

CORPORATE

"Together Towards Tomorrow"

P R O F I L E

ISO 9001

BUREAU VERITAS
Certification



AL MADANI GROUP OF COMPANIES L.L.C.

CHEVIGNON

DOCKERS

Levi's®

HANG TEN

GAS
Keep it simple.

NAF NAF
PARIS



Charley's
GRILLED SUBS

Truly Fresh

Whittard
CHELSEA 1886

THE bagel BAR
Coffee House
RELAXATION PROFESSIONAL

APEX



MESSAGE FROM THE CEO

Our mission is to be the business leader in diversified fields using the latest technology, creativity, risk management and professional methods.

Al Madani Group of Companies is an organization committed to its employees, customers, the community and owners.

We strive to service our customers better than our competitors by providing them quality of products and services that they seek.

It is dedicated to create a motivational environment for its people, one in which the employees can see that working towards the company's goals is also in their mutual interest. Employees think and act like owners. Employees are honored, empowered and acknowledged.

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MANAGEMENT PROFILE PRESIDENT:

CORPORATE PROFILE

ABDULRAHMAN SHAFEI AL MADANI

Abdul Rahman Shafei Al Madani is one of the top most respected businessman of the Dubai business community. He started his tailoring and textile business in 1945. His tailoring and textile organization, along with his personal talent, brought about a successful enterprise that today controls 50% of the UAE market in this sector.

Parallel with the textile business, he invested substantially in the Real Estate and Construction business, which provided another solid foundation for the Group.



CHAIRMAN / CEO:

MOHAMMAD A. AL MADANI

Mohammad Al Madani graduated with B.Sc. in Petroleum Engineering from the University of Tulsa, Oklahoma, USA in 1979.

He began his career as a Petroleum Engineer with Abu Dhabi National Oil Company and later moved to Dubai, where he joined Dubai Petroleum Company (DPC); Mohammad also worked with Conoco Phillips in Houston, Texas, USA.

In 1981, he began his first business venture by establishing Al Shafei General Trading Est.



In 1991 he established the Al Madani Perfumes & also expanded National Tailors by entering its name into the most prominent shopping centers in the United Arab Emirates at that time (Burjuman, Ajman City Centre, the Arabian Centre, Ibn Battuta Mall & Mercato).

In 1994, he established Apex International Engineering Consultants, then in 1996 he developed his apparel division business under Al Madani Group of Companies by successfully representing various top brands like Levi's®, Dockers® and Hang Ten® from USA, Gas from Italy, Chevignon & Naf Naf from France.

In 2004, Mohammad ventured into the F&B industry by obtaining the UAE territory franchise rights of Charley's Grilled Subs Restaurant from USA, and in 2006 in Whittard of Chelsea Tea & Coffee House from UK.

In 2009, he acquired the rights of franchise development for Charley's Grilled Subs Restaurants for the Kingdom of Saudi Arabia.

In 2011, was granted the master development rights for Charley's Grilled Subs Restaurants in the United Arab Emirates, Saudi Arabia and Oman as well as some countries in the Middle East and Africa.

In 2012, he got the rights of master franchise development of The Bagel Bar Coffee House Concept for the UAE.

COMPANY OVERVIEW AND HISTORY

Al Madani Group of Companies, a group with diversified business activities was born half a century ago and guided by its founder & President, Sheikh Abdul Rahman Shafei Al Madani,

Mr. Mohammad Al Madani, Chairman & CEO of the group quotes "Our focus has always been on quality and services with strong belief in innovation".

Al Madani Group of Companies is a medium sized business group, with an annual turnover of over Fifty Million US Dollars, and is headquartered in Dubai. The Group is well established and has been engaged in various business activities in the UAE over the last sixty seven years.

The group have been involved in Fashion Brands and in a very short period, Al Madani Group of Companies has established itself as a leading player in the branded garment business in the Middle East.

Al Madani Group of Companies LLC. got certified for Quality Management System Certification ISO 9001-2008 by Bureau Veritas in 2010.

During the years of 2006 to 2011 Al Madani Group of Companies LLC. enjoyed several Recognitions and Awards, which are detailed in our website page named "Awards".

