







Company Profile

company profile Index





Chairman's introduction



WELCOME TO MOHM

Welcome to Mohm.

Having a legacy of 40 years of Industry, believing in Egypt and in Egyptian industry. Relying on innovation to design and develop our products, racing up for technology, having the passion for furniture, willing to work hard to produce a "Made in Egypt" product to invade and conquer the global market. Compromising is unacceptable to our hard core standards.

Developing our team to be one positive family is what really Mohm is about.

Our customers are our partners in success, which is why it is always a long term relationship that is built on trust, respect, and care. At Mohm, we do this, by creating products that meet the expectations and aspirations of customers who share the same values as we do.

Sincerely,

Eng. Eslam Abdel Hady
Chairman

A WORD FROM THE CEO



IN MOHM

In Mohm, we live up to a new challenge every day and it is my strong belief that the success of any organization depends on its capability to acquire the right talents on all ranks. Despite being in a diverse environment, we could establish a harmonious team of workers, employees, engineers and architects to work together to achieve the company's three-dimensional strategy: Design, Build and Value, with the customer always being in the focus of each.

Corporate offices has morphed dramatically in the last decade in Egypt, therefore, we foster a design concept that puts Mohm on the forefront of all design and color trends, yet we hold onto the uncompromised quality and overall value of our products.

I am confident that with our team of 1,000 members, Mohm will keep an advanced position in the local and regional markets and with serious endeavors to reach out to the international market.

Sincerely,
Eng. Shereef Abdelhady
CEO

company profile

company

HISTORY

CRAFTING INNOVATION SINCE 1974

Company timeline

BUILDING BLOCKS TO STYLE

NEW PRODUCTION

NEXT GENERATION CONCEPTS

MOHM IDEOLOGY

COMFORT AND INNOVATION IN ONE

Our team

PEOPLE ARE BEHIND ALL OUR ASSETS



HISTORY

CRAFTING INNOVATION SINCE 1974







Eng. Abdelhady Abdelmoneim and Eng. Samy Fahim began Multi M Group in 1974. From humble beginnings in a rented workshop in east Cairo, came an engineering works that was to prove a trailblazer. In the same year, Metal-X was launched, offering a range of complimentary construction materials and engineering works to the market.

Today, 'Metal-X' is a market leader in expanded metal sheets. Combining the steel-works talents of a master craftsman with modern engineering and an instinct for flair, the two ambitious engineers created a line of furniture aimed at young couples building their first home.

The furniture was designed to be durable yet economical, but it was more than that, because it was stylish too.

Always being ahead of the curve, Eng. Abdelhady was quick to notice the impact computers were having on the workplace in the 1980s, and from this was born Mohm; a line of stylish, durable and ergonomic office furniture manufactured to global standards.



MULTI M GROUP **FOUNDED IN 1974 Trust** Multi Meiser FOUNDED IN 1999 FOUNDED IN 1995 Leading manufacturer A highly equipped of vehicle seats and Egyptian-German supplies injection foam joint venture for Mohm seating manufacturer of electrofused bar gratings products Metal-X:1974 Mohm: 1981 Manufacturer Established in 1981 as of light and heavy weight the most innovative Egyptian contemporary shelving systems and expanded metal furniture manufacturer building products on global standards and accessories

16

Companies of Multi M Group

Company timeline

BUILDING BLOCKS TO STYLE

Sister companies of Multi M Group



PRODUCTION







NEXT GENERATION CONCEPTS

Multi M Group continues to re-invent and invigorate itself. When the second generation of management took over they brought in new and inventive concepts, and created new lines using fresh designs and materials. The result is the modern, clean-cut lines of Mohm and Mohm lab, which reflect the changing approach to office work. New designers continue to join in the Mohm story, bringing their expertise and a novel approach to old lines, blending them with the latest trends to create products that are both timeless and on-trend.







