

**REMARKS BY DAVID MUREITHI, MANAGING DIRECTOR OF UNILEVER
GHANA ON THE OCCASION OF THE 15TH DISTRIBUTORS' AWARDS
CEREMONY AT THE ACCRA INTERNATIONAL CONFERENCE CENTER ON
FRIDAY, 03/11/11.**

**OUR ESTEEMED DISTRIBUTORS, CUSTOMERS MANAGERS AND STAFF OF
UNILEVER GHANA, LADIES AND GENTLEMEN;**

AFENHIYAPA to you all!

It is indeed a great pleasure to be here tonight to celebrate you our cherished distributors. Personally, the opportunity to meet, dine and interact with you as a group in such a relaxed environment is very much appreciated. It presents the platform for us to get to know each other a lot better and hopefully strengthen our relationship for our mutual good and I intend to make the most of it. My colleagues and I are happy that you honoured us with your presence this evening.

ESTEEMED DISTRIBUTORS and CUSTOMERS;

2010 was a good business year for Unilever Ghana. In spite of a difficult first half year, we ended the year with a growth 18.9% for Unilever Consumer Goods business. This achievement was driven mainly by the investments we made to support the activation of our brands in the market place, widen our product distribution and reach as well as your skilful customer service and salesmanship. The "M'aye Yie, Happy Times" Promotion which you tirelessly supported enabled us to finish the year very strongly and deliver an impressive full year performance. Your commitment, focus and determination to reach the goal we set ourselves paid off and we are proud of you! **"AYEKOO"** (Well done!) for your spirited contribution to the results we achieved.

I am happy to inform you that courtesy of that sterling performance, Unilever Ghana was named the Best Business Unit for Quarter 4 in the whole of Unilever Central Africa...

Unilever globally has set itself the ambition to double its turnover by 2020 while reducing our impact on the environment. In Ghana we have determined to achieve this goal in half the time i.e. by 2015. Whereas we have already shared with you our growth plans we are yet to share the plans on reducing environmental impact

We will soon unveil an elaborate plan on how we will make a positive impact on the Environment and we trust that we can count on you to support its activation to make the vision a reality.

ESTEEMED DISTRIBUTORS;

This year, we aim to consolidate the gains we made last year and on the back of that deliver at least 25% growth. We can achieve this only if we entrench ourselves as the preferred choice of the consumer every time, every where. It is our ardent belief that, expanding our reach farther through increased effective outlet and territory coverage will facilitate this bond with the consumer; and most importantly **enable easy access to our brands at the right price and on a regular basis.** Your call to Action therefore is for you to launch out into the deep and untapped areas of your territory to create more Perfect stores, Perfect Stalls and even Perfect Table Tops driven by outstanding customer service... As will soon be elaborated by the CD Director, we will endeavour to facilitate the acquisition of or where possible provide the necessary logistical support (training for the sales team, systems & processes, other requisite resources, etc) to enable you execute the 2011 plan flawlessly to win convincingly in your markets and thereby reinforce our leadership position in the market place.

As you know, all of Unilever's operations in West Africa, except Nigeria currently report into the Unilever Ghana head office in Team. We together, therefore have an onerous responsibility to deliver exceptional results to justify our position as the head of the West African business and also set an example for the other countries in the region to follow. Your timely feedback on Market Intelligence, prudent financial management to ensure uninterrupted service to your territories and swift action to turn challenges into selling opportunities will enable us excel in the delivery of this task also.

LADIES AND GENTLEMEN;

The current socio-political and economic circumstances around us (La Cote d'Ivoire & the north of Africa) coupled with the incessant rising cost in world commodity prices as well as other raw materials required to produce your favourite brands pose a great challenge to our operations this year.

The price of palm oil, one of our key raw materials has gone up by 60% in the last 6 months. The 20% tax on plastics recently imposed by the government has

added to the continuing increase in petroleum prices to make our packaging cost much higher. All this has meant that we have had to increase the prices our goods quite substantially

We urge government to meet industry half-way by promptly reviewing its plan for the sector for the year in the light of the current realities. The relevant representatives must be engaged to draw up implementable win-win strategies to enable industry continue to operate cost-effectively. For example; the rising cost of crude oil on the world market means a rising cost of production for industry and prompt action to find and make cheaper substitutes available will make a big difference in the profitability of industrial operations. Jobs / family incomes would then be secured, the necessary corporate and income taxes would be paid to government and the harsh effects of the global challenges on our people would be minimised.

LADIES AND GENTLEMEN;

Unilever products are renowned for their quality and consistency. In spite of the difficult economic times we commit to maintain and improve this quality to ensure that our cherished consumers continue to get the best value when they buy our brands.

In closing

I would like to reassure our distributors of our continued support as we strive to build a greater future. I look forward to a fruitful relationship with you and a greatly rewarding and mutually beneficial experience as we strive to deliver another success story in 2011.

Thank You