



BIG FIVE GROUP™

Company profile

Group overview · October 2026

EST. 2018 · KWAZULU-NATAL

We exist so Africa can prosper.

Feed. Educate. Empower.

Regenerative. Sovereign. Ethical.

A multi-pillar African enterprise headquartered in KwaZulu-Natal: regenerative agriculture, nutrition, vitamin- and mineral-infused water, ethical commerce, delivery, leadership and philanthropy in one group, built to serve people.

500k+

Meals delivered

Programme-reported

2.5m

Children a day

NSNP plan scale (DBE), not headcount

11

Operating pillars

Feed · Educate · Empower

70–76%

Leadership is learnt

Genes: about 24–30%

OUR BRANDS AND PLATFORMS

bigfivegroup.africa

FEED

Agri · Foods · Waters



Big Five Foods™



Big Five Waters™

EDUCATE

Big Five Learn



Super-Cube®

EMPOWER

Royal · Connect · Direct · Access · Global · Impact · Foundation



SupplierAdvisor®



WHO WE ARE

An African group with a human mission

Regenerative agriculture, nutrition, ethical commerce, delivery, leadership and philanthropy sit in one group, not as separate brands. Our home is KwaZulu-Natal; our ambition is Africa-wide.

VISION

A prosperous Africa, for everyone on it: where well-being is not a privilege, families eat with dignity, leaders decide with integrity, and communities build economies they own.

Our vision is to help Africa prosper by accelerating food security, transformative leadership and economic empowerment through scalable solutions that create lasting opportunity.

MISSION

One mission, three focus areas: Feed, Educate and Empower. We put our skills, capital, platforms and relationships to work where they matter most, so Africa can feed its people, educate its leaders and empower its enterprises, with evidence-based models aligned with the UN SDGs, including Zero Hunger, Quality Education and No Poverty.

OUR NAME

**Five for strength.
Five for provision.**



Our name celebrates Africa's Big Five: lion, leopard, rhino, elephant and buffalo, symbols of strength, resilience and abundance captured in our circular seal. Five also speaks of grace and provision, as in the five loaves that fed thousands: nutrient-rich food within reach of rural and urban households alike.

ONE MISSION · THREE FOCUS AREAS · ELEVEN PILLARS

Feed

Focus area

Regenerate land, put nutritious food on plates and good water in hand, farm gate to school kitchen.

Agri · Foods · Waters

Educate

Focus area

Whole-person leadership for executives, public servants and the next generation.

Leadership (Big Five Learn)

Empower

Focus area

Last-mile rails, capital access, verified trade, impact delivery, global corridors and a Royal partnership in progress.

**Royal · Connect · Direct · Access ·
Global · Impact · Foundation**

VALUES · WHAT WE REFUSE TO COMPROMISE

• Humanity

People come first: dignity, well-being and the common good. Ubuntu in practice.

• Innovation & progress

New products, better systems, smarter platforms, so Africa never has yesterday's tools.

• Integrity

Honesty, transparency and ethical commerce; companies verified on SupplierAdvisor® where applicable.

• Excellence

World-class standards in food, leadership, project delivery and partnerships.

• Compassionate empowerment

No dependency: we transfer skills, open markets and build capacity.

• Humility & collaboration

We learn, partner and improve with governments, enterprises and communities.

WORK WITH US

Talk to us about supply, programmes and partnerships.

Governments, institutions, enterprises and investors: tell us what you need to deliver and we will bring the right parts of the Group to the table.

Scan the code or visit bigfivegroup.africa/contact





THE ELEVEN PILLARS

Eleven pillars. One system.

Each pillar of Big Five Group™ is a deliberate instrument of the mission. Grow, make, move, fund, verify, lead: impact compounds across pillars. Each has its own page on bigfivegroup.africa.

FOCUS AREA · FEED

FEED

Big Five Agri

Regenerative farming ·
provenance · farmer
partnership

Regenerative agriculture with rural farmers: restoring land, training producers and supplying Foods, Direct and institutional programmes with provenance markets can trust.

[/agri](#)

FEED

Big Five Foods™

Porridges · Soya Mince ·
OnePot · soups · NSNP
5kg

Fortified porridges, Soya Mince, OnePot meals and soups for households, schools and institutions, including NSNP-approved 5kg packs.

[/foods](#)

FEED

Big Five Waters™

UMTHOMBO™ sparkling &
still · 500ml

UMTHOMBO™ sparkling and still waters, all infused with vitamins and minerals: five sparkling flavours plus Still. Good water for our people.

[/waters](#)

EDUCATE

EDUCATE

Big Five Learn

Super-Cube® doctoral
model · ethical AI
leadership

Leadership development rooted in Dr Craig R. Muller's Super-Cube® doctoral model, paired with ethical AI coaching for nations, enterprises and supply systems.

