**Pieter Engelbrecht- CEO of Shoprite holdings**

Engelbrecht is the driving force behind the strategic thinking and determination that characterizes Shoprite Group's behavior, transforming Shoprite Group into Africa's largest food retailer and price leader, and South Africa's largest private employer.

His leadership has been characterized by the Group’s mission to be Africa’s most affordable, accessible and innovative retailer, driven by a relentless focus on innovation which has led to the repositioning of Checkers in the fresh and convenience space, the development of the fast-growing Shoprite and Checkers Xtra-Savings Rewards programmes, Sixty60 food delivery service and virtual vouchers, among many other innovations.

Engelbrecht successfully lead the group through a coronavirus pandemic, ensuring employment security and product availability for the group's more than 149,000 employees, and a secure shopping environment for the group's 24 million customers. At the same time, it expanded sales, profitability and market share.

Engelbrecht and his team are focused on implementing the Group’s growth strategy to maintain its lead in discount retail. His key priority is serving customers through a determined focus on lowering prices through an optimized supply chain and world-class operating efficiencies