



## **SENWES BRAND** REIMAGINING AGRI-BUSINESS IN THE 21ST CENTURY

At Senwes we are continuously reimagining our future to enable us to expertly assist our clients in reimagining theirs.

**O**ver the course of 112 years we have not only succeeded in reimagining the future of our company, but also that of the broader South African agricultural sector in unprecedented ways. Along this journey Senwes has transcended its role as a mere catalyst of agricultural success to that of an enabler of sustainability and growth for the entire agricultural value chain.

Our company's history can be traced back to the fall of 1909, when 24 pioneering farmers came together to discuss the idea of a co-operative in the then Western Transvaal, near the town of Ottosdal. Following the devastation left in the wake of the Anglo-Boer War, the need arose for sustainable grain handling and seed processing on a large scale. Looking back, the establishment of De Centraal Westelike Co-operatiewe Landbouwen Vereniging on 1 June 1909, was the spark that ignited our company's business philosophy of providing solutions to enable our customers to effectively conduct their business.

### **PURPOSE STATEMENT**

To provide innovative and integrated solutions for our customers in order to enable them to conduct business.

### **MISSION STATEMENT**

Senwes is one of the leading agricultural companies in South Africa. The group is solution-driven and focuses on providing integrated product and service solutions to agricultural producers, encompassing finance, insurance, wealth planning and advice, agricultural services, input supplies, agricultural machinery and equipment, grain storage and handling services integrated with logistics, as well as market access for producers' products. The group also provides solutions to grain off-takers with regards to their procurement needs.

### **THE BRAND PROMISE**

- To approach every interaction with a solution-driven mindset.
- To see the clients' businesses from their perspective.
- To provide an integrated solution.

### **STATEMENT OF COMMITMENT**

Senwes is committed to creating value for all its stakeholders by conducting sustainable business through ethical dealings, protecting the environment and contributing to the socio-economic development of its employees and the societies in which it conducts business.

### **SENWES' RESPONSIBILITY**

Senwes has the responsibility of making a meaningful contribution towards food security in South Africa through sustainable agriculture, by providing innovative and integrated solutions to food producers and the other role-players in the applicable stages of the food value chain.



## WHAT DIFFERENTIATES SENWES?

### STRONG ALLIANCES WITH STRATEGIC PARTNERS

By forming strong alliances with strategic business partners, Senwes expands its geographic presence, product ranges and service offerings and unlocks new income streams.

### EMPOWERED AND COMMITTED WORKFORCE

Senwes' employees are humble in success and remain determined in the face of adversity, constantly striving towards excellence, focused on the company's vision and committed to the company's corporate values.

### SUSTAINABLE VALUE FOR SHAREHOLDERS

Senwes creates value for shareholders by delivering return on equity, despite challenging climatic conditions, extreme weather fluctuations and a constantly changing industry.

### INTEGRATED AND INNOVATIVE SOLUTIONS

Senwes is committed to the interests of clients and focuses on providing integrated and innovative sustainable solutions, whilst strengthening long-term relationships.

### STRATEGIC AGILITY UNDER PRESSURE

The Senwes team has the ability to adapt rapidly to unforeseen circumstances, changing them into opportunities, whilst still implementing sufficient risk-mitigating actions.

### SINCERE INVOLVEMENT IN COMMUNITIES

The company is committed to making a sustainable difference to the welfare of the communities in which it conducts business.

## SENWES' DNA

### THE CORPORATE CULTURE

Senwes wants to be the preferred investment partner, employer, supplier and distribution channel as well as a good corporate citizen. Senwes also strives to break new ground in every segment of the food value chain, where a strategic thought process has been adopted for attaining knowledge and being experts in what we do.

### LIVING THE COMPANY'S VALUES BY:

- Doing the right things for the right reasons, acting with **integrity**.
- Satisfying our stakeholders' needs and solving their problems, applying **business orientation**.
- Maximising people's true potential and being in pursuit of the company's purpose, demonstrating **self-motivation**.
- Finding creative and resourceful solutions to business challenges and customer needs, exhibiting **innovation**.
- Building a strong allegiance with the company, while acting in the best interest of the company and our stakeholders, showcasing **loyalty**.
- Accepting responsibility by providing complete, transparent, truthful, accurate and timely information to all stakeholders, illustrating **accountability**.