

Investor Presentation

September 2016



DISCLAIMER

- This information contained in the enclosed presentation summarizes preliminary and introductory information on RAK Ceramics PSC (the Company). This presentation has been prepared for information purposes only and is not and does not form part of or constitute any prospectus, offering memorandum or offering circular or offer for sale or solicitation of any offer to subscribe for or purchase or sell any securities nor shall it or any part of it form the basis of or be relied on in connection with any credit evaluation or third party evaluation of any securities or any offerings or contract or commitment whatsoever.
- The information contained herein has been prepared by the Company. Some of the information relied on by the Company is obtained from sources believed to be reliable but does not guarantee its accuracy or completeness. All potential recipients of the enclosed presentation are expected to be aware that the information contained herein is preliminary as of the date hereof, supersedes any previous such information delivered and will be superseded by any such information subsequently delivered. The information contained herein is subject to change without notice. The Company is under no obligation to update or keep current the information contained herein. No person shall have any right of action (except in case of fraud) against the Company or any other person in relation to the accuracy or completeness of the information contained herein.
- Some of the information in this presentation may contain projections or other forward-looking statements regarding future events or the future financial performance of The Company. These forward-looking statements include all matters that are not historical facts. The inclusion of such forward-looking information shall not be regarded as a representation by the Company or any other person that the objectives or plans of the Company will be achieved. Future events are subject to various risks which cannot be accurately predicted, forecasted or assessed. No assurance can be given that future events will occur or that the company's assumptions are correct. Actual results may differ materially from those projected and past performance is not indicative of future results. The Company undertakes no obligation to publicly update or publicly revise any forward-looking statement, whether as a result of new information, future events or otherwise. Accordingly all potential recipients are expected to conduct their own due diligence on the information provided.
- These materials are confidential and are being submitted to selected recipients only for the purpose described above. They may not be taken away, reproduced (in whole or in part), distributed or transmitted to any other person without the prior written consent of the Company. These materials are not intended for distribution to, or use by any person or entity in any jurisdiction or country where such distribution or use would be contrary to local law or regulation and must not be acted on or relied on by persons who are not relevant persons. If this presentation has been received in error it must be returned immediately to the Company.

CONTENTS

ABOUT RAK CERAMICS

- ►Investment Case
- ▶ Brief Corporate History
- ▶ Global Capacity by Segment & Market Positioning
- ▶ Focus Markets

Q2/16 RESULTS

- ▶Operational Highlights
- ▶ Progression against Value Creation Plan
- Financial Performance

STRATEGY & OUTLOOK

- ▶2016 Priorities
- ▶ Non Core Asset Sales to Continue

RAKCEC STOCK

- → Shareholder Composition and Stock Performance
- → Valuation vs. Peers
- Analyst Coverage and Consensus Estimates

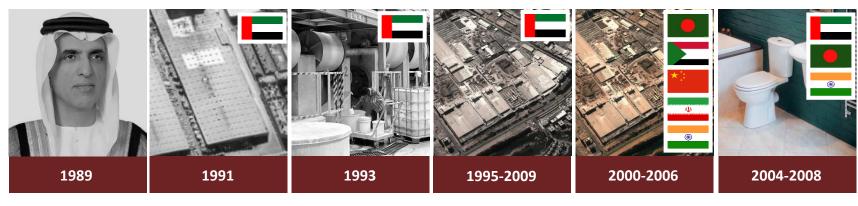
APPENDIX

▶ 5 Year Highlights

INVESTMENT CASE

- A Turnaround Story RAK Ceramics is in the process of becoming a production-centric manufacturer of tiles focused on the distributor channel to a customer-centric ceramic goods manufacturer with a recognizable consumer brand selling in multiple channels.
- Active and Experienced Shareholders In June 2014, a consortium led by SAMENA Capital bought over 30% of the company and took three seats on the board. The Vice Chairman of SAMENA also chairs the executive committee, tasked with oversight of the strategic agenda and the operational turnaround of RAK Ceramics. RAK Ceramics is SAMENA's largest portfolio investment representing 1/3 of their AUMs.
- Strong Emerging Markets Exposure The GCC, Bangladesh and India represent 65-70% of the company's tiles and sanitaryware sales; these countries have exhibited faster rates of growth historically than the tile and sanitaryware industry. RAK Ceramics is also one of the few GCC Companies with established production capacity in Iran. The company has restarted Iranian production this year and is well positioned to benefit from improved business conditions in that country post removal of sanctions and integration in the global financial system.
- Earnings Leverage from Loss Making Operations Today, RAK Ceramic's manufacturing operations in India, Iran and China are losing money. Breaking even in Iran and China alone could add AED34mn at the EBITDA level (AED594mn EBITDA in 2015). The Indian operation has the greatest potential but the turnaround there will take longer to play out.
- **High Dividend Yield and Low Valuation** For 2015, RAK Ceramics paid a 30 fils cash dividend plus a 5% stock dividend. On a current stock price of AED3.20, this represents ~9.4% dividend yield. The company's attractive valuation (AED2,720mn) is further highlighted when once considers that the company has AED900mn of land on its books which does not contribute to earnings s stock and the value of the company's stake in RAK Ceramics Bangladesh (a publicly listed entity on the Dhaka stock exchange), currently valued at around AED650mn. We estimate that ex land and ex RAK Bangladesh stake, the stub value of RAK Ceramics is trading at a market cap of AED1,180mn, about 3.8x 2015 net earnings

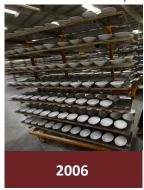
BRIEF CORPORATE HISTORY



Founded by H.H. Sheikh Saud Bin Saqr Al Qasimi, Ruler of Ras Al Khaimah First tile plant started in Ras Al Khaimah (RAK) with capacity of **1.7mn** square meters (sqm) First sanitaryware plant started in RAK with capacity of **350,000 pieces per** Further 9 tile plants were started in RAK adding **76mn sqm of capacity** Plants in Bangladesh, China, Sudan, Iran and India add tile capacity of **21.8mn sqm per**

year

Sanitaryware plants added in UAE, Bangladesh and India. Output increases to 4.5mn pieces per year



RAK Porcelain launched with capacity of **15mn pieces per year**



Kludi-RAK launched with capacity of **0.5mn pieces per year**



World's largest ceramics manufacturer with 117mn sqm of annual capacity

SAMENA Capital

2014

SAMENA Capital acquires **30.4%** from largest shareholder



Expansion of capacity in Bangladesh and UAE.
Exited Sudan.

