



THE LION MATCH COMPANY  
(PTY) LTD



ICC – Durban

Tuesday, 18 November 2014



# PRESENTATION CONTENT



THE LION MATCH COMPANY  
(PTY) LTD

## CASE STUDY

- Overview of the Company & Products
- Brief overview of a few Active Export Markets
- Successes & Challenges



# PRESENTATION CONTENT



THE LION MATCH COMPANY  
(PTY) LTD

## CASE STUDY

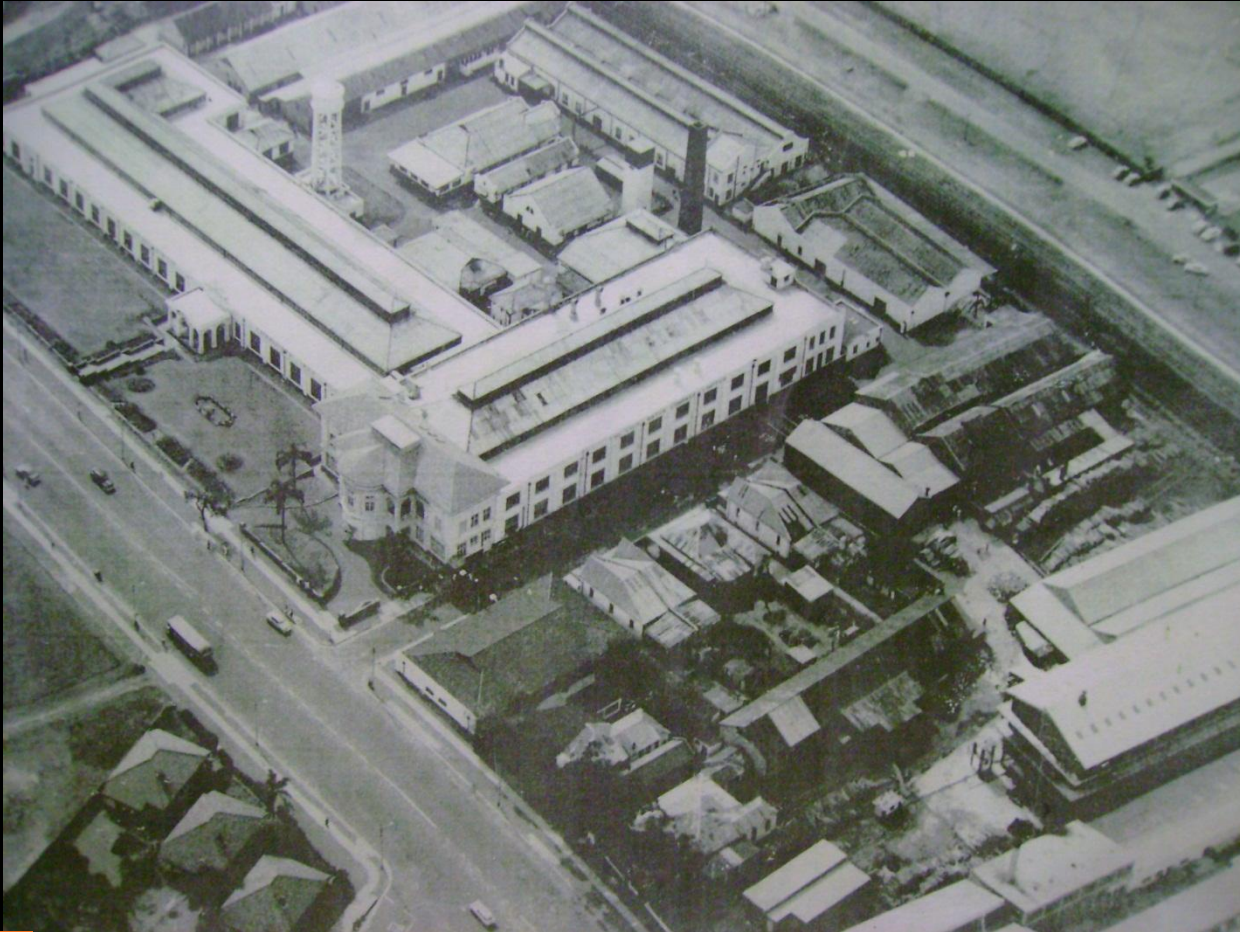
- Overview of the Company & Products



