



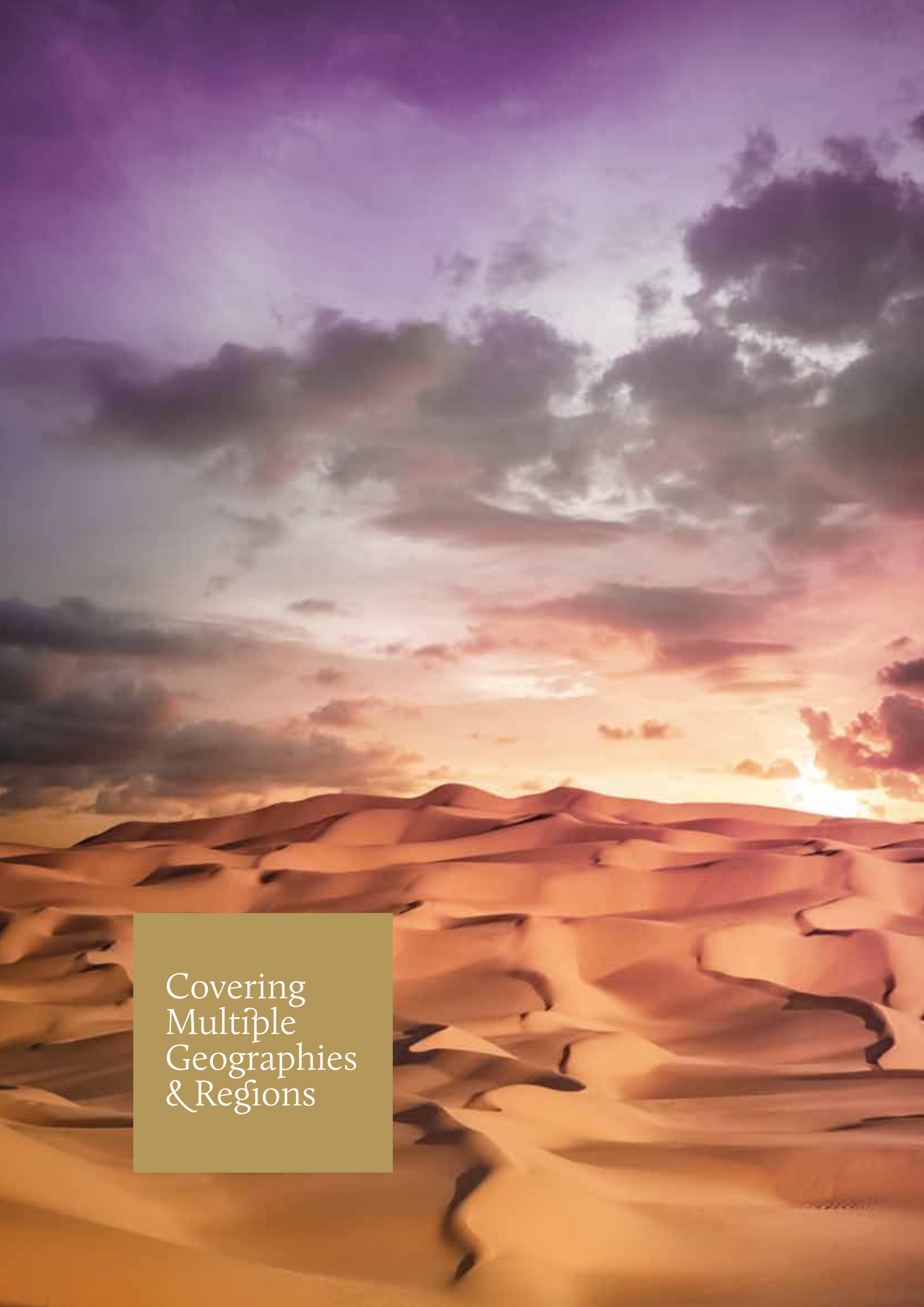
HB GROUP

Corporate Profile





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Covering  
Multiple  
Geographies  
& Regions

## BRIEF HISTORY

*HB Group was founded in 1952 by the late Ibrahim Husni Bey, primarily operating as a logistics company. Over the years, the Group has grown rapidly, gradually expanding and diversifying its activities, and subsequently transforming its core business.*

Today, HB Group, through family members holdings, has evolved to become the premier importer and distributor in Libya for market leading brands in the FMCG (Fast-Moving Consumer Goods), Pharmaceuticals, Logistics, Manufacturing and Commodities sectors.

