sports industries.
PG31

TELLING AFRICAN STORIES
We connected our communities to their local stories, sports and news.
PG40
USING OUR PLATFORM FOR GOOD
USING OUR PLATFORM FOR GOOD

We use our platform to raise awareness about topics of public interest and mobilise resources to address social challenges. We partner with non-profit organisations and civil society, and provide airtime for social good.

In the past year, we connected with the World Health Organization, the United Nations, and national health and education departments, among others, to address issues affecting African societies, including COVID-19 vaccinations and the spread of misinformation, the disruption to education caused by COVID-19, and the fight against gender-based violence (GBV).

ZAR271M
THE TOTAL VALUE OF AIRTIME ALLOCATED TO SOCIAL GOOD
Our connection to our customers proved more valuable than ever during lockdown, when schools were shut. We used our platform to lessen the pandemic’s impact on learning.

MultiChoice Uganda revamped the Learning Time time slot to help Ugandan children keep up with the school syllabus after schools were closed. “We know the risks that come with spending a lot of time at home and we hope, through these lessons, our learners will be able to stay plugged into their learning process,” said MultiChoice Uganda head of marketing Colin Asiimwe.

The two-hour lessons aired daily on MultiChoice Uganda’s local content channels, Pearl Magic and Pearl Magic Prime.

Our team in Uganda wasn’t alone in undertaking this type of intervention. The COVID-19 pandemic caused one of the largest disruptions to formal education in history, severely impacting learners and teachers not just in Africa but worldwide.

In South Africa, we supported Woza Matrics, a free-to-air television initiative aimed at supporting the matric learners of 2020 following the disruptions caused by COVID-19. The 12-week Woza Matrics campaign was broadcast on all DStv Packages from 08:00 to 10:00. It was available for all to watch on Catch Up via the DStv app. We also launched a new primary school pop-up channel, Mindset Pop, which featured educational programming covering the entire General Education and Training (GET) phase, including Early Childhood Development (ECD), as well as a key focus on the Grade 4-9 curriculum.

In Mozambique, we launched Telescola on DStv and GOtv. Telescola helped prepare students for the reopening of schools, providing daily classes that covered different levels of education, from primary to adult education and even teacher training.

Ghanaian learners had free-to-air access to Ghana Education Service-approved educational content on the 24-hour Ghana Learning TV channel on the DStv and GOtv platforms.

Meanwhile, MultiChoice Tanzania secured more than 300 hours of approved educational content, which aired on Plus TV. The programmes, in English and Kiswahili, covered the syllabus for primary schools.

The We’ve Got You campaign also allowed active and disconnected DStv and GOtv customers to view a higher package by recharging and reconnecting their accounts.

“WE REALISE THE WORLD AT LARGE IS FACING A LEARNING CRISIS AND RECOGNISE THE NEED TO JOIN GOVERNMENTS’ EFFORTS IN MINIMISING THE DISRUPTION.”
– JACQUELINE WOISO, MULTICHOICE TANZANIA MANAGING DIRECTOR
RAISING AWARENESS TO FIGHT THE PANDEMIC

As the world continues to battle the COVID-19 pandemic, we formed social partnerships to share key messages with the public.

As a group, we’ve lent a hand to those fighting the virus on the front line, we’ve supported our industry, we’ve donated to causes lessening the impact on vulnerable communities – and now we’re focused on putting a stop to the spread of COVID-19 by encouraging our employees, stakeholders and customers to get vaccinated.

We partnered with South Africa’s Solidarity Fund to support their vaccine roll-out campaign, When We Come Together. We shared their messaging on our social media platforms and in promos on our local channels, and integrated it into selected current affairs shows and telenovelas. The campaign tells the stories of South Africans who responded creatively to encourage behaviours to fight the coronavirus.

“The Solidarity Fund aims to reinforce behaviours and plays a key role in providing South Africans with important information on how and where to register for the vaccine, while addressing misinformation that may cause uncertainty,” said Wendy Tlou, executive head of the Humanitarian Response and Behaviour Change Pillars at the Solidarity Fund.

“We are able to drive this messaging by having partners such as MultiChoice who believe in enriching the lives of communities and who strengthen our reach through the support of their broadcast and multimedia platforms.”

In partnership with the United Nations’ #PledgeToPause campaign, we also raised awareness about fake news on COVID-19. Our MultiChoice Talent Factory students created seven public service announcements (PSAs) that were broadcast on our DStv, digital and social media platforms across the continent. We also worked with the World Health Organization to create an educational campaign on COVID-19 in vernacular languages, with a further seven PSAs created and broadcast across Africa. The total value of promoting this campaign on air was approximately ZAR138m.

"THE SOLIDARITY FUND AIMS TO REINFORCE BEHAVIOURS AND PLAYS A KEY ROLE IN PROVIDING SOUTH AFRICANS WITH IMPORTANT INFORMATION".
– WENDY TLOU, EXECUTIVE HEAD OF THE HUMANITARIAN RESPONSE AND BEHAVIOUR CHANGE Pillars At the SOLIDARITY FUND

IT’S NOT JUST A VIRUS WE’RE FIGHTING

The health concerns, money worries, and restricted human connection that resulted from the pandemic and government lockdowns have had a severe impact on the mental wellbeing of people worldwide. In Malawi, MultiChoice partnered with the Malawi Association of Counselling (MAC) to connect Malawians to mental health support through our platform. We aired advertisements to highlight a MAC campaign that offered free telephonic mental health support to our employees and the public at large.
JOINING THE FIGHT TO END GENDER-BASED VIOLENCE

We also used our platform to help organisations connect with communities they would otherwise not be able to reach to raise awareness about their work.

