



Abico
Since 2012



Zip code:17070

KHAN-UUL DISTRICT, MAGNOLIA OFFICE, 5TH FLOOR, ULAANBAATAR-17070, MONGOLIA

TEL: (976) 7575-5550

www.abico.mn

OUR HISTORY



Abico LLC is a trade and service company that aims to provide **high quality** and **healthy products**, and the **best services** to our customers. We have continuously introduced **the best Japanese products** into the domestic market since our establishment in 2012. We focus on distributing the **highest quality products** because we believe it ensures a long lasting, stable business relationships with our suppliers, while offering the best opportunity for our customers.

OUR VISION & MISSION



Vision

Bring the Good spirits and Happiness through our Quality products with Reliable Services in Mongolia and Central Asia.

Mission

Provide quality products to every households
Deliver the best service to every citizen and every household through our customers.



OUR PRIDE



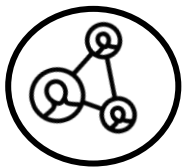
THE POWER OF BRAND IDENTITY

Thanks to our professional marketing team, our brands stand at **No.1** in Mongolia.



REKNOWN JAPANESE BRAND

Trusted and responsible relations with **9** major Japanese company.



STRONG SOCIAL PLATFORMS

FB Pages **678,000** followers
FB Groups **158,000** members
Instagram **48,000** followers



SKILLED TEAM FUELED BY ONE DREAM

"Growing together"
being our motto, we are proud of the best team that develops us every day.



STORAGE AND DISTRIBUTION

Thanks to our skilled employees, own warehouse, and vehicles we deliver all across the country.

