

SIBU

TRADING PLC

THREE GENERATIONS. ONE ORIGIN. ONE LEGACY.

Your Reliable Ethiopian Green Arabica Coffee Partner

FIRST GENERATION
Mr. Hasan Areedo

SECOND GENERATION
Mr. Kadir Hasan

THIRD GENERATION
Mr. Salim Kadir Hasan
Mr. Zidan Kadir Hasan
Areedo

ADDIS ABABA, ETHIOPIA

For current operating figures and certification eligibility, please confirm directly with Sibü.

OUR STORY

A Coffee Legacy Across Three Generations

Sibu Trading PLC is an Ethiopian coffee producer, processor and exporter built on generations of experience, a deep connection to the highlands of Guji, and a belief that exceptional coffee begins with respect - respect for the land, the farmer, the community and the customer.

Long before Sibu Trading PLC was formally established in 2014, coffee was already part of a much longer family legacy.

The story began with Mr. Hasan Areedo, whose involvement in coffee established the foundation of what would later grow into Sibu Trading PLC. Through years of coffee production, collection and domestic trade, he developed deep relationships with coffee-growing communities and accumulated knowledge of the land, the people and the coffee of Guji.

The second generation was led by Mr. Kadir Hasan, who carried that foundation forward and expanded the family's involvement in the Ethiopian coffee sector. Building on decades of experience in domestic coffee supply, including trade through Ethiopia's central auction system and later the Ethiopian Commodity Exchange, he transformed a generational coffee business into a company with an international vision.

In 2014, Mr. Kadir Hasan established Sibu Trading PLC, creating a platform through which the family's coffee experience could reach customers around the world.

Today, the legacy is entering its third generation through Mr. Salim Kadir Hasan and Mr. Zidan Kadir Hasan Areedo. Representing a new chapter in Sibu's journey, the third generation is focused on combining the experience inherited from the previous generations with modern specialty coffee, international branding, advanced processing, traceability, technology and stronger global market relationships.

Sibu is more than a company. It is a coffee legacy carried across generations.

IDENTITY & HERITAGE

The Story Behind Sibu

The name Sibu comes from our roots in the Guji coffee-growing community and represents our connection to coffee, culture and origin.

For Sibu, coffee has never been simply an agricultural commodity. It is part of the identity, history and cultural life of the communities from which the company originates.

That philosophy is also represented in the Sibu logo.

OUR LOGO - INSPIRED BY BUNA QALAA

The inspiration behind the Sibu identity comes from Buna Qalaa, a traditional Oromo coffee ceremony deeply connected with the cultural life of the Oromo people.

Buna Qalaa represents far more than drinking coffee. It carries ideas of hospitality, gathering, blessing, respect, celebration and connection between people.

Within Oromo cultural life and the Gadaa tradition, coffee has accompanied important gatherings and special occasions for generations. Women also hold important cultural and ceremonial roles within Oromo society, while the wider Gadaa and Siinqee traditions represent community, dignity, responsibility and continuity.

The Sibu logo draws inspiration from this heritage. For Sibu, it represents where the coffee begins: Guji, its people, its ceremony, the generations that came before, and the responsibility to carry that legacy forward.

When a customer receives coffee from Sibu, they are receiving more than green beans. They are receiving a piece of Guji.

THE GENERATIONAL CONTINUUM

01	Mr. Hasan Areedo - the foundation in coffee production, collection and trade.
02	Mr. Kadir Hasan - expansion, formalization and the establishment of Sibu Trading PLC in 2014.
03	Mr. Salim Kadir Hasan & Mr. Zidan Kadir Hasan Areedo - the next chapter in specialty coffee, innovation, technology and global growth.

ORIGIN

From Guji to the World

Ethiopia is widely recognized as the birthplace of Arabica coffee. Within Ethiopia, Guji has developed an international reputation for distinctive specialty coffees grown at high elevations under favorable climatic conditions.

This is where Sibü's story began.

Sibü specializes in coffees originating primarily from:

- Guji Kercha
- Hambella Wamena
- Gelana / Abaya
- Yirgacheffe
- Lemo and selected Ethiopian origins

Many of our coffees grow between approximately 1,800 and 2,200 metres above sea level, where altitude, rainfall, fertile soils, local varieties and traditional farming practices contribute to remarkable cup profiles.

Depending on origin, variety and processing, our coffees can present floral, citrus, stone-fruit, berry, tropical-fruit, chocolate, spice and tea-like characteristics, with vibrant acidity, sweetness and complex aromatics.

GUJI - KERCHA

Kercha is central to the history of Sibü and remains one of our most important coffee-producing areas.

- Guracho Village Washing Station
- Gara Kulkulle - Kercha
- Banko Michicha Specialty Natural Preparation Site
- Kercha Guracho

HAMBELLA WAMENA

Hambella is internationally recognized for highly aromatic and fruit-forward coffees.

