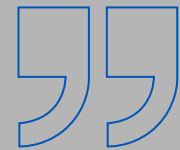


“It’s not about ideas.
It’s about making ideas happen.”
Scott Branson

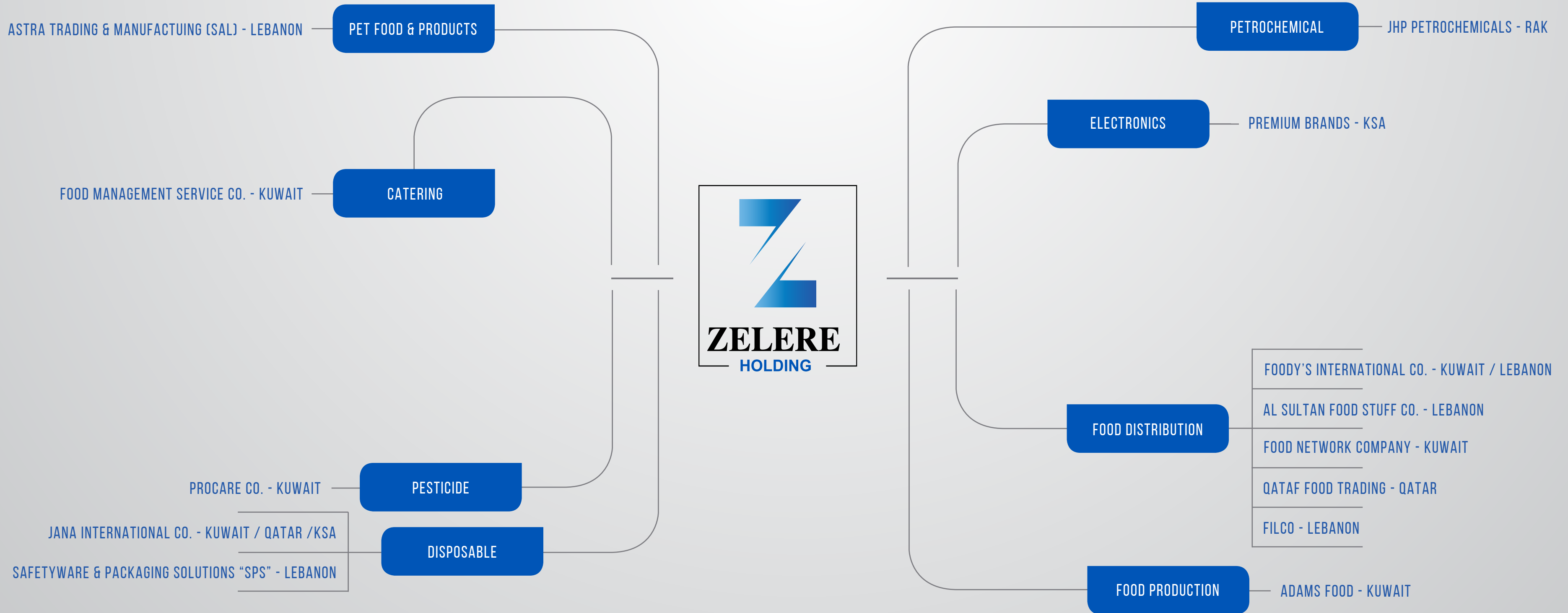


MAKING DIFFERENCE
IN THE MARKET



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ABOUT US

At **Zelere Holding Company (ZHC)**, customer satisfaction is our priority. Since its foundation in 2007 in Lebanon, under Mr. Zaher Fouad Al Khatib management, the Company has strategically acquired promising business entities in diverse sectors and industries, from foodstuff and Fast Moving Consumer Goods (FMCG) business to specialized contracting projects. The aim of our firms is to improve people's lifestyles in different ways while promoting economic growth and providing accordingly vast employment opportunities.

The oldest company established under **ZHC** was Kuwait Proteins Company, which was founded in 1982. However, a few years later, the Company was sold, and **ZHC** became a role model for success with its solid history and continuous efforts, and its that enabled it to consistently achieve high returns.

