

Sherin Yosry
CREATIVE GURU

PROFILE

Sherin Yosry



For more than 25 years SY has worked as senior consultant and brand architect for some of the most iconic brands in the world including Ferrari, Apple, Nokia, Berlin Tourism Marketing and has produced, coordinated and organized some of the most extravagant events in Europe and Middle East.

SY conducted his personal R&D for 7 years in Germany which mainly focused on the use of Technology and social media marketing related to the Hospitality and Leisure industries, mainly how to provide solutions and a functional business model that generates extra sales, revenues and profits.

About

SY is a senior consultant specialized in the production and marketing of exclusive events and the development of seamless, outsourced supply chain solutions for some of the most successful companies, iconic brands and A-List Artists around the world

Scope of service includes all areas of event management and development of innovative ideas, budgeting, sales and technology.



Services

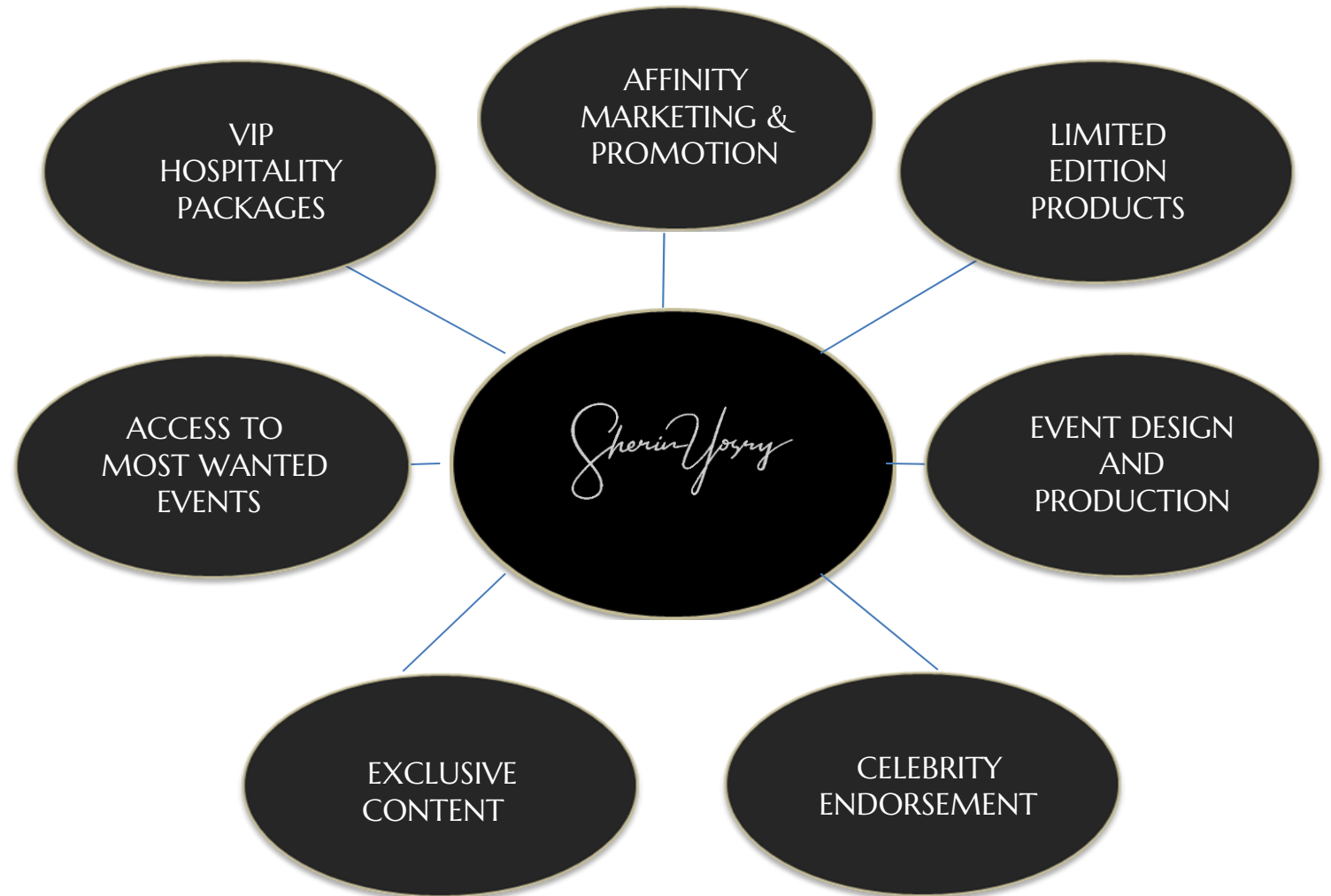
All services are technology Based and operated using robust and modern applications and unique platforms with complete supply chain active and in place

