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ERADING PLC

2026

COMPANY PROFILE ELLA TRADING PLC.

ELLA Trading Plc.

1/1/2026



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1. Background of Ella TRADING PLC

Ella TRADING PLC was founded in 2011 E.C. by Ethiopian investors in accordance with the commercial law of Ethiopia with a paid-up capital of Birr 1,000,000.00 /One million Birr ETB and is registered by the concerned government authorities to undertake international and domestic businesses.

The Company at that time was resides in its head quarter located in Bahirdar, but starting from July 2025 shift to Addis Ababa. The head quarter is a well-established and modernly organized establishment for smooth operation of various tasks.

The company is a privately owned, multi sectorial company engaged in a variety of business activities such as: in Manufacturing, Import Fuel and fuel products, Import of fabricated metals, Import trade in construction materials & Export of oil seeds, pulses and spices, tour and travel service and Hotel and tourism Industry

Ella TRADING PLC is a sister company of BEAEKA General Business plc. BEAEKA General Business PLC is a multi-sectorial company engaged in a variety of business activities such as: Import/Export, Construction, Construction machinery rental, Agriculture, Industry development, Printing and spare part sales. Among the Businesses the company is engaged in are:

Manufacturing: - Currently Ella trading Plc has opened Salt Processing factory at Bahirdar. You can describe your factory like this:

Salt Processing Factory Description

Ella Trading PLC Salt Processing Factory is a value-added salt manufacturing facility that procures raw salt from the Afar Region of Ethiopia and transports it to Bahir Dar for processing. The factory washes, crushes, dries, and iodizes the raw salt using modern processing methods. It produces high-quality iodized table salt for household consumption as well as common salt for commercial and industrial uses. The factory is committed to maintaining quality standards, food safety, and reliable supply to meet market demand across Ethiopia.

Industry Classification

The factory can be classified as a food processing and manufacturing company, specifically a salt processing and iodized salt manufacturing plant.

You can describe Ella Trading PLC – Felege Gihon Resort as follows:

Company Description

Ella Trading PLC is a diversified Ethiopian company engaged also in hospitality, tourism businesses. Through Felege Gihon Resort, the company provides accommodation, food and beverage services, conference and event facilities, recreation, and tourism-related services to domestic and international guests.

The resort is committed to delivering high-quality hospitality services, creating memorable guest

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experiences, promoting local tourism, and contributing to economic development through employment creation and sustainable business practices.

Felege Gihon Resort Services

- Hotel accommodation and lodging
- Restaurant and bar services
- Conference and meeting facilities
- Wedding and event hosting
- Recreational and leisure services
- Tour and travel support services
- Corporate and government hospitality services
- Catering services

Short Corporate Profile

Export/Import: Currently exports six different items to different parts of the world: Sesame seeds, peanut, soya bean, Chick peas, pea beans and coffee. Currently the company is engaged in producing Sesame seeds, peanut, soya bean, Chick peas, pea beans and maize. Besides, understanding the advantage of diversity in the agriculture sector and availability of abundant agricultural land in the country, the company has extended its product portfolio towards Coffee production in its 3,000 ha land in Gambella Regional State.

Coffee and Bean Processing & Export Project

Ella Trading PLC is developing a coffee and bean processing and export business. The company owns 5,000 square meters of industrial land at Gelan city, with a purpose-built processing shed and is in the process of importing modern machinery for coffee and bean cleaning, grading, processing, packaging, and export operations.

The project aims to source high-quality coffee and agricultural products from Ethiopian farmers and suppliers, add value through processing, and export finished products to international markets. Ethiopia is one of the world's leading coffee-producing countries, and coffee remains one of its most important export commodities.

Strategic investment in EKOS Steel Mill PLC, where Ella Trading PLC holds a 60% ownership stake. EKOS Steel Mill operates in the iron and steel manufacturing sector and has steel production facilities in Ethiopia.

Construction Material Supply: In addition to engaging directly in construction activities Beaeke is also a trusted partner in supply of various construction materials such as bitumen, cement, sand and aggregate.



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2. Ella TRADING PLC Vision, Mission and Values:

Vision:

"To become a leading diversified Ethiopian business group, recognized for excellence in manufacturing, agro-processing, hospitality, and trade, creating sustainable value for customers, shareholders, employees, and the nation."

Mission:

"We are committed to producing quality products, delivering excellent hospitality services, creating customer satisfaction, and contributing to Ethiopia's economic growth through innovation, integrity, and professionalism."

Our Values:

Core Values of Ella Trading PLC

1. **Integrity** – We conduct our business honestly, ethically, and transparently.
2. **Quality Excellence** – We are committed to delivering high-quality products and services.
3. **Customer Satisfaction** – We place customers at the center of everything we do.
4. **Professionalism** – We uphold high standards of competence, accountability, and respect.
5. **Innovation** – We continuously seek better ways to improve our products, services, and operations.
6. **Teamwork** – We foster collaboration, mutual respect, and a positive work environment.
7. **Social Responsibility** – We contribute to the well-being of communities and support sustainable development.
8. **Safety and Environmental Stewardship** – We prioritize the safety of people and the protection of the environment.
9. **Efficiency** – We use resources responsibly and strive for operational excellence.
10. **Growth and Sustainability** – We focus on long-term value creation for shareholders, employees, customers, and society.

Short Version

Integrity • Quality • Customer Focus • Professionalism • Innovation • Teamwork • Responsibility • Sustainability.



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3. Management Organization of the company:

ELLA TRADING PLC is managed by One CEO, one General Manager and Three deputy general managers. The operating structure will assist the company to perform its activity in a better way. The management team is able to successfully plan, direct, coordinate and implement the overall activities of the business. Others qualified personnel are assigned in different areas of the company. In line with the favorable investment condition in Ethiopia and prevailing market opportunities, our company is intending to be part of this endeavor and be an active player in the economic growth.

Management Structure

Chief Executive Officer (CEO)

- Provides overall leadership and strategic direction.
- Reports to shareholders.

General Manager (GM)

- Over all operational management
- Oversees day-to-day operations of all business units.
- Coordinates departmental activities.

Head Office Departments

1. Finance & Administration Department
 - Accounting
 - Treasury
 - Budget and Reporting
2. Human Resources & General Services Department
 - Recruitment
 - Training
 - Employee Relations
 - Administration
3. Marketing & Business Development Department
 - Sales
 - Customer Relations
 - Market Research
 - New Business Development
4. Procurement & Logistics Department
 - Purchasing
 - Inventory Management
 - Transport and Distribution
5. Internal Audit & Compliance Unit
 - Internal Controls
 - Risk Management
 - Compliance Monitoring
6. Manufacturing & investments unit
 - Industrial projects
 - Investment management
 - Joint ventures



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Business Units

1. Salt Processing Division
2. Coffee & Bean Processing and Export Division
3. Resort & Hospitality Division (including Felege Gihon Resort)
4. Fuel supply and Distribution Division
5. Investment & Manufacturing Division (including steel mill investments)

4. Company Identification:

Legal Name: ELLA TRADING PLC.

Taxpayer Identification Number: 0056583515

Address: Addis Ababa, Kirkos Sub city, Woreda 05, Elilita real state building 1st Floor.

Tel: +251911289336 or 251918353565

E-mail: ellatradingplc@gmail.com

www.ellatrading.com

Addis Ababa, Ethiopia

Person of contact:

1. Belachew Misganaw Ayehu CEO
2. Getachew Ayenbew Getahun G/M

5. Quality Statement:

ELLA TRADING PLC is committed to meeting and exceeding client's expectation in all aspects of its ongoing operation, including quality workmanship, on time delivery, professional service, and management. All employees are charged with, and expected to commit to this overall policy. Policies, processes, and procedures have been adopted by ELLA TRADING PLC limited to implement this plan. All employees are expected to conduct themselves appropriately at all times in their ongoing dealings with the public and with the prospective and actual clients of ELLA TRADING PLC. Any activities not in accordance with the quality system are to be reported to the General Manager of the Company.