

طاهبوس

TAHBOUB
G R O U P

SINCE 1977

ETHOS - PATHOS - LOGOS
CREDIBILITY EMOTION LOGIC

www.tahboubgroup.com

TABLE OF CONTENTS

Tahboub Group	3
Tahboub Company for Wood Industries	4
Tahboub Company for International Supplies	5
Fakhredine For Real-Estate Investment Ltd.	8
TAB - Marketing & Business Services	9
Tahboub Automotive Honda	10
Tahboub Automotive Bestune	11
Tahboub Automotive Neta	12
Tahboub Automotive JMC	13
Motorland	15
New Mount Co. For Real-Estate Investment Ltd.	18
Tahboub Management System	19
Infrastructure Resources	20
Human Resources and Organization	21
Partners	21

Tahboub Group

- Tahboub Brothers for Wooden Industries Ltd.
- Tahboub Brothers for International Supplies Ltd.
- Jordanian International Automotive trading Company LLC.
- New Mount Co. For Real-Estate Investment. Ltd.
- Fakhredine Co. For Real-Estate Investment. Ltd.
- TAB Marketing & Business Services.
- Modern Auto Trade Company

Tahboub is a dynamic and progressive organization that has grown to become a leader in telecommunications, electronics, appliance distribution and trading as well as in the woodworking industry. Tahboub was established in 1955 and has been expanding its business scope to cover customers' needs. Projects vary from consumer products to commercial industrial projects including hotels and hospitals as well as traditional markets.

Tahboub has gained a competitive edge due to its dedicated workforce and exceptional standards making it well recognized in all its industries. Tahboub benefits from a working network located in Jordan and extending throughout the Middle East.

Tahboub's management consists of highly qualified professionals with a distinguished track record in the region. Tahboub has continuously taken on the challenge of broadening its fields of operations and improving its complex work standards over the past 50 years. In doing so, Tahboub has persistently expanded its level of expertise, attaining a leading edge

in its various industries. With the help of its highly trained staff, Tahboub has built a solid reputation throughout the Middle East with a prestigious list of regular clients. Tahboub's clients are assured of the best possible service in both products and delivery as Tahboub managers are committed to the success of each and every project.

Working efficiently is one of Tahboub's most recognizable strategies. This strategy ensures that clients can be assured of consistently high standards within specific time frames. Tahboub's highly effective management, planning, and resource deployment are keys to its success in each of its various fields.

Tahboub's staff includes a full team of professional tradesmen, skilled workmen, and experienced engineers. Tahboub also maintains a full range of supporting equipment in its areas of operation. Such resources enable the company to meet projects' scheduling requirements and customer-desired services as required.

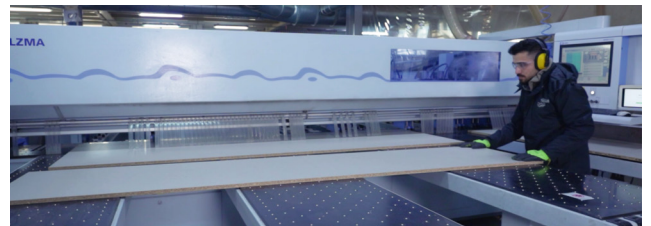
Tahboub Company for Wood Industries

Overview:

Tahboub Kitchens offers high-quality, innovative kitchens that can suit any taste and budget. The ergonomic design of kitchens along with the high level of functionality and durability offer a competitive advantage among the Jordanian market. Both appearance and manufacturing details will affect your choice when choosing your kitchen; from flooring to countertops and even to lighting. Tahboub offers built-in closets and wardrobes that are designed with fascinating detail to offer a luxurious experience for our customers. Tahboub's philosophy is based on quality without compromise; from its elevated design to the selection of the best materials. Allow yourself to experience the ultimate home experience by visiting our showroom in Mecca Street.

Scope of Work:

- Manufacturing, supplying, and installing domestic wooden kitchens.
- Supplying and installing kitchen fixtures.
- Supplying and installing wooden doors.
- Procuring and installing door fixtures.
- Manufacturing, supplying, and installing wardrobes.
- Procuring and installing wardrobe fixtures.
- In-house design of all marketing materials, catalogs, and products.



