



**KRAFT FOODS SOUTH AFRICA (PTY)
LIMITED**

(REGISTRATION NUMBER: 1989/000735/07)
"KRAFT"

**NATELA IMPORTERS (PTY)
LIMITED**

(REGISTRATION NUMBER: 2003/022504/07)
"NATELA"

DISPOSAL OF BEECHIES BUSINESS

1. INTRODUCTION

The directors of Kraft Foods South Africa (Pty) Ltd and Natela Importers (Pty) Ltd ("Natela") are pleased to announce that Natela has acquired the Beechies chewing gum business from Kraft.

2. NATURE OF BUSINESS

Beechies is a leading chewing gum brand in South Africa with an iconic, household name and strong heritage in South Africa and key neighbouring markets. Natela is a leading food distributor in South Africa, distributing many well known local and international brands.

3. RATIONALE FOR TRANSACTION

Kraft is looking to focus on its core brands and categories in South Africa, which excludes the chewing gum segment. Beechies is a complementary product to Natela's existing portfolio and Natela expects to re-capture lost market share through improved focus and distribution excellence.

4. TERMS OF THE TRANSACTION

The terms of the transaction remain confidential.

JULY 2009
SANDTON

CORPORATE ADVISOR TO KRAFT

