

Czech Blades s.r.o.

Praha, Czech Republic

September 25th, 2013

**Company profile &
Business in Africa**

History overview

- 1950 – 1993 ASTRA Diu state corp.
- 1993 – 1996 ASTRA Diu s.r.o. (private)
- 1996 – 2005 Gillette Czech s.r.o.
- 2005 – now Czech Blades s.r.o



Factory area



Czech Blades s.r.o.

- Limited company with 1 mil CZK basic capital
- Global leader in manufacturing carbon steel blades
- 220 employees
- ISO 9001 and 14001 certificate
- Gillette Award 2006 and 2007 – TOP 20 worldwide P&G suppliers
- Associated companies:
 - GCT a.s., Brno (holding/mother company)
 - Formex s.r.o., Brno (sister company to Czech Blades; tool production/moulds/injection moulding)

Customer portfolio

- Geographical reach
 - 98% of production is exported
 - Africa (65%), South Eastern Asia (25%), Europe (7%), Middle East (2%), South America (1%)
- Production of blades in numbers
 - 4.5 mil pcs a day – over 1 bilion pcs a year



Product portfolio – safety razor blades

Safety razor blades – trade marks:

- TIGER
- TATRA
- LEON
- LEON Superfine
- LUXOR
- SOKOL



High quality carbon steel
 Thickness 0.13 mm or 0.10 mm
 Different shapes (3H/LH)
 Different colours (Bh/Wh)

All of these brands are TM protected

Applications (shaving, textile industry, leather industry, agro industry, automotive industry etc.)



Product portfolio – industrial blades

- Different basic shapes

- Single edge
- Double edge
- Long knife/blade



- Different thickness

- 0.30 mm – standard thickness
- 0.20 or 0.40 also available
- Long knife: 0.50 mm



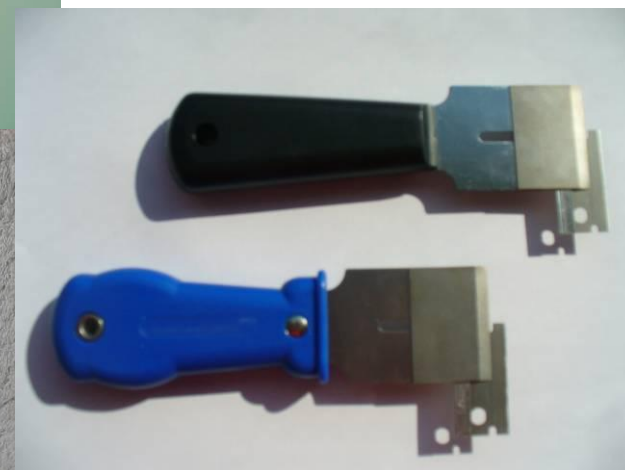
- End-use examples

- Textile, automotive, construction, shoes, packaging, carpet/matts, chemical, injection moulding industry
- Agriculture – cutting crops, tanneries

Product portfolio - accessories

Accessories

- Cutters
- Scrapers
- Other hand tools



African (FMCG) markets – short SWOT

Strenght

- Big market
- Conservative/predictable/
well organized traditional
market

Opportunities

- Growing populations
- European image of
quality
- Limited competition

Weaks

- Infrastructrure level
- Purchasing power
- Limited access to foreign
currencies

Threats

- Political instability
- Criminals
- Cheap and low quality
competition (CN, India)

African distribution

- Product
 - carbon blades
 - TIGER, TATRA, SOKOL
- Distribution
 - Traditional markets and distribution
(central market-WS-semi WS-retail/kiosks)
 - Exclusive distributorship



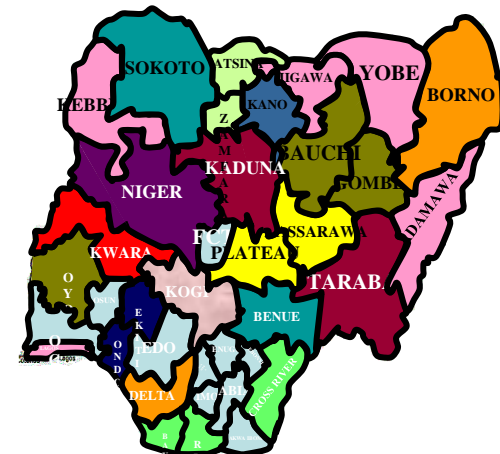
African distribution

- Distribution set up
 - 80' and 90' - fragmented distribution, medium sales
 - end of 90' - consolidation
 - 2002-2005 – stagnation
 - 2005 – ownership change, stabilization, slow growth
 - 2009 – trade mark transfer (from P&G to Czech Blades) and new distributors installation
 - 2009 – incentive programmes introduction, growth



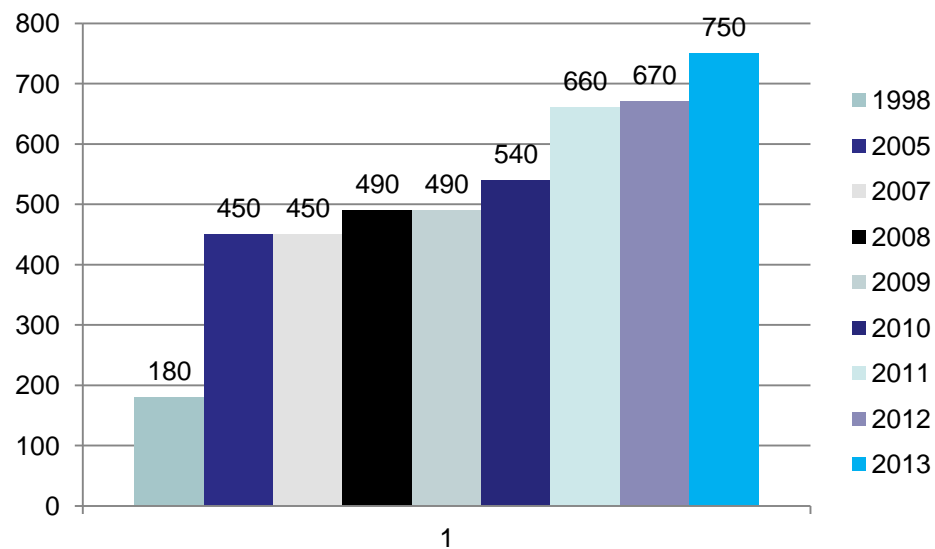
Nigerian distribution

- Geographical reach
 - dist. centre and main warehouse Lagos + branch offices
 - covering also Benin, Togo, Chad, Niger, Ghana, Cameroon, Central African Republic, Ivory Coast, Burkina Faso
- Recent distributor
 - one of the Africa biggest FMCG distributors
 - est. since 1860
 - charity - foundation providing aid in the area of health, eye care and water



Nigerian distribution

- Sales



Africa – emerging market for carbon blades

- Kenya/Tanzania – up to 180 mil blades a year (TATRA + TIGER slotted)
- Ethiopia – up to 60 mil blades a year (SOKOL 3 holes)
- D.R. Congo/Congo – up to 60 mil blades a year (TIGER slotted)
- Angola – up to 40 mil blades a year (TATRA slotted)



Contacts

Should you have any question or in case of your interest to purchase any of the type of safety razor or industrial blades please contact any our local representative or directly our headquarter:

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Thank you for your attention!

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