



A message from the Chairman, Mr Mark Rose

2010 has flown by and it has been another good year for Promasidor. Thanks to your dedication and hard work the business has continued to grow strongly and in 2010 we recorded sales in excess of \$500 million for the first time. In 2011 we expect sales to pass the \$600m mark.



Mark Rose

These are exceptional landmarks for a humble business that started in the 1980s and I hope you are immensely proud of your achievements.

This newsletter once again shows the innovative and imaginative skills for which Promasidor can be justly proud. We continue to lead the food industry in Africa in this regard with our competition continuing to copy our ideas in new products and marketing ideas. 2010 saw a proliferation of competitor products, particularly in flavoured powder milks and seasonings in sachets, especially from our international competition. You can all be justly proud that despite their significant resources and large budgets, they continue to follow your lead. In 2011 your plans include a number of exciting new products, which demonstrate once again that we will stay one (or two!!) steps ahead of the competition and that we will continue to be the first to deliver products that the consumer needs and wants. 2011 should be a good year for Promasidor.

Of course there are a number of potential headwinds we will need to navigate, not least the continuing escalation of agricultural commodity prices. The world thankfully appears to have managed its way out of the global recession following the global financial crisis, although many economies around the world remain in a fragile state. However what is evident, with China in particular, now the second largest economy in the world, continuing to grow at double digit growth rates, demands for many products globally appear to be under supplied. In addition speculators are also betting on increasing prices, exacerbating the volatility in pricing. This is

causing significant price increases in products we purchase for many of our brands, milk powder, sugar, tea, packaging and many others. In 2011 there will therefore certainly be food inflation and we are going to have to apply our innovative skills to minimising the price increases to our loyal consumers.

However, whilst you can be proud of what you have achieved in 2010, you should be confident for 2011. Enjoy reading the newsletter and remember, if you think a country's ideas can be applied to your country then make it happen. Discuss it with your managers. In 2011 and onwards we want to increase our cross fertilisation of ideas between countries and visits to other countries will need to be increased to achieve this goal.

Good luck in the coming year and I look forward to seeing and meeting as many of you as possible. □

God bless.

Mark Rose

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Country News

Promasidor Kenya makes their mark at the Nairobi International Trade Fair

It was all about food and fun as Promasidor Kenya took its main brands, Sossi and Onga, to the 2010 Nairobi International Trade Fair (NITF) at Jamhuri Park. The trade fair, an annual 7-day event showcasing the best of Kenya's commerce and agriculture, draws from regional, continental and global exhibitors who display and demonstrate their services and products alongside a full entertainment programme.

This year's event attracted 370 local exhibitors and 65 international exhibitors, with over 1 million visitors expected to attend.

The 2010 theme for the fair was: "Driving Agribusiness", and exhibitors were evaluated on their interpretation. PKL designed the Sossi and Onga stands with a captivating layout that ensured "Education, Experiential and Sales". "The trade fair is an exciting platform to expose consumers to our brands. Our layout is deliberately aimed at imparting product information and product experience through wet sampling, as well as a chance to buy products on special offer. We also developed some fun recipes to take home," explains Oscar Warui, National Sales Manager.



The Sossi Simbaz were a crowd puller.

With adjoining stands, both the Onga and Sossi brands maximized the number of visitors to their stands. The Promotions Team was on hand to receive and serve customers, while explaining the benefits of the products.

The Sossi stand was a hive of activity as the Sossi Simbaz, led by cycling Olympian David Kinjah, cycled on stationary rollers. Curious onlookers were in awe of the activity. To the crowd's amusement the professional cyclists occasionally invited volunteers to attempt (often failing!) cycling on the stationary rollers. Successful riders received instant prizes of Sossi branded merchandise.

Kinjah shared his insights on the exercise: "Participating in this event is important to me for two reasons. First it sensitizes the public about cycling as a professional sport; compared to athletics in Kenya cycling is virtually unknown. The other critical point is the importance of proper diet in sports. Sossi provides us with the protein and thereby staying power to keep fans yearning for more".



