



What does it take to succeed on the African markets ?



Presentation of Aller Aqua Group

Presentation of Aller Aqua in Africa

Keys to success in Africa



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THE ALLER AQUA GROUP

FACTS



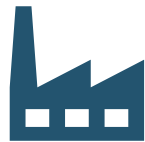
>750
employees



> 350 ktons
Capacity



+70
Markets in the
World



7
Factories

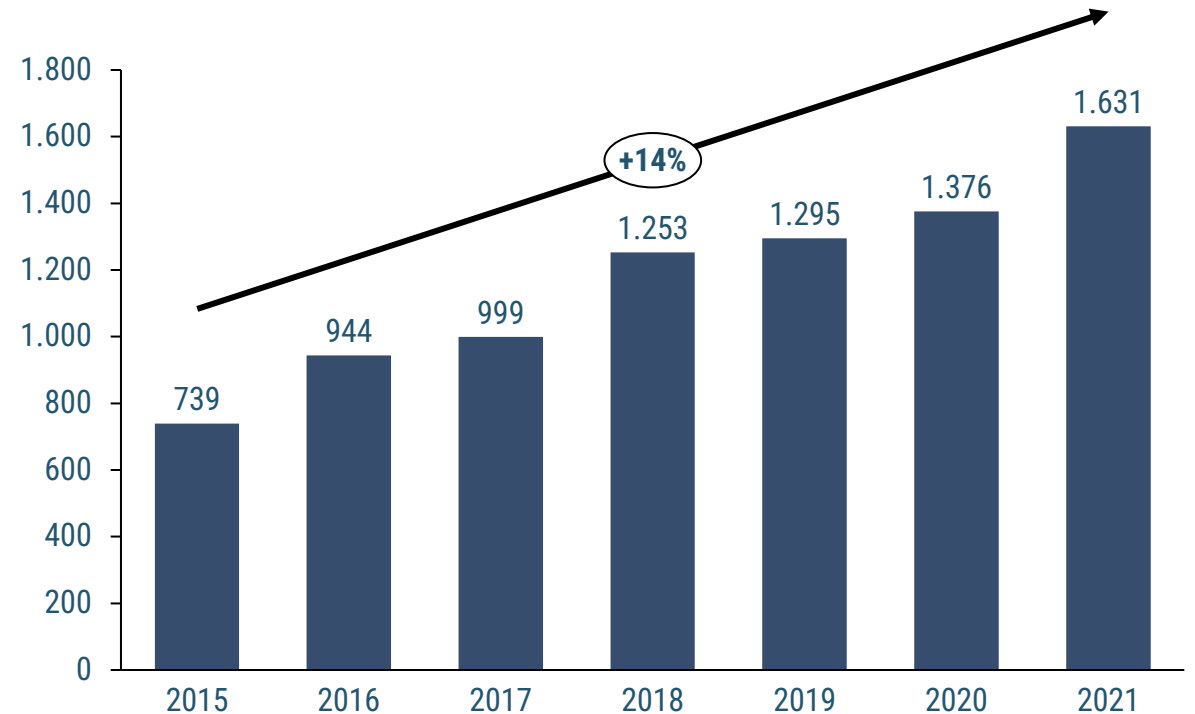


58
Years of
