

BRASSERIES DU CAMEROUN

Hello and welcome to the Brasseries du Cameroon. We are a Cameroonian company that employs 3,000 people and uses 3,000 providers each day to produce 8.5 million hectolitres of alcoholic or non-alcoholic beverages, that we distribute to 27,000 customers throughout the whole country. Societe Generale is our leading banking partner. We have had a working relationship since 1963, when the bank was created here in Cameroon. The company raises the most money for us because it has over 50% of our inflows. It is involved in financing the company since we have short-term lines of about 15 billion and we also use Societe Generale for long-term leasing for our distribution trucks, of which there are 157 today. The quality of the service provided, I think that is the first point. Then the sense of partnership as we and the bank have grown up together. We modernised, we implemented new tools at the same time.

For the future, we have two very promising innovation projects. The first is the digitisation of our receipts. Today we cash about 600 billion CFA Francs per year, 80% in cash so a lot of ticket handling with all the risks that entails. Today we want to move to a paperless solution that combines mobile and physical collections.