OUR CAPACITY & UTILISATION BY PRODUCT & LOCATION

In 2016, we completed a tile capacity expansion in Bangladesh (42% increase) and sanitaryware capacity in the UAE (20% increase); current capacity as of Q2/16 for all our production locations can be seen below. The utilisation rates* at our plants in 2015 was 83.4% in the UAE, 75.6% in Bangladesh and 95.5% in India; the China plant was idle and the Iranian plant only restarted production in 2016. In Sanitaryware, utilisation rates at our plants in 2015 was 100% in the UAE, 89.0% in Bangladesh and 69.1% in India.

TILES (MN SQM)	
UAE	81.9
Bangladesh	11.6
India	8.0
Iran	6.0
Total	107.5
China*	5.4

SANITARYWARE (M	N PCS)
UAE	3.3
Bangladesh	1.6
India	0.7
Total	5.6

TAPS/FAUCETS (N	ИN PCS)
UAE	0.6
Total	0.6

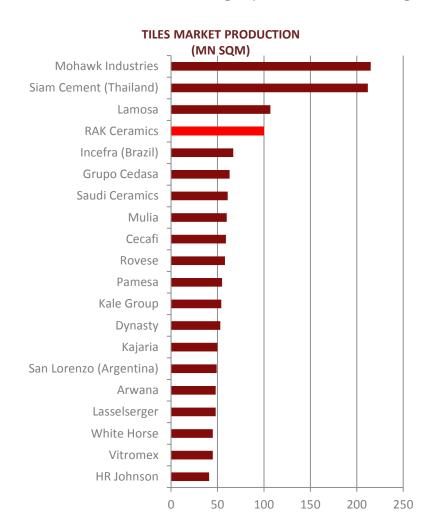
TABLEWARE (MN PCS)						
UAE	24					
Total	24					

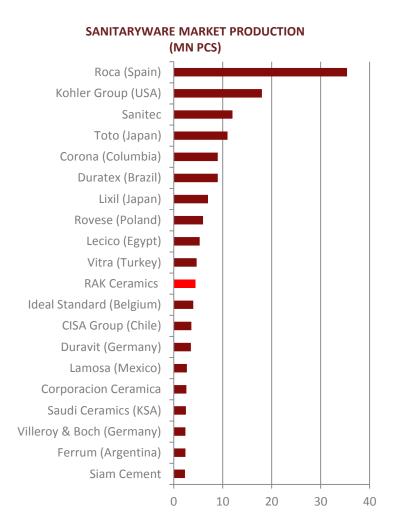
^{*}Production halted.

^{*} Tile utilization rates are calculated for a standard size tile and affected by varying sizes, widths and thicknesses

MARKET POSITIONING

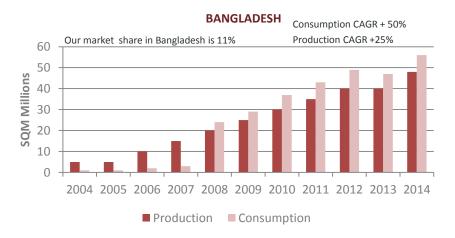
In 2014, RAK Ceramics was the 4th largest producer of ceramic tiles globally and the 11th largest sanitary ware producer.





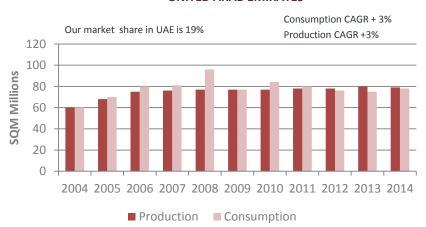
FOCUS MARKETS

The UAE, KSA, Bangladesh and India are RAK Ceramic's focus markets. The company has manufacturing plants in each of these locations except in KSA which is supplied from the UAE. These four markets have seen tile production and consumption grow at CAGR of 10-12% in the last 10 years vs. growth of 6-7% for the tile market globally. In 2015, these four markets accounted for 68% of RAK Ceramic's tile sales and 65% of sanitaryware sales.

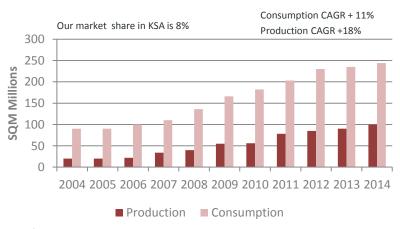




UNITED ARAB EMIRATES



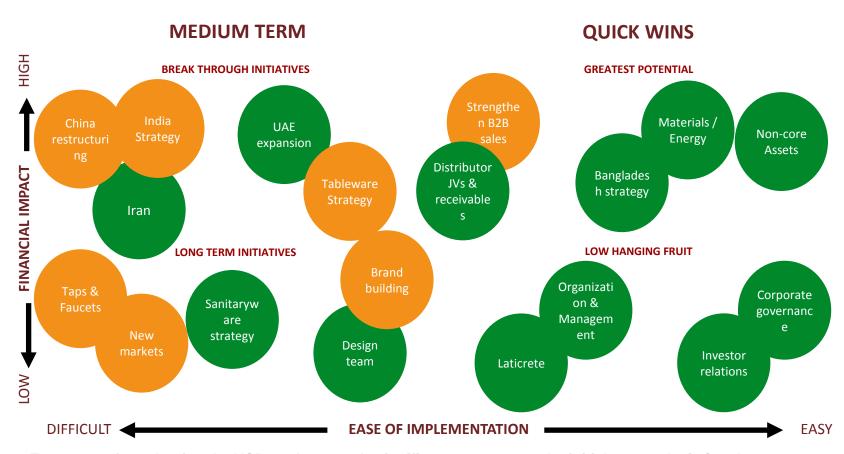
SAUDI ARABIA



H1/16 OPERATIONAL HIGHLIGHTS

GROUP REVENUE	CONSOLIDATED GM	EBITDA			
AED1,492mn, -3.6% YoY driven lower by non core (-AED68mn)	Cons. GM 29.8%, +190 bps YoY Core at 30.0%, -10bps YoY	AED282.6mn, -0.8% YoY, Margin is 18.9%, +50bps YoY			
OPERATING PROFIT	NORMALIZED NET PROFIT	REPORTED NET PROFIT			
AED163.7mn, +14.0% YoY Margin is 11.0%, +170ps YoY	AED158.0mn, +3% YoY excl. provisions and one time losses on asset sales	AED131.2mn, -9.9% YoY			
RAW MATERIAL SAVINGS	GEARING	SHARIA COMPLIANCE			
AED8.2mn YTD	Net Debt to EBITDA improved to 3.0x from 3.1x at end of Q1/16 despite liquidity environment	Dar Al Sharia certifies RAK Ceramics shares to be Sharia compliant for the purpose of investing and trading			

