



NATURAL AND ORGANIC OLIVE OIL PRODUCER

LEADING TUNISIAN OLIVE OIL PRODUCER... BRIDGING RESEARCH, INNOVATION AND DIGITALIZATION

By Abdelaziz MAKHLOUFI

SESSION 1

THE GROUP

PROUD HOME OF TERRA DELYSSA



A photograph of an olive grove under a dark, overcast sky. Several workers wearing yellow raincoats are visible in the field. One worker in the foreground is carrying a basket on their head. In the background, there is a tall wooden ladder-like structure. The ground is sandy and sparsely vegetated.

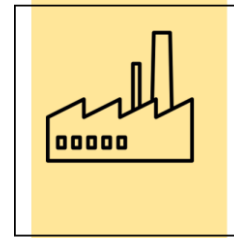
CHO GROUP

FARMER, MANUFACTURER AND DISTRIBUTOR

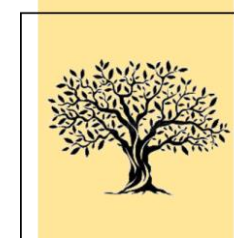


CHO GROUP

Founded in 1996



INTEGRATED Tunisian
Olive Oil Industry



AGRICULTURAL Group
Exploitation of olive
groves



CRÉATEUR de marques aux
normes internationales



International
Distribution **Network**



#TheOneTrust OUR VISION



1- MASTERING THE OLIVE SECTOR FROM END TO END:
AGRICULTURE, INDUSTRY AND DISTRIBUTION



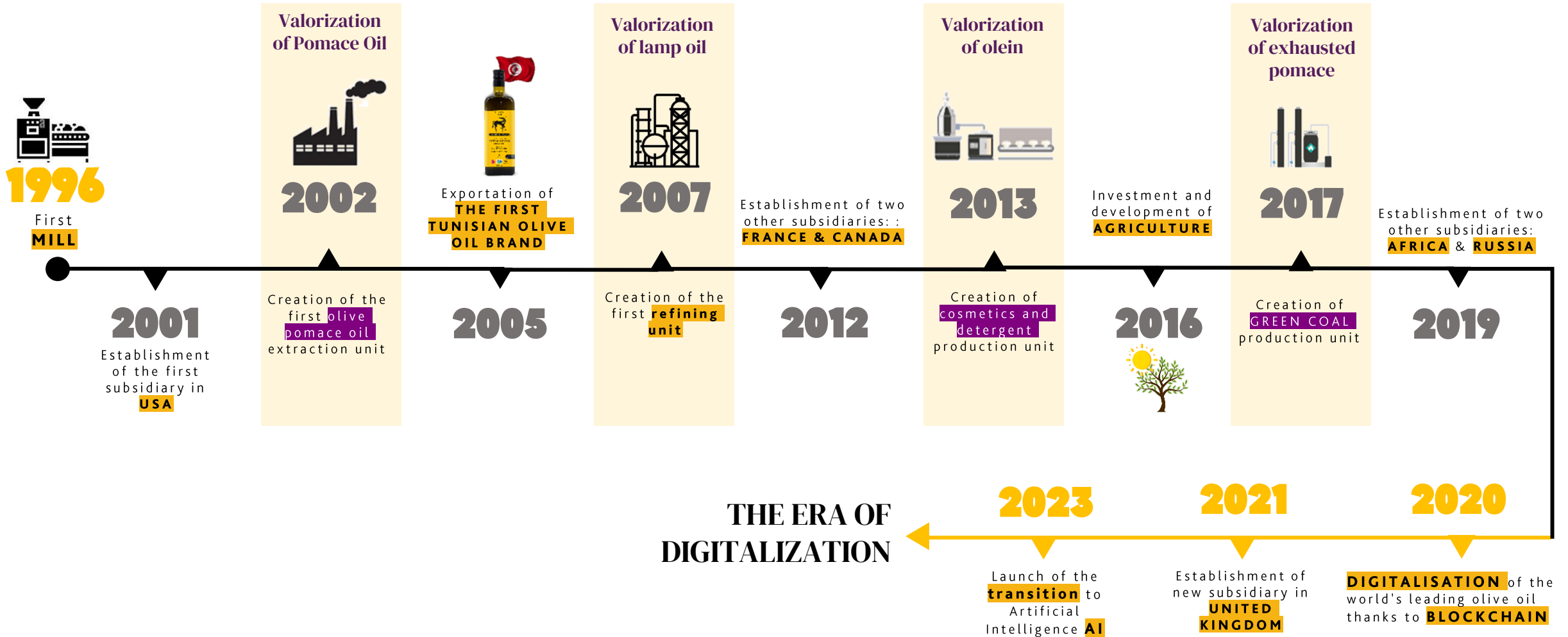
2- CONTRIBUTE TO RAISE THE TUNISIAN FLAG ON THE
INTERNATIONAL OLIVE OIL SHELVES.



