

Version - March 2020

Building Africa with Pride

About the Safal Group

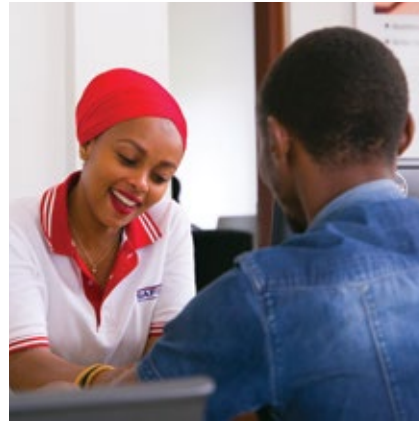
The Safal Group is Africa's largest supplier of Building Solutions that offer superior quality and lasting value to millions of customers on the continent.

Businesses in Eastern and Southern Africa supply a diverse range of markets and customers with brands that are trusted to perform, and are market leaders in their field.

The Safal Group has two fields of core expertise:

- Safal Technology, used in its Metal Coating businesses
- Safal Engineering, used in its Building Solutions businesses





The Safal Coated Steel businesses manufacture metal-coated and colour-coated steel which is specifically produced for use in African conditions.

The Safal Building Solutions businesses transform the coated steel into a range of proprietary products such as sheeting and cladding systems, light steel trusses and decking, and even entire steel buildings ready to erect on site.

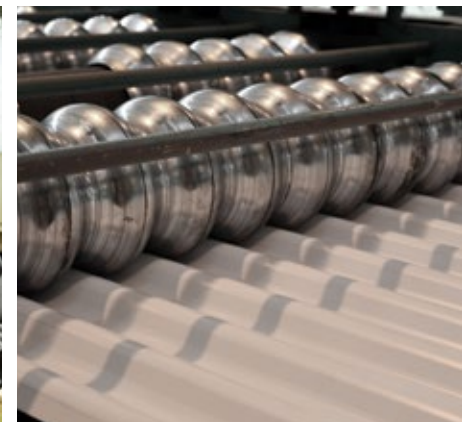
All Safal products are proudly designed and made in Africa with pride and care to world-class standards of performance. They are sold under respected brands that are trusted to deliver durability and long-term value.

*8 Countries
36 Operations
60 Years'
Experience*

A Proud Heritage

The Group opened its first manufacturing facility in Mombasa, Kenya in 1962. In 2003, all operating companies were reversed into the current holding company called Safal Investments Mauritius Limited, referred to as the Safal Group.

Today, the Safal Group manufactures a wide range of building solutions for the fast-growing construction markets of East Africa, exporting inwards to all adjacent countries in the greater region.





“ We will continue this journey by expanding our manufacturing into as many new countries in Africa as are feasible where we can continue to provide the best service and quality to our customers and the end users of our products.”

Dhiru P Shah, a founder of the Safal Group

The insights and experience gathered over a period of 60 years and more enable the Safal Group to stay at the forefront in providing premier building systems and solutions that are backed up by decades of technical, design and engineering expertise.

The Safal Group is Building Africa with Pride

The Safal Group is firmly rooted in Africa, committed to making products that are ideally suited to African needs and purposes, and doing so in a sustainable and ethical manner that will leave our planet intact for future generations.

Our Vision:

An Africa built with pride.

Our Mission:

To deliver trusted building solutions that are made with pride and care to provide superior customer value.

Our Values:

The Safal Way enshrines our values, which are:

- A strong customer focus
- Excellence in all we do
- Partnerships for shared success
- A commitment to Ethics and Compliance
- To care for our Employees, our Communities, and the Environment





DUMURANGI

DUMUZAS

FIXTITE
FASTENERS

Lifestile

MaxCover

RESINCOT

VERSATILE

Brands that Stand for Quality

All Safal products are sold under brands that stand for quality and promise enduring value.

Its brands ensure that Safal Group products are identifiable and traceable, can attract warranties and are assured to deliver on the quality promises made to customers.

Projects pictured: The 1054 in Port Elizabeth, South Africa, and a private residential property with Versatile sheeting in Rwanda.

Coated Steel is Made Specifically for African Conditions

The Safal Group makes a variety of Coated Steel products which are renowned for their quality and innovative aesthetics.

The Safal Group's 3 metal coating plants are strategically situated in Kenya, Tanzania and South Africa to service the entire Southern and Eastern seaboard of Africa, exporting inwards to all adjacent countries in the greater region.

*“Safal Technology”
is the backbone of this
pillar of the Group*





Steel is coated with an aluminium-zinc metallic alloy recognised as the world's most advanced technology to deliver an extended service life to steel. It is sold under the brand name **Zincal**®.

Colour coated **Zincal**® is sold as **Colorplus**®, **Optima**® and **DumuRangi**® in a range of colours and finishes which are both durable and beautiful. The colour coating process uses paints specifically tailored to perform in the challenging African climate.

