



CROWN NATIONAL SHAPING THE FUTURE TOGETHER AT THEIR ANNUAL CONFERENCE 2024



BUSINESS UNIT OF THE YEAR - GAUTENG SOUTH



This business did not generate the biggest top line or the highest gross profit. And not even the highest operational profit.

This business competes on the toughest market with more than 30 competitors trying to eat their cheese. It doesn't compete in the blue ocean! But swims in bloody shark infested markets.

It is the business unit that remain humble, unassuming, goal directed even though it shares it resources. Even though it also battles for stock. Contributed the highest trading profit of all commercial branches and delivered an impressive return on funds employed (ROFE) of 56.5%. The business unit of the year goes to Gauteng South.

John Morris – Crown Food Group CEO



MD EXCELLENCE AWARD

- Andrew Durieux



This individual is mindful, is never complacent. Has loads of positive energy and an effervescent personality. A good communicator. Trustworthy. Dependable. Agile and adaptive, Open minded & A real team player.

A wise head and guide who leads quietly but effectively. For achieving so much with very little fanfare

John Morris – Crown Food Group CEO

INNOVATOR OF THE YEAR

- Charles van Schalkwyk



I am writing to wholeheartedly nominate this exceptional individual for the Innovator of the Year Award. He has been an instrumental force in developing our new product lines, demonstrating an unwavering commitment to innovation and customer satisfaction.

Throughout the year, he consistently went above and beyond in his role. His willingness to assist in every phase of product development—from conceptualization to testing—has not only enhanced our products but also fostered a collaborative environment that encourages others to contribute their best ideas.

In recognition of his exceptional contribution and the positive impact he has had on our company, I believe he is the ideal candidate for the Innovator of the Year Award. His efforts have not only driven our success but have also set a benchmark for innovation within our industry....

John Morris – Crown Food Group CEO

SALESPERSON OF THE YEAR

- Frans Ferns



He demonstrated exceptional leadership throughout the year, not only maintaining but also strengthening relationships with our key retail accounts.

His strategic acumen led to substantial growth across various sectors: Additives & Spices saw a 55% increase, Proteins surged by 75%, and Condiments grew by 19%.

In addition to managing his own client portfolio, he spearheaded his sales team to achieve their targets. His unwavering leadership played a pivotal role in the branch meeting its annual budget, cementing his status as a crucial contributor to our branch's success....

John Morris – Crown Food Group CEO

BRAND AMBASSADOR OF THE YEAR - Jannie Lewis



This seasoned individual took on the challenge of heading up a new division while continuing in their current role, demonstrating remarkable leadership and versatility. Leveraging their vast experience, they capitalized on the opportunities presented by load shedding by introducing a new range of equipment.

Despite the price premium of our new OKTO Swift Bandsaw, their strategic vision ensured that it set the bar beyond the reach of our competitors.

Their exceptional dedication, innovative approach, and strategic foresight have significantly contributed to our company's success. It gives me great pleasure to present this prestigious award to a most deserving individual.

John Morris – Crown Food Group CEO

SIX GUN GRILL HOT SPECIAL AWARD - Surasha Govender



Too often, when a development request is logged, we end up creating what we believe the customer wants, based on their initial request. However, this time around, the Food Technologist developed precisely according to the specifications in the brief and succeeded on the first attempt. This has resulted in the largest launch order post-commercialization to date.

Therefore, this special award goes to a most deserving individual who shows remarkable promise for a bright future.

John Morris – Crown Food Group CEO

TROPHY AWARDS

Outstanding achievements honored: Trophy awards recipients announced

| Award | Category | Winner | Branch |
|--------------|---|--------------------|-----------------|
| TROPHY AWARD | Best Driver Award | Karabo Matabele | Klerksdorp |
| TROPHY AWARD | Central Procurement | Francois Brinkhuis | CPT Head Office |
| TROPHY AWARD | Supply Chain Commercial Award | Ryan Best | Gauteng South |
| TROPHY AWARD | Occupational Health and Safety Award | Maricka Ferreira | Port Elizabeth |
| TROPHY AWARD | Group Financial Award | Yenusha Naidoo | Gauteng South |
| TROPHY AWARD | Credit Controller Award | Diann Naidoo | KwaZulu Natal |
| TROPHY AWARD | Excellence Award Technology | Daniela Scaglia | CPT Head Office |
| TROPHY AWARD | Factory Mart Award | Vishnu Naidoo | KwaZulu Natal |
| TROPHY AWARD | Excellence Award Sales - Out of Home | Bastian Pretorius | Nelspruit |
| TROPHY AWARD | Excellence Award Sales - CIS | Lindie Koekemoer | CPT Head Office |
| TROPHY AWARD | Excellence Award Sales - Butcheries | Georg Landsberg | Gauteng South |
| TROPHY AWARD | Excellence Award Sales - Super Markets & Franchises | Brent Muller | Capetown |
| TROPHY AWARD | Excellence Award Sales - Factories | Hennie de Bruin | KwaZulu Natal |
| TROPHY AWARD | Excellence Award Sales -Telesales | Bonnie Cronje | Port Elizabeth |
| TROPHY AWARD | Excellence Award Griffith Crown | Maryke Minnaar | Gauteng South |

