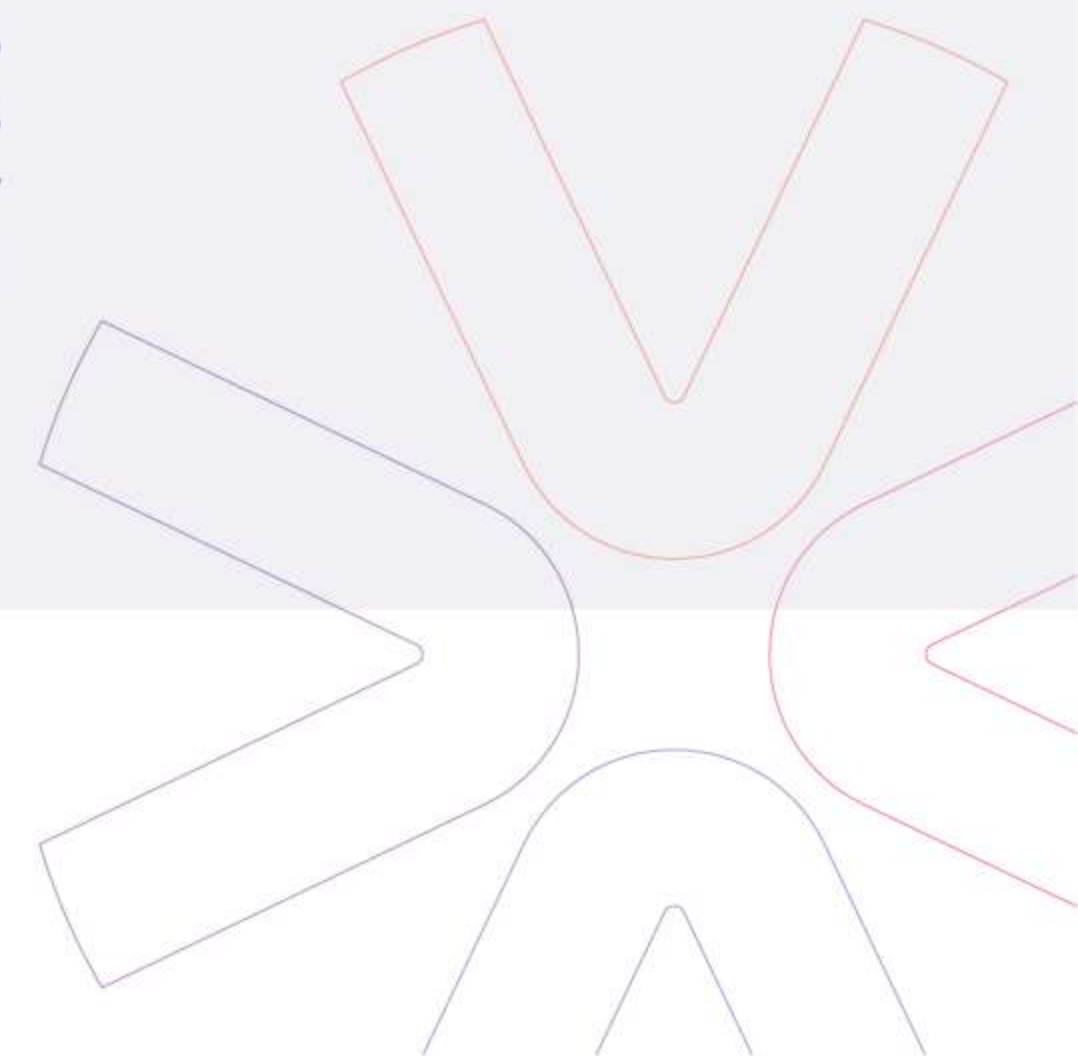




COMPANY  
PROFILE  
2023



Established in 2008, Ezma Holding set foot on a sure-winning strategy of diversified growth, making a reputation for itself over the decade as a leading conglomerate in the regional landscape. With operations spanning the Middle East and North Africa, the group currently operates across nine different markets out of its two regional headquarters in Iraq and the United Arab Emirates.



# 1.

The group employs more than 150 talents in four key sectors: **Consumer Electronics, Finance, FMCG, and Real Estate.**

With a robust eye for the future and a vision to match, the group has experienced a major increase in revenue of more than 40% CAGR since 2018. Part of this growth related to electronics came from extensive strategic partnerships and expansions taking place across multiple regions, bringing homegrown brands and global ones exclusively to the regional scene. The group has also invested heavily in bolstering their Supply Chain across key cities across Iraq as well as a state-of-the-art distribution hub in Dubai's Jabal Ali free zone, allowing it to sustain its demand supply and to go further and deliver faster than ever before.



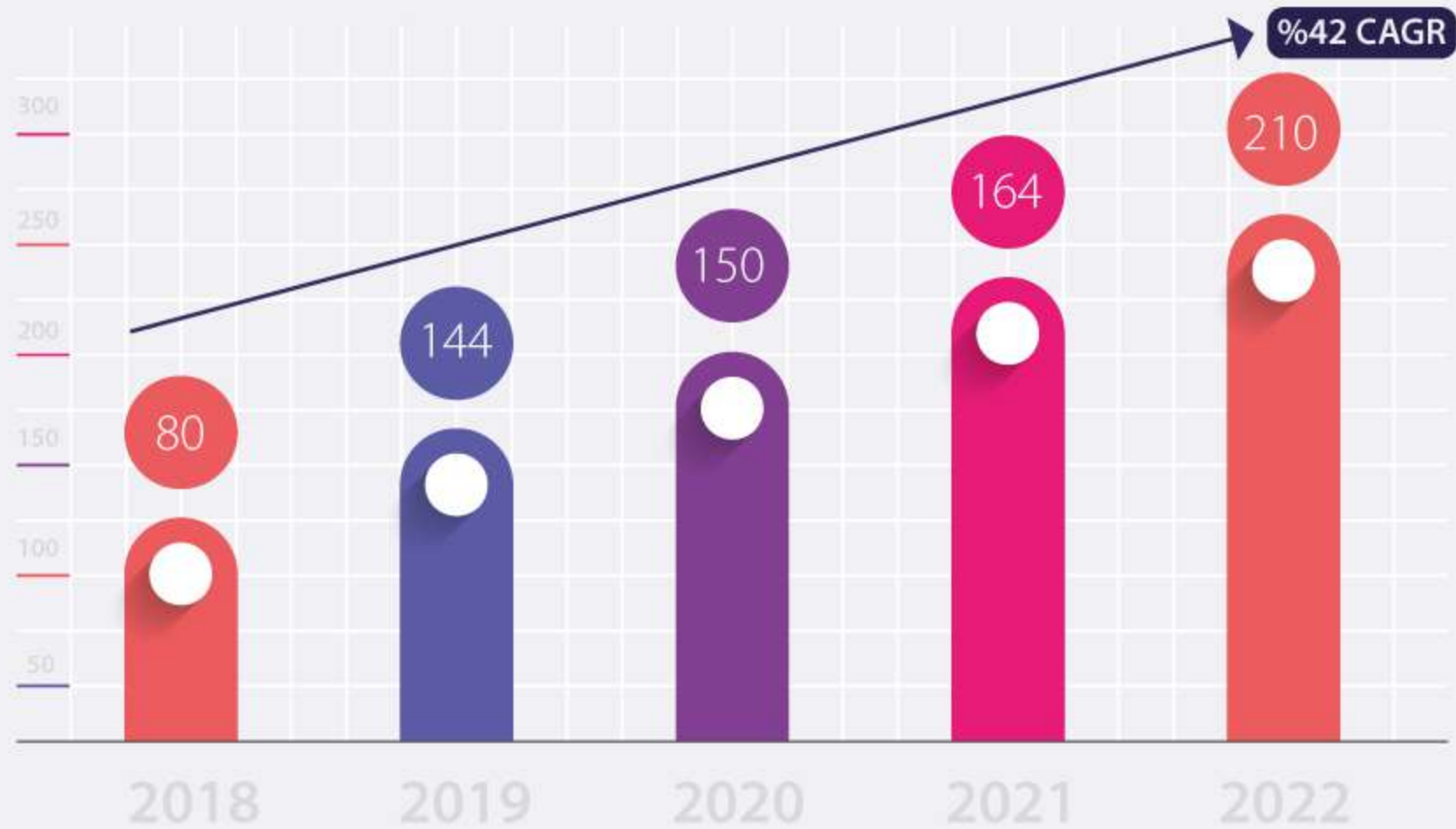
# 2.

