

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 Waeer, Managing Director, Livestock, Dina Farms

WAFRA

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

ENERGY





tawason



<u>Mashreq</u>

CEMENT





AGRIFOODS







TRANSPORTATION & LOGISTICS







MINING





Qalaa Holdings (CCAP.CA 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



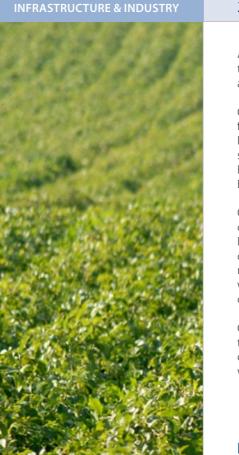


AGRIFOODS



AFRICAN LEADER IN

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

KTONS Rashidi El-Mizan Sales (2Q 2015, all SKUs) 18.5

KTONS

Dina Farms Sales (2Q 2015, raw milk)

3.6

KTONS ICDP Sales (2Q 2015, SKUs) 15,735 TOTAL HERD

Dina Farms Cattle in 2Q 2015

OALAA HOLDINGS - CORE COMPANIES IN AGRIFOODS

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

Qalaa Holdings Invests in Sabina Sabina obtains a 30-year lease on a 254,000 feddan plot of land near Kosti, 37 km of which are located directly on the

Nile.

Gozour Acquires Enjoy

Gozour acquires the Nile Company for Food Industries (Enjoy), one of Egypt's top manufacturers of dairy and juice products, from Egyptian private equity firm Haykala. Rashidi El-Mizan Acquires Al-Musharraf

Rashidi El-Mizan finalizes a deal to acquire 65% of Al-Musharraf, one of Sudan's largest producers of halawa, biscuits and flour; the remaining stake was acquired in February 2012.

Dina Farms Launches New Chain of Stores

A new chain of Dina Farms retail stores bring high-quality dairy products, produce and meats to consumers nationwide. Sabina Rehabilitates Irrigation Canals

Wafra portfolio company Sabina achieves major milestone with the rehabilitation of a 254 km irrigation canal system that will supply water to 10,000 feddans for Sabina and 13,000 feddans for local farmers. Dina Farms Retail Outlets Reach 8 Stores Nationwide

New growth strategy sees retail concept evolve towards larger supermarkets.

OCTOBER SEPTEMBER MAY JUNE JULY OCTOBER MARCH SEPTEMBER JULY NOVEMBER JULY SEPTEMBER 2007 2010 2011 2012 2014 SEPTEMBER 2014

Qalaa Holdings Establishes Gozour

Qalaa Holdings establishes Gozour with first two acquisitions: Dina Farms in August and Rashidi El-Mizan in October.

Dina Farms Secures Loan

Dina Farms secures a EGP 200 million debt facility to accelerate expansion plans that include the purchase of livestock and the construction of state-of-the-art dairy facilities.

Rashidi El-Mizan Launches Jam and Tomato Paste Factory

Production begins at Rashidi's new EGP 30 million facility, the Middle East and North Africa's most advanced jam and tomato paste factory.

Dina Farms Launches Fresh Pasteurized Milk

Plant
New PET fresh
pasteurized milk
plant doubles Dina
Farm's capacity in
May 2011.

Concludes First Commercial Wheat Harvest

Wafra

Wafra takes its first 3,000 feddan (3,114 acres) harvest to market at a price of USD 450 per ton, more than USD 100 per ton above target.

Dina Farms Takes Receipt of Cows

Dina Farms takes receipt of 1,000 dairy cows. In 2Q 2013, the receipt of an additional 1,360 dairy cows brings total herd to 15,352 animals.

Dina Farms
Dairy
Operation
Expands
Milk production
exceeds 200

tons per day.

South Sudan

South Sudan

Current Operations