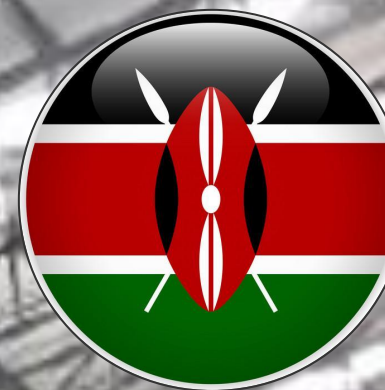




Invest in Freshpick Processors (EPZ) Ltd (FPL)



MITI
MINISTRY OF INVESTMENTS,
TRADE & INDUSTRY





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Why Kenya



3rd largest

economy in sub-Saharan Africa.



US\$ 110.35 Bn

7.5% growth

Dominant economy in EAC
≈46% of EAC's GDP.



US\$ 2,081.8

+75% growth since 2010

Growing middle-class with an
increasing appetite for high-value
goods and services.



- Regional economic hub
- Host to over 200 Multinational Corporations with regional & continent-wide HQs in Nairobi
- Robust financial system
 - 43 banking institutions
 - 9 representative offices of foreign banks,
 - 13 Microfinance Banks,
 - 3 credit reference bureaus
 - 19 Money Remittance Providers
 - 73 forex bureaus

