

**SPEECH**  
**FOR THE**  
**CHIEF OPERATING OFFICER, GRACEKENNEDY LIMITED,**  
**MR. DON WEHBY**  
**OPENING OF THE GRACEKENNEDY FINANCIAL BUILDING**

**DATE: April 22, 2010**

**TIME: 6:30 P.M.**

**VENUE: UNIT 1, FAIRVIEW SHOPPING CENTRE**

Distinguished guests, friends and colleagues, thank you for joining us for the opening of the GraceKennedy Financial Centre. I would like to apologise for our Chairman, Douglas Orane who is unavoidably absent this evening. Today's event is the result of years of sustained efforts by GraceKennedy in furthering our mission of meeting the unmet needs of our consumers wherever they may be in the world. It represents our desire to reduce the hassle in our customers' lives by providing a one-stop solution for their financial planning needs. The fact that we have been able to realize this goal is due to the hard work and persistence of the GK Investments team led by director, Courtney Campbell, and I wish to commend Courtney and the team.

GraceKennedy's presence in Montego Bay goes as far back as the 1920s when we were mainly a food distribution company. Since then we have expanded our presence to include our retail companies – Hi-Lo located on Church Street and Fairview Shopping Centre, Rapid True Value which is also located in the Fairview Shopping Centre, and our financial services companies including Western Union, Bill Express and FX Trader.

The GraceKennedy Financial Services Centre represents a commitment on our part to expand our operations in Western Jamaica and to make it easier for persons in this part of the island to access our products and services. The Centre will house all of our financial companies currently located in

Montego Bay – First Global Bank, First Global Financial Services, Jamaica International Insurance Company and Allied Insurance Brokers.

We have also committed to investing in an IT platform for the First Global Group which, when implemented, will maximize our product offerings, improve customer service and improve efficiency and controls in banking and investments.

When I visit Montego Bay, I always get a sense that regardless of what intrigues and issues we are dealing with in Kingston; MoBay is focused on getting on with business. I believe this positive mindset is one of the factors that makes Montego Bay an attractive location for so many companies. Steadily and without fanfare, Montego Bay has been emerging as a major economic centre, with most of the larger Jamaican companies seeking to establish a presence here. We anticipate that the opening, of the Montego Bay convention centre will certainly position this city as the meeting destination of choice for the Caribbean.

I would like to take this opportunity to thank all our customers and clients in Montego Bay, for your continued support and loyalty over the years. Recently GraceKennedy announced its audited results for 2009 which showed an increase in profits and revenues over the previous year. These results were achieved in a year that was very challenging primarily because of the global economic recession. The results indicate that, even though

consumers were forced to make more careful decisions about where to spend their money, they continued to choose our goods and services. For this we are grateful.

At GraceKennedy we recognize the importance of excellent customer service, especially in the changing environment in which we operate. We have spent a great deal of time discussing what would give us that competitive edge and, in the end; it all boils down to great customer service. We are very aware that it is only a matter of time before any new product or service we introduce will also be available from our competitors. What will make the difference will be the relationships we are able to develop and maintain with our customers.

In addition to several initiatives to track and measure our performance in this area, several of our companies have made the decision to tie customer satisfaction directly to employee incentives and compensation. The bottom line is 'if our customers are not happy, we're not happy.'

I want to stress that this commitment to the customer is not a new idea. Long before Customer Relationship Management became a popular buzz phrase, GraceKennedy's founding fathers – Luis Fred Kennedy, James Moss-Solomon (Snr.) Carlton Alexander, Raphael Diaz and our current Chairman Douglas Orane articulated a set of core values which they believed would guarantee our success regardless of the climate in which we operate.

Let me use this opportunity to share these core values.

1. My word is my bond & the promise that is kept. This simply means that we should always keep our promises.
2. Honesty, Integrity & Trust: In all our dealings, this must be our primary foundation and must guide our actions at all times.
3. Respect and Consideration: Genuine respect and consideration for all, paves the way for trust and co-operation and helps to bridge the gap between people.
4. Commitment & Dedication to our families and communities, our nation and our company will provide us with the necessary enthusiasm to keep us motivated at all times.
5. Openness: We have always been and will continue to be transparent in all our dealings.

Each company within the GraceKennedy Group has developed its own customer service charter based on these values. At GraceKennedy we are guided by our Code of Ethics & Guidelines for Business Conduct which includes some basic principles for satisfying our customers and clients, these include:

1. Doing the right things right the first time and every time

2. Promptly addressing customers' needs and concerns
3. Honouring commitments made to customers
4. Not taking the customer for granted
5. Treating the customer politely and with respect

We are always open to suggestions about how we can improve our service to you, and we look forward to getting your feedback on how we can continue to earn your repeat business.

Again, thank you for your support and your presence here this evening.