

# **AFIFI GROUP**

INTEGRITY. COMMITMENT. QUALITY  
SINCE 1927





RELIABILITY,  
COMMITMENT,  
INSPIRATION,  
SHINING FORTH  
FROM THE GALILEE





**AHMAD AFIFI**  
CHAIRMAN AND OWNER

## A MESSAGE FROM OUR CHAIRMAN

One man with a truck and **a dream in 1927** has developed decades later into a large conglomerate that encompasses over 20 companies operating with great success in the fields of transport, tourism, hospitality, trade, information technology, investments and real estate, both in **Israel and abroad**. Today, the **Afifi Group** owns more than 1,300 buses and has over 2,500 employees. It is a privately owned business proudly managed by the family's third and fourth generations.

The Afifi Group has overcome the many challenges it faced along the way, and the results speak for themselves – both in the group's expanding range of activities and in its rapid growth, especially over the past decade.

As a family business, we have always shown the **highest levels of commitment and loyalty** to our staff. We cherish them as our ultimate resource, helping them to develop their skills and become active and positive members of society. In this way, we hope to instill in them a **strong belief** in the company's business values.

I wish to thank our business associates, who have believed in us and shared the journey with us, and our customers, who rely on our services and **trust us** to be there for them. We look forward to the many challenges ahead and the dreams we have yet to realize. As the third-generation Chairman Of the Board, I invite you to consider partnering with us in business ventures in the fields of transport, tourism, trade, real estate investments and IT developments related to transportation and tourism. We have a wealth of experience and a proven track record, and the **opportunities** are **substantial**.

Sincerely,  
**Ahmed Afifi,**  
Chairman,  
Afifi Group

## BOARD OF DIRECTORS



**AMER AFIFI**  
DIRECTOR AND OWNER



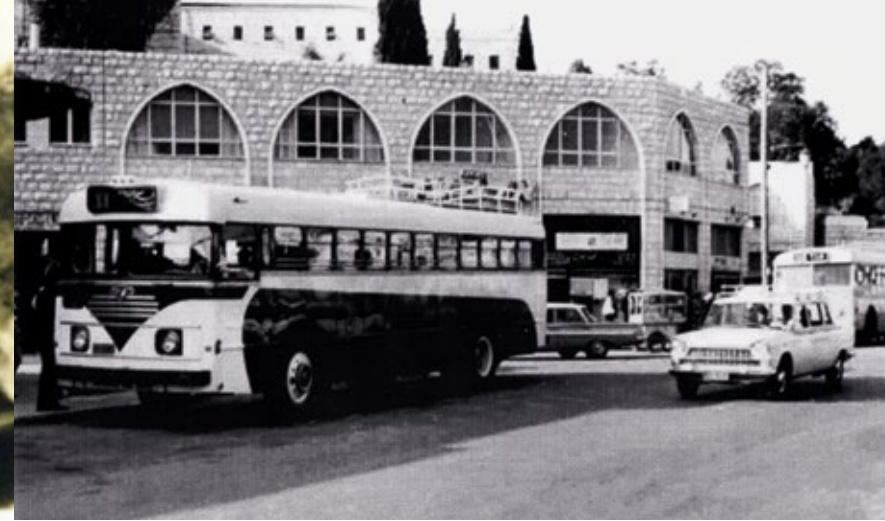
**OMAR AFIFI**  
DIRECTOR AND OWNER



**WALEED AFIFI**  
DIRECTOR AND OWNER







# OUR ROAD TO THE TOP

It began in **1927** when the **Afifi family** farmed their lands next to the village of Sepphoris, near Nazareth. As agricultural production grew, the family bought a truck to transport their goods more efficiently and quickly to the large port cities of Haifa and Jaffa. Many of the other farmers sent their produce on the truck too. Very soon, the villagers realized it was more **comfortable and faster** to use the vehicle to travel to neighboring cities and markets, and they were happy to pay for the ride.

Responding to the growing demand, the family installed benches in the back of the truck. By **1932**, the family had purchased its first bus – a turning point that laid the foundations for the development of their business into the fields of **transportation, travel and tourism**. Then, as today, customer service was our guiding principle – one that dictates the Afifi Group's business philosophy. What began as a modest family initiative evolved over the years into the robust and prosperous Afifi Group, which encompasses **over 20 companies** engaged in transportation, tourism,

hotels, information technology, investments, real estate and international trade. The group owns **more than 1,300 buses**, two hotels and many real estate properties, and has over **2,500 employees** who identify with the organization and feel a sense of belonging and pride. The Group's long accumulation of experience in these various fields enables us to offer **unique products and a variety of services** at the very highest level. But we are not about to rest on our laurels. We challenge ourselves every day, searching for new methods and technologies, to ensure we remain our customers' **first choice**.