# ESTABLISHED 1901

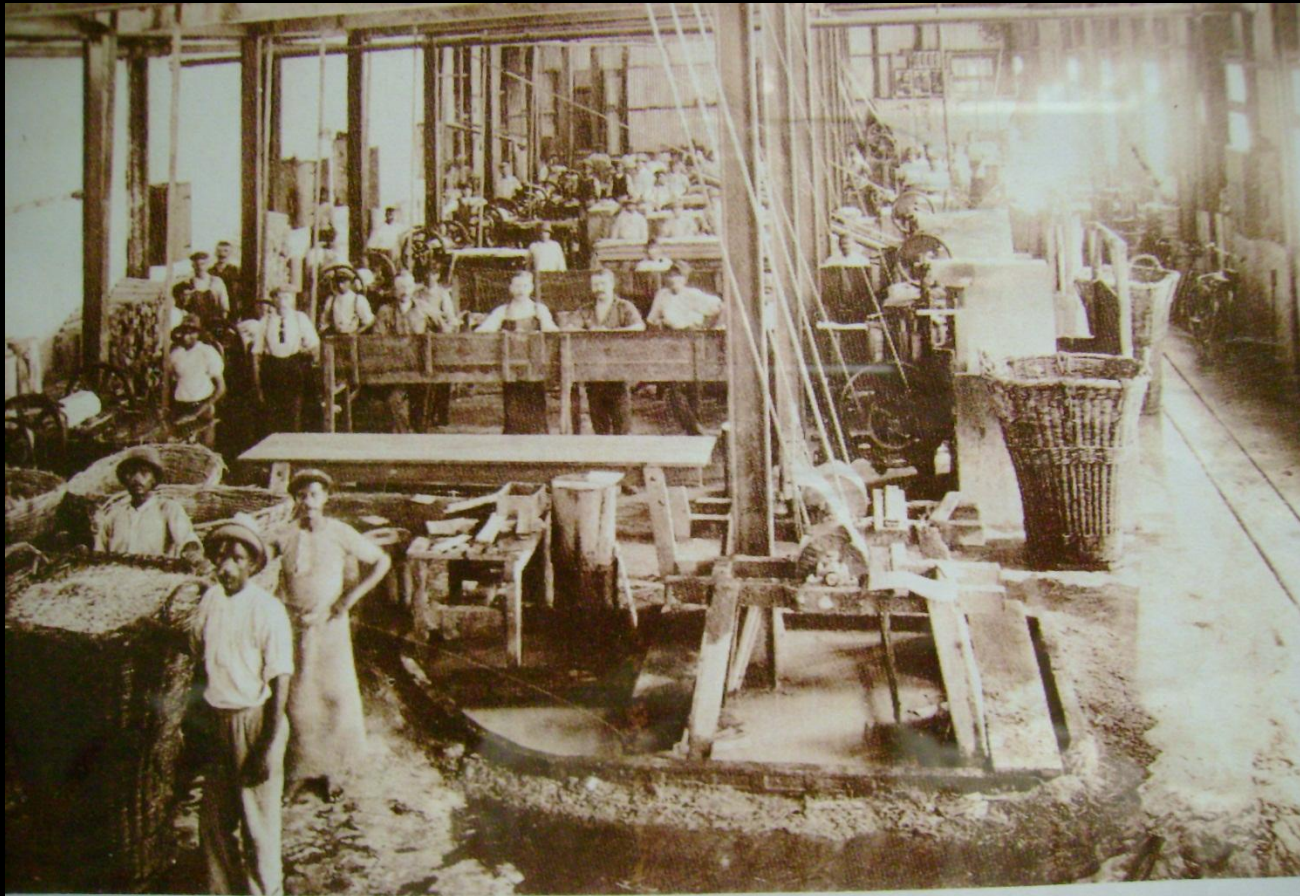


# ESTABLISHED 1901





# 1901 SPLINT SECTION



Urban Match Factory — 1901. Splint manufacturing department.

# 1910 FACTORY STAFF & MANAGEMENT



Urban factory staff, 1910. The gentlemen in the centre are the early Swedish immigrant "Master Matchmakers."



# BOX MANUFACTURING SECTION



Match Factory — 1907. Box manufacturing department.

