



MEDIA RELEASE

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AIRPORTS COMPANY SOUTH AFRICA AND GOODBYE MALARIA PARTNER IN ENTERPRISE DEVELOPMENT INITIATIVE

Johannesburg, 17 November - Goodbye Malaria, a private-sector partnership working in support of the elimination of malaria in Southern Africa, has partnered with the Airports Company South Africa (ACSA) in an enterprise development initiative by launching two pop-up stores selling branded Goodbye Malaria merchandise at O.R. Tambo International Airport.

Creating and selling uniquely African merchandise and creating sustainable employment is central to Goodbye Malaria's philosophy of promoting African expertise for a cause.

Sherwin Charles, Goodbye Malaria CEO, says: "Raising awareness is an important precursor to raising capital. The Goodbye Malaria 'pop-up stores' are staffed by brand ambassadors who believe in our fight as passionately as we do. And now, thanks to the Airports Company South Africa partnership, we are able to talk about malaria one-on-one with travellers, both African and international, while significantly boosting sales of our merchandise."

Airports Company South Africa is relentlessly committed to economic empowerment through enterprise development, and today's announcement demonstrates that companies can do good whilst driving business imperatives.

Refentse Shinnars, Group Executive for Corporate Affairs at Airports Company South Africa says that partnerships and initiatives that promote youth, skills and enterprise development are particularly close to her heart and are strongly aligned to the company's strategic objectives.

"Establishing the partnership with Goodbye Malaria was a natural fit for us as the social impact of their work is demonstrable and tackles some of the country's economic challenges of youth unemployment and lack of skills."

The pop-up stores are part-owned and operated by Lebo Mokoena, a young entrepreneur who was the successful candidate after a gruelling Dragons' Den-type interview process.

Since the stores opened in August, they have enjoyed significant sales. The beaded 'Relate-manufactured' bracelets are proving to be most popular.

To create its distinctive range of goods, Goodbye Malaria actively seeks out projects that give a hand up rather than a hand-out. For example, they work closely with Heartworks, a Cape Town based organisation whose seamstresses are all previously disadvantaged women with inspiring stories to tell, stitch and embroider teddy-bears and bags from offcuts of the shweshwe fabric that is used for

the shop's pyjamas. This essentially means that our customers who buy pyjamas are saving lives while they sleep.

The pop-up stores are situated on the retail level in the Domestic Terminal and in the International Departures Terminal at O.R. Tambo International Airport.