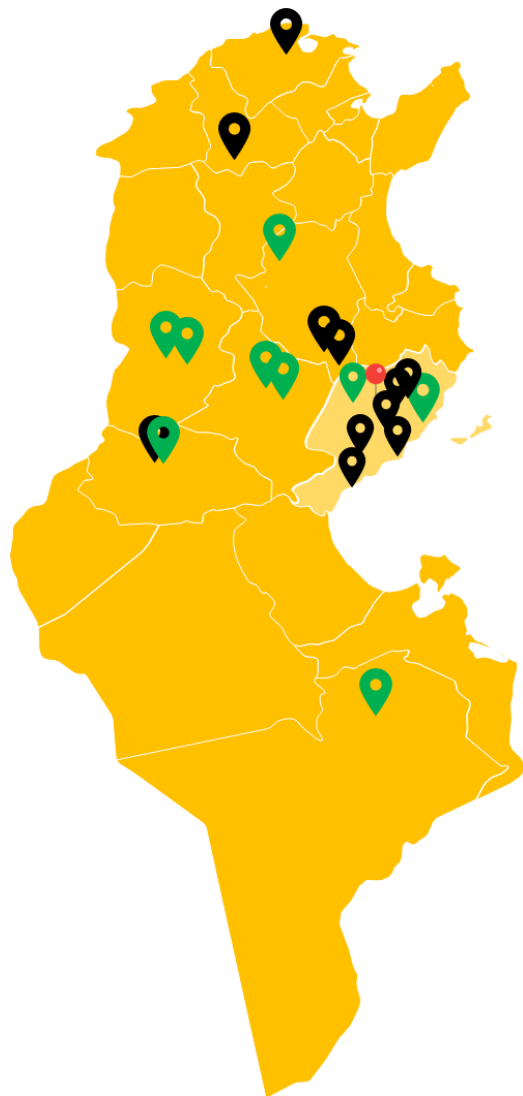
3- AN INNOVATIVE BUSINESS MODEL FOR A CIRCULAR
ECONOMY
Valorizing Olive By-Products for a Sustainable
Economic System




