

BusinessDay



SOUTH AFRICA'S BEST BRANDS

Celebrating 30 years of the brands South Africans admire



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Taking African brands into a brighter future

Thebe Ikalafeng, Sithembile Ntombela

Simon Anholt, the global adviser to nations on competitiveness, who popularised the concept of “nation branding” once remarked that “brands of a nation become a vector of their image”.

Indeed, what we know about dominant nations are their brands and what they symbolise of their nations, such as German engineering prowess through automotive dominance; Swiss precision through the watch industry; French style through luxury brands; and American entrepreneurial flair and culture.

The Brand Africa initiative was launched in 2010 after the Fifa World Cup in South Africa to build on the momentum of the success of a global event that positioned Africa as capable, world-class and creative continent.

The inaugural Brand Africa Forum, supported by Brand South Africa, attracted pre-eminent global thought leaders including Anholt; Zambian economist, baroness and House of Lords member Dr Dambisa Moyo; professor Vijay Mahajan, author of best-selling book *African Rising*; Dr Irvan Khoza, who helped bring the World Cup to Africa; and representatives of nation brands from Ghana, Kenya and Zimbabwe as well as leading public and private sector figures.

The forum focused primarily on driving conversations and informing policy. However, recognising that holding conversations wasn't enough, and with the opportunity to reshape the African narrative through a brand-led approach, in 2011, Brand Africa launched the Brand Africa 100: Africa's Best Brands initiative.

The goal was to research and rank brands in Africa and to establish a metric for the state of brands across the continent. The research is conducted in partnership with Kantar and Geopoll, and published in *African Business*. Now in its 14th year, Brand Africa 100: Africa's Best Brands has published its global rankings across the continent every year on or around Africa Day on May 25 to locate the initiative within the broader African



Founder and Chairman, Brand Africa:
Thebe Ikalafeng



Acting CEO of Brand South Africa:
Sithembile Ntombela

Union's 2063 agenda for an integrated, prosperous and peaceful Africa, and the African Continental Free Trade Area goal to accelerate intra-Africa trade.

It is now the most referenced and only pan-African initiative on the state of brands in the continent. A thriving brand building culture will not only inspire African entrepreneurship, but also fast-track the continent's lagging industrialisation agenda, create jobs and achieve economic independence for the continent.

Over the years, Brand Africa has partnered with the JSE and Brand South Africa, the NSE in Kenya, Brand Botswana and the Central Bank of Nigeria among others to launch the continental and country results.

South Africa, Nigeria, Kenya and Ethiopia, through their stalwart brands – MTN, Dangote, Safaricom/Mpesa and Ethiopian Airlines – have led the African rankings. It has been established that only 15% of the brands that Africans admire are made in Africa.

Not surprising, in the South African list of Brand Africa 100: South Africa's Best Brands, made in South Africa brands account for 33% of the most admired brands across 12 consumer categories.

This high ratio for South African brands of origin, compared to that of pan-Africa, underscores the country's position as a vibrant brand building nation with a diverse economy and competitive marketplace for global brands and businesses.

With South Africa celebrating 30 years of democracy, Brand Africa has again partnered with Brand South Africa – the institution established in 2002 to position the country as a competitive investment destination and to inspire and instil active citizenship among South Africans – and the JSE and Business Day.

The research is supported by Kantar, Geopoll and Brand Leadership. Together we celebrate not only the rankings of South African brands, but also those that have shaped the country's narrative and identity as a creative and entrepreneurial nation, creating jobs. Here's to the next 30 years for South Africa, and building great brands and a great nation.

In association with





Tried and tested methodology best for consumer-led survey

Karin Du Chenne, Matthieu Sauvage-Mar, Thebe Ikalafeng

Brand Africa 100: Africa's Best Brands is an independent consumer-led survey that seeks to establish brand preferences across the continent.

The research this year was conducted in 31 countries and economic regions in Africa, accounting for more than 85% of the continent's population and GDP, and is the most comprehensive survey on brands in Africa.

The research, which annually yields more than 200,000 brand mentions and over 3,000 unique brands, was conducted independently by Brand Africa partners during the first quarter of 2024.

The primary research in the majority of the sub-Saharan Africa region was led by GeoPoll, the world's leading mobile-based research firm, which used their sophisticated digital survey platform.

Geopoll partnered with Morocco-based Integrate, a Kantar affiliate, in North Africa and Mauritius-based Analysis in the East African islands.

Kantar, the consumer knowledge and information company, and Brand Leadership, Africa's leading branding, strategic communications and intellectual property advisory, provided strategic analysis, rankings and insights taking into account the sample and population sizes of each country covered.

Brand Africa has been using a primarily mobile-based approach to collect data since 2015 due to its high penetration, convenience and effectiveness for research across Africa compared to face-to-face methodologies.

Individuals aged 18 and older in the sample countries were asked to report on their top three most admired brands, irrespective of country of

origin or domicile.

Because of their low spontaneous general recall and despite their influential impact in society, in 2017 Brand Africa introduced specific questions for respondents to identify their most admired media and financial services brands.

As an Africa-focused survey and ranking, and given the growing number of African brands, since 2017/2018 Brand Africa has also separate rankings for the most admired African brands.

Whereas the first ranking is an extraction of the African brands recalled "spontaneously" out of the Top 100 brand rankings, in the second ranking respondents are prompted to recall their most admired African brands.

As businesses are increasingly being challenged to focus on the triple bottom line, in 2023 Brand Africa introduced the "sustainability" category to recognise brands that are doing good for people, environment and society – for African brands, non-African brands and NGO categories.

In 2024, Brand Africa introduced a new category for nation brands, to recognise the countries – African and non-African,

that are shaping the African narrative.

The lists are analysed to ensure there are no duplications or generic categories, and focus primarily on consumer brand mentions.

Where the brand operated under different names in different markets, such as Stanbic/Standard Bank and Vodacom/Vodafone/Safaricom, or where the brands were sub-brands of a dominant brand, such as Apple's iPod, iPhone and iPad, the results were consolidated under a single score for the brand group.

In identifying the list for the most admired African brands, where the brands had a dominant African residual equity or identity derived from their origins in Africa, such as Safaricom, Mpesa and Tusker from Kenya or Castle from SA, irrespective of its ownership or shareholding, the brand is recognised as an African brand.

To make the list of the Top 100 most admired brands in Africa and the most admired African brands, the brands had to be recalled in at least one country other than their domicile market.

Given the fragmentation and proliferation of local media, the overall pan-African media list is based only on media with reach across a significant number of African countries.

Overall, since the first rankings in 2011, the Brand Africa 100: Africa's Best Brands has been based on the most rigorous consumer-led methodology consistent with global best practices.

