

Tiger Brands



**Tiger Brands Limited
Financial Results Investor Presentation**

2010

AGENDA



Corporate Strategy

A Context for Performance

Salient Features

Financial Analysis

Segmental Performance

Outlook



CORPORATE STRATEGY



Peter Matlare
Chief Executive Officer

A corporate strategy to address current and future challenges

VISION

To be the most admired branded FMCG company in emerging markets

MISSION

To deliver revenue growth that is 3% greater than SA GDP plus inflation and achieve our blended operating margin of 15%, thereby achieving real earnings growth

OUR VALUES

1. Our consumers are our business
2. We act with integrity in everything we do
3. We have a passion for excellence
4. We value our people and treat them with dignity
5. We continue to reinvest in our society

STRATEGIC THRUSTS

1. Drive SA volume growth
2. Step change expansion in emerging markets
3. Protect No. 1 & 2 category positions
4. Transform 'go to market' model
5. Deliver efficiency gains for re-investment

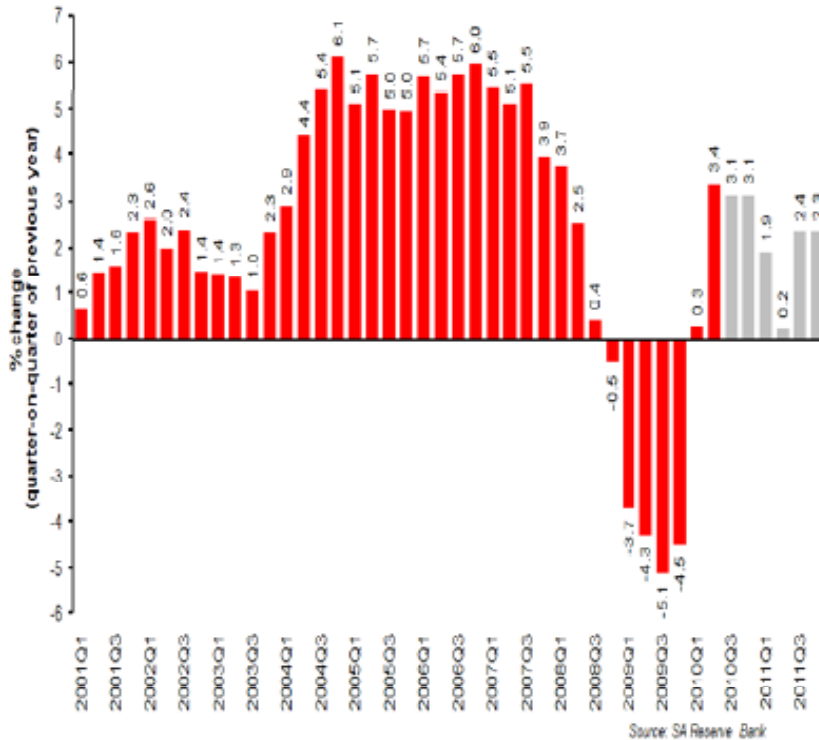
DESIRED OUTCOME

Adding value to life for all the stakeholders of Tiger Brands

Context for Performance : Economic Trends

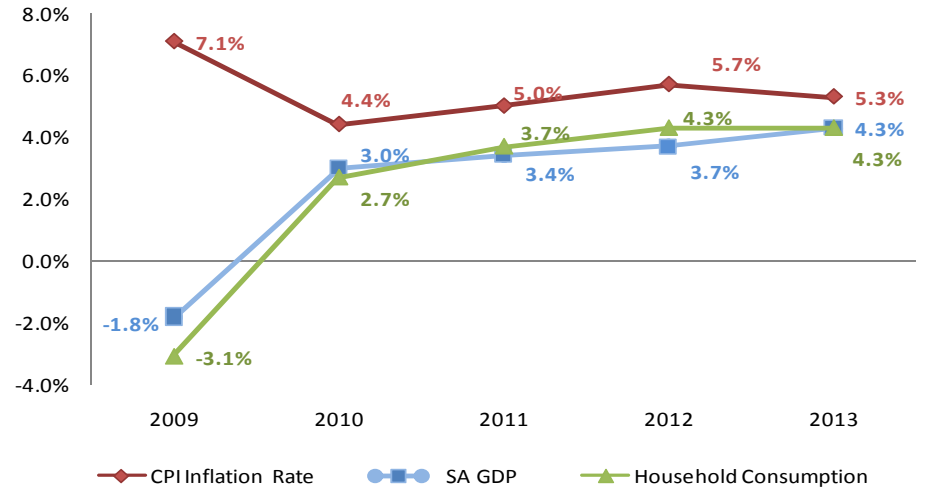
Household consumption has not fully recovered.....

