

**Africa
Trade
Engine**

Powering Africa's Industrial Future

Corporate Brochure



Agenda

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- Our Mission
- Why ATE Exists
- What We Offer
- Platform Advantage
- Our Infrastructure
- Sectors We Serve
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- Why Brands Choose Us
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INTRODUCTION

Who We Are

A joint venture between TRT Manufacturing and TradeDepot, leveraging the market-leading capabilities of both organizations to deliver end-to-end control from factory to shelf to cross-border market.

Joint Venture Powering Industrialisation

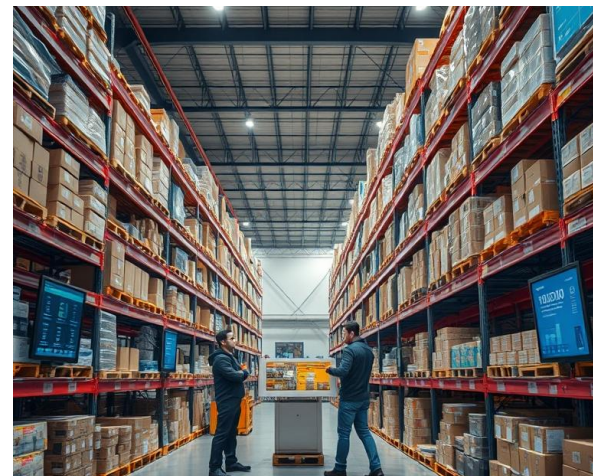
Africa Trade Engine (ATE) is the execution platform built to industrialise Africa, scale intra-African trade, and connect African and global brands to markets across Africa and beyond.



Combined Capabilities

TRT Manufacturing—Africa's largest contract manufacturer with expertise in personal care, homecare, and food & beverage production, and

TradeDepot—Africa's leading B2B distribution platform powering over 200,000 retailers with logistics, digital ordering, and embedded finance.



Mission

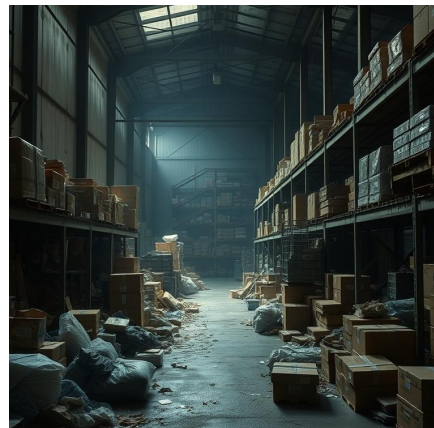
To build the industrial engine that powers prosperity, trade, and economic self-reliance across Africa.

Africa Trade Engine (ATE) aims to make it easier to produce, distribute, and scale African-made products, driving economic growth and regional integration through industrialisation and seamless trade connections.

PROBLEM SOLVING

Why ATE Exists

ATE addresses Africa's manufacturing and supply chain challenges by providing an integrated platform for local brands to scale efficiently.



Key Challenges in Africa

Africa imports what it should be producing. Local brands struggle to scale due to lack of scalable manufacturing infrastructure, fragmented and informal retail environments, and weak cross-border trade execution.

Impact of These Challenges

These issues result in no visibility, no data, and no control over the supply chain, creating heavy reliance on imports and foreign supply chains that limit economic self-reliance and growth.

ATE's Integrated Solution

ATE changes this by integrating industrial production, distribution, technology, and finance into a single, seamless platform that enables African brands to produce, distribute, and scale efficiently across fragmented markets and borders.

CAPABILITIES

What We Offer



Manufacturing & Brand Building

ATE offers contract manufacturing at world-class facilities in South Africa and Benin through TRT; specializing in personal care, homecare, and food & beverage products. ATE's innovation labs provide R&D, packaging, and go-to-market strategies — enabling strong African brands with tailored solutions.



Distribution & Export

TradeDepot's platform powers 200,000+ retailers across Africa. Enables embedded retail execution and quick commerce through a network of dark stores. ATE facilitates export through bonded trade hubs and regulatory clearance. Supports PAPSS-compliant cross-border trade to scale brands in new markets.