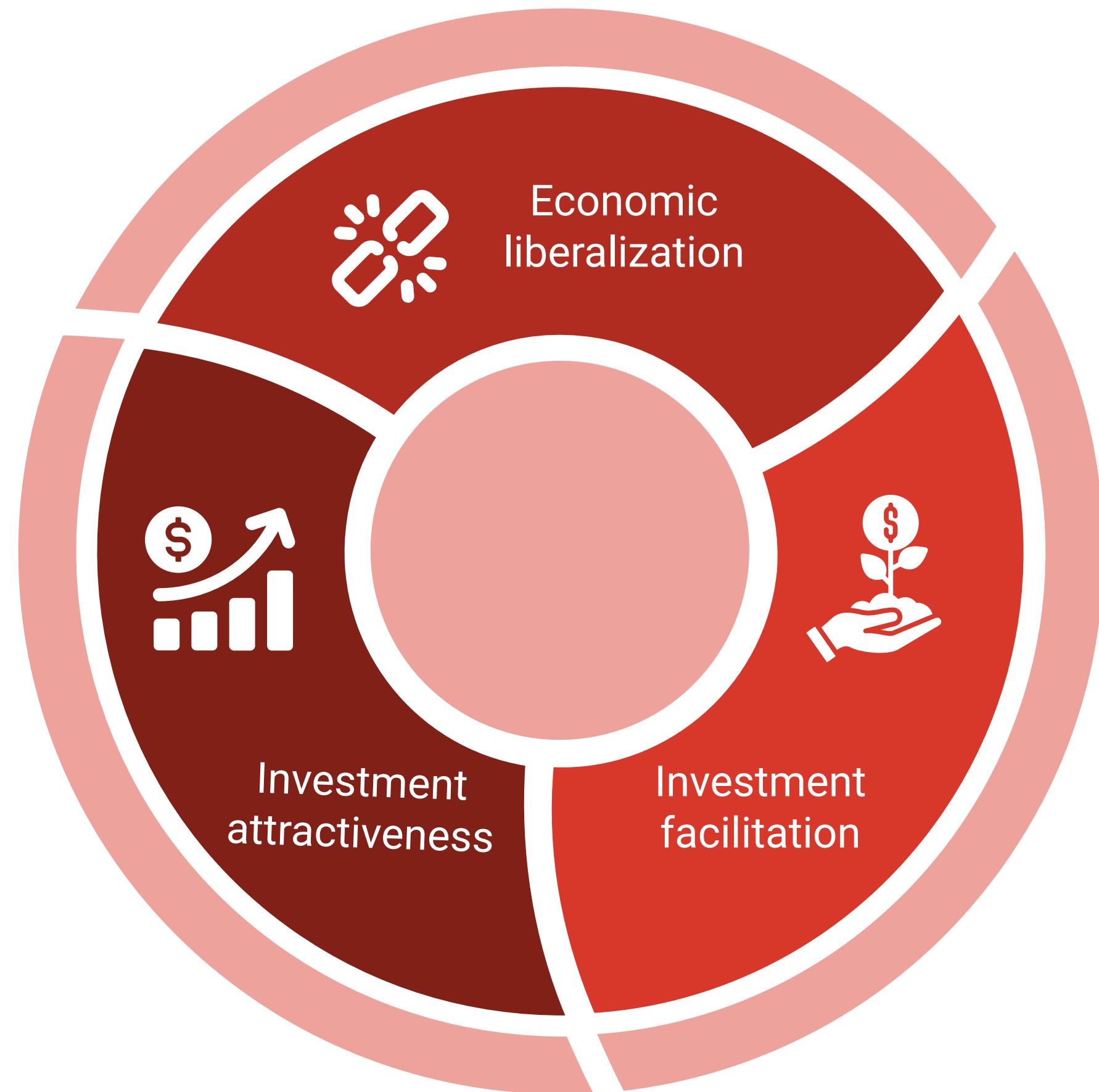


- Africa's UN HQs (UNON) which is one of four main UN secretariat duty stations globally.
- Global headquarters of UNEP and UN-Habitat, together with a joint presence of 23 other UN Agencies.



- Communications & Logistics hub of the region
- Access to regional transport corridors.
 - 4 international airports
 - 2 sea ports and 2 ICDs
 - 30-freight and 2-passenger rail services daily between Nairobi and Mombasa.

The Investment Environment is Conducive



1

- Guaranteed repatriation of capital and profits
- Constitutional protection against expropriation
- Investment guarantee against non-commercial risks: ICSID, MIGA and ATIA

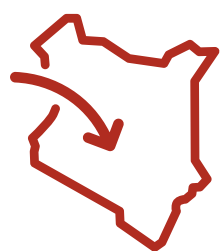
2

- One stop shop facilitation
- Periodic Presidential roundtables with private sector
- Digitization of government services
- Facilitative Industrial zone programs - EPZs & SEZs

3

- Political and macroeconomic stability.
- High labour productivity: a large pool of youthful, trainable and literate workforce
- Globally competitive:
 - 56th in the Ease of Doing Business
 - 1st for five years in a row in financial inclusion
 - 1st globally in protection of minority investors
 - Nairobi – Africa's leading business travel destination and hub for impact investors.
 - 2nd in Africa in the logistics performance index

