



GROUP OVERVIEW

A hand with light purple manicured nails holds a small sprig of lavender flowers. The hand is positioned on the left side of the frame, with the fingers gently gripping the stem. The background is a soft, light pink circular shape that contrasts with the overall light blue gradient of the slide.

VISION

VALUE WITH PASSION

A passion for exceptional service, focused on the quality of goods, details and style, makes it possible to be on a path of delivering excellence in business. These strong set of values define our vision and guides every facet of our Group's companies.

Kashif Shehzaad

Proprietor And Group Chairman

Keeping with the vision outlined and lived by our growing organization, this marks a new chapter in our company's history as we embark on ambitious programme of growth for these imminent years in his role as Chairman for continuous improvement and transformation of our Group of Companies based in Pakistan and Egypt.

His foundational enterprise, trailing to shape up his career, started as he handled his very first international brand, Estee Lauder in UAE market, followed by manoeuvring successes through and through with Salam Studios & Stores, Paris Gallery Group and EuroItalia.

Soaring to next heights with nearly two decades of experience, Kashif unfolded his vision to start his own enterprise in Pakistan Beauty Industry with robust Distribution portfolio and modern Retail concept, a game changer for Beauty Retail. Taking the success to greater statures Kashif set his footings in Egypt, marking another territory of success to the existing bouquet of enterprises that expands to music industry and soon to launch K2 Airways in Pakistan.



CORE TEAM



CEO, Egypt

Beauty | F&B | Fashion & Accessories

Mohsen Taha serves as the Chief Executive Officer of Egypt Operations, an active voting member of the Board, and Partner across the businesses in Egypt. He plays a key role in driving business growth, overseeing operations, shaping strategic direction, across the Egyptian market.



CCO, Pakistan

Beauty | Fashion & Accessories

Maher Abboud, Chief Commercial Officer, and an active voting member of the Board, responsible for leading the commercial strategy, sales operations, business development, and brand portfolio performance across Distribution and Retail businesses, while contributing to key strategic decisions.



GM, Pakistan

Derma Beauty

Zeeshan Akram – General Manager, Derma Distribution Business – Pakistan, responsible for leading the strategic development, commercial performance, and operational execution of dermatological skincare portfolio, while driving sustainable growth, and market expansion, across the healthcare and pharmacy channels in Pakistan.



DIRECTOR

Beauty | F&B | Fashion & Accessories

Tasneem Joher – Director – Strategy & Business Development, responsible for driving corporate strategy, business expansion, investments, and strategic partnerships across the UAE, Egypt, and Pakistan operations. She plays a key role in overseeing major projects and supporting the Board in shaping the Group's long-term vision and sustainable growth agenda.



CFO, Pakistan & Egypt

Beauty | F&B | Fashion & Accessories

Kerollos Nady - Chief Financial Officer for Pakistan & Egypt, responsible for overseeing the financial strategy, treasury, budgeting, and regulatory compliance of the Group's operations across both markets. He leads financial planning and performance reporting, while supporting the Board and management team in driving sustainable growth and operational efficiency.