Non-durable real household consumption expenditure



Source: SA Reserve Bank / Nedbank Economic guide / Econometrix

South Africa: Economic Statistics



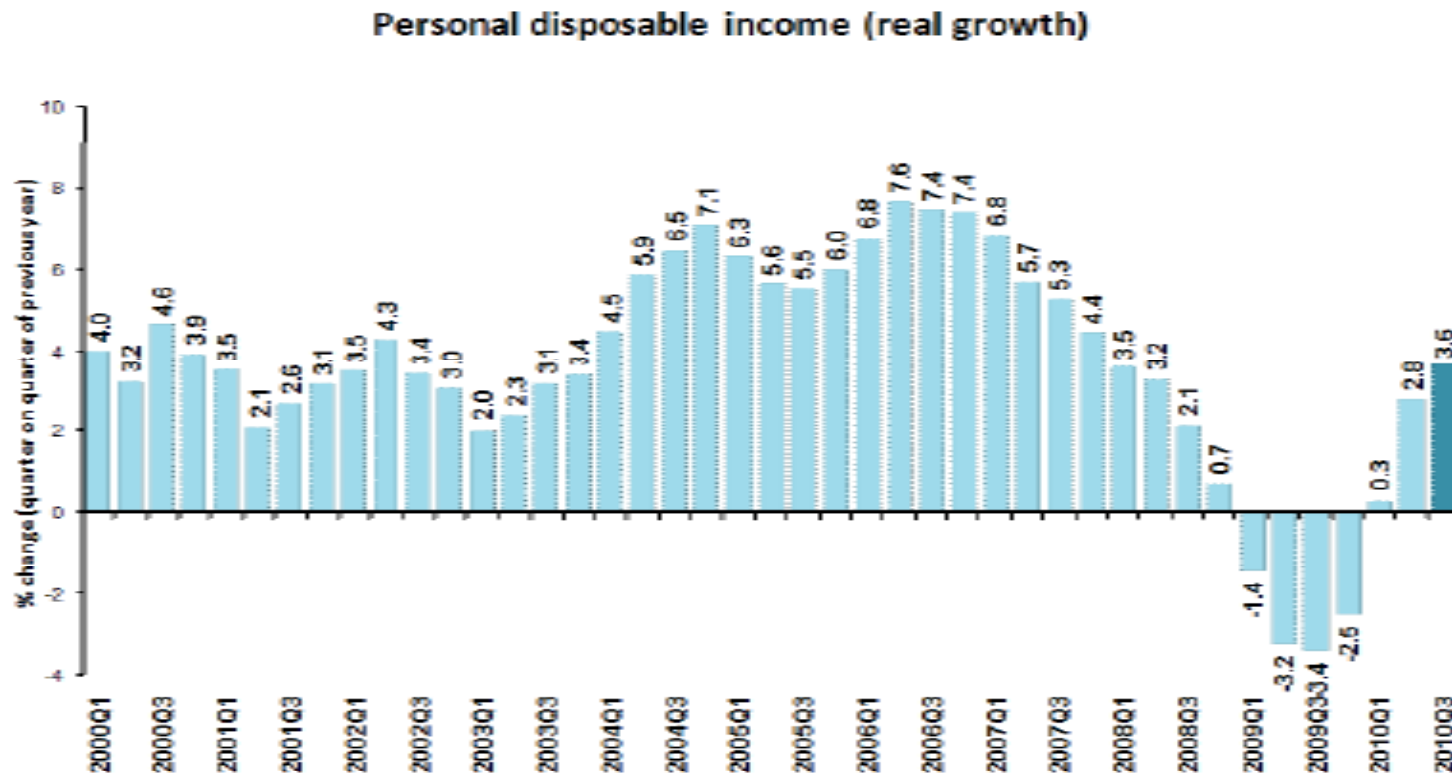
Source: BER October 2010

- Conditions remain tough for the consumer;
 - Economic recovery remains slow.
 - Non Durable household consumption has not yet recovered back to historic levels experienced in South Africa.
 - GDP growth lags behind targeted levels, reflecting the greater macro economic issues.



Context for Performance : Economic Trends

- Jobs lost between the second and third quarters of 2010 was as high as 86 000 (cumulatively over a million)
- While the recession is technically over, SA is experiencing jobless growth and consumer spending remains constrained.



Source: SA Reserve Bank / Nedbank Economic guide / Econometrix



Competitive Landscape

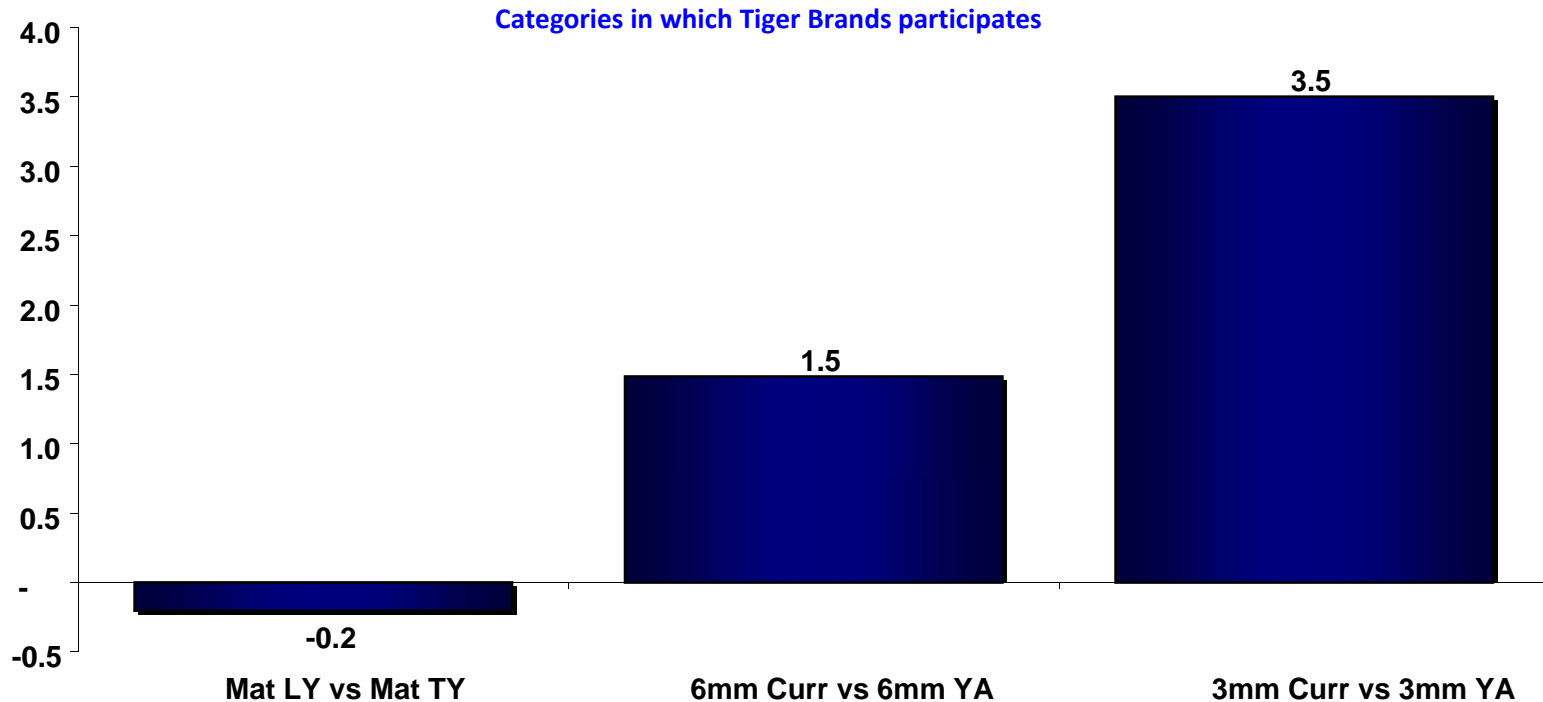
- Business performance was impacted by the following:
 - Strong rand
 - A proliferation of imports
 - An increase in Dealer Owned Brands
 - Significant cost push from utilities (Eskom)
 - Continuous improvement initiatives

