

TIGER BRANDS



# Nourish & Nurture More Lives *Every Day*

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A TIGER BRANDS  
OVERVIEW



# ABOUT TIGER BRANDS

Tiger Brands is one of Africa's largest listed manufacturers of fastmoving consumer goods (FMCG). Our core business is the manufacture, marketing and distribution of everyday branded food and beverages.

Our iconic brands and products are relevant across every meal occasion and are well-positioned to grow globally.

The portfolio also includes leading brands in the home and personal care segments and we have a growing presence in Africa. The Tiger Brands product range remain consumer favourites year-after-year including brands like Koo, Fattis and Monis, Jungle Oats, All Gold, Purity, Oros, Ingrams, Doom and Tastic Rice.

Tiger Brands is one of **Africa's largest listed manufacturers** of fast-moving consumer goods



## 1. OUR CORE BUSINESS

Manufacture, marketing and distribution of **everyday branded food and beverages**.

## 2. OUR VISION

To deliver top-tier financial results and be recognised by all stakeholders as the pre-eminent fast-moving consumer goods (FMCG) company in South Africa and the **most desirable growth company on the continent**.

## 3. OUR PURPOSE

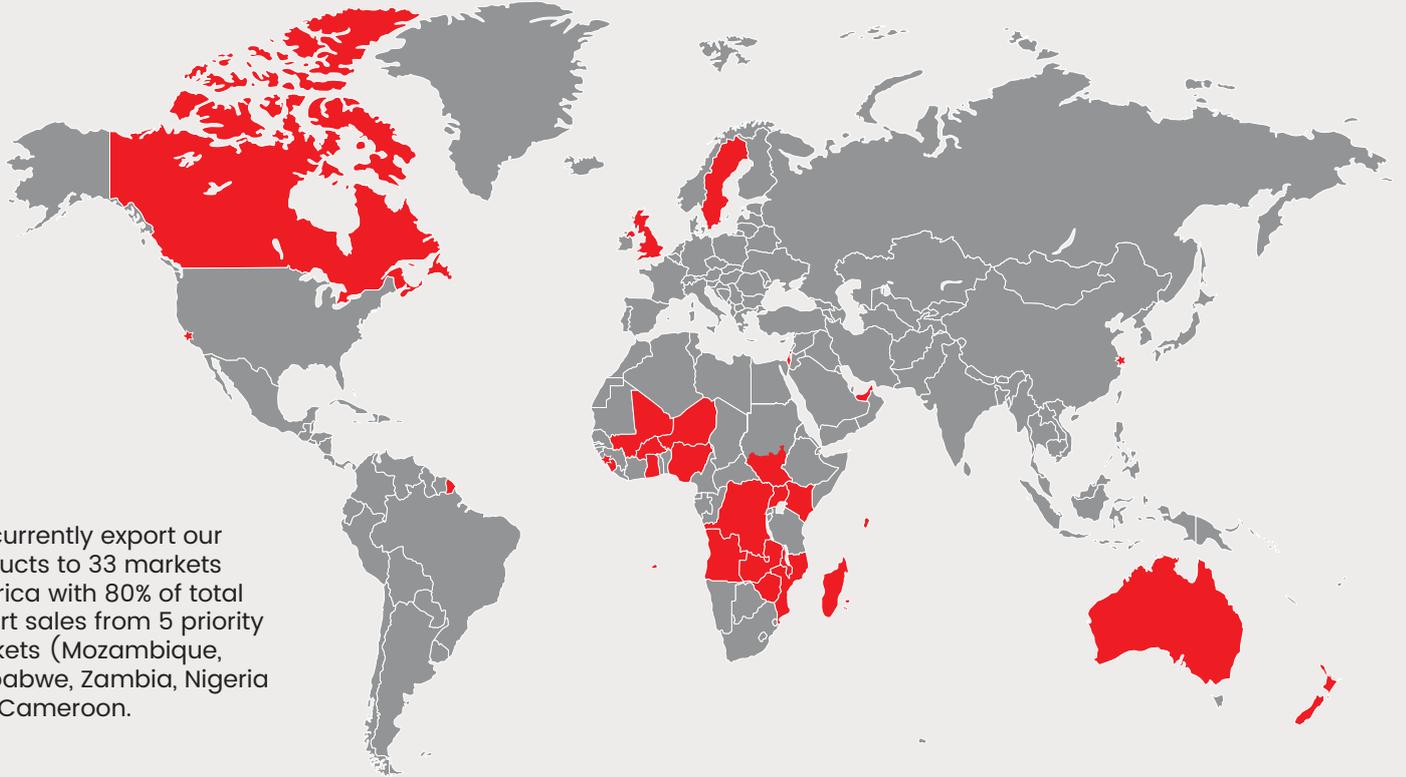
We nourish and nurture **more lives every day**.

