

SHAPING THE FUTURE TOGETHER

- Our Founder
- Overview
- ESAG Today
- Milestones
- Portfolio



EASA SALEH AL GURG GROUP



OUR FOUNDER

HE Easa Saleh Al Gurg, KCVO, CBE founded the Group in 1960, after gaining extensive experience in banking and finance

Started the business with Grundig's sole distributorship followed by agency rights for British American Tobacco

Appointed as Executive Director of the Trucial States Development Board - 1971

Ambassador to the UK and the Republic of Ireland from 1991 till 2009

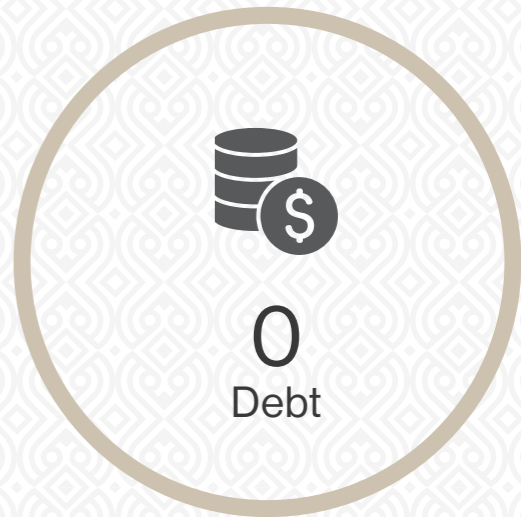
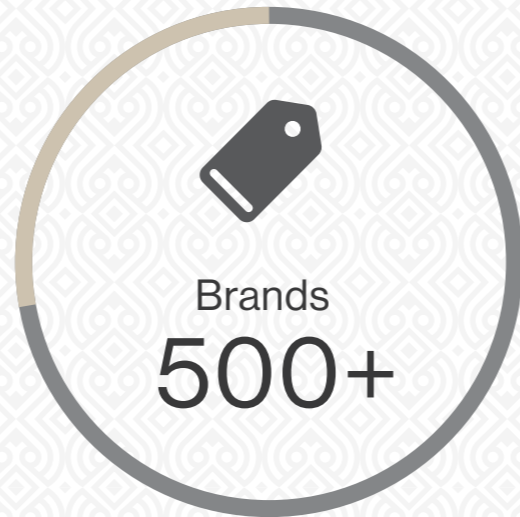
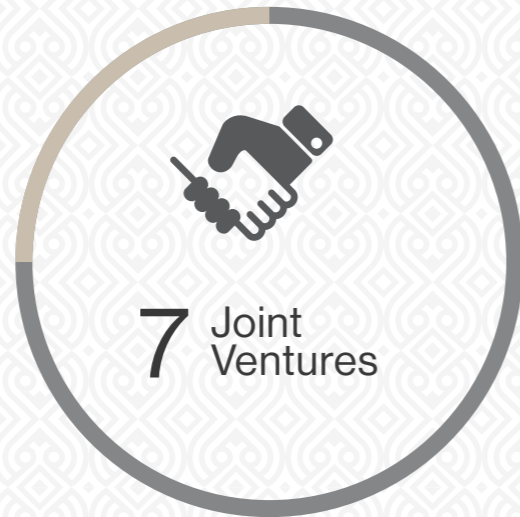
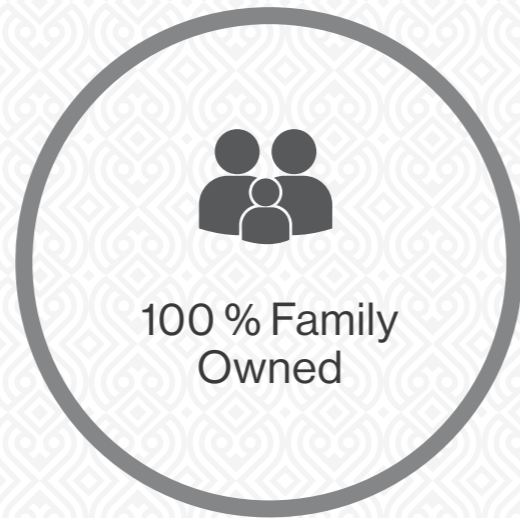
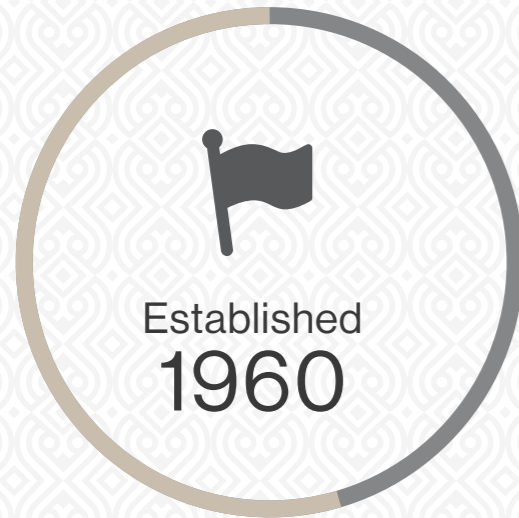
Awarded Commander in the Most Excellent Order of the British Empire - 1990

Honoured by H.H. Shaikh Zayed Bin Sultan Al Nahyan with the Order of Zayed II - 1997

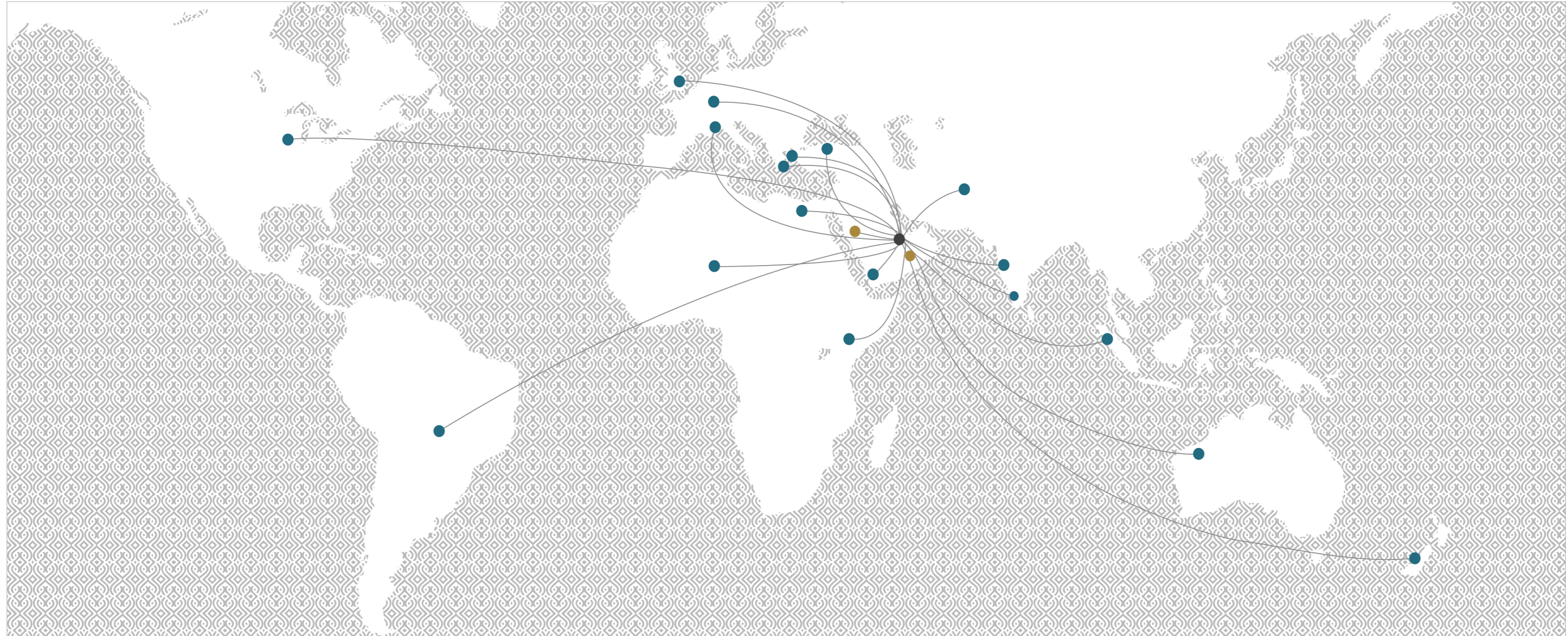
Awarded Knight Commander of the Royal Victorian Order by Her Majesty, Queen Elizabeth II - 2009