production



3rd
Largest in EU

REVENUE, mio DKK

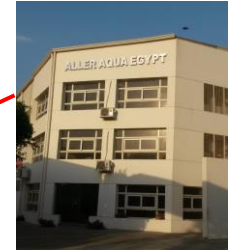
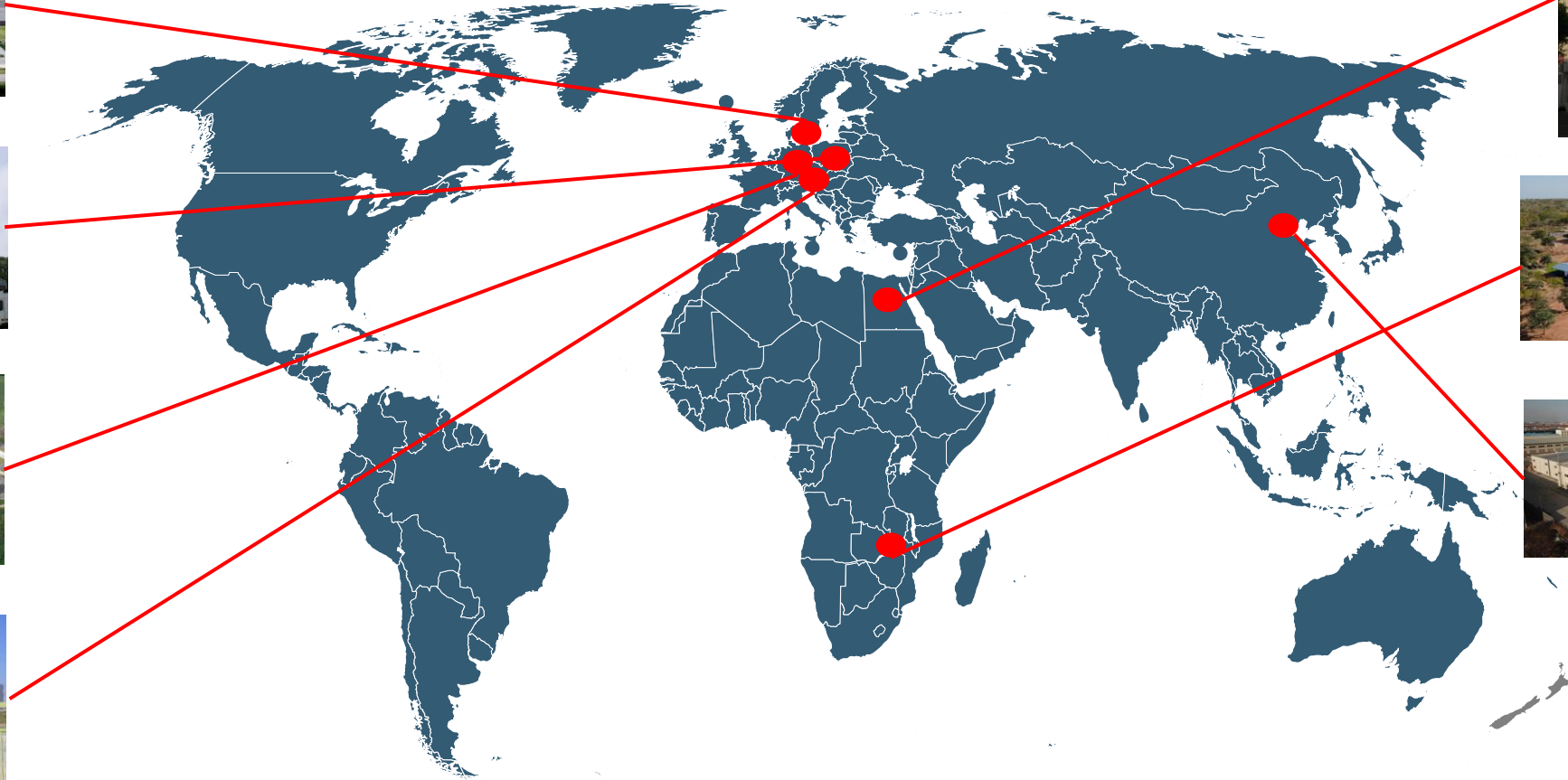


MISSION



**TO DEVELOP AND PRODUCE FISH FEED
AND IN PARTNERSHIP WITH FISH FARMERS
TO OPTIMIZE PRODUCTION OF FISH
IN HARMONY WITH NATURE
TO THE BENEFIT OF HUMAN HEALTH
AND QUALITY OF LIFE.**

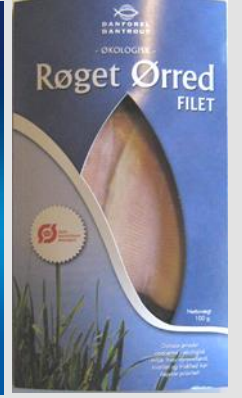
7 Factories are the backbone of sales to >70 countries Worldwide



