



CORPORATE PROFILE & STRATEGIC DIVISIONS

July, 2026 | V.2.1

DIVISION I
ASOOL INDUSTRIES

EXECUTIVE INTRODUCTION

Established in 2017 and headquartered in Embakasi, Nairobi, ASOOL TRADING AND INVESTMENT LIMITED (Reg. No: PVT-LRUXMX | PIN: P051653649M) is a diversified Kenyan enterprise that has systematically evolved from a premier beverage solutions provider into an integrated industrial, mining, and investment corporation. Guided by an unwavering commitment to operational excellence, rigorous quality standards, and sustainable resource development, the company operates via two centralized business divisions engineered to capture distinct high-growth market segments.

REGIONAL FOOTPRINT & AFFILIATIONS

Asool Trading and Investment Limited operates within an expansive international framework through its strategic and structural integration with the TRDCO Group. This cross-border alliance extends the corporation's capabilities across critical regional markets, including Yemen, Turkey, and Saudi Arabia. Leveraging this multinational network, the group has executed an extensive portfolio of heavy industrial initiatives, specializing in large-scale infrastructure construction and advanced mining operations. This synergy equips Asool with the technical, financial, and logistical resilience required to deliver complex, capital-intensive engineering and extractive mandates across East Africa and the Middle East.

CORPORATE STATEMENTS & STRATEGY

CHAIRMAN & CEO STATEMENT

“At ASOOL TRADING AND INVESTMENT LIMITED, we operate under the firm conviction that sustainable corporate growth requires balancing critical resource provision with industrial modernization. Our foundational mission in the beverage sector—delivering premium-quality, pure hydration via our Mozn and Q brands—remains a core pillar of our corporate identity. Concurrently, our strategic expansion into heavy industrial operations, construction, and extraction via our Mining Division, bolstered by the cross-border capabilities of the TRDCO Group, positions us to drive systemic economic value across regional borders. We remain committed to executing every project with operational precision, intellectual honesty, and strict adherence to international benchmarks.”



Dr. Farag Amer
Chairman / CEO

Dr. Farag Amer, Chairman / CEO

CORPORATE FRAMEWORK

Mission Statement: To enrich lives by providing highly reliable, premium-quality, affordable consumer products and essential resources. We achieve this by establishing deep institutional trust and fostering environmentally responsible industrial ecosystems.

- **Vision Statement:** To secure definitive market leadership within East Africa's beverage and industrial sectors, while steadily expanding our regional footprint across the Middle East and African industrial corridors through high-impact commercial partnerships.
- **Strategic Aim:** In the consumer goods sector, to standardize international-grade, affordable drinking water across Kenya. In the heavy industrial sector, to deploy advanced engineering, civil construction, and mining methodologies that maximize resource efficiency and stakeholder value.

Asool Industries Division: Overview

The Industries Division encapsulates Asool's foundational operations within the fast-moving consumer goods (FMCG) and packaging sectors. It specializes in processing, bottling, and distributing pure, refreshing, and ethically sourced drinking water tailored to meet expanding consumer and enterprise demands in Kenya and the broader East African region.

Core Value Proposition:

- **Advanced Processing Infrastructure:** Deployment of Kenya's premier 7-stage water purification and treatment systems to ensure absolute chemical and biological safety.
- **Diversified Product Portfolio:** A comprehensive selection of unique Stock Keeping Units (SKUs) tailored to specific lifestyle and institutional demographics.
- **Optimized Logistical Workflows:** An agile distribution infrastructure ensuring the market's fastest order-to-delivery lifecycle.
- **High-Value Consumer Pricing:** Strategic introductory and promotional packaging designed to optimize volume acquisition without compromising product integrity.

Flagship Brands & Asset Identity

- **MOZN Purified Premium Drinking Water**
Marketed as a health-focused, low-sodium alternative designed for regular family, individual, and corporate consumption.
- **Q Natural Mineral Water**
Positioned as a premium mineral-rich beverage engineered to maximize physical vitality and balance.

