



Central Office
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1 February 2010

Dear Customer

Excise increase announcement 17 February 2010 and SAB price increase effective 18 February 2010

May we take this opportunity to wish you, your staff and families a prosperous 2010. We sincerely hope that we are able to assist you in ensuring your businesses continue to grow in the upcoming year.

Government has announced that the National Budget Speech will take place on the 17th February and that increased excise rates will be announced then. SAB has once again decided to simultaneously adjust its own prices to coincide with the excise increase in order to simplify your management of the variety of increases which take place at this time.

A new price list will be effective for all orders from and including 18th February 2010 and this price list will be available from 12:00 on the 18th February. We imagine that some of you would take this opportunity to buy our brands at the current prices and would like to confirm that our Sales and Depots teams are ready to accept your orders under your agreed credit terms. Please consider your orders carefully, as your product returns will not be refunded at the higher price.

We are not in a position to communicate a specific percentage increase at this stage. We however assure you that on the 18th of February we will provide you with the distinction between our price increase and the excise tax adjustment. These will be clear and in line with our philosophy of passing on total excise increases - no more and no less.

Directors

N J Adami (Chairman/Managing Director), S D Bluen, I H F Boesenberg, I V Everitt-Penhale (*British*), M P Fandeso#, K I Hitchcock, J M Kahn*, T V Maphai, K D Moroka#, W J McCauley, M M Ngoasheng#, C D Raphiri, G D Saunders Company Secretary M C B Saxby

* Non Executive
Reg. No. 1998/006375/06

#Independent Non Executive



A subsidiary of SABMiller plc

In line with SAB's policy of recovering some of its transport costs to non-metropolitan markets, the price increase will vary in different parts of the country. Settlement discounts, ullage allowances and container deposits remain unchanged.

If we can be of any further assistance please do not hesitate to contact your SAB Ltd Account Manager or myself on 011 881 8484

Once again may we wish you, your families and your businesses everything of the best during 2010.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Antonio Rossetti', enclosed within a large, loopy, oval-shaped flourish.

Antonio Rossetti

National Group Account Manager: On Premise