

KFC IMPACT REPORT

2025



IMPACT
SERVED
DAILY



“ When our business grows, families thrive, communities strengthen and opportunities multiply. **That is the business we are building across Africa.** ”

**AKHONA
QENGQE**
General Manager
KFC Africa

WELCOME TO THE WORLD WE SERVE

Our impact is not measured by the meals we serve, but by the futures we help build. When people grow, families thrive, communities strengthen and opportunity multiplies. That is the business we are building across Africa. Leaders who grow and create impact. Communities that grow stronger. We run more than a food business. We operate a system that feeds potential. Yes, chicken is what we sell, but what we serve goes far beyond that.

WHEN PEOPLE GROW, IMPACT MULTIPLIES

Our system starts with our restaurants, where more than 40,000 people across Africa build careers. It extends to our supply chain, where farmers, suppliers and logistics partners create thousands more jobs. It reaches into communities through Add Hope, which served more than 35 million meals to hungry children in 2025. It touches schools through KFC Mini-Cricket, introducing movement and opportunity to close to 120,000 children annually. It develops future leaders through the Streetwise Academy, offering learnerships and accredited qualifications that turn entry-level roles into professional careers. Our various leadership programmes form part of KFC Africa's broader leadership and talent development strategy, helping build leadership capability across the business and industry.

Our franchisee network creates entrepreneurial pathways. From farms and factories to classrooms and communities, everything we do is connected. Every restaurant. Every team member. Every partner.

WHERE GROWTH TURNS INTO LASTING IMPACT

Across it all, one thing connects everything we do: when people grow, the impact multiplies. When individuals advance, families stabilise. When communities strengthen, economies expand. And every time we grow, the impact grows with us. Because when we show up, opportunity follows.

Akhona Pengge





THE WAYS WE SERVE



35,558,075

meals served

167,560

people fed

2 out of 3

consumers say it makes a positive difference

94%

of consumers say it is important

GROWING RESPONSIBLY

97.3% locally sourced produce
5,546 people employed through our Poultry Supply Chain

85%

of consumers see KFC as a brand that gives back to the community

of consumers think KFC's business practices are sustainable and responsible

75%

of consumers say KFC is a brand that stands for something bigger than making money

OUR 40 000 STAFF

OUR



1,573

RESTAURANTS

1219

in South Africa

354

elsewhere in sub-Saharan Africa



125 Curro scholarships for Add Hope beneficiaries and team members' children

202 graduates equipped with accredited skills for the workplace

119,926 players supported



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9,508

were inducted and trained in 2025

1,847

received management training

36

received Area Coach training



WOMEN
ON THE MOVE



22 WOTM mentors since inception

171 future leaders graduated

5 Alumni exported into global roles

4 of 5 future leaders promoted after the programme

74% retention rate

WE SERVE LIVELIHOODS

Every restaurant is the start of something bigger.

WE SERVE OPPORTUNITY

A job at KFC is often a first. First income. First independence. First step into work. From there, things change. Team members learn customer service, food safety, teamwork and professional standards. Skills grow through structured training. Confidence builds through daily responsibility and achievement, and the feeling of success takes root. Careers begin to take shape, with clear pathways from restaurant team member to shift supervisor to restaurant manager and beyond.



WE SERVE FAMILIES

One income supports many. As a result of one job, entire families are supported. Children can stay in school instead of seeking work. Homes become more stable. Households can invest in health and education. Because opportunity doesn't stop with one person. It spreads.

WE SERVE LOCAL ECONOMIES

Every restaurant activates a network of builders, suppliers, farmers and service providers. Up to 100 livelihoods are supported through the construction, operation and supply of a single restaurant. That's impact at scale.





WE SERVE COMMUNITIES

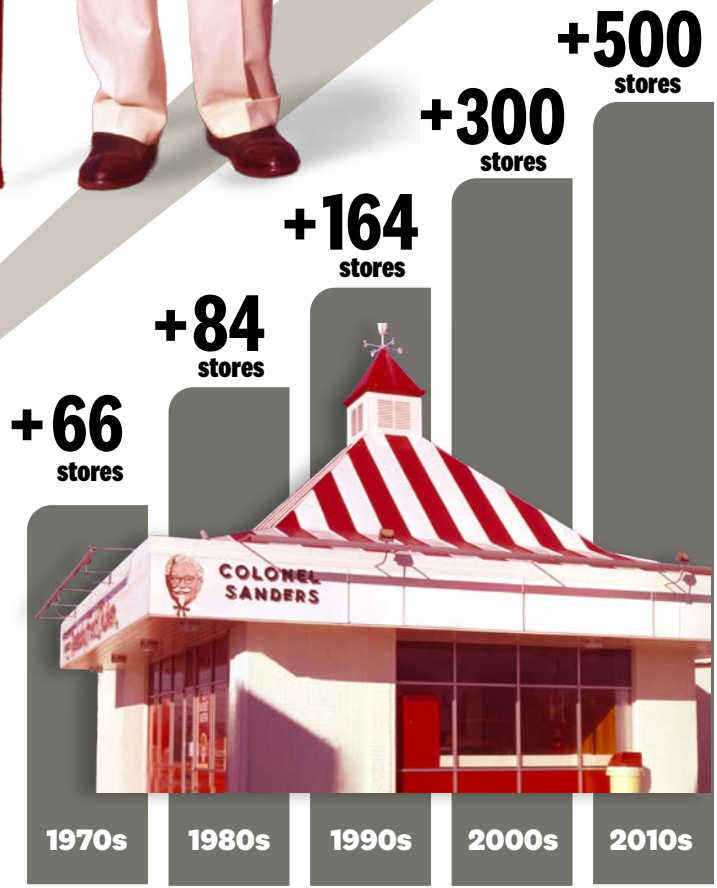
Our restaurants become hubs that bring people together and support surrounding businesses. They create foot traffic, attract investment and help entire areas grow.



