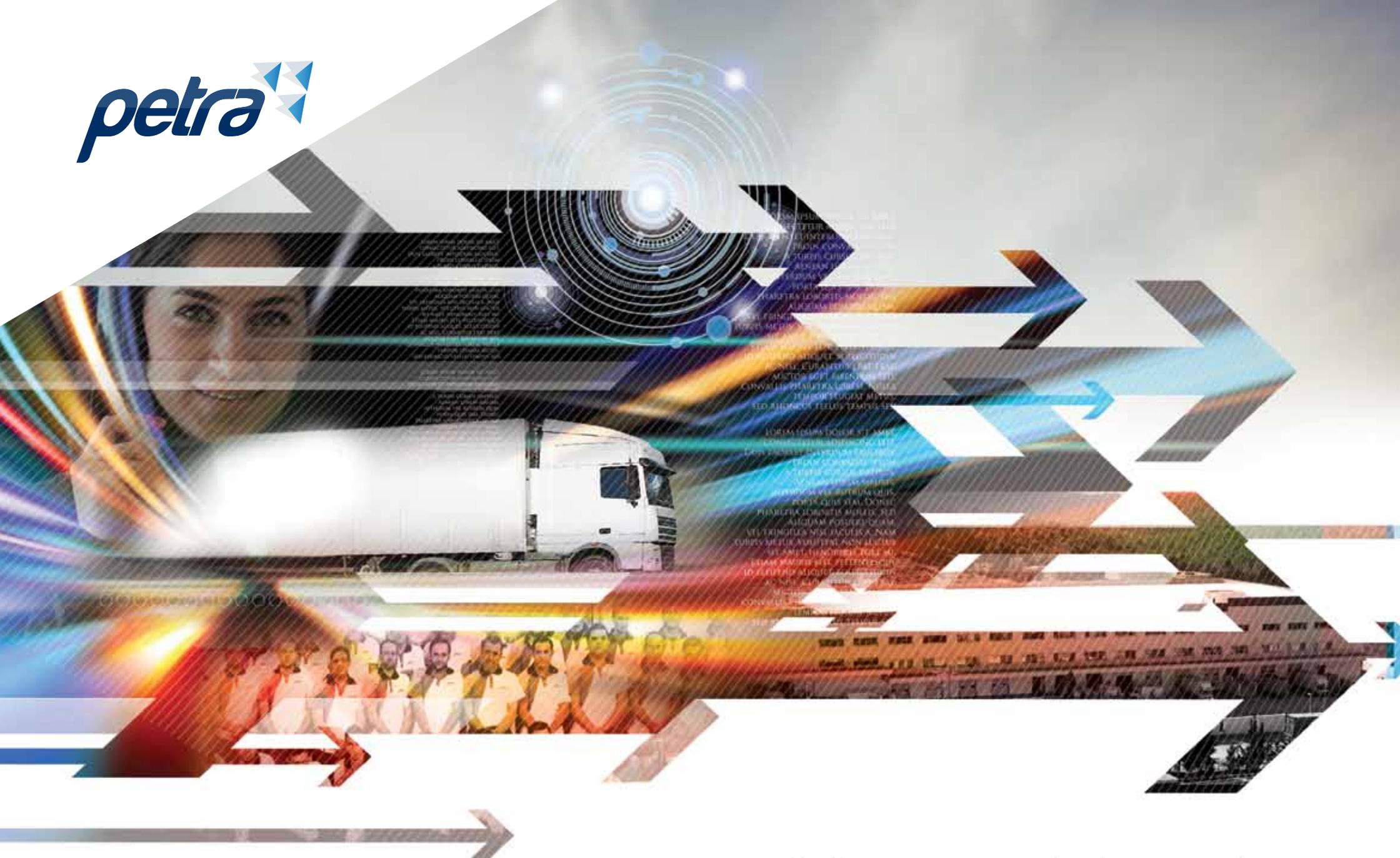


petra 



Building Brands in Jordan

A network of more than
6,000 Stores
across the kingdom

about petra

THE START

Petra Trading & Investment Company was established in 1980. At the outset the vision was to build its core competency around the FMCG business, with an eye on developing a world-class product distribution network in Jordan. Over the next three decades Petra leveraged the power of innovative thinking, long standing expertise, and best-in-class sales and marketing strategies to accelerate growth.





about petra

ROBUST GROWTH

In 1989, Petra entered the highly competitive snacks business with the promise of delivering superior quality at competitive prices. An opportunity to apply Petra's DNA to the snacks business across Jordan was the deciding factor for Petra to enter this new industry.

