

# Drawing on our roots to conquer the future

September 2022 version



HOLMARCOM  
GROUP

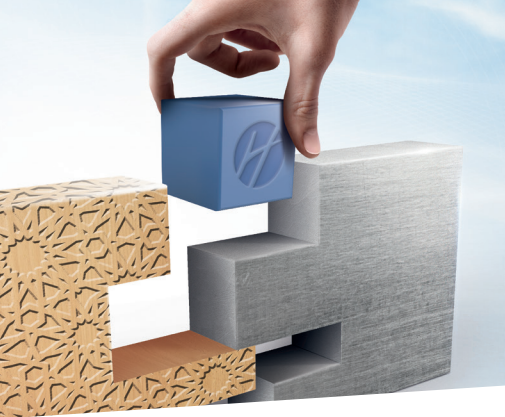
# Chairman's message

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"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, particularly at the international level, with certain daring, unwavering ambition and thoroughness in execution, combining sound growth and long-term profitability objectives."

**Mohamed Hassan Bensalah**  
Chairman and CEO



# Holmarcom

## Group



OVER **50** YEARS  
OF DEVELOPMENT

a pioneer Founder  
a visionary Family



**4** CORE BUSINESSES

Finance, Agro-Industry,  
Logistics and Real Estate



AROUND **50** SUBSIDIARIES

engaged in modern  
and empowering management



**2** COMPANIES LISTED

Les Eaux Minérales d'Oulmès  
& AtlantaSanad Assurance



**11,439** MILLION MAD

2021 turnover  
(1 270 000 000 USD)



**27,605** MILLION MAD

Total balance sheet in 2021  
(2 975 000 000 USD)



# Strategy and philosophy of Holmarcom Group



## AN ENTREPRENEURIAL GROWTH STRATEGY

- ✦ Investment in the key sectors of the Moroccan economy.
- ✦ Active development policy in Africa.



**PRESENCE IN 6  
AFRICAN COUNTRIES**

Morocco, Senegal,  
Ivory Coast, Benin, Burkina  
Faso and Kenya.

## PEOPLE AND VALUES, VECTORS OF DEVELOPMENT

- ✦ The human capital at the heart of the concerns.
- ✦ A rigorous ethics and strong values.
- ✦ Culture of leadership, audacity and innovation.



**OVER 4000  
EMPLOYEES**

mobilized around  
a common vision.



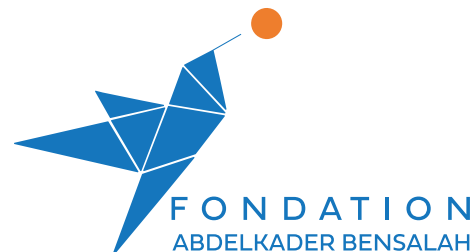


# Holmarcom a committed group



## AN ACTIVE AND STRUCTURED COMMUNITY INVOLVMENT

- ✦ A corporate foundation that works to accelerate social innovations
- ✦ Support for the rise of Moroccan design and artisanat, especially thanks to an exhibition gallery
- ✦ Committed projects in favor of environment and sustainable development.



# Our main subsidiaries by business segment



## FINANCE



The Monarch  
Insurance



## LOGISTICS



AirArabia

## REAL ESTATE



## AGRO-INDUSTRY



## OTHER ACTIVITIES



# Finance

## Structured & sustained development



1996

Equity investment in the capital of **BMCI Bank**



2007

- Initial public offering of **Atlanta**
- Equity investment in the capital of **CIH Bank**



1999

Acquisition of **Sanad**



2016

**Atlanta** sets up in Ivory Coast



2021

- Arrival of **IFC** in the round table of HIA
- Acquisition of a majority stake in the Kenyan company **The Monarch Insurance**