[/leadership](#)

FOCUS AREA · EMPOWER

EMPOWER

Big Five Royal

Honouring the Zulu Royal
Family

Honours the Zulu Nation and its Royal Family; in the process of partnering with the Zulu Royal Household. A partnership in progress, not a concluded agreement.

[/royal](#)

EMPOWER

Big Five Connect

SupplierAdvisor® · SAM
messenger · on-chain
ready

The operating system for ethical African commerce: SupplierAdvisor® with SAM, AI trust, lot-level control and on-chain pedigree.

[/connect](#)

EMPOWER

Big Five Direct

Route-to-market ·
SANTACO containers ·
last mile

Last-mile infrastructure: micro-hubs, containerised distribution and digital matching, with a SANTACO partnership for containers at taxi ranks and rural communities.

[/direct](#)

EMPOWER

Big Five Access

Government funding ·
CSI · sovereign capital
access

Government, CSI and development capital pathways for verified African enterprises, including institutional access for school nutrition such as NSNP.

[/access](#)

EMPOWER

Big Five Global

Distribution ·
route-to-market · African
standards abroad

Distribution and route-to-market in thirteen priority nations: ten in Africa plus Germany, Hungary and Georgia.

[/global](#)

EMPOWER

Big Five Impact

Project management ·
cross-pillar delivery

The Group's programme office, orchestrating cross-pillar delivery; supports the Director-General of Health with health and wellness initiatives.

[/impact](#)

EMPOWER

Big Five Foundation

Registered NPO ·
SupplierAdvisor® listed

The philanthropic engine of the Group: designs, funds and measures high-impact initiatives with radical transparency.

[/foundation](#)

HOW IT FITS

Integrated, not siloed.

Agri grows it, Foods makes it, Waters refreshes it, Direct moves it, Access funds it, Connect verifies it and Impact delivers it. Big Five Learn develops the people; Foundation, Royal and Global carry it further.



FEED · BIG FIVE AGRI

Big Five Agri

Soil. Sovereignty. Scale. Regenerative farming, provenance, farmer partnership.

WHAT WE DO

Working with rural farmers across Africa to regenerate farmland, raise livelihoods and feed Africa with verified, regenerative produce.

Big Five Agri stands with rural producers (smallholders, cooperatives and family farms) to restore land, raise income and open fair markets from the ground up. Programmes are designed with farmers, not imposed on them, and supply Big Five Foods™, Big Five Direct and institutional programmes with provenance markets can trust.

HOW IT FITS THE GROUP

Agri grows it. Regenerative produce flows to Big Five Foods™ and to market through Big Five Direct, with trade verified on SupplierAdvisor® (Big Five Connect). In the model proposed with the Zulu Royal Household (a partnership in progress), it starts here: train and develop local farmers so rural producers supply the food their communities eat.

Foods

Direct

Connect

Royal

KEY OFFERINGS

Rural farmer-first models

Training, cooperatives and market access designed so rural producers keep more of the value they grow.

Climate-smart practices

Drought resilience, soil restoration and carbon-aware systems that work on rural land.

Buyer-ready supply

Traceable produce with the documentation standards institutional buyers expect.

Rural livelihoods

Programmes that lift household income, skills and food security in farming communities.

Fair economics

Direct matching and transparent routes so rural farmers keep more of what they grow.

Ethical verification

Listed where applicable on SupplierAdvisor® as verified ethical companies.

HOW IT WORKS

01

Regenerate & verify

Farmers onboard with soil data, satellite monitoring and regenerative protocols. Every hectare is measured, not assumed.

02

Connect & transact

Buyers access inventory, quality CoAs and provenance. Where applicable, orders run through SupplierAdvisor®.

03

Impact & scale

Dashboards for income uplift, biodiversity gains and CO₂ outcomes, ready for governments, DFIs and buyers.

PROOF POINTS

2.8M

Hectares

Regenerative opportunity we plan to unlock (plan)

50k+

Farmers

We plan to train (plan)

47%

Income uplift

Potential we aim for (ambition)

54

Nations

In our African vision (plan)

Ambition figures from bigfivegroup.africa/agri: what we plan to do, not programmes already completed at this scale.



FEED · BIG FIVE FOODS™ PRODUCTS

Big Five Foods™

Feeding and nourishing Africa: 16 retail flavours across four ranges (fortified porridges, OnePot meals, Soya Mince and soups), plus three NSNP-approved 5kg institutional packs.



Original Chocolate Banana Strawberry

RANGE 01

Breakfast that builds

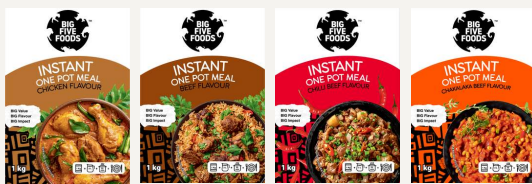
Fortified Porridges

High-protein, vitamin-enriched instant porridges.

