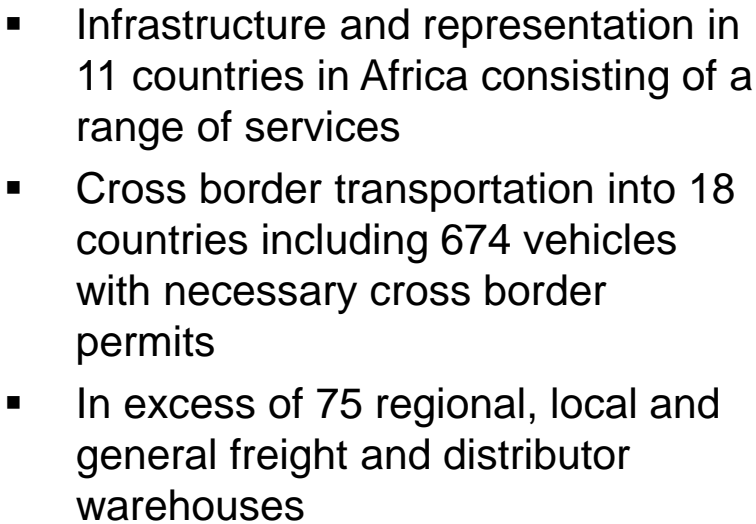


IMPERIAL LOGISTICS AFRICA DISTRIBUTORSHIPS

Africa RTM Capabilities

Updated version January 2014



CIC Holdings Overview



CIC HOLDINGS LIMITED

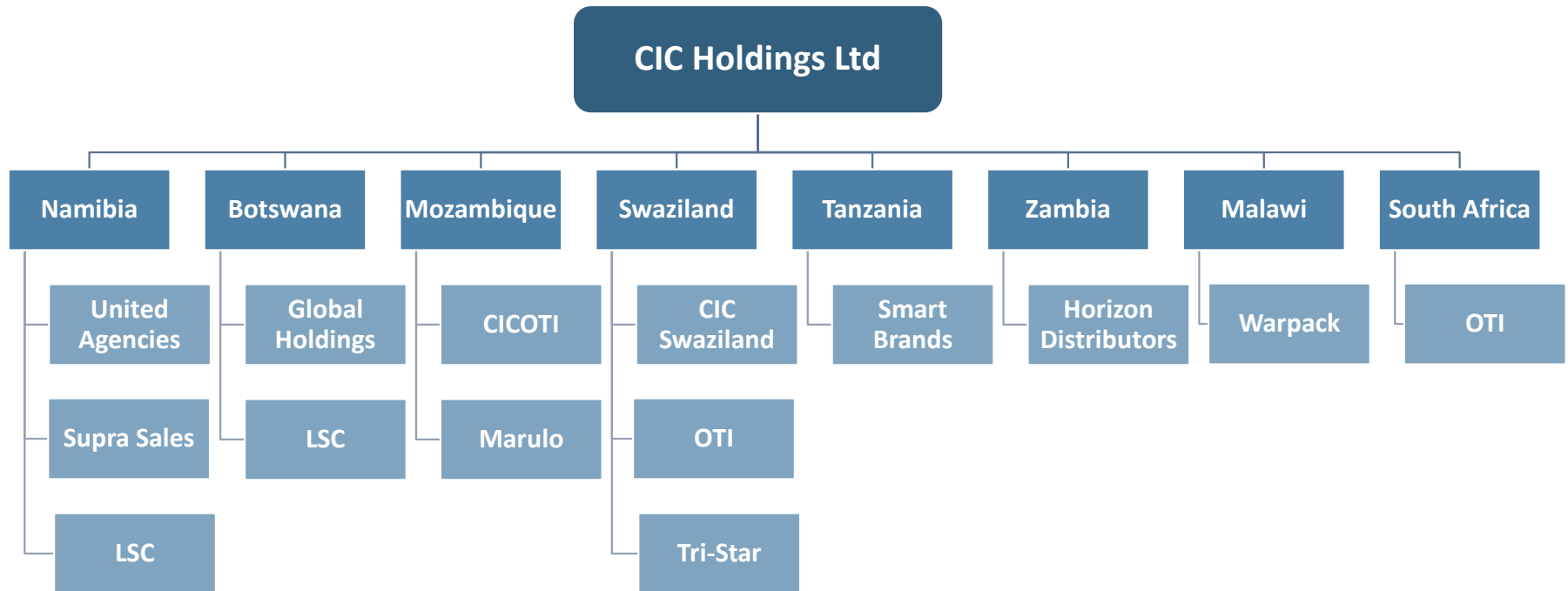
is wholly owned by IMPERIAL Logistics, and is the parent company of a group of businesses that operate in Southern Africa.

