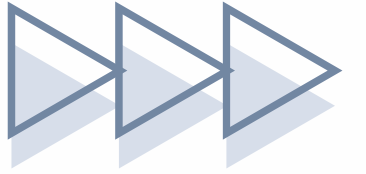




COMPANY PROFILE

[Www.gemegypt.com](http://www.gemegypt.com)

Agenda



1. Business Architecture

2. About Company

3. Vision & Mission

4. Swot Analysis

5. Operation Chart

6. Suppliers

7. Brands

8. Operation Summary

9. Sales & Target

10. Price Structure

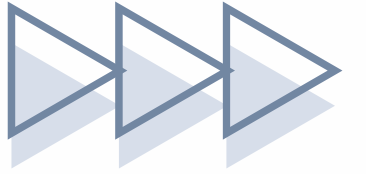
11. Distribution Coverage

12. Marketing Activites

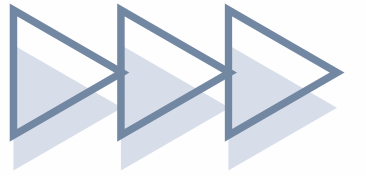
13. Egyptian Market

14. Contact Us

Business Architecture



ABOUT COMPANY



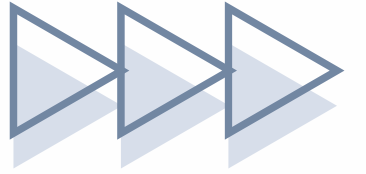
Since 1992, **GEM IMPORT & EXPORT** has been a pioneer in brand-building and distribution of premium beauty and personal care products across Egypt.

With over three decades of experience, we specialize in delivering **innovative, high-quality haircare, skincare, personal care and professional cosmetic products** that cater to diverse consumer needs.

Our success is built on a carefully curated portfolio of global brands, strategic partnerships, and an extensive distribution network, allowing us to maintain a **leading market presence** while ensuring **sustainable growth**.



Vision And Mission



Mission

We are committed to:

Delivering world-class brands to consumers across all market segments.

Ensuring maximum product visibility and availability through optimized distribution networks.

Driving growth through **innovative marketing strategies** and advanced technologies.

Upholding the **highest business ethics** while delivering complete consumer satisfaction.

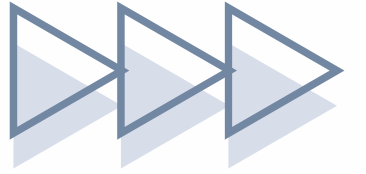


Vision

To be Egypt's **leading distributor** of premium beauty and personal care products, recognized for innovation, trusted partnerships and sustainable expansion.

