



MARKET

Tuskys is one of Kenya's leading retail chains and one of the strongest brands in the region. With 64 outlets in Kenya (57) and Uganda (7).

Tuskys offers a variety of affordable products to low and middle-income households. In addition, Tuskys also offers a variety of in-store convenience outlets and solutions including our Mavazi Lifestyle fashion outlets, To-go Delis serving a variety of local and international dishes not to mention guaranteed freshly bakeries and full cream milk dispensers.

At Tuskys, we endeavour to continue growing and serving our loyal customers. The company has adopted world-class retail benchmarks tuned to changing customer needs and the availability of the right goods at the right time and at the right price.

Corporate Transformation

Inspired by our commitment to build a sustainable brand, at Tuskys, we have been undertaking conscious corporate developments to guide our growth. Conscious of our family heritage and committed to growing a contemporary business, we have adopted a robust operating strategy. The strategy provides the necessary infrastructure and corporate governance frameworks. Such frameworks allow for the complete separation of management and ownership links in day to day operations providing for superior corporate governance.

At Tuskys, we have established a corporate structure that separates the ownership from management. The company is fully owned by the family of the founder the late Mzee Joram Kamau, through Orakam Holdings Ltd headquartered at Karen Office park, while Tuskys Head office is on Mombasa road. Day to day management decisions are carried at Mombasa road by a professional management team led by the CEO Mr. Dan Githua. The CEO is assisted by a team of General Managers handling core functions such Finance, Operations, Supply Chain, HR and ICT. The Board of Directors carries out an oversight and strategic guidance role.

As part of our corporate transformation, we have also integrated cutting edge

information technology systems to support our daily operations and enhance efficiency.

Commitment

Even though Tuskys operates free of debt, we have developed a practical supplier finance management solution in conjunction with DTB Bank. This solution provides a prompt supplier payment for suppliers subscribed to the pilot programme. Plans are at an advanced stage to expand the solution to cover all Tuskys suppliers as part of our commitment to enhance stakeholder relations.

ACHIEVEMENTS

In addition to sustained growth over the years, Tuskys also takes pride in the following achievements amongst others:-

Brand of the Year Award 2017: Tuskys win in the Kenya Supermarket Brand of the Year category, confirmed that the firm had showcased superb progress in its efforts to separate ownership and management functions allowing the brand to maintain measurable management and customer experience standards.

Best Electronics Partner in East and Central Africa - Samsung: Tuskys was acknowledged by Samsung as the Best Electronics Partner in East and Central Africa for their Deals Poa, a promotional campaign in 2017. This was a huge campaign that highlighted in-store products that gave customers more "value for money".

Tuskys Internship Programme: Launched in October 2015, Tuskys is the first and only supermarket chain that offers training for the Retail sector through an internship programme. They have so far trained and mentored over 3000 beneficiaries.



16th Kenya Homes Expo 2013: Tuskys won 2nd place in the Home Interiors category and 3rd place in the Home Development category Kenya Wildlife Service (KWS) Cycle: In 2012, Tuskys was one of the sponsors of the Kenya Wildlife Service (KWS) Cycle with the Rhino project geared to saving the endangered species.

Bonden Maternity Hospital: Tuskys donated Ksh 5 million, in October 2012, towards the renovation of Bondeni Maternity Hospital in Nakuru.

Kenyatta National Hospital: In December 2011 Tuskys paid hospital bills for 50 patients unable to settle their bills at Kenyatta National Hospital.

Marketing Society of Kenya (MSK): Tuskys also won two warrior awards in marketing from the Marketing Society of Kenya (MSK) in 2008.

Distinguished Taxpayer Award: Tuskys was recognised by the Kenya Revenue Authority (KRA) for collection and remittance of taxes to the Exchequer as a Distinguished Taxpayer Award 2008.

