

PepsiCo signs with Alokozay as Exclusive Bottling Partner for Afghanistan

New \$60 million plant in Kabul to offer 3,000 direct and indirect jobs

Dubai, April 20th, 2011: PepsiCo, one of the world's largest food and beverage companies, today signed an Exclusive Bottling Appointment (EBA) with the Alokozay Group of Companies to manufacture and distribute a broad range of PepsiCo beverages in Afghanistan. The beverages will be produced at ABCO (Alokozay Beverages Company), Alokozay's beverage bottling plant, which will be set up in Kabul with an initial investment of US\$ 60 million.

The Alokozay Group, a consumer goods distribution and marketing company headquartered in Dubai, already has a strong presence in Afghanistan in the FMCG category. As part of the EBA, the plant will not only manufacture and distribute famous PepsiCo brands such as Pepsi Cola, Diet Pepsi, 7-UP, Mirinda and Mountain Dew, but will also enter the significant categories of energy drinks and bottled water by introducing PepsiCo brands such as Sting and Aquafina.

It is expected that the new plant will come into operation in March 2012. The plant will contribute significantly to the local economy, by creating direct and indirect employment for 3,000 people, including 800 direct jobs.

The EBA was signed by Abdul Rehman Alokozay, Chairman, Alokozay Group of Companies, and presented to Mr. Saad Abdul-Latif, CEO for PepsiCo Asia, Middle East and Africa at a ceremony held at the Armani Hotel, Burj Khalifa, Dubai. The signing took place in the presence of Dr. Anwar-ul-Haq Ahadi, Hon. Minister of Commerce and Industries for Afghanistan; Mr. Najeebullah Mojadidi, Hon. Afghanistan Ambassador to the UAE, Mr. Justin Siberell, Hon. Consul General of United States of America in UAE,



Mr. Atiqullah Atifmal, Hon. Consul General of Afghanistan in UAE, Ms. Umran Beba, President, Asia Pacific Region, PepsiCo, Mr. Qasim Khan, General Manager North Asia and South Asia Business Unit, PepsiCo, Mr. Jahanzeb Khan, General Manager for PepsiCo Afghanistan, Mr. Jalil Alokozay, CEO ABCO (Alokozay Beverages Company), and Ms. Sadiya Qayyum, Franchise Manager, PepsiCo Afghanistan.

“The beverage industry in Afghanistan has grown tremendously and industry estimates point to more than 30 per cent growth year on year. We are delighted to take the PepsiCo franchise into Kabul as this will enable us to service the growing requirement for beverages in the country, with one of the most internationally renowned brands” said Mr. Jalil Alokozay, CEO ABCo. “As one of the largest organisations of Afghan origin, the Alokozay Group of Companies has remained committed to contributing to the economic development in Afghanistan, and the establishment of this plant is further evidence of this commitment,” he added.

“We look forward to a long-term, successful and mutually beneficial partnership between PepsiCo and the Alokozay Group of Companies, which are known across the world for their uncompromising blend of quality and value.” said Saad Abdul-Latif, Chief Executive Officer, PepsiCo Asia, Middle East and Africa (AMEA). “We are confident that this partnership will allow us to offer consumers in Afghanistan diverse and appealing world class beverages.”

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