



**Investor Presentation, Q1 2019**

- Publicly traded since **2006** with a **40%** free float and rest owned by **Arafa Family**
- Stock is denominated in **USD**
- 3** Target segments: Luxury, Formal and Casual
- 3** Operational activities: Textiles, Apparel & Tailoring, Retail & Distribution
- +10%** of Egypt's total garment exports
- +13,000** employees

- Manufacturing **home for luxury garments**
- In March 2012 inaugurated **Camegit** a 50:50 JV with "Ermenegildo Zegna" in Egypt
- Homegrown luxury brand "CONCRETE"** with +40 retail stores across Egypt
- 15%** of the UK suits market

Offering customers **World-Class Quality and Global Competitiveness** for more than 100 years

## Brands:

**CONCRETE**  
EST. 1989



brandshub.co

THE ORIGINAL  
**Ben Sherman**  
**Gibson**  
LONDON

**RACING GREEN**  
BRITISH STYLE

## Clients:



Within each of the three key segments, operations are further vertically integrated across the 3 main activities: Textiles, Apparel & Tailoring and Retail & Distribution

The Vertical Integration of the 3 Business Activities provides a buffer against market swings



## Proximity to End Markets

- Egypt's location allows a **competitive lead time** on shipments and relatively **low transportation costs**
- Close proximity to end markets enables Arafa Holding to **respond quickly** to seasonal shifts in demand and changes in consumer tastes

## Low Cost Environment

- Egypt offers a **sizeable young labor force**, with over 50% of the population under the age of 30, at a relatively low cost compared to other emerging markets that operate in the labor-intensive Apparel & Tailoring segment
- Costs of inputs for **infrastructure** and **utilities** are among the least expensive in the region

## Preferential Trade Agreements

- A number of preferential trade agreements — including agreements with the United States, the European Union, COMESA, Turkey and the GCC countries — position Egypt as a **prominent hub for export-oriented companies**



Egypt offers advantages including proximity & low-cost to end markets and a basket of beneficial trade agreements

## Gov't Incentive Programs

- Egypt's free zones offer **tax incentives to export-oriented manufacturers**; Arafa's manufacturing facilities in free zone areas allow it to benefit from these incentives ( **Duty free zones**)
- The government maintains the long encouraged export activity through offering **incentives programs** in support of **export-oriented manufacturers**.
- Egypt's export councils announced launching **new export incentives program** during FY 2019. However, **no details** still confirmed on implementation mechanism of new program.

## Baird Group (UK & EU)

- 235 stores in UK
- 15% market share of formal menswear in UK market
- Managing Debenhams menswear concessions across UK
- Standalone shops & department stores
- Online business 17% of turnover
- Turnover GBP 103 million in FY 2018

## Concrete (Egypt)

- +40 stores in Egypt
- Homegrown luxurious brand in Egypt inspired by Italian designs and materials
- 20% market share of regulated market
- Offering Made to Measure service with exclusive Italian fabrics
- Turnover EGP 376 million in FY 2018

## Euromed (Egypt)

- 16 stores in Egypt
- Homegrown middle segment family stores & wholesale business in Egypt
- Owner of group's specialized online platform for Apparel, Leather products and Accessories.
- Turnover EGP 91 million in FY 2018



By Appointment to  
Her Majesty The Queen  
Tailors  
Alexandre of England 1988 Ltd  
Leeds

ALEXANDRE  
OF ENGLAND

RACING GREEN  
BRITISH STYLE

suit DIRECT

Gibson  
LONDON

THE ORIGINAL  
Ben Sherman®

CONCRETE  
EST. 1989

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# Backed by World-Class Manufacturing and Exporting Capabilities

Arafa Holding industrial facilities serve a variety of markets from Casual Wear segment to Luxury Wear segment through large capacities of well diversified product range:

In "1 minute" Arafa Holding industrial facilities produce  
**14 Jackets**  
**14 Formal Trousers**  
**12 Casual Pants & 7 Shirts**

Wool Fabrics	Jackets	Formal Trousers	Casual Pants	Shirts	Casual Shorts	Vests
• 2.2 Million Meters	• 2.0 Million	• 2.0 Million	• 1.8 Million	• 1.0 Million	• 500,000	• 500,000



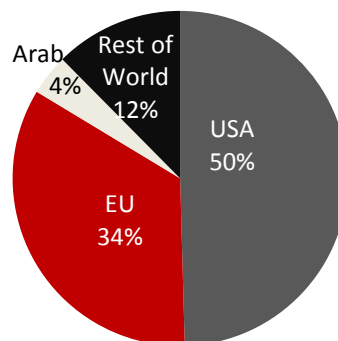
# Overview on Egypt's Ready-Made Garments (RMG) Industry

Great Growth Opportunity in Garments industry with Egypt currently contributing less than 1% of global garments industry

- RMG sector is the key player within the textile & apparel sector with the **majority privately owned**.
- Main export regions include **USA & Europe** contributing **50% & 34%** respectively of total RMG exports during **Dec 2018**.
- **Swiss Garment Company (SGC)** – Arafa Holding subsidiary for producing and exporting formal menswear- is the largest exporter of ready-made garments to **Europe**.
- Sector benefits from government support due to being a labor intensive sector and a source of foreign currency inflows.