By providing free access to advertise on the DStv platform, we partner with civil society and organisations to address social challenges. In South Africa, People Opposing Women Abuse (POWA), the Department of Social Development (DSD) and Uyinene Mrwetyana Foundation (UMF) could harness our DStv platforms to raise awareness of the scourge of GBV and femicide.

“MOST PEOPLE HAVE TVS, SO THE PARTNERSHIP WITH MULTICHOICE HELPS US ADVANCE OUR WORK AND CREATE AWARENESS IN COMMUNITIES WHERE WE CAN’T PHYSICALLY BE. IN THAT WAY MULTICHOICE IS CONTRIBUTING TOWARDS ENDING GBV AND FEMICIDE.”
– ITUMELENG MOLOKO, POWA COUNSELLING MANAGER

THE YEAR IN REVIEW

AUGUST 2020
FOR WOMEN’S MONTH, WE FEATURED EACH ORGANISATION TO AMPLIFY THEIR PUBLIC PROFILE AND AGENDA

DECEMBER 2020
WE MADE A DONATION TO UMF TO SUPPORT THE FOUNDATION’S PROGRAMME

MAY 2021
EXTENDED OUR PARTNERSHIP WITH POWA AND UMF TO SUPPORT M-Net SHOW STRANGERS YOU KNOW IN HONOURING GBV AND FEMICIDE VICTIMS – A CALL TO ACTION APPEARED AT THE END OF THE SHOW

AUGUST 2021
PROVIDED SIX SOCIAL WORK INTERNS (ON BEHALF OF THE DSD) TO UMF TO BE UPSKILLED
IN TOUCH WITH OUR COMMUNITIES
IN TOUCH WITH OUR COMMUNITIES

As a socially responsible business, we feel a strong connection to our communities and our environment. We see ourselves as an integral part of every community in which we operate and aim to help them grow and develop.

In the past year, we focused on initiatives to reduce our impact on the environment, uplift local artists, and provide much-needed relief to vulnerable communities devastated by the COVID-19 pandemic.
OUR COMMUNITIES

ENRICHING LIVES...

THROUGH ART
In the 25 years since its inception, MultiChoice Mozambique has continuously used the power of entertainment to enrich lives, which includes supporting the country’s creative industry.

MultiChoice Mozambique, in partnership with the Ministry of Culture and Tourism and through the National Museum of Art, contributed to putting on the “Times and Routes in 3D” exhibition.

The event promoted renowned practitioners of Mozambican plastic arts, whose paintings and sculptures raised the profile of the country’s art.

BY CARING FOR THE ENVIRONMENT
Examples of our environmental efforts can be found in Ghana and Namibia. Employees of MultiChoice Ghana joined millions of Ghanaians in planting trees as part of Green Ghana Day on 11 June. The target for the day was to plant and nurture five million trees countrywide.

MultiChoice Ghana managing director Alex Okyere led his team’s participation in the Green Ghana Tree Planting project, planting one of 11 seedlings that included mahogany, mango and coconut at the MultiChoice head office in Accra. To reduce water usage, MultiChoice Ghana installed an eco-friendly water recycling plant. The fully automated standalone unit enables recycling of all processed water at the MultiChoice Ghana premises. The treated water is used to saturate the soil and water the plants and grass, helping us protect the environment while saving on our water bill.

MultiChoice Namibia collaborated with NamiGreen to safely discard electronic waste (e-waste) material. E-waste bins will be available at all our branches and agents across Namibia.

The partnership aims to recycle electronic materials no longer in use and equipment that has reached the end of its lifespan, such as old DStv and GOtv decoders, which are made largely from recyclable components.

BY PROVIDING FOR BASIC NEEDS
Food shortages are a reality, especially in impoverished communities that were hit hard by the COVID-19 lockdowns as well as the violent looting in parts of South Africa that caused supply shortages.

In addition to the food parcels we gave to families in vulnerable communities, we partnered with Gift of the Givers to assist 1100 of our affected employees, agencies and installers in KwaZulu-Natal by delivering food parcels to them. We also supported 89 DStv agencies and installers in Gauteng. Each parcel serves a family of four for up to a month.
During the height of the pandemic, MultiChoice partnered with NGO JAM SA to provide food parcels to households that had no income because of COVID-19.

“You would’ve thought by now that our interventions would be more about development than food relief, but the reality is food relief is essential,” says JAM SA national programme manager Tumi Moalafi. “We can bring all types of interventions but if children are hungry, they cannot learn, they cannot play.”

Before COVID-19, JAM SA supported 127 000 beneficiaries with meals served at schools, but this number dropped to around 87 000 during the pandemic as many parents could no longer afford to send their children to school.

MultiChoice stepped in, fully funding a month’s worth of food for almost 3 000 families of four in the Eastern Cape, Free State and Gauteng.

“It was really emotional for these communities that were in survival mode during the pandemic,” says Tumi. “They were living in devastating conditions when we came in to try and assist. It was more than food for them – it was really a beacon of hope because someone had remembered them.”

The collaboration with MultiChoice also helped JAM SA to establish new provincial connections. “The beauty of the MultiChoice intervention wasn’t just the food but the collaboration they brought in with different departments and stakeholders. We couldn’t have reached all of those beneficiaries, especially in communities where we’d never operated before, had it not been for MultiChoice.”

For Tumi, this initiative was a reminder of how important CSI efforts by large corporates are. “Governments can’t do it on their own – the need is just too great. NGOs really need these initiatives. We say that we are trying to reach one child at a time, and food is a priority because there are still so many households that need it.”

“WE CAN BRING ALL TYPES OF INTERVENTIONS BUT IF CHILDREN ARE HUNGRY, THEY CANNOT LEARN, THEY CANNOT PLAY.”

