

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

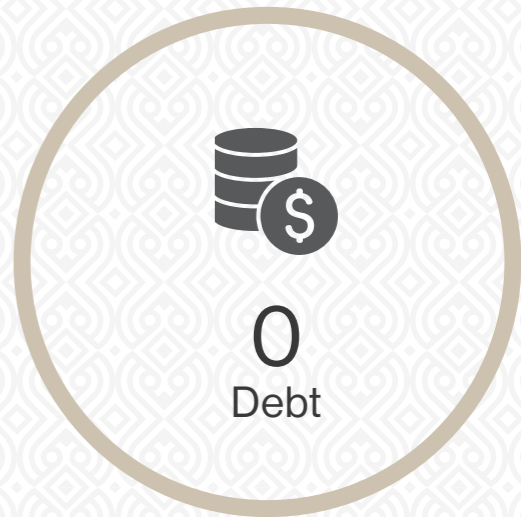
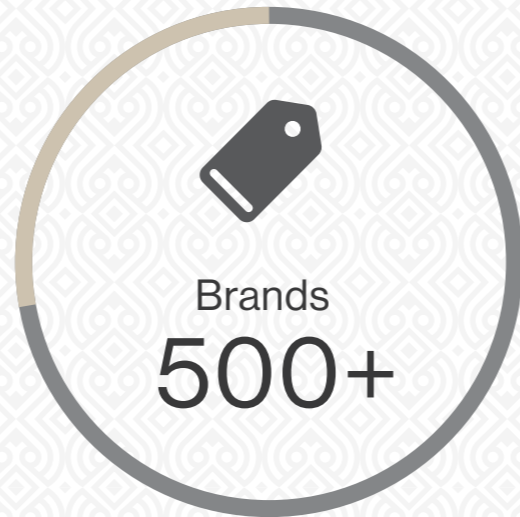
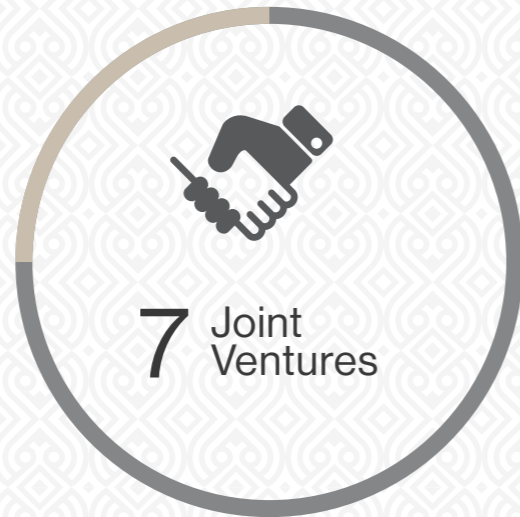
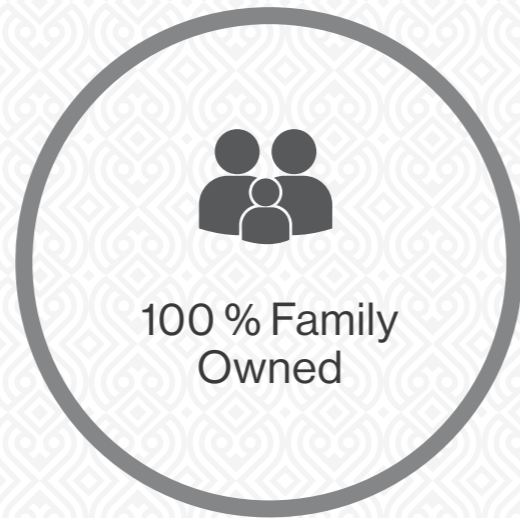
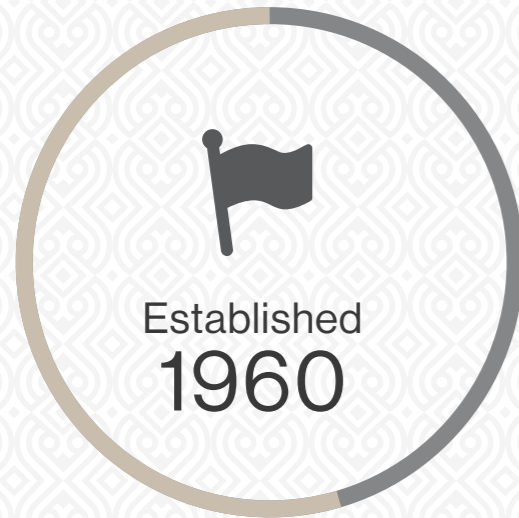
Awarded Commander in the Most Excellent Order of the British Empire - 1990

