



# PRIDE MILLING COMPANY PROFILE

# ABOUT THE COMPANY

## VISION

To be the customer and consumer-preferred manufacturer, marketer and distributor of value-added, branded, grain-related and other diverse products in our internationally targeted markets.

## MISSION

We aim to achieve a sustainable supply chain through:

- Ensuring dynamic growth through continuous innovation,
- Producing products of the highest quality measured by not only local but international food safety standards,
- Consistently conforming to customer and consumer requirements, and
- Staying ahead of the industry through continuous improvement processes.

## SUSTAINABILITY

Pride Milling is dedicated to complying with responsible and ethical business practices of global supply chains.

That's why we are audited by SMETA against the four pillars of sustainability:

- Environmental Management
- Labour Relations
- Health and Safety
- Business Ethics



## INNOVATION

We believe that innovation is only a sustainable competitive advantage when implemented with correct timing and speed. At the centre of our success is the innovation, dedication and expertise of our people.

# ABOUT THE COMPANY



YEARS IN THE  
INDUSTRY



B-BBEE



EMPLOYEES

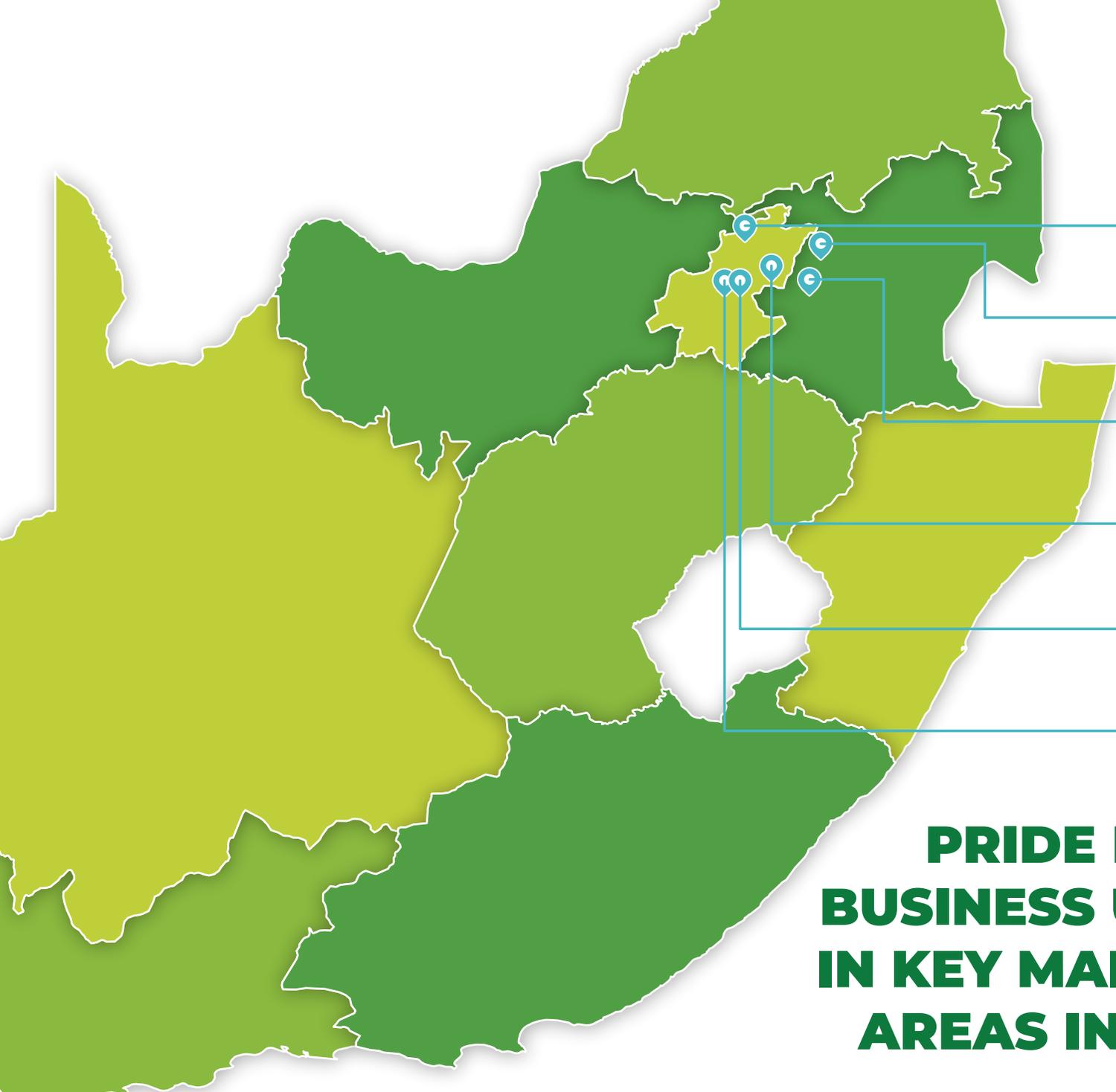


FINANCIALLY STRONG  
BALANCE SHEET



BLACK-OWNED





