GLOBAL BRANDS UNION

"Your FMCG Partner"

KARACAOĞLAN MAHALLESİ 6167. SOKAK NO: 28B
BLOK MUSAL PLAZA IŞIKKENT / İZMİR, TÜRKİYE

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COMPANY PRESENTATION

ABOUT **GLOBAL BRANDS UNION**

Global Brands Union Distribution has been a leading player in the Fast-Moving Consumer Goods (FMCG) sector, specializing in the distribution of globally renowned brands. With a commitment to excellence and a deep understanding of regional market dynamics, we have solidified our position as a trusted partner in the industry.

As the official distributor of Nestlé, we bring high-quality confectionery and snack products to a broad consumer base. Our expertise in FMCG distribution enables us to ensure efficient logistics, seamless market penetration, and sustained brand growth in our territories.

We take pride in being the largest export account for Nestlé Turkey's Confectionery division, particularly in the wafer category, demonstrating our strength in international trade and category management.

Headquartered in Turkey, **Global Brands Union** Distribution operates its own independent distribution network in worldwide, ensuring direct market access and control over supply chain operations. Our deep-rooted relationships with global brands, combined with our extensive local expertise, position us as a key player in the FMCG sector, continuously driving growth, innovation, and customer satisfaction.

GLOBAL BRANDS UNION
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OUR MISSION

At **Global Brands Union**, we believe in the power of human connection, the strength of integrity, and the relentless pursuit of excellence. We're committed to building lasting relationships with our clients, partners, and each other. Our core success relies on operational excellence in every aspect of our business.

We prioritize efficiency, reliability, innovation, collaboration, and customer satisfaction. We are keen to keep up to date on market standards and trends, and to maintain the highest quality standards, as we constantly strive to deliver exceptional results and exceed expectations, and thereby stand out in the market, and as such any future business endeavors and markets.

OUR VISION

To be a leading and innovative force in various different industries, expanding our reach beyond borders and captivating new markets. We aspire to be recognized for our unwavering commitment to quality, customer satisfaction, and sustainable growth. By embracing challenges and seizing opportunities, we will establish a lasting legacy of excellence, driven by our core values of honesty, heart, and hustle.

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OUR VALUES

HONESTY
We value integrity and transparency

AUTHENTICITY
We value genuine relationships and open communication

TEAMWORK
We believe in collaboration and support

RESILIENCE
We bounce back from challenges and embrace innovation

UNITY
We are united by a shared purpose and work together seamlessly

RESULTS-DRIVEN EXCELLENCE
We focus on delivering outstanding results and achieving key performance indicators

TECHNOLOGICAL ADVANCEMENT
We embrace technology and emerging industry trends to streamline operations, improve efficiency, and enhance customer experience

WE BELIEVE FUNDAMENTAL IS THE KEYSTONE OF BUSINESS

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PRODUCTS & SERVICES

As a company with a proven track record in the worldwide market, we have consistently demonstrated resilience in navigating the country's evolving financial and political landscape since our inception. We have cultivated enduring strategic partnerships with multinational companies, facilitating the successful import, distribution, and sales of their products within worldwide.

To support our ongoing growth strategy, we have structured our business model and operations around distinct divisions, each specializing in a specific area of expertise. Currently, our primary divisions encompass.



CONFECTIONARY PRODUCT

Nestlé®

GLOBAL BRANDS UNION 22
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TEAM STRUCTURE



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OPERATION EXCELLENCE

Operational excellence has been a cornerstone of our success and market resilience throughout our history. We are committed to continuous improvement in this area.

Below is an overview of our current operational capabilities and our short-term goals for further enhancement:



Team & Workforce:

- Our dedicated team operates throughout worldwide, covering all major provinces.

- We currently employ over **200 individuals**, with a strong emphasis on operations, logistics, sales, and business development.

GLOBAL BRANDS UNION
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10.000+ m^2
Warehouse Space

200+
Staff Across Worlwide

5000+ POS
Retail and Wholesale

50+
Fleet Vehicles

GLOBAL BRANDS UNION 22
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GLOBAL BRANDS UNION

22 Years

"Your FMCG Partner"

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