

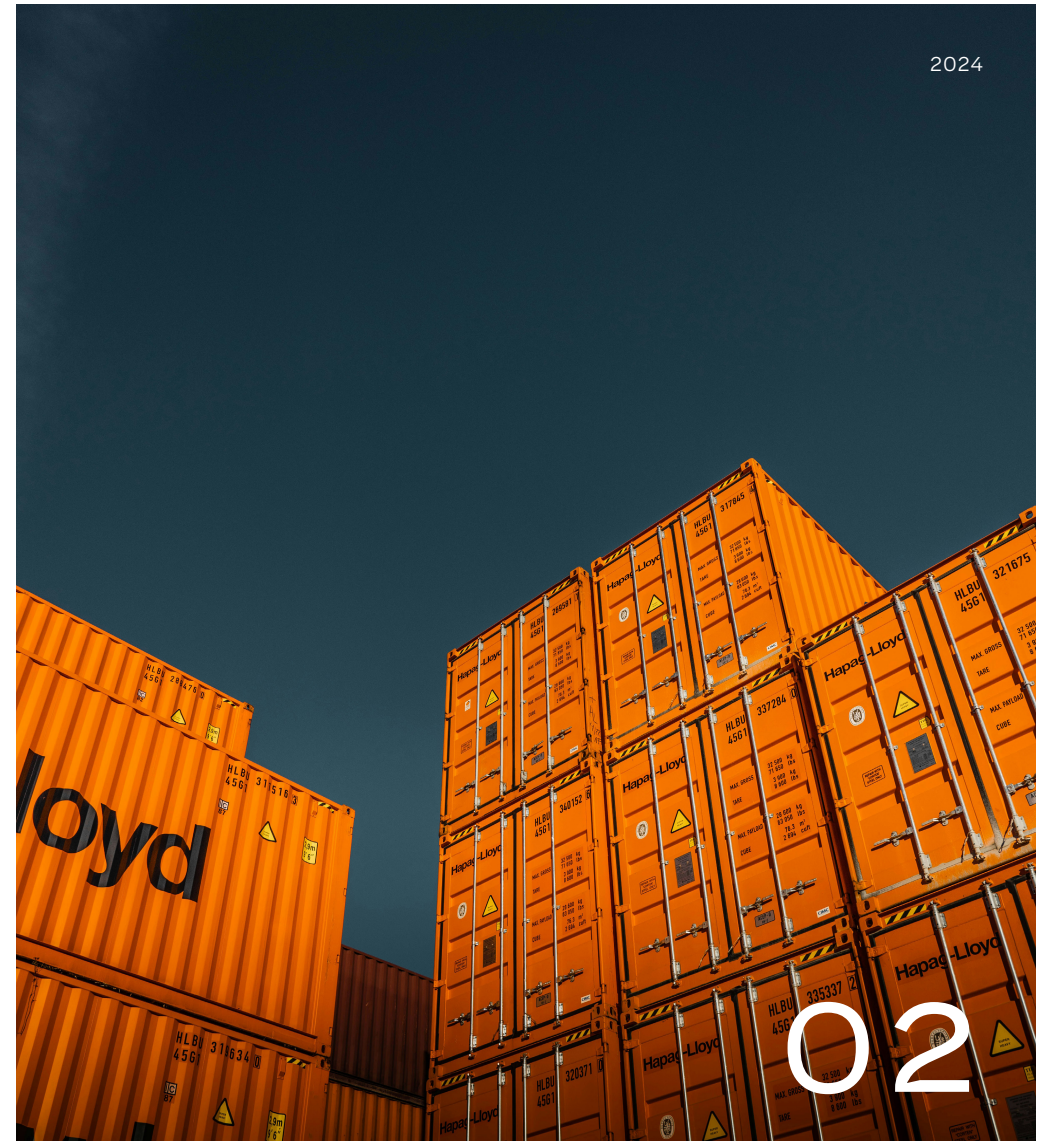
ULTRA

POWERING GLOBAL TRADE & ENERGIZING FUTURES



ABOUT US

At Ultra, our philosophy is straightforward: the pursuit of excellence should never come at the cost of the foundational values that define us. This guiding principle influences every aspect of our operations.



