

BRYDENS GROUP

QUARTERLY REVIEW

Group CEO's Overview

MD Overviews

Events

Employee Feature

Support Services

Sales

Retail

#01
JAN - MAR
2023

BRYDENS INSURANCE AGENCY

Brydens Insurance Agency, a wholly owned subsidiary of A.S. Brydens Holdings Limited offers a range of services including **Motor and Homeowners Insurance**.

Though traditionally operated as an internal (Group) service provider, under our new ownership by Seprod Group, Brydens Insurance Agency is now expanding its services to all staff under the Brydens Group and ultimately to the general public.

To accomplish this change in operations, **Dayne Ali-D'Arbasie** joined the team in April 2023, as the **Insurance Manager**. He has over 20 years of experience in the Insurance Industry, which includes Group Life and Pensions, Managing Agents, Accounts Receivables, Underwriting, Marketing and Development of Sales Plans, Streamlining of Claims Administration Processes and Procedures, Business Development and Relationship Management. These experiences gave him a deep appreciation for Insurance.

Supporting Dayne, is none other than our very friendly and familiar **Insurance Supervisor, Samantha Maharaj**. She is not new to the Agency, but the in-house Administrator who has handled the internal insurance operations for over 10 years.

The Team's focus is on tailoring products to meet the needs of the staff members, by providing competitive and affordable premiums by way of a **Special Brydens Staff Discount**.

In an effort to meet the varying needs of our valued members of staff, we also offer **Premium Financing** whereby you can pay your insurance premiums through small monthly/weekly payments.*

Learn more about this **Special Staff Discount** and **Premium Payments** by calling, emailing, or stopping by for a chat.

*Subject to Terms & Conditions



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Group CEO's Overview

Dear Colleagues,

2023 is moving faster than Usain Bolt, and honestly, at times it truly feels overwhelming when I look at all that needs to be done. It is easy to feel pressured by so many things that are happening in our lives at home and at work, but we need to step back and acknowledge that there are many positives that need to be recognized and be thankful for.

I am thankful for the opportunity to be a part of an unfolding story of greatness and growth. Thankful to be associated with the amazing legacy of The Brydens Group and thankful for the opportunity to be getting to know each of you, as an extension of my own family.

Like every other family, we will have our challenges but the key is that we work together to make the organization better for ALL of us. I want us to be aggressive in going for growth and improving performance but without ever losing our empathy and respect for each other. I want us to create opportunities for our people to grow within the company and to see The Brydens Group as a place where they can achieve their goals and grow their personal brand.

I know it is easy to identify what we are not doing right, but it is important to step back and identify what we are doing right; and use that positive mindset to overcome the other challenges.

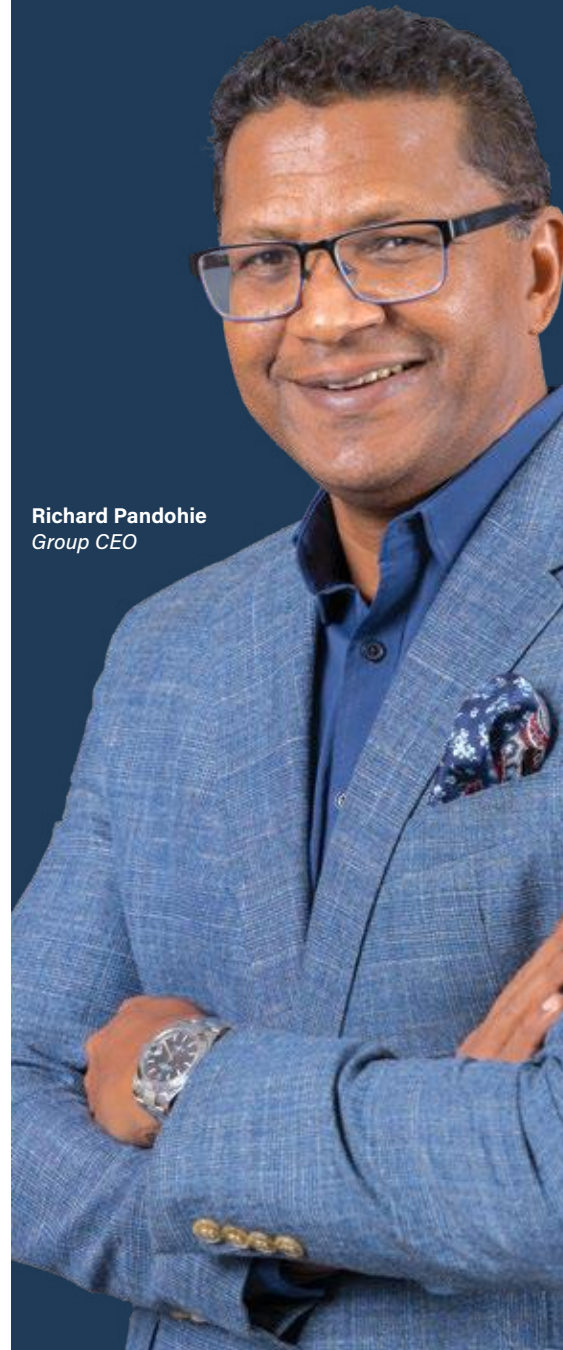
I am behind in meeting the different groups and engaging you in a personal way, as there are a number of pressing issues throughout the wider Group that have been demanding my attention. I promise to fix that and to be more on the ground to meet you and hear your concerns and recommendations to improve OUR company.

Thank you for being part of this Group and I wish for you continued blessings in all aspects of your lives.

I am always open to hearing from you so please share your feedback and concerns with me via richard.pandohie@brydenstt.com

Warmest regards,

RP



Richard Pandohie
Group CEO

MD OVERVIEWS

A.S. Bryden

Bryden pi



Stephen Welch

First-quarter sales performance was 2% ahead of budget and 34% ahead of the prior year with all Divisions performing well. Sales were primarily driven by Premium Beverages due to the resumption of Carnival, and although strong, was not comparatively successful to what was anticipated for our first Carnival post Covid-19. With the ever-changing landscape within the areas of our operations alongside a mix between competitive forces, and a need to meet supplier demands, our margins have been under tremendous pressure, and eroded by 2.5 percentage points. This has led to a 24% shortfall in budgeted Profit before Tax (but 53% ahead of prior year).

The year commenced with great momentum and excitement with the onset of Carnival 2023. Our Premium Beverages division was attentive to ensure that brand executions were maximized and included several consumer-experience initiatives at events throughout the country. We also had the privilege to host the President of Hennessy who, along with his marketing team, visited Trinidad to experience our Carnival, and to understand the engagement of the Hennessy brand in our celebrations. The visit also included the opening of the refurbished basketball court in Maloney, which was part of the Hennessy and NBA "In the paint" program; which is being executed globally.

Internally, we continue to deepen control of our distribution routes with additional sales positions within each of the Divisions. We have also moved to add Key Account Executives to provide sales planning and execution focus and which, has worked brilliantly well thus far. We continue to evaluate each Division with a view of resourcing for efficiency and growth. Our processes and systems are also being reviewed to ensure we maximize our full potential and provide the edge needed in order to get ahead of our competitors.



Barry Tangwell

To say that the first quarter was not challenging would be a gross misstatement. As we fortunately predicted, several of the items that were sold in the previous pandemic period have not been repeated. Despite this, the inherent market challenges with consumption (in general) and the continued volatility issues with Supply Chain, we were able to capitalize on our new launches and manage our expenses to be able to stay ahead of our year-to-date profit targets.

Our primary focus for this Fiscal Year 2023 would be predicated on four (4) main pillars:

- Continued private label development
- Capitalizing on our regional platform
- Nurturing Best-In-Class Talent
- Execution Excellence

To round this off, we have taken steps to further inculcate our recently introduced value of "Customer Obsession" into our everyday way of doing business. This, we see as a main enabler to our future success and sets us from our competitors, if done consistently. Our teams have done yeoman service into setting a platform for a successful year, the benefits of which we aim to reap in the second half of the year.

MD OVERVIEWS

FT Farfan



Andrew Crooks

We are off to a fantastic start to the fiscal year with our strategy starting to bear fruits and unlocking significant growth across our business. All of our groups are showing growth compared to last year and I am pleased to say that we are currently ahead of budget. Noticeably, consumer spending has shifted back to pre-covid conditions. Carnival dominated the quarter, leading to less focus on Home and Agricultural products therefore impacting our retail business. On the bright side, we have seen a significant increase in government spending which has improved confidence across the economy, positively impacting our business.

Changes across the business can be seen in the new products, new customers and renewed investment in our people. To support our strategy, we have chosen eight (8) leaders across the organization to participate in a leadership program to begin shifting our culture to one of a growth mindset and servant leadership. Our intention is to train all our leaders in this new philosophy of autonomy, empowerment, high payoff activities, continuous coaching and accountability.

In Guyana, ICON has doubled the business compared to last year however we are still slightly behind budget. The growth we are seeing in heavy equipment (Trucks, Earth Moving machines, Forklifts) and Power Generation is driving the business. The outlook for ICON is very positive as Guyana's economy continues to grow and it seems weekly another big project is announced or they find more oil. In the near future we will also be providing additional financial support to our customers by offering leasing options for all the equipment we sell.

To wrap up, I would like to thank the entire team for their steadfast commitment to FT Farfan and ICON, and for embracing change in all aspects. I am proud to say that we have shown resilience and a renewed commitment to serving our customers. Thank you!

Micon



Gerard Conyers

I am proud and honored to be making my first installment in the Bryden's quarterly magazine. The Micon team is happy to now be part of a large and diverse group of well-established and recognized companies. We have spent the last five months working to align our policies and procedures with the group and I would like to thank those members of the group who made us feel welcome and have helped support us along the way.

With the acquisition of Micon, The Bryden Group has added another portfolio of category leading brands, along with an experienced sales force and an efficient route to market system.

Despite some "Post Covid" challenges of lingering supply chain issues, erratic commodity pricing, Micon continues to perform well as a company. Our revenue in the first quarter was up 17% over the same period in 2022 and we achieved the highest sales levels in any first Quarter in the company's twenty seven year history.

We look forward to the future with great anticipation, as we work together as a group to combine our strengths and to find synergy in ways which will foster growth and happiness for our people, provide excellent service to our customers, and ultimately grow our brands.

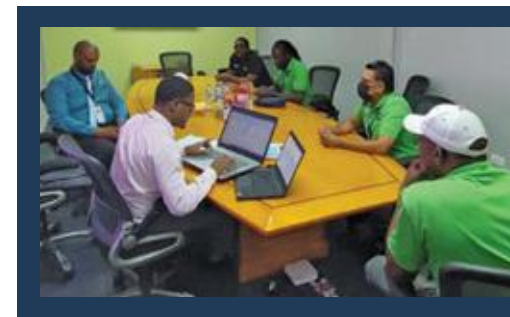


Visit www.brydenstt.com/promo/eve-cookbook/ for more info.

EVENTS - ASB

Backyard Jam

The A.S. Bryden staff celebrated the Mother of All Carnivals on February 10th 2023. We had a blast with our very own DJ Ash, Sauce Nation 868 Doubles, and sampling from BON, Rude Boy, Cara Mia and other premium beverages. Staff members were also invited to portray their creativity in our 'Mother of All Headpieces Competition'.



Affordable Financial Options Drive

A.S. Bryden invited the Eastern Credit Union Co-operative Society Limited to come in and meet with staff to provide additional options for affordable and financial reliable services during the month of February.

