



**DOING IMPORTANT
THINGS TOGETHER**

CONTENTS:

- 4-15. About MHP and MHP Food Trading
- 16. Top Management of MHP
- 17. Our geography
- 18. Our brands
- 19. Our clients





Welcome!

Dear Partner,

We are very pleased to welcome you at MHP Food Trading!

Established in 2016 as MHP's distribution center located in Dubai, UAE to manage direct sales of MHP products in UAE, and serve as Headquarters for the whole MENA region, the company currently employs more than 50 professionals.

Our regional team applies MHP's global expertise, taking into account local market specifics. This initiative is catered towards MHP's commitment to local relevance. Our divisional organizational structure is comprised of multiple smaller functional structures, mainly within the area of Sales, Marketing and Logistics departments.

Myronivsky Hliboproduct (MHP) is one of the world's most vertically integrated companies that ensures in-depth control over the whole chain of poultry production. Vertical integration allows us to guarantee consistent quality standards of our products and full quality control. MHP owns and operates each of the key stages of its chicken production process. All MHP enterprises have introduced integrated food safety management systems, which adhere to the highest international standards.

As a result, in less than 4 years, we have taken over 4% of the local market. Now MHP Food Trading is one of the main players on the UAE frozen chicken market. In 2019, our team sold more than 15 thousand tonnes of frozen chicken meat in UAE.

2020 will see us continuing to focus on operational excellence while constantly developing the MENA region in terms of additional territories and new channels.

Yours sincerely,
Eugene Levterov
General Manager

No.1 Poultry producer in Ukraine



Every **3rd** chicken in Ukraine is produced by MHP



808k tons of poultry products produced in 2019



TOP-6 in Europe by production volume



Since **2013** poultry products have been exported to EU countries



Vertical integration from growing crops to logistics and sales

4th largest land bank in Ukraine



80 Export sales to over countries



Over **31k** employees
A socially responsible company



Over **30** enterprises in **14** regions of Ukraine
Production facilities in Slovenia, Croatia, Bosnia and Herzegovina, Serbia



Qualiko is an international poultry brand with excellent quality and a completely natural composition. Was established in 2011 and is currently supplied to over 80 countries around the world.

MAIN LINES OF BUSINESS AT MHP

All business processes are organized by the principle of vertical integration. It means that everything needed to produce the end poultry product is manufactured by the company itself, which reduces significantly our dependence on external resources, power supplies and fluctuating prices of raw materials.



GRAIN GROWING

one of the major business lines at MHP

The company grows several major crops - corn, wheat, sunflower, rapeseed and soy, which are the main components for production of mixed fodders. The land bank of the company comprises around 370k ha throughout Ukraine. The yield of the major crops at MHP's fields significantly exceeds the average levels in Ukraine.



MIXED FODDER PRODUCTION

an important element of MHP's vertical integration

All chicken feeds are produced from natural components at the company's 3 own mixed fodder plants. The main components of the fodders are corn, soybean, and sunflower meal enriched in protein. MHP is fully independent from corn suppliers. In 2015, the company also launched its own oil-extracting plant, which produces soybean meal. In addition, MHP has considerable storage capacities, such as elevators and sleeves.



POULTRY PRODUCTION

MHP's main business lines comprise two production parts: 2 parent and 3 broiler poultry farms

Parent poultry farms raise parent poultry livestock of Cobb 500 meat breed chicks. These farms provide broiler poultry houses with hatching eggs. MHP has the most efficient poultry farms in Ukraine, built from scratch by the company within the shortest time frames: Myronivska and Vinnytska poultry farms with total of 669 thousand tonnes of poultry produced in 2019. All MHP enterprises have introduced integrated food safety management systems, which adhere to the highest international standards.



MEAT PROCESSING

manufacturing products with added value

MHP includes enterprises that manufacture a wide range of poultry products: meat and sausage products, smoked goods and meat delicacies, convenience food and ready-to-eat dishes.



