



# ***Company Profile***



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# MEET THE **FOUNDER**

## **AHMED ATEF**

MIDDLE EAST BUSINESS DEVELOPMENT DIRECTOR & ELECTRICAL ENGINEER  
WITH OVER 15 YEARS OF EXPERIENCE ACROSS MENA, I'VE BUILT A CAREER ON  
DRIVING REVENUE, EXPANDING MARKETS, AND LEADING HIGH-PERFORMING  
COMMERCIAL TEAMS. AS AN ELECTRICAL ENGINEER WITH A DEEP PASSION FOR  
BUSINESS, I BRING BOTH TECHNICAL UNDERSTANDING AND STRATEGIC VISION  
TO EVERY ROLE I TAKE ON.

CURRENTLY, I LEAD THE COMMERCIAL DIRECTION, MANAGING SALES,  
MARKETING, AND EXPORT BUDGETS TO ENSURE PROFITABILITY, SMART  
PRICING, AND IMPACTFUL PRODUCT POSITIONING.

GREW SALES BY 20% AND IMPROVED CLIENT RETENTION BY 15% AS HEAD OF  
SALES AT KG GROUP

MANAGED A TEAM OF 100+ AND DROVE \$10M+ MONTHLY REVENUE AS  
REGIONAL MANAGER AT LAVA

LED SALES OPERATIONS & TRAINING AT FAWRY, BOOSTING DISTRIBUTION AND  
PRODUCT KNOWLEDGE NATIONWIDE

FOUNDER OF AXIOM TECH, A TECHNOLOGY-DRIVEN COMPANY FOCUSED ON  
INNOVATIVE BUSINESS SOLUTIONS AND SMART GROWTH STRATEGIES

"I COMPLETELY BELIEVE THAT KNOWLEDGE AND DEVELOPMENT ARE THE  
FUTURE KEYS, AND I'M HERE TO EMPOWER TEAMS, PARTNERS, AND  
PROFESSIONALS TO UNLOCK THEIR FULL COMMERCIAL POTENTIAL."





# ABOUT COMPANY

LRT Tech is a proudly Egyptian company founded in 2025, specializing in Electronics as a Service. We combine cutting-edge technology with a strong distribution network to deliver unmatched value across Egypt's electronics market. With a highly skilled and dedicated team, we have built a reputation for reliability, innovation, and excellence. Our strategic partnerships with leading global brands, along with exclusive agents and major clients, position us as one of the most trusted names in the industry. At LRT Tech, we are not just distributors; we are technology enablers, driving growth, connectivity, and success across every partnership we build.



# COMPANY VISION

To become the most trusted and innovative Electronics as a Service provider in Egypt and the MENA region, leading the transformation of the electronics distribution landscape.

We strive to empower businesses through technology, strategic partnerships, and intelligent distribution, ensuring that every product, partner, and client contributes to building a smarter and more connected future.



# COMPANY MISSION

Deliver cutting-edge Electronics as a Service solutions that combine innovation, quality, and reliability.

Strengthen our position through strategic alliances with leading global brands, exclusive agents, and major clients.

Empower our team with continuous learning and excellence-driven culture to maintain top performance and customer satisfaction.

Drive market growth and digital transformation through efficient distribution, advanced analytics, and customer-centric strategies.

Commit to sustainability, integrity, and long-term partnerships that shape the future of technology in Egypt and beyond.





# Core Values

## Innovation

We embrace creativity and cutting-edge technology to deliver smarter and more efficient solutions that redefine the electronics distribution industry.

## Integrity

We conduct our business with transparency, honesty, and professionalism – building trust with our partners, clients, and team.

## Excellence

We strive for the highest standards in everything we do, ensuring superior quality, reliability, and continuous improvement.

## Partnership

We believe in the power of collaboration. Our success is built on strong, long-term relationships with global brands, agents, and clients.

## Growth

We are driven by progress – expanding our network, empowering our people, and enabling businesses to thrive through innovation and opportunity.

# OUR GOALS

Our goal is to redefine the electronics distribution experience in Egypt and the MENA region by combining innovation, efficiency, and strategic partnerships. We aim to build an ecosystem where brands, agents, and clients grow together, supported by our reliable service, advanced technology, and dedicated expertise. At LRT Tech, our ultimate goal is to become the driving force behind smarter, faster, and more connected business solutions.





# OUR CAPABILITIES



**MANPOWER**



**FLEET**



**CAPACITY**



# MANPOWER

With a dynamic structure of 5 Regional Managers, 17 Area Managers, 25 sales man, 100 sales promoter and Huge backend, LRT Tech ensures nationwide coverage and seamless distribution efficiency.

