AMRU RICE (CAMBODIA) CO., LTD

Company Profile Presentation

By Mr. Song Saran, CEO of Amru Rice (Cambodia) Co., Ltd

AmruRice Noodle, AmruRice Paper, Preah Vihear Jasmine Rice, Preah Vihear Organic Rice, and Palm Tree Brand
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1) Amru Rice Processing Factory-Phnom Penh

- Size: 4,000 sqm.
- Employment: 160 workers and 30 professional staffs.
- Main Equipped Machines: Japan, Germany, Taiwan.
- Capacity: 40,000 tons per year.
MANUFACTURING FACILITY

2) Amru Rice Mill
   Battambang
   ✓ Certificate: GMP/HACCP
   ✓ Size: 54,000 sqm.
   ✓ Employment: 60 workers and 10 professional staffs.
   ✓ Main Equipped Machines: Japan, Thailand, and Vietnam.
   ✓ Capacity: 20,000 tons per year.
MANUFACTURING FACILITY

3) Amru Rice Noodle Enterprise

- Certificate: GMP/HACCP
- Size: 10,000 sqm.
- Employment: 50 workers and 10 professional staffs.
- Main Equipped Machines: Japan, Thailand, and Vietnam.
- Capacity: 2,000 tons per year.
ABOUT US

To rise to the challenge of rebuilding from scratch the sector and upholding the family tradition in rice milling business since the 1960s, Amru Rice Cambodia Co Ltd started rice trading activities in 2011 followed by gradual vertical integration by the establishment of its own semi-processing facilities working its way upstream into contract farming with farmer cooperatives in specific provinces. The company has also strived tirelessly to diversify into niche market segments to capture more value add and enhance corporate margins.

Our growing manufacturing facilities have been bestowed with industry certification such as ISO 22000, HACCP, GMP and we are in the process of adding additional certification such BRC shortly to penetrate the retail markets.

AMRU Group’s business is also conducted with strong ethics by embracing CSR and SRP concept and works closely with various Associations of Cooperatives throughout the country in carefully crafted contract farming format to also improve livelihood of our farmers along the supply chain. Our nearly 170 strong work force keeps expanding through constant on-the-job training as our activities grow throughout the provinces where we operate.
MISSION AND VISION

Our Corporate Vision reflects our corporate culture and commitment: To serve & deliver to our customers worldwide the best professional services & quality products as well as to be a devoted good corporate citizen.

Our Mission Statement is aimed at commercial and social sustainability: We are fully dedicated to every single rice grain and customer.

Our Core Value

Challenge – Meet the challenge of global change.

Harmony – Diversified culture change within the spirit of teamwork and innovation.

Quality – Unique and seal of quality with efficient corporation.

Trust – Build the culture of mutual trust and integrity to be efficient corporation.
The company has recently employed with 250 staff and 80 temporary employees in workforce.
CERTIFICATION, AWARD, AND RECOGNITION

Certified by ISO: 22000:2005 and GMP/HACCP

2015 Best White Rice Award – Cambodian Rice Federation
2014 Winner of Cambodian Rice Cup
2015 Winner of the Young Takeda Entrepreneur Award - Japan
2015 Contribution Award in Cambodian Rice Industry – Samdach Prime Minister Hun Sen
2015 & 2016 CSR Company in Fairness, Solidarity, and Responsible

AmruRice Noodle, AmruRice Paper, Preah Vihear Jasmine Rice, Preah Vihear Organic Rice, and Palm Tree Brand
BUSINESS PROCESS CHART

Customer

Order Handling

Warehousing & Maintenance

Milling and Processing

Inspection & Delivery

Business Planning

Admin

Operation and Management

Review and Improvement

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THE PRODUCTS

The total production of the three rice milling plants are able to produce **80,000 Tons on output milled rice** per annum and **1,000 Tons** on output of rice paper and rice noodle in 2016.

Largest production and export of organic rice **4,500 milled organic rice tons** in Cambodia in 2016.
THE PRODUCTS

Standard Export Quality

✓ Cambodian Long-Grain Jasmine Rice (Rumduol, Romeat, Rumdeng): This unique aromatic and tender variety is grown best where the soil and the environment are most appropriate.

✓ Cambodian LG/MG/Jasmine Brown Rice - Its hull removed but the bran layer still intact, this nutritious variety provides multiple vitamins, fibers and antioxidants among other nutrients.

✓ Cambodian Fragrant Sen Pidao & Sen Kra Ob Rice - This fragrant long grain variety is special natural fragrant, it is popular among restaurants, hotels, hospitals, and homes. It is also perfect for quality fried rice.
THE PRODUCTS

Long Grain White Rice IR Variety.
This IR long-grain variety is harvested twice a year and is best used as fried rice. Neang Khun and Phka Khnei variety is Premium white rice with single annual crop.

