



Digital Commerce 360°



Today's Conversation

How CA&S powers the end-to-end shopper loop, driving discovery, creating demand, enabling transactions, and delivering on every purchase.

- 1 Creating demand & enabling the transaction
- 2 Learning from data to drive the next sale
- 3 Fulfilling & Delivering the Promise

TDMC: The Group's Digital Growth Engine for Africa

We create and convert digital demand, **from South Africa to all of Africa.**



Who we are

Founded in 2013, with offices in Cape Town and Durban, The Digital Media Collective is the engine that generates and converts digital demand for CA&S Connected.

Our team of 75+ specialists turn discovery into demand across every digital channel, then hand it to the Group to fulfil and execute.



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Our Point of Differentiation



TDMC at a glance

R250m+
Managed Media Spend

150+
Shopify Stores Built

120+
Active clients

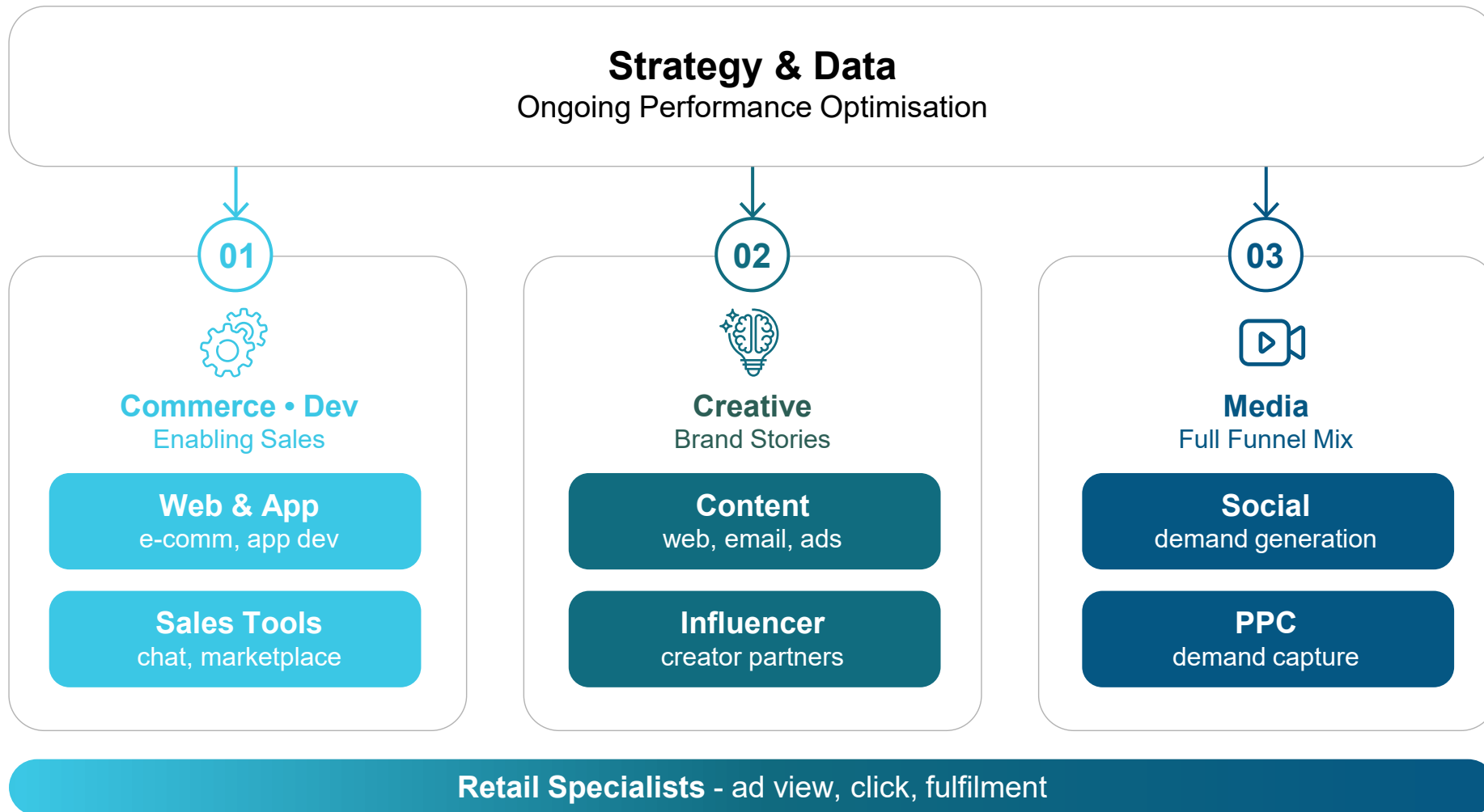
75+
Digital Natives

We help retailers and brand owners compete,
we do not compete with them.

