

the power to build

WE EXIST BECAUSE WE BELIEVE IN BEING THE CATALYSTS FOR POSITIVE CHANGE, SUPPORTING BRANDS WITH PURPOSEFUL STRATEGY AND EFFECTIVE, INTEGRATED PLAN FOR IMPLEMENTATION. YES, WE TELL STORIES, BUT WE DO IT BY UNDERSTANDING THE BUSINESS, THE INDUSTRY AND THE PEOPLE WE ARE TALKING TO.

intuition

CHAPTER/ 01 WHO WE ARE

We exist because we believe in being the catalysts for positive change, supporting brands with purposeful strategy and an effective plan for implementation. Yes, we tell stories, but we do it by understanding the business, the industry and the people we are talking to.

We see the human on the other side of data. We are constantly behind that meaningful connection, chasing and optimizing analytics through a strong narrative stemming from humanized creative and digital experiences.

**WE ARE
AFTER
IMPACT,
NOT GLORY,**

**WE ARE
AFTER SCALE,
NOT ONE OFF
HITS.**

01. We create human-centered, end-to-end marketing and communications experiences that resonate with your audience, building lasting connections and fostering brand loyalty.

02 Our brand strategy approach is proven and refined through years of successful partnerships, ensuring your brand's foundation is built for long-term impact.

03 We uncover actionable insights to design a brand strategy that differentiates your brand and drives meaningful results.

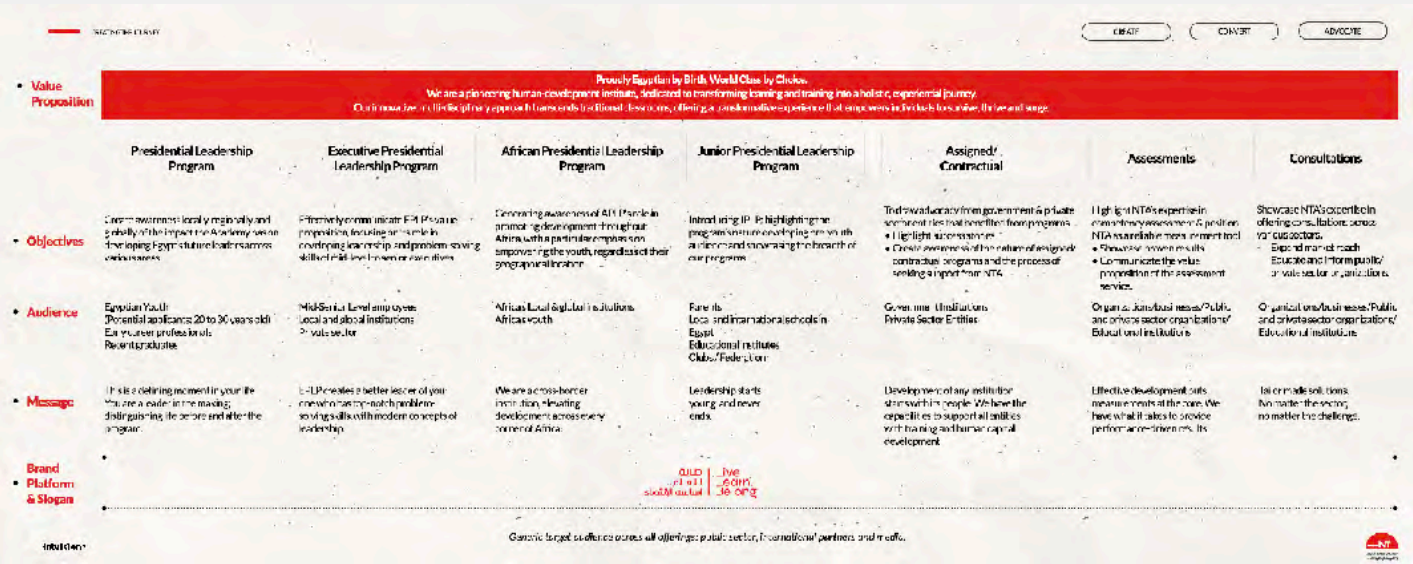
04 We possess a nuanced understanding of diverse global markets, recognizing the cultural subtleties and unique consumer behaviors that shape brand perception and drive effectiveness.

05 Our team's collective experience spans a broad range of industries, from fast-moving consumer goods to impact-driven brands, both in the private and public sectors.

06 Our leading creative studio, powered by world-class talent, delivers visual solutions that not only captivate but also drive measurable results for your brand.

