



East African Cables

Connecting lives

MARKET

East African Cable is a publicly listed company that has positioned its products to serve the Eastern and Central African market with high quality cables that meet international standards. East African cables range of products includes; copper cables and conductors for domestic applications as well as industrial power applications, and aluminium conductors and cables used for power transmission and distribution. The company also offers Data, Telecommunication and Fiber optic solutions. EAC products are targeted towards the retail market, the minor and turnkey contractor projects and Utility market that is primarily dominated by the power distribution companies.

With over four decades in cable manufacturing, EAC has grown in leaps and bounds to the current position with four manufacturing facilities; two in Nairobi, Kenya, one in Dar-es-salaam, Tanzania and one in DRC. In addition, EAC is present in Uganda, Rwanda, Burundi, Southern Sudan and Ethiopia through a distribution network.

By the end of 2009, EAC had an annual turnover of Ksh 2.8 billion and a market share of over 30%, in the copper products which are the main drivers of the business. Despite the increase in counterfeit cables in the market and the entry of competing cable manufacturing plants in the region, EAC has proudly and consistently maintained high standards of quality and ensured safe products get to the consumer. This is the number one unique selling point for the EAC products - Safety

In keeping with the evolving market demands, EAC has invested over Ksh 1.3 billion shillings in new machinery that is aimed at increasing productivity and introducing new products into the market as prescribed by market needs. With this backdrop, EAC is confident of an up to 70% market share in both its retail and project market in the next 5 years.

ACHIEVEMENTS

In keeping with the commitment to maintain world class standards, EAC has the most advanced heavy metals manufacturing plant in Sub Sahara Africa. The plant is optimized to meet specific quality standards and is benchmarked against the best cables manufacturing plants in the world. With this foundation, EAC has set itself apart from its

practice of using conductors separated by air gaps. ABC is not only aesthetically appealing, but is also safer as external forces such as wind which can cause the separated conductors to touch and short circuit is avoided.

Cross-Linked Polyethylene (XLPE); has the ability to carry more current for the same size of cable compared to PVC cables, Excellent resistance to water, salts acids and alkalines, has better strength at higher temperatures.

Halogen Free Fire Retardant (HFFR); No toxic fumes in case of fire, its environmentally friendly- "Green product" and is better for use in oil, gas, petrochemical, public buildings, and power generation facilities

In addition EAC has consistently maintained an internationally accredited Quality Management System currently based on the ISO 9001:2008 standard. EA Cables was first awarded the ISO 9001 certificate in 2003 and has since been periodically assessed for conformity and compliance to the ISO 9001 standard by international external assessors.

In 2008, EAC won the Fire Awards - A financial reporting standard award that is awarded by the Institute of certified public accountants of Kenya (ICPAK) and the Nairobi stock exchange (NSE), aimed at recognizing accounts reporting that keeps to the internationally outlined standards.

HISTORY

In 1966 EAC commissioned its production lines under the Delta group, producing both copper and aluminium products. In October 2001, the Delta group closed their Kenyan operation and sold the company to Sameer Group of companies, who later sold the company to the Trans Century group that have steered the company to tremendous growth, starting with an

expansion program that saw the commissioning of EAC Tanzania plant in 2005. The establishment of EAC Uganda office in 2006, and territorial coverage in Burundi, Southern Sudan, Rwanda and Ethiopia in the same year. EAC has also grown its distribution network in Kenya immensely with

WIRE SI WIRE
Hakikisha ni ya East African Cables

WARNING! POWER SURGE

It's the decision you make at the end of a project that could cost you everything. Like the decision to say "wire ni wire".

Using sub-standard cables to wire your building, your equipment or even for use at home could cost you dearly. Making everything you've ever worked for in life, go up in smoke. With a wealth of experience and quality cables to suit your every need, you'll be glad you talked to East African Cables first. Because we know, wire si wire.

