

# Drawing on our roots to conquer the future

May 2024 version



HOLMARCOM  
GROUP

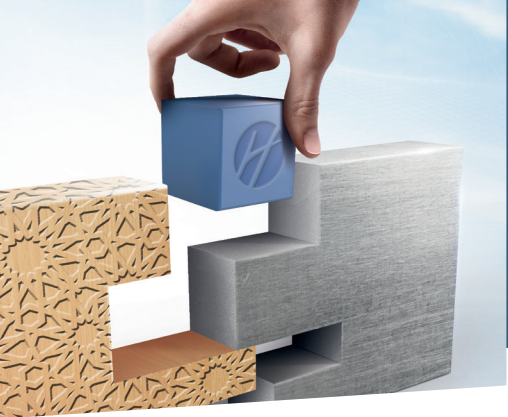
# Chairman's message

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“Proud of our roots and strong with our human capital, our Group carries on its development and investment policy and opens up to new challenges, particularly at the international level, with certain daring, unwavering ambition and thoroughness in execution, combining sound growth and long-term profitability objectives.”

**Mohamed Hassan Bensalah**  
Chairman and CEO



# Holmarcom Group



AROUND **60** YEARS  
OF DEVELOPMENT

a pioneer Founder  
a visionary Family



**4** CORE BUSINESSES

Finance, Agro-Industry,  
Logistics and Real Estate



AROUND **50** SUBSIDIARIES

engaged in modern  
and empowering management



**3** COMPANIES LISTED

Les Eaux Minérales d'Oulmès,  
AtlantaSanad Assurance  
& Crédit du Maroc



PRESENCE IN **5**  
AFRICAN COUNTRIES

Morocco, Senegal, Ivory Coast,  
Benin and Burkina Faso.



OVER **6400**  
EMPLOYEES

mobilized around  
a common vision.



# Strategy and philosophy of Holmarcom Group



## AN ENTREPRENEURIAL GROWTH STRATEGY

- ◆ Investment in the key sectors of the Moroccan economy.
- ◆ Active development policy in Africa.

## PEOPLE AND VALUES, VECTORS OF DEVELOPMENT

- ◆ The human capital at the heart of the concerns.
- ◆ A rigorous ethics and strong values.
- ◆ Culture of leadership, audacity and innovation.

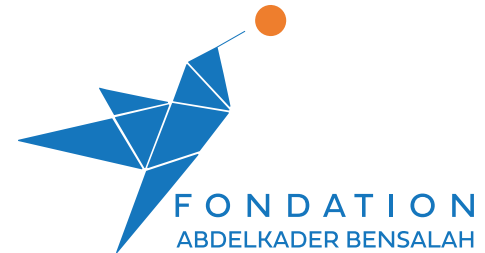


# Holmarcom a committed group



## AN ACTIVE AND STRUCTURED COMMUNITY INVOLVMENT

- ◆ A corporate foundation that works to accelerate social innovations
- ◆ Support for the rise of Moroccan design, especially thanks to an exhibition gallery
- ◆ Committed projects in favor of environment and sustainable development.



# Our main subsidiaries by business segment



## FINANCE



## LOGISTICS



AirArabia

## AGRO-INDUSTRY



## REAL ESTATE



# Finance

## Structured & sustained development



**1996**  
Equity investment in the capital of **BMCI Bank**



**2007**  
- Initial public offering of **Atlanta**  
- Equity investment in the capital of **CIH Bank**



**1999**  
Acquisition of **Sanad**



**2016**  
**Atlanta** sets up in Ivory Coast



**IFC 2021**  
International Finance Corporation  
WORLD BANK GROUP  
- Arrival of IFC in the round table of HIA

**2020**  
Merger of **Atlanta** and **Sanad** companies



**2022**  
Launch of **Takafulia** insurance company



**2022**  
Acquisition of a majority stake in **Crédit du Maroc**





# Agro-industry Structured & sustained development



2006  
Acquisition of **SOMATHES**



2015  
**Les Eaux Minérales d'Oulmès** sets up in Benin



2014  
Acquisition of **Juice & Nectar Partner**



2021  
- Acquisition of a majority stake in **Phyto Prod Company**  
- Creation of **Dénia Ivoire**