**PRIDE MILLING**  
HEAD OFFICE

**PRIDE MILLING**  
LESLIE MILL

**PRIDE MILLING**  
OGIES MILL

**PRIDE MILLING**  
DEVON MILL

**PRIDE MILLING**  
NIGEL MILL

**PRIDE MILLING**  
KARAN MILL

**PRIDE MILLING HAS 05  
BUSINESS UNITS LOCATED  
IN KEY MAIZE-PRODUCING  
AREAS IN SOUTH AFRICA**

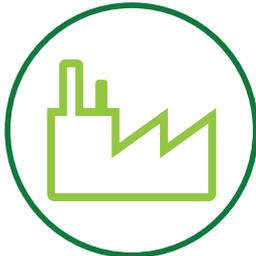


# PRIDE MILLING COMPANY IS THE LARGEST PRIVATE MAIZE MILL IN SOUTH AFRICA AND A MAJOR FOOD-PRODUCING COMPANY IN THE REGION.

The Company operates in the following market segments:



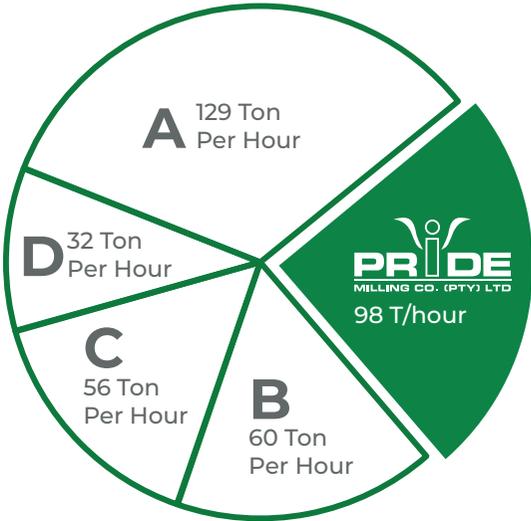
COMMERCIAL



INDUSTRIAL



EXPORT



COMPETITOR	NO. OF MILLS	FINISHED PRODUCT CAPACITY PER MONTH (TONS)
COMPETITOR A	3	49 988
<b>PRIDE MILLING</b>	<b>4</b>	<b>34 294</b>
COMPETITOR B	1	23 250
COMPETITOR C	1	21 700
COMPETITOR D	1	11 625

# PROCUREMENT, STORAGE & PRODUCTION



ANNUAL MILLING CAPACITY



ADJACENT RAW MATERIAL STORAGE CAPACITY



WAREHOUSE SPACE

## PRIDE MILLING HAS A DEDICATED RAW MATERIAL PROCUREMENT TEAM



Products are strategically procured to guarantee adequate amounts of raw material and competitive pricing.



As far as possible, we procure from the producers closest to our mills, with the added benefit of keeping our prices competitive.



We procure GMO-Free maize according to the Identity Preservation Protocol (IP).

