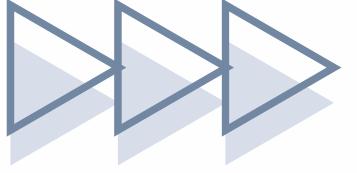




COMPANY PROFILE

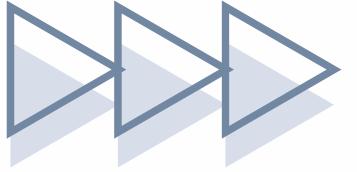
Www.gemegypt.com

Agenda



1. Business Architecture
2. About Company
3. Vision & Mission
4. Swot Analysis
5. Operation Chart
6. Suppliers
7. Brands
8. Operation Summary
9. Sales & Target
10. Price Structure
11. Distribution Coverage
12. Marketing Activities
13. Egyptian Market
14. Contact Us

Business Architecture



GEM TRAVEL

Since 1989

Travel & Tourism

GEM IMPORT AND EXPORT

Since 1992

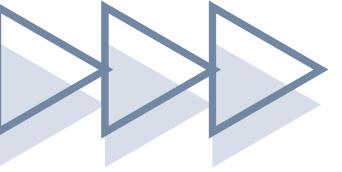
Importation & Distribution
of personal care products

GEM LIMOSINE

Since 1989

Car & Bus Rental

ABOUT COMPANY



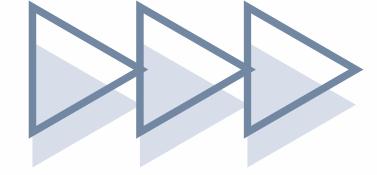
Since 1992, **GEM IMPORT & EXPORT** has been a pioneer in brand-building and distribution of premium beauty and personal care products across Egypt.

With over three decades of experience, we specialize in delivering **innovative, high-quality haircare, skincare, personal care and professional cosmetic products** that cater to diverse consumer needs.

Our success is built on a carefully curated portfolio of global brands, strategic partnerships, and an extensive distribution network, allowing us to maintain a **leading market presence** while ensuring **sustainable growth**.



Vision And Mission



Mission

We are committed to:

Delivering world-class brands to consumers across all market segments.

Ensuring maximum product visibility and availability through optimized distribution networks.

Driving growth through **innovative marketing strategies** and advanced technologies.

Upholding the highest business ethics while delivering complete consumer satisfaction.

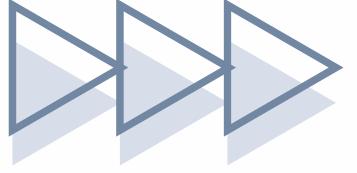


Vision

To be Egypt's **leading distributor** of premium beauty and personal care products, recognized for innovation, trusted partnerships and sustainable expansion.

We aim to maintain sustainable growth through the integration of advanced technologies, fueled by passion and innovative strategies.

