



ClemenGold FOUNDATION

+27 21 883 9723 | 23 WEIDENHOF ST, STELLENBOSCH 7600, SOUTH AFRICA

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ClemenGold Foundation Prospectus

Mission

The ClemenGold Foundation strives to be a catalyst in communities, creating opportunities, potentiating change, and co-creating a better future for all.

In Summary

The ClemenGold Foundation was founded in 2020 in light of the ANB Group of Companies exponentially expanding its Corporate Social Investment programmes to amplify the work of the subsidiary companies in the Group.

The core values that shape the way that the Foundation operates and relates to, are captured in the following four words:

Reliable | Catalytic | Authentic | Caring

Reliability speaks to being trustworthy, accountable, and utilizing our funds in a responsible manner. We want to act as a catalyst in communities, creating opportunities that bring about change for a better future. We aim to be authentic in our approach, to be original and sincere. But most importantly we care, for everyone!

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1. ClemenGold Foundation Focus

The four focus areas of the ClemenGold Foundation:

1. Education
2. Enterprise Development
3. Community Development
4. Arts & Culture

These focus areas are captured in projects that are executed in the rural areas of South Africa where the subsidiary businesses of the ANB Group operate – areas that are often overlooked by large urban-based NPC's.

The main objectives of the company (as contemplated in Part I of the Ninth Schedule to the Income Tax Act, 1962) specifically include:

- a. the provision of support or assistance to community-based projects relating to self-help, empowerment, capacity building, skills development, or anti-poverty;
- b. the provision of support or assistance to emerging farmers to improve capacity to start and manage agricultural operations;
- c. the provision of support services to, or promotion of the common interests of public benefit organizations which conduct one or more public benefit activities;
- d. the provision of support for the advancement, promotion, or preservation of the arts, culture, or customs; and
- e. the provision of support for educational enrichment, academic support, supplementary tuition, or outreach programmes for the poor and needy.

2. How we are different

The ClemenGold Foundation aims to support projects in communities to become sustainable. The Foundation aims to create long-term and sustainable engagements that will not only grow that particular community but will create a ripple effect, where other communities are

empowered by the solid and self-sustaining impact created by the Foundation.

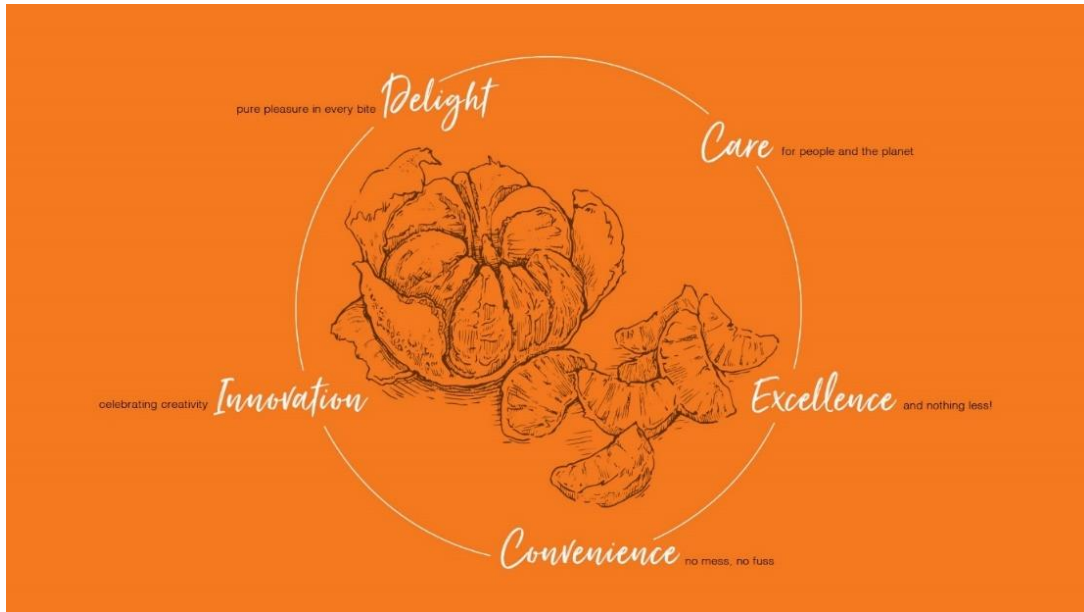
We believe that an integrated approach that involves continual interaction and assessment of the needs of communities around our operations is significantly more effective than making once-off contributions and donations to projects.

The dream of the Foundation is to support communities in a holistic way starting with Early Childhood Development, developing youth through life skills and leadership development camps, and ensuring well-adapted educated adults in the world. We address current affairs like the vaccination project in cooperation with the GIZ. The Foundation partners with other foundations and institutions to reach its goals and to not duplicate what is already in place.

