

HOMART
— Making Life Better —

一次非洲，一生非洲

Once Africa, Always Africa

Africa

Africa covers an area of approximately 30.2 million square kilometers (land area), 20.4% of the global total land area, and is the second largest continent in the world with **54** countries and a population of about 1.3 billion.



Into Africa, Into Homart

- About HOMART
- Market Distribution
- Business Scope



Enterprise Introduction

GUANGZHOU HOMART INDUSTRIAL CO.,LTD

About HOMART



VISION: To become an influential and respected real estate company in Africa within 10 years

Guangzhou Homart Industrial Co., Ltd. was founded in 2007 and headquartered in Guangzhou, China. In May 2018, we successfully listed on the Guangdong Stock Exchange Center (stock code: 880092). Over the past decade, we have been focused on the African market and constantly innovating. Currently, we have developed into a comprehensive multinational enterprise. Our main business is building materials trade and real estate development, and we are involved in logistics, U-PVC/PPR pipe production, hotels, supermarkets, restaurants, furniture stores, and construction. We have established subsidiaries in multiple African countries, including Kenya, Rwanda, Uganda, Burundi, Malawi, Côte d'Ivoire, Mali, Ethiopia, Congo (DRC), Zimbabwe, Tanzania and Zambia.

We own the brand "HOMART" and specialize in channel sales of ceramic tiles, sanitary ware, and daily necessities. We distribute well-known brands such as HONGYU CERAMICS, ROMANTIC CERAMICS, FAENZA, EAGLE CERAMICS, LESSO, VIDA, 3TREES, and JOMOO under concession.

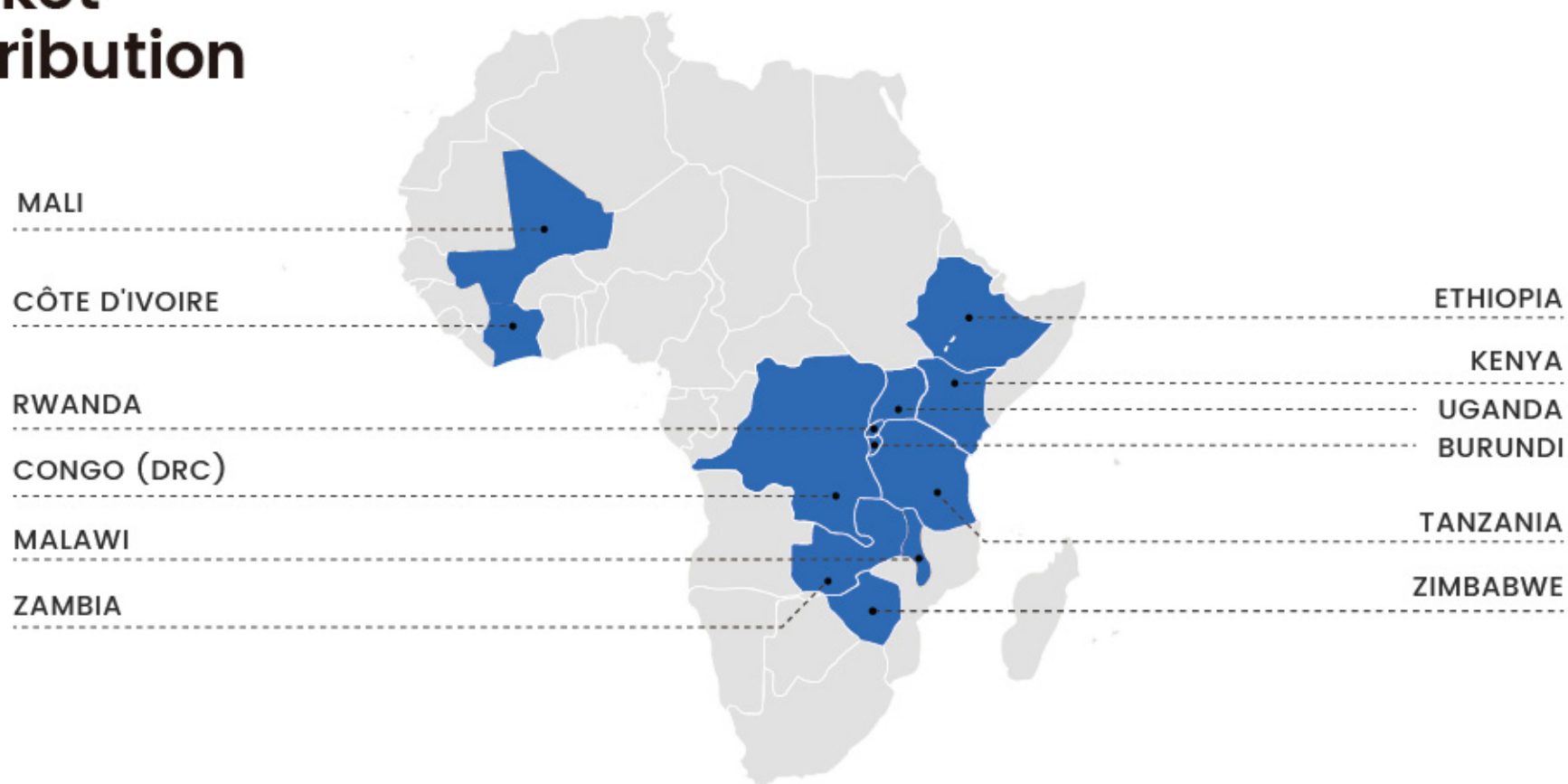
As the African economy rapidly develops and fierce market competition persists, we have dared to accept the challenge and strive to surpass ourselves. In 2014, we formally entered the real estate industry, expanding our business scope to include project planning, construction, architecture, property management, and more. We have successfully developed projects such as Kigali Plastic Industrial Park, Phoenix Plaza Apartment, Rose Garden Private Apartment, Elizabeth Golf Apartment, Phoenix Villa, Deco Center Complex, Jumbo Industrial Park, Greenland Plaza Complex, Rosewood Residences, and Opulent Park. We are also preparing to develop projects such as Union Plaza Complex, Rosewood Residences Phase II and Homart One-Stop Building Materials & Furniture Center. Stay tuned for more updates.