Tiger Brands is dedicated to growing its footprint by continuing to explore new opportunities to bring quality brands to consumers across Africa and the rest of the globe.

**154**  
Quality Brands & Products

**21**  
Categories

**41**  
Own and operate 41 sites in SA & Cameroon



We currently export our products to 33 markets in Africa with 80% of total export sales from 5 priority markets (Mozambique, Zimbabwe, Zambia, Nigeria and Cameroon).

# OUR CATEGORIES

We have leading positions in most categories and our iconic brands are well-entrenched with consumers in South Africa.



**GRAINS**



**CONSUMER BRANDS**



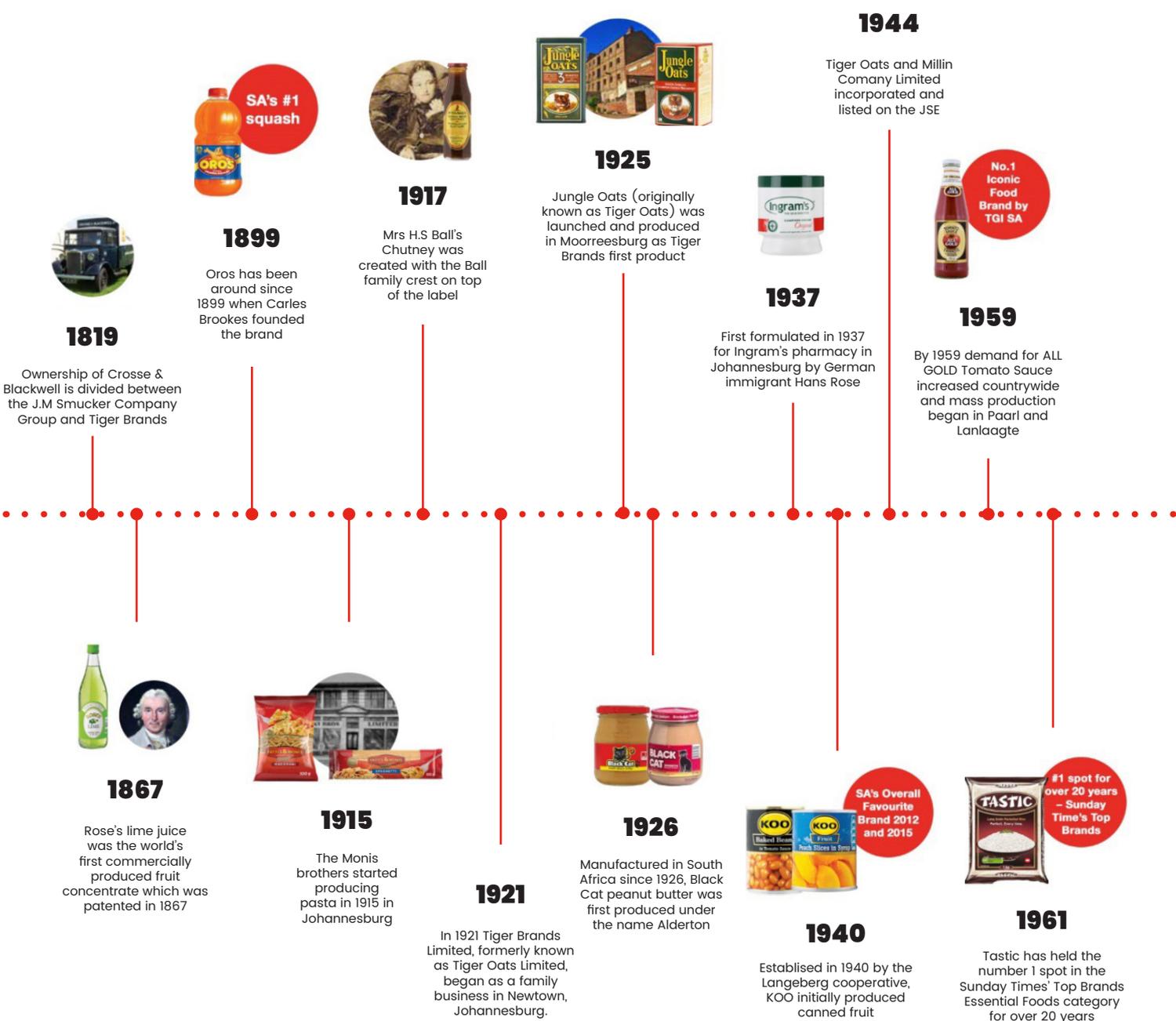
**HOME & PERSONAL CARE**



**EXPORTS & INTERNATIONAL**

# OUR HISTORY

IS RICH AND VARIED, AND FROM THESE STORIES OF BELIEF, INGENUITY AND PERSEVERANCE WE DRAW OUR INSPIRATION AS WE WORK TO NOURISH AND NURTURE MORE LIVES, EVERY DAY.





**1993**

CG Smith unbundled from Barloworld



**2007**

Expands brand portfolio further into beverages by acquiring Bromor Foods, with key brands Oros, Energade and Rose's



**2012**

Acquires controlling interest in Dongote Flour Mills in Nigeria and Mrs Ball's trademark.

**2017**

Disposes of non-core EATBI and Haco Tiger Brands

**2021**

100 years of brands that have made moments matter



**1970**

Albany Bakeries have been dedicated to baking the freshest and most delicious products since 1970

**2000**

Tiger Oats renamed Tiger Brands.

Adcock Ingram becomes a wholly owned subsidiary and delists from the JSE

**2004**

Tiger Brands unbundles and separately lists SPAR



**2009**

Expands brand portfolio by acquiring Crosse & Blackwell

**1998**

Tiger Oats acquires ICS Holdings Limited