Likewise, the group also reaps the benefits of its seasoned board of directors and executive leadership, placing digital transformation at the heart of their agenda in pursuit of delivering more efficient, agile, and scalable operations across the region.

Today, the group's key focus remains on its Consumer Electronics division and operation, having built partnerships with top 5 consumer electronics and home appliance manufacturers, making the group deliver a more diversified portfolio for different market segments at scale. Ezma Consumer Electronics is a market authorization holder for many well-established brands such as Uneva and General Gold. Likewise, the division is the exclusive distributor of several global brands, namely Skyworth and Chiq.

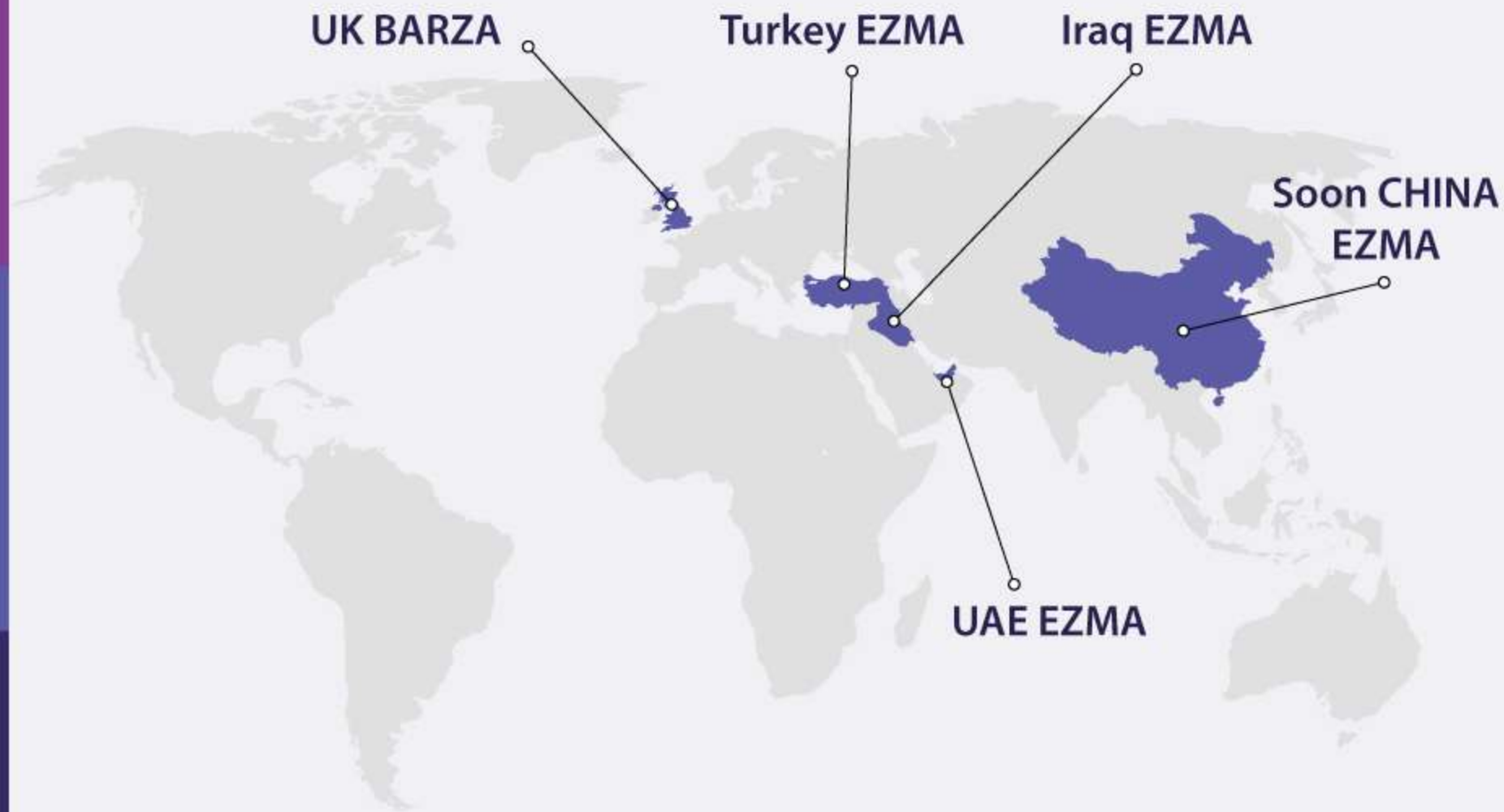
### 3.

As a brand, Ezma Consumer Electronics considers itself a transformative multi-brand provider offering individuals high quality, value-driven and durable products delivered through a seamless experience that is built with the customer in mind.



In that capacity, the group understands the importance of people and the implications of the pre, purchase and post-purchase journey on long-term brand and business growth and equity and continues to invest heavily in designing operational standards and experiences that elevate the level of customer engagement and customer care.

# Company Brief



## **Ezma** **Based in UAE**

Office 1104, Al owais business tower,  
Diera, Dubai, UAE  
Website: [www.ezmafze.com](http://www.ezmafze.com)  
E-mail: [shorsh@ezmafze.com](mailto:shorsh@ezmafze.com)  
Contacts: 5002 632 50 00971

## **Ezma Erbil** **Based in Iraq**

B-2-25, Sarwaran Qt 331 Koya road,  
Erbil, Iraq  
Website: [www.ezmafze.com](http://www.ezmafze.com)  
E-mail: [shorsh@ezmafze.com](mailto:shorsh@ezmafze.com)  
Contacts: 7824 448 750 00964

## **Ezma Turkey**

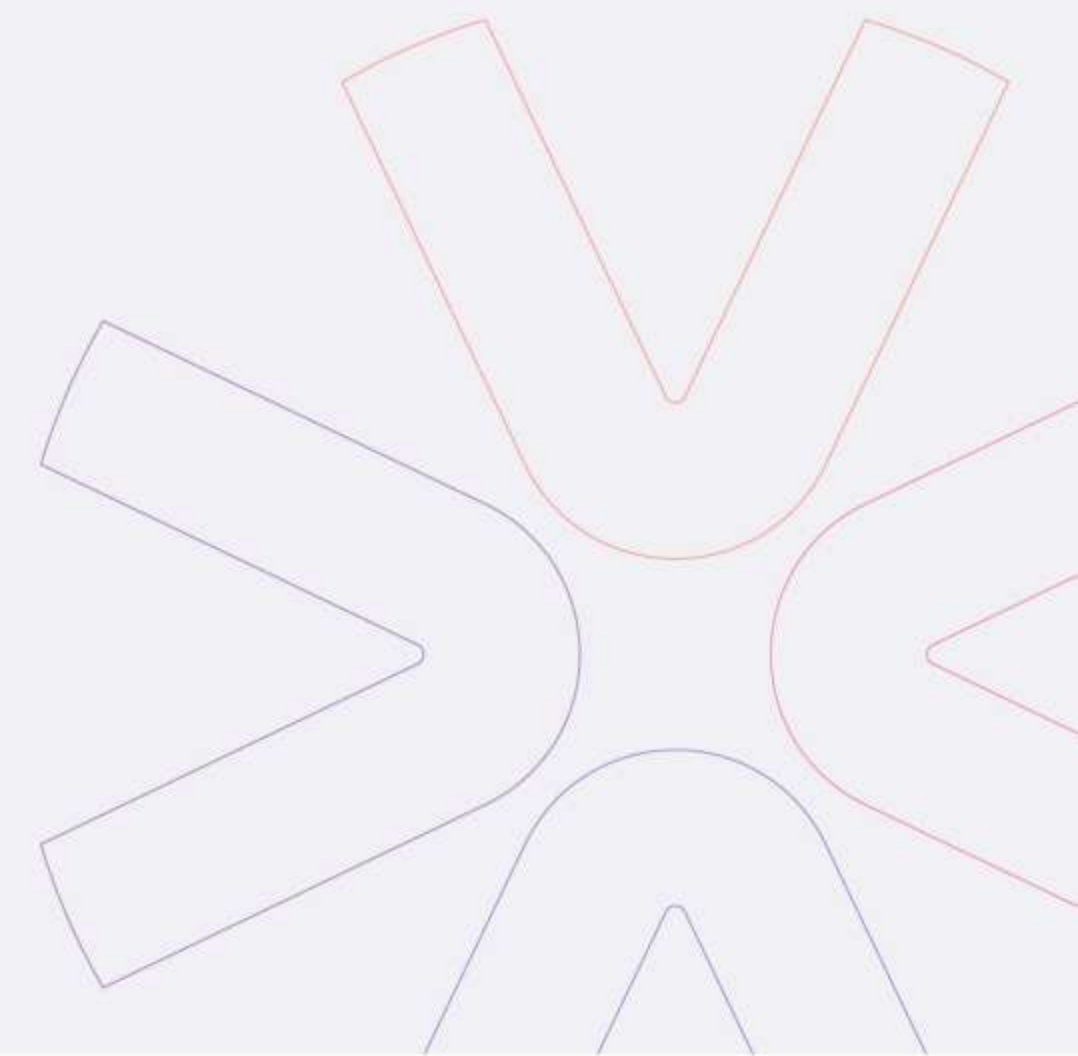
Website: [www.ezmafze.com](http://www.ezmafze.com)  
E-mail: [shorsh@ezmafze.com](mailto:shorsh@ezmafze.com)

