



MOVING FORWARD



AL-SAM GROUP HOLDINGS

COMPANY PROFILE



AL-SAM Apartments

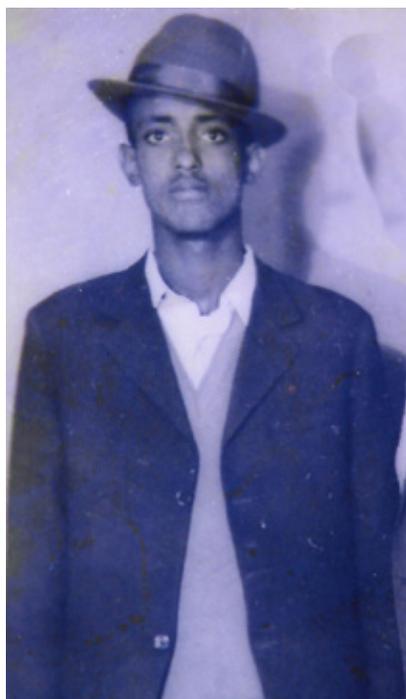
AL-SAM apartments are located in Mexico Square area within a few minutes drive from the African Union Headquarters.



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Sabir's 43 Years' Success Story



Young Sabir

AL-SAM is a name highly attached to Sabir Argaw Bashir, who is at the center of its existence and endurance as one of the most influential businesses in Ethiopia. Today AL-SAM and its affiliates are companies worth a billion birr.

AL-SAM Group Holdings, which constitutes AL-SAM and its affiliate companies Lina, Saccur and Repi are the fruits of Mr. Sabir and his long-term partners' years of continuous commitment and concerted efforts. However, in this relentless journey to business success, Mr. Sabir's tenacious business savvy that could be acquired only through experience and exposure, played the major role and his contribution has been instrumental as it is considered the foundation of the company's sustainability in this challenging story.

The journey of this savvy entrepreneur, who did not go to formal school but managed to learn a lot through the years of interaction he had with the business activities and with different people from different walks of life and experience, started in Ada Zer village located at Alle Ababan rural locality in Seden Sodo Woreda in Oromia National Regional State, which he calls home.

Sabir Argaw was barely 18 years old when he came to Addis Ababa in 1975 leaving his birthplace Ada Zer. In the same year, young Sabir started working as sales attendant in his uncle's retail shop. He stayed with his uncle, Hajji Ishaq Bashir, for one year. In 1976, seeing the potentials in his nephew, his uncle gave Sabir 10,000 birr and arranged for him to work with other partners. That stayed for almost five years. It's dissolution in 1981 paved the way for Sabir to become independent in the year 1982, the year he was faced with many challenges. The year 1982 was the make or break year for young Sabir as he was all by himself with a lot of challenges in front of him. He spent the year selling soft-drinks.

However, this year shaped the future of his dreams and his ambition to become a big business man. It is the year 1982 that kickstarted the journey to the destination started by the merchandise valued at Birr 17,000, which was given by his uncle as a loan which was of course returned in just one year's time.



Hajji Ishaq Bashir

He opened his first retail outlet in Merkato that served him as incubator to the birth of SAM International PLC, which was established in the year 1994 and was engaged in import and wholesale business. SAM International was an eye-opener to the import business and offered exposure to the manufacturing and supplying companies beyond the national border. The name SAM International later changed to AL-SAM PLC.

AL-SAM PLC was established in 1999. It is AL-SAM PLC which gave birth to all other affiliate companies such as Lina PLC in 1999 and Repi Soap & Detergent SC 2006. Following the establishment of AL-SAM PLC, the company got the agencies for distributorship from big companies such as PT. Sinar Antijol (B-29 Brand producer), Sara Lee (Kiwi Brand owner), HACO (BiC Brand owner), and other multi-national companies including Energizer Incorp. (Eveready Dry-cell Batteries), Weyth Pharmaceuticals (S-26, Promil and Progress infant formula Brands), Asia Pulp & Paper (Golden Plus – Copy Paper) and Wilmar International (Palm Olein – Sania and Viking Brands), Arçelik A.S. (Beko Brand Consumer Electronics & Home Appliances) and many more. Moreover, AL-SAM PLC has established a joint investment company in partnership with PT. Sinar Antijol, an Indonesian company, and was producing B-29 laundry soap and powdered detergent locally and marketing and distributing the products throughout Ethiopia.

