



EXECUTIVE CORPORATE PROFILE

The Executive Management Arm of Moyara Holding — Delivering Centralized Leadership, Governance & Operational Excellence Across Operating Companies.

www.zelere.com



About Us & Group Structure

Zelere Holding Overview

Zelere Holding is the executive management company of Moyara Holding. It was established to provide centralized leadership and specialist management services across the Group. Zelere works with boards, shareholders and operating management teams to align business plans, reporting, governance and operational performance.

The Group CFO, Group CHRO and Group COO are based within Zelere Holding and oversee their respective functions across the operating companies.

Each operating company remains responsible for its customers, employees and day-to-day market activities. Zelere provides Group-level direction, oversight and support.

Relationship with Moyara Holding

Moyara Holding: Ownership, investment and capital allocation.

Zelere Holding: Management, governance and shared services.

Operating Companies: Day-to-day operations and market execution.

More information about Moyara Holding and its portfolio is available at:
www.moyaraholding.com

Our Role & Strategic Oversight

The Executive Management Arm

Zelere Holding provides centralized management, governance, financial oversight and operational support to the businesses owned by Moyara Holding.

Our role is to work with the management teams of each business to establish clear plans, monitor performance, improve operations and support sustainable growth.

Zelere Holding houses the Group's executive management functions, including the Chief Financial Officer (CFO), Chief Human Resources Officer (CHRO) and Chief Operating Officer (COO). These executives provide leadership, oversight and support across the operating companies.

Moyara Holding: Owns and invests in businesses.

Zelere Holding: Provides management and shared services to support those businesses.



Management Approach & Core Responsibilities

Management Approach

- ✓ Set clear objectives and responsibilities.
- ✓ Provide consistent financial and operational reporting.
- ✓ Support management teams with specialist expertise.
- ✓ Monitor results and address performance gaps.
- ✓ Support expansion, restructuring and transformation projects.

Management Responsibilities

- ✓ Corporate strategy and business planning.
- ✓ Finance, treasury and performance management.
- ✓ Corporate governance, legal, risk and internal audit.
- ✓ Operational improvement and procurement.
- ✓ Human resources and organization development.
- ✓ Digital transformation and business development.

Executive Management Services



Group Executive Management

Zelere Holding houses the Group's Chief Financial Officer (CFO), Chief Human Resources Officer (CHRO) and Chief Operating Officer (COO).

- **Group CFO:** Oversees financial strategy, reporting, treasury, funding and performance management.
- **Group CHRO:** Oversees organization structures, talent, performance management, succession planning and leadership development.
- **Group COO:** Oversees operating performance, process improvement, supply-chain coordination and procurement.



Corporate Strategy & PMO

Business planning, strategic priorities, project management and implementation monitoring.



Finance, Treasury & Performance

Budgeting, reporting, cash-flow management, funding, capital allocation and performance review.



Governance, Legal, Risk & Audit

Governance frameworks, policies, decision rights, compliance, legal coordination, risk management and internal audit.

Executive Management Services



Operations & Procurement

Process improvement, productivity, supply-chain coordination, procurement and cost control.



HR & Organization Development

Organization structures, recruitment support, performance management, succession planning and leadership development.



Digital Transformation

ERP implementation, data reporting, system integration and process digitization.



Business Development

Market assessment, partnerships, expansion opportunities and support for new business initiatives.

Supported Industry Sectors

Zelere provides management support to businesses operating in the following sectors:



FMCG & Food Services

- FMCG and food distribution
- Catering and food service



Manufacturing & Retail

- Manufacturing and packaging
- Retail and private label



Services & Solutions

- Pest management
- Specialized business services

For details of the Group's companies and investments, visit: www.moyaraholding.com

Group Leadership

Zaher Fouad El-Khatib

Chairman

The Chairman leads the Group's overall direction and strategic priorities.

He is supported by Zelere Holding's C-suite—the Group CFO, Group CHRO and Group COO—who help translate these priorities into financial, people and operational plans.

Together, they oversee governance and performance, support the operating companies, and provide the Chairman with the information and recommendations required for major decisions.





Driving Sustainable Growth & Strategic Leadership

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