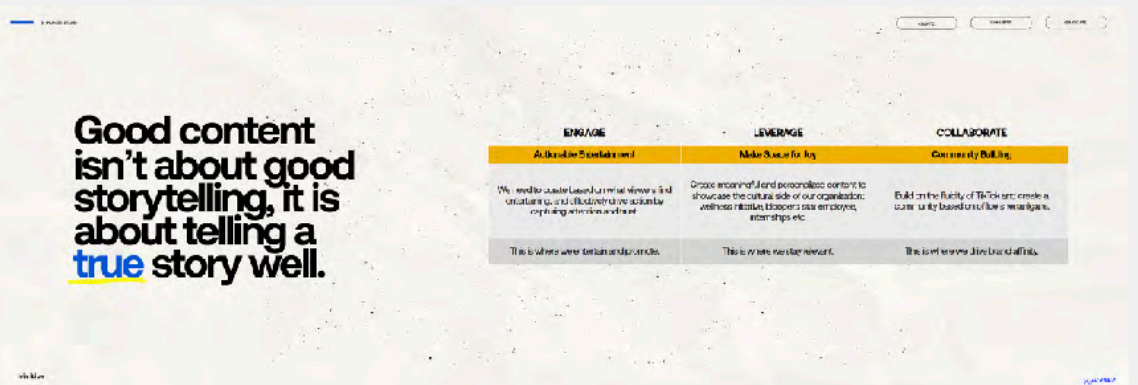
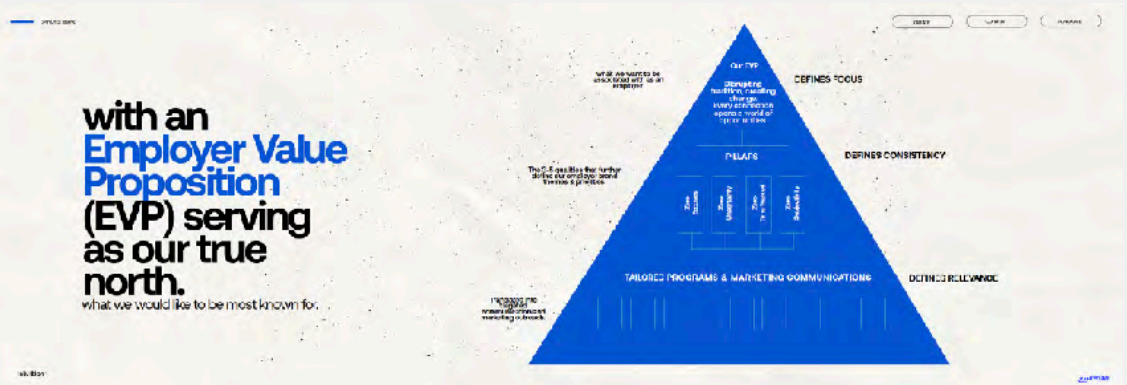
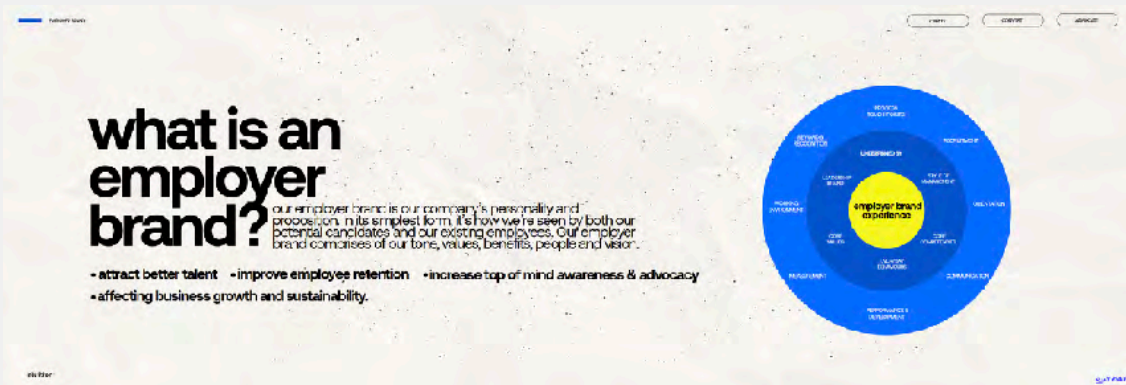
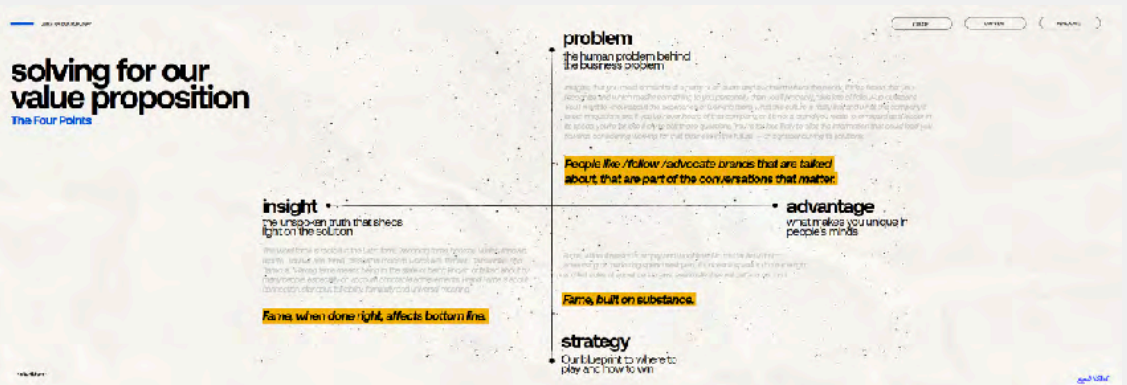