INDUSTRIES SERVED

BEAUTY



FASHION



F&B



AVIATION

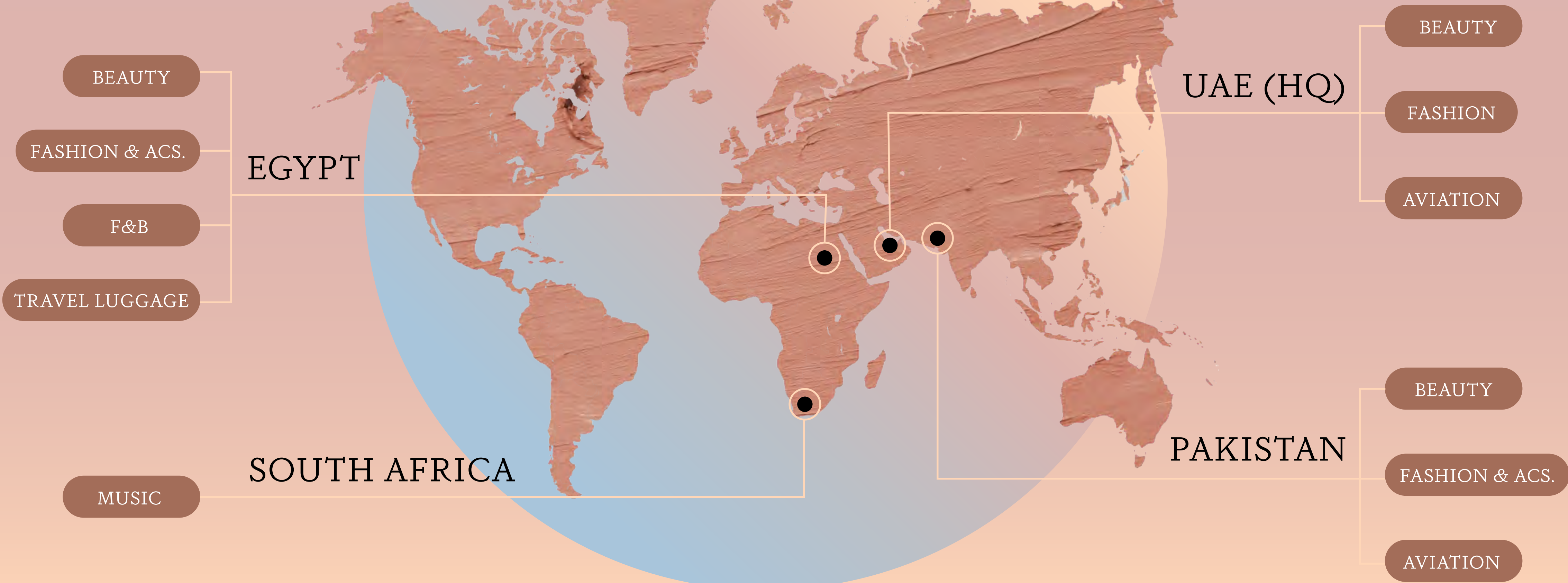


MUSIC



INDUSTRY NETWORK

4 COUNTRIES



STRENGTHS

4

GLOBAL OFFICES



66

BRAND PORTFOLIO
MANAGED



17.83%
Y.O.Y. GROWTH

500+

DEDICATED
EMPLOYEES



45,500
SQFT OF RETAIL
REAL ESTATE

MILESTONES

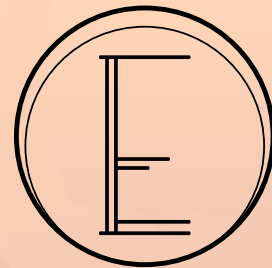




UAE

UAE BUSINESSES

BEAUTY



ELEGANZ
LUXURY

FASHION

Camicissima
M I L A N O
ITALIAN SHIRTS SINCE 1931

AVIATION

 **Aviatek**
Aerospace (SPV) Ltd.



H.Q.

Our Headquater is in the heart of Dubai.

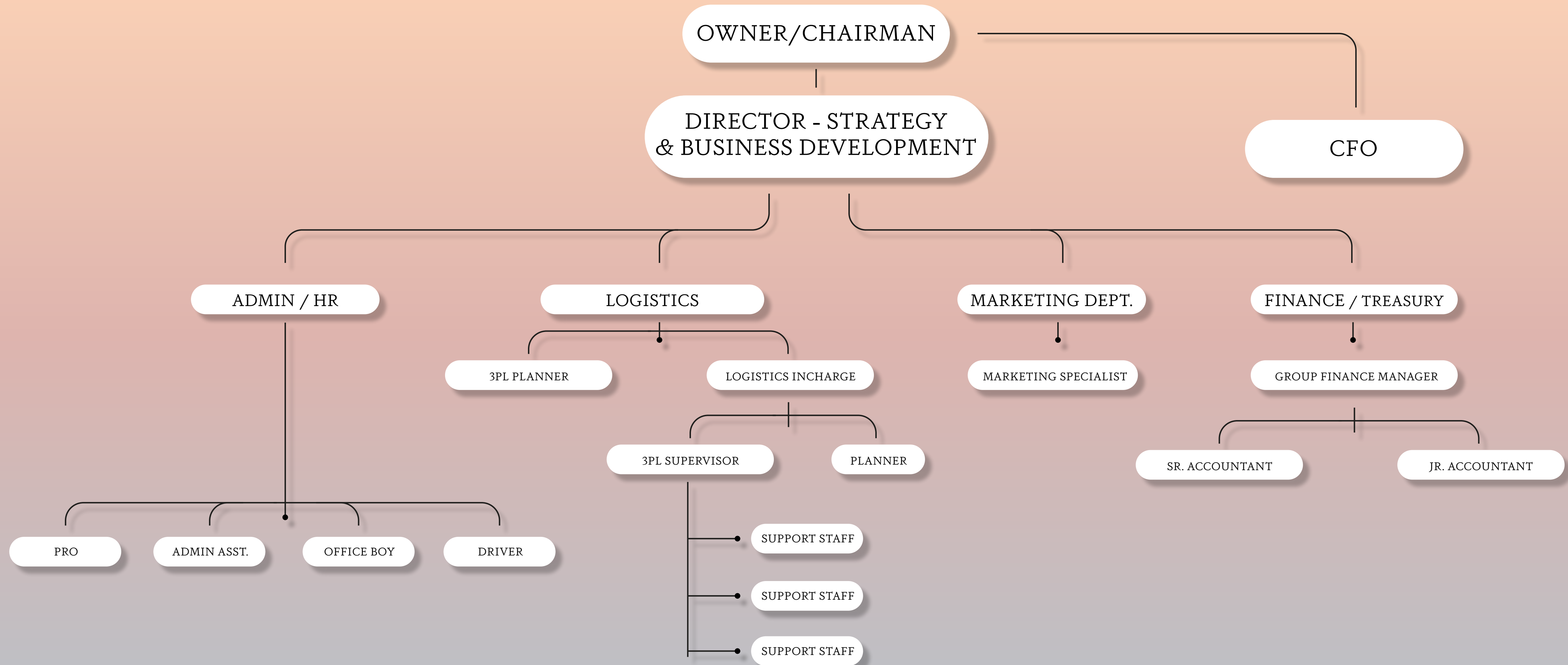
Based in Dubai Airport Free Zone, UAE, our head office serves as the backbone of our operations, specializing in key functions that ensure the smooth and efficient flow of business. As the central hub for our diverse teams, it plays a pivotal role in managing our businesses in Pakistan and Egypt.