# OUR PROMOTER

**The promoter is responsible for representing the brand within points of sale by showcasing and promoting products in a professional manner that reflects the company's identity.**

**They explain the key technical features and benefits to customers in order to boost sales and increase product awareness. The promoter is also committed to collecting feedback from customers and monitoring competitors in the market, then reporting these insights regularly to the direct manager to support continuous improvement and development.**

**In addition, the promoter participates in regular training programs aimed at enhancing their skills in customer service, product knowledge, and presentation techniques, ensuring an exceptional customer experience and achieving the company's marketing objectives.**





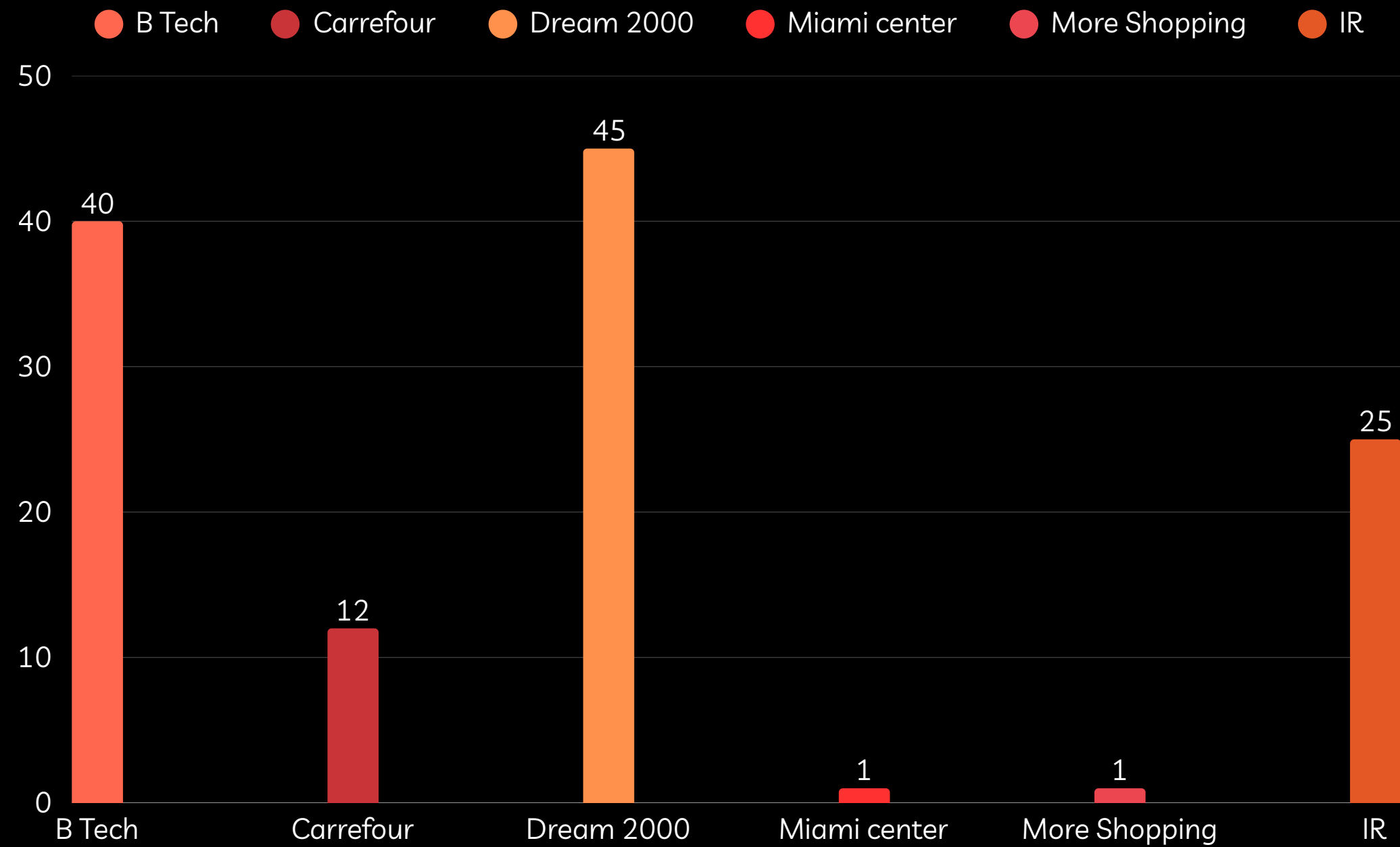
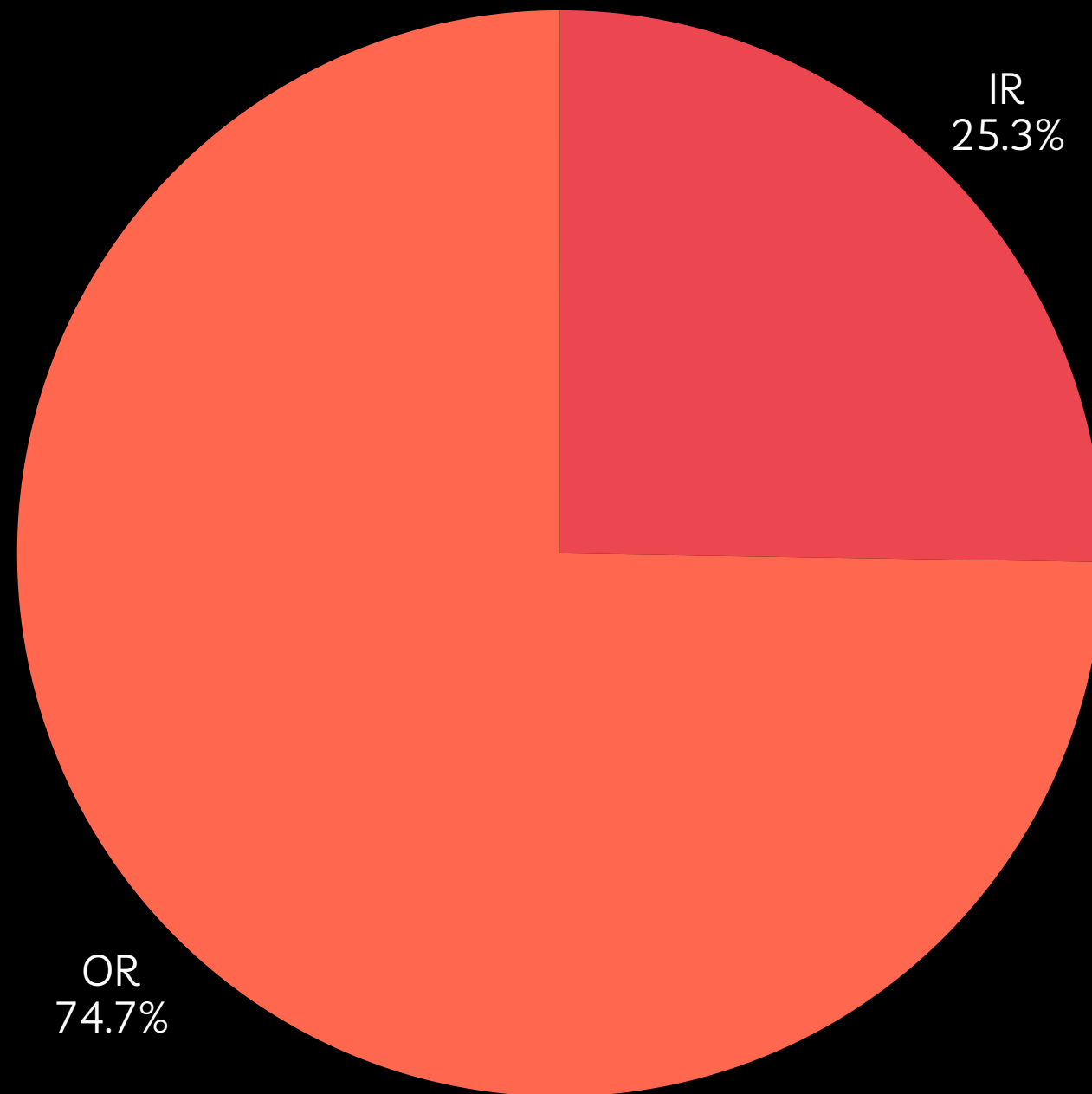
# OUR PROMOTER