Timeline

CHO GROUP... 27 ans de passion, persévérance, synergie et innovation



BREAKDOWN OF INVESTMENT IN TUNISIA



-  Industrial units
-  Agriculture
-  CHO Group headquarters



Agriculture

Fields: Sekhira, Mahres, Gafsa et Sidi Bouzid



Green charcoal

Coal production capacity: 6 000 tons / year



Extraction mills

Overall capacity: 1000 T/Day
Governorates: Sfax, Zarzis et Gafsa



Filling

Conditioning capacity: 70 000 bottles / Hour



Extraction of pomace oils

Extraction capacity: 1 000 tons / day



Refining

Refining capacity: 150 tons / day



Oil analysis and storage

Storage capacity: 30 000 tons



Cosmetics and detergents

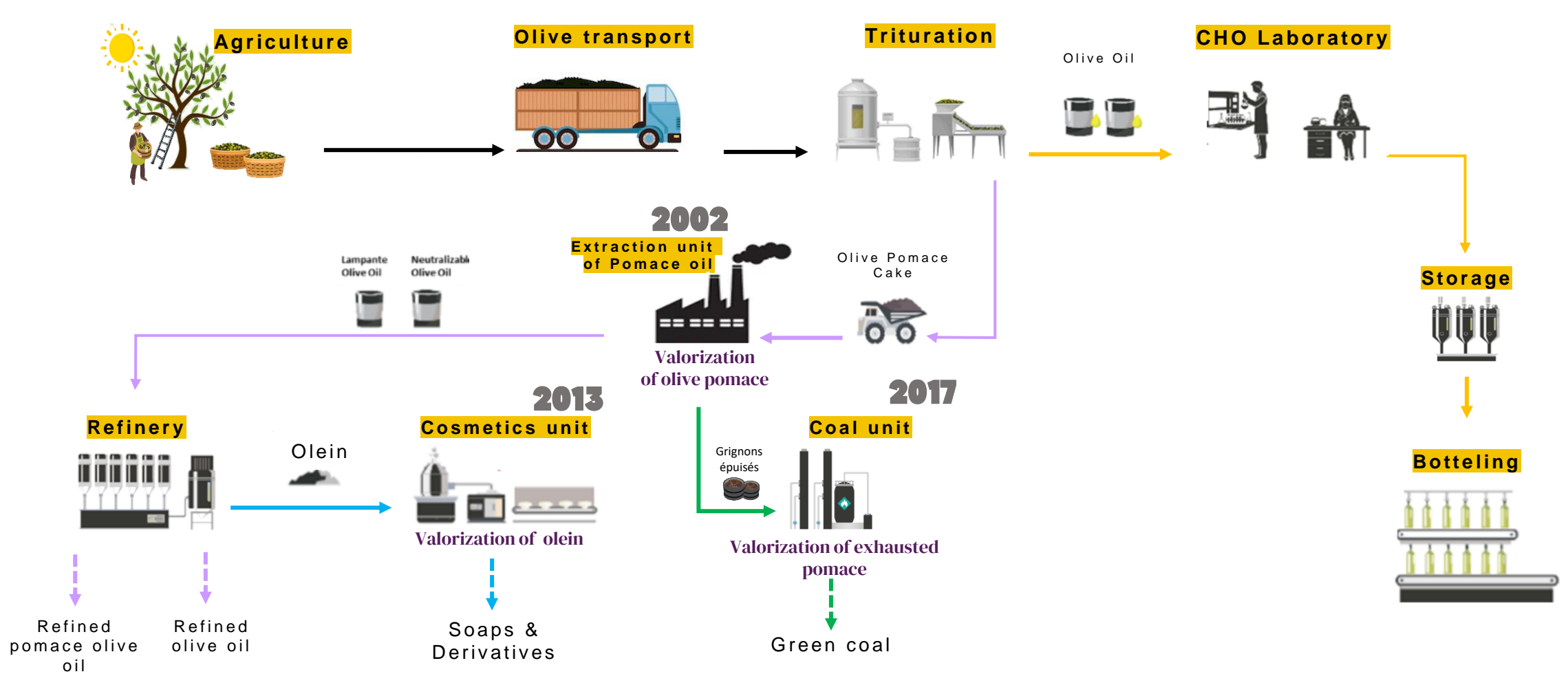
Annual production of solid soaps: 33 million units / year
Production annuelle savons liquides Annual production of liquid soaps and cosmetic products: 6,5 million units / year



#TheOneTrust

FULLY INTEGRATED ACTIVITIES

MASTERY AND QUALITY



#TheOneITrust



CHO GROUP
KEY FIGURES



CHO GROUP SALES

- ▶ 50 000 TONS PER YEAR
- ▶ 20% OF TUNISIA'S TOTAL OLIVE OIL EXPORTS (BULK AND BOTTLES)
- ▶ 80% OF TUNISIAN BOTTLED OLIVE OIL EXPORTS