3. Link to ClemenGold®

ClemenGold® is a mandarin brand globally known especially in SA, Europe, the UK, and Asia. While the ClemenGold Foundation is an independent legal body, it aligns itself with the values of ClemenGold®:

1. Care – for the people and the planet
2. Excellence – and nothing less
3. Convenience – no mess, no fuss
4. Innovation – celebrating creativity
5. Delight – pure pleasure in every bite



The established and well-known brand provides valuable endorsement, especially when recruiting for international funding. The Foundation has received the permission of the brand company to use the name, and the standing of the brand lends gravitas to the mission of ClemenGold Foundation

4. Structure and Governance

4.1 NPC with members

The ClemenGold Foundation is established as an NPC (Non-profit company) with members and is registered as an NPO with registration nr 271-121 NPO. The Foundation has seventeen members with ANB Investments (Pty) Ltd as the founding member. The other sixteen members are subsidiary companies of the ANB Group. The ANB Group represents a diversified and vertically integrated agricultural enterprise with a particular focus on and specialization in the citrus industry. Spanning the entire value chain from the management of intellectual property relating to new cultivars, to plant production, farming and packing as well as branding and marketing, the Group has established itself as a market leader through its focus on innovation, people, and the delivery of consistent, superior quality products.

The Group is proud of its empowerment rating as a Level 4 contributor for many years, which it has achieved through implementing key initiatives in all the pillars of the Agri-BEE rating structure, including ownership, employment equity, procurement, skills development, and enterprise development. Broadly, this includes key initiatives such as the provision of bursaries within the industry and internship opportunities within the Group, efforts to improve employment equity especially at a middle to senior management level, and the funding of social infrastructure of schools and clinics to support their communities. The Group is present with the implementation of the new codes as a Level 7 contributor.

In addition to the above, the Group is proactively involved in partnering with communities that have been beneficiaries of the land reform process in South Africa. In this regard, the Group has over the past 10 years partnered with two community projects, namely Maradadi and Serala in the Letsitele Valley in Limpopo.

4.2 PBO registration

1. The ClemenGold Foundation received its PBO registration on 26 March 2021 with registration number 930071725. By virtue of said registration, the following tax exemptions and limitations to said exemptions apply: The public benefit organization has been approved for purposes of section 18A(1)(a) of the Act, and donations to the organization will be tax-deductible in the hands of the donors in terms of and subject to the limitations prescribed in section 18A of the Act with effect from 26 March 2021.
2. Donations made to or by the PBO are exempt from Donations Tax in terms of section 56(1)(h) of the Income Tax Act.
3. Exemption from the payment of Estate Duty in terms of section 4(h) of the Estate Duty Act No.45 of 1955.

Its PBO registration permits the ClemenGold Foundation to engage in the following public benefit activities:

- a. Educational enrichment, academic support, supplementary tuition, or outreach programmes for the poor and needy.
- b. The provision of training, support, or assistance to emerging farmers in order to improve capacity to start and manage agricultural operations.
- c. The advancement, promotion, or preservation of the arts, culture, or customs.*

* The section 18A approval is ring-fenced as the organization is carrying on the public benefit activities listed both in Part I and Part II of the Ninth Schedule to the Act. This entails that any donations made towards a project in the following category will not be able to receive an S18A tax exemption certificate: the advancement, promotion, or preservation of the arts, culture, or customs.

4.3 Governance

The ClemenGold Foundation has four directors:

1. Maanda Phosiwa (chairperson of the Board of Directors)
2. Abraham van Rooyen
3. Salwa Petersen
4. Viresh Ramburan

Joreth Duvenhage is the general manager responsible for the daily operations of the ClemenGold Foundation.

5. Projects

Some of the existing projects the ClemenGold Foundation is already engaged in include:

1. Youth camps

Usiko Stellenbosch is a Non-Profit Organisation (NPO) based in Jamestown, Stellenbosch, that uses a 'rites of passage' approach to provide guidance to at-risk young people who encounter psycho-social challenges emanating in their

communities – some are on the brink of expulsion from school and others are indulging in risky behaviour and may find themselves in trouble with the law. By using mentoring, wilderness, and group activities, young people are empowered to see the value of education and work towards a hopeful future. Usiko began operating in 2001 using interventions that build resilience, self-reliance, independence, and self-esteem. Over the twenty years in operation, approximately 80% of graduates complete their matriculation enabling them to enter further education or employment.

Usiko will act as a preferred service provider to present youth camps at an existing camp site on one of the members' farms in Kruisrivier (Indigo Fruit Farming), close to Swellendam in the Western Cape, with the use of the site being provided on a pro bono basis. High school students from disadvantaged communities in the areas where ANB operates will be recruited and given preference to attend camps. Usiko will also do follow-up meetings with the students after the camps. A member of the community will be trained to engage with, counsel, and mentor students after camps.

2. Overcoming vaccine hesitancy and COVID-19 misinformation in South Africa's farming communities

A proposal was made to the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to overcome Covid-19 vaccine hesitancy and misinformation in South Africa's farming communities.

The only way of overcoming the Covid-19 pandemic is to build up sufficient immunity against the virus by means of global vaccination or herd immunity. However, research has shown the existence of vaccine hesitancy which ranges from people

who are merely unsure, to people who actively advocate against vaccination for various underlying reasons.

