

In the Presence of the Prime Minister, Minister of Industry and Transport, the Turkish Ambassador, and Egyptian Officials,

Hayat Egypt Inaugurates its new tissue factory “TM11” in SCZone with Investments of \$60 Million

- TM11’s production is fully dedicated to export, with total annual volume of \$75 million
- The new factory reflects Hayat Egypt’s strong market position and commitment to strengthening its production capabilities and expanding its investments in Egypt
- With total investments reaching \$632 million, Hayat Egypt stands as the largest Turkish investor in Egypt

Cairo, Egypt, May 13, 2025 – Egypt’s Prime Minister, H.E. Dr. Mostafa Madbouly, has officially inaugurated the TM11 factory, marking the latest milestone for Hayat Egypt, the local subsidiary of Hayat, the leading global FMCG company headquartered in Türkiye and one of the world’s largest diaper manufacturers and the largest tissue producer.

With \$60 million in direct investment and an estimated annual export volume of \$75 million, the new factory is part of the company’s broader expansion strategy to strengthen its footprint in the Egyptian market. With the addition of the new factory, Hayat Egypt’s total investments in the country have reached \$632 million, making it the largest Turkish investor in Egypt. This inauguration plays a vital role in driving industrial development, supporting the local economy, and boosting exports, aligning with the national vision to position Egypt as a regional hub for production and export.

The Egyptian Prime Minister was accompanied on the inauguration tour by a distinguished delegation of high-ranking officials, including Lieutenant General Engineer Kamel El-Wazir, Deputy Prime Minister for Industrial Development and Minister of Industry and Transport; H.E. Salih Mutlu Şen, Turkish Ambassador to Cairo; General Yasser Abbas, Deputy Executive President of GAFI; and Ms. Eman Ahmed, Senior Investment Promotion and Facilitation Officer for Europe and the Americas at GAFI. They were joined by senior executives from Hayat Egypt and Hayat (its parent company in Türkiye), including Mr. Şenol Keserlioğlu, General Manager of Hayat Egypt; Mr. Vedat Yıldırım, Middle East and Africa Vice President at Hayat; and Ms. Çağlayan Kent, Global Communications and Sustainability Director at Hayat.

The new TM11 factory enhances Hayat Egypt’s production capacity and is fully dedicated to manufacturing Jumbo Rolls, which are later used in the production of a wide range of tissue products such as kitchen towels, toilet paper, facial tissues, and handkerchiefs tissues. The facility has an annual production capacity of 60,000 tons, entirely allocated for export, further reinforcing Egypt’s position as a manufacturing hub in North Africa and a strategic exportation hub to the Middle East, Africa, Europe, the Far East, and the Americas.

Turkish Ambassador to Cairo, Salih Mutlu Şen, emphasized that the presence of Turkish companies in Egypt holds significant strategic value. He expressed confidence that their economic activities and operations will continue to expand, benefiting both countries and their consumers. He affirmed that Türkiye and Egypt are growing and progressing together,



with Egypt holding a key position in the external dimension of Türkiye’s progressive and developmental strategy. In this context, Ambassador Şen expressed his appreciation for the mutually beneficial expansion of globally active Turkish companies—such as Hayat Egypt—within both the rapidly growing Egyptian market and the wider regional market, driven by their advanced technology, large-scale production capabilities, and commitment to high-quality standards. He also highlighted the ongoing development of Ain Sokhna Port, which offers the strategic advantage of providing direct access to Gulf and East African markets.

Mr. Şenol Keserlioğlu, General Manager of Hayat Egypt, stated: "The inauguration of the new TM11 factory reflects Hayat Egypt's unwavering commitment to sustainable growth and strategic expansion in the Egyptian market, which we consider one of the most pivotal markets within our global operations. This factory marks a significant addition to our production capabilities and embodies our long-term vision of reinforcing Egypt’s status as a production and exportation hub serving 60 markets worldwide." He Added: "We are proud to be the largest Turkish investor in Egypt, with total investments exceeding \$632 million to date. We will continue to channel further investments into our innovative product portfolio, expand our production lines, and strengthen local talents. Our commitment goes beyond supporting the Egyptian economy and creating job opportunities; it also extends to actively contributing to the state's vision of increasing industrial exports, solidifying economic ties between Egypt and Türkiye, as well as positioning Egypt as a key regional and global hub for production and export."

Stemming from its commitment to delivering the latest innovations and products, the new factory is equipped with several advanced production lines featuring state-of-the-art machinery, cutting-edge technologies, and robotic arms. This enables the production of high-quality products that meet the highest international standards. The facility provides approximately 198 direct and indirect job opportunities, reflecting the company's active role in supporting the local labor market, enhancing technical skills, and driving industrial development in Egypt. With the opening of the new factory, Hayat Egypt has created 3,490 direct and indirect job opportunities.

Hayat Egypt, the local subsidiary of Hayat, has been a key player in the Egyptian market for over 10 years. The company has invested \$632 million to date since its operations across 6 production facilities located at the 6th of October Industrial Park and the Northwest Suez Economic Zone in Ain Sokhna. Hayat is the largest tissue producer in the Middle East, Eastern Europe, and Africa and the world's 4th largest branded baby diaper manufacturer. Hayat Egypt has played a vital role in positioning Egypt as a key production and exportation hub, with the company’s products reaching 60 countries worldwide, including Saudi Arabia, Morocco, Pakistan, and Türkiye. Hayat remains committed to expanding its reach, ensuring that its well-established brands in baby care, women's care, personal health, home care, and tissue categories benefit generations of customers in more than 100 countries across five continents.

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About Hayat:

Hayat is a global leading FMCG company where we believe that everyone has the right to **access the highest quality of products.**



We carry the **quality** of HAYAT to every corner of the world with our well-established brands in hygiene, tissue, home care, and personal health categories. **We bring 16 brands** that we produce with advanced technologies to millions of consumers around the world. We are the world's 4th largest branded **baby diaper** manufacturer, and We are the **largest tissue** manufacturer of the Middle East, Eastern Europe, and Africa.

With 10,000 employees worldwide, we deliver our brands that **benefit generations** to millions of **homes** in more than 100 countries.

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