



Company Name:

Redacted

Credit Report Date:

30th October 2024

Country:

Colombia

Company Registration Number

Redacted

Date of Incorporation:

24th January 1980

Company Status/ Legal Form:

Active

Registered Address

Carrera 68D #39F - 51 sur Bogotá, Colombia

Currency

Figures within the Colombia Credit Report are in the local currency which is (COP) unless otherwise indicated.



COMPANY CREDIT REPORT

LOCATION FACTS	
Currency	Peso (COP)
Economic Risk	LOW

STATUTORY INFORMATION	
Order	***Redacted***
Address in the order	Colombia
Legal Name	***Redacted***
Trade Name	***Redacted***
ID	NIT
ID Details	860.074.450-9
Creation Date	1980
Incorporation Date	24/01/1980 DD/MM/YYYY
Legal Address	Carrera 68D #39F - 51 sur Bogotá, Colombia
Company Status	Active



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Telephone	018000-91 00 09 NATIONAL: (601) 482 48 58
Fax	(601) 482 48 58
Legal Form	SOCIEDAD ANONIMA
E-Mail	habeas@quala.com.co
Registered In	COLOMBIA
Website	https://www.instagram.com/qualacolombia/?hl=es https://www.quala.com.co/
Contact	Michael de Rhodes Dub, President and Founder
Staff	The company has approximately 2,500 direct employees and 1,200 indirect employees.
Activity	Production and marketing of consumer goods across various categories, including beverages, cooking products, personal care items, candies, and frozen treats.

BANKS	
Name of Bank	Reported Amount
There are no banks found	
Description	NA



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HISTORY

History

TIMELINE:

1980

Their first headquarters

Their history began in 1980 when a group of people joined together to take advantage of the country's potential to produce and market quality foods.

1981

Competing with the big boys

They launched Baticrema, and a year later Batilado; two brands that allowed them to compete for the first time with large multinationals.

With a clear and striking advertising strategy they gained space in the market share and continued developing new projects.

1983

Advancing in the dessert category

They moved to a larger headquarters, located on Calle 18 with Carrera 39 in Bogotá. They launched Quipitos, a delicious candy that allowed them to target children and expand customer coverage by coming to the store for the first time.

1986

Entering new categories: Food

They challenged themselves again, entering a very competitive market: Soups. We bought the Hogareña brand and launched La Sopera, two products that opened up great opportunities, allowed them to understand the complexity of the business and put them in competition again against large multinationals.