## THE COMPANY IS STRATEGICALLY POSITIONED IN KEY MAIZE- PRODUCING REGIONS IN SOUTH AFRICA



This region consistently produces crops of high quality.



Our location improves production lead times and ensures ease of distribution.



Our mills are located adjacent to major maize storing facilities.

## LARGE-SCALE CONTINGENCY PLANS ENSURE UNINTERRUPTED PRODUCTION:

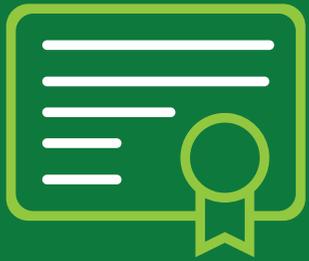


Each of our mills has been set up in such a way to serve as a back-up manufacturer to the other.



This ensures that the production of customer orders can carry on uninterrupted as per the contingency plan.

# FOOD SAFETY



PRIDE MILLING COMPANY IS AUDITED AND CERTIFIED AGAINST SEVERAL INTERNATIONALLY RECOGNISED STANDARDS RELEVANT TO OUR INDUSTRY.

These certifications give our customers confidence in how the company manages complex challenges in the food supply chain.

FSSC22000 IS ONE OF THE BEST-ACKNOWLEDGED INTERNATIONAL FOOD SAFETY SYSTEMS

- Our food safety processes have been implemented in compliance with FSSC22000.
- We are FSSC22000-certified at all our business units.



# FOOD QUALITY

WE ARE COMMITTED TO CONTINUOUSLY IMPROVING THE QUALITY OF PRODUCTS WE MANUFACTURE

Each production unit has a lab with a dedicated Quality Control team on site. They are tasked with ensuring the quality and safety of the products we manufacture.



## IDENTITY PRESERVATION

Identity preservation certification validates the effectiveness of our processes to guarantee that the identity of GMO-free products is preserved through the whole supply chain and production process.

- This gives customers and consumers the peace of mind that our products remain GMO-Free.
- Pride Milling is audited and certified by BMTrada.