Tech, Data & Finance

Our unified tech platform delivers visibility, control, and demand forecasting down to retail. Embedded finance offers inventory-backed credit to distributors and retailers. Accelerates trade and reduces reliance on foreign supply chains. Provides real-time data and analytics for smarter decision-making.

ATE delivers end-to-end solutions for African brands, enabling them to scale efficiently with visibility, control, and access to credit across the continent.

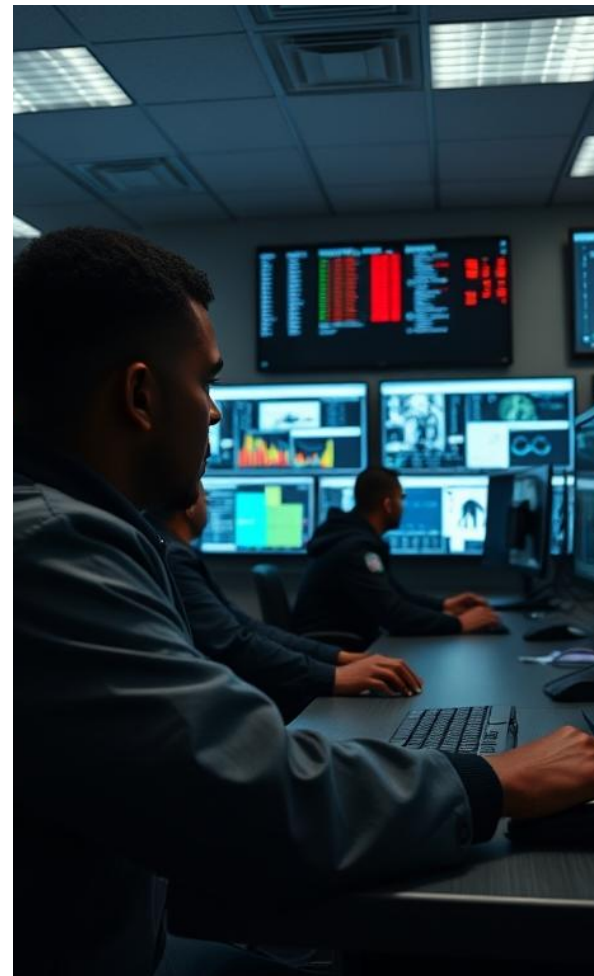
ADVANTAGE

Platform Advantage

ATE's vertically integrated model ensures deep control over the entire value chain, from production to retail. This approach enables direct market access, high efficiency, and real-time visibility, setting ATE apart from agencies, aggregators, or middlemen.

Key Platform Advantages

- ATE is not an agency, aggregator, or middleman; it is a vertically integrated engine with deep control over the value chain.
- ATE owns the relationships across all distribution points, ensuring direct and effective market access.
- Execution is tightly controlled through advanced technology and dedicated personnel to maintain quality and efficiency.
- Production is scaled through world-class factories in South Africa and Benin, delivering high capacity and quality.
- Retail presence is managed with last-mile visibility, enabling real-time tracking of sales and inventory.

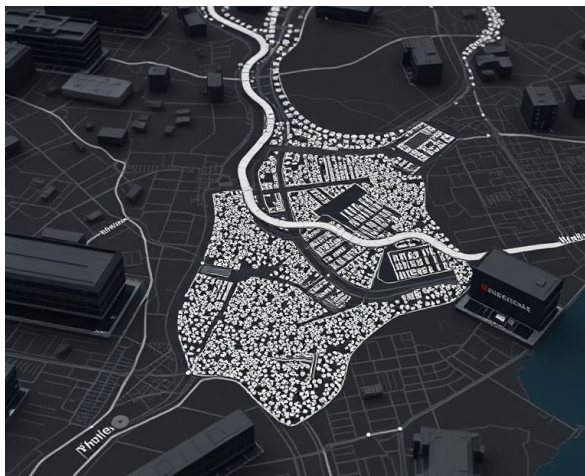


INFRASTRUCTURE

Our Infrastructure



A robust manufacturing and distribution network enables high production output and extensive market reach across Africa.



