



DÉLICE HOLDING

Délice Holding Group Presentation

June 2022



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Our Story

A Tunisian Success story...



1978

Creation of STIAL (Yogurt processing Unit) by Mr Mohamed Meddeb.
A total Investment of **400 KTND (148 KUSD)**

1993

Creation of SOCOGES (Distribution Company)
Negotiations with DANONE

1997

Joint Venture with DANONE (**50%** of STIAL & SOCOGES)
Creation of the first Milk Unit with an Investment of **22 000 KTND (8 148 KUSD)** - CLC

2002

Creation of SBC (Beverages and Juice) and DELTA PLASTIC (Packaging)
Alliance with VIRGIN

2005

Acquisition of CLN (2nd milk Unit)
Alliance with VIRGIN ending

2008

Creation of La Compagnie Fromagère. (Cheese Unit)
Joint Venture with SAVENCIA

2011

Creation of CLSB (3rd milk Unit) with a Total Investment of **50 000 KTND (18 518 KUSD)**.

2014

IPO of Délice Holding (15% of shares)

2015

Beginning of production in CLSB

2018

Consolidation of the Partnership with Savencia (**42,5%** to **50%**)

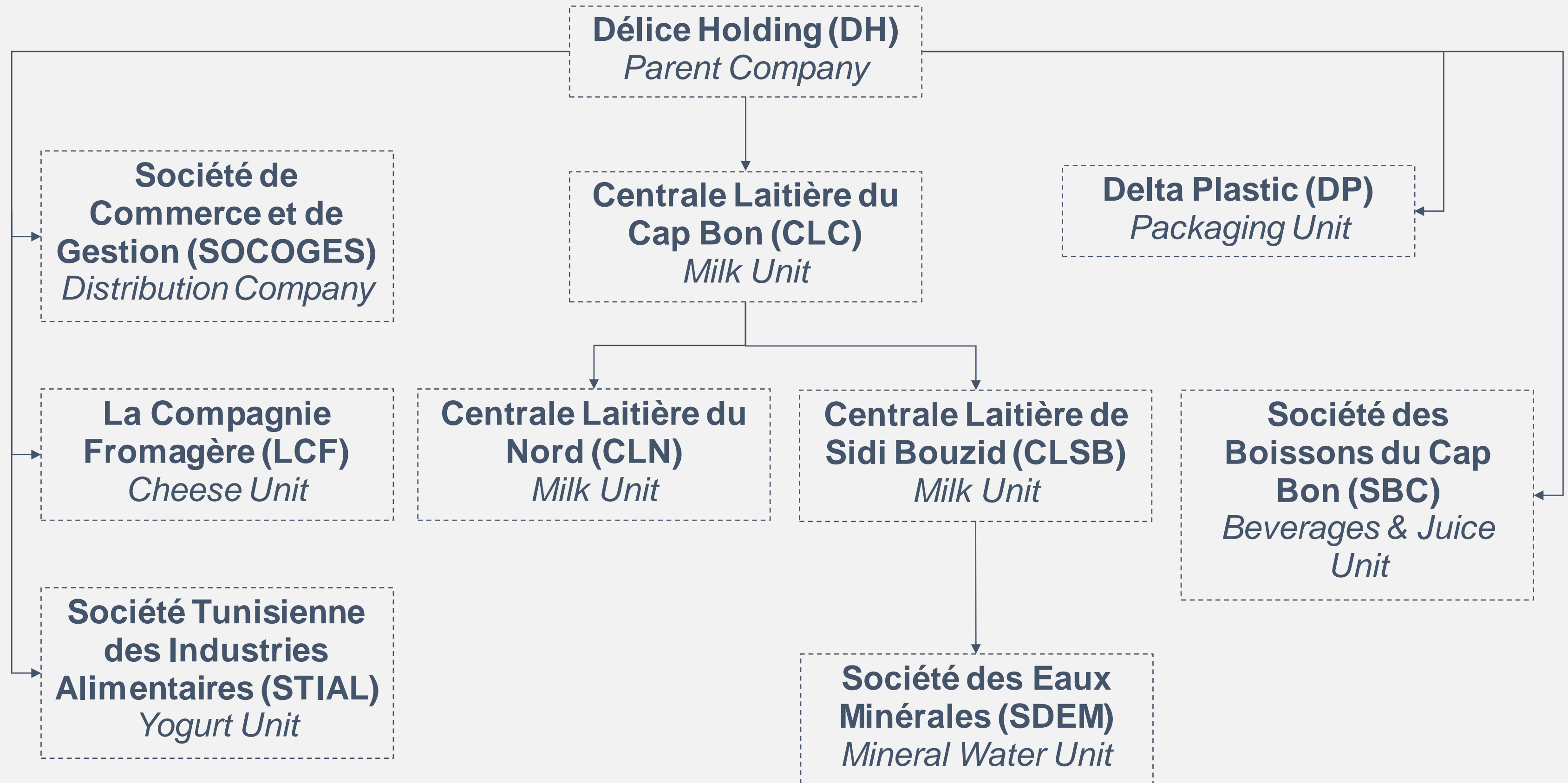
2019

New PEHD bottles (First Time in Tunisia) in the Milk Unit in Sidi Bouzid, with an Investment of **58 000 KTND (21 481 KUSD)**

2020

Beginning of production in SDEM

Our subsidiaries...



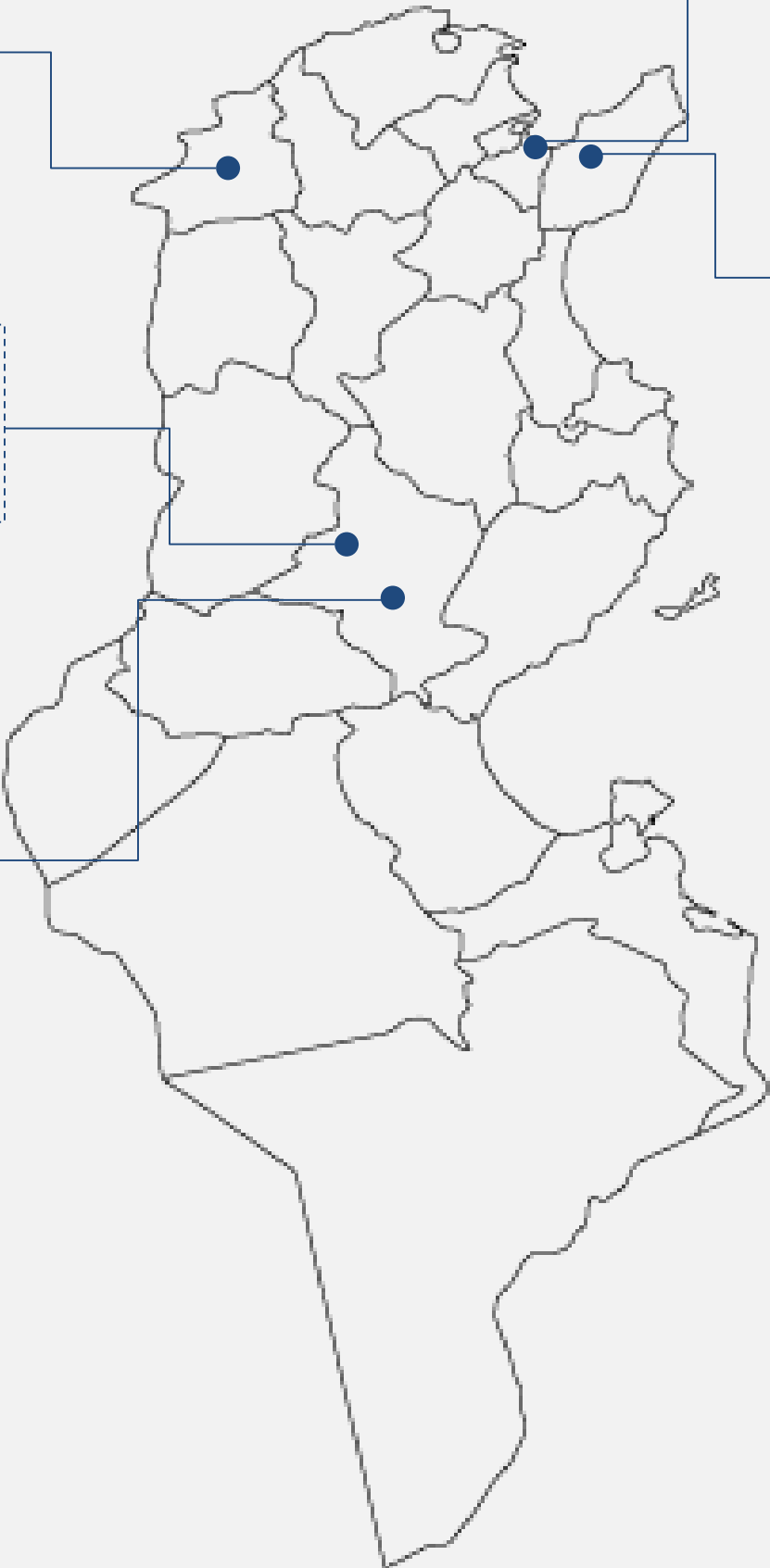
A wide commercial network that covers all the country....