VALUE CREATION PLAN PROGRESS

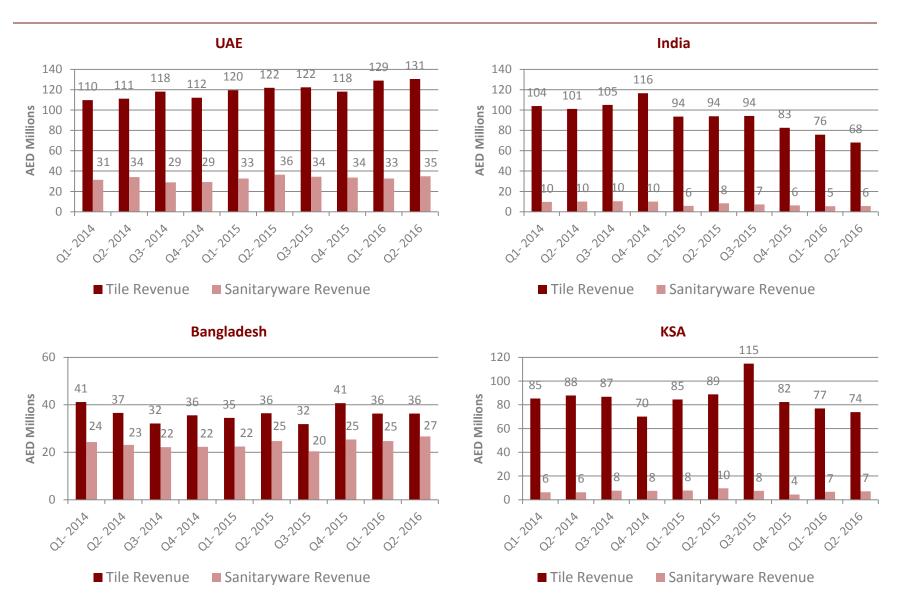


Two years after adopting the VCP, we have made significant progress on the initial targets. In Q2/16 alone, we integrated the German and UK Distribution in the group and we completed the acquisition of our Italian Distributor. On the production front, we restarted Iran production, completed the expansions in UAE sanitaryware and Bangladesh tiles. We will soon be releasing updated VCP initiatives (VCP 2.0) to set out our next priorities.

RESULTS SUMMARY

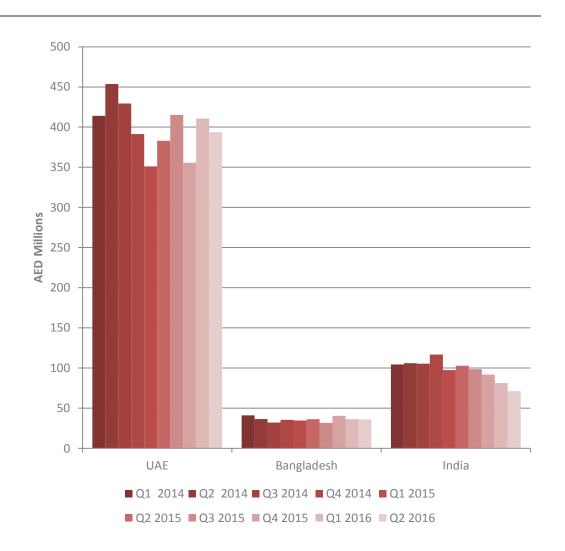
AED Millions	Q2/14	Q3/14	Q4/14	Q1/15	Q2/15	Q3/15	Q4/15	Q1/16	Q2/16
Revenue (Net)									
Tiles	574.3	542.0	524.3	480.3	514.3	531.5	470.8	496.0	487.0
SW	115.0	111.8	111.6	110.9	116.2	108.6	108.2	111.5	122.4
Porcelain	-	-	35.1	35.1	36.0	36.2	38.3	37.2	51.2
Core revenue	689.3	653.7	670.9	626.2	666.6	676.4	617.3	644.7	660.6
Non Core Revenue	123.5	131.1	118.8	118.0	137.6	106.4	130.8	91.0	96.1
Total Revenues	812.8	784.9	789.7	744.2	804.2	782.8	748.1	735.7	756.6
Total EBITDA	176.1	154.2	119.9	128.7	156.2	155.3	154.0	138.3	144.3
Total EBITDA Margin	21.7%	19.6%	15.2%	17.4%	19.4%	19.8%	20.6%	18.8%	19.1%
Total Net Profit	91.2	57.4	74.4	59.5	86.1	83.2	81.5	65.9	65.3
Net Profit Margin	11.2%	7.3%	9.4%	8.0%	10.7%	10.5%	10.9%	9.0%	8.6%

FOCUS MARKET SALES TRENDS



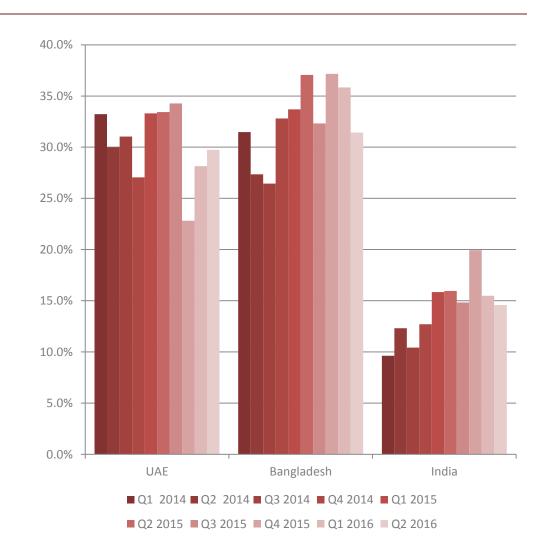
TILE REVENUES

- Q2/16 tile revenues decreased by 5.3% YoY and 1.8% QoQ.
- Sales to the UAE increased by 7.1%
 YoY whereas export markets were
 challenging. The GCC, in particular
 Saudi Arabia, saw volume and
 price declines as distributors were
 tentative about taking up
 inventory in the quarter. Sales to
 Europe increased by 39.4% YoY as
 a result of consolidation of the
 German and UK distribution units,
 2.9% on a like for like basis.
- Tile revenues from India decreased by 27.5% YoY. Volumes decreased 21.6% and ASPs by 9.3% reflecting a competitive environment. The decline in ASPs also reflects a 6.8% devaluation in the Indian Rupee versus the USD YoY.
- Tile revenues from Bangladesh were fairly stable, down only 0.6% YoY.