Our real estate projects will prioritize enhancing intrinsic value through attention to detail, while integrating landscape and humanity into residential design. We are committed to creating multiple urban landmarks and establishing ourselves as a renowned and influential real estate company in Africa in the coming ten years.

We always adhere to the business philosophy of "promoting social progress, achieving customer value, and helping staff grow." With our grand vision of "becoming the industry benchmark and advancing the development of Africa," we actively respond to our country's strategic policies of "going global" and "Belt and Road Initiative," and continue to move forward.



Market Distribution



*So far, HOMART has expanded its operations to **12** African countries.

Business Scope

BUILDING MATERIALS TRADING | REAL ESTATE DEVELOPMENT | INDUSTRIAL PARK | PLASTIC PRODUCTS MANUFACTURING
LOGISTICS AND TRANSPORTATION | HOTELS | SUPERMARKETS | BRAND FURNITURE OUTLETS | STATIONERY SHOWROOMS
CONSTRUCTION AND DECORATION ENGINEERING

*As of now, there are over **27⁺** corporate brands that have been established.

 HOMART — Making Life Better —	 KIGALI PLASTICS LTD	 KIGALI CERAMICS LTD	 Deco Center	 LE FUTUR SARL	 LILONGWE CERAMICS LIMITED	 Dynamic Company Limited	 DREAM CREATOR
 DIX LE DIX SARL	 HOUSE MATE GENERAL LTD	 Peninsula SUPERMARKET	 PHOENIX PLAZA	 Rose Garden	 ELIZABETH AMENITY	 PHOENIX VILLA	 Solution Logistics Ltd
 link	 DECO CENTER	 GREENLAND	 JUMBO	 UNION PLAZA	 FRONTLINE	 SIRIUS Logistics Limited	 Rosewood RESIDENCES
 THE RESIDENCE by Opulent	 HYPER AUTO	 Finbridge Capital					

Building Materials Trading

With 19 years of experience deeply rooted in the trading industry, we have expanded to **12** African countries.

Our "Homart" brand offers a wide range of products including building materials, sanitary ware, hardware, daily necessities, and more.

