

PRESS STATEMENT

BETA Bricks Update on Melfort Bricks Plant, Business Continuity and Future Growth

BETA Bricks, Zimbabwe's leading clay bricks manufacturer, is pleased to advise its stakeholders that progress on the Melfort Bricks Plant is well on schedule in line with the planned commissioning in September 2023.

At BETA, we remain committed to our mission of delivering exceptional products/services and maintaining strong relationships with our valued stakeholders. It is against this background that we wish to assure all stakeholders that BETA Bricks is in a strong position and will continue to operate and grow in the foreseeable future.

Throughout the years, BETA Bricks has established a solid foundation built upon innovation, quality, and customer satisfaction. We have successfully weathered many challenges, adapting to changing market dynamics and emerging stronger every time. Our dedication to excellence and our unwavering commitment to our stakeholders have allowed us to navigate through various uncertainties and emerge as a market leader.

Not least amongst these is the huge surge in demand for bricks which has resulted in capacity constraints leading to extended delivery lead times at our Mount Hampden plant.

BETA Bricks has embarked on two major projects to address this capacity deficit, with the installation of a third plant in Mount Hampden late last year as well as a new Steele 90 plant in Melfort, which is in the last stages of completion. The Melfort plant, on full commissioning, will be the largest clay brick plant in Southern Africa.

The two new plants will complement the Mount Hampden plant resulting in an increase in output to 18-24 million bricks per month from the current 6million. This plant is anticipated to start operating in the October 2023, and BETA assures its customers that it will be more than able to meet past obligations as well future market demand.

We would like to take this opportunity to express our gratitude to all our stakeholders for their continued support, trust, and loyalty. We understand the frustration

that our current long lead times have raised, and we empathise with any anxiety or uncertainty that may have been caused to our customers.

Rest assured, we are actively addressing these challenges and taking appropriate measures to inform affected parties timeously. As a responsible and transparent organisation, we will keep our stakeholders informed of any significant developments or changes.

We encourage all stakeholders to rely on official communication channels, such as our website, press releases, and direct communication with authorised company representatives, for accurate and up-to-date information.

BETA Bricks remains fully operational, committed to delivering outstanding products/services and dedicated to the success and satisfaction of our stakeholders. We appreciate the continued trust and support of our stakeholders and look forward to mutually beneficial partnerships in the years to come.

For media inquiries, please contact:
Spokesperson Name: Cynthia Chizwina
Designation: Commercial Director
Email Address: cchizwina@beta.co.zw
Phone Number: + 263772143088

About BETA Bricks

BETA Bricks is Zimbabwe's largest clay bricks manufacturer, dedicated to providing key infrastructural inputs and services. With a focus on innovation, quality, and customer satisfaction, BETA has established itself as a trusted brand in the market.

For more information, please visit <https://beta.africa/zimbabwe/>



Build the future