

Drawing on our roots
to conquer the future



HOLMARCOM
GROUP

Chairman's message



As time went by, Holmarcom knew how to deal with the changing economic demands it faced and anticipate the challenges of the future by maintaining its growth pace.

Being a group with multi-business assets, we have made the strategic choice of diversity by engaging in the key sectors of Moroccan economy and opening up on the international level, particularly towards the African continent.

Proud of our roots and strong with our human capital, our Group carries on its development and investment policy and opens up to new challenges with certain daring, unwavering ambition and thoroughness in execution, combining sound growth and long-term profitability objectives. Besides, investing in corporate responsibility has always been one of our priorities and we make it a point to defend humanistic values through sustainable partnerships and committed projects for causes close to our heart.

This is how we remain true to our values, our history and our mission as a key player in the national and regional economy.

Mohamed Hassan BENSALAH
Chairman and CEO

“People and Values”

VECTORS
OF **DEVELOPMENT**”

Because nothing great can be built without the human contribution, Holmarcom has developed a strong home culture due to the importance that its leaders have always given to people and their fulfillment. Convinced that economic performance cannot be separated from strict ethics and a human and social culture, the Group's businesses and employees are promoters of strong values: Loyalty, Innovation, Commitment, Respect and Solidarity.

This is to be added to a culture of dynamism and audacity which enables them to seize the opportunities of a changing environment, characterized by changing lifestyles and coming up with numerous new expectations.

Community involvement

AN ACTIVE AND STRUCTURED SPONSORING POLICY

Convinced that the company has a social responsibility to take, Holmarcom Group invested in solidarity actions, mainly through Abdelkader Bensalah Foundation. Holmarcom is also committed to supporting the development of Moroccan Artisanat via the Galerie H, a creative space dedicated to the encounter between crafts and design. The originality of this approach, motivated by a strong sensitivity to the richness of an ancient heritage, is part of a vision of renewal for a traditional sector full of opportunities.

The Group's social responsibility is also affirmed through ongoing collaboration with actors working for safeguarding the environment and sustainable development.





OVER **50**
YEARS OF DEVELOPMENT

A group founded and led to success
by a visionary entrepreneur,
the Late Abdelkader Bensalah.



4
CORE BUSINESSES

Finance - Agro-industrie - Distribution
& Logistics - Real Estate



OVER **3,500**
EMPLOYEES

mobilized within twenty
companies engaged in modern
and empowering management.



2
COMPANIES LISTED

on the Casablanca Stock
Exchange:
Les Eaux Minérales
d'Oulmès and Atlanta.



PRESENCE IN **3**
AFRICAN COUNTRIES

Senegal, Ivory Coast
and Benin

Holmarcom Group

LEADERSHIP, AUDACITY AND INNOVATION

Holmarcom is a Moroccan private group with a privileged role among the major players of Moroccan economy.

It operates in several core businesses and most of its subsidiaries are reference companies in their sector. Driven by an ambitious business project and human resources mobilized around a common vision, the Group consolidated its leadership by pursuing a policy of innovation and an entrepreneurial growth strategy in the wake of the national economic momentum generated at highest level. It invests in major strategic sectors for the sustainable development of Morocco and the African continent.

“ SEIZING
the opportunities
of **A CHANGING**
environment ”



Finance

“ For
a **SAFER**
future ”

Supporting the development that financial services are witnessing in Morocco, Holmarcom deploys its diversity through its presence in several segments of this sector, including insurance where it has inserted itself as a major player.

As a majority shareholder in several financial institutions, Holmarcom also holds a significant investment portfolio with various Moroccan investment funds with African outreach.



Listed on Casablanca Stock Exchange since 2007, Atlanta has a long and rich experience with individuals, professionals and companies it has been serving efficiently with relation to their protection and prevention issues through its commitments of expertise, listening, transparency and innovation. As a “better life” insurer, it continues to innovate in order to always offer best products for the changing requirements of its customers.



Atlanta also created in September 2016 a new company in Ivory Coast with the aim of becoming a major player on the long term in the non-life insurance market of the country. Atlanta Ivory Coast non life business will be a milestone for the group's development plan in the region.



SANAD

Holmarcom position in the insurance industry is strengthened through Sanad, which is mainly focused on covering industrial and peak risk, confirming its commitment to contribute to the development of the Moroccan economy key sectors. Operating on the market since over 100 years and leading the Maritime and Transport segment as well as the Engineering and Fire Risks, the company develops through continuous search for new insurance niches.



CPA is a firm specializing in insurance and reinsurance brokerage and in insurance investments, having built its reputation on its dynamism and expertise in the technical rules. Its business approach is reflected in the design of insurance solutions through constant dialogue and constant availability for its customers.



12%

MARKET SHARE

Thanks to their specific positioning, Atlanta and Sanad are ranking among the top five insurance players in Morocco.



11%

HOLDING IN CIH CAPITAL

CIH Bank is the reference partner of the company Atlanta regarding the bank-insurance.



7.8%

HOLDING IN BMCI CAPITAL

Through its various participations, Holmarcom wishes to accompany the development of the main sectors of the Moroccan economic and financial scene.

Agro-Industry

“The progress and MODERNITY industry”

Building on the potential of the Moroccan soil, Holmarcom marks its presence in the fast growing segments of the industry. The Group holds leading industrial companies in the water, tea, snacking and ingredients market for the food industry and has strong brands.



Leader of flat and sparkling mineral water sector in Morocco, the company produces and distributes the iconic brands Sidi Ali and Oulmès as well as the table water Bahia and the natural mineral water Aïn Atlas.