- A number of tactical initiatives were undertaken to ensure that we would ride out the cycle;
 - Additional investment in our brands
 - Judicious price point management
 - Relevant pack sizes
 - Increased customer activity

Context for Performance : Market Trends

- Total Category volume (those categories in which Tiger Brands participates) show recovery in the 3 months ending September 2010.
- However in the 12 months to September 2010 market volumes declined
- Consumer down-trading patterns evident in recessionary environment

Total South Africa: Category VOLUME Growth Trends (Packages)



Source: Nielsen Sept 2010

Excellent Brand Performance

Tiger's brands recognized in top awards
(Sunday Times Top Brands Survey 2010)

Essential foods category



Perfect. Every Time.

Tastic takes **1st** place
for
11 years running



3rd

Canned foods category



1st



3rd

Sports/Energy drinks category



2nd



Driving expansion into Africa

- Tiger's entry into Nigeria was done with great deliberation after considering various entry strategies;
 - The acquisition of Deli Foods represents Phase 1 of our entry into the Nigerian market, this provides Tiger with new product IP and market insights
 - We continue to look for further meaningful opportunities in Nigeria
 - Reached agreement in principle with UAC
- The partnership with the East African Group in Ethiopia gives Tiger access to one of the fastest growing markets in Africa
- Tiger's presence in West, Central and East Africa has become more prominent as we scale up and position our acquisitions for organic and brown-field expansion opportunities
- Progress has also been made on identifying other acquisition opportunities that will deepen Tiger's footprint across the continent as well as provide a relevant product set for the lower LSM's that dominate consumer spending on the continent
- Strong export growth
- Continue to invest in infrastructure to expand operations on the African continent

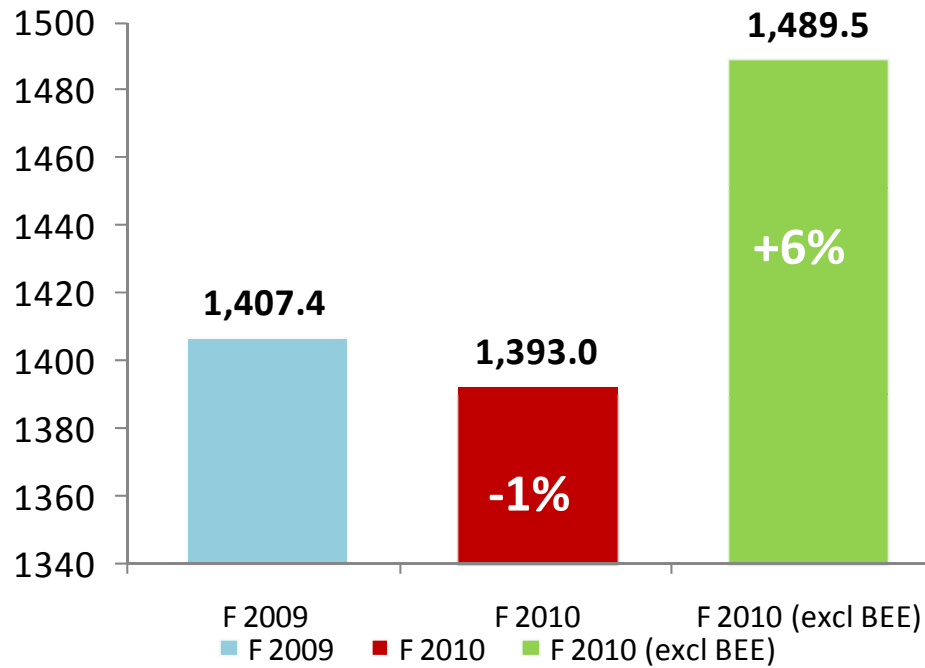
Salient Features : A Tough Year for Tiger Brands

FMCG Operations

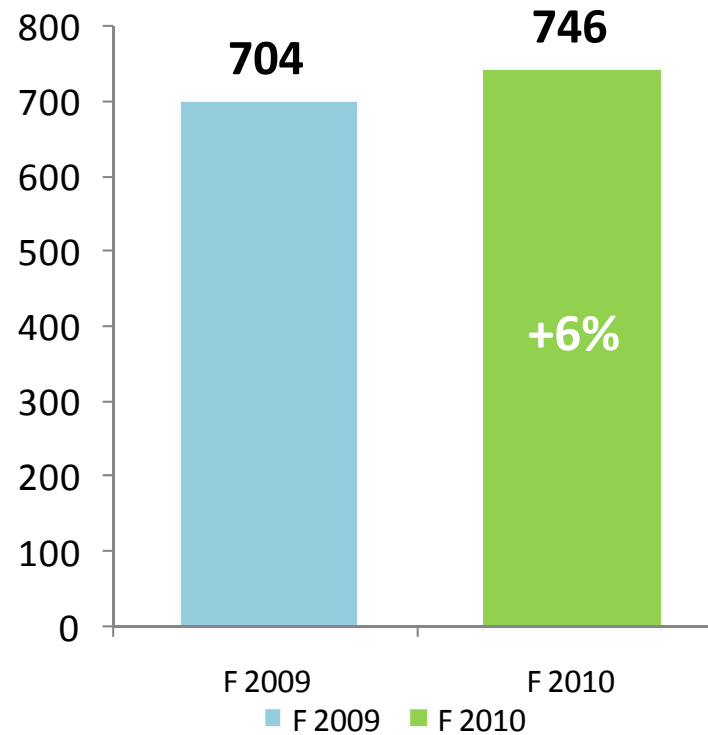
- Turnover -2%
- Operating income -1%
- Strong cash flow generation
- We will continue to deploy our balance sheet proactively for further acquisitions
- We continue to evaluate the option of share-buy backs