MERIT AWARDS

In recognition of their exceptional performance, dedication, and teamwork, we are proud to present this award to this outstanding team.

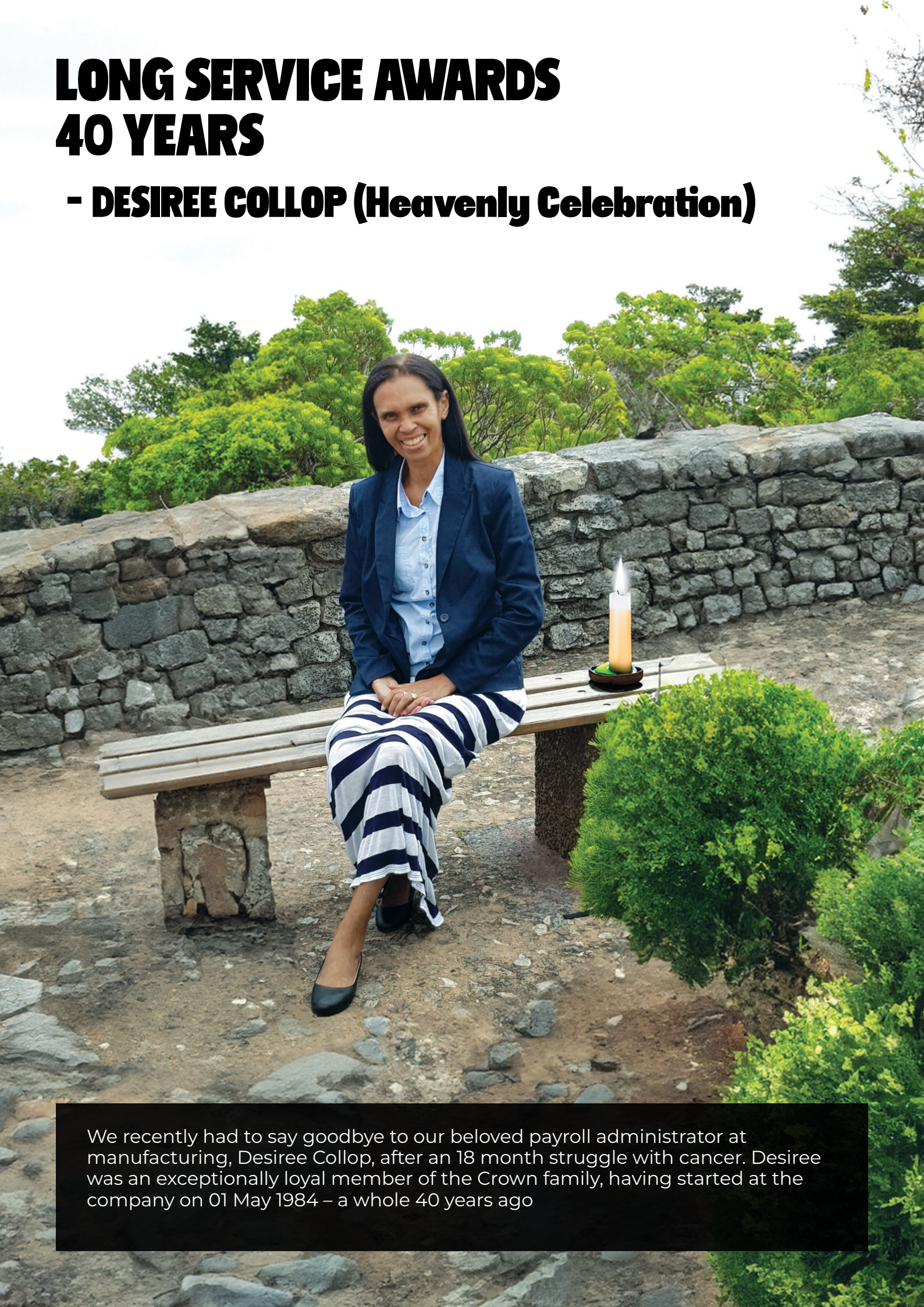
| Award | Recipient | Branch |
|-------------|--------------------------|---------------------------------------|
| MERIT AWARD | Carla van der Westhuizen | Tshwane |
| MERIT AWARD | Alizia Miles | Tshwane |
| MERIT AWARD | Rufus Mokgolo | Gauteng South |
| MERIT AWARD | Daniel Ferreira | Gauteng South |
| MERIT AWARD | Nadia Knipe | Gauteng South |
| MERIT AWARD | Sithembile Gamede | Gauteng South |
| MERIT AWARD | Lisl de Vries | Bloemfontein |
| MERIT AWARD | JP Durandt | Equipment Division - Gauteng South |
| MERIT AWARD | Keagan Londt | Equipment Division - Capetown |
| MERIT AWARD | Madelize Viljoen | Supply Chain - Gauteng South |
| MERIT AWARD | Lucky Gwala | KwaZulu Natal |
| MERIT AWARD | Vuka Nxele | KwaZulu Natal |
| MERIT AWARD | Werner Greyvenstein | Limpopo |
| MERIT AWARD | Selomo Ramahuma | Limpopo |
| MERIT AWARD | Zander Byleveldt | Limpopo |
| MERIT AWARD | Hennie Grobbelaar | CIS - CPT Head Office |
| MERIT AWARD | Stuart Lamb | Diversified Markets - CPT Head Office |
| MERIT AWARD | Michel Benedito | Finance - Gauteng South |
| MERIT AWARD | Celeste Cornelissen | Finance - CPT Head Office |
| MERIT AWARD | Gayle Hoffmann | LMI Award - PE |

