

You need it, We've got it.



THE MARKET

Nakumatt Holdings Limited is East Africa's leading supermarket chain. As the largest retail market player in East Africa, Uganda and Rwanda - and still expanding to the wider East African region - Nakumatt has over 32 stores dealing in general retail merchandise.

Established in 1987, Nakumatt Holdings maintains its market leadership by offering customers quality, value, service and variety.

Nakumatt's store formats range from convenience stores to supermarkets and hypermarkets that showcase distinct world-class shopping floor layouts and amenities. All branches hold a range of over 75,000 quality products, thanks to the brand's ongoing passion for retail excellence,

Nakumatt stores countrywide have carved out a niche for themselves as the ideal shopping and entertainment centers for the whole family. With 20% percent of the formal retail market and a turnover of Kshs 32 billion during its last financial year, the brand has steadily built a reputation for taking care of the lifestyle needs of every family member.

Besides its corporate endeavors, Nakumatt operations are tailored to be highly sustainable on all fronts. The company takes particular effort to ensure that our operations impact positively on our customers and the environment for generations to come.

Nakumatt is also an active social development investor, spearheading community development projects on aspects such as health, entrepreneurship, sports, culture, environment, education and urban restoration and given the role that the retail sector is currently playing in the East African economy, Nakumatt is committed to enhancing economic development by adopting world-class retail store management standards. This is a model for how business should be done, and it has undoubtedly contributed to our string of corporate awards, certifications and achievements on coveted and prestigious rolls of honour.

ACHIEVEMENTS

Nakumatt prides itself in conforming to local and international laws, policies and regulations Nakumatt Holdings has in keeping with global standards managed to bag a string of internationally recognized awards and certifications. All the



awards and certifications confirm Nakumatt's world-class superiority. They include:

- PriceWaterhouseCoopers East Africa most respected service sector award
- East Africa Bureau of Standards ISO 9001:2008 Quality Management system
- Planet Retail Global Ranking
- East Africa Superbrand 2007/2008; 2009/2010
- GCR Credit rating
- CEO -top 50 emerging market business leaders
- Environment Audit due diligence

Several factors distinguish Nakumatt from its market peers, not least of which is its truly Kenyan outlook that ensures over 4

000 Kenyans are employed across over 32 branches. The brand's corporate governance and social responsibility initiatives currently amount to KSh 150 million (US\$2 million); and its commitment to good corporate governance saw it being the first operation of its kind to introduce Electronic Tax Registers across its branch network.

Nakumatt's cutting-edge Oracle retail IT system required an investment of over KSh 140 million to roll out and the brand's environment and quality policy ensures that customers are afforded products and goods that meet world environmental and quality standards. It is things like this that careful attention is paid to, to ensure the longevity of the brand and impeccable service to customers.

HISTORY

The brainchild of retail visionary Mr Maganlal Shah, Nakumatt was established in 1987 as Nakura Mattresses. The mantle was later passed to Mr Atul Shah, the current managing director, who carries on Mr Shah's tradition of providing quality products at affordable prices.

The supermarket chain was founded as a ten square foot "emporium" which has grown into selling space of over a million square feet. Nakumatt's head office and distribution center occupy some 140,000 square feet of storage and office space.

The past 23 years have brought evolutionary changes to the brand, which has kept up with global trends while maintaining its commitment to customer service at a grass roots level.

THE PRODUCT

Nakumatt has over 32 outlets strategically located around the country, all of which have attractive display units to give customers convenient access to the stores' well-defined product categories in a well-lit shopping environment.

Extended shopping hours on weekends and public holidays, along with ample parking, ensure each Nakumatt outlet is an enjoyable shopping experience.

Passionate about its customers and committed to providing them with extra benefits, the Nakumatt smart card enables customers to accumulate points, known as "smart points", at the point of purchase. Several prizes are offered in a variety of innovative "smart" rewards.

Nakumatt Smart Card has

provided exciting customer rewards in the program, where shoppers enjoy various benefits which include the following:

- Goods in exchange for point value
- Discounts with service providers
- Surprise for birthdays
- Double points during off peak times
- Redemption points for purchases
- Back to school promotion

Additional value comes in the form of the Nakumatt gift voucher, Nakumatt gift card, Nakumatt Visa card and Nakumatt wedding list.

RECENT DEVELOPMENTS

Nakumatt's 2007 launch of a range of gold and silver Nakumatt Visa credit cards heralded the company's entry in the financial services sector and extended added-value offerings to its customers.

The first ever 24-hour shopping mall in Ukay (Westlands); followed by Nakumatt Household (Eldoret), Ngong Road, Downtown; and Nyanza (Kisumu), Nakumatt Cinemax, Nakumatt oasis and Nakumatt bugolobi in Uganda and Nakumatt City Centre in Rwanda saw the brand increase its footprint in the region.