HB Group has remained very active during various transitional phases of change and uncertainty for the country, often leading the way in attracting foreign investments and trade. The Group was re-established and grew exponentially in Libya during and after the 1990s, (Companies in the group were arbitrarily subjected, under the previous Gaddafi regime, to nationalization and/or assets freezes in 1972-78-96-2007) yet it asserted itself as a major role player throughout.

Now, HB Group is recognized internationally as the premier private holding company in Libya. It has become widely acknowledged as a market leader in its numerous activities, across multiple geographies, and continues to undertake further substantial quantitative and qualitative business development initiatives. These initiatives both broaden and deepen our activities, and have enabled the Group to expand into new sectors such as Commercial Real Estate, (Hotels, Retail Complexes, Shopping Malls and leisure facilities), financial services, oil services, and manufacturing.

### RECENT HISTORY OF THE LIBYAN MARKET

During the 1980's and 1990's, the period of the centrally planned and internationally embargoed Libyan economy, HB Group often acted as a medium through which private Libyan importers and companies within the Group's demands could be matched with foreign exporters needs and to bridge the barter trade conditions imposed by the Libyan government.

In order to meet and fully satisfy the Libyan foreign exchange control regulations, HB Group subsidiaries acted as 'confirming companies' to facilitate the operational and financial needs of the providers of foreign goods and services in Libya.

### *HB Group in Times of Uncertainty*

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*HB Group companies have often remained fully operational during periods of uncertainty and unrest. In 2011 for example, levels of commercial activity saw a decline as UN sanctions took effect and the operational reality on the ground became more testing. However, important contributions were made by many Group companies to ensure the supply of essential goods into Libya, and limit the suffering of the general population.*





## OUR MISSION

*To be Libya's leading private enterprise, driving transformation and development.*

HB Group's mission is concentrated on the expansion of our country's opportunities and our active participation in doing so.

Here are some of our Group's many objectives:

- To help promote Libya, a land rich of opportunities, to the World,
- To help facilitate International business prospects in the region,
- To seek new potential ventures and challenging business opportunities for our Group,
- To help create more employment opportunities for our people, throughout the territory,
- To make new international businesses and brands available to the local public,
- To continue our efforts being a role model of efficiency and organization for the country and the region,
- To help bring continued stability to the region, however small our contribution can be.

## OUR VISION

*Improving quality of life, in everything we do.*

Our vision has always been to create a solid business foundation for Libya, using all the talent that our country has to offer, and showcase our country's vast potential to the World with nothing but excellence. We have successfully stuck by our original vision of over 60 years.

To be where we are today, we have had to adapt and transform ourselves many times over, in order to reach our goals. HB Group has a no-compromise policy, and we pride ourselves in the fact that we have never gone into business ventures or activities that felt wrong to us or dealt with the wrong type of people. In the end, we believe our country's well-being and future is worth every sacrifice.

Self-reliance has never been a viable solution to any problem. HB Group has always been the champion of openness, both in business and political orientation, and that from the very beginning. Today, we are very proud of what we have accomplished and look forward to the future for the prospects of new successes.

A nighttime photograph of a modern architectural complex. In the background, a large, multi-story building with arched windows and a prominent tower topped with a bird sculpture is illuminated. In the foreground, several palm trees stand on a green lawn, and a black street lamp with two white globe lights is visible. The sky is dark, and the overall scene is lit with warm, golden light from the building and streetlights.