1989

Energizing categories and growing



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	<p>They launched Fresco Frutiño, a different concept, with more flavors, a unique packaging and a novel form of communication that reactivated the entire category, doubling consumption and sales in just two years. Frutiño achieved the leadership of the powdered soft drink market and remains in first place to this day.</p> <p>1992 Other Frutiño products Taking advantage of the success of the Frutiño brand, in June 1992 they launched Gelatina Frutiño, the best alternative for between-meal snacks and became the best-selling gelatin in Colombia, being the only one with fruit pulp.</p> <p>1996 They expanded their market and once again entered a new challenge, the broth market, with the launch of Doña Gallina, the only broth with the flavor and substance of the Creole chicken. With a strong marketing strategy and one of the commercials most remembered by Colombians, Doña Gallina became one of our most successful brands and with the best percentage of participation in its category.</p> <p>1997 Their own headquarters Their firm purpose of continuing to grow and the accelerated success that we achieved in 16 years, allowed them to move to their own headquarters in January 1997, located south of the city of Bogotá in the Venecia neighborhood. A place built to provide comfort and well-being to our employees, with large spaces, recreational areas and optimal facilities for their production plants.</p> <p>Diversification: now with instant powders</p>
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	<p>They launched FamiliaYá, a drink with which they entered into competition in the instant powder category; they started with the orange flavor and later expanded to a wide variety of flavors.</p> <p>2000</p> <p>A new challenge: hydrating drinks They launched Activade, true hydration, true economy. A powdered drink that offers the consumer the best hydration at the lowest price and with refreshing flavors: Passion Fruit, Mandarin, Grape and Tropical Fruit. Returning to the style of grandmothers In September 2000 we launched Del Fogón seasonings, made in the old-fashioned way. Its natural ingredients highlight the flavor of Colombian food in the best grandmother style.</p> <p>2002</p> <p>Leading the Powdered Soft Drink Market With the firm intention of becoming leaders in the powdered soft drink segment and based on the good results obtained with Fresco Frutiño and FamiliaYá, we launched Light Yá, a calorie-free powdered soft drink with delicious fruit flavors that managed to obtain a 35% market share in the light soft drink market in just six months.</p> <p>2003</p> <p>Ricostilla, a great innovation We innovated in the broth market with the launch of Ricostilla, the first rib broth in the world. With the launch of Ricostilla we managed to revitalize this category, obtain a 26% market share in record time and be the pioneers in producing and marketing the first cubed rib broth in the world.</p> <p>2004</p>
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	<p>Gelagurt, a new bet in the dessert category We increased our leadership in the dessert category, we launched Gelagurt to the market, a novel dessert that in addition to its delicious flavors incorporates calcium, proteins and vitamins by being a perfect mix between Gelatin and Yogurt.</p> <p>A new category: Personal Care With a great step for the company, we ventured into the personal care category. Their experience in some mass consumption segments and deep knowledge of the consumer allowed them to develop Savital shampoo, revolutionizing the Colombian market, becoming the second brand in the shampoo market, and increasing their product portfolio to include balms and hair creams.</p> <p>2005 Yogoso joins Bonlce With the support of the Bonlce brand, Yogoso is launched in the Colombian market. With ingenuity and creativity, we present winning flavors to consumers.</p> <p>A new challenge: fruit pulp They surprised housewives with the launch of Pulpifruta, fruit pulp with the flavors preferred by Colombian mothers.</p> <p>2006 Fortident, strengthening the Personal Care portfolio We launched Fortident, a high-quality toothpaste at a fair price. The launch of Fortident revolutionized the oral care market in Colombia and managed to become the second brand in the toothpaste segment.</p> <p>Surprising the palate of Colombians With Gustiarroz they surprised the Colombian consumer and the seasoning market again, a ready-made seasoning for rice that makes it looser, more</p>
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	<p>delicious and makes the rice rise much more, with Gustiarroz the rice is even better.</p> <p>2010 Suntea arrives in Colombia to conquer the market and become a leading brand of powdered tea.</p> <p>2012 Launch of Don Gustico and introduction of 2 macrocategories: Home Care with Aromatel and RTD Drinks with the launch of Vive 100, made with guarana extract and tea extract.</p> <p>2013 SunTea in Bottle is launched and the Bonlce business explodes with the launch of Popetas, the first gourmet corn popcorn.</p> <p>2014 2014 saw the introduction of the Bioexpert brand, taking over the female market with a salt-free and petrochemical-free shampoo.</p> <p>2016 The delicious combination of aloe vera crystals and fruit flavor arrives with the launch of the new Saviloe drink.</p> <p>2017 We launched Nutribela 10, which combines 10 recognized ingredients in its complex.</p> <p>2021 Panela is an ingredient that has been with Colombians all their lives, and from this tradition a new inspiration is born: Panelada, with Panela and lemon flavor, a drink to drink hot or cold.</p>
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	<p>2022</p> <p>Panelista, the new drink with Panela to prepare at home, arrives in Colombia to consolidate them as leaders in the panela category.</p>
<p>Key Developments</p>	<p>The Network of Overseers denounced the multinational Quala for alleged mistreatment of street vendors</p> <p>They ask that the soft drink marketing company be investigated, since it does not provide labor guarantees to the people who sell them, who, for the most part, are older adults</p> <p>Licsa Gómez</p> <p>By</p> <p>Licsa Gómez</p> <p>Apr 18, 2024 06:03 p.m.</p> <p>The complaint was generated from a video in which an influencer, who was in the Plaza de Bolívar in Bogotá, showed the difficulties faced by street vendors and the working conditions in which they work - credit @negociosinter13/X</p> <p>The Colombian Oversight Network reported to the Ministry of Labor and the Pension and Parafiscal Management Unit (UGPP) the multinational Quala Colombia for the alleged labor abuse of more than 6,000 people who sell soft drinks on the streets.</p> <p>According to the public complaint, the business organization Quala would be financing well-known political parties, while violating the labor rights of its workers on the street, such as street vendors who wear their uniforms and other clothing or advertising alluding to the brand and products such as Vive 100 and Bonlce. The Network of Oversight, at the repeated request of the public, joined the initiative of a young influencer who published on his social networks the very precarious situation of street</p>



