

# COMPANY PROFILE



◆ Threeways Shipping Services Ltd    ◆ Threeways Distribution Ltd    ◆ Transtrac Ltd

Your logistics service partner of choice

**BRO-GROUP**

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## WHO WE ARE

BRO Group is a major logistics group of companies in Uganda founded in 1996.

As a major industry player, BRO Group has for close to three decades, grown to be the go-to logistics provider in Uganda and the region focusing on oil and gas, International trade and commerce with a commitment to excellence and customer satisfaction.

BRO Group subsidiary companies namely; Threeways Shipping Services Ltd, Threeways Distribution Ltd, and Transtrac Ltd, were all born out of a vision to provide integrated logistics solutions in Uganda and beyond.

This has led to increased capacity in providing tailor-made logistical solutions with long-term investments in a skilled workforce.



**Over the years, Bro-Group has garnered trust for timely execution and delivery of assignments attributed to the skilled and experienced team that has strengthened its legacy of excellence and innovation through integration of the latest technologies, with quick adaptability and use of the latest machinery and equipment**

With full-time, permanent and contract-based employees, BRO Group is continuously recognized for its sustainability and commitment to its mission, vision and values.

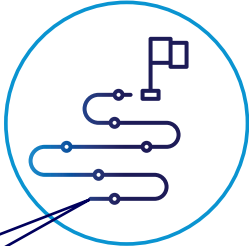
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# WHAT DRIVES US

## VISION

To be the supply chain service partner of choice, in Uganda and regionally, based on an innovative -driven approach to our customers in oil and gas and other specific sectors.



## MISSION

We aim to provide best-value customized end-to-end supply chain service solutions to our customers through tapping into local and international knowledge and best practices; quality and meeting expectations will underpin our operations, and our people will be our core driving force with a culture of “can and will do”

- ## CORE VALUES
- COMMITMENT** – Be committed
  - URGENCY** – Have it done
  - TEAMWORK** – Do it together
  - INTEGRITY** – Say what you do, do what you say
  - ENTERPRISING** – Value-driven solution



*We strive to make sure that all our employees are empowered, enabled to excel and that they are invested in the culture and values of the group so that in turn, they give outstanding customer experiences.*  
**Lorna Nankya, Head, Human Resource.**

# HOW WE DO IT

Through our subsidiaries  
**Threeways Shipping Services Ltd,**  
**Threeways Distribution Ltd and Transtrac Ltd,**  
we offer:

- International freight forwarding
- Long and short-cargo haulage
- Transport
- Customs brokerage
- Oil and gas logistics
- Site support services
- Long and short-term storage and warehouse management.

## **Threeways Shipping Services Ltd**

Threeways Shipping Services is the flagship company offering transport, heavy lifting and other related logistical solutions. Our focus is on Oil & Gas and Projects where we are working to deliver services to several multinational companies.

We offer comprehensive shipping services tailored to the unique needs of businesses across various industries, a trail that has been built over a long time of commitment, trust and reliability.



## **Threeways Distribution Ltd**

Threeways Distribution specializes in availing a variety of products to retailers and businesses in the region. The company acts as a middleman between manufacturers/wholesalers and the end users i.e. retailers/consumers. Our services are warehousing, logistics and transportation to ensure efficient delivery of goods. Threeways Distribution deploys a multisectoral approach that makes it possible to operate in various industries.

## **Transtrac Ltd**

Transtrac operates a fleet of trucks which includes specialized trailers and heavy-duty cranes with different capacity tonnage.

# TRANSTRAC

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# OUR JOURNEY

## Timeline



**2023**

### Promising Future

- New Governance structure in place with strong Board
- Balance sheet clean up and organisational rebuild
- Major oil and gas contracts secured
- Business development outside of oil and gas

- New investors onboard
- Oil and gas back on track
- Selective strategic partnerships to support re-launch

### Willpower & Resolve

**2019-2022**



- The Group pioneers logistics within the oil and gas space working for the entire industry from Heritage to Total E&P
- Heavy investment in assets & human resource, the Group becomes a business leader in Uganda

**2007 -2014**

### Growth in Pioneering Oil & Gas

**2015 - 2018**



### The Recession

- Oil and gas exploration comes to an end and business activity drastically reduces
- Group enters into a downward financial spiral, with a big trained and skilled, yet redundant workforce.
- Threeways placed in Receivership