**THE ONLY TEAM IN SSA TO HOLD ALL 4 STATUSES &
OFFER AN END TO END DIGITAL SOLUTION**

What we do

Continuous Optimisation Loop

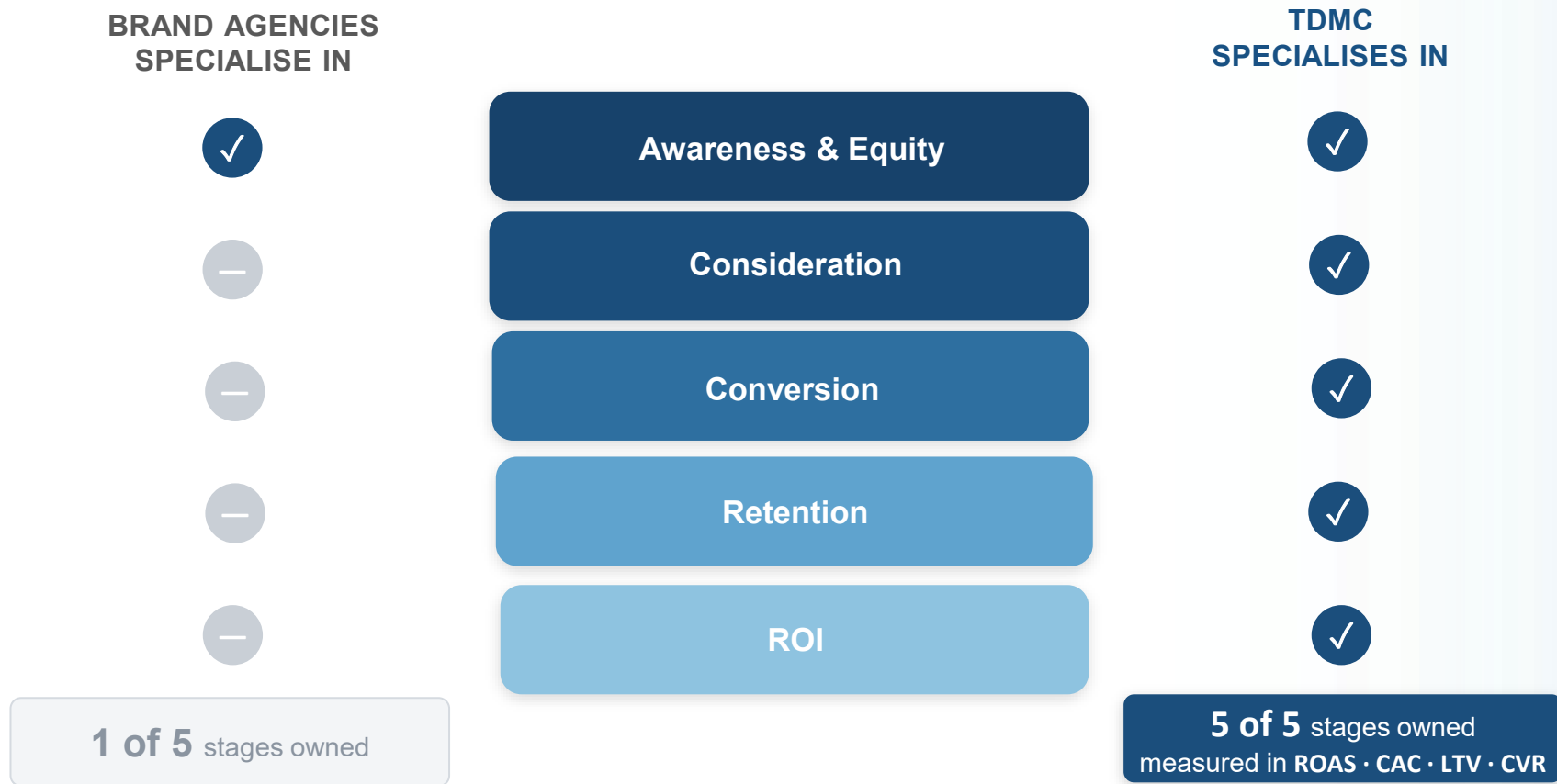


Who we do it for



How we differ to other agencies

One accountable team sets up the pages, runs them, runs the media against them, owns the data, and reports the ROI.



We do not replace the brand mandate. **We make it convert.**

Unlocking the Next Wave of Growth

Two **structural growth drivers** reshaping Southern African commerce

Social / Digital Media



South Africans spend **9h 27m a day online**, the highest in the world



51.7m South Africans online (**79.6%** penetration); **29.1m** active social media users



SA digital ad spend to reach **US\$2.4bn in 2026**, forecast to hit **US\$3.67bn by 2029** (15.1% CAGR)



TikTok is SA's fastest-growing platform (**+33.2%** audience YoY); Meta still commands **~75%** of paid social spend

E-Commerce



SA online retail passed **R130bn in 2025**, nearly 10% of total retail, growing **38% annualised** vs 1.6% for physical stores



Checkers Sixty60: **R25.5bn** in FY2026 sales, up **34.5%**, nearly 5x the pace of the core supermarket business; **100m+** orders since launch



TFG online sales up **31.7%** to 14.8% of total sales; Bash surged **49.2%**



Pick n Pay online turnover up **32.7%**; Mr D groceries grew **38%** and hit first-ever profitability

ACROSS
THE
REGION

80%

of African FMCG spend is informal trade

1.1bn

online users by 2029, up from 600m

84 -94%

WhatsApp reach in every market we run

Growth will be won by brands that create demand digitally and convert it through commerce, in South Africa and across the region.

