

# CORPORATE PROFILE

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V.23

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# STATEMENT OF PURPOSE



## OUR VISION

To be a leading supplier of reliable brands, services & solutions, adding value to the market & the society; partnering with competent personnel and world reputable expertise.

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## OUR MISSION

To provide superior quality, satisfying our customers & partners through indefinite process of improvement in all business aspects.

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## OUR VALUES

- » **Quality** is our work and value for money is our goal
- » We demand total **Responsibility** from ourselves and we support the responsibility of others
- » **Efficiency**: We use resources to the fullest, waste nothing, and do things right from the first time
- » **Mutuality**: Shared benefit is an enduring mutual benefit
- » **Transparency**: is needed to establish the basis of solid, long-lasting business relationship
- » **Flexibility**: to change to achieve our common goals

# ANASIA OVERVIEW

- » Founded in 1993
- » Private shareholding group involved in diversified business fields
- » Operations in 7 countries
- » 14 nationalities on board
- » Doubling the business every three years
- » Healthy double-digit bottom line
- » 650+ Employees
- » 35+ Business partners

# HISTORY/TIMELINE

- 
- |             |  |
|-------------|--|
| <b>1993</b> | » Founded with two offices in Cairo and Jeddah focusing mainly on industrial packaging solutions   |
| <b>1994</b> | » Started two new offices in Alexandria (Egypt) and Riyadh (Saudi Arabia)<br>» Expanded into the process automation business                         |
| <b>1996</b> | » We launched a complete set of equipment and services focused on the bakery sector  |
| <b>1998</b> | » Started a new office in Dammam (Saudi Arabia)<br>» Launched our Industrial Coding & Traceability products & services                               |
| <b>2000</b> | » Our business expanded to include trading of consumer appliances  |
| <b>2001</b> | » Started Mentrade for import and agencies to become our logistics arm for Egypt   |
| <b>2003</b> | » Celebrated our 10th anniversary with our 100+ Employees in 5 offices   |
| <b>2004</b> | » Expanded into retail distribution with a focus on FMCG products<br>» Started two new offices in Assiut and Mansoura (Egypt)                        |
| <b>2007</b> | » Expanded into the distribution business of lighting products in Egypt.<br>» Established Anasia Bahrain Office.                                     |
| <b>2008</b> | » Expanded our industrial solutions portfolio to include product inspection technologies products  |
| <b>2009</b> | » We ventured into the hospitality industry with the launch of Esquires coffeehouse in Saudi Arabia  |
| <b>2012</b> | » Signed our first joint venture with Endress+Hauser Group in Saudi Arabia   |
| <b>2016</b> | » Established Dubai (UAE) offices to become a hub for our regional operations in UAE, Oman, Kuwait, and Qatar  |
| <b>2018</b> | » Celebrated our 25th anniversary with more than 520+ employees, operating in 7 countries  |
| <b>2020</b> | » We launched anasia online shop (anasiashop.com); to support appliances bussines unit   |
| <b>2021</b> | » Expanded our industrial solutions portfolio to include professional Kitchen equipment and coffee machines<br>» We launched iDO, Anasia's own brand |
| <b>2022</b> | » We launched Industrial Solutions & Process Automation websites<br>» Anasiashop mobile app launch   |

# STRUCTURE

Our people, companies, and information management system (IMS) represent the three cornerstones of Anasia group structure. Our Companies grow by the ongoing initiatives of the people whom, next to their skills and capabilities, rely on our reliable information management system.

## Companies

**1993** Anasia Trading Co. Ltd. (Saudi Arabia)

**1993** Anasia Egypt For Trading (S.A.E.)

**2001** Mentrade For Import & Agencies (Egypt)

**2007** Anasia Trading LLC (Bahrain)

**2009** Anasia Foods Ltd.(Saudi Arabia)

**2016** Anasia Trading LLC (U.A.E)

**2016** Anasia Middle East - FZCO (U.A.E)

## People

**Teamwork:** We work together in harmony as a diverse group with end-results in focus

**Attitude:** We maintain a positive, proactive approach, with a sense of responsibility & ownership

**Integrity:** We operate with uncompromising integrity and mutual trust

**Leadership:** We “Walk The Talk” aiming high & finding solutions to achieve

## Information Management Systems

Believing in the value of “Knowledge,” we invested in a reliable ERP system to manage our data flow across all functions in the organization.

