



النساجون الشرقيون
ORIENTAL WEAVERS

Oriental Weavers Presentation

The World's Largest Carpet Manufacturer



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Who We Are

The World's Leading Carpet Manufacturer...

Oriental Weavers established in 1979 by the entrepreneur **Mr. Mohamed Farid Khamis**. Its headquarter 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 11 billion in 2021

EGP **11,403** mn

2021 Revenue

▲ 20.23% YoY

68%

of Revenues from Exports

140+ mn m2

2021 Volume

▲ 17% YoY

93%

Of Egypt carpet Exports



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

1st

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 68% of revenues generated from export sales in 2021, OW sells its products to major clients in 120 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

5

Export Continents

120+

Export Markets

3

Distribution Offices
(US, UK & UAE)

250+

Showrooms
(Egypt)



Vertically Integrated Business Model

Vertically Integrated Operations

Oriental Weavers has complete control of the manufacturing process, from fiber extrusion to retail and distribution

Fiber Extrusion



Weaving



Retail & Distribution



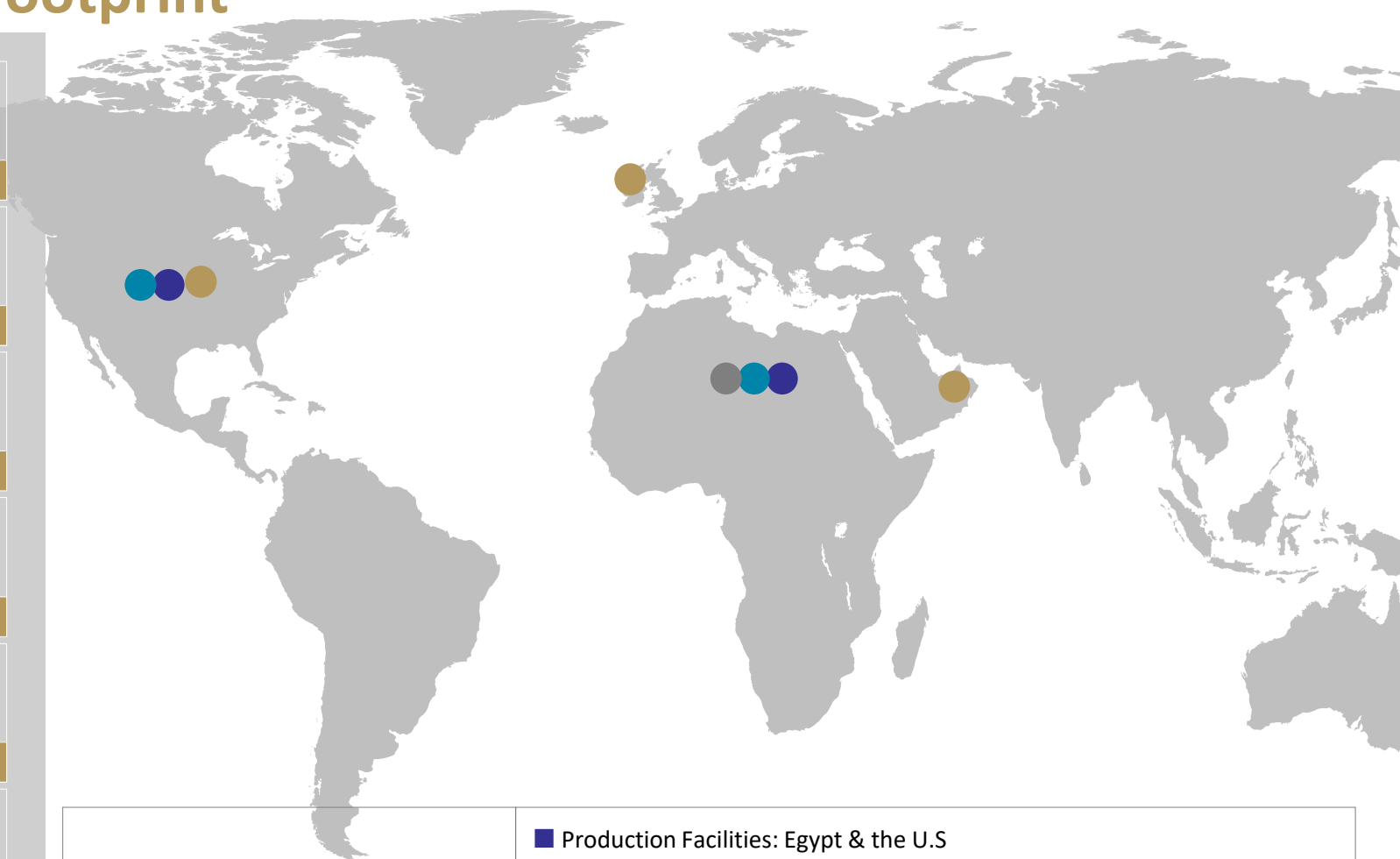
Raw wool and polypropylene granules are sourced from suppliers in Egypt, New Zealand and the UK are converted into fibers and then spun into yarn.

