

## **FrieslandCampina Engro Pakistan Limited**

With an annual turnover of 11.3 billion euro Friesland Campina is one of the six largest dairy companies in the world. Friesland Campina supplies consumer products such as dairy drinks, baby food, cheese and desserts in many European countries, in Asia and in Africa. Also, products are distributed to the trade, such as cream and butter products to bakeries and catering companies. In addition, Friesland Campina produces ingredients and half-finished products for manufacturers of infant nutrition, food and pharmaceutical sectors worldwide. Friesland Campina has offices in 32 countries and over 22,000 employees.

The company is wholly owned by dairy cooperative Friesland Campina UA , with more than 19,000 member dairy farmers in the Netherlands, Germany and Belgium one of the largest dairy cooperatives in the world.

**FrieslandCampina Engro Pakistan Limited** launched as Engro Foods in 2005 with first production facility in Sukkur, Pakistan and the introduction of flagship UHT milk brand: **Olper's**. Following successful entries in the tea-whitening category with Tarang in 2007, and the ice-cream market with Omorè in 2009, we entered into a strategic partnership with Royal FrieslandCampina of Netherlands in 2016.

This presented us with the opportunity to bring transformational change and the spirit of nourishment to Pakistan's food landscape with access to over 140 years of dairy expertise, and a portfolio of renowned brands that consumers around the world welcome into their homes. Since then, we have entered multiple segments with consumers exhibiting a strong preference for our brands as they find their way to millions of breakfast tables nationwide

Being the fourth largest milk producing country in the world, and with Pakistan's burgeoning population set to cross 300 million by 2050, we are committed to providing the nation with affordable, safe and superior dairy products.

**Royal Friesland, acquired 51 per cent of Engro Foods Pakistan, which was one of the largest private sector foreign direct investments in Pakistan's dairy sector, amounting to \$450 million**