

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 <u>2003</u>, 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 <u>2005</u>, Easy Sweet became the market leader in the whole hair removal category.
- In <u>2007</u>, easy started production of mosquito repellents as the first producer in Egypt.
- In <u>2009</u>, easy introduced the Clean Care antiseptic line of products which is the fastest growing category in the company .
- In <u>2015</u>, 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.
- Leader ship 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







WHO WE ARE ? Quality Certificates

ISO 18001:2007





WHO WE ARE ? Quality Certificates

ISO 9001:2008



Health & Beauty Care

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

2 - Easy sweet Factory

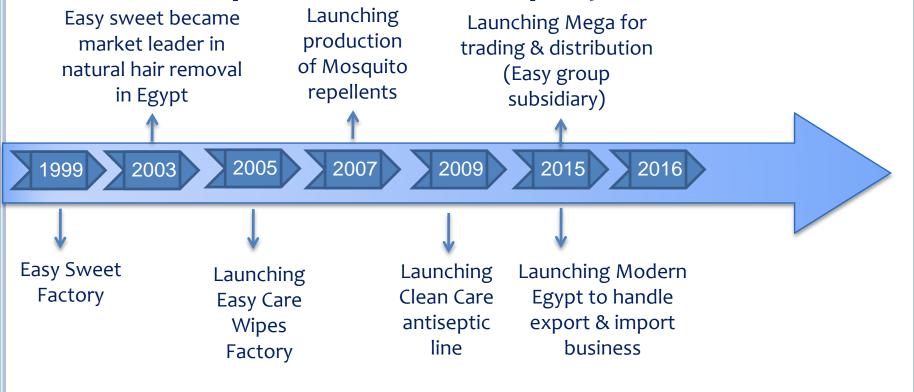
- * Easy sweet
- * Wax

- * Baby Sensitive wipes
- * Easy Baby Care Wipes
- * Mosquito repellant



OUR FACTORIES

The Development of Our Company:





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.

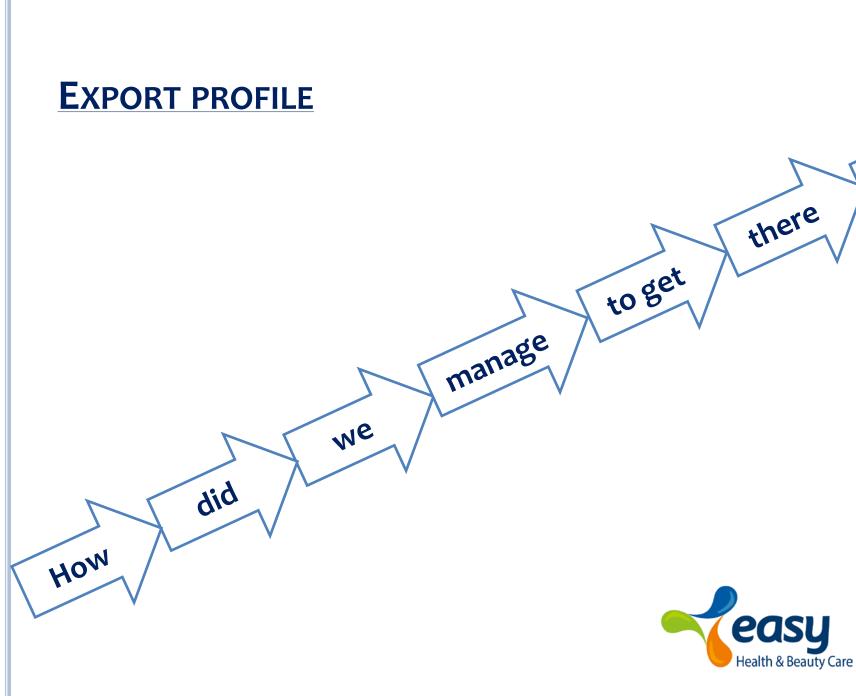
Pricing

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





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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

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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

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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

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

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



CONTACT DETAILS

For further information please visit our website

www.easy-hbc.com

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