WE SERVE THE NEXT GENERATION

When we open more restaurants, we expand our reach. More Add Hope meals are served. More children play Mini-Cricket. More young people get their chance. It all starts with one restaurant. But it doesn't stop there.

WE SERVE GROWTH



GROWTH MATTERS BECAUSE IT SERVES IMPACT

It took 48 years for KFC Africa to reach \$1 billion in revenue. Just six years later, we reached \$2 billion. And we're not slowing down. From 1,573 restaurants across 22 countries in Africa, we're building towards 3,000 restaurants by 2035. Because every new restaurant does more than grow the business. It creates opportunity.

EVERY TIME WE OPEN A NEW RESTAURANT



THIS IS HOW WE SCALE IMPACT

We recruit from the communities where we operate, prioritising local employment and first-time job seekers. We have focused investment into skills development, offering training that builds capability from day one and creates clear pathways to leadership. We support entrepreneurs through our franchise model. These franchisees aren't just investors. They're brand partners who reinvest in local economies, create jobs, and build lasting businesses in their communities. And as we grow across sub-Saharan Africa, the model travels with us. Because when the business grows, people grow with it. That's our model and it works. And this growth becomes real where it matters most.



PROJECT BUILD UNLOCK

Find it. Build it. Grow with it.

South Africa's QSR sector is booming and demand is outpacing supply. KFC is turning that opportunity into action with Project Build Unlock.

In 2025, KFC offered a R60,000 finder's fee for viable site leads that become new restaurants or drive-thrus, unlocking growth through collaboration.

More than 1,000 leads were received, highlighting the significant opportunity for growth ahead. The impact goes beyond new restaurants.

Every location brings infrastructure upgrades, local investment and up to 35 new jobs. This is growth that spreads from site to restaurant to community.

WE SERVE **IMPACT** THROUGH PEOPLE

At KFC, impact doesn't happen on its own. It's built by people, like our franchise partners that form the majority of our business. Here are some of their stories of impact.

Olga Bikitsha

Is a second-generation franchisee and the principal owner of The Bikitsha Trust that owns 30 restaurants across the Eastern Cape and KwaZulu-Natal. For Olga, KFC is about impact that goes far beyond the counter.

She's seen it first-hand. Team members who started at entry level now own homes, cars and hold formal qualifications through the Streetwise Academy. Often, they are the first in their families to graduate, and the impact breaks multi-generational cycles of poverty. This is something Olga is passionate about, and she continues to support initiatives that drive education, ownership and independence.

But Olga's impact doesn't stop with her teams. As a trustee of Add Hope and a hands-on supporter of local children's homes, she ensures her restaurants uplift entire communities. From meals to winter clothes, her teams give where it matters and make sure every contribution is felt.

For Olga, KFC is about building futures, inside the business and beyond it.

“If you believe in your people and you look after your people, you're going to get the best results.”

OLGA
BIKITSHA
CEO Bikitsha Trust





“We’re in the people business. We just happen to sell chicken.”

JUSTIN ROHLOFF
CEO Rohloff Group



Justin Rohloff

Is also a second-generation franchisee and proof that serving impact transcends generations. The Rohloff Group operates 103 restaurants across the Western Cape, Gauteng and Free State, and their philosophy is simple: We’re in the people business. We just happen to sell chicken.

Raised in the business, Justin built his career on kindness, generosity and opportunity. His teams are living proof. Many have risen from entry-level roles to senior positions, supported by strong incentives and a culture that rewards long-term growth.

As a founding trustee of Add Hope, Justin continues a legacy of doing the right thing and making a real difference. Justin is passionate about building great teams, rooting his leadership and passion in his unwavering belief in people.

And success? It’s not just being an awarded franchise within the KFC family, or an improved bottom line. It’s creating a business that continues to expand its impact through sustainability and dedication.

For Justin, KFC is about people first. Always.

WE SERVE PEOPLE FIRST

At KFC Africa, serving people is the core driver of everything we do. As a certified Top Employer, this comes to life through our culture, which isn't something we simply talk about. It's something we live. Every day. In every restaurant. Because when people feel seen, supported and valued, everything changes.

Led by Nolo, the mission is clear: we serve people by feeding their potential. That purpose drives not only how we bring our business to life, but also how people work, lead and grow across the business. When people feel empowered, it shows in everything we are able to achieve. KFC Africa invests intentionally in its people, building not just skills, but also leadership capability and personal growth. Through initiatives such as Heartstyles, a character development programme, individuals grow in self-awareness, strengthen relationships and lead more effectively.

Supported by coaching, mentorship and development frameworks, this creates real, lasting career growth. And it goes beyond jobs. Employees are encouraged to own their journeys and make a difference in their communities while enjoying the ride. The result? A culture that grows talent and exports it globally.

Success isn't measured in profit. It's in the 40,000-plus front-line team members who bring the brand to life every day. For Nolo, it's personal. Having started in a quick-service restaurant herself, her focus is clear: make people feel seen, heard and valued.

Across every role, every market, every journey, one thing is consistent: people feel supported, seen and capable of more. Culture isn't what we say, it's what people experience. And you cannot deliver the best customer experience without great people experience. Because at KFC, building the future starts with people and the potential they carry.

“More than anything else, I'm proud of just how much impact and purpose mean to our people.”

**NOLO
THOBEJANE**
Chief People, Culture
and Purpose Officer



TOP EMPLOYER CERTIFICATION

In 2025, KFC Africa earned its first Top Employer certification, a milestone that recognises excellence across key people practices, from leadership development and learning frameworks to employee experience and workplace standards.