## Top Channels

**Dream 2000 & B -Tech**

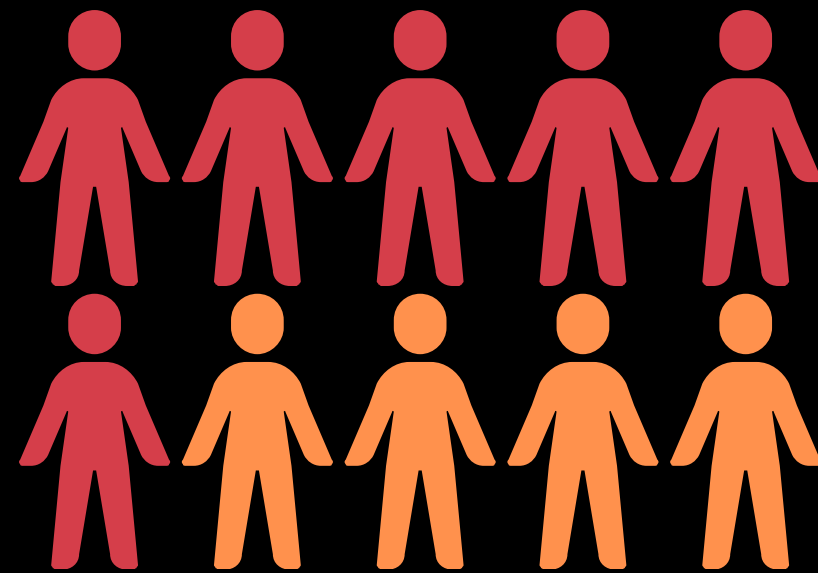
## Total Promoter

125



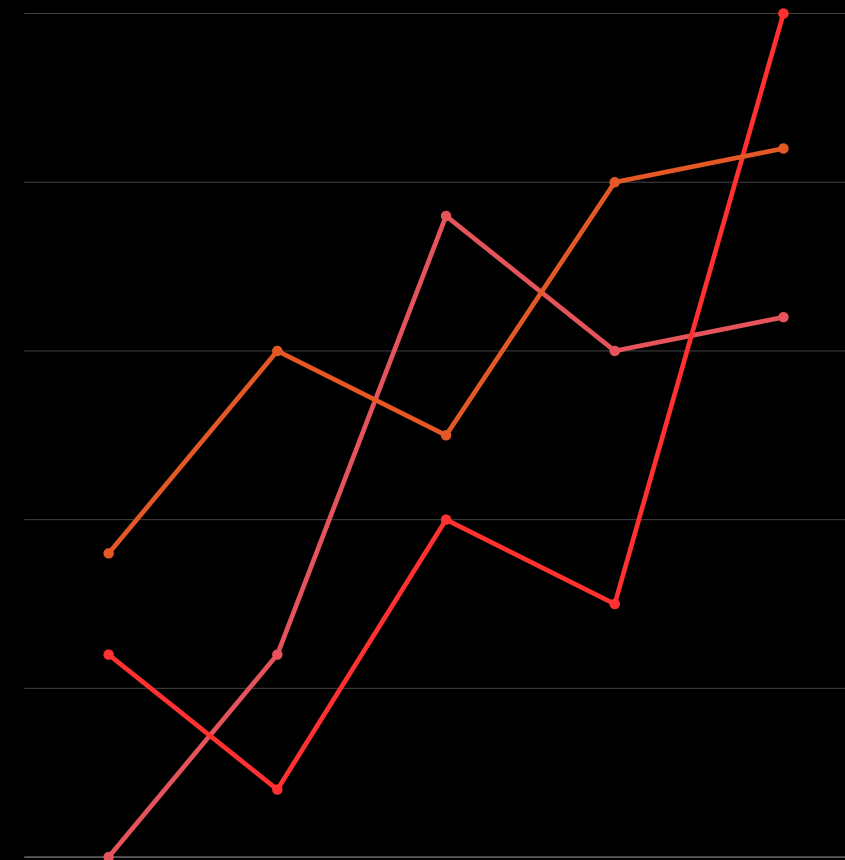
# OUR CUSTOMERS (IR)