LOGISTICS

an integral stage of the MHP business process

Ensures fast delivery of the company's products to distribution centres. Thanks to MHP's own fleet of freezer trucks, consumers receive chilled products of the highest quality. This gives the company a competitive advantage, because it is able to supply even short shelf-life products to over 80 countries around the world.



SALES

final stage

In the sales model, the company maintains a balance between trade chains, the franchise outlet network, food service segment, and meat processing enterprises.

MHP FOOD TRADING

MHP Food Trading
company was
established in

2016

 **Distributor of
TM Qualiko**

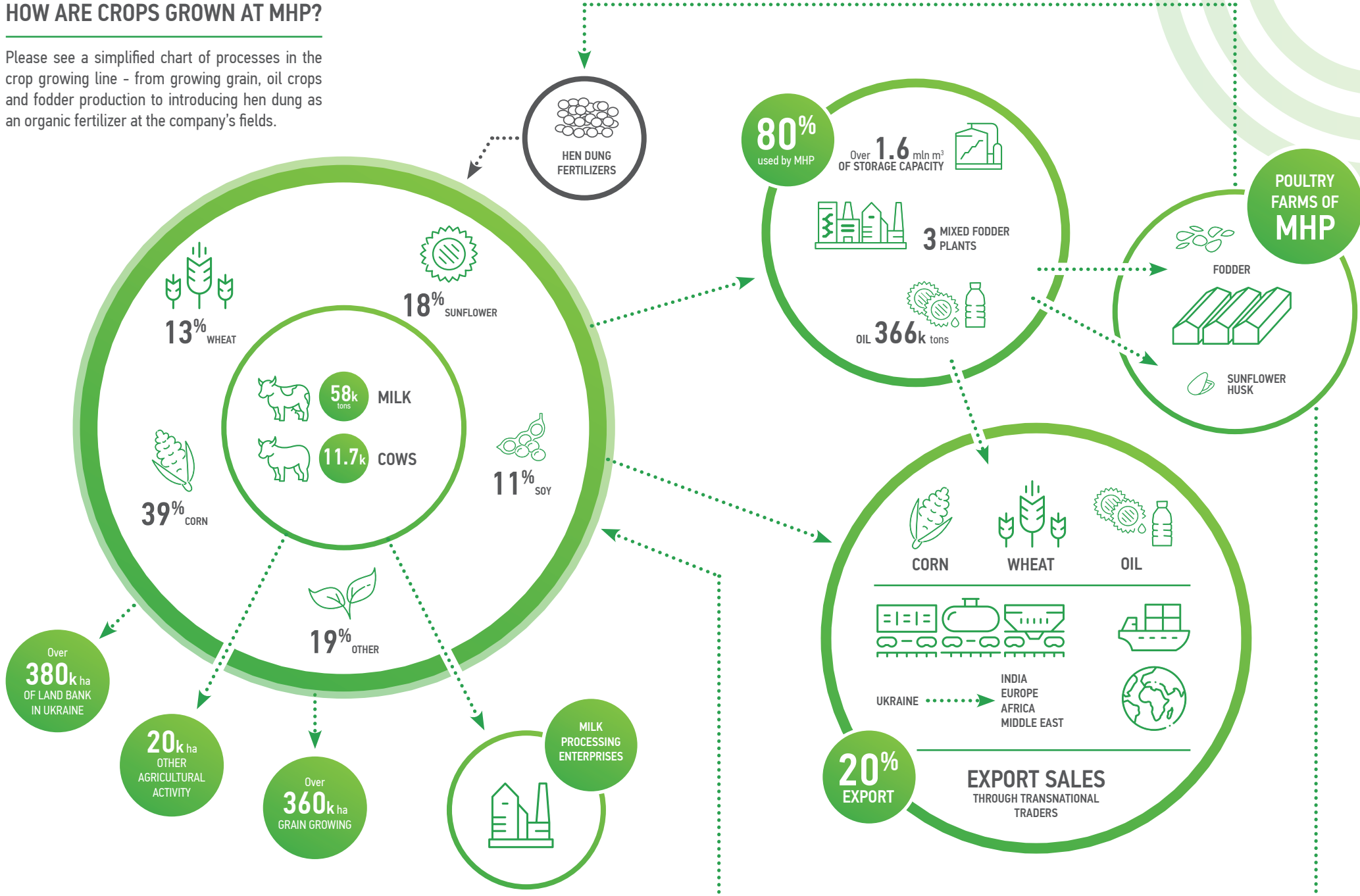
54
employees

15000 tonnes
of chicken meat in 2019



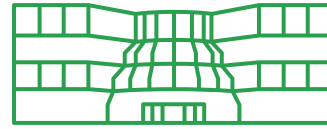
HOW ARE CROPS GROWN AT MHP?