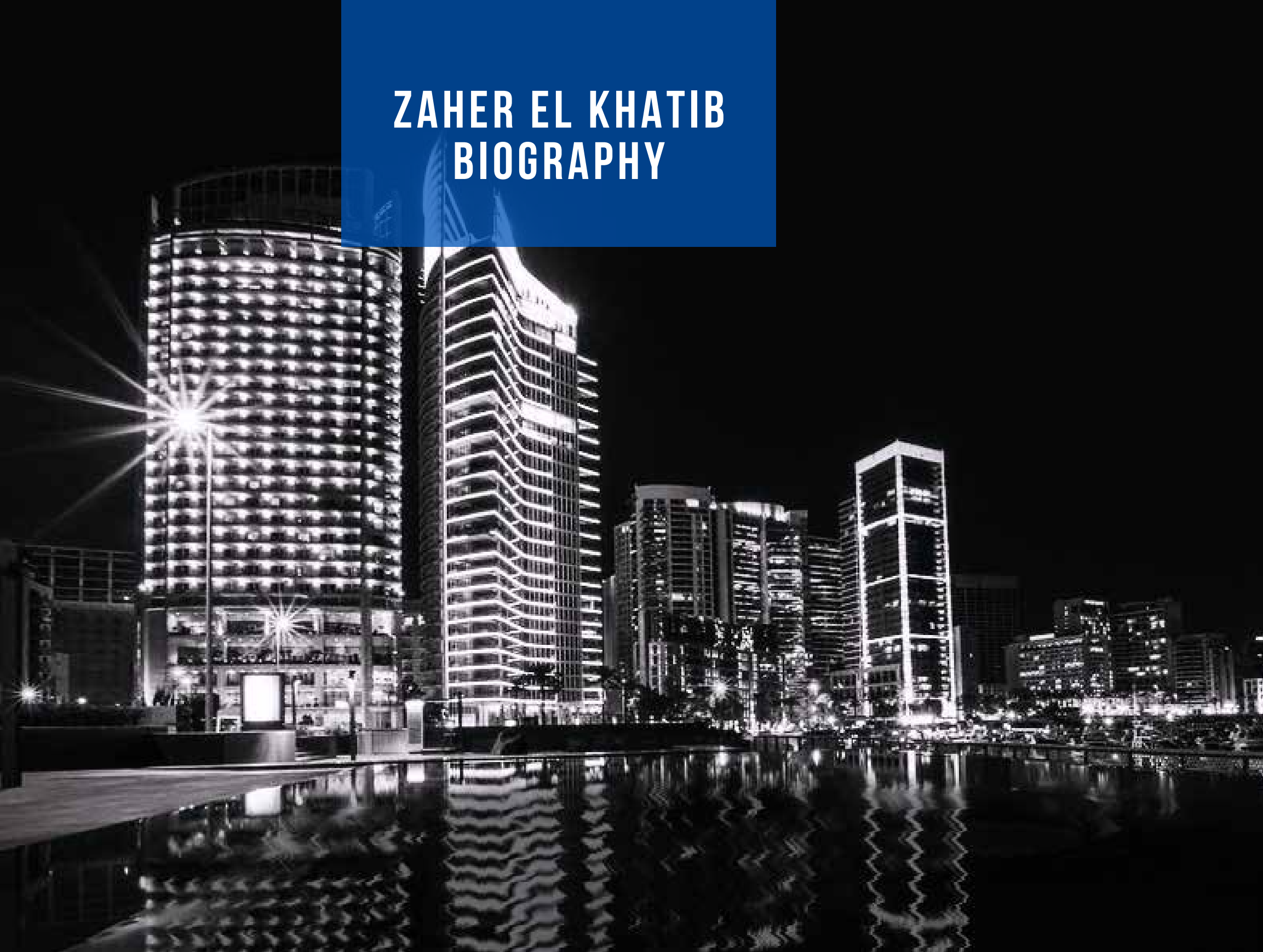
Over the years, we have built an impressive portfolio of companies in addition to international and well-known brands. We have also perfected our system for developing new concepts, products, labels, and brands in addition to our proven approach to identifying opportunities and spearheading market innovation. Through vision and leadership, **Zelere Holding Company** has evolved into a dynamic holding company committed to offering affordable quality in **Lebanon, Kuwait, KSA, UAE, Qatar, Turkey, Libya, and Iraq.**

