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DIAMOND INVESTMENT PLC

COMPANY PROFILE

Diamond Investment Group



ABOUT US



Experience the power of diversification with Diamond Investment Group PLC. Since 2015, we've built a robust Ethiopian conglomerate, transforming from import-export specialists into leaders across agriculture, manufacturing, hospitality, and soon, real estate. We leverage modern technology and ethical practices to drive quality, efficiency, and sustainable growth for Ethiopia and beyond.

Supported by our sister company, DEDARARO Mining Products and Sales PLC, founded in 2014, which shares a similar mission.

MISSION

To deliver high-quality products globally while maintaining sustainable and ethical practices that benefit our stakeholders and the environment.

VISION

To be a leader in the global market by continuously innovating and expanding our products while maintaining our commitment to excellence and social responsibility.





STRATEGIC PLANNING

Diamond Investment Group PLC's strategic planning is anchored in diversification, technological integration, and market leadership.

Our approach involves:

- > Market Penetration & Expansion: Deepening our market share in existing sectors (e.g., import-export of key commodities) while strategically identifying and entering new high-growth areas.
- > Vertical Integration: Optimizing supply chains and increasing control over product quality and cost by integrating backward (e.g., agricultural farming) and forward (e.g., food processing, retail cafes).
- > Technological Advancement: Investing in cutting-edge machinery and technologies across all divisions, from agricultural development to construction material production, to enhance efficiency, productivity, and product quality.
- > Human Capital Development: Attracting, retaining, and developing top talent to foster a culture of innovation, excellence, and continuous improvement.
- > Brand Building: Continuously strengthening the "Diamond" brand through consistent quality, exceptional service, and effective marketing across all business units.



FINANCIAL OVERVIEW & PROJECTIONS

Diamond Investment Group PLC commenced operations with a substantial initial investment capital of 1,000,000,000 ETB, demonstrating a strong financial foundation and a clear commitment to large-scale operations.

Our Financial Trajectory: Diamond Investment Group is poised for aggressive, consistent growth, driven by our unique market position and diverse ventures. We're maximizing returns through:

- > **Global Export Expansion:** Capturing new high-demand markets for coffee, khat, and various beans.
- > **Infrastructure Catalyst:** Meeting Ethiopia's burgeoning demand for heavy construction machinery and materials.
- > **Hospitality & Retail Dominance:** Scaling the proven success of Diamond Hotel and the nationwide reach of Caramel Cafe.
- > **Agricultural Productivity:** Boosting yields to meet both export and processing needs.
- > **Real Estate Value Creation:** Unlocking significant capital appreciation from our upcoming developments.
- > **Mining Sector Powerhouse:** Leveraging **DEDARARO Mining**'s contributions for substantial new revenue.

These strategic drivers ensure a strong upward trajectory in profitability, fueling ongoing expansion across all divisions.

1. EXPORT EXCELLENCE

Diamond Investment Group PLC is deeply rooted in the export sector, recognized for its exceptional financial strength, unwavering commitment to contractual fulfillment, and a sterling reputation as one of the most reliable and trustworthy entities in the industry. Our extensive network and rigorous quality control processes ensure that only the finest Ethiopian products reach global markets.

Our primary export destinations span across three major continents, Europe, Asia and North America.



1.1. COFFEE



Ethiopian coffee, the birthplace of Arabica, is renowned worldwide for its rich aroma, complex flavors, and exceptional quality. We are committed to exporting premium quality coffee sourced from renowned regions known for their rich and aromatic beans. Our coffee exports are meticulously graded and include varieties from the regions of Limmu, Sidama, Lekemti, Yiergacheffe and Jimma known for their distinctive flavor profiles.

Our exports have reached multiple international markets, including Asia (Predominantly China, Hong Kong), Europe and North America ensuring that our coffee meets global standards of quality and taste.

We pride ourselves on fulfilling contracts and ensuring timely deliveries, meeting our clients' expectations consistently and effectively.