Safal Coated Steel products are used for a wide range of applications from sturdy industrial sheeting, to rainwater goods, high tensile lightweight steel trusses, residential roofing, and even entire steel structures in pre-engineered formats.

Building Solutions Offer Lasting Value

Safal Group Building Solutions businesses provide customers with the assurance of superior quality, which translates to lasting value and peace of mind.

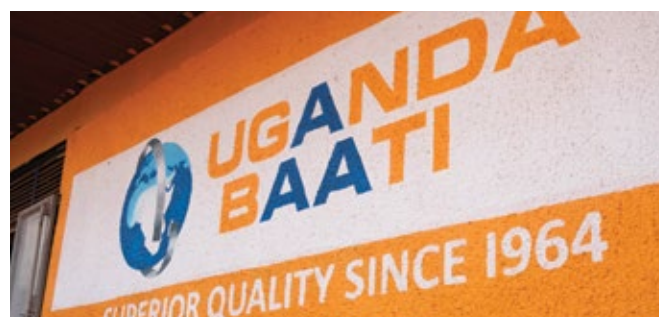
Roofing and Cladding Systems:

The Safal Group is the largest producer of metal roof sheeting in Africa. Sheeting is offered with a complete range of accessory products as part of a Safal-warranted cladding and roofing system.

- Quality assured accessories include Fixtite fasteners, Safftherm Insulation, RainGain water goods, tailor-made ventilators and louvres, and more.

*“Safal Engineering”
is at the heart of its
Building Solutions
businesses*





Specialist Building Solutions:

A select range of specialist solutions provide modern and sustainable alternatives to traditional building practices.

- The SafBuild brand offers lightweight steel roof trusses, steel formwork for flooring, and entire pre-engineered steel buildings which are sold ready to erect on site, saving both money and time in construction.
- Proprietary design software called SafDesign creates bespoke buildings for specific applications. The output is a complete list of specified components, which are costed, manufactured, assembled and shipped to customers as a complete unit.

All Safal Group products are fully supported by technical expertise, providing peace of mind to installers, end users and building owners.

Taking Corporate Responsibility

The Safal Group lives by its values of being a responsible and involved corporate citizen.

The Safal Group's Social Investment programmes are primarily focused on the communities in which it operates, particularly those most affected by poverty and social disadvantage. Its programmes focus on three areas in which it can make the greatest impact: **Education, Health and Shelter**.

The fourth leg of the Group's Corporate Responsibility programme focusses on the Environment. Best manufacturing practices are applied to minimise the impact of the Group's manufacturing processes. Additional initiatives focus on reforestation, land rehabilitation, recycling and resource protection.





Safal in its Communities

The Safal MRM Foundation works across East Africa. It funds the Mabati Technical Training Institution, which provides vocational training to underprivileged youth, giving them the skills to earn a living to support themselves and their families.

The Foundation also runs the Mabati Medical Centre.

Further clinics have been established at other Safal Group operations, helping to build healthier, more productive communities. Larger projects include:

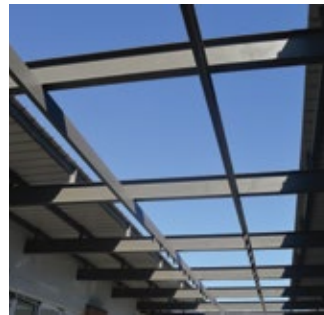
- The Chandaria Medical Clinic in Uganda
- The ALAF Dispensary in Tanzania
- The Safal Steel Clinic in South Africa

Steel and Sustainability

Coated steel is the most widely used cladding material in the world. Its strength, versatility in design, and eco-credentials, make it the preferred choice worldwide for durable and sustainable buildings.

And at the end of its life, steel is 100% recyclable - preserving the earth's precious mineral resources for future generations.

- Over 40% of all steel used worldwide is produced from recycled material.
- As a modern alternative to wood, the use of steel in construction is helping to reduce deforestation and water use.
- Steel roofs are the ideal material to support solar harvesting and water harvesting, reducing the carbon footprint of the built environment.





“We strive to make ours a business that can help build the future of Africa, by manufacturing ethical products, establishing strong brands and growing with our markets. We believe that by grasping the reality of Africa’s challenges as well as its opportunities, we can make a positive impact, and succeed together today and tomorrow.”

Dr Manu Chandaria, Chairman Emeritus, Safal Group



- *Africa's largest manufacturer of steel roofing*
- *The continent's first producer of aluminium-zinc coated steel*
- *2 500 people employed in 8 countries*
- *Africa's most loved and trusted roofing brands*

In all its processes and practices, through its products and its people, in its business performance and its ethics, the Safal Group continually strives to **Build Africa with Pride.**

www.safalgroup.com

ETHIOPIA | KENYA | MALAWI | NAMIBIA | RWANDA | SOUTH AFRICA | TANZANIA | UGANDA