Over the next decades the Hala Chips brand was introduced to Jordanian consumers and built its equity through innovative products and marketing. Today Hala's brands are part of the fabric of many Jordanian children's lives.

THE NEXT PHASE

In 1999 Procter & Gamble returned to the Near East region and chose Petra as its sole distributor. This set Petra on a mission to become the most professional and capable FMCG company in Jordan. Petra is partnering with Procter & Gamble to bring the leading FMCG brands to Jordan. The company employs over 750 professionals, and boasts of Year on Year (YoY) growth of 25% over the last decade. The portfolio of brands distributed by Petra matches its commercial success – serving over 30 unique brands across beauty and grooming household care and snacks categories.



A NEW ERA

In 2012, a new brand identity was created to reflect leadership and success, and lay a new-age foundation for the future. The new Petra logo is based on the core concept of "movement". The logo type face and the brand mark come together aesthetically in a dynamic form representing the traditional values of brand Petra.

The launch of the Company's new identity coincided with the opening of a new state of the art distribution center in Naour, Jordan.

about petra

VISION

To improve people's lives through our brands, service & employees

MISSION

- To achieve market leading shares by producing, representing and distributing the finest brands
- To be the preferred supplier by providing best-in-class service
- To be the employer of choice through our winning culture, professional environment and commitment to development



petra core values



OWNERSHIP

We accept personal accountability to meet our business needs and improve our systems. We all act like owners, treating the company's assets as our own and behaving with the company's long term success in mind.

Our ownership means we work towards a shared vision. It is this vision that unities us and makes the interests of the company and the people one and the same.



INTEGRITY

Teams are built on trust and honesty. By joining this team everyone has made a promise to go about all their activities inside and outside the company with the utmost regard for the highest ethical standards.

We depend on each other and work together towards our shared goals. This is why respectful cooperation will bring out the best in each of us.



WINNING ATTITUDE

Our desire to win at everything we do is central to our success. We do not accept the status quo and we aim to always set the standard for our industry.



LEADERSHIP

This is at the core of our company. We strive for leadership at all levels of the company to achieve our goals and overcome all obstacles.



INNOVATION

Petra was founded on thinking differently. We value highly the ability of all our people to think innovatively in what they do. This stems from a passion to do what we do differently and better than anyone else.



EXCELLENCE

At Petra we deliver what we promise and add value beyond what is expected. We are always looking to be outstanding in everything we do.



OUR brands

In line with our continuous drive for delivering excellent standards across the FMCG distribution chain, we are building the success of the most popular brands in Jordan. Be it home-grown brands or international best-sellers, Petra plays a key role, innovating processes and optimizing resources at every level of product delivery to ensure superior brand experience vis-à-vis competition.

