

EUROSTAR ®

Pioneering New Horizons

Group Overview

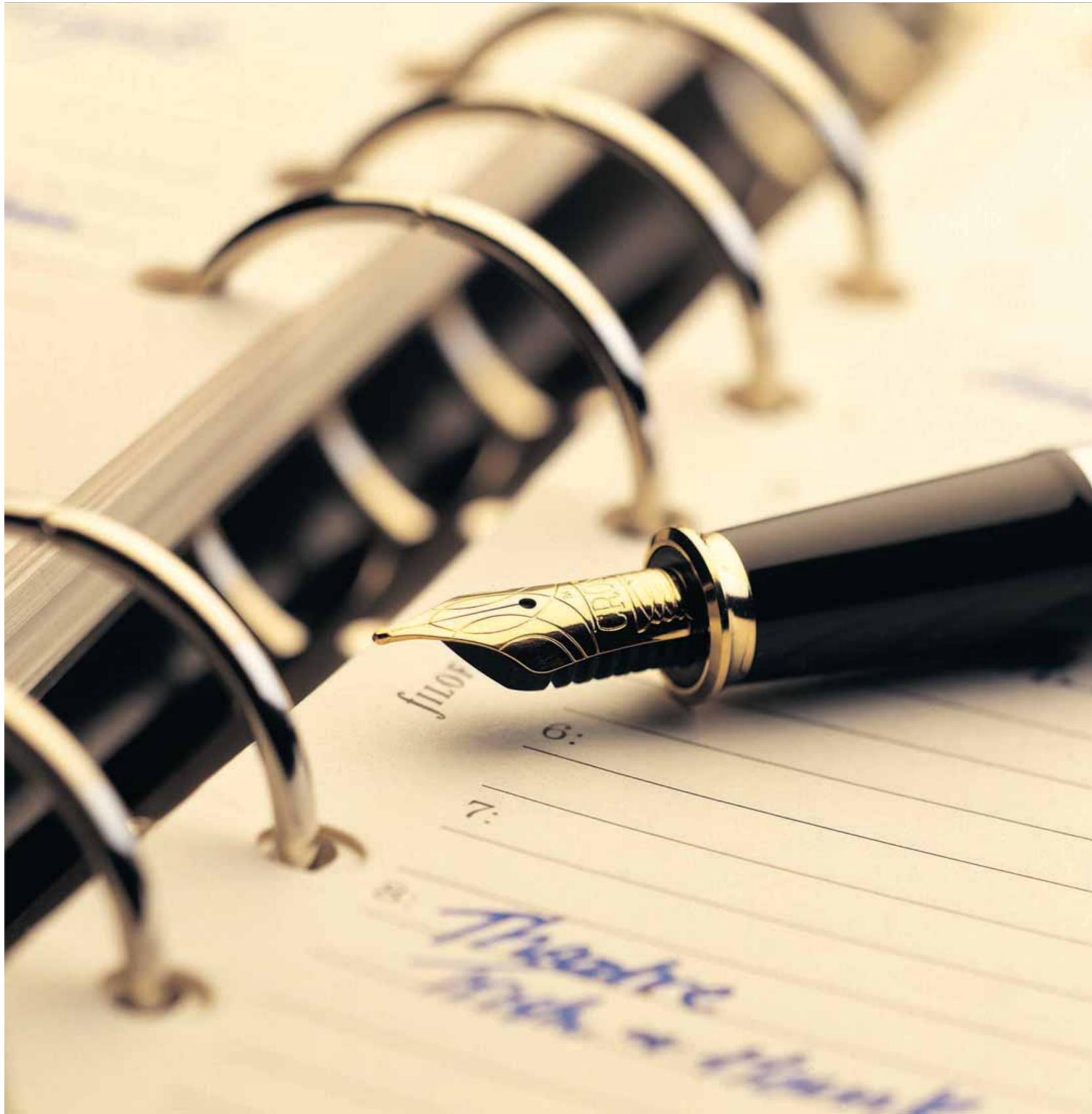
With a reputation for excellence and strong adherence to world class standards that spans across two decades, EUROSTAR Group has firmly established itself as a pioneer and market leader in the digital satellite receiving systems industry. Aiming to duplicate their success into other industry verticals, the group has diversified and has grown dramatically through the strategy of tapping into new territories and expanding its portfolio of products and services. Over the last few years, EUROSTAR Group has consolidated its position as a market leader with its ability to correctly anticipate emerging and changing market trends.