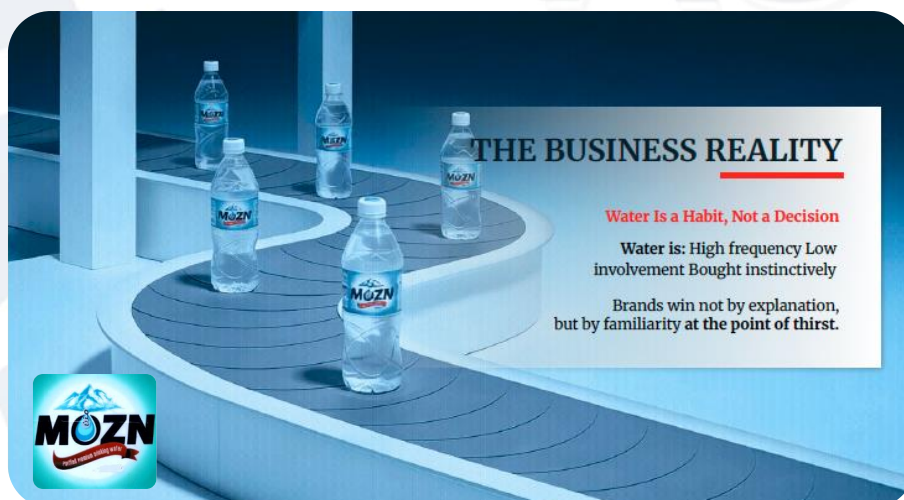


OUR SKUS

Beverage Category	Targeted Segment	Technical Profile & Application	Available Formats
Fresh Mineral Water	Mass & Corporate Retail	Flagship product. High mineral density for vital physiological function.	Consumer Packs: 330ml, 500ml, 750ml, 1L, 1.5L, 2L
Non-Returnable Bulk	Households & Offices	Medium-to-high volume storage; optimized for immediate dispensation.	Bulk Packs: 3L, 5L, 10L, 15L, 18L, 20L
Returnable Bulk	Corporate & Enterprise	Closed-loop sustainable packaging for corporate water cooler systems.	Heavy Bulk: 15L, 18L, 20L (Returnable)
Flavoured Mineral Water	Wellness & Lifestyle	Low-calorie formulation; profiles include Strawberry, Apple, Lemon, and Cocopine.	Retail Packs: 330ml, 500ml
Sparkling Water	HORECA & Premium Retail	Formulated to enhance digestion and metabolism; utilized as a premium cocktail mixer.	Glass/PET: 330ml, 500ml, 1L, 1.5L
Totos Mineral Water	Pediatric/Infant Care	Micro-filtered, ultra-low mineral content explicitly balanced for infant formula dilution.	Specialty Packs: Small-format sizes
Juice & Fruit Beverages	Mass Market Retail	Future Expansion: High-vitality fruit juices and non-alcoholic blends.	In Development

Technical Specifications & Quality Parameters (MOZN Brand):

- **Purification Protocol:** Seven-tier sequence comprising Ultra-Filtration, Reverse Osmosis (RO), Ultraviolet (UV) Sterilization, and Ozonation.
- **Certification Status:** Fully certified by the Kenya Bureau of Standards (KEBS).
- **Chemical Profile (mg/L):** pH: 7.1–7.5 | TDS: < 50 | Sodium: 5.03 | Calcium: 0.15 | Magnesium: 1.34 | Chloride: < 0.04 | Sulphates: 0.00 | Nitrates: 2.00 | Fluoride/Iron: 0.00



MOZN WATER CONTENT PILLARS





ASOOL HSEQ SYSTEM

The HSEQ (Health, Safety, Environment & Quality) system at the Beverages & Packaging Factory is structured to align with Good Manufacturing Practices (GMP) and ISO standards. This ensures the highest standards of hygiene, product safety, and environmental stewardship across the full product lifecycle.

Beverages & Packaging Factory, a division of ASOOL LTD, operates under stringent HSEQ protocols designed for beverage production, including current and future product lines such as water, juice, and other non-alcoholic beverages.

Each department is responsible for adhering to Health, Safety, Environment, and Quality (HSEQ) protocols. The HSEQ Officer supervises compliance and performs regular audits.

- Production Department : Ensures proper machine handling and hygiene practices.
- Quality Control/Lab : Conducts routine product and environmental testing.
- Maintenance : Ensures machinery operates safely.
- Warehouses : Implements proper storage and raw movement and finished products.

