

COMPANY PROFILE

Building enduring value across generations.

Nena Holding is a diversified investment group bringing together leading businesses in food trading, steel and mining, Persian saffron, edible gold and technology ventures.

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Food Trading

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Steel & Mining

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Saffron

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Edible Gold

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Ventures

We invest in the industries that sustain economies — **food, metals and precious commodities** — and in the entrepreneurs shaping what comes next.

Rooted in Iran and connected to markets across the Middle East, Europe, Asia and Africa, Nena Holding combines the strength of a diversified portfolio with the agility of focused, specialist teams.

Each of our businesses is led by experienced operators and held to the same group-wide standards of quality, integrity and long-term thinking.

5

BUSINESS DIVISIONS
Diversified across sectors

7

PARTNER COUNTRIES
Active trading relationships

56

PROFESSIONALS
Specialist teams across the group

100%

TRACEABLE SUPPLY
From origin to delivery

— OUR PURPOSE

To connect Iran's resources, producers and talent with the world — **responsibly, reliably and for the long term.**

From essential commodities such as food and steel to some of the world's most precious products — Persian saffron and French edible gold — our businesses share a commitment to quality that can be measured and trusted.

Through Nena Ventures, we also invest in the founders and technologies that will modernise the very industries we know best, ensuring the group remains forward-looking for generations.

Five businesses. One standard.

A balanced portfolio spanning essential commodities, precious products and high-growth technology — built for resilience and long-term growth.



Food Trading

IMPORT & EXPORT OF FOOD PRODUCTS

Sourcing, importing and exporting food commodities and premium Persian produce across the Middle East, Europe, Asia and the CIS.



Steel & Mining

IRON ORE, IRON INGOTS & STEEL

From iron ore mining and concentrate to iron ingots, billets and finished steel — an integrated presence along the value chain.



Saffron

EXPORT OF PREMIUM PERSIAN SAFFRON

Exporting the world's finest Persian saffron — hand-harvested in Khorasan, laboratory-graded and packed to the highest international standards.



Edible Gold

EXCLUSIVE IMPORTER OF CHARRIER EDIBLE GOLD IN IRAN

Exclusive importer of Charrier edible gold from France, supplying Iran's finest pastry chefs, chocolatiers, hotels and luxury food brands.



Ventures

INVESTING IN START-UPS

Backing ambitious founders building the next generation of technology companies — with capital, industry access and operational expertise.

A market of **scale and depth.**

Iran combines vast natural resources, a diversified industrial base and one of the largest consumer markets in the region — at the heart of the trade routes linking Europe, Asia and the Gulf.



Strategic location

Bordering the Caspian Sea, the Persian Gulf and the Sea of Oman, and a key link on the International North–South Transport Corridor between Russia, Central Asia and India.

Natural resources

Among the world's largest reserves of natural gas, major iron ore, copper and zinc deposits, and a top-ten global steel industry.

Agricultural wealth

A world leader in saffron, pistachios and dates, with a remarkable diversity of climates and crops.

Human capital

Around 90 million people, a young population and one of the largest pools of engineering graduates in the world.



01 · IMPORT & EXPORT OF FOOD PRODUCTS

Feeding markets, connecting continents.

Nena Food Trading moves essential and premium food products across borders — importing staple commodities into Iran and exporting the finest Persian produce to discerning buyers worldwide.

FOCUS ON IRAN

Iran: an agricultural powerhouse at the crossroads of trade.

Few countries can grow as much, as differently, as Iran. From the humid Caspian lowlands to the high, sun-drenched plateaus of Kerman and the subtropical shores of the Persian Gulf, an exceptional range of climates meets within a single country.

Nena Food Trading works on both sides of this flow. Our export desk sources directly from growers and processors in Iran's leading agricultural provinces; our import desk supplies the country's food industry through its principal Gulf and Caspian ports, with every consignment inspected, documented and traceable.