Nakumatt made history once again in 2008 as the first retail chain on the African continent to introduce a fleet of motorised shopping trolleys for the exclusive use of the physically challenged and elderly shoppers.

In an innovative move towards more customer convenience, the Nakumatt Gift Voucher is available in any denomination, the value of which shoppers redeem at once.

The Nakumatt Gift Card enables the holder to spend small amounts of the value of the card at different shopping times, as data is contained in an electromagnetic chip that can be adjusted according to purchases made.

The Nakumatt Wedding List is a gift registry service for couples about to tie the knot. The bride and groom to be - choose the gifts they would like and friends and family can buy gifts from the couple's wish list. The service is available at all Nakumatt branches.

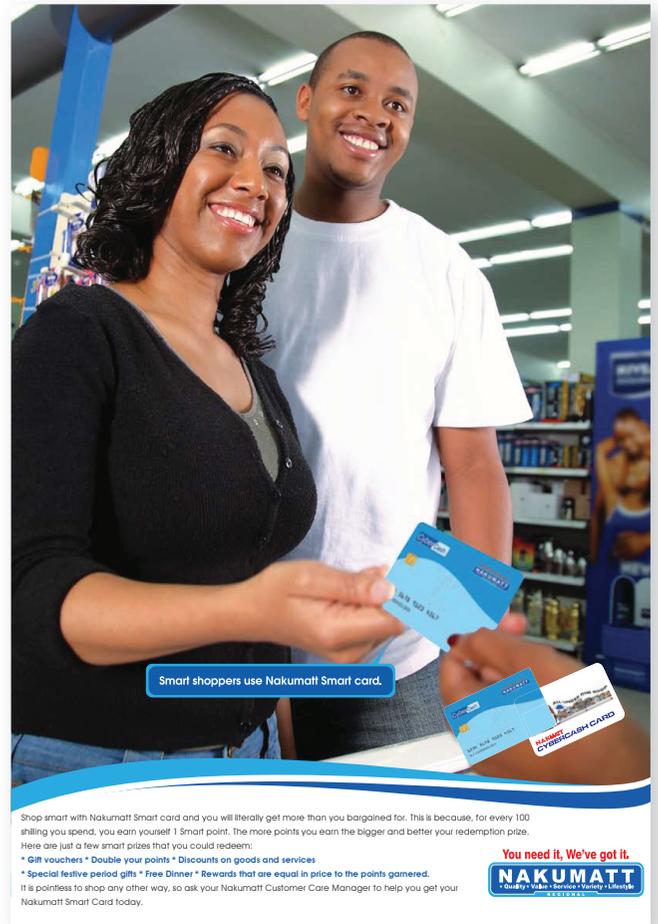
BRAND VALUES

The pride of Nakumatt is in delivering quality, value, service, variety and lifestyle enhancing products. It is a brand that conducts business with honesty and integrity, ensuring high standards in all areas that ultimately improve the economy of the region and the country.

A dynamic management team is committed to achieving the best possible results so that accumulated benefits can be passed on to consumers through access to a broader range of high quality, affordable products and excellent service.

The payoff line "You need it, we've got it!" speaks to Nakumatt's commitment to providing the highest quality and largest variety of local and international brands at reasonable and consistent prices. Coupled with unmatched service from warm, friendly and helpful staff in modern facilities, this adds up to the definitive shopping experience.

For Nakumatt, it's all about creating a chain of superstores in strategic locations that deliver quality, value, service, variety and lifestyle, with convenient opening hours to boot.



To ensure a clear focus of quality across the organisation and customer-centric employee activities, Nakumatt's top management is committed to a Quality Policy Statement, which says: "Nakumatt Holdings Limited is committed to providing a variety of affordable, quality brands as well as excellent and superior quality service to our customers."



PROMOTION

Advertising Nakumatt stores comprises a media mix – print, broadcast and online. Importantly, word of mouth and the brand's loyalty programmes form a large part of its marketing initiatives.

From a loyalty programme started in 2003, the Nakumatt Smart Card has grown to account for more than 68 percent of overall sales. The card enables customers to accumulate "smart points" with their purchases and claim "smart" rewards and prizes on reaching point targets. These loyal shoppers also enjoy discounts with service providers, random surprises on birthdays, double points for off-peak time shopping and redeemable points for purchases.



THINGS YOU DIDN'T KNOW ABOUT NAKUMATT

- The brand's pride in being wholly East African sees 4 000 indigenous East Africans employed across over 32 branches.
- Corporate governance is championed across the company and involves the directors, management and staff. On the Social investment front, Nakumatt's Ksh 150million CSR budget has enable it to touch lives across environmental, educational, cultural and health sectors.
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- The brainchild of retail visionary Mr Maganlal Shah, Nakumatt was established in 1987 as Nakuru Mattresses.