Manufacturing Facilities

South Africa (Midrand): 10,400 m² plant producing over 50m units annually, certified ISO 9001, ISO 22716, MHI, specializing in aerosols, homecare, and personal care products.

Benin (Launching Q1 2026): 21,000 m² factory in strategic SEZ with 180m units annual capacity, ECOWAS duty-free access, supported by Afreximbank and AFC, and Equitane.

Distribution & Retail Reach

Active distribution points in **Nigeria, Ghana, South Africa** and **Kenya**.

Retail penetration **exceeds 200,000 outlets** with sell-through visibility and performance oversight, enabling real-time tracking and effective market execution through a network of dark stores across multiple countries.

QUALITY

World Class Quality & Compliance

Quality Production Practices

- Implementation of industry best practices to ensure consistent, high-quality output across all manufacturing lines.
- Cutting-edge microlab facility equipped for in-depth chemical and microbiological analysis.
- Comprehensive testing protocols covering raw materials, in-process samples, and finished goods.

Rigorous Compliance & Certifications

- Strict adherence to Good Manufacturing Practices (GMP) ensuring safety and quality in every batch produced.
- Full traceability and documentation of all materials and processes to meet regulatory and client requirements.
- Holds all relevant certifications including ISO 9001, ISO 22716, MHI, and SARS licensing for controlled substances
- Dedicated compliance teams ensuring ongoing training and alignment with evolving regulatory frameworks.

Sustainability & Impact

- Robust safety protocols for handling and storage of hazardous materials such as ethanol and butane.
- Regular audits and inspections to maintain compliance with local and international standards.
- Dedicated compliance teams ensuring ongoing training and alignment with evolving regulatory frameworks
- Generates local employment opportunities

Advanced Infrastructure

- Gas Storage: Three 50,800L butane tanks with SCADA-linked telemetry, extensive sensors, and deluge fire-fighting.
- Ethanol Storage: Two 69,000L underground tanks, piped directly to manufacturing.

ATE ensures superior product quality and strict compliance through best practices, advanced testing facilities, and adherence to global manufacturing standards. This commitment guarantees safety, reliability, and regulatory certification, positioning ATE as a trusted partner.

SECTORS

Sectors We Serve



Personal Care

Creams, lotions, deodorants, perfumes, oral care, and baby care products crafted with expertise to meet consumer needs across Africa.



Homecare

Cleaners, bleach, disinfectants, aerosols, and air fresheners designed for effective household maintenance and hygiene.



Food & Beverages

Private-label beverages, canned foods, and dry goods produced via joint venture partners, supporting local food industry growth.



Textiles (2025+)

West Africa-dominant home and kitchen textile range currently in development to expand ATE's industrial footprint in textiles.

We serve diverse sectors including Personal Care, Homecare, Food & Beverages, and Textiles, supporting local industry growth across Africa.

EXECUTION

End-to-End Execution

A seamless end-to-end process covers product development, manufacturing, compliance, and distribution to ensure market-ready products reach customers efficiently.

Product Dev & Prototyping



Concept creation, innovation labs, R&D, and rapid prototyping to bring ideas to life.

Outputs: Prototypes, R&D Reports, Innovation Lab Outcomes.

Manufacturing & Packaging



Contract manufacturing at world-class facilities with full packaging capabilities.

Outputs: Manufactured Products, Packaged Goods, QA Reports.

Regulatory & Compliance



Ensuring products meet regulatory standards with certifications for market entry.

Outputs: Regulatory Certificates, Compliance Docs, Safety Data Sheets.

Distribution & Trade



Deploying salesforce, activating channels, trade marketing, and export scaling.

Outputs: Distribution Network, Salesforce Deployment, Export Logistics.

Why Brands Choose Us

Brands partner with us to overcome key challenges such as scaling production, expanding cross-border, improving retail execution, and securing exclusive market control. Our integrated solutions address these pain points with scalable manufacturing, seamless trade, robust retail technology, and local brand protection.

