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GROUP OF COMPANIES

CORPORATE broadcast



NOVEMBER 2014



STANDARD DISTRIBUTORS LTD. 'THE NEW ST. JAMES EXPERIENCE'



On Thursday 6th November 2014 Standard Distributors Ltd. celebrated the transformation of its St. James Branch with a special ceremony. The Mayor of Port of Spain, Alderman Raymond Tim Kee hailed the newly re-done store as "an early Christmas gift for the residents of St. James," and applauded the company's efforts as a part of "the continued facelift for St. James."

The Mayor delivered these remarks as a part of his feature address at the celebration. Mr. Nabeel Hadeed, the Chairman of Standard Distributors Ltd., shared with those in attendance a brief history of the company. The St. James branch was established in 1969 and came on the heels of successful stores in Port of Spain and San Fernando. Since the company's inception in 1945 they have placed great emphasis on family values and continues to nurture that relationship with employees and customers alike.

Recently appointed Managing Director of Standard Distributors Ltd., Mr. Adam Sabga reiterated the commitment of the company and its employees in continuing to serve its customers and the community around them. He reassured those in attendance that Standards will continue to follow the words of its founder, Dr. Anthony N Sabga – "No transaction is good unless it benefits both parties."

Customers can look forward to a more inviting store plan with increased accessibility to the products being sold. The company aims to target a younger generation of shoppers by focusing on expanding their online resources. Customers would soon be able to shop at their online store from the comfort of their homes. The company's Managing Director announced their new Head Office in Chaguanas that will be equipped with a technologically advanced training room where all Customer Service Representatives will be required to attend training sessions on a monthly basis. Standards will also launch a new IT platform that will be geared towards keeping tracking of customer interactions. These advancements and changes are all a part of the continued transformation that the company promises to undertake

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Guiding Our Future Leaders

In November, our Group HR Department participated in the University of Trinidad and Tobago's 2014 Job Fair hosted at the University's O'Meara Campus. The Fair was open to all UTT graduates and was very well attended. Over 60 local companies and organisations participated in the event and offered valuable guidance to the eager students.

The ANSA McAL team consisted of representatives from ANSA McAL's Head Office, the Beverage and Manufacturing Sectors. Our HR Managers and some of our talented engineers took the time to meet with students and discuss possible career paths that might be available for them in the Group. Senator the Honourable Fazal Karim, Minister of Tertiary Education and Skills Training stopped by our booth to congratulate the ANSA McAL team.

Here are some highlights from the day:





Have you met the Ford Kuga?

The Ford Kuga, an SUV which leads McEneaney Motors' lineup expansion, is set to shatter the myth that an SUV can't be green, high-tech, capable and exceptional - all at once. The Kuga offers class-leading technology, driving comfort, fuel efficiency and safety; all in one smarter SUV.

The Kuga is the centrepiece of Ford's strategy to expand in the fast-growing Trinidad & Tobago SUV market and offers a surprising array of features and technologies, including:

- Ford's Intelligent All-Wheel Drive system, including exclusive Curve Control
- Segment first hands-free lift gate that operates with a gentle kicking motion
- Class-leading fuel efficiency, including optional EcoBoost petrol engine
- Ford SYNC with Emergency Assist

"The Kuga has the charisma, remarkable new technologies and features that characterize Ford models. Ford reaffirms its commitment to our by offering a class leading SUV, which has been awarded around the world for its unique features" said Mr. Pablo Haase, Managing Director, Ford Caribbean and Central America. "Ford's unrivalled heritage uniquely positions it to offer a smarter SUV range that taps into the increasing demand for utility vehicles for our customers here in Trinidad and Tobago," added Mr. Daryl Young, General Manager of McEneaney Motors.

Class-leading driving ability

The smart AWD system pre-emptively reassesses conditions 20 times faster than it takes to blink an eye, readjusting the AWD power split to give the driver the best blend of handling and traction. The primary goal of the AWD system at low speeds is traction; at speeds above 30 km/h the AWD system is tuned to improve driving feel, handling and responses. A unique cluster display shows drivers the torque demand of each wheel at any moment.

Ford Curve Control acts as a safeguard for drivers who have entered a bend with too much speed. The system mitigates against severe understeer by aggressive braking and can, if the driver is still pushing their foot down on the accelerator, also reduce engine torque. Dynamics and cornering control are improved by the introduction of the enhanced Torque Vectoring Control system developed with the Focus RS. This helps to deliver Ford's fun-to-drive DNA by applying a small amount of braking to inside wheels to assist drivers through fast bends.

Innovation inside and out

The stylish Kuga offers space for more luggage than the current car and a luggage compartment that can be accessed more easily. Ford's hands-free tailgate can be opened or closed simply by a kicking motion beneath the rear bumper to either open or close the powered tailgate; and it offers 46-litres more luggage compartment-space than the last model, while the rear seats fold flat in one movement. The volume of road noise and wind noise audible has been significantly reduced compared with last Kuga to help deliver one of the quietest cabins in the segment. Improvements were delivered following the innovative use of elliptical acoustic mirrors to measure exterior elements that can influence the noise and vibration inside the car.