For children and families: essential minerals, B-vitamins and fibre, made with locally grown South African maize.

380 kcal · 12.8 g protein per 100 g

1kg retail pack



Chicken Beef Chilli Beef Chakalaka

RANGE 02

A complete plate in one pack

OnePot Meals

Ready-to-cook complete meals, cooked in about 20 minutes.

Authentic African flavours in one pot. A 1kg pack makes 4kg of food: 20 × 200g plates.

1kg → 4kg prepared · 20 × 200g plates

1kg pack



Rich Beef Chilli Beef Beef & Onion Mutton

RANGE 03

Protein that stretches every pot

Soya Mince

Plant-based protein mince: versatile and filling.

High protein for households, catering and business: protein that stretches every pot.

27.8 g protein per 100 g

400g pack



Chicken Brown Onion Oxtail Minestrone

RANGE 04

Warmth in every bowl

Soups

Instant soup thickeners in classic South African flavours.

Warmth in classic flavours for family meals, supporting local maize farmers.

Classic South African flavours

400g pack

RANGE 05 · INSTITUTIONAL

NSNP-approved 5kg packs

Approved by the National Department of Basic Education for the National School Nutrition Programme (NSNP).

Shelf-stable 5kg packs for school kitchens.

Same product as the 1kg packs, in a 5kg size



Enriched Porridge 5kg



Beef Soya Mince 5kg



One-Pot Chicken Biryani Mix 5kg

QUALITY & CERTIFICATIONS

As displayed on bigfivegroup.africa/foods · KEBS: approved for distribution into Kenya



Manufactured and packed in an FSSC 22000 Version 6 certified facility in South Africa (which includes ISO 22000:2018). All Big Five Foods™ products are SANHA Halaal certified.

Nutrition per 100 g from the product labels and specifications. Pack shots from bigfivegroup.africa/foods. Availability and pack configuration on enquiry; this profile carries no pricing.



PRODUCTS · BIG FIVE WATERS™

Big Five Waters™

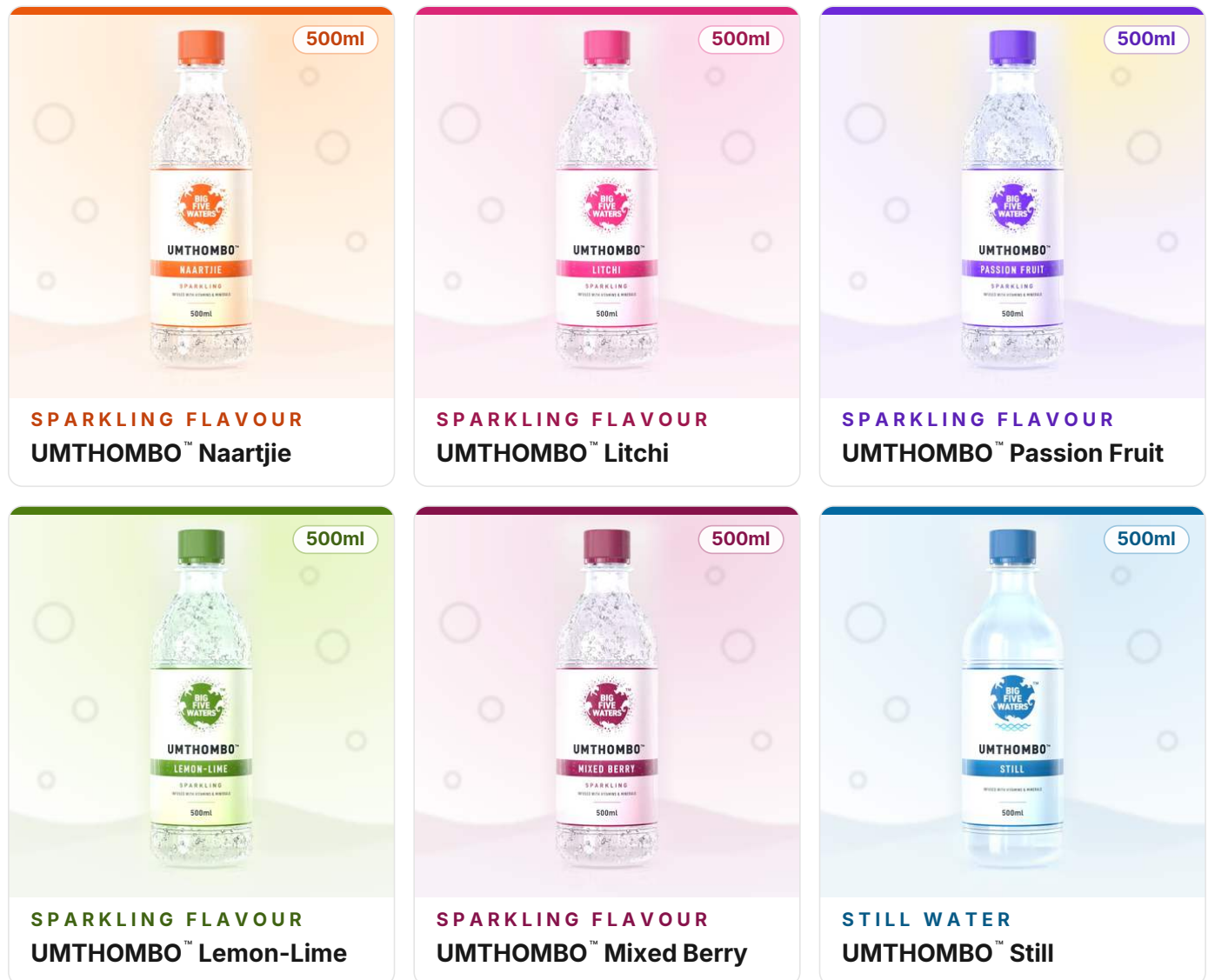
Refreshing and nourishing Africa. UMTHOMBO™ waters, sparkling or still, all infused with vitamins and minerals: five sparkling flavours plus Still, in 500ml bottles.