Cheleleq AL-SAM, a twin building complex which houses the Ethiopian Commodity Exchange (ECX), is the reflection and the fruit of Mr. Sabir's dream. It was built and opened to business during this period. The success stories continued as the company started involving in the manufacturing sector through the acquisition of Repi Soap & Detergent SC from the government and establishing corrugated iron sheet manufacturing facilities. Moreover, the company also ventured into real estate development, which resulted in twin luxury apartment buildings in key location around Millennium Hall near the Bole International Airport. The success story has not stopped there. It was enhanced by the establishment of Saccur Real Estate PLC. That achievement was then followed by the establishment of the Joint-Investment company with Wilmar International in 2014 to form a multi-billion birr integrated industrial cluster at Dimma district in Oromia National Regional State. Besides the success stories through establishing different companies, Mr. Sabir, in the name of his family has gained and acquired assets and properties valued in millions of birr; moreover, his long-time serving partners and company staffs are also the beneficiaries in these gains enabling them to own their share both in asset and property.

Mr. Sabir has had a lot of challenges and success stories in his 43-year business as well as family life journey. During this period a lot of milestones have been registered from small outlet to giant group of companies. In all this journey Mr Sabir's partners and his long-serving staffs, his family, and those who served the company and those who are still serving from the outside are with him. He highly recognizes their contribution and he always says "without them I was nothing, I owe them a lot". Mr. Sabir has special regards for his uncle Hajji Bashir Ishaq and is indebted to him as he was his mentor who taught him the ABCs of business that made a decisive contribution in his successes.

Managing Director's Message



Sabir Argaw Bashir, Founder and Managing Director of AL-SAM Group Holdings

It is known that for the last 43 years my companies have shown substantial growth and they are heading forward in a continuous journey of success. However, we should not be complacent and dwell on past successes and endeavor only to maintain the status quo. Our companies putting the community at the center strived and succeeded in establishing robust distribution network and market accessibility and made products available to consumers at their convenience. I strongly believe the current system of the government has created better opportunities in our country to build businesses and grow them in the process.

What we need to do is build organizational capacity and capabilities to exploit these opportunities to our advantage. In alignment with these opportunities, our next focus areas as growth strategy will be to enhance our engagement in different business sectors such as trading, investment, agro-industry, real estate development, manufacturing and export business. On the other hand, to materialize these business plans into fruitful plan of action, the leadership, management and employees need to act in concerted effort putting their heads together towards engaging in this endeavor.

My next move is to establish a holdings company as publicly listed share company with modern management and diversified business portfolio under it. My intention is to build a name that can transcend and live for generations to come.

In conjunction with the existing businesses of mine, as a citizen of the country I believe it is my duty to participate in social and economic activities.



Sabir Argaw Bashir
Founder and Managing Director

In conjunction with the existing businesses of mine, as a citizen of the country I believe it is my duty to participate in social and economic activities. Towards fulfilling this effort, I with my family members have established a share company called Seden Sodo Share Company in Seden Sodo Woreda, the name of the locality I come from. The main purpose of this company is to help and rehabilitate those sections of the society in this area that are deprived access to health services, education and old-age help.

To maintain and sustain the already started growth journey and register successes in the future, the active cooperation and alliance of my family in this endeavor is instrumental and decisive. On this occasion, I would like to thank in advance my family as well as partners for their support towards the realization of our business objectives. Finally, I hope and am sure in the coming years, we will together register an incredible result and would like to express my heartfelt gratitude to all.

