

هذا الإعلان ليس نشرة طرح أو عرضاً لبيع أوراق مالية داخل أو خارج جمهورية مصر العربية، أو في أية دولة بما في ذلك الولايات المتحدة الأمريكية أو أستراليا أو كندا أو اليابان. كما لا يشكل هذا الإعلان أو أي من المعلومات الواردة فيه، أساساً يعتمد عليه في تقييم أية عروض استثمارية في أي دولة. ولا ينبغي على المستثمرين المعنيين بشريحة الطرح الخاص (كما هو مبين أدناه) أن يقبلوا على شراء أو الاكتتاب في أي من الأوراق المالية القابلة للتداول المشار إليها في هذا الإعلان، إلا إذا كان ذلك قائم على أساس المعلومات الواردة في نشرة الطرح الدولية فقط في شكلها النهائي والتي سوف يتم نشرها خلال الفترة المقبلة. المستثمرين المعنيين بشريحة الطرح العام غير مخاطبين بهذا الإعلان.

ماكرو جروب للمستحضرات الطبية «ماكرو كابيتال» ش.م.م تعلن السعر الاسترشادي لعملية طرح أسهم الشركة بالبورصة المصرية

القاهرة في 28 مارس 2021

أعلنت اليوم شركة ماكرو جروب للمستحضرات الطبية (ماكرو كابيتال) ش.م.م (ويشار إليها بمصطلح "ماكرو جروب"، أو "الشركة")، وهي شركة رائدة في قطاع مستحضرات التجميل (cosmeceuticals) بالسوق المصري وواحدة من أسرع الشركات نمواً في هذا القطاع الحيوي على مستوى جمهورية مصر العربية، عن السعر الاسترشادي لعملية طرح أسهم الشركة في السوق الثانوي بالبورصة المصرية لعدد 264,513,661 سهم عادي بحد أقصى من أسهم رأسمال الشركة، والمملوكة حالياً للمساهم عارض البيع شركة «Leo 1» وبما يعادل 45.8% تقريباً من إجمالي أسهم رأسمال الشركة. وسوف يتم تنفيذ الطرح من خلال شريحتين إحداهما طرح خاص لعدد 251,287,977 سهم للمؤسسات المالية والمستثمرين الأفراد من ذوي الملاءة المالية في عدة أسواق ومن بينها السوق المصرية، وطرح عام لعدد 13,225,684 سهم للجمهور بالسوق المصرية.

- سوف يتراوح السعر الاسترشادي للأسهم المقرر طرحها بالبورصة المصرية ما بين 5.3 جنيه و6.15 جنيه للسهم، وهو ما يعكس دراسات تقييم ما قبل الطرح والتي حددت القيمة الإجمالية للشركة ما بين 3060 مليون جنيه و3550.8 مليون جنيه، علماً بأن السعر النهائي لعملية الطرح قد يختلف عن السعر الاسترشادي.
 - سوف يتم تحديد السعر النهائي لعملية الطرح وفقاً لسير عملية بناء سجل أوامر الاكتتاب ومن المتوقع أن تبدأ بحلول 11 أبريل 2021.
 - من المتوقع فتح باب الاكتتاب في شريحة طرح عام للجمهور بالسوق المصرية من 8 أبريل 2021 حتى 14 أبريل 2021.
 - من المتوقع قيد أسهم الشركة في قاعدة بيانات البورصة المصرية بحلول 31 مارس 2021 على أن يبدأ التداول على أسهم الشركة بحلول 19 أبريل 2021.
- ويتوقف إتمام عملية الطرح على استيفاء الموافقات اللازمة وفقاً لمتطلبات الهيئة العامة للرقابة المالية والبورصة المصرية وكذلك إتمام عملية بناء سجل أوامر الاكتتاب.

وقد تأسست ماكرو جروب عام 2005 وتحللت الشركة صدارة قطاع مستحضرات التجميل بالسوق المصري بحصة سوقية 23.1% حتى نهاية عام 2020¹ وهو ما يمثل ثلاثة أضعاف أقرب منافسيها. وتحظى الشركة بباقة منتجات متنوعة تشمل 125 وحدة بيعية مختلفة، بواقع 124 وحدة بيعية في سبع مجموعات علاجية جذابة بقطاع مستحضرات التجميل، ووحدة بيعية واحدة في قطاع المكملات الغذائية والأغذية الخاصة الذي توسعت به الشركة أواخر عام 2020. وتجدر الإشارة إلى أن جميع منتجات الشركة متوفرة للبيع بشكل مباشر في الصيدليات (OTC) إلى جانب الاستعانة بفريق مبيعات يضم أكثر من 550 موظفاً لتسويق منتجات الشركة وزيادة الطلب عليها من خلال التفاعل المباشر والدائم مع شبكة الأطباء والصيدليات المنتشرة بكافة أنحاء الجمهورية، علماً بأن استراتيجيات الشركة في نطاق المبيعات والتوزيع تتمحور حول التوصيات الطبية (الروشتة) والتي نتج عنها ما يقدر بـ 85% من إجمالي المبيعات خلال عام 2020 وهو ما يعكس الطبيعة المرنة لنموذج أعمال الشركة في مواجهة التحديات السوقية. ومن جهة أخرى، تستفيد الشركة من مرونة البيئة التنظيمية لقطاع مستحضرات التجميل وتعكف على توظيف قدراتها الابتكارية لاستحداث وتطوير سلسلة منتجات جديدة في أهم المجموعات العلاجية ذات هامش الربح المرتفع بقطاعي مستحضرات التجميل والمكملات الغذائية، بما في ذلك 79 منتجاً سيتم إطلاقها بين الربع أول لعام 2021 والربع الثاني لعام 2023.