# MATCH BOXES



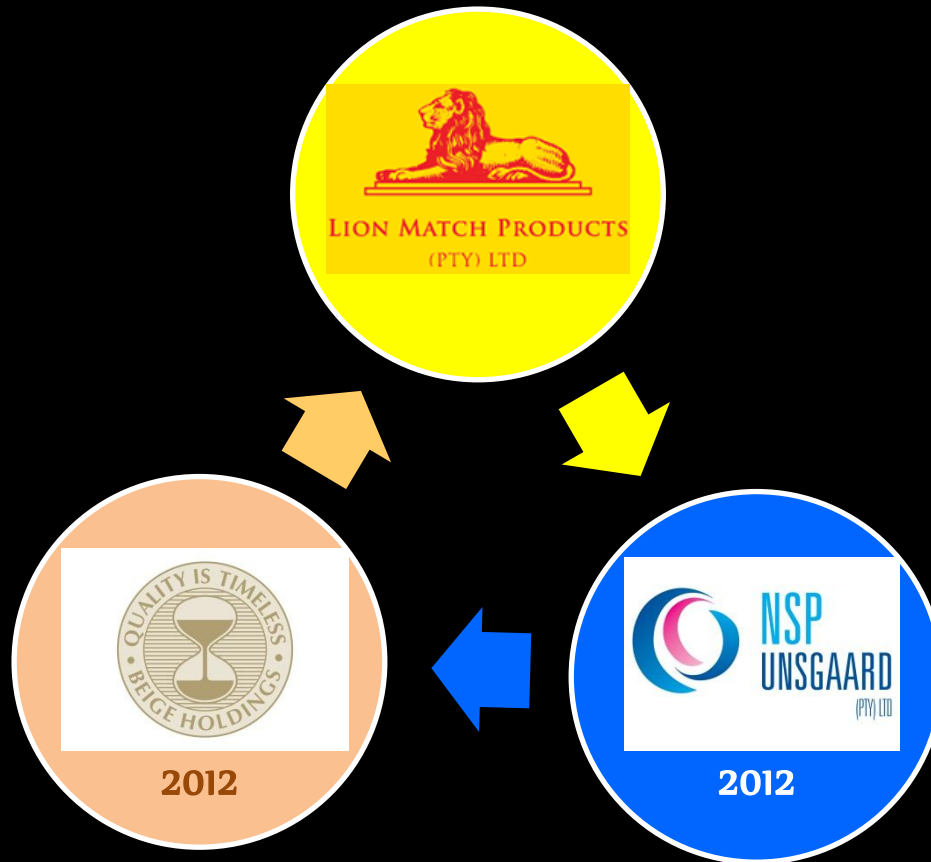
Matchbox labels. A selection of the



# LION MATCH COMPANY



# LION MATCH COMPANY







in 2010





BEIGE HOLDINGS  
QUALITY IS TIMELESS





**BEIGE HOLDINGS**  
QUALITY IS TIMELESS

**AXE**



*dawn*



*Dove*



**INNOXA**  
FIRST do no HARM

*Johnson's baby*



**LUX**



**POND'S®**



**REVLON**  
REALISTIC



**SUNSILK**





# Pick n Pay

Inspired by you

PnP



# Pick n Pay

Inspired by you

PnP  
Real Baby



# SHOPRITE Checkers

sheer  
magic





# BOXER

Club  
Body Care





BEIGE HOLDINGS  
QUALITY IS TIMELESS







**BEIGE HOLDINGS**  
QUALITY IS TIMELESS





**BEIGE HOLDINGS**  
QUALITY IS TIMELESS





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QUALITY IS TIMELESS





**BEIGE HOLDINGS**  
QUALITY IS TIMELESS





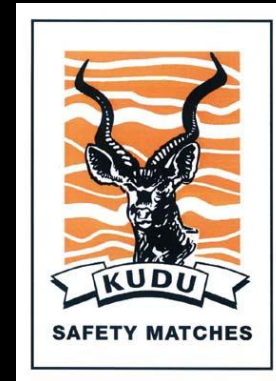






THE LION MATCH COMPANY  
(PTY) LTD

Our Brands



THE LION MATCH COMPANY  
(PTY) LTD





EXPORT BRAND















# DUEL



Loving  
Touch  
love yourself



# Cherubs









# Hygenix



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# ANGOLA



**Hussein Yahfoufi**  
**AMT Angola LTD**

16<sup>th</sup> Most Populous Country in Africa - 21,2 m

# ANGOLA



STOCK IN WAREHOUSE



TRADING ON THE STREET



# ANGOLA



## FILDA TRADE SHOW IN LUANDA

# ANGOLA



PROMO @ THE SHOW

# BRAZIL



Mr Sandro Faggiani

5<sup>th</sup> Most Populous Country in the World - 203,1 m





