



QALAA HOLDINGS OWNERSHIP

Gozour: 43%
Wafra: 100%

KEY MANAGEMENT

GOZOUR

Ahmed El-Rashidi, CEO of Gozour
George Fouad, General Manager, Retail, Dina Farms
Tamer Hassan, Managing Director, Agricultural Sector, Dina Farms
Dr. Mohamed Waer, Managing Director, Livestock, Dina Farms

WAFRA

Hassan Mokhtar, Managing Director, Sabina
Sherif Ibrahim, CFO, Sabina

ENERGY					
CEMENT					
AGRIFOODS					
TRANSPORTATION & LOGISTICS					
MINING					

Qalaa Holdings (CCAPCA on the Egyptian Stock Exchange) is an African leader in infrastructure and industry. Formerly known as Citadel Capital, Qalaa Holdings controls subsidiaries in core industries including Energy, Cement, Agrifoods, Transportation & Logistics and Mining.

To learn more, please visit: qalaaholdings.com



AGRIFOODS



AFRICAN LEADER IN INFRASTRUCTURE & INDUSTRY

2Q 2015

Access to safe and healthy food is a top priority for citizens of Egypt and the region. Addressing this need necessitates investments in multiple solutions that provide safe, healthy and affordable food while tackling the issue of ever-rising populations.

Qalaa Holdings' subsidiaries in agrifoods aim to overcome challenges facing the agricultural and food production sector in Egypt and the region, namely inefficient managerial expertise, the lack of economies of scale and insufficient funding. Qalaa Holdings' companies in the agrifoods sector bring trusted household names to market, from tahina and halawa made by Rashidi El-Mizan to fresh milk and meat from Dina Farms and fresh juices and dairy products made by Enjoy, we are introducing new levels of specialization and economies of scale to the market.

Qalaa Holdings' investments in large-scale farming in Sudan and South Sudan, which will cultivate more than 500,000 feddans of land, are critical steps toward the attainment of long-term food security in the two countries. Growing staple crops at home for domestic consumption first, and then selling value-added products regionally and beyond, minimizes the need for expensive imports. Large-scale farming is the most efficient, scalable and sustainable way to make significant strides in boosting productivity, while ensuring that local farmers continue to have access to land and resources.

Climate change and the scarcity of natural resources are among the top challenges facing the region. Since its inception in 2004, Qalaa Holdings has been committed to rationalizing consumption with all of its investments, especially water. Dina Farms, for example, is using the world's top irrigation systems on its 9,500 feddans of land in Egypt.

KPIs

7.2
K TONS
Rashidi El-Mizan Sales (2Q 2015, all SKUs)

18.5
K TONS
Dina Farms Sales (2Q 2015, raw milk)

3.6
K TONS
ICDP Sales (2Q 2015, SKUs)

15,735
TOTAL HERD
Dina Farms Cattle in 2Q 2015



GOZOUR



Gozour is Qalaa Holdings' regional multi-category integrated agrifoods subsidiary. The group includes three primary lines of business: agriculture, dairy and dry consumer foods. Gozour portfolio companies include the nation's largest privately owned dairy farm, Dina Farms, a top Middle East confectioner, Rashidi El-Mizan, dairy and juice products manufacturer Enjoy and Investment Co. for Dairy Products (ICDP), which produces and markets Dina Farms brand fresh milk, currently the nation's leading fresh milk brand. As of June 2015, Dina Farms' total herd size had grown to 15,735 cows, including 7,136 milking cows. Rashidi El-Mizan continues to expand its dominance of the halawa and tahina markets in Egypt with 52% and 57% of market shares, respectively. The company has also diversified into the jam (August 2009) and tomato paste (April 2010) sectors, penetrated new export territories and spearheaded Gozour's acquisition of confectioner Al-Musharraf in Sudan. The company continues to launch new products such as halawa and chocolate spreads.



elrashidi-elmizan.net

WAFRA

WAFRA

Wafra is Qalaa Holdings' subsidiary company for agricultural production in Sudan and South Sudan, and includes the rights to more than 500,000 feddans of land through investments held under portfolio companies Sabina (324,000 feddans in Sudan) and Concord Agriculture (250,000 feddans in South Sudan). Wafra engages in large-scale cultivation of cash crops including grain sorghum, maize, sunflower, rice and various grain legumes for sale in the local market.



MAJOR MILESTONES



WHERE WE DO IT



QALAA HOLDINGS
Current Operations

Dina Farms Dairy Operation Expands
Milk production exceeds 200 tons per day.