

# **26 Markets**

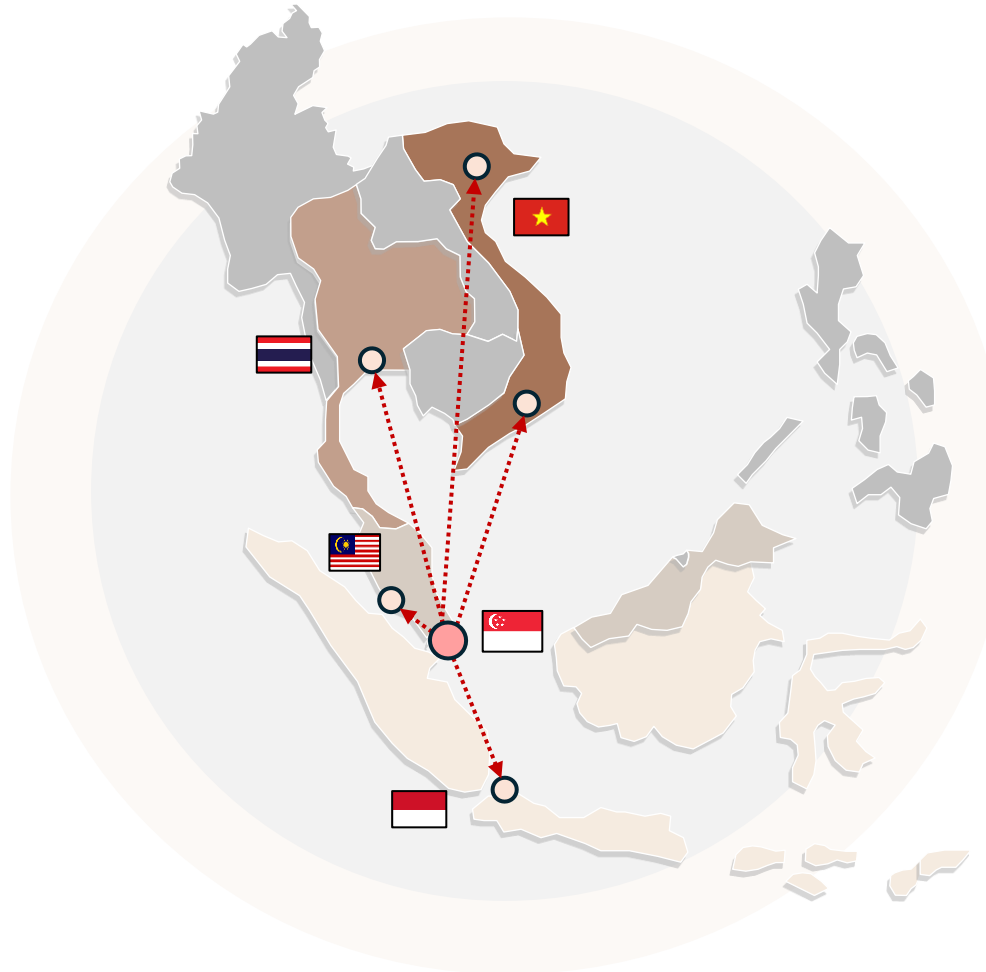
# Our Mission

Promoting health & convenience through superior distribution

# 26 Markets

## DELIVERING QUALITY HEALTH & INNOVATION IN EVERY PRODUCT

At 26 Market, our mission is to be Singapore's premier distributor of high-quality, nutritious food and beverage items. We believe in the transformational power of excellent nutrition and are dedicated to offering goods that promote a healthy living. By focusing on quality, health, and innovation, we hope to lead the industry in providing healthy and delicious solutions that satisfy the highest standards.



## 26 Markets

### NUTRITIOUS OFFERING

Delivering high-quality, health-focused food and beverages.

### QUALITY & VARIETY

Providing a premium and diverse range of products.

### SUSTAINABLE SOLUTION

Embracing eco-friendly practices in our operations.