ZHC's ever-growing network of companies enriches markets with reliable:

- **FMCG Distribution**
- **Distribution**
- **Disposables and Plastic Ware Distribution**
- **Trading, Import and Export**
- **Electronics**
- **Pesticide**



ZAHER EL KHATIB BIOGRAPHY



The Chairman of **Zelere Holding** , Zaher Fouad El-Khatib is a self-made businessman and entrepreneur who learned from the school of life. Born in Lebanon, Zaher Fouad El-Khatib grew up amidst the turbulent civil war and the challenging circumstances drove him to start working odd jobs when he was just 14. On 6 February 1990, he moved to Kuwait to join his uncle's FMCG trading company. He was only 19 at the time. Working from 6 am to 11 pm 7 days a week, even on holidays, he amassed significant experience as his uncle's assistant, gaining full exposure to warehousing, sales, HR, accounting, and other facets of the business.

Over the years, he assumed more responsibilities until he was in charge of running the entire company for his uncle. In 2002, he officially took over when his uncle passed away.

A risk-taker with strong determination, from 2003 to 2015 Zaher Fouad El-Khatib established 40 companies by diversifying within Kuwait and by expanding to new markets including Iraq, Libya, the UAE, Qatar, KSA, Turkey and Lebanon. His decisions were shaped by trust in the potential of people and driven by selecting good partners with specialized experience in different fields. Using his business acumen, insight into the survival of companies in instable countries, and commitment to smart growth, he eventually opted to focus his attention on a dozen companies.

In 2016 he sold one of his successful companies in KSA for a large amount of money and became exploring new ventures.

2019 marked a major turning point when he consolidated his business interests and restructured his holding company and the firms under its umbrella.

Zaher Fouad El-Khatib's vision 2021 onwards is to have an even bigger group with more diversification and reach into new countries and regions.



OUR PHILOSOPHY

Our philosophy stresses offering people the highest quality at the most affordable prices, It balances between quality and affordability that makes different aspects of life better for individual consumers and society at large. This is evident in all the firms under the **Zelere Holding Company** (ZHC) name. This also manifests through our vision to ensure all our corporations are the preferred providers of goods and services for customers and corporate clients in Lebanon, Kuwait, KSA, UAE, Qatar, turkey, Libya, and Iraq.

We strive to achieve this goal by satisfying the rapidly changing needs of people and markets through innovation and excellence. By creating value, regularly enhancing our brands and services, and investing in our relationships with business associates, we step forward to achieve progression. This is why our business strategy is powered by sustainability, quality, and growth. Furthermore, our mission to improve the quality of life, offer value and convenience, and to be unique and creative, shapes our internal processes and decision-making.

OUR TEAM

Zelere Holding Company (ZHC) believes that talented professionals and great management are the corner stone of success. Vision, experience, and a 21st century leadership style are hallmarks of our management. We inspire our team members to reach their full potential, be winners, and master each project they work on. This in turn guarantees maximum customer satisfaction and long-term return for stakeholders, as well as consistently high quality products and services across all our companies and markets in [Lebanon, Kuwait, KSA, UAE, Qatar, Turkey, Libya, and Iraq.](#)

IF YOU ARE NOT
BIG ENOUGH TO LOSE,
YOU ARE NOT
BIG ENOUGH TO **WIN**.