@tahboubhome

Tahboub Company for International Supplies

Tahboub International Supplies (T.I.S) is the sole distributor for a number of world-class built-in, free standing, and small home appliances brands in Jordan including: Bosch, Siemens, Whirlpool, Subzero-Wolf, Elica, and Smalvic.

Tahboub International Supplies offers the latest home appliances technologies complemented with responsive and effective maintenance services. Visit us at our showrooms or any T.I.S point of sales to explore the wide and comprehensive collections that suit any taste and budget.

Scope of Work:

- Home appliances trade by acting as dealers, agents, and distributors of a variety of world leading brands.
- Consumer appliances (small electric household appliances).



@tahboub.appliances

Tahboub Company for International Supplies Brands:



BOSCH

- Bosch: Several home appliances products.

Whirlpool

- Whirlpool: Full range of home appliances.

SCHUBERT

- Schubert: Heating / Cooling / Cooking appliances.



- Subzero: Cooling appliances.



- Wolf: Cooking appliances.



- Ardesia: Cooking appliances.

KitchenAid

- Kitchen Aid: Cooling / Cooking appliances.



- Elica: Cooker hoods.

smalvic

- Smalvic: Cooking appliances.



- Grohe: Faucets.

BLANCO

- Blanco: Kitchen supplies.



@tahboub.appliances

Distribution Channels

Owned Showrooms:

- Three showrooms on Mecca Street.

E-commerce:

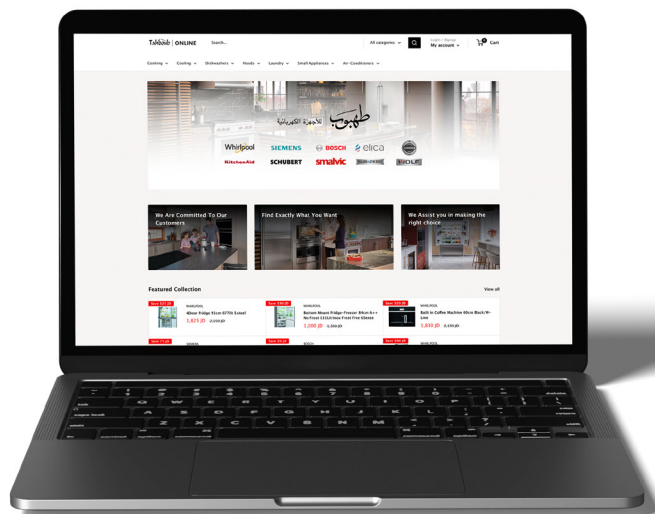
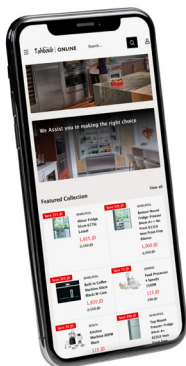
- Tahboub online selling platform.

Hypermarkets Distribution:

- SmartBuy All Branches.
- Electro City.
- E-mart All Branches.
- Leaders Center.
- Mukhtar Mega.
- Safeway.
- Carrefour.

Kitchen Retailers:

- Jwico Kitchens.
- Jorsal Kitchens.
- Creative Closets.
- Barloni Kitchens.



www.tahboubonline.com

Fakhredine For Real-Estate Investment Ltd.

Tahboub Group boasts an impressive portfolio of real estate and manages an array of residential and commercial properties which include offices, retail spaces, storage facilities and industrial buildings. Fakhredine Co. is the entity that controls and optimizes the productivity of assets by maximising the returns while simultaneously echoing and upholding ourselves to high standards of environmental and social responsibility. We are a property management company that handles accounting, leasing and maintenance for properties; We coordinate and integrate leasing, maintenance and capital improvements. Fakhredine keeps meticulous administrative and financial records and keeps all applicable taxes, mortgages and insurance updated. It ensures rent is collected and its staff responds to all tenant needs and issues promptly.

Scope of Work:

- Real Estate Management.
- Tenant Management .
- Leasing, Maintenance and Project Supervision.
- Land Zoning and Development.
- Project Design and Implementation - A to Z.



