

Issue N° 0002

SONOCO
Business Review

Les Moulins d'Afrique · Agro Food Industrie · AM Transit · Metal Import · Soha Constructions · Sonoco Timce Beriya · Sonoco Waqf · Siaf Group · Sonoco Sierra Leone · CBA · ima · Fermav Industries · CERFI


SONOCO
The Baker's Trusted Partner
Les Moulins d'Afrique
FARINE DE LUXE
Les Moulins d'Afrique

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Mamadou Saliou DIALLO

CHAIRMAN

Chairman’s Address

Dear Readers, Dear Partners,

It is with great joy and profound pride that I address you in this second issue of our magazine, SONOCO Business Review. Our Group is celebrating 32 years of growth since its inception as SGI and 20 years under the identity of SONOCO. Over these decades, we have built a remarkable entrepreneurial journey, guided by a bold vision and driven by the men and women who embody our values of excellence, governance, and teamwork. Through our activities in industry, logistics, agribusiness, and metallurgy, we do more than produce: we create jobs, spearhead transformative projects, and contribute to the development of our nation and the broader region.

Today, we proudly operate in Guinea, Sierra Leone, and beyond, continuing to innovate, invest, and grow sustainably. I would like to extend my heartfelt thanks to all our employees, whose unwavering dynamism drives us forward, as well as to our partners and clients for their enduring trust. Our ambition is to solidify our achievements and sustain our efforts, always striving to serve you better and to meet the challenges of a rapidly changing world.Thank you all for sharing our passion for entrepreneurship and progress.



Abdoul Karim DIALLO

CEO OF THE SONOCO GROUP

CEO’s Address

Dear Colleagues, Dear Partners,

I want to take this opportunity to extend my warmest wishes for 2025. This moment represents a fresh chapter and a pivotal step in our growth journey. Together, we can take pride in our accomplishments: the opening of new industrial avenues, significant progress on major projects such as the Freetown Mills, and the successful launch of our 1Up Energy brand.

In 2025, we are committed to reaching even greater heights by strengthening our leadership position in the region. We will focus on operational excellence, the modernization of our production facilities, and the diversification of our product offerings. At the same time, we will continue to prioritize the well-being of our teams, workplace safety, and the satisfaction of our customers. Our efforts to expand CSR initiatives will remain central to our mission, ensuring we make a sustainable and positive impact on the communities we serve.

With our shared spirit of collaboration and professionalism, I am confident we will meet these challenges together. I wish you all a prosperous and inspiring 2025, filled with success and innovation for the SONOCO Group.



1UP+ ENERGY

ENERGY WITHOUT LIMITS

Editorial



Dear Readers,

I am delighted to present the second edition of our SONOCO Business Review. First and foremost, let me extend my best wishes to each of you for a prosperous and fulfilling 2025.

In this issue, we celebrate both the successes of 2024 and the exciting opportunities that lie ahead. From the growth of our subsidiaries and the continuous modernization of our equipment to the launch of new CSR initiatives, we remain committed to balancing economic expansion with social responsibility. Through these pages, you will discover how we are shaping the future of the SONOCO Group, driven by the collective dedication of our teams and the steadfast trust of our partners.

In 2025, we will double our efforts to cultivate excellence and innovation. Exciting new projects are on the horizon, further strengthening our position as a regional leader. I encourage you to explore this edition and gain a deeper understanding of the energy propelling us forward, as well as the vital role that each of you plays in our shared success.

Enjoy your reading, and may 2025 be a year of strong partnerships and significant achievements for all!

Aminata Rabi CONDÉ
COMMUNICATIONS & CSR DIRECTOR



1

CROSS-INTERVIEWS



CBA

COMPAGNIE DES
BOISSONS D'AFRIQUE

Introducing the African Beverage Company (CBA)

A proud subsidiary of the SONOCO Group, CBA is committed to excellence in the production and distribution of leading brands like Salam and 1Up Energy. Designed to meet the demands of an evolving market, CBA combines expertise and innovation to deliver high-quality beverages for every moment.

Salam

1UP ENERGY

1.1 Introducing CBA – Compagnie des Boissons d'Afrique, with Mr. Ahmed Sylla

The General Manager of CBA introduces the SONOCO Group's new subsidiary dedicated to beverages, which has emerged from the spin-off of AFI's activities.

What motivations led to the creation of CBA as an independent entity, and what is its specific mission?

Today, SALAM beverages enjoy strong brand recognition and are highly appreciated by consumers due to the quality of our products. This translates into high market demand, the satisfaction of which requires a dedicated organization to fully seize the opportunities available to us. Moreover, it is important to note that we are the only beverage company in Guinea present in four categories: mineral water, soft drinks, fruit juices, and energy drinks.

As a result, it became clear to shareholders and management that creating a subsidiary focusing solely on beverages was essential, given our growth ambitions and the diversity of our activities. Our mission is to become the drink of choice for the population and to take the leading position in the Guinean market.

Who is the target audience that CBA aims to reach, and what sets CBA apart for this audience?

CBA targets all age groups with our high-quality mineral water and the general population aged 6 and above for our fruit juices and soft drinks. What sets CBA apart is our commitment to offering the public high-quality products that meet international standards, alongside a range of local initiatives to stay close to our audience.

We operate state-of-the-art production lines, and all our raw materials are supplied by global industry leaders.



Mr. Ahmed SYLLA
General Manager of Compagnie des Boissons d'Afrique

What specific products or services is CBA developing to stand out and meet new market demands?

We are constantly listening to our consumers, which is why we recently launched 1Up Energy, our energy drink with a new, more attractive look. Soon, we will also introduce unique beverages to the market.

Since its creation, what performance indicators show CBA's development, and what are your financial goals for the coming years?

While we face the typical challenges of a new organization, we remain optimistic due to promising prospects.

Since our launch, we have seen better control over direct sales in Conakry, improved product availability in retail outlets, and although there is still work to be done, our teams are more focused and less dispersed.

In the coming years, we aim to double our sales, maintain healthy receivables, reduce our fixed costs, and, most importantly, achieve a double-digit profitability rate. This is achievable with a dedicated team and strong management.

How do you define CBA's corporate culture, and what values would you like to instill in the teams to strengthen CBA's distinct identity?

Our culture is focused on achieving goals, coupled with recognition for employees' achievements. CBA's values are those of the SONOCO Group, as we firmly believe these values will help us reach our ambitions if every employee at CBA embraces them. As the CEO, it is my responsibility to inspire the team to adopt these values, which are:

- Good Governance
- Teamwork
- Excellence

What eco-friendly initiatives set CBA apart in its sector, and how do you integrate sustainability from the early stages of the company?

Since the beginning of our operations, we have had a modern wastewater treatment unit at our factory. These waters are collected through an underground network and transported to a station where they undergo treatment and filtration before being released from the factory through drainage channels.

This process significantly contributes to environmental protection. Additionally, CBA has always committed to:

- Comply with pollution threshold limits
- Reduce waste through a strict stock management policy
- Meet regulatory requirements
- Provide a healthy work environment for our employees and contractors.

Today, we are in a Quality approach with ISO 9001 and ISO 22000 certifications, and in the coming years, we aim to further demonstrate our environmental management through ISO 14001 Environmental Management System (EMS) certification.

What are your ambitions for CBA in the coming years, and how do you envision the evolution of your market positioning?

As mentioned above, in the coming years, we plan to double our sales by introducing numerous innovations to our product portfolio and capitalizing on geographic expansion. In terms of positioning, the goal is to ensure that CBA becomes a key player in the beverage market.

CBA
COMPAGNIE DES BOISSONS D'AFRIQUE

Mr. Sylla and his team at the launch of the 1Up Energy drink in Conakry





Mr. Karim DIABATÉ
General Manager of Agro Food Industrie

1.2 Agro Food Industry - AFI: An Evolution Explained by Mr. Karim Diabaté

Focus on AFI: the subsidiary now fully dedicated to the Food Industry, with Mr. Diabaté.

What is AFI's current positioning, and how will the company's mission evolve?

Since October 1, 2024, Agro Food Industrie (AFI) has divested its beverage business to fully focus on its core activity: the exclusive production and distribution of Nestlé products. As a result, we remain a key player in Guinea's agri-food sector. Our portfolio includes flagship brands such as MAGGI, NAN, CERELAC, NIDO, and NESCAFÉ. Currently, we hold a leading position in most market segments, particularly in the bouillon category with our MAGGI brand.

Looking ahead, our mission is evolving with a bold ambition: to become the undisputed national leader across all segments by 2025. This will be achieved through an ambitious commercial and industrial development plan.

Who are AFI's target consumers, and what added value does the company bring?

From milk and infant cereals for the youngest consumers to the essential MAGGI bouillons cherished by cooking enthusiasts, and popular staples like NESCAFÉ and NIDO, our wide-ranging portfolio caters to everyone's needs. Our added value lies in promoting health and well-being by offering products enriched with vital nutrients such as iron and vitamin B, meeting the growing nutritional demands of our consumers.

What recent innovations or developments support AFI's strategy?

In 2023, AFI took a major step forward by launching local production of MAGGI bouillons, which were previously imported. This strategic move has boosted our competitiveness while better addressing the growing needs of the local market. By 2025, we aim to expand our product range significantly, delivering innovative solutions that surprise and delight our consumers while addressing their evolving expectations.

What indicators demonstrate AFI's strength, and what are your growth prospects?

Our 2024 revenue shows robust growth, and we anticipate highly promising net results. For 2025, we have set ambitious goals, projecting double-digit revenue growth and a doubling of profitability through effective cost management.

Looking ahead to 2030, AFI is targeting an average annual growth rate of 15%, driven by greater diversification and expanded operations.

How does AFI inspire its teams while staying true to its core values?

At AFI, we embrace a corporate culture built on excellence, collaboration, and commitment. To empower our teams, we have implemented innovative continuous training programs that foster skill development and professional fulfillment. Additionally, we celebrate both individual and collective achievements through recognition initiatives, strengthening motivation and fostering a strong sense of belonging.



The MAGGI factory team at work

Remaining true to our founding values, we continuously reinvent ourselves to meet modern challenges. With inclusive governance and a forward-looking vision, we create an environment where every team member can thrive while contributing meaningfully to the company's success.

What are AFI's key commitments in terms of CSR?

AFI is committed to:

- Promoting a strong internal social culture;
- Supporting local initiatives through donations and aid;
- Actively combating pollution to protect the environment;
- Providing products that meet international hygiene and safety standards;
- Securing the necessary CSR certifications to uphold a sustainable policy.

To date, we are proud to be HALAL and SMETA certified, a recognition of our commitment to providing a healthy and respectful work environment. In the coming months, we aim to achieve ISO 9001 and FSSC 22000 certifications, further strengthening our pursuit of excellence.

These commitments reflect our determination to combine economic performance with positive societal impact and environmental preservation, all while staying true to our core values.

What are your strategic objectives, and how do you anticipate future challenges?

Our medium- and long-term strategic objectives are structured around six key pillars:

1. **Commercial:** Strengthen our leadership position and expand our activities.
2. **Industrial:** Increase production capacity by 150% to meet growing demand.
3. **Financial:** Optimize costs to improve profitability and boost our contribution to the national GDP.
4. **Operational:** Reduce reliance on imports by developing partnerships with local suppliers.
5. **Human Resources:** Create over 1,000 jobs by 2030 and promote local talent.
6. **CSR :** Implement an ambitious corporate social responsibility policy and achieve international certifications in this area.

To address the challenges of our sector, we will invest in innovation, training, and diversification, while ensuring a balance between economic growth and sustainable development.

