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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.

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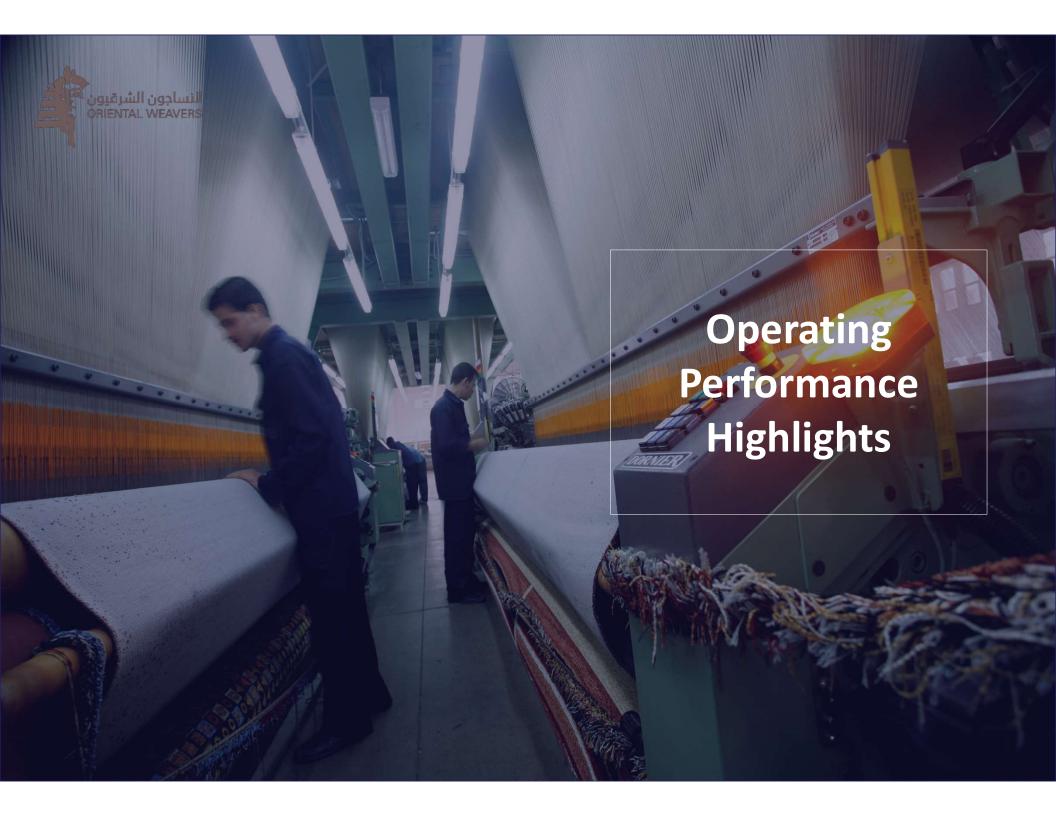
**9M24 Operating Performance Highlights** 

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## **9M24 Operating Performance**



Total Revenue + 34% y-o-y

- International Markets + 32% y-o-y
- Egypt + **37**% y-o-y

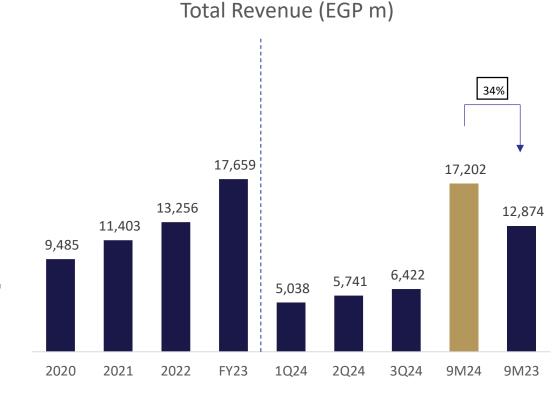
EBITDA of EGP **2,851** million **+ 45%** y-o-y Margin of **16.6%** y-o-y

Adj EBITDA of EGP **3,123** million **+58%** y-o-y, Margin of 18.2%

Net Income EGP **2,173** million ▲ 57% Attrib. NI EGP **1,863** million ▲ 44% NI Margin **12.6%** 

Adj. NI EGP **2,445** million ▲ 123% Adj. Attrib. NI EGP **2,135** million ▲ 111% Adj NI Margin **14.2%** 

