



HABANAKEH TRADING GROUP
مجموعة حبنكه التجارية

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THE BIG PICTURE HABANAKEH GROUP



THE STORY

In 1976, in Amman, the late brothers Rashid and Khaled Habnakeh opened a modest food store—small in size but with a huge vision.

Over time, a new generation infused Habanakeh Group with fresh energy and ambition, building on the founders' expertise.

The company soon evolved into a leading distributor, branching out from food products into housewares, toys, kids supplies, and specialized transportation.

Beyond distributing and developing brands, Habanakeh Group created its own brands, eventually expanding into real estate and start-up investments.

From that humble shop to multiple investment sectors, our journey has been long and challenging, yet powered by a dream as big as our ambitions.





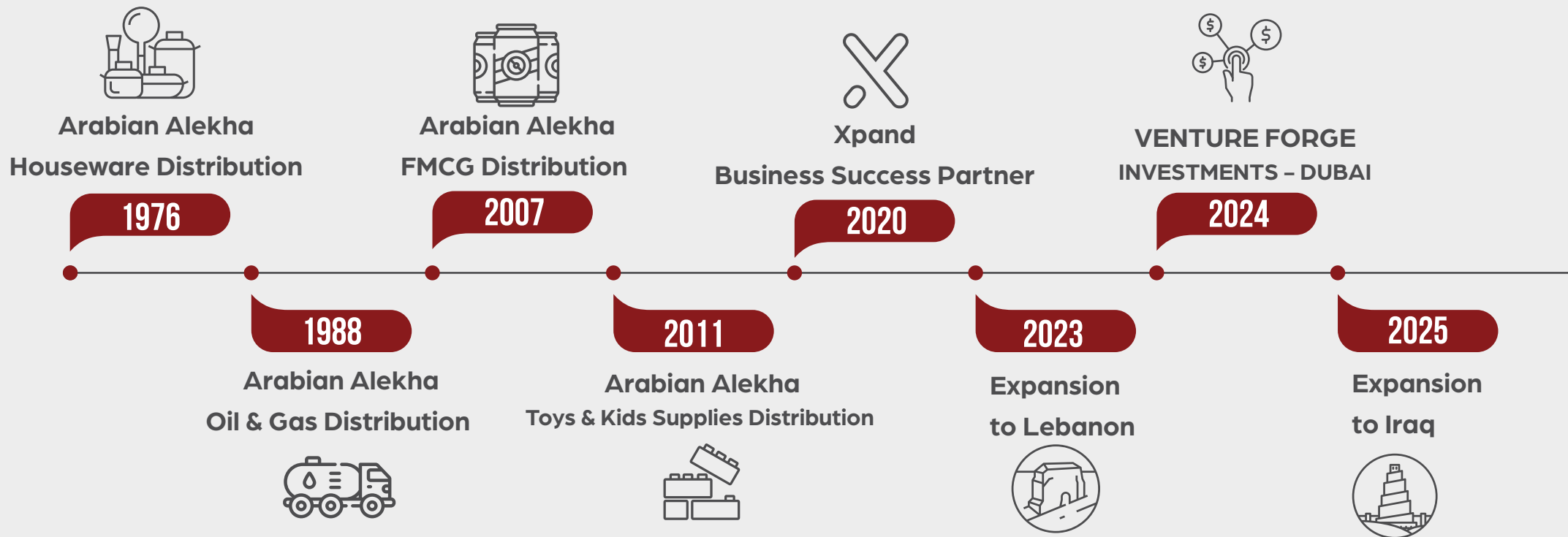
HABANAKEH GROUP

A Single Glimpse at Our Group Companies

Discover a world of integrated solutions and forward-thinking strategies, all under the Habanakeh Group umbrella.