ABOUT US

2024

Ultra is a dynamic and forward-thinking international trading group, rooted in a pioneering family business established in the early 1990s.

Over the years, we have grown into a leading player in sourcing and procurement, with a strong presence across China and the Middle East. As we expanded, Ultra strategically positioned itself across the globe, supported by a network of local agent offices in key markets throughout Asia, Europe, the Middle East and Africa.

With dedicated procurement and sales teams, as well as specialized centers in Qingdao and Saudi Arabia, we are well-equipped to serve our client's needs and adapt to the nuances of various markets. Our extensive network and solid partnerships in Europe, Africa, and the Middle East have been instrumental in Ultra's rapid growth.



ABOUT US

2024

In 2010, we solidified our presence in Africa, followed by a strategic expansion into the Middle East. Over the years, Ultra has emerged as a formidable force in international trade, with a strong reputation in the petrochemicals industry, mining equipment, and alternative fuels & energy sectors. Our expertise spans across a wide range of sectors, including:

Polymers

Mining equipments & Industrial Tires

Chemicals, Petrochemicals & Fertilizers

Petroleum

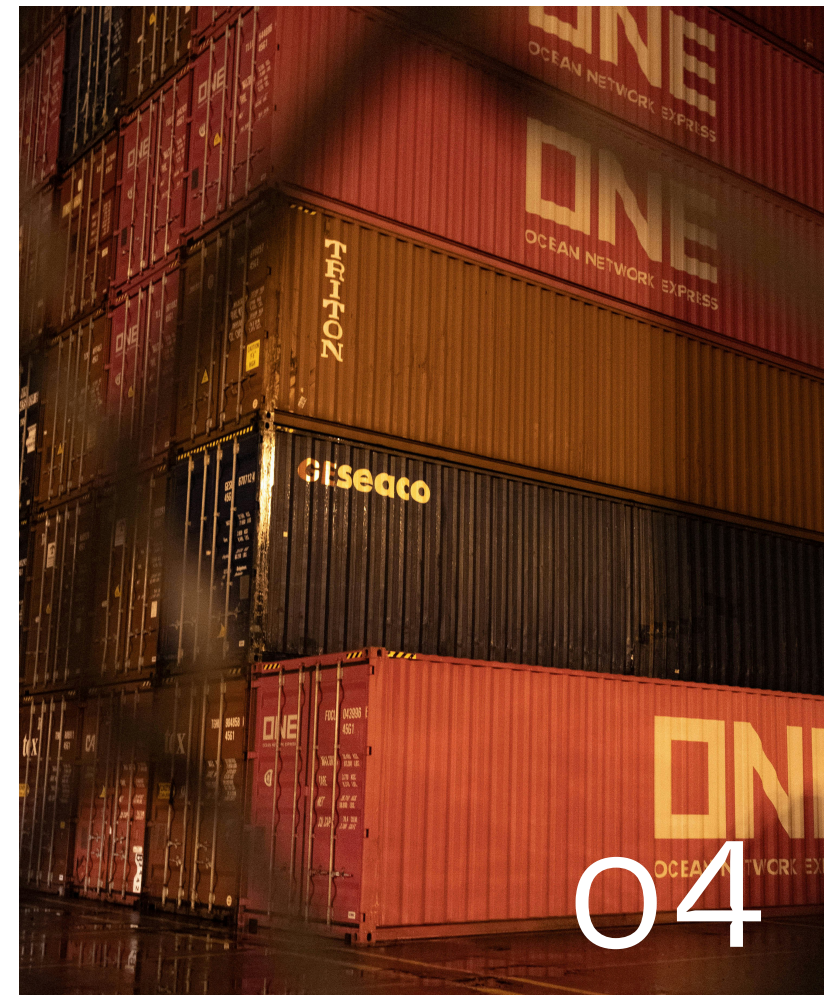
Metals & Minerals

Natural & Synthetic Rubber

Agro Commodities

Alternate Fuel & Energy

Logistics & Consulting



POLYMERS

2024

Ultra has been actively engaged in the polymer industry for over a decade. We operate as trade enablers, ensuring that we deliver high-quality products to our customers while providing fair returns to our suppliers.