# BRAZIL





# BRAZIL



TRADE PROMO & ACTIVITY + STOCK IN WAREHOUSE

# BRAZIL



2014 ABAD TRADE SHOW IN CURITIBA

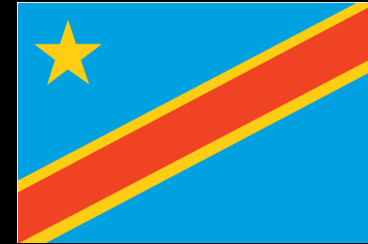


# BRAZIL



EXPLORED NEW OPPORTUNITIES THROUGH OTHER  
PROSPECTIVE CHANNELS

# DRC



4<sup>th</sup> Most Populous Country in Africa - 74,6 m

Tasos Pavlidis  
Transaf Import & Export



# DRC



## THE TRADE IN LUBUMBASHI

# DRC



TEAM ZEBRA

# INDIAN OCEAN ISLANDS





# INDIAN OCEAN ISLANDS



**Chris Brennan**



**Wim Van  
Vlaenderen**



**Florence  
Douteau**



**Antony  
Charakupa**

In the 50's of the 58 Most Populous Countries in Africa - 1,9 m

# INDIAN OCEAN ISLANDS



LONGONI, MAYOTTE

# INDIAN OCEAN ISLANDS



MORONI,  
COMORES



# MAURITIUS



Lee Luen Mang  
Lee Luen Mang Bros & Co. Ltd

48<sup>th</sup> Most Populous Country in Africa – 1,3 m

# MAURITIUS



# MOZAMBIQUE



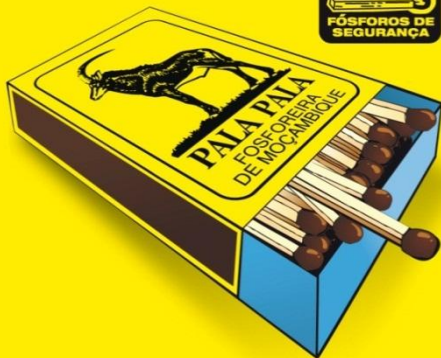
Jose Cabanelas  
Fosforeria de Mozambique

13<sup>th</sup> Most Populous Country in Africa - Population 24,4 m



# MOZAMBIQUE

**O SEU AMIGO  
DE... SEMPRE**



**PALA PALA**  
FOSFOREIRA  
DE MOÇAMBIQUE



**The Brand Leader**

# MOZAMBIQUE



Mr Rizwan



Mr Sajid

*Current Infrastructure across the Country*

5 x Cash & Carry Outlets, 5 x Supermarkets,  
x Wholesalers & 48 x Self Operated Shops

# SHOP & WALL PAINTING

## THE NEW LOOK

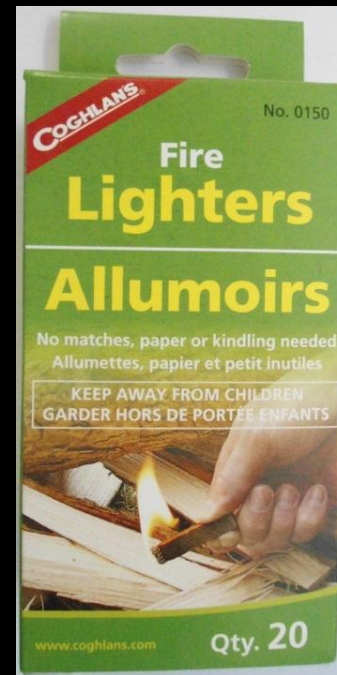
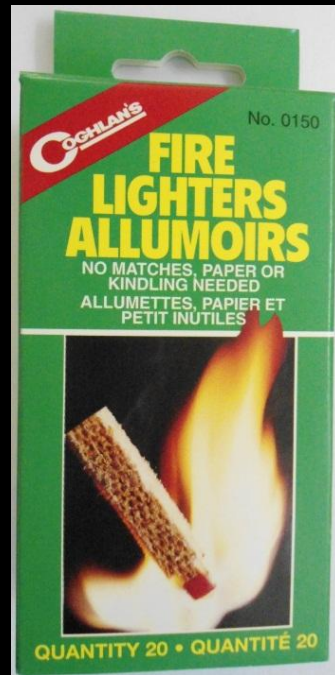