For Siyabulela Ngcukana, every great customer experience starts with a great people experience. As Chief Operations and Digital Officer, he leads one of KFC Africa’s biggest priorities: building the leadership capability, culture and operational discipline needed to deliver consistent excellence at scale. Across thousands of team members and hundreds of leaders, his focus is simple but powerful: empower people to lead. Because when Restaurant General Managers see themselves not only as operators, but as leaders of people, culture and performance, everything changes. Teams become more engaged. Customers feel the difference. Businesses perform better. By combining strong leadership, operational excellence and technology that creates more time for human connection, Siya is helping shape a business where culture drives performance and people remain the engine of growth.

KFC’s recent Top Employer recognition reflects the scale and consistency of these efforts across the region, supporting more than 40,000 employees and enabling clear pathways from restaurant roles into senior leadership. It also reinforces KFC Africa’s position as a competitive talent builder within the global system.

“If you get the people, leadership and culture right, everything else follows.”

**SIYABULELA
NGCUKANA**
Chief Operations
and Digital Officer



WE SERVE AMBITION

AMUKELANI'S STORY

When people are given opportunity, they grow. Take Operations Improvement Coach Amukelani Khoza. In 2014, she posted on Facebook: "I just love my job." At the time, she was working as a restaurant team member at KFC East Rand Mall. What she didn't know yet was that her journey was simply starting. Nine years later, she was the face of KFC's Streetwise Academy campaign, featured on a giant billboard showing her in an academic gown. She had just graduated from the Streetwise Academy with an NQF Level 5 qualification in Project Management.

By the end of 2025, she held a BCom degree in Project Management. But she was not done yet and KFC continued to invest in her development. Her next Streetwise Academy qualification will be at honours level. And her career? She now leads as an Operations Improvement Coach across 15 restaurants while supporting the innovation menu's implementation at operational level. "I want to be Chief Operations Officer," she says. "And I believe that I will be there one day because of how KFC is helping me to grow, how talent is nurtured in this business, how we are seen."

Participating in KFC's Women On The Move leadership development programme was another game-changing experience for Amukelani. "I was included in the first group in 2021 and it opened up my mind," she says. "The programme is incredible in the confidence it creates and how you start to believe in yourself. When you've done that programme, you feel like a CEO.

"Through it, you are equipped with all the resources, everything you need to conquer." Now she's mentoring two members of the 2025 cohort. Because at KFC, the sky's the limit. "At KFC, the possibilities are endless," says Amukelani. "If you're dedicated, disciplined and take the opportunities available, you can create the reality you want."

“Seeing myself on a billboard wasn't just a moment, it showed me what's possible when someone believes in your potential. KFC helped me grow into the person I always hoped I could be. **”**

AMUKELANI
KHOZA
Operations Improvement Coach



MANAGEMENT TRAINED IN 2025 = 11391



HOURS OF TRAINING = 2904



DALENE'S STORY

Dalene Chadwick also started at KFC as a restaurant team member at KFC Maynard Mall. She worked her way up to Restaurant General Manager, studying part-time towards an HR degree while raising three children as a single mother. At the time, it felt like everything in life was on track. Then in 2017, the loss of her daughter made everything feel insurmountable.

Her studies were at risk and she felt like she had lost her sense of purpose. And as she puts it, "life just continued happening". But through her work at KFC, her dream of working in HR remained alive and she never lost sight of where she wanted to be. Today, she is back on that path, with a renewed sense of purpose and dedication.

Through the Streetwise Academy, she is currently completing her HR diploma and will graduate at the end of the year. In the long term, "my ambition is to be an HR Director," she says.

Through the Women On The Move leadership development programme, she rebuilt her confidence and stepped into leadership. "When I joined the leadership programme, I felt like my cup was empty," she says. "I had just taken on a senior role as Operations Improvement Coach and was navigating moving to a new city with new opportunities. Through the capability building and leadership journey, the programme really helped me to step up." Her role as Operations Improvement Coach now sees her operate across 57 equity restaurants in South Africa and 15 in Zambia.

Late last year, her team presented her with a heart-shaped ornament. "They say it symbolises my leadership – that I lead with heart. This was a testimony that from a place of hurt and despair, your dreams can still come true." At KFC, growth isn't linear. But it is always possible.



“This organisation really goes all out to invest in people like me.”

DALENE CHADWICK
Operations Improvement Coach

WE SERVE TALENT

KFC Africa doesn't just grow talent locally; it grows leaders for the world. Across the KFC system, African talent is stepping into global roles, bringing resilience, adaptability and real-world experience. When you build leaders in complex environments, they're ready for anything, from running restaurants to shaping global strategy. Every journey starts the same way: with opportunity. And in a business that believes in developing people from the inside out, when ambition meets opportunity, growth accelerates. KFC Africa has exported 16 South Africans into global roles over the last ten years.

Nicolette Samson

Director of Food Safety and Quality Assurance, Yum! Brands

Nicolette joined KFC in 2012 for the culture and turned opportunity into impact. She moved across roles: food safety, operations, restaurant excellence and equity restaurants, building a complete understanding of the business. "I hopped around from one role to another to get a really holistic ops experience," says Nicolette, and within four years she was leading across Africa. Today, she operates at Yum! Brands global level.

Her growth was intentional: prestigious mentors, tailored partnerships, even external executive coaching. "The company invested in that for me, which was mind-blowing," she says.

And through Women On The Move, she stepped fully into her potential. "The programme helped me recognise my strengths and lead with greater confidence."

“ KFC gave me the skills to be a better human, which meant I became a better manager and a better employee. ”

NICOLETTE
SAMSON



SERVING AFRICA TO THE WORLD

Over the past ten years, 16 South Africans have taken up opportunities across various YUM! Brands markets globally.

