



*Sire Avantage (logistics)
Tanzania Limited*

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COMPANY PROFIL

2023-2024

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Introduction

Sire Avantage Logistics Tanzania Limited (herein referred as "SALT") is a young and dynamic company with experienced management team aiming to become a leading integrated global logistics and supply chain management company providing business enabling solutions and exceeding customer expectations. The company values on innovative logistic approach with professional work ethics.

SALT Services include port and custom clearance services, container storage services and transportation within Tanzania, Africa (including Kenya, Uganda, Rwanda, Burundi, Democratic Republic of Congo, Zambia, and Malawi) and Asia. We believe to be as "one top logistics service provider" for our customers.

SALT that run a big transport fleet to curb the logistic demand for ready market. To achieve this goal, we rely not only on our reliable value-added network, but also on our quality management system.

Safety is, and always will be, at the top of our priority list. It has been proven throughout the years that successful transport companies credit safety as one of the key factors in the company's longevity.

One of our key strengths is our team of highly experienced and dedicated professionals who bring a wealth of knowledge and industry insight to every customer interaction. The combination of our expertise with the latest market trends and innovative technologies, our team ensures that you receive personalized, well-informed advice, making your property journey smooth and successful.

We have our customer's satisfaction at heart in everything we do and our success is defined by the trust our customers. We believe in building lasting relationships based on transparency, integrity and professionalism. Our commitment to excellence extends beyond property transactions, as we strive to provide exceptional customer service throughout the process.



History

SALT was founded by its visionary Mike MAKENGO, owner of several companies in China and DR Congo, successful entrepreneur with a passion for international business and real estate. Focused on creating a company that would focus on innovation, quality and integrity in the real estate sector.

Created in 2023, SALT is born from Sire avantage DR Congo, a company working in international trade and investment and has mastered international trading, trade agreements and regulations through its regional networks in Tianjin CHINA, Dubai, DR Congo and several other African countries since 2007.

In the beginning, the company was small, with just a handful of residential projects. However, through dedication, hard work and a commitment to excellence, it quickly earned the trust and respect of its customers and their peers. SALT has taken an important step by diversifying into the logistic sector. Today, SALT aspires to fulfill customer requirements and aims to lead in the Supply Chain efficiency with a reputation for quality, integrity and innovation.

As we look to the future, we are excited about the opportunities that lie ahead and we are determined to continue pushing boundaries of what is possible in the logistic industry.

Our Mission

From the conception, our mission has stayed true to be a market leader and innovator, within the logistics sector in Tanzania and subsequently within the region.

At SALT, we believe the customer comes first; we are focused to ensure customer delight, superior quality of delivery and increased customer profitability.

- **Fast Worldwide Delivery:** At SALT, at our operations all over the country, we practice an enduring value system based on an open culture, honest and fair business and personal conduct, earning the confidence and trust of our Partners and Customers.
- **Safety & Compliance :** At SALT, we practice transparency with all the agencies involved with us. We value the importance of our colleagues, evolving a sense of togetherness and passion to deliver.
- **Quality Of Delivery :** At SALT, we believe the customer comes first; we are focused to ensure customer delight, superior quality of delivery and increased customer profitability.

Our Vision

Our vision has always been to be a label that adopts integral and best practice approach, with high efficiency and effectiveness to always achieve our goals and meet our deadlines with unprecedented quality.

To deliver customized and unique logistics solutions globally ensuring time effectiveness and cost savings for customers in a responsible and sustainable way with an uncommon quality of Services.



Our Services



CONTAINERISED CARGO

Our company's containerized cargo division specializes in the movement of a variety of intermodal containers, which allows us to transport large volumes of cargo anywhere around East and Central Africa



LOOSE CARGO

With an extensive history in transportation of loose bulk cargo, SALT has always led by example in the delivery of unpacked deliveries and mass commodity transport in the East African region.

Our diversified fleet, SALT has successfully delivered bulk products across the extensive domestic and outside the boundaries. By Putting safety and production as first priority, together with lashing professionals, SIRE AVANTAGE Logistics takes credibility on challenging bulk projects of any size.