2019  
Acquisition of **Mimona** landfarm



2016  
Acquisition of **Dénia Holding**



2022  
**Les Eaux Minérales d'Oulmès** builds a mineral water production unit in Burkina Faso



2023  
Launch of **Biscoland**





# Logistics Structured & sustained development



**2008**  
Launch of **Mass Céréales  
Al Maghreb** in Jorf Lasfar



**2009**  
Launch of **Air Arabia Maroc**

**AirArabia**

**2009**  
Launch of **Mass Céréales  
Al Maghreb** in Casablanca



**2011**  
Launch of **Yellowrock**  **Yellowrock**<sup>®</sup>

**2022**  
Construction of the  
**Mass Céréales Al Maghreb**  
terminal in Dakar





# International Active growth policy



**2013**

Launch of a real estate project in Dakar, **Peacock Investments**



**2016**

**Atlanta** insurance sets up in Ivory Coast



**2015**

**Les Eaux Minérales d'Oulmès** sets up in Benin



**2021**

- Launch of **Dénia Ivory Coast**



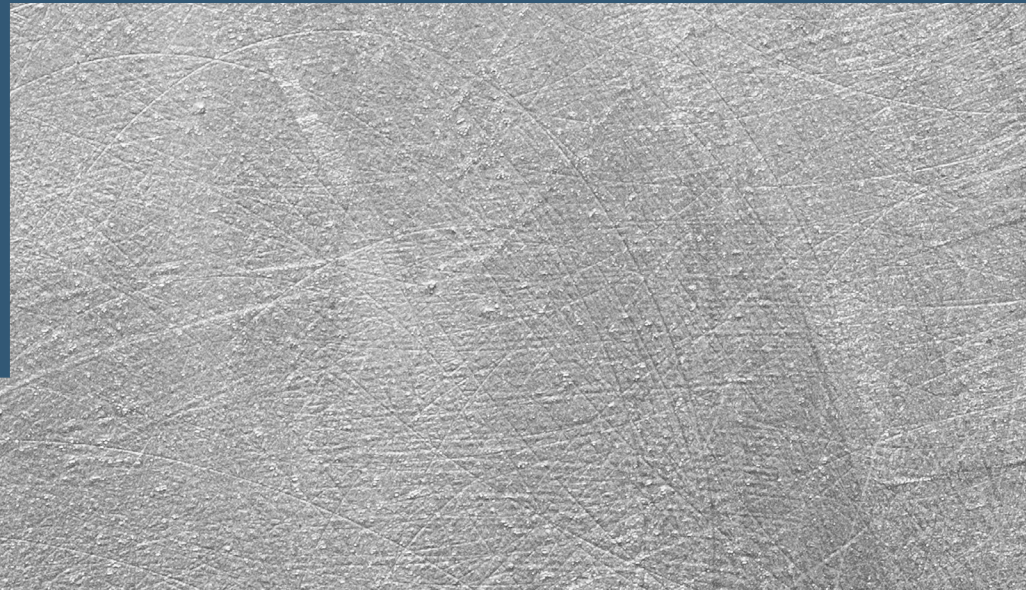
**2022**

- Construction of the **Mass Céréales Al Maghreb** terminal in Dakar
- **Les Eaux Minérales d'Oulmès** builds a mineral water production unit in Burkina Faso



# Our key companies

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# Finance



Resulting from the merger in 2020 of historic companies of Holmarcom Group, AtlantaSanad Assurance ranks 2<sup>nd</sup> in the Moroccan Non-Life Insurance market.

Listed in the Casablanca Stock Exchange, the company benefits from a long experience with private, professional and corporate clients. Covering largely the Moroccan territory, AtlantaSanad Assurance aims to be a proximity insurer and a solid, modern and responsible Company.



Founded in 2016, Atlanta Non-Life Insurance Ivory Coast was the first milestone in the development plan of our Group's insurance activities in Africa.

