Juhayna is the leading Egyptian producer and distributor of premium dairy, yogurt, juice and concentrate products. Since it commenced operations in 1987 Juhayna has established itself as a dominant player in the Egyptian dairy and juice markets. Since then, it has achieved leading market shares in packaged milk, dairy and juice markets with 69%, 31% and 39% market shares respectively. In addition to its consumer business, Juhayna manufactures and sells concentrate products. As part of its strategy of product innovation, Juhayna is working on a variety of innovative dairy products that range from yoghurt drinks with no sugar added to toffees, a new digestive yogurt and a new digestive cream. The latest offering from Juhayna is its syrups, yoghurt and cooking cream. Juhayna is the market leader in the Egyptian syrup, yoghurt and cooking cream market with a market share of 70% in 2009. Juhayna prides itself on its quality of its whipped and cooking creams, which have become the product of choice for both institutional and professional chefs around Egypt.

ACHEEVIEMENTS

Juhayna is a highly-respected household name throughout Egypt for dairy, yogurt and juice products as attested to by the study done by AC Nielsen in 2009. Juhayna has the highest household brand equity scores to be superior to all competitors in Egypt. The Group was the first producer of packaged milk products and the first local producer of carton-packaged juice products in Egypt. The Group has introduced a number of new dairy and juice products over the last five years to reach its current production capacity of 1.200 tons of product per month through its six new factories. In addition, in 2006, the Group entered into a joint venture, that runs a dairy farm, that has steadily grown to now having 1,000 head of cattle that produce top quality milk and satisfy 10% of the company's needs of raw milk.

PRODUCT

Juhayna manufactures and distributes products in four key segments: dairy, yogurt, juice and concentrate products.

Dairy Products - milk, cream and cheese

The dairy segment comprises three main product ranges: LHT milk, cream and cheese. The dairy segment was the first business division formed by the Group and remains the Group's core business division.

Plain Milk

Juhayna has been the market leader in the Egyptian plain milk market since the early 1990s with a current market share of 69%. The Group has three plain milk brands: Juhayna milk, Belhene milk and Halbino milk. Juhayna milk was the first product launched by the Group in 1987 and has consistently been the Group's leading product in terms of revenue generated. It is marketed as a premium product and is available in four varieties: full cream, half cream, skimmed milk and foam milk. Juhayna milk is targeted at consumers who are concerned about the health aspects of milk products and are willing to pay a premium for quality. The Group launched Belhene milk in 1999 as a quality product, but more affordable via its less costly packaging. As part of its continued strategy of product innovation, Juhayna is working on a variety of concepts and products that it will launch in the coming months. In 2009 Belhene thanks to an innovative and less costly package.

Light Milk

Juhayna had a 33% share of the Egyptian plain milk market in 2009 and was the first to launch plain yoghurt in Egypt. It is the key product in Juhayna's product portfolio. Light yoghurt products in the Egyptian yoghurt market are targeted at adults seeking a slim and healthy physique, a consumer segment that is anticipated to experience growth in Egypt. Juhayna had a 61% share of the Egyptian light yoghurt market in 2009. The Group's light yoghurt range is designed to appeal to adults seeking a sweet taste whilst obtaining nutritional benefits. Juhayna had a 18% share of the Egyptian fruit yoghurt market in 2009. The Group's flavoured yoghurt is designed to appeal to adults who are willing to pay a premium to consume a healthy quality.

Cheese Overview

The Company first entered the cheese market in 2007. In 2009 Juhayna had a 3% share of the Egyptian cheese market.

Juhayna cheese comes in two varieties: Feta and Gouda. Each variety comes in two sizes: 250g and 500g.

Yogurt Products

The Group's yogurt portfolio comprises two main product ranges: spoonable and drinkable yoghurts. Juhayna currently produces six types of spoonable yoghurt: plain, light, fruit, digest, sweetened and flavoured. Juhayna currently produces two categories of drinkable yoghurt - Rayeb and Zabado. Rayeb is targeted at adults seeking relief from digestive problems and Zabado is a yoghurt drink designed to appeal to young adults seeking a healthy lifestyle.