Nicholas Duminy

Global Marketing Director, Omnichannel Retail

Nicholas was drawn to KFC's purpose, scale and influence within South African culture. The strength of the people and growth opportunities made the decision clear. He joined as Marketing Director, leading digital and eCommerce before expanding into retail and innovation, a deliberate step to build a stronger foundation for future growth. South Africa, one of KFC's biggest markets, gave him exposure to scale, operational excellence and best practices. Global exposure accelerated his path. Strong mentorship sharpened his leadership. "A defining moment in my development was a week-long leadership programme focused on reflection and self-awareness," says Nicholas. "It fundamentally shaped how I show up as a leader, and the learnings stay with me today. Working in South Africa played a critical role in preparing me to deliver value at a global level," he says. "When ambition meets opportunity, great things happen."



“Having mentors in the business gives you a renewed self-confidence to go and be effective.”

NICHOLAS
DUMINY



Rina Maravanyika

Manager, Operational Excellence, KFC Global

Rina joined KFC Africa in 2013 for its people-first culture and quickly proved what's possible when that promise is real. When she needed deeper operational experience, the business backed her to run restaurants for three years, building real leadership, fast. From Area Operations Manager to Market Manager, she earned her place on the global stage. Today, she's Manager, Operational Excellence at KFC Global in Dallas. Africa built her edge: economic volatility, infrastructure instability, relentless competition, the perfect training ground to lead anywhere. "In Africa, you have to think on your feet, fail fast, fix things and move on," she says. "All of this provides a great grounding for a role in the global team." Through KFC's Women On The Move leadership development programme, she gained confidence, access and a stronger voice. "It taught me that I am responsible for my own development and that the company is there to support me. I learned to think bigger about what was possible for my career."

“The culture is great for me because I love building relationships and passing on knowledge. It's like a perfect match.”

RINA
MARAVANYIKA

WE SERVE OPPORTUNITIES FOR ALL

Real leadership starts from within. As part of KFC Africa's broader leadership and talent strategy, the business identified an opportunity to strengthen its leadership pipeline and build capability that supports long-term growth across the continent. The Women On The Move leadership programme was created to help women recognise their potential and step fully into it. Through mentorship, development and shared experience, participants strengthen leadership capability, confidence and professional growth. Women On The Move Extended Network, a programme rolled out in two markets and three franchise partners, and counting, continues to create an inclusive culture, fuelling belonging through structured engagements that are locally led and building capacity in every franchised business.



“When your mentors encourage you, it removes that voice that keeps on saying, you're not ready for this opportunity.”

ALANA
JANUARY

General Manager: KFC Botswana, Seynara

Alana's story

Alana January, General Manager, KFC Botswana, Seynara (franchisee)

Alana leads a business, but she knows confidence isn't automatic. Often, she experiences talented team members underestimating their own readiness to lead, which was also evident in her own journey. Self-belief and the confidence in your abilities is something that comes when you are intentional about your growth.

The Women On The Move leadership

Dorothy's story

Chief Marketing Officer, KFC East Africa, Kuku Foods (franchisee)

From one restaurant to 71, built by belief, powered by growth. In just 10 years, Dorothy rose from Marketing Manager of a single restaurant to CMO across Kenya, Uganda and Rwanda.

A turning point in her leadership journey came through KFC's Women On The Move leadership development programme. Transformational and deeply developmental, it strengthened her confidence and leadership capability.

Dorothy's impact extends beyond just her teams but also fuels inspiration for those she helps to grow, something that was only possible once she embraced her individual strengths, resilience and leadership style. "I had to go through my own development journey to be able to embrace showing up as a leader, and Women On The Move played a central role in this growth," she says.

Now she pays it forward, growing others. She believes that when potential is unlocked, it multiplies, and continues to create opportunities for others to step forward and lead.

development programme helped unlock that confidence.

It helped her strengthen her leadership confidence and grow from Restaurant General Manager to leading 21 restaurants.

While she has faced bias, adversity and challenges, she has proven her value and worth with performance and results in both the bottom line and the growth of the people she leads.

Now she's paying it forward, mentoring others

“If you put in the work, if you show up the way you need to, if you trust the journey, if you remain open, at KFC you can be anything you want to be.”

DOROTHY
MUTHONI

CMO: KFC East Africa, Kuku Foods



to rise, lead and believe in themselves. She has learned through her lived experience that visible leadership matters. And ensuring that she leverages all opportunities she has not only impacts her but also those she leads. She treasures the memory of feedback from one of her mentees: "Because you lead, I now believe I can as well." Because at KFC, leadership growth creates opportunities for others to grow and lead. "This is how confidence, inclusion and a pipeline of world-class leaders multiplies."



“ I learned about teamwork, communication and leadership, and I’ll always be grateful for these early lessons. ”

LAURA
WOLVAARDT
Captain of the Proteas Women Team



FRIENDS IN HIGH PLACES

In 2025, KFC took mentorship to new heights, hosting 60 rising women in the marketing and advertising industry on the Cape Wheel in Cape Town. In partnership with Open Chair, real conversations met real opportunity during the Loeries Creative Week. One-on-one sessions, 40 metres in the air, connected future leaders with KFC executives sharing insights on leadership, confidence and navigating the workplace. This is how KFC feeds potential: creating spaces where future leaders can connect, grow and build capability.