2

FEATURE STORY

32 YEARS OF SGI

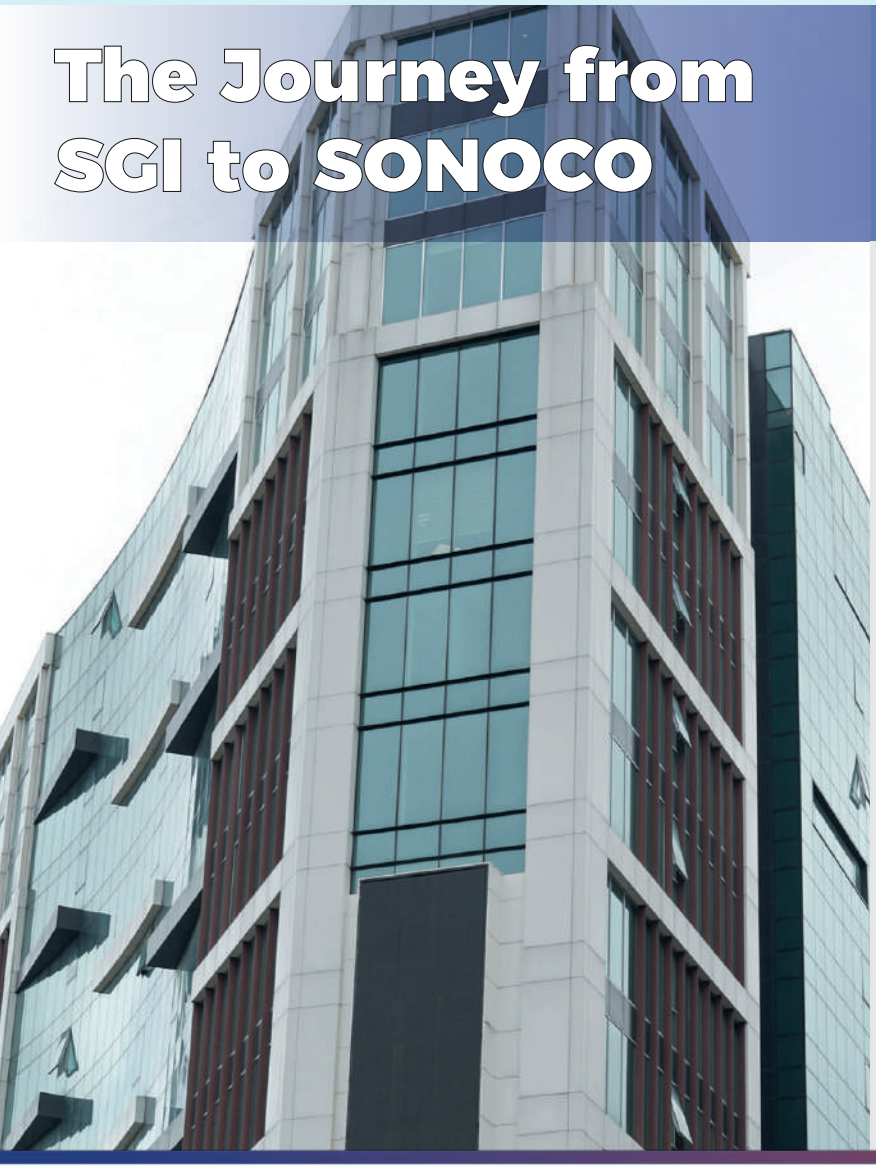
20 YEARS OF SONOCO

SONOCO

SGI 32 ans 20 ans SONOCO

The Journey from SGI to SONOCO

A Story of Growth and Leadership



From SGI to SONOCO
32 Years of Legacy, 20 Years of Excellence

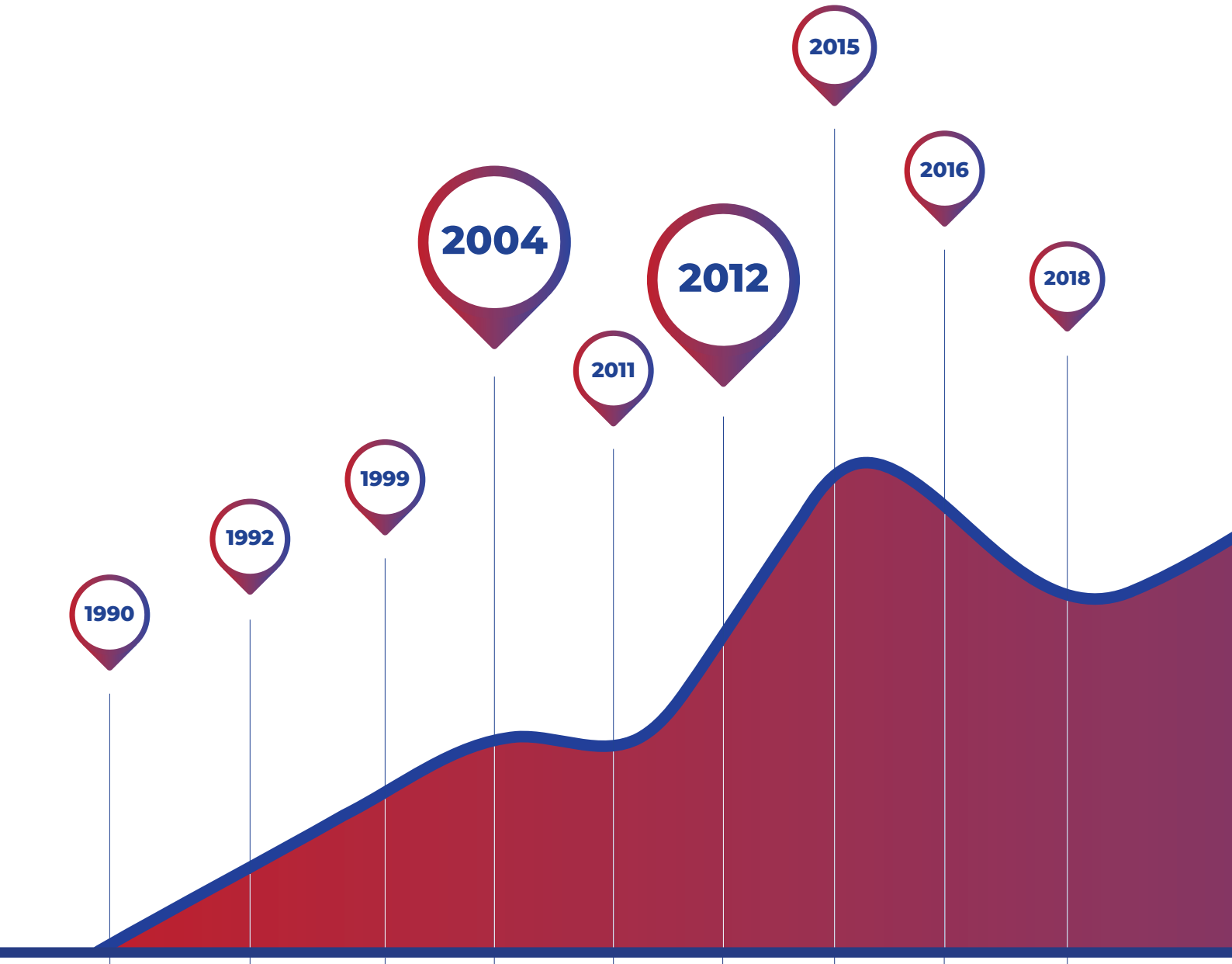
Since its inception in 1992 as SGI (Société Guinéenne d'Investissement), SONOCO Group has continuously evolved, innovated, and grown to become a key player in the economic landscape of Guinea and West Africa. Today, we celebrate 20 years of SONOCO, as well as 32 years of a remarkable and inspiring journtey.

Guided by a clear vision, SONOCO delivers sustainable and innovative solutions tailored to the needs of our communities. What began as an import and distribution company is now a leading multi-sector group operating in strategic industries such as agro-industry, beverages, logistics, and more.

Les Moulins d'Afrique · AGRO FOOD INDUSTRIE · AM TRANSIT · MI METAL IMPORT · SOUA CONSTRUCTIONS · SONOCO TRADE CENTER · SONOCO WAQf · SIAF GROUP · SONOCO SIERRA LEONE · KBA · ima · FERMAV industries · CERFI

TIMELINE

32/20



1990 — Nestlé Guinée is founded

1992 — Société Guinéenne d'investissement SGI

1999 — Creation of AM-Transit

2004 — SGI becomes SONOCO

2011 — Metal Import is founded

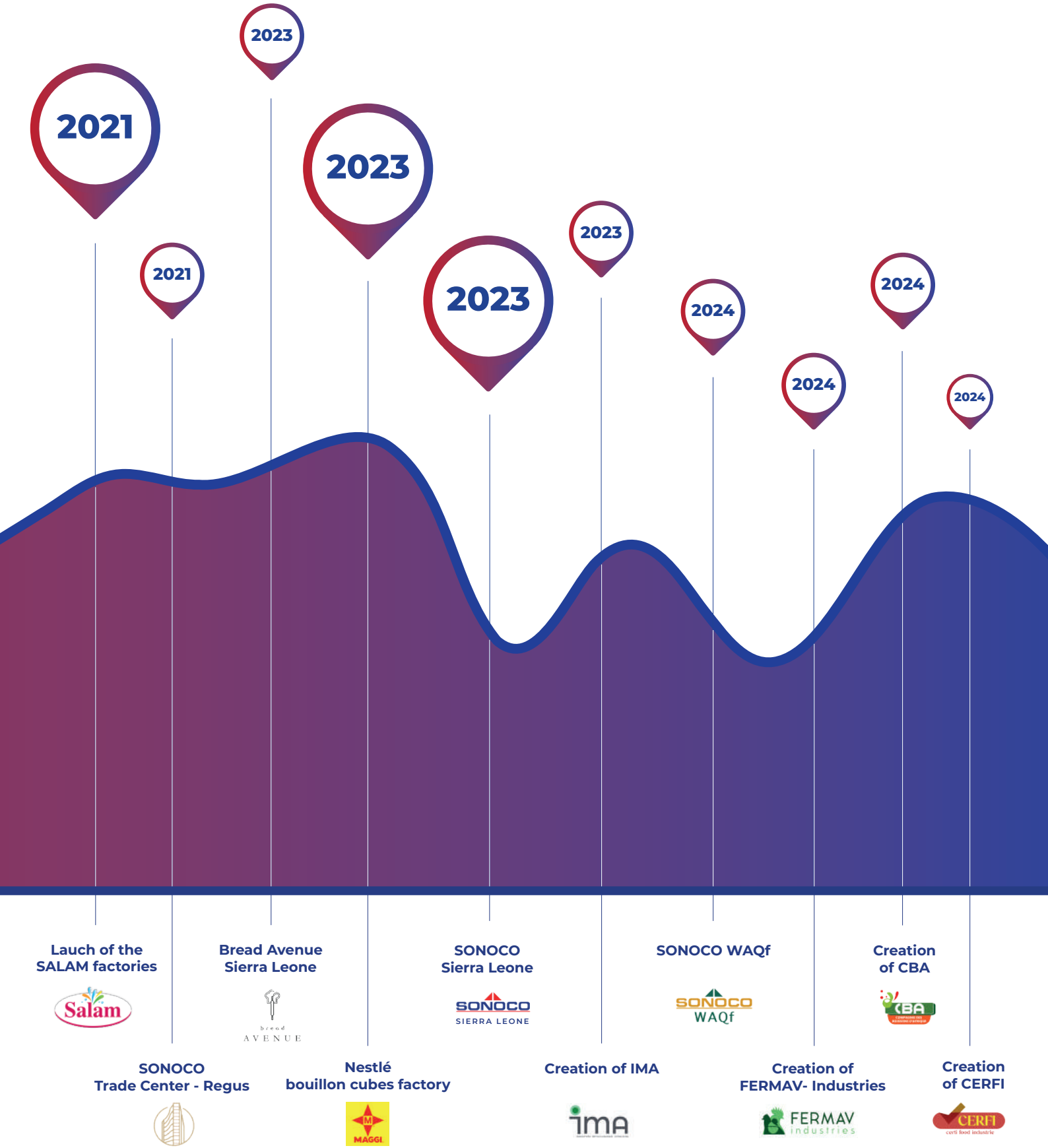
2012 — Les Moulins d'Afrique

2015 — SONOCO enters Metal Import's capital

2016 — Hi-Tek Africa, current SOHA Constructions

2018 — Agro Food Industrie Guinée

YEARS OF HISTORY





20 YEARS
AT THE CORE OF THE GROUP

A longstanding member of the SONOCO Group, Mr. Boubacar Barry, now General Manager of the subsidiary Les Moulins d'Afrique, shares the highlights of his professional journey.

Over the past 20 years, what has been your career path within the Group and its subsidiaries?

Throughout my journey within the SONOCO Group, I have had the opportunity to hold several key positions:

- General Manager of Moulins d'Afrique
- Deputy General Manager of the SONOCO Group
- Commercial Director
- Head of National Commercial Operations
- Head of Commercial Operations for the Conakry region
- Sales Representative
- Treasurer
- Warehouse Manager

What is your view on the evolution of the SONOCO Group?

The journey began humbly in 2004 with the import of a few containers of flour. Since then, the Group has experienced remarkable growth, expanding to multiple subsidiaries and solidifying its position in various economic sectors, both locally and internationally. This growth has been accompanied by a significant increase in the workforce, which has grown from just a handful of employees to over a thousand, with staff members representing various nationalities.

As the leader of the LMA subsidiary, how have you observed the evolution of your clients' needs and the markets you serve?

The market has shown sustained growth, with an average annual rate of 6%, driven by a demographic increase of 2-3% and significant changes in dietary habits in Guinea. A substantial improvement in the electricity supply has also become a major driver, particularly fostering the development of the bakery sector. Thanks to the widely recognized quality of our products, we have strengthened our position regionally. Today, our operations extend to strategic markets in the sub-region, including Sierra Leone, Liberia, Mali, and Senegal.

Finally, I am proud to announce that our subsidiary will celebrate its 10th anniversary during the second quarter of 2025.

You are one of the few employees who has witnessed the entire evolution of the SONOCO Group. What memories do you have of its early days?

I decided to embark on this journey with Elhadj Mamadou Saliou Diallo from the very beginning, driven by unwavering confidence in his leadership. We started at a time when many doubted the feasibility of scaling up the industrialization of what we now produce. Looking back, I can only be proud of my contribution to the development of the Group.

What were the initial challenges faced by the SONOCO Group, and how have they been overcome over the years?

In its early days, the SONOCO Group faced significant challenges:

- Human resource-related issues
- Sociopolitical instability in the business environment
- Difficulties accessing financing

However, far from being hindered, the Group demonstrated agility and innovation to overcome these obstacles, grow over the years, and solidify its position in the Guinean and regional markets.

A bag of AGB flour, the flagship brand of Les Moulins d'Afrique.



What key moments or initiatives in the Group's journey fill you with the greatest pride?

Reflecting on the journey we've undertaken since the beginning, my pride can be summed up in four key accomplishments:

- The industrialization of the Group, a decisive milestone that structured and diversified our activities.
- The creation of jobs and the promotion of talent.
- The acquisition of Nestlé's shares in Guinea, which led to the establishment of a MAGGI bouillon production unit and positioned the Group as the exclusive distributor of other Nestlé products across the country.
- The establishment of the Group's headquarters in the business district, with the new SONOCO Trade Center building in Kaloum.

What are the most important lessons you've learned from your experience with the Group?

My experience with the Group has taught me several invaluable lessons:

- The significance of the Chairman's leadership and strategic vision in guiding the Group toward a bright future.
- The ability of the Group's leaders to adapt, a critical asset in overcoming market challenges and thriving in a constantly evolving environment.
- The transformative impact of the organizational changes led by the current CEO, Mr. Abdoul Karim Diallo, which have brought a renewed energy and enhanced operational efficiency across the Group.

How do you perceive the SONOCO Group's overall contribution to the well-being of communities and its impact on the sectors in which it operates?

The SONOCO Group makes a significant contribution to the well-being of communities and the growth of the sectors where it operates. Among its key achievements are:

- The creation of over 1,000 jobs, providing professional opportunities and supporting local economic development.
- Exporting its expertise internationally, establishing the Group as a key player on the global stage.
- CSR initiatives and the establishment of the SONOCO WAQf Foundation, reflecting the Group's commitment to sustainable and responsible development.

These actions not only drive the Group's growth but also solidify its role as a catalyst for social and economic transformation.

As a witness and participant in this journey, what message would you like to convey to past and current employees who have contributed to these 20 years of success?

"Alone, we move fast, but together, we go further." This belief perfectly captures our approach within the SONOCO Group. That is why we place great importance on our core values: teamwork, good governance, and excellence.

I would like to take this opportunity to extend my sincere gratitude and congratulations to everyone who has contributed—and continues to contribute—to this journey with us. Your dedication and efforts are deeply appreciated and make all the difference in our collective success.