# ALWAYS LOOKING AHEAD

The Afifi Group strives to be a leader in various fields. It sets great store by professionalism, quality and innovation, and places an emphasis on customer service and a commitment to its business partners, locally and internationally. The values of integrity, reliability and fairness have been the Group's watchwords since its first years of operation.

## OUR GOALS

- The Group plans to **expand its range** of public transport services and lines.
- In the field of tourism, the Group **intends to increase the products and services** it offers, meeting – and exceeding – the evolving needs of customers. **Intelligent and comprehensive** planning will make sure the Group is ready to successfully deal with **future challenges** and a changing business environment.
- In international **commerce**, the Group is expanding into advanced technologies and products for the **automotive industry**.
- The Group is committed to providing products and services at uncompromisingly **high standards**, while creating new solutions and tailoring them to the requirements of individual customers.
- The Group is committed to maintaining and expanding its robust and long-term ties with customers, **strategic partners**, suppliers and employees.
- The Group will continue to nurture and train staff by creating a workplace that **encourages creativity** and efficiency, and equips employees to deal with the challenges ahead, ensuring their personal advancement and job security.
- The Group will continue its involvement and **activities within the community** it serves and in which it operates, and will continue to contribute to its cultural, economic and commercial growth and improvement.

## SOCIAL INVOLVEMENT

# BETTER WORK FOR A BETTER LIFE

Our strong **social commitment** is the foundation of our successful operations.

A family business like the Afifi Group would be failing in its most important duty if it did not take into account the **potential impact** of each of its activities on the human and natural environment.

The Group's commitment to the community includes employment **diversity** and compliance with labor and social laws, as well as advancing equality in employment, empowering women, and providing employment **opportunities for the disabled**, wherever possible.

Customer service is at the core of our activities, and the Afifi Group believes that a commitment by staff to compassionate and **ethical** conduct is essential for its success.

Our **social commitment** strategy focuses on supporting projects that are in harmony with our philosophy and strategy. Thanks to our activities, we make a **difference** locally, where our employees live and work. The projects take local needs into account as well as the goals of our regional organizations.

We also **encourage** our employees to get involved in their local areas, and we support them in making a difference on behalf of society and the environment.





# BRAND VALUES

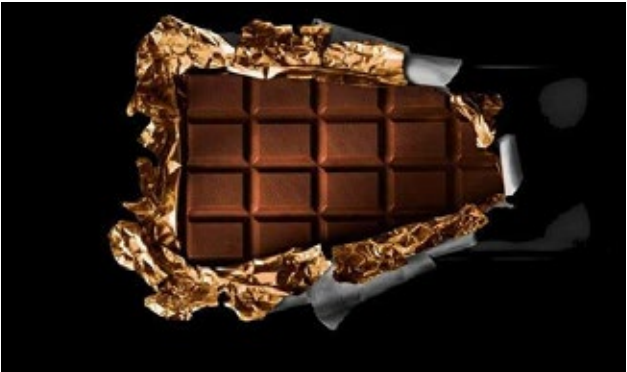
## COMMITMENT

We are committed to the Group's success and its good name, both in the eyes of our customers and suppliers, and out of respect for the generations that preceded us and our responsibility to future generations.



## INTEGRITY

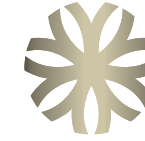
Our name is the most valuable asset we have. We strive to ensure that our activities are fair and transparent to all those who deal with us, either in a professional or personal capacity.



## QUALITY

Whether in terms of products or services, we always operate according to the highest standards in our field, creating exceptional added value for our partners and ensuring that our customers get full value for their money.

# GROUP ARCHITECTURE



**AFIFI GROUP**

INTEGRITY. COMMITMENT. QUALITY  
SINCE 1927



**AFIFI GROUP**

TRANSPORTATION AND LOGISTICS



**AFIFI GROUP**

TRADE AND SERVICES



**AFIFI GROUP**

TOURISM AND HOSPITALITY



**AFIFI GROUP**

REAL ESTATE AND INVESTMENTS



**NAZARETH TRANSPORT & TOURISM**



**UNBS**  
UNITED NAZARETH  
BUS SERVICES



**NATEEV EXPRESS**



**EPSILON DELTA**



**UBSI**



**UBSI PARTS**



**NAZARENE TOURS**  
ANYWHERE. ANYTIME



**&Olives**  
TRAVEL



**DUNS SCOTUS PILGRIMAGES**  
HONG KONG



**NAZARETH CITY CENTER**  
بنية مركز البلد - ديم مركزنا

**GAMMA MU**  
HOLDINGS AND INVESTMENTS LTD.



**CABLE EXPRESS**



**BEIT SHEMESH EXPRESS**



**NAZARENE EXPRESS**



**HELEN**



**AFIFI CARASSO**



**TTO**  
TRANSTEK TURKEY OTOMOTIV



**LEGACY HOTELS**



**LEGACY**  
Nazareth hotel



**Legacy Hotel**  
Garden



**AVERROES**  
Travel Transportation Tourism

الملتقى للطلول التكنولوجية  
Elmottaqa for Technological Solutions  
www.el-mottaqa.com.jo





