

african+eastern

INSPIRING GREAT BLENDS

MARKET

African + Eastern has been bringing the world's most renowned beverage alcohol brands to the Middle East for over 37 years. Established in 1962, by Unilever Arabia as a small trading company, African + Eastern has rapidly evolved to be the largest importer and distributor of world class beverage brands in the Middle East and Arabian Gulf region. The company employs more than 300 professional staff throughout the UAE and Oman who are extremely passionate about delivering outstanding service levels to suppliers and customers.



Peroni Lounge at the Attitude Luxury Jet Cocktail party in Armani Hotel



Carlsberg Barasti Dome

The company's original local footsteps are today leaving global footprints. African + Eastern is a company where diverse cultures, brands, skills and tastes from around the world come together to create the perfect blend. A blend that is evolving to keep pace with the developments of this dynamic region, but that in itself serves a simple purpose: to make sure that the company excels at exceeding the expectations and needs of all its customers, brand partners, employees and stakeholders. This purpose and mission has steered the company to the success that it is

today and will forever remain at the core of its future efforts.

African + Eastern was established in the tradition of Arabian sea-borne trade and commerce. Since its founding it has been witness

to Dubai's incredible growth, from a humble fishing village into a sprawling modern metropolis.

Dubai's world class business infrastructure, shipping terminals and airports have now positioned the Emirate as a centre of trade for the region and the world. Being one of the oldest companies in Dubai, African + Eastern is proud to be a part of this growth bringing people, customers and

beverage alcohol brands closer together as the UAE and Gulf region experiences continued expansion and prosperity.

With its headquarters in Dubai and an integrated network of regional sales offices located in all the Arab Emirates and Oman, African + Eastern offers an unrivalled business platform and solution to beverage alcohol brand partners and customers. This distribution and sales network extends across all sales channels and beyond the UAE to the wider Middle East, African and South Asian regions.

ACHIEVEMENTS

The exceptional year on year results which African + Eastern has achieved is often considered as a benchmark by companies in similar lines of business. The impressive growth witnessed by the company in recent years has yielded not only committed partners and customers, but also employees whose knowledge of the market is unparalleled in this region

In African + Eastern diverse products, services, capabilities and people come together to create the perfect blend that culminates into a winning formula in all spheres of the business. The company doesn't only look at financial parameters, but also takes into account the non financial parameters like customer, suppliers and employees satisfaction surveys as a means to gauge the overall progress

HISTORY

The first African + Eastern outlet was set up in 1962, at the time owned by Unilever Arabia. In 1999 Unilever Arabia divested of their interest in African + Eastern Dubai and consequently a new management team was installed to run the business under new ownership. Since 1999 African + Eastern has followed a policy of ensuring that all brands represented within the portfolio have been given an increased level of focus and attention. By following global guidelines, key brands have hence been re-positioned within the various markets and new brands have been added in order to ensure that African + Eastern is competitive within the various sub-categories.

PRODUCT

African + Eastern puts emphasis on developing a world class product portfolio which caters to the wide variety of customers in the region. Be it from the Far East, Down Under, Africa, Mediterranean region, South America or even the Highlands of Scotland, African + Eastern has a solution for everyone's needs.

Every bottle in African + Eastern's wine portfolio has been individually selected. The result is an extensive, multi-layered range spanning the world of wine; from the finest Grand Cru's of France and the distinctive varietal styles of Italy; to the fresh bold styles of the upcoming new world regions in South Africa, Chile and Argentina; to the world's largest corporate wine producers, Australia's Fosters Group and Constellation Brands Inc.

A source of great passion and pride, the African + Eastern wine portfolio is managed by a team of dedicated specialist wine executives, buyers and sommeliers. Outstanding product integrity is maintained by the region's best temperature controlled storage and

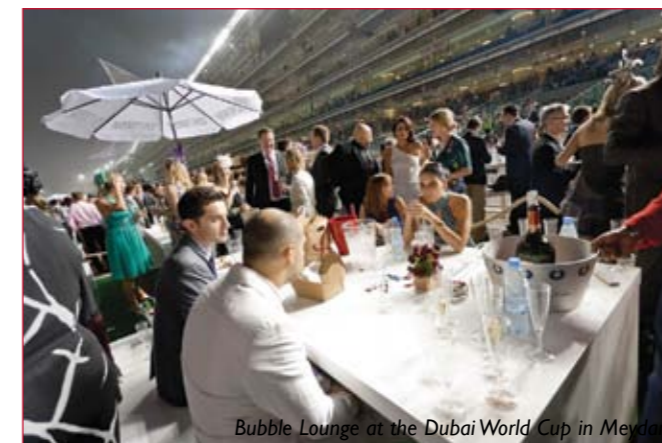
transportation systems, especially important in the Gulf's climate, and as the demand for wines increases so do African + Eastern's value adding wine services. Through a strategic arrangement with the UK based Wine and Spirits Education Trust, African + Eastern provides WSET accredited training at various levels to trade customers across the region.

African + Eastern's beer portfolio continues to expand and diversify – as global trends exert greater influence on consumer choices and as beer becomes an increasingly international category. Lead brands in African + Eastern's beer portfolio include the Mexican power brand Corona, Stella Artois from Belgium, Foster's from Australia, Carlsberg from Denmark and Beck's from Germany. Guinness and Kilkeny dominate the Irish experience while international brands like Peroni from Italy, the French Kronenbourg and German Warsteiner; cater for the emerging trend to World Beers.

