



2017

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Hello Day! Product Portfolio and Logistics

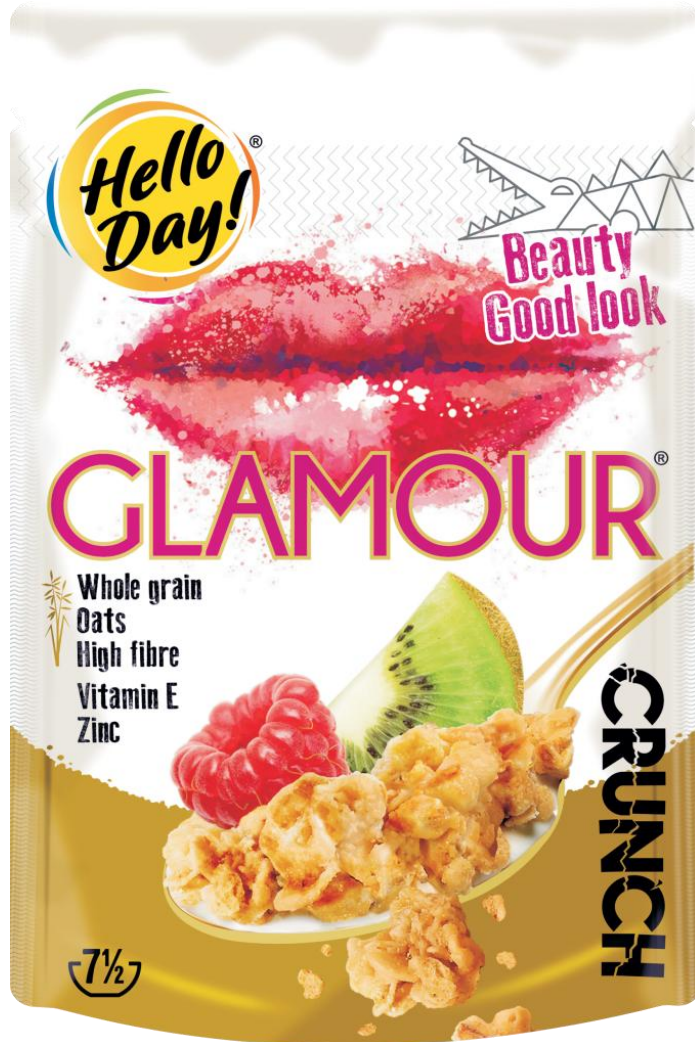
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About Agus

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Hello Day! 3 customer trends:

1. Health and wellbeing (functional)



2. Simple and natural



3. Guilt free indulgence



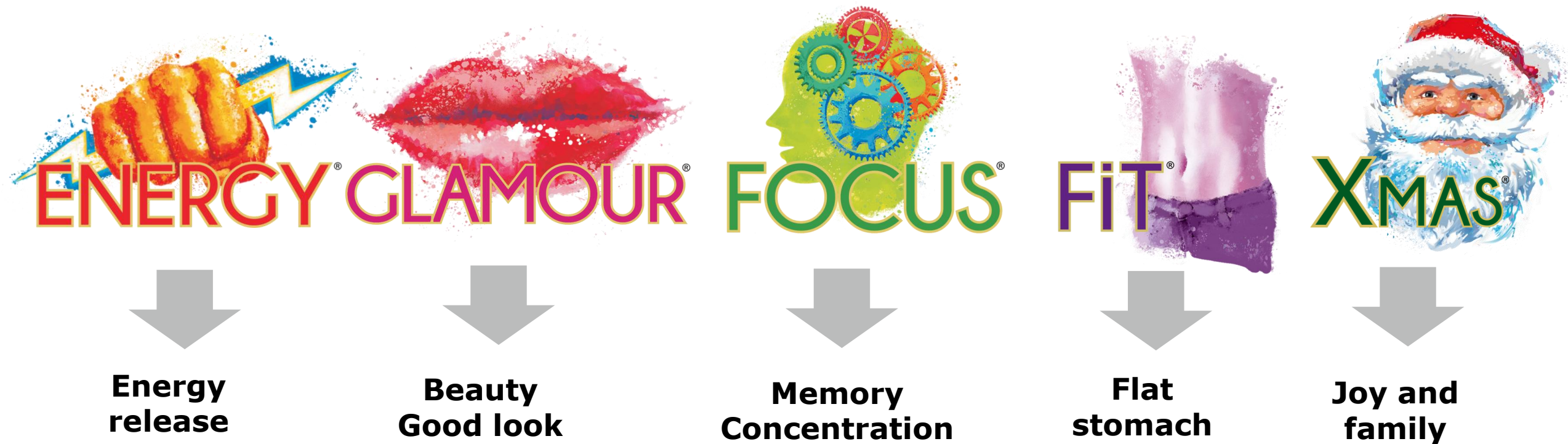
Attractive and communicative packaging



Hello Day! Healthy and wellbeing line

Focuses on true benefits with individual product names directed at specific advantages.

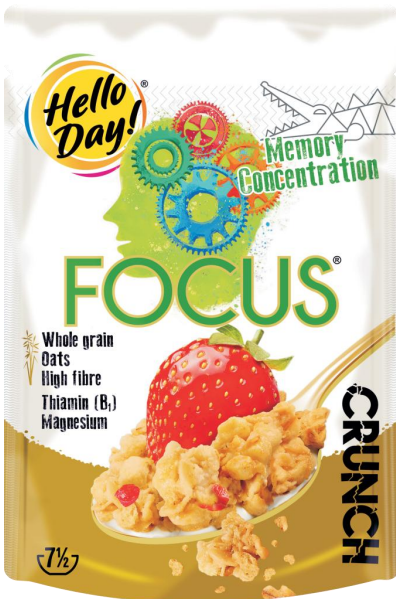
Contains tailored ingredients to appeal to specific consumer groups' health and wellness aims.



Hello Day! Crunch

Freeze dried fruits expand in milk/joghurt!

- Iconic products
- Fruits visible and in contrasting color to milk/yogurt



***dry**



***with milk**

Hello Day! Crystal Guilt-free pleasure line



Everyone deserves the bliss and **pleasure life offers**, especially through food



Crocodile 2nd Life of Pack

It is a **heavenly crunchy delicacy** of excellent texture and unobvious, refined tastes

50% EXTRAS TOP OF MIND!

Attractive and communicative packaging



Crystal is a brand of a **guilt-free indulgence food** - delicious, decadent, healthy and **luxury**

