



YNNNA

PROGRESS FOR ALL



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YNNA

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YNNNA

| PRESIDENCY

YNNNA



Driven by deep-rooted values since its inception, Ynna has remained faithful to its principles:

**ENTREPRENEURIAL SPIRIT,
PROFESSIONALISM, INNOVATION,
TEAM SPIRIT AND EQUITY**

Thus, the Group has developed a culture of responsibility which remains to this date its true philosophy.

Our objectives have remained the same: **to create a dynamic of progress, to genuinely involve the teams, to seek innovative solutions in order to meet the needs of our clients.**

These objectives enable us to pursue our mission, which consists in building a future full of improvement, quality of life and hope.

Ynna is a benchmark in its historical business activities including real estate, industry, building activity, hotel industry, large-scale distribution and agribusiness.

The Group employs today over **20,000 people** and operates through subsidiaries that hold comfortable market shares in most of the sectors in which they are active.

This success, which motivates us daily to contribute more to improving life for all, is anchored in global vision which is not limited to economic benefits.

We are fully committed to **environmental, social and societal performance of each of our activities.**

We consider listening and dialogue with all stakeholders in our projects a necessary requirement for conducting our business. For this reason, and as a major player, we place special focus on supporting the regions in which we operate.

Thus, our ambition is to create long-term value for our clients, employees, partners and society as a whole. By acting responsibly and in solidarity, the Group leverages its unique experience, its human resources and its effective governance to strengthen its leadership and continue growing for the benefit of its clients.



MAMA TAJMOUATI

CHAIRPERSON AND CHIEF EXECUTIVE OFFICER

Key figures

YNNA

20 K
EMPLOYEES

+40%
WOMEN



26
SUBSIDIARIES

4
ACTIVITY POLES

15
HYPERMARKETS

7
HOTEL UNITS



1
FOUNDATION FOR SOCIAL WELFARE ACTIVITIES

3
EDUCATIONAL UNITS

1
UNIVERSITY CAMPUS

The group

YNNA



| The group

A DIVERSIFIED INDUSTRIAL PLAYER

With 20,000 employees in Morocco, Ynna is a key player whose activities are organized around four sectors:

INDUSTRY AND CONSTRUCTION ACTIVITY, REAL ESTATE AND HOTEL INDUSTRY, LARGE-SCALE DISTRIBUTION AND AGRIBUSINESS

Committed to this diversity, which is embodied in its expertise, territories and human capital, Ynna fosters complementary approaches and facilitates the emergence of innovation in all the fields where it operates.

Since 1948, Ynna has been offering products, technologies and services that meet the needs of its clients in Morocco and worldwide.



YNNA

ORGANIZATION & GOVERNANCE

As a decentralized entity integrating several subsidiaries and tens of thousands of employees, Ynna relies on an organization that prioritizes each stakeholder and establishes the Group's long-term vision.

Its governance framework preserves the group's strengths by adopting an approach aimed at optimizing its organizational capacities and its operational efficiency.

It formalizes the rules of conduct to which all employees must adhere and facilitates the rapid adoption of new common working methods.

In a highly competitive environment, this governance enables Ynna to achieve its objectives by balancing performance and compliance with standards, reflecting the historical values that have guided its creation: responsibility, quality and innovation.

Structure of YNNA



 **LARGE-SCALE DISTRIBUTION**



 **REAL ESTATE & HOTEL INDUSTRY**



 **AGRIBUSINESS**



 **INDUSTRY, BUILDING & PUBLIC WORKS**



COMMITMENTS & HR POLICY

Ynna places at the heart of its HR policy its willingness to dialogue, continuous progress and sharing of the best practices.

This commitment is manifested through the operations of recruitment, skill development and employee retention. RH ambition, in keeping with Ynna business project, reflects the commitments of the Group: integrate, train and manage the best skills in order to promote and develop the human capital, rich in its diversity, both in Morocco and abroad.

By adopting an open and innovative HR policy, and by creating value for everyone, for the company and the communities, Ynna puts its approach into practice through a strong management culture, the involvement of employees in results and strategic objectives and the development of high-quality social dialogue.



| The Top Management



MAMA TAJMOUATI

CHAIRPERSON AND CHIEF EXECUTIVE

Ranked among the most influential women of the continent by Jeune Afrique magazine, Mama Tajmouati has always been a member of the board of directors of Ynna since its incorporation and an advisor to its founder.