Wide Market Access & Good Trade Relations



US\$ 17.43 Bn
Total Imports



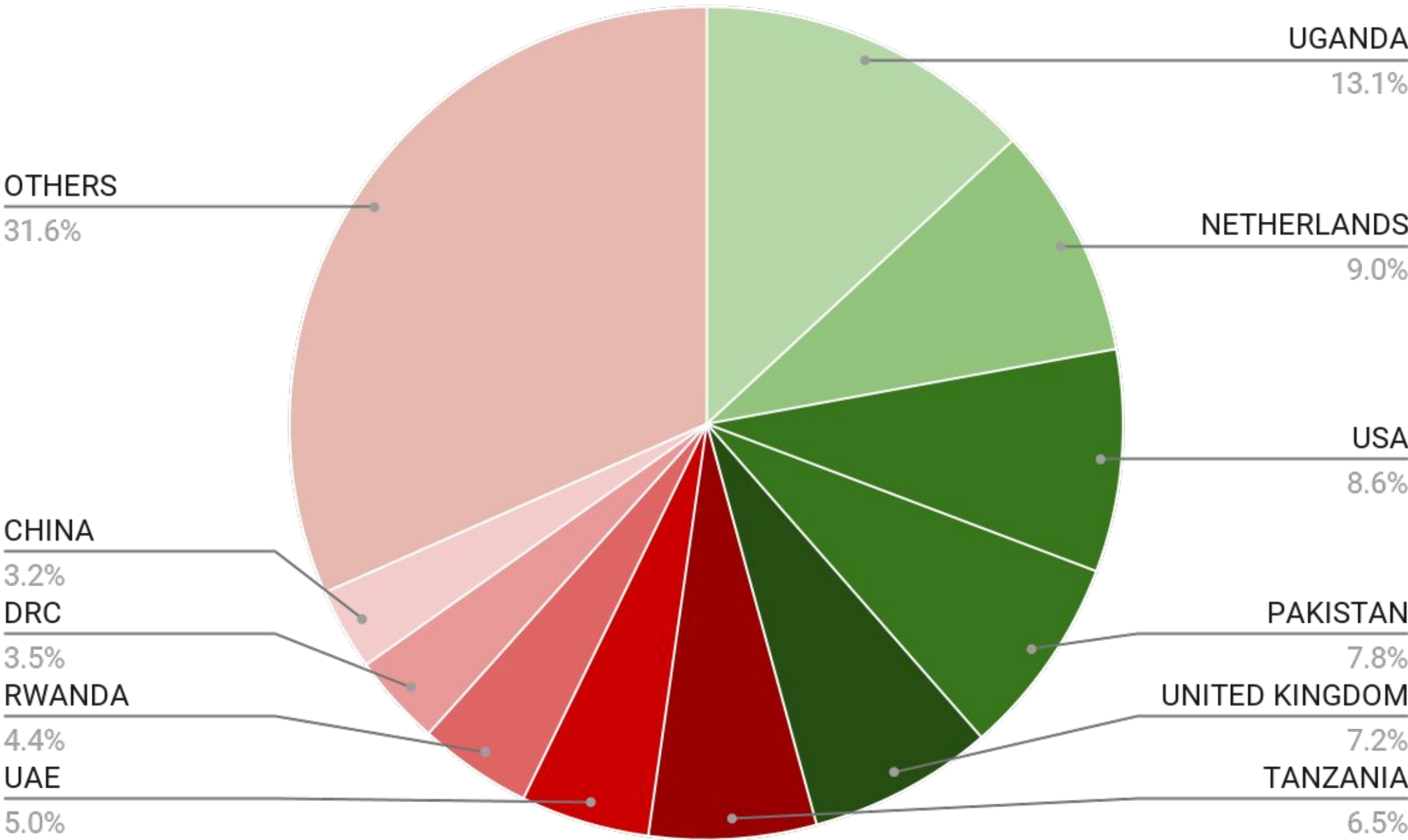
US\$ 6.09 Bn
Total Exports

Preferential Trade Agreements

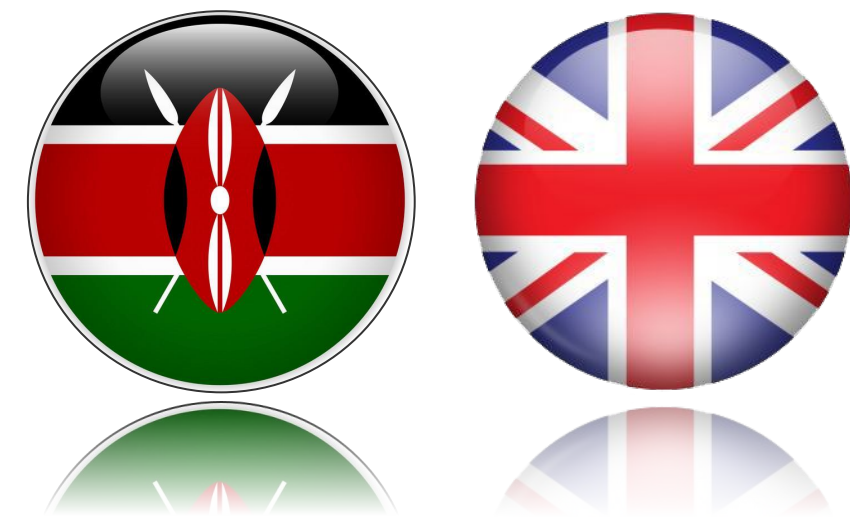
1.7Bn ~ **US\$ 40Tn**
Population Market value



Kenya's untapped
export potential ~ **US\$ 4.1 Bn (ITC)**



Existing Bilateral Trade Treaties with United Kingdom



Economic Partnership Agreement: In 2021, Kenya and the UK signed a trade agreement that seeks to deepen trade and investment ties between the two countries by providing a framework for the elimination of tariffs and non-tariff barriers.

