

KOITA™

Find your perfect milk!

February 2024





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THE WHY

To Help Families Eat Healthier.

Mustafa's children had different dietary needs. In 2016, there was no solution in the UAE. He realized many families struggle with this issue. So Koita was born.

THE WALL STREET JOURNAL.



"THE IDEAL CLEAN MILK"

"TOP 50 UAE STARTUPS"

"5 EASY WAYS TO GO ORGANIC"



WHAT MAKES KOITA SPECIAL

We are OBSESSED with creating genuinely healthy milks.

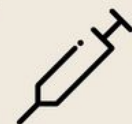
Before launching our first milk, we spent three years listening to thousands of parents in the region and their desire to buy “clean milk” for their families.

Koita milks are from Italy, enriched with vitamins, and come with a “no nasties” promise.

We believe in #DoGood and give back to the UAE community:



NO
PESTICIDES



NO
HORMONES



EU
CERTIFIED



A ONE-STOP SHOP FOR MILK

| Segment | SKUs | Find Your Perfect Milk! |
|----------------------------------|--|---|
| <p>Lactose Free Dairy</p> | <ol style="list-style-type: none"> 1. Whole 2. 200ml Whole 3. Low Fat 4. 200ml Low Fat 5. Skim |  |
| <p>Organic Dairy</p> | <ol style="list-style-type: none"> 1. Whole 2. 200ml Whole 3. Low Fat 4. 200ml Chocolate 5. 200ml Strawberry 6. 200ml Cooking Cream* |  |
| <p>Plant Based</p> | <ol style="list-style-type: none"> 1. Almond 2. 200ml Almond 3. Oat 4. 200ml Oat 5. Coconut 6. Rice |  |

OUR VALUES

#EatGood

We believe in the power of delicious and nutritious. Our range of milks is here to make your wellness journey tastier and better. So, whether you're new to the healthy path or a seasoned pro, we're shaking up the milk game just for you.

#FeelGood

We totally get it – what you put into your body can have an impact on how you feel. When you sip Koita Milk, it's like giving your body a big, happy hug from the inside. Trust us; it's the milk your taste buds and tummy have been dreaming of!

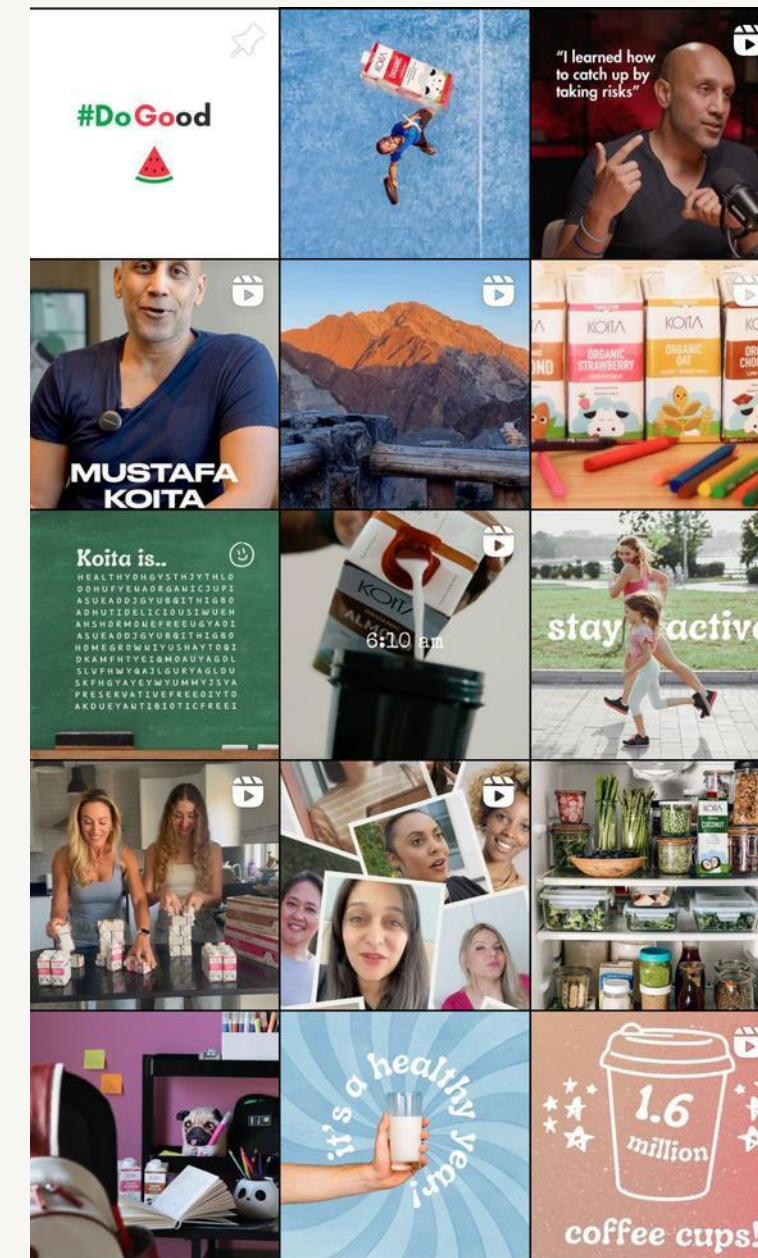
#DoGood

At Koita, every bottle is filled with more than just milk – it's packed with love for our planet and our community! Our choices, from earth-friendly practices to giving back and uplifting local heroes, reflect our pledge to make goodness resonate in every possible way.



