



**SOVEREIGNPIALPHA
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Tanzania Cigarette Public Limited Company
Rasilimali ya Tanzania
(Dar es Salaam Stock Exchange)

STRATEGIC REPORT

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EXECUTIVE SUMMARY

Tanzania Cigarette Co. Ltd., founded in 1961 and headquartered in Dar es Salaam, is a critical player in the tobacco sector of the consumer goods industry. The company's operations span cigarette manufacturing, distribution, marketing, and sales, serving domestic and international markets, including a significant presence in the Democratic Republic of Congo, Mozambique, and Zambia. Listed on the Dar es Salaam Stock Exchange under the ticker TCC, the company has demonstrated robust financial health with a notable performance in 2018:

- Revenue: TZS 436.5 billion
- Net Sales: TZS 294.4 billion
- Net Income: TZS 47.9 billion

TCC Plc's strategic initiatives focus on operational efficiency and market expansion, underpinned by a diverse, high-quality product range. This strategy has fortified its market position and competitive advantage. Moreover, the company is committed to corporate governance and sustainability, implementing programs to reduce energy consumption, CO2 emissions, and waste, which aligns with its vision to minimise environmental impact and adhere to ethical standards.

Community engagement is a core aspect of TCC's operations, with programs aimed at poverty eradication, support for people with disabilities, and promotion of arts and culture. These initiatives underscore the company's role as a responsible corporate citizen.

Financially, TCC Plc maintains a strong foundation, reflected in a favourable dividend policy characterised by increasing dividends and significant payouts, highlighting its profitability. The company's forward-looking strategies for operational improvement and market expansion, focusing on technological innovation and maintaining a dynamic product portfolio, position TCC Plc for sustained growth and success in the competitive tobacco industry.