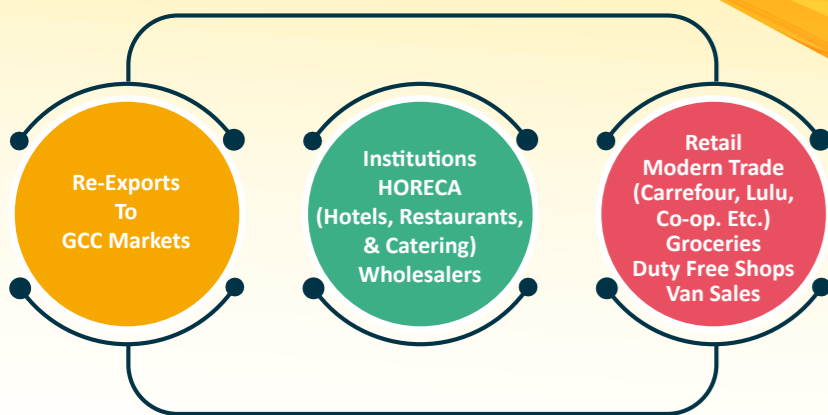


THE SMEG DISTRIBUTION OPERATIONS

Distribution Channels



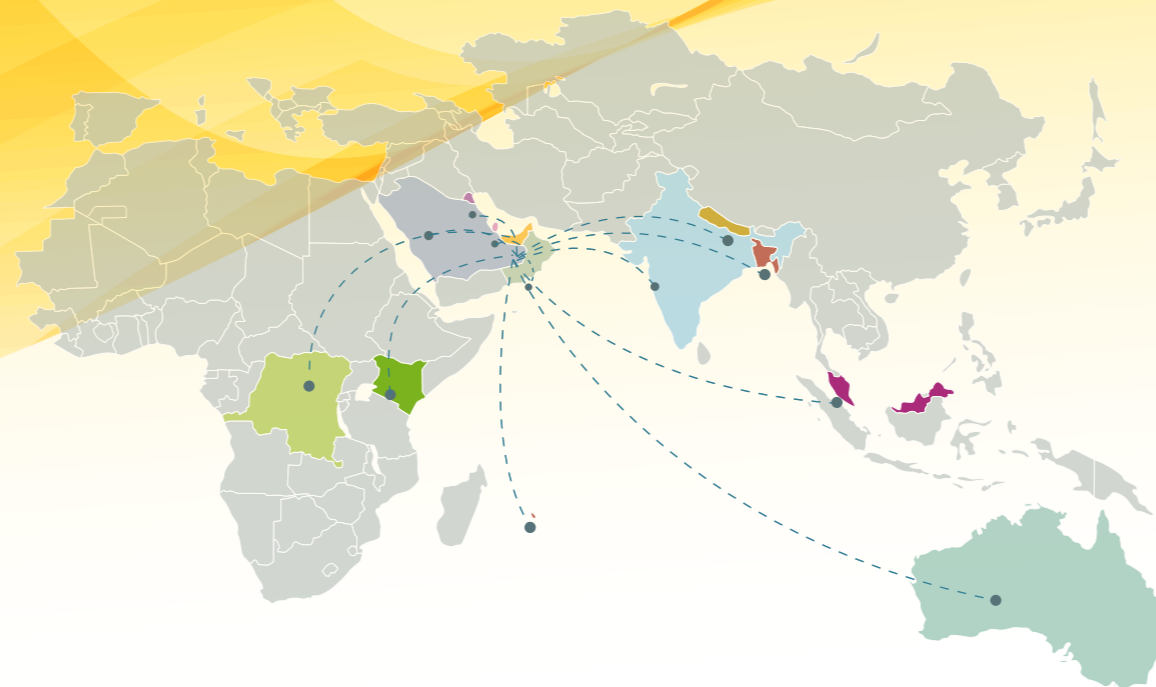
Category	Penetration
A & Super-A	100%
B-Class	100%
Duty Free	100%
Convenience Stores (ADNOC, ENOC)	100%
Van Sales	15 Vans in UAE
Wholesale	15 Customers in UAE

CONSOLIDATING OUR SUPPLY CHAIN PIPELINE: WAREHOUSE AT DUBAI WORLD CENTRAL

Having exceeded the market curve through strategic acquisitions and growth in key brands and categories. To support this, we have consolidated and expanded our warehousing with a state-of-the-art facility at Dubai World Central - the logistics and warehousing free zone in Dubai, UAE. The new warehouse covers 100,000sq.ft. of space and boasts multiple ramps that allow concomitant loading and unloading of cargo that is then placed on pallets stacked 5-high and will soon have a dedicated freezer / temperature-controlled area that will house products that need a dedicated cold chain. The outbound servicing of the needs of our customers is through a fleet of 70 trucks and vans. The latter is managed by a team of driver-salesmen who sell food and non-food items to the smaller outlets. Our food products are still managed out of our current warehouse in the Al Quoz area of Dubai - these products will be migrated to the new warehouse in DWC in the coming months.