HEPS (cents)



Total Distributions – cents per share





Michael Fleming

Chief Financial Officer



Income Statement for the year ended September

Rm	2010	2009	% Change
Continuing operations			
Turnover	19,316	20,430	(5%)
FMCG	19,316	19,700	(2%)
Oceana	-	730	
Operating Income	3,015	3,133	(4%)
FMCG	3,015	3,055	(1%)
Oceana	-	78	
Income from investments	19	31	(39%)
Net financing costs	(82)	(255)	68%
Income from Associates	252	204	24%
Profit before taxation and abnormal items	3,204	3,113	3%
Income tax expense	(876)	(941)	7%
Profit after taxation before abnormal items	2,328	2,172	7%

Income Statement for the year ended September

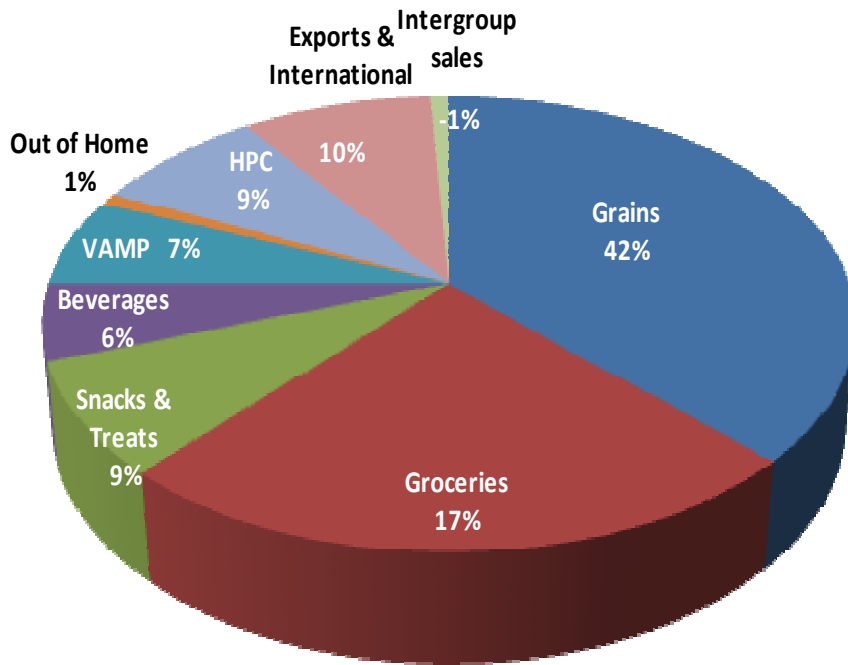
Rm	2010	2009	% Change
Continuing operations			
Profit after taxation before abnormal items	2,328	2,172	7%
Abnormal items	(188)	344	
Tax on abnormal items	36	(37)	
Profit after taxation	2,176	2,479	(12%)
Discontinued Operations – Sea Harvest	-	55	
Net profit for the year	2,176	2,534	(14%)
Attributable to:			
Ordinary shareholders	2,193	2,485	(12%)
Non Controlling Interests	(17)	49	
HEPS (cents) excluding once-off empowerment transaction costs	1,489.5	1,407.4	6%
HEPS (cents)	1,393.0	1,407.4	(1%)
EPS (cents)	1,385.9	1,583.0	(12%)

Turnover by operating segment

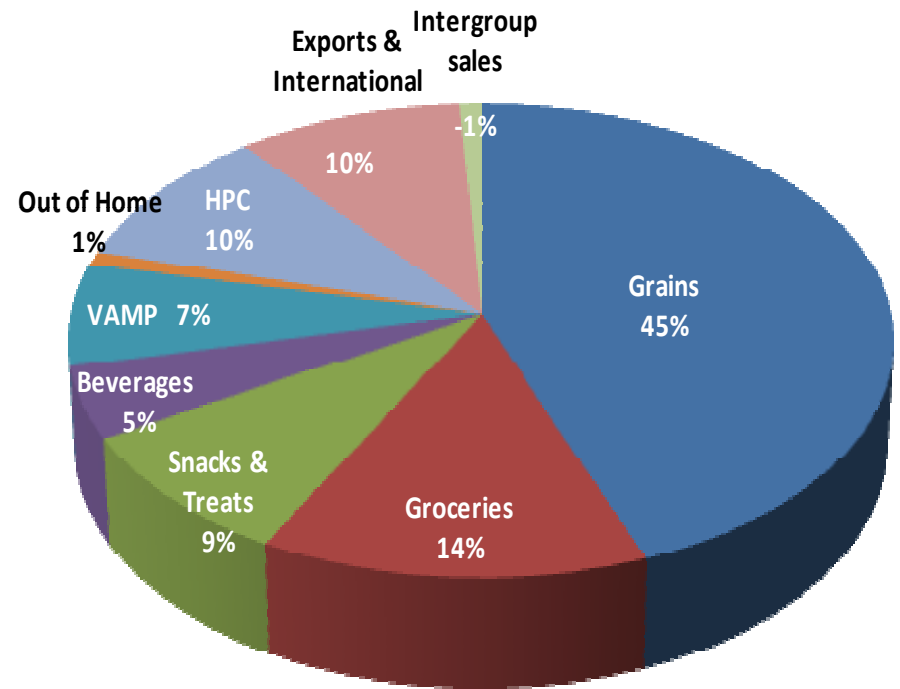
Rm	September 2010	September 2009	% Change
FMCG	19,316	19,700	(2%)
Domestic Food	15,715	15,922	(1%)
Grains	8,085	8,793	(8%)
- Milling and baking	5,849	6,267	(7%)
- Other grains	2,236	2,527	(11%)
Groceries	3,167	2,652	19%
Snacks & Treats	1,726	1,747	(1%)
Beverages	1,083	1,056	3%
Value Added Meat Products	1,385	1,413	(2%)
Out of Home	269	261	3%
HPC	1,787	1,884	(5%)
- Personal Care	597	681	(12%)
- Baby Care	591	561	5%
- Home Care	599	642	(7%)
Exports & International	1,960	2,031	(3%)
Other – inter segment	(146)	(137)	(7%)
Fishing - Oceana (2009: to March)	-	730	
Total Continuing Operations	19,316	20,430	(5%)

