



COMPANY BROCHURE

Strategically trading physical commodities

ABOUT LICENA



WHY LICENA

Licena is a risk managed Physical Commodity Trading Firm with world class Traders handling trading portfolios across Oil Products, Fertilizers, Grains, Pulses, Chemicals and lubricants. Based out of Dubai, with sights set on Asia, Europe and Africa expansion, Licena is focused on trading globally with a bias on Africa market opportunities.

ECONOMIC VALUE

Our mission by driving innovation and creativity is to deliver superior returns on our trades and create economic value for ourselves and our partners.



Oil Products



Fertilizers



Grains



Pulses



Lubricants
and Chemicals

TRADER FOCUS

Licena is also set on creating opportunities for talented traders to maximize their trading pipeline and monetize their full opportunities in partnership with Licena through our digital BXG platform.

COMPETITIVE EDGE

Licena's competitive edge is that we are technologically differentiated to deliver superior profits with our three proprietary digital solutions across:

- Trader marketplace - Licena BXG Platform
- Trading exchange
- Future focus on block chain contracting system



CUSTOMER CENTRIC

Licena is customer centric. We aim to deliver value products and value pricing and seamless service to our customers. Our customers can rely on us for our expertise but most importantly on our business ethics and high compliance standards. We take our relationships very serious and discretion is of utmost priority to us.

COMPLIANCE FOCUS

Licena's model is compliance driven and we take ESG and HSSE as important parts of our business.

HUMAN LEADERSHIP

We believe in Human Leadership and we want to establish ourselves as one of the best employers in the sector with a unique focus on talent retention and development.



TEAM



Eghosa Oriakhi Mabhena

Chief Executive
Officer

David Galea

Chief Operating
Officer

Nas Furqan

Chief Financial
Officer



Sinan Al Sheikh

Chief Technology
Officer

Joelle Link

Chief Human
Resource Officer

Igor Brattsev

Head Trader
Fertilizers



Soobian Ahmad

Head Trader Pulses

Mehdi Fakhkhari

Head of Marketing

Hassan Boujdour

Office Manager

TEAM



Chief Risk Officer



Business Development
Manager



Research Analyst



Head Trader Oil



Head Trader Grain



Head of Operations
Dry Bulk



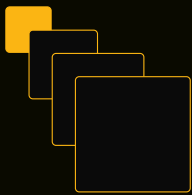
Head of Operations
Oil Products

OUR VALUES



Human
Leadership

We strive to lead by example, promoting empathy, respect, and inclusivity in our interactions with employees, partners, and stakeholders.



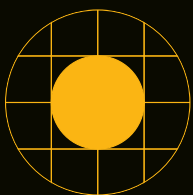
Performance

We focus on achieving and exceeding targets, continually improving our processes, and maximizing efficiency in our trading operations.



Excellence

We set high standards for ourselves and our team, emphasizing quality in our trading practices, customer service, and overall operations.



Integrity

We prioritize ethical conduct, honesty, and transparency in our business dealings. We adhere to legal and regulatory requirements and maintain a strong moral compass in all our interactions.



Discretion

We handle sensitive information with utmost care and ensure the privacy and security of our clients, partners, and stakeholders.

OUR TALENT APPROACH



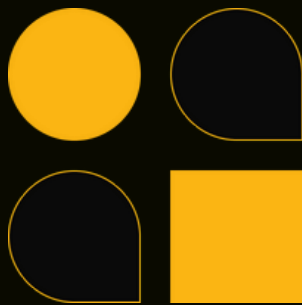
Empowering traders

Our model allows talented traders to maximize their time and talent and monetize opportunities they have no other way to bring to life



Get the best deals

We source the best commercial deals and talent via our Licena Digital platform which is overseen by our investment committee




Both physical and digital

The integration of physical and digital elements enables traders to access a broader range of opportunities, collaborate globally, and maximise their potential



CONTACT

 +971 45 299 759

 contact@licenagroup.com

 www.licenagroup.com

