

15 January 2019

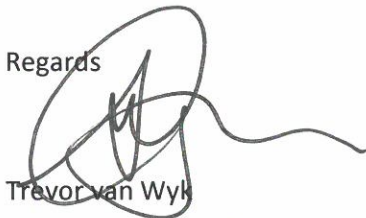
I have worked with Optimum for 4 years in my capacity of Executive: Human Resources for the Essential Foods Division. Optimum have customised a series of skills programmes in the functional areas of baking skills and driver sales training. With delivery of these programmes at 15 bakeries around South Africa it has been a huge ask for Optimum to project manage the initiative and ensure that our development objectives are met. Optimum have managed these projects impeccably. They have dealt directly with bakery managers and other key people at the bakeries to ensure that classes take place as planned, they have anticipated and dealt with problems with a sense of urgency and with a “can do” attitude and they have kept our executive team up to date with progress.

The Essential Foods team has recently contracted with Optimum on the following projects:

- to recruit 41 apprentices annually, to train the apprentices and to project manage all stages of the apprenticeships,
- to recruit 150 unemployed youth from across the country to embark on various learnerships at 8 of our bakeries nationally. They are project managing the full spectrum from recruitment to completion.

This is another significant investment on our part and we partner with Optimum with a sense of confidence that the investment will deliver returns.

Regards



Trevor van Wyk

Executive: Human Resources