Al Madani Group Companies has recently opened its first venture into the food and beverage business – Charley's Grilled Subs at the Mall of the Emirates. and has acquired the master franchisee for Charley's Grilled Subs (a fast food chain in the USA).



OUR MISSION

- We will improve continuously
- We will deliver the finest quality products
- Our employees will be dedicated and committed
- We will be professional and innovative
- We will achieve delighted customers
- We will meet our shareholders objectives

OUR VISION

“Grow to be the leading lifestyle choice for the whole family”

OUR GOALS

- Improve staff productivity.
- Meet all financial commitments
- Excel in customer service.
- Excel in retail operation.
- Develop efficient business and decision making process.
- Diversity into new ventures.

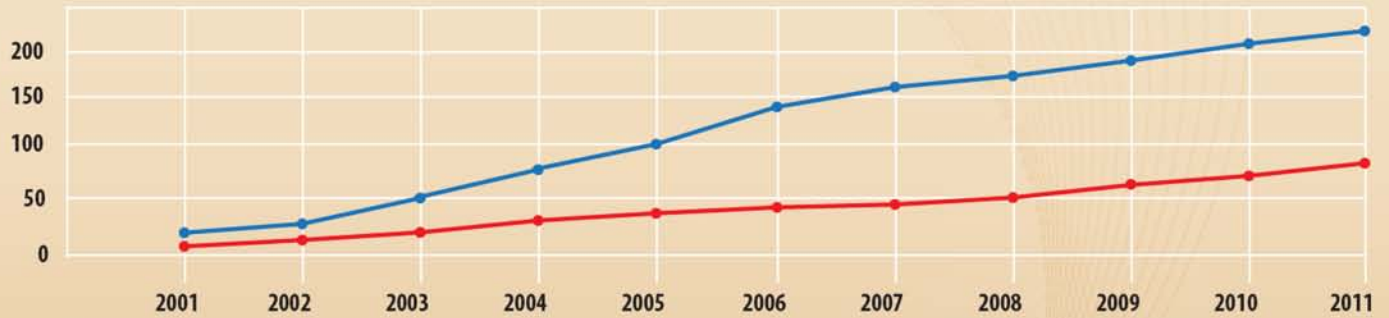
CORE VALUES





AMG RETAIL GROWTH

(Own and operate outlets)



Stores

10 16 22 27 34 41 49 59 65 67 71

Turn Over

16 40 60 76 112 140 168 196 210 213 216

RECENT STORE OPENINGS

▪ Apparel Stores

LEVIS® - LAMCY PLAZA - DUBAI
 DOCKERS® MALL OF THE EMIRATES
 LEVIS®- MIRDIF CITY CENTRE - DUBAI

▪ Food Division

CHARLEYS - DUBAI INTERNATIONAL AIRPORT, TERMINAL 1
 CHARLEYS - MIRDIF CITY CENTRE - DUBAI
 WHITTARD - IBN BATTUTA
 WHITTARD - JEBEL ALI - DUBAI

Supply Value Chain

AMG's garment division which handles well known international brands like Levi's®, Dockers®, Hang Ten, Naf Naf, Chevignon & Gas is a company which believes in the fact that "YOUR SUPPLY CHAIN SYSTEM IS CRITICAL TO YOUR SUCCESS". Understanding this fact well, the group has invested in a modern Distribution Center located in Al Quoz, Dubai to ensure the smooth flow of goods to its fast increasing company owned stores as well as to its various sub-licensees and sub-franchisees in various parts of the world. This modern Distribution Center is designed to facilitate smooth and fast distribution of goods to the entire Middle East region including Iran and also to countries in West Africa and CIS countries.

With well trained staff dedicated to each brands and using modern technology, this Distribution center ensures that the most important function in any business of having "the right products at the right place at the right time" is fulfilled.

Warehousing

The readymade garment division has a 600 sq. meter warehouse equipped with the most modern facilities and forklift trucks. A Warehouse Manager has been appointed and computer based warehouse management system has been implemented to control the flow of goods in and out of the warehouses to the shops. The warehouse operations are supported by a fleet of vehicles to deliver the goods to the shops within maximum 24 hours of placing of the order.



