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**CORPORATE  
PRESENTATION**



# OVERVIEW

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BROADLAND GROUP started operations in the deep glass processing industry in 1998

Today BROADLAND has operations in a wide range of sectors, with more than 900 employees working in Europe, US, Latin America and the Caribbean Islands



# WHAT WE DO?



INTERNATIONAL  
INVESTMENT BANKING

IMPORT & EXPORT

REAL STATE

MANUFACTURING

RETAIL DISTRIBUTION

IN ORGANIZED MARKET

INTERNATIONAL TRADE

INVESTMENT

AUTO GLASS

VEHICLE

SPOT & DERIVATIVES  
TRADING

LOGISTICS

DEVELOPMENT

CONSTRUCTION GLASS

ELECTRIC MOBILITY

STOCKS / BONDS

STORAGE &  
CONSOLIDATING

SALES & MARKETING

HOME ACCESSORIES

AUTO PARTS &  
ACCESSORIES

COMMODITIES

FORWARDING

ADHESIVES &  
SEALANTS

FOOD & BEVERAGE

# SPAIN - UNITED STATES VENEZUELA - COLOMBIA - CARIBBEAN ISLANDS





# SPAIN



BROADLAND GROUP HAS  
ESTABLISHED ITS CORPORATE  
OFFICES IN SPAIN.

The holding has its Headquarters in Barcelona , where most of the Investment, Real Estate , products Purchasing and Marketing activity takes place.

Although the operations might happen around the world, and with other companies of the Group, the decision point for most of the agreements and commercial partnerships sits in Europe.

# LATIN AMERICA



## HOW WE STARTED IN LATIN AMERICA?

In Latinamerica, Broadland started operation in the Glass Manufacturing Sector, developing well known brands in the Region, in the Architectural and Automotive Glass Industries.

Also developed an exclusive Cooperation with Top Worldwide suppliers like Fuyao in the Automotive Glass Industry and with top brands in the Glass Industry such guardian or Saint-Gobain Corporation.

Exclusive Distributor for Tata Motors in Venezuela in the and most appointed by Italian Brand Momo as Official Distributor for Venezuela and the Caribbean.

In the Automotive Industry Broadland Group has more than 10 years Experience as Distributor for Jeep, Chrysler, Kia, Fiat, Hyundai in Venezuela.



# LATIN AMERICA

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## OUR EXPERIENCE IN LATIN AMERICA

Broadland has also wide experience in the Spare Parts industry being Distributor of Mopar, Valeo, etc for the Venezuelan market.

The Group has expanded not only in the manufacturing but in the Distribution and Retail sectors in order to guarantee the quality and delivery for our Customers though a Network of Warehouses, Distribution Centers and Shops across Venezuela, Colombia, Aruba and U.S.A.

Broadland holdings has a plastic manufacturing company, Deplaven, to supply the demand in disposable cups and plastic solutions to the Venezuelan market.

# VENEZUELA

An aerial night photograph of a city, likely Caracas, Venezuela. The image shows a dense urban landscape with numerous high-rise buildings, many of which are illuminated. In the foreground, a large, modern building with a curved facade and a sign that reads 'AUTOBUILDING' is prominent. The building is surrounded by a landscaped area with trees and a road. The city lights create a vibrant, glowing effect against the dark night sky.

## OUR INFRASTRUCTURE IN VENEZUELA

Broadland group has 2 strategic warehouses. One is located in the free zone of Guaranao port where the group has also a container yard and its own custom broker agency for all the imports and exports in Venezuela. The other is located in Maracay where is also located one of our deep processing glass factory.

Moreover there are smaller storing warehouses locations in 17 other locations in the country. This infrastructure is essential to guarantee the supply coming to the region, as well as being a hub for the distribution to and from the neighbouring countries.