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

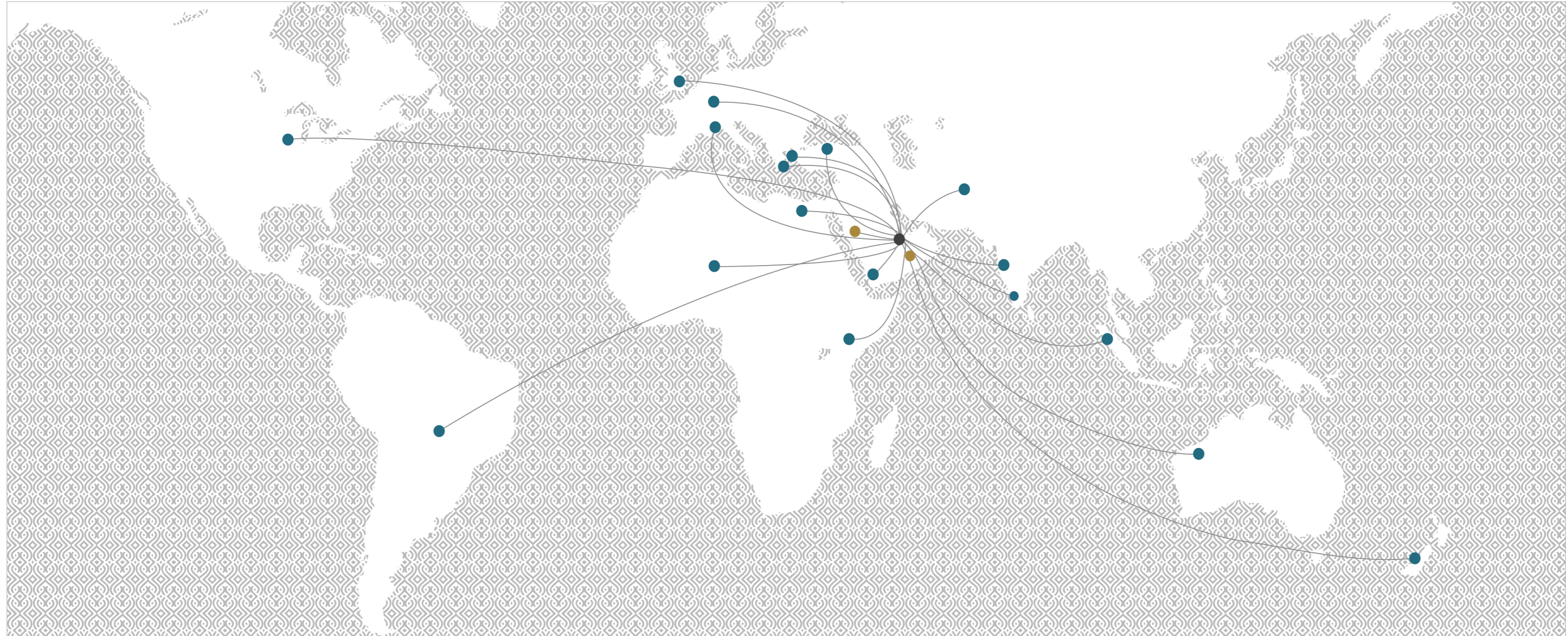
Awarded Knight Commander of the Royal Victorian Order by Her Majesty, Queen Elizabeth II - 2009