This win-win approach has allowed us to establish a solid footing in the international polymer market. Our primary focus has always been centered around meeting the needs of end-customers.

Our partner factory in Saudi Arabia is renowned for its extensive expertise in the production of irrigation pipes. Over the years, our operations have enabled us to forge strong partnerships with major players in the polymer industry, including SABIC, MARLEX, TASNEE, and BOROUGE (Prime & Recycled).

In the past decade, we have expanded our operations to include polymer distribution through our branches in Dubai and Riyadh. This strategic diversification allows us to better serve the diverse polymer requirements of various industries, including those needing high-performance polymers.

We offer a comprehensive range of polymers, including:

Polypropylene (PP)

Polyethylene (PE)

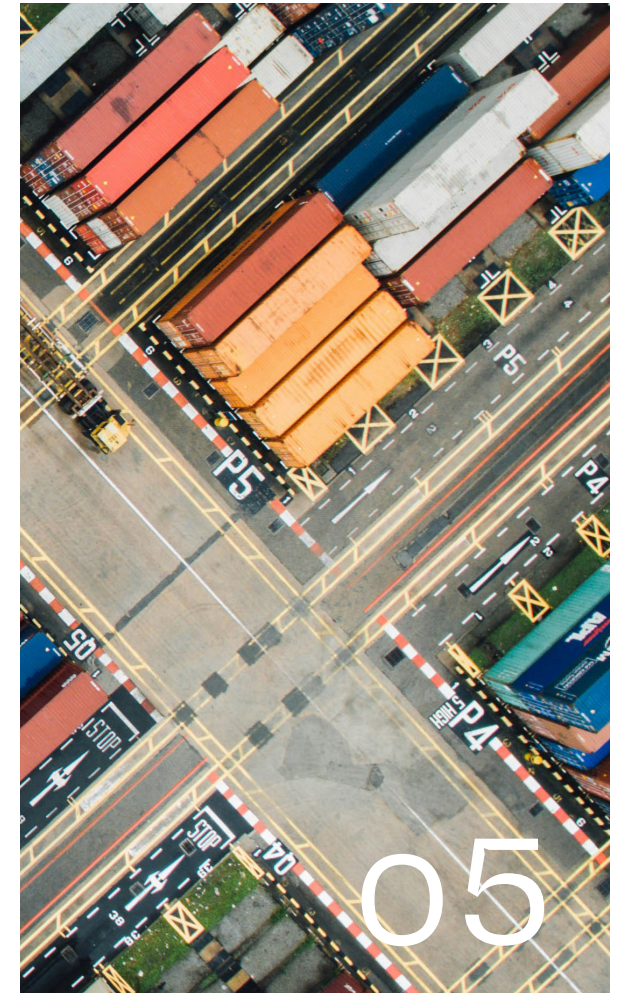
Polyethylene Terephthalate (PET)

Polyvinyl Chloride (PVC)

Ethylene Vinyl Acetate (EVA)

Polystyrene (PS)

Expanded Polystyrene (EPS)



MINING EQUIPMENT & INDUSTRIAL TIRES

For the past fifteen years, Ultra has played a pivotal role in the automotive and spare parts distribution, establishing itself as a key player with a particular emphasis on industrial tires, including Passenger Car Radials (PCR), Truck and Bus Radials (TBR), Off-the-Road (OTR) tires & Bias Mining Tires.