EUROSTAR Group, headquartered in Dubai, United Arab Emirates, comprises of diverse businesses structured into the following domains:

- Digital Satellite Receiving Systems
- Consumer Electronics, Home & Kitchen Appliances
- Multimedia - Pay TV
- Fast Moving Consumer Goods (FMCG) & Trading
- Express - Distribution & Logistics
- Telecom Projects
- Real Estate & Facilities Management
- Corporate Sales
- Solar – Thermal & PV

The company boasts of a strong presence in both regional and global markets. With over 25 retail showrooms in the Middle East and business operations spread across 50 countries worldwide. EUROSTAR Group offers its growing customer base with a 24/7 in-house call centre and a well established distribution network strategically located across the Middle East, Africa, CIS, and the Indian subcontinent – giving customers the confidence that EUROSTAR is ready to serve you anytime, anywhere.

Maintaining an ambitious and focused approach, each business within EUROSTAR Group is synonymous with quality and professionalism. These common values mean that the EUROSTAR brand has a reputation for its business ethics by providing customers with the highest standards of satisfaction. EUROSTAR Group's strength lies in its ability to blend regional expertise with international best business practices, which in turn, forges stronger strategic global partnerships.



Chairman's Message

We are living in fast changing times, where technology takes the lead in the introduction of better lifestyles and a more direct-to-the-point way of doing business. EUROSTAR Group takes pride in its ability to bring forth products, solutions and services that are demanded by consumers and various verticals. The success and the leadership we enjoy today is backed by two decades of excellence and the long term vision of building globally recognized businesses. This vision has become key towards our move to consolidate our presence in the nine business divisions we operate in and to improve the overall equity of the EUROSTAR brand.

Our rise to progress has been driven by four points; 'scout,' 'source,' 'sell' and 'service;' forward looking approaches that have allowed us to effectively become a preferred provider of innovative products and solutions across various consumers in the region.

My vision has always been to define the customer's 'sense of purpose' and to use this as an internal compass, ably guiding me in navigating the company's journey towards exceeding customer experience. Our long years of experience has taught us that profitable growth can truly be achieved by paying focus on customer satisfaction and is best exemplified in our abilities to drive strong sustainable partnerships with our clients.

Furthermore, our move to maintain strong ties with the communities we operate in has become a fundamental complement to our continued success and standing in society. EUROSTAR has engaged in an ongoing program of corporate social responsibility activities and is wholly committed to building on these efforts and furthering these endeavors for the long term.

Mr Raju T. Jethwani
Chairman, EUROSTAR Group



Vision

To be a globally recognized business known for quality, exceeding customer expectations & seizing opportunities for growth.

Mission

To build on our profitable businesses to reach \$ 1 Billion by 2020.

Develop a world class organization through benchmarked processes, technology and people.

Become a global brand name which stands for innovation & consumer connect, with the focus on emerging markets.

Core Values

Honesty, Ethics & Integrity

We shall adhere to the virtuous attributes of transparency, truthfulness, straightforwardness and being morally correct under all circumstances.

Inspire Commitment with Complete Ownership

We shall work, lead and live in a way that inspires & motivates others within and outside the organization.

We shall take complete responsibility of our job to achieve organization goals.

Trust

We shall act with and maintain the trust of all our stakeholders including the employees, customers, vendors, partners, investors and the entire ecosystem / value chain of our business domains.

Excellence in all Our actions

We shall invest in our teams and our processes to continuously raise the benchmarks across the board and achieve excellence in all our activities.



