



AMATHEON AGRI

FARMING. TRADING. FOOD.

**Investing in African Agriculture and Food Processing**

3 MARCH 2016



**GROWING VALUE.**

## OUR VISION

# GROWING VALUE

Amatheon Agri aims to become the leading agri and food processing company in Sub-Saharan Africa

**INTERNATIONAL AGRI  
AND FOOD EXPERTISE**

+

**STRONG  
SUSTAINABILITY FOCUS**

=

**RETURNS  
FOR ALL STAKEHOLDERS**

## HOW?

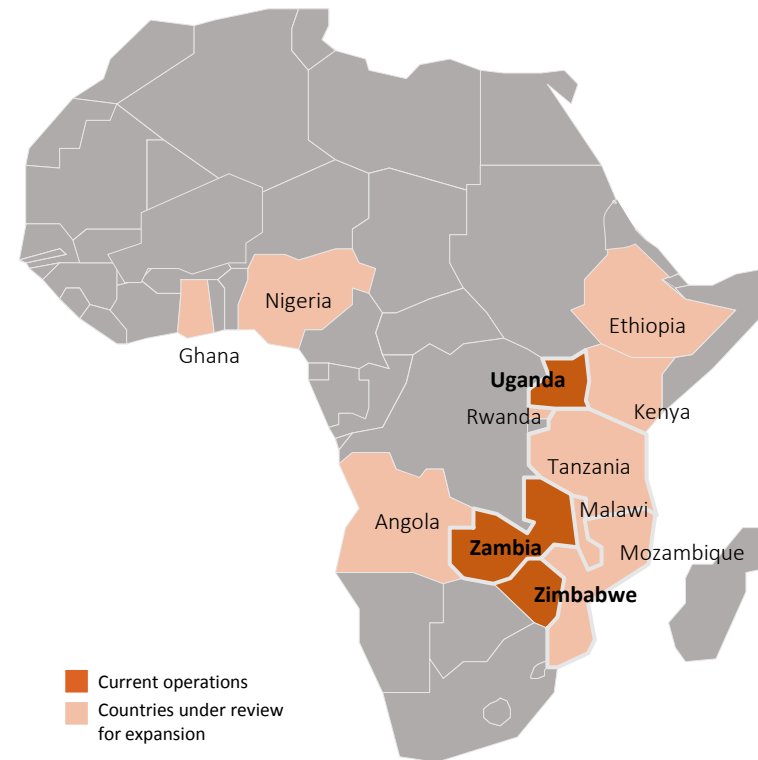
- Apply state-of-the-art know-how locally in Africa
- Integrate across the agriculture value chain
- Build large, replicable and scalable platforms
- Follow an inclusive-growth strategy for win-win scenarios

# Amatheon's business model is to integrate different stages of the value chain

## AMATHEON TODAY

- 🌾 **Snapshot:** German-based agribusiness and food processing company operating in Sub-Saharan Africa
- 🌾 **History:** Holding founded in December 2011; now with operational subsidiaries in Zambia, Uganda, and Zimbabwe
- 🌾 **Proof of concept:** combining large-scale commercial farming with small-scale farmers. Currently farming on 6,000 ha and working with over 6,000 smallholder farmers
- 🌾 **Downstream integration:** acquisition of meat processing businesses in urban areas; currently second largest meat company in Zambia
- 🌾 **Partnerships:** Strategic partnership with internationally renowned Toyota Tsusho Corporation, as well as DEG, World Vision, Musika, aBi Trust, UN Global Compact
- 🌾 **People:** Experienced international management with proven track record, and strong local team on the ground

## PRIORITY COUNTRIES IN SUB-SAHARAN AFRICA





# Combining large-scale commercial farming and smallscale outgrower programs

## AMATHEON FARMING



“ Enabling smallholder farmers to grow more food and sell it in formal markets for a fair price would change life for almost every poor person in Africa.”

*Kofi Anan*

Key crops: maize, soya, rice, wheat, groundnuts > all for domestic and regional markets

# Outgrower Program boosts smallholders

## FOUR PILLARS

Access to  
knowledge

Access to quality  
inputs

Access to market

Access to capital

## HIGHLIGHTS:

- 🌾 Network of 5,000 farmers in Zambia, 1,000 farmers in Uganda and 13 rural depots
- 🌾 Partnerships with local NGOs to provide trainings in production, marketing and finance
- 🌾 US\$500,000 injected into local economy in Zambia in 2015 through grain purchases
- 🌾 Facilitated loans for 140 emerging farmers in 2015; payback rate of 100%
- 🌾 Recent introduction of livestock component



# The Real Meat Company – now Zambia's 2<sup>nd</sup> largest meat company

## AMATHEON STEPS INTO FOOD

- Increased demand of meat products in light of a growing African middle class
- Consumer-ready meat products as final stage of the food value chain
- Acquisition of high-quality Zambian meat businesses and consolidation under the Real Meat Company umbrella:
  - Real Meat Company (pork slaughtering and processing)
  - More Beef (meat retail)
  - Best Beef / Best Pork (cattle and pork slaughtering and processing)
- Urban processing facilities are supplied by rural ranching activities, both small and large scale

## BRANDED PACKAGED GOODS



- Pork / chicken
- Chilled shelf in retail
- Mainly processed / packed

## PROFESSIONAL SERVICES



- Own branded butchery
- 3<sup>rd</sup> party retail butchery
- Mainly fresh meats

## WHOLESALE



- Direct supply of fresh /packaged meat in bulk
- Wholesale and retail



## CURRENT PARTNERS



World Vision



**Amatheon's inclusive growth approach enables diversified economic participation and encourages further public-private partnerships that maximise social impact**

THANK YOU!

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