

# *Eastern Company*



*The Gate to the Future*

# Prospective Vision

- EASTERN COMPANY seeks to utilize from its position as a pioneer in producing collection of tobacco products that satisfy desires and tastes of its customers inside and outside the country, developing the products to reach the same level of pioneer and its future ambition in the other activities to protect the environment.

# Company Mission

*Maintaining its pioneer position to satisfy smoker tastes through a collection of tobacco products & its responsibility to deal with information technology in the manufacturing processes , taking into consideration health , social , and economic sides.*

# Eastern Company S.A.E

- *We are one of world's international businesses with bright future and our market share is fast moving.*
- *We offer adult smokers a wide range of product to choose from, including cigarettes , cigars , molasses tobacco & pipe tobacco (Our company works to understand the preferences of smokers and design tobacco products to meet their needs).*
- *Our Cigars come in variety of shapes and sizes , and vary in flavors and totally 100% percent hand made in addition to variety of water pipe tobacco( plain & with different flavors)*

# *Eastern Company S.A.E*

- *Is an Egyptian joint stock company , a subsidiary to The Chemical Industries Holding Company.*

- *Establishment Date: 1920*

- *EC Capital:*

*Authorized Capital :* L.E. 3000 millions

*Issued and Paid Capital:* L.E. 2250 millions

*Number of shares:* 2250 million shares

- *Par Value of Share:* L.E. 1 each

# Company Strategy

- 1. Pay attention to human resources development through a suitable atmosphere for working & increasing the technical and administrative training.*
- 2. Update and develop the information systems & automate all company activities to cope up with the modern developments in administration & performance Excellency.*
- 3. Enhancing the production efficiency and quality to increase competitive ability in both local & international levels.*
- 4. Continuing development for production and expedition in production collection in quality and quantity , to satisfy market needs , and develop the customers system to increase sales.*
- 5. Increasing the local manufacturing of spare parts and the invested equipments.*
- 6. Caring about exportation development and opening new markets.*

# Eastern Company Objectives

1. *Manufacturing & Trading of tobacco & tobacco products.*
  2. *Practicing of any investing, financial, commercial, industrial , agricultural or servicing activities.*
  3. *Acquisition & construction of real-estates, purchase and subdivision of plots for use, lease or sale purposes.*
  4. *Importing, exporting and commercial agencies.*
  5. *Incorporation, or taking part in incorporation & purchasing of , or shareholding in companies which practice into the Arab republic of Egypt involved in or may help in achieving of developing any of “Eastern Company” objectives after approval from the holding company.*
- *Eastern Company by itself produces and manufactures its production collection in its own production facilities in Egypt only; the company has no production facilities outside Egypt.*
  - *Eastern Company does not give any permission of license to any other entity of institution at any place in the world to produce any products bearing trademarks owned by Eastern Company except trademark Simon Arzet in Germany.*



# Our Products

- 1. Cigarettes:** Cigarettes Brands owned by the company: which are currently produced: such as (Cleopatra cigarettes family-President- Delta-Golden West-Wasp-Light-Boston-Mondial-Style).  
Cigarettes with the label of other companies : The company manufacturing some of international cigarette brands under license from the owners such as, (Marlboro-LM-Rothmans-Kent-Merit-Winston)  
Cigarettes of joint production : The company manufacturing (Viceroy – Next )
- 2. Molasses Tobacco** (Moassel) such as:(Matossian-Zawati Elna'ma-Salloum plain and with different flavors-Moassel Kass Elkaukab-Cleopatra with different flavors).
- 3. Handmade Cigars** such as:(Jose Bartolo Corona- Jose Bartolo Midianitos plain & With flavors- Jose Bartolo Cigarillos- tobacco-Tuscany small& large size) Verona plain & With Flavors -Jose Bartolo Churchill).
- 4. Roll your own tobacco** such as:(Matossian Full Flavor & Light).
- 5. Pipe Tobacco** such as:(Captain & Legation- Symphony)
- 6. Cut Rag Tobacco** and various combinations of tobacco products, which meet customer's desires & needs.
- 7. Internal Works** such as : filter rods- homogenized tobacco – printing of the paper boxes and cartons – spare parts – carpentry works ... etc.