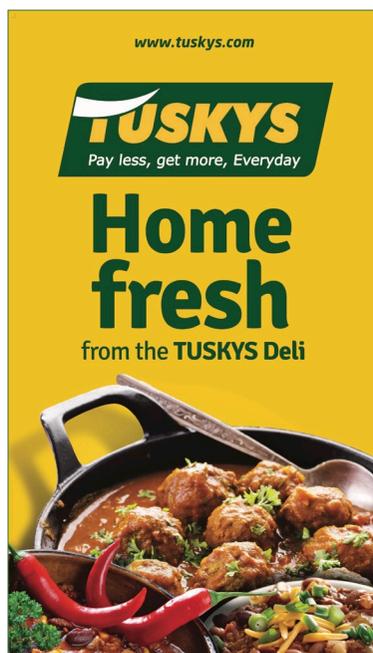
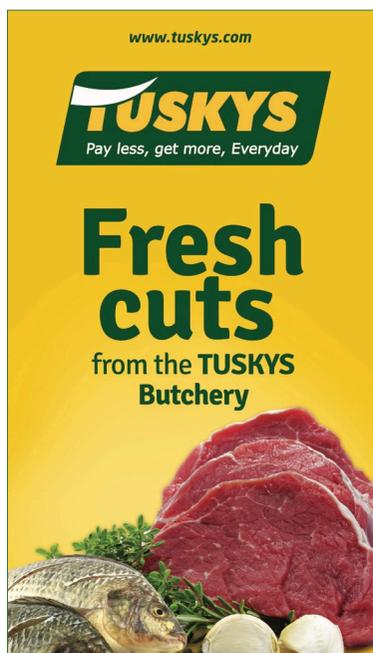
Annual Wareng Cross Country Race: Tuskys launched the race in 2004 as part of its corporate social responsibility. It was sponsored by Tuskys, recognised in the Athletics Kenya Calendar, nurtures athletics talent and still remains a home for elite athletes.

HISTORY

Tuskys started out as a family owned business and has remained so over the years.

The chain was founded back in 1980s by Mr. Joram Kamau, a Nakuru businessman. In an amazing story of true resolve, he sold his

prize bull to raise capital for the first mattress shop - christened Magic Shop in the Rongai Township in Nakuru District. The outlet expanded and was moved to Nakuru town as Magic Superstores. A second branch was later established in Nairobi. The first Tusker Mattresses Limited outlet was established in 1990 in Nairobi. In 2000 Magic Superstores and Tusker Mattresses Limited



merged to form the outfit that is now Tuskys.

Kamau's sons joined the family business and worked tirelessly alongside their father to expand the business from a humble mattress store to a giant retail chain in Kenya and Uganda. After their father's passing in 2002, they proudly continue to follow his vision of Tuskys' "Pay Less, Get More, Everyday". Where each customer is always thought of as family, offering the best quality prices at affordable rates. Tuskys proudly serves over 10 million customers every month from its 62 retail stores and online platforms. Tuskys employs over 6,000 employees and supports a pool of over 3,000 suppliers. The legacy of Kamau proudly grows each day.

PRODUCT

Tuskys outlets are well stocked with the general products such as foodstuffs, beverages, cosmetics, fresh fruits, vegetables and household goods. In an effort to fully satisfy its customers and offer them a one stop shopping destination, Tuskys also stocks furniture, clothing, electronics and hardware. In-store bakeries and delis are a major feature in most outlets, in addition to milk and water dispensing units that allow customers to choose how much they purchase. Nyama Choma has recently been introduced at select outlets, offering customers the delicacy at their convenience.

RECENT DEVELOPMENTS

Tuskys is continuously finding ways to grow within the industry, while increasing the products and services it provides. Their Business Process Improvement Project and Information Communications Technology (ICT) work together to ensure that they provide the most efficient and progressive solutions possible, supporting its increased customer demands.

Auto-replenishment: Tuskys has automated most of its key processes, resulting in greater efficiency and cost effectiveness. This process also allows employees to be allocated to other departments, cutting down the need for more manpower.