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	<p>vendors of Vive 100 and BonIce, an initiative to which, as he indicated, businessmen from downtown Bogotá have also joined.</p> <p>Thus, he announced social and legal support in defense of the rights of workers in the sector that has been "hit and overexploited contrary to the principles and values of a dignified life, the right to fair remuneration, equality in the face of these street vendors whose disgraceful working conditions and remuneration contradict the postulates of the Social State of Law."</p> <p>Does Quala S.A. aggravate the situation of older adults in the country? 6/17/2024</p> <p>Quala S.A. is a Colombian multinational consumer goods company founded in 1980 by Mr. Michael Rhodes. Currently, it has a direct presence in Mexico, the Dominican Republic, Ecuador, Peru, Guatemala, Honduras, and Nicaragua, with more than 10 thousand collaborators. Among its most recognized products are Bonice, Vive 100, Amper, Vitaloe, and a variety of beauty products.</p> <p>In our country, approximately 6,000 people in 2022 were dedicated to the sale of products such as Vive 100 and Bonice, being important to highlight that, for the year 2022, the company reported operating income of \$1,361,816,574,000 and profits of \$3,888,980,000 in Colombia alone. In addition, it has million-dollar shares in several direct and indirect business models in Ecopetrol, with a turnover of more than 3,000 million pesos in a single business.</p> <p>The unfortunate thing about these ostentatious figures is that the company allegedly does not</p>
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	<p>provide job guarantees to its workers, these sellers allegedly do not have social benefits, they work for a salary that represents barely 5% of the current legal minimum wage, their earnings per product range between 160 and 200 pesos despite the fact that they work long days between 9 to 12 hours, exposed to the sun and rain without the slightest support from Quala S.A. What aggravates the situation is that the majority of workers are older adults, who are immersed in precariousness.</p> <p>According to the above, how much would companies like Quala S.A be saving by violating the guarantees and fundamental rights of their workers? Let's take as an example the minimum wage for 2022, which was \$1 million pesos. According to the law, Quala S.A. should have paid \$120,000 pesos per salesperson, corresponding to 12% of the minimum wage, as a pension contribution. Considering its 6,000 salespeople for 2022, this amounts to \$720 million pesos per month, equivalent to \$8,640,000,000 per year. In addition, they should have allocated 0.63% of their operating income from sales to the health insurance of their salespeople.</p> <p>This type of company intensifies the need for pension reform. Currently, 3 million senior citizens in the country do not have any old-age benefits, a figure that increases day by day. According to the Dian, it is estimated that today there is a population of 51,105,810 inhabitants in the country, of which only 18% manage to retire. Among them, 7,107,914 are people over 60 years old, which is equivalent to 13.9% of the total population.</p> <p>Popular Action against Fedepanela and QUALA S.A. was admitted.</p>
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	<p>Dignidad Panelera affirms that products promoted using the name of panela are not natural products as initially reported and, in addition, they have the sector in economic difficulties</p> <p>Caracol Radio</p> <p>02/16/2024 - 20:25 h COT</p> <p>TunjaThe panela producers that are part of Dignidad Panelera continue to affirm that these two products have seriously affected the trade of natural panela in the country, they assure that they contain ingredients that make the product not natural as has been reported and decided to institute a popular action.</p> <p>On Caracol Radio, we spoke with Denis Ariza, president of Dignidad Panelera and he explained.</p> <p>“About four years ago, QUALA S.A., the multinational, launched two products on the market where it refers to – panelada – and – panelista –, those two products were promoted nationwide in television commercials, in AAA time slots, where it seemed like it was a natural panela product; well, those two products were very detrimental to the natural panela producers in Colombia, to us, who produce natural panela, because people assumed that those two products were natural panela when in reality they have ingredients that we, the panela producers, are totally prohibited from using, such as sweeteners, aspartame and other sweeteners different from natural panela (...) we are in gigantic losses because the truly natural panela has displaced us by more than 40% in consumers,” he said.</p> <p>The director explained what they intend with the Popular Action.</p>
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	<p>“We decided to advance that Popular Action that was already admitted, asking that if they want to call them by that name, as they are calling them, they would have to use 100% panela and not fall into a deception of the consumer, because today we see that this product is really a deception of the consumer, they showed through television what was the way of producing panela, which is real as we produce it, but when they go to the final product it is not the true natural panela that we produce, it has, I insist, other ingredients and against the Federation, because it is supposedly called to defend the panela makers in Colombia but it endorses a product totally against the panela makers in the country.”</p> <p>Finally, Ariza revealed that they have been in crisis since these two products appeared on the market and said: “It is a very serious problem for us panela producers in Colombia because we have been in crisis since these products came out and we have no hope that our product will once again rise to the fair price that it should be and that the producer will be paid the minimum price of 3,600 pesos per kilo because we have not seen that for a long time.”</p> <p>Situation of alleged labor exploitation of Bonice and Vive 100 vendors escalates to the Ministry of Labor This Wednesday there will be a meeting to review the situation generated after the complaints about alleged labor exploitation of street vendors, which has been going on for some time.</p> <p>Economy Editorial April 23, 2024 After the complaints that came to light recently, according to which Bonice and Vive 100 vendors in Colombia complained about their working conditions in terms of remuneration, social security</p>
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	<p>and delivery of social protection elements to carry out their activity, the Network of Oversight Services became involved in the matter and will now be at a dialogue table with the Minister of Labor, Gloria Inés Ramírez, which will take place this Wednesday at 8 in the morning. In July 2023, the Ministry of Labor had already taken action on the matter, when it gave a warning about the situation that had been aired by the collaborators who are in charge of distributing the company's products. At that time, the Ministry's labor inspectors carried out the case reviews, approaching the collaborators in public spaces, where they usually carry out their work, selling products such as the Vive 100 energy drink from the Quala company.</p> <p>According to the Network of Oversight, the meeting with the Ministry of Labor will be to inform the governing body of employment policy, first-hand, of the scope of the complaint revealed to the public. At all times, the collaborators have emphasized that their search is not related to a request for subsidies, but rather to a job that allows them to have better conditions of well-being.</p> <p>With this complaint, it is hoped to clear up more than 6,000 labor relations.</p> <p>Investment Growth and Expansion</p> <p>Since Advent International's investment in Quala in 2016, the company has solidified its position as a leading independent provider of tank wash, inspection, maintenance, and repair solutions in North America. This partnership has allowed Quala to grow from 60 locations with 500 employees to 119 locations with over 1,800 employees today. The strategic investments made during this period have focused on safety enhancements, technological advancements, and talent acquisition.</p>
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	<p>One notable aspect of these investments includes the development of a proprietary technology suite known as OnTrax. This technology aims to streamline services for customers and improve overall efficiency within the organization. By investing heavily in technology and infrastructure, Quala has been able to enhance its service offerings significantly.</p> <p>Financial Performance</p> <p>The financial performance metrics indicate that Quala has achieved substantial growth under Advent’s ownership. The company reported an annual growth rate of approximately 15.61% in net sales revenue and a remarkable increase of 163.1% in net profit for the period recently analyzed. These figures reflect not only the effectiveness of their investment strategies but also their commitment to driving customer excellence through innovation.</p>
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PRINCIPAL ACTIVITY	
<p>General Description</p>	<p>Quala S.A. is a multinational company founded in 1980, headquartered in Bogotá, Colombia. It specializes in the production and marketing of consumer goods across various categories, including beverages, cooking products, personal care items, candies, and frozen treats. The company has expanded its operations beyond Colombia to several other Latin American countries such as Mexico, Brazil, the Dominican Republic, Ecuador, Peru, and Venezuela.</p>