- Dabaye Washing Station
- Dabaye Natural Specialty Preparation Site
- Wamena Natural Specialty Preparation Site
- Banti Nenka Natural Specialty Preparation Site
- Buliye Natural Specialty Preparation Site

GELANA / ABAYA

Our network extends into Gelana and Abaya, selected for growing conditions, producer relationships and distinctive cup potential.

- Bukissa Village Washing Station
- and surrounding coffee-producing communities

INTEGRATED VALUE CHAIN

From Farm to Export

Sibu participates across multiple stages of the coffee value chain. This vertically connected approach allows us to maintain greater control over quality, traceability and preparation from origin through export.

Coffee farming	Outgrower partnerships	Cherry collection
Washing stations	Natural coffee preparation	Washed coffee processing
Dry milling	Hulling	Sorting
Grading	Cupping and quality control	Warehousing
Export preparation	International logistics	Customer relationship management

OUR FARMERS & OUTGROWER NETWORK

Coffee begins with people. Sibu works with hundreds of coffee-growing families and maintains direct relationships with producer communities throughout our operating areas.

Our network has grown beyond the approximately 200 outgrowers and 1,000 hectares represented during our earlier years. Today, Sibu's operations and partnerships include more than 400 farmers and over 1,500 hectares associated with certified organic coffee production and outgrower relationships.

Coffee cherries are largely harvested manually, allowing ripe cherries to be selectively picked and delivered for processing. Our long-term objective is not simply to purchase coffee from farmers. It is to build lasting relationships with the communities responsible for producing it.

QUALITY AT SCALE

Processing Infrastructure

Quality cannot be created only at the final stage of export. It must be protected from the moment the cherry is harvested.

Sibu has continued to reinvest in coffee infrastructure, processing technology and quality-control systems. Our operations include washing stations, natural-processing locations, warehouses and dry-milling facilities across our producing regions.

5,000 KG/HOUR

Dry coffee hulling capacity at Dimtu Town

8 TONNES/HOUR

Modern sorting capacity

These investments allow Sibu to prepare both specialty and commercial coffees according to customer specifications.

OUR PROCESSING METHODS

Natural Process: Whole coffee cherries are carefully dried to develop sweetness, fruit intensity and body.

Washed Process: Coffee cherries are depulped, fermented, washed and carefully dried to produce cleaner, brighter and more articulate cup profiles.

Honey Process: Selected lots may be prepared with varying amounts of mucilage retained during drying, creating a balance between washed clarity and natural sweetness.

Experimental & Specialty Processing: Sibu is developing controlled experimental processing and fermentation programs designed to explore new expressions of Ethiopian coffee while maintaining transparency, repeatability and cup quality.

Innovation at Sibu begins with one principle: protect the identity of the coffee before changing the process.

DRYING & QUALITY CONTROL

Protecting Quality

Drying is one of the most important stages of coffee preparation. Freshly processed parchment can contain moisture levels of approximately 45%, making careful drying essential to protect quality.

Our target is generally to stabilize export coffee within the appropriate moisture range, commonly around 9.5%-11.5%, depending on processing method and coffee condition.

Coffee is carefully managed during drying to reduce the risk of overheating, uneven drying or quality deterioration. Where appropriate, shade and controlled exposure are used to protect the physical structure and sensory characteristics developed within the coffee.

The objective is simple: preserve what the farm and the cherry have already created.

QUALITY CONTROL & CUPPING

Every coffee carries a story, but that story must also be proven in the cup. Quality control is therefore central to Sibü's operations.

- | | |
|------------------------|---------------------------|
| • Physical preparation | • Moisture |
| • Bean size | • Defect count |
| • Density | • Processing consistency |
| • Aroma | • Acidity |
| • Sweetness | • Body |
| • Aftertaste | • Balance |
| • Clean cup | • Overall sensory profile |

Our specialty lots are separated according to origin, processing method and quality potential before being presented to customers.

Sibü coffees have also participated in Ethiopia's specialty coffee competitions, including recognition connected with the 2020 Ethiopian Cup of Excellence.

SPECIALTY & COMMERCIAL

Coffee Portfolio

Sibu serves buyers with different sourcing requirements - from distinctive microlots to consistent multi-container programs.

ETHIOPIAN SPECIALTY COFFEE	COMMERCIAL ETHIOPIAN COFFEE
• High-scoring washed and natural coffees • Single-origin coffees • Microlots • Traceable station lots • Organic coffees • Experimental-process coffees • Customer-specific preparations	• Guji • Yirgacheffe • Lemo • Natural grades • Washed grades • Other Ethiopian export preparations according to buyer specifications

Our operating scale has enabled Sibu to handle a substantial annual export program, including both specialty and commercial container volumes.

CERTIFICATIONS

Sibu has invested in internationally recognized certification programs to support customers requiring certified and responsibly produced coffee.

