

**EAM**

**ABOUT US**

## 80 YEARS OF EXPERIENCE IN THE AUTO INDUSTRY



1945

Yehezkel Iny immigrates to Israel from Iraq, where he was the dealer of GM. With him comes his sons: Shlomo and Morris



1964

The Eastern Automobile company is launching new HQ in Tel Aviv as the importer of Vauxhall, Bedford and Oldsmobile in Israel



1981

Eastern Automobile Marketing expands its portfolio with Austin-Rover and Pontiac-GMC brands



1993

EAM joins forces with another importer of GM brands, and establishes UMI as a partnership for the import of all GM line

EAM separates its private business from UMI, and launches Rover and Land Rover in Israel



2017

22 years after it was launched in Israel, JLR hands over Jaguar franchise to EAM



2020

EAM went through a shift change with the entry of **Galit Iny** into the position of CEO

- ✓ EAM is a strong company
- ✓ 90 years of experience
- ✓ Extensive and strong network of contacts in the Automotive industry
- ✓ Familiarity with the Israeli Auto Tech industry
- ✓ Working with advanced technology
- ✓ UMI- daughter company, holding 100% of AVIS (#3 leasing & rental company )
- ✓ Professional and Passionate team
- ✓ Experienced After Sales team
- ✓ Strong Financial Back

# SHOWROOMS



## PDI CENTER - RE'EM

- Total size: 80,000 m<sup>2</sup>
- 5,000 m<sup>2</sup> for PDI process, rest is bonded storage
- 55 employees
- Capacity of 3,500 vehicles + 500 in PDI process
- Capability of 2,000 deliveries per month



# PDC- PARTS DELIVERY CENTER – DSV

- 8,000 m<sup>2</sup>
- Computerized Ordering and data system
- Over 67,000 different part numbers
- Capability of 3,500 lines per day
- 47 employees
- Parts availability (Day of order) - 97 %



# PETAH TIKVAH NEW HQ- OWNED FACILITY (EXPECTED 2026)

EAM



WHY EAM?

