



M. DEMAJO
group

Family-owned M. Demajo Group is run by a third-generation CEO, with fourth generation management as well as non family directors.

The Group consists of just over 30 subsidiaries and, through strategic alliances, has taken significant stakes in a number of important local projects. The Group's accelerated growth has been facilitated by the appointment of non-family members as directors of Group companies – now making up 50% of all directors.

Market

The M. Demajo Group operates within a diversity of industries across a variety of markets, in both B2C and B2B environments, both locally and overseas. Its markets are forever changing, with its customers' demands constantly evolving around social and global issues, such as technology, social awareness, spending power and other influences.

As a Group, it is involved in both product based and service based environments, with a tendency for growth towards services, since these may be moulded to the exact suitability of its customers' demands. Locally over the decades, the Group has pioneered a number of important industries that formed the basis of Malta's economic growth and development. Such has been the case with ICT, as a prime example of global brand representation, that today has opened up into a portfolio of ICT services that the Group offers to both its local and international customers.

The fluidity of the markets it operates in, such as those in the hospitality sector, reflect the

global reality, where the distance between the supplier and the buyer has been decreased, both in proximity of reach, as well as in the traditional sense of the supply chain. The Group's challenge remains to truly identify its markets and their needs, and keep a constant check on ensuring that its products and services are fulfilling today's requirements, while being visionary towards the trends of the near future. The Group is a strong player within the B2B environment, where its leading brand representation secures an excellent position within local industries in the areas of importation, distribution and servicing of a variety of commodities. It is a keen activist in the area of internationalisation and looks beyond Malta's shores for new business in areas and markets where it feels it can add value.

It believes in the online digital world and has taken the appropriate steps to reach out to online communities through pro-active and interactive marketing. The multitude of strategies it adopts is tuned to the industries that it operates in.

As a business group, it retains a leading position in the local business community, employing over 400 across a variety of sectors and various positions. It prides itself with having excellent relations with its stakeholders, be they suppliers, customers, employees and other official entities. Due to the diversity of its businesses, it cannot rate an overall position. However, it is well aware of its market share for each business

and its potential for growth both locally and overseas. The Group thoroughly enjoys doing good business, since good business is the key to positive growth. It has been operating for over a century, and it looks forward to the new opportunities and challenges that lie before it in its next century of business. The M. Demajo Group is actively involved in the direct consumer segment through importation, distribution and retailing, the hospitality segment, B2B segments as part of a more complex supply chain, ICT provision of hardware, software and ancillary services, oil, gas and energy in overseas markets, and manufacturing and infrastructure within the national context of Malta and commercial entities. It is also actively involved with a number of business partners in a number of alternative sectors, where the Group does not have core expertise. However, it utilises its excellent back office set-up to open new businesses.

The Group relies on its core strengths in its continued perseverance for performance and growth. Its fundamental asset is its employees. A loyal, hard-working group of people, they are connected by the same integral principles that make up the Group's core belief. "Together We Achieve Because We Care" has been its mission statement for several years, and it does not feel the need to change it since it has an evolving and forever present meaning in all that it does. This statement is not something it simply hangs up on the wall, but is a living philosophy that drives all members of the Group towards the same common goal.

Another vital strength of the Group is the excellent provision of back office corporate services that aim to support all the operations of the Group's businesses: finance management, marketing and communications, legal advice, logistical support, the provision of state-of-the-art information technology and human resource management.

Achievements

In 2010 the M. Demajo Group celebrated its centenary in business. It is one of the few family-owned groups of companies in Malta that are well into their fourth generation, with



fourth generation members actively taking up management positions throughout the Group. Over the years, and across its subsidiaries, the Group received several awards, including: Microsoft Gold Certified Partner and Microsoft Dynamics partner, held by Exigy; the Golden Helm International Award and the Skål International Tourism Award, held by the Malta Experience; and the Diageo Golden Still Award, held by M. Demajo (Wines & Spirits) Ltd.

History

Michel Demajo, the company founder, set up his first operation in commission trading in 1910. After World War II, Malta witnessed the development of manufacturing, tourism and, latterly, the services sectors in which the Group saw several investment opportunities. It introduced innovative products and solutions, anticipating the islands' requirements. The opportunities were varied, which eventually led to the diversification of the Group.

Over the past few decades, the ownership passed from the second to the third generation of family members, and most recently the introduction of fourth generation members and non-family directors to the Group. Corporate governance, alongside family governance, was introduced. With the entrance of Malta into the European Union in 2004, there were further opportunities for growth and the Group is pursuing a strategy of internationalisation, with several subsidiaries servicing foreign customers, and entering joint ventures and alliances for increased synergies in areas outside its core competence.

