



Co-operation Agreement with Al-Mansour International Distribution Group To manufacture (DAVIDOFF- EVOLVE)

Cairo, December 12, 2021.

According to Eastern Company strategic direction plans to achieve strong and sustainable growth rates that reflect the company's business model in terms of consistent & continuous development, whether for the company's current main products or by adding new products to consolidate the company's presence in the markets and different consumer segments.

Therefore, "Eastern Company" is pleased to announce of an agreement with "Al-Mansour International Distribution Company" to manufacture "EVOLVE" in its different brands (as one of the "DAVIDOFF" product).

This product is one of "IMPERIAL TOBACCO GROUP" products, which "Al-Mansour International Company" has represented in the Egyptian market for a long time.

It is worth noting that the new product will be manufactured in Eastern factories, which is produced in only three factories worldwide owned by Imperial Tobacco Group, To demonstrate the ability of Eastern as a well-established entity with its enormous production capabilities matching with the latest international standards for producing international cigarette brands with its own specifications.

"Al-Mansour "is considered one of the largest companies in Egypt for distribution and marketing of international products, as it will import raw materials and distribute the finished product.

The new product will be sold in the middle price segment at a selling price of 32 EGP for a pack of "20 cigarettes".

This new cooperation reflects the confidence of international companies in the capabilities of Eastern Company and the strength of the relationship between Eastern Company and its local and international partners, especially Al-Mansour International Distribution Group, which extends for more than thirty years.

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