



# **TABLE OF CONTENTS**

Who We Are

03

**Investment Highlights** 

07

**FY 2021 Financial Performance** 

23

**Forward-looking Growth** 

30

**Investor Relations** 

33





#### Who We Are

# The World's Leading Carpet Manufacturer...

Oriental Weavers, headquartered in Tenth of Ramadan City, Egypt, is the leading global integrated machine-made carpet and rug manufacturer in the world by volume, with more than 4 decades of operational excellence culminating in revenues of almost EGP 11 billion in 2021

EGP **11,403** mn

2021 Revenue

▲20.23% YoY

EGP **1,834** mn

2021 Gross Profit

▲ 40.2% YoY | + 229 pps

EGP **1,932** mn

**2021 EBITDA** 

▲ 40% YoY | +242 pps

EGP **1,085** mn

2021 Net Income<sup>(1)</sup>

▲ 15.78% YoY



#### Who We Are

# ...With Expansive Global Operations...

The Group enjoys extensive production capabilities through its manufacturing facilities and warehouses in Egypt, China and the US, where it produces more than 4 million copyrighted designs utilizing a vertically integrated business model to control the entire manufacturing process

**1**st

Global Producer by Volume

26

Production Facilities across 3 continents

17,000+

**Employees** 

240+

Looms



#### Who We Are

# ...And a Strong Local & International Presence

With 68% of revenues generated from export sales in 2021, OW sells its products to major clients in 130 markets across the Middle East, North America, Europe and Asia and has recently enjoyed a strong and growing online presence with leading blue-chip retailers

5

**Export Continents** 

130

**Export Markets** 

3

Distribution Offices (US, UK & UAE)

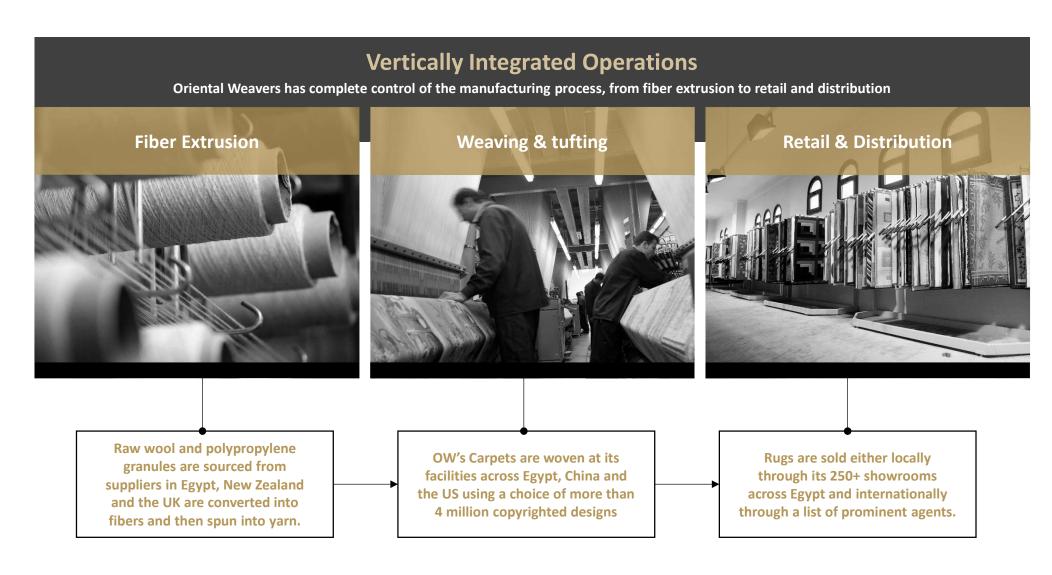
254

Showrooms (Egypt)





# **Vertically Integrated Business Model**



# **Diversified Product Mix**

## **Key Products**



OW is the leading global machine-made carpet and rug manufacturer, which are produced across the Group's facilities in Egypt, the U.S. and China.

13% EGP 8.7 bn

2015-21 Revenue CAGR

النساجون الشرقيون

Oriental Weavers

2021 Revenues









OW's tufted division specializes in wall-to-wall and area rugs for the doors, kitchen, and bathrooms, in addition to artificial turfs and carpet tiles, all produced in its Egyptian facility.

13% EGP 2.1 bn

2015-21 2021
Revenue CAGR Revenues





Manufactured in OW's Egypt-based facility, the Group's non-woven needle-felt products come in a wide variety of applications, including automotive mats, exhibition halls, foot mats, etc.