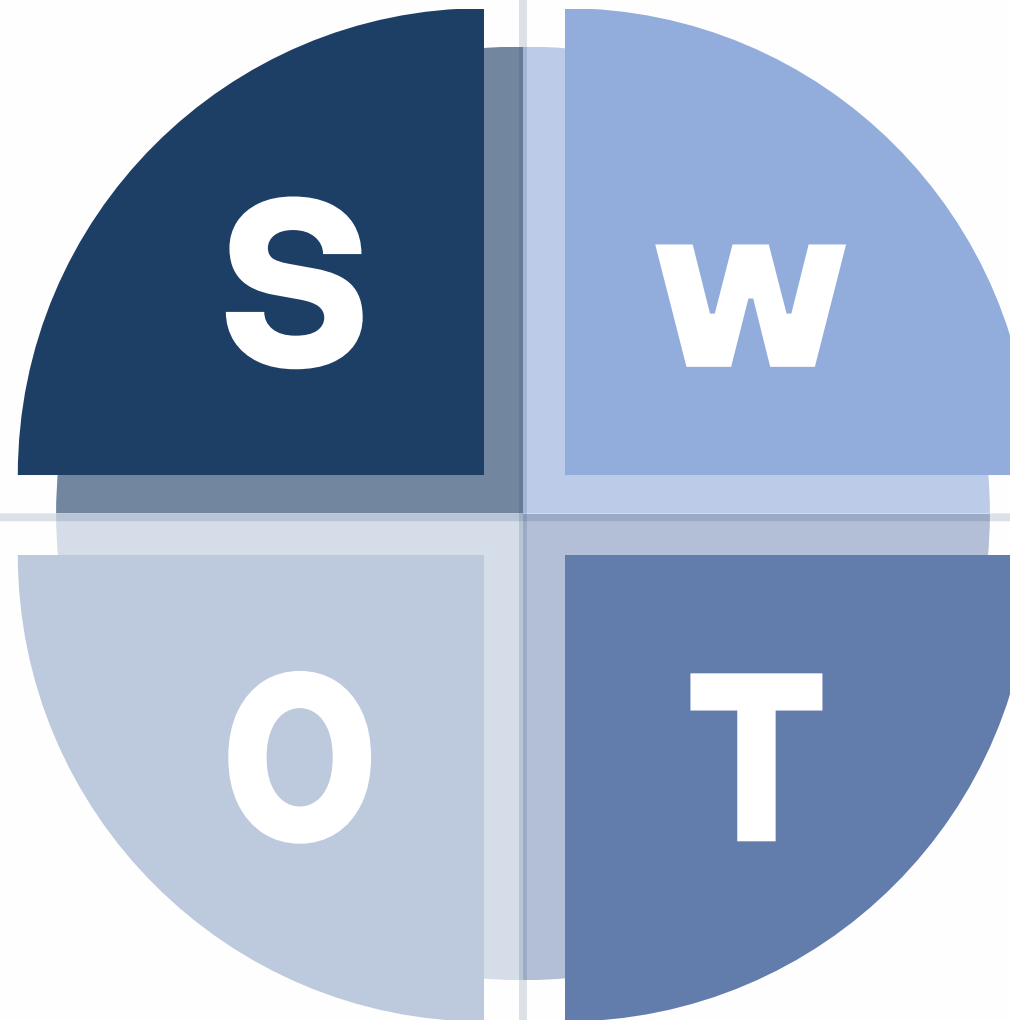
We aim to maintain sustainable growth through the integration of advanced technologies, fueled by passion and innovative strategies.

Swot Analysis



We cover key areas across Egypt with our dedicate fleet of drivers and sales representatives.
Our distribution network includes pharmacies, salons, boutiques,perfumeries, wholesalers, hypermarkets, supermarkets,and online platforms.
We hold a strong market position with a 20% share in the cosmetics industry.

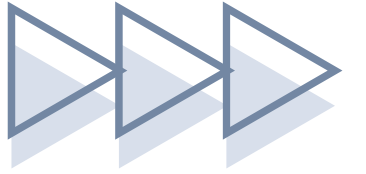
Expand our market share by introducing new brands to cover all segments, leveraging their quality and competitive pricing.
Boost turnover through E-commerce platforms.



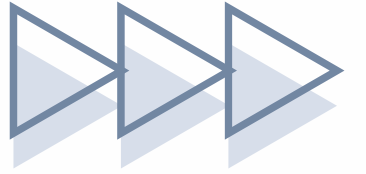
Stock levels decrease quickly, requiring frequent replenishment.
Managing multiple distribution channels across various cities increases pressure on our operating margin.

The exchange rate Competition with Local Brand due to their low pricing
Ministry of Health registration long procedures.

Organisation Chart



Suppliers



**AMERICAN INTERNATIONAL
INDUSTRIES**

Lashes & Nail Care

EDGEWELL

Sun & Personal Care



**HIGH RIDGE
BRANDS**

Hair Care

IMPERIAL DAX

Hair Care

KISS

Lashes & Nail Care

NEWHALL

Hair Care



OLAPLEX

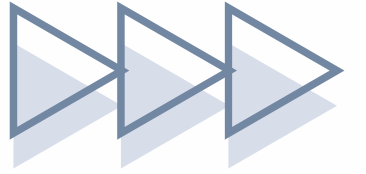
Professional

SADA PACK

Personal Care

Sodalis USA.LLC

Suppliers



Church & Dwight UK

Personal Care & Household

LINCO CARE

Sun & Personal Care

MILTON LLOYDS

Perfume



ATAS GROUP

Personal Care

ERKUL KOSMETIK A. S.

