



# TANZANIA BREWERIES LIMITED

## OVERVIEW

# HISTORICAL OVERVIEW

- ★ 1933 – ESTABLISHED
- ★ 1963 – MERGED TO FORM EAST AFRICAN BREWERIES
- ★ 1967 – GOVT. PURCHASED 45%
- ★ 1979 – NATIONALISED
- ★ 1993 – 50/50 JV WITH SABI
- ★ 1995 – MWANZA BREWERY OPERATIONAL
- ★ 1996 – RIGHTS ISSUE DILUTED GOVT SHAREHOLDING TO 37%
- ★ 1996 – 5 YEAR TAX HOLIDAY STARTED
- ★ 1998 – LISTED ON STOCK EXCHANGE

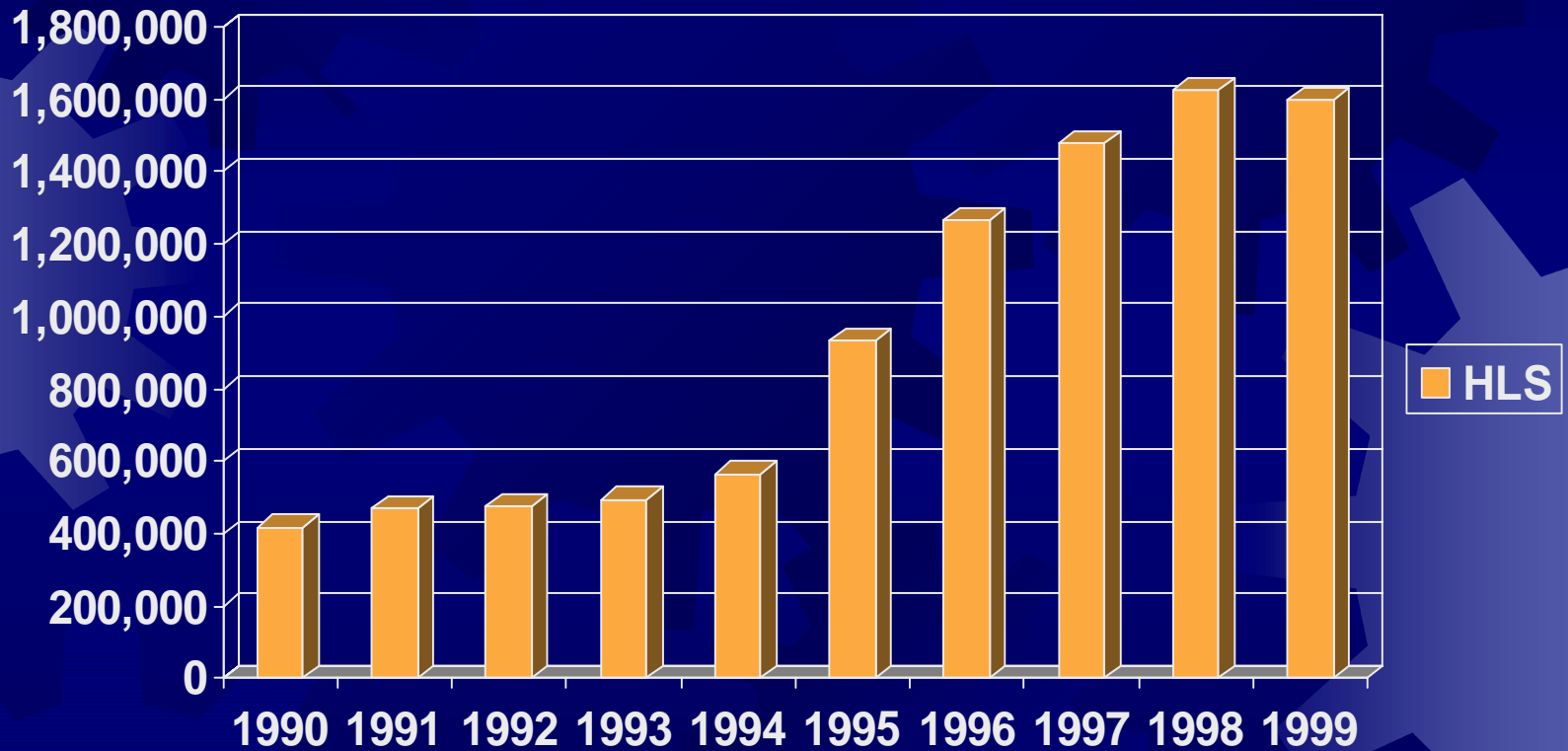
# GROUP STRUCTURE

- ★ TBL – 3 CLEAR BEER BREWERIES AND 1 MALTINGS PLANT
- ★ TDL – 75% OWNED BY TBL,  
25% DISTILLERS CORP
- ★ DARBREW – 60% OWNED BY TBL,  
40% DCC
- ★ SHAREHOLDING:
  - SABI 66%
  - GOVT 15%
  - IFC 9%
  - 22,000 LOCAL SHAREHOLDERS – 10%