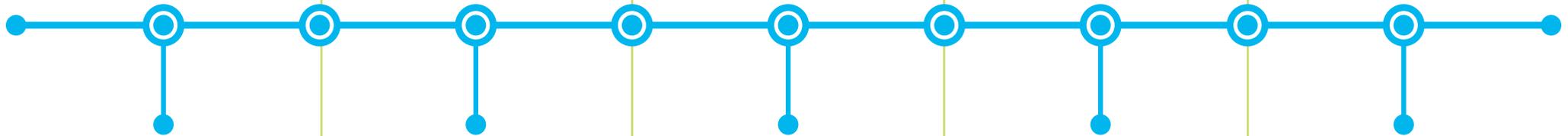
Our branches, offices & depots are connected 24/7 to ensure prompt service and up-to-the-minute information exchange.

We developed our SOP (Standard Operating Procedures) that we update & improve as we go.

Clear job description & KPIs have been set for each & every position in the organization, supported by an individual assessment program to secure high performance & identify areas for development.

# BUSINESS UNITS

Each of our business units operates as a stand-alone organization. While having independent operation structure, dedicated sales, and customer service teams; they are all supported by corporate logistics, IT, HR and finance support functions.



**Industrial Solutions**  
(Since 1993)

**Process Automation**  
(Since 1994)

**Appliances**  
(Since 2000)

**Energy Solutions**  
(Since 2007)

**Hospitality**  
(Since 2009)

# INDUSTRIAL SOLUTIONS

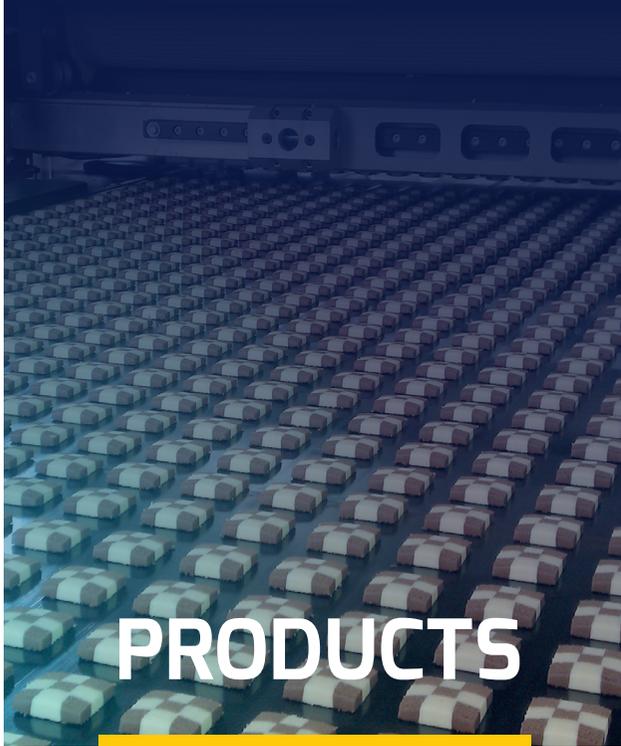
We provide a broad range of industrial solutions to new or existing factories in various industrial sectors. Our services include applications engineering, sourcing, supply, delivery, commissioning, repair & maintenance.

## We help you select

- » The Right Processing Technology.
- » Primary Packaging.
- » Marking & Coding Products.
- » Products Inspection System.
- » End of Line Packaging.

Our team will work hand-in-hand with you to define the ideal industrial solutions that suit your applications, provide you with reliable technology, top quality warranty, and attentive support service.





# PRODUCTS

## Bakery & Pastry (Food Processing)

Whether it is a small artisanal shop or a mega production line, our bakery and pastry division is ready to provide a comprehensive, tailored solution that meets your business objectives.

Since 1996, we have successfully provided our clients with more than machines and equipment. Our team is there to help you with an end to end support, from planning your facility, furnishing it to after sale support that ensures that you run the most smooth and efficient production.



## Packaging Solutions

Anasia offers world-class packaging solutions that suit various industrial sectors, such as food, chemical, pharmaceutical, and cosmetics.