## Overview of Clients and Monthly Sales



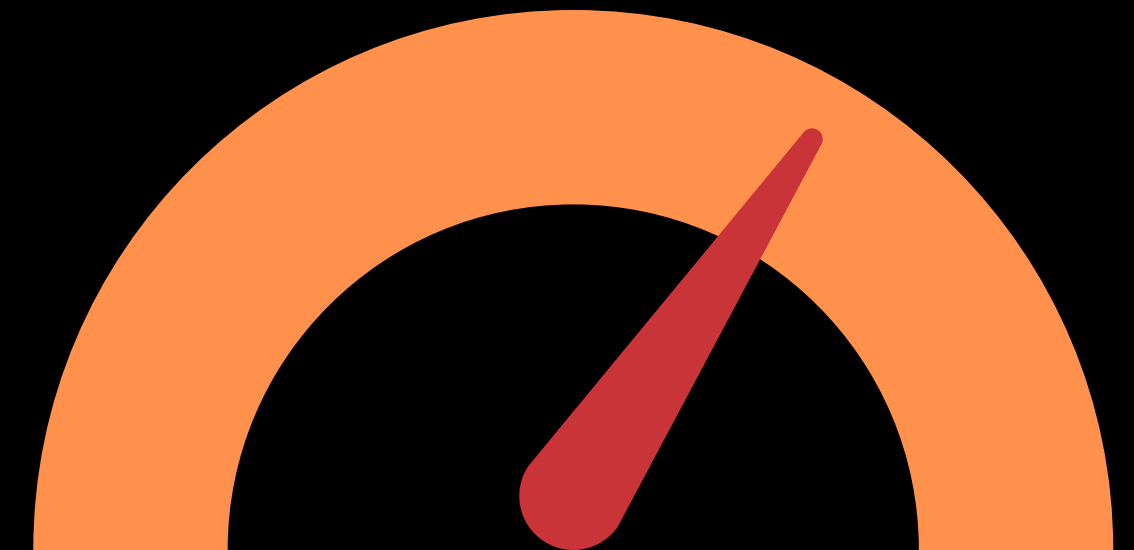
More than 2000

Active Clients Clients We Serve Monthly



EGP30,000

Average Monthly Sales per Clients



EGP 60,00,000

Average Monthly Sales (IR

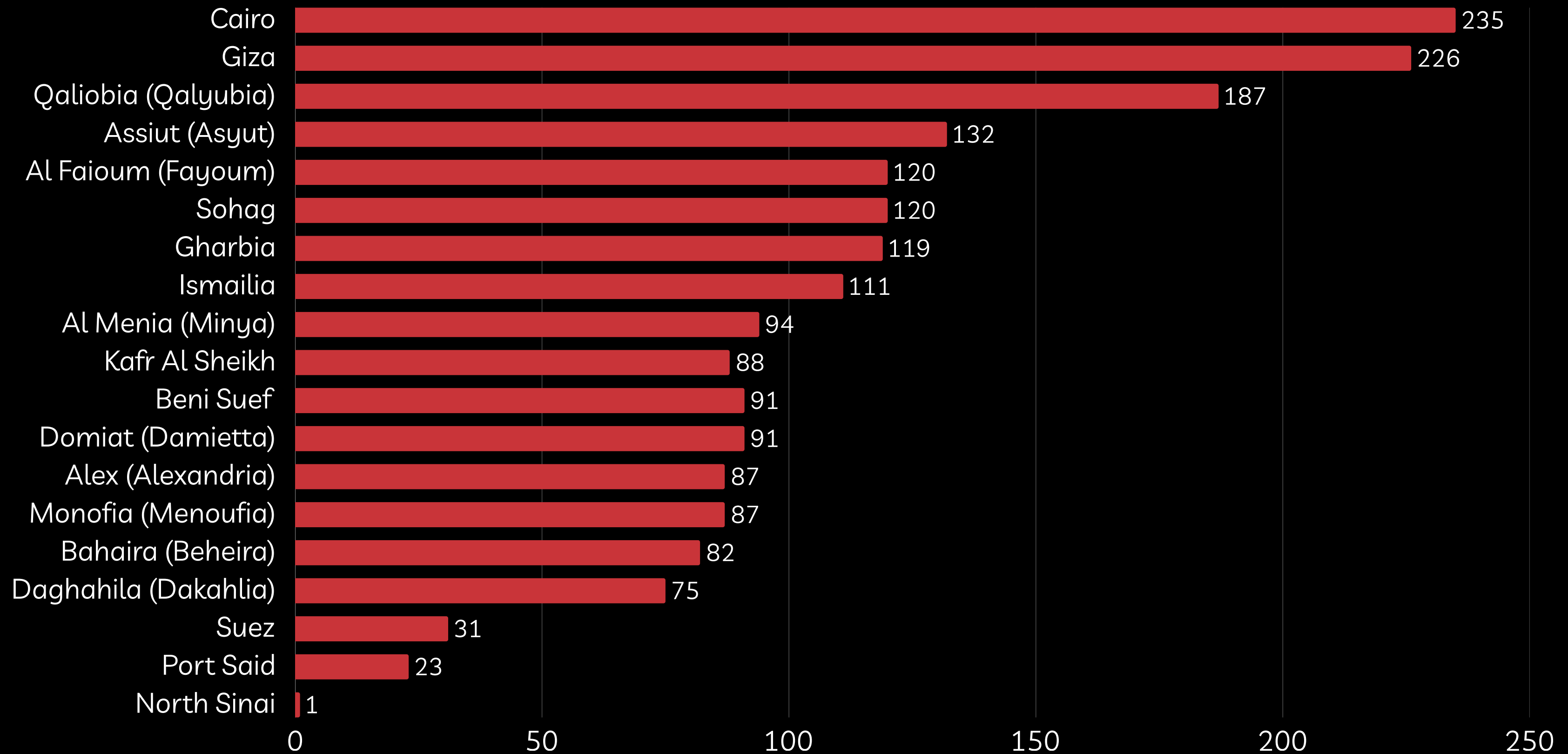
# OUR COVERAGE

COVERED

2000

Target

4000 IN 2 YEARS













# FLEET

Our logistics network includes 25 dedicated trucks and minivans, enabling efficient nationwide delivery and seamless market coverage.







# CAPACITY

With 10 strategically located warehouses across Egypt, we guarantee fast distribution and seamless market coverage.



# STRATEEIC PARTNERSIP

## OUR PARTNERS



Building the Futtre Trmorove Together.



# OUR CUSTOMERS (OR)



# SALES PERFORMANCE OVERVIEW



**\$2.500,000**

EGP 132,500,000

**Sell-In**



**\$2.200,000**

EGP 116,600,000

**Sell-Through**



**\$2.000,000**

EGP 106,600,000

**Sell-Out**

# GLOBAL TECH ALLIANCE

Forging the Future Together



ANNOUNCING OUR STRATEGIC PARTNERSHIP  
WITH LEADING INNOVATORS

NOKIA

itel

oraimo

SCYKEI

HMD

HONOR

Smart Solutions. Connected World



# Lrt For **Trading**



We specialize in the trading of Samsung, HONOR, and HMD products across the market.