THE UMTHOMBO™ RANGE · 500ML

Bottle renders from bigfivegroup.africa/waters

Five sparkling flavours. One still.

UMTHOMBO™ is isiZulu for a spring: the source. Every UMTHOMBO™ water, sparkling or still, is infused with vitamins and minerals, in a single 500ml grab-and-go size for fridges, lunch boxes and events. Big Five Waters™ is a Feed pillar of Big Five Group™, beside Big Five Agri and Big Five Foods™.



WHERE UMTHOMBO™ FITS

• Retail & distributors

Shelf and fridge space for a five-flavour sparkling range plus still water.

• Events & hospitality

Conferences, venues and functions that want a local, flavoured alternative.

• Schools & institutions

Tuck shops, sports days and institutional catering alongside Big Five Foods™.

• Corporate & CSI

Office fridges, staff wellness days and community programmes.

FEED IN A BOTTLE

Good water for our people.

Six UMTHOMBO™ waters: five sparkling plus Still. One enquiry covers Foods and Waters.



EDUCATE · BIG FIVE LEARN

Big Five Learn

Leadership that builds nations. Super-Cube® doctoral model, ethical AI coaching, cohorts.

WHAT WE DO

Accelerating leadership development in Africa: Super-Cube® ethical leadership for nations and enterprises.

Big Five Learn is the Group's education arm: formal leadership development for executives, teams and public servants, rooted in the Super-Cube® model from Dr Craig R. Muller's DBA (University of KwaZulu-Natal, 2021) and built for African realities: Ubuntu, ethics and systems that scale.

HOW IT FITS THE GROUP

Big Five Learn forms the people who run the system. Super-Cube® touchpoints sit inside Big Five Direct containers, in Big Five Foundation youth pathways, in the SupplierAdvisor® Intelligence module and in the model proposed with the Zulu Royal Household.

Direct

Foundation

Connect

Royal

KEY OFFERINGS

Assess

Super-Cube® 360° across six constructs: a baseline for individuals and cohorts (2–4 weeks).

Develop

Blended learning, peer masterminds and ethical AI coaching, NQF-aware design (cohorts, 8–16 weeks typical).

Multiply

Facilitator pathways and organisational embedding, so capability scales beyond one workshop.

Executives & founders

Personal leadership transformation and high-trust team culture.

Public servants

Ethical, future-fit public servants and a decision culture for complex delivery.

Youth & emerging leaders

Formation rooted in Ubuntu, plus the free Super-Cube® Leadership Model book.

HOW IT WORKS

01

Assess & diagnose

Super-Cube® whole-person assessment across the six constructs of the model.

02

Develop with coaching

Super-Cube®, deliberate practice, peer masterminds and ethical AI coaching.

03

Scale & multiply

Graduates and facilitators carry the model into boards, public service and enterprise culture.

PROOF POINTS

70–76%

Learnable

Leadership linked to experience and learning; genes about 24–30%

6

Constructs

Choices, Principles, Mental, Emotional, Physical, Spiritual

+45.1%

Principles lift

12-week intervention, Imana Foods and Kerry Foods

2022

Peer-reviewed

Published in SAJEMS and JCM

Super-Cube® DBA thesis (UKZN, 2020): confirmatory factor analysis (n=132) and interviews with ten directors; a single-case study, so results are context-specific. Intervention gains: Leadership Is Learnable (2026), Chapter 18.



EMPOWER · BIG FIVE ROYAL

Big Five Royal

Honouring the Zulu Nation and its Royal Family. A partnership in progress, Feed, Educate, Empower.

