



**sano**<sup>®</sup>

**sano**  
Have a problem?  
SANO has the solution!

Eyal Banai, International Marketing Manager, +972-50-534-5724, Eyalb@sano.co.il

Max Kuperman, International Sales Manager, +972-50-661-4713, MaxK@sano.co.il

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# History



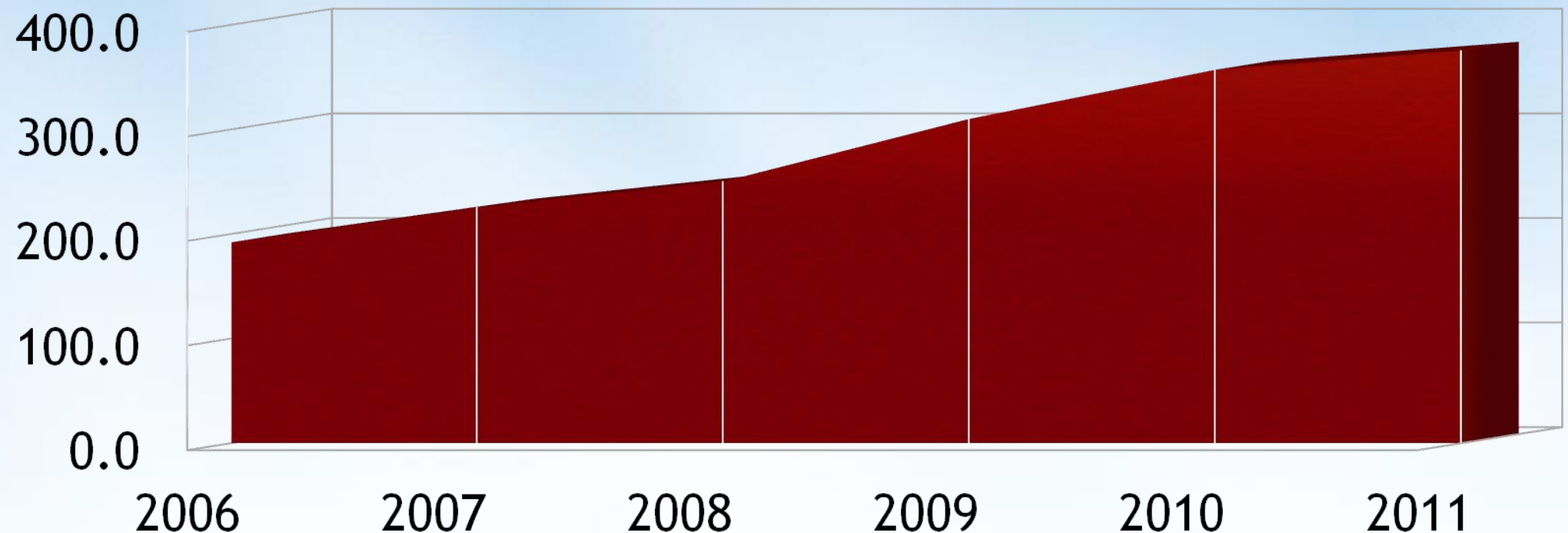
- In 1965, Bruno Landesberg founded Bruno's Enterprises to manufacture cleaning products
- Since 1982, shares of SANO have been publicly traded on the Tel Aviv Stock Exchange

[www.sano.int.com](http://www.sano.int.com)