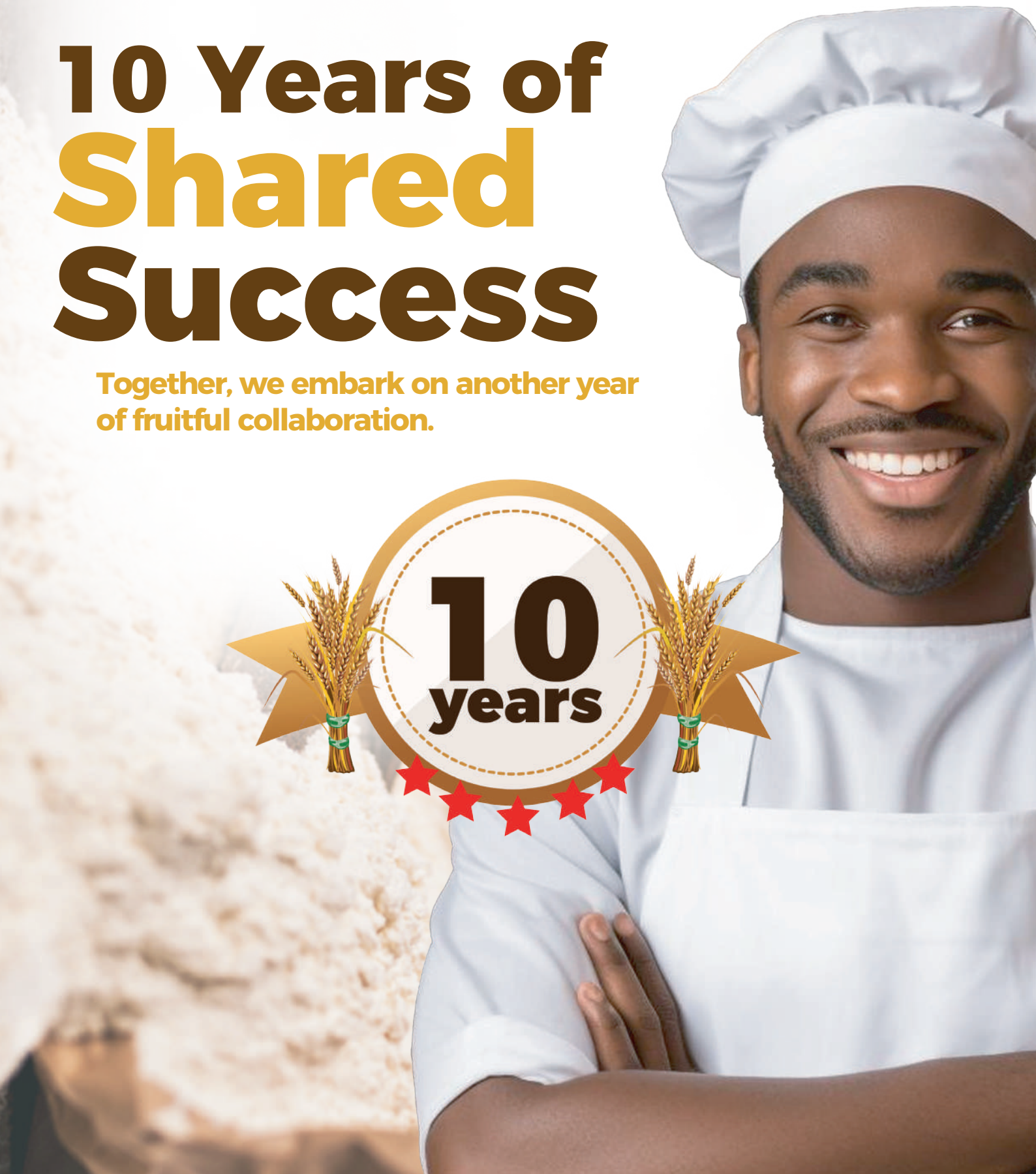
The SONOCO Group's industrial site in the commune of Tombolia, Conakry.



Les Moulins d'Afrique

10 Years of Shared Success

Together, we embark on another year of fruitful collaboration.



STORIES

The Group's Evolution: A Successful Development



Mr. Abdoulaye DIALLO
Cash Desk Manager
SONOCO Group

"From the very beginning, I had the privilege of working alongside the Chairman, Elhadj Mamadou Saliou Diallo, accompanying him on his travels and partnerships, particularly with bakers. We were a small, close-knit team based in a three-story building under construction, witnessing firsthand the company's expansion.

Under the Chairman's leadership, we worked tirelessly to support an ambitious vision. Our days were split between the office and the field, a work method that strengthened our determination to grow the business. Gradually, the Chairman developed a network of stores in the capital, and by 2006–2007, we were importing up to 300 containers per month, positioning us among Guinea's largest importers at the time.

The Group's expansion accelerated with the creation of the LMA subsidiary and the construction of our mills on the Tombolia site. We began with a bagging unit, and over time, our activities diversified. Today, the SONOCO Group stands as a model of success, the result of hard work, perseverance, and patience. None of this would have been possible without the Chairman's vision and our collective commitment from the start."



Mr. Thierno Aliou DIALLO
Cash Auditor
SONOCO Group

"Since 2002, I have had the opportunity to work alongside the Chairman, starting as a storekeeper in Kipé before joining the company's broader operations in 2003. During this period, I contributed to the construction of our first headquarters in the city, the NCCK building (New Commercial Center of Kaloum), which I later managed. At the time, this building housed 30 shops and offices spread across three floors.

Present from the very beginning of the company's activities, I simultaneously took on the roles of manager and head cashier. In 2007, I had the privilege of working directly with Mr. Abdoulaye Diallo, which marked a new phase in my professional journey within the Group.

Today, I am filled with immense pride as I witness the company's growth. This progress would not have been possible without the collective effort, commitment, and determination of every team member—key factors that have driven the successes we celebrate today"



Mr. Amadou Mouctar BAH
Cashier - SONOCO Group

"My journey with the company began in 2003 when I joined the team as Head of Cash Operations in Dixinn, working closely with one of our partners in the flour sector, particularly in supply management. At the time, crises affecting our partner had a direct impact on our activities, especially in our relationships with bakers. To overcome this challenge, we diversified our partnerships, which allowed us to sustain our imports despite the difficulties faced.

I had the opportunity to be one of the first to sell the imported flour when the company was just starting out, managing two stores. Over the years, my role evolved from sales representative to head cashie and then to cashier, all while closely following the company's development and growth.

Today, I am proud of the journey we've undertaken and hope the company continues to grow, reaching new horizons and further diversifying its activities."



Elhadj Amadou DIALLO
Sales Representative
Les Moulins d'Afrique

"The company's growth represents a dream come true, and witnessing this expansion throughout my career is a source of immense pride for me. I began my journey as a storekeeper before joining the sales team as the business grew. I also took on responsibilities as a collection officer.

The company's development has been gradual. The construction of our mills began in 2012. Initially, our activities were limited to bagging imported finished products, but over time, we successfully diversified. The company's rise has been swift, with major advancements every 2 to 3 years. Investing in talent has played a key role in consistently improving our operations.

My hope is to see the company grow even further, expanding its presence internationally and entering new countries."

Les Moulins d'Afrique (LMA) and the AGB Brand: Long-Term Partnerships with Distributors and Bakers

The marketing of flour and partnerships with distributors and bakers are fundamental to the SONOCO Group. Let's meet these key partners at the heart of our operations.



Établissement BMB

Distributor of the AGB brand since 2005

What led you to start distributing AGB brand products?

It all began with a bag of AGB flour, obtained through a friend. I offered it to my customers, and they immediately embraced it. I then went to Conakry to purchase 100 more bags.

During this purchase, the company's Director made my work easier by contributing to the transportation costs through a discount. Within just ten days, all 100 bags were sold. Encouraged by this success, I increased my orders to 150 bags, then more as the business grew.

Mr. Mamadou Bonyi BARRY
établissement BMB - Distributor of the AGB brand

Why did you choose to distribute LMA's products (AGB brand flour)?

This flour stands out because of its quality, which meets the needs of my customers. They value it for its performance and reliability—key attributes for bakers who use it daily.

How have AGB brand products influenced your sales or strengthened your relationship with your clients?

The discount I received on the initial purchase of 100 bags allowed me to offer these products at a very attractive price. This competitive positioning not only facilitated quick sales but also gave me the opportunity to purchase more bags in the future. As a result, I gradually expanded my client base. The demand quickly increased, which is a clear sign of the flour's excellent quality.

How would you evaluate your experience with the LMA teams?

I am extremely satisfied with my experience working with LMA. Initially, within a month, I increased my purchase of AGB flour from 100 bags to 150, and then to 300. The company supported my business growth by providing various facilities. We now have a relationship that could be described as familial.

How do you see the evolution of your partnership with LMA in the coming years?

I hope that our business relationship with Les Moulins d'Afrique and the AGB brand will continue to strengthen, with an ambitious target for 2025: to distribute even larger quantities of flour bags each month.

Établissement BSD
Distributor of the AGB brand since 2007



Mr. Boubacar Sele DIALLO
Établissement BSD - Distributor of the AGB brand

What led you to start distributing AGB brand products?

Having initially worked in distribution abroad, I felt the need to establish myself in Guinea, collaborating with local traders and products. It was essential for me to settle down and develop a business locally. In 2007, I began working with AGB flour.

Over time, I managed to secure several sales points across different neighborhoods in Conakry. I also worked with Mr. Barry, now the General Manager of LMA, who was, at the time, a sales representative. The facilities offered by the company allowed me to significantly grow my business.

Why did you choose to distribute LMA's products (AGB brand flour)?

At the time, even though several brands were meeting market demand, AGB stood out for its continuous and regular deliveries. Its competitive pricing played a crucial role in stabilizing flour prices, making the brand a key reference. Additionally, the brand's sales representative valued and rewarded the loyalty of traders. As a long-time distributor, I am now closely associated with the AGB brand.

Do you have examples where the quality of AGB brand products made a difference for a customer?

With the LMA factory located locally, customers have direct visibility into the factory price and the retail price. This allows them to know that the price offered by the seller reflects a reasonable margin, without any unjustified price inflation.

How would you evaluate your experience with the LMA teams?

My experience with LMA has been very satisfactory. The company has provided advantageous facilities and discounts that have contributed to the growth of my business.



Mr. Ibrahima BAH - *Baker*

Four T5 - Wanindara
Traditional Bakery

How long have you been a baker? What led you to open your bakery?

I've been a baker for 15 years. My apprenticeship began with my uncle, who is a professional baker. I spent five years learning the preparation process with him. Later, I gained further experience in another bakery, where I spent a year learning the art of baking, followed by four years of working there. Five years ago, I took the step of opening my own bakery.

What convinced you to choose AGB brand products for your creations? What are the main qualities of AGB flour that you use daily?

Customers appreciate the quality of the bread because the dough mixes perfectly, and the dough rises well. I've been using AGB flour

Four T5 - Wanindara
Traditional Bakery



For a successful loaf of bread, Mr. Bah pays close attention to the temperature of his oven: it must be high.

since my early days, during my apprenticeship, and it's a product I know very well. Its reliability and performance are key assets I value.

How have LMA products improved the quality of your products? What do your customers say about the taste and quality of your products made with AGB ingredients?

Currently, I use five sacks of AGB flour per day. My bread is known for its quality, and many customers come from other neighborhoods like Kobaya, Lambanyi, etc., to buy it. Some even ask me for my secrets on how I work the dough to achieve such beautiful, well-baked bread.

How would you evaluate LMA's service?

I am fully satisfied with the products and services provided by LMA. When necessary, deliveries are available, with transportation costs covered. I particularly appreciate the initiatives LMA has put in place to support bakers, especially the promotions, and I highly recommend them.



Épi d'or - Lambanyi
Modern bakery

Mr. Mamadou Laliah BARRY
Bakery Manager

How long have you been in the bakery business? What led you to open your bakery?

I have been working in the bakery business for 10 years, and I have been managing a bakery for seven years. Before that, I spent three years training in bakery (learning how to use the dough mixer, etc.) in Senegal.

When my brother opened his bakery, he entrusted me with its management. There is another branch of Épi d'Or, a sister bakery to ours, in the city, in Kaloum.

What convinced you to choose AGB brand products for your creations? What are the main qualities of AGB flour that you use daily?

Since the opening of our bakery in 2015, we have exclusively used AGB flour. This choice was a natural one because this flour is perfectly suited to our products and satisfies our customers. Its affordable price was a key factor in our decision, as well as the efficient collaboration with the team and the delivery services. From the very beginning of our production, we noticed a clear difference in terms of reliability, quality, and texture, which was far superior to other brands. AGB flour ensures that the quality of the bread remains optimal throughout the day.

Can you share a memorable story about your collaboration with LMA and its AGB brand?

A competing brand approached us to test their product. However, I quickly reached out to the sales agents at LMA to encourage them to maintain an active presence with their clients, in response to the increasing competition. Despite the test, our preference for AGB flour remained unchanged, as it continues to meet our expectations.

How would you evaluate LMA's service?

I am fully satisfied with LMA's services. Their impact is positive for us and for our customers, who also share this satisfaction. LMA supports us through various initiatives, including promotions, which further strengthen our collaboration.



Empowering Communities through Impactful Initiatives
SONOCO WAQF, a foundation of the SONOCO Group, is dedicated to supporting high-impact social initiatives, particularly in education and healthcare.

Our Values

- **BUILDING**

We prioritize people at the center of our vision, fostering sustainable growth for the long term.

- **CLOSENESS**

We nurture strong relationships with our communities to deeply understand and address their needs.

- **TOGETHER**

We believe in the power of unity to bridge inequalities and create meaningful impact.

SONOCO WAQf

SONOCO WAQf

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3

BEST HSSE PRACTICES



3.1 A Medicalized Ambulance on the Industrial Site: A Major Step Forward in Health and Safety

In a context where health and safety at work are central, a major milestone has been reached at the Tombolia Plateau industrial site, located in the Tombolia commune, Conakry. The SONOCO Group has installed a fully equipped ambulance, marking its enhanced commitment to the well-being of its employees and the prevention of workplace risks.

A Tailored Response to Medical Emergencies

The installation of this ambulance on-site aims to address the specific challenges of an industrial environment often exposed to high risks. Several clear objectives drive this initiative:

Optimized Responsiveness
In critical situations such as fainting or serious accidents, every minute counts. The presence of a medicalized ambulance ensures immediate attention, increasing the chances of saving lives.

Reduced Response Time
Due to the geographic distance from major hospitals, the on-site ambulance plays a key role in bridging the gap that conventional emergency services may not cover efficiently.

A Peaceful Atmosphere for Employees
The guarantee of rapid care enhances the sense of safety at work, promoting higher morale and better productivity.

Strategic Benefits for the Company

Beyond the direct benefits for employees, this initiative is part of a broader strategic approach at several levels:

Reduction in Accident-Related Costs
A swift response minimizes the severity of injuries, reducing medical costs and prolonged activity disruptions.

Strengthening Brand Image
This initiative tangibly reflects the company's commitment to health and safety, reinforcing its reputation among all its stakeholders.

