«MOSTRA-GROUP»

MOSTRA•GROUP

HISTORY | 30 years of continuous development

1993 — Start of "Mostra" Company – wholesale of food products

2000 — Geographical expansion and distribution coverage: 9 branches are opened

2001 — Launch of own ERP-platform

2010 — Logistics functions transferred to T&T Logistics

2015 — M&A (Stima/Mars)

2018 — FMCG market leader in Belarus

2023 — 30 years in FMCG

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MISSION AND **VALUES**

Mission: **TOGETHER earn!™**
Values:

ENTREPRENEURSHIP — to exercise initiative in achieving the result.

PARTNERSHIP — to follow the principles of partnership relations with internal and external customers, investors and partners.

EFFECTIVENESS — to achieve planned result in a timely manner.

DEVELOPMENT — to grow and develop to achieve results, not stopping there.

PROFESSIONALISM — to meets the requirements of the profession, continuously improves.

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STRATEGIC FOCUS

01

Combine the economic growth and prosperity of the company with an increase in the well-being, professional and personal growth of employees who make a worthy contribution to achieving the goals of the company

02

To transform the company into an efficient leader of the European level, using the whole range of modern technologies and ideas in its work.

03

Constantly increase our market share of distribution services in Belarus

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DISTRIBUTION

Top 10 suppliers

- 95% share of global brands in the portfolio
- 20% market share of FMCG in Belarus
- 4500 SKU
- 70% of partners have been cooperating with us for more than 7 years

Quality coverage

- 10.5 thousand points monthly
- 5.5 thousand orders per day

360° support

- Legal expertise and financial stability
- Own IT multiplatform
- Recruiting and staff development

Professional team

- 2.5 thousand employees
- Merchandising
- Call-center

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DISTRIBUTION | Contracts

MARS	Kimberly-Clark	Miratorg
JDE	Bonduelle	PEPSICO
Mondelēz	HEINZ	MAY-Foods
Gallina Blanca	Ritter Sport	Wimm-Bill-Dann
MAKFA	belfood	Sady Pridonia
Tchibo	Doshirak	Ramenskiy
BIC	PERFETTI Van Melle	Red Bull
Maretti	Mareven	Storck
7Days	Orion	WeFry

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DISTRIBUTION | Goals

Turnover growth drivers

- Expansion of geography and sales channels.
- Building RTM taking into account the specifics of the channels.
- Automation of processes: EDI, EDI, B2B, Master Data.

Strategic partnership with retail chains

- Planning and development of categories.
- Planning and control of promo investments.
- Merchandising and control inside the shops.

Quality logistics service

- High Service Level.
- Cost optimization.
- Supply Chain Efficiency: quality planning, assortment management, efficiency of warehouse inventory.

Financial stability

- Flexible credit terms for clients
- Improving payment discipline
- Timely response to potential uncollectible receivables.

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AUTOMATION

in-house automated systems for logistics and sales (Sprinter, Mercury Logistics)

ability of customer service via ServiceDesk: status of delivery of goods, accompanying documents, stop list, receivables, acts of reconciliation with customers

timely and complete provision of trade reporting to partners

automated control of sales teams work (GPS tracking)

automated system for planning and controlling the delivery of goods

on-line services for partners and employee

EDM

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OUTSOURCING OF MARKETING SERVICES

Complex of marketing services for brand promotion

What we do:	Regular work	Project work & Consulting
• Research and Analytics • Branding • Advertising • Design • Reputation Management • SMM • WEB development • Copywriting • Event Management • Merch	• Promotion of products and services • PR support • Content Support • Maintaining brand's social accounts	• Market research and Analytics • Strategy development and Marketing Plan • Audit and Brand Positioning • Development of marketing budget and validation

Сябры производственная компания · Bonduelle · BMG · T&T · MAKFA · PRILESIE Logistic Center · MOSTRA·GROUP

MERCHANDISING | Coverage

УАловите свое

Job title	Minsk	MR	Mogilev	Vitebsk	Grodno	Gomel	Brest	TOTAL
TL	1							**6**
SV	5		1	1	1	1	1	**10**
Merchandiser	80		13	13	14	11	11	**142**
Weekend MR	10							**10**
TOTAL	**96**		**15**	**15**	**16**	**13**	**13**	**168**

Regions ACB	TOTAL
Minsk and region	395
Brest and region	105
Vitebsk and region	85
Gomel and region	106
Grodno and region	90
Mogilev and region	82
Total	**865**

Extra

Merchandising outsourcing

38 settlements

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CHARITY | ПАДТРЫМКА

The official launch of the charity project PADTRYMKA took place in January 2023, while the company had previously provided feasible assistance to social institutions.

The goal of the project is to help people, attract public attention to important social issues, uniting all those who care about a large and very necessary cause. PADTRYMKA is part of the corporate culture. We strive to ensure that the company's employees do not stay aside when it comes to helping other people.

10 000+
People received help

125+
Tons of products were donated as aid

77+
Organizations are supported

9
years of helping people

Directions

- Help to public associations
- Help to social and pedagogical centers
- Treatment of children

IT IS IMPOSSIBLE TO HELP EVERYONE, BUT EVERYONE CAN HELP SOMEONE

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CONTACTS

79, Partizansky Ave
220107, Minsk, Belarus
+375 17 389 06 00
info@mostra.by

mostra.by

@mostra.by

@mostragroup

@mostraby