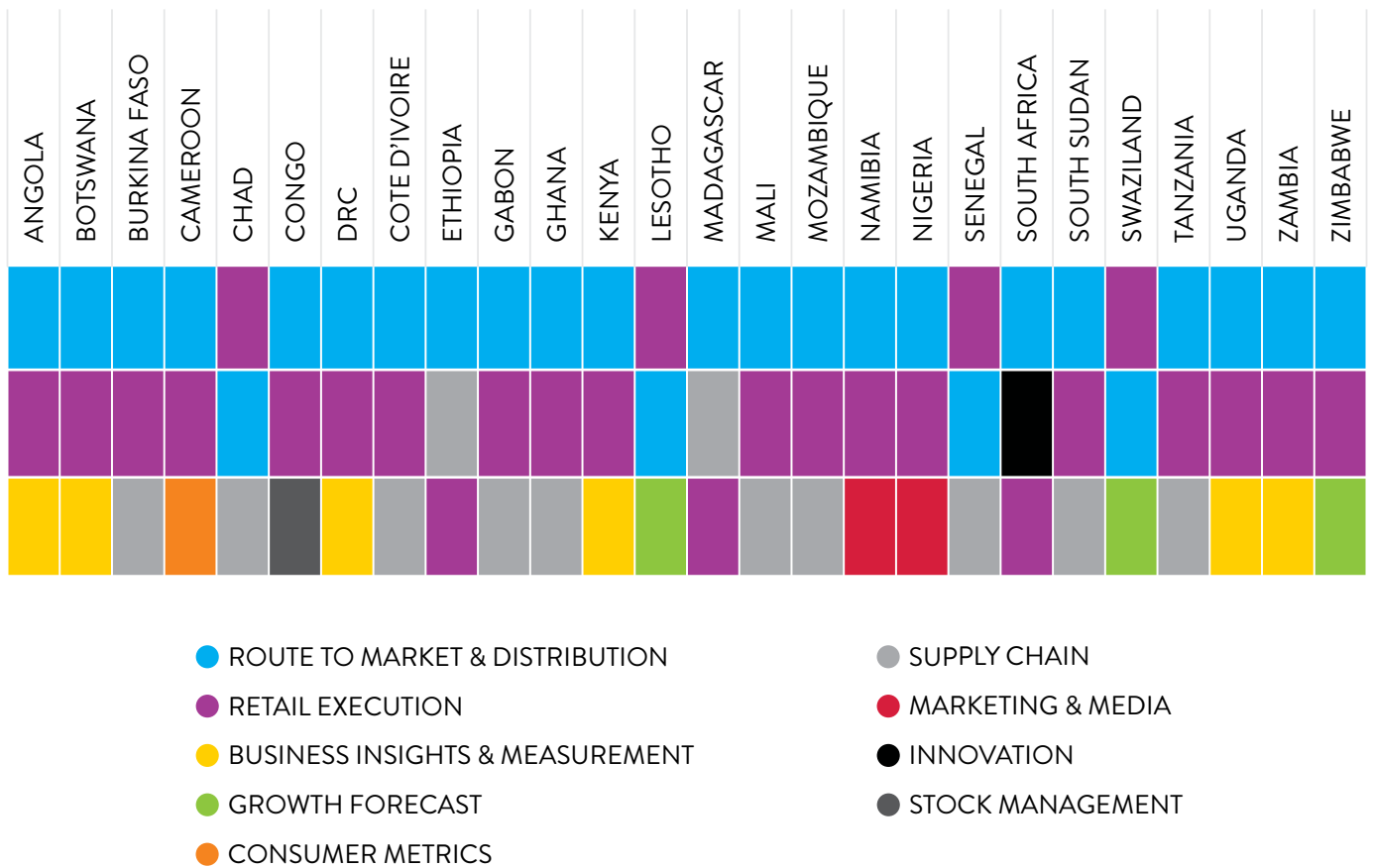


## TOP 3 PRIORITIES BY COUNTRY



More established markets with a greater proportion of Branded Modern Trade, such as South Africa, present alternative priorities. Product Innovation is the second biggest priority, as a consequence of well evolved product ranges and consumer preferences, as well as the need for products which offer a significant value equation.

Comparing individual priorities across countries, Nigeria has the greatest number of respondents who prioritise Infrastructure development, Kenya and Cote d'Ivoire lead on focus for Talent Attraction and Development, South Africa, Namibia and Botswana are focused on Competitive Threats, whilst Angola and Zimbabwe are concerned with Governance and Regulation.