Over the years, despite the significant increase in the sample number of countries, the survey has yielded relatively consistent results and has become the most anticipated and trusted barometer of brands in Africa.



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Top SA brands



Upstart South African brands conquer all

Thebe Ikalafeng

Building on its pedigree as a strong brand-building country, locally made South African brands account for 33% of the most admired brands in South Africa out of all brands ranked.

A review of the results of the 14th annual research and ranking of the most admired brands reflect South Africa as a preferred African gateway for most international brands. Brands from 13 countries are in the Top 100, with the US the highest at 30% and the rest of the world accounting for less than 10% for each.

Across Africa, Nike and Adidas have been the top two brands respectively in the Brand Africa 100: Africa's Best Brands for the past five years. They rank as the top two overall brands in South Africa, in a Top 100 list dominated by non-African brands, which account for 67% of the most admired brands in South Africa across 12 categories dominated by apparel (29%), consumer non-cyclical (10%), electronics (7%) and the rest, including sports and fitness, at 5% or less.

In a strong showing of their youthful appeal, Bathu, Maxhosa, Drip and GalXBoy,

Top Pan-African Brands

Rank	Brand	Country Mentions	Operations	Impact
1	MTN	22	22	130%
2	DStv	12	13	80%
3	Shoprite	9	11	72%
4	Woolworths	8	11	24%

all South African youth-founded brands established about a decade ago, have made an audacious claim to rank as the most admired brands in South Africa, upending established legacy brands such as Woolworths, Pick n Pay, Checkers, MTN and Tiger Brands.

Not surprisingly, MTN, the perennial #1 African brand in the Top 100, leads the pack as the #1 most admired South African pan-African brand.

While there are five brands in the Top 100 most admired brands in Africa, which comprises brands mentioned in more than one country other than their domestic market, in fifth Bathu, while mentioned beyond South Africa, was excluded among this pan-African South African brands as it has a physical operation only in South Africa. Bathu has more than 30 retail outlets and open e-commerce that goes beyond South Africa.

Vodacom operates under that brand in seven markets, and was excluded as technically it's a UK brand and has different brand names (Vodafone,

Top 10 Country Brands

Rank	Country	Continent
1	South Africa	Africa
2	USA	North America
3	China	Asia
4	Nigeria	Africa
5	Botswana	Africa
6	Ghana	Africa
7	UK	Europe
8	Rwanda	Africa
9	Russia	Europe
10	Namibia	Africa

Safaricom and Vodacom) across the continent which cannot be isolated under Vodacom

South Africans believe in Africa
Putting themselves at the top of the list, ahead of Nigeria and Botswana in the top three African nations, South Africans believe they contribute to a better Africa and that of all nations globally. African nations (68%) do good for Africa.

Non-African nations US (#2), China (#3), UK (#7), Russia (#9) and Australia (#18), France (#21), Brazil (#24) and Netherlands (#25) are nations with a historical or economic interest in South Africa. Surprisingly, despite having strong cultural and political ties with India, the world's most populous nation with one of its biggest diasporas in South Africa, India didn't

Top 10 Admired South African Brands

Rank SA	Rank Top 100	Brand	Category	Country
1	7	Bathu	Apparel	South Africa
2	9	MAXHOSA	Apparel	South Africa
3	10	Woolworths	Retail	South Africa
4	12	Drip Footwear	Apparel	South Africa
5	16	Redbat	Apparel	South Africa
6	22	Pick n Pay	Retail	South Africa
7	23	Shoprite/Checkers	Retail	South Africa
8	25	MTN	Telecommunications	South Africa
9	29	GALXBOY	Apparel	South Africa
10	31	Tiger Brands	Consumer, non-cyclical	South Africa

Top 10 Admired Brands in South Africa

Rank	Brand	Category	Country	Continent
1	Nike	Sports & Fitness	USA	North America
2	Adidas	Sports & Fitness	Germany	Europe
3	Puma	Sports & Fitness	Germany	Europe
4	Samsung	Electronics/Computers	South Korea	Asia
5	Coca Cola	Non-alcoholic Beverages	USA	North America
6	Apple	Electronics/Computers	USA	North America
7	Bathu	Apparel	South Africa	Africa
8	Gucci	Luxury	Italy	Europe
9	MAXHOSA	Apparel	South Africa	Africa
10	Woolworths	Retail	South Africa	Africa



SOUTH AFRICAN BRANDS LEAD AFRICA'S IMAGE AND COMPETITIVENESS

The independent research and ranking of the most admired brands in Africa by Kantar, Geopoll and Brand Leadership for the 14th annual Brand Africa 100 | Africa's Best Brands, underscores South Africa's position as competitive marketplace for local and global brands and businesses.

Simon Anholt, the global adviser to nations on competitiveness, who popularised the concept of "nation branding" once remarked that "brands of a nation become a vector of their image." There is no doubt South African brands have contributed to shaping the country's identity and position as the most industrialised and brand building nation in the continent.

South Africa is an entrepreneurial environment for building sustainable brands, creating jobs and contributing to its GDP.

The high ratio of made in South Africa brands, which account for 33% of the most admired brands in the South African list and the country's ranking as the #1 nation perceived to contribute to a better Africa, validates the country's global African and proud standing.

Brand South Africa, the institution established in 2002 to position the country as a competitive investment destination, is working to inspire and create an enabling environment for brands that build the nation and are admired globally.

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Top 10 African Brands in SA

Rank	Brand	Category	Country
1	MAXHOSA	Apparel	South Africa
2	Bathu	Apparel	South Africa
3	MTN	Telecommunications	South Africa
4	DStv	Media	South Africa
5	Drip Footwear	Apparel	South Africa
6	GALXBOY	Apparel	South Africa
7	Loxion Kulca	Apparel	South Africa
8	Nandos	Fastfood/Restaurant	South Africa
9	Shoprite/Checkers	Retail	South Africa
10	Tiger Brands	Consumer, non-cyclical	South Africa

Top 10 African Brands across Africa

Rank	Brand	Country
1	MTN	South Africa
2	Dangote	Nigeria
3	Azam Group	Tanzania
4	Trade Kings	Zambia
5	DStv	South Africa
6	Econet	Zimbabwe
7	Ecobank	Togo
8	Old Mutual	South Africa
9	Shoprite/Checkers	South Africa
10	Woolworths	South Africa

make the list.

What makes you African?

Maxhosa, the Xhosa inspired global luxury knitwear brand is leading the pack among South African brands admired for their strong African identity.