**1996 - 2007**



### A Logistics Business Takes Shape

Geoffrey Baitwa joins, and Bro Group with its subsidiaries develops into a fully-fledged logistics business in Uganda



**1991** The Idea

Oscar Baitwa starts facilitating transport of goods for the Ugandan community in the UK



*With strategic direction, we took the chance, made choices, today we see the changes and progress*  
**Geoffrey B.Baitwa, MD.**

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# OUR SERVICES



## Freight Forwarding

We offer comprehensive freight forwarding services for air and sea cargo, including customs clearance, documentation, and door-to-door delivery



## Customs Brokerage

We streamline the import and export process by providing expert customs clearance, documentation, ensuring compliance with local regulations and minimizing delays.



## Warehousing and Distribution

Utilizing state-of-the-art facilities and strategic partnerships, we offer flexible warehousing solutions and efficient distribution services to meet diverse storage and delivery requirements.



## Supply Chain Management

We leverage our expertise and industry insights to provide end-to-end supply chain management solutions, optimizing inventory, and enhancing operational efficiency



## Cargo Handling Services

We specialize in handling oversized, heavy and high-value project cargo. We offer customized solutions and dedicated support to ensure the successful execution of complex projects

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# WHY CHOOSE US?

## Global Network

Our vast network of partners and agents worldwide which enables seamless connections to key markets and destinations

## Expertise

At the heart of operations, Bro-Group has a combined skills expertise of trusted human resource with people centred approaches to the execution of company values.

## Experience, Legacy and commitment to Excellence

With close to three decades of experience in the logistics industry, our professional team is equipped with the knowledge and skills to navigate complex challenges and deliver exceptional results in the shipping world.

## Personalized Solutions

We recognize and appreciate that every business is unique. Our services are tailored to meet the specific needs and requirements of each client, providing customized solutions and unparalleled support to all our clients

## Technology Integration

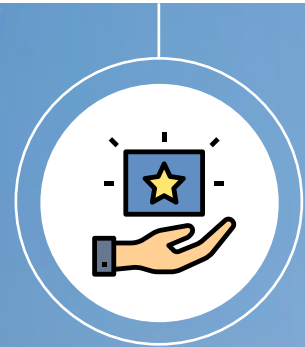
As technology evolves, so do we. We employ advanced systems and tools to optimize processes, track shipments in real-time and provide visibility throughout the supply chain

## Quality and Compliance

Quality and compliance are the mark of our operations. We adhere to International standards and industry regulations to ensure the highest level of service delivery.

## Brand Equity

**Our reputation is influenced by our culture and commitment to performance, client satisfaction, and our ability to deliver quality timely services while prioritizing consistency and dependability technological advancements to optimize efficiency and enhance customer experience**

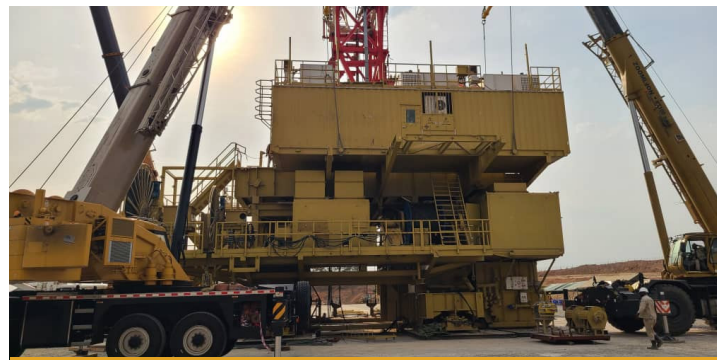


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# OUR WORK IN FOCUS: THE OIL RIG MOVE

In 2022, we won Inter-field logistical contracts from two International oil companies - CNOOC and Total Energies. This made us the first local company with a Tier I contract. Today, we are well positioned to maximise competitiveness, excellence and innovations in all our services which include provision of lifting equipment and machinery of all categories from forklifts to big cranes plus transportation of both personnel and equipment.

