The Egyptian Agrofoods Company S.A.E.

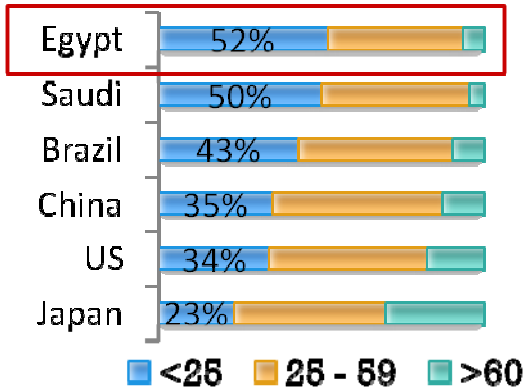
Angie Helmi
Vice Chairman

Importance of the Sector

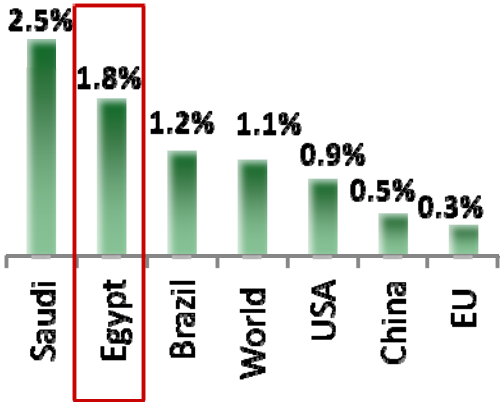
The Egyptian Agrofoods Co.

A large population

a young population



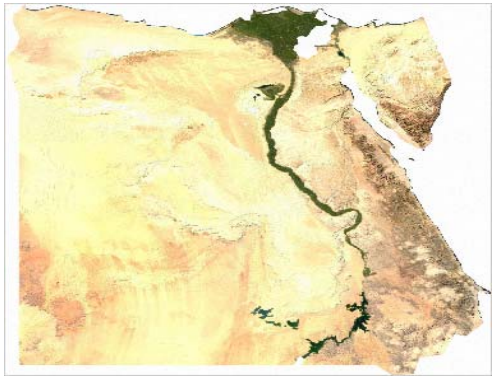
and a growing one



Improve Welfare

- Agriculture is labor intensive. Investments in agriculture contribute to improving welfare in rural areas.
- 2/3 of rural population is engaged in agriculture.
- 32% of population engaged in agriculture.

Resource Optimization



Contribution to GDP

- Agriculture contributes to 13.5% of GDP.
- Agriculture exports present an important source of foreign currency representing 9.2% of total merchandise exports in 2009/2010.

Egypt's Competitive Adv.

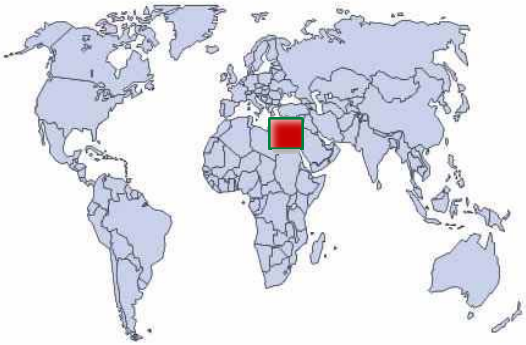
The Egyptian Agrofoods Co.

Climate and Soil

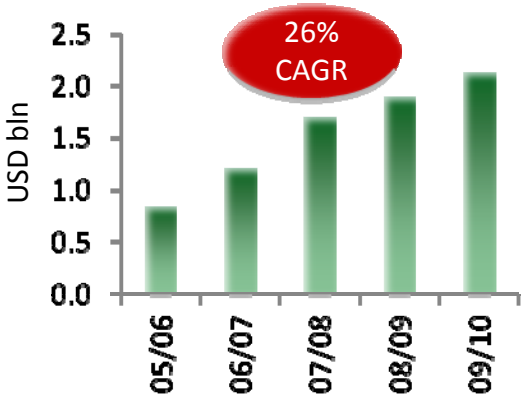
Demographic Factors

- 800,000 entrants to job market every year
- Competitively priced labor

Location



Horticulture Exports



Infrastructure

- Fast ferry services allows arrival of perishables to Europe in 3 days
- Air freight

Economic Factors

- Trade agreements with Arab countries, EU and USA have facilitated access to export markets
- Structural reforms

The Opportunity

The Egyptian Agrofoods Co.

Production

Increased production

Contract Farming & Technical assistance to out-growers

- Improving choice of varieties and introducing new ones
- Rationalizing use of agrochemicals
- Efficient use of water
- Technology adoption

Packaging / Cooling

Meeting increasingly rigorous requirements of export markets (traceability, MRL)

Reduction of post harvest losses

- Increasing shelf life
- Reduction of waste

Distribution

Untapped local market potential

Strong growth potential export markets

We need to focus on capacity building, promoting best practices and introducing new techniques and technological innovations. A major pillar for achieving these objectives is forming joint ventures with value added partners.

Who we are

The Egyptian Agrofoods Co.

- The Egyptian Agrofoods Company S.A.E. was established for the purpose of growing, packaging and exporting fresh produce.
- We have a team of highly qualified agronomists and cold chain managers.
- We provide job opportunities for more than 500 people.
- All our products are grown in conformity with EU standard regulating the use of agrochemicals.
- Global G.A.P. & ISO 22000 certifications.
- We have successfully exported our products to European countries including UK, Holland, Italy, Sweden, Belgium and Switzerland.

Corporate Timeline

The Egyptian Agrofoods Co.

The Beginning

- Own production
- JV for distribution in Europe

Phase II

- Contract farming
- More products
- Direct distribution in Europe

Planned Project

- Expand cold store capacity
- Backward integration
- Capacity building through increased linkages with out-growers
- Increase product portfolio

Future Plans

- Create a vertically integrated platform
- Processing: cutting & slicing, freezing, processing juices
- Increase linkages with local market retail chains

How we work

The Egyptian Agrofoods Co.

- Qualified Team
- Market Led Approach
- Focus On Quality
- Innovation
- Joint Ventures with Value Added Partners
- Enthusiasm
- Entrepreneurial Spirit

Concluding Remarks

The Egyptian Agrofoods Co.

- We have started a new initiative, it has been challenging, but we are building experience and growing.
- We are continuously working on improving, learning how to do things better, testing new varieties and products, approaching new markets and adopting new technologies.
- We are continuously looking to attract the best calibers in Egypt.
- We are also continuously building alliances with value added partners for know-how and funding.
- Our mission is to make a positive contribution to the agriculture sector.
- Agriculture is and will continue to be of vital importance to Egypt.