



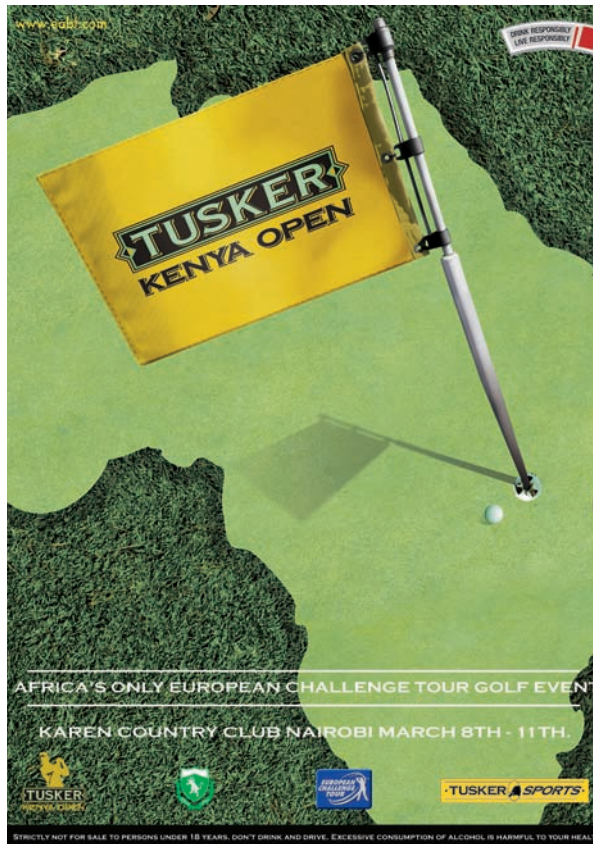
THE MARKET

Tusker Lager is the oldest and most famous beer brand in East Africa. It is brewed by East Africa Breweries Ltd (EABL) and targets adults in the legal purchase age (LPA).

The brand has two main variants - Tusker Lager and Tusker Malt Lager. Tusker Lager is available in a 330ml can, 500ml Euro bottle and a draught format known as Tusker Keg. Tusker Malt Lager is available in a 300ml green bottle.

Apart from becoming the beer of choice for people of all ages, Tusker also aims to have a universal appeal to adults of all age groups. Due to its rich Kenyan/East African heritage, the brand has tended to appeal to "mature" East African men and a large percentage of the brand's sales volumes come from the older age group. The brand however, is still a favourite among younger age groups and continues to be a key recruiter into the beer category.

Tusker has a heavy media presence, which underpins the drinking experience in most of the brand's activities. Most initiatives involve appealing to consumers' sense of patriotism and the belief in the Tusker heritage as the main benefits of consuming it. This has seen the brand maintain its leadership in East Africa as the biggest brand by both volume and value in the last two decades. In Kenya it is still the number one brand, commanding a 30



percent market share in the branded/bottled beer segment.

Changing retail trends has seen Tusker expand its distribution channels to include leading supermarket chains countrywide. Tusker Keg can be delivered to outdoor functions and events. The sky is the limit for the growth of the Tusker brand as it strategically positions itself in the lucrative social events segment, where it is widely accepted as a beverage to have at many social occasions.

Expanding the brand's footprint to capture a broader group of consumers through brand extensions - and widening the distribution network to include Eastern African, Europe, America, Asia and Australia - is also expected to contribute to the growth of the brand.

ACHIEVEMENTS

Tusker and Tusker Malt Lager have entered the International Monde Selection competition more than five times and each time, the brands have bagged gold medals, signalling the products superior quality.

In 1994, Tusker brands sold more than one million metric cases, and owned 60 per cent of Kenya's beer market.

