ABOUT US

WHO WE ARE

We are Africa’s most-loved storyteller. We enrich lives using the power of video entertainment and bring people together around a shared passion through compelling local and international stories and world-class sport. We deliver this content to our customers; directly to their homes as well as online – wherever they are.

OUR PURPOSE

To enrich lives through video entertainment.

OUR VALUES

CARE, CONNECT, CREATE
Our beautiful Africa is a vibrant home to a multitude of cultures. Africa’s people are gifted with diverse skills and talents that echo the richness and diversity of the landscapes of this unique continent.

The MultiChoice Group has been at the heart of Africa for several decades and we continue to honour our African roots through the stories we tell. These stories give us the opportunity to show the world precisely what we’re capable of.

It’s important to us to build on this narrative in everything we do. As you page through our annual Social Report, our stories will unfold. These stories include how we think differently about how to overcome existing challenges, how we empower communities to change their lives for the better, how we create jobs and grow our economies and how we partner with entrepreneurs to bring their innovations to life.

If you are a MultiChoice Group customer or shareholder, these are your stories too. Thank you for your continued support – it makes our work possible.

We hope this report will inspire you to create your own story or to join us in enriching ours.

Calvo Mawela
MultiChoice Group CEO

“WE EMPOWER COMMUNITIES TO CHANGE THEIR LIVES FOR THE BETTER.”
COLLABORATING FOR GOOD
OUR COVID-19 INITIATIVES

On 14 February 2020, the first case of coronavirus was reported in Africa. Since then our continent has been forever changed by this highly infectious disease and the economic implications of #stayathome campaigns and national lockdowns. The MultiChoice Group will go down in history, along with many other proudly African businesses, for taking action to lessen the negative impact on the lives of customers, employees, suppliers and frontline services. In the sections that follow, we zero in on how we responded in these extraordinary times.

R1 26M
SOCIO-ECONOMIC DEVELOPMENT

US$2,1M
PUBLIC HEALTH SERVICES

R28M
PERSONAL PROTECTIVE EQUIPMENT

We partnered with Kaizer Chiefs and Orlando Pirates to supply personal protective equipment (PPE) to critical government workers in the fight against the coronavirus pandemic.

Sanitising bucket stations organised for three hospitals in Malawi.

We supported the Kolisi Foundation to help feed those affected by the pandemic and supply PPE.

We collaborated to ensure food was donated to those who needed it most – such as the elderly in rural areas.

R126M
SOCIO-ECONOMIC DEVELOPMENT

HELPING OUR HEROES
CARING FOR OUR CUSTOMERS

We adjusted our content and prices to give our customers access to news, education, religious celebrations and general entertainment for all ages from the comfort and safety of their homes. We introduced pop-up channels; increased kids’ and educational content; discounted movie rentals and Showmax subscriptions; offered online learning benefits; and expanded packages across Africa to keep people informed, entertained and safe. We made news and some local content available to non-subscribers to promote transparent and freely available information. We also collaborated with the World Health Organization (WHO) and local governments to broadcast public health announcements across our channels.

SUBSTANTIAL DISCOUNTS

and payment holidays offered to DStv Business customers during lockdown

EMPOWERING OUR EMPLOYEES

We made it our top priority to keep our people safe during the coronavirus crisis. By proactively suspending international and local travel before the various lockdowns enforced it, we slowed the potential spread of disease. We implemented work-from-home procedures where possible and equipped staff with the tools needed to operate remotely and communicate digitally. For on-site staff, we applied social distancing, thermal scanning and strict sanitisation measures. Full-time doctors and nurses were available at MultiChoice City, and professional medical advice was offered on our employee wellness platform to ensure everyone maintained their mental and physical health. Employees across the continent were kept informed of health and hygiene measures. Many were also grateful for the ongoing access to financial coaching, as well as tutoring services for their children.

Mario Soares,
MultiChoice Angola
CARING FOR OUR INDUSTRY

Production companies we partner with as well as thousands of freelance actors, producers, directors and camera operators were vulnerable during the global economic standstill. Our relief fund was directed at sustaining those who play a critical role in keeping viewers and communities informed, entertained and connected.

PROTECTING OUR VALUED PARTNERS

The novel coronavirus pandemic hit South Africa on 1 March 2020, eliciting strict national lockdown regulations in an effort to curb the spread of the virus. First identified in Wuhan, China, in December 2019, the virus – and its preventative measures – had wide-reaching effects which saw students unable to attend schools to further their education. MultiChoice decided to do something about that.