SKUs coded by color

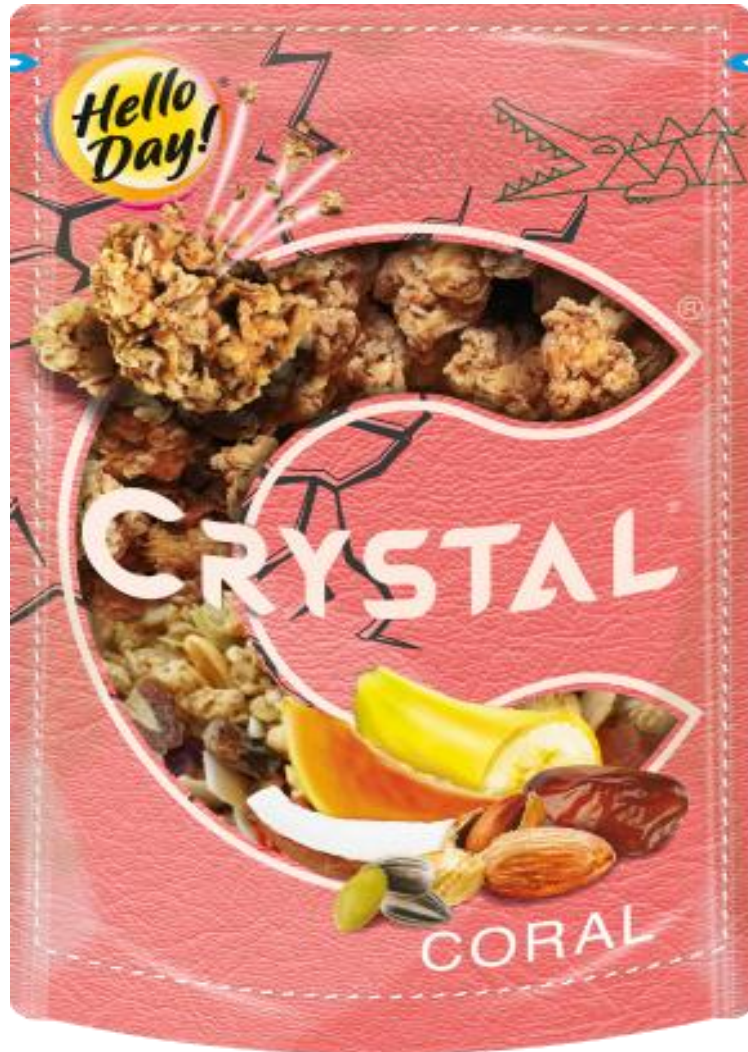
Premium granola product that **addresses a growing niche** on the breakfast cereals product market



Hello Day! Crystal Coral



**50% EXTRAS
TOP OF MIND!**



VERY RICH RECIPE!

50% EXTRAS
21% FRUITS
10,5% SEEDS
18,5% NUTS

Hello Day! Bazaar



**Crocodile
2nd Life of Pack**

NATURAL
premium
ingredients
including
superfood



**Look through window
inside wooden boxes**

**Naturalness and
simplicity**

**Attractive and
communicative
packaging**

NO palm oil
NO glucose- fructose syrup
NO aromas
NO preservatives



**Euro slot to be
hanged
everywhere**

Hello Day! Bazaar



**50% EXTRAS
TOP OF MIND!**

**VERY RICH
RECIPE!**



**Sweetened with
cane sugar only**

50% EXTRAS
32% FRUITS
13% NUTS
5% SEEDS



**Sweetened with
cane sugar only**

50% EXTRAS
32% FRUITS
13% SEEDS
5% CHIA
Hello Day!

Hello Day! Bazaar

HIGH QUALITY OF EXTRAS, including SUPERFOOD
No cheap filler raisins!



10% CHIA
Freeze dried
raspberry

Sweetened with
cane sugar only

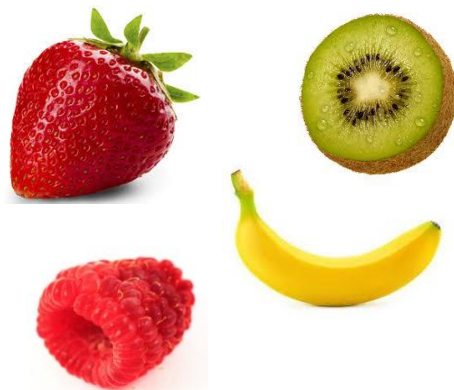


jumbo instant
oat flakes!

30% EXTRAS
22% FRUITS
4% NUTS
4% COCONUT

Key benefits of Hello Day! products for the consumer

- 1 Healthy and tasty cereals:**
- Hello Day! Crunch built on a functional products trend
 - Hello Day! Crystal referring to guilt-free indulgence trends
 - Hello Day! Bazaar addresses simple and natural food trend



- 2 High-quality packaging**



Barrier Packaging Protection:

Temperature

Moisture

External Odors



- 3 Multiple consumption occasions**

II breakfast



I breakfast

On-the-go snack

Example of consumption occasion – each HD! product can be eaten at different time of the day

Crocodile®

Intuitive system

Freshness and convenience



Improves consumer's satisfaction !

