

A thick, solid red diagonal stripe runs from the top-left corner towards the bottom-right, separating the white background into two sections.

***HULARUSS***

*2024*



***OUR STORY***



# — ORIGINS

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- 2010 ■ Our journey began when two seasoned minds with over 25 years of experience decided to join hands and create a consultancy firm that broke free from the ordinary. Our focus has always been centered around leveraging technology to innovate and modernize the way manufacturers make their products available to consumers.
- 2015 ● We've had our fair share of triumphs, but our defining moment came when a major player in the Ecuadorian snack food industry knocked on our door, urgently seeking a game-changer.
- What transpired was nothing short of a marvel. In less than 6 months we envisioned and established a national distribution network, 16 branches strong, powered by a battalion of 200+ sales experts. This was the beginning of Hularuss.
- 2016 ● Within less than a year of establishing our initial distribution partnership, our client experienced a 40% growth in sales.

# — EVOLUTION

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2017 ●

Building on the success of this venture, we seized the opportunity to diversify our portfolio, expanding into an array of categories including sweets, dry goods, beverages, and personal and homecare products.

2018 - 2023 ●

During this period we continued innovating for our partners and customers, opening call center operations and developing our ecommerce capabilities. Delivering consistent double digit growth YOY in sales and EBIT.

As we forge ahead, we maintain our commitment to being more than a distributor. We are an extension of the brands and partners we represent, recognizing that their growth is intricately linked to the prosperity of our enterprise.

2024 ■

We are actively engaged in the exciting venture of developing our own distinctive brands, and exploring new partnership opportunities suitable for our markets.



**MISSION**



**VISION**



**VALUES**



Act as a vehicle for consistent and efficient growth for our business partners, collaborators, and the communities we serve.



To distinguish ourselves as leaders in the industry through the development and implementation of innovative technological processes and methodologies in the sale and distribution of consumer goods.



We believe that that accessibility is a key pillar of development, and it is our duty to make top-quality products readily available to all consumers in an affordable and reliable manner.



***OUR BUSINESS***



# OUR OPERATIONS

Key Facts



Founded in  
**2015**



**+500** Team  
Members



**15** Product  
Categories



**+16** Distribution  
Centers



**+94,000**  
Customers



**+50** Million  
Turnover



**4** Sales  
Channels



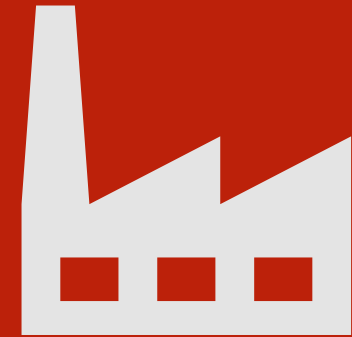
**+1 Million** Orders  
Fulfilled Yearly

# OUR SCOPE OF ACTION

Bridging the Gap



CONSUMERS



MANUFACTURERS

We add value to the distribution chain by actively participating in the creation of successful business models.

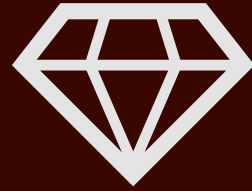
We base our models on our experience as consultants and our know-how as implementers.



# — OUR VALUE PROPOSITION —

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## FROM THEORY TO PRACTICE



- Extensive experience as FMCG consultants.
- Numerous successful engagements.
- Comprehensive operational know-how.

## PARTICIPATION IN STRATEGY AND PLANNING



- We integrate seamlessly into the planning and management processes of our strategic partners
- We leverage our access to first hand market information and sales data to deliver actionable insights, adding substantial value to the strategic planning process.

## DISTINCTIVE FOCUS



- Our main goal is to develop markets.
- Strategic alliances with a long-term vision.
- We mold our structure to meet our customers' needs and ensure their success.

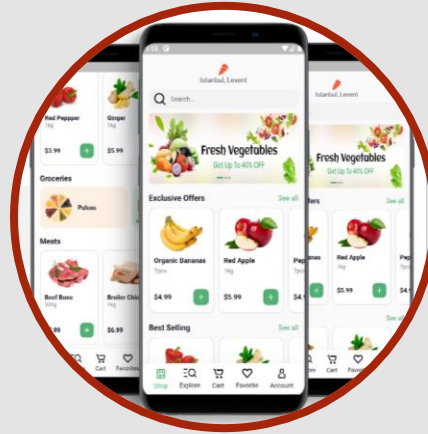
# OUR SALES CHANNELS

## MODERN TRADE



20 key account managers serving all the national chain retailers including supermarkets, mini-markets, and convenience stores.

## eCOMMERCE



Online store and eCommerce App.

## TRADITIONAL TRADE



190 sales executives serving more than 90,000 mom-and-pop, wholesaler, hospitality, restaurant and catering customers.

## CALL CENTER



Extended customer service hours for Pre-sale and after-sale support.