# USA & CANADA

# COGHLAN'S

The Outdoor Accessory People



# ZIMBABWE



24<sup>th</sup> Most Populous Country in Africa – 13,1 m

Rumbi Chibumbu

Harrison & Hughson Agencies

# ZIMBABWE



TRADE IN HARARE



# ZIMBABWE



PROMOS IN HARARE & BULAWAYO

# ZIMBABWE



IN-STORE BRANDING IN HARARE & BULAWAYO

# ZIMBABWE



IN-STORE BRANDING IN HARARE & BULAWAYO



# PRIMARY FOCUS



# FORMAL CHANNELS

Walmart 

**SHOPRITE**



**Pick n Play**  
Inspired by you

# SHOPRITE

	Angola
	Ghana
	Madagascar
	Malawi
	Mauritius
	Mozambique
	Nigeria
	Tanzania
	Uganda
	Zambia
	Zimbabwe





# MARKET

# RESEARCH & DEVELOPMENT



PARTICIPATION AT THE PRIVATE LABEL MANUFACTURERS ASSOCIATION  
SHOW IN AMSTERDAM



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- Overview of the Company & Products
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- Successes & Challenges

# SUCCESES

- Developed strong relationships with our Distributors & Importers





# SUCCESSSES

- Developed strong relationships with our Distributors & Importers
- Respected premium quality brands

# SUCSESSES

- Developed strong relationships with our Distributors & Importers
- Respected premium quality brands
- Amongst the market leaders in our product categories

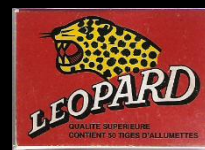
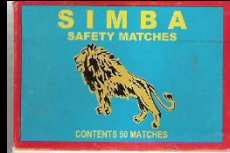
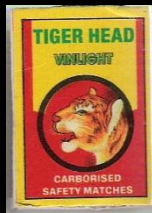
# CHALLENGES /CONSTRAINTS

- Global competitiveness





# COMPETITORS



# CHALLENGES /CONSTRAINTS

- Global competitiveness
- Exchange rate fluctuations
-

# CHALLENGES /CONSTRAINTS

- Global competitiveness
- Exchange rate fluctuations
- Political instability & volatility



# CHALLENGES /CONSTRAINTS

- Global competitiveness
- Exchange rate fluctuations
- Political instability & volatility
- High cost of transport & cross border delays

# CHALLENGES



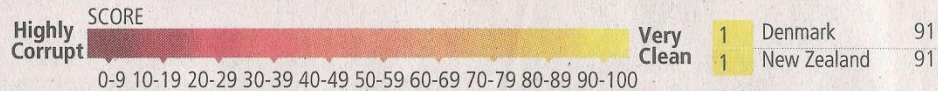
# CHALLENGES /CONSTRAINTS

- Global competitiveness
- Exchange rate fluctuations
- Political instability & volatility
- High cost of transport & cross border delays
- High level of corruption

