



## **Sale of the fishing division of the Anouar Invest group to the Supreme group and signing of a partnership relating to the distribution of products from the Company Silver Food by the Company Stock Pralim**

Casablanca, the 16<sup>th</sup> of July 2015 –

The Anouar Invest group, and the company Talem Food & Beverages Trading (subsidiary of the Supreme group) signed a sale agreement on the whole equity of the company Silver Food and its subsidiaries Silver Fishing and Sopcoda as well as a partnership relating to the distribution of the company Silver Food's products by the Company Stock Pralim (subsidiary of the distribution division of Anouar Invest).

This transaction crowns efforts exerted by the group Anouar Invest to reorganize the company Silver Food since its acquisition in 2009 and to guarantee the development of the Fishing business. This is also part of the group's development strategy in new occupations and abroad.

This acquisition is another key step in the diversification strategy of the Supreme Group, which focuses on acquisitions of businesses operating in direct contact with the end consumer, in the agri-food industries and non-alcoholic beverages in Africa .

### **About Silver Food**

Acquired in 2009 by Anouar Invest, Silver Food is one of the leaders in Morocco in the area of the fish cannery. This is one of the biggest fish canneries in Morocco with an area of 73,500 m<sup>2</sup> in Casablanca and an annual production capacity of 150 million cans.

Its innovation pole and its differentiation strategy through quality, carried out through the integration of the entire production chain and the strict controls on R&D, have made Silver Food a reference. Its production lines enable a daily transformation of more than 200 tons of seafood products - of which 60% are for export. The company offers a wide range of tuna, mackerel and sardines products, marketed under the Mario, Atlanta and Silver brands, all widely acclaimed on the canned fish market in Morocco and abroad.

The products that are manufactured by Silver Food are guaranteed by a quality system based on the HACCP procedure, developed in accordance with the Codex Alimentarius' recommendations. In addition to the ISO 14001 certification, Silver Food is IFSV6 (International Food Standard), BRC V6 (British Retail Consortium) and Friend of the Sea (sustainable fishing label) certified.

### **About Anouar Invest Group**

The **Anouar** Invest Group is a leading Moroccan holding company created in 1994, that operates mainly in the following industries : food, real-estate, logistics, building materials and agriculture. With

its clear vision, the group has adapted to market changes by opting for the diversification of its activities so as to be able to develop serenely. The group recorded in 2014 a consolidated turnover of around 8 billion dirhams. **Anouar** Invest employs more than 4,000 employees, has more than 20 subsidiaries and is now positioned as one of Morocco's leading agrifood suppliers. The Holding is particularly known for its brands like Excelo, Badaouia, Mario, Fandy and Bon Lait. It also continues to gain market shares in the real-estate segment through its numerous quality projects. The Group also increased its acquisitions that are consistent with the current market trends. It is making of its multisectoral expertise a true growth lever.

## **About Supreme Group:**

Founded in 1957, Supreme Group is a global leader in end-to-end supply chain solutions to customers in the defense industry, the public and the commercial sector around the world. For over fifty years, the company provides critical support services that allowed its customers to achieve objectives in difficult and hostile environments.

Supreme offers a wide range of services, including procurement, transport, storage and on-site support. Supreme has a long tradition of supporting international organizations and public entities. Its current clients include the United Nations (UN), the Organization of the North Atlantic Treaty Organization (NATO), and significant military forces such as the United States Department of Defense (DOD) and the Ministry of British Defence (MoD). The company has also established partnerships in the B2B sector.

Supreme Group also includes EMS Seven Seas, a global marine services group that serves clients in the merchant maritime sector, offshore platforms and Defense. The company provides ships with goods, general supplies, retail products, spare parts and marine advanced technical brands through its extensive network covering 600 ports. Together, EMS and Supreme Seven Seas have offices and operations in 96 countries. For more information, please visit the website [www.supreme-group.net](http://www.supreme-group.net).