BRYDENS GROUP

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EDITOR'S NOTE

Dear Readers,

Welcome to the newest edition of our quarterly magazine, a vibrant look at The Brydens Group's activities and achievements during the third quarter of 2025. This issue is dedicated to celebrating our **strategic resilience** and the powerful internal and external partnerships that drove our success this quarter.

This quarter was marked by significant strategic growth. We are thrilled to officially welcome **H. Jason Jones** and **Armstrong Agencies** to The Brydens Group family, an expansion that positions us powerfully for the future. We also extend a warm welcome to **Rakeesh Bernard**, who joins us as the new CEO of our Barbados Business Unit.

Inside, you will find high-level overviews of our Q3 performance across the region. We highlight the momentum generated in Trinidad & Tobago, including a major Group-wide achievement in securing the Master Distributorship for the **Ovaltine** and **Twinings** brands. You will read about the strong operational growth in Guyana, the solid financial footing in Barbados, and key strategic partnerships secured in St. Vincent. Beyond commerce, we capture the spirit of our people, featuring a recap of the cultural celebrations, team-building events, and welfare initiatives that defined our employee engagement calendar.

Finally, we pull back the curtain on two crucial departments. We provide an insightful look at our dedicated **Business Intelligence (BI) Team**, who are our "translators" responsible for converting complex data into simple, actionable direction for leaders across the Group. We also introduce you to **Christian Baboola**l, our **Creative Media Specialis**t, the in-house professional whose technical mastery ensures our Group's visual identity, from video to graphic design, remains consistently sharp and professional.

It's an edition focused on the foundations of our future: smart strategy, strong partners, and great people. Enjoy the read!

Janine M. Rajah-Medford
Group Corporate Affairs Manager/
Publication Editor

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SUSTAINED RESILIENCE & STRATEGIC EXPANSION

The third quarter (July–September 2025) proved to be another period of **resilience, disciplined execution, and strategic progress** across The Brydens Group portfolio. Our teams continued to strengthen brand performance, tighten internal controls, and expand regionally despite persistent foreign exchange (FX) pressures, freight challenges, and competitive headwinds. The Group remains committed to sustaining growth through operational excellence and brand-led innovation.

A NOTE OF SUPPORT

Before diving into our regional updates, our thoughts and support are with our colleagues and their families in **Jamaica** as they navigate the difficult recovery following Hurricane Melissa. We send our deepest well wishes during this challenging time and look forward to their strong return.

TRINIDAD & TOBAGO:
A QUARTER OF STRATEGIC WINS

The operations in **Trinidad & Tobago** spearheaded significant momentum for the Group, highlighted by major achievements across both commercial divisions and corporate functions. Company-wide transformation initiatives continued to deliver tangible results, including systematic addressing of leakages and gaining traction with AR and AP restructuring. Collection performance stood out as a highlight, with a continued reduction in collection days and tighter inventory management, measures that successfully released additional cash flow, further reducing debt and strengthening financial flexibility. Commercially, the **Food & Grocery Division** maintained its strong performance trajectory, with the **Eve** brand continuing to lead market share in key categories. The **Premium Beverage portfolio** also delivered another strong quarter led by **Rude Boy, Prosecco, Hennessy,** and the **Diageo** portfolio, which once again surpassed both budget and prior-year sales. Furthermore, a significant Group-wide achievement was the Food & Grocery Division being awarded the Master Distributorship for the **Ovaltine** and **Twinings** brands across all five operating regions. The **Home & Hardware Division** also maintained strong momentum, driven by appliance sales from **LG, Whirlpool,** and **Speed Queen,** and successfully completed export shipments to Grenada and **St. Lucia.**

In the heavy and technical sector, **FTF** experienced a strong quarter marked by strategic closures and a strong recovery in its **Parts Division,** driven by the supply of nitrogen membranes offshore to **Shell Trinidad,** which effectively doubled the Gross Profit compared to last year. The high growth of Private Label Brands was sustained, with profit doubling and Gross Margins growing to 41%. This forward momentum was cemented by securing a key contract with a US$1M deposit from T&TEC to supply high-voltage portable power stations from **Cummins.** Operationally, the team successfully launched the S2K Sales Force module, providing a fully integrated CRM to track all B2B sales activity, though the business continues to navigate operational bottlenecks, particularly with the overall slowdown in GOVTT activity.

Complementing this growth, the quarter also proved strong and encouraging for **Bpi,** with several positive developments across its business units. The **HES Division** continues to lead the growth, building strong momentum with new contracts, key tenders, and expanded partnerships in the public and private healthcare sectors, locally and abroad. On the retail side, new collaborations are starting to bear fruit, highlighted by the official launch of the **Dilmah T-Series** in an exclusive arrangement with the **Rituals Coffee House** chain.

Despite challenges with foreign exchange constraints and supplier-related delays, active management and strategic payment initiatives are helping the team navigate these headwinds. This strong performance also extends to the marketing sphere, where **Micon Marketing** successfully launched **Monello Cat Treats,** expanding its **Monello** product portfolio. Robust performances were observed across several key brands, including **Welch's, Supligen, Fermipan,** and **Faultless Spray Starch.** The **Micon** team has already initiated preparations for the final quarter, with a particular focus on the Divali and Christmas seasons.