OUR brands

NON-FOOD



FOOD





petra strengths



130
sales
executives



6000
stores
across the
kingdom



A
new
family

10
thousand
customers

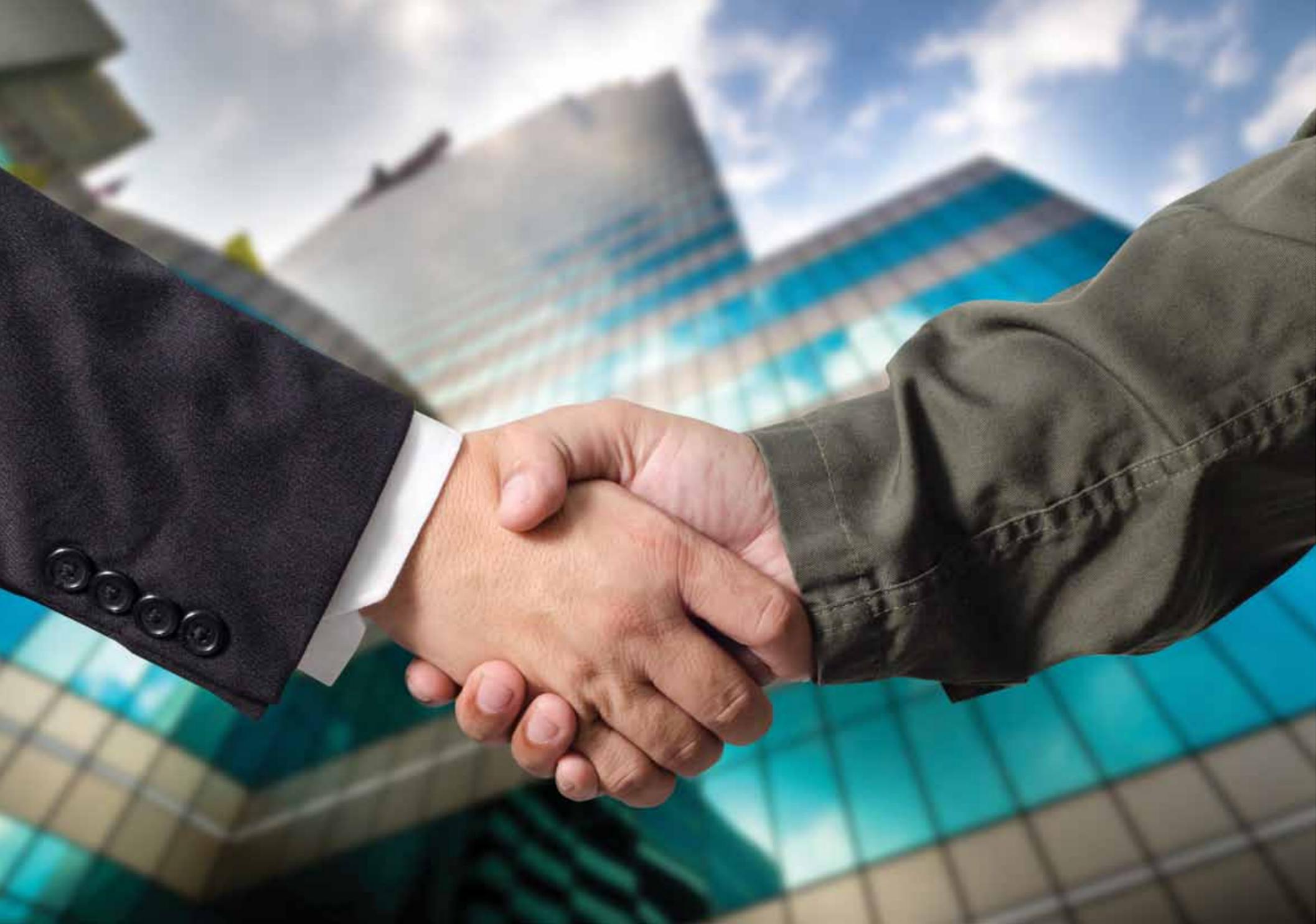


distribution
of food
non-food
&
orders



HR
practices





why petra

SALES

Products distributed by the Petra sales team of 130 sales executives reach the majority of the population of Jordan through a network of more than 6,000 stores across the Kingdom. From Irbid in the North to Aqaba in the South, Petra serves customers of all sizes: big hypermarkets to small groceries, kiosks and COOPs. Petra's indirect reach is expanded and organized around clusters of wholesalers in every part of the country who in turn re-distribute products to a larger network of retailers.

Petra handles in-store merchandizing by following Shopper Based Design criteria, and the system is implemented by a team of 55 highly trained merchandizers. The objective is to ensure that products are easily accessible to shoppers all the time.