The rankings are dominated by a mix of brands which reflect South Africa's youthful, local and entrepreneurial

Top SA Financial Services Brands

Rank	Finance	Country
1	FNB	South Africa
2	Capitec Bank	South Africa
3	ABSA	South Africa
4	Standard Bank/Stanbic	South Africa
5	Old Mutual	South Africa
6	Nedbank	South Africa
7	Outsurance	South Africa
8	Discovery	South Africa
9	Clientele Life	South Africa
10	Tymebank	South Africa

culture; and brands that have broadened access to essential services in telecommunications (#3 MTN and #25 Vodacom; for media #4 DStv); retail (Shoprite/Checkers, Woolworths, Pick n Pay and Mr Price); and those that have created some of the most memorable

campaigns that reflect a unique South African culture and insight such as Nando's (#8).

Clearly, what makes a brand African is much more than culture, but also how relevant they are to the state of mind and needs of consumers.

Shaping the South African narrative

Historically, South Africa is the continent's leading media market with an open media environment. Despite pressure from international video streaming platforms and takeover challenge by French competitor Canal+, the channel of channels, DStv, leads a dominant South African list (56%) of the most

Top 10 Sustainability South African Brands

Rank	Brand	Category
1	Woolworths	Retail
2	Shoprite/Checkers	Retail
3	Old Mutual	Finance
4	FNB	Finance
5	Tiger Brands	Consumer, non-cyclical
6	Discovery	Finance
7	Nedbank	Finance
8	Pick n Pay	Retail
9	Bathu	Apparel
10	MAXHOSA	Apparel

admired media brands in South Africa.

In an industry that is rapidly being transformed by expedient, accessible, affordable and flexible technology, new and digital media – Netflix (#2), Facebook (#8), YouTube (#11), Tiktok (#14), Spotify (#17) – are staking a claim as the most admired brands shaping the South African narrative.

South Africans bank on local brands

Financial services is the one sector where South Africa is recognised for its excellence. Reflecting a trust in the financial services sector, the Top 25 brands is an all local affair led by FNB as the most admired financial services brand. There is a balanced mix of traditional banking brands (32%), insurance

(36%) and digital (24%) dominating the rankings.

A triple bottom-line

In a ranking of South African brands that are perceived to do good for society, the environment and people, Woolworths leads the local brands while MTN leads the

African list.

Nike leads the non-African brands and the WHO leads the NGO list of the organisations perceived to drive a positive sustainable agenda.

Conclusion

South Africa, the most industrialised nation in Africa and the continent's largest economy, will undoubtedly continue to lead the continent as the gateway for global brands.

Adept at creating competitive world-class brands with a strong entrepreneurial environment, all indications are that the country will remain Africa's leading brand that inspires great brands.

Best 5 South African campaigns over 30 years (A-Z)

Brand	Campaigne
Brand SA	Today I woke up
Metro FM	What makes you Black
SABC	Feel it, it is here
Telkom	Molo Mhlobo Wam
Vodacom	Yebo Gogo

Top 5 Media Brands in SA

Rank	Brand	Country of origin	Continent
1	DStv	South Africa	Africa
2	Netflix	USA	USA
3	SABC	South Africa	Africa
4	Media24/News24	South Africa	Africa
5	eNCA/eTV	South Africa	Africa



FNB Continues to Lead as South Africa's Most Comprehensive and Most Awarded Bank, 30 Years into Our Democracy

As South Africa's oldest banking brand, FNB has been in the lives of South Africans, helping people and businesses navigate an ever-changing environment. Over the years, the bank has evolved from offering basic banking offerings to going 'beyond banking' and successfully reinvented itself, striving to remain relevant to all South Africans.

As a leading South African brand, we have and continue to strive to deliver against our purpose, which is underpinned by a promise of help. The idea of help has assisted in shaping how the market and our customers perceive us and how we have shown up as a brand for our customers, through the many amazing and difficult times they have had to navigate. This has become especially important as consumers continue to face headwinds because of the high cost of living, economic pressures, as well as social demands.

Over the decades, we have delivered on our promise to help through actions that are directly focused on the people we serve. We work to deliver affordable and relevant products because that's what makes a difference in the day-to-day lives of our customers. We work to drive financial inclusion because access to the economy offers access to the world. And we drive this financial inclusion by leveraging our geographic reach in South Africa and the rest of Africa, while also meaningfully using technology, to break down barriers to financial inclusivity.

Our business banking portfolio is designed to offer unparalleled support, innovative financial products,

and comprehensive solutions that cater to the unique needs of every industry, from sole proprietors to large enterprises, providing a breadth of solutions.

FNB is also widely recognized as a brand that has disrupted technology and banking through its extensive focus on constant innovation that solves real customer pain points. To this end, FNB has achieved considerable successes, providing access to the unbanked consumer through our eWallet which has become a household brand, and our award winning eBucks rewards programme that continues to help South Africans stretch their rand.

Our great efforts and commitment to help have been recognized globally, having received prestigious awards in both retail and business banking. Among these accolades, we have been named the Strongest Banking Brand in Africa, Most Valuable Brand in South Africa, FNB has proudly held the title of SA's Best SME Bank 3 years consecutively, and Best Mobile Banking App in Africa, all a testament to our unwavering commitment to empowering South Africans and their businesses.

South Africa is ever-changing and ever-evolving and it is our privilege to consistently innovate, update and upgrade our offerings, in service of our customers. We create world-class banking that reflects the ambitious spirit of South African consumers, business owners and founders who continue to defy the odds and create meaningful change in their lives and in their communities.



Top 30 brands that shaped South Africa over 30 years

Thebe Ikalafeng

As part of celebrating 30 years of the democracy in South Africa, Brand Africa and Brand South Africa convened 30 diverse eminent brand builders who've built some of the most iconic brands and campaigns in pre- and post-democratic South Africa in a session facilitated by Brand Africa founder and chair Thebe Ikalafeng.

The group included respected chief marketing officers such as Thulani Sibeko (formerly Standard Bank), Nedbank's Khensani Nobanda, Vodacom's Andisa Ntsubane, Telkom's Gugu Mthembu, McDonald's Sechaba Motsieloa and the SABC Group CEO Nomisa Chabeli.

Also involved were award-winning creatives, academics, researchers, new and established entrepreneurs, and legendary brand builders such as Eric Mafuna, Happy Ntshingila,

Nkwenkwe Nkomo, Dimape Serenyane, Dennis Mashabela, Veejay Archary, PJ Powers, Janine Hills, Maserame Mouyeme, Carla Enslin, Nombulelo Dilotsotlhe, Isolde Ward and HB Klopfer.

They had one goal - to reflect on the 30 South African brands, campaigns and people that have shaped the country's narrative in the past 30 years. The session kicked off with a simple question: "What is a brand" to frame the criteria for the brands that would make the preliminary and ultimate list of 30.