GROUP OVERVIEW



BUSINESS REACH



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

KEY ESAG MILESTONES



1980

1984 - Commencement of BAT Duty free operations

1989 - Al Gurg Cigarette Division silver jubilee celebrations



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



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

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

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

1960



ESAG TODAY

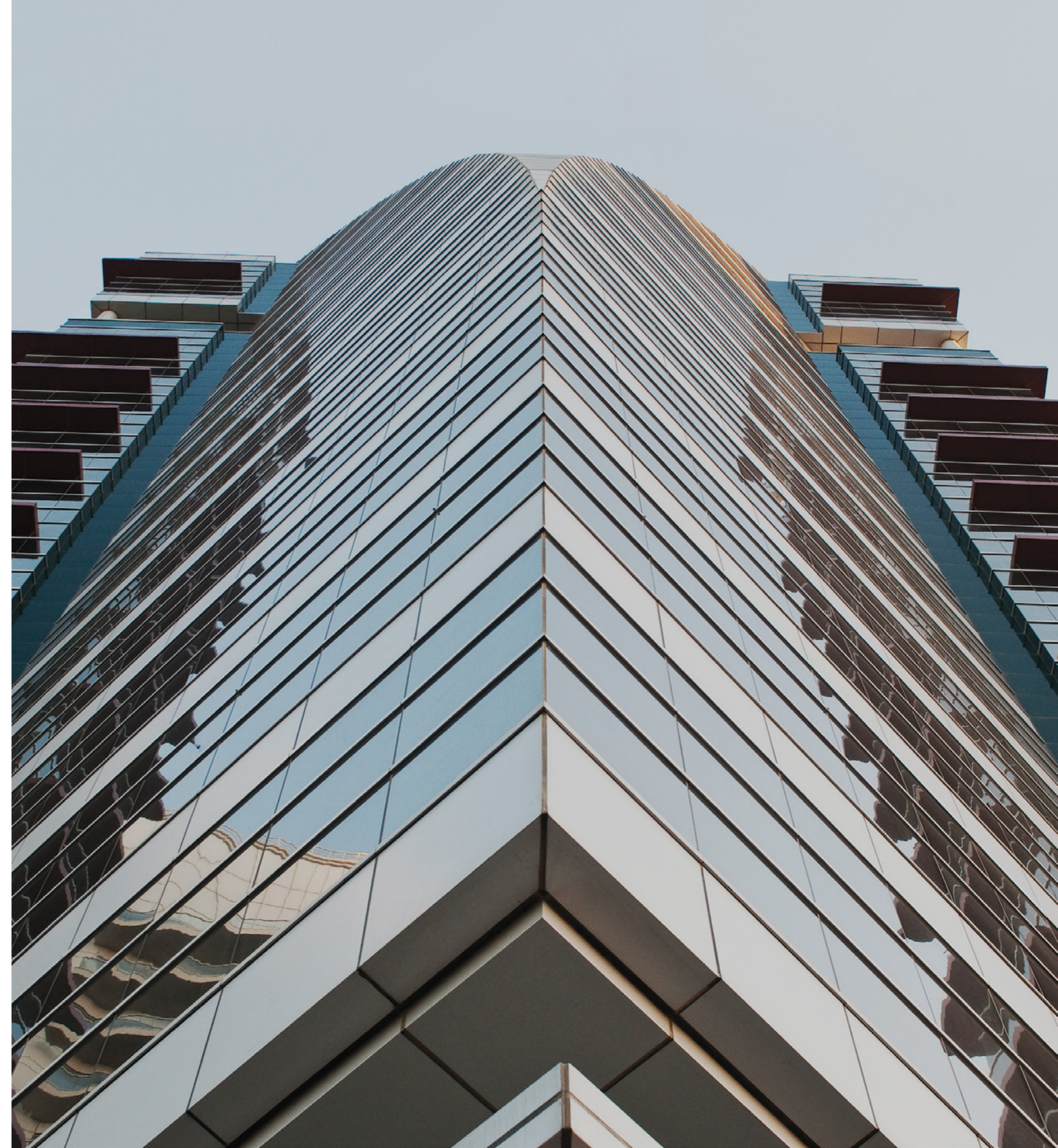
Long-standing partnership with
Government entities