GROUP OVERVIEW



BUSINESS REACH



● Head Office (Dubai, UAE) ● 2 Branches (KSA and Oman) ● Business Reach (26 Countries)

KEY ESAG MILESTONES



1960

- 1960 – Easa Saleh Al Gurg Group is established
- 1962 – First investment in Real Estate by purchase of land for Mateena building
- 1962 – ESAG signs contract with A. Jaekel Import-Export GmbH, Germany for Grundig distribution
- 1964 – ESAG signs agreement with BAT
- 1965 – ESAG signs agreement with African and Eastern, overseas arm of Unilever

1970

- 1972 - First major traffic junction in Dubai installed by Scientechnic at the Clock Tower roundabout, Deira
- 1975 - Al Gurg Fosroc created – formerly known as FOSECO MINSEP UAE
- 1978 - ESAG signs agreement with Siemens for power
- 1978 - ESAG signs agreement with Siemens for entire electrical products portfolio



1990

- 1990 - HE Easa Saleh Al Gurg awarded CBE (Commander in the Most Excellent Order of the British Empire).
- 1995 - Set up of ESAG Real Estate
- 1997 - HE Easa Saleh Al Gurg honoured by H.H. Shaikh Zayed Bin Sultan Al Nahyan, the late President of the UAE, with the Order of Zayed II
- 1997 - Scientechnic sets up their branch in Oman followed by Mac Al Gurg and Better Life

1980

- 1984 - Commencement of BAT Duty free operations
- 1989 - Al Gurg Cigarette Division silver jubilee celebrations

2000

- 2003 - Al Gurg Tobacco became exclusive UAE distributor for BAT including Rothmans
- 2009 - Abdulla Al Gurg appointed Group General Manager of ESAG
- 2010 - World Quality Commitment Award to Al Gurg Building Services Co. Ltd. in Paris for merit in Excellence and Innovation
- 2010 - ESAG Charity Foundation set up
- 2010 - Muna Al Gurg receives Emirates Women's Award
- 2010 - Al Gurg Steel and Al Semsam expand operations to Oman

2010

- 2012 - Managing Director, Raja Al Gurg listed as 5th most powerful Arab Women by CEO Middle East
- 2012 - ESAG opens Learning & Development Centre
- 2012 - Group General Manager Abdulla Al Gurg selected as London 2012 Olympic Torchbearer
- 2015 - ESAG became the first large conglomerate in the UAE to migrate to the SAP HANA system
- 2015 - Raja Al Gurg is the first Emirati woman on the board of HSBC Bank Middle East Limited
- 2017 - ESAG Managing Director voted most powerful Emirati Businesswoman in Forbes Middle East's 2017 ranking, third most influential businesswoman in the Arab world in Forbes Middle East's 100 Most Powerful Arab Businesswomen for 2017
- 2018 - Dr Raja Easa Saleh Al Gurg awarded with an Honorary Doctorate at Queen's University Belfast for services to business and commerce



ESAG TODAY

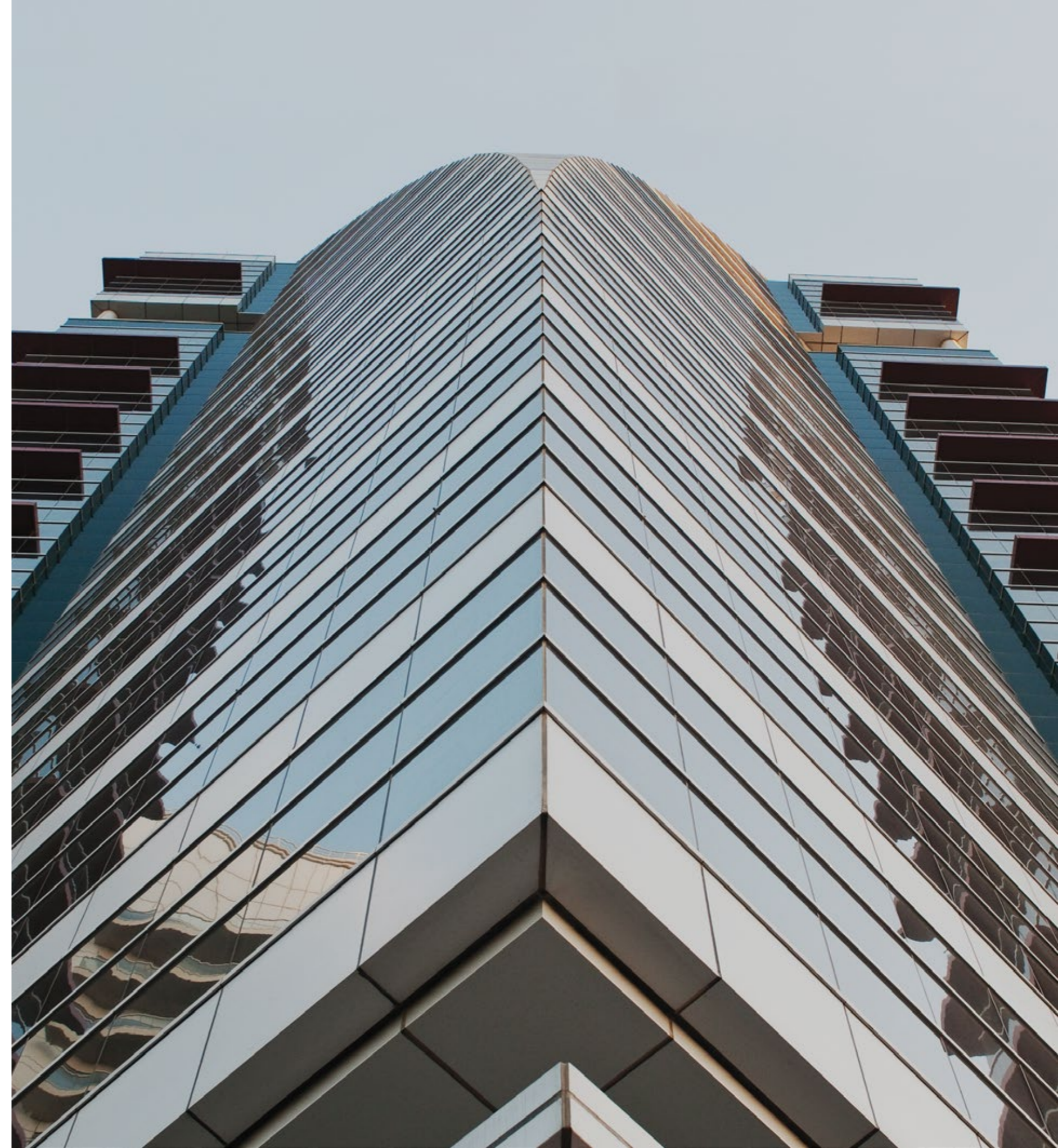
Long-standing partnership with
Government entities