1.2. KHAT

As a significant agricultural commodity in the region, Khat represents a key export for Diamond Investment Group. We adhere strictly to international regulations and ethical trade practices in the sourcing and export of fresh Khat leaves. Our efficient logistics ensure rapid delivery, maintaining the product's freshness and quality upon arrival at destination markets.



1.3. BEANS



Diamond Investment Group is a major exporter of a wide variety of high-quality Ethiopian beans, which are increasingly sought after globally for their nutritional value and versatility. Our portfolio includes:

- > Soybeans: Highly valued for their protein content and use in various food and industrial applications.
- > Chickpeas: A staple in many cuisines, prized for their texture and nutritional benefits.
- > Black Beans: Popular for their distinctive flavor and health benefits.
- > And Others



Our beans are meticulously sorted, cleaned, and packaged to meet stringent international quality standards.

2. IMPORT SOLUTIONS

In addition to our strong export capabilities, Diamond Investment Group PLC also serves as a vital conduit for importing essential goods and machinery into Ethiopia, supporting the nation's rapid development and consumer demand.



2.1. HEAVY DUTY MACHINERIES



Recognizing the critical need for robust infrastructure development in Ethiopia, we are a leading importer of heavy-duty construction machinery. Our extensive range includes:

- > Excavators: For digging, trenching, and material handling in large-scale projects.
- > Trucks: Including dump trucks, cargo trucks, and specialized transport vehicles for construction and logistics.
- > Loaders: Wheel loaders and backhoe loaders for material loading and site preparation.
- > Other Construction Equipment: Such as bulldozers, graders, and compactors, essential for various civil engineering and building projects.

• We source machinery from reputable international manufacturers, ensuring high performance, durability, and availability of spare parts to support our clients' operational needs.

2.2. CONSTRUCTION MATERIALS

Complementing our machinery imports, we also supply high-quality construction materials crucial for building and infrastructure projects across Ethiopia. Our offerings include:

- > Steel Bars: Rebar of various grades and sizes, essential for reinforced concrete structures.
- > Aluminum Frames: High-quality Aluminum for diverse construction applications.
- > Other Building Materials: Including insulation products, and finishing products as per market demand.

We ensure that all imported materials comply with relevant international and local standards, contributing to the structural integrity and longevity of construction projects.



2.3. PREMIUM ALCOHOLIC BEVERAGES



Responding to the growing demand for diverse consumer goods, Diamond Investment Group also imports a selection of premium alcoholic beverages to cater to the discerning tastes of the Ethiopian market. Our portfolio includes:

- > Whisky: A wide range of international whiskies, from single malts to blended Scotch and bourbons.
- > Vodka: Various premium vodka brands, known for their purity and versatility.
- > Other Spirits: Including gin, rum, and liqueurs, offering a comprehensive selection for the hospitality sector and retail consumers.