GUYANA:
IMPRESSIVE GROWTH AND INFRASTRUCTURE MILESTONES

Brydens Guyana continued to show impressive growth and structural development throughout the third quarter, closing ahead of plan. This growth was significantly bolstered by **Diageo** distribution and expanding representation for brands like **Colcafé, Chocolisto, Ovaltine, Twinings,** and **Energizer.** A major internal milestone was reached with the successful completion of racking installations at the Diamond Distribution Centre, immediately enabling better stock management and capacity for new lines. The heavy equipment sector, comprising **ICON** and **FTF Guyana,** is starting to gain market share with major brands such as **Shacman, JCB,** and **Zoomlion.** The aggressive expansion is also reflected in the continued investment in infrastructure, with the bond and office expansion reaching 85% completion, and the warehouse expansion at **ICON** now complete, successfully quadrupling pallet spaces to support the growing pipeline as the government executes new contracts.

BARBADOS:
STELLAR FINANCIALS AND STRATEGIC PARTNERSHIPS

The **Barbados** operations demonstrated solid financial performance alongside strategic moves for future growth. The combined performance for **Stansfeld Scott** and **H. Jason Jones (SSB & HJJ)** for July-August saw Sales **18% over budget** and Gross Profit 12% over budget. The quarter also saw the partnership with **Armstrong Agencies** cemented on September 1st, 2025, positioning the businesses for combined distribution strength heading into the final quarter.

ST. LUCIA:
EXPANDING MARKET PRESENCE

For **St. Lucia,** the focus was on leveraging new distribution agreements to expand market presence. The business saw positive developments in the consumer and personal care portfolios, including the onboarding of previously unavailable lines from **Opella.** Crucially, the operations are seeing renewed interest from customers and suppliers who had previously stepped back, a strong indicator of growing confidence in the portfolio and distribution capabilities across the island.

ST. VINCENT:
NEW FACILITIES AND NEW VENTURES

The third quarter was a period of significant progress for **Facey Trading SVG,** which made substantial headway on infrastructure, with new staff facilities, the warehouse extension, and loading bays largely reaching completion in August and September. A significant strategic win was the announcement of a new partnership with **Moet,** leading to new staff hires and training commencing in September. Finally, the beverage sector had exceptional performance with **Rude Boy** and **Str8 Vybz** demonstrating strong growth, with sales tripling during the period.

LOOKING AHEAD

As we move into the final quarter of the year, the foundation laid through process discipline, commercial alignment, and strong brand management positions the Group well for sustained performance. We will deepen execution, strengthen partnerships, and build on the culture of accountability that has carried us through the year.

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BRYDENS SERVICE GUARANTEE

BRYDENS TRINIDAD & TOBAGO

EMPLOYEE ENGAGEMENT & WELFARE

A QUARTER OF CULTURE, COMPETITION & WELLNESS IN Q3 2025

The third quarter of 2025 (July – September) was a period of high employee engagement across The Brydens Group, marked by a dynamic and comprehensive calendar of activities designed to strengthen team spirit, celebrate cultural heritage, and promote employee welfare across all territories, with each company playing a distinct role.







CULTURE, UNITY, AND TEAM BONDING

The social calendar for the quarter was anchored by a celebration of national and cultural pride. In Trinidad and Tobago, July began with a Group-wide **Christmas in July** event on the 25th, which featured a **Best Dressed competition** and a lively **Workstation Decoration competition.** This festive energy quickly transitioned into cultural appreciation for Emancipation Day on July 31st, where employees at **Micon Marketing Limited** and **A.S. Bryden (ASB)** proudly showcased their heritage in traditional wear. **Micon** recognized their efforts by presenting hampers to the Best Dressed staff, while **ASB** ran its successful Emancipation Asompii Ejiji Traditional Wear Competition. In a similar vein, the team at **ICON Guyana** also embraced tradition and unity during their own vibrant **Emancipation Da**y observance in August. Social events were not limited to the workplace, as **ASB** further generated excitement by giving two employees a chance to win packages to the **Naughty or Nice Jouvert in July** event. Finally, the focus on national pride concluded on August 29th with an **Independence Day Trivia Challenge,** shared with all staff, where the top three performers were rewarded with appliance vouchers from **ASB.** The quarter culminated in Barbados with **Stansfeld Scott (Barbados) Ltd's** unforgettable **Family Fun Day** on September 28th. This six-hour celebration of camaraderie at Carlton Cricket Club featured a variety of activities—from cricket and football to dominoes, karaoke, and Sip N Paint—all supported by a delicious Sunday lunch and premium bar service.


FRIENDLY COMPETITION AND RECOGNITION

Team-building was a major focus, utilizing both friendly competition and structured social gatherings to build stronger bonds. The competitive spirit was high in Trinidad, where the **FT Farfan (FTF) Grill Cook-Off 2025** on September 19th saw the **"Smokin' Synthetics"** team from the Lubricants Division grill their way to the championship title. Earlier in the quarter, the **Inter Company Fours Tournament** on August 16th brought teams from across the Group together for competition, where the **Bpi** team of thirteen secured a respectable 3rd place. Recognizing success was also key, as **CPJ St. Lucia** hosted its first-ever **Quarterly Awards Ceremony** in July, honouring six outstanding staff members in areas like Supervisor of the Quarter and Outstanding Attendance.