MOHM IDEOLOGY

COMFORT AND INNOVATION IN ONE

Mohm creates comfortable, stylish and innovating workspaces designed to inspire and motivate. Each item is produced to the highest standards using the latest state-of-the-art manufacturing technology to deliver a product that is durable and comfortable. We understand that our end users spend a considerable amount of time using our furniture each day and we make it our responsibility to ensure their physical comfort at work. Style is as important as comfort; we want our furniture to inspire as well as support.



company

Our team

PEOPLE ARE BEHIND ALL OUR ASSETS

Our reputation is only as good as the people that work for us, and that is why Mohm has built a team of nearly 1,000 staff all dedicated to ensuring the very best quality in furniture design and manufacture.

The Mohm team comes from a diverse variety of backgrounds and experiences, and this keeps the creativity flowing.

Mohm is an equal-opportunities employer. Our management is on hand to develop and encourage all team members, as well as provide a sustainable working environment.

All Mohm employees and management operate with a customer-centric approach.

To sustain this high level of our staff's proficiency, we encourage different training programs to be given to our primary asset: people.

23























company profile Products

NEW PRODUCTS

CREATING SPACE INNOVATIVE SOLUTIONS

MOHM LAB

BRINGING STYLE AND COMFORT TO THE WORKPLACE

products











NEW PRODUCTS

CREATING SPACE INNOVATIVE SOLUTIONS

27

At Mohm, we don't just produce office furniture; we provide 'space innovative solutions'. As offices evolve so too do our product lines.

Our latest lines include the Aria Collection, providing a modern take on the executive office desk. This eye-catching, contemporary line looks stylish in any office. Designed to evoke spontaneity and the exchange of ideas, the Attiva Sofa Collection offers a fresh take on the waiting area set-up.

Classica Executive Line brings elegance and strength to the office, with a timeless design that is durable and discreet.

Infinity offers an up-to-date take on the office desk cubicle, with low-level divisions designed to promote concentration while also cultivating a friendly work environment. Similarly, Modula workstation offers an intelligent desk space with integrated

cabling solutions to maximize work efficiency.

From Mohm Lab comes the Islands Sofa Collection, offering a myriad of seating options designed to bring comfort and design to casual meetings and waiting areas.

Also by Mohm Lab, Gilet offers a playful take on paperwork and periodicals storage, providing a splash of colour to the corporate world while Chai tables are available in a variety of colours, heights and shapes, offering a break from the norm when it comes to coffee tables, occasional tables and staff dining areas.

The Rondo range of office chairs and benches completes the new Mohm Lab line-up. With curved, ergonomic, colourful shells, the Rondo range is designed to cater to a variety of uses within the modern office.

products

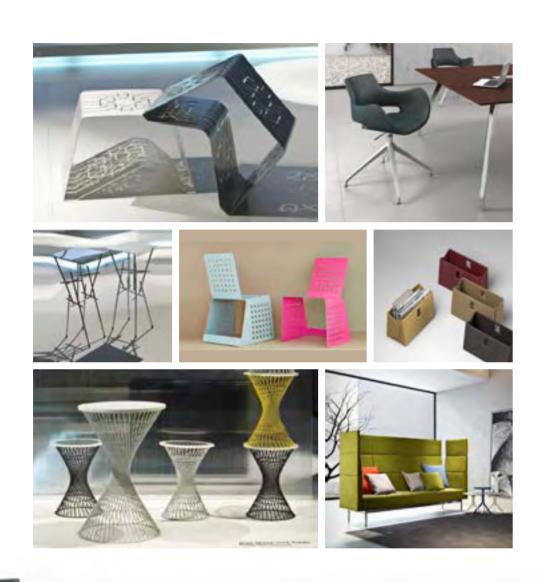
MOHM LAB

BRINGING STYLE AND COMFORT TO THE WORKPLACE



Mohm Lab is the latest creation of Mohm. Introducing to the market a trendy product range with much of innovation in all processes; starting from design through production and to packaging. In Mohm-Lab, all ideas are welcomed, studied and refined for one purpose: trendy and practical office. The new sub-brand does not include traditional office items such as desks. Instead, it focuses on a range of chairs, sofas, occasional tables and unique storage options in eye-catching designs available in a variety of colors, heights and shapes. The aim is to bring a vibrant addition to the office set-up, to prompt casual meetings and provide sumptuous waiting areas. The designs always carry international trends, infused with the Italian taste and engineered meticulously to reach a seamless look.