Significant Real Estate expertise
across the UAE and UK

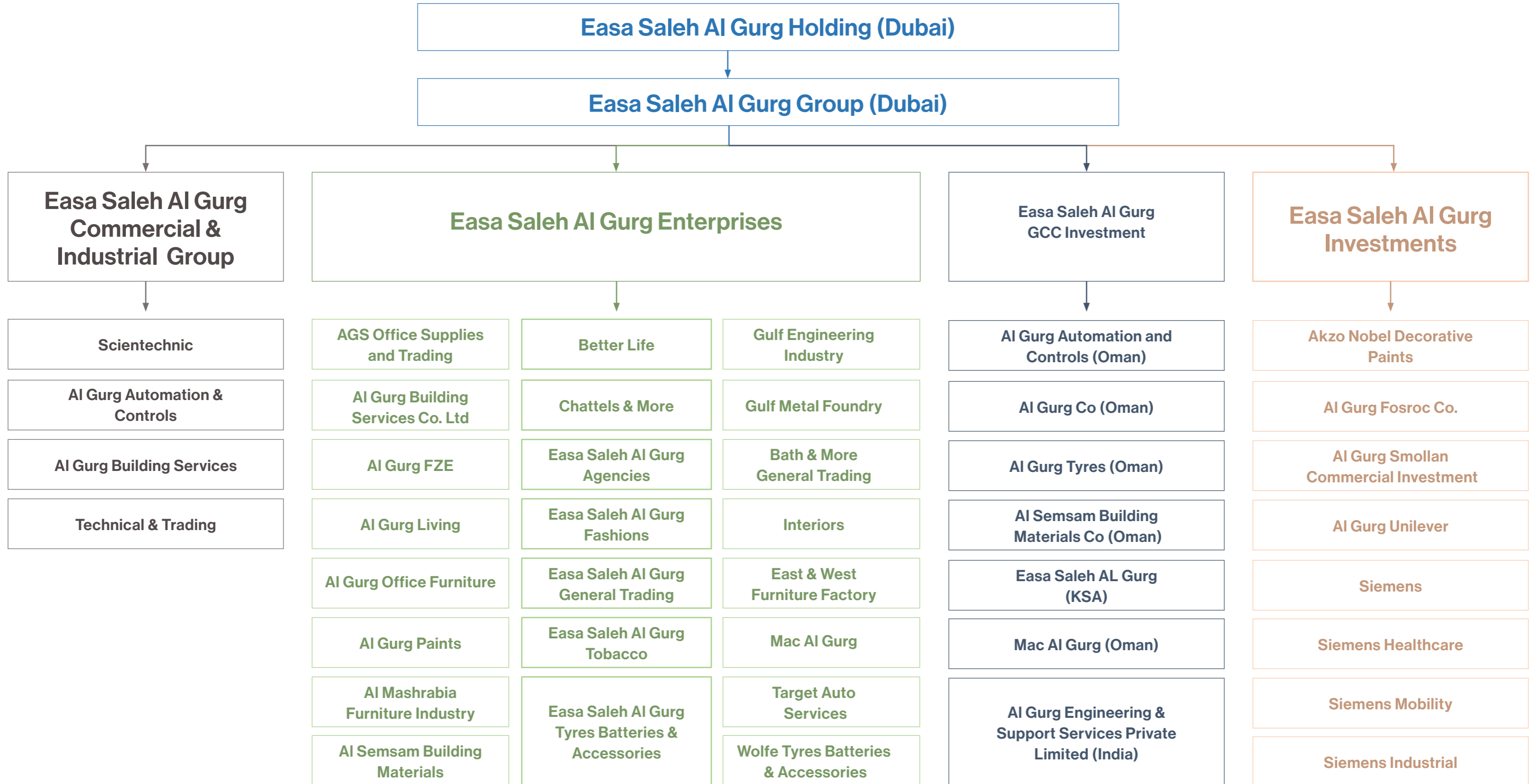
Financial competence through major
holdings in regional banking institutions

Strong liquidity for expansion with
access to local debt market

Forbes Middle East has ranked ESAG 8th in the list of
UAE's most Powerful Family Businesses



LEGAL STRUCTURE































GROUP PORTFOLIO

- Retail & Lifestyle
- Consumer
- Building & Construction
- Industrial
- Real Estate
- Joint Ventures



KEY BRANDS



RETAIL & LIFESTYLE

Al Gurg Living

Better Life

Chattels & More

Interiors

KARE

OFIS



EASA SALEH AL GURG GROUP



Key Brands:
SieMatic
Schmalenbach

Iconic projects:
City Walk
Al Barari Villas
Acacia Town House

Bespoke luxury
kitchens and
wardrobes



Established
2003

Leading brands in
kitchen
appliances

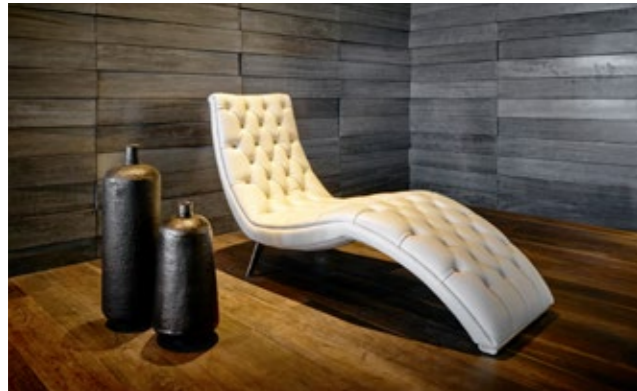
Retail and
distribution



Projects:
Mina Salam
City Walk
Marriott Nilona Tower
Cayan Tower

110,000+ appliances and
25,000+ kitchens installed
in the last five years

Key brands:
Siemens
Smeg
Zanussi
Vestfrost

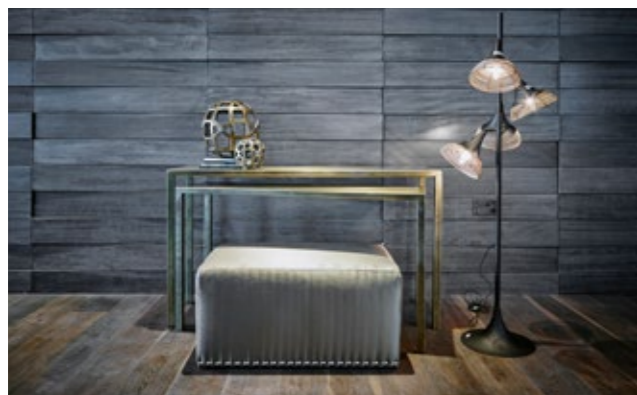


Alternate style with
a homegrown touch

Exceptional designs
from artisan
workshops



Sourced from
Europe with careful
focus on handmade
products



Established
1968

One of the most
reputed furniture and
furnishing companies in
the UAE

Premium furniture
and innovative design
concepts from
world class brands



KARE

RETAIL
& LIFESTYLE

Inexhaustible variety
of furniture, lighting
and furnishing
accessories

Fascinating finds from
artisan workshops,
unique pieces that
create a 'wow' effect





Established
 1980



Furnishing for
 commercial,
 educational and
 healthcare spaces



Key brands
 include Interface,
 DVO, Boss Design,
 Aresline and
 Steelcase



CONSUMER



Al Gurg Stationery

Al Gurg Tobacco (BAT)

Tyres Batteries & Accessories

Target Auto Services



EASA SALEH AL GURG GROUP



AGS Office Supplies & Trading has been serving customers for over 30 years

Engages in wholesale, retail as well as export



First of its kind online ordering system



Market leader in the region since 1964

Serves about 10,500 outlets across the UAE





**EASA SALEH AL GURG
TYRES BATTERIES & ACCESSORIES**

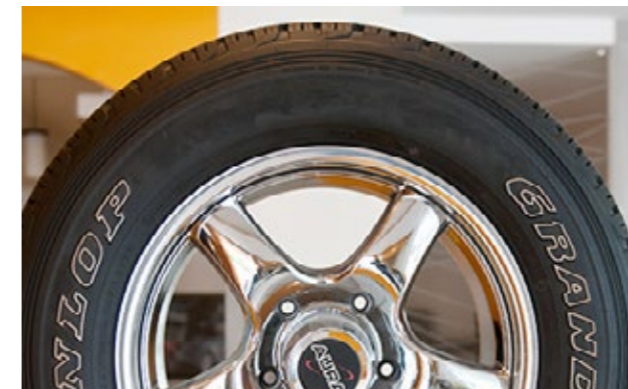
CONSUMER



Established
1978

Sole agent for
Dunlop tyres in
Dubai and the
Northern Emirates

Dedicated ProShops offer
fitting, balancing, wheel
alignment, rotation and
advise on tyres





**Target Auto
Services**

CONSUMER



Auto services operating
successfully for the past
34 years

Specialises in servicing
motor claims for major
insurance companies and
other customers