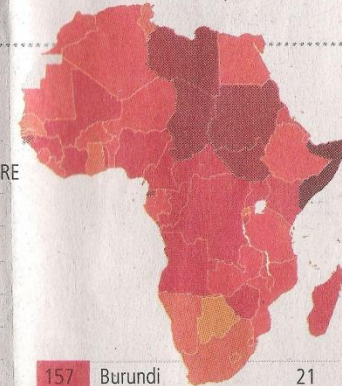


# CHALLENGES

## Corruption perceptions index 2013: Sub-Saharan Africa



RANK	COUNTRY/TERRITORY	SCORE	RANK	COUNTRY/TERRITORY	SCORE
30	Botswana	64	83	Liberia	38
41	Cape Verde	58	83	Zambia	38
47	Seychelles	54	91	Malawi	37
49	Rwanda	53	94	Benin	36
52	Mauritius	52	94	Djibouti	36
55	Lesotho	49	106	Gabon	34
57	Namibia	48	106	Niger	34
63	Ghana	46	111	Ethiopia	33
72	Sao Tome and Principe	42	111	Tanzania	33
72	South Africa	42	119	Mauritania	30
77	Senegal	41	119	Mozambique	30
82	Swaziland	39	119	Sierra Leone	30
83	Burkina Faso	38	123	Togo	29
			127	Comoros	28
			127	Gambia	28
			127	Madagascar	28
			127	Mali	28
			136	Côte d'Ivoire	27
			136	Kenya	27
			140	Uganda	26
			144	Cameroon	25
			144	Central African Republic	25
			144	Nigeria	25
			150	Guinea	24
			153	Angola	23
			154	Congo Republic	22
			154	Democratic Republic of the Congo	22
			157	Burundi	21
			157	Zimbabwe	21
			160	Eritrea	20
			163	Chad	19
			163	Equatorial Guinea	19
			163	Guinea-Bissau	19
			173	South Sudan	14
			175	Somalia	8



Source: Transparency International

# CHALLENGES /CONSTRAINTS

- Global competitiveness
- Exchange rate fluctuations
- Political instability & volatility
- High cost of transport & cross border delays
- High level of corruption
- Legal processes weak & long drawn out

# CHALLENGES



## WARNING!

### COUNTERFEIT MATCHES ON THE LOOSE!

#### BEWARE OF IMITATION LION SAFETY MATCHES

#### WHAT TO LOOK OUT FOR...

<p><b>COUNTERFEIT</b> <b>GENUINE</b></p> <p>Counterfeit boxes are often smaller with a thick marking base instead of glue.</p> <p>The code on the top right of the box should read 300308.</p>	<p><b>COUNTERFEIT</b> <b>GENUINE</b> <b>COUNTERFEIT</b> <b>GENUINE</b></p> <p>Counterfeit boxes are often smaller in size. The code on top of the box may vary from the genuine box.</p>	<p>Counterfeit boxes often have thicker, longer, wider and off centre the glue flap.</p> <p>Back of box which highlights patch on Superior Shine Finish instead of Quality Shine Finish.</p> <p>Counterfeit may have a less detailed lion's mane and absent detail on the 'Yellow Stripes'. Close scrutiny of the counterfeit boxes, as well as the quality of the boxes, so often not consistent with the colour shading and quality of genuine products. The box is also larger than the genuine when opened and flat.</p>
<p><b>COUNTERFEIT</b> <b>GENUINE</b></p> <p>Our registered 'Ribbon Device' has often been applied to non Lion products.</p>	<p><b>GENUINE</b> <b>GENUINE</b> <b>GENUINE</b></p> <p>The Lion Safety Matches 'Ribbon Device' is a registered trademark. Any other product using this device will amount to trademark infringement and action will be taken.</p>	<p><b>COUNTERFEIT</b> <b>GENUINE</b> <b>COUNTERFEIT</b> <b>GENUINE</b></p> <p>Overlap on box sleeve placed half way on Lion Safety Matches is three quarters or not at all on counterfeit.</p> <p>The quality of the counterfeit inner boxes are often inferior to the genuine product.</p>

Report any sightings to our CPA  
Customer Care Line 0860 546 600.

**LION SAFETY MATCHES**  
*Your box of friends...*

The sale of counterfeit goods in South Africa can give rise to both criminal and civil liability for parties that import and/or sell such goods in the trade. Accepting counterfeit goods for sale in stores exposes retailers to the risk of arrest and prosecution by the State. The presence of the reflected property signs may also need to establish civil proceedings against such retailers and importers. The Lion, Lion Safety Matches Label and the 'Ribbon Device' are registered trademarks.

## Counterfeit vs Original

# ON THE LIGHTER SIDE

*kefor*

APE WITH AK-47  
Footage from West African Soldier

20th Century Fox Research Library

01:08:59:22





# THE MORAL OF THE STORY

IN AFRICA,  
YOU CAN'T TAKE  
AN APE  
FOR GRANTED!!!

# THANK YOU!!!