TAB - Marketing & Business Services



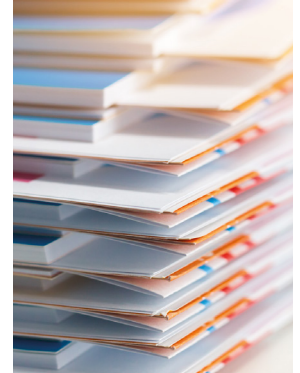
Marketing & Business Services

TAB is a support service company that performs as a marketing and advertising agency along with procurement services to serve Tahnoub Group companies and other entities in the market.

TAB is a multidimensional company that delves into the intricate core of business operations. TAB provides marketing, procurement, IT, accounting and HR services for its clients; Two parallel means by which TAB offers its services are 1. Retainer fees on a monthly / yearly hiatus, or 2. Per job / product basis. The need for our products and services is a byproduct of demand for specialized and experienced staff that businesses do not want to expense themselves with hiring full time staff for; businesses can optimize their businesses and delegate work to people specialized in the fields while spending less; Our group consists of over 500 individuals, and we simply hire the best at TAB to offer the absolute best results for Tahnoub Group and our clients.

Scope of Work:

- Brand Marketing.
- Media Buying.
- Graphic & Web Design.
- Information Technology Solutions.
- Development of Financial Models.
- Corporate Financial Advisory.
- Deal Structuring.
- Feasibility Studies & Business Plans.
- Procurement & Sourcing.



www.tab.jo

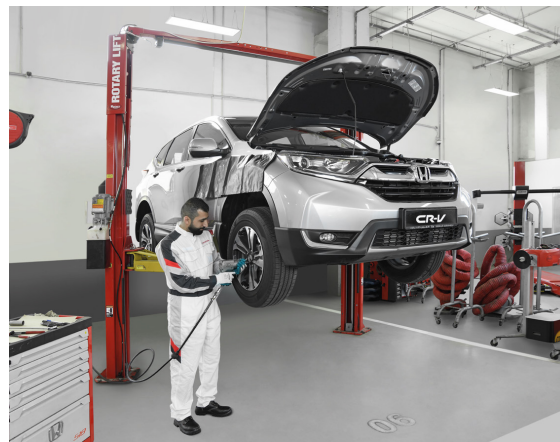
Tahboub Automotive | Honda



Tahboub Automotive is the exclusive distributor for Honda Motors. Jordanian International Automotive Trading Company (JIATC) has sole distribution rights for Honda cars in Jordan. JIATC delivers superior support through providing genuine Honda parts and remarkable service facilities that meet the highest expectations. Our showroom is on Mecca Street and our complete state-of-the-art service center – including the body shop and parts center – is in the Industrial Area opposite to Al Hikma pharmaceuticals. At JIATC, we strive to offer the most superb customer satisfaction through supporting our products with efficient and consistent customer service.

Scope of Work:

- Vehicles Sales.
- Vehicles Service.
- Vehicles Spare Parts.



@honda.jo

Tahboub Automotive | Bestune



Modern Auto Trade Co. (Tahboub Automotive) are exclusive agents for FAW (Bestune); China FAW Group Corporation Ltd., (formerly First Automotive Works) commonly referred to as "FAW" is China's Oldest and Largest Automaker.

The appearance of Bestune adopts a family-style design in line with the current trend of a three-dimensional and stylish face and rear.

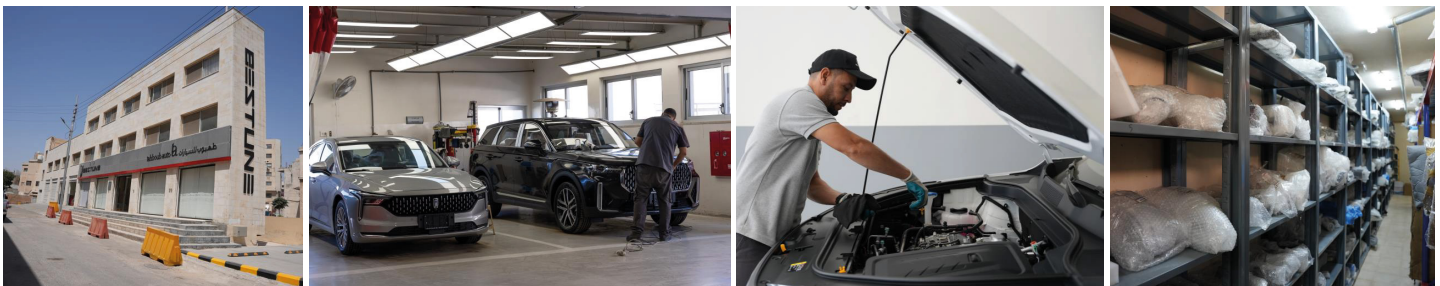
Scope of Work:

- Vehicles Sales.
- Vehicles Service.
- Vehicles Spare parts.

