

## MIRA INFORM REPORT

<b>Report No. :</b>	529628
<b>Report Date :</b>	15.09.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	MASH PREMIERE FOR PHARMACEUTICAL INDUSTRY
<b>Formerly Known As :</b>	MASH FOR PHARMACEUTICAL & COSMETICS INDUSTRIES CO SAE
<b>Registered Office :</b>	Villa No. 117 Sheikh Tantawi Street El Hay Al Awal, 5 <sup>th</sup> Settlement Cairo
<b>Country :</b>	Egypt
<b>Financials (as on) :</b>	31.12.2016
<b>Date of Incorporation :</b>	1990
<b>Com. Reg. No.:</b>	2940, Cairo
<b>Legal Form :</b>	Egyptian Joint Stock Company
<b>Line of Business :</b>	Subject is engaged in the manufacture of medical preparations, cosmetics, skin care products, shampoo and shaving creams.
<b>No. of Employees :</b>	400

### RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> January 2017)

<b>MIRA's Rating :</b>	A+
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Credit Rating	Explanation	Rating Comments
A+	Low Risk	Business dealings permissible with low risk of default

<b>Status :</b>	Good
<b>Payment Behaviour :</b>	Regular
<b>Litigation :</b>	Clear

### NOTES :

Any query related to this report can be made on e-mail : [infodept@mirainform.com](mailto:infodept@mirainform.com) while quoting report number, name and date.

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## **NOTE**

**Company Name** : MASH PREMIERE FOR PHARMACEUTICAL INDUSTRY

**Also Known As** : MASH PREMIERE

**Previously Known As** : MASH FOR PHARMACEUTICAL & COSMETICS INDUSTRIES CO SAE

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## **SUMMARY**

Company Name	: MASH PREMIERE FOR PHARMACEUTICAL INDUSTRY
Also Known As	: MASH PREMIERE
Country of Origin	: Egypt
Legal Form	: Egyptian Joint Stock Company
Start Date	: 1990
Commercial Registration Number	: 2940, Cairo
Tax Card Number	: 205-125-875
Authorised Capital	: £E 40,000,000
Issued Capital	: £E 40,000,000
Paid up Capital	: £E 8,000,000
Total Workforce	: 400
Activities	: Manufacturers of medical preparations, cosmetics, skin care products, shampoo and shaving creams.
Financial Condition	: Fair
Payments	: Regular
Operating Trend	: Steady
Person Interviewed	: Mohamed Ismail, Accounts Manager

## **COMPANY NAME**

MASH PREMIERE FOR PHARMACEUTICAL INDUSTRY

**ALSO KNOWN AS:** MASH PREMIERE

## **ADDRESS**

Registered & Physical Address

Building : Villa No. 117  
Street : Sheikh Tantawi Street  
Area : El Hay Al Awal, 5<sup>th</sup> Settlement  
Town : Cairo  
Country : Egypt  
Telephone : (20-2) 26176047  
Facsimile : (20-2) 26176047  
Mobile : (20-12) 00007971 / 00003010 / 00007070 / (20-100) 2143337 / 2143540 / 3596451  
Email : [sale@mashpharma.com](mailto:sale@mashpharma.com) / [egypt@mashpharma.com](mailto:egypt@mashpharma.com) / [egypt@mashpremiere.net](mailto:egypt@mashpremiere.net)  
[materials@mashpharma.com](mailto:materials@mashpharma.com)

Please note that subject's previous address was, Villa No. 131, Street No. 36, El Hay El Awal, 4<sup>th</sup> District, 5<sup>th</sup> Settlement, Cairo.

Premises

Subject operates from a large sized suite of offices that are rented and located in the Central Business Area of Cairo.

### **Branch Office (s)**

<u>Location</u>	<u>Description</u>
3 <sup>rd</sup> Industrial Zone, Plot No. 54/2 Cairo Ismailia Road Badr City Cairo Tel: (20-2) 28641775 / 28606028 Fax: (20-2) 28641775	Factory premises
Alexandria Tel: (20-3) 5430605 Fax: (20-3) 5439614	Office premises

Mansoura  
Tel: (20-50) 2286180

Office premises

## **KEY PRINCIPALS**

<u>Name</u>	<u>Position</u>
Dr Sayed El Hendawy	Chairman
Ayman Badr	Managing Director
Saleh Fattaullah Al Saudi	Director
Ali El Hendawy	Factory Manager
Mohamed Ismail	Accounts Manager
Dr Houda El Basyouni	Purchasing Manager
Shayma Samir	Purchasing Officer
Hassan Mahmoud Ahmed	Financial Controller

## **LEGAL FORM & OWNERS**

**Date of Establishment :** 1990

**History :** Subject began in 1990 as a Limited Partnership, however it changed legal form and became an Egyptian Joint Stock Company in 2001. In June 2015 the subject changed its name from "Mash for Pharmaceutical & Cosmetics Industries Co SAE" to "Mash Premiere for Pharmaceutical Industry".

