



# CONCRETE

## FASHION GROUP

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

**CONCRETE**  
FASHION GROUP

Investor Presentation May 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

CONCRETE  
FASHION GROUP

Investor Presentation May 2024



## Overview



**Stock is traded  
in USD.**

Publicly trading company with a

**39%**

free float and the rest is  
owned by Arafa Family.

**10%**

of Egypt's total  
garment exports.

Industrial  
facilities

at 10th of Ramadan &  
Beni Suef city

**CONCRETE**  
FASHION GROUP

Investor Presentation May 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

**CONCRETE**  
FASHION GROUP

Investor Presentation May 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**

**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024



# Overview

+8,000  
**Employees.**



Manufacturing home for  
luxury garments.

Homegrown luxury brand  
"CONCRETE" with

+40

retail stores  
across Egypt.

Track record  
of partnerships,  
strategic  
alliances  
with well known  
fashion houses.

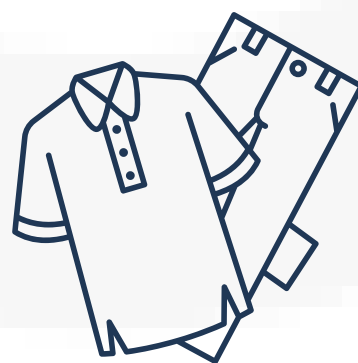
**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024



# Overview

+8,000  
**Employees.**



**Manufacturing home for  
luxury garments.**

Homegrown luxury brand  
"CONCRETE" with

+40

retail stores  
across Egypt.

Track record  
of partnerships,  
strategic  
alliances  
with well known  
fashion houses.

**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024



# Overview

+8,000  
**Employees.**



Manufacturing home for  
luxury garments.

Homegrown luxury brand  
"CONCRETE" with

+40

**retail stores  
across Egypt.**

Track record  
of partnerships,  
strategic  
alliances  
with well known  
fashion houses.

**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024





  
**Overview**

+8,000  
**Employees.**



Manufacturing home for  
luxury garments.

Homegrown luxury brand  
"CONCRETE" with

+40

retail stores  
across Egypt.

**Track record  
of partnerships,  
strategic  
alliances  
with well known  
fashion houses.**

**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024



# We manufacture for

Massimo Dutti

RAMSEY



CONCRETE  
EST. 1989



JOSEPH  ABBOUD

MANGO

JOOP!