A Bright  
Outlook  
& Great  
Potential for  
Growth

## HB GROUP STRUCTURE

*HB Group is formed by a number of independent entities operating across multiple commercial sectors. The number of individual entities currently in operation, and in which Husni Bey family members have a significant stake, exceeds 30. Operations are predominantly based in Libya and typically in co-operation with international partners. An increasing proportion of our activity is now international, and is developing in European, Middle Eastern and the North African regions.*

The organisational structure of HB Group is not typical of most conglomerate entities. The businesses in which members of the Husni Bey family are shareholders remain fully independent, all with their independent boards of directors and management, and fit for purpose shareholding structure.

The central or core Group function is primarily that of strategic alignment and facilitation of activities in pursuit of individual company objectives. This involves the co-ordination of family member interests, and unlocking business potential through the application of international best practice and the implementation of common policies and procedures, where appropriate.

The primary reasons for this 'collaborative' type structure are:

- No historical recognition of, or benefit derived from, the consolidated holding company concept within Libyan commercial law. This is now in the process of being reformed.
- Risk management. Under the previous political regime, should one entity encounter any regulatory or governmental problems, all other entities would remain unaffected.
- Focus. Each company operates independently, develops and implements its own strategies, sets and manages its own budgets and is fully accountable for its performance. This focuses the directors and management to ensure that the company they represent remains viable, profitable, and specialized.
- Facilitation. Where opportunities are available, either within existing companies or through the creation of new ventures, the Group management function facilitates the development of these opportunities where required. This takes the form of arranging visits, developing appropriate partnership and legal structures, defining the terms of the relationship, building business plans, securing and structuring investment capital (if required), supporting the ongoing relationship with partners or authorities, and providing advice and assistance where appropriate.



# HB GROUP SECTORS

## CORPORATE

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Group Support

## FINANCIAL SERVICES

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Investment Services

Banking

Insurance

## BUSINESS SERVICES (B TO B)

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Management & Training

Promotion & Advertising

Infection Control & Cleaning

Shipping & Logistics

Marine Services

Perishable Comodities

ITC Services

## REAL ESTATE

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Management

Construction

Property Development

## CONSUMER (B TO C)

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FMCG

Retail

Tourism

Pharmaceuticals

## INDUSTRIAL

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Construction

Food

Engineering

All Group companies benefit from common synergies, yet maintain independent & autonomous management.



## SECTOR

# FINANCIAL SERVICES



*Historically, the financial services sector in Libya has been dramatically under-developed, primarily as a result of international sanctions and government policy.*

The Financial Services sector, often considered the backbone of any economy, has started to emerge in Libya but is in dire need of revamping.

HB Group has invested in three main areas of the financial sector:

- Banking
- Insurance
- Financial Services

The Group is one of the first private Libyan based entrants into the Libyan financial services sector. A subsidiary has been specifically created to provide financial advisory, asset management, brokerage and corporate finance services to the market. In addition, it will identify, initiate and facilitate attractive investment opportunities.

HB Group is also a major shareholder in a private Libyan Bank, a private Libyan insurance company and a financial advisory firm. The Group holds minority interests in a number of larger publicly traded banks.

## SECTOR BUSINESS TO BUSINESS (B TO B)



*HB Group offers multiple services to businesses, covering functions such as management training, marketing, Communications and Information technology services, shipping and logistics.*

### MANAGEMENT & TRAINING

*HB Group, in support of its work with international businesses, established a Group entity specialized in the training and development of its employees.*

Due to the great success of the business, HB Group expanded its student base to cater for the training needs of employees from other companies as well. This entity has quickly become a catalyst for employee development solutions throughout the country, helping build a solid and progressive business foundation for the country's future. Specialty courses are designed to match immediate market demand in categories such as Hygiene, Health & Safety, Fire, Industrial and Environment sectors.

HB Group, and the wider business community, benefits greatly from the many rewards this experience brings in improved vocational expertise that are specific to the Libyan market.