Those that made the cut ranged from less than a decade ago to heritage brands that have "stood the test of time". To make the Top 30 cut, the shortlist from the session was filtered through the Brand Africa 100: Africa's Best Brands rankings and other local and global branding, creativity and reputation rankings.

Overall 10 South African brands that shape identity and competitiveness:

Africanbank: A resilient pioneer of banking for black entrepreneurs during apartheid, which remains an inspiration for banking in a category that remains dominated by non-Africans; **Castle Lager:** A staple since 1895 that is central to local sport passions and created memorable campaigns such as the nostalgic Africa by Toto themed ad shot in location in New York; **Discovery:** A pioneer of behaviour-based health insurance and banking in the 1990s; **DStv:** Founded in 1995, DStv was a pioneer of digital satellite TV in Africa and now has a presence in 50 markets; **FNB:** Though founded in 1838, it established itself as a service-based and technology-led bank in the first decade of the millennium; **MTN:** Africa's most admired telecommunications company with a presence in 17 countries across the continent; **Nando's:** Founded in South Africa, but today a global fast-food

restaurant beloved for their humorous take on the state of the nation; **Shoprite/Checkers:** Africa's number one supermarket is an anchor in most markets which historically didn't offer quality retail; **Telkom:** - Prior to the introduction of mobile, Telkom's fixed lines were the primary way South Africans connected. The company pioneered mobile in 1994 when it underwrote the launch of Vodacom in partnership with Vodafone; and **Vodacom:** The country's most loved mobile brand serving more than 45 million users in South Africa and seven other African markets.

A common theme is that these brands produce memorable campaigns and are proud pillars of South Africa's competitiveness and global reputation - innovative, daring, resilient and inspirational.

Three most impactful South Africans who embody the spirit of ubuntu:

Nelson Mandela: The first democratic president who survived 27 years of incarceration and emerged to become a global statesman. The embodiment of South Africa's spirit of forgiveness, unity and humanity; **Imtiaz Sooliman:** Founder of Gift of the Givers, frequently the first responder to many local and global humanitarian crises; and **Desmond Tutu:** The first African archbishop of the



Anglican Church who stood as a consistent paragon of moral authority both pre- and post-apartheid.

Three campaigns, events or organisations that demonstrate ubuntu and social impact:

Treatment Action Campaign: Founded in 1998 to campaign for access to Aids treatment and widely acknowledged as one of the most important civil society organisations active in the developing world; **The Solidarity Fund:** An NGO set



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Cape Town 123RF/Benjamin Boeckle



Kruger National Park 123RF/Correia Patrice



Soweto Towers Freddy Mawunda

up by the government and supported by corporate to facilitate the prevention, detection, care and support of those affected by the most devastating epidemic in 100 years, Covid-19; and Gift of the Givers Foundation: The largest disaster response, NGO of African origin on the continent and a first responder to most global disasters.

Three places or destinations that have placed South Africa on the map, and top of the list for visitors:

Cape Town: A city perennially voted by visitors among the best in the world to live and visit; Kruger National Park: The most famous national park in Africa and

home to the big five; and Soweto: The epicentre of political resistance against apartheid, where the Freedom Charter – the inspiration behind SA's respected constitution – was adopted, and home to South African icons.

Five South African campaigns that resonated with South Africans:

Vodacom's legendary Yebo Gogo ad that launched Vodacom and cellular telephony in 1994; Brand South Africa's "Today I woke up" ad in 2003, highlighting the infinite possibilities presented by living in South Africa; SABC's "Feel it. It is here" campaign that was misinterpreted by viewers as "Philip is Here" for the national broadcaster's 2010 World Cup; Metro FM's "What Makes You Black", a campaign that spoke to the core of a country's quest to define its diverse black population beyond race; and Telkom's "Molo Mhlobo wam". A nostalgic, relatable campaign that located Telkom as the brand that understands consumers across the economic landscape.

Three events and experiences that have positively shaped South Africa's identity and competitiveness:

Rugby World Cup/Springbok victories: The embodiment of SA's transformation and competitiveness as a winning nation; International Court of Justice Case in 2024: This demonstrated South Africa's ability to punch above its weight; and 2010 Soccer World Cup: The first staging of the global showpiece that brought South Africans together.

Three most inspirational entrepreneurial brands founded by South African youth:

Bathu: Established in 2015, the iconic footwear brand has grown exponentially over the years and now has 32 stores nationwide, creating more than 300 jobs predominantly for youth. This is a brand that represents the best of South Africa's entrepreneurial spirit; Maxhosa: A pioneering global South African brand

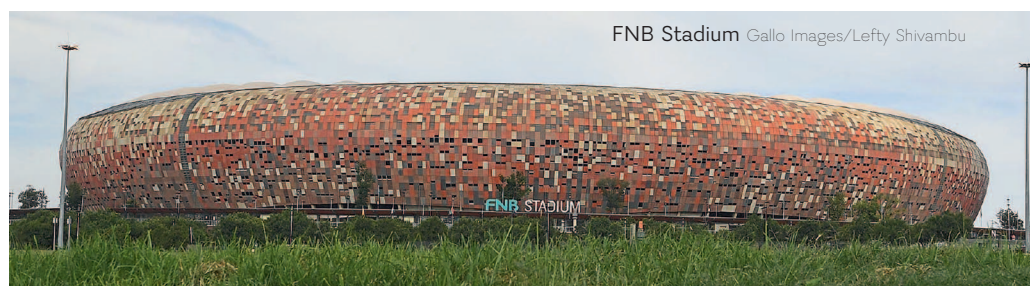
inspired by Xhosa culture. In addition to showing at Fashion Weeks around the world, the brand is opening its first flagship shop in New York; and Yoco: Established in 2013, Yoco is an African unicorn and go-to platform to access offline payments to merchants.



2023 Rugby World Cup: Siya Kolisi. Getty Images/AFP/Franck Fiff



International Court of Justice Reuters/Piroschka van de Wouw



FNB Stadium Gallo Images/Lefty Shivambu

Africanbank continues its audacious legacy

Africanbank, a pioneer in financial empowerment, is on a journey that is not just about financial services but also about levelling the economic playing field, driving economic inclusion and fostering a culture of innovation and resilience.

With a legacy rooted in audacity and community impact, Africanbank's CEO Kennedy Bungane says the vision of an African bank for the people, by the people, serving the people, was born from the need to financially empower those excluded from mainstream financial services.

"Six decades after it was first mooted, that vision remains our inspiration."

Over the past 18 months, Africanbank has made significant strides in expanding its reach and impact within the financial landscape. The acquisitions of both Grindrod Bank and Ubank not only bolstered its balance sheet by over 60%, but also signalled a strategic shift towards a more diversified financial ecosystem and enabled the payment of dividends to shareholders.