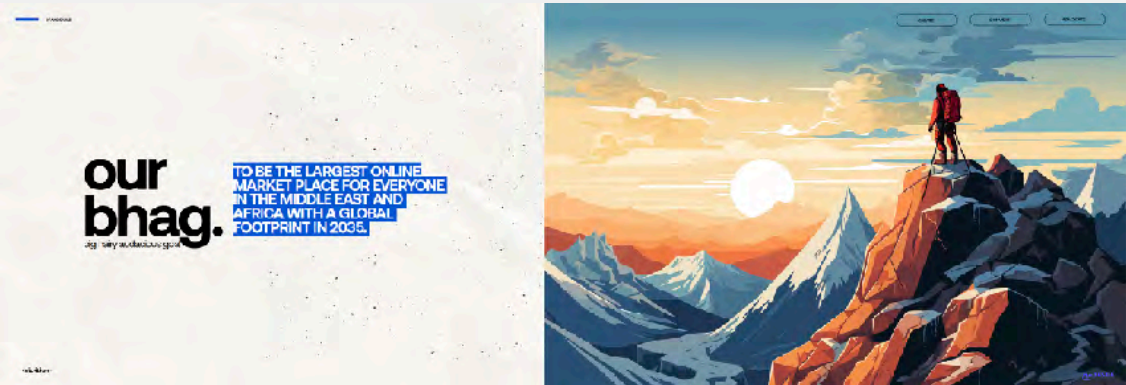
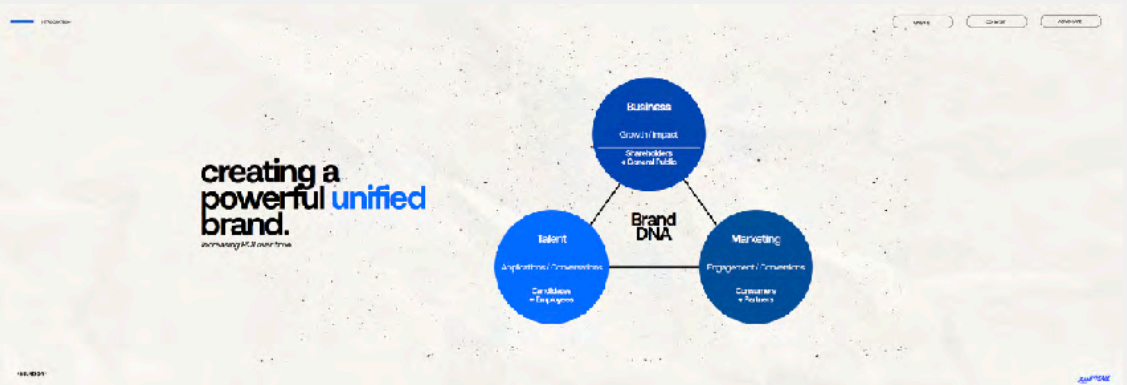
BUILDING A BEHAVIOR BRAND THAT DOES, THEN SAYS.

