

Tiger Brands



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PO Box 78056, Sandton 2146, Republic of South Africa

01 April 2016

Media Announcement

RE: COMMENCEMENT DATE OF NEW CHIEF EXECUTIVE OFFICER, TIGER BRANDS LIMITED

Further to the announcement made on 9 March 2016 on the appointment of Lawrence Mac Dougall as Chief Executive Officer, the Board of Directors is pleased to confirm that Lawrence will join the company on 10 May 2016.

A detailed programme has been developed to introduce Lawrence to the organisation when he commences his journey with us.

The Board thanks Noel Doyle for his contribution as acting CEO and confirms that he will lead the company's Interim Results presentation and subsequent investor engagement.

Please address media enquiries to:-

Nevashnee Naicker

Group Communication and Stakeholder Relations Manager

011 840 4129 / media.relations@tigerbrands.com

Tiger Brands is a leading African manufacturer of branded food, home and personal care products. In South Africa, it has leading market shares across a broad range of categories and, over the years, has grown through acquisitions and by developing its brands. In addition to its core South African business, the group also has operations in West, East and Central Africa and has built a sizeable exports business for its products throughout Africa.

Tiger Brands prides itself on being a world-class manufacturer and marketer. The continuous renovation and innovation of its brands and the successful extension of these brands into adjacent categories and new markets underpin its success. The group's brand strategy is supported by extensive investment in marketing, as well as consumer and shopper research, which is used to obtain comprehensive consumer insights into the relevant categories and markets in which Tiger Brands operates.

The key divisions, holding leading brands, are:-

- *Grains – milling, baking, breakfast, rice and pasta*
- *Consumer – groceries, home, personal and baby care, perishables, snacks, treats and beverages*
- *International – Chile, Cameroon, Nigeria, Ethiopia, Kenya, Zimbabwe*
- *Exports - Langeberg & Ashton Foods and Davita Trading*

In addition to operations under its control, Tiger Brands holds meaningful minority shareholding interest in several associate companies:

- *JSE-listed fishing company Oceana Group Limited (42,1%)*
- *Chile-based FMCG company Empresas Carozzi (24,4%)*
- *Nigeria-based FMCG company UAC Foods Limited (49,0%)*

TIGER BRANDS LIMITED Registration No. 1944/017881/06

Directors

Non Executive: A C Parker (Chairman), B L Sibiyi (Deputy Chairman), M O Ajukwu, S L Botha, M J Bowman, M P Nyama, M Makanjee, K D K Mokhele, R D Nisbet, Y G H Suleman

Executive: N P Doyle (Acting Chief Executive Officer), O Ighodaro (Chief Financial Officer), C F H Vaux

Company Secretary: T Naidoo

- *Zimbabwe-listed FMCG company National Foods Holdings Limited (37,4%). Tiger Brands employees approximately 20591 employees across Africa. This does not include seasonal and casual labour.*