Development Cooperation Agreement: In 2018, Kenya and the UK signed a development cooperation agreement, which aims to strengthen cooperation in areas such as health, education, governance, and security.

Double Taxation Agreement: In 1976, Kenya and the UK signed a double taxation agreement, which seeks to prevent double taxation of income earned by residents of the two countries.

Air Services Agreement: In 1967, Kenya and the UK signed an air services agreement, which allows airlines from the two countries to operate scheduled services between them.



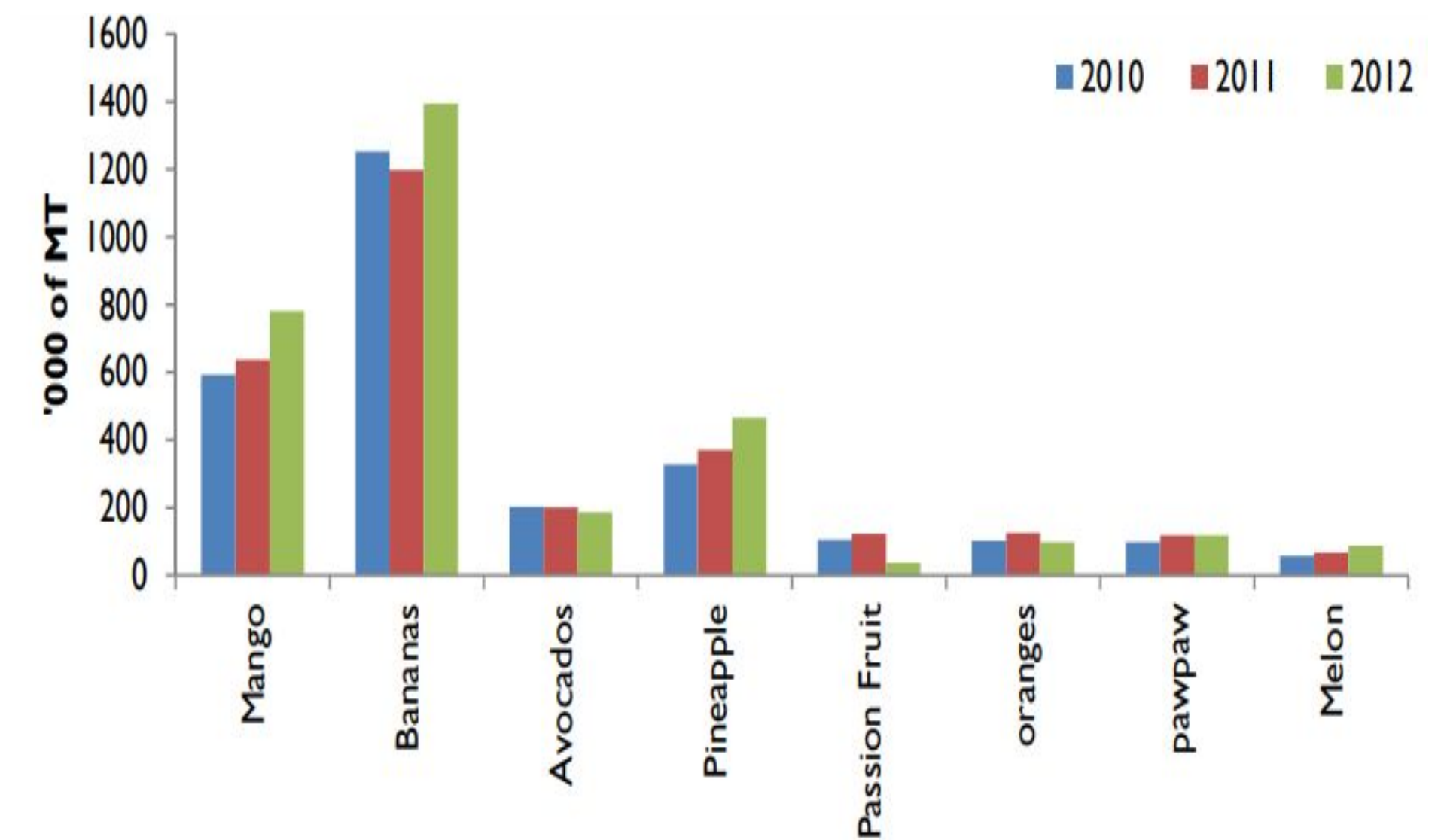
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Kenya's Mango processing Industry Overview

Mango is an important cash crop in Kenya, particularly in semi-arid areas where there are limited income generating activities available to local communities.

