



East African Cables

Connecting lives.

MARKET

East African Cables (EAC) is proud to be celebrating 50 years since its incorporation as a company in 1965! The company has grown in leaps and bounds to be a leading manufacturer of Electrical Cables in the East African Region. Starting its operations in Nairobi industrial area, EAC has grown its footprint that now spreads across East and Central Africa with two manufacturing facilities in Nairobi, Kenya and one in Dar es Salaam, Tanzania. In addition, EAC has a distribution network that spreads across Uganda, Burundi, Rwanda, Southern Sudan, DRC and Ethiopia, through its offices and distributor network.

The company's 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.

By the end of 2014, East African Cables had an annual turnover of Ksh 5 billion, a 13% growth from previous year and a market share of over 40% in the copper products which are the main drivers of the business.

Factory Expansion Programme

In 2014 the company embarked on a major factory expansion programme that saw the copper factory get a major facelift and new modern machinery. The new plant will allow



East African Cables Factory

the company to double its capacity, increase efficiencies and position the company as a World Class cable factory. With this backdrop, EAC is confident of increasing its market share in both its retail and project market in the next five years.

ACHIEVEMENTS

East African Cables has the most advanced heavy metals manufacturing plant in Sub Sahara Africa. The plant is optimised to meet specific quality standards and is benchmarked against the best cable manufacturing plants in the world. With this foundation EAC has set itself apart from its peers and also allowed for exceptional scalability in the future.

In the recent past East African Cables has introduced three new products into the market:-

Aerial Bundled Cables (ABC) overhead power lines that are made up of several Insulated conductors bundled together, unlike the traditional practice where the bundled lines were separated lines.

Cross Linked Polyethylene (XLPE); Insulation material that has the ability to carry more current for the same size cable compared to PVC insulated cables. Has excellent resistance to water, salt acids and alkaline, and better strength at higher temperatures.

Halogen Free Fire Retardant (HFFR); Cables insulated or sheathed with PVC having smoke suppressive chemicals that ensure very little smoke is emitted in case of fire in addition to the non-emission of toxic gases.

In addition East African Cables has consistently maintained an internationally accredited Quality Management System, currently based on the ISO 9001 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.

HISTORY

In 1966 East African Cables 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 TransCentury Group that have steered the company to tremendous growth, starting with an expansion programme that saw the commissioning of EAC Tanzania plant in 2005. The establishment of EAC Uganda office in 2006, also saw territorial coverage in Burundi, Southern Sudan, Rwanda and Ethiopia in the same year. East African Cables has also grown its distribution network in Kenya immensely with 24 distributors positioned across the country. TransCentury Group has moved East African Cables from a Kenyan company to a regional power house, with plans to expand even further in the pipeline.

PRODUCT

East African Cables product portfolio range includes



Adopting SOS Homes

low voltage copper electrical cables and conductors used for domestic as well as industrial applications, aluminium conductors and cables, used for power distribution and transmission over national gridlines.

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.

Power and control cables; a range of power cables used extensively in the distribution of electricity throughout national gridlines from generation points to the industrial complexes and towns.

Auto and Battery Cables, namely electrical harnesses, battery cables and ignition cables. In addition East African Cables produces soudronics cables as well as Halogen Free Fire Retardant (HFFR) cables.

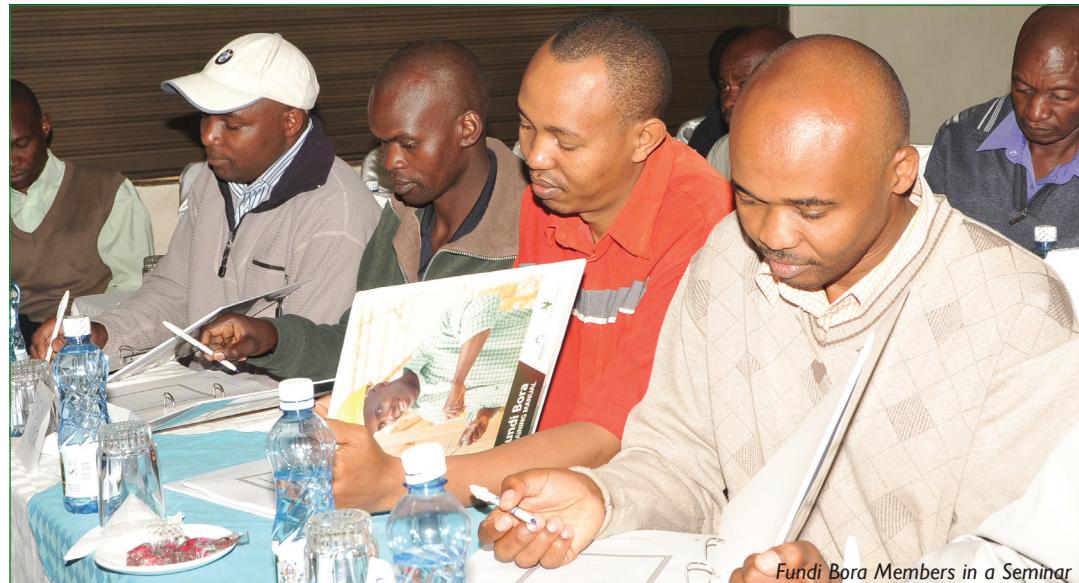
Overhead Conductors, EAC manufactures aluminium overhead conductors for aerial transmission lines and service drop cables for secondary overhead transmission or as feeders to residential houses, industrial and other commercial installations.