Optimization of Risk Prevention
The medicalized ambulance is an addition to a range of already implemented HSSE (Health, Safety, Security, and Environment) measures, strengthening the overall management of industrial risks.

A Structured and Collaborative Implementation

The realization of this project is based on a methodical approach, consisting of several essential stages:

• **Assessment of Specific Needs**
An in-depth risk analysis of the site justified this investment.

• **Partnerships with Experts**
Collaboration with medical emergency specialists ensures a high-quality service.

• **Training of Staff**
Training sessions were organized to equip the team to respond effectively to emergencies.

• **Establishment of a Dedicated Space**
A strategically placed location was set up to ensure quick access to the ambulance.

• **Ongoing Monitoring and Continuous Improvement**
Specific procedures have been put in place to regularly assess the effectiveness of the system.



An Operational Service 24/7

Available 24 hours a day, 7 days a week, the ambulance is operated by qualified professionals and supervised by the HSSE team at the SONOCO Group. This service serves as an essential safety net for all employees present on the site.

A Human and Strategic Initiative

Beyond its technical aspect, the installation of the medicalized ambulance reflects a strategic vision and human commitment. It demonstrates the company's desire to combine performance with social responsibility, placing health and safety at the forefront of the business's priorities.

By adopting such a proactive approach, the SONOCO Group not only enhances the well-being of its employees but also strengthens its productivity and reputation. This is further proof that valuing human capital remains at the core of its concerns.

Mr. Abdoulaye Touré
HSSE Director at the SONOCO Group



4

HUMAN RESOURCES :

TEAMS & SYNERGIES



4.1 The SONOCO Group Reaffirms its Commitment to the Fight Against Breast Cancer

As part of the global Pink October campaign, the SONOCO Group organized awareness sessions on October 17 and 18, 2024, at the SONOCO Trade Center and the Tombolia industrial site. These events brought together employees of the Group as well as women working on its premises to emphasize the importance of early detection, a vital measure to save lives.



The first session, held at the Group's headquarters, featured a deeply moving testimony from Ms. Josianne Pusterla, a breast cancer survivor. Sharing her journey to recovery, she emphasized the vital role of early screening. Her heartfelt and inspiring story encouraged participants to adopt a proactive approach to their health.

In a significant gesture, the Group's General Management, in collaboration with Courtage Africa, announced full coverage of screening costs for all women employed by the Group and its subsidiaries. Subsequently, a medical advisor led interactive educational sessions supported by detailed presentations and visual materials on breast cancer awareness and prevention.

These sessions created a dynamic space for dialogue, fostering collective awareness. The event concluded in a warm and convivial atmosphere, with informal discussions and a symbolic photo session that reinforced the sense of unity and commitment to this cause.

This initiative underscores the SONOCO Group's role as a socially responsible company, dedicated to promoting the health and well-being of its employees. It also reflects its commitment to raising awareness, preventing, and actively contributing to the fight against breast cancer for the benefit of its workforce and the community.


OCTOBRE ROSE 2024
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4.2 Satisfaction Survey: ECHOS, Amplifying Employees' Voices

In a spirit of recognition and appreciation, the SONOCO Group organized an awards ceremony to honor subsidiaries and departments that demonstrated exceptional commitment during the ECHOS satisfaction survey launched on November 1st, 2024.

This event, marked by a spirit of camaraderie and teamwork, celebrated both collective and individual contributions within the Group. Among the standout performers, AM Transit achieved a remarkable 100% satisfaction score. The team was presented with a symbolic trophy in recognition of this exceptional accomplishment, accompanied by a gift basket featuring local products from the Nestlé and Salam brands, adding a delightful and regional touch to the award. Other entities, including SONOCO WAQF and SIAF Group, were also recognized with certificates of merit for their active engagement in the survey.

These recognitions reflect the teams' dedication to meeting employee expectations and contributing to the culture of continuous improvement that defines the Group.

In addition to subsidiaries, two departments were also commended for their exemplary responsiveness as the first to complete the survey. The Legal & Compliance and Communication & CSR departments were particularly praised for their prompt and effective engagement, demonstrating their commitment to actively supporting this continuous improvement initiative.




Salam
Salam
eau minérale
50cl



4.3 Fitness Sessions: Sponsorship by the Subsidiaries at the Tombolia Industrial Site

The ‘Health for All’ Program, launched by Les Moulins d’Afrique (LMA) in September 2024, has quickly become a flagship initiative aimed at promoting health, well-being, and team cohesion. This program has transformed internal practices, demonstrating an innovative management approach focused on collective well-being.

A Start Centered around Well-Being and Synergistic Performance

The first sessions, organized by LMA and led by coach David Toure, left a strong impression with their energy and the involvement of the General Management. The sessions, which gathered a large number of employees, skillfully combined a diverse fitness program with strategic objectives: physical health, team cohesion, and personal motivation. The active participation of LMA’s General Manager, including co-facilitating some sessions, was a key catalyst for enthusiasm. These efforts strengthened interpersonal bonds within teams, creating a climate of trust that fostered collective performance.

Leadership by Metal Import: Health and Exemplarity

Building on this momentum, Metal Import took over the week of September 23, 2024. Mr. Dian Barry, General Manager of Metal Import, set the tone by actively participating in physical activities and offering practical advice on how to incorporate exercise into daily life. His exemplary leadership encouraged strong employee participation, creating a friendly and motivating atmosphere.

A Grand Finale with Agro Food Industrie

Finally, Agro Food Industrie (AFI) concluded the initiative by maintaining a high level of enthusiasm among participants. These sessions not only improved the physical condition of employees but also strengthened interpersonal relationships, which are essential for team cohesion. The strong involvement of both employees and leaders demonstrated a genuine enthusiasm for this collective approach.







A Sustainable Program for Long-Term Well-Being

Building on the success of these initial steps, the ‘Health for All’ program continues. Fitness sessions are held weekly at the SONOCO Group’s industrial site. This renewed commitment highlights the company’s determination to make well-being and performance core values of its culture.

By focusing on structured initiatives around health and cohesion, the SONOCO Group affirms its ambition: to create a work environment where personal and professional growth go hand in hand. An exemplary approach that inspires both employees and partners.





4.4 The Group rallying its teams around Life Insurance and Supplemental Retirement Plans

The Human Resources Department of the SONOCO Group recently hosted a Town Hall aimed at informing and raising awareness among employees about two key topics: life insurance and supplemental retirement plans. This initiative reflects the company's commitment to transparency and dialogue, with the goal of providing each employee with a deeper understanding of the available programs and their long-term financial security benefits.

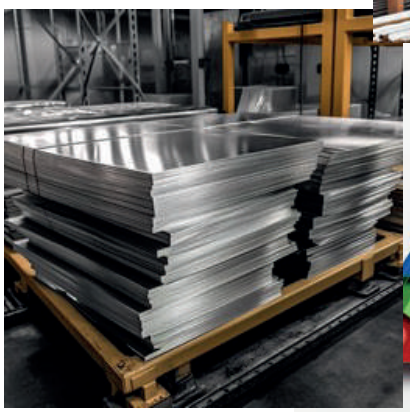
The event also saw active participation from Sunu Assurance, a strategic partner of the SONOCO Group. Experts from Sunu Assurance shared detailed information on the solutions offered, addressing employees' questions with clarity and insight. Their personalized guidance helped employees navigate the steps necessary to manage their coverage effectively and plan for their financial future.

During the Town Hall, the SONOCO Group reiterated its commitment to supporting employees well beyond the workplace. By facilitating access to reliable information and encouraging direct exchanges with specialists, the company positioned itself as a key player in the well-being of its workforce, helping employees make informed decisions for their personal and family futures.

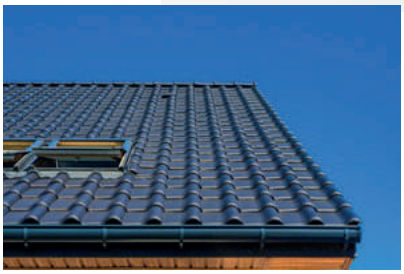
Participant feedback was overwhelmingly positive, highlighting the educational quality of the presentations and the opportunity for real-time Q&A. For the HR teams, this type of gathering serves as a strategic tool to strengthen trust and assist employees in preparing for their futures.

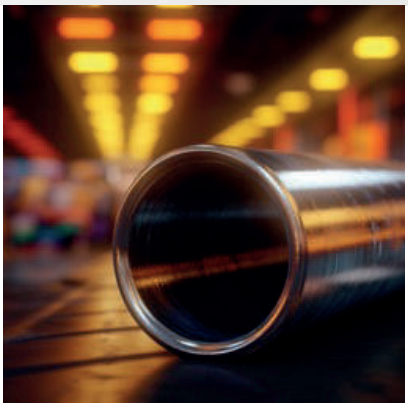
This proactive approach further highlights the Group's commitment to value its employees and provide resources tailored to their needs. In partnership with Sunu Assurance Guinea, the Group continues to build a professional environment focused on support, recognition, and preparation for a secure future. The meeting marked another significant step in the company's strategy to fully integrate financial well-being into its business model.















Metallurgy

METAL IMPORT

- ROOFING SHEETS
- REINFORCEMENT STEEL
- TILES
- GUTTERS
- MERCHANT STEEL
- LAF & GALVANIZED SHEETS

As a SONOCO Group subsidiary, Metal Import specializes in the sale and production of premium construction materials.

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Smile at Life!

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5

KEY MOMENTS & ENCOUNTERS

5.1 ‘Grande Promo AGB’: A New Edition to Reward Loyalty

Les Moulins d’Afrique (LMA) once again demonstrated its commitment to its partners by organizing the second edition of the ‘Grande Promo AGB’, a large-scale promotional campaign that began in October and concluded in December 2024. Focused on rewarding bakers, distributors, and users of AGB flour, this initiative is part of a broader strategy aimed at strengthening proximity, loyalty, and collaboration with industry professionals.

An Attractive and Innovative Campaign

The ‘Grande Promo AGB’ stood out for its simple yet effective mechanism: each bag of AGB flour came with a unique ticket that could be exchanged for a 1.5L Salam beverage, a gesture that boosted user engagement and recognized their loyalty. Additionally, bakers who purchased 50-bag lots were eligible to participate in monthly raffles held in major cities across Guinea.

The prizes up for grabs – including televisions, refrigerators, motorcycles, smartphones, and more – kept participants motivated throughout the campaign. This initiative reflects LMA’s desire to translate its success into tangible benefits for its partners, while promoting the AGB brand as a leading player in the sector.

Memorable Celebrations to Close the Year

December marked the pinnacle of this campaign with a series of memorable events. On December 18th, LMA rewarded customers who had achieved the best sales performance of AGB flour. These industry leaders were celebrated for their loyalty and their vital contribution to the growth of the bakery sector in Guinea.

On December 19th, at the Samory Touré Camp, an awards ceremony was held, bringing together numerous partners in a warm and friendly atmosphere.This moment of recognition highlighted the strong bonds between LMA and its collaborators while celebrating the quality and excellence of their products.











The highlight of the day was the first raffle held in Conakry, which saw a strong turnout from local bakers, excited by the prospect of winning attractive prizes. The campaign continued in other regions, with stops in Coyah, Kindia, and Boké, allowing a broader audience to take part in this initiative.

A Long-Term Commitment to the Sector

Beyond the distribution of prizes, the 'Grande Promo AGB' reflects a comprehensive strategy aimed at supporting and recognizing local partners. By fostering a dynamic collaborative environment and reaffirming their leadership position, Les Moulins d'Afrique demonstrate that performance and proximity can go hand in hand.

With this successful second edition, LMA continues to establish itself as a key player in the sector, actively contributing to the daily success of its partners while strengthening the AGB brand's reputation. It serves as an exemplary and inspiring model of cooperation for the entire Guinean industrial sector.











5.2 1Up Energy: A Launch with Promising Success in Guinea

The SONOCO Group has laid the groundwork for an ambitious launch of 1Up Energy, its energy drink, by orchestrating a series of events that captivated Conakry. From the mobilization of local talents to a festive tasting tour, each step was designed to make an impact and establish 1Up Energy's place in Guinea's landscape.

A Strategic Collaboration to Promote the Brand

On October 30, 2024, the pre-launch of 1Up Energy officially took a major step forward with the signing of collaborations between influential figures and the brand at the SONOCO Group's headquarters. Among those joining were Ans-T Crazy, Bouba Dial, Bademba Barry, Cheikh Sidaty Diop, and Malick Sylla. This meeting, led by Mr. Ahmed Sylla, General Manager of CBA, allowed the new "Collabs" of 1Up Energy to discover the brand's ambitious vision and receive their official scarves, symbolizing their key role in promoting 1Up Energy.

This strategic moment was further enhanced by an industrial immersion on November 1st, 2024. Three of the Collabs—Bouba Dial, Ans-T Crazy, and Cheikh Sidaty Diop—visited the SONOCO Group's facilities in Tombolia, where they explored the production processes behind the drink and the company's innovations. This experience not



only strengthened their pride in being part of the adventure but also equipped these ambassadors to effectively represent the brand.

A Festive Launch: A «Red Wave» Sweeps Through Conakry

The official launch of 1Up Energy took place from December 16th to 18th, 2024, transforming Conakry into a vibrant scene of activity and celebration.

The kick-off featured free tasting booths in several strategic neighborhoods, drawing enthusiastic crowds. Guineans were captivated by the unique taste and energy that 1Up Energy provided, all within a festive atmosphere marked by interactions with the brand's teams.

The tour then moved to another part of the city, where locals had the chance to discover this energizing drink. This stage of the campaign further boosted 1Up Energy's visibility while maintaining a friendly and engaging atmosphere.

The tour concluded in spectacular fashion with live performances from "Collabs" Bouba Dial and Ans-T Crazy, creating a memorable experience for the participants. The strategically placed tasting points offered one final spotlight for the brand, blending music and energy for a lasting impact.

A Promising Future for 1Up Energy

Thanks to a strategy that blends collaboration, industrial immersion, and festive events, the SONOCO Group has successfully created a strong connection between 1Up Energy and the Guinean public. By mobilizing its "Collabs" and orchestrating an immersive campaign, the company has reaffirmed its commitment to innovation and the promotion of local talent.

With this promising momentum, 1Up Energy is emerging as a flagship brand, ready to conquer the Guinean market and become a symbol of energy and modernity. This is just the beginning of an adventure driven by consumer enthusiasm and the ambition of the SONOCO Group.



5.3 The SONOCO Group Board of Directors Sets the Strategic Direction for 2025





On December 5th and 6th, 2024, the SONOCO Group held a key strategic session of its Board of Directors to define the priorities and key ambitions for the coming year.

