



EASA SALEH AL GURG GROUP

SHAPING  
THE  
FUTURE  
TOGETHER



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THE  
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## OVERVIEW

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

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

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

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

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

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

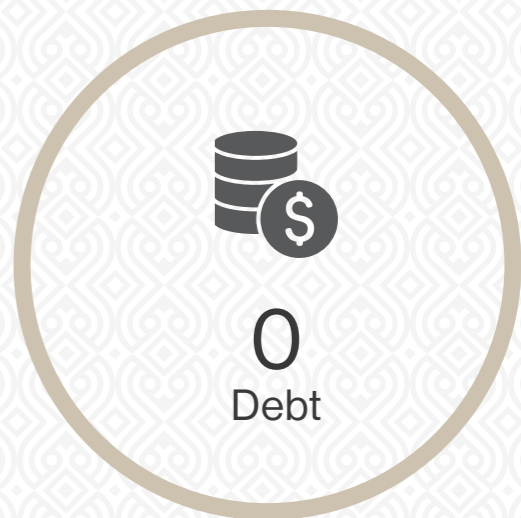
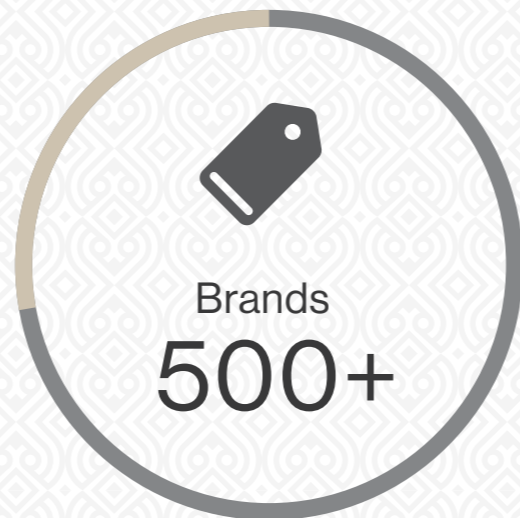
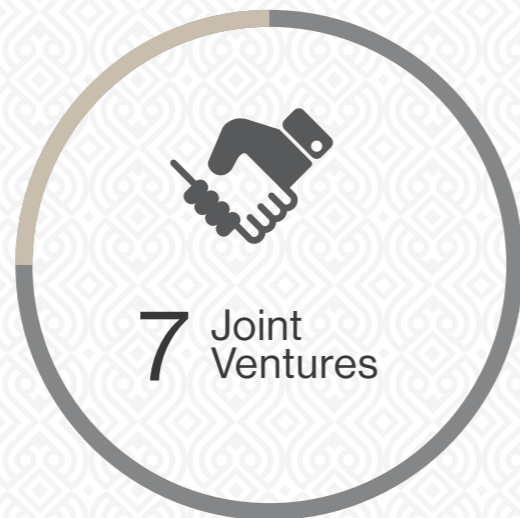
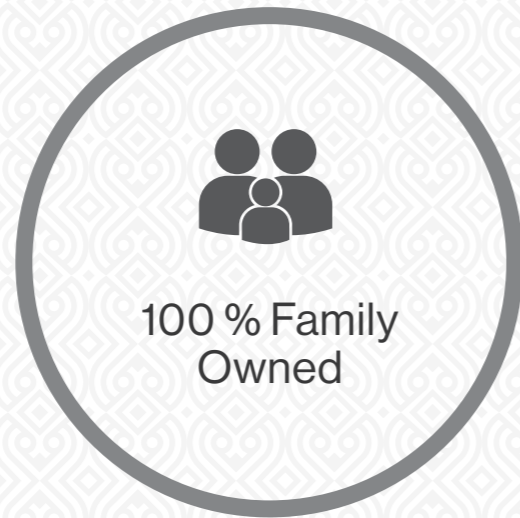
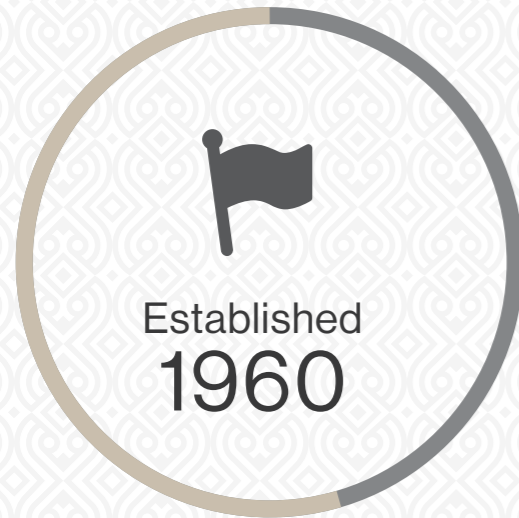
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Awarded Knight Commander of the Royal Victorian Order by Her Majesty, Queen Elizabeth II - 2009