The National Training Academy
Communications and Brand Strategy



SUPPORTING REGIONAL BRANDS TO EXPAND.

4Sale - Corporate Communications & Employer Branding Strategic & Creative Framework



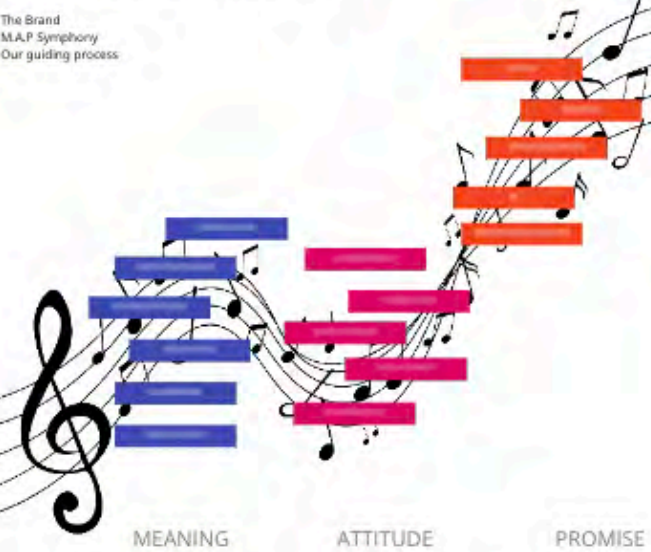
UNCOVERING ACTIONABLE INSIGHTS WITH YOU, FOR YOU.

Amini Brand Strategy Workshop in partnership with Beyond Representation

DEFINING OUR CONTEXT



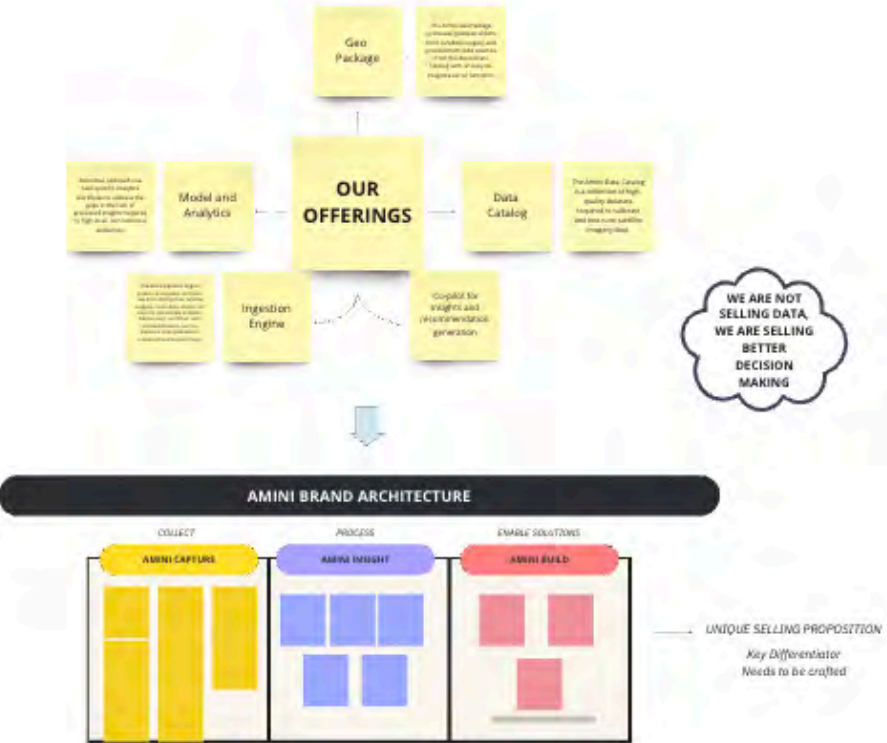
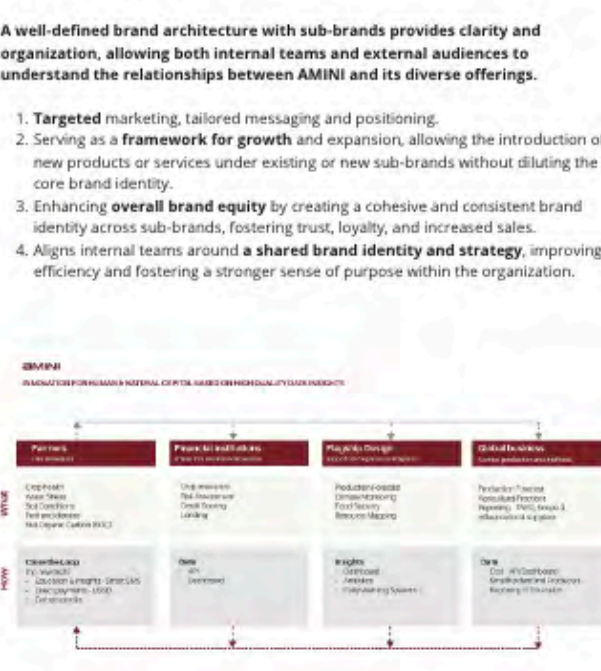
OUR STRATEGIC FRAMEWORK