Presided over by Elhadj Mamadou Saliou Diallo, Chairman of the Board, the meeting brought together eight external directors, M. Abdoul Karim Diallo, CEO of SONOCO Group, Mr. Daouda Bah, Secretary General of the Board, and three special guests from the SONOCO teams. Over these two days of discussions, three main areas were addressed:

- **2024 Performance Review:** A detailed evaluation of results from January to October highlighted successes and areas for improvement, while identifying levers to optimize the year's close.
- **Financial Adjustments:** Budget forecasts were reviewed to ensure that the year's end aligns with the strategic objectives.
- **Forecast for 2025:** The annual budget was discussed and approved, establishing a solid foundation to support growth and innovation.

This session once again highlighted the essential role of the Board of Directors in defining the SONOCO Group's strategic direction. It also reaffirmed the Group's commitment to excelling in sustainability, innovation, and operational performance. With these strategic decisions and a clear vision, the SONOCO Group enters 2025 with ambition and determination, ready to face tomorrow's challenges while staying true to its core values.

5.4 The SONOCO Group Partners with Soul Bang's Foundation & Manamba Kanté to Promote Education



On December 13th, 2024, the SONOCO Group officially partnered with the Soul Bang's & Manamba Kanté Foundation to support the education of 12 young people from underprivileged backgrounds in Guinea. This project, funded for a renewable year, reflects the shared commitment of both parties to education as a lever for social transformation.

During the ceremony, the Group's Communications and CSR Director emphasized that this support is part of a long-term CSR strategy to nurture the talents of tomorrow. Soul Bang's also praised the initiative, stating, "We do for these children what we would do for our own."

The SONOCO Group's CEO, Mr. Abdoul Karim Diallo, encouraged the partners to continue such projects, which are crucial for the country's development. Together, the Group and the Foundation called for a collective commitment to building a more united and future-focused Guinea.

5.5 Courtesy Visit by Mr. Sherif Elbialy, CEO of El Safa Group

On November 20th, 2024, the SONOCO Group had the honor of welcoming Mr. Sherif Elbialy, CEO of El Safa Group, a recognized leader in the packaging industry in Africa and the Middle East. This courtesy visit marks an important step in the strategic partnership between the two companies.

A strategic supplier and Nestlé-approved partner, El Safa Group plays a key role in the packaging industry, providing a range of solutions such as cartons, trays, and films. The partnership with the SONOCO Group, through its subsidiary Agro Food Industrie (AFI), highlights their solid and mutually beneficial collaboration.

Mr. Elbialy's visit began at the SONOCO Group headquarters in Kaloum, where he was received by the Group's CEO and AFI's General Manager. This first stop allowed for constructive discussions on the business relationship between the two entities, as well as on future opportunities to strengthen their collaboration.

The delegation then proceeded to the Tombolia industrial site, where Mr. Elbialy toured the SONOCO Group's leading production units: Agro Food Industrie (AFI), Compagnie des Boissons d'Afrique (CBA - Salam), and Les Moulins d'Afrique (LMA). The tour of LMA's facilities was personally led by its General Manager, Mr. Barry.

This meeting served as a platform to review the successes of their partnership and explore new growth opportunities, particularly in collaboration with Agro Food Industrie.

This visit reflects the SONOCO Group's commitment to its strategic partnerships and the strengthening of its commercial relationships, all with the common goal of growth and innovation.





5.6 The SONOCO Group Makes Its Mark at GULFOOD Manufacturing Forum 2024 in Dubai

The SONOCO Group made a strong impression at the GULFOOD Manufacturing Forum 2024, a premier global event for the food and beverage industry. Over three days, the forum brought together key players from the ingredients, processing, packaging, and logistics sectors to discuss trends and innovations shaping the future of the market.

The SONOCO delegation, comprising the Group's CEO, Group Operations Director, and the General Manager of its subsidiary, Compagnie des Boissons d'Afrique (CBA), actively engaged in the event's discussions. This strategic forum offered opportunities to strengthen ties with leading partners such as Decopack, ADM Wild, Doehler, Givaudan, Tetra Pak, Crown, Krones, Kosme, and more.

The discussions revolved around three key areas:

- **Optimizing Existing Collaborations:** Enhancing current products and equipment to boost performance.
- **Exploring Innovative Projects:** Focusing on improving the Group's competitiveness and operational efficiency.
- **Identifying New Strategic Partners:** Essential for diversifying supply chains and supporting growth initiatives.

The SONOCO Group's participation underscores its commitment to staying at the forefront of innovation while solidifying its network of strategic partnerships on a global scale. By positioning itself as a proactive player in the food and beverage industry, the Group continues to develop high-quality products and reaffirm its market leadership.



5.7 Metal Import: Enhancing Skills to Serve the Group's Excellence

In October and December 2024, Metal Import, a subsidiary of the SONOCO Group, conducted two pivotal training sessions aimed at enhancing team capabilities and supporting the Group's strategic goals.

On October 21st, a cash flow management workshop brought together the treasurers of the Group's various subsidiaries. The training focused on optimizing liquidity, managing receivables, and mitigating financial risks. This initiative aims to strengthen the Group's financial stability by improving day-to-day cash flow management.

In December, another workshop centered on procurement procedures was held, with the goal of harmonizing purchasing practices across the Group's subsidiaries. Participants explored compliance with standards, negotiation techniques, and risk management to ensure transparent and responsible procurement processes.

These training sessions highlight the SONOCO Group's commitment to fostering operational excellence and enhancing team capabilities to maintain its competitiveness and long-term success.



5.8 AM Transit, TGH Guinea, and Renault France: Building a Strong Logistics Partnership

AM Transit recently held a strategic meeting with Renault France and its Guinean representative, TGH PLUS INDUSTRIE, to enhance their logistics partnership and explore tailored transport solutions to meet its growing needs.

The discussions focused on three main areas:
- Presentation of the SONOCO Group's activities.
- Analysis of AM Transit's logistical requirements.
- Proposals from Renault France, including financing solutions for acquiring new trucks.

The meeting was opened by the SONOCO Group's Director of Finance and Control, who emphasized AM Transit's pivotal role in the Group's logistics chain. Subsequently, AM Transit's General Manager outlined ongoing strategic reforms initiated in 2023, the current fleet's performance, and the equipment required to meet rising demand.

Ms. Marion Gaucherand, Renault France's representative, presented tailored offers and flexible financing options, culminating in AM Transit's strategic order placement.

This collaboration marks a significant milestone in boosting AM Transit's logistical capacity and supporting the operational efficiency of the SONOCO Group.

5.9 LMA Equips Its Agents with a New Fleet of Motorcycles

In November 2024, Les Moulins d'Afrique unveiled a new fleet of motorcycles for its agents in Conakry, marking a significant step forward in its logistics strategy. The ceremony was attended by the company's senior management, along with the commercial and marketing teams.

LMA's General Manager emphasized the importance of this initiative in improving team mobility, particularly with the recent addition of new Technical Sales Agents (ATCs). A total of 25 motorcycles were distributed: 5 for supervisors and 20 for ATCs, aimed at facilitating their travel and enhancing their responsiveness to customers.

With this investment, Les Moulins d'Afrique aims to enhance the comfort and safety of its agents while optimizing commercial interactions, thus contributing to better performance in the field.

5.10 SONOCO WAQf Promotes Excellence in Islamic Finance in Guinea

On October 2024, SONOCO WAQf sponsored the graduation ceremony for the Master's program in Islamic Finance and Auditing at Al-Eamar University. Hosted at the Noom Hotel in Conakry, the event honored the "Elhadj Mamadou Saliou Diallo Class," named after the SONOCO Group's Chairman. Fifteen graduates were celebrated, ready to contribute to the growth of Islamic finance in Guinea.

This sponsorship reflects SONOCO WAQf's dedication to promoting education and ethical finance. "These young professionals are the future of our country," remarked Mamadou Bombi Baldé, General Manager of SONOCO WAQf, highlighting their importance in shaping a more inclusive and sustainable financial ecosystem.

SONOCO WAQf congratulates the graduates and reiterates its commitment to academic excellence and the advancement of Islamic finance.





5.11 SOHA Constructions Enhances Safety with First Aid Training

As part of its commitment to prevention and social responsibility, SOHA Constructions has initiated a first aid training program for its administrative staff. This initiative underscores the company's dedication to integrating health and safety into its core values, both at work and in everyday life.

The training is designed to equip employees with the skills to respond effectively in emergencies such as choking, fainting, or minor accidents. Participants learn essential techniques, including lifesaving actions, crisis stress management, and providing support to victims until professional help arrives.

Administrative staff, who are often at the forefront of internal and external interactions, play a pivotal role in managing emergencies. By training them, SOHA Constructions empowers these employees as key links in the emergency response chain, fostering a safer and more supportive workplace environment.

This initiative reinforces SOHA Constructions' commitment to setting a benchmark in prevention and placing human well-being and collective responsibility at the core of its mission.

5.12 AM Transit: Expanding Expertise in Ship Agency Services

Ship agency, also known as «Shipping,» involves managing a vessel at a specific port while representing the shipowner or charterer to local authorities, such as port administrations. This role encompasses activities before the vessel's arrival (administrative and logistical preparations), during its stay (overseeing port operations and addressing the vessel's needs), and after departure (closing operations and tracking performance).

The profession adheres to strict international standards, ensuring quality and compliance. It offers companies a unique opportunity to enhance their global reputation through interactions with multinational shipping lines.

Currently, AM Transit is gradually developing this service by presenting its offerings to international shipowners, local clients (importers), and port authorities. The goal is to secure a mix of regular and ad-hoc clients, targeting a frequency of one to two vessels per month. The company also aims to establish itself as the primary ship agent for vessels carrying the SONOCO Group cargo and others calling at the port of Conakry.

Service quality remains a top priority, with a strong focus on customer satisfaction and adherence to international standards. Achieving this requires the recruitment and training of skilled personnel capable of meeting these high demands.

From January 2025, AM Transit plans to take its operations further by introducing a cargo handling service. This addition will enable AM Transit to manage all aspects of vessel operations, from agency representation to unloading cargo. The initiative is designed to boost revenues and establish expertise that can be expanded to other African markets.

With this strategic vision, AM Transit aims to become a leading player in ship agency and maritime cargo handling, solidifying its position as a preferred partner in the region.





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Comprehensive Import-Export Management
Specializing in air, land, sea, rail, and postal transport, as well as warehousing and customs clearance.

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Customs Procedures

Comprehensive handling of customs declarations across all required offices, ensuring efficient clearance for exemptions, standard duties, and temporary exports.



Customs Brokerage

End-to-end management of import clearance processes, facilitating seamless entry of goods into the national market.



Container Logistics

Reliable transport of containers from port terminals to client-specified storage facilities.



Freight Delivery

Domestic and cross-border transportation of goods to final destinations.



Raw Material Logistics

Secure transfer of raw materials to designated storage or production facilities.



Import & Export Management

Streamlined coordination of all import and export formalities, including real-time tracking to ensure timely delivery to the final destination.



Regional Distribution of Finished Goods

Efficient delivery services connecting clients with ECOWAS countries and neighboring markets.



Vessel Agency Services

Full-service ship consignment and port operations management.
Real-time tracking of vessel berthing schedules and operational updates.
Daily discharge reporting with detailed SOF (Statement of Facts) documentation.
Comprehensive protection of shipowners' interests throughout the port stay.
Proactive planning and coordination to guarantee smooth and efficient port calls.
Crew Change Management: Seamless coordination of crew transitions.
Cargo Operations: Professional handling and discharge of goods with utmost care.

6

SOCIAL RESPONSIBILITY



6.1 CSR Commitment: The Group's Initiatives Unveiled by the Communication & CSR Director

What is the SONOCO Group's vision for Corporate Social Responsibility (CSR)?

The SONOCO Group aims to become a benchmark for social responsibility in Guinea and the region. Our vision is to be an exemplary company that combines economic growth with sustainable social impact. We strive to bring tangible added value to communities by enhancing their well-being, empowerment, and access to opportunities. Moreover, we are committed to embedding sustainability principles into all our operations to scale our CSR efforts in alignment with our growth. In summary, we aspire to serve as a model corporate citizen while delivering measurable and lasting impacts.

How is this vision shared both internally and externally?

Internally, this vision is conveyed through initiatives such as awareness workshops, internal displays, and regular updates on our collaborative platforms.

We also reinforce this commitment through concrete actions and inspiring examples in our daily operations.

Externally, it is communicated via media campaigns, detailed annual CSR reports, and proactive engagement with stakeholders, including community forums and public commitments. We ensure that every initiative clearly reflects our mission and addresses the expectations of our communities.

What are the priority areas for CSR projects at industrial sites?

Our CSR priorities at industrial sites are centered around five fundamental pillars:

1. **Health:** Supporting local healthcare services, organizing awareness campaigns, and improving access to medical care.
2. **Education:** Investing in schooling, vocational training, and access to educational infrastructure.
3. **Employment:** Promoting local employability by creating opportunities for young people and supporting entrepreneurship.
4. **Environment:** Reducing our ecological footprint through reforestation efforts, waste management, and responsible resource use.
5. **Community Infrastructure:** Enhancing access to clean drinking water and basic facilities.

In Tombolia, an innovative pilot project has established a neighborhood committee representing various community groups, including local authorities, religious leaders, youth, and women. The committee meets twice a month to discuss issues and propose joint solutions. This participatory approach ensures that projects genuinely address local needs while strengthening community relations. Through these initiatives, we reaffirm our commitment to building strong partnerships with our communities by involving them directly in project design and evaluation.

Which CSR initiatives are highlighted in your external communication?

We spotlight initiatives that demonstrate our positive impact on society, such as:

- Awareness and medical screening campaigns to promote health and well-being.
- Scholarship programs and academic support for children in underserved communities.
- Environmental projects, including reforestation around our industrial sites and waste management improvements.
- Collaborations with NGOs and local institutions to amplify the reach and impact of our actions.

Additionally, we leverage modern communication tools (social media, documentary videos, and testimonials) to engage and inspire our stakeholders effectively.

How do you collaborate to implement CSR projects at industrial sites?

The implementation of our CSR projects relies on close, cross-functional collaboration between our Communication, CSR, and HSE (Health, Safety, and Environment) teams. Together, we:

- Identify local challenges through social impact studies and community consultations.
- Establish neighborhood committees to foster dialogue and prioritize actions.
- Coordinate the planning, execution, and evaluation of projects, ensuring they meet the expectations of both internal and external stakeholders.

This synergy ensures the efficiency and sustainability of our initiatives.

What performance indicators do you monitor to assess the impact of CSR projects?

