

NEWS RELEASE

For Immediate Release

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ALLE The New Cash-and-Carry Chain

Addis Ababa, Ethiopia: ALLE is destined to become a unique cash and carry chain in Ethiopia set to supply a wide range of quality food and near food products at competitive prices.

Initiated by the Ethiopian Government, ALLE is established to be a commercially viable and privately managed business. It is neither a merger of existing organisations nor does it plan to merge with or be taken over by another organisation in the future.

ALLE, as a business-to-business enterprise, aims to complement the current trade market environment by serving the needs of all key participants including kiosks, cafes, bars, hotels and restaurants. ALLE's competitive pricing is aimed at providing savings to such key trade market participants and at increasing affordability of goods to consumers.

ALLE is here to facilitate modern trade through the application of best-in-class practices in countrywide cash-and-carry stores at easy accessible locations. Accordingly, ALLE is currently building its management team by recruiting a diverse set of highly qualified local, diaspora and international talents to be based in its head office in Addis Ababa.

ALLE is currently partnering and seeking to partner with reliable local and international suppliers to provide high-quality goods across the segments of commodities, beverages, packaged foods, personal care, stationeries and others.

ALLE plans to roll-out its first three stores in Addis Ababa before the end of 2014, with its first one to be launched in the first quarter of 2014.