GROUP TIMELINE





HABANAKEH INSIGHTS

49

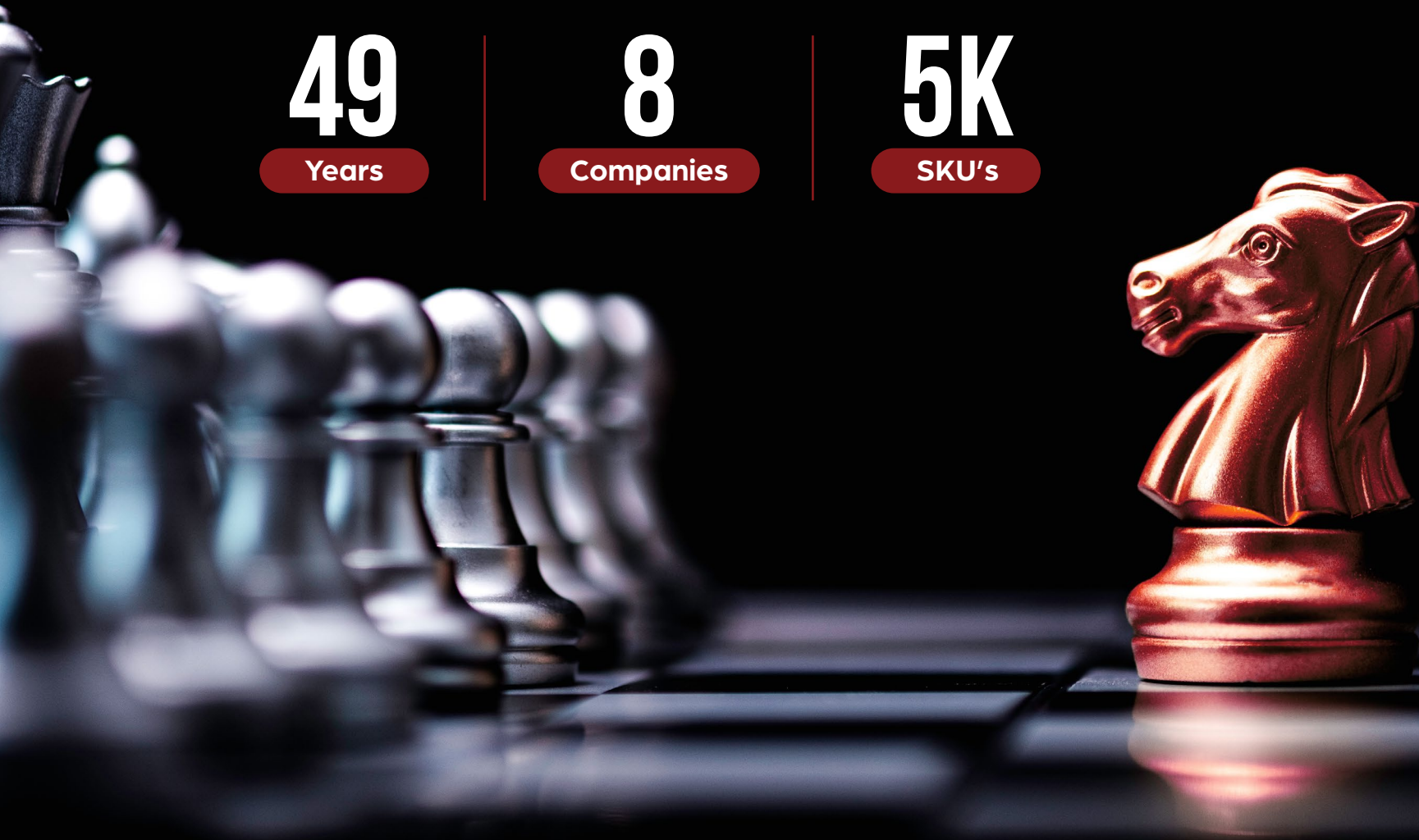
Years

8

Companies

5K

SKU's





DISTRIBUTION COMPANIES

From Houseware to specialized transportation, Arabian AI Ekha excels in delivering diverse products across the region.

Our trusted network ensures consistent quality and reliability at every step of the supply chain. We deliver:

- **Housewares**
- **Toys and Kids supplies**
- **FMCG**
- **Oil & Gas**



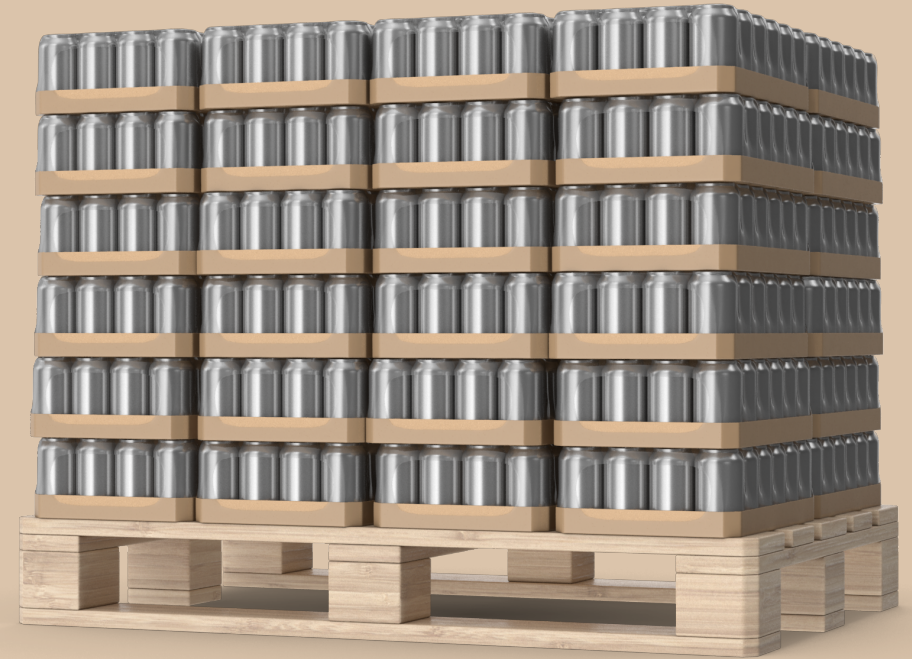
REAL ESTATE INVESTMENT AND DEVELOPMENT

Acknowledging real estate's vital role in Jordan's economy, Arabian AIEkha expanded beyond distribution to establish a robust presence in property investment and development—now a central pillar of our strategic growth.



PRIVATE BRANDS

Leveraging our distribution expertise, we created and developed proprietary brands tailored to market needs. This dynamic approach enriches our existing partnerships while showcasing our commitment to innovation.



INVESTMENT IN STARTUPS

Recognizing Jordan's vibrant startup ecosystem, Arabian AI Ekha invests in and supports emerging ventures, diversifying our portfolio and championing economic and social progress in the region.

1

ARABIAN ALEKHA HOUSEWARE DISTRIBUTION

Arabian ALEkha's journey began in 1974 with a focus on housewares, a sector that laid the foundation for the entire business. For over 46 years, the company has remained steadfast in its commitment to delivering high-quality houseware products to the Jordanian market.

Staying true to its founding principles, Arabian ALEkha has consistently adhered to the values and practices upon which it was built, ensuring reliability, excellence, and customer satisfaction. This unwavering dedication has not only solidified its reputation as a trusted name in the industry but has also propelled it to become the leading distributor of housewares in Jordan.

Through decades of innovation, strategic growth, and a deep understanding of market needs, Arabian ALEkha has maintained its position as a market leader, setting the standard for quality and service in the houseware distribution sector.



DIAMOND

Danny Home™



MS GLASS CO.

SENSIBLE
ECO
LIVING

In 1986, Arabian AIEkha embarked on a transformative journey, expanding its horizons beyond its established domains and setting its sights on the Oil & Gas Transportation sector. This strategic move marked a significant milestone in the company's evolution, as it ventured into a new industry with the same commitment to excellence and innovation that had defined its earlier successes.

Over the years, Arabian AIEkha has built an impressive fleet of over 100 specialized tankers, meticulously designed to meet the demanding requirements of oil and gas transportation. These tankers play a critical role in servicing gas stations and airports, ensuring the safe, efficient, and reliable delivery of fuel.

By entering this sector, Arabian AIEkha not only diversified its portfolio but also reinforced its reputation as a forward-thinking, adaptable, and trusted partner in the energy logistics industry. This expansion has been a testament to the company's vision, resilience, and ability to seize new opportunities, further solidifying its position as a leader in multiple sectors.



Arabian Alekha is the exclusive distributor of a distinguished portfolio of premium brands, celebrated for their uncompromising quality across a variety of categories, including beverages, juices, sweets, and soft foods.

These carefully selected brands reflect our commitment to delivering excellence and meeting the highest standards of taste and innovation.

Our dedication to distributing premium products has not only strengthened our market presence but also reinforced our position as a leader in the distribution industry. By consistently delivering excellence, we continue to enrich the consumer experience and uphold our legacy of trust and innovation.