With best regards,

A handwritten signature in blue ink, appearing to read 'Sabir Argaw', written over a light blue horizontal line.

Sabir Argaw
Managing Director

Mission

We strive to achieve excellence in every facet of our operations by ensuring synergy among our subsidiaries and providing high quality products and services that exceed the expectations of our constituencies.

Vision

To become the most preferred and generation-transcending brand in providing quality products and services.

Core values

Integrity
Excellence
Equity
Team work (Collaboration)
Create value

Areas of operation

Trading (Import and export)
Real estate development (residential and office complexes)
Logistics service
Manufacturing
Agri-business
Investment (financial service and other ventures)

Overview

AL-SAM Group Holdings is one of the largest companies in Ethiopia with an increasingly diversifying portfolio ranging from import-export to manufacturing and real estate development. In addition to its fully-owned subsidiaries, AL-SAM Group Holdings, as a holding company, also owns substantial equities in other companies. As a parent company, AL-SAM Group Holdings allocates resources among its subsidiaries and manages their capital structures. Over the two decades, AL-SAM Group Holdings has established business partnerships with some of the world's most dependable brands including SC Johnson & Son, Colgate Palmolive, Energizer Incorporated, Haco Industrial (Bic pen), Orkide Industrial, Beko Electronics, and Hayate Hygenic Products, to mention but a few.

Today, with one of the highest financial turnovers in Ethiopia, AL-SAM Group Holdings is involved in import and export trading, manufacturing, logistics services, real estate development and investment on financial institutions.

AL-SAM Group Holdings has three subsidiaries:

- AL-SAM PLC, which is involved in the import and distribution of fast moving consumer goods, export of coffee and sesame, administration of office complexes, assembling of electronic appliances and real estate development,
- LINA PLC, which is engaged in import trading, transit service, manufacturing of C.G.I and EGA roof sheets and real estate development, and
- SACCUR PLC, which is primarily engaged in real estate development.

Mr Sabir Argaw, the major shareholder of the AL-SAM Group Holdings, also has a substantial share on Repi Soap and Detergent S.C. and Repi Wilmar Industrial S.C.

AL-SAM Group Holdings is headquartered in Addis Ababa, Ethiopia.

History

2017

Restructured as AL-SAM Group - managed by corporate management

Restructured as AL-SAM Group Holdings - managed by board of directors.

2014

Joint investment agreement with Wilmar International Ltd to upgrade Repi Soap and Detergent S.C. and build a new integrated manufacturing complex.

2016

Restructured as AL-SAM Group Holdings - managed by board of directors.

Saccur Real Estate Plc.

2006

Acquisition of Repi Soap and Detergent S.C.

1999

Establishment of AL-SAM Plc & Lina Plc.

1995

SAM International Plc.