# Total Revenues

Millions of \$



Sales in 2011

**~\$375 million**

**95% increase since 2006**

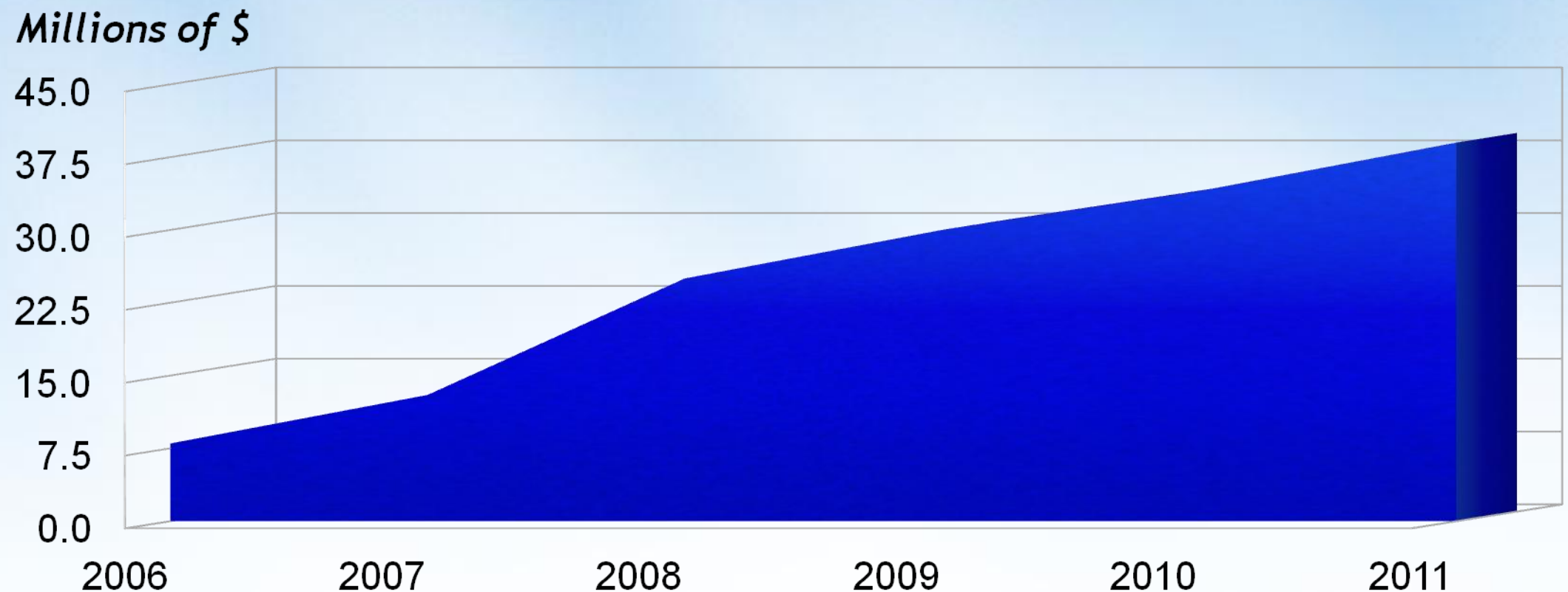
Profit:

**~\$23 million**

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# Export Revenues



Export Sales in 2011  
**\$39 million**

**388% increase since 2006**

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The logo for sano, featuring the word "sano" in white lowercase letters on a red rectangular background.

# Company Rankings



Largest distribution company in Israel\*



Leading Israeli manufacturer of chemicals,  
Minerals, and refinery\*



Most successful company in Israel (based on growth,  
management, shareholder value, cash flow)\*\*\*

\*Dun's & Bradstreet 2009

\*\*Tel Aviv Stock Exchange 2006

\*\*\*Globes Magazine

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# Company Rankings



Best selling industrial company in Israel\*



Best performance on Tel Aviv Stock Exchange\*\*



Strongest company in Israel\*

\*Dun's & Bradstreet 2009

\*\*Tel Aviv Stock Exchange 2006

\*\*\*Globes Magazine

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The logo for SANO, featuring the word "sano" in white lowercase letters with a registered trademark symbol (®) on a red rectangular background.

# Marketing & Sales



- SANO markets its products in Israel through the Southern Marketing Company (SMC)
- SMC is one of the largest distribution organizations in Israel
- It has access to nearly every food outlet, public institution, hospital, hotel, dining hall & community organization in Israel

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# Sano Stores

- 140 stores throughout Ukraine
  - 110 franchises
  - 30 Sano owned
- 200 expected by end of 2012





# Export & Import

## Import from:

1. United States
2. France
3. United Kingdom
4. Spain
5. Netherlands
6. Germany
7. Italy
8. Belgium
9. Switzerland
10. Norway
11. Sweden
12. Denmark
13. China
14. Jordan
15. Japan
16. Hong Kong
17. Turkey

## Export to:

1. Latvia
2. Armenia
3. Azerbaijan
4. Nigeria
5. Belarus
6. Cyprus
7. Romania
8. Hungary
9. Ukraine
10. Moldavia
11. Bulgaria
12. Kenya
13. Georgia
14. Kazakhstan
15. Panama
16. United States
17. Kyrgyzstan
18. Russian Federation
19. Estonia
20. Lithuania
21. South Africa
22. Seychelles
23. United Kingdom