وحققت مبيعات الشركة معدلات نمو جذابة على مدار السنوات الأخيرة، وخلال عام 2020 بلغت إيرادات الشركة 430.5 مليون جنيه وهو نمو سنوي مركب (CAGR) بمعدل 34% بين عامي 2018 و2020، فيما ارتفعت الأرباح التشغيلية قبل خصم الضرائب والفوائد والإهلاك والاستهلاك² (EBITDA) بمعدل نمو سنوي مركب 92% خلال نفس الفترة لتسجل 186.5 مليون جنيه خلال عام 2020 رغم الاضطرابات غير المسبوقة التي مرت بها الأسواق على خلفية جائحة فيروس كورونا (كوفيد-19)، وهو ما يعكس مدى استجابة أنشطة الشركة بالتضافر مع نموذج أعمالها المتكامل ومرونة استراتيجيتها النمو التي تتبناها الإدارة لترسيخ ريادية الشركة خلال المرحلة المقبلة. وأخيراً سجل صافي الربح 135.1 مليون جنيه خلال عام 2020 بمعدل نمو سنوي مركب 98% بين عامي 2018 و2020.

¹ المصدر: تقرير IQVIA Consumer Audit 2020-year end. Copyright 2020. All rights reserved
² أرباح العام قبل خصم صافي مصروفات التمويل، وضريبة الدخل، وتكلفة الإهلاك والاستهلاك واطمحلال الأصول المالية

وقد قامت الشركة بتكليف كل من شركة سي أي كابيتال لترويج وتغطية الاكتتابات في الأوراق المالية ("سي أي كابيتال") وشركة رينيسانس كابيتال ايجيبت لترويج وتغطية الاكتتاب في الأوراق المالية ("رينيسانس كابيتال") بدور المنسق الدولي ومدير الطرح، بينما يقوم بدور المستشار القانوني الدولي والمحلي للشركة في عملية الطرح مكتب وايت اند كيس. ويقوم بدور المستشار القانوني الدولي للمنسق الدولي ومدير الطرح مكتب ديكرت ال ال بي بينما يقوم مكتب الدكتور زكي هاشم وشركاه بدور المستشار القانوني المحلي للمنسق الدولي ومدير الطرح. وتم تعيين برايس ووترهاوس كوبرز كمرقب حسابات الشركة ومكتب جراند ثورنتون كمراجع مالي مستقل.

عن ماكرو جروب

تأسست ماكرو جروب عام 2005 وهي شركة رائدة في قطاع مستحضرات التجميل (cosmeceuticals) بالسوق المصري وواحدة من أسرع الشركات نمواً في هذا القطاع الحيوي بحصة سوقية 23.1% حتى نهاية عام 2020³. وتتخصص الشركة بصفة رئيسية في إنتاج وتسويق وتوزيع مستحضرات التجميل كما توسعت الشركة بإضافة المكملات الغذائية إلى باقة منتجاتها أواخر 2020. وتجدر الإشارة إلى أن جميع منتجات الشركة متوفرة للبيع بشكل مباشر في الصيدليات (OTC) إلى جانب الاستعانة بفريق مبيعات يضم أكثر من 550 موظفاً لتسويق منتجات الشركة وزيادة الطلب عليها من خلال التفاعل المباشر والدائم مع شبكة الأطباء والصيدليات المنتشرة بكافة أنحاء الجمهورية. وبحلول ديسمبر 2020 تضمنت باقة منتجات ماكرو جروب 125 وحدة بيعية يتم إنتاج غالبيتها ذاتياً بمصنعها في مدينة بدر. وتنبئ ماكرو جروب نموذج أعمال ابتكاري وفريد من نوعه لتلبية احتياجات العملاء بشكل استباقي، حيث أن جميع منتجات الشركة متوفرة للبيع بشكل مباشر في الصيدليات (OTC) بالكامل مع استراتيجيات المبيعات والتوزيع والتي تتمحور حول التوصيات الطبية (الروشتة) علماً بأن ماكرو جروب تصنع مستحضرات تجميل التي قد يكون لديها بعض الفوائد لما تتضمنه من نسب صغيرة من المواد الفعالة إلى جانب الطابع التجميلي وذلك يمنحها ميزة تنافسية فريدة من نوعها نظراً لمرونة البيئة التنظيمية لأسواق مستحضرات التجميل التي تباع مباشرة في الصيدليات وكذلك الخصائص الدفاعية لسوق المستحضرات العلاجية التي تصرف بناء على التوصيات الطبية.

للاستعلام والتواصل

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