Sossi and Onga branded Public services vehicles in Nairobi city- the buses shuttled show goers to and from the Fair. It is estimated that a million people attend the 2010 trade fair.

The Sossi and Onga branded buses were also unveiled on the eve of the opening of the trade fair. The buses, which shuttled passengers to and from the city to the showground, ensured plenty of awareness and visibility, reinforcing Sossi and Onga as big brands. □

President of Nigeria, Goodluck Johanthan, visits the Promasidor stand

Goodluck comes to PNG! The president made a whistle-stop visit to our stand at the NESG summit in Abuja. It was even more of a privilege because ours was the only stand he visited. □



Sossi: My family's favourite meal



Children love Sossi and gather around to get a taste.

November 2010 marks one year since Promasidor Kenya launched Sossi Tasty Soya Pieces to the Kenyan market. It's set to have a major impact on Kenyan society by revolutionising the African diet through Sossi's chief ingredient: the humble soya bean, providing a truly nutritious meal at a very affordable price.

As we've mentioned, Sossi is made from soya beans. It has a high protein content providing all the benefits of meat at a fraction of the cost. Literally thousands of samplings with consumers have produced a consistent feedback that Sossi tastes like meat.

Made through a highly specialized process of extrusion and texturisation of precooked soya flour, the texture gives Sossi a chewy feel, making it taste meaty. Sossi comes complete with seasoning making it even easier to prepare. Pre-cooking means that consumers only need to soften the soya pieces in relish making a tasty, wholesome meal in just ten minutes.

As is characteristic with beans, Sossi expands upon cooking and is therefore very filling. A pack of 90g Sossi, for instance, is adequate for a family of 3 adults, making economic sense to the majority of Kenyans. The goal is to position Sossi as a favourite family meal, whether taken at breakfast, lunch or dinner, and suitable for the whole family.

Promasidor is developing local small-scale farmers to produce soya beans for Sossi. This is a truly beneficial economic cycle, where small rural farmers are developing raw material for a product that will benefit themselves and millions of ordinary Kenyans. In the words of Robert Clarke, MD PKL: "Sossi will bring massive benefits to all Kenyans as it will radically improve nutrition at a highly affordable price. Promasidor will develop this category and Sossi will become the brand of choice for tasty nutritious meals. A multi-media mass market campaign together with an effective PR strategy covering the Sossi story will make this brand a real staple within the Kenyan diet." □



Promasidor Sales supervisor Evans Kimemia selling to excited women in Meru market.

Onga adding spice to life in Kenyan homes

Promasidor Kenya Limited PKL unleashed a series of activities across Kenya, to inform, educate and entertain consumers on the benefits of Onga Mchuzi mix. The tactical campaign dubbed ‘Ongeza Utamu wa Maisha na Onga’ translates to: “Add spice to life with Onga”.

The campaign was well received in lower eastern, upper eastern and western Kenya.

Backed by local media stations, that would pre-announce the route plan, the on-ground crew was at hand to engage the audience. Complete with disc jockeys and comedians there was plenty on offer, as the road show caravan thrilled locals in a market-by-market drive. The entertainment consisted of drama skits, dancing and recipe

sharing competitions. Meanwhile the eager audience was tasked with deciding the overall winner making the sessions truly interactive. As is customary with every show, the best was saved for last, with Mama Onga(s) crowning the show! □



Promasidor Kenya MD, Robert Clarke at the stand.

Onga, truly mama’s helping hand!

It was exciting as PKL unveiled Mama Onga to three communities: Ukambani, Meru and Luo Nyanza. Mama Onga is a larger than life picture of an ordinary local woman, with extraordinary cooking skills, who is able to make everyday dishes scrumptious. One of the clear messages was the importance of togetherness at mealtime. The Meru Mama Onga, Faith Mwita, told an audience in Maua market: “Meals have the ability to bring families, friends, even colleagues together on a daily basis. Any tasty meal no matter how simple is always memorable. Onga’s distinct aroma and amazing taste transforms even basic local dishes.