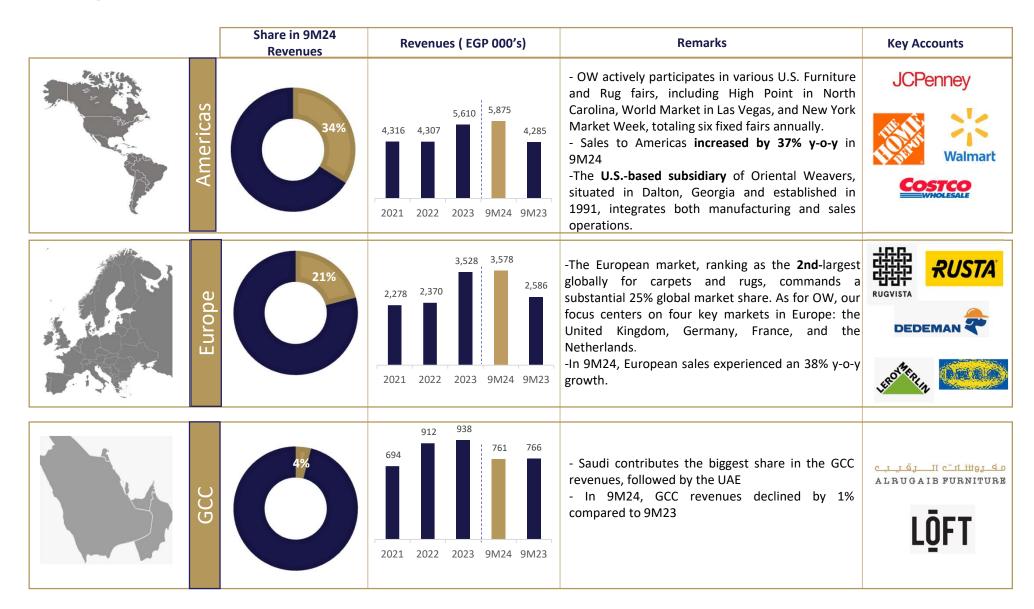
EPS **EGP 2.80 A 44%** 



# **Diversified Footprint Provides a Unique Platform to Lead & Grow**



## I. Key International Markets Performance



## **II. Egypt Performance By Segment**

(31% of revenue)

## Woven + 33% YoY

Revenues from the woven segment grew by 33% y-o-y to EGP 4.8bn, it contributed the majority to overall revenue growth. The growth was attributed to an increase in ASP.

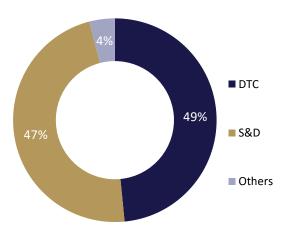
#### Tufted +61% YoY

In 9M24, revenues from the tufted segment witnessed a substantial 61% y-o-y increase, reaching EGP 816 million. This growth can be attributed to an increase in the Average Selling Price (ASP) within the tufted segment, supported by 30% increase in volumes.

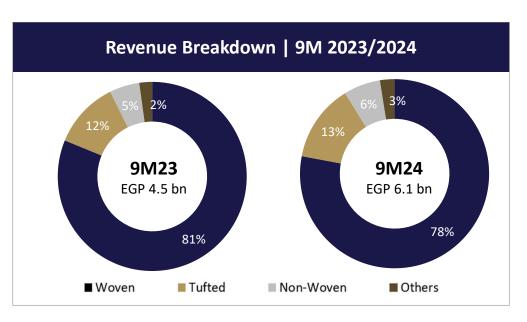
## Non-Woven +68% YoY

Revenues from OW's non-woven segment grew by 68% y-o-y to EGP 384 m in 9M24 . Revenue growth was driven by increase in ASP , and 4% increase in volumes.

#### **Distribution Channels**



Given that 70% of our customers are newlyweds, this creates solid demand in our local presence. Direct to consumer segment (DTC) revenues, which constitute 49% of Egypt sales in 9M24, showed a 27% y-o-y increase, driven by price increases and our diversified product portfolio. In 4Q we will be focusing on seasonal promotions and consumer financing programs. Meanwhile, sales & distribution segment (S&D) revenues reported a 50% y-o-y increase. This surge was bolstered by heightened wholesale demand in 1H as they anticipated further price increases.