**HMD**

**HONOR**

**SAMSUNG**



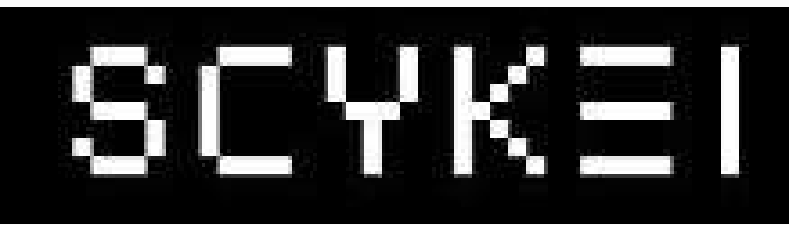
# Our Market Share



4000k Smart watches  
per month



3000k Smart watches  
per month



2000k Smart watches  
per month



1000k units  
per month



40k Device  
Per month



a new project for SDA is underway, with an expected annual revenue of approximately 10 million USD

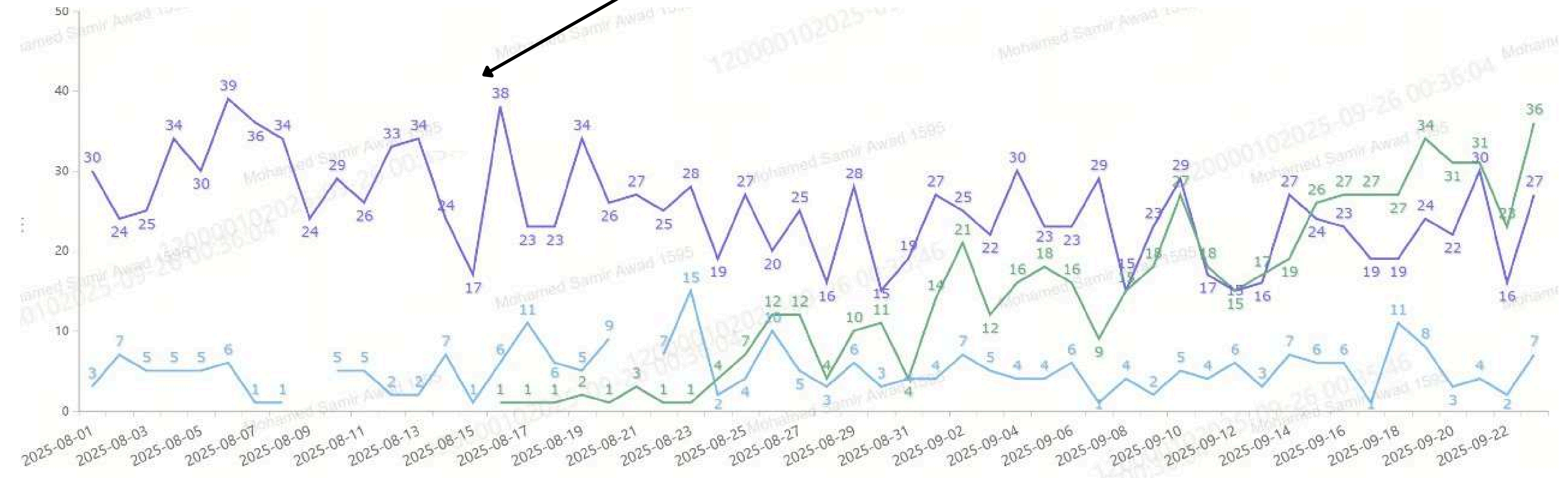


a new project for SDA is underway, with an expected annual revenue of approximately 4 million USD