These strategic moves align closely with the bank's Excelerate25 strategy, aimed at expanding its core and establishing a strong footprint in the business banking market.

The recent agreement with Sasfin to acquire their capital equipment finance and commercial property finance loan books further reinforces this commitment to diversification and growth.

"Our strategic transformation through Excelerate25 reflects our dedication to building a customer-centric, data-driven, scalable and digital-first business," says Bungane. "We are building bridges not just for today, but for a future where every South African has the opportunity to thrive."

The bank's commitment to community partnerships and empowerment remains at the forefront of this vision. Through a hybrid model of digital innovation and personalised service, Africanbank ensures that no

consumer is left behind, fostering financial inclusion while driving economic growth.

This year, the bank will launch its very own business banking offering. "It's a proud moment for Africanbank as it represents a return to our original mandate," says Bungane.

"The bank was founded by black entrepreneurs who created an institution

that would support their aspirations. Through our business banking products and services, we aim to do just that. Not merely as credit providers, but as trusted financial partners. We will judge the success of our venture by the success of our customers."

Africanbank's upcoming initial public offering (IPO) listing in 2025 represents a significant milestone, solidifying its status as a bank of the people and underscoring its commitment to transparency, accountability and inclusivity, offering an opportunity for all South Africans to participate in the bank's success story.

"As we prepare for our IPO listing in 2025, Africanbank is poised to become truly owned by the people, fulfilling the vision our founders set out decades ago. This listing will not only mark a historic moment, but also signify our unwavering commitment to being a bank that serves the aspirations and needs of every South African," says Bungane.

The bank plans to implement a broad-based employee share ownership scheme to align employee and shareholder interests, allowing employees to participate in the value created by the listing and to attract and retain human resources. The share trust will hold no more than 10% of the ordinary shareholding of African Bank Holdings Limited post the issue of shares, and each eligible employee will receive an equal allocation.

The bank's Excelerate25 strategy has provided it with a clear road map for differentiation in the market.

By outlining specific goals, such as expanding into new markets and enhancing digital offerings, the strategy allows the bank to showcase its value proposition.

Ultimately, the success of Excelerate25 in achieving its goals has a direct impact on the bank's financial performance. Positive financial results have enhanced the bank's credibility and attractiveness



Africanbank group CEO
Kennedy Bungane



Africanbank group chief marketing officer
Sbusiso Kumalo

to investors and customers, solidifying its position in the market.

“Our strategy isn’t just about banking; it’s about creating holistic solutions that uplift entrepreneurs and communities,” says Bungane.

The bank recently unveiled its revamped logo and an empowering new campaign message, “Africanbank backs you”. The new logo design echoes the bank’s rich heritage, signifying resilience, innovation and the power of audacity, encapsulating its journey from its audacious inception in 1975 to its present-day status as a symbol of financial empowerment.

It also represents the amalgamation of three banks: Africanbank, Grindrod Bank and Ubank into one bank.

Brand upgrades are more than just a fresh coat of paint, says Africanbank group chief marketing officer Sbusiso Kumalo, adding that they are also, “A strategic investment in staying connected to our audience, adapting to market changes and reinforcing our brand’s values and promises, signalling our commitment to innovation and customer experience”.

It was recently announced that actress and TV personality Nomzamo Mbatha has joined forces with Africanbank in a partnership that encompasses a brand ambassadorship and a commercial element that will lead to the launch of a specially-curated “Empower Her” account.

Mbatha, who has enjoyed international

acclaim in Hollywood films and recently graced local screens in the hit series Shaka llembe, will provide a narrative underscoring the essence of audacity and a relentless pursuit of excellence.

Kumalo says Mbatha’s advocacy for humanitarian causes and her achievements in the entertainment industry deeply committed to backing individuals and communities, helping them to thrive.

As a UN global goodwill ambassador and the founder of the Nomzamo Lighthouse Foundation, she has been a champion of human rights and a beacon of support for marginalised communities – a mission that resonates with Africanbank’s dedication to promoting economic inclusivity and empowering individuals, businesses and communities.

Africanbank’s brand identity revamp will culminate in a new TV commercial featuring Mbatha. The new commercial aims to entrench the bank’s positioning as an aspirational brand for young professionals.

“We’re very excited to be partnering with Nomzamo. Not only do our values resonate with her, but she is a young star who has made her mark on the global stage by harnessing her audacity to believe. She represents the exciting potential inherent in our country. Her dedication to uplifting and empowering communities aligns seamlessly with our mission to foster economic inclusivity and financial empowerment.

“Our partnership with Nomzamo transcends that of her celebrity status as we do not merely view her as a brand

ambassador or influencer, but rather as a partner with whom we can create a meaningful commercial relationship,” says Kumalo, adding the bank is determined to back the audacity of go-getters and support them on their journeys to success.

The launch of a Mbatha “Empower Her” account will not necessarily exclude men, but will unlock certain benefits for women, such as a legal help desk for issues related to gender-based violence, a health desk, investment opportunities and savings pockets for female entrepreneurs, and access to women empowerment events, among other features. Details will be released at a later date.

Reflecting on her decision to collaborate with Africanbank, Mbatha says she sees parallels between the Africanbank journey and her own. “Just as I have transcended humble beginnings to make a global impact, Africanbank has evolved to become a symbol of financial empowerment.”

This partnership dovetails neatly with Africanbank’s belief in inclusivity in banking and empowering those on the margins of the economic playing field.

“Through Nomzamo, we hope to introduce Africanbank’s vision to a new generation. We want them to know that whatever their path to success looks like, Africanbank will back them every step of the way,” explains Kumalo.

What is very clear is that Africanbank plans to continue redefining banking, creating opportunity for a brighter, more inclusive future for all.



TV personality: Nomzamo Mbatha



An act of passion

Lynette Dicey

Bathu is South Africa's number one brand. The small brand, established a decade ago, has upended the status quo.

The Bathu story is more than just a story of a proudly South African sneaker brand, but rather a story of owning your own destiny, staying true to who you are, following your dreams and doing something you are passionate about.

"Bathu, a Kasi slang word for shoes, is a beacon of hope to all Africans," says Bathu founder Theo Baloyi.

He explains that the business was founded with a mission to create sustainable job opportunities for the youth, contributing to economic empowerment and community development as it expands its operations.

The decision to position Bathu as uniquely South African was deliberate. Recognising a gap in the market, Baloyi aimed to cater to the vibrant sneaker culture prevalent both in the country and across Africa.

"Our aspiration has always been to craft a sneaker brand that resonates deeply with Africans, reflecting our shared identity and experiences," he says.