We cooperate with reputable world leaders in primary, secondary, and end of line packaging to bring the best and latest technologies that serve our customers.



## We supply and install different types of machines and types of equipment:

- » Rotary and deck ovens
- » Convection ovens
- » Bread molding machines
- » Proofing chambers
- » Pastry sheeters
- » Planetary mixers
- » Biscuit and cookie machines
- » Mini rolls production lines
- » Layer cakes production lines
- » Soft biscuits production lines
- » Hard biscuits production lines

## Coding and Traceability

Our coding and traceability division provides our customers with the latest technologies and the most innovative solutions that meet the different needs of different industrial businesses.

From marking and coding products to transport units, we provide holistic and integrated solutions ready to be implemented on any processes or systems, including ERP, WMS, MES and more.

Our traceability solutions allow businesses to manage and identify products with variable information accompanying production and handling to ensure traceability and safety of products.

Our marking and printing technologies utilize state-of-art innovative printing technologies from our world-leading partners that suit different applications, different industries including the most reliable hot melt coders that can satisfy any flexible packaging need.

Our support team builds a sustainable relationship with our customers providing them with consistent and reliable maintenance plans for their equipment and a constant stream of supplies of appropriate consumables.

### Our products include:

- » A small character for individual packaging
- » Large character hi-resolution printing for carton boxes / plastic containers
- » Large character drop- on- demand printing for carton boxes / plastic containers
- » Hot melt coding/printing on flexible packaging films
- » Consumables: liquid inks, solvents, hot melt rolls
- » Print & apply labeling
- » Laser hi-speed printing



## Product Inspection

Our product inspection division offers the most comprehensive in-line solutions that cover all safety and quality control requirements of diverse industrial businesses.

### Our solutions include:

- » Check-Weigher Solutions - In Motion Weighing
- » Metal Detection - Safe-line
- » Safe-line X-ray Inspection Systems
- » Track & Trace Solutions
- » Vision Inspection Systems for Print, Label, and Packaging



## SERVICES

### Technical Consultation & Advising

Anasia is utilizing its vast experience in providing industrial solutions to design a customized process that optimizes the manufacturing lines and boost the efficiency of our customers' operations.

Anasia's team of experts starts by assessing your current manufacturing status and then providing you with a fully optimized, cost-effective solution, with a detailed support-service plan.

### Installation & Commissioning

Since 1993 Anasia service team has gained the technical experience and extensive know-how to install and commission the machines and equipment we sell.

This unique service gives Anasia an edge versus competition in saving its customers the cost of importing expertise to commission and install their ordered machines.

Reducing the cost of installation allows Anasia to be very competitive and to sell more. Therefore, Anasia has become a preferred partner in the installation & commissioning by an increasing number of customers over the years.

Our services are not limited to installation, but they also include training and observation for the clients' team to ensure they can handle the operations independently and efficiently.

### Key Account Management

To build a sustainable relationship with our key accounts, we assign highly qualified key account managers that work hand-in-hand with our clients to achieve smooth operations.

We thoroughly assess the potential,

develop necessary plans, negotiate & set related contract or agreement and finally monitor our teams' performance to ensure total delivery of what expected from each strategic customer.

### Logistics

We manage our logistics internally through our highly qualified supply management teams that are highly capable of executing the most complex situations and timelines.

We are starting from the demand planning, shipping and clearing process, to storing, delivery & collection. Our supply management team secures a smooth flow of our goods from the source to its final destination.

### Distribution Centers

Our network of distribution centers is dedicated to store equipment, spare parts and consumables. Ensuring on going availability and fast delivery. Additionally, through our demo rooms, we provide our clients with the opportunity to learn more about their specific applications.



# PROCESS AUTOMATION

Our process automation business started in 1994, For almost 25 years in business, we became the most reliable process automation partner with our customers, providing them with cutting-edge technology varying from stand-alone applications to complete solutions for measurement and control functions.

Our highly trained engineers provide assistance and guidance to solving any technical challenge you face and provide you with the right options that fulfill your application needs.

Our support team provides a full spectrum of after-sales services, including installation, commissioning, repair, and calibration management.