WHAT WE DO

Big Five Group honours the Zulu Nation and is in the process of partnering with the Zulu Royal Household, to accelerate how we feed, educate and empower the Royal Household and the communities they serve.

We are working with Prince Ntokozo and the Queens of the Royal Household. We come as partners and as guests: listening first, following the lead of the Royal House on custom and community, and letting delivery speak for itself. This is a partnership in progress, not a concluded agreement.

HOW IT FITS THE GROUP

Royal brings the whole Group into service: Agri, Foods™ and Big Five Learn, with Connect, Direct, Impact and Foundation as the rails. A closed loop we propose to build together: train local farmers, manufacture food from their crops and serve it with dignity.

Agri Foods Big Five Learn
Connect Direct Impact
Foundation

KEY OFFERINGS

Feed

From farmers trained with Big Five Agri, through Big Five Foods™, to royal, ceremonial and community tables.

Educate

Super-Cube® leadership formation for royal and household stewards, community leads and the next generation.

Empower

Local people running Big Five Direct containers as enterprises, wellness with Big Five Impact, verified trade through Connect.

Train local farmers

Regenerative practice, quality crops and fair offtake, so rural producers supply the food their communities eat.

Feed with honour

Food for royal, ceremonial and community tables, served with dignity.

Community containers

Local operators sell and distribute Foods where people gather: empowerment that is commercial and credible.

HOW IT WORKS

01

Respect first

The Royal House leads on matters of custom, protocol and community. We follow.

02

Listen before we act

Programmes are shaped with the communities they serve, not imposed on them.

03

Dignity at every table

Every meal, classroom and enterprise should leave people stronger and more self-reliant.

04

Measured and transparent

We report what is delivered, clearly and honestly, in line with our published methodology.

PROOF POINTS

In progress

Partnership

With the Zulu Royal Household; not a concluded agreement

NSNP

Foods pathway

Landed with the Department of Basic Education

500k+

Meals delivered

Big Five Foods™, programme-reported

KZN

Headquarters

Big Five Group is rooted in KwaZulu-Natal

Heritage language is drawn from the public Private Office site (zulukingdom.co.za). This profile is a Big Five Group statement and does not speak for the Palace.



EMPOWER · BIG FIVE CONNECT

Big Five Connect

Connecting and empowering Africa. SupplierAdvisor®, SAM messenger, AI-powered trust, on-chain ready.

WHAT WE DO

The supply-chain OS for verified trade. Big Five Connect runs SupplierAdvisor®: inventory, manufacturing, distribution, SHEQ & food safety, finance, ratings and on-chain pedigree in one light workspace.

ERP that ships. Trust that blocks risk. Verification, ratings, lots and SHEQ controls show up in the same place teams buy, make and ship, so when a lot fails, the ship stops. SAM, the SupplierAdvisor® Messenger, is the always-on guide inside the platform.

HOW IT FITS THE GROUP

Connect is the Group's digital nervous system: Foods, Direct and Access run as workspaces on SupplierAdvisor®, Agri buyers see provenance, Impact and Foundation report on the same rails, and Big Five Learn's Super-Cube® sits in the Intelligence module.

Foods Direct Access Agri
Impact Foundation Big Five Learn

KEY OFFERINGS

Operations & ERP

Procure, receive, store, make, ship and fulfil on one live control tower, with inventory, manufacturing, distribution and finance.

Supplier ratings & OTIFEF

Score every delivery On-Time, In-Full, Error-Free, with peer ratings and RIAD risk logs.

Quality & food safety

Live inspections that block shipping on hold, HACCP plans, lot pedigree, recall drills and auditor packs.

SHEQ

Incidents, hazards, NCRs and CAPAs in one hub, wired to the same inventory that runs the business.

On-chain pedigree

Optional product passports and PO escrow when capital or authenticity must be proven.

Multi-entity groups

Separate workspaces per company, each with its own books, lots and SHEQ, on one verified network.

HOW IT WORKS

01

Register & verify

Company profile, team, certificates; multi-entity groups get separate workspaces.

02

Connect & trade

Discover or invite partners: handshakes, POs, documents and OTIFEF scorecards.

03

Operate the chain

Inventory, manufacturing, distribution and finance in one membership-scoped OS.

04

Prove & improve

SHEQ incidents, QA holds, traceability, CAPA and auditor packs when it matters.

PROOF POINTS

~6,000

KZN schools

DBE school nutrition network (approx.)

~1,800

Service providers

On the same compliance network (approx.)

25+

Modules

One workspace, one light command chrome

30 days

Free trial

supplieradvisor.com

Case study figures are approximate programme scope, not audited headcount. Product scope and terms: supplieradvisor.com.



EMPOWER · BIG FIVE DIRECT

Big Five Direct

Farm gate to market gate. Route-to-market, SANTACO containers, last-mile dignity.

