



Brasseries et Limonaderies du Rwanda

PRESS RELEASE

Bralirwa Ltd Announces Investment For 2012

Kigali, May 11th, 2012- During Bralirwa's annual press conference to announce the results for 2011, the Company also took the opportunity to announce an investment of US \$ 41 million to support an expansion and upgrading program.

This investment includes a new soft drink line and utilities at its Kicukiro soft drink plant and the upgrading of the brewery in Gisenyi.

This investment will benefit Rwandan companies through civil engineering activities and job creation. In addition, Bralirwa's production staff will be trained in the use of modern equipment and technology.

"It's with pleasure that we announce today this investment which will allow us to improve our capacity to meet the growing demand and satisfy our consumers with high quality products" said Mr. Jonathan HALL, Bralirwa Managing Director.

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Press Inquiries:

Freddy NYANGEZI

Corporate Affairs Manager
Bralirwa LTD.

mobile: +250 788302304

e-mail: fnyangezi@heineken.com



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Editorial Information:

BRALIRWA Ltd is a Rwandan company producing and selling beers and soft drinks. The Company's beer brand portfolio includes Primus, Mützig, Guinness, Amstel and Turbo King produced in the Gisenyi brewery and Heineken which is imported from Holland. Primus, the Company's largest selling beer brand has been available to consumers since 1959. Since 1974, the Company has been producing and selling soft drink brands under a licensing agreement with The Coca-Cola Company. These include Coca Cola, Fanta Orange, Fanta Citron, Fanta Fiesta, Sprite, Krest Tonic and the Company's own brand Vital' O.

The Company was founded in 1957 with the construction of a brewery located in Gisenyi. Since 1971, BRALIRWA Ltd is a subsidiary of the Heineken Group, which holds 75% of the shares of BRALIRWA with the remaining 25% listed on the Rwanda Stock Exchange.

As a socially responsible company Bralirwa Ltd, supports a variety of projects from Education to Health and Environment.