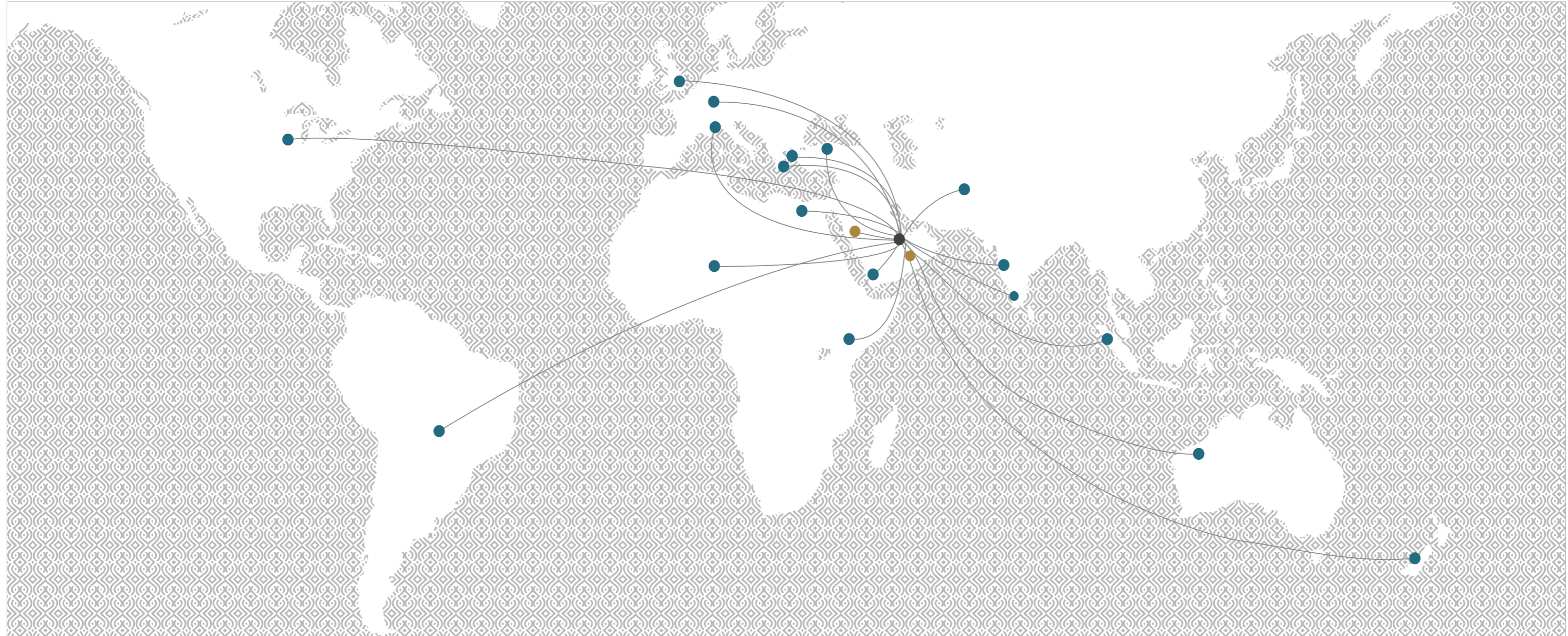
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# GROUP OVERVIEW



# 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



# 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

# 1970

1972 - First major traffic junction in Dubai installed

by Scientech 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 - Scientech sets up their branch in Oman followed by Mac Al Gurg and Better Life

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

# 1960



# ESAG TODAY

Long-standing partnership with  
Government entities

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Significant Real Estate expertise  
across the UAE and UK

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Financial competence through major  
holdings in regional banking institutions

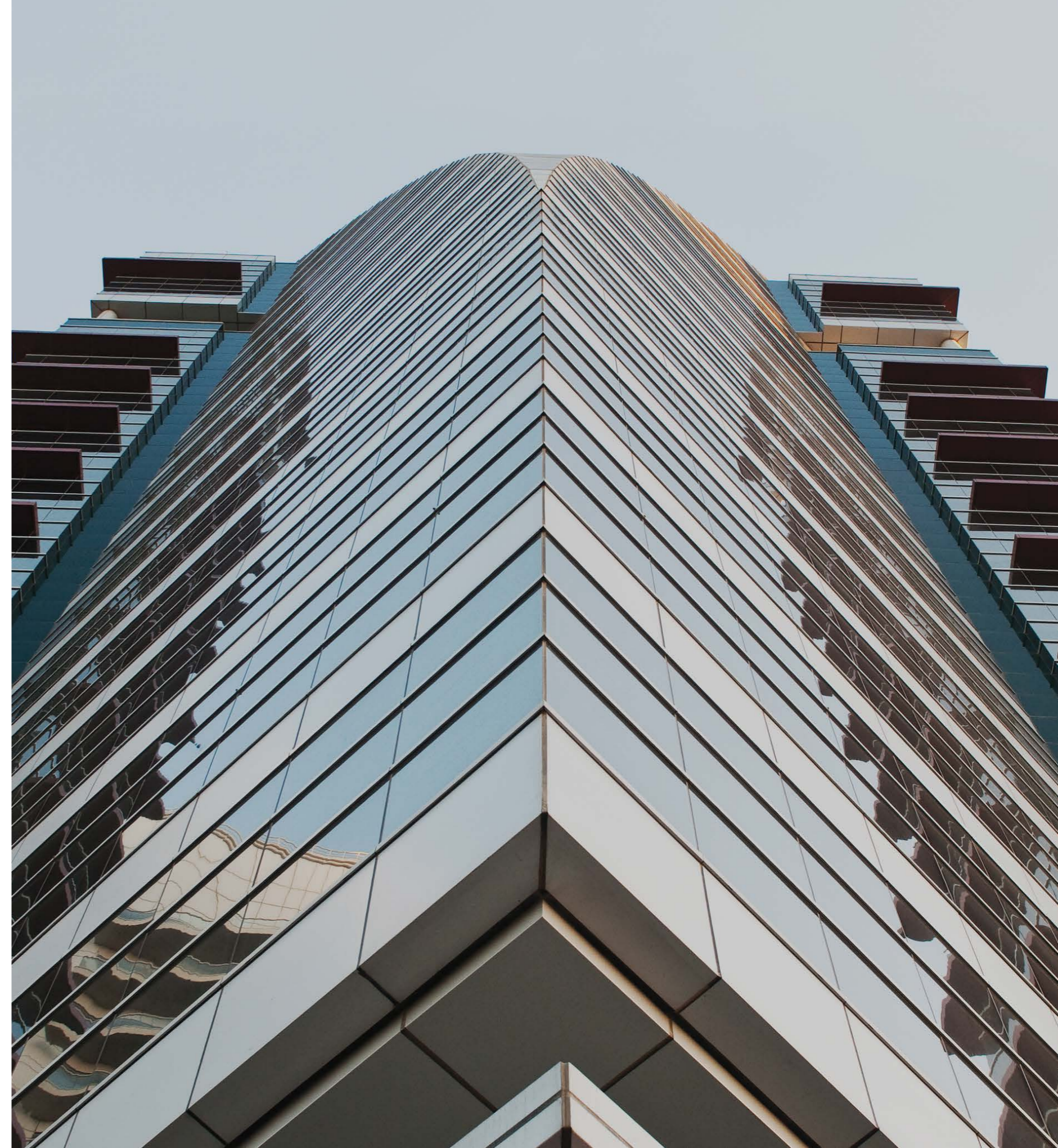
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Strong liquidity for expansion with  
access to local debt market