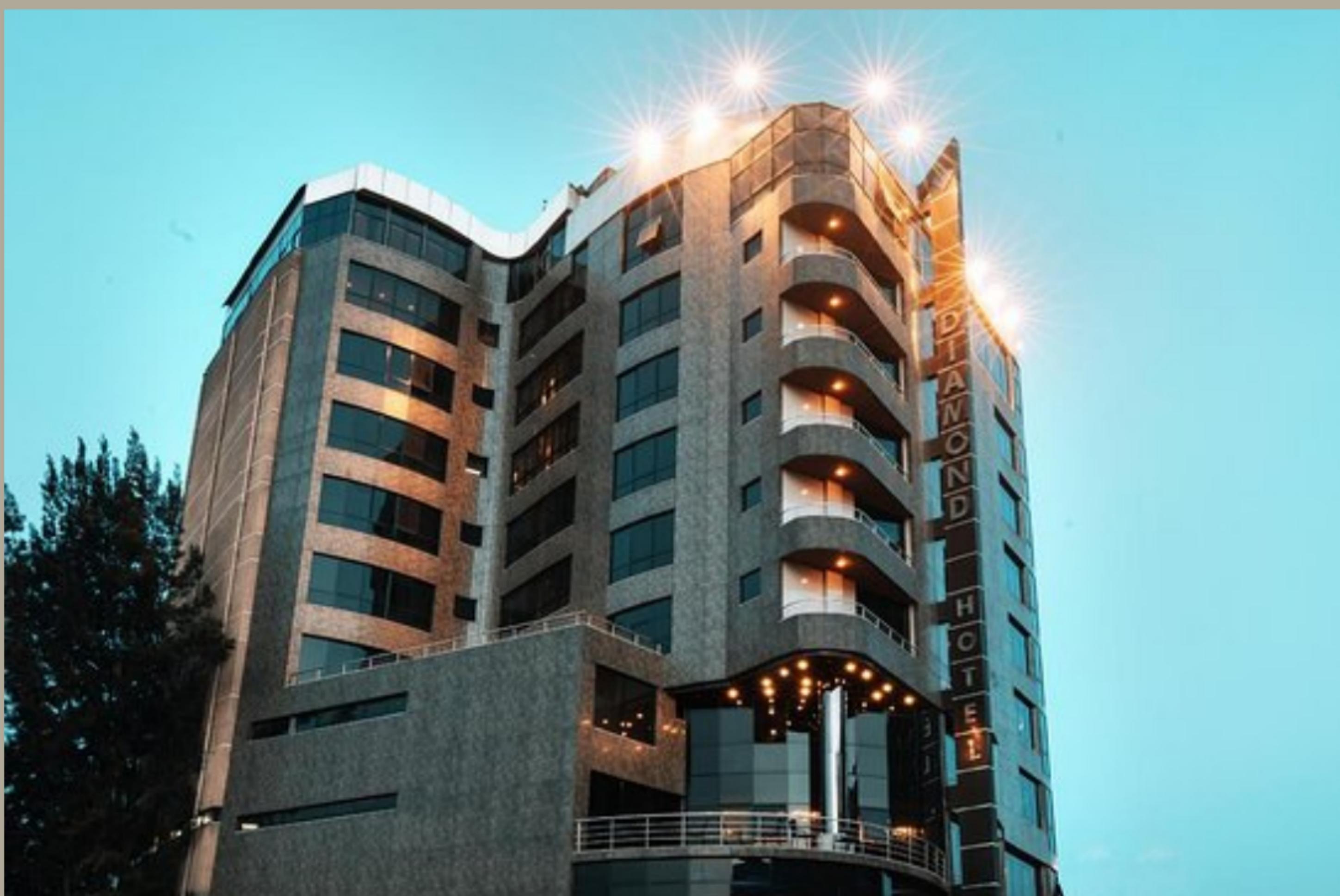
We ensure all imported beverages meet strict quality control standards and are legally compliant for distribution within Ethiopia.

3. HOSPITALITY & RETAIL EXCELLENCE

Diamond Investment Group has made a significant mark in the hospitality and retail sectors, providing premium services and products that enhance the quality of life for its customers.



3.1. DIAMOND HOTEL



The Diamond Hotel stands as a landmark of luxury and comfort in Ethiopia. This well-known 4-star establishment offers an unparalleled guest experience, combining sophisticated design with warm Ethiopian hospitality. Guests can enjoy a wide array of services including:

- > Elegant Accommodations: Lavishly furnished rooms and suites designed for ultimate comfort and relaxation.
- > Fine Dining Restaurants: Offering diverse culinary experiences, from traditional Ethiopian dishes to international gourmet cuisine.

- > State-of-the-Art Conference Facilities: Equipped for business meetings, conferences, and social events of all sizes.
- > Recreational Amenities: Including a modern fitness center, serene spa, and inviting swimming pool.
- > Exceptional Service: Delivered by a dedicated and professional team committed to exceeding guest expectations.

The Diamond Hotel is a preferred destination for both business travelers and tourists seeking a memorable stay in Ethiopia.