Please see a simplified chart of processes in the crop growing line - from growing grain, oil crops and fodder production to introducing hen dung as an organic fertilizer at the company's fields.

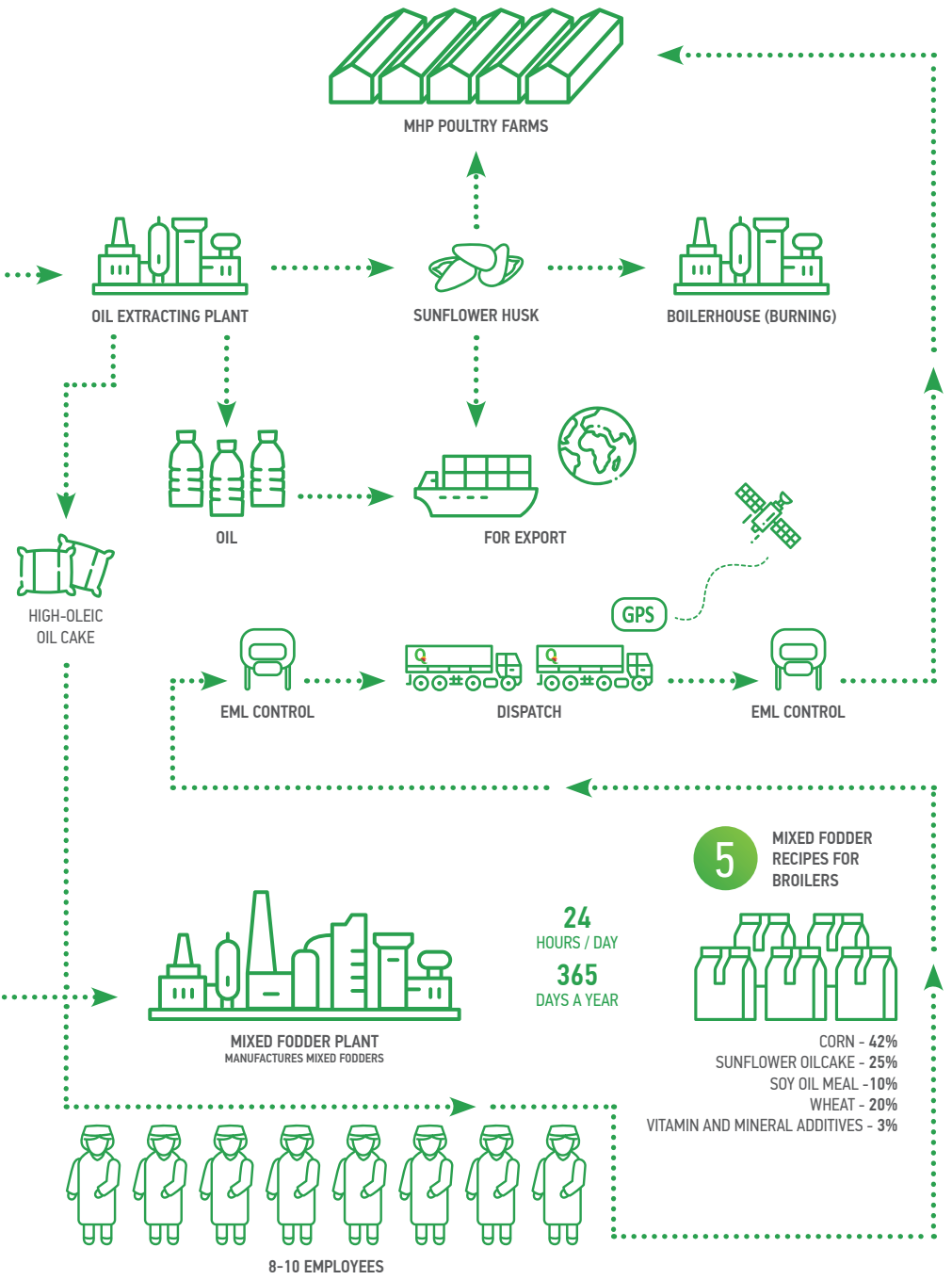
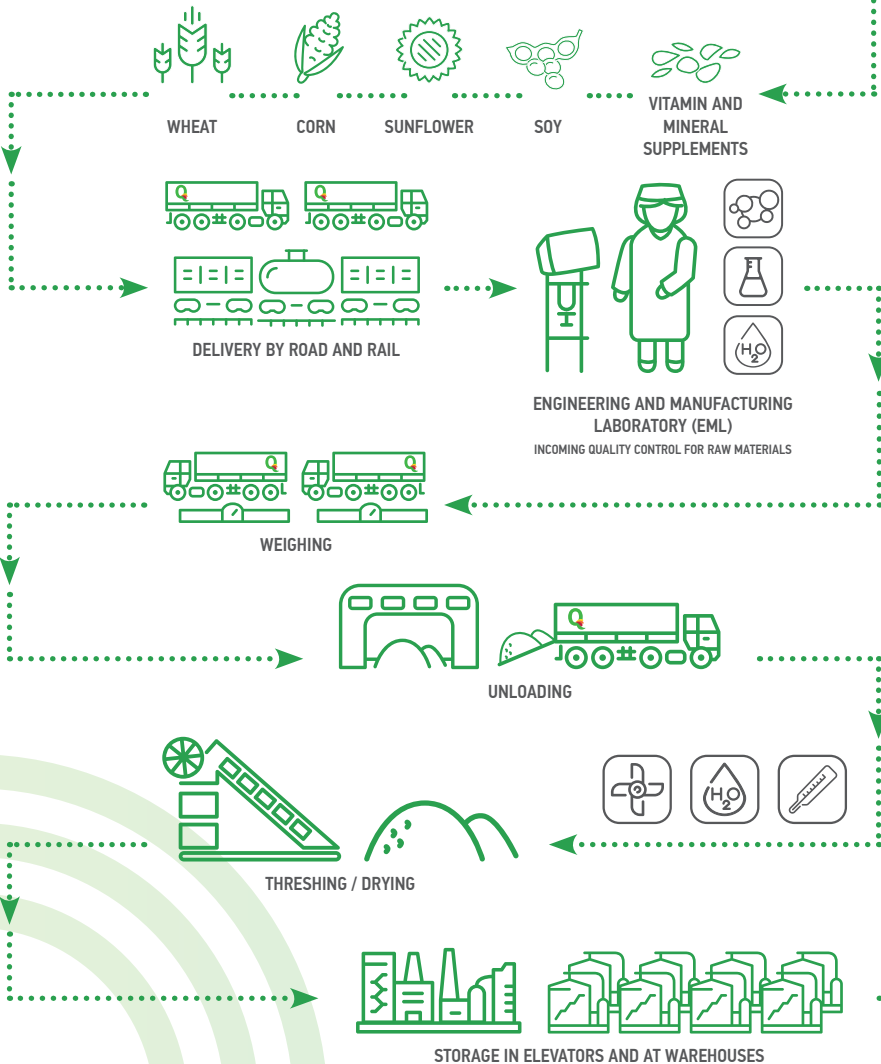


HOW ARE MIXED FODDERS MADE AT MHP?

Please see the simplified chart for the production of mixed fodder for chickens - from purchasing grain crops at the MHP HQ and their delivery to the mixed fodder complex, to dispatching fodder to poultry farms and byproducts to export.



