

LESIEUR CRISTAL

INTERNATIONAL FOOTPRINT







6 897 MDH
SALES REVENUES



350 000 T/YEAR
SEED CRUSHING
CAPACITY



30
COUNTRIES



463 MDH
OPERATING INCOME



15 000 T/YEAR
OLIVE CRUSHING
CAPACITY



1 637
COLLABORATORS
(LESIEUR CRISTAL GROUP)



193 MDH
NET RESULT



400 000 T/YEAR
RAW OIL REFINING
CAPACITY



1 866 MDH
SHAREHOLDERS' EQUITY

LESIEUR CRISTAL IN FIGURES



OUR NATIONAL AND INTERNATIONAL FOOTPRINT



856 MDH
EXPORT SALES REVENUES

30
COUNTRIES

4
CONTINENTS



CONFIRMING THE CONTINENTAL FOOTPRINT

In 2021, Lesieur Cristal acquired Avril's African assets in Senegal and in Tunisia.

Lesieur Cristal also acquired licensing rights to Avril's brand portfolio, as well as its business operations across the entire African continent.

The African continent is one of Lesieur Cristal growth engine, leading to the strategy of moving from trading to being a leading player in the region.



A DIVERSE PORTFOLIO OF HISTORICAL BRANDS THAT HAS EARNED A LOYAL CUSTOMER BASE REPRESENTING MULTIPLE GENERATIONS OF CONSUMERS.



▶ VEGETABLE OIL



OLIVE OIL

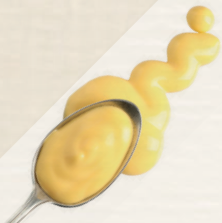


BULK OIL





▶ CONDIMENTS





SAUCES



APPETIZERS





MARGARINE



SPREAD



▶ HOME CARE




PERSONAL CARE




Lesieur Cristal owns brands that have been present on national and regional markets for eight decades.

Reinforcement of the brand portfolio is one of the key growth strategy pillars, supported by :



Continuous R&D focus to develop new products suiting consumers needs



Reinforcement of the brand positioning for current portfolio

HIGH-PERFORMANCE INDUSTRIAL FACILITIES



1

PRODUCTION SITE IN SENEGAL

OLEOSEN

Production company for food oils, mayonnaise and hard soap

2

PRODUCTION SITES IN TUNISIA

Raffinerie Africaine Tunisie

Refinery company

Cristal Tunisie

Table and cooking oil

3

PRODUCTION SITES IN MOROCCO

Industrial complex

Ain Harrouda

Oilseed crushing

Ain Sebâa

Olive crushing

Kelaat Sraghna -

Margarine factory

Indusalim



LESIEUR **CRISTAL**
Avril



LESIEUR CRISTAL
Avril



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