**2006**

Acquires the sugar confectionery business from Nestlé, including Jelly Tots

**2019**

Unbundles investment in Oceana

**1982**

Barlow Rand (now Barloworld) acquires majority share in Tiger Oats through CG Smith Limited

**2001**

Tiger Brands unbundles and separately lists its animal feed and poultry operations into Astral Foods

**2008**

Unbundles and separately lists Adcock Ingram.

Extends across Africa by acquiring Haco Industries in Kenya and Chococam of Cameroon

**2011**

Expands African footprint by acquiring interests in the East African Group

**2016**

Disposes of TBCG



# Sustainability

*Know how we do our thing*

At Tiger Brands, our approach to sustainability aims to enable the business to meet the needs of the present without compromising the ability of future generations to meet their own needs.



*We will enable consumers to improve their health and wellbeing by providing affordable good nutrition, enhancing livelihoods and reducing our environmental footprint.*

**Our focus is on creating a sustainable company, communities and planet on which consumers are enabled to improve their health and well-being, livelihoods are improved, and we significantly reduce our environmental footprint.**

Tiger Brands' sustainability strategy articulates our strategic Environmental, Social and Governance (ESG) priorities. The strategy includes commitments across three clear focus areas: health and nutrition, enhanced livelihoods, and environmental stewardship. These are the areas where Tiger Brands, as Africa's largest

food company, believes it can harness its core activities most effectively, to create a positive ESG impact.

