



Overview

IT'S A BEAUTIFUL WORLD

“Meet the Chairman”

Eng. Hamdy Soliman



Company MISSION

“Create Values and Make a difference”

We are a **Manufacturing** and **Trading** Organization aiming to be a trustworthy supplier of prominent to our consumers & Customers.
Partner of choice for recognized manufacturer to help them to reach their target consumers in the region.

Company Overview



Established in Egypt in **1984**, Misr Pyramids Group (*MPG*) a group of companies, with more than one thousand employees.

Divided into **manufacturing** and **distribution** business line.








MPG carries out a wide variety of product categories.

The company achieved several “**number one**” market positions through excellent quality, brand support and reputation in the trade.

MPG owned products success has naturally attracted many key international brands, for whom we distribute exclusively and for some we manufacture and distribute under license.

Companies within the Group



	<p>1986</p>	<p>“Misr Detergents & Chemicals-Egypt” Manufacturing of Detergents & Home Care Products</p>
	<p>1990</p>	<p>“Pyramids Cosmetics” Cosmetics Distribution [Skin & Body Care]</p>
	<p>2001</p>	<p>Distributors CAIRO & DELTA Region</p>
 <p>Pyramids for Agro Industries بيramidز للتصنيع الزراعي</p>	<p>2003</p>	<p>“Pyramids for Agro Industries” Planting, Processing & Export of Fruits</p>
	<p>2005</p>	<p>Manufacturing owned brands, under license brands & for 3rd party Cosmetics</p>
	<p>2006</p>	<p>Distribution of Electro & Home Appliances</p>
 <p>Pyramids Overseas</p>	<p>2006</p>	<p>Overseas Investment</p>

Group Highlights



- ✓ 1,500+ employees (including factories) and 275 Field Force
- ✓ 2 Fruit processing and preparation stations for export
 - ✓ Distribution fleet of 125 vehicles
- ✓ HQ in Cairo and 4 regional branches
- ✓ Warehousing space of 9,500 m²
 - ✓ 2 factories with 9,000 m²



Cosmetics & Detergent Factories / Brands



Owned Brands

Crown[®]



SHAVECODE
man's line

Class
Blondy
كلاسيك
بلوندي

CARE
& MORE

N CARE
Nail
منزيلة طلاء الأظفار
Nail Polish Remover

Motion
موتشن

TRIO
PRO DEO ROLL-ON

Under License Manufactured Brands

GLYSOLID



Kamill
COSMETICS

FG Distribution



Electro Products

- ✓ Schneider
- ✓ Philips Lighting (Signify)
- ✓ Philips Life entertainment
- ✓ Black & Decker

FMCG Products

- ✓ 3M Household
- ✓ Nivea
- ✓ Glory



AGRO Division



- AGRO Division for processing & Packing
- Fruit preparation facilities of **22,000**m²
- Workforce of **1,000+** laborers
- Exporting **24,000** tons
- **Countries:** China, India, UK, Netherlands, Lithuania, Ukraine, Italy, UAE, KSA, Kuwait, Hong Kong, Malaysia, Kenya, Greece, Belarus, Canada, Bangladesh, Russia, Malta, Singapore and Poland.



Diverse Categories And Channels

Product categories

- ✓ Cosmetics
- ✓ Detergents
- ✓ Agricultural
- ✓ Personal care
- ✓ Home Care
- ✓ Electric residential products

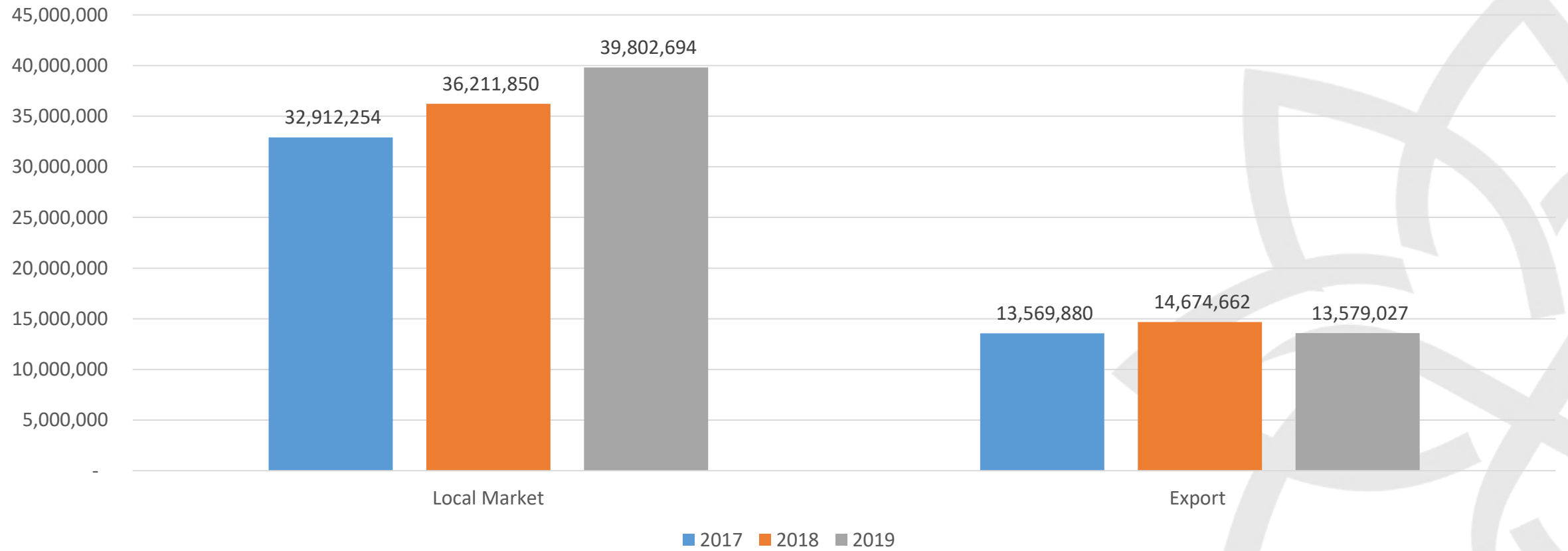
Sales Channels

- ✓ Modern trade
- ✓ Large groceries
- ✓ Traditional trade
- ✓ Pharmacy distributors
- ✓ Pharmacy chains
- ✓ Retail pharmacies
- ✓ Export