2015-201	2021
Revenue CAGR	Revenues

**EGP 370** mn

19%



Egyptian Fibers Company



**Expansive Global Footprint** 

2021 Rev: **EGP 3.7 bn**2016-21 CAGR: ▲ 3.8%

Egypt

2021 Rev: **EGP 4.3 bn** 

2016-21 CAGR: ▲ 15.3%

The Americas & Canada

2021 Rev: **EGP 2.3 bn** 

2016-21 CAGR: ▲ 14.0%

Europe

2021 Rev: EGP 694.8 mn

2016-21 CAGR: ▲ 34.8%

**Arab Countries** 

2021 Rev: **EGP 235.7 mn** 

2016-21 CAGR: ▲ 18.9%

**Rest of Asia** 

2021 Rev: **EGP 132.0 mn** 

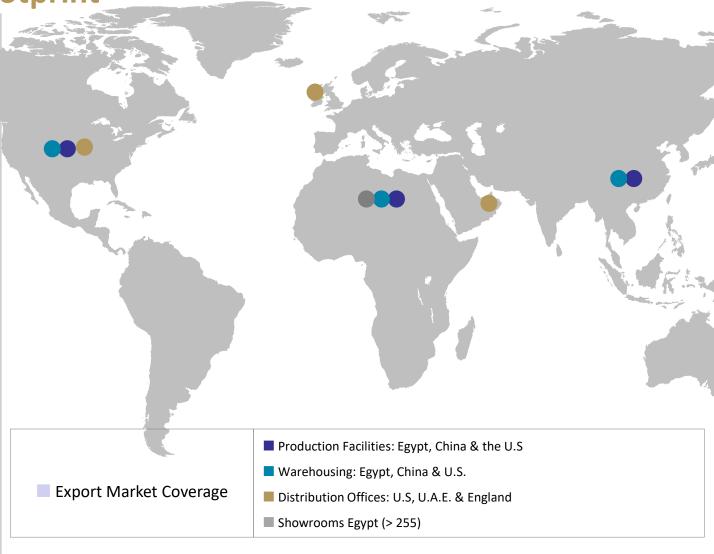
2016-21 CAGR: ▲ 18.2%

Africa

2021 Rev: **EGP 37.8 mn** 

2016-21 CAGR: ▼ 18.9%<sup>(1)</sup>

Russia & China



 $<sup>^{(1)}</sup>$  Decrease in exports to China and Russia reflect trade disruptions resulting from the COVID-19 global pandemic

# **Fast-Growing Online Presence**







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# **Established Media Presence**

## Oriental Weavers in the Media | Selected Appearances in 3Q 2021



#### ORIENTAL WEAVERS CARPET'S PROFIT HIKES 151% IN H1-21



ne sales increased to EGP 5.61 billion in the six-month period Oriental Weavers Carpet reported net profits of EGP 669.5 million in the first half (H1) of 2021, up by 151.4% year-on-year (YoY) from EGP 266.358 million, including minority shareholders'

The net profits attributable to the parent company's shareholders grew to EGP 599 million in H1-21 from EGP 227.26 million, while the earnings attributable to minority interests rose to EGP 70.49 million from EGP 39.09 million, the company said in a bourse disclosure on Thursday.

The sales increased to EGP 5.61 billion in the six-month period ended 30 June from EGP 4.078 billion in the prior-year period.

Moreover, the standalone net profits grew to EGP 752.37 million in H1-21, compared to EGP 525.7 million in H1-20.

During the first quarter (Q1) of 2021, Oriental Weavers Carpet achieved a consolidated net profit of EGP 343.19 million, up from EGP 197.95 million in Q1-20, including minority shareholders' rights.

Oriental Weavers Carpet said that the Egyptian government has been implementing a new export subsidy disbursement programme from 1 July 2020 to 30 June 2023.

The average export subsidies for Oriental Weavers reach 7.5% in the first phase of the programme and 11% in the second phase, the company said in a bourse disclosure.

**ORIENTAL WEAVERS HOSTS SOFT OPENING OF NYC DUPLEX SHOWROOM** AT NY HOME **FASHIONS MARKET** 

"NEW YORK --Oriental Weavers, formerly housed at the Textiles Building at 295 Fifth Ave., held a soft opening of its new Manhattan showroom located at 260 Fifth Ave. this week for New York **Home Fashions** Market attendees. (LINK)





The Middle East Power Businesswomen 2021

#### Ranked 27th

Yasmine & Farida Mohamed Khamis







Progressive expansion plans and a strong customer focus





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12

# We Serve International Blue-Chip Retailers....

### **Key Retail Clients**

We sell to reputable blue-chip retail companies based in North and South America, Scandinavia and the rest of Europe, Australia, Asia and the Middle East































































































# ...and Premier Hospitality Partners

### **Key Hospitality Clients**

OW Hospitality, the London-based hospitality carpeting arm of OW, is the preferred supplier of broadloom carpets for luxury hotels worldwide

































# Well-Invested Production Facilities (1 of 3)

The Group enjoys extensive production capabilities in Egypt and abroad through its vertically integrated production facilities

### **Woven Segment Annual Capacity | 76m m2**







**Oriental Weavers Carpet Company** 

Carpet
Production
Facilities

Oriental Weavers International

Carpet Production Facilities Fiber
Production
Facilities

Oriental Weavers
Textiles

Carpet
Production
Facilities

Established in 1979 as the main holding company, Oriental Weavers Carpet Company produces three grades (A, B and C) of machine woven carpets and rugs for the Egyptian market. Established in 1998, OWI's vertically integrated facilities in 10th of Ramadan City encompass the scope of extrusion of synthetic fibers, dyeing & spinning wool, and the weaving and finishing of products for residential and commercial use include carpets, rugs and upholstery.