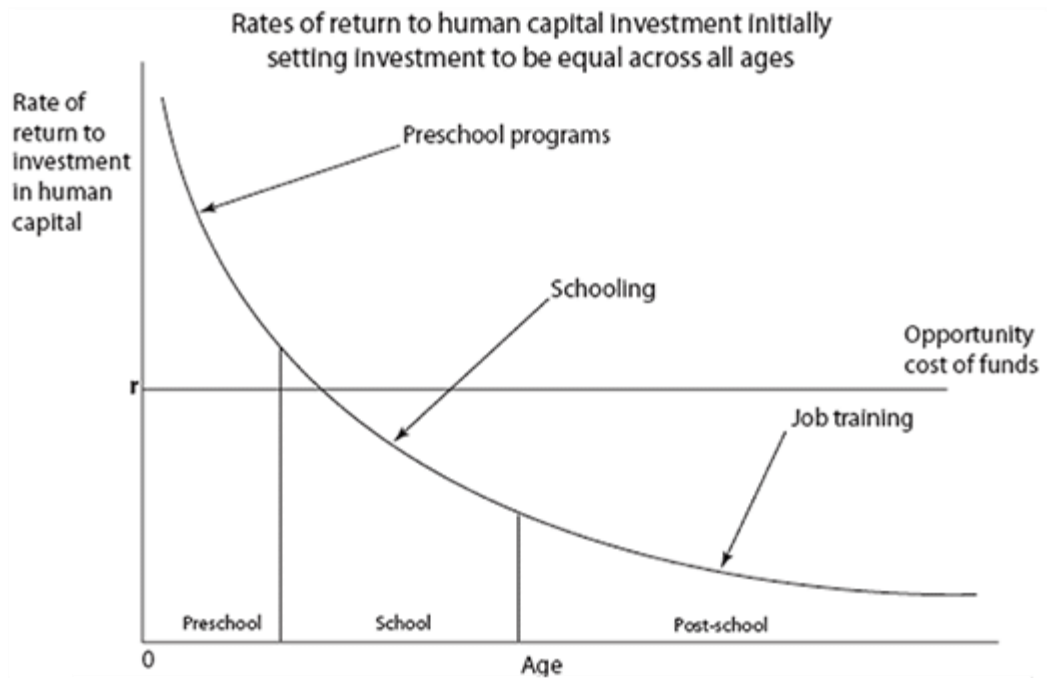
The objective of this project is to overcome vaccine hesitancy and misinformation in the citrus farming sector by training its workforce and surrounding communities with culturally appropriate, understandable, multilingual, and visually appealing communication. This can have a significant impact in the country, with the citrus industry being the single-largest contributor to agricultural exports in the country, and with more than an estimated 500,000 people being directly dependent on the industry.

The ClemenGold Foundation aims to create and distribute easy to understand comics to address the main concerns that result in vaccine hesitancy: safety, particularly the side effects; the speed of vaccine testing in humans; doubts about efficacy; risk of Covid-19 disease being over-estimated; religious considerations; vaccine costs; fear of needles; conspiracy theories and general widespread misinformation.

3. Early Childhood Development Centres

Early Childhood Development will always be a priority for the Foundation. Research has underlined what we already know intuitively: a nurturing environment that fosters learning and wholeness is foundational to success at school and in life.

The work done by Heckman & Krueger (2003) emphasises the exponential opportunity for growth that exists before school-going age by using economic contribution in later life as an indicator. This, and similar global research, highlights the cumulative effects of early intervention upon all spheres of development, including socio-economic indicators, which have a strong correlation with earning potential in later life.



The Foundation aims to establish a pilot crèche in the Nkambako Village close to Letsitele where a large number of employees from the Foundation members, Du Roi Agritech and Indigo Fruit Farming, reside. The crèche will be established adjacent to the Vhulakanjhani Primary School. The school is already supported with Cami English classes by the Kaross Foundation and supported by the Partners for Possibility programme. This crèche will hopefully be the first of many established in rural areas where the ANB Group has farms or businesses.

6. Call to Action

Philanthropy goes beyond goodwill to fellow members of society in the effort to promote human and societal welfare. It is much more than a personal act of kindness; it promotes economic upliftment and addresses the aims of solving or eradicating the root of the problem.

If you are looking for a philanthropic channel you can trust and want to make a connection with a cause that's close to your heart, then turn your attention to a foundation that is grounded in values you can relate to, and which delivers tangible benefits to rural

communities. Your impact will not only last for a moment but will change futures.

As a fiscally responsible organization, 100% of donations received are transferred to the assigned projects and will not be allocated towards admin fees as this is covered by the founding member, ANB Investments.

Please contact Joreth Duvenhage to make a donation at joreth@clemengoldfoundation.com or +27 82 893 4130. An S18A certificate will be issued.

7. Conclusion

Leaving a legacy means making a contribution that will continue to benefit people, communities, and even societies at large beyond one's time on earth.