Tusker is the first East African beer brand

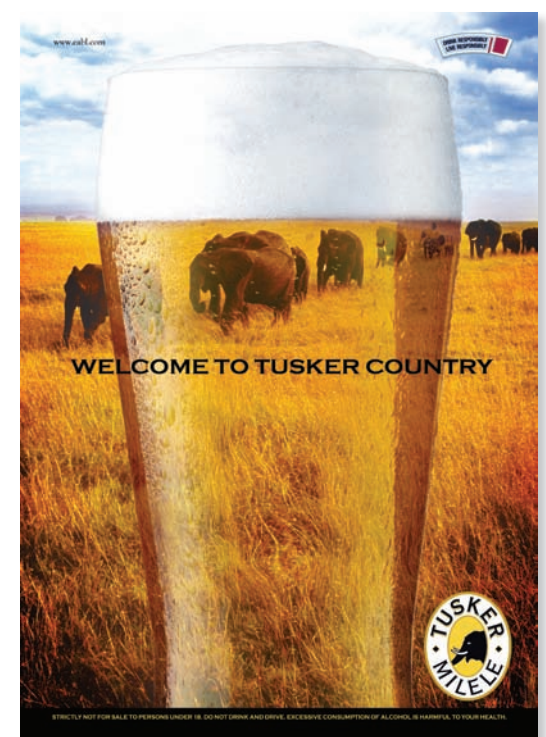
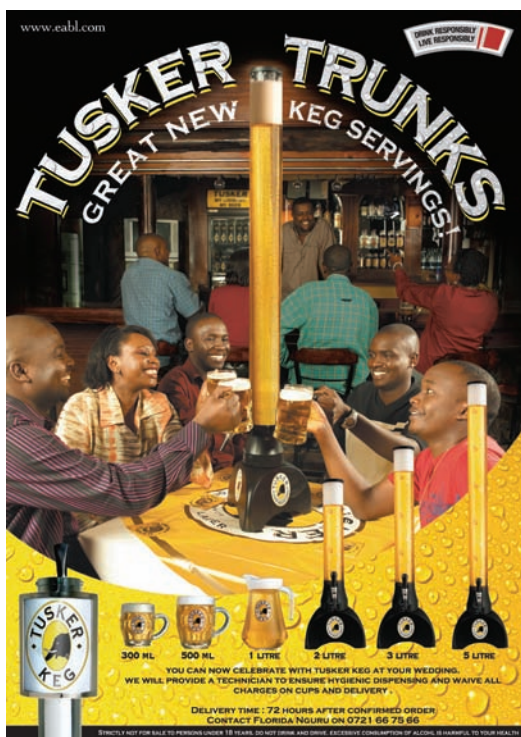
- and possibly the first on the African continent to reach the North Pole, courtesy of a group of people on an expedition led by Peter Goss. The group also planted the Tusker Lager flag!

HISTORY

Brothers Charles and George Hurst formally registered Kenya Breweries on 9 December 1922. Their first beer was brewed in copper vessels heated by firewood and bottled by hand. The brewery's first order of ten cases was personally delivered to the general manager of The Stanley Hotel in Nairobi. Sadly, George Hurst was killed by a charging bull elephant during a hunting expedition in 1923. In memory of his tragic death, the lager he helped create was named Tusker. Over the years, the beer has become a favourite for international adventurers to East Africa, including William Holden, Robert Ruark and Ernest Hemingway.

From the start, Tusker was brewed from tropical equatorial barley grown at the base of Mount Kenya and watered by springs from the Aberdare mountain ranges. This gives the drink its unique, exquisite and authentic taste - crisp and refreshing, perfectly suited for hot African weather.

In the late 1950s there were many airlines flying into Kenya and the need to create a brand extension that would be suitable for the airlines





arose. Tusker Export was created specifically for the airline industry. The beer was packed in a 300ml bottle and showed growth until 2004, when it was de-listed. Tusker Malt Lager and Tusker Premium followed suit, the former made specifically for the export market but re-launched locally in 1998. Tusker Premium was made for the local premium market but production has since stopped.

THE PRODUCT

Tusker is available in three different pack formats: 500ml amber bottle, 300ml can and draught. Due to the popularity of the brand out of Africa, EABL is exploring new distribution and contract brewing arrangements out of Kenya. This will target the UK, US, Canada and Australia.

PROMOTION

Tusker is advertised in mainstream media, including television, radio and outdoor. The brand is also promoted through sponsorships, especially sports. It sponsors weekend radio programmes on the two top radio stations in the country.