MHP HQ



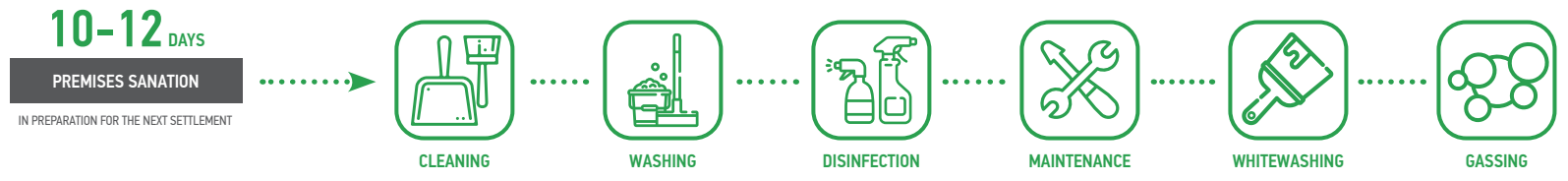
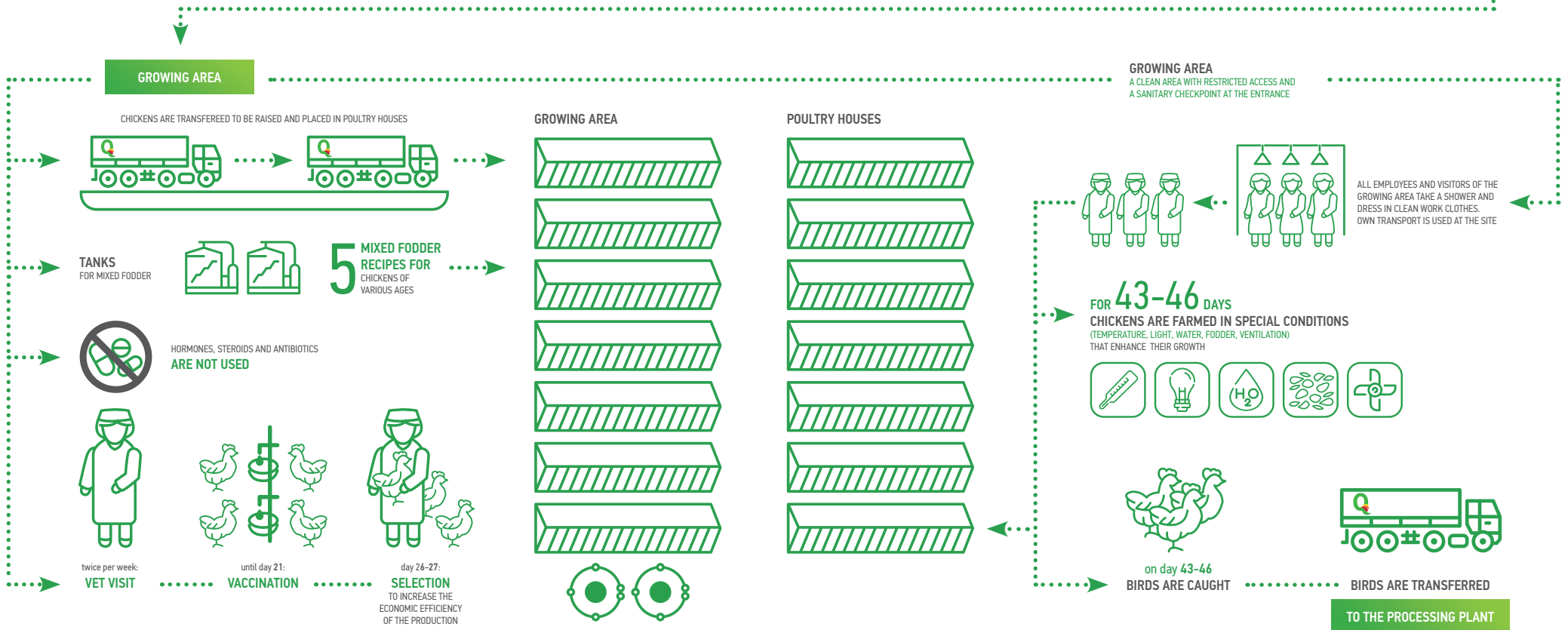
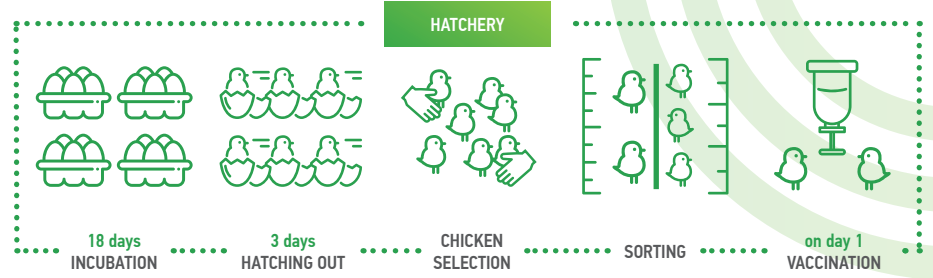
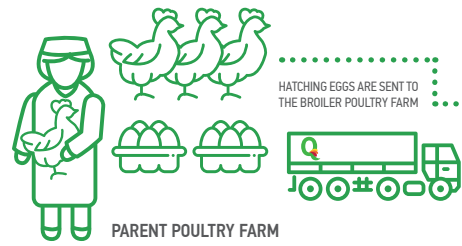