Located in a private free zone area, Oriental Weavers Textiles is an export-oriented company which specializes in the production of high-quality rugs and carpets with a focus on reduced environmental impact and optimized processes through the investment in modern technology

# Well-Invested Production Facilities (2 of 3)

# **Woven Segment Annual Capacity | 76m m2**





**United States Production Facility** 

Carpet
Production Facilities

Oriental Weavers USA is based in Dalton, Georgia. It manufactures, markets, and distributes products imported mainly from the company's Egyptian plants in addition to select Asian countries. Oriental Weavers USA sells the products to its mass market merchants and big-box retailers, as well as to independent retailers, furniture retailers, catalogues, and various department stores.

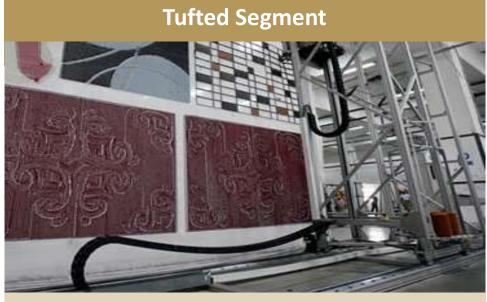




China Production Facility Carpet
Production Facilities

Oriental Weavers China was established in 2006 in response to the growing demand for woven products in China and other East Asian countries. OW China manufacturing facilities occupy 140,000 m<sup>2</sup> of land in the Tianjin industrial zone, 80 kilometers south of Beijing. The producer is a vertically-integrated facility with fiber extrusion and rug and carpet manufacturing facilities.

# Well-Invested Production Facilities (3 of 3)



Tufted Segment Annual Capacity | 47m m<sup>2</sup>

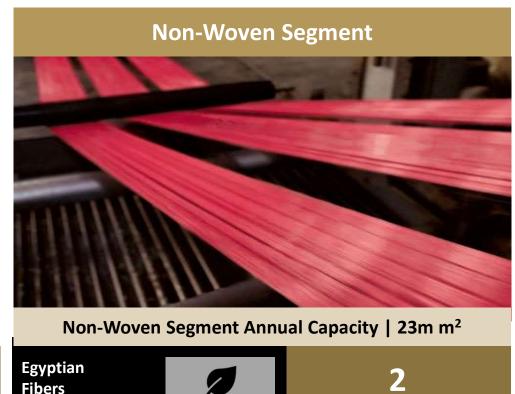
MAC Carpet "Fiber Factory"

4

**Production Facilities** 

**Company** 

MAC Carpet "Fiber Factory" is Oriental Weavers' foothold in the tufted carpeting segment, whose offering includes wall-to wall carpeting, indoor and outdoor rugs and mats, car mats, three-dimensional advertising floor panels, runners, and artificial turf for indoor and outdoor applications.



EFCO utilizes the latest production technologies to produce master batch, polypropylene staple fiber, and needle felt carpets, including wall-to-wall carpeting indoor/outdoor rugs, underlay rolls and rug pads, car mats and bath mats.

**Raw Materials** 

**Production Facilities** 

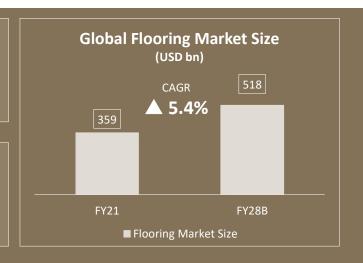
# Supportive Economic & Demographic Dynamics (1 of 2)

Change in consumer behavior after spending time at home, has caused more household spending

Significant pick-up in sales due to online shopping activities, has been further bolstered by the onset of the pandemic

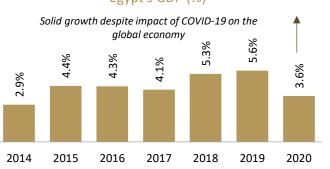
Online merchants require large inventories and thus they continue to secure sufficient stocks of goods which lead to consistently growth in sales

ORWE's positioning in large chains that specialize in essentials, such as Costco, has also played a major role in securing sales



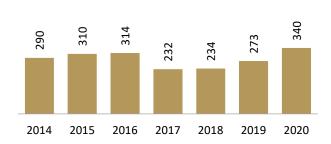
#### **Supporting Market Drivers**

# Accelerating Economic Growth<sup>(1)</sup> Egypt's GDP (%)



(2) The World Bank

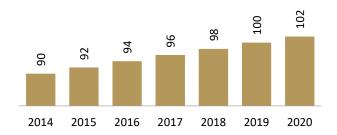
Growing Consumption<sup>(2)</sup>
Final Consumption Expenditure (USD bn)



