



**Blendhub** CORP.

Our Identity

October 2015

**Blendhub Corp.** is the group of companies that is becoming a reference of innovation and technology in the agrifood sector.

Our origin can be seen in the founding of **Premium Ingredients**, created in 1997 by Henrik Stamm Kristensen, a Dane with considerable experience in the agrifood sector, who decided to be based in Spain. Today, the group of companies combines the native transparency and confidence of Denmark, with latin character and agility.

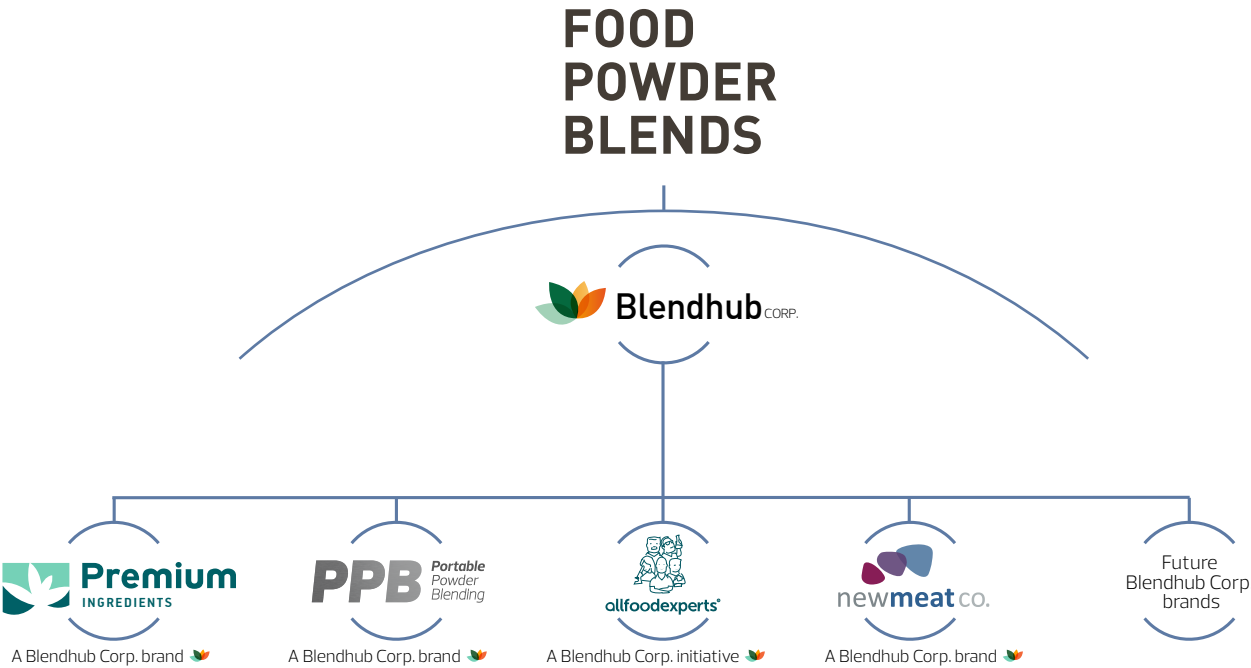
His interest and consistent offering to food producers of a complete service, above and beyond formulation and blending raw material powders led to the creation in 2014 of an economic category inside the sector: **Food Powder Blends**.

**Blendhub Corp.** leads this bet, which questions the statu quo of the agrifood value chain, allowing faster access to new markets, reducing costs, and providing a whole service offering from how to design, optimize and operate blends and factories.

To this end we start by offering our business model to the international marketplace, our experience and our different business areas to both existing companies and for the creation of new business opportunities.

**Blendhub Corp.** is created in 2014 with two core objectives:

- Provide a corporate framework to the different companies in the group. A structure that reinforces institutionally these companies and initiatives, whilst leaving space for ordered growth of future projects and business lines.
- Order and lead the creation of an economic category in the agrifood sector:



# FOOD POWDER BLENDS

An **open** and **transparent** category improving accountability, efficiency and trust in the food powder blending sector, which will enable the merging of the supply chain with the food chain. Thus, any person or company can formulate food products of interest to the final consumer, making them truly accessible **anywhere in the world**.

For the launch and development of Food Powder Blends, Blendhub Corp. has defined its **corporate identity** and the **value proposition** that the brand offers its different stakeholders.



What do  
we do?

# Mission

**Blendhub Corp.** is a group of companies specialized in the formulation and blending of food powder products, which creates solutions, services and equipment for the agrifood industry.

*Where are  
we going?*

## Vision

We want to lead a change in the agrifood value chain that enables access to basic food stuffs to be more just and safer, reaching more people in more places.

# Values

We understand our values in a practical manner; they are the tools which allow us to manage and achieve our vision. They are present in all that we do, and guide our relationship with all our stakeholders.

## **RIGOR**

because we want to reach a reliable result.

## **HONESTY**

because it is the basis for constructing solid long term relationships with our stakeholders.

## **AMBITION**

because we want to grow and share our growth.

## **NON-CONFORMISM**

because there is always a better way to do things.

## **CONVICTION**

because we know we can make a difference.

