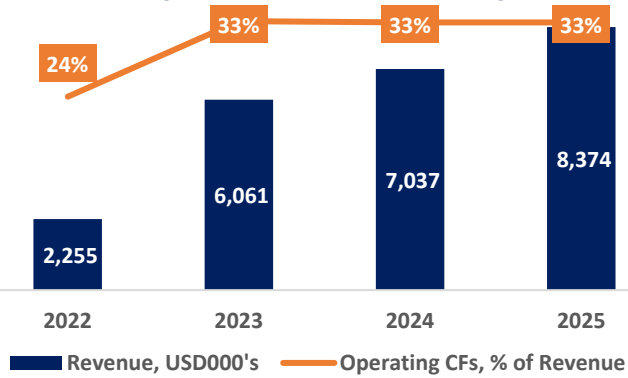




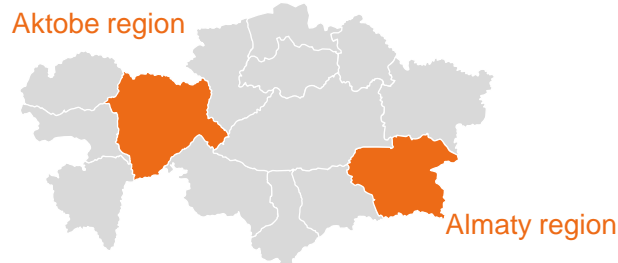
Production of professional detergents



Project Profitability



Location



Key products output

Annual production (eop 2022)	2 067 395 units
Average monthly production	172 282 units
Amount of products	12 products

Valuation Metrics

Required Investment	US\$1.6 million
Project NPV	US\$4.4 million
Project IRR	80%
Payback Period	1.6 years

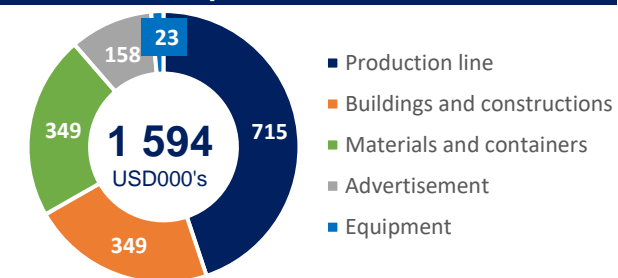


The Project

- The enterprise will produce a professional ecological clean household chemicals (soaps, detergents, cleaners, polishes, perfumes and cosmetics) for the population of the Republic of Kazakhstan
- The goal of the Project is to contribute to the development of the Kazakhstani economy in respect to import substitution since the domestic market for household chemicals is one of the most import dependent. **More 97% of goods are not produced in Kazakhstan**
- The dynamics of price growth here can range from 7% to 14% per year. The concept of the project is to produce household chemicals according to European technology with the addition of organic, environmentally friendly components
- Strategic goals of the project:
 - Cover the domestic market for the consumption of household chemicals by at least 5% until 2024
 - Increase the export of products to USD20 million per year by 2024
- **There are offtake contracts for the supply of raw and auxiliary materials, containers and for the purchase of process equipment.** The project has 100% implementation if it is financed on time

Sales plan				
	2022	2023	2024	2025
Annual production volume, units	2,067,395	5,557,157	6,451,693	7,677,528
Average monthly volume, units	413,479	463,096	537,641	639,794
Average sale price, USD per unit	1.09	1.09	1.09	1.09
Monthly revenue, USD000's	451	505	586	698
Annual revenue, USD000's	2,255	6,061	7,037	8,374

Required investment



Investment Opportunity

- The project is planned to be financed with own funds and strategic partner's capital. The financing proportion is subject to negotiation