## **Ezma China**

Website: [www.ezmafze.com](http://www.ezmafze.com)  
E-mail: [shorsh@ezmafze.com](mailto:shorsh@ezmafze.com)

## **Barza-EBI** **Based in UK**

Website: [www.ezmafze.com](http://www.ezmafze.com)  
E-mail: [shorsh@ezmafze.com](mailto:shorsh@ezmafze.com)  
0044 730 848 2323



# Mission

Deliver multi-brand, durable, reliable, innovative and high-quality products through a seamless and frictionless customer journey before, during and after the purchase, ensuring satisfaction at every turn.

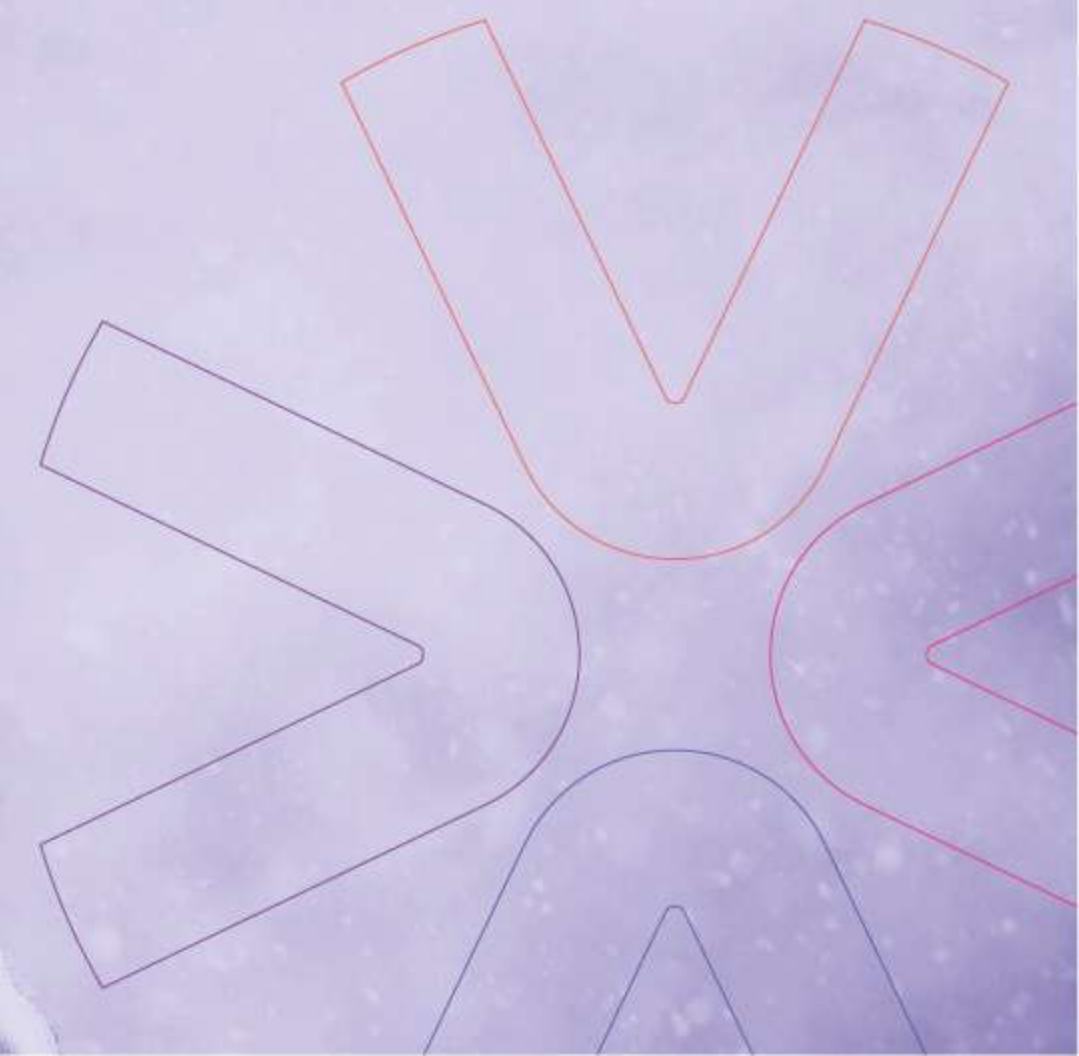


# Vision

To be one of the leading consumer electronics provider in the Middle East and North Africa Region and beyond by placing our people and customers at the heart of our journey.

Lead with Integrity Act with Humility  
Deliver with Focus Corporate Culture:  
Lead with an agile mindset, Deliver the  
future of the industry, and  
enjoy the journey

