



Woermann, Brock & Co.

The Bulletin

The Internal Newsletter of Woermann, Brock & Co.

Jan 2026

WOERMANN FRESH WROEM! ONLINE SHOP: A NEW CHAPTER IN HOW WE SERVE OUR CUSTOMERS

Woermann Brock is proud to introduce Wroem!, the Woermann Fresh online store – an important milestone as we expand into the world of online retail and fast, convenient delivery.

Woermann Fresh is known for quality fresh produce, trusted brands, and excellent in-store service. With Wroem!, we are taking these same values into the digital space, offering customers a new way to shop while maintaining the standards they expect from Woermann Fresh.

The Wroem! online shop allows customers to browse a growing range of Woermann Fresh products from the comfort of their homes, place secure online orders, and receive their shopping through our rapid delivery service. Designed for speed and convenience, Wroem! focuses on freshness, reliability, and simplicity – bringing the store closer to our customers than ever before.

This move into online retail is more than just a new sales channel. It represents Woermann Brock's commitment to innovation, adaptability,

GET YOUR GROCERIES DELIVERED

- Shop at shop.woermannfresh.com
- Your groceries delivered in 90 minutes.
- Card payments accepted on delivery.

19⁹⁹ ONLY

PER DELIVERY

FREE

FOR ORDERS ABOVE
N\$500



Special offer valid until 28 February 2026. Terms & Conditions apply. E&OE.



order now
shop.woermannfresh.com

and meeting changing customer needs. Wroem! also opens new opportunities for operational learning, process improvement, and future growth across the group.

We are excited about this new frontier and proud of the teams who have contributed to making Wroem! a reality. As we continue to refine and expand the platform, Wroem! will play an important role in shaping the future of Woermann Brock. Freshness. Convenience. Innovation.

That's Wroem!



WB – BIRTHDAY PROMO

PICK-A-BOX: A CELEBRATION MADE POSSIBLE BY OUR PEOPLE

Woermann Brock's 2025 Birthday Pick-a-Box Promotion once again showcased what can be achieved when our teams come together around a shared goal. More than just a customer promotion, Pick-a-Box was a nationwide effort that brought energy into our stores, excitement to our customers, and pride to our people.



Week after week, branches played a key role in the success of the promotion – from engaging customers at store level and managing SmartBuy cards, to supporting finalists and ensuring smooth execution during each draw. The weekly Pick-a-Box shows, offering cash prizes of up to N\$150,000, created memorable moments not only for the winners, but also for the staff who helped make each event possible.

Behind every successful draw was teamwork: store staff, operations, marketing, logistics, and support teams working together to deliver a professional, fair, and exciting experience. The enthusiasm from customers reflected directly on the commitment and effort of our teams on the ground.

Behind every successful draw was

Pick-a-Box also reaffirmed an important truth about Woermann Brock – our strength lies in our connection

with the communities we serve. Many of the winners were familiar faces, loyal shoppers, and local community members, reminding us that our work has a real and meaningful impact beyond the tills and shelves.

We would like to thank every employee who contributed – whether in-store, behind the scenes, or on the road. Your dedication, attention to detail, and positive attitude are what turn ideas into successful realities.

Well done to all involved, and thank you for helping make the 2025 Birthday Pick-a-Box Promotion another proud Woermann Brock achievement.