(3) The World Bank

### 15th Largest Population Globally<sup>(3)</sup>

Population (billions)



Source: (1) The Central Bank of Egypt

# Supportive Economic & Demographic Dynamics (2 of 2)

### **Supportive Government Initiatives**

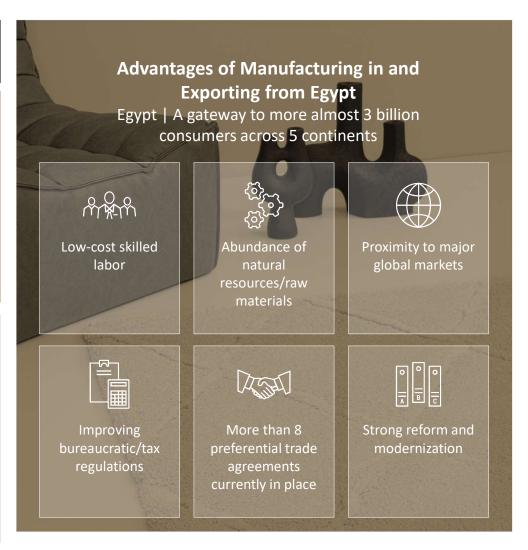
Through the Ministry of Finance (MOF) and the Export
Development and Support Fund, subsidies are paid out to Egyptian companies via Egypt's Export Subsidies
Program

The upcoming program includes developing and enhancing exports to African and other new markets, and supporting land, sea & airfreight exports & their supporting infrastructure

With c. 94% of Egypt's imported machinemade carpets originating from Turkey, the government has also imposed antidumping fees ranging from 23-33% on Turkish carpet imports

### 

Source: (1) The Central Bank of Egypt



# **Experienced & Growth-Oriented Leadership**

With more than 20 years served with Oriental Weavers each, the Group's world-class executive management team, many of whom also serve on OW's board of directors, have been instrumental in the Group's long-term success, with each member contributing in their own way to develop OW into a leading global producer in the machine-made carpets.

### **Key Select Executive Management Team & Board Members**

### **Results-driven Leadership**

24+ years



**Farid Khamis** Non-Executive **Board Chairman** 

Serves as an executive board member for a number of OW subsidiaries.

recognized strategic leader in the carpet industry known for her contributions to both the industry and Oriental Weavers

Established advanced technology to create innovative yarn systems, constructions and designs

Member of numerous business organization



Motalab CEO & Managing Director Executive Board Member

Held numerous top-tier planning & administrative positions within OW, such as heading the projects and contracts department and subsequently the planning department.

Spearheaded Oriental Weavers' expansion program and he continues to do so in his current position as Chairman and CEO of the company.



2015 5.9

2021 1.9 16.9% 2015 0.8 13.7%

10.62% 2021 1,085 6.1% 2015 356

#### **Mohamed Mohamed Farid Khamis**

Managing Owner Vice Chairman of OUD

Held multiple posts at OW directly involved in investments in technology and warehouse logistics. Vice Chairman of Orientals for Urban Development since 2011 which has become one of the leading real estate developers in Egypt.

#### **Mohamed Mahmoud** Fawzi Khamis

VP General Commercial Director **Executive Board Member** 

Managed and completed the extensive development of OW's domestic distribution network, leading to a marked increase in the company's domestic market share.

#### Farida Mohamed Farid Khamis

VP Corporate Finance Executive Board Member

Serves as an executive board member for a number of OW subsidiaries, completed training sessions at Citibank in New York and EFG Hermes, and is a member of numerous business organization.

#### **Amr Mahmoud Fawzy** Khamis

VP Manufacturing & Ops Executive Board Member

Specializes in planning, sales and marketing activities, and was instrumental in growing and developing the operations of OW and was intricately involved in supply chain and production management.

#### Mahmoud Amin Saad

Director of Int'l Ops Executive Board Member

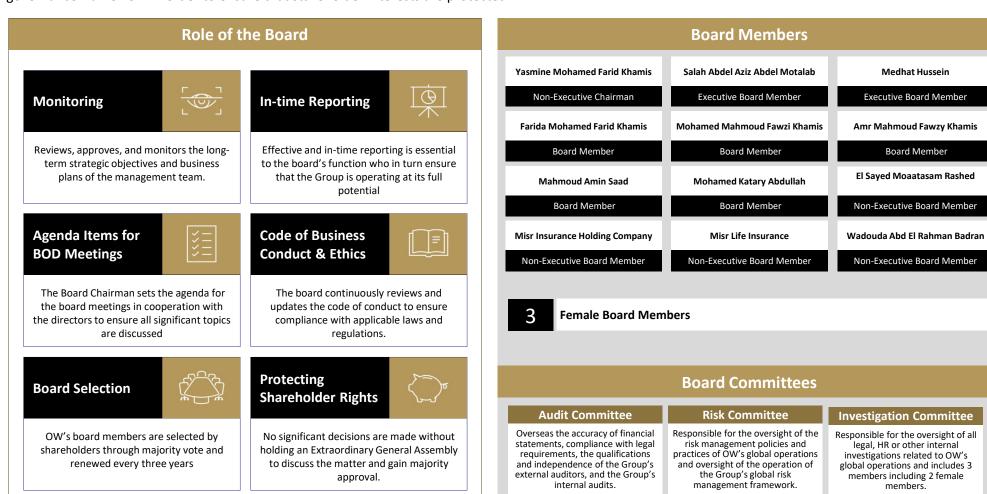
Lead the Group's expansion into new export markets, strengthened the transportation & distribution infrastructure and was Instrumental in various areas in the Group's development.

Net Profit | EGP mn 2015-21 CAGR: 20.4%

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# **Solid Corporate Governance Structure**

Over the last 4 decades, Oriental Weavers has evolved from a family business to become one of the leading manufacturers of machine-made rugs globally, and a key Egyptian stock among retail and institutional investors. With this growth comes responsibility, and to this end the Group has built up a strong corporate governance framework in order to ensure that stakeholder interests are protected.



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# **Successful Environmental Initiatives**

Oriental Weavers puts social and environmental purpose on equal footing with economic profit by working to make environmentally friendly products with more sustainable inputs, in addition to making investments in the people that define and secure the Group's success in reducing its environmental impact.

### **Notable Achievements**

#### **Dedicated Focus**



Oriental Weavers has a department dedicated to energy efficiency and environmental sustainability, and is currently ISO 14001 certified

# GEFF Green Economy Financing Facility

As a result, the Group was honored in 2019 by the Green Economy Financing Facility (GEFF) in recognition of its pioneering environmentally sustainable production methods

### Lighting



The Group is now using outdoor solar powered lights, which are enhanced with movement sensor capabilities and is currently rolling-out solar panel installations across all of its showrooms

#### **Waste Management**



Applied using the 3 R's methodology (Reduce – Reuse – Recycle), with about 30% of the generated solid waste are recycled internally, and EFCO manufacturing some of its products from recycled waste.

### **Water Savings**



The Group carefully monitors and maintains responsible water consumption levels, ensuring zero liquid discharge throughout some of its manufacturing processes.

### Planting O<sub>2</sub>



In cooperation with OUD (the Group's holding real-estate arm),
Oriental Weavers adopted tree planting initiatives to offset
Carbon Dioxide emissions.