# Values



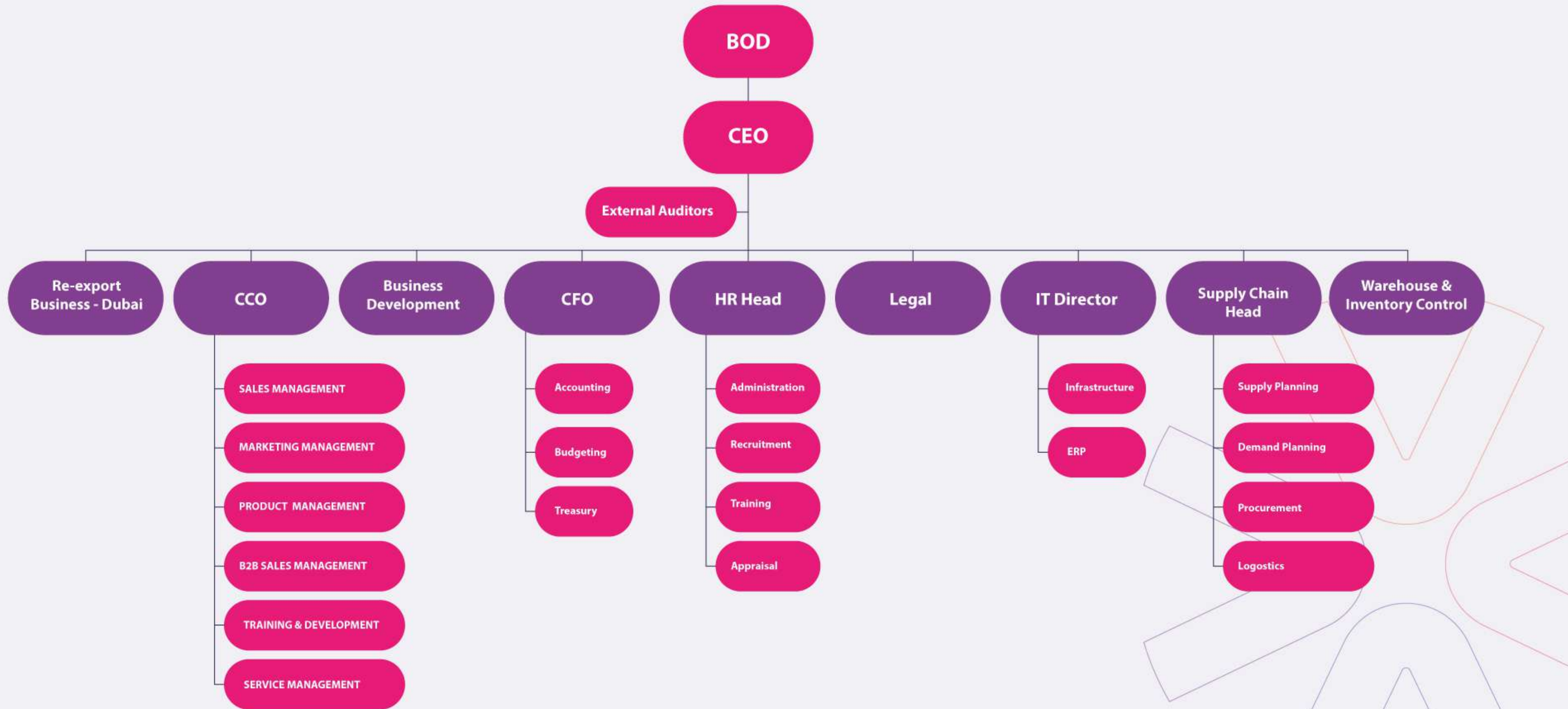


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# Organization Structure



## Executive Leadership:

About

### 1. Mr. Shalaw Ismael Founder/Chairman

As the Founding Partner of Ezma Holding, Shalaw brings solid multi-brand global trading experience from across the Levant, Gulf and North African Markets and currently forefronts the affairs of the boards, represents their interests in major and significant business relationships as well as overseeing the company's strategic vision and growth plans.



## Executive Leadership:

About

### 2. Mr. Shorsh Ismael Vice Chairman/ Board Member / VP Business development

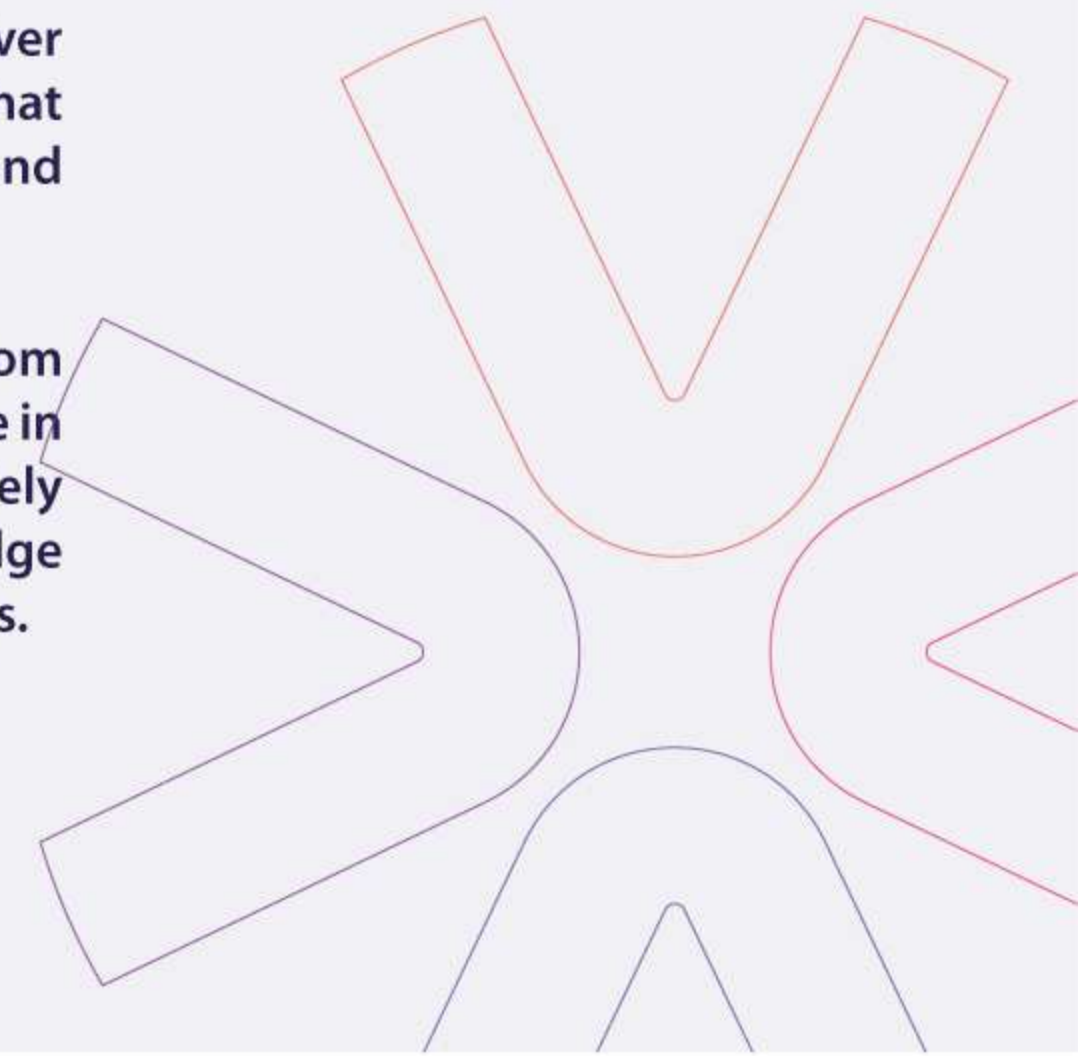
Following years of hybrid roles at his Family's business, Shorsh was appointed as Ezma Holding's Vice Chairman for his years of extensive experience in cross-disciplinary roles with high focus on business development area.

At the helm of the Ezma Holding operations, Shorsh has built robust relationships and strategic partnerships with several regional and global brands, making him today the primary shareholder directing manufacturing and outsourcing for the group.



His experience, coupled with his ardor have been the driving success behind his ability to maintain and deliver relationships and operations that yield commendable brand and business results.

Shorsh studied in the United Kingdom and graduated with a Master degree in management, which ultimately powered his ability to source, bridge and build cross-border relationships.



## Executive Leadership:

About

### 3. Dr. Gennaro Russo Advisor to the Board of Directors for International Relations

He holds a master's degree in political science from the University of Naples in Italy and English literature from the University of Michigan.

In addition to his long experience with international companies of nearly 40 years, Dr. Russo supervises Ezma Holding's commercial relations around the world with suppliers and business partners, enabling Ezma Holding Group to Entering new business areas and other countries as a result of his skills in creating lasting business relationships



Executive  
Leadership:



About  
**Mr. Amer Qatarneh**  
Chief Financial Officer

With over 12 years of experience in different sectors and corporations including international audit firms, Amer has extensive knowledge in Accounting and Finance, IFRS, and Corporate Finance. Amer holds a degree in Finance, and is an expert at Financial Control, Business Intelligence, Budgeting and Reporting, Data Analytics, Cost Structuring as well as External Audits.



About  
**Mr. Dilshad Qader**  
Procurement Director

In charge of oversight of the Operations, Dilshad brings more than 12 years of experience to his role at Ezma Holding. Having done the rounds at his alma mater, Dilshad's knowledge expands beyond procurement and into logistics giving him a unique perspective on the operation.

## Executive Leadership:



About  
**Mr. Ammar al Kafarneh**  
Marketing Manager

A communicator and storyteller at heart, Ammar brings more than a decade of experience in the retail and consumer electronics sector to Ezma Holding. Ammar comes with an impressive record of accomplishment in marketing communications and brand management to articulate and implement communication plans that aim at maximizing brand exposure and return on investment.

Ammar graduated from Egypt with a degree in Mass Communication with a focus on Advertising and Public Relations. Ammar's degree is accredited from the Greenish University in London. While his career has been fruitful, Ammar saw himself excelling in the field of brand management, performance marketing and ecommerce having worked in several renowned establishments over the years.



About  
**Mr. Ahmad Yahya**  
Customer Services Management

As a people's person, it seemed like a natural choice for Ahmad to thrust forward in the field of customer care. Bringing two decades of varied experience to the table allows Ahmad the ability to run his operation smoothly; ensuring customers remain at the heart of the post-purchase journey.

With experience working on global brands such as Samsung, as well as years of experience in the Iraqi market mean Ahmad is able to combine global knowledge with local insight to deliver what will create impact. Ahmad graduated with a degree in Administration and Economics from the University of Baghdad.



About  
**Mr. Khalid Al Saadi**  
IT Director

Khaled is a well versed IT professional with over a decade of experience in IT Management and ERP implementation and management across several sections spanning Retail to Pharma. Khalid holds a degree in Electrical Engineering from the University of Jordan and had previously held several senior position and well-established brands such as Ikea.

