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#### 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 13 billion in 2022

EGP **8,399** mn

1H FY23 Revenue

▲29% YoY

EGP **1,156** mn

1H FY23 Gross Profit

▲ 56% YoY

EGP **1,277** mn

1H FY23 EBITDA

▲ 65% YoY

EGP **700** mn

1H FY23 Net Income<sup>(1)</sup>

▲ 57% YoY



#### Who We Are

# ...With Expansive Global Operations...

The Group enjoys extensive production capabilities through its manufacturing facilities and warehouses in Egypt 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 2 continents

19,000+

**Employees** 

240+

Looms



#### Who We Are

# ...And a Strong Local & International Presence

With 65% of revenues generated from export sales in 1H 2023, 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

6

**Export Continents** 

130

**Export Markets** 

3

Distribution Offices (US, UK & UAE)

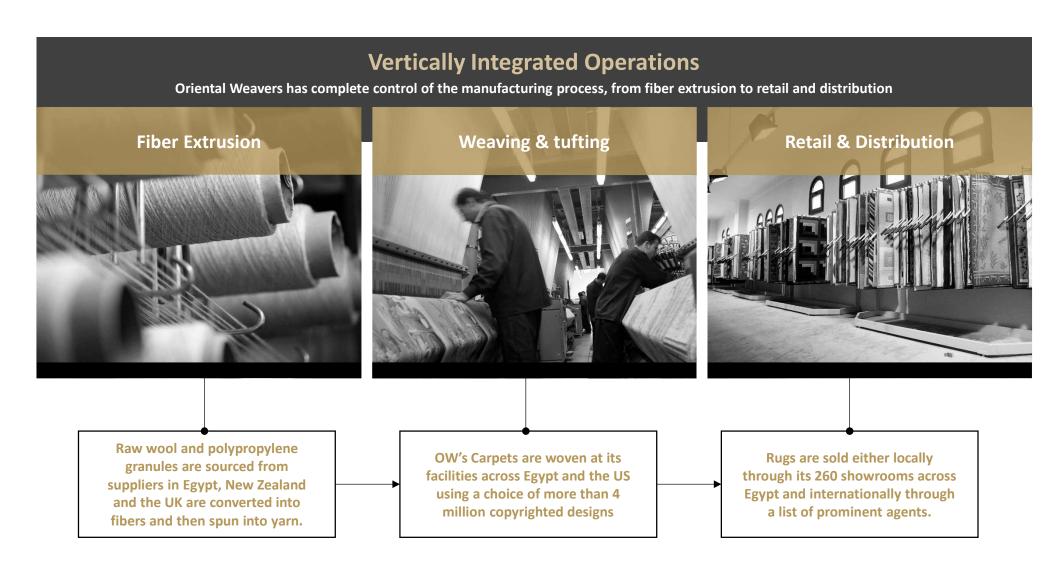
260

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 and the U.S.

10% EGP 6.5 bn

2016-22 Revenue CAGR

النساجون الشرقيون

Oriental Weavers

1H FY 2023 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.

10 % EGP 1.4 bn

2016-22 1H FY 2023 Revenue CAGR Revenues



Misr American Carpet Mills



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.