DIGITAL SATELLITE RECEIVING SYSTEMS

CONSUMER ELECTRONICS,
HOME & KITCHEN APPLIANCES

MULTIMEDIA - PAY TV

FMCG & TRADING

DTDC - EUROSTAR
COURIER SERVICES

TELECOM PROJECTS
IPTV & CABLES

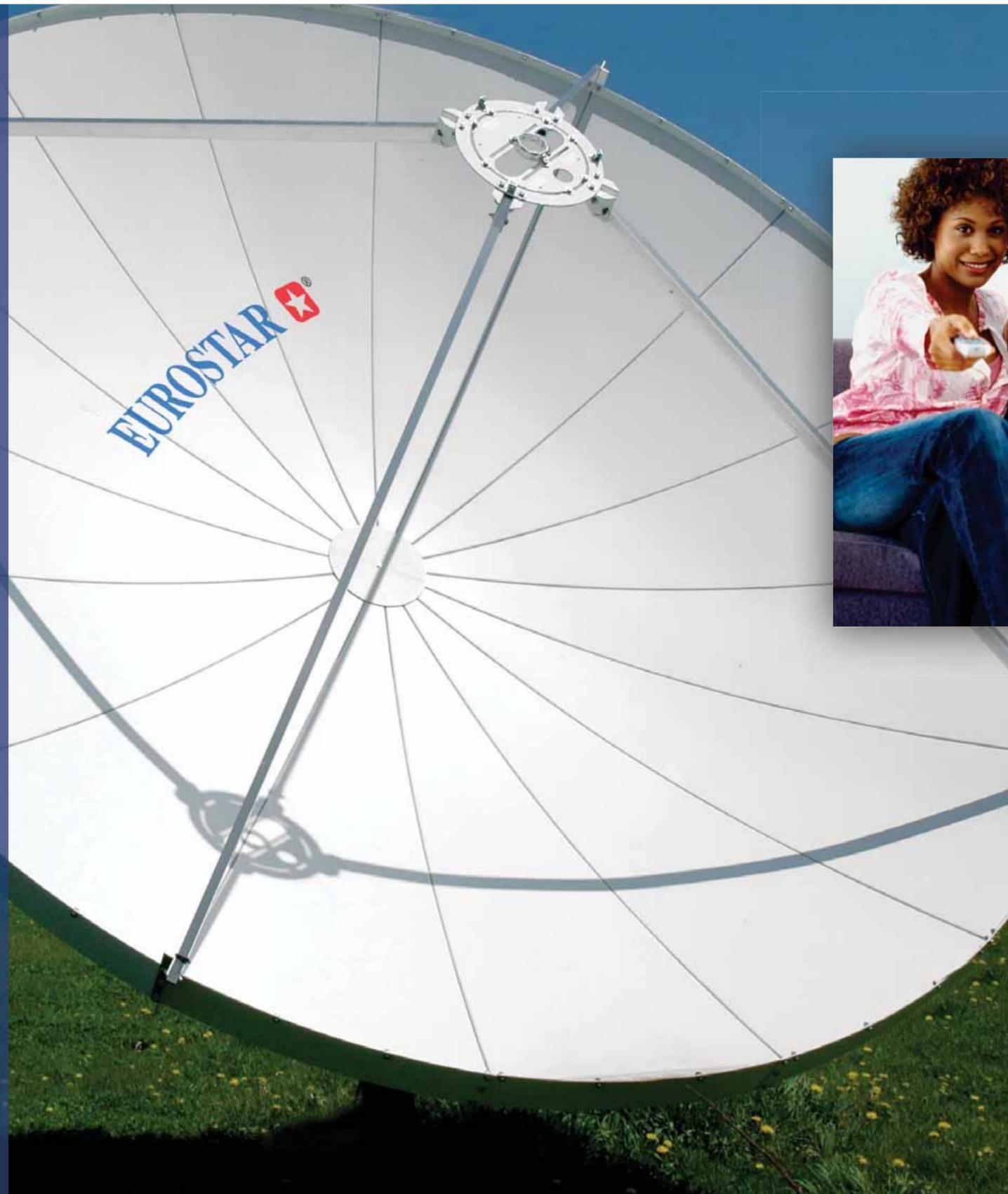
PROPERTIES &
FACILITIES MANAGEMENT

CORPORATE SALES

SOLAR - THERMAL & PV

LED LIGHTING SYSTEMS

Global technological and communication advancements have made the world a smaller place, enabling us to operate in a global and cost effective manner.



Digital Satellite Receiving Systems

EUROSTAR reinforced its market leadership status by providing a broad portfolio of technologically advanced products across the GCC, Africa, CIS and Indian subcontinent markets. The high quality range of products includes:

- Digital Satellite Receiving Systems • High Definition (HD) Receivers • DVB - S (Digital Video Broadcasting - Satellite)
- DVB - T (Digital Video Broadcasting - Terrestrial) • Hybrid (ATSC) DVB - T2 & S2 • Advanced Secured Silicon (HD) Receivers
- Linux & Android based (HD) Receivers • Smart Media Player & Versatile Media players • Power Back-up Solutions

EUROSTAR's strength emerges from its market knowledge resulting in new product development catering to specific requirements which satisfy the market demands. Its market leadership status is further fortified by its Dedicated Customer Care centers, R&D center, efficient supply chain management system and state of the art warehousing facilities.



