



Nestlé in Egypt

Purpose: At Nestlé our purpose is to unlock the power of food to enhance quality of life for everyone., today and for generations to come.

Facts & Figures

Nestlé in Egypt is a wholly owned subsidiary of Nestlé S.A. in Vevey, Switzerland — the world's largest nutrition, health and wellness company.

Nestlé S.A. at a glance

- CHF 91 439 million in sales in 2018
- 323 000 employees in over 189 countries
- 413 factories in 85 countries
- Over 2,000 brands
- 1 billion Nestlé products sold every day

In the Arab world, across North Africa and Middle East Nestlé operates 10 factories and provides direct employment to almost 11,000 people. Today Nestlé Egypt is part of Zone EMENA (Europe Middle East and North Africa Region).

Nestlé products have been present in Egypt since 1870 and the company started its operations in Egypt in 1988. Headquartered in Cairo, today Egypt is the hub for MENA Region regrouping 19 countries including Middle East and North Africa. Direct employment to more than 3000 people.

Number of Employees in Egypt

The company employs today more than 3000 Permanent & Seasonal employees (67% youth), and providing more than 8000 indirect employment.

Nestlé in Egypt facts (2020)

Our investments and expansion plans in Egypt reflect the importance of the Egyptian market to Nestlé and our confidence is clearly highlighted by the extensive investments we have made in Egypt over the past 5 years, where we. invested almost 1 billion EGP into manufacturing and distribution facilities in addition to skill development. We have been part of the Egyptians' life for almost 150 years and consider the country to offer great business and economic opportunities.

- 3 factories in Egypt: 2 in 6 of October city, producing Maggi, Cerelac, Nesquik, Crunch and repacking Nido, Nescafé and Bonjorno; and Banha Water factory producing Nestlé Pure Life and Baraka bottled water.
- 1 main Warehouses in Egypt and 1 distribution center
- 10 Nestlé businesses in the region; Waters, Coffee & Beverages, Ambient Dairy, Infant Nutrition, Culinary, Confectionery, Nestlé Health science, Breakfast Cereals, Pet food & Food Service.

Main Brands Sold in the Region

Nescafé, Bonjorno, Nido, Coffee-mate, Nesquik, Maggi, Kit Kat, Fitness Toasties, Quality Street, Nan, Cerelac, Nestlé Cereals, Nestlé Pure Life, Baraka.



Milestones / History of Nestlé in Egypt

- 1870 Sale of the world's first prepared infant cereals, Farine Lactée in Alexandria.
- 1911 Opening of the first sales agency in Alexandria.
- 1914 Opening of the second sales agency in Cairo.
- 1920 Opening of the third sales agency in Port Said.
- 1987 Acquisition of "Industrie Du Froid Co.", the ex-Groppi Co. producing Ice Cream & Yogurt.
- 1988 Started the construction of the 6th of October factory (1)
- 1990 Started the production of Cerelac & Maggi bouillon and repacking Nido, Nescafe.
- 1995 Acquisition of "Dolce for Food Industries co." producing Dolce Ice Cream.
- 2003 Production & Launch of Mövenpick Ice Cream in Egypt, the only Mövenpick production facility outside Europe supplying the Middle East countries
- 2005 Setup of NEAR region with its Headquarters in Cairo
- 2008 Launch of Nestlé Professional catering for the out-of-home segment
Launch of a range of PPPs (Popularly Positioned Products) such as affordable milk and coffee mixes
- 2009 Divestment of the Chilled Dairy factory and licensing to BCC - Best Cheese Company – Lactalis partners in Egypt
Launch of Kit Kat and Quality Street chocolates in Egypt
- 2010 Launch of Nestlé Breakfast Cereals in Egypt
Start of operations of Nestlé Business Services serving the Middle East and North East Africa Region
- 2012 Embedding Wyeth Nutrition into Nestle Nutrition
- 2014 Inauguration of Nestlé NEAR's first confectionary plant in Egypt
- 2016 Nestlé and R&R created Froneri, a new joint venture in ice cream, frozen food & chilled dairy
- 2017 Nestlé SA acquired Caravan Marketing Company SAE ("CMC"), a leading Egyptian instant coffee company owner of the Bonjorno brand
- 2019 Inauguration of Nestlé October 2 factory producing Bonjorno instant coffee



Creating Shared Value: Nestlé Egypt



- **Nestlé For Healthier Kids**

"Nestlé for Healthier Kids" focuses on enhancing the quality of children's lives with near-term focus on children from 3 to 12 years of age, through healthier food & beverages, as well as information & services that will help parents raise healthier children. At Nestlé we have developed a set of commitments with concrete targets & timing, representing both a responsibility & a motivation to contribute to the improvement of children's health & wellness.

In Egypt, where Anemia among children under 5 years is at 49%, Stunting at 22% and Obesity at 15%, we have taken the initiative to unite public and private efforts to implement this program, leveraging Nestlé's reach, expertise, knowledge and determination to tackle the obesity challenge and have a positive impact on the health of future generations to reach 75,000 students from 100 schools in 2 governorates. This initiative will last for three consecutive years under the government's support.

One of the main milestones of this initiative is:

Nestlé Healthy Kids Programme

Nestlé Healthy Kids has been implemented since 2011, benefiting more than 860,000 students in 1025 schools in 12 governorates in partnership with the Ministry of Education. The programme aims to build and increase nutritional awareness and promote healthy lifestyle among primary school students.

Volunteers from NGO and social specialists from the Ministry of Education received professional training by Nestlé Egypt. These trainings covered all activities so that volunteers are able to provide the students with the educational material in a simplified method through experiential learning. In addition, we also distribute booklets to children that have been reviewed by the National Institute of Nutrition.

Program impact is shown in feedback obtained from the different students participating - in the newly acquired nutrition habit of drinking 8 cups of water every day and having meals according to the food pyramid. Others also described the important daily hygienic habits such as regularly washing their hands, face, and teeth, and other important habits that would help them in avoiding common diseases and food contamination. Others yet talked about getting to like eating vegetables, and ensuring they ate salad daily. Finally, students would stress how important physical activity was to their wellbeing, and how they were more active now thanks to the program.



Baby& me

Baby& me is a global initiative aiming to create awareness and educate moms about the importance of early nutrition in the 1st 1,000 days which start at pregnancy and end by the 2nd year of the child's age. This period is very critical to the child's health because how the baby is nurtured during the 1st 1,000 days shapes his quality of life.

Baby& me is Nestlé's maternal and infant nutrition education program, dedicated to addressing global health concerns and providing science-based nutrition services and practical advice to parents and caregivers in the crucial first 1,000 days.

Through partnerships in Public Health, the aim of the program is to demonstrate impact in the prevention of under- and over nutrition and reduce future health risks for both Mother and Child.

Our Baby& me, vision is helping the next generation of children to develop their full potential and live healthier lives by providing high quality, innovative, science-proven nutrition for mothers and infants in the first 1,000 days Egypt, with its alarming health and malnutrition indicators and nutritional illiteracy level is in an enormous need for such an initiative.

We can create shared value through Baby& me by being positioning Nestlé as the trusted partner for moms through responsible communication and engagement.

Baby& me is based on owning the 1,000 days through all 3 pillars: Consumer, Pediatricians and Governmental authorities.