Spoonable

Juhayna had a 33% share of the Egyptian plain yoghurt market in 2007 and was the first to launch plain yoghurt in Egypt. It is the key product in Juhayna's product portfolio. Light yoghurt products in the Egyptian yoghurt market are targeted at adults seeking a slim and healthy physique, a consumer segment that is anticipated to experience growth in Egypt. Juhayna had a 61% share of the Egyptian light yoghurt market in 2009. The Group's fruit yoghurt range is designed to appeal to adults seeking a sweet taste whilst obtaining nutritional benefits. Juhayna had a 18% share of the Egyptian fruit yoghurt market in 2009. The Group's flavoured yoghurt is designed to appeal to adults who are willing to pay a premium to consume a healthy quality.

Drinkable Yogurt

Rayeb is the preferred drink of adults seeking relief from stomach and digestive problems and is the most widely consumed yoghurt drink in Egypt during Ramadan. The Rayeb yoghurt range is available in “full cream” and “light” varieties.

Juhayna was the first to introduce Rayeb yoghurt to the Egyptian market and despite the introduction of similar Rayeb products by competitors in recent years, Juhayna has consistently maintained its position as market leader. In 2009 Juhayna had a 81% share in the Egyptian Rayeb market. Marketed under the Juhayna brand, Rayeb is recognised as a premium product in the Egyptian yoghurt market and enjoys a strong consumer following. Zabado is a drinkable yoghurt which is available in a variety of flavours. Despite increasing competition in this segment Juhayna remains the market leader in the Egyptian drinkable yoghurt market with a market share of 85% in 2009.

Juices

Juhayna’s juice segment comprises three main product ranges: Jino, Zabado and Belhene Drink. In 2009 Juhayna had a 17% share of the total Egyptian juice market and 39% of the carrot juice market.

Juhayna Nectar

Juhayna Nectar is the Company’s flagship brand within its juice division. Juhayna Nectar had a 17% share of the Egyptian juice market in 2009. Carrot juice is a category in which Juhayna has a 3% share of the total market.

Juhayna Pure

Juhayna Pure offers 100% pure fruit juice products which are marketed as a premium product. The Egyptian pure juice market is currently very small, representing 3% of the total juice market. In 2009 Juhayna Pure had a 65% share of the Egyptian pure juice market. Juhayna Pure is targeted at urban adults in the upper and middle income segments who care about their health and physique and are willing to pay for a premium product.

Belhene Drink

Belhene Drink is Juhayna’s lowest priced juice. Belhene Drink products contain a minimum of 10% fruit juice. In 2009 Belhene drink had a 3% share of the Egyptian juice market.

RECENT DEVELOPMENTS

Product innovation remains key to Juhayna’s strategy for the future and, accordingly, Juhayna introduced two new products to its juice range in 2009 – Tingo and Jump. Launched with an aggressive marketing campaign in November 2009 Tingo is Juhayna’s first bottled juice product. Tingo contains a minimum of 10% fruit content and is available in a variety of flavours. Jump was launched in 2009 and the range consists mainly of innovative fruit blends such as Mango/Apple, Mango/Peach, Strawberry/Apple, Guava/Strawberry and Green Apple.

PROMOTION

Juhayna has stood for reliability and integrity. Juhayna has also been building brand equity through various advertising techniques. Juhayna advertises on television as well as through newspapers, magazines and outdoor and is a supporter of Egypt’s export programme in order to market its products further afield.

BRAND VALUES

The Juhayna brand, which in 2009 enjoyed significantly higher brand equity than its competitors, is further enhanced by its emphasis on modern and memorable product packaging and its multi-media marketing campaigns which aid in retaining customer loyalty by keeping its brand image fresh, modern and relevant to consumers. The Group has maintained consistency of its branding by including the Juhayna brand name and logo on its individually-branded products in all of its marketing campaigns and, as a result, on its large distribution fleet thereby aiding in the Group’s existing distribution network and giving immediate credibility to newly launched products. The Group believes that its brand connotes healthy and delicious products, uncompromising quality assurance and modernity in an industry that has historically suffered in Egypt from poor hygiene standards and a lack of innovation in its packaging and image. Management believes that this association of the Juhayna brand with consistently high, quality, modern and consistent products has positively impacted the Group maintaining its market-leading positions in the largest segments of its business and diversifying its sales geographically successfully.

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