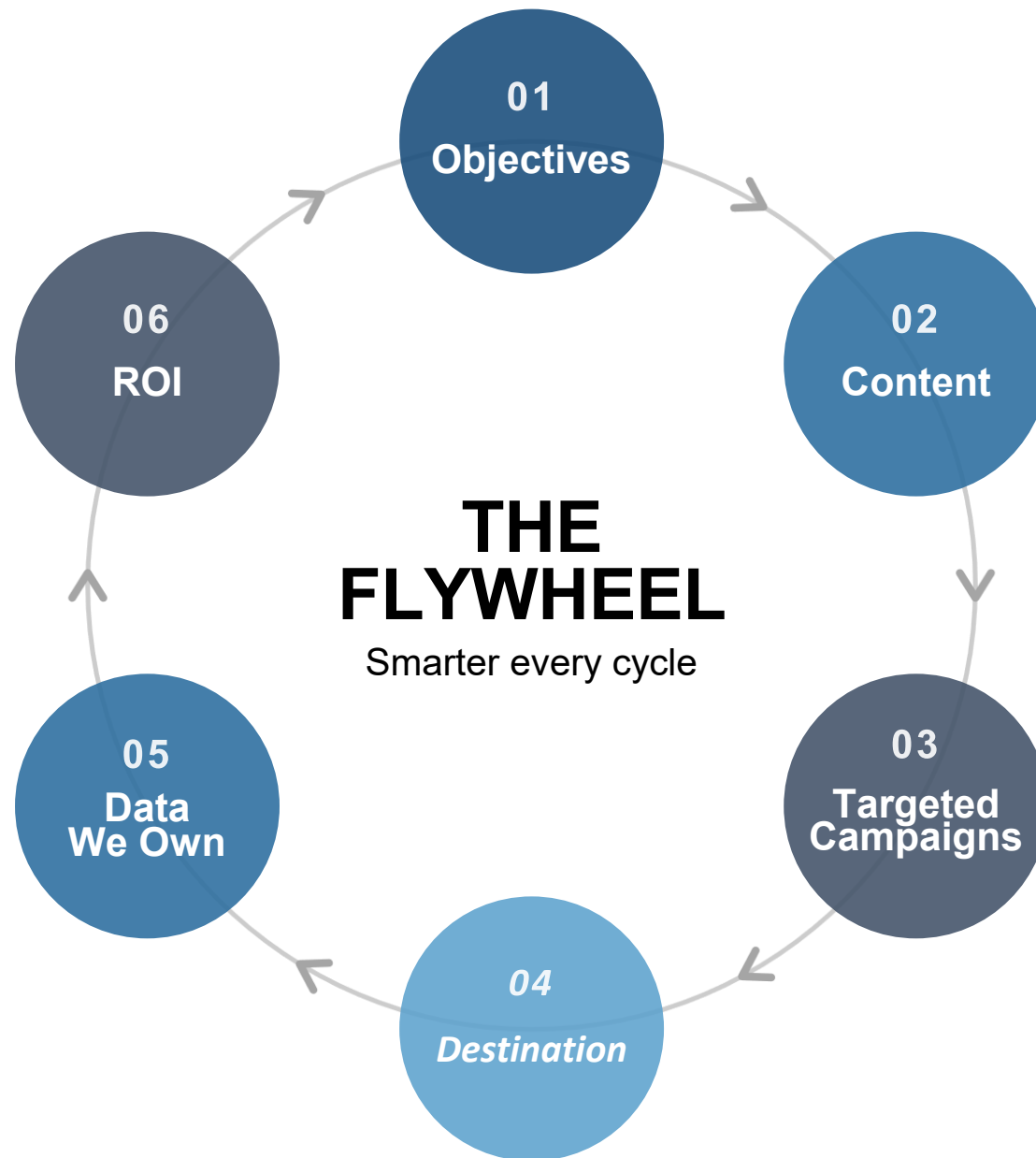


How we work with brands



One continuous loop - six stages that compound, getting smarter every cycle.





An ever - evolving end to end solution

Objectives drive **content**, content drives **campaigns**, campaigns drive a **destination**, the destination gives us **data**, the data proves **ROI** - and ROI refines the next objective.

Targeted Campaigns

Funnel Objective

Channel/Campaign Type Selection



Drive discovery amongst core shopper segments

Awareness



Views & Awareness



Get core shopper segments to consider specific brands

Consideration



Traffic: Frequency & Past Viewers



Get specific brands in the hands of core shopper segments

Trial



Lead Gen & Coupon Redemption



Drive shop now call to action for target audience to choose specific Brands

Conversion

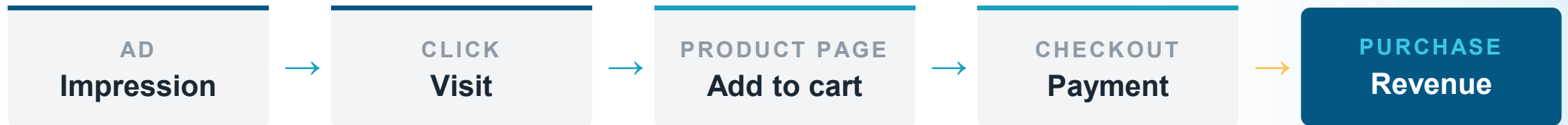


Search, P Max, Conversions & Retargeting

RETURN ON INVESTMENT · ONLINE

Every click, traced to the checkout

Online, every step is stamped - so the whole journey is attributable.