EVENTS - ASB

International Day of Education

International Day of Education is annually celebrated on 24th of January. This year marks the fifth year of its celebration, with the theme "to invest in people and prioritize education". Education plays a key role in building sustainable and resilient societies. In celebration of International Day of Education featured are some employees who have completed courses at the Learning Centre.

BRYDENS LEARNING CENTRE

INTERNATIONAL DAY OF EDUCATION

The United Nations General Assembly commemorates the 24th of January as the International Day of Education. This year's theme is **invest in people and prioritize education**. In an ever-changing world, we want staff to be able to position themselves for career success by upgrading and enhancing their skills with our free e-learning programs on Bizlibrary.

Marketing Teams - Do you want to create and build a strong brand experience and boost your presentation skills? These are the programs for you:

- **Marketing, Brand and Reputation** - This course will show the importance of building a powerful brand and securing your reputation while also discussing the perception of brand, damage control, marketing your brand, and building consistent strong brand experience.
- **Powerful Professional Presentations** - This course is designed to help you develop your presentation skills and stand out from the crowd.

Supervisors - Do you want to effectively communicate and lead a team? These are the programs for you:

- **New Supervisor Essentials** - This course covers reviewing team members' roles and duties, developing your team's strategic plan, and avoiding common pitfalls.
- **Conflict Resolution** - This course covers conflict resolution, mediation and guiding teams to rational decisions.

Sales Teams - Do you want to create an amazing customer experience? These are the programs for you:

- **How to succeed in Sales** - In this course, you will learn the process that successful salespeople follow to generate more leads, close more sales, and develop long-lasting relationships with customers regardless of the industry in which they operate.
- **Customer Service 101** - In this course, you will cover everything from defining who your customers are to figuring out how to secure their loyalty for years to come.

And much more!

Education is the one thing no one can take away from you.



S.E.A. Celebrations

The A.S. Bryden team celebrated with our 2023 S.E.A students. Our Managing Director, Stephen Welch was happy to present these wonderful packages to our proud and supportive parents for their children.



EVENTS - ASB

International Women's Day

The ASB Group celebrated International Women's day by attending the Women's Leadership Conference hosted by AMCHAM at the Hyatt Regency. This year's theme was Embrace Equity, addressing unfairness in society and the workplace.



Tiffany Reid
Group Head of Human Resources

"A.S. Bryden has made large strides over the years when it comes to gender equity. When I first started, there were few women in leadership roles. Now we are in roles at all levels of leadership - managerial and executive levels, on the Board of Directors and as members of the Executive Management Committee. Having recognized the significant value and meaningful contributions of women in all facets of the organization, female representation is on the rise at ASB. Work is also being done to change the perception of what makes a successful leader. Gone are the days where leaders are encouraged to rule with an iron fist, but rather guide with a people-focused approach and philosophy. There is certainly more work to be done, but ASB is well positioned and committed to ensuring it is an equitable working environment."



Lara Sanchez
General Manager - Operations

"From when I first started to now, I am proud to be a part of an organization with better female optics. ASB has been investing in its women through training, development and exposure to various experiences within their field across the board. ASB acknowledges and recognizes the significance of women in the distribution industry - our work ethic, competency and intellect to get the job done!"



Janelle Emmanuel
Human Resource Manager

"I'm honoured to work with a progressive Company that provides women with growth opportunities and advocates for women to fill positions at all levels in every Division. ASB is making a difference and I'm proud to help lead our effort to build a diverse talent pipeline. Having women representation at every level means that we benefit from different viewpoints and approaches that lead to enhanced decision-making and problem-solving. #teambrydens #embraceequity"



Janine Rajah-Medford
Group Corporate Affairs Manager

I started my career in The Bryden's Group over 12 years ago as a Brand Manager in Premium Beverages. At that time the landscape was male dominated. However, in the past few years we have seen strong and exceptional women break these barriers. I too believe that in my own way I have forged the way for women, having been the first within the organization to hold the role of Business Development Manager and today, Group Corporate Affairs Manager. Our gender should not limit our aspirations and I truly believe that if you are capable and dedicated opportunities open to you.

EVENTS - ASB

International Women's Day Continued

"My first impression when I entered Bryden's was that it was a very male-oriented Board. I am elated to now see over the years that women now comprise our Board, and are treated equally, fairly and have opportunities to advance with no prejudice."

"It is refreshing to work with the H&H management team that respects my opinion, allows me to have valuable input, and appreciates my efforts. I am pleased to work in an organization which seeks the best interests of women and is willing to propel women across each role within the company. I am proud to be #teambrydens!"



Rachelle Ramoutarsingh
Marketing Manager (H&H Division)



Sheena Constantine
Business Development Manager

"From my perspective at the Bryden's Group, I've experienced a positive gender equity journey. I have seen efforts made to ensure that all individuals, regardless of their gender, have equal opportunities, and fair treatment. In my personal capacity, opportunities along my journey commenced from Brand Manager, Group Product Manager, Marketing Manager and currently Business Development Manager attests to the company's holistic view of growth and development. I am pleased to say I've had the opportunity to work alongside talented, positive and strong women, who undoubtedly should be proud of their achievements."

"My tenure at Bryden's Group IT started in October 2018, and I've spent the last 14 years in the ICT sector. As with other STEM fields, women are historically underrepresented. However, this has been changing, having transitioned into my current role where I am treated as a valued team member. I can safely say, at Bryden's IT, we are presented with equitable opportunities, after all, technology has no gender!"



Mitsy Manohar
Business Intelligence Specialist



Kendra Noel
HSE Manager

"I hear the remark all the time, 'you coming from Grande and have a toddler, how do you manage it ' Upon reflection, being a professional woman in HSE and a mother is all about service and gratitude. During my tenure at Bryden's I have had the fortunate experience to have met trail blazing women who lead with integrity and purpose. A testament to the equitable work culture that is being fostered within the organization."

"I am the first woman and manager in my current position, and I stand on the shoulders of the powerful, innovative, fearless and inspiring female leaders at Bryden's Trinidad and Tobago."

"As an employee at AS Bryden for over a decade and more the Bryden's family has always shown fairness and equity of gender in the workplace!"



Kathy Ann Ryan
Merchandising Supervisor



Maria Woo
Accounts Clerk

"Gender equity is very essential overall. I am very pleased to say as a female employee at A.S Bryden and Sons, that excellence does not discriminate between gender. Instead, it identifies skill and good management. People are able to access and enjoy equal rewards, resources, and opportunities regardless of gender at A.S Bryden and Sons Ltd."

"At first, it was very intimidating being in a male-dominated environment. Perception from others at times was that women would not be able to function properly in warehouse roles, and even that I would not last 6 months. However, as I am a fighter, I proved them all wrong! I was able to find ways to approach workers by gaining their trust and respect in order to get the job done, and even for them to go the extra mile when needed. I firmly believe that the Bryden Management team is forward-thinking and acknowledges experience, work ethics, qualifications and work performance when it comes to all employees."



Lisa Windsor
Inventory & Systems Manager



Navita Dourgah-Joseph
Shipping Coordinator

"When I joined the ASB team I felt an instant comfort in the workplace. I love that so many women are holding senior positions and they handle it so well which I admire, because of this I can see myself growing within this establishment and not thinking that I will be treated unfair as a woman."

"When I first started working at AS Bryden's 11 years ago a lot of the top-level roles were predominately held by men. Fast-forward to present day there is shift in the opportunities and positions that women now hold. Women are now holding more Senior Managerial roles and even Group roles."

"This is also because women are attaining more educational opportunities and are achieving their bachelor's and master's degrees. This gives us more opportunities for promotions and career advancement within the organization. It has been nice to see the change over the years and I can only see it getting better in the future."



Avalon Frederick
Human Resource Coordinator

EVENTS - Bpi

Pop Quiz Winners

We gave our staff the opportunity to take part in a Shouter Baptist Liberation Day Pop Quiz with rewards to the top 2 winners. We are always happy with the response within Bpi to these initiatives and look forward to engaging you in rewarding ways.

POP QUIZ WINNERS
**SPIRITUAL SHOUTER
BAPTIST LIBERATION DAY**

Isis Morris
Merchandiser

Rainier Rajpaulsingh
I.T. Technician

#CONGRATULATIONS
Congratulations to our winners
and thank you to everyone who participated

The graphic features a blue background with confetti. Two winners are shown in white rounded rectangles. Isis Morris is on the left, and Rainier Rajpaulsingh is on the right. Both are holding certificates. The text is in white and yellow.



Your trusted choice in yeast.



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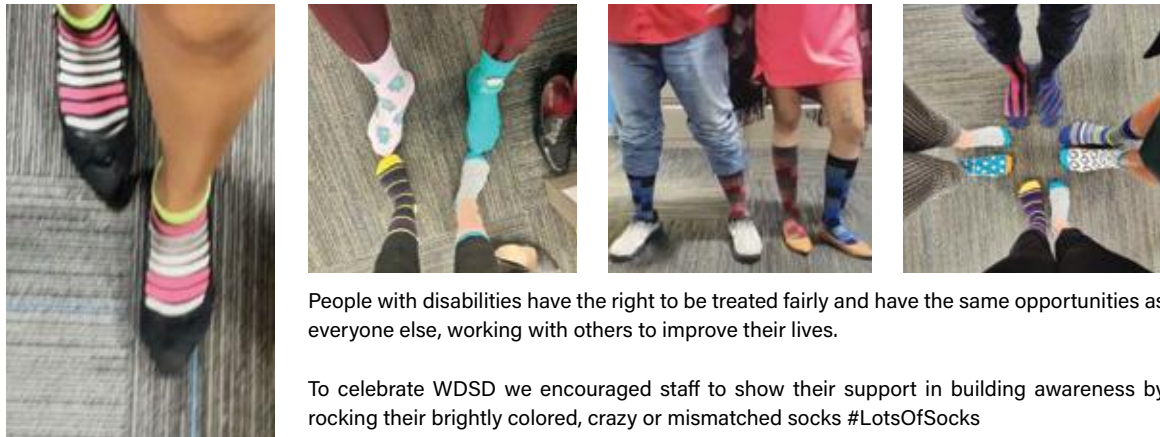


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EVENTS - Bpi

World Down Syndrome Day

It's was that time again to "Rock your Socks" to raise awareness for World Down Syndrome Day on March 21st 2023.



S.E.A. Exams



Shivani Jamuna's son Rajiv



Hampers were given out to the children of employees who wrote the S.E.A Exam as a token for their hard work and perseverance.



Timothy James

Dyette's Feel the Teal 5k Event

In observance of Cervical Health Awareness Month Bryden pi Limited partnered with The Ayana S. Dyette Foundation (ASDF's) for their annual "Feel the Teal" 5K event. This nation-wide initiative aims to increase awareness about cervical cancer, HPV, and the importance of early detection.

The Ayana S. Dyette Foundation for Cervical Cancer (ASDF) was formed in memory of former National Volleyball player Ms Ayana Sasha Dyette. She was just 32 years when she succumbed to Cervical Cancer on July 1, 2018. Their family established this foundation to honor one of Ayana's last wishes "to share her story", which can save the lives of other women.

ASDF's main objective is to save lives by education, prevention and eradication of Cervical Cancer. The foundation plans to accomplish this by engaging in activities which offer free / subsidized pap smears, free / subsidized HPV vaccinations; seminars; school tours, etc.



EVENTS - Bpi

Valentine's Day Guess the Emoji competition

Employees was given a Valentine's Emoji Movie Challenge where they had to guess the movies based on the emoji given. Prizes was given to the first three correct entries.



1st Pplace - Yejide Castillo - H.E.S. Division



2nd Place -Supply Chain Team



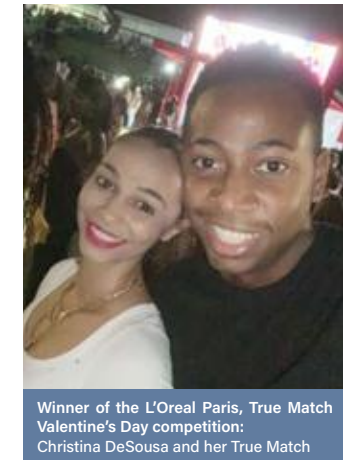
3rd Place -Karen Maharaj Grant -Finance Department

PriceSmart visit for renewals and signups

Members of the PriceSmart team visited our different locations providing signups and renewals of PriceSmart membership cards for all interested employees. Their optical clerk was also on site to make appointments for eye screening

See Kes The Band with your True match - L'Oreal's true match competition

Employees was asked to tell us a story about how they met their TRUE MATCH for a chance to take their lucky girl/guy to see Kes The Band live at IZ WE 2023!



Winner of the L'Oreal Paris, True Match Valentine's Day competition: Christina DeSousa and her True Match

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Castrol Trinidad & Tobago



EVENTS - Bpi



The Mecca of Carnival

Bpi had the Mecca of Carnival with special Character guest appearances Carnival Costume Competition and of course tasty doubles for all.



EVENTS - Bpi


International Women's Day

Video from Michelle Obama was shared with staff that sent a wonderful message of resilience and strength.




World Kidney Day – Highlighted Himalaya's products for kidneys: Uricare and Cystone

Information was shared with our employees on the importance of the kidneys and ways to reduce the frequency and impact of kidney disease and its associated health problems. We also highlighted Himalaya's products for kidneys: Cystone and Uricare.



HOW DOES URICARE WORK?

- Shilapushpa (Didymocarpus pedicellata)** is known for its antilithiatic property, which prevents the formation of urinary stones. As a lithotropic, it helps dissolve kidney stones and is also known as an antimicrobial.
- Pasanabheda (Saxifraga Ligulata)** possesses diuretic, demulcent and antimicrobial properties. Due to a high content of mucilage, which renders the herb its demulcent property, Pasanabheda soothes and protects irritated or inflamed internal tissue. As a diuretic, it flushes out small stones and gravel along with urine.
- Small Caltrop (Gokshura)** is helpful with urogenital diseases like kidney stones, bladder infections and other UTIs. It helps promote general urinary tract health by eliminating dysuria (painful urination or blood present in urine) and crystalluria. Small Caltrop prevents the deposition, accumulation and supersaturation of calciferous chemicals in urine and is a potent antimicrobial agent.



THE NATURAL CURE IN URINARY CALCULI

Benefits:

- Cystone prevents the formation of kidney stones and helps dissolve kidney stones.
- Crushes crystallized uric acid infestation.
- Combats urinary tract infections and symptoms.
- Relaxes urinary pH and alleviates burning during urination.

How does it work?

- The antilithiatic action of Cystone prevents the deposition, accumulation, and supersaturation of calciferous chemicals in the urine.
- The lithotropic action of Cystone helps in the dissolution of calculi. Cystone causes disintegration of the calculi and crystals by acting on the matrix, which binds the particles together. Cystone offers diuretic action and flushes small stones from the urinary tract.
- Cystone provides antimicrobial action against common urinary pathogens responsible for recurrent urinary tract infections (UTIs).

Key ingredients:

- Tribulus terrestris (Gokshura)** helps treat urogenital diseases like kidney stones, bladder infection and other UTIs. Helps prevent the deposition, accumulation and supersaturation of calciferous chemicals in urine.
- Pasanabheda (Saxifraga Ligulata)** possesses diuretic, demulcent and antimicrobial properties. As a diuretic, the herb helps to flush out small stones and gravel along with urine.
- Shilapushpa (Didymocarpus pedicellata)** possesses antilithiatic property, which prevents the formation of urinary stones. As a lithotropic, Shilapushpa helps dissolve kidney stones.

Properties:

- Antilithiatic and lithotropic actions
- pH-normalizing action
- Anti-inflammatory

Indications:

- Acute and Chronic cystitis
- Crystalluria
- chronic UTI

Dosage:

Tablets: Initially, 2 tablets twice daily, followed by 1 tablet twice daily.

Dosage may be titrated according to the severity and chronicity of the disease.

Liquor: Children: 1-2 teaspoonful twice a day after meals. Adults: 1-2 teaspoonful twice a day after meals. Recommend adequate water for hydration.

Nature Bounty's



Staff were treated to 50% of Nature Bounty's Product

International Happiness Day

Happy is how we should mostly be. Unfortunately, emotions like anger and sadness are increasingly becoming a default way to be for a lot of us. International Happiness Day was established to cheer us up and help us appreciate the good things and silver lining in life.

Staff were encouraged to practice and implement these three steps to give themselves a boost and build their compassion for others.

- Step 1 – BE MINDFUL (Relax your breathing and notice: How am I feeling right now?)
- Step 2 – BE GRATEFUL (Look around you and ask yourself, What am I thankful for?)
- Step 3 – BE KIND (With warm feelings, ask yourself, Who do I want to send love to?)

Sticky note murals were also placed at all locations so staff can populate it by writing:

- What they are grateful for
- What makes them happy
- Words of encouragement
- Happiness quotes

In recognition of this day staff, was also granted ½ day off to do something special with their loved ones.



EVENTS - Bpi

We are Customer Obsessed

On March 24th 2023, in a sea of blue, Bryden pi announced the launch and addition of their new core value "We are Customer Obsessed" which signaled the organization's commitment to embark on the journey of becoming intently focused on improving the customer experience and being accountable for ensuring that they always put the customer at the center of everything they do.

The launch of this new core value, is in direct alignment with the company's new strategic direction to enable the organization to create differentiated experiences for customers, improve customer engagement and create optimal value for shareholders, staff, suppliers, customers and end-users in their key markets. In fact, the wheels were in motion for some time before this launch, as they embarked on a series of CX workshops in 2022 hosted by The Experience Company (EXCO) which truly set the foundation for this transition, which is expected to be seamless considering the organization has always been deeply committed to embodying their core values.

Hosted by radio personality Ancil "Blaze" Isaac, the afternoon was filled with excitement and inspiration and there were some key highlights. For the first time, the company announced the appointment of a Customer Experience Manager, a move that clearly demonstrates their commitment to CX Excellence. The roadmap for the future of the organization's customer experience was presented and staff were treated to a skit by the local puppet Santana, staff testimonials and inspirational customer stories which no doubt left many staff members engaged, energized and excited to embark on this journey.



EVENTS - FTF

Carnival Lime



FTF hosted an After Work Lime on Carnival Friday. Employees were invited to compete in a Face Mask Competition where points were awarded for Originality, Creativity and it must have highlighted something that is originally FTF. The winners were:

First Prize:
Ibis Retail Division represented by Lukisha Thomas

Second Prize:
Administration Division represented by Vanessa Griffith

Third Prize:
Call Centre represented by Nicole Nedd



Rock Your Socks – World Down Syndrome Day



Employees were invited to 'Rock Your Socks' on March 21st to show our support and celebrate our differences.

EVENTS - B.G.S.S.C.

Best Chow in Town

The B.G.S.S.C kicked off the beginning of the quarter with a Chow Competition titled "Best Chow in Town". To our delight, the participation response was overwhelming and attracted a total of twelve (12) teams. The event included complimentary Rude Boy and Bon Lollies which was a hit with attendees.

Crowd Favorite - Sweetest Cocoa from Santa Cruz (DC-Fernandes)

Most Innovative Chow - Saucy Lips - Ice Cream Chow (Food and Grocery)

After sampling the mouth-watering offerings by the various teams, the judges results were as follows:

Many thanks to all our participants, supporters and sponsors!!!

1st Place - Backyard Chow (DC-Lapwing)

2nd Place - Sweetest Cocoa from Santa Cruz (DC-Fernandes)

3rd Place - Chow Chow Crew (Vans)



Backyard Chow



Sweetest Cocoa from Santa Cruz



Chow Chow Crew



Saucy Lips



no more.

pain & fever
congestion
allergies
nausea
guessing



get back to living!

FAST RELIEF OF:
• Cough
• Chest congestion
• Mucus

EMPLOYEE FEATURE - ASB



Employee:
Michelle Maundy

Position:
Cashier

Department:
Finance

1. How long have you been with the Company?

I started with ASB in May 1994, 29 years ago. We were located in downtown Port of Spain next to the Cathedral. We have grown into a large group and I have welcomed and embraced our vision.

2. What inspired you to join ASB?

At the time, I did not know much about ASB. I applied and was successful in my interview. Prior to ASB, I worked at the Licensing Office and Bank of Commerce.

3. What do you enjoy most about working at ASB?

I enjoy meeting new people and interacting with fellow staff. Our management is very empathetic and is always willing to assist employees.

4. What are some of the toughest challenges at work and how did you overcome them?

People may not know but my job is a challenging one. It is sensitive and confidential. You have to be committed, responsible, alert and focused.

5. What is your favourite memory from working at ASB?

My favourite memory is being nominated for the Brydens Finest Award. Although I did not win, I was elated as well as humble that my work ethic was recognized by management as being aligned with the Company's core values. I really felt appreciated.

6. Tell us a bit about your family. Are they excited about your retirement?

I have been married for 35 years and have two (2) beautiful daughters; they are both grown, married, and focused on their career paths. My husband and I are very proud parents. They are all very much excited and looking forward to me spending more meaningful time with them.

7. What do you enjoy doing outside of work?

I enjoy watching movies, travelling, meeting new people from other countries, and learning about their cultures. I enjoy singing and dancing to 'back in times' music. Most of all I enjoy being a grandma to my granddaughter.

8. What is something surprising that not many people know about you?

I don't like heights and being alone in elevators.

9. What is the best advice you can give to someone who just started their career?

Persevere on your goals, and try not to focus on instant gratification. Remember there is nothing called 'overnight success'; it is hard work and dedication meeting opportunity.

10. What are your plans post-retirement?

I am looking forward to embracing retirement wholeheartedly. I believe in everything there is a season. This would be a new season for me, a time to relax, spend time with family and friends and be the best grandma that I can be.

EMPLOYEE FEATURE - Bpi



Employee:
Ronald Ward

Position:
(Retired) Warehouse Manager

Department:
Operations - Warehousing

Who is Ronnie Ward? According to his team, he is a remarkable manager, friend, mentor, and colleague. To his family, he is known as an exceptional husband, father, grandfather, and brother. To his friends, he is a reliable companion for leisurely socializing, sharing drinks, offering sagacious advice, and exuding cheerfulness. For the Bryden pi family, Ronnie Ward has played a crucial role in our lives for the last three decades. It is said that if one were to create a crack in the foundation of Bryden pi, they would discover his "navel string" buried within. As the famous author John Maxwell once stated, "A leader is one who knows the way, goes the way, and shows the way" and with Ronnie (as he is fondly called) he was indeed a true leader. We take this time to honor Ronnie for his exceptional leadership and to express our affection, gratitude, and cherished recollections of him.

Ronnie was born in the comfort of his own home in Barataria. However, he eventually relocated to Boissiere Maraval, where he spent the majority of his life. He is affectionately referred to as "Bones" by his loved ones and acquaintances. Ronnie's career in the company began as a Hardware Salesman and supervisor for ASB, our sister company. He then progressed to become the Warehouse Manager for Bpi where he led numerous teams and departments, including the warehouse and operations teams.

Ronnie is a passionate man and this passion and dedication transcended to other areas of his life. The previous Marketing Manager, Natasha Ayow captured his passionate dedication and Ronnie would frequently observe her at her workplace and extended an invitation for her to participate in an outdoor gathering commonly held in the compound's smoking section. His persistence paid off and Bryden Pi transformed from a mere source of income to a place where love blossomed. Ronnie embraced the mantra "We are Happy People, Committed to Enhancing Lives" and, in due time, he and Natasha tied the knot after two years.

Ronnie firmly believes that people come first. He possesses a gentle and kind disposition whenever he interacted with his teams. He is often described as a man of his word, and his impeccable character has been evident throughout his thirty years of service. The colleagues of Mr. Ward acknowledge that his leadership style has been truly transformative. It is evident that he has been an exceptional boss, mentor, and friend. People have been inspired by his approachable and understanding nature, as well as his knack for finding solutions to any challenge.

As his departure is being celebrated, it is time to reflect on the things that he will always be remembered for. It is widely known that he loves golf and enjoys spending leisure time with loved ones. It is interesting to note that Ronnie enjoys liming and a few drinks, but often finds himself unable to hold his liquor for more than two! He has a fondness for table tennis and it was once his desire (in his younger days) to become a professional player. Ronnie possesses expert acting skills, as some members of his team recall his impressive performance when he acted as "Ronnie Bryden" during a fire at an old warehouse. Despite his fun-loving nature, Ronnie's big heart is well-known, and he gets joy from volunteering to help those in need.

Ronnie's departure will be deeply felt, however, we are confident that he will continue to make a positive impact in his future endeavors. As he enters this new chapter in his life, we wish him all the best. So, please join us in congratulating and thanking Mr. Ronnie Ward for his service, his commitment, and his contribution to the growth of our organization. And, as we bid him farewell, let us also remember the lessons and values he has instilled in us.

EMPLOYEE FEATURE - FTF



Employee:
Ian Roberts
Position:
Retail Supervisor - Sales
Department:
Ibis Showroom

FTF's longest serving employee, Ian Roberts, will achieve a milestone of 45 years Long Service in September 2023. Ian is the Retail Supervisor - Sales in our Ibis Showroom, Head Office and is a 'Powerhouse' of knowledge in the products we sell. He can be described as kind, compassionate and reserved. Thank you for your 45 years of dedicated service and achieving this milestone with us!

EMPLOYEE FEATURE - MICON



Employee:
Glen Tang Yuk
Position:
(Former) Sales Supervisor
Department:
Sales & Marketing

Glen joined Micon Marketing Limited on April 22, 2003, with a wealth of sales experience and was an exemplary Sales Supervisor for over 15 years. He was loved and respected by all his peers and customers, all of whom he thoroughly enjoyed interacting with. Whenever problems occurred, he always used his insight and hard work to overcome them. A true leader, Glen loved working with his team on the trade to coach and motivate them to hit their targets.

He had a huge presence; you never had to ask if Glen was in office, from the moment he walked in his "Good Morning" or laughter rang down the corridor. He positively touched the lives of everyone he came into contact with, be it a compliment or joke; he made our days brighter. He also had the biggest Pick Up with the loudest horn and we always lovingly teased him that he needed a stepladder to get into that truck.

Embedded in our hearts are his big smile that often changed the mood of the sales room; his big heart, as he was always the first to communicate the plight of others in an effort to help; and his huge loyalty and commitment to his family, coworkers, and the company.

Glen will be fondly miss by his Micon Family – forever in our heart.

Whirlpool



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FOR
MOM**

Because Moms
Deserve the Best!



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Celebrate
MOM
WITH OSTER®



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SUPPORT SERVICES

Group Accounts

The acquisition of The Brydens Group in June 2022 and its integration into the Seprod Group of Companies has brought about significant changes in the Accounts and Finance department. One notable change is the restructuring of the reporting hierarchy for Financial Controllers in each subsidiary. They now report directly to the Group's Chief Financial Officer, Bernadette Sammy, aligning the reporting structure with Seprod's practices. This shift emphasizes the importance of collaboration between accounts and finance and the broader business, moving away from a purely support function.

As a member of the Seprod Group of Companies, the Accounts department has undergone transformative work. The financial year for the Group has been altered, resulting in the year-end audit taking place in December instead of March. This adjustment has reduced the time available for subsidiaries to close their financial year and gather the necessary data. In addition, the parent company now requires a variety of new and consistent reporting to ensure compliance across its subsidiaries.

To meet these requirements and navigate the changing landscape, it has been crucial to have the right resources in place at strategic levels within the organizations. A.S. Bryden & Sons (Trinidad) Limited (ASB) and Bryden pi have hired new Financial Controllers, Andra Balgobin and Hammond Abdul, respectively, to replace outgoing incumbents. Rebecca Alexander has assumed the role of Group Chief Accountant, while Sarah Ramsahai has joined ASB in the role of Finance Manager. The Team also welcomes Leela Seebaran, Financial Controller from Micon Marketing Limited (acquired in November 2022 by ASB).

Despite the changes and increased reporting requirements, the Accounts and Finance Team is prepared to embrace the challenges and looks forward to the opportunities that lie ahead as a publicly listed company. The team remains committed to fostering partnerships with the Group's subsidiaries and providing the necessary support to facilitate the growth of the overall business.



Information Technology



Information Technology (IT) has revolutionized Fast-Moving Consumer Goods (FMCG) and The Brydens Group is no exception. In today's digital age, the FMCG industry has become increasingly reliant on technology to optimize its operations, enhance customer experience and stay ahead of its competition. At The Brydens Group, we focused our 2023 first-quarter efforts on aligning business needs with technology. This included:

Continuous improvement initiatives of the current Enterprise Resource Planning (ERP) system. By prioritising the business we focused on optimizing S2K's supply chain processes, including production planning, inventory management, and distribution, automating our operations, reducing costs, and increasing efficiency.

Business Intelligence (Bi) Dashboards. With the massive amounts of data generated by our ERP systems including sales, trade date, e-commerce, and point-of-sale systems, BI dashboards were introduced to transform The Brydens Group into a data-lead organisation. Embracing data analytics as the new mindset allows us to be proficient in using our data at the decision-making table and, data can then be disseminated, used to create personalized marketing campaigns, improve product development, and optimize our pricing strategies.

Two pillars of real, calculable success are efficiency and cost savings. As such, we decided to negotiate with our current ISPs for better prices for our internet service and also received additional services for free. Additionally, we upgraded our communication links which helped improve

our internet speed and overall service. We are now happy with the level of service we are receiving and are pleased with the cost savings we were able to achieve. By being proactive and advocating for ourselves, we were able to get the discounted prices and better service we needed to improve our business operations.

Cyber Security. With the increasing frequency and sophistication of cyber attacks, it's crucial that everyone in the organization is equipped with the knowledge and skills to identify and prevent potential threats. The Brydens Group continues investing in regular security awareness training not only to help mitigate the risk of cyber-attacks but also to foster a security-conscious culture that benefits the entire organization. In Q1, Mr Jamie Khan was promoted to the Group Information Security and Infrastructure Manager and part of his remit is to ensure that all employees, including remote workers and contractors, receive comprehensive and up-to-date training on cyber security best practices.

Overall, we see technology as being the catalyst for the Group's growth. As technology continues to evolve, we can expect to see even more significant positive changes in The Brydens Group, including the adoption of new technologies such as Data Lakes, Artificial Intelligence (Ai), and Robotic Process Automation (RPA). We are eagerly looking forward to seeing the Group springboard into the future and supporting the jump with technology.

SUPPORT SERVICES

Operations

HSE

In the first quarter of the fiscal year, there were a myriad of activities across the subsidiaries focused on bringing attention to Health & Safety awareness or ensuring Safety preparedness.

A.S. Bryden & Sons launched the Brydens Sustainability Program Competition, an initiative with participation across the Group subsidiaries. The initial part of the competition was a call for the submission slogan or caricature based on the three pillars of the Sustainability program: Waste Management, Reducing our Carbon Footprint and Water Conservation.

Training & Awareness –Safety Warden training carried out by the Trinidad and Tobago Fire Services (TTFS) along with First Aid Training and Defensive Driving Training. The Team also arranged a Racking Safety Awareness session, completed by the Lapwing and Fernandes Distribution Center staff.

Protocols & Policies –The quarter started with a Fire Drill at ASB Head Office to determine the rapidness of response and adherence to protocols and areas for improvement to ensure the safety and wellbeing of all employees. Following this, Safety Warden Posters installed throughout all facilities to help staff familiarize themselves with respective department representatives. The Team also rolled out an Alcohol Testing policy.

The Team also oversaw the installation of televisions at Lapwing and Fernandes Distribution Center locations and the subsequent launch of the E-toolbox initiative whereby presentations on key topics and training decks rotate monthly to sensitize staff at these locations. In addition, a much-needed proper identification system was completed for all lifting equipment, which included an inspection and certification database to ensure proper equipment maintenance and operational standards.

In **Bryden pi** HSSE and Facilities Management (FM) fall under the same team. The Departments had two main initiatives during the first quarter which included:

BPI Safety Slogan Initiative - In the spirit of engagement HSSE and the Bpi brand “No More” hosted a Bpi Safety Slogan competition with participation from all Bpi Departments and Bryden Genetics Limited (BGL) participating. Four slogans



utilizing the brand name “No More” were selected and the winners’ pictures were captured for inclusion on the signage for the slogans. Supply Chain won with their slogan “No More Accidents. B Safe. B Aware. Bpi”

HSSE Engagement Activities - HSSE developed and disseminated bi-monthly publications on a range of topics introducing new concepts or reiterating familiar ones in an effort to build interaction and opportunities for improvement.

Logistics, Warehousing & Operations

One of the major developments in warehousing and logistics this past quarter was the approval of a Group centralized distribution center carded to commence buildout in September 2023 with an estimated eighteen-month timeline to complete. This is timely, as viable space at our current locations have reached maximum capacity. The Group believes that this new facility will give a competitive advantage with capacity to take on new lines, help to drive export and improve efficiency and service to customers.

Another Group-wide initiative undertaken was the evaluation of haulage and freight rates with the view of using our collective volume to negotiate preferential rates and create tangible savings.

Additionally, a similar exercise executed for security services across the Group in an effort to streamline the level of service, manage risk and safety.

These exercises are managed by the Shared Services & Special Projects Team led by Scott Franco.

Quality

The Quality Department resides in Bryden pi and is steadfast in driving a renewed focus on compliance, documenting procedures and processes whilst ensuring they are in alignment with the highest standards while engaging and collaborating with all stakeholders.

For Q1 a Contractor Management Program (CMP) was established to ensure that our providers are compliant against Bpi’s standards as well as Supplier Regulatory requirements. The Team also instituted a Quality Awareness Program, which focuses on strategies to diffuse Quality throughout the organization. Achieved mainly via the circulation of monthly publications educating staff on a variety of quality topics, the team also works with sales teams to provide training and an avenue to discuss areas for improvement.

SUPPORT SERVICES - ASB

Human Resources

New Hires - January



Richard Assing
IT Technician
Information Technology



Shaun William
Warehouse Attendant
Distribution Centre

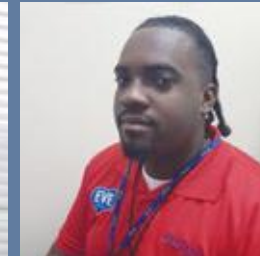


Rodney Rambhajan
Relief Van Sales Assistant (Driver)
Van Sales & Distribution (F&G)

Promotions - February



Michael Inniss
Van Salesman
Van Sales & Distribution (F&G)



Joel Pierre
Inventory Auditor
Inventory Audit

New Hires - February



Simone Kuarsingh
Supply Chain Planner
Food & Grocery



Tia Campbell
Credit Control Assistant
Finance



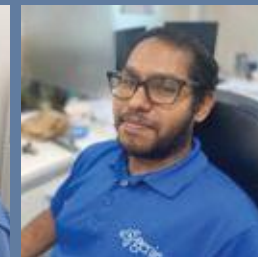
Bernard Rocke
Head of Information Technology
Information Technology



Bernard Johnson
Spare Parts Coordinator
Service Centre



Dillon Mc Carthy
Inventory Auditor
Inventory Audit



Antonio Achoy
Senior Accounting Assistant
Inventory Control

New Hires - March



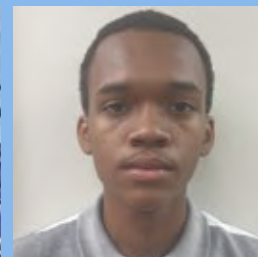
Sarah Ramsahai
Finance Manager
Finance



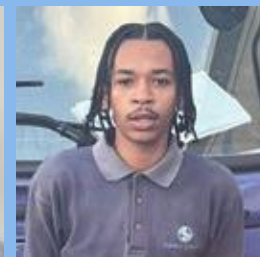
Shakeem Raymond
Van Sales Assistant
Van Sales & Distribution (F&G)



Christian Anderson
Van Sales Assistant
Van Sales & Distribution (F&G)

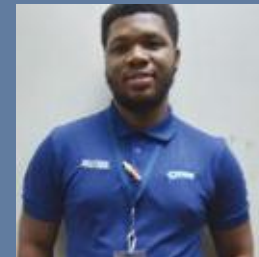


Dimitri Daniel
Van Sales Assistant
Van Sales & Distribution (F&G)



Nikoli Daniel
Van Sales Assistant
Van Sales & Distribution (F&G)

Promotions - March



Deron Saunders
Van Salesman
Van Sales & Distribution (F&G)



Krishan Ramsaran
Van Sales & Distribution Supervisor
Van Sales & Distribution (F&G)

Transfers - February



Zaria Noel
Inventory Control Clerk
Inventory Control



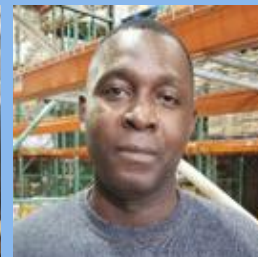
Navada Goindoo
Van Salesman
Van Sales & Distribution (F&G)



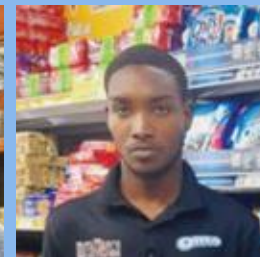
Darryl Daniel
Sales Associate
Naughty Grape Duty-Free Store



Anneliese Jeffrey
Sales Associate
Naughty Grape Duty-Free Store



Seymour Pereira
Cleaner
Distribution Centre



Kyle Bushell
Merchandiser
Merchandising

SUPPORT SERVICES - Bpi

Human Resources

New Hires - January



Jael Pitt
HR Clerk
HR Department



Cintra Ramjattan
Merchandising/Administrative
Coordinator - Food & Grocery
Division



Heidi James
Operation Analyst
Supply Chain Division

New Hires - February



Hamond Abdul
Financial Controller
Finance Department



Christina De Sousa
Customer Experience
Manager

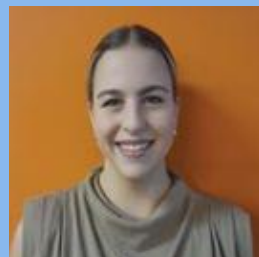
New Hires - March



Dylan Manohar
Sales Representative
Pharmaceutical Division



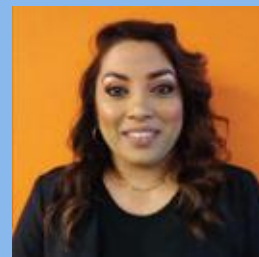
Vishel Neebar
Sales Representative
Pharmaceutical Division



Milan De Lima
Product Specialist
H.E.S Division



Tannique Findlay
Brand Manager
Personal Care Division

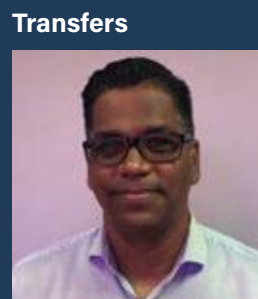


Nikki Dhansar
Promoter
Personal Care Division

Promotions



Khadeem La Veau
Market Development Executive
Food & Grocery Division



Ashuk Mirhai
DTT Sales Manager
Food & Grocery Division

Transfers

SUPPORT SERVICES - Micon

Human Resources

New Hires



Shay Caesar
Warehouse Attendant
Operations



Delano Lynch
Loader
Operations



Keshawn Grant
Warehouse Attendant
Operations



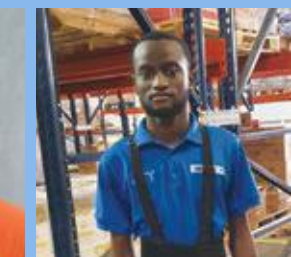
Rondell Teelucksingh
Forklift Driver
Operations



Sherma Taitt Mitchell
Merchandiser
Operations



Dilano Edwards
Warehouse Attendant
Operations



Khalil Kemkaran
Warehouse Attendant
Operations

SUPPORT SERVICES - FTF

Human Resources

New Hires - January



Stevan Sewnarine
Sales Associate
Agri World Arima



Alisha James
Accounts Receivable Clerk
Finance Department



Seema Ramkalawan
Call Centre Agent
Call Centre

Promotions - January



Shiloh Bernard
Trainee Technician
Heavy Equipment Service Division

New Hires - February



Shaakira Phillip Sutherland
Call Centre Agent
Call Centre



Hakeem Antoine
Security Officer
Munroe Road Warehouse

Promotions - February



Margurit John
Sales Coordinator
Industrial Sales Division



Sparkle Gilbert
Customer Care Team Leader
Call Centre



Nicholas Mohammed
Team Lead - Sales
Marketing Group



Rishi Rampersad
Sales Representative
Marketing Group

Transfers - February



Ishmael Campbell
Service Advisor
Heavy Equipment Service Division

New Hires - March



Roger Clement
Sales Associate
Ibis Retail Showroom



Kashif Johnson
Warehouse Attendant/Loader
San Juan Warehouse



Seymour Bradshaw
Warehouse Attendant/Loader
San Juan Warehouse

Promotions - March



Ronald Hodge
Sales Representative
Marketing Group



SALES - ASB

Food & Grocery

The F&G division was buzzing with activity for the first quarter of 2023 as this marked the start of our first Jan-Dec financial year, and we've got some mega deliverables straight out of the gate. With our Sales Team hard at work pushing out inventory, our Marketing Team was busy executing many brand activations across numerous platforms.

- Cadbury owns Valentines and the brand was the center of romance as it engaged consumers with its nationwide rose promotion and gifting options.
- Chocolisto offered support to SEA students as it gave them a nutritional boost during many strategic sampling sessions.
- The Mother of All Carnivals saw many of our brands being active during this festive season. Colcafe offered an additional boost for the early morning pumps, and Bon was present at many all-inclusive events. Bon, Chocolisto, and Tang were key sponsors for the Red Cross Kiddies Carnival. The event was very successful, and our partnership was not only well received by patrons, but the brands were highly visible and well-activated.
- Our private label brand Eve launched its annual promotion which will culminate into its peak period in May for Mother's Day. This promotion offers consumers a chance to get their key expenses covered for an entire year!

Due to a combination of factors, we began the year with very high inventory levels. We have been in depletion mode for many SKUs for the entire quarter as we seek to bring our stocks within normal parameters. While our budgeted margins were to be 29.4%, we closed the quarter at 26.2% due to these deals. Overall, we closed our net sales at 98% of the budget, but gross profit was 84% vs budget. This has left us with a gap in divisional profit of \$2.8M to make up during the course of the year. In spite of the gap, we are still 20% ahead of last year's figure, and have lots of learnings to guide us going forward.

Key performances among our brands include:

- Colombina, which is on a real tear with two new van routes;
- Mondelez Gums as we apply greater focus and enjoy better supply;
- Bon as we continue to take market share from the leader;

- Mondelez Savoury where we've gotten a boost from better supply;
- Eve Oil with strong supply and trade focus;
- Eve Meats as we build our Tuna business;
- Midwestern Pet Food as we continue to build distribution; and
- Our CGA range, where supply is gradually improving.

In the second quarter of 2023, we will need a lot of focus across the portfolio to find the right pricing that will balance margins and volumes; while promoting and driving distribution and visibility. On the front burner will be seeing through Easter (as all of our seasonal product is already sold out), the "Say it with OREO" promotion, installation of new display units for Nabisco across the downtrade, and continued drive for our EVEverything Covered Mother's Day promotion.



SALES - ASB

Hardware & Housewares

The Hardware & Housewares division finished the first quarter of 2023 7% below our first quarter Sales Budget and a decline of 3% when compared to last year's performance. Gross Profit fell by 1.3 % versus the targeted budget and 2.4% vs January to March 2022. This was a result of a general decline in demand on the trade. This decline was also met with increased competition from parallel distributors, along with retailers opting for direct imports so as to improve their margins and the division carrying heavy stock at elevated freight rates. In response to these challenges, the division opted for a large offering of deals and specials so as to deplete overstocked items. The reduction of freight has had an immense effect on the cost of goods. To remain competitive the division must deplete the current stock on hand. Only through this depletion, lower cost of goods can be achieved through future purchases. This will be critical to the division's competitiveness.

Despite these challenges, there were some opportunities that were grasped, one of which was the carnival peak. With the return of Carnival after a two-year break, brands such as Igloo and Coleman promotions were now an opportunity. These promotions were met with favorable responses and record-breaking sales and were accompanied by a merchandising competition for the best Igloo Carnival display. The merchandising team continues to be innovative and has been a key stakeholder in the success of our carnival promotions. The new private-label brand Triton continues to perform well with further growth opportunities through line extensions being explored. Triton is also being offered to export customers as we aim to make it a regional brand.

As the division's offerings and volumes continue to grow, the focus was been placed on the division's Service Centre. The after-sales service provided by the Service Centre is a key competitive advantage. The continued success of the Service Centre will be secured through investment into additional human resource structure and automation through IT solutions. One of the projects currently being worked on is an Apprenticeship Program with MIC Institute of Technology which offers training in Technical and Vocational competencies for National and Regional industries, through quality training, innovation, manufacturing, construction, and engineering products and services. This is also part of our division's contribution to Corporate Social Responsibility.

Despite the challenges we face post covid, we are confident that we will overcome these trials. Our team remains persistent and resilient. We remain committed to achieving our targets and would like to thank all the members of our Sales, Marketing, Administrative, Service, and Warehouse staff who worked consistently during this period. Many thanks to our support departments, Finance, IT, and Logistics who worked alongside the H&H team to ensure our goals are continuously met.

We look forward to a buoyant Mother's Day and Father's Day to help us recover the ground lost in the first quarter.

Carnival Promotion - IGLOO



IGLOO-Merchandiser Competition



MASSY Oster Demo



SALES - ASB

Premium Beverages

Premium Beverages started the new year with accelerated sales to finish 11% above budgeted revenues and 2% above budgeted profit to close a strong Q1. This performance was driven by the return of Carnival. The hype and expectations of the biggest Carnival were disappointing as signs of a tighter economy were clear with events not getting the number of patrons, they were accustomed to. PB's leading brands delivered their best with executions to party-goers and revelers. Moët, Hennessy, El Dorado, and Johnnie Walker to name a few all executed strongly with premium zones, to elevate the experiences. Our big bet categories this year included Gin (Tanqueray) and Tequila (Don Julio) along with Rude Boy as we focus on building these hot brands and categories.

All channels were well-merchandised to support the focus of the core categories for the Carnival season and the intense demand on the Sales and Marketing teams as we mandated all hands on deck to support and oversee over 100 various executions during the month of February.

Looking ahead, the Division continues to relook its' current structure to increase manpower and support the vision to create focus on growing categories as well as place greater emphasis on impeccable executions. The Diageo team will drive the 1st phase of this change and then extend across the wider division as we aim to accelerate our growth, efficiencies, and agility to capture more market share.

The first quarter could not have been achieved amidst the chaotic landscape without the help of all our team members, from the Marketing, Sales, CSR, Supply Chain and Promotions teams to make it all worthwhile. We cannot forget our supporting departments that also assisted and delivered for the season Warehouse Team and Finance Team to help with our demands, which they have religiously supported despite challenges on each side as well.

We look forward to the continued upward trend for the next quarter despite the contracting anticipation of the market and continue to plan ways to keep creating demand for our brands.

Don Julio Activations - CIC Fete



Don Julio Activations - Hilton Lavish



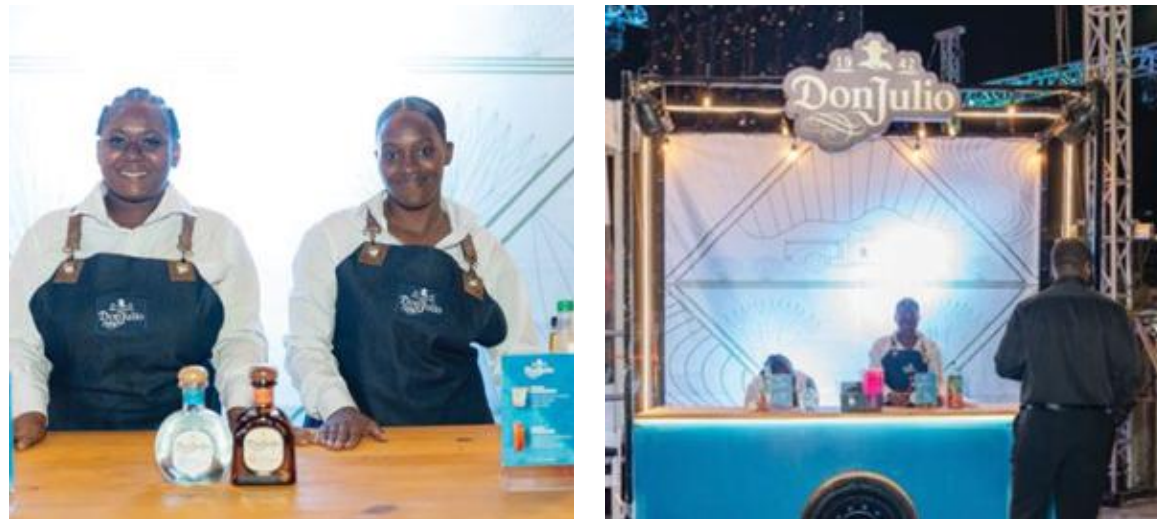
Don Julio Activations - Pinknic



SALES - ASB

Premium Beverages Continued

Don Julio Activations - Tribe Ignite



Don Julio Activations - Vale Vibe



Don Julio Activations - Vic Blocko



SALES - ASB

Premium Beverages Continued

Johnnie Walker Black Carnival 2023 Activations



SALES - ASB

Premium Beverages Continued

Smirnoff Activations - Bachannal Road



Smirnoff Activations - Brunchin



Smirnoff Activations - Out In South



Smirnoff Activations - Prime



Smirnoff Activations - Prime



SALES - ASB

Premium Beverages Continued

Tanqueray Activations - Beach House All Inclusive



Tanqueray Activations - CIC



Tanqueray Activations - Hyatt Lime



Tanqueray Activations - Pinknic



Tanqueray Activations - Soca Brunch



Tanqueray Activations - Vale Vibe



Introducing



DonJulio



the naughty
grape

**WE'VE
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IT ALL**

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WINES



SPIRITS



ACCESSORIES

SALES - Bpi

Consumer Division

Food & Grocery

The Food & Grocery Business Unit encountered a difficult start to the financial year posting a 2.5% GP\$ vs Q1 2022 and -8.4% vs Q1 GP\$ budget. The Infant care portfolio that includes major brands such as Huggies & Enfamil are facing severe headwinds due to a declining birth rate of -9% 2022 vs 2021 the most significant decline in birth rate in decades coupled with consumer trading down and buying more affordable options due to them having less disposable income due to inflationary pressures. This change in consumer buying pattern is also impacting our Aerosol insecticide portfolio. Given the importance of these two categories to the Business Unit my team and I are working internally and with our suppliers on strategic and tactical plans to stabilise the respective portfolios and we expect in the coming quarters to return these categories to growth.

Despite the challenges that we are facing with the Infant Care and Aerosol Insecticide portfolios the balance of the F&G portfolio is performing above expectation due to the success of Café Barista, Kotex, Depend, and Lasco all posting growth of >20% vs same period last year which is a fantastic performance for these respective brands.

January & February were extremely busy months with the lead up to 'Mother of all Carnivals' in February 2023. The brand executions at Carnival events for Café Barista & Dilmah were world class with the premier promoters T&T calling and requesting our presence at their events.

As we continue to develop Café Barista as a significant player in the Hot beverage category we successfully launched Café Barista 3in1 in January 2023 surpassing our sales and distribution objectives. The 3in1 displays that were developed and executed along with the utilization of clip strips to enhance the visibility and availability during the launch period was simply amazing and delivers on our focus on Impact at the point of sale.

One of our major thrusts in 2023 is the development of the Consumer Export business with specific focus on Protox, Café Barista & Dilmah. Khadeem LaVeau started his role on March 1st as the Export Development Executive and has started to lay the foundation for an exciting Export expansion agenda. Orders for Café Barista, Dilmah & Contraste have been secured through a dominant distribution partner in St. Kitts & Nevis

so very soon these brands would be available to Consumers in this territory. We are also on the cusp of receiving orders from a number of other islands so look out for great news from Export as we progress into Q2.

Our Marketing & Merchandising Teams were faced with human resource constraints in Q1 that impacted their ability to operate at the level that they wanted but I am optimistic that the key vacancies will be filled early in Q2 that would enable them to enhance our brand connection with our existing consumers and attract new consumers to our beloved brands.

I want to thank the entire F&G team and by extension all of the support teams in bpi for their passion, drive and resilience towards the business and I look forward to a solid Q2 performance as we continue our journey through 2023.

Food & Grocery

Personal Care had a robust performance in Q1 2023 vs Q12022, achieving a 13% growth in sales and 26% growth in grow profit \$. Cosmetics and skincare care were the main contributors. While all channels experience growth with +23% in Pharmacies and +19% in Supermarkets YOY.

The launch of the 1st Carnival post Covid herald the return of Cosmetics! There was growth in all categories in cosmetics with face and lips driving performance to above pre-covid sales in 2019. This main highlight for L'Oreal was the re-launch of L'Oreal True Match. The reformulated foundation with 6 pigments and 32 shades ensures a match for all skin tones. The premium beauty experience created in the L'Oreal Booth at all the top events saw thousands of patrons visiting and getting makeup touchups and being able to find their True Match. Overall L'Oreal cosmetics grew 112% in Q1/23 vs 22. Maybelline launch of Superstay Vinyl Ink continued to fuel the success of the Superstay lips, the #1 longwearing lipstick on the market. The vibrant pop communication instore under the Garnier/Maybelline Beauty Euphoria campaign ensured visibility on trade. Overall net sales growth for Maybelline in Q1 was 106%

Skincare category sales remained stable despite a very competitive landscape. Cera Ve moisturizers and facial cleansers dominate sales. The medical detailing program and sampling at key public medical institutions is driving increased education and trial of Cera Ve products. As well as our Cera

Ve Medical Rep visits to Pharmacies is assisting with product listing in B Pharmacies. L'Oreal Revitalift posted +19% growth driven by new launches including Revitalift Vitamin C. Himalaya skincare sales although flat vs 22, was an improvement after experiencing consecutive declines in 3rd and 4th quarter 2022 due to influx of less expensive competitors and new launches.

Haircare category overall has had modest growth +7% driven led by +29% sales growth in Garnier Fructis. L'Oreal El Vive posted +7% with the launch of El Vive Hyaluronic range. The curls segment has rapidly expanded with large no. of new entrants at affordable prices and has placed increased pressure on natural brands including Carol's Daughter.



PROFESSIONAL CARE

**CONTRIBUTED BY:
TIRMALA RAMJATTAN**

The Professional Care Division is pleased to announce that at the end of the first quarter for this financial year, January 2023 to March 2023 we were able to attain a positive increase to both our top and bottom line represented by 12% and 3% respectively, when compared to the same period of the prior year.

While we were able to achieve these result, we continue to persist through our daily challenges. The B2B sector is very competitive as we have several established local & international manufactures competing within our product portfolio. Additionally we continue to face price increases from our suppliers which adds an additional strain to our client's purchasing power as they are all still recovering from the impact of the pandemic.

In spite of these challenges we continue to seek-out opportunities for growth through portfolio and customer penetration. We continue to work closely with our customer, suppliers and all stakeholders in an effort to realize this opportunities.

I would like to take this opportunity to thank all our contributing teams, for without support these results could not be achieved: Professional Care, Warehouse, Supply Chain, Logistics & Finance teams. I greatly appreciate your continuous support and dedication!

Create exceptional workplaces.

**Providing you with all your Hygiene, Cleaning and Sanitizing solutions that best fit your organization, through our brands.*



SALES - Bpi

Hospital Equipment and Supplies Division

The dawn of 2023 was a signal of hope and opportunity. The worst of Covid-19 was behind us. For the team in the Hospital Equipment and Supplies division, affectionately called HES it meant hospitals welcomed us again. The New Year signaled for our reps, a return to the theatres, face-to-face visits with medical professionals and medical meetings in our BPI training room instead of looking at a screen for hours. It also encouraged Caribbean travel to expand our reach, which is one of the key pillars for strategic growth for next few years. Goodbye Covid also meant was a massive reduction in the sale of Roche Covid-19kits, which was the single largest sales sku in the Division for the last 2 years. At least as a company we can feel satisfied that we played a significant role in testing of patients with the most effective kit that Doctors, hospitals and labs used with confidence. There was also reduced requests for ICU and Critical care supplies and these two factors compounded with sluggish deliveries of Government's medical supplies to Nipdec would have contributed to reaching only 86% of our Sales target in Quarter 1.

HES business is as complex as it is technical, demanding as it is rewarding knowing that we are in the business of enhancing and saving lives. It is made of over 50 dedicated persons who understand that we win only as a team. Among the several meeting in which we participated we partnered with our supplier Medtronic to be the Gold sponsors in the first Hepato-Pancreato-Biliary Association meeting held in Grenada in March, exposing the surgeons to our technology, building valuable relationships and recognized as a key partner in medical education while gaining knowledge about Grenada's medical opportunities to expand our regional footprint

To get a better understanding of HES which includes about 35 pharmaceutical and non-pharmaceutical brands from joint replacements to nerve monitoring, radiology to dialysis, to name a few, it would be insightful to eyeball just one brand this quarter that is growing export brilliantly and allowing us to see unlimited possibilities.



Two Members of HES team participated with a booth at the meeting held Coyaba Hotel, Grenada

Focus on Alcon

Team Alcon surgical has been off to a stellar start in 2023! Our surgical team continues to make strides establishing Bryden pi and Alcon as trusted partners to the ophthalmology fraternity. in and out of the OR. At the end the first quarter Alcon sales were already 21% over budget with Regional markets contributing close to 70% of its revenue, regaining market share in the Curacao and Aruba where business challenges were met head on and confidence restored and working closely with our sister companies in Barbados and Guyana



Kavita Dukharan-Ramkay, Sales Manager for Alcon at dinner meeting at the Pegasus with the Ophthalmology Society supported by the BPI Guyana team.

The year started with a heavy-hearted farewell to Bryden pi's first Alcon trained bio-medical technician, Anderson Sookhai. Anderson was instrumental to the team, shouldering the responsibility of maintaining Alcon's current equipment install base, not just in Trinidad and Tobago, but also, in territories throughout the region! We are proud to be able to efficiently and effectively service our loyal Alcon customers and are now truly excited to have our new biomed tech Andy Sookhai on board! Andy joined team HES with a wealth of experience and, like Anderson, received hands on training at Alcon Experience Academy in Panama.

Andy has definitely hit the ground running and has already proven to be a valuable asset to team BPI-HES and Alcon customers throughout the region.

Q1 showed team BPI-Alcon continuing to partner with a few of our key stakeholders to support the continued education of Trinidad and Tobago's ophthalmologist. Teamed with Alcon Vision Care (Pharma), we hosted the Caribbean Vitreous and Retina Surgery/Trinidad Eye Hospital 2023 Doctors' Education Session at the Bryden pi training room in February. In March, by the Bryden pi executed, updating the technical staff at Precision Cataract on the Alcon portfolio of Intra Ocular Lenses (IOLs) and vision care products.



Andy hard at work on the Centurion Vision System Phacoemulsification machine at Queen Elizabeth Hospital in Barbados.



Byrden pi - Alcon with team Precision Cataract.

SALES - Bpi

Pharmaceuticals Division

We can all agree, our immune systems were pushed to its limit during the pandemic. Now that we are returning to a more normal living experience, our bodies definitely need all the necessary nutrients and love in attempt to boost and revitalize it. As a result of this we decided to be our healthy best moving forward with Nature's Bounty and encourage the wider population to join us on this journey with our Nature's Bounty "Be Your Healthy Best" campaign and promotion. This was no ordinary campaign as seven lucky individuals walked away with top tier prizes and a hampers filled with all of Nature's Bounty's top selling products and premiums. The promotion period started on March 1st and lasted for two months as it ended on April 30th 2023.

All of our key pharmacies including; Pennywise Cosmetics, Massy Stores Pharmacy, Superpharm, Bhagan's, Felicity Community Pharmacy, Starlite, Chaguanas Pharmacy, St. James Pharmacy, Family Medicine Center, Planet Care,

Pennysavers Pharmacy, Ali's Pharmacy, Kappa Drugs and Harrow Drugs were also involved in the execution where they were very cooperative and excited to partake in this campaign. They were willingly sharing and informing their customers in-store about the promotion as well as through the use of social media.

Internally, the preparation for this promotion was very detailed and inclusive as all hands on deck were needed for a smooth execution to the trade market. Our team, ranging from the divisional manager for Pharma (Majella Ramdin-Joseph), Brand Manager for Nature's Bounty (Danielle Tardieu), Marketing Assistant (Kolene Ellis) and Administrative Assistant (Brandi Findlay) for the Pharma division and our amazing Sales Reps and Merchandisers (Karen George and Pamela Bissoon) all had a vital role to accomplishing the goal set. While there were several hiccups, the execution and end result was nothing short of amazing especially to witness first hand.

To assist as preparation and help boost the awareness of the campaign prior to the start date, trained promoters were scheduled to be in-store informing customers about the entire product line and upcoming promotion. These sessions started before the promotion began and continued a month into the promotion. Gondola change overs with vibrant artwork representing the brand was done in all of the bigger pharmacies which included Pennywise, Superpharm and Massy. This made it impossible for a customer to not notice the brand. Simultaneously, radio ads were being played on 103.5FM, 90.5FM and Star 947 informing the nation about the benefits of the brand while bringing awareness to the promotion. Congratulations goes out to Christopher Seenath, Jemma Taklal and Shaliza Magid who each carried home an amazing Nature's Bounty hamper as a result of winning a sponsored segment on the radio stations. They all creatively answered the question "What do you do to be your healthy best?!"

Once the promotion started and all the participating stores had their promotional materials i.e. entry boxes, posters and wobblers we continued with our online presence with promoting and encouraging persons to enter the competition and increase the awareness. Across twelve (12) pharmacies and forty-five (45) stores there were a total of 491 entries for the competition. Fortunately, seven walked away with amazing prizes that they are all excited for. A special congratulation

goes out to Ashley Hines our first place winner, she received a yearlong gym membership with Evolution fitness. She expressed how excited she was to start this healthy journey and voiced how Nature's Bounty is one of her absolute favorite nutrients brand. Congratulations also goes out to Moses Chadee, our second place winner who received an amazing stationery bike and following in third place we have, Indra Sookram, Rhonda Timothy, Michael Johnitty, Richie

Leonard and Patricia Lewis who all walked away with an Amazon voucher worth one hundred USD. All seven winning participants also received a huge Nature's Bounty hamper filled with goodies and top selling products.

This campaign truly surpassed expectations and touched just on the surface of what we have in store for the Pharmaceutical division going forward.



Gondola Change Over at Massy Trinity



Christopher Seenath - One of the Radio competition winners



Artwork used to announce the competition winners to all pharmacies and participating customers

SALES - FTF

Industrial



FT Farfan Industrial division is trending well for the first quarter and have several new additions to the portfolio in recent months. Dewalt, has launched a new promotion exclusively with FT Farfan aimed at driving sales of its products. The promotion, "Dewalt Days at FT Farfan," offers customers the chance to win up to \$18,000 in gift vouchers when they purchase Dewalt, Stanley or Proto tools. The promotion runs from April 14th to May 14th, 2023.

The grand prize is \$10,000.00 gift voucher and customers can also win one of eight \$1,000 gift vouchers during the promotional period.

Shacman Trucks were also recently introduced the FT Farfan family with a new line of trucks that is designed to meet the needs of the construction industry. The new line, which consist of the X3000, F3000 and L3000 series, are heavy-duty trucks that are built with industry leading components including Cummins engines and MAN cabs, making it a great choice for construction companies that require reliable and durable trucks for their operations.

These truck come in numerous configurations including Cement, Dump, Tractor, Water and other speciality trucks. Please visit our website at www.shacmantrinidad.com to learn more.

FT Farfan Industrial division also welcomed Baoli, a subsidiary of world renowned materials handling giant KION, the largest material handling company in Europe with a new line of forklifts that is position to complete in the value segment of the materials handling market. The new line includes is a range of diesel and CNG forklifts that are designed to be efficient and durable. They are equipped with a range of features, including a comfortable operator cab, high visibility, and a powerful engine that can lift up to 10 tons of cargo.

In conclusion, the launches of the Dewalt Days, Shacman Trucks, Baoli are all strategic moves by FT Farfan Industrial Division to expand our product lines and capture a larger share of the market. These new products are designed to be competitive with other offerings on the market and are tailored to meet the specific needs of our Industrial customers.



Baoli
Member of KION Group in Germany

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KBD30-H -3 ton (diesel)

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see social media for details @ftfap

DEWALT **STANLEY** **PROTO**

SALES - FTF

Agri, Lawn & Garden Division

ALG's (Agri, Lawn & Garden Division) Q1 focused on increasing awareness and sales conversions for the Grillo range of walk-behind tractors. We're very proud to be the Caribbean's exclusive distributor for Grillo SPA as these agri-machines can significantly transform how small- to medium-scale farmers operate. New to the market, this type of equipment surprised many with its power, versatility, and easy handling and our Field Demo Days played a significant role in helping farmers become acquainted with this new technology.

Our Grillo Product Expert, Antonio Gomez, in collaboration with our Sales and Marketing Teams, has planned twenty-four (24) Dealer and Field Demonstrations to showcase these farming machinery innovations. Our two-part Demo days feature a display at a selected Dealer, followed by a Field Demo, which is also facilitated by the Dealer.

Once customers engaged with the equipment and understood how easily they were operated, serious prospective individuals were invited to the Field Demo where farmers, our priority customers, were allowed a first-hand opportunity to engage with the Grillo tractors and implements. We put the farmers in the driver's seat so they can personally experience the power and maneuverability of the equipment and also benefit from our expertise face-to-face.

Having completed two (2) sessions to date, first partnering with Motee & Son's Garden Shop in Sangre Grande and then with C & A Agro and Hardware in St. Mary's, Moruga, our Team had customers who obtained on-the-spot quotations as well as others who gave financial commitment to purchase. And followed through!

As we continue to trailblaze the Future of Agriculture with Grillo and other farming products, you can see videos and testimonials on our Facebook page: FT Farfan ALG (Agriculture, Lawn and Garden) Division.

We encourage you to also join us on Wednesdays and Fridays at 5:55 am on Radio 103.1 FM where we reach out to the farming listenership and share our equipment solutions.



SALES - FTF

Coatings, Power & Safety Division

The CPS (Coatings, Power & Safety) Division, one of four (4) within the Marketing Group, has enjoyed a significant expansion in alignment with the company's new strategic direction to provide "value" or price sensitive brand options to our clients within the Hardware, Electrical, and Plumbing (HEP) distribution channel in direct response to prevailing macro-economic demands and industry market trends.

Generally, price-sensitive brand options represented one-off purchase with low durability and reusability concerns. Our Team has taken the opportunity to enhance our current portfolio of products while leveraging FTF's 70-plus years of providing equipment with the necessary spare parts, service, and warranty support, a move towards reversing the existing mindset that "lowest price equals no value added."

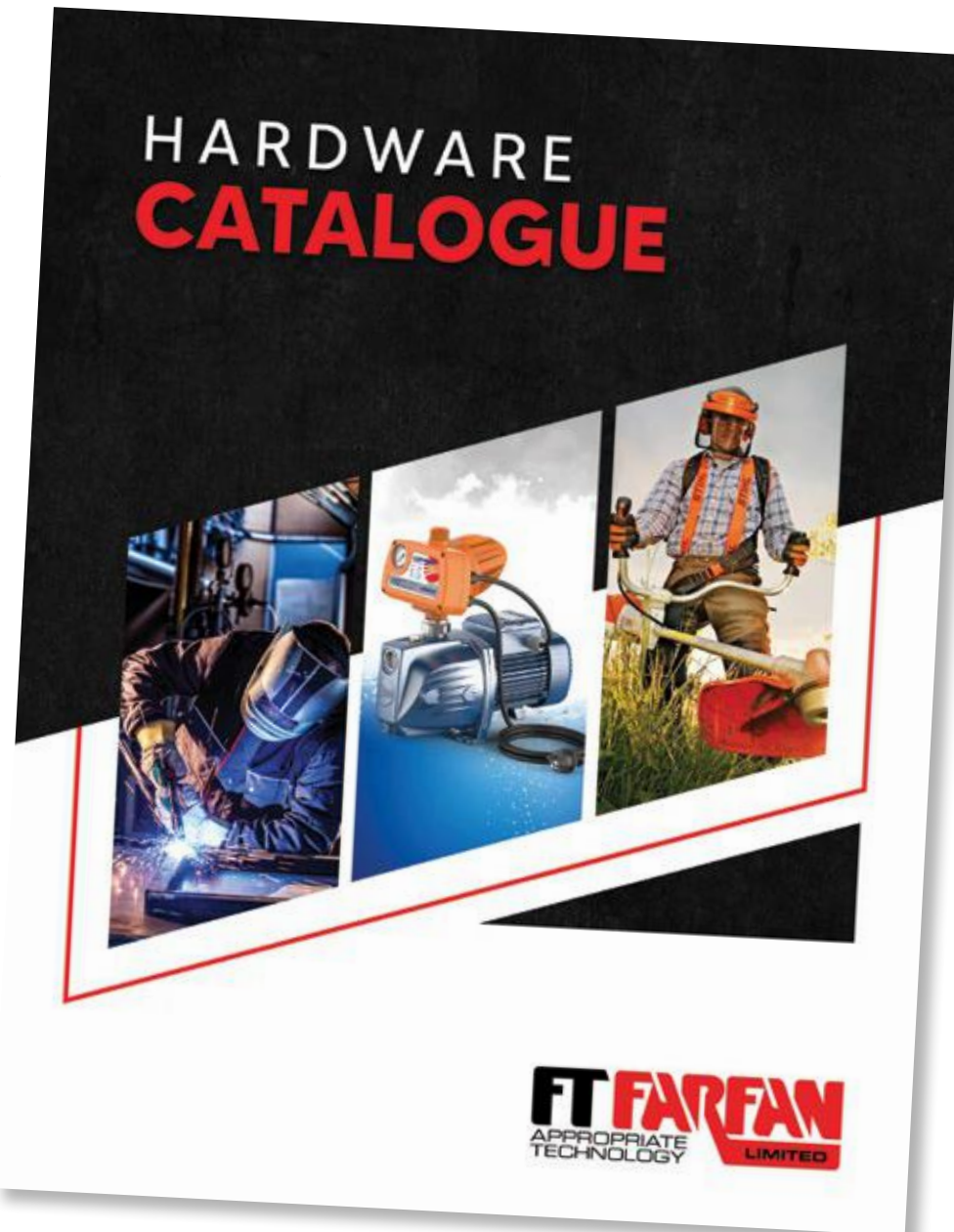
Traditionally, we have represented and supported premium quality brands positioned in the Retail, B2B and Government sectors. In our first phase of portfolio expansion, we have secured new suppliers of portable generators, agricultural water pumps, electric domestic water pumps, electric and engine-driven pressure washers, four of which have already been received into our stock and are available for sale. The fifth, a domestic electric water pump, will be received early in Q2 and represents our Smart Stream brand, which was developed in-house as a direct result of the company's vision of exploring "Private Label" options.

Our team continues to work towards the development of the companywide private label brand, which is, excitingly, very close to becoming a reality.

Our premium brands continue to perform creditably amidst the significant shift in customer buying patterns. The CPS Team continues its explorative exercise to identify, contact and

secure new suppliers, including playing a part in pioneering the company's venture into the field of green energy via solar power. Despite being a longer term project, this is a very exciting area for us and is certainly a priority for the Team.

In closing, our CPS Team stands firm in its commitment to making FTF the largest small equipment distributor, not only in Trinidad and Tobago, but the wider Caribbean, within the next three to five years.



Hardware, Electrical & Plumbing Division



After an almost two decade absence, Q1 saw the relaunch of FT Farfan's presence within the Hardware, Electrical and Plumbing (HEP) distribution channel. This tactical decision to augment our Coatings, Power & Safety (CPS) Division aligned closely with the Group's acquisition and our strategic plans for growth and expansion. The focus marries a pivoted approach of dealing with market demand and what we do well naturally, that is promotion, sale and after service of engineered products. Six (6) Divisions have been identified, namely ALG, CPS, CRB, LUBRICANTS, STIHL & WPE, and product lines under these were identified to be the primary pillars for the HEP channel.

Following the 'Good, Better, Best' approach, we're adding exciting new brands to our portfolio. Atlantic Welding, Dancy, Danau, Ducati, Fersan, Goodyear, Loncin and Swissmex, represent a few brands being employed to broaden our product offering for this channel, and include welding units, electrodes, pressure washers, fertilizers, garden hoses, agricultural pumps and sprayers, amongst others.

An undertaking of such magnitude can neither be launched solely by the relevant Division nor supported in isolation. I take this opportunity to recognize the "glue": the support that comes from the Operations, Finance, Marketing, Parts and Service Teams to ensure that the efforts of the Sales Team materialize into real ROI. Moreover, a separate Sales Team was established to support this rekindled focus on this aspect of the trade. To date we have a new Team Lead, Nicholas Mohammed, working closely with four (4) Sales Representatives, namely Joshua Pinard, Rishi Rampersad, Ronald Hodge, and Rory Wright. This HEP Team collectively has in excess of fifty (50) years of sales and customer service experience.

Ultimately, this project is set to create some major uplift in revenue to the company and will bolster even further the FTF brand within the industry. The addition of sound brands, competitive pricing, warranty, timely delivery, and stellar after-sales support via parts and servicing options are the key value propositions that will differentiate us from the rest. As we continue on this journey, please welcome the Team to the field and continue to assist in making this endeavor not only a reality but a sustainable success.



SALES - FTF

STIHL Division



In Quarter 1, FT Farfan hosted the inaugural STIHL Marketing Conference for English-Speaking Caribbean Territories from January 16-18th. Belonging to the LATAM (Latin American) and Caribbean cohort, delegates from our small nations convened with Mrs. Sabine McDonald, Regional Marketing Manager at STIHL, to assess individual brand market positions by country, explore collective challenges, and fine-tune our marketing planning and execution.

This meeting represented a major milestone for the FT Farfan team as we were recognized as the most innovative market in the region. As host to a conference which is traditionally held in the larger LATAM countries as their sales significantly dwarf our combined efforts, our dedication and commitment as Caribbean Distributors was recognized. Our selection as host was not a coincidence as our STIHL team lives and breathes the brand philosophy. Our STIHL range is unmatched regionally and we are very much in congruence with the marketing strategies required to maintain our market leader position in the outdoor power tools and equipment category. Our FT Farfan team was able to share our experiences and best practices with the other Caribbean delegates and

exchange ideas geared towards maximizing marketing spend and brand performance. In fact, closer collaboration between our Caribbean counterparts has been a welcome result of this Conference. Also, as singularly good hosts, (no surprise there!), we ensured that our visitors, many first-timers, experienced a real taste of TrinBago before leaving.

Arising from the first quarter focus, we continue our diversification of our STIHL product range into non-traditional channels which will include water pumps for agri and construction sectors, lawn mowers (conventional engine driven, push and self-propelled), portable generators for emergency, worksite or general use and one of the most significant additions to STIHL's product mix, the Commercial Zero-Turn Ride-On Mowers.

FT Farfan's STIHL Division is elated with increasing our reach into sectors where we were previously absent. Additionally, we are confident of ever increasing sales of Battery Powered products and a trajectory that will keep us well ahead of the competition while we orange-wash Trinidad and Tobago.



SALES - FTF

Lubricants Division



The Castrol Lubricants team is back and bigger than ever! Our brand recently participated in the Hott 93.5FM annual Carnival Burn at MovieTowne, and it was nothing short of exciting! For three weeks, starting from January 31st to February 16th, we were on the ground, educating patrons, sharing branded merchandise, offering free oil checks and battery checks to approximately 300 - 400 participants per day.

The Castrol booth was designed to capture the attention of all attendees, and it worked! The bright colours, bold signage, and friendly promoters drew in participants and supporters. Our booth was predominantly frequented by women, and the overall age group was 31-50, which is an important demographic for us.

The 360 photo booth was a particular hit with attendees, who took pictures with their friends and family while holding up our Castrol products. These photos were then shared on social media (with their consent of course), helping to increase brand visibility and awareness. It was a fantastic way for us to engage with our customers in a fun and memorable way.

Aside from the fun and interactive games, our main objective was to create top-of-mind awareness for the Castrol and Mutlu brands. We wanted to ensure that all attendees left the event with a clear understanding of our go-to brands for oil and battery solutions. In partnership with The Academy of Auto Mechanics, we made recommendations for the right Castrol oil for each vehicle. We didn't just stop there; we also educated consumers on the importance of regular oil changes and battery maintenance. We believe that education is key, and we are committed to ensuring that all our customers have the right knowledge to keep their vehicles running smoothly. Discount vouchers were also distributed to encourage purchases via our branches.

Overall, our participation in the Hott 93.5 annual Carnival Burn at MovieTowne was a success. We achieved our objective of creating top-of-mind awareness for the Castrol brand, increasing brand visibility, educating consumers, and creating opportunities for brand interaction. We look forward to participating in more events like this in the future and continuing to connect with our customers in meaningful ways. Look out for our Castrol Caravan coming to a location near you!

RETAIL - ASB

The Naughty Grape



The retail side of the business, The Naughty Grape, Port of Spain store continued to increase its activations and engagements with a Focus on the Carnival season and building the TNG brand at various events. These will continue to be supported with e-commerce and leveraging the growing loyalty programs. The store closed Q1 9% above last year in profit and 1% above budgeted profit.

The Naughty Grape Duty-Free rebranding from Skyway continued positively from an awareness perspective despite challenges to still operate fully 24/7 based on manpower. The core team continues to support, to deliver the best numbers given the challenges we face. We hope to rectify it in the upcoming quarter and enhance the shopping experience at this store.

RETAIL - FTF

F.T. Farfan & Agri World



Our success can be attributed to our Team's commitment to excellence and innovation. We continue to mentor a dedicated and passionate Team with contagious energy, operating from a realm of possibilities. Our highlights remain to be our Staff, their accomplishments, comradery and enthusiasm to be productive, contributing Team members.

Here are some features from our Team building events, Staff Carnival Yard and Customer promotions (Carnival Cooler giveaway and Scavenger Hunt).

Check us out on Facebook and Instagram @FtFarfanretail. Don't forget to like and follow!



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