In our efforts to tackle some of the global socio-economic and environmental challenges in our markets, we have prioritised relevant Sustainable Development Goals (SDGs) to ensure our business is environmentally, socially and economically sustainable.

Find out more about our Sustainable Future strategy and 2030 targets:  
[www.tigerbrands.com](http://www.tigerbrands.com)



**THIS IS NO ORDINARY TUB, THIS IS  
INGRAM'S CAMPHOR CREAM...**

*a proudly South African innovation,  
produced by Tiger Brands.*

When Hans Rose, a young immigrant chemist, arrived at the **Ingram's** Pharmacy in Johannesburg looking for work. He met South African Pharmacist, Len Tannenbaum, who held out his dry, chapped hands to Rose and challenged him to find an effective treatment. Accepting the challenge, Rose returned the next morning with a pot of glistening cream.

"This will give you soft hands", he proudly announced.

**It worked**, and over 80 years later, **Ingram's** Camphor Cream is still a clear **market leader** with a formulation that has undoubtedly **stood the test of time**.

**For over 80 years**, **Ingram's** Camphor Cream has continued to be a firm South African favourite, earning its reputation as **The Skin Doctor**. Over the years, the **Ingram's** range has expanded to include the popular Moisture Plus Triple Glycerine and Tissue Oil Creams and Lotions as well as a Men's range.





These products uphold the **intensively moisturising benefits** of all **Ingram's** products, **using quality nourishing ingredients** like Glycerine, Argan oil, Avocado Oil, Vitamin E and Omega 3 & 6.

In 2020, the range was further expanded to include uniquely South African Rooibos and Sensitive Creams and Lotions.

Our **Ingram's** body cream and lotion ranges are all **dermatologically tested** and carry the original **Ingram's** promise to **nourish, protect and maintain healthy skin**, enriched with new ingredients for added care for your skin.



# FULL PRODUCT CATALOGUE

## Camphor Cream

### Restores and Repairs

- **Dermatologically tested**
- Specially formulated with **camphor and glycerine**
- **Non-greasy, restoring cream**
- **Helps to repair dry, chapped skin** and is also known to **relieve irritation caused by sun and wind burn**
- For over 80 years, Ingram's Camphor Cream has been a firm South African favourite, earning its reputation as The Skin Doctor



AVAILABLE  
PACK SIZES  
450 ml



AVAILABLE  
PACK SIZES  
75 ml | 150 ml  
300 ml | 450 ml



AVAILABLE  
PACK SIZES  
75 ml | 150 ml  
300 ml | 450 ml

## Moisture Plus Triple Glycerine Cream & Lotion

### Intensively Moisturises Very Dry Skin 48h Moisture

- **Dermatologically tested**
- Contains **3 times the glycerine** of other Ingram's Non-Camphor Creams
- Provides nourishment, long-lasting moisturisation and **promotes healthy looking skin**
- **Non-greasy, fast absorbing**

### Cream

AVAILABLE  
PACK SIZES  
300 ml | 450 ml



### Lotion

AVAILABLE  
PACK SIZES  
400 ml

## Tissue Oil Cream & Lotion

### Intensively Moisturises Very Dry Skin 48h Moisture

- **Dermatologically tested**
- Contains **3 times the glycerine** of other Ingram's Non-Camphor Creams
- Provides nourishment, long-lasting moisturisation and **promotes healthy looking skin**
- **Non-greasy, fast absorbing**

### Cream

AVAILABLE  
PACK SIZES  
300 ml | 450 ml



### Lotion

AVAILABLE  
PACK SIZES  
400 ml

## Rooibos Cream & Lotion

### Moisturises & Nourishes Normal To Dry Skin 72h Moisture

- **Dermatologically tested**
- Enriched with a **special blend of rooibos extract, anti-oxidants and vitamin E** - It may help improve the skin's elasticity whilst moisturising dry skin
- **Nourishes and restores dry skin, leaving it looking radiant**
- Non-greasy, fast absorbing