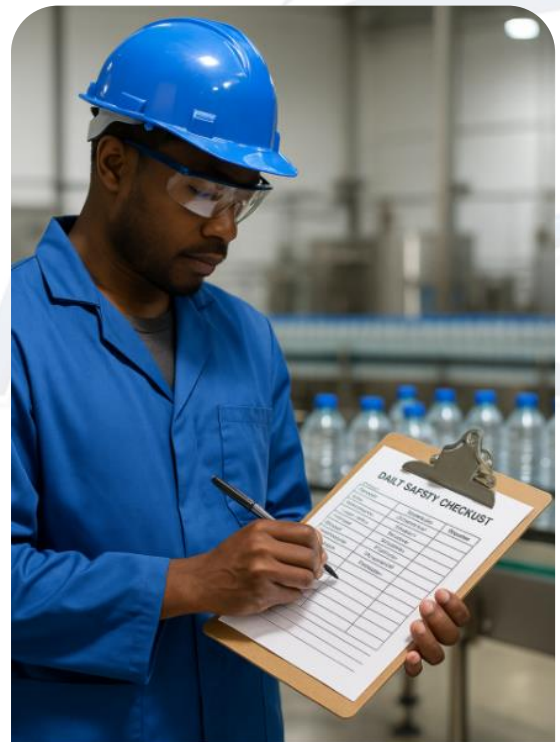
2. Compliance Objectives

- ✓ Ensure workplace safety for all employees and visitors.
- ✓ Maintain high-quality production processes in accordance with ISO 22000, ISO 9001, and GMP.
- ✓ Promote sustainable environmental practices in bottling, packaging, and waste management.

3. Facility Design & Production Zones

Beverages & Packaging Factory includes:

- ✓ Administration Zone.
- ✓ Water Bottling Zone (MOZN & Q Lines)
- ✓ Juice Production Zone (future expansion)
- ✓ Raw Material Storage
- ✓ Finished Goods Storage
- ✓ Quality Control Laboratory



Daily Safety Inspection in Progress

4. Safety Planning

- ✓ Emergency Evacuation Procedures
- ✓ Fire Safety and Prevention Plan
- ✓ PPE Policy and Distribution
- ✓ Machinery Safety Guidelines

5. Training & Awareness

All staff undergo routine HSEQ training covering:

- ✓ Personal hygiene
- ✓ Machine handling and maintenance
- ✓ Chemical and material safety
- ✓ First aid and emergency response.

6. Documentation and Records

Mandatory documentation includes:

- ✓ Daily safety checklists
- ✓ Incident reports
- ✓ Training attendance logs
- ✓ Audit and inspection forms
- ✓ 7. Mozn & Q Water Factory Machines Teir



Safety Training Session



**FILLING
MACHINES**



**WATER
TREATMENT**



FILLING
MACHINES



LABELING
MACHINES



BLOWING
MACHINES



BLOWING
MACHINES



BLOWING
MACHINES



OZONE
TREATMENT



WATER
PURIFICATION
LINES



FILLING
PRODUCTION
LINES



SHRINKING
MACHINES

ASOOL PRODUCTION LINES & MACHINES

DIVISION II
ASOOL MINING

Asool Mining Division: Overview

The Mining Division represents Asool's strategic expansion into heavy industry, geology, resource exploration, and extractive engineering. Operating both independently within East Africa and collaboratively via its parent corporate grid, the TRDCO Group, this division targets the sustainable lifecycle development of mineral assets and civil infrastructure (Attached TRDCO profile).

STRATEGIC SCOPE OF OPERATIONS:

- **Mineral Exploration & Resource Estimation:** Conducting geological surveys, core sampling, and geospatial mapping to delineate and quantify valuable mineral deposits.
- **Extractive Mining & Mineral Processing:** Operating large-scale extraction sites utilizing modern mechanical and chemical processing technologies to isolate high-purity minerals.
- **Civil Engineering & Infrastructure Construction:** Designing and constructing heavy industrial facilities, processing plants, transport links, and mining support infrastructure.

International Track Record & Cross-Border Joint Projects:

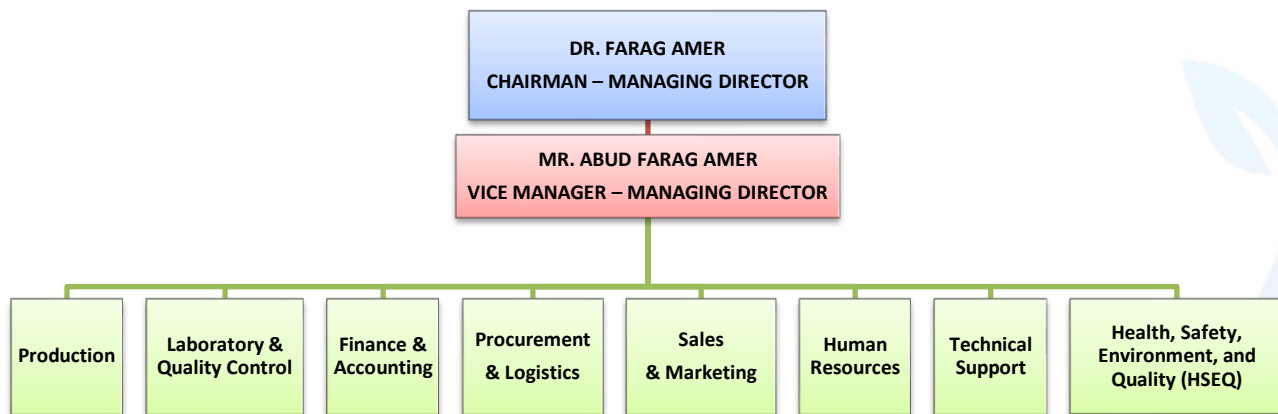
- **Saudi Arabia:** Execution of advanced mining projects and industrial infrastructure deployment, aligning operations with rigid international extraction guidelines and modern environmental protocols.
- **Turkey:** Management of complex structural construction and engineering contracts, facilitating technical knowledge transfer and high-capacity machinery sourcing.
- **Yemen:** Maintenance of core operational footprints in infrastructure reconstruction and localized mineral extraction, navigating complex logistics to maintain supply chain continuity.