# LRT Numbers in

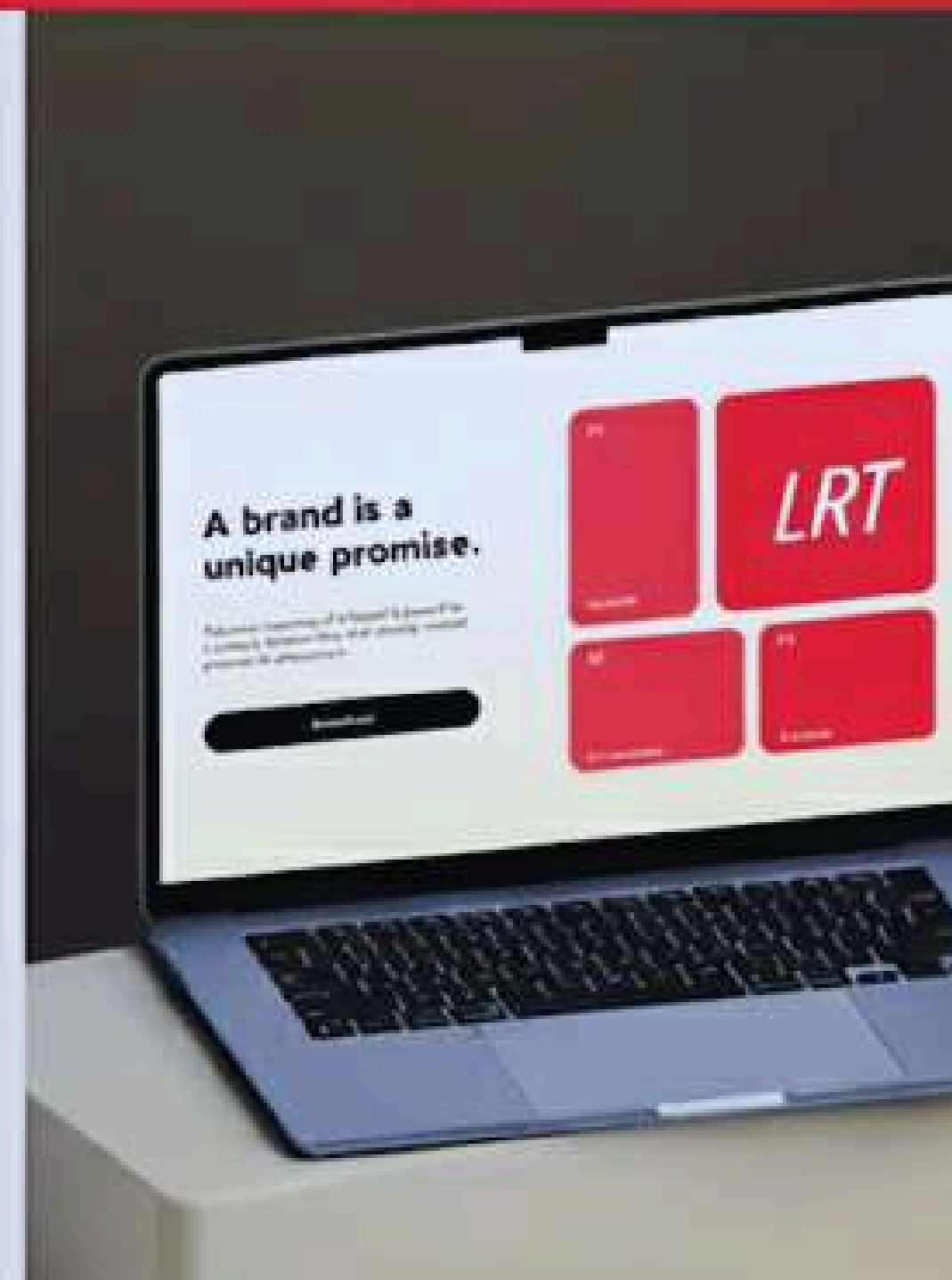


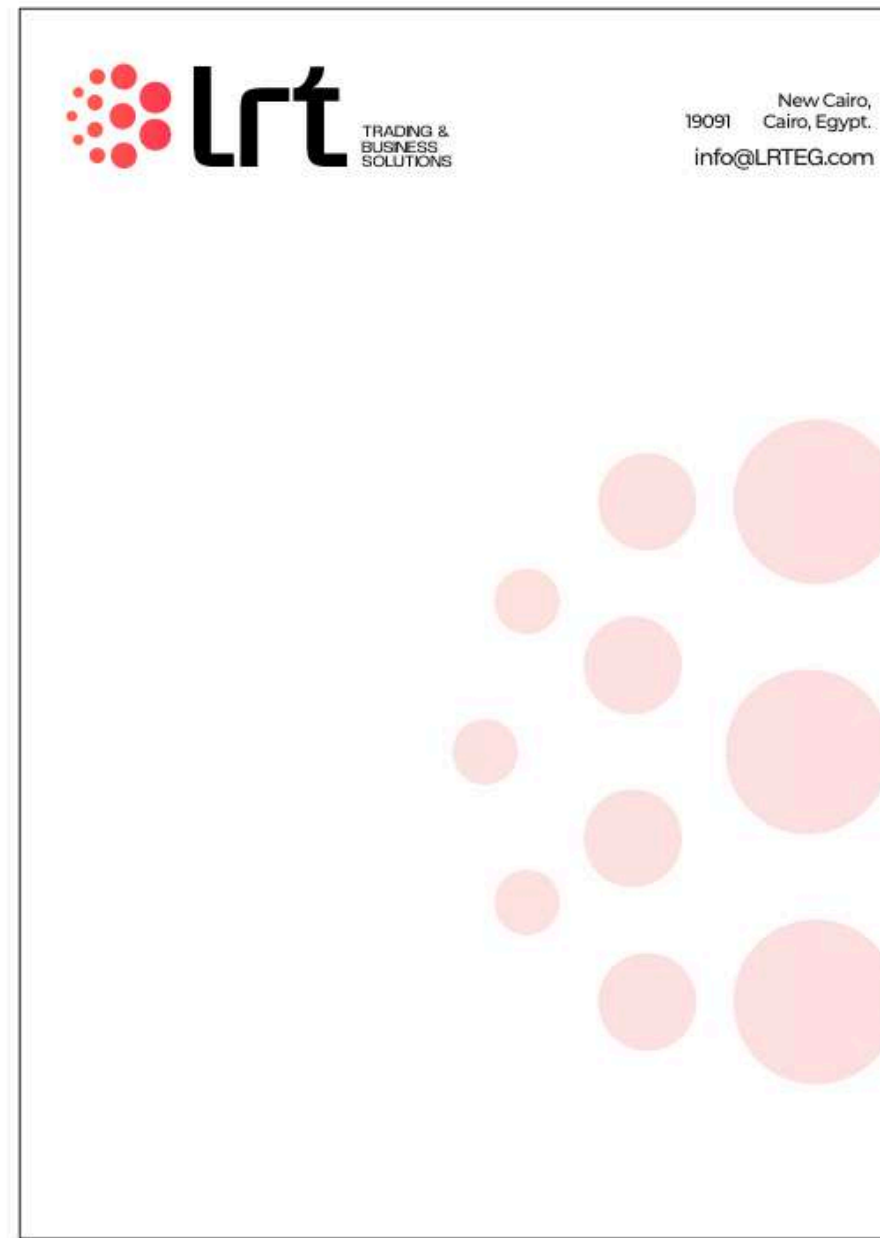