## Executive Leadership:



About  
**Mr. Hersh Kader Omar**  
HR and Administration Manager

Hersh graduated from the University of Erbil with a degree in Management & Administration, and has over 10 years of experience in the field of Human Resource Management, Talent and Culture, playing an integral part in ensuring the human capital of Ezma Holding is well versed, equipped and ready for personal, career and business growth.



About  
**Mr. Hazhar Rasul**  
Logistics Manager

Hazhar joined Ezma Holding in 2017 and since has proven to be of value to the operation, managing and developing the logistics team and optimizing order cycles from supplier to destination.



About  
**Mr. Ali Babakr**  
Treasury Manager

Ali has been part of Ezma Holding for the past 10 years. As the Treasury Manager, Ali is in charge of cash flow management as well as cash receivables and payables and internal and non-operational remittances and exchange industry.



## Executive Leadership:



About  
**Mr. Ahmad Abu Dhair**  
Commercial Manager – Export

With over 10 years of experience in a Multinational Corporation for Consumer Electronics, Ahmad comes with an impressive record of managing sales and marketing on a regional level. His experience in both B2B and B2C specializations, coupled with his degree in Marketing allow Ahmad to put together strategic plans that lead to stronger positioning and customer experience across markets. Ahmad is also experienced in retail, supply chain management, brand management and communication having previously worked on brands such as Samsung and Panasonic.



About  
**Mr. Mouayad Hawarneh**  
Operations Manager

Mouayad has more than a decade of varied experienced in Operations Management, Logistics and Sales. With a solid background in Finance and Sales processes, Mouayad bring a holistic approach to his operations and role.

Graduating from Damascus, Moayad graduated with a degree in Economics, and later delved deeper into electronic trading, logistics, and finance communication working in trading for both traditional and non-traditional markets.

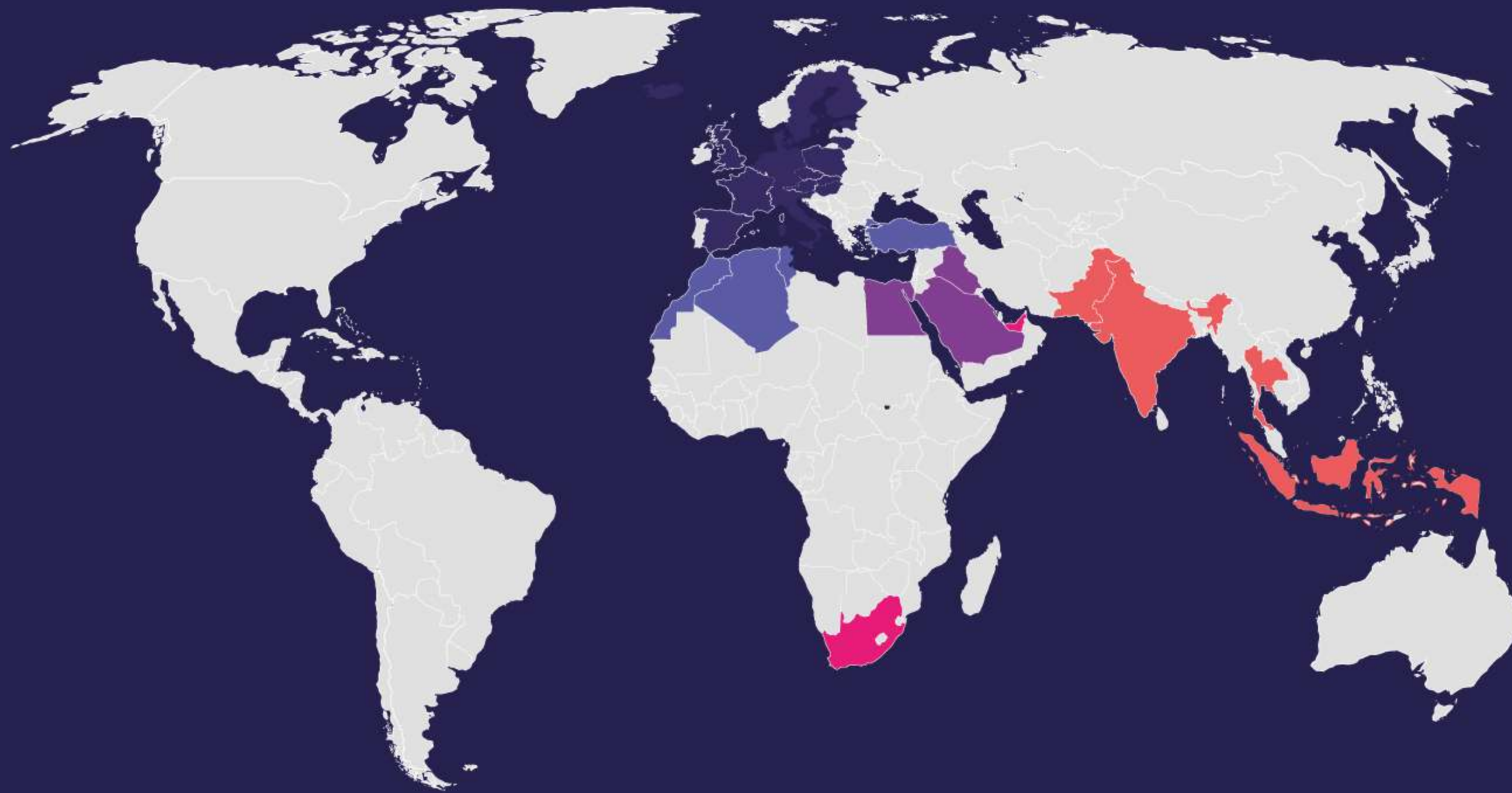


About  
**Mr. Abdelrahman Tubeileh**  
Financial Controller

Abdelrahman graduated from the University of Petra in Jordan with Bachelor of Arts in Accounting, and has led several Financial operations, most recently Ikea, before Joining Ezma Holding for his extensive retail experience.

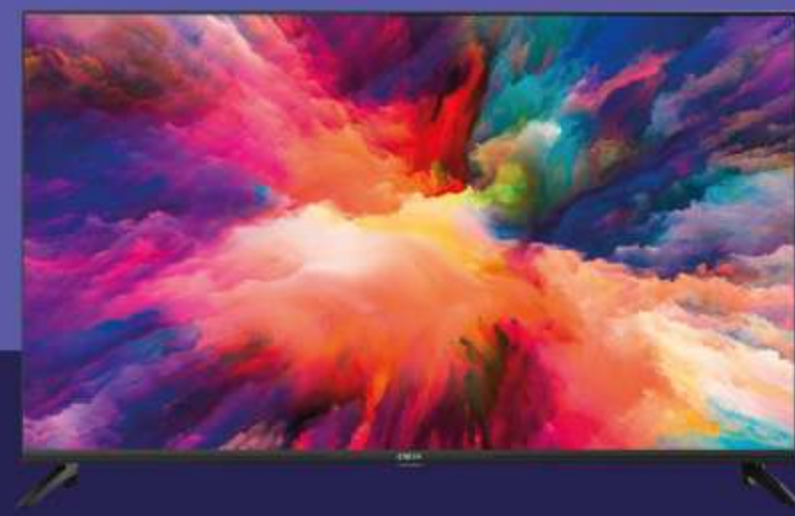
# Our corporate culture





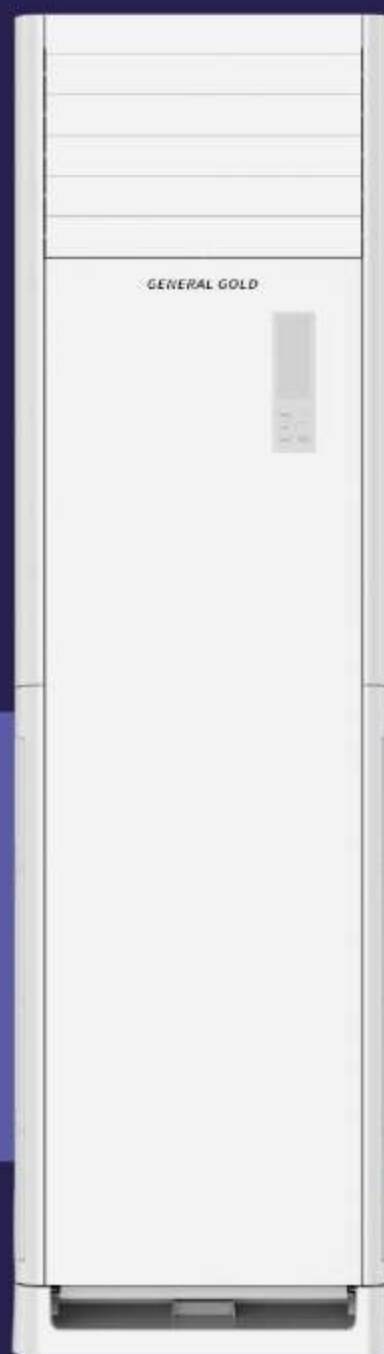
- Algeria
- Egypt
- Iraq
- Morocco
- Saudi Arabia
- Tunisia
- India
- Turkey
- Pakistan
- EU
- Indonesia
- Malaysia
- South Africa
- South Korea
- Taiwan
- Thailand
- USA
- Lebanon
- United Kingdom