Endress+Hauser



Valmet



EBRO ARMATUREN®



# PRODUCTS

## Measuring instruments

Anasia joint ventures with Endress+Hauser to bring our region the most comprehensive range of measuring instruments that fit a wide array of industrials sectors include but not limited to:

- » Water Industries
- » Waste Water Treatments
- » Food Industries
- » Pharmaceuticals
- » Mining
- » Primaries
- » Power
- » Paper
- » Oil & Gas
- » Chemicals and Petrochemicals

We fulfill our customers' different needs and objectives ranging from economic efficiency, safety and environmental protection supplying them with a huge basket of instruments that covered by the following Products:

- » Level Measurement (limit & continuous)
- » Flow measurement (gas, liquid & steam)
- » Pressure & Differential Pressure
- » Temperature (RTD & TC)
- » Liquid analytical instruments
- » System Component
- » Registration



## Valves

Anasia represents world leaders in industrial valves. Offering a wide range of valves solutions including the most challenging applications including: Water, Food, O+G, Pulp & Paper, Fertilizers, LNG, Industrial Gases, Power, Chemical & Petrochemical Industries, through the following range of valves:

## Control Valves

- » Linear Globe Valve(sliding stem)
- » Rotary Globe Valve
- » Eccentric Plug Valve
- » Segment Valve
- » Ball Valve
- » Butterfly Valve
- » Lined Butterfly Valves
- » Special Valves
- » On-Off Valves
- » Ball Valve
- » Butterfly
- » ESD/ESV Valves
- » Smart Solenoid VG9000 Partial Stroke Test
- » Smart Solutions
- » Intelligent Digital Positioner
- » Smart Solenoid SG9000 High Cycle ON/OFF Applications



# SERVICES

## Instrumentation services

### Help Desk

To assist with general inquiries and connect clients/customers with the concerned people within the process automation team.

### Commissioning & Startup

Commissioning services are designed to set-up field instruments, software and/or solutions to operate according to its specifications and application requirements of the customer.

### Repairing:

- » To identify the nature and cause of a certain malfunction or breakdown of the asset
- » To receive specific information about the

root cause of the breakdown in order to generate the required corrective actions and avoid repetition of the malfunction

- » To either restore the asset or to invest in new technology
- » For workshop repairs in Sales Centers, Diagnostics & Repair can be complemented with a laboratory calibration to prove the restored functions of the device. In addition, some SCs might apply a warranty extension on the repaired device.

### Maintenance:

#### » Inspection Services

Those services are consisting in executing simple checks and Monitoring activities to detect device anomalies without specific tooling.

#### » Verification Services

We deliver a control measurement to assess functional performance by verifying internal parameters with specialized tooling and processes ensuring full traceability. Their main values are a detailed performance level information of the instrument without process interruption.

#### » Preventive maintenance Services

Those services are consisting in a set of activities intended to prevent device failure and maximize process up-time. It includes

any related cleaning, specialized tooling and other parts.

### Calibration

We offer three major types of calibrations.

- » **Factory Calibrations:** offers the highest accuracy but they are more expensive and due to logistics they have the longest turnaround time.
- » **On-site calibration** is relatively cost effective, quick and convincent for the customer but measurement uncertainty is higher.
- » **Workshop Calibrations** offer a balance between the other options but have limitations in terms of the measurement ranges and sizes that can be accommodated.

### Trainings

We offer trainings for our clients and customers.

### Optimization:

Improvements might be expressed from different aspects, such as: reducing losses, improving quality, optimizing internal workflows, decreasing downtime, lowering risks, increasing efficiencies.

# SERVICES

## Valves Services:

### Valves Parts:

We provide all Valves' spare parts that meets the original material and specification requirements of the valve assembly initially purchased.

The use of genuine parts ensures that they are specifically suited for your industrial process, and their certificates remain legitimate.

### Valve Maintenance and Repairs

we carefully plan maintenance and only use original spare parts to reduce the number of unexpected production breaks and failures.

Quality repairs using original spare parts ensure that your valves meet their original specifications after maintenance and will reach their maximum lifetime.

### Maintenance planning and lifecycle services

We and in collaborations with our partners, can help you to prevent production's failures and keep your plant running at its full capacity.

