



AL MANSOUR HOLDING COMPANY  
FOR FINANCIAL INVESTMENTS





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AL MANSOUR HOLDING  
COMPANY FOR FINANCIAL  
INVESTMENTS

The Mansour Holding Company for Financial Investments was created in 1992, building on the Mansour family's experience in industry going back to the 1950's. We are one of the largest family owned businesses in Egypt, and we employ over 10,000 people, all of whom we consider part of our extended family.

We have consolidated revenues of 4 Billion U.S. Dollars; we boast a diverse product portfolio that includes the manufacture, marketing, and distribution of Imperial Tobacco brands, as well as a variety of our own-label products in tuna, dairy, water, and we've also launched a frozen food division.

In total, we have 23 distribution centers across the country with a combined capacity of over 70,000 square meters, and we rely on these to serve our nationwide distribution network which covers the vast majority of governorates in Egypt.







## SECLAM

Through Al Mansour Dairy & Food Company, known as SECLAM, we manufacture high quality dairy products for distribution across Egypt, Africa and the Middle East. It was SECLAM that took the initiative of re-launching pasteurized milk in Egypt “under the brand name Labanita”, and we then followed that up with the Labanita range of Yoghurt, Rayeb Fermented Milk, drinkable yoghurt, and cheese products. Seclam was also the first to produce juice in PET bottles with sports caps under the brand name “yes”

The SECLAM factory, located in Alexandria, and originally purchased in 1998, has since been modernized, and our facilities there are equipped with state of the art equipment and testing laboratories, ensuring that, at the end of the day, we deliver the highest quality products to our customers. These products carry comprehensive ISO certifications, and have quality marks from EOS in UHT Milk, Processed Cheese, Yoghurt, and Juice.









## HAYAT

Siwa, the beautiful oasis that lies between the Qattara Depression and the Egyptian Sand Sea, is 560km away from Cairo, and it is there that we located one of the deepest water springs in the region for our own brand of bottled water; Hayat. The Hayat Company for Industrialization and Development bottles water from a reservoir that is over 1000 meters deep, providing water that is not only perfectly balanced in Saline content but has also been naturally protected from pollution and contamination. Hayat maintains the strictest quality standards, and has been awarded the ISO 9001, 22000, and 18001 certificates.





## FREE ZONE

At the Mansour Manufacturing Company's Free Zone Factory, also in Alexandria, we manufacture cigarettes. These are sold under various international brand names as well as some of our own, such as Potomac, Forum, Bold, and Douglas.





## INTERNATIONAL DISTRIBUTION

Our tobacco distribution is handled through Al Mansour International Distribution Company. When we started AMIDC, it had 40 employees, today it employs more than 800 people, and in the two decades since it began, AMIDC has managed to grow its market share from 3.5% in 1991 to almost 24% in 2014.



In July 2014, Al Mansour established a new partnership with the Imperial Tobacco Group, building on a five year manufacturing contract with the Eastern Tobacco Company, the largest cigarette manufacturing company in the Middle East, with an output that exceeds 85 billion cigarettes annually.









## TRADING & DISTRIBUTION

All of our distribution is handled through the Al Mansour for Trading & Distribution Company, which was inaugurated in 1993 with the aim of providing quality brands to Egyptian customers. Our distribution network has grown throughout the years, and is a core strength of our business, allowing us to distribute our range of products, both manufactured and licensed, to more than 21,000 retailers, 200 supermarkets, and more than 1,500 wholesalers who provide us with an incremental reach extending to more than 150,000 retailers nationwide.





## TRADING & DISTRIBUTION PARTNERSHIPS

At Mansour, we value strategic partnerships, and build them on a solid foundation of trust, mutual respect, and loyalty. We like to make friends, and have always managed to do so to the benefit of all involved.

With Red Bull, Al Mansour found an opportunity to bring the energy drink to Egypt. Red Bull has become synonymous with energy drinks, and has been energizing people in more than 100 countries worldwide. Through Mansour's network, the drink was successfully introduced to Egypt and can now be found in most supermarkets, hotels, kiosks, sports clubs, and bars, it yields triple digit growth rates, and at 85% of market share, is the dominant energy drink in Egypt.

Mansour has also partnered with Bonjorno, the local coffee brand to, and through our distribution channels, the Bonjorno brand is now ahead of international coffee providers in the local sachet-format coffee market.

In the frozen sector, Mansour distributes Givrex, offering selective gourmets the finest in local frozen fruits and vegetables. In 2014 we went into partnership with ASMAK from the UAE, thus opening up the Egyptian market to a range of high quality breaded seafood products, from a leading provider of fresh and frozen seafood in the Middle East.