OW's Carpets are woven at its facilities across Egypt and the US using a choice of more than 4 million copyrighted designs. Stored in a state of the art fully automated warehouse

Rugs are sold either locally through its 250+ showrooms across Egypt and internationally through a list of prominent agents.

Expansive Global Footprint

2021 Rev: EGP 3.7 bn 2016-21 CAGR: ▲ 3.8%
Egypt
2021 Rev: EGP 4.3 bn 2016-21 CAGR: ▲ 15.3%
The Americas & Canada
2021 Rev: EGP 2.3 bn 2016-21 CAGR: ▲ 14.0%
Europe
2021 Rev: EGP 694.8 mn 2016-21 CAGR: ▲ 34.8%
Arab Countries
2021 Rev: EGP 235.7 mn 2016-21 CAGR: ▲ 18.9%
Rest of Asia
2021 Rev: EGP 132.0 mn 2016-21 CAGR: ▲ 18.2%
Africa
2021 Rev: EGP 37.8 mn 2016-21 CAGR: ▼ 18.9% ⁽¹⁾
Russia & China



■ Export Market Coverage	■ Production Facilities: Egypt & the U.S
	■ Warehousing: Egypt & U.S.
	■ Distribution Offices: U.S, U.A.E. & England
	■ Showrooms Egypt (> 255)

⁽¹⁾ Decrease in exports to China and Russia reflect trade disruptions resulting from the COVID-19 global pandemic

Investment Highlights

Fast-Growing Online Presence

Oriental Weavers has seen consistent growth in its online business as consumers become increasingly comfortable with making large online purchases.

This has been further emphasized by the onset of the COVID-19 global pandemic and its resulting social distancing restrictions across the U.S.

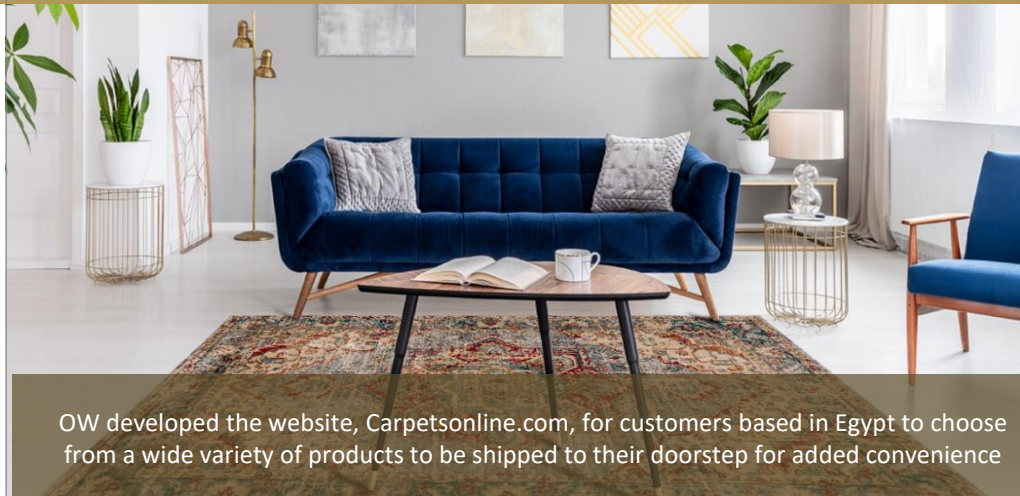
20%

Online sales contribution to overall sales as of 2021

Key Online Sales Clients



Carpetsonline.com



OW developed the website, Carpetsonline.com, for customers based in Egypt to choose from a wide variety of products to be shipped to their doorstep for added convenience

