



CONDOR GROUP

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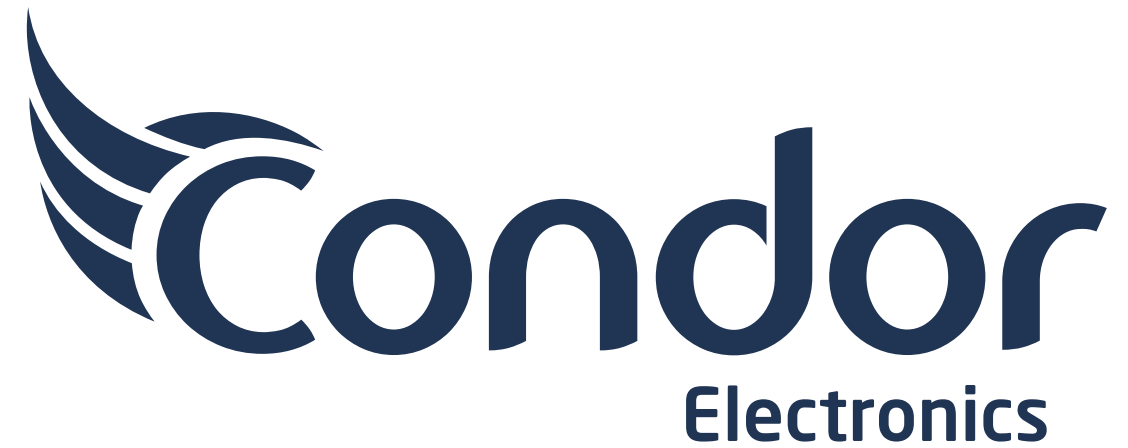
Company Presentation

- **Who Are We ?**
  - Our Vision
  - Our Mission
  - Our Values
- **Presence**
- **Market Strategy**
- **Certifications**
- **Business Units**
- **Our Brands**
- **Significant Milestones in 2023**
- **Investments**

CONDOR

# Company Presentation

## Who Are We ?



As pioneers in the industry, Condor Electronics specializes in manufacturing a diverse range of products, from electronic devices and household appliances to IT solutions and international trade. Our comprehensive portfolio enables us to undertake substantial projects, positioning us as a prominent industry player.

Our foundation rests on the pillars of innovation and quality. Each of our products is infused with cutting-edge technology and exceptional craftsmanship, guaranteeing an unparalleled user experience.

We have forged our path to success through an unwavering commitment to competitive pricing, reliability, and outstanding post-sales support. This approach has propelled us to the forefront of Algerian brands, capturing the hearts of our customers.







# Company Presentation

## Who Are We ?

Our products' resounding success both within Algeria and beyond underscores our dedication to excellence. Our achievements stand as a testament to the quality of our manufacturing and the effectiveness of our devices, positioning Algeria with pride on the global stage.

Empowering our greatest asset - Our Employees - lies at the heart of our accomplishments. We provide our team members, both women and men, with autonomy, fostering their growth and expertise. Their dedication and teamwork have been pivotal in achieving our goals, from expanding our innovative product range to enhancing user comfort, satisfaction, and security.

At Condor Electronics, we remain steadfast in our pursuit of Excellence, constantly innovating to shape the future of industry in Algeria and beyond.







# Company Presentation

## Pioneering Excellence Beyond Borders !

Condor embarked on its journey in 2012, marking the commencement of our export operations.

The year 2017 ushered in a new era as we unveiled the first Condor showrooms overseas, spanning Tunisia, Senegal, Mauritania, and beyond.

In 2021, a significant milestone was achieved through a partnership with our Tunisian collaborators, leading to the initiation of local manufacturing for Refrigerators and Televisions.

Presently, our reach extends to 16 countries across three continents : Africa, Europe, and the Middle East.

Notably, our Export turnover exceeded 100 million euros over the course of the past three years.







# Company Presentation

## A Strategic Collaboration : Condor and Hisense Join Forces !

We have forged a partnership with Hisense to establish a production contract for Hisense products in Algeria and Tunisia. Since December 2022, we have been engaged in production at our OIM facilities, catering to both the local market and the North African region.

Starting from June 2023, we have successfully attracted Foreign Direct Investments (FDI) through our collaboration with Hisense. This has facilitated the installation of new production lines and the establishment of an industrial hub in Algeria.

Additionally, this collaboration has led to the creation of a new export hub originating from Algeria, aimed at serving the diverse markets of Africa and the Middle East. This ambitious project is projected to generate an initial annual revenue of 50 million euros for the brand through exports.

This partnership not only marks a significant step forward in our joint efforts but also underlines our commitment to innovation, growth, and regional economic development.





We are proud to be a founding member, a seat holder on the board of directors, and a shareholder with a 15.5% stake in this groundbreaking venture. As a subsidiary of Stellantis France, PCPA stands as the exclusive importer, manufacturer, and distributor of vehicles in Algeria.

Currently, we are actively engaged in distributing the FIAT brand, and we anticipate delivering 90,000 vehicles by the close of 2023. Additionally, starting from September 2023, we will also introduce the OPEL brand into our lineup.

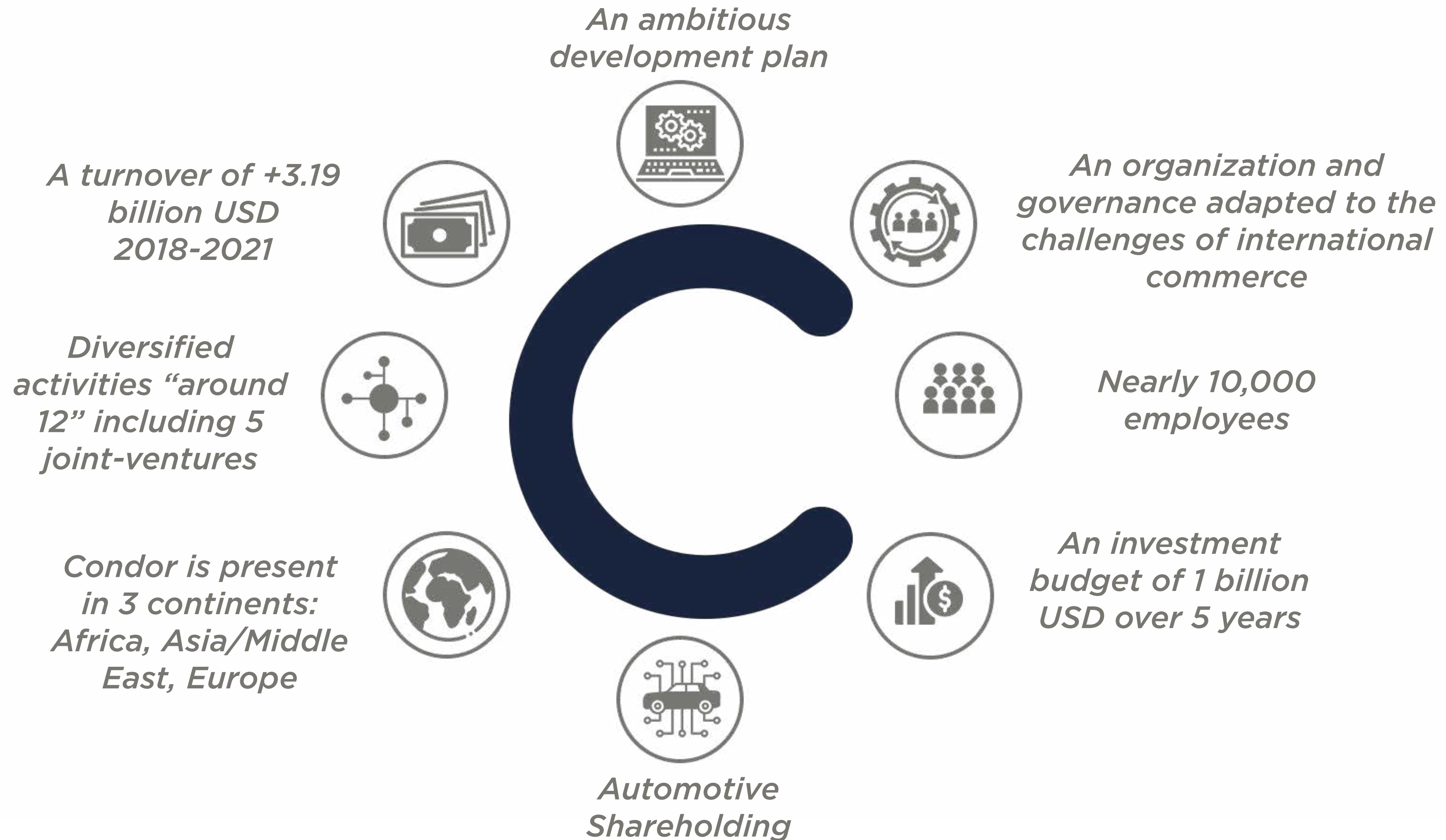
Anticipation is high as we await the inauguration of our production plant situated in western Algeria. The plant's commencement is slated for December 2023, with an initial output target of 1,000 vehicles.

