

Connecting FMCG Brands with International Markets

GLOBAL FMCG SOURCING | DISTRIBUTION | MARKET DEVELOPMENT | SUPPLY CHAIN

We connect established FMCG brands with selected markets

Founded in 2016, Shloka International Brands is a global FMCG sourcing, trading and distribution company focused on connecting internationally established, top brands with selected customers and markets across international territories. We coordinate sourcing, market development, international trade, logistics, warehousing and customer delivery.

2016

FOUNDED

**INTERNATIONAL
FMCG FOCUS**

**MULTI-
CATEGORY
PORTFOLIO**

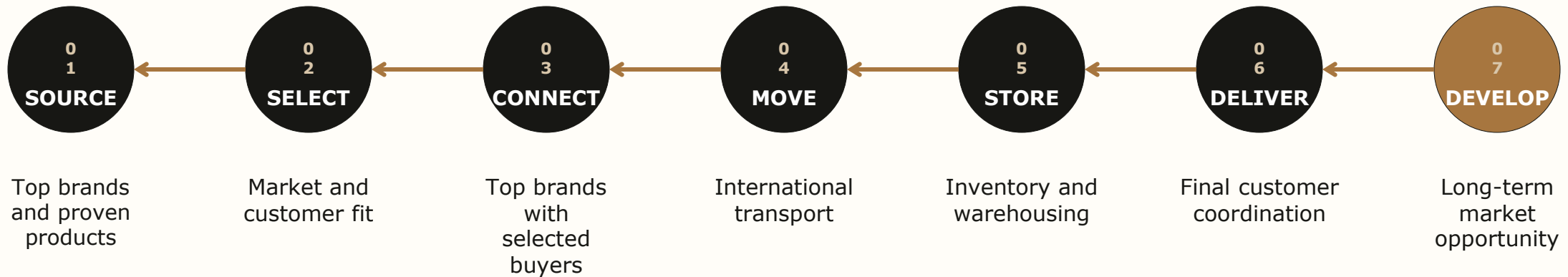
**OFFICES +
WAREHOUSE
NETWORK**

**MARKET +
CUSTOMER FIT**

A practical bridge from proven products to selected markets and reliable customer delivery.