www.sy-communications.com

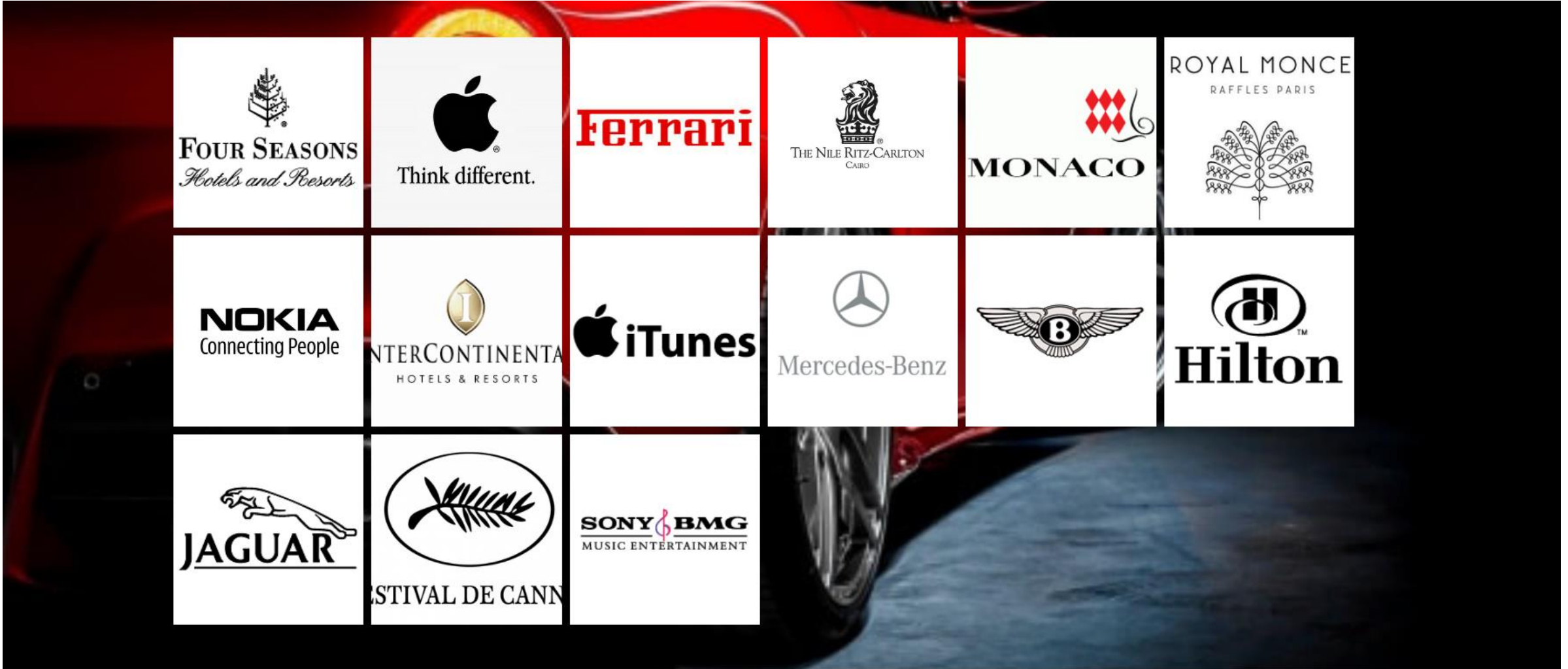
www.vanityartists.com

www.luxfull.net

www.celebrity-mobile.com



OUR CLIENTS & ASSOCIATES



Sherin Yosry

Active Brands Developed and Managed by SY



www.sy-communications.com

www.celebrity-mobile.com

www.vanityartists.com

www.luxfull.net

REFFERENCES

TESTIMONIALS



„ON BEHALF OF E! ENTERTAINMENT TELEVISION I WOULD PERSONALLY LIKE TO THANK YOU AND YOUR ENTIRE STAFF FOR ALL YOUR TIRELESS HELP IN MAKING THE **SHIRLEY BASSEY** AT THE PYRAMIDS SHOOT A SUCCESS“

MARK STUPLIN - DIRECTOR; COMCAST ENTERTAINMENT GROUP



„ON BEHALF OF THE AMERICAN FOUNDATION FOR AIDS RESEARCH “AMFAR“, WE WRITE TO THANK YOU FOR YOUR PARTICIPATION IN THE SUCCESS OF CINEMA AGAINST AIDS EVENT MAKING IT THE MOST SUCCESSFUL CINEMA AGAINST AIDS TO DATE“