13% EGP 322 mn

2016-202 Revenue CAGR 1H FY 2023 Revenues



Egyptian Fibers Company

**Expansive Global Footprint** 

1H 2023 Rev: EGP 2.6 bn 2016-22 CAGR: ▲ 7.1%

Egypt

1H 2023 Rev: **EGP 2.8 bn** 

2016-22 CAGR: ▲ 10.6% The Americas & Canada

1H 2023 Rev: EGP 1.6 mn

2016-22 CAGR: ▲ 10.4%

Europe

1H 2023 Rev: EGP 587 mn

2016-22 CAGR: ▲ 28.7%

GCC

1H 2023 Rev: **EGP 181 mn** 

2016-22 CAGR: ▲ 16.6%

Asia

1H 2023 Rev: **EGP 180 mn** 

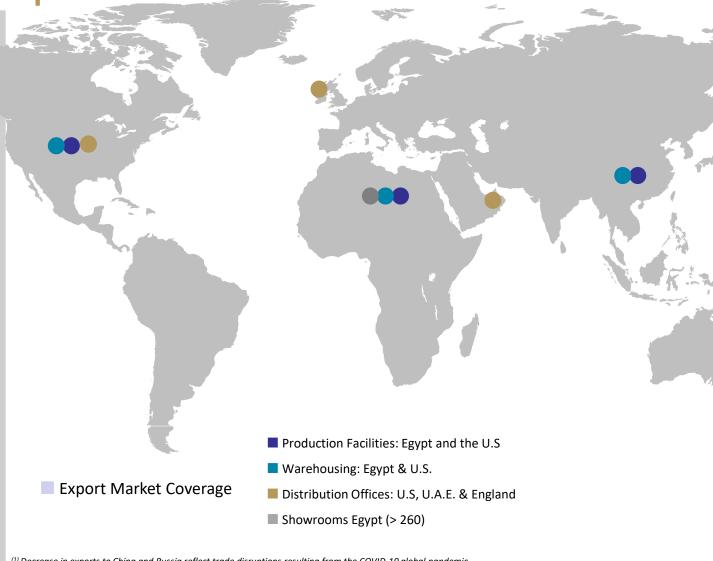
2016-22 CAGR: ▲ 19.5%

Africa

1Q 2023 Rev: **EGP 3.2 mn** 

2016-22 CAGR: ▼ 21.1%<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**







# **Established Media Presence**

### **Selected Appearances**





The Middle East Power Businesswomen 2022

> Ranked 43<sup>rd</sup> Yasmine & Farida Mohamed Khamis







How has being a woman shaped your contribution to the business? As a female CEO who is a multitasker, resilient and believes in the importance of speaking up, I lead with assertiveness and empathy. I believe empathy is the new way to lead; I trust and empower my team, giving them space to speak up. We engage and deliver ny teem, giving them space to speak up, we engage and deriver collectively for a common purpose. I also believe in the ability of women to deliver and perform, so I am creating a gender balance in this male-dominated industry by bringing more women leaders to help us grow and share the success. Motivated by the legacy of my father. I was able to expand my business through innovative endeavours and I am working on adopting sustainability practices in all aspects. That it is the only way for a better tomorrow.



They foster better and innovative working environments. These are difficult economic times and we need innovative solutions to sustain businesses and grow them and this is what women leaders bring to the table - and what notable research has proved. The Harvard Business Review showed that women in senior positions make businesses more profitable, more socially responsible, as well as providing safer, higher-quality customer experience

# 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. With total capacity of 150m sqm, equivalent to 28,000 football fields.

## **Woven Segment Annual Capacity | 79m 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 | 79m m2**



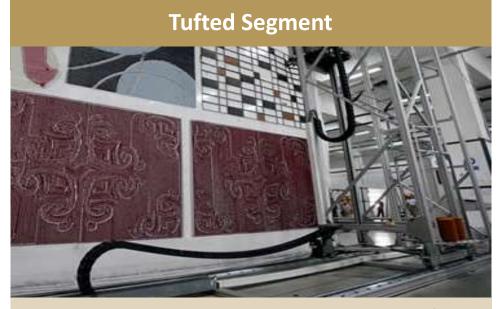


**United States Production Facility** 

Carpet
Production Facilities

Oriental Weavers USA is based in Dalton, Georgia established in 1991. Combines both a manufacturing facility and a sales and distribution arm. It has become one of the most influential and largest players in the American market branded as Sphinx. 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.

# Well-Invested Production Facilities (3 of 3)



**Tufted Segment Annual Capacity | 48.1 m m<sup>2</sup>** 

MAC Carpet "Fiber Factory"

4

Production Facilities

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.

# **Supportive Economic & Demographic Dynamics (2 of 2)**

### **Supportive Government Initiatives**

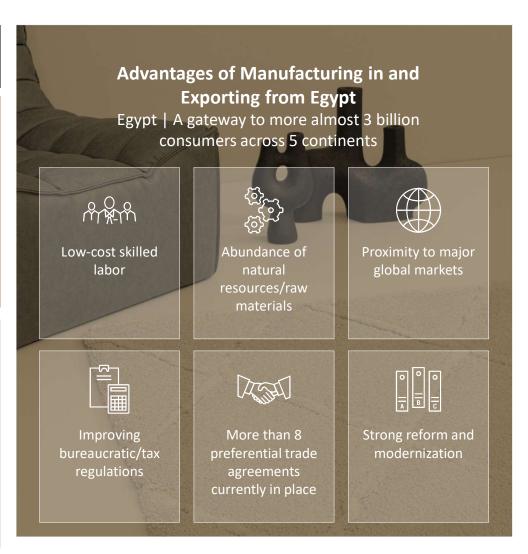
Through the Ministry of Finance (MOF) and the Export
Development and Support Fund, subsidies are paid out to Egyptian companies via Egypt's Export Subsidies
Program

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 machine-made 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

Salah Abdel Aziz

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

planning

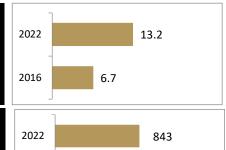
department.

