

Portfolio Company Content

Alex Fish for Fish Processing

First and largest fully integrated fish processing plant in the MENA region.

Overview

Alex Fish is one of GWP Capital's flagship portfolio companies and a cornerstone of its platform in value-added food manufacturing. The company operates from a 10,692 SQM facility in Nubaria, Beheira Governorate, and is positioned as the first and largest fully integrated fish processing plant in the MENA region.

Strategic Positioning

Alex Fish was developed to address a clear structural market opportunity: the region's substantial dependence on imported canned fish products, and the growing demand for internationally certified,



competitively produced seafood from reliable regional suppliers. Its business model combines industrial processing capability, export readiness, and commercial flexibility — allowing the company to serve multiple markets and customer segments from a single operating platform.

Operations

The facility operates three production lines dedicated to tuna, mackerel, and sardine processing, using advanced equipment supplied by Cabin Plant of Italy. This infrastructure supports high-volume production while maintaining food safety, quality control, and product consistency throughout the value chain.

Products and Capabilities

Alex Fish processes multiple fish species with extensive product variation. Tuna products are available in solid, chunk, and shredded formats, packed in water brine, vegetable oil, or olive oil, across multiple retail and commercial packaging sizes.



Business Model

Alex Fish operates on a dual-channel commercial model — serving branded retail opportunities while providing white-label manufacturing for regional and international partners. This gives the company both brand-building potential and recurring industrial revenue through manufacturing partnerships.

Expansion Pipeline

- Sardine and mackerel processing capacity expansion currently underway
- Development of Egypt's largest cold storage hub — positioning Alex Fish as a regional logistics anchor



Export Markets

Primary: Libya, GCC (Saudi Arabia, UAE, Kuwait, Qatar, Oman, Bahrain)

Secondary: Iraq, Jordan, Lebanon, Syria

Growth: European Union

Long-term target: North America (USA, Canada)

Certifications

ISO 22000:2018 Food Safety Management Systems — Reg. No. ICAAEGYF10178

- Valid until October 2028 ,22

OHSAS 18001 Occupational Health and Safety Management



Portfolio Company Content

Alex Complex for Food Products

A vertically integrated food-processing and packaging platform.

Overview

Alex Complex is GWP Capital's vertically integrated agribusiness and food-processing platform, combining frozen foods, canned foods, and packaging manufacturing within one industrial complex. The facility occupies 20,000 SQM and plays a central role in the firm's strategy of building integrated operating platforms with strong supply-chain control and export relevance.

Integrated Operations

The complex operates three interconnected divisions: frozen food processing, canned food production, and



metal can manufacturing. This vertical integration enhances cost efficiency, quality assurance, packaging reliability, and commercial flexibility across multiple product categories and customer segments.

Frozen Foods Division

The frozen foods division uses IQF (Individually Quick Frozen) technology to preserve nutritional value, texture, colour, and flavour of produce while enabling year-round market availability.

Vegetable products: Molokhia (minced & leaves), okra, green beans, broad beans (whole & peeled), artichoke, spinach (minced & leaves), grape leaves, baba ganouj, falafel, peas, peas & carrots, mixed vegetables, vegetable soup, broccoli, cauliflower, taro, carrots, sweet corn.

Fruit products: Strawberry, pomegranate, mango.

Can Manufacturing Division

Two high-speed production lines with combined capacity of 1,000 cans per minute, equipped with advanced forming, seam-welding, and quality control technology sourced from Cabin Plant (Italy). This eliminates dependence on third-party packaging suppliers while strengthening cost control, supply consistency, and internal quality management.



Canned Foods Division

Fully automated canning line incorporating washing, sorting, blanching, filling, sealing, and sterilization systems. Designed to preserve freshness, nutritional content, and food safety while meeting requirements of domestic and export markets.

Expansion Pipeline

- IQF frozen food capacity set to triple — significantly expanding production volume and export potential
- Development of Egypt's largest cold storage hub, anchoring the complex as a national and regional logistics platform

Business Model

Alex Complex currently serves B2B customers including food distributors, manufacturers, food service operators, and wholesale channels. The business model is expanding to include white-label production and retail-ready consumer packaging, creating additional routes to market and stronger long-term revenue diversification.



Export Markets

Primary: GCC (Saudi Arabia, UAE, Kuwait, Qatar, Oman, Bahrain)

Secondary: Iraq, Jordan, Lebanon, Syria, Palestine

Growth: European Union (leveraging EU–Egypt Association Agreement)

Long-term target: North America (USA, Canada)

Certifications

ISO 22000:2018 Food Safety Management Systems

OHSAS 18001 Occupational Health and Safety Management

HACCP Hazard Analysis and Critical Control Points protocols



Portfolio Company Content

Alex Complex Canning Line & Canned Foods

Integrated Canning. Reliable Output. Built to Scale.

At Alex Complex, canned food production is more than a processing activity — it is a core part of an integrated industrial platform designed for quality, consistency, and long-term growth. By combining food processing with in-house can manufacturing, Alex Complex strengthens supply control, improves production efficiency, and creates a reliable base for regional and export market expansion.

Canned Foods Platform

Overview

Alex Complex operates a fully automated canned food platform built to serve both industrial and commercial



market needs. The line is designed to process a broad range of food products through a controlled system that protects product quality, preserves freshness, and supports scalable output across different packaging and customer requirements.

Production Line

The canning operation incorporates advanced washing, sorting, blanching, filling, sealing, and sterilization systems within one integrated production flow. This setup supports strong food safety performance, reliable throughput, and consistent end-product quality — all essential for customers operating in quality-sensitive domestic and export markets.

What Makes It Strong

- Fully automated process designed for efficiency, hygiene, and consistency
- Integrated quality controls across the full production cycle
- Ability to support both B2B requirements and future retail-ready formats
- Operational flexibility across multiple product categories and packaging needs
- Built to support local market supply as well as export-oriented production



Integrated Can Manufacturing Advantage

One of Alex Complex's strongest competitive advantages is that its canned food operation is supported by an in-house metal can manufacturing facility. This reduces dependence on third-party packaging suppliers and gives the business tighter control over quality, timing, cost, and supply continuity.

The can manufacturing division operates two high-speed production lines with a combined capacity of 1,000 cans per minute. This vertical integration strengthens reliability across the canned food platform and gives Alex Complex an advantage that many standalone food processors cannot easily replicate.

Strategic Value

For GWP Capital, the canned food business at Alex Complex represents more than an operating line — it is a strategic industrial capability. It supports margin discipline, improves working capital efficiency, enhances production planning, and creates a stronger base for white-label partnerships, export contracts, and future consumer product growth.

- **Supply-chain control:** Packaging availability is managed internally rather than outsourced.
- **Cost discipline:** Integrated can supply helps reduce procurement risk and improve efficiency.
- **Commercial flexibility:** The platform can support bulk, industrial, white-label, and future branded formats.
- **Scalability:** The operating model is built to expand with rising demand across local and export channels.

Market Relevance

Demand for shelf-stable, quality-assured canned food products continues to grow across regional markets, particularly where affordability, long shelf life, and reliable supply are critical. Alex Complex is positioned to meet this demand through integrated production, export-ready standards, and proximity to strong agricultural sourcing in Egypt.

