



THE CORPORATE SOCIAL INVESTMENT PROGRAMME

The Corporate Social Investment Agenda

MTC has maintained its status of being the leading Namibian corporate when it comes to corporate social investment in the areas of Sports, ICT, Health and Education.

Sports

MTC has ended its 14-year partnership with the Namibia Premier League after the 3 year contract came to its natural end. This followed failed negotiations when the NPL increased its budget with 64% which became unaffordable to MTC. Our annual sponsorship to the league amounted to N\$15 million per annum, that calculated to an investment of over N\$140 million in 14 years.

With the end of the NPL sponsorship, MTC will diversify into different sports codes and continue to be a prominent contributing brand in the Namibian sports fraternity.

MTC has invested N\$3.3 million in the MTC Nestor Sunshine Boxing & Fitness Academy and is proud to have developed a two- time world champion in the past year, indeed a remarkable achievement for Namibia. Recently, the MTC Sunshine Academy produced another world champion in the person of Julius Indongo, who won the IBF and IBO Jnr Welterweight world titles in Russia with a record 40 second knock-out which will go down as one of the fastest knock-outs in boxing history.

The purpose for our investment in sport remains twofold, firstly because we see sport as a unifier, and secondly because we want to create role models that will inspire the youth of Namibia to become anything they want to be.

MTC Namibian Music Awards

MTC remains the main sponsor of the single biggest music event in Namibia, the Namibian Annual Music Awards. The past year has reached a new milestone with the NAMA brand taking it from simply a local brand to becoming a global brand. The NAMAs was live streamed to over 48 million people in Nigeria through Trace TV. This year our Male and Female Artist of the Year walked away with brand new cars which they can call their own. MTC invested over N\$7.5 million in the 2016 Music Awards which promises to continually produce music legends.



MTC Namibia Sports Awards

This year, MTC once again sponsored the Annual MTC Namibia Sports Awards, a national platform that celebrate and recognise the achievements of all Namibian athletes, both abled and those who are differently abled. With the assistance of MTC, the Namibia Sports Commission increased the prize monies in the different categories which now sees the Sports Men and Women of the year walking away with N\$100,000 while the Sports Achiever of the Year walks away with N\$200,000. We believe that our athletes deserve better recognition, and these rewards should therefore match their achievements.

Trade Fairs

MTC maintained its presence at most Trade Fairs and commercial shows across the country. Having participated in 90% of all trade fairs, with the biggest being the Ongwediva Trade Fair, we continue to play a role in local town development and keeping our brand top of mind.

MTC's total investment in participating in all Trade Fairs amounted to N\$1.9 million for the financial year under review.