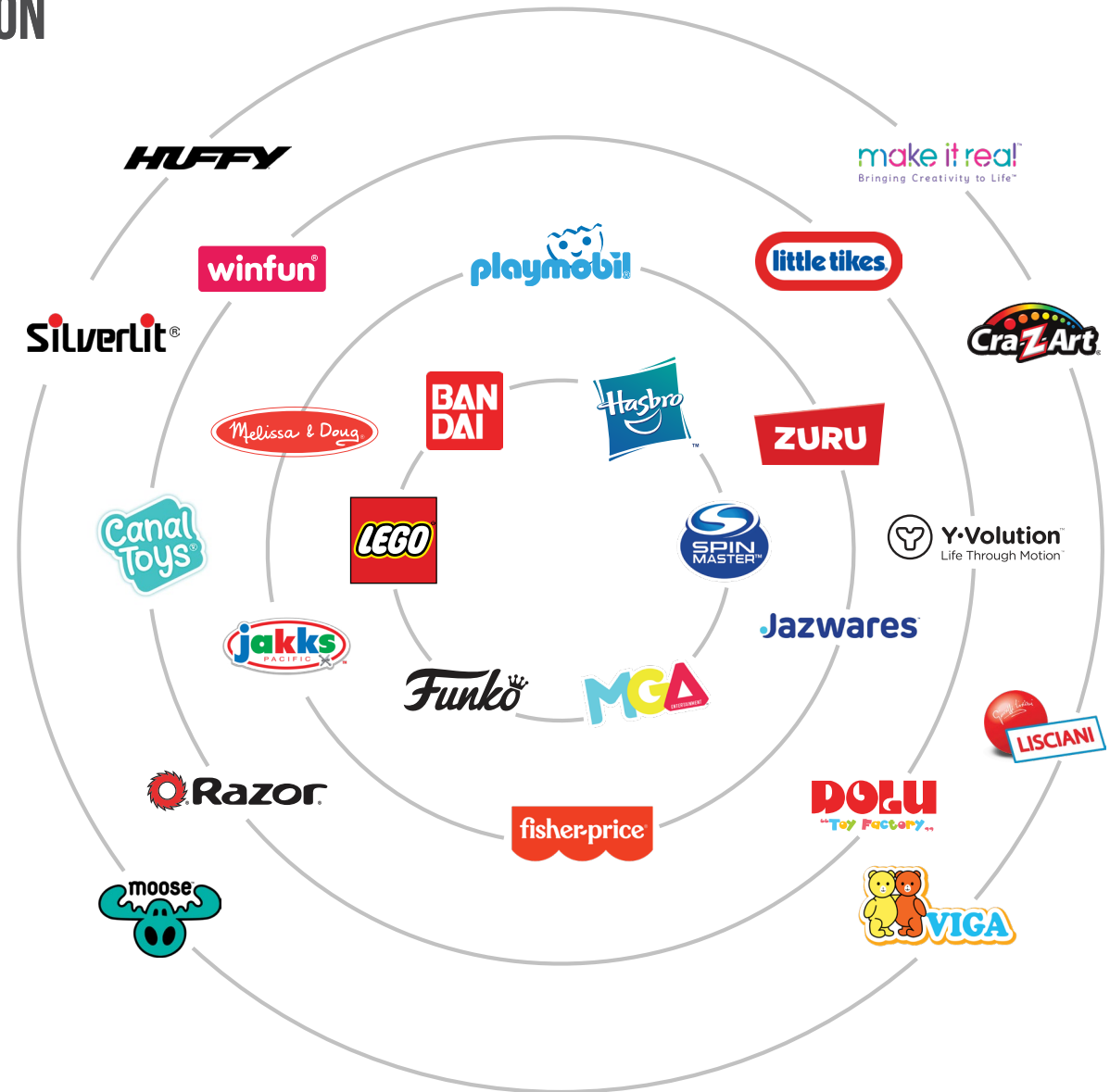




Arabian AIEkha has established itself as a dominant force in the toys and baby supplies market, a sector where it has made significant strides since 2011. As the sole distributor of LEGO and over 30 globally renowned brands, the company offers an extensive portfolio of over 5,000 SKUs, catering to a wide range of preferences and needs for children and families.

These products, celebrated for their quality, innovation, and safety, have become a staple in nearly every toy shop across Jordan, making them accessible to families nationwide.

Every day, countless children experience joy and enrichment through these products, a testament to Arabian AIEkha's commitment to delivering excellence and fostering moments of happiness.





A dynamic company in Fintech innovation, investing in transformative sectors like crypto and blockchain, neobanks, digital payments, and AI-driven wealth management platforms. By supporting cutting-edge technologies such as Bitcoin, Ethereum, DeFi, and robo-advisors, the company is reshaping the financial landscape and driving accessibility, efficiency, and inclusion.

With a strategic focus on high-growth opportunities, Venture Forge is at the forefront of the Fintech revolution, delivering value and progress in an ever-evolving industry. Its commitment to innovation and excellence positions it as a trusted partner in shaping the future of finance.



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XPAND

XPAND is a leading business development company specializing in Marketing services, Business Excellence, and Digital Transformation and Business Intelligence (BI), empowering businesses with data-driven marketing strategies, operational optimization, and cutting-edge digital solutions to enhance brand visibility, streamline processes, and drive sustainable growth.

From digital marketing and branding to analytics and automation, XPAND delivers tailored, results-oriented solutions that keep businesses competitive in a rapidly evolving market, making it the ideal partner to unlock your full potential and achieve lasting success.



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