EMPLOYEE ENGAGEMENT & WELFARE

WELFARE AND PROFESSIONAL DEVELOPMENT

To support employee well-being and growth, the Group implemented a **comprehensive schedule** of welfare and development initiatives. Academic support was provided early in the term when the **iLUV initiative from Bryden pi Trinidad** partnered with Charrans and R.I.K Bookstores on August 14th to distribute **Back to School Vouchers** to staff members needing assistance with school supplies. This was complemented by the **ASB Book Drive,** which facilitated the donation and exchange of used school textbooks. Group-wide health awareness was prioritized in September, starting with a **Healthy Ageing & Longevity Webinar** led by Dr. Safeeya Mohammed, followed by a fun **"Spot the Differences" game** on World Alzheimer's Day to raise awareness about cognitive health. Professional development was a focus for **CPJ St. Lucia,** which launched its **Team Huddles Program** in July to highlight core values and saw its leaders participate in a valuable **Workplace Conflict Management workshop** in September. Finally, in Guyana, the ICON team maintained a strong professional presence by attending the traditional **King's Birthday Dinner** and proudly representing the company at the **Chevening Pre-Departure Dinner** in September.

HIGH-IMPACT ACTIVATIONS & STRATEGIC REGIONAL GROWTH

The third quarter of 2025, spanning July through September, was a period of high-impact activations and strategic brand development across The Brydens Group. Our subsidiaries executed wide-ranging campaigns, reinforcing brand presence, engaging consumers directly, and driving impressive sales results across multiple territories.

TRINIDAD & TOBAGO

The Q3 period in **Trinidad and Tobago** was marked by exceptional brand engagement across all sectors, driven by the strategic execution of **A.S. Bryden & Sons (Trinidad) Ltd., Bryden pi, Micon Marketing,** and **FT Farfan.**

A.S. Bryden & Sons' Premium Beverages division saw major success across its portfolio. Diageo delivered an impressive 360-degree approach, executing 221 activations across both On and Off Premise channels, which resulted in a consumer reach exceeding 8000 in three months. Featured brands in these successful campaigns included **Johnnie Walker Black, Black & White, Casamigos, Don Julio, Smirnoff Vodka, Tanqueray Gin,** and **Baileys.** On the premium spirits front, **Moët Hennessy,** in partnership with **A.S. Bryden & Sons**, celebrated remarkable achievements. **Hennessy/A.S Brydens** was recognized for the success of its Carnival campaign, receiving five **ADDY awards,** including "Best Campaign". Furthermore, Moët Hennessy General Manager for the Caribbean & Central America, Alexandre Helaine, led an intimate **Hennessy** dinner experience with **The Hyatt** in September, while community bar promotions for **Hennessy** continued through August across South, Central, and East Trinidad.

Further strengthening the fine wines portfolio, **A.S. Bryden & Sons' Wines Team** executed several high-

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impact promotions and exclusive events. The team, in collaboration with **Hyatt Regency Trinidad,** hosted the elegant **"Sips at Sunset Soirée",** celebrating **Santa Margherita** Italian wines. Retail promotions also saw significant engagement; the in-store **Massy Cardholder** promotion for **Robert Mondavi Private Selection** Wines, which ran from August 24th to October 5th, awarded weekly winners with wine and gourmet charcuterie boards, culminating in a grand prize of an elegant dinner for two at the **Hyatt Regency Trinidad**. Additionally, The Wines Team ran the **"Red, White & Win"** promotion exclusively at **Xtra Foods** nationwide, offering a $25 discount on the comprehensive **Brydens Wines** portfolio, which featured popular brands including **Da Luca, 19 Crimes, Beringer Main & Vine**, and **Robert Mondavi Private Selection,** and giving customers a chance to win a romantic dinner for two at Texas de Brazil.

In the Fast-Moving Consumer Goods (FMCG) category, **A.S. Bryden & Sons (Trinidad) Ltd.** and **Micon Marketing** drove substantial engagement. A.S. Bryden & Sons' partnership with Mondelez saw the launch of a first-of-its-kind, unified trade-wide promotion in August, featuring flagship brands **OREO, Cadbury, Chips Ahoy, Sour Patch Kids,** and **Ritz.** Additionally, in July, Ritz collaborated with local staple brand **EVE** for the innovative "**Craft the Crunch"** campaign. The July/August vacation proved to be a bumper period for the **Rubbermaid, Contigo**, and **Bubba** brands, with sales pushing and instant redemption promotions held at supermarket locations nationwide. **Micon Marketing** fuelled excitement in stores nationwide with a dynamic Sampling and Instant Redemption promotion for **Welch's,** featuring the top-selling 100% Purple Grape and refreshing **Strawberry Kiwi. Micon Marketing** also drove substantial awareness for **Endura Malt** through street sampling using branded trucks at busy locations, and supported the brand through a **Cricket sponsorship** of the **Islamic Missionaries Guild.**

Bryden pi's Personal Care division executed several targeted initiatives during the quarter. **CeraVe** participated in The Pharmaceutical Society Conference on July 20th, 2025, where the company's Guyana-based Medical Representative advised pharmacists from across the country. The brand showcased its wide range of Skincare and newly introduced Haircare products, launching two new items: **CeraVe Clay to Foam Cleanser and Mask** and **CeraVe Baby Eczema Relief Cream.** Furthermore, **L'Oreal Cosmetics** initiated MUA Meet and Greet sessions at **Superpharm** locations, while the Hair Care portfolio, featuring **L'Oreal, Garnier,** and **Carol's Daughter,** was a fun part of **JTA's Family Day.** The **Himalaya** brand also saw a significant expansion, adding a range of new items to its Face and Hair portfolios.

