



Press release

Grigny, France, June 21, 2023
Riyadh, Saudi Arabia, June 21, 2023

ECF Group announces a strategic development in Saudi Arabia under the Restofair brand and the opening of a first Cash & Carry store in Riyadh by the end of 2023. This first store will be operated in partnership with the Abed and Al-Babtain families, exclusive partners for the Group's future development in the most dynamic market in the Middle East. The partnership agreement was formalized at the French - Saudi Investment Forum, held on 19 June 2023 in Paris. ECF Group aims to open at least three stores in Saudi Arabia by 2025.

A new Restofair store in Riyadh, which will open in the second half of 2023, will complete the network of the Restofair International brand, the 1st specialized distribution platform for professionals in the Hotel and Catering industry, A subsidiary of ECF Group, with a strong presence in the United Arab Emirates, Morocco, Oman, Seychelles and Maldives. Saudi Arabia's first Restofair store is located in an existing building being renovated on King Salman Bin Abdulaziz Avenue, in the capital's hyper-centre. The store & showroom with a surface of 2000m² on two floors, will benefit from a unique, wide and deep range of equipment products for the Hotel & Catering industry. Almost all the suppliers listed by ECF Group worldwide will support this expansion project.

To develop the Saudi market, ECF Group has partnered with two local families with unique expertise in Food Service. This association takes place within the framework of a management contract. This type of asset light contract had already enabled the Group to establish operations in Oman, the Maldives and the Seychelles.

The **Al-Babtain Group** was founded and remains managed by entrepreneurs strongly established in the Kingdom of Saudi Arabia, and which develops leading companies in agri-food distribution of semi-finished products, but also in Infrastructure, Telecommunications and Tourism. The future structure will also draw on the experience of the **Abed Group**, one of the most important actors of the Saudi Kingdom in the Bouche, Bakery and Pastry professions, as well as on all the Logistics expertise and the development of 35 Cash&Carry. ECF Group is pleased to partner with the Abed and Al-Babtain families in a project forged around common values, serving current and future customers of a country that is one of the most dynamic in the development of the Tourism, Hotel and Restaurant sector.

My Restofair International **brand** was established in the **Middle East in 2004** with the opening of the first Restofair-Rak store in Dubai (in partnership with Rak Porcelain). The opening in **2023** of the Riyadh store reflects an ambitious growth strategy around structuring projects for ECF Group in the area. The 2030 vision of the Kingdom of Saudi Arabia is based in particular on the growing tourism industry, around cultural events (universal exhibition), sports (football World Cup) or religious (holy places of Mecca and Medina), with the construction or renovation of 300,000 hotel rooms, the tripling of the share of tourism in the country's GDP and reaching 100 million tourists per year.

The development of Restofair in the Middle East, Africa and India region is part of the profound evolution of ECF Group committed since 2017 with the support of its shareholders, notably **Naxicap Partners**. The Group's expansion project in Saudi Arabia is supported by PAI Partners, a **pre-eminent private equity firm**, which is currently in exclusive negotiations for the acquisition of a majority stake in ECF Group.

ECF Group

Europe – Middle-East & Africa – Asia-Pacific.

Chomette - Ecotel - Coldis - La Corpo - Cobal - Lantin - Noveo - Santor - Groupe Lepage - CHS - Andy Mannhart - GoodFellows - Restofair - Reward Hospitality - Burns & Ferrall - Tas Hotel - Safo - Chemworks - Gastrototal - Hisco - SDS



Christophe ALAUX, Chairman & CEO of ECF GROUP, said:

“We have been working for 3 years on the project to open Saudi Arabia, which is already the most promising tourism market in the world for the next 10 years. Restofair International is the most recognized brand in the Middle East for the supply of equipment & hygiene of the HoReCa sector. Our arrival with a leading brand, a unique product offering of 6,000 stored references, an omnichannel distribution and already a portfolio of large BtB accounts in tourism is likely to transform the sector».

Abdullah AL-BABTAIN, CEO ALBABTAIN FOOD & Board member of HIC (Hospitality International Company), said:

“ We are pleased to have this partnership with ECF, the main aim of that partnership is to develop the hospitality sector in line with The Saudi Vision for 2030 , specially in Tourism and Quality of Life programs”.

Mohanad ABED, CEO ABED TRADING & Board member of HIC (Hospitality International Company), concluded :

“ ECF Group and HIC Company, two leading entities in the field of hospitality and culinary equipment solutions, are proud to announce the launch of Restofair Saudi. This strategic collaboration aligns perfectly with the Kingdom's Vision 2030, which emphasizes the diversification of the economy , development of tourism and hospitality sectors. By offering a comprehensive range of cutting-edge culinary products, equipment, and services, the joint venture aims to elevate the standards of the HORECA market, enhance customer experiences, and contribute to the overall growth of the industry”.



ECF Group at a glance⁽¹⁾

Alongside the professionals of *Hospitality & Care* for 140 years

- **ECF Group** is a specialized international distribution group, a *reference partner of the Hospitality & Care* business lines since the creation of Maison Chomette in Paris in 1880. For 140 years, the group has been developing its own brands and trademarks for professionals in the hotel, restaurant, tourism, food and beverage industry, public authorities and the health and social sector.
- **ECF Group** is a "collective" in permanent development, led by entrepreneurs-managers serving all professionals in the sector.

€760m
Turnover

Our service offers

- **The largest range of products on the market:** ECF Group is able to meet all the needs of equipment or supply, whether in table art, utensils and kitchen equipment, large equipment, furniture, textile, hygiene products, consumable or take-away.
- **Omnichannel solutions:** ECF Group's teams together form a "collective" committed to nurturing the experience of its customers, who can reach us at all contact points: itinerant sales representatives, stores, e-commerce sites, call centres and emails.
- **A reactive supply chain:** composed of 40 logistics sites worldwide, the strength of ECF Group and the responsiveness of its supply chain are able to respond to all requests in real time, 7 days a week, to act and serve our customers with real proximity.

220 000
Customers

Our Values

- **Performance:** Guarantee impeccable quality of service and profitable growth for the group, its subsidiaries and all its customers.
- **Professionalism:** To remain the partner of reference and trust of the clients who only federate the best specialists in each field and share a commitment of every moment.
- **Proximity: To encourage listening, while guaranteeing an unrivalled customer support, mixing width and depth of the product offer, high level of service and omnichannel.**

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Country

Our network

- **Three regional hubs:** thanks to its international network structured in three major regions Europe (Grigny – France), the Middle East (Dubai – United Arab Emirates) and Asia-Pacific (Brisbane – Australia), ECF Group is able to provide a rapid and over-efficient solution measures all its clients, including major accounts around the world.
- **Strong local brands:** ECF Group develops and integrates local brands with a strong reputation, giving them the financial, human and logistical means essential to their success.

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Markings

Our Responsible Commitments

- **Reduce** our ecological footprint and promote environmental protection.
- **Offer** environmentally responsible offers.
- **Develop** respectful, inclusive and equitable relationships.

1 750
Collaborators

Organic Budget + Pro forma of acquisitions (Apr22-May23)