



Signed a cooperation agreement with the Kuwaiti company "Click Ventures" specialized in brand building, technology, digital and traditional marketing:

### **Aleid Foods begins its business restructuring and digital transformation process**

"It aims to enhance its efficiency and supply chain ahead of its expansion."

Kuwait, 18 February 2020:

Aleid Foods Company, one of the leading companies in importing, marketing and distributing food products locally and regionally, announced the restructuring and digital transformation of its operations, by signing a cooperation agreement with the Kuwaiti company "Click Ventures", specialized in brand building, technology, digital and traditional marketing.

"Click Ventures" will work on enhancing the operational strength of the company and its brands, by preparing an integrated plan for communication and digital marketing paired with redrawing the brand's image, vision and principles in line with the requirements of the changes imposed by the digital world on one hand, and a positive reflect on its increase in market share in Kuwait and the expansion to new markets on the other hand.

Muhammad Saud Al-Mutairi, CEO of Aleid Foods Company, commented on this partnership by saying: "Aleid Foods Company started the restructuring planning process three years ago, in preparation for supporting its long-term growth by introducing new products and acquiring regional and international commercial agencies". Al-Mutairi noted the company's strategy is to establish a strong base of modern services in the field of marketing, especially the digital ecosystem and e-commerce, expressing his great pleasure in cooperating with Click Ventures and affirming his confidence in its experience and ability to implement the future digital strategy of Aleid Foods Company.

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Al-Mutairi added that Click Ventures' team has a long-standing marketing experience in the local and regional markets, the most important of which is the emerging digital marketing and e-commerce, "which prompted us to select it as key partner in achieving our goals and materializing our vision for digital transformation and supporting the restructuring of our company through its comprehensive services that contribute in achieving the commercial goals set by the company and enhancing its expansion plans."

He concluded by emphasizing the direction of Aleid Foods Company towards implementing its new strategy based on the vertical integration model, which enables it with flexibility to provide integrated solutions to the food sector through an advanced logistical and electronic network, supported by a growing distribution network spread across all points of sale and distribution, in addition to specialized companies.

Al-Mutairi finally pointed out the company's keenness to invest in its holistic digital capabilities with a new approach based on strengthening its presence through e-commerce platforms and increasing transparency in its direct communication with investors, partners and the local economic sector by redesigning its electronic page for investors, in order to fully comply with the requirements of local market bodies.

### **About Aleid Foods**

Aleid Foods Company was established in 1994, and with paid-up capital is more than 12 million Kuwaiti dinars in 2008 it was listed in the Kuwait Stock Exchange under the consumer services sector. Today Aleid Foods is considered one of the leading companies in importing, marketing and distributing food products in Kuwait.

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