



COSAFA SPONSORSHIP ANNOUNCEMENT

PPC set to paint North West “red” through COSAFA U20 sponsorship

7 December 2016 will see some of the continent’s rising soccer stars take to the field at the Moruleng Stadium in the North West at the official kick-off of COSAFA U20 2016. Sponsored by PPC, this year’s tournament already has all the makings of a must-attend event: the hottest up-and-coming African and local talent; guest appearances by ambassadors Dipsy Selolwane and Steve Lekoelea; and, best of all, great competitions and activations before and during the action-packed 10 days...

Set to wow audiences across the continent, this year’s COSAFA U20 tournament features some of the continent’s hottest rising talent. “With teams from 14 countries including South Africa, Zimbabwe, Botswana and the DRC all competing for top honours, PPC is extremely excited to be sponsoring the 2016 tournament,” says PPC General Manager: Marketing Services Sibongile Mooko. “Over the next two weeks, residents of and visitors to the North West can look forward to PPC painting the province red as we get ready to welcome the teams and their fans to the region – and set the stage for a showcase they’ll never forget!”

With COSAFA U20 seen as a critical breeding and battleground for up-and-coming players set to break into the PSL, Mooko notes that the tournament’s development goals and objectives are aligned with those of the brand – making for an ideal fit. “As an African brand with a continental footprint, PPC sees this sponsorship as a key means of contributing to Africa’s development, specifically in terms of the teams and communities, and greater countries the tournament touches. The sponsorship speaks to our appreciation that to build or create anything of quality takes time, and that ‘quality matters’ in all we do.”

While activations and competitions will see soccer legends and 2016 COSAFA U20 ambassadors Dipsy Selolwane and Steve Lekoelea signing autographs and taking part in coaching clinics, the tournament is about far more than 7 – 16 December for PPC. “As a brand that sponsors sporting events and assets throughout the continent, we understand the value of sport as a social enabler. Through our sponsorship of PPC Newlands in the Western Cape, the PPC Matopos 33 Miler Ultra Marathon in Zimbabwe and the Kgale Hill Marathon in Botswana, among others, we’re committed to directly impacting communities and countries where we have a presence – boosting the local economy and various industries based on our involvement. By providing these young teams with the platform they need to develop their skills and grow in experience, we look forward to assisting them to go on to realise their future dreams – in the same way that other COSAFA legends have been able to.”

Education will additionally form a core part of PPC’s build-up campaign – highlighting the importance of building with quality materials. “With most people on their way home for the holidays over this period, and many potential home-builders in the area, we want to ensure that consumers are properly informed about what they need to look for in the products and



materials they use. Quality has to be the starting point for any home renovation or building project.”

As the countdown to COSAFA U20 officially gets underway, soccer fans, residents and visitors to the North West seem to have the best possible December soccer line-up on their doorstep – and every good reason to get their hands on the free tickets available. “Details about all the matches and our activations can be found on our website www.ppc.co.za,” says Mooko. “And, those unable to be there in person will be able to catch all the action live on www.kwesesports.com, ensuring that they too are able to enjoy all the nail-biting action of the event.”

Ends.

About PPC Ltd

A leading supplier of cement and related products in southern Africa, PPC Ltd has nine cement factories in South Africa, Botswana, Zimbabwe and Rwanda. In 2016 PPC commissioned its fifth milling depot, located in Harare, Zimbabwe, bringing PPC’s current capacity to around nine million tons of cement products each year. As part of its strategy and long-term vision, PPC is expanding its operations in South Africa, and extending its footprint into the DRC and Ethiopia.

PPC’s Materials business, comprising Safika Cement, Pronto Readymix (including Ulula Ash) and, the recently acquired 3Q Mahuma Concrete, forms part of the company’s channel management strategy for southern Africa. As a result of these acquisitions PPC’s footprint has grown to include 26 readymix batching plants across South Africa and Mozambique and the capacity to produce half a million tons of fly ash.

PPC also produces aggregates with its Mooiplaas aggregates quarry in Gauteng having the largest aggregate production capacity in South Africa. PPC Lime, one of the largest lime producers in the southern hemisphere, produces metallurgical-grade lime, burnt dolomite and limestone.

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