

Press Release

EVEREADY REAPS THE FRUITS OF OWN BUSINESS & DIVERSIFICATION

- The Company launched its own brand of portable power solutions TURBO® in November 2016.
- Company continues to extend its product portfolio to home, fabric care and automotive categories.
- Reiterates shift to commercial oriented focus by entering into new partnerships

Nairobi, Tuesday 6 March 2018...Eveready East Africa PLC, one of the region's leading suppliers of portable power solutions, has started reaping the benefits of the decision to control its business and diversify its product offering as it strives to continuously satisfy consumer's evolving needs in East Africa and participate in growth in the fast moving consumer goods segment.

The Company launched its own brand of quality portable power solutions in November 2016 under the brand name TURBO® after decades of distributing third party brands and has made significant progress in entrenching its new brand to its consumer.

Speaking in Nairobi, the Managing Director, Mr. Jackson Mutua said that the business had made strong progress in its business goals. "We now own our core business, we are connecting with our consumers through new products and formats that meet their needs, increasing our route to market efficiencies and extending and deepening our diversification agenda."

The Company which deals in a quality range of dry cell batteries (primary and secondary), incandescent and energy saving bulbs, flashlights & lanterns and car batteries and accessories under the TURBO® brand has also expanded into fabric care and home cleaning solutions under its EVERCLEAN® brand and the world renown CLOROX® brand. The Company continues to extend its brands into new categories to take advantage of consumer's demand for quality products and in response to growth in in those categories.

Mr. Mutua also noted that taking control of its business has finally allowed the Company to enter into product lines that it would previously not engage in and offered it greater flexibility in choosing product formats and categories that are needed by the East African consumer. He emphasized that Eveready will continue to unveil new products across personal care, energy and household categories in the coming months.

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ABOUT EVEREADY

Eveready East Africa PLC, headquartered in Nairobi, Kenya, is a consumer goods company operating regionally in the broad categories of Homecare, Automotive and Fabric care.

The Company distributes dry cells in various sizes ('D' 'AA' 'AAA' '9V' and 'C') and constructions (carbon zinc alkaline and rechargeable batteries), flashlights and lanterns throughout the East Africa region under the TURBO® and TURBO Plus+® brand names.

The Company also distributes the TURBO® and TURBO Plus+® brand of car batteries (Maintenance Free and Lead Acid), the TURBO® and TURBO Plus+® range of bulbs (Incandescent and LED), EVERCLEAN® washing detergents and also distributes the world renown CLOROX® brand of household bleach, fabric enhancers and surface cleaners.

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