Local and Export Business Overview



USD



Marketing Strategy 4 Ps [Covering main pillars]



Product

- Meeting Customer needs and demands
- On going expansion and products development
- Positioning our products in the mind of targeted audience
- Modern and appealing packaging design
- High quality



Price / Promotion

- High quality Moderate prices
- On going promotion tactics
- Special offers
- Rewarding consumers



Placement / Channel & Region

- Category management inside weighted stores
- Merchandising team supporting the well presence of products
- Channel of distribution Key Account, Sub-Distribution, chain pharmacies, retailers, whole sale and Semi whole sale



People / Message & communication channels

- Social Media Presence Facebook & Instagram
- Direct communication instore activities
- Website

Marketing Activities & Presence

Advertising/Communication



Direct Marketing

- Local and International universities
- Malls Sampling
- Roadshows
- Club's

Instore Hyper Market

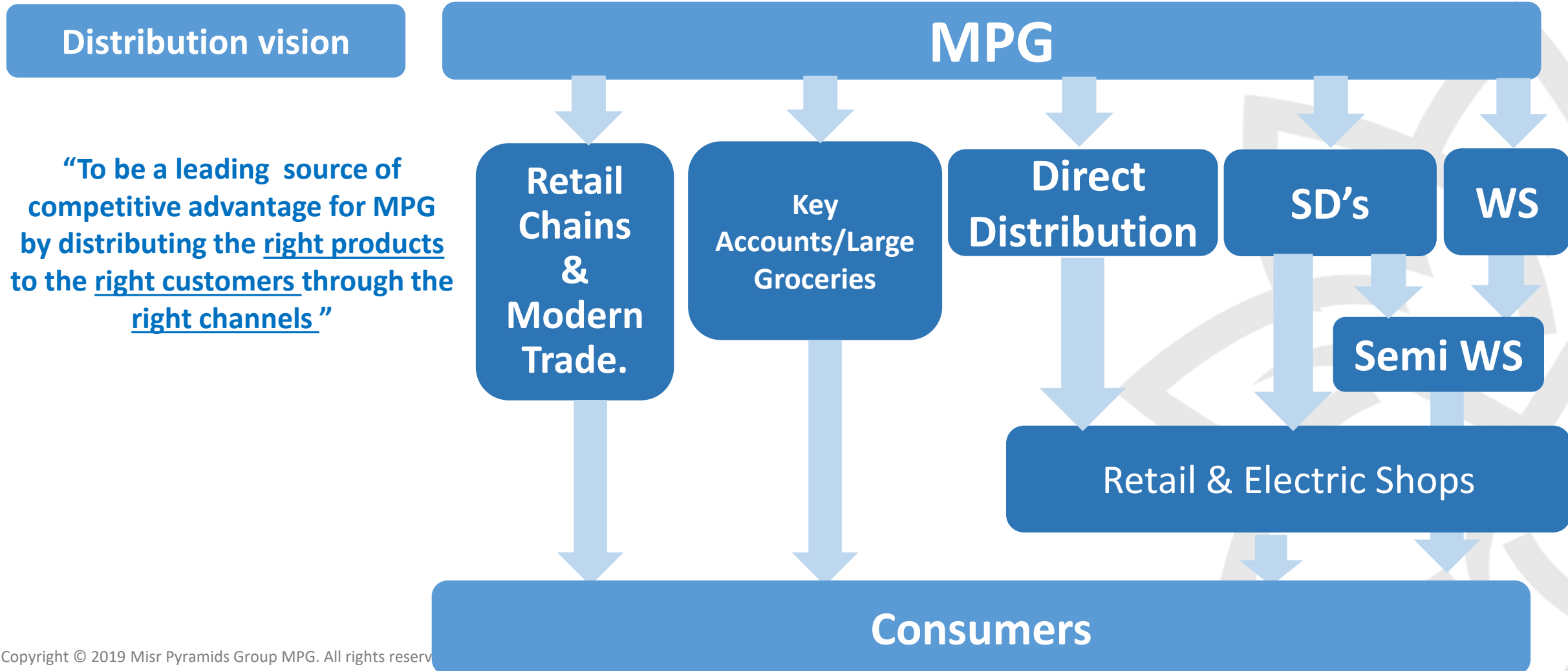


online

- <https://mpg-eg.com>
- www.souq.com

Intensive distribution model

Strong Heritage...Great Potential



MPG Export Markets

Export

- ✓ UAE
- ✓ KSA
- ✓ Kuwait
- ✓ Jordan
- ✓ Qatar
- ✓ Bahrain
- ✓ Russia
- ✓ Turkey
- ✓ Syria
- ✓ Palestine
- ✓ Sudan
- ✓ Burundi
- ✓ Uganda
- ✓ Chad
- ✓ Congo
- ✓ China



MPG Export Coverage



THANK YOU