**Legal Form :** Egyptian Joint Stock Company

**Commercial Reg. No. :** 2940, Cairo

**Tax Card No. :** 205-125-875

**Authorised Capital :** £E 40,000,000

**Issued Capital :** £E 40,000,000

**Paid up Capital :** £E 8,000,000

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Name of Shareholder (s)	Percentage
Saleh Fattaullah Al Saudi	37.50%
Dr Sayed El Hendawy	37.50%
Ayman Badr	25.00%

Notes to the legal Form A Joint Stock Company ( SAE ) can be both a public or private company the capital of which is divided into shares of equal value; the liability of the shareholder is confined to the value of the shares to which he subscribes, and he is not liable for the debts of the company except within the limit of those shares. A JSC may be 100% owned by foreign investors and there should be at least three shareholders. The minimum capital of JSC companies is EGP 250,000 or EGP 500,000 if it is a public company.

## **OPERATIONS**

**Activities:** Engaged in the manufacture of medical preparations, cosmetics, skin care products, shampoo and shaving creams.

**Import Countries:** China, France and India.

### **International Suppliers:**

Analtec Labs India

SMS Pharmaceuticals India

**Brand Names:** MASH

**Export Countries:** Kuwait, Sudan, Saudi Arabia and Yemen.

**Operating Trend:** Steady

Subject has a workforce of approximately 400 employees. Subject's employee figure can fluctuate up to 500 depending on production requirements.

## **FINANCIAL DATA**

Financial highlights provided by local sources are given below:

Currency: Egyptian Pounds (EGP)

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<b>Year</b>	<b>Revenue</b>
Year Ending 31/12/15:	EGP 200,000,000
Year Ending 31/12/15:	EGP 206,000,000
Year Ending 31/12/16:	EGP 215,000,000

Local sources consider subject's financial condition to be Fair.

Note: According to Egyptian Commercial Law, only Joint Stock Companies SAE (Listed on the Stock Market) are required to publish their financial information. Financial information on other legal forms can only be obtained from the companies / businesses directly

## ***BANKERS***

Banque Misr  
151 Mohamed Farid Street  
Cairo  
Tel: (20-2) 33912711 / 33912106  
Fax: (20-2) 33919779

ABC Bank  
111 Al Gomhorya Street  
Mansoura  
Acc No. 1699670473020018

## ***PAYMENT HISTORY***

subject's payments have been reported to be regular.

## ***SANCTION LIST CHECKS***

The subject and its shareholders have been checked in the following sanctions list databases:

<b><u>Sanctions list</u></b>	<b><u>Results</u></b>
United Nations Sanctions	No matches
Australian Sanctions	No matches
Bureau of Industry and Security (US)	No matches

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EU Financial Sanctions	No matches
Office of the Superintendent of Financial Institutions (Canada)	No matches
OFAC - Specially Designated Nationals (SDN)	No matches
UK Financial Sanctions (HMT)	No matches
US Consolidated Sanctions	No matches

## ***GENERAL COMMENTS***

During the course of this investigation the following sources were consulted:

- Internal database
- Journals, directories, media & web searches
- Local Registry office

During the course of this investigation nothing detrimental was uncovered regarding subject's operating history or the manner in which payments are fulfilled. As such the company is considered to be a fair trade risk.

## ***COUNTRY OUTLOOK***

### **Recent Developments**

The first quarter of FY17 (July to June) marked a slowdown in growth recording 3.4 percent compared to 5.1 percent in the same quarter last year, with annual growth in FY16 registering 4.3 percent. Growth was constrained by severe shortages in hard currency, an overvalued exchange rate and sluggish growth in Europe, Egypt's main trading partner. Key sectors continue to experience negative growth, particularly tourism and the oil and gas extractives sector that has been suffering from underinvestment and arrears.

The annual fiscal deficit in FY16 increased to 12.1 percent of GDP, up from 11 percent the year before. However, in the first half of FY17 the deficit declined to 5.4 percent of GDP, down from 6.4 percent in the same period last year. The improvement in the first half is solely driven by a decline in total expenditures, which compensates for a drop in total revenues. Lower expenditures were driven by a decrease in subsidies and public wages as a percentage of GDP.