SARAH KERROUMI

SECRETARY GENERAL OF YNNA

Recognized for her skills, her leadership and her perseverance, Sarah Kerroumi has received multiple prestigious awards such as the "Women Leaders of Morocco" Trophy and the "Young Manager of the Year" award. She has also been featured several times in "Choiseul 100 Africa" ranking, which ranks her among the 100 most influential young African leaders. Thanks to her efforts in promoting gender parity within the group, Ynna was named among the finalists for the "Gender Leader of the Year" award, with over 40% of its employees being women.



ZOHRA SAMOUH

GENERAL MANAGER OF AFRIQUE CÂBLES

After a brilliant career at SNEP, Zohra Samouh took on the challenge as General Manager to develop a subsidiary in Tunisia and then Dimatit in Morocco. Today, as the head of Afrique Câbles, thanks to her commitment and strategic vision, she has succeeded in elevating the company's status beyond borders. In 2024, she was honored during the "Morning Industry Sessions" as part of the "IndustriELLES" event, which celebrated her female leadership in the sector. Zohra Samouh is a source of inspiration for those aspiring to take on ambitious challenges in the industrial field and serves as an exemplary female leader within the group, recognized for her ability to turn obstacles into opportunities.



MOUNIR EL BARI

GENERAL MANAGER OF GPC & AL KARAMA MINERAL WATER

As General Manager of the Industrial Paper Manufacturing Company (SIFAP), he successfully restructured the company's accounts during a major crisis before it was acquired by Ynna in 2006. The following year, Mounir El Bari took over the leadership of Gharb Papier & Carton (GPC), developing it into Morocco's leading paper and cardboard packaging company. In 1998, he took the reigns of Al Karama Mineral Water and launched on the market Ain Soltane mineral water brand, known for its red cap, and Amane table water. Mounir El Bari is also an active member of CGEM and was appointed President of FIFAGE in 2022.



AZIZA LACHAM

GENERAL MANAGER OF CHAABI LIL ISKANE

An emblematic figure of Chaabi Lil Iskane, Aziza Lacham has over 30 years of expertise in developing major real estate and tourism projects. Under her leadership, the company has strengthened its position in an evolving market, has expanded its activities to include tertiary and professional sectors and has consolidated its national coverage and international brand image. As an active member of FNPI, she contributes to strategic proposals for improving the Moroccan real estate sector. Her leadership makes her an essential reference in Morocco's urban transformation.



ALI ALAMI

GENERAL MANAGER OF SCIF & SNTM

Ali Alami joined Ynna Group in 2018 as the head of SCIF. Thanks to his expertise, vision and commitment, he not only revitalized the company but also successfully transformed it, positioning SCIF as a leader in its sector, recognized by major national and international clients. Building on this success, Ynna entrusted him with leading SNTM in order to meet the same challenge aiming for similar transformation and continued success.



NEZHA TASSINE

GENERAL MANAGER OF AL QALAM INSTITUTES

Nezha Tassine, General Manager of Al Qalam Sites and Souss Al Aalima University City, stands out for her expertise in managing educational projects and her visionary leadership. Member of the Board of Directors of FMC Foundation, founder of "Al Qalam Kindergarten," and member of the council for traditional education at the Ministry of National Education, she has made Al Qalam a benchmark for general education and preparatory classes thanks to exceptional results. Driven by a strong commitment to inclusion, she strives to provide every student, irrespective of their circumstances, equal opportunities for success.



FAYÇAL EL KADIRI

GENERAL MANAGER OF SNEP

After a long career in American consulting firms, Fayçal El Kadiri joined YNNA in 2007, where he held several high-responsibility positions in real estate and industrial sectors. In 2021, he was appointed Secretary General of SNEP, where he led structuring projects both operationally and strategically. He was promoted to Deputy General Manager in 2023.



HASSAN FRAÏNE

GENERAL MANAGER OF ASWAK ASSALAM

A graduate with a Master's degree in Finance from ESIC ESSICA Bordeaux and holder of an Executive MBA from the Higher Institute of Commerce and Business Administration, Hassan Fraïne holds the position of General Manager of Aswak Assalam since 2022. With over 25 years of experience in large-scale distribution, both in Morocco and internationally, he is recognized for his expertise and know-how, making him a key figure in the retail sector.