MultiChoice Ghana Ltd consequently partnered with the Ministry of Education (MoE), Ghana Education Service (GES) and the Ghana Broadcasting Corporation (GBC) to support the distribution of the Ghana Learning TV channel on both DSTv and GOtv platforms from 14th April 2020. The aim of this was to allow Ghanaian learners access to GES-approved educational content.

The introduction came hot on the heels of the launch of educational channel, Mindset Pop (launched by MultiChoice across Africa), which was dedicated to primary school learners, with a key focus on the Class 1-6 curriculum.

Ghana Learning TV is a 24-hour, free-to-air channel launched by the Ministry of Education and the GES, along with distribution partner MultiChoice Africa, and is dedicated to the broadcast of educational materials for senior high school students, while content for the junior high school and basic school students will follow in due course.
Cecil Sunkwa-Mills, Managing Director of MultiChoice Ghana, believes the introduction of the learning channel will afford all learners, who are stuck at home, the ability to keep their education going amidst the partial lockdown.

Sunkwa-Mills says, “This is part of DSTv and GOtv’s ongoing efforts to ensure learners of all ages have unfettered access to quality learning material during this period when schools across the country have been closed as a result of the rapidly spreading COVID-19.”

He adds, “We are glad to announce the Ghana Learning TV channel will immediately air on our GOtv platforms and thus be accessible to all DTT decoders and digital television sets in the territories of Accra; Tema; Kumasi; Cape Coast; Koforidua; Takoradi; Sunyani; Tamale and Obuasi. That is, any digital TV or decoder will be able to access this channel without having to pay for it.”
PARTNERING WITH ENTREPRENEURS
The MultiChoice Group has developed strong partnerships across the continent. We provide funding, mentorship and training to new and previously disadvantaged business owners in the film, TV, media, and information and communication technology (ICT) industries. We work together with industry professionals in our largest markets, such as South Africa, Nigeria, Kenya, Zambia, Tanzania and Uganda, to deliver compelling local-language content and channels. We have connected with various local sport leagues across the continent, such as the Premier Soccer League (PSL) in South Africa and the Super League in Zambia. We support a network of accredited installers and independent service providers across Africa. And many smaller outfits in South Africa depend on our preferential procurement programme, with almost R5 billion specifically directed at small, medium and micro enterprises (SMMEs) this year. Through our Enterprise Development Trust (EDT), we launched the Innovation Fund, which focuses on assisting entrepreneurs with ground-breaking ideas. The fund gives selected beneficiaries access to tools, skills and financial support. Thandeka Mothibe, co-founder of broadcast connectivity service provider KSO, says that without MultiChoice’s supportive partnership, her business would not be the success it is today.

**R10,4BN**
**INVESTMENT IN NEW BUSINESSES**

**R4,9BN**
**SPENT ON LOCAL PROCUREMENT IN SOUTH AFRICA**

**R45M**
**INVESTMENT IN NEW BUSINESSES**

31
BLACK-OWNED BUSINESSES HAVE BENEFITED FROM THE INNOVATION FUND

16
OF WHICH ARE WOMEN-OWNED
WITH A LITTLE HELP FROM MY FRIENDS

IT’S NOT EASY LAUNCHING A SUCCESSFUL NEW BUSINESS, BUT WITH THE RIGHT HELP AND SUPPORT, YOUNG ENTREPRENEURS CAN MAKE THEIR DREAMS COME TRUE.

This is something Fungai Tavaziva can certainly attest to. He was 33-years-old when he opened his first business; a computer shop in Harare. Lured by the fast pace of the public transport sector, he later closed his store to start running a minibus business. But Fungai’s interest in technology remained, and in 2008 he ventured into the world of satellite TV, learning everything he could to become a DStv installer.

“I started out operating from a small flat located in the Avenues area in Harare. I remember clearly, I only had three 720i decoders in the beginning – those were those big black boxes! As my business started growing, I moved into Herbert Chitepo complex and later opened a branch in the city centre along 4th Street. Despite the economic challenges, I pushed myself and worked really hard. This allowed me to open two more branches in Chitungwiza, followed by another in Avondale,” Fungai, a father of three, explains.

Aside from his drive and deeply-entrenched work ethic, Fungai acknowledges the impact of the support he received from MultiChoice Zimbabwe.