3.2. BREAD AND PASTRY PRODUCTION

Integral to the Diamond Hotel's reputation, our in-house bread and pastry production unit is renowned for its artisanal quality and delightful variety. Utilizing the finest ingredients and expert bakers, we produce a wide range of freshly baked goods, including:

- > Artisan Breads: Sourdoughs, baguettes, and various specialty loaves.
- > Decadent Pastries: Croissants, cakes, tarts, and a selection of sweet treats.
- > Custom Confections: For events and special occasions.



3.3. CARAMEL CAFE



Caramel Cafe, a proud venture of Diamond Investment Group, has rapidly become a beloved coffee shop chain with branches conveniently located all across Ethiopia. Renowned for its inviting ambiance, friendly service, and, most importantly, its exceptional coffee, Caramel Cafe has captured the hearts of many. Each cafe offers:

- > Premium Ethiopian Coffee: Expertly brewed from the finest local beans.
- > Freshly Baked Goods: A selection of pastries and breads, often supplied by our central production unit.
- > Comfortable Settings: Ideal for meetings, relaxation, or quick grab-and-go.
- > Consistent Quality: Ensuring a delightful experience at every location.



4. AGRICULTURAL DEVELOPMENT

Diamond Investment Group is deeply immersed in the agricultural industry, recognizing its pivotal role in Ethiopia's economy and our own supply chain. Our agricultural division is dedicated to modern farming practices, optimizing yield, and ensuring the highest quality produce for both domestic consumption and export.



We specialize in:

- > Coffee Farming: Cultivating premium Arabica coffee beans on our own farms, employing sustainable and environmentally friendly methods. This vertical integration ensures control over the quality of our primary export commodity from seed to cup.
- > Species Cultivation: Beyond coffee, we are engaged in the cultivation of other high-value agricultural products, including various types of beans and pulses, using modern agricultural development machineries and technologies to enhance productivity, efficiency, and resource management. This includes advanced irrigation systems, mechanized planting and harvesting, and precision agriculture techniques to maximize output and minimize environmental impact.

Our commitment to agricultural development extends to research and adoption of best practices, contributing to food security and economic empowerment within rural communities.



