



PHP Trading and Subsidiaries





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1- PHP Trading Présentation

PHP Trading, SA au capital de 400 000 €

RC: 74B66

Immeuble le Quadrat – Voie Principale de Jarry
97122 Baie Mahault

PDG: Didier PAYEN

SIRET: 30312064600045

APE: 514S

N°SS: 9710043070131

Activité: Import & Commerce de gros

Nombre de salariés: 31

956 customers





2- Group Subsidiaries

The consolidated Turnover in 2004 was 47 990 117.56 €

+/- 59 000 000 US\$

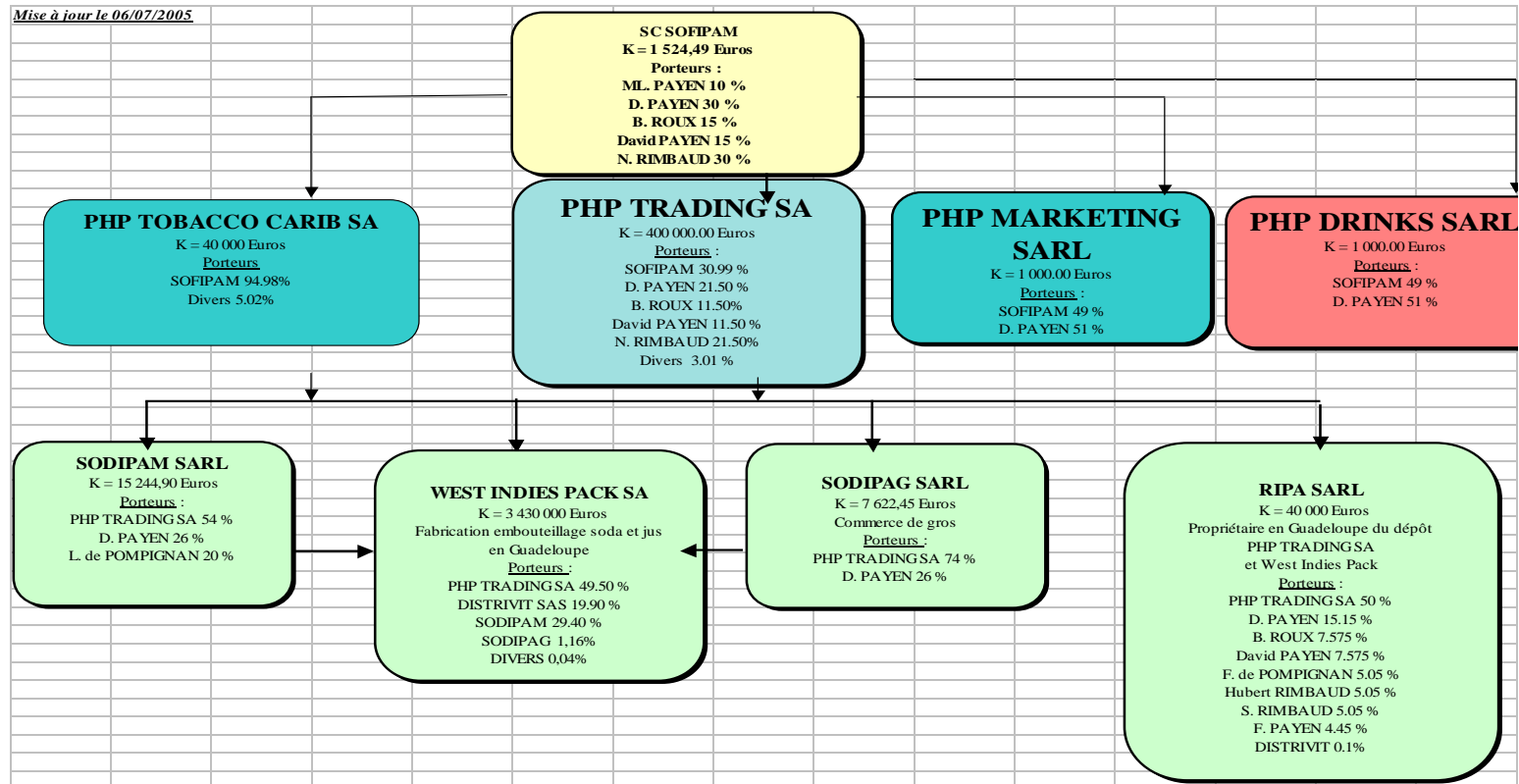
The PAYEN GROUP has several subsidiaries

- PHP Trading (Mother Cie)
 - SODIPAM
 - SODIPAG
- PHPTOBACCO CARIBE
 - PHPMARKETING
 - PHPDRINKS
 - RIPA (assets cie)
- WEST INDIES PACK (WIPACK) Bottling Plant