Centrale Laitière du Nord (CLN)
Milk Unit

Société des Eaux Minérales (SDEM)
Mineral Water Unit

Centrale Laitière de Sidi Bouzid (CLSB)
Milk Unit



La Compagnie Fromagère (LCF)
Cheese Unit

Société Tunisienne des Industries Alimentaires (STIAL)
Yogurt Unit

Société de Commerce et de Gestion (SOCOGES)
Distribution Company

Centrale Laitière du Cap Bon (CLC)
Milk Unit

Société des Boissons du Cap Bon (SBC)
Beverages & Juice Unit

Delta Plastic (DP)
Packaging Unit



+ 600 Trucks



+ 30 000 Retailers



+ 250 Hypermarkets

Strategic partnerships with a tangible added value...



GERVAIS DANONE, world leader in dairy products, has been a strategic partner of the Group since 1997. This strategic partner, whose revenues in 2020 amounted to nearly **23.6 billion EUR**, had clearly contributed to the development of the Group's strategic positioning in the yogurt segment. The spectacular performance of this segment and its market shares estimated at nearly **67%** at the end of 2020 are the epitome of it.



The cheese activity was launched in 2009 as part of a Joint Venture with the French leader in cheese specialties, SAVENCIA FROMAGE AND DAIRY, previously known as BONGRAIN SA. The performance and strategic positioning of this division have gradually improved. At the end of 2020, the revenues of SAVENCIA amounted to **5,2 billion EUR**, and is detaining **50%** of la Compagnie Fromagère shares.



Our Products

A wide variety of products...(1/4)



Our milk segment, presents a diversified products' portfolio, ranging from **milk** (half skimmed, skimmed, whole, flavored, fermented and curd), to **butter**, **fresh cream**, and **milkshakes**.

A large variety of products...(2/4)



Yogurt processing, is the historic activity of our Group, and since its inception, it has come a long way, from only producing steamed yogurt (vanilla and strawberry flavors), to producing not only that, but also stirred, fruits, creamy, drinkable and Greek yogurt.

A large variety of products...(3/4)



Delice has been diversifying its activities and is making a huge impact, on the beverages market in Tunisia. Long time a challenger , our beverages segment has become the leader in 2020, with more than **33%** of market shares.

A large variety of products...(4/4)



Our partner SAVENCIA, has brought its expertise to diversify our products, and helped us produce top notch cheese. Whether it is melted or grated, spreadable or squared, our cheese brand continues gaining market shares, against well established competitors.

Meet our newborn...



Our Group's aim was always to diversify its activities within its DNA.

The idea is to offer our clients, a healthful product that enables them to feel well and purify their bodies.

The project was initiated in 2019, and we started to produce mineral water in October 2020. In five months, we were able to reach **9%** in terms of market shares, in a very competitive market.

Total investments in this project amounted to **17 Million USD.**

Thank you