TILE MARGINS

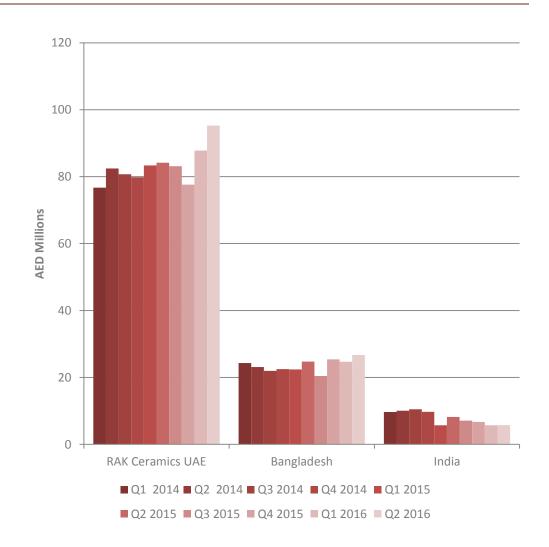
- Q2/16 tile margins decreased by 100bps YoY and 70bps QoQ to 24.7%.
- By production location, UAE tile gross margin fell from 31.7% to 29.7% driven by a less profitable product mix.
- India tile margin fell from 17.8% to 15.9% as a result of lower volumes and selling prices.
- Bangladesh tile margin fell from 38.2% to 31.4% as we only started producing tiles from the new line mid quarter and as such higher fixed costs disproportionately affected the gross margin in Q2/16. We expect Bangladesh tile margins to improve in Q3/16.



^{*} We now calculate Gross Margins based on Net Revenue as opposed to Gross Revenue (i.e., before intercompany eliminations) previously. Prior year results have been restated accordingly.

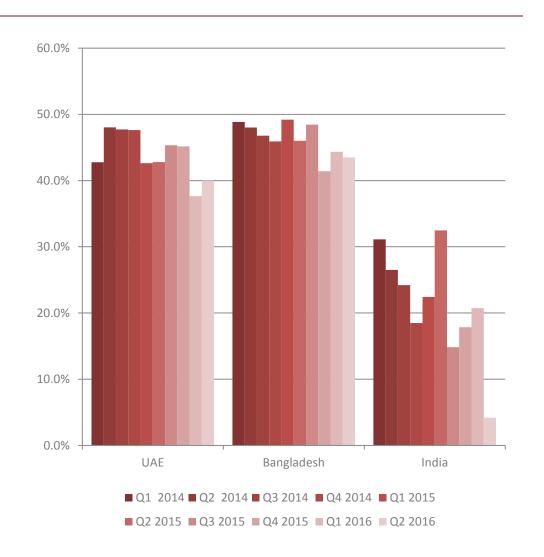
SANITARYWARE REVENUES

- Q2/16 Sanitaryware sales increased by 5.3% YoY and 9.8% QoQ.
- By production location, revenues from the UAE increased by 8.3% YoY as we rolled out production from the new line and results benefited from the consolidation of the European JVs. Sales to Europe increased 37.9% YoY, 16.3% on a like for like basis. Local sales decreased by 3.6% YoY but increased 7.0% QoQ; sales to the rest of the GCC were weak in line with business sentiment in the building materials and construction sectors.
- Revenues from India decreased by 32.9% YoY driven by volumes.
- Revenues from Bangladesh increased by 8.1% YoY even as we anniversary the SW expansion completed in Q2/15.



SANITARYWARE MARGINS

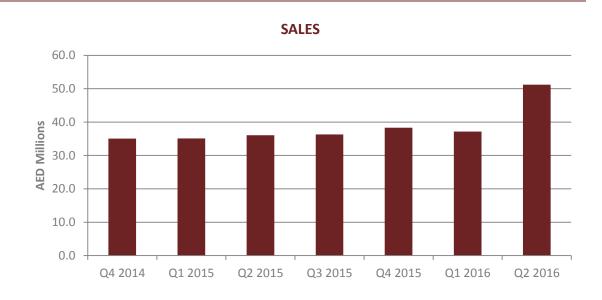
- Q2/16 sanitaryware margins decreased by 230bps YoY but increased 30 bps QoQ to 40.8%.
- In terms of production location, UAE margins decreased from 43.3% to 42.2% in the quarter. The decline in sanitaryware margin resulted from higher labor costs and depreciation as the new line of sanitaryware only contributed to sales for half the quarter.
- India margins decreased from 32.6% to 4.4% as we took a decision to clear old inventory in the quarter which could also impact results in H2/16.
- Bangladesh margins decreased 260bps to 43.5%. Higher labour and utility costs impacted our cost of production.



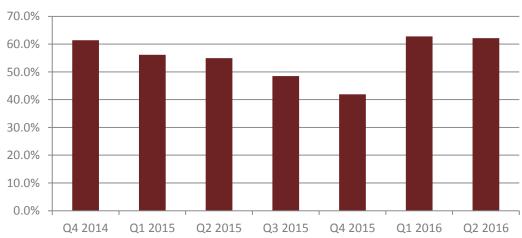
^{*} We now calculate Gross Margins based on Net Revenue as opposed to Gross Revenue (i.e., before intercompany eliminations) previously. Prior year results have been restated accordingly.