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# Superior quality



All SANO products enjoy  
ISO 9001:2000 certification

- Through market research, the company anticipates customer needs and pays close attention to innovation, quality assurance and attractive presentation
- Local consumers continue to prefer Sano despite fierce competition from international competitors

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# Enviromentally friendly



- SANO is one of the first companies worldwide to introduce aerosols that do not harm the ozone layer
- Refill bags account for about half of SANO products-reducing the volume of garbage
- All products meet the strictest international environmental standards
- Sells garbage bags that naturally decompose

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# Broad product range Over **600** products!

- Cleaning materials
- Window cleaners
- Bathroom cleaners
- Floor cleaners
- Oven cleaners
- Dishwashing liquids



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# Broad product range Over **600** products!

- Air fresheners
- Polishes
- Anti-Scale chemicals



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# Broad product range Over **600** products!

- Insecticides
- Repellants for crawling & flying pests



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# Broad product range Over **600** products!

- Laundry powders, gels & softeners
- Stain removers and accessories
- Carpet and fabric cleaners
- Ironing accessories



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# Broad product range Over **600** products!

- Diapers
- Kitchen towels
- Toilet paper
- Plastic bags
- Tin foil



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# Broad product range Over **600** products!

- Hair shampoos & conditioners
- Body lotions & creams
- Baby soaps



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# Niche Products

Sano Bon Blue toilet rim block

**800-1000** flushes per rim  
block!



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# Medic Hygiene Gel



Wash your hands  
**without water!**

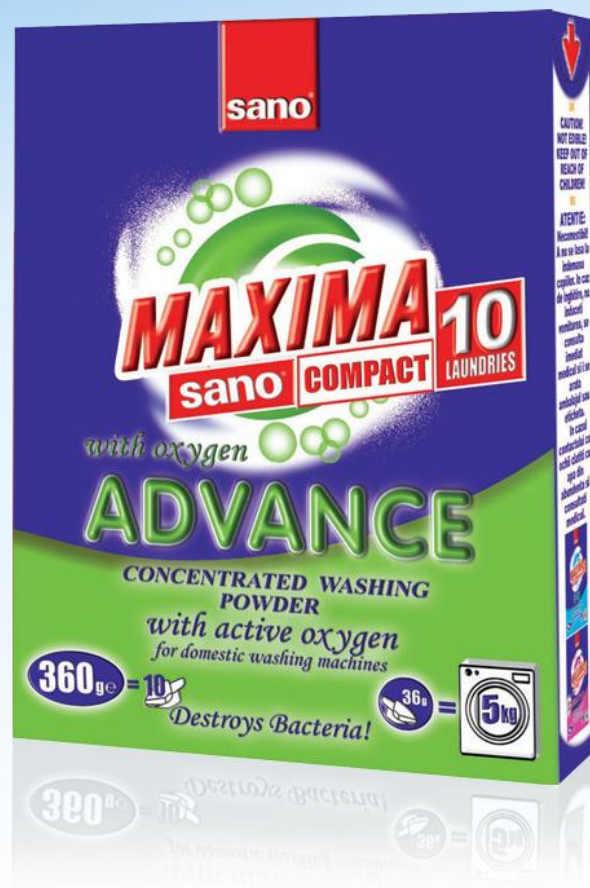
[www.sanooint.com](http://www.sanooint.com)



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# Maxima Laundry Detergent

Only need **36gr** per wash!



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# Floor Plus

**2 in 1** floor cleaner  
+ cockroach repellent



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# Aloe Vera Gloves

Keeps hands moist  
and fragranced!