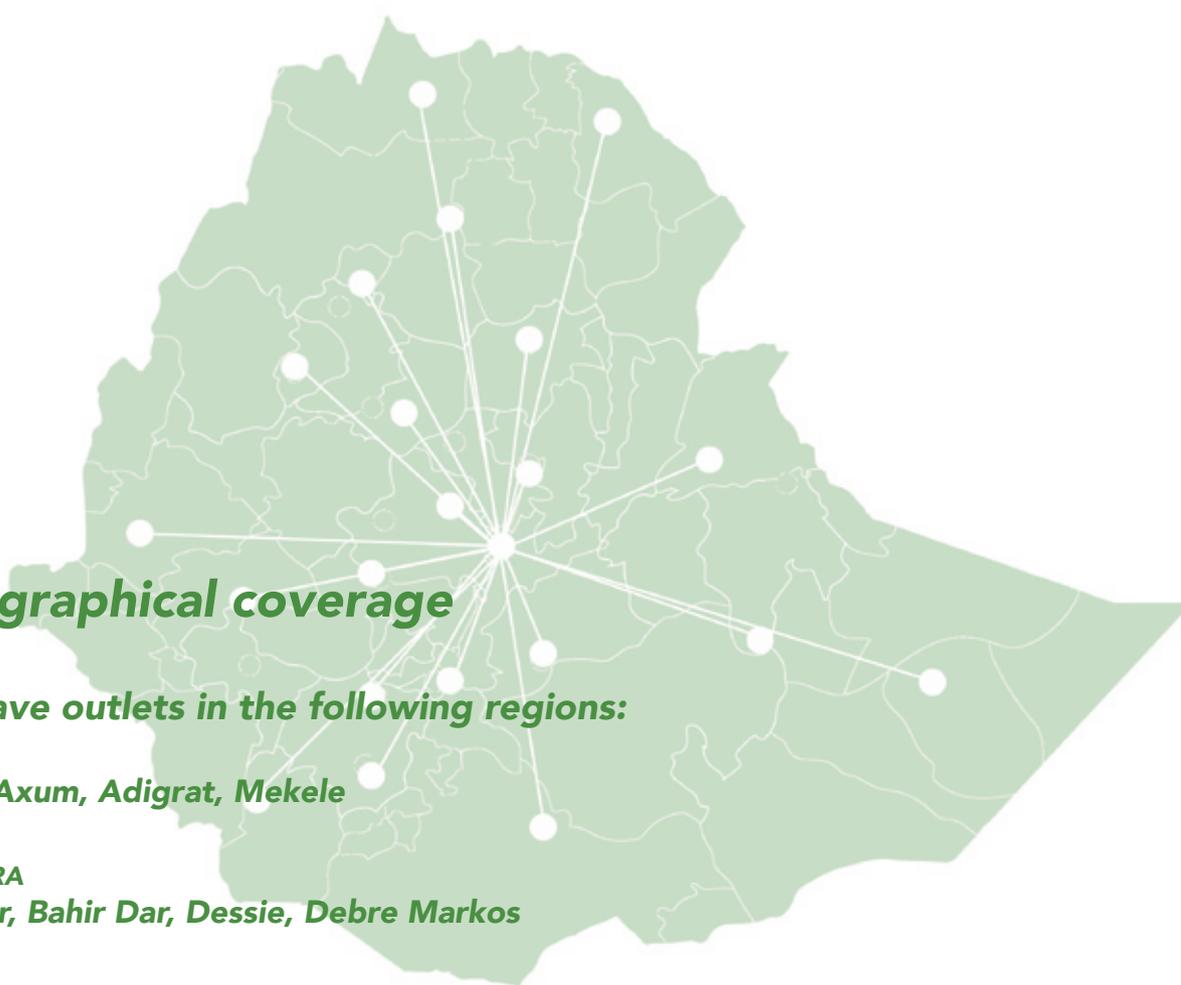
1980

Opening of small retail shop

Basic corporate data

Company name:	AL-SAM Group Holdings
Headquarters:	Addis Ababa, Ethiopia.
Founded:	1999

Geographical coverage



We have outlets in the following regions:

TIGRAY

Shire, Axum, Adigrat, Mekele

AMHARA

Gonder, Bahir Dar, Dessie, Debre Markos

OROMIA

Jimma, Metu, Adama, Shashemene

SNNPR

Hawassa, Wolayita, Arba Minch, Jinka

HARARI

Harar

ADDIS ABABA AND DIRE DAWA

Subsidiaries

AL-SAM PLC.



AL-SAM PLC is engaged in a variety of businesses. However, its specialization is distribution of locally and internationally sourced fast-moving commodities and exporting coffee and sesame.

Over the last two decades, AL-SAM PLC has imported and distributed the following line of goods and has succeeded in making their brands household names in Ethiopia.

