

## PRESS RELEASE

### **Succession of Mr. Victor MADIELA by Mr. Merid DEMISSIE as Managing Director of Bralirwa Plc and Vice Chairman of the Board of Directors.**

Kigali, 27<sup>th</sup> November 2018, The Board of Directors of Bralirwa Plc announces that after leading the Company through several years of sustained growth and development, the current Managing Director of Bralirwa Plc, Mr. **Victor MADIELA**, will leave this position and will be succeeded by Mr. **Merid DEMISSIE**, effective 1st January, 2019.

Mr. Victor MADIELA leaves Bralirwa Plc after almost 2.5 years in light of having accepted a new position at **Heineken - Bralima brewery in Democratic Republic of Congo (DRC)** as Managing Director.

In this role, Mr. Merid will be responsible for the expansion of our leadership position in beer and soft drinks through a vibrant brand portfolio and an optimized route to market, while driving a lean cost base leading to an improved financial performance.

Mr. Merid joins us from Heineken Ethiopia where he started in January 2014 as a Sales Director. During the past 5 years, he has successfully built a new Sales and Trade Marketing team, grew volume and nearly doubled market share in one of Africa's most competitive markets. With the company's aim to become the undisputed number 1 in Ethiopia, Merid's success comes from his relentless focus on Excellent Outlet Execution (EOE), his vast experience on route to market and his motivational leadership style.

Prior to joining HEINEKEN, Merid started his career in the beverage world with Coca-Cola SABCO in Ethiopia in 1999 where he spent 7 years working in different positions in Sales & Marketing with growing responsibilities. From 2007 till 2014, Merid held several commercial regional roles in the Coca-Cola Central East & West Africa Business Unit.

Mr. Victor has been the Managing Director of Bralirwa Plc, since September 2016. He leveraged recent investments, implemented an ambitious cost saving programme, introduced successful innovations (Primus Citron and Amstel 100% malt) and applied a more efficient route to market which all resulted in significant top line and bottom line growth. Bralirwa's leadership in the Rwandan beer market was significantly reinforced by an increasing market share. Victor has also led the preparation for the local production of Heineken in Rwanda which will take place end of 2018.

### **About Bralirwa Plc**

BRALIRWA Plc is a Rwandan company producing and selling beers and soft drinks. The Company's beer brand portfolio includes Primus, Mützig, Legend, Amstel, Turbo King and Heineken all proudly produced in the Gisenyi brewery; 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, Stoney, 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 Plc is a subsidiary of the Heineken Group, which holds 75% of the shares.