TABLEWARE

- Q2/16 tableware revenues increased by 41.8% YoY and 37.6% QoQ. Excluding the impact of consolidation of RAK Porcelain Europe, revenue growth was 31.0% YoY on a like for like basis.
- On YoY basis, volumes increased 22.9% while ASPs rose 15.3% YoY.
- Q2/16 Gross Margin was 62.2%, +720bps YoY and near the record profitability we recorded in Q1/16.
 On a like for like basis, Q2/16 Porcelain gross margin increased 90bps YoY to 55.9%.
- Recent product introductions at RAK Porcelain continue to be very well received by the market and we remain confident of solid growth and profitability for tableware in 2016.







NET DEBT & CAPEX HIGHLIGHTS

- Net debt stood at AED1.77bn at the Q2/16, a 3.7% decline QoQ. Net Debt to EBITDA improved to 3.0x from 3.1x.
- We completed our capacity for Bangladesh tiles and UAE sanitaryware in the quarter. Year to date, AED147.7mn has been spent including a one-time connection charge to the Federal Electricity & Water Authority.
- We revised our CAPEX spend forecast of AED300mn for 2016 to AED240mn to exclude a previously considered AED60mn for further UAE Sanitaryware expansion as we continue to evaluate our needs against the current market environment and against opportunities outside of the UAE.

		NET DE	BT		
(AED Millions)	Q2/15	Q3/15	Q4/15	Q1/16	Q2/16
Long Term Loan	1,244.5	1,350.3	1,309.7	1,281.9	1190.2
STL & TR	803.8	629.7	654.7	898.0	861.6
Overdraft	177.1	121.3	8.6	29.6	45.3
Gross Debt	2,225.4	2,101.3	1,973.0	2,209.5	2,097.1
Cash & Bank*	(627.2)	(508.1)	(363.4)	(369.0)	(325.5)
Net Debt Cost of Debt Net Debt to	1,598.2 2.60%	1,593.2 2.45%	1,609.6 2.60%	1,840.5 2.61%	1,771.6 2.50%
EBITDA	2.9x	2.8x	2.7x	3.1x	3.0x

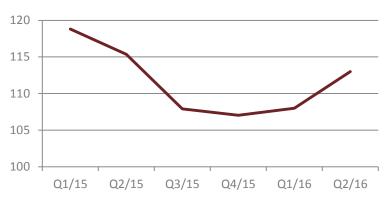
(AED Millions)	H1/15	H1/16	YoY
CAPEX			
Core			
UAE	48.7	85.1	74.7%
Bangladesh	32.0	17.9	-44.1%
India	7.4	0.9	-87.8%
Other Core	2.4	3.5	45.8%
Sum	90.5	107.6	18.7%
Non Core			
AHCC	5.2	0.4	-92.3%
Other	3.6	2.3	-36.1%
Sum	8.8	2.7	-69.3%
FEWA Connection Charges	0.0	37.4	nm
Total CAPEX	99.3	147.7	48.5%

WORKING CAPITAL HIGHLIGHTS

- In light of the slowdown in the GCC construction sector and weak business sentiment, distributors were skittish about taking on more inventory in the quarter and as a result our inventory on hand grew to 206 days from 199 days at the end of Q1/16.
- Receivable days also rose to 113 days from 108 days at end of Q1/16 but remains better year and year and reflect stringent measures we put in place to minimize counter party risk.
- We were able to extend payable terms somewhat and payables rose to 80 days from 76 at the end of Q1/16.



RECEIVABLE DAYS OUTSTANDING



INVENTORY DAYS OUTSTANDING



2016 FOCUS REMAINS THE SAME – SET STAGE FOR GROWTH

BRANDING PROJECT

Preparations for new brand image/logo/marketing campaign at Cersaie in Q3 are on track

CHINA PLANT SALE

Inventory sale under way. Search for buyer of plant continues.

Polishing machinery to be moved to Iran.

CONTINUED NON CORE DISPOSALS

Assets of Al Hamra and Electro
RAK Group most likely near term
candidates

IRAN RESTART

Hired ~200 employees and restarted production in Q2/16

RESTRUCTURING OF DISTRIBUTION JVs

UK and German team integration ongoing, cost synergies expected 2017. Italy consolidation as of Q3/16

WORKING CAPITAL MANAGEMENT

Initiating production changes to better match inventory and demand for select products

INDIA TURNAROUND

New CEO joined in May. New HR
Head recently appointed.
Process of rebuilding team under
way.

EVALUATE OPTIONS FOR SW EXPANSION

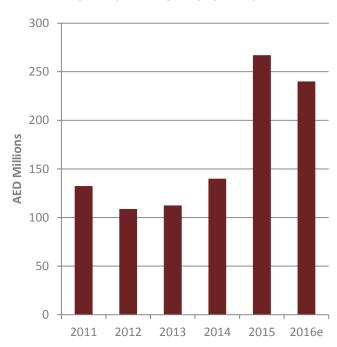
AED60mn funds earmarked for expansion in UAE cut back from 2016 CAPEX plan.

OPPORTUNISTIC ACQUISITIONS

Ongoing

CAPEX CYCLE COMPLETED

CAPEX SPENDING - LAST 5 YEARS



- 2014 shows core CAPEX only but total CAPEX spend that year was AED280mn.
- 2016 CAPEX includes AED55mn of growth CAPEX which was already spent by end Q2/16; maintenance CAPEX of AED185 includes a one time AED38mn connection fee to the UAE's Federal Electricity and Water Authority

TILE CAPACITY ADDITIONS

	2015	2016	Timing	Cost AED mn
Bangladesh	8.0	11.6	Q1/16	97

Shown in SQM millions

SANITARYWARE CAPACITY ADDITIONS

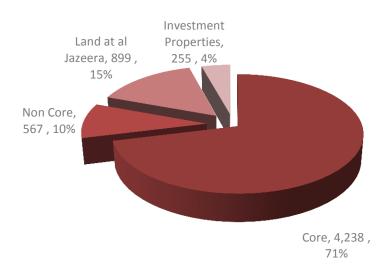
	2015	2016	Timing	Cost AED mn
UAE	2,700	3,294	Q1/16	81

Shown in thousands of pieces

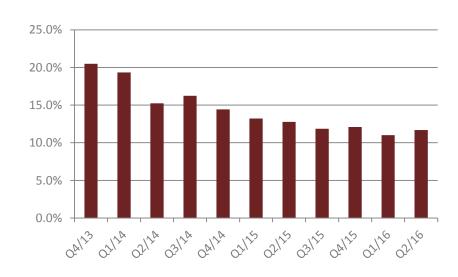
ASSET DISPOSAL CYCLE

Assets outside of the ceramics business are 33% of total assets but only 16% of total revenues. Land contributes no income. The company's aim is to exit non core businesses in the next 12-18 months, depending on market conditions.