Services include painting,
washing, lube change,
recovery services



BUILDING & CONSTRUCTION

Al Semsam Building Materials

Mac Al Gurg

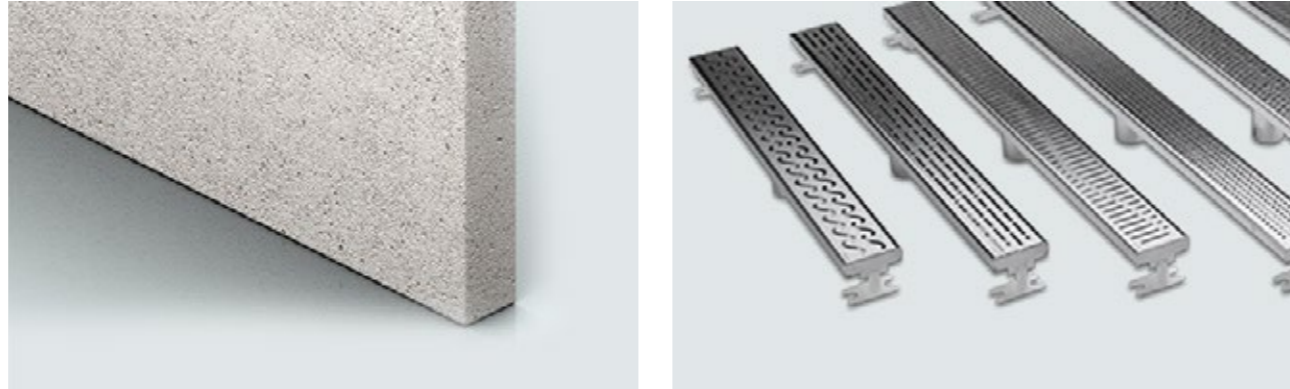


EASA SALEH AL GURG GROUP

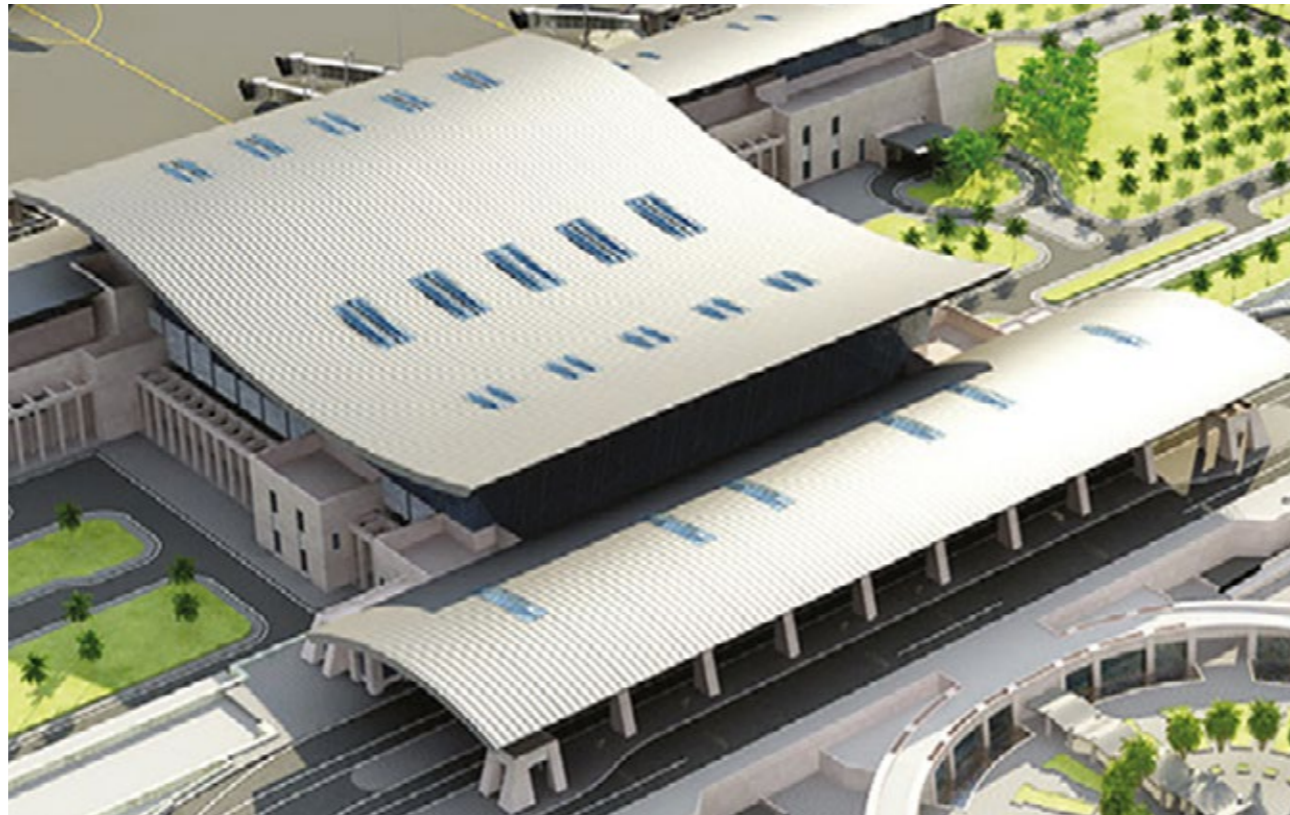
Al Semsam

BUILDING &
CONSTRUCTION

Fire protection,
silicate boards,
cement boards, fibre glass
mesh, drainage solutions



Key brands:
Promat, Hume Cemboard
Paladin, ACO Drainage,
EMAC Tiling



Iconic projects:
Meydan, Salalah
Airport, DWTC,
IMG Theme Park,
Conrad Hotel SZR



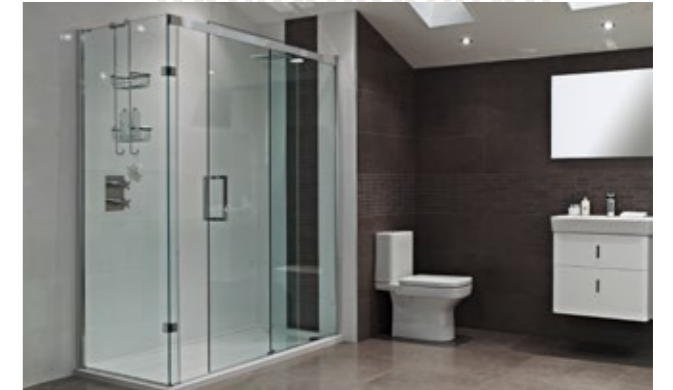
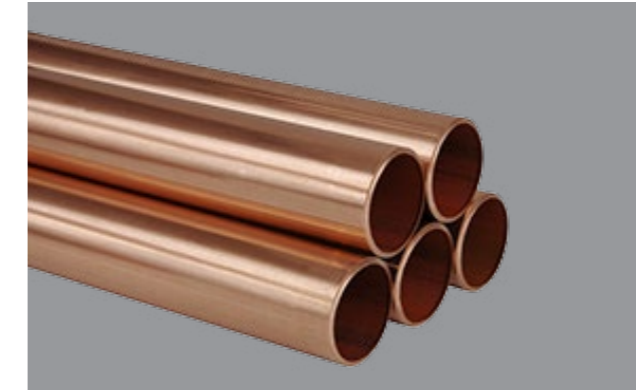
MAC AL GURG



BUILDING &
CONSTRUCTION



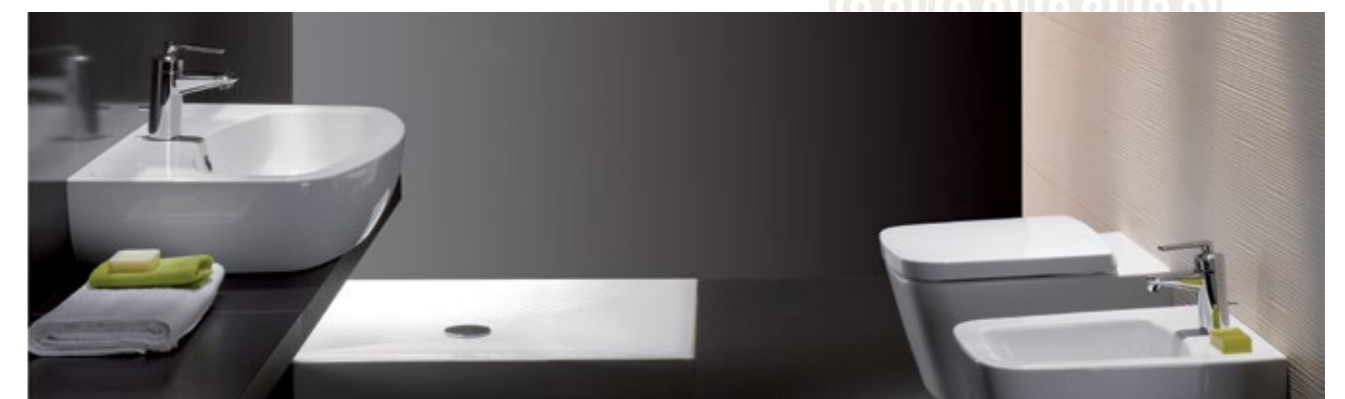
Drainage solutions,
municipal castings,
sanitary ware



Key brands:
Armitage Shanks
Delta Faucets
Yorkshire Copper
Saint Gobain, Franke



Iconic projects:
Madinat Jumeirah
Dubai Logistics City
Harvard Medical Centre
Al Amal Hospital
Swiss School Dubai