- EU Organic
- NOP Organic
- JAS Organic
- Rainforest Alliance
- C.A.F.E. Practices
- Certification / audit relationships with international organizations including Ecocert

Certification status and individual lot eligibility are confirmed for customers according to crop year, farm, station and export requirements.

HOW TRUST IS BUILT

Transparency & Responsibility

Today's coffee buyer wants to know more than the country written on the bag. They want to know where the coffee came from, who produced it, where it was processed, how it was processed, when it was harvested, and what makes it different.

Sibu is continuing to strengthen traceability throughout its supply chain. Our long-term objective is to connect each important specialty lot with its origin story - from farmer and village through processing station, preparation, cupping and export.

Transparency is not only a marketing tool. It is how trust is built.

RESPONSIBILITY TO OUR COMMUNITIES

Our relationship with coffee-producing communities goes beyond purchasing coffee. The future of Sibu depends on the future of the communities surrounding our farms and processing stations.

For this reason, the company has historically reinvested part of its success into social and community initiatives, including:

- Education
- School development
- Access to computers and learning resources
- Clean-water projects
- Employment opportunities
- Coffee-growing communities
- Infrastructure improvement
- Long-term farmer relationships

Sibu has historically committed a portion of its profits toward community and social-responsibility initiatives. As the company grows, we intend for that impact to grow with it.

EMPLOYMENT & REACH

People Behind the Coffee

During harvest and processing seasons, coffee creates significant employment across Sibü's producing areas.

Our operations involve permanent employees as well as a large seasonal workforce across farms, washing stations, processing facilities, warehouses and coffee preparation activities.

Over the years, Sibü's seasonal workforce has reached more than 1,250 people, alongside permanent teams responsible for operations, quality, administration and export.

Behind every container we ship are hundreds of hands. That human contribution is part of the value of Ethiopian coffee.

OUR GLOBAL REACH

From the highlands of Ethiopia, Sibü coffee travels to customers around the world.

North America	Europe	South Korea
China	Australia	Saudi Arabia
United Arab Emirates	Middle East	Asia
Other international markets		

We work with specialty roasters, green-coffee importers, traders, distributors and commercial coffee buyers.

Quality. Reliability. Transparency. Timely shipment.

WHAT GUIDES SIBU

Vision, Mission & Promise

OUR VISION

To build Sibü into one of Ethiopia's most trusted and internationally respected coffee companies - recognized not only for the quality of our coffee, but for our origins, reliability, transparency, innovation and responsibility to the communities behind every lot.

We want the name SIBU to become internationally associated with outstanding Ethiopian coffee and the heritage of Guji.

OUR MISSION

Our mission is to connect Ethiopia's coffee-producing communities with the global coffee market through quality, transparency and long-term partnerships.

- Produce and source exceptional Ethiopian Arabica coffee.
- Protect quality from farm to export.
- Build sustainable relationships with farmers and customers.
- Invest in modern processing and quality-control technology.
- Promote transparency and traceability.
- Develop innovative processing techniques responsibly.
- Create employment and community impact.
- Represent Guji coffee culture internationally.
- Preserve the Sibü coffee legacy for future generations.

OUR PROMISE

We believe reliability is built shipment by shipment. That means delivering the right coffee, at the right quality, with the right preparation, at the agreed time, and with honest communication throughout the relationship.

Our customers are not simply purchasing Ethiopian coffee. They are trusting Sibü with part of their own business. We take that responsibility seriously.

LEGACY

Three Generations - One Continuing Story

The journey began with Mr. Hasan Areedo, who laid the foundation through coffee production, collection and trade.

That legacy was carried forward by Mr. Kadir Hasan, who expanded the business, strengthened its connection to Ethiopia's coffee sector and established Sibu Trading PLC in 2014, taking the family's coffee heritage into international markets.

Today, Mr. Salim Kadir Hasan and Mr. Zidan Kadir Hasan Areedo represent the third generation of that journey. Their role is to carry the legacy into its next chapter - combining generations of coffee knowledge with specialty processing, technology, international branding, traceability, innovation and stronger relationships with buyers around the world.

THREE GENERATIONS. ONE CONTINUING STORY.

Mr. Hasan Areedo

Mr. Kadir Hasan

Mr. Salim Kadir Hasan & Mr. Zidan Kadir Hasan Areedo

Different generations. Different chapters. One continuing legacy.

Our methods may evolve. Our technology may change. Our markets may expand. But the foundation remains the same:

COFFEE. GUJI. HERITAGE. TRUST.

The first generation created the foundation.

The second generation built Sibu.

The third generation is taking Sibu forward.

SIBU TRADING PLC

ROOTED IN GUJI. BUILT THROUGH GENERATIONS.
SHARED WITH THE WORLD.

YOUR ETHIOPIAN GREEN ARABICA COFFEE PARTNER

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SIBU

Coffee. Guji. Heritage. Trust.