Special Rice and Organic Rice

✓ Organic brown jasmine rice, organic red jasmine rice & organic white jasmine rice
✓ Organic white long grain rice & organic brown long grain rice.
✓ Amru Special LG and Medium Grain Rice
✓ AMRU works closely with local Agriculture Cooperatives in contract farming format with 3,000 farmer families in Preah Vihear province.
AMRU BRANDS

AmruRice Noodle, AmruRice Paper, Preah Vihear Jasmine Rice, Preah Vihear Organic Rice, and Palm Tree Brand
QUALITY, INSPECTION, AND DELIVERY

1. AMRU’s Quality Control is of the highest standard of the industry with the highest ratings possible from USDA & EcoCert. We surpass USDA’s own norms applied for US bound exports.

2. Strict adherence to following operational manuals to ensure food safety & quality of rice.
   - GMP/HACCP Manual – SOP
   - Organic Rice Handler- EOS and NOP
   - ISO 22000

3. AMRU applies a triple inspection practice: all inspections are performed by government officers, independent surveyors and our in house inspectors.
RICE PAPER & RICE NOODLES OEM BRANDS

Specifications:

- Round Type: 16cm, 18cm, 20cm, 22cm, 25cm, 28cm, 31cm.
- Square: 16cm, 17cm, 19cm, 22cm and 1/4cm
- Packing: 50g, 75g, 150g, 200g, 250g, 300g, 350g, 400g, 454g, 500g, 1000g
- Bag: Plain PP bag, silk printing 2-3 colors, mold printing

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AMRU started as a mere trading firm in 2011 and subsequently became a miller/exporter in 2011 gradually establishing itself as TOP 2\textsuperscript{nd} exporter in 2013 & 2014 to emerge as Top 1\textsuperscript{st} exporter in 2015, and Top 3 of the 10-month of 2016.
THE LOCAL SALES AND EXPORTS

- 2012: 16,156 Tons
- 2013: 50,921 Tons
- 2014: 43,064 Tons
- 2015: 60,861 Tons
- 2016: 56,000 Tons

SONG SARAN, CHAIRMAN & CEO
AWARENESS RAISING ACTIVITIES

RICE PROMOTION ACTIVITIES IN USA

RICE PROMOTION ACTIVITIES IN EUROPE

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AMRU CSR – FARM TO MARKET

1. Social Benefits
- High price and premium price,
- Technical training as cultivation, post-harvest and paddy collection technique
- Record keeping
- Support to communities to use in their communities.

2. Environment Benefits
- Increased access to rice seed for organic production
- Access loan to microfinance
- Better health resulting from reduced risk of Pesticides / chemicals used in rice cultivation
- Environmental preservation.

3. Economic Benefits
- Job generation for agricultural related labor via cooperatives
- Standardization of organic rice products and by products
- Market development

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CONTRACT FARMING BUSINESS MODEL

✓ AMRU contracted with 3,000 farmer families in Preah Vihear to ensure strict compliance with the standard for organic jasmine and Amru conventional jasmine rice to ensure adequate consistent quality (i.e. consumers would get goods free of GMO and chemicals or pesticides).

✓ We maintain a positive and close relationship with our stakeholders in ensuring highest possible standard through consultations with farmer communities, our staff, government & private sector relevant institutions.

✓ We contribute to farmers’ sustainability through consistent income increments.

✓ We adhere to a clean and environmental friendly practice.
FLAGSHIP IN PREAH VIHEAR

AMRURICE CONTRACT FARMING FOR SUSTAINABLE DEVELOPMENT

Mr. Saran said, "to secure the sustainable supply chain, I has launched the contract farming with 10,000 farmers from 2014 to 2019 working with agriculture cooperatives, the farmers can get higher income and growth the paddy rice sustainable way."

Case Study

Mr. VEANG Sam Oeun, 57 years old, is an organic rice farmer living at Malu Prey village, Malu Prey 1 commune, Chheb district, Preah Vihear province. He has 2 hectares of land and in this season, he has started growing organic Phkar Ramboul rice in August and just harvested in early November 2015 with total productivity about 8.02 t (4.01 t/ha)

Below is economical analysis result on his organic rice production:
- Gross income: about 10,426,000 KHR (2,607 USD)
- Production cost: 1,957,000 KHR (489.25 USD)
- Net income: 8,469,000 KHR (about 2,117 USD)

Mr. VEANG Sam Oeun is a good farmer and may the others can learn from him to get more experiences in order to improve livelihood through making the Contract Farming for producing and supplying organic rice (EU and USA standards) for sustainable rural development.
THANK YOU
FOR YOUR ATTENTION