



## AL MEERA - BUSINESS DEVELOPMENT AGREEMENT YEAR 2025 - ICE CREAM

### REBATE STRUCTURE - COMPARISON

PARTICULARS	YEAR 2024 (%)	YEAR 2025 (%)
Fixed Rebate	10.00%	10.00%
Progressive Rebate	1.50%	1.50%
Annexure Support	9.00%	9.50%
	20.50%	21.00%

### SHELF SHARE IN DAIRY CATEGORY

CATEGORY TYPE	YEAR 2024	YEAR 2025
Ice Cream	40% Shelf Share	40% Shelf Share

### FIX RENTAL QAR - COMPARISON

RENTAL TYPES	SALES VALUE - FY24	PROJCTED VALUE FY25

### ADDITIONAL DISPLAYS & DANDY ASSETS

PROMOTION VISIBILITY	YEAR 2024	YEAR 2025

### SUMMARY - COST OF DOING BUSINESS (%)

INVESTMENT TYPE	YEAR 2024 (%)	YEAR 2025 (%)
Total Fix Rebate investment %	20.50%	21.00%
Total Fix Rental investment %	0.00%	0.00%
TOTAL CODB %	20.50%	21.00%

### OVERVIEW OUTLET BASE

PARTICULARS	YEAR 2024	YEAR 2025
Number of outlets	65	66
Upcoming Outlets	0	2
TOTAL NO. OF OUTLETS	65	68

### OVERVIEW SALES 23 & PROJECTION 2024

BUSINESS VERTICAL	YEAR 24 - EXIT	BUDGET 2025
Dairy	5,442,292	5,877,675
TOTAL SALES	5,442,292	5,877,675

### PAYMENT TERMS

VERTICALS	YEAR 2024	YEAR 2025
PAYMENT TERMS	30 Days	30 Days

### COMMENT/REMARKS

- 1- The 1% annexure rebate has been removed from the Dairy category and reallocated as follows: 0.5% has been shifted to Beverages and 0.5% to Ice Cream. Additionally, the remaining amount of QAR 80,000 has been earmarked for e-commerce activities and accounted for under the Dairy category.
- 2- The support that Al Meera will provide: Monthly Sellout Data, 15 flyer spots include all three BDAs (with most to be utilized in the Frozen range), and a commitment to 30% shelf share.
- 3- 10 nos of Dandy freezers in the selected stores ( Other than the category space)

Sales Manager

Sr. BDM

Sr. Finance Manager

General Manager