This pivotal collaboration not only underscores our commitment to innovation but also amplifies our role in shaping Algeria's automotive landscape.



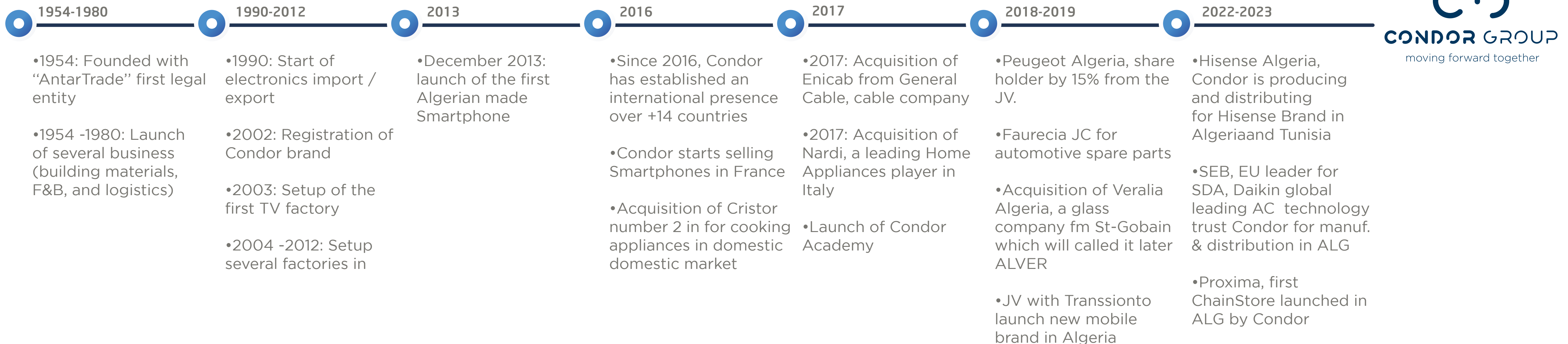
# Company Presentation

## Investing in Excellence !





Since 1954, Condor has achieved a sustainable growth with diversified activities, it has a strong industrial footprint and partnerships with leading companies.



CONDOR

Company Presentation  
Our Vision

# Our Vision

To be the Favorite Brand in the National  
and Regional Market





# Our Mission

01

To Build a Leading,  
Sustainable and  
Trusted Group

02

Pursue a Controlled  
Growth

03

Be the Leader in its  
Markets

04

Maintain Employment  
and Protect the  
Environment





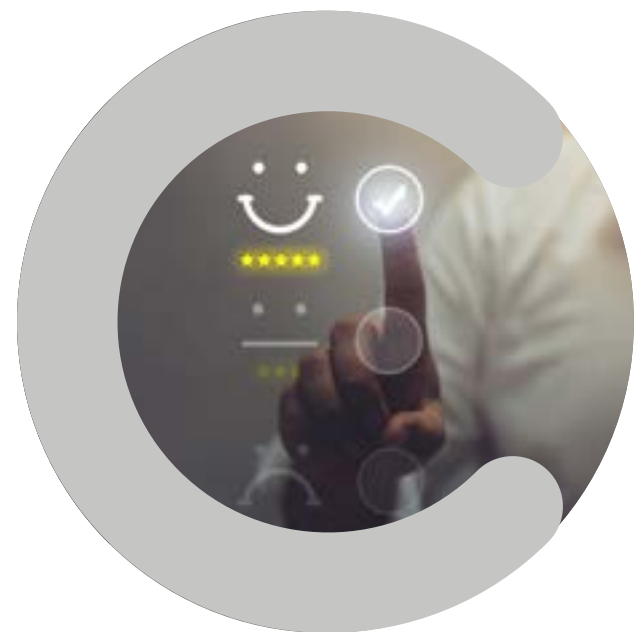
**Team Spirit**



**Respect  
& Loyalty**



**Innovation**



**Customer  
Centricity**



**Health, Safety,  
Environment, and  
Social Responsibility**



**Excellence**

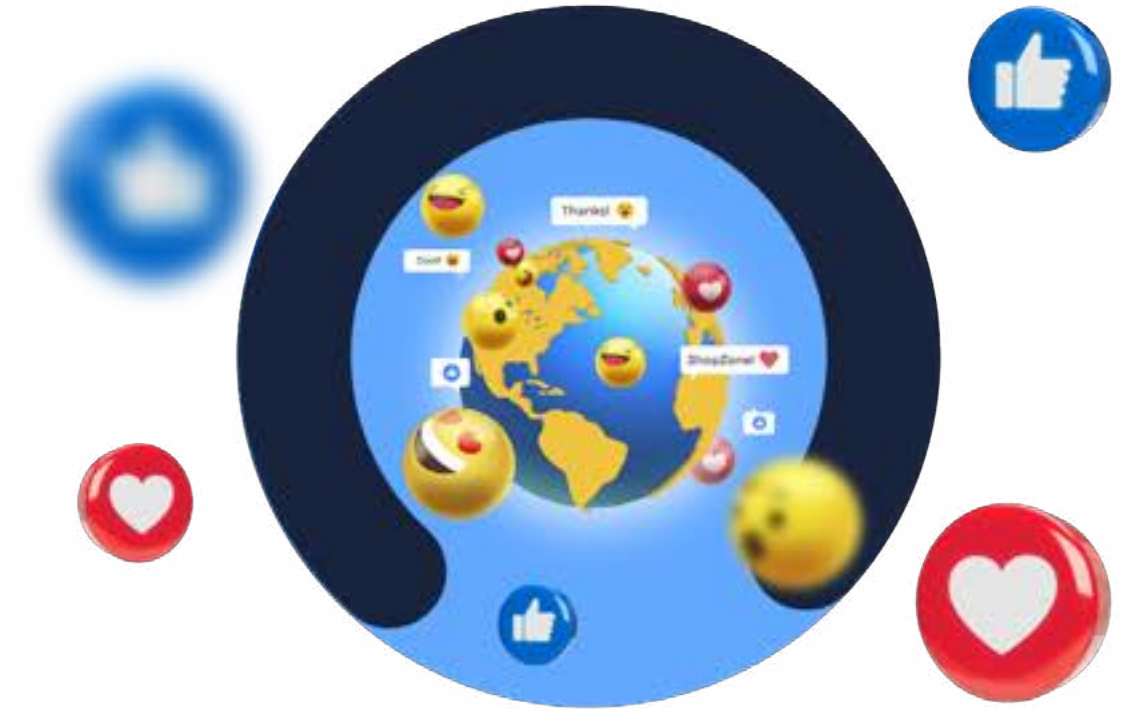




Present in **12 countries**, in **3 continents**, **Condor Electronics** is an **African Leader** with a continuous Expansion Plan aimed at **35 countries** to achieve local leadership.