The African + Eastern technical team is up to date with the latest in beer quality developments thanks to regular visits from Master Brewers from across the world. Through its collaboration with AB InBev, African + Eastern annually conducts the UAE leg of the World Draft Masters competition which gives the chance for young and upcoming talents among the bar staff fraternity to compete against the best in the world.

In the spirits category African + Eastern offers an extensive selection of premium brands, with a seemingly endless selection of global category leaders in brands like Smirnoff vodka, Johnnie Walker whisky, Baileys liqueur, José Cuervo tequila and Martini. Together with the many other internationally celebrated Marques in its portfolio, such as Ketel One vodka, Jim Beam bourbon, Tanqueray gin, Captain Morgan rum and J&B whisky, to name but a few - these brands ensure the spirits portfolio at African + Eastern offers a world of choice to meet all needs from its customers and consumers. The company is committed to a process of innovation and development in the world of premium spirits so as to remain at the forefront of relevance in catering to the Gulf's increasingly sophisticated spirits consumers.

African + Eastern is more than just about being the leader in the alcohol business. The company is striving towards being a total beverages solution provider to its customers. A burgeoning non-alcohol portfolio is being developed bringing the American power brand, Monster Energy to this region. Over the next few years this category will continue to grow.



Bubble Lounge at the Dubai World Cup in Meydan

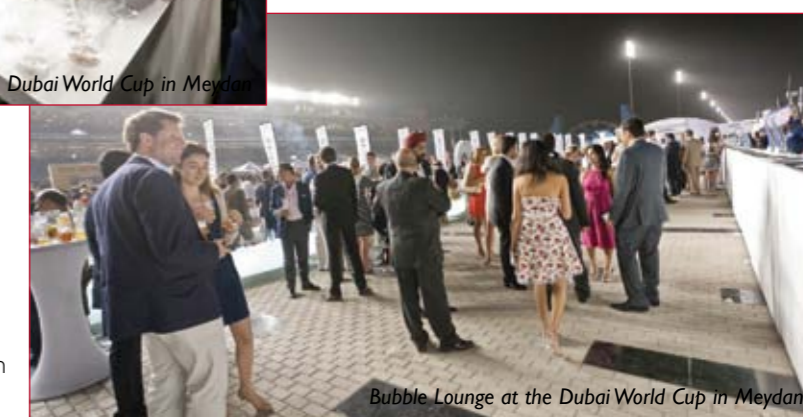
RECENT DEVELOPMENTS

One of African + Eastern's sustainable competitive advantages is the calibre of people it attracts, develops and retains. African + Eastern people are recognised by their passion, talent and commitment to the company, its brand partners, customers and to each other.

Variety, diversity and individuality are positively encouraged at African + Eastern. All employees are given a strong sense of appreciation for how this diversity creates a unique blend in company capability. As the company is a crossroad for different cultures within the business, so too it is for different brands from different countries, just as Dubai is one of the world's great crossroads between Europe, Africa and the Far East. African + Eastern's expertise and commercial capability encompasses a global consolidation, shipping and logistics network unrivalled in its efficiency and international reach within the beverage alcohol category in the region. This capability extends to physical distribution and supply chain services that offer thousands of products from their brand partners across all beverage alcohol categories to key customers

within an eight working hour delivery timeframe. In addition to its regional hubbing operations, African + Eastern operates its own retail network of shops that exclusively sell beverage alcohol. It undertakes all these activities with a high regard for and due respect to the laws and customs of the region.

This capability has earned African + Eastern a reputation for being the best in its field and has led to excellent long standing relationships with some of the world's leading beverage alcohol brand owners - from Diageo Plc, the world's number one spirits brand marketer; to international brewing giants such as Foster's, AB-Inbev, Carlsberg, Gruppo Modelo, as well as with brand leaders in the major wine growing regions from around the world. The result is a world class, comprehensive brand portfolio that has a presence in every imaginable category and segment of the market including rare, limited, new-to-market and special edition labels.



Bubble Lounge at the Dubai World Cup in Meydan

BRAND VALUES

African + Eastern is an important contributor to the region's economy. The company is committed to its responsibility to the community and upholds and respects the region's religious customs and values. African + Eastern's deep roots and long history in the Gulf gives the company a distinctive advantage when navigating cultural sensitivities and nuances giving brand partners, suppliers, customers and staff an ideal platform from which to make the most of growth opportunities in the region.

Just as community values are intrinsic to the continued success of African + Eastern's business, so too are the company's values of world-class quality and unrivalled service excellence. It is the responsibility of every person representing African + Eastern to deliver on these promises with sound expertise and a sense of urgency and passion.

A company with a responsible, clear and courageous vision for growth – and the passion to make it happen – secures the position of being the preferred choice of customers, brand partners, suppliers and employees.

That company is African + Eastern.

www.africaneastern.com

Things you didn't know about african + eastern

African + Eastern imports products from over 26 countries.

African + Eastern represents six of the top ten imported International beer brands - Foster's, SAB Miller, Stella Artois, Corona, Beck's and Guinness.

African + Eastern has a selection of over 400 standard wines.

Superbrands



Smirnoff Experience Event at World Trade Center