

Dear Shareholder,

Pursuant to the resolution of the Extraordinary General Assembly held on 08 October 2012 the Board of Directors of Al Meera Consumer Goods Co. (Q.S.C.) announced the increase in share capital by way of offering new shares for subscription to existing shareholders in the proportion of one share for every one share held (the "Rights Issue"). The right of subscription shall be given to the shareholders, who are registered in the shareholder register with the Qatar Exchange (QE) on 20 January 2013 ("Existing Shareholders"), at a price of QR95/- per share (QR10/- nominal value + a premium of QR85/-), as per the terms and conditions mentioned in this advertisement. The subscription period for the existing shareholders shall start on 27 January 2013, and shall end at 1.00 pm Doha Time on 10 February 2013. If the existing shareholders who have the right to subscribe, do not subscribe within the period specified, they will lose their right to subscribe in this Rights Issue.

General Terms and Conditions for Subscription to Al Meera Consumer Goods Co. (Q.S.C.) Rights Issue:

- The number of new shares offered for the Rights Issue is 10,000,000 ordinary shares.
 - The share price is QAR95/- per share (QAR10/- nominal value plus QAR85/- premium).
 - The right for subscription shall be given to the shareholders who are registered in the shareholders' register with Qatar Exchange at the closing of 20 January 2013.
 - No shareholder is allowed to own more than 5% (five percent) of the total number of shares of Al Meera Consumer Goods Co. (Q.S.C.), with the exception of Government of the State of Qatar
 - No shareholder is allowed to transfer their right for subscription to the capital increase to another person, natural or juristic.
 - The Shares from this Rights Issue are not entitled for any dividends for the financial year ending 31 December 2012.
- Subscription:**
- The subscription period for the existing shareholders shall start on 27 January 2013, and shall end at 1:00 PM Qatar time on 10 February 2013.
 - The shareholders have the right to subscribe to any non-fractional number of shares equivalent to 100% of their existing shares (i.e. 1 share for every 1 share) and they may also subscribe for more than 100%. However the shareholders to comply as duly stated in clause 4.
 - Shareholders can give a written delegation to another party to complete the subscription process on their behalf. An ID copy of the shareholder and the delegated party should be presented with the delegation letter. Also the application form must be signed by the shareholder.
 - Shareholders can subscribe to the Rights Issue by submitting the application form along with the documents stated in clause 12 below, in any of the following modes before 1.00 p.m Doha Time on 10 February 2013, subject to the Terms and Conditions stated in this document:
 - Applications can be submitted through all Masraf Al Rayan branches in the State of Qatar or
 - Fax the documents to Masraf Al Rayan fax number +974 4423 5828 or
 - E-mail scanned copies of the documents to the e-mail address rightsissue@alrayan.com
 - Masraf Al Rayan account holders can apply through alrayan Net by visiting www.alrayan.com
- Shareholders in Qatar are advised to present the duly filled Rights Issue documents and subscription amount directly to the designated Masraf Al Rayan Branch
 - Original Application form and copy will be stamped by Masraf Al Rayan.
 - Original Form will be retained by Masraf Al Rayan and copy will be returned to Shareholder.
 - Subscriptions will not be accepted unless stamped by Masraf Al Rayan as 'PROCESSED'.
 - Subscribers shall present the duly filled original applications signed along with the following documents:
 - Individuals: valid Qatar ID or passport copy.
 - Minors: ID, Passport Copy or Birth Certificate indicating the personal number in addition to the ID of the guardian or trustee.
 - Companies: Official extract (updated) from the Commercial Register and a copy of the ID Card of the Authorized Signatory and letter of Authorization from the company.
 - The application forms and subscription amounts must be received by Masraf Al Rayan before 1:00 PM Qatar time on 10 February 2013 as duly stated in clause 14 & 17 of this General Terms and Conditions.
 - Masraf Al Rayan reserves the right to wholly or partially reject any application in the following cases:
 - If the subscriber is not entitled to subscribe.
 - If the full value of the subscribed shares was not received on or before the end of the subscription period, e.g. funds not received due to cheque bouncing for whatever reason.
 - If the application is duplicated, only the first application will be accepted.
 - If the application form is incomplete or incorrectly filled or information included are not true.