EAM

# WHY EAM?

STRONG COMPANY

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SALES EXPERTISE

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ADVANCED COMPANY

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# HOLDINGS STRUCTURE

EAM



## EASTERN HOLDINGS CO. (EHC)

100%

REAL ESTATE & INVESTMENTS

100%

EASTERN AUTOMOBILE MARKETING

50%

UMI GROUP



100%



ISUZU

UFS

AVIS

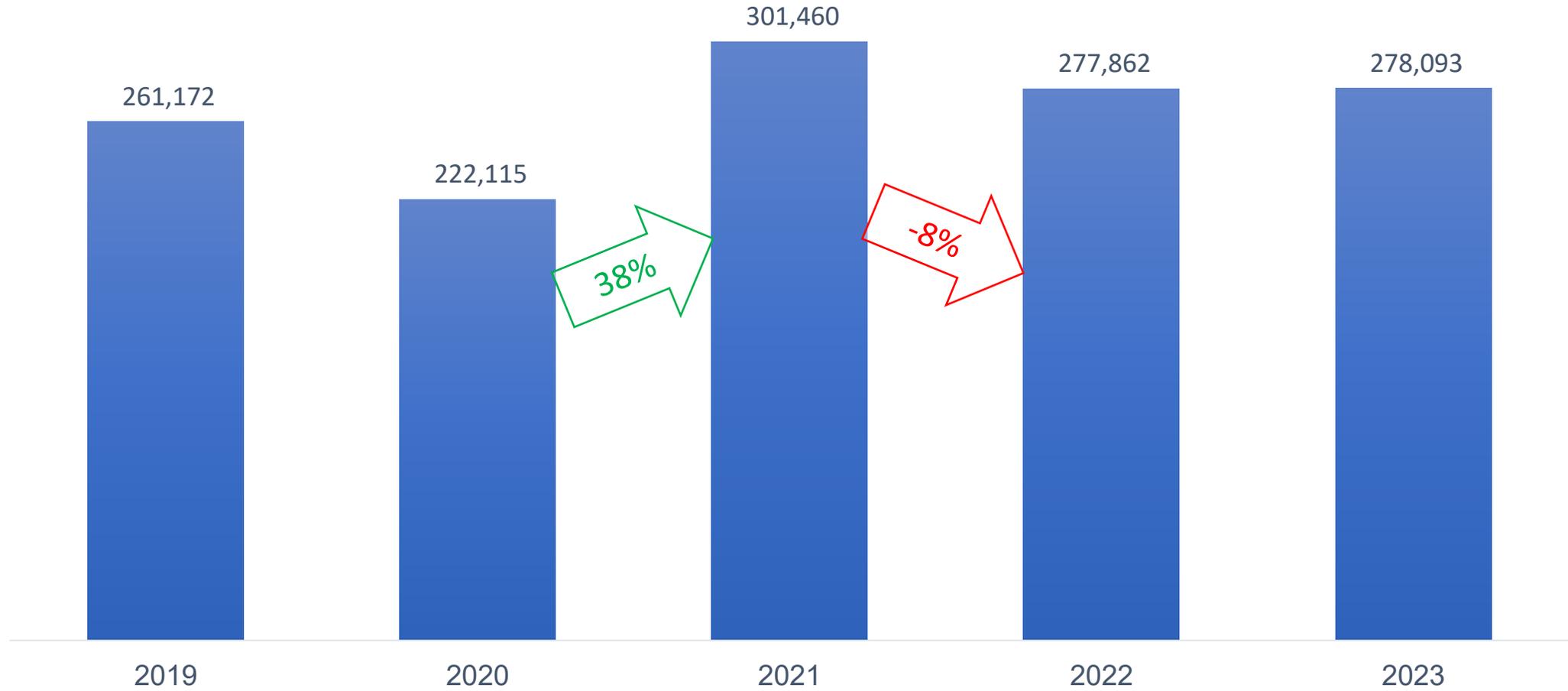
ISUZU  
TRUCK

50%

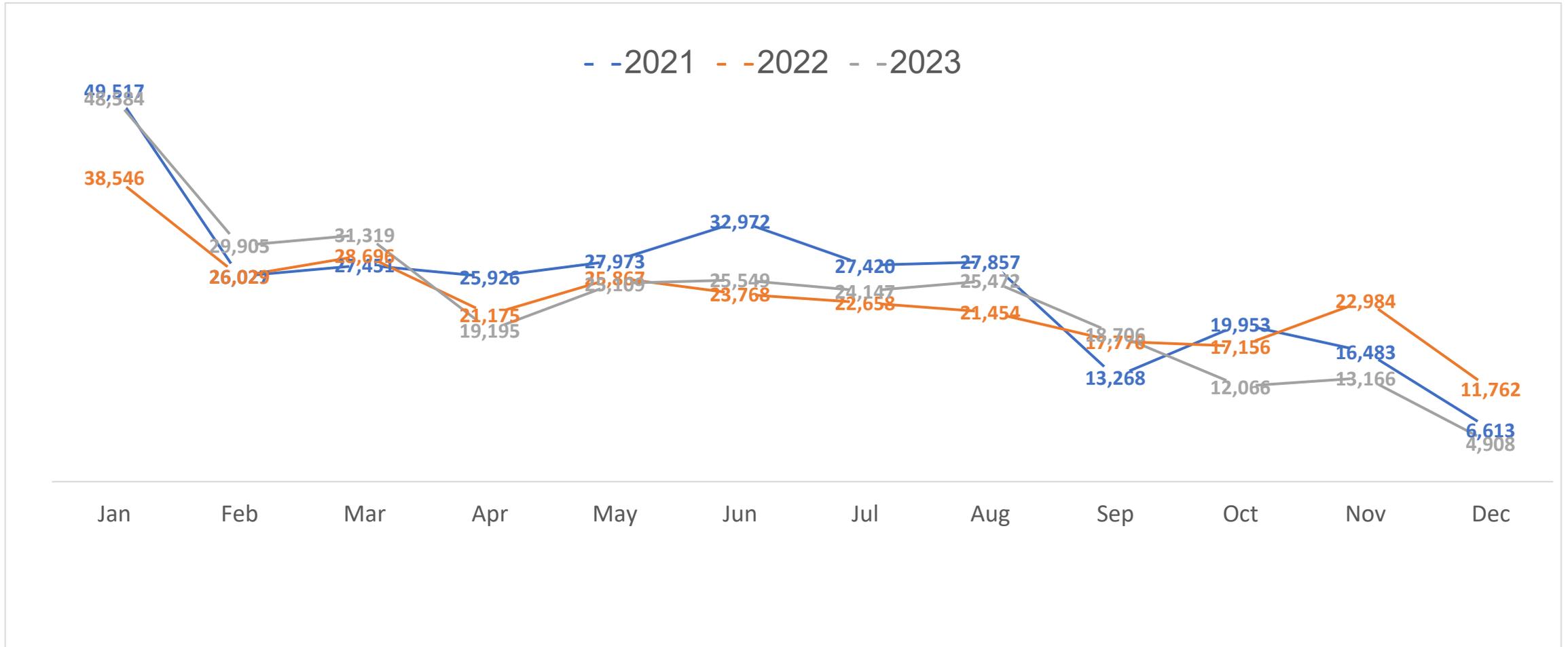