The Home, Hardware, and Industrial solutions saw impressive activity. The Home and Hardware division, supported by **A.S. Bryden & Sons,** held the successful **Whirlpool** laundry season sale during July and August. Technical excellence was maintained with the **Whirlpool** team providing training for retailers and the Home and Hardware sales team in September. The **Genie 18" Pedestal Fan** was promoted as a reliable comfort companion, backed by **Bryden's** trusted warranty. **FT Farfan** launched two major equipment solutions: the all-new **JCB 3CX PRO Backhoe,** featuring excavator-style joysticks, and the **Hyundai 25kW Diesel Compact**

BRAND NEWS

Generator, a compact yet powerful option with over eight hours of runtime. **FT Farfan** also delivered a **JLG X770AJ compact lift** to a satisfied customer, highlighting its ability to navigate confined spaces while providing a 77-foot reach, and experienced strong demand for its shelving and racking solutions.

BARBADOS

Stansfeld Scott (Barbados) Ltd. is pleased to announce a significant expansion to its portfolio by securing the distributorship of the **P.A. Benjamin** brand. **P.A. Benjamin Manufacturing Company Limited** is a renowned Jamaican company with a legacy that spans over 145 years. Established in 1879 by Perceval Austin Benjamin as the Jamaica Healing Oil Factory, the company has grown to become one of the island's most trusted names in pharmaceuticals, personal care, culinary preparations, and household products. This new partnership reinforces **Stansfeld Scott's** commitment to providing high-quality, trusted household and health-focused brands to the Barbadian market.

GUYANA

Brydens Guyana Inc. had a strong third quarter across its divisions. Kicking off the period, both **Brydens Guyana Inc.** (showcasing **Samsung** and **Whirlpool** appliances) and **ICON (Ibis Construction)** had a significant presence at the **International Building Expo** in August. **ICON** was thrilled to take part from August 14–17, drawing an enthusiastic crowd to the **JCB** booth, where they showcased cutting-edge equipment and offered exclusive deals. This high level of consumer interest and engagement marked Building Expo 2025 as an outstanding success for the **ICON** brand.

In the food and beverage sectors, **Bpi Guyana** introduced an exciting new addition to its portfolio, **Karibbean Flavors,** a brand focused on delivering authentic Caribbean-inspired spices and seasonings. In-store promotions were also central to the strategy, with **Bpi Guyana** executing various promotions for brands like **Protox** and **Contraste** at **Massy Mega, Supligen** at **Bounty Regent,** and **Blue Wash** at **S & S Supermaket.** A successful cross-promotion was held at **Massy Mega** on September 13th, where purchasing one **Bertolli** sauce resulted in a free **Barilla Pasta.**

ASB Guyana focused on driving consumer trials and sales through numerous activations. **SUPLIGEN MAX** sampling events successfully boosted brand awareness at DSL Ruimveldt and DSL Diamond in September.

The wine brand **BERINGER** also saw great consumer engagement with a sampling event at Massy Mega Store on August 23rd. The spirits category saw action for **STR8 VYBZ,** which executed three sampling and promotion events in August at venues like **Amigos Grill & Bar, City Vibes,** and **Muse Bar,** reaching hundreds of consumers and driving sales with a Buy 1 Get 1 Free promotion at two of the locations. Furthermore, September saw promotional activity for **Welch's** Sparkling Wine, with a Buy 1 Get 1 Free offer planned for **Survival Supermarket** and **Massy Mega** (Movietown). Also planned for September 13th was a back-to-school-themed promotion for **Reynolds/Diamond** products at **Massy Mega.**

ST. LUCIA

CPJ St. Lucia had a dynamic quarter that combined high-energy cultural events with valuable community outreach. The July period was consumed by the vibrant spirit of **CPJ Carnival,** with **CPJ St. Lucia** participating in 22 events and fêtes and proudly sponsoring three carnival bands.

Community involvement continued into August, with **CPJ St. Lucia** hosting the end-of-camp competition for the Investing for Kids Summer Camp at their **Fresh Location.** September brought a final celebration of the Carnival season, with CPJ St. Lucia announcing the winners of its Carnival Promotion that targeted caterers and food vendors. The company also engaged with major sporting events, partnering in the International Billfish Tournament, which launched on September 12th, featuring a **Mount Gay Rum** cocktail booth. Additionally, the quarter highlighted brand focus with a "Sip and Snack with **Yellow Tail**" event/promotion.

ST. VINCENT

Facey Trading in **St. Vincent** had a busy Q3, executing various brand sponsorships, retail promotions, and infrastructure upgrades. In July, **Sunshine Snacks, Charles Chocolates,** and **Devon Biscuits** were proud sponsors of the **Oxygen Mas Band,** with products included in the goodie bags for masqueraders. Significant progress was also made on warehouse upgrades, including the active construction of the bonded warehouse, the completion of a new staff facility, and a fully operational dedicated wine and spirits room. The company celebrated winners in its **Supligen** and **Simple Naturals Oil** promotions, awarding lucky customers with **Flair Golden Tickets.**

In August, **Facey Trading SVG** supported local sport, with **Turbo Energy Drink** and **Supligen** boosting the energy at Emancipation Cricket at Arnos Vale Stadium through free samples. In-store visibility was prioritized for **ABIL** brands: **Devon Biscuits** saw a new checkout display, while **Charles Chocolates** and **Sunshine Snacks** featured banded specials with wobblers and branded gondolas. A dedicated **Sunshine Snacks** in-aisle display further strengthened the brand's presence.
September brought a wave of refreshed branding and exciting prizes. **America Fresh** and **Sqezy** both launched bold new branding on trade, significantly boosting their in-store visibility. **SM Jaleel's Island Dream's promotion** was in full swing, offering a grand prize of a weekend for two at **Sandals SVG. Supligen** drove sales with a "Buy 2, Get 1 Free" promotion, providing customers with more value. In the spirits and entertainment category, **Str8 Vybz** was highly visible with its "Liquid to Lips" bar crawl and a promotion at **La Vue Beach Club,** featuring signature rum cocktails. Finally, **CGA Simply Natural Coconut Oil** partnered with influencer **Simply Tia**, who showcased the product in creative recipes, including delicious Codfish Cakes.