Colour Cosmetics

SORA COSMETICS

Hair Care



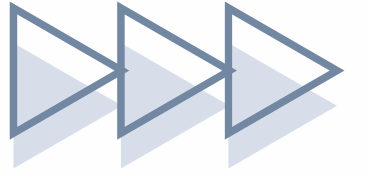
GLOBAL COSMED

Baby Care

LION COOPERATION

Oral Care

Suppliers



NAZIH TRADING

Professional and Personal Care

ALLURE

Perfume

SOUVENIR

Perfume

AL KAMAL

Skin Care



WILD COLOR

PROFESSIONAL

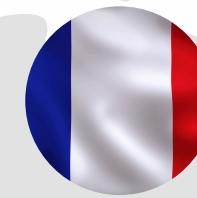
SORA COSMETICS

Hair Care



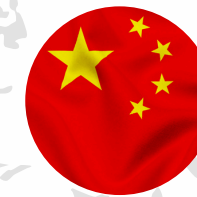
REVLON

Professional Care



UNION COSMETICS

Personal Care

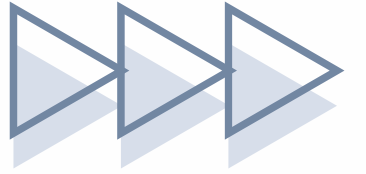


DISAR

Skin Care

Brands

Hair & Skin Care



Jardin  Flamingo

*Batiste*TM
DRY SHAMPOO

HB HAIR BURST

ORSTM

ZERO
FRIZZ

Thicker
Fuller
Hair

CREME OF NATURE[®]

SELSIUM

HAIR CARE SERIES • HAIR CARE SERIES • HAIR CARE SERIES
MORFOSE

Karseell[®]
MACA CARE SYSTEM

REVOX[®]
B77

KATIVA

DAX[®]

MODISH[®]

CLIVEN
I T A L Y

Nature's
Bounty[®]

SILKerATINE

FASHKOOL[®]

ENERGY[®]
COSMETICS

Disaar[®]
Beauty skincare

MOROCCANOIL[®]

5.6
SALON
GRAFIX[®]

ARMADA
PROFESSIONAL

NATURALIS

sofni[®]free[®]
Love your hair


YARA

CRISTAL
Ravita

Lilien

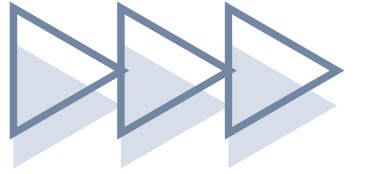
Oriense
PROFESSIONAL

OHOU
Cosmetics

STAR KIN[®]

Brands

Personal Care



Dimpled

*Playtex*TM

Silkia
for silky skin

COCOA
SKIN
THERAPY

Re-Gen

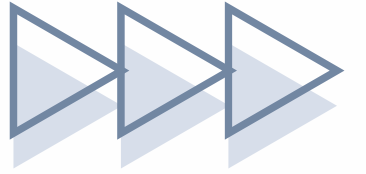
Youthair[®]

STOPLY

ZACT

Brands

Make-up & Tools



GR
GOLDEN ROSE

ARDELL®

DUO
eyelash adhesive®

ANDREA®

*Salon
Perfect*

imPRESS®
PRESS-ON MANICURE®

Bring the Salon Home
KISS®

-ibd-
the Nail People™

ecOTOOLS®
Clean Beauty, Clean Planet

Fe®

REAL
TECHNIQUES®

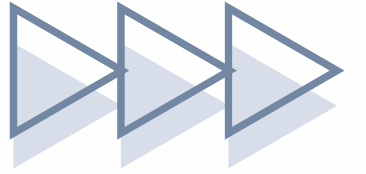
Schick

Wet
brush

UNION
cosmetic

Brands

Fragrance



PERFUMER'S
CHOICE

COLOUR ME

KASHMIR
parfum de toilette

Hawaii

XL

Smart[®]
COLLECTION

DeoMania

l'Origine



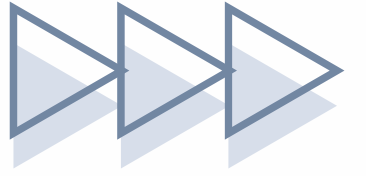
Frais



Lady's Secret[™]

