





## *FOUNDER AND CEO*

Mr Lotfi Abdennadher is the founder and CEO of AB Corporation with an extensive portfolio of investments in various industries that are situated in certain Tunisian regions where unemployment rate has been the highest in the country. Some of these investments include high return projects such as real estate development and media.

After a brief career in accounting, Mr Abdennadher saw in the early 80's an opportunity in the construction materials. He worked as a trader representing several Italian ceramic and sanitary ware brands. He also acquired his first factory of floor & wall ceramic tiles in 1989. In the early 90's, he diversified his investments in agribusiness and real estate development.

In order to better manage his investment, Mr Abdennadher created in the year 2000 a financial holding which lead eventually to an investment fund.

Not only a self-made man but also a sports icon, Mr Abdennadher is well known for his successful status as of one of the country's biggest football teams presidents for many years..





# PORTFOLIO

- Ceramics: SOMOCER and SOTEMAIL
- Sanitary ware: SANIMED, SANIMEUBLE & SOMOSAN
- Agribusiness: AGRIMED
- DIY: ABC
- Real Estate Development: AB PROMOTION and ABRAAJ Tunis...
- Media: MOSAIQUE FM, DIWAN FM

# CERAMIC INDUSTRY





***Founded: 1985***

Société Moderne de Céramique - SOMOCER was created in 1985 to be acquired later in 1989 by the Abdennadher family. It is involved in the ceramic tile sector, a sub-branch of the building materials, ceramics and glass industry. Upon its creation, the company specialized strictly in the enamelling of ceramic tiles for wall covering.

Today, SOMOCER is an industrial company that has two main activities; production and marketing of ceramic tiles for floor and wall covering (earthenware and stoneware) and the production of sanitary ware (cast iron and acrylic baths). SOMOCER is one of the leading manufacturers of ceramic porcelain stoneware tile and sanitary products. It is ranked number one in the Tunisian market and its strong presence in neighbouring countries as well as Europe and the Middle East. It is engaged in a progress approach covering quality, environment, health and safety at work.

Certification: SOMOCER is ISO 9001 certified (version 2008)





***Founded: 2002***

SOTEMAIL is based in Souassi, governorate of Mahdia, with a production capacity of 1.2 million pieces per year, it plays a major role in the SOMOCER Group as a subsidiary; it specializes in the design, production and marketing (domestic and international) of porcelain stoneware tiles. As a state-of-the-art factory with the latest technologies, it enables itself it to produce more than 1.6 million square meters per year.

All products manufactured by SOTEMAIL comply with the most required industry-standards of quality and aesthetic criteria of architects, decorators and individuals.

SOTEMAIL product lines are a wide variety in terms of type, design, size and finishing.

SOTEMAIL's main goal is to become a reference in the ceramic industry world.

HEALTH  
INDUSTRY





Created in 1998, SANIMED is an industrial company specializes in the manufacture and marketing (domestic and international) of ceramic sanitary ware for a wide range of kitchen and bathroom products which includes a variety of bathroom components and washbasins (built-in, column mounted or suspended), toilet bowls, bidets, shower trays, decorated sets, kitchen sinks. SANIMED is also one of the leading companies in the field of sanitary wares in vitreous porcelain and fine sandstone for bathrooms and kitchens.



***Founded: 2000***

SANIMEUBLE is involved in the design, production and assembly of modular furniture for kitchens, bathrooms, dressing rooms, etc....

SANIMEUBLE disposes of a sophisticated industrial tool ensuring its quality and rapidity of execution that are the two fundamental priorities as its goal.

SANIMEUBLE is in the process of developing its distribution network in Tunisia with the opening of its two prestigious showrooms and others on the way.







***Founded: 2012***

SOMOSAN, a modern sanitary company, with a yearly production capacity of 500 thousand pieces, is active in the industrial sector of building materials, ceramics and glass «IMCCV». It is dedicated to the manufacture and marketing of high-quality sanitary ware like washbasins, toilets, shower trays and kitchen sinks, etc. The company's plant is located in Gafsa, in a priority development zone.



# AGRI-BUSINESS



***Founded: 2001***

Since inception in 2001, AGRIMED was the first Tunisian company in its activity of refining and packaging of edible oils. AGRIMED essentially aims to produce a variety of vegetable oils such as olive oil, sunflower oil, corn oil, rapeseed oil and palm oil. In addition, its activity is always extending to include other types of edible vegetable oils in its wide range of products for the manufacture of special oils for frying as well as the production and packaging of olive oil and its fractions.



# TRADE





***Founded: 1996***

The Abdennadher Bricolage Center (ABC), a subsidiary of SOMOCER Group, is a leader in Tunisia in the sales and distribution of ceramic tiles, sanitary ware and do it yourself products. It is also a marketing tool for products owned by Ab Corporation companies, primarily SOMOCER, SOTEMAIL and SANIMED.

In addition, ABC offers its customers internationally renowned products including PORCELANOSA, ITALCRAFTS, GENESIS, GROHE, DANIEL and GLOBO.

With its sales outlets spread across several Tunisian cities on the east coast from Tunis to Gabes, ABC Bricolage Center has just strengthened its network by opening its 10th showroom in Mnhla.





# REAL ESTATE DEVELOPMENT





ABRAJ Tunis was founded in 2009. Its main mission is to develop real estate projects in key areas throughout the Tunisian territory.

ABRAJ Tunis specializes in the development of high-end residential properties, office and commercial space.