# Our Value Proposition

How we can help you achieve your goals

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## LOGISTIC EXCELLENCE

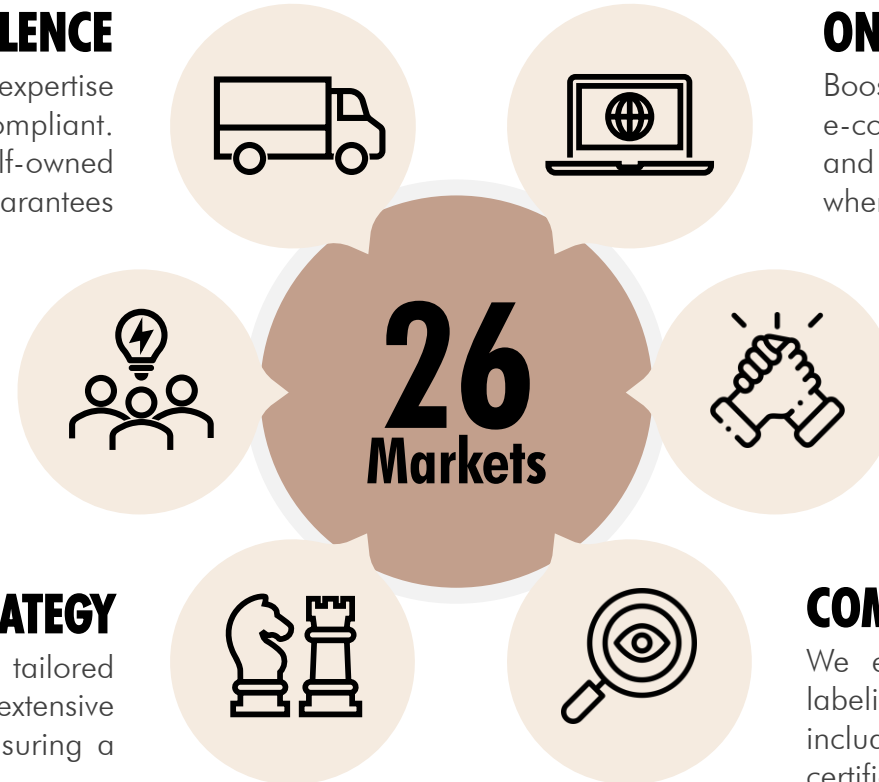
Our cold storage and import-export expertise ensure your products stay fresh and compliant. Reliable local delivery through self-owned transport and last-mile providers guarantees timely distribution.

## BRAND ALIGNMENT

We align with your brand's mission of quality and health, building a trustworthy image in new markets that resonates with consumers.

## COMPREHENSIVE SALES STRATEGY

Gain crucial market insights and a tailored go-to-market approach with our extensive research and proprietary strategy, ensuring a successful launch.



## ONLINE PRESENCE

Boost visibility with our engaging website and e-commerce channels, expanding your reach and driving sales directly to end consumers when needed.

## RELATIONSHIP MANAGEMENT

We utilize effective CRM tools and regular communication. We share valuable market feedback to help you refine and improve your offerings.

## COMPLIANCE & REGULATION

We ensure compliance with local standards for labeling, packaging, and safety. Our support includes certification, licensing, and Halal certification for broader market reach.

# Logistic Excellence

How we achieve quality and efficiency in logistics

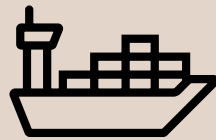
# 26 Markets

## ENSURING OPTIMAL STORAGE, EFFICIENT TRADE, AND RELIABLE DELIVERY

As a leading F&B distribution company, we understand that maintaining product quality, ensuring efficient international logistics, and guaranteeing reliable delivery are crucial for our clients' success. Our comprehensive logistic solutions are designed to meet these needs, providing unparalleled support throughout the supply chain.



> 30 Years of  
Experience in  
Singapore



### Import-Export Expertise

Our seasoned team excels in handling the complexities of international trade, ensuring smooth and efficient cross-border transactions.



### Cold Storage Facilities

Our advanced cold storage facilities ensure that your products are stored under optimal conditions, maintaining their quality and extending shelf life..



### Local Downstreams

With self-owned transport and partnerships with local last-mile service providers, we guarantee timely and reliable delivery to your customers.

# Brand Alignment

Expanding through partnership

# 26 Markets

## CHAMPIONING INTELLIGENT NOURISHMENT, QUALITY & CONTINUAL IMPROVEMENT

As a leading F&B distribution company, we understand that aligning with brands that prioritize health and quality is crucial for building a trustworthy and strong market presence. By ensuring premium product availability and enhancing consumer well-being, 26M commits to supporting our clients' success with unparalleled dedication.

## 26 Markets

Seeking premium quality F&B brand that champions the spirit of improving the health of the community

Leveraging operational excellence and market insight to support committed F&B brand to reach Asian audiences

**Match our mission and capabilities with yours**

Enhancing the health and well-being of consumers by providing high-quality, nutritious products that support a balanced lifestyle

Leveraging product innovation, rigorous quality assurance, and sustainable practices to effectively cater to health-conscious audiences

## Your Brand

# Comprehensive Sales Strategy

Understanding the trends and consumers of APAC

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## ANALYSING MARKET DYNAMICS, GAINING KNOWLEDGE & INSIGHTS

At 26 Markets, we prioritise understanding F&B trends and consumer behaviors in APAC. Our research equips clients with essential insights to successfully enter and thrive in the region. With our deep market knowledge, we ensure tailored strategies that align with local preferences, supporting your success with dedication.