Consumer Electronics, Home & Kitchen Appliances

The driving force behind the EUROSTAR brand has always been its commitment to quality and service. On the strength of EUROSTAR's regional business ventures, the group has designed its own range of technologically advanced consumer electronics, home & kitchen appliances which include:

- Home Entertainment
- Kitchen Appliances
- Home Appliances

Exceptional levels of after sales service complement the aforementioned range of products and help EUROSTAR's endeavor in positioning itself as a preferred brand.



Multimedia - Pay TV

EUROSTAR has positioned itself as the market leader in the distribution of all Pay TV channels in the Middle East. These channels include:

• ADMC • Orbit Showtime • E-Vision • ART • Star TV • Pehla • ABS - CBN • Zee TV • JSTV • Russia Today

The business specializes in DTH / SMATV / IPTV / Installation (IF / RF) with annual maintenance protocols and endeavors to provide quality television viewing experiences. EUROSTAR's channel entertainment solution is customized to provide consistent value and meet the demands of more than 160 different nationalities across the region with an assortment of distinct entertainment options.

EUROSTAR has dedicated retail outlets and a vast dealer network servicing customers throughout the UAE. Subscribers are provided with a one-stop-shop for all their entertainment requirements, ranging from channel bouquet selection to hardware & installation. A committed multi-lingual team of over 100 personnel provide quality customer service through our call centre and also offer free technical assistance and other resources on a 24x7 basis.

Colorization, Digitization & Holography: Currently, the division is expanding its business portfolio into this new exciting field with world renowned Trikona Technologies.



FMCG & Trading

EUROSTAR demonstrates its expertise in value addition through its ability to globally source from over 30 countries. This in turn, enables the company to fulfill the various requirements of the trade buyer from anywhere in the globe. The business is constantly expanding its presence by entering into new markets and new product categories, providing a one-stop-solution to any trade requirement.

EUROSTAR currently sources and distributes the following range of products:

- Commodities • FMCG • Perfumery

EUROSTAR is the largest importer of pristine sandalwood chips and musk ambrette into the region. Our products cater to a myriad of customers from the Middle East, Africa and the Indian subcontinent. Customers benefit from EUROSTAR's expertise in sourcing, economies of scale and purchasing power, making every transaction for the customer an excellent value for money.



DTDC - EUROSTAR Courier Services

EUROSTAR Express has recently entered into a strategic joint venture with DTDC Courier & Cargo Ltd. (DTDC), one of India's largest domestic deliveries network companies. DTDC delivers over 10 million Parcels a month to 5200 locations in India and 240 International destinations. With over 13000 people and 20 years in this business, this new joint venture agreement will now allow us to address the increasing demand for more efficient and reliable time critical solutions & distribution needs for both the international and domestic shipping segments.

EUROSTAR's strength in Express Delivery Services will be further bolstered and together will be a force to be reckoned with in the coming days. DTDC – Eurostar also provides customized solution for excess baggage and with our coverage worldwide provides efficient Door to Door, Door to Airport and other services using our various overseas associates at prime gateways in USA, U.K., SINGAPORE, DUBAI, NEPAL, BANGLADESH, HONGKONG, PAKISTAN and CHINA to all our customers within three to four working days depending on Destinations and in cost effective mode.

Rest assured with the new alliance now with DTDC this will further strengthen our guiding principle, "We care, we deliver".

COURIER: Same Day Delivery • Next Day Delivery • Euro Bullet • Import Services • Special Services • Pre Paid Airway Bills • Bulk Deliveries
International Services • Return Services •

CARGO: Air- Sea & Land Freight • Customs Clearance & Brokerage • Warehousing • Project Forwarding • Break Bulk • Chartering