The most recent data for the first quarter of FY17 show an overall surplus in the balance of payments of 0.5 percent of projected GDP, compared to a deficit of 1 percent during the same period of the previous year. The improvement in external accounts was mainly due to the narrowing trade deficit induced by an increase in merchandise exports (by 11.2 percent) and a decline in merchandise imports (by 4.8 percent). Meanwhile, Suez Canal receipts further deteriorated by 4.8 percent and net private transfers also declined by 21.8 percent. As a result, the current account deficit widened to 1.4 percent of GDP compared to 1.1 percent in the same quarter of

the previous year. More positively, FDI inflows increased to US\$1.9 billion over the same period, up from US\$1.4 billion the previous year.

To stimulate growth and address major macroeconomic imbalances, the government embarked on a major economic reform program. The key features include (i) the liberalization of the exchange rate regime; (ii) fiscal consolidation through a combination of expenditure and revenue measures, notably cuts in fuel subsidies, containment of the wage bill and introduction of VAT; and (iii) reforms to the business environment and addressing impediments to industrial activity.

The reform program was supported by an IMF Extended Fund Facility of US\$12 billion which contributes to cover Egypt's financing needs, the rest of which has been covered through disbursements under the World Bank, the African Development Bank and a number of bilateral loans, in addition to a recent issuance of Eurobonds in the amount of US\$4 billion. Following the floatation, the exchange rate displayed strong overshooting (hitting its lowest rate of 19.5 in December compared to a pre-float fixed rate of 8.8), but has subsequently strengthened as foreign investor confidence picked up and backlogs of USD orders to finance imports eased. Net international reserves reached US\$26.4 billion at-end January (6 months' imports), up from a pre-floatation level of US\$19 billion.

Currency weakening has led to a sharp rise in inflation, which reached its highest recorded level of 30.2 percent in February 2017. Following the currency floatation, the CBE increased interest rates by 300 basis points (bringing the cumulative increase to 550 basis points since March 2016) to absorb excess liquidity and curb inflation. High inflation has contributed to the aggravation of social conditions, given the persistently high unemployment (12.6 percent in 2016). The recently adopted reform program involves efforts to improve social safety nets, notably through the partial reallocation of freed up resources from reduced energy and food subsidies; the expansion of cash transfer programs; and an increase in the general pension budget by 15 percent. Nonetheless, the mitigation of recent adverse shocks will continue to depend on an effective targeting mechanism.

## **Outlook**

GDP is expected to grow by 3.9 percent in FY17, and will be largely driven by public investment and to some extent net exports. Private investment is expected to pick up only in the second half of FY17, supported by enhanced competitiveness following the depreciation of the currency and the gradual implementation of business climate reforms. Tourism is also expected to steadily recover on the back of a weaker currency. Yet, growth will likely be undermined by slower growth of private consumption, which is expected to be negatively affected by record high inflation rates. Prudent monetary policy is projected to bring inflation down over the forecast horizon after the one off effects of depreciation, subsidy reforms, and the introduction of VAT dissipate.

The fiscal deficit is projected to narrow to 10.5 percent in FY17, contingent on the government's commitment and ability to sustain its fiscal consolidation plan. With the implementation of the VAT, the expected increase in the VAT rate to 14 percent from the current 13 percent, and efforts to improve tax collection, revenues are expected to improve, while expenditures will continue to be contained.

The current account deficit is expected to start improving in FY17, supported by a positive exchange rate effect and an increase in remittances transferred through formal channels.

In the near term high inflation is likely to have negative short-term effects on households. Current efforts to improve

targeting in the food smart-card program, currently used to protect the vulnerable population from food price shocks and ensure a minimum level of food security, could provide additional resources for an improved safety net.

### **Risks and challenges**

Policy slippage and absence of real-sector reforms may negatively impact the anticipated economic recovery. Deteriorating security risks can adversely affect the recovery of the tourism sector, traditionally a main source of revenue and foreign currency.

On the social front, resources from fuel subsidy reform to be allocated to social programs may be lower than expected

due to currency depreciation, but efforts should continue to improve the efficiency of the safety net system. Sustained high unemployment may lower households' ability to improve their living conditions.

Key Economic Indicators	2014	2015	2016*	2017*	2018	2019
Real GDP Growth (%)	2.9	4.4	4.3	3.9	4.6	5.3
Inflation Rate (%)	10.1	10.4	10.2	20.1	14.2	11.3
Current Account Balance (% of GDP)	-0.9	-3.8	-6.1	-5.5	-4.4	-3.8
Fiscal Balance (% of GDP)	-11.5	-11.0	-12.1	-10.5	-9.2	-7.3

\* forecast

**FOREIGN EXCHANGE RATES**

Currency	Unit	Indian Rupees
US Dollar	1	INR 71.81
UK Pound	1	INR 94.15
Euro	1	INR 83.97
EGP	1	INR 4.03

**Note :** Above are approximate rates obtained from sources believed to be correct

**INFORMATION DETAILS**

Analysis Done by :	VIV
Report Prepared by :	POJ

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**RATING EXPLANATIONS**

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)