



BY COTR GLOBAL GROUP LTD

Gold Standard.
Premium Nicotine Pouches.
British Brand. European Quality.

Exclusive Distribution Opportunity
United Arab Emirates · GCC

\$46M

2025

UAE Market

30%+

CAGR

Annual Growth

July 25

Legal

Market Open

16mg

EU GMP

Strength

Registered in England & Wales · EU Hub: Slovenia

CONFIDENTIAL · March 2026

Why UAE. Why Now. Why AURUM.

MARKET FACTS

\$46M

UAE market value, 2025

30%+

CAGR to 2033

88%

Expat population — target users

#1

UAE — largest GCC pouch market

WHY THE TIMING IS RIGHT

- Market legalised July 2025 — newly open, not yet consolidated
- No brand holds dominant share — first-mover advantage available
- High-strength segment (12–16mg) is underserved
- 88% expat population already familiar with pouches
- Swedish harm-reduction model actively promoted by UAE government

AURUM ANGLE

Gold Standard positioning — above VELO and ZYN, with a British identity no Scandinavian brand can claim.

Enters the market as a premium British brand, not another Scandinavian commodity.

AURUM Cold Dry. Built for this market.



SPECIFICATIONS

FORMAT

All White Nicotine Pouch

FLAVOUR

Cold Dry Mint

STRENGTH

16 mg / pouch

COUNT

20 pouches per can

CERTIFICATION

EU GMP Certified

ORIGIN

Manufactured in EU, Finland

PACKAGING

Arabic / English bilingual

COMPLIANCE

UAE.S FDS 5061 — ECAS

WHY AURUM WINS ON THE SHELF

Gold Standard

Name = premium positioning built-in

16mg Strength

Uncontested high-strength segment

British Brand

EU quality + UK credibility

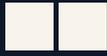
ECAS Ready

Complete regulatory package provided

AURUM. The Gold Standard.

AURUM (n.)

Latin. The chemical symbol for Gold. Atomic number 79. The most universally recognised symbol of quality, value and permanence.



BRITISH IDENTITY

Registered in England & Wales

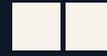
British brand equity resonates with UAE's premium consumers across all nationalities



EUROPEAN QUALITY

Manufactured in EU under GMP standards

Finnish production excellence — the home of nicotine pouches



GOLD STANDARD

AURUM is not a descriptor — it is a promise

Gold is the universal language of premium in every culture, especially in UAE

MARKET POSITIONING

AURUM enters above the mass-market and claims the premium British tier — currently unoccupied.



What We Are Proposing

YOU RECEIVE

As exclusive distributor:

- Exclusive rights to AURUM brand in UAE — option to extend to GCC on Year 1 performance
- Certified, import-ready product — ECAS documentation package included
- British brand credibility — premium positioning above mass-market competitors
- Your existing ECAS infrastructure covers AURUM brand addition — no new certification from scratch
- Direct EU manufacturer relationship — no middlemen after launch
- Marketing materials, product training and ongoing brand support
- First-to-market advantage — the premium British pouch that doesn't exist yet

DEAL STRUCTURE

TERRITORY

UAE
(GCC option Y1)

DURATION

2–3 years from
first shipment

EXCLUSIVITY

Subject to annual
min. purchase

1ST PAYMENT

Deposit credited
to first order

ORDER TERMS

30% advance
70% vs B/L

DELIVERY

CIF Jebel Ali
or Abu Dhabi

NEXT STEPS



The Economics Work For You.

\$10.90

Your CIF cost
per can

AED 40

UAE retail
per can

~40%

Your gross
margin

~51%

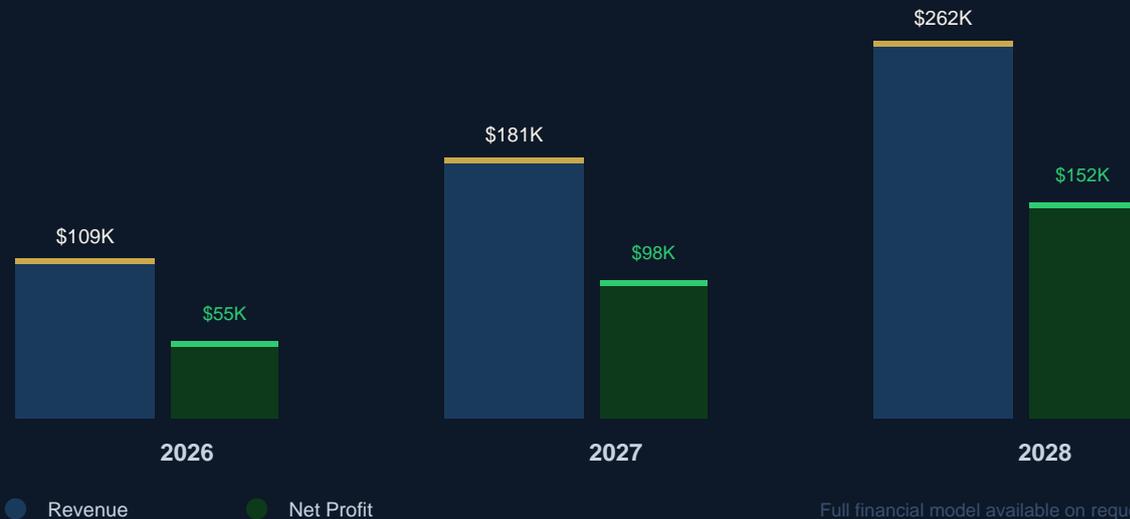
AURUM net
margin

WHY AURUM IS MORE PROFITABLE FOR YOU THAN VELO OR ZYN

	VELO / ZYN	AURUM
Margin control	Fixed by PMI/BAT	Negotiated with us
Exclusivity	None — anyone sells it	Yours alone in UAE
Customer loyalty	Belongs to global brand	Stays with your network
Competitive moat	Zero	Complete

3-YEAR REVENUE PROJECTION — BASE CASE

2 orders / year (2026) → 3 (2027) → 4 (2028) · 5,000 cans MOQ



Full financial model available on request

AU

79

ONE EXCLUSIVE PARTNER.

One market. One chance to be first.

AURUM is not another nicotine pouch. It is the only premium British-branded pouch in the UAE market — and we are offering one distributor the exclusive right to own that position. Your ECAS infrastructure is already in place. We bring the brand, the product, and the margin.

— COTR Global Group Ltd

CONTACT

AURUM by COTR Global Group Ltd

Registered in England & Wales · EU Hub: Slovenia

WEBSITE	cotr.global
EMAIL	partnerships@cotr.global
REGISTERED	COTR Global Group Ltd, England & Wales

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