





# ABOUT US !

Founded in **1997** by **Eng. Mohamed Hamed Sherif** (Executive Chairman) and **Mr. Ashraf Mohamed Hamed Sherif** (Vice Chairman and CEO), Obour Land For Food Industries S.A.E ("Obour Land" or the "Company") is a leading white cheese producer, a traditional and highly consumed staple good, offering 107 SKUs

The Company commenced operations in **1999** with **only one production line of loose white cheese producing 400kg of cheese per day**. In **2007**, it introduced its first **Tetra Pak product** and now it operates 17 Tetra Pak production lines in addition to one plastic



tub line with a combined production capacity of 275 thousand tons per annum ("ktpa"). Additionally, the Company **owns a production line for processed cheese in glass jars** and recently added another line for our new innovative product "**Mafrooda**" which is processed cheese in Tetra Pak packages, with a combined production capacity of 9 ktpa.

The Company also **operates 4 production lines since 2018 producing milk and juice products** with a total capacity of 107 million liters with 3 of the production lines are interchangeable between the milk and juice products.

Obour Land boasts a robust operational platform backstopped by a solid brand equity that **is able to accommodate additional F&B product categories that complement the current product offering**; three production lines for juice (interchangeable between juice and milk) and one production line for milk products which have started production in December 2017 with a combined production capacity of 107 million liters per annum. The Company owns seven land plots in **Obour industrial city located in the outskirts of East Cairo**, with a total area of approximately 21,438sqm. Additionally, it owns 3,875sqm of land in **6 th of October industrial city in West Cairo** and 396sqm in **Borg El Arab industrial zone in the outskirts of Alexandria city**.

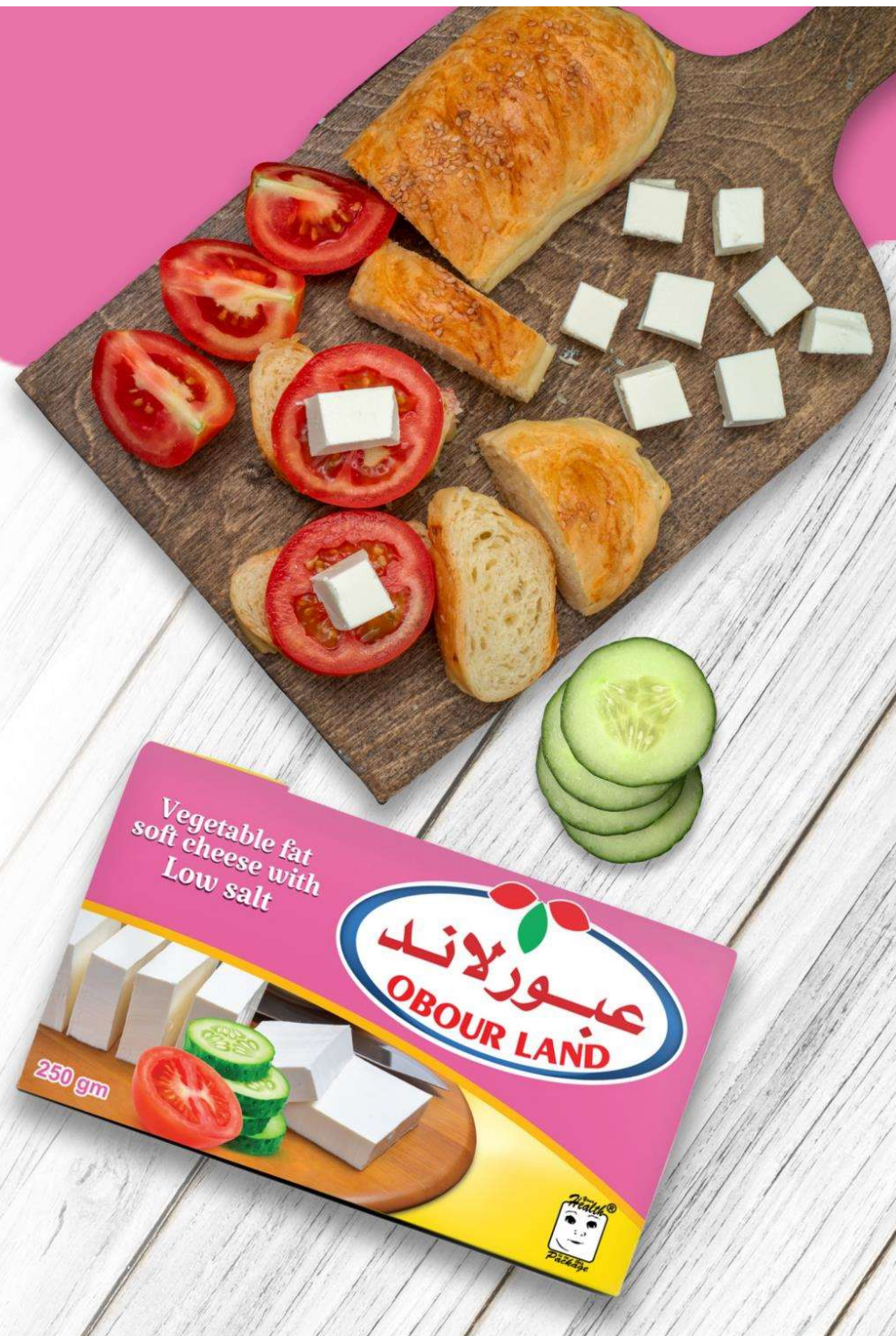
The Company has received **several quality certifications** for its utmost commitment to **quality, health and safety: ISO 9001, OHSAS 18001, ISO 14001 and ISO 22000**

