

MRM - ATHI RIVER AREAS TO BE BRANDED



COMPANY BACKGROUND

Mabati Rolling Mills Limited (MRM) is the largest company within the Safal Group, and was its founding operation, commencing in 1962 at Mariakani, near Mombasa Kenya.

We were the first company in Africa to produce coated steel using a patented Aluminium-Zinc alloy recognized as the leading technology worldwide to deliver superior service life to steel. This technology is licensed to the Safal Group by BIEC International and is branded ZincAl.

MRM has an integrated Coated steel facility at Mariakani producing world class Coated and Painted Coated Steel products from which it manufactures a plethora of prestigious building solutions in its facilities across Kenya. MRM has service centers located in Nairobi (off Mombasa road), Kitengela, Thika, Kisumu, Nakuru, Eldoret, Mombasa, Kisumu, Kisii, Meru and Nyeri. These centres avail customized building solutions to consumers. We also have a vast Distributor network across the country to ensure timely deliveries and availability of products to the market.

VISION, MISSION, VALUES



THE SAFAL WAY



Strong Customer Focus

We put on our customers' shoes every step of the way.



Partnerships for shared success

We are bringing all hands on deck to build the Africa we want.



Excellence in all we do

We take pride in our infectious enthusiasm for success.



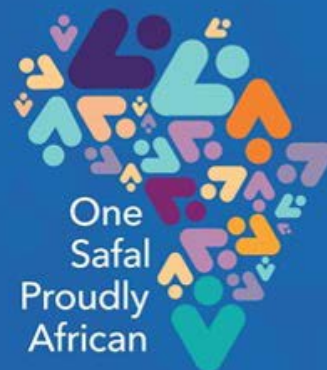
Integrity through commitment to Ethics & Compliance

We believe in, live by and work for the greatest good of all.



Care for our Employees, our Communities and the Environment

Everything that matters to you matters to us.



VISION

An Africa Built with Pride

MISSION

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

The SAFAL WAY

A strong **Customer Focus**

Excellence in all we do

Partnerships for shared success

Integrity - commitment to Ethics & Compliance

To Care for our Employees, our Communities and the Environment



One Company

Our Logo



Our Vision

An Africa Built with Pride

Where we are
going

Our Mission

We deliver **trusted building solutions**, that are made with **pride and care**, to provide **superior customer value**

Why we are here

Our Strategic
Focus

**Building
Solutions**

**People &
Culture**

**Market
Channels**

**Operational
Efficiency**

What we focus on

Our Values
“The Safal Way”

- 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**

How we work

STRATEGIC PILLARS



Building Solutions



Market Channels



People & Culture



Operational Efficiency



BRAND PRINT/RALLY CALL

 | An Africa built with pride

Welcome to a world without barriers,
without boundaries and one without borders.

A world where no one is looked down upon,
no one is ever frowned upon.

A world where everyone gets a fair shot
at writing his or her own destiny.

A world where we speak many languages
but we all understand one language –
the language of respect and love.

A world where we care for each other,
fight alongside each other and stand together as one.

A world where we win together as one.

Welcome to the world of Safal,
welcome to the Safal family.