A diversified and comprehensive trade and industrial structure

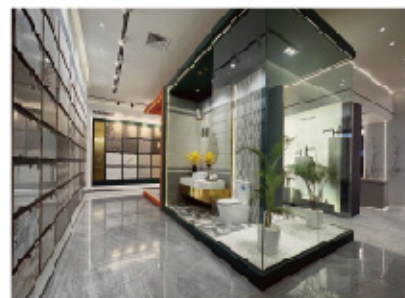
- Leveraging brand image and influence
- Collaborating with global strategic brand supply chain
- Expanding market share through information asymmetry and cognitive difference and local centralized procurement

There are now more than **2,000** distributors in Africa

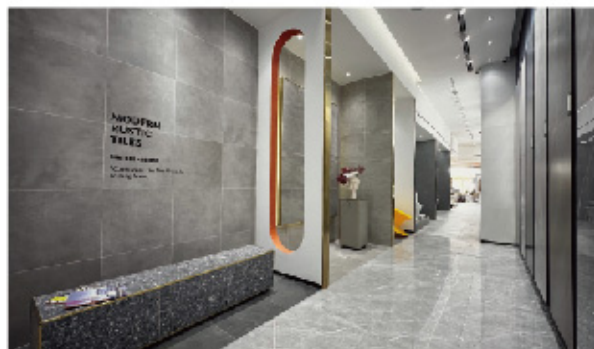


Kenya | Rwanda | Burundi | Uganda | Malawi | Côte d'Ivoire | Mali | Congo (DRC)
Zimbabwe | Zambia

HOMART
— Making Life Better —



High-end Building Materials Showrooms



Kenya Hongyu Ceramics Showroom | Rwanda Kigali Ceramics Showroom | Burundi Deco Center | Uganda Romantic Ceramics Showroom
Uganda Homart Showroom...

Industrial Park



Plastics Industrial Park

- Completed in 2014

Jumbo Industrial Park

- Phase I Completed in 2022
- Phase II Completed in 2025

Plastic Product Manufacturing

Market Status

Infrastructure in Africa is now in full swing.

The demand for plastic pipe, fittings and decorative materials for construction use is enormous.

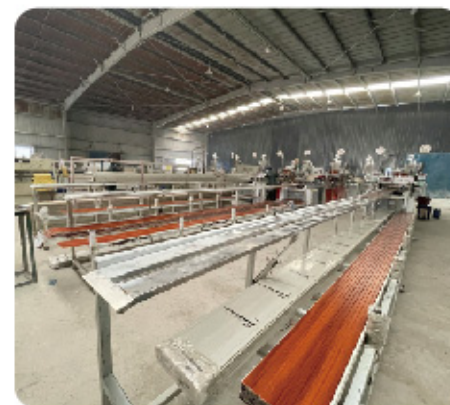
The upstream and downstream industrial chains is very suitable for local production.

Plastic Products Factory

The first production line was launched in 2014.

So far, 19 production lines have been put into operation

Looking ahead, we plan to invest in more production lines to increase the production of more household plastic products, providing customers with more cost-effective and high-quality products.



Real Estate Development

Country Investment Advantages

In accordance with the World Bank's *Business Ready* 2024 report, Rwanda ranks first in Africa in terms of the business environment.

Preferential policies for investment

The nation has an open/positive attitude towards investors.

Political stability & Unique geographical position

It can cover Burundi, Congo (DRC) and other eastern African countries, with a consumer market of 50 million people.

Homart Real Estate Advantages

Possess expertise in multi-business format construction and mature operation experience

Since 2013, have been involved in a range of construction projects, from factories/warehouses to hotels/apartments and commercial buildings.

Pioneered a post-sale condominium management or leaseback model in the eastern African region

Offer annual rent return rate rates for property owner of not less than 8%, and the property appreciation ranging at around 5% per year.



Phoenix Plaza Apartment | Rose Garden Private Apartment | Elizabeth Golf Apartment
Phoenix Villa | Greenland Plaza Complex | Deco Center Complex | Rosewood Residences
Opulent Park

In Preparation:

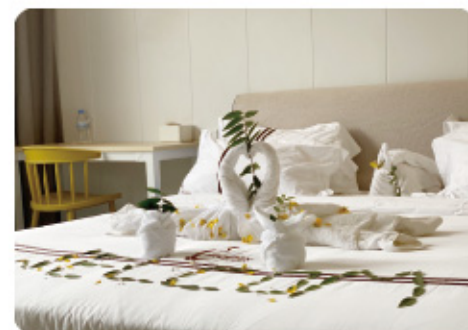
Union Plaza Complex | Rosewood Residences Phase II | Homart One-Stop Building Materials & Furniture Center