ELIZABETH TAYLOR - FOUNDING CHAIRMAN, amfAR



„ON BEHALF OF MR. **WARREN BAFFETT**, MR. RICHARD SANTULLI, THE ENIRE NETJETS EUROPE TEAM AND MYSELF, I WOULD LIKE TO THANK YOU FOR YOUR EFFORTS TO MAKE THE DINNER EVENT IN FRANKFURT A GREAT SUCCESS“

VINCENT F. SENTULLI - CHAIRMAN AND CHIEF EXECUTIVE OFFICER, NETJETS EUROPE



„I WOULD LIKE TO THANK YOU AND YOUR STAFF FOR THE MAGNIFICENT AND PROFESSIONAL WAY IN WHICH YOU ORGANIZED OUR JAGUAR LAUNCH“

PATRICK O'HALLORAN - MANAGING DIRECTOR, JAGUAR MIDDLE EAST



„WE WOULD LIKE TO THANK YOU FOR YOUR SUPPORT IN HELPING US PUT TOGETHER OUR OPENING PARTY, EVERYONE WAS VERY HAPPY AND LIVED A MEMORABLE OPENING EXPERIENCE“

JOHN O'SULLIVAN - GENERAL MANAGER, FOUR SEASONS HOTEL, CAIRO



„THANK YOU VERY MUCH FOR YOUR PARTICIPATION IN OUR GOALS PRESENTATION, YOUR EFFORT TO MAKE IT SUCCESSFUL IS VERY MUCH APPRECIATED“

HANS-WERNER OLBERTZ - GENERAL MANAGER; SEMIRAMIS INTERCONTINENTAL HOTEL



WORLD LUXURY CONGRESS – GEORGE V PARIS

Organised IOOI Luxury Congress for 200 VIP guests at the Four Seasons, George V in Paris



FERRARI MOBILE LIMITED EDITION - GLOBAL

Produced and Launched the Ferrari Opus Midi Collection at the Le Royal Monceau by Raffles in Paris



LIONEL RICHIE - LIVE AT THE PYRAMIDS

Sherin Yosry

Produced Lionel Richie at the Pyramids of Giza



iPOD LIMITED EDITION – APPLE – GERMANY

First mover and Producer of the Mousse T iPod Limited Edition for Apple, Germany



VIP WEDDING – FOUR SEASONS / Egypt

Organised more than 200 VIP Weddings for Royals HNWI's and Celebrities in the Middle East



AMR DIAB NOKIA LIMITED EDITION - GLOBAL

Produced and managed Amr Diab Limited Edition Mobile for Nokia, Raya and Etisalat



ARTIST BOOKING – VARIOUS EVENTS

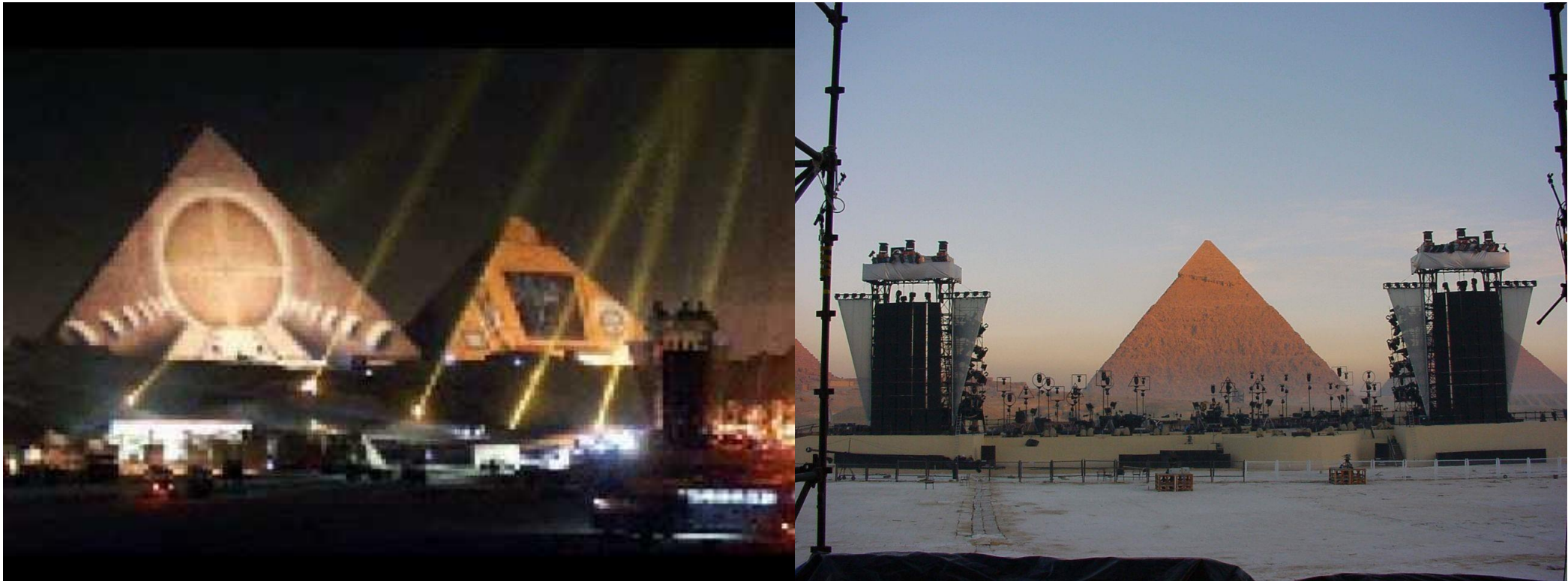
Worked with various A Class artists, such a (Pitbull, Akon, Latoya Jackson and Melanie C Spice Girls)