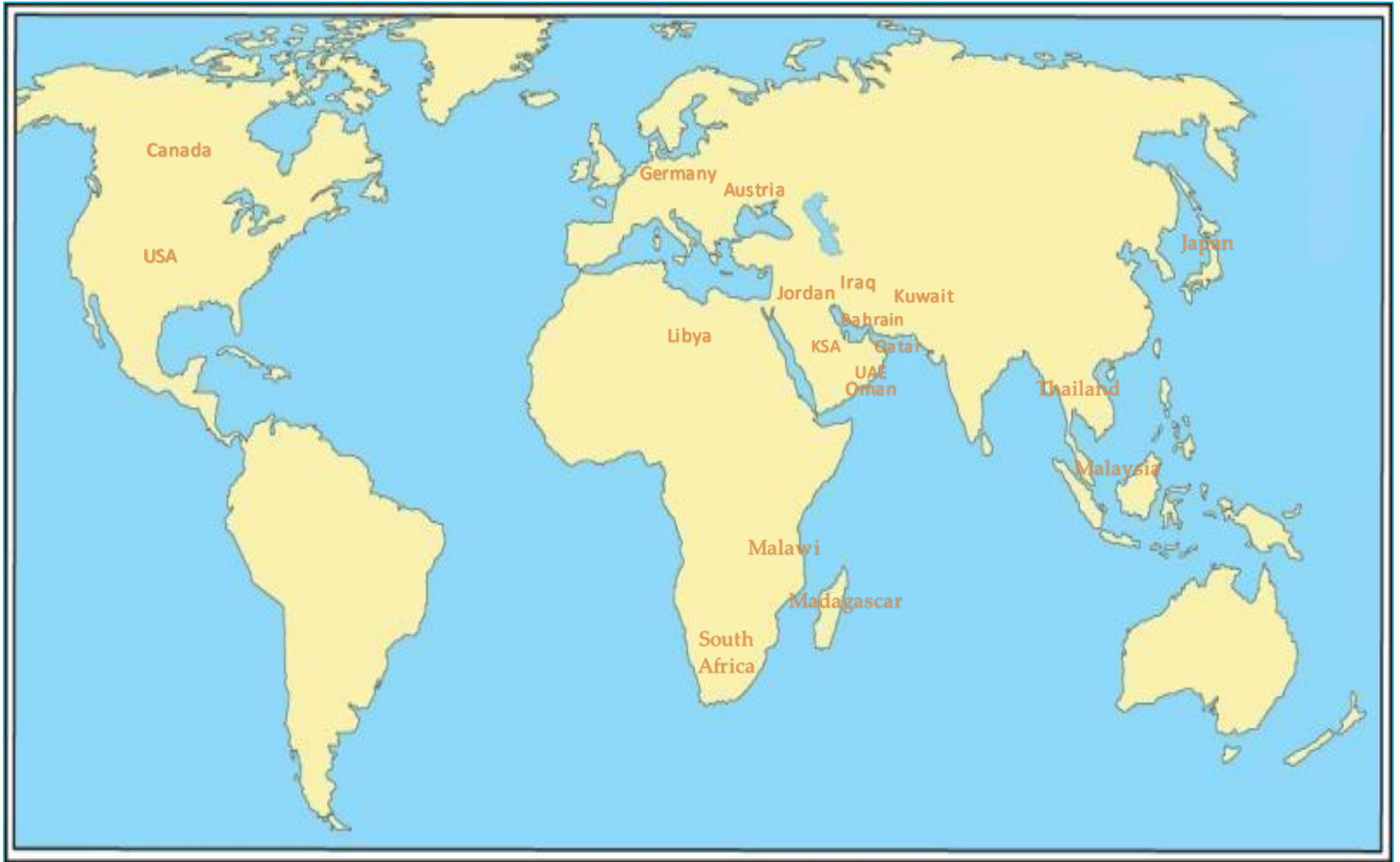
Eastern Company obtained many certificates of quality such as **ISO 9001, NLAB& UKAS**



# *Our Markets Around The World*

- ***AFRICA*** ( *Libya ,Malawi, South Africa, Madagascar*)
- ***ASIA*** ( *Kuwait , United Arab Emirates , Bahrain  
Saudi Arabia , Sultanate Of Oman , Iraq , Jordan ,  
  
, Malaysia , Japan ,Thailand*).
- ***EUROPE*** ( *Germany , Austria* ) .
- ***AMERICAS*** ( *United States Of America , Canada* ) .
- ***TAX FREE SHOPS & FREE ZONE*** .

# *Our Markets Around The World*



# Cigarettes



*I Smoke Cleopatra Cigarettes, It's Mild And Smooth*





*Keeping  
You Happy  
Is Our First  
Priority*





*Your Satisfaction .... Our Major Orientation*





*Thank You  
For Your Support  
In Advance*





# *Molasses Tobacco*

➤ *We Provide Different Flavors :-*

- *Peach*
- *Melon*
- *Grapes*
- *Mint*
- *Coconut*
- *Mango*
- *Melon With Mint*
- *Chocolate With Mint*
- *Lemon*
- *Apples*
- *Apricot*
- *Strawberries*
- *Chocolate*
- *Cherry*



*We Manufacture Them  
In Variety of Packages And Weights*



# Molasses



*Your Satisfaction Is Our Main Target*



# Salloum Molasses



*We Are Here*



*To Answer All Of Your Questions*





## *Zawati EL-Naa'ma*







.... *Your Favorite Flavor Is Here* ....





# Cigar

*Our Verona Cigarillos  
Are Ideal For Both  
The Novice And The More Experienced  
Cigar Smoker*





# Eastern Company



*We Offer The Best Prices  
On All  
Your Favorite*



*No Matter  
Where You Are . . .*



*We Ship Your Order  
To  
Your Place*



*Eastern Company*



*Our Cigar  
Is Totally 100% Percent  
Hand Made*



*Any Of Your Inquiry For Us Is The Best  
Appreciation*













# Create your Own Cigarette





*Thank You For Your Support  
In Advance*