Brands

Professional



REVLON
PROFESSIONAL

OROFLUIDO™

OLAPLEX®

uniq
one

REVOX®
PLEX

WILDCOLOR™

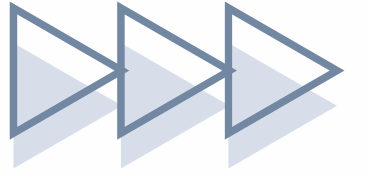
GALERIA
PROFESSIONAL


MACADAMIA
BEAUTY

ENERCOS®
PROFESSIONAL

SGX
NYC

Brands



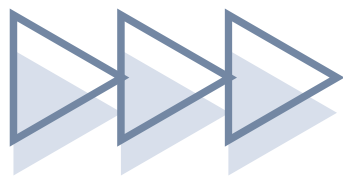
Sun Care



Baby Care



Operation Summary



**Product
SKUS**

5,000



**Distribution
Vehicles**

18



**Sales
Turnover**

750,000,000



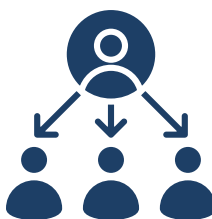
**Total
Invoices per
Month**

6,000



Suppliers

42



**Sales
People**

85



Warehouse

5,600



**Direct
Distribution**

5,482

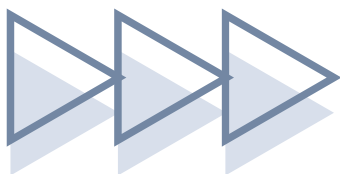


Employees

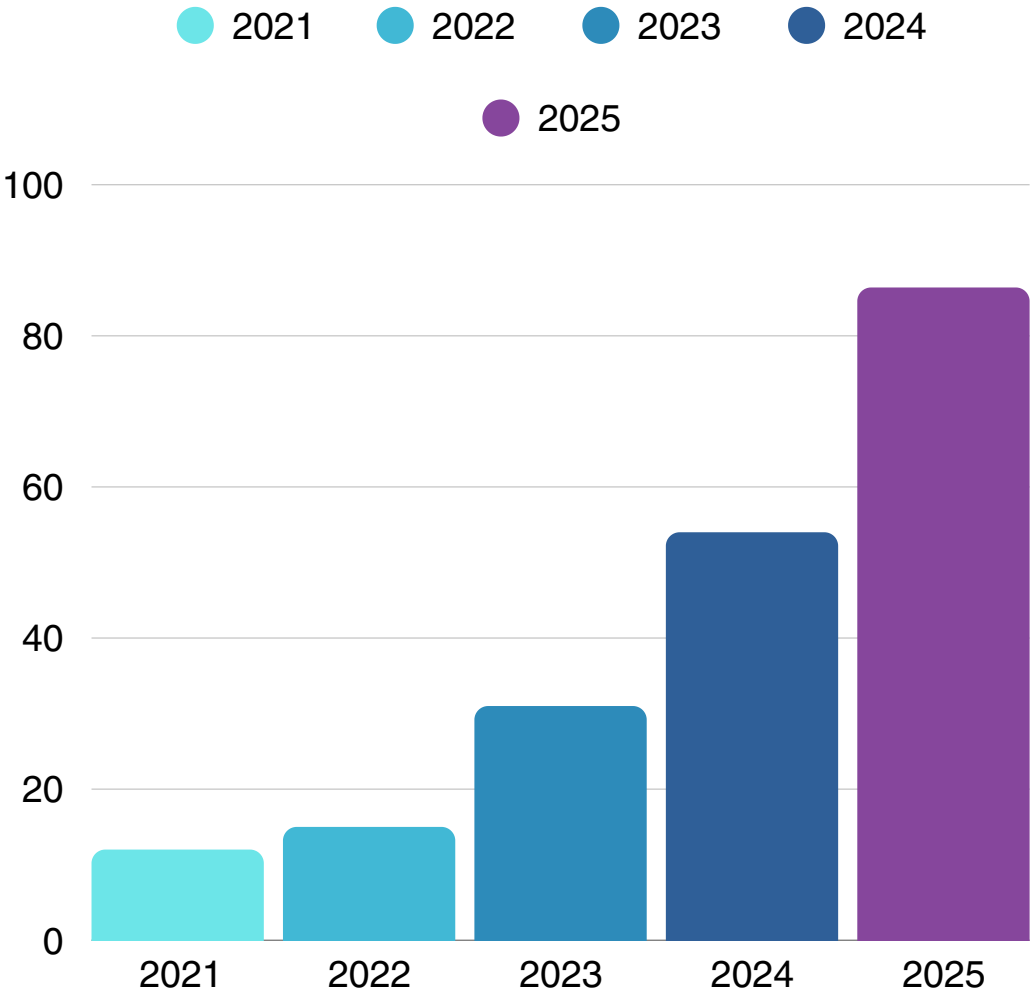
250



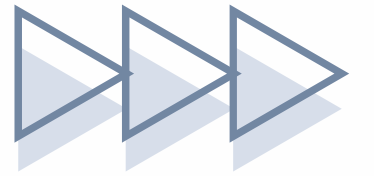
Sales And Target



2021	2022	2023	2024	2025 (Target)
271,275,000	312,486,000	410,499,353	749,865,748	1,200,000,000
12%	15%	31%	54%	86.4%



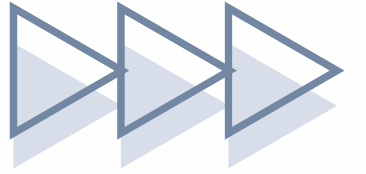
Price Structure



	Without trade agreement	
Ex-works	\$	1
CIF	110%	1.1
CIF Invoice	100%	1.1
Duty	45%	0.5
VAT Table	8%	0.13
VAT	14%	0.24
Trade Tax	2%	0.02
MOH Fees	4%	0.04
Bank + Clearance	6%	0.12