JEAN MICHEL JARRE - LIVE AT THE PYRAMIDS

Sherin Yosry

Coordinator and Executive Producer of the Jean Michel Jarre at the Pyramids of Giza



ONE NIGHT FOR HUMANITY CHARITY GALA CAIRO MARRIOT HOTEL

Sherin Young

Produced and Organised the One Night For Humanity gala at the Cairo Marriot Hotel
With Minister of Tourism in Egypt



ONE NIGHT FOR HUMANITY CHARITY GALA SAHL HASHISH EGYPT

Sherin Young

Producer of the One Night For Humanity Charity Gala with attendance of Minister of Culture + 300 VIP guests



ONE NIGHT FOR HUMANITY CHARITY GALA FRENCH EMBASSY EGYPT

Sherin Yosry

Producer of the One Night For Humanity press event at the French Embassy in Egypt



NET JETS
GALA ONE NIGHT WITH
WARREN BUFFET
FRANKFURT

Warren Buffet
Thank you Letter



Mr. Sherin Yousri
1001 The Magic of Entertainment
Meerwein Strasse 22
79361 Leiselheim, Sasbach
Germany

Rotkreuz, 10 April 2001

Dear Mr. Yousri,

On behalf of Mr. Warren Buffett, Mr. Richard Santulli, the entire NetJets® Europe team and myself, I would like to thank you for taking the time to join us in Frankfurt for dinner on 28 March.

I hope you enjoyed having the chance to meet and discuss topics of mutual interest with friends and new acquaintances. Most of all, I hope you found the lively question and answer portion of the program with Mr. Buffett both interesting and informative.

It was very interesting to hear Mr. Buffett's personal anecdotes about how NetJets has changed his life and the lives of his family for the better. I hope that Mr. Buffett's personal experiences have piqued your interest to learn more about the NetJets Fractional Aircraft Programme and how you, too, can benefit from it.

I have taken the liberty of enclosing additional information about NetJets and the NetJets Fractional Aircraft Programme for your perusal. Our Regional Marketing Coordinator responsible for your location, Kees van de Geest, will be calling you shortly to answer any questions you may have. However, if you would like to speak with him immediately, please do not hesitate to call us at +41-41-798-1616.

We look forward to speaking with you soon.

Sincerely yours,

Vincent F. Santulli
Chairman & Chief Executive Officer
NetJets Europe Ltd.

NETJETS EUROPE LTD.
NetJets Europe® Ltd. is a Berkshire Hathaway Company

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CH-6343 Rotkreuz, Switzerland
Tel. +41 41-798 16 16
Fax +41 41-798 16 26

ONE NIGHT FOR
HUMANITY GALA
MONTE CARLO

Patronage Letter by
Prince Albert of
Monaco



Palace of Monaco,
July 24th, 2003

Dear Mr. Yousri,

I have received with pleasure your letter dated June 14th asking me to help you with your "One Night for Humanity" gala and I will be very proud to grant my High Patronage to this event.

The person nominated to join your executive committee is Mrs Azzoaglio Levy-Soussan. She will be responsible for all developments and approvals regarding the Gala evening.

My schedule being very heavy, I unfortunately will be unable to attend any press conference within the next six weeks.

I send you all my best wishes for the success of this great evening, held to the benefit of such a noble cause.

Sincerely,

A handwritten signature in cursive, which appears to be 'Albert II'.