– JAM SA NATIONAL PROGRAMME MANAGER TUMI MOALAFI
CREATING OPPORTUNITIES
CREATING OPPORTUNITIES

Youth unemployability is a major challenge on our continent as more and more young people are leaving school or tertiary institutions with little to no hope of finding a job due to a lack of skills and experience.

We are driven to bridge the gap between school-leavers and graduates and the working world. As the pressure grows on employers to help young people develop skills, we have thrown our weight behind initiatives to uplift disadvantaged black youth and women. We collaborated with like-minded businesses in South Africa to invest in the Youth Employment Service (YES), opened our doors for internships and learnerships, and offered training to young Nigerians interested in tech.
The government can’t solve the problem of youth unemployment on its own. As one of the biggest employers on the continent, we embrace our role in connecting youths with career opportunities, starting with work readiness training.

The YES initiative, which calls on business to help the government provide work experience for unemployed youth, is an initiative that makes this possible. This is the second year we’re taking part in the programme, with learners from all nine provinces receiving training, a stipend, and employment opportunities at MultiChoice or externally. 

In addition to the 400 opportunities created previously:

- **300 Learners Recruited**
- **75 TVET* College Students: HR, Finance, Marketing, Law & IT Internships**
- **225 Matriculants and Unemployed Graduates: ICT Learnerships**

*TECHNICAL VOCATIONAL EDUCATION AND TRAINING*

---

**Case Study | When Opportunity Knocks**

Dimakatso Matsonyonyo, who was selected to be part of the YES programme this year, says it lifted her spirits and enriched her life. “Before the YES initiative I was depressed because I was sitting at home and not working. This programme gave me hope again because now that I’m earning a salary, I am able to support my family and myself.” Dimakatso was struggling to make ends meet as she was unable to find a job and earn an income that would support her family. “Now, I want to do things that will keep my family out of poverty,” she says.

Inspired by the opportunity she’s been given, Dimakatso urges her fellow youths: “Always knock! The doors are there, you just have to knock. Eventually they will open.”

“This programme gave me hope again because now that I’m earning a salary, I am able to support my family and myself.”

- **DIMAKATSO MATSONYONYO, YES BENEFICIARY**
In the face of the global pandemic, the MultiChoice Talent Factory relied on virtual platforms to connect with interns across the continent. In South Africa, MTFza held its first virtual graduation for 14 bright, young and talented storytellers. The four original films produced by the graduates were broadcast on Mzansi Magic (DStv channel 161) and made available on DStv Catch Up.

We see the value in opening our doors for youths to build the skills within our industry, shaping the professionals who will lead video entertainment in the future.

In addition to getting involved in work readiness initiatives, we actively develop black talent through internships and graduate programmes, focusing on fields connected to our business such as production, digital transformation and data science. We are passionate about cultivating the skills needed for African storytelling to be successful and sustainable.

**Creating Opportunities**

**Connecting the Present to the Future**

**Our Contribution to Developing the Skills of SA’s Youth**

**ZAR33 Million**
Invested in Bursaries

**268 Bursaries**
Funded for employees, children of employees, and external applicants

**20 Graduates**
In the Data Science Programme
MultiChoice Nigeria has formed partnerships with young Nigerians to drive business growth, build enterprises that create jobs and pave the way for economic empowerment.

**NGN162 MILLION INVESTED IN CANVASSER SCHEME SINCE INCEPTION**

Staying true to the philosophy of improving our DStv and GOtv service while contributing meaningfully to developing our communities, MultiChoice Nigeria’s Sabiman and Canvasser schemes provide young Nigerians with technical training to resolve GOtv service issues. Sabimen go door to door to fix connection issues and renew subscriptions through e-payment platforms, while the Canvassers provide customers with information to make GOtv products more accessible to subscribers.

“**A CAREER AT MULTICHOICE WILL ENRICH YOUR LIFE FOR GOOD. I SAY A VERY BIG THANK YOU TO GOTV NIGERIA FOR MAKING ME A BETTER PERSON, FOR GIVING ME A LIFE AFTER MANY LOST HOPES. MULTICHOICE WILL CHANGE YOU POSITIVELY IN ORDER TO MAKE MAGIC.**”

— AGHADIUNO CHIAMAKA BENEDICTA, AN ONITSHA-BASED SALES REPRESENTATIVE
SUPPORTING & GROWING ENTREPRENEURS
Small businesses are the lifeblood of African economies. We support small businesses through the MultiChoice Innovation Fund, helping entrepreneurs to start their own businesses in South Africa. Our preferential procurement policy also enables us to contribute to their growth.

For us, the need to keep our customers connected is an opportunity to create businesses across the continent, which we do through our installer network, independent service providers, independent content producers and our entire value chain. We use the power of video entertainment to enrich lives by connecting entrepreneurs to opportunities that will help their businesses grow and create more jobs.
**FAST-TRACKING THE GROWTH OF CONNECTED ENTERPRISES**

We believe that supporting entrepreneurs is key to the growth and sustainability of South Africa. Through the MultiChoice Innovation Fund, we allow innovation, creativity, and transformation to thrive.

The MultiChoice Innovation Fund connects black majority-owned start-ups and small businesses in the technology, e-commerce, digital content, film and media space to the support they need to become industry leaders and create jobs.

**CASE STUDY | BRINGING TOWNSHIP BUSINESSES AND CUSTOMERS CLOSER TOGETHER THROUGH TECH**

With the help of the MultiChoice Innovation Fund, Swypa Delivery is expanding its reach to give more people access to their favourite township cuisine at their fingertips.