### KEY CONSUMER TRENDS IN APAC

#### HEALTHIER DIETS

Replacing with healthier alternatives & products with higher nutritional values

#### ONLINE PURCHASE

Increasing use of e-commerce to enable convenient food purchasing and delivery

#### FRESH FOODS

Choosing quality products associated with freshness

#### SUSTAINABILITY

Tackling the environmental impact of food consumption

#### SAFE & TRACEABLE SOURCES

Requiring greater food safety and product validation measures

#### ALTERNATIVE PROTEIN

Growing interest in innovative plant-based and cultured meat alternatives

### DEMOGRAPHIC CHANGES IN APAC



#### GROWING POPULATION

Bigger Demand for Food



#### AGEING POPULATION

Healthy Products Prioritised



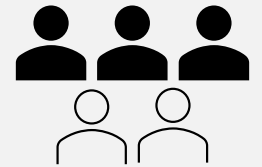
#### GROWING MIDDLE CLASS

Higher Food Quality Expectations



#### RISE IN EDUCATION

More Selective Taste



Around 3 in 5 APAC consumers consider health, well-being impacts in food purchases

APAC's health and wellness food market (from FY17 to FY22) has grown at

**7-9%**  
**CAGR**

# Comprehensive Sales Strategy

Close-Up on policies & its impact on Singapore F&B industry

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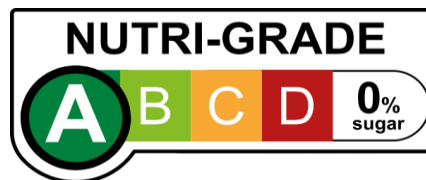
## MONITORING REGULATORY CHANGES, MOVEMENTS & CAPITALISE ON OPPORTUNITIES

At 26 Markets, we track policy changes and their impacts on the local F&B industry. By staying informed about regulations, we help clients capitalise on opportunities and stay competitive. Our deep understanding of the policy landscape ensures strategies that align with local regulations. With 26 Markets, you have a partner dedicated to keeping you ahead in the dynamic local market.

## SINGAPORE POLICIES & IMPACT



The Ministry of Health (MOH) and the Health Promotion Board (HPB), introduced the Nutri-Grade guidelines to help consumers make informed and better drink choices.



Nutri-Grade "grades" your drinks based on their sugar and saturated fat content with "A" having the lowest levels and "D" the highest.

As a direct impact, Singapore experienced a

**34%  
INCREASE**

in the proportion of Grade A & B beverages consumed from 37% to 71%. (FY17-FY21)



# Comprehensive Sales Strategy

Go-To-Markets Formula

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## MAXIMISING IMPACT WITH STRATEGIC PRECISION

We understand that entering new markets is a difficult endeavour. Therefore, a strong go-to-market strategy is essential for businesses to effectively target and satisfy customer needs, seize market opportunities, and achieve sustainable growth by aligning sales, marketing, and distribution efforts.





# Online Presence

Expanding through partnership

# 26 Markets

## ENHANCING DIGITAL REACH, CONSUMER CONVENIENCE & MARKET PENETRATION

As a leading F&B distribution company, we understand that establishing a strong online presence and system is crucial for reaching health-conscious consumers. By optimising our website and e-commerce platforms, 26M ensures seamless access to premium products, enhances consumer convenience, and supports our clients' success with unparalleled dedication.

### DATA INSIGHTS

Provide sales data, trends, and market insights for informed decisions.

### ONLINE ORDERING SYSTEM

Robust system with personalised accounts, flexible payments, and real-time order management.

Empower  
Your Health  
SHOP

Taste the Health  
Discover Our Products

Let's Chat

### USER-FRIENDLY WEBSITE

Clean, modern design with intuitive navigation and mobile optimization for seamless user experience.

### ERP & CRM INTEGRATION

Seamless ERP and CRM integration to streamline operations and enhance customer management.