SPECIAL TEAM MERIT AWARDS

| | | |
|-------------|-----------------|-----------------------------|
| MERIT AWARD | Jean Adams | Marketing - CPT Head Office |
| MERIT AWARD | Brenton Jordaan | Marketing - CPT Head Office |
| MERIT AWARD | Siphenathi Maki | Marketing - CPT Head Office |
| MERIT AWARD | Eric Ngidi | Marketing - CPT Head Office |

LONG SERVICE AWARDS 40 YEARS

- DESIREE COLLOP (Heavenly Celebration)



We recently had to say goodbye to our beloved payroll administrator at manufacturing, Desiree Collop, after an 18 month struggle with cancer. Desiree was an exceptionally loyal member of the Crown family, having started at the company on 01 May 1984 – a whole 40 years ago

LONG SERVICE AWARDS 35 YEARS

- Mervyn Samuels



- Lionel Geduld



LONG SERVICE AWARDS 30 YEARS

- Herman Pheiffer



- Nomoko Lepile



- Rufus Mokgolo

- George Khubeka

LONG SERVICE AWARDS 30 YEARS

- Joseph Augustus



25 YEARS

- Charles Van Schalkwyk



Special long service award - Tarryn Bentley-Cross (awarded to the squad team for organizing crown conference for the past 10 years)

STRONGER TOGETHER

JOHN MORRIS ADDRESS

I have the honor and privilege of being able to address you this evening and celebrate our last season's successes. And what a record-breaking season it has been.

After every conference, I wonder to myself what the next one will be and how do we 'top the last'? But tonight, and after the last two days, I can honestly say that this has been one of the best. And a conference to remember.

From the welcoming letter, to the Robin Banks Mind Blowing experience, to the launch of Six Gun Grill Hot and the amazing ideas that generated from our group sessions, the attention to detail has been outstanding. Peter, Conrad, Natasja and Andrew you certainly achieved outstanding results and you have certainly laid a foundation for further success this year.

Your efforts reflect the true meaning of 'Stronger Together'. Tonight, as we celebrate the success of this last year we can reflect on our path to victory. Thank you to each and everyone of you for the record results without you none of this would have been possible.



CROWN FOOD GROUP

Gala Awards Dinner 2024



BRAND BUILDING SESSION HIGHLIGHTS

We are our brands and we live them!



STRONGER TOGETHER SPORT BAR DINNER & GAMES

Work hard, Play Hard!



STRONGER TOGETHER SPORT DAY

Where everything was left on the field!



STRONGER TOGETHER AWARDS GALA DINNER

A moment to remember!