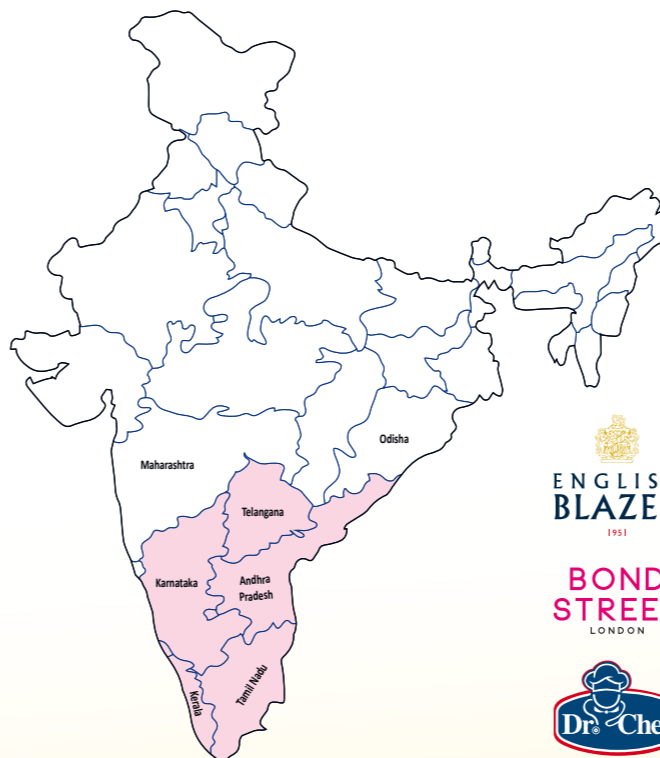
GROWING FOOTPRINT BEYOND GCC MARKETS FOR OUR OWNED BRAND PORTFOLIO



The consumer demand across key growth economies provides us a great platform to bring scale to our portfolio of owned brands and allows us to achieve higher efficiencies and margins from the current width and depth of SKUs. The success of our initial strategy to focus on the markets within the GCC was followed by a determined entry into the Indian subcontinent, Africa and South-East Asia, to create new consumer sets and drive brand preference and loyalty.

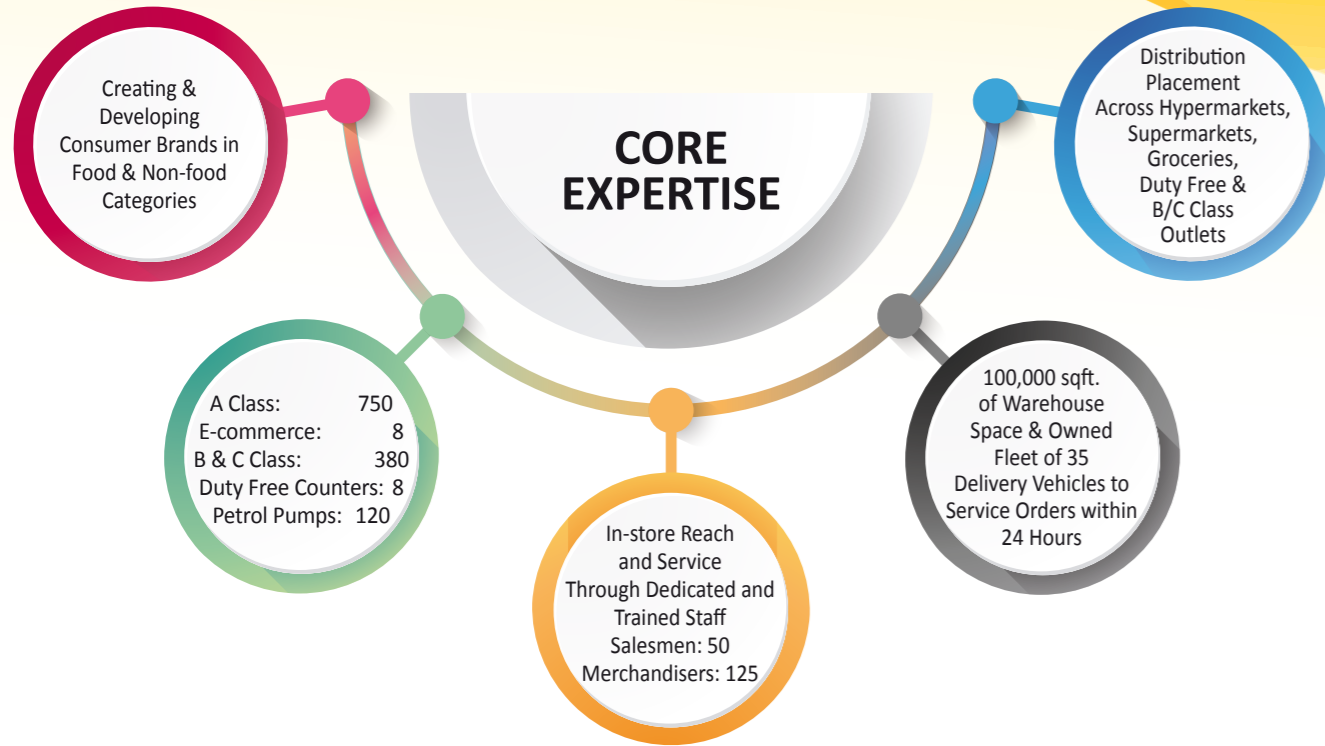
BUILDING A DIRECT DISTRIBUTION PRESENCE IN INDIA