### MARKETING, ADVERTISING & MEDIA SERVICES

*In 2004, HB Group established one of the first Marketing and Advertising agencies Libya, at a time when few publishers or providers existed in the country.*

The company started by establishing a wide network of billboards. It also created its own events and hired around 100 venue hosts and hostesses. Gradually, it gained significant experience in the sector and now has offices in Tripoli and Benghazi.

Today, the Group's Marketing and Advertising agency covers a wide geographical area of Libya, from Sirte to Darnah and Toubrok and employs over 50 people.

The company provides high-end marketing and advertising solutions to an international clientele including P&G, Coca Cola, Nestle, Johnson & Johnson, Ferrero Rocher and Redbull.



## INFECTION CONTROL & CLEANING SERVICES

*To complement and support both in-house and third party business activities, HB Group has created a leading infection control and sanitary business.*

This subsidiary is the exclusive agent of Ecolab, the global leader in professional Cleaning, Food Safety and Health Protection Products and Services, providing complete solutions to many business sectors including food and beverage processing, food retailing, health care, hotels and restaurants, government institutions and educational facilities.

With a strong focus on sustainability, Ecolab products are designed to help increase safety, lower the use of water and energy, and reduce the chemicals and waste released to the environment.

HB Group operates and deploys several highly qualified and specialized teams dedicated to specific business sectors including institutions, food and beverage, and healthcare.

Through its teams and business partners, HB Group focuses on the application of proper hygiene and prevention procedures and methodologies. Much of this is achieved through training and education.

HB Group brings many businesses up to international standards on hygiene and safety, including food-related businesses and medical establishments such as hospitals and clinics, and is committed to providing its customers with the most effective and efficient cleaning, food safety and infection control procedures available.

SECTOR:  
BUSINESS TO BUSINESS (B TO B)



## SHIPPING & LOGISTICS

*Over the years, the Group has invested heavily in the shipping business in order to sustain its activities across the many sectors in which it operates, becoming the de-facto premier logistics operator in Libya*

HB Group is involved in many shipping and logistics businesses, partially or fully owned including interests in the shipping agent for MSC, the second largest global carrier.

One of the companies associated with HB Group operates the only bonded and private customs warehouses in the country, covering over 40,000 m<sup>2</sup>, and including space for up to 268 reefer containers, powered by independent power generators. An additional 2,000 TEU can be stored, under customs custody, for clearance procedures and delivery.

HB Group has commenced procedures to implement 'ISO 9000' in this particular sector, as part of a comprehensive total 'Quality Management System.' This process will increase the productivity of the organization and the quality of services offered.



## PERISHABLE COMMODITIES

*HB Group is one of the largest and most active perishable commodities traders in Libya.*

In particular, the Group's businesses import sugar, tea, rice, bananas and apples into Libya, either for local consumption or re-export. The companies also own and manage the cool chain from 'ship to shop' guaranteeing exceptional freshness and cost effective operations.

Perishable commodities, from a Group perspective, have a totally independent operational and governance structure in order to service the specialized needs of this sector. Facilities are located in all major geographical regions throughout Libya, and combined, form a fully integrated network.





## ITC SERVICES

*Through a highly specialized subsidiary, HB Group provides a wide range of information technology and communications solutions to a diverse client base.*

Through the support of its products, this subsidiary is specialised in two key IT sectors:

- Radio and communication equipment
- Banking solutions

Among other noteworthy activities, HB Group is currently completing the implementation of a full service Islamic banking solution for the largest bank in Libya. It has also designed, supplied and installed extensive radio communication networks to the Libyan Port Authorities, and international oil companies such as Wintershall, BP and PetroCanada.

In an important development for the Group, its subsidiary was awarded the rights to act as the distributor for Oracle in Libya, being official license partners. This relationship has supported the roll out of Oracle solutions within a number of the HB Group companies, a roll out and upgrading program that continues today as part of the continuous investment policy adopted.

An official license has also been granted to its subsidiary to operate as an ISP and other values-added telecom services.