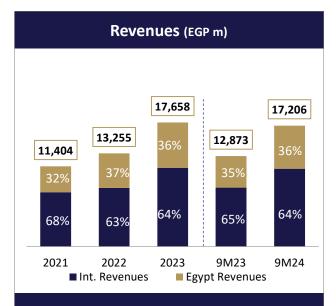
\*4Q24 promotion



# Financial Overview

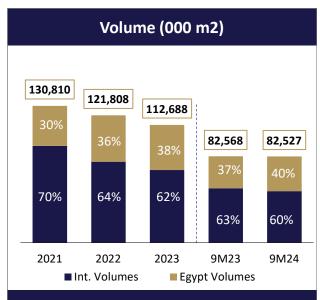


## **Income Statement Highlights**



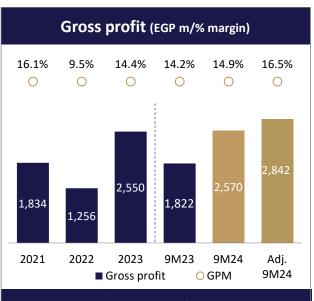
#### Revenues

Total Revenues grew by 34% y-o-y to EGP 17.2 billion in 9M24. International revenue, 64% of total revenues, increased by 32% y-o-y supported by local currency devaluation and volume recovery. While Egypt sales increased by 37% y-o-y supported by sequential price adjustments.



## Volume

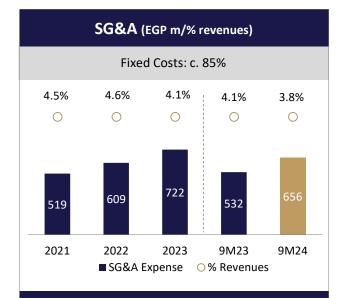
Our long- term volume declining trend is flattening. The overall volumes are down - 0.1% of 9M24 vs 9M23. In the international market, volumes declined by 5% due to softer global demand, supply-related challenges. Meanwhile, Egypt volumes increasing by 9% in 9M24.



#### **Gross Profit**

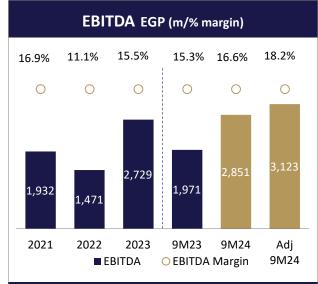
In 9M24, Gross Profit surged by 41% y-o-y, reaching EGP 2,570 million. Simultaneously, the gross profit margin achieved a 14.9%. Additionally, OW recorded an inventory writedown of EGP 271 million as part of a strategic decision by management to clean up OWA inventory. Accordingly, adjusted GP is EGP 2,842 million, with an adjusted GP margin of 16.5%.

## **Income Statement Highlights**



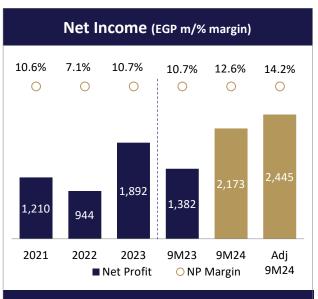
## **SG&A Expenses**

SG&A expenses increased by 23% y-o-y to record EGP 656 million in 9M24, largely influenced by inflationary pressures. Despite this rise, SG&A expenses as a percentage of total sales declined to 3.8%.



#### **EBITDA**

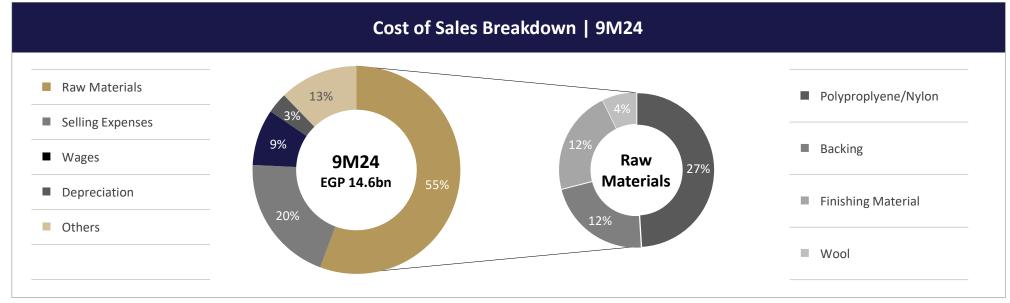
EBITDA came in at EGP 2,851 million in 9M24, representing an increase of 45% y-o-y. The corresponding EBITDA margin reached 16.6%. Adjusted for the OWA inventory write-down, adj. EBITDA is EGP 3,123 million, resulting in an adjusted EBITDA margin of 18.2%.