## A pictorial of the oil rig move: Rig-down, transportation, and rig-up.



*Moving the rig is an intricate task that involves over 900 tonnes of equipment. It demands highest safety precautions, concentrated professionalism, huge responsibilities, leadership focus and a dedicated team. It is a responsibility we accept so dearly from Total Energies*  
**Jacob Omondi, Competent person in lifting operations.**

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# PARTNERS AND STAKEHOLDERS

Over the years, Bro Group has worked clients, partners and stakeholders to execute and deliver critical infrastructure in different sectors across the region.

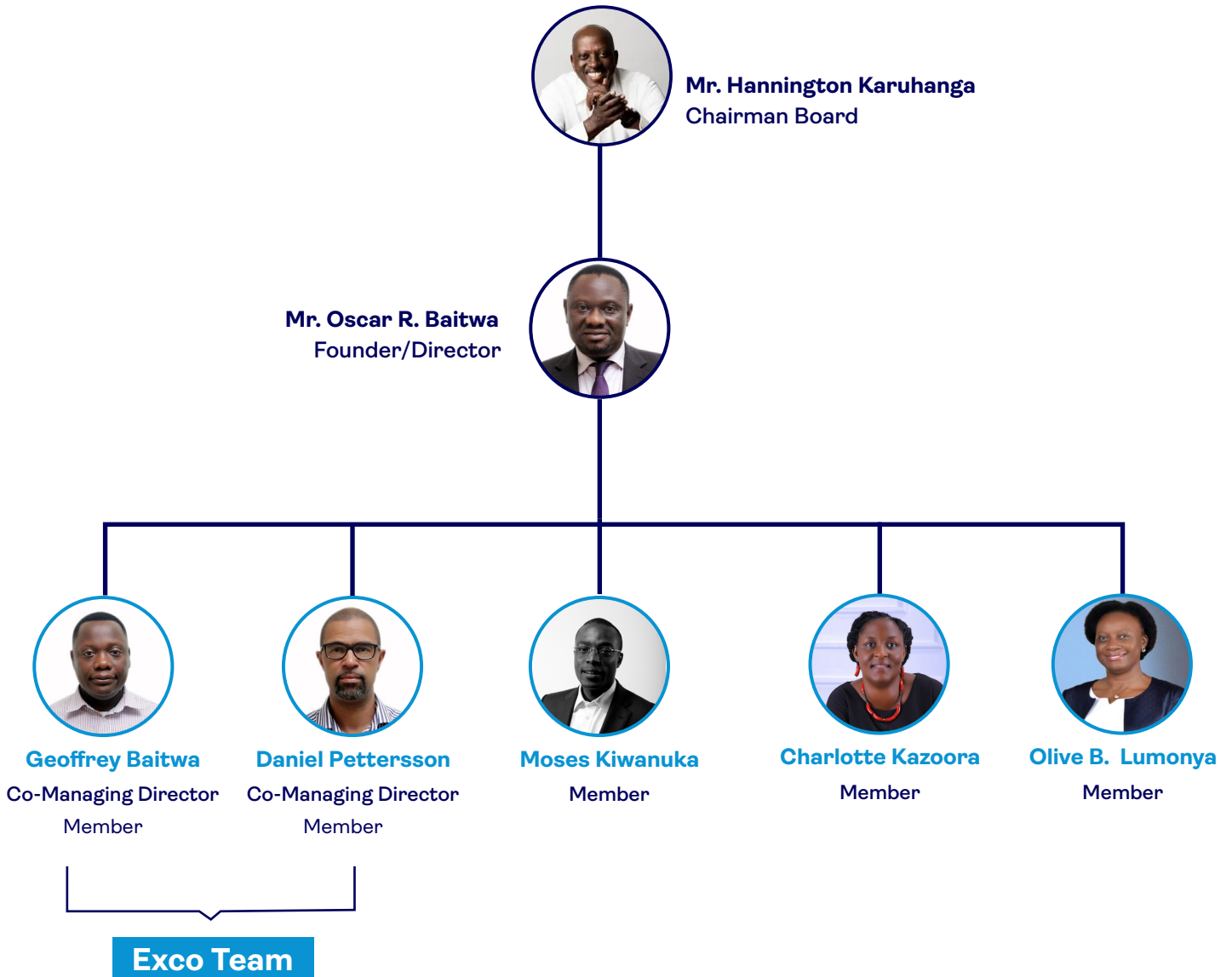
Some of these include :