The third quarter clearly demonstrated The Brydens Group's dedication to integrated marketing and community presence. With successful brand launches, strategic trade partnerships, and high-volume consumer engagement activities across multiple territories, the Group is well-positioned for a powerful finish to the year.

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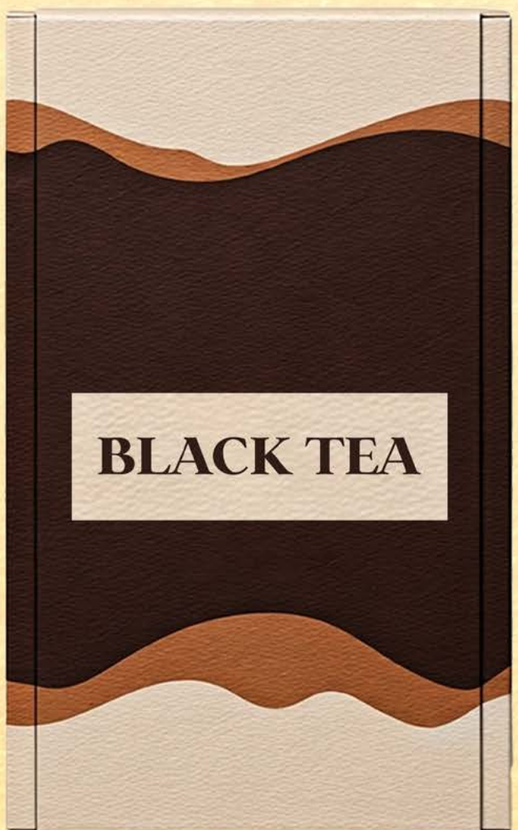

EMPLOYEE HIGHLIGHT

"I'd love to become a mentor in my field, someone others can turn to for guidance and inspiration as they build their own careers."

DOROTHY RAMSARRAN Sales Representative - ASB

1. What do you like most about your job or career?
I really enjoy the opportunities to learn and grow. There's a great sense of satisfaction that comes from solving problems and seeing the positive results of my efforts.

2. What are your long-term career goals?
I'd love to become a mentor in my field, someone others can turn to for guidance and inspiration as they build their own careers.

3. What are your passions or interests outside of work?
I'm happiest when I'm building or creating something with my hands. It's my favorite way to relax and express myself.

4. What's a memorable experience you've had in your career so far?
One experience that stands out is overcoming a major challenge and achieving a big goal. Moments like that remind me how rewarding hard work and persistence can be.

5. What do you like to do for fun or in your free time?
I love watching movies, going hiking, baking, and decorating cakes. I also enjoy teaching and sharing my creative hobbies with others, t's so fulfilling to see others catch that same spark!

6. Can you tell me about your family and background?
My family means the world to me. There are four of us, my husband, who's now retired, my daughter, who's a successful businesswoman, and my son, who's a talented 3D graphic designer.

7. What are your proudest achievements?
I'm proud of being recognized for my hard work, achieving professional milestones, and pushing through challenges to reach my goals.

8. What motivates you in your personal and professional life?
I'm motivated by personal growth and the excitement of learning something new. My family's support keeps me grounded, and there's nothing quite like the satisfaction of a job well done.

9. What's your approach to work-life balance?
For me, it's all about time management and keeping work and personal life separate. I make sure there's time for both productivity and self-care. .iit keeps me refreshed and focused.

10. What are you looking to gain from this job or company?
I'm always looking for new challenges that allow me to stretch my creativity and continue growing both personally and professionally.

"A fun fact about me is that I once wanted to be a fireman and even obtained my EMT license while pursuing that goal"

JONATHAN NOREIGA Warehouse Attendant - Micon

1. What is a fun fact about you that may surprise people?
A fun fact about me is that I once wanted to be a fireman and even obtained my EMT license while pursuing that goal.

2. Do you have a personal aspiration you're working toward?
Yes, I'm working toward building my own home and starting my own business.

3. What is your favorite hobby, activity, or creative outlet?
I enjoy gaming, football, hiking, badminton, and of course, a good lime with friends.

4. What is your favorite part about your job and why?
I really enjoy getting my tasks done and knowing I did a good job. It feels satisfying.

5. What aspect of the organization makes you proud to work here?
I'm proud of the company's strong reputation and the sense of camaraderie I share with my coworkers.

"I love to sing and there's a 90% chance I will sing along to a song even if I don't know all the words."

KENESHA THORNHILL Accounts / Billing Clerk - Bpi Guyana Inc.

1. What is a fun fact about you that may surprise people?
I love to sing and there's a 90% chance I will sing along to a song even if I don't know all the words.

2. Do you have a personal aspiration you're working toward?
Bettering my passion of sewing.

3. What is your favorite hobby, activity, or creative outlet?
Sewing based on the availability of time to practice.

4. What is your favorite part about your job and why?
The best part of my job is being precise and acquiring accuracy knowing that customers are always satisfied with their orders.

5. What aspect of the organization makes you proud to work here?
Knowing that the organization helps improve and makes a difference in people's lives with quality and affordable items.