Finally, The team is currently developing a proprietary technology solution with Extronics that will enable the group to become a large-scale international solutions provider in the global oil industry.

The Group will be investing heavily in this sector.

## SECTOR REAL ESTATE



*HB Group recognizes that a critical component of its current and future successes is the availability of high quality, fit-for-purpose property and real estate for residential, commercial, industrial and leisure activities*

### CONSTRUCTION

*HB Group has interests in construction and contracting companies to service the large and growing real estate sector in Libya.*

The Group has used the synergies available between its subsidiaries to identify, market, purchase, build and lease properties to various international and local companies, both within the Group and third parties.

It also holds majority shares in a Maltese-based company created for the management, supervision and delivery of construction contracts in relation to the large development projects.



### REAL ESTATE MANAGEMENT

*HB Group has been a leading player in the facilities management industry for over 10 years.*

It has helped shaping the way this market has evolved by creating multiple facility management companies in Libya, Malta, Lebanon and other geographies.

These companies offer a full range of facility management services, from basics such as cleaning, to high-end specialist financial and operational luxury property management, helping their clients by reducing cost, increasing value and monitoring both performance and property portfolio.



## PROPERTY DEVELOPMENT

*For the last 10 years, and in contrast to global trends, Libya has witnessed a boom in real estate development and prices.*

HB Group has anticipated the growing demand for useable properties, especially for commercial purposes, and invested heavily in developing a large property portfolio of high-quality, modern, fit-for-purpose commercial premises, with exclusive services and a distinct, modern and sophisticated feel.

Local and international clients include Occidental Petroleum and Wahda Bank, as well as internal clients such as Mango, Marks & Spencer, and Next. Property types provided include commercial buildings, warehouses, farms, lands and estates.

The present valuation and capitalization sets the assets and companies representing HB Group at over 150 Million USD.

The Group works exclusively with well-established international companies in order to ensure a consistent and sustainable supply of properties and business performance over the long term. It aims to continue to grow its portfolio within Libya, Malta, Lichtenstein and other geographies.

## SECTOR CONSUMER (B TO C)



### FMCG (FAST MOVING CONSUMER GOODS)

*HB Group has re-shaped the local FMCG environment in which it competes today, by constantly challenging the accepted market standards and gradually introducing progressive improvements.*

The Group is widely recognised as the premier FMCG market distributor in the Libyan private sector.

The Group has created an unrivalled logistics and sales network within Libya, basing its approach on innovative marketing and creative access to the market. Many of the brands that it distributes were amongst the first to appear on Libyan television, the first to be mentioned in Libyan newspapers, and the first to be supported by high-profile campaigns and promotions.

HB Group operates a fleet of over 480 distribution vehicles servicing the whole of Libya, providing high quality, specialised, on-time delivery of ambient, chilled or frozen products.

HB Group is very selective in its choices of new business partners and suppliers, looking for long term investments and partnerships that develop and flourish in an environment of trust and transparency.

The Group's current operations are centred around six clearly defined divisions, ensuring dedicated, highly specialised staff, sales and delivery performance:

- Personal Care
- Household Cleaning
- Dairy
- Beverages
- Food
- Confectionary



## RETAIL

*The retail sector in Libya is still in a very early stage of development. HB Group has a clear competitive advantage to drive further development and effectively shape the future retail landscape in the country. The Group aims to become, by a significant margin, the leading operator across many retail sectors in Libya and the wider North-African region.*

### RETAIL: FASHION

*Through one of its subsidiaries, HB Group is one of the leading fashion retail organizations in Libya. This is achieved through long term partnering with top international brands and operators, opening a mixture of single and multi-brand stores, both stand-alone and mall-based.*

The Group currently manages over 15 retail brands through stores in Tripoli and Benghazi, with an aggressive expansion plan being executed to broaden and deepen the market penetration of existing and new Group partners.