RECENT DEVELOPMENTS

As the market demand for medium voltage cables continues to grow, due to the scaling up of network rehabilitation works by regional power distributors, East African Cables next major investment in 2016 will be in opening of a medium voltage production line to meet this demand. To this end, East African Cables has embarked on growing the business by increasing capacity and engaging the right skill and talent. In addition an expansion plan is underway, to widen East African Cables footprint in the region and beyond.

PROMOTION

East African Cables is the first cable manufacturer



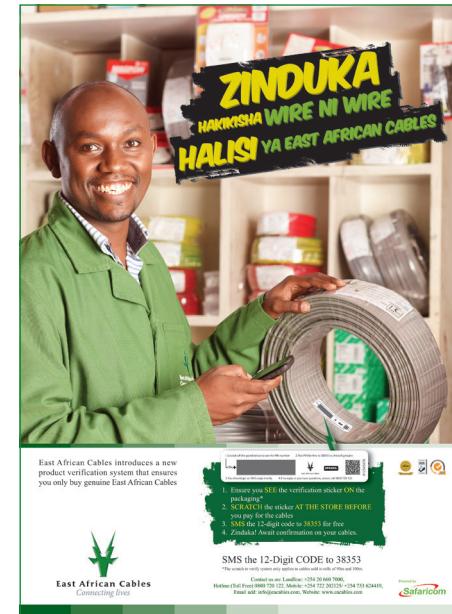
in the region to understand the importance of keeping the brand alive in the mind of the consumer. EAC launched the "Wire si Wire" campaign aimed at sensitising the market on the dangers of using substandard cables. This was through mainstream media; Radio, TV, Print and Outdoor. The campaign has been 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.

Anti-Counterfeit Campaign

In 2013 East African Cables introduced an sms based product verification system

dubbed

"Zinduka", this was necessitated by the increase in counterfeited East African Cables in the market. The company found the need to safeguard customers from the dangers that



come with installing counterfeit cables in their building. Customers now are able to verify the cable roll they are about to buy or install whether it's a genuine East African Cables products or not. The service is at no cost to the

customers allowing one to verify as many rolls as possible.



Electrical conductors delivery to Kenya Power for last mile connectivity.

BRAND VALUES

The key value that East African Cables believes in and practices is SAFETY, all EAC products are subjected to the highest quality checks in accordance to internationally accepted cable manufacturing practices. EAC recognises 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, East African Cables cares.

Working with the Community

East African Cables has created partnerships with key stakeholders in the industry designed to empower the youth and other special groups in the community. In 2012 the company established Fundi Bora Club - a club that aims at empowering its members with technical skills and entrepreneurial expertise that position members favourably for the job market. The club's members are qualified electricians drawn from across the country. The club has over

1,000 members countrywide with 70% of them being youth.

In 2013, the company adopted a home at the SOS Children's Village in Buruburu, which the company continues to support financially. This has given the staff the opportunity to give back their time and energy to a noble cause.

The company has also maintained its support to Our Lady of Nazareth Primary School in Mukuru slums. In the last financial year, East African Cables supported the school in building the schools lavatory block, in addition to the infirmary and water tank projects that were launched earlier. This goes a long way in ensuring an improved environment for the students.

www.eacables.com

Things you didn't know about East African Cables

East African Cables is celebrating 50 years in 2015 since its incorporation.

East African Cables has the largest cable manufacturing facility and capacity in East and Central Africa.

East African Cables customers can now verify whether the cable they are about to buy or install is a genuine East African Cables product through an sms based product verification system, where customers scratch and sms a twelve digit pin found on the cable roll. The service is at no cost to the customer.

Superbrands