Manufacturers and suppliers of premium:

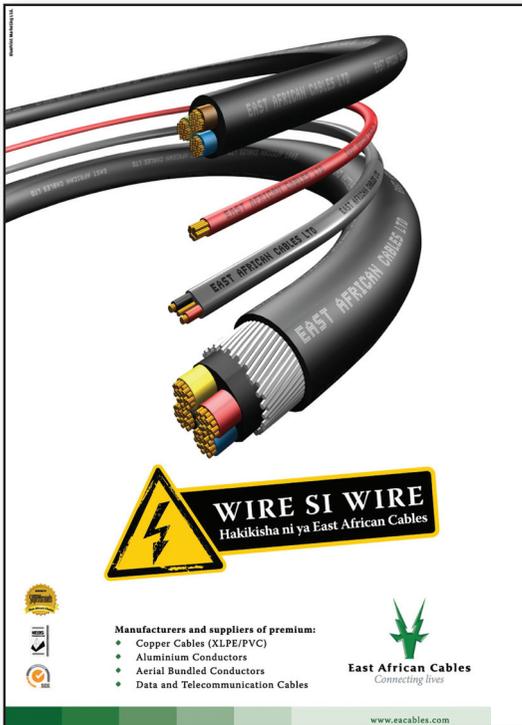
- Copper Cables (XLPE/PVC)
- Aluminium Conductors
- Aerial Bundled Conductors
- Data and Telecommunication Cables

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peers, and also allowed for exceptional scalability in the future.

In 2010 EAC introduced 3 new products; Aerial Bundled Cables (ABC); Over head power lines using several insulated phase conductors bundled together, this contrasts with the traditional



11 distributors positioned across the country. In 2010 EAC established technical and commercial agreement with Nexans France and a commercial agreement with LS cables of Korea, to be the sole distributor of their data and telecommunication cables. The Trans Century group has moved EAC from a Kenyan company to a regional power house, with plans to expand even further in the pipeline.

PRODUCT

EAC product portfolio ranges from Copper electrical cables and conductors mainly used for domestic as well as industrial application, Aluminium conductors and cables, used for power distribution and transmission over national gridlines and Data and telecommunication cables, fiber optic cables and related accessories.

Under the Copper electrical cables the categories include house wiring and Flexible cables; a range of cables for applications in and around the home from the power and lighting



circuits through the whole range of electrical appliances. Armoured cables which have steel wire screens and tougher insulation with stand external elements. Armoured cables are usually installed underground and are used for distribution of power in industrial and commercial buildings, street lighting, among other applications. In the automotive world EAC has a range of products namely electrical harnesses, battery cables and ignition cables. In addition EAC produces soundronics cables as well as HFFR cables.

Under the Aluminium banner, EAC manufactures aluminium overhead conductors for aerial transmission lines and service drop cables for secondary overhead transmission or as feeders to residential houses, industrial and other commercial installations. The products include Aluminium conductors (bare & PVC insulated), Aluminium conductors steel reinforced, Concentric cables, Aerial Bundled Cables and Twisted Cables.

RECENT DEVELOPMENTS

With the increased economic activities in the region, especially in building and construction, use of electric cables is expected to continue growing. To this end, EAC has embarked on growing the business by increasing capacity and engaging the right skill and talent. This has seen the introduction of distributor channels in 2010, that will allow a better delivery of EAC products to the consumers, and ensure constant availability of goods. In addition an expansion plan is underway, to widen EAC footprint in the region and beyond.

PROMOTION

EAC is the first cable manufacturer in the region to understand the importance of keeping the brand presence alive in the mind of the consumer. Recently EAC embarked on a brand building campaign dubbed “Wire si Wire” aimed at sensitizing the market on the dangers of using substandard cables. This was through mainstream media Radio, TV, Print and outdoor. The next phase of the campaign will be to use below the line tactics to get to the consumer on a more targeted channel, this will be through point of purchase material like posters, brochures etc. The campaign has been very successful, mainly by simplifying the cabling world which to many sounds too technical and they therefore leave the technical people to make the decisions on what cabling to use, Wire si Wire spoke the consumer’s language and demystified the product range.

In addition EAC participates in industry Expos, which provide a one on one opportunity with the market, where products are showcased, questions asked and EAC personnel have the opportunity to advice and give feedback.

BRAND VALUES

The key value that EAC believes in and practices is SAFETY, all EAC products are subjected to the highest quality checks in accordance to international accepted cable manufacturing practises. EAC recognizes the importance of using quality cabling, with the understanding of the dangers consumers are exposed to when substandard cables are used. The brand promise to the consumer: Beyond the unseen, EAC cares.



THINGS YOU DIDN'T KNOW ABOUT EAC

- In the quality assurance department, EAC subjects all cables manufactured to the most extreme testing parameters, this is in the effort to ensure that the cables will be able to withstand even the most adverse or extreme conditions when in use – Cables are subjected to 8 times more voltage than intended when in use to ensure the quality of the cable.
- Jomo Kenyatta International Airport terminal in Nairobi, Kenya, and Kenyatta International Conference Centre are an example of two mega buildings that are entirely cabled with EAC products.