OUR PURPOSE



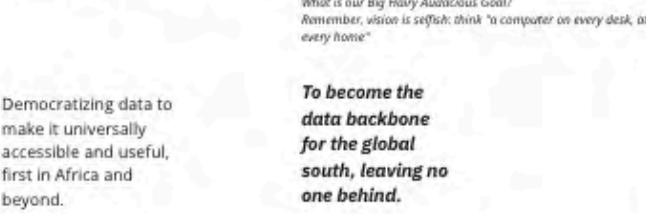
OUR BRAND ARCHITECTURE



So, where are we today?



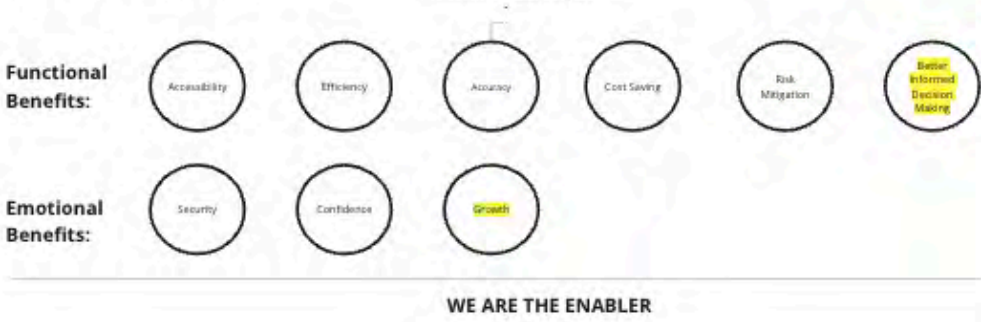
OUR PURPOSE



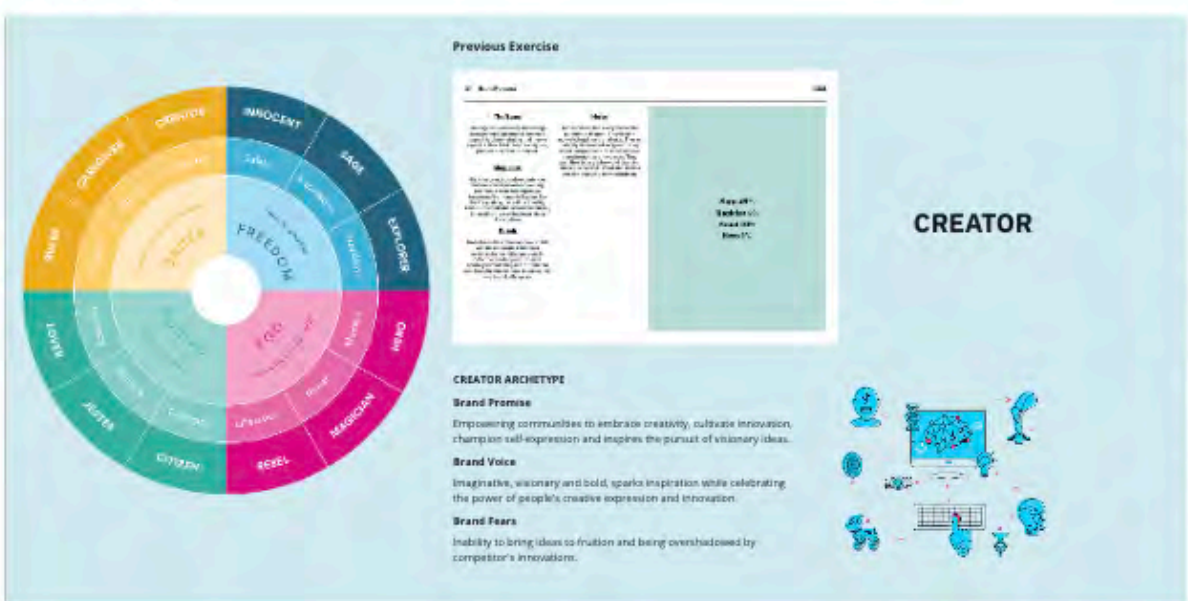
OUR MISSION



OUR BRAND ESSENCE



OUR BRAND ARCHETYPE



COMMUNICATION PILLARS

- FOOD SECURITY
- TECH INNOVATION
- CLIMATE RESILIENCE
- SUSTAINABILITY & BIODIVERSITY
- FINANCