



Masterfoodeh Food Industries Co.





## ● About Golrang

- Golrang Industrial Group is a dynamic economic corporation, operating in various areas of investment.
- We are a private-owned, family business operating in national, regional and international levels since 1966.
- This industrial group relies on the constant efforts of the private sector. It owns +100 active brands and consists of more than 120 subsidiaries, operating in regional, national and international levels, and in diverse fields of business, including: hygiene and detergent, food and beverages, pharmaceutical, cellulose, distribution and sales, cosmetics, construction, international trading services, printing and packaging, insurance services, domestic transportation, manufacturing polymer and plastic products, educational services, information technology, ...
- Golrang Industrial Group owns dozens of famous brands in various fields. Almost every Iranian, and a segment of regional and international consumers are familiar with most of these brands, such as: Golrang, Avé, Softlan, Oila, Famila, Active, Biodent, Barlie, Nancy, Home plus, Merci, Merident, MY, Schon, etc.



## ● Chairman's Message



Golrang Industrial Group (GIG) creates sustainable value for society by offering high-quality products while making profit for its shareholders.

Moreover, GIG is committed to issues such as employment, sustainable development and supporting R&D. GIG considers its social responsibilities as an important contribution and hopes to enhance the culture of social responsibilities particularly entrepreneurship by fully supporting them.

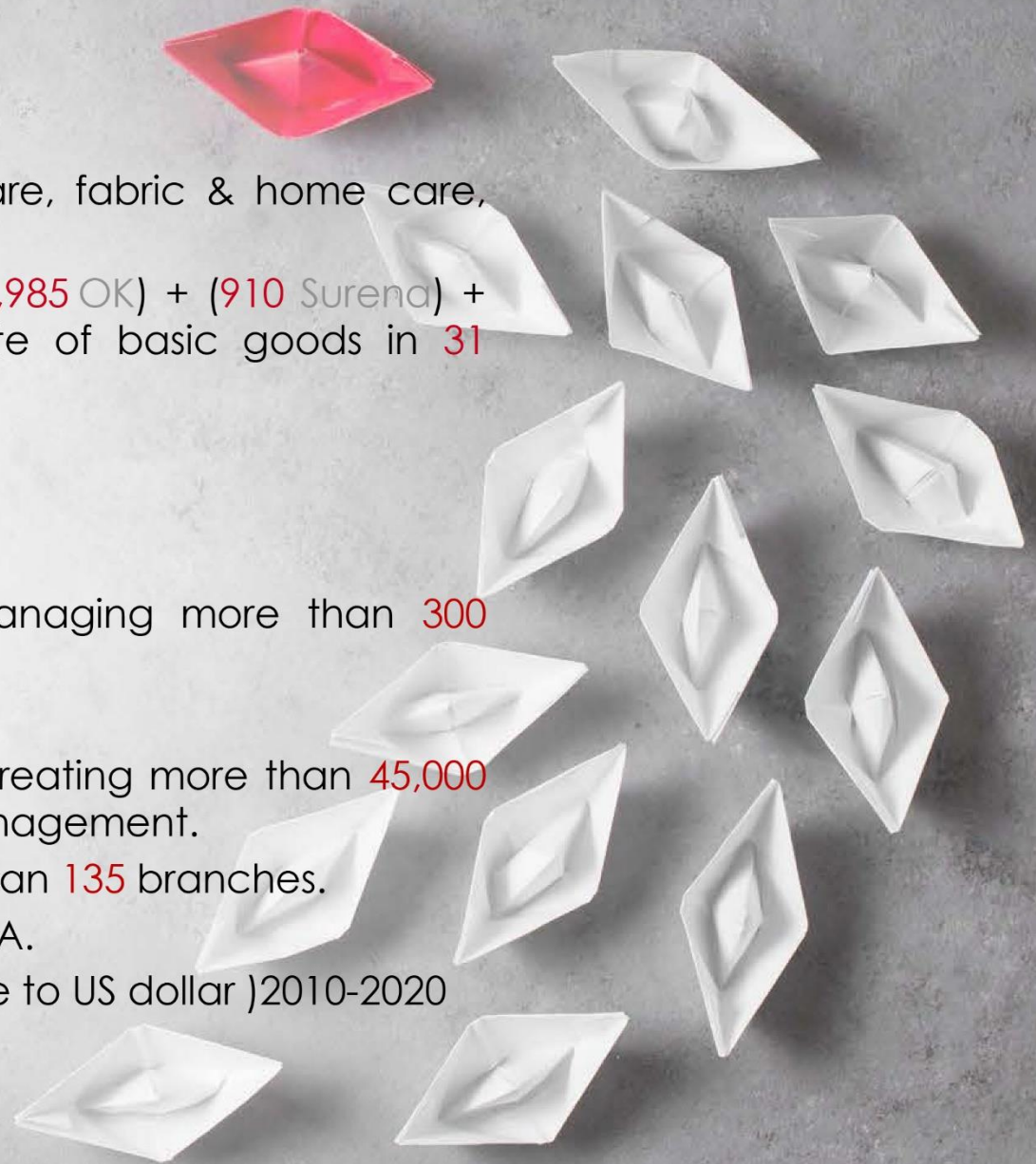
Dr. Mehdi Fazli

CEO & Chairman of the Board



# ● GIG Overview

- Market leader in some subcategories of food, personal care, fabric & home care, cosmetics and pharmaceutical industries in Iran.
- Leadership position in retail market by having more than (2,985 OK) + (910 Surena) + (57 Hyper Family) + (480 Gandom Talaei) outlets (distribute of basic goods in 31 provinces and 414 cities to the final consumer).
- Managing almost 100 Brands.
- Selling over 4.5 Billion product units annually.
- Allocating about 4.5% of profit in R&D.
- Active in 120 companies, 16 Business Segments and Managing more than 300 commodity product Categories.
- Running more than 86 production sites.
- Recognizing as the largest private sector entrepreneur by creating more than 45,000 sustainable and quality direct jobs at all levels of labor to management.
- Managing the largest distribution channel in Iran with more than 135 branches.
- Leadership in Cinema by having the biggest Cineplex in MENA.
- Reaching 10 times growth in selling during 1 decade. (relative to US dollar )2010-2020



# ● Strategy Toward 2030



Increasing the overseas share in income to 60%



Development of at least 70 brands with selling above 100 M\$



Rising the number of distribution branches up to 170



Increasing the average growth of profit margin at least 1% annually



Putting our business and product portfolios on the move through :

- ❖ Attempting to keep the position of market leader or challenger (for those we have already reached)
- ❖ Pursuing market share building strategy and striving to have a good brand that can overtake the position of the market leader (for some products)