# ISRAELI AUTO MARKET OVERVIEW

# Total registrations | 2023 total registrations no change from 2022

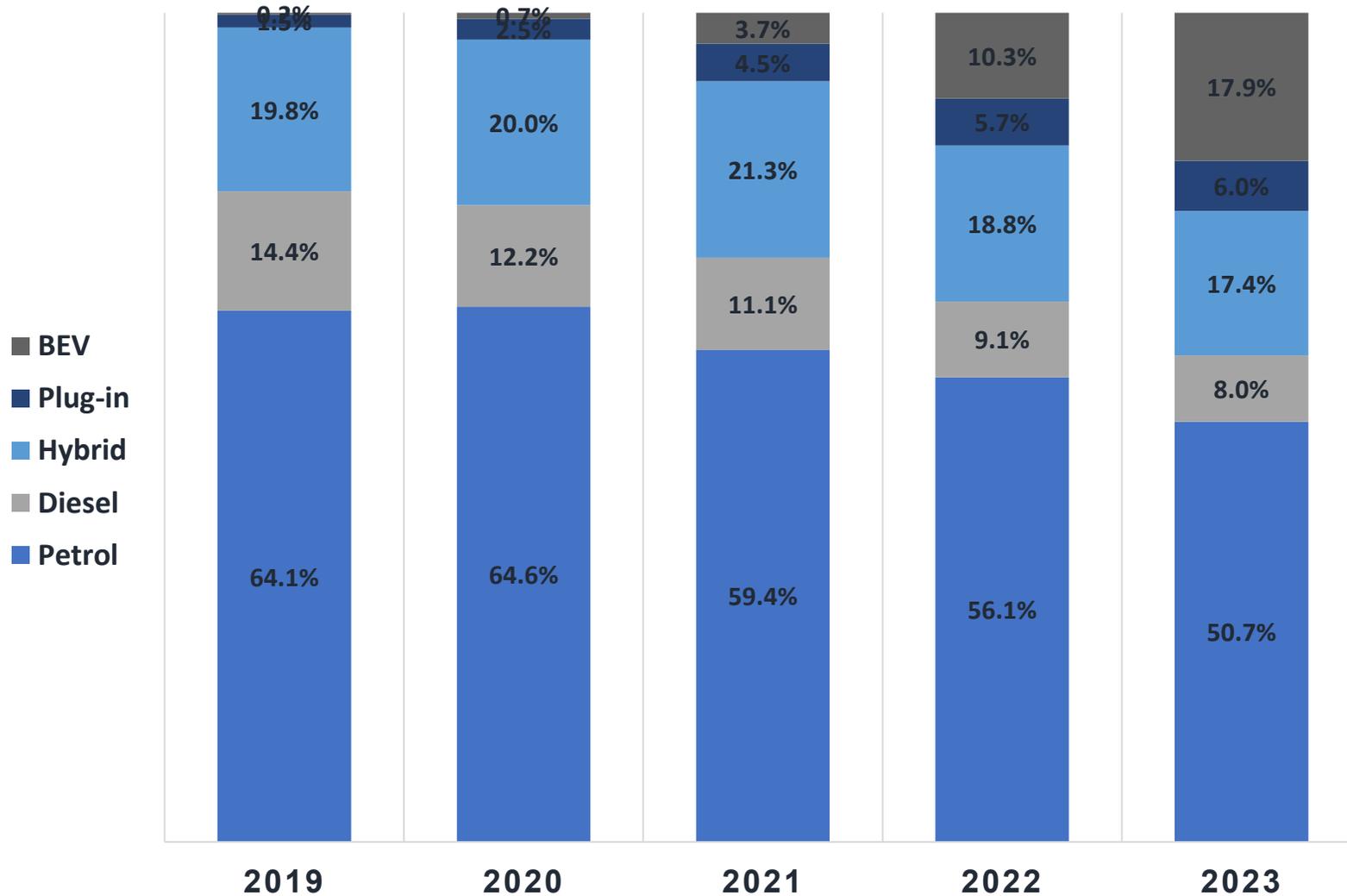
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# Monthly registrations | 2023 meets the traditional seasonality



# Alternative engines | BEV is the second best seller, overcoming Diesel



Model	Reg. 2023
BYD Atto 3	14,241
Geely Geometry C	7,126
Tesla Model Y	4,151
Tesla Model 3	2,394
Hyundai Ioniq 5	2,363
Skoda Enyaq	1,808
MG 4	1,645
Hyundai Kona	1,333
Toyota bZ4X	983
Ora Funky Cat	932