Primarily focused on treasury management, the office oversees financial strategies, optimizes cash flow, and provides critical logistics support, ensuring we fulfill our commitments to global partners with precision and reliability.



The Team

Eleganz Luxury





DIFC, Dubai

Camicissima
M I L A N O
S I N C E 1 9 3 1

Camicissima is a prestigious Italian brand renowned for its high-quality men's shirts, defined by impeccable craftsmanship and meticulous attention to detail. We are proud to hold the franchise rights for Camicissima in the UAE and Egypt —marking a significant milestone in our commitment to expanding our footprint in the fashion apparel industry. Our journey began with the opening of the first franchise store in Dubai's DIFC Gate Avenue in December 2024, strengthening the brand's presence in the region.



Aviatek Aerospace (SPV) Ltd, ADGM, Abu Dhabi was founded in 2019 and is an Aircraft Lessor/Sub-Lessor, worldwide supplier of key aerospace services including commercial aircraft components, rotables & spare parts, engine components, engine & airframe PBH to airlines, aircraft operators and MRO (Maintenance, Repair and Overhaul).

With our head office based in Abu Dhabi- United Arab Emirates, Aviatek offers Aircraft Leasing/Sub-Leasing to Operators, aviation products and services via a network of offices and agents around the world.



PAKISTAN

PAKISTAN BUSINESSES





ELEGANZ
LUXURY

Established in May 2019, our company thrives on a rich legacy of success in Distribution of Beauty brands. Our mission is to explore and capitalize on the untapped potential of the deep and diverse beauty industry in Pakistan. We proudly partner with esteemed names such as L'Oréal, LVMH Group, Bvlgari, Hermes, EuroItalia, BPI, and Clarins, among others, solidifying our position as a leading distribution house in the region. Our commitment lies in continuously achieving milestones and setting new standards within the beauty sector.