We use both quantitative and qualitative indicators to measure the impact of our initiatives, including:

- The number of direct and indirect beneficiaries.
- School enrollment and literacy rates in intervention areas.
- Stakeholder feedback gathered through satisfaction surveys.
- The number and diversity of community partnerships established.

These indicators are regularly tracked to refine our efforts and maximize their effectiveness.

How do you measure external stakeholders' perception of CSR initiatives?

We assess stakeholder perception through:

- Neighborhood committee consultations to gather direct feedback.
- Monitoring interactions on our communication platforms, such as social media and public forums.
- External social audits conducted by independent firms.

These measures help us identify areas for improvement and better align our initiatives with local expectations.









6.2 Les Moulins d'Afrique Strengthens Road Safety in Tombolia

From December 16th to 20th, 2024, Les Moulins d'Afrique (LMA) held a three-day road safety training program for motorcycle taxi drivers in the municipality of Tombolia. This event, which concluded with an official closing ceremony, reflects LMA's commitment to fostering a safer road environment as part of its corporate social responsibility efforts.

Three Days of Intensive Learning

Over the course of three days, participants attended both practical and theoretical workshops covering:

- The application of traffic regulations,
- Preventive behaviors to avoid accidents,
- The use and importance of personal protective equipment (PPE).

For motorcycle taxi drivers, who often face significant road hazards, the training provided essential knowledge to protect their lives and the safety of their passengers.

A Moment of Recognition and Commitment

On December 20th, the training concluded with a ceremony where participants received certificates and protective equipment, including reflective vests and helmets. These items not only serve as essential safety tools but also symbolize LMA's commitment to reducing road-related risks.

The event was attended by notable figures such as the Mayor of Tombolia, the Special Commissioner of Enta Traffic Police, the SONOCO Group's CEO, as well as subsidiary and department

management. All applauded the initiative and encouraged participants to apply their newly acquired knowledge to improve road safety.

With this initiative, Les Moulins d'Afrique (LMA) once again demonstrates its role as a dedicated partner in community development and road safety promotion. This campaign aligns with a sustainable vision to reduce traffic accidents and raise awareness among all road users about the importance of responsible behavior.

Road safety is a collective responsibility. Through actions like this, the roads of Tombolia can become safer for everyone.













6.3 Tours of the SONOCO Group's Industrial Sites

The SONOCO Group regularly welcomes visitors to its various industrial sites: Tombolia, Kouria, and Sanoyah.

Over the last quarter, the SONOCO Group had the pleasure of hosting various groups of visitors at its most frequented industrial site in the Tombolia municipality, Conakry. These visits, organized with a spirit of transparency and collaboration, included representatives from embassies, business partners, academic institutions, and consultancy firms. Among the notable guests were the embassies of Japan and Spain, Bureau Veritas, Altuntop, the Rotaract Club of Conakry-Camayenne, and a Moroccan business delegation accompanied by the AMDE.

Each visit was meticulously planned to provide participants with a comprehensive understanding of the SONOCO Group's operations. Guests were warmly welcomed by the General Directors and their teams, the HSSE department, and plant staff.

As safety is a top priority at the Group's industrial sites, each visit began with an HSSE induction session. This orientation familiarized visitors with essential safety protocols. Following this, a detailed presentation highlighted the Group's activities, its subsidiaries, and their respective areas of expertise.

Guests toured the LMA, CBA, and AFI industrial units, gaining insights into the Group's manufacturing processes and operational scope. These visits offered a unique opportunity to experience the SONOCO Group's expertise firsthand. The interactions not only strengthened ties with current partners but also opened doors to new collaborative ventures.



Visit from the Ambassador of Japan





Visit of the Rotaract Club Conakry-Camayenne



Visit from Altuntop's General Manager

7

TRENDS & INNOVATION

7.1 Agro Food Industrie Receives Halal Certification for Its Bouillon Factory

The Agro Food Industrie (AFI) bouillon factory has reached a significant milestone in its commitment to quality and food safety by obtaining Halal certification. This recognition follows a thorough audit conducted by two renowned experts: Dr. Mouaffak Al Hariri, lead auditor and technical expert, and Imam Adnan Feroz, Islamic affairs expert with the Halal Food Council of Europe (HFCE) based in the United States.

The Halal certification ensures that the products comply with the principles of the Muslim faith, according to the guidelines of the Codex Alimentarius (CAC/GL 24-1997). This certification is crucial for Muslim consumers who are concerned about adhering to religious and health standards.

The audit, supervised by AFI's Quality Assurance department, focused on three key areas:

- A risk assessment to ensure that there is no contamination from non-compliant materials during the production process.
- Verification that raw materials and packaging meet Halal requirements.
- A thorough inspection of the production facilities, equipment, warehouses, and cleaning products to eliminate any risk of contamination.

Following this exhaustive inspection, Agro Food Industrie successfully passed the audit with no non-compliance issues identified. This achievement strengthens consumer confidence in the company's products, especially within the Muslim community.

Obtaining this Halal certification is a key step in AFI's development strategy, reaffirming its commitment to meeting customer expectations while adhering to the highest standards of the food industry.

7.2 AFI Secures a PASS in the SMETA Audit

SMETA (Sedex Members Ethical Trade Audit) is a globally recognized social audit methodology designed to assess responsible business practices. It covers key areas such as labor standards, health and safety, environment, and business ethics.

Recently, AFI underwent an audit from Intertek International Limited, based in Nairobi, Kenya. This audit allowed the company to showcase its compliance with SMETA's requirements, further reinforcing its commitment to responsible and ethical practices.

Through this evaluation, AFI affirms its adherence to the highest standards in social and environmental management, while strengthening the trust of its partners and customers.

What is SMETA?

SMETA is available in two main formats:

- 2-Pillar Audit: Focuses on labor standards, health, and safety, supplemented by mandatory modules on workers' rights, subcontracting, and a basic environmental impact assessment.

- 4-Pillar Audit: Includes the two previous pillars but extends the evaluation to environmental practices (in-depth version) and ethical business practices.

Areas Evaluated in a 2-Pillar Audit

A 2-Pillar SMETA audit primarily checks:

- The absence of forced labor.
- The right to freely associate and engage in collective bargaining.
- Safe and hygienic working conditions.
- A ban on child labor.
- Decent wages and reasonable working hours.
- The absence of discrimination or inhumane treatment.

These audits are based on the Ethical Trading Initiative (ETI) Base Code, which itself is founded on ILO standards and local regulations.

Benefits of SMETA

SMETA is widely accepted, even by companies that are not members of Sedex, facilitating the harmonization of audit methodologies. This standardization reduces the audit burden on sites while enhancing transparency in practices.

4-Pillar Audit: A Broader Approach

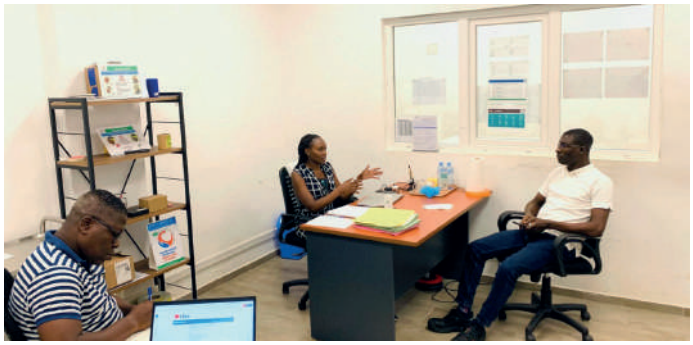
A 4-Pillar audit adds the following:

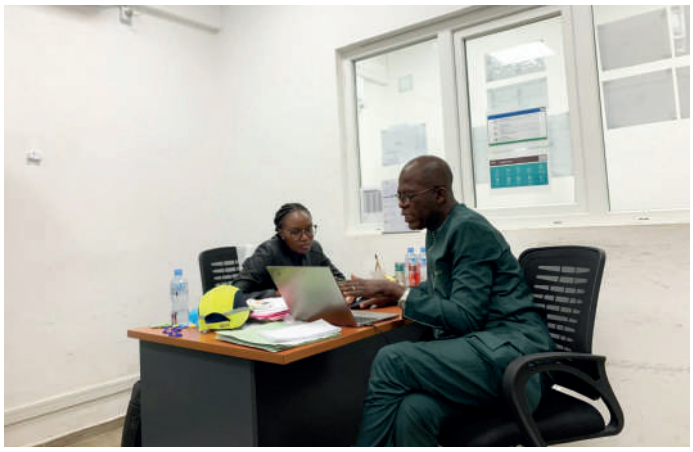
- A detailed environmental evaluation.
- Ethical business practices.

This format requires additional time and must be explicitly agreed upon with the concerned clients.

SMETA does not aim to reinvent social audits but rather to integrate existing best practices. By combining rigor and standardization, it serves as an essential tool for promoting ethical and responsible supply chains.









intertek
Total Quality. Assured.

SMETA | Sedex

SOHA
CONSTRUCTIONS



CONSTRUCTION ET BTP
Building the future with excellence

SOHA CONSTRUCTIONS

- Construction
- Public Works
- Road Infrastructure
- Urban Development
- Finishing Touches

SOHA Constructions, a subsidiary of SONOCO Group, is renowned for its expertise in construction and infrastructure. Key projects include the ONOMO Hotel, Sonoco Trade Center, Les Moulins d'Afrique factory, Maggi bouillon factory, and various road developments.

SOHA CONSTRUCTIONS
CONTACT : +224 629 00 25 00

Sonoco Trade Center
KA032 - Av. William Tubman • Almamya - C / Kaloum
BP : 1492 Conakry, République de Guinée

8

EMPLOYEE PERSPECTIVES





What is your career path within the Group?

Graduating in Electrical Engineering from the UGANC Polytechnic Institute, I joined the SONOCO Group in March 2015 as an electrical intern. Through courage and determination, I went from being an intern to an electrician. Since 2017, I have been responsible for managing raw materials (additives), as well as spare parts and personal protective equipment (PPE).

Aminatou BARRY
Warehouse Agent
Les Moulins d'Afrique



Can you share a concrete example of a rewarding experience you've had within SONOCO Group?

A few years ago, during a technical incident in our industrial unit, I was called upon to carry out a repair on one of our lines. Thanks to dedication and effective coordination, the problem was quickly resolved, and production resumed as normal. This experience highlighted my ability to successfully contribute to managing critical situations.

Oumar SY
Maintenance Supervisor
Agro Food Industrie



Which subsidiary do you work for, and how does its location impact your daily professional life?

I work at the AM subsidiary, based at the Group's headquarters in Kaloum. This location offers a clean, healthy, and peaceful environment, which fosters the motivation to deliver high-quality work that meets both workplace and subsidiary standards. It's a clear example of how the work environment directly influences the quality of services provided. Most of our activities are port-related, and being close to the port places us in close proximity to our partners. This significantly streamlines our operations, making work more efficient and swift.

Daouda KEIRA
Head of Ship Consignment
AM Transit



What motivates you the most in your daily work?

I work as a microbiologist technician at CBA. My daily motivation comes from knowing that I contribute through the meticulous analyses I perform throughout the manufacturing process of our beverages, from raw materials to finished products. Microbiology has a huge impact on our lives, and it is my responsibility to ensure that all our products are of good quality and free from any harmful microorganisms that could pose a risk to consumer health.

Ousmane Manou DIALLO
Microbiology Technician
Compagnie des Boissons d'Afrique



If you had to sum up in one word what SONOCO SL and the SONOCO Group mean to you, what would it be?

For me, the SONOCO Group represents an **opportunity**, both for its employees and for the communities it serves. SONOCO SL, in particular, plays an important role in offering meaningful job opportunities to young people in Sierra Leone. Its efforts to encourage growth and innovation have strengthened its reputation as an employer of choice, not only in Sierra Leone but also throughout West Africa. I am proud to be part of such an inspiring organization, and I look forward to contributing to its continued success for many years to come.

Saweda DEEN
HR Director
SONOCO Sierra Leone



What advice would you give to someone considering joining your subsidiary?

I would recommend developing a strong sense of hospitality, being responsive, and understanding. These are qualities that are real assets within the SONOCO Trade Center.

Aissatou BAH
Customer Service
& Administrative Officer
SONOCO Trade Center



Can you tell us about an experience or a project that strengthened your sense of commitment to your subsidiary?

A special moment when I felt a strong bond with my team was when I joined SIAF Group. The entire team supported me with tasks that I struggled to understand and handle. The camaraderie I experienced within the company made me realize that SIAF Group is like a family. During a project exchange meeting, the solution I proposed didn't immediately gain attention, but the whole team took the time to listen, analyze, and adopt it. For me, this moment shows that not only do we share common goals, but we also support one another, creating an environment of trust and mutual support. In moments of intense collaboration and mutual aid, where team spirit went beyond individual goals, we felt a strong bond with both our company and our team. It wasn't just about the tasks we shared; we had a real sense of community.

Mirella GAMAMY
Executive Assistant
SIAF Group



How would you describe the culture of SONOCO Group and its subsidiaries in three words, and why?

The culture of the SONOCO Group is based on **quality, innovation**, and **strong collaboration**. The SONOCO Group focuses on the quality of the products and services it provides to its clients and partners. It values its brand image, which is why it relies on the competence of its employees to continue satisfying all stakeholders in the life of the company. The SONOCO Group listens to its employees for innovative ideas from the business world. It emphasizes fruitful collaboration with local communities by contributing to environmental protection and engaging in societal initiatives.

Ismael Tahirou TRAORE
HR Manager
SOHA Constructions



SONOCO TRADE CENTER
CONAKRY

VIP LOUNGE

Premium Spaces for Your Events
VIP LOUNGE

- EVENT SPACES FOR PROFESSIONAL GATHERINGS
- CONFERENCE ROOM FOR OVER 40 PEOPLE (UP TO 100 PEOPLE WITH LOUNGE ACCESS)
- TAILORED DAILY RENTALS
- EXCLUSIVE ACCESS TO YOUR TEAM WITH FLEXIBLE PRICING
- VIP LOUNGE RENTAL WITH PRIVATE OFFICE ACCESS
- ON-DEMAND CATERING SERVICES EXCLUSIVELY MANAGED BY SONOCO TRADE CENTER

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Which value of SONOCO Group and its subsidiaries do you consider the most important in your work, and why?