The brand is a trailblazer in the area of creative promotional activities, which include:

- Mavuno Kenya nzima (harvest throughout Kenya)
- Nderemo ya mabingwa (roar of the champions)
- Fungua fanaka (open success)
- Bambua tafrija (reveal celebrations)

These promotions have rewarded over 250,000 consumers with more than KSh 300 million in cash, and helped transform the lives of many consumers.

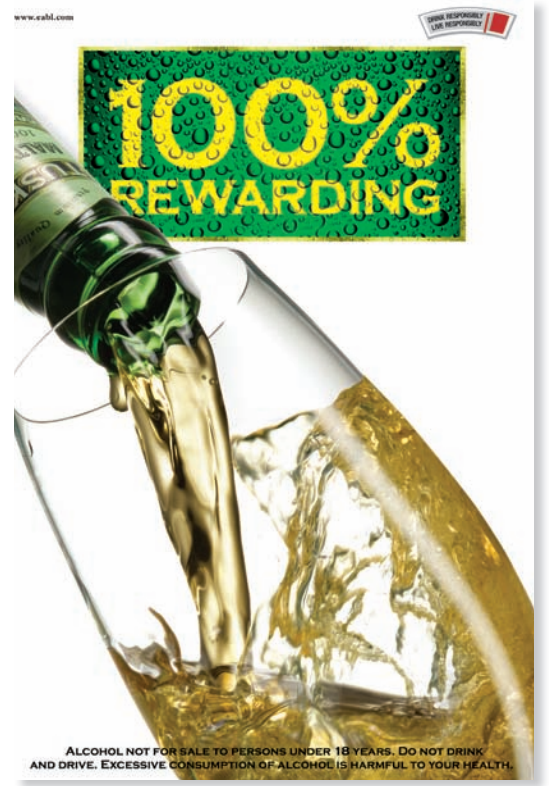
Each of these promotions has been successful, surpassed expectations and continued to grow the brand annually. Consumers have learned to expect Tusker to lead the way with promotional activities in Kenya. This success has seen consumers adopt the use of the promotions long after they have ended.

Tusker's advertising platform of unique Kenyan (East African) heritage has always produced very exciting advertising, not only for the brand's theme but also for the promotions. Key examples include:

- Baada ya kazi ni wakati wa Tusker (After work, its time for Tusker) which drove the brand on a platform of building a nation in all capacities, then retiring to a Tusker after work
- Tusker, My Country, My Beer: This communication campaign was aimed at uniting Kenyans with their favourite beer, and helped repulse the onslaught of powerful competitors. The brand has always been seen as Kenya's pride, and hence that of the company
- Tusker Makes us Equal, has no Equal: This campaign showcased true friendship as brought out by Tusker
- Tusker Milele (Forever) - This is a confirmation of the long-lasting bonds of friendship that Tusker helps cement. This communication shows the pride that Kenyans have in their country - the great traditions, the excellence in sports (athletics) and the friendships that come out of it are all summed up in the payoff line "My friends, My Tusker and me... Forever."

BRAND VALUES

Tusker stands for authenticity, pride and togetherness - values that all Tusker brands have in common. The brand also stands for true friendships,



cementing the bonds between good friends. In Kenya, this translates to true Kenyan friendships where friends meet and share experiences over a great beer - namely, Tusker.

Every bottle sports the slogan "My Country, My Beer", a sentiment shared by most Africans in reference to the lasting friendships they value and treasure, in the African tradition.

The brand is committed to providing the best quality lager anywhere, because it is brewed using the finest ingredients. The superior quality of the brand is reflected in the logo. The label is in gold, representing the international accolades the brand has won over the years, which is echoed in the words "Finest Quality Lager" on the label. The label has the Kenya Bureau of Standards diamond mark of quality - testimony to its consistent quality.

THINGS YOU DIDN'T KNOW ABOUT TUSKER LAGER

- Tusker is the oldest beer brand to be brewed and marketed in East Africa
- The beer is brewed from the unique equatorial barley malt, the only malt to be grown in the unique climate of the equator
- Tusker has a unique and easy to drink taste, making it the automatic choice of accompaniment to roast meat, a common delicacy in Kenya
- At 4.2 percent ABV, it is suitable for long social sessions with friends
- It is the biggest brand by volume in East Africa and the biggest lager beer brand in the Diageo portfolio

