

Masria Card

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Par Value : L.E 5
Issued paid-up capital : L.E 10,795,930
Listed Shares : 2,159,186

The Company in a Nutshell

A pioneer and market leader, Misr Security Systems (MSS) has foreseen the Smart Technology wave from a very early stages it's the most established industry leaders in Egypt and the Middle East. In 1985, the card division of MSS was created to be the first local PVC cards manufacturing facility in the region. During this period, this card division introduced the first ATM card, membership card, health insurance card, and scratch off cards. After many years of success, the card division separated to become Masria Card, an independent state of the art smart card manufacturer and total solutions provider. Masria Card became the first local card manufacturer to gain international security, and quality certifications and recognition from internationally renowned institutions in the cards industry. Always a pioneer, Masria Card became one of the very few manufacturers world wide to have the capacity and know how to produce all types of cards and their related solutions (payment, telecom, e-government, health, transportation, loyalty, pension, smart cards, RFID cards). Fully powered by local high caliber expertise and investments, Masria Card is proud to endeavor further in R&D in order to always be one of the region's leading smart solution providers.

Balance Sheet

Assets

Currant assets	Fixed assets	Total Assets
23,296,619	16,378,922	39,675,541

Liabilities & Owner's Equity

Currant liabilities	Long term liabilities	Total liabilities	Owner's equity	Total liabilities & Owner's equity
15,625,902	1,503,751	17,129,653	22,545,888	39,675,541

Income Statement

Net Sales	Net Profit after taxes	Net profit
32,069,432	8,568,852	8,568,852

Financial Ratios

Return on Assets (ROA)	Return on Equity (ROE)	Debt to Equity	Leverage
0.22	0.38	0.14	2.32