ASSETS PER SEGMENT (Q2/16) - AED MILLIONS

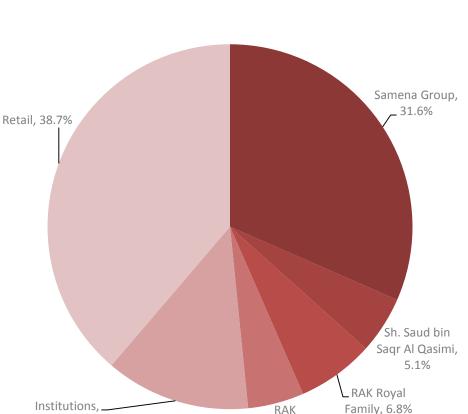


EVOLUTION OF NON CORE ASSETS AS % OF TOTAL ASSETS



STOCK PERFORMANCE AND SHARE OWNERSHIP





Government, 5.0%

12.8%

SHARE OWNERSHIP

COMP TABLE

Valuation Benchmarking (All figures in USDmn except share price)																			
(All figures in Cobini except share price)		Share	Price				E	V / Sales		EV	/ EBITDA		EV / EBIT	EV / I	EBIT		P/E		Net Debt /
		(Local)	(USD)	М Сар	EV	P/B	LTM	2016E	2017E	LTM	2016E	2017E	LTM	2015E	2016E	LTM	2016E	2017E	LTM EBITD
Ceramics Producers																			
Ras Al Khaimah Ceramics PSC	AED	3.17	0.9	741	1,205	0.9x	1.54x	1.53x	1.36x	8.0x	9.2x	8.1x	12.4x	12.4x	15.5x	8.8x	11.0x	8.6x	2.7
RAK Ceramics (Bangladesh) Limited	BDT	57.1	0.7	245	255	3.4x	3.86x	na	na	13.5x	na	na	16.9x	34.0x	na	17.9x	na	na	0.6
The Siam Cement Public Company Limited	THB	518.0	15.0	17,963	20,373	2.8x	1.88x	1.84x	1.72x	10.4x	10.1x	9.8x	14.3x	15.2x	14.0x	12.4x	12.5x	12.5x	2.0
Mohawk Industries Inc.	USD	209.7	209.7	15,547	18,422	2.9x	2.13x	2.07x	1.96x	11.6x	10.9x	10.2x	15.3x	17.6x	14.3x	18.7x	16.7x	15.6x	1.8
Grupo Lamosa, SAB de CV	MXN	36.40	2.0	774	1,041	2.1x	1.69x	na	na	8.2x	na	na	9.9x	10.4x	na	15.6x	na	na	2.0
Saudi Ceramic Company	SAR	34.73	9.3	463	677	0.9x	1.72x	1.81x	1.50x	6.5x	7.0x	6.4x	11.5x	8.6x	12.9x	8.9x	8.8x	7.6x	2.1
Kajaria Ceramics Limited	INR	1,249.9	18.7	1,487	1,535	10.7x	4.16x	3.74x	3.29x	20.3x	18.1x	16.3x	24.0x	28.0x	21.2x	40.4x	34.2x	29.4x	0.5
Dynasty Ceramic Public Company Limited	THB	4.30	0.1	811	836	8.8x	3.99x	3.90x	3.69x	13.8x	13.2x	12.4x	16.1x	16.6x	15.5x	19.8x	18.7x	17.5x	0.3
Al Anwar Ceramic Tiles Company SAOG	OMR	0.22	0.6	169	145	1.7x	2.39x	2.29x	2.21x	8.4x	7.5x	7.5x	12.0x	8.5x	9.9x	13.8x	13.0x	10.9x	N
Eternit S.A.	BRL	1.78	0.6	100	151	0.6x	0.50x	na	na	3.3x	na	na	4.5x	3.2x	na	(38.6x)	na	na	1.0
Mean						3.8x	2.31x	2.61x	2.40x	10.3x	11.1x	10.4x	13.4x	13.5x	14.7x	11.4x	17.3x	15.6x	1.4
Median						2.4x	2.01x	2.18x	2.09x	9.4x	10.5x	10.0x	13.1x	12.8x	14.2x	14.7x	14.9x	14.0x	1.8
Sanitary Ware Producers																			
LIXIL Group Corporation	JPY	2,007.0	20.0	5,860	12,035	1.2x	0.67x	0.68x	0.67x	12.4x	10.6x	9.3x	32.2x	17.6x	20.2x	nm	13.3x	10.2x	6.6
Toto Ltd.	JPY	3,845.0	38.3	6,456	5,647	2.4x	1.05x	1.03x	1.01x	9.0x	8.8x	8.3x	12.5x	12.9x	12.6x	18.5x	18.2x	17.6x	Ņ
Villeroy & Boch AG	EUR	13.69	15.4	408	598	2.2x	0.44x	0.43x	0.41x	5.6x	4.6x	4.4x	9.9x	9.9x	7.7x	13.2x	13.0x	11.5x	N
Rovese Spolka Akcyjna	PLN	2.45	0.6	524	759	1.6x	1.63x	na	na	12.6x	na	na	34.9x	44.4x	na	na	na	na	4.0
Lecico Egypt S.A.E.	EGP	2.68	0.3	24	114	0.3x	0.80x	0.74x	na	37.6x	na	na	nm	na	na	nm	nm	nm	29.7
Mean						1.5x	0.92x	0.72x	0.70x	15.4x	8.0x	7.3x	22.4x	21.2x	13.5x	15.8x	14.8x	13.1x	13.4
Median						1.6x	0.80x	0.71x	0.67x	12.4x	8.8x	8.3x	22.4x	15.2x	12.6x	15.8x	13.3x	11.5x	6.6
Ceramic TableWare Producers																			
Churchill China plc	GBP	7.74	10.1	110	95	2.7x	1.56x	1.51x	1.44x	11.7x	10.1x	9.4x	15.2x	15.2x	13.3x	nm	nm	nm	N
Fiskars Oyj Abp	EUR	17.52	19.8	1,616	1,889	1.3x	1.38x	1.35x	-	17.6x	14.5x	-	25.8x	27.2x	21.3x	nm	nm	nm	1
Mean						2.0x	1.47x	1.43x	0.72x	14.6x	12.3x	nm	20.5x	21.2x	17.3x #	nm	nm	nm	r
Median						2.0x	1.47x	1.43x	0.72x	14.6x	12.3x	nm	20.5x	21.2x	17.3x #	nm	nm	nm	r
All Producers																			
Mean						2.8x	1.73x	1.78x	1.63x	12.6x	10.5x	8.5x	17.0x	16.8x	14.8x #	12.3x	16.5x	14.7x	5.0
Median						2.1x	1.63x	1.66x	1.50x	11.6x	10.1x	9.3x	14.7x	15.2x	14.0x #	14.7x	13.3x	12.5x	2.0