ELEGANZ LUXURY

3 & 2 AXES



Niche



ELEGANZ LUXURY

Prestige

GIORGIO ARMANI

GIVENCHY

VERSACE

BVLGARI


HERMÈS
PARIS

LOEWE

narciso rodriguez

ISSEY MIYAKE


BRUNELLO CUCINELLI

VIKTOR&ROLF

MUGLER

RALPH  LAUREN


MICHAEL KORS

MOSCHINO

MISSONI

DSQUARED2

NAJ•OLEARI

KIENZO

LALIQUE
PARFUMS


BENTLEY


JAGUAR

DIESEL

AZZARO

cacharel

KORLOFF
PARIS

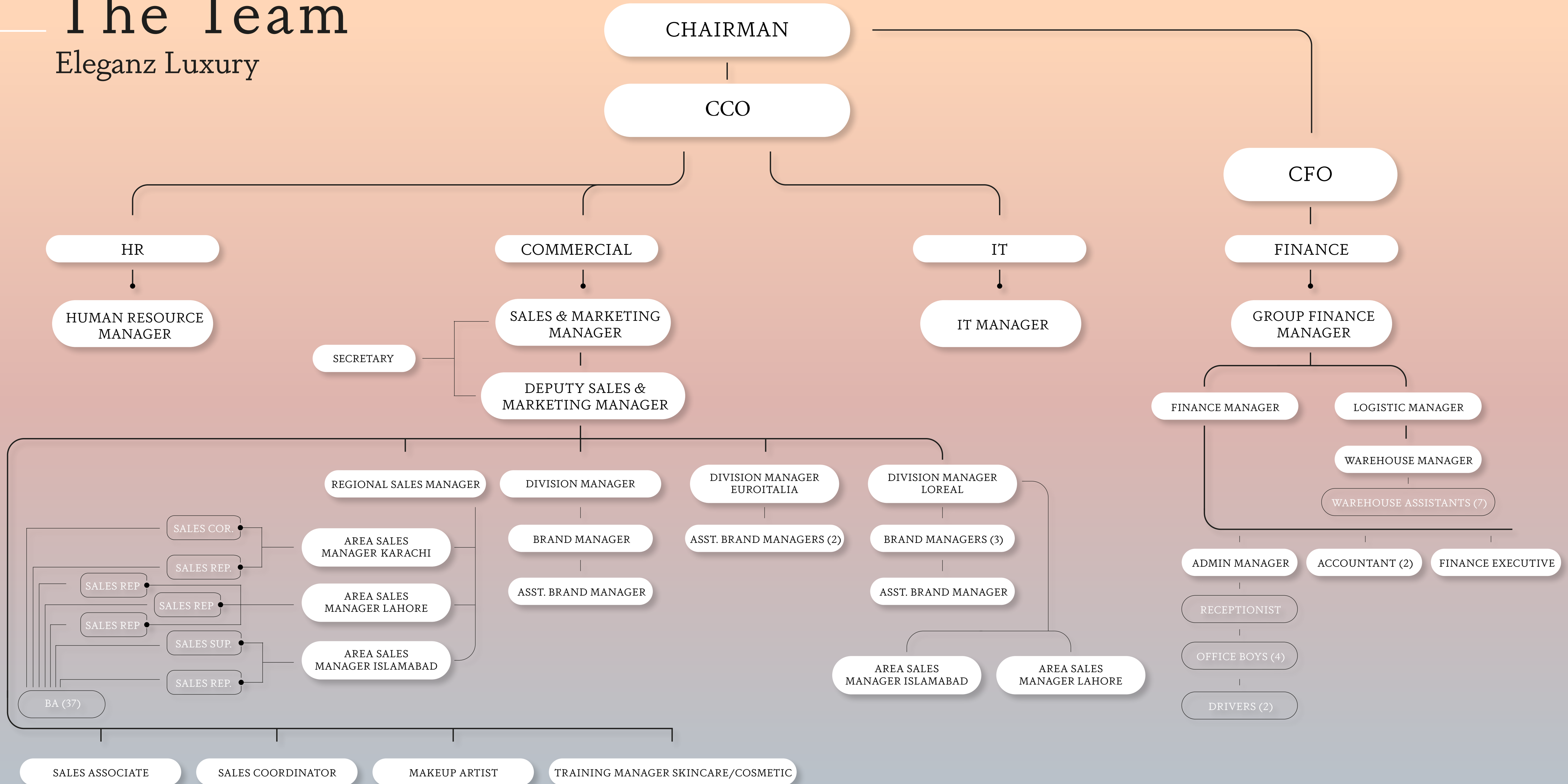
Masstige

Guy Laroche

Paloma Picasso

The Team

Eleganz Luxury





Derma Beauty Distribution is a leading dermocosmetic distribution company dedicated to introducing world-class, dermatologist-recommended skincare brands to consumers and healthcare professionals across its markets. With a strong focus on skin health, scientific innovation, and patient well-being, the company bridges the gap between medical expertise and beauty retail by delivering clinically proven skincare solutions through pharmacies, hospitals, clinics, and premium retail channels.

Partnering with L'Oréal's globally recognized brands **CeraVe** and **La Roche-Posay**, Derma Beauty Distribution combines deep market knowledge with best-in-class commercial execution, medical engagement, and consumer education programs. Through its commitment to excellence, ethical business practices, and long-term brand building, the company continues to strengthen the dermocosmetic category and improve access to advanced skincare solutions that enhance confidence and quality of life.

DERMA BEAUTY DISTRIBUTION

Derma Beauty





Dolmen Mall, Clifton, Karachi

Embark onto a new chronicle of Retail Industry within Pakistan domain, a contemporary concept of futuristic one-stop Beauty shop dawned through Malak, the Divine Beauty.

Elegantly furnished with White and Gold hues, and a state-of-the-art service technology available at the reach of its targeted clientele. The wide-range of products, made available for customer's ease of shopping with unquestionable customer-service lived by its ambassadors on floor.

Malak is spreading its wings in prime locations across major malls in Karachi and Lahore. With an ambitious plan, the brand aims to open 11 stores over the next four years, expanding its presence and redefining the luxury shopping experience.



Dolmen Mall, Clifton, Karachi



Dolmen Mall, Clifton, Karachi



Dolmen Mall, Lahore



BEAUTY RETAIL EXPANSION PLAN

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING
EXISTING						
1	MALAK	DOLMEN MALL, CLIFTON	KARACHI	4800	A	2023
2	MALAK	E-COMMERCE	NATIONWIDE	N/A	A	2023
3	MALAK	DOLMEN MALL, TARIQ ROAD	KARACHI	1000	B	2024
4	MALAK	DOLMEN MALL	LAHORE	2200	A	2024
5	MALAK	PACKAGES MALL	LAHORE	1500	A	2024
PHASE 2						
6	MALAK	CENTAURUS MALL	ISLAMABAD	2000	A	2026
7	MALAK	TBC	FAISALABAD / SIALKOT	1500	A	2027
PHASE 3						
8	MALAK	LUCKY ONE MALL	KARACHI	1500	A	2028
9	MALAK	DOLMEN MALL	ISLAMABAD	2000	B	2029