WORK FORCE

- ▶ 1 000 PERMANENT EMPLOYEES
- ▶ 1 300 CASUAL EMPLOYEES



AGRICULTURE HOLDINGS

- ▶ 4 000 PLANTED HECTARES
- ▶ 950 HECTARES UNDER DEVELOPEMENT



A PARTNER OF CHOICE

OF INDUSTRIALS AND RETAILERS AROUND THE WORLD



+ 50

COUNTRIES COVERED



FIRST ORGANIC

SUPPLIER IN THE WORLD

CHO GROUP

A FAVOURITE WORLDWIDE OLIVE OIL BRAND

#TheOneLove



**CANADA'S 1ST
FAVOURITE
BRAND**



**3rd MOST
CONSUMED
BRAND IN FRANCE**



**THE AMERICAN'S
6TH PREFERRED
BRAND**

#TheOneTrust



MASTERY

FULLY

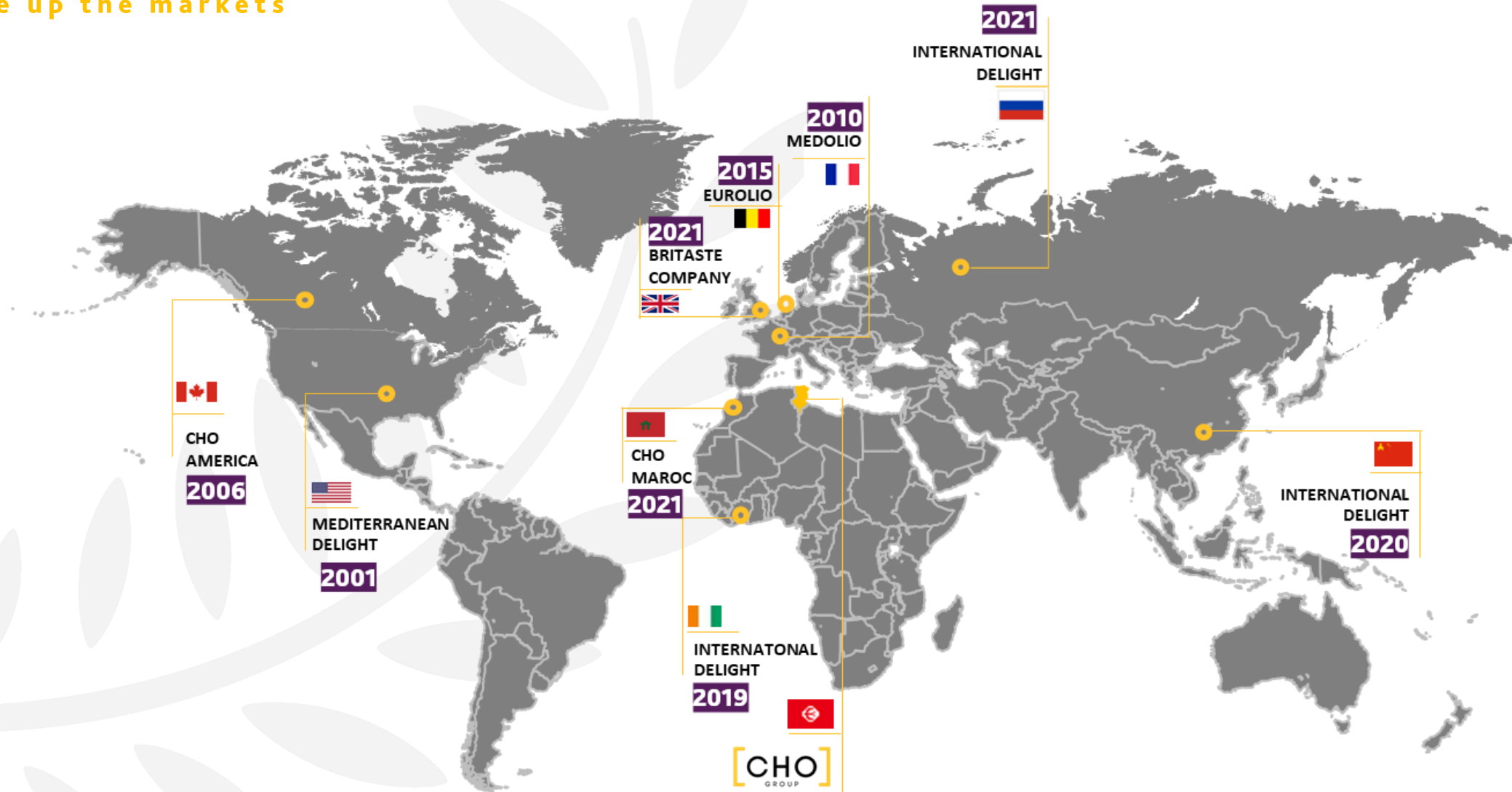
INTEGRATED



CHO GROUP

GLOBAL PRESENCE

Close up the markets



CHO GROUP BRAND DEVELOPMENT



OUR OLIVE OIL BRANDS

QUALITY EXTRA VIRGIN OLIVE OIL



TERRA DELYSSA



MORESH



CHAAL



BELLA DEL SOL



OLIVOLIO



TERRA DELYSSA

A PLEDGE OF QUALITY



Terra Delyssa maintains its international reputation and continues to win over consumers with its quality and unique taste, having won **15 medals** in **2022**, including the most prestigious, **Mario Solinas**.

Once again this year, Terra Delyssa continues to stand out at the biggest international competitions, winning several awards.





DIGITALIZATION

THE ARTIFICIAL INTELLIGENCE ERA
AI AND BIG DATA



DIGITALISATION IS ONE OF CHO GROUP'S **TOP STRATEGIC** PRIORITIES

It's a strategic, global approach aimed at integrating technology into all areas of the business. It's a transformation process built on solid foundations, requiring not only technological change, but also a change in mindset on the part of the Group.

#TheOneTrust



TERRA DELYSSA

THE WORLD'S FIRST OLIVE OIL USING BLOCKCHAIN

#TheOneTrust

Aware of the importance of food safety for its consumers, CHO Group has joined forces with IBM to integrate blockchain technology into its production process.



Totally transparent about her origins

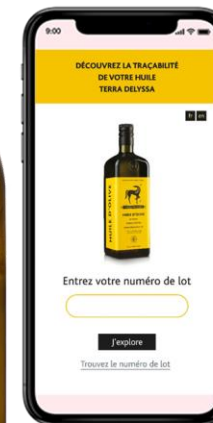


100% traceable



Guaranteed quality

#TheOneTrust



Valeurs Nutritionnelles	
Énergie	2014 kJ (480 827 kcal)
Protéines	0,2 g
Glucides	0,0 g
Acides gras saturés	18,5 g
Acides gras monoinsaturés	72,5 g
Acides gras polyinsaturés	14,5 g
Fibres	0,0 g
Sels	0,0 g
Alcool	0,0 g

Produit par/Produced by: CHO Company
Route de Hadria n° 12 - Sfax - Tunisie
www.terra-delyssa.fr

1000mL



DIGITISATION APPROACH

INTEGRATING IA INTO THE DECISION-MAKING PROCESS

The transition from traditional methods to digital solutions has totally transformed the way companies operate. Today, CHO group is interested in AI and intends to integrate it into all levels of production processes, thereby significantly improving overall performance.

The program is spread over several phases, involving different projects



PROJECTS - IN PROGRESS

IMPLEMENTATION OF A PREDICTION ALGORITHM « PREDOIL »

Why? To predict olive oil price trends as accurately and precisely as possible.

What would it do? This algorithm would be based on a multitude of historical data linked directly and indirectly to olive oil production.

