

Togzhan Samat

Strategy and management reporting consultant

Market research · growth strategy · annual reports and ESG
· partnerships and export



4

market studies for
an agro holding

6

countries and regions in the
analysis geography

94

slides: the holding's
strategy through 2031

5+

international trade fairs

ABOUT ME

Experience that decisions were trusted to

I answer the question "what is happening in this market and where is it going": size, demand, competitors, imports. I reported directly to the Chairman of the Management Board of a listed holding: strategy, market studies, the annual report for shareholders and the Board of Directors.

A note on Kazakhstan's specifics: for most markets here, no ready-made data exists. Market size and structure have to be reconstructed through calculation from indirect sources and direct conversations with market participants. That is a skill of its own - and it is my core one.

EXPERIENCE

2026 · Daloria project, processing and export

Business Development Director

Launched the commercial function from zero in one month: strategy, PMO, a four-language website, a call centre, a client base, a proposal generator.

2025 · A listed agro holding, Kazakhstan

Head of the Information and Analytics Department

Reporting directly to the Chairman of the Management Board. The company's strategy through 2031, market studies, analytical memos, export materials, analytics for the Management Board and the Board of Directors.

CERTIFICATION & MEDIA

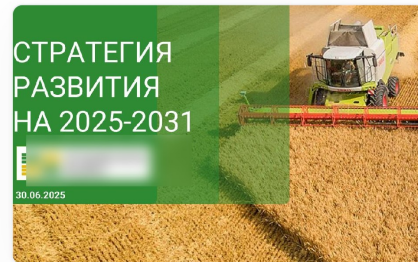
Microsoft Certified: Power BI Data Analyst Associate (April 2026, ID 719F77629D97310E)

An interview with the Data Boom channel: youtube.com/watch?v=f5eljrckLQ

Strategy and research

01 Corporate strategy of the holding through 2031

Position review across every business line: SWOT, KPIs, a revision of the previous strategy. Strategic initiatives in processing, export, ESG and digitalisation. I designed the document's structure, coordinated data collection from the business units and preparation of strategy sessions. Working draft: a 94-slide document and a roadmap.



The holding's development strategy for 2025-2031

02 Market studies for an agro holding

Four studies: milk powder, lentils, oilseeds, flour. Six markets: Kazakhstan, Central Asia, China, Iran, Afghanistan, South-East Asia. Demand, competitors, import flows, regional consumption. Market size reconstructed from indirect data where no ready-made statistics exist.



Dairy market analytics: consumption by region of Kazakhstan

03 Analytics for senior executives and industry platforms

Materials for the Chairman of the Management Board's addresses at industry conferences: production and processing, imports, consumption by region, producer productivity. Format: analytical briefs and presentations the leadership took decisions on.

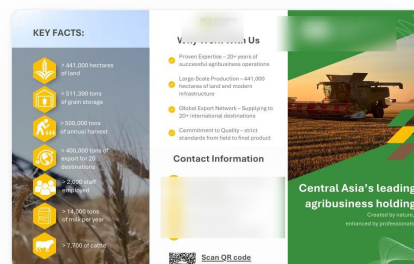


A market snapshot for an industry conference address

Export, government, commerce

04 Export and international platforms

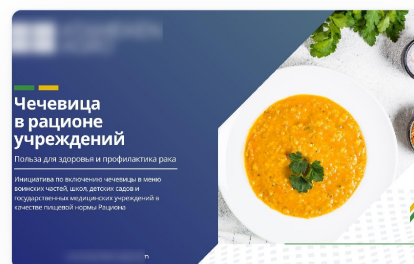
Company materials for GPC Singapore and Shanghai, CIIE, Saudi Food Show, ISM Middle East. A stand at Gulfood Dubai with a 9.9 million tenge budget within Kazakhstan's delegation. Catalogues in English and Chinese, an agency agreement with a Chinese broker, the company's accession to the Benelux Chamber.



The company's export brochure, English version

05 Work with government bodies

An industry initiative to introduce lentils into the diet of public institutions: analytics on global lentil consumption, preparation of the presentation, submission to the Atameken National Chamber of Entrepreneurs, taken through to the creation of a working group.



The initiative presentation for the Atameken chamber

06 Annual report of a public joint-stock company

The annual report through its full cycle: analytics, ESG calculations, structure, design, Russian and English versions. Corporate dashboards, KPIs, BI structure and analytics automation.

[Open the report on kase.kz](#)

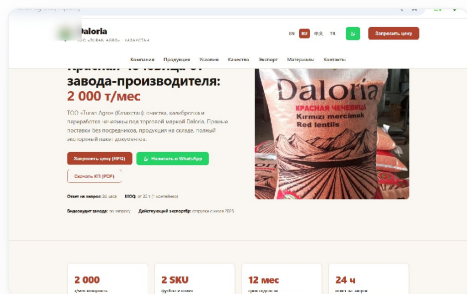
[Live Power BI dashboard \(demo\)](#)

ЭКОЛОГИЧЕСКАЯ ПОЛИТИКА	ЭКОЛОГИЧЕСКАЯ ПОЛИТИКА	ЭКОЛОГИЧЕСКАЯ ПОЛИТИКА	ЭКОЛОГИЧЕСКАЯ ПОЛИТИКА
ЭКОЛОГИЧЕСКАЯ ПОЛИТИКА Количество отходов, тыс. 2 136 Доля отходов, подлежащих утилизации, % 26% Количество отходов, подлежащих утилизации, тыс. 0% Площадь земельных участков, тыс. га 431 430 Количество объектов, подлежащих утилизации, тыс. га 308 289	ЭКОЛОГИЧЕСКАЯ ПОЛИТИКА Количество отходов, тыс. 5 Доля отходов, подлежащих утилизации, % 2 Количество отходов, подлежащих утилизации, тыс. 82 Благоговение Количество объектов, подлежащих утилизации, тыс. га 500 000+	Финансовые показатели Доходы, тыс. тенге 39 849 278 Чистая прибыль, тыс. тенге 18 587 662 Чистая прибыль, тыс. тенге 8 816 613 Доходы, тыс. тенге 7 279 460 Доходы, тыс. тенге 60%	Производственные показатели Объем производства, тыс. тонн 517 853 Объем производства, тыс. тонн 263 345 Объем производства, тыс. тонн 591 500 Объем производства, тыс. тонн 6 000+ Объем производства, тыс. тонн 511 390

The JSC's annual report, 2024

A commercial function from zero in one month

An export company with no commercial function: no client base, no channels, no website. Within one month, a working sales system was built.



Left: the brand presentation. Right: a commercial proposal assembled automatically for each client

A four-language website with a price request form: structure, copy, positioning, launch.

A proposal generator built around each client's specification.

PMO: roadmap, calendar plan, documented business processes.

A call centre with a voice menu, and a client base.

An exporter's commercial pack: proposal, brochure, presentation.

ENGAGEMENT FORMATS · HOW I CAN HELP

Market research

Demand, competitors, import flows, market size from indirect data

Growth strategy

Positioning, sales model, stages, metrics, roadmap

Management reporting

Power BI dashboards, KPI reporting, annual report and ESG, board presentations

Entering new markets

Market screening, partnerships, international platforms, export packaging

Togzhan Samat

Work samples and references available on request
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