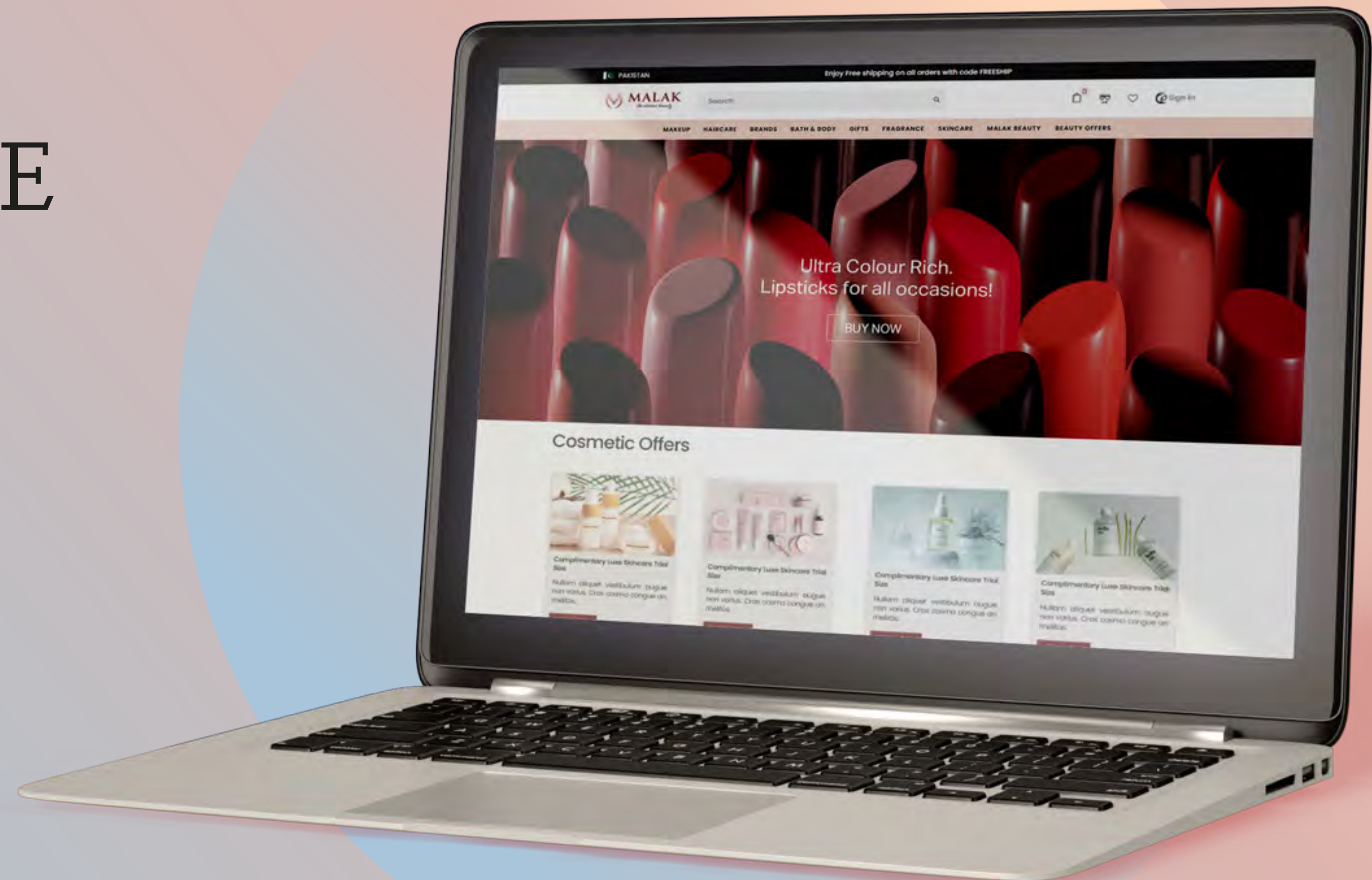
TOTAL MALAK	9 OUTLETS
TOTAL RETAIL REAL ESTATE	16,500 SQ FT



E-COMMERCE

The beauty industry has always been discovering new and vast frontiers of ecommerce with its ever evolving chemistry, and Malak has been no exception. From clean beauty to hyper-personalized skincare and cosmetics solutions, beauty makers are always looking to enhance their customer experience.

Gathering up decades of experiences, we decided to dwell deep into this everenhancing world and provide you with best beauty trends that will continue to impetus the beauty industry forward in years to come.





YVES SAINT LAURENT

In Q2 2025, our group proudly unveiled the Yves Saint Laurent Beauté boutique at Dolmen Mall, Lahore, marking a major milestone in our expansion into the luxury beauty segment. This opening brings YSL's avant-garde spirit and Parisian sophistication to one of Pakistan's most prominent retail destinations.

The YSL boutique reflects our commitment to redefining prestige beauty retail in Pakistan.



DOLCE & GABBANA

Also launched in Q2 2025, the Dolce & Gabbana Beauty boutique at Dolmen Mall, Lahore introduces a new standard of Italian glamour to the local market. Known for its bold aesthetic, the brand's cosmetics line combines Italian heritage with cutting-edge beauty innovation.

This launch underscores our group's strategic focus on bringing globally celebrated beauty houses to Pakistan's most prestigious retail platforms.



ARMANI

We are excited to announce the launch of the Armani Beauty Boutique in Q4 2025. This highly anticipated addition has further elevated our prestige portfolio, cementing our position as a leading partner for luxury beauty brands in the region.

With its sleek, minimalist design and emphasis on timeless elegance, Armani Beauty blends high fashion with high-performance cosmetics. Setting a new benchmark for refined beauty retail in Pakistan.