DIGITISATION APPROACH

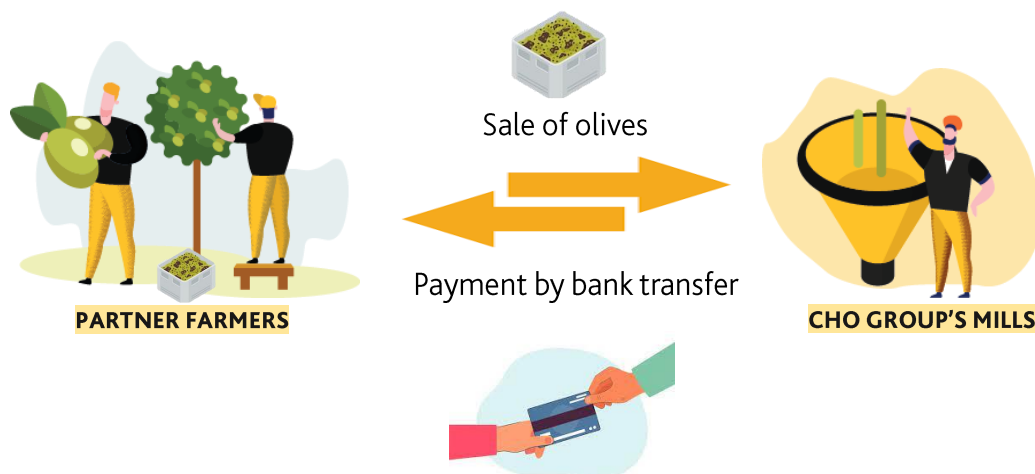
AUTOMATION OF PAYMENT MEANS

IN PARTNERSHIP WITH STB BANK

This approach aims to modernize and simplify the transactional process, while promoting more efficient and transparent management.

Financial transactions are also facilitated by secure online payment platforms, eliminating the need for physical cash exchanges.

This transition to digital offers significant benefits, such as reduced processing times, fewer administrative errors and greater traceability of transactions.



OPERATIONAL PROJECT

IMPLEMENTATION OF AN INFORMATION SYSTEM

« AGRI-MANAGER »

What is it? This system enables a digital database to be collected and an instant payment system to be set up when olives are purchased.

How does it work? Integrated online platforms are being deployed, providing CHO Group with powerful tools for collecting data, entering purchases and making payments.

Farmers will receive a bank card which will be credited with the amount of the sale instantly.

BUT NOT ONLY



CIRCULAR ECONOMY

A **SUSTAINABLE** ECONOMIC SYSTEM

#TheOneWhoCares

EMBRACING CIRCULAR ECONOMY: ADDING VALUE TO BY-PRODUCTS FOR THE ADVANCEMENT OF THE OLIVE OIL INDUSTRY AND ORGANIC PRODUCTS

In the pursuit of a sustainable and circular economy, our strategy focuses on leveraging the by-products of the olive oil industry to create additional value. By adopting innovative approaches, we aim to minimize waste, optimize resource utilization, and contribute to the overall sustainability of the olive oil production process.

SUSTAINABILITY

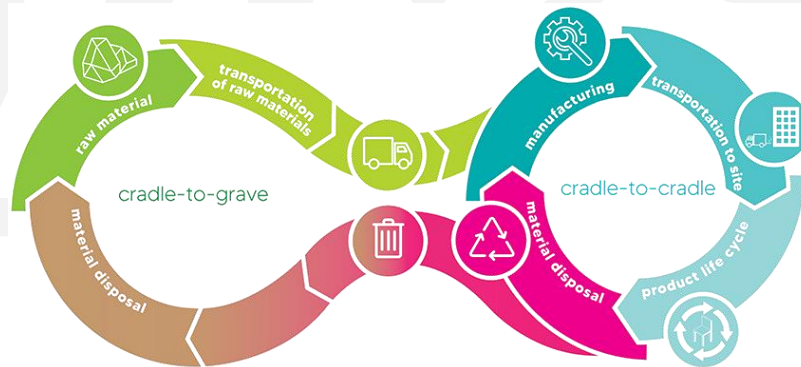
CARBON FOOTPRINT

In partnership with ClimatePartner

- ✓ Carbon Footprint Measured following Cradle-to-Grave strategy
- ✓ Terra Delyssa have 10% less Carbon emission than other Olive oil brands' average Carbon footprint thanks to its conscious behaviour towards the environment*:
 - Waste control and Recycling
 - Raw material and consumable acquisition
 - Renewable energy

And yet ...