Our commitment to excellence is reflected in our extensive involvement in the distribution of the top 10 Chinese tire brands across Africa and the Middle East, some of which we exclusively represent in specific territories of both regions.

Since 2015 we have started the development of our own tire brand, manufactured through dedicated production lines in China and Thailand. This strategic move allows us to maintain high-quality standards and cater to diverse market needs. Beyond tires, Ultra is actively engaged in supplying spare parts, machinery and mining equipment. Our comprehensive approach ensures that we contribute to the entire automotive and mining ecosystem, meeting the demands of our clients with efficiency and reliability.



CHEMICALS, PETROCHEMICALS & FERTILIZERS

Petrochemical products have become indispensable in modern life, finding applications across a vast array of sectors, from clothing and construction to automotive, agriculture, electronics, and more. These products are integrated into virtually every aspect of daily use, making the chemical and petrochemical industries a cornerstone of international trade and distribution.

At Ultra, we specialize in understanding the needs of both producers and end-users, positioning ourselves as a strategic partner to unlock value and develop new markets. By leveraging our extensive network and robust infrastructure, we create synergies that drive growth and innovation.

We are proud to maintain a diverse export portfolio, primarily sourced from key production hubs such as Saudi Arabia and India.



Our product line includes a broad range of fertilizers—nitrogen, phosphorus, potassium, calcium, magnesium, and sulfur—designed to meet the comprehensive requirements of modern agriculture. Additionally, we supply an assortment of pesticides and fumigants, including versatile solutions like Methyl Bromide, tailored to support crop protection and yield optimization.

Our unwavering commitment to delivering high-quality agricultural inputs is a testament to our dedication to empowering farming communities worldwide and promoting sustainable agricultural practices.



AGRO COMMODITIES

2024

In recent years, we have encountered increasing challenges in accessing foreign currencies in certain countries with which we conduct trade. Faced with the complexity of currency exchange, we found that exporting local products has become essential for the sustainability of our import operations. As time has progressed, our focus has shifted towards exploring and capitalizing on the wealth of local resources, aiming to establish ourselves as a key player in the export of commodities.

We engage in the trade of various products, including sugar, rice, coffee, and sunflower oil. For most of the products we trade, we strive to promote vertical integration to ensure complete control and traceability throughout the supply chain. This approach not only enhances our operational efficiency but also reinforces our commitment to quality and transparency.

Our primary commodity export destinations include India, Brazil, Thailand, Ethiopia, Turkey, and Saudi Arabia. By diversifying our export markets, we aim to navigate the intricacies of international trade and contribute to the economic growth of both the countries we operate in and those we trade with. As we continue to adapt to the evolving global economic landscape, our dedication to sustainable practices and local partnerships remains a cornerstone of our business strategy.



ALTERNATE FUEL & ENERGY

2024

Economic and environmental challenges, combined with an increased consumer awareness of the need to balance economic growth with sustainability, have made the adoption of alternative energy sources essential.

Acknowledging this shift, Ultra has positioned itself as a key player in the integration of these innovative solutions. Given the environmental impacts of conventional energy sources, non-conventional energy solutions are now taking center stage in the global energy transition.

Ultra is focusing its efforts on deploying alternative energy solutions, with a strategic emphasis on the African market, to support sustainable development and provide an effective response to the region's growing energy needs.



PETROLEUM

Ultra secures its petroleum products through strategic partnerships with leading global refineries, ensuring consistent supply and uncompromising quality standards. Our portfolio encompasses Heavy, Middle, and Light Distillates, catering to diverse market needs with exceptional reliability.