HB Group's current portfolio includes international leading brands such as Marks & Spencer, Mango, Benetton, Terranova, Next, Oviessa, Aldo, Debenhams and Pronovias. New properties, throughout Libya and in Tunisia and Morocco, are currently under development to further support the current brand portfolio and develop new partnerships.



### RETAIL: GROCERY

*The HB Group had entered the grocery retail sector in Libya, a move that will fundamentally restructure the grocery retailing landscape.*

In partnership and under the Monoprix brand name, HB Group will be opening a large network of high quality supermarkets across Libya. HB Group will be utilising the in-depth knowledge and experience of the Casino Group, one of the largest retail groups in France, adopting the most up to date store designs, operating procedures and retailing concepts.



SECTOR:  
CONSUMER (B TO C)



**RETAIL: PERFUMES & COSMETICS**

*Since the revolution, Libyan women are expressing themselves more freely. HB Group has anticipated an increasing demand in the perfume and makeup consumption for the coming years.*

HB Group are the exclusive distributors of many high-end cosmetics and fragrances brands such as Yves Saint Laurent Beauté, L'Oreal Luxe, Stella McCartney Perfumes, Boucheron Perfumes, Manuel Canovas HTI Collection, June Jacobs, Feraud by Mark Buxton, The DifferenceCompany, ComptoirSudPacifique and many more. The market includes different tier products: high, mid and low range.

The Group is creating a benchmark for others to follow with its line of luxuriousperfumeries, and its investments in high-end malls. It is currently opening a new perfumery in the Seyaheya area, close to other high-end HB Group outlets, as well as in the new Renaissance Mall, Benghazi.

The import of Cosmetics and Fragrance products is increasing daily.

HB Group's aim is to become the leading cosmetics, perfumes and luxury goods company in Libya, supplying sought-after brands to a vibrant and rapidly growing market.

In addition to training staff on proper sales techniques and ensuring that they have a satisfactory level of product awareness, HB Group updates its consultants on new developments, new launches and promotions on a weekly basis.



**RETAIL: ART OF THE TABLE**

*The Group has also expanded the product portfolio to include 'Art of the Table'by importing exquisite collections of tabletop luxury goods including dinnerware, cutlery, stemware, coffee sets and unique giftware to the Libyan market.*

The Group strives to bring in the best in quality and service, delivering a first class customer experience. Brands represented in this sector include Christofle, Villeroy & Boch, Baccarat, Leonardo, Asa, Luminarc, Guy Degrenne and many others.



#### RETAIL: ELECTRONICS

*HB Group established an Electronics supply division in 2008. This company filled a demand and supply gap in the Libyan market for high-end electronics.*

HB Group owns one of the leading electronics & home appliances importers in Libya, supplying premium quality products to both consumers and commercial enterprises. Electronic goods supplied include high-end LCD TV screens, video surveillance equipment and computer accessories. Products are showcased in multiple showrooms around Libya and also sold through resellers in Tripoli and Benghazi. HB Group also caters to many large international oil companies.

A state of the art service center is operated for customer support and offers one of the best after-sales services for electronic goods in the region.



#### RETAIL: OFFICE FURNITURE

*Since 2009, HB Group is the market leading importer and distributor of premium-quality office furniture, hospital furniture and partitions.*

In anticipation of growing demand for commercial property, HB Group has ventured into refurbishing degraded commercial offices into modern work interiors that can accommodate larger numbers of employees in comfort. International clients include BNP Paribas Bank, BP (British Petroleum), Shell and Esterlab. The company's main objective is to diversify its activities and expand into other geographies.

SECTOR:  
CONSUMER (B TO C)



## TOURISM

*The most promising sector in Libya, after the oil industry, is tourism. HB Group is uniquely positioned to service the eagerly anticipated development of the tourist industry.*

Libya has it all: sea, sun, beaches and a rich cultural heritage. Throughout its history, Libya has been home to many different and diverse cultures: Egyptians, Greeks, Romans, Carthaginians, Arabs, Byzantines, Turks and Italians. Each passing era has shaped the country in so many different ways.

