



## COMPANY PROFILE

# Connecting Global Food Markets with Egyptian Opportunity

A Cairo-based foodstuff trading and import/export company with active operations in retail, food service, and food processing development.

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### FOUNDED

2018 · Cairo, Egypt

### TRADE REACH

10+ international markets

### FOUNDER

Mr. Hany Aziz



ABOUT ETHMAR

# An Egyptian Trading Company Built for Growth

Ethmar for Import & Export was established in 2018 by Mr. Hany Aziz in Cairo, Egypt. The company was founded with a focus on the import and export of foodstuff products — serving traders, retailers, restaurants, and factories across Egypt.

Over the years, Ethmar has expanded well beyond pure trading. The company has established supermarket operations, developed a restaurant business, and is actively building food processing capabilities through a factory project currently in development.

Today, Ethmar operates across foodstuff trading, retail, food service, and food processing — supported by a physical asset base that includes offices, commercial units, restaurant facilities, and land holdings. It is a diversified food commerce company positioned to support serious commercial and franchise opportunities in the Egyptian market.

### AT A GLANCE

Year founded **2018**

Headquarters **Cairo**

Export markets **10+**

Business areas **6**

Supermarkets **2**

Financials **Audited**

*“We build real assets, maintain audited financials, and enter markets only when we have the operational capacity to perform.”*

— Guiding principle of the company

### Leadership

#### Mr. Hany Aziz

Founder & Chief Executive

Leads Ethmar's commercial strategy and business development, with experience spanning import/export operations, retail management, and food service.



## WHAT WE DO

## Six Connected Areas of Food Commerce

Ethmar operates across six interconnected areas of the Egyptian food economy — from international sourcing through to consumer-facing retail and food service.



### 01 Import & Export

Ethmar's founding activity. We import and export foodstuff products across a network of international trade partners spanning Asia, the Middle East, and South America — working with traders, factories, distributors, supermarkets, and restaurants as both buyers and suppliers.



### 02 Foodstuff Trading

An active foodstuff trader within Egypt — sourcing, distributing, and selling a wide range of food products to independent shops, supermarkets, hypermarkets, restaurants, food factories, and wholesale buyers.



### 03 Retail — Supermarket Operations

Ethmar operates two supermarkets in Egypt, giving the company direct experience in consumer-facing retail, product ranging, supplier management, and store operations — the operational muscle for managing multi-location consumer businesses.



### 04 Food Service — Restaurant Operations

Ethmar has established and operates a restaurant in Egypt, providing hands-on experience in food service operations, customer experience management, and food handling compliance — positioning Ethmar as an operator, not just a trader.



### 05 Food Processing Development

Ethmar is developing a food processing factory intended for french fries, vegetables, and smoked fish. Once operational, it will strengthen vertical integration and expand the company's capacity to supply processed food to its retail, food service, and trading customers.



### 06 Real Estate & Physical Assets

The ownership group has accumulated a physical asset base in Egypt — commercial offices, land, retail units, and restaurant facilities — providing financial stability, collateral capacity, and access to suitable commercial locations for expansion.



WHAT WE TRADE

# Sourcing Quality Food from Global Markets

- **Seafood** — imported and traded across frozen and processed categories
- **French Fries** — bulk and branded frozen fries for retail and food service
- **Edible Oils** — cooking oils sourced from Asian and regional markets
- **Rice** — bulk and packaged rice from multiple origin countries
- **Coffee** — green and processed coffee for trading and retail
- **Canned Food** — wide range of canned goods for retail and wholesale
- **Vegetables** — fresh and processed vegetables for retail and processing
- **Other Foodstuffs** — general foodstuff trading based on market demand

OUR INTERNATIONAL TRADE NETWORK

## Sourcing Across Three Continents

<b>JP Japan</b> Seafood & processed food sourcing	<b>IN India</b> Rice, spices & foodstuff trading
<b>OM Oman</b> Regional trade & distribution	<b>EC Ecuador</b> Seafood sourcing (shrimp, fish)
<b>CN China</b> Broad foodstuff sourcing & processing	<b>VN Vietnam</b> Rice, seafood & agricultural products
<b>TH Thailand</b> Processed food, canned goods, rice	<b>ID Indonesia</b> Palm oil, processed food



ASSET-BACKED & OPERATIONALLY REAL

# A Foundation Built on Real Assets



### Corporate Office

Operational headquarters in Cairo supporting administration, trading, and business development.