1

Challenges Brands Face

- ✗ "We can't scale production in Africa."
- ✗ "We need to go cross-border but don't know how."
- ✗ "Retail execution is weak and untrackable."
- ✗ "We want exclusive market control."

2

ATE Solutions

- ✓ TRT's high-capacity plants and new production lines enable scalable manufacturing.
- ✓ ATE's bonded warehouses, priority SEZ access, PAPSS rails, and extensive distributor network facilitate seamless cross-border trade.
- ✓ TradeDepot's dark stores, retail technology, and coverage teams provide robust retail execution with real-time tracking.
- ✓ ATE secures and protects exclusive brand rights with local execution and control.

SUCCESS STORIES

Our Track Record

Unilever Manufacturing



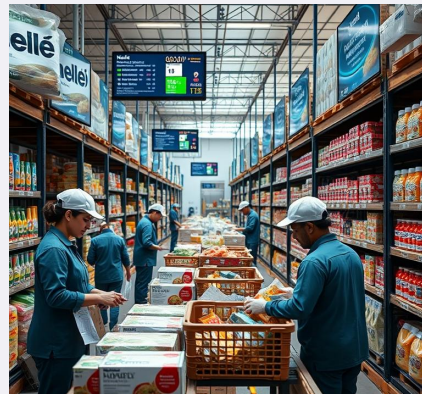
TRT is the only approved contract manufacturer in South Africa manufacturing Dove personal care products.

Prime Hydration Coverage



Secured 85% retail coverage in Nigeria within 180 days, demonstrating ATE's powerful retail execution and deep market reach.

Nestlé Revenue Surge



Delivered 40x revenue growth through targeted dark store execution, highlighting the impact of ATE's technology-driven retail strategies.

Mangrove Foods Expansion



Built Mangrove Foods from scratch and now successfully exporting to 3 countries, illustrating ATE's end-to-end cross-border scaling expertise.

ATE has consistently delivered exceptional growth and market expansion for major FMCG brands through innovative retail strategies and execution.

Coca-Cola



TROJAN®



Success Stories

Our Valued Clients



PRIME



L'ORÉAL



AKAI



From Import Dependency to Local Prosperity — Measurable Impact at Scale

250,000t

CO₂ saved / year

Localising just 20% of Africa's imported personal care and home-care volumes saves an estimated **250,000 tonnes of CO₂ per year** — equivalent to taking **55,000 cars off the road**.

12,000+

Jobs created

South and West African facilities generate **12,000+** livelihoods within **24 months** — **60% youth, 45% women**. Each node employs **600–800 workers**, sustaining **5,000–6,000 indirect jobs**.

\$2 billion

Value retained

ATE's localisation pipeline keeps **~\$2 billion** in value-add on the continent over the next five years, with up to **30% cost reduction** for distributors and faster payment cycles.

600,000

SMEs platformed

ATE will integrate **600,000 SMEs** into regional trade — driving inclusive industrial growth. **40% of suppliers SME-owned**; majority sourced within 250 km of each plant.

Localising production in Africa delivers measurable benefits: it saves **250,000 tonnes of CO₂ annually**, creates **12,000+ jobs**, retains **\$2 billion in value**, and empowers **600,000 SMEs**. This demonstrates the tangible impact of AfCFTA, transforming import dependency into local prosperity at scale.

Strategic Alignment with AfCFTA & Afreximbank

1

PAPSS Integration & Compliance

- ATE incorporates PAPSS for seamless cross-border payments within Africa.
- MANSA onboarding ensures regulatory compliance and robust KYC processes.
- Streamlines trade across African countries, reducing friction and delays.
- Supports adherence to AfCFTA protocols for financial transactions.

2

GTI Corridors & Bonded Hubs

- We leverage GTI-ready corridors for efficient intra-continental trade.
- Bonded aggregation hubs facilitate duty-free movement of goods.
- Enhances market access and logistics by optimizing trade routes.
- Reduces operational costs and improves delivery timelines.