Held numerous

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

Revenue | EGP bn 2016-22 CAGR: 10%

Net Profit | EGP mn



2022 843

# Mohamed Mahmoud Fawzi Khamis

Executive Board Member, MD for Development Affairs

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

Non- Executive Board Member

Serves as 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

Executive Board Member, MD for Manufacturing

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.

#### Dr. Khaled Abdel Aziz Hegazy

Non- Executive board Member

Dr. Khaled A. Hegazy, is a founding member of Hegazy Consult providing professional management advisory services, and Crowe Hegazy, a professional accounting firm.

#### Ashraf Bakry

Non- Executive board Member

Ashraf Bakry is a board member and the Vice President of Future Fit Operations of Unilever in the North Africa and Middle East region. He has over 25 years of experience in both Supply Chain and General Management in multinational organizations

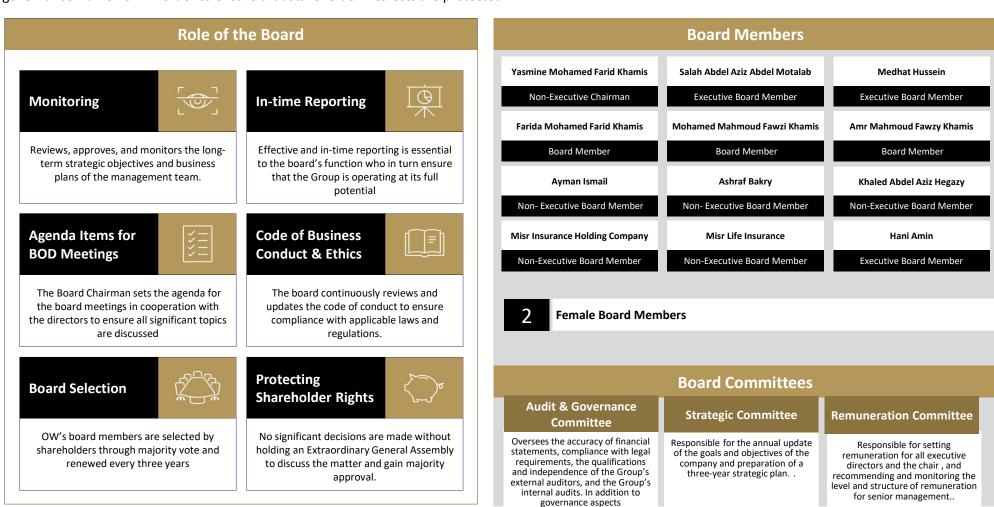
#### Ayman Ismail

Non- Executive board Member

Ayman is a Harvard graduate received numerous global awards for his leadership, strategic thinking and marketing achievements. After 26 years at P&G and PepsiCo, Ayman joined Mountain View as the Co-Founder, Chairman & CEO to lead the expansion of the group business

# **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.



# **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 | 2022**

**155k** tons

Av. Annual Carbon Emissions **6k** tons

Reduction

9k tons

Trees
Offset CO<sub>2</sub>

**11** kMWh

Energy Saving 404k trees

Trees Planted



# **Revenues & Volumes by Product**





#### Woven

+ 27% YoY

Revenues from the woven segment grew by 27% YoY to EGP 6.5bn, a contributed the majority to overall revenue growth, at 78%, primarily on the back of an increase in ASP in the local market and devaluation impact on the export market.

