



# FACT SHEET

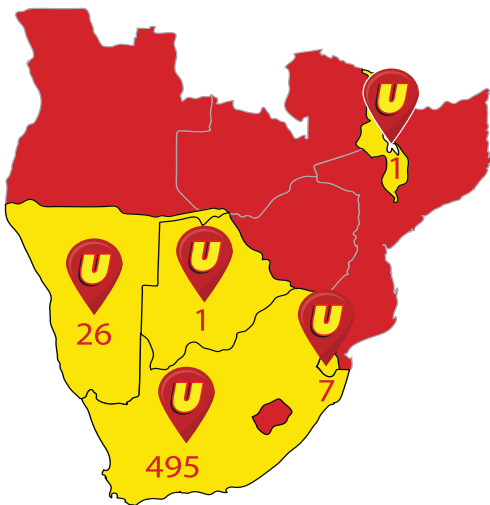


Usave is a **low-cost, no-frills**, limited assortment discounter trading largely in local communities. With small-format stores, Usave caters for customers in the lower-income market, offering **unrivalled value for money**.

 **6 700**  
employees

**529** stores  
across  
Africa

South Africa **494**    Botswana **1**  
Namibia **26**        Malawi **1**  
Eswatini **7**



## PRODUCT OFFERING

- Limited range of essential, fast-moving products at the lowest prices
- Usave: 474 products <R10
- Usave eKasi: 290 products <R10



## TARGET MARKET

- Low income earners



## PRIVATE LABELS

- **Ubrand**: 308 products just like big brands, for less
- **Savers**: 18 staple products at the lowest price

	Usave eKasi	Usave
Number of stores	47	447
Structure / building	160m <sup>2</sup> – 190m <sup>2</sup>	450m <sup>2</sup> – 700m <sup>2</sup>
Total product range	1 000	1 900
Private label products	308	308
In-store departments	Money Market Services (money transfers, account payments, airtime & data) Toiletries Perishables Frozen meat Non-Foods	Money Market Services (money transfers, account payments, airtime & data) Fruits & Vegetables Toiletries Perishables Frozen meat Non-Foods Bakery (29 stores in RSA)
Employees per store	5	8–10