The company aims to become a major player in the Non-Life insurance market of Ivory Coast.



Universal and generalist bank that caters to all customer segments, the bank has been rooted in the Kingdom's history for more than 90 years.

Crédit du Maroc offers tailor-made offers that meet all customer needs, from day-to-day banking services to corporate and investment banking, including financing, saving, bank insurance, asset management, leasing and factoring, private banking and participatory finance through its « Arreda » branch.

# Agro-industry



As a leader in the flat and sparkling mineral water sector in Morocco, Les Eaux Minérales d'Oulmès produces and distributes the iconic brands **Sidi Ali** and **Oulmès**, the natural mineral water **Aïn Atlas**, as well as the table water **Bahia** and the carbonated beverage **Glass**. Leveraging its experience and expertise, the company has, over the years, established strategic partnerships for sustainable growth both in Morocco and across Africa.



Since its agreement with the **Japanese group SBF** in 2016, the company has been responsible for producing and distributing the **Orangina** brand in Morocco.

As a subsidiary of Les Eaux Minérales d'Oulmès since 2015, The company **Eau Technologie Environnement (ETE)**, located in Cotonou, **Benin**, is producing natural mineral water **Fifa de Sainte Luce** in various formats.



In 2022, Les Eaux Minérales d'Oulmès, through its subsidiary **SABEM SA**, expanded its operations by establishing a new mineral water production facility in **Burkina Faso**, marketed under the brand name: **Diam**.



# Agro-industry



As a subsidiary of the Holmarcom Group since its privatization in 2006, SOMATHES is deeply connected to Moroccan culture through its historic tea brands. Moreover, the company aims to become a major distributor of various agri-food products, including biscuits, chocolates, confectionery, canned tomato and tuna, cheese, ice cream, and snacks.



## Biscoland

Operating in the production of biscuits, chocolates, and confectionery since 2023, Biscoland is entering the national market with its brands 'IT' (biscuits) and 'T'Choco' (chocolate derivatives). With a cutting-edge industrial facility, the company's strategy is to offer high-quality, innovative products to Moroccan consumers at affordable prices.



# Agro-industry



Sharing industrial and commercial synergies, the companies of the Dénia Holding produce a wide range of snack products (chips and dried fruits) and ingredients for the food industry (dried fruits and blanched almonds), distributed in bulk or packaged under the Dénia brand, both in the domestic and international markets.



Leveraging its expertise, Dénia Holding expanded in 2021 by establishing a specialized industrial unit for cashew nut processing in Ivory Coast.





# Logistics



Mass Céréales al Maghreb is the concession holder and operator of three grain unloading terminals at the ports of Casablanca, Jorf Lasfar and Dakar. With substantial handling and storage capacities, the company contributes to enhancing the productivity of grain producers and facilitating port traffic.



Located at the Jorf Lasfar port, Yellowrock provides logistic services related to the importation of cereal products. In close collaboration with Mass Céréales al Maghreb, it streamlines the entire logistics process of the cereal importation chain for its clients, from price negotiation to delivery to the end customer, including transportation, unloading, and storage.





# Logistics



## AirArabia

Established in 2009 in cooperation with Air Arabia as the first low-cost airline in the Middle East and North Africa, Air Arabia Morocco aims to provide the most affordable air travel product with the highest level of quality and safety. The airline offers a wide range of destinations in Europe and Africa from multiple cities within the Kingdom, as well as more than ten domestic flights.





# Real Estate



Taking advantage of its unique location in Tangier Bay, this exceptional urban and architectural project offers a genuine mix of purposes, serving both primary and secondary residence needs in a space where nature holds a special place.



As a label of the intermediate real estate of the Group, it focuses on implementing ambitious real estate projects throughout the Kingdom, making every effort to provide a pleasant and sustainable living environment for the largest number of Moroccans.



Peacock Investments launched its first project in Senegal in 2013, called 'Cité des Fonctionnaires,' which involves the construction of 2850 economic villas on a 72-hectares in the region of Dakar.



Thank you  
for your attention!

[www.holmarcom.ma](http://www.holmarcom.ma)



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