#### Tufted

+42% YoY

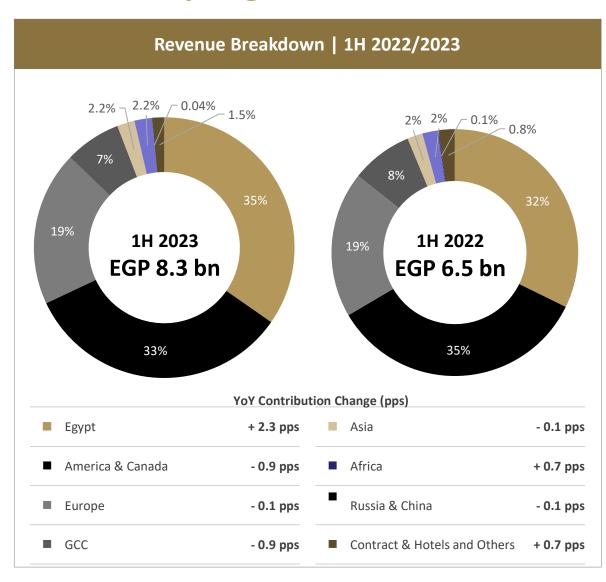
Revenues from the tufted segment increased by 42% YoY to EGP 1.5 mn in 1H23. This increase is attributed to the devaluation effect on the export segment and increase in shipments in the 2Q in specific.

#### Non-Woven

+13% YoY

Revenues from OW's non-woven segment grew by 13% YoY to EGP 322 mn in 1H23. Revenue growth was dual-driven by both devaluation as well as the average price of products sold.

# **Revenues by Region**



#### Egypt + 32% YoY

Local revenues grew by 32% YoY to record EGP 2,912 mn in 1H23, driven by growth in both showroom and wholesale revenues during the period. While we witnessed softness in volumes, sales were up due to increase in ASP.

#### America & Canada + 26% YoY

Revenues from exports to North and South America grew by 26% YoY to record EGP 2,798 mn in 1H23 , benefiting from local currency devaluation. Despite the challenging economic conditions in the US market, there is a slight recovery in demand compared to the trend seen in 2H 2022, which is expected to continue throughout the year

#### Europe + 28% YoY

Revenues from European exports grew by 28% YoY to come in at EGP 1,609 mn in 1H23, benefiting from EGP devaluation. There is a decline in dollar terms ,as a result of the lower sales coming from OW's Key European client, which closed 18 shop after Russia- Ukrain war.

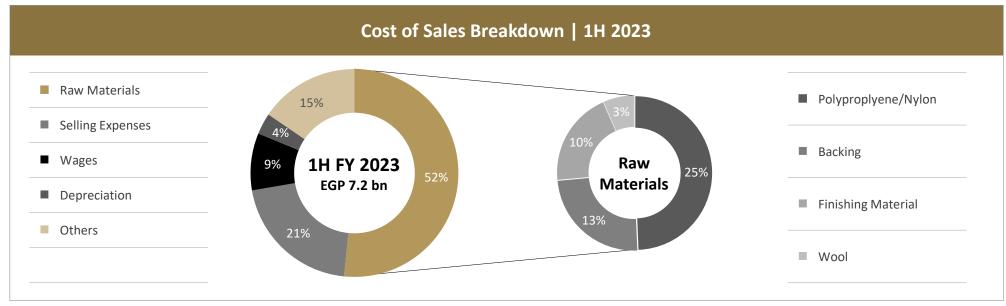
#### GCC + 15% YoY

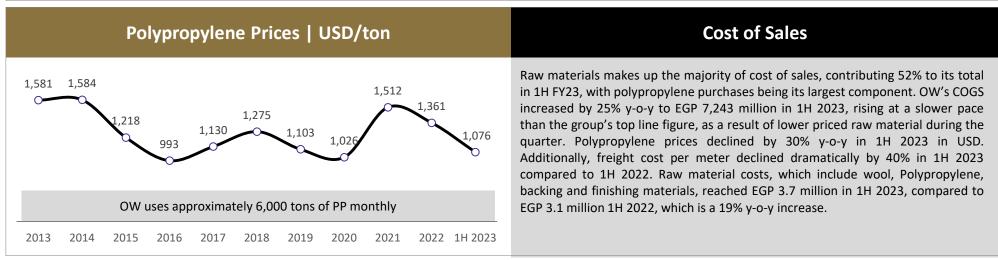
Revenues from the GCC region, grew by 15% YoY to come in at EGP 587 mn in 1H23 on the back of a ramp-up in sales to the KSA, a result of the Group's effort to grow its market share in the Kingdom, exporting Woven, tufted and non woven products.

#### Contracts & Hotels +53% YoY

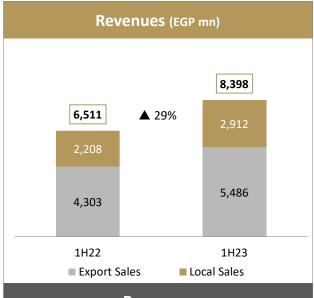
Revenue from contracts & hotels increased by 53% YoY on the back of a 10% YoY increase in sales from local projects and 123% y-o-y increase in global projects..