LEVA  
Products range



# GENERAL GOLD

Products range



# Exhibition Presence Ezma In Dubai EXPO 2021



# Certificate Awards



# Ezma Corporate transformation





## Commercial Department

**Market penetration is our key tool** to ensuring that high sales volumes are achieved. This is determined by sales growth and market share dominance. Despite it being a very competitive market, we have been able to take the responsibility of meeting our customers' needs in a very professional manner. We are the backbone of the company that ensures that it thrives and flourishes with each unit that is sold. the dawn of each day at Ezma Holding is charged with the wil to making a difference

Regardless of location, **we cover the entire market with all of its characteristics,** in addition to all of the business areas which are comprised to all of the business areas which are comprised of the organized market, the traditional market and brand shops

At Ezma Holding, we pride ourselves for having our very own product strategy, which enables us to **confidently compete and serve new areas.** This is further implemented by following our penetration techniques of providing new product line-ups; and the execution of various tailored marketing strategies to



## Marketing Department Main Function

To Manage company's overall marketing activities, strategic planning programs, Maximize Sales and Brand Awareness with a daily , Weekly and monthly Seasonal calendar with innovative client services programs resulting the highest brand equity across the region.



**Consumer-focused  
Marketing**



**Solid E-commerce  
Solutions**



**Innovative  
& Creativity**

## Objectives

- **Marketing Calendar**

Prepare & implement annual marketing calendar covering all categories with huge advertising coverage, through daily , weekly and seasonal approach.

- **Marketing Campaigns**

Manage company's marketing campaigns with the latest & best communication approach, covering all media channels; ATL, BTL & TTL.

- **Brand Image**

Full responsibility of company's branding guidelines, from all aspects , internally & externally

- **Database**

Full responsibility of company data base, in terms of customers database , segmentation & personalized campaigns

- **External Activities**

Participation in worldwide events, joint sponsorships, and CSR programs with local and foreign entities'.

- **E-commerce**

Manage ecommerce; catalogue, content, order processing, payments gateways and plug ins services.

## Marketing Activities



1.

### Online Marketing

Social media Platforms  
Search Engine Marketing (SEM)  
email Marketing  
Content Marketing  
Search Engine optimization (SEO)

2.

### Individual Marketing

Products Sampling & Giveaway  
Discounts & Promotion  
Direct Selling /Events  
Guerilla Tactics

3.

### Mass Marketing

TV commercials  
Radio Commercials  
Billboards , wall units & tunnels  
Printing distribution (Flyers)

# Finance Department

**Build a solid finance Structure with 3 main divisions : Accounting ; Treasury; and Budgeting**

**Building a strong internal controls including policies and procedures, multi checking process, and monthly reporting tools with the needed analysis.**

**Assuring having strong external controls to empower the credibility by signing an Audit agreement with one of the internationally well-known Audit firms : Grant Thornton – Big 5 globally**



## SAP Cloud Solution

Advance Business Reporting  
Inventory Costs Controlling  
Cash Flow Management  
Data & Cloud Security  
Business Process Workflow  
Supply Chain Management  
Automating manual processes  
Customer Care and Service  
Dashboards  
SAP Mobile Apps  
Support Marketing and E-Com  
Integrated Solution

## Transformation and Clouding Solutions

Cloud Servers.  
High Security level.  
Easy to access.  
Backup solutions.  
Business data Protection.

## Microsoft Office 365

Work from anywhere.  
Make work easy.  
Collaborate in real time.

## Ezma Holding Warehouses:

Ezma Holding warehouses are located across Iraq; in known strategic storage areas such Erbil, Basra and Sulaymaniyah. Having warehouses in these locations facilitates local distribution, labor.

Ezma also utilizes 3PL managed warehouses in renowned hubs outside Iraq; such as Turkey, the UAE in addition to other countries; facilitating distribution on a regional level. Ezma facilities include inventory insurance, which is reinsured with "Hannover"; an international reinsurance company. All facilities are equipped with firefighting systems and safety measures that comply with known international standards, along with instructions of the local Civil Defense Directorate.



## Ezma Holding Warehouses:

Warehouses are managed by a warehouse management system with an ERP one under the umbrella of SAP  
In addition to solid SOPs, Ezma Holding is also focused on becoming a more strategic procurement and supply chain organization; managing and optimizing the full order cycle in a manner that is leaner and more efficient. Today our processes include demand planning, procurement, and logistics distribution, with processes focus on the efficient and cost-effective delivery of goods to the customer.

Supply chain performance operations go well beyond tracking and reporting performance that include forecast accuracy.



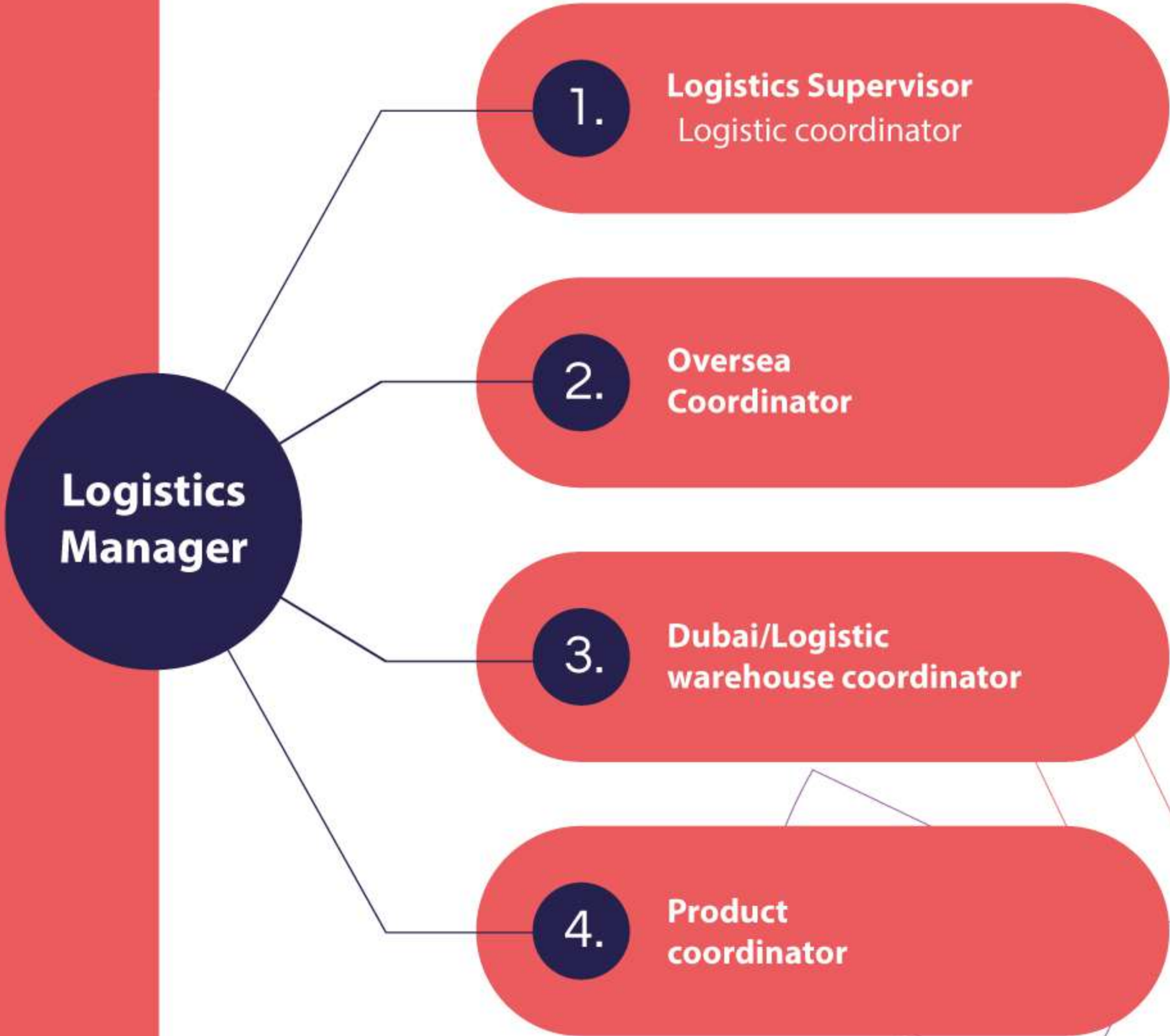


# Ezma Holding Supply Chain



# Logistics department

- EZMA holding has been focused on becoming a more strategic supply chain and procurement organization by managing and optimizing the full order cycle.
- Processes include demand planning, procurement, logistics distribution, and focusing on the efficient and cost-effective delivery of goods to the customer.
- Supply chain performance operations go well beyond tracking and reporting performance, that includes forecast accuracy.