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

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# 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:**  
LaCornue  
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

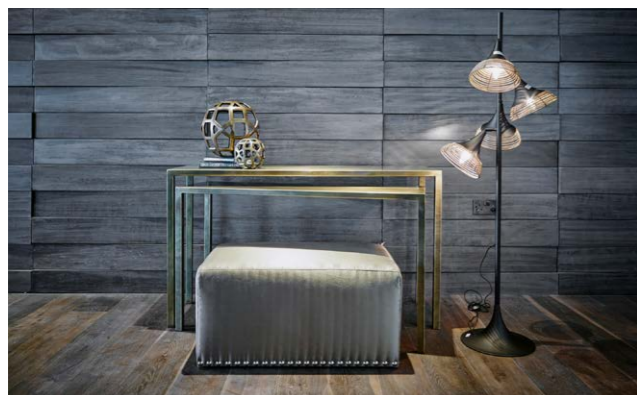


Alternate style with a homegrown touch

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

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Al Gurg Tobacco (BAT)

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Tyres Batteries & Accessories

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Target Auto Services

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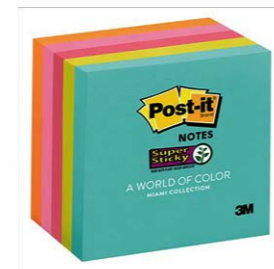


EASA SALEH AL GURG GROUP



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**

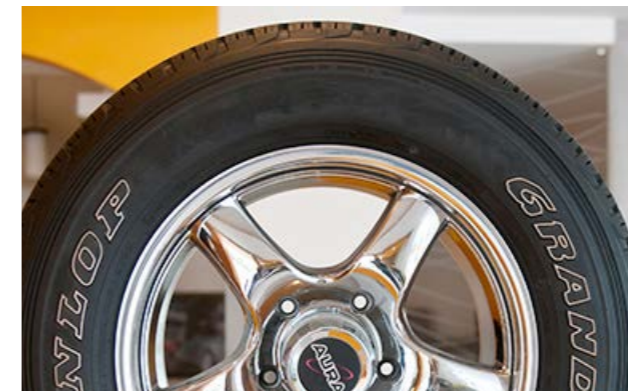
CONSUMER



Established  
1978

Sole agent for  
Dunlop tyres in  
Dubai and the  
Northern Emirates

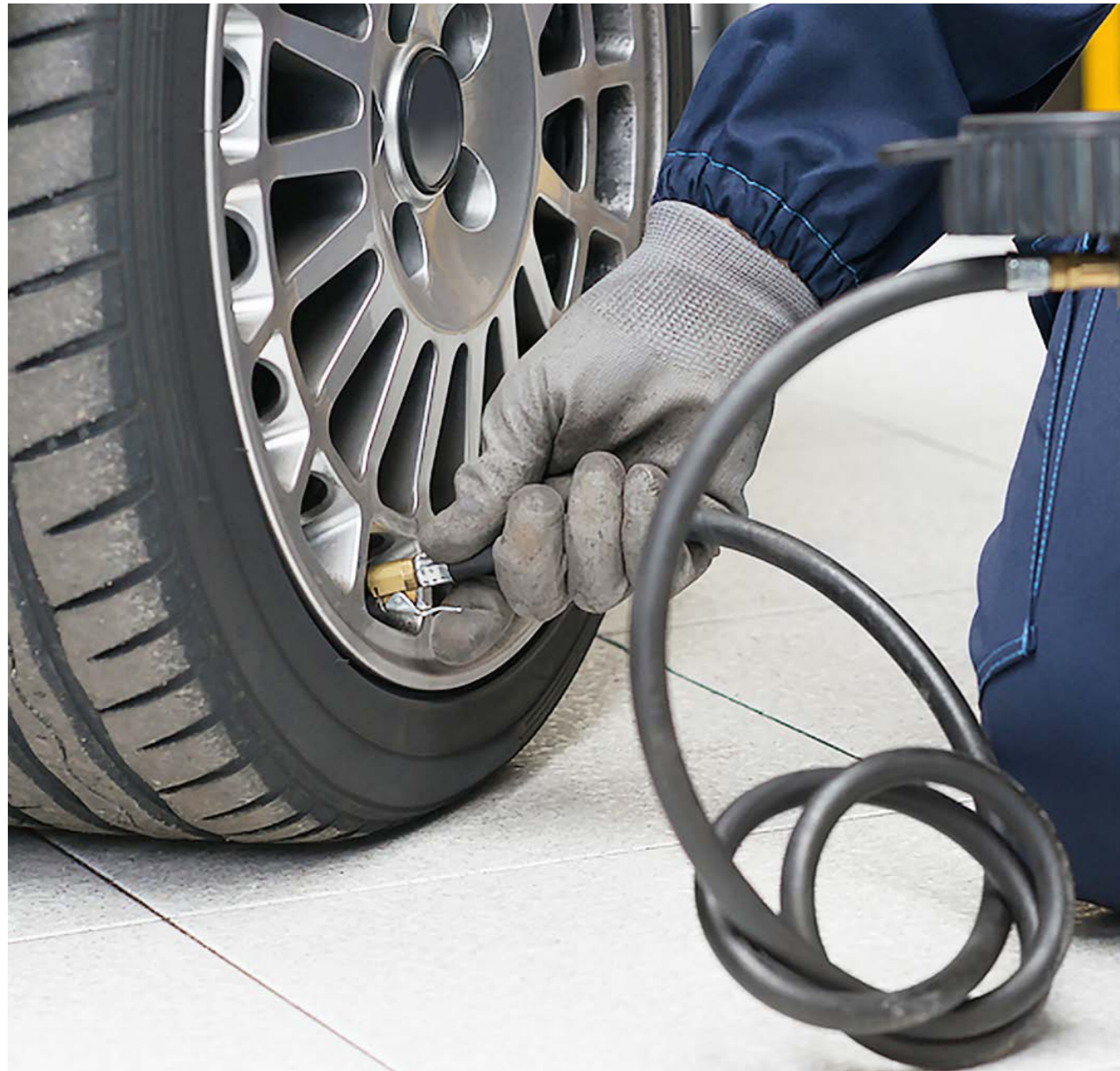
Dedicated ProShops offer  
fitting, balancing, wheel  
alignment, rotation and  
advise on tyres





