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AL MEERA - BUSINESS DEVELOPMENT AGREEMENT YEAR 2023 - BEVERAGES

REBATE STRUCTURE - COMPARISON

FIX RENTAL QAR - COMPARISON

RENTAL TYPES	YEAR 2022 (QAR)	YEAR 2023 (QAR)
Chiller Gondola Support	-	-
Data Sharing	-	-

SUMMARY - COST OF DOING BUSINESS (%)

INVESTMENT TYPE	YEAR 2022 (%)	YEAR 2023 (%)
Total Fix Rebate investment %	15.00%	16.00%
Total Fix Rental investment %	0.00%	0.00%
TOTAL CODB %	15.00%	16.00%

OVERVIEW SALES 22 & PROJECTION 2023

BUSINESS VERTICAL	SALES VALUE - FY22	PROJECTED VALUE FY23
Beverages	5,525,214	5,801,475
TOTAL SALES	5,525,214	5,801,475

COMMENT/REMARKS

- # - The overall cost of doing business increased by 1% as compared to last year.
- # - Al Meera will provide 30% visibility support in the category display against the annexure support given by Dan

SHELF SHARE IN DAIRY CATEGORY

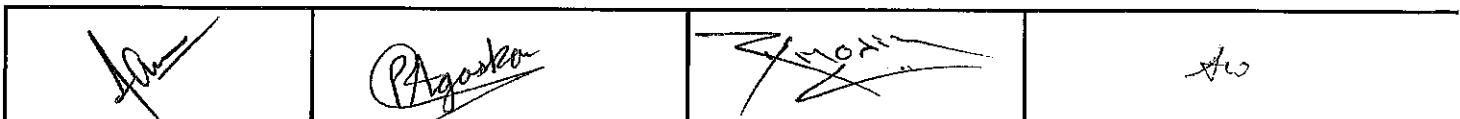
ADDITIONAL DISPLAYS & DANDY ASSETS

OVERVIEW OUTLET BASE

PARTICULARS	YEAR 2022	YEAR 2023
Number of outlets	62	62
Upcoming Outlets	0	3
TOTAL NO. OF OUTLETS	62	65

PAYMENT TERMS

VERTICALS	YEAR 2022	YEAR 2023
PAYMENT TERMS	30 Days	30 Days



Dear Sir,

The Al Meera group has returned the signed Dandy BDA , and has requested that the BDA should be signed by authorized signatory as mentioned in computer card / Establishment card