# AFIFI ARABIANS

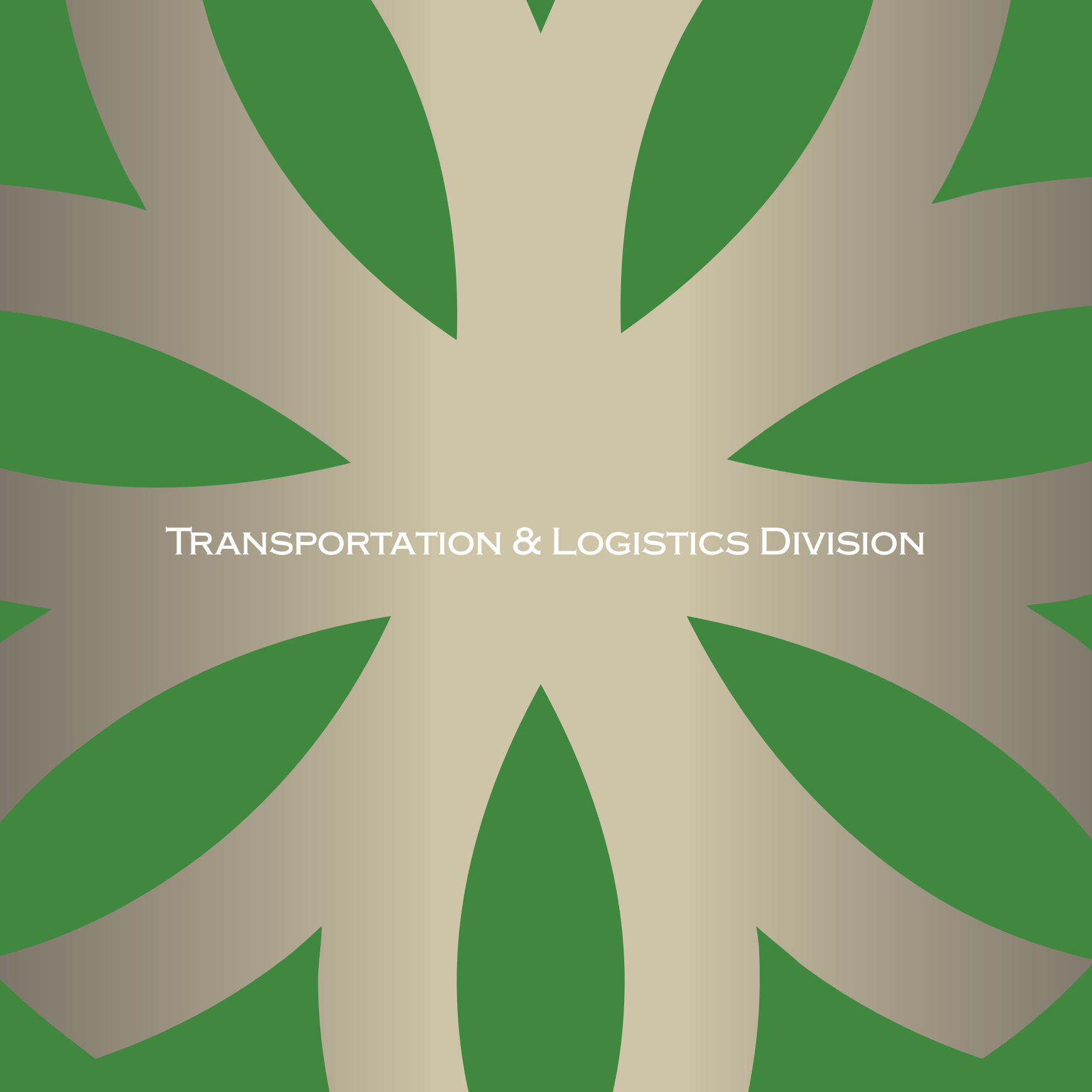
**Afifi Arabians** is owned by the Afifi family, a rejuvenation of the **love for the Arabian horse** that runs through the family for generations. Afifi Arabians depends on successful and beautiful mares for breeding and showing.