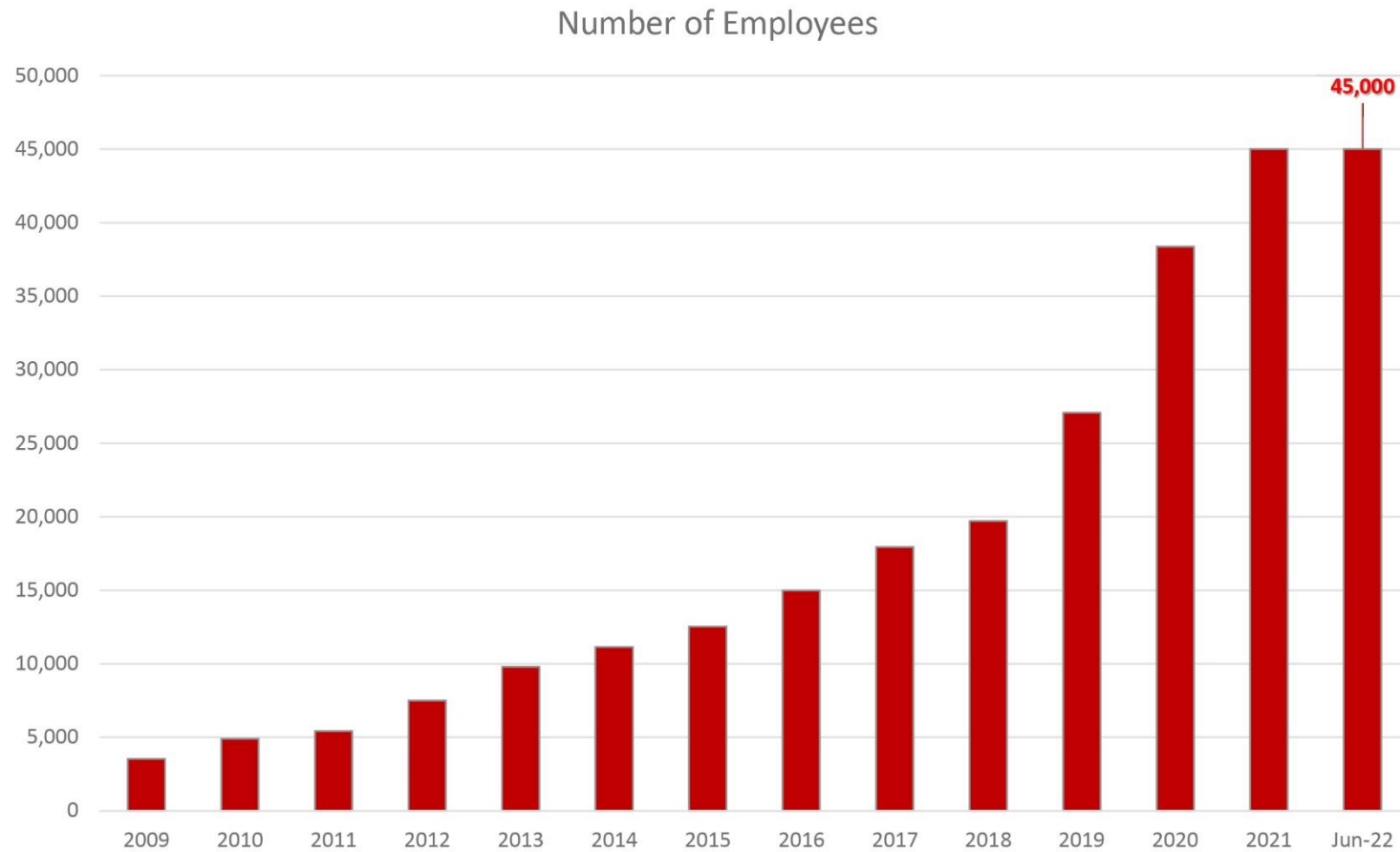


Increasing the sale per capita up to 345,000 \$

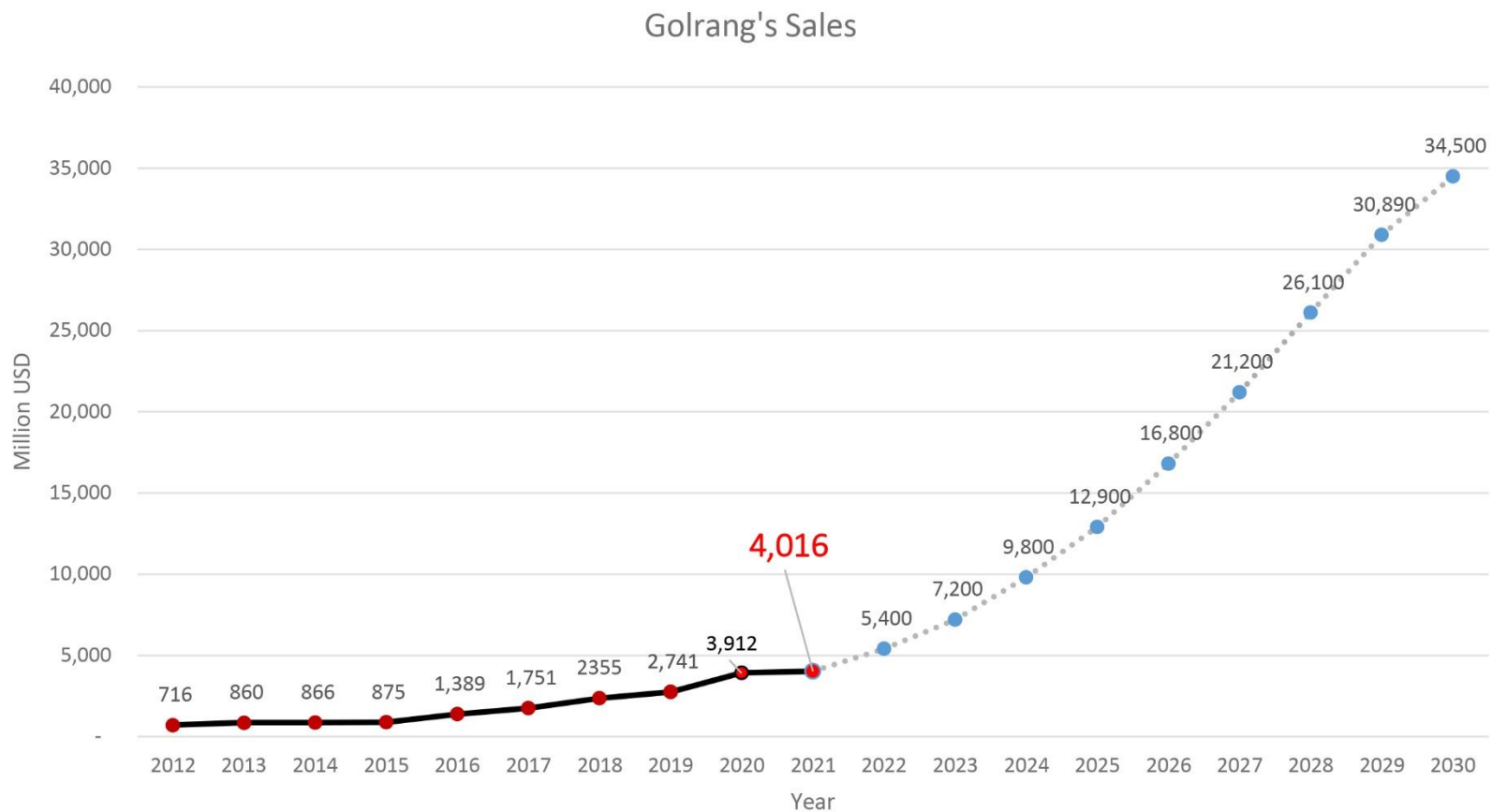


Increasing the number of employees to 100,000 members

# ● Human Resources



# ● GIG's Sale





## ● About MSF

Aiming at creating a strong presence in the food market, Masterfoodeh Food Industries Company (MSF) was registered under the ownership of Golrang Industrial Group (GIG). After passing extensive research phases and by using qualified, young workforce, MSF established and commissioned its first factory in Eshtehard industrial zone, Iran, in 2014, in harmony with international food standards. While equipping the factory according to the state-of-the-art technologies, MSF entered the chewing gum market by unveiling Biodent sugar free chewing gum.

Along with accomplishing its development projects, MSF has numerous manufacturing plants in Nowbaran industrial zone, having thus far offered to the market diverse products such as chewing gums, hot drink powders, jelly gums, and cakes under the following brands: Biodent, Action, Dr. Bone, Renex, Naturedent, Honys and Bingo.





# ● Vision



## Our Vision for 2030



Ranking among the top 100 confectionary companies in the world by 2030

## ● MSF Brands



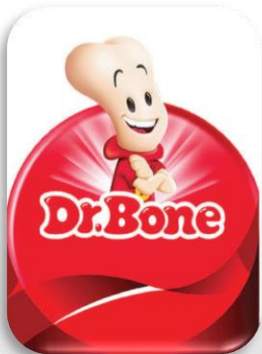
### ORAL HEALTH

- Chewing gum
- Sugarfree
- Aspartame free
- With more xylitol
- Social responsibility: Biodentist
- Ministick
- Long lasting flavor
- Toothfriendly approval



### NATURAL

- Chewing gum
- Sugarfree
- Aspartame free
- Natural ingredients
- Social responsibility: Nature protection
- Long lasting flavor
- Ministick/Dragee



### KID'S HEALTH

- Jelly gum
- Natural color
- Grade A gelatin
- Halal
- Social responsibility: kids health
- Strong flavor
- Lower sugar
- Vitaminated



### ENERGY

- Chewing gum
- Sugarfree
- Aspartame free
- Long lasting flavor
- Social responsibility: Sport competitions
- Caffeinated
- Energetic
- Deragee



### FAMILY

- Chewing gum
- Sugar / Sugarfree
- Dragee / Ministick
- No color
- Social responsibility: Happy family

[www.naturedent.com](http://www.naturedent.com)

[www.biodentco.com](http://www.biodentco.com)