**3 000 POS**  
15 Modern Trade  
In Algeria



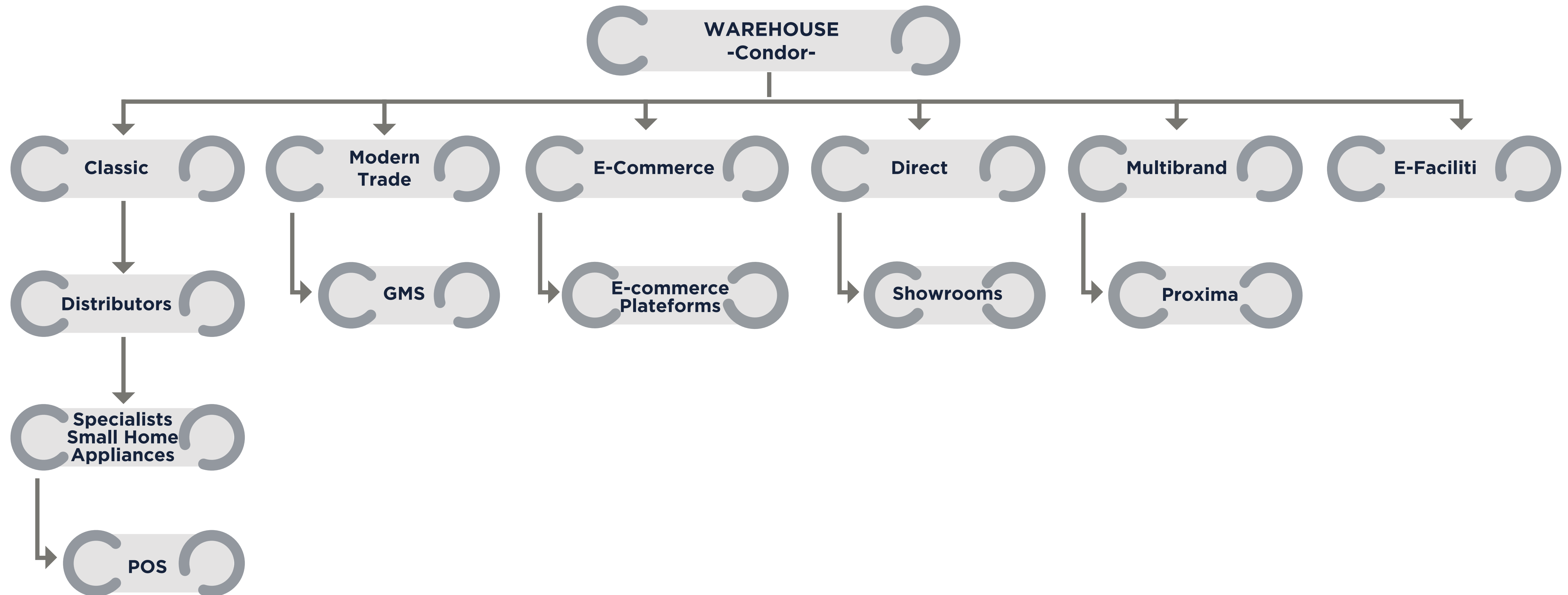
Nearly **3 million**  
followers on Social  
Media



**كشادات**  
Khadamaty

Algerian Leader  
in After-Sales  
Services

### A commercial approach segmented by distribution channels







ISO 14001: 2015



BS QHSAS 45001: 2018



ISO 9001: 2015



Awarded as the “Top Choice” in the Home Appliances Category in Algeria, following the IKHTIYARI survey launched by APOCE.



# Business Units



# Company Presentation

## Air Conditioner, Heating, and Washing Machine BU

### **Manufactured Products:**

- Split System Air Conditioners: 9000-12000-13500-24000 Btu ;
- Cabinet Air Conditioners: 24000-48000-50000-60000 and 100000 Btu ;
- Monobloc Air Conditioners: 9000-12000 and 18000 Btu ;
- Cassette Air Conditioners: 12000-18000-30000 and 42000 Btu ;
- Automatic Washing Machines: 6-8-9- and 12 Kg ;
- Semi-Automatic Washing Machines: 5-8-10 and 12 kg ;
- Gas Radiators: 10kw-12kw and 14kw.

### **Main Workshops:**

- Sheet Metal and Painting Workshop;
- Heat Exchanger Workshop ;
- Insulation Rubber Fabrication Workshop ;
- Balance Ring ML Fabrication Workshop ;
- Assembly Workshop ;
- Raw Material Warehouse ;
- Finished Products Warehouse.

### **Production Capacity:**

- 1500 Units/Day/Team and 1600 Washing Machines/Day ;
- Number of Employees: 1600 workers.





**Manufactured Products:**

- Refrigerators of various capacities (60L-140L-180L-...720L) ;
- Freezers (100L-...400L).

**Units:**

- Unit 01: Static refrigerators ;
- Unit 02: Freezers/Water dispenser ;
- Unit 03: No-frost refrigerators.

**Key Workshops:**

- Plastic transformation workshop ;
- Sheet metal transformation workshop
- Pre-assembly workshop;
- Final assembly and quality control workshop ;
- Raw material storage ;
- Finished product storage.

**Capacity:** 860,000 pieces per year;

**Number of Employees:** 1000 workers;

**Investment Amount:** \$25 million USD;

**Clients (Outsourcing):** Hisense, Eniem, Iris, Géant, Cristor and Nardi.





### **Strategic Business Domains:**

Manufacturing of electronic boards ;  
Manufacturing of LCM Panels (Liquid  
Crystal Modules) ;  
TV Assemblies ;  
Assemblies of Mobile Phones,  
Tablets, and IT Products.

### **Annual Production Capacity:**

700,000 LCM Panels ;  
1,000,000 Motherboards ;  
700,000 Satellite Receivers ;  
900,000 Televisions ;  
3,000,000 Mobile Phones.





### **Metal Transformation Workshop : The final assembly workshop:**

An automated slitting line with high production capacities  
An automated coil cutting line for sub-coil production  
The workshop features a fleet of mechanical presses (53 presses) of various sizes and capacities, ensuring continuous high-volume production

### **Enameling Workshop:**

A complete line for enameling process with a spray booth and an 850°C curing oven.

The final assembly workshop comprises CKD / SKD assembly lines.

- 03 automated CKD assembly lines are equipped with 120 employees per line, producing 600 units per shift ;
- 04 SKD product assembly lines with 35 employees per line ;

Daily production can reach 550-600 units ;  
The total workforce exceeds 700 employees.







# Our Brands



# Hisense

Hisense Algeria emerges as a fast-growing consumer electronics and appliance manufacturer that offers high-quality and cutting-edge TVs and home appliances.

Partnering with Condor Electronics, we've expanded our reach to Algeria, firmly establishing them as our Official Producer and Distributor. This strategic collaboration underscores our resolute commitment to amplifying our commercial network and achieving unparalleled growth within the region.

Hisense was founded in 1969 in Qingdao, China and for 5 decades

has been committed to developing innovative consumer electronics products. Today, Hisense is the No.1\* TV brand in China and South Africa. The company has built 54 overseas companies and utilizes 14 high-end international production facilities in Europe, Central America and South Africa. Hisense also has 12 research and development centers worldwide with the sole aim of delivering first-rate and affordable products that improve the lives of consumers.

