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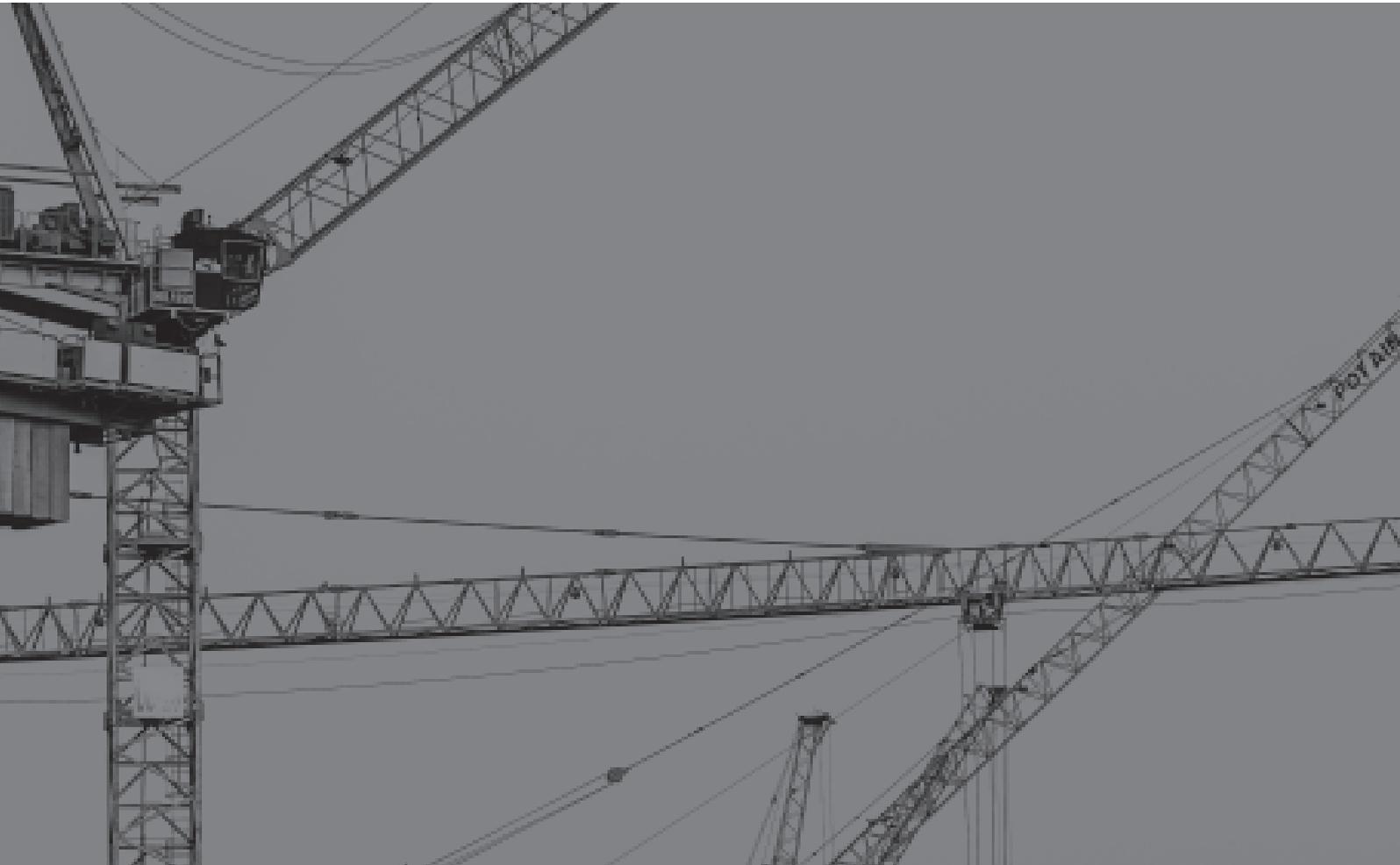