Expanding our business scope in non-food consumer goods, Al Mansour also started a business relationship with L'Oreal, adding their extensive range of top quality personal care products to our growing range of globally recognized brands. Mansour is also the Sole Distributor for Henkel Beauty Care brands. These dynamic additions are valuable contributors to our steady growth.



asmak أسماك



L'ORÉAL





## COURIER SERVICE

In 1998, Mansour Courier Service Company was established, with Mansour Holdings becoming the sole authorized service contractor for UPS in Egypt.





# METRO

Open  
24  
Hours

میترو



# METRO

# METRO

# METRO

# METRO

# METRO



## METRO, KHEIR ZAMAN, AND MINI-METRO

Establishing a presence in the retail market began when we launched Metro Markets, now one of the largest food retail chains in the Egyptian market. We created Metro to fulfill the need for a better shopping experience.

Building on the success of Metro, Al Mansour launched Kheir Zaman in 2006, Kheir Zaman offers the same high quality shopping experience as Metro does, but makes it accessible to those with lower incomes, providing them with a diverse range of affordable products.

Lately, Mansour has also launched Mini-Metro stores, offering high quality and fast service, and more than 22 different kinds of sandwiches for customers on the run, today Metro, Kheir Zaman and Mini-Metro is a 99 outlet operation that serves 12 governorates nationwide.

To ensure that the highest quality services are offered to customers throughout our retail chain, Mansour also launched its own Mansour Training Academy, where employees are trained to offer the best in customer care services, as well as acquire various other skills.









## THE MANSOUR FOUNDATION

Mansour was one of the first companies to join the United Nations Global Compact in 2003, and has been financially supporting the initiative ever since. It was natural for Mansour to adopt the principles of the Global Compact since they mirrored many of our own values and attitudes. These values led to the creation of the Mansour Foundation. The Foundation extends our sense of corporate social responsibility towards Egyptian society, and is the developmental arm of our business. Launched in 2001, the Foundation supports public service efforts financially and logistically, and is a non-profit organization funded exclusively by the Mansour family.

The Mansour Foundation engages in diverse activities and programs, with a specific focus on issues relating to poverty, illiteracy, and health and has extended support to more than 100 thousand beneficiaries to date, having executed more than 60 projects throughout the country.

In that time, we've collaborated with our development partners to accomplish many great things; Mansour Competition on renewable energy in 48 universities, renovations at the Cancer Institute at the Kasr El Ainy Hospital, the establishment of a medical unit in Al Zinya in Luxor, the "We Will Learn" literacy initiative, the improvement of Pre-School Nurseries and Orphanages in rural areas, athletics programs for children with special needs, our Mansour Young Business Awards for fresh graduates, and many more projects.

Many of our partners work with children; teaching them, entertaining them, helping them learn and laugh, empowering them and providing them with the tools they'll need to pursue their dreams. It has been our absolute honor to work with these programs, and an absolute pleasure to make friends with the wonderful people who turn them into a reality and in doing so, bring smiles to children.





# MANSOUR GROUP

## SISTER COMPANIES



**MANTRAC  
GROUP**

Mantrac Group is the authorized dealer of Caterpillar in nine countries across three continents. The Group is one of the largest global Caterpillar dealers distributing and supporting Caterpillar construction machines, power systems and material-handling equipment.



**MMID**

El Mansour & El Maghraby Investment & Development was established in April 1996 as a joint stock company owned by both the Mansour & Maghraby group. As the investment Arm of both groups, MMID mission is to maximize its' shareholders equity through seeking investments in the equity and capital markets.



**MAN CAPITAL  
LLP**

Man Capital is the Mansour Group's family office, private equity fund and asset management arm. Man Capital was founded in London in 2010 by Mohamed Mansour and is an integral part of the Mansour Group's strategy for future growth.



**AL MANSOUR  
AUTOMOTIVE**

Al Mansour Automotive is one of Egypt's largest importers, distributors and retailers of motor vehicles. Established in 1975, Al Mansour Automotive has sustained a steady growth over the years and is now a market leader creating over 1,000 jobs in the automotive industry.



**MAN  
FOODS**

McDonald's international was founded more than 60 years ago and in 1994, McDonald's opened its first restaurant in Egypt. Today, over 60,000 customers are served daily under the Golden Arches at over 81 branches throughout the country.



*For more than half a century, the Mansour name has continued to be known and trusted as a leader in business. Today, we are proud to carry on that tradition, and proud of our accomplishments, both commercial and social. Al Mansour Holdings Company is not just a business, but a family, and we continue to forge ahead as a family business, embracing not only what's good for business, but what's good for our larger family of employees, and ultimately, what's good for the generations of Egyptians to come.*



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MANSOUR HQ, MAADI ||