designers

DESIGNERS

FANTASY. FLAIR AND FORM

designers

FANTASY FLAIR AND FORM

DESIGNERS



NIKOLAS CHACHAMIS



KARIM RASHID



KARIM MEKHTIGIAN



SHINICHIRO OGATA

NIKOLAS CHACHAMIS

Nikolas Chachamis was born and low back; Aria Collection; in Greece but later moved to Italy, where he graduated in Architecture at the Polytechnic the Art Director of Mohm and of Milan, In 1987, he entered the world of industrial design in Italy, working closely with many Italian and international companies. Between 2003 and 2005 he lectured as visiting professor at the Department Technologies in Greece. His works have been shown in exhibitions and trade-fairs and have been showcased in many publications and international magazines. Still based in Italy, this industrial designer is one of the most influential in modern-day office design at present. He draws his inspiration from the 1970s, with a fresh approach to minimalism and clean lines. Nikolas has contributed a KARIM MEKHTIGIAN number of lines to the Mohm Karim Mekhtigian was born in catalogue, including Rondo – a Armenia, brought up in Cairo modern take on the traditional

office chair, available in high Attiva Collection and the Classica Collection. He is also Mohm Lab.

KARIM RASHID Karim Rashid is one of the interior architects. Born in Cairo, Egypt, but brought up in Canada, he combines Egyptian flair with modernday minimalism. One of the most prolific designers of his generation, he has more than 3,000 designs in production, 300 awards and work in 40 countries. For Mohm, he designed several products brought the fantastical to the workplace, with curvaceous lines combined with strong. geometric designs.

and studied in Paris before

his design studio. Pulling on his multicultural routes and international experience, vet staying close to home, he tries to subtly transpose the Cairene sensorial landscape into his designs. Mekhtigian co-founded the Egyptian Designers Forum (EDF) and works closely with the Egyptian Furniture Export Council (EFEC). He has contributed a number of table and chair designs to the Mohm line-up. including Taktouka, his take on the traditional coffee shop table in stainless steel and

returning to Cairo to establish

SHINICHIRO OGATA

saturated colours.

33

Born in Nagasaki Prefecture. Simplicity Established Co., Ltd. Pursuina of redefining generation of culture and design, Ogata has developed his establishments including the Japanese dining club and

tea house vakumo sarvo, the Japanese confectionery brand HIGASHIYA, and the product line S[es]. In addition to his own company's brands, Ogata is responsible for the design and direction of a wide range of projects in architectural. interior, product, graphic, and packaging design. In 2004, he took charge of the architectural and spatial design for Sansou Murata in Yufuin. In 2008, he managed the direction and overall design for the paper tableware series WASARA. In 2011, he completed the interior and spatial design for the University Museum of the University of Tokyo's Intermediatheque and was appointed Affiliate Associate Professor. In 2013 and 2014, he was in charge of interior and spatial design for skincare brand Aesop's stores "Aesop Kyoto" and "Aesop Shinsaibashi," and for Hyatt Hotel's Andaz Tokyo Toranomon Hills.

Mohm Factories

PRODUCTION AND INNOVATION COME TOGETHER

PRODUCTION FACILITIES

STATE-OF-THE ART CREATES
ARTISTIC STATEMENTS

MATERIALS AND RAW MATERIALS

STRONG, SUSTAINABLE, STYLISH

Iso Certified

GLOBAL STANDARDS GUARANTEED

Eco Friendly

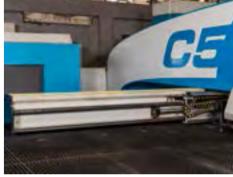
AS NATURE INTENDED

Mohm factories

PRODUCTION AND INNOVATION COME TOGETHER









The factory is equipped with the latest CNC multi-drilling machines, board cutting and paint lines as well as the latest edge-banding machine.

Mohm's school furniture factory is equipped with multi-bending machines and the latest welding CO2 equipment and a powder coating line to ensure rapid, constant production of desks and chairs.

