



## Executive Marketing Messages

*2021*

Shared Values -  - For Global Success™

Circle H CONFIDENTIAL & PROPRIETARY

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Shared Values -  - Shared Lifestyle™



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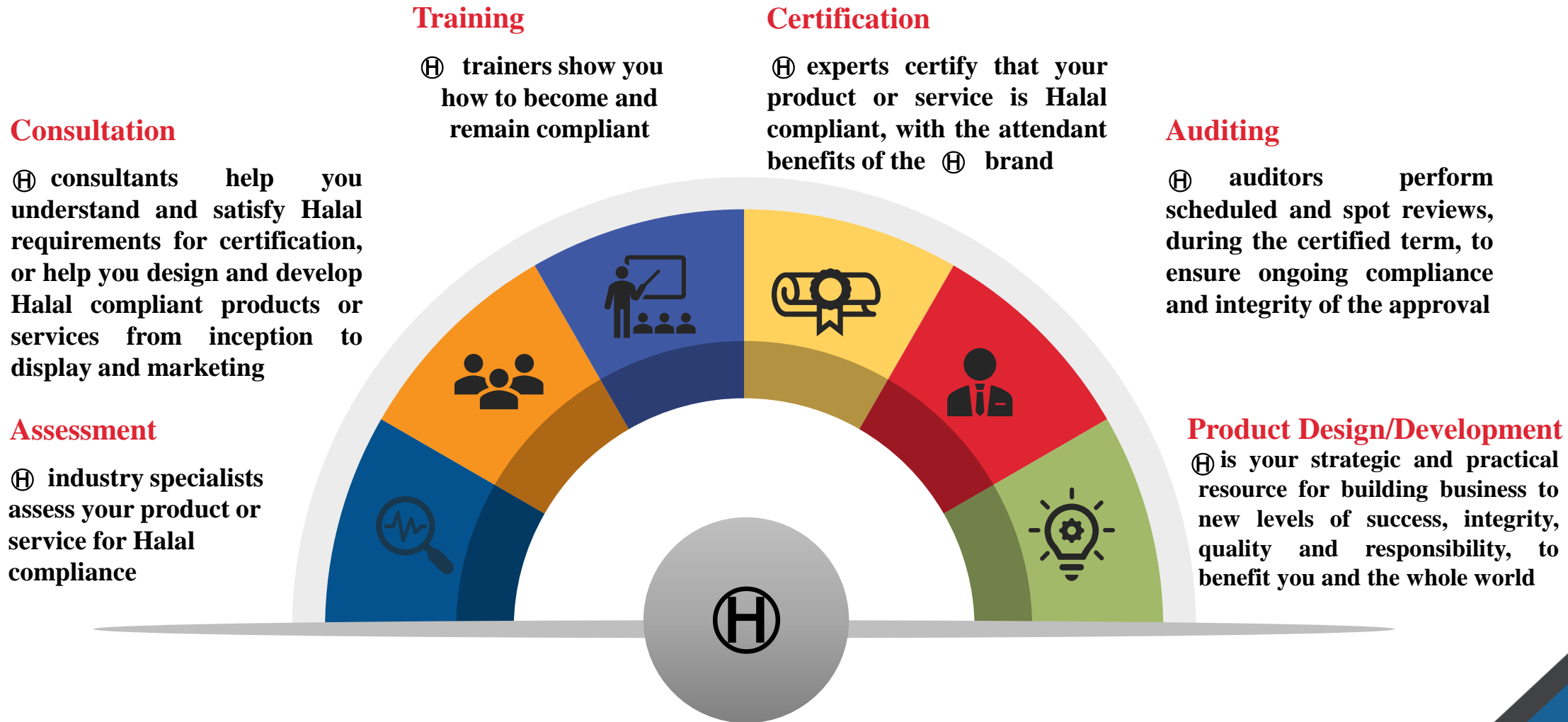
**Global Halal Facts**

# Who We Are: - Your Global Business Currency™

Circle H International, Inc. (a not-for-profit/NGO), is the exclusive owner and licensor of the  symbol, brand and standards.  is the only authority recognized as the international standard for certifying Halal lifestyle of every product and service, across the entire value chain, in all eight economic “Sectors”: Food, Finance & Insurance, Pharmaceuticals, Cosmetics, Tourism, Fashion, Media & Entertainment, and Healthcare. Additionally,  allows you to certify to Halal standards for : product or service authenticity; whether a product is dairy or meat free, vegan or plant-based; whether a product or service is ethically sourced; or whether your corporate policies are Halal.



# What HALAL Brand Certification Can Do For You



# Ⓜ Brand Partnership Network

**Brand Integrity & Compliance – is Protected and Enforced By:**



You Can Certify with  **HALAL**



Anytime,  
Anywhere in the  
world



Just apply online at  
[www.circleinternational.org](http://www.circleinternational.org) . We endeavor  
to deliver fast, clear,  
secure, convenient,  
responsive, high-  
quality services,  
through state-of-the-  
art technology and  
with integrity

# When You Need HALAL Certification and Branding

**1.** Anytime you research, develop, source, procure, grow or raise, slaughter, manufacture, produce, process, store, package, label, transport, distribute, deliver, trade, market and/or sell products in the value chain for the **Food & Beverage, Pharmaceuticals, Cosmetics and Fashion Sectors**

**3.** Anytime you research, create, organize, assess, develop, source, produce, plan, procure, aggregate or package, invest, trade, facilitate, distribute, perform, advise, deliver, trade, market and/or sell financial and insurance related products, services or transactions in the **Finance Sector**