“I AM GRATEFUL TO MULTICHOICE FOR GIVING ME THE OPPORTUNITY TO RUN SUCCESSFUL BUSINESSES IN ZIMBABWE AS A DSTV AGENT. MULTICHOICE REALLY DOES ENRICH LIVES”
With the skills he learnt as a DStv installer, and through his exposure of working with MultiChoice, he was able to access formal training, which he regularly refreshes through additional training opportunities.

As an accredited DStv agent, Fungai’s business – Magfin – has access to branding support from MultiChoice (overhead signs, DStv branded banners, promotional material and pavement branding); print and social media marketing support; branded uniforms for staff; as well as extensive agent support.

Fungai and his team also receive customer service and MultiChoice systems training. This ensures that every team member remains customer focused and dedicated to providing excellent service to all DStv customers.

This co-creative relationship between Fungai and MultiChoice Zimbabwe has transformed his business from merely doing installations, to becoming an accredited DStv agent. That enabled Fungai to recently open another branch in Ruwa and two additional branches in the city centre. It brings to seven the number of branches he operates, employing a total of 20 people.

“Focusing on one business, namely MultiChoice products, and accessing training in important areas has made all the difference. This has been a very exciting and rewarding journey for me, and I am grateful to MultiChoice for giving me the opportunity to run successful businesses in Zimbabwe as a DStv agent. MultiChoice really does enrich lives,” says Fungai, who also supports his mentally-challenged brother as well as other relatives.

Magfin offers DStv installations, sells DStv hardware and top-of-the-range TV sets, while also assisting DStv customers with opening new accounts, upgrading their packages and DStv setups.
INVESTING IN OUR STORIES
INVESTING IN OUR STORIES

LOCAL CONTENT

We bring authentic African stories and sports to life. We amplify the narratives of nations and communities with movies, series, sitcoms, soap operas, sports broadcasts and magazine shows. Every year, we support the production of quality local-language programming to reach people across the continent. Despite the challenges caused by the onset of COVID-19, the 2020 financial year has been another great one for the growing African entertainment industry.

SPORT

With multilingual commentary and coverage across the continent, SuperSport is the biggest supporter of sport in Africa and the authority on our inspiring sporting stories. We rose to the challenges of 2020 by continuing to deliver world-class entertainment despite the lack of live sport during the coronavirus pandemic.

For Freedom Day in South Africa on 27 April, SuperSport produced a 24-hour block of content dedicated to the 2019 Rugby World Cup win, as a reminder of the joy and excitement live sport brings. We were one of four host broadcasters for the Rugby World Cup, with our team producing 10 of the matches broadcast from Japan to the rest of the world. Of the 45 people on that team – proud Africans collaborating on international broadcasts – 43 were graduates of the SuperSport internship programme. Since it was started 21 years ago, approximately 180 individuals have undergone the accredited 18-month course, which covers technical and production elements of the SuperSport business.

180+
Interns to date

700
Local productions per year

World of Champions
GENERAL ENTERTAINMENT

With hugely popular regional channel brands in Southern, East and West Africa, we support creative professionals across the continent by commissioning programming from local production companies and helping to create new ones. We invest in making movies, series, telenovelas and reality shows that tell authentic stories in a variety of African languages and resonate with our diverse audiences.

Young African storytellers supported by the MultiChoice Group

3 850 hours of local content produced
Uchenna Eileen Ugwu – is a 25-year old writer/producer. An alumni of the MultiChoice Talent Factory (MTF), she co-founded Nsibidi Media – a company that MultiChoice is proud to be associated with.

Uchenna was born in Enugu, Nigeria. As little girl she was inspired by her father (who worked in the media) and knew her calling was to make films. She studied at the University of Nigeria and obtained a qualification in Theatre and Film Studies, and went on to participate in the MultiChoice Talent Factory West Africa Academy. Thanks to her previous studies, and the exposure she received during her one-year, fully-sponsored training from MultiChoice, her career has been on an upwards trajectory.

Ever the entrepreneur, Uchenna co-founded Nsibidi Media (a film and documentary production company), which was one of the companies commissioned by Africa Magic after a successful MTF Alumni Pitch Day late in 2019.

"Being commissioned by Africa Magic is a big deal for Nsibidi Media," she says. "It’s our first major production. I’m 25 and already producing for M-Net – sometimes it feels unreal. I never thought I’d get here and I have MultiChoice Nigeria and the MultiChoice Talent Factory to thank for this.”