CIC operates within the **Fast Moving Consumer Goods** Industry through Agency agreements with blue chip manufacturers, both locally and internationally.

Our service offering includes a full **end-to-end Route to Market** solution, incorporating selling, merchandising, warehousing, distribution, debtors' administration, staffing and security solutions.

The Group currently operate in **8** African countries, including a footprint of 26 sites across the continent with > 10,000 staff 

CIC Holdings Group Organogram



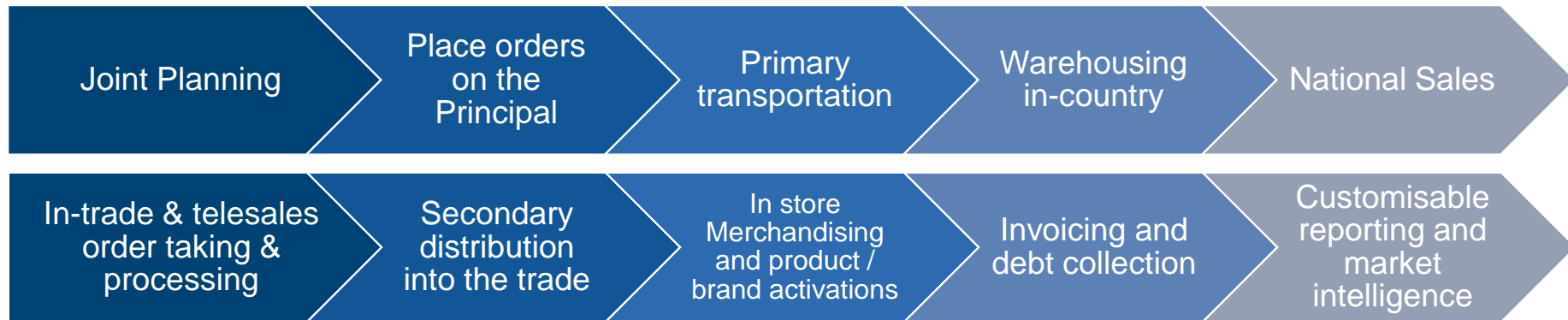
CIC Holdings Footprint



● CIC warehouse operations

Service Offering

Our service offering includes a **fully integrated end-to-end RTM** (Route To Market) solution:



- We work in partnership with our Principals and Customers, through regular joint planning sessions
- We carry the book on behalf of our Principals
- The Principal trades in a risk-free environment since Imperial Logistics take full responsibility for the Debtor's Book
- We provide valuable market insights through integrated web based systems

Customisable Sales and Merchandising

Where volumes allow, Principals can negotiate specialised sales and merchandising solutions:



Shared Basket

Will be serviced by a National Sales Manager, Sales Manager, Sales Representatives and Field Marketers who are also responsible for other Principals



Partially Shared

Will be serviced by a National Sales Manager who is also responsible for other Principals and various scenarios whereby the remaining structure is either totally or partially dedicated



Dedicated Structure

A completely independent, stand alone structure focused exclusively on providing service to the individual Principal



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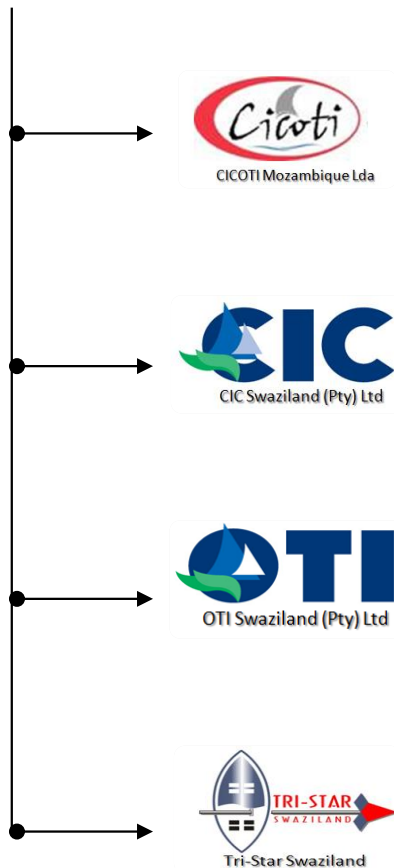


