



...providing the quality life

A MESSAGE FROM OUR CHAIRMAN

Since 1963, NASCO Group has been enriching the lives of consumers by providing products of superior quality and value.



From a single factory more than 50 years ago, to the many successful business divisions we maintain today, NASCO Group has established itself as a FMCG leader with a consistent track record of financial performance. As markets have evolved over time, we have continued to grow and adapt, demonstrating a willingness to embrace change and maximise opportunities for expansion and innovation.

NASCO Group's long-term development is linked to the regions in which we operate and we plan to capitalize on the strong growth in sub-Saharan Africa by increasing our manufacturing capabilities. In addition to producing products that offer both quality and value for money, we will continue to strengthen our market presence and deliver sustainable profitability by investing in research and technology to reinforce our brands and leverage them into new categories.

NASCO also believes that community involvement is the key to business success. Established by our founder, it is a belief that is as true today as it was then, and can be verified by our solid financial performance and track record of profitability. As such, we will always reinvest in regional and national economic development through employment, education and health initiatives.

We invite you to join us as we continue to become sub-Saharan Africa's premier brand of quality consumer products.

**Dr Attia Nasreddin,
NASCO Group Chairman**



COMPANY OVERVIEW

NASCO Group is one of the largest Fast Moving Consumer Goods (FMCG) companies in West Africa. From our headquarters in the heart of Nigeria, the company manufactures and distributes a wide variety of consumer goods across the food and household sectors.

Our products are manufactured according to the highest international standards, and we are passionate about creating brands that meet the needs and aspirations of our consumers. With one of the most efficient distribution networks in the region, NASCO can ensure that millions of customers in faraway markets have access to the essentials for a quality life.

As one of the largest private employers in Nigeria, our influence extends beyond our leadership in the consumer market. We directly employ thousands of talented people across our various divisions, and indirectly, sustain the employment and livelihoods of over 350,000 people across the country.

WHY WE DO WHAT WE DO

NASCO's vision is to be the premier brand of consumer products, in Nigeria, and beyond. Our mission is to enrich the lives of consumers by *always* providing them with products of superior quality and value.

We dream of a world where people live the quality life. Our corporate vision and mission statement encapsulate our ambition to be the best at everything we do and drives the company's commitment to producing a portfolio of products that meets the highest quality standards.

To ensure NASCO achieves these objectives, we have established the following core values, which encompass our approach to responsible business:

INTEGRITY

Our heritage is one of honesty, sincerity and courageously doing the right thing. We act with professionalism and are guided by the highest standards of ethical conduct.

COMMUNITY

We care for the communities in which we live and work. Through our constant support, we aspire to act as pioneering agents of social change.

TEAMWORK

We treat each other with respect and work together to achieve common goals. Our mutual success depends on recognizing the importance and value of teamwork.

EXCELLENCE

We are committed to excellence in everything that we do. We strive for consistently superior performance and total quality in all aspects of our work.

CUSTOMER

We hold our customers in the highest regard. We aim to exceed their expectations by providing them with products and services of superior quality and value.

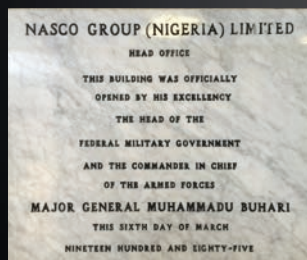


HISTORY AND HERITAGE

Throughout our history, NASCO has embraced a culture of innovation, diversification and growth to become one of the leading FMCG companies in Africa.

Driven by the visionary spirit of our founder, we opened sub-Saharan Africa's first jute bag factory in 1963, in the town of Jos, Nigeria. Following the country's emergence as an independent nation, the Federal Government invited investors from Europe, Asia and the Middle East to participate in its economic development – paving the way for NASCO's expansion into industrial, agricultural and real estate industries.

Initially, our enterprise addressed the need for effective bagging, storage and export solutions to support the country's vast crop yields and industrial sector. However, successive generations have capitalized on new opportunities and changing markets to fuel NASCO's growth and expansion into a variety of other areas over the last half century.



Plaque commemorating the opening of our national headquarters in 1985.

We continue to contribute significantly to Nigeria's rich agricultural and industrial heritage by establishing new factories that provide consumers with the essentials for a quality life. Our brands meet the needs of the local economy, and are known and trusted by millions of people in all walks of life.

NASCO has been recognized, both nationally and internationally, for the quality of its products and ethical business practices. We are committed to the people and communities we serve, providing exceptional quality and service to our customers, and ensuring the continued business success through reinvestment.

Today, our rich heritage and dedication to the principles set forth by our founder are the cornerstones of NASCO's success. The company's drive to enrich the lives of consumers by always providing products of superior quality and value offers a competitive advantage that will continue to support our future growth.