Walter Reuther



■ OUR CORE

Several values are at the core of **Zelere Holding Company (ZHC)** . These values distinguish and guide us:

- **People:** We know that people are behind our success. This is why we invest in them and empower them to be leaders and trailblazing entrepreneurs. We also provide career opportunities for the new generation, listening to their needs and ideas. This people-centered dedication extends to anticipating and answering the diverse preferences and expectations of individuals and communities in Lebanon, Kuwait, KSA, UAE, Qatar, Libya, Turkey and Iraq.
- **Leadership:** To us, effective leadership involves critical thinking, problem solving, building trust, adaptability, purposefulness, awareness, and open communication.
- **Team Spirit:** We care, share, and win together.
- **Accountability:** We always assume responsibility for our actions and decisions. This is a catalyst that encourages us to learn and evolve.
- **Diversification:** We reach out to a wide range of customers, hire professionals from different backgrounds, and have companies in diversified sectors in several countries. This lets us quickly adapt to change and be more resilient to sudden market crises and shifts.
- **Wise Courage:** Daring risk-takers, we push boundaries and are creative, and yet we base investment decisions on thorough analysis and projections.



Established in 2019, Moyara Holding is a full-fledged holding company headquartered in Kuwait. Moyara manages a diverse portfolio of companies across various sectors and industries, both locally in Kuwait and throughout the GCC region, Lebanon, and Iraq. Founded as part of our owner's vision to create a solid, consolidated financial structure, Moyara Holding unifies existing and new ventures under one robust umbrella. Our strategic focus is on expanding our portfolio and acquiring more companies, enabling us to foster sustainable growth and innovation.

www.moyaraholding.com



Established in 2008 in Kuwait, Foody's offers an extensive selection of value-driven foodstuff ranging from Frozen, Chilled, Dairy and Dry. Foody's was originally founded with a commitment to source, import, and sell high-quality, healthy foods made from the finest raw materials and finished products to ensure exclusivity and purity. Our brand goal is to identify strategies and targets based on the principle of achieving customer satisfaction at competitive prices. Foody's strives to scale new heights by various innovative ideas and policies, being implemented as part of its growth & expansion. Foody's Currently has distributors in Lebanon, Kuwait, Qatar, KSA, Bahrain, and Oman.

www.foodysfoods.com

SFS

AL SULTAN FOOD STUFF
CO. S.A.R.L

One of the leading FMCG distributors and agencies, Al Sultan Food Stuff Co. S.A.R.L has been leaving its mark on the market since 1990. Based in Lebanon, Al Sultan Food Stuff Co. S.A.R.L has a vast choice of premium international brands that are in high demand and meet the demands of quality-focused consumers.

www.sfs.com.lb





Food Network Company has been established since 2006. Providing excellent services to the consumers by distributing high quality reliable products which comply with the standards, in addition to offering the best added value solutions, delivered by our professionally dedicated and committed teams. Our cornerstone is to build harmonious business relationships amongst our entire stakeholders, namely; workers, clients, colleagues, and suppliers.

www.foodnetwork-kw.com





Qataf Food Trading (QFT) established in 2015, is one of the fastest & progressive growing company in FMCG sector in Qatar which portfolio is decorated with various Food and Non-Food products managing to exclusively operate and distribute international brands.

We realize our responsibility & mission to be an arm stretch away to our clients delivering Top Quality Services and exclusive international brands & products.

www.qatafood.com.qa





FILCO, established in 2016 in Lebanon, is a subsidiary of Moyara Holding, is dedicated to providing innovative and high-quality goods to its valued customer valued customers. Filco offers a wide range of food products across 3 main categories: Frozen, dairy, and dry. FILCO represents a diverse portfolio of renowned brands, each known for its commitment to quality, availability, and customers' preference.

