



## CORPORATE DECK

-Proprietary and Confidential Information-

*Kusto* GROUP

# ABOUT US



Founded in **1936** - Israeli market leader for **over 85 years**



Ranked 56th in the world **among paints companies**



Over **3,000** customers



Part of the **Kusto Group**



**750** Employees



**6** Production site in Israel  
**1** Production site in Italy



The only company in Israel that provides **a full solution** for the construction industry:

Decorative & industrial paints

Gypsum products

Construction & building materials



Oil & Gas



Energy



Agriculture



Paints & Building  
Materials



Kusto  
Vietnam



Real Estate  
Development

Singapore based diversified holding company operating in the industrial sector in Singapore, Russia, Kazakhstan, Ukraine, Vietnam, China and Israel

**Current assets**

in excess of US \$1 billion.



# Building a Better Future

Since 1936

For 85 years, Tambour has taken part in the country's design, from building structures, tunnels, and bridges, to painting roads, constructing national infrastructure, and improving residents' quality of life.

Today, we look to the future, see the magnitude of our impact on future generations, and work towards building more innovative, healthy, and ecological living environments.

The change is already here and will continue in various ways, with solutions and products that improve quality of life, save energy, and reduce the impact on the environment.

We have chosen our path - to do as much as we can, and more, to build a better future.



# BUILDING A BETTER FUTURE



Jerusalem Bridge, 2017



Harish, 2019



Yehudit Bridge in Tel Aviv, 2019



Tel Aviv Railway station, 2019



Ashqelon Marina, 2019



Juventus Stadium, Italy 2018



# LEADING BRAND



The name Tambour  
is synonymous  
to the word  
**PAINT**  
In Hebrew

#1 top of mind awareness  
among consumers  
**96%**  
Unaided awareness

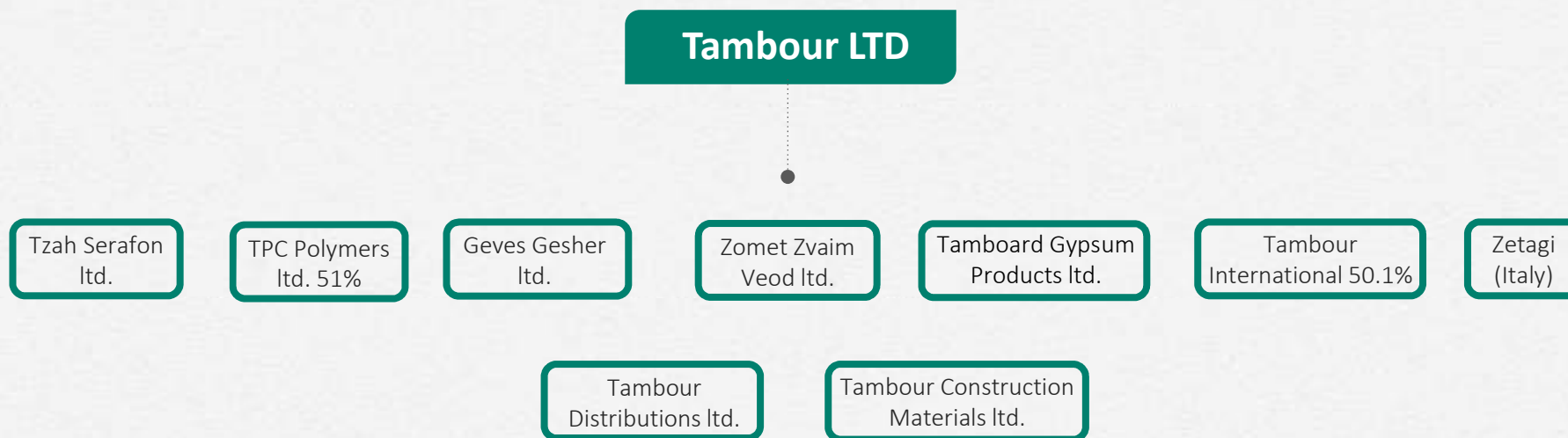
The brand  
preferred by professionals:  
**74%**  
prefer using  
Tambour's products  
in their own home