Real Estate Development



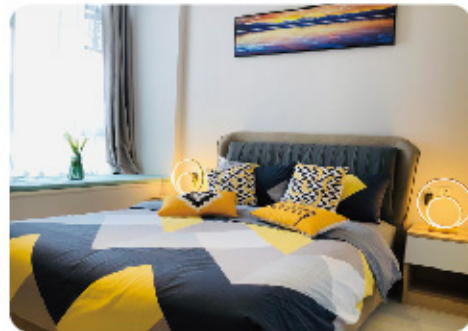
Phoenix Plaza Apartment





Real Estate Development

 Rose Garden Private Apartment

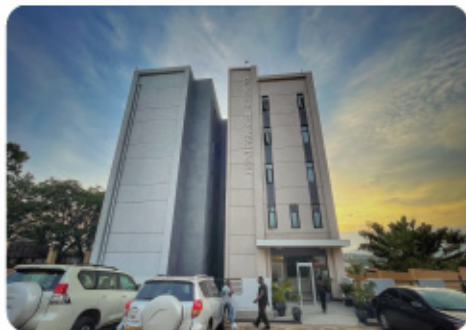




Real Estate Development

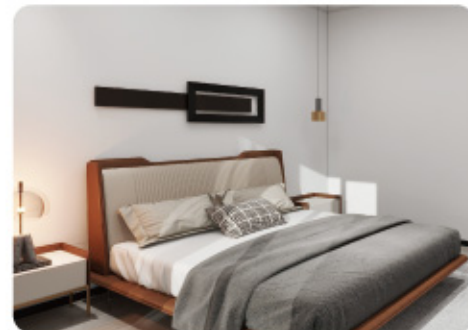


Elizabeth Golf Apartment





Phoenix Villa





**Greenland Plaza Complex
(Phase I & Phase II)**





Real Estate Development



Rosewood Residences





Real Estate Development



Opulent Park





Real Estate Development



Greenland Plaza Complex
(Phase III)





Deco Center Complex

Real Estate Development





Real Estate Development



Union Plaza Complex



Hotels

The business chain hotel model is still in its early stage of development in Africa's hotel industry.

The continent hosts numerous international and regional conferences and events, which pose certain challenges such as:

- Limited budget (Five-star hotels are expensive)
- Few suitable venue options (as most three-star and four-star hotels are independently operated and have limited rooms)
- Long meeting duration (usually lasting 3-5 days, with attendees preferring rooms equipped with living facilities like kitchens and washing machines)

Advantage for Link

- Managed by a professional hotel team with extensive industry experience.
- Owned around 650 self-operated rooms that cater to the middle and high-end markets and can accommodate groups of various sizes.
- Fully equipped with facilities such as laundries, restaurants, gyms, swimming pools, etc.
- Maintains an average occupancy rate of over 80%.

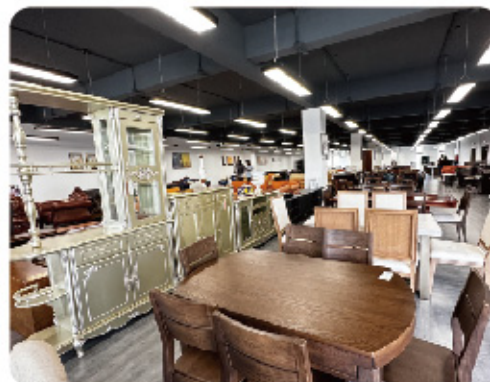


Brand Furniture Outlets

Kigali Flagship Showroom

Add:

2F-3F, Deco Center Complex,
No 2, KG 12 Avenue, Nyarutarama, Kigali



Construction and Decoration Engineering

We offer comprehensive finishing and renovation engineering services that includes design, construction, materials, soft decoration, furnishing and after-sales support.

We aim to offer our customers a diverse range of high-quality choices and a hassle-free one-stop experience.

Advantage for Homart Service

- Over 19 years of experience in building materials trade and over 13 years of experience in real estate development
- High-quality professional team
- High-end building materials home experience showroom
- Ability to provide overall project delivery services



Supermarkets



Our supermarket division was established in 2016, with the opening of our first supermarket. Since then, we have expanded and currently operate five supermarkets in the region.



— **THANK YOU** —

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Thank you for your reference.