CREATING SPACE

KFC Africa continues to create spaces where people lead, grow and shape the future of business. At the Standard Bank Top Women™ Conference, General Manager Akhona Qengqe took the stage as keynote speaker, sharing how women’s leadership drives real business impact. She was joined by Chief People, Culture and Purpose Officer Nolo Thobejane and Bidvest Services Commercial Director Alexia Shuenyane for a panel discussion led by Gugulethu Mfuphi, exploring how leadership from within fuels broader change. Together, they explored how leadership development, mentorship and opportunity can unlock broader growth across industries, creating spaces where future leaders can connect, grow and build capability.

PROTEAS WOMEN

KFC celebrated Women’s Month in August 2025 by signing up as a sponsor of the Proteas Women as they prepared for the Women’s Cricket World Cup in India and Sri Lanka. The captain of the national team, Laura Wolvaardt, says her potential as an opening bat was identified by KFC Mini-Cricket when she was six years old. “I also learned about teamwork, communication and leadership, and I’ll always be grateful for these early lessons,” she says. Wolvaardt is one of seven Proteas Women players whose talent was first nurtured by KFC Mini-Cricket in their early primary school years. Who knew that KFC’s impact extends to the pinnacle of global sport?

WOMEN IN FRANCHISING AFRICA

“Together, we are not just shaping businesses, we are shaping the future of women’s economic participation in Africa.”
 – Akhona Qengqe, Founder & President, WIFA.

One year in, WIFA is moving from awareness to participation reaching over 1,000 members across South Africa and Zimbabwe. More than 200 members have been upskilled through franchising masterclasses, with mentorship supporting their path to ownership. Flagship events continue to create spaces for connection and advancement. As a founding partner, KFC supports this, enabling broader participation and leadership development within the franchising sector.



WE SERVE MOMENTUM

Growth happens when people are given the tools and the belief to move forward. The Streetwise Academy turns jobs into careers because it combines real-world experience with formal learning. That builds confidence alongside capability. The academy is the first initiative of its kind in Africa's quick service restaurant sector, offering fully accredited qualifications. It combines online learning with on-the-job training to ensure skills that stick and leaders who lead. And it removes one of the biggest barriers to growth: access. When people are given the opportunity to learn, they don't just grow themselves, they fuel the business, their colleagues and possibility.



STRUCTURED LEARNING PATHWAYS FROM
ENTRY-LEVEL TO ADVANCED QUALIFICATIONS

7

ACCREDITED
PROGRAMMES
(NQF 3-7)

202

GRADUATES

4

YEARS

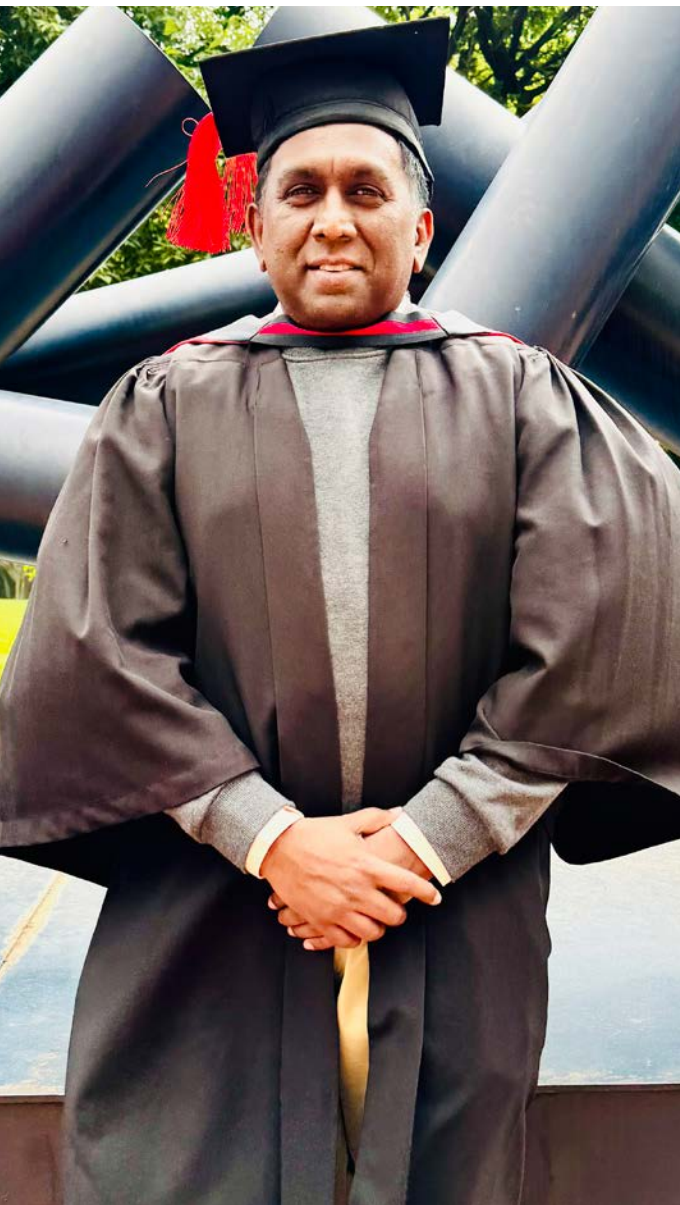


EDNA VAN NIEKERK'S STORY

Edna van Niekerk joined KFC in 2002, having lived a reality of limited opportunities, and took the opportunity to build a meaningful, lasting career. She started out as a restaurant team member and quickly worked her way up to Restaurant General Manager and now serves as a Training Coach and Acting Area Coach. "I always wanted to study further but I never thought I would get the opportunity, until KFC's Streetwise Academy came along," she says. In 2024, she completed a Management Development qualification at NQF Level 5. That same year, she was selected to join the Women On The Move leadership programme and completed her Area Coach training. She was rewarded for her perseverance and dedication with boundless opportunities and growth. Through her experience, she has gained the education and confidence she once thought was out of reach, and she continues to grow. But her greatest achievement isn't her own progress. It's the people she's developed along the way. As one colleague put it, she's someone others aspire to learn from every day.