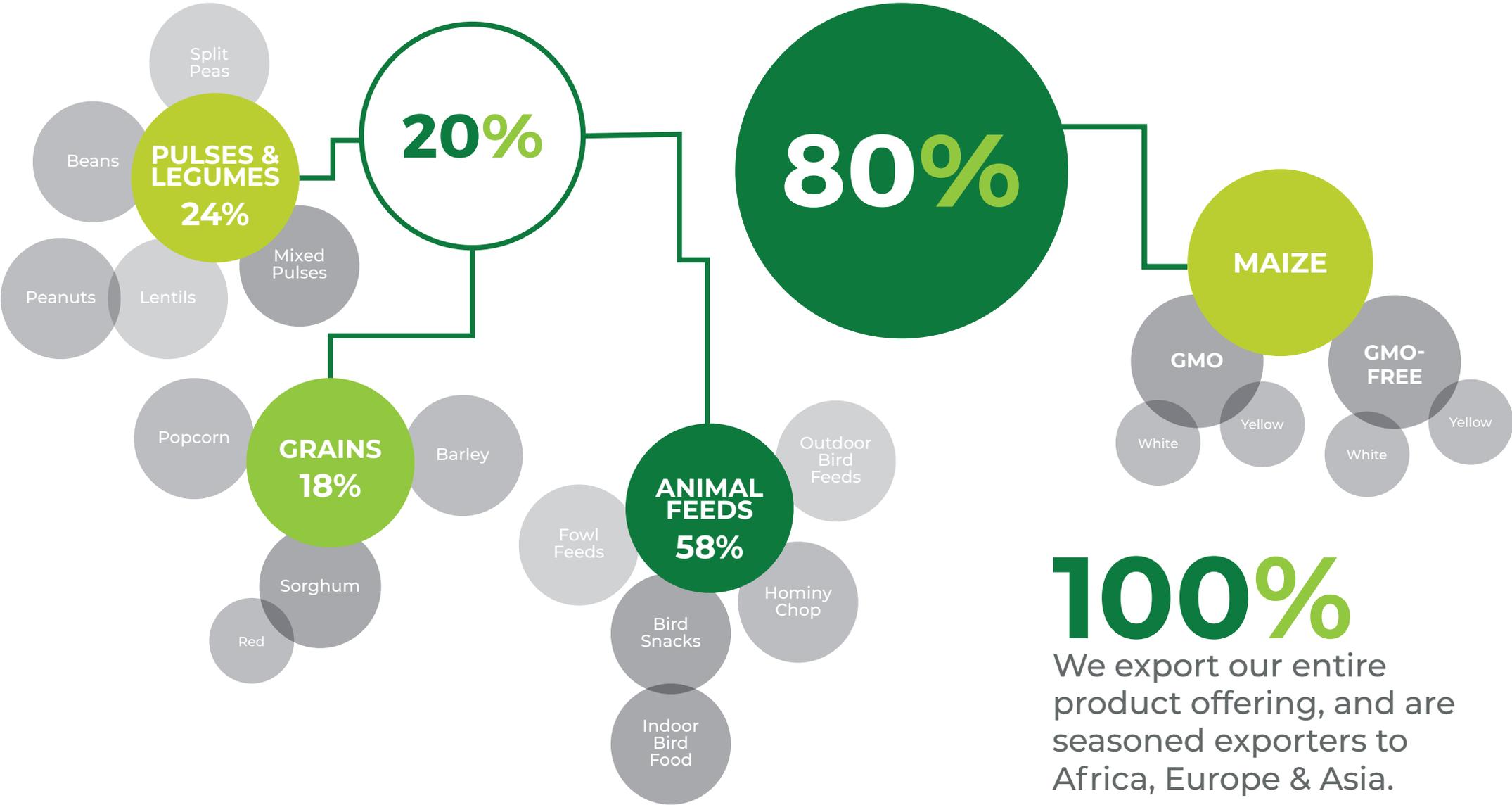


## RELIGIOUS CERTIFICATION

- All food products manufactured at our business units are Halaal, as certified by the Islamic Council of South Africa.
- Additionally, all products manufactured at our business units are Kosher, as certified by the Johannesburg Beth Din.



# PRODUCT OFFERING



# 10 REASONS TO PARTNER WITH PRIDE MILLING

1. We offer a **wide range of products** for you to choose from
2. The company is an **experienced service provider** within the commercial, industrial and global markets.
3. We adhere to **responsible and ethical business practises** in line with global standards.
4. Pride Milling is 30% black-owned and a **B-BBEE Level 01 business**.
5. **Robust contingency plans** have been put in place to ensure continuous supply to all our customers.
6. We comply with **internationally recognised standards** relevant to our industry.
7. **Our brands are well-established** and growing. We are continuing to add more brands to our portfolio.
8. Pride Milling is a **trusted manufacturer** and **supplier to Blue Chip companies**.
9. The company has an effective and efficient **national distribution network** in place.
10. We are **experienced exporters** to Africa, Asia and Europe.

# BRANDS

- ✓ Wide range of commodity products
- ✓ Certified manufacturing processes
- ✓ National footprint





### PRIDE MAIZE

The Pride Maize range is tops every time! This range of high quality maize products has been developed with the whole family in mind.



TOTAL SKUs  
**35**

MARKET  
STRENGTH



### PRIDE GMO-FREE MAIZE

When only the best is good enough, reach for our delicious range of GMO-free products made from the highest quality maize, packed with natural nutritional qualities.



TOTAL SKUs  
**07**

MARKET  
STRENGTH



### TOPS MAIZE

This filling range of quality maize meals, in a variety of granulations, is enjoyed by South Africans and consumers across Africa.



TOTAL SKUs  
**09**

MARKET  
STRENGTH





### PRIDE BEANS, PULSES & GRAINS

This range comes out tops every time! A delicious and nutritious range of staples for the whole family.