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# ORGANOGRAM

## BOARD OF DIRECTORS SUPPORTED BY EXCO TEAM



# CORPORATE PROFILES

## BOARD MEMBERS BIO

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**Mr. Hannington Karuhanga**  
Chairman Board

Hannington Karuhanga has 37 years of experience working in the Commodities trade and Agribusiness sector. He is the founder and Chairman of Grainpulse Ltd; a fully integrated Agribusiness entity dealing in Coffee Export and Value Addition, Grain processing and Human Nutrition, Soil Health and Fertilizer Blending and Animal Feed Processing. He has served as Non-Executive Director of Letshego Holdings Botswana, (a Pan-African Financial services entity), Lion Assurance and Uganda Coffee Development Authority. He served as Chairman of the Board at Stanbic Bank Uganda, Uganda Railways Corporation and Hima Cement Ltd. He is currently Chairman of the Board at Airtel Uganda, Capital Radio and is a Non-Executive Director of Sanlam Life Insurance Uganda.



**Mr. Oscar R. Baitwa**  
Founder/ Director

Oscar R. Baitwa is Founder/Director of Bro-Group with all its affiliate companies. He has been at the centre of the growth from a clearing and forwarding firm, to a major logistics company. Oscar has over 25 years' experience in shipping and logistics, and is a keen environmentalist and lover of nature.



**Mr. Geoffrey Baitwa**  
Co-Managing Director

Geoffrey Baitwa is a Ugandan-born entrepreneur with over 30 years of experience in the transport and logistics industry. He is passionate and ardent about work ethics. Jeff, as he is fondly known is the co-MD and a major shareholder at Bro-Group limited, parent company of Threeways shipping services (Group) Ltd, one of the leading oil and gas logistics service providers in the region. He has also held other key positions and is currently on the board of Trustees of the Uganda Chamber of Mines and Petroleum Association.

# CORPORATE PROFILES



**Mr. Daniel Pattersson**  
Co-Managing Director

Daniel Pattersson is a Swedish-born “corporate entrepreneur” with over 20 years experience of doing business around Africa. Before joining Bro Group as group co-MD, Daniel was CEO of Uganda & Rwanda for Hima Cement (Lafarge) where he turned around the business doubling the EBITDA in his first two years. Overall Daniel spent 12 years with the French Group Lafarge, of which 7 were in CEO/MD positions and others in business development and strategy which gave him a deep knowledge base in mining, heavy industrial operations, large scale logistics operation as well as distribution and retail.



**Mr. Mosese Kiwanuka**  
Board Member

Moses Kiwanuka is a consulting managing partner at ROK Partners, a niche business consultancy firm that serves a portfolio of International clientele in developing strategies and implementing business transformational initiatives.

Moses has extensive experience in investment banking, after his direct engagement in various senior roles directly responsible for setting up and managing global operations business units for banks including Morgan Stanley, Citigroup, JP Morgan, HSBC, and Credit Suisse. He co-founded ROK Partners in 2011.



**Ms. Charlotte Kazoora**  
Board Member

Charlotte is a senior Finance and Project development expert with extensive experience in multi-cultural environments in Business development; she has over 20 years practical and technical Banking experience in project planning and management. She has hands on experience in portfolio forecasting management, risk valuation, analytical skills in various sectors that include Banking, Agro processing and value chain analysis.



**Ms. Olive Luyombya**  
Board Member

Olive Lumonya is a chartered marketer and corporate and strategic consultant with over 20 years' experience in implementing strategic business plans. Olive has gained invaluable expertise in corporate governance with firm relations in the public and private sectors. She has chaired and served on several boards which include the financial, insurance, aviation and the Non Government Sector.