OUR COMPANIES

NASCO Group consists of a series of business divisions, united by a common goal: to create products and services of outstanding quality and value. As well as providing a popular range of award-winning food and household products, we also maintain supporting business activities in several areas, including packaging, milling and property.

Equipped with the latest technology, our manufacturing facilities are ISO 9001:2008 certified and apply rigorous quality control procedures across all aspects of our operations to maintain the exceptional quality and consistency of our products.



NASCO HEADQUARTERS

Offering essential support services to the various divisions within the Group, our main office in Jos provides a variety of administrative functions, including: marketing, human resources, procurement, logistics, IT and finance.



NASCO FOODS

As the Group's consumer foods unit, this facility is a leading producer of many popular brands, including the nation's favourite breakfast cereals, as well as a variety of well-known biscuits and snacks.



NASCO HOUSEHOLD

Manufacturer of a variety of renowned products and industrial chemicals, our detergent, soap and cosmetics division is consumer-focused and produces brands that have become an integral part of shoppers' daily lives.



NASCO PACK

A strong player in the packaging sector of the economy, this facility serves the needs of both associate NASCO units and external clients. It specializes in paper conversion, producing corrugated boxboard cartons and multi-colour offset printing.



NASCO FIBRE

Founded in 1963, as a manufacturer of jute bags for the country's thriving agricultural sector, this is the longest established company in the Group. Since then, it has diversified into a other areas, and today, is a major logistics and business hub, offering international standard warehouses and office space.



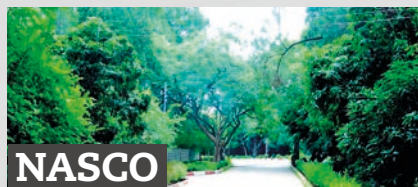
NASCO RICECO

Supporting the country's farming establishment and agricultural development, this division is responsible for milling and processing a variety of grains, such as rice and maize. Its central location provides easy access to some of the best arable lands in the region.



NASCO TRADE (NASTRADE)

As the general trading arm of the Group, this division focuses on the external conversion and distribution of various NASCO-branded products, such as cubed sugar.



NASCO PROPERTY (NIPCO)

This division specializes in the investment, management and provision of high-quality residential properties for rent, from smart apartments to executive homes, all set around landscaped gardens in secured private estates.



NASCO TOWN

Located in Lagos, the commercial hub of Nigeria, this development project is creating a community for the 21st century. With great market potential, as confirmed by the feasibility study, it offers the ultimate environment to live, work, play and shop across 720 acres of prime Nigerian real estate.

OUR BRANDS

NASCO Group is home to famous brands that consumers trust – some of which have been around for several years, while others have been developed more recently to meet the needs of changing markets.

While all of our products meet international standards, a majority are sold in local and regional markets, and have been developed to meet the specific tastes and requirements of these customers.

Our well-known brands include:



CEREALS

- NASCO Cornflakes
- NASCO Banana Cornflakes
- NASCO Strawberry Cornflakes
- NASCO Vanilla Cornflakes
- NASCO Frostyz



SOAPS

- Beauty Lavender Handwash
- Beauty Ocean Handwash
- Beauty Rose Handwash
- Plus Lilly Dishwash
- Plus Lemon Dishwash
- Plus Multipurpose Soap
- Short Bar Value Soap

DETERGENTS

- Brytex Detergent
- Bonus Detergent
- Action Detergent
- Hi-Power Detergent



BISCUITS

- NASCO Banana Cream
- NASCO Strawberry Cream
- NASCO Orange Cream
- NASCO Lemon Cream
- NASCO Shortcake
- NASCO Cream Crackers
- NASCO Fancy
- NASCO Glucose

ADDITIONAL

- NASCO Cube Sugar



NASCO Supports Nigerian Farmers

We're proud to champion Nigerian agriculture by sourcing grain from local and regional farmers for our products. Our company is actively involved in the government's efforts to support backward integration and focuses on feeding revenue back to rural communities. Through this program we hope to empower our farmers, help improve the nation's food security and improve export earnings via agricultural production.

COMMITMENT TO OUR COMMUNITY

Corporate Social Responsibility (CSR) is deeply ingrained into NASCO's culture – from the products we develop to the way we run our business. We are passionate about providing people with the essentials for a quality life and have a relentless commitment to meeting all relevant health, safety and environmental regulations.

We carefully consider the effects of our products and operations on the planet, as well as on the health and wellbeing of the people in our communities. Our approach to corporate citizenship personifies the type of company we are, and the role we hope to play in the world.

As responsible corporate citizens, we have committed to pioneering social change in the following areas:

COMMUNITY EMPOWERMENT

Ensuring people can make a living is key to help them move out of poverty. Our programs support organizations that empower communities to become self-sustaining by providing access to key economic and social resources.

