



PRESS RELEASE

BIDCO NAMED FINALIST IN THE 2014 AFRICA AWARDS FOR ENTREPRENEURSHIP (AAE)

Africa Awards for Entrepreneurship honor high-caliber entrepreneurs and companies from across Africa.

29 October 2014 – Bidco Oil is among the top 12 finalists named by the African Leadership Network (ALN) for the 2014 Africa Awards for Entrepreneurship (AAE).

According to a statement released by the African Leadership Network, ALN's CEO, Isaac Kwaku Fokuo, Jr., said, "These finalists represent the strong emerging entrepreneurial class that our continent needs. They are not only business owners: they are Africa's new innovators, investors, and drivers of social change. This year's finalists represent the future of the African continent."

Bidco is a finalist under the Transformational Business award category for its inclusive growth and sustainability programmes. As a strong supporter of communities within its operating environments along the value streams, Bidco has managed to register over 30,000 farmers registered on its rolls of whom 10,000 farmers sell their oil seeds to the company. These farmers are given training and assistance to enhance their productivity and lifestyles. At the other end of the value chain, the company promotes entrepreneurship and growth among small and large retailers, traders, suppliers and distributors with cashless trading facility and supply management that ensures quick deliveries.

In addition, the group is a signatory to the UN Global Compact, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labor, environment and anti-corruption. In line with its slogan of "happy healthy living," Bidco is firmly committed to the provision of a healthy and safe working environment for its staff. In its commitment to equal rights, Bidco aims to ensure that no job applicant shall receive less favorable treatment on the ground of sex, marital status, sexual orientation, race, color, religion or belief, nationality or ethnic or national origin.

Other companies in the same category include AKSAL Group, Morocco, a leader in retail luxury goods, department stores, and shopping malls and employs over 1,500 people and Choppies, Botswana, a grocery and general merchandise retailer, is the largest retailer in Botswana. It has over 100 stores in Botswana, Zimbabwe, and South Africa

The finalists are drawn from 9 African countries representing many different industries including retail, manufacturing, consumer services, e-commerce, agriculture, ICT, transportation & logistics, education, health, and sanitation. Each year, it awards over USD \$200,000 in prize money to outstanding African entrepreneurs who demonstrate business excellence and social impact.

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ABOUT AFRICAN LEADERSHIP NETWORK

African Leadership Network (ALN) is a membership organization of over 1,400 of Africa's most influential emerging leaders from business, government, civil society, and the arts. Currently, members are drawn from 45 countries in Africa and around the world. ALN's mission is to bring members together to build relationships and promote pan-African collaboration that will drive Africa's prosperity. ALN also has a strong focus on entrepreneurship through the Africa Awards for Entrepreneurship, an annual awards ceremony honoring Africa's top entrepreneurs, and ALN Ventures, a pan-African startup accelerator that focuses on early-stage businesses from all sectors. ALN was founded in 2010 by Acha Leke and Fred Swaniker. For more information, visit www.africanleadershipnetwork.com and follow [@prosper4africa](https://twitter.com/prosper4africa).

ABOUT THE AFRICA AWARDS FOR ENTREPRENEURSHIP

The Africa Awards for Entrepreneurship (AAE) recognize and award exceptional entrepreneurial leaders who demonstrate business excellence, innovation, and profitability. Since their inception in 2007 by the Legatum Group, the AAE have awarded over \$1.8 million USD to 35 leading entrepreneurs. The AAE Gala Dinner is a black-tie awards ceremony announcing and honoring the year's winners. In 2014, 12 of the leading entrepreneurs on the African continent will be recognized in the categories of Growing Business, Mature Business, Transformational Business, and Social Entrepreneur. A Lifetime Achievement award will also be presented to a senior African business leader who has served as an entrepreneurial icon for several decades and has left an enduring legacy of success in Africa.

About Bidco Oil Refineries Ltd

Bidco Oil Refineries Ltd is a market leader in edible oils, fats, soaps, margarine and detergents in East and Central Africa with units in Kenya, Uganda and Tanzania with its products marketed in 16 African countries. The group's manufacturing hubs in strategic locations as well as well-defined distribution chains in Africa constantly support new market developments helping the organization carve out newer markets with every growing day.

Some of the world class brands from the group include Kimbo & Elianto as well as other leading brands like Golden Fry, Sun Gold, Olive Gold Blend, Soya Gold, Bahari Fry, Ufuta, Chipsy Plus 3, Cowboy, Chipo and Mallo. Bidco's margarines including: Biddy's and Gold Band are also very popular in Africa alongside baking powder: Mariandazi. Laundry soap Brands include: White Star, Pink Star, Blue Star, Green Star, Yellow Star, Bidco Cream, NURU multipurpose soap, Tiger, Bull among others. Bidco's washing detergents includes the new Powerboy Pro-Activ Liquid detergent, Pure & Natural Soap flakes for baby's clothes, Powerboy Detergent, Gental Detergent and Nuru Scouring Powder. Bath soaps include: Pure & Natural Anti-bacterial Beauty Soap and Pure & Natural Active Man. All of Bidco's brands have been awarded Superbrand status.

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