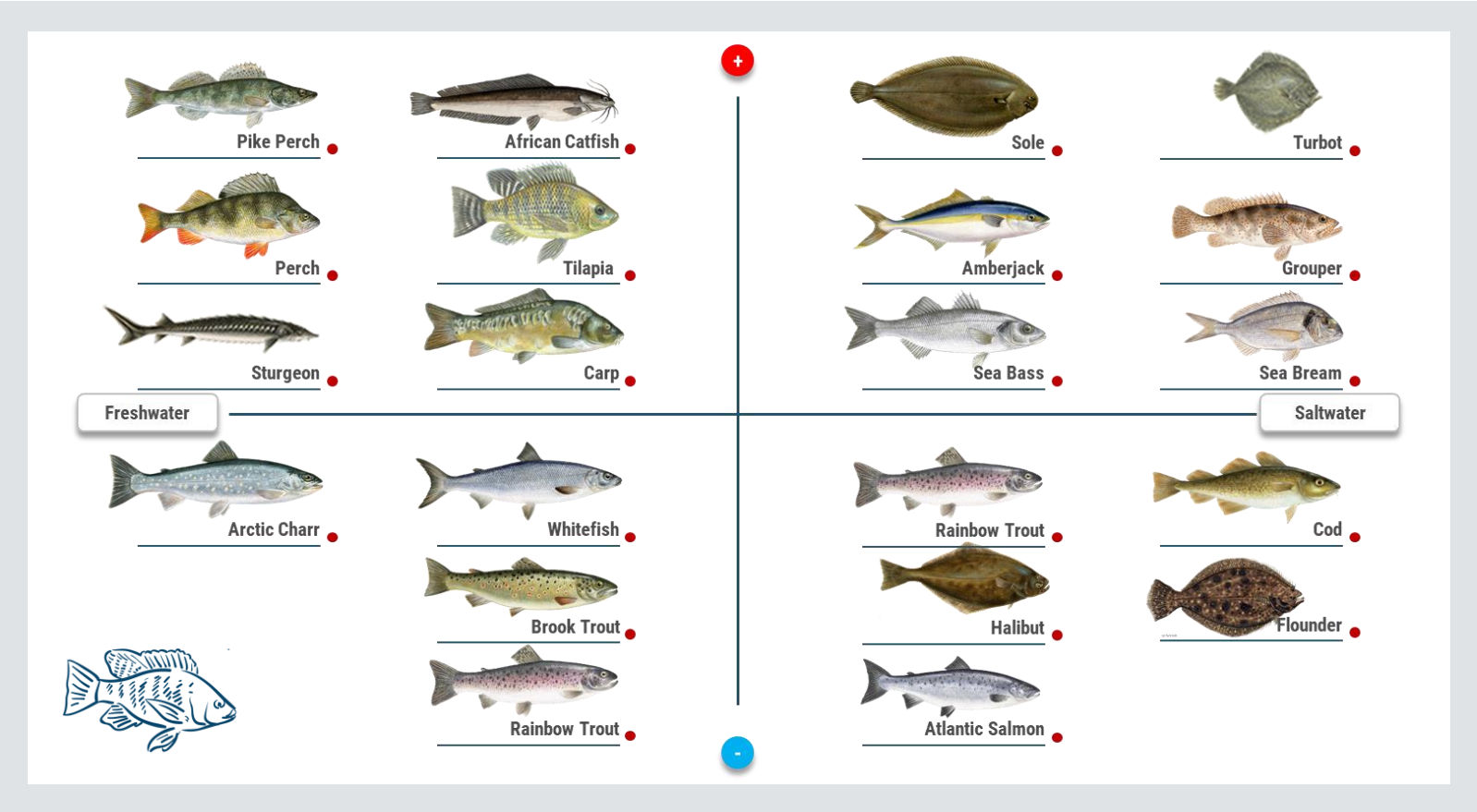
DANFOREL




- On 1st May 2022 Aller Aqua Group acquired the company DANFOREL, Europe's leading producer of smoked trout fillets.
- DANFOREL was established in 1939
- 140 employees
- 6 aquaculture facilities
- Produces 4000 t of ASC-certified trout
- 15,000 m² production facilities
- Produces 120,000 consumer-packaged warm-smoked fish fillets daily




We produce feed for a large variety of species – even more when considering different farming methods & environments