# **Cost of Sales Analysis**



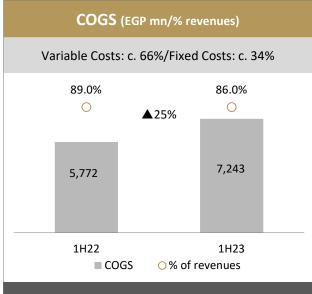


# **Income Statement Highlights**



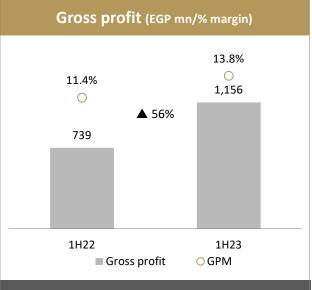
#### Revenues

Revenues grew by 29% YoY to EGP 8.3 billion in 1H23. Export revenue, 65% of total revenues, increased by 28% y-o-y supported by local currency devaluation. While local sales increased by 32% y-o-y supported by increase in ASP.



#### **COGS**

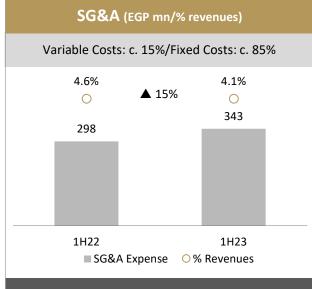
COGS grew by 25% YoY to come in at EGP 7.2 billion in 1H23, representing 86% of revenues during the period. The decline in COGS as a percentage of sales, was due to the decrease in our oil based raw material cost by 30%.



#### **Gross Profit**

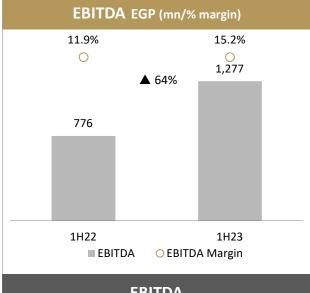
Gross Profit increased by 56% YoY to EGP 1,156 million in 1H23 from EGP 739 million in 1H22. Meanwhile, the gross profit margin came in at 13.8%, up by 2.41 pps YoY. Improvement in gross profit margin was due to an increase in average selling prices, that surpassed the increase in raw materials in EGP terms.

# **Income Statement Highlights**



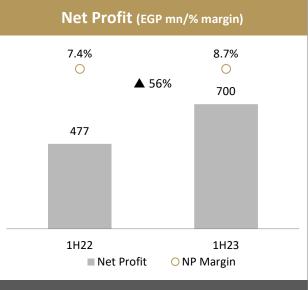
#### **SG&A Expenses**

SG&A expenses increased by 15% YoY to record EGP 343 million in 1H23, at 4.1% of revenues, driven by both G&A and S&D expenses, increasing, due to inflationary pressure.



#### **EBITDA**

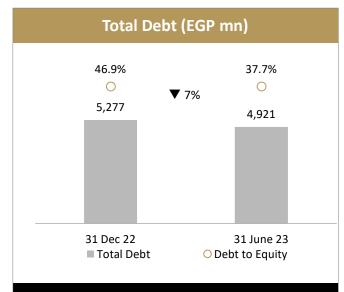
EBITDA came in at EGP 1,277 million in 1H23, representing an increase of 64% YoY. The corresponding EBITDA margin increased by 3.3 pps to 15.2% during 1H23. The margin expansion comes on the back of higher gross profitability.



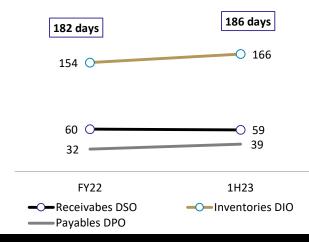
#### **Net Profit**

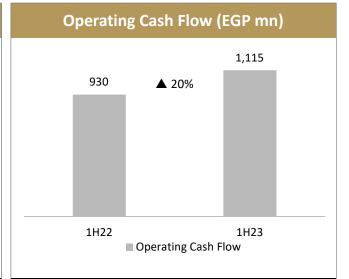
Net profit after minority interest increased by 56% YoY to record EGP 700 million in 1H23. Meanwhile, the NPM came in at 8.7% in 1H23, representing an improvement of 1.3 pps YoY. The increase came as a trickling down effect from higher gross profitability.

