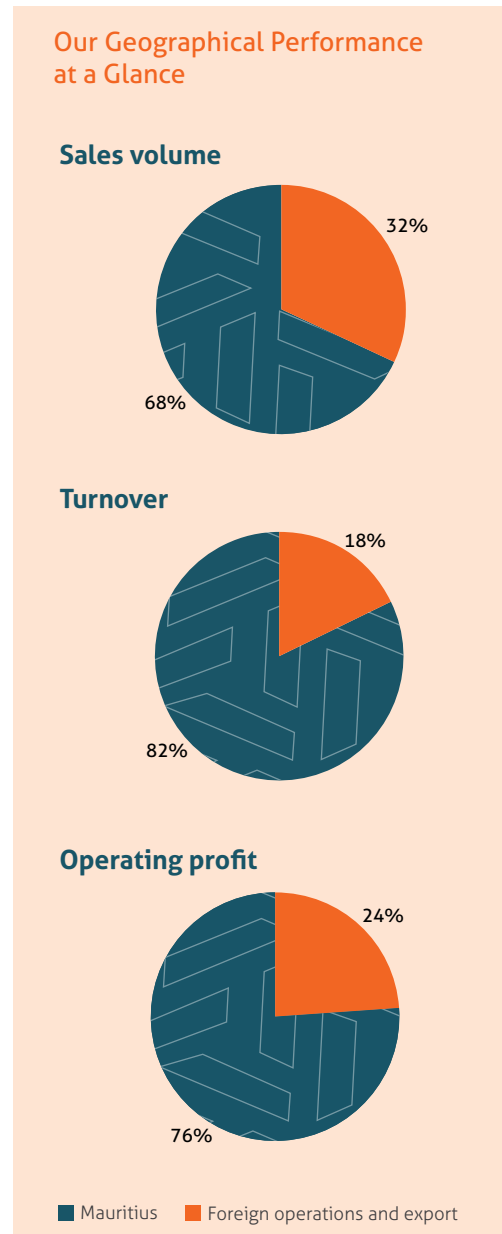
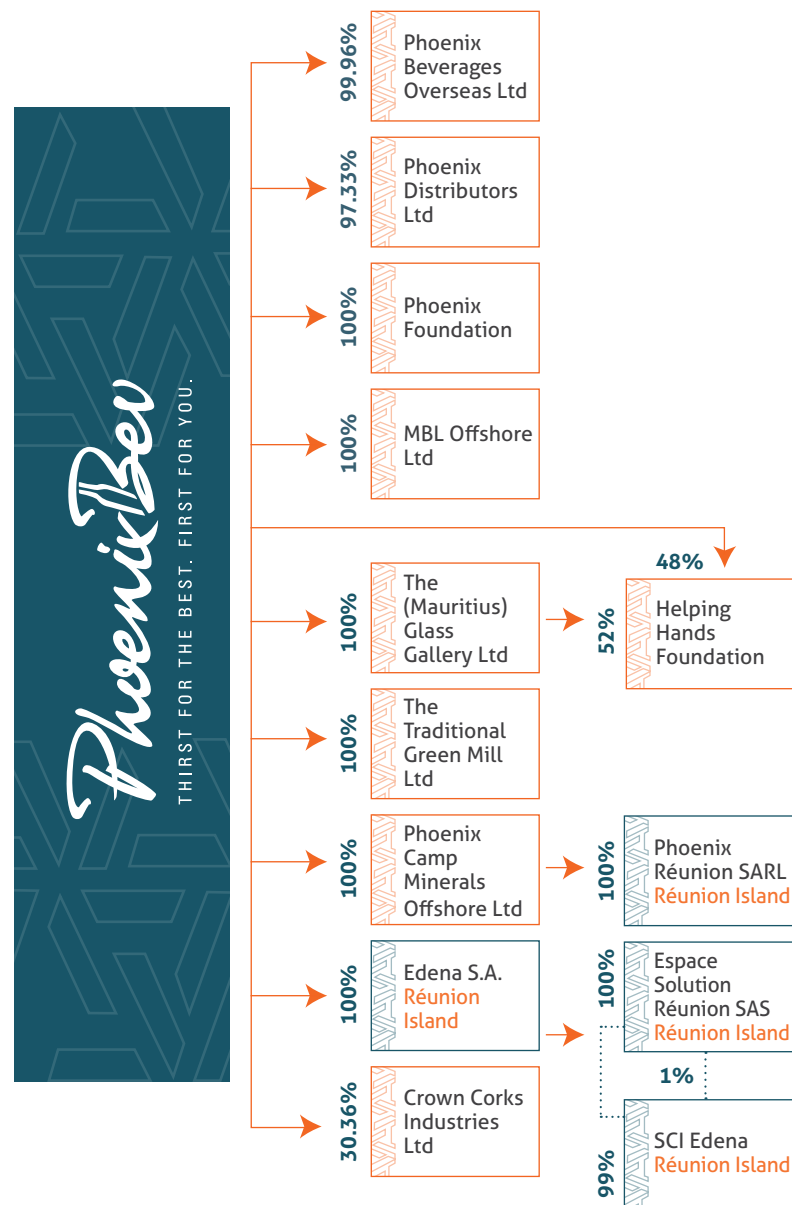


WHO WE ARE

The journey that started when we first signed a bottling agreement with The Coca-Cola Company in 1953 has taught us how to **listen to our customers**, **adapt to changes** in our operating environment and find the positives in our setbacks. We have grown and **deepened our partnerships**, and **expanded our operations** locally and regionally to brew, produce, bottle and distribute a **strong portfolio** of **alcoholic** and **non-alcoholic** beverages. From our production sites in Mauritius and Réunion Island, we distribute our products throughout the Southern Indian Ocean region, and further afield to Australia, China, France and the United Kingdom.



Our Products

PhoenixBev distributes more than **50 brands** in **Mauritius** and **Réunion Island**.

Our main brands (shown on the left) are all category leaders or perceived as high value brands.

Our Values

Our activities and behaviour are guided by our five values, which inspire us to be:

- **Innovative**
- **Customer-oriented**
- **Adaptable**
- **Trustworthy**
- **Honest**