Ermenegildo Zegna

ZARA



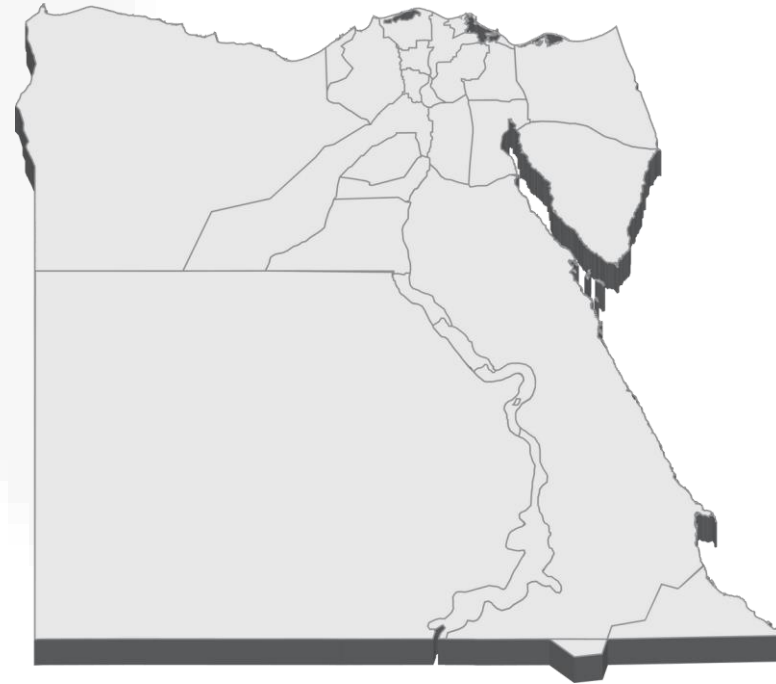
VRG  
VISTULA RETAIL GROUP



CONCRETE  
FASHION GROUP



## Egypt's Unique Value Proposition



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

**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024



## 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**.



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

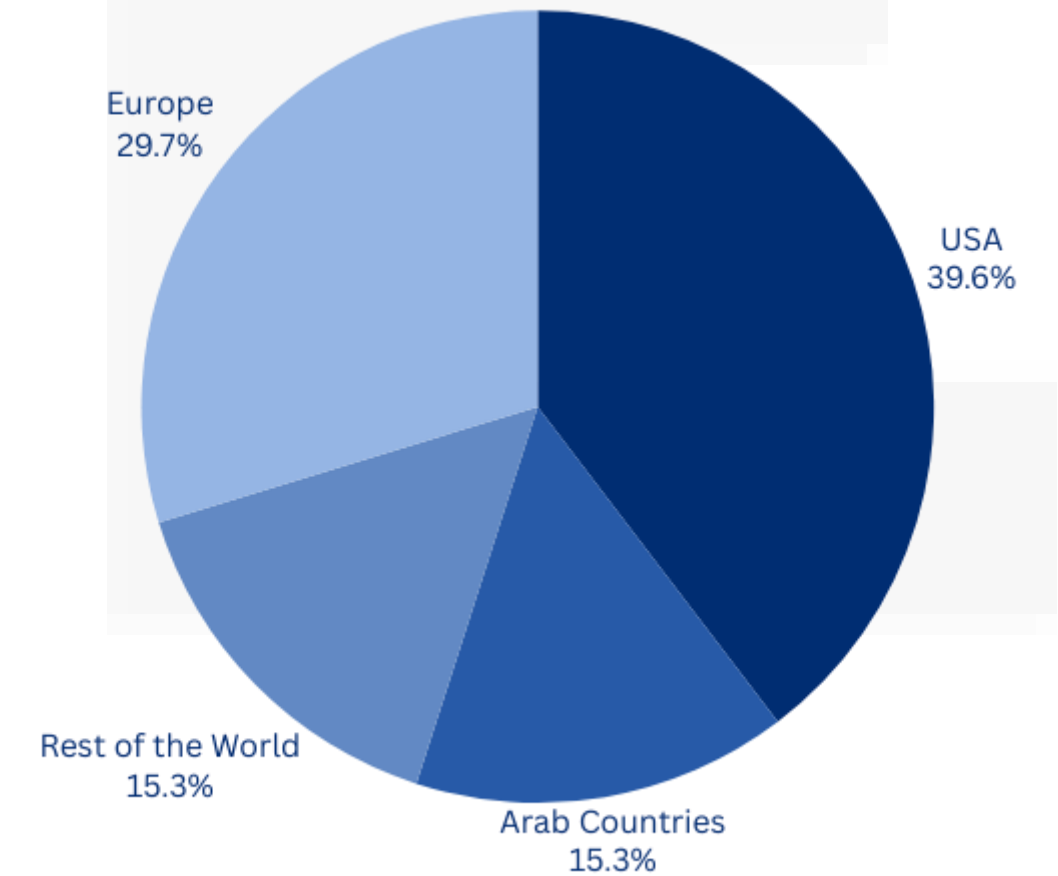
# Overview on Egypt's Ready-Made Garments (RMG) Industry

- 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



**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

**CONCRETE**

EST. 1989



**CONCRETE**  
FASHION GROUP



**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

**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024





**Strong Retail business with substantial market share**

**CONCRETE**

EST. 1989

- **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.

**euromec**

- **8 stores** in Egypt.
- **Homegrown wholesale** and **uniform business** in Egypt.
- Owner of group's specialized online platform for **Apparel, Leather products** and **Accessories**.

**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024



# CFG Income Statement

(CONSOLIDATED FIGURES)

- The Group reported consolidated net sales of USD 150.8 million, up 3.4% y-o-y.
- The group also reported EBITDA year-on-year growth of 35.2% to USD 37.4 million on the back of improving profitability across both its manufacturing and retail segments.
- Consolidated net profit reached USD 12.8 million, up 3.2% versus the previous year despite the Group booking higher financing costs on both its foreign currency denominated debt, which makes up the majority of the Group's consolidated debt.

USD 000's	FY 2022	FY 2023
Sales	145,864	150,763
COGS	(96,530)	(96,302)
Gross Profit	<b>49,334</b>	<b>54,461</b>
<b>GP Margin</b>	33.8%	36.1%
EBITDA	27,655	37,387
<b>EBITDA Margin</b>	19.0%	24.8%
EBIT	<b>20,551</b>	<b>32,238</b>
<b>EBIT Margin</b>	14.1%	21.4%
Net Profit	12,383	12,779
<b>NP Margin</b>	8.5%	8.5%



**CFG**

# Balance Sheet

(CONSOLIDATED FIGURES)

USD 000's	FY 2022	FY 2023
Cash & Cash Equiv.	24,316	10,518
Net Receivables	49,946	27,870
Inventory	109,446	95,570
Fixed Assets	46,758	42,812
<b>Total Assets</b>	<b>350,796</b>	<b>203,055</b>
<b>Total Liabilities</b>	<b>318,736</b>	<b>174,531</b>
<b>Total Equity</b>	<b>32,059</b>	<b>28,524</b>
<b>Total Liab. &amp; Equity</b>	<b>350,796</b>	<b>203,055</b>

**CONCRETE**  
FASHION GROUP

Investor Presentation May 2024



THANK YOU

**For further inquiries please contact:  
Investor Relations  
[investorrelations@concretefashiongroup.com](mailto:investorrelations@concretefashiongroup.com)  
[www.concretefashiongroup.com](http://www.concretefashiongroup.com)**