www.filco-lb.com



Adams Food



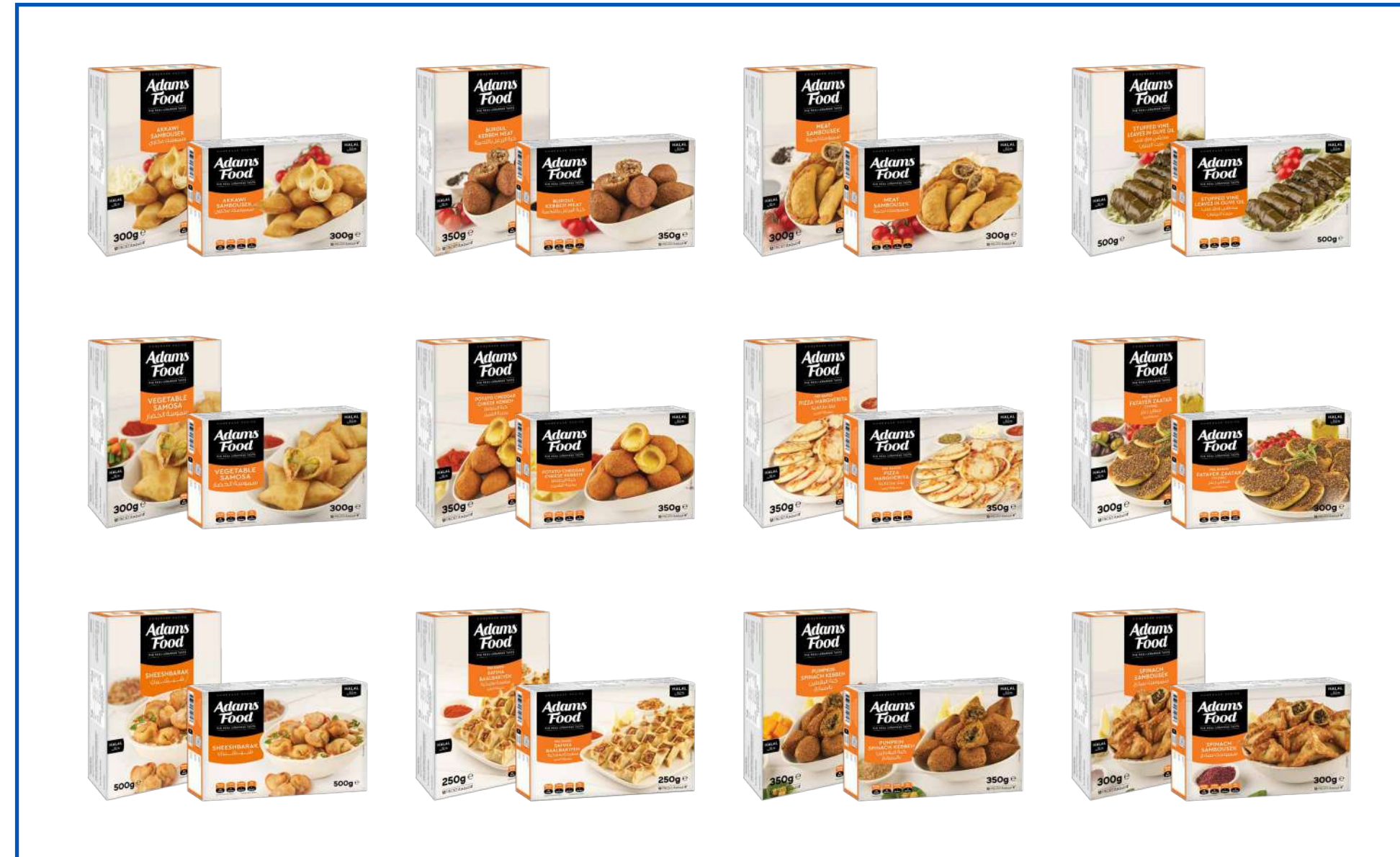
Adams Food Co. (The Real Lebanese Taste) started as a family business in 2010.

Due to market need, pledged to create a homemade style frozen natural appetizers/finger food concept for consumers; prepared with quality ingredients, without any chemicals or artificial colorings for the whole family to enjoy morning, lunch, evening or snacking at all time, even for any type of event.

Adams Food uses 100% natural fresh & quality ingredients for its prepared frozen products presented to you and your family especially children as a snack at home or to school to have and enjoy.