The idea for Swypa was sparked during Thabang’s time working as a journalist for community newspapers that were then run by her future business partner. “We used to profile different types of businesses within the township and realised that there was a gap in the market for a delivery service in the township. Swypa has given a lot of businesses a broader reach in terms of their client base, and we’ve contributed to growing an online township economy.”

**TAKING IT FURTHER**

Since launching in 2019 amid much hype, Swypa has grown rapidly. Their fleet of four delivery scooters soon grew to nine, and when the company received financial backing from the MultiChoice Innovation Fund, they invested in six more scooters to handle the increasing volumes. The funding also allowed them to set up a call centre with world-class equipment, employ more people, and develop a custom-made app to replace WhatsApp for Business as the ordering platform.

The Fund’s support went beyond financial aid, adds Thabang. Specialist advice and monthly check-ins with business advisors have boosted Swypa’s growth and ensured that the funds are well spent. “It’s one thing to give a person money but contributing to the overall health of the business has been immensely helpful.” Thabang and Boitumelo plan to expand the service to Soweto, followed by areas such as Katlehong, Vosloorus and eventually Mamelodi.

“Swypa has given a lot of businesses a broader reach in terms of their client base, and we’ve contributed to growing an online township economy.”

---

**MULTICHOICE INNOVATION FUND**

ZAR252 MILLION INVESTED TO DATE

10 NEW BUSINESSES JOINED THE FUND THIS YEAR

47 NEW JOBS CREATED THIS YEAR
EMPOWERING OUR AGENCIES AND INSTALLERS

Our customers are at the heart of everything we do, and our DStv Service Centres and DStv Accredited Installers are the ties that keep us connected to them.

At a time when people seek trustworthy information and uplifting entertainment, we’ve been able to meet this need and grow our presence throughout the continent to bring our services closer to our customers. This is made possible by our network of Accredited Installers, who assist customers by installing decoders and any other hardware needed to gain access to our entertainment universe. Our DStv Accredited Installer network plays a vital role in our commitment to enriching lives as it creates small businesses and thousands of jobs. Similarly, we’re growing the number of DStv Service Centres across the continent, which helps us offer more convenience to our customers while providing opportunities for business owners and creating jobs.

SOUTH AFRICA:
110 INDEPENDENT SERVICE PROVIDERS (AGENCIES)
1 240 INSTALLERS (EMPLOYING 3 827 PEOPLE)

REST OF AFRICA:
2 723 INDEPENDENT SERVICE PROVIDERS (AGENCIES)
5 173 INSTALLERS
The inspiring stories of how our installers and independent service providers grabbed the opportunities in front of them and ran with them – to grow from being employees to business owners – carry the message of hope, tenacity, and drive. We highlight two of these incredible journeys.

BASIL BROWN

In Namibia, Basil’s will to serve his community led him to start doing DStv installations for MultiChoice customers in his town, Keetmanshoop. As his business grew, he was able to employ more people, and today his crew comprises five employees. Basil’s drive to care for those around him aligns with MultiChoice’s purpose of enriching lives. For the past six years, his business has provided meals and other items to old-age homes. He has assisted local schools and provided donations to those in need during the COVID-19 pandemic. He even paid for the materials needed to repair the pavement outside his store to prevent pedestrians from falling and hurting themselves.

“My dream is just to make people happy.” – BASIL BROWN

CLIVE MHURI

In Zimbabwe, DStv agent Clive co-owns his business with his wife, Scholastica. Clive hails from the Zvishavane area, where he was orphaned at a young age.

The relatives raising him couldn’t afford his school fees, so Clive took on part-time work at a local school to cover the costs. He did well at school, especially in mathematics, and his teacher offered to assist him with his school fees up to O Levels. He then completed a teacher training course but was unsuccessful in finding work as a teacher.

He resorted to becoming a cross-border trader, travelling between Zimbabwe and South Africa to sell anything needed in the market.

“One day someone requested that I find a decoder,” says Clive. “I wasn’t sure what this was, but I made enquiries and was able to supply the customer with a decoder. Little did I know that sale was going to change my life forever.”

As the demand for decoders grew, Clive watched and learnt from friends who installed DStv-receiving equipment. He was soon able to earn an income by providing the service to customers.

Through hard work, consistency and perseverance, Clive and Scholastica have gone on to become one of Zimbabwe’s most outstanding MultiChoice Accredited Agents. Their business has five branches and Clive is committed to achieving even greater things.

“Little did I know that sale was going to change my life forever.” – CLIVE MHURI
DIVERSITY
DIVERSITY

A strong connection exists between our purpose – enriching lives – and our commitment to improving diversity. This includes diversity in the workplace, our industry, the voices we amplify, and in economic participation.

We’ve made a lot of progress in our broad-based black economic empowerment (BBBEE) journey, we support black- and woman-owned suppliers in the entertainment industry, and we continue to uplift the women in our organisation.

DIVERSITY AND INCLUSION BY NUMBERS

7 028 EMPLOYEES FROM 81 NATIONALITIES

EMPLOYEES:
47% WOMEN
53% MEN

LEADERSHIP TEAM:
39% WOMEN
61% MEN
DIVERSITY

EMBRACING TRANSFORMATION

As MultiChoice, we believe in broad-based empowerment that makes a real impact in the lives of our communities.

“Broad-based” defines our BBBEE philosophy. We’ve made it our mission to get involved in and lead initiatives that broaden empowerment to benefit as many South Africans as possible.

Our journey to becoming a level 1 BBBEE company required hard work and dedication to enriching lives. We continue to make a substantial contribution to the communities in which we operate – our transformation, CSI, job creation and empowerment efforts are all connected to transformation goals.

We support black majority-owned start-ups and small businesses in the film, TV, media and tech industries through the MultiChoice Innovation Fund. Our procurement spend is committed to BBBEE-compliant suppliers and we aim to uplift proudly South African brands by procuring from black- and woman-owned small and medium-sized businesses (SMMEs).