Awards

- After a year of its opening Charley's Grilled Subs Restaurants was awarded as a value member of Dubai Excellence Service Scheme in 2006.
- Al Madani Group of Companies LLC. received its 1st apparel recognition from Dubai Excellence Services Scheme in 2008 for Chevignon Best Customer Service.
- In 2009 Charley's Grilled Subs Restaurants received 2 awards named below from the President & CEO of Gosh Enterprises USA, Mr. Charley Shin.
- Great Griller Award for Excellent in Operation standard
- Top international sales increase of 6.3% in the year 2009
- In the same year, 2009 Whittard of Chelsea Tea & Coffee House achieved the Franchise of the Year which was awarded by Whittard of Chelsea U.K.
- Al Madani Group of Companies LLC, was certified by BUREAU VERITAS in 2010 for Quality Management System Certification - ISO 9001-2008.
- Dubai Excellence Service Scheme in 2010 awarded the Best Customer Service to Dockers® at The Dubai Mall.
- 2011 was more beneficial-awarding year for Al Madani Group of Companies LLC with a number of Recognitions & Awards received named below
- Hang Ten at Ajman City Centre got its Recognition Excellence in Sales Growth awarded by Ajman City Centre Mall Management.
- Levi's® Strauss & Co. Europe/Turkey awarded all the Dockers® stores Recognition of Excellence in Sales Growth.





TECHNOLOGY

We at AMG believe that technology is one of the main factors of success in today's business. It is the key to gain the competitive edge in today's world. Considering these facts, we have decided to get the maximum benefit out of the rapid technological advancements and resources that influence the field of Information Technology. To accomplish these, we have implemented a very structured, modular, reliable and scalable business solution to make information available at any time and place effortlessly in order to enable the steering committee to take the right and wise decisions at an optimum time.



APPAREL DIVISION



Levi's®

Levi's®

Invented in 1873, Levi's® jeans are the original, authentic jeans. They are the most successful, widely recognized and often imitated clothing products in the history of apparel. Levi's® jeans have captured the attention, imagination and loyalty of generations of diverse individuals.

With an attitude of youthful self-expression, the Levi's® brand continues to offer a range of products from quintessential classics, such as the famous Levi's® 501® jeans to innovative fashion looks, including the popular Levi's® Engineered Jeans™, a re-invention of the classic five-pocket jean

Brand Image

- One of the largest apparel company in the world with a turnover of over US\$4 billion.
- Association of product quality with brand name
- Brand recognition world wide
- Levi's defines the product category of jeans across the world.

Target Consumers:

- Are male and female, aged 15-25
- Expect a more Dynamic, Fun Interactive Shopping Experience are heavily influenced by Music, Dance, Sport, Fashion, and Comfort
- Shop as a way to socialize by checking out stores with friends
- Like multi-functional clothes - Pieces they can use in many ways
- Want clothes to express their body and soul

Launched in 1986 in the United States, Dockers® brand products and marketing played a major role in the creation of a new apparel category for men's khaki pants and the shift to casual clothing in the workplace. Dockers® Khakis quickly became the No. 1 khaki pant brand in the U.S. and still holds that leadership status today. Today, the Dockers® brand has expanded to more than 40 countries with a wide range of products available in every region of the world. The brand continues to offer a variety of classic khakis and innovative, khaki-inspired products— including tops, jackets and accessories — for a broad range of consumers.

Brand Image

Brand recognition world wide

The Philosophy Behind the creation of Dockers® Khakis? Dockers® Khakis is more than just a pair of casual pants- it's a mission. It's a fight against the formal conventions, rules & restrictions.

Target Consumers:

Progressive Regular

Guy is a 28 year old sociology student. Works to earn a living in a restaurant, and he enjoys because he meets people there. He spends his free time hanging out with his friends, clubbing from time to time and watching cult movies.





HANG TEN

IT'S A GOOD DAY

HANG TEN®

A perfect example of an American Dream, which has taken remarkable strides in the Modern Fashion World, is too cool for words. HANG TEN is recognized internationally as a brand of freedom, individuality, energy and attitude. HANG TEN has a wide range of casual wear and accessories for all ages in men's, ladies and children's collection. HANG TEN is a life style of fashion for the entire family.