# Chenes Brands | EV Growth engine

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polestar



HONGQI

LYNK&CO



ORA



VOYAH 岚图



WEY



**60%**

Share from EV

**CENNTRO**



LEAPMOTOR



ZEEKR

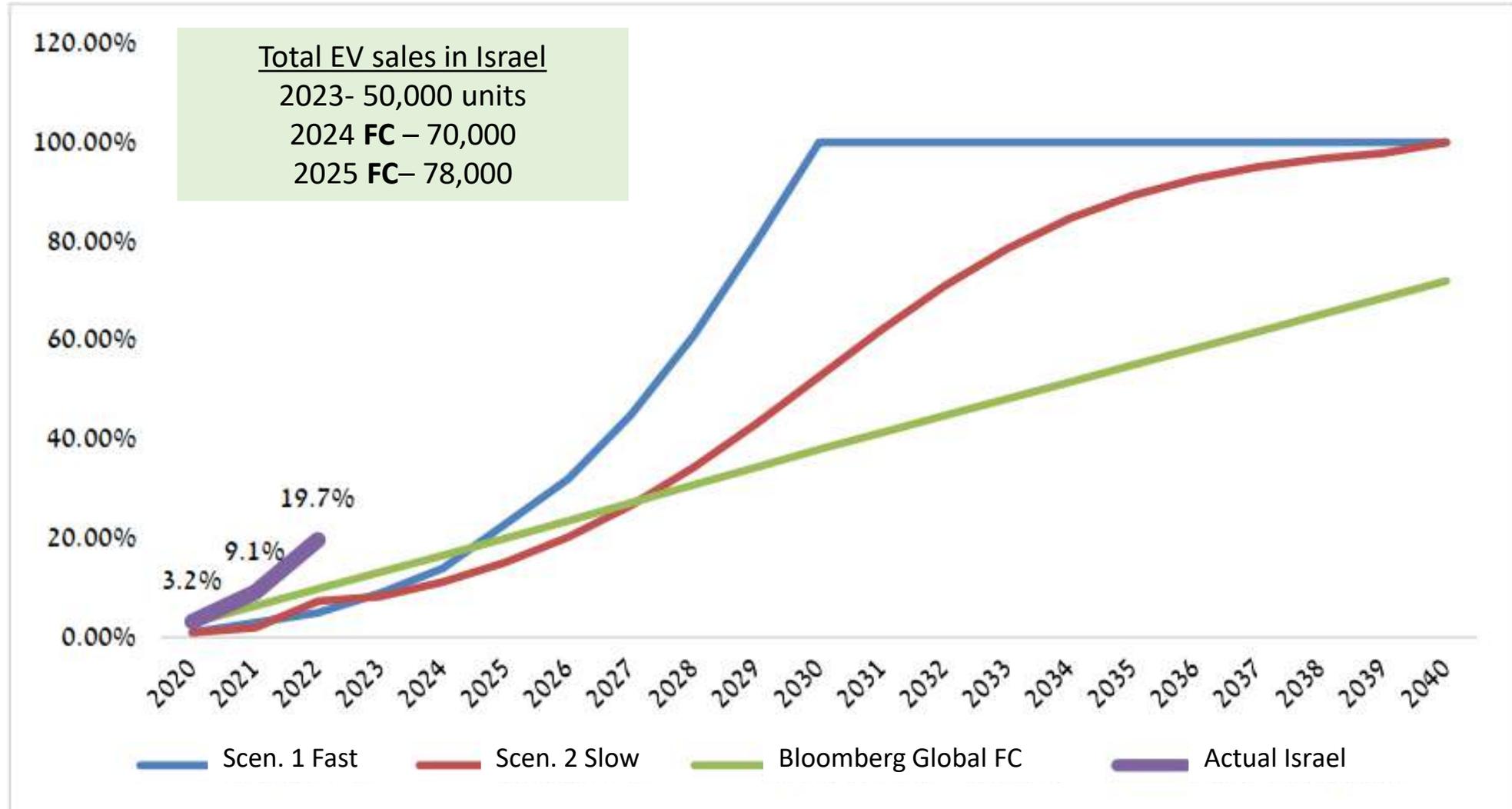
EVEASY



GEELY

PENG

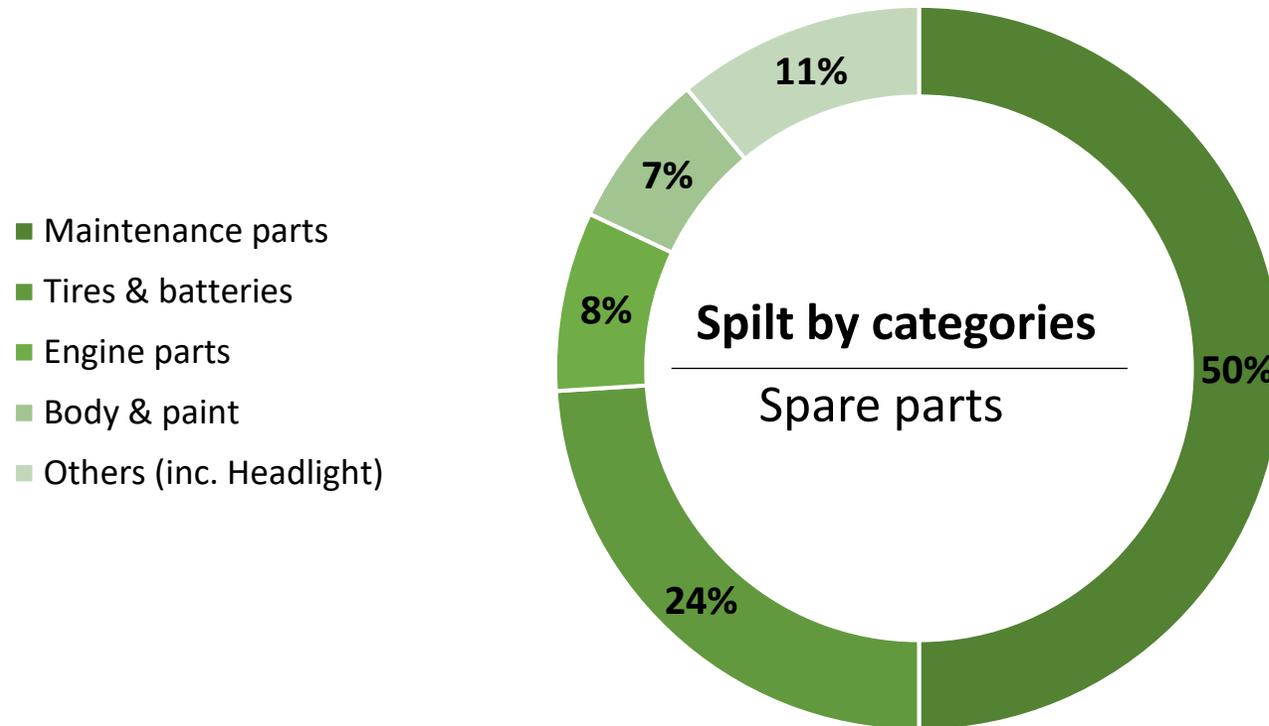
# Alternative engines FC | By 2030 every 3<sup>rd</sup> car will be BEV



# ISRAELI SPARE PARTS MARKET OVERVIEW

## AFTER SALES MARKET - ISRAEL

- Total spare parts annual revenue : ~**3,600,000,000ILS** (1,036,800,000 Euro)
