

women@imperial

EDITION 1



Imperial™
beyond possibility

Mohammed Akoojee

Group CEO

August is Women's Month in South Africa and at Imperial, we celebrate and honour all women across our business for their valuable contributions and commitment.

We believe that a successful and sustainable business is one with a diversified work force in which all its people are able to thrive and advance. Accelerating gender diversity is a key part of this transformation and top of mind for us.

We are committed to empowering and creating more opportunities for our women to advance and succeed at Imperial. With a solid pool of strong, talented women with distinct experience, diverse backgrounds and insights we are well positioned to achieve this objective. We have launched and are executing on a number of initiatives as part of our 'transformation journey' - some of which are female led. We have made significant progress in female empowerment - engraining this into our culture and values. This is underpinned by our commitment to significantly improve our gender ratio and recognising the importance of women in our organisation and the valuable contribution they make to the business.

We believe that the initiatives and goals put in place over the past few months have really helped in changing the mindset in our business around how to achieve true gender transformation. We are pushing the boundaries of what female leadership can look like in the business and this can be seen through a number of key female appointments we have made in senior positions over the past few months. There is, however, still work to be done, and we will continue to progress our gender diversity initiatives in order to achieve our goals and to ensure that we create and sustain opportunities for women at Imperial to grow, develop and succeed.

Today, it is about empowering other young people, women, and those without a voice - to help them find one.

We wish all of you; the employees, wives, mothers, friends and colleagues that make up this incredible business a Happy Women's Month - may you always be heard and have a seat at the Imperial table!



Steve Woodward

Group Chief People Officer

Dear colleagues,

In this month where we collectively celebrate the women of Imperial and South Africa, I'd like to share a few thoughts on our One Imperial culture journey and the impact of gender diversity.

Imperial is aiming to shift our culture from one which was very focused on task and numbers to one which is much more focused on engaging and empowering the people of Imperial to make a difference in our performance. In doing so, we want to bring the power, insight and courage of the women of Imperial to bear on our culture. During the last 4 months the resilience and courage of the women in the world has been on display like never before - handling jobs, family, schooling and a myriad of other responsibilities. The impact of diversity on our culture and performance can be dramatic if we embrace it and we intend to embrace it with vigour; in particular we are seeking to drive gender diversity across all our workplaces to build our One Imperial culture.



Esha Mansingh

Chairman of Global Women's Forum and Chief Corporate Affairs and Investor Relations Officer

There is no doubt that we have made incredible strides within the Imperial business when it comes to empowering our women. We have put in place a number of key initiatives, programmes and created focus areas within the business that ensure this remains a priority - which we are tracking well against.

Empowering, developing and creating opportunities to advance women in our organisation is a key priority for Imperial at all levels and our Global Women's Forum is one of the initiatives that we are leveraging to ensure that this happens. With representatives from around the world, the forum's mission is to support the development and the advancement of women across the group, across the world.

Its focus areas include mentoring and training, graduate programmes, industry positioning and targets for women in senior leadership roles. Creating an empowering and enabling culture for women to grow, motivate and network with each other across the group is also a key focus. Regional representatives meet quarterly to progress strategic initiatives and identify global issues impacting women and as the chairman of this forum, I am committed to ensure that these objectives are met and that we remain true to our commitment.

A business that realises true women empowerment is one whose leadership is ready to adopt this shift in mindset, culture and behaviour and truly embrace it, and we look to our male colleagues for ongoing support as One Imperial. Driven by our CEO, Mohammed Akoojee, the leadership of this business are committed to this cause and strongly support entrenching a deep culture of empowerment.

So, today, as we celebrate this journey and continue to strive to do better, we hope you enjoy the celebration of Imperial Women in this inaugural edition of Women Reimagined - a newsletter that celebrates the new world of women in society and in business, starting with each and every one of you.

Welcome to our inaugural Women@Imperial newsletter - Women Reimagined.



CELEBRATING Imperial's Women

To truly succeed as women in the workplace, it means standing together and lifting each other up. This month, we celebrate those women who have come through the ranks, found their voice and are succeeding within the business both locally and globally.

In this edition, we feature a story about someone who went from intern to controller within 12 months. We get to know Sandi Ntshongwana - a Human Resources Executive in our Market Access business - and the CPO for our International business, Muazzez Anadolu Dindar.



“ Grab every opportunity life throws your way & always dress the part. ”

Esha Mansingh
CHIEF CORPORATE AFFAIRS AND
INVESTOR RELATIONS OFFICER

Welcome to our inaugural Women@Imperial newsletter! August is women's month in South Africa and thus a fitting time for us to celebrate as women and celebrate the women of Imperial.