Our intention is to make your life simpler, better and more entertaining through carefully-designed and well-built products.







Cristor Company is a leading name in home appliances manufacturing. Established in 2002, we've continuously grown by creating strong and durable. Our aim has always been to provide high-quality items at affordable prices for every Algerian household.

Customer satisfaction is our top priority. We place our customers at the center of our strategy, operations, and ideas, going the extra mile to ensure their contentment.

With a widespread network across Algeria, Cristor ensures easy access to our products. We've strategically placed after-sales service points to keep customer support within reach, maintaining high levels of satisfaction.

At Cristor, we're not just about making appliances; we're about making homes more comfortable and functional. Our goal is to deliver quality and value to enrich the lives of our customers.





CONDOR

# Company Presentation

## From Legacy to Excellence: Nardi's Italian Journey with Condor



In 1958, the Nardi brothers embarked on a journey that etched their legacy in Made in Italy. Today, Nardi stands as a cherished cornerstone within Condor Electronics, blending Italian heritage with Condor's expertise. This synergy elevates Nardi's products, combining enduring quality with modern innovation.

Nardi thrives as a premier household appliances manufacturer within Condor. Their unwavering commitment to quality and agility in response to market dynamics sustains their global resonance.

Guided by Condor's visionary leadership, Nardi extends its reach, honoring its Italian origins with each stride toward Excellence.





# Proxima

راحتكم تبدأ هنا

Proxima introduces a new distribution concept with a powerful slogan that encapsulates its offerings:

**“ For Your Comfort !”**

With a diverse product range, top-notch service quality, and convenient proximity, Proxima pledges an unparalleled customer experience.

Proxima primarily operates as a commercial network for selling household appliances, electronic devices, mobiles, and mobile accessories. It also serves as a recreational destination, featuring expansive showrooms exceeding 1200 m<sup>2</sup>, meticulously designed to offer

customers various spaces:

- A Premier Commercial Destination
- Product Experience Zones;
- Restaurant and Cafeteria Amenities;
- Indoor and Outdoor Play Areas for Children ;
- Custom Kitchen Design Services;
- Dedicated and Complimentary Parking Facilities.

Moreover, Proxima stands out as Algeria's First and Only Market Place entirely dedicated to the retail of household appliances, electronic devices, mobiles, and mobile accessories, complete with a range of services and accompanying benefits.



[www.proxima.market](http://www.proxima.market)



ANDROID APP ON  
Google play





CONDOR

# Company Presentation

## Customized Air Conditioning Solutions in Algeria !



Daikin, a Global Leader in air conditioning and in the development and manufacturing of air conditioning, heating, and ventilation solutions, as well as refrigerants for residential, commercial, and industrial applications.

In Algeria, Daikin has partnered with Condor, a National Leader in electronics and home appliances, to manufacture air conditioning solutions locally.

This collaboration combines technological innovation with market expertise, strengthening the brand's presence in Algeria and its commitment to providing high-quality, environmentally friendly air conditioning solutions.





CONDOR

# Company Presentation

## An Alliance for Excellence in Home Appliances !



Renowned as a global leader in small home appliances and professional coffee, the SEB Group is implementing an ambitious strategy for expansion and diversification through its partnership with Condor.

This collaboration encompasses the production and distribution of SEB's full range of products in the Algerian market and beyond.

Condor's participation in this venture adds value by enriching its product offerings with a diverse range of high-quality kitchen appliances under renowned brands like Tefal, Moulinex,

Krups, Calor, Rowanta, and others.

The partnership between Condor and SEB combines SEB's unmatched expertise in innovation and quality with Condor's robust industrial capabilities and deep understanding of the Algerian market.

As part of this collaboration, a strategic after-sales service (SAV) partnership contract was signed in 2021 between SIS (SEB International Service) and Khadamaty, aimed at enhancing the post-purchase experience for SEB Group's brands.

This strategic alliance between Condor and SEB also aims to expand into new markets, strengthening their global footprint and meeting the evolving needs of consumers worldwide.







# Company Presentation

## Condor Mobile: Meeting Algeria's Digital Needs and Beyond !

Condor Multimedia stands out as a Leading expert in the computer and multimedia products industry.

Televisions, satellite receivers, PCs, and laptops have been the flagship products of this unit, which has distinguished itself in the national market through the production of terminals and tablets since 2017.

Equipped with 10 production lines capable of producing 45,000 products per day, in addition to motherboard production lines and clean rooms for the assembly of mobile panels and screens, Condor has positioned itself as a key player in subcontracting.

To this end, partnerships have been established with Ace for the manufacture

of smartphones, in addition to contracts with the Chinese giant Transsion for its flagship brands, Infinix and Itel.

Condor Mobile also boasts a highly experienced R&D team that has a thorough understanding of the Algerian market, consisting of 30 distributors and over 10,000 POS.

Condor products are CE certified and have official Google and Android licenses, with assured software security. Condor Multimedia offers a 24-month warranty on all its products with a well-trained customer service team for quality support.



**Infinix**  
The Future is Now!







Khadamaty stands as a prominent Algerian leader in the aftersales service sector, boasting a team of skilled, experienced, and factory-trained technicians. Our unwavering commitment to fulfilling our mission drives us to go the extra mile, ensuring our customers' needs are met and their expectations exceeded.

With a decade-long expertise in repairing a wide array of IT, Home Appliances, and Electronics products, we've carved a niche as the go-to experts for brands like Condor, Cristor, Nardi, Ace Mobile, Géant, Groupe SEB, Raylan, Bosch, Smeg, GlemGas,

Whirepool, Excellence, and various other brands beyond warranty coverage.

Since our inception, Khadamaty has been the reference in repair, maintenance, Call Center services, and the provision of spare parts for IT, Home Appliances, and Electronics products. Our dedication remains unwavering, as we continue to elevate the standards of customer satisfaction and aftersales support.







Established in April 2014, Condor Logistics quickly emerged as a key player in the transportation sector in Algeria. Over time, we have expanded our expertise to cover the transportation of goods, personnel, equipment rental, and maintenance services.

Our infrastructure is robust, encompassing a logistics platform of 1,100,000 square meters, including 70,000 square meters of covered space. This structure enables us to optimally meet the diverse needs of the goods transportation market across the country and beyond our borders. Condor Logistics also boasts a considerable fleet, comprising over 1000 vehicles and equipment of various categories.



With nearly two decades of professional experience within the Condor Group and a well-established brand reputation, Condor Logistics currently employs more than 600 skilled professionals. Our ongoing goal is to support and thrive in the growing market of land freight transportation in Algeria.







Founded in 2013, the Solar Energy and Lighting Business Unit of Condor Energy has its headquarters in BBA, Algeria. This division operates in two key areas: Photovoltaic Activity and Lighting Activity.

Aligned with the pressing environmental concerns both locally and internationally, Condor's strategic decision to embrace sustainable development is evident through its substantial investment of over 938 MDA in a "renewable energy" project.

The dedicated solar energy facility manufactures photovoltaic panels using cutting-edge silicon technology,

ranging in power from 70W to 280W (mono and poly).

These panels find applications across industries (solar stations), residential settings, agricultural pumping, rural electrification, and public lighting.

Condor takes on the holistic responsibility, from installation design to panel fabrication, installation, and comprehensive post-sales service.

With a nominal production capacity of 50 MW per year operating on a 2x8-hour cycle, and a workforce of around 200 individuals, this infrastructure commenced operations in May 2013, carving a path toward a sustainable energy future.