One of the  
**100**  
leading industrial  
companies in Israel

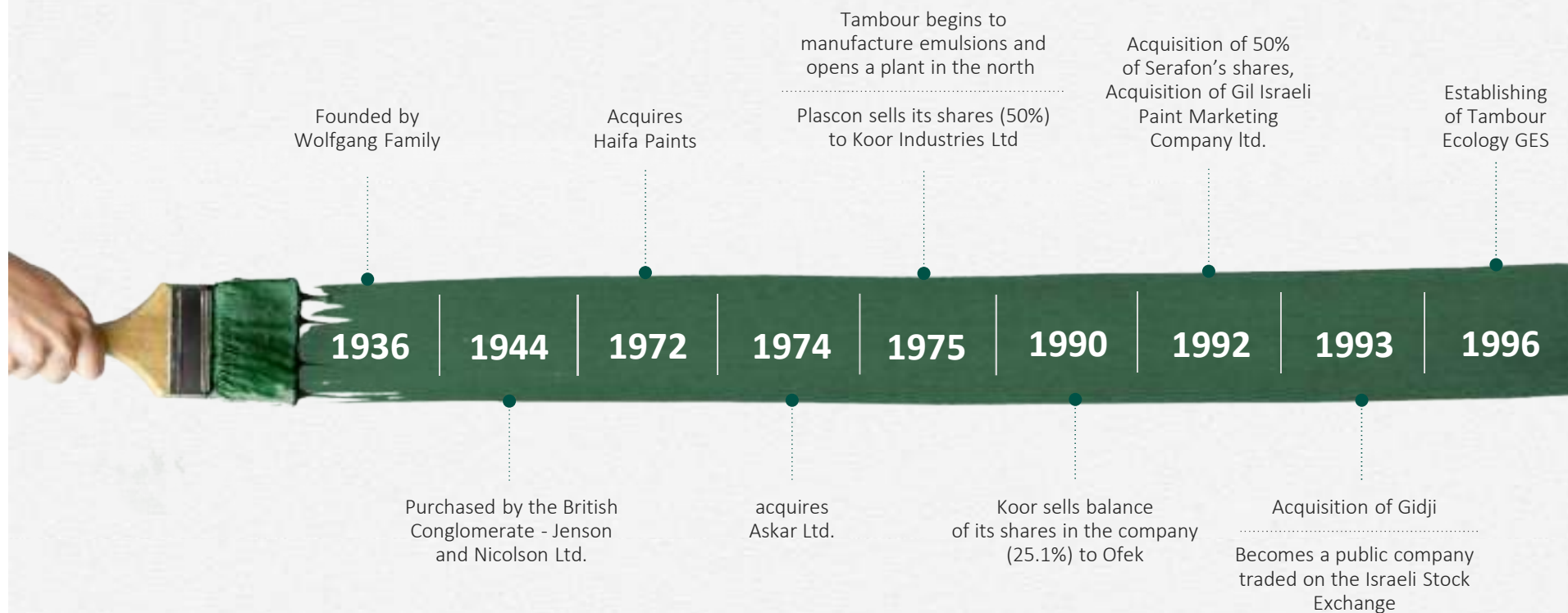
World renowned  
**BRAND**



# TAMBOUR GROUP

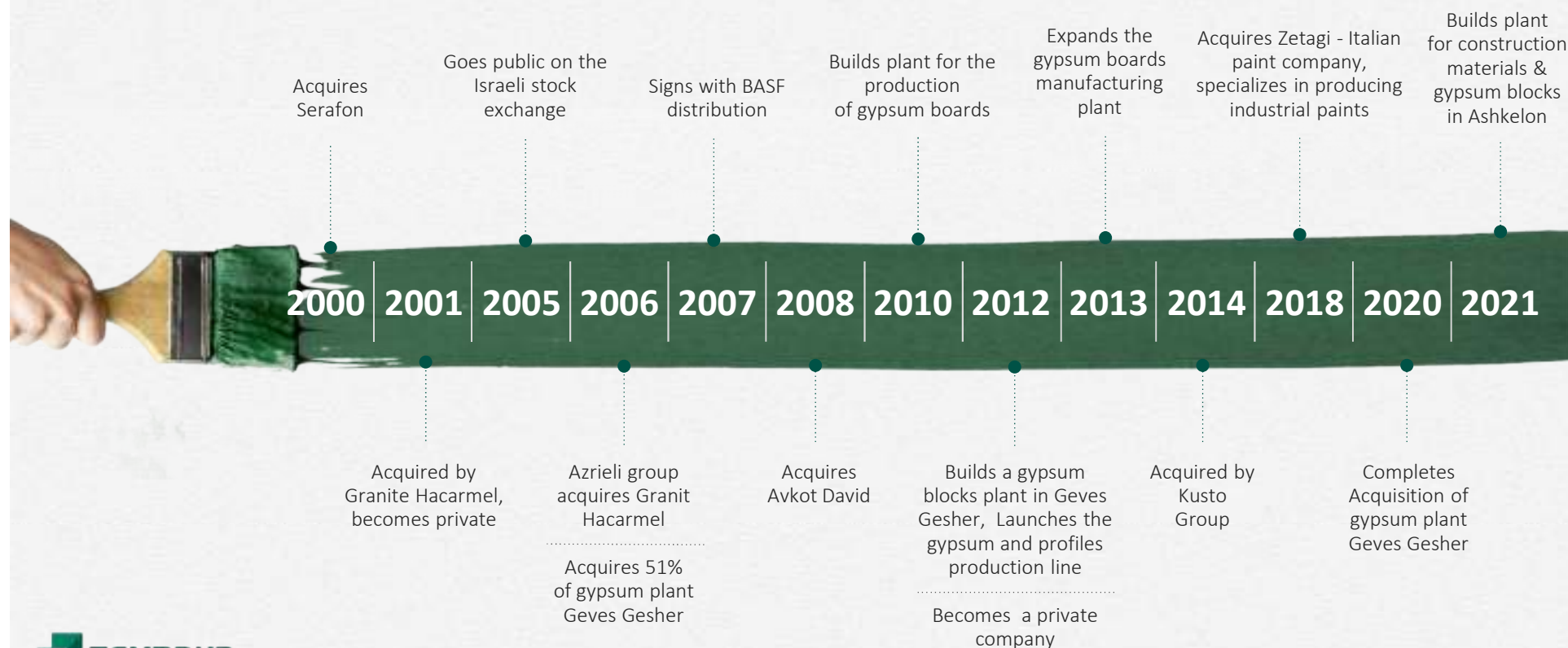


# CORPORATE HISTORY





# CORPORATE HISTORY



# TAMBOUR SITES IN ISRAEL

## Akko

- Decorative Paints
- Tamboard Gypsum Plant | Plaster Boards and metal studs

## Askar

Industrial paints & coatings

## Gesher

Gypsum plaster, Gypsum blocks

## Migdal Ha'emek

Powder coatings (paints)

## Netanya

Headquarters

## Ashkelon

Construction materials - plasters, adhesives, sealing & powders



# INTERNATIONAL PARTNERSHIPS



# OUR CUSTOMERS



## Retailers

Over **1,000** stores in Israel called "Tambourit", Big boxes - Home center & Ace

Over **700** stores with Tambour's tinting machines

**2** special POS for contractors owned by Tambour



## Contractors

Over **200** of the **leading construction** companies in Israel

**1,000** Specialist contractors in various fields

**Leading infrastructure** companies



## Factories & institutions

**Government** - ministry of defense, municipalities, Rafael

**Paper, wood and metal** industries

**Concrete** industry





# EXTENSIVE DIGITAL PRESENCE

## Tambour website - over 1M unique users per year

- Dedicated websites for architects and professionals
- Digital color fan deck
- Online consumer content, magazines and design simulator

## Massive presence in social media





# TAMBOUR INTERNATIONAL

- Active in **over 20 countries**
- Actively expanding its presence in new markets and its product offering in existing ones
- Exploring cooperation with local Paint and/or dry-mix manufacturers
- Expanding **Zetagi's** offering into Tambour's existing channels