Recognized worldwide for its distinctive "two feet" logo, HANG TEN apparel and accessories are geared towards California-lifestyle lovers of all ages, and is available through HANG TEN'S extensive global network of licensees and retail outlets. From a relatively unknown brand, Hang Ten is today a leading player in the Readymade Garment business in the Middle East due to clear vision and leadership of the Al Madani Group. Regional office of Hang Ten Middle East is in Taipei Taiwan and Hang Ten Company's parent location or head office is in USA.

The contract between Western Elegance (A subsidiary of Al Madani Group) and HANG TEN was signed on December 1996 and May 1997 the first outlet was opened in Deira City Center. From 1st August 1999 Al Madani Group has become Master Licensee of HANG TEN for 11 countries in the Middle East (Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria, U.A.E); C.I.S (Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan); and West Africa (Egypt, Ghana, Liberia, Libya, Mali, Niger, Nigeria, Senegal) - a total of 26 worldwide.

Brand Image

- Brand of freedom, individuality, energy and attitude
- Brand reorganization world wide
- Fashionable merchandise at very competitive price

Target Consumers

- For the entire Family
- For casual and sporty youth
- Enthusiastic, funny and energetic
- Age group 16-35 (Main Target), 6-40 (Sub target)



CHEVIGNON

We are at the end of the seventies in 1979; a young boy who just turned 20 discovers a little piece of California near Avignon, recreated by a group of friends, with American stocks and a few unlabelled designers' item stores. He cuts out his first jacket from an old piece of leather and a few months' later sets up the company Charles Chevignon.

The visual identity is inspired by values of modernity, youth and technology giving the brand new wind of freedom. The image translates all the Chevignon elegant design and its spirit.

Brand Image:

- The concept allows Chevignon to affirm its image, more urban and modern.
- Each store is made up of a central curved piece of furniture in wenge wood.

Target Consumers:

- The brand targets 25-35 year old men.
- A men's wear brand for the general public.
- Chevignon develops in the field of city wear and sportswear.



With its catchy slogan "keep it simple" GAS is a brand for real, genuine people with a positive attitude towards life. Founded in 1986 by Mr. Claudio Grotto, the brand with its origin in Italy, produces clothes that meet the needs of young consumers - people looking for clothes that say something about who they are. GAS today has about 3,000 stores in 35 different countries. AMG will have exclusive GAS stores all over UAE and will also have corner shops in reputed multi-brand stores. Head Office of the GAS brand is in Italy.

Brand Image

GAS style means smart dressing, not just going along with fashion for fashion's sake: dressing the GAS way means attentiveness practicality, taste and detail. Grotto S.P.A. uses long-lasting fabrics and wash techniques designed to meet the needs of a modern lifestyle, thus revealing considerable capacity to produce well-targeted products intended for consumers who focus on facts, want to spend a reasonable amount and wear clothes they can feel comfortable in.

GAS is a brand for real, genuine people with a positive attitude towards life. GAS means substance, concreteness, true values and simplicity: People with spontaneity and immediacy are the very focus of our world. The GAS philosophy has nothing to do with hedonism, individualism, or non-conformity. GAS is not anti-fashion, but aims to offset the excessive frivolity of a certain kind of fashion.

Target Consumers:

- Are male and female, aged 15-25
- Want clothes to express their body and soul
- Consumers who focus on facts,
- Want to spend a reasonable amount
- Wear clothes they can feel comfortable in
- Are heavily influenced by sports, music, dance and fashion
- Like multi functional clothes - pieces they can use in many ways

NAF NAF



NAF NAF was Launched in 1973 by two brothers, Patrick and Gerard PARIENTE. NAFNAF starts with a simple ready to wear boutique in the «sentier», the earth of parisan textile confection.

This is the story of a great achievement, by 2 creators having first, the idea of a fashion brand with affordable prices. Daring launching new products with a strong historical success.

They created a Brand and a real NAF NAF style. In the 80's, NAF NAF symbolized impertinence, freshness, with a global colorful perspective. With any pretentiousness these are the true values of the brand.