IBTISSAM MOUDDEN

ACTING GENERAL MANAGER OF SN SAMETAL

Ibtissam Moudden joined YNNA in 2005 as Financial Manager at Aswak Assalam. In 2007, she moved to SN Sametal, where she held the position of Administrative and Financial Manager, playing a key role in the financial and organizational reorganization of the company. Currently serving as an Acting General Manager, she leverages her expertise and strategic vision to solidify SN Sametal's position in the national market and establish it as a key player in the sector.



MOHAMED EL MRINI

GENERAL MANAGER OF DIMATIT & FIBROCIMENT

Mohamed El Mrini joined YNNA in 2007 as a Development Engineer. He quickly rose through the ranks to hold several leadership positions before being appointed General Manager of Dimatit and Fibrociment. Known for his expertise in industrial optimization and sustainable development, he embodies dynamism and innovation within the Group. He has managed to reorganize Fibrociment by introducing innovative solutions and launching new products. Since his appointment to head Dimatit in 2020, he has initiated strategic investments in order to modernize and develop these two subsidiaries, enhancing thus their productivity and market positioning. His bold vision and strong leadership make him an essential pillar of the Group.



AZIZ RACHIDI

GENERAL MANAGER OF YOUSRA

Playing a pivotal role in the development of Chaabi Lil Iskane, Aziz Rachidi climbed the ranks to become Technical Director, overseeing major technical projects. In 2009, he was appointed Deputy General Manager, tasked with steering technical operations and enhancing the operational efficiency of the subsidiary. In 2018, he took over as General Manager of YOUSRA, a YNNA subsidiary specializing in building and public works. Thanks to his leadership, the company has stood out by launching structural projects and optimizing processes, thereby strengthening its position in the construction sector.



SADEQ BELFKIH

SECRETARY GENERAL OF MILOUD CHAABI FOUNDATION FOR SOCIAL WORKS AND SOLIDARITY

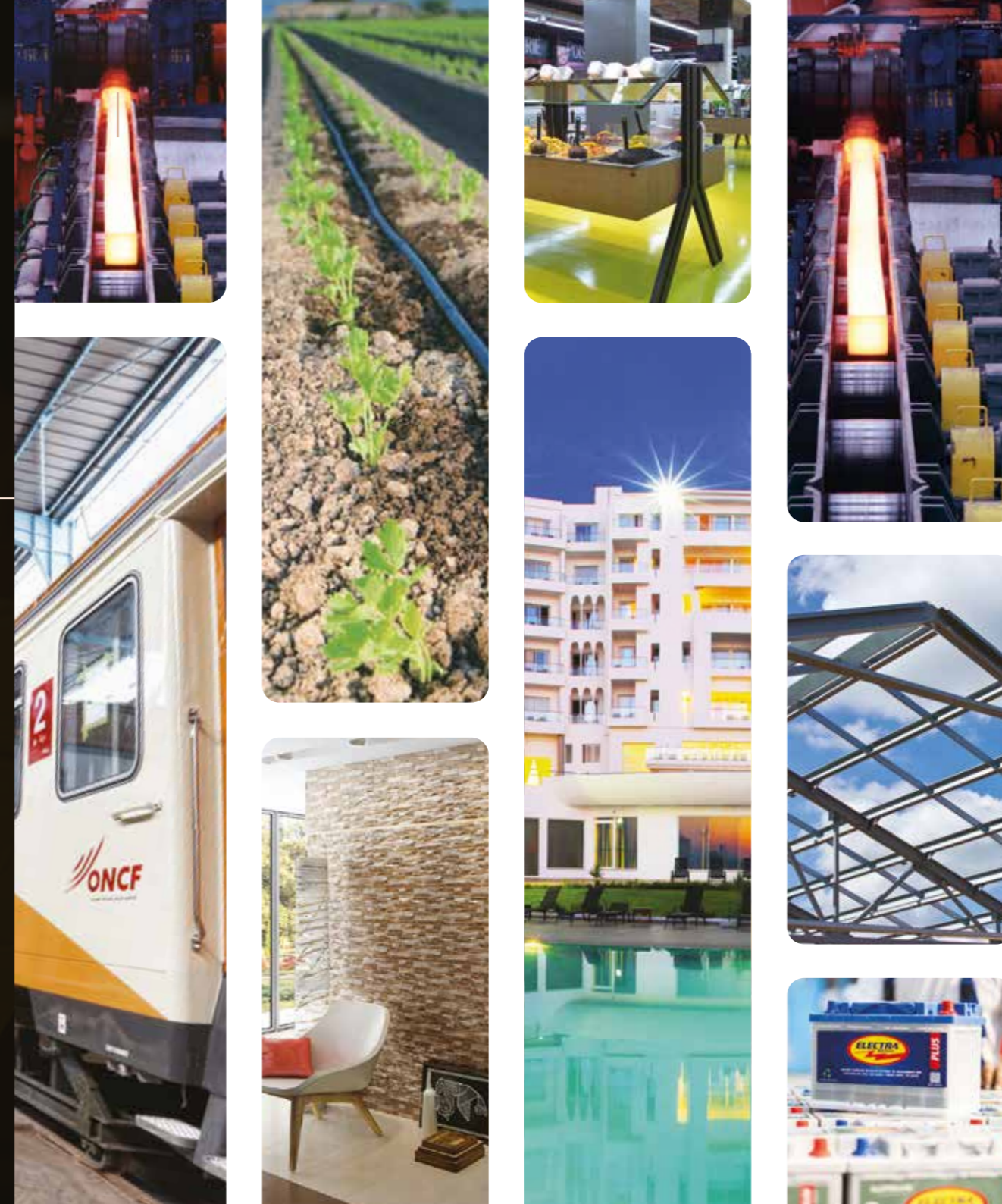
As Secretary General of Miloud Chaabi Foundation for Social Works and Solidarity for 25 years, Sadeq Belfkih has built on the vision of its founder by implementing various social projects such as student housing, university campuses and care homes for elderly individuals without family. These initiatives target different segments of the population, especially students, widows, elderly and underprivileged families. Thanks to his hard work, the FMC obtained public utility status in 2009, in recognition of its consistent dedication to serving the community.

