



PRESS RELEASE

BIDCO INNOVATES TO HELP LOCAL AGRIBUSINESS FLOURISH

*Launch of SunGold Lite to boost healthier lifestyle among Kenyans as also
provide a healthy market for local sunflower farmers*

Nairobi, August 29th 2014: Bidco Oil Refineries Ltd, East Africa's leading FMCG with a host of super brands today launched a new and innovative version of sunflower seeds oil - **SunGold Lite**. The move is in sync with its inclusive growth program to help local agribusiness flourish. The oil, lighter and healthier, is aimed at a health conscious growing community of Kenya and Africa as a whole. Bidco's inclusive growth and sustainability corporate policy has caught the eye of UNDP as also the international businesses and is being used as a model business for inclusive growth in agribusiness across the continent.

SunGold Lite, the rebranded and renewed brand (earlier called SunGold) has been a result of extensive research and development. While for the consumer it spells good news to get a healthier cooking oil, on the other end of the spectrum farms get to reap the benefit of a health conscious country. Bidco's partnership with farmers has been in focus from early 2000. Bidco is at the forefront of revitalizing agribusiness in Africa and has taken it up on itself to promote agriculture at the grass roots. Bidco currently has 30,000 farmers registered on its roster with 10000 active farmers directly selling their produce to the company. These farmers are given an impetus of a ready market in addition to training and education on farming for optimum productivity.

"This partnership has worked well, as we provide a ready market for local farmers and consequently improve their income and living standards and we on the other produce the purest sunflower seed oil from locally grown sunflowers," says Vimal Shah, CEO, Bidco Group. Sunflowers which have a short harvesting period of four months gives farmers an opportunity to harvest three crops in a year. Earlier the country was largely dependent on imports. But now, with a growing number of farmers opting for sunflower farming and a proportional increase in off-take of healthier sunflower oil such as SunGold Lite sunflower from the shelves, there is a ripple effect that spells well for the Kenyan economy.



Bidco is currently the market leader in the cooking oil category with the largest retail penetration across the country. The new release SunGold Lite sees Bidco making more aggressive gain into the sunflower oil category, with an aim of making SunGold Lite synonymous with taste and health, by leveraging the strength of its unique selling proposition 'Clearer, Lighter and Healthier'. Health should not come at a high price and in this, SunGold Lite is affordable and there has been no change increase in price but only in value.

The Sunflower seed oil market in Kenya has been growing magnificently owing to high growth of income levels, increasing trend towards spending, better living standards and growing health consciousness among Kenyan consumers.

"Our research has revealed that consumers are becoming very conscious of what they eat and they are moving towards healthier alternatives in oils that are cholesterol-free and have minimal saturated fats. With the rebranding of this SunGold Lite, we want to address every Kenyan's requirement of an oil that offers both health and taste benefits," Says Tarun Shah, Executive Director, Bidco Group.

Sunflower seed oil is considered as one of the healthiest oils due to its wide range of benefits for health, skin and hair. This oil is rich in vitamins E, and low in saturated fats which helps in lowering cardiovascular diseases, prevent asthma and colon cancer among other diseases.

The new SunGold Lite refined sunflower oil is made by way of a unique 7-stage refining process eliminating impurities. SunGold Lite is a light, sparkling health alternative for the modern family. It is suitable for salad dressings, shallow & deep frying, and stewing. In addition, food cooked using Sun Gold absorbs less oil and therefore stays fresh longer.

Bidco's endeavours to provide its customers complete satisfaction and enrichment of their lives has constantly driven them to develop innovative products that exceed customer expectations. Bidco's motto of "Happy Healthy Living" aims to change people's lives for the better in their use of everyday health care and hygiene products.

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. Four of Bidco's brands have been awarded Superbrand status including the corporate brand of Bidco.

www.bidco-oil.com

For more information contact:

CCPR

Phil/Maureen Bidco Oil Refineries Ltd Tel: 067-2821000 Cell: +254789220548,

Email: philip.anthony@bidco-oil.com, maureen.wangari@bidco-oil.com