# **Balance Sheet & Other Highlights**



### Cash Conversion Cycle (Days)





#### **Total Debt**

Total Debt came in at EGP 4.9 bn in 1H23, down by 7% YTD primarily due to the settlement of the subsidized government initiative and improvement in suppliers' payment terms. On June 30th 2023, OW debt breakdown was 74% USD, 16% Euro and 10% EGP, compared to 58% USD, 15% Euro and 27% EGP on December 31st 2022.

#### **Cash Conversion Cycle**

The Group's overall cash conversion cycle reached 186 days in 1H23. The increase in the CCC is mainly attributable to the increase in inventory DOH from 154 days to 166 days, due to increase in Showrooms inventory to cover new showrooms and devaluation impact on repriced inventory. On the other hand, payables DOH increased, as OW negotiated better payment terms with suppliers.

#### **Operating Cash Flow**

The increase in the operating cash flow was a result of the sale of the China facility and reversing the impairment associated with it. Additionally, increase in notes payable resulted in increase in liquidity, , as OW managment negotiated better payment terms with suppliers.



## 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

# **OW Strategy**



Improve Production Capabilities

1

**2023 Capital Additions** 

#### Woven

2

Machine: Loom & Spinning

10

**Showrooms** 

**Tufted** 

Non-Woven

**Printing Machine** 

Machines

**Rolling Machine** 

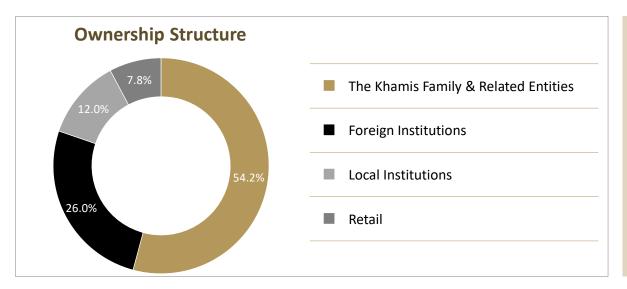
Planned CAPEX\* of c.USD 20mn in 2023, with 2 looms and 10 new showrooms.





### **Investor Relations**

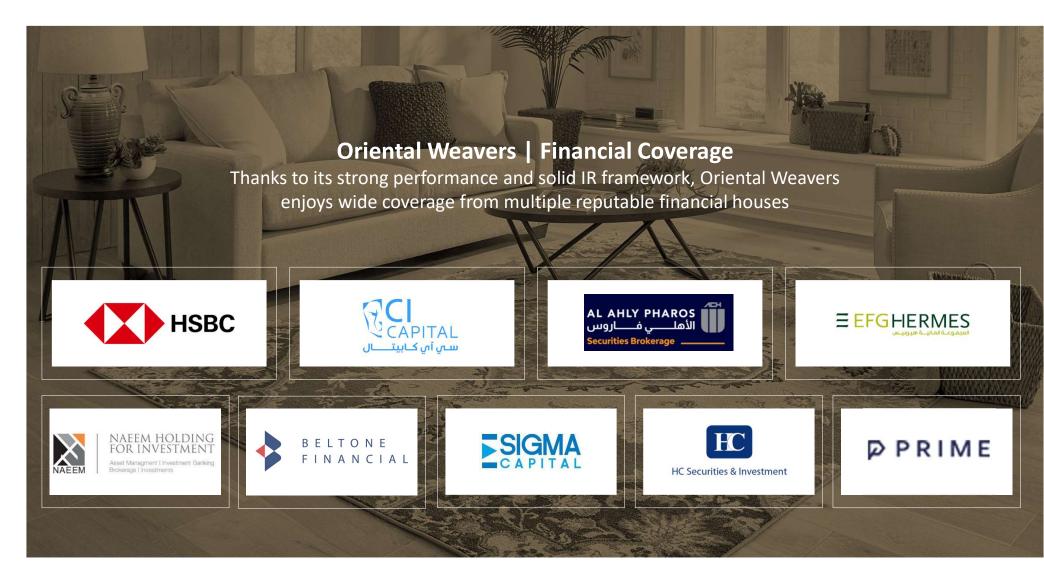
# **Share and Shareholding Overview**



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

#### **Investor Relations**

# **Extensive Analyst Coverage**



### **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.

# **Contact**

Ms. Yasmine El Gohary
Head of Investor Relations

T: +202 2268-5166 | YElgohary@OrientalWeavers.com