EMPLOYEE HIGHLIGHT

"I am a registered Farmer as well as a registered Wildlife farmer. I raised Agoutis for years. Would like to rear Deer and Quenk in the future"

ALLAN BOODRAM Division Manager - FT Farfan Limited

1. What is a fun fact about you that may surprise people?
I love hunting! I have been in the 'bush' since I was about 10 years old with my father. I learned how to process 'wild meat' before I could even clean a chicken and I can spot an Iguana while driving. I also consider myself to be a decent cook (thanks to my mother).

2. Do you have a personal aspiration you're working toward?
Financial security and a great work life balance to spend as much time with my family.

3. What is your favorite hobby, activity, or creative outlet?
I enjoy travelling tremendously with my family, both to new places and places we have been before because of connections and friends we've made along the way. I also like the occasional "lime" at my house where I like to cook and entertain.

I also like spending time in my estate that used to be cocoa and coffee, I like to think of myself as someone with somewhat of a "green thumb" and over the years I have been successfully planting exotic fruit trees and vegetables. My goal is to convert half the estate into an exotic fruit trees plantation with a big pond.

I am a registered Farmer as well as a registered Wildlife farmer. I raised Agoutis for years. Would like to rear Deer and Quenk in the future (for reintroduction in the wild as I did with the Agoutis, Not To Eat Maldon!!! – Inside Joke).

4. What is your favorite part about your job and why?
I love working with the brand Stihl and the Dealers. They are like family to me. I really like what Stihl has accomplished in our country/market and I look forward to its continued growth and success.

5. What aspect of the organization makes you proud to work here?
The people and my colleagues. They are all really a special bunch of people that make the job interesting and they provide support when you need it. Our people always

"My job requires knowledge of new information to provide clear, up-to-date answers to my customers."

NAZEMA CHRISTINA HOSEIN Medical Representative - Bpi

1. What is a fun fact about you that may surprise people?
I love sailing.

2. Do you have a personal aspiration you're working toward?
Constant self-development and financial freedom so I can continue to give back and make a difference.

3. What is your favorite hobby, activity, or creative outlet?
Baking

4. What is your favorite part about your job and why?
Learning & helping others. My job requires knowledge of new information to provide clear, up-to-date answers to my customers.

5. What aspect of the organization makes you proud to work here?
Working for a company whose values align with my own makes me proud to work here.

"My aspiration is continuous growth and skill enhancement, which I believe will significantly contribute to my future endeavors."

JURISSA GEORGE Admin/HR Assistant - ICON

1. What is a fun fact about you that may surprise people?
A fun fact about myself that often surprises people: I can sew! I particularly enjoy making clothes for myself. It's a creative outlet that I'm quite passionate about.

2. Do you have a personal aspiration you're working toward?
My aspiration is continuous growth and skill enhancement, which I believe will significantly contribute to my future endeavors.

3. What is your favorite hobby, activity, or creative outlet?
While I thoroughly enjoy sleeping, my current responsibilities prevent me from indulging in it as often as I would prefer. Therefore, I endeavor to make the most of every moment by maintaining a cheerful and positive outlook on life.

4. What is your favorite part about your job and why?
Having the opportunity to listen to staff members' perspectives, opinions, and concerns. My favorite aspect of my role is being able to provide assistance wherever possible.

5. What aspect of the organization makes you proud to work here?
The opportunity to grow with the company.

"I'm currently working to become an amateur tennis player."

CRYSTAL WAITHE Marketing Manager - Specialty - SSB

1. What is a fun fact about you that may surprise people?
I have played piano for 15 years.

2. Do you have a personal aspiration you're working toward?
I'm currently working to become an amateur tennis player.

3. What is your favorite hobby, activity, or creative outlet?
I love traveling and collecting fragrances from around the world.

4. What is your favorite part about your job and why?
I love creating excitement and positive memories for consumers.

5. What aspect of the organization makes you proud to work here?
I'm proud of our people and our ability to adapt during challenging periods.

EMPLOYEE HIGHLIGHT

"My favourite part about my job is making a positive impact and collaborating with colleagues and customers daily."

EDWARD CHANCE Warehouse Manager - Facey Trading SVG

1. What is a fun fact about you that may surprise people?
A fun fact about me is that I enjoy DIY projects and working with my hands.

2. Do you have a personal aspiration you're working toward?
My personal aspirations include travelling the world, becoming more compassionate, and maintaining a positive attitude through challenges.

3. What is your favorite hobby, activity, or creative outlet?
I don't have a single favourite hobby, but I enjoy outdoor activities such as hiking and river cooking.

4. What is your favorite part about your job and why?
My favourite part about my job is making a positive impact and collaborating with colleagues and customers daily.

5. What aspect of the organization makes you proud to work here?
I am proud to work at Facey Trading because of the strong leadership and the opportunities for growth and development.

"Currently, I am working towards building a better relationship with Christ and to treat others fairly."

NALIA ALEXANDER-LEWIS Grocery Supervisor - CPJ St. Lucia

1. What is a fun fact about you that may surprise people?
My favorite time of the year is Christmas!! I love anything that entails good wine and family.

2. Do you have a personal aspiration you're working toward?
Currently, I am working towards building a better relationship with Christ and to treat others fairly.

3. What is your favorite hobby, activity, or creative outlet?
I enjoy cooking and swimming, and I love to sing, although my voice isn't the best! Lol.

4. What is your favorite part about your job and why?
My favorite part of my job is interacting with different people from various backgrounds; this leads to building relationships and forming long-lasting friendships.

5. What aspect of the organization makes you proud to work here?
I am proud to be a part of CPJ because there is room for growth and development.