- Edible oil: Orkide and Hayat Palm Oil
- Household products: soap and detergent (B29 and Protex), Glade air fresheners, Pledge furniture polish, Mr. Muscle toilet and window cleaner, and KRIS lotion
- Personal care products: Colgate tooth paste and Palmolive brands
- Consumer electronics and home appliance: Beko and Energizer
- Stationary and office materials: Sinar Line, Golden Plus and Bic crystal ballpoint pen

AL-SAM PLC is building a reputation in the real estate development sector. Recently, AL-SAM PLC has also started assembling quality electronics and home appliances as part of its partnership with Beko.

AL-SAM PLC's major suppliers



SC Johnson:

Kiwi shoe polish & Creams, Baygone insecticides, Glade Air Fresheners, Pledge Furniture polish, Mr. Muscle Toilet and Window Cleaner



Colgate Palmolive:

Colgate Tooth Paste & Palmolive Brands



PT. SINAR ANTJOL
B-29 soaps



Hayat Palm Oil

AL-SAM PLC's major suppliers

Tiger Brands



Haco Industrial:
Bic Crystal Ball Point Pen



APP (Asia Pulp and Paper Co. Ltd):
Golden Plus photocopy and printing papers

Arçelik A.Ş.

Beko electronics



Kucukbay Oil Industry Inc.
Orkide Brand Edible Oils



Ethio-Agri Ceft:
Blended Tea: Wush Wush and Addis Tea.



Upper Awash Agro Industry
Merti Tomato Paste and Juices

Major products

Stationery products



We are proud to say we are importers and distributors of Sinarline notebooks and Golden Plus printing and photocopying papers.



APP (Asia Pulp and Paper Co. Ltd):
Golden Plus photocopy and printing papers

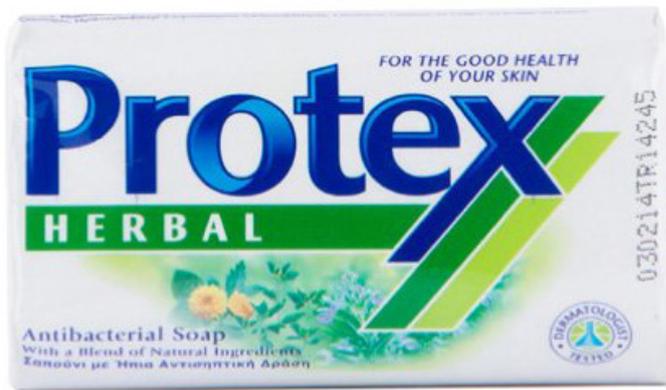


We have been proud importers and distributors of Bic ball point pen for more than two decades.



Major products





Major products



Our electronics showroom at AL-SAM Chelelek Twin Towers, near Balcha Hospital, Addis Ababa.





Our electronics showroom at AL-SAM Chelelek Twin Towers, near Balcha Hospital, Addis Ababa.



Major products

Edible oils



Hayat Palm Oil is one of the world's popular palm oil brands. Extracted from the palm fruit, palm oil is a well-balanced oil containing essential fatty acids. In addition, it is also rich in beta-carotene and vitamin E. The oil helps in preserving the freshness and crispness of fried food and snacks. AL-SAM is a proud importer and distributor of Hayat Palm Oil.

It comes in different sizes and packaging options. 1.8L HDPE, 2.15L TIN, 3L HDPE, 5L HDPE, 9L Box, 17L TIN, 18L TIN, 20L HDPE, 190KG Barrel.





With a market presence in 102 countries, Orkide has become a worldwide brand. AL-SAM is a proud importer and distributor of Orkide in Ethiopia.



ኪዊ ምርጫ ኪዊ ብልጫ !

SC Johnson
A FAMILY COMPANY

The leading brands
around the Globe.



የአለማችን ቁጥር አንድ የጫማ ቀለም .



Major products

Baygon for roaches, mosquitoes and flies

Baygon is a pesticide brand produced by S.C. Johnson. It is an insecticide used for extermination and control of household pests such as crickets, roaches, ants, carpenter ants, spiders, silverfish and mosquitoes. As a proud partner of S.C. Johnson, AL-SAM Plc imports and distributes Baygon products in Ethiopia.