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	<p>Quala has established itself as a significant player in the Colombian market due to its extensive distribution network and brand recognition. The company focuses on producing high-quality products that resonate with local consumer preferences.</p>
<p>Service/Product Description</p>	<p>PRODUCTS OFFERED BY QUALA COLOMBIA</p> <p>Quala’s product portfolio is extensive and includes several well-known brands that cater to different consumer needs. Below are some of the main categories of products offered by Quala:</p> <p>Food Products:</p> <p>Snacks: Quala produces a variety of snack foods, including chips and crackers that are popular among consumers for their taste and quality.</p> <p>Dairy Products: The company offers dairy items such as yogurts and cheese, which are staples in many Colombian households.</p> <p>Beverages: Quala has a range of beverages including juices and flavored drinks that appeal to both children and adults.</p> <p>Personal Care Products:</p> <p>Hygiene Products: This category includes items like soaps, shampoos, and conditioners that focus on personal hygiene and care.</p> <p>Cosmetics: Quala also ventures into cosmetics with products designed for beauty enhancement.</p> <p>Household Products:</p> <p>Cleaning Supplies: The company provides various cleaning agents that are effective for household use.</p> <p>Health Products:</p>



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	<p>Quala has expanded into health-related products, offering nutritional supplements aimed at improving overall wellness.</p>
<p>Sales</p>	<p>Wholesale</p>
<p>Operations Area</p>	<p>National and International.</p> <p>The company’s manufacturing facilities are primarily located in Bogotá, where it began operations with a small team producing Instacrem. Over the years, it has scaled up its production capabilities significantly to meet growing demand.</p>
<p>Imports From</p>	<p>Mexico, Italy, India, Spain, Haiti, Vietnam, Ecuador, South Korea, Austria, Brazil, among others.</p> <p>IMPORTS Import Activity According to the information provided, Quala S.A. has a comprehensive import record that spans from January 2, 2007, to April 14, 2024. During this period, the company has recorded a total of 18,493 shipments. This extensive activity indicates Quala’s robust supply chain and its reliance on international suppliers for raw materials and other goods necessary for its operations.</p> <p>Top Trading Partners The primary trading partners for Quala S.A. in terms of imports include:</p> <p>Krones AG Wallingsford Products LLP Croda Inc. Chuang Traders Limited</p> <p>These companies represent key suppliers from various regions that contribute to Quala’s product offerings.</p>