HOW DOES AN MHP POULTRY FARM WORK?

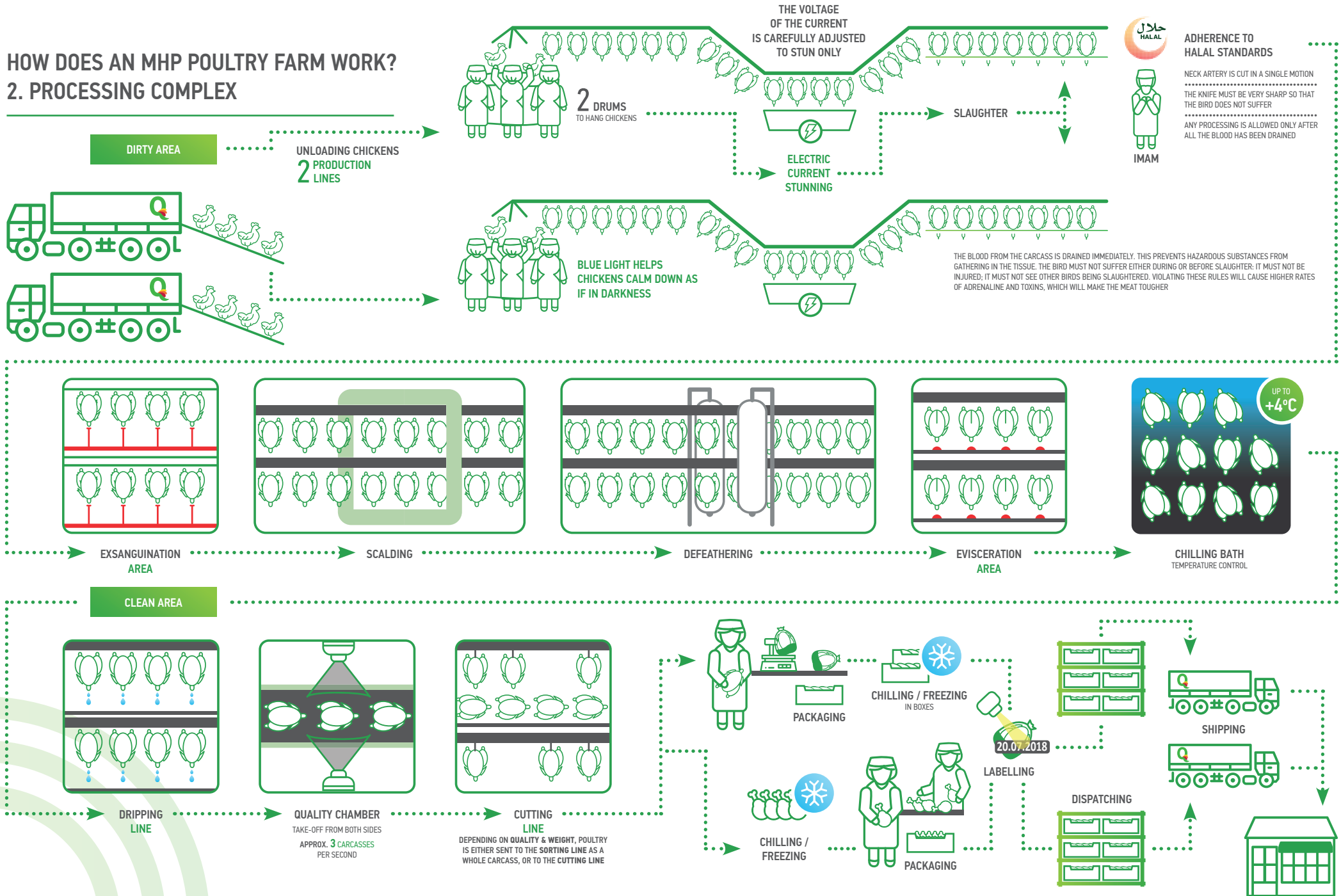
1. CHICKENS GROWING

Please see the simplified chart of the technological process implemented at every broiler poultry farm at MHP. Now everyone who wishes to see how the delicious poultry meat of Qualiko brand is produced, can picture the processes that take place behind closed doors, at the sanitary checkpoint and disinfector barriers.



HOW DOES AN MHP POULTRY FARM WORK?

2. PROCESSING COMPLEX

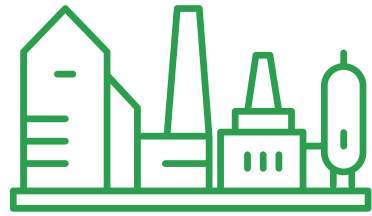




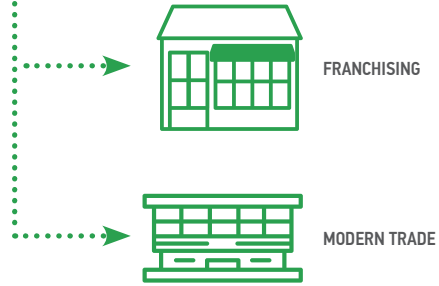


WHERE IS MHP'S POULTRY SOLD?

Please see the chart for the sales of poultry produced by MHP at production facilities located in Ukraine. Out of 728k tones produced in 2019, the main share of sales (around 53%) was exported. Around 47% of MHP's products were sold via the franchising outlets, modern trade and other marketing channels in Ukraine.