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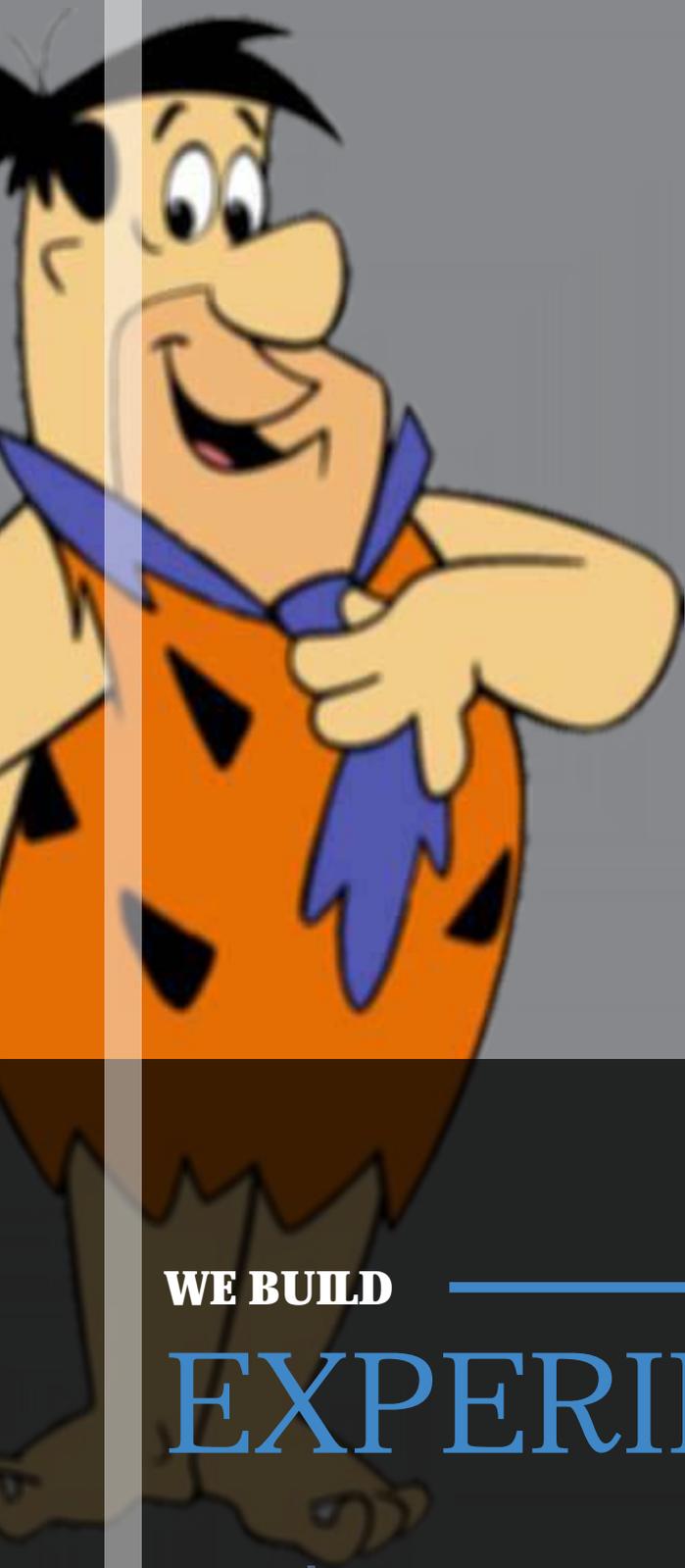