At its core, a business that realises true women empowerment is one whose leadership is ready to adopt this total shift in culture and behaviour and truly embrace it - which is exactly what our CEO and the leadership of our great business has committed to. It is about creating opportunities for women and driving a deep culture of empowerment. By creating a women-led legacy that underpins the brand's culture and approach to every element of the business, we have set out to create a platform for all women to succeed and not only feel, but BE heard and seen. This is underpinned by the right intentions of true female transformation and being able to tangibly see people coming through the ranks.

We therefore believe that the initiatives and goals put in place over the past few months have really helped the company break out of empowerment clichés and has changed the mindset around how to achieve true gender transformation. We have pushed the boundaries of what female leadership can look like in the business. Together we are building a culture that is about empowering women, young people, and those without a voice - to help them find one. And we are so proud of the position we are in today.

So, as we celebrate this journey and continue to strive to do better, we hope you enjoy the celebration of Imperial Women in this inaugural edition of women@imperial - a newsletter that celebrates the new world of women in society and in business, starting with each and every one of you!

Yours in success,
Esha Mansingh



Nokulunga Njilo

FROM INTERN TO CONTROLLER

Nokulunga Njilo is a high-energy, driven and outgoing individual who is motivated to grow and succeed. She joined the organisation in March 2017 on a 12-month Internship programme.

Through pure determination, this young lady was then placed in operations admin to assist the team and really made her mark by carrying out various initiatives in operations. She is a young gem in the making and stood out from the word go.

She is focused, passionate, driven and ambitious. As such, she got promoted in 2018 to a Junior Controller position, in which she continued her outstanding performance and this saw her being promoted to Controller in February 2020, in which she continues to excel.



Muazzez Andalou Dindar

CPO, Logistics: International Business

“ Set goals for yourself and aim high: otherwise, you will be frustrated and never realise your true capabilities. ”

Brought up in Izmir, Turkey and Cologne, Germany, Muazzez is culturally diverse. Before joining Imperial, she worked for Hach Lange GmbH a Fortune 500 Danaher Group. A true people’s person, Muazzez aims to help people identify their potential.

What inspires you?

I consider everyone around me a source of inspiration. Particularly over recent months, the relentless determination to keep supply chains running, and the bravery of our staff as they put aside personal concerns to do their jobs: there could be no better role model than our very own people.

Most challenging part of your job?

Dealing with such a wide diversity of people at different levels, and across many different nationalities; taking a key role in transformation management; educating people about the work we do, and so enhancing the standing of the HR function; nurturing a modern culture and mindset among management as well as staff; and enhancing employee satisfaction, and the standing of the company as an employer of choice. Ironically - this is also the most rewarding part.

Describe yourself in 3 words

Competent. Influential. Dependable.

Advice for your younger self

Be bold and strong; mean what you say and say what you mean; and don’t be a prisoner of your own self-doubts.

Muazzez outside of work

“I am passionate about my family, yoga and Bodrum, one of the most beautiful places at Turkey’s sparkling Riviera. My favourite holiday destination is Istanbul, because of its fascinating blend of different cultures, the restaurants along the scenic Bosphorus, the vibrant atmosphere and the historical architectures.”

Sandi Ntshongwana

Human Resources Executive: Market Access



“ As you go higher, don’t forget to turn back and give a hand to those that need upliftment! ”

Having grown up in different boarding schools in what was then known as Transkei (now Eastern Cape), Sandi is a self-motivated woman of strong cultural roots. Before joining Imperial, she worked for Software AG, a German business infrastructure software provider. She is passionate about interacting with people from all over Africa, adding value to different Imperial companies and loves the fact that no day is ever the same!

What inspires you?

I am inspired by Thuli Madonsela and Phumzile Mlambo-Ngcuka. Thuli Madonsela because she is not afraid to be unpopular in standing up for what is right and Phumzile Mlambo-Ngcuka for her continued fight against gender inequality.

Most challenging part of your job?

The most challenging part of my job is working with different the countries and keeping track of the different legislations when interacting. In the last year, the biggest impact on my work has been dealing with change in the workplace while still adding value. As the organisation and the way we work changes, one needs to constantly keep the vision alive and work at it.

Describe yourself in 3 words

Forward thinker. Driven. Solutions-focused.

