

Ducab Sales Remain Strong in 2012

Ducab's Annual Figures Indicate Impressive Sales Performance

Dubai, April 17th, 2013- Ducab—one of the leading manufacturers of high-quality power cables in the Middle East—has announced today (April 17, 2013) during a press conference held in Dubai, record sales of AED 6.2 billion for 2012, representing a 20% increase over the previous year. Significant areas of growth included 35% higher sales to the Utilities sector and a 42% increase in sales to the Oil, Gas and Petrochemical sector.

Commenting on the results, Ahmad Al Shaikh, Chairman of Ducab, said: “Our success in 2012 was the result of successful expansions and addition of new product ranges, and managing our financials. We have ventured into new sectors and markets within different regions, and repaid by due dates loans of AED 235mn, as well as paying dividend to our shareholders. Our shareholders equity also increased by AED 138mn by the end of last year.”

“As a privately held concern, we are under no obligation to file detailed financial results, but I must stress that our underlying profitability has doubled in 2012 as compared to 2011, which is a huge achievement for Ducab,” he added.

“Last year was a challenging period worldwide in the cabling industry, with sectors generating major demand, such as real estate and construction, not seeing much activity. However, we were able to complete the first half with good results which continued as well in the second half to round up a very successful 2012. UAE National Development continues to be a core focus with 40% of senior management and 18% of white collar staff positions held by UAE Nationals”.

“We are always eager to focus on Ducab’s strengths of customer service and product quality, driven by our strong belief that such commitment to high quality and exceptional value will continue to further increase the sale of Ducab cables and allied products across the region,” Al Shaikh concluded.

Ducab has also initiated several measures to ensure environmental sustainability. Water conservation is an important element of Ducab’s green strategy, with its Jebel Ali plant treating and reusing 100 percent of its water for irrigation. Ducab facilities are air conditioned by units that have high energy efficiency ratios (EER), while energy efficient lighting alternatives are also being investigated. In addition, Ducab has increased its investment in copper recycling equipment across all its sites.

Ducab also had a successful year in terms of its internal structural process, as it successfully completed SAP implementation during the financial year. This process will allow resource planning within Ducab to be streamlined, producing fiscal savings and profitability going forward. Another particular highlight was the full year of operation of Ducab HV, an AED 500m high voltage cable plant that opened during the previous financial year.

The results of 2012 were achieved in large part to an increase in Ducab's export markets. Ducab’s cables and copper products are currently sold in over 40 countries worldwide across Middle East, Europe, Africa, and Far East in Asia, and this number will only grow in coming months and years. Approximately 60% of Ducab’s total sales are made outside the UAE market, and this figure is expected to grow in the coming years, as Ducab looks to penetrate new markets in Africa, Asian and Britain.

Some of the most important projects taken on by Ducab in 2012 included work with the Saudi Electricity Company, the Al Naboodah MEP- Diera Airport Project, the Future Schools Programme, the Trans-Gulf Electromechanical General Department of Forensic Science and Criminology Project, work with the Abu Dhabi Distribution Company, and the Al Naboodah MEP- Diera Airport Project. Ducab has engaged in a variety of high-profile projects with great variety during 2012, and it is also important to emphasise the social value that they have delivered to UAE society and culture.

It is worth mentioning that in 2012, Ducab participated in major events including Dubai Global Energy

Forum, WETEX, Middle East Electricity Exhibition, and the 2nd Annual Middle East Fire Safe Conference 2012, where it showcased a range of high safety cables including the entire Fire Performance range of cables and wires in addition to its range of HV, MV & LV cables, Ducab Smokemaster LSF- low smoke and fume cables, Instrumentation and Pilot cables, Control and Auxiliary cables, Wiring cables and Lead-sheathed cables for the oil, gas and petrochemical sector.