The Plastic Factory is equipped with a high technology plastic injection machine capable of creating the unique, custom designs that Mohm has become famous for. The firm's Upholstery Factory is equally equipped with high technology machines and skilled workers to provide quality finishes to all Mohm upholstered lines.







36









PRODUCTION FACILITIES

STATE-OF-THE ART CREATES ARTISTIC STATEMENTS

Mohm boasts one of the most modern, state-of-the-art manufacturing facilities in Egypt.

Located in east Cairo, the company operates a 150,000 m² production facility run

by a team of highly skilled and experienced engineers, operators and craftsmen.

Utilizing the latest computerized technology to create precision-built items and customized

products for projects in a variety of scales.

We employ a sophisticated system that ensures accuracy of information of raw materials required, items being produced and warehouse control.

This system guarantees a smooth operation between the different factories and the warehouses. More than 100,000 office units are produced each year, built from the very best in raw materials, as thousands of square meters of wood, metal, plastic and fabric pass through the factories.



MATERIALS AND RAW MATERIALS

STRONG, SUSTAINABLE, STYLISH

At Mohm we source the best available materials and raw materials for use in our products.

Our furniture is manufactured from a range of quality materials, including wood, MDF and particle board with natural veneer, and HPL/melamine. This ensures our product line is as sustainable as possible.

Metal frames, metal perforated sheeting, mesh and wires are also used for many of our modern-day designs. These light, but hardwearing materials are well suited to the daily use of office furniture.

Our upholstery is crafted from the finest fabrics and leathers sourced from Italy to provide a touch of luxury to your workplace.

ISO Certified

GLOBAL STANDARDS GUARANTEED





At Mohm we are always pushing the boundaries, looking to develop the best possible quality product for our customers and the highest standards to our employees.

This is why Mohm is ISO 9001 certified. This guarantees to our clients and our staff that we are dedicated to providing the best-known standards in management, with a focus on sustainability and efficiency.

As part of our environmental drive, Mohm factories are also ISO 14001 - 18001 certified.

We embrace a paradigm of consistent quality and on-time delivery, with our quality inspectors on hand to ensure we meet and exceed what is expected from us.

We believe in quality and durability.

production

ECO Friendly

AS NATURE INTENDED



Mohm is dedicated to upholding its eco-friendly commitments.

An ISO 14001 certified company, we adhere to global standards of environmental management in order to minimize our negative impact on the environment, comply with laws and regulations related to environmentally friendly operations, and constantly seek ways to improve on the sustainability of our operations.

As such, we employ a comprehensive waste management system throughout all operations and we limit our use of natural resources and only use natural veneers rather than solid wood

43

on our furniture. All our packaging is also recycled.

company profile LOGISTICS

LOGISTICS & FLEET

TO OFFICE, HOME OR SCHOOL - ON TIME, EVERY TIME

DISTRIBUTION SYSTEM

MADE LOCALLY, EXPORTED GLOBALLY

logistics





TO OFFICE, HOME OR SCHOOL - ON TIME, EVERY TIME

Mohm understands that every order has a strict delivery timeline and that our clients are often eager to receive their new units as soon as they come off the production line. This is why Mohm operates a modern fleet of nearly 70 vehicles, including delivery trucks of various sizes and specifications, to ensure a flawless and timely delivery for every order.

For overseas customers, we have developed strategic alliances with international and local shipping agencies to ensure that our export business dispatches as efficiently as our domestic business.

Whatever the order, big or small, you can be sure that we will carry it to your door with all the care and attention that we put into crafting it.

logistics

DISTRIBUTION SYSTEM

MADE LOCALLY, EXPORTED GLOBALLY

Demand for our furniture has expanded beyond the Egyptian market, and we now distribute on a global scale.

Our distribution network enables us to export a wide range of our products to various institutional and business organizations, with global clients including business complexes, banks and educational establishments. Serving the global market requires a great amount of flexibility and adaptability to cater for the changing demands and different tastes and trends.

