

# AGRICULTURE SECTOR

cultivation of exotic fruits and vegetables

## MAKING OF REGIONAL EXOTICS

### CENTERS IN CROATIA , EU

AMOUNT OF INVESTMENT

**33.550.000,00 €**

DYNAMICS OF REALIZATION OF INVESTMENT: 5.950.000€ + 10.555.000€ + 17.045.000€



ROI = 3,97 year

IRR = 256,27%

Just harvested for your table!

Brand team



# Introduction

**” Exotic King”** is a **brand name** of the company Šulog d.o.o.

- We are the **largest producer and exporter** of exotic fruits and vegetables from **Croatia** to the European Union ,through the own production and the production of its subcontractors.
- Company Šulog d.o.o. was **founded in 1996** with the aim of cultivating of exotic fruits and greens, and since the beginning, its business has been continuously evolving , with our motto is : **“Just harvested for your table “**
- The total processed agricultural land (including the **100 subcontractors**) spreads on over **200 hectares** ,with more 500 tons of production,with continuous expansion of its subcontractors and production, in order to be able to meet the growing market demands. Now we meet only the 0.02% of demand
- **Company location is excellent** with regard to the close approach to the foreign markets, especially to the European Union’s markets
- We are first in developing works of planting, cultivation, distribution, storage, repurchase works and selling of exotic fruits and vegetables as well as education "know-how" for its production

# Assortment



**Exotic King's** assortment consists of:

- Exotic fruits and vegetables (greens)
- Exotic fruits and greens planting material such as pumpkins, tropical plants, mediterranean plants etc...
- Assortment includes more than 40 kinds of annual and perennial cultures in offer such as:

- kiwano, babaco, guava, lemongrass
- indian banana (asimina triloba)
- siberian blueberry,
- mongolian cherry and blueberry
- avokado, papaya, blue potato, etc.,...



# Exotic King's advantages

- **Even 70%** of all Exotic King's exotic cultures, represents **the export** to foreign markets, while the rest of the production is placed in the domestic market through domestic and foreign retail chains and a number of smaller stores.
- Sale market includes foreign market of the European Union with the largest export to Italy, England, France, Belgium, Poland ,Germany , the Netherlands , Slovenia and Switzerland
- Exotic fruits and vegetables produced by Exotic King and its subcontractors own **GLOBAL G.A.P** and **EUREP G.A.P. certificate**
- **Important advantage** over the competitors is that the fruits are transported to the European market as soon as harvested, while the competitors harvest yet immature fruits to withstand the transport and various storages.
- **Transfer of "know-how"** in the form of technical assistance for preparation, planting, cultivation, harvesting, storage and processing of exotic cultures.
- Planting with maximum utilization of agricultural lands through **combination** of annual and perennial plantations which provide covering of annual costs of production and achievement of long-term profitability.
- Ensured repurchase of the entire production and ensured repurchased price.
- current capacity of production exotic fruits and vegetables, produced by **EXOTIC KING** is less of 0,02 % of yearly seeking

# Profits and potential in the future

- The **profit** of exotic plantation is already generated **in the second year of cultivation**, while the profit of apple plantation yet in the third year and the fifth year of production, the exotic plantation profit amounts **almost 20 times more** than the apple plantation profit
- We are the only manufacturer in Croatia and in EU who have more than **40 different exotic cultures technology**, and we are only manufacturer which (with the subcontractors) produces sweet potatoes, Kiwano and Pumpkins in SAR, Africa
- More than **70 percent of products exported** to foreign countries, mainly to the European Union's countries, and today Exotic King is **very well known and accepted brand** in the European Union with the strong intention for further growth and development in the national and international world market
- Goal is to become a leader in Europe in the production and repurchase of exotic fruits and vegetables including seedlings and **making of regional centers in the whole region (is now in progress)**
- **Further expansion** of exotic fruits and vegetables cultivation, especially Indian banana, Mongolian blueberry, Mongolian cherry, Babaco, Kiwano, butternut pumpkin
- **Multiplying the sale quantity in foreign markets** due to the increasing demand at the global level
- It is expected a significant increase in the number of subcontractors in the years to come, both in the domestic market and in the international market

# INTERESTING?

# QUESTIONS?

**\*SEE MORE IN PROGRAM EXECUTIVE SUMMARY AND LOAN PROPOSAL**

Thank you for your attention



team CROATIA

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