HOW IT'S TRACKED

Meta & Google pixels

Server-to-server tracking

GA4 & first-party events

every step stamped, twice over

ROAS

Revenue per rand of media, by campaign and by product

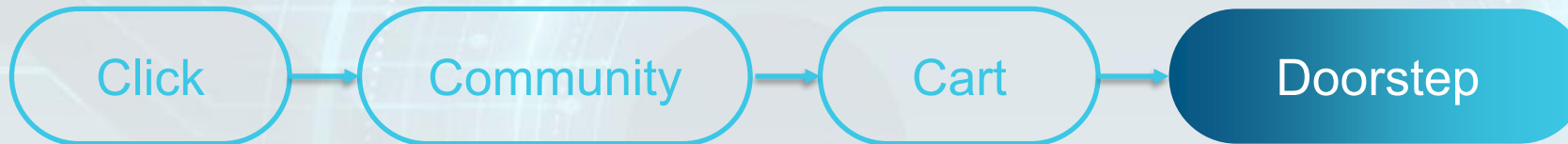
CAC

What a new customer costs - and what they're worth after

Full funnel

Which ad produced which sale - not a last-click guess

We don't report impressions. We report revenue, and the return on the spend that drove it.



From Route-to-Market to **Route to Relationship**



How we deliver



Our business: At a glance

Our Branding Partners

adcock ingram

Bidvest

COUNTRY MEAT

Tiger Brands

National Pride

PEPSICO

AVI

Amka

gorfresh

RCL FOODS

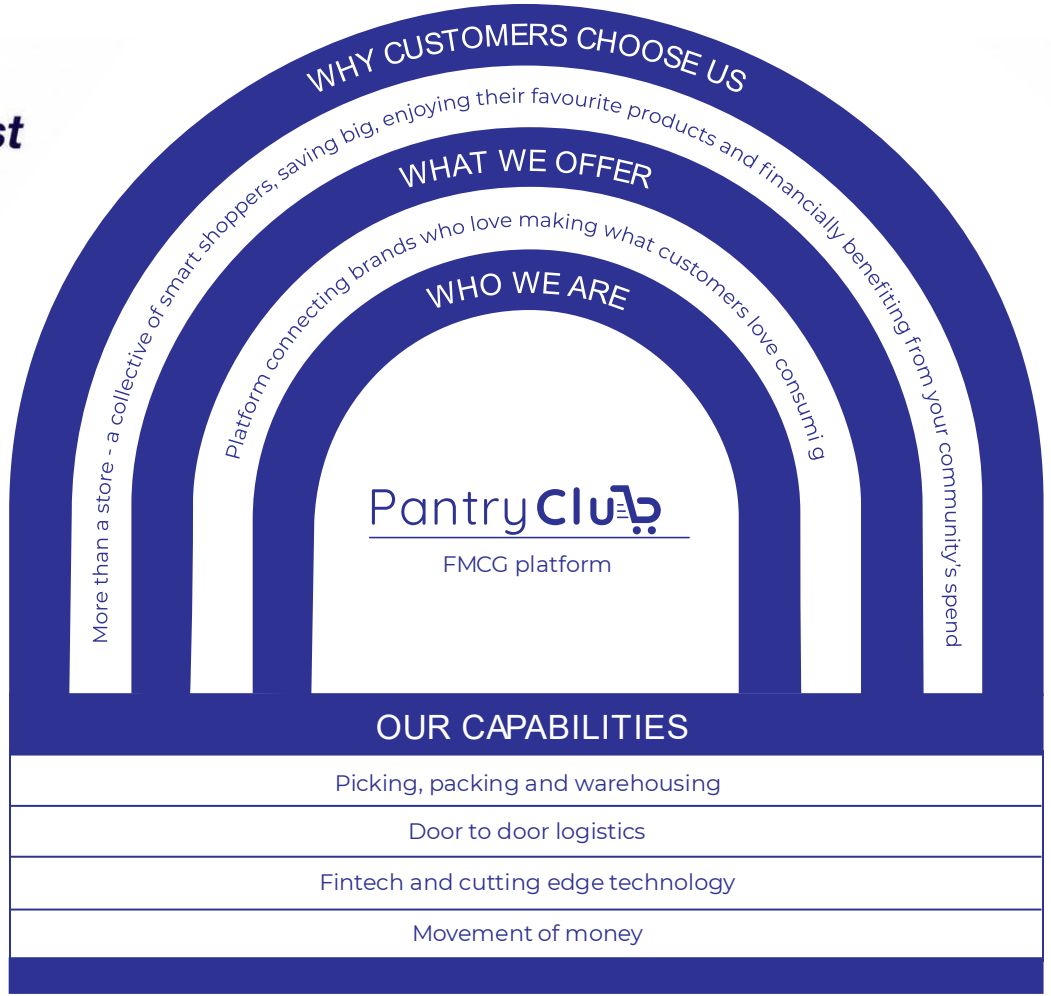
chipkins puratos

godrej

WILLOWTON Group

Norman Goodfellows

FINE WINE AND SPIRIT MERCHANTS



Unilever

Mondelēz International

General Mills

COLGATE-PALMOLIVE

Associated British Foods plc