One of the key factors behind the unmatched success is rigorous high quality training that distinguishes Petra from competition. On top of the

continuous on-the-job field training, classroom training covers critical aspects of the sales system:

- Strategic Selling Process
- Sales Colleges
- Customer Management College
- Team Leader College
- Strategic Negotiation Skills
- Situational Leadership
- In-store Innovation
- Account Handler's College
- Manager's College
- Shopper Based Value Creation

In line with its mission to optimize sales processes and provide the best service to customers, Petra leverages a fully automated system through handheld devices which enables the sales team to generate real time updates on sales figures, coverage, distribution, merchandizing and pricing.

Petra implements international best practices for Customer Business Development. The process is implemented through a Commercial Strategy that outlines clear targets, performance indicators and tools to achieve targets. The Commercial Strategy revolves around the shopper to ensure he/she will always have a superior shopping experience, enhanced brand value, best-in-class customer service, attractive portfolio of product choices and availability while taking advantage of optimized commercial partnerships. This integrated approach ensures significant growth year after year.

sales force key enablers

- Highly efficient Van Operation with daily call frequency up to 25 calls per day, 6 days/week
- Active customer and active distribution ratio among the highest in Jordan with up to 85% of covered stores
- Fully automated sales force using Intermec Handheld devices allowing daily reading of sales, distribution and visibility
- Exclusive team for Carrefour
- Dedicated Military and Civil COOPs sales force
- Sales team structured by channel to drive focus and dedication
- Local top-spin marketing innovation through in-house Trade Marketing Team
- On-going training and capability building plans

OUR DIRECT COVERAGE

	Coops Civil & Military	Hyper Market 1000+m ²	Super Market 150-999 m ²	Large Grocery 70-149 m ²	Medium Grocery 69-90 m ²	Small Grocery up to 29 m ²	Pharmacy	Wholesale & Semi Wholesale	Total
Universe *	118	27	256	903	4,973	11,922	1,823	357	20,379
Direct Coverage	118	27	112	480	1,500	4,676	755	232	7,900
% Coverage	100%	100%	43%	53%	30%	39%	41%	65%	38%

* Source: Latest AC-Nielsen Census of 2009



petra strengths

	Procter & Gamble	Food
Cash Vans Reps (Grocery coverage)	36	24
Account Executive (Credit Sales)	18	9
Account Executive Military COOP dedicated	8	-
Sales Supervisors	6	6
Unit Sales Managers	5	1
Division Managers	3	1
Merchandizers	55	5
Merchandizers Supervisor	1	
Beauty Consultants	7	
Trade Marketing Manager	2	1

best-in-class in-store execution

MODERN TRADE



TRADITIONAL TRADE



SNACKS (HALA & PRINGLES)