Our brands, both food and non-food, have seen rapid and significant acceptance and customer retention across the GCC, with some achieving leadership positions in their categories. With an aim to replicate this success in India, we have begun operations in five states in the South. Headquartered in Hyderabad, our operational team is in the process of appointing Master Distributors in Andhra Pradesh, Telangana, Tamil Nadu (Chennai), Kerala (Kochi) and Karnataka (Bangalore) to act as hubs that drive availability and market brands through the metro and smaller towns. English Blazer & Bond Street are already present across key hypermarket and supermarket retail chains like Lulu and Ratnadeep with a parallel direct-to-consumer digital presence on Amazon, Flipkart and other e-commerce portals. We are also in the process of placing our extensive range of Dr. Chef quinoa based products which includes canned beverages, noodles and snacks, with our key retail partners in the region.



Contact us at:
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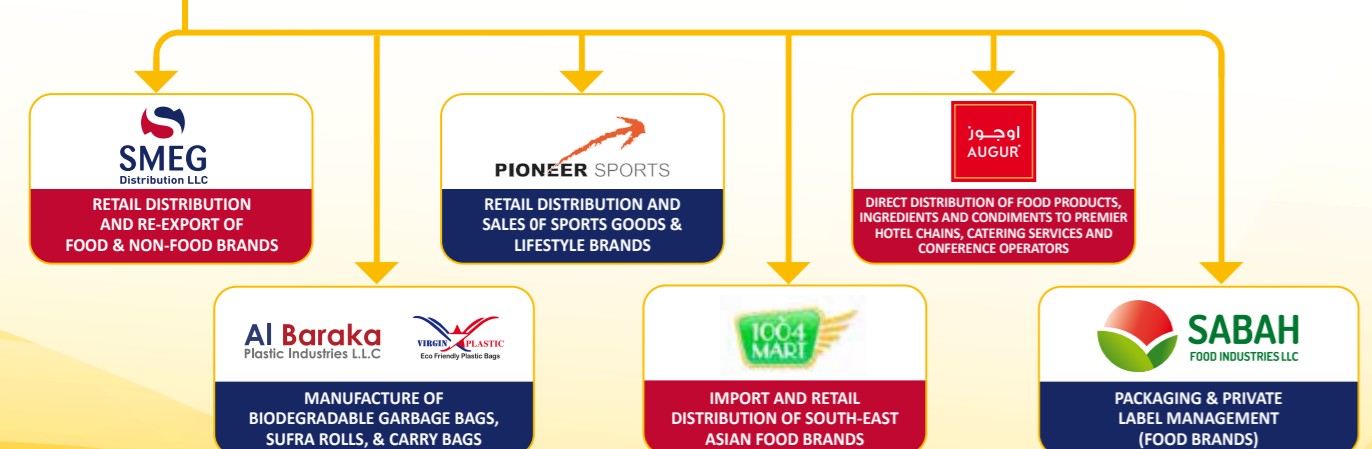
SMEG Distribution DMCC has evolved over the last 8 years of operations, by reinventing the way we do business. Our operations are led by a portfolio of innovative products that are supported by design, marketing and sales execution to occupy positions of leadership in the highly competitive food and non-food categories. We have transformed from a distribution company to a recognized purveyor of vibrant brands across food staples, organic foods and beverages, personal care and home care categories in the UAE and other strategic GCC markets. We are in the process of expanding the presence of our brands in India and also aggressively exploring opportunities across Africa. With more than 2,000 SKUs of our portfolio listed in each of the key supermarkets in UAE, SMEG Distribution DMCC is on a growth path.