UNLOCKING OUR POTENTIAL:

WHY DATA ANALYTICS IS OUR NEW SUPERPOWER

Meet the Team:
Shennel Boyke ▪ Kevin Dookharan ▪ Mitsy Monohar-Balraj (Group Data Analytics Manager) ▪ Raemus Rampaul ▪ Brandon Streete

WHAT'S THE HYPE ABOUT DATA?

We hear a lot about **"data analytics," "big data,"** and **"business intelligence"** these days. It might sound like technical jargon reserved for IT experts, but the truth is, data is transforming every part of The Brydens Group—from how we stock our shelves to how we serve our customers.

Think of it this way: for decades, we've been running our businesses by looking in the **rearview mirror.** We relied on past reports to tell us what happened last quarter or last year. That's like navigating a busy highway by only looking backward.

Data analytics, however, gives us a GPS. It helps us look forward, showing us where we are now, **where we should go next,** and even **predicting potential roadblocks** before we hit them.

HOW DATA IS TRANSFORMING OUR BUSINESS

Data analytics isn't about collecting massive amounts of numbers; it's about finding the **stories and insights** hidden within those numbers that help us make **smarter decisions.** Here are three critical ways data is transforming The Brydens Group:

1. UNDERSTANDING OUR CUSTOMER, BETTER

Every time a customer interacts with us—through a purchase, an online visit, or a service call—they leave behind a little digital footprint.

- **The Power of Personalization:** By analyzing these footprints, we can understand **what** our customers are buying, **when** they buy it, and **why.** This allows us to move beyond generic marketing and offer the right product or service to the right person at the right time. This leads to **happier customers** and **increased sales.**
- **Improving the Experience:** Data helps us identify bottlenecks or pain points in our service. We can fix these immediately, making the customer experience seamless.

2. OPTIMIZING OPERATIONS FOR EFFICIENCY

In a Group as diverse as ours, efficiency is key. Data analytics acts like an internal auditor that continuously looks for opportunities to cut waste and improve performance.

- **Inventory Intelligence:** Instead of guessing, data helps us predict exactly **how much** stock we need and **when** we need it. This means less money tied up in slow-moving inventory and fewer lost sales due to being out of stock.
- **Smarter Logistics:** We can analyze transportation routes and delivery times to ensure our products get where they need to go in the most **cost-effective and fastest way** possible.

3. STRENGTHENING PARTNERSHIPS WITH OUR SUPPLIERS

The benefits of data flow outward, too! By using analytics, we build stronger, more predictable relationships with our valued suppliers:

- **Accurate Forecasting:** Instead of simply placing reactive orders, we can share our **data-driven sales forecasts** with our suppliers. This helps them better plan their production and shipping, reducing last-minute rushes and inventory surprises for both sides.
- **Stable Demand:** When we optimize our purchasing based on real demand, we create a more **consistent and reliable flow of business** for our partners. This shared visibility reduces guesswork and strengthens the entire supply chain.

MEET OUR DEDICATED BUSINESS INTELLIGENCE (BI) TEAM

This transformation is driven by a specialized internal resource: our dedicated **Business Intelligence (BI) Team.**

This team is responsible for much more than just running reports. They are the **translators** who take vast, complex data and turn it into **simple, actionable insights** and user-friendly dashboards for decision-makers across the Group. They ensure that everyone, from the warehouse manager to the CEO, has access to reliable, real-time information to guide their daily decisions. They are the engine powering our data strategy.

The Takeaway: Data is the **fuel** for our future success. By embracing data analytics, we are not just keeping up with the competition—we are building a **smarter, more efficient, and more customer-focused** organization that creates value for our customers, our internal teams, and our essential suppliers.

LET'S TALK ABOUT TORQUE PRESSURE WASHERS:

POWER, PEACE OF MIND, AND TRUE VALUE

Tired of one pressure washer? The pressure washer market is flooded with "value brands" that deliver poor performance, weak warranties, and leave you stranded the moment a part fails/ with zero after-sales support. If you're tired of equipment that break down before the job is finished, it's time to invest in TORQUE.

Available in both gas and electric options, TORQUE pressure washers, are changing the game by delivering the three pillars that truly matter to serious homeowners and professionals:

- **Unmatched Performance & Power:** We don't compromise on cleaning power. TORQUE pressure washers are engineered for superior performance, packing the muscle and flow rate needed to blast away the toughest grime effectively and efficiently the first time.
- **Best-in-Class Support:** This is the TORQUE difference. While others may offer a lower price and hope you never call, TORQUE is built for longevity and a genuine commitment to reliable after-sales support.
- **Reliability Beyond the Sale:** Our brand promise extends past the purchase date. We maintain a reliable stock of spare parts and leverage a comprehensive service network to ensure that repairs and maintenance are always accessible. When you choose TORQUE, you're not just buying a machine; you're investing in a dependable piece of equipment with guaranteed longevity.

Get the unbeatable mix of high-end performance and true affordability backed by support you can trust. Stop replacing, start cleaning with TORQUE.

Clean Today. Covered Tomorrow. That's the TORQUE promise.

UNLEASH STIHL POWER ON EVERY MESS:

INTRODUCING THE SEA 20 HANDHELD VAC

Finally, the **power and trusted performance** of STIHL are available in a convenient, grab-and-go size! Meet the **STIHL SEA 20** battery-powered handheld vacuum—your new go-to solution for conquering quick clean-ups around the home, garage, or vehicle.

Don't let the compact size fool you. The SEA 20 is a powerhouse designed to tackle debris quickly and efficiently.