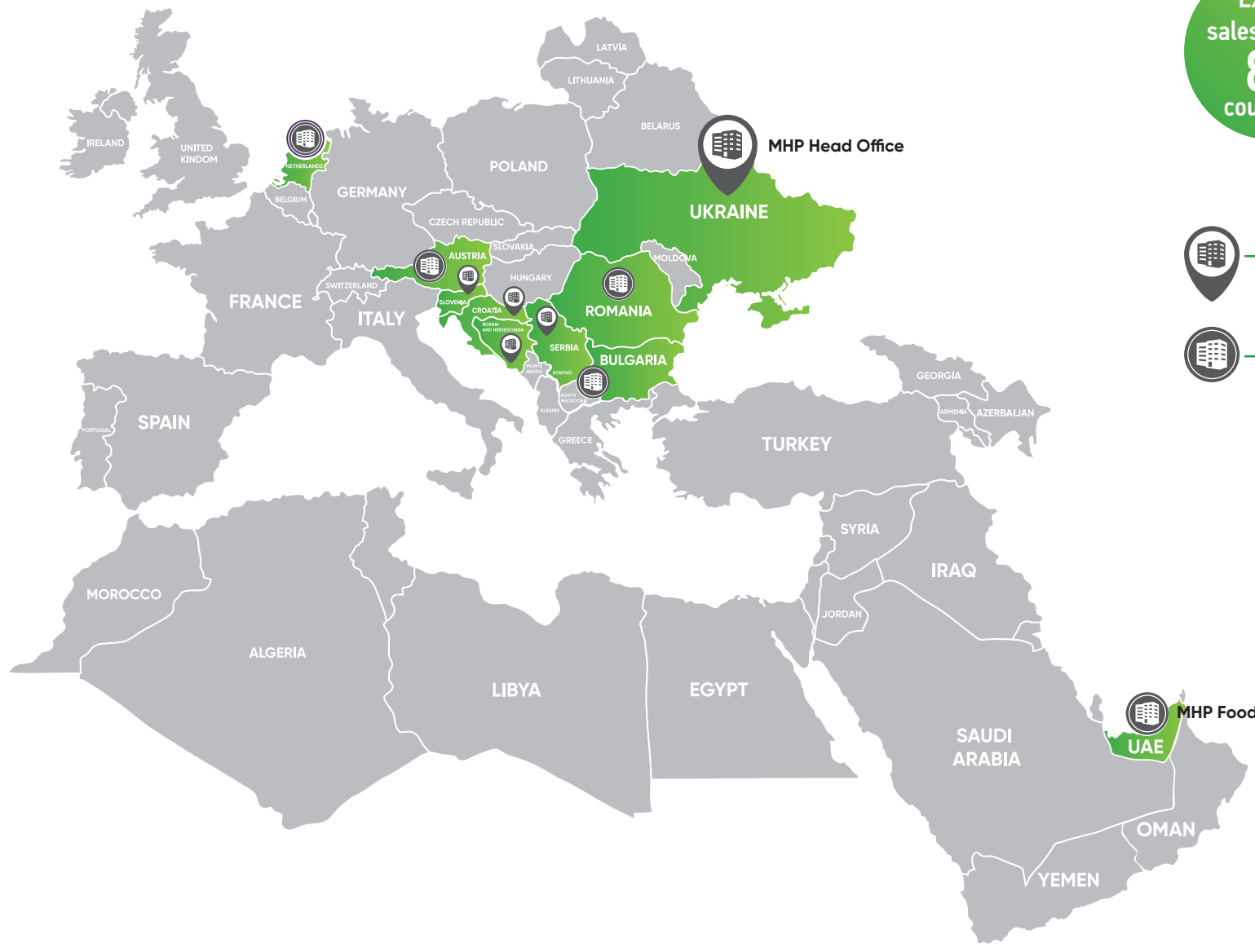
MHP'S BROILER POULTRY FARM



OF CHILLED POULTRY MEAT IS SOLD UNDER THE BRAND NASHA RYABA IN UKRAINE



OUR GEOGRAPHY



Export sales to over **80** countries

-  PRODUCTION
-  DISTRIBUTION OFFICE

OUR BRANDS



Qualiko. Balance Your Life

Qualiko is the international poultry brand produced by one of the largest agricultural holdings in Europe – MHP.



Qualiko is an excellent choice of those who value a balanced life. Home cooked Qualiko chicken gives you natural energy and powers you up to life.

The Qualiko brand was established in 2011 and is currently supplied to over 80 countries around the world.



All MHP enterprises have introduced integrated food safety management systems, which adhere to the highest international standards.

BRC certification guarantees standardization of quality, safety and operational procedures of our enterprises to ensure the best poultry.



The company slaughters poultry according to the Islamic Law under the permanent supervision and control of representatives of the Center for HALAL Quality Certification (Croatia).

This makes our chicken suitable for consumption by Muslims, and guarantees the highest quality and safety of our products.



From the seed through the growing process and harvest, MHP had worked along with an independent and competent government authority to certify and verify its non-GMO status. All the company's poultry products are compliant with all legal requirements relating to the labeling and traceability of GMO's.



Assilah is a brand that supports family values and traditions. Assilah product portfolio consists of frozen chicken meat.



Sultanah is a brand, which emphasizes on the peculiarity, selectivity and status of its consumers.



Ukrainian chicken is a B2B brand, which product portfolio consists only of frozen chicken meat.



OUR CLIENTS