Well-designed maintenance planning and effective service execution ensure the safety and availability of your field devices and reduce downtime.

### PID tuning and process control services

Our PID tuning and process control services are designed to identify controls impacting performance and help you return to optimal production.



# APPLIANCES

Since 2000, ANASIA group became a local partner and exclusive distributor for leading international appliances brands. ANASIA's portfolio of appliances products includes home, kitchen, and well-being appliances.

Relying on our knowledge and experience, utilizing our vast capabilities of coverage, sales, distribution and using our wide network of service centers; we won the trust of millions of end consumers to become one of the most reputable appliance suppliers.

We help our partners penetrate the market rapidly in a sustainable way, distributing their products across a comprehensive set of trade channels including modern trade, wholesale, retail, and digital.





## Home Appliances

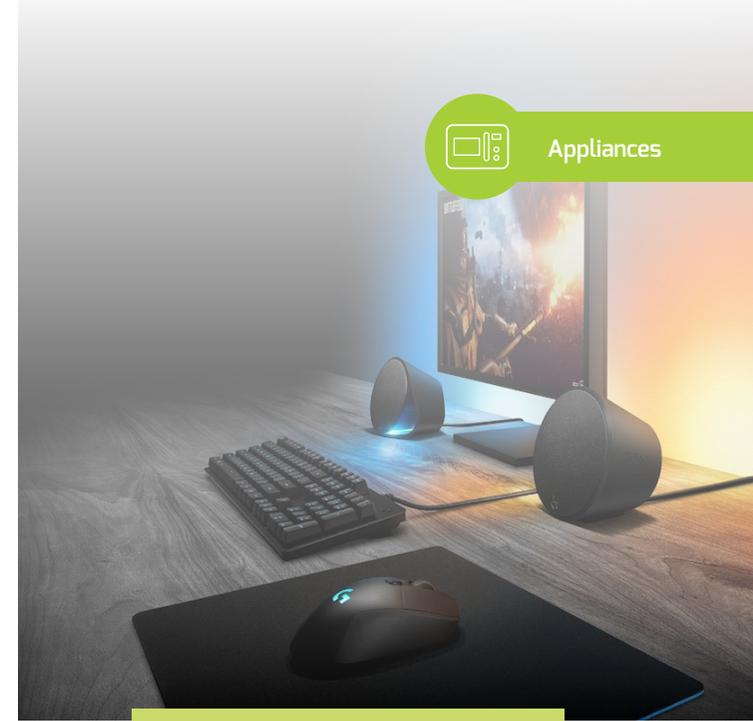
We promise our consumers high quality and innovative Home Appliances that enhance their lives. Our products range from cleaning products such as vacuum cleaners, dust busters, steam mops; garment care products such as dry steam and travel irons; to climate products such as fans, oil heaters, and fan heaters. We honor our commitment of excellence by offering a two-year warranty and a superior after sales service delivered through our network of strategically located authorized service centers and our professional customer service representatives.

## Kitchen Appliances

Anasia offers a diverse range of kitchen appliances; from food and beverage preparation to cooking appliances, and kitchen weighing scales. We provide after-sales support for the entire range of products we offer to the market. We offer a warranty of at least two years on all our products.

## Well-being Appliances

We handpick only the best products and brands for our well-being appliances range. Our portfolio of products includes bathrooms' scales, and body analyzers. Our two years warranty covers our entire products range, backed by our professional customer service representatives.



## IT & Gaming Appliances

Anasia offers a wide range of IT and gaming appliances, from controllers, mobiles & laptops accessories, headsets and more. We partner with leading global brands to ensure delivering high quality and durable products. We leverage our broad distribution network to ensure product availability across retail and wholesale points of sale across the country.



# PRODUCTS

## Audio Products

Anasia provides you with professional sound products which are manufactured by the world's most prestigious Audio brands.

We promise to always provide products' range that delivers superior quality, sustainability and durability.

Our high-performance audio products are engineered to deliver each of our partners' "Signature Sound", our range vary from In/



Appliances

on-Ear Headphones to Bluetooth speakers. Each product undergoes custom tuning to deliver the most realistic and powerful performances possible.

