

## Director's Message

For more than four decades, I have had the privilege of working in an industry that connects cultures, nourishes communities and builds trusted relationships across borders. When I founded Goldfayre Trading Ltd. in 1999, my vision was clear to bridge the gap between global producers and local markets with honesty, quality and unwavering reliability.

Today, I am proud to see that vision thriving.

At Goldfayre, our mission has always been to deliver premium food products sourced from around the world while maintaining the highest standards of quality, transparency and customer satisfaction. Our growth has been shaped by strong values, long-standing partnerships and the trust of clients who rely on us every day.

Over the years, our product range has expanded, our distribution network has strengthened and our capabilities have evolved yet our core promise remains unchanged to provide superior food solutions with integrity and responsibility.

We remain committed to ensuring excellence and food safety at every stage of our operations, serving our customers with care and reliability, embracing innovation in response to global trends and supporting sustainable, environmentally responsible practices. Above all, we focus on building relationships founded on trust, respect and consistent performance.

I extend my heartfelt gratitude to our suppliers, partners, loyal customers and the dedicated Goldfayre team whose hard work continues to drive our success. Together, we look forward to many more years of serving with excellence.

Warm regards,  
Muhammad Hafiz  
Director, Goldfayre Trading Ltd.