

Despite Coronavirus Outbreak...

FHH Pledges to Transform Egypt Into Competitive Export Hub

Fine Hygienic Exports to 28 Countries & Targets Further Expansion into Africa & Europe

Lafferty: “With 4 fully-fledged plants, around 1,000 seasoned employees, 350 fleet cars, FHH will expand with its high-quality products in Egypt throughout 2021.”

Fakharany: “FHH maintained 33% of the Egyptian market share during 1H2020, accounting for sales of 1/3 of hygienic paper products, 1/2 of adult diapers, and 12% of baby diapers.”

In a virtual press conference held today, Fine Hygienic Holding (FHH), one of the world’s leading wellness groups and manufacturer of hygienic paper products, unveiled the company’s new business prospects for the promising Egyptian market, despite the Coronavirus outbreak.

“Building on the trust earned and the ground-breaking success achieved over the past 3 decades, FHH plans to diversify its portfolio of high-quality hygienic products in Egypt, pumping 35 million USD in investments to maintain the safety and wellbeing of its people amid the Coronavirus pandemic,” said FHH CEO, James Michael Lafferty. He added, “With 4 fully-fledged operating plants, around 1,000 seasoned employees, 350 fleet cars, 35 projected distribution channels, FHH will vastly expand with its high-quality hygienic products portfolio in Egypt throughout 2021.”

General Manager and Chief Commercial of Egypt at Fine Hygienic Holding, Ahmed El-Fakharany, said, “Thanks to FHH’s foresight, the company has successfully managed to maintain 33% of the Egyptian market share during 1H2020, accounting for sales of 1/3 of the market’s hygienic paper products, 1/2 of the adult diapers, and 12% of baby diapers.”

“Leading the market with such remarkable shares along with being one of the most dynamic markets in the MENA region, FHH is currently pursuing the transformation of Egypt into an export hub. Our exports have successfully reached 28 countries worldwide, and we are currently working

on expanding to a number of African and European countries that have inked trade agreements with Egypt,” stated El-Fakharany.

Since its inception and long before the pandemic, FHH has consistently invested in R&D to safeguard its customers and their families against infection. The company allocates a huge amount of its profit to complement its innovative hygienic products with cutting-edge technologies, raising the bar for other players while maintaining its prominent position in the wellness segment. Most recently FHH’s revolutionary innovations have come to light with Fine Guard face masks, gaining recognition for their innovative anti-viral technology that kills 99.9% of Coronavirus from world-renowned institutions like The Free University of Berlin, RWTH Aachen University’s Institute of Textile Technology, the University of Arizona along with the Medical Wellness Association.

FHH’s R&D operations focus not only on adopting new, advanced technologies, but also center around the addition of user-friendly and economical features. Recently, the company was proud to launch Fine Duetto Kitchen Towels in the Egyptian market, giving consumers the most value for money, while highlighting FHH’s pioneering position in terms of innovation and consumer care. Fine’s one-of-a-kind design optimizes the advantage of wasted space, and rather than an empty carton, Fine Duetto Kitchen Towels come with an additional and free small roller of kitchen towels in the center.

Throughout the first wave of coronavirus outbreak, FHH has meticulously followed a prodigious, pre-set crisis management plan. The strategy aimed at maintaining full operational capacity in Egypt, mitigating any shortage of supply by stockpiling raw materials ahead of time, while diversifying suppliers in advance. As an “Employer of Choice” which thoroughly preserves the health and wellbeing of its teams, FHH has augmented strict precautionary measures for both employees inside the factory and outsider visitors.

Along with retaining proper production and HSE processes, FHH has also been committed to subsidizing the State’s endeavors in fighting Coronavirus. Accordingly, FHH has established a 2 Million USD COVID-19 Relief Fund to provide aid to the communities encompassing FHH’s operations across the MENA region. In Egypt, FHH has provided Abbassia Fever Hospital with a sizable donation of the much-needed sterilized tissues. The donation took place across several phases to fulfill the needs of the hospital.

It is worth mentioning that FHH is considering an Initial Public Offering (IPO) on the London Stock Exchange (LSE) in 2021/2022.

- End -

About Fine Hygienic Holding

Fine Hygienic Holding (FHH), one of the world's leading wellness groups and the MENA region's leading manufacturer of hygienic products, serves consumers in more than 80 countries around the world. With its commitment to becoming "the shining star of the Arab FMCG business world," FHH focuses on wellness, sustainability, state-of-the-art production processes, pioneering CSR programs, and award-winning products. The company offers a diverse array of products including facial tissues, napkins, kitchen towels, toilet paper, baby diapers, adult briefs, jumbo rolls, as well as away-from-home products to accommodate all types of private and public institutions in addition to personal protective equipment (PPE).