

Competing with the Right Strategy

INTEGRATED REPORT 2011





Shoprite Holdings Ltd is an investment holding company whose combined subsidiaries constitute the largest fast moving consumer goods (FMCG) retail operation on the African continent.

Its various chains operate a total of 1 246 corporate stores in 16 countries, all integrated electronically into a central data base and replenishment system. The Group's primary business is food retailing to consumers of all income levels, and there are outlets from Cape Town to Accra and on some Indian Ocean islands. Management's goal is to provide all communities in Africa with food and household items in a first-world shopping environment, at the lowest prices. At the same time the Group is inextricably linked to Africa, contributing to the nurturing of stable economies and the social upliftment of its people.

Shoprite Holdings Ltd comprises the following brands:

SHOPRITE

U SHOPRITE
save

Checkers

Checkers **Hyper**

OK
FRANCHISE DIVISION

House & Home
Making Your House a Home

OK
Furniture
NO PROBLEM

OK
Furniture
MORE FOR YOU

MEDI RITO
PHARMACY
PROFESSIONAL PHARMACISTS YOU CAN TRUST

LiquorShop
Checkers

LiquorShop
SHOPRITE

TRANS  **PHARM**

MONEY MARKET

HUNGRY LION
The Lion of Africa

Computicket
The Ticket you can Trust

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In the event of inconsistencies between the text of this report and the Afrikaans translation, the English text prevails.