[www.sano-int.com](http://www.sano-int.com)



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# Poliwix Parquet

Cleaner and polisher of:

- hardwood floors
- parquet floors
- synthetic parquet floors

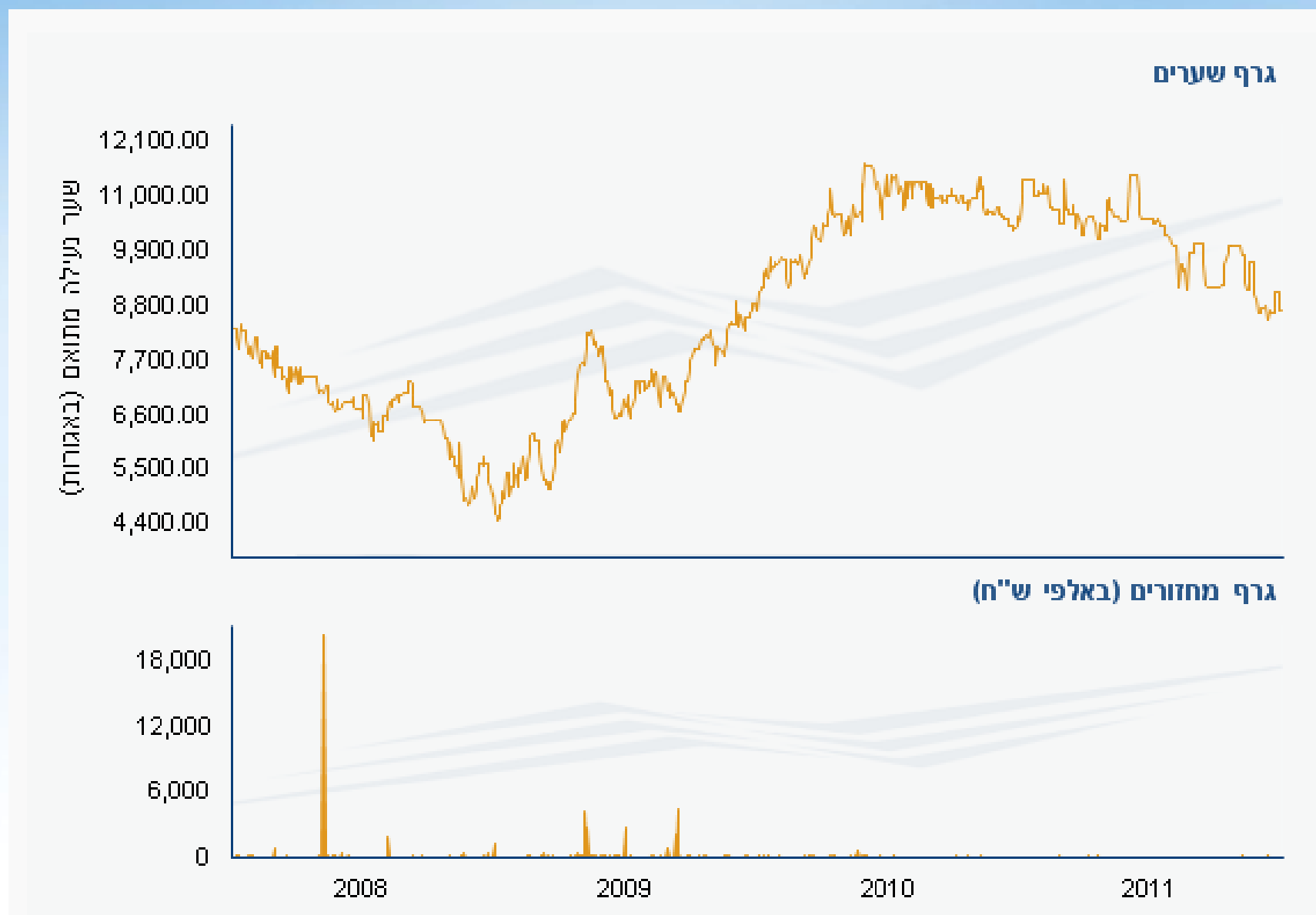


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# Trading History Tel Aviv Stock Exchange

2008-2011





# Sano's Strengths

- **One stop shop**
  - **2000+ products**
- **Innovative**
  - **Dozens of exclusive products**
  - **New product release bi-weekly**
- **High quality**
  - **95% of products made in Israel**





## Management

*Bruno Landesberg, Chairman of the Board, Sano Bruno's Enterprises*

*Alexander Landesberg, Vice Chairman of the Board, Sano Bruno's Enterprises*

*Yuval Landesberg, CEO, Sano Bruno's Enterprises*

*David Babay, Deputy to the CEO, Sano Bruno's Enterprises*

*Aya Shahr, CEO, Sano International*

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