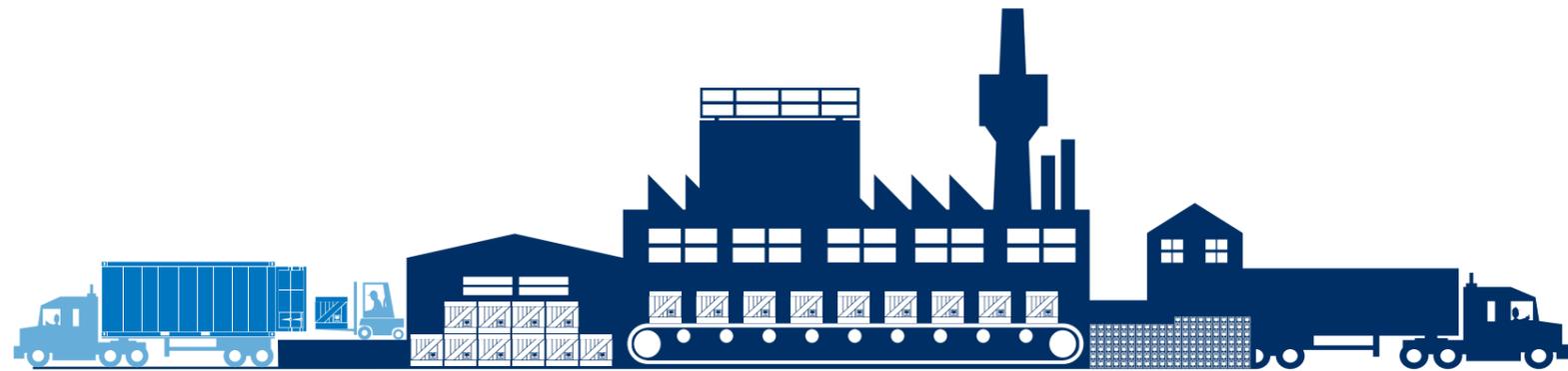


why petra

LOGISTICS

Petra SNO (Supply Network Operations) are supported by a 220-member team and operates from the new state-of-the-art facility in Naour to serve the growing business of the Company. The newly equipped Petra HQ in Naour is able to serve more than 10,000 customers better than before with an optimized and modern distribution system and a fleet of 48 trucks. The SNO facilitates:

- distribution of food and non-food orders
- warehousing, demand-supply management, clearance and customs-relation solutions
- handling of over 60,500 orders per year
- processing of over 1,500 shipments



Handling of over **60,500** orders per year

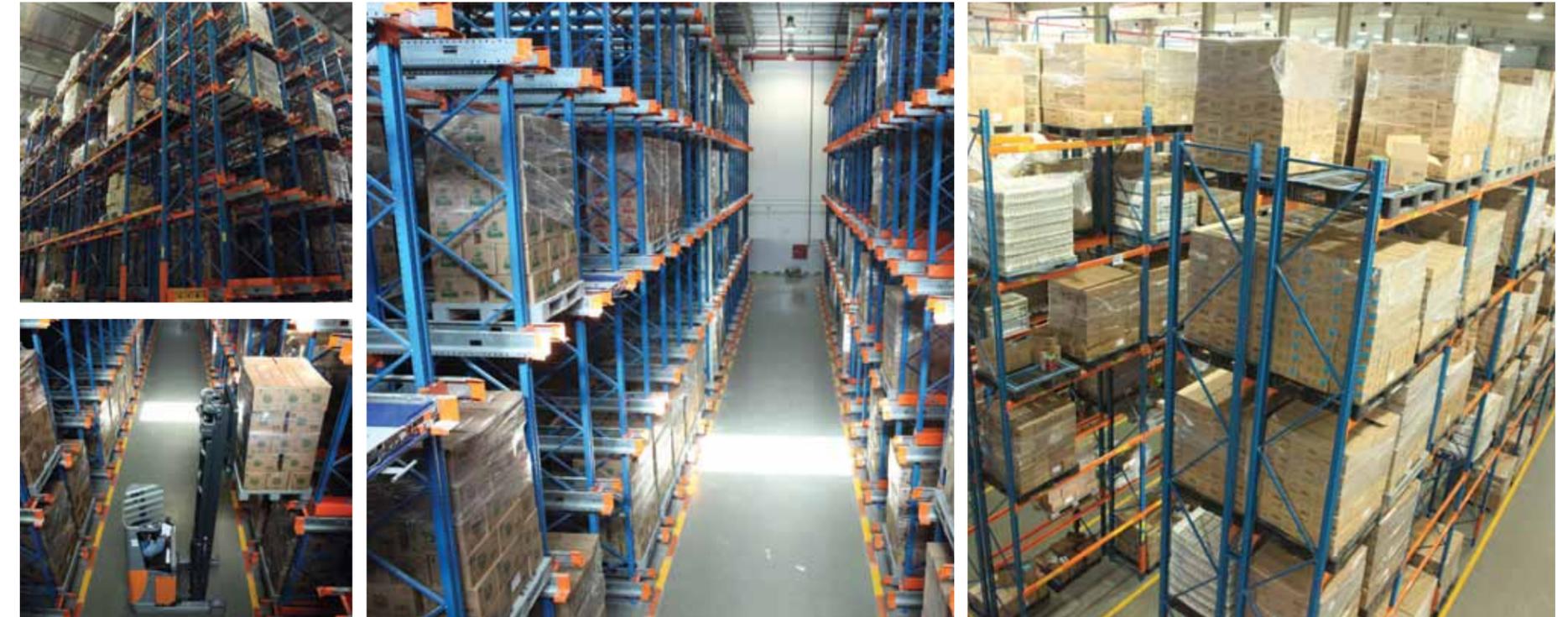
Petra warehouse facilities offer more than 8,200 m² floor area for non-food products and 4,800 m² for food products, and implements the Manhattan WMS (Warehouse Management System). The high capacity warehouses provide ample room for stockpiling 9,500 pallets for non-food products and around 2,000 pallets for food products.

