

Tiger Brands



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PO Box 78056, Sandton 2146, Republic of South Africa

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RE: APPOINTMENT OF NEW CHIEF EXECUTIVE OFFICER

The Board of Directors of Tiger Brands Limited today announced the appointment of Mr Lawrence Mac Dougall as the new Chief Executive Officer (CEO) of Tiger Brands Limited. His effective date of employment will be communicated by the end of March.

The Board adopted a rigorous 5 month process to interview and select the new CEO for the company. Mr Andre Parker, Chairman of the Board commented: "We are delighted with the appointment of Lawrence Mac Dougall and are confident of his abilities to lead the organisation and to deliver on the strategic objectives of Tiger Brands. We have found an exceptional new CEO in Lawrence, who has sound commercial and strategic acumen, the demonstrated ability to lead extensive growth and business turnaround strategies and the leadership skills to develop strong integrated teams that deliver continuous sustainable performance."

Lawrence Mac Dougall has in-depth business experience, successfully leading complex local and multinational organisations in challenging environments across Africa, The Middle East, Eastern Europe and Russia. He has previously worked as Managing Director of Bromor Foods and Cadbury (Pty) Ltd in South Africa. He has led Kraft Foods and Mondelez International as Regional President. Mondelez is the world's largest snacking and the world's second largest food company. Lawrence has extensive FMCG experience in excess of 25 years in the Confectionery, Beverages, Snacks, Groceries and Biscuits categories.

"I am excited and energised about joining Tiger Brands. Tiger Brands is an iconic South African business with a strong heritage and great brands that resonate with consumers across many cultures and all income levels. The strength of our brands offers us a distinct competitive advantage that can be leveraged to create value for all stakeholders. I am proud to be leading the Tiger Brands team on this journey as we strengthen our position in the market and contribute positively to the South African economy" said Mac Dougall.

For further information please contact Bridgitte Backman:

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TIGER CONSUMER BRANDS LIMITED Registration No. 1972/006590/06

Directors: N P Doyle (Acting Chief Executive Officer), N G Brimacombe, A G Kirk, O Ighodaro, C F H Vaux

Company Secretary: T Naidoo