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**Obour Land For Food Industries Announces its Intention to Publicly Offer Up to 40% of its Ordinary Shares on the Egyptian Stock Exchange. CI Capital Investment Banking is Acting as the Sole Global Coordinator and Bookrunner**

Cairo, Egypt | December 5, 2016 — Obour Land for Food Industries S.A.E. (“Obour Land” or the “Company”) announced today its intention to offer up to 80,000,000 existing ordinary shares (“Offer Shares”) on the Egyptian Stock Exchange (the “EGX”), representing up to 40% of the Company’s outstanding share capital listed on the EGX.

Obour Land received permission to list its shares on the EGX on September 29, 2016 under the trading symbol OLF1.CA. The offering will include an international offering of up to 56,000,000 Offer Shares to institutional investors in a number of countries and an Egyptian retail offering of up to 24,000,000 Offer Shares to retail investors in Egypt (collectively the “Combined Offering”). The final price range for the Offer Shares has been set at between EGP 9.00 and EGP 9.68 per Offer Share. CI Capital Investment Banking, a division of Egyptian investment bank CI Capital, is acting as the Sole Global Coordinator and Bookrunner for the Combined Offering.

The Offer Shares are being offered outside the United States in reliance on Regulation S (“Regulation S”) under the U.S. Securities Act of 1933, as amended (the “Securities Act”), and to certain qualified institutional buyers (“QIBs”) (as defined in Rule 144A of the Securities Act (“Rule 144A”)) in the United States in reliance on Rule 144A or another exemption from the registration requirements of the Securities Act.

Commenting on the Combined Offering, Obour Land’s Vice Chairman and CEO, Mr. Ashraf Mohamed Hamed Sherif, said: “Since its founding in 1997, Obour Land has grown to become a leading cheese producer in Egypt driven by our commitment to delivering the highest quality products and our clear expansionary strategy. Obour Land boasts a robust sales and distribution network, ISO certified state-of-the-art production facilities and strong operational infrastructure led by a management team with extensive experience both with the Company and within the broader food and beverage industry in Egypt. We believe that the ‘Obour Land’ brand will allow us to successfully expand our product portfolio under an instantly recognizable and trusted household name that already enjoys strong customer awareness and loyalty. We look forward to embarking on our next stage of growth as a public company, welcoming both institutional and retail investors as shareholders.”

Obour Land is a leading white cheese producer in Egypt, currently offering 27 stock keeping units and commanding a leading brand market share by total sales value for the carton pack white cheese market at 39% for the nine months ending September 30, 2016. The Company has achieved consistently high sales growth rates since it began production in 1999. It currently operates 13 white cheese production lines, of which 12 are for carton packs and one is for plastic tubs, with a total production capacity of approximately 134.4 thousand tons per annum. In addition, management



expects the Company's financial performance to benefit from future growth resulting from expanding its range of product offerings and introducing new product segments and categories. The Company is currently installing three new white cheese carton pack production lines with a combined production capacity of 65.3 thousand tons per annum, including a new 1kg carton pack size. Additionally, in an effort to diversify its cheese product offering, one mozzarella cheese production line and one processed cheese production line are being commissioned with a combined production capacity of 7.2 thousand tons per annum. Obour Land also plans to leverage its solid brand equity and established distribution platform to venture into juice and milk products that complement the Obour Land product offering. Three new juice production lines, which can be used interchangeably for juice and milk, and one dedicated milk production line will be added with a total combined production capacity of 126.0 million liters per annum. All nine new production lines are expected to be operational as of the second quarter of 2017.

The Company recorded sales of EGP1,054 million in 9M2016, posting an increase of 25% year-on-year and EGP1,170 million in FY2015, an increase of 26% year-on-year. From FY2013 to FY2015, the Company's sales grew at a compound annual growth rate ("CAGR") of 49% driven by strong demand for the Company's products and the addition of seven new production lines.

The Company recorded EBITDA of EGP153 million during 9M2016 and EGP133 million in FY2015, translating to an EBITDA margin of 14.5% and 11.4%, respectively. From FY2013 to FY2015, EBITDA grew at a CAGR of 86%.

In addition, the Company recorded net profit of EGP110 million during 9M2016 and EGP92 million in FY2015, translating to a net profit margin of 10.4% and 7.9%, respectively. From FY2013 to FY2015, net profit grew at a CAGR of 119%.