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































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

Al Gurg Living

RETAIL
& LIFESTYLE



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



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



BUILDING & CONSTRUCTION

Al Semsam Building Materials

Mac Al Gurg

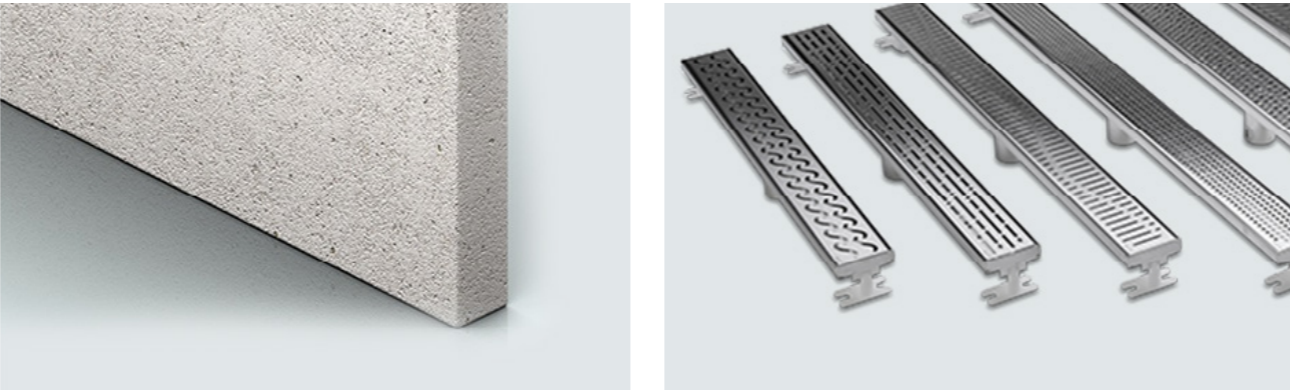


EASA SALEH AL GURG GROUP

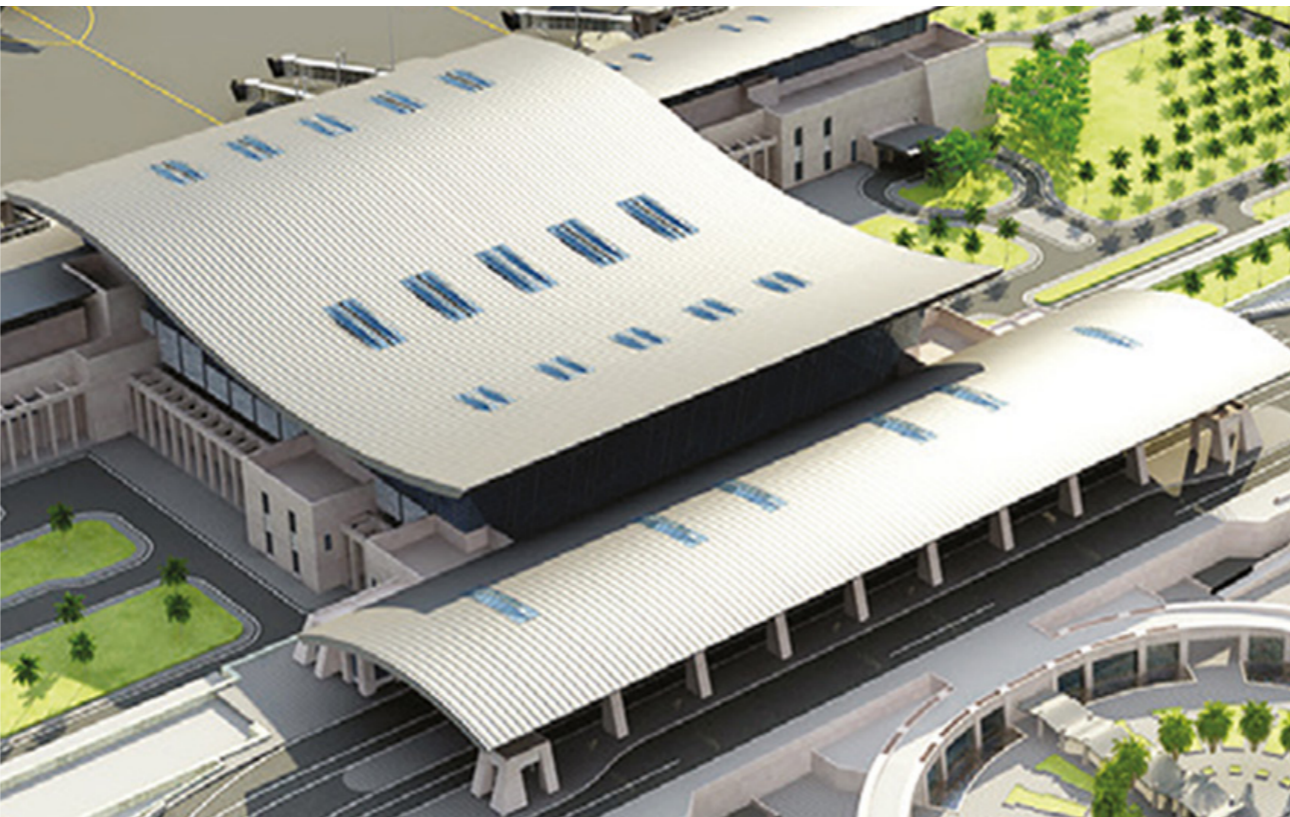
Al Semsam

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



EASA SALEH AL GURG GROUP

MAC AL GURG



BUILDING &
CONSTRUCTION



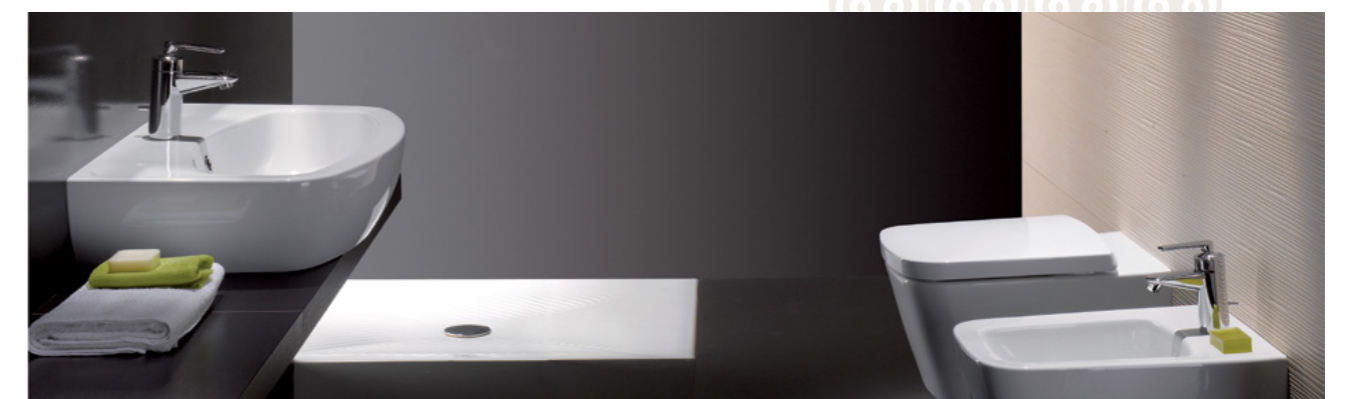
Drainage solutions,
municipal castings,
sanitary ware