EDUCATION

NASCO is focused on supporting access to educational opportunities through the support and sponsorship of formal and vocational programs hosted by reputable institutions. This is essential for ensuring the long-term development of poor communities, and is vital for national economic growth.

ORPHAN WELFARE

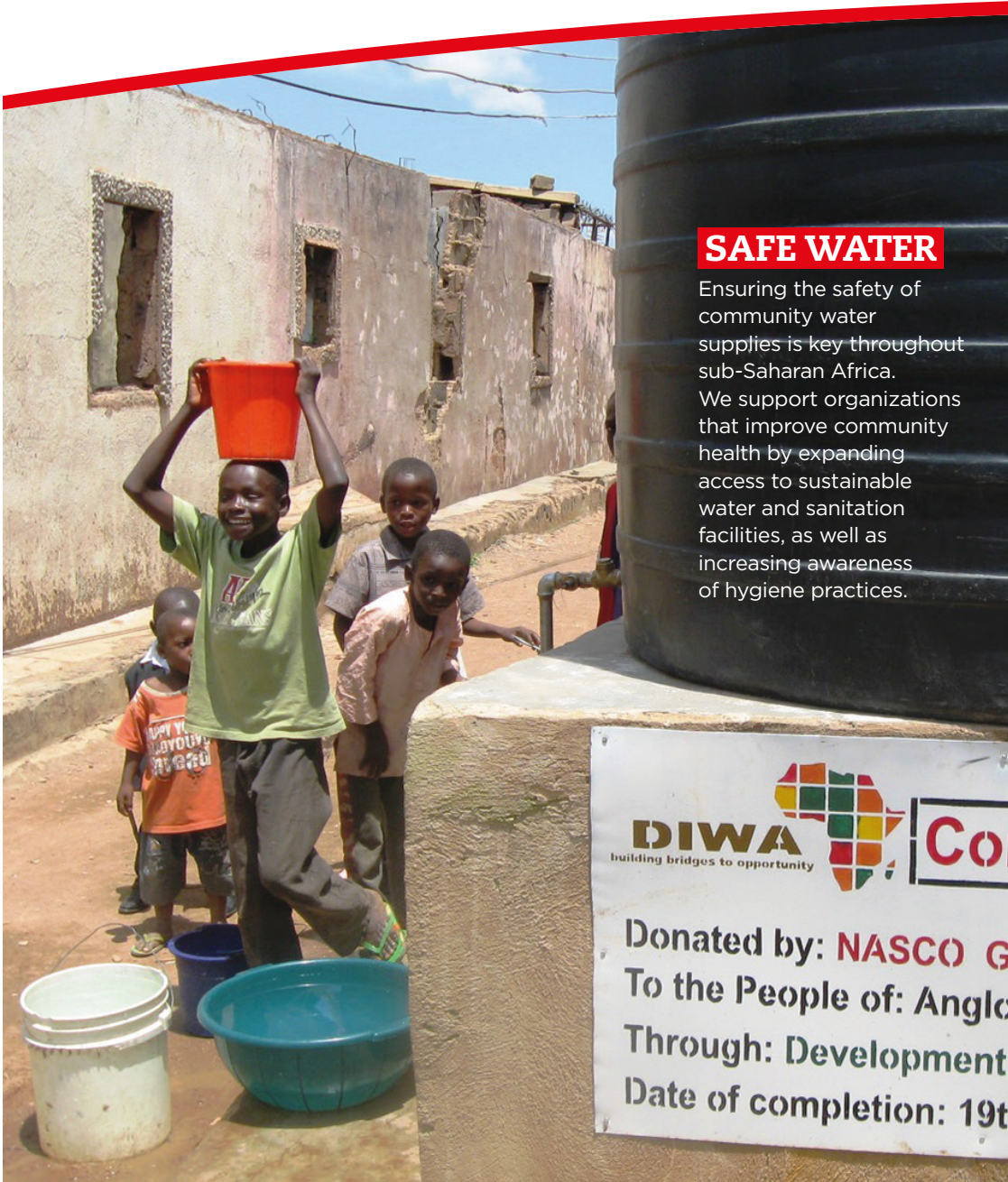
Children who have lost their parents, or experience conflict displacement, are among the most vulnerable members of society and face extraordinary challenges. We work closely with organizations that help young people realize their full potential by providing comprehensive welfare programs that offer support and help protect their individual rights.





HEALTHCARE

Poverty and poor health often go hand-in-hand, either because of an absence of general knowledge about medical issues or a lack of healthcare services. We help tackle life-threatening diseases, such as Malaria and Cholera, by supporting organizations that increase community access to vital information, vaccination services and tools such as mosquito netting.