**EDNA
VAN NIEKERK**
Training and Area Coach



KRISH GOVENDER'S STORY

At KFC, potential has no age limit. Ask Krish Govender, who joined KFC in his 40s after a career in entrepreneurship. He started as a Restaurant General Manager and quickly turned experience into impact. Today, he is a Regional Manager for the Rohloff Group, which has 103 restaurants across the Western Cape, Gauteng and Free State. Starting out, Krish had practical knowledge. But only a matric certificate. Through the Streetwise Academy, he completed an NQF Level 6 course in operations leadership development. It transformed self-doubt into confidence, reignited his ambition and unlocked new direction. Today, his greatest success isn't his position. It's people. The leaders he's developed and the potential he's unlocked. "I quite often tell new recruits that I wish I had joined KFC 20 years earlier," he says. "If I had joined straight from school, I could be one of the global CEOs now!" His belief is simple: at KFC, it's never too late to become what you could have been.

“ In this business, your journey can be never-ending as far as your vision can take you. ”

**KRISH
GOVENDER**
Regional Manager: Rohloff Group



WE SERVE

For many children, this is where it starts. A field. A team. A chance to belong. KFC Mini-Cricket has reached more than 2.5 million children across South Africa by giving them more than just a game. It builds confidence, teaches teamwork and creates belief. With tens of thousands of matches each year, Mini-Cricket bridges cultural divides and builds cohesive communities. And it often leads to something bigger: more than 120 players have gone on to represent national teams. But the real impact isn't just in who becomes a professional athlete. It's in every child who walks away believing they can achieve more. KFC invests in young people early, so they can see what's possible. This is where potential is sparked.



80%

**OF PROTEA WOMEN
STARTED IN MINI-CRICKET**

POTENTIAL

119,926

PLAYERS

120,800

MATCHES

10,900

ACTIVE COACHES

4,652

SCHOOLS

52

DISTRICTS

9

PROVINCES

WE SERVE HOPE

Sometimes, impact starts small. R2. But when millions of people give a little, it becomes something much bigger. Meals can be served, hunger reduced and livelihoods improved. Add Hope exists to address one of the most urgent challenges in South Africa: child hunger. Nearly 1 in 4 children face food insecurity, limiting their ability to learn, grow and thrive. Because hunger is a gatekeeper to children realising their potential, it also holds back our country's growth. Add Hope works because it brings people together; customers, communities and partners, each contributing something that matters. Because when a child is fed, everything changes.



