



ILLOVO SUGAR (MALAWI) LIMITED

7 October 2016

ILLOVO MALAWI REFRESHES BRAND PACKAGING

Forms part of 50th anniversary celebrations

For immediate release



Illovo Sugar (Malawi) Limited, (Illovo Malawi), has launched a new brand campaign entitled: “**Yambani tsiku lirilonse ndi Illovo!**” or “**Start each day with Illovo!**”, featuring a redesign of its existing product packaging and the introduction of a range of new pack sizes. Following a lengthy market research project conducted among the company’s long-term and valuable customers, this latest initiative aims to make Illovo’s products more accessible to everyday Malawians, across the country.

In addition to a “new-look” pack, Illovo Malawi has also taken this opportunity to provide additional dietary and nutritional information within the pack design in order to help consumers make informed choices about the foods they purchase. This includes clear identification of those sugar products which, in alignment with the Malawi Government’s campaign to reduce

infant and maternal mortality, have been fortified with Vitamin A.

Says Ray de Allende, Managing Director of Illovo Malawi: “Our most significant enhancement yet has been the revamp of our pack sizes. Staying true to our original product-quality signature, we have now added smaller 220g and 500g prepacks and 20kg mini-bulk packs to product portfolio.”

The official brand launch event was held on the 7th October at the College of Medicine Sports Complex in Blantyre, where the company also marked its 50th anniversary in the Malawian market. Among the many dignitaries to attend this event was the Minister of Industry and Trade, Mr Joseph Mwanamvekha.

Illovo Malawi is the largest single private sector employer in the country, significantly contributing to the growth of the Malawian economy as well as the health and education of community members in and around its estates. Illovo Malawi also partners with government to grow maize, playing an important role in helping to feed the nation.

In closing, Mr de Allende thanked Minister Mwanamvekha (and in his absence, President Mutharika) for the work that they, and the entire cabinet were doing, to drive economic development in the country. “Illovo Malawi, as one of the biggest private companies operating in the country, stands ready to support you - as you have supported us - in achieving ongoing and sustainable growth.”

In closing, he said that he wished to thank everyone for joining Illovo Malawi on this special occasion; for celebrating combined successes and for making the company a great member of the community.

“We are honoured to have been part of this great country’s history but more importantly, part of its undeniably bright and prosperous future. We hope to continue to touch the lives of each and every Malawian. Thank you for starting and ending each day with Illovo.”

ENDS

Minister of Industry and Trade, Mr Joseph Mwanamvekha is met at the function by Ray De Allende, MD Illovo Sugar Malawi. Immediately behind the Minister is Illovo Group MD, Gavin Dagleish.



A new look pack is presented to Minister, Mr Joseph Mwanamvekha, by Gavin Dagleish



About Illovo Malawi

The group is listed on the Malawi Stock Exchange (MSE) and Illovo Sugar (PTY) Ltd holds 76% of its issued share capital with the balance of the shares being held by public and other institutional investors. Illovo Sugar is a wholly-owned subsidiary of Associated British Foods (ABF), in the United Kingdom.

Illovo Malawi has developed considerable agricultural and milling assets at the Dwangwa estate situated in the mid-central region of the country at Nkhotakota and at the Nchalo estate in the south at Chikhwawa. With access to secure water sources for irrigation, good soils and generally favourable climatic conditions the group, together with its outgrowers, who supply approximately 19% of the total cane crop, have the capacity to produce 2.3 million tons of sugar cane and approximately 270 000 tons of sugar annually.

Both factories produce raw and refined sugar with the Nchalo factory also manufacturing value-added speciality sugars. Both operations also produce molasses, a by-product of the sugar manufacturing process, which is currently sold as a fermentation raw material to the two fuel alcohol distilleries in Malawi. Over 50% of all sugar produced is sold into the local direct consumption market through the company's chain of distribution centres situated throughout Malawi and into the local industrial market with the balance being exported into regional African markets and to markets within the European Union and the United States of America (USA).

Illovo Malawi is the country's largest single private-sector employer providing employment for 10 000 people and it is also a major contributor to the Malawian tax authorities through both direct and indirect taxes. It generates valuable foreign exchange through export sugar sales. Many local industries are dependent upon Illovo for their viability and the employment created by these businesses provides an income base for many more families than are directly employed. It further supports an estimated 3 700 people through various outgrower schemes.

For more information please contact:

Irene Banda, Illovo Sugar (Malawi) Limited, iphalula@illovo.co.za