Bestune Showroom



Bestune Service Center



@bestune.jordan

Tahboub Automotive | Neta



Modern Auto Trade Co. (Tahboub Automotive) are exclusive agents for Hozon Auto (Neta), responsible for:

- Vehicles Sales.
- Vehicles Service.
- Vehicles Spare parts.



www.hozonauto.com

Tahboub Automotive | JMC



Modern Auto Trade Co. (Tahboub Automotive) are exclusive agents for Jiangling Motors Corporation (JMC), responsible for:

- Vehicles Sales.
- Vehicles Service.
- Vehicles Spare parts.



www.jmcg-global.com

Tahboub Auto Showrooms and Dealer Network:

Tahboub Auto owned showroom:

- Honda Showroom, Amman.
- Bestune Showroom, Amman.
- Motorland Multi Brand showroom, Amman.
- Motorland Multi Brand showroom, Zarqa Free Zone.

Tahboub Auto Dealer Network:

- AutoMall Showroom, Amman.
- Hananiaeh Multi Brand Showroom, Amman.
- My Car Multi Brand showroom, Amman.
- Naqrash Multi Brand, Irbid.
- Etawi Multi Brand showroom, Zarqa Free Zone.

Tahboub Auto After Sales Service and Dealer Network:

Tahboub Auto owned Service Centres

- Honda Quick service centre, Amman.
- Honda Main workshop, Amman.
- Tahboub Multiband Body Shop, Amman.
- Bestune/JMC Service Centre Amman.

Tahboub Auto Dealer Network Service Centres

- Honda Parts centre, East Amman.
- Honda workshop, East Amman.

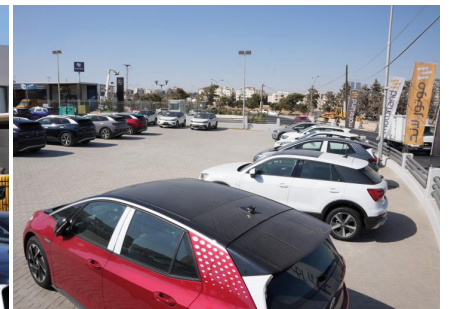
Motorland



Motorland is responsible for multi-brand vehicle sales imported from all over the world. This company operates as not only a retailer of cars in its massive display lot, but it also distributes cars to many automotive dealerships across Jordan.

Another dynamic of Motorland's business is the re-export market. We currently export to several countries across the Middle East including Egypt and Iraq. We are capable of exporting to any country in the world.

Motorland Showroom - Amman



@motorland.jo

Motorland



Motorland - Zarqa Free Zone

Motorland has a designated sales and storage area in the largest bonded in Jordan. Three neighbouring lots, are fully owned and managed by Tahboub Group and stores a massive number of cars which supports not only our showroom but also supports our distribution network of dealerships we supply cars on both consignments and cash basis. Our multi-brand vehicles include: Toyota, VW, FAW, Honda, Ford, Changan, and others.



@motorland.jo

Motorland Dealer Network:



Tahboub Group's Motorland company distributes vehicles to the following car dealerships, which stretch across the entire country of Jordan.

- Hanania Cars
- Abu Naser
- Al-Raya
- Meshwar
- Al-Nabaa
- Elite Auto
- Al-Aghbar
- Afaneh
- Number One
- Abu Badeea Karazon
- Valencia
- Al-Oqab
- My Car
- Bilal Taweel Car Showroom
- Odwan Saleh
- Al-Raaea
- Nabeel Abu Khader

New Mount Co. For Real-Estate Investment Ltd.

JABAL  AL-JADEED

New Mount Company harbors our water extraction facility and owns several key pieces of real estate associated with our water-well. We extract water that lays more than 150 Meters below land surface; one of the cleanest and purest with our filtration and disinfection. Over the years we have seeked out several partnerships with pilot bottling companies who package and fill bottles with water based products.