CIC overview



Mozambique





CICOTI Mozambique services include a full **end-to-end RTM** solution



National Primary Transport



National Distribution



Sales & Merchandising



Cash Van Sales



Debtors Administration



In-market activation / promotions

CICOTI Lda Mozambique Principals

DIAGEO



Johnson & Johnson

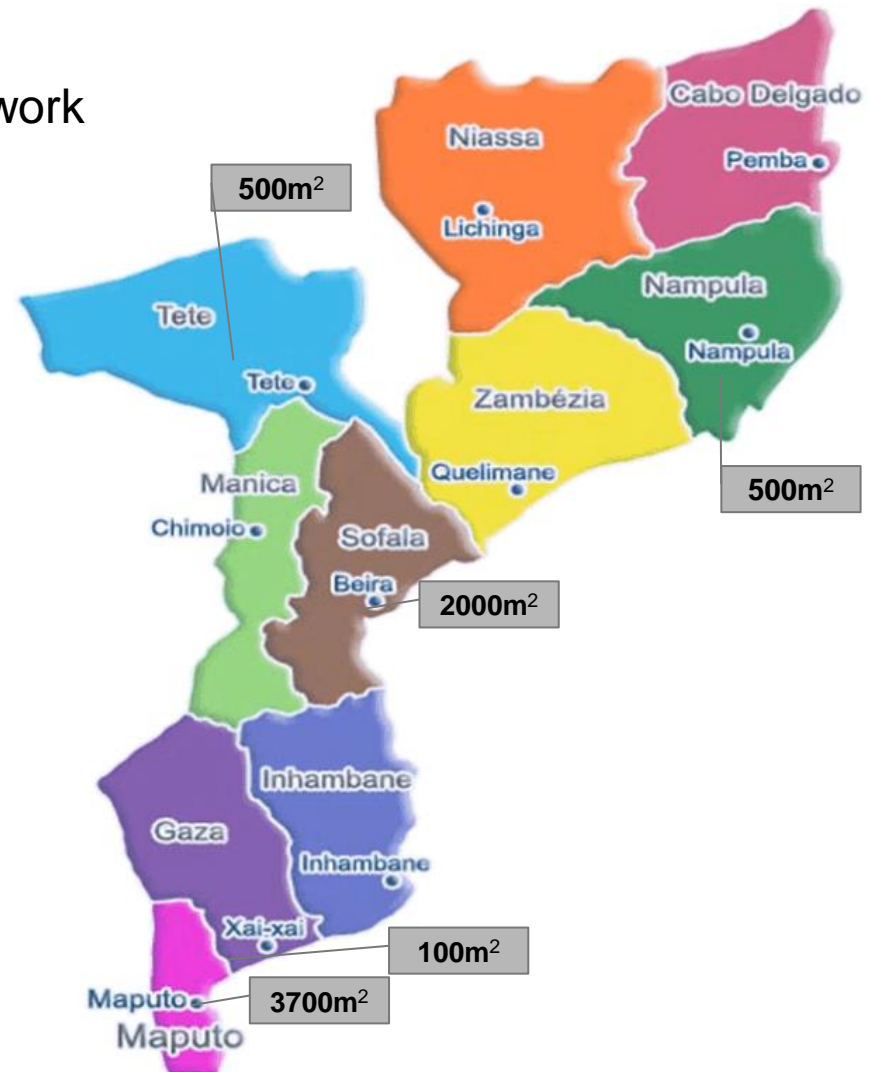


CICOTI Lda Mozambique Distribution Network

The CICOTI Mozambique distribution network includes the following strategically placed facilities:

Location	Size (m ²)
Maputo	3 000 Warehouse 600 Bond Warehouse 100 Maputo Shop
Beira	2 000 Warehouse
Macia	100 Warehouse
Nampula	500 Warehouse
Tete	500 Warehouse

27 Delivery vehicles service this area



CICOTI Lda Mozambique Future Expansion

Future expansion is planned in the following provincial Capitals

Pemba	- Depot Jun 2014
Vilanculos	- Depot Jun 2014
Xai Xai	- Depot Jun 2014
Lichinga	- Depot Sept 2014
Nacala	- Sales office 2014
Quelimane	- Sales office 2014