TOTAL SKUs  
**32**

MARKET STRENGTH



### PRIDE SNACKS

Avoid the slump. Reach for Pride's range of natural snacks that will keep you going when the going gets tough.



TOTAL SKUs  
**12**

MARKET STRENGTH



# BEST GRAIN

### BEST GRAIN RED SPECKLED BEANS

Best Grain Red Speckled Beans is the popular choice of the cost-conscious consumer.



TOTAL SKUs  
**08**

MARKET STRENGTH



# TOPS MABELE

## TOPS MABELE

The traditional favourite, It's made with 100% homegrown sorghum for that familiar taste.



TOTAL SKUs  
**06**

MARKET  
STRENGTH



# DRAKENSBERG

## DRAKENSBERG PET FOOD

It's a jungle out there!  
Grow them strong with this premium range of bird, pet and poultry products.



TOTAL SKUs  
**94**

MARKET  
STRENGTH



# AMANKUKHU NKUKHU

## AMANKHUKHU FOWL FEED

Amankhukhu is an affordable range of quality fowl feed that produces attractive corn-fed chickens.

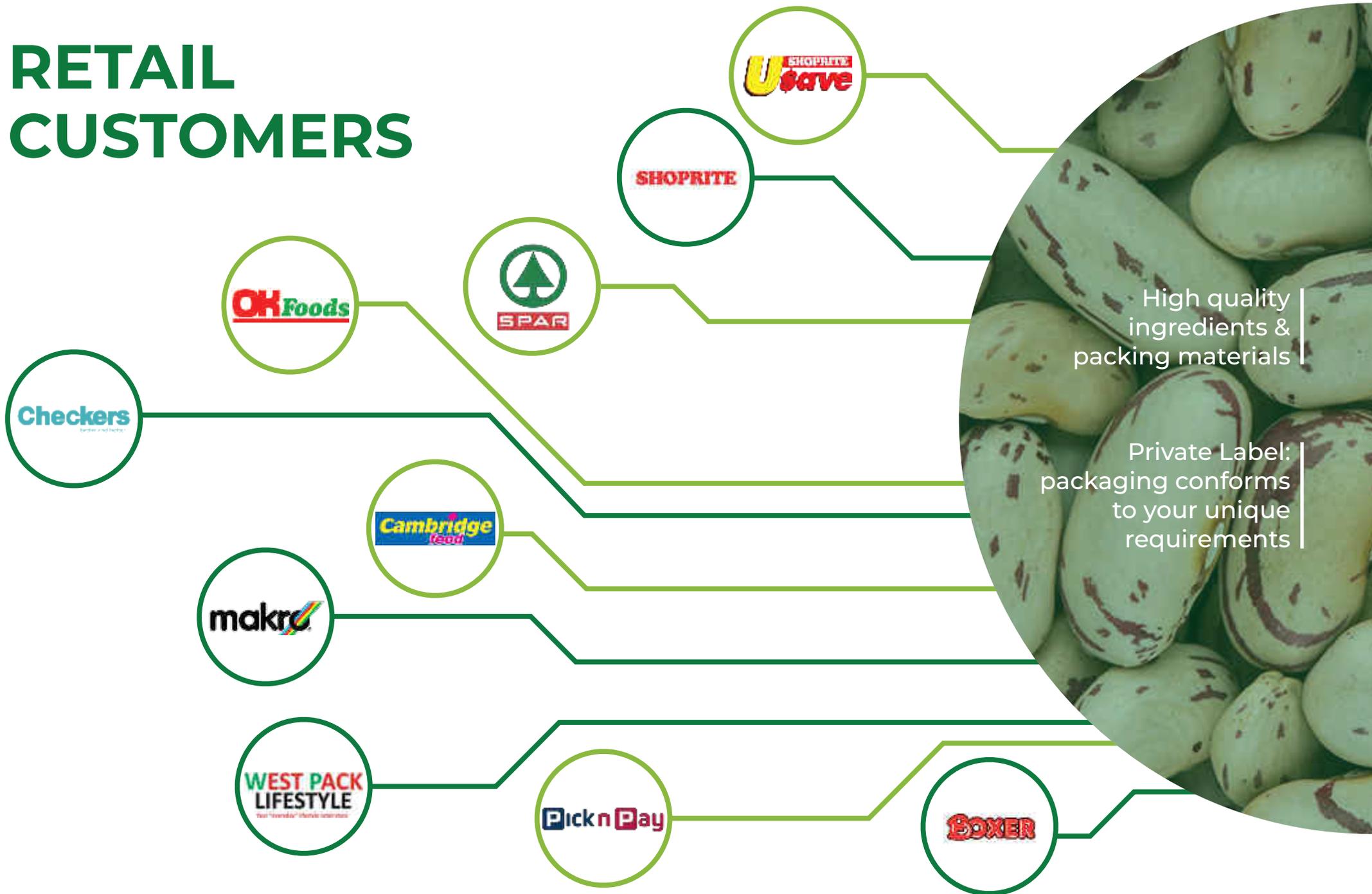


TOTAL SKUs  
**06**

MARKET  
STRENGTH



# RETAIL CUSTOMERS



# INDUSTRIAL CUSTOMERS

Products conform to customers' unique requirements

Favourable pricing due to economies of scale

Certified manufacturing processes



WOOLWORTHS



Unilever



PEPSICO

Tiger Brands



ABInBev



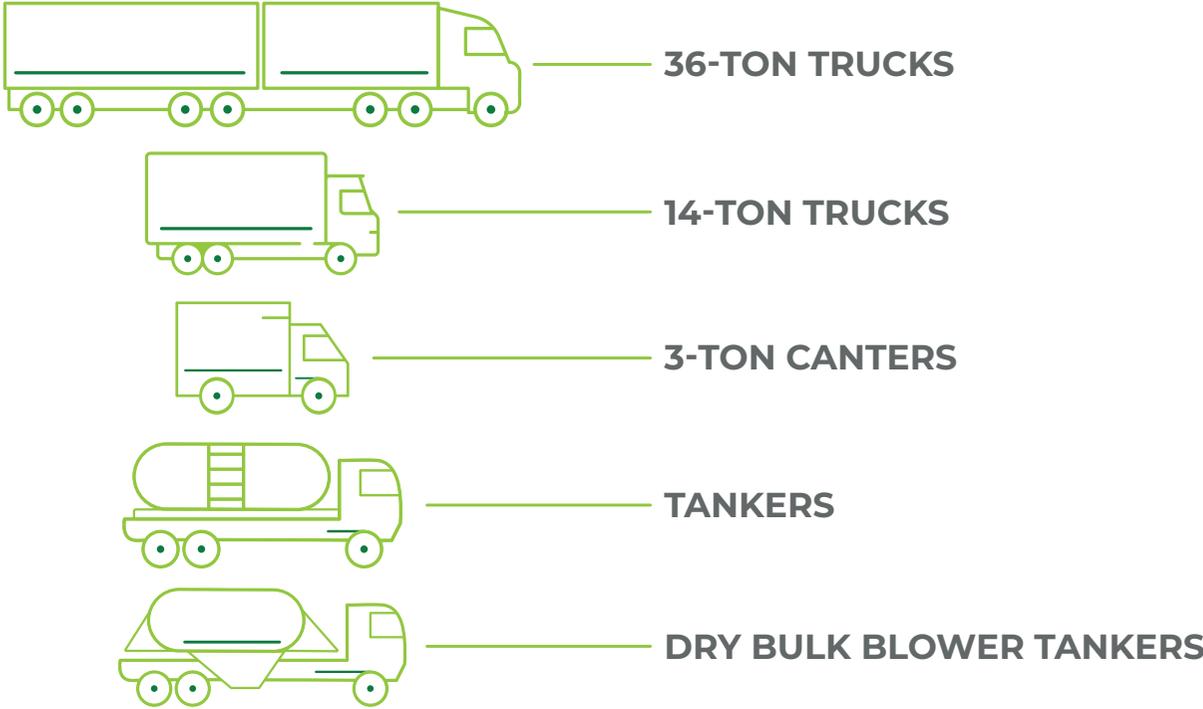
Nestle

# NATIONAL DISTRIBUTION

Our distribution network consists of both our own and outsourced transport, ensuring that our delivery capabilities remain scalable and cost-effective.