# FLINTSTONE ENGINEERING

YESTERDAY | TODAY | TOMORROW

JUNE 2010





**WE BUILD**

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# EXPERIENCES

OMINA VINCIT LABOR



# OUR STORY

## ... SO FAR

Flintstone Engineering s.co, which was formerly known as "Tsedeke Yihune Construction" when founded in 1992, joined the Ethiopian construction sector as a level 8 building contractor. A year later the company was named Flintstone Engineering, after the "flintstones" which the early men used to lit fire to symbolize the advancement of humanity through innovation and technology. Back in the days, since the local construction sector was at its infancy, Flintstone started to involve in subcontract works from existing firms and started its remarkable journey thereby developing its construction management, as well as man power capacity. Today, the company is able to establish itself as one of the leading real-estate & construction firms in Ethiopia.

### our three key success factors



Long Sighted marketing  
**Attain zero buyer's  
remorse**

A properly informed buyer, by a sales person who has a deep understanding of the customer needs, rarely regrets the decision to buy.



Operational Excellence  
**On-going effort**

grade one construction firm with strong foreign and local investment footing. ISO-9001-2000 certified in 2007.



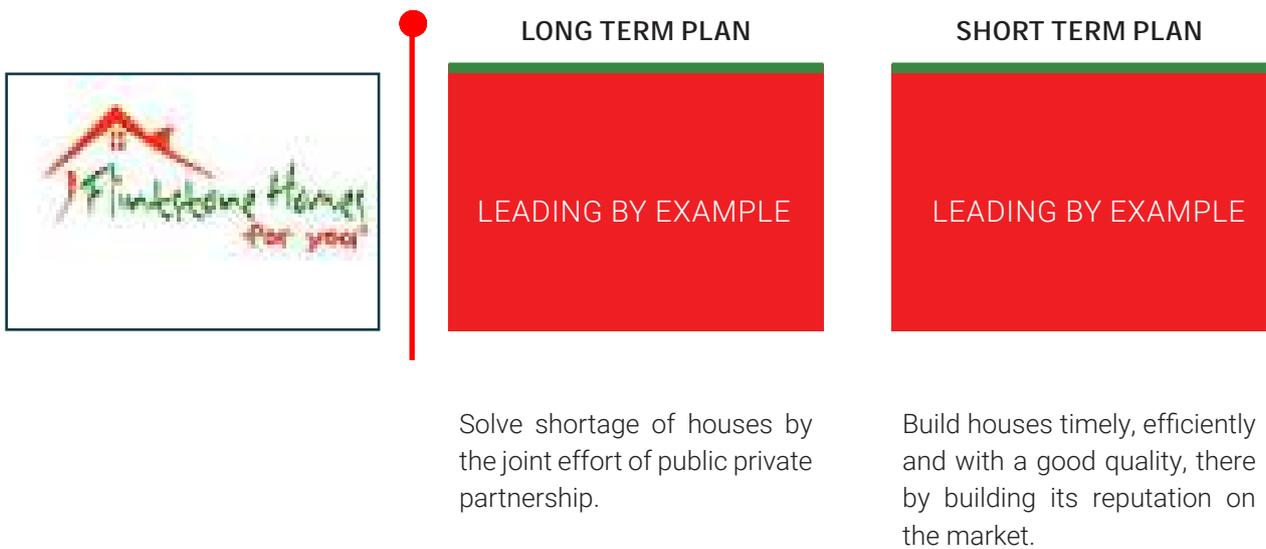
Value analysis  
**No more, No less**

Research and insightful value engineering enable us to understand what the customer needs and come up with a design fit for purpose.

By embracing these firm principles, Flintstone has been working on various government projects like Universities, hospitals, governmental and non-governmental offices, water supply and road projects. The firm has successfully completed and delivered construction projects throughout the country.

## 2008 IS BIRTH OF **FLINTSTONE HOMES**

Flintstone launched its real-estate arm, Flintstone homes, in 2008 after observing a huge opportunity in the housing market. At that time, the construction of houses was solely dominated by the government, and there was a big gap of demand and supply. Considering this, Flintstone believed that this sector should be supported by a strong private sector with many developers on market.



## OUR MAIDEN PROJECT

APARTMENT  
TOWN HOUSES  
VILLAS

# TWIN CROSSINGS

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The maiden project was a fully residential Village which consists of 40 villas, 60 townhouses, and 467 condominium apartments with a total **567** units. The houses were handed over to clients in June, 2013, to make it the first ever private real-estate project in Ethiopia, to deliver houses in the promised timeline with a fair price.





