



Speaking your Language

July 11



Outline

- Franco Group consists of 3 Companies:
 - CBC-Egypt.
 - Franco Specialty Chemicals.
 - The Farm.
- Key Opportunity Highlights .
- Envisioned Directions.



CBC Egypt

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- CBC Egypt is an Egyptian company founded in 1986 representing leading manufacturers and traders exclusively for the Egyptian market.
 - CBC is distributing a wide range of industrial chemicals, food additives, animal farm supplies and environmental technologies machinery.



CBC Egypt Mission & Vision

- CBC's mission is to supply high quality products, for the industries we serve at the best possible value with effective technical support and service to achieve ultimate customer satisfaction.
- CBC's vision is to to be the first choice of our business partners in the fields we serve and to be the easiest to do business with.



Franco Specialty Chemicals

- Franco Specialty chemicals has invested in 10,000sqm of premium land in one of Egypt's largest industrial parks (6th of October Area). Current built up area 3000sqm, split into manufacturing and warehousing activities.
- Franco Specialty Chemicals is an ISO 9001 certified plant for the production of paints and institutional detergents.
- Franco is having the capacity of producing specialty chemicals under license.





The Farm

- A buffalo dairy farm that houses more than 500 animals with a 16-point herringbone Delaval milking parlor.
- The farm's mission:
 - Is to make the most efficient use of inputs by continuously monitoring and vertically integrating to the dairy and feedlot process, maintain excellent land stewardship practices, and produce high-quality buffalo milk and meat for our end consumer.
- The farm's vision:
 - Is to be Egypt's premier source of premium buffalo milk and meat.



The Farm, Cont.

- Continuous improvement in the farm has been our passion ever since the farm's startup.
- In our farm we were one of the first to use artificial insemination on a commercial scale for buffalos in the Egyptian Market.
- The farm served as a showcase for the development the AI and selection offers to the productivity of the farms.



The Farm, Cont.

- Improving the breed did not stop only by joining a nationwide nucleus herd program but also continued by using the most modern techniques of farm management, nutrition & genetics improvements.
- Hence, the buffalos on the farm are a mix between excellent sire selection from the nationwide nucleus herd and Italian selected high yielding quality sires.



Pictures from The Farm



Buffalos feeding on alpha alpha (green clover)



Pictures from the Farm, cont.



Calves bred in a segregated lot on a different floor



Pictures from the Farm, cont.



A part of the existing milking parlor



Pictures from the Farm, cont.



Calves feeding on Milk Replacers and/or Natural Milk (depending on their age)



Egypt: A Macro Overview

- Average annual agriculture growth was 3.4% in 1990s and 3.6% in 2006/07 and this shows a trend in Ag growth in the country.
- Total cultivated land estimated at 8.5 million acres.
- Agriculture contributes to 30% of Egypt's commodity exports.
- As per the FAO Food Review, the per capita milk consumption in Egypt is 62.6 liters/person annually in comparison to 99.2 in Africa and the Middle East.
- Egypt is obviously way below the regional and international standard for per capita consumption of milk. Hence the production of milk is now a major focus for Egypt and our Group.



Key Opportunity Highlights

- Solution providing/product range complementing opportunities (CBC Egypt)
- Investing/JV Opportunities (The Farm and FCC)



Solution providing/product range complementing opportunities

- It has been our policy to seek out quality products, service providers and partners to help our existing client base with more services and more products to enhance their bottom line and increase their top line growth.
- We believe that the following areas can help our clients further:
 - Milk Replacers
 - Alpha Alpha Drying and pelletizing
 - Feed Additives
 - Genetic enhancement of breeds (Products/services)
 - Branding products
 - Live animals
- The above list of products & the possibility of producing specialty chemicals in our Franco plant can help us in providing more solutions for our existing clients also will create **PARTNERSHIP** possibilities with our US suppliers.



Investment / JV opportunities

- We plan to move our existing farm area and buffaloes to a larger area in the desert of 1000 acres to capitalize on the technical , commercial knowledge and business connections acquired over the past 30 years .
Thus our aim is to establish a state of the art vertically integrated production project.
- We plan to use the animals' manure to reclaim land for planting feed raw materials and production of organic vegetables & fruits for domestic consumption & export.



Investment / JV opportunities, cont.

- This project will create need for :
 - JV to expand the farm.
 - Investments possibilities for infrastructure
 - Agricultural Equipments (for desert cultivation & irrigation)
 - Seeds
 - Technical advisory for the production of premium steak cuts.



Questions

- For more details with regards to our new project, please feel free to contact us or email us.

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Thank you .



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