Corporate Framework

- **Mission Statement:** *To enrich lives by providing highly reliable, premium-quality, affordable consumer products and essential resources. We achieve this by establishing deep institutional trust and fostering environmentally responsible industrial ecosystems.*
- **Vision Statement:** *To secure definitive market leadership within East Africa's beverage and industrial sectors, while steadily expanding our regional footprint across the Middle East and African industrial corridors through high-impact commercial partnerships.*
- **Strategic Aim:** *In the consumer goods sector, to standardize international-grade, affordable drinking water across Kenya. In the heavy industrial sector, to deploy advanced engineering, civil construction, and mining methodologies that maximize resource efficiency and stakeholder value.*

4. Governance & Operational Standards

Corporate Architecture:



INTEGRATED HSEQ SYSTEM:

The Health, Safety, Environment, and Quality (HSEQ) framework at Asool is structured to comply strictly with Good Manufacturing Practices (GMP) and ISO international classifications (ISO 22000 for food safety and ISO 9001 for quality management systems).

- ✓ **Production & Field Operations:** Enforces strict machinery handling parameters, personal protective equipment (PPE) deployment, and site safety controls across both water processing plants and mining locations.
- ✓ **Laboratory & Quality Control:** Conducts continuous chemical, biological, and environmental audits to eliminate contaminants and verify mineral accuracy.
- ✓ **Maintenance & Engineering:** Assures standard operating efficiency of heavy industrial equipment and automated processing lines to eliminate workplace risk.
- ✓ **Logistics & Warehousing:** Regulates secure chemical and raw material containment alongside specialized tracking for finished consumer goods.

CORPORATE DIRECTORY & CONTACT DETAILS

ASOOL Headquarters:

Physical Address: Mombasa Road, Utawala Ward, City Cabanas, Embakasi East, Nairobi, Kenya.

- **Geospatial Location Identifier:** MV7W+X4Q, Nairobi
- **Postal Registration:** P.O. Box 9221, Plot 21688, Nairobi, Kenya.
- **Primary Communications:** +254 716 666 663 | +254 748 364 455
- **Digital Correspondence:** info@asool.ltd | asool.investment@gmail.com
- **Official Corporate Web Portal:** www.asool.ltd

TRDCO GROUP OF COMPANIES

1. HEAD OFFICE: YEMEN - SANA'A

ALTTAWAKUL FOR CONSTRUCTIONS & DEVELOPMENT

Physical Address: Amran St. - In front of TV Station

Tel: +967 01 312789 - Fax: +967 01 337989

P.O. Box:: (8635)

TRDCO SANA'A 2ND Branch:

Physical Address: Hadda St. - In front of Shamar Hotel

Tel: +967 01 414113 - Fax: +967 01 415055

Digital Correspondence: info@trdco.net

Official Corporate Web Portal : www.trdco.net

2. TRDCO KENYA BRANCH:

ALTTAWAKUL FOR TRADING AND INVESTMENT LTD

Physical Address: Mombasa Road, Utawala Ward, City Cabanas, Embakasi East, Next to Imara mall

Digital Correspondence: info@trdco.net

Official Corporate Web Portal: www.trdco.net

3. SAUDI ARABIA BRANCH:

FAJR ALTTAWAKUL FOR CONSTRUCTIONS & DEVELOPMENT

Com. Reg. (1010345678)

Physical Address: Riyadh - Al-Quds District, Ameer Saud Ben Abdulazeez St

Tel: +966 11 402857

Fax: +966 11 492780

DIVISION III

CONSTRUCTIONS

TRDCO PROFILE ATTACHED



Attawakul Group For Constructions and Development
مجموعة التوكل للإنشاءات و التعمير