WHAT WE DO

Solar micro-hubs, SANTACO taxi-rank containers and transparent last-mile so producers keep value and communities get product, with Wi-Fi surveys, marketing and Super-Cube® education in the node.

Big Five Direct is last-mile and route-to-market infrastructure: micro-hubs, containerised distribution and digital matching. It has partnered with SANTACO (the South African National Taxi Council) to roll out 15,000 containers at major taxi ranks and rural communities for Big Five Foods™ supply: a partnership programme scale, not a claim that every unit is already live.

HOW IT FITS THE GROUP

Direct moves it: Big Five Foods™ and UMTHOMBO™ to where people already gather, stock and orders on SupplierAdvisor® (Big Five Connect), Super-Cube® education from Big Five Learn in every node, and community enterprise in the model proposed with the Royal Household.

Foods Waters Connect
Big Five Learn Royal

KEY OFFERINGS

SANTACO containers

Containers at major taxi ranks and rural communities: Big Five Foods™ supply at high-footfall nodes.

Wi-Fi · surveys · marketing

Connectivity for surveys and on-site marketing that generates sales revenue: multi-use nodes, not empty shells.

Super-Cube® education

Big Five Learn touchpoints in the container: education where taxis move people every day.

Solar micro-hubs

IoT-enabled, solar-powered hubs for storage, staging, retail and local jobs.

Direct matching

Producers matched to verified buyers with transparent fees; where applicable, POs settle on SupplierAdvisor®.

Community enterprise

In the model proposed with the Zulu Royal Household, local operators run containers as enterprises.

HOW IT WORKS

01

Hub & container design

Solar-capable micro-hubs and container models for storage, staging, retail and local jobs.

02

SANTACO rank rollout

Containers at major taxi ranks and rural communities, where daily public-transport movement concentrates.

03

Multi-use nodes

Wi-Fi for surveys, marketing and sales, plus Super-Cube® education.

04

Scale with proof

Replicate routes that work, measured by offtake, live sites and partner reporting.

PROOF POINTS

15,000

Containers

SANTACO partnership rollout plan (plan scale)

~80%

Of public-transport trips

Minibus taxis (Stats SA NHTS 2020)

500k+

Meals delivered

With Foods, programme-reported

100k

Children reached

Programme-reported

Figures are programme-reported or published survey data, not audited financials. 15,000 containers is a partnership plan, not live units.



EMPOWER · ACCESS AND GLOBAL

Big Five Access · Big Five Global

Government funding and distribution: two Empower pillars of Big Five Group™, each with its own page on bigfivegroup.africa.



EMPOWER · GOVERNMENT & INSTITUTIONAL ACCESS

Big Five Access

Capital that reaches impact.

bigfivegroup.africa/access

Tenders, CSI and development capital pathways for verified African enterprises, with Group delivery capacity attached.

Tender & bid support

Compliance packs, bid writing and live tender tracking that cut response time.

B-BBEE & policy alignment

Programmes that meet transformation targets with verifiable community outcomes.

DFI & institutional capital

Verified enterprises matched with development finance, CSI budgets and sovereign funds.

Public-private partnerships

Bankable PPP structures with on-chain reporting and clear accountability.

Verified supplier base

Where applicable, suppliers listed on SupplierAdvisor® as ethical, verified companies.

Delivery assurance

Linked to the Big Five Impact PMO, so winning a tender is only the start of delivery.

2.5m

Children a day

NSNP

Pathway

DBE

Department

PMO

Delivery



EMPOWER · DISTRIBUTION & ROUTE TO MARKET

Big Five Global

Expanding with purpose.

bigfivegroup.africa/global

Building distribution and route-to-market strategy across priority African and European markets, carrying regenerative supply, nutrition and ethical commerce with African standards intact.

Priority corridors

Thirteen priority nations: ten in Africa plus Germany, Hungary and Georgia.

East Africa hub

A registered company in Kenya anchors East African expansion; Big Five Foods™ is approved by KEBS for Kenya.

School meals & food security

Working with Somalia on a school-meals and food-security programme, supported from Kenya.

Partner before scale

Governments, DFIs, communities and local enterprises co-design every new market entry.

Export African standards

Super-Cube® leadership, regenerative agri and ethical trade models, never diluted for growth.

European corridors

Partnerships that connect African supply with German, Hungarian and Georgian markets.

13

Priority markets

9

Live in Africa

1

Company in Kenya

54

Nations in view



EMPOWER · IMPACT AND FOUNDATION

Big Five Impact · Big Five Foundation

Project management and registered NPO: two Empower pillars of Big Five Group™, each with its own page on bigfivegroup.africa.



EMPOWER · PROJECT MANAGEMENT

Big Five Impact

Project management that delivers Africa.

bigfivegroup.africa/impact

The programme office of the Group: orchestrating multi-pillar delivery across Africa so strategy becomes jobs, meals, markets and measurable results.