### **Environmental KPIs | 2021**

**140k** tons

Av. Annual Carbon Emissions **7.5k** tons

Reduction

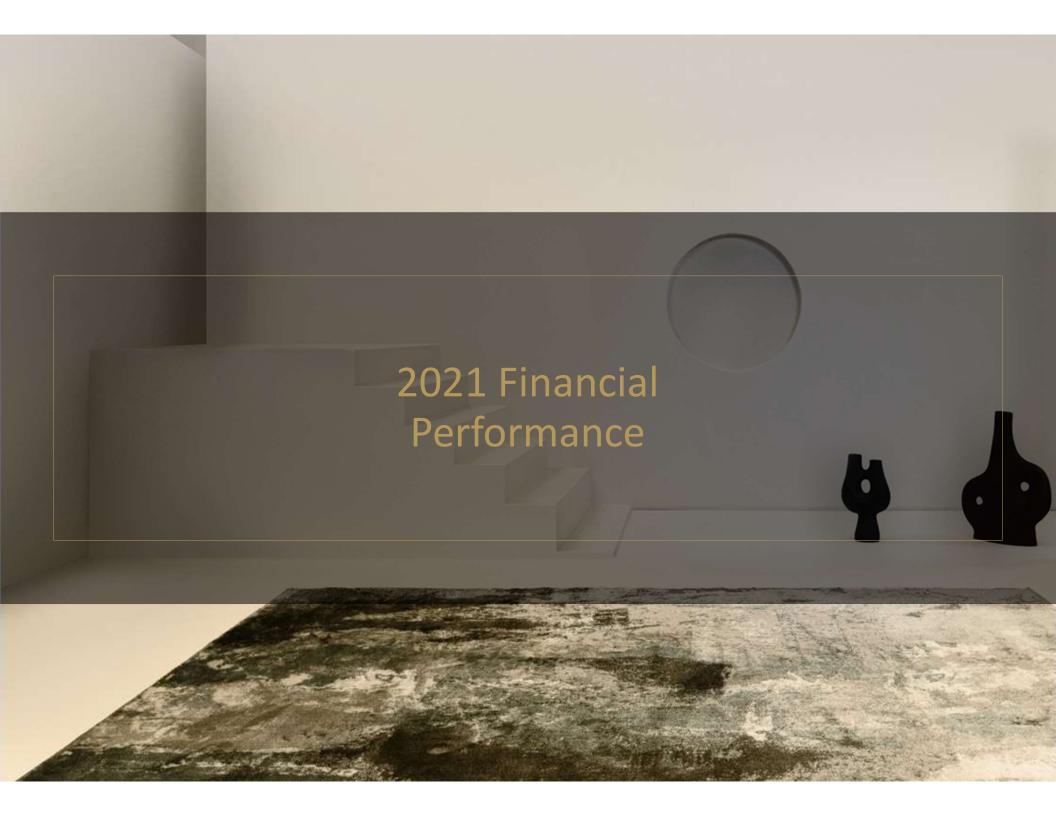
9k tons

Trees
Offset CO<sub>2</sub>

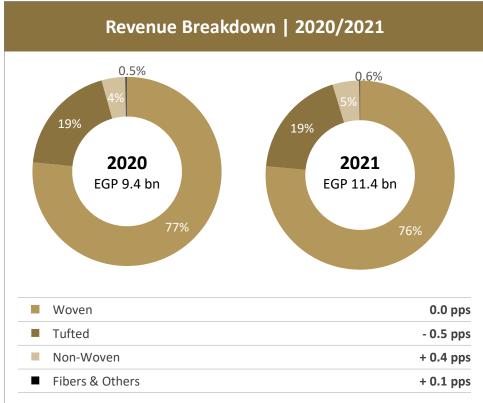
**15** kMWh

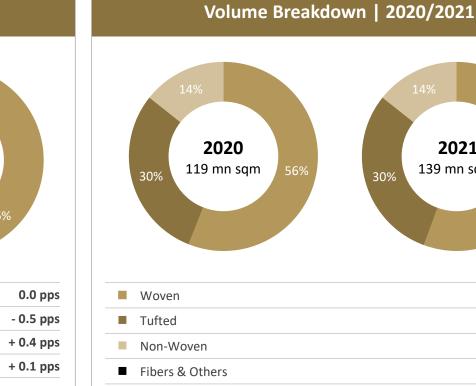
Energy Saving 403k trees

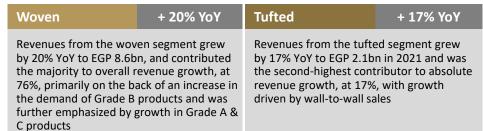
Trees Planted



# **Revenues & Volumes by Product**







Revenues from OW's non-woven segment grew by 32% YoY to EGP 522mn in 2021 and contributed 4% to absolute revenue growth. Revenue growth was dual-driven by both an increase in volumes as well as the average price of products sold.

+32% YoY

**Fibers & Others** + 129% YoY

2021

139 mn sqm

-0.4 pps

+ 0.03 pps

- 0.01 pps

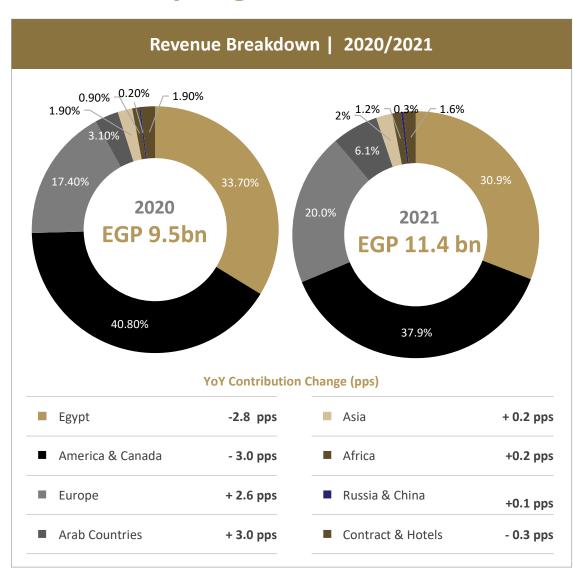
n/a<sup>(1)</sup>

30%

Revenues from fibers & others came in at EGP 85mn in 2021, representing an increase of 129% YoY and contributed 1% of absolute revenue growth.

(1) Volume excludes Fibers & Others

# **Revenues by Region**



Egypt +10 YoY

Local revenues grew by 10.0% YoY to record EGP 3.6bn in 2021, driven by growth in both showroom and wholesale revenues during the period of 5% YoY (representing 55% of total local sales) and 18% YoY (representing 41% of local sales) respectively.

#### America & Canada

+11% YoY

Revenues from exports to North and South America grew by 11% YoY to record EGP 4.3bn in 2021 due to a ramp-up in online demand for the Group's products and new promotions with Costco, Walmart, Home Depot and Lowes.

#### Europe +38% YoY

Revenues from European exports grew by 38% YoY to come in at EGP 2.2bn in 2021 as a result of the increased demand coming from online sales and new promotions from Lidl and Aldi. The Group has also witnessed a surge of demand from Eastern European markets.

#### Arab Countries +134% YoY

Revenues from Arab countries, representing the GCC region, grew YoY to come in at EGP 695mn in 2021 on the back of a ramp-up in sales to the KSA, a result of the Group's effort to grow its market share in the Kingdom.