**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

Technical & Trading



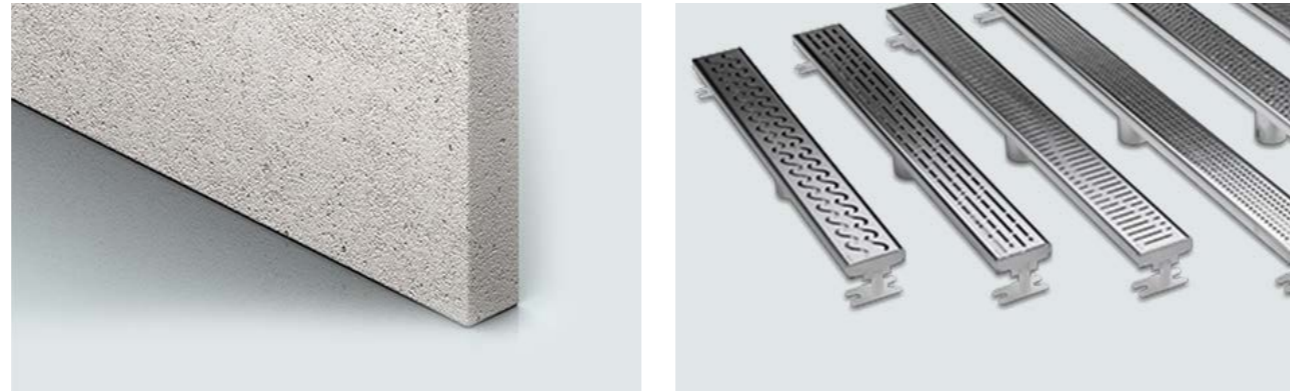
EASA SALEH AL GURG GROUP



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



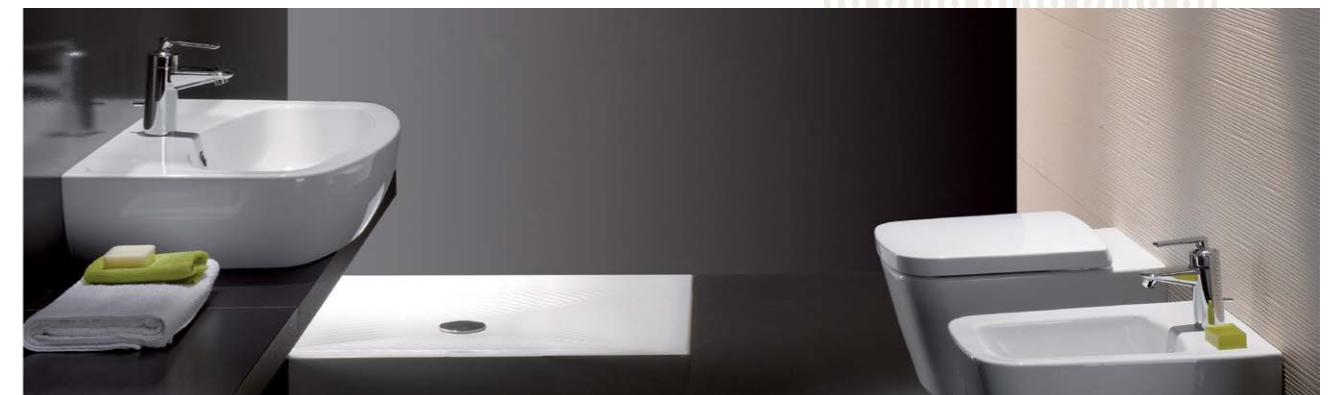
Drainage solutions,  
municipal castings,  
sanitary ware



