



Investor Presentation Q1 2022

- Publicly traded since **2006** with a **39%** free float and the rest is owned by **Arafa Family**.
- Stock is traded in **USD**.
- 3** Operational activities: Textiles, Apparel & Tailoring, Retail & Distribution.
- +10%** of Egypt's total garment exports.
- Industrial facilities at **10th of Ramadan & Beni Suef city**

- +13,000** employees.
- Manufacturing **home for luxury garments**.
- Homegrown luxury brand "CONCRETE"** with +40 retail stores across Egypt.
- 15%** of the UK suits market.
- In March 2012 inaugurated **Camegit** a 50:50 JV with "Ermenegildo Zegna" in Egypt.

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

Brands:

CONCRETE
EST. 1989

THE ORIGINAL
Ben Sherman

TED BAKER
LONDON



ALEXANDRE
OF ENGLAND

JEFF BANKS
LONDON

Gibson
LONDON

RACING GREEN
BRITISH STYLE

Clients:

Massimo Dutti Brooks Brothers MANGO

JOSEPH ABBOUD
Ermenegildo Zegna

A|X
ARMANI EXCHANGE

Walmart the magic of macy's

DEBENHAMS

PEERLES!
CLOTHING
INTERNATIONAL

VRG
VISTULA RETAIL GROUP

ZARA

BYTOM
SZTUKA KRAWIECTWA OD 1945



EMPORIO ARMANI Dillard's

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



Baird Group (UK & EU)

- More than 50 of multiple stores and online channels in UK.
- Significant market share of formal menswear in UK market.
- Online business 17% of turnover.
- Turnover USD 87.7 million in FY 2021.

Concrete (Egypt)

- 38 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 USD 24.6 million in FY 2021.

Euromed (Egypt)

- 8 stores in Egypt.
- Homegrown wholesale and uniform business in Egypt.
- Owner of group's specialized online platform for Apparel, Leather products and Accessories.
- Turnover USD 8.5 million in FY 2021.

CONCRETE

EST. 1989

Gibson
LONDON


TED BAKER
LONDON


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LONDON

THE ORIGINAL
Ben Sherman

RACING GREEN
BRITISH STYLE

suit DIRECT


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

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**.

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:

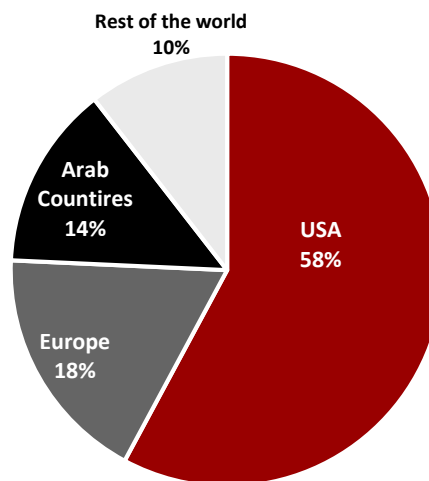
Wool Fabrics	Jackets	Formal Trousers	Casual Pants	Shirts
• 2.3 Million Meters	• 1.4 Million	• 1.1 Million	• 2.4 Million	• 900,000



- RMG sector is the key player within the textile & apparel sector with the **majority privately owned**.
- Main export regions include **USA & Europe** contributing **58% & 18%** respectively of total RMG exports as of **April 2022**.
- **Swiss Garment Company (SGC)** –Arafa Holding subsidiary for exporting formal menswear – is one of the largest Egyptian exporters of ready-made garments to **USA & Europe**.
- Sector benefits from government support due to being a labor-intensive sector and a source of foreign currency inflows.