# BRAND HISTORY

- ★ 1993 – SAFARI THE SOLE BRAND
- ★ 1995 – CASTLE LAGER AND MILK STOUT IMPORTED
- ★ 1996 – CASTLE LAGER LOCALLY PRODUCED
- ★ 1996 – KILIMANJARO LAUNCHED
- ★ 1997 – NDOVU LAUNCHED & REDDS IMPORTED
- ★ 1998 – BIA BINGWA & NRB'S LAUNCHED
- ★ 1999 – BALIMI & DRAUGHT LAUNCHED

# BEER VOLUMES OVERVIEW



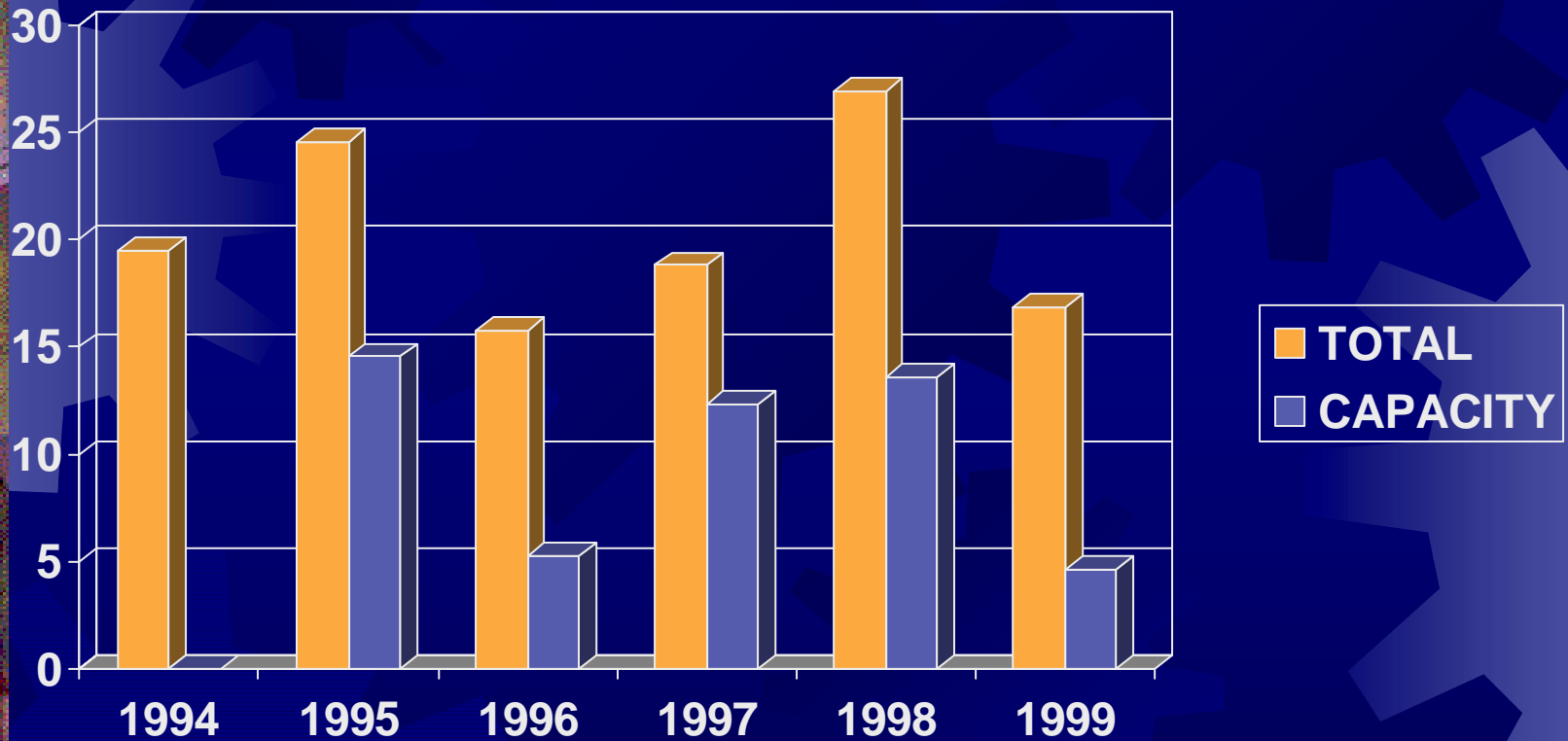