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

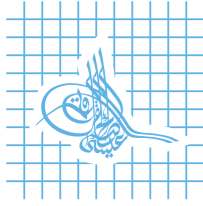
Al Mashrabiya Furniture

Gulf Metal Foundry

Sciencetechnic

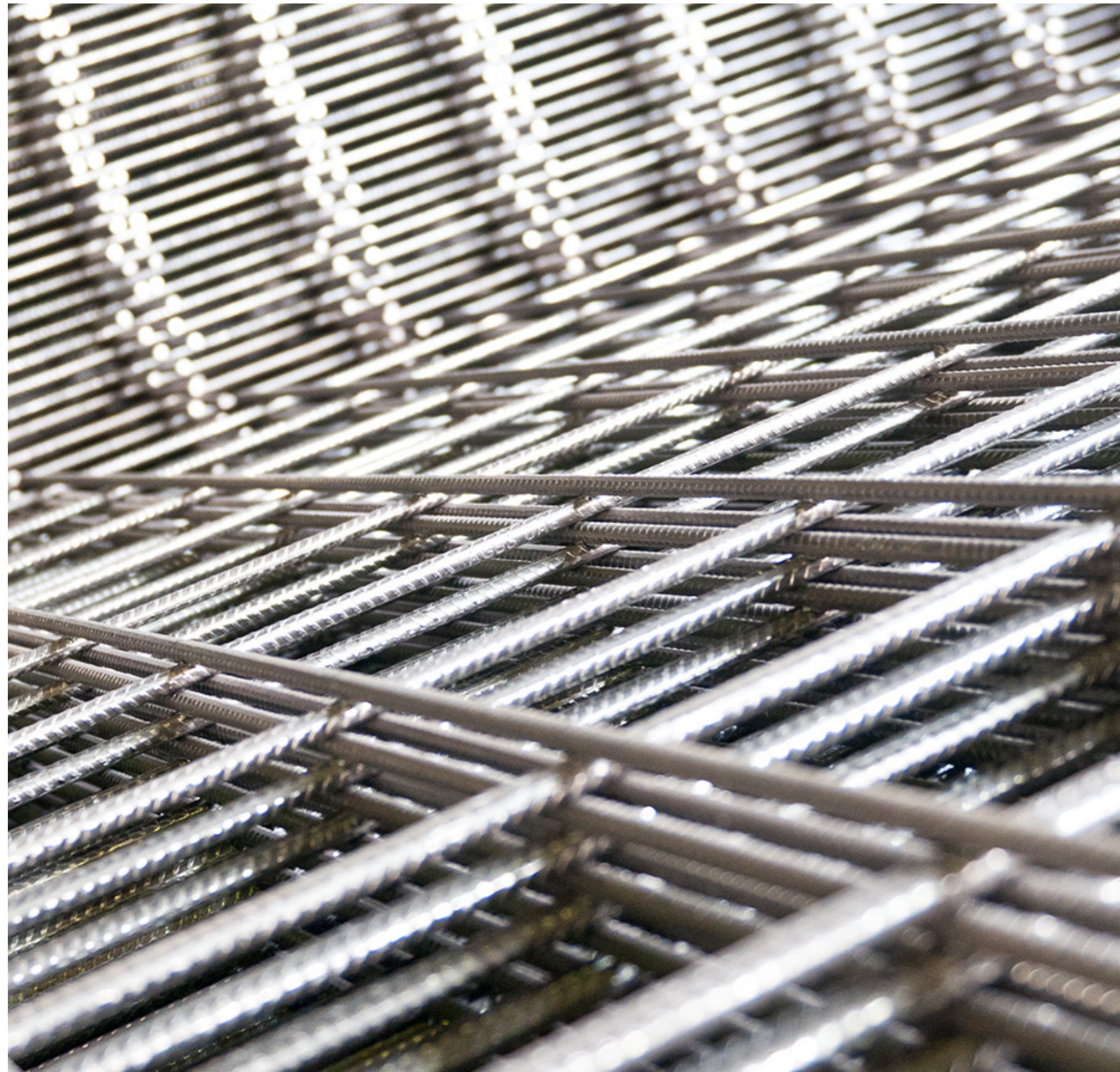