# VENEZUELA



## OUR INFRASTRUCTURE IN VENEZUELA

- AUTO PARABRISAS Y ACCESORIOS TARVECA - MARACAY, VENEZUELA.
- AUTO PARABRISAS Y ACCESORIOS TARVECA - CARACAS, VENEZUELA.
- AUTO GLASS MARIMAR - MARACAY, VENEZUELA.
- FULL DECO - MARACAY, VENEZUELA.
- MEGA GLASS -MARACAY, VENEZUELA.
- MEGA GLASS DEL CENTRO - VALENCIA, VENEZUELA.
- MISTER GLASS -MARACAY, VENEZUELA.
- MOTORES BARI - VALENCIA, VENEZUELA.
- CORPORACION ALLGLASS - CARACAS, VENEZUELA.
- HYPER GLASS GUAYANA -GUAYANA, VENEZUELA.
- LARA GLASS - BARQUISIMETO, VENEZUELA.
- SUPER GLASS ORIENTE - PUERTO LA CRUZ, VENEZUELA.
- GLASS PARAGUANA - PUNTO FIJO, VENEZUELA

# VENEZUELA



## OUR INFRASTRUCTURE IN VENEZUELA



The Group created a transportation company, “Ruedas del Centro” in the year 2009, in order to guarantee the supply to all our distribution centers.

The company has 50 vehicles that can meet the distribution needs of all our customers.

In 2010 we established a custom broker agency with an experienced team in customs clearance, in order to guarantee the legal requirements in all our import and exports.

In 2016 Broadland acquired the exclusive distribution of Chigo for Venezuela , diversifying into the home appliances.



# COLOMBIA

## OUR EXPERIENCE IN COLOMBIA

In Colombia Broadland holdings has 2 main warehouses, one located in Barranquilla port which receives all imports coming from westbound and other located in Bogota which receives through Buenaventura Port all eastbound shipments.

In order to get to our customers b2b and b2c, the Group acquired 15 shops in Colombia, that combined with the main warehouses, aim to cover the demand of the country.

# WHY CARIBBEAN ISLANDS?



After a very successful story in Venezuela in vehicle dealership, auto parts and accessories, and auto glass manufacturing for 20 years, representing top industry brands in Venezuela and Colombia.

The group started conquering the Islands markets. We wanted to:

Develop our know how in the Islands and introduce the brands we know that will succeed and are not in the area. CREATE A NEW MARKET

Develop the Electric mobility market in the area and become number 1 sales in electric vehicles. GROW A NEW MARKET

Stabilize sales volumes of the brands we sale and bring brands / categories as the market consolidates. CONSOLIDATE MARKETS AND CREATE NEW NEEDS





# CARIBBEAN ISLANDS

## OUR INFRASTRUCTURE IN CARIBBEAN ISLANDS

Broadland Holdings has branches in Aruba, Curaçao, and Bonaire.

The main warehouse in Oranjestad (Aruba) with 20.000 sq metres is currently the central point for the distribution in the Islands.

In terms of Retail, there is a shopping center with 24 offices and 12 stores in a strategic location in the Island. And another retail spot in the middle of the island.

In Curaçao , the Broadland also has 3 stores, and a warehouse for the island.

# CARIBBEAN ISLANDS



**allto**car®  
PREMIUM OUTLET

ELECTRIC SOLUTIONS  
SMART CENTER

**TRINX**

## OUR EXPERIENCE IN CARIBBEAN ISLANDS

# 1

### AUTOMOTIVE

- Vehicle Distribution
  - Motor and Electric
  - Car, van, mini-bus, truck
- Auto parts
- Accessories

# 3

### OTHERS

- Outdoor
  - Bicycle
  - Water sports
- Home
  - Appliances
  - Deco
  - Garden

# 2

### ELECTRIC MOBILITY

- Cars
- Commercial
- Motorcycle
- Scooters
- Bicycle
- Wheelchair
- Water vehicles

### OFFICIAL DEALERS



BROADLAND | GROUP



**USA**

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## OUR EXPERIENCE IN THE USA

The Group has its branches located in Miami. With offices and warehouses in order to stuff, consolidate, freight forwarding and sourcing raw materials from the United States of America to Latin America region.

This is also a strategic point used for fast shipping for spare parts and special items.

# CONTACT US

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