ABNORMAL CARGO

Confident in the movement of cargo of all shapes and sizes, SALT has the capacity, expertise and equipment to accommodate your specific transporting needs. With vast experience in handling, loading and delivering large quantities of irregular sized cargo, SALT has developed partnerships with the agricultural, mining and construction industries. Our company operates a diverse range of multi axle low loader trailers as well as extendable units, which allow for optimum payload with minimal effort. Our out of gage cargo package also offers a supervised escort service ensuring a protected delivery.



TRACKING

We offer to our esteemed clients exclusive live tracking and tracing access with guaranteed round the clock on the conditions and location of all your consignments. Each vehicle is outfitted with a GPS tracking unit and status updates are emailed to clients twice per day.

The tracking system is directly integrated with our fleet dashboards allowing monitoring of the drivers' performance and automatic alerts in case of speeding, night driving, or a deviation from the route.

Core Values

To achieve our mission and realise our vision, we adhere to a set of core values that shape our corporate culture and guide our business practices:

1

A customer-centric approach: We put our customers' needs first, therefore we are committed to understanding their objectives, preferences and challenges, and strive to provide customised solutions that meet their unique needs.

2

Integrity and transparency: We conduct ourselves with the highest levels of honesty, transparency and ethics. We believe in building trusting relationships with our customers and stakeholders, ensuring open and clear communication throughout every transaction.

3

Professionalism and expertise: We pride ourselves on our team of experienced professionals who have in-depth industry knowledge, extensive networks and a passion for exceeding expectations. We continually invest in capacity building to stay at the forefront of market trends and provide expert advice to our clients.

4

Innovation and adaptability: In a fast-moving industry, we embrace innovation and leverage cutting-edge technologies to improve our services and deliver a seamless experience for our customers. We adapt to changes in the market and proactively seek out new opportunities for growth and improvement.

5

Collaborative approach: We believe in the power of collaboration and teamwork. By fostering a collaborative environment, we aspire for collective expertise and diverse perspectives of our team to deliver exceptional results for our clients.

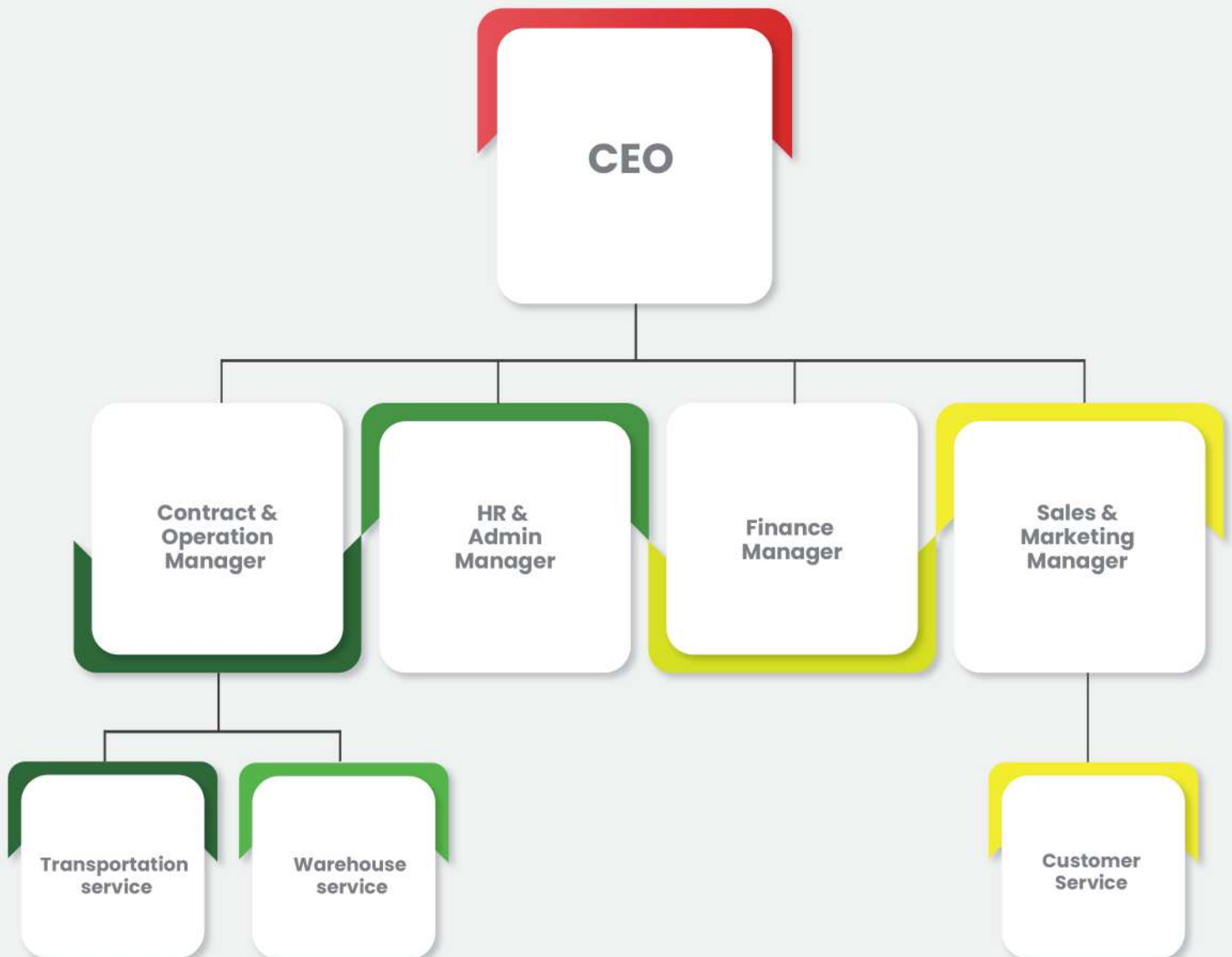
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Social and environmental responsibility: We are committed to being responsible corporate citizens, actively contributing to the well-being of our community and our environment. We encourage sustainable practices, give back to the community through charitable initiatives and prioritise environmentally friendly choices in our business activities. Moreover, SALT is deeply committed to protect the environment and the ecosystem.