5. MINING VENTURES

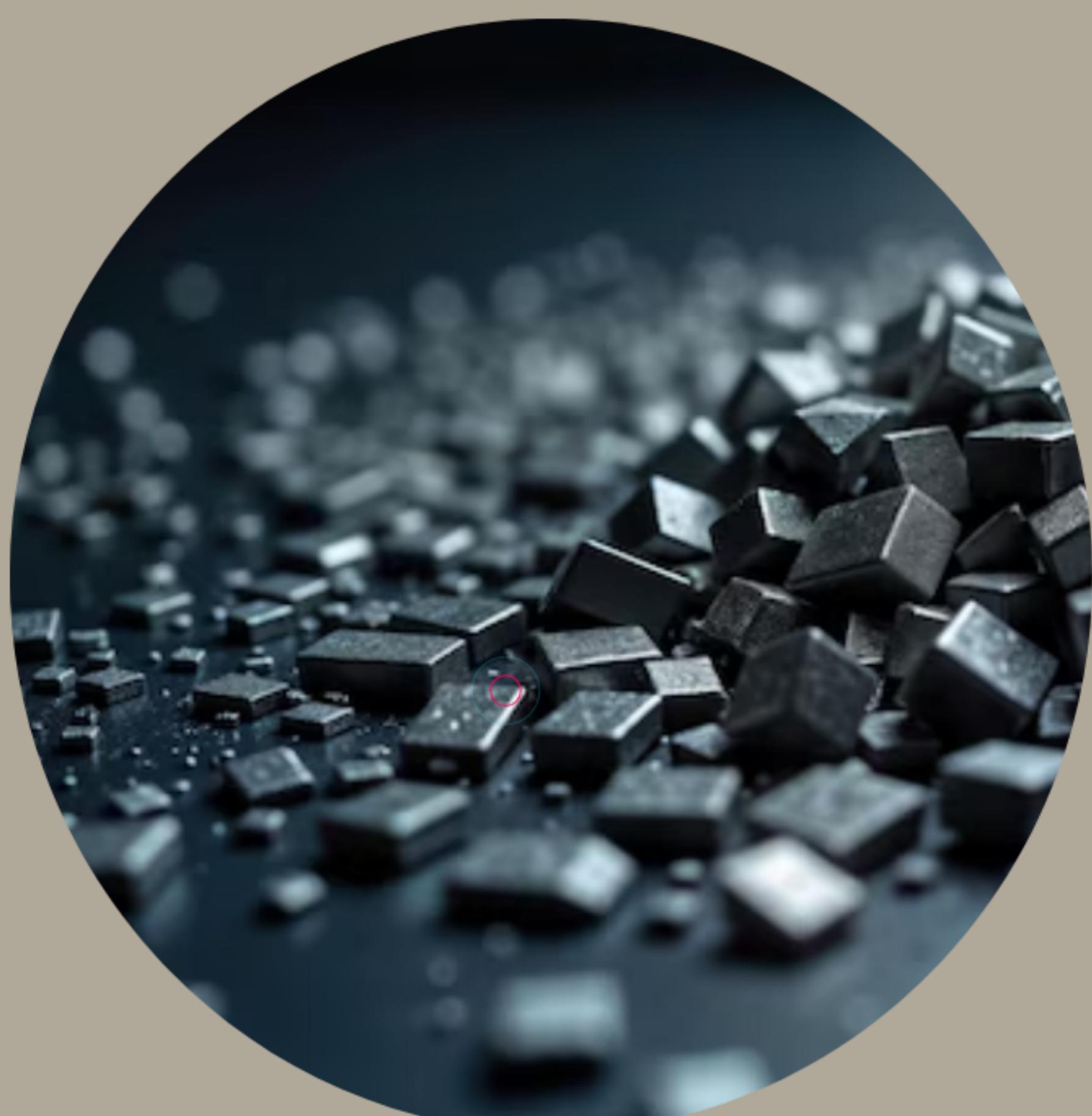
Ethiopia is blessed with an abundance of natural resources, and Diamond Investment Group is strategically positioned to contribute to the responsible extraction and utilization of these riches. While our sister company, DEDARARO MINING PRODUCTS AND SALES PLC, primarily drives our mining operations, Diamond Investment Group plays a crucial role in facilitating the export of extracted minerals.



Our focus within the mining sector includes:

-> Gold Extraction and Export: Leveraging the expertise of DEDARARO MINING PRODUCTS AND SALES PLC, we are actively involved in the extraction of gold, one of Ethiopia's most valuable mineral resources. Through Diamond Investment Group, this precious metal is then meticulously processed, packaged, and exported to international markets, adhering to all regulatory standards and ethical sourcing guidelines.

-> Exploration and Diversification: Recognizing the vast untapped potential, we are continuously exploring opportunities to diversify our mining portfolio beyond gold, including industrial minerals and other valuable resources. The collaboration with DEDARARO MINING PRODUCTS AND SALES PLC underscores our long-term commitment to becoming a significant player in Ethiopia's mining sector, contributing to national wealth creation and job opportunities.



6. REAL ESTATE DEVELOPMENT

The real estate sector in Ethiopia is experiencing significant growth, driven by urbanization and economic expansion.

Diamond Investment Group recognizes the immense potential within this dynamic industry and has made strategic preparations to enter the market.

While real estate development projects have not yet commenced, Diamond Investment Group has already undertaken substantial preparatory steps. Such as:



-> Strategic Land Acquisition: We have successfully acquired prime parcels of land in key urban and suburban areas, strategically located for future residential, commercial, and mixed-use developments.