A NEW GATEWAY TO DIGITAL HOME ENTERTAINMENT

etisalat اتصالات

EUROSTAR

Pace



Etisalat's Advanced Residential Gateway



High Definition IP Set-Top-Box /
Personal Video Recorder

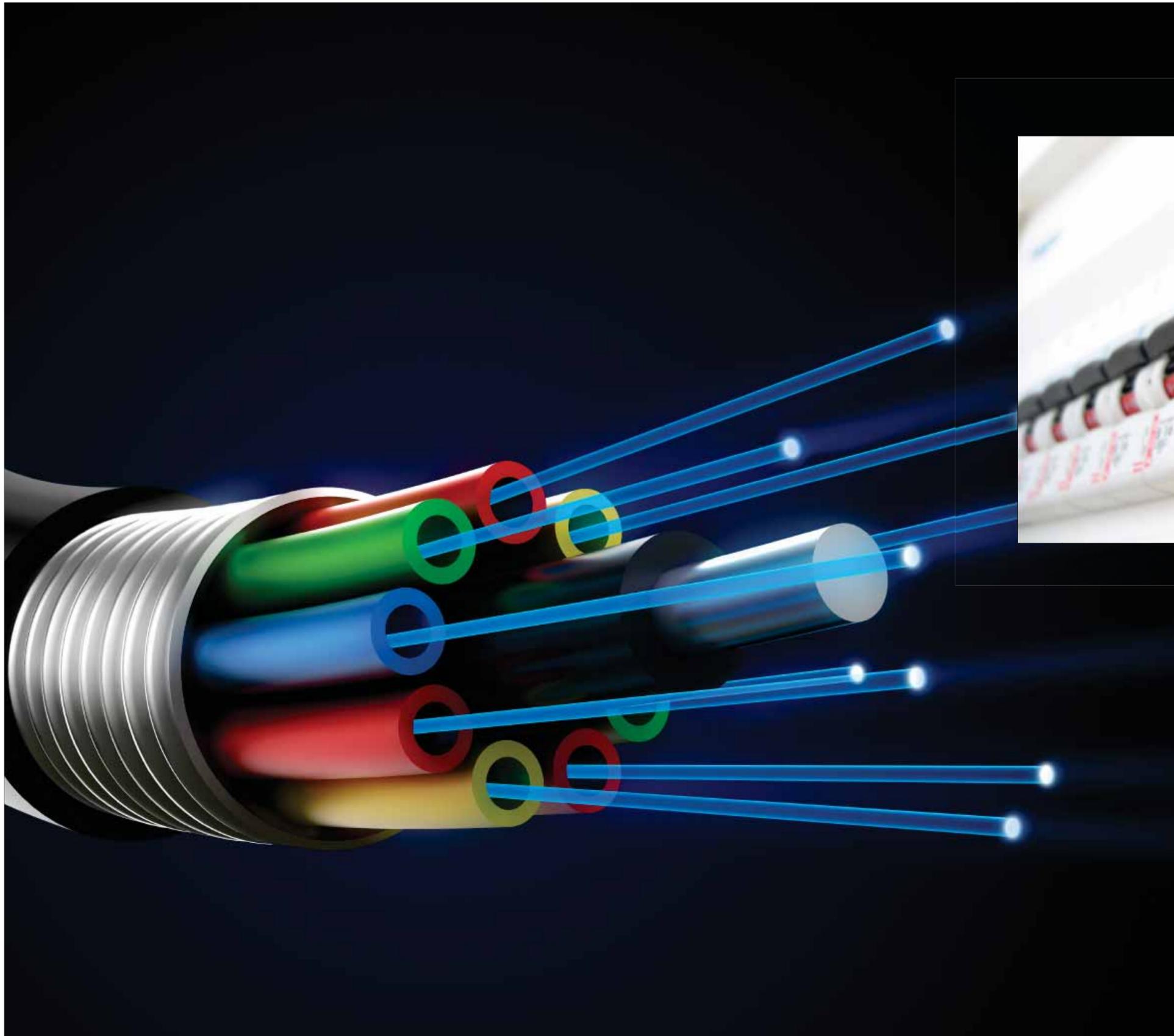


Telecom Projects (IPTV & TENDERING)

EUROSTAR has also ventured into the Broadcast and Narrowcast industries through the development of strategic partnerships with renowned principals that are fully equipped in implementing end- to-end (Head-end to End-user) systems integration for:

- Mobile TV - Broadcast - Mobile TV Streaming • IPTV - Triple-play - Quad-play • Direct-To-Home (DTH) Head-end
- Establishing TV Channel & Radio Stations • Earth Station / Teleport (Up-Linking and Receiving Terminals)
- Digital Satellite News Gathering (DSNG) VAN

With a confident outlook for the long term, accompanied with vibrant growth and the immense potential for opportunities in the region, EUROSTAR Group remains committed to exploring further product tie-ups & partnerships with principals in the days ahead. Currently our partnership with world renowned partners include PACE & RED-BEE



Cables

EUROSTAR has established this business to provide key customers with world renowned electrical products known for safety and performance standards. These best-of-breed products pass stringent quality control tests to meet international standards as part of EUROSTAR's aim to exceed customer expectations and to ensure their peace of mind in mission critical projects. The business also provides a one stop solution for utility & service providers, residential developers & system integrators across the globe by supplying professional expertise and guided implementation required to achieve ON & OFF grid electricity projects.