Advice for your younger self

Relax, it all works out! Keep your long-term dreams alive. Get over failures quickly, no one goes from achievement to achievement without failing somewhere. 10 years goes by very quickly! Use your time wisely.

Sandi outside of work

I am passionate about my family, the teenage girls that I mentor, working on my catering business and gardening. My favourite holiday destination is Bali internationally and Port St Johns (Eastern Cape).

To nominate a successful, striving Imperial woman to feature in an upcoming edition, please email michelle.neilson@imperiallogistics.com

CREATING VOICES

& driving opportunities

In August, in celebration of Imperial, as well as all other, women globally we are taking a strong stance towards 'making room for women at the table' - elevating our voices and position around female empowerment.

Not only are we partaking in the 3rd Annual Voices of Change Event, hosted by Business Engage, but so too have we developed a massive female led above-the-line and social media campaign that we need your help to make go viral!

Here's what we are up to:

1. Business Engage: Voices of Change Event 2020







In its 3rd year, the Voices of Change event brings together leaders in corporate South Africa to stand together in the journey towards gender equality in the workplace and so, for us - this is a crucial event to be part of as we strive towards creating a place for more women at the table. Themed 'Individually strong, collectively powerful'; the event also aims to inspire organisations, irrespective of their business purpose, to work together towards common goals and against this backdrop, Accenture, Nedbank, Business Engage, RMB, Pfizer, Imperial, Aspen and AECI have partnered to encourage men and women to play leading roles on gender parity in the workplace.



 [Click here](#) to listen to Esha Mansingh's summary about what this partnership means for us as a business.

 To read more about this event and its speakers [click here](#).

2. Imperial's I MOVE campaign: Join the Challenge!

-  Imperial.Logistics
-  @Imperial_Logist
-  Imperial
-  IMPERIALLogisticsSA
-  women@imperial
-  women@imperial website

Core to our objectives through female empowerment is ensuring that our own people are recognised, celebrated and showcased at every possible juncture and so, for Women's Month, we have created a movement for Imperial women - aptly named I Move.

Imperial moves women beyond possibilities into their aspirations and so this campaign sets out to really celebrate our women - to not only identify women who have 'moved' themselves within the Imperial organisation, but to share their successes with the rest of the country.

The campaign takes a 360-degree approach where you will see our street pole adverts in lucrative, high traffic spots across Johannesburg and our social media pages will be calling out to all Imperial women,

as well as all South African women to share their #movingwomenforward stories and challenging other women to do the same. The most inspiring story that is shared on our platforms will stand the chance to win a R1000 Sorbet voucher.

Take a look at some of the stories below, that will be making their way onto street poles near you, and be sure to follow our social media pages for more of these.

Get involved in the #movingwomenforward campaign by celebrating your own success and calling out to your network of women (both Imperial and non-Imperial) to take the #MovingWomenForward challenge. The campaign will run from 01 to 31 August 2020 - so be sure to take part!

AN I MOVE STORY

Niki Cronje

Group Head of Marketing & Secretary for the Global Women's Forum

I MOVE with Imperial

One quote that has always stuck with me is that

“ If you think you are too small to make a difference... try going to bed with a mosquito. ”

My journey at Imperial started in 2011 when I was recruited to implement the road safety campaign - formerly known as I-Pledge. I had no idea of the size and geographical footprint of Imperial at the time, but I soon realised that the group was in a unique position to contribute to road safety in a positive way.

The essence of the campaign started to raise awareness of individuals that safer roads start with every one of us. As a first step, we had to launch the campaign internally to our staff before we intended to roll it out to the South African public at large. The campaign was publically launched at a media breakfast addressed by the Minister of Transport, which resulted in a number of relationships and partnerships and a number of people that would make an instrumental difference in my life.

On reflection, I did not know at that time that my life was about to change - in such a dramatic way. After visiting road crash victims that were children while accompanying the Minister of Transport, I knew that my life would never be the same - there was no turning back. I was put in this role to make a difference to society. My new job was not a job but more of a calling.

Let's be honest, road safety is not a fun or sexy topic at the best of times, but I was adamant to find a way to bring the campaign to life and to make as many people pledge and commit to taking the I-Pledge. I had both the honour and the privilege of working with two inspiring leaders from the group, namely Tak Hiemstra and Dawn Nathan-Jones. (The super-powered shark from Shark Tank who also just happened to build the Imperial Car Rental brand).

Tak and Dawn were behind me to launch one of the biggest road safety campaigns in South African history. We rolled out a cheeky campaign, one that South African citizens could identify themselves with and where we even encouraged traffic officers to behave ethically (at



their request I may add).