CATEGORIES

# OUR CATEGORIES



**PAINTS & COATINGS  
FOR CONSTRUCTION**



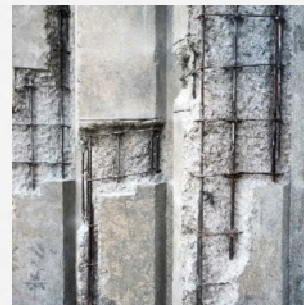
**CONSTRUCTION  
MATERIELS**



**GYPSUM  
PRODUCTS**



**SEALING  
PRODUCTS**



**CONCRETE  
TREATMENT**



**INDUSTRY**

# PAINTS & COATINGS FOR CONSTRUCTION



## INTERIOR WALLS

Various paints



## EXTERIOR WALLS

Paints & coatings



## WOOD PAINTS

For furniture and decks



## METAL PAINTS

Special paints for  
direct application  
on metal surfaces



## DECORATIVE EFFECTS

For Interior walls

# CONSTRUCTION MATERIALS



## PLASTERS

With thermal and acoustic  
Insulation capacity



## ADHESIVES

High standards range of adhesives  
for indoor & outdoor needs



## FILLING & SMOOTHING

Smoothing walls and preparing  
surfaces for the finishing layer



## GYPSUM BLOCKS

Gypsum blocks for easy, fast and  
accurate construction



# GYPSUM PRODUCTS



## GYPSUM BOARDS

Lightweight and easy-to-install boards for interior & exterior walls and special boards for protection against water and fire



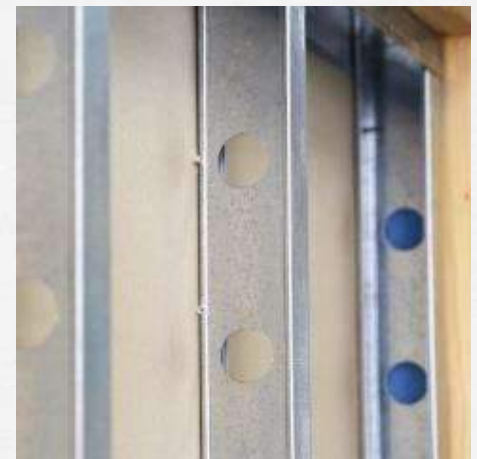
## INSULATION PRODUCTS

Thermal, fire and sound-insulating material



## CEILINGS

Acoustic ceiling components and systems



## CONSTRUCTION

Corners, screws and other construction products for installations of gypsum walls & plaster

# SEALING PRODUCTS



## ROOFS

Bituminous sheets, ointments and acrylic materials for sealing roofs



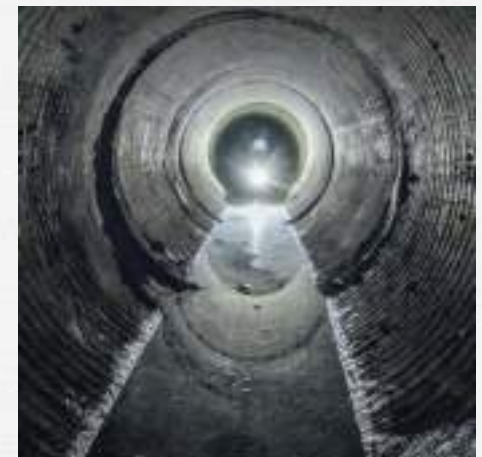
## WET ROOMS

Advanced bituminous and polyurethane products for sealing walls and floors



## EXTERIOR WALLS

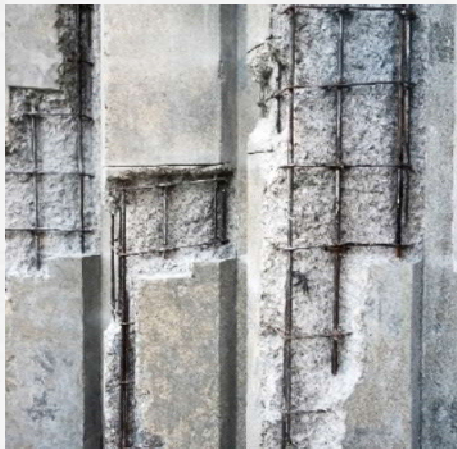
Sealing a wide range of structures and infrastructures to prevent moisture and humidity



## UNDERGROUND

Soil sealing solutions that prevent water passage and help stabilize the soil

# CONCRETE TREATMENT



## CONCRETE RESTORATION

Restoration of buildings, bridges and tunnels



## EPOXY COATINGS

Epoxy coatings for floors and concrete - parking lots, factories and industrial spaces



## CONCRETE ADDITIVES

Improves the casting work and the performance of the concrete over time



## POLYUREA

Flexible coating for sealing parking lots, pools, desalination facilities and water reservoirs