Quickly, the brand developed itself through its own shops network, adding real retail «know how » to the initial vocation. The group NAF NAF is also spreading its presence, bringing the brand legitimacy on other fashion segments as: perfume, shoes, bags, sunglasses... and children ready to wear line.

In 2007, the VIVARTE group takes over NAF NAF. It's a new start for the brand. A clear wish to reposition the brand thanks to the strength of its history and its legitimacy on the markets.



TAILORING DIVISION



Al Thawb Al Watani Tailoring started half a century ago, by its founder & president, Sheikh Abdul Rahman Shafei Al Madani, is a group with a vision. According to Mr. Mohammad Al Madani, CEO of Al Madani Group of Companies LLC, their focus has always been on quality and service. They started with one shop in Al Ras, Deira, which was the center of everyday shopping on the Dubai Creek and was very popular with the local people of Dubai and also with the members of the royal family. This shop was frequently visited even by late HH Sheikh Rashid Bin Saeed Al Maktoum who used to get his kandooras stitched in this shop. Later with the growth in population and increasing demand of the local Arab dress, Al Thawb Alwatani Tailoring started to open many more outlets in various locations of U.A.E and today they have a chain of tailoring outlets catering to all segments of the population.

The USP of Al Thawb Al Watani Tailoring is that they are very particular about the quality of their products. They have highly trained tailors who give a good stitch & style to the garment using the best fabrics available.

Speaking on this occasion, Mr. Mohammad A Al Madani, informed that their aim always has been to give to the U.A.E population a garment with the right mixture of tradition and modernity. A garment which will make the person who wears it feel good about himself. That is the reason why they have heavily invested in modern stitching machines and other modern techniques.

This latest outlet in Mercato Mall has a section for Arabic perfumes and incense agar wood. This was done in alliance with the famous Al Rasasi Co. There is also a section for traditional Arabic shoes/sandals.

Explore the secrets of a traditional Arabic dress at Al Thawb Alwatani Tailoring outlets.