ALDO

As part of our ongoing expansion, we are proud to have entered the footwear and accessories industry through the acquisition of the ALDO franchise in Pakistan. Globally recognized for its stylish, high-quality footwear, handbags, and accessories, ALDO combines contemporary fashion with exceptional craftsmanship. In Pakistan, ALDO offers a curated range of trendy and versatile products that appeal to a wide array of fashion-forward customers. We currently operate four stores across the country: Dolmen Mall Clifton in Karachi, Packages Mall in Lahore, Centaurus Mall in Islamabad, and our latest addition—Dolmen Mall Lahore—opened in early 2025. With the inclusion of ALDO, we are committed to provide a premium shopping experience, blending classic and modern designs to meet the expectations of Pakistan's customers.



Centaurus Mall, Islamabad

ALDO



Dolmen Mall, Lahore



Packages Mall, Lahore



Dolmen Mall, Clifton, Karachi



The establishment and launch of K2 Airways represent a dedicated and patriotic initiative aimed at delivering seamless global cargo services.

Founded with the vision of bolstering Pakistan's economy, K2 Airways is committed to offering efficient and dependable air cargo solutions that connect businesses around the world. Our fleet is designed to handle a wide variety of cargo, from time-sensitive shipments to oversized freight, with a focus on speed, safety, and precision. We take pride in providing tailored solutions that address the unique needs of our clients, ensuring smooth and timely delivery across international routes.

Our inaugural Boeing 737-400SF aircraft arrived in Karachi on July 1, 2024, marking a pivotal milestone for K2 Airways. This addition significantly enhances our cargo capacity and frequency, allowing us to better serve both domestic and international destinations.



EGYPT

EGYPT BUSINESSES



BEAUTY

TRAVEL LUGGAGE

FASHION & ACS.

F&B

DISTRIBUTION

RETAIL

DELSEY

Camicissima
MILANO
ITALIAN SHIRTS SINCE 1931



UNITRADE



FORTUNE
It's our duty to praise your Beauty



UNITRADE

Unitrade, a subsidiary of Egypt Luxury Group based in Cairo, has been actively involved in the import, marketing, and distribution of international fragrance, makeup, skincare, and toiletry products since 1974. With a long-standing presence and experience in the industry, Unitrade has demonstrated its commitment and success in this field over the years.

In early 2021, Egypt Luxury Group expanded its reach and capabilities by acquiring Univest Group. This strategic move was aimed at further developing the distribution and retail business in Egypt. The acquisition brings on board a talented Board of Directors with extensive experience in the beauty industry in the Middle East, as well as a strong financial position for the group.

With its robust foundation and the backing of Egypt Luxury Group, Unitrade is poised to make a significant mark in the thriving beauty industry of Egypt. It aims to become a prominent emblem representing excellence and success in the market, further contributing to the growth and development of the industry in the region.