- Repair & Spare parts household consumption expenditure : **2,400ILS** (686 Euro) per year
- 50% Genuine parts & 50% OEM / Replacement parts



# ISRAEL SPARE PARTS MARKET - IMPORTER & DISTRIBUTION, MAIN COMPETITORS

# EAM

## Fast Moving parts

## Body parts



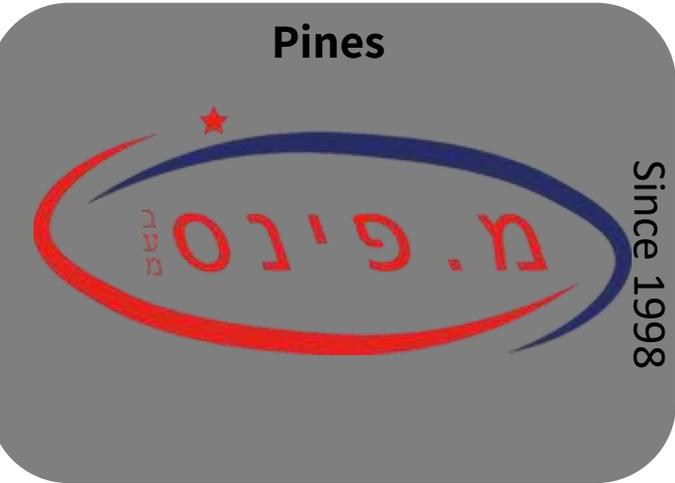
Since 1995



Since 1965

Pavilion Spark

Since 1973



Pines

Since 1998



Since 1992



Since 1956



Since 1961



General Parts

Since 2010



Since 1982