49

headoffices 8 stores

HEADOFFICES

INNOVATION ON SOLID GROUNDS

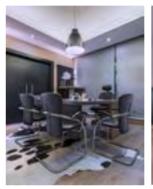
Showrooms

SEE AND FEEL THE QUALITY AND COMFORT

VEW CAIRO CONCEPT STORE

FACTORY STORE

HEADOFFICES





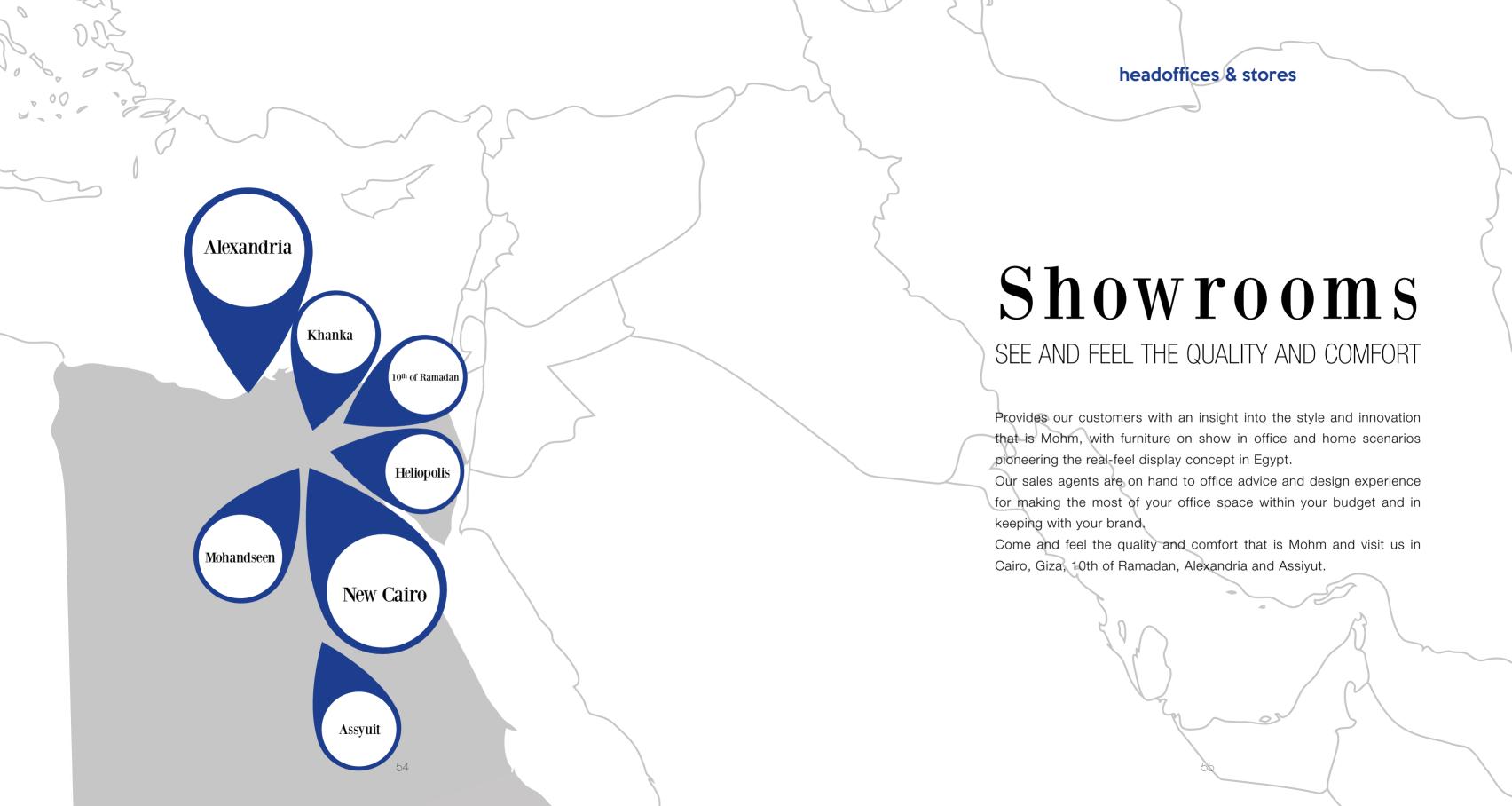




INNOVATION ON SOLID GROUNDS

Mohm's headquarter is located in factories perimeter in Khanka City, Kalyoubia and Cairo's head office is located in Asmaa Fahmy street in Heliopolis where also the project sales is based. In our offices, too many meetings, calls and business transactions are on the move and what may sound too loud for some, for us is just a normal day.