Speaking on this achievement, Femi Odugbemi – MTF West Africa Academy Director – had this to say: “Nsibidi Media brings creativity and innovation in storytelling to the table that
Uchenna and her team have learnt and honed during their time at the MultiChoice Talent Factory. I am excited that Nsibidi Media has already been commissioned to produce a feature film by the Africa Magic Channel. The passion and quality of their output will be notable across the continent in due course.

Also in 2019, Uchenna co-wrote and line-produced an MTF student feature film entitled Dreamchaser, which was nominated in a new category at the last Africa Magic Viewer’s Choice Awards (AMVCA). She also co-produced a mini documentary with an MTF classmate, Precious Iroagalachi, known as Plastic Treasures, which centers on a sustainable way to transform plastic waste into a means of funding for the education of underprivileged children. This one-minute-long documentary won the Spotlight Award at the 2019 Mobile Film Festival, partnered by YouTube in Paris, France last year.

Uchenna writes for both film and television and has worked as a writer for the television series Brethren, a 260-episode crime/drama series produced by Zuri Media for M-Net. She is currently writing for Riona, another 260-episode series for M-Net by Feemo productions. “I hope these opportunities will serve as encouragement for other emerging filmmakers,” she says. “All you really need is for someone to believe in you and I hope what MultiChoice is doing will encourage other people to invest in young filmmakers.”

Nsibidi Media’s first major project for M-Net, a feature film entitled Oga Festus, will be filmed in October this year. The company will also be co-producing a promotional documentary for Fiery Film productions known as Mami-wata stories. This short documentary centres on tales about Mami-Wata; the mythical West African mermaid goddess. They’re also developing four short film scripts, which will be produced as a feature-length anthology film in 2021.

Nsibidi Media plan on working on with other MTF alumni in the future, and also wish to create internship opportunities for current students. “I’m actually co-producing with three MTF alumni – Esia Adisenu, Nanret Kumbet and Sonia Nwosu – and yes we’re all women! Girl power!” Uchenna says, enthusiastically.

“I’M 25 AND ALREADY PRODUCING FOR M-NET – SOMETIMES IT FEELS UNREAL. I NEVER THOUGHT I’D GET HERE AND I HAVE MULTICHOICE NIGERIA AND THE MULTICHOICE TALENT FACTORY TO THANK FOR THIS.”
COMMUNITY TV


In South Africa, we support six community TV stations: Soweto TV, GauTV, 1KZN TV, Cape Town TV, Tshwane TV and Bay TV. Our investment comes in the form of scheduling, pitching, production and camera training, as well as Business Development and Leadership Training at Henley Business School. We also support these stations with free MultiChoice Diski Challenge and SuperSport Rugby Challenge content, including live matches and magazine shows. We’ve donated state-of-the-art equipment to the beneficiaries as well as training in the form of skills development.

R5M
INVESTED IN EQUIPMENT, CONTENT AND TRAINING

R360M
IN BROADCAST RIGHTS
FOR COMMUNITY TV ON DSTV

14 partnerships with public broadcasters in East, West and Southern Africa
CREATING OPPORTUNITIES
CREATING OPPORTUNITIES

TAX CONTRIBUTIONS

The MultiChoice Group is one of the largest taxpayers in Africa. We enrich lives through video entertainment in 50 countries in total, boosting economic activity in South Africa and sub-Saharan Africa. In the 2020 financial year we continued to make a significant contribution to governments across the continent.

R6,9BN
total taxes collected

R5,1BN
TOTAL TAXES PAID
CREATING OPPORTUNITIES

JOB OPPORTUNITIES

We create jobs for more than 8,000 full-time, contractor and temporary staff, as well as the employees of our thousands of partners and suppliers across the continent. Our leadership teams invest in connecting with individuals, inspiring them with the impactful work we do in changing our customers and communities’ lives. Our customer service centres provide employment and training for many semi-skilled workers across Africa.

This year, we extended our capacity for job creation in Africa by focusing on youth development, notably through a new partnership with the Youth Employment Service (YES) initiative. We also expanded the objective of Let’s Play, our SuperSport CSI initiative, to include coaching learnerships for aspiring sports professionals.