Condor Academy stands as a hub of Excellence, specializing in qualification training, higher education, and comprehensive consultancy services. Our commitment signifies strategic dedication, while our investments in skill development underscore our industry prominence.

We empower individuals across levels, within and beyond Condor Group, with customized training that proactively addresses industry needs.

Our conviction is that Condor academy offers genuine growth opportunities. Innovative teaching methods foster

capable, autonomous, and responsible professionals.

Condor Academy is committed to enriching graduates' professional integration and contributing to a knowledge hub.





CONDOR

# Company Presentation

## Convia : Elevating Spaces



Convia, a brand proudly presented by AIMA INDUSTRIE MEUBLE, is a dedicated player in the realm of furniture design, production, and functional interior solutions. Our expertise spans crafting furnishings that align with our clients' unique specifications.

Convia goes beyond conventional furniture. We're your partner in crafting seamless kitchen and interior designs. From inception to completion, our unwavering commitment to understanding and meeting our clients' diverse needs defines us. Our accomplished expertise, unwavering commitment to quality, and personalized client interactions set the stage for extraordinary results.

At Convia, we don't just furnish spaces; we transform them into curated havens of style and functionality.



CONDOR

# Company Presentation

## CSS : Your Security Partner !



Condor Security Systems (CSS), a subsidiary of the BENHAMADI GROUP, excels in designing and executing projects in telecom network security, digital technology, and integrated systems. Our mission is to efficiently meet your project requirements by leveraging our expertise.

We offer cutting-edge solutions in various domains, from Network & Telecom to Security, Digital, and Integrated Systems. Our commitment is to deliver top-notch solutions tailored to your needs, ensuring your security and technology requirements are met and exceeded.

At CSS, we stand firmly committed to delivering solutions that go beyond the ordinary, meeting and exceeding your security and technology needs.





CONDOR

# Company Presentation

## CSS : Your Security Partner !



Founded in 2015, SPA CONDOR DASAN is a dynamic partnership between Algeria's CONDOR Group and South Korea's DASAN Group. Our primary mission is to drive national integration in the energy and telecommunications sectors by offering tailor-made solutions and fostering mutually beneficial technological exchanges. Our ambition is to become a leading player in integrated solutions.

Drawing upon Korean technology, we offer expertise across various fields, including engineering, fabrication, project management, and maintenance, with a particular emphasis on crucial cooling solutions required for the energy and Gas and Oil industries (e.g., Air Fin Cooler Heat Exchangers for refineries). Additionally, we excel in cutting-edge Telecom solutions (e.g., Fiber-to-the-x & Networking Solutions).

We are deeply committed to sustainable development, ensuring client satisfaction, and providing customized training programs. Our responsive after-sales service guarantees seamless operations, with our dedicated technical teams always on standby to offer support and facilitate close collaboration between suppliers and clients.







Bordj Steel, a member of the CONDOR Group, is a testament to the group's ambitious growth strategy and its drive to establish dominance in Algerian metal construction. Since its inception in 2012, SPA Bordj Steel has transformed into an exceptional metal complex spanning an impressive 100,000 m<sup>2</sup>, inclusive of a substantial 25,000 m<sup>2</sup> covered area.

Diverse Production Units at SPA Bordj Steel :

- 1. Metal Structure Unit:** Specialized in precise metal framework fabrication.
  - 2. Sandwich Panels and TN 40 Unit:** Committed to crafting premium sandwich panels and TN 40 products.
  - 3. Hot Dip Galvanization Unit:** Devoted to meticulous hot-dip galvanization processes.
  - 4. Boilermaking Unit:** Showcasing mastery in the art of boilermaking.
- At Bordj Steel, our commitment to Excellence permeates every operation. We take pride in delivering superior metal construction solutions, driven by innovation and an unwavering devotion to quality. Our journey serves as a testament to our relentless pursuit of meeting industry demands while consistently exceeding expectations.







positioning itself as a prominent player with the capacity to undertake extensive projects.

As a key player in the construction industry, TRAVOCOVIA is committed to Excellence, delivering quality results that shape the landscapes and structures of tomorrow.

Established in 2009 as a Joint Stock Company, TRAVOCOVIA stands as a subsidiary of the esteemed Benhamadi Group.

TRAVOCOVIA is a powerhouse in various sectors, specializing in Public Works, Building and Civil Engineering, Electrical Works, Cold System Installation and Air Conditioning, Industrial and Building Painting, Urban Development, Structural Steel Installation, Equipment Rental, and Engineering Services.

Operating under Category 9 classification, TRAVOCOVIA boasts a specialized team and a well-equipped machinery fleet,





Travocovia secured a contract with the Ministry of National Defense for the design and construction of a 3-Star Thermal Rest Center in Biskra.

In collaboration with CRCC and Condor, Travocovia spearheaded this large-scale project, valued at a total of **4,186,157,422.30 DZD/VAT** and **16,544,851.70 USD**.

The project received its official inauguration on **June 5, 2021**, by the Chief of Staff of the People's National Army General Said Chengriha.

This achievement highlights Travocovia's commitment to complex projects of national importance, further strengthening our position as a Leader in engineering and construction.





SPA ENAC has chosen Travocovia to execute the Bejaia Seawater Desalination Plant under an EPC contract, including civil engineering works for the intake area, for a total amount of **1,687,182,595.00 DZD** including VAT.

This strategic project aligns with a vision of development and optimization of water resources in the Bejaia region.





The SPA SARPI has also entrusted Travocovia with the EPC contract for the El Taref Seawater Desalination Plant, including civil engineering works for the intake area, for a total amount of **1,677,082,470.00 DZD** including VAT.

This project is of paramount importance for water resource management and water security in the El Taref region.







Enicab, a name synonymous with quality and innovation, specializes in a comprehensive range of cables including low-voltage, industrial, medium-voltage, and bare high-voltage cables.

Since its acquisition by the industry leader Condor in 2017, Enicab's prominence has soared.

This strategic union paved the way for the introduction of new products such as high and extra-high voltage cables, Telecom and Data cables, as well as Halogen-free cables.

With its diverse portfolio, Enicab leaves its mark across multiple sectors, ranging from Electricity Distribution to Oil and Petrochemicals,

encompassing a spectrum of Industries, Telecommunications, Infrastructures, and Building projects. Enicab has rightfully earned its place, holding a significant market share and contributing high-quality wires and cables to the majority of construction projects in the country.

With a substantial client base, Enicab proudly serves key players in the Algerian electrical and construction domains, including notable names like SONELGAZ and its subsidiaries, SONATRACH and its affiliates, national and international EPC and contractors, as well as various governmental institutions.

At Enicab, our commitment to Excellence powers every connection we make.







As a proud subsidiary of the Condor Group, ALVER Spa holds a prominent position in Algeria's packaging industry. With a rich history spanning over 75 years, our dedicated team of seasoned professionals has played a pivotal role in propelling agri-food industries forward by delivering high-quality glass packaging solutions.

Guided by Excellence and innovation, we take our role as a crucial partner to the agri-food sector to heart.

Our mission revolves around empowering our clients to present their products securely and aesthetically through our packaging. With each glass container crafted and closure supplied, we steadfastly uphold our motto: "We protect all that is good."





# Company Presentation

## Extra Benhamadi: A Milestone for Gerbior's Success



Geestablishmentrbior Mill has been a pioneer in its field since its in 2002, consistently delivering top-notch semolina and flour quality through the dedicated efforts of its management and staff.

With a commitment to meeting the diverse demands of its customers and consumers, Gerbior continues to make substantial investments to enhance both the quality and volume of its production.

The inception of the Extra Benhamadi

trademark in 2013 marked a significant milestone for Gerbior, coinciding with the acquisition of Gipates, a local manufacturer of couscous and pasta. Since then, Extra Benhamadi has firmly established itself as a market leader in both the Couscous and Pasta segments, while enjoying widespread recognition and trust among Algerian consumers.