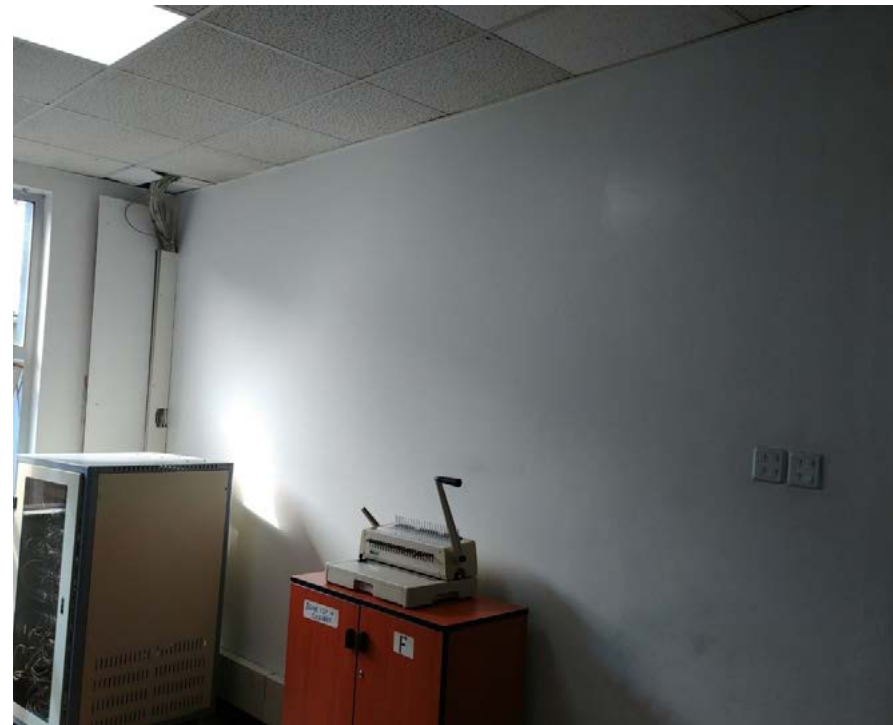
One Safal, One Africa



AREAS TO BE BRANDED



Area: Reception Wall
Dimensions: 570cm x 350cm



Area: Sales & Marketing Wing (Entrance)
Dimensions: 385cm x 232cm

AREAS TO BE BRANDED

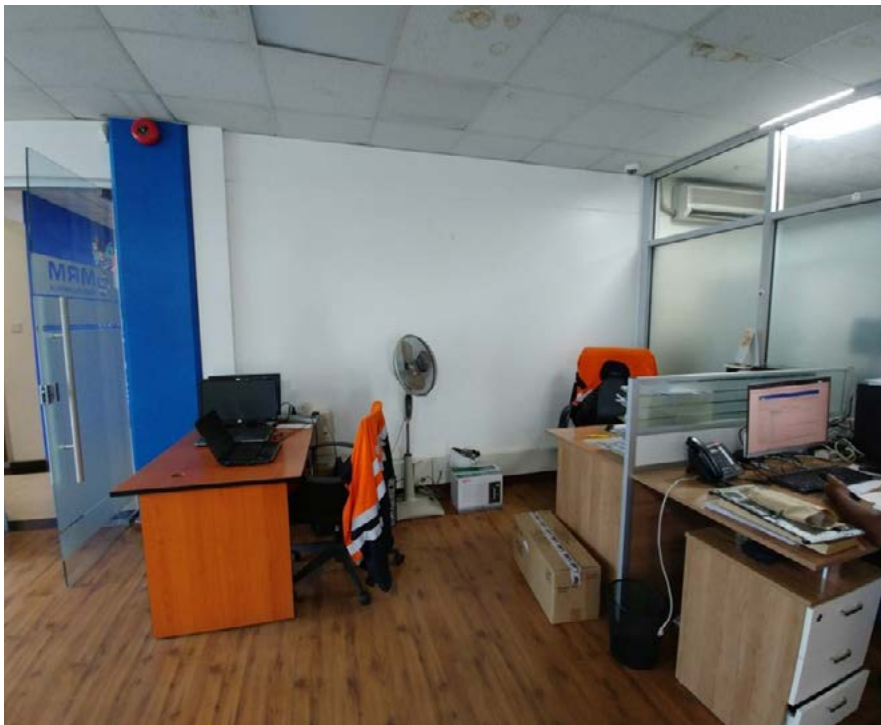


Area: Sales & Marketing Wing
(Sales & Dist. Manager Back Wall)
Dimensions: 484cm x 253cm



Area: Finance Wing
(Finance Manager Back Wall)
Dimensions: 487cm x 258cm

AREAS TO BE BRANDED



Area: Finance Wing-Entrance
(IT Section)
Dimensions: 336cm x 236cm



Area: 1st Floor Staircase Wall
Dimensions: 650cm x 300cm

AREAS TO BE BRANDED



Area: 2nd Floor Staircase Wall 1
Dimensions: 642cm x 420cm



Area: 2nd Floor Staircase Wall 2
Dimensions: 710cm x 330cm

AREAS TO BE BRANDED



Area: Training Lobby Wall
Dimensions: 518cm x 296cm



Area: Cafeteria Corridor Wall
Dimensions: 882cm x 252cm

AREAS TO BE BRANDED



Area: Sales & Marketing Wing
(Trade Marketing Manager)

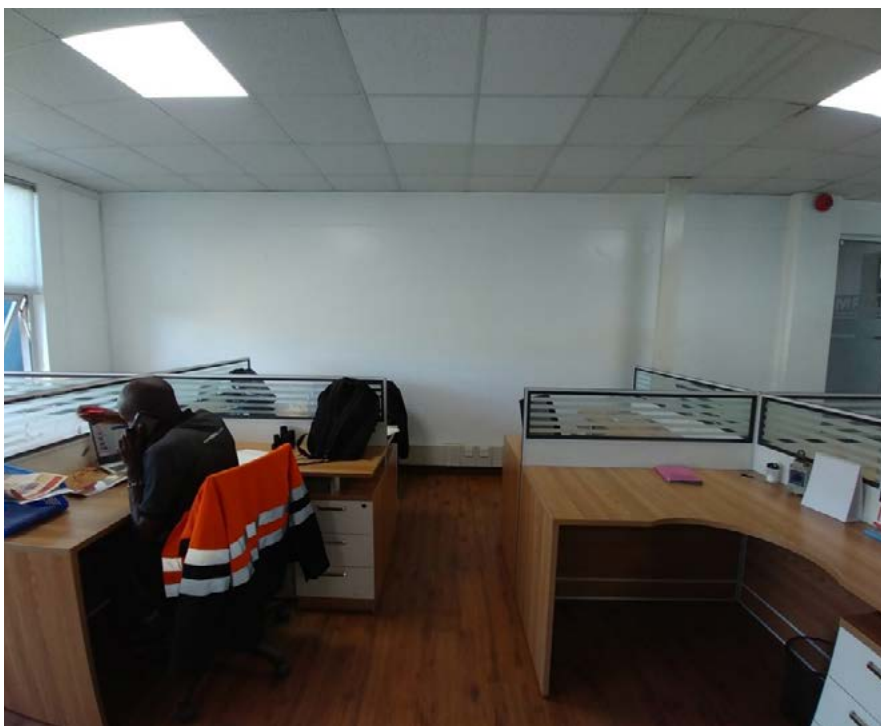
Dimensions: 65cm x 65cm
(this wall will have 2 frames - 2 on each wall)



Area: Sales & Marketing Wing
(MRM Supply Chain Manager Office)

Dimensions: 65cm x 65cm
(this wall will have 2 frames - 2 on each wall)

AREAS TO BE BRANDED



Area: SBS Wing (Entrance)
Dimensions: 643cm x 234cm



Area: SBS Wing (Opposite Wall)
Dimensions: 520cm x 256cm

AREAS TO BE BRANDED



Area: SBS Wing (Lounge Area) **Dimensions:** (a) 45cm x 105cm (b) 170cm x 254cm

AREAS TO BE BRANDED



Area: SBS Wing (Meeting room entrance wall)
Dimensions: 512cm x 231cm



Area: Nairobi Service Centre
Dimensions: TBC

BRAND PRINT

For over 60 years, we have been building Africa with Pride.
12 countries, 36 champions of the Safal dream
A dream of forging the Africa we want to see
Factory by factory...
Steel coil by steel coil.

United in our unique strengths,
We started as a small family,
Now we build this future together as a big family.
We support each other's dreams...
We inspire each other's ambitions...
And celebrate every win together.

We are proudly building one Africa.
And in this journey,
We care for each other...
and make sure everyone of us finds their rightful place.
Because before anything else,
We are always family.

Welcome to The Safal Family
One Safal, One Africa



THANK YOU
AND ALL THE BEST