# — OUR SERVICES —

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## BRAND/PRODUCT-LINE REPRESENTATION

- Import and Customs Clearance
- Health and Safety Licenses/Certifications
- Market Development
- Omni-Channel Management

## SALES

- Pre-sale/eCommerce Sales
- Planogram Development
- Trade Execution
- In-store Sales Promoter Services

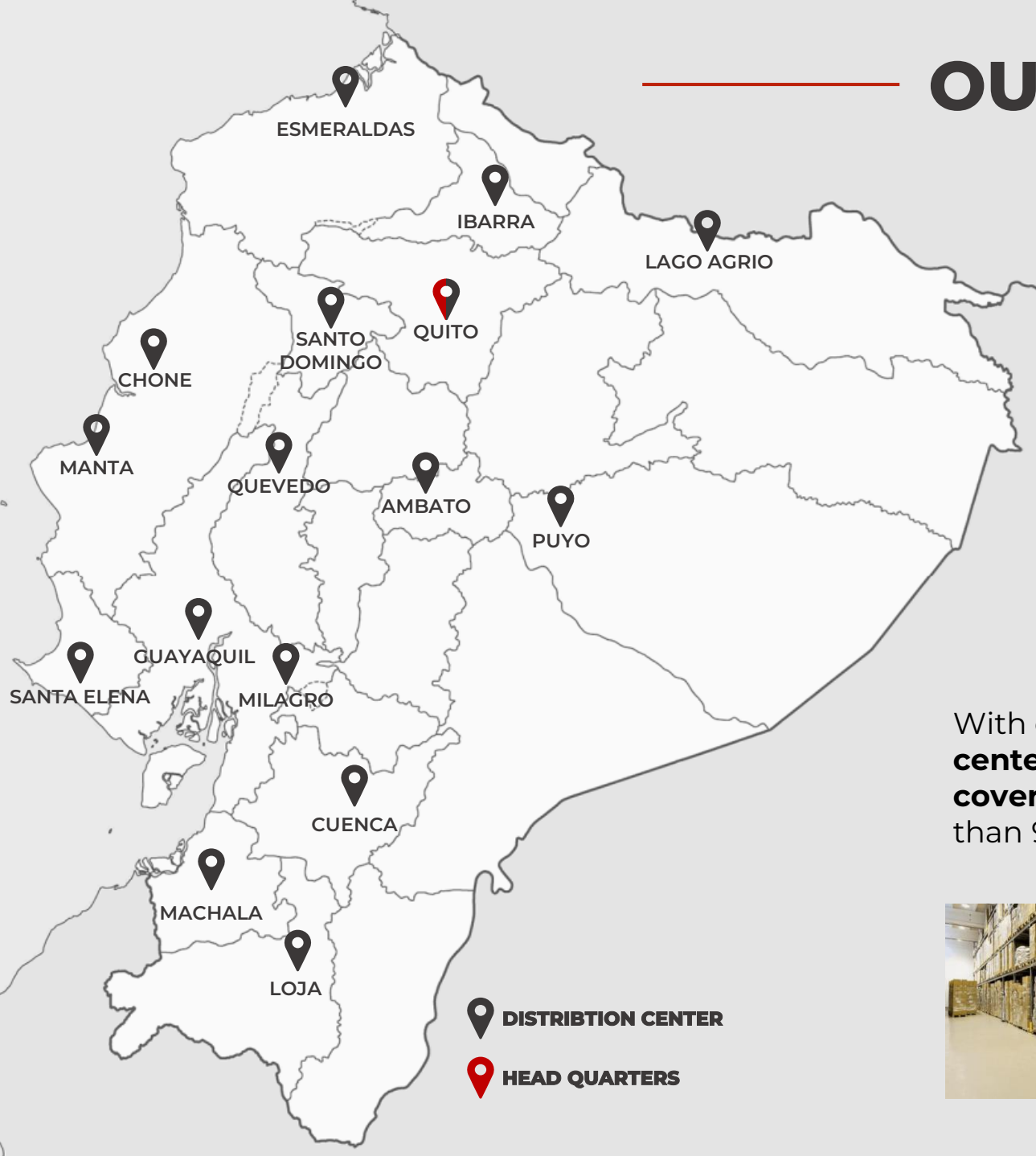
## WAREHOUSING/LOGISTICS

- Primary Logistics & Warehousing
- Value Added Logistics (Re-packing, Labeling)
- 24/48-hour Delivery Nationwide
- Last-mile Delivery

## CONSULTING

- RTM/GTM
- Product Development/Local Adaptation
- Pricing
- Digital Transformation

# OUR INFRASTRUCTURE



- **+94,000** Weekly Customer Visits
- **+4,000** Orders Fulfilled Daily
- **+1,900** Tons Delivered Monthly
- **+100** Delivery Routes Daily
- **+10,000** Pallet Positions

With our corporate HQ located in Quito, and our **16 distribution centers** throughout the country, **we provide the most extensive coverage of any distributor in Ecuador.** Delivering to our more than 94,000 customers in **48 hours or less.**





***OUR PARTNERS***



# OUR PARTNERS

Current and Past Customers



# ***HULARUSS***

## **Corporate HQ**

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