2020

Merger of **Atlanta and Sanad** companies



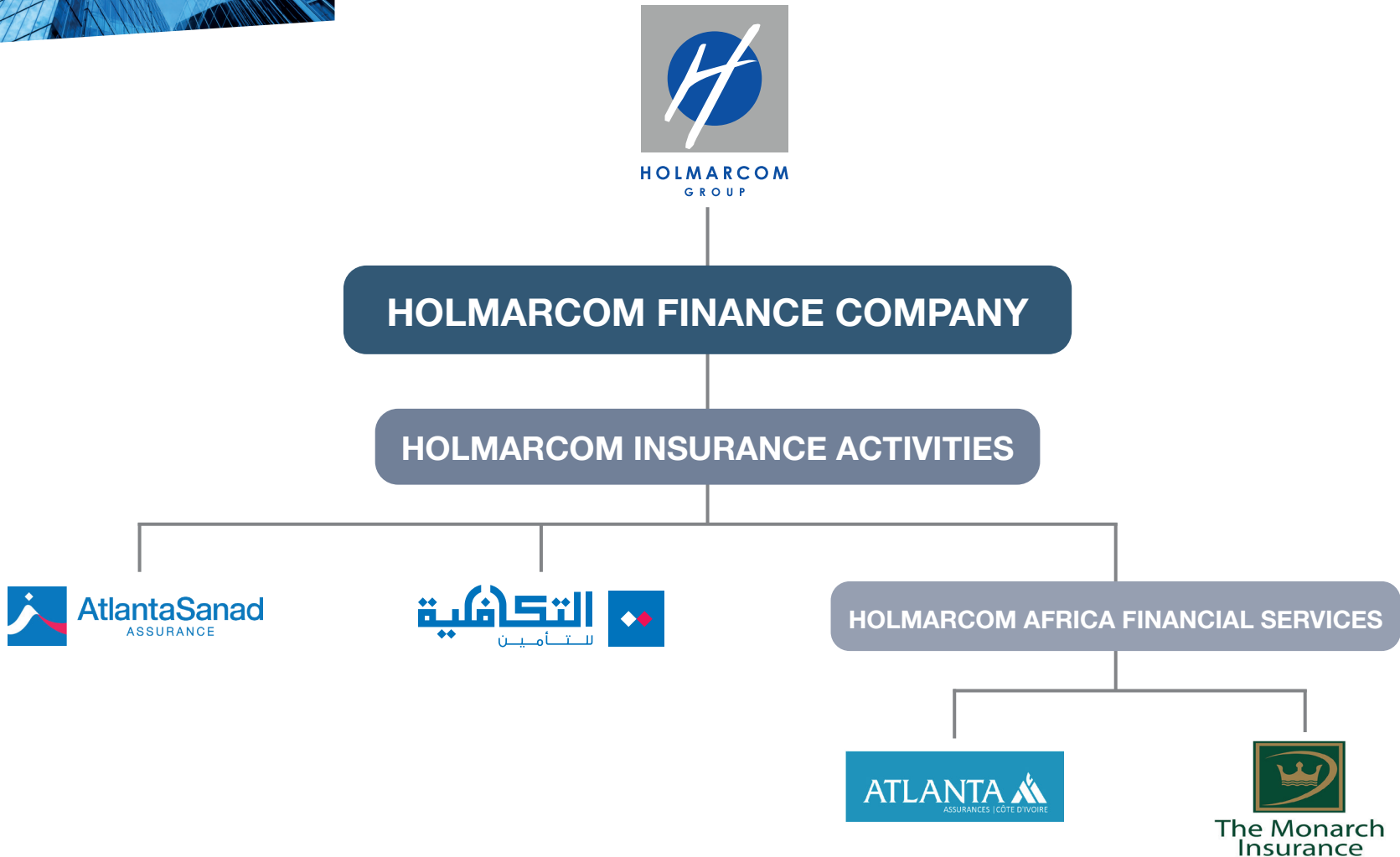
2022

Launch of **Takafulia** insurance company



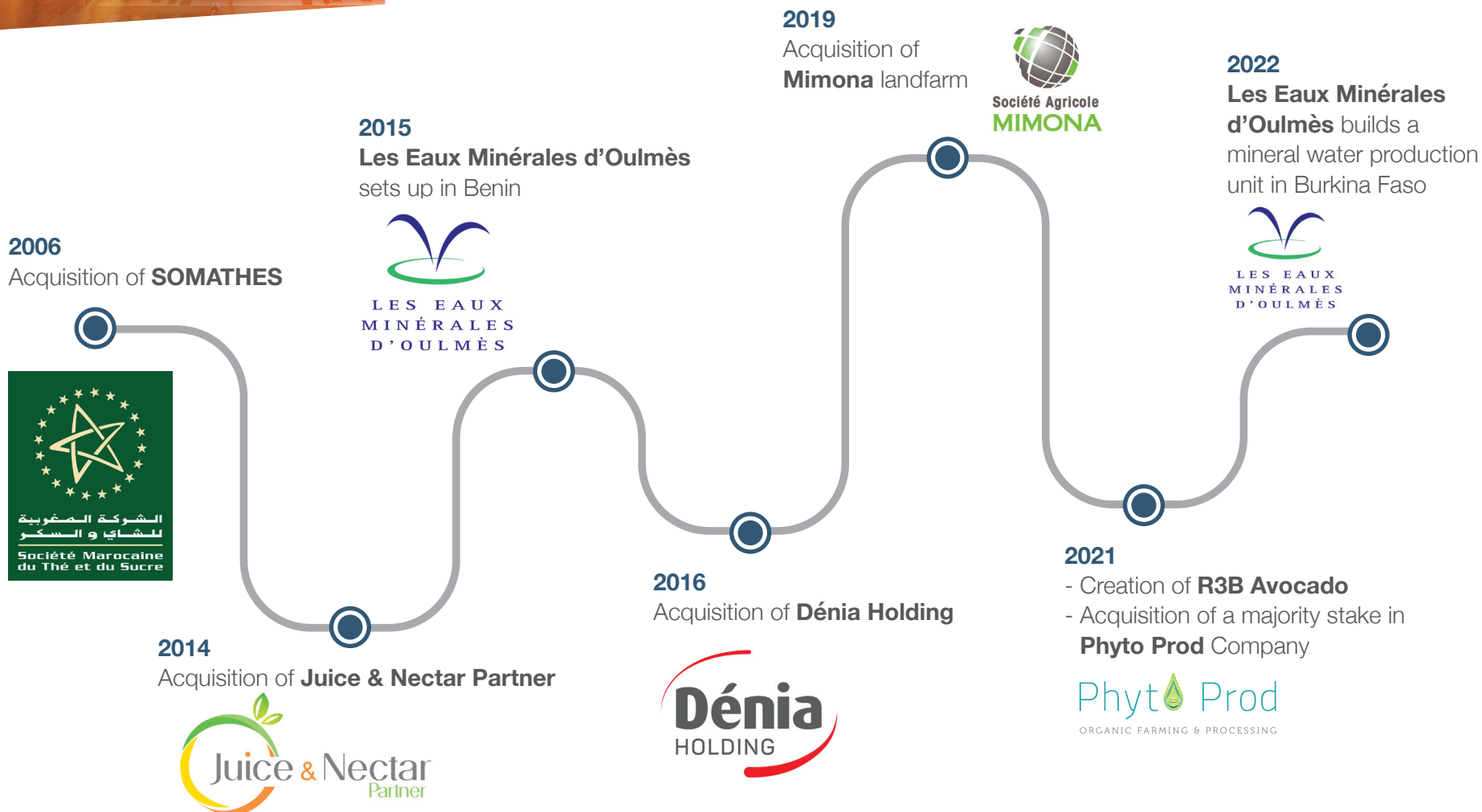
# Finance

## Organizational chart





# Agro-industry Structured & sustained development







# Logistics Structured & sustained development



**2008**  
Launch of **Mass Céréales**  
**Al Maghreb** in Jorf Lasfar



**2009**  
Launch of **Air Arabia Maroc**

**AirArabia**

**2009**  
Launch of **Mass Céréales**  
**Al Maghreb** in Casablanca



**2011**  
Launch of **Yellowrock**



**2022**  
Construction of the  
**Mass Céréales Al Maghreb**  
terminal in Dakar





# International Active growth policy



**2013**

Launch of a real estate project in Dakar, **Peacock Investments**



**2016**

**Atlanta** insurance sets up in Ivory Coast



**2015**

**Les Eaux Minérales d'Oulmès** sets up in Benin



**2022**

- Construction of the **Mass Céréales Al Maghreb** terminal in Dakar
- **Les Eaux Minérales d'Oulmès** builds a mineral water production unit in Burkina Faso



**2021**

- Acquisition of a majority stake in the Kenyan company **The Monarch Insurance**
- Launch of **Dénia Ivory Coast**



# Our key companies

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# Finance



Resulting from the merger in 2020 of historic companies of Holmarcom Group, AtlantaSanad Assurance ranks 2<sup>nd</sup> in the Moroccan Non-Life Insurance market.

Listed in the Casablanca Stock Exchange, the company benefits from a long experience with private, professional and corporate clients. Covering largely the Moroccan territory, AtlantaSanad Assurance aims to be a proximity insurer and a solid, modern and responsible Company.