Nestlé

Megasave MEATS

nier

DANONE

P&G

* Kimberly-Clark

Future Partners

What we do : Unique focus areas



Brand Owned Direct To Consumer (D2C)

To provide a convenient personalised shopping experience including home delivery through brand owned D2C platforms, connecting people who love making product for customers who love to consume their favourite brands.



Direct To Employee (D2E)

To partner with forward-thinking companies like Tiger Brands, PepsiCo SA & Adcock Ingram to enhance the lives of their employees by offering them substantial saving benefits on everyday essentials delivered to their homes enabling an improved living wage.



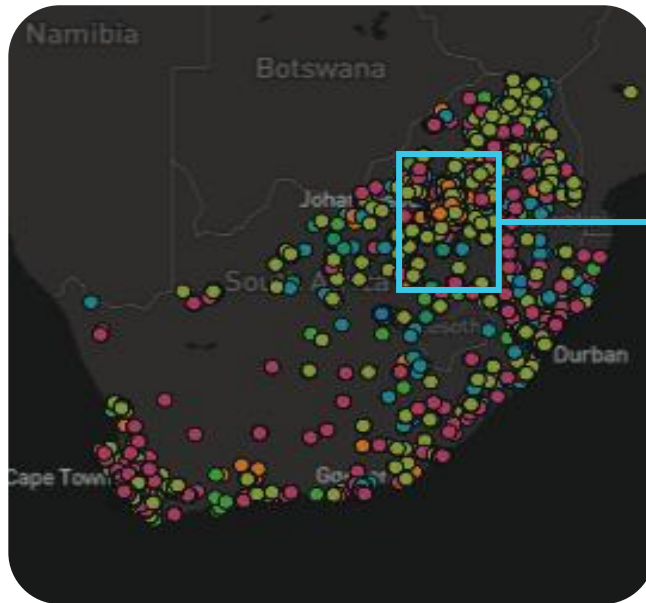
Business To Business (B2B)

Connecting CSI and brands with local businesses such as entrepreneurs, spaza shops, schools, indoor sports arenas, offices, and small retailers by facilitating orders and deliveries of all products.