The Obour Land brand has grown to become the leading white cheese brand in the local market commanding 42% market share.



# White cheese

Obour Land is dominating the White Cheese market with a market share exceeding 42%. The management believes that diversifying the company's product portfolio and expanding into new markets should not come at the expense of the company's main segment "White Cheese". Obour Land is continuing to introduce new ingenious flavors, combining the white cheese with the tastes of cheddar, romy and the traditional Egyptian old cheese. The company is always exploring new flavors to expand its market share in the flavored white cheese segment. In 2022, the company faced great difficulties in sourcing the raw materials due to shortages in US dollar supplies, which continued till the end of the year and exposed our inventory levels. However, the management used several different tools and strategies to be able to purchase the raw materials needed to continue production and meet the demand for our products.







Feta cheese





Feta Cheese Full Fat





Mafruda processed cheese



# MILK

HEALTHY & FRESH

The **milk** segment witnessed a slow performance throughout the year as sales volumes declined 19% in 2022 while revenues increased by 11%. The decline in sales volumes was expected by the management due to the great challenges facing the markets, which affected smaller players in different markets; however, **the management expects the milk segment to improve in 2023 as the markets stabilize.** It is important to note that the acquired market share came despite Obour Land's tough sales policies, **such as cash payment policies for retailers and wholesalers**, as well as other policies implemented in the white cheese segment, which usually slow down the company's growth in new markets, yet it develops a more loyal consumer base that transforms into a solid market share that is **based on quality preference and not price-driven.**













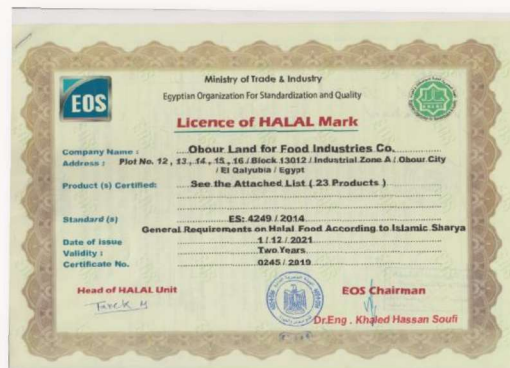
# Processed Cheese



Obour Land started the production of Processed Cheese in March 2018 in glass jar packaging. The glass jar product has been growing strongly, however, with relatively small volumes due to the niche nature of this market and its high price levels.



# Certificates:







## CONTACT US :

**Mohamed Ahmed ( Export Director ):**

 +2 010 0152 4566

 m.export@obourland.com

**Dina Elliessy (Export Manager ):**

 +2 010 9297 0715

 dina.elliessy@obourland.com

**Doaa Gabal (Export Manager ):**

 +2 010 6567 0173

 doaa.gabal@obourland.com