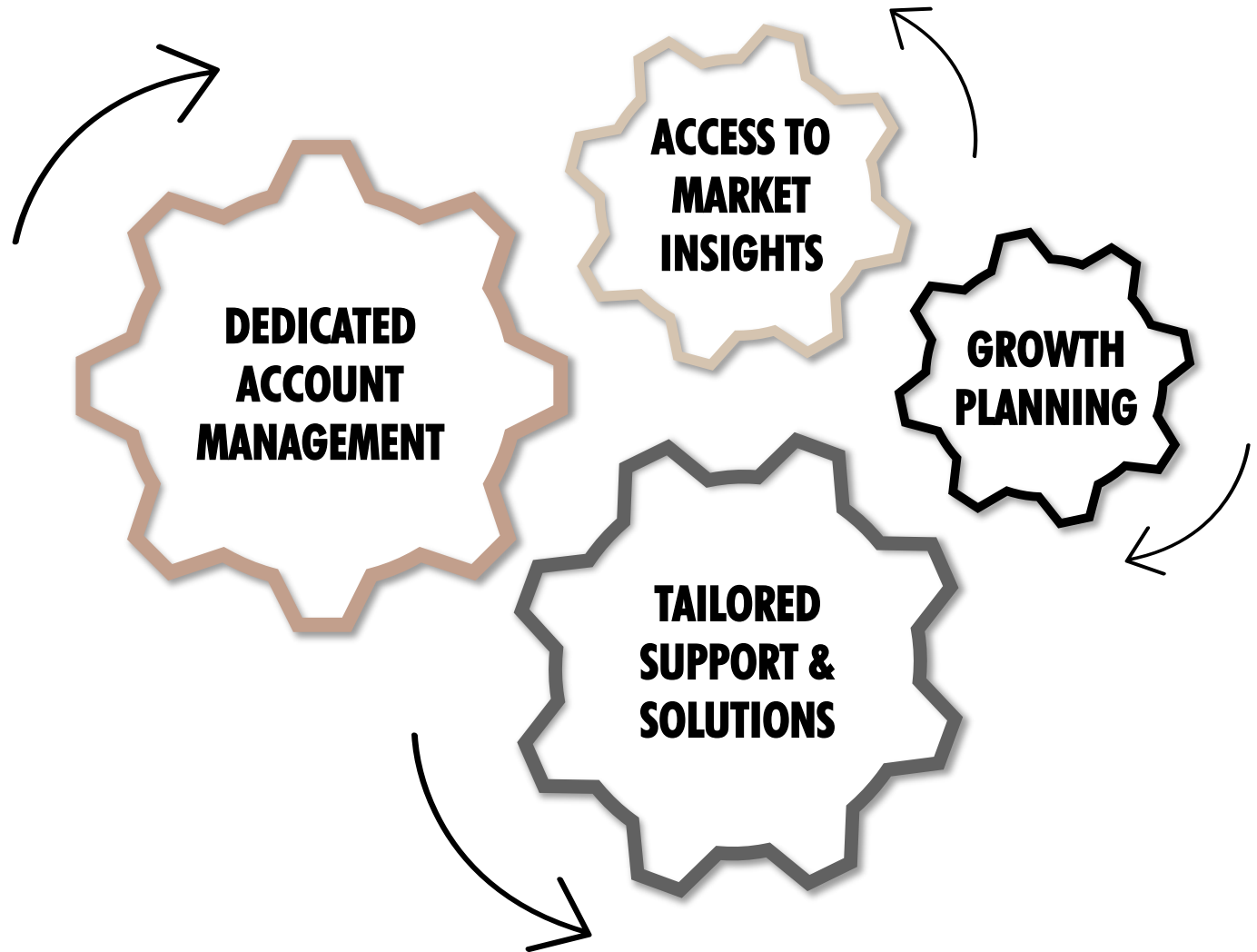
# Relationship Management

Expanding through partnership

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## **BUILDING A STRONG ALLIANCE, FORGING TRUST & MUTUAL SUCCESS**

As a leading F&B distribution company, we know strong relationships with partner brands are essential. Through dedicated account management, regular reviews, and tailored support, we ensure personalized attention and strategic guidance. Our transparent communication and collaborative planning foster trust and alignment, driving mutual success.



## STREAMLINING REGULATION & COMPLIANCE, ENSURING OPERATIONAL EXCELLENCE

At 26 Markets, we specialise in guiding companies through these stringent frameworks, collaborating closely with Singapore Customs and the Singapore Food Agency (SFA). Our tailored approach ensures efficient compliance, minimising barriers and facilitating swift market entry.



**SINGAPORE  
CUSTOMS**

Singapore Customs is known for its stringent enforcement and high standards, which contribute to its reputation as one of the world's strictest customs authorities. Singapore's robust regulatory framework and efficient processes ensure rigorous compliance with international trade regulations and customs procedures.



**Singapore  
Food  
Agency**

The Singapore Food Agency (SFA) is recognised for its stringent regulations and rigorous enforcement to uphold food safety and hygiene standards. It implements comprehensive measures to ensure that food products meet strict quality requirements before they reach consumers.

The stringent oversight of agencies like Singapore Customs and the Singapore Food Agency (SFA) contributes significantly to making Singapore a **favourable** hub for redistributing products in the region. Singapore's reputation for strict compliance with international trade and food safety standards ensures that products passing through its ports meet **high regulatory benchmarks**.





# 26 Markets

# Thank You!

CONTACT US AT  
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