Mama Onga generally visited women in marketplaces, hotels and salons sharing titbits on cooking traditional dishes and utilizing the extra helping hand that Onga provides for better aroma and taste. Later she treated her audience to a sampling exercise and demonstrated in the vernacular how to reap the full benefits of Mchuzi mix to approving crowds. Onga brand activation

manager Victoria Mwanzia says of the drive: “This campaign is a great opportunity and a powerful experience to relate with consumers. Our quest is to identify, meet and satisfy their needs. Our message to them is that the simple things do count. We want homes to experience the goodness of Onga, along the way loyal customers are also getting rewarded as we want them to maintain the status.” □



The Meru mama Onga backed with sales team pose for a picture with customers.

Promasidor Tanzania takes its nutrition message to school

Maweni Primary School is a Government school with over 1000 normal and special needs students who suffer from deafness. It is Located in Kigamboni area famous for Tourism and fishing.

We arrived at the school at 9am and found students expecting us and looking forward to a lick of our famous COWBELL 6g. We had a difficult time setting things up because students just wanted to have a lick straight away!

Finally they sat down under the supervision of the teacher on duty and a security guard with a series of questions prepared for the students. We asked how many had never tasted Cowbell. It wasn't a surprise that all had tasted it.

We asked if they knew about the enormous amount of nutrition found in milk products and especially "our Cowbell Milk". All agreed and said they thought milk was good for them, but were not sure of specifics.



Our "school boy" hand-outs in Kiswahili were discussed with them and we then proceeded to ask questions on vitamins and invited one after another to read out aloud the COWBELL handouts, giving out goodies to the good respondents and readers. Gifts included T-shirts, Cowbell tins and strips, Onga and more. Then we lined up the whole school, class by class, and issued sachets to all students. Teachers were issued Cowbell tins as a thank you for our visit.

Finally, we paid a special visit to the children in need, who are just 30 in number. We handed out Cowbell strips to the students, and T-shirts to their leaders. We listened to their problems and offered to help in anyway possible.

With the number of students we interacted, we are positive we have made a huge impact and created new customers, and we shall continue with more school visits to boost awareness and sales, especially of the Cowbell 6g sachet. □

Cowbell takes Ghana cycling

The long-established relationship between Cowbell and the Ghana Cycling Association is now well entrenched with the sponsorship of the Ghana Cycling Team to participate in the 2010 edition of the African Cycling Championship held in Kigali, Rwanda.

The international competition, which is a first for the Ghana cycling team under the International Cycling Union, almost didn't happen, until Promasidor stepped in to provide the resources needed for the team to take part in the competition.

The National Cycling Team, the "Golden Bikers" pitched their pedal strength against 14 other African countries in the competition, which was held from 9th - 14th November 2010. The team performed above the organisers' expectations and immediately earned an invitation to compete in another competition to be held in Dakar, Senegal.

Cowbell's sponsorship of the national cycling team has drawn a lot of buzz in the media nationwide, giving the brand a useful image boost as a leading corporate citizen and bringing it to the full attention of sports authorities and policy makers in the country. There is no doubt that the goodwill built with the National Sports Council through this sponsorship, will go a long way to facilitate Promasidor's dealings in sports in the future.



Team Ghana with President of the African Cycling Confederation - Dr. Waggih Azzam

The presentation of the sponsorship package worth \$7,000 was done in a press conference well attended by media personnel from all the leading television, radio and newspaper houses. A similar media gathering was held on arrival of the team ten days later, making media coverage of the event heavy and attracting a lot of attention for the Cowbell brand. Additionally, the opportunity to brand the jerseys of the team members ensured that they carried the brand with them everywhere they competed.

There is no doubt that this gesture established Cowbell beyond doubt as the corporate face of cycling in Ghana. □



Members of the Ghana team at the starting point of one of their time trials during the competition in their Cowbell branded jerseys.

The Launch Pad

New Loya Premium offers consumers 50% more

Promasidor Nigeria Limited recently introduced the newly re-fortified Loya Milk, a Premium dairy brand from its stable. New Loya Premium milk, which has been reformulated to contain 50% more calcium than before, reflects the premium positioning of the brand and offers consumers a healthier, more nutritious product. Calcium, as most of us know, is essential for developing and maintaining strong bones and teeth.