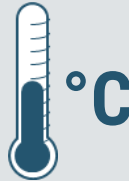
Farming is developing – and so are we



Recirculated Aquaculture Systems



High altitude farming



Temperature Adapted Feeds



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Keys to success in Africa

We are present in the major aquaculture nations in Africa

FACTS

2

Factories

>150

K TON Production capacity

>30

Countries with sales

LARGEST

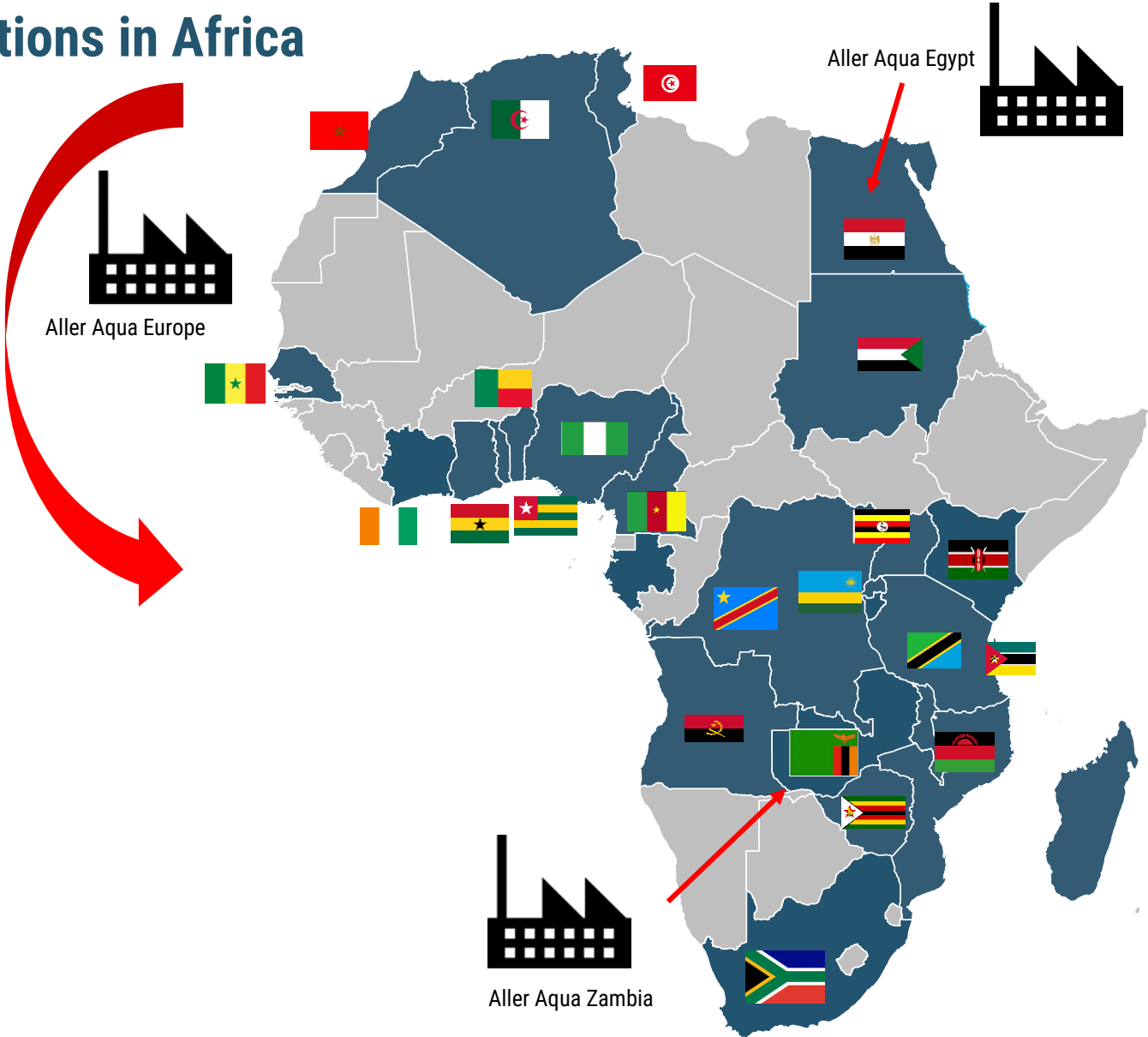
producer in Africa

2





Sales companies

300+




Employees

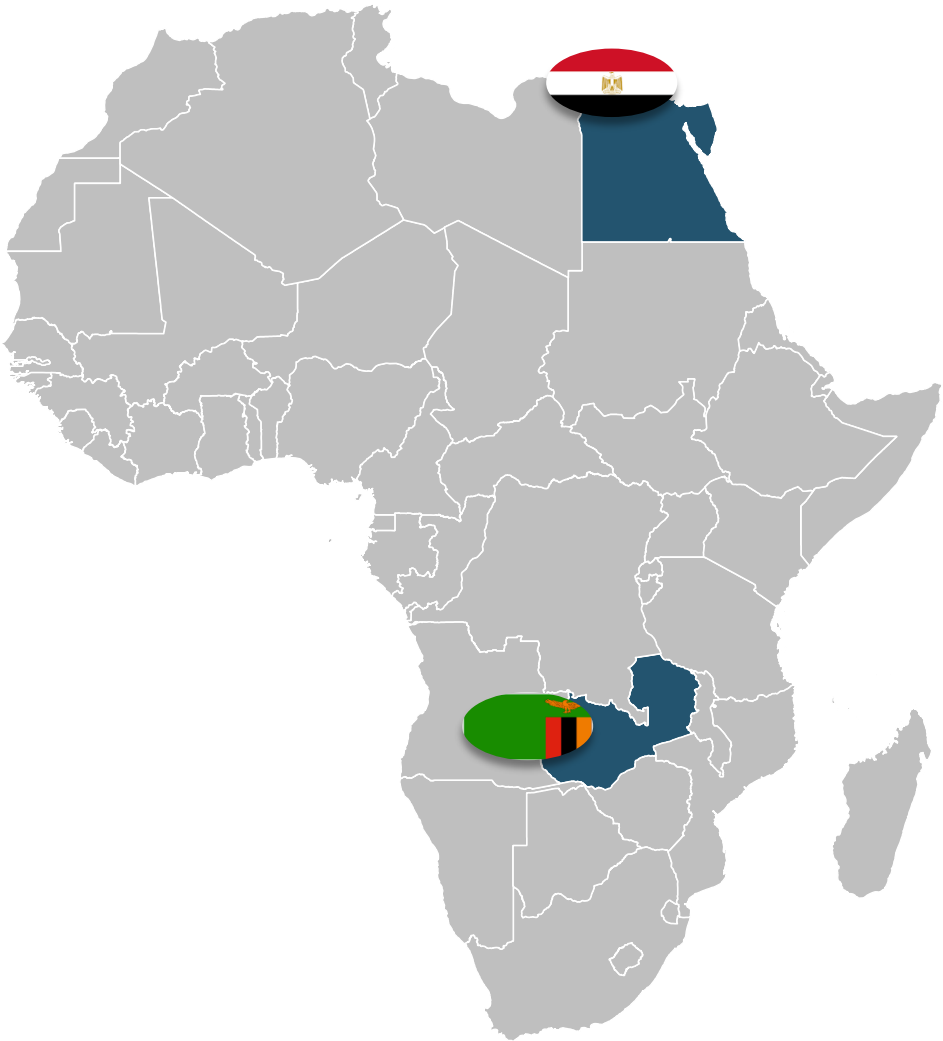


Our 2 factories in Africa have a total capacity of +150,000 ton

Aller Aqua Zambia		
Production start		2017
Employees		+180
Annual production capacity		50,000 ton
Primary species		Tilapia



Aller Aqua Egypt		
Production start		2011
Employees		120+
Annual production capacity		100,000+ ton
Primary species		Tilapia Sea bass Sea bream Shrimp





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Keys to success in Africa

KEY'S TO SUCCES FOR ALLER AQUA

- Understand the market. One country = One strategy and GTM model
- Each country is different (French/ English culture)
- Good Loyal local teams, **TRUST** is everything.