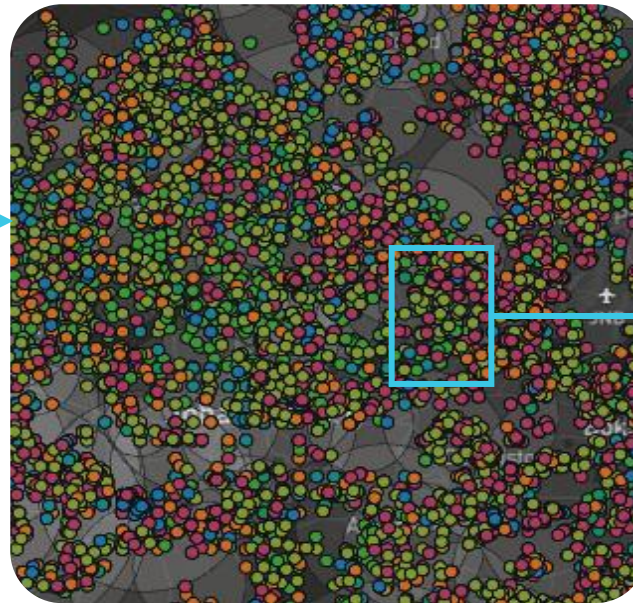


Return on Investment

Aiming to fulfill demand on every street corner of South Africa



SA map



Gauteng map



Alexandria map

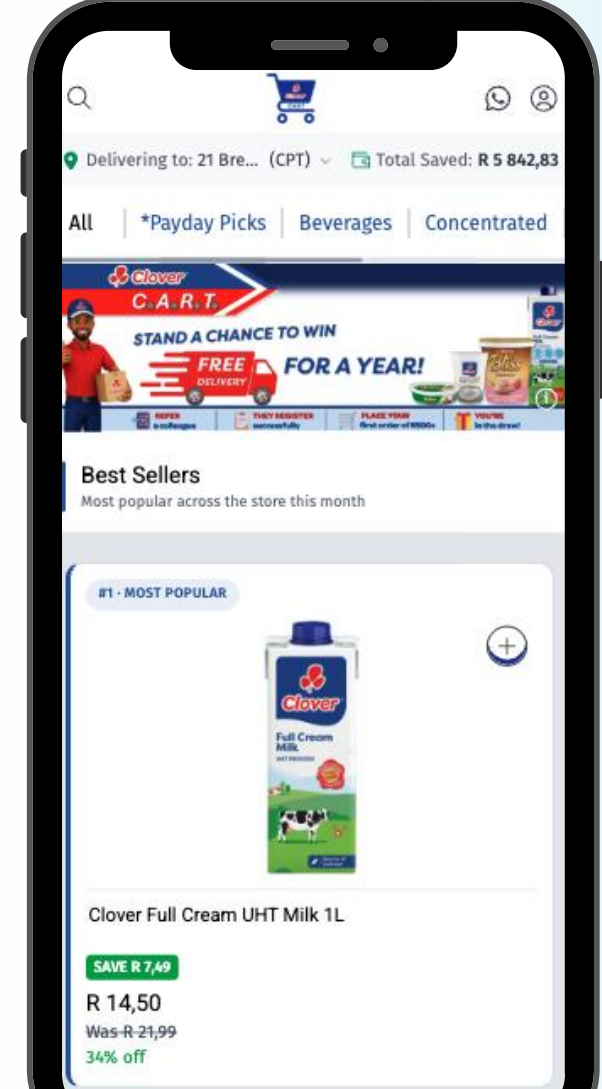
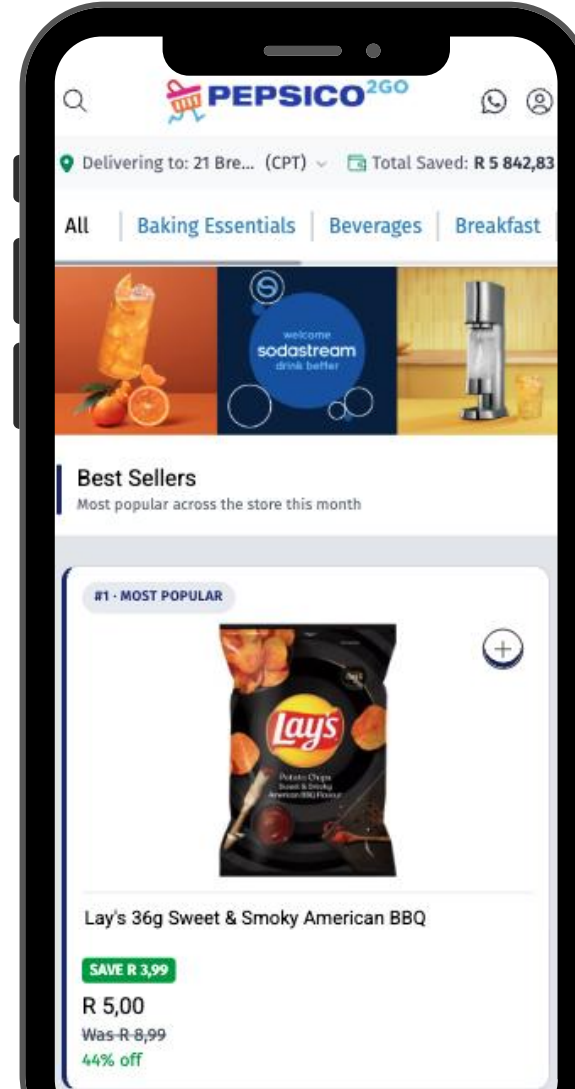
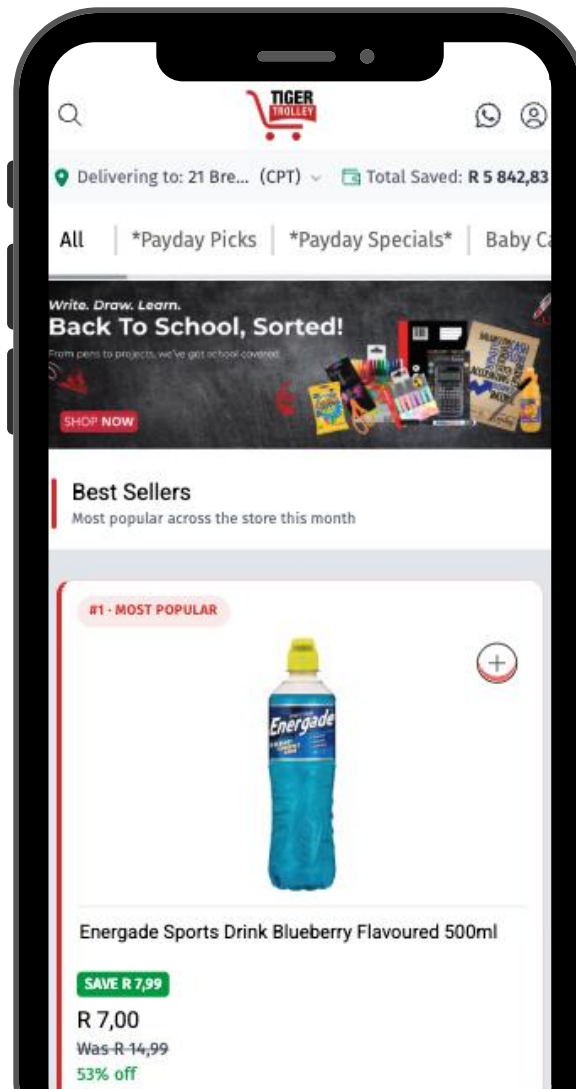
Unlocking Community Selling

Access to stock, tools, and pricing that enable them to earn income by selling essentials within their communities

Changing The Way People Shop

70% first time online users to order and receive deliveries

Our stores: Customer view



We enable great brands to win in Africa through

Connecting consumers & brands





Thank You