Recently, Afifi Arabians have imported horses **from Europe**, aiming high to win in competitions and show their beautiful horses all over the globe. After an **extensive study** of bloodlines and conformation we have decided to finally launch our **own breeding program**.

Our focus is to breed only a few select mares each year and only to the **highest quality stallions**. We feel that it is essential to breed individuals that possess a **blend of beauty, athleticism and good mind**.

The Afifi Arabians vision is to share the passion and love; the **knowledge and experience**; and the commitment to preserving the legacy of the beautiful Arabian. We are extremely grateful to those who have and continue to carefully perpetuate this ethereal beauty. We celebrate their achievements and look forward to a **future of infinite possibilists**.





# TRANSPORTATION & LOGISTICS DIVISION



AFIFI GROUP

TRANSPORTATION AND LOGISTICS

# A PROMISE OF QUALITY AND SAFETY

For many decades, the Afifi Group has been uncompromising in providing the highest standards in products and services, from our modern buses to customer service, from strict safety procedures to resourceful solutions.

Our companies go out of their way to bring each and every passenger to his or her destination – swiftly, comfortably, politely and safely.



NAZARETH  
TRANSPORT  
& TOURISM



UNBS  
UNITED NAZARETH  
BUS SERVICES



NATEEV  
EXPRESS



NAZARENE  
EXPRESS



CABLE  
EXPRESS



BEIT SHEMESH  
EXPRESS





NAZARETH  
TRANSPORT  
& TOURISM

# NAZARETH TRANSPORT & TOURISM

By **1932** the family had purchased its first bus – a turning point that laid the foundations for the development of their business into the fields of transportation, travel and tourism. NTT had **evolved into a public** bus operator by 1943 serving Nazareth and the Galilee region. Over the years, the company has added international lines. In the early 1970s, NTT moved into tourism, quickly **developing a reputation** among tourists for the quality of its services and modern bus fleet, as well as the responsiveness of staff.

Today the company operates inter-city routes in the north of Israel, covering Nazareth, Nof Hagalil, Haifa, Karmiel and villages in the Galilee, as well as city routes in Sakhnin, Arraba, Kafr Manda and Maghar, via about 80 public transport lines.

NTT owns a fleet of **240 modern buses** that meet strict air pollution standards in addition to the first electric bus in the city of Sakhnin, equipped with e-ticketing machines, modern fleet systems, as well as wi-fi and USB chargers. It has a **staff of 400**.

NTT adheres to the highest standards of service provision, as well as the regulations of the Israel Ministry of Transport. In all its activities, the company constantly improves accessibility and quality, while operating **modern, comfortable, fast, punctual, courteous and safe** public transportation services, as an attractive alternative to driving one's own car.



UNBS  
UNITED NAZARETH  
BUS SERVICES

# UNITED NAZARETH BUS SERVICES



United Nazareth Bus Services, **established in 1956** and came under the Afifi Group's full ownership in 1992. The company has significantly expanded its activities in recent years in Nazareth, Nof Hagalil and the surrounding area, **servicing 250,000 residents and transporting millions of passengers a year**. It operates a fleet of more than **190 modern buses** and has **320 employees**.

The company currently operates **regular public transport routes**, in addition to several school routes. Its buses are highly maintained, adhere to the Ministry of Transport's strictest standards, offer e-ticketing and fleet systems, and staff are **courteous and professional**, making UNBS the preferred mode of transport in the area.

The company is committed to providing the **highest level** of public transportation service to passengers, including on matters of **safety and comfort**. It is also helping the national government realize its goal of increasing the use of public transportation.



NATEEV  
EXPRESS

# NATEEV EXPRESS

**Nateev Express** was founded in 2001 following the Israeli government's decision on reforms and privatization of public transport bus lines. Nateev **won two of four initial tenders** and became the first company to operate public transport in the framework of the government's competitive plan. The company began by offering public transport services at the outset of 2001 when it won the tender to operate the Hadera and Netanya cluster of routes.

**The Noy Fund**, Israel's leading infrastructure foundation, joined forces with Nateev Express in 2021 as a partner and shareholder.

## The Galilee Cluster

Nateev Express operates the Galilee cluster of services comprised of **222 public transport routes**. As part of the company's extensive activities, Nateev Express ensures its services are professional, reliable and safe for all travelers, with special emphasis on the needs of **handicapped users**. To this end, the company operates a satellite supported announcement system which states the stops during the journey, backed up by internal electronic signs that present the stops. The company operates the "NEXT BUS" service which tracks the bus arrival times to the stations in real time.

Nateev also operates **Wi-Fi internet** on some lines, enabling free surfing opportunities to passengers.