- Find and provide the best **SOLUTION** for the market (Low & High Performance)
- Ensuring balanced prices
- Ensure logistics, be close to the customers
- Education and training at the right level (train the trainer)
- Exchange of know-how
- Constant care
- Find new innovative solutions, (Health care, NGO's , Farm management....)
- **Be patient**



Challenges

- Political stability and changes
 - Laws
 - People
 - NATO
- Financial aspects (Nigeria as example)
- Changing procedures (harbors, borders)
- Infrastructure (Roads and access)
- Level of education
- Level of Experience

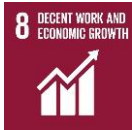
And again, TRUST is everything



ALLER AQUA CHANGE THE LIFE FOR PEOPLE...



Buying local raw materials



Jobs!

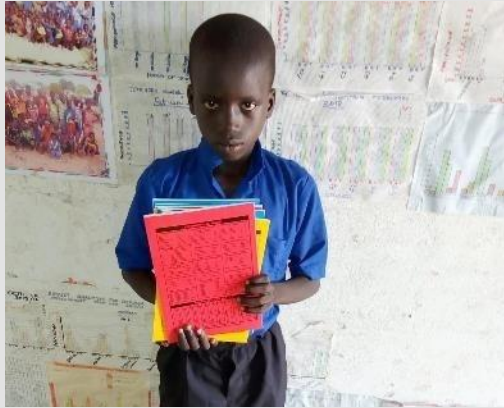


School



NGAYEN SCHOOL FUND

– BECAUSE EVERY CHILD HAS THE RIGHT TO LEARN!



Aller Aqua supports Ngayen School Fund by sponsoring the schooling of four children. It is important for boys and girls all over the world to have access to quality education.

Through Ngayen School Fund you can clearly see your input have an impact. All money are dedicated to a specific child, their family or a project which positively impacts the society.

SDG impact:





Thank you