Product portfolio includes

- Transformers • Fuse Gear • Overhead Conductors • PS & Inverters • Wires & Cables • Building Wires • Flexible Cables
- Power Cables • Fiber Optic Cables • Copper Telephone Cables • Structured Cables • Coaxial Cables



EUROSTAR is a significant regional player in the real estate value chain offering unrivalled turnkey expertise

Real Estate

TRANSACTION SERVICES

EUROSTAR provides discerning clients with a one-stop solution for all their real estate needs. The company further enhances its offering in the residential and commercial property segments to reputed global developers, high net worth individuals and corporate clients. Through an innovative first of its kind product in the UAE Real Estate Industry - 'Built-to-Suit' was designed to enhance asset value and reduce costs without compromising on quality. This product has been designed specifically for development projects spanning industrial land, labor camps and warehouses.

ADVISORY SERVICES

EUROSTAR offers up-to-date information on the most popular and successful real estate projects in the region that are either currently being built or have already been completed. All projects are described and presented in a manner such that the information is useful to any individual interested in either settling or investing in and around the region. The group also practices fair and transparent business methodologies, which is complemented with high levels of professionalism imparted by a motivated team.

Portfolio of Products & Services offered

• Property Sourcing & Acquisition • Planning, Leasing & Sales • Investment & Advisory Services • Pricing Advice



Facilities Management

EUROSTAR established the Facilities Management wing as an extension to its Real Estate business for providing a complete portfolio of property management services to institutions, landlords and investors. The business prides itself on delivering professional services with a personal touch.

Given the group's extensive knowledge of the sector and its experience in real estate development, EUROSTAR is able to provide world class solutions that reflect its understanding of the local and regional market. Tailor-made facilities management solutions include operation and maintenance of residential / commercial properties and shopping malls.

Strong partnerships and alliances with complementary service providers also allows EUROSTAR to differentiate itself in a challenging market, which is currently witnessing unprecedented growth due to real estate, retail and tourism investments. The buoyant economy has also contributed to higher expectations, increasing the need for a top quality facilities management provider. Portfolio of Services offered

- Tenant Relationship & Occupant Management
- Housekeeping Services
- Facade Cleaning Services
- Security Services
- Landscape Management
- Swimming Pool Management
- Electro Mechanical Services
- Waste Management
- Pest Control

Expertise in the Management of

- Residential Complexes
- Multi - tenant Commercial buildings
- Office Complexes
- Corporate Offices, Banks, Shopping Malls & Educational Institutions
- Labour Camps & Warehouses



Corporate Sales

EUROSTAR provides turnkey solutions for hotels, hotel apartments, malls, hospitals and corporate domains. Innovative digital products and processes continue to be offered by this business catering specifically to the hospitality and corporate sectors include:

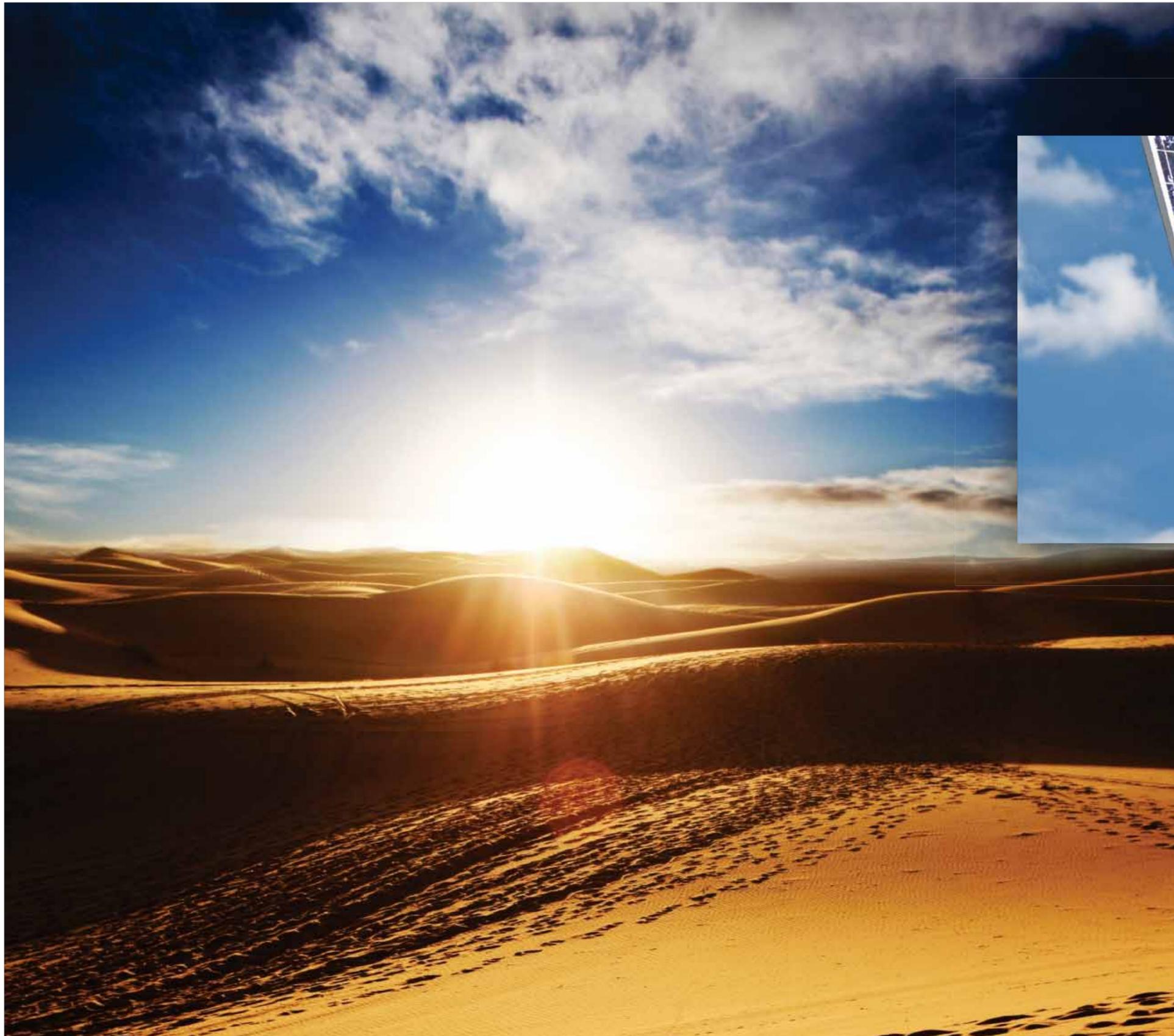
Hotels & Hotel Apartments

- Interactive Visual Display Systems (SMATV / HITV / IPTV) • Networks • Mini Bars • Safes • Telephony (PABX) • Soft Appliances • Accessories
- Room Access Controls • Room Management Systems • Sound Systems • Microwave Ovens • Refrigerators • Cookers • Washer / Dryer
- Automated Kitchens

Hospitals

- Interactive Visual Display Systems (SMATV / HITV / IPTV) • Office Automation • Nurse Calling Systems • Battery Backup (Inverters)

Having pioneered numerous business ventures in the region, EUROSTAR has the expertise to provide unique solutions to meet specific demands made by corporate and business customers. To further nurture our customers we have also extended the value added offerings of all available products within the Group's portfolio.



Solar - Thermal & PV

EUROSTAR established its Solar Energy business with a focus on providing customers with easy access and use of renewable energy technologies. This business is the provider of innovative solutions and products in the following segments:

- OFF - Grid Solar Application
- Green Building Solutions
- Solar Process Heat Application
- Wholesale of Solar Powered Products