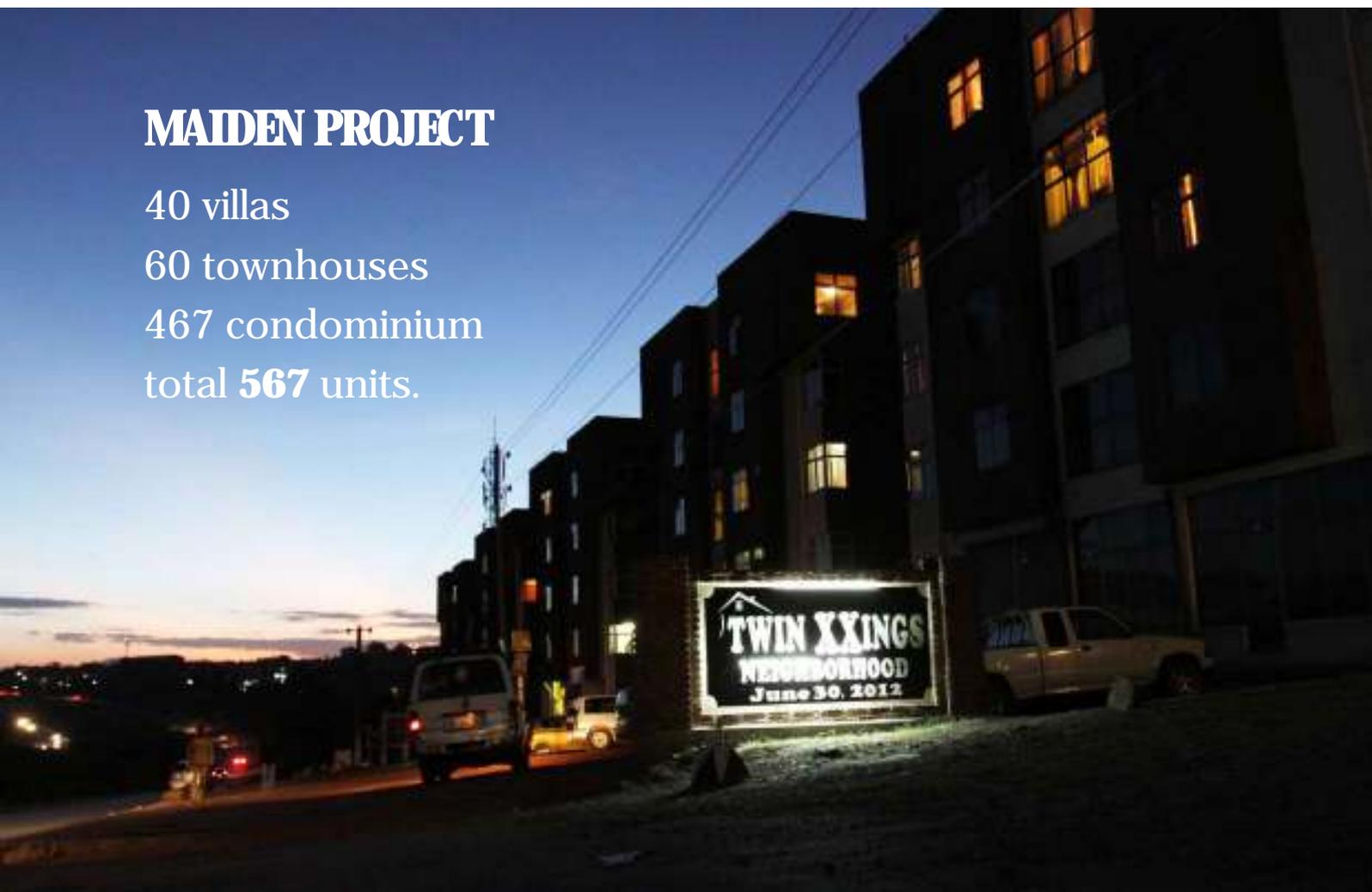
## MAIDEN PROJECT

40 villas

60 townhouses

467 condominium

total **567** units.



# LIDETA MERCATO

... THE NEW FACE OF RETAIL

IN THE FOLLOWING YEARS, 

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Flintstone expanded its scheme by involving in other real state property developments. The firm has designed and delivered delivering a unique, landmark shopping mall and store at the heart of the city nearby what is dubbed the largest open market in Africa, Merkato. The building was called Lideta-Merkato shopping center.