One connected journey from source to market development



Find the right products

Connect them with the right markets

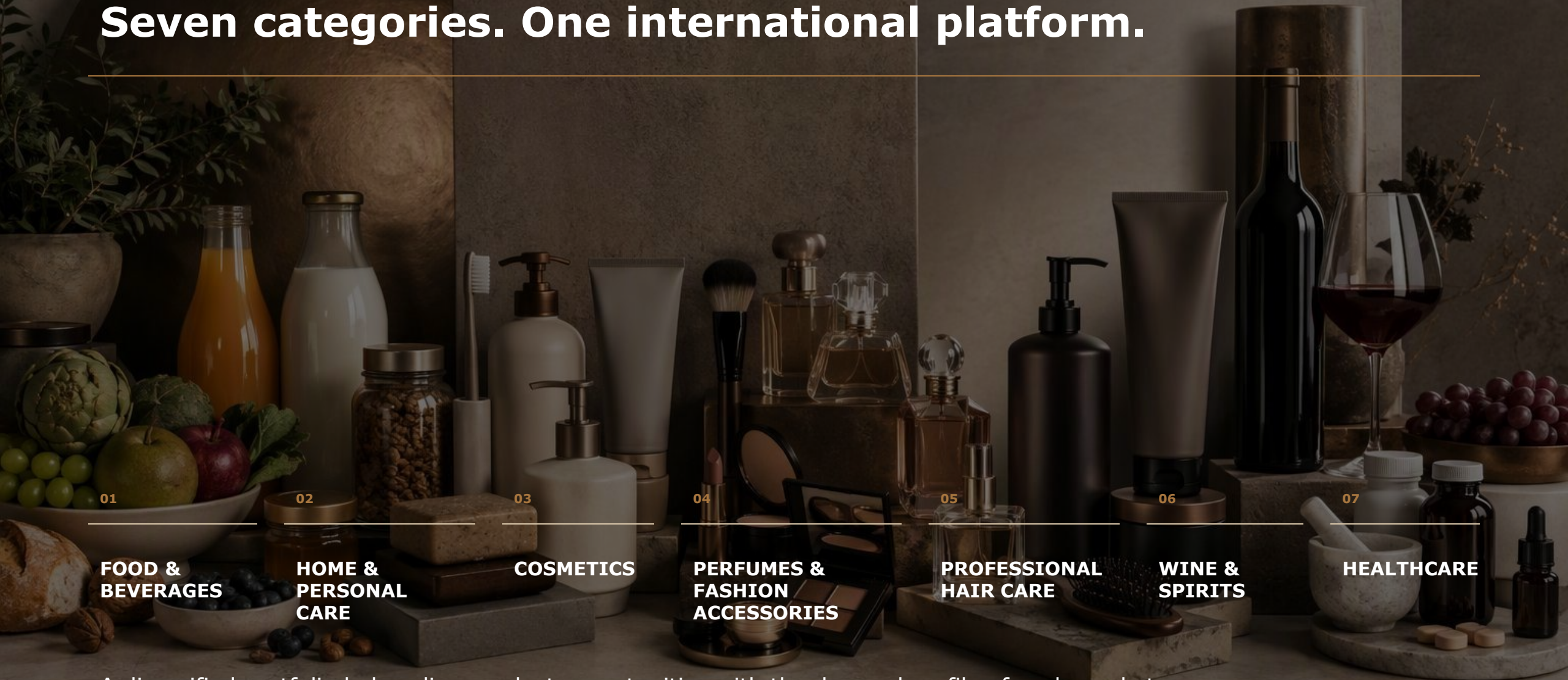
Manage the journey end to end

SHLOKA'S ROLE

Commercial judgement + operational coordination + long-term market development

OUR CATEGORIES

Seven categories. One international platform.



**FOOD &
BEVERAGES**

**HOME &
PERSONAL
CARE**

COSMETICS

**PERFUMES &
FASHION
ACCESSORIES**

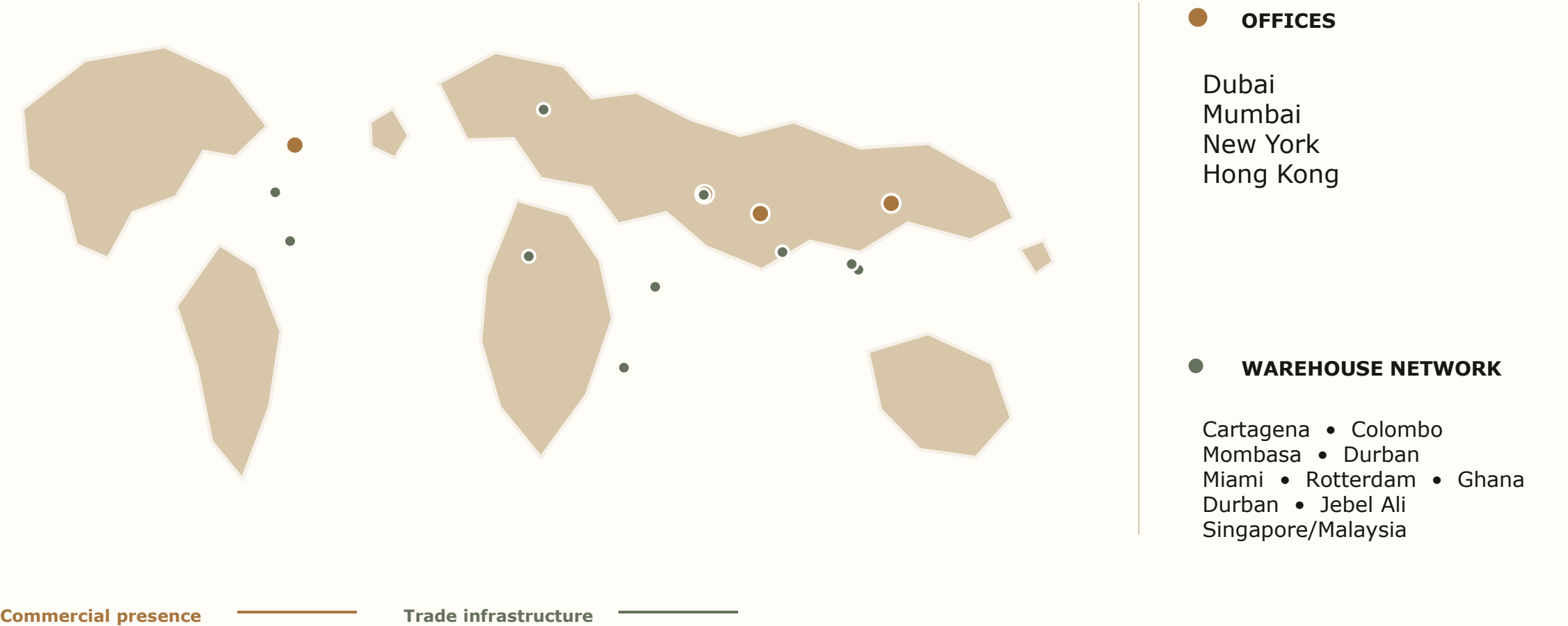
**PROFESSIONAL
HAIR CARE**

**WINE &
SPIRITS**

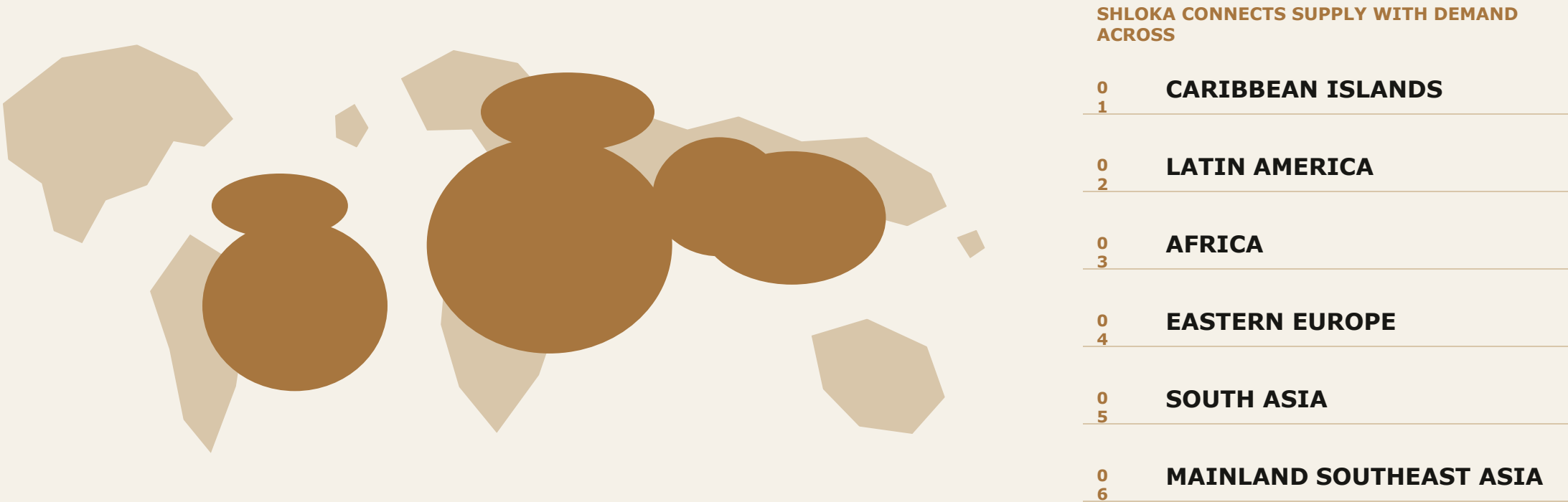
HEALTHCARE

A diversified portfolio helps align product opportunities with the demand profile of each market.

Four offices connect with ten warehouse locations across the trade network



Market connectivity spans six high-potential regions



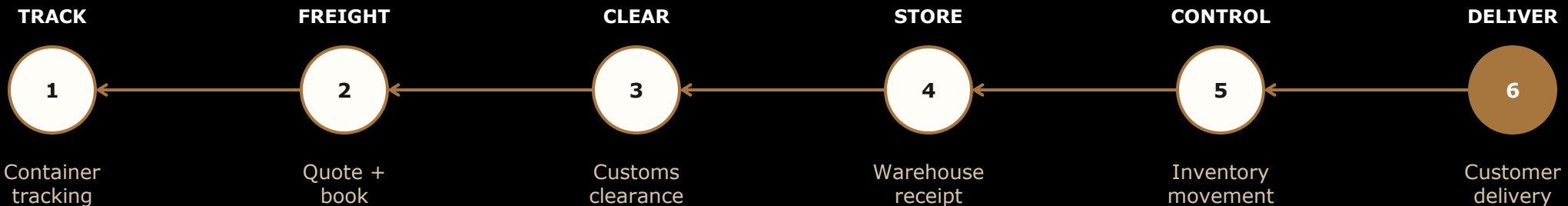
A multi-market perspective helps align category demand, customer requirements and supply opportunities.

From port to customer, every handoff stays coordinated

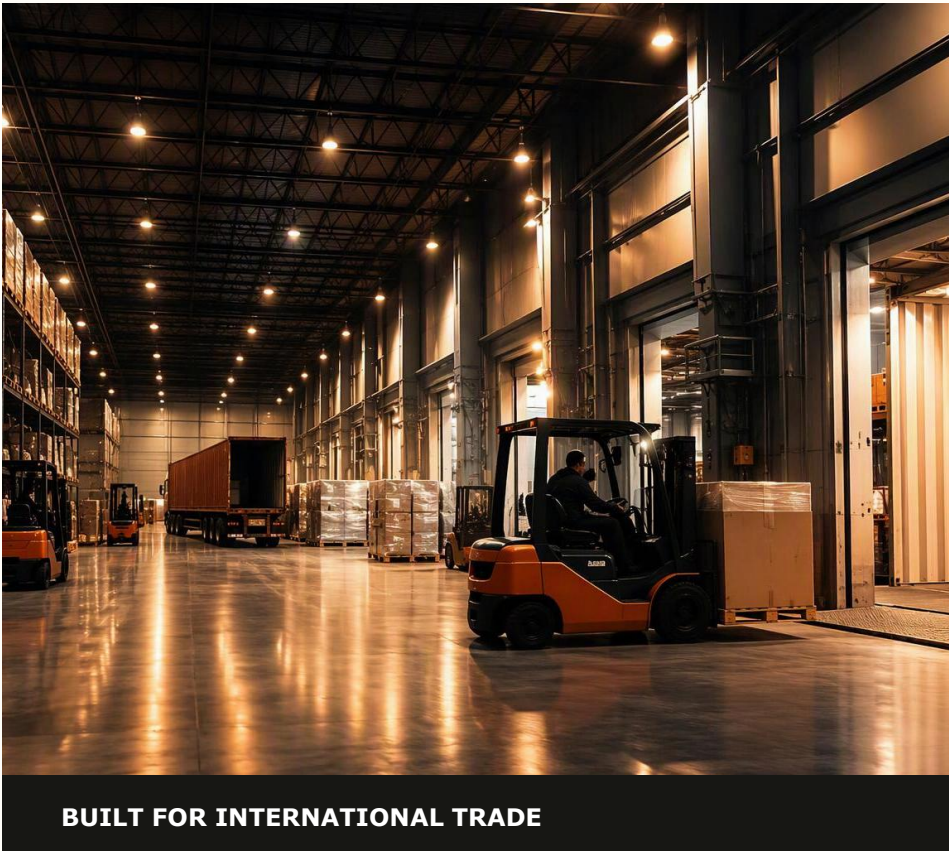
Shloka coordinates the operational journey across international trade — maintaining continuity from shipment visibility to final customer delivery.

OPERATIONAL SCOPE

Shipment tracking • Freight quotations and booking
Customs clearance • Warehouse receipt and storage
Inventory movement • Delivery • Commercial and customs documentation



International trade runs on disciplined execution



0
1
MOVE

Freight coordination
Quotation comparison
Rate negotiation
Shipment booking

0
2
CONTROL

Customs clearance
Warehouse coordination
Storage management
Inventory movement

0
3
DOCUMENT

Customer delivery
Commercial documentation
Customs documentation
Buyer / customer invoicing

The capability is not one step — it is the coordinated system between movement, control and documentation.

Strong relationships begin with market fit

RELIABLE CUSTOMER RELATIONSHIPS

FIT

Understanding customer needs — then sourcing proven products from established FMCG brands with the right commercial and delivery path.

- 01

International sourcing
- 02

Established FMCG brands
- 03

Category requirements
- 04

Commercial coordination
- 05

Product availability
- 06

International supply
- 07

Logistics and delivery



Established brands and customers connect through one operating platform

ESTABLISHED BRANDS

Helping top brands reach new international markets

- 01 Market opportunity identification
- 02 Customer development & distribution opportunities
- 03 Commercial coordination
- 04 International logistics, warehousing & delivery
- 05 Long-term market development

SHLOKA
CONNECTS

CUSTOMERS

Access international FMCG products from established brands, aligned to category needs and availability.

- International sourcing 01
- Established FMCG brand access 02
- Product availability & category requirements 03
- Commercial coordination & international supply 04
- Logistics and customer delivery 05

Our focus is on established international brands with proven products and the capability to support international markets, rather than newly launched brands or new entrepreneurs seeking their first route to market.

Exhibitions accelerate sourcing, insight and relationships

9

FLAGSHIP INDUSTRY TOUCHPOINTS

SIAL Paris
Anuga Germany
ISM Middle East
ISM Brasil
ISM Cologne
Gulfood Dubai
Gulfood Saudi
Foodex Japan
Thaifex Bangkok

01

CONNECT

Top brand owners
Manufacturers
Distributors
Importers

02

DISCOVER

Established portfolios
Category opportunities
Customer requirements
Market trends

03

DEVELOP

Retailers and buyers
Sourcing relationships
Commercial opportunities
International market development

These international FMCG exhibitions support Shloka's sourcing, networking and business-development activities.

International growth requires five factors to align

01	02	03	04	05
TOP BRAND	+ PRODUCT	+ MARKET	+ CUSTOMER	+ SUPPLY CHAIN
Is the brand internationally established, proven and credible?	Does the offer fit the category and channel?	Where is demand most relevant?	Who is the right commercial partner?	Can the opportunity be served efficiently?

ALIGN ALL FIVE

A strong international opportunity comes from aligning an established top brand, proven products, the market, the customer and the supply chain.

WHERE POTENTIAL MEETS PRACTICAL EXECUTION

Six strengths turn connectivity into execution

01 GLOBAL NETWORK

Offices, warehouses and market relationships support cross-border activity.

02 MULTI-CATEGORY EXPERIENCE

A broad FMCG portfolio informs different product, channel and market needs.

03 SUPPLY CHAIN CAPABILITY

Freight, customs, storage and delivery are coordinated as one operating journey.

04 MARKET CONNECTIVITY

top brands, proven products and selected customers are linked across international markets.

05 COMMERCIAL FOCUS

Opportunities are developed around practical value and sustainable relationships.

06 ESTABLISHED BRAND FOCUS

We focus on internationally established, top FMCG brands with proven products, established market presence and the capability to support international markets.

Our values are built for long-term trade relationships

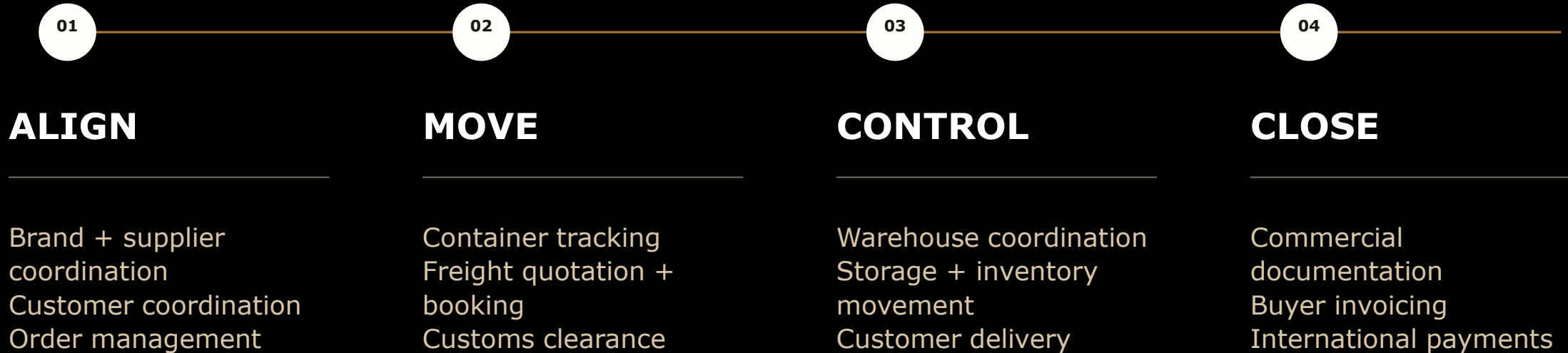
TRUST

Transparency, reliability and consistency are the foundation of international trade.

**RELATIONSHIPS FIRST.
EXECUTION ALWAYS.**

- | | | |
|----|------------------------|--|
| 02 | QUALITY | Products and brands should meet the expectations of each market and customer. |
| 03 | RESPONSIVENESS | Fast-moving requirements deserve clear, efficient action. |
| 04 | PARTNERSHIP | Long-term relationships connect brands, customers, suppliers and logistics partners. |
| 05 | GLOBAL THINKING | Opportunities cross borders — our perspective does too. |

One team coordinates the full international transaction



**ONE COORDINATED
TRANSACTION**

**From commercial alignment through
movement, control and financial close.**

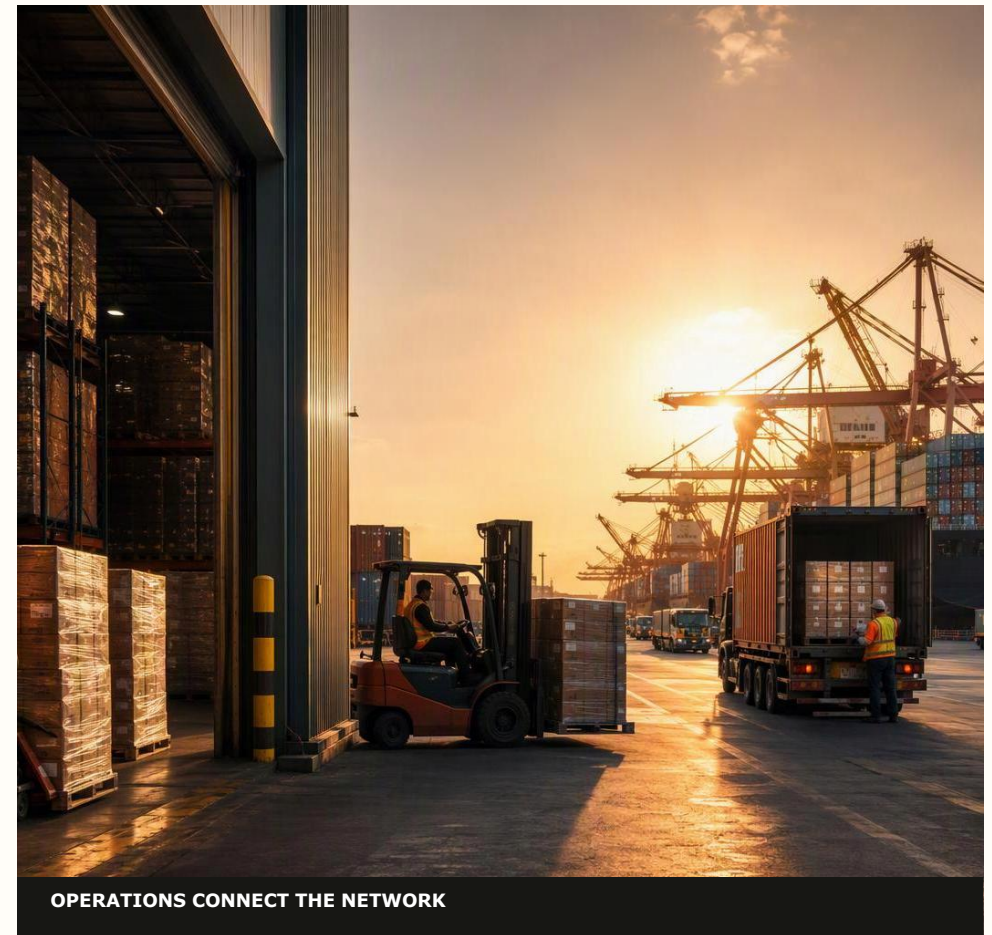
Shloka connects top FMCG brands with selected markets