## Video Conferencing

Our video conferencing solutions will let your teams talk, share files and screens, and whiteboard ideas. We offer beautifully designed products that will fit every room

shape/size. Works with the most popular video conferencing platforms: Microsoft Teams, Skype for Business, Zoom, Google Meet, WebEx and others.

We will help you select the right VC solution within our products range in Conference cameras, room solutions, webcams, headsets, collaboration tools, and accessories.

# iDO APPLIANCES

iDO appliances is Anasia's first own brand for appliances, combining technology with +22 years of experience in the industry. iDO range has the following categories: food preparations, cooking, garment care, water dispensers and many more. Our iDO range is carefully selected for our target audience who look for high-quality and functionality. Their aim is to select the best



products that will fulfill & ease their household chores.

iDO appliances range is currently available for purchase through our online shop [anasiashop.com](http://anasiashop.com) & a huge number of retails, key accounts, online channels across Egypt. Additionally, a 2-year warranty is provided with every product.

Anasia has a huge network of authorized maintenance/service centers, where all consumers head to for a trusted maintenance. All authorized centers are located around all main districts in Egypt.



## Logistics

We manage our logistics internally through our highly qualified supply management teams that are capable of executing the most complex situations and timelines.

We are starting from the demand planning, shipping and clearing process, to storing, delivery & collection. Our supply management team secures a smooth flow of our goods from the source to its final destination.

## Retail Sales

Whether it is wholesale, retail or modern trade, we plan our sales coverage according to clear understanding and comprehensive analysis of the needs of both the outlet and the brand to achieve optimum mutual results.

We develop a strong rapport with each & every customer to deliver the expected service and receive clear feedback to improve the sales & coverage process further.

## Trade Marketing

Anasia team is continuously expanding its in-store marketing services in the broad scope of appliances.

Anasia's qualified trade marketing team strives to optimize the best image and perception of Anasia's partner's appliances brands.

With the growing number of modern trade accounts and outlets, Anasia invests in promoting its partners' brands to drive increased sales.



## Merchandising

Anasia's Merchandising team is responsible for executing in-store marketing activities. This includes ensuring the full application of brands' guidelines, achieving best visibility, deploying effective POS materials, ensuring product availability and regular price monitoring.

## Key Account Management

To build a sustainable relationship with our key accounts, we assign highly qualified key account managers that work hand-in-hand with our clients. We thoroughly assess the potential, develop necessary plans, negotiate and set related contractor agreements. Finally, we monitor our teams' performance to ensure seamless delivery.

# LIGHTING

In 2007, ANASIA Group established its professional distribution arm focused on lighting, lighting accessories, and electric wiring supplies.

We supply energy saving lamps, switches & sockets, wiring devices, lamps accessories, ballasts, circuit breakers, and connectors with and without wire.

**elios<sup>®</sup>**

  
**NARA**  
MODERN INDUSTRIES

  
**iDO<sup>®</sup>**

# PRODUCTS



Energy Solutions

## Energy Saving Lamps

Since 2007, and relying on extensive experience in the trade business, we have become a leading supplier and service provider of Energy Saving Lamps.

Our products are distributed successfully across all trade channels including wholesale and retail outlets. Our extensive distribution network enabled us to help our brands thrive and smoothly penetrate the competitive lighting market.

## Lighting & Wiring Accessories

Anasia offers a wide range of lighting and wiring accessories. Our products are supported by our professional after-sales services team. We are committed to providing high-quality and long-lasting lighting accessories, that significantly reduce re-installation costs. Our retail sales team ensures that all our products are continuously available and well distributed across all distribution outlets.



# iDO LIGHTING

After +15 years of successful operations within the lighting industry, Anasia Group developed its brand iDO Lighting. iDO Lighting is Anasia's first own brand that is responsible for manufacturing lighting solutions and accessories.

Initially, iDO Lighting product range includes LED Strips and LED Profiles.

LED Strips are used in lighting areas with different light concepts.

LED Profiles are used in various lighting designs and are easy to integrate within

walls. Additionally, a 3-year warranty is provided with every product.

iDO Lighting range is available for purchase through numerous retailers around Egypt. Anasia Group has a huge network of authorized maintenance/service centers, where all consumers head for trusted maintenance. All authorized centers are located around all main districts in Egypt.