**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



Technical & Trading



BUILDING & CONSTRUCTION



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



EASA SALEH AL GURG GROUP

# INDUSTRIAL

**Al Gurg Building Services**

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**Al Gurg Paints**

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**Al Mashrabia Furniture**

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**Gulf Metal Foundry**

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**Sciencetchnic**

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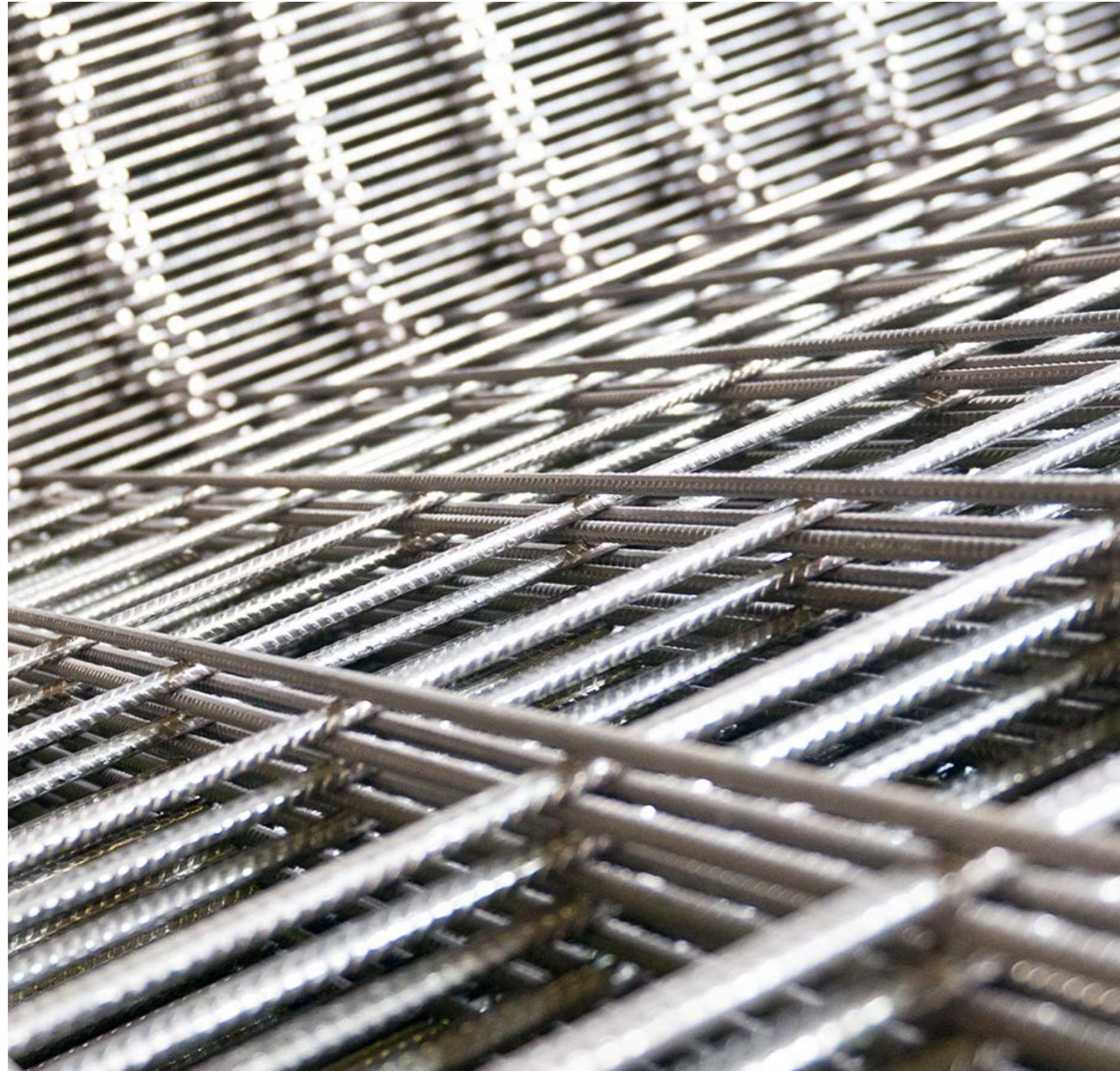




Al Gurg Building  
Services



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



EASA SALEH AL GURG GROUP

Manufactures decorative paints and protective coatings

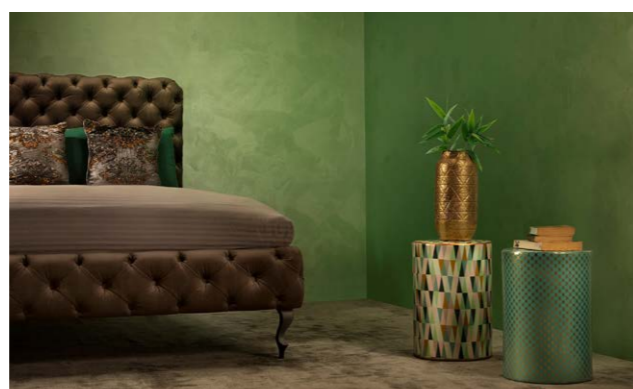


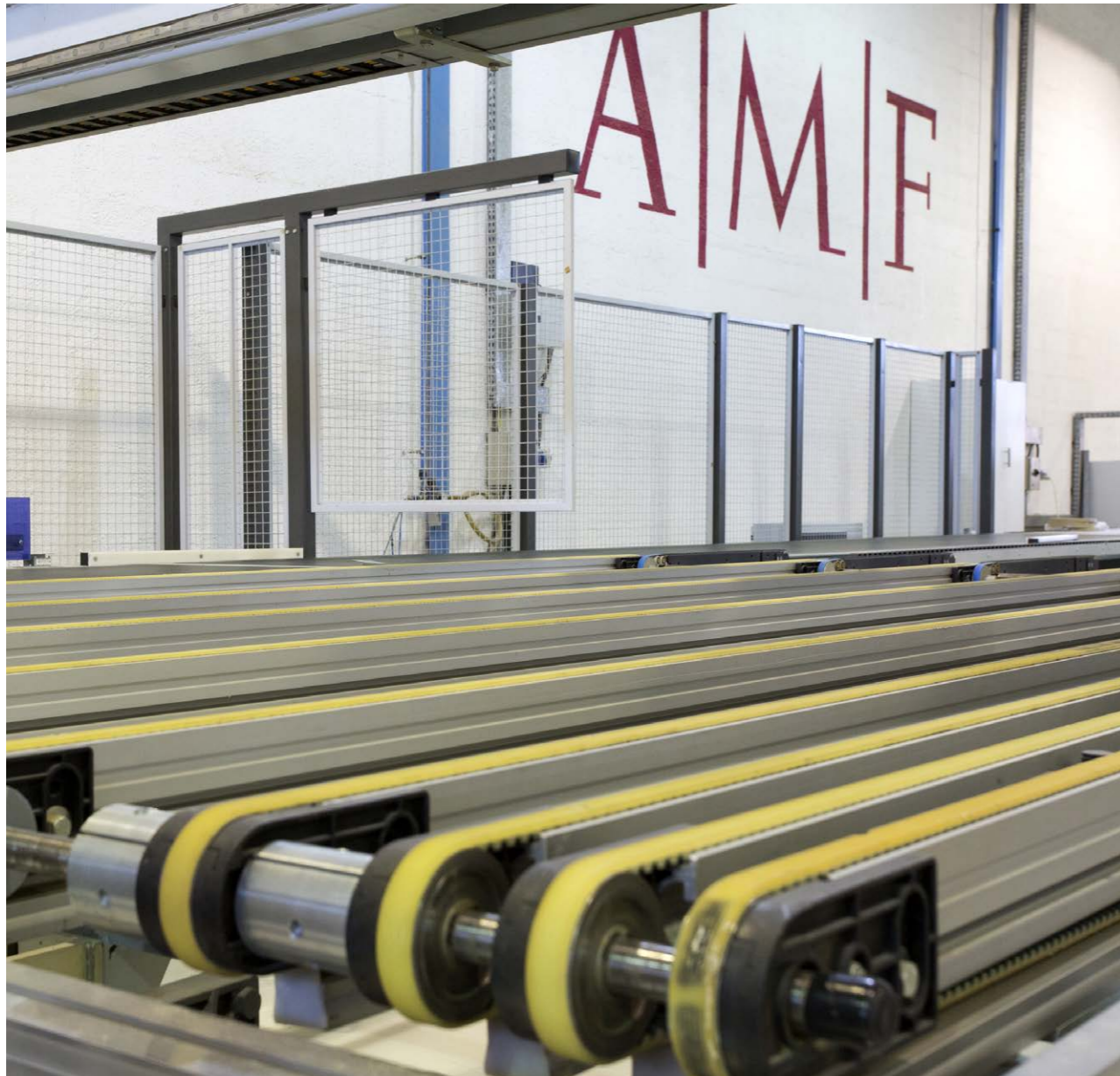
ISO 9001:2015 certified company and winner of Dubai Quality Appreciation Programme