Strategy & Assets

PRESENCE IN SUSTAINABLE MARKETS

STRONG FINANCIAL STRUCTURE

WOMEN AT THE HEART OF THE GROUP'S IDENTITY



PRESENCE IN SUSTAINABLE MARKETS

Present across solid markets with sustainable growth potential, YNNA operates in regions with numerous development levers and increasing demand for infrastructure, materials and housing.

The choice of locations by the Group reflects its ability to build leadership by offering its clients products and services in an effort to continuously improve performance while focusing on investment and quality.

In this way, the Group develops recognized and differentiated know-how, providing it with a competitive advantage and enabling it to pursue its coherent development strategy by embracing a decidedly forward-looking vision.

Strategy & assets

STRUCTURE FINANCIÈRE SOLIDE

The strong financial structure is a key asset to implement a long-term strategy. This sustainability-focused approach is added to rising results and steady growth of the subsidiaries, which positions the Group as a strong and recognized stakeholder among its clients, suppliers and partners.

This structure is a form of assurance for all employees in an unstable and uncertain global environment.

Ynna is characterized by a private shareholding that ensures the Group's stability and durability through a solid development strategy in line with the commitment of its founder, the late Mr. Miloud Chaabi.



YNNA

WOMEN AT THE HEART OF THE GROUP'S IDENTITY

Fully aware of the challenge posed by the promotion of women's rights in Morocco, Ynna has implemented a gender parity system for its resources that enables the Group to employ over 40% of women and positions it as a global role model in terms of management.

Ynna, which means "mother" in Berber language, acknowledges women as a fundamental element of the Group's culture.

This approach is realized through the promotion of women to leadership positions.

The Secretary General of Ynna Holding is a woman, and several major subsidiaries of the Group are currently led by female executives.



YNNA WOMEN AWARDS

To properly celebrate women, YNNA launched the web platform «YNNA WOMEN AWARDS - YWA », a concept through which the Group honors the efforts and commitment of its female employees in developing their socio-economic environment.



In addition to celebrating women in various categories through an internal voting system that enables the 20,000 employees to choose winners each year, YWA is a permanent platform for exchange with women of the group, through: a suggestion box to improve their conditions, regular meetings and online training sessions to maintain the link between female employees across different subsidiaries and cities.



The group's growth strategy has always focused on gender equality and the promotion of female leadership, positioning itself as a management model in Morocco and Africa. Moreover, YNNA was a finalist for the "Gender Leader of the Year" award at Africa CEO Forum Awards 2019. The group has implemented a gender parity system for its workforce and made this commitment an integral part of its DNA.



Deeply committed to gender equality and parity, YNNA was one of the first groups to support "Morocco for Diversity" program. On this occasion, YNNA pledged to ensure equal opportunities in the recruitment process within its subsidiaries, irrespective of the nature of the occupation.