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	<p>Top Origins of Imports The main countries from which Quala S.A. imports goods are:</p> <ul style="list-style-type: none"> United States Mexico China Germany Brazil <p>This diverse range of origins reflects Quala’s strategy to source materials globally to maintain competitive pricing and quality.</p> <p>Sample Import Shipment Details An example of an import shipment by Quala S.A., dated January 31, 2024, includes:</p> <ul style="list-style-type: none"> Importer: Quala S.A. Supplier: Peruplast S.A. Country of Origin: Peru Gross Weight: 12,350 Kgs Quantity: 12,349.71 KG
<p>Exports To</p>	<p>USA, Panama, Venezuela, Guatemala, Peru, Mexico, among others.</p> <p>EXPORTS Export Destinations and Trading Partners</p> <p>The primary destinations for Quala S.A.’s exports include several countries in Latin America. The top trading partners are:</p> <ul style="list-style-type: none"> Ecuador Peru Dominican Republic Guatemala Venezuela



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	<p>These countries represent the main markets where Quala S.A. distributes its products, highlighting the company’s strategic focus on regional trade within South America and the Caribbean.</p> <p>Recent Export Activity</p> <p>In recent months, Quala S.A. has continued to maintain an active export schedule. For instance, on July 31, 2024, the company exported a shipment weighing 52,466 kilograms (approximately 115,666 pounds) to Ecuador. This shipment consisted of 51,084 liters of product and was valued at approximately \$30,650.40 USD, indicating the financial significance of these transactions.</p> <p>The information provided also details various other shipments made by Quala S.A., including those to Peru and the Dominican Republic during late July 2024. These records further illustrate the company’s ongoing commitment to expanding its market presence and fulfilling demand across different regions.</p>
<p>Employees</p>	<p>The company has approximately 2,500 direct employees and 1,200 indirect employees.</p>
<p>Payments With Suppliers</p>	<p>Made on a 30-45 daily basis / regular</p>
<p>BRANDS</p>	
<p>Brand</p>	<p>Comments</p>
<p>QUALA</p>	<p>-</p>
<p>BOKA</p>	<p>-</p>
<p>ACTIVADE</p>	<p>-</p>



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FAMILIA YA	-
FRUTIÑO	-
LIGTH YA	-
PANELADA	-
BATI CREMA	-
BATILADO	-
BON ICE	-
INSTA CREM	-
POPETAS	-
DEL FOGON	-
DON GUSTICO	-
LA SOPERA	-
SASONES	-

CLIENTS

Name of Client	Country	Comments
CANPACK US LLC,	USA	-
CORAL CARIBBEAN TRADING SA	PANAMA	-
QUALAMEX S.A DE C.V	MEXICO	-
KENYA SWEET LIMITED	USA	-
QUALA ECUADOR	ECUADOR	-



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QUALA PERU S.A.C	PERU	-
QUALA DOMINICANA S.A.	REPUBLICA DOMINICANA	-
YANBAL ECUADOR S.A	ECUADOR	-
QUALA GUATEMALA S.A.	GUATEMALA	-
DISTRICALA S.A	PERU	-
DISTRIBUIDORA DAMASCA 2013, C.A	VENEZUELA	-
CARTONES NACIONALES S.A.I. CARTOPEL	COLOMBIA	-
QUALAVEN C.A.	VENEZUELA	-

Comments

CUSTOMERS

Customer Base Characteristics Quala S.A. serves a diverse customer base that includes both individual consumers and businesses. The company’s products are designed for mass consumption, which means they cater to a wide demographic range. This includes families purchasing everyday household items as well as retailers stocking their shelves with Quala’s offerings.

Retail Partnerships: Quala collaborates with numerous retail outlets across Colombia to ensure its products are widely available. These partnerships include supermarkets, convenience stores, and local markets that help distribute their goods effectively.