ENGINEERED FOR EFFORTLESS CLEANING

We engineered the SEA 20 to maximize utility and comfort:

- **STIHL Power, Compact Size:** Delivers the performance you expect from STIHL in a unit optimized for tight spaces.
- **Reach Every Corner:** Easily tackle hard-to-reach spots with a variety of handy included attachments, such as the **hose extender** and **crevice nozzle.**
- **Featherlight & Fatigue-Free:** Weighing in at less than three pounds (including the battery!), its lightweight design and **comfortable rubberized grip** let you clean for up to 14 minutes on a single charge without hand strain.
- **Secure Filtration:** The clever **two-stage filter and sealing flap** ensure all dust and debris are securely locked inside. Emptying the container is quick and mess-free.

When the job is done, the SEA 20 features an onboard hanging slot for neat wall storage. Plus, the entire kit includes a handy **carrying bag** to keep all your accessories organized and ready for action.

BRYDEN PI SHINES AT THE SANDOZ SUMMIT 2025

CELEBRATING 3RD PLACE IN THE PARTNER ACCESS INITIATIVE PROGRAMME

The **Sandoz Partner Access Initiative Programme** culminated in a vibrant regional conference held in **Panama from June 5–7, 2025,** bringing together **15 business partners** from across the region. The event celebrated collaboration, shared learning, and outstanding performance across the Sandoz network.

Bryden pi proudly earned **3rd place overall,** a remarkable achievement that reflects the team's dedication, strong execution, and strategic growth throughout the programme. Over the initiative period **(July 2024 to May 2025),** Bryden pi achieved an impressive **68% growth,** demonstrating clear commitment, focus, and teamwork.

This accomplishment is a true reflection of Bryden pi's people and their drive to go above and beyond. The results speak to their ability to execute with excellence, adapt strategically, and strengthen our partnerships to achieve sustainable success.

The conference served as both a celebration and an opportunity to share insights with partners from across the region, highlighting how collaboration and innovation continue to fuel progress within the healthcare sector.

Bryden pi's achievement at **SUMMIT 2025** reinforces the company's position as a trusted partner and a performance-driven leader in its field — and stands as a testament to what is possible when teamwork, strategy, and purpose align.

PSL PUDDING RECIPE

USING ENJOY LACTOSE FREE MILK & CB GOLD

1/4 cup packed brown sugar
1 tbsp + 1 tsp cornstarch
1/2 tsp ground pumpkin spice
Pinch of ground ginger
Dash of tumeric (optional, for color)
1/2 tbsp Cafe Barista Instant Gold
3/4 cups Enjoy Milk
1/4 cup heavy cream
1/4 cup unsweetened pumpkin puree
1/4 tsp vanilla essence
A dash of bitters
1 tbsp salted butter

In a large saucepan, whisk together the brown sugar, cornstarch, spices and CB Instant Gold until combined. Add Enjoy Milk, pumpkin puree, heavy cream and grated ginger - Whisk. Place the pot over medium heat and gradually bring to a boil, whisking constantly. You'll see big bubbles that pop gloopily. Once boiling, continue cooking and whisking for 2mins. Remove from the heat, and whisk in the butter, vanilla and bitters.

Strain the pudding through a mesh strainer and into a large pitcher, and divide evenly into your heat proof jars.Cover the pudding with cling and chill until set, at least 2 hours and up to 2 or 3 days.

THE CRUCIAL LINK: CHRISTIAN BABOOLAL

THE CREATIVE MEDIA SPECIALIST

In the busy world of Group Corporate Affairs (GCA), getting a message across demands visuals that are not just appealing, but perfectly consistent. This essential task is handled by Christian Baboolal, the Creative Media Specialist, who quietly serves as the hands-on force translating ideas into polished media.

Christian is the Group's dedicated in-house creative engine. His role is unique because he holds the complete technical toolkit—the artistic license and expertise in graphic design, videography, and photography—needed to take strategic goals and turn them into dynamic, accessible content. He's known for being focused and accommodating, a professional who guarantees visual output is both instantaneous and uniformly excellent.

As the principal Graphic Designer, Christian takes corporate data, brand guidelines, and complex strategy and transforms them into clear, usable graphics. He ensures every single piece of media—from quick internal announcements to video productions—is precisely aligned with the core message. Christian's technical mastery is the guarantee that the visual output is strategically sound and always on-brand, building instant trust and professionalism.

He also operates as the Group's integrated photographer and videographer, acting as the dedicated visual historian who captures leadership moments and company culture. When crucial content needs to be handled swiftly and consistently, Christian ensures it happens. A prime example of this direct, hands-on impact is the BRIEF monthly series. Christian was solely responsible for transforming its look, enhancing video quality, and standardizing all graphical elements. This total production control, executed single-handedly, provides the essential, high-quality foundation for GCA's ongoing communications.

Christian's work extends beyond Group Corporate Affairs, encompassing production support for the ASB and Bpi HR Departments, Brydens Insurance Agency, ASB HSE, and regional subsidiaries. He is the quiet professional whose consistent work behind the camera and the design software keeps the entire Group's visual identity sharp and professional.

We're OPEN!

- ***Brand New Location:*** *Spacious, Modern & Built for you!*
- ***World-Class Tasting Room:*** *Sip, Savour, Discover*
- ***Exclusive Event Space:*** *Gatherings Re-imagined*
- ***Seamless Parking:*** *No hassle*
- ***Convenient Location:*** *Easy to reach, impossible to miss.*
- ***Largest Collection of Renowned Brands on the island!***

OPENING HOURS: Mon - Sat: 10 a.m. - 6 p.m.

Opening hours are subject to change over the Christmas period.

Corner of Ariapita Avenue & Ana Street, Woodbrook, Port of Spain

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