Expansion is focused on selected SKU's serviced by our **Cash Van route-to-market solution**

CICOTI Lda Mozambique Fleet and Structure



We have a total staff compliment of 150 employees

throughout the following functions:

	Sales	37
	Merchandising	26
	Warehouse	33
	Distribution	14
	Admin (Debtors, IT and HR)	40

Local Fleet

	9 x 5 tonner		1 x 4 tonner
	8 x 3 tonner		19 x Light Commercial

CICOTI Lda Mozambique Customer Base

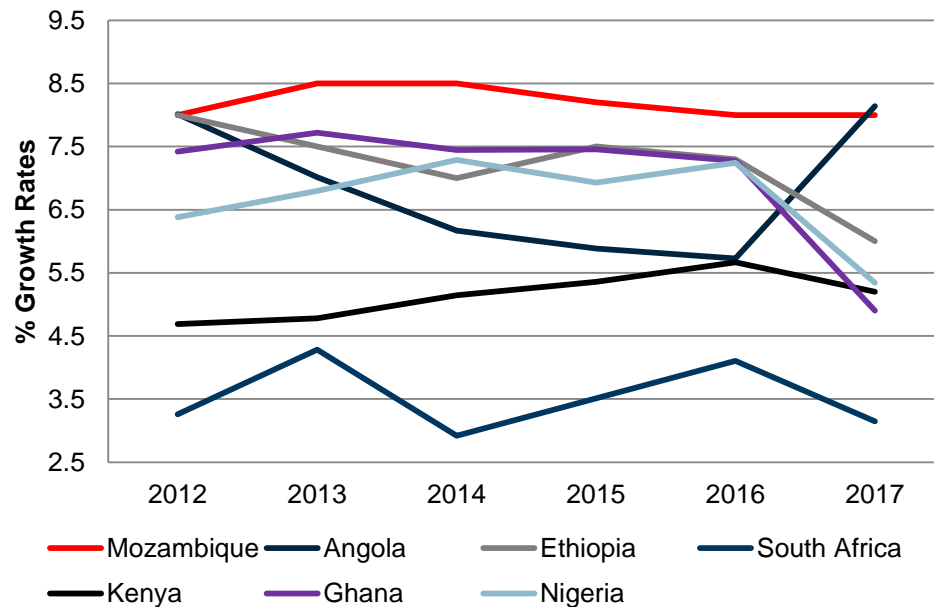
We service **>990 active customers** as per the table below

	Total Universe	Liquor	FMCG	BAT	Stores Merchandised
Bars / Clubs	41	41	-	41	-
Bottle Stores	51	51	-	24	20
Cash & Carry	16	5	16	10	12
Catering Companies	2	2	2	-	-
Key Accounts	17	15	17	3	15
Informal Retail	62	20	55	-	7
Forecourt	26	18	-	26	3
Hotels	11	11	3	11	1
Informal Trade	39	21	19	39	-
Large Retailer	41	9	40	41	36
Large Wholesaler	45	12	19	45	6
Restaurant	30	30	-	30	-
Retailer	10	1	10	10	4
Small Wholesale	56	14	49	15	3
Barracas	3000	200	200	700	-

Mozambique Macro

- One of the 3 fastest growing African economies, GDP +7% expected in 2014.
- New projects in coal (Moz will become Africa's second largest coal exporter after SA) and gas.
- Development of infrastructure linked to mining project.
- Significant off shore gas production is also likely over the medium term.