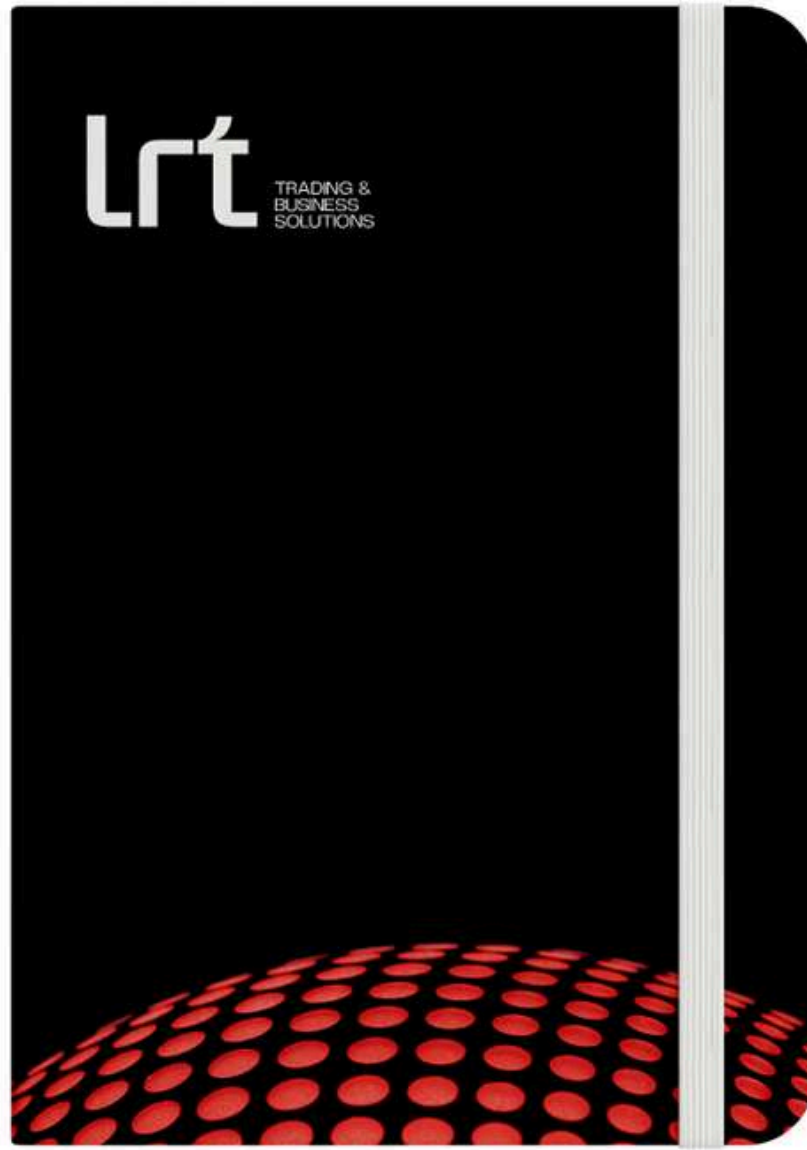
# LRT





# APPLICATION SYSTEM









THANK YOU