Consumer Segmentation: The customer base can be segmented into different categories based on product lines:



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	<p>Beverages: Targeting consumers looking for refreshing drinks.</p> <p>Cooking Products: Aimed at households seeking convenient cooking solutions.</p> <p>Personal Care: Focusing on individuals interested in personal hygiene and grooming products.</p> <p>Candies and Frozen Treats: Catering to children and families looking for snacks and desserts.</p>
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SUPPLIERS

Supplier Name	Country	Comments
AGAVE AZUL SAN JOSE SA DE CV	MEXICO	-
PRO QUALA SA	REPUBLICA DOMINICANA	-
OXITENO MEXICO SA DE CV	MEXICO	-
SYMRISE S DE RL DE CV	MEXICO	-
GAUTAM EXPORT CORPORATION	INDIA	-
TTCA CO.,LTD.	SOUTH KOREA	-
ANGLOLATAN FOOD AND BEVERAGE	HAITI	-
ZETA ESPACIAL S.A.	SPAIN	-
GIVAUDAN DE MEXICO,S.A DE C.V.	MEXICO	-
KRONES AG	AUSTRIA	-
WALLINGSFORD PRODUCTS LLP	USA	-
CHUANG TRADERS LIMITED	CHINA	-
INTERFLAVORS C.V.	MEXICO	-



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LUBRIZOL ADVANCED MATERIALS, INC.	USA	-
MESAL MAQUINAS E TECNOLOGIA LTDA	BRAZIL	-
Comments	<p>SUPPLIERS Diversity of Suppliers: Given that Quala operates in multiple product categories (beverages, personal care products), it likely sources raw materials from a diverse range of suppliers. This could include agricultural producers for beverage ingredients (like fruits or sugar), chemical manufacturers for personal care formulations, and packaging suppliers.</p> <p>Local vs. International Suppliers: As a Colombian company with regional operations, Quala may prioritize local suppliers to reduce transportation costs and support local economies. However, it might also engage international suppliers for specialized ingredients or materials that are not available locally.</p>	

LOCATION	
Headquarters	Carrera 68D #39F - 51 sur Bogotá, Colombia
Branches	QUALA DISTRITO CALI Carrera 35 A # 16-80, Centro Logístico El Cortijo. Bodega 1. Cali, Valle del Cauca. QUALA DISTRITO BARRANQUILLA Calle 110 #6 – 335 , Metro Parque Industrial



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	<p>Comercial. Bodega MA23, MA24, MA25, MA26A. Barranquilla, Atlántico.</p> <p>QUALA DISTRITO BUCARAMANGA Carrera 17 #58 – 159 Vía Chimita – Palenque. Complejo Wonder. Girón, Santander.</p> <p>QUALA DISTRITO PEREIRA Carrera 17 Diagonal 17 #9-03. Sector La Popa – Dosquebradas. Pereira, Risaralda.</p> <p>QUALA DISTRITO MEDELLÍN Calle 2 # 50-243 Barrio Guayabal. Medellín, Antioquia.</p> <p>Quala Distrito Bogotá Carrera 68D # 39F-20 Sur. Bogotá D.C. Colombia.</p>
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GROUP STRUCTURE AND SUBSIDIARY COMPANIES	
Listed at the stock exchange	NO
Capital	\$29.329.668.000 COP
Shareholders (%)	Major holder is Michael de Rhodes Dub.
Management	<p>Michael de Rhodes Dub, President and Founder</p> <p>German Cagua, General Manager</p> <p>Juan Diego Aparicio Contreras, Export Manager</p> <p>Gonzalo Aristizabal, Marketing and Innovation</p>



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	<p>Director</p> <p>Felipe González Tascón, Marketing Manager</p>
Subsidiary Companies	<p>COMPAÑÍA DE GALLETAS NOEL S.A.S.</p> <p>GRUPO FAMILIA</p> <p>COMPAÑÍA NACIONAL DE CHOCOLATES S.A.S.</p> <p>ALQUERÍA</p> <p>PRODUCTOS RAMO S.A.</p> <p>POSTOBON S.A.</p> <p>COLOMBINA S A</p> <p>ALPINA PRODUCTOS ALIMENTICIOS SA</p> <p>GRUPO NUTRESA S.A.</p> <p>BAVARIA S.A.</p>
Related Companies	<p>Some related companies are:</p> <p>QUALA DOMINICANA SA</p> <p>QUALA ECUADOR SA</p> <p>QUALA GUATEMALA, S.A.</p> <p>QUALA NICARAGUA SA</p> <p>COMERCIALIZADORA QUALA HONDURAS S A</p>

FINANCIAL INFORMATION	
Financial Figures	We attach the company´s last financial statements
IMPORT FOB DOLLAR	
Year	Amount
2020	52901984 USD
2021	56637528 USD
2022	108280383 USD



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2023	85726521 USD
2024	73454038 USD
EXPORT FOB DOLLAR	
Year	Amount
2020	11567721 USD
2021	21107045 USD
2022	22099138 USD
2023	29802897 USD
2024	15649712 USD

