Press Release

EVEREADY UNVEILS DIVERSIFICATION MODEL FOR FUTURE GROWTH

- *Business plans geared at enhancing the firm's competitive edge*
- *Company extends product portfolio to personal care, energy, real estate, automotive battery categories*
- *Reiterates shift to commercial oriented focus by entering into new partnerships*

Nairobi, Monday, 14 May 2015…Eveready East Africa Limited, one of the region's leading suppliers of dry cell batteries, continues to pursue diversification as part of its five-year strategy aimed at increasing efficiency in its business processes and continuously satisfying consumer's evolving needs in the East Africa region.

Since its incorporation in 1967, Eveready East Africa has been synonymous with the manufacture of the dry cell battery commonly known as the D battery. The company has historical linkages through trade and shareholder relationship with US firms Eveready Inc. and Energizer Inc. These formal relationships have allowed access to quality products and technology in the energy and lifestyle product categories.

The implementation of the company's five-year strategy (launched in September 2014) places diversification at the centre of Eveready's business. The strategy places emphasis on diversification.

At its 48th AGM held today, the company emphasized to its shareholders that it has already launched a quality range of car batteries for a broad spectrum of usage under the TURBO® brand in its household category. Addressing shareholders, the Managing Director Jackson Mutua also reported that the Company has also introduced an exciting range of incandescent and energy saving bulbs under the EVEREADY brand name. He emphasized that Eveready will continue to unveil new products across personal care, energy and household categories in the coming months.

Commenting on the strategic milestones, Mr. Mutua said; "Consumer and market reception of our new products so far has been fantastic and we look forward to embedding the new products into our consumer spending culture and deepening its contribution to our business."

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ABOUT EVEREADY

Eveready East Africa Ltd., headquartered in Nairobi, Kenya, is a consumer goods company operating regionally in the broad categories of personal care and household products. Eveready's Personal Care Division offers a diversified range of consumer products in the wet shave category. Our portfolio includes well established brand names such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposables. Eveready's Household Products Division offers consumers the broadest range of portable power solutions, anchored by our universally recognized Energizer® and Eveready® brands. Eveready has also introduced the TURBO® brand of automotive batteries and EVEREADY branded bulbs to its ever expanding product portfolio.

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