Real Estate owned by New Mount Co. is similar in managerial and operational structure to that of Fakhredine. Hence, all accounting, leasing, maintenance and tenant relations are adeptly organised by our cognoscente staff, and closely monitored by the board of management.

Scope of Work:

- Water Purification.
- Water Extraction.
- Distribution of Water.
- Real Estate Management.



Ein Mushatah
interesting water

Tahboub Management System:

Every business that is owned and part of the Tahboub Group conglomerate - is managed individually - and audited separately; Internal audits are conducted by Ernst & Young, while external audits are probed by PWC.

Tahboub management has written and implemented a comprehensive and companywide integrated management system. The management system is comprised of a variety of features that are up to international family business standards to ensure quality assurance and specifications on health, safety and environmental management.

The management system is designed to encompass all aspects of the company's operations in order to ensure standardization and uniformity of practices, to formalize all processes in the company and to ensure accurate recordkeeping where required.

Certain features have been incorporated into the management system to avoid duplication of practices and records while ensuring full compliance to the system. These features include procedures for document and data control, internal audits, control of conformance, and management-level reviews of company operations.

The management system was designed as a clear and coherent system that is effective within Tahboub's scope of work. The system was also designed to ensure that products and services satisfy customer expectations along with the establishment of controls to prevent rather than detect nonconformance.



Jordanian International Auto Trading Company

CEO: Muhannad Tahboub
CFO: Ruba Al Ghanim
COO: Ibrahim Haddad

Tahboub International Supplies

CEO: Mahmoud Tahboub
CFO: Moath Odeh
COO: Mohammad Radwan

Modern Auto Trade Co.

CEO: Omar Tahboub
CFO: Karam Aqel
COO: Marwan Al-Khalidi

Tahboub Wooden Industries

CEO: Ali Tahboub
CFO: Abed Al Kareem Al Sisan
COO: Ramzi Abu Irshaid

TAB Marketing & Business Services

CEO: Hakeem Tahboub
CFO: Karam Jad
COO: Mahmoud Mansour

Fakhredine

CEO: Hakeem Tahboub
CFO: Rafat Omar
COO: Mohammad Ranteesi

New Mount

CEO: Ali Tahboub
CFO: Rafat Omar
COO: Mohammad Ranteesi

Infrastructure Resources:

The corporate head office for Tahboub Group is located on Mecca Street, Amman, Jordan and houses all executive, administrative, and support departments along with the MEP Division. Tahboub infrastructure resources include showrooms and workshops. Permanent production facilities are located at the Wadi Al Sir Industrial Area in Amman and at the Amman Airport Qualified Industrial Zone. Permanent and temporary facilities for site offices, workshops, and staff accommodation are also provided.

Tahboub Company for International Supplies expanded its warehousing facilities in the Qastal QIZ and Zarqa Free zone with a total area of 15,000 square meters. Tahboub factories and facilities are specifically equipped for production of hardwood in different species servicing the local market. The Wadi Al Sir Industrial Area premises consist of 5,000 square meters of manufacturing space.

Tahboub Company for Wood Industries' warehousing and factory facilities encompass 20,000 square meters of which 5,000 square meters produce 700 flush doors daily. The kitchen and wardrobe factory facilities include 5,000 square meters equipped with state of the art machinery with a further 5,000 square meters that is used as storage space for raw materials.

Tahboub Automotive houses a 1500 square meter facility in Mecca Street, 6000 square meters facility in Bayader wadi sir and 5000 square meters in Al-Qastal industrial zone.



Human Resources and Organization

A dedicated multinational team of highly qualified and experienced professionals manages Tahboub Holding Company LCC. Top management is committed to continuous improvement and strives to exceed the expectations of the customer in every undertaken project.

Tahboub is structured to provide maximum support to all its operations. Coordination between the various departments is streamlined so that lines of communication are always open allowing the most efficient and effective use of all head office resources when supporting project operations. Extremely well trained and experienced personnel head the various departments of Tahboub ensuring the very best in customer service and satisfaction.

Partners:

Nasri Tahboub, B.A Law.

Rajai Tahboub, B.S Materials Eng.

Yusri Tahboub, B.S Civil Eng.

Nasser Tahboub, Ph.D. Economics.

طهوب

TAHBOUB
G R O U P

© 2023 All rights reserved by Tahboub