KEY ORIGINS & GATEWAYS

Kerman & Rafsanjan

The heartland of Iranian pistachio production

Bam, Jiroft & Hormozgan

Mazafati and Piarom dates

Khorasan & Hamadan

Barberries, raisins and dried fruits

Bandar Abbas

Shahid Rajaei, Iran's largest container port

~90 million

consumers in the domestic market

Top 2

global producers of pistachios

3 seas

Persian Gulf, Sea of Oman and Caspian access

CATEGORY	PRODUCTS	FLOW
Nuts	Pistachios (Akbari, Ahmad Aghaei, Kalleh Ghouchi, Fandoghi), almonds, walnuts	Export
Dates & dried fruits	Mazafati, Piarom and Zahedi dates; raisins, dried figs, apricots and berries	Export
Grains & cereals	Wheat, barley, corn and rice for food and feed markets	Import
Edible oils & sugar	Crude and refined vegetable oils, raw and white sugar	Import

From the mine to the mill.

Nena Steel & Mining participates across the ferrous value chain — from iron ore extraction and concentrate to iron ingots, semi-finished and finished steel products for domestic and international markets.

FOCUS ON IRAN

Iran: one of the world's great iron and steel bases.

Iran ranks among the world's ten largest crude-steel producers and holds some of the largest iron ore reserves in the Middle East. Steel is one of the country's leading non-oil exports, shipped to markets across the Gulf, Asia and Africa.

Nena Steel & Mining operates along this chain: sourcing iron ore, supplying concentrate and pellets, and trading iron ingots, billets and finished steel products for domestic industry and regional export markets.

KEY MINING & STEEL REGIONS

Sirjan, Kerman

Gol-e-Gohar, one of the region's largest iron ore complexes

Bafq & Ardakan, Yazd

Chadormalu and the Central Iran iron ore district

Sangan, Khorasan Razavi

Fast-growing iron ore and pellet hub in the north-east

Isfahan

The country's largest flat and long steel producers

Top 10

world crude-steel producer

DRI

gas-based, lower-carbon
steelmaking route

Gulf access

deep-water ports for bulk exports

PRODUCT	DESCRIPTION	TYPICAL USE
Iron ore	Lump and fines with specified Fe grade	Pelletising, sintering, blast furnaces
Iron ore concentrate & pellets	High-grade concentrate and DR / BF-grade pellets	Direct reduction and ironmaking
Iron ingots	Cast iron ingots to customer chemistry	Foundries, steelmaking feedstock
Steel billets & blooms	Semi-finished carbon steel in standard sections	Re-rolling mills

The red gold of Persia.

Iran produces the vast majority of the world's saffron. Nena Saffron brings the finest of that harvest — hand-picked in Khorasan and graded to ISO 3632 — to importers, food manufacturers and luxury brands worldwide.

FOCUS ON IRAN

Khorasan: where the world's saffron grows.

Iran produces roughly nine out of every ten grams of saffron consumed in the world. Almost all of it is grown in the provinces of Khorasan Razavi and South Khorasan, where cold winters, hot dry summers and centuries of know-how create ideal conditions for *Crocus sativus*.

Nena Saffron works directly with growers' cooperatives and processors in this region, securing harvest volumes in advance and controlling drying, grading and packing to deliver consistent quality to markets including Europe, the Gulf, East Asia and North America.

THE SAFFRON HEARTLAND

Torbat-e Heydarieh

Widely called the saffron capital of the world

Gonabad

Fields irrigated by ancient qanat systems

Qaen, South Khorasan

Renowned for saffron of exceptional colour strength

Mashhad

Processing, grading and export hub

~90%

of world saffron production comes from Iran

150,000

flowers for one kilogram of saffron

Oct – Nov

a harvest window of only a few weeks

GRADE	DESCRIPTION	IDEAL FOR
Super Negin	Long, thick, pure red stigmas, cut and separated — the highest grade	Luxury retail and gifting
Negin	Pure red stigmas with exceptional colour strength	Gourmet retail, fine dining
Sargol	All-red stigma tips, no style, intense colour	Retail and food service
Pushal	Red stigmas with a small portion of yellow style	Food industry and wholesale

French savoir-faire, pure gold.

Nena Edible Gold is the exclusive importer of Charrier edible gold in Iran — bringing a heritage of French gold-beating craftsmanship to the leading pastry chefs, chocolatiers, hotels and luxury food brands of Iran.