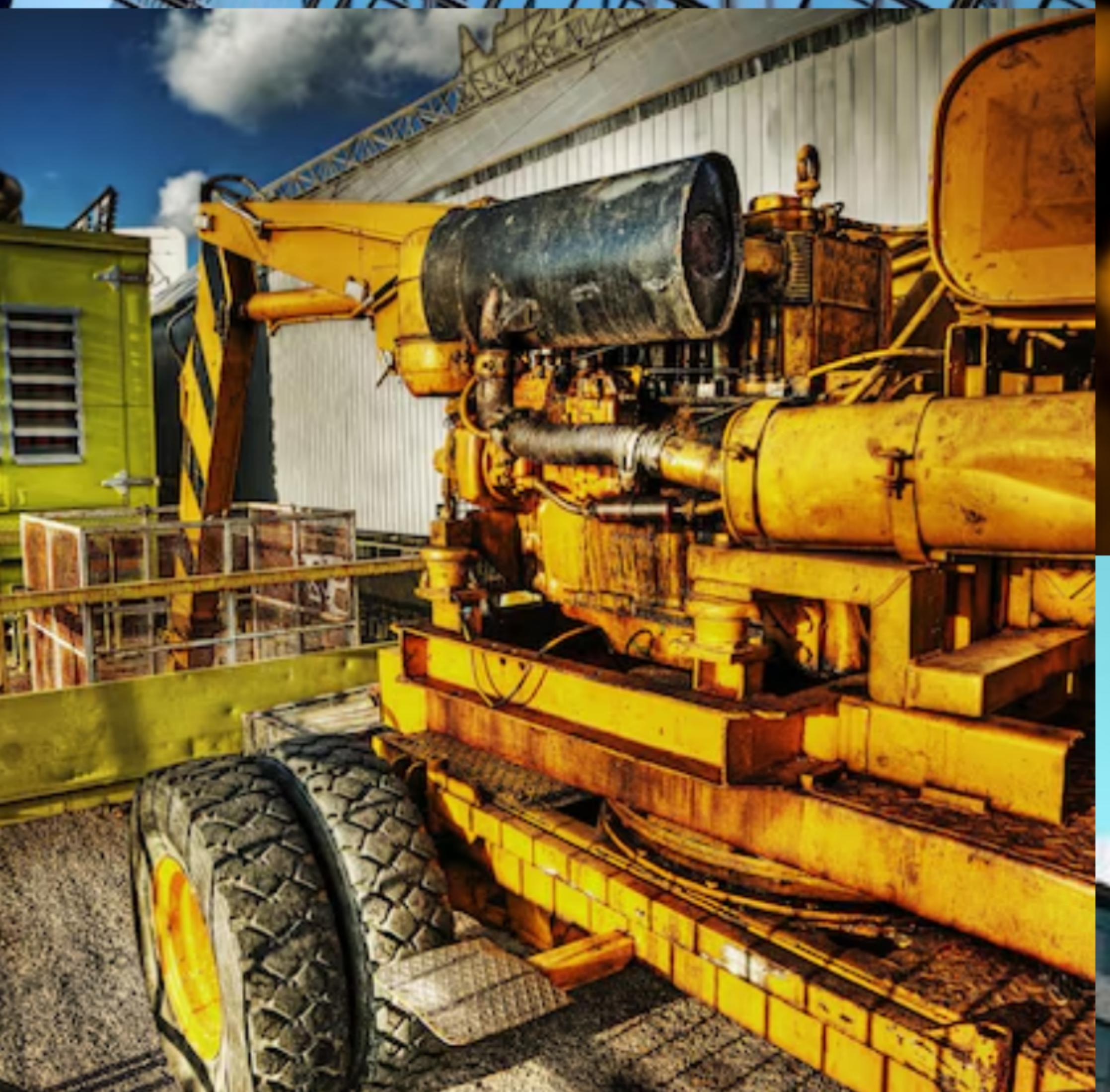
-> Future Development Plans: Our future plans encompass the development of modern, sustainable, and aesthetically pleasing properties that cater to diverse market needs. This includes:

 -> Residential Complexes: Providing high-quality, affordable, and luxury housing solutions.

 -> Commercial Properties: Developing office spaces, retail centers, and industrial parks to support business growth.

Diamond Investment Group is poised to leverage its financial strength and project management expertise to deliver impactful real estate projects that contribute to the modernization of Ethiopia's urban landscape and generate significant long-term value for the company and its stakeholders. The commencement of these projects is anticipated in the near future.





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DIAMOND INVESTMENT PLC





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