# INDUSTRIAL PAINTS



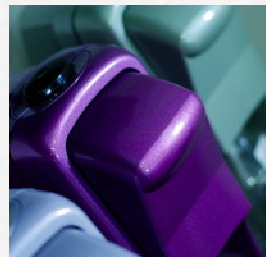
## PROTECTIVE COATING

Heavy duty maintenance paint for buildings and marine use



## ADHESIVES

Professional adhesives for the wood and paper industry



## INDUSTRIAL PAINTS

Polyurethane paints for electronic cases and devices



## ROAD MARKING

Heavy duty paints for road markings



## DEFENSE AND AVIATION

Paints for military and aviation equipment



## POWDER COATINGS

Non-liquid coatings for metal surfaces



## INDUSTRIAL WOOD

Paint and protective coatings for large-scale wood applications



# THE SYMBOL OF QUALITY





## THE HEART OF OUR INNOVATION: TAMBOUR LABS



**30**  
employees with  
**350**  
**YEARS**

of combined innovation  
experience in Tambour



Develops over 30  
**NEW**  
products and a  
multitude of shades and  
application effects  
every year



Utilizes the most  
**ADVANCED**  
**EQUIPMENT**  
techniques

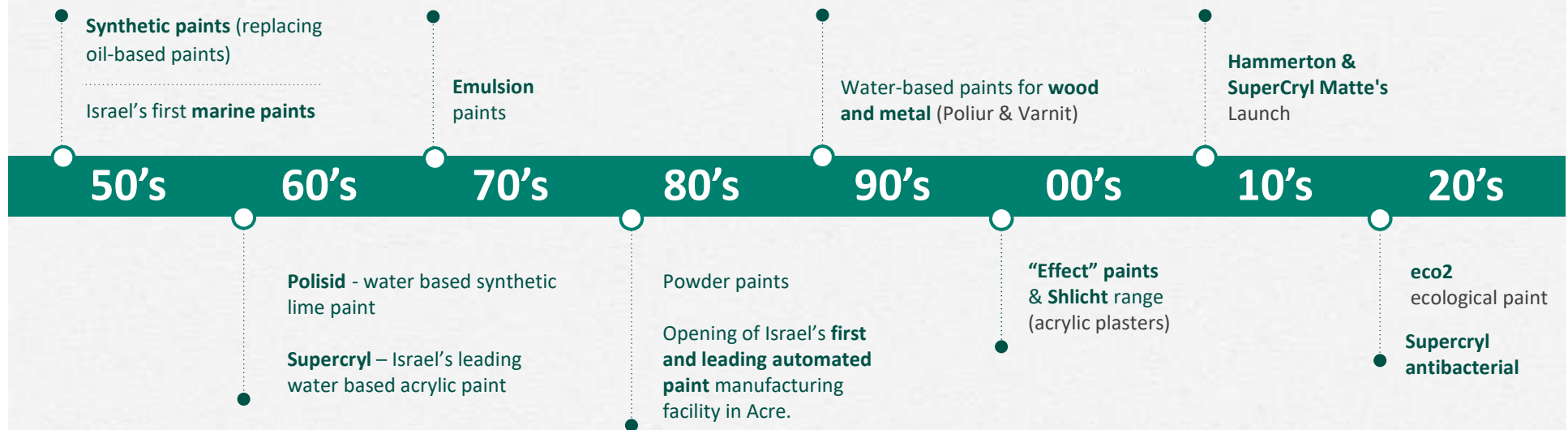


Assists in the development of  
**NEW**  
**PRODUCTION**  
techniques

**ASSISTS**  
procurement, sales  
and customer support  
through material  
analysis

# LEADING INNOVATION OVER THE YEARS

Tambour's pioneering R&D team has been leading the development of Israel's paint industry since its inception, and its ongoing innovation is shaping our future



# BUILDING A BETTER FUTURE

Tambour is one of the leaders in green construction materials and ecological paints in Israel:



## Energy saving

Tambour offers an array of insulation products for high levels of energy efficiency



## Green materials

Over 80 products bear the Green Label by the Israeli Standard Institute



## Indoor Environmental Quality

wide array of noise insulation, low VOC and no VOC products, and products with the highest indoor air quality score A+



## Energy from renewable sources

Shift to solar energy and natural gas in Tambour plants by the end of 2022



THANK  
YOU