From the initial design, Kuga was engineered to be as visually appealing up close as it is from a distance with spaces between panels no wider than 0.5mm. The craftsmanship inside emphasizes feel and touch through use of a soft instrument panel and soft door upper roll. Particular attention was paid to deleting exposed fasteners on moving parts like tailgate, sun visors and glove box. The vehicle also features an openable panorama roof.

Class-leading fuel economy

The Kuga will deliver class-leading fuel economy through significantly improved fuel efficiency from a powertrain lineup that, for the first time, includes EcoBoost engine technology. Petrol engine fuel consumption has been reduced by 25 per cent and diesel engine fuel consumption by 10 per cent.

Ford's low emission EConetic Technology features available across the lineup include Eco Mode, Gear Shift Indicator and Active Grille Shutter that reduces drag and cuts fuel consumption. AWD models will be available with automatic transmissions

Engineered for outstanding safety

The Kuga was awarded a maximum five-star rating by Euro NCAP after achieving an overall protection score of 88 per cent, the highest-ever for a mid-sized SUV. The independent vehicle safety organisation awarded the Kuga an Advanced reward for Ford SYNC with Emergency Assistance. Upon detecting airbag deployment or activation of the emergency fuel shut-off within the car, Emergency Assistance uses the on-board GPS locator and Bluetooth-paired device to set up an emergency call and provide GPS co-ordinates, in the local language.

Further driver assistance technologies offered with the Kuga include: Active Park Assist, Blind Spot Information System, Active City Stop, Lane Keeping Aid, Lane Departure Warning, Auto High Beam, Driver Alert and Traffic Sign Recognition. Ford engineers used ultra-high strength steels in the body structure of the model and a specially designed ring reinforcement around the panoramic roof to ensure rigidity and strength. The SUV also offers Roll Stability Control and Trailer Sway Control.

In celebration of its new facility McEneaney Motors is offering a great package deal for the Ford Kuga. Contact the McEneaney Motors Showroom for more information.



KUGA



Tobago Marketing Company Limited (TOMCO)

About TOMCO

TOMCO (Tobago Marketing Company Limited) located at Scarborough, Tobago was established in 1976 and purchased by the ANSA McAL Group of Companies in the early 90' s. Falling under the purview of the Distribution Sector, the small but quaint subsidiary operates as the Group's service centre in Tobago whereby its Main Office and Warehouse facilitates the inflow and outflow of the Group's products for further distribution to customers in Trinidad's sister-isle.

TOMCO prides itself as being the storage and logistics hub for some of the Group's most popular products from CDC (such as Carib, Stag, Heineken), AMCO (including but not limited to FritoLay, SunFlower Margarine, Jack Daniels, Patron, Pantene Shampoo and Brunswick) and ABEL (inclusive of blocks and windows). As such, the Company operates in tight unison with various employees from subsidiaries throughout ANSA McAL - Trinidad.

To its advantage, TOMCO is spearheaded by an admirable leadership team that excels in supply chain management and maintains strong relationships with the Group's loyal Tobago clientele. This family-oriented team comprises of its General Manager – Tobago (Mr. Andre Jacelon), Warehouse Manager (Ms. Cynthia Franklin), Assistant Warehouse Manager (Mr. Brennan Patterson), Acting Chief Accountant (Ms. Beatrice Roberts), HR Lead (Ms. Kimberly Ramparas) two (2) Warehouse Dispatchers, five (5) Warehouse Attendants and one (1) Maintenance Technician.



TOMCO Warehouse (outside)



TOMCO employees hard at work



Cynthia Franklin
Warehouse Manager (TOMCO)



Brennan Patterson
Assistant Warehouse Manager (TOMCO)





TOMCO (Cont'd)



Meet Mr. Andre Jacelon - General Manager (Tobago)

Mr. Jacelon's journey with the ANSA McAL Group began approximately eight (8) years ago when he started as the General Manager – ANSA Automotive (Tobago). His strong managerial and functional competencies elevated him to the position of General Manager - Tobago in July 2010 where his purview extended to the Tobago operations of ANSA McAL subsidiaries such as Carib, AMCO, ABS and TOMCO. He is currently pursuing his MBA at the Arthur Lok Jack Graduate School of Business and officially serves as a Director on the TOMCO Board and is also a member of CBL's Executive Leadership Team (ELT).

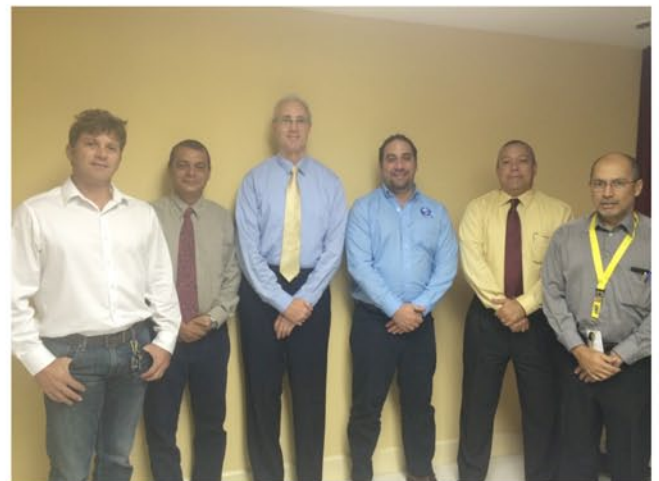
Mr. Jacelon is of the view that the TOMCO warehouse is expanding rapidly in order to successfully meet the growing demands of each business line. He endorses the new Management team, whom he expects would rise to the occasion of continuously supporting the Group's business needs in Tobago. Mr. Jacelon anticipates that in 2015 there is greater intercompany integration in terms of the sharing of common resources in our sister isle.