#### Contracts & Hotels -1.32% YoY

Revenue from contracts & hotels from local and export fell by 1.32% YoY in 2021 on the back of a 20% YoY decrease in revenue from contracts & hotels in the export market, due to slowdown in hotel renovations globally. While in the local market it was up 7% YOY in 2021

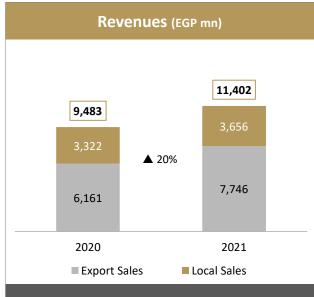
# **Cost of Sales Analysis**





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# **Income Statement Highlights**



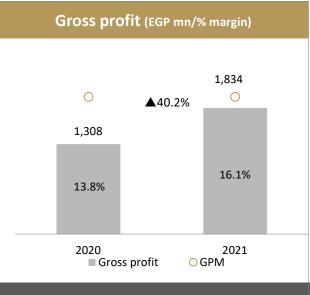
#### Revenues

Revenues grew by an impressive 20% YoY to EGP 11.4 billion in 2021, primarily on the back of strong growth in export sales, which grew by 26% YoY and contributed 68% to total revenues, and further helped by local sales, which grew by 10% YoY which is 32% of total revenues in 2021.



#### COGS

COGS grew by 17% YoY to come in at EGP 9.6 billion in 2021, representing a 2.2 pps contraction to 84% of revenues during the period. The decrease of COGS as a percentage of sales came due to 1) Directing OW capacity to higher margin products. 2) economies of scale relating to fixed costs. 3) lower production costs from its newly installed digital printing machinery used at MAC and the continued use by EFCO of recycled materials.

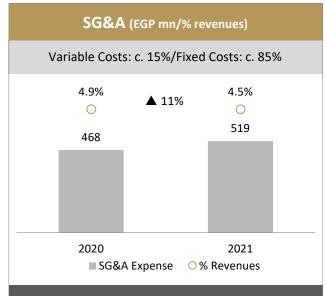


#### **Gross Profit**

Gross Profit grew by 40.2% YoY to EGP 1,834 million in 2021 from EGP 1,308 million in 2020. Meanwhile, the gross profit margin came in at 16.1%, up by 2.3 pps YoY on the back of a more optimized portfolio shifted towards higher-margin products, combined with exceptional utilization rate generated on the production floor and price increase implemented during the year.

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# **Income Statement Highlights**



#### **SG&A Expenses**

SG&A expenses increased by 10.8%
YoY to record EGP 519 million in
2021, at 4.5% of revenues,
representing a contraction of 0.4 pps
YoY, with the Group benefiting from
increased economies of scale.



#### **EBITDA**

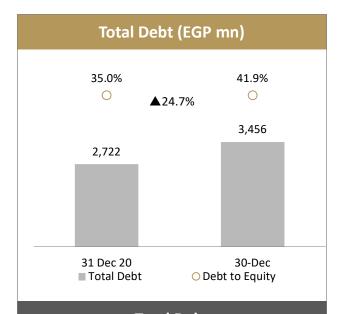
EBITDA increased YoY to come in at EGP 1,932 million in 2021. The corresponding EBITDA margin grew by 2.4 pps to 16.9% during the same period on the back of higher top line figure.



#### **Net Profit**

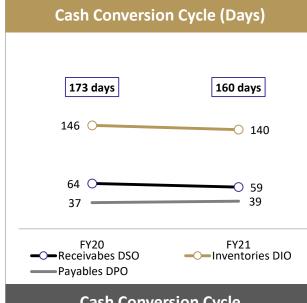
Net profit before minority interest grew by 9% YoY to record EGP 1,211 million in 2021. Meanwhile, the NPM came in at 10.6% in 2021, representing a decrease of 1.1 pps YoY, primarily due to higher financing expense, driven by an increase in total net debt to finance capacity expansion. In addition to a drop in CBE T-bills rates compared to 2020 rates.

# **Balance Sheet & Other Highlights**



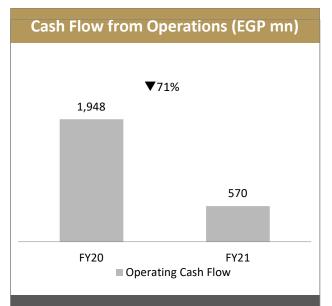
#### **Total Debt**

Total Debt came in at EGP 3.4 bn in 2021, up by 24.7% YTD. This is due to the capex plan for the year to cover the expansion plan. As of 31 Dec 2021, the breakdown of total debt was 53% USD, 9.4% Euro, and 37.5% EGP. Meanwhile, total debt to equity came in at 42% in the same period.



