



## **PRESS RELEASE**

### **PPC's community investment goes beyond financial assistance this Mandela Day**

*As a responsible and contributing corporate citizen, PPC has committed to improving the lives of all South Africans this Mandela Day through its participation in the Growing Up Africa Mandela Day Challenge, confirmed Kabira Akoob, Manager Group CSI at PPC.*

Akoob said this today while discussing the group's plans to further contribute towards building social cohesion in the communities in which it operates. One such initiative is the 2,100 m<sup>2</sup> education campus situated on a 7,000m<sup>2</sup> site in Devland Soweto. The R40 million-rand project, was identified as an ideal fit to the company's overall social corporate investment mandate. PPC's decision to partner with the (non-governmental organisation (NGO) - Public Benefit Organisation (PBO), Growing Up Africa contributing to the building of an educational campus supports this mandate.

Through such initiatives, PPC aims to deliver lasting benefits to local communities by supporting mutually beneficial partnerships that contribute to social and economic development - creating long-lasting solutions to shared challenges. "Our partnership with Growing Up Africa, began late last year when we donated R150 000 towards the campus building and we are proud to now be amongst the 136 companies, to have contributed materials and community labour funding, towards this initiative," explained Akoob.

As part of the PPC Mandela Day Challenge, staff members, including the PPC executive team will attempt to fill 1000 sand bags which will be used to fill the cavity walls of the Devland campus building. In keeping with the 67 minutes for Mandela theme, PPC will also donate R67 for every bag filled on the day. As an added layer to its contribution efforts to raise more funds, the company has challenged other project partners to match or beat this donation towards the community labour cost to complete the construction of the project.

"Since 2001, we have gradually redefined our social investment projects to focus more on enhanced community partnerships, environmental stewardship and employee involvement. As a responsible corporate citizen, we are committed to supporting causes and initiatives that contribute to measurable, meaningful and impactful benefit to the communities we serve," said Akoob.

"Success in corporate social investment is measured differently from success in business or government," says Deborah Terhune, founder and director of Growing Up Africa. "We ultimately measure the success of our projects by the degree to which they expand access to the fundamental human right to social justice, economic empowerment and a healthy sustainable environment."

Terhune added that changing the way people live, both globally and locally, through multi-disciplinary rigour and with compassion for humankind, has inspired the partnership between PPC and Growing Up Africa in one of the most ambitious humanitarian projects being built in South Africa today.



Each year, PPC invests in excess of R10 million in community development initiatives aimed at empowering marginalised groups through upliftment and partnership programmes. PPC's Corporate Social Investment in South Africa include, amongst others, Learner Focus Week and Mobile Science Labs.

“Building on our rich 125-year legacy, we remain committed to creating value for the company and our stakeholders. With this in mind, our CSI philosophy is designed across pillars of community infrastructure investment, regional socio-economic development and education - each aimed at benefitting South Africa and the rest of our African markets” Akoob concludes.

Ends.

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### **About PPC Ltd**

A leading supplier of cement and related products in southern Africa, PPC has 11 cement factories in South Africa, Botswana, DRC, Ethiopia, Rwanda and Zimbabwe. In 2016, PPC commissioned its fifth milling depot, located in Harare, Zimbabwe. The recent commissioning of PPC's new plants in DRC and Ethiopia bring PPC's capacity to around eleven and a half million tonnes of cement products each year. As part of its strategy and long-term vision, PPC is expanding its operations in South Africa with the construction of a new kiln line (SK9) at PPC Slurry outside Mafikeng in the North-West province.

PPC's Materials business, comprising Safika Cement, Pronto Readymix (including Ulula Ash) and 3Q Mahuma Concrete, forms part of the company's channel management strategy for southern Africa. PPC's footprint in the readymix sector has grown to include 26 batching plants across South Africa and Mozambique and the capacity to produce half a million tonnes 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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Issued by: Riverbed



**PPC**

Kagiso Saasa  
Senior account manager  
Direct: +27 (0) 860 994 164  
[kagiso@theriverbed.co.za](mailto:kagiso@theriverbed.co.za)

On behalf of:

PPC Ltd  
Siobhan McCarthy  
General Manager: Communications  
[siobhan.mccarthy@ppc.co.za](mailto:siobhan.mccarthy@ppc.co.za)