

In good hands with B&S

B&S
Workshop Fenedex/Sanec
Netherlands African Business Meeting,
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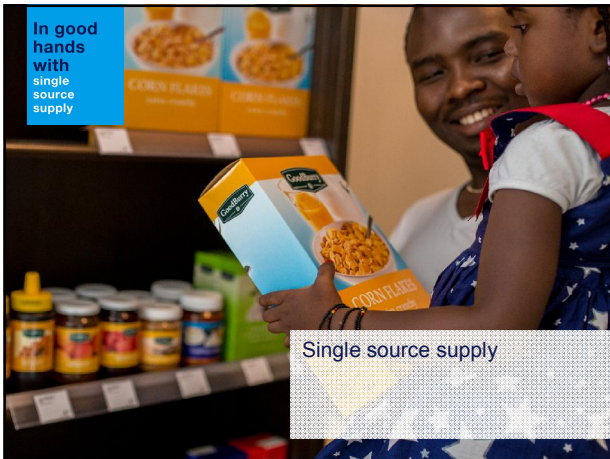
B&S

In good hands with B&S



International wholesaler, distributor and retailer of fast moving consumer goods

In good hands with single source supply



Single source supply

In good hands with single source supply

Single source supply

40,000 Products
Bonded | Luxury | Food | Non-Food

- Range**
From A brand to private label
- Packaging**
From retail to catering sizes
- Sourcing**
Global sourcing and purchasing

In good hands with single source supply

Product categories

Fruit & vegetables	Groceries	Dairy	Meat & poultry
Seafood	Beverages & soft -drinks	Alcoholic beverages	Confectionery
Non-food	Luxury items	Tobacco	Electronics

In good hands with single source supply

Food & non-food partners in business

Unilever Food Solutions	Kim's	NESCAFÉ	Heineken	MAIS
Nestlé	NIDO	ABInBev	Red Bull	Milka
P&G	Lipton	Maggi	Grolsch	TOBLERONE
Heinz	HELLMANN'S	KitKat	Coca-Cola	FERRERO

In good hands with tailor made solutions

Expert in niche markets

Wholesalers and supermarkets Remote industrial sites Maritime
Government and defence Duty-free and travel retail Cruise lines

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GoodBurry, our value brand

Dairy Breakfast Products
Canned Fruit Vegetables Canned Meat
Canned Fish Sauces Miscellaneous

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GoodBurry, a B&S brand

- Canned and grocery products
- Catering and consumer sizes
- Markets:
 - Supermarkets and wholesalers in Africa
 - Food service: maritime, government & defence, cruise lines
- Labels in English, French, Portuguese and Arabic
- GoodBurry satisfy EU and UN regulations on packaging requirements

www.goodburry.com

In good hands with tailor made solutions

“With no two client requirements the same, every solution we provide is tailor made.”

In good hands with supply chain management

More than 150,000 m2 in logistic facilities

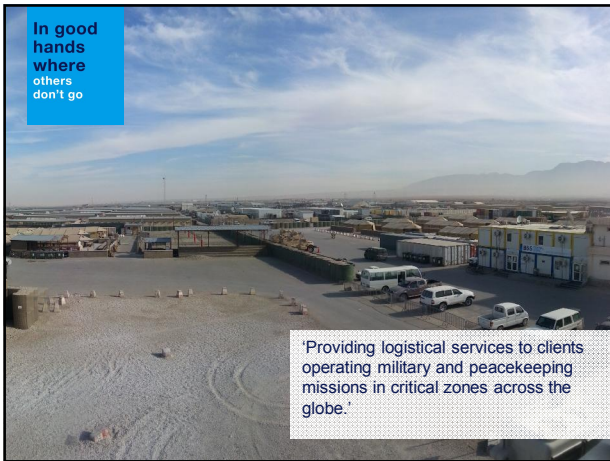
In good hands with supply chain management

Supply chain management

150 Million
kilos of goods are dispatched each year

- Mixed containers**
Bulk and mixed loads
- Transport**
Daily sea, land and airfreight transport
- Solutions**
Secured door to door supply chain solutions

In good hands where others don't go



'Providing logistical services to clients operating military and peacekeeping missions in critical zones across the globe.'

In good hands where others don't go



B&S has been appointed as exclusive operator for 5 duty-free shops located in the UN peacekeeping missions in Mali

Accessing to more than 13,000 peacekeeping forces in Mali


Opened Summer/Autumn 2015

In good hands where others don't go

UN Mali Mission Fact Sheet


5 shops

- **Sevare/Mopti**: 307 m2; open
- **Gao**: 307 m2; open
- **Bamako**: 458 m2; open
- **Timbuktu**: 307 m2; end of 2015
- **Kidal**: 153 m2; end of 2015



In good hands where others don't go

Shop impressions



In good hands with solid partnerships



"We develop strong and long-term partnerships, thereby guaranteeing to provide what our customers need, when and where they need it."

In good hands with full compliance



"Ensuring full compliance, at all stages of the business process, is standard procedure at B&S."

In good hands with full compliance

Compliance

- US Army Public Health Command approved
- ISO 22000
- Hazard Analysis Critical Control Points (HACCP)
- Authorized Economic Operator (AEO)
- All customs and veterinarian licenses available

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Solid growth

- 11% average increase of turnover in de last 10 years
- D&B Rating 1 (Lowest Risk Profile)
- EY Entrepreneur Of The Year 2014 Master Category
5 time winner FD Gazelle Award

Turnover 2014
€1,080 million

Year	Turnover (million euros)
2010	607
2011	829
2012	907
2013	969
2014	1080

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B&S experience and advice for starting business in Africa

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B&S activities in Africa

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Duty-free & travel retail

■ Duty-free & Travel retail


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Remote industrial sites

■ Industrial Catering

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Government & Defense



■ Government & Defense

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Local retail - GoodBurry driven



■ Local Retail

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Start and development



- Market research started in 2005 (Focus !!)
- Definition of business proposal
- First trip in 2006 (continue to travel !)
- Screening prospects
- Local conditions (legislation / finance / logistics)
- Selection and negotiations
- First orders in 2007

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Screening new clients



- KYC procedure (first check of prospects a.o. on official sanction lists, and bank references)
- Financial status (Credit insurance / banks)
- Commercial (a.o. references)
- Logistic conditions (transport and storage)

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Priorities in your approach



- Financial:
 - Select only financial strong partners / clients
 - Payment conditions (LC/Guarantee/Pre-payment)
- Commercial:
 - Stick to your business model
 - Define clearly your added value(s)
 - Be prepared for different local conditions
 - Legislation / Pre-shipment inspections
- Logistics:
 - Transport- and storage conditions
 - Insurance
 - INCO terms (FCA / CIP)

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Thanks for your attention

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