headoffices & stores

& FACTORY STORE







New Cairo Concept Store









Factory Store







company profile Communication & events

COMMUNICATION & EVENTS

GETTING IN TOUCH, GETTING CLOSER

communication & events

COMMUNICATION & EVENTS

GETTING IN TOUCH, GETTING CLOSER



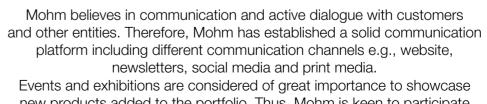




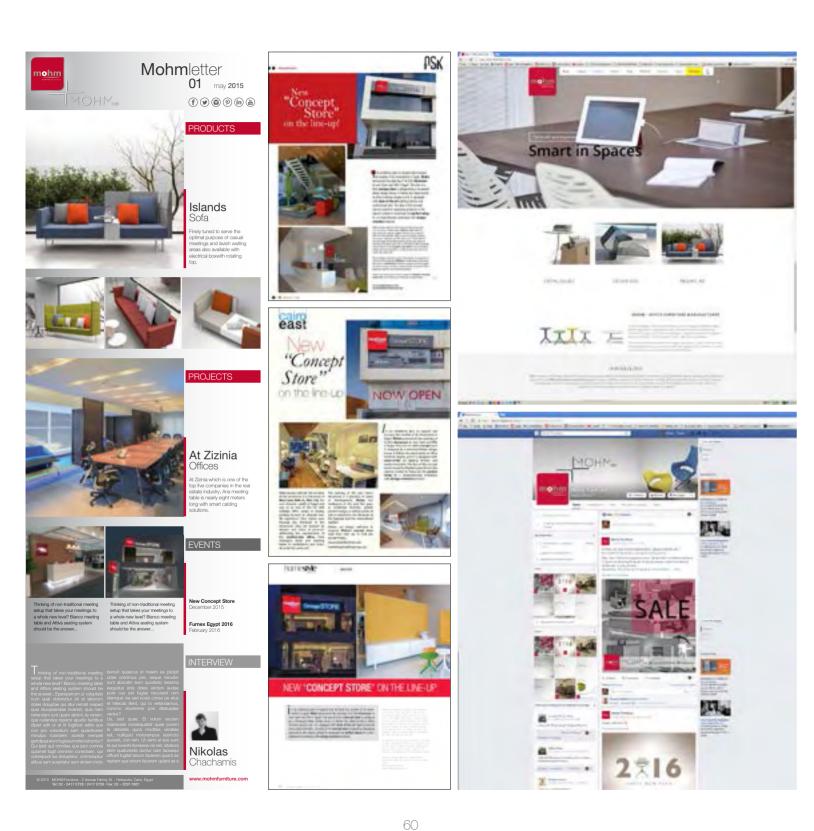


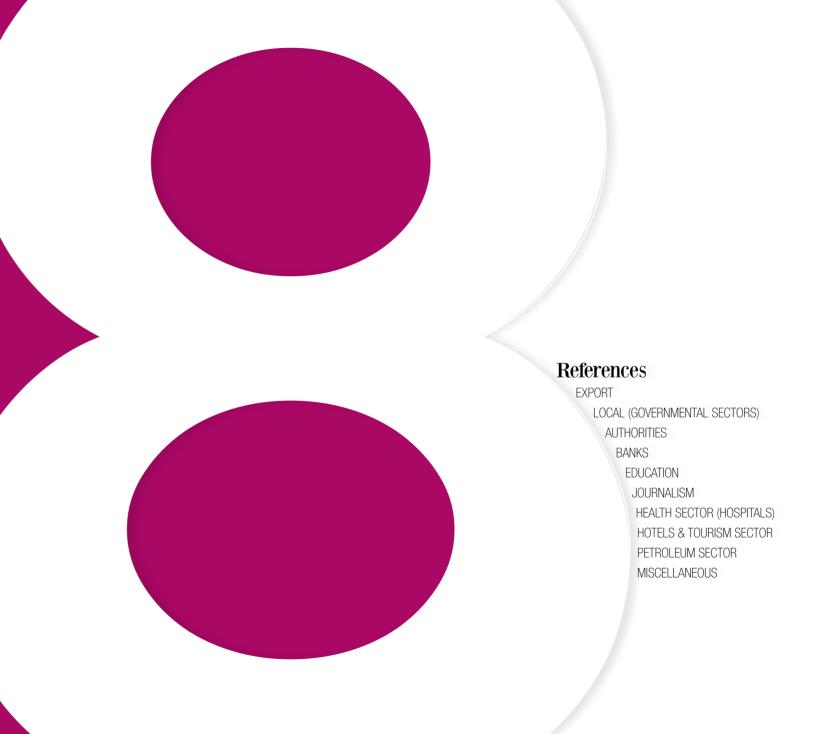






new products added to the portfolio. Thus, Mohm is keen to participate in international, regional and local exhibitions and bring the product range to an adequate exposure.





References





Bibliotheca Alexandrina







Dorra















Linguistic Assembly

EXPORT

Afghanistan Yemen Sudan KSA Libya Italy Qatar Iraa Uganda Lebanon Kenya Greece UAF Ghana USA Senegal Germany France Cyprus Syria

LOCALGOVERNMENTAL SECTORS

Bibliotheca Alexandrina
Council of Ministers
President of the Republic
Public Authority for Educational
Buildings
EAEA

MINISTRIES

Ministry of Foreign Affairs
Ministry of Interior
Ministry of Education
Ministry of Higher Education
Ministry of Defense
(Information Systems)
Ministry of Transportation
Ministry of Public Works and Water
Resources
Ministry of Scientific Research

Ministry of Youth and Sports
Ministry of Health and Population
(Technical Support Sector)
Ministry of Labor Force
Ministry of Telecommunication
Ministry of Agriculture

Pharmaceutical Research Control

AUTHORITIES

Egyptian Medical Syndicate
New & Renewable Energy
Atomic Energy
Multinational Force (UN)
Electricity Authority
Radio and TV
Public Authority for
Biological Products
National Postal Authority
Public Authority for Investment