Together, we served
35.5 MILLION meals

BUILDING HOPE

SINCE 2009

1.5 MILLION
people fed

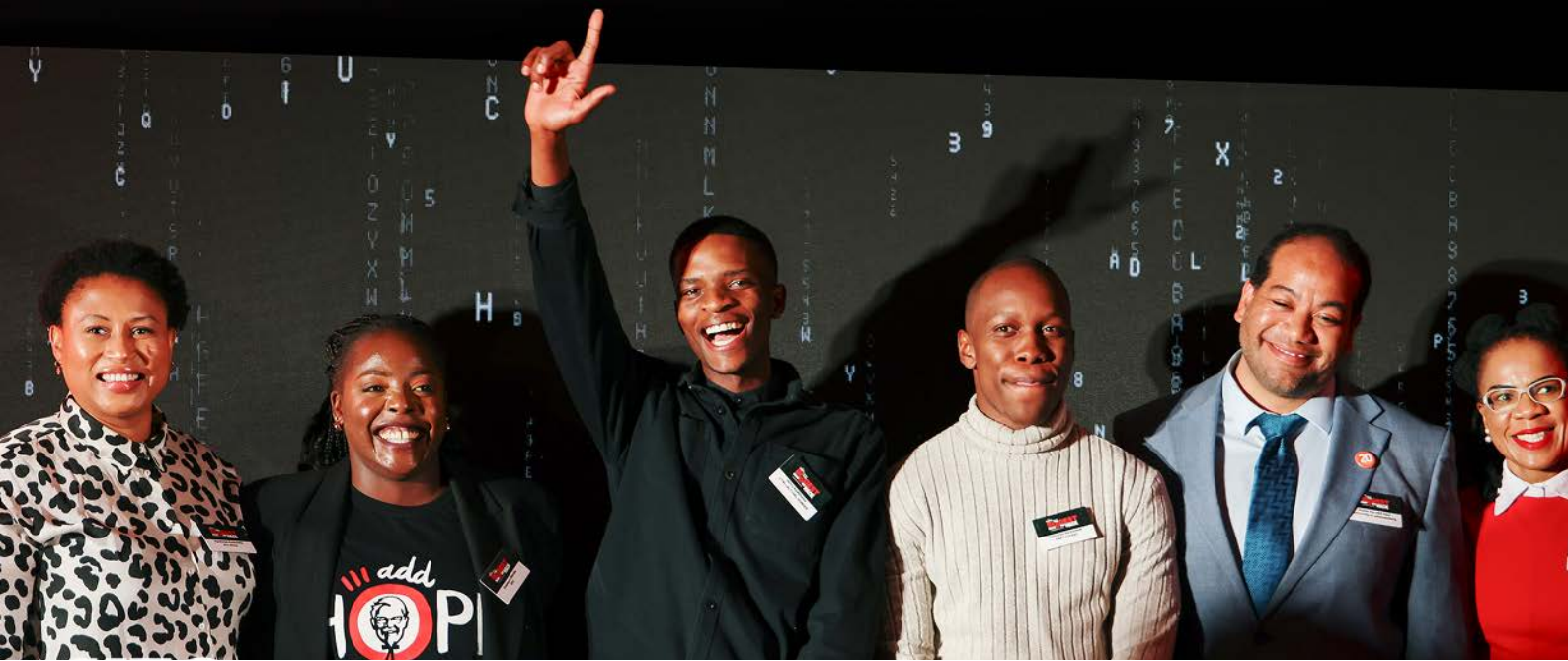
TOTAL RAISED:
R1,2 Billion

Customer contributions:
R756.1 Million

KFC contributions:
R518.8 Million

2025 IMPACT





add HOPE PRESENTS
THE BIGGEST HUNGER HACK
 >://A BLUEPRINT FOR BETTER://<

KFC transformed corporate purpose into collaboration by choosing World Food Day to reveal its “secret recipe”: the Add Hope blueprint for fighting child hunger. Then we asked Gen Z innovators to improve it, and we embraced transparency and trust by inviting partners to join the effort. The result? Real ideas, deeper collaboration, dramatic change. Top student teams took the stage in Johannesburg, pitching solutions to leaders from government, business and NGOs, and turning innovation into action. The impact was immediate: new corporate partners came on board, stakeholders leaned in, and the conversation shifted from ownership to shared responsibility. The winning idea, rescuing surplus produce and redirecting it to families in need, is now being implemented with FoodForward SA, alongside new national solutions in development. This is how KFC leads: bold moves, open collaboration and impact that scales. Read the Add Hope blueprint at www.addhope.kfc.co.za

KFC
IKUSASA LETHU
Scholarship

Since 2021, KFC Africa has provided Ikusasa Lethu (“Our Future”) scholarships for Add Hope beneficiaries and employees’ children. In 2025, 20 students were awarded scholarships at Curro schools and nine learners completed their full five-year high school journey through the programme.



END OF 2025:

5
YEARS OF
SCHOLARSHIPS
FUNDED

125
LEARNERS
SUPPORTED

WE SERVE PARTNERSHIP

From R2 to serving thousands of children every day. This is impact that is only possible and delivered when it is done together. Through more than 110 Add Hope partners such as the Peninsula School Feeding Association (PSFA), we extend our reach into communities where support is needed most. This is collaboration in action, working together to improve nutrition, education and long-term outcomes.

SERVING MORE THAN MEALS

The PSFA has been committed to its cause of feeding hungry children since 1958. But through the partnership with Add Hope, its impact has deepened. In 2025, the partnership brought daily breakfasts to more than 5,000 young children in rural Bizana, located in the Eastern Cape, ensuring that they receive up to 80% of their daily nutritional needs. For the team at PSFA, this is more than a meal, it is also an opportunity for growth monitoring, healthcare access and early childhood development. It is an accelerator for children to thrive.

The results are undeniable: more parents are enrolling their children, driven by the assurance of a meal provided, communities are strengthening and the model has expanded and grown, proving that even in the most underserved areas, impact at scale is possible. Powered by simple customer contributions, every R2 goes directly to feeding children with transparency and trust. A shared commitment with one goal: that no child should go hungry.



SERVING REAL-LIFE IMPACT

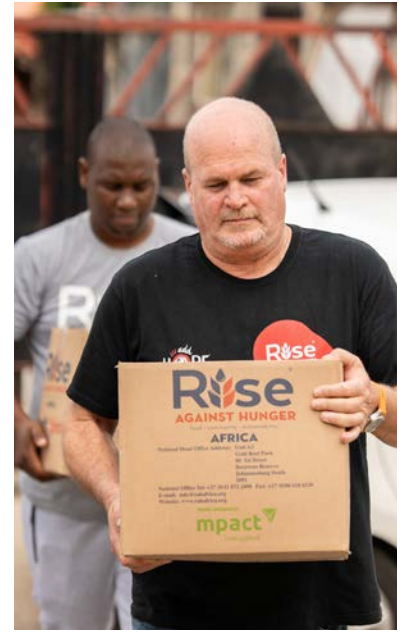
A child with autism arrived at one of the Eastern Cape ECDs with eczema and acute malnutrition. “We worked with the food preparer and the principal, and within six months, we saw a massive change in his skin, the yellowness of his eyes – and he picked up weight,” says PSFA Director Petrina Pakoe. “There was a significant change in his overall health. Even his ability to start concentrating and engaging within the classroom improved.”

Every year, 20 volunteers who prepare food at PSFA schools are sponsored to join an NQF-accredited entry-level catering course. “A number of the ladies have gone to work in restaurants, and quite a few of them have started small catering businesses,” says Pakoe. “It’s also been a wonderful way to build their self-confidence as they realise that they can be more than unemployed moms at home.”



Independent studies by GIBS and DEZ Advisory Services found the impact of KFC's Add Hope and Mini-Cricket programmes to be both significant and sustainable. From reducing child hunger and improving developmental outcomes to building confidence, inclusion and future opportunities for young people, the evidence shows that these programmes are creating measurable change at scale.

www.kfcpurpose.co.za



WE SERVE **BEYOND** OUR RESTAURANTS

Our impact doesn't stop at our restaurants. It extends across farms, suppliers and industries. As we grow, so does the network around us.

We believe in supporting entrepreneurs, creating jobs and building stronger businesses. Because when we invest in our value chain, we feed potential far beyond our doors. Through hands-on support, suppliers are guided to meet the standards of the world's toughest certification organisations.

“Our team is dedicated to supporting and upskilling the organisations we source from,” says Chief Supply Chain Officer Paul-Maarten von Zeuner.

“We support them through the process and help them enhance their delivery, quality and output. Any supplier that is onboarded goes through a food safety and quality assurance process that ensures the highest global standards are in place.” With stable and predictable demand from KFC, suppliers can invest proactively in their businesses.