Running public bus lines involves tight control and constant auditing of real time situations, giving Nateev an excellent advantage. Nateev operates a **24/7 year round audit center** to ensure its ongoing level of quality. The center allows us to track every bus for location, speed, direction of travel, and the ability to warn our drivers of irregularities for any of these parameters. Nateev also operates a customer information and service center addressing any issues passengers may have about routes, bus stop locations, and schedules.

Nateev Express employees **over 1,000 people** in the Galilee Cluster, of whom 819 are bus drivers. The company's bus fleet contains over **550 modern, comfortable buses**.



BEIT SHEMESH  
EXPRESS

# BEIT SHEMESH EXPRESS

Beit Shemesh Express is a subsidiary of Nateev Express, serving the cities of Beit Shemesh, Bnei Brak, Petah Tikva, Tel Aviv and Kiryat Gat with 26 public transportation lines and **259 buses**, operated by approximately 335 dedicated employees and **250 of the best drivers** in the country!

The Noy Fund, Israel's leading infrastructure foundation, joined forces with Nateev Express in 2021 as a partner and shareholder.



Beit Shemesh Express – like its parent company – brings to the world of public transportation a message of technological advancement, the purpose of which is to provide reliable and **professional service** to all passengers. Its array of advanced systems includes the latest version of the Mobileye system (Mobileye 8), a 38" passenger screen on city buses showing the itinerary with the next 4 stations, a second, 18.5" passenger screen on intercity buses displaying the itinerary and the next 4 stations, and Rav-Kav validation devices inside the buses. The company also provides **wireless internet access** that allows passengers to surf the web free of charge inside the buses.

We at Beit Shemesh Express **feel a commitment to the special needs public**, thus, as part of the improvements we are constantly making on our buses, we have installed a speech communications system between the wheelchair position and the driver's station, and we consistently provide large and accessible digital signage.

As a company, we are proud to bear the flag of environmental protection, and thus our buses meet the Euro 6 standard that reduces air pollution, alongside **58 electric buses** – the next generation of public transport





CABLE  
EXPRESS

# CABLE EXPRESS

**Our newest venture**, Cable Express, is a subsidiary of Nateev Express, and was established after the company won the 2019 **Haifa** cable car tender. It will operate and maintain **six cable car stations** along a 4.4 km route.

Three are already open to the public: the Central station, the Technion station and the University of Haifa station.

The project includes **148 cabins**, with one departing every 15 seconds. Each can carry 10 passengers – eight seated and two standing. The journey time from the central bay to the university is 19 minutes.

The company's concession lasts for a period of 12 years.



NAZARENE  
EXPRESS

# NAZARENE EXPRESS

Nazarene Express, part of Nateev Express, has **over 40 years of experience** in offering special travel services for tourists and organizations, including companies, schools, factories, government offices and more.

Today the company operates a fleet of **48 modern buses**, ranging from 10-seater vehicles to 60-seater buses, in addition to purpose-designed vehicles for transporting **people with disabilities**. The team of more than 50 veteran drivers are experienced, skilled and courteous.

The fleet is under the supervision of an authorized safety officer from the Ministry of Transport. Nazarene Express also monitors and documents the progress of buses through an internal department that **works 24/7** and ensures a rapid response to any situation.



# TOURISM & HOSPITALITY DIVISION



AFIFI GROUP

TOURISM AND HOSPITALITY

## THINK GLOBAL ACT LOCAL

This division focuses on tourists, travelling, attractions and customer service, making sure those on vacation have every opportunity to enjoy themselves and explore the sights. In line with our Group philosophy, we provide friendly, efficient and attentive service, whether our customers are traveling to an exciting destination, enjoying a guided tour, embarking on a pilgrimage to a holy site, or just relaxing at a hotel. In the dynamic tourism industry, products and services must meet the highest expectations of customers. We have developed cutting-edge new technology and joined with select global partners to expand our business.



NAZARENE TOURS  
ANYWHERE. ANYTIME



DUNS SCOTUS  
PILGRIMAGES  
HONG KONG



&Olives  
TRAVEL



LEGACY  
HOTELS



Legacy Hotel  
Jerusalem



LEGACY  
Nazareth hotel





**NAZARENE TOURS**  
ANYWHERE. ANYTIME

# NAZARENE TOURS

Nazarene Tours was **established in 1974**, and in just a few years became one of the leading companies in the field of inbound, outbound and domestic tourism in Israel. Nazarene Tours provides a **wide variety of products** and services for tourists, such as reservation of air tickets, cruise and rail tickets, car rental, hotel reservation, guided tours and excursions, conventions, fairs and incentive tours, special events, tours for disabled customers, holiday packages, charters and tailor-made tours for VIP clients.