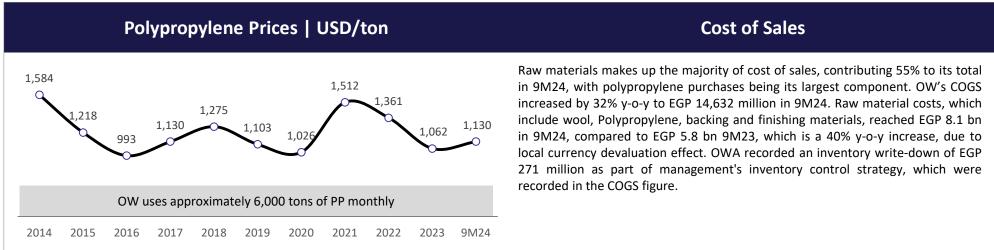


#### **Net Income**

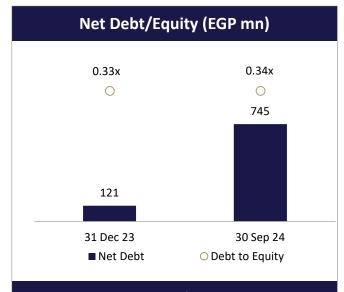
Net Income increased by 57% y-o-y to record EGP 2,173 million in 9M24. Meanwhile, the NPM came in at 12.6% in 9M24. Adjusted for the US inventory write-down, the adj. NI is EGP 2,445 million, reflecting a 123% increase.

## **Cost of Sales Analysis**





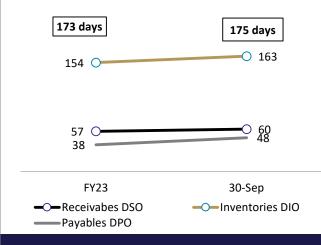
## **Balance Sheet & Other Highlights**



## Net Debt/Equity

The company's total debt as of 30 Sep 24 stood at EGP 6,797 million, up from EGP 4,677 million as at year-end 23, impacted by devaluation. OW's cash balance stood at EGP 6,051 million versus EGP 4,556 million at year-end 23. The Company recorded a net debt of EGP 745 million compared to a net debt of EGP 121 million as Dec 23.

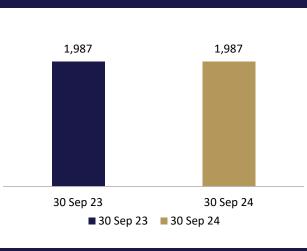
## **Cash Conversion Cycle (Days)**



## **Cash Conversion Cycle**

Working capital improvement not reflected in the CCC due to devaluation effect. The Group's overall CCC reached 175 days. (CCC improved from June 24 figure of 180 days). We witnessed an improvement in Payables DOH.

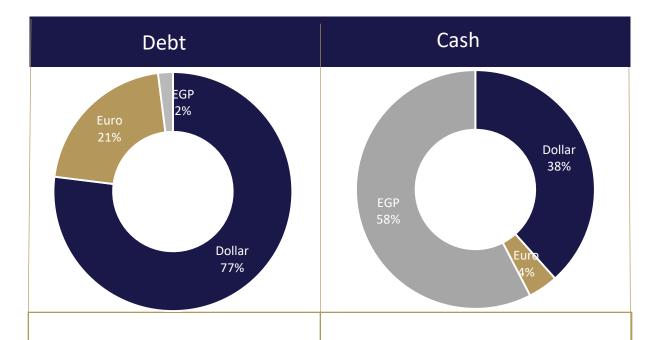
## Operating Cash flow (EGP mn)



#### **Operating Cash flow**

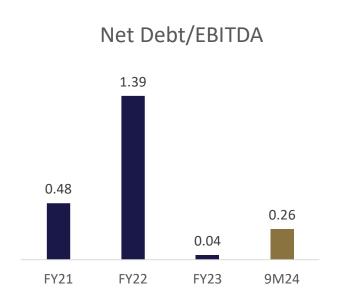
Cash flow from operating activities remained flat vs comparable period

# **Balance Sheet & Other Highlights**



Total Debt recorded EGP 6.7 bn in Sep 24 compared to EGP 4.6 bn in Dec 23, with an increase of 45%, impacted by local devaluation effect.

In terms of cash management, net Interest Income recorded in 9M24 reached EGP 198 million. Additionally, OW recorded FCFE of EGP 1.6 bn as of 9M24, showing a strong cash position.



OW debt is mainly in USD, given its working capital needs. The Net debt/EBITDA ratio reached 0.26x in Sep 2024.