



MARKET

Baking is one of the things we remember growing up as children. At least every Kenyan has a memory of mum baking chapattis and, if we were lucky enough, she would give us the opportunity to bake with her. Of course our chapattis were never quite as round or as soft as mum's; she always gave chapattis that special touch. It was also key that she had the right flour to do this and no doubt for the longest period, this continues to be EXE.

EXE as a brand is a consumer wheat product that offers the highest quality and the biggest range in the market. EXE's flagship brand

extension is EXE All-Purpose Flour that caters to all home baking needs. The other strong EXE brand extensions are EXE Chapati Flour, EXE Self Raising Flour, EXE Brown Bread Flour, EXE Atta Mark I Flour, and EXE Mandazi Flour which are specialist brand extensions that cater to the peculiar baking need of the consumer. EXE is Kenya's leading wheat flour brand that contributes over 50% of the wheat flour market. The brand is very strong in retail supermarket outlets in Kenya and accounts for over 55% of the total flour sales in key retail chains, according to recent key retail outlet scanning data. EXE has huge growth potential in the medium term especially in the major retail channels where the AB, C1 and C2 consumer segments purchase their groceries. Latest consumer buying habits reveal growth potential in the area of health foods and value added flour. Plans are underway

to fortify all EXE products and heightened marketing support activities to increase loyalty across the country.

ACHIEVEMENTS

EXE continues to innovate the wheat flour category with plans underway to introduce further brand extensions to better meet the ever evolving consumer needs. To date EXE still leads in terms of range and quality. UNGA Ltd is a Hazard Analysis and Critical Control Points (HACCP) certified organisation. HACCP is a quality management system and production process that ensures food safety

control measures are observed and maintained. These have also been incorporated into the ISO 9001 Quality Management System. Both HACCP and ISO 9001 assure the consumers of all UNGA brands that their food products are manufactured under the highest hygienic standards. On top of this, UNGA Ltd has also been awarded the KEBS Standardisation mark and Diamond Mark of quality.

HISTORY

UNGA Limited, a Group operating company, is one of the oldest companies in Kenya, registered on 28th December 1908, with the aim of serving the milling needs of the fledgling wheat growing industry that had established itself in the Rift Valley region. The first mill was built in Nairobi in early 1909 on what is now known as Koinange Street; the directors later sold the mill and commissioned a new mill at Njoro in 1921. By the 1970s, UNGA Limited had become the largest grain miller in East Africa with operations in Nairobi, Eldoret, Nakuru, Iringa, Dar es Salaam, Arusha and Jinja.

UNGA Group Limited has been a publicly listed company in Kenya since 1956. Today, UNGA Group is headquartered in Nairobi and is the holding company for four operating companies – UNGA Limited (human nutrition), UNGA Farm Care (EA) Limited (animal nutrition and health), UNGA Millers (Uganda) Limited (human and animal nutrition) and Bullpak Limited (paper packaging). UNGA Limited has mills in





Eldoret and Nairobi; UNGA Farm Care has manufacturing facilities in Nakuru and Nairobi. These facilities are supported by well equipped analytical laboratories.

PRODUCT

The company prides itself on being Kenya's largest and oldest miller, with a century of heritage in wheat flour milling. Brands are packed in attractive white packets that offer directions for use. EXE brands are designed to achieve customer satisfaction through superior quality while ensuring that nutritional value is retained in products that are baked using EXE brands. The EXE brand extensions are named for the foodstuffs they are used to bake. EXE All Purpose is used for chapatis, samosas, mandazi, pastry products and pancakes. EXE Chapati is specifically used to prepare the softest chapattis, while EXE Self Raising is used for baking of cakes and other products that require special premixed



raising agents. The other brand extensions include EXE Brown Bread, EXE Atta Mark for brown chapattis and EXE Mandazi for making the sweetest mandazis that Kenyans have grown to greatly love. The EXE brand continues to innovate in the field of packaging that represents highest quality and hygiene which raises visual impact, boosts demand and increases uptake of the brands from the retail channels.

RECENT DEVELOPMENTS

UNGA Ltd has plans to introduce further extensions of EXE in order to continue meeting changing needs and lifestyles of its consumers through innovation. Latest baby is EXE Mandazi Special in 25kg bags for commercial customers/users. 2013 will be a year for additional new products. From Easter 2013, EXE All Purpose will be found in laminated 5kg packs in your favourite retail stores! Another first within the wheat milling industry.

PROMOTION

The company runs regular trade marketing programmes nationally through its key retail accounts, distributors and second level customers, geared at enhancing trade stocking and product availability. The holding company UNGA also increases EXE visibility through the use of vehicle and distributor wall branding. These have proved very successful, enhancing brand awareness and recognition. The brand is now strengthening in-store shelf branding, increasing the number of facings on the supermarket shelves and activation to boost product demand and uptake of its products at the point of purchase.

BRAND VALUES

EXE brand values can be summarised in the following words: superior, premium, consistent, quality, value and availability. The brand would like to be associated with healthy living for the whole family. All the EXE wheat flour brands are of very high quality, guaranteeing consumers fresh products for a healthy and active life.

The brand promises its consumers consistent value for money.



EXE is committed to:

- Quality - only the finest wheat grains.
- Innovative - always looking to cater for changing consumer needs and emerging trends.
- Warmth - togetherness, laughter, joy, happiness, "good mum".
- Credibility - heritage, milling experience, from UNGA Ltd.

The EXE brand logo depicts the symbol of quality and products you can trust. The company has implemented various quality control procedures: Through HACCP, hazard analysis and controls begin with the purchasing of raw materials. Controls continue through raw materials receipts, the milling process, packaging of the product, right up to dispatch, giving management easy product traceability. The company has implemented the First In, First Out (FIFO) policy at its warehouses, distributor's warehouses and retail outlets, thus ensuring only the freshest products are available to consumers at all times.

EXE continues to strengthen the family relationships by encouraging togetherness through the warmth of sharing meals made from a good mum's home-cooking.

Things you didn't know about EXE

Unga Limited, owners of the EXE brand, is one of the oldest companies in Kenya, registered on 28th December 1908.

The company prides itself on being Kenya's largest and oldest miller, with a century of heritage in wheat flour milling.

EXE is Kenya's leading wheat flour brand and it contributes over 50% of the sales volume of the wheat flour market.

All the EXE wheat flour brands are of very high quality, guaranteeing consumers fresh products for a healthy and active life.

Superbrands