ZAR11.5 BILLION
SPENT ON LOCAL SUPPLIERS

ZAR2.3 BILLION
SPENT ON SUPPLIERS THAT ARE AT LEAST 30% BLACK WOMEN-OWNED

ZAR615 MILLION
SPENT ON SUPPLIERS THAT ARE 51% BLACK YOUTH-OWNED (18-35 YEARS)

ZAR3.3 BILLION
SPENT ON SMALL AND MEDIUM ENTERPRISES
Our Phuthuma Nathi share scheme gives black South Africans a chance to indirectly own a stake in MultiChoice South Africa.

We value our connection with our empowerment shareholders. The Phuthuma Nathi share scheme fits in with our goal to transform our industry and the South African economy. Phuthuma Nathi is one of the most successful BBBEE schemes in South Africa. It has been paying dividends since it was incorporated in 2006. Shareholders have used their dividends for different things based on their personal circumstances. This includes educating children, saving for retirement, providing a home for families, and improving the lives of many.

PHUTHUMA NATHI BY NUMBERS

25% SHAREHOLDING IN MULTICHOICE SOUTH AFRICA

80 229 BLACK SHAREHOLDERS (AS AT 31 MARCH 2021)

ZAR14.9 BILLION IN DIVIDENDS PAID SINCE INCEPTION
We’re driven to create opportunities as well as an inclusive environment where women can reach their full potential.

Connecting our working environment with the needs of talented women is one of the ways in which we attract and develop female employees, enabling them to build thriving careers in our industry.

In line with our purpose to enrich lives, we’re driven to create opportunities as well as an inclusive environment where women can reach their full potential. We support and encourage a network of female leaders in all areas of the business to push for necessary changes to our ways of working that will benefit female talent in all our markets. Recently we’ve seen the appointments of Fhulu Badugela as CEO of MultiChoice Africa and Yolisa Phahle as CEO of General Entertainment and Connected Video.

“AS A BUSINESS, DIVERSITY IN THE WORKPLACE IS A TOP PRIORITY. WE NEED TO START NORMALISING THE FACT THAT WOMEN BELONG IN ALL INDUSTRIES. AND NOT ONLY DO WE BELONG – WE CAN COMPETE AND LEAD.” – LORATO MWAPE, MULTICHOICE BOTSWANA MANAGING DIRECTOR
Meet two inspiring women in Botswana who are excelling in roles that many would – incorrectly – only associate with men.

**BUHLE NCUBE**

Buhle, a 30-year-old wife and mother of two, has firmly cemented her position as a technical specialist. Her love for mathematics and insatiable desire to get things done pushed her to answer MultiChoice Botswana’s call for installers in 2020.

“There are so many things I love about being an installer, like being able to complete a neat, full and quality installation for a customer. But most importantly, crushing expectations held by customers who cringe with fear as they watch a woman climbing a ladder to install and fix a heavy satellite dish to perfection,” she says.

Buhle aims to empower other young Batswana women to take on roles they’re not normally expected to fulfil. As a mentor to young women in her industry, she looks forward to seeing a better gender balance in the satellite technology arena.

**PHATSIMO THOLO**

Phatsimo, a Customer Service Representative, is all too familiar with the challenges of being an African woman working in a tech-oriented sector. Her competency, skill and intellect are sometimes called into question by customers not expecting to deal with women in the tech space. “Some customers, specifically men with higher social standings or seemingly more important occupations, think women don’t understand technical queries. They believe we should be doing office work, and doubt our ability,” says Phatsimo.

“Sometimes they even argue with us and demand to see a male colleague. But when he gives them the same advice, they change their tune. This can be demoralising sometimes, but I’ve adopted my own way of dealing with such situations.”

Her approach includes being patient with the customer, really listening to them to understand their query or problem, and constantly improving her product knowledge to remain confident in her ability to assist them.

“We can do anything a man can do, so I don’t feel put down by customers like this. When you know what you’re doing and you’re confident in that ability, and love what you do, you can do anything. Improving your knowledge is a critical part of this, though, because knowledge really is power.”

Phatsimo also turns to her supervisor for guidance and acknowledges the positive impact having a strong female role model has had.

“WE CAN DO ANYTHING A MAN CAN DO!”

– PHATSIMO THOLO
GROWING THE TALENT PIPELINE
GROWING THE TALENT PIPELINE

To stay at the top of our game, we need to ensure that we constantly develop the skills of future talent. These up-and-comers connect with our customers by telling authentic African stories, entertaining passionate sports and music fans and enriching the lives of their communities.

Through initiatives such as the MultiChoice Talent Factory (MTF), Let’s Play, the DStv Diski Challenge, SuperSport United Academy, the DStv Schools Netball Challenge, and our sponsorship of a Research Chair in Machine Learning at the University of Pretoria, we contribute to the development of skills, creation of jobs and small businesses, promotion of discipline and wellbeing, and building of strong foundations for successful careers.

INVESTING IN FUTURE TALENT

MTF TRAINED
206 STUDENTS
OVER THEPast
SIX YEARS

MORE THAN 1.5M
LEARNERS REACHED
THROUGH LET’S PLAY
TO DATE

62 MTF GRADUATES
(20 IN SA & 42 IN
REST OF AFRICA) NOW
OWN PRODUCTION
COMPANIES
CONNECTING THE NEXT GENERATION OF STORYTELLERS

Through the MTF, we use the power of video entertainment to grow the next generation of storytellers, helping them to hone their talents and connect with the people who will be pivotal in their career ambitions.

