

Tiger Brands Limited  
 (Registration number 1944/017881/06)  
 (Incorporated in the Republic of South Africa)  
 Share code: TBS  
 ISIN: ZAE000071080  
 ("Tiger Brands" or "the Company")

CAPITAL REDUCTION OUT OF SHARE PREMIUM AND DECLARATION OF FINAL DIVIDEND IN RESPECT OF THE YEAR ENDED 30 SEPTEMBER 2010

At the general meeting of shareholders held on 21 June 2010, the directors were granted the general authority to make a payment to shareholders out of share premium, in lieu of the final dividend, or part thereof, for the year ended 30 September 2010. Pursuant to this authority, the directors have approved a final distribution of capital and a final dividend for the year ended 30 September 2010, in aggregate amounting to 476 cents per ordinary share, to Tiger Brands shareholders recorded in the register on Friday, 14 January 2011, comprising a cash distribution by way of a reduction of capital out of share premium of 235 cents per share ("the Distribution") and a final dividend of 241 cents per share out of distributable reserves ("the Dividend").

In compliance with the requirements of Strate, the electronic settlement and custody system used by the JSE Limited, the Company has determined the following salient dates for the payment of both the Distribution and the Dividend:

Last day to trade cum the Distribution and the Dividend	Friday, 7 January 2011
Shares commence trading ex the Distribution and the Dividend	Monday, 10 January 2011
Record date	Friday, 14 January 2011
Payment date	Monday, 17 January 2011

Tiger Brands ordinary shareholders will not be permitted to dematerialise/rematerialise their shares between Monday, 10 January 2011 and Friday, 14 January 2011, both days inclusive. The illustrative pro forma effects of the Distribution set out below have been prepared to assist Tiger Brands shareholders in assessing the impact of the Distribution of capital out of share premium on the Net Asset Value per share ("NAV") and Tangible Net Asset Value per share ("TNAV"). The material assumptions are set out in the notes following the table. The pro forma financial effects are the responsibility of the directors and are provided for illustrative purposes only.

	Actual before the Distribution of capital out of share premium(i)	Distribution of capital out of share premium(ii)	Pro forma after the Distribution of capital out of share premium
Assets			
Cash and cash equivalents (R million)	921,3	(381,3)	540,0
Equity and liabilities			

Equity attributable to owners of the parent(iii) (R million)	8 315,9	(381,3)	7 934,6
NAV(iv) (cents per share)	5 246,7		5 006,1
TNAV(iv) (cents per share)	3 993,8		3 753,2

Notes:

(i) As per the published reviewed results of Tiger Brands for the year ended 30 September 2010;

(ii) Adjustments to cash & cash equivalents and equity attributable to owners of the parent were made on the assumption that the Distribution was paid on 30 September 2010;

(iii) Equity attributable to ordinary shareholders comprises the following line items:

(Rm)	Actual before the Distribution of capital out of share premium(i) R million	Impact of the Distribution of 235 cents per share(ii) R million	Pro forma after the Distribution of capital out of share premium R million
Ordinary share capital	19,0	—	19,0
Share premium	462,4	(437,4)	25,0
Non-distributable reserves	957,3	—	957,3
Accumulated profits	9 366,5	(4,8)	9 361,7
Tiger Brands Limited shares held by subsidiary	(742,4)	24,3	(718,1)
Tiger Brands Limited shares held by empowerment entities	(1 998,5)	36,6	(1 961,9)
Share-based payment reserve	251,6	—	251,6
Total equity attributable to owners of the parent	8 315,9	(381,3)	7 934,6

(iv) The calculation of NAV per share and TNAV per share as at 30 September 2010 has been based on 158 497 661 ordinary shares in issue (which excludes the 10 326 758 treasury shares held by a wholly-owned subsidiary of Tiger Brands, as well as 21 375 586 shares held by various empowerment entities which are consolidated for accounting purposes).

For income tax purposes, Tiger Brands shareholders are advised that the Distribution will be regarded as a return of capital and that consideration should be given to the potential capital gains tax consequences. Tiger Brands shareholders are, therefore, advised to consult their tax advisors with regard to how they may be impacted by the Distribution.

On behalf of the Board

I W M Isdale

Group Secretary

Sandton

23 November 2010