

# Value creation for our stakeholders and providers of capital continued

## Stakeholders

## How we engage

## Capitals provided

### Customers



We offer our retail customers a variety of customer service channels to suit their needs. These include:

- Digital channels such as Live Chat, WhatsApp, social media, self-service via our dedicated apps, online and unstructured supplementary service data (USSD), and notifications on DSTv,
- Face-to-face channels such as service centres and agencies, and
- Traditional service channels like phone and email.

We engage with our customers through our DSTv and GOtv platforms, mass media, sponsorships and activations. We also reach customers through our investments in KingMakers and AURA. As we develop our platform to include additional consumer services, our customer touchpoints will grow.

We engage with our business customers through formal business communication channels, trade shows, trade publications, and corporate websites and blogs.



### Employees



Our employees are the engine at the heart of our business. Our engagement with them is designed to inspire and motivate them to deliver their very best. We create opportunities for in-person interaction through company-wide townhalls and leadership forums, ad hoc employee events, and workplace forums. We also interact digitally through regular email updates, social collaboration tools, live engagement tracking and anonymous feedback.



### Suppliers and partners



We strive to have meaningful engagements with our suppliers and want to make it easy for them to do business with us. Our main interface in our video entertainment business, for example, is through our bespoke digital platforms. We further enhance our engagement through other digital channels such as chat box, and video and audio conferencing.

We also use more traditional communication channels such as email, conference calls, face-to-face meetings, and attendance at industry conferences. As a responsible corporate, we have a thorough third-party risk management process in place. We gather information through questionnaires, which are then used to conduct due diligence enquiries to assess any potential risks. As we build out our aggregation strategy in video, our broader consumer services platform and our Connected Industries verticals in Irtdeto, we are engaging with suppliers and partners in new and innovative ways.



### Shareholders



We aim to engage in a timely, open, consistent and transparent manner with our shareholders and we do this through a variety of channels. Formal AGMs, individual shareholder calls and meetings (in person or via video), conference calls, results announcements, virtual or in-person investor roadshows and conferences, JSE Stock Exchange News Service (SENS) announcements, reports and results, tours of our facilities, when possible, a dedicated email address for general investor queries, a dedicated email address for AGM feedback, and regular updates on our website.



### Government and regulators



Our engagement with government and regulators focuses on constructive participation to ensure the best outcome for our industry and the countries in which we operate. We always comply with the necessary requirements as defined in any process or framework. We make oral and written representations about legislative and regulatory processes and also directly engage key government departments and industry stakeholders.



### Society and the environment



Our objective is to make a lasting difference in the communities in which we operate. To achieve this, we engage with communities through our Corporate Social Investment initiatives with a view to uplifting society, strengthening our industries, and sharing our experience and expertise. We support video entertainment industry stakeholders through the MultiChoice Talent Factory and aspiring entrepreneurs through the MultiChoice Innovation Fund. Our interactions include meetings, events, workshops, training and industry forums, as well as sponsorships and grassroots development. We also engage rating agencies on sustainability matters.