GROWING OUR VALUE PROPOSITION THROUGH CAPABILITY AUGMENTATION

Over the last few years we have followed through on our strategy of growth through acquisitions. We have expanded our reach within the UAE by driving availability across modern trade and traditional outlets for key brands. We acquired Al Baraka Plastic & Virgin Plastics to strengthen the value chain of our oxo-biodegradable garbage bags portfolio.

We have received HACCP & FSSC22000 certifications and are in the process of acquiring the ESMA certificate for managing Organic products at Sabah Foods, our dry foods packing division. Our Exports division has rapidly grown reach into new markets in Africa, South East Asia and the Indian subcontinent in addition to the growing presence in the GCC countries. This is in addition to our direct operations in India with the English Blazer, Bond Street & Dr. Chef range. The acquisition of 1004 Mart, has given us access to the culinary tastes of 1,000,000+ South East Asians through their favourite brands. By bringing in Augur Star and their strong relationships with HORECA and Institutions, SMEG Distribution has opened up the portfolio of our food and non-food brands to this customer segment.



FOOD BRANDS: OWNED



200+ SKUs in Basmati Rice, South Indian Rice, Pulses, Sugar, Whole & Powdered Spices, Pastes, Sunflower Oil, Canned Food, Sauces & Ketchups, Olives & Olive Oil, Dry Fruits & Dates and Honey - The product range with new packaging has met with great reviews in the market, especially at modern trade chains

30+ SKUs in Organic Rice, Organic Pulses, Organic Sugar and Organic Quinoa – The strategy is to make organic products available to everyone, especially the health conscious young families



Exciting new 'healthy & tasty' range of Quinoa based Canned Beverages, Cereals and Snacks – An alternate to snacking that will appeal to the health conscious consumer, especially to school students, gym and exercise enthusiasts, weight-watchers, and even those with special dietary needs

A wide range of Organic Rice, Organic Pulses, Organic Sugar and Organic Quinoa - The earthy packaging and above-market quality ensures that many consumers are looking at the brand as a regular buy for their use



Organic eggs grown in hatcheries located in Turkey - these nutrient rich eggs are one of the best sources of protein

NON-FOOD BRANDS: OWNED



The #1 Oxo-Biodegradable Garbage Bag brand in the UAE with over 265 SKUs including a new range of Anti-Bacterial bags

60+ SKUs in Eau de Toilettes, Deodorants, Talcum Powders and After Shave lotions that target the upwardly mobile male audience



Our export focused brand that caters to multiple segments and users of Oxo-Biodegradable Garbage Bags across high-growth GCC markets



30+ SKUs of Eau de Perfume, Talcum Powder and Deodorants for ladies to express their personality and exude confidence



Our full range Oxo-Biodegradable Garbage Bags brand that is working hard to open up the category across strategic GCC markets

A wide range of perfumes targeted at busy executives who are always on the move



A range of kitchen use products like Aluminium Foil, Cling Wrap and Freezer & Oven Bags in addition to biodegradable cutlery, bowls and plates made of bamboo & sugarcane pulp

Highly absorbent range of paper products – Tissues, Kitchen Towels, Toilet Rolls and Maxi Rolls



A wide range of cost effective disposable shaving solutions for women and men available in the UAE

A wide range of paper products – Tissues, Wipes, Buds and Cosmetic Wipes



FOOD BRANDS: AGENCY

Nautilus
Americana
Paldo
Mama
Crown
CJ Bibigo
Resona

Huy Fong
Sempio
Poom
Samjin
Little Moons
Taokaenoi
Terzo

Nestlé Fruit Juices
Maeil
Bellotta
Marvo
Wang
Sukina

One8
Tippys
Cool & Cool
Organyc
Nature's Organics
Organic Care

NON-FOOD BRANDS: AGENCY

My Perfumes
Purity
Earth Choice
MaxKleen
True Detergents

LIFESTYLE

Jansport
Lee Denims
Lotto Shoes

Wrangler Jeans
Wrangler Shoes
Lotto Sports Apparel

Tretorn Shoes
Crep Protect
Lego Bags

Tea Set
Dinner Set
Gawa Set

HOUSEHOLD

Flasks
Date Bowls
Candy Bowls