### Cream

AVAILABLE  
PACK SIZES  
300 ml | 450 ml



### Lotion

AVAILABLE  
PACK SIZES  
400 ml

## Sensitive Cream

### Gentle Relief From Dryness & Irritation 48h Moisture

- **Dermatologically tested**
- **Fragrance** and **colorant** free
- **Glycerine-enriched** with no stickiness.
- Offers sensitive skin gentle relief from dryness and irritation
- **Leaves skin feeling soft and moisturised**

### Cream

AVAILABLE  
PACK SIZES  
300 ml | 450 ml



## Moisture Plus Shea Butter + Vitamin E Cream

### Moisturises & Nourishes Normal To Dry Skin 72h Moisture

- **Dermatologically tested**
- Provides skin with **rich hydration** leaving it feeling **softer and silky smooth**
- Contains **3 times the glycerine** of other Ingram's non-camphor creams
- Provides nourishment, long-lasting moisturisation and promotes **healthy looking skin**
- Non-greasy, fast absorbing

### Cream

AVAILABLE  
PACK SIZES  
300 ml | 450 ml



## Moisture Plus Aloe Vera + Vitamin E Cream

### Intensively Moisturises Dry To Very Dry Skin 48h Moisture

- **Dermatologically tested**
- **Helps** to **soothe** skin, leaving it feeling **refreshed**
- Contains **3 times the glycerine** of other Ingram's non-camphor creams
- Provides nourishment, long-lasting moisturisation and **promotes healthy looking skin**
- Non-greasy, fast absorbing

### Cream

AVAILABLE  
PACK SIZES  
300 ml | 450 ml



## MEN Moisture Max Cream & Lotion

### Intensively Moisturises Very Dry Skin 48h Moisture

- **Dermatologically tested**
- Contains **3 times the glycerine** of other Ingram's men Cream/Lotion
- Intensively moisturises very dry skin, with no stickiness
- **Uniquely developed** to meet the needs of men's skin, it delivers moisture where the skin needs it most
- **Leaves skin feeling smooth and nourished**
- Non-sticky, fast absorbing

### Cream

AVAILABLE  
PACK SIZES  
300 ml | 450 ml



### Lotion

AVAILABLE  
PACK SIZES  
400 ml



## MEN Ultra Cool Cream & Lotion

### Intensively Moisturises Dry To Very Dry Skin 48h Moisture

- **Dermatologically tested**
- **Menthol** to provide an instant cooling effect
- **Glycerine** to hydrate normal to dry skin, with no stickiness.
- **Uniquely developed** to meet the needs of men's skin, it delivers moisture where the skin needs it most
- **Leaves skin feeling smooth and nourished**
- Non-sticky, fast absorbing