# OASIS SITE



**337 CONDOMINIUM**  
**60 TOWN HOUSES**  
**TOTAL 397 UNITS**



6 flintstone homes

**Condos**  
**from \$ 15,000**

**Houses**  
**from \$ 61,000**

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# flintstone homes

“for you”

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The elegant and consistent promotion strategy the firm adopted so far enabled it to have a great impact on the local housing market and establish itself as one of the very top housing companies in Ethiopia.

In addition, The Company’s *‘for you’* principle enabled people from all age groups to believe that owning houses was possible for any income group. Flintstone continued to provide houses with three categories by construction status, which are: completed, under-construction and up-coming units at different locations.



# FLINTSTONE TODAY



Megenagna



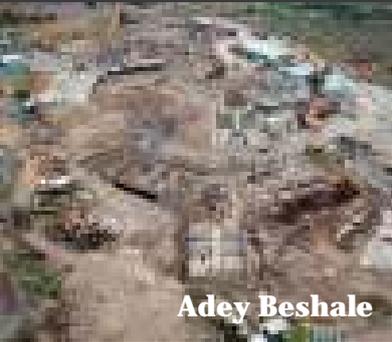
haya hulet



Urael



Aware



Adey Beshale



Zobel



Bogosian



Kazanchi



Jommo



Gotera



Bole classic



Summit



Vatican,



Express Way



Mexico



Shola



Prassa



Hawasa



Dessie



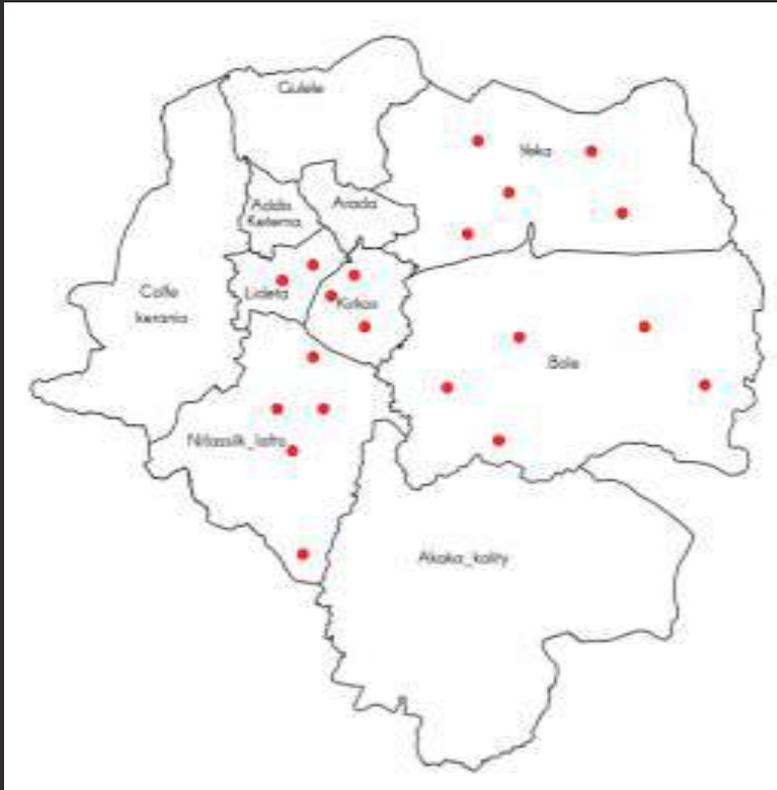
Dire Dawa

COMPLETED, UNDER-CONSTRUCTION AND UP-COMING UNITS AT DIFFERENT LOCATIONS.

Flintstone homes is currently among the leading real-estate firms in the market by opening over 23 projects in Addis Ababa and other regional cities.

