



CONCRETE

FASHION GROUP

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

CONCRETE
FASHION GROUP

Investor Presentation March 2024



Overview

Publicly trading company with a

39%

free float and the rest is owned by Arafa Family.

\$

Stock is traded in USD.

10%

of Egypt's total garment exports.

Industrial facilities

at 10th of Ramadan & Beni Suef city

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Overview

+8,000
Employees.



Manufacturing home for
luxury garments.

Homegrown luxury brand
"CONCRETE" with

+40

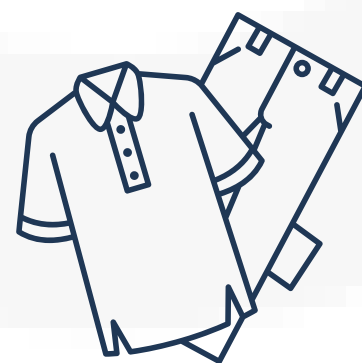
retail stores
across Egypt.

Track record
of partnerships,
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We manufacture for

Massimo Dutti

RAMSEY



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EST. 1989



EMPORIO  ARMANI

JOSEPH  ABBOUD

MANGO

JOOP!

Ermenegildo Zegna

ZARA

A|X
ARMANI EXCHANGE



VRG
VISTULA RETAIL GROUP

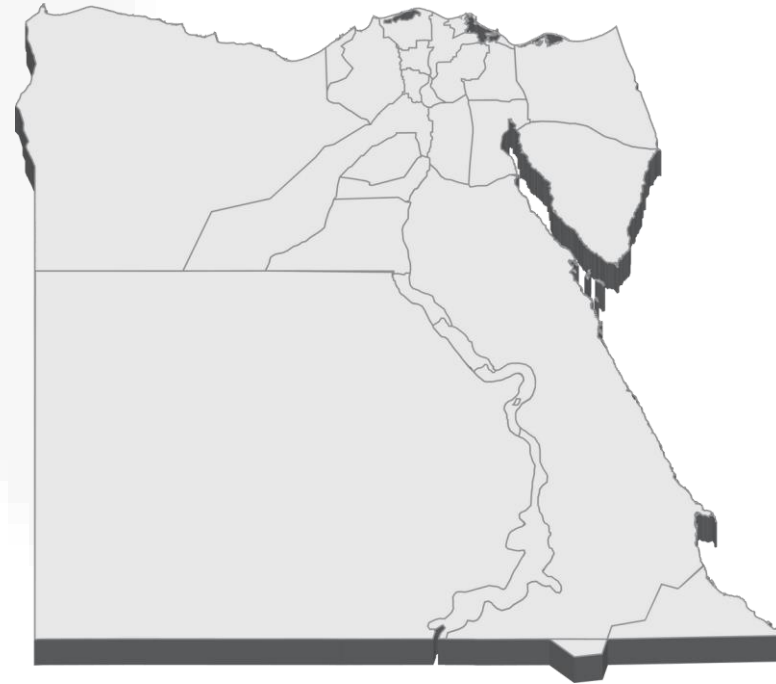


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Egypt's Unique Value Proposition



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

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Egypt's Unique Value Proposition

Proximity to End Markets

- Egypt's location allows a **competitive lead time** on shipments and relatively **low transportation costs**.
- Geographical location of Egypt enables Concrete Fashion Group to **respond quickly** to seasonal shifts “market trends” and consumer taste.

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.



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

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**.

Government 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**.



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

- Main export regions include **USA & Europe** contributing **44% & 22%** respectively of total RMG exports as of **July 2023**.
- The **RMG sector** plays a crucial role in the **textile** and **apparel industry**, mostly owned by private entities.
- **Swiss Garment Company (SGC)** – Concrete Fashion Group 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.