Mr. Sherin YOUSRI

CINEMA AGAINST AIDS GALA
CANNES FILM FESTIVAL

Sharon Stone
Reference Letter

Ringo Star, Elton John
attendance



CINEMA AGAINST AIDS 1998

May 21st
Cannes, France

July 13, 1998

Event Sponsors
Bvlgari
Miramax Films

Honorary Chairman
Elizabeth Taylor

Co-Chairmen
Mouna E. Ayoub
Mathilde Krim, Ph.D.
Francesco Trapani
Harvey and Bob Weinstein

Benefit Committee
Woody Allen
Robert and Kathryn Altman
Lauren Bacall
Michael Barker
Peter Beard
Tia Brelis
Jeff Bewkes
Gerry Byrne
Nicolas Cage
Colin Callender
Naomi Campbell
Kenneth and Maria Cole
Sean Connery
Willem Dafoe
Gaby Dargham
Ranny Davidoff
Dennis and Janette Davidson
Rupert Everett
Ralph Fiennes
David Furnish
Richard Gere
Bob Gosse
Marjorie Gubelmann
Lauren Holly
Elizabeth Hurley
Sir Elton John
Dr. and Mrs. Ibrahim Kamel
Michael J. Kelly
Raouf Al Minawy
Isaac Mizrahi
Demi Moore
David S. Morris
Liam Neeson
Daniel J. O'heyack
Richard Plepler
Robert Rauschenberg
Vanessa Redgrave
Natalia Richardson
Charles Rosen
Claudia Schiffer
Chloé Sevigny
James W. Seymore, Jr.
Casey Silver
John Squires
Billy Bob Thornton
Peter Tunney
Robin Tunney
Denise and Roger Vergé
Mr. and Mrs. Sherin Yousri

Mr. and Mrs. Sherin Yousri
Phoenix International
18 Ismail Mohamed Street
Zamalek 11211
Egypt


Dear Mr. and Mrs. Yousri,


Thank you! Your heartfelt generosity has made a difference.

This year's fundraiser at Cannes was our most successful to date. Not because we raised over \$1.2 million, but because it was a celebration. We are celebrating the tremendous strides that have been made in the fight against AIDS. We are celebrating your commitment to the search for a cure and a vaccine for AIDS and HIV.

We are going to do this together. And we thank you for transposing this from a difficult and exhausting job to a joyful, successful and hopeful opportunity.

Yours sincerely,


Mouna E. Ayoub
Director
AmFAR


Sharon Stone
Chairman, Campaign for AIDS Research
AmFAR


Harvey Weinstein
Co-Chairman
Miramax


Bob Weinstein
Co-Chairman
Miramax


Francesco Trapani
CEO
BVLGARI

120 Wall Street, 13th Floor
New York, NY 10005
212-806-1600 tel
212-806-1601 fax

AmFAR
AIDS RESEARCH

AMFAR GALA CANNES

ELIZABETH TAYLOR Reference Letter



A handwritten signature in black ink that reads 'Sherin Yousri'.

AmFAR

120 Wall Street, 13th Floor
New York, NY 10005-3902
Tel (212) 806-1600
Fax (212) 806-1601

July 13, 1998

Mr. and Mrs. Sherin Yousri
Phoenix International
18 Ismail Mohamed Street
Zamalek 11211
Egypt

Dear Mr. and Mrs. Yousri:

On behalf of the American Foundation for AIDS Research (AmFAR), we write to thank you for your participation in *Cinema Against AIDS 1998* and for your purchase of 11 tickets for a total contribution of \$27,500.00.* With your generous support, the evening raised over \$1.2 million for AmFAR's programs—making it the most successful *Cinema Against AIDS* to date.

Cinema Against AIDS 1998 would not have been possible without the sponsorship and support of its leadership. We would like to especially thank Mouna Ayoub, AmFAR Board Member, Francesco Trapani, CEO of Bvlgari, and Harvey and Bob Weinstein, Co-Chairmen of Miramax Films. Their support of AmFAR's work is deeply appreciated.

We would also like to express our gratitude to several friends whose efforts made *Cinema Against AIDS 1998* a success: Sharon Stone, the evening's host and Chairman of AmFAR's Campaign for AIDS Research, Humphrey Butler for Christie's, London, and Sir Elton John, Ringo Starr and Toni Collette for their wonderful, impromptu performance at the close of the live auction. These individuals gave us an unforgettable evening and their gift of talent was beautifully acknowledged by the generosity of their audience.

So, we thank you, who were part of that audience, for your generosity towards AmFAR's crucial research programs. There will indeed be no possible control of the AIDS epidemic as long as there will be no protective vaccine against HIV/AIDS. And there will be no hope for a cure without ways to restore immune functions in people receiving antiretroviral therapy. It is the support of friends such as yourself that allows AmFAR to continue in its mission to help end the worldwide devastation caused by HIV/AIDS.