Contribution to Turnover (FMCG)

2010



2009

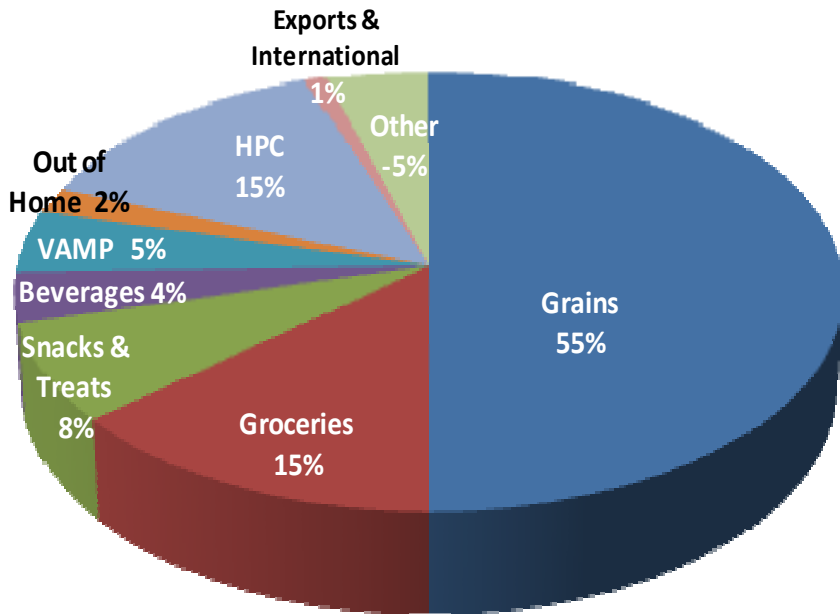


Operating Income before abnormal items

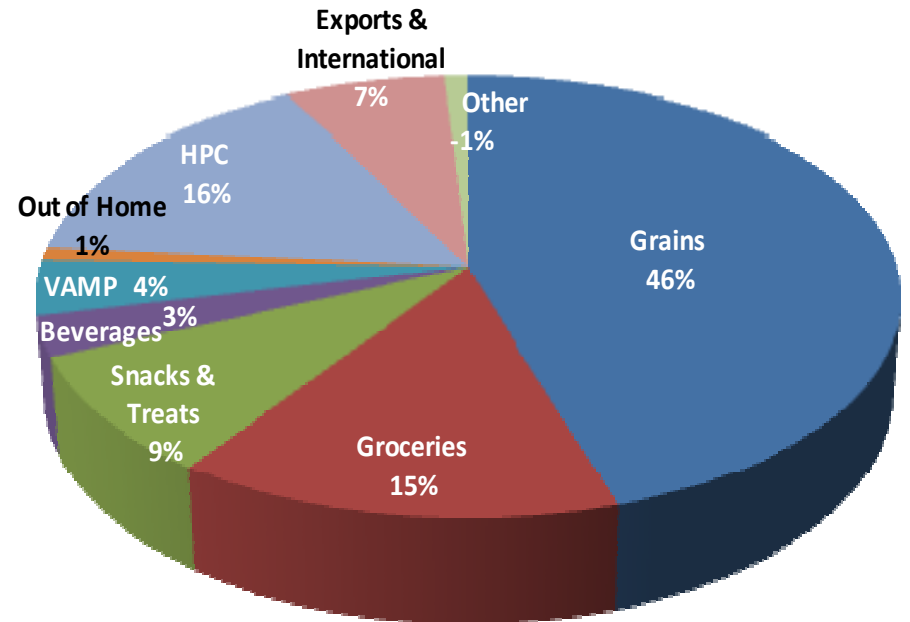
Rm	Operating Income		%	% Operating Margins	
	2010	2009	Change	2010	2009
FMCG	3,015	3,055	(1%)	15.6%	15.5%
Domestic Food	2,681	2,408	11%	17.1%	15.1%
Grains	1,678	1,414	19%	20.7%	16.1%
Milling and Baking	1,364	1,158	18%	23.3%	18.5%
Other grains	314	256	22%	14.0%	10.1%
Groceries	446	472	(5%)	14.1%	17.8%
Snacks & Treats	235	282	(17%)	13.6%	16.2%
Beverages	112	90	25%	10.4%	8.5%
Value Added Meat Products	147	113	30%	10.6%	8.0%
Out of Home	63	37	69%	23.6%	14.4%
HPC	459	485	(5%)	25.7%	25.7%
Personal	170	198	(14%)	28.5%	29.0%
Babycare	168	166	1%	28.4%	29.6%
Homecare	121	121	-	20.3%	18.9%
Exports & International	26	214	(88%)	1.3%	10.5%
Other	(151)	(52)			
Fishing – Oceana	-	78			10.7%
TOTAL CONTINUING OPERATIONS	3,015	3,133	(4%)	15.6%	15.3%

Contribution to EBIT (FMCG)

2010



2009



Abnormal Items for the year ended September

Rm	2010	2009
Continuing operations		
Empowerment transaction costs – BEE Phase II	(188)	(12)
Profit/(loss) on sale of property, plant & equipment, and impairment charges on intangibles	-	(12)
Profit on sale of investments	1	230
Costs relating to the unsuccessful attempt to acquire AVI Ltd	-	(30)
Release of provision for Sea Harvest put option	-	81
Net profit on sale of interest in subsidiaries and joint ventures	-	63
Recognition of pension fund surpluses	1	27
Other	(2)	(3)
Total	(188)	344