CARBON FOOTPRINT REDUCTION PROJECT LAUNCHED

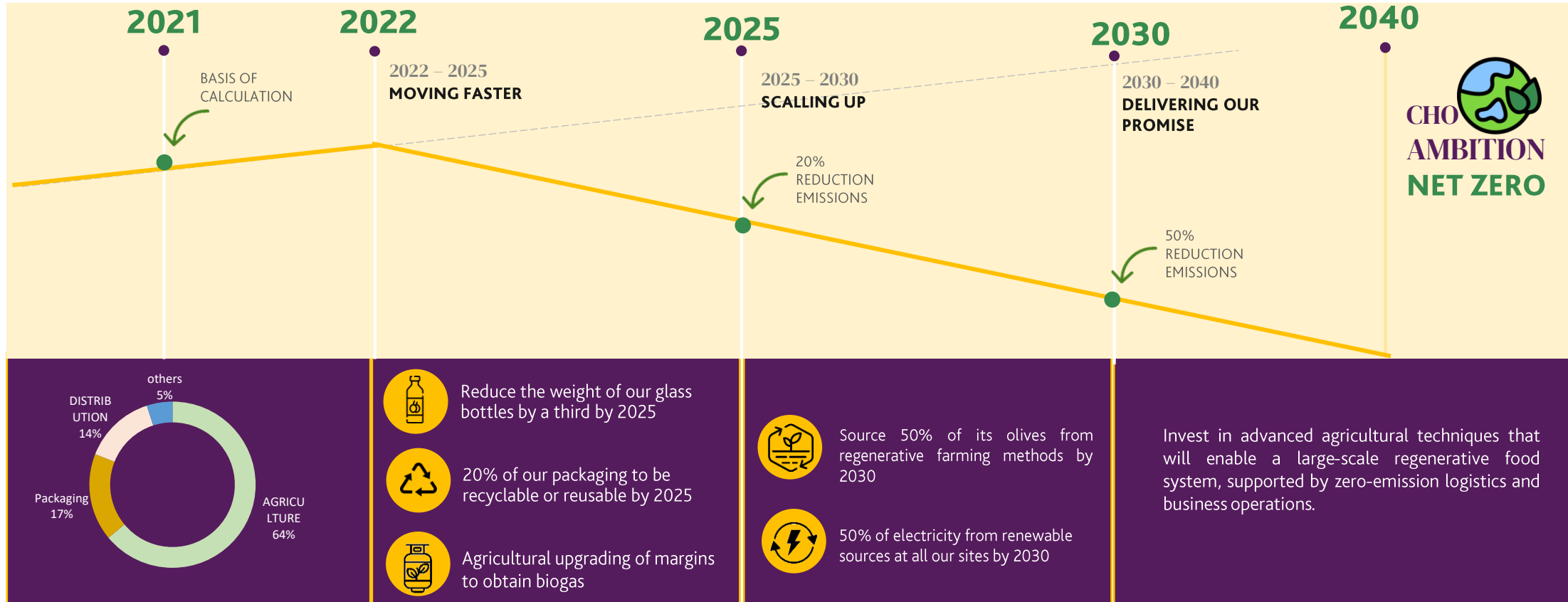


*Calculated in Germany

CHO GROUP

'AMBITION NET ZERO' CLIMATE ACTION PROGRAMME

REDUCTION, ELIMINATION AND CARBON NEUTRALITY



#TheOneTrust



CHO GROUP

SHAPING THE FUTURE

EXPECTATION AND ASPIRATIONS





SHAPING THE FUTURE NETWORKING AND COLLABORATION



EXPECTING **VALUABLE NETWORKING OPPORTUNITIES** TO CONNECT WITH INDUSTRY EXPERTS, RESEARCHERS, AND POTENTIAL PARTNERS.



ESTABLISHING NETWORKING OPPORTUNITIES TO EXPLORE INTERNATIONAL INVESTMENT POSSIBILITIES IN ALIGNMENT WITH **CHO GROUP'S GLOBALIZATION STRATEGY.**



ENCOURAGING **COLLABORATIVE EFFORTS** TO ADVANCE R&D, FOSTERING CONTINUOUS IMPROVEMENT AND EXCELLENCE.

Through these expectations, we aim to foster dialogue and networking, contributing to the further development of the olive oil industry.

THANK YOU

[CHO]
GROUP