## Customer Service

- Customer service is the support that enables our customers to have an easy and enjoyable experience with our organization.
- It is a bridge that connects us with our end Customers.
- Providing superior customer service is important in maintaining the vigor of our success and is pivotal to supporting our sales growth.
- It is an important marketing tool that supports the Organization's plans to develop its business in the market through direct contact with customers.
- Our customer service experience entails one-on-one interaction with the customer; which is critical to ensuring buyer satisfaction and repeat business.

# Ezma Service Network



Baghdad



Erbil



Mosul



Basra



**Ezma has 4 service centers to serve customers across four main cities**

**Partnerships with 60+ third party networks across Iraq to service customers**

**Main spare part warehouses and sub warehouses across Iraq**

Working diligently to serve



# Strategic Objectives

1.

## Customer Satisfaction

Quality of service  
Repair Lifetime

2.

## Customer Loyalty

Good service satisfies the customers,  
lead to gain loyalty

3.

## Voice of Customers

Taking all customers needs  
into account

4.

## Enhance Brand Image

Significant service impact on  
the brand positively

5.

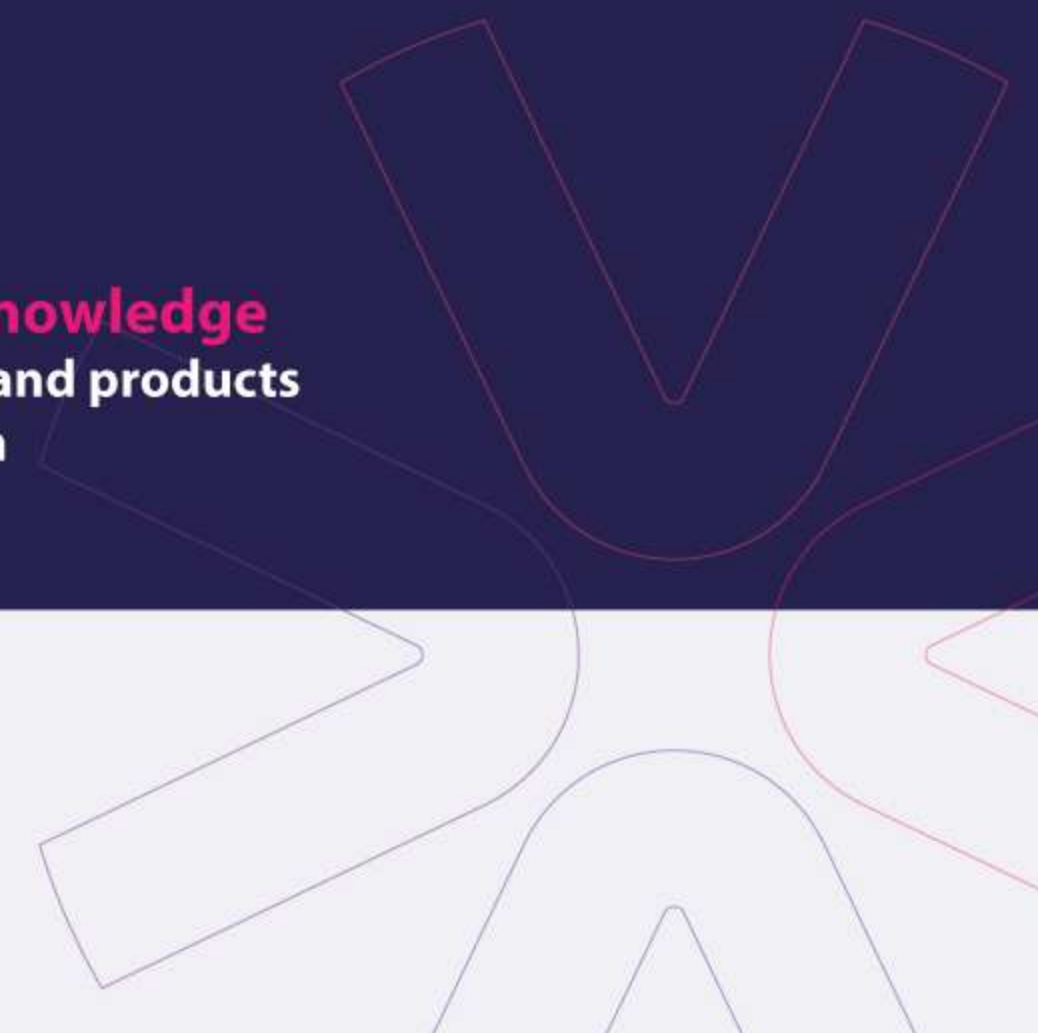
## Profit Center

Service is an added value and  
income profit

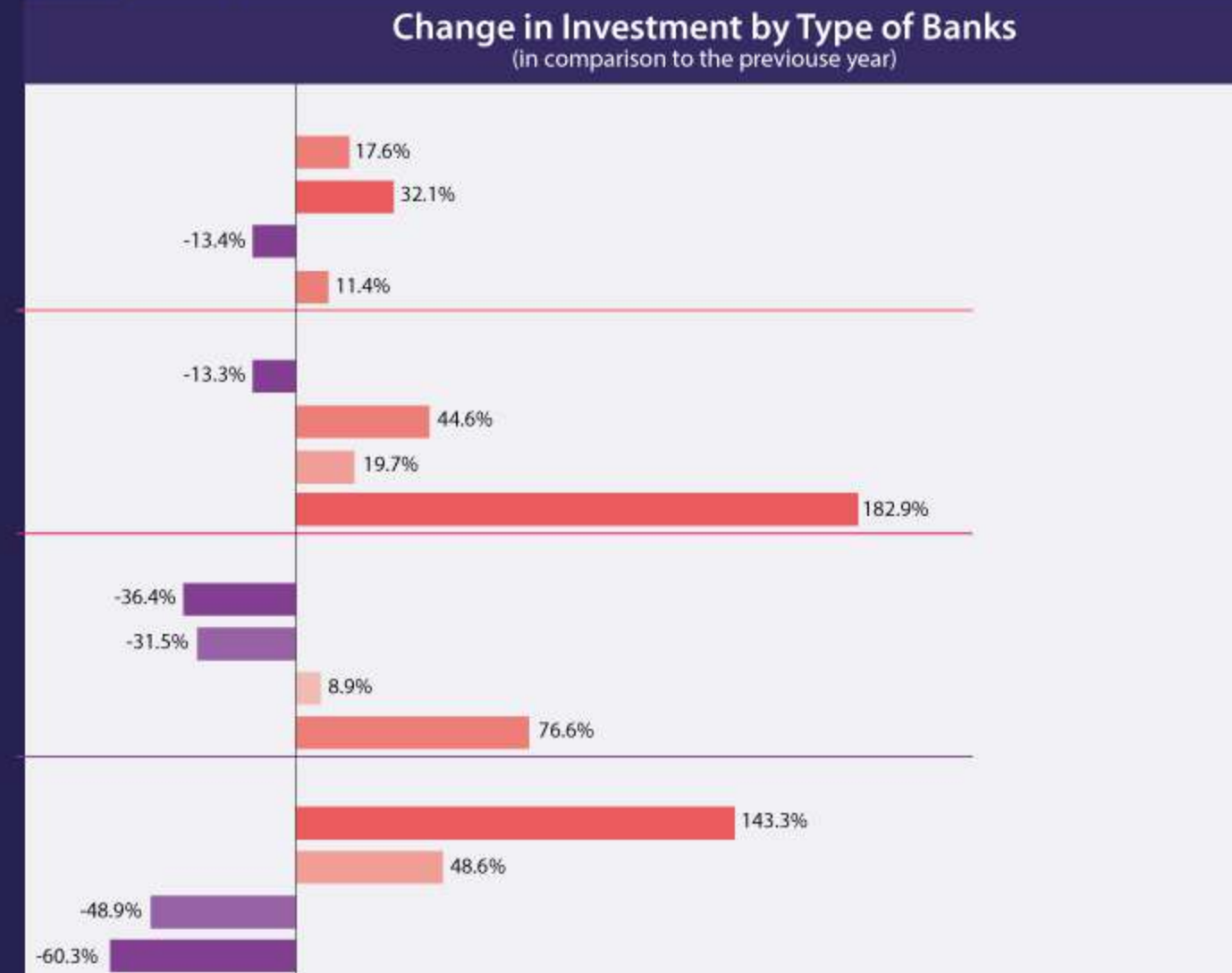
6.