EASA SALEH AL GURG GROUP

INDUSTRIAL

Al Gurg Building Services

Al Gurg Paints

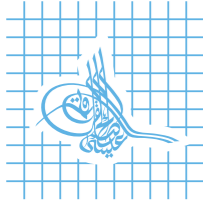
Al Mashrabia Furniture

Gulf Metal Foundry

Sciencetechnic

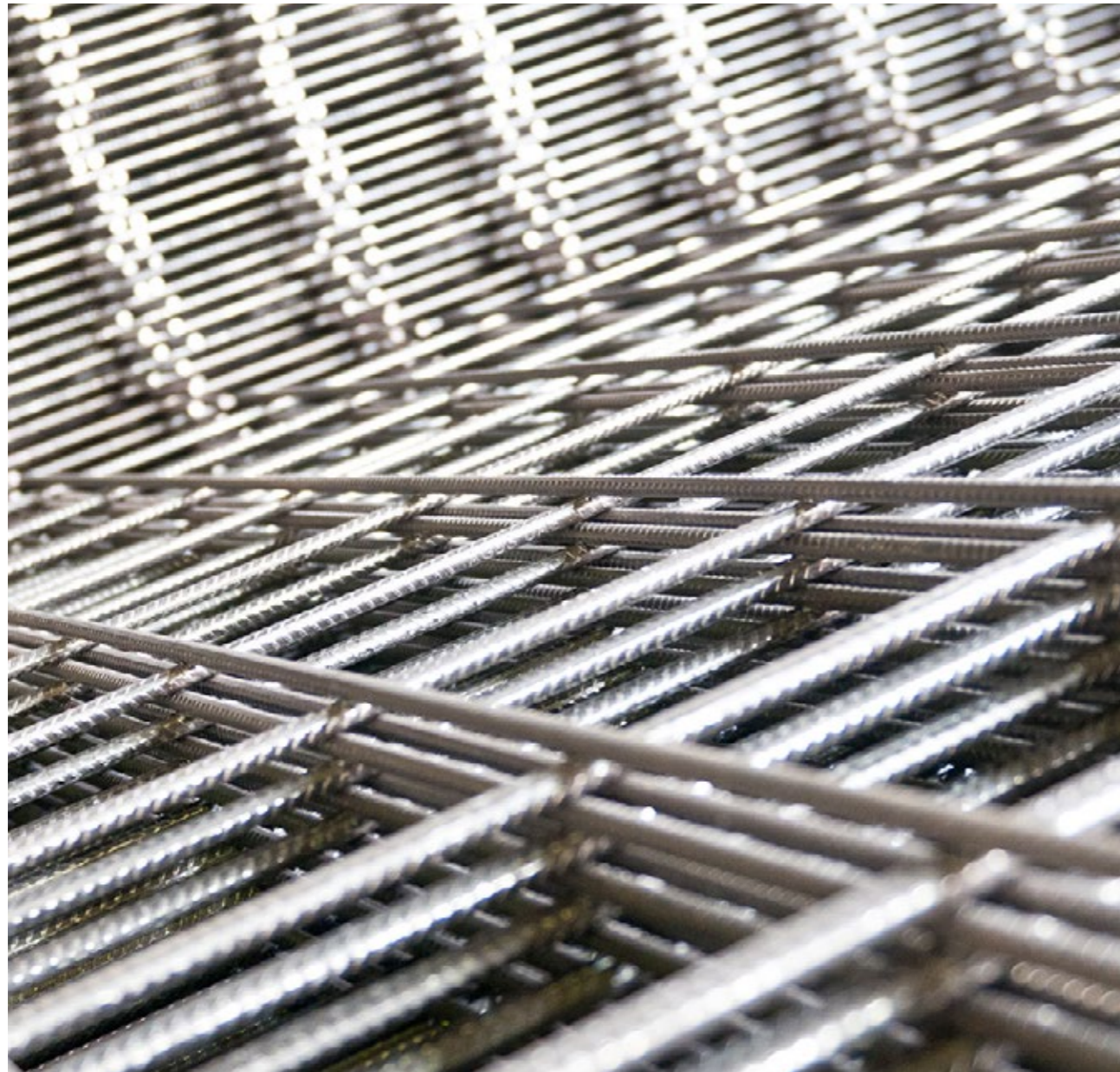
Technical & Trading





**AL GURG
BUILDING SERVICES**

INDUSTRIAL



Manufactures and trades welded wire mesh, steel bars, rebars

Structural steel, special steel, aluminium plates, galvanised steel coils and sheets

ISO 9001:2015 certified, WQC International Star awardee





AL GURG PAINTS

INDUSTRIAL

Manufactures decorative paints and protective coatings



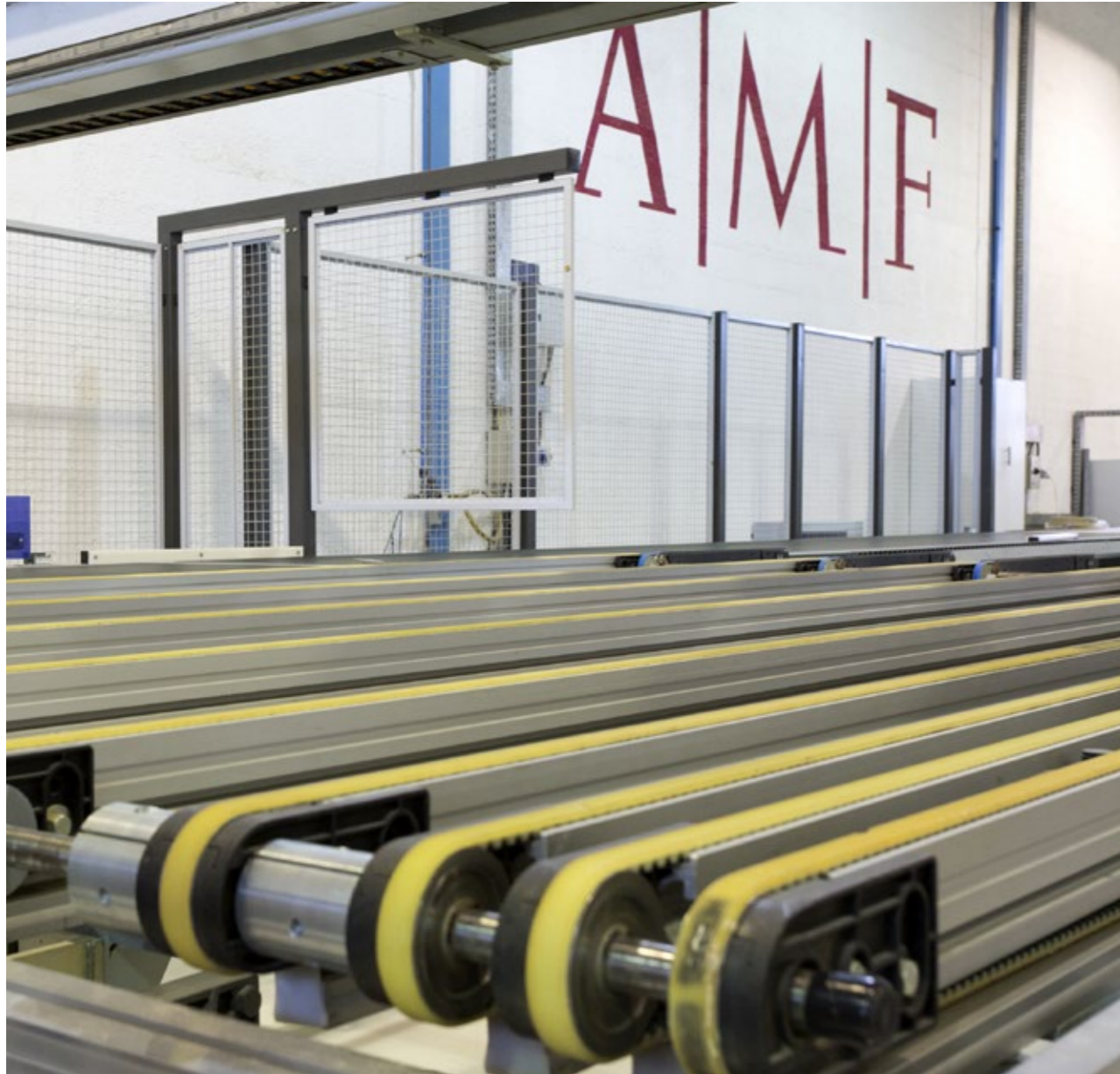
ISO 9001:2015 certified company and winner of Dubai Quality Appreciation Programme