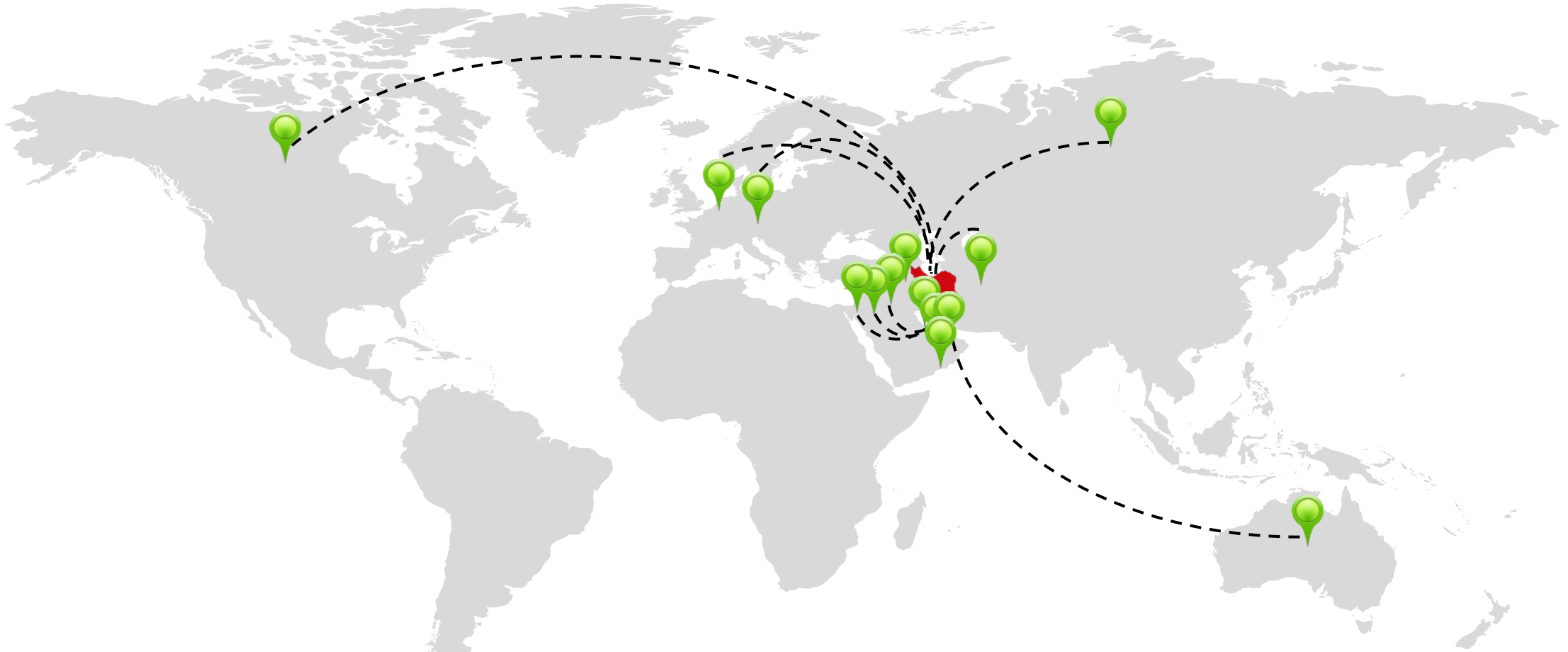
[www.actionco.co](http://www.actionco.co)

[www.renexco.co](http://www.renexco.co)

[www.drbone.co](http://www.drbone.co)



## ● MSF Export Destinations



Austria, Australia, Belgium, Russia, Bahrain, Afghanistan, Armenia, Iraq, Lebanon, UAE, Qatar, Oman, Kurdistan Region, Jordan, Canada.

## ● Biodent Social Responsibilities

- Production of products with the aim of improving the level of oral and dental health of customers all over the world
- Providing free dental services to children in underprivileged areas with the aim of improving oral and dental health by a mobile dental clinic
- Putting a beautiful smile as wide as life on the face of the future makers
- Culturalization of oral and dental health and accompanying in the continuation of this path by providing oral and dental health and hygiene packs





# ● Action Social Responsibilities

- Production of special, energizing and exciting products for young audiences
- Production of special products for special people
- Promoting a culture of healthy living in youth and teenagers by producing health-oriented products that suit their tastes and interests
- Preventing deaths from traffic accidents due to drowsiness
- Supporting sports and energizing activities



## ● Dr.bone Social Responsibilities

- Promoting the culture of consuming healthy snacks among families by introducing a basket of health-oriented pastilles
- Production of products without artificial colors in order to prevent children from losing intelligence, worsening allergies and increasing hyperactivity
- Production of vitamin, low-sugar and sugar-free pastilles in order to improve the health level of children





# ● Nature Dent Social Responsibilities

- Conservation of nature and donating healthy life to people all over the world
- Improve the life of people by making it more healthy and tasty
- Producing products free from any artificial flavors and colors and aspartame to give you more health
- The restoration of nature and Saqez forests
- Revival of traditional Iranian medicine and creating health using medicinal plants (Ibn Sina)



# THANK YOU



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