Real GDP Growth rates

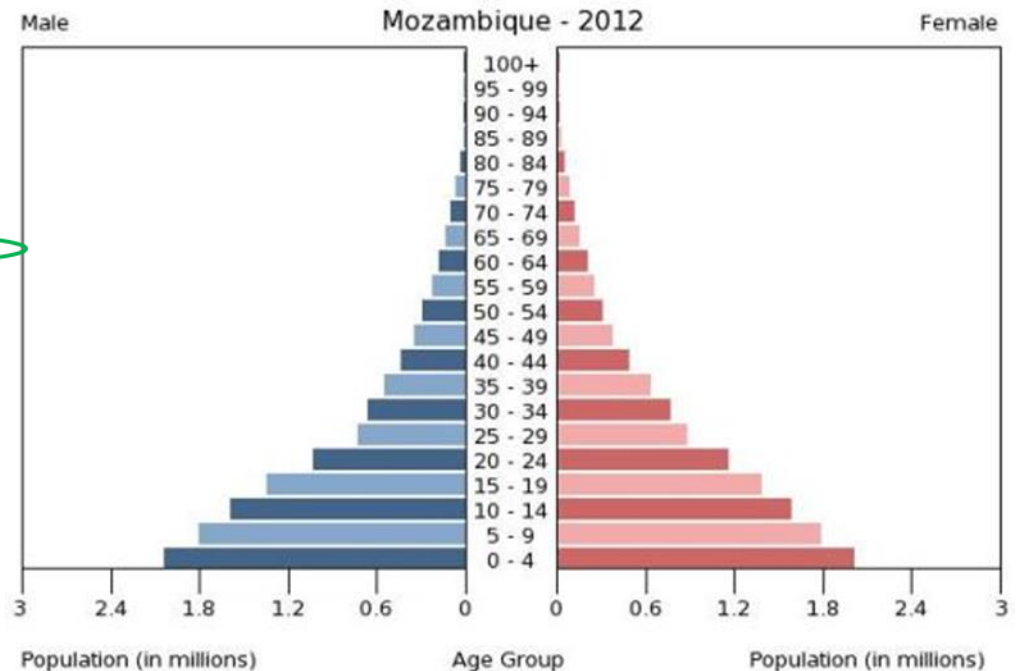


GDP Per Capita in \$	2012	2013	2014	2015	2016	2017	CAGR
Mozambique	588	715	817	917	1,039	1,178	19%
Ethiopia	508	508	581	656	714	697	8%
South Africa	7,512	7,588	8,196	8,210	8,149	8,594	3%
Kenya	963	947	934	974	1,023	1,070	3%
Ghana	1,623	1,760	1,940	2,171	2,440	2,677	13%
Nigeria	1,544	1,556	1,699	1,863	2,075	2,178	9%
Angola	6,122	7,000	7,993	9,122	10,409	11,529	17%

A young and growing population

- 2012 population estimated at 24mn and is expected to grow at 3% YOY.
- Median age at 16.8year. More than 50% of the population below LDA
- Forecast urbanisation trend should drive formalisation of TBA.

2012 data	Urban population concentration	Urbanisation growth
Mozambique	38%	4%
Ghana	51%	3.40%
Kenya	22%	4.20%
Nigeria	50%	3.50%
Angola	59%	4%
Ethiopia	19%	4%
DRC	35%	4.50%
Cote D'Ivoire	51%	3.70%





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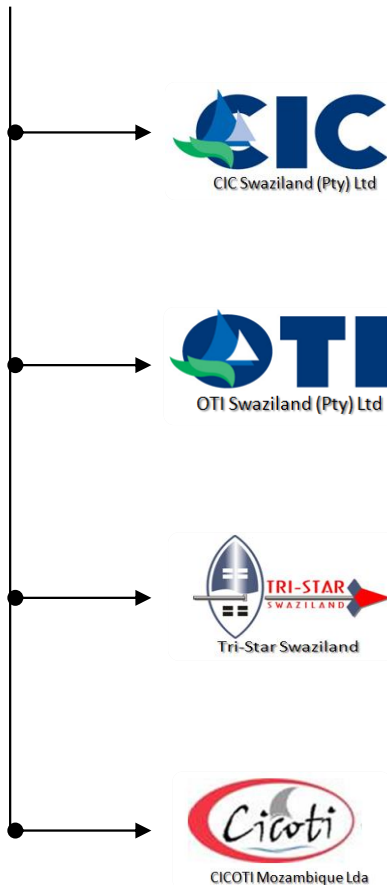


CIC overview




Swaziland










- CIC Swaziland is a duty free liquor outlet which warehouses and sells liquor into the market
- OTI Swaziland is a local entity offering a full end-to-end RTM solution, including national distribution, sales, merchandising, debt collection and Cash Van sales
- Tri-Star is a local entity offering a full end-to-end RTM solution, including national distribution, sales, merchandising, debt collection and Cash Van sales

OTI Swaziland Organisational Structure

 We have a total staff compliment of **80** employees throughout the following functions:

	Sales incl. Cash Vans	9
	Merchandising	36
	Warehouse	15
	Distribution	11
	Admin (Debtors, IT and HR)	9

OTI Swaziland Distribution Network

We have a 3500 m² Distribution Centre strategically placed in Matsapha, which includes a 1 500 m² bonded area

Our fleet consist of the following vehicles



4 x 1 Ton Trucks



1 x 2 Ton Trucks



2 x 4 Ton Trucks



3 x Cash Vans

OTI Swaziland Principals



WILLIAM GRANT & SONS
INDEPENDENT FAMILY DISTILLERS SINCE 1867

CAPSTAN ALOE

PERMARK PHARMACEUTICALS





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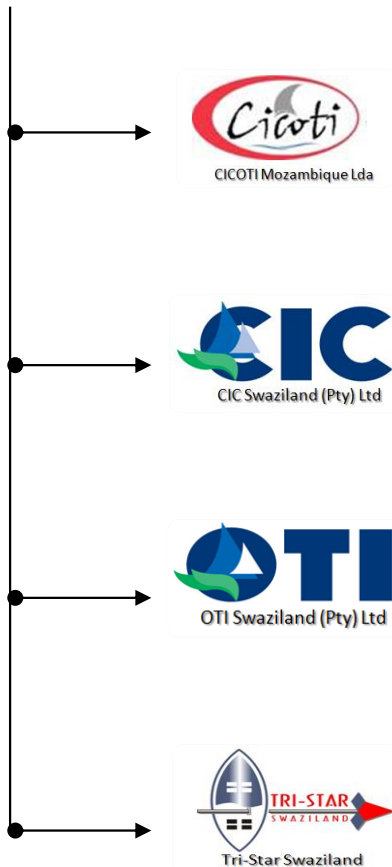


CIC overview



South Africa





OTI South Africa **Consolidation Warehouse** is used to supply:

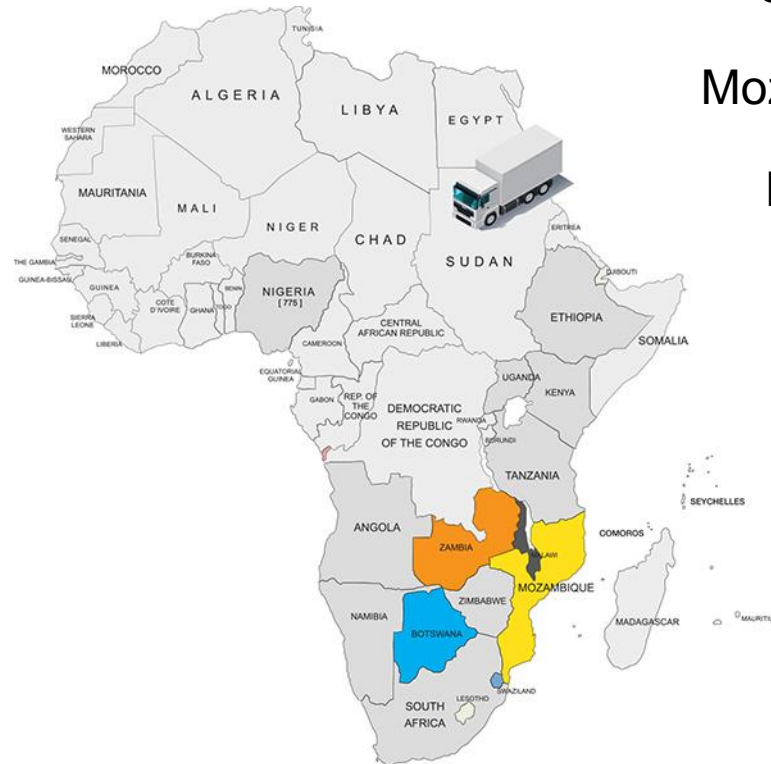
Swaziland ●

Mozambique ●

Botswana ●

Malawi ●

Zambia ●



Ocean Traders International - Consolidation

- We have a Group Consolidation warehouse in Johannesburg where we consolidate loads from various Principals for transportation into the CIC Africa network
- This 2000m² facility allows us to cost-effectively co-load and transport multi-loads from a combination of smaller Principals into our African territories
- Principals can invoice the OTI SA entity or the in-country Company
- In addition, 800m² Bonded facilities is also available

Thank You...

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