



WOOLWORTHS HOLDINGS LIMITED

2018 Key Stakeholder Groupings

KEY STAKEHOLDER GROUPINGS

OUR STAKEHOLDERS	THE NEEDS, EXPECTATIONS, AND CONCERNS OF OUR STAKEHOLDERS AND HOW WE CREATE VALUE FOR THEM	HOW WE MEASURE STAKEHOLDER VALUE
 EMPLOYEES	<p>We have over 46 000 employees across the WHL Group. We engage with employees regularly on strategy, business performance, and to increase awareness and level of understanding of our sustainability issues and values. We use channels such as leadership conversations and employee opinion surveys to generate discussion and prompt feedback.</p>	<p>We are continuously sharing knowledge and communicating sustainability issues in order to provide staff with a deeper understanding and drive support of our Good Business Journey.</p>
 SHAREHOLDERS	<p>To create an informed perception of Woolworths and create a positive investment environment.</p>	<p>On an annual basis, we provide comprehensive and integrated reporting to demonstrate where we have added value as well as made progress that addresses shareholder expectations.</p>
 SUPPLIERS	<p>Our approach to the lifecycle management of our products means that we work closely with our suppliers to deliver consistent quality and innovative products. We are also committed to supporting the development of small, black owned businesses in South Africa, and artisans globally.</p>	<p>Our approach to the lifecycle management of our products means that we work closely with our suppliers to deliver consistent quality and innovative products for our customers. We also hold regular supplier road shows, conferences, and audits that create a broad understanding of our strategy, as well as cement our relationships with suppliers.</p>
 CUSTOMERS	<p>We have in excess of 11 million customers in Africa and 4 million in Australia and New Zealand. Our broader marketing and communications strategy continues to be buoyed by an increasingly interested and aware customer base.</p>	<p>We use social media platforms, and relationships on TV with 50/50 and Top Billing. To measure impact, we use a customer tracking study, as well as a customer panel dedicated to sustainability. We also conduct other forms of customer research as and when an issue arises.</p>
 COMMUNITIES AND OTHER	<p>Our sustainability initiatives have often been natural extensions of the long-standing partnerships we share with our suppliers and corporate partners such as Imperial Group, and specialist non-profit organisations including WWF-SA and Food & Trees for Africa, among others. We have continued our partnership with WWF-SA focusing on water, sustainable farming and sourcing of raw materials, and food waste reduction.</p>	<p>We continue to refine our Corporate Social Investment (CSI) strategy and approach to ensure that we make the most meaningful and sustainable difference in our communities.</p>

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 INDUSTRY ORGANISATIONS	<p>We hold memberships and engagements with industry bodies including National Business Initiative (NBI), Consumer Goods Forum, PET CO and PlasticsSA.</p>	<p>Through industry partnerships, we are able to provide commentary and advice on emerging issues and programmes.</p>
 GOVERNMENT AND REGULATORS	<p>Fostering relationships with key government departments is critical to enable us to discuss issues of mutual concern, optimise opportunities, and minimise risks of regulation and noncompliance. This also assists us in anticipating and assessing potential policy and regulatory impact.</p>	<p>In partnership with other retailers, we consolidate combined retail positions as input to government. We also share information on business practice with government to inform policy formulation in instances where such policies hugely impact the retail industry. We are also involved in the revision of processes to become compliant to new legislation such as the Consumer Protection Act, Carbon Tax, etc.</p>
 THE MEDIA	<p>We want raise the profile of key sustainability issues in the areas where we operate.</p>	<p>We have continued to grow our customer engagement around sustainability issues, within traditional media channels, as well as through in-store awareness campaigns, use of social media platforms, and relationships on TV with 50/50, Top Billing, and Espresso.</p>
 UNIONS	<p>WHL supports freedom of association and the right to collective bargaining.</p>	<p>This provides a platform to better understand and respond to employee concerns.</p>
 ACADEMIC INSTITUTIONS	<p>We want to contribute towards research and thus understanding of how to address business and sustainability issues better through sharing our industry expertise and being available to participate in case studies.</p>	<p>We have opened ourselves to contributing towards academic research. This not only gives us an opportunity to improve on our processes but it also allows us to contribute to the sharing of knowledge in sustainability issues.</p>

To find out more about
what we're doing, visit

We appreciate any feedback on our Good Business Journey Report.
Please contact GoodBusinessJourney@woolworths.co.za