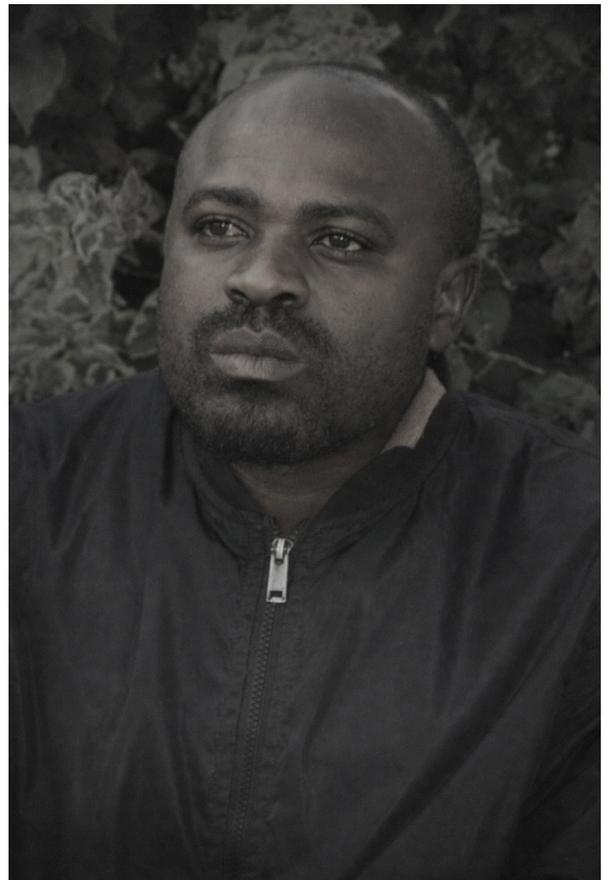
TRIBUTE TO OSKAR KAXWEKA

Last year we mourned the devastating loss of Oskar Kaxweka. We also honour a life that defined dedication, courage, and heart. His passing leaves a void not only in our workplace, but in the hearts of all who knew him.

He was more than an employee, he was a mentor and a friend. A man who shaped the culture of our stores through example rather than words. He lifted those around him without expecting recognition. He worked tirelessly, not for applause, but because he believed in building something meaningful and something that mattered.

His journey with us may have ended far too soon, but the mark he leaves behind is indelible. We will continue to honour him through the values he lived by integrity, kindness, service, and unity. He will forever remain part of the Woermann Brock story, etched into every aisle, every team, and every heart that had the privilege of knowing him.

May his memory be a blessing and his legacy a beacon of strength to all of us.



A FRESH PERSPECTIVE AT MAROELA GROCER: THE IMPACT OF KENSARO SHIPINDO

Every year, Woermann Brock welcomes new members into our family, each bringing their own strengths, talents, and stories. Every now and then, however, someone joins whose impact is felt almost immediately. Last year, that person was Kensaro Shipindo, whose passion, creativity, and drive have brought new energy to our Maroela store in Ongwediva.



Although he joined the team only a few months ago, it quickly began to feel as though he had been part of Woermann Brock for years. From his first week, Kensaro approached every challenge with initiative and innovation rather than hesitation. The results are visible the moment you walk into the store today – there is a noticeable sense of warmth, freshness, and customer focus throughout the aisles.

One of his most successful initiatives has been the introduction of fresh fruit sampling. By engaging suppliers, preparing fruit in-store, and offering samples to customers, he turned an everyday shopping trip into an experience of hospitality and care. Customers responded enthusiastically, and the initiative reminded all of us how small, thoughtful actions can create meaningful connections.

Kensaro's innovation extends beyond the store floor. Determined to strengthen the store's presence in the community, he and his team took to the streets to personally hand out flyers, greeting potential customers with the same energy and positivity they bring to work each day. His hands-on approach has boosted team morale, strengthened

community relationships, and reinforced the Maroela store's local identity.

Through his leadership, Kensaro has brought out the best in those around him, encouraging higher standards, teamwork, and pride in what we do. In a short space of time, he has become more than just a team member – he is a catalyst for positive change, proving that fresh ideas and genuine passion can transform an entire store.

We are proud to have Kensaro as part of the Woermann Brock family and look forward to the many achievements still ahead. His story reminds us that impact is not measured by how long you've been here, but by how deeply you care and how boldly you act.

CELEBRATING LOYALTY, DEDICATION, AND SERVICE AT WOERMANN BROCK

At Woermann Brock, our strength and success as a retail group are built on the dedication, commitment, and hard work of our people. We are proud to recognise and celebrate staff members who have reached service milestones of 5, 10, 15, and 25 years with the company.

Each milestone represents far more than time served. It reflects loyalty, perseverance, and a shared belief in the values and vision of Woermann Brock. Our 5-year achievers demonstrate commitment and growth, while those celebrating 10 and 15 years have made a meaningful contribution to strengthening our operations, culture, and customer experience. Our 25-year service achievers stand as pillars of stability and excellence, embodying the legacy and continuity that define Woermann Brock.