The company is **continuously expanding** its product lines to enrich the experience of customers, and ensure they can find everything they need at one sales point. The company, which is a member of **IATA, USTOA, LCC, Israeli Association of Travel Agencies** and Consultants and Israel incoming tour operators association, operates four fully equipped branches across the country, as well as a call center and a website for online bookings.

Nazarene Tours has developed an internal integrated **management system "Travel Cyber Office"**, which interfaces with global ticketing systems, including Galileo, Amadeus and World Span.

This software was designed to answer the differing needs of clientele from the business (B2B) and private (B2C) sectors. **It helps with processing** reservations, operational activities and client accounts, tailoring tours for groups and individuals, as well as responding to the company's internal management needs.

In 2006 the company expanded into the Far East, and in cooperation with a local partner in **Hong Kong** we inaugurated a company specializing in Christian tourism. In 2014 Nazarene Tours established another company, located in **Holland**, to serve the need of customers for travel services in Mediterranean destinations.



**DUNS SCOTUS  
PILGRIMAGES**  
HONG KONG

# DUNS SCOTUS PILGRIMAGE

Duns Scotus Pilgrimages Ltd. is a travel agency established in 2006 in **Hong Kong** in association with the **local Catholic Church**. Nazarene Tours holds 50% of its shares. The company serves Hong Kong residents and Catholic communities in that region, providing outbound tourism services and organizing Catholic pilgrimage tours to various destinations worldwide, including **Israel, Jordan, Turkey and European destinations**.

For each tour, whether a set itinerary or specifically tailored on request, the company provides licensed tour escorts, pilgrimage assistants and a spiritual assistant (priest or religious guide) to address **the pilgrims' spiritual needs**.





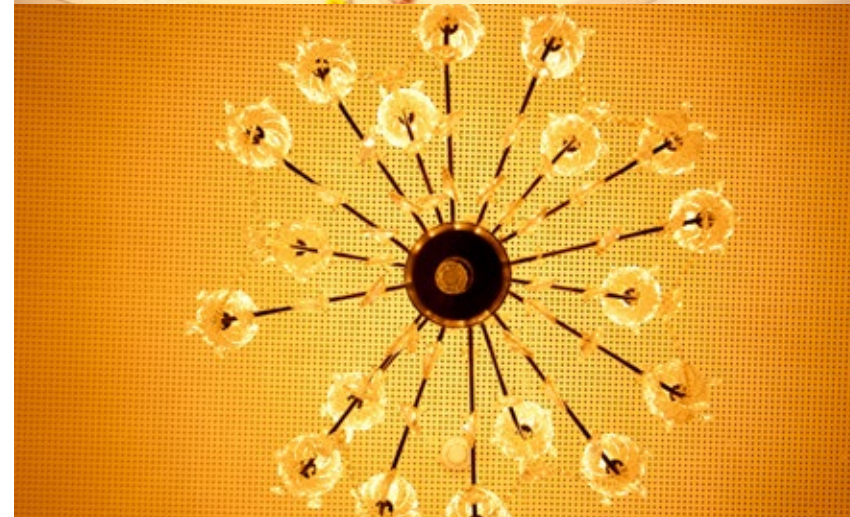


# & OLIVES TRAVEL

Established in 2014 in the Netherlands in partnership with two Dutch partners, the company is located in the city of **Bergen**. Nazarene Tours holds **80% of its shares**.

The company specializes in outbound tourism for individuals and groups to a variety of destinations in the **Mediterranean region, the Middle East and Europe**, including Israel, Jordan, Malta, Cyprus, Morocco, Portugal, Greece and more.

The company recently launched a website offering travelers **special packages** to a wide range of destinations.



# LEGACY HOTEL, JERUSALEM

The Legacy is a sophisticated modern hotel located **in the heart of Jerusalem**, five minutes' walk from the Old City and its holy sites, and ten minutes' from the center of the new city. Originally serving as the city's YMCA in the 1960s, the building has been meticulously and **extensively renovated** to provide a perfect blend of old-world **charm and elegance** with all of today's convenience and design simplicity – from the lobby's high ceilings and modern furnishings to the elegance and serenity of the top-floor restaurant. **The breathtaking** panoramic views afford guests a chance to survey Jerusalem's many splendors.

The hotel's **58 rooms** have been redesigned in a classic, modern style to ensure **luxury, comfort and privacy**, and offer modern conveniences such as free wireless internet.





LEGACY  
Nazareth hotel

# LEGACY HOTEL, NAZARETH

Nazareth's Legacy Hotel is located in the centre of the city, a short walk from the imposing **Church of the Annunciation** and the colorful and vibrant **Old City market (souq)**.