Very gratefully yours,

Mathilde Krim, Ph.D.
Founding Co-Chair and
Chairman of the Board,
AmFAR

Elizabeth Taylor
National Founding Chairman,
AmFAR, and Honorary
Event Chairman

* U.S. residents please note: \$25,850.00 of your \$27,500.00 contribution is tax-deductible as a charitable contribution to AmFAR. The remainder is a non-tax-deductible charge for food, beverage, and entertainment. For tax purposes, please keep this letter as your receipt.

AMERICAN FOUNDATION FOR AIDS RESEARCH

- Elizabeth Taylor
Founding National Chairman
- Mathilde Krim, Ph.D.
Founding Co-Chair
and Chairman of the Board
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Edward H. Vuk
- Honorary Director
Michael Sachs
- Sharon Stone
Chairman, Campaign for
AIDS Research
- Jerome J. Ruben
Executive Vice President and
Chief Executive Officer

SHIRLEY BASSEY CONCERT AT THE PYRAMIDS

E Television Reference Letter



December 14, 1998

Mr. Sherin Yousri
Phoenix International
18, Ismail Mohammed Street
Zamalek, Cairo, Egypt 11211

Dear Sherin:

As promised, enclosed please find a VHS copy of the International "FYE!" program featuring the Shirley Bassey segment we shot in Cairo at the benefit concert event, along with a VHS copy of the "E! News" segment that David Adelson produced which aired on our "E! News Weekend Review" program.

On behalf of E! Entertainment Television, I would personally like to thank you and your entire staff for all your tireless help and participation with making this shoot a success. We are very happy with how great both segments turned out.

Once the hour-long "Wild on the Mediterranean" show, and the half-hour long "ECU" (Extreme Close-Up) Shirley Bassey interview program is complete, (hopefully sometime after the first of the year), I will forward copies of them onto you as well. I am sure you will be more than pleased with the quality and amount of coverage they will contain.

Thanks again, Sherin. Please give my best to Jasmine, and I look forward to speaking with you again soon regarding future projects.

Sincerely,

A handwritten signature in black ink that reads "Mark S. Stuplin".

Mark S. Stuplin
Talent Executive
E! Entertainment Television

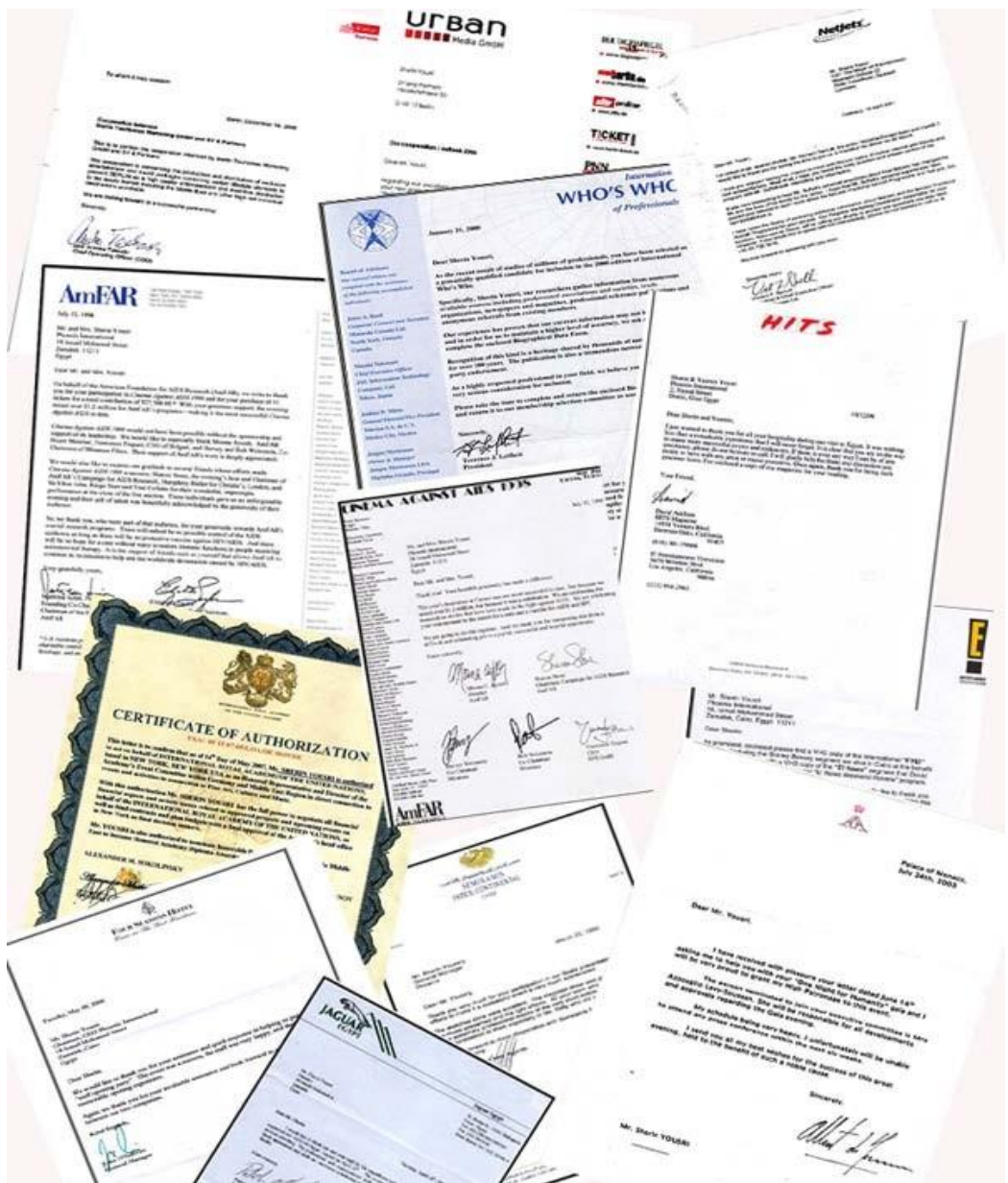
enc.

