



Corporate Presentation

October 2017



Agenda

Corporate Video

Company Overview

Management Team

Pillars of Success

International Presence

Corporate Video



www.alislamifoods.com

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It all started with a vision.



Dubai Co-Operative Society was formed in 1970, began selling its products through the **Co-Op Islami** brand in 1981, which was then rebranded to **Al Islami** in 2006.

We are the **leading premium halal food** processor and distributor in the UAE, exporting through distributors to other GCC countries, Asia and North Africa.

Haj Saeed bin Ahmed Lootah is the visionary behind Al Islami, he passionately believed in and adopted Islamic principles and values across every facet of the company.

That paved a distinct and relevant positioning.



Al Islami upholds its commitment by adhering to the **strictest rule of halal**. Unlike competition, we do not stun our poultry and this goes beyond in terms of **quality and hygienic monitoring**.

From production to shipping and ensuring quality control, to establishing the highest standards, the process is closely monitored and controlled by **Al Islami's resident representatives** at various suppliers' production facilities and representative offices in Brazil.

Making us a strong premium brand.

OVER 100 FROZEN PRODUCTS THAT CATERS TO DIFFERENT MARKETS SEGMENTS:



Chicken and Processed Meat Products

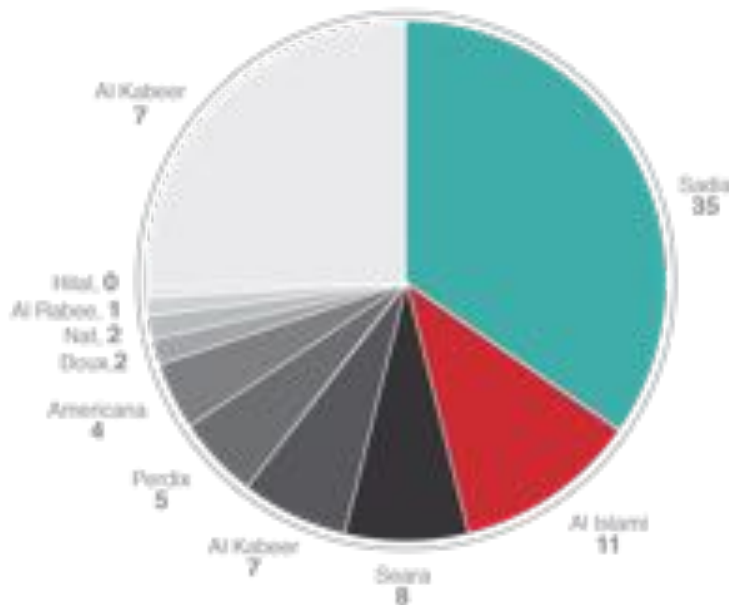


Frozen Vegetables



Kids Range of Frozen Products

FROZEN BRANDS MARKET SHARE BY VALUE (%)



SOLE REGIONAL BRAND THAT OPERATES IN THE PREMIUM SPACE FOR OVER 35 YEARS, HAS THE 2ND LARGEST MARKET SHARE IN THE UAE.

With an extensive retail presence.



• LONG STANDING RETAIL CUSTOMER RELATIONSHIPS SPANNING OVER 35 YEARS

Preferred by celebrity chefs, moms, cooking enthusiasts and foodies.

AL ISLAMI KITCHEN

A "go-to" place in learning how to create delectable meals, helping everyone to make smart choices for healthier / well balanced lifestyle.

This involves:

- Sharing and learning recipes from Al Islami Kitchen social media pages (FB, IG, Pinterest).
- Access to Al Islami Kitchen interactive portal and emailer.
- Masterclasses in the culinary school partner: SCAFA – School of Culinary and Finishing Arts.

Our Partners:



BOSCH

دبي
Tourism والسياحة



Celebrating Dubai's growth as a gastronomic city.



Building social relevance.



