



MARKET

Kenyans are known for their wit and appetite for wheat. A day without bread, mandazis, chapatis or samosas is an incomplete one. EXE® and their extensive range have something for the ever-growing demand for wheat products in both rural and urban areas. Their Knowledge of changing dietary patterns and the diversity of wheat products is what makes them one of the market leaders. Offering EXE® All Purpose Flour, EXE® Chapati Flour, EXE® Self Raising Flour, EXE® Brown Bread Flour, EXE® Atta Mark 1 Flour and EXE® Mandazi Flour.

Costumers know that when they are buying an EXE® product they are guaranteed quality. EXE® flour is Kenya's top brand in volume and value share. In fact, EXE® accounts for 50% of the total flour sales in key retail chains.

As consumer's demand grows so does then brand, promising a more variety and great value.

ACHIEVEMENTS

EXE considers it greatest achievement the fact that they are able to be a part of every family meal. This was their priority from day one and something they are most proud of. In addition to this, they have received numerous accolades such as:

Hazard Analysis and Critical Control Points (HACCP) Certification:

HACCP is a quality management system and production process that ensures food safety control measures are observed and maintained.

ISO 9001 Quality Management System:

The ISO 9001 is assurance to consumers that all UNGA brands are manufactured under the highest hygienic standards.

KEBS Standardisation Mark and Diamond Mark of Quality:

Assures that all UNGA brands are of the quality and originate from highest quality raw materials.

ISO 22000:2005 certified:

The ISO 22000:2005 certification which specifies



requires for a food safety management systems in an organisation of food production must demonstrate its ability to control food safety hazards in order to ensure that food is safe at the time of human consumption.

ISO/ IEC 17025:2005 certification:

ISO/ IEC 17025:2005 certification is awarded to UNGA laboratories for demonstrating the competence to carry out tests and/or calibrations, including sampling. It covers testing

and calibration performed using standard methods, non-standard methods, and laboratory-developed methods.

Flour Fortification / Vision 2030:

Additionally UNGA Limited prides itself in being a pioneer in flour fortification, which supports Kenya's Vision 2030 by aiming to reduce widespread prevalence of vitamin and mineral deficiencies, particularly among vulnerable groups such as children and mothers.



HISTORY

UNGA Limited is one of the oldest companies in Kenya. The company was incepted in 1908 to meet the milling needs of the fledgling wheat industry. The first mill was built in the Rift Valley in 1909. However the brands success necessitated a new mill in Njoro in 1921.

By the 1970s, UNGA Limited was the largest grain miller in East Africa with operations in Nairobi, Eldoret, Nakuru, Iringa, Dar es Salaam, Arusha and Jinja. In a public show of our commitment to the Kenyans, UNGA Group Limited became a publicly listed company in Kenya in 1956. Today, the UNGA Group is headquarters are in Nairobi and is the holding company for their four operating companies:

UNGA Limited (with mills in Eldoret & Nairobi), UNGA Millers (Uganda) Limited, Ennsvalley Bakery and UNGA Farm Care, with manufacturing facilities in Nakuru and Nairobi, supported by well equipped analytical laboratories.

PRODUCT

EXE is always "hungry" to satisfy their customers. All EXE® products are packed for superior quality, while retaining the products' nutritional value. The EXE® product range are:

- EXE® All Purpose Flour
- EXE® Chapati Flour
- EXE® Self Raising Flour
- EXE® Brown Bread Flour
- EXE® Atta Mark Flour
- EXE® Mandazi Flour

RECENT DEVELOPMENTS

EXE believe that innovation is the foundation on which our past, present and future plans are based. At its core is a commitment to keep meeting changing consumer needs, tastes and preferences. Exe is committed to constantly working on ways to keep improving their existing products and looking for new ones to introduce to the market. Higher and stricter safety measures ensure that every product is of the highest quality and freshness.

EXE also continues to innovate with packaging that represents highest quality and hygiene standards, while raising visual impact, boosting demand and increasing uptake of the brands from the retail channels.

PROMOTION

EXE has always has a close relationship with their customers. They believe their products they make are the center of the meal, and in turn are the heart of the family. It's all about having a personal connection with each customer. They emphasize

Discover EXE-citing recipes on our NEW packs



Available in 1kg and 2kg packs.

UNGA LIMITED
Your Nutritional Partner



this with a variety of campaigns such as "One EXE®pert to Another", where they engage the customers by encouraging them to try their recipes and share their own.

EXE also creates awareness of new brands like EXE® Mandazi, EXE® Chapati and Brown Bread Flour. Once again its not just about introducing a product but introducing what to do with it.

Leveraging brand recognition and increasing awareness of all their products.

EXE® strengthening their in-store presence with optimal positioning, increased shelving space and in store promotions.

BRAND VALUES

The EXE® brand has, and always guarantee will be superior quality, great value and availability, all the while championing healthy living for the whole family.

EXE® stands for:

Quality:

Only the finest wheat grains.

Innovation:

Always looking to cater for changing consumer needs and emerging trends.

Warmth:

Togetherness, laughter, joy, happiness and family.

Credibility:

They have a heritage of milling experience through UNGA Limited.

The EXE® logo symbolises quality and trust. Delivering a consistent and high-quality product.

Things you didn't know about EXE

- EXE's parent company, UNGA Limited, is one of the oldest companies in Kenya, registered on 28th December 1908.
- EXE 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.
- EXE wheat flour brands are of very high quality, guaranteeing consumers fresh products for a healthy and active life.
- EXE makes sure they use the freshest of raw materials by using their First In, First Out (FIFO) policy at our warehouses, distributor's warehouses and retail outlets ensures only the freshest products are available to consumers at all times.