Following its alliance with Japan's SBF, les Eaux Minérales d'Oulmès launched the production and distribution in Morocco of the SBF beverage portfolio, including Orangina. Through a sustained investment policy, the company continues to retain consumers for generations with its quality and innovation commitments.



Based in Cotonou and controlled by les Eaux Minérales d'Oulmès, EAU TECHNOLOGIE ENVIRONNEMENT is a major player in the market of natural mineral water in Benin. Its Fifi's brand, produced in different formats, is also exported to the neighboring countries.



Specializing in the industrial processing of citrus fruits, Juice & Nectar Partner produces juice concentrate for the local and international market industries.

The company also produces organic juices certified by Ecocert international organization.



With a vast olive grove in the Oriental region, the company produces a range of extra virgin olive oils whose unique character comes from its subtle blend of Oriental and Mediterranean roots. Thanks to its modern, integrated crushing unit that meets international technological standards, the Group contributes to the modernization of the Moroccan olive sector.



As a Holmarcom Group subsidiary since its privatization in 2006, SOMATHES is also at the heart of the Moroccan culture through its historic tea brands, Souiri, Caravane, Menara, etc. Despite the constraints of a liberalized sector, the company maintained its reference position by strengthening its brands and adopting a commitment to quality. Drawing on an active policy of diversification, it now distributes besides tea, a range of biscuits, chocolate and confectionery of brands likes Tiffany, Finetti & Eti, London Dairy ice cream, Dénia snacking products, etc.



Sharing their industrial and commercial synergies, the 5 companies of Dénia Holding Group produce a wide range of snacking products (chips and dried fruit) and ingredients for the food industry (dried fruits and vegetables, spices and herbs) distributed in bulk or packaged under the brand Dénia, both on the local and international markets.



ISO 9001

LES EAUX MINÉRALES D'OULMÈS

Certified to the highest international standards of food safety.



1958

CREATION OF SOMATHES

Generation after generation, major tea brands accompany the life of millions of Moroccans.

Distribution and Logistics



From the outset, Holmarcom made inroads in the field of trading in industrial and equipment goods and has introduced to it modern distribution standards. The Group went further in diversity by positioning itself in the business of cereal products import supply chain and also investing in air transport.

“ **GROWTH**
momentum
accelerator ”

lecomptoir
METALLURGIQUE MAROCAIN

Through its different trading names: le Comptoir de l'Electroménager, le Comptoir de l'Industrie and le Comptoir de l'Armature, the CMM is the first household appliances distribution network and a key partner in the Moroccan construction industry. It offers its customers the guarantee of a unique expertise and significant economies of scale thanks to the complementary of its businesses. With over a century of experience, the Comptoir is definitely the equipment supplier for the progress and better living of millions of Moroccans.

العربية للطيران
airarabia.com
— المغرب —

Established in 2009 in cooperation with Air Arabia as the first low-cost carrier in the Middle East and North Africa, this Casablanca based company aims to offer air fares as cheap as possible with the highest level of quality and safety, through a wide range of destinations in Europe and Africa, from 5 Moroccan cities.



Mass Céréales Al Maghreb is the concession holder and operator of two grain unloading terminals in the ports of Casablanca and Jorf Lasfar. With significant handling and storage capacity, the company improves both grain carriers' productivity and port traffic.



Based in Jorf Lasfar Port, the company provides supply chain services related to the cereal imports. Working closely with Mass Céréales Al Maghreb, it simplifies for its customers all the grain import supply chain process from price negotiation to delivery to the end customer, through transportation, unloading and storage.



Initially specialized in customized courier and flyer distribution, Défi Courses developed a comprehensive range of direct and street marketing.



1913

CREATION OF COMPTOIR MÉTALLURGIQUE MAROCAIN

The iconic sign of the distribution of industrial goods and home appliances.



1,200 AND 800

TONS/HOUR

Handling capacity of Mass Céréales terminals in Casablanca and Jorf Lasfar respectively, helping reduce grain carriers' docking costs.



120,000

TONS

Yellowrock storage capacity that allows it to ensure product availability throughout the year.



MORE THAN 1,000,000

PEOPLE

carried annually by Air Arabia Maroc serving the Moroccan tourist sector and Moroccan travelers.

Real estate

Holmarcom involved for several years in the real estate sector through its projects in various regions of the Kingdom.

With quality services and an outstanding commitment to professionalism, the Group built a reputation for reliability and professionalism in this market.

“Quality

Builder”



5,000

Number of social housing units under a license granted by the Senegalese government for the construction of real estate projects.



CAPTINGIS
Baie de Tanger

Taking advantage of its unique location in Tangier Bay, this exceptional urban and architectural project offers a real diversity of use, both as a primary and secondary residence in an area where nature occupies a privileged place.



**Manazil
Développement**

As a label of the intermediate real estate of the Group, it focuses on implementing ambitious real estate projects throughout the Kingdom, making every effort to provide a pleasant and sustainable living environment for the largest number of Moroccans.



Peacock Investments launched in 2013 its first project in Senegal, Cité des Fonctionnaires, for the construction of 2,850 economic villas on 72 ha in Dakar region.

Other Activities



Born in Agadir and Marrakech in 2006, Radio Plus has since been deployed on other audience basins: Casablanca, Fez and Khouribga. By adding a dynamic and ambitious radio to the pool, Holmarcom Group makes inroads in a new field of activity and contributes to the media sector development in Morocco.



Specializing in the manufacturing of reservoirs, pipes, ducts, tanks, etc. for fields requiring high chemical resistance and mechanical performance as well as long-term reliability, the company has two production plants in Kenitra and Safi. It uses advanced materials and processes governed by international production standards.



94.0

FM FREQUENCY FOR RADIO PLUS CASABLANCA

“ New
LEVERS of
development ”

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