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MEDIA RELEASE

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NBL's DRINKiQ Program reaches 5000

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To date, as recorded at the close of the 2017 financial year ended 30 June 2017, the DRINKiQ Training Program of Namibia Breweries Limited (NBL) – a subsidiary of the Ohlthaver & List (O&L) Group – reached approximately 5000 Namibians. Designed to empower participants with knowledge on alcohol and the consumption thereof, the NBL DRINKiQ Program, according to the O&L Group Corporate Social Investment (CSI) Coordinator, Venessa Mwiya celebrates great success since its inception in 2009.

The latest session saw approximately 400 more Namibians participate about 3 weeks ago in the North including Oshakati and Ongwediva. Participants included members of the Namibian Police Force (NAMPOL); the Correctional facilities, and internal O&L stakeholders including Pick n Pay (PnP) Namibia; Namibia Dairies (ND), and NBL in Oshakati and Ondangwa who were empowered with knowledge on alcohol consumption, as well as the physical, emotional and psychological repercussions of excessive use. Participants walk away with a better understanding of the short- and long-term effects of alcohol abuse, which thus empowers them to make smart decisions when it comes to the use of alcohol.

Mwiya: "NBL, and O&L at large remains cognizant of its role and responsibility in society as leader in the alcohol and beverage fraternity. The DRINKiQ Program forms part of NBL's initiatives and ongoing efforts in supporting government's fight against alcohol abuse and the societal repercussions thereof. This powerful program enriches participants' knowledge on the mental, psychological and physical risks involved when abusing alcohol, and provides them with the necessary IQ to understand the repercussions of alcohol abuse." Mwiya further said that the DRINKiQ Program is not only for employees of NBL and the O&L Group, but is open to the general public who wishes to enrich their knowledge on the use of alcohol and how to consume it on a more responsible level.

Senior Superintendent at the Oluno Correctional Facility in Ondangwa, Charles Matengu who participated in the last session says the program holds great value and is confident that it has planted fruitful seeds in the minds of all participants. Matengu: "I hope NBL will return to the north with more sessions because I see it necessary for more people to undergo this training. It is very educating, insightful and more than welcome!"

Constable Hoster Kaine from the Crime Prevention Unit at NAMPOL Ongwediva reckons more stakeholders should get involved in the program in order to reach even more Namibians. Kaine: "The information and knowledge the DRINKiQ Training Program shares, has instantly caused for a shift in my mindset and the way I think about alcohol. I took what I have learned to my friends and our discussions on the topic has seen for quite an impressive change in behavior towards the consumption of alcohol. This program needs to reach all corners of Namibia. It is very useful and has the potential to change the country's behavior towards alcohol consumption."

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Mwiya emphasized that the DRINKiQ Training Program also addresses behavioral change which is critical when it comes to the consumption of alcohol. Mwiya: "When we change our behavior towards alcohol and how we consume it, it is already a great start to curbing societal concerns. When people are aware of the repercussions of alcohol abuse, and how the consumption of alcohol affects you physically, emotionally and psychologically, that knowledge tends to influence the decisions they make, especially in terms of the quantitative consumption of alcohol. The objectives of this program speaks directly to the O&L Group purpose of 'Creating a future, enhancing life' for all Namibians."

-Ends

The DRINKiQ Training Program of Namibia Breweries Limited (NBL) – as subsidiary of the O&L Group has reached approximately 5000 Namibians since its inception in 2009.



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