The re-fortified Loya Premium milk packaging has been enhanced for more attractive shelf appeal. The Loya brand positioning line: "More than just milk", further entrenches our premium offering. Loya is available in four pack sizes - the 22g sachet, 400g sachet, 400g Tin and 900g Tin. They are all available in all markets and neighbourhood shops nationwide.

As part of its marketing campaign, Promasidor will introduce new and exciting communications across the country. The communications, unveiled to an audience of staff, trade and leading dignitaries at the Federal Palace hotel Victoria island recently, clearly captures the unique attributes of the brand, which include 28 vitamins and minerals plus its 50% more calcium promise.



The Managing Director of Promasidor Nigeria Mr. Keith Richards said at the event: "We have really done our homework on the re-fortified Hi-calcium Loya milk, and this we did in order to offer the growing Nigerian family, both young and young at heart, a product that offers them not only a healthier diet mix but also top shelf quality that meets world-class standards."

Speaking further, the GM Marketing Promasidor, Kachi Onubogu said, "Calcium is an essential part of our everyday lives especially in our growing children and we have introduced the new Loya Premium milk to demonstrate that we do care about our consumers' welfare and overall health status, so we are really excited about this and how well this product will do in the market based on the nutritional value we are bringing to the growing family in Nigeria." □



Promasidor Nigeria shakes things up with the new Soup variant and shaker dispenser

Launched in four variants, Stew, Chicken, Classic and Crayfish is designed to give consumers the 'One Stop' solution for all their seasoning needs, with each variant formulated to assist every woman deliver delicious meals for the enjoyment of the family.

Our Onga variants are available in 6g sachets for use in homes, and larger 3kg pack sizes for out of home and commercial cooking. The brand continues to explore new ways of delighting its increasing consumers, hence the introduction of the new 'Soup' variant alongside the introduction of a shaker pack for both 'Stew' and 'Chicken' flavours.

Onga Soup is the fifth variant of Onga, the other four being Classic, Stew, Chicken and Crayfish. It is being launched specifically formulated to bring out the best in all types of 'soups' from different parts of Nigeria.

Shakers were launched to further address consumers need for a more hygienic (hands-free) stock seasoning as well as a more easy-to-use option. Presently, only two variants are available in the shaker format: Stew and Chicken, in two different sizes: 80g and 185g.

The two new initiatives from Onga will be formally launched across different markets in Nigeria. □



From left: Kachi Onubogu, General Manager Marketing, Promasidor Nigeria Ltd; Alhaja Bolanle Adeyemi, Iyalaoja of boundary market; Keith Richards, MD/CEO Promasidor Nigeria, during the launch of Onga Soup at Ajegunle market.



Madam Abiola Inawo, Brand manager Onga, presenting the first prize to the winner, during the on going Onga Soup launch held recently at the Oke-Arin Market in Lagos.



From left- chief Odunuga Oluwaseun, Baba Loja Idita Alakoro Market; Mrs Nseabasi Umoren project manager Promasidor Nigeria Ltd; Mrs Abiola Inawo, brand manager Onga; Alhaja Biola Akinjobi representing Iyaloja general of Lagos; Mr Andrew Enahoro, Head Legal and Public Relations, Promasidor ; Mr Samuel Balogun after the unveiling of Onga Soup Seasoning at Oke-arin market in Lagos.



General Manager Marketing Promasidor Nigeria Limited, Mr Kachi Onubogu (left) displays Onga strips while Uduak Isang, Head of depot in Onitcha (standing right) both in the midst of people in the market of Onitcha.

Outside the box

In every issue we will now feature examples of creative thinking in branding and promotions. In our first column we're showcasing great packet designs. □



Milestones

Congratulations to Keith Richards on receiving his OBE from the Queen

Keith tells us in his own words about the experience.