MTF invests in Africa’s creative industry to grow a pipeline of African storytellers. It includes a 12-month filmmaking internship programme offered through film academies, masterclasses for training and upskilling industry professionals, and a pan-African digital networking portal for creatives. The programme includes producing films for broadcast on M-Net’s local channels and Showmax. The MTF Academy in South Africa also launched a scriptwriting incubator programme – a first for Africa.

Lesedi Phaahla’s passion for writing started at school. “I really loved acting but grew tired of the prescribed text, so I decided to start writing my own stuff. I didn’t think writing would be a possible career choice until much later in life.” Through the Scriptwriting Incubator, he learnt how shows are put together, how scripts are written and the importance of keeping a consistent tone over 200 episodes – all things he hadn’t considered before.

“It was a great experience. I got to meet people who are very influential as well as interact with people working at MultiChoice who would otherwise have been inaccessible to me. The Incubator helped me learn who the different people are in the industry, how to communicate with them and how to build those connections up. My hope is that I will continue with these connections after the programme is done,” says Lesedi. He was inspired by the expertise and knowledge being passed down to the MTF interns through the Academy. “There’s nothing better out there to prepare you for the realities of being a writer. I really hope that many more aspiring writers will get to be part of this programme.”
CATCHING UP WITH MULTICHOICE TALENT FACTORY ALUMNI

The MTF programme is all about empowering students to access opportunities in the industry once they graduate. A recent survey found that most MTF alumni are economically active, with the vast majority working in the film and video entertainment industry. While some alumni are self-employed, others own production companies that produce content for M-Net channels and Showmax.

MOSES AKERELE
Moses has excelled in the Nigerian entertainment industry. He has written and contributed to books, poems and scripts for films, television and web series, and made his acting debut in the international MTV series Shuga. He has also won awards across continents for his directorial work.

Moses is co-director of Alo 365 Media Limited, an audiovisual content creation and production firm with a flair for telling unique human and brand stories. He co-founded the company with fellow alumna Sonia Nwosu.

CISSY NALUMANSI
Based in Kampala, Uganda, Cissy is now the owner of film production company Jungle Rains Productions. Upon graduating from MTF, she received a fully paid internship at Africa Magic in Nigeria. Since then, she has contributed to award-winning series and films as writer, director and soundtrack artist.

Some of Cissy’s more recent work includes Sanyu and Mama and Me, which both aired on DStv Pearl Magic Prime, and Namuddu, a feature film commissioned by M-Net on which she is collaborating with fellow MTF alumni.

MASUZYO MWALE
As he works towards his dream career as a television and movie director, Masuzyo, a resident of Lusaka, Zambia, is excited about sharing distinct narratives in the video entertainment industry.

He’s currently working on Nyami, a 13-part mystery horror miniseries.

MTF ALUMNI WORKING ON M-NET OR SHOWMAX PRODUCTIONS

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nigeria</td>
<td>9</td>
</tr>
<tr>
<td>Zambia</td>
<td>5</td>
</tr>
<tr>
<td>South Africa</td>
<td>49</td>
</tr>
<tr>
<td>Uganda</td>
<td>3</td>
</tr>
<tr>
<td>Ghana</td>
<td>2</td>
</tr>
<tr>
<td>Kenya</td>
<td>7</td>
</tr>
</tbody>
</table>
NURTURING OUR FUTURE SPORTS STARS

We use our connection to the sports industry to uplift the communities in which we operate and contribute to building the future sporting talents on the continent.

DSTV DISKI CHALLENGE

The DSTV Diski Challenge bridges a gap to make it possible for young players from the reserve teams to break into the Premier Soccer League (PSL). But the fast-tracked development goes beyond the sportsmen. For those who prefer to be behind the cameras, there’s an opportunity to help produce the soccer matches that are broadcast live into the homes of millions of soccer fans.

MultiChoice and the PSL have also used the competition as a catalyst to grow the capabilities of six community TV stations by giving them free broadcast rights to the DSTV Diski Challenge.

“THE DSTV DISKI CHALLENGE GAVE ME A PLATFORM TO SHOWCASE MY TALENT AND TO BE RECOGNISED.”

– KAIZER CHIEFS MIDFIELDER SABELO RADEBE
We launched the national DStv Schools Netball Challenge for players aged 16-19 in secondary schools countrywide. The tournament aims to take South African Schools Netball (SASN) to a new level and give future stars a chance to be noticed by sporting scouts.

It has also provided an opportunity for young broadcasters to develop their skills in sports productions as games were broadcast live on SuperSport.

As part of the Challenge, MultiChoice partnered with SASN to offer developmental training to coaches and coordinators across the school netball ecosystem. Industry experts trained 127 coaches and administrators online.

The Academy develops future professional football stars by setting them up with full boarding and lodging, world-class coaching, medical attention, life skills, media training and educational and sport science support. This year, Academy activities were limited due to COVID but there were still highlights, including winning the 2021 Ekurhuleni Cup. The coaches were upskilled through courses run by a qualified instructor from the Royal Dutch Football Association (KNVB).

| 25 FULL-TIME PLAYERS LIVING ON THE ACADEMY’S PREMISES |
| 7 MATRICULANTS CURRENTLY HOUSED IN THE ACADEMY |
| 3 PLAYERS JOINED OTHER PSL AND NATIONAL FIRST DIVISION FRANCHISES THIS YEAR |
| 3 ACADEMY GRADUATES CURRENTLY IN U23 SQUAD |
| 6 ACADEMY GRADUATES FROM DIFFERENT YEARS SELECTED FOR SENIOR NATIONAL SQUAD |
| 4 PLAYERS IN U17 AFRICAN CUP OF NATIONS SQUAD |
| 5 PLAYERS AT NATIONAL U20 LEVEL |
| 2 PLAYERS GRADUATED TO SENIOR TEAM THIS YEAR |
Let's Play gives young people the opportunity to participate in sport activities. Over the past 15 years, Let's Play has reached more than 1.5 million children in thousands of schools and communities to improve their overall wellness through social and physical stimulation.