Cross-pillar orchestration

Farming, nutrition, logistics, capital access and leadership under one programme plan.

Institutional discipline

Gates, risk registers, RAID logs, stakeholder maps and reporting built for public-sector and DFI standards.

Department of Health channel

Support for the Director-General of Health on health and wellness initiatives, coordinated through the PMO.

Africa-aware delivery

Field reality across active markets in Africa and Europe.

Measurable KPIs

Jobs, meals, hectares, contracts and community outcomes tracked with evidence.

Ethical commerce rails

Where commerce applies, transactions run on SupplierAdvisor® verified profiles.

11
Pillars

13
Priority markets

500k+
Meals delivered

2.5m
Children a day



EMPOWER · REGISTERED NPO

Big Five Foundation

Impact you can verify.

bigfivegroup.africa/foundation

Social, economic and environmental development with proof: the philanthropic engine of the Group, registered on SupplierAdvisor®.

Social development

Grants and co-funding that activate Big Five Foods™ supply, Direct last mile and school-day feeding, including NSNP-aligned programmes.

School-day nutrition

Fortified porridge and Soya Mince for learners, through partner schools and community kitchens.

Economic agency

Micro-enterprise, agri livelihoods and Super-Cube® leadership pathways for youth and community leaders.

Transparent funding

Registered on SupplierAdvisor®, so partners and donors can verify the organisation.

Delivery via Impact

Field delivery with the Big Five Impact PMO and verified reporting.

SDG-aligned design

Designed for SDGs 1, 2, 4, 8, 10 and 17.

NPO
Registered

SA®
Listed

PMO
Delivery

6
UN SDGs



WHAT WE'VE DONE

What we've done

Approvals, products, partnerships and presence already on the record, from KwaZulu-Natal across Africa.

ON THE RECORD

NSNP-approved 5kg packs

Three Big Five Foods™ 5kg packs approved by the National Department of Basic Education for the National School Nutrition Programme (NSNP).

Approved for Kenya

Big Five Foods™ approved by the Kenya Bureau of Standards for distribution into Kenya, with a company set up for East Africa.

Live in nine African countries

A live presence in South Africa, Kenya, Ghana, Zambia, DR Congo, Tanzania, Namibia, Zimbabwe and Lesotho.

Certified manufacturing

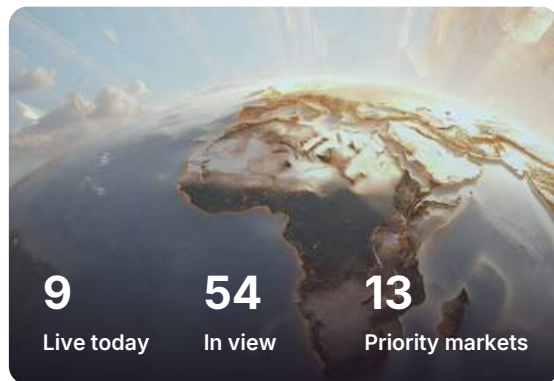
Big Five Foods™ ranges are manufactured and packed in an FSSC 22000 Version 6 certified facility in South Africa (which includes ISO 22000:2018).

Two ranges in market

16 Big Five Foods™ retail flavours across four ranges, three institutional 5kg packs and six UMTOMBO™ waters.

Partnered for the last mile

A SANTACO partnership for Big Five Direct containers at taxi ranks and in rural communities; Big Five Impact supports the Director-General of Health.



LIVE PRESENCE · AFRICA

• South Africa

• Kenya

• Ghana

• Zambia

• DR Congo

• Tanzania

• Namibia

• Zimbabwe

• Lesotho

ALSO PRIORITY MARKETS · AFRICA · EUROPE

• Somalia

• Germany

• Hungary

• Georgia

Fifty-four African nations in view; thirteen priority markets: ten in Africa and three in Europe.

PARTNERS AND PATHWAYS

As shown on bigfivegroup.africa · Zulu Royal Household partnership in progress



Dept. of
Agriculture



Dept. of Basic
Education



Dept. of Health

SA HARVEST

SA Harvest



Blessman
International



The Zulu
Kingdom



A Heart To Help



SPAR



Restore Africa
Fdn.



CMH Ford
Group



The Sharks



Palm Footwear



SANTACO



dmAFRICA

HOW THE GROUP IS GEARED TO RESPOND

From challenge to system.

Integrated, not siloed

Grow → make → move → fund → verify
→ lead: impact compounds across pillars.

Proof over theatre

SupplierAdvisor®, Impact PMO, certifications and honest, SOFI-aligned language, not overclaims.