We extend our sincere appreciation to all these dedicated team members for their professionalism, reliability, and unwavering service. Your contributions have helped shape our business and continue to drive our success across the group.

The following staff members are recognised for their years of service:

5 YEARS:

Kharuchab J.B	Akwenye C.N	Angula N	Johannes M.K	Kamhulu K.V
Amwaalwa L.S	Ausiku R.N	Kamhulu K.V	Elao J.H	Petrus Johannes
Kalekela B	Kooma T.N	Tobias K.I	Shipuata T.K	Shipalanga S.N
Angula N	Junias R.N	Iileka T.K	Kamati L.N	Haindongo M.N
Kandume L.B	Shipuata T.K	Tangeni T	lipinge L.N	Kanana S.S
Garises L.P	Imbili S	Kanana S.S	Muandingi V.P	Hungua K
Annianias S.A	Nailenge M.S	Ndiiluka T.N	Bauleth J.J	Mathias S.M
Tangeni T	Amagulu E.H	Nembwaya J.S	Sheta N.N	Hiloohamba G.T
Nangombe R.M	Bauleth J.J	Mumbandja A.N	Fillemon E	Petrus J.I
Namwele R.N	Moongela A.M	Hiloohamba G.T	Namulo N.M	Weyulu R
Witbooi L	Kanandjembo N.D	Josef J.T	Shikulo J.T	Shangheta S.N
Mumbandja A.N	Shikulo J.T	Nafuka M	Joel T	Ekandjo M
Johannes A	Hidiwakusha N.N	Iitula E.S	Shaalukeni V.N	Shovaleka M
Atanasius K.I	Beukes J	Shangheta S.N	Hevita N.T	Iyambo T
Smith H.J	Efraim K.M	April K.Q	Hosea M.N	
Iitula E.S	Hosea M.N	Petrus N.P	Sheefeni S.N	
Stephanus S.C	Josef J.I	Ausiku R.N	Kalume S.N	
Amakali M.M	Amutenya L	Iyambo T	Nangha F.N	

10 YEARS:

Hendjala E	Amushila K	Johannes M.N	Gaingos C.S	Kativa E.R
Haufiku J	Simon P	Esau S.L	Namwaapo A	Namupala J.N
Veikko M	Gotlieb D.T	Lasarus L	Amutenya T	Shapi M
Hipona V.N	Niilenge B.N	Munenguni C.K	Josephs R	Ikowaes M
Matheus O	Tjituera N	Sipangera M.S	Matias M.L	Shuumbwa A.P
Shigwedha O	Haufiku N	Sheehama M.K	Katau S	Majiedt W.M
Iihuhwa K	Nambongo E	Negongo E	Kuumbwa C.S	Shanghala N
Mutungassa J	Nyambe B.N	Van Niekerk A	Mashimba F	
Thomas F	Immanuel P	Willemse R.P	Shipeta J	

15 YEARS:

Sheepo M.N (Maria)

Shimwefeleni H (Hilde)

Kanyama B (Barnabas)

Karaerua E.J (Ebson)

25 YEARS:

Hoebes R.R (Riana)

WOERMANN GROCER OPENS IN GOBABIS; BIGGER, BETTER, AND STRONGER THAN EVER

On 17 January 2025, Woermann Brock experienced a major operational setback when the Gobabis store was destroyed by fire. The incident marked a significant moment for the business and for our presence in the Gobabis market.

We are pleased to confirm that Woermann Grocer Gobabis has officially opened, following a comprehensive rebuild and upgrade.



The former supermarket has been redeveloped into a fully upgraded Woermann Grocer, reflecting a strategic reinvestment in the region. The new store offers an improved layout, wider aisles, enhanced fresh departments, and expanded product ranges, all designed to support better customer flow, improved shopping efficiency, and long-term sustainability.

The decision to rebuild was a clear statement of intent – to maintain our footprint in Gobabis, to protect the brand’s presence in the market, and to continue serving the community with a modern, competitive retail offering. The reopened store aligns with Woermann Brock’s broader focus on resilience, adaptability, and future-focused retail development. As operations resume, we thank our customers and the Gobabis community for their continued support and patience during the rebuilding period. Woermann Grocer Gobabis is operational again and positioned for the future.