The Let's Play Learnership programme focused on sport coaching and leadership development for 100 unemployed youth. Despite COVID-19 restrictions, learners were innovative in performing practical exercises and testing skills in safe family bubbles.

Our R10 million investment in the Let's Play learnerships is sure to yield many more sporting positives in the future.

Let's Play – Playing Fields Project

4 Multipurpose Sports Courts built in Mpumalanga, Eastern Cape and Northern Cape

3 360 Learners now have access to five different sports: hockey, five-a-side soccer, tennis, volleyball and netball

Case Study | Developing a Passion for Play

Ten-year-old Faith Ntuli, one of the children who was introduced to sport through Let’s Play, quickly grew to love netball. Faith’s school, Thuthuka Primary School in Thembisa, received a Let’s Play multipurpose sports court that now enables the school to offer netball, five-a-side football, modified hockey and volleyball in a state-of-the-art facility.

Faith plays netball regularly with her friend Buhle and her classmates. “Before the construction of the multipurpose pitch, all we had was a dusty ground with a few patches of grass here and there. Let’s Play built a special field so now we can play happily, and no one gets injured,” she says. Faith is also looking forward to learning how to play hockey and volleyball, which are all new sporting codes for her school.

My First Swing

Having recently signed on one of South Africa’s next great female golfers, Nobuhle Dlamini, as an ambassador for the Let’s Play programme, we launched the My First Swing campaign to build interest in golf among 7-12-year-olds from rural and township communities.

More than 1 500 golf clubs have been collected in the first phase of the campaign, a used golf equipment collection drive in partnership with The Pro Shop. Phase Two of the campaign will see Nobuhle travel around South Africa to host clinics to introduce the game to kids who’ve had little to no exposure to golf.
INVESTING IN OUR EMPLOYEES’ CAPABILITIES

One of MultiChoice Group’s strategic pillars focuses on employee development. We continue to foster the development of skills needed for operational excellence.

For MultiChoice to be sustainable and maintain its position as Africa’s leading video entertainment company, we must continue enriching lives and creating opportunities to develop talent, skills and diversity – and that includes within our business. Through training, bursaries and mentorship, MultiChoice invests in growing our employee skills and expertise while helping other stakeholders in our network to do the same within their organisations.

ZAR212M INVESTED IN SKILLS DEVELOPMENT

MULTICHOICE ACADEMY:
103 349 COURSE REGISTRATIONS
81 235 COURSES COMPLETED
194 203 HOURS OF LEARNING

1 859 EMPLOYEES FORMALLY TRAINED

LEADERSHIP DEVELOPMENT

10 LEADERS PARTICIPATED IN CHAIRMAN’S TOP LEADERS PROGRAMME

77 LEADERS PARTICIPATED IN SENIOR LEADERSHIP PROGRAMME DELIVERED IN PARTNERSHIP WITH DUKE INTERNATIONAL

101 JUNIOR, MIDDLE AND SENIOR MANAGERS PARTICIPATED IN LEADERSHIP PROGRAMME CO-DESIGNED WITH HENLEY BUSINESS SCHOOL

530 MANAGERS ATTENDED THE MANAGEMENT ESSENTIALS PROGRAMME

CASE STUDY | BUILDING OUR STRENGTH FROM WITHIN

Accounts Assistant Janet Phiri Baluwa started working at MultiChoice Malawi as an outbound customer care representative in 2018. A few months later she was promoted to her current role. “At first, I thought the role would only be managing petty cash, preparing and posting payments, but over the years I’ve come to understand that my job offers more than that,” says Janet.

She’s realised how important it is to maintain a good working relationship with our suppliers as this affects the image of the business.

COVID-19 forced Janet to change the way she works, and she now spends most days working from home. “Adapting and adjusting hasn’t been easy because some of my work needs to be done at the office.”

Janet is motivated by all successful women. “They’ve set the bar for us young ladies, reminding us that we can do better, and we can be whatever we want to be as long as we work hard and never give up. The sky’s the limit!”
**TALENT PIPELINE**

**GIVING RISING STARS A HEAD START**

Through our variety of local programmes, we offer a platform that raises the profile of African talent, providing a springboard into a successful career in entertainment.

**CASE STUDY | KICK-STARTING A MUSIC CAREER**

Ammara Brown was thrust into the spotlight when she appeared in the inaugural season of *Idols Africa* on DStv. Today she’s a multi-award-winning singer, instrumentalist, dancer, songwriter, producer, actress, brand ambassador and philanthropist who has shared the stage with the likes of Oliver Mtukudzi, Kirk Franklin, Hugh Masekela, HHP, P-Square and Lira. She has also been part of international festivals, appeared in the award-nominated musical *Colour Me Human* in South Africa, and was on the judging panel for reality TV series *Old Mutual Amazing Voices*, which aired in South Africa, Ghana, Kenya, Nigeria and Zimbabwe.

Ammara is a shining example of how our investment in skills development within Zimbabwe’s creative industry can help young up-and-comers develop their talent and launch successful careers.

**FOSTERING DIGITAL TALENT FOR THE FUTURE**

Through our partnership with the University of Pretoria, we are growing our pool of engineering talent who will help us build our digital future.

The Multichoice Chair of Machine Learning partnership with the University of Pretoria, founded in 2018, continues to foster highly skilled talent in the field of artificial intelligence, and specifically machine and deep learning.