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# DREAMS OF THE FUTURE

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*This has been a remarkable journey from staff of two people in the UK - 1991, to staff of three in 1996 in Uganda, and now the East Africa region with staff of 100's of employees. Along this roller coaster trip, we have encountered adversity and good fortune too. Despite all, we have emerged stronger and wiser. We are extremely grateful to our clients for the continuous support and immense loyalty. Our commitment and dedication to you is second to none. We have realised that.... **"Its not the size of the dog that matters but its the fight in the dog that counts."***

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**Oscar R. Baitwa, Founder/Director**



*I believe that we have a really unique positioning combining our deep long experience in regional heavy projects logistics with an appreciation of international best practice with regards to management and operations. This combination of professionalism with a local flair gives us a competitive advantage vis-à-vis both local and international players active in this market.*

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**Daniel Pettersson , Co-Managing Director**



*We are committed to the smooth operations of our business activities and to drive efficiency accross all departments through fostering a culture of continious improvement and innovation.  
We align our operational strategies with our business goals to ensure that we deliver excep-tional value to our clients and stakeholders.*

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**Terrence Payne, Chief Operations Officer**

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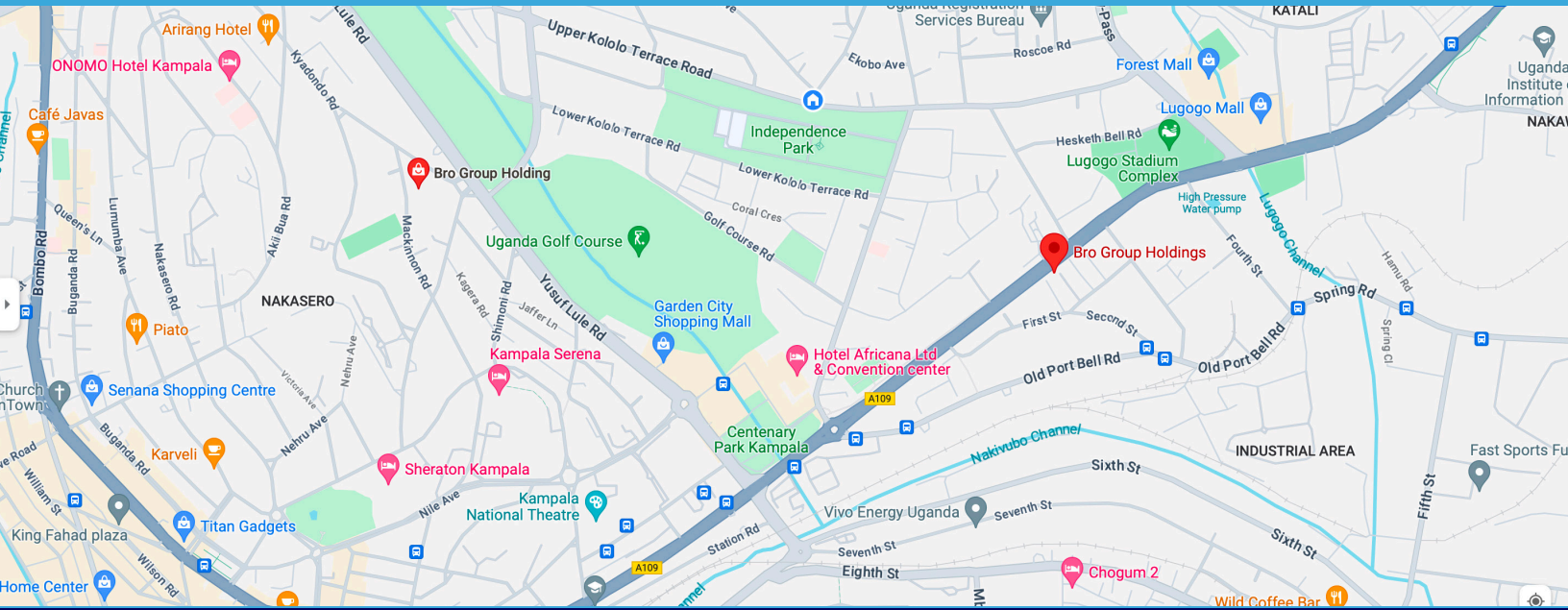
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# LIFE AT BRO GROUP IN PICTURES



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# CONTACT INFORMATION



## Head Office

**Plot 87 Jinja Road**  
**P. O, Box 12028, Kampala, Uganda**  
**Tel: +256 312 320 300**  
**E-mail: [info@bro-group.com](mailto:info@bro-group.com)**  
**Website: [www.bro-group.com](http://www.bro-group.com)**

Uganda (HeadOffice) | Kenya | Rwanda | Burundi | Tanzania | Eastern DRC | South Sudan | Malawi

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