3- Organigraph of PHP Trading

Mise à jour le 06/07/2005





4- Consolidated turnover

	2003	2004	PREVI 2005
Ca PHP Total brassé	26 438 856.50 €	24 013 025.38 €	20 500 000.00 €
Ca PHP HT DEPOT	19 952 289.64 €	19 638 691.00 €	20 500 000.00 €
Ca Direct Indent	6 486 566.86 €	4 374 334.38 €	0.00 €
Ca SODIPAM Total brassé	22 429 131.57 €	18 862 276.94 €	17 427 671.00 €
Ca SODIPAM HT DEPOT	17 442 792.69 €	16 841 427.00 €	17 427 671.00 €
Ca Direct Indent	4 986 338.88 €	2 020 849.94 €	0.00 €
Ca SODIPAG	4 380 853.48 €	3 768 925.24 €	1 650 000.00 €
Ca SODIPAG HT DEPOT	1 004 906.41 €	1 413 481.00 €	1 650 000.00 €
Ca Direct Indent	3 375 947.07 €	2 355 444.24 €	0.00 €
Ca WIPACK Bottling Plant	1 567 106.00 €	1 345 890.00 €	1 800 000.00 €
TOTAL GROUPE PhP sa	54 815 947.55 €	47 990 117.56 €	41 377 671.00 €
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TOTAL GROUPE PhP :	54 815 947.55 €	47 990 117.56 €	41 377 671.00 €

Indent means direct invoicing and delivery by P&G to our customer.

In June 2004 we brake our contract with Procter and Gamble this is the reason of the turnover decrease



5- History of PHP Trading and subsidiaries

Our Company was founded in 1969 after the death of Paul Henri PAYEN (my Father)

The early activity was only promotion and marketing activities about tobacco as at this time importation and distribution of tobacco was a state monopoly. Tobacco was 100% of the turnover.

In 1977 the monopoly was broken and we began to import and distribute.

In 1979 we start to diversify our line of products to be less dependant of the Tobacco business (Tobacco is now less than 30 % of our total turnover)

In 1982 the company was completely equiped with a computerized invoicing and accountancy.

In 1985 and 1986 we deal with 2 important brands that we developped from scratch

DANONE with Bledina; today it is a 3 millions euros turnover in Guadeloupe

PROCTER & GAMBLE that was a 19 millions euros turnover when we left in 2004



History of PHP Trading and subsidiaries

In 1992 and with the demand of Procter & Gamble we established our selves in MARTINIQUE and F GUYANA

In 1997 we decide as a diversification to invest in a bottling plant.

The first bottle was produced in dec 1998 we represent about 19% of the cabonated sofdrink market in GUADELOUPE.

In 2004 not being able to match unacceptable demand from Procter & Gamble we do brake our contract.

We are today in good relation with them and in negociation for a new contract.



6- The adds...

➤ PHPTRADING IS A FAMILY GROUP DEDICATED TO BUILD BRAND SUCCES IN MASS CUNSUMPTION GOODS.

OUR SMALL TEAM ORGNISATION WITH DEDICATED SALES TEAM AND BRAND MANAGERS ALLOW US TO CUMULATE THE ADVANTAGE OF A (Locally big Company) WHILE SMALL ENOUGH FOR DEDICATED TARGETS AND MOTIVATION.



7- PHP Trading BRANDS

EXCLUSIVE DISTRIBUTED BRANDS:

SC Johnson, DANONE Blédina, Yékri, Garcia Carrion,
Tabac British American Tobacco, Gatorade, Virgin Cola, Varta,
Rayovac, Corona, Whisky William Peel, Vins Malesan, Crest, Wrigley,
Rivoly cherry Grace food Fruit Juice...



8- PHP Trading SALES TEAM

➤ PHPTRADING has a strong and powerfull sales team

16 sales people :

- 3 cash van
- 1 Salesman dedicated C'store
- 1 Salesman pharmacie
- 2 Salesmen for big and medium point of sales
- 2 Salesmen for small point of sales
- 1 Salesman specialised Varta and wrigley
- 1 Merchandisor
- 5 drinks dedicated salesmen

➤ we have 6 delivery trucks and 3000 m² warehouse



9-SODIPAM Présentation



SODIPAM , Sarl au capital de 15 245 €
RC: 92B608
ZI de Petite Cocotte 97224 DUCOS
MARTINIQUE



Gérant: Didier PAYEN
APE 514S

SIRET: 388 702 961 000 29
CGSS N° C197675B1004

Activité: Import & distribution de marques internationales

Nombre de salariés : 17

365 Customers



10-SODIPAM BRANDS

EXCLUSIVE DISTRIBUTED BRANDS:

Tabac British American Tobacco, Virgin

Cola, Yékri, Garcia Carrion, Vins, Varta, Rayovac, Wrigley

Grace FOOD .



11- SODIPAM SALES TEAM

- SODIPAM 7 sales people :
 - 3 cash vans
 - 1 Salesman dedicated C'store
 - 1 Salesmen for big and medium point of sales
 - 1 Salesmen for small point of sales
 - 1 Merchandiser

- we have 3 delivery trucks and 1500 m² warehouse



12-SODIPAG Présentation



SODIPAG , Sarl au capital de 7 623 €

RC: 92B255

12 Lot DALMAZIR CARREFOUR DU LARIVOT
97351 MATOURY

Gérant: Didier PAYEN

RC 92B255

SIRET:389 216 623 0000 14

Activité: Import & distribution de marques internationales

Nombre de salariés : 4

215 customers





13- SODIPAG BRANDS

- Biere Corona et Crest
- GATORADE, Boissons Gazeuse YEKRI et VIRGIN
- Eau Saint AMAND
- Produits JOHNSON WAX-BAYGON
- Ships KRACKS



14- SODIPAG SALES TEAM

- 1 Area manager/Salesman
 - 1 Salesman / delivery
 - 1 delivery
 - 1 Administrativ manager
- SODIPAG has 2 delivery trucks and a 1000m² Wharehouse.