ANALYST COVERAGE AND CONSENSUS ESTIMATES

Company	Analyst	Date of last report	Recommendation	Target Price (AED)
EFG Hermes	Tarek El Shawarbi	Jun 26 2016	Buy	4.10
CI Capital	Alia El Mehelmy	Mar 13 2016	Buy	4.70
Arqaam Capital	Mohammed Kamal	Aug 4 2016	Hold	3.50
SICO	Anoop Fernandes	Aug 4 2016	Buy	3.90
NBAD	Sanyalaskna Manibandu	Aug 4 2016	Buy	3.75
Mubasher	Sherif Noureldeen	Aug 4 2016	Buy	4.48

AED Mns	Revenues	Revenues	EBITDA	EBITDA	Net Income	Net Income
	2016e	2017e	2016e	2017e	2016e	2017e
Consensus Estimates as of August 18th 2016	3,219	3,402	557	605	317	356

REFERENCE AND CONTACT INFORMATION

Investor Relations Contact:

Philippe Habeichi, CFA – Head of Investor Relations

Email: philippe@rakceram.com

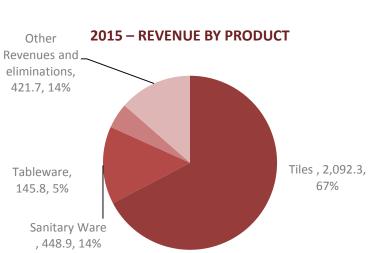


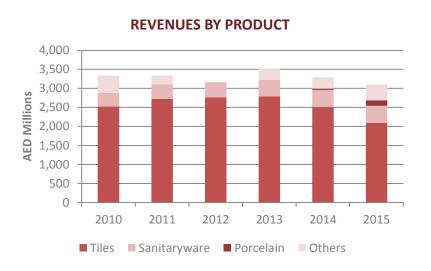
APPENDIX

2011-2015 HIGHLIGHTS

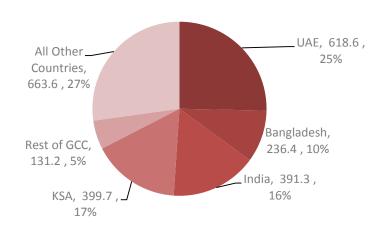
REVENUE GROWTH AND COMPOSITION



