

DISLOG INDUSTRIES

COUNTRIES	→ Morocco
BUSINESS FOCUS	→ Manufacturing and commercialisation of non-food and food products
INVESTMENT DATE	→ June 2021
INVESTMENT FUND	→ Mediterrania Capital III
COMPANY TYPE	→ Mid-Cap

THE COMPANY

Founded in 2017, Dislog Industries has gradually developed through several acquisitions to become a large FMCG player engaged in the manufacturing and commercialisation of non-food and food products. The non-food segment includes bleach, cleaning, baby care and family care products such as baby diapers, toilet paper, paper towels and facial tissues.

It produces and commercialises them through its own brands and manufacturing agreements in partnership with international players and brands such as Omo, Tide, Mr Proper and Lotus. The Group owns and operates leading brands such as Ace, Forza and Fine and also manufactures snacks through a joint venture with Edita Food Industries, an Egyptian leading player.

VALUE CREATION

In July 2021, Mediterrania Capital Partners invested in Dislog. Thanks to strong operational synergies, MC III's investment in Dislog Industries was aimed to support the group in consolidating its position in Morocco while expanding its product range and entering new market segments.

In 2021, Dislog Industries acquired Kosmopharm which produces and commercialises para-pharmaceutical and cosmetics products, and in 2022, it acquired Carré Suisse, a producer of chocolate bars based in Paris, France. The company specialises in the marketing of natural, organic, fair trade and pure cocoa butter chocolate bars, providing quality and premium chocolates.

After the acquisition of Carré Suisse, Dislog Group continued its international industrial development plan with the acquisition in June 2022 of a majority stake in Cultures de France, a young company specialising in the bio-industry of soups, sauces and juices based in Cavaillon in the south of France. Cultures de France develops plant-based, creative and healthy recipes for soups, sauces and juices under the Germain brand, which it markets to a large distribution network.

Besides supporting the acquisition processes, Mediterrania has guided Dislog in defining a clear value creation strategy that includes the expansion of the company's manufacturing capacity with an extended and totally renewed plant and the launch, in September 2022, of two new production lines, dedicated to paper and baby diapers.

ESG ACTIONS

As a former P&G factory, Dislog has always adhered to a sustainable development philosophy, actively exploring and adopting sustainable development strategies and paths, optimising the Group's ESG management and integrating sustainable development into its management and daily operations.

After Mediterrania's investment Dislog reinforced its ESG governance framework, which includes the Board of Directors, senior management and ESG team. This team strives to minimise waste at all stages of Dislog's product formulation, manufacturing and packaging process, looking to reduce the overall volume of materials used, increasing their sustainability and minimising the impact left behind after consumers have used them. This helps it reduce Dislog's footprint and the resource intensity of its products.

From a social standpoint, The Dislog Foundation supports young entrepreneurs in need of financing to achieve greater financial independence and economic well-being for themselves and their families. The Foundation supports start-ups and provides young people with access to a wide range of entrepreneurship support services that enable them to start and grow their businesses.

As an industrial leader, Dislog actively responds to the UN SDGs, protects the global environment, promotes social progress and cares for human well-being.



“ I am delighted with our partnership with Mediterrania Capital Partners. This proves that our industrial group is built on solid foundations. Mediterrania’s financial support will be used to acquire FMCG brands in Morocco and abroad, enabling Dislog Industries to double its turnover and be listed on the stock exchange in the coming years. ”

Moncef Belkhayat,
CEO of Dislog Industries

REVENUES 2022 (e)

€190 million