



Press Information
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Mercedes-Benz South Africa Boosts Eastern Cape Non-Profits with R6 Million Impact

- Mercedes-Benz South Africa and Laureus Sport for Good Foundation graduates its second cohort of non-profit organisations from its Incubation Hub programme.
- The Incubation Hub develops non-profit organisations to promote socio-economic development in the East London region by capacitating non-profit organisations.
- Mercedes-Benz South Africa awarded the three best performing organisations with R1,500,000 each.

East London, South Africa – Mercedes-Benz South Africa, in partnership with the Laureus Sport for Good Foundation, developed a socio-economic development Incubation Hub to capacitate, nurture and accelerate the growth of non-profit organisations that uplift communities in East London, Eastern Cape. Today, Mercedes-Benz South Africa graduated non-profit organisations from its Incubation Hub programme and donated R6,000,000 towards social causes championed by these non-profits.

“Our mission has always been to play an active role in the sustainable impact of the communities in which we operate. The Incubation Hub acknowledges the significant role of non-profit organisations in our efforts to promote community upliftment and make a tangible difference and impact in the lives of many in the Eastern Cape.”

Abey Kgotle, Executive Director: Human Resources & Corporate Affairs, Mercedes-Benz South Africa

The Incubation Hub is an extension of a nine-year partnership between Mercedes-Benz South Africa and Laureus Sports for Good Foundation. Now in its second year running, this year’s cohort of non-profit organisations embarked on a four-month training programme where they were supported, empowered, and professionally developed.

The Incubation Hub offered support and mentorship to the NPOs by providing guidance on organisational strategy, governance, child safeguarding & vetting, financial management, monitoring & evaluation as well as online education sessions, mentorship and access to networks and other crucial aspects of managing an NPO. The support provided by the Incubation Hub was intended to significantly increase the chances of a the NPO’s success.

The training programme culminated in a graduation ceremony and the donation of R 1,500,000 to the three best performing NPOs which were Izibalo, EduSport Youth and Thetha Nathi Counselling Services. R300 000 was awarded to each participating organisation of the Incubation Hub as recognition of their commitment to sustainable community solutions. These organisations will work

with the company to implement practical and sustainable solutions to uplift communities located in the Eastern Cape, through a focus on MBSA's Corporate Social Responsibility (CSR) pillars including Education, Women Empowerment and Community Upliftment, to name a few.

"The Incubation Hub provided a supportive ecosystem that accelerated the growth and success of the NPOs. The concept of incubation supports with the overarching role Laureus sees itself performing – enabling positive social transformation through sport, but also facilitating transformation through meaningful partnerships. We are very pleased with the ground-breaking work we continue to deliver in partnership with Mercedes-Benz South Africa."

Marlene Coetzee-George, Chief Executive Officer, Laureus Sport for Good Foundation South Africa.

As MBSA and Laureus Sport for Good Foundation move forward in their commitment to social-economic development, the Incubation Hub stands as a testament to their shared vision of creating a positive and lasting impact in communities throughout the Eastern Cape.

Ends.

Mercedes-Benz South Africa at a glance

Mercedes-Benz South Africa (MBSA) is a wholly-owned subsidiary of the global company, Mercedes-Benz AG. Established in 1948, MBSA is one of the largest automotive groups in South Africa. MBSA headquarters are located in Pretoria, Menlyn Maine where the Sales and Marketing office for Mercedes-Benz Cars and Mercedes-Benz Vans operates from. With about 3.300 employees, the East London Plant is an important part of the global C-Class production network, manufacturing Mercedes-Benz C-Class cars in both left- and right-hand drive for the local and export markets.

With sustainability as a guiding principle of the global Mercedes-Benz strategy, this means creating lasting value for all stakeholders: for customers, employees, investors, business partners and society as a whole. Leveraging Mercedes-Benz AG's pioneering achievements of more than 130 years, Mercedes-Benz aspires to be the leader in the field of electric mobility. At Mercedes-Benz the strategy is to go all electric by the end of the decade, wherever market conditions allow. Electric intelligence and sustainable modern luxury is what Mercedes-EQ stands for. Mercedes-Benz anticipates that by 2026 EVs will contribute 50% of total sales.

In 2022, Mercedes-Benz Cars accelerated the pace as a leader in electric driving with the launch of the EQA, EQB, EQC, EQE and EQS, offering South African customers the most diverse range of luxury electric automobiles. By the end of 2023, the Mercedes-EQ portfolio will increase with two new additions: the EQE SUV and the EQS SUV.

Learn more about current topics and events related to Mercedes-Benz South Africa on our [LinkedIn Page](#).

For additional corporate information, please visit <https://corporate.mercedes-benz.co.za/>.

Sport For Good: Fostering Social Change Through Sport

Laureus Sport for Good South Africa funds, supports, and promotes the use of sport as a tool for social change.

The Foundation has a network of over 30 Sport for Social Change organisations in over 100 communities, using sport in innovative ways to tackle some of society's most pressing challenges facing our youth, including poverty, homelessness, gangsterism, violence, drug abuse, discrimination and HIV/AIDS.

Since its inception, Laureus SA has raised over R80 million for projects which have helped improve the lives of over 100,000 young people in South Africa. Through the strategic nine-year country patronship between Mercedes-Benz South Africa (MBSA) and Laureus SA, the partnership has supported the Foundation's goal of enhancing social impact in a bid to expand efforts and achieve the ambitious agenda of positive, sustainable change and influence, to enable the youth to become active economic participants in society.

For more information on Laureus Sport for Good Foundation South Africa projects, please visit:

<http://www.laureus.co.za/>

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