Engineers Syndicate

GOVERNMENTAL ORGANIZATIONS Alexandria University

General Sales Tax
Egyptian Customs Authority
Productivity and Vocational
Training Department

Administrative Prosecution

EMBASSIES

British Embassy U.S. Embassy Embassy of Pakistan South African Embassy
Embassy of the Russian Federation

BANKS

Crédit Agricole Bank

Industrial Development Bank
Barclays Bank
NBE
Banque Misr
BNP Paribas
Development and Agricultural Credit
Bank
American Express Bank
HSBC
Union Bank
Central Bank
NSGB Bank (Now QNB)
Egyptian Gulf Bank (EGBE)

EDUCATION

Ain Shams University
Cairo University
Alexandria University
Military Technical University
Azhar University
Assiut University
Menoufia University
Suez Canal University
Minya University
6th of October University
South Valley University
Egypt Science and Technology







Nile Projects







Itida







Sakan

66







UNB Madinaty

October University for Modern Science & Arts Mansoura University British University American University Sur University (Oman) Turkmenistan University

Turkmenistan University Nursing College

Engineering College
King Marriott Academy

Alexandria Medical Research Institute October

Arab Academy for Science,

Technology & Maritime Transport

Pharos University

SCHOOLS

B.B.C

Nozha Language School Europa Schule Cairo

Choueifat
Orman Schools
Al-Bayan

St. Fatima

Modern Education

Sun Rise Futures

Thebes Language School

Cleopatra Greek School

Nile Egyptian Schools

Baraem Misr Orman Schools

British Columbia Canadian International School

Metropolitan

JOURNALISM

Al-Ahram
Akhbar Elyom
Algomhuria
Al-Ahaly
Al-Wafd
Rosalyousef
Tahrir
Alam Alyawm
Shorouk
October