Our campaign was a huge success and was awarded a gold at the 2011 Assegai Integrated Marketing awards, uniting 35 000 employees across 145 group companies. What's more, the campaign amassed more than a million pledges - people who committed to safer and friendlier roads.

But we didn't stop there...

We partnered with a number of radio stations as well as Peggie Mars, the Founder of Wheel Well and together we pioneered the "Car seats for Kids" campaign. Over 9000 seats were collected and donated to under-privileged families and Peggie is still going strong. Peggie, having lost her own child, inspired me that one can always do more, despite any conditions and circumstances. One of the highlights in my career was undoubtedly when we had received the news after constant advocating and campaigning that the National Traffic Act 22 had finally been amended to include children under the age of 3, to be restrained in a car seat.

Imperial also partnered with a company called Active Education and together we brought road safety back into the schools and also into the curriculum. Bruce Smuts, another advocate for change - also made a real impression in my life as well as Advocate Johan Jonck, the road safety go-to person and Founder of the Arrive Alive website.

From I-Pledge to the group's first brand positioning campaign, "Leaders in Mobility", I managed to increase brand affinity and awareness through high-profile events, such as Top Gear where I even had a ride with "The Stig" - just one of the many perks for working for a company like Imperial.

Niki Cronje *continued...*

Group Head of Marketing & Secretary for the Global Women's Forum

Since the unbundling of the group, my new role as Group Head of Marketing comes with both responsibility and accountability.

I get to do what I love - having the backing of a big brand for our CSI campaigns as well as building a brand that has purpose.

Imperial's purpose is to connect Africa and the world and improve people's lives with access to quality products and services. That is the reason I get up every day and the fact that I still get to play an active role in our schools to teach our most vulnerable user, our children to

"BE SAFE. BE SMART".

My current mentor, captain of our ship and someone that I truly admire is Esha Masingh, Chief Corporate Affairs and Investor Relations Officer. Esha was instrumental in driving the development of Imperial's first global women's forum and nominated me as the secretary for the Exco team. I am now in a position, more than ever, to encourage other women to achieve their goals and aspirations at Imperial.

Esha has taught me to push beyond my own boundaries and limitations and has no limits when it comes to making the impossible possible. This was evident when we signed the partnership as the title sponsor with the Imperial Lions at the Imperial Wanderers Stadium. It was more evident when she allowed me to paint the Imperial logo in pink in support of breast cancer awareness.

And Imperial's new tagline - you guessed it - It's "beyond possibility"!

I guess now is the time to say that

I MOVE

as a result of the people in my life who have supported me.

IMPERIAL'S I MOVE CAMPAIGN OVERVIEW

TAKING THE LEAD

As women, we wear many hats and while our work at Imperial is important, many of us are striving to make a difference beyond our career. In this edition, we highlight what Imperial women are doing in their own capacity to drive the spirit of the Women's Forum in their communities - from the smallest things to the biggest!

Read here about our very own Natalie Abrahams who has started her own women's network. As women, we wear many hats and while our work at Imperial is important, many of us are striving to make a difference beyond our career. Natalie Abrahams takes her role in the community seriously - here's what she's up to.

Feeding families, leading women & taking charge

NATALIE ABRAHAMS



“My greatest lesson in life was learning that I am here to serve and not to be served. I work hard and put my heart and soul into every assignment God has set out for my life. I believe that EVERY person has greatness within them, and I am determined to help those people discover their talent so they may live their best life ever.”

Natalie Abrahams is a sales consultant in our trucking division who has taken her role in her community seriously. During lockdown, not only have her and her family supplied over 70 meals to their immediate community - putting these meal packs together and personally delivering them - but she has also stood out against women abuse through the #Blackdoekmovementsa, sharing her testimony of overcoming abuse on Facebook and tagged the # and Facebook page to encourage women to walk away while they can.

In addition, in 2018 she started the Girl! You Know You Matter conference which has been attended by over 350 women so far and is focused towards uniting women from diverse backgrounds, helping them realise their own potential by arming them with the right tools and strategies to overcome inherent challenges faced by women globally. All this while having fun in a relaxed, judgement free environment. To take part in the conference hopefully this year/or next, please email natalie@i-matter.co.za.



CHANGING THE STATUS QUO



Through Women@Imperial and our Global Women's Forum we are hard at work striving to make the workplace more female centred, taking into account key issues and challenges that women have in the workplace.

In this edition, we shine a light on the work that Imperial has made for the betterment of women in the workplace.