Founded in 2016, Atlanta Non-Life Insurance Ivory Coast was the first milestone in the development plan of our Group's insurance activities in Africa.

The company aims to become a major player in the Non-Life insurance market of Ivory Coast.



**The Monarch  
Insurance**

This general insurance company (Life and Non-Life) has been operating in Kenya for over 40 years.

The arrival of our Group in its capital in 2021 will allow it to accelerate its growth with the aim to becoming a leading player in the insurance sector of Kenya.



# Agro-industry



LES EAUX  
MINÉRALES  
D'OULMÈS

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 the Japanese group SBF, the company is in charge of the production and distribution in Morocco of the drinks portfolio of this group, especially the Orangina brand.



Eau Technologie  
Environnement S.A

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 Fifa Ste Luce's brand, produced in different formats, is also exported to the neighboring countries.





# Agro-industry



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.



Drawing on an active policy of diversification, it now distributes besides tea, a range of biscuits, chocolate and confectionery. London Dairy ice cream, Fromy Plus cheese, Dénia snacking products, etc.



With a vast olive grove in the Oriental region and an integrated crushing unit, the company produces a range of extra virgin olive oils whose unique character comes from its subtle blend of Oriental and Mediterranean roots.



# Agro-industry



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 blanched almonds) distributed in bulk or packaged under the brand Dénia, both on the local and international markets.



Launched in 2021, Dénia Ivoire is an industrial unit specializing in the processing of cashew nuts. The company, based in Abidjan, aims to become a major producer of cashews in the Ivory Coast.



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



# Logistics



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.



# Logistics



## AirArabia

Established in 2009 in cooperation with Air Arabia as the first low-cost carrier in the Middle East and North Africa, Air Arabia Morocco 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 many Moroccan cities, as well as more than 10 domestic flights.





# Real Estate



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.



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 2850 economic villas on 72 ha in Dakar region.







# Other Activities

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Specialized in the design, manufacturing and assembly of piping and equipment in fiberglass reinforced polyester, for industrial segments requiring high performance in terms of chemical and mechanical resistance, the company has two production plants in Kenitra and Safi. It uses advanced materials and production processes according to international standards.



Born in Agadir and Marrakech in 2006, Radio Plus has since spread to other audiences: Casablanca, Fes and Khouribga. By joining the capital of a radio station, Holmarcom Group opens the door to a new field of activity and participates in the development of the media sector in Morocco.

Thank you  
for your attention!

[www.holmarcom.ma](http://www.holmarcom.ma)



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