## Projects

### IN ADDIS ABABA / THE CAPITAL CITY



- 1.Aware apartments
- 2.Adey Beshale neighborhood
- 3.Mexico Tower
- 4.Zobel neighborhood
- 5.Bole Classic Mixed Use
- 6.Jemmo commercial Center
- 7.Summit Apartments
- 8.Express way Apartments
- 9.Gotera Mixed Use
- 10.Kazanchis Mixed Use
- 11.Shola Apartments
- 12.Vatican mixed use
- 13.Piassa mixed use
- 14.Twin Crossings neighborhood
- 15.Oasis neighborhood
- 16.Lideta commercial mall
- 17.Megenagna apartment
- 18.Urael apartment
- 19.Haya Hulet apartment
- 20.Bogosiyan

### OUT OF ADDIS ABABA

- 21.Bidole Horra
- 22.Dessie Mixed Use
- 23.Dire Dawa
- 24.Hawassa

**NOW WHEN YOU THINK ABOUT HOUSING YOU THINK OF FLINTSTONE.**



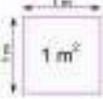
The main idea of the marketing strategy was House ownership can be possible through saving and hard work which resonated from the capital city throughout the regional states.

Currently the company is targeting to sell 50 units per week through building its In-house capacity for Design, promotion, Marketing & Construction.

# THE LARGEST PROJECT

## Adey Beshale compound



23,000   
 SQ. METER  
 PLOT OF LAND

94,016   
 SQ. METER TOTAL  
 BUILT UP AREA

1,260   
 RESIDENTIAL  
 HOUSES

1 BILL   
 ESTIMATED  
 PROJECT VALUE

# FACTS ABOUT US



SOLD  
UNITS



HANDED OVER  
UNITS



UNITS  
ON SALE



EMPLOYEES



CURRENT  
ANNUAL REVENUE  
(ethiopia birr)



CURRENT CONTRACT  
PORTFOLIO  
(ethiopia birr)



Today Flintstone is one of the most recognized names in the Ethiopian real-estate industry; in a rapidly developing economy and a country urbanizing with astonishing pace.



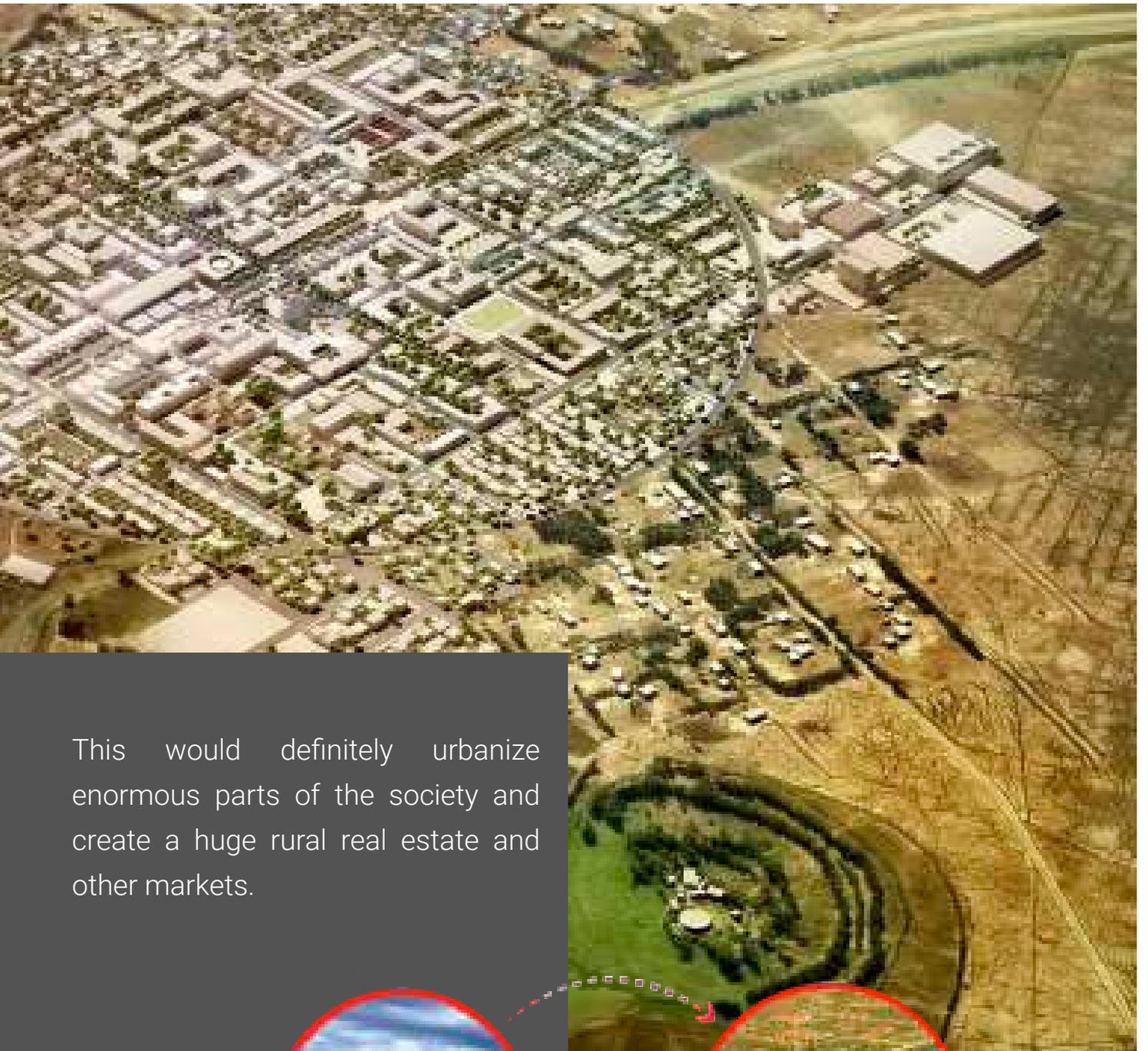
# “TUKUL TO DACHAS”