#### **Cash Conversion Cycle**

The Group's overall cash conversion cycle was 160 days in FY21, down by 13 days Ytd on the back of a 6 and 5 day Ytd drop in Inventories DIO and Receivables DSO respectively, countered slightly by a 2-day decrease in Payables DPO Ytd.



### **Cash Flow from Operations**

Despite a sharp increase in net profits in FY21, total cash flows from operations fell by 71% YoY to EGP 570 million in FY21 due to higher outflows from inventories (+1,041% YoY) and receivables (34% YoY) during the period.



## Forward-Looking Strategy

# **Key Growth Avenues**

Our strategy is to leverage our scale, expertise, branding and competitive position to capture growing global demand for our products through the four pillars listed below





### Forward-Looking Strategy

# **Planned CAPEX for 2022**



Improve Production Capabilities

1

**2022 Planned Capital Additions** 

### Woven

6

**Weaving Looms** 

1

Back-coating line

**Tufted** 

Non-Woven

1 Loop

**Machines** 

**Moquette Line** 

**Printing** 

Planned CAPEX\* of c.USD 15mn in 2022 will see overall capacity grow by 3%

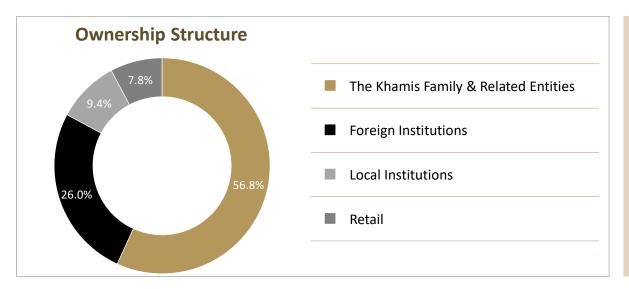
\*Capex plan includes machinery/looms only





### **Investor Relations**

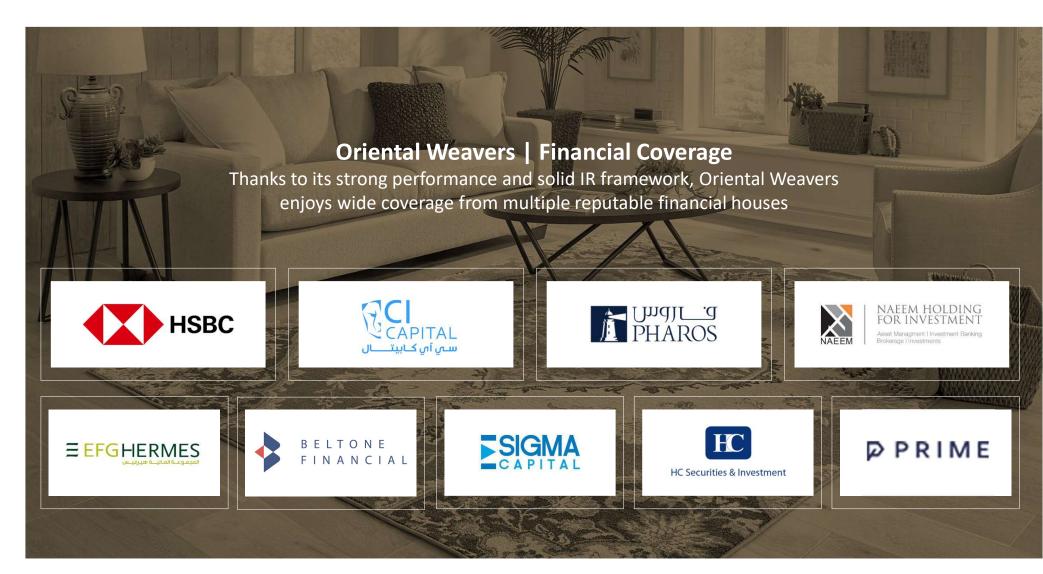
# **Share and Shareholding Overview**



Ticker	ORWE
Issued Shares	665,107,268
Par Value/Share	EGP 1.0
Listing Venue	The Egyptian Stock Exchange

### **Investor Relations**

# **Extensive Analyst Coverage**



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35

### **Appendix**

# Disclaimer

This presentation contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as "according to estimates", "aims", "anticipates", "assumes", "believes", "could", "estimates", "expects", "forecasts", "intends", "is of the opinion", "may", "plans", "potential", "predicts", "projects", "should", "to the knowledge of", "will", "would" or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding business and management, future growth or profitability and general economic and regulatory conditions and other matters affecting the Company.

Forward-looking statements reflect the current views of the Company's management ("Management") on future events, which are based on the assumptions of the Management and involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause the Company's actual financial condition and results of operations to differ materially from, or fail to meet expectations expressed or implied by, such forward-looking statements.

The Company's business is subject to a number of risks and uncertainties that could also cause a forward-looking statement, estimate or prediction to differ materially from those expressed or implied by the forward-looking statements contained in this prospectus. The information, opinions and forward-looking statements contained in this communication speak only as at its date and are subject to change without notice. The Company does not undertake any obligation to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this communication.

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