Export reach:
Africa, CIS, the Indian Ocean belt, Afghanistan and Pakistan



Iconic projects:
City Walk
Jumeirah Beach
Dubai Mall, Burj Al Arab,
Cleveland Clinic

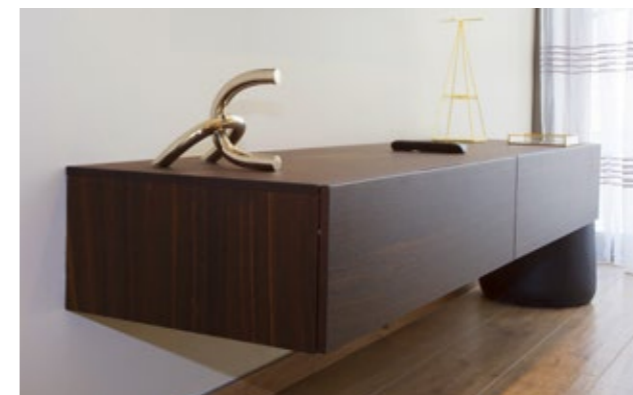




Manufactures
Fire rated doors
Non fire rated doors

Kitchen cabinets
and wardrobes,
wall and ceiling features,
counters and desks

Iconic projects:
Jumeriah Golf Estates
Akoya Tower
Burjside Boulevard
City of Lights





Gulf Metal Foundry

INDUSTRIAL

Pioneering foundry in the UAE, in operation since 1995

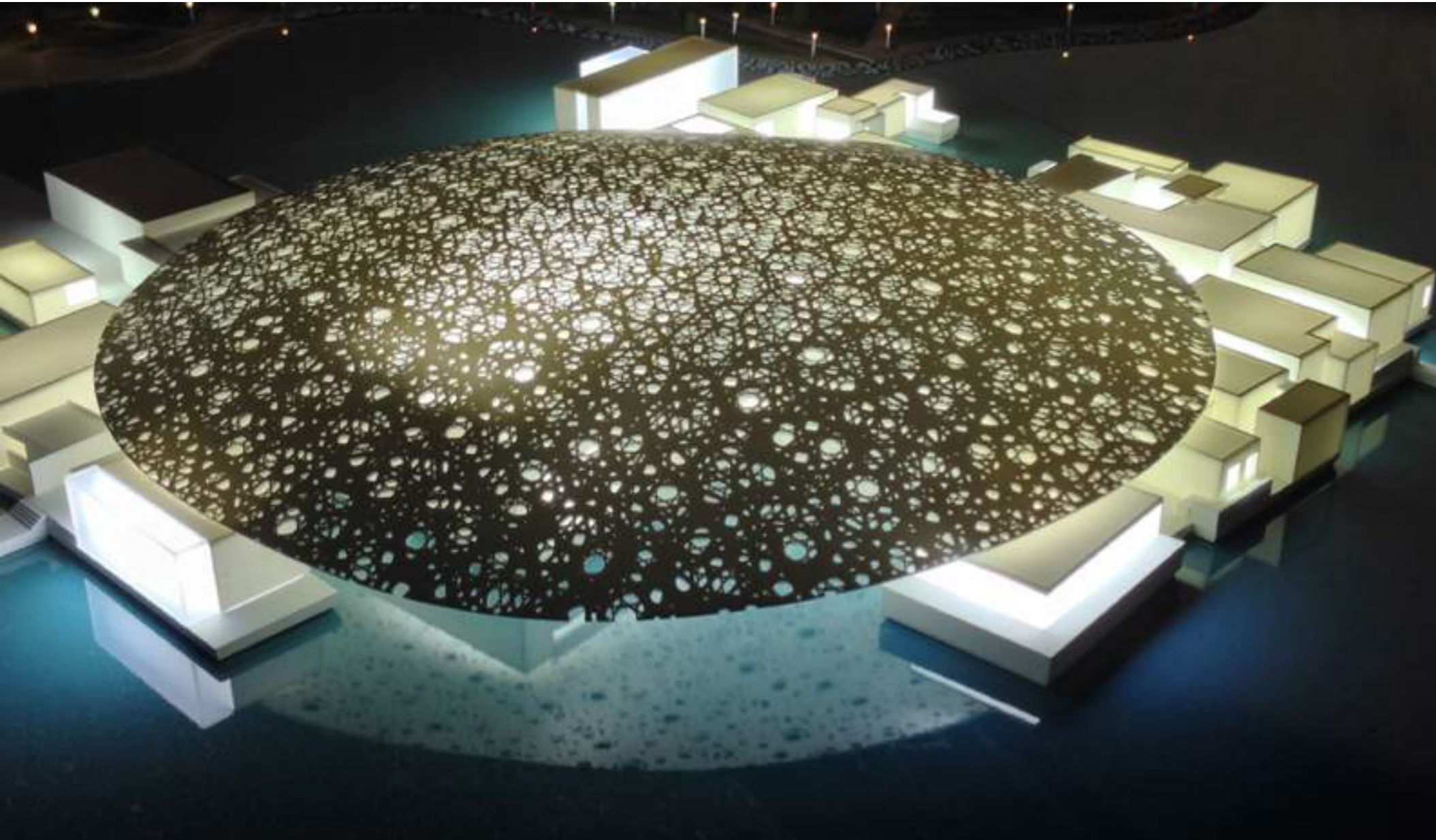


Production capacity of 5000 tonne steel castings per annum



Certifications:
ISO 9001:2015,
ISO 14001:2015,
OHSAS 18001: 2007,
PED Lloyds, DNV and GL





360° capabilities:

Key integrated solutions provider of electrical, mechanical, power, automation and mobility technologies



Business units:

Integrated competencies

Over 1000 trained professionals:

Unparalleled technology support



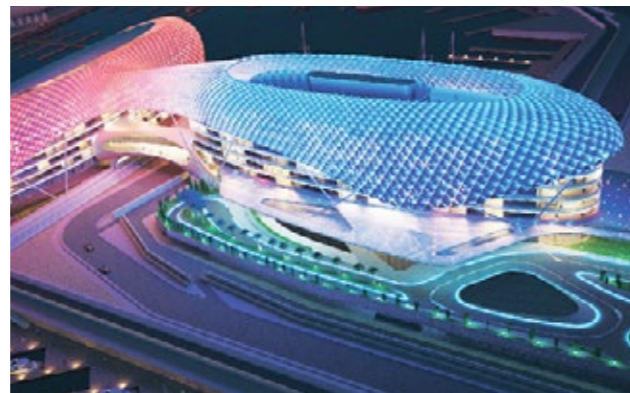
Automation, Building Technologies, Energy Management, Industrial Stock Sales, Lighting, Mobility



Key brands:
Siemens, Osram
Lutron, Bosch, Erco



Iconic projects:
Grand Mosque, Burj Khalifa,
Dubai Metro, Burj Al Arab,
Yas Marina Circuit





Design and build
MEP projects,
Facility Management
and Trading



Key brands:
Etihad Copper
Danfoss, P&L Systems
Rothenberger
NICE Italy, Kyocera Solar