The Bathu School Care Project is Bathu's way of giving back to communities. The project, established in 2020, is donating one

million school shoes to underprivileged children in South Africa. The project is funded through sales of Bathu's school shoes that retail for R350.

In recent years Bathu has collaborated with a number of brands including Mercedes-Benz, KFC and Vodacom. "We approach every collaboration with careful consideration to ensure there is alignment with Bathu's values and vision. These partnerships have been highly successful, not only enhancing brand visibility but also acting to reinforce our commitment to delivering premium products and experiences," says Baloyi.

Bathu now operates 31 stores nationwide and employs more than 400 people.

The secret to establishing a South African brand that resonates with consumers is authenticity, says Baloyi.

"By authentically telling South African stories and engaging with our diverse communities, we have cultivated a brand identity that reflects the richness of our culture and heritage. Not only do we provide consumers with high quality products but we remain abreast of trends through market research and, most importantly, we listen to what consumers say through social listening and ensure that we respond to their needs."



Theo Baloyi: The founder of Bathu, SA's number 1 brand

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Changing society and the economy with technology

Lynette Dicey

Telecommunications and technology companies have played a pivotal role in shaping and transforming South Africa over the last three decades.

They have bridged the communication gap, enabling South Africans to connect with each other and the world, driven economic growth, fostered innovation and created job opportunities. They've also improved access to information, education and entertainment, contributing significantly to the social and cultural development of the nation.

Business Day talks to the five telecommunications and technology companies that dominate the list of the 10 brands that have been recognised as among those that have shaped the South African brand over the past 30 years.

Telecommunications companies have had perhaps the most significant impact, changing the way South Africans communicate. Connectivity was traditionally the realm of the fixed-line copper telephone line, the dial-up modem and the fax machine.

Today technologies such as fibre, satellite, mobile and wireless transmission have changed the game.

Telkom

Telkom, one of the top five telecommunications brands in this year's Brand Africa rankings, has evolved from being South Africa's fixed-line leader to being a digital backbone provider through its 170,000km fibreoptic network, 10 carrier-neutral data centres, more than 7,500 active 4G sites and over 400 5G sites.

"That digital backbone supports SA's industry at large," reveals Gugu Mthembu, CMO at Telkom. "Telkom is essentially a communications infrastructure company which plays a key, though sometimes invisible, part of South Africans' daily lives."

Telkom was a 50% shareholder in South Africa's first Global System for Mobile



communication (GSM) network in 1994, Vodacom. It's next foray into the mobile arena – as Telkom this time – took place in 2010 when the brand claimed the value leadership position through more affordable data rates, bundles and packages.

It's brand work has been underpinned by the company's purpose of seamlessly connecting all South Africans to a better life.

This can be distilled into one word, transformation, says Mthembu, and has been showcased through advertising campaigns that have demonstrated the value of mobile connectivities for homes and businesses, whether voice or data.

Arguably the most memorable of these was the Molo Mhlobo Wam campaign. This was a campaign that demonstrated the value of connectivity for segments of society that had previously been excluded from instant access to loved ones and to a connected world, demonstrating how a single change could remove the distance.

Telkom again captured the transformative nature of technologies

through the Streamists series of communications, which drew people into the world of a home enabled with internet wi-fi connectivity. During Covid, Telkom encouraged consumers to embrace hope and find their source of inspiration in a digitally connected world through the Live Your Monate positioning, which earned Telkom the hearts of the youth, winning the Sunday Times GenNext Awards three years in a row.

More recently its Netball World Cup campaign, Telkom #StandTall, has been announced as a WARC Awards Gold winner, demonstrated how Telkom brings transformation to women sports to make the dreams of young talent attainable.

"As a brand we understand the value of this sponsorship in transforming the sport itself by working with our partners Netball South Africa to professionalise it while providing more opportunities for young South Africans to make a career out of it. A clear purpose is one of the reasons we have remained the fastest growing telco in SA over the last five years," Mthembu says.

THE BUY LOCAL MOVEMENT

Join the BUY LOCAL movement, and together, let's create a future where opportunity and prosperity are within everyone's reach.



1998

It all began in 1998, at the Presidential Jobs Summit where the late former President, Nelson Mandela, brought together leaders from all walks of life. This gathering was not just another meeting; it was a pivotal moment in South Africa's journey toward economic rejuvenation. The summit aimed to tackle the formidable challenges of poverty, inequality, and above all, unemployment that had long plagued the nation.

LOCALISATION



From this summit, the seeds of the Proudly South African Campaign were sown, and by 2001, it was officially established.

2001



Through rigorous efforts, the campaign advocated for complete **localisation**.



Localisation is more than just an economic strategy; it is a holistic approach encompassing all sectors of society. It calls on everyone; businesses, government entities and consumers to contribute to a collective goal: **economic growth and job creation**.

The message is clear: by **buying local**, South Africans could play an active role in the country's prosperity.

2016-2024

In 2016, Proudly South African hit its stride. The turning point? A dynamic new CEO stepped in, and everything changed. Suddenly, the Buy Local campaign wasn't just a slogan—it was a movement that resonated with everyone. Awareness skyrocketed, presence expanded, and the push to support local businesses gained unstoppable momentum.

The Buy Local message was clear, powerful, and incredibly relatable, sparking a wave of national pride and support that kept growing.

The Proudly South African campaign set out with a mission to influence procurement practices across both the public and private sectors. This meant championing South African goods and services, not just as a patriotic duty, but as a strategic move to stimulate local production and manufacturing.

Through various initiatives and access to market activities, like the Buy Local Summit and Expo, Local Fashion Police, Delicious Festival and the Local Wine Expo, the campaign seeks to educate and inform those with purchasing power about the profound impact of their choices.

BUY LOCAL TO CREATE JOBS.



SOUTH AFRICA'S BEST BRANDS

Top SA brands



Vodacom

One of the top five telecommunications companies in this year's Brand Africa ranking, and a top 10 South African brand, Vodacom was the first network operator to obtain a licence to operate a GSM in SA in 1993. Today, it is the second most valuable brand in the country and leads in market share and network coverage.

"The South African story is a Vodacom story, and vice versa," says Andisa Ntsubane, managing executive for brand and communications at Vodacom South Africa.

"Our story is one that is about continuous evolution – from launching a state-of-the-art 3G HSDPA network in SA in 2006 to being the first to launch 4G in SA in 2012 and completing the largest BEE transaction in the telecommunications sector in 2019, amongst many other milestones.

"Not only have we democratised communication, but also access to all our services including free online services to SMEs through V-Hub. As a brand, Vodacom's story is closely intertwined with SA's democratic story."