Commenting on the offering, CI Capital's Head of Investment Banking Hesham Gohar said: "Obour Land is a remarkable success story predicated on its unique business model and exceptional sponsor and senior management team. This offering will mark the first IPO since the recent implementation of the widely acclaimed set of economic reforms in Egypt, and CI Capital is proud to lead such an exciting transaction at this important juncture. With this transaction, CI Capital continues to cement its position as the market leader in equity bookrun financings in Egypt, having successfully completed nine deals raising more than USD1.3 billion from the equity capital markets, including four initial public offerings, since the beginning of 2014".

The Company obtained EGX approval on December 4, 2016. The subscription period will commence on December 6, 2016. The institutional book-building is expected to close on December 9, 2016 followed by the announcement of pricing on December 11, 2016. Moreover, the subscription period will close on December 13, 2016 with first day of trading set to begin on December 15, 2016.

Selling shareholders are members of the Sherif family. All selling shareholders will sell-down on a pro-rata basis through the secondary offering.

The offering price will be the same for the international offering and the Egyptian retail offering.



CI Capital Investment Banking is the Sole Global Coordinator and Bookrunner for the Combined Offering. Beltone Securities Brokerage is serving as a placement agent. Norton Rose Fulbright is international counsel to the issuer, while Matouk Bassiouny is local counsel.

—Ends—

Notes for Editors:

Obour Land for Food Industries S.A.E., a leading white cheese producer in Egypt, is a joint stock company established in 1997. Obour Land manufactures, markets and distributes a wide variety of carton pack and plastic tub white cheese products and has a robust distribution platform, with a direct and indirect outreach that covers all of Egypt. The Company's white cheese product offerings include Feta, Istanbully, Double Cream, Olive, Khazeen, Talaga and Baramely, all marketed under the well-known brand name "Obour Land".

As of September 2016, Obour Land operated a total of 13 production lines, including 12 carton pack production lines and one plastic tubs production line, with a total annual production capacity of c.134.4 thousand tons per annum. Obour Land is the number one white cheese producer in Egypt boasting the largest market share by total sales value.

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CI Capital Investment Banking is a market leading financial advisory services firm in Egypt, having successfully advised on transactions valued at ~EGP72 billion since the beginning of 2013. The company advises on mergers & acquisitions, private and public equity and debt capital raising, and financial restructures. CI Capital Investment Banking has been recognized as the "Best Investment Bank in Egypt" by EMEA Finance for four years running from 2013-2016 and by Global Finance Magazine in 2014 and 2015, among others. CI Capital Investment Banking is a member of CI Capital Holding ("CI Capital" or the "Group"), Egypt's leading financial services group. Through its headquarters in Cairo and offices in New York and Dubai, CI Capital offers a wide range of financial services to a diversified client base that includes individual, high-net-worth and institutional investors and corporate clients. The Group offers its services across six business lines: securities brokerage, equity research, investment management, investment banking advisory, leasing and private equity. CI Capital is a wholly owned subsidiary of CIB, Egypt's largest private-sector commercial bank.

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### **Forward-Looking Statements**

This announcement contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of



words and phrases like “according to estimates”, “anticipates”, “assumes”, “believes”, “could”, “estimates”, “expects”, “intends”, “is of the opinion”, “may”, “plans”, “potential”, “predicts”, “projects”, “should”, “to the knowledge of”, “will”, “would” or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding the Company’s business and management, the Company’s future growth or profitability and general economic and regulatory conditions and other matters affecting the Company.

Forward-looking statements reflect the current views of management of future events and are based on management’s assumptions and involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause the actual financial condition and results of operations of the Company to differ materially from, or fail to meet expectations expressed or implied by, those forward-looking statements. The Company’s business is subject to a number of risks and uncertainties that could also cause a forward-looking statement, estimate or prediction to become inaccurate. These risks include fluctuations in the prices of energy, raw materials or employee costs required by the operations of the Company, its ability to retain the services of certain key employees, its ability to compete successfully, changes in political, social, legal or economic conditions in Egypt, worldwide economic trends, global and regional trends in the dairy industry, the impact of war and terrorist activity, inflation, interest rate and exchange rate fluctuations and the ability of management to identify accurately and in a timely manner future risks to the business of the Company and manage the risks mentioned above.

Accordingly, investors should not rely on the forward-looking statements in this announcement. None of the Company, its management or CI Capital gives any assurance regarding the future accuracy of the opinions set forth in this announcement or as to the actual occurrence of any predicted developments. After the date of this announcement, none of the Company or its management assumes, and each of the Company and its management expressly disclaim, any obligation, except as required by law and the listing rules of the EGX, to update any forward-looking statements or to conform these forward-looking statements to the actual results of the Company.