Product

The M. Demajo Group Ltd consists of 27 wholly owned companies and a number of other partnership interests. The major companies include import and distribution companies M. Demajo & Co. Ltd, M. Demajo (Wines & Spirits) Ltd and M. Demajo (Toyshops) Ltd and B2B companies, namely M. Demajo (Graphic Arts) Ltd, M. Demajo (Timbers) Ltd and Joseph Cachia & Son Ltd. In the tourism field, the major two companies are Special Interest Travel Ltd and the Malta Experience. Other service companies include M. Demajo (Contracting) Ltd and Toss Ltd, the latter supplying equipment to the oil and gas sector overseas.

The Group pioneered ICT in Malta, with the introduction to the island of the famed IBM hardware through Computer Solutions Ltd and

Microsoft software through Newtech Ltd. In later years, consultancy, management of all ICT solutions and maintenance were introduced. From a product-based segment, the ICT segment of the Group grew to offer a complete ICT solutions service to organisations through the creation of new companies and ventures, such as Smart Technologies Ltd, Sky Telecom and Exigy. In the area of manufacturing, it owns Multi Packaging Ltd and Pack Print Ltd.

Recent Developments

The M. Demajo Group has introduced both corporate and family governance principles in recent years, creating formal subsidiary boards with a majority of non-executive members and the chairmen being non-executive. In 2007, a new Group CEO was appointed, Pier Luca Demajo, who took over the post from the late Joseph M. Demajo, and in 2011 Anthony Miceli Demajo was appointed Group Chairman.

Promotion

The Group's Communications Department has a dual role: to ensure and implement activities at a corporate level that aim to build the M. Demajo Group corporate brand and to oversee activities at subsidiary level, ensuring they revolve around the various companies' individual marketing plans by offering consultancy to each company. The thrust of the corporate campaigns have been mainly to secure a favourable position with both internal and external stakeholders, and activities have taken the form of company sponsorships, corporate media placements, Corporate Social Responsibility, and a general monitoring of all aspects related to corporate image. The thrust of subsidiary marketing campaigns has revolved around product and market development, communicated through traditional media as well as online. The overall strategic thrust on marketing is to secure favourable deals through the negotiation of the in-house marketing agency and to have a keen eye for quality artwork in line with the Group's corporate marketing guidelines. There has also been a push towards online mediums and e-commerce in certain companies. Overall there is a great emphasis on the return of marketing investment and subsidiaries are encouraged and taught ways to measure the effectiveness of their marketing investment. The M. Demajo Group has an official Corporate Social Responsibility (CSR) policy that is documented and available to all employees. In its broad sense, CSR with the M. Demajo Group aims to: support philanthropic organisations through corporate donations as well as assist staff in times of need; sign up for corporate sponsorships for historical restorations and/or other national initiatives; engage employee involvement by initiating CSR activities outside the workplace; help stimulate employee relations outside the workplace through organising social activities, such as sports as well as social outings; and

supporting the external environment through green internal working practices.

Brand Values

The M. Demajo Group brand values revolve around four areas: value for its people; customer focus; accountability; and a drive for results. People are the organisation's greatest asset in delivering value to its customers and shareholders; customers are central to all the Group does; it holds itself responsible for delivering on its promises in an accurate way and doing so in a timely manner; and it is competitive and challenging in its business endeavour, working within the parameters of fair business practice.

The M. Demajo Group has always prided itself with being an ethical organisation and, although it remains a privately owned organisation, with no obligations towards due diligence, it has fostered a culture of trust and transparency, facilitating business ventures with new partners and entities.

TOGETHER WE ACHIEVE BECAUSE WE CARE

Consumer Division | Hospitality | Business to Business | Manufacturing
ICT | Infrastructure | Oil Gas & Energy | Alliances & Ventures

Backed by a century of trading in different sectors, we bring experience, competence and innovation in a proactive and forward-looking style. A robust structure backed by principles of integrity and an ethical stance contribute towards long-term successful relations and alliances.

We want to make a contribution to global sustainability through our products and services, ensuring our firm belief in corporate responsibility.

Visances available on our corporate website. Employees private Facebook page also available.

M. DEMAJO group

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Did you know?

- Fourth-generation members of the Demajo family are taking up management positions in the Group.
- The original activity of M. Demajo (Wines & Spirits) was as a supplier of spirits to the British forces in Egypt before World War I.
- The Group has been in business for over a century, having been set up by Michel Demajo in 1910.
- There are over 400 employees in the Group.
- The Group managing directors still meet daily for lunch and brainstorm on the latest developments.