In addition to the brand Extra Benhamadi, Gerbior proudly holds two other trademarks, namely **Lella** and **Zyna**. These brands have been strategically developed to effectively cater to a variety of consumer preferences and requirements.





CONDOR

Company Presentation  
A Home Away from Home !



## HOTEL BENI HAMAD

At Hotel BENI-HAMAD, we take pride in our privileged location at the heart of Bordj Bou Arreridj's city center, in close proximity to all essential amenities and a thriving industrial hub.

Our hotel offers a resplendent haven, where you'll encounter the seamless juxtaposition of space, intimacy, and security.







# Significant Milestones in 2023



# Company Presentation

## Signing of a New Distribution Contract in Mauritania

This partnership, established during the Algerian-Mauritanian Economic Forum, aims to meet the strong demand for Condor products in the Mauritanian market





Commissioning of the Motherboard Production Unit and its Accessories by Mr. Kamel Nouicer, Wali of Bordj Bou Arreridj.



Signing of a framework agreement for consumer credit compliant with Islamic finance between Condor and Al Baraka Bank.





Condor participates in the Export Exhibition for Home Appliances and Electronic Equipment.



The Minister of Commerce and Industry launches a shipment of 14 trucks carrying home appliances to Tunisia.







# Company Presentation

Participation in the Export Fair for Home Appliances and Electronic Equipments

Condor takes a step towards expanding its e-faciliti service by signing a new partnership contract with the National Bank of Algeria for Consumer Financing, following the guidelines of Islamic Finance.





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# Company Presentation

## Participation in the International Household Appliances Fair “SIEM”

Condor takes part in the International Household Appliances Exhibition (SIEM).





# CONDOR

## Company Presentation Participation in the Algiers International Fair

Condor takes part in the Algiers International Fair.





On the sidelines of the Algiers International Fair, Condor has reached a new agreement with the Chinese giant Hisense, involving an investment to establish a production line for Hisense products in Algeria.

This collaboration signifies a strategic expansion for our brands and will lead to an increase in exports throughout the MENA region.







# Company Presentation

The awarding of the Ikhtiyari Label to the Alpha Inverter Air Conditioner

Condor's Alpha Inverter air conditioner wins the 2023 Ikhtiyari Trophy for Algerian Consumers, awarded by APOCE.

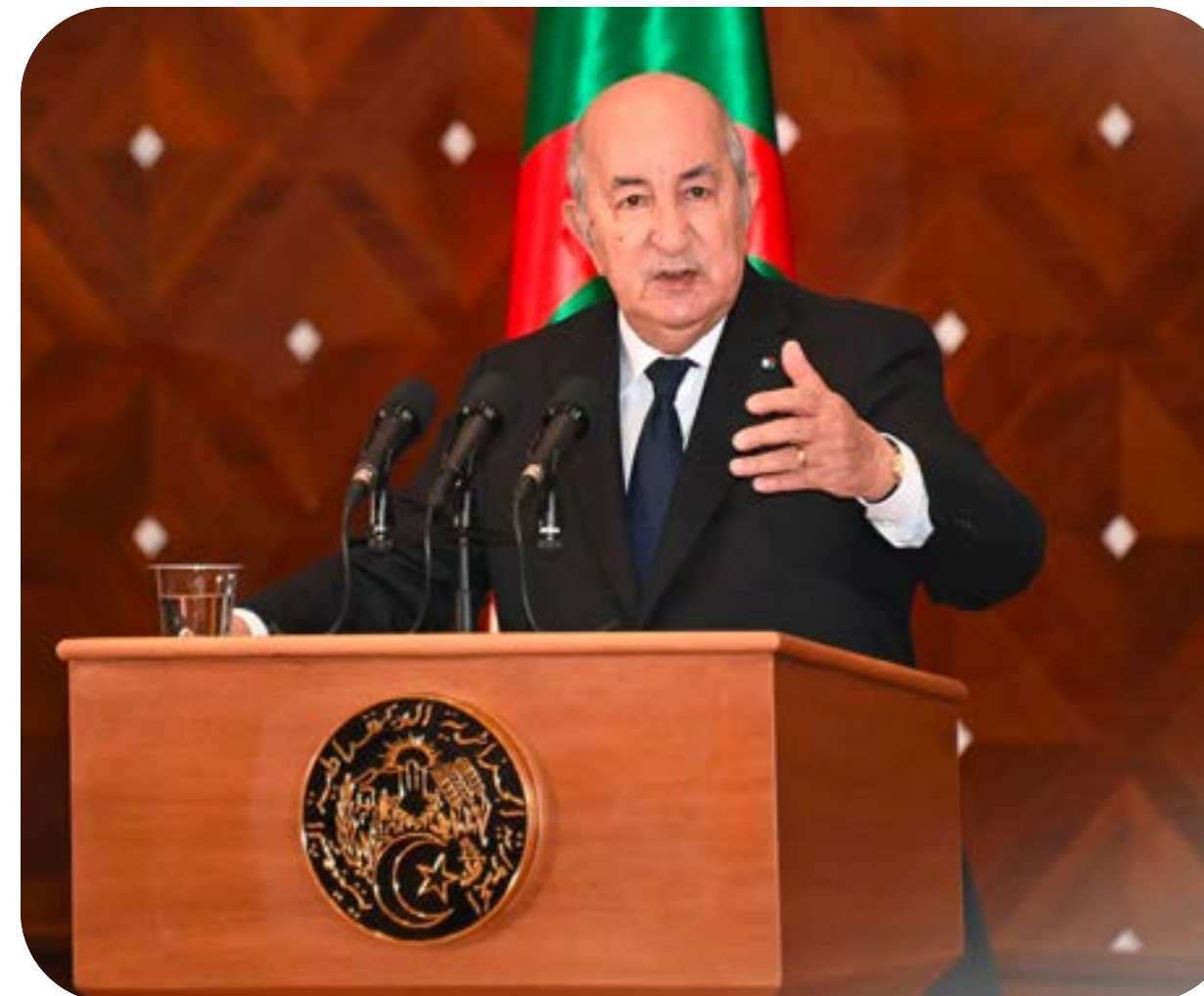




# Company Presentation

## Awarding of the Best Young Exporter Trophy

Condor was honored by receiving the “Best Young Exporter Trophy” presented by President Abdelmadjid Teboune.

