



## SECTOR MANAGING DIRECTOR

TAREK SALAH

Prior to joining Qalaa Holdings in 2007, Mr. Salah worked with Arab Consulting Engineers in the Project Management Department, where he managed projects including the USD 750 million CityStars multi-purpose real estate development and a USD 107 million float glass factory in Tenth of Ramadan City. He holds a BSc in Engineering from Cairo University and an MBA from the Arab Academy for Technology and Maritime Transport in Cairo.

## QALAA HOLDINGS OWNERSHIP

ASEC Holding: 69%

## KEY MANAGEMENT

A SEC CEMENT

Tarek El-Gammal, CEO

Ashraf Abousen, CFO

ENERGY					
CEMENT					
AGRIFOODS					
TRANSPORTATION & LOGISTICS					
MINING					

**Qalaa Holdings** (CCARCA 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](http://qalaaholdings.com)



## CEMENT



AFRICAN LEADER IN INFRASTRUCTURE & INDUSTRY

2Q 2015

From Egypt to Algeria and Sudan, Qalaa Holdings' companies in the cement sector produce high-quality building materials that meet international environmental standards, while helping build critical national infrastructure in Africa and the Middle East.

Qalaa Holdings, through its subsidiary company ASEC Holding, has pursued promising opportunities in regional markets with strong fundamentals where the demand for cement continues to outpace supply.

Despite recent political instability in the MENA region, strong fundamentals such as large growing populations, abundant raw materials and low production costs will eventually lure back high levels of public and private investment into infrastructure and industrial modernization initiatives, boosting demand for cement. Our investments in cement production, construction and engineering management directly address this demand and help build infrastructure to support the region's growth.

ASEC Cement, the regional cement arm of ASEC Holding, currently controls an influenced cement production capacity of 6.5 million tons per annum (MTPA). The company's strategy has seen it invest in both greenfield cement plants and existing cement companies that often require an operational turnaround.

### KPIs

### WHERE WE DO IT

**4**  
PRODUCTION PLANTS  
in Cement Sector

**107.7**  
MILLION USD  
Cement Division Revenues in 2Q 2015

**21.9**  
MILLION USD  
Construction and Management  
Division Revenues in 2Q 2015



\* All currency figures have been converted into US dollars using a spot rate in effect June 2015.

## ASEC HOLDING



Qalaa Holdings' cement subsidiary company is ASEC Holding, a leading regional cement, engineering and construction group with operations spanning Africa and the Middle East. With over 30 years of experience, ASEC's portfolio of services includes plant design and engineering, technical management, automation and construction.

ASEC's portfolio includes cement manufacturing through ASEC Cement with four production facilities: Al-Takamol Cement in Sudan; Misr Qena Cement, ASEC Ready Mix and ASEC Minya in Egypt; Zahana Cement Co. and Djelfa (under construction) in Algeria; and a greenfield license in Syria. ASEC's construction and management services are carried out through ARESKO, ASEC Engineering, ASEC Automation and ASENPRO.

ASEC Cement is emerging as a leading regional cement producer, currently controlling an influenced cement production capacity of 6.5 MTPA in attractive, key markets in the region, including Egypt, Sudan and Algeria. ASEC Cement is in the process of converting all of its facilities to solid and alternative fuels to mitigate the risk of dependence on fossil fuels, which are currently in short supply in Egypt and Sudan and likely to rise to international prices in the coming three years as subsidies are progressively removed.

[asecement.com](http://asecement.com)



Misr Qena Cement



ASEC Minya, ASEC Cement's 2.0 MTPA Greenfield Plant in Upper Egypt

## MAJOR MILESTONES