Swot Analysis

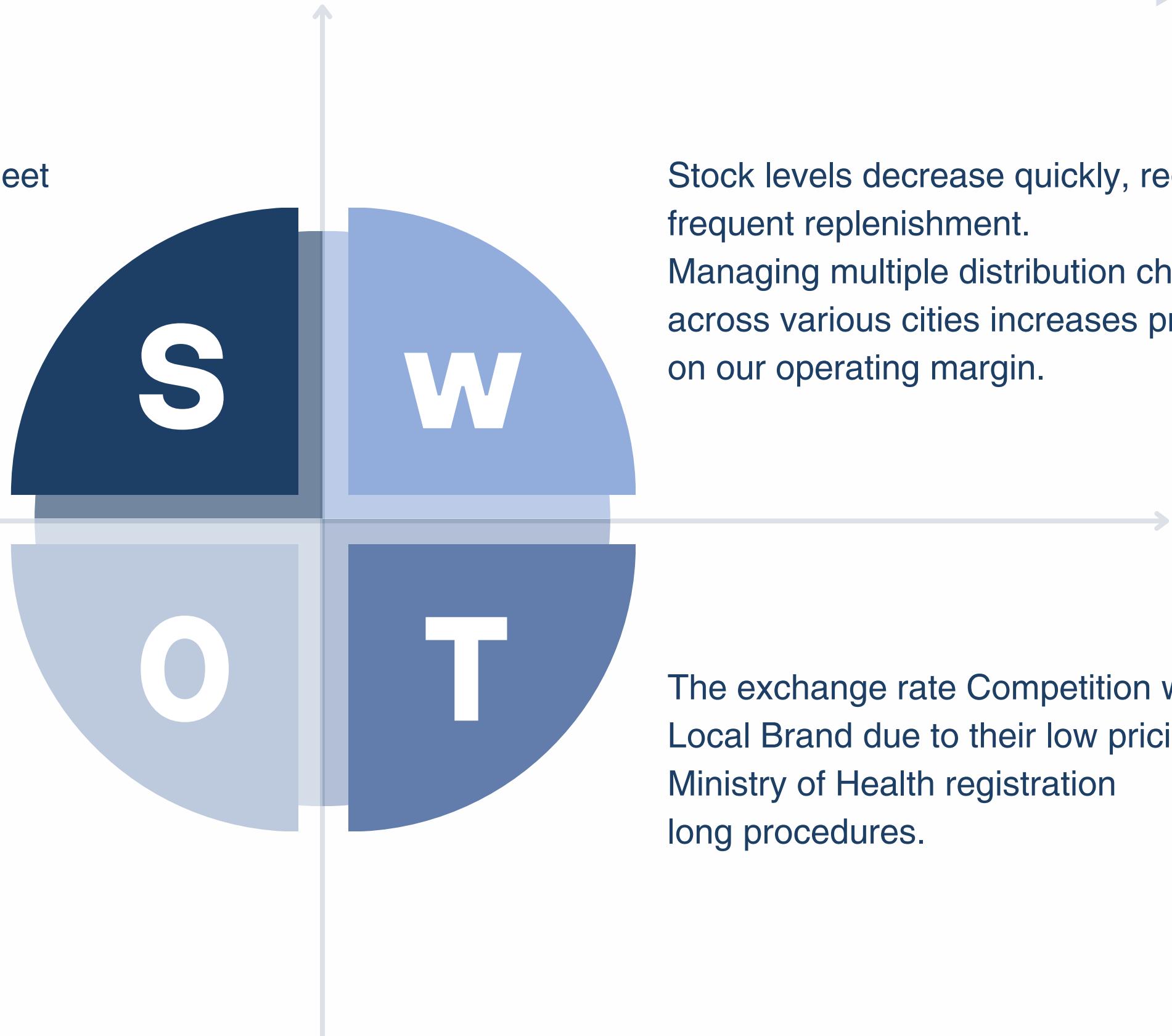


We cover key areas across Egypt with our dedicated fleet of drivers and sales representatives.

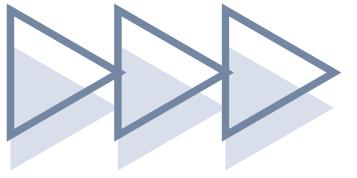
Our distribution network includes pharmacies, salons, boutiques, perfumeries, wholesalers, hypermarkets, supermarkets, and online platforms.

We hold a strong market position with a 20% share in the cosmetics industry.

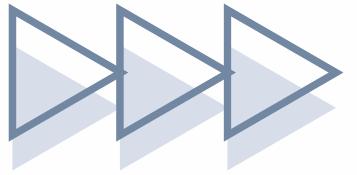
Expand our market share by introducing new brands to cover all segments, leveraging their quality and competitive pricing.
Boost turnover through E-commerce platforms.



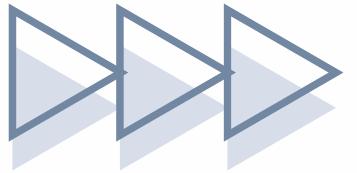
Organisation Chart



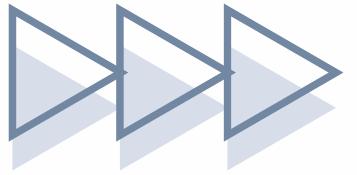
Suppliers



Suppliers

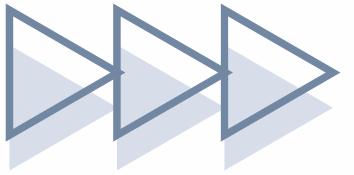


Suppliers



Brands

Hair & Skin Care



Jardin Flamingo

Batiste
DRY SHAMPOO

HB HAIRBURST

ORS

ZERO
FRIZZ

Thicker
Fuller
Hair

CREME OF NATURE.