As women we have unique needs in the workplace and making sure women feel valued and these unique needs are met is core to what we do as part of the Global Women's Forum and Women@Imperial movement.

In this spirit, Imperial have created unique facilities for women - facilities that are tailored for female use only - giving us the privacy we deserve in the workplace.

To this end, Imperial have not only created unique breastfeeding/expressing spaces for women across our facilities but, have also ensured that we have created designated search areas, as well as showers and changerooms for factory staff, to make the lives of women in these workspaces more comfortable, private and amenable.

We will continue on our journey of change both in the corporate ranks as well as in the everyday work facilities and processes that impact our women.

Watch this space!



To succeed means you need more than just a mentor. Strong will and clearly defined personal goals are a must.

In fact, there is a saying that goes "Don't tell me what to do, show me how to do it" and this means that, as a business, we need to focus on not only telling you how to succeed, empowering you and giving you examples, but rather give you practical resources that give you the tools to get where you want to go. And while our training programmes enable this, through this newsletter, we will focus on doing the same - giving you resources and platforms which you can get involved in to help you grow. And - what is a great newsletter without a competition?

Success - personally and professionally - and money are not mutually exclusive - they are intrinsically intertwined and so to address your success, you need to look at your relationship with money - the mistakes, opportunities and how you can be financially independent.

This independence is a stepping stone to financial freedom and critically important for any woman.

HELP ME GROW

Therefore, we have partnered with leading Money Psychologist and Sowetan Columnist - **Winnie Kunene** - to undertake a talk which is brutally honest, powerful, inspirational, provocative, energizing, transformational and fun - it is a 'helicopter view' of life and money that inspires change.

The first 30 people who email xxx@imperiallogistics.com will receive access to this talk.



MOUNTAINVIEW OF LIFE & MONEY Pay it forward & WIN with Imperial!

As we aim to inspire change and ensure that as women, we stand together to support and grow one another, why don't you pay it forward?

Nominate a woman in the business that you know may be going through a tough time - maybe she's in debt, maybe she has a 'shopping problem', maybe she just needs some guidance to getting on track. If you don't know anyone in Imperial, you can also nominate yourself, but think outward first - that's how we build and grow one another.

Provide a short motivation to women@imperiallogistics.com as to who you nominate and why, with all their contact details. We will select 5 of the most moving nominations to win personal money coaching session with Winnie Kunene - focused on budgeting, fixing your bad habits, step by step guides on money management and a 6-month follow up to ensure they stay on track!

Inspiration through LinkedIn

Sometimes we all need a little pick me up - a reminder that we matter, we have a place and a voice. So, as you grow your network on LinkedIn, subscribe to the page called [The Female Lead](#)

Board Masterclass Series

You've all seen women on boards and wondered - how did they get there, what are their qualifications, will I ever be able to be one of them. Well, the answer is simple - they all found a way to get there, and you can too!

Business Engage run what they call a **Board Masterclass Series** which you can nominate yourself for. This programme is a mixture of "technicalities" of being on a board (governance, understanding of roles, knowledge of the Companies Act etc.) and the "merits" (functional knowledge and experience, required skill sets, aptitude etc.) as well as networking and business interaction.

To date eight high profile board and/or trustee appointments have been made through this process with more in the pipeline. Do you want to be one of them? If so, [Apply here](#), the next intake will be in November.

WOMEN IN THE NEWS



There are so many incredible stories of women doing great things - it is not about your age, race of background but your will to succeed.

Take a look at some of the women we found that are doing amazing things across the globe.

Melene Rossouw

Growing up on the Cape Flats in a shack behind someone's house - Melene Rossouw always knew she was destined for bigger things. Watching the women in her family struggle for survival was the inspiration that drove her to fight for equality. Today, she is a leading lawyer who fights for gender equality through creating new laws and teaching women and young girls to fight for their rights. She is the founder of Women Lead Movement, an Obama Leader Africa, Mandela Washington Fellow & Contributor for Future Africa Forum.



Follow this [link](#) to read more about her.

Melissa Gallagher

A Tik Tok video and one good idea is all it took for young Melissa Gallagher, aged 17, to start an organic lip gloss business - **Iconic Angel Beauty** and made it an overnight success. Sheer determination, confidence in her ability and some simple 'new-age' marketing has made her business a success, with over 400 orders in April alone. However, her passion lies in nursing and she plans to study this in the coming year.



Follow this [link](#) to read her story and watch the Tik Tok video that went viral.

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