

## **Prime Holding Successfully Manages the Acquisition of Americana's International Tobacco by Al Saidy Tobacco**

**October 8, 2020**

**Cairo, Egypt** – Prime Holding has announced today that it has successfully managed the sale of International Tobacco, an Americana Egypt subsidiary and owner of the brand “ElHennawi Tobacco” to ElSaidy Tobacco. Prime acted as the seller’s exclusive financial advisor and executed the transaction on the Egyptian Exchange.

Al Saidy Tobacco’s Chairman and CEO, Hamada El-Far expressed his excitement about the deal. “This deal represents a strong addition to our company. International Tobacco has a solid business model and strong capabilities in the production and distribution of its diversified product range, which meets the diverse customer tastes. We look forward to creating synergies capitalizing on International Tobacco’s portfolio and capabilities with our operation to create value in the coming period.”

El-Far also congratulated Prime on its role in concluding the acquisition with a high level of professionalism and expertise. “Prime has brought the two parties closer, and smoothly finalized the transaction”.

Shireen Al Kady, Executive Chairman of Prime Holding commented that “this transaction reflects the commitment of Prime’s teams and their high level of experience and professionalism. Challenging the status quo has been and remains our mode of operation to offer unconditional commitment to our clients.”

Hussein Abdel Halim, CEO of Prime Capital assured that Prime always strives to offer the best value for its clients. “This acquisition is yet another landmark in the company’s track record in mergers and acquisition and is in line with our strategy to fortify our strong presence, especially when it comes to defensive industries. We look forward to more successful transactions before the end of the year.”

End

**About Al Saidy Tobacco:** Al Saidy Tobacco was established 15 years ago in Mansoura. 13 years later, it inaugurated its second factory in the Public Free Zone of Menoufia. It is known for the distinctive flavors of its products and employs more than 2,500 workers trained at the highest level in different specializations.

**About Americana Egypt:** The Americana Group is one of the most successful organizations in the Middle East region. The group is considered one of the largest food manufacturing and distributing companies in the region. The group was founded back in Kuwait in 1964, and introduced the concept of QSR's (Quick serving Restaurants) in the regional market in 1970. The group with its two divisions operates 1800 restaurants across the region as well as 25 food production sites across the UAE, KSA, Kuwait and Egypt, offering the safest, most reliable and best quality food.

**About Prime Holding:** Prime Holdings is a regional investment bank subject to the supervision of the Egyptian Financial Supervisory Authority. It provides innovative and integrated financial services to companies, institutions, governments and individuals. Its activities cover a wide range of services, including investment banking, asset management, brokerage, research, and private equity. Prime Holding has been listed on the Egyptian Stock Exchange since 2008. For more details, please visit the Prime Holding website: [www.primegroup.org](http://www.primegroup.org).