# BRAND SHARES

- ★ SAFARI LAGER – 56%
- ★ KILIMANJARO - 25%
- ★ CASTLE LAGER – 9.5%
- ★ BALANCE MADE UP OF NICHE BRANDS:
  - NDOVU
  - BALIMI
  - CMS
  - BINGWA
  - DRAUGHT
- ★ AFB - REDDS

# MARKET SHARE

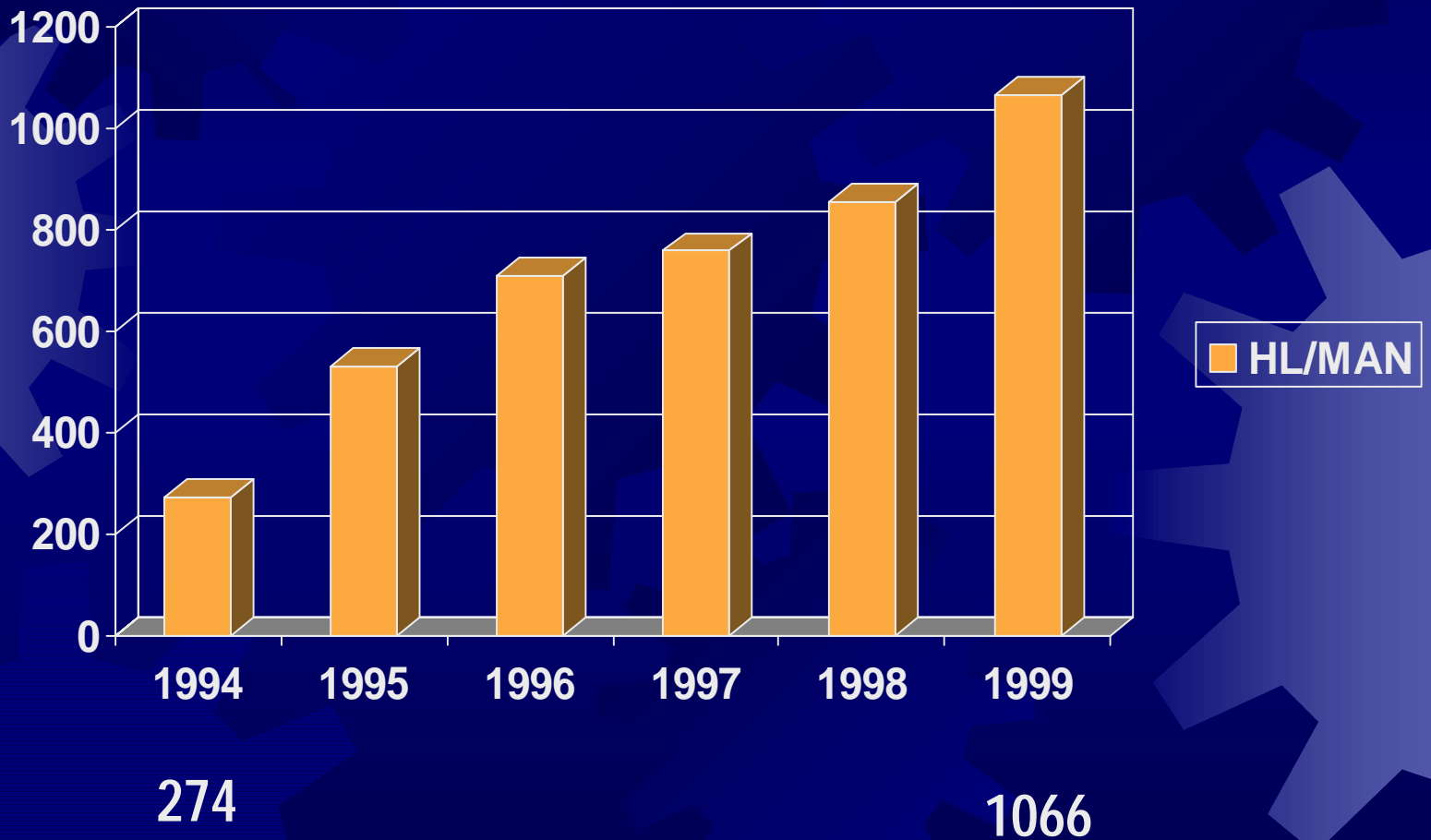
- **1993 – 30%**
- **1995 - 45%**
- **CURRENT – 80 to 85%**

