



Company **Profile**

George Padmore Road
One Padmore Place, 7th floor
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Energizing progress
in Africa

www.felegenergy.com



About Company

Feleg is an energy company that specializes in downstream white fuels: *diesel, petrol, kerosene, and heavy fuel oils*. We are part of the CanaanEast Group of companies that has been active in Kenya for the last ten years, founded with a deep desire to solve African energy challenges in an innovative, affordable and sustainable way.

Focused on fueling Africa's future, we make our customers' lives easier and their experience with us more rewarding and enjoyable. We are passionate about processes and technologies that enable our clients to achieve optimal fuel efficiency.

Focused on **fueling Africa's** future

Our founding history

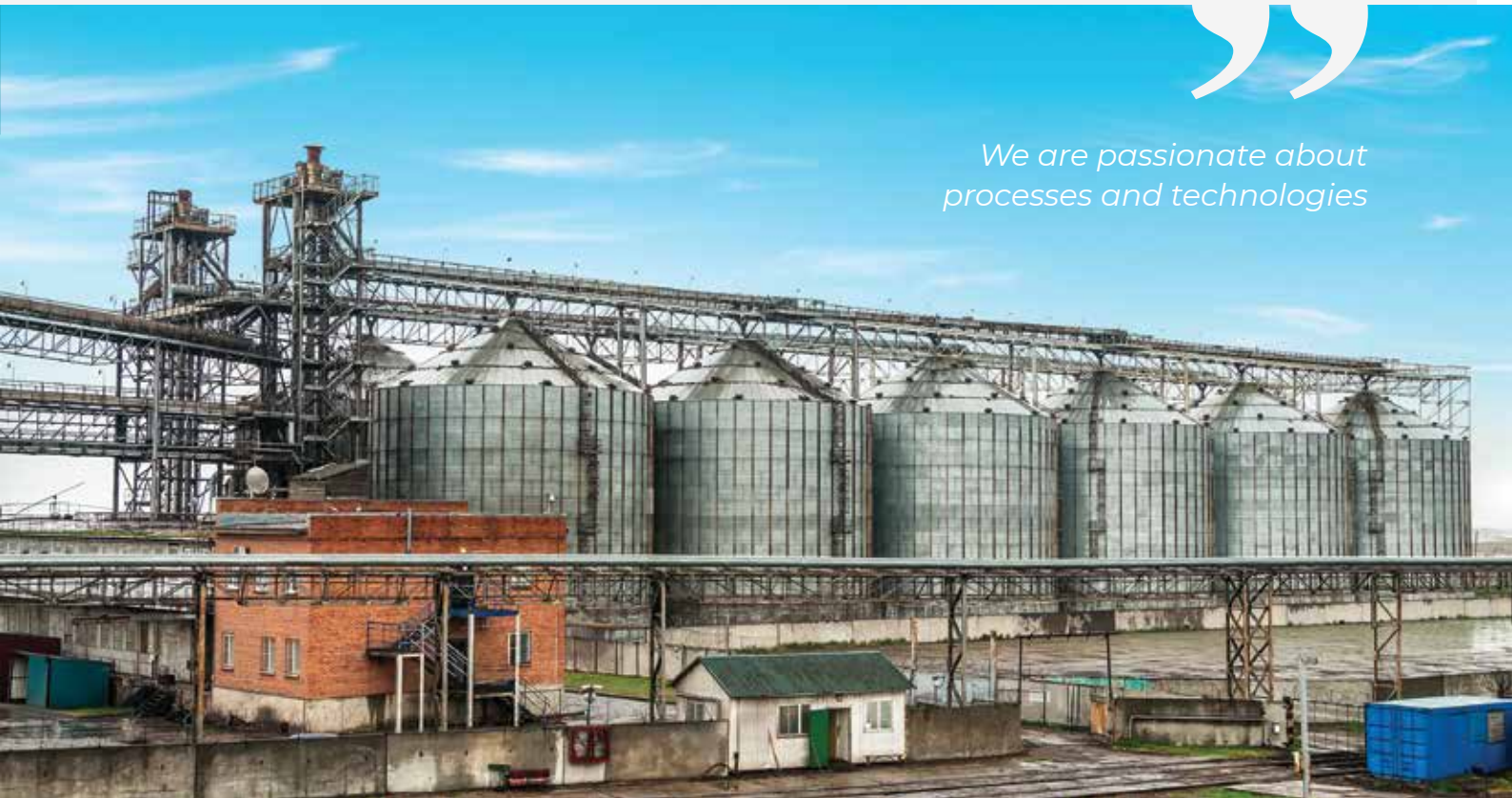
Feleg enterprise is an energy company that was incorporated in 2021. It is engaged in the downstream trading of refined petroleum products. We have a prodigious focus on sub-Saharan Africa through trading and partnering with local stakeholders to meet all their energy needs.

We strategize to source products directly from major refineries and international petroleum and petrochemical companies. Effectively ensuring our products reach our end users safely.



Feleg Meaning

Our brand name, *Feleg* means flowing river. *Feleg* is derived from the blend that signifies our desire and commitment to supplying downstream white fuels: *diesel, petrol, kerosene, and heavy fuel oils*.



*We are passionate about
processes and technologies*

Our Company Overview

Vision

To become the most reliable and respected energy business in Africa that understands clients by providing quality services committed to putting Safety, Health, and Security first, and developing strong partnerships.

Mission

To become a leading player in the global energy market by providing quality products, services, and innovative energy solutions and to create unmatched value for our clients, shareholders, and employees.

Our Core Values

Quality - Our expertise and advanced technology enable us to continuously provide our clients with a broad range of quality products meeting world standards.

Initiative and Drive - We strive to introduce new ideas in the marketplace by coming up with innovative ideas that translate into successful products for the company.

Safety - We take responsibility for personal safety and the safety of others, lead safe workspaces, and take steps to address unsafe work practices.

Integrity - We are trustworthy, and honest and meet the highest standards in all our business dealings. By committing to our policies and rules, we empower our staff members and business partners to stay ethical.

Teamwork - We treat each other with respect and communicate openly. We work together to learn from one another, strengthen every team contribution, and amplify the outcomes we deliver.



Business Objectives

- To be one of the industry's most trusted and leading providers of high-quality energy products in Africa.
- To continuously increase the level of consumer satisfaction and provide quality value-added service.
- To expand the area of operations in East Africa and beyond.



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What we do

Products and services

Feleg is positioning itself to be a market leader in the supply of a wide range of petroleum products to both retail and commercial customers including:

1. Diesel
2. Kerosene
3. Petrol
4. Heavy Fuel Oils (HFO)

We are continuously expanding and enhancing our business asset base. Our goal and aim are to become the sole distributors of petroleum products which will solidify our position as one of Kenya's best suppliers of petrol products to world-class standards.

Why Choose Us

Africa is a fast-growing market with rapid population growth, rising incomes, and urbanization. Our solution is to **leverage our vast industry** experience and our scalable technology to provide our clients with **worldclass service** and products coupled with an unmatched service delivery experience.





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