Through our mission, vision, and values, we aim to be the logistic partner of choice. By Reducing Operational Cost and by ensuring a quick response, we are committed to helping our clients achieve their goals, to maximise their return on investment or navigate the complex dynamics of the market. With SALT, you can be confident that you are partnering with a company that is committed to your success and will always put your best interests first.



Management Team



SOCIAL COMMITMENT

At SALT, we believe in the power of social responsibility and actively strive to have a positive impact on the communities we serve in. We are committed to contributing to the well-being and development of society through various initiatives, partnerships and sustainable practices.

One of the main pillars of our social commitment is to support charitable organisations and initiatives that tackle crucial social issues. We work with leading not-for-profit and community organisations to identify areas of need and provide help to those who need it most. Whether it's supporting educational programmes, helping disadvantaged communities or contributing to health initiatives, our aim is to make a tangible difference to people's lives.

We also prioritise environmental sustainability in all aspects of our business. Aware of the importance of preserving the environment, we are committed to reducing our ecological footprint by implementing sustainable practices in all our business processes. This includes adopting energy-efficient technologies, reducing waste production, promoting recycling and using environmentally-friendly materials wherever possible. By adopting these practices, we aim to help preserve Tanzania's natural resources and promote a greener future for our community.

We also recognise the value of education in empowering individuals and advancing social progress. We actively support educational institutions, scholarships and programmes that enable disadvantaged students to access quality education. We believe that education is a catalyst for positive

change. In addition to our financial contributions and resources, we encourage our employees to actively participate in volunteering activities. We organise volunteering initiatives throughout the year, enabling our team members to engage directly with the community, lend a hand and make a positive impact with their skills and expertise.

In addition to our external social commitments, we encourage a culture of diversity, inclusion and equal opportunities within our company. We ensure fair employment practices, provide a supportive and respectful working environment, and encourage diversity in recruitment and leadership. Our aim is to create a workplace that celebrates individual differences and enables everyone to flourish and achieve their full potential.

At SALT, our social commitment is an integral part of our identity and core values. We understand that real estate goes beyond transactions and has the power to shape communities and influence lives. We are determined to leverage our resources, expertise and influence to bring about positive change, help the disadvantaged and contribute to a better future for all.

By partnering with us, customers, stakeholders and the wider community can be confident that SALT. is not just focused on providing excellent real estate services, but genuinely cares about making a difference in the world around us. Together, we strive to build a more inclusive, sustainable and prosperous society in Tanzania.





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