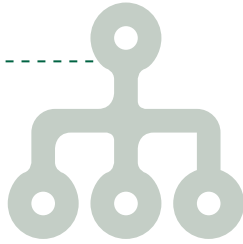


The VinPro Family



Divisions

- Consultation Service
- Agricultural Economy
- Wine Business
- Transformation & Development
- WineLand Media & Communications
- HR & Finance
- Admin & Special Projects
- Stakeholder Engagement

Affiliates

- FarmMS (85% shares)
- Vititec (100% shares)

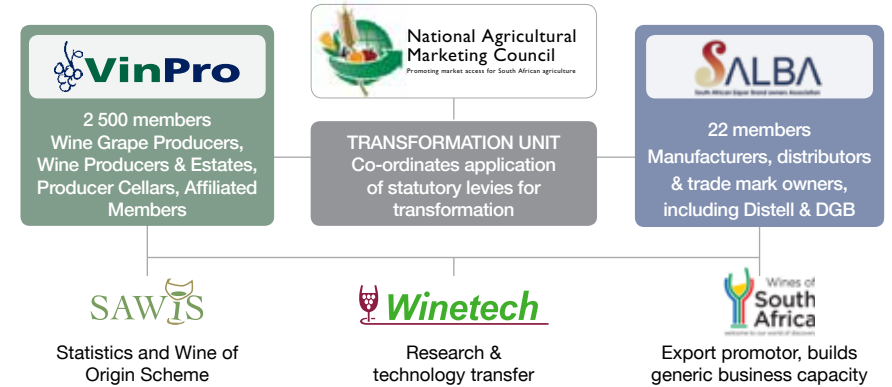
Members & Funding

VinPro has four membership categories:

- Primary Wine Grape Producer
- Private Cellar or Wine Estate
- Producer Cellar
- Affiliated

VinPro is a non-profit company with its main revenue derived from investment income, consultation fees and products.

Organisational Design



4 Main Focus Areas

The VinPro Group is a centre of excellence that creates an enabling environment for wine-related businesses.

Advocacy

- >50 forums
- Government
- Socio-economic
- Technical
- Organisational Structures



Information Transfer

- Publications, eg WineLand, SAWID & VinPro Cost Guide
- E-newsletters, eg BEAT & BI Snap Shot
- Web & Social Media
- Information Days, Workshops, Seminars & Study Groups



Specialised Products & Services

- Soil & GIS
- Vititec Plant Material
- Viticulture
- Agricultural Economics
- Supply Chain
- WineMS IT Software
- Wine Tourism
- Transformation



People Development

- Training
- Ethical Trade
- Socio-economic Upliftment / Harm Reduction
- BEE Support



Key Objectives



Producer: Improve productivity & profitability through tailor-made services, products, information & training.



Processing/Value-chain: Help create an enabling environment through innovative wine-related business solutions and advocacy on regulatory issues.



Industry: Give a voice to industry in the public domain and address them through close collaboration with industry stakeholders.



Social Compact: Form partnerships and align goals between Government, Industry and Labour through round table discussions.



Transformation: Take sustainable transformation forward through involvement in career development programmes, land reform initiatives and support to BEE businesses.



Efficiency: Improve efficiency within the company through training, development of personnel and an innovation drive.

Values



Integrity



Innovation



Effective Communication



Client-centred Products and Services



Adaptability



Sustainability