Iconic projects:
DEWA, FEWA,
Dubai Police,
Etisalat, ADNOC



REAL ESTATE





Significant Real Estate
portfolio in the
UAE and United Kingdom

Over 2,000 properties
across UAE as well as
prominent acquisitions in
the United Kingdom



JOINT VENTURES

AkzoNobel

Al Gurg Fosroc

Al Gurg Unilever

Siemens

Siemens Healthineers

Siemens Mobility

Al Gurg Smollan





Leading global paints
and coatings
company



Major producer of
specialty chemicals
as well as essential
ingredients, protection
and colours



Brands include Dulux,
Sikkens, International,
Interpon and Eka

Established
1975

Manufacturer and
supplier of high
performance chemicals
for the construction
industry

Cement additives,
concrete mixtures,
repair mortars





JOINT
VENTURES

Al Gurg Unilever



Partnership of
over 50 years



The first formal
partnership was
signed in 1965



One of Unilever's most
successful and long-
standing business
relationships



Sole distributor of
Unilever brands for Dubai
and Northern Emirates

Consistent double
digit growth year on
year



Al Gurg Unilever also
distributes other leading
consumer brands





JOINT VENTURES

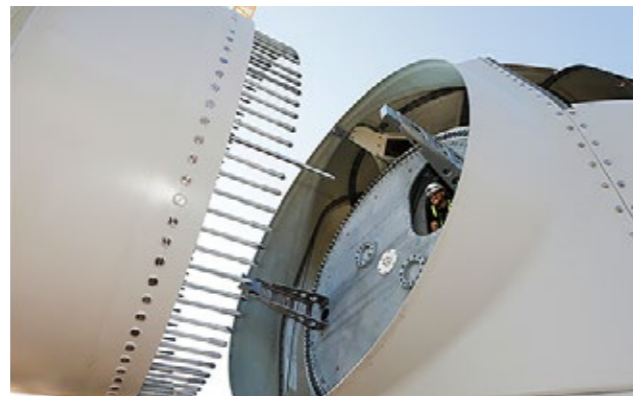
Historic association with Siemens since 1973



Provides advanced technology across the entire electrification value chain



Expertise in automation and digitalisation to help customers increase efficiency and create value





Established
in the UAE
2016

Formerly known
as Siemens
Healthcare

Supplier of medical
imaging, laboratory
diagnostics, clinical IT,
medical infrastructure



Leader in transport solutions for more than 160 years

Electrification solutions for rail and road traffic, full range of vehicles for rail traffic

Integrated mobility solutions for intermodal networking of different traffic systems



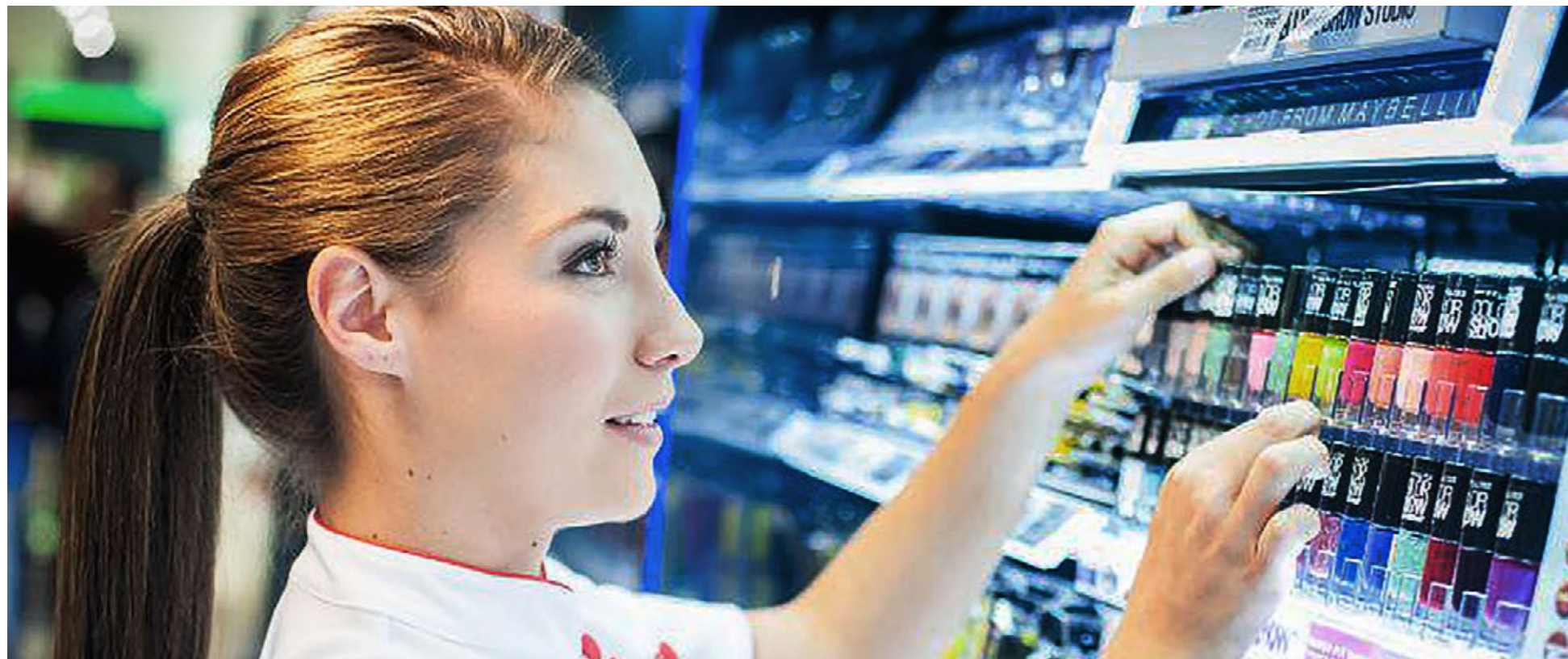
Range of marketing services to multiple channels across different industries

Field Marketing:
Provides visibility, mobility and intelligence

Brand Activation:
Inspires and influences shopper behaviour at purchase point

Market Intelligence:
Consumer, market place and competitor insights

Technology:
Empowers the most valuable resource - people





-
- © All rights reserved. This document is the exclusive intellectual property of Easa Saleh Al Gurg Group. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of Easa Saleh Al Gurg Group.
 - This document is confidential and for internal use only (consistent with the purpose of the particular service. You may not disclose or share this document or any portion or summary of it externally including to your affiliates or with any third party.
 - Easa Saleh Al Gurg Group does not take any liability for the content of this document. You shall indemnify and hold Easa Saleh Al Gurg harmless to the fullest extent permitted by the applicable law against (i) any damages, liabilities, losses or expenses caused by unauthorized disclosure or infringement of copyright of this document and/or (ii) any claims by third parties arising out of third party's use or reliance on this document.
 - Some of the photographic images are owned by their respective copyright owner. Where possible the appropriate accreditation is given.
 - Product names, logos, and brands are property of their respective owners.



EASA SALEH AL GURG GROUP