Vodacom has a history of memorable brand communications, from the long-running Yebo Gogo advertising campaign featuring an awkward man in leopard print and a wise, elderly man with an instantly recognisable laugh, to the much-loved Mo the Meerkat who for several years was the face of Vodacom's advertising campaigns.

To celebrate its 30th anniversary this year – which coincides with South Africa's 30 years of democracy – Vodacom revealed a new feel-good ad which takes the viewer through a time-travelling journey spanning three decades that starts in 1994 and continues into the future, showing the evolution of technology against the backdrop of South Africa's evolving democracy.

"Over the last 30 years Vodacom has had the privilege of connecting South Africans for a better future. Not only does this ad tell the story of Vodacom's journey, it also



tells the story of SA's resilience and ingenuity," says Ntsubane.

MTN

Another telecommunications brand which was established at the dawn of democracy and has had a profound impact on shaping South Africa is MTN. Ranked as the number one most admired African brand for the past 10 years, MTN has mobile operations in 17 markets in Africa, including South Africa, and is working to extend digital and financial inclusion in line with the UN's goals for universal broadband access.

One of the largest investors in infrastructure, MTN has invested about R10bn a year into its networks and operations in South Africa, resulting in 97% national population coverage.

The company also makes investments into society by growing science, technology, engineering and mathematics skills. Since 2018, MTN has allocated nearly R385m into supporting schools while the MTN

Skills Academy provides access to digital and financial skills training across Africa.

One of its standout campaigns has been the Good Together campaign that showcased the role the business played in Africa's health and education, and the essential role that connectivity plays in the delivery of a modern, connected life. More recently, MTN South Africa released a brand campaign centred on a silent version of the iconic Gwijo song Mtaka Mama, to embrace the spirit of South Africa and to foster national unity. The campaign paid tribute to diversity and aimed to inspire the nation, including the deaf community, to rally behind the Springboks ahead of the final Rugby World Cup match.

MTN collaborated with St Vincent School for the Deaf in Johannesburg to form the "silent" choir who performed Mtaka Mama in sign language.

"Telecommunication companies are a beacon of innovation and connectivity," says Nompilo Morafo, group chief sustainability and corporate affairs officer at MTN Group.

"The services they provide connect schools, hospitals and for 30 years have provided South Africans in towns and

Telecommunications

Rank	Brand	Category	Country	Continent
1	MTN	Telecommunications	South Africa	Africa
2	Vodacom	Telecommunications	South Africa	Africa
3	Cell C	Telecommunications	South Africa	Africa
4	Virgin	Telecommunications	UK	Europe
5	Telkom	Telecommunications	South Africa	Africa



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SOUTH AFRICA'S BEST BRANDS

Top SA brands



rural villages alike with much-needed access to the world through digital and financial inclusion.”

DStv/MultiChoice

In the entertainment sector, companies like MultiChoice have leveraged advances in technology to enhance their offerings, ensuring high-quality, accessible content.

DStv, part of MultiChoice, has been one of the most admired African media brands and is the number one South African media brand.

“MultiChoice has revolutionised the way South Africans consume entertainment and information,” says Dr Keabetswe Modimoeng, group executive head of regulatory & corporate Affairs at MultiChoice, the owners of DStv.

“In addition to providing diverse and high-quality content that resonates with local audiences, MultiChoice has also invested heavily in local productions, promoting South African stories and talent. Our technological advancements and investments including Irdeto for content protection, the integration of AI in SuperSport for enhanced viewing experiences and innovations like Moment technology that aims to transform the African payment landscape, making digital payments more accessible and reliable.”

Channels such as Mzansi Magic and kykNET, both of which carry only local content, have become cultural

10 South African Brands (A-Z)

Brand
African Bank
Castle Lager
Discovery
DStv
FNB
MTN
Nando's
Shoprite
Telkom
Vodacom

touchstones, showcasing South African stories, music and heritage while its community upliftment programmes such as the MultiChoice Talent Factory nurture locals as well as giving back to communities.

The MultiChoice Innovation Fund and MultiChoice Accelerator, on the other hand, support startups and small businesses. “By investing in sustainable practices and technologies we believe we

can continue to lead the industry and make a positive impact on our society and planet,” says Modimoeng.

Discovery

The acceleration in technology development and digitisation is a key trend impacting both society and businesses.

Discovery, ranked in the top 10 financial services brands in the Brand Africa survey and in the top 10 brands that have shaped the South African identity and competitiveness, is a proudly South African-founded financial services organisation that has leveraged this trend and, combined with insights from behavioural economics, has used its shared-value insurance model to design innovative products and services that encourage clients to improve their health and wellness behaviour.

Discovery currently operates in 41 markets around the world and covers more than 40 million lives.

The Discovery brand has been built through a combination of a profound core purpose, its shared-value business model and disruptive innovation, to meet clients’ needs in unique ways, explains Firoze Borat, CMO at Discovery.

“The Discovery brand is at the foundation of building brilliant businesses that naturally leverage our model, delivers on our core purpose and enables increased equity, visibility and trust in the overall Discovery brand.”

The launch of Discovery Health and Discovery Vitality are arguably the two most powerful moments in the brand’s 30-year history.

“Discovery Health has grown from a small, specialist health insurer to a leading global health insurer with a significant impact and leadership role in our healthcare sector. At the same time Vitality, the group’s behaviour-change platform, brought many of SA’s much-loved brand innovations to market including the HealthyFood benefit, gym benefit, Team Vitality running club and a first-of-its kind travel benefit,” he says.

One of the newest Discovery businesses, Discovery Bank is proving to be another seminal brand moment for the group.

“Discovery Bank is the most physical manifestation of our brand. It’s transforming the banking landscape in SA with an attractive value proposition that combines technology and digital capabilities with our understanding of risk, behaviour change and incentives. The result is an exciting and differentiated banking experience that delivers tangible value for our clients,” says Borat.



123RF/melpomen



Driving a Proudly South African agenda to create jobs



123RF/inkdrop

Lynette Dicey

Proudly South African is the country's official buy local advocacy organisation aligned to government's objective of combating poverty, inequality and unemployment.

The buy local campaign was an initiative started by former president Nelson Mandela at the country's first job summit.

Chief marketing and communications officer at Proudly South African, Happy MaKhumalo Ngidi says driving a proudly South African agenda is crucial for several reasons including economic growth and job creation.

"Promoting local products and services stimulates the economy by keeping money within the country, leading to increased demand for local goods, which in turn supports job creation and reduces unemployment," Ngidi says.

"Furthermore it propels all people with

buying power to embrace and promote South African products fostering a sense of national pride and unity. Lastly, by reducing dependence on imports, the country can better withstand global economic fluctuations and crises. A strong local economy is more resilient to external shocks such as supply chain disruptions."