Activities & subsidiaries

YNNA



 INDUSTRY, BUILDING & PUBLIC WORKS



The Société Nationale d'Electrolyse et de Pétrochimie (SNEP) was incorporated in 1973 at the initiative of the Moroccan State and it was privatized in 1993 by YNNA. SNEP's primary mission is to ensure national industrial sovereignty in strategic chemical and petrochemical products. Indeed, SNEP is the sole producer of liquefied chlorine and PVC, as well as the national leader in caustic soda, sodium hypochlorite and hydrochloric acid in Morocco.

As an eco-responsible and committed stakeholder, and incorporating its activities into a global excellence approach, SNEP is triple QSE-certified (ISO 9001, 14001 and 45001), holds the Moroccan CSR label from CGEM, is a signatory of the Responsible Care charter, and registers its products according to REACH standards.



For over 60 years, Super Cérame has been designing and producing ceramic tiles, relying on its expertise and commitment to quality and design. Equipped with the best technologies and the latest innovations in modern international ceramics, Super Cérame owns the top performing plants in Africa.

The company has long been committed to modernizing and automatizing its industrial processes, using world-renowned equipment, all supported by a high-quality management system.

As a market leader and ranked among the top 20 worldwide, Super Cérame currently produces more than 120,000 square meters of ceramic tiles per day.



Founded in 1941 and acquired by YNNA in 1985, DIMATIT provides its public and private clients with high-quality materials in four main sectors: hydraulics, agriculture, construction and plastic packaging.

Its product range includes PVC, PEHD, PEB, PPR and PP pipes for drinkable water supply and distribution, sewerage and irrigation, as well as PE films for agricultural covering and industrial packaging.



 INDUSTRY, BUILDING & PUBLIC WORKS



As a promoter of Moroccan know-how in industrial equipment and railway rolling stock, the Société Chérifienne de Matériel Industriel et Ferroviaire (SCIF) has been since 1946 a major operator with a national and international reference portfolio in several activity segments: Design and manufacturing of railway rolling equipment, refurbishment of passenger carriages, manufacturing of boiler equipment and metal structures, assembly of industrial facilities, pressure equipment, storage tanks and more.

The success of the company is built on a leading industrial tool and a high value-added expertise. Its continuous integration of new technologies enables it to offer a wide range of tailored solutions and services, positioning it as a strategic partner for major partners.



Incorporated in 1982, FIBROCIMENT specializes in the manufacturing and marketing of cement pipes and sheets. Since 2006, FIBROCIMENT has shifted towards asbestos-free technology, particularly for producing sheets intended for sale in Morocco and for exportation.

FIBROCIMENT relies on an integrated Quality and Environmental management system, in compliance with ISO 9001 version 2008 and ISO 14001 version 2004 standards.



Incorporated in 1992, GPC specializes in the manufacturing of all types of corrugated cardboard packaging. Known for its expertise in packaging solutions, GPC meets the needs of all industrial sectors: agriculture, sugar, beverage, dairy products, ceramics, textile and leather, household appliances and more. GPC comprises 8 production units including the largest corrugated cardboard manufacturing unit in the African continent. The company has been ISO 9001 certified since 2003.

GPC employs over 1,400 employees across its sites, with a total production capacity of 316,000 tons of paper and cardboard yearly. The company also focuses on exports, mainly to sub-Saharan Africa, achieving a production volume equivalent to a turnover of MAD60 million.





Specializing in metal structures and boiler-works, SA-METAL combines all the know-how in the trades of roofing, insulation and waterproofing, inter alia.

Its steel production capacity ranges from 500 to 700 tons per month.



Founded in 1948, Société Nouvelle Travaux Maroc (SNTM) is a reference in various strategic sectors of our country.

SNTM specializes in several activities, including: drinkable water supply systems, water treatment and purification plants, hydro-agricultural development, sanitation, pumping stations, construction of water storage reservoirs, development of green spaces and urban parks.

With over 76 years of experience, SNTM has carried out major projects in the strategic sectors of the country, and particularly in the water sector.



Founded in 2004, Yousra has managed to position itself as an expert company in Building and Public Works, establishing itself as a recognized reference in the field. Its expertise as a multi-service company and its historical knowledge of the markets have made it a key player conducting its business with professionalism and respect for the values and ethics of its profession.