LPG

Naphta

Gasoline

Diesel

Kerosene

Wax

Asphalt

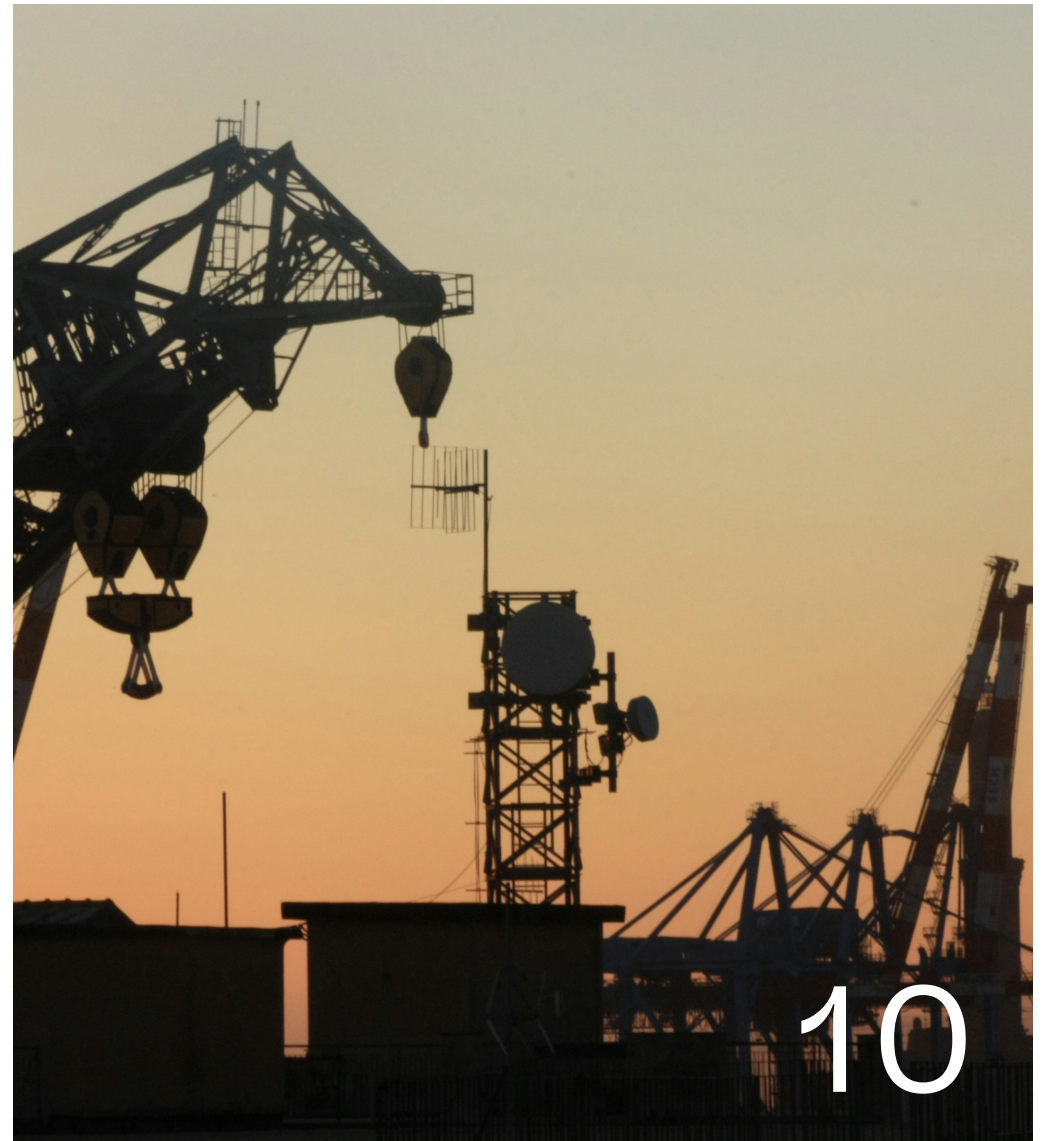
Base Oils

Coke

Heavy Fuel Oil

Lubricating Oil

Bitumen



COAL

2024

Ultra provides comprehensive energy resource solutions, focusing on coal and associated commodities to power, steel, cement, and other industrial sectors.

Based in Dubai, UAE, our operations are tailored to meet the specific needs of markets like Middle East, Africa & China.