UNITRADE

2 Axes



Niche



UNITRADE

Prestige

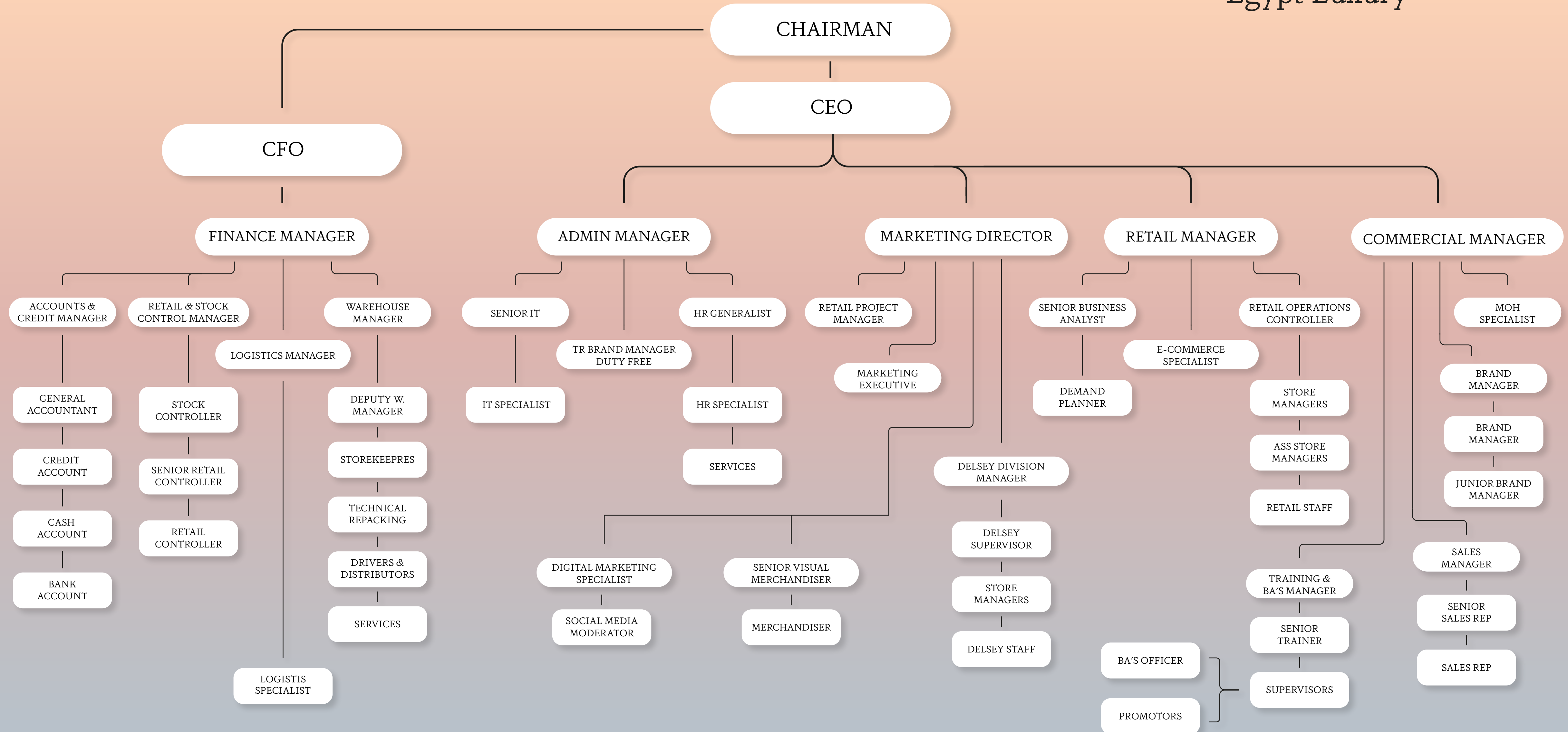


Masstige



The Team

Egypt Luxury

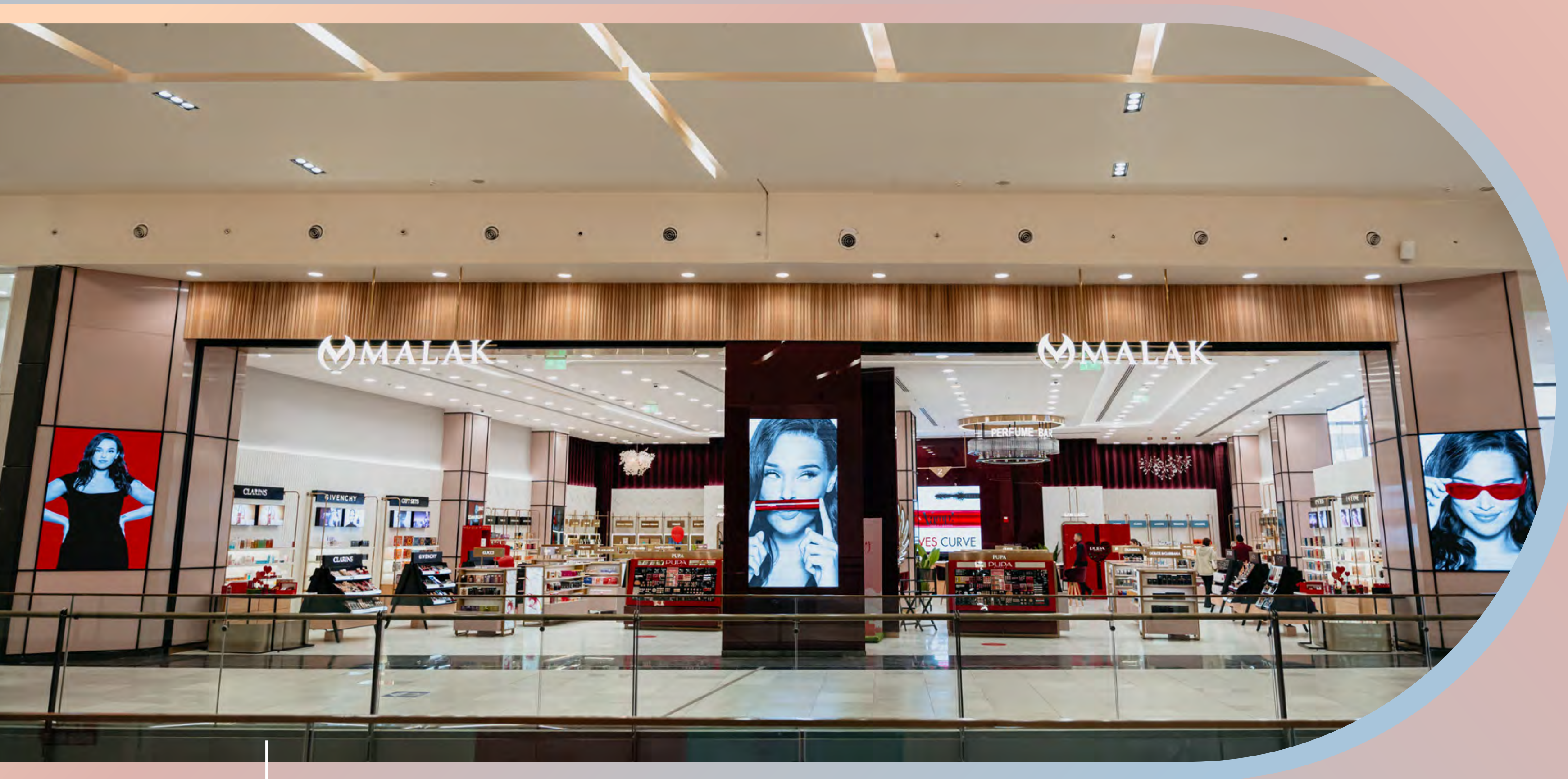




Embark onto a new chronicle of Retail Industry within Egypt domain, a contemporary concept of futuristic one-stop Beauty shop dawned through Malak, the Divine Beauty.