SY was first mover globally for Apple and produced the first branded iPod Nano for Grammy Award Nominee and music producer Mousse T. The project including the designs, production, marketing and on-line sales was undertaken by SY and his team with full support by Apple Germany.

SY was first mover in Middle East and produced the Amr Diab limited edition mobile in cooperation with Nokia, Raya and Etisalat where the entire project from start to finish was undertaken by SY and his team in Germany.

Another major activity was the commission to produce and promote the official U2 Vertigo Tour fan parties in Germany, Austria and Switzerland which was a great success with more than 12,000 packages sold in a period of 4 months.





International
WHO'S WHO
of Professionals™

January 31, 2000

Dear Sherin Yousri,

As the recent result of studies of millions of professionals, you have been selected as a potentially qualified candidate for inclusion in the 2000 edition of International Who's Who.

Specifically, Sherin Yousri, our researchers gather information from numerous available sources including professional associations and societies, trade organizations, newspapers and magazines, professional reference publications and anonymous referrals from existing members.

Our experience has proven that our current information may not be the most recent, and in order for us to maintain a higher level of accuracy, we ask our candidates to complete the enclosed Biographical Data Form.

Recognition of this kind is a heritage shared by thousands of unique professionals for over 100 years. The publication is also a tremendous networking tool and third party endorsement.

As a highly respected professional in your field, we believe your achievements merit very serious consideration for inclusion.

Please take the time to complete and return the enclosed Biographical Data Form and return it to our membership selection committee as soon as possible.

Sincerely,

Terrence J. Leifheit
President

TL:sha
Enclosure (1)

P.S. There is no cost or obligation on your part for your inclusion in the International WHO'S WHO directory. For accuracy and publication purposes, we do need you to complete and return the enclosed form with your authorization signature no later than March 27, 2000. Compiled by the Who's Who Historical Society™, documenting biographies for history since 1928. Visit us on our web site at www.internationalwhoswho.com for more information.

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Our current edition was compiled with the assistance of the following accomplished individuals:

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'I love the buzz' of Dubai

Sherin Yousofi is currently launching iLounge, a members-only networking club that holds events around the world.

I have only been in Dubai for about four months, but I love the buzz the place has. You can see the past, present and future, all in one place: Deira and Dubai Creek are the past, Jumeirah is the present and the trade fairs are the future. I don't have a favourite hotel as such, but I usually stay at the Shangri-La or the Radisson SAS, both of which are excellent.

My favourite restaurant here is Tokyo@thetowers at Emirates Towers. They do a brilliant tepanyaki at your table and have real passion for their food. For a night-cap, I love China Moon in Raffles. It has the most amazing view over the city, and is quite similar to

Europe always provides an escape for me; they seem to enjoy a more balanced way of life and it's where I go to get my sanity back. I love Switzerland, mainly for their cheese and chocolate

the Buddha Bar, but people don't seem to know about it yet, so it's much quieter.