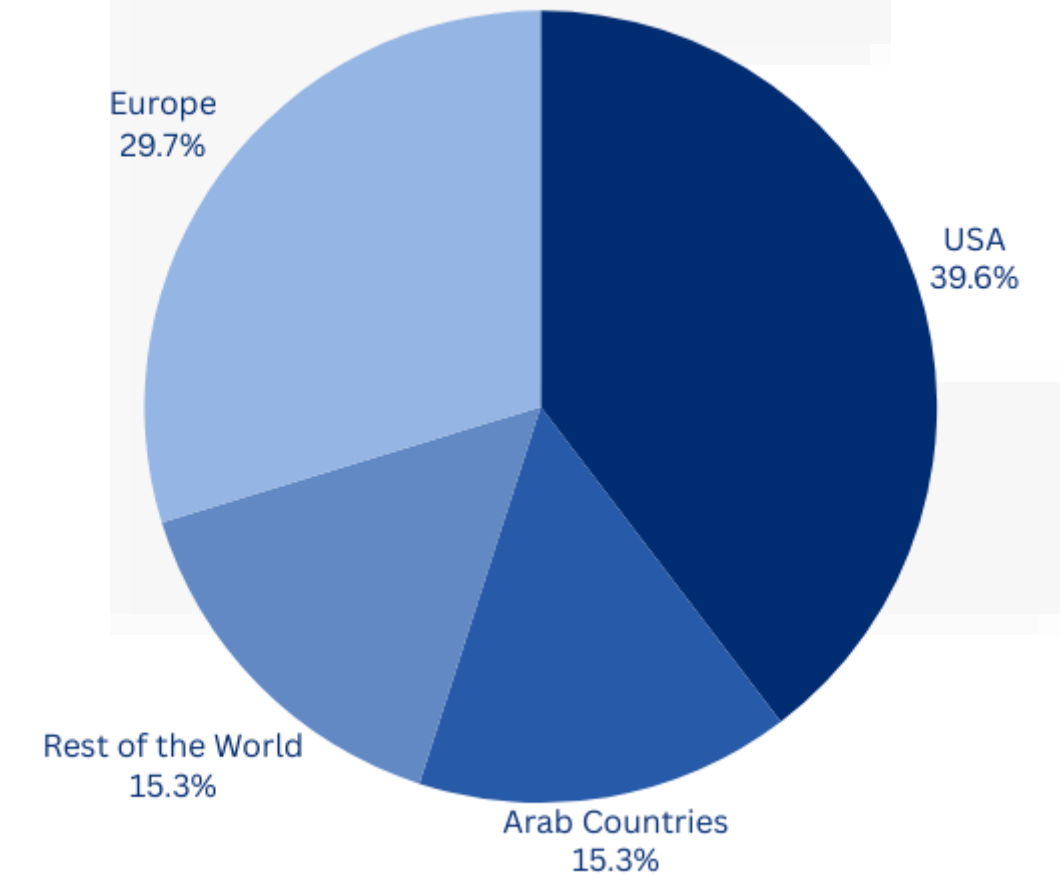
RMG Sector Contribution (USD in millions)	2017	2018	2019	2020	2021	2022	2023*
RMG Exports	1,459	1,604	1,697	1,455	2,063	2,516	1,338
Growth Rate %	15%	10%	5%	-14%	42%	22%	-8%

*July2023 growth rate is calculated in relation to July 2022

Source: Apparel Export Council of Egypt Report dated July 2023

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Regional Breakdown of RMG export, July 2023



Concrete Fashion Group has two business divisions

RMG Export Business

Retail Business

SUITS

SWISS GARMENTS COMPANY
EGYPT TAILORING COMPANY

SHIRTS

CRISTALL FOR MAKING SHIRTS

TROUSERS

SWISS COTTON GARMENTS COMPANY

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Backed by World-Class Manufacturing and Exporting Capabilities

+1.5 Million

Suits

SWISS GARMENTS-
EGYPT TAILORING

+2.5 Million

Trousers

SWISS COTTON
GARMENTS
COMPANY

+1 Million

Shirts

CRISTALL FOR
MAKING SHIRTS

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Strong Retail business with substantial market share

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- **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 **USD 23.9 million** in FY 2022.



- **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 4.3 million** in FY 2022.

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THANK YOU

**For further inquiries please contact:
Investor Relations
investorrelations@concretefashiongroup.com
www.concretefashiongroup.com**