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



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

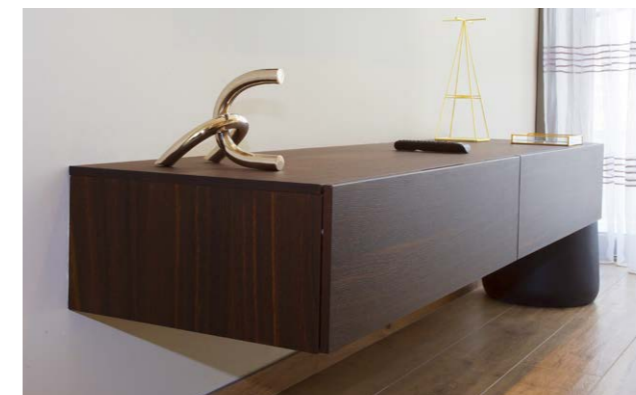




Manufactures  
Fire rated doors  
Non fire rated doors

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 LLC

INDUSTRIAL

Pioneering foundry in the UAE, in operation since 1995

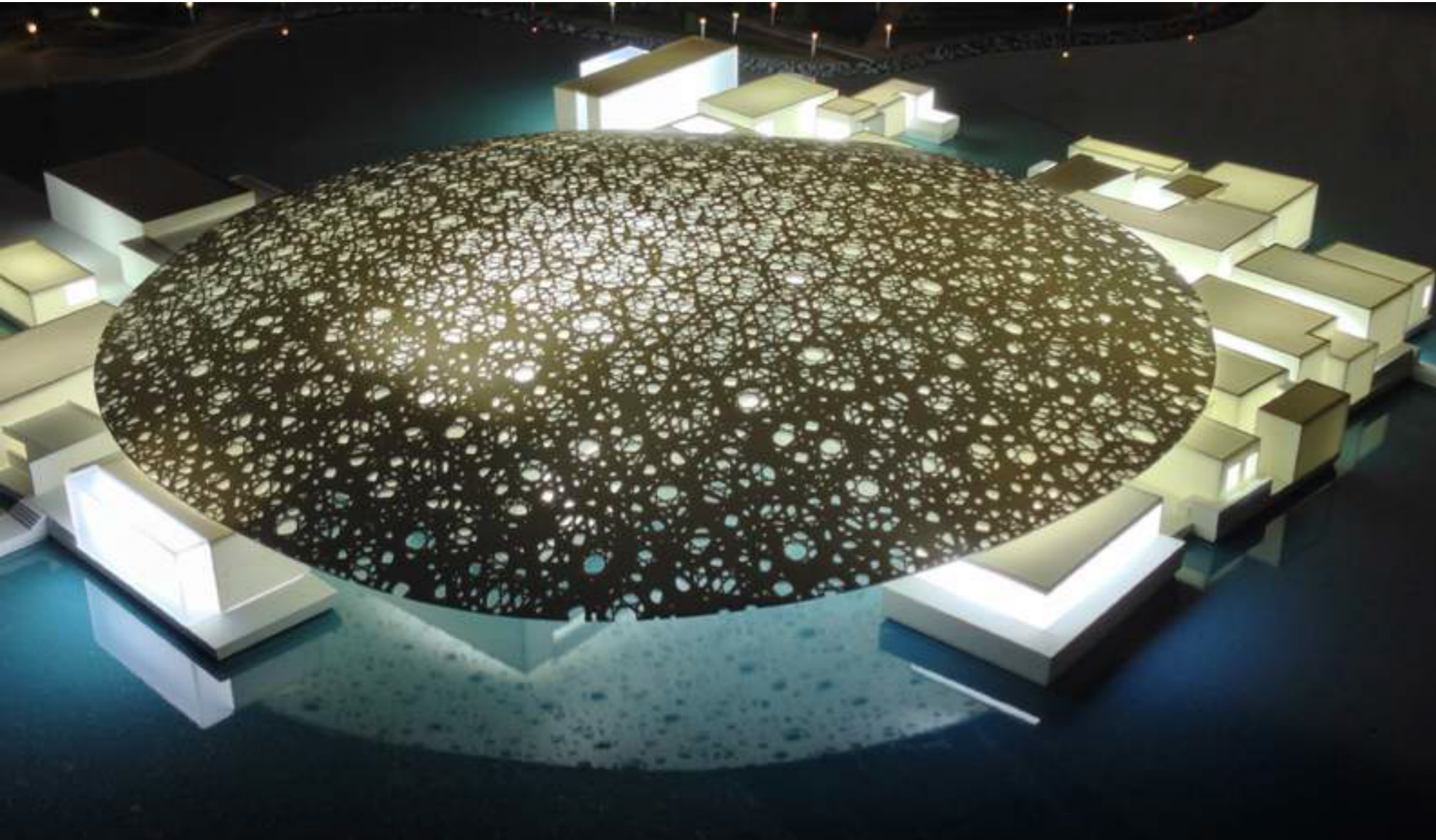


Production capacity of 5000 tonne steel castings per annum



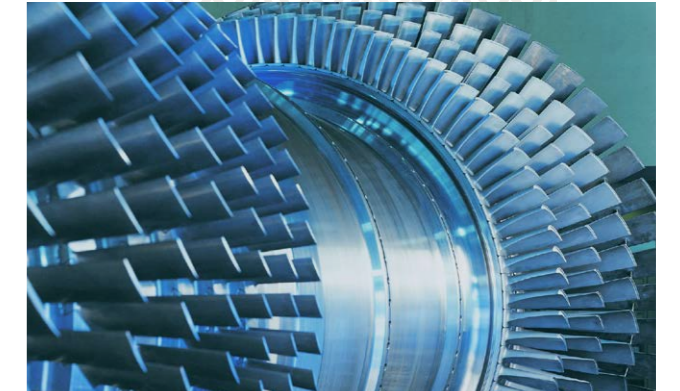
Certifications:  
ISO 9001:2015,  
ISO 14001:2015,  
OHSAS 18001: 2007,  
PED Lloyds, DNV and GL