Our team is specialized in delivering tailored solutions that ensure smooth and reliable movement of coal and related products. From the point of origin to the final delivery site, we consistently prioritize efficiency, cost-effectiveness, and punctuality.

Ultra continues to grow and diversify its product offerings. Our goal is to serve as a single, trusted source for all energy and raw material needs.



CONSULTING, LOGISTICS & WAREHOUSING

2024

Logistics Solutions

We offer seamless global shipping solutions tailored to meet our clients' diverse needs across all major trade lanes.

Comprehensive air freight services, including express and standard options, ensuring timely and efficient delivery worldwide.

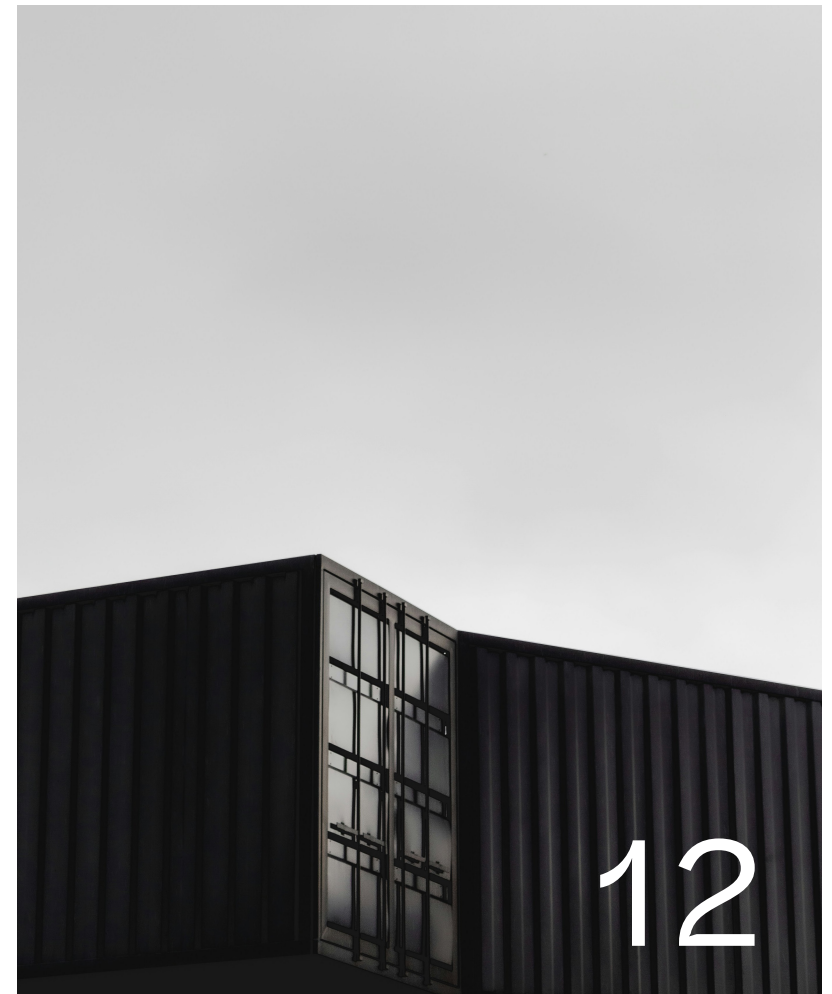
Extensive road freight coverage across Europe, Africa, the Middle East, and China, with optimized routing and secure transportation.

Expertise in international container logistics, providing Full Container Load (FCL) and Less than Container Load (LCL) services to accommodate varying cargo volumes.

Specialized handling and storage capabilities for a wide range of products, supported by value-added services to maximize supply chain efficiency.

Business Facilitation & Strategic Partnerships

We create value by connecting our clients with strategic partners, fostering unique collaborations that drive growth and enhance operational outcomes.



USA



EUROPE



AFRICA



ASIA



MIDDLE EAST