OUR PROFESSIONAL WORKFORCE

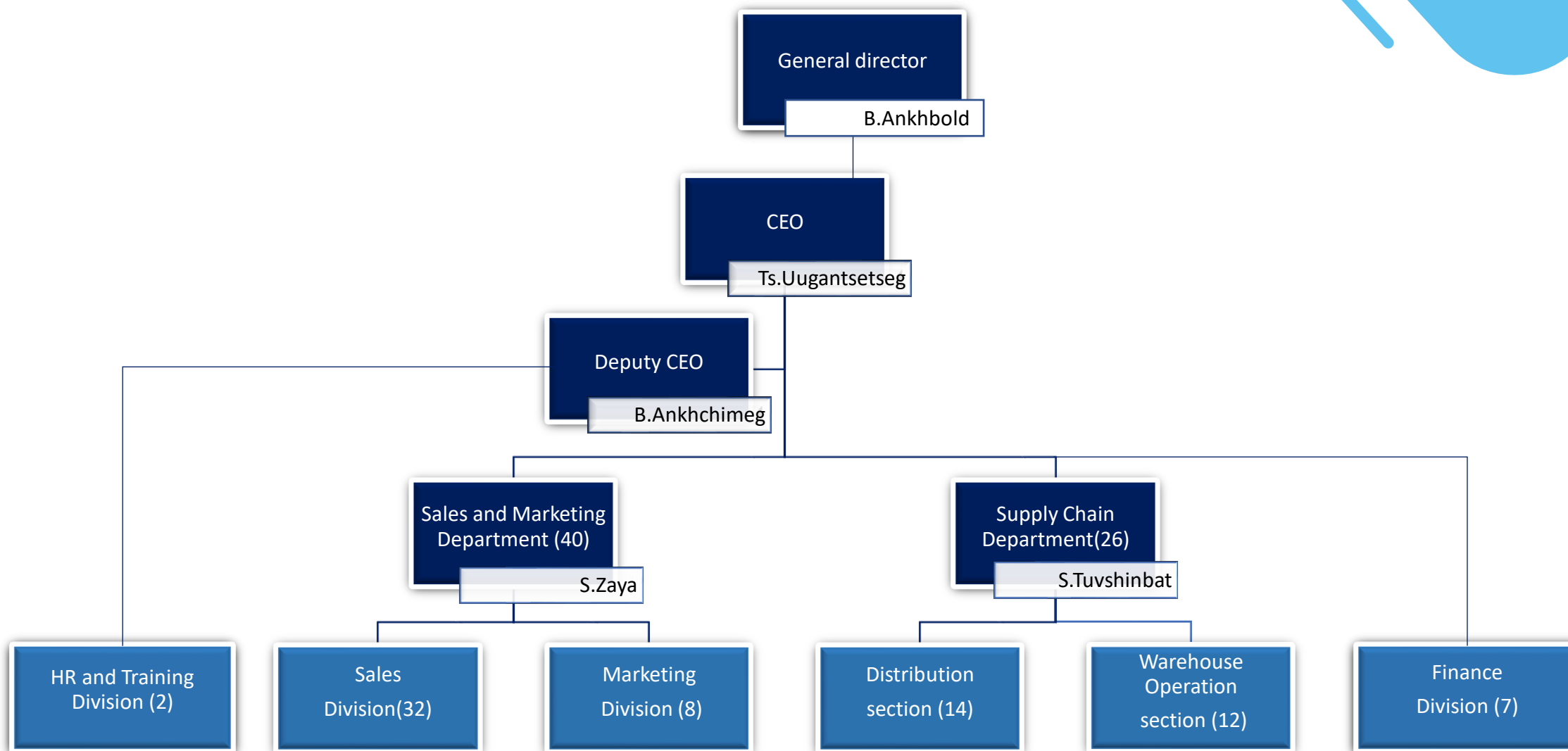


Total of **81 employees**
8 Marketing and **32 Sales personnel**
26 Supply Chain staff

With **10 years** of experience in FMCG and trained professional workforce with Training center.



Company Structure



MILESTONE OF OUR BRANDS

pigeon

Official distributor of
Kagome corporation
in Mongolia.

GOON

Official distributor of
S and B company in
Mongolia. They
world's number 1
spice brand..

elis
エリス

Official distributor
of SLIMWALK,
MAGNELOOP,
ELEKIBAN, PRO.FIT
in Mongolia

DyDo

Official distributor
of DYDO

2015

2019

2020

2012

Official distributor of
Pigeon corporation
in Mongolia.

自然を、おいしく、楽しく。
KAGOME

2015

Official distributor of
Daio PAPER
corporation's Goon
brand in Mongolia.
They have the biggest
FACTORY in the
world.

S&B

2019

Official distributor of
Daio PAPER
corporation's Elis
brand in Mongolia

P!

2022

Official distributor of
FUNDOKIN

フンドーキン
フンドーキン 醤油株式会社

MARKET SHARE OF THE BRANDS

36% Market Share
Pigeon

73% Market Leader
S&B

29% Market Leader

自然を、おいしく、楽しく。
KAGOME

TOP 5
Baby Diaper

GOO.N
グーン



OUR COVERAGE

Customer type	22.12.31	Channel share
Supermarket, Chain Supermarket	220	10%
CVS (Convenience store)	414	19%
HFS	962	43%
Open market / Horeca	215	10%
Region	263	12%
Pharmacy	516	23%
B2B	13	1%
Online Store	24	1%
Abico Store	8	0.4%
Total Customer	2,223	

TOTAL COVERAGE:

2.223



WAREHOUSE AND DELIVERY SERVICE

Warehouse

Central warehouse in Ulaanbaatar



Delivery service

Delivery vans & trucks – 8 units



SOCIAL RESPONSIBILITY ACTIVITY



Medical as part of social responsibility
“MOTHER'S AND CHILDREN'S ROOM” is traditionally organized every year



Every year, on the occasion of International Midwifery Day, we pay tribute to our midwives



The Kagome brand donated 3,000 pieces of Kagome juice to NCCD doctors and medical staff.

HIGHLIGHTS OF ABICO



Shigeru Yamashita, President of the world's leading Pigeon Corporation, paid his first working visit to Mongolia.



“Abico” LLC has become the official distributor of S&B brand products in Mongolia, which is ranked №1 in terms of sales of food seasoning products in Japan.

THANKS FOR YOUR ATTENTION

