



COSAFA SPONSORSHIP ANNOUNCEMENT

PPC increases investment in sports development through COSAFA U20 sponsorship

7 December 2016 will see some of the continent's rising soccer stars take to the field at the Moruleng Stadium in the North West at the official kick-off of COSAFA U20 2016. Sponsored by PPC, this year's tournament will provide players from the 14 participating teams with a platform to potentially break into the PSL, and secure themselves contracts with clubs from across the continent.

PPC's recent addition to its African sponsorship portfolio – COSAFA U20 2016 – sees the brand continue to align itself with popular sporting codes as a means of investing in communities and countries where it has a presence. "As an African brand with a continental footprint, PPC sees this sponsorship as a key means of contributing to Africa's development. The sponsorship speaks to our appreciation that to build or create anything of quality takes time, and that 'quality matters' in all we do," notes PPC General Manager: Marketing Services Sibongile Mooko.

With COSAFA U20 seen as a critical breeding and battleground for up-and-coming players set to break into the PSL, Mooko notes that the tournament's development goals and objectives are aligned with those of the brand – making for an ideal fit. "Much like our approach at PPC Newlands which has seen us partner with JP Duminy's NPO the JP21 Project, we've looked at the holistic impact of the COSAFA sponsorship specifically in the North West – one of our key sales regions. Local tourism and business have already been directly boosted by the tournament, and are set to benefit throughout the period." To this end, while various activations and competitions have been planned, the tournament is about far more than 7 – 16 December for PPC.

Education will additionally form a core part of PPC's build-up campaign – highlighting the importance of building with quality materials. "With most people on their way home for the holidays over this period, and many potential home-builders in the area, we want to ensure that consumers are properly informed about what they need to look for in the products and materials they use. Quality has to be the starting point for any home renovation or building project."

Between PPC Newlands and COSAFA U20, customers, communities and sports fans have a lot to look forward to in the next two months. "While those not able to join us in the North West will be able to support the Amajita and catch all the action on www.kwesesports.com, they won't have much time to relax before South Africa clashes with Sri Lanka at PPC Newlands on 2 January 2017!" says Mooko. "We're proud to be part of all this action – and to be bringing people from the country and the continent together to celebrate our collective talent, and the power of sport as a social enabler."

Ends.



About PPC Ltd

A leading supplier of cement and related products in southern Africa, PPC Ltd has nine cement factories in South Africa, Botswana, Zimbabwe and Rwanda. In 2016 PPC commissioned its fifth milling depot, located in Harare, Zimbabwe, bringing PPC's current capacity to around nine million tons of cement products each year. As part of its strategy and long-term vision, PPC is expanding its operations in South Africa, and extending its footprint into the DRC and Ethiopia.

PPC's Materials business, comprising Safika Cement, Pronto Readymix (including Ulula Ash) and, the recently acquired 3Q Mahuma Concrete, forms part of the company's channel management strategy for southern Africa. As a result of these acquisitions PPC's footprint has grown to include 26 readymix batching plants across South Africa and Mozambique and the capacity to produce half a million tons of fly ash.

PPC also produces aggregates with its Mooiplaas aggregates quarry in Gauteng having the largest aggregate production capacity in South Africa. PPC Lime, one of the largest lime producers in the southern hemisphere, produces metallurgical-grade lime, burnt dolomite and limestone.

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