**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



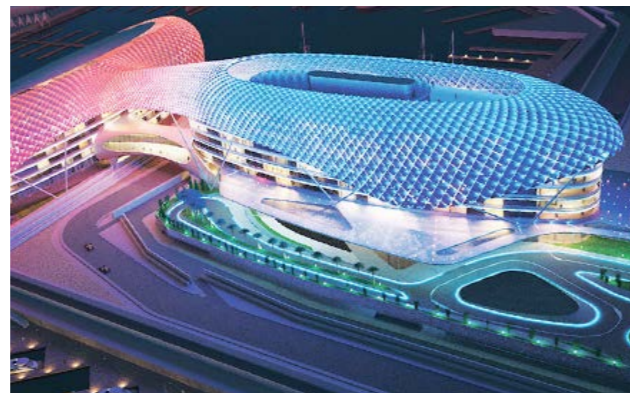
Automation, Building Technologies, Energy Management, Industrial Stock Sales, Lighting, Mobility



**Key brands:**  
Siemens, Osram  
Lutron, Bosch, Erco,



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



# 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  
LLC**



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

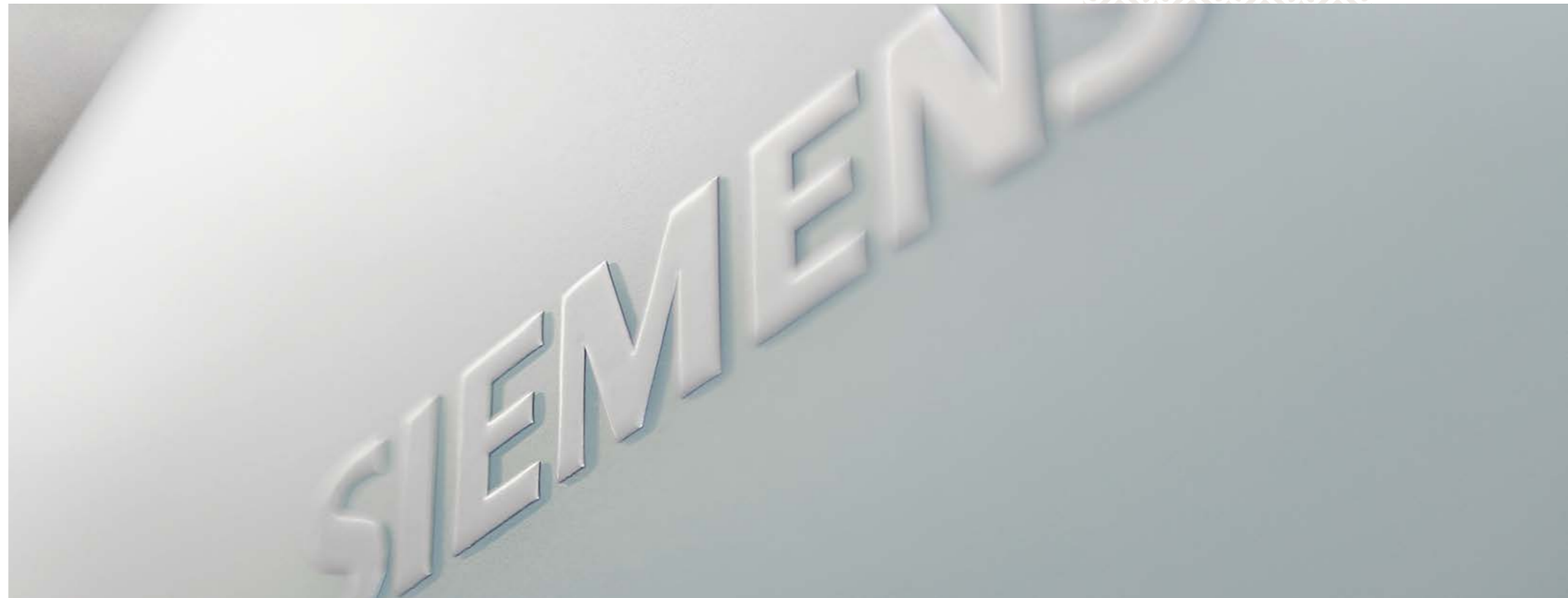




Established  
