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FOR IMMEDIATE RELEASE

## **CIMERWA launches a new brand vision to reinforce & cement its market position**

KIGALI (February 2018) – CIMERWA PPC, Rwanda’s leading and only local manufacturing cement brand has unveiled a new brand vision that ties into the company’s long-standing heritage in the market.

Dubbed “STRENGTHENING RWANDA,” this new brand vision had a soft launch at the end of 2017 and will fully roll out this year across different platforms. The new brand outlook aims to show case CIMERWA PPC as an organization that has been at the forefront of strengthening the nation over the last 34 years.

According to Bheki Mthembu, the CEO of CIMERWA PPC Strengthening Rwanda has been and still is the brand’s way of life, it’s the story of CIMERWA’s journey and commitment to empowering the people and the community they operate in.

“ ‘Strengthening Rwanda’ is in line with our mission to strengthen our relationship with our biggest strategic partner; which is the government of Rwanda. The Government has a vision to develop the economy to be competitive within the EAC region and beyond. As a Made in Rwanda brand, we share this vision of growth and progress.” Mthembu said.

“While there are projects that we are supporting including the construction of Bugesera Airport and different road networks, CIMERWA currently has other initiatives that are reflective of this new message; mainly education, health, sports and our other CSI initiatives” Mthembu added.

Mthembu also added that ‘Strengthening Rwanda’ is in line with PPC’s brand positioning, which is ‘Strength Beyond the Bag.’ This mirrors how

CIMERWA PPC has strategically aligned with PPC's pan African message.

Edgar Odipo the Sales and Distribution Manager said that CIMERWA is honored to be part of the growth and development of Rwanda.

"Everyday, we continue to see opportunities to capitalize on our commitment to a stronger and bolder Rwanda built on strong foundations. From a business perspective, there was a need to refresh our brand message; ever since we acquired an investing partner called PPC, South Africa's leading cement manufacturer," he said.

"However, since we increased our production capacity, we also needed to be locally relevant and appeal to our Rwandan customers' sensibilities in order to drive up brand loyalty and become the preferred brand of choice for all Rwandans" he added

CIMERWA is 51 per cent owned by PPC Ltd, Southern Africa's largest cement producer. PPC Ltd has been in the cement business for more than 100 years and is a public listed company on the Johannesburg Stock Exchange.

According to John Jovith Maridadi the Marketing Manager, "we are telling Rwandans that it's our commitment to strengthen Rwanda that matters. It is our commitment to the environment; ensuring we minimize the impact we have on the future sustainability of our planet by adhering to environmental best practices "

"It is the strength of our ability to foster growth and purposeful partnerships. Partnerships that will push us to incessantly seek to be a force for good with the world around us, continually impacting the lives of the people we serve in a tangible and meaningful way," he added.

Rolling out 'STRENGTHENING RWANDA' is CIMERWA's most ambitious initiative since the company's "30 years of existence" campaign. Our new message is being rolled out with a TV commercial, filmed both at the company's plant in Bugarama and the head office in Kigali and includes a combination of market-specific print, online, outdoor and online creative executions.

To this end, this new message also seeks to celebrate CIMERWA as a Made-in-Rwanda brand and comes at a time when CIMERWA is setting its sights on maximizing its production capacity to 600,000 tonnes per year, among other plans.

"It was important that this new brand vision speaks to how we drive CIMERWA forward as a business and a brand taking a long-term view.

CIMERWA is passionate and committed to creating an enhanced experience for our customers beyond just producing cement. And we aim to achieve this alongside our pursuit of business growth opportunities,” Edgar Odipo added.

#### **ABOUT CIMERWA**

CIMERWA is Rwanda’s only integrated cement producer. Established 30 years ago, the firm’s production plant is located in Bugarama, Rusizi district in South Western border of Rwanda. This is the only cement company in Rwanda that mines the raw materials, produces the clinker concentrate, packs and sells cement for general and civil construction. Some of its products are exported to the DRC and Burundi. CIMERWA has invested USD 170 million in a new modern dry process production plant at its head office in Bugarama with a capacity to turn out 600,000 tons of cement per year. The plant was commissioned in August 2015.

CIMERWA is committed to building strong partnerships with leaders and members of the local community. In the process, the firm has helped set up a number of initiatives geared at improving the livelihoods of the people. These include a nursery and primary school, medical clinic, an ambulance and providing them with clean, piped water. The firm has also helped enterprising people set up a carpentry workshop, knitting and tailoring outfits.

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