Even though I am Egyptian, my wife is German so that is home for us. I like to come home with presents for my wife and children and find that Wafi has the best selection of designer stores. I usually end up paying a visit to Chopard, but I don't have much time to shop, so it makes a big difference having so many labels in one place.

I spent some time in Abu Dhabi a few years ago and when I went back recently, found that it still has a much calmer, more laid-back feel than Dubai. The Emirates Palace is very impressive; I had a lovely evening in the Havana Cigar Bar there, even though I don't smoke! Hemingway's at the Hilton is great too, although it hardly seems to have changed in the 10 years since I was last there.

Europe always provides an escape for me; they seem to enjoy a more balanced way of life and it's where I go to get my sanity back. I love Switzerland, mainly for their cheese and chocolate



The iLounge
Unleash Your Party Beast

The Lounge is an ultimate entertainment and lifestyle concept that brings together some of the most successful and quality artists to perform in the UAE. The Lounge is a members-only networking club that holds events around the world.

The Lounge is a members-only networking club that holds events around the world.

The Lounge is a members-only networking club that holds events around the world.

FOUNDER OF THE iLOUNGE



ERIN YOSRY



Project Management • Hospitality • Consulting
Sherin Yousofi

Sherin Yousofi is the livewire enigma who heads the partnership Sherin Yousofi & Partners: the "one-stop-shop for quality entertainment" – as he has coined it. His avowed

Can you share with us your definition of success?
The definition of success for me is to reach my planned goal without any compromise or excuse. To be able to look back and justify any sacrifices made to achieve that success. One can try and contribute to others' success. However, if you stay focused on your prime goals and make it, most probably, others will also benefit from your success. Another important aspect is that there has to be a financial return for any business success. Finally emotional success is to fulfill your aspiration and enrich your passion for what you do.

Tell us something about yourself that no one or at least not many people know about you?
Depends on which level. There is a lot that people do not know about me which is not that important. I prefer people to know more and judge my work. About myself, what I can say is that I plan long-term and take my time to analyse the complete situation, including people, before I take action. I used to be the World Champion in Shooting and was a member of the Olympic team for 10 years. That has taught me a lot of discipline and to aim high and not to miss my target.

What is the single crucial plan you have to shape the industry you are in?
I hope to introduce a new and general "SYSTEM" that works according to the 21st century norms and which will benefit all parties involved including the underdogs in the industry. I want to enable people to think out of the box and make them

Nevertheless, since we are only human, sometimes when pressure starts to become overwhelming, I think of my family and that is enough to put me back on track.

When you look back over your life so far, think about your most significant accomplishment. Now, can you tell me about it?
To be very honest, apart from my kids I do not see any significant accomplishment yet. However, with our new project "The 1001 Privilege Club" that took almost 10 years to develop and perfect, I am hoping to contribute to the Leisure industry of which I have been a part for the past 20 years. To share knowledge and experience and present a solution for young people including upcoming and also established artists to enjoy success and earn a living without compromising on quality.

What is the worst business mistake you ever made that you learned from?
My worst business mistake was when I followed my ego and emotions and did not listen to those who knew better. That was a long time ago. Today, I am blessed to have many qualified partners who are able to share the leadership and we make decisions based on facts, plans and passion.

How would you like to be remembered?
I would like to be remembered as someone who followed his vision until the end. Who did it his way despite the odds and who contributed with

WHERE: Sherin Yousofi AGE: 42 NATIONALITY: Egyptian JOB: Founder, 1001 Privilege Club & The iLounge

You've just launched the iLounge. What exactly is it?
A lifestyle franchise providing quality entertainment, corporate branding and celebrity attendance with a visible networking possibilities for corporations, their VIP clients, partners and celebrities.

How is it different from what's already out there?
The idea behind this new and very end-to-end entertainment concept is to offer corporate members of the 1001 Privilege Club a platform to treat and for their special guests and important clients by bringing them closer to the stars.

It's a mobile concept, isn't it? Can I have an iLounge in my garden?
If your garden can accommodate the production requirements, then the iLounge will bring the stars to your own exclusive venue. Yes, the idea was to create a mobile-concept that can be replicated at any magnitude – whether a small gathering or a large event.

What celebrities have you brought closer to corporations? When can we expect to see the Lounge in Dubai?
Eton John, U2, Franko, Timberland, mostly in Europe. We're looking at a summer launch here, with monthly events in major cities. The details will be on our website soon: www.theiLounge.com

Rock records for the capital

More than 17,000 people attended the Bon Jovi concert on Tuesday, the band's first in the region and the capital's largest so far

Sherin Yosry
CREATIVE GURU

www.sy-communications.com

www.celebrity-mobile.com

www.vanityartists.com

www.luxfull.net