in the UAE  
2016

Formerly known  
as Siemens  
Healthcare

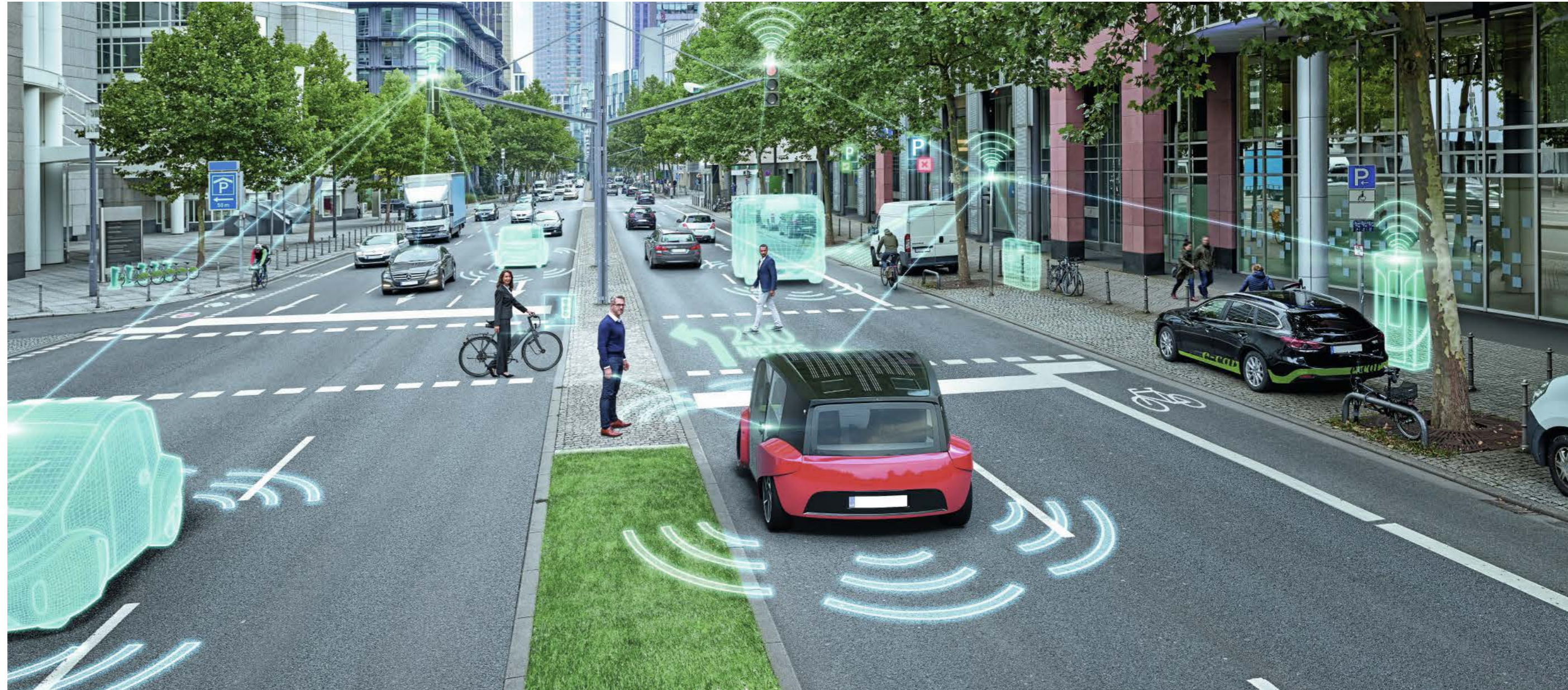
Supplier of medical  
imaging, laboratory  
diagnostics, clinical IT,  
medical infrastructure



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



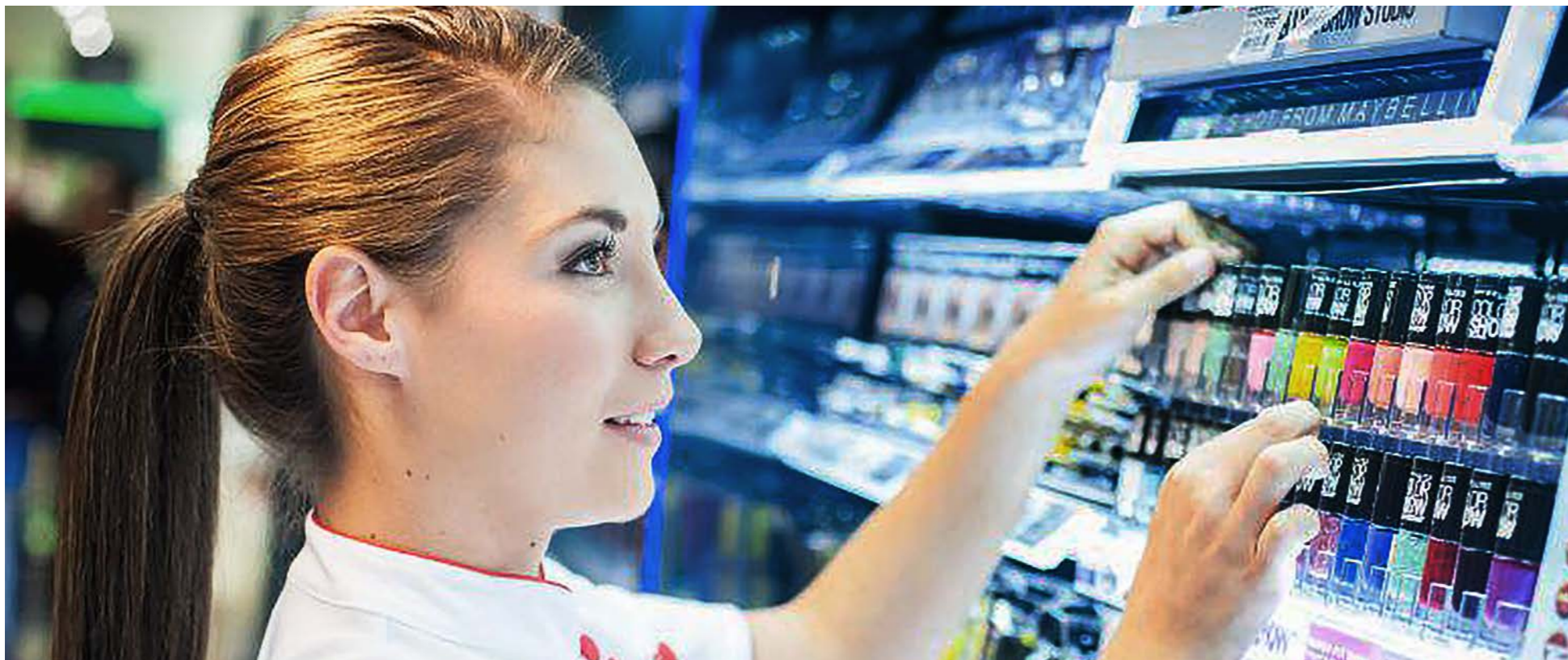
Range of marketing services to multiple channels across different industries

**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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