



Arabian Cement Company Launches Al Nasr Cement in Egypt

Cairo, Egypt, 17 February 2016

Arabian Cement Company (ACC) recently announced the launch of its latest brand in Egypt, under the name of “Al Nasr”, which is an OPC (Ordinary Portland Cement). With a current market share of 8.3%, Al Nasr cement is projected to penetrate new segments of the market; increasing ACC’s market competitiveness, and accordingly its growth as one of the main cement producers in Egypt.

“We are extremely pleased to announce launching our new cement brand in Egypt, which reinforces our position as one of the largest cement producers in the market,” said Jose Maria Magrina, ACC Chief Executive Officer. “ACC has been successfully operating in the Egyptian market since 2007. As such, we’re keen to adhere to the highest international standards in the sector to continue offering high quality cement.”

The latest disclosed financial results release, covering the first three quarters of 2015, showcases a successful year for ACC. As of September 2015, the company’s sales grew by 9% compared to the same period in the preceding year, with 21% increase in the net profit. Moreover, the company recorded a 37% increase in its clinker production for the same period.

“Projected to increase our competitiveness in the designated regions by diversifying our customer base to include price sensitive customers, Al Nasr is currently launched in Cairo, Giza and Qlayoubia. ACC will continue to produce Al Mosalah in the other Delta markets,” said Hassan Gabry, ACC Chief Commercial Officer.

In 2013, ACC announced using alternative, environmental friendly fuel to replace natural gas supply gradually. By September 2015, the company managed to increase its use on alternative fuel from 5% (as of September 2014) up to 11%.

Furthermore, ACC recently announced renewing its plant operation agreement with NLSupervision (NLS), a regional leader in the field of industrial operation and maintenance. The agreement will commence on 1 February 2016 until 31 January 2021. NLSupervision is fully owned by FLSmidth, and will be operating both production lines at ACC’s plant located in Suez Governorate.



About Arabian Cement Company

Arabian Cement Company (ACC) was first established in 1997 by a group of Egyptian entrepreneurs, who aspired to establish a leading Egyptian cement company. The cement factory is located in the Suez Governorate. It produces five million tons of first quality cement, approximately 10% of Egypt's production. The company is a joint venture between Cementos La Union, a Spanish investor holding the majority of shares, and a group of Egyptian investors. Its brand "Al Mussallah" enjoys undisputed prestige and is considered among the best cements produced in Egypt.

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