 - If the identification or other documents stated above in clause 11 & 12 are not presented along with the application form.
 - The subscriber has failed to provide valid and adequate proof as to source of funds in case of cash deposits.
 - If more than one debit instruction/fund transfer/cheques with smaller amounts were submitted to pay a single subscription in respect of the same shareholder.
 - After submission of the applications to Masraf Al Rayan, subscribers are not allowed to cancel their subscriptions to the capital increase for any reason.
- Modes of Payment:**
- The full value of QAR95/- has to be paid for each subscribed share either by:
 - Cash deposit with valid and adequate proof as to source of fund.
 - Manager's cheque drawn on a local bank in Qatar and dated no later than 10 February 2013.
 - Personal or company cheque drawn on a local bank in Qatar and dated no later than 10 February 2013.
 - Providing Masraf Al Rayan a debit authority to debit the subscriber's account with Masraf Al Rayan.
 - Transferring funds via SWIFT to the benefit of "Al Meera Consumer Goods Co. (Q.S.C.) Rights Issue Account" for applied shares (To Masraf Account No: 0001-799992-001, SWIFT Code: MAFRQAQA).
 - The remittance information in the SWIFT message (MT 103) field (Field 70) has to be populated with the following details:
 - Shareholder NIN number
 - Name of Shareholder
 - Number of shares applied for
 - The charges code in Field 71A shall be "OUR" (all transaction charges are to be borne by the ordering customer).
 - If funds are transferred through any other electronic channels such as QATCH etc, please ensure to mention that the details and conditions specified for SWIFT message accordingly.
 - Any bank fees should be paid for separately by the subscriber and the amount remitted to Masraf Al Rayan should equal to the exact value of the shares subscribed for.
 - Restrictions on mode of payment:
 - Cash payment is accepted with valid and adequate proof as to source of funds.
 - Manager's cheque drawn on a local bank in Qatar and dated no later than 10 February 2013.
 - Personal or company cheque drawn on a local bank in Qatar and dated no later than 10 February 2013.
 - Transferred money is received by Masraf Al Rayan before 1:00 PM Qatar time on 10 February 2013
- Refund:**
- Masraf Al Rayan will return the balance payment without any sort of profit, within two weeks from the date of registering of additional shares (if any) with Qatar Exchange'.
 - Refund will be made via the Payment method selected in "PART III – METHOD OF PAYMENT" at share holder's own risk.
 - In case of payments made through cash deposit, a cheque will be made out in the name of the shareholders and they will be notified for collection of cheque from Masraf Al Rayan Shareholders Affairs Department on the Mezzanine floor of Masraf Al Rayan's Salwa Road Branch.
 - In case of payments made through cheque, shareholders will be notified for collection of cheque from Masraf Al Rayan Shareholders Affairs Department on the Mezzanine floor of Masraf Al Rayan's Salwa Road Branch.
- Note:**
These Terms and conditions are governed by the laws applicable in the State of Qatar and the Courts of Qatar shall have the exclusive jurisdiction to hear disputes arising under these Terms and Conditions. The Arabic language is the official language of this Advertisement. In case of any contradiction between the Arabic and the English Languages, the Arabic version shall prevail.
For more information, please call Masraf Al Rayan at +974 4425 3333. Shareholders are kindly requested to verify their mailing address registered with Qatar Exchange.
- 19.** The shares under the Rights Issue shall be allotted to shareholders as stated above in clause number 8, provided that the subscription applications and funds are duly received by Masraf Al Rayan and paid in full on time.
- 20.** If any shareholder subscribes for their pro rata entitlement or less, they shall be allotted all the number of shares they subscribed and paid for.
- 21.** If the shareholders subscribed and paid for more than their entitlement of shares as stated above in clause 8:
- 100% of their entitlement of shares shall be allotted to them automatically.
 - The additional subscriptions shall be allotted on a pro rata basis of excess shares applied for, if the rights issue is primarily undersubscribed.
- 22.** In case the capital increase is not fully covered by the existing shareholders, the remaining shares shall be offered for Public Subscription or will be dealt with in coordination with regulatory authorities.
- 23.** Fractions of shares shall not be considered within the shareholder's stake of shares, i.e., the shareholder's stake shall be a whole number after omission of any resulting fractions. Al Meera Q.S.C. also reserves the right to decide upon the allotment of all fractional shares.