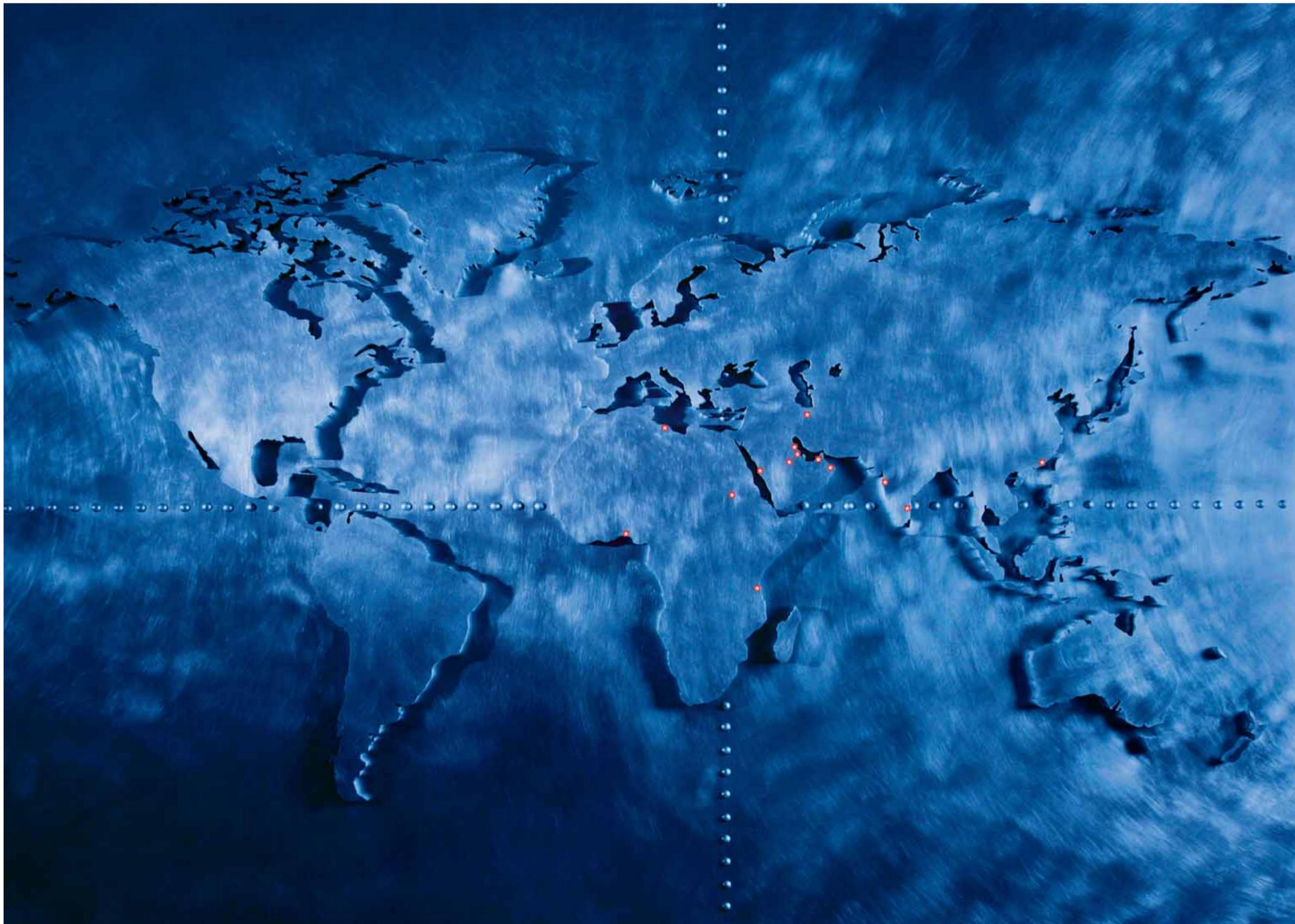
EUROSTAR provides best project management, sourcing and installation from industry professionals with vast experience. We customize our approach by leveraging purchasing strength with total cost of ownership in providing focused competitive solutions to suit regional conditions.



LED Lighting Systems

EUROSTAR Group has now announced the launch of its new LED Lighting Division in partnership with JIUZHOU GREEBLE one of the world's leading lighting solution providers known for professional LED Lighting LED Packing and LED Video Wall manufacturing solutions for high end projects worldwide.

This strategic partnership allows EUROSTAR Group to provide commercial lighting products and certain high end lighting application projects such as Airport Lighting Systems, Metro Lighting Systems and Aircraft Lighting System across the Middle East and Africa.



EUROSTAR's Global Network

UAE

• Dubai • Abu Dhabi • Sharjah

KSA

• Jeddah • Riyadh • Dammam • Khamis Mushayt

Oman

• Muscat • Salalah • Sohar

Kuwait

• Kuwait City

China

• Shenzhen

India

• Mumbai • Chennai

Nigeria

• Lagos

Tanzania

• Dar - es - Salaam

Kenya

• Nairobi