RMG Sector Contribution (USD in millions)	2016	2017	2018	2019	2020	2021	April 2022*
RMG Exports	1,274	1,459	1,604	1,697	1,455	2,080	851
Growth Rate %	-8%	15%	10%	5%	-14%	43%	46%

Regional Breakdown of RMG as of April 2022



*April 2022 growth rate is calculated in relation to April 2021

Source: Apparel Export Council of Egypt Report dated April 2022

Income Statement (USD 000's)	FY 2019	FY 2020	FY 2021
Net Revenues	224,997	116,765	183,872
<i>% change</i>	<i>(4.9%)</i>	<i>(48.1%)</i>	<i>(57.5%)</i>
Gross Profit	79,999	31,393	74,697
<i>Gross Profit Margin</i>	<i>35.6%</i>	<i>26.9%</i>	<i>40.6%</i>
EBITDA	12,968	5,989	11,298
<i>% EBITDA Margin</i>	<i>5.8%</i>	<i>5.1%</i>	<i>6.1%</i>
Operating Profits (EBIT)	7,273	443	730
<i>% EBIT Margin</i>	<i>3.2%</i>	<i>0.4%</i>	<i>0.4%</i>
Net Profit After Tax	15,205	(6,364)	(5,346)
<i>% Net Profit Margin</i>	<i>6.8%</i>	<i>-5.5%</i>	<i>-2.9%</i>

Balance Sheet (USD 000's)	FY 2019	FY 2020	FY 2021
Cash & Marketable Securities	85,404	76,644	64,568
Net Receivables	9,989	14,621	(6,459)
Inventory	108,344	98,589	98,901
Fixed Assets	54,307	48,886	48,099
Total Assets	411,987	385,683	373,873
Total Liabilities	317,287	310,928	309,151
Total Shareholder's Equity	94,699	74,755	64,722
Total Liabilities & Shareholder's Equity	411,987	385,683	361,470

FY 2021

- Arafa Holding reported **Consolidated Net Revenues** of USD 183.9 million during FY 2021 compared to USD 224.9 million during FY 2019. The group local retail arm sales (Concrete & Euromed) hiked by 21.9% compared to 2019, whereas the UK retail arm and the formal wear manufacturing arm were negatively affected due to markets instability and forcing lockdown many times during the year, in addition to the global supply chain bottleneck which caused delay of raw materials.
- Arafa Holding recorded **Net Loss after tax** of USD 5.3 million in FY 2021 including losses of USD 4.4 million, representing the impact of applying the accounting standards 47 and 49 on the consolidated financial statements, compared to Net Profit After-tax of USD 15.2 million in FY 2019, due to incurring lots of fixed costs during H1 2021 as a result of weakened export orders with the continuation of precautionary measures.

Income Statement (USD 000's)	Q1 2021	Q1 2022
Net Revenues	28,773	57,471
<i>% change</i>	<i>(28.6%)</i>	<i>99.7%</i>
Gross Profit	8,260	18,176
<i>Gross Profit Margin</i>	<i>28.7%</i>	<i>31.6%</i>
EBITDA	(6,928)	4,450
<i>EBITDA Margin</i>	<i>(24.1%)</i>	<i>7.7%</i>
Operating Profit (EBIT)	(8,635)	3,220
<i>EBIT Margin</i>	<i>(30%)</i>	<i>5.6%</i>
Net Profit After Tax	(9,903)	(5,422)
<i>Net Profit Margin</i>	<i>(34.4%)</i>	<i>(9.4%)</i>

Q1 2022

- Arafa Holding recorded **Consolidated Net Revenues** of USD 57.5 million in Q1 2022, compared to USD 28.7 million in Q1 2021, This came after global markets re-opened post the semi-lapse of the Covid-19 pandemic, easing the restrictions on gatherings, and holding all kinds of events back offline, which stimulated consumers behavior to buy more formal wear again instead of lounge and casual wear which were frequently purchased back then.
- Arafa Holding recorded **Consolidated Net loss after tax** of USD 5.4 million in Q1 2022 compared to Net loss after tax of USD 9.9 million in Q1 2021. As a result of non-recurring and non-operating losses resulting from translation of accounts recorded in local currency of USD 9.5 million as a result of the depreciation of the Egyptian pound against the US dollar at the end of March 2022 with an average of 18%.

THANK YOU!

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