



brand values has seen it continue to outperform imported sugar, which is sold as a commodity at much lower prices. Mumias sugar was first packed in a 100kg bag, later reduced to 50kg. In 2001, branded sugar was introduced in 2kg and 1kg packs, followed by 500g and 250g in 2004. Sachets of 7.5g and 5g were introduced to the market in 2006.

Recently, Mumias has introduced a 5kg offering in a more attractive and fresh pack.

RECENT DEVELOPMENTS

Mumias Sugar has commissioned a 38MW Cogeneration Plant and is currently erecting an ethanol plant and a water plant. The ethanol project is valued at US\$42 million and will provide an output of 25 million litres per annum, up from its current 80,000 ton of molasses. This is expected to bring the company an additional KSh 1 billion in revenue.

The company has also signed a financing agreement with consortium of Ecobank and Commercial Bank of Africa for 50 percent financing of its ethanol distillery. The project to be financed 50% debt and 50% equity will produce Extra Neutral Alcohol (ENA) from molasses. MSC has a capacity of producing 22 million litres annually from 80,000 tons molasses. The plant will also be configured to produce Anhydrous Alcohol (AA) for blending with petrol to produce gasohol for vehicles.

PROMOTION

Mumias brand promotion is largely through stand alone ads on Citizen TV, KTN, NTV, KBC. Radio includes Kiss FM, Citizen radio, Ramogi, Mulembe, Classic radio, Radio Mambo, Radio Jambo, Mbaitu, Mwariama, Milele FM, QFM, Milele FM and local stations, where the brand sponsors radio programmes. The company also utilizes print media through monthly and quarterly publications and dailies including Nation, standard and Star newspapers.

Major consumer and trade promotions like Zawadi Tamu, Faida Tamu, Utamu halisi and

Maisha Tamu, once a year for a duration of four months. Mumias also recently ran a successful week long lucky dip promotion at a Gilani's store.

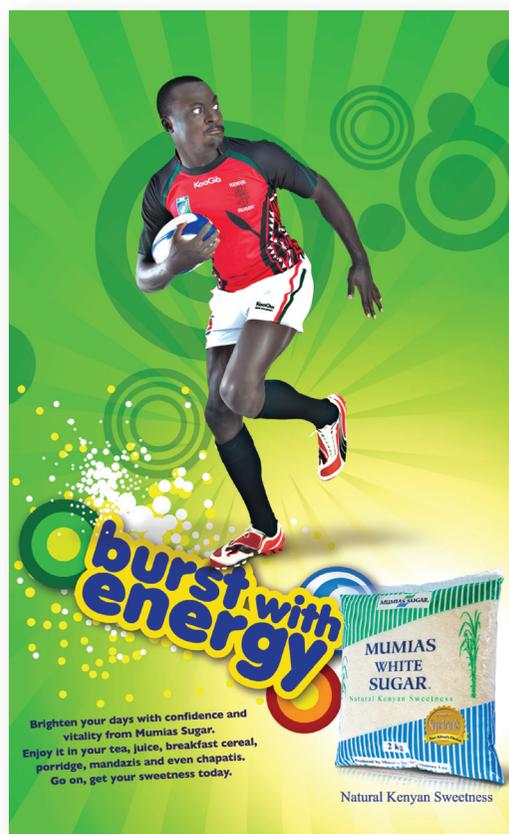
Fresh, vibrant communication is targeted mainly at the youth and mothers, with "Natural Kenyan Sweetness" still the main slogan for Mumias; and "Burst with Energy" used to appeal to the youth. Below the line activations include road shows, supermarket promotions, website banners on the Mumias website, street lighting in Kakamega and Mumias.

Mumias also utilizes Out Of Home channels including bus branding, bridge branding, in-bus advertising and in-store radio as well as in-store digital screens advertising

In terms of PR, the brand is actively involved in many activities mainly targeting the youth and corporate stakeholders. These include the 'Natural sweetness golf tournament' usually held in various courses around the country. Mumias has also undertaken brand PR sponsorships that contribute to identifying and growing youth talent through title sponsorships of sports and other youth activities including the Kenya Music Festival in 2010, sponsor of the Western franchise team in the Bamburi Super Series rugby tournament and more recently sponsorship of Utamu Halisi Soccer tournament in western region which covered 9 Districts and brought together over 1500 local football heroes. Mumias Sugar is also the 2011 Kenya Drama National Festivals and also committed to sponsor various sporting events countrywide. This will also include shirt/title sponsorship of AFC Leopards Sports Club from 2011 for three years.

BRAND VALUES

Mumias vision is to be a world class producer of sugar and energy; and its mission is to consistently satisfy consumer needs for sugar and energy through efficient and innovative practices, while meeting the diverse expectations of all its stakeholders.



Values include:

- Consistently offering quality products and services to our customers.
- Upholding excellence in performance as a key business driver.
- Encouraging teamwork and positive contribution from our motivated and innovative employees.
- Conducting business with our customers and all other stakeholders with integrity and probity.
- Practicing fair competition.
- Observing good corporate governance at all times.
- Being a responsible corporate citizen.
- Being an equal opportunity employer guided by local laws and International Labour Organisation conventions.
- Embracing internationally accepted health, safety and environmental practices in our operations

Consumers think taste, quality, hygiene, family and accessibility when they think Mumias Sugar. There is pride in it being a national brand, with attractive packaging and guaranteed weight.

The Mumias Sugar promise to consumers is to offer a world class sugar brand that is natural, caring, loving and filled with energy. It's a brand committed to offering a quality product that satisfies the consumer's need; and one that has built a strong sense of loyalty in both the youth and mothers.

Daily testing of the product against set standards in terms of colour, crystal sizes and packaging ensures that Mumias quality assurance department continues to meet both the company's and consumers demand for sugar of the highest quality.

THINGS YOU DIDN'T KNOW ABOUT MUMIAS SUGAR

- The brand is produced in Mumias Sugar Company factory which is the biggest sugar manufacturing factory in East and Central Africa
- Mumias Sugar is produced by a company which was the first sugar factory in East and Central Africa to register its Clean Development Mechanism project and sign a contract for sale of carbon credits
- Mumias sugar is the only sugar produced through the process of diffusion in East Africa; the other brands are produced through the milling process
- Increased sugar production capacity from 219,731 tons to 302,002.49 tons a year in 2006 which makes Mumias Sugar one of the largest sugar producing companies in the region
- Mumias Sugar is the first to launch Vitamin A fortified sugar in East Africa