



# WHO WE ARE ?

Easy was established in 1999 by Dr. Asser Salama with one brand being the Easy Sweet Bars 100% natural hair removal product.

- In 2003, Easy Sweet became the market leader in the natural hair removal category in Egypt.
- In 2004, Easy introduced the Easy Care wipes products which gained market leadership in a short period.
- In 2005, Easy Sweet became the market leader in the whole hair removal category.
- In 2007, easy started production of mosquito repellents as the first producer in Egypt.
- In 2009, easy introduced the Clean Care antiseptic line of products which is the fastest growing category in the company .
- In 2015, Modern Egypt has been established to handle all regional export & import business for easy & others.

We became one of the leading companies in the field of non-food FMCG by having market leadership in Hair removal Market in Egypt with a market share of 75.5%, market Leader in Wet Wipes Market in Egypt with a market share of 68.6 %.

Our main aim is to deliver high quality products to families in the region and all over the world, our portfolio is now available in many countries and we're looking forward to expand our agents' network to achieve our main aim of expanding globally.

The Company has over than 500 employees in different areas of expertise (Physicians, pharmacists, scientists, engineers, accountants, technicians, and skilled labor working together towards success, they are young and dynamic staff and their main objective is to serve you all the way.



# WHO WE ARE ?

## Our Vision:

- To be amongst the leading in Health & Beauty care field & distribution organization in Egypt & MENA.
- To introduce innovative products to the market.
- To provide highest quality products & services to all customers and business partners.
- Leadership in all what we choose to do.

## Our Mission :

- To produce high quality products with competitive prices for local and international markets through suppliers and consumers partnerships.
- Support Services in all segments that we serve to celebrate the success of our win – win business .
- Is to build a Regional Organization capable of aggressively growing profitably in the global market by satisfying consumers with high quality, best value for money products and by committing to the continuous development of our shareholder: communities and environment.



# WHO WE ARE ?

## Quality Certificates

### ISO 14001:2004



# WHO WE ARE ?

## Quality Certificates

### ISO 18001:2007



# WHO WE ARE ?

## Quality Certificates

### ISO 9001:2008



# OUR FACTORIES

## 1 - Easy care Factory

- \* Easy Care Fresh wipes
- \* Make up Removal wipes
- \* Easy Clean Care wipes / Liquid solutions / Hand Gel
- \* Pet wipes, Pet liquid, Pet shampoo
- \* Baby Sensitive wipes
- \* Easy Baby Care Wipes
- \* Mosquito repellent

## 2 - Easy sweet Factory

- \* Easy sweet
- \* Wax



# OUR FACTORIES

## The Development of Our Company :

Easy sweet became  
market leader in  
natural hair removal  
in Egypt

Launching  
production  
of Mosquito  
repellents

Launching Mega for  
trading & distribution  
(Easy group  
subsidiary)

1999

2003

2005

2007

2009

2015

2016

Easy Sweet  
Factory

Launching  
Easy Care  
Wipes  
Factory

Launching  
Clean Care  
antiseptic  
line

Launching Modern  
Egypt to handle  
export & import  
business



## FUZZY PET WIPES

Throughout our relationship with our four-legged family, we are faced with having to make many decisions on their behalf.

Bath time for pets . It's one of the most widely despised past-times by pups all around the world.

Easy Care introduce pet wipes for cats – dogs – puppies to always keep your pet clean .



# PETS WIPES (CATS – PUPPIES – DOGS)



## Pet wipes

- FUZZY special formula for clean shiny & soft fur for specially CATS.
- FUZZY soap – free super foamy for better cleaning specially for DOGS.
- FUZZY extra gentle formula specially for PUPPIES

### Size Available

- 40 wipes

# Other Products



# **MARKETING ACTIVITIES**

## **Products**

We use different ways to market our products. We offer a remarkable variety of high quality products to meet all our customer's needs .

## **Pricing**

We have a variant competitive pricing range that suits the different customer's .

## **Promotions**

We promote our products in different creative ways such as branded stands, fliers , giveaways (T – Shirts – Caps). Sponsoring popular events

# EXPORT PROFILE

How

did

we

manage

to get

there

?

# EXPORT PROFILE

## **Our People**

**We aim to create an  
environment in  
which all employees  
can fulfill their  
potential**

**Our people are  
our core  
competency**

**Continual  
development  
of our people is  
an integral part  
of our success**





# EXPORT PROFILE

## **Our Business Respective**

**We always do our  
best to live up to  
their requirements  
of their partnership**

**The way we  
look at our  
business  
relationship is  
the key to our  
success**

**We consider  
our clients our  
business  
partners**

# EXPORT PROFILE

## Our Business Strategy

We respect the exclusivity of our agents in their destinations

Our support doesn't stop at proving our customers with high quality products

We always seek the stability of our business through a win – win relationship with our clients

Through creating successful marketing campaigns we provide our clients with giveaways (T-shirts, fliers, posters... etc)



# CONTACT DETAILS

For further information please visit our website

[www.easy-hbc.com](http://www.easy-hbc.com)

Address:

Head Quarter: Elthagher Buildings, Building (D), 3rd floor, The Agricultural High Way, Next to Talaat Moustafa Hospital, Moharem BK, Alexandria, Egypt

T: (+203)3832113 (14)(15)(16)(17) F: (+203) 3832116

Mailing Address : - P .O . Box 400 Sidi Gaber, Alexandria, Egypt

Cairo Office: El sawamea Compound, El Sawah Square-El Amirya

T: (+202) 22839555

Factories:

Wipes & Cosmetics Factory : Borg El Arab Industrial City - 3rd Industrial Zone, Alex-Egypt

T: (+203) 4598577

Natural Depilatory Factory: Borg El Arab Industrial City - 2nd Industrial Zone, Alex-Egypt

T: (+203) 4597389

Email:

[tamer.omar@easy-hbc.com](mailto:tamer.omar@easy-hbc.com)

[Soha.hamouda@easy-hbc.com](mailto:Soha.hamouda@easy-hbc.com)