LEGAL FILINGS

Lawsuits	<p>2018-08-16 Uncategorized QUALA S.A. vs. PREBEL S.A. JUDGMENT Date: 08/16/2018 Filed: 16-203775 Plaintiff: Quala S.A. Defendant: Prebel S.A. Officer: Gregory de Jesús Torregrosa Rebolledo Once the evidentiary debate has been exhausted and the closing arguments of the parties have been heard, the firm must resolve the following and it is, according to the object of the litigation, to determine whether the way in which PREBEL presents its ARDEN FOR MEN shampoo for men on the market constitutes or does not constitute unfair acts of confusion, exploitation of another's reputation and violation of standards, as well as</p>
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COMPANY CREDIT REPORT

	<p>whether or not this presentation incurred an infringement of the industrial property rights of QUALA, of the plaintiff, and if the above is proven, we will determine the existence or not of damages and losses requested by the plaintiff. The above taking into account the determination of the litigation at the hearing held on July 24, 2017.</p> <p>ORDINARY LABOR PROCESS PLAINTAINEE: EDUARDO PLATA RODRIGUEZ DEFENDANT: QUALA S.A. FILED: 11001 31 05 012 2018 00489 02 REPORTING MAGISTRATE: ÁNGELA LUCÍA MURILLO VARÓN Bogotá, D.C., July twenty-ninth (29) of two thousand twenty-one (2021). JUDGMENT The Fifth Labor Decision Chamber of the Superior Court of Bogotá proceeds, in compliance with the provisions of Decree 806 of June 4, 2020, issued by the National Government within the framework of the State of Emergency, article 15 and related articles, and Agreement PCSJA20-11567 issued by the Superior Council of the Judiciary, article 10, to decide the appeal filed by the plaintiff against the judgment issued on December 1, 2020 by the Twelfth (12) Labor Court of the Bogotá D.C. Circuit.</p> <p>Bogotá D.C., August Six (06) of two thousand ten (2010) REPUBLIC OF COLOMBIA Judgment No. 014 File 04031702 Plaintiff: Quala S.A. Defendant: Nestlé de Colombia S.A. The Superintendency of Industry and Commerce proceeds to make the decision on the merits regarding the action of unfair competition brought by Quala S.A. against Nestlé de</p>
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COMPANY CREDIT REPORT

	Colombia S.A. (...)
Trademarks	No records found.
Patents Registered	No records found.
Renewals	No records found.
UCC (Uniform Commercial Code)	No records found.
OFAC Sanctions List Search	No sanctions found.

SUMMARY	
Summary	<p>QUALA SA was founded in 1980 in Colombia.</p> <p>Quala S.A. is a multinational company founded in 1980, headquartered in Bogotá, Colombia. It specializes in the production and marketing of consumer goods across various categories, including beverages, cooking products, personal care items, candies, and frozen treats. The company has expanded its operations beyond Colombia to several other Latin American countries such as Mexico, Brazil, the Dominican Republic, Ecuador, Peru, and Venezuela.</p> <p>Quala has established itself as a significant player in the Colombian market due to its extensive distribution network and brand recognition. The company focuses on producing high-quality products that resonate with local consumer preferences.</p>



COMPANY CREDIT REPORT

	<p>Its headquarter is located at Carrera 68D #39F - 51 sur Bogotá, Colombia. It is ACTIVE.</p>
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RISK INFORMATION	
Debts	Controlled.
Payments	Made on a 30-45 daily basis / regular
Cash Flow	Normal
Suggested Credit Line	300.000 USD
State	ACTIVE

REVIEW	
Review	-
Alert	2
Risk	LOW
Requested Credit Amount	MAXIMUM
Maximum Credit Provided	300,000 USD



COMPANY CREDIT REPORT

FINAL CLASSIFICATION

RR1 Fully Approved:	The company is well established and in good situation.
RR2 Approved:	Credit dealings approved.
RR3 Marginal Positive:	Business dealings approved +suggested monitoring.
RR4 Marginal Negative:	Low credit suggested + highly suggested monitoring.
RR5 Unsatisfactory:	No credit line suggested + monitoring the company.
NEG Negative:	The company does not exist



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Financial Position Statement (FPS) Report

NIT 860074450

*Figures in Thousands of Colombian Pesos (M)