SAFE WATER

Ensuring the safety of community water supplies is key throughout sub-Saharan Africa. We support organizations that improve community health by expanding access to sustainable water and sanitation facilities, as well as increasing awareness of hygiene practices.



DIWA  **Community Tap**
 building bridges to opportunity

Donated by: **NASCO** Group of Companies
 To the People of: Anglo-Jos , Jos
 Through: Development Initiative of West Af
 Date of completion: 19th July, 2011

NASCO GROUP AND SUSTAINABILITY

Sustainability is an important part of preserving the world for future generations. As a champion of ethical business practices and leader in corporate sustainability, NASCO Group upholds the following Environmental Policy:

We are committed to building sustainability into all our operations through the efficient use and management of resources. We are guided by an Environmental Management System that is designed to reduce the impact of our activities on the environment throughout the entire value chain. We believe in caring for our people, our communities and the natural environment, and will comply with all relevant health, safety and environmental regulations.



NASCO GROUP AND OUR COMMITMENT TO QUALITY

The quality and safety of our products is of paramount importance. We use only the finest natural ingredients and NASCO Group is proud to adhere to the following Quality Policy:

We are committed to consistently providing the quality life through the manufacture and sale of quality consumer products and services. Our processes will be driven by a Quality Management System that is designed to comply with the relevant statutory, regulatory and customer requirements. We will continuously improve all our business operations in order to achieve total customers satisfaction in line with ISO 9001: 2008.

OUR PARTNERS

Over the years, NASCO has built a network of business partners that share our commitment to quality and help us consistently deliver value for money to our consumers. Based on trust and a proven history of mutually beneficial cooperation, these long-term relationships allow us to support our business divisions and supply our brands to the worldwide marketplace with speed, efficiency and reliability.

The value we place on partnerships with our suppliers, distributors, wholesalers and retailers are an essential part of NASCO Group's success. We are recognised throughout the industry for our ethical business practices and commitment to demonstrating responsible corporate leadership in the global economic community.

AWARDS AND RECOGNITION

NASCO is proud to be recognized for its commitment to our core values of integrity, excellence, sustainability, customer service and teamwork. In addition to receiving accolades for our outstanding business practices from leading institutions and global organizations, we are especially pleased to be named one of Nigeria's best employers.

Some of the prestigious awards we have received include:

BEST DETERGENT BRAND 2014

African Product Awards, Institute for Government Research

NASCO Brytex was recognized as the best detergent brand nationwide for its high quality, effectiveness and accessibility, while complying with all government regulatory laws.

BEST CORNFLAKES BRAND 2013

African Product Awards, Institute for Government Research

An important pan-African award, NASCO Group was recognised for producing cornflakes products with the finest ingredients and conforming to international quality standards and regulations.

CAVALIERE DELL'ORDINE DELLA STELLA D'ITALIA 2012

Italian Order of Knighthood

Awarded to NASCO's Chairman, Dr Attia Nasreddin, by decree of the President of Italy in recognition of his service to the Italian Republic and for the promotion of national prestige abroad.

CERTIFICATE OF EXCELLENCE 2011

Superbrands (UK)

Awarded in acknowledgement of NASCO Group's achievement of Superbrand status and for demonstrating its position as one of Nigeria's strongest performing brands.

BEST EMPLOYER AWARD 2009

Industrial Training Fund (ITF)

Awarded to NASCO Group in recognition and appreciation for being the best contributing employer in the region.

VOCATIONAL SERVICE AWARD 2006

Rotary Club

Presented for the company's commitment to adhering to high ethical standards in all NASCO Group business dealings.

PEACE AWARD 2004

Plateau State

Awarded in acknowledgement of NASCO Group's contribution towards state peace through the provision of extensive employment generation activities.

COMPANY OF THE YEAR 2003

The Banker, Financial Times (UK)

Awarded by The Banker to recognise NASCO Group as Nigeria's best company of the year.

PRODUCT QUALITY AWARD

Standards Organisation of Nigeria (SON)

NASCO was consistently presented with this award for its firm commitment every year to the high quality of its food and household products.

AWARD OF EXCELLENCE

Manufacturers Association of Nigeria (MAN)

Awarded in recognition of NASCO Group's quality products and strong support of the Manufacturers Association of Nigeria.



**For more information,
please contact us:**

Customer Care Line
+234-8057747777

E-mail
marketing@nasco.net

Website
www.nasco.net

Facebook
[www.facebook.com/
NascoGroup](http://www.facebook.com/NascoGroup)

Twitter
[@NascoGroup](https://twitter.com/NascoGroup)

LinkedIn
[www.linkedin.com/
company/nasco-group](http://www.linkedin.com/company/nasco-group)