Today, Yousra is present in all segments of Building and Public Works market and continues to grow by prioritizing quality and customer support. The company adopts as motto 'building at the service of sustainable development', based on a recognized know-how that it has inherited for more than two generations. Yousra has to its credit more than 120 projects completed in Morocco.



Founded in 1992, Afrique Câbles is a leader in the manufacturing of high-performance batteries, particularly for the automotive sector, with its Electra brand, the first 100% Moroccan battery. The company has pioneered the development of the EFB battery in Morocco, demonstrating its commitment to innovation and energy transition.

The company also excels in the design of cables for telephone networks, both aerial and underground. Afrique Câbles exports its products to several countries in Europe, Africa and the Middle East, and it is recognized as a reference by operators across the continent.



Founded in 2007, YNNA STEEL is YNNA's first steel project for the production of concrete reinforcing bars through hot rolling. As a major player in the steel industry in Morocco, the company offers high-quality products that meet the growing demands of the steel market.

The YNNA STEEL complex extends over 14 hectares and includes a hot rolling unit for ribbed and smooth rebar in bars and coils, as well as a cold rolling mill for the production of galvanized and pre-painted flat steel coils.





Since 1948, Chaabi Lil Iskane has been a major stakeholder in real estate development in Morocco, Africa and the Middle East, with over 70 years of experience in residential real estate (economic, medium and high standard) and corporate real estate (offices, hotels, shopping centers, industrial sites). The company combines 45 real estate subsidiaries created by YNNA. In keeping with Morocco's housing policy, Chaabi Lil Iskane has spearheaded between 2000 and 2007 a real estate program of over 50,000 housing units whose quality has enabled it to win in 2004 the "Grand Prize of the Council of Ministers for Housing and Urban Development"

Currently, Chaabi Lil Iskane is expanding its know-how in Africa, particularly in Equatorial Guinea.



Founded in 1999, Mogador Hotels & Resorts comprises 7 institutions located in the heart of Morocco's major tourist cities, representing the largest bed capacity of a 100% Moroccan chain. Since its incorporation, the chain has earned numerous prestigious certifications and distinctions in the field of hotel industry. Thus, the mark is the first Moroccan brand to obtain the international HOTELcert certification program of AFNOR group. This internationally recognized standard ensures the compliance with the highest standards and the strictest application of requirements in terms of quality.

Mogador Hotels & Resorts has also been awarded by major online travel platforms. Expedia, Booking, and HolidayCheck have especially rewarded several institutions of the brand regularly acclaimed by travelers.



To support its large-scale distribution activity, in 2007, Ynna launched Al Karama, a major player in the bottled water market in Morocco through the distribution of Ain Soltane spring water, a natural source water that springs from Imouzzer Kandar, and Amane, first table water in Morocco recommended for children.

Equipped with the latest technologies, AL KARAMA production unit is fully automated and designed to preserve the richness and original purity of bottled water.