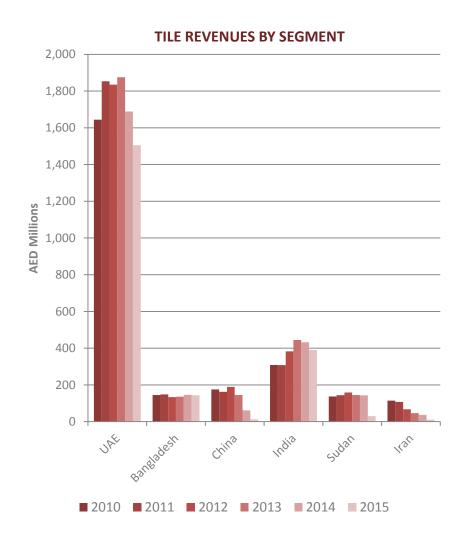


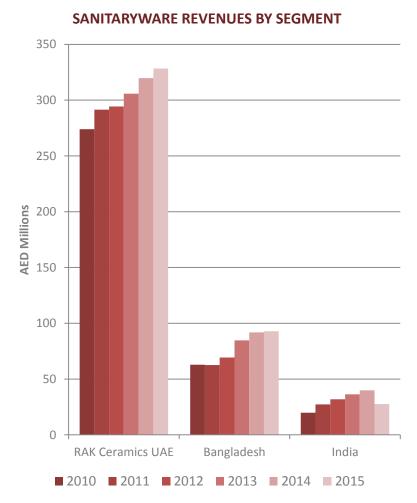




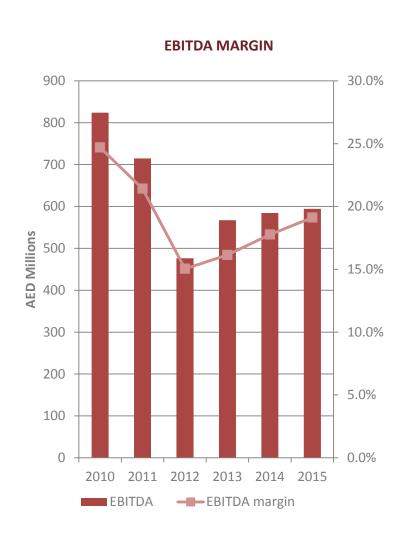


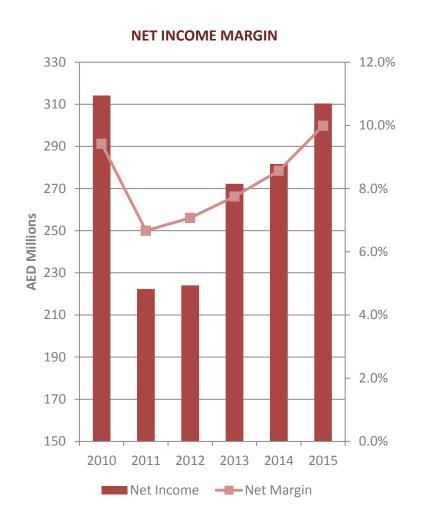
PERFORMANCE BY SEGMENT



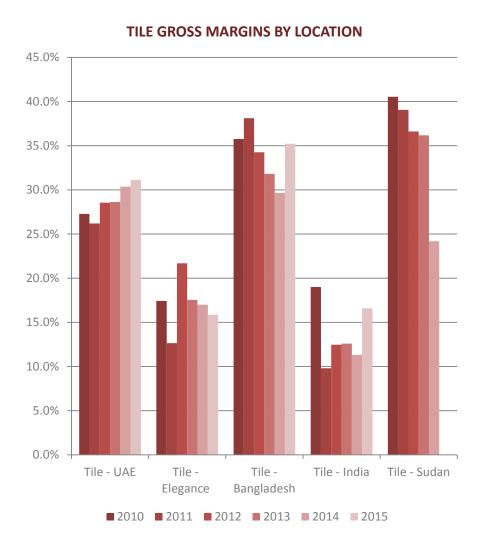


MARGIN EVOLUTION

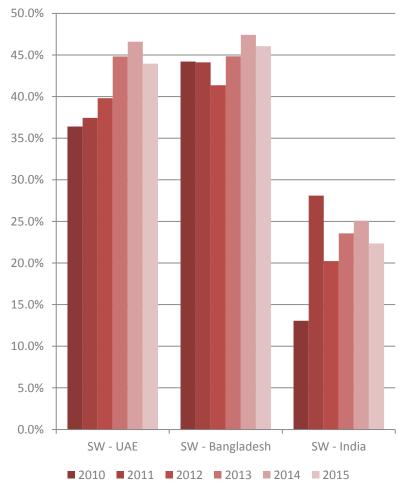




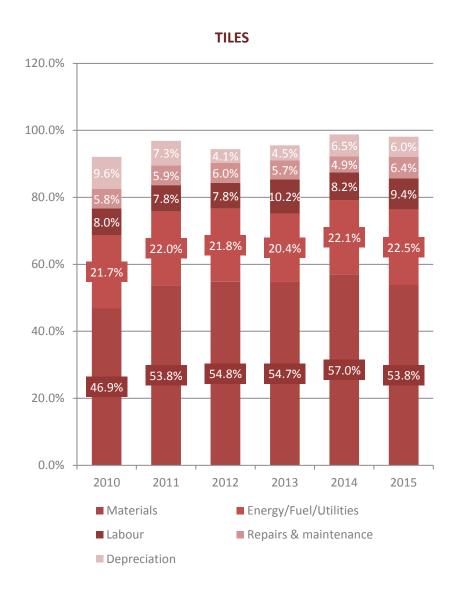
MARGINS BY LOCATION

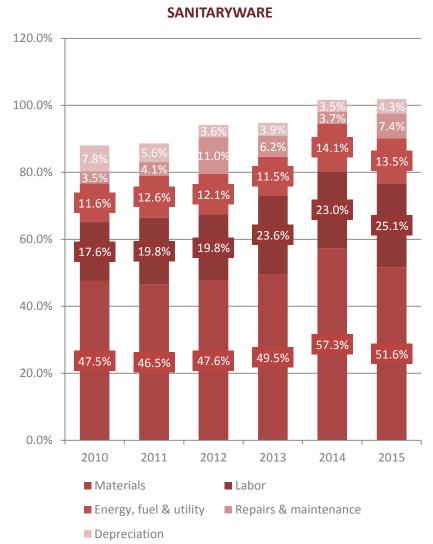


SANITARYWARE GROSS MARGINS BY LOCATION

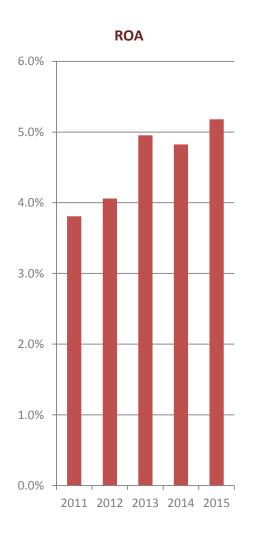


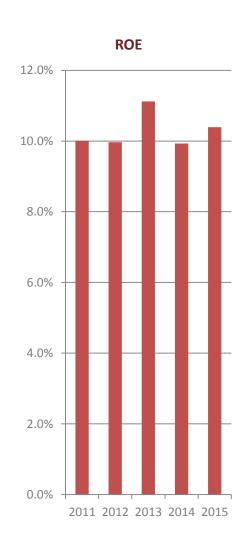
COGS BREAKDOWN EVOLUTION BY PRODUCT SEGMENT

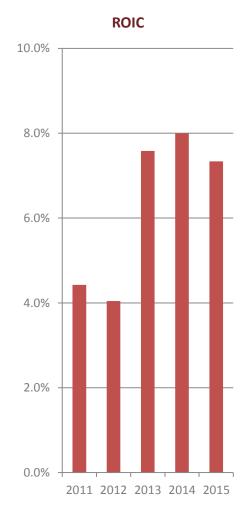




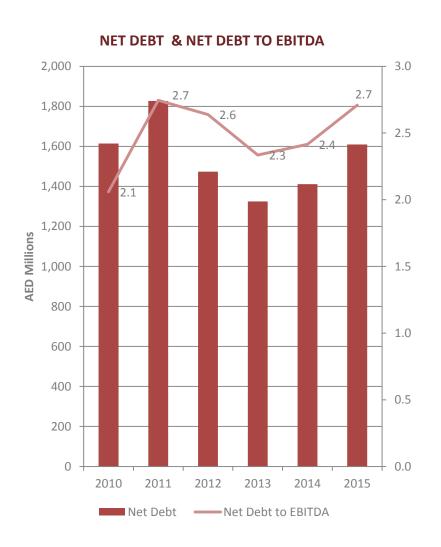
HISTORICAL RETURNS







NET GEARING, FREE CASH FLOW & DIVIDEND



FY 2010 FY 2011 FY 2012 FY 2013 FY 2014 FY 2015

■ CFO after W/C ■ CAPEX ■ Dividend

FREE CASH FLOW & DIVIDEND HISTORY

600

500

400

300

200

100

0

-100

AED Millions