

## About us

A word from our regional leadership



**Nyiko Shiburi**  
CEO, MultiChoice South Africa



**Understanding Africa** and its challenges is our strength. As a level 1 B-BBEE contributor and Africa's most-loved storyteller, we continue to leverage our scale and distribution to **build an ecosystem of real social investment** that is both scalable and has longevity. With Over R3 billion spent on South African small, medium and micro enterprises, we are **proud** of the **positive contribution** we make to the countries in which we operate, the **lives we have enriched**, and the **futures** we have **positively impacted**.



**MultiChoice's** social investments are based on our **constantly-evolving relationships** with the communities we serve. We have been **operating across Africa** for **more than two decades**, and have built precious relationships that allow us to **partner with communities** to develop hyperlocal solutions to local problems.

**Doing good is in our DNA.** At MultiChoice, ensuring we build a sustainable business and future talent pipeline, while having a positive socio-economic impact, in the countries in which we operate is part of how we do business. Everything we do, from **upskilling future talent** to developing digital solutions which **leads to good customer service**, is with the aim of **bettering the lives** of Africans across the continent.



**Fhulu Badugela**  
CEO, MultiChoice Africa Holdings (MAH)





**John Ugbe**  
CEO, MultiChoice Nigeria



At **MultiChoice**, we believe that our industry is only as good as the quality of its people. For this reason, we pledged to train and upskill **1 000 Broadcast Organisation of Nigeria** members and are focused on keeping that promise. We are confident that with the engagements and interventions the trainings provide, participants will return to their bases with a renewed set of **knowledge, skills and motivation** to be the very best and in turn elevate the quality of experience viewers and other stakeholders have of the industry.

In July 2022, MultiChoice Nigeria hosted the second edition of its flagship training programme for broadcast professionals, with over 200 attendees from across the country.



When we **invest locally**, we are **creating** both direct and indirect **opportunities** to help grow the industry. **MultiChoice** continues to reaffirm its **commitment to investing in Africa** through the long-established hyperlocal strategy – in our region this was evident with the launch of the two new Portuguese-language channels. Through our hyperlocal strategy we have not only created a platform to tell our stories, but also **help create jobs and grow the economy**. We will **continue to support**, uplift and **empower our communities** through entertainment.



**Jabavu "Joe" Heshu**  
Southern Africa Regional Director,  
MultiChoice Africa Holdings



## About us

A word from our regional leadership continued



**Kobus Bezuidenhout**  
Northern Africa Regional Director,  
MultiChoice Africa Holdings

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Ranging across Kenya, Tanzania, Ghana, Ethiopia, Uganda and all of the countries that fall within what we consider our Northern Region, we are intentional through initiatives like the **MultiChoice Talent Factory** to give opportunities to future local producers, cast, crew and build robust film industries.

Through **singling out** what we consider **the best talent** in these countries and taking them through rigorous training in film, and additionally extending the same opportunities through our **Masterclasses** to those who have an interest but didn't make it to the academies, our aim is to ensure that years from now, we have significantly better output when it comes to entertainment.

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