HEPS excluding once-off empowerment transaction costs as at Sept

Rm	2010	2009	% Change
Group			
Headline earnings	2,203	2,210	0%
BEE Phase II empowerment transaction costs after tax	153	-	-
Headline earnings excluding once-off empowerment costs	2,356	2,210	7%
HEPS (cents) excluding once off empowerment transaction costs	1,489.5	1,407.4	6%
Weighted average shares (000's)	158,193	157,012	1%

Group Balance Sheet at September

Rm	2010	2009
Assets		
Fixed assets and Intangibles	4,572	3,872
Investments	1,717	1,510
Current Assets	5,774	5,731
Cash	921	506
	12,984	11,619
Equity and Liabilities		
Ordinary Shareholders Equity	8,316	6,984
Non-controlling Interests	285	301
Long-term Borrowings	404	483
Short-term Borrowings	476	401
Non-current Liabilities	474	424
Current Liabilities	3,029	3,026
	12,984	11,619



Key Statistics as at September

	2010	2009
Continuing operations		
Net Cash/(Debt) (Rm)	42	(378)
Net Debt/Equity %	N/A	5%
Working capital per R1 turnover (cents)	20.7	19.4
Net interest cover (times)	36.9	12.4
Operating income margin % (FMCG)	15.6%	15.5%
Effective tax rate before abnormal items	29.7%	32.3%



Cashflow for the year ended September

Rm	2010	2009
Cash Operating Profit	3,493	3,566
Working capital requirements	(113)	(425)
Cash generated from operations	3,380	3,141
Net financing costs	(82)	(247)
Dividends received	149	87
Taxation paid	(821)	(1,033)
Cash available from operations	2,626	1,948
Capital distributions and dividends	(1,180)	(1,268)
Net cash inflow from operating activities	1,446	680
Net cash (outflow)/inflow from investing activities	(1,100)	133
Net cash inflow from financing activities	1	100
Net increase in cash and cash equivalent	347	913
Effects of exchange rate changes	(11)	(15)
Cash and cash equivalents at beginning of the year	172	(726)
Cash and cash equivalents at end of the year	508	172

Capital Expenditure & Commitments - for year to September

Rm	2010	2009
Continuing operations		
Capital expenditure (R million)	634	561
- Replacement	363	321
- Expansion	271	240
Capital commitments (R million)	817	1,006
- Contracted	547	337
- Approved	270	669

Tiger Brands is well positioned for future growth

- Tiger's portfolio performance is characteristic of having moved through a recessionary period
- Balancing volume, margin and market share has been a key focus
- Strong Rand has had a major impact on the Deciduous fruit export business
- Investment in Capex programme on track
- The Group has a strong balance sheet and continues to generate healthy cashflows





Thabi Segoale

Business Executive



Grains Key Performance Highlights

- Net Sales -8%
- EBIT +19%
- Operating margin 20.7%

Key performance drivers

- Favourable procurement positions
- Brand investment underpins continued demand
- Collaborative management initiatives
- Stable operating platform – desirable efficiencies
- Expanded market universe

Key market dynamics

- Volatile raw material prices:
 - Wheat: stable prices to July 2010 but significant increases since Aug 2010
 - Maize: local prices drop from import to export parity levels
 - Rice: India “Story” overhang
- FSU wheat production loss
- Shift in consumer buying patterns
- Intense competitive environment



Maize & Wheat Milling

Strong performance achieved



- Excellent procurement positions
- Improvement in channel & pack size mix despite marginal volume declines
- Strong volume growth on value added products:
 - Consumer baking premixes
 - Ace Instant
- Improved extractions
- New Hennenman Mill on track for Dec 2012



Albany Bakeries

Albany diversifies product portfolio

- Growth in Albany volumes:
 - Launch of 100% Smooth Wholegrain
 - Increased penetration
- Favourable product mix shift
- Albany PMB bakery successfully commissioned
- Board approves upgrade of Albany Durban bakery
- Albany broadens product basket



Newly
launched...



Tastic leads category recovery

- Rice market recovers on price deflation
 - 2010 : 12mm = +1,7% vs 2009 : 12mm = -7%
- Tastic market share grows
- Stable rice costs supports positive outlook for category

Tastic is voted the No.1 brand!*



* Essential Foods Category – 2010 Sunday Times Markinor Survey

Breakfast Cereals

Innovation & brand investment drives growth

Innovations launched in 2010 ...

- Business performance driven by:
 - Newly launched innovation products
 - Affordable offerings
 - Increased penetration
- No. 1 volume market share position retained
- Value growth achieved
- Accelerated innovation drive to deliver future growth



SUMMARY : GRAINS

Investment story on track

- Successful FY 2010
- Stable platform to support growth
- Key strategic priorities
 - Consolidating our capability platform
 - Broadening our product basket
 - Expanding our market universe





Neil Brimacombe

Executive Director



Particularly challenging year for the Groceries division

Volumes under pressure

- Net Sales +19%
- EBIT -5%

Performance Drivers

- Mayonnaise
- Pasta
- Continuous improvement initiatives
- Sustained investment behind key brands

Performance Challenges

➤ Volumes

- Price premiums exceeded in H1
- Retail House brand agenda
- Cheap Imported alternatives

➤ Margins

- Significant pushes on prime costs
- Down trading and relative pricing in H2
- Manufacturing overhead under recovered



Market Share

Mixed Share Performance – some share recovery evident in the short term

In the shorter term key markets starting to show signs of recovery

Volume Share (%)	12mm		6mm		3mm
	2009	2010	2009	2010	2010
Baked Beans	69.5%	65.7%	68.6%	66.8%	69.0%
Tomato Sauce	74.3%	72.3%	74.7%	71.7%	71.9%
Jam	62.2%	62.8%	61.5%	61.2%	59.7%
Canned Veg	66.7%	65.7%	68.2%	64.2%	60.3%
Pasta	45.2%	44.9%	43.4%	46.2%	45.3%