Petra warehouses are equipped with the latest storage facilities. The racks are a mix of conventional, mezzanine and satellite systems. To guarantee effective operational support, best-in-class material handling equipments are leveraged. Reach trucks, counter balance forklifts and pallet transporters are sourced from Still, Germany, while WMS handhelds are sourced from Intermec, USA, satellite shuttles are sourced from Texo, Sweden and plastic pallets from Creamer, Germany.

distribution center

- Just commissioned state of the art warehouse
- Total built up area is 22,000 sq. meters
- 10,000 non-food pallet locations using mixed racking systems (conventional, mezzanine, satellite). Satellite system is first of it's kind in Jordan
- 6,500 sq. meters of dedicated snacks storage space for Hala & Pringles
- Manhattan is the world leader in dedicated WMS systems
- Automated receiving, put away, order processing
- All interactions through Intermec handhelds for accuracy of operations
- Material handling equipment all supplied by Still GmBH
- Delivery fleet of 47 mixed size vehicles from short heavy load capacity up to 7 meter box for snacks deliveries

NEW DISTRIBUTION CENTER



why petra

HR

We hire, develop, engage and retain talented employees who match capabilities needed to achieve our targeted results. To achieve our strategy we align people's priorities and their career aspirations with the organization priorities. We believe that this alignment leads to our business success.

We translate our business strategies into HR priorities and build the organization capabilities needed to accomplish the business objectives through our HR practices.

People are what make our business such a great place to work. Through their knowledge and innovation we achieve our business successes. They are our competitive advantage that gives Petra it's unique identity. We believe that by valuing, developing, recognizing and rewarding high performance we can build a performance driven culture within the organization.

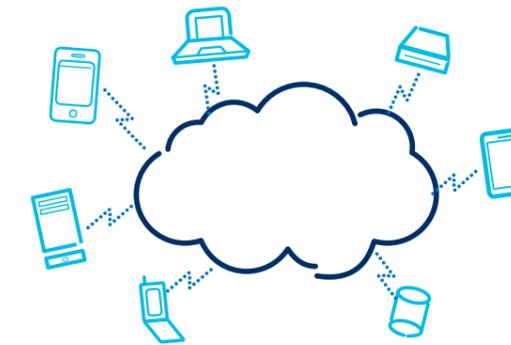
At Petra, we know that our employees are the key to our success and nothing can be achieved without their engagement. To engage our people, communication channels are open at all levels, everyone is invited to contribute in improving the way we do business.

We focus on building from within, our people are the most valuable assets of the organization. To shape their skills, improve their capabilities and prepare them for future roles, we provide our people with on-the-job, technical and leadership training. In addition to that we work with our people to identify their career plans and help them achieve their goals.





why petra



I.T.

From its early days Petra has believed in technology as a powerful tool for the business.

At Petra we will invest in technology when we believe it can be used effectively and efficiently to improve our business.

The new facility at Naour has given Petra the opportunity to design and implement a new I.T infrastructure to serve the company well into the future. Through our in-house programming team we are able to react to business needs quickly and also give us access to critical sales infrastructure through customized reporting and tracking system.

HIGHLIGHTS

- Oracle ERP and Manhattan Associates WMS
- 30,000 meters (+) of CAT 6 network cable
- Network is fully Cisco based (Router, Switchers etc.)
- State of the art sever rooms (temperature controlled, secure access, and fire fighting system)
- Off-site backup and redundancy

10,000

customers and growing

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