

ABC FACTSHEET 2019

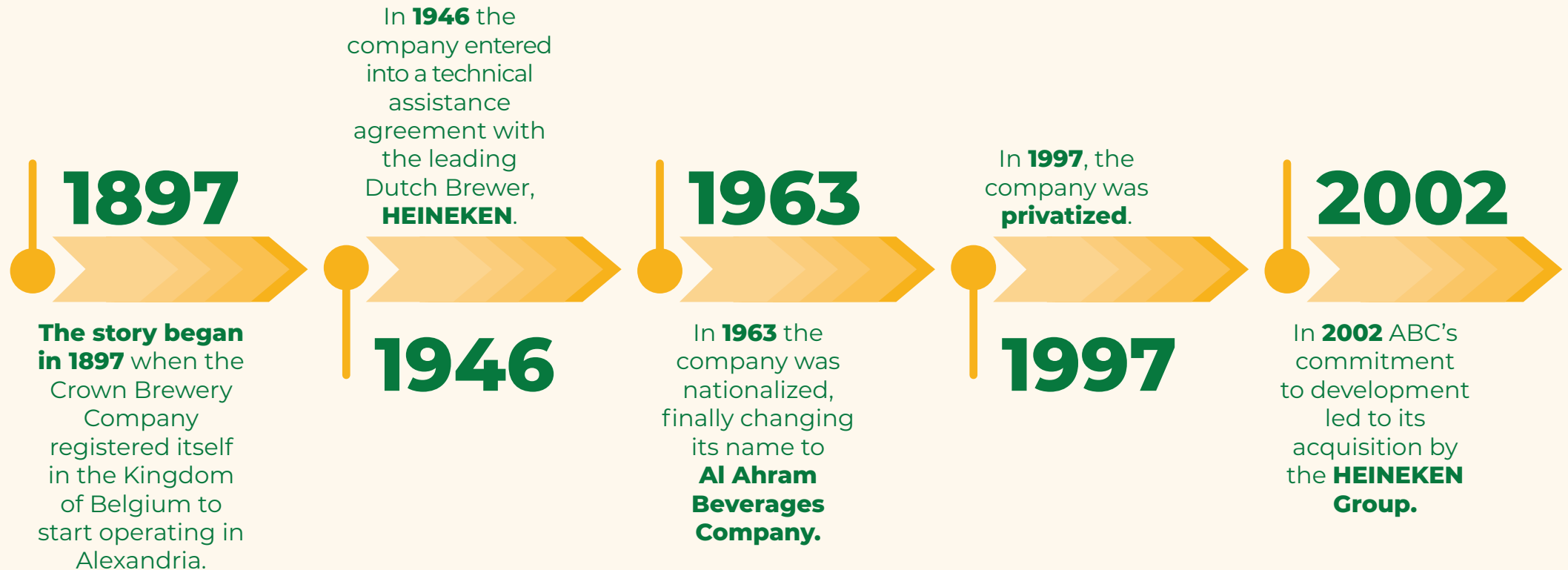


Al Ahram
Beverages Company
Since 1897



HISTORY

ABC has been operating in the Egyptian market for more than 120 years.



Currently, **ABC** is managed by a team of national and multinational experts as an important member of the international HEINEKEN Group.



ECONOMY

HEINEKEN invested around 280m USD in 2002 to acquire ABC in addition to the investments made since then to modernize the business. ABC pays close to 1bn EGP annually in taxes. It is estimated that Egypt's revenues from the alcohol industry are close to 1bn USD.

Since 2016, ABC has invested more than 1bn EGP (new production lines, lines extensions, production improvements,...) in Egypt with plans to increase investments by more than 40% during the next 5 years.



LOCAL SOURCING

More than 90% of ABC spending is done with local suppliers, in addition to an estimated annual 2bn EGP spent with local partners. The company is doing its utmost to support the use of local materials, such as locally produced glass, crates and cartons as well as local ingredients like sugar and rice. In addition, it is growing around 10,000 acres of various grapes, all contracted and supervised by external consultants to ensure the highest quality. ABC also locally sources 100% of its barley and works to enhance the skills of local farmers through training and agriculture consultation.



90%
spent with
local suppliers



2bn EGP
spent with
local partners



10,000
acres of
various grapes



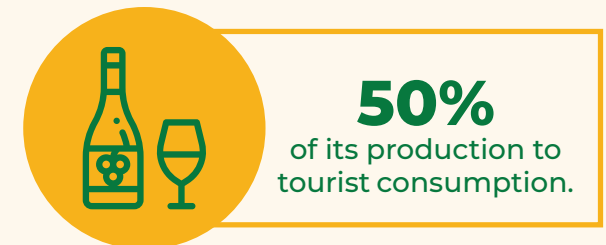
Barley
100%
locally sourced



PRODUCTION

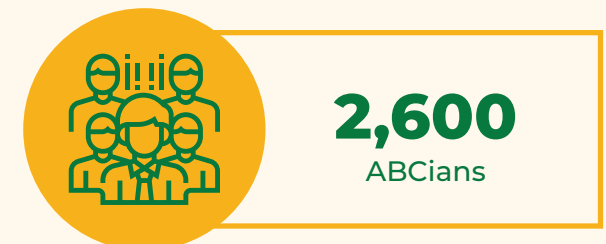
All ABC's plants are ISO certified to guarantee the best quality products to tourists and local consumers; having five production facilities in Egypt. El Obour and El Gouna breweries produce various brands of beer for domestic and international markets, while Al Sharkia produces non-alcoholic beverages that are directed for local and exports markets (including Arab, African and Asian markets). Gianaclis, the company's distillery, produces a variety of wines and spirits. And the Malt Plant in 6th of October is one of a few malteries that HEINEKEN owns globally.

ABC produces a wide variety of both alcoholic and non-alcoholic beverages that cater to different consumer needs, and allocates around 50% of its production to tourist consumption.

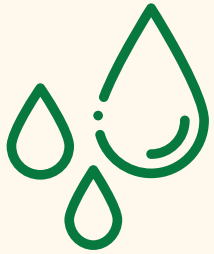


EMPLOYEES

ABC is committed to growth in all aspects, including people, brands and policies, with the aim of becoming an exemplary multinational company that is truly an employer of choice. ABC has more than **2,600** employees.



SUSTAINABILITY



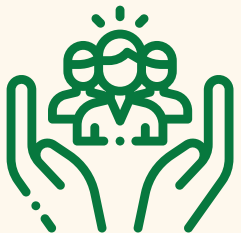
WATER

ABC always focuses on improving access to water and water quality in several areas in Egypt. Thus investing more than **1m EGP** in only one year to protect water resources in Beheira through an MOU signed with the Beheira Holding Company for Water. In 2019, ABC signed an MOU worth **3m EGP** for water development in Siwa Oasis.



TOURISM

Since 2013, ABC has invested more than **2m EGP** to support tourism in Egypt through various projects. Whether through promoting Egypt abroad, sponsoring hotels' school students' tuition or by developing the skills of waiters in the hotel sector, ABC has always been keen on supporting the sector and ensuring that tourists always have a positive impression about Egypt that is worthy of its tourism potential.



CSR

ABC spent more than **40m EGP** on community projects since 2009 as part of its commitment to the sustainability of projects like Ramadan Charity projects in neighboring communities, computer donations to schools, and Orphans Day.