Source: Nielsen Sept 2010

Crosse & Blackwell Acquisition

Consolidation – building a strong platform for sustained growth

- Particularly successful integration into Groceries
- Excellent platform for future growth
 - Distribution
 - Cost / Efficiencies
 - Innovation
- Acquisition targets met



Sustained Brand Investment

All brand equity measures remain exceptional

KOO ACTIVATION



It's the best you can do



It's the best you can do

ALL GOLD ACTIVATION



FATTIS & MONI'S ACTIVATION



Brand Accolades - our brands still preferred by the consumers



All Gold Brand

- Number 1 brand - The Beeld Survey
- 3rd Brand in Canned Food Category - Sunday Times Top Brand Survey



KOO

- 1st in Canned Food Category - Sunday Times Top Brand Survey
- 2nd Favorite Brand - Sunday Times Top Brand Survey

Challenging Times For Discretionary Categories

Performance

- Net Sales -1%
- EBIT -17%

Macro economic level

- Confectionary market suffering volume declines
- Strong ZAR sees cheap imports

Internal Challenges

- Poor service levels driven by fire in the Gums & Jellies plant
- Chocolate margins under pressure in shorter term



Competing in tough times

Key Management Initiatives

- Continue to optimise growth in healthier snacking by expanding Jungle offering
- H1 share gains in profitable growing Gums & Jellies sector
- Smaller pack sizes to respond to affordability need
- Significant efforts to reduce business costs
- Expand distribution (breadth & depth) gains



Continued Brand Investment

In-Store Activation



Consumer Promotions



Smaller Pack Sizes



Margins improve but volumes remain under pressure

Volumes under pressure

- Net Sales +3%
- EBIT +69%

Performance Drivers

- Closure of PPM Business
- Successful integration of Crosse & Blackwell brand
- Strong margin emphasis

Performance Challenges

- Independent restaurants closure
- Exchange rate and cheap imported alternatives
- World Cup impact disappointing
- Mine retrenchments



Value Added Meat Products

Strong margins and volumes continue to recover

Excellent Operating Profit Growth

- Net Sales -2%
- EBIT +30%

Performance Drivers

- Enterprise brand
- Procurement / Margins
- Continued re-investment
- Mix

Performance Challenges

- Consumer downgrading
- Key markets under pressure
- Product standards



Value Added Meat Products

Continued investment in the core

- Brand investment +21%
- Compelling consumer innovation



- Market shares +3pp (Nielsen: Aug '10 12mma)



Beverages

Continued focus results in excellent progress

- Net Sales +3%
- EBIT +25%
- Operating Margin 10.4%

Performance Drivers

- Core brand volume growth
- Factory efficiencies
- Excellent cost management
 - Logistics
 - Structure

Performance Inhibitors

- Weak demand during Q1
- Sector pricing (DFB's)
- Declining Super Concentrates and Syrups market



Beverages

Driving growth by investing in the core brands

Key Initiatives for 2010:

Leverage of Energade sponsorships

- Flighting of the Oros mother brand TVC
- Hall's Smooth TVC
- Roses sampling



Oros Mother brand TV campaign



Energade Cricket Stadium Advertising



Roses Outdoor



Halls TV Campaign



Beverages

Exciting the consumer with relevant innovation

Innovation launched in 2010

- Oros Ice Tea
- Energade Champs
- Super 7 Smoothie new variants
- Super 7 PSD



Oros Ice Tea



Energade Champs



Super 7 Smoothie Taxi rank activation



Super 7 Smoothie new variants

Langeberg & Ashton Foods

Markets begin to recover but strong rand hurts

- Volumes (Core) +10%
- Net Sales -7%
- Operating loss -R84.6m



Key Challenges

- Sustained strong Rand
- Depressed market pricing
- Packaging cost push

Outlook

- Improved global markets for canned and puree products
- Exchange rate remains a key factor





Brenda Koornneef
Business Executive

HPC a focus for future growth

Challenges

- Declining markets in first half year
- Aggressive competitive environment
- Operational challenges in Personal Care

PERFORMANCE IMPROVING

IN 2ND HALF

Invest for growth

- Investment in integrated HPC division to deliver growth in F2011
 - Management structure
 - Customer & Field Sales & merchandising
 - Integrated facility
- Organic growth through Innovation and Brand building
- Growth into new/adjacent categories through acquisitions and alliances



Improving performance despite soft Top-line

- Net Sales -7%
- EBIT Flat

Challenges

- Markets decline in 2010, but start recovery in second half year.
- Pest volume market remains in decline (-7.7% 12mm)
- Competitive set increasingly aggressive
- Retailers launch DOB brands

Improving performance

- EBIT up by +16% in 2nd half versus PY
- Market shares improving through the 2010 year. Doom at highest ever share level in Q4
- Continuous improvement projects boost Gross Margin and EBIT%
- Investment in innovation, brand activation and sales & merchandising



Home Care

Innovation and Brand activation supports market share growth

Innovation



Brand Activation



Market dynamics & Operational challenges

- Net Sales -12%
- EBIT -14%

Challenges

- Market contraction impacts performance but improves in the short term (packages):
-1% (12mma) +4% (3mma)
- Strong multinational competitive activity
- Service levels hamper growth but corrected Q4

Performance Improving

- In-house manufacture of Ingram's Camphor Cream improves margins
- Market shares recovering
- Facilities integration completed and savings re-invested to assist volume recovery
- Fixed costs tightly controlled



Personal Care remains a Growth Vector

- Ingram's positioned for growth
 - Additional marketing investment
 - Current range receives pack upgrade
 - Launch of non-camphor creams assists performance
- Personal Care innovation gains traction
 - Lemon Lite re-launch
 - Line extensions into trade
 - Je'Taime - Angel,
 - Designer – Orchid Night & Urban
 - Protein Feed – Maintenance
- Future growth through Acquisitions/Alliances
 - Imperial Leather launched to customers Sept '10 with national distribution achieved