They can expand their operations, employ more people and drive meaningful economic impact in the communities they serve.

“Our commitments support the development and growth of their businesses. And with that comes additional job creation, skills development and the ability to continue making a broader impact,” says Von Zeuner.

At its core, this approach is about doing business the right way: growing people, strengthening businesses and creating shared value that lasts.



As we conduct our business, securing supply that fuels our growth, it is about more than supplying to meet the demand. Every product we serve touches people, livelihoods and communities.

That's why we work closely with our suppliers to ensure high standards from sourcing to production. Doing this responsibly matters. How we show up across our system matters just as much as what we serve.

Every piece of chicken KFC serves supports jobs, families and communities across Africa, and ensuring we do this in a way that secures sustainability is crucial to us and our partners. By working with a mix of established producers and emerging suppliers, KFC builds a supply network that balances consistency with meaningful local impact. These suppliers are not just partners, they are major employers and economic drivers in their regions. As Country Bird Holdings CEO Brendon de Boer explains, the scale is significant.

"We employ close to 10,000 people in sub-Saharan Africa, 4,000 of those in South Africa and the rest spread across Africa, including Nigeria," he says.

"Each of them supports a family of four or five people and KFC supports even more indirect jobs in crop production for chicken feed and in the transport sector."

KFC sets high standards for how suppliers operate, from food safety to animal welfare, ensuring responsible, ethical practices across the value chain. Because when we get this right, we don't just feed customers. We feed futures across an entire continent.

“ We run more than a food business. We operate a system that feeds potential. ”

PAUL-MAARTEN
VON ZEUNER
Chief Supply Chain Officer



WE SERVE RESULTS

In 2025, our impact was affirmed through recognition from our peers and partners. From industry awards to global certifications, the work we're doing is being seen not just for what it achieves, but for how it's done. Recognition is not the goal. It's the proof that when you invest in people, build strong partnerships and stay focused on purpose, the results follow.



KFC AFRICA'S LEADERS WERE HONOURED IN 2025 FOR REPRESENTING THE BRAND AS TRAILBLAZERS

Akhona Qengqe
General Manager

Haley Fletcher Top Women Business Leader of the Year 2025
Standard Bank Top Women Awards

Nolo Thobejane
Chief People, Culture and Purpose Officer
CHRO's Transformation & Empowerment Award

Siyabulela Ngcukana
Chief Operations and Digital Officer
Appointed as chairperson of the FoodBev Manufacturing SETA board

Simone Forshaw
Chief Legal Officer
Legal500 GC Powerlist for South Africa 2025





We were named as **Company of the Year at the 2026 SABRE Awards Africa**, recognised for redefining what brand purpose looks like in action.

From International Women’s Day to The Biggest Hunger Hack, Mini to Mighty, Build Unlock SA and the Open Chair partnership, every campaign delivered impact that matters.

And it didn’t stop there. The Biggest Hunger Hack also led the Food & Beverage category, setting a new standard for innovation and impact.

This is KFC at its best. Bold, proven, scaled.

WE SERVE PROGRESS TO THE INDUSTRY

Progress doesn't happen by chance. It's intentionally created. At KFC, we are not just impacting our own business and industry but are intentional about paying it forward to other adjacent industries we operate in. As a business, we have come so far and we feel a sense of responsibility to contribute meaningfully to our broader impact circles. We have a dedicated focus on ensuring that we leverage partnerships, mentorship and events as catalysts to reaching more people across industries, and we have been intentional in helping others not just to participate but to lead. Because when people are empowered and given opportunities to contribute and lead, leadership teams are more diverse, businesses perform better, communities grow stronger and futures change. And that's how we feed potential at scale.



INTERNATIONAL WOMEN'S DAY


Real impact. Faster progress. On International Women's Day, KFC Africa spotlighted 54 women driving meaningful change across the continent, building on its 'female firsts' movement and turning visibility into real impact. The approach is clear and proven: identify talent, invest in development and create pathways to leadership. From education and skills development to sport and community programmes, the ripple effect goes far beyond business. When team members grow, families, communities and economies grow with them. But impact doesn't happen by chance. It takes action, investing in leadership development and creating opportunities that scale. At KFC, long-term investment in people continues to create measurable impact. Find the list of 54 African leaders 'Accelerating Action' at www.purpose.kfc.co.za

KFC[®]

AFRICA'S FEMALE F1RSTS

THE LEADERS WHO GIVE AFRICA MORE



For more info go to: purpose.kfc.co.za 

WE SERVE THE **FUTURE**

When we build and refresh our properties, that means we reduce the environmental impact, improve energy and water efficiency, and build smarter restaurants. And when we find new ways to connect with young people, we support the generation that will build South Africa's future. Feeding potential means protecting what comes next.





Making our restaurants more sustainable requires action across every part of our operations. From the materials we use and the energy we consume to the way we manage waste, we continue to implement practical solutions that reduce our environmental footprint and support a more circular economy.



100% of our packaging is recycled. Our packaging strategy prioritises materials that are recyclable, renewable, and designed with sustainability in mind.



Energy-efficient lighting helps us lower our environmental footprint while creating welcoming spaces for customers and employees.



Through responsible design and recycling, we turn everyday materials into sustainable furniture solutions.



By recycling used cooking oil, we are contributing to a more circular and sustainable value chain.



KFC

**THE MORE
WE GROW, THE
MORE WE SERVE**



Growth is the strategy. Impact is the reason. As we expand across Africa, we're creating more opportunity, more access and more possibility through more restaurants, more jobs and by shaping more futures. Every restaurant means more impact. And as we grow, so does the impact we create, every day.

2025



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