- ✓ Easy to use for all ages
- ✓ Self-mating micro teeth that engage with light pressure
- ✓ Straight, horizontal opening
- ✓ Resistance to cereals crumbs keeps freshness locked in
- ✓ Do not scatter in the kitchen
- ✓ 2nd Life of Pack – empty pack can be re-used for different items storage, while minimizing environmental impact



Hello Day! Availability



Cartons, display shipper/stand



Flap cartons

- Packs put **horizontally** in carton
- Carton size: 300 mm x 400 mm x 200 mm



Tray and hood cartons

- Packs put **vertically** in carton
- Opening without knife
- Remove top and ready to put on shelf in store
- Easy top remove
- Reduces man power cost



Shipper/ Stand

- Easy fold
- Very solid, 12 month durability
- Easy re-fillable
- Compact stand size
- Transparent price tag area
- Reduces man power cost
- Improves store space profitability



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About Agus

Who we are?



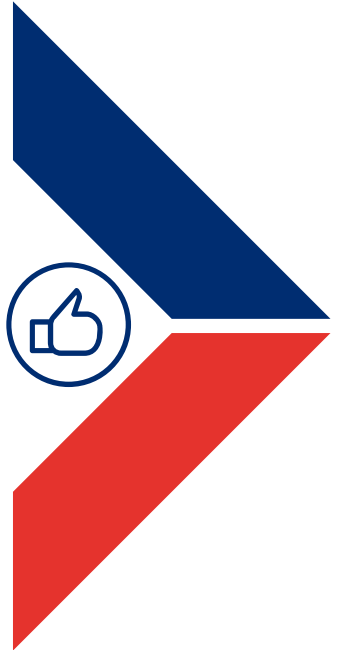
Agus company's roots can be traced to **1948**, when it started as a mill-processing factory. With the new generation in charge, we combine the best of this tradition with the newest technologies available to proudly produce nutritious food of the highest quality. Thanks to our openness to innovation while remembering and valuing the best of family business traditions, we have managed to transform Agus into a global enterprise.



Agus Global commercializes food products on global market **under recognized and trusted brands**. Its activity is based on two divisions: cereals and dairy powdered ingredients. **Quality** of all our products is measured and monitored in accordance with FSSC 22000:2005, HACCP, GHP and Halal. For years we have built enviable partnerships in **various geographical areas**. We have also established significant market presence by launching our flagship brand Hello Day! The key to our success lies mostly in modern processing technologies, high quality of our services and the ability to interpret accordingly our customers' needs. We are committed to being your reliable partner for creating attractive, durable and effective business relationships.

About Agus

Mission & Vision



It is our customer's satisfaction and success that matters the most for us.



Only by building strong and lasting partnerships with our clients - we can achieve our company's prosperity.