Centralising Procurement of

Merchandise: Tuskys main priority is to make sure that the customers' needs come first. The product they want should be available at the store they are at. By centralising procurement of merchandise for all of its outlets, they can more efficiently keep a track of what is required and make sure every outlet is stocked with all the offered products.

Grand opening of an exclusive clothing store Mavazi by Tuskys:

located at T-mall off langata road. Ceremony was officiated by Mr. Dan Githua, CEO, Tuskys)

PROMOTION

Tuskys brand is constantly evolving to keep up with the current trends. They have developed a variety of different promotional and advertising campaigns to engage all demographics and age groups, while staying loyal to their tag-line "Pay less, get more Everyday."

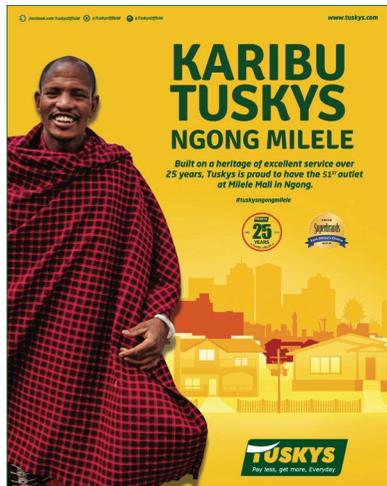
Tuskys is one of the few brands that understands and creates media campaigns that incorporate all forms of media including social media. They have a strong social media presence, especially Facebook, Twitter and Instagram, allowing them to reach

customers in real time.

Loyalty Programmes: Tuskys offer a loyalty bonus in the form of redemption coupons and points. Tuskys makes it a point to not just reward their loyal customers, but to also have a one-on-one relationship with them via bulk SMS Platform and emails.

Value added services: Tuskys add value to their customers' general shopping experience by improving more personalised relationships from customer care staff, guidance to select the right product, etc are considered.

Seasonal promotions: Working in tandem with its partners, Tuskys offers its shoppers beneficial shopping experiences tied to the annual



calendar. At these promotions, special discounts are offered on select merchandise.

Partnership promotions: Tuskys works closely with its partners in promoting both new and existing merchandise through regular general merchandising, sampling and promotions through in-store and outdoor activities. Tuskys also executes its marketing activities through below and above the line engagements.

Promotional Activities: Tuskys is continuously coming up with new promotional activities to engage the customer and further create brand awareness right through the year.

The inception of Deals Poa, a promotional campaign that highlights products are value for money is one of its most popular and well know activates.

BRAND VALUES

Tuskys was founded on three basic principles of service, respect, and excellence. These core values are followed by each employee and are what make Tuskys so much more than just a store.

Service to customers:

The Customer remains the most important person for Tuskys. The company always strives to serve customers with dedication and integrity.

Respect for all:

The people resource is the driving force behind the business. Tuskys recognises people's contributions; strives to create meaningful relationships and create a safe environment where ideas and success can be shared.

Striving for excellence:

The key to the brand's lasting success lies in the unity of purpose, commitment to each other and pursuit of innovation.

www.tuskys.com

Things you didn't know about TUSKYS

- Tuskys is the largest supermarket chain in Sub Sahara Africa
- Tuskys is an Indigenous African business wholly owned by Orakam Holdings
- Tuskys was the first retail chain in Kenya to introduce "Fresh Concepts."
- Tuskys was the first retail chain in the region to introduce 'Ecoins service' enabling customers to save loose change on their Loyalty cards, which they can later use for shopping.
- Tuskys does not stock alcohol/cigarettes in any of their outlets as part of its impact investment principles and Christian values.
- To support the region's dairy farmers, Tuskys "Milk-on-Tap" hygienic in-store milk dispensers gives customers the freedom to buy full cream milk sourced from carefully selected local dairy farmers.
- Tuskys is the first retailer in East Africa and beyond to adopt E-commerce options through a trading partnership with Jumia, the #1 Online Shopping Mall in the region.