The country is home to unspoiled beaches, and well preserved castles and ancient architecture that will attract many international travellers and tourists. Despite years of isolation, the country has maintained an excellent reputation among travellers, with its population being famous for its hospitality and warmth.

Once labelled as the 'Jewel of Africa', today the country is hoping to regain its title through private, governmental and international investments.

HB Group is also looking toward the future and has gradually invested into the sector, putting in place the infrastructure for a more sustained flow of travellers.

Since 2004, the Group, through its subsidiaries, has been organizing tours, provided visas, transportation, accommodation, catering and touristic guides across the major destinations in Libya, and is uniquely positioned to service the greater touristic popularity of Libya.

HB Group will invest further in the tourism and hospitality sectors in Libya, and is actively seeking new opportunities.



## PHARMACEUTICALS

*HB Group is a leading importer and distributor of medicine and nutrition products in the country.*

As for all pharmaceutical operations, HB Group maintains state of the art warehousing and distribution facilities, utilising the latest tracking and control technologies. Two main operating bases in Benghazi and Tripoli deliver the highest standards of operating procedures and controls, ensuring full adherence with the most stringent health and safety regulations, and complying with the requirements of our international partners. All facilities are humidity and temperature controlled, in accordance to international regulations.

HB Group, through its subsidiaries, employs an experienced team of medical representatives who work closely with the wider medical community, provide general advice and assistance, and bring detailed information and support to products supplied by Abbott Laboratories, Nutricia Baby Food & Advanced Medical Nutrition, and P&G.

HB Group works very closely with all stakeholders in the health care sector. In liaison with numerous local and international partners, it promotes, manages and leads numerous symposiums, exhibitions and sponsored educational programs.

The Group firmly believes in its duty to improve, develop and promote public health care and awareness in Libya.

## SECTOR INDUSTRIAL



### CONSTRUCTION

*HB Group has established an importer and supplier of raw material and chemical additives for construction subsidiary, to service the large and growing Real Estate sector in Libya.*

HB Group is dedicated to providing products and materials for the construction of versatile, safe, internationally compliant buildings to Libya and its region.

Such materials include lightweight concrete solutions, metallic roofing and cladding solutions for the building of industrial halls, hangars and commercial storage spaces, insulation and fire protection building materials, waterproofing and industrial flooring solutions.

These products are particularly adapted to the construction of industrial and commercial spaces and are already extremely popular in the local market.

HB Group also holds a minority share in a 1.5 Million metric tons cement manufacturing factory in Libya.

### ENGINEERING

*The global lubricant industry has grown manifold over the last five years to become a major industry worldwide prompting the growth and progress of many companies.*

HB Group has ventured into the industrial lubricants industry by being a minority shareholder in the import of lubricants such as BP Lubricants, since the demand for high-quality lubricants is growing rapidly.





## FOOD PROCESSING & MANUFACTURING

*HB Group has ventured into the food processing and manufacturing sectors in Libya by undertaking projects to establish factories for the production of its own brands of soft drinks, dairy products and canned foods.*

In 2004, HB Group acquired an interest in, managed and restructured a company dedicated to food processing (tuna canning). This company was established in 1997 with its facility in Al Khoms where it employs over 60 people. Today, the company is the market leader for “Made in Libya” Tuna.

HB Group has also established a joint venture to manufacture fruit juice and processed cheese in 2007, establishing a factory in Sbeha, 45 kms from Tripoli, with a total land area of 16 hectares and over 8000 m2 of production and storage facilities, employing 100 people.

The company operates high-end juice filling machines producing a combined output of 12,000 litres per hour, and new, state of the art cheese processing machines that produce a total of 600 triangular cheese portions per minute, an output of 540 kg per hour.

This business partnership was developed to unlock opportunities in the market for locally branded and manufactured processed cheese and fruit juice in Libya - a market segment in which both partners have extensive experience and business activities.