Elegantly furnished with White and Gold hues, and a state-of-the-art service technology available at the reach of its targeted clientele. The widerange of products, made available for customer's ease of shopping with unquestionable customerservice lived by its ambassadors on floor.

Bringing in a new language all through Luxury Retail, Malak is now open at 'Mall of Arabia' and 'Cairo Festival City' and is premiering to prime spots of major malls and shopping centers very soon.



Mall Of Arabia



Mall Of Arabia



Cairo Festival City



Cairo Festival City

FORTUNE

It's our duty to praise your Beauty



Fortune is one of the leading luxury retail stores across the Governorates of Egypt since 1997. It is a one-stop shop destination for luxurious beauty needs with a rich catalogue of products that meet the burgeoning demands of customers.

A network of 7 beauty retail stores stationed across Egypt at City Stars Mall, Lebanon Street, Nile Towers, Maxim Mall, San Stefano, Smouha, and Mall of Tanta.

Fortune paved way by embracing the new tech era and even launch its ecommerce platform, www.Fortuneegypt.com

FORTUNE

It's our duty to praise your Beauty



City Stars Mall, Cairo



Mall Of Tanta, Cairo



BEAUTY RETAIL EXPANSION PLAN

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING	CONVERT TO MALAK
EXISTING							
1	MALAK	MALL OF ARABIA	CAIRO	4800	A	2023	
2	MALAK	CAIRO FESTIVAL CITY	NEW CAIRO	2500	A	2024	
3	MALAK	E-COMMERCE	NATIONWIDE		A	Q4 2024	
PHASE2							
4	FORTUNE	CITY STARS	CAIRO	2400	A	EXISTING	2027
5	MALAK	GOLDEN GATE	NEW CAIRO	2500	A	TBC	
6	FORTUNE	SAN STEPHANO	ALEXANDRIA	1700	A	EXISTING	2028
7	FORTUNE	NILE CITY	CAIRO	750	B	EXISTING	2028
PHASE 3							
8	FORTUNE	MAXIM MALL	NEW CAIRO	750	B	EXISTING	2029
9	FORTUNE	SMOUHA	ALEXANDRIA	900	B	EXISTING	2029
PHASE 4							
10	FORTUNE	LEBANON ST, MOHANDASEEN	CAIRO	2400	B	EXISTING	2030
11	FORTUNE	MALL OF TANTA	TANTA	1000	B	EXISTING	2030
12	MALAK	ASSUITE	ASSUITE CITY	1000	B	TBC	

TOTAL RETAIL STORES	12 OUTLETS
TOTAL RETAIL REAL ESTATE	20,700 SQ FT



Cairo Festival City, Cairo



Mall of Egypt, Cairo

Camicissima
M I L A N O
S I N C E 1 9 3 1

Camicissima is a renowned Italian brand known for its premium men's shirts, crafted with exceptional attention to detail and a commitment to timeless elegance. Offering a refined blend of classic designs and modern trends, Camicissima caters to the tastes of sophisticated, fashion-forward men. We are proud to hold the exclusive franchise rights for Camicissima in the UAE, Egypt, and Pakistan—marking a significant milestone in our expansion within the fashion apparel industry. In Egypt, we currently operate two stores: one at Cairo Festival City and the other at Mall of Egypt, with plans to further grow our presence in key retail destinations across the country.



Illy Café, the iconic Italian coffee brand, is celebrated for its dedication to providing an exceptional coffee experience. With premium quality beans and precise roasting techniques, Illy has mastered the art of crafting the perfect cup of coffee. Currently, we are serving customers at Cairo Festival City, Zayed Golden Walk, and Dokki, with a new location set to open soon in Al Mazaa. To expand our global presence, we are targeting the opening of 21 additional stores across Egypt over the next five years



Cairo Festival City



AMAZING
FOOD & BEVERAGES



Dokki



Zayed Golden Walk



Zayed Golden Walk



DELSEY

Egypt Luxury Group of Companies

Delsey, creators of suitcases and emblematic luggage, has a rich heritage and it was founded in the year 1946 whereas their luggage industry took off into the world of travel in the year 1970.

As this retail revolutionize their luggage world with successive launch of travel items, the first Delsey Travel Accessories Retail Store hit the land of Egypt in the year 2003.

The journey starts grandiosely and have increased its Point of Sales to 8 boutiques across the country that can be found at City Stars Mall, City Centre Al Maza, Mall of Arabia, Mall of Egypt, Nile City Towers, Lebanon Street, Open Air Mall Madinaty and Alexandria City Centre. In anticipation of customer's needs, Delsey Retail houses a brimming suite of products that makes the lives of globe-trotters simpler and better.



SOUTH AFRICA



EASTERN ACOUSTICS



The company offers wide range of musical instruments of high-end brands and is famous in event management for Artists around the globe. A partnership venture with South African nationals.



THANK YOU