**2.** Anytime you research, create, organize, develop, source, produce, plan, procure, aggregate, facilitate, distribute, perform, deliver, trade, market and/or sell services, information or content in the value chain for the **Healthcare, Media & Entertainment and Travel Sectors**

**4.** Anytime to increase your business reputation, acceptance, prestige, reach, addressable market, accessibility, capabilities and relevance: whether you are large or small, growing or established, or looking to increase efficiency, consistency, productivity, quality, reliability, sales, revenues or profits. **Bring the power of unprecedented global branding and access into your business - now**

**5.** Anytime you seek to enhance social and corporate responsibility to meet the expectations of your customers and shareholders. DEI is driving social change and consumers are increasingly choosing products that align with their values. **What better statement can be made to 1.95 billion Muslims than that your brand, products and policies align with Halal standards?**

# Why Certify with the HALAL Brand (1/2)

**01**

Ⓜ is the **FIRST AND ONLY** authorized standard, which is accepted internationally & backed by a renowned Sharia Advisory Council and leading religious, governmental, NGO & business leaders and influencers for **ALL 8 Sectors**.

**02**

Ⓜ is globally recognized and formally accepted by, and registered with, the United Nations, Organization of Islamic Cooperation (OIC), Gulf Cooperation Council (GCC), African Union, ESMA, ISO and many other governments, NGO's and standard-bearers.

**03**

Ⓜ is the only source virtually everywhere in the world, for reliable, consistent, unified, singular, trusted Halal lifestyle standards, followed by **95%** of nearly 2 billion Muslims.

**04**

Ⓜ brings you instant worldwide access to markets and co-branding power to open multi-trillion-dollar Halal Sector opportunities, help you establish and grow lucrative untapped markets, build brand equity, and establish and preserve business share against competitor encroachment.

**05**

One-stop Halal certification means there is no need to obtain multiple certifications for each specific city, state, region or country; and the Ⓜ process is modeled on world class best practices of other standard-bearers to be familiar and easy to add.

**06**

Ⓜ is much more than religious standards: it is for anyone seeking to succeed internationally and to serve customers/clients demanding healthy, wholesome, ethical living, including for dietary, lifestyle, social or environmental reasons.

**07**

Ⓜ certification of your products, services and corporate policies represents corporate responsibility as a brand; demonstrates a commitment to diversity, equity and inclusion (DEI); signals dedication to social responsibility; and recognizes the Islamic global community.

**08**

Ⓜ certification empowers your company to validate, respect and offer historically underserved Muslim customers the same recognition, consideration and access already provided to other much smaller customer and market bases.



## Why Certify with the HALAL Brand (2/2)

09

Ⓜ clients enjoy unprecedented exposure to massive new markets and customers with \$10 trillion in addressable market spend, who are seeking inclusion and access to new products.

10

Local, regional and international business leaders recognize the massive potential two-way trade between Western and Islamic markets, and the unprecedented opportunity to capture significant new market share through the Ⓜ co-branded symbol of trust, quality, reliability and loyalty.

11

Visionary companies also recognize that early adopters and sponsors of Ⓜ can attract recognition and loyalty as supporters of the burgeoning growth of the Halal lifestyle economy, with an unmistakable opportunity to cement a new, mostly young, generation of hundreds of millions of customers (60% under the age of 30).

12

Private and major-label Ⓜ co-branding increases business value, credibility, reach, consumer confidence and positive messaging - including for commitment to quality, integrity, transparency, purity, safety, accountability, proactive risk management and social and ethical responsibility - both within a business and to customers/clients.

13

Ⓜ certification can simplify, and enhance the power and impact of, corporate messaging and reduce the confusion, expense and distraction of multiple less-known symbols on packaging and labelling covering overlapping values and concerns.

14

What is good for Halal is good for business. Ⓜ standards naturally align with responsible business objectives and product packaging and branding practices, making certification easy and efficient. Given the size and spending power of Muslim markets, the opportunity for increased sales and profit, as well as corporate standing benefits, are unprecedented.

15

Let Ⓜ help you wisely and responsibly tap into large, lucrative, emerging markets and stand out from the competition.

# Global Halal Facts: (H)™ - Your Global Passport to Success™



**\$10 Trillion Global Halal World  
Addressable Market by 2025**

## Muslim Halal & Non-Muslim Lifestyle Population



This \$10 Trillion Global Halal market serves approximately 1.95 billion Muslims, plus 67 million non-Muslims (in developed countries, including North America and Europe) seeking a trusted source for international dietary, health and ethical lifestyle labelling and guidance

## Sectors Market Breakdown



\$6 Trillion for Finance  
\$2 Trillion for Food & Beverage  
\$308 Billion for Tourism  
\$397 Billion for Fashion  
\$297 Billion for Entertainment,  
\$142 Billion for Pharma  
\$87 Billion for Cosmetics  
\$43 Billion for Healthcare

## Comparison with Kosher Market



- Kosher limited to selective products in the Food and Pharma Sectors
- \$43 Billion/\$60 Billion by 2025
- Serving 12 million global consumers
- Only 20% of consumers buy for religious purposes
- \$300 million per year in certification revenues performed by 70 kosher companies
- No international standard, but OU has captured 70% market share

### References:

- Pew Forum on Religion & Public Life (Muslim Population Growth by Country)
- State of the Global Islamic Economy Report 2019/20
- Global Halal Industry Report
- Kosher Facts



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