

Cadbury

NIGERIA

MARKET

In February 2006, Cadbury Schweppes Plc (now Cadbury Plc) increased its shares in Cadbury Nigeria from 46.4 percent to 50.02 percent. This strategic move was part of the confectionery giant's ongoing plan to increase its global share of the confectionery market by reallocating resources to areas of strong growth and return opportunities of which the Nigerian market is one.

In keeping with the aims of Cadbury to become the world's largest confectionery company, Cadbury Nigeria is by far the biggest and best confectionery business in Nigeria. This focus remains a guiding principle as the company strives to maintain its lead in the Nigerian food drinks and confectionery markets, thus contributing to the success of the global brand.

In the food drinks sector, Cadbury Nigeria's flagship brand Bournvita leads the market with a share of 34.7 percent while TomTom is the highest selling candy in Nigeria.

Cadbury Nigeria certainly lives up to its declared core purpose of creating brands people love but the additional resilience, warmth, heritage and continuous community giving by the Cadbury corporate brand endears Cadbury Nigeria even more to its admirers within and outside Nigeria.

ACHIEVEMENTS

From its beginnings as a trading post in 1956, Cadbury Nigeria has grown to become one of the leading manufacturers in Nigeria. Cadbury's insight into its consumer needs, product innovation, and above all its affordable pricing over the years has positioned the company as the leading Nigerian food drinks and confectionery manufacturer.

The company has consistently demonstrated its commitment to product quality by pioneering industry best practices. Cadbury Nigeria was the first company to append a quality guarantee seal on its brands. In fact, no other Nigerian company gives this guarantee on their products at the moment.

Cadbury Bournvita was also the first food drink to be fortified with essential vitamins and minerals in 1994. The company's long-term commitment to producing high quality and nutritious products was attested to when Bournvita became the first brand in the food drinks category to be endorsed by the Nutrition Society of Nigeria in 2001.

Over the years, Cadbury Nigeria has also accumulated a plethora of awards in recognition of its commitment to corporate social responsibility. In 2007, the company won Nigeria's first Social Enterprise Report and Award plaque for its people-focused corporate social

responsibility initiatives in the nation's foods and beverages sector.

In 2006, Cadbury Nigeria discovered, investigated and publicly disclosed misstatements in some of its financial statements. This unprecedented public disclosure put the company in the spotlight from a different perspective but the resilience and the values under girding the corporate brand still shine through as the company rebuilds in line with its performance-driven, values-led heritage.

HISTORY

Cadbury Nigeria was established in 1956 as a trading outpost, importing products into Nigeria from the United Kingdom. As sales and distribution improved, Cadbury realized the need to locally manufacture their products and established a manufacturing facility in Ikeja, Lagos in 1965. That same year, a major advertising campaign promoting Bournvita was launched using radio, cinema and outdoor posters. The result was a 30 percent increase in sales. Cadbury's flagship brand Bournvita quickly became the first choice in drinking chocolate, especially during Nigeria's civil war when the importation of cocoa drink products were banned.

Since then, Cadbury Nigeria has continued to launch other brands in three distinct categories: food drinks, candy and gum. Over the years, the company has been able to drive its growth and place its brands at an advantage by consistently providing high quality and affordable products that offer its consumers real value for their money.

PRODUCT

Cadbury Nigeria offers over twenty brands that satisfy a wide range of consumers across all socio-economic groups. Its flagship product, Cadbury Bournvita has remained the market leader in the food drink category since the 70s and, today, Bournvita is enjoyed by millions of Nigerians. Its success lies in the fact that there is a Bournvita pack for everyone. The larger pack sizes of 900g can, 450g can and 450g Refill packs are targeted at the top-end of the market, while the 200g, 50g and 20g sachets

cater to the needs of the lower end. Other popular Cadbury Nigeria brands include TomTom, Cadbury Chocolate Eclairs, Trebor Peppermint Original, Cadbury Richoco, Buttermint and Malta sweets.

RECENT DEVELOPMENTS

Cadbury Nigeria recently added to its growing list of candies by introducing TomTom Xtra. Cadbury also launched Goldee, a low calorie cocoa-based food drink for the specific nutritional needs of health conscious adults. Bournvita, Cadbury's premier food drink was re-launched in 2006, fortified with even more vitamins and milk and presented in a more attractive package.