Our G0tv Sabiman initiative continued to uplift young Nigerians in door-to-door sales and customer support positions to be economically active and self-sufficient in 2020.

We initiated our 18-month Technology Graduate Programme, designed to increase the availability of scarce technical skills in artificial intelligence (AI) and engineering. The programme offers a whole new world of opportunity for graduate-level science, technology, maths and science (STEM) students, and seeks to support and retain these much-needed skills in Africa.

Some of the MultiChoice Group’s tech graduates at work
INSTALLERS

5,604
INSTALLERS
ACROSS AFRICA

CUSTOMER SERVICE AND SALES

1,747
independent
service providers

6,6M
INTERACTIONS
MANAGED ON SELF-SERVICE,
EMAIL, CHAT AND SOCIAL MEDIA
PLATFORMS EVERY MONTH

3,000+
GOTv Sabimen work as
door-to-door salesmen
in Nigeria
CREATING OPPORTUNITIES

YES PARTNERSHIP AND LET’S PLAY LEARNERSHIPS

R50,6M invested in 2020

500 NEW WORK OPPORTUNITIES CREATED OUTSIDE THE MULTICHOICE GROUP

Dimakatso Suzan Matsonyonyo, now working thanks to our partnership with YES

AI AND ENGINEERING

R1,8M SPENT ON WORKPLACE READINESS PROGRAMME

400 entry-level learners supported to develop key sector skills in IT, project and general management skills

13 GRADUATES IN SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) JOINING THE PROGRAMME IN 2020
NURTURING TALENT
We continue to nurture talent within the communities in which we operate. In South Africa, the sporting community benefited from two sustainable tournaments for promising young players – the MultiChoice Diski Challenge and the SuperSport Rugby Challenge – as well as the Let’s Play Physical Education programme for teachers and learners. Across the continent, established and aspiring creative professionals gained valuable industry knowledge through the MultiChoice Talent Factory (MTF) academies, masterclasses and online portal. We also contributed to various social development initiatives in Africa such as donating medical supplies to a hospital in Luanda.

R246,6M
TOTAL CSI INVESTMENT DURING THE 2020 FINANCIAL YEAR

MULTICHOICE DISKI CHALLENGE

The Diski Challenge started in 2014 with 64 matches for reserve Premier Soccer League (PSL) players. The objectives of the tournament remain to prepare fledgling players for a career in football while creating exposure for them and opportunities for young broadcast professionals, as well as providing community TV stations with free broadcast rights. It has since developed into a full league programme, with 240 matches scheduled for the 2019/2020 season – of which 204 were actually played due to COVID-19. Despite the season’s early end, Diski Challenge stats show a solid contribution to one of Africa’s best-loved sports.

R69,7M
INVESTED IN THE DISKI CHALLENGE IN 2020

560+
PLAYERS PARTICIPATED
SUPERSPORT RUGBY CHALLENGE

Bringing rugby to the people, the Challenge provides exposure for local clubs and provincial heroes. By going off the beaten track to venues in the rugby heartlands of South Africa, with a particular focus on the Eastern Cape, this tournament serves as a springboard to showcase and elevate South African rugby.

The initiative also offers on-the-job training for broadcast interns and graduates, and serves as a platform to uplift the capabilities of SuperSport’s production partners. The rights to broadcast the SuperSport Rugby Challenge and its related magazine programming are given free of charge to community TV stations.

R20M INVESTED IN THE TOURNAMENT THIS YEAR
480+ PLAYERS PARTICIPATED
60 PLAYERS PROGRESSED TO SUPER RUGBY SINCE 2017

LET’S PLAY

SuperSport’s CSI initiative has enriched the lives of more than 1.5 million learners to date through investment in physical education programmes and multi-purpose sports fields for schools and communities. In the 2020 financial year, Let’s Play, in partnership with UNICEF, introduced a training element to equip teachers with the latest PE and child safety methodologies.

R44M invested in Let’s Play initiatives during the 2020 financial year

150 Educators have completed the PE training course during the 2020 financial year

8 Festivals hosted
59 Matches played
THE MULTICHOICE TALENT FACTORY (MTF)

We have moved from CSI to creating shared value (CSV) through our MTF initiative, where we’re committed to developing and upskilling Africa’s young storytellers.