This Research Chair is fully funded by MultiChoice, and acts as a bridge between the two partners to guide them on the projects and research topics to be chosen for sponsorship.

Currently we have six postgraduate and one undergraduate student working on relevant machine learning research topics. We have also sponsored female Grade 11 and 12 learners interested in engineering and computer science to attend a week-long programme on machine learning.

We are committed to growing the continent’s talent pipeline by focusing on the youth, women, and those from previously disadvantaged backgrounds. We continue to have an impact not just on the sports field and in the creative industry but also through initiatives connected to our digital future such as technology and management capabilities that will help our business globally.
TELLING AFRICAN STORIES
TELLING AFRICAN STORIES

We connect our customers and our continent by delivering local sport and authentic local stories. We invest significantly in local-language movies, series, telenovelas, sitcoms, soap operas, sports broadcasts and magazine shows.

We’ve also invested in regional TV stations, giving them the latest broadcast equipment and skills needed to produce and broadcast local stories that are relevant and informative.

INVESTING IN OUR LOCAL STORIES

- PROGRAMMING IN 41 LANGUAGES
- DEDICATED LOCAL CONTENT CHANNELS IN 10 MARKETS
- 4,567 HOURS OF LOCAL CONTENT PRODUCED THIS YEAR
- LOCAL CONTENT LIBRARY EXCEEDS 62,000 HOURS
- 42% OF GE CONTENT SPEND IS ON LOCAL CONTENT
We believe in using our entertainment platforms to give Africa a voice and to empower our people to tell African stories – locally and on the international stage.

We work with industry players across Africa to deliver compelling local-language content and channels. Our country-specific content uses in-country talent to tell these stories. We also take African stories to the global stage through international co-productions. In addition to the international exposure, these co-productions help develop local production skills.

TV was an important connector for filmmaker Onkabetse Reikeletseng, or Onx, as he’s affectionately called. He says it brought his family together daily and it has inspired him to build a thriving career.

In 2018, when Zambezi Magic called for local production houses in Botswana to submit proposals for the production of Date My Family Botswana, Onx’s love for TV motivated him to do just that.

With the assistance of the 16 Batswana he employed directly and indirectly at Motion Blur, Onx successfully delivered 13 episodes of Botswana’s first-ever homegrown reality dating show. As he continues to work on other productions, Onx says his experience with Zambezi Magic and M-Net has been instrumental in helping him connect with influential role players in the filmmaking business.

“MultiChoice, Zambezi Magic and M-Net taking a chance on a kasi guy from the ghetto made me realise that nothing is impossible, and I’m forever grateful to MultiChoice for that,” says Onx.

“At MultiChoice Botswana, we’re extremely passionate about empowering our own in the creative industry and telling local stories and allowing our people to flourish in this space,” says Thembisile Gwaimba, Corporate Affairs Manager at MultiChoice Botswana.

“We live by the motto #ReMoteng, which represents our commitment to being a business that seeks to grow Batswana, and is invested in Batswana, and Onx is a stellar example of our attempts at bringing this to life.”
OUR FOCUS ON SPORT

We continue to invest in sport and the platforms needed to bring it into our customers’ homes.

Live sport is the ultimate connector, bringing together fans who back their teams through victory and defeat, teammates who work as a united force, countries that feel a sense of pride in seeing their nation’s colours on the field, and communities that share viewing experiences.

SuperSport is the biggest funder of sport in Africa. We invest in local football leagues by paying broadcast licence fees and upskilling local administrators and production crews. Our investment helps to improve the stability and sustainability of federations, teams and players.

BRINGING FOOTBALL FANS CLOSER TO THE GAME

We teamed up with the Football Association of Zambia to broadcast the Zambia Super League. Zambians can now watch the best of Bola Yapa Zed on DStv and GOtv channels. Our relationships with government and other strategic partners have made it possible to train TV presenters as well as technicians on live production. We also supported the women’s national football team, the Copper Queens, at the 2020 Tokyo Olympics with a sponsorship worth US$20 000.

In South Africa, our broadcast partnership with the PSL is important to the success of the league and attracts millions of viewers. A key development this year was our sponsorship of the PSL Premiership, which was rebranded as the DStv Premiership.

Meanwhile, MultiChoice Ethiopia acquired the rights to broadcast the BetKing Ethiopian Premier League, offering all Ethiopians the opportunity to enjoy football through DStv. The BetKing Ethiopian Premier League is currently being produced by a Kenyan team, but MultiChoice plans to transfer the production to Ethiopians in the near future. SuperSport has already started collecting CVs and will soon be training and recruiting Ethiopians. This process will consider the role of women in every department of production, commentary and analysis.
We provide the latest broadcast equipment and training to regional TV stations on DStv, enhancing their ability to produce local stories that connect with their local audiences.

There are currently six South African regional TV stations on DStv. We provide them with the latest broadcast equipment, training in production, business education and management, as well as funding to produce local stories.

In June this year, Newzroom Afrika entered into an agreement with 1KZN TV and Mpuma Kapa TV to provide news in KwaZulu-Natal and the Eastern Cape. To support this initiative, we gave each regional station a grant to improve their news coverage capability and establish news bureaus in the respective provinces. These grants cover production equipment such as cameras, lighting, sound and computers, as well as training and technical support. Delivering a channel is complex, with many interconnected elements that cost money and require regular management and maintenance, says Njabulo Shange, Technical Manager at 1KZN TV.

“The partnership with Newzroom Afrika will allow 1KZN TV to move to the next phase of broadcasting and possibly have their own morning live show,” he adds. “We already changed our news bulletin from 15 minutes to 30, which is a direct benefit and something we wanted to do over the past few years, but we were limited in terms of resources. All electronic news gathering crew will receive up-to-date equipment to send live feeds while on location.”