

## Overall Executive Summary

Moonlight Group is one of the leading global growers and exporters of fresh fruits and vegetables. Headquartered in the United Kingdom, we operate across multiple countries, managing large-scale farming and distribution networks. With 3,000 hectares of owned farmland in Ghana, 400 hectares under contract farming in India, and 500 hectares in Senegal, we produce and export a wide variety of high-quality fresh produce, including Cavendish Banana, Papaya, Citrus, Avocados, Mango, Okra, Bird Eye Chilli, Habanero Chilli, and Bitter Gourd (Karela).

Our extensive distribution network includes strategically located centres in London, Brussels, Antwerp, and Mumbai, ensuring seamless delivery to customers across the UK, EU, and India. Currently, we supply over 700 tonnes of fresh produce weekly from our farms to global markets.

We began our operations in Tanzania in 2021, introducing new crops and modern farming techniques while working closely with local farmers through contract farming. As pioneers of Bitter Gourd cultivation in Tanzania, we have introduced several new products and innovative farming methods to local farmers. Our efforts have significantly increased agricultural output, ensured guaranteed buyback of produce, and fostered economic growth by generating wealth and employment in the region.

## Company Overview

- **Company Name:** Moonlight Tanzania Limited
- **Headquarters:** Tanzania
- **Operations:** Ghana, India, Senegal, UK, EU
- **Distribution Centres:** London, Brussels, Antwerp, Mumbai
- **Main Products:** Bitter Gourd (Karela), Okra, Bird Eye Chilli, French Beans, Avocados, Habanero Chilli, Mangetout and more

## Tanzania Operations and Expansion Plan

Since its inception, Moonlight Group has been committed to strengthening Tanzania's agricultural sector by collaborating with various channel partners and institutions. Our initiatives have not only enhanced agricultural productivity but have also contributed significantly to the country's economy by creating employment opportunities and fostering economic growth.

In the Financial Year 2024, Moonlight achieved a revenue of approximately TZS 7 billion. Currently, we cultivate more than 10 different crops and actively engage over 30 youth and women farmers, supporting a workforce of over 1,000 daily laborers. Our own farm in Tanzania further employs around 200 workers daily, reinforcing our role as a key employer in the region. Additionally, our operations have led to the creation of over 2,000 indirect jobs in related sectors such as transportation, fertilizer supply, and other agricultural inputs, contributing more than TZS 10 billion to the economy.

**Today, a variety of our Tanzanian-grown products are proudly stocked in leading supermarkets and retail chains in UK, Europe and India such as Aldi, Morrisons, Tesco and Reliance under the Moonlight brand.**

Some current products and farm reference pictures:











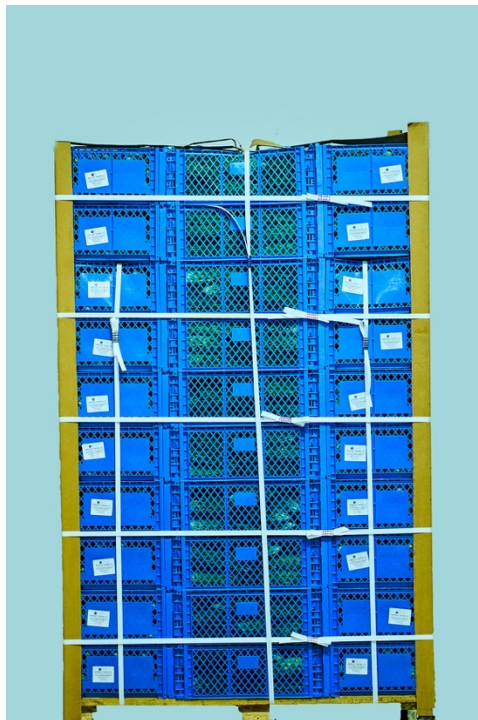




Moonlight







## Planned Expansion in Tanzania

As part of our growth strategy, Moonlight Group plans to acquire or lease 1,000 acres of land in the Arusha and Kilimanjaro regions. This expansion is designed to:

- **Increase agricultural output** by cultivating a diverse range of fruits and vegetables for export.
- **Generate over 3,000 direct jobs** in Tanzania, further enhancing employment opportunities.
- **Improve local infrastructure and logistics** to facilitate the efficient distribution of agricultural exports.
- **Achieve a projected revenue of over TZS 10 billion**, strengthening our market presence and economic impact.
- **Increase global outreach**, adding more value added products in the portfolio and reach end consumers directly.

## Market Analysis

### Industry Overview

The global fresh fruits and vegetables industry has been experiencing significant growth, driven by increasing consumer awareness of health benefits, a shift toward plant-based diets, and initiatives promoting sustainable agriculture. In 2023, the global fruits and vegetables market was valued at approximately USD 720 billion and is projected to reach USD 1,131.97 billion by 2031, exhibiting a compound annual growth rate (CAGR) of 5.8% during the forecast period. Specifically, the fresh fruits market is anticipated to grow annually by 6.28% (CAGR 2025-2030), with revenue expected to reach USD 778.37 billion by 2025.

This expansion is attributed to factors such as rising health consciousness, increasing disposable incomes, and the growing popularity of organic and sustainably sourced produce. The industry's positive trajectory is further supported by advancements in supply chain logistics, enhanced cold storage facilities, and the proliferation of online grocery platforms, making fresh produce more accessible to consumers worldwide. As these trends continue, the fresh fruits and vegetables market is poised for sustained growth in the coming years.

The global fresh produce industry is witnessing robust growth due to increasing demand for healthy food, rising exports, and advancements in farming techniques. The UK, EU, Middle-East and Asian markets remain key importers of high-quality fruits and vegetables.

### Competitive Advantage

- **Large-scale farming operations** with integrated supply chains
- **High-quality standards** ensuring premium exports
- **Established distribution centres** in key markets
- **Strategic geographic presence** in Africa, Europe, UK and Asia
- **Sustainable farming practices** benefiting local communities
- **Highly experienced management** with more than a decade experience

## Operational Strategy

- **Expansion of farmlands** in Tanzania to increase output
- **Strengthening logistics and distribution** for faster market reach
- **Investment in training programs** to enhance workforce skills
- **Adopting modern irrigation and sustainable farming** techniques

## SWOT Analysis



## Conclusion

Moonlight Group is dedicated to transforming the global fresh produce industry through large-scale farming, innovative agricultural techniques, and a robust supply chain network. Our strategic presence in key agricultural regions, combined with our commitment to sustainable farming and economic empowerment, positions us as a leader in the industry.

Our expansion in Tanzania is a testament to our long-term vision of driving agricultural growth, generating employment, and strengthening local economies. By acquiring additional farmland, investing in infrastructure, and fostering partnerships with local farmers, we aim to significantly enhance productivity and exports.

With projected revenues exceeding TZS 8 billion and the creation of over 2,000 direct jobs, our expansion efforts will not only benefit our business but also contribute to Tanzania's agricultural sector and overall economic development. As we move forward, Moonlight Group remains committed to quality, innovation, and sustainability, ensuring a prosperous future for all stakeholders involved.