### Cream

AVAILABLE  
PACK SIZES  
300 ml | 450 ml



### Lotion

AVAILABLE  
PACK SIZES  
400 ml



Tastes Real Good!®



# Story of goodness

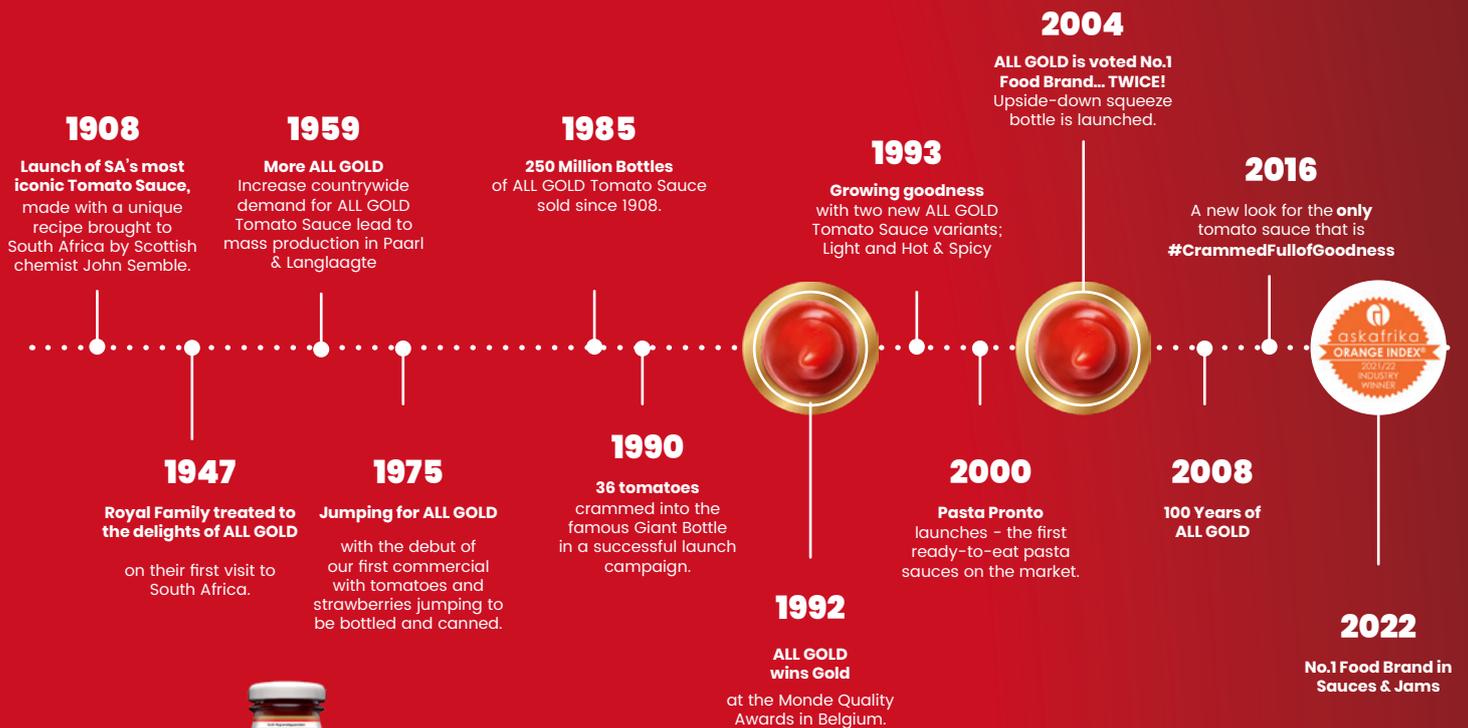
**JUST AS EACH ALL GOLD PRODUCT IS CRAMMED FULL OF GOODNESS, SO IS OUR STORY!**

It begins with the seeds, each chosen for their quality. We carefully and gently nurture them into delicate seedlings which are then entrusted to our South African farmers who ensure they grow from quality seeds, to beautiful fresh ripe tomatoes that eventually become the tomato sauce that's bursting with flavour and real good taste.



**We  
cram  
the** *best ingredients*  
**into**  
**every meal moment**  
**with** *fun-filled goodness*

# THE STORY OF GOODNESS



## Tomato Sauce & Other Condiments

For over 100 years, All Gold has been SA's No.1 tomato sauce. From our farm to your table, All Gold tomato sauce is made using real tomatoes with no added preservatives, colourants and thickeners.

## Jams

All Gold products are Crammed Full of Goodness, and our jams are no exception. The fruits are locally grown, harvested and inspected for the highest level of quality in every can.

## Tomato Products & Ingredients

Known for quality and convenience, All Gold tomato products are delicious, convenient and packed with flavour.

## CONSUMER PROPOSITIONS

- Increased variety & affordability
- Opportunity to grow consumption within the category due to attractive price point across the range
- Sauces: Convenient – transportable, free from breakage, child friendly.
- Jams: Easy to store & resealable – no need to decant

## SHOPPER PROPOSITIONS

- Driving category growth by retaining current shoppers and bringing in new or lapsed users through:
- Increased frequency of purchase through affordability – ideal packs size for mid-month top-ups
- Strong investment to drive education, awareness & trail.