### Two Supermarkets

Two retail supermarket operations, actively trading and generating revenue.



### Restaurant

A food service operation providing direct experience in hospitality and food service management.



### Land Holding

A land plot within the ownership group's asset base, available for future commercial development.



### Factory · in development

A food processing facility under development for french fries, vegetable, and smoked fish processing.



### Trade Network

Established import/export relationships across 10+ international markets.

## FINANCIAL STRENGTH

### Capital-Backed, Profitable, Audited

Ethmar's ownership group operates on audited financial statements and is profitable and asset-backed — not a speculative venture seeking external funding. The group has the capacity to fund serious market-entry investment from existing capital.

**Audited**

Financial Statements

**Profitable**

Positive Net Margin

**Asset**

Backed Balance Sheet

**Self**

Funded Investment

Detailed financial figures are drawn from audited statements of the Ethmar ownership group and are available upon request to verified franchise and partnership enquiries.



BRINGING INTERNATIONAL BRANDS TO EGYPT

## Egypt Is Ready. So Are We.

Egypt is a market of over 100 million people, with a rapidly growing middle class, increasing appetite for international brands, and an expanding modern retail and food service sector.

Ethmar is actively seeking to partner with international brands — particularly in food, beverage, and consumer retail — looking for a credible, well-resourced, and operationally experienced local partner for market entry. We are not a passive licence holder; we are an active operator with assets, capital, retail experience, and a long-term growth vision.

WHAT WE OFFER A FRANCHISE PARTNER

### Market Knowledge

Deep understanding of Egyptian consumer behaviour, retail dynamics, and supply chain logistics built over years of active operations.

### Financial Capacity

Audited, profitable, asset-backed ownership group capable of funding a serious market-entry investment.

### Operational Experience

Active supermarket and restaurant operations — Ethmar already runs consumer-facing food businesses in Egypt.

### Location Access

Property holdings and commercial relationships that open access to high-potential locations in key cities.

### Sourcing & Logistics

Established import/export networks that can support the supply chain of international food and beverage brands.

### Long-term Commitment

We approach franchise partnerships as long-term investments — not short-term licensing plays.



HOW WE WORK

# A Pilot-First Approach

Ethmar believes in starting right. We propose a pilot-first approach — launching in a defined number of locations to prove the concept, refine operations, and demonstrate performance before committing to a larger rollout. This protects both parties and ensures the brand's standards are upheld from day one.

- 1 **Initial discussions** and franchise documentation review
- 2 **Market feasibility assessment** for Egypt
- 3 **Pilot location identification** and due diligence
- 4 **Pilot launch** and operational review period
- 5 **Expansion planning** based on performance

PROPOSED PILOT CITIES

- ✓ **New Cairo** — high-income residential and commercial hub
- ✓ **6th of October City** — growing middle class, modern retail
- ✓ **Alexandria** — Egypt's second city and Mediterranean port

WHY IT WORKS

A phased entry lets both partners validate performance in real market conditions, control risk, and build a repeatable operating model before scaling — with Ethmar funding the pilot from existing capital.

OUR MARKET

## Egypt at a Glance

**100M+**

Population

**~60%**

Under 30 years old

**Growing**

QSR & café sector

**Rising**

Modern retail demand



LET'S START A CONVERSATION

# Explore Egypt with Ethmar

We welcome initial conversations with franchise and brand partners at any stage of their Egypt market evaluation. For franchise and partnership enquiries, please include your company name, brand, and a brief description of what you are exploring.



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WEBSITE

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LOCATION

Cairo, Egypt



FACEBOOK

Ethmar Trading

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**Mr. Hany Aziz** · Founder & Chief Executive