Technical & Trading





**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

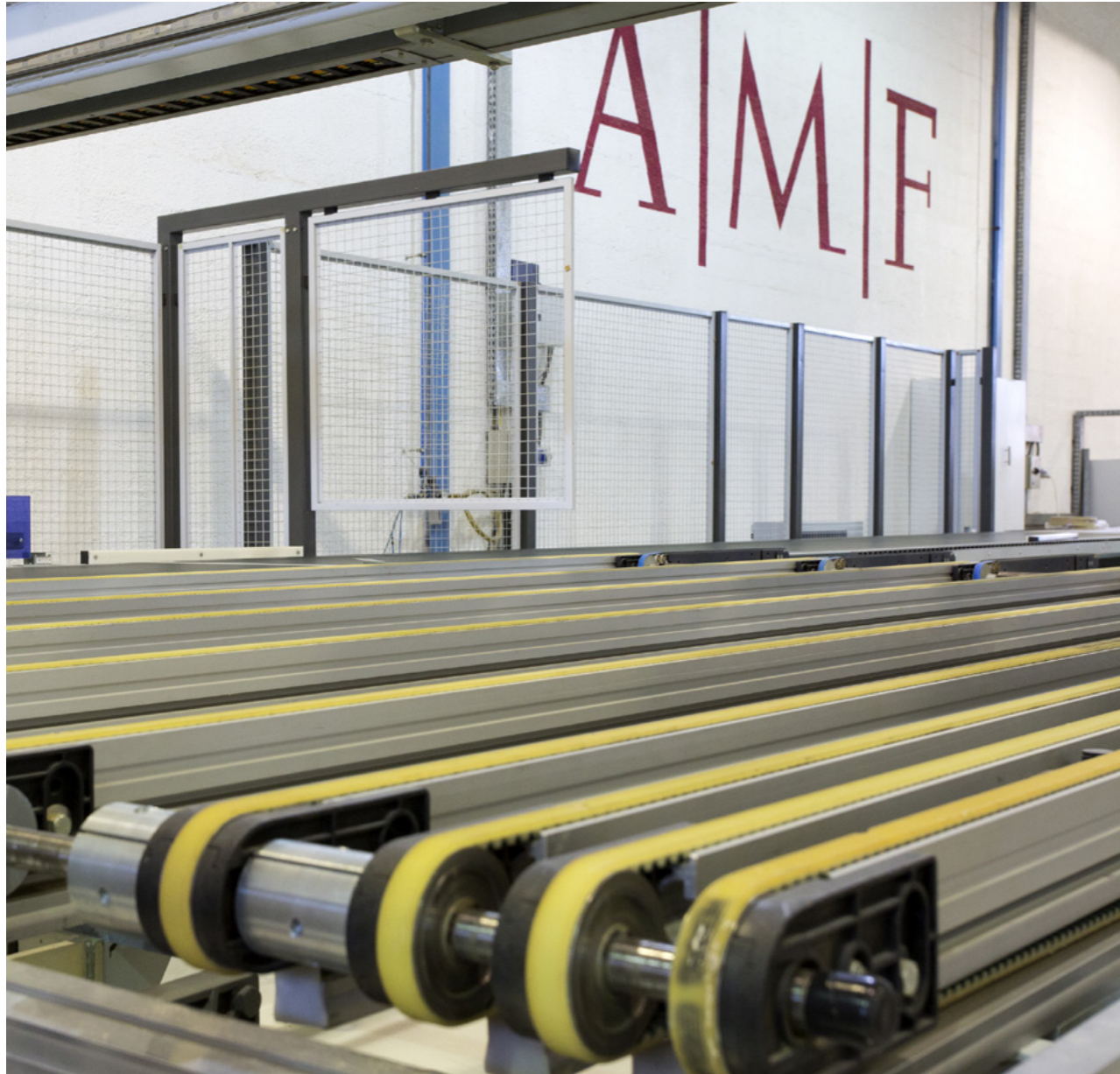
Export reach:
Africa, CIS, the Indian Ocean belt, Afghanistan and Pakistan