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# HOSPITALITY

The future is in hospitality... we offer our clients a so called “second home”, where you feel comfortable, relaxed, meet others and conduct your work in a friendly atmosphere.

In 2009 Anasia Group introduced Esquires Coffee houses to Saudi Arabia, focusing on the ever dynamic city of Jeddah.

Our offering comes in different formats mainly, kiosks, mobile carts and full-fledged shops, operating in malls, hospitals, airports and on street fronts. Esquires Coffee is more than just coffee, it’s a Millennial Lifestyle.

In Esquires, you enjoy premium beverage, specialty coffee, quality food and signature dessert. Esquires Café has it all.

Our coffee is 100% Arabica Organic and Fairtrade whether single origin or blended.

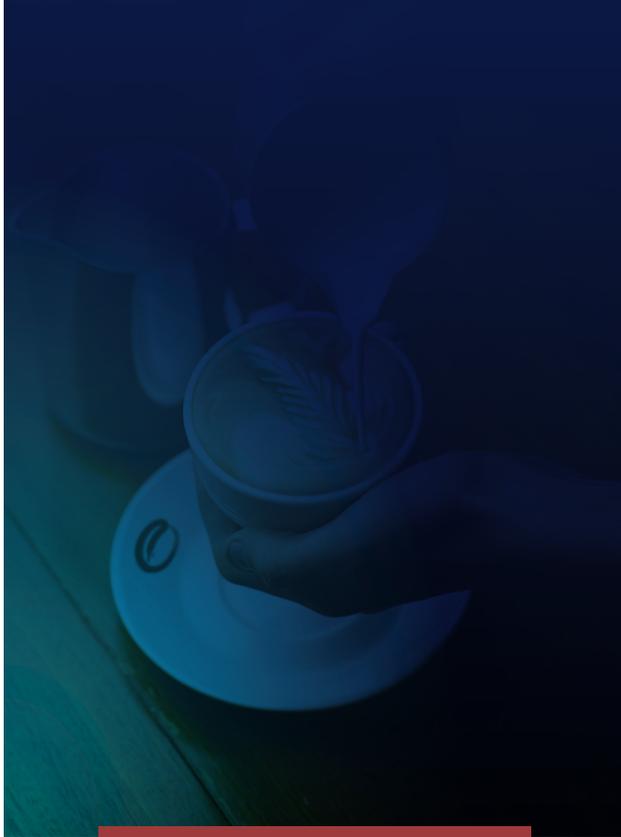
Esquires represents our local café and outlet for hospitality services. Esquires became a part of every community that we sit within. Our teams walk the same streets our customers do, shop at the same shops, sit in the same parks, admire the same views.

We draw on our global best of knowledge and experience, to deliver best cup of coffee, beverage, food and dessert in our neighborhood.

Our approach is that; each café is a unique reflection of the community it sits in. We love being part of your community and creating the perfect mix of our natural, fair coffee, food and dessert.



*great coffee helps™*



## Business Partners:

Anasia sets high standards for selecting business partners. Our criteria is based on mutuality, transparency and long term commitment.

We are proud of being the Regional Partner of world reputable organizations that honor and support Partnership. In ANASIA we believe in partnership and behave as real partners. We care for our partners, brands, people and jointly aim for prosperity and sustainability.

# Esquires:

## HISTORY:

Founded in 1993, Esquires was built on the concept of providing great coffee & food, matched with great service and care for every neighborhood that we're part of.

## TODAY:

Proudly, we operate in 12 countries around the world, from London to Jeddah, Dublin to Shanghai and from Porto to Jakarta, customers are enjoying our organic, fair and delicious coffee, wholesome food and service.



## BRAND VISION:

Loved for our organic, Fairtrade & delicious coffee. Trusted for our wholesome food and respected for our neighborhood care.

## PASSION:

Coffee, food and people runs deep in Esquires so does our passion for being a great host. We work hard to create the right environment, and vibe for our specifically for each neighborhood.

## BRAND CULTURE:

Is caring, wholesome and down to earth. As coffee lovers and foodies, we encourage our people to be themselves, be honest, & respectful. Esquires is a place where 'locals take care of locals'.



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