FOOD & BEVERAGE DIVISION

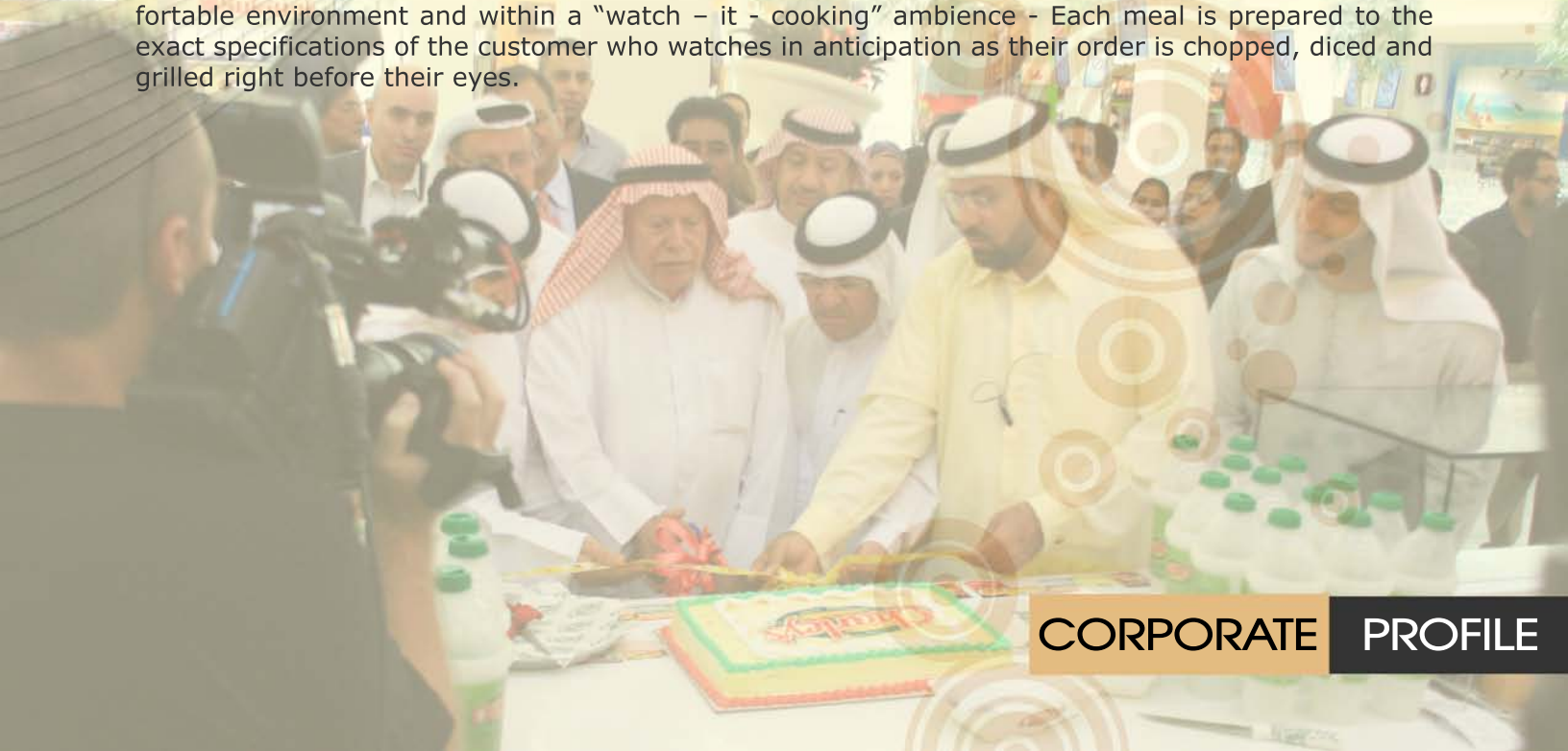


CHARLEY'S

Charley's Grilled Subs is one of the fastest growing quick service restaurant concepts in the world spread across the US, Canada, Germany, Japan, Korea and now the UAE. Al Madani Group holds the development rights for Oman, Bahrain and Qatar in addition to the UAE.

The menu consists of sandwiches and salads chosen for their diversity, unique taste and undying popularity. At Charley's Grilled Subs, we strive to serve freshly prepared food in an entertaining atmosphere. From sirloin beef Philly steaks to grilled chicken breast, brown edged turkey breast and Philly veggie, our subs and salads are made of 100% halal meats, garden fresh vegetables, exotic cheeses, delicious sauces and tangy condiments. The gourmet fries topped with molten cheddar cheese sauce, beef bits and ranch dressing and freshly squeezed lemonade bring a distinct feel to the Charley's Grilled Subs offering.

Charley's Grilled Subs offers today's health conscious patrons taste alternatives not offered by any of our competitors. The fast casual concept that Charley's Grilled Subs offers its diners is a high quality quick service experience with premium foods, energetic and attentive employees, enjoyed in a comfortable environment and within a "watch - it - cooking" ambience - Each meal is prepared to the exact specifications of the customer who watches in anticipation as their order is chopped, diced and grilled right before their eyes.





In June 2012, Al Madani Group - the exclusive Master Franchisee for Charley's Grilled Subs USA - inked an agreement with ENOC, to open multiple Charley's outlets in their existing and upcoming food courts at their gas stations in the UAE.

The association between Al Madani Group and ENOC will help to strengthen the Charley's brand in the region, as ENOC, is one of the leading Gas station retailers and, and with their long term vision and with Al Madani Group brand strength, the choices available to AMG & ENOC valued clients will expand, And as always, we will continue to deliver value-added lifestyle concepts at our outlets.





Whittard of Chelsea Tea & Coffee



Established in London in 1886, this aristocratic coffee and tea retailer has transformed into a café and tea lounge offering gourmet coffee, the finest of teas, interesting and unusual gift ideas, the "Whittard" range of ceramics and coffee and tea making equipments in a plush and striking environment.

You will find us at over 150 locations in the UK, the US, Thailand, Japan and Russia including the Wimbledon, the Heathrow terminals, Buckingham Palace Street, Knightsbridge, Convent Garden, Kensington and the famed Regent Street.

Dubai based Al Madani Group (AMG) of Companies, who are

Following its successful foray into the restaurant business with Charley's Grilled Subs in late 2005, AMG is confident that the Whittard of Chelsea Tea & Coffee House with its iconic British ambience, personalized service and contemporary menu would be warmly welcomed by the Dubai population.

