



PRESS RELEASE

Flame Tree Group subsidiary Flame Tree Africa Ltd acquires petroleum jelly brand 'Sylva' as it extends its FMCG portfolio

Nairobi, 17 October 2017 – Flame Tree Group (NSE: FTGH) subsidiary Flame Tree Africa Ltd has signed an agreement to acquire the Sylva brand of skincare cosmetics, subject to approval from the Authority. The acquisition of Sylva – will strengthen & widen Flame Tree's presence in the FMCG skin care sector positioning Flame Tree Africa as a key player in the petroleum jelly cosmetics segment.



Suraj Shah the MD of Shethia Industrial Chemicals Ltd (Sylva Brand), will also join Flame Tree Africa to promote the brand.

Flame Tree Group CEO Heril Bangera says, *"We are delighted to add the Sylva brand to be part of our cosmetics portfolio. Sylva enjoys a prominent reputation within its category and incredible presence in western Kenya. It has a loyal following that gives it excellent potential for expansion. It will wonderfully complement our brands in the skin care category. We look forward to working with Suraj Shah and the Sylva team to continue growing the brand."*

Flame Tree Group has been realigning and refocusing its product portfolio for its cosmetics category for both skin care and hair care.



About Sylva

Sylva is a white petroleum jelly launched in November 2014. It is beautifully scented, easy to spread and locks in moisture. Sylva products are available in various supermarkets around Kenya.

For more information visit our link below:

<https://web.facebook.com/pg/SylvaSkinCare/about/>

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About Flame Tree Group

Flame Tree Group is a world class corporation in the heart of Africa developing and providing quality and affordable brands. We are a customer centric, results driven and forward thinking company. We build long term relationships with our customers, our people and our shareholders.

Flame Tree Group is listed under the Growth and Enterprise Market Segment (GEMS) on the Nairobi Securities Exchange (NSE) as NSE: FTGH

It has operations in Kenya, Rwanda, Ethiopia, Mauritius, Mozambique and Dubai. It operates in food, cosmetics, plastics and trading, with a brand portfolio that includes **Roto Tanks, Jojo Plastics, Polyplay, Nature's Own Spices, Honeycomb, Gonuts, Happy's, Zoe, Cerro, Alana Skin, Siora, Beauty plus, Miss Africa, Black Angel and Buildmart**. It was founded in 1989 and now employs over 1,000 people, who are focused on delivering quality, value and innovation to improve their customer's lives.