Tradition and reliability sets Adams Food to the highest standards of frozen carefully prepared products and customer satisfaction.

www.adamsfood-kuwait.com





ASTRA Trading & Manufacturing (SAL) is a leading pet food company based in Lebanon, specialized in the distribution of high-quality pet food brands, products & accessories.

At ASTRA, we understand that pets are more than just animals; they are beloved members of your family. That's why our team of experts works tirelessly to provide our customers with the best possible pet food products that meet the highest standards of quality, safety, nutrition, and sustainability.

Our product range includes dry and wet food, as well as treats and snacks, formulated to cater to the different dietary needs and preferences of your pets. We only import the finest products from worldwide trusted suppliers & partners, we also supply cat litter products with different sizes and scents.

www.astratrading.me

Dr. Clauder's[®]
since 1957
Responsible Pet Nutrition

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Select[®]
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MEGABONE

CANIS

SNiFFS[®]

CAT'S WHITE[®]
Bentas

ro cat[®]
Bentas



Established in 2012, Food Management Services and General Trading and Contracting Company (FMSC) is a 360-degree solution provider for comprehensive food, life support, general trading, and contracting services. To address clients' needs in challenging environments and the most turbulent regions in the Middle East, FMSC provides catering, daily needs support services, food distribution management, engineering and construction management, food services equipment and disposal, cleaning and housekeeping management, transportation and logistics, and camp-associated services.

FMSC boasts competitive rates in addition to first-rate service, a solid corporate structure, and a motivated team. FMSC has acquired and maintained:

- **ISO 9001:**
2008 for its food management services; sourcing, warehousing, marketing, distribution of food products; and catering.
- **OHSAS 18001:**
2007 for its food management services; sourcing, warehousing, marketing, distribution of food products; and catering.

- **ISO 14001:**
2004 for its food management services; sourcing, warehousing, marketing, distribution of food products; and catering.
- **ISO 22000:**
2005 for its warehousing and distribution of frozen, chilled, and dry food.

www.fmsc-kuwait.com





Safetyware
& Packaging
Solutions
sal «SPS»

SPS is a reputed trading company in Lebanon founded in 2018 with the original aim of providing solutions for food packaging across retail , wholesale, food services, and Health Care Industries, with a special department for Printing and related production We strive to deliver Value by offering wide range of high-quality products to fulfil our customer demand. All our products have relevant international Quality Certifications to maintain the best quality to the consumer.

Procare Co.

ProCare, established in 2019, is the franchise owner of "Rentokil," the Middle East's largest pest management group. Rentokil Public Health offers a comprehensive range of services, including world-class pest control, pest management, professional disinfecting, and the provision of pest control equipment and chemicals.

As ProCare continues to expand its services, it remains dedicated to maintaining high standards of quality and customer satisfaction, further solidifying its reputation in Kuwait and the region.

www.rentokil-boecker.com



Boecker®



Premium Brands

Based in KSA, Premium Brands supplies the market with life-transforming products from Unitekno and Iclean Health Premium. UNITEKNO S.r.l. is an Italian company renowned for household appliances, steam-powered machines, steam-powered machines with suction, irons, and heat absorbing ironing boards. Founded in the early 1980s as the culmination of twenty years of experience, Unitekno's products are exclusively available via direct sales. An advanced air cleaning solution, Iclean® HealthPremium significantly improves air quality. In domestic and commercial settings, the system creates a cleaner, healthier, and more comfortable indoor climate by filtering allergens, pathogens, chemical substances, and unpleasant odors.





Born from the vision to expand the oil business to new horizons, J.H.P.I specializes in the petrochemical industry. Building on its successful track record in trading petroleum products in the Middle East and Asia, this Dubai based company's strength rises from its experience and customer network in the Middle Eastern and Asian markets. J.H.P.I. benefits from the progressive industrial environment, export friendly customs, and its geographical location to maximize its growth as a manufacturer of:

- *Lubricating oil*
- *Grease*
- *Coolant*

www.jh-pi.com



“Nothing works better than just
improving your product. ”

Joel Spolsky



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