## TRADE PROPOSITIONS

- Increased basket penetration though offering variety
- Convenient pack size that caters for different shopper missions i.e. from indulgence based occasions to top-up shopping
- Sauces in plastic squeeze bottles allow for non-breakage and are child friendly.

Since 1926



# Black Cat



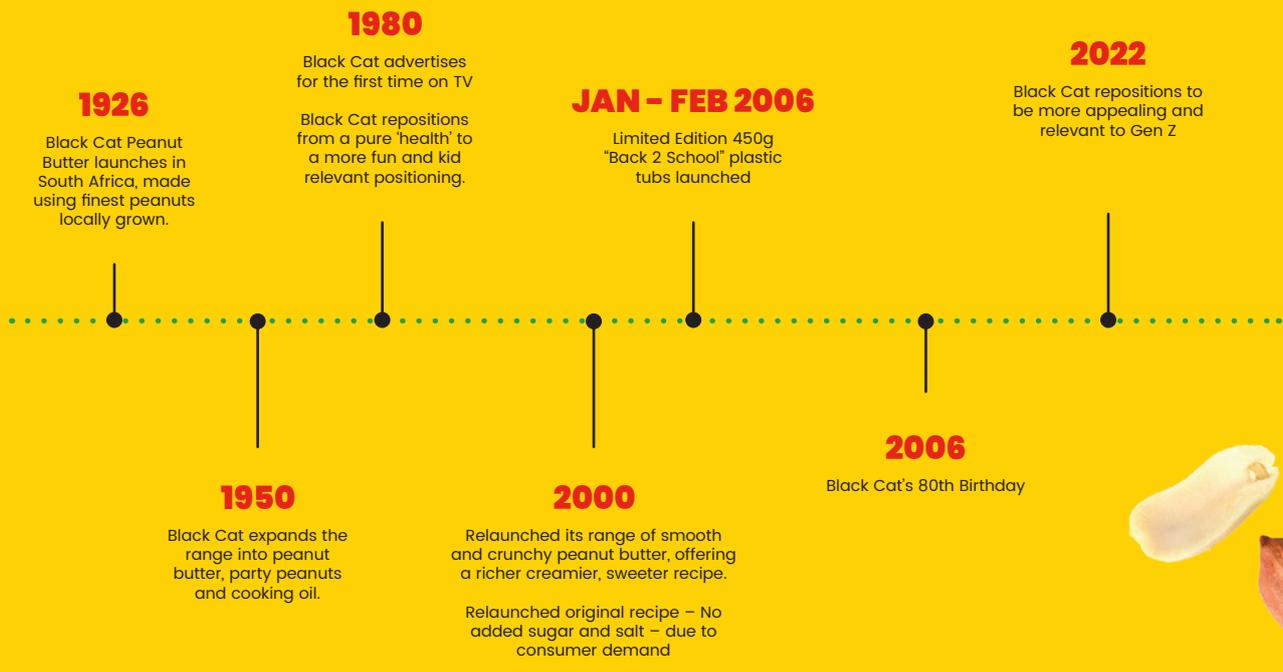
*Black Cat Peanut Butter has been a South African favourite for almost 100 years, earning its place as South Africa's most loved peanut butter brand.*

As a household staple, it has a well-deserved reputation for providing a quality spread for sandwiches and a choice ingredient in other family recipes because we use only the best quality peanuts, sourced from local farmers. Packaged in glass for a more sustainable and long-lasting product, and utilising the natural oil from the peanuts rather than other additives, Black Cat Peanut Butter offers a unique roasted peanut flavour in every mouthful.

In addition to this, Black Cat is a high-fibre source of energy, and is endorsed by the South African Heart & Stroke Foundation.



