Press Release

EVEREADY SIGNS A KEY PARTNERSHIP IN DIVERSIFICATION DRIVE

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

Nairobi, Thursday, February 5, 2016…Eveready® East Africa Limited has signed a distribution deal with Clorox® Sub Saharan Africa Ltd, as it seeks to drive its diversification strategy agenda.

Under the deal, Clorox® will supply products in the bleach category under the brand name Clorox®. The arrangement will also see Clorox® avail other product lines under different brand names to Eveready® for distribution.

Clorox® is a global company with leading brands that have become household names. Its namesake bleach is trusted by millions of women around the world and is therefore the number one bleach brand in the world by retail value sales at selling prices according to Euromonitor International Ltd in their All Retail Channels, 2014 edition. Clorox manufacture products in more than two dozen countries (to include Kenya) and markets them in more than 100 countries.

Speaking in Nairobi during the launch of the partnership, Eveready® East Africa Ltd Managing Director Jackson Mutua said: "Eveready®'s diversification plans are on course. The core elements of our five year strategy involves around product diversification, regional expansion, and strengthening our route to market programs. Our partnership with Clorox® brings us closer to our goal and will enable us avail the number one bleach in the world to our consumers further ensuring that they continue to enjoy their world.

"The partnership leverages upon Eveready®'s superior route to market capabilities and the promise of quality in Clorox's world class brand. It is a winning partnership that we are very proud of" he added during a signing ceremony held at the Company's headquarters in Nairobi.

Eveready expects to introduce at least five new products in the household and personal care categories by the year 2017 according to the firm's 2013-2017 Strategic Plan.

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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 the universally recognized Energizer® and Eveready® brands. Eveready has also introduced the TURBO® brand of automotive batteries and PIANO® range of writing instruments to our ever expanding product portfolio.

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