Virtual Showroom

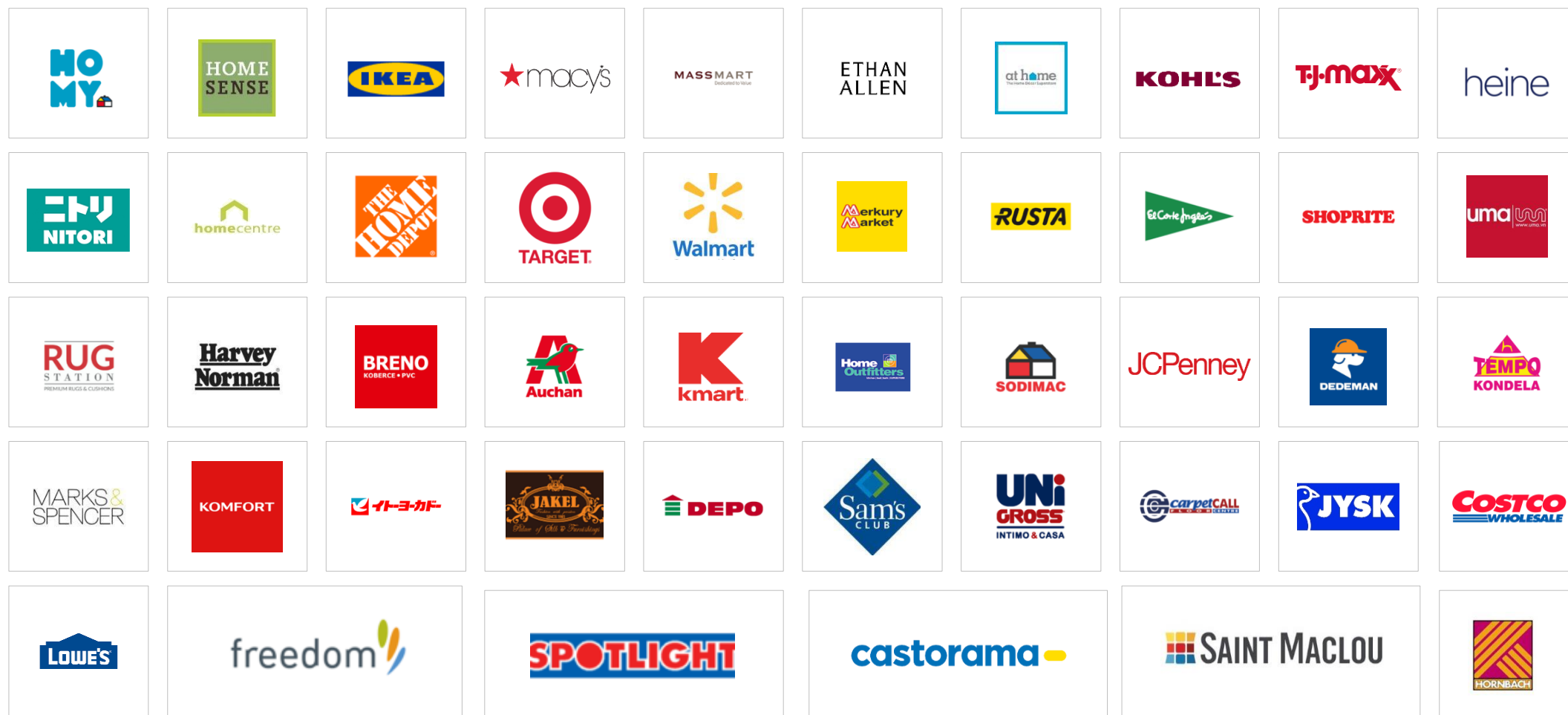


As part of its digital transformation plan, OW utilized VR techniques to create its own virtual showroom for the Group's export clients

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



THE RITZ-CARLTON®



HOTELIERS SINCE 1897



INTERCONTINENTAL®

HOTELS & RESORTS



FOUR SEASONS

Hotels and Resorts



MANDARIN ORIENTAL
THE HOTEL GROUP



MGM GRAND®



Hilton



MÖVENPICK

Hotels & Resorts

CALISTA

— LUXURY RESORT —

Le
MERIDIEN



HOTELS

GRAND
HYATT™

Fairmont

HOTELS & RESORTS

Marriott®



RENAISSANCE®
HOTELS



ST REGIS

Well-Invested Production Facilities (1 of 2)

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 | 76m m2



**Oriental Weavers
Carpet Company**

4
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.

**Oriental Weavers
International**

7
Carpet
Production
Facilities

6
Fiber
Production
Facilities

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.