HIGHLIGHTS

- #1 Fastest Growing Premium Milk (Nielsen)
- Net Promoter Score: 70 (vs. ave brand 50)
- Sampling: +20K
- Social: +280% engagement
+82% impressions



ENDORSEMENTS



I can vouch for this as a mother. People love your milk. The chocolate milk at my house is a huge winner. It's organic, it's homegrown!



I spent four years not enjoying my coffee because I had give up dairy. The plant-based milks just didn't taste good. Koita Oat milk changed all of that! I can finally enjoy my morning coffee.



As a mom of 3 daughters, it was important for me to choose the right kind of milk for my family. Koita is our number one choice of milk since 2019.

BRANDING

KOITA™

Find your perfect milk!



- NO ARTIFICIAL PRESERVATIVES
- NO ANTIBIOTICS
- SOURCE OF CALCIUM
- ADDED VITAMINS
- %100 ORGANIC
- LACTOSE FREE
- %100 REAL MILK
- PRODUCT OF ITALY



More Accolades

Forbes

“Top 50 Startups”

BBC

GoodFood

“The Ideal Clean Milk”

WALL STREET JOURNAL.

“The almond milk tastes like marzipan”

BEVNET.

“Plant-milk just got a lot more buonissimo”

SME AWARDS 2022
A MEOO PRODUCT

SME Business of the Year

Countries



UAE



KUWAIT



Saudi



JORDAN



QATAR



VIETNAM



MAURITIUS



SOUTH KOREA



Singapore

Premium Customers



FOUR SEASONS

Emirates

167 Flights
Daily



Carrefour

Waitrose

amazon.ae



Lazada



talabat



إنستاشوب
InstaShop

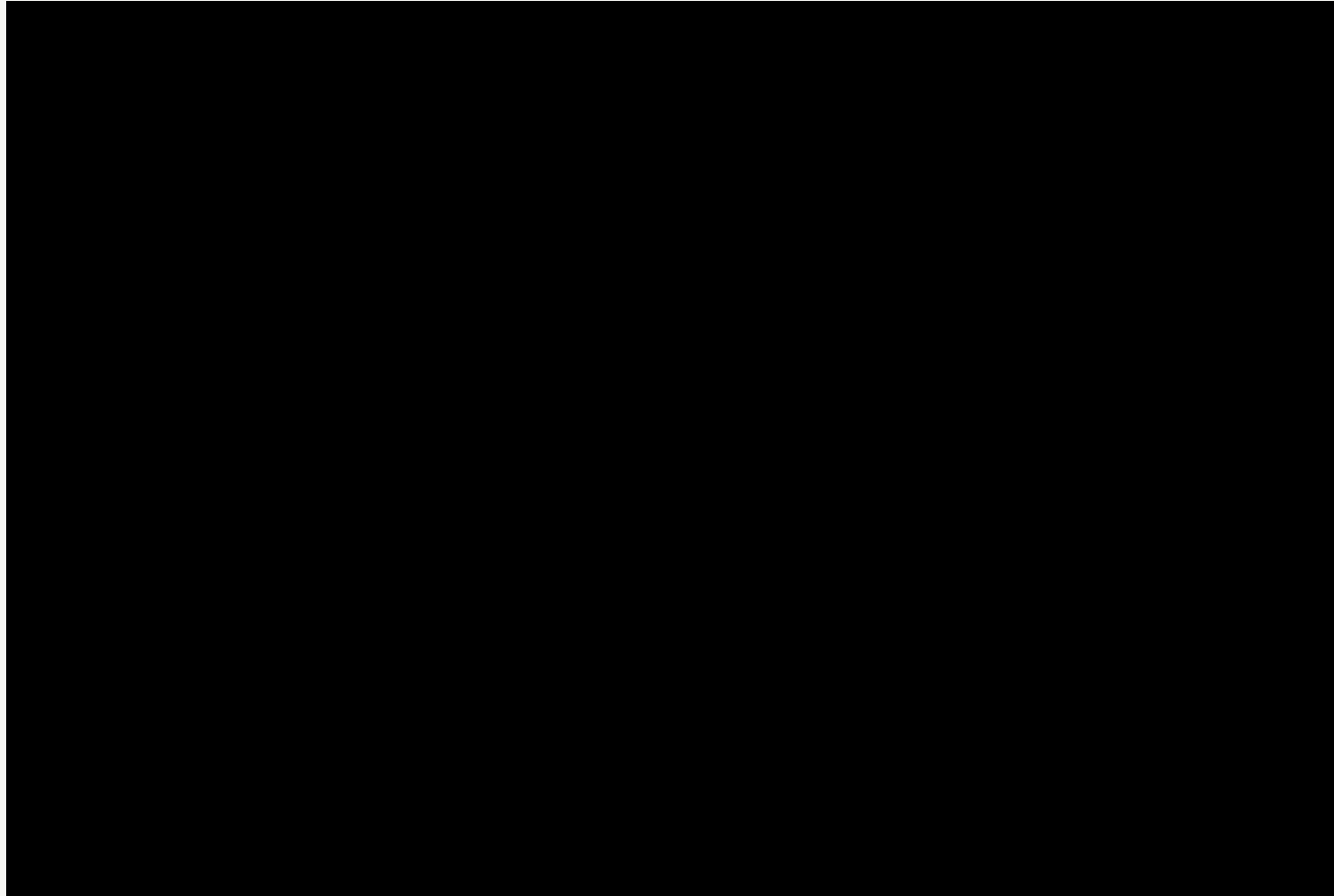
BARRY'S

shimis

The Koita Team



Cool Collabs & Contact Info



Barry's Bootcamp: Protein Shakes

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