You first hear that you might be awarded an OBE when someone rings up and says they want to ask you something that must be kept confidential. In my case it was the British High Commission in Nigeria. It was a bit of a shock; you want to rush out and tell people, but you can't because you were told not to, and in any case wouldn't you look stupid if it didn't happen?

On the day the Queens Birthday's Honours were published (according to tradition in the London Gazette) someone else from the British H C in Nigeria was also awarded an OBE and he rang to tell me. I wasn't able to see it in writing until the Daily Telegraph from the UK arrived a day later. The first person I had to ring was my father who was thrilled. Even my two sons, who are at that cynical and "not impressed by anything" age, thought it was cool.

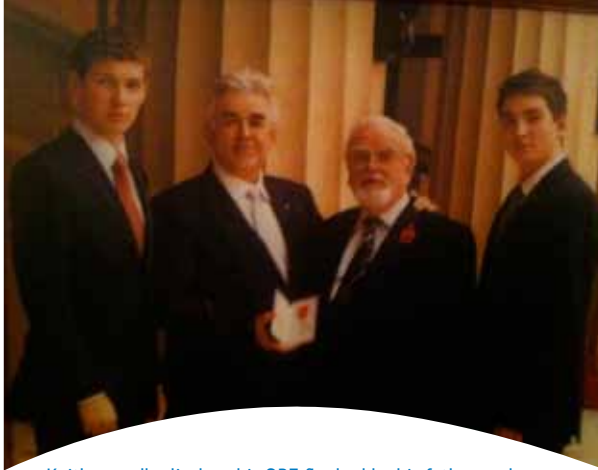
The actual event was at Buckingham Palace in November. There were 94 awardees of various classes that day. Poignantly the first were posthumous recipients of medals from the Afghanistan war and these were done 'in camera'. The rest of us were separated from the three guests we were allowed and given a briefing on protocols in a side Chamber while our guests were seated in the Grand Ballroom and entertained by an orchestra from the British Army. It was all very impressive and regal. In order of merit; starting with those getting knighthoods (with the whole sword and "arise Sir so and so" bit) first, followed by Commanders of the Order of the British Empire. Next were us, the Officers (OBE's), followed by the Members (MBE's). The Queen stood on a small dais surrounded by Yeoman of the Guard



Keith receives his OBE from the Queen.

and her Ghurka Guard of Honour. When it was my turn I suppressed a nervous cough and took my place, following all protocols of course. Queen Elizabeth hung the medal on a small hook that had been pinned to my lapel earlier and asked me a few questions. When I said we had met before in Nigeria she asked me: "where, in the dark?". " Er, No, Ma'am," I replied. "In Abuja". There was a slight pause when I thought "o you idiot, she's cracked a joke and you missed it!" I am sure she was thinking "what an idiot - didn't get my joke!" Anyway, we chatted for what seemed like ages but was actually around two minutes though apparently that was the longest of the day. I have to say she was charming and the consummate professional. Everyone was impressed by her memory and stamina for someone in her eighties.

It was such an honour but, for me, the most wonderful thing was being able to do something that enabled my father to say it was the proudest day of his life. We had a long and boozy lunch with family afterwards. It was a very special day.



Keith proudly displays his OBE flanked by his father and sons.

My award was for Nigerian British Commercial interests and charitable work. I have to say I can look back and think of so many that have contributed as much if not more. I have also been lucky that I have worked for organisations that have taken seriously the belief in giving back to the communities in which we live and work. Promasidor, as a company reflects the community-based approach of the Rose family and, in Nigeria, of the Oppenheimers. If I was the lucky recipient I am only the representative of a Company that walks the talk. □

Promasidor welcomes a new rising star to the African Leadership Academy

We welcome Jason Lewis as the second recipient of the Promasidor African Leadership Academy Scholarship. Four students from the ALA were interviewed by Promasidor founder, Robert Rose and, though all showed promise and incredible potential, Jason was chosen above all others. In the words of Robert Rose: “He is a natural, outstanding leader with the right determination to succeed.” We welcome Jason in to the Promasidor family and wish him all the best. □