Cadbury Nigeria also recently upgraded its factory in Agindigbi Lagos to world-class standards. Several previously manually operated production machines are now automated thereby increasing production and ensuring Cadbury's ability to supply its products to the whole West Africa region.

PROMOTION

Cadbury's broad portfolio of high quality products is supported with creative and aggressive advertising and promotional activities. Bournvita's current slogans "A-Z of nourishment" and "All day nourishment" highlight the fact that Bournvita contains all the vitamins and minerals that tomorrow's leaders need to be healthy.

In its commitment to social responsibility, Cadbury Nigeria has sponsored special



promotional events aimed at positively impacting the society as well as showcasing the brand. The Bournvita Children's Magic Flight promotion gave 40 children every year the opportunity to travel to a selected country for a week of magic and fun. In 1994, the company pioneered the a.m family television belt on Saturday mornings with the well-received "Cadbury Breakfast Television" on major television stations across Nigeria.

Cadbury particularly targets the educational sector by supporting various initiatives such as the "Bournvita Schools Magic Express" which provides primary and secondary schools with educational aids such as school buses, computers, textbooks and teacher training. The Bournvita Award for Outstanding Performance rewards the best performing students with gift items, while the Bournvita Teacher's Awards rewards the best teachers across the country with cash prizes and self-improvement courses.

The company is also committed to



supporting local community projects and initiatives. Cadbury has provided pipe-borne water to the Agidingbi community where its factory is located and is about to commence construction on a resource centre for the neighborhood grammar school.

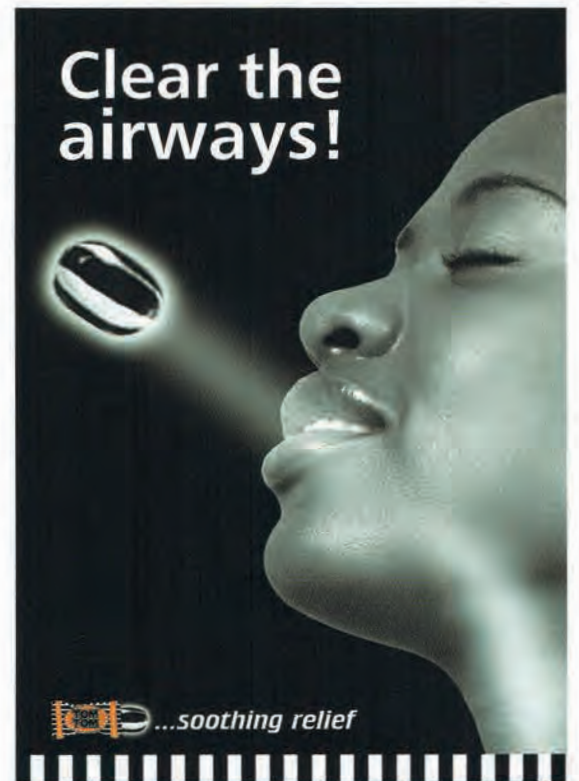
According to Cadbury, this heritage of caring has been the underlying principle governing its relationships with its consumers, customers, shareholders, suppliers, employees and the society at large.

BRAND VALUES

Cadbury Nigeria's mission is to serve its consumers with high quality products that are functional, affordable and provide nutritional value. As such, the company strives to ensure compliance with international safety and quality control standards in the production of all its brands.

Ethical sourcing for raw materials is one of the core values governing the production of Cadbury brands. The company was one of the first Nigerian manufacturers to pioneer

the integration of local raw materials to replace imported ones. Cadbury began replacing imported malt with local sorghum through the cereal conversion plant, the first of its kind in Nigeria. All Cadbury products therefore carry a quality guarantee seal to assure consumers of the consistency of its quality and safe production practices.



THINGS YOU DIDN'T KNOW ABOUT CADBURY

- Cadbury Nigeria's Goldee is the first locally produced low calorie food drink
- Bournvita was the first Nigerian food drink to be fortified with extra vitamins and minerals
- Cadbury Nigeria's five core values (performance, quality, integrity, respect and responsibility) are values shared with all Cadbury Plc companies worldwide
- Cadbury Nigeria was the first Nigerian company to append a Quality Guarantee seal on all its brands
- Cadbury Nigeria sponsored the Nigerian female soccer team, the Super Falcons to the first ever Female World Cup in 1994
- The introduction of TomTom Xtra in 2008 is the first line extension for TomTom since its launch in 1970