The Legacy is conveniently located from other city attractions such as the Precipice Mountain and Mary's Well, as well as excursions into the wider **Galilee region**.

The hotel's **unique design**, inspired by the tree of life symbol, infuses the hotel with the magical atmosphere of Nazareth's Old City market, in all its shades, aromas, colors, flavors and sounds. Local works of art are displayed throughout the hotel, representing the **history and heritage of Nazareth**.

The Legacy has **100 spacious hotel rooms** and suites spread over 5 floors. After a day of hiking or sightseeing, guests can relax in the lobby's spacious seating areas, or in the orchard patio area, decorated with Armenian wall art, or in the bar. Hotel services include **a state-of-the-art gym** open to hotel guests day and night, an avenue of fashion shops, covered parking and concierge services.



## TRADE & SERVICES DIVISION



AFIFI GROUP

TRADE AND SERVICES

# ENGINE OF SUCCESS

Our early start in transportation means we have decades of experience in vehicles of all types, helping the commercial division of the Afifi Group to establish itself as a dominant player in Israel. We offer our customers breakthrough products and services to create better solutions for today's smart world. With our in-depth knowledge of all aspects of transportation and a familiarity with the specific needs of our target customers, the Afifi Group provides a valuable and attentive service to hundreds of thousands of residents, across a wide geographic area.



UBSI



UBSI PARTS



AFIFI CARASSO



HELEN



EPSILON DELTA



TTO  
TRANSTEK TURKEY  
OTOMOTIV



الملتقى للحلول التكنولوجية  
Elmoltaqa for Technological Solutions  
www.elmoltaqa.com.jo





# UBSI

UBSI was established in 2007 as a **sales and service center**, providing professional and licensed **support and diagnostic services** for a wide range of commercial vehicle manufacturers. It operates a 13,000 sq m service center with 24/7 service, and a fully-computerized 4,000 sq m warehouse for spare parts – the largest in the northern region. Over the years, the company has grown, and today employs a team of **more than 100 employees**. It offers a wide range of maintenance services, drawing on its staff's wealth of knowledge.

**UBSI specializes in services that include:**

- Mechanics.
- Vehicle body work and painting.
- Electrics and diagnostics.
- Air conditioning.
- Chassis for buses.
- First-class bus licensing.
- Breakdown services, including towing.
- A tire and battery shop.

UBSI service centers cater to a wider variety of customers, from individuals to public transportation companies, such as Metropoline, Dan, Superbus, Kavim, Neteev Express, Nazareth Travel and Tourism, United Nazareth Bus Services.

The company works with the **leading brands in the industry** and serves as a licensed service center for the Solaris, Otokar, Iveco, Mercedes-Benz DAF, MAN and Scania brands.



UBSI is the **exclusive importer** for two of the leading bus manufacturers in Europe.

**Solaris** - Located in **Poland**, and a leader in producing high-quality Electric and CNG buses for the European market. Solaris specializes in alternative energy, in addition to their regular diesel-powered buses.

**Otokar** - one of the **leading Turkish bus manufacturers** that provide a range of products including diesel-powered BRT, articulated, electric, and CNG buses.



# UBSI PARTS

In 2010, UBSI PARTS was established to import **quality spare parts** to the Israeli market at competitive prices for all types of heavy vehicles and light freight.

The company has exclusive rights to import, market and distribute original and replacement parts for a **variety of leading brands** in the spare parts industry. It represents leading bus and spare parts manufacturers **in Europe**:

- Hengst filtration
- Diesel technic
- Garret motion/turbochargers
- Mitsubishi turbochargers
- Sem
- Solaris
- Otokar







HELEN

# HELEN DRIVING SCHOOL



HELEN driving school in Nazareth specializes in practical and theoretical training for drivers, using three buses. Senior teachers ensure the **highest levels of professionalism**. An advanced driving simulator trains drivers to cope with road hazards, with a unique program offering a wide variety of scenarios and extreme situations simulated by leading experts in preventive driving. Drivers are trained in a **series of effective practices** that cannot be learnt in any other way.

**The simulator offers many advantages, teaching:**

- Sensitivity to hazards and preventive driving practices.
- Technical driving over hundreds of kilometers.
- How to brake and keep a correct distance, and deal with extreme situations.
- Night driving, to demonstrate the different response times between the hours of daylight and darkness.
- "Green" driving, to save fuel and prevent vehicle wear.
- Advanced driving, including driving in different weather conditions.