Multi Insect Killer



Major products

Kris brings moisturising lotion and perfume in one pack for body and hand care. Your skin will keep moisturised with long-lasting floral scent. Kris lotion and perfume leaves your body fresh and leaves your skin gentle, soft, and irresistible. Feminine, sensual, elegant, casual, charming.



B29

multipurpose soap
bath & laundry

The 1st Multipurpose Soap

Free
Sachet

NEW

B29

**BATH &
LAUNDRY**

**GLYCERINE
EXTRA**

With more than 80 items of cleaners and detergent products, and factories capable of producing hundreds of thousand tons of cleaners products, PT Sinar Antjol has become one of major players in the consumer products industry in the world.

AL-SAM PLC has been a proud partner of PT Sinar Antjol and importer of famous brand B29.



LINA APARTMENTS



LINA PLC.



LINA Plc is engaged in manufacturing of Galvanized Corrugated Roofing Sheets and EGA Sheets as well as importing and distribution of basic home and office commodities and also transiting services. LINA PLC has also developed a strong reputation in the real estate sector as it develops and manages a number of apartments and warehouses in prime locations such as Bole Medhanealem.

Lina Plc distributes

- C.G.I and EGA Sheets
- Personal care products
- Home electronics appliance
- Paper and stationary items

Major Suppliers

- JSW Steel coated Product
- Johnson S.C.
- Pindo Deli Paper Products

Manufacturing



LINA PLC is engaged in manufacturing of galvanized corrugated roofing sheets and EGA sheets.





One of LINA PLC's warehouses in Addis Ababa.



LINA's show room for BEKO Products.



SACUUR PLC



Sacuur Real Estate Plc. is known for developing luxurious apartments across Addis Ababa, the Ethiopian and African Capital. Sacuur also manages office complexes in the city center. Sacuur Real Estate Plc has apartment complexes rubbing shoulders with the United Nations Economic Center for Africa and the Radison Blu Hotel.

Partnership

Repi Soap and Detergent S.C.



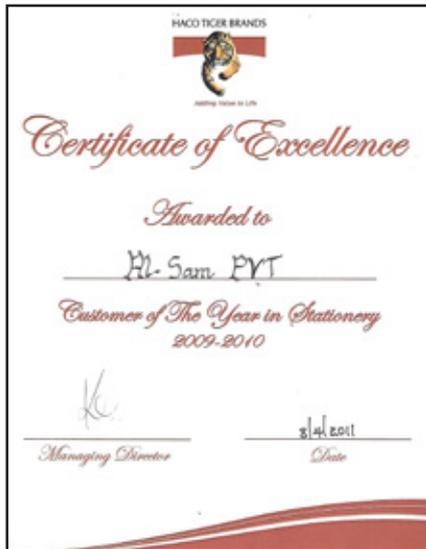
Repi Soap and Detergent S.C. is engaged in manufacturing of home cleaning and personal care products. Until June 2004, when LINA PLC signed a joint investment agreement with the government and acquired 51% of the shares, Repi Soap Factory was a state-owned enterprise. LINA eventually acquired the remaining 49% of the shares and privatized it as Repi Soap and Detergent S.C.

In June 2014, Mr Sabir Argaw, the major shareholder of the AL-SAM Group Holdings, signed a joint investment agreement with Wilmar International Ltd - each having 50% of the shares. The factory is subsequently upgraded into a state-of-the-art manufacturing facility with the following line of products:

- Powder detergent
- Bar detergent
- Liquid detergent and
- Laundry soap



We have been recognised as a long-term and reliable partner by our key suppliers.



Official partner of
team spirit

**A true partner
is not just a sponsor.**
A true partner stands by you.



f BekoEthiopia

beko



FC BARCELONA PREMIUM PARTNER



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