FOCUS ON IRAN

A Persian love of gold, a growing luxury market.

Gold has symbolised celebration in Persian culture for millennia — from the treasures of the Achaemenid court to the sofreh aghd of today's weddings, the Nowruz table and the long night of Yalda. In Iran, how a celebration looks matters as much as how it tastes.

As Charrier's exclusive importer, Nena Edible Gold brings authentic French edible gold to this market with a dependable supply chain: imported with full certification, stored under controlled conditions and delivered to professional clients across the country, with technical guidance on every format.

KEY MARKETS IN IRAN

Tehran

The largest market for luxury hospitality, patisserie and gifting

Isfahan

Home of gaz and a centre of traditional confectionery

Mashhad

Major hospitality market serving millions of visitors

Shiraz & Yazd

Heritage cities with a strong tradition of sweets

Weddings

the leading occasion for gilded creations

Nowruz & Yalda

peak seasons for premium confectionery

Exclusive

official importer of Charrier in Iran

PRODUCT	DESCRIPTION	IDEAL FOR
Edible gold leaf	Book of 25 leaves, 23 carats — E175	Cakes, chocolates, plated desserts
Edible gold flakes	23-carat gold flakes in a jar — E175	Pâtisserie, confectionery, cocktails
Edible gold glitter	Fine 23-carat gold glitter — E175	Chocolates, macarons, finishing touches
Edible silver leaf	Book of 25 leaves of edible silver — E174	Wedding cakes, traditional sweets

Backing the builders of tomorrow.

Nena Ventures invests in ambitious start-ups and partners with founders for the long term — combining capital with the industrial reach, market access and operational experience of a diversified group.

FOCUS ON IRAN

Iran: a young, connected and highly educated market.

With around 90 million people, a median age of roughly 32, high smartphone and internet penetration and one of the world's largest pools of science and engineering graduates, Iran has built a dynamic, largely home-grown technology ecosystem.

Nena Ventures invests in this ecosystem with a focus on the sectors where our group brings unique insight — agriculture and food, commodities and trade, logistics, industry and financial services — and gives founders access to real customers and pilots inside our businesses.

INNOVATION HUBS

Tehran

Home to the majority of Iran's start-ups and investors

Pardis Technology Park

Iran's leading technology park, east of Tehran

Isfahan

Isfahan Science and Technology Town

Mashhad, Shiraz & Tabriz

Fast-growing regional ecosystems and universities

~90 million

people, with a median age of around 32

Top tier

engineering talent from leading universities

Digital-first

consumers and businesses

SUPPORT

WHAT IT MEANS

STAGE

Capital

Initial investment and the ability to follow on as the company grows

Seed to growth

Market access

Introductions to customers, partners and suppliers across our group

All stages

Operational expertise

Hands-on support in strategy, finance, hiring and operations

All stages

Pilot opportunities

Real-world testing within our food, steel and trading businesses

Early stage

How we create lasting value.

Long-term ownership

We build and hold businesses for decades, not quarters, reinvesting to strengthen each one.

Operational excellence

Specialist teams, disciplined processes and uncompromising quality in every market we serve.

Trusted partnerships

Relationships with growers, producers, buyers and brands built on reliability and integrity.

Disciplined growth

Prudent capital allocation across mature industries and the start-ups that will transform them.

Strong governance, clear accountability.

Board oversight

The Board sets group strategy, approves major investments and oversees the performance of every business.

Compliance & ethics

A group-wide code of conduct, anti-corruption policies and rigorous compliance with applicable laws and regulations.

Risk management

Structured oversight of commercial, financial, operational and market risks across the portfolio.

Quality standards

Shared quality frameworks, independent inspection and full traceability in all trading activities.

Sustainability

Responsible sourcing, safe operations and support for the farming and mining communities we work with.

Capital allocation

A disciplined investment process balancing stable, cash-generative businesses with long-term growth.

— GET IN TOUCH

Let's build something enduring together.

Whether you are a buyer, supplier, investor or founder, our teams would be glad to hear from you.

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