## OUR FLEET CONSISTS OF:





**NATIONAL**  
Distribution



**48-HOUR DELIVERY**  
Lead time in Gauteng &  
Mpumalanga



**72-HOUR DELIVERY**  
Lead time in KZN



**96-HOUR DELIVERY**  
Lead time in Eastern  
Cape & Western Cape



**SATELLITE TRACKING**  
confirms the whereabouts of a client's



**WEEKLY, BI-MONTHLY, and MONTHLY**  
deliveries



Deliveries are **CONSISTENT, ON-TIME** and can handle **LARGE**



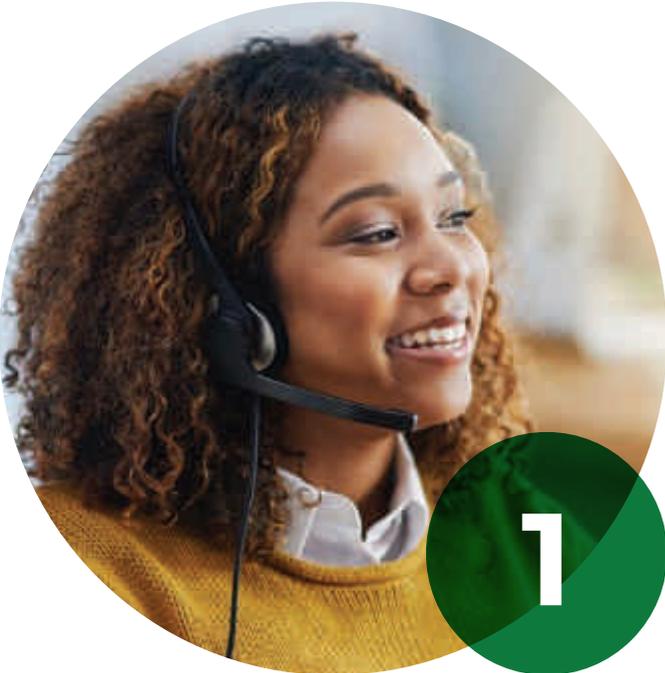
# GLOBAL SALES FOOTPRINT



**WE EXPORT OUR ENTIRE  
PRODUCT OFFERING,  
AND ARE SEASONED  
EXPORTERS TO AFRICA,  
EUROPE & ASIA.**

# EXPORTS

Four reasons why Pride Milling is the ideal export partner.



### FOCUSSED ON CUSTOMER NEEDS

We strive to better understand customers' needs and to find a customer-specific solution. This personalised approach guides our service development and delivery actions, enabling us to develop products and services to meet customer requirements.



### EXPERIENCED STAFF

Highly experienced global sales staff can assist in supply chain planning, document preparation and customs clearance.



### **DIRECT CONTACT WITH MAJOR SHIPPING LINES**

Long-term relationships with shipping lines such as NileDutch, MSC, and others have enabled us to support our customers with freight and port requirements.



### **WAREHOUSE & PACKING PARTNERSHIPS**

Export facilities are located on-site and in Durban (5km from the port). These food-grade storage facilities are safe and secure for collection of sea freight orders to ensure timeous and efficient service delivery.

Through our partnerships, we ensure the following:

- Stuffing of containers (every container is weighed before and after loading on a certified weighbridge to ensure we meet the VGM requirement).
- Cross-haulage of stacks (no delays or short shipments).
- Clearing of shipment out of South Africa.



**PRIDE MILLING COMPANY  
OXFORD OFFICE PARK | BUILDING  
5**

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REG NO. 2001/001140/07