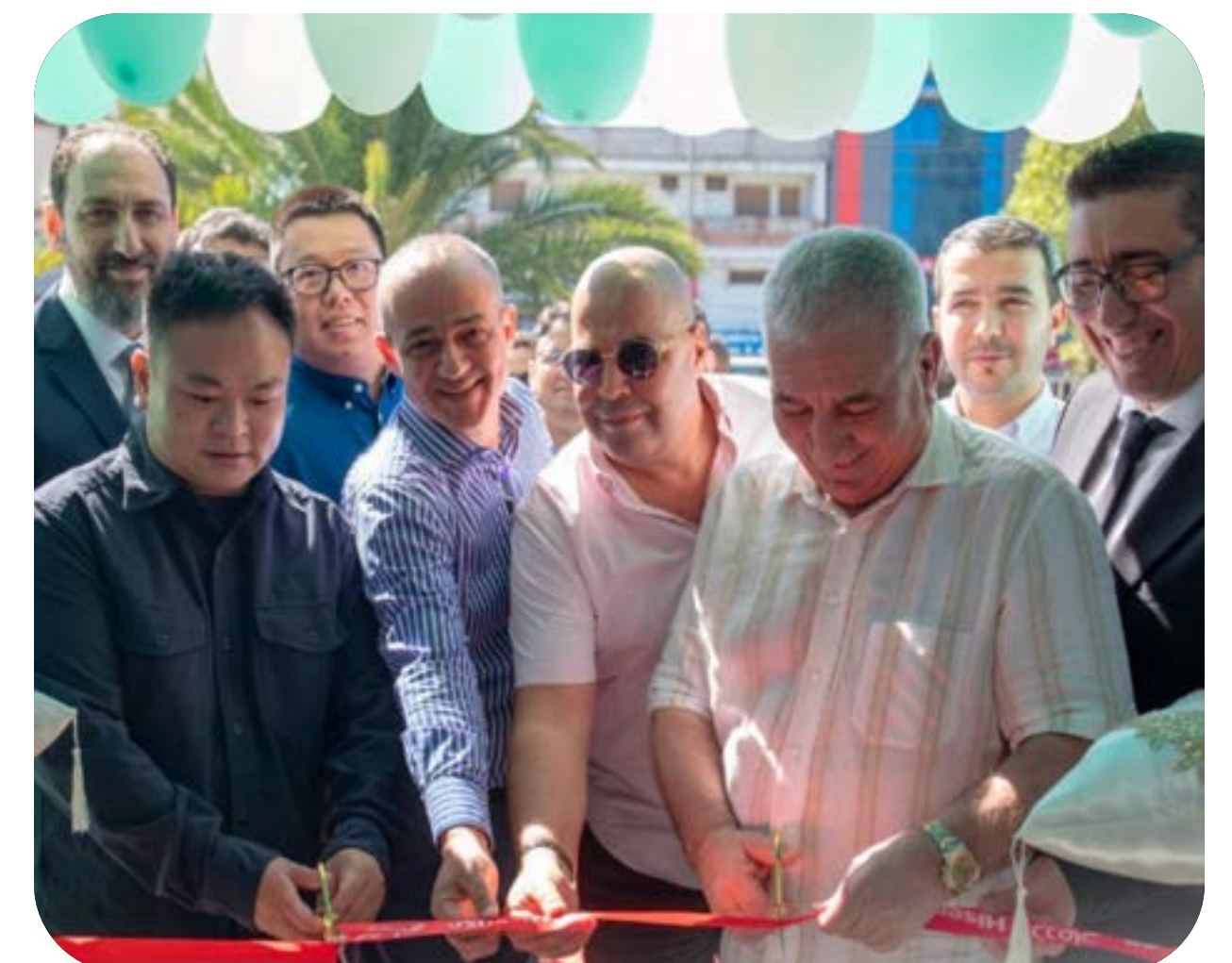




# Company Presentation

## Inaugurating the First 'Customer Care Hub' !

Hisense Algeria and Khadamaty launch the first “Customer Care Hub” the First of its kind in Algeria and the Third in the MENA Region. This brand-new Experience is dedicated to providing Hisense customers with a Premium Service that truly stands out, Distinguished by the Excellence of a Quality Customer Experience !





CONDOR

# Company Presentation

## Sponsoring Partnership between Condor and JSK

Sponsoring Partnership between Condor and  
JSK  
2023/2024





CONDOR

# Company Presentation

## Sponsoring Partnership between Condor and CABBA

Sponsoring Partnership between Condor and  
CABBA  
2023/2024





# Company Presentation

## Renewal of Partnership between Hisense and MCA

Renewal of Partnership between Hisense and  
MCA  
2023/2024





Visit of the Minister of Industry and Pharmaceutical Production to Condor's Industrial Zone No. 2 in Bordj Bou Arreridj.







# Company Presentation

## Participation in the Algerian Production Fair

Condor takes part in the Algerian Production Fair.





Visit of President Abdelmadjid Tebboune to Condor's booth, where he praised the efforts and the role that Condor plays in supporting the economic strategy adopted by the state for sustainable development.







# Company Presentation

Guided Trade Initiative of the African Continental Free Trade Area (AfCFTA)

Algeria officially announces its membership in the Guided Trade Initiative of the African Continental Free Trade Area (AfCFTA).





A conceptual image with a dark blue background. A hand is shown from the wrist up, pointing its index finger towards the top right. A thin, glowing white line starts from the left edge and ends at the tip of the finger, with a small cluster of white dots at the end. In the background, there is a large, faint, light blue 'C' shape on the left and a faint grid pattern on the right.

**Investments**



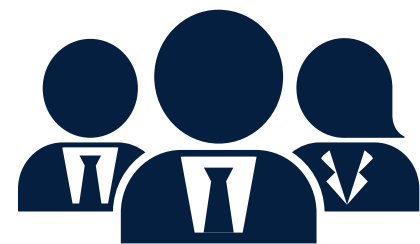


New Washing Machine Factory, the aim is to produce **750 000 Units per year**. **30%** for the export.

Total investment: **\$25 Millions**.

5 production lines for:

- 1x Front loading
- 1x Top Loading
- 2x Semi automatic WM
- 1x Dishwasher



+580  
Staff



+18 000 M<sup>2</sup>  
Factory area



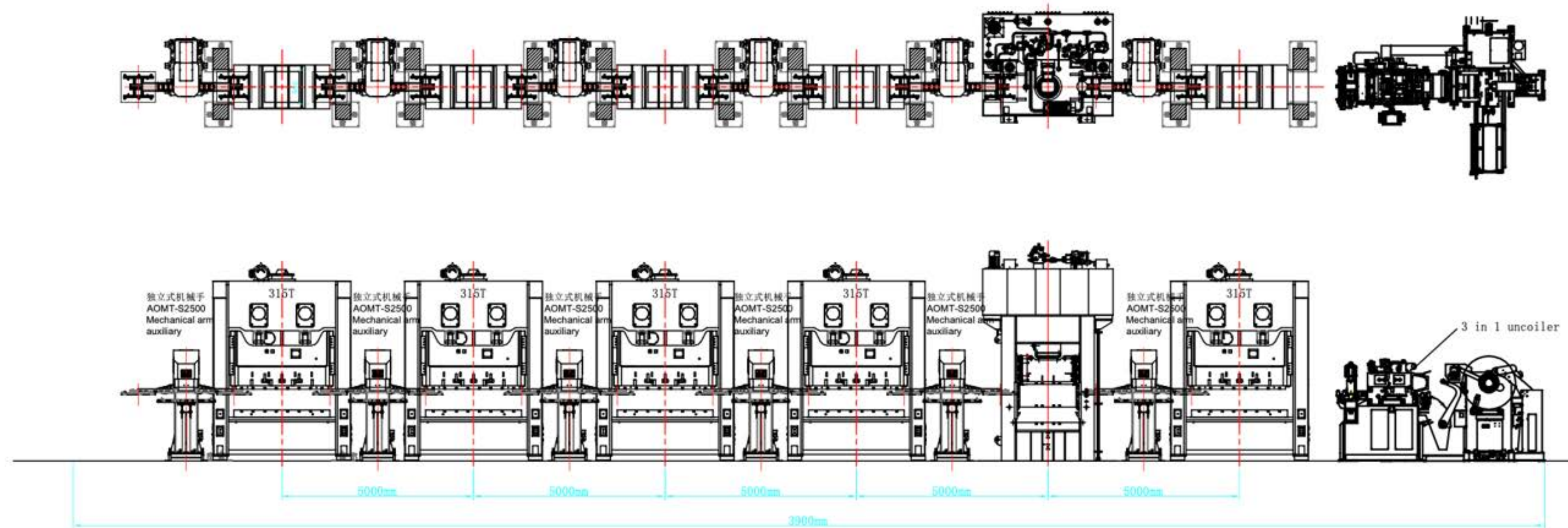
+750 000  
Production Capacity  
+ 600K for WM  
+150K for DW