SELSIUM

MORFOSE
HAIR CARE SERIES • HAIR CARE SERIES • HAIR CARE SERIES

Karseell®
MACA CARE SYSTEM

REVOX®
B77

KATIVA

DAX®

MODISH®

CLIVEN
ITALY

Nature's
Bounty®

SILK E R A T I N E

FASHKOOL®

ENERGY®
COSMETICS

Disaar®
Beauty skincare

MOROCCANOIL®



YARA

S·G
SALON
GRAFIX®

ARMADA
PROFESSIONAL

NATURALIS

softnfree®
Love your hair

Ravita^{CRISTAL}

Lilien

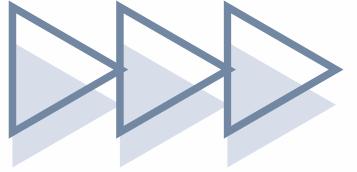
Oriense
PROFESSIONAL

OHOUD
Cosmetics

STAR KIN®

Brands

Personal Care



Dimples

Playtex™

Silkia
for silky skin

COCOA
SKIN
THERAPY

Re-Gen

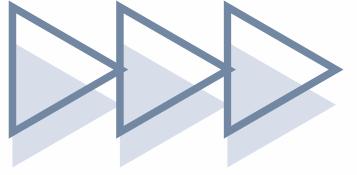
Youthair®

STOPLY

ZACT

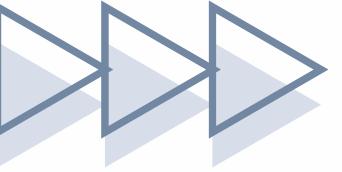
Brands

Make-up & Tools



Brands

Fragrance



PERFUMER`S
CHOICE

COLOUR ME

KASHMIR
parfum de toilette

Hawaii

X

Smart®
COLLECTION

DeoMania

l'Origine



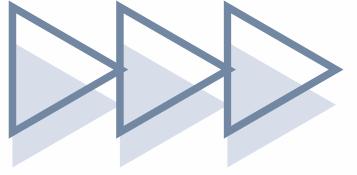
Frais



Lady's Secret™

Brands

Professional



REVLON
PROFESSIONAL

• OROFLUIDO™

OLAPLEX®

uniq
one

REVOX®
PLEX

WILDCOLOR™

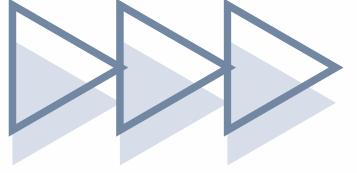
GALERIA
PROFESSIONAL

MACADAMIA
BEAUTY

ENERCOS
PROFESSIONAL

SGX
NYC

Brands



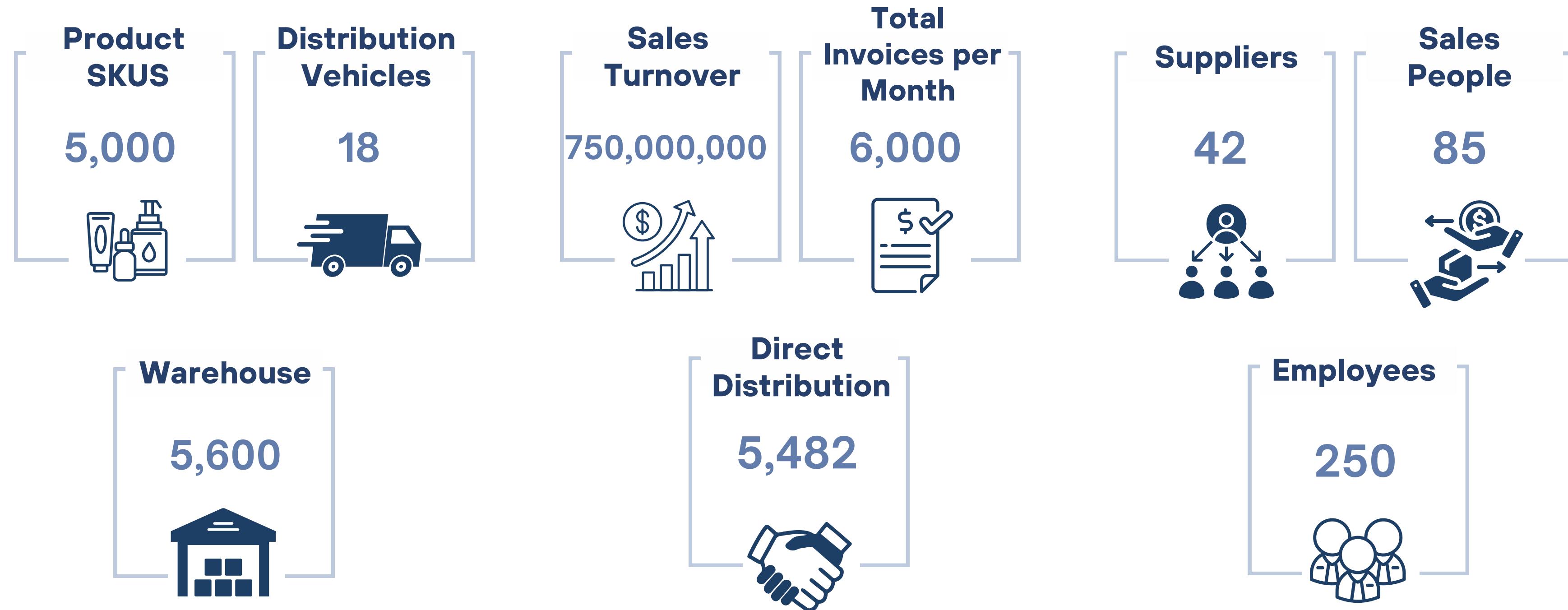
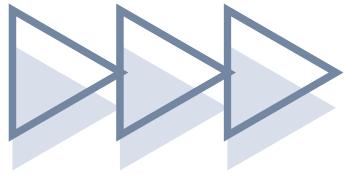
Sun Care