HEALTH SECTORS (HOSPITALS)

Saudi German Hospital

Kasr-Alainy

Hussien University Hospital Zagazig University Hospital

Ain-Shams

Ismailia University Hospital

Wadi El Nil

Insurance Hospitals
Assuit University Hospital
Red Crescent Hospital
Al-Shorouk Hospital
Dar Al-Fouad

El-Manial Specialized University

Hospital

Nile-Badrawi Hospital Damascus Hospital Railway Hospital Shatby Hospital Kids-Hospital

Al-Rowad Eyes Hospital El-Katib Hospital Abulreish Hospital

67

HOTELS & TOURISM SECTORS

Marriott Hotel
Oberoi Hotel
Safir Hotel
Pyramisa
Intercontinental
Royal Azur
Baron Hotel
Queen Sharm

Egyptian Tourism

Beau Site Concorde

Sonesta

Marina Plaza (Agaba-Jordan)

Aghadeer(Morocco)

Riad Salam Hotel (Morocco)

Sheraton Cairo Airport

PETROLEUM SECTORS

Shell EPSCO Apache Shukeir Petro gas Petro GASCO

TECHNO-Petroleum
Belavim-Oil Company

Petrojet Mobil

Rashid Petroleum
Petro-trade

Egypt-Gas Town-Gas Sidpec







Saudi German Hospital

Zizinia



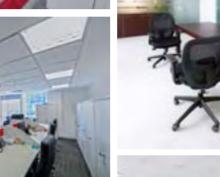




Japanese Pharma Company

68









Invensys

Elab Misr-petroleum Enppi Global Tovo Eprom El Hamra Oil

Vehicles General Motors

Hvundai Hashim Bus Mercedes-Benz Mitsubishi ΚIΑ

Auto Egypt (Nissan Egypt)

MISCELL ANFOUS

Dream-Land Orascom Samsung Dary Juhavna Kabnoury CMB Center Tarek-Nour Chloride Arab-Cont. Kaiima

Unionaire Group

Toshiba

Moharram Bakhoum Asfour Crystal

Cleopatra Ceramics Gemma Ceramics

Binladin

GlaxoSmithKline Oriental Weavers

Pfizer Medicap

Japanese Pharmaceutical

Sakan Lake View Dorra

Hassan Allam Sons Tasty Foods

Hi-TEK Pierre Cardin

Eastern Company Egypt

Gold-Star Euroquarzo Arab Finance Siemens

Nahdet Misr For Cinema

Abu-air

Safmarine Shipping

El-Marasem Fedeco

Wadi Degla (Maadi)

Wadi Degla(6th of October) Wadi Degla (Sheraton)

Management Consulting Services

(MCS) El-Morshed El-Ameen

International Cables Co. (ICC)

Sanofi Aventis BESIX Orascom

Egyptian French Joint Venture

Mobinil (Now Orange) Teleperformance

L'oreal

The New Museum Project Cleopatra Touristic Investment

Shell Aramex Amriva Pharm AlexFert Pharmaplast

The UN Refugee Agency

British Council

American Culture Center Kwbwsh for packaging

69

Tolip Royal Hotel

Al-Abd

Sidi Krir Generating Company

Lecico for Ceramics Degremont

Nile Projects & Trading

Pirellli

Arab Company for Pharmaceutical

Products & Gelatinous

Farco Make

Pharco Pharmaceuticals

Unilever

Talaat Moustafa Group

Cargill Lord

Pharaonia Pharmaceuticals Academy of Arabic Language in

Cairo

Cedar Glass Nola Foods Sugar Gifts Scib Paints

Rameda Pharmaceuticals

Rich Bake

Noor Eloyon Specialist Center

Bab Rizg Jameel

Federation of Egyptian Industries Travco Group for Engineering &

Construction Advansys

Bupa Intl (Health Insurance) Cleopatra Media Group (El-Balad TV)

Arabia for Housing and

Reconstruction

The National Council for Women

CBC Television Network

company profile

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10th of Ramadan

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mohmfurniture.com

company profile

A.D. Nikolas Chachamis

Graphic Design & 3D Archimedia

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part of