# Value proposition



Our business model, our corporate identity and our value proposition can be resumed in:

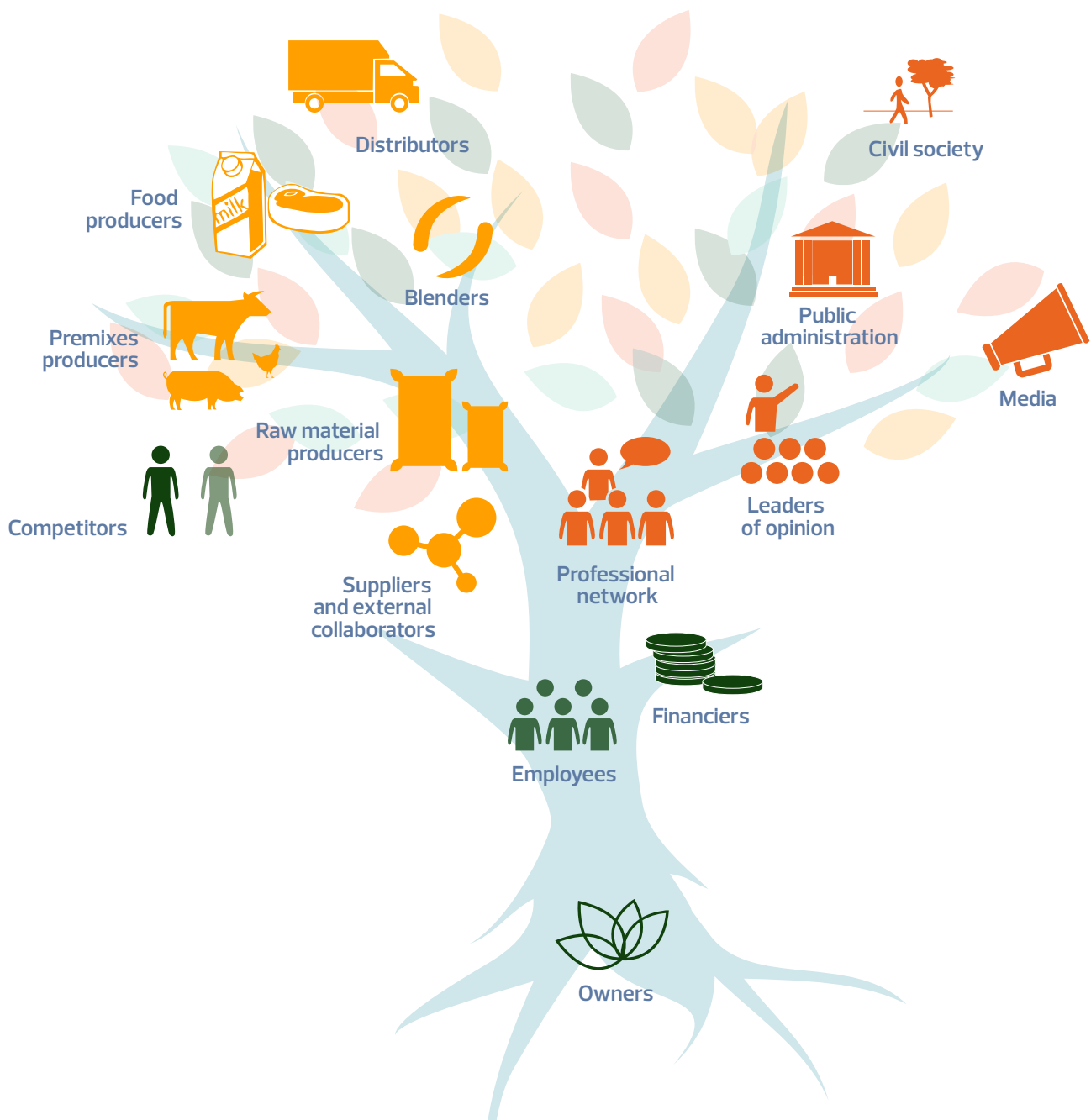


We are **OPEN**, We are **ANYWHERE**



# Stakeholders

We view our activity from an wide angle of vision, interacting with many types of public. We believe that for an organization it is as important to look inwards as it is to look outwards, know how to listen as well as communicate.





## Owners

We have the challenge of creating a **new category** and making it happening.



## Employees

We offer **opportunities** and ways to grow professionally. We grow, so **you do**.



## Financiers

We have a **successful** past. We have **unique** potential for rapid growth. Our risk is calculated.



## Competitors

We are open to looking for solutions that generate **mutual benefit**.

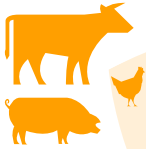
We want the category

**Food Powder Blends** to benefit the **whole sector**.



## Raw material producers

We offer **additional business**. We provide **benchmark** and access to our clients.



## Premixes producers

We improve your production costs. We help execute a **fast** and **capital efficient** commercial roll out.



## Food producers

We offer you **lower costs** and **greater efficiency**.

We manage **all** your raw material powders.



## Distributors

We **increase** your product and service range.

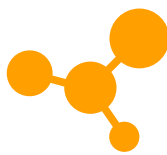
We offer a **complete service**.



## Blenders

We offer you our **knowledge** and **technology**.

We improve your **cost structures**.



## Suppliers and external collaborators

We want to build a **relationship of long term mutual benefit**.

Lets join forces and you will **grow** with us.



## Professional network

You will increase your **personal and professional** potential.

You will become a part of a **revolutionary category**.

For us, you are a **VIP, unique and exclusive**.



## Leaders of opinion

You **buy food** like we do.

You know that the world will only improve through **collaboration**.



## Media

We are a company that generates **interesting** stories.

Our stories are **disruptive and innovative**.



## Public administration

We add a **distinct value to society**.

We are **deeply involved** in our local community.

Our plan is of **long term** wealth creation.



## Civil Society

We want to help **reduce** nutrition gap.

We look for a **balanced sharing** of social and economic values.



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DO YOU LIKE OUR IDENTITY? **TELL US:**

[stakeholders@blendhub.com](mailto:stakeholders@blendhub.com)  
[employees@blendhub.com](mailto:employees@blendhub.com)