Duty Paid Landed Cost		1.89
DPLC excl. VAT		1.65
Dist Mark-up	40%	0.66
Marketing	10%	0.17
VAT	14%	0.35
RPP		2.82
RPP excl. VAT		2.48
Retail Mark-up	40%	0.99
VAT	14%	0.49
RSP	\$	3.95
RSP - EGP	51	201.55

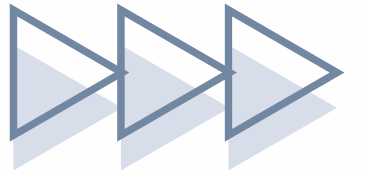
	With trade agreement	
	\$	1
	110%	1.1
	100%	1.1
	0%	-
	8%	0.09
	14%	0.17
	2%	0.02
	4%	0.07
	6%	0.08
		1.52
		1.36
	40%	0.54
	10%	0.14
	14%	0.29
		2.32
		2.04
	40%	0.81
	14%	0.4
	\$	3.25
	51	165.71

Distribution Coverage



Coverage 2025							
Type	Cairo	Alexandria	Delta	UpperEgypt	Sharm	Hurghada	Total
Pharmacies	2831	15	10	20	50	50	2976
Super Market	67	18	12	15	15	12	139
Key Account	10	8	2	3	2	2	27
Wholesaler	20	3	2	4	5	6	40
Sub - Distributor	60	10	7	4	8	5	94
Boutique	180	58	28	36	37	60	399
Salons	898	431	188	123	110	57	1807
Total	4066	543	249	205	227	192	5,482

Marketing Activities



Point-of-sale support

Flyers, catalogues, display stands and attractive offers.

Education & Training

Upskilling sales teams and beauty advisors to boost performance and enhance product sales.

Exhibition

Engaging with trade partners and consumers.