AL ISLAMI KIDS CLUB

Our mission is to inspire kids and parents to make better food choices through food education and fun, connecting them to Al Islami premium quality products, helping kids to grow healthy.

Personified by Chef Beifa and Al Islami's team of superstars in sports, fitness, arts and crafts.

This involves:

- Special Project with Dubai Municipality and Dubai Sports Council
- School Invasion
- Interschool Competitions
- Culinary Camp in partnership with SCAFA – School of Culinary and Finishing Arts.
- Al Islami Kids Club House Interactive Portal

Our Partners:



دولة الإمارات العربية المتحدة
دبي
مجلس دبي الرياضي
DUBAI SPORTS COUNCIL



Together with the Al Islami Team, the journey lives on.



MARWAN AL GAREM
Chief Executive Officer

15 YEARS



HAMID BADAWI
Deputy CEO

35 YEARS



BRENT PEARSON
Chief Financial Officer

10 YEARS



KHALED ELZOGHBY
Technical &
Manufacturing Director

8 YEARS



NISHAM MOHIDEEN
Head of
International Sales

16 YEARS



ILIJA DJARTOVSKI
Head of Local Sales

4 YEARS



IVY DELA CRUZ
Marketing Manager

3 YEARS

Strong focus on quality and accreditation.

Al Islami has been successful in achieving and maintaining superior quality through strong control over raw material procurement, manufacturing and supply chain processes.

We are also working towards obtaining additional accreditations from highly regarded associations in order to provide customers with additional comfort, allowing us to compete in a larger market place.



Food Safety System
Certification 22000
(June 2016)



Halal Certificate
Emirates Authority for
Standardization &
Metrology



Emirates Quality Mark
accreditation



British Retail
Consortium
(in process)



Dubai Quality Award
2003



HACCP
certified

New manufacturing facility with increased capacity.



- FIRST FACILITY IN JAFZA
- ACQUIRED FACILITY IN AL HAMRIYAH FREE ZONE IN 2014
- EXPANSION OF AL HAMRIYAH FACILITY
- WIDER PRODUCT RANGE CAPABILITY FOR PROCESSING
- CAPEX IS FULLY FUNDED
- AVAILABLE HEADROOM

Product Lines	New Facility Phase 1	New Facility Phase 2 (Post Expansion)	% Increase
Sausage/Franks	270 Mt	520 Mt	92%
Mince	120 Mt	260 Mt	117%
Formed Products	100 Mt	400 Mt	300%
Marinated Products	110 Mt	250 Mt	127%
Total Factory	600 Mt	1,430 Mt	130%

Sophisticated and optimized supply chain.

AL ISLAMI WAREHOUSE



WAREHOUSE MANAGEMENT PARTNERSHIP WITH LEADING 3RD PARTY LOGISTICS PROVIDER



- Located in Dubai Investment Park
- Owned
- 9 frozen chambers
- 2 chilled chambers
- 3,100 pallet spaces

- Warehouse management
- Inventory management
- Route management
- Reduction in inventory write-off
- ERP system interface



Responding to consumer trends.

Al Islami has a track record of adapting to **changing customer demands** through its **in-house new product development team**.

Investment in **R&D / NPD capability** particularly in terms of structure, process and discipline.

External resources such as **SCAFA – School of Culinary and Finishing Arts** is utilized for **extended sensory analysis**; leading and reliable research companies for **consumer research and focus group studies**.



Intensifying presence in the HORECA segment.



• EXPANSION OF CUSTOMER BASE TO KEY PLAYERS IN THE HORECA SECTOR

All set for international expansion.

PRESENTLY, THE INTERNATIONAL SALES OF AL ISLAMI IS COVERING THE FOLLOWING COUNTRIES:



NON-GCC

Mauritius • Seychelles • Maldives • Yemen • Jordan • Libya

GCC

UAE • KSA • Kuwait
Bahrain • Oman • Qatar

THANK YOU

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