A strong localisation strategy, she adds, benefits the country and the people living in it.

"If South Africans really understood the power of their rand and the consequences of their purchasing decisions, they would make the right choice in how they spend in favour of locally made products and supporting local services.

"When we continue to buy exports, we are uplifting and improving foreign economies and disadvantaging our own, which then creates a negative ripple effect on jobs."

Ngidi says localisation requires an all-inclusive approach. Consumers need to want to be the catalyst of change rather than relying on government. "We're all responsible for the state of the economy through the decisions we make."

Stringent localisation measures are paying off with the likes of online shopping platform Takealot investing significantly in localising their platform. This not only benefits consumers, but also aids in job creation, ultimately translating into improved global competitiveness.

"At Proudly South African we promote consumer awareness around the benefits of supporting local brands and how this can enhance national pride and contribute to economic growth.

By leveraging the strengths of local companies and highlighting their contributions, we can build a more prosperous and resilient South African economy," she says.



South Africa continues to inspire citizens and the global stage

Lynette Dicey

Country of origin matters to consumers. Some countries have better-established associations than others – think Japanese electronics.

Sithembile Ntombela, acting CEO of Brand South Africa, says brands of origin becomes particularly relevant when the brand contributes positively to the narrative, reputation and image of the country.

“In SA’s case that includes intentionally contributing towards the creation of employment opportunities, empowering small- and medium-sized businesses and articulating the nation brand identity and values.”

Local brands that come to mind on this issue include South African Breweries (SAB), a brand that is anchored on heritage, changing people’s lives from an empowerment perspective, she adds.

“The work that SAB does through its foundation is designed to help take entrepreneurs from ideation to growth and beyond, supporting primarily women and the youth,

people in rural areas and those with disabilities. The brand was recently bold enough to inspire a behavioural change by challenging a

disruptive societal challenge linked to gender-based violence through their #Noexcuse campaign.”

Another brand which has embraced its roots, she says, is Nando’s. “Through both their aesthetic restaurant design and quirky communication strategy, Nando’s tells the story of South African culture and values.”

Others include MTN, who, despite expanding to the African continent, always ensures they articulate South African culture in their advertising and communication strategy.

It’s not just brands, but also South Africans themselves who are great assets in terms of shaping and influencing perceptions of SA, says Ntombela.

“People like Trevor Noah, host of The Daily Show for seven years; fashion designer Maxhosa; actresses Thuso Mbedu and



Gallo Images/AFP/Rodger Bosch



Gallo Images/Papi Morake

Nomzamo Mbatha; and the Ndlovu Youth Choir, are amongst others, who continue to shape a positive narrative of South Africa through the work they do. Both these individuals and the local brands with a global audience help shape and influence how the world sees SA from a competitiveness and reputation perspective, helping to promote the quality of life offered in SA through their brand communications,” Ntombela says.

“They are reinforcing the message that SA is a country with a number of pockets of excellence. On the sporting side, the Springboks have been doing us proud, winning back-to-back Rugby World Cups, demonstrating the resilience and determination of our people.”

There is no question, she says, that South Africa has endless possibilities to inspire its citizens and the world through its brands, talent, sports, innovation and creative arts, admired by many on the global stage.



Trevor Noah, Maxhosa, Thuso Mbedu and the Ndlovu choir

Pictures: AFP/Robyn Beck, Werner Hills, Gallo Images/Oupa Bopape, Alon Skuy



30 YEARS OF CAPTIVATING AND SHAPING AFRICAN ENTERTAINMENT



1986

In 1986, South African media businesses launched M-Net, an analogue pay-TV channel aimed at delivering high-quality information and entertainment. today.

1992

Early Innovations and Expansion

In 1992, M-Net expanded to 20 additional African countries, partnering with local businesses to ensure relevant content. SuperSport, initially a segment on M-Net, became an individual 24-hour sports channel.

1995

By 1995, MultiChoice Africa had offices across the continent and launched DStv, a pioneering satellite service, marking a significant milestone as the first of its kind outside the United States.

2010

In 2010, the DStv Catch Up service allowed subscribers to watch shows on demand. The digital terrestrial platform GOtv launched in 2011, making affordable entertainment accessible to more customers. The same year saw the introduction of BoxOffice, enabling movie rentals for both DStv and non-DStv customers.

2019

Shaping the Industry

In 2019, MultiChoice launched the MultiChoice Talent Factory (MTF), a Pan-African training initiative with academies in Lagos, Nairobi, and Lusaka, aimed at raising production standards and empowering young filmmakers.

1994

This led to the formation of MultiChoice in 1994, which has grown significantly to reach 23.5 million households and over 100 million people across 50 African countries today.

2005

Technological Advancements MultiChoice introduced its first personal video recorder (PVR) decoder in 2005, catering to families wanting to watch different shows simultaneously.

2014

Adapting to Changing Trends

By 2014, the DStv Now app was introduced, making content available on tablets and smartphones. MultiChoice then launched Showmax, an internet-TV streaming service allowing customers to stream content on various devices for a single monthly fee.

2020

In 2020, MultiChoice became the major sponsor of South Africa's football league, now known as the DStv Premiership, and launched the SuperSport Schools platform.

“
6000
hours of local content
annually, catering to diverse
audiences in 40 languages.
”



Expanding Entertainment Offerings

Recognizing the growing popularity of sports betting, MultiChoice integrated BetKing into its entertainment ecosystem, aligning with the company's commitment to comprehensive sports entertainment.

Hyperlocal Relevance and Economic Impact

MultiChoice produces over 6,000 hours of local content annually, catering to diverse audiences in 40 languages.

Shows like "Big Brother Titans," "Afaf," "Selina," and "Mpali" highlight the company's dedication to telling African stories. The hit series "Shaka Illembé" exemplifies this commitment, achieving record viewership and generating significant economic benefits for local communities through production-related activities.

New Ventures and Future Growth

MultiChoice continues to evolve, leveraging its platform to offer new consumer services. A partnership with Comcast's NBCUniversal and Sky aims to enhance Showmax with world-class content and technology.

The launch of Moment, a fintech platform in collaboration with Rapyd and General Catalyst, aims to facilitate digital payments across Africa. MultiChoice's acquisition of Namola, an emergency response app, and the introduction of connectivity solutions like DStv FLTE internet and uncapped fibre, further demonstrate the company's commitment to improving the quality of life for its customers.

By consistently putting customer aspirations first and adapting to technological advancements and market demands, MultiChoice has transformed from a broadcaster to a leading content producer, driving economic growth and creating jobs across Africa. Its commitment to telling African stories and enriching the lives of African households ensures its continued relevance and impact in the years to come.





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