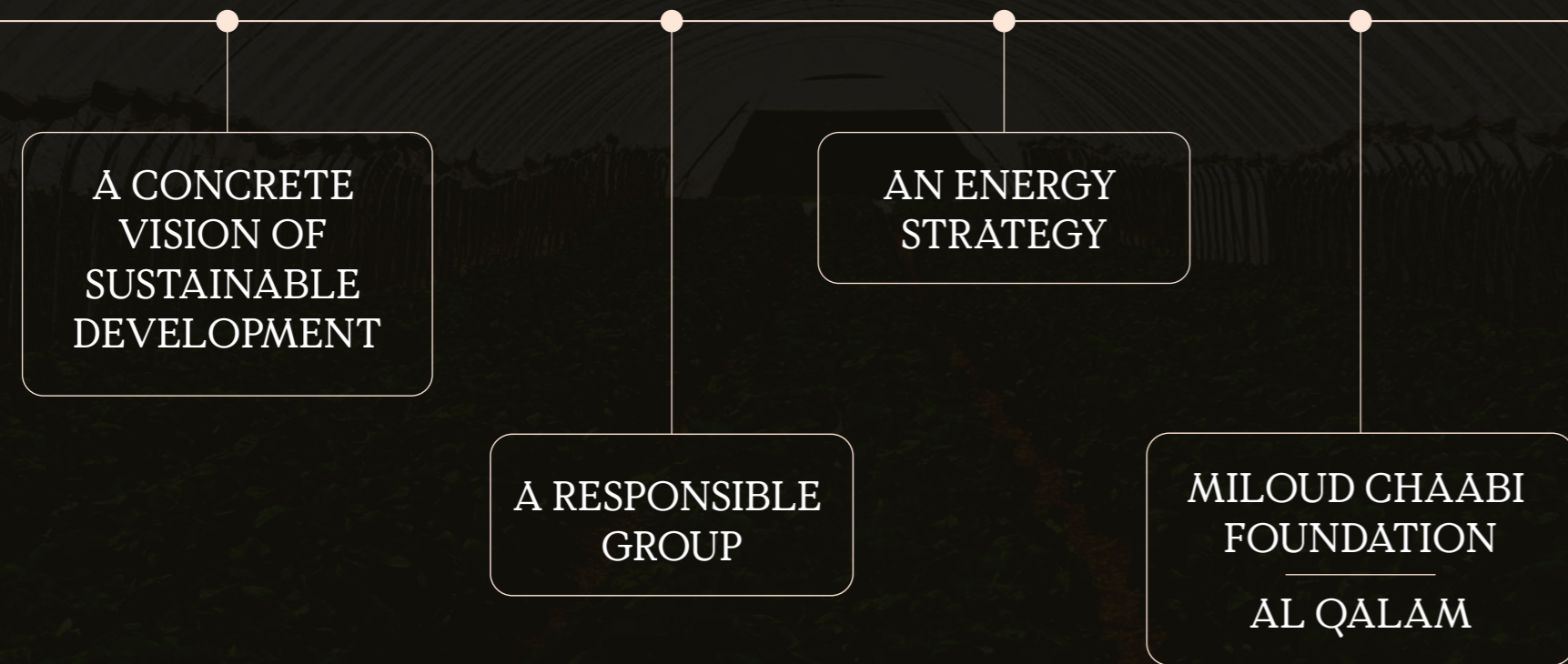


Founded in 1998, Aswak Assalam, Ynna's large-scale distribution brand, includes today 15 supermarkets and hypermarkets located in the major cities of the kingdom: Casablanca, Mohammedia, Temara, Rabat, Kénitra, Tangiers, Oujda, Marrakech, Agadir and Essaouira.

Aswak Assalam network offers in total a sales area of 55,000 square meters and 70,000 references, providing all major urban centers in Morocco with modern stores, with a wide choice of products at the best prices and a constantly renewed offering.



CSR Approach



A CONCRETE VISION OF SUSTAINABLE DEVELOPMENT

Fully aware of the current and future challenges, Ynna actively contributes to improving community life and places its commitment to communities and environment at the heart of its priorities.

To reconcile ecological growth and social progress, in 2009, the Group launched the "Ynna Charter for Social Commitment and Sustainable Development", which mobilizes employees around four key stakes: commitment to stakeholders and support to communities, development of industrial know-how with waste reducing approach, reliable marks and products through an impeccable quality and safety system, implementation of actions that support education and social advancement.

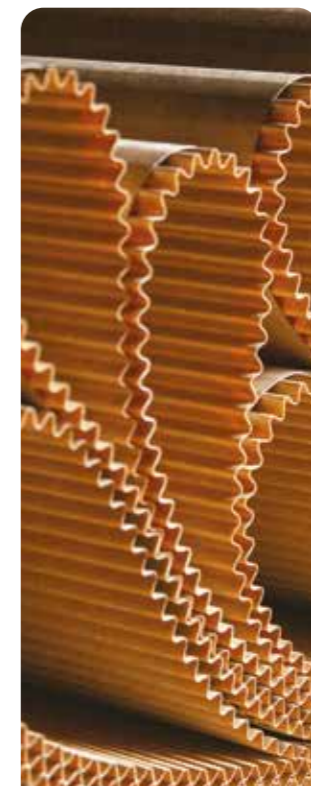
These priorities are set with the intent to guide the Group towards long-term initiatives with lasting impact that benefits everyone.

| CSR Approach

A RESPONSIBLE GROUP

The growth model developed by Ynna is based on considering all of its stakeholders, promoting the creation of shared value. To that effect, the Group is committed to being a reference for responsible solutions by implementing best practices in all the fields.

This approach, which positions the Group as a forerunner in involving employees in results and establishing real corporate governance, enables it to achieve a high level of performance by appealing to men and women who embrace collaborative methods, team spirit and values of transparency and openness embodied by Ynna.