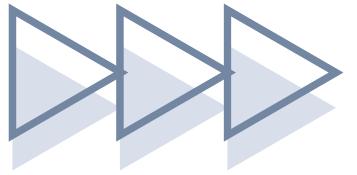
Baby Care



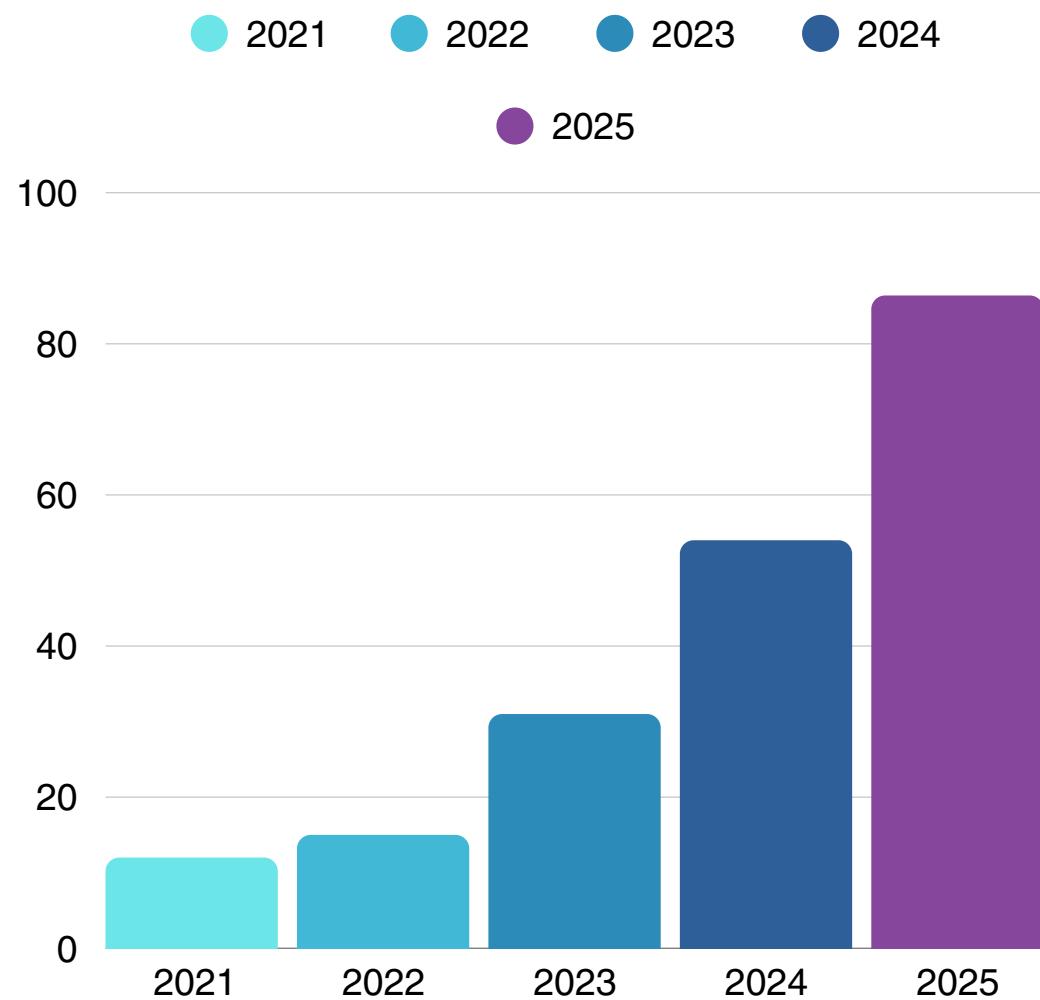
Operation Summary



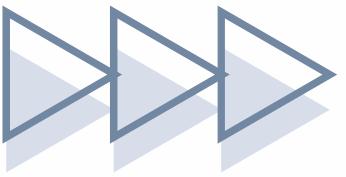
Sales And Target



2021	2022	2023	2024	2025 (Target)
271,275,000	312,486,000	410,499,353	749,865,748	1,200,000,000
12%	15%	31%	54%	86.4%

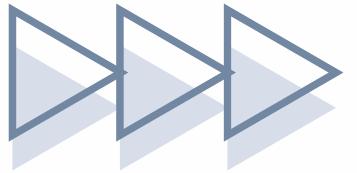


Price Structure



	Without trade agreement		With trade agreement	
	\$	1	\$	1
Ex-works	\$	1	\$	1
CIF	110%	1.1	110%	1.1
CIF Invoice	100%	1.1	100%	1.1
Duty	45%	0.5	0%	-
VAT Table	8%	0.13	8%	0.09
VAT	14%	0.24	14%	0.17
Trade Tax	2%	0.02	2%	0.02
MOH Fees	4%	0.04	4%	0.07
Bank + Clearance	6%	0.12	6%	0.08
Duty Paid Landed Cost		1.89		1.52
DPLC excl. VAT		1.65		1.36
Dist Mark-up	40%	0.66	40%	0.54
Marketing	10%	0.17	10%	0.14
VAT	14%	0.35	14%	0.29
RPP		2.82		2.32
RPP excl. VAT		2.48		2.04
Retail Mark-up	40%	0.99	40%	0.81
VAT	14%	0.49	14%	0.4
RSP	\$	3.95	\$	3.25
RSP - EGP	51	201.55	51	165.71

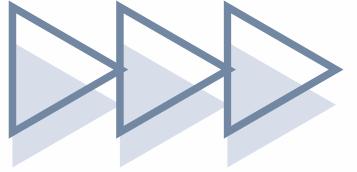
Distribution Coverage



Coverage 2025

Type	Cairo	Alexandria	Delta	UpperEgypt	Sharm	Hurghada	Total
Pharmacies	2831	15	10	20	50	50	2976
Super Market	67	18	12	15	15	12	139
Key Account	10	8	2	3	2	2	27
Wholesaler	20	3	2	4	5	6	40
Sub - Distributor	60	10	7	4	8	5	94
Boutique	180	58	28	36	37	60	399
Salons	898	431	188	123	110	57	1807
Total	4066	543	249	205	227	192	5,482

Marketing Activities



Point-of-sale support

Flyers, catalogues, display stands and attractive offers.

Education & Training

Upskilling sales teams and beauty advisors to boost performance and enhance product sales.

Exhibition

Engaging with trade partners and consumers.