African for Africa

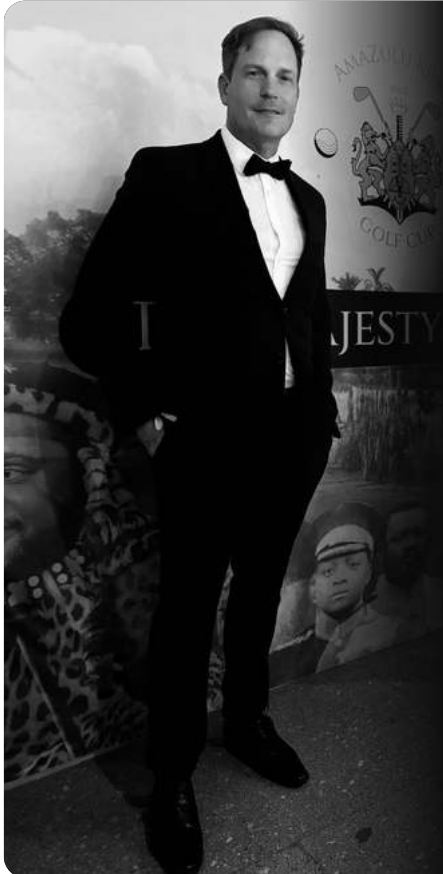
HQ KwaZulu-Natal · Africa-wide ambition · corridors that serve dignity, not extraction.



LEADERSHIP

Led by a builder of systems and people

Founder & CEO Dr Craig R. Muller: a DBA-credentialed executive with over 20 years of blue-chip experience in FMCG, supply chain optimisation and global consulting, with a leadership team across Group, Direct and East Africa.



FOUNDER & CEO

Dr Craig R. Muller

Visionary architect of kingdom-centred leadership and sustainable impact in Africa.

Creator of the Super-Cube® leadership model and author of Leadership Is Learnable (Big Five Group, 2026). His DBA at the University of KwaZulu-Natal (thesis December 2020, conferred 2021) built the model from a survey of 132 people and interviews with ten directors in an African FMCG business network, published in peer-reviewed journals in 2022. Above all, he is the very proud father of Georgia and Benjamin.

EDUCATION

D.B.A. **2021**
Doctor of Business Administration:
leadership skills development
(Super-Cube®)
University of KwaZulu-Natal

M.B.A. **2006**
Master of Business Administration;
dissertation with distinction
University of KwaZulu-Natal

PROFESSIONAL CERTIFICATIONS

PMP · MSP · PRINCE2 · Lean Six Sigma Black Belt · Microsoft MCP

LEADERSHIP TEAM

**Bianca
Westhorpe-Pottow**

Marketing & HR
Director

Big Five Group™

Brad Funnell

Sales Director
Big Five Direct

Thabiso Ncgobo

Operations Director
Big Five Direct

Jomo Gecaga

Executive Director,
East Africa

Russel Hastings

Executive Director,
East Africa

GOVERNANCE AND RECORDS

Big Five Foods (Pty) Ltd

The legal entity that operates Big Five Group™.

Registration **2025/108507/07**
VAT **4280321847**
Address **21A Old Howick Road, Pietermaritzburg,
KwaZulu-Natal, South Africa**

Information Officer (PAIA and POPIA)

Dr Craig R. Muller

PAIA manual bigfivegroup.africa/paia
Privacy (POPIA) bigfivegroup.africa/privacy
Terms of use bigfivegroup.africa/terms



WORK WITH US · CONTACT

Talk to us

Supply, programme delivery, partnerships and briefings: one conversation covers the whole Group.



WHO WE HELP

The people who have to deliver.

- **Governments & institutions**

School nutrition, programme delivery, and capital that reaches a real kitchen.

- **Enterprise & boards**

Verified trade, Super-Cube® leadership, and work that crosses more than one pillar.

- **Retail, schools & partners**

Big Five Foods™ staples, UMTHOMBO™ waters and last-mile hubs where people already gather.

PRIORITY UN SUSTAINABLE DEVELOPMENT GOALS



TALK TO US

Big Five Group™

Investor relations · partnerships · briefings

EMAIL craig@bigfivegroup.africa
PHONE +27 (0) 82 581 4215
WHATSAPP wa.me/27825814215
WEB bigfivegroup.africa/contact



FIND OUT MORE ON BIGFIVEGROUP.AFRICA

01

Big Five Foods™

Porridges, Soya Mince, OnePot and soups.

bigfivegroup.africa/foods

02

Big Five Waters™

The UMTHOMBO™ water range.

bigfivegroup.africa/waters

03

Impact

Impact and how it is measured.

bigfivegroup.africa/impact

04

Leadership

The people who lead the Group.

bigfivegroup.africa/about

This document is an overview of Big Five Group™. Figures are labelled as programme-reported, internal analysis, research or plan scale, as on bigfivegroup.africa; they are not audited financial statements, forecasts or a prospectus. Diligence materials are shared under NDA.