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



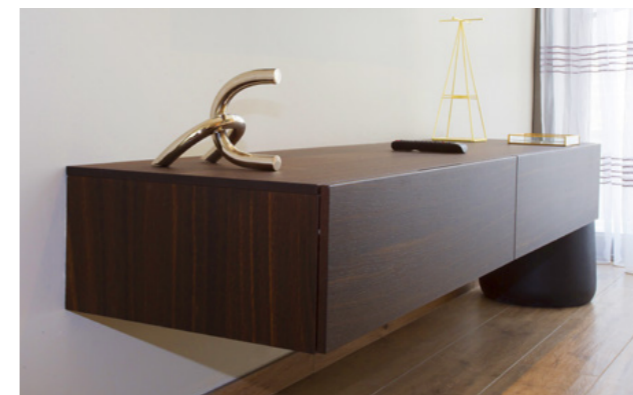
EASA SALEH AL GURG GROUP



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

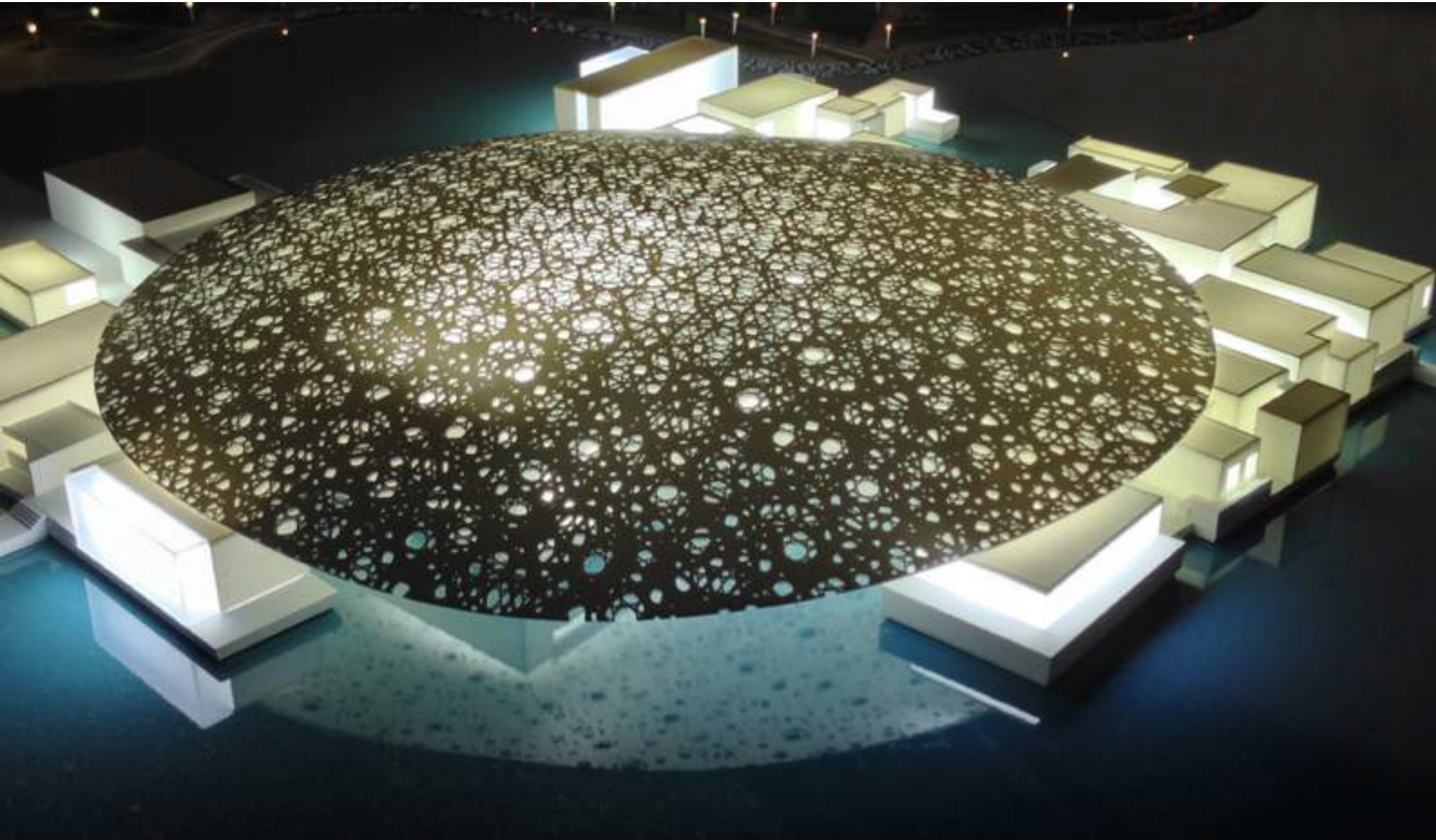


Production capacity of 5000 tonne steel castings per annum



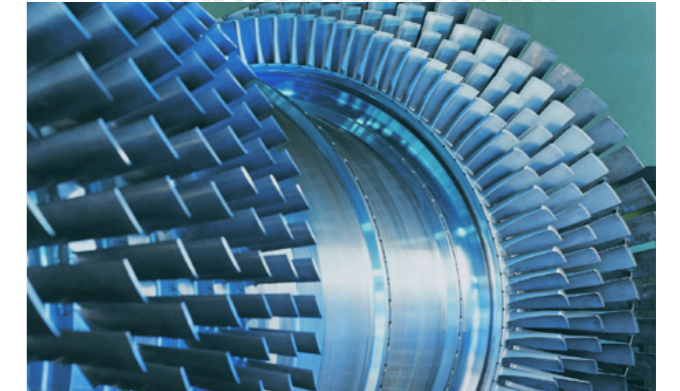
Certifications:
ISO 9001:2015,
ISO 14001:2015,
OHSAS 18001: 2007,
PED Lloyds, DNV and GL





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



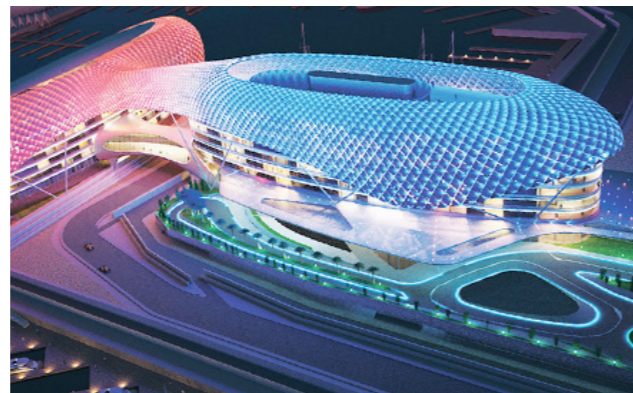
Automation, Building Technologies, Energy Management, Industrial Stock Sales, Lighting, Mobility



Key brands:
Siemens, Osram
Lutron, Bosch, Erco



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





Technical
& Trading

INDUSTRIAL



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





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