Digital Marketing

Leveraging social media, influencer collaborations, and targeted campaigns.

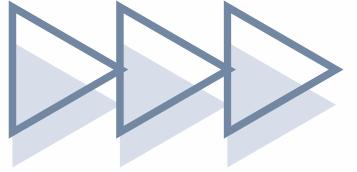
Market Research & Consumer Insights:

Studying market trends, consumer preferences, and competitors to guide marketing campaigns and product launches.

Promotions

Twin packs, seasonal bundles, and innovative value-added packages.

Egyptian Market



EGYPT still keeps solid growth rate globally, overall category growth is promising compared to historic period.

GDP 347.3 billion USD

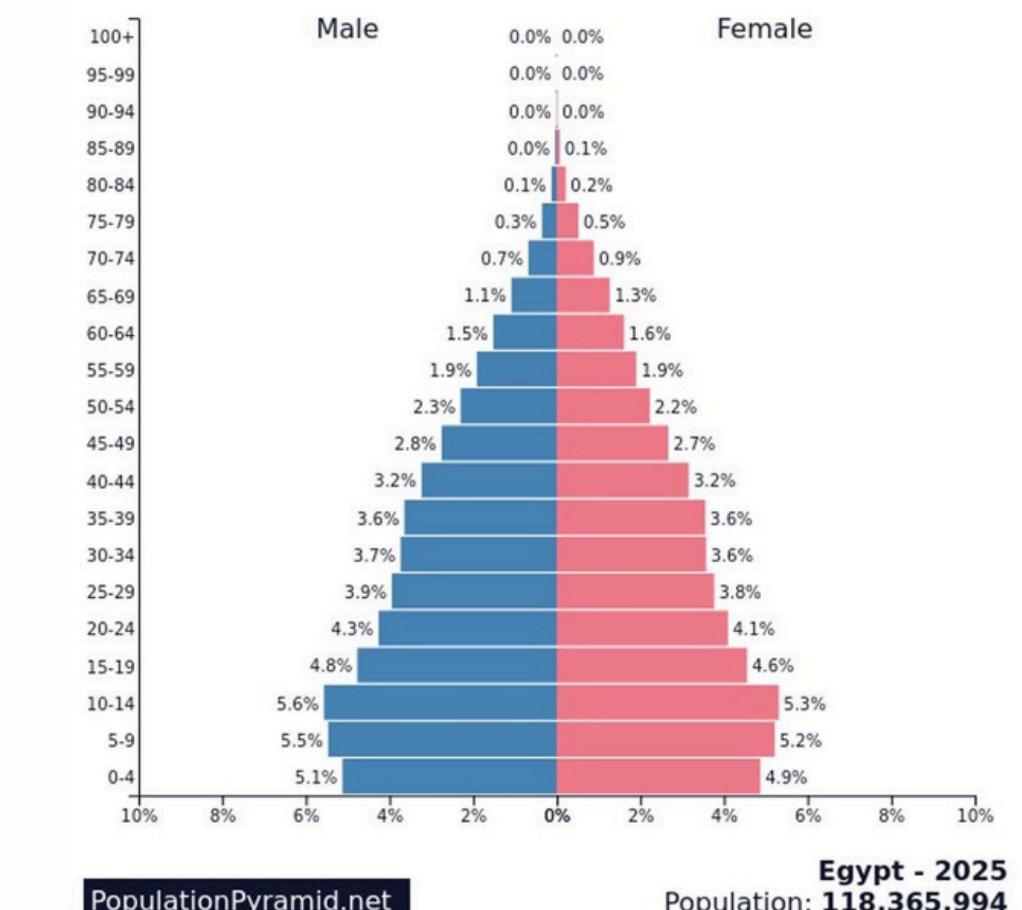
Annual Growth Rate 4.0%

GDP per capita 3,338 – 4,137 USD

GDP per capita PPP 11,500 – 12,000 USD

Inflation rate 14.9%

Unemployment Rate 6-7%



Egyptian market needs:



Health is the
New Wealth



Premiumisation



Offers



Innovation



Contact Us!



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www.gemegypt.com



4 E Asmaa Fahmy. Ard El Golf, Helioplis, Pharma Plaza Build
Cairo, Egypt.

Thank You..