Big Baby continues to grow

Total Baby

- Net Sales +5%
- EBIT +1%

Challenges

- Market volumes under pressure
- Investment in Field Sales & Merchandising impacts EBIT

Achievements

- Leading position in jarred Baby Food continues.
- Purity masterbrand extended to Baby Wellbeing
- Margin expansion – Growth of Baby Medicinals



Innovation drives profitable growth

Recent Launches



Planned launches F2011



Tiger Brands International

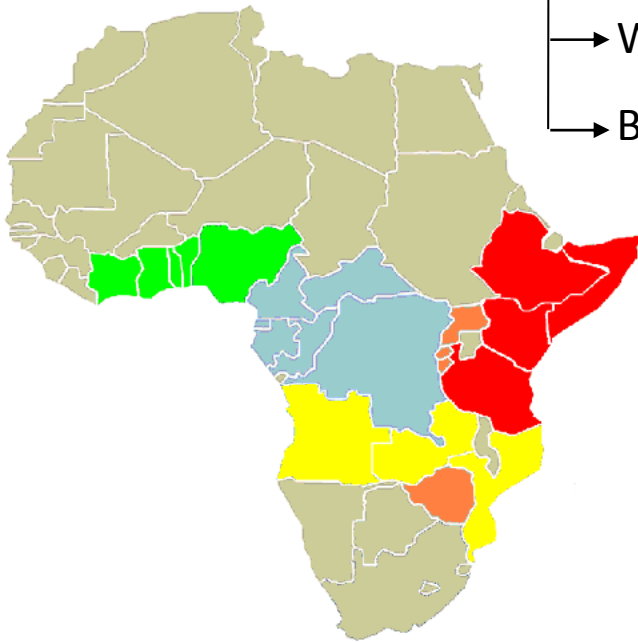


Peter Matlare
Chief Executive Officer

Tiger Brands International: Background

Our Priority Zones – no changes and focus remains

Background



- International expansion remains a key priority
- Opportunity zones well understood
- Our engagement in the markets has built real competencies
- We continue to resource appropriately
- Built on experience gained over the last 3 years

Tiger Brands International: Exports

Strong growth driven through an effective supply chain

- Net sales R370 m +30%
- EBIT R54 m +62%

Growth Drivers

- Efficient supply chain, speed to market and product availability
- Flexible approach to rapidly meeting complex market needs
- Increased marketing support focused on core brands
- Driving demand from adjacent markets efficiently through improved customer and distributor management
- Improved East Africa performance through HACO

Challenges

- Rand strength
- International low cost competition



Tiger Brands International: Exports

Investing for future growth

- Mozambique growth achieved through product education and strong distribution



- Zambian formal market growth has created opportunities to improve brand presence



- Fattis and Monis presence in Zimbabwe. Continued growth is planned in Zimbabwe as the economy recovers

Tiger Brands International : Haco (Kenya)

Delivering on the strategy

- Net sales R190 m -3%
 KSHS 2 bn +17%
- EBIT R20 m -5%
 KSHS 210 m + 25%

Growth drivers

- Improved macro environment in East Africa
- Expanded distribution throughout East Africa
- Capex investment has improved service levels
- Focused support of core brands, increased marketing investment
- Effective cost management through improved processes
- Sales growth for imported product from Tiger Brands

Challenges

- Strong Rand negatively impacting currency translation



Cameroon (Chococam)

Investing for future growth

- Net sales R315 m - 19%
FCFA 20,5 bn - 2%
- EBIT R37 m - 15%
FCFA 2,4 bn + 5%

Growth drivers

- Significant continuous improvement savings achieved
- Sustainable platform for future growth:
 - Re-alignment of People and Culture
 - Cost-saving driven through process improvement
 - Manufacturing process review and improvement
 - Focus on brand renovation and marketing

Challenges

- Factory constraints hamper service levels in F2010
- Sugar and Cocoa cost push

F2011 Brand Renovation



Cameroon (Chococam)

Investing for future growth

Outlook

- ERP system adoption and maximization
- Execution of brand renovation program, a key growth driver
- Increased Tiger Bands product portfolio introduction
- Capex on key lines to improve productivity
- Implementation of revised route to market model
- Pursuing local and regional acquisitions in Tiger Brands core categories



Tiger Brands International: Summary

The Emerging Market 'local player'

- African continent a stepping stone for internationalisation
- Emphasis on identified sub-regions, maintaining focus and creating centers of excellence
- Acquisition remains a key theme on the continent and beyond
- Continue to drive exports through in-market investment to deepen distribution
- Investing in brands, people and facilities remains core



Outlook

- Management portfolio realignment
- Encouraging increase in volumes in recent months
- Trading environment likely to remain challenging
- Continued to invest in Brands, People and Facilities



Disclaimer

Certain statements in this presentation may be defined as forward looking statements within the meaning of the United States Securities legislation.

Forward-looking statements involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements of the company to be materially different from the future results, performance or achievements expressed or implied by such forward-looking statements. These forward-looking statements may be identified by words such as 'expect', 'believe', 'anticipate', 'plan', 'estimate', 'intend', 'project', 'target', 'predict', 'outlook' and words of similar meaning.

Forward looking statements are not statements of fact but statements by the management of Tiger Brands Group based on its current estimates, projections, beliefs, assumptions and expectations regarding the group's future performance.

No assurance can be given that forward-looking statements will prove to be correct and undue reliance should not be placed on such statements.

The risks and uncertainties inherent in the forward-looking statements contained in this presentation include, but are not limited to: domestic and international business and market conditions; changes in the domestic or international regulatory and legislative environment in the countries in which the Group operates or intends to operate; changes to domestic and international operational, economic, political and social risks; changes to IFRS and the interpretations, applications and practices subject thereto as they apply to past, present and future periods; and the effects of both current and future litigation.

The company undertakes no obligation to update publically or release any revisions to these forward-looking statements contained in this presentation and does not assume responsibility for any loss or damage whatsoever and howsoever arising as a result of the reliance of any party thereon, including, but not limited to, loss of earnings, profits, or consequential loss or damage.



THANK
YOU