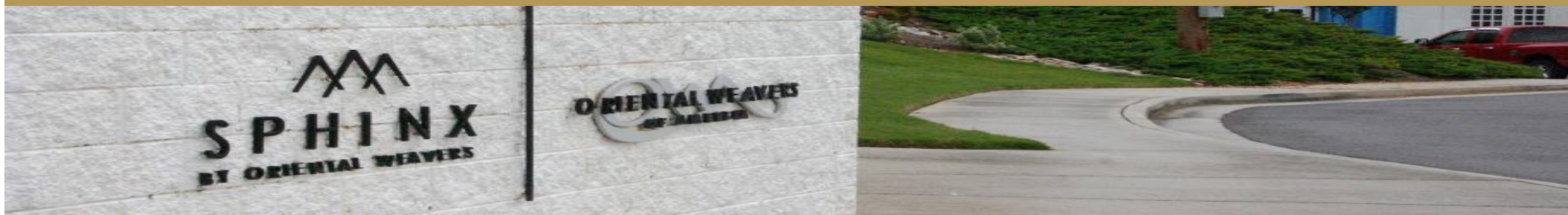
**Oriental Weavers
Textiles**

2
Carpet
Production
Facilities

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 2)

Woven Segment Annual Capacity | 76m m2



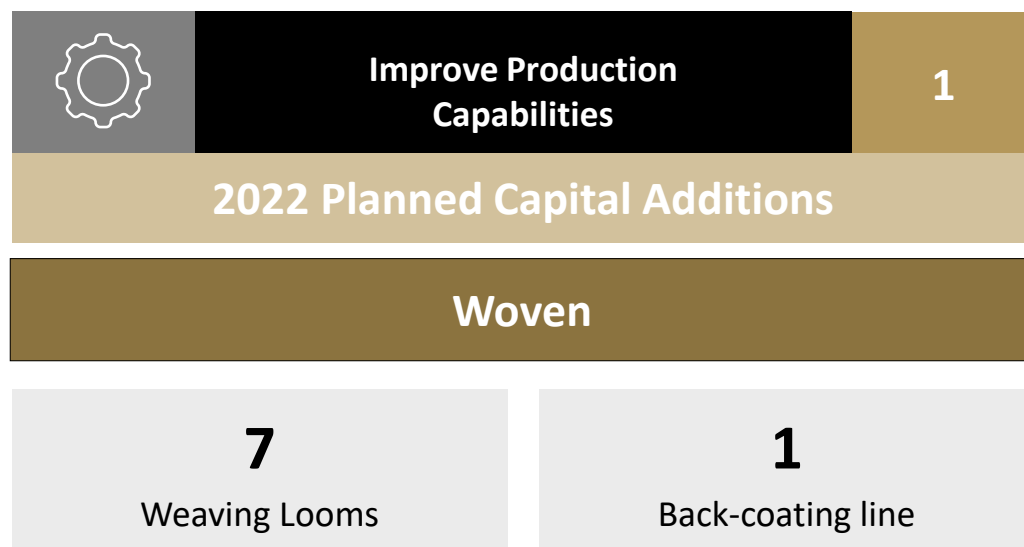
**United States
Production Facility**

1
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.

Forward-Looking Strategy

Planned CAPEX for 2022



For 2022: 5 Looms arrived – 2 will arrive in the coming 1-2 months. Planned CAPEX* of c.USD 10mn in 2023, with 5 looms

*Capex plan includes machinery/looms only



Capex Plan: Nefertari Facility

After the impressive demand witnessed through 2021, it seemed essential to further expand our facility to cater to our clients.

Nefertari Facility Progress

The logo for Nefertari Factory, featuring the words "Nefertari Factory" in a stylized, orange-brown font with a slight shadow effect, set against a dark, textured background.

Oriental Weavers is currently building a state of the art production facility namely “Nefertari Facility” that will include 22 looms and a carpet finishing area. Total investment cost for the facility will be \$50 million, and expected to be finalized within 2-3 years. This project will be implemented through 3 stages, first stage will include installing 8 looms, second stage will include 8 looms, and the final stage includes installing 6 looms. One loom was installed in early September and 2 will be installed by next week, all directed to high margin products.

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. We have a climate action strategy to reduce 30 % of GHG emissions by 2025. We are currently preparing our Science base targets . OW established a solar power station on one of our showrooms in Alexandria, and currently working on installing the second one that will reduce 1500 Ton CO2/yr

Notable Achievements

Dedicated Focus



Oriental Weavers has a department dedicated to energy efficiency and environmental sustainability, and is currently ISO 14001 certified



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 O₂



In cooperation with OUD (the Group's holding real-estate arm), Oriental Weavers adopted tree planting initiatives to offset Carbon Dioxide emissions.

Environmental KPIs | 2021

140k tons

Av. Annual Carbon Emissions

7.5k tons

CO₂ Reduction

9k tons

Trees Offset CO₂

15 kWh

Energy Saving

403k trees

Trees Planted