We have established four MTF film academies – East Africa (Kenya), West Africa (Nigeria), Southern Africa (Zambia) and MTFza (South Africa). The objective of the MTF programme is to deliver industry value through the students who graduate. Over the past five years, MTFza (formerly Magic in Motion) has delivered 72 graduates and more than 20 films for our M-Net channels under the leadership of the acclaimed academy director Bobby Heaney. The academies in Kenya, Nigeria and Zambia were launched in October 2018, with 60 graduates in 2019, and have so far delivered six films for screening on local M-Net channels and Showmax.

What’s unique about the MTF programme is the hands-on film experience offered through immersions on local M-Net productions across the continent with on-the-job training. MTF has also offered a host of masterclasses in sound, lighting, storytelling, cinematography and production; facilitated by industry professionals across Africa as well as specialist trainers from our channels and partners. These include academic institutions such as the University of Zambia, Kenyatta University, Pan-Atlantic University (Lagos) and Henley Business School, and industry giants such as Dolby, Jasco Broadcast Solutions, Avid, Nihilent and the New York Film Academy – all sharing their collective experience of filmmaking from as far as Hollywood to Bollywood and Nollywood.

The MTF Portal – the third pillar of the programme – provides a digital networking platform for creatives across the continent, including online masterclasses, up-to-date industry news and production opportunities. Due to the impact of COVID-19, we have adapted and shifted our focus to create even more value for filmmakers online.

| STUDENTS ENROLLED IN THE MTF ACADEMIES | 74 |
| GRADUATES OF MTF ACADEMIES TO DATE | 132 |
| INDUSTRY PROFESSIONS HAVE ATTENDED MTF MASTERCLASSES IN 14 COUNTRIES | 600+ |

A film by MTF East Africa Academy won the MultiChoice Talent Factory Award at the seventh edition of the Africa Magic Viewers’ Choice Awards (AMVCAs) in Lagos, Nigeria, on 14 March 2020.

“All the films nominated in the MTF category were remarkable for their technical experience and their storytelling.”

Femi Odugbemi, AMVCA Head Judge

27,000
African creatives are currently supported by the MTF Portal

R52,6M
INVESTMENT IN THE MTF PROGRAMME
Sports in Africa have the power to unite people and bring energy to even the most depressed communities. We have made it our mission to inspire and uplift people through the development of sports and supports various organisations to help them achieve this. We equip young footballers through the SuperSport United Youth Academy, sponsor Kenya’s prestigious sports awards, support The Sports Trust in South Africa, and boost the profile of sports such as netball and wheelchair basketball.

Just one example of the social investment that the MultiChoice Group makes across Africa is this year’s charitable involvement in Angola. MultiChoice Angola employees collected and donated food and cleaning supplies to Dom Bosco, a shelter for homeless children. The company also donated 30 sexual health kits (each lasting up to five years) to Luanda’s Golf Hospital, in partnership with the Angolan Ministry of Health and other organisations, to stop the spread of diseases such as HIV.

One of the leading football development programmes in Africa, the SuperSport United Youth Academy provides promising young players with housing, education, nutritional and medical support, coaching, and life skills and media training, as well as social activities. To date, more than 100 Academy graduates have gone on to play for Premier Soccer League (PSL) and National First Division clubs. We continue to nurture the football fraternity’s youngest members through the SuperSport United Soccer Schools, which offer free coaching across South Africa.

8 000 players attend our Soccer Schools every week

30 full-time players enrolled in the Academy

R13M INVESTED IN THE ACADEMY DURING THE 2020 FINANCIAL YEAR
NETBALL

As South Africa gets set to host the 2023 Netball World Cup, we remain firmly behind this burgeoning sport. The relationship goes back to 2013 when Netball SA signed a broadcasting sponsorship deal with SuperSport – exposure that has helped this popular sport grow exponentially, commercially and in terms of performance. The South African national team is now ranked fifth in the world.

WHEELCHAIR BASKETBALL

Since its launch 22 years ago, wheelchair basketball in Africa has gone from strength to strength and become a world leader. SuperSport broadcasts its live events across the continent. The sport’s growth has empowered many people with disabilities to realise their goals and aspirations. We are committed to supporting this sporting code through initiatives such as the SuperSport Wheelchair Basketball Series.

INVESTED

IN 2019/2020
NURTURING TALENT

THE SPORTS TRUST

We have supported The Sports Trust since it was established in 1994, with SuperSport as a founding member and trustee. A historic collaboration between business, government and sport, The Sports Trust builds infrastructure and supplies kit, equipment and programmes to develop the skills of young South Africans in mainly disadvantaged communities.