Digital Marketing

Leveraging social media, influencer collaborations, and targeted campaigns.

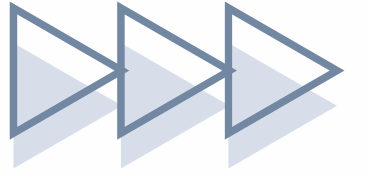
Market Research & Consumer Insights:

Studying market trends, consumer preferences, and competitors to guide marketing campaigns and product launches

Promotions

Twin packs, seasonal bundles, and innovative value-added packages.

Egyptian Market



EGYPT still keeps solid growth rate globally, overall category growth is promising compared to historic period.

GDP 347.3 billion USD

Annual Growth Rate 4.0%

GDP per capita 3,338 – 4,137 USD

GDP per capita PPP 11,500 – 12,000 USD

Inflation rate 14.9%

Unemployment Rate 6-7%

Egyptian market needs:



Health is the
New Wealth



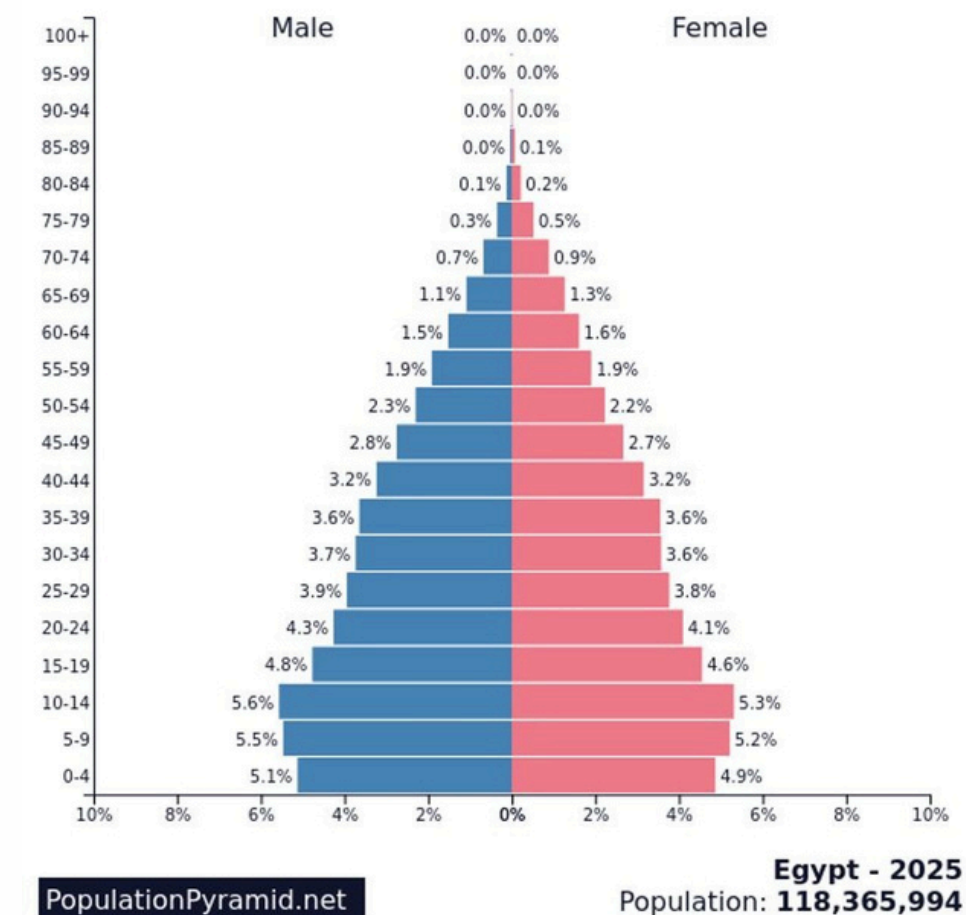
Premiumisation



Offers



Innovation



Contact Us!



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www.gemegypt.com



4 E Asmaa Fahmy. Ard El Golf, Heliopolis, Pharma Plaza Build
Cairo, Egypt.

Thank You..