3

Export Development & Partnerships

- ATE supports export substitution by enabling local production.
- Ready to partner for Export Development Facility participation.
- Facilitates AfCFTA-aligned expansion for African businesses.
- Promotes sustainable growth through strategic partnerships and capacity building.

ATE is deeply embedded in Africa's industrialisation agenda—pairing its presence in strategic Industrial Parks with the trade infrastructure and financing needed to unlock intra-African commerce. By enabling value-added local production and removing friction across borders, ATE brings AfCFTA's vision to life through practical, large-scale execution.

FUTURE VISION

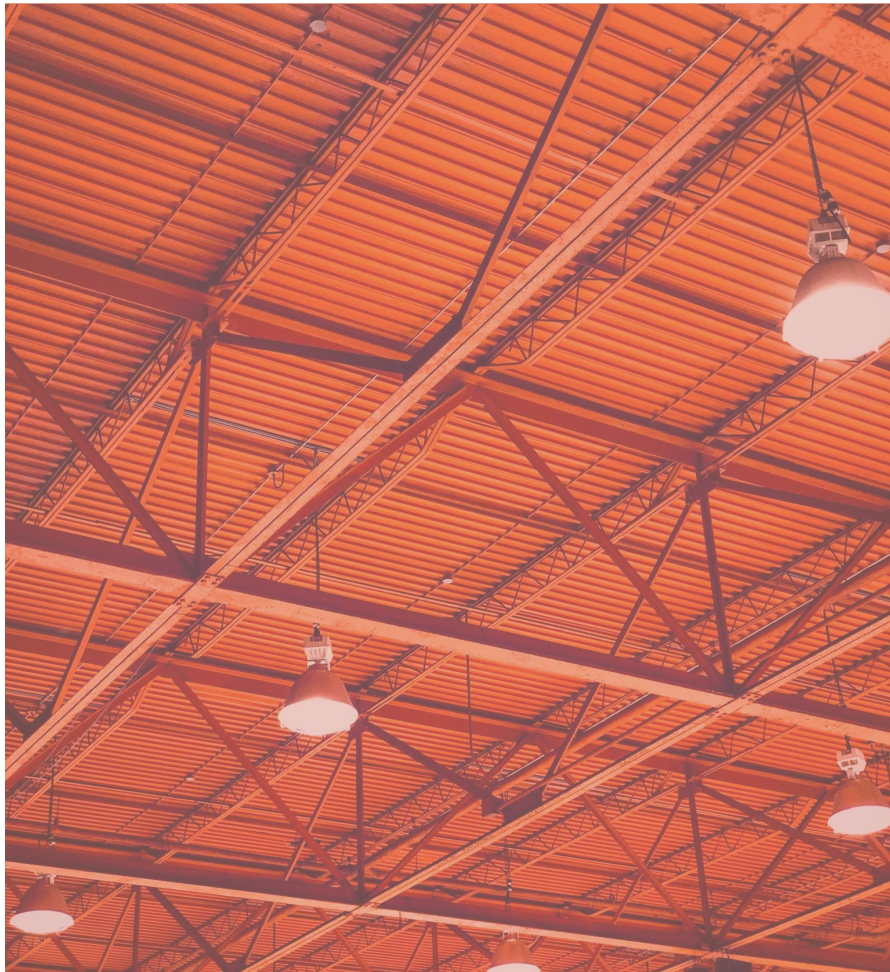
Let's Build the Future of African Trade

We're not just another vendor. We're your partner for:

- Scalable manufacturing that meets the demands of Africa and beyond, ensuring consistent quality and capacity for growth.
- Seamless market access through integrated distribution and export networks, connecting local producers to global opportunities.
- Trusted retail execution powered by technology and on-the-ground expertise, driving reliable delivery and market presence.
- Transparent, tech-enabled trade that provides visibility and control across the value chain, fostering trust and efficiency.

Africa Trade Engine is the supply chain and execution muscle behind the next generation of African and global brands. Let's build together





Thank You