AFIFI CARASSO

# AFIFI- CARASSO

Carasso Group, **founded in 1933**, is the sole importer and distributor in Israel of Renault, Nissan, Dacia and Infiniti. It is the oldest trading company in Israel and has played a **significant role in the development** of the local car industry. The Carasso Group offers an umbrella of services and solutions: sales of new vehicles, car rental, leasing, maintenance, insurance and financing.

In 2009, the Afifi Group and Carasso Group established a joint venture in Nazareth under the name Afifi-Carasso, serving as the sole distributor of new Renault and Nissan vehicles, in addition to second-hand vehicles under the Carasso Trade-In brand for the **Arab sector in Israel**. Afifi-Carasso currently operates two showrooms and a trade-in lot, which **sell about 900 vehicles a year**.



RENAULT  
Passion for life







# EPSILON DELTA

Established in **1992** as an investment and holding company within the Afifi Group, Epsilon Delta services the Group's other companies in terms of fuel, professional manpower and IT solutions. Over the years the company has been **an anchor** for various investments related to transportation, tourism, hospitality and real estate, with a particular emphasis on IT development.

The IT department is responsible for **keeping the Group at the forefront of technology and innovation**. It provides services to the group on several levels:

- A software house is responsible for **developing applications using modern languages and technologies** for use by the Group and other customers.
- **A systems department** provides installation and support services to servers, end stations and group users in all areas of hardware support, operating systems, software and end applications.
- A vehicle fleet department is responsible for installing, maintaining and providing technological services to the Group's vehicles, such as **smart ticketing, public address, signage, location, passenger counting, cameras, and more**.

**The IT department** provides support services through a number of channels:

- A dedicated telephone support center to provide initial support services and route calls.
- **Remote support** by an expert.
- Support in the field through a technician.

The company also manages the Group's hotels in Jerusalem and Nazareth, and has real-estate investments that include housing and commercial centers.







**TTO**  
TRANSTEK TURKEY  
OTOMOTIV

# TRANSTEK TURKEY OTOMOTIV

Transtek, **located in Istanbul, Turkey**, provides smart technological solutions in the field of vehicle manufacture. Transtek, is part of the group's trade and services business unit.

Transtek, offers **comprehensive solutions** from consultancy to supply of suitable systems and service based on **years of experience** and close familiarity with the challenges facing the automotive industry.

Transtek, carefully chooses its business partners, emphasizing product quality, **scope of knowledge**, and experience. Together with a skilled team, the company develops business opportunities for growing its market sector.

Excellence and innovation led by Transtek, enable the organization to meet the diverse challenges presented by the automotive industry's accelerated pace of development. The company places **high value** not only on technologies, products and knowhow but particularly on customer service.

Transtek is the **sole representative** in Turkey of:  
DAFO, Sweden: fire extinguishing systems.  
THOREB, Sweden: ITS (intelligent transportation systems), multiplex systems.  
SafetyTech, France: smart mirrors, ADAS (Advanced Driver Assistance System) .  
TELMA, France: Retarder (braking augmentation systems).

**THOREB**

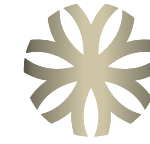


**dafo**

**Telma**  
Emission-Free Braking



# REAL ESTATE & INVESTMENTS DIVISION



AFIFI GROUP

REAL ESTATE AND INVESTMENTS

## BUILDING ON DISTINCTION

Real estate plays a special role in every aspect of life and business – whether as an investment, as loan collateral, for personal or business use, or as public space. Planning, building, managing and marketing real estate is a complicated task that takes special expertise. The Afifi Group's real-estate division draws on our experience in finance and hospitality. We have expanded our professional team, which has vast experience in real-estate companies and real-estate investments. This enables us to help clients from the real-estate industry, investors, and providers of financing in every phase of the real-estate value chain.



NAZARETH  
CITY CENTER  
بنية مركز البلد، جينيو فوردو ناصرت

GAMMA MU  
HOLDINGS AND  
INVESTMENTS LTD.



NAZARETH  
CITY CENTER  
בנייה מרכז הילד בניין מרכז נצרת

# NAZARETH CITY CENTER

This impressive new building, located **in the heart of Nazareth**, contains the Afifi Group headquarters, as well as a modern and innovative hotel, a shopping and office center, and an underground car park.

It has been planned and designed to be in harmony with the neighboring **Old City and its holy places**, using stones and materials that reflect the city's ancient culture and history. The building is located on an archeological site, some of whose finds are displayed inside.

**A commercial center** at Nazareth City Center includes franchisees of leading fast food and clothing chains as well as a medical centre, dental clinic and hair salon.

**A four-story underground car park** serves the hotel's customers, the commercial center and the general public, and offers **security 24 hours a day**.





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