In June, 2007, we open doors at the Dubai Festival City next to Marks & Spencers on the Ground Floor. In 2010, doors opened at arabian center. Currently we have total of 4 outlet operating in Dubai with a few more in the pipeline.

It is our earnest intent to make tea fashionable again. In all possibility, Tea will never be the same again!!



THE bagel BAR
Coffee House
RELAX • ENJOY • REVIVE

RELAX • ENJOY • REVIVE
THE bagel BAR Coffee House



Caramel Macchiato

THE bagel BAR
Coffee House
RELAX • ENJOY • REVIVE

THE bagel BAR
Coffee House
Iced Coffee Frappuccino

WHITE CHOCOLATE • CHOCOLATE • VANILLA
ADD A FLAVOUR WITH US
CHOCOLATE CHOCOLATE VANILLA

THE BAGEL BAR

The Bagel Bar was founded by Raymond Cowzer in response to a growing demand by working professionals for a healthier option to the standard sandwich, while incorporating a more international taste to the range of fillings and sauces used in creating our unique signature bagel sandwiches.

Since opening their doors on Poolbeg Street, Dublin, Ireland in 2001, demand for The Bagel Bar product has been so great that they have expanded the business and currently operate 15 franchised stores. We believe this reflects the high quality and standards of the products and continued commitment to customer service.

The Bagel Bar Franchise is a wholly owned Irish company which operates company owned and franchised stores. The basic concept of The Bagel Bar is to offer a more sophisticated coffee/sandwich alternative, where people can enjoy excellent quality food in a relaxed friendly atmosphere. We pride ourselves on our customer service and have built a reputation as an eatery that offers a varied menu with excellent standards.

The work in developing the business has been recognized by The Irish Franchise Association, winning "Franchise Person of the Year" (Ray Cowzer) in 2004 followed by "Best Emerging Franchise" in 2005.

Al Madani Group signed the master franchise agreement for UAE with The Bagel Bar in August 2012.

CORPORATE

PROFILE



Truly Fresh

Truly Fresh Juice bar is a home concept developed by Al Madani Group in 2012 to target health conscious consumers.

OUR MISSION

To be the friendliest, freshest, fastest juice and smoothie station in the market. At Truly Fresh, we strive to consistently give our patrons the same fresh product, customer service and value for money we expect for ourselves. At Truly Fresh, we supply freshness in every cup and until the last drop.

Truly Fresh Facts:

Every day, we freshly squeeze fruits and vegetables for our beverages in each store. Our sorbets are 100% non fat and our frozen yoghurts are 99% fat free.

Truly Fresh Product Benefits:

100% natural ingredients: no artificial flavors, colors or preservatives. Largest range of fresh fruits and vegetables; over 15 different varieties. More and better fruit in each drink. All drinks contain less than 2% fat. Healthier than the competition. Contains 100% fruit and Truly Fresh!!



ENGINEERING & CONSULTANCY



Engineering & Consultancy

Apex International Engineering Consultants

This company provides multi-disciplinary engineering consultancy services such as civil, architectural, mechanical, and petroleum engineering. The architectural services include multistory office and apartment buildings, mansions, prestigious villas and industrial projects (e.g. Gulf's largest Soya extraction plant and Pasta Factory). It has also been serving by appointment as consultants to Al Ghurair Investment Co., Sheikh Nahyan Bin Zayed, Al Habtoor Group LLC etc for several architectural and engineering jobs. Apex International has additionally been consultant to both government and private industry in petroleum production/drilling matters.

Construction

Al Madani Construction Company

Since its establishment in 1975, the company has executed a number of projects, some of which were for Al Madani Real Estate.

Real Estate

Al Madani Real Estate

Al Madani Group owns a number of buildings, which have been given on a lease basis. The real estate portfolio consists of a hotel building, residential and commercial building and land available for future development. The real estate company also acts as agent for real estate properties on a commission basis.

General Trading / Perfumes

The General Trading Division is engaged in the retail and wholesale business of all major perfume brands and other items.



Al Madani Group of Companies L.L.C

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