Within the SONOCO Group, the value that stands out to me the most is **teamwork**. It is a fundamental principle that shapes my daily work and deeply influences my perception of our collective contribution. Teamwork, beyond mere collaboration, represents a synergy, a collective strength that allows us to overcome challenges and achieve ambitious goals. It nurtures a sense of belonging and shared responsibility, which is essential for the success of our projects. This importance of teamwork resonates particularly strongly within SONOCO WAQf. The value of the word «Together», cherished by the foundation, perfectly embodies this collaborative spirit. It is not merely a grouping of individuals, but a true collective dynamic where each member contributes their expertise and commitment to a common goal: community development. Transparency is another key element of our collective approach. Within SONOCO WAQf, information flows freely, promoting open communication and informed decision-making. This transparency builds trust among team members and ensures better coordination of actions. In conclusion, teamwork, at the heart of the SONOCO Group, finds a particularly strong and tangible expression within the foundation. The synergy between these two values is the key to our success in fulfilling our mission: contributing to community development and reducing inequalities. It is in this spirit of collaboration, solidarity, and transparency that I find the greatest fulfillment in my work.

Mamadou Tafsir BALDE
Public Relations Officer
SONOCO WAQf



What is your role within SONOCO Group, and how long have you been part of the company?

I have been part of the SONOCO Group for 7 years (2014-2016, and then since 2019). This enriching experience has allowed me to contribute to improving the effectiveness of IT services. My role covers the following functions:

1. Network Infrastructure Management and Supervision
- Design, deploy, and maintain local (LAN), wide area (WAN), and wireless (Wi-Fi) networks.
- Monitor network performance and ensure its availability.

2. Network Security
- Implement security measures (firewalls, VPN, IPS & IDS).
- Ensure compliance with IT security standards and regulations.

3. Technical Support
- Assist teams in case of outages or network issues.
- Work with vendors to resolve complex technical problems.

4. Planning and Scalability
- Forecast future network capacity needs.
- Develop upgrade plans to support the company's growth.

5. Team Supervision
- Supervise and train the network and infrastructure team.
- Assign responsibilities for managing various technical aspects.

6. Technology Watch
- Stay informed about technological advancements in the networking field.
- Propose innovations to improve performance and security.

Mamadou Alpha Koin DIALLO
Network Infrastructure Manager
SONOCO Group



What training opportunities have you had within Metal Import, and how has this enriched your career path?

As part of its capacity-building policy, Metal Import, in collaboration with the SONOCO Group, has organized several training sessions to equip its staff with the essential skills needed to achieve its strategic objectives. We benefited from a training course on «Updating Accountants and Financial Professionals,» which enabled them to prepare financial statements in compliance with the new accounting standards. The «Budget Preparation» training provided me with the necessary tools to actively participate in the preparation, implementation, monitoring, and control of the budgeting process, as well as in analyzing the financial impacts in collaboration with other internal stakeholders. In collaboration with the ONFPP, almost all administrative staff participated in «Advanced Excel» training, which facilitated the processing, organizing, analyzing, and visualizing of data. This has enabled timely decision-making and improved productivity through more reliable calculations and the automation of repetitive tasks. The latest training in management control has equipped us with real-time performance measurement tools, reporting mechanisms, ensuring optimal use of resources, and enabling us to steer our respective departments toward achieving our strategic goals. All these training opportunities have contributed to strengthening my operational capabilities and, alongside my responsibilities as Chief Accountant, have enabled me to act as interim Management Controller and DFC during periods of leave or business trips.

Boubacar BALDE
Chief Accountant
Metal Import

9

COMING SOON

PROJECT
The Freetown Mills

Major Milestone for the Freetown Mills: A Flagship Project in Sierra Leone

The Freetown Mills, one of the SONOCO Group's ambitious projects in Sierra Leone, focused on the construction of a mill dedicated to the production of wheat flour and bran, has made significant progress, reaching an overall completion rate of approximately 70%. This project, the first of its kind in the country, is expected to be completed by the end of the first half of 2025. Between 200 and 300 workers and employees have been mobilized for the construction efforts.

A Worldwide Collaborative Effort

The execution of this project involves teams from several countries, including Turkey, Senegal, Switzerland, France, Mexico, Morocco, Tunisia, Nigeria, Sierra Leone, and Guinea, thus enhancing the multicultural and collaborative dimension of the project.

Progress in Numbers

Civil engineering work on the various buildings is advancing at a steady pace:

Main Milling Building:
- Structural work: completion expected by January 2025
- Interior work: approximately 50% completed

Administrative Building:
- Structural work: completed
- Interior work: approximately 70% completed

Storage Silos:
- More than 300 piles completed
- Foundation slab under construction (15% completed, expected completion by the end of January 2025)

In total, over 6,000 m^3 of concrete is expected to be used for the project, highlighting the scale of the work underway.

A Promising Outlook

This project represents a pivotal step for the SONOCO Group and for the industrial development of Sierra Leone. The Group's teams are expected to occupy the site in the first half of 2025, marking the beginning of a new era for the local agro-industrial sector.





The Freetown Mills construction site

PROJECT
Foundry: IMA

IMA Foundry in Kouria: A Project Under Steady Progress

The IMA Foundry, located in Kouria, is progressing steadily, with an overall completion rate of 60%. With a planned capacity of 100,000 tons and finished products including rebar, flat iron, square iron, and angles, this innovative project stands out for its significant environmental impact, integrating scrap metal recycling as a primary raw material. At the same time, it serves as a local economic engine by creating jobs and involving numerous workers from various backgrounds.

An International Mobilization

The construction site reflects a global collaboration, with major contributions from workers coming from Tunisia, Senegal, Egypt, Guinea, Morocco, Bangladesh, Turkey, India, France, Peru, and Vietnam.

Progress in Numbers

- Workforce on-site: 100 to 200 workers on average
- Concrete consumption: over 6,000 m^3
- Industrial building area: 1.5 hectares

Civil Engineering Progress:

- Foundry (Melting Shop): approximately 30% complete
- Rolling Mill: approximately 95% complete

A Sustainable Vision for the Future

The IMA Foundry is not just an industrial project; it is a lever for regional transformation. By combining ecological innovation with economic development, it is part of a sustainable dynamic that will strengthen the local industrial fabric while addressing global environmental challenges.



The IMA Foundry construction site - Kouria

PROJECT: FERMAV-Industries

FERMAV-Industries : An Integrated Project to Boost Local Poultry Farming

The integrated project of the SONOCO Group, spearheaded by FERMAV-Industries, is progressing at a strong pace, with an overall completion rate of approximately 40%. Specializing in poultry farming, this initiative aims to reduce poultry imports while ensuring better quality control for products offered to Guinean consumers.

An International Collaboration

The execution of this project brings together teams from various countries, including Senegal, Egypt, Guinea, Bangladesh, Ivory Coast, Cameroon, France, and Peru. This collaboration highlights a strong international partnership dedicated to a local ambition.

Key Project Metrics

Civil Engineering:

- 1 Hatchery Building: operational by March 2025 (forecast)
- 2 Breeder Farms: approximately 50% complete
- 1 Incubator: approximately 30% complete
- 8 Poultry Houses: approximately 25% complete
- 1 Feed Mill: approximately 10% complete
- 1 Slaughterhouse: approximately 5% complete

A Structuring Project for the Local Economy

With its integrated approach, the project goes beyond poultry production. It is part of a strategic vision to strengthen food self-sufficiency and develop a competitive agro-industrial sector, while creating employment and training opportunities in the region.

An agricultural component, focusing on corn and soybeans, is also included in the project, with an annual requirement of over 45,000 tons. Integrated farmers in both agriculture and poultry farming are also part of the plan:

- Supply of chicks, feed, and the repurchase of broilers at 35 days old from farmers with a minimum of 10,000 chicks per barn.
- Supply of corn and soybean seeds, along with the repurchase of agricultural production from farms with a minimum of 25 hectares.



FERMAV-Industries construction site — Sanoyah



FERMAV - industries

REVOLUTIONIZING POULTRY INDUSTRY IN GUINEA!

Through its subsidiary, FERMAV Industries, SONOCO Group is setting international standards in Guinea's poultry and agricultural sectors.

A Sustainable and Responsible Project

- AGRICULTURE
- ANIMAL NUTRITION INDUSTRY
- POULTRY FARMING
- SLAUGHTERHOUSES

Total Investment: $56 Million USD

- BROODER FARMS
- BREEDING FARMS
- HATCHERIES WITH INCUBATORS
- BROILER FARMS
- FEED PRODUCTION UNITS

FERMAV industries

SONOCO

10

SONOCO SIERRA LEONE



M. Mark Pritchard, General Manager of SONOCO Sierra Leone

10.1 DISCOVERING SONOCO Sierra Leone

Based in Freetown, the General Manager of SONOCO Sierra Leone presents the Group's activities, projects, and missions outside of Guinea.

Can you briefly introduce SONOCO Sierra Leone to our readers? What is the company's core mission, and how does it fit within the SONOCO Group's broader framework

2024 has been an amazing and memorable year for SONOCO's business in Sierra Leone. Just over a year ago, our Company, SONOCO Sierra Leone, did not even exist and when I look back at the past 12-15 months, it has simply been an incredible journey and we, as a team, are proud of our achievements and the steps we have taken to deliver on Sonoco's vision. Living and breathing the Company's core cultural values, SONOCO's core mission of 'investing in Africa' and having a direct and positive impact on peoples' lives is fully embodied in everything we do. It is inspiring to be part of the SONOCO Group and to be living out the Company's vision and objectives in the beautiful country of Sierra Leone.

What unique contributions does SONOCO SL bring to Sierra Leone's industrial landscape and the sub-region?

SONOCO, as we know, does not do things by half and its unique approach of thinking and acting fast and delivering to the highest international standards is embodied in our DNA. We continually focus on 'raising the bar', driving ourselves to new limits and beyond. All of this sets SONOCO apart in the industrial landscape in Sierra Leone as we are fast setting a name for ourselves in the country as pioneers and absolute 'best in class' in everything we do.

One of SONOCO SL's major activities is the construction of a mill. Could you tell us more about this project and its significance for the local and regional economy?

The construction of our 'state of the art' flour mill has been one of our major projects in 2024. Targeted for completion in mid-2025, the mill will fundamentally change the landscape of milling in Sierra Leone and is one of the largest private sector investments of its kind in the country. The flour mill will produce flour, under the AGB brand name, to the highest international standards and will set SONOCO apart from any its competitors who currently import flour products from international markets, most notably from Turkey. With its local production, SONOCO will be able to ensure that bakers and consumers across Sierra Leone can enjoy the best quality and freshest product in the market.

The flour mill with its planned capacity of 220k metric tonnes annually will be sufficient to meet the needs not only of the local market but also provide us with the opportunity to export to neighboring regional markets, most notably into Liberia.

Beyond mill construction, what other key activities define SONOCO SL's operations?

Already SONOCO Sierra Leone imports AGB flour from our sister company, LMA in Guinea. During 2024, we have worked hard to cement AGB's leadership position in the country as the preferred flour for bakers right across the country. We have met with considerable success and we are happy to report we have gained significant market share.

On top of this SONOCO Sierra Leone has made huge inroads into the beverage market through the importation of the Salam range of beverages (juices and water) from Sonoco's food and beverage company in Guinea, CBA. Just recently, we have extended the range of beverages by commencing the importation of SONOCO's 1Up energy drink which has a huge potential in the local market. Of course, on top of flour and beverages, we also have Bread Avenue which is our high-end bakery and delicatessen disruptive business initiatives. Opened in June 2023, Bread Avenue has revolutionized the food and catering category in the country with its delicious and highest quality baked products, a beautiful architectural gem of a location and first-class customer experience. In early 2025, we will be opening our second Bread Avenue in the high traffic beach area of Lumley and we fully expect the Bread Avenue name to resonate on the lips of all Sierra Leoneans as a benchmark of quality and customer experience.

A critical component of our strategy in Sierra Leone has been to give back to the community and here our main initiative has been the set-up of our training center, Bread Avenue Academy. Certified by the Ministry or Technical and Higher Education, the Academy has already directly impacted on the lives of close to 200 young Sierra Leoneans in the skills of baking, pastry and entrepreneurship. The Academy provides the six-month training courses free of charge, combining both theory and practicals in our modern and digital classrooms. With the Academy, we are fast delivering on our objective of becoming the leading educational and vocational studies center in the country.

At the Freetown Mills construction site



How does SONOCO SL align with the overarching goals of the SONOCO Group?

Of course, SONOCO Sierra Leone is not acting in isolation and we are completely in sync with the vision, mission and strategies of the broader SONOCO Group. The support we have received from the Group team has been awesome and this intertwining and strong ethos of collaboration has helped us deliver on our objectives.

In what ways does being part of the SONOCO Group strengthen SONOCO SL's ability to deliver on its mission?

Simply put, the 'WE' is much stronger than the 'I' and the seamless collaboration that has been fostered between Group and the local Sierra Leone entity has enabled us to grow stronger by the day and help us deliver on our ambitious agenda.

What innovations or unique approaches has SONOCO SL introduced in its operations to stand out in the sector?

As mentioned, we always strive to 'raise the bar' in terms of standards of execution, in everything we can do. The way we have delivered this and will continue to achieve is through the building a team of very special people, who are all 'hell bent' on delivering extraordinary results. This unique approach of harnessing the power of the team and working together with a spirit of true team work and collaboration is what has made the difference.

What is your long-term vision for SONOCO SL's development in Sierra Leone and the sub-region?

SONOCO Sierra Leone is still a young baby, just over a year old, so we are growing and we still have so far to go. As a budding toddler, learning to walk, sometimes we stumble but we are always quick to learn from our mistakes and pick up and go again. The opportunities for business expansion are almost endless here in Sierra Leone. The market is not so mature in terms of professional business management development and by choosing the right things to do and deliver on them in the unique SONOCO way, with a focus on superior execution, can be a great catalyst for growth and impact for years to come.

How does SONOCO SL ensure its projects and services meet the needs of both the domestic market and the sub-region?

How does SONOCO SL ensure its projects and services meet the needs of both the domestic market and the sub-region? Understanding the local market context and consumer preferences is key to future success. Sierra Leone is unique in many ways and is not and cannot be just a 'copy / paste' of the business solutions that have delivered such success in Guinea. This is where the 'locally relevant' component of SONOCO's over arching values and strategy comes in. The Company is fully attuned to that principal and we will always strive to ensure that our products and services not only meet but exceed the expectations and needs of our local consumers and customers.

Are there plans for further expansion or new services that SONOCO SL is exploring?

Yes, we are exploring new avenues of revenue growth for the future but at the same time, we recognize that our core business is and will remain around our flour solution, AGB. Our expansion into other business sectors and initiatives will be timely, strategic and build off the very sound and solid base that we are constructing now.

What role does SONOCO SL play in fostering local economic development and supporting communities in Sierra Leone?