ESTABLISHED TOP BRANDS

**SHLOKA
INTERNATIONAL BRANDS**

MARKETS & CUSTOMERS

SUPPORTED BY FREIGHT FORWARDERS | CUSTOMS | WAREHOUSES |
LOGISTICS PARTNERS



Our vision is to build FMCG connections that last

FIND

the right products.

UNDERSTAND

the right markets.

CONNECT

the right customers.

MOVE

products efficiently.

BUILD

relationships for the long term.

As consumer markets evolve, Shloka will continue to connect proven products with new opportunities and additional routes to market.

The ambition is simple: strengthen the relationships and capabilities that make international FMCG trade work — market by market, shipment by shipment.

BUILT FOR THE LONG TERM

Start with the opportunity: international growth or product need

ESTABLISHED BRAND OWNER?

Share your established portfolio, proven products, current markets, target markets, international readiness and expansion plans.

WE CAN EXPLORE

Market opportunity
Customer development
Distribution opportunity
International readiness

CUSTOMER?

Product requirement
Brand preference
Category + quantity
Delivery market

LET'S EXPLORE THE OPPORTUNITY TOGETHER.



FROM CONVERSATION TO COMMERCIAL OPPORTUNITY

Brands we work with

(Food & Beverages)



Brands we work with

(Home & Personal Care)

philosophy®



3M



Gillette®

DURACELL®

Idelle®
IDELLE LABS. LTD.



COMBE



Beiersdorf

L'ORÉAL
PROFESSIONNEL
PARIS



Johnson & Johnson



la prairie
SWITZERLAND

Brands we work with

(Cosmetics)

MAYBELLINE
NEW YORK

COSMAIR

MAXFACTOR
THE MAKE-UP OF MAKE-UP ARTISTS

NYX
PROFESSIONAL MAKEUP

L'ORÉAL
PROFESSIONNEL
PARIS

SK-II

LA MER®

L'OCCITANE
EN PROVENCE

GUERLAIN
PARIS

CC

MAC

la prairie
SWITZERLAND

CLARINS
PARIS

LANCÔME
PARIS

Brands we work with

(Professional Haircare)

L'ORÉAL
PROFESSIONNEL
PARIS



KÉRASTASE
PARIS

MATRIX

KERATIN
COMPLEX®

REDKEN
5TH AVENUE NYC

AMERICAN
CREW®



BIODERMA
LABORATOIRE DERMATOLOGIQUE

JOHN FRIEDA®
LONDON PARIS NEW YORK



PAUL MITCHELL®

Brands we work with

(Wine & Spirits)



DIAGEO



Jose Cuervo

**CAMPARI
GROUP**

Brands we work with

(Healthcare)



Let's connect across markets

SHLOKA

INTERNATIONAL BRANDS

GLOBAL FMCG SOURCING | TRADING | DISTRIBUTION | LOGISTICS

FOR BRAND ENQUIRIES

Explore additional international market opportunities for established brands with us.

FOR CUSTOMER ENQUIRIES

Tell us what products, brands or categories you need.

FOR BUSINESS PARTNERSHIPS

Explore opportunities across international markets.

DUBAI | MUMBAI | NEW YORK | HONG KONG

2016

FOUNDED

7

CATEGORIES

4

OFFICES

10

WAREHOUSE LOCATIONS

6

MARKET REGIONS