

16 May 2013



REG. NO. 1929/001817/07(PTY)LTD

Mr Glen Ashton
Vice Chair
NEAG Executive Committee
PO Box 709
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E-mail: info@neag.org.za

Dear Mr Ashton

Thank you very much for your letter on behalf of the civic organisation of the South Peninsula of Cape Town to raise matters related to the design and running of the Sun Valley Mall property which we acquired some time ago.

I appreciate your well wishes and pro-active stance in offering the knowledge of your cohesive and active civil society organisations to the future of this commercial development. Your positive approach to reinforce cooperation between the parties is something I appreciate.

Let me assure you that we as a company understand our responsibility in terms of the environmental and social impact of this new building and the operations thereof on this highly visual site alongside the gateway to two scenic routes – Ou Kaapse Weg and Noordhoek Main road, which in turn leads to the iconic Chapman's Peak Drive.

The fact that most of the land surrounding the site is historically a saltpan wetland area is something we are very aware of and understand that there are very limited varieties of plants which grow and thrive in the area.

Furthermore we are also sensitive to the community requirements you have listed and understand that the market we serve is a sophisticated and pro-active one.

We have taken cognisance of all you have noted in your letter and we will include this at the relevant forums.



MEMBER OF SHOPRITE GROUP

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Your offer to be consulted in the planning process has been passed on to Philip van der Merwe, the head of Property Development in the company and he will certainly be in touch if they need to employ your expertise further.

I believe it also important to say in broader terms that the Shoprite Group of Companies considers and consults with local and broader knowledge and expertise to develop sites we acquire to reach the highest possible level of satisfaction of all parties concerned. At the same time we are mindful of the fact that due to the diversity of interests in such a project, it would never be possible to completely satisfy every point of view. The needs of our customers are also recognised as we can't deny their role in making these developments financially viable.

You can rest assured that we are always guided by the needs of the local community and in line with the entrepreneurial spirit in our company we drive new and other initiatives through our own dedicated departments who consult broadly.

I wish you all the best with the good work you do and assure you of our best intentions at all times.

Yours sincerely



JW "WHITEY" BASSON
Chief Executive Officer