SONOCO is committed to having a direct impact on job creation. From just a couple of employees a year ago on the SONOCO Sierra Leone side, we have now expanded to a headcount of over 70, including the staff of Bread Avenue and the Academy. Our construction partner. SOHA Constructions, has also significantly tapped into the local communities with the hiring of over 250 site workers. Over 100 of whom have come directly from the local impoverished community of the Bankole slum area who are our direct neighbors in Clinetown where we are constructing our mill. Naturally, as part of our expansion and with the opening of the new mill, our workforce will more than double and create many more direct and indirect jobs related to our business.

How does the company contribute to job creation, skill development, and local capacity building?

Our initiative with the Bread Avenue Academy is not just about providing training and internationally recognized certificates, it is also about empowering people, securing employment and entrepreneurship opportunities for our students. To date, more than half of the students who have so far graduated have already found meaningful employment or have set up their own entrepreneurial businesses. SONOCO Sierra Leone is very proud of the impact it is having on job creation and on the economy as a whole.

How does SONOCO SL incorporate sustainability and environmental responsibility into its operations, particularly in its construction projects?

SONOCO Sierra Leone is committed to meeting local and international environmental standards. We have worked very closely with the Government authorities to obtain our EPA (Environment Protection Agency) license. The issuance of this license has come about with a series of commitments and actions that the Company has already commenced in the fields of safety, security, waste management, noise and air quality emissions. We will continue to ensure that we not only meet local standards but exceed them in order to fully respect our Corporate sustainability and environmental commitments.

Could you share examples of initiatives or practices that demonstrate SONOCO SL's commitment to corporate social responsibility?

We have many. Outside of the Academy, we regularly engage in CSR (Corporate Social Responsibility Programs). Just in the past couple of months we have engaged in wide reaching breast and prostate

cancer sensitization and screening campaigns (in our local communities), engaged jointly with the Sierra Leone police in our communities on the dangers of drug abuse and most recently we have made donations of food (produced by our Academy students as part of their practical exams) and drinks to local orphanages. SONOCO Sierra Leone remains absolutely committed to putting in place meaningful CSR activities that can have a direct impact on the lives of those less fortunate than ourselves.

What types of partnerships has SONOCO SL established to enhance its projects and operations?

Of course, SONOCO Sierra Leone is indebted to numerous partners in the execution of its strategic goals. Most notably, we would not have been able to construct our flour mill without the amazing support of the two SONOCO affiliates, SIAF Group and SOHA Constructions, who have been with us right from the start and who are ensuring that the flour mill is delivered on time, to SONOCO standards and within budget. Our key external international partners of Eurograin, Buhler and Efor are working hard alongside us to ensure project success. On the Logistics side, we work with a range of key partners such as GLS, AGL and OBT who have helped us tremendously in the execution and delivery of the mill project and have fully supported our day to day business. Commercially, we are indebted to our number one partner in the country, Pee Cee & Sons, who we work jointly with us to manage the sale and distribution of the AGB brand.

How do these collaborations contribute to SONOCO SL's growth and its ability to achieve its objectives?

All these partnerships and collaborations are absolutely fundamental to our current and future success. Without these strong relationships, we would simply not be able to achieve our objectives and we will continue to build and leverage these synergies going forwards into 2025 and beyond.

What challenges does SONOCO SL face in the current economic and industrial landscape, and how is the company addressing them?

Sierra Leone is not the easiest place in the world to do business. That is for sure. During the construction process, we have faced shortages of raw material supplies and have had to face the challenges of limited warehousing and local material handling equipment. As they say, though, to every challenge there is a solution and we here at SONOCO Sierra Leone are fully invested in finding those solutions and delivering on our business objectives.

What opportunities do you see for SONOCO SL in the near future, both locally and regionally?

The opportunities are immense. Sierra Leone is actually a fast-improving country with improved prospects economically and socially. It is upon us here at SONOCO Sierra Leone to leverage this ever-improving environment and deliver on future business success for the years to come.

What message would you like to share with stakeholders, including partners, customers, and communities, about SONOCO SL's role within the SONOCO Group and its commitment to the region?

The SONOCO Sierra Leone team is fully committed to 'making it happen' and 'doing what it takes' to deliver on our destiny. The secret ingredient that will ensure future business success are our people. The recent internal employee engagement survey results clearly demonstrate that we are well on our way to becoming THE employer of choice in Sierra Leone and I am surrounded by a team of talented, committed and highly energized people. Of course, I am extremely thankful for that. Together we can do it. The future for the SONOCO business in Sierra Leone looks bright! One SONOCO. One Salone. One Success!

10.2 Official Launch of 1Up Energy in Sierra Leone: A New Chapter for the Compagnie des Boissons d'Afrique



The Compagnie des Boissons d'Afrique (CBA) marked an important milestone by holding an official presentation of its energy drink, 1Up Energy, for the staff of SONOCO Sierra Leone. This event, which took place in the Bread Avenue hall, aimed to introduce the product to the local teams and celebrate the launch of CBA's commercial activities in the country.

The meeting brought together key figures, starting with the General Manager of SONOCO Sierra Leone, its management committee, as well as the Commercial and Marketing Director of the SONOCO Group. The Communication and CSR Director, accompanied by her team, the Operations Director, and staff from various subsidiaries, were also present. Rash Company, the exclusive distributor and strategic partner for Sierra Leone, took part in this crucial event.

In a setting that was both professional and friendly, speakers highlighted the key strengths of 1Up Energy: its distinctive taste and modern design, which have already captivated several markets. The goal was to unite the teams around this new opportunity and lay the groundwork for a successful distribution strategy across the country.

The highlight of the event was the inspiring speech by the Commercial and Marketing Director of the SONOCO Group, who encouraged the teams to fully engage in this ambitious project and make 1Up Energy a success in Sierra Leone and beyond. To celebrate the launch, a cake-cutting ceremony was held, marking the festive beginning of the commercial activities.



10.3 SONOCO Sierra Leone: A key partner of the Civic Salone Festival 2024





The Salone Civic Festival was a significant moment for Sierra Leoneans, bringing together citizens and government leaders to celebrate civic pride, national unity, and active citizenship. The event saw the participation of key figures such as His Excellency the President, the Vice President, the Chief Minister, and the First Lady, further strengthening the bond between leaders and the public.

SONOCO Sierra Leone, proud sponsor of the event, enhanced the festival experience with several notable initiatives:

- A dedicated space designed for the comfort of distinguished guests, featuring cozy sofas, fans, large TV screens, and complimentary Salam drinks and water, ensuring a pleasant experience for all participants.
- Interactive Stand: A space dedicated to showcasing and selling high-quality products, including Salam drinks, AGB flour, 1Up Energy drink, water, and Bread Avenue bakery products.

SONOCO Sierra Leone remains fully committed to supporting initiatives that foster national unity and inspire civic pride. The company is honored to have contributed to this celebration of the vibrant spirit of Sierra Leone.



10.4 SONOCO SL & Bread Avenue Academy: A Gesture of Solidarity

On December 4th, 2024, students from Bread Avenue Academy (BAA) showcased their exceptional baking talents during their practical exams for the First Certificate. Rather than letting their freshly prepared products go to waste, SONOCO SL turned this occasion into a meaningful community initiative.

As part of its CSR commitment, SONOCO SL distributed over 100 loaves of bread, Salam drinks, and Salam water to workers at the SONOCO Sierra Leone site in Cline Town and members of the Bankole community. This act of solidarity bridges education with a direct impact on the community, contributing to progress and improving the lives of local residents. A wonderful example of how the company places solidarity at the heart of its actions.



10.5 Bread Avenue: Crafting Memorable Family Weekends with Kids' Corner

Since November 2024, Bread Avenue has been offering families an unforgettable experience: the Kid's Corner, organized in partnership with Das Kiddies Space. This festive event features a variety of activities for children and adults alike, including face painting workshops, musical games, dance competitions, and the highly anticipated appearances of beloved characters Mickey and Minnie.

In line with its Corporate Social Responsibility (CSR) commitment, Bread Avenue has made social inclusion a key focus. The company extended a heartfelt invitation to 50 children from the New Era orphanage, accompanied by their teachers, as well as children from the Wellington local community. These young guests enjoyed free access to the event, with Bread Avenue also covering their transportation and providing Salam beverages, water, and snacks to make the day extra special.

With nearly 250 children and their parents in attendance, the event was a resounding success, creating cherished memories and strengthening the bond between Bread Avenue and its community.

10.6 A Walk for Breast Cancer Awareness

On October 19th, 2024, SONOCO Sierra Leone partnered with the Well Woman Clinic MEPS to host their annual Breast Cancer Awareness Walk. With the theme "Hope for a Cure, Strength in Survival, Love and Support," the event gathered over 500 participants to promote awareness and solidarity in the fight against breast cancer.

In collaboration with Bread Avenue, SONOCO SL supported the event by providing cakes, Salam water, and juices for all attendees. The walk concluded with a touching tribute as pink balloons were released into the sky, honoring those lost to cancer and symbolizing hope for improved access to treatment in the future.



10.7 The SONOCO Group's Board of Directors Visits Sierra Leone

The recent visit of the SONOCO Group's Board of Directors to Sierra Leone underscores the company's ongoing commitment to the country's economic and social development. Led by Mr. René Kadouno, Chairman of SONOCO Sierra Leone's Board, and Mr. Jean Charzat, a Board member of the SONOCO Group, the delegation participated in a series of strategic meetings and site visits, highlighting its determination to promote growth and empower local communities.



One of the key moments of the mission was the meeting with the Vice President of Sierra Leone, during which SONOCO reiterated its support for local initiatives focused on sustainable development. The delegation also held fruitful discussions with Pee Cee, SONOCO SL's main business partner in the country, and immersed themselves in the local market to better understand the dynamics of the flour sector, aiming to tailor their offerings to the specific needs of Sierra Leonean consumers.

At the Clinetown port site, the Board members celebrated a significant milestone: the completion of foundation works in collaboration with Efor and SOHA Constructions teams. This achievement marks a major step forward for SONOCO SL's infrastructure projects, enhancing its logistical and operational capabilities in the country.

The delegation also visited Bread Avenue and its academy, where valuable exchanges with students highlighted SONOCO SL's investment in skill development and youth education. These initiatives reflect the company's focus on empowering youth, a cornerstone of sustainable development.

The visit concluded with strategic meetings with the leadership and commercial teams of SONOCO in Sierra Leone, laying the groundwork for future projects aimed at further strengthening the company's positive impact. Through this initiative, the SONOCO Group reaffirms its role as a key player in Sierra Leone's economic and social development.

10.8 SONOCO SL Receives Recognition at the Sierra Leone Business Summit & Awards 2024

SONOCO Sierra Leone was honored at the Sierra Leone Business Summit & Awards 2024, in recognition of its commitment to sustainable growth and its positive impact on local communities. The award, presented by the Sierra Leone Business Council, highlights the company's efforts to promote innovation, job creation, and its numerous Corporate Social Responsibility (CSR) initiatives.



The SONOCO Sierra Leone team expresses its gratitude to the Sierra Leone Business Council for this recognition and thanks its collaborators for their hard work. This award reflects the company's dedication to contributing to the building of a brighter future for Sierra Leone.

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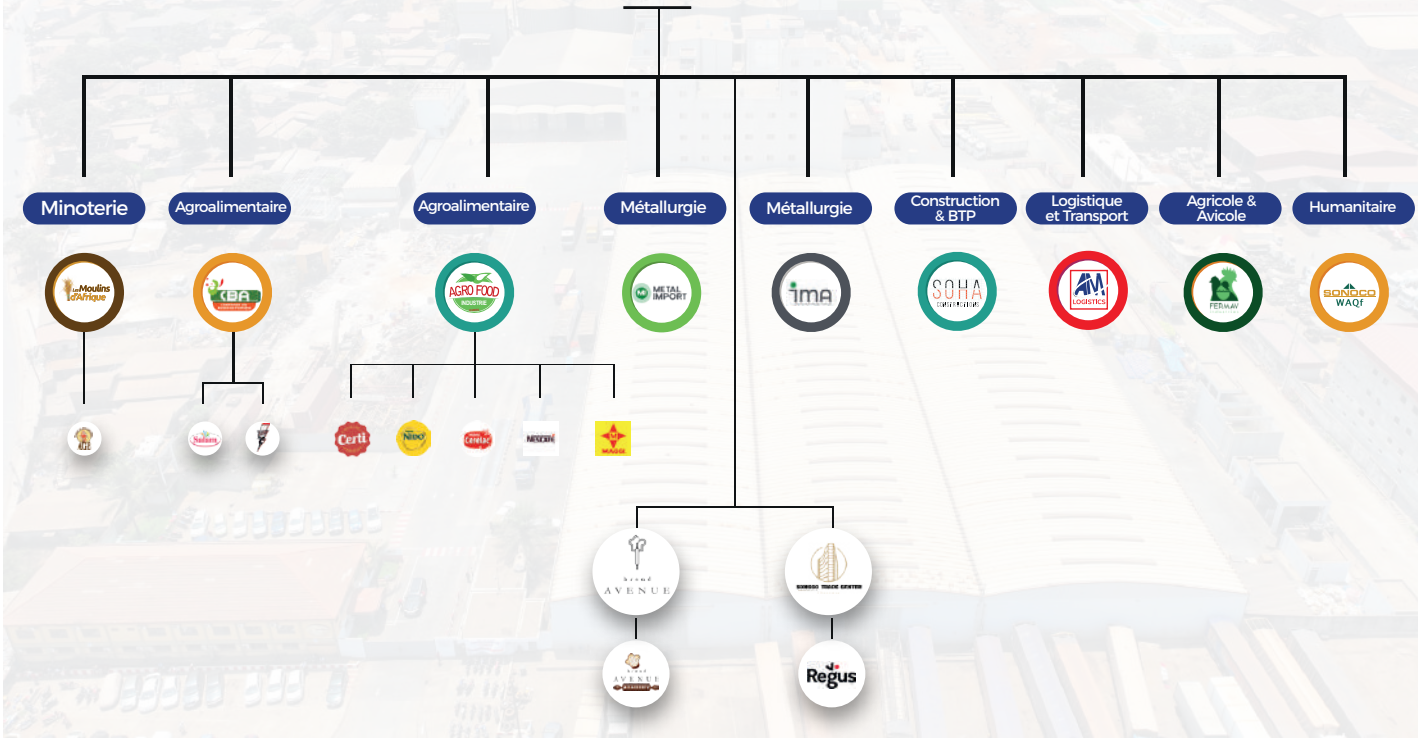




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