## Product Knowledge

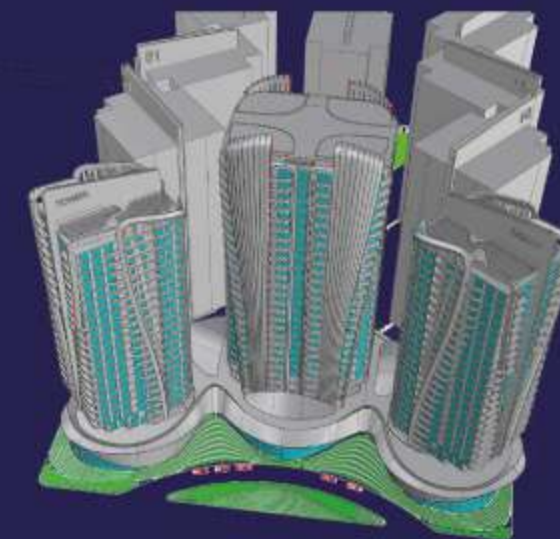
Knowledge and products  
specification



- With regards to banking services and technology; Iraq is strongly committed to keeping up with global trends and has taken successful strides in this area. Today, there are seven state-owned banks (SOB), fifty-three private sector-owned banks (PSOB), and fourteen international bank branches; raising the overall number of financial organizations in the country to seventy four. However, while banks in Iraq have 904 branches across the country, the majority of these branches are mainly located in the economic hubs of Baghdad and Basra, at %37.1 and %9.3, respectively ultimately slowing down overall financial progress.
- Despite having so many financial organizations, the Iraqi banking industry only contributed %1.94 of the country's overall GDP in 2021 strongly indicating that there are still some banking aspects that need to be addressed. Iraqis to date, are still dependent on cash payments, which is further verified by the World Bank report, whereby in 2017, a mere %23 of Iraqis had owned a bank account. This is directly attributed to a lack of confidence in the banking sector coupled with inadequate knowledge of cashless-payment methods.
- Due to the current situation of the banking sector in Iraq, Ezma Finance penetrated the market with the exchange industry in 2016. This financial arm was created in part, due to the fact that our business hub is our home country of Iraq, regional and global expansion plans as well as the lack of a strong banking system. This financial arm was created under the umbrella of both Ezma Holding and that of the CBI rules and regulations.



- A major factor that affects the value of real estate is the health of the economy. Economic indicators, such as the GDP, employment data, manufacturing activity, and inflation, exchange rate fluctuations, in addition to interest rates, mortgage rates amongst other indicators are the measuring criteria. Considering the fact that the pace of growth is high, the industry's output will be driven by ongoing work on various infrastructure projects. Forecasted growth is set to register an annual average growth of 5.1% during 2023-26; with the housing sector having grown significantly in Kurdistan since 2003. In the last decade, home prices have risen anywhere between %400 to %1,000.
- Stemming from the diversification business belief of Ezma Holding, and as a result of the boom in the real estate sector in Iraq, a strategic decision was taken by the group in 20219 (to invest in the real estate sector focusing on Kurdistan Northern Iraq.
- This invest which is a mix of both residential and commercial real estate was purchased with the purpose of trading in both short and long-term activities in the market. Some purchased were executed to support the Ezma Holding operations.





- Ezma commenced its consumer goods operation in 2008 with more than 20 detergent and cleaning product lines. The full logistics and importing operation is conducted by Wings; who are our exclusive distribution arm in the Middle East. Wings is one of the most trusted names in both Indonesia and Japan in the household, personal care and food and beverage product lines.
- Ezma FMCG is strongly committed to the improvement of the daily lives of Iraqi consumers which is clearly reflected in the impeccable manner it services its customers. Innovation and keeping up with evolving consumer tastes have enabled Ezma Holding in remaining at the forefront of the consumer goods market.
- Although currently only servicing the Iraqi market, expansion of the business line is Ezma Holding's strategic objective with a plan of expanding outwards in the coming years.



- In line of keeping up with consumer needs, we have developed a luxurious bath soap that maintains skin moisture, and has a long lasting fine fragrance. Giv perfumed beauty soap embodies the needs and desires of what consumers want; ultimately winning the trust of millions.
- Shea Butter is a fat extracted from the nuts of the Shea tree in Africa, and has been used since ancient times to protect the skin from the sun. What makes Shea butter son unique is that is easily absorbed by the skin and retains water in the skin.
- Vitamin E functions as an antioxidant to prevent damage to skin tissue.
- Fine Fragrance is a long-lasting luxury perfume fragrance.
- Giv Perfumed Beauty Soap body wash and bar soap are available in 4 variants:
  - Damask Rose & Cherry Blossom (Pink)
  - White Flowers & Vanilla (White)
  - Passion Flower & Sweet Berry (Purple)
  - Water Lily & Chamomile (Blue)

- **SoKlin Liquid is a liquid detergent concentrate that cleans clothes effectively, easily and quickly. Enriched with Power Clean Action formula; it is able to clean spots and keep colors bright without damaging fabric fibers. The anti-bacterial formula makes clothes odorless even when they are soaked for a long period of time and protects clothes from developing a musty smell. The long-lasting perfume gives a long-lasting fragrance to your clothes.**
- **SoKlin Liquid is available in 6 variants:**
  1. SoKlin Liquid Antibac with Antibacterial Formula makes clothes prevents clothes from smelling even if soaked for a long period of time and protects clothes from developing a musty smell.
  2. SoKlin Liquid Softergent with softener; cleans and soften clothes
  3. SoKlin Liquid Perfume Collection Violet Blossom: A special blend of perfume that allows you to enjoy the luxury of world-class perfume on your clothes all the time.
  4. SoKlin Liquid Perfume Collection Scarlet Blossom: A special blend of perfume that allows you to enjoy the luxury of world-class perfume on your clothes all the time.
  5. SoKlin Liquid Soft Sakura Collection: Inspired by the beauty of spring in Japan.
  6. SoKlin Liquid White and Bright: Composed of an optical brightener to keep colored clothes bright and white clothes white.



## Corporate social responsibility

- Ezma Holding believes that giving back to the local community is an important responsibility and remains at the heart of their core mission.
- As part of Ezma's social responsibility, we have created a mobile app called home school. Homeschool is a mobile software designed to help learners that require any form of remote learning and education to enhance their learning capacity. Like any other online platform, our app is designed to facilitate learning; a web space or portal that is abundant with educational content and resources. The app contains huge educational course content which can be divided into different topics or subjects. Content is typically uploaded to the platform by a course instructor or teacher, depending on the institution the student is signed up with.
- An e-learning platform is restricted by membership, whereby only students that are registered can access it. The benefits of an online course platform are that both students and teachers can track student progress through course material, having everything neatly organized in one place. Additionally, students who are trained by an expert instructor have the option of interacting with each other on the platform, allowing student participation.
- Beyond education, Ezma Holding is also committed to enhancing the public health sector, and has had a major impact in supporting local hospitals in Kurdistan. Today the Holding Company prides itself on being the life support of the locals; facilitating huge funding and annual donations by supplying the latest technologies under the supervision of the government sector.



Thank you