# OUR JOURNEY



270 g Smooth Peanut Butter



400 g Smooth Peanut Butter



400 g Crunchy Peanut Butter



400 g No added Sugar & Salt\* Smooth Peanut Butter



400 g No added Sugar & Salt\* Crunchy Peanut Butter

\*Endorsed by The Heart and Stroke Foundation South Africa



APPROVED AS PART OF THE HEART AND STROKE FOUNDATION EATING PLAN



800 g Smooth Peanut Butter



800 g Crunchy Peanut Butter



800 g No added Sugar & Salt\* Smooth Peanut Butter



800 g No added Sugar & Salt\* Crunchy Peanut Butter

- 🐾 Peanut Power contains 91% peanuts
- 🐾 Made with natural ingredients
- 🐾 No added preservatives
- 🐾 Contains only natural peanut oil
- 🐾 Roasted peanutty taste
- 🐾 High in energy
- 🐾 High in fibre
- 🐾 Cholesterol free

## CONSUMER PROPOSITIONS

- Exciting, playful and fun packaging design
- Amplification of health benefits
- Pack graphics to reinforce quality credentials
- Highlights favourite peanut taste

## SHOPPER & TRADE PROPOSITIONS

- Enhance shelf impact
- Easier category navigation
- Better product differentiation using bold bright colours
- Recruitment of new users looking for nutritional benefits and product usage



*Since 1920, Jungle has fuelled the country on a journey to greatness with the natural goodness of wholesome, wholegrain rolled Oats.*

In 1896, Jacob Frankel, Jungle's founding father, arrived as an immigrant seeking new possibilities. Hailing from generations of produce merchants, he joined a local family company of produce dealers who dealt in maize, pulses, grains, peanuts and animal feed, before starting the Tiger Oatery in 1920 to share the goodness of homegrown Oats nourished by the South African sun.

One of the brand's founding beliefs was that 'nutrition is the basis of life and growth, and there can be no proper health without proper food'. That meant that the quality and purity of Jungle Oats had to be preserved so that people could enjoy their best health benefits. Known as the original 'quick cooker', Jungle Oats saved time and money by cooking in 3 minutes.

The brand is well-loved and has expanded into more convenient ready-to-eat offerings such as Muesli, Instant Oats, Oatso Easy as well as Crunchalots in the kids' segment.





**DID YOU KNOW?**

Jungle fed the Allied Troops during World War II.



## CONSUMER PROPOSITIONS

- A tasty breakfast option that is nutritious, easy to prepare and quick to cook.
- A natural source of energy to fuel the body, helping with physical well-being.
- Health benefits - assists with improved digestion, lower blood sugar levels, and a reduced risk of heart disease.
- Keeps you feeling fuller for longer.

## TRADE PROPOSITIONS

- Quality product offering with over 100 years of heritage.
- Established brand from a world-class company.



*Everyone is familiar with the persistent buzzing sounds of a nearby mosquito.*

Those tiny, yet often invisible bloodsuckers can quickly turn a pleasant moment into an uncomfortable experience and even be a health concern.

For over 50 years Peaceful Sleep has been protecting South African families from mosquitoes and other biting insects. Whether on outdoor adventures having fun with loved ones or relaxing indoors after a long, hot summer's day, Peaceful Sleep has been South Africa's trusted partner in keeping you and your family protected.

Our years of experience and extensive research and development have made us the No. 1 Mosquito Repellent brand in South Africa, providing long-lasting protection. Our extensive product range, from personal application to in-room sprays, provide peace of mind and will keep you and your family safe and protected. Whether you're indoors or out, you can stress less about pesky insects and spend more time doing things that make you happy.

Become invisible to mosquitoes with Peaceful Sleep.

**BECOME  
INVISIBLE  
TO MOSQUITOS WITH  
PEACEFUL SLEEP**



**CONSUMER  
PROPOSITIONS**

- Up to 8 hours of protection from mosquitoes.
- Wide range of products to suit all needs across the family.

**TRADE  
PROPOSITIONS**

- Wide product range at a competitive price point, offering solutions for all consumer requirements.
- Established brand with proven success from a trusted company.

# OUR CATEGORIES



**GRAINS**



**CONSUMER BRANDS**



**HOME &  
PERSONAL CARE**



**EXPORTS &  
INTERNATIONAL**



## TIGER BRANDS



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