



According to its global growth strategy

AJE lands on Egypt hand in hand with BIG Cola

- *AJE operates in more than 20 Latin American, Asia and Africa countries with a unique business model based on the democratization of consumption.*
- *The latest and modernized production line in the Middle East and production will be made locally.*
- *BIG, the company's flagship brand will be the first to be commercialized in the Egyptian market.*

Cairo, August 28th 2015. – AJE, one of the leading multinational beverage companies, has announced today the beginning of the commercialization of its products on Egypt, thus consolidating its entrance into the African continent.

BIG, AJE's flagship brand and Regional Partner of Football Club Barcelona (FCB) will be the first being commercialized in Egypt. Recently, BIG has been ranked in the "top ten" of most chosen brands in Latin America and the second in frequency of consumption, according to the *Brand Footprint 2015 ranking*, prepared by the consulting firm Kantar World panel (KWP). It has also proven to be the favorite drink of Indonesia as ranked by *Roy Morgan* in 2015.

BIG will be available in the following flavors: Cola, Orange, Lemon, and Green Apple, in 360 ml, 500 ml and 1,5 L. sizes, attending the tastes of all consumers in this market. The products will be marketed all over the Egyptian governorates.

AJE's unique and differentiated business model, based on the democratization of consumption as well as the relations and local distribution nets, part of the company's success secret, will also be implemented on Egypt. The company facilitates the access to consumption, with maximum quality products at a price adapted to the needs of the young Egyptian consumer. On distribution matters, AJE works with strategic partners (thousands around the world), local entrepreneurs that distribute its products at a local and regional level.



AJE has also announced that the production will be made locally, which will generate several work opportunities direct & indirect. According to **Julio Roda, AJE's Executive Regional Director for Africa and India**: *"According with our global growth strategy, we are very pleased to announce that today we start our operations on Egypt. The decision to bet on this new market, supposes a big milestone for AJE's history, since it means consolidating our presence in the African continent"*.

Multinational Character

Present in 27 countries on three continents: Latin America, Asia and Africa, AJE today operates through 1.560.000 sales points, 120 own distribution centers and a team of 15.000 directs and indirect employees, reaching to more than 1.000 million consumers around the world.

AJE has more than 27 years of experience in the beverage market, and since its establishment, it has never stopped growing and conquering new markets.

About AJE

AJE is one of the largest multinational beverage companies, with presence in more than 20 countries in Latin America, Asia and Africa, and with 15,000 direct and indirect employees. AJE is the 4th largest soft drinks company in sales volume and the 3rd largest producer of carbonated soft drinks in those markets where it operates (source: *Canadean Annual Soft Drinks - Wisdom - 2013*). With a strong commitment to "democratizing consumption," AJE provides access to high-quality products to new consumer groups in the emerging world. In addition to its flagship brand, BIG Cola, AJE's product portfolio is complemented with brands such as Cielo, Cifrut, Pulp, Sporade, Volt, Cool Tea and BIG Fresh in the categories of water and juices, as well as hydrating and energy drinks, ready to drink teas and carbonated soft drinks. For more information, please visit: www.ajegroup.com / www.facebook.com/global.bigcola / <http://www.big-cola.com/>

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