Mr. Andre Jacelon, General Manager – Tobago Marketing Company Ltd (TOMCO) presents a cheque to Ms. Veronika La Fortune, President and Founder – Healing with Horses Foundation, while students of the Happy Haven School busy themselves with the Foundation's miniature pony, Sir Winston

Meet TOMCO's Board of Directors

TOMCO's first Board Meeting took place on 14 July, 2014 and will held on a quarterly basis to guide the strategic and operational initiatives being implemented at the Tobago forefront. Its Directors include experienced leaders spanning across various industries within the ANSA McAL Group.



From left to right: Mr. Craig La Croix (Deputy Managing Director - ABS), Mr. Andre Jacelon (GM - Tobago), Mr. Jose Nivet – Sector Head (Distribution) & Chairman of TOMCO's BOD, Mr. Adam Sabga (MD – Standard Distributors), Mr. Rene de Gannes (MD - AMCO), Gabriel Faria (MD - CDC). Missing is Mr. Jerome Borde (MD - ANSA Automotive)

Painting Smiles with the Immortelle Centre



Mr. Umanath Maharajh- Commercial Manager, ANSA Coatings Limited presents a special contribution to Mrs. Charlene Gittens- Vice Principal of the Immortelle Centre. ANSA Coatings Limited recently pledged a donation of fifteen gallons of paint to the Immortelle Centre of St. Ann's, Port of Spain. The Centre is a privately run school for special needs children and has been in existence for more than twenty-five years. Sissons Paints is pleased to assist the organization with their aim of providing a comfortable learning environment for their special kids.



What does *Kindness* mean to you?

Have you ever stopped to really consider the meaning of the word 'kindness'? Is kindness holding the door for the person behind you or giving that car in traffic a chance to proceed? Or is kindness going out of your way for others like buying lunch for someone in need or giving someone a lift home on a rainy day? Well whatever you interpret 'kindness' to mean we would like to encourage you to continue to practice kindness in all aspects of your life and everyday if possible.

Did you know that November 13th was World Happiness Day? In case you missed it maybe you can make up for it today and pass on an act of kindness to someone and encourage that person to do the same thing for someone else.

The employees of ANSA McAL's Head Office, Tatil/Tatil Life and ANSA Merchant Bank enjoyed a visit from a singing troupe who gave them a little pick me up with their rendition of the song 'Happy.' While we're not encouraging you to run around your workspace singing and dancing to the Happy song, maybe you can follow our Group Chairman's lead and pass on a smile and see how far it'll go!

AMCO is Proud to Bring to you



Discover the new Dairy Desserts of Lactel!

For more than 40 years, Lactalis, the makers of the Lactel brand, has been producing the highest quality milks in France. Today, Lactel is a leading milk brand in France, enjoyed every day by millions of consumers. Alstons Marketing Company Limited (AMCO) is proud to bring to you Lactel's dairy desserts

With flavorful fruit pieces and an intensely creamy texture, there is bound to be one Lactel Fruity Dairy Dessert to suit your needs and tingle your taste buds at any time of the day, or a Lactel Crème Dessert to provide you with an exquisite pleasure moment.

An intensely
creamy texture

The guarantee of
a world-known
French milk
Expert

A unique recipe
with nice fruit pieces

A large range
of flavors

All the benefits
of milk

9 months
shelf life



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AMCO is Proud to Bring to you



As an international brand of French origin, Président® products are made in line with its company's values of high quality, reliability and innovation. Président® products are, at present, available in more than 140 countries, and Alstons Marketing Company Limited (AMCO) is bringing them to you here in Trinidad and Tobago!

With an assortment of delectable flavours: Cheddar, Chili Cheddar, Smokey Cheddar, Emmental and Brie; Président® cheese spreads can be eaten hot or cold: as a dip with vegetables, on bread, or even in sauces to drizzle over meat.

We guarantee you that when you take a taste of any of these 125 grams of goodness, you will definitely be saying "My cheese: get your own!"





It's the most wonderful time of the year

*It's that time of the year again
when we'll all be letting our hair down
and joining our co-workers
for a drink...or two...or three....
at Christmas Limes/Parties/
Office get-togethers etc.
Some subsidiaries have already
gotten into the Christmas Spirit
while others are soon to come.*

*Look out for the December issue
of the Corporate Broadcast where we will
bring you highlights from
the Christmas Season across the Group!*

Don't forget to send in your photos!