AN ENERGY STRATEGY

Ynna places sustainability at the heart of its energy policy. In line with national energy priorities and the global Sustainable Development Goals (SDGs), Ynna is committed to diversifying its energy sources by integrating eco-responsible alternatives and renewable solutions, while optimizing energy efficiency of its infrastructures and processes. The aim of this approach is to reduce reliance on conventional energy, strengthen energy resilience and limit the Group's carbon footprint.

Ynna also values the commitment of its teams to this transformation by promoting a culture of energy efficiency and innovation. This policy positions Ynna as a leading player in the energy transition in Morocco, contributing to sustainable development and a greener future for the generations to come.

CSR Approach

MILOUD CHAABI FOUNDATION

Launched in 1965 and recognized as being of public utility, Miloud Chaabi Foundation draws on more than half a century of initiatives and reflects the ongoing efforts made by the Group and its employees to promote social development and support education, training and solidarity.

This mission, which translates into actions Ynna's commitment to being useful to the greatest number, is realized through the continuation of the Group's business responses to social challenges.

To this end, the Foundation drives innovative projects that contribute to building the Morocco of tomorrow in the fields of education, healthcare and support.



AL QALAM SCHOOL COMPLEX

Launched in 1995, Al Qalam School Complex stands out as a vector for education, training and teaching in the educational landscape of the southern region of the Kingdom.

In a context where moral values are increasingly diminishing, the institution considers it its duty to remind young people of the values of respect, solidarity and citizenship.

In an increasingly selective world, the institution develops modern teaching methods, establishing the foundations of required skills in students. In a world that is more and more open to others, Al Qalam fosters the spirit of tolerance by teaching future generations foreign languages and cultures.

Key Dates

1948

Establishment of the group's first company specializing in real estate promotion.

1964

Creation of Super Cérames, specializing in ceramic tiles, now producing over 120,000 square meters of tiles daily.

1966

Creation of Miloud Chaabi Foundation to support development through education and social solidarity.

1967

Diversification of the Group into essential sectors for Morocco's development, such as hydraulic industry and building, with the creation of APCO (Application of construction processes).

1968

First international experience through "TRAVAUX MAROC" with building and public works projects.

1996

ISO 9000 certification for the group's first entity.

1994

Launch of energy starter battery production ELECTRA.

1993

Acquisition of SNEP (Société Nationale d'Électrolyse et de Pétrochimie).

1992

Creation of GPC, a company specializing in paper and corrugated cardboard industry, and AFRIQUE CÂBLES, a company manufacturing telephone cables and batteries.

1985

Acquisition of the company DIMATIT.

1998

Opening of the first hypermarket of Aswak Assalam chain.

1999

Opening of the first hotel of Mogador chain.

2006

Investment in the railway industry with a majority stake in SCIF (Société Chérifienne de Matériel Industriel et Ferroviaire).

2007

Launch of YNNA ASMENT units (cement and clinker production) and YNNA STEEL (cold rolling for the production of flat, galvanized and pre-painted steel coils).

2009

Signing of YINA Charter for Social Commitment and Sustainable Development.

2010

Inauguration of Ynna Steel and Super Cérame industrial complexes in Berrechid. AL MASSAWIR, Tunisian subsidiary of the Group elected Green Company in the Maghreb.

2015

Certification of Ynna
20th anniversary of the certification of Afrique Cables (first entity in the group to be certified).

2016

Appointment of Mama TAJMOUATI as Chairperson and CEO of the group.

2017

Launch of the conference series "Les DYNNAymiques", a new high-level meeting concept that brings together renowned speakers and provides a platform for exchange and sharing of new knowledge.

2019

Achievement of ISO 9001 certification, 2015 version.

2024

Investment in the eighth production unit, GPC in Meknes
New visual identity for Ynna on its 77th anniversary.

2023

Launch of the first edition of Ynna Women Awards and inauguration of new extension units for SNEP.

2022

The two subsidiaries of Ynna Holding (Super Cérame and Afrique Cables) received the Arab Quality Award.

2021

Inauguration of a new factory, GPC Paper and Cardboard in Berkane (Eastern Region) and restructuring of the group with new appointments to GM positions.

2020

Opening of the new "AS From Aswak" convenience store in Casablanca, with MAD35 million investment.


and the story continues...

YNNA

PROGRESS FOR ALL

WWW.YNNA.MA

 [chaabi.group](https://www.facebook.com/chaabi.group)

 [Ynna Holding](https://www.linkedin.com/company/ynna-holding)