- Production has increased by an average of at least 13 percent since 2000, while exports have increased by an average of more than 18 percent. in the same period. Kenyan yields (13.1MT/HA) compare favorably with global averages,
- The global export market for mangoes is large (at more than \$3.6 billion) and growing rapidly (at more than 10% p.a.). A variety of value-added processed mango products – such as dried mango and mango pulp – can transform and industrialize agriculture-based economies like Kenya's
- Postharvest losses are estimated at up to 40 percent of total production, that weigh down the volume of produce available for domestic, export and processing markets.
- The demand for processed mango in the country is currently outstripping supply, with processors operating at only 40 percent capacity. There are opportunities for smallholders in both domestic and export markets, but to profit from market access, they need to substantially increase the investments in production, postharvest infrastructure, storage and aggregation facilities..



About Freshpick Processors (EPZ) Limited

FPL is a private limited company which was established in February 2020 to process fresh mango and banana fruit into mango puree and banana concentrate for export market.

- The project is fully implemented and is developed on 11 acres of land in Msabaha, Kilifi County, Malindi Town.
- The factory has a net asset value of USD 4.6 Million with a capacity to process 5 Metric Tons (MT) of fruits per hour equivalent to approximately 36,000 MT of fruit per year.
- The raw materials, mangoes and bananas are sourced from small holder farmers in Tana River, Kilifi, and Kwale counties.
- The processing line comprises of mango and banana puree extraction, puree treatment and puree concentration lines.
- Fruit concentrates are becoming an integral part of the beverage industry mainly, production of soft drinks, alcoholic and non-alcoholic beverages because of its natural and nutritious value.



Freshpick Processors (EPZ) Limited

Value Proposition

International research studies show that the global fruit concentrate market is expected to grow at annual rate (CAGR) of 6% from a estimated USD 35 billion in 2021 to USD 47 billion in 2026. The project has an expected Internal rate of return of approximately 21% over a 7-year investment horizon and KDC has invested USD 1.5 million.

This investment is of national importance being a Vision 2030 flagship project that will: -

- a) Generate over 87 direct and 50 casual jobs at the factory when fully operational as well as hundreds of indirect jobs for suppliers of inputs and services.
- b) Support approximately 15,000 farmers and about 30,000 people involved in growing and harvesting of fruits thus catalyzing wealth creation in the Kenyan economy.
- c) Generate foreign exchange as the factory is an Export Processing Zone operator with a mandatory requirement that it exports at least 80% of its products.
- d) Reduce the amount of mangoes that go to waste.



Freshpick Processors (EPZ) Limited

The Opportunity

FPL is seeking strategic investors with expertise in production management and to inject capital to operationalize the company to maximum capacity.





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Get started with KenInvest and KDC



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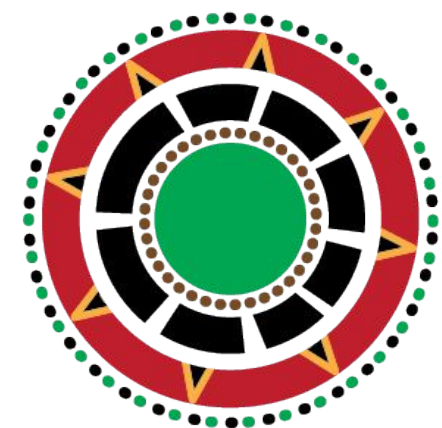


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MAKE IT KENYA



REPUBLIC OF KENYA

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MINISTRY OF INVESTMENTS,
TRADE & INDUSTRY



PROMOTING INVESTMENTS IN KENYA



KENYA
DEVELOPMENT
CORPORATION



EPZA

EXPORT PROCESSING
ZONES AUTHORITY | KENYA
Your Investment & Trade Partner



"Powering Growth"



DEPARTMENT of BUSINESS
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