R2,7M invested during the 2020 financial year

SPORTS PERSONALITY OF THE YEAR AWARDS (SOYA)

As the biggest supporter of sport in Africa, MultiChoice Kenya sponsored SOYA 2019, an event that inspires East Africa’s sports professionals to reach for the stars. Last year’s overall winner was marathon world-record holder Eliud Kipchoge.

R0,2M donated in the 2020 financial year

12 HOURS of on-air coverage every month
NURTURING BENEFICIARIES

MEET DEBORAH CHAUTA – A LAST-BORN DAUGHTER FROM A FAMILY OF SEVEN AND A SALES MANAGER AT MULTICHOICE MALAWI.

Deborah grew up in an impoverished environment but instead of letting circumstances dictate the course of her life, she used her challenges as the impetus to become a woman of substance.

She started her career as a customer service representative in Blantyre, but thanks to an unquenchable thirst for knowledge, and the ability to assimilate and apply new information with ease, Deborah quickly rose through the ranks.

With characteristic humility, she acknowledges the role that MultiChoice played in allowing her to grow into the positions of call centre agent, DStv account sales representative, Mzuzu branch manager and finally, sales manager.

“I really owe everything to MultiChoice. Over the past five years, the company has consistently believed in me and my ability. This has encouraged me to do my best. I’m so grateful to them for seeing something in me and recognising that potential. This increased my belief in myself, which has underscored everything I have achieved so far,” she says.

Although Deborah’s track record is a sterling one, she says it was MultiChoice Malawi’s initial investment in her as a young call centre agent that helped lay the foundation for the manager she is today.

“I received valuable inbound call centre training (both on the technical and the customer service side) and learnt customer handling skills; and I also trained in customer satisfaction and care.
NURTURING TALENT

R 191M invested in employee development, including R 21M in bursaries awarded to internal employees, external students and employee dependants.

This broadened my knowledge of working with customers, understanding their needs and resolving conflict. It paved the way for the career path I subsequently followed,” she says.

Thus equipped with passion, a steely work ethic, gritty determination and valuable training under her belt, Deborah proved everyone right by notching up some remarkable achievements. She turned the struggling Mzuzu branch around and as a result, was seconded to the Lilongwe branch to do the same.

“Deborah adds, “I’m always open to learning new things, and when I do, I apply them and perform well. MultiChoice’s approach of spotting potential early on and then investing in these people, really works. It’s a vote of confidence that continually motivates us to do our best. My long-term goal is to earn a degree in business management and inspire other young girls to work hard and achieve their goals because nothing in life comes easily.”

“I believe we’re going to succeed here too,” she states confidently. “Current economic conditions are making things a little difficult, but I’m constantly drawing on my experience and new information to adjust our approach.”

“I really owe everything to MultiChoice. The company has consistently believed in me and my ability. This has encouraged me to do my best. I’m so grateful to them for seeing something in me and recognising that potential.”

3 018 employees attended formal training

58 183 enrolments on our online learning platform
EMBRACING DIVERSITY
EMBRACING DIVERSITY

TRANSFORMATION

We are committed to transforming our broader industry with initiatives based on a recognition that equality is a catalyst for economic independence. The MultiChoice Group is a level 2 B-BBEE company and MultiChoice South Africa is a level 1 B-BBEE company. We have a number of enterprise development initiatives and preferential procurement programmes to support new and previously disadvantaged business owners.

8,516
FULL-TIME EMPLOYEES, CONTRACTORS AND TEMPORARY STAFF

47%
OF GROUP EMPLOYEES ARE WOMEN

78
NATIONALITIES
EMBRACING DIVERSITY

Phuthuma Nathi is our South African broad-based black economic empowerment (B-BBEE) share scheme. More than 80 000 black South Africans, together with MultiChoice Group (1.4%), own 25% of MultiChoice South Africa. Phuthuma Nathi has paid more than R11.9 billion in dividends since the start of the scheme in 2006. After the MultiChoice Group listed on the Johannesburg Stock Exchange (JSE) in 2019, Phuthuma Nathi shareholders were given the option to exchange some of their shares in Phuthuma Nathi for share in MultiChoice Group. Almost 5.7% of shareholders accepted the offer.

PHUTHUMA NATHI OWNS 25% OF MULTICHOICE SOUTH AFRICA