The Group’s current mission in this sector is to create an environment and a culture where absolute consumer satisfaction is the highest priority, producing products of uncompromising quality. Its main objective is to continuously strive to surpass its own accomplishments and be recognized as a leader in the food processing and manufacturing industry, locally and internationally.

All brands manufactured are marketed by HB Group’s FMCG subsidiaries to make best use of their experience in sales and distribution in Libya and the North African region. HB Group is keen to expand its reach to all parts of Libya, to further explore the food processing market, and generate local employment opportunities.



A Strong &  
Strategic  
Position in  
Libya

## INVESTING WITH HB GROUP

*HB Group is strategically developing a strong presence across multiple sectors in Libya, North Africa, the Middle East and Europe.*

Our continuous growth has been, and will continue to be driven by:

- Expansion of existing operations within established sectors and geographies.
- Strategic alliances and strong roll out plans in partnership with major international operators and brand owners.

The Group's activities reflect the guiding principles of the local economy. Activities embrace the two fundamental principles promoted by its government:

- Distribution of wealth
- Broader asset ownership

These principles clearly break with past orientations and are, we believe, critical in driving the future success of our country, its population and its neighbors. These principles are actively applied and implemented within The Group through the allocation of shares to management, staff and through public offerings to individual shareholders.

HB Group, with its strategic partners, aims to be the leading operator in its chosen commercial sectors and geographies. HB Group provides many of the worlds leading brands and businesses with access to some of the most exciting, dynamic and growing markets available today.

All Group companies benefit from common synergies, yet maintain independent and autonomous management. This approach, we believe, gives the best possible return to shareholders with different interests within the Group.

The Group's success is built on its pool of resources, and a set of refined working models that operate together in one co-ordinated effort - providing a diversified portfolio of products and services.

As a result, we are able to provide our business partners with local support, in an extremely cost effective manner, while meeting the best international standards in commercial operations, health, safety and environment-friendly issues.



### *Libya in Brief*

#### POPULATION

*5.67 million, 1.8 million in Tripoli*

#### GDP (PPP) - 2010 ESTIMATE

*USD 90.841 Billion Total*

*USD 13,846 Per Capita*

#### HUMAN DEVELOPMENT INDEX (HDI)

*Highest HDI in Africa\**

#### AREA

*The world's 17th largest territory*

*\*United Nations Development Programme's Human Development Report 2010.*



Young  
Population  
with Growing  
Exposure to  
the World



## INVESTING IN LIBYA

*Libya still represents one of the most attractive, and as yet, under developed business environments available today.*

Strong growth is set to return, following a short period of governmental uncertainties, with HB Group companies well positioned to lead the redevelopment of the Libyan private economy.

### LIBYAN ECONOMIC DATA

Key indicators	2010	2011	2012	2013	2014	2015
Population	6.6	6.1	6.8	6.9	7	7
Nominal GDP (US\$ billions)	79.16	56.46	74.21	87.38	96.13	99.56
GDP per Capita	11,993.9	9,255.7	10,913.2	12,663.8	13,732.9	14,222.9
Real GDP growth (%)	3.3	-26.1	15.5	9.1	7.5	4.4
Consumer Price Inflation (av %)	2.5	6.8	5.2	2.7	3.1	3.2
Budget Balance (% of GDP)	9	-28.2	3.2	2.9	7.4	9
Current-Account Balance (% of GDP)	20.4	-0.3	21.7	18.3	19	16.5
Exchange rate LD : US\$ (av)	1.27	1.23	1.26	1.28	1.28	1.26
Exchange rate LD : € (av)	1.68	1.68	1.59	1.54	1.57	1.61

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The Libyan population is young and mobile, with high disposable income, and a growing awareness of international business and brands. It has a growing exposure to the international community and growing expectations.

### HB GROUP FUTURE DEVELOPMENTS

HB Group's strategy has always been to develop large, sustainable companies in chosen sectors and geographies. This strategy remains unchanged and underpins the continued development of HB Group. Our process is founded upon the continued establishment of strategic relationships with recognized, leading international companies and brands, building on our established in-depth local and international expertise.



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