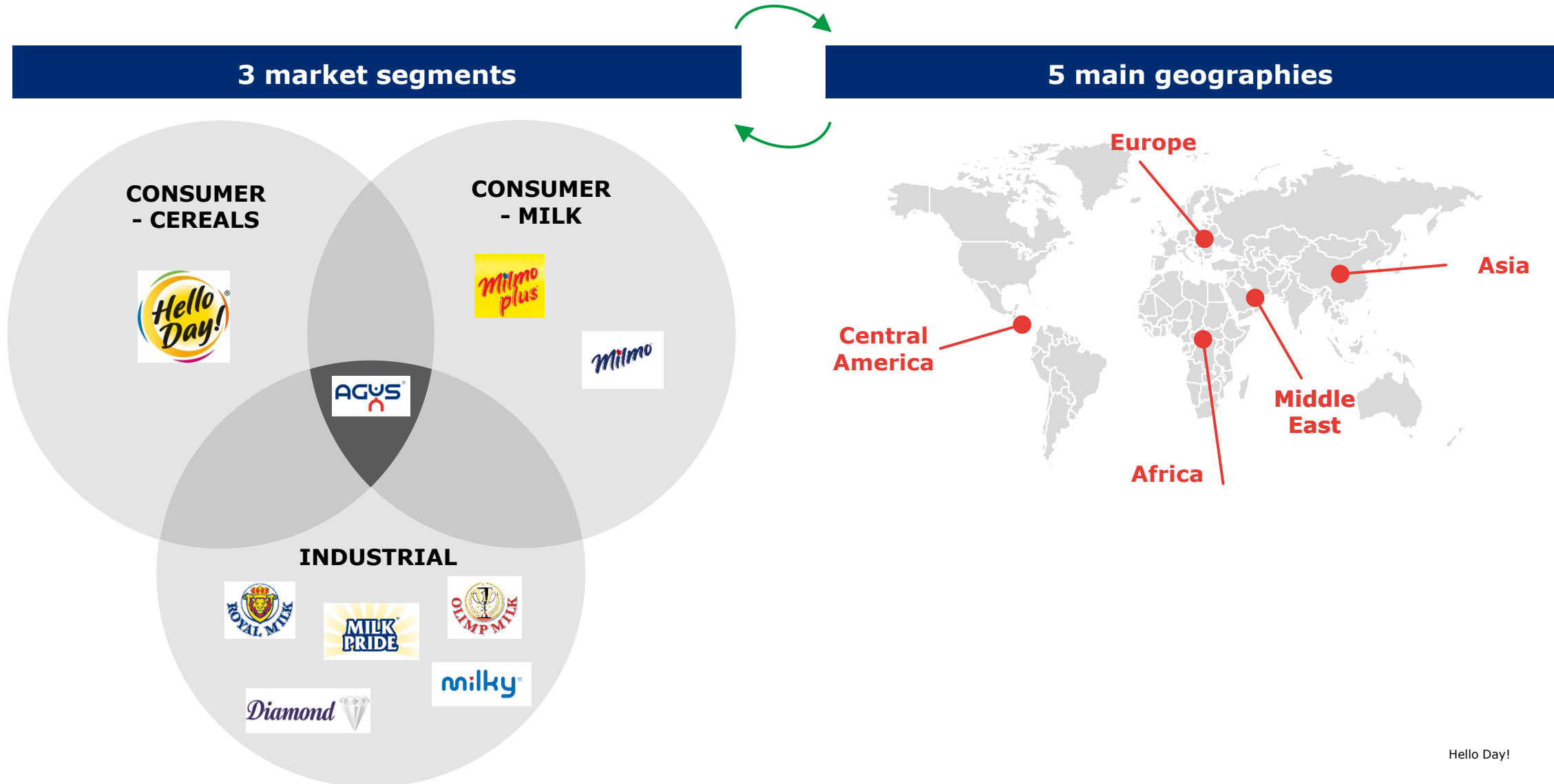


Therefore, our mission is simply to be a preferred foodstuff supplier to our clients.

About Agus



Producer of diverse foodstuff on global market



About Agus

Team strenghts and customer benefitis:

- ✓ branded products
- ✓ professional food and business knowledge
- ✓ setting new trends in food industry
- ✓ providing innovative, consumer-oriented and cost-effective solutions for consumer, food service and industrial sectors
- ✓ profound knowledge about logistics and commercial solutions
- ✓ customer proximity - being available for our customers at any time
- ✓ capacity to deal with high seasonal demands and any unexpected issues
- ✓ international experience
- ✓ flexibility

About Agus

International food exhibitions (selected)

Food exhibitions	Localization	Logo
Sial France	Paris, France	
Anuga	Cologne, Germany	
Gulfood / Ingredients Middle East	Dubai, UAE	
Djazagro	Algiers, Algeria	
Food Ingredients Asia	Shanghai, China Jakarta, Indonesia Bangkok, Thailand	
SMTS	Tokio, Japan	
Sial China	Shanghai, China	
Libya Food Expo	Tripoli, Libya	



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