# Company Presentation

## Washing Machine Investment







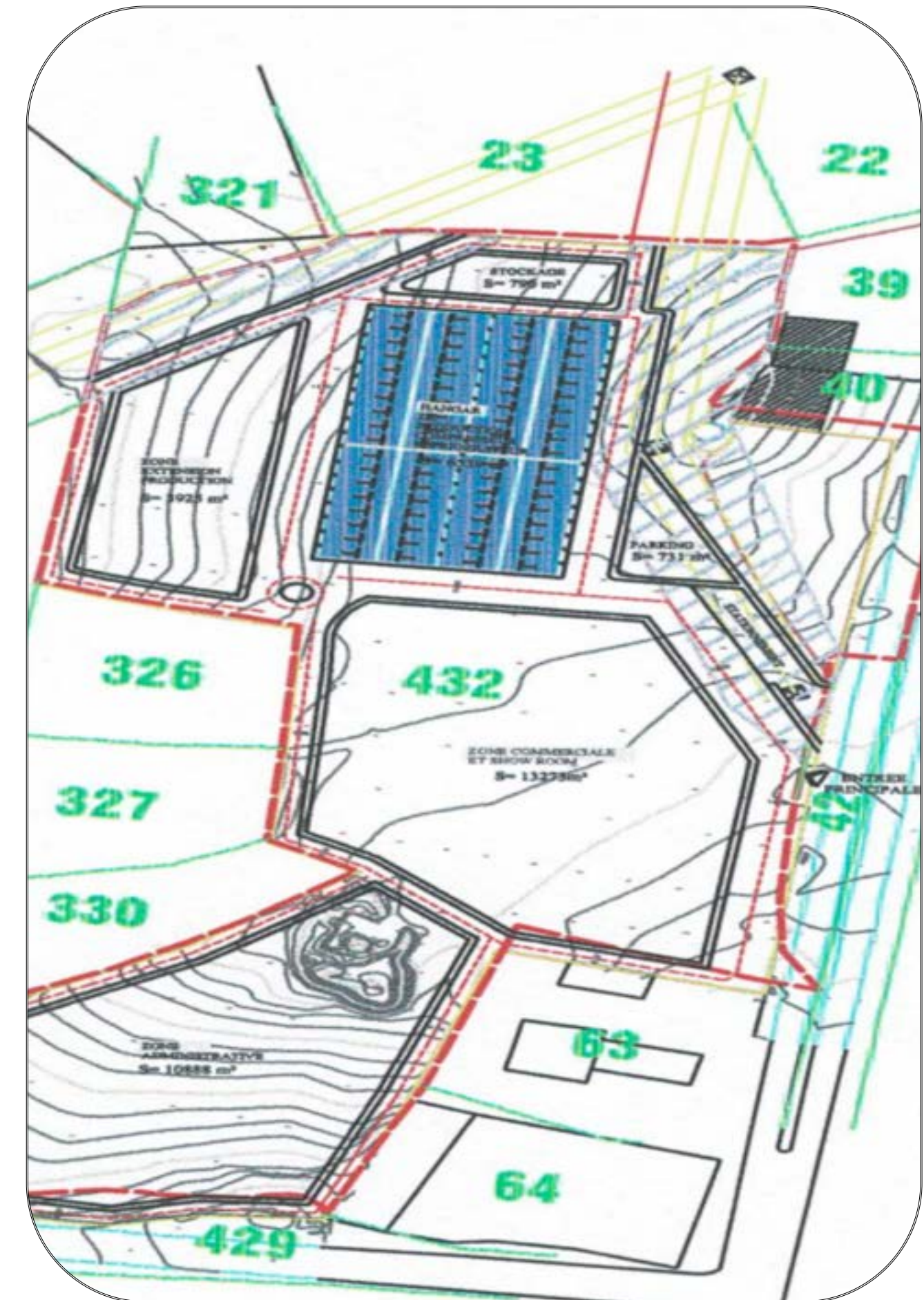
Condor set up a JV with the Italian Radiatori 2000, to make the Aluminum Radiator Factory in Algeria representing a **\$25 million** investment. This alliance strengthens our production capacity to reach **7 million units (\$60M yearly revenue)** which represents more than **40%** for the market need, also part for the production will be dedicated to the export. This strategic commitment reflects our vision of innovation and quality, consolidating our position in the market.





The project involves constructing a factory for manufacturing refrigerator compressors, located in *the Mechtet Fatima industrial zone* with a land area exceeding **6 hectares**.

Due to the significant investment and the technological complexity associated with this type of production, the project will be implemented in three phases. Upon completion, the factory will have a production capacity of **2.5 million units per year**, generating **500 job opportunities**.

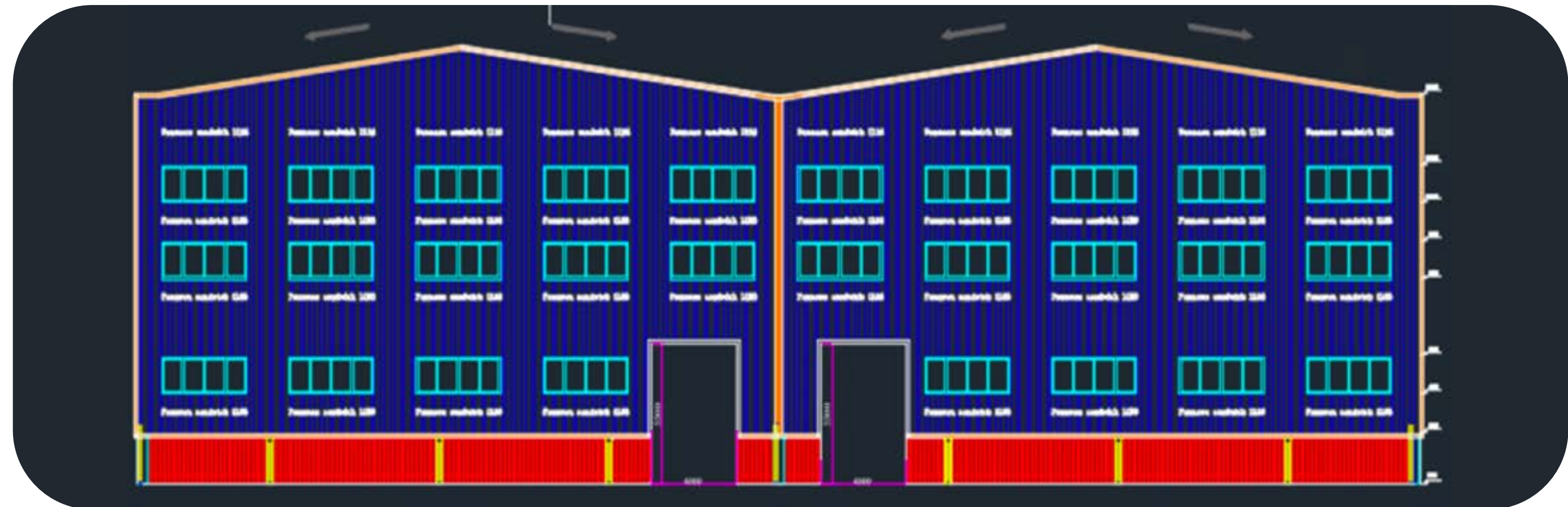




The manufacturing process for compressors will include various workshops:

- Metal transformation workshop;
- Cleaning workshop;
- Spot welding workshop ;
- Internal component assembly workshop;
- Welding robot and leak testing workshop;
- Painting workshop;
- Vacuum line ;
- Final assembly, testing, and packaging workshop.

Construction progress is on track, and the hangar is expected to be fully operational by *July 2024*, featuring two levels.







**Thanks**