Press Release

EVEREADY SIGNS THREE KEY PARTNERSHIPS IN DIVERSIFICATION DRIVE

- *Plan to introduce five new products in the field of energy,* household and personal care by 2017
- *Diversification geared at enhancing listed company's competitive edge*

Nairobi, Thursday, 15h October 2015…Eveready East Africa Limited has signed a partnership deal Sayyed Engineers Ltd of Pakistan, Chloride Egypt SAE, and Supreme Imports as it seeks to drive its diversification strategy agenda.

Under the deal, Sayyed Engineers Ltd will supply a range of writing instruments including marker pens, ball pens, fountain pens, pencils, rubbers etc. Chloride Egypt SAE will supply car battery TURBO®; and Supreme Imports Ltd will supply a wide range of lighting products including incandescent and energy saving bulbs under the brand name EVEREADY.

Speaking at a media briefing in Nairobi, Eveready East Africa Ltd Managing Director Jackson Mutua said: "Last year, Eveready Board took a bold step to steer the company towards diversification leading to the closure of our manufacturing plant in Nakuru. The strategy is hinged on bolstering the businesses' commercial operations and involves product diversification, regional expansion, and strengthening our route to market programs."

"The move was aimed at ensuring that Eveready remains profitable, efficient and competitive," he added.

"Like many consumer-driven entities, Eveready East Africa is increasingly viewing its manufacturing, marketing and distribution and means of achieving greater efficiencies without impacting negatively on the consumer. An upshot of the review is the implementation of the five year strategy that places diversification at the center of company's business," said Mr. Mutua.

Chloride Egypt's has built its product line based upon a tradition of quality and durability and today, Chloride Egypt is recognized as leading

manufacturer of automotive batteries in Egypt. Sayyed Engineers Limited, on the other hand, pioneered ballpoint pen manufacturing in South Asia when such precision engineering (tip manufacturing) in the production of ballpoint pens was thought to be possible only in the advanced countries. Additionally, Eveready has historical linkages through trade and shareholder relationship with US firms Eveready Inc. and Energizer Inc.

"These are reputable companies with longer history of manufacturing and import businesses. Sayyed Engineers, for instance, is the largest producer of writing instruments in Pakistan, it has been exporting its quality products to 14 other countries and now Kenya," Mr. Mutua added.

The company expects to introduce five new products in household and personal care categories by the year 2017. To further enhance its distribution capabilities especially for the automotive batteries, the company has also signed a regional distribution deal with Yana Tyres.

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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 to its ever expanding product portfolio.

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