# USD CAPEX SPEND

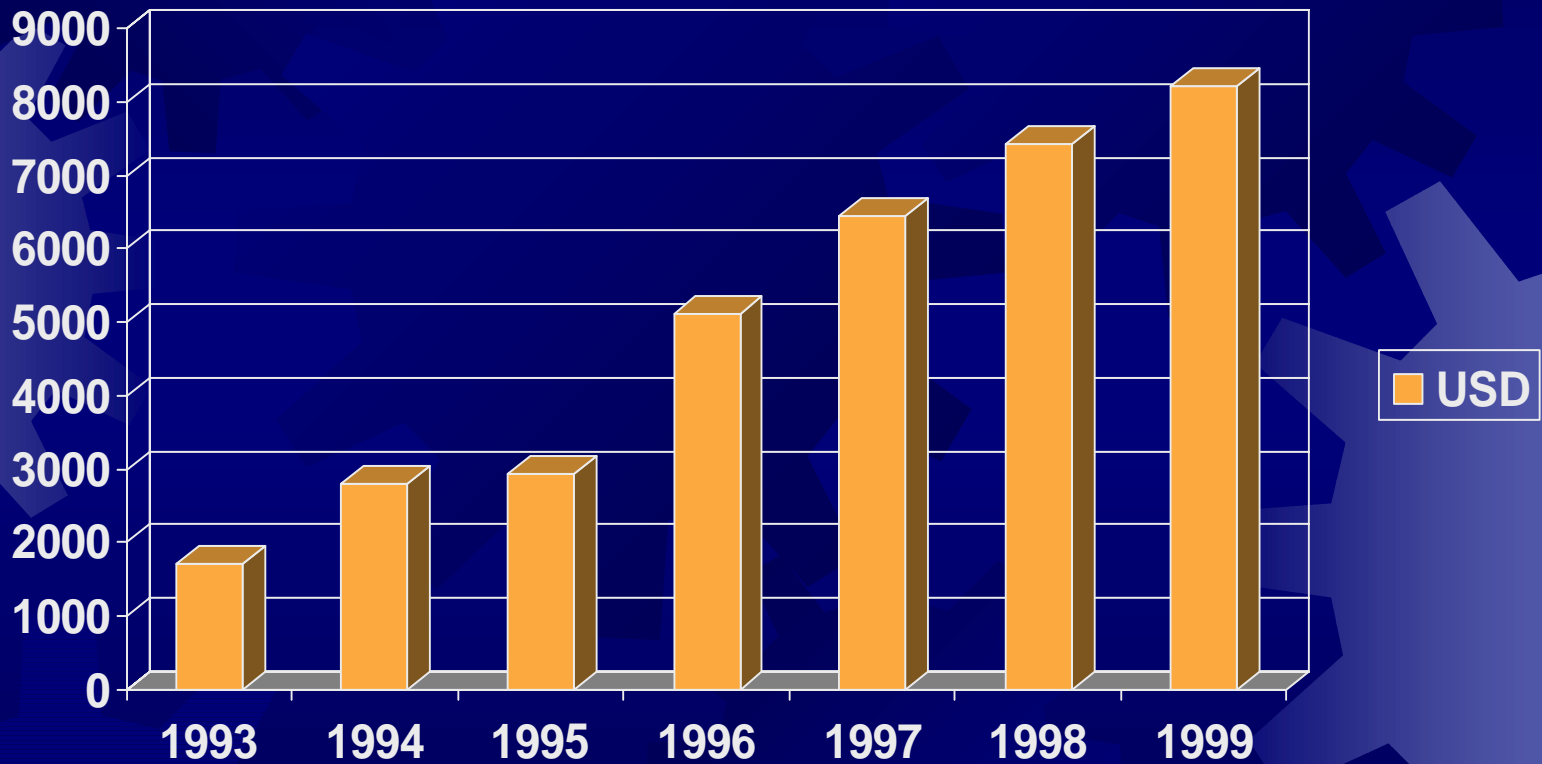




# HL PER MAN

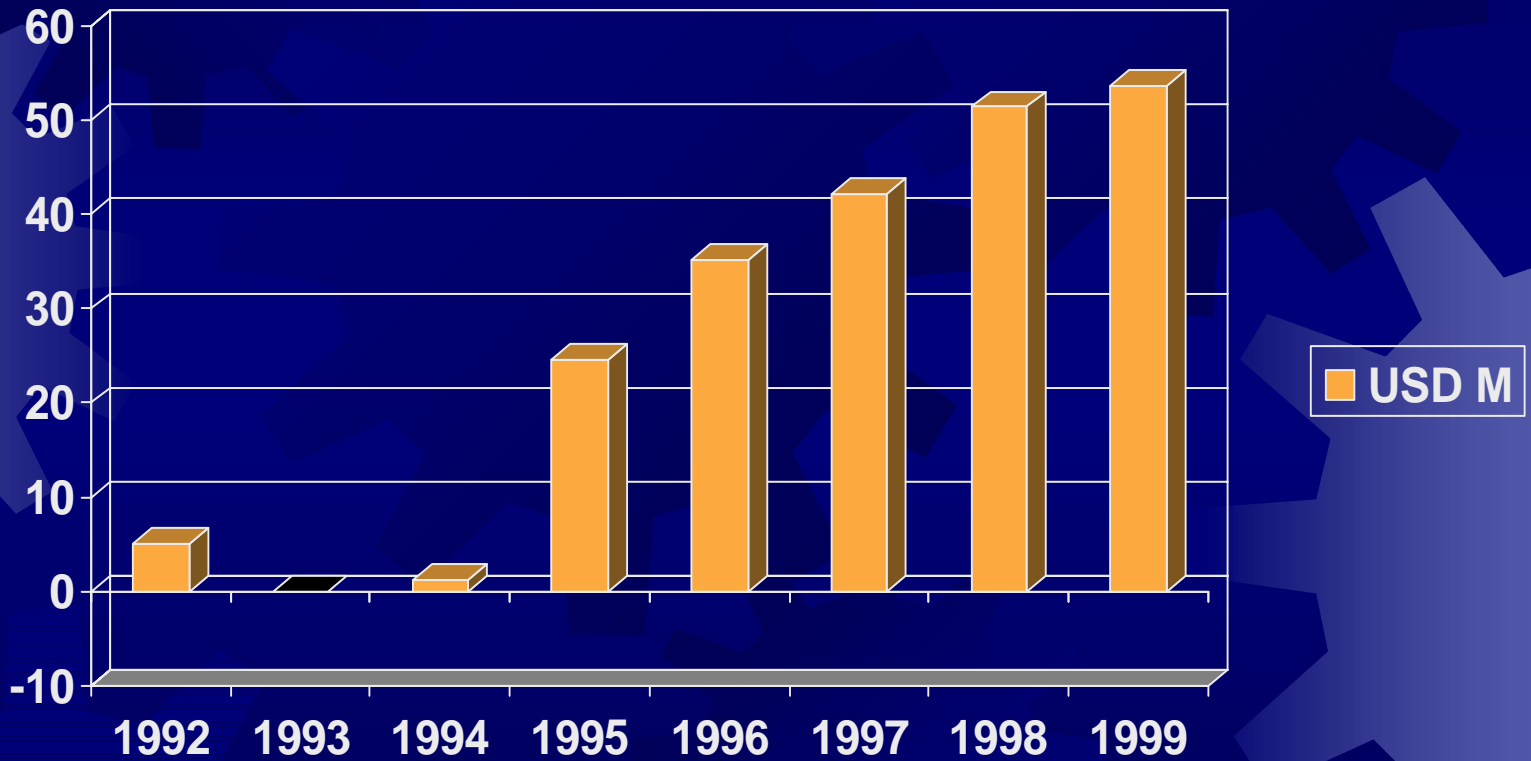


# PAYCOST PER MAN



INCREASE IS 4.8 TIMES OVER 7 YEARS IN  
DOLLAR TERMS

# GROUP EBITDA HISTORY



# INITIATIVES

- ✱ CSR – 2% OF PAT FOCUSING ON HEALTH, EDUCATION, WATER & INFRASTRUCTURE
- ✱ LOCAL SUPPLY DEVELOPMENT – SUCCESSES ARE BOTTLES, CROWNS, BARLEY, PACKAGING, JV WITH SUGAR MILL
- ✱ APPROX. 45% LOCAL CONTENT & GROWING
- ✱ TRAINING – 5.6 MAN DAYS PER EMPLOYEE, INCLUDING COMPUTER LITERACY
- ✱ SPONSORSHIPS – SOCCER PREMIER LEAGUE, BASKETBALL, ETC.
- ✱ PARTNERSHIP WITH DSM UNIVERSITY
- ✱ EMPLOYEE SHARE SCHEME