Ethiopia's fast-growing economy has brought increased demand for urbanization, which not only brought problems but also opportunities. Flintstone hopes to curb this basic socio-economic issue strategically and quickly in collaboration with all stakeholders. In line with this, the firm is working on its ambitious rural urbanization program. From 2015 onwards, the firm is working on an integrated rural urbanization program through modern urban planning called *“Tukul to Dachas”*.

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The firm aspires to see the program running with full stride in 2019 and create a huge housing market for the real-estate industry which will benefit everybody. The government of Ethiopia is planning to create 8000 rural urban settlements according to the 2nd growth and transformation plan.

The program was formed in partnership with regional governments, major regional universities, the German University of Weimar, Addis Ababa University's e.i.a.b.c, financiers, foreign investors and the public.



This would definitely urbanize enormous parts of the society and create a huge rural real estate and other markets.

**TUKUL**



**TOWN**



**DACHAS**



# FLINTSTONE

50 per  
week

CURRENT SALES



200 per  
week

TARGET TO ACHIEVE

Different  
areas

CURRENT AREAS

ONE BEDROOM  
TWO BEDROOM  
THREE BEDROOM



35 sq.m  
50 sq.m  
70 sq.m

TARGET TO BUILD

ONE BEDROOM  
TWO BEDROOM  
THREE BEDROOM

STRATEGIC PLAN

IN 2025

OF DELIVERING

10,000 UNITS

# PROSPECTS



BUT THE HOUSING INDUSTRY IN ETHIOPIA IS NOT WITHOUT PROBLEMS.

Poor local supply chain and lack of capital goods, the structural problems of the construction industry, the dire hard currency shortage, lack of financier are among the few major problems observed in the industry.

Flintstone believes finding the right partners with global partnership will alleviate these problems and together, it is very possible to create a very successful real-estate business.

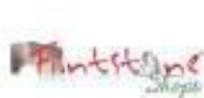
With a rapidly growing developing economy, ever increasing urban population with growing income, ever expanding market, Young and ambitious leadership & work force, the firm has strategically placed itself for growth and prosperity.

Flintstone is ready to create partnership with all kind of firms interested to invest in the housing industry in Ethiopia. State Owned Enterprises are also encouraged for this partnership as they go with our organizational Objectives; help transfer public enterprise efficiency to the local state firms to help transform the industry as a whole; and for a better Guarantee in partnership.

**LET'S CREATE SUCCESSFUL PROJECTS TOGETHER THROUGH GLOBAL PARTNERSHIP**



**LET'S CREATE SUCCESSFUL PROJECTS**



**TUKULS  
TO  
DACHAS**

**With flintstone, the future is ensured**

**TOGETHER THROUGH GLOBAL PARTNERSHIP!**

**With flintstone, the future is ensured**  
**Flintstone is for you!**