RMG Sector Contribution (USD)	2013	2014	2015	2016	2017	2018
<b>RMG Exports</b>	<b>1,430</b>	<b>1,431</b>	<b>1,386</b>	<b>1,274</b>	<b>1,459</b>	<b>1,598</b>
<b>Growth Rate</b>	<b>0.21%</b>	<b>0.07%</b>	<b>-3.15%</b>	<b>-8.08%</b>	<b>14.52%</b>	<b>9.53%</b>

Regional Breakdown of RMG Exports, Dec 2018



Source: Apparel Export Council of Egypt Report dated Dec 2018

Income Statement (USD 000's)	FY 2016	FY 2017	FY 2018
Net Revenues	<b>240,878</b>	<b>239,937</b>	<b>236,554</b>
% change	(10.8%)	(0.4%)	(1.4%)
Gross Profit	82,926	90,799	85,899
Gross Profit Margin	34.4%	37.8%	36.3%
EBITDA	14,809	23,891	13,028
EBITDA Margin	6.1%	10.0%	5.5%
Operating Profits (EBIT)	8,135	18,169	7,145
EBIT Margin	3.4%	7.6%	3.0%
Net Profit After Tax	<b>7,803</b>	<b>7,037</b>	<b>3,085</b>
Net Profit Margin	3.2%	2.9%	1.3%

Balance Sheet (USD 000's)	FY 2016	FY 2017	FY 2018
Cash & Marketable Securities	34,016	39,932	64,010
Net Receivables	49,335	57,683	57,224
Inventory	93,949	107,221	115,014
Fixed Assets	51,643	53,510	50,832
<b>Total Assets</b>	<b><u>394,512</u></b>	<b><u>440,479</u></b>	<b><u>459,433</u></b>
<b>Total Liabilities</b>	<b>230,812</b>	<b>272,670</b>	<b>295,146</b>
<b>Total Shareholder's Equity</b>	<b>163,700</b>	<b>167,809</b>	<b>163,699</b>
<b>Total Liabilities &amp; Shareholder's Equity</b>	<b><u>394,512</u></b>	<b><u>440,479</u></b>	<b><u>459,433</u></b>

## FY 2018

- Arafa Holding reported **Consolidated Net Revenues** of USD 236.6 million during FY 2018 compared to USD 240.0 million during FY 2017. Local retail sales increased during the year despite the shrinking of retail markets in Egypt. Retail sales in the UK declined during the year, especially in Q4 2018 as UK retailers endured the worst Christmas season since 2008. Sales of Manufacturing segment increased during FY 2018 by attracting new customers from the US market despite the challenges that faced the segment during the year due to the Turkish crisis and the slowdown in the UK market.
- **Net Profit after Tax** reported USD 3.1 million during FY 2018 compared to USD 7.0 million during FY 2017 including non-recurring losses of Baird Group arising from House of Fraser going into administration.



Income Statement (USD 000's)	Q1 2018	Q1 2019
Net Revenues	55 639	49 268
<i>% change</i>	2.9%	-11.5%
Gross Profit	22 215	18 720
<i>Gross Profit Margin</i>	36.8%	37.1%
Net Profit	1 882	1 635
<i>Net Profit Margin</i>	3.4%	3.3%

## Q1 2019

- Arafa Holding reported **Consolidated Net Revenues** of USD 49.3 million in Q1 2019 compared to USD 55.6 million in Q1 2018. Europe's export sales were affected by the devaluation of the Euro against the US dollar by an average of 7.4% during the period. Baird Group's sales were also affected by the devaluation of the GBP against the US dollar, with average of 6.6% during the period and the continued uncertainty in the UK market. On the positive side, Q1 2019 witnessed an expansion in the local retail segment represented by CONCRETE and Brandshub.Co. Q1 2019 also witnessed a significant increase in export sales to the US market.
- Net Profit after Tax** recorded USD 1.6 million during Q1 2019 with a net margin of 3.3% compared to USD 1.9 million with a margin of 3.4%.

**THANK YOU!**

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