Accounts	2023-12-31	2022-12-31
Assets		
Current assets		
Cash and cash equivalents	\$65.055.684 M	\$78.743.743 M
Trade and other receivables, current	\$165.507.594 M	\$122.959.246 M
Current inventories	\$315.134.170 M	\$515.939.973 M
Current tax assets, current	\$45.516.162 M	\$47.390.449 M
Current biological assets	-	-
Other current financial assets	-	-
Other current nonfinancial assets	\$8.312.870 M	\$9.829.661 M
Current non-cash assets pledged as collateral for which the transferee has	-	-
Total current assets other than non-current assets or disposal groups	\$599.526.480 M	\$774.863.072 M
Non-current assets or disposal groups classified as held for sale or held for	\$25.000.000 M	-
Total current assets	\$624.526.480 M	\$774.863.072 M
Non-current assets		
Investment property	-	-
Property, plant and equipment	\$640.740.011 M	\$664.527.801 M
Goodwill	-	-
Intangible assets other than goodwill	\$3.820.418 M	\$2.401.416 M
Non-current biological assets	-	-
Trade and other receivables, current Current	\$5.418.844 M	\$2.638.893 M
Non-current inventories	-	-
Deferred tax assets	-	-
Current tax assets, non-current	-	-
Other non-current financial assets	-	-
Other non-current non-financial assets	-	-
Non-current assets other than cash pledged as collateral for which the	-	-
Total non-current assets	\$649.979.273 M	\$669.568.110 M
Total Assets	\$1.274.505.753 M	\$1.444.431.182 M
Equity and liabilities		
Current liabilities		
Current provisions		
Current provisions for employee benefits	\$14.797.188 M	\$12.262.955 M
Other current provisions	\$22.882.829 M	\$117.639.533 M
Total current provisions	\$37.680.017 M	\$129.902.488 M
Trade and other payables, current	\$291.231.560 M	\$284.723.062 M
Current tax liabilities, current	\$23.904.340 M	\$6.437.299 M
Other current financial liabilities	\$3.400.476 M	\$2.758.029 M
Other current non-financial liabilities	-	-
Total current liabilities other than liabilities included in disposal groups	\$356.216.393 M	\$423.820.878 M
Liabilities included in disposal groups classified as held for sale	-	-
Total current liabilities	\$356.216.393 M	\$423.820.878 M
Non-current liabilities Current		
Non-current provisions		
Non-current provisions for employee benefits	\$24.593.435 M	\$20.967.437 M
Other non-current provisions	-	-
Total non-current provisions	\$24.593.435 M	\$20.967.437 M
Trade payables and other non-current payables	-	-
Deferred tax liabilities	\$53.724.920 M	\$44.700.794 M
Current tax liabilities, non-current	-	-
Other non-current financial liabilities	\$139.639.318 M	\$174.030.642 M
Other non-current non-financial liabilities	-	-
Total non-current liabilities	\$217.957.673 M	\$239.698.873 M

Total liabilities	\$574.174.066 M	\$663.519.751 M
Equity		
Issued capital	\$29.329.668 M	\$99.329.668 M
Premium on issue	-	-
Treasury shares	-	-
Supplementary investment to allocated capital	-	-
Other equity interests	-	-
Revaluation surplus	-	-
Other reserves	\$14.665.267 M	\$49.665.267 M
Retained earnings	\$656.336.752 M	\$631.916.496 M
Total equity	\$700.331.687 M	\$780.911.431 M
Total equity and liabilities	\$1.274.505.753 M	\$1.444.431.182 M

Comprehensive Report

NIT 860074450

*Figures in Thousands of Colombian Pesos (M)

Accounts	2023-12-31	2022-12-31
Profit for the period		
Profit (loss)		
Revenue from ordinary activities	\$1.574.446.228 M	\$1.361.814.278 M
Cost of sales	\$1.080.943.112 M	\$941.810.271 M
Gross profit	\$493.503.116 M	\$420.004.007 M
Other income	\$15.050.474 M	\$10.653.893 M
Selling expenses	\$187.060.392 M	\$139.066.319 M
Administrative expenses	\$286.181.101 M	\$257.873.083 M
Other expenses	\$30.687.749 M	\$6.058.476 M
Other gains (losses)	-	-
Profit (loss) from operating activities	\$4.624.348 M	\$27.660.022 M
Difference between the carrying amount of dividends payable and the	-	-
Gains (losses) arising from the derecognition of financial assets measured	-	-
Finance income	\$71.283.830 M	\$28.039.763 M
Finance costs	\$39.281.344 M	\$49.426.004 M
Impairment of earnings and reversal of impairment losses (impairment	\$1.316.662 M	\$876.697 M
Gains (losses) arising from differences between the previous amortized	-	-
Previously recognized accumulated gain (loss) in other comprehensive	-	-
Hedging gains (losses) on hedging a group of items with offsetting risk	-	-
Profit (loss), before tax	\$35.310.172 M	\$5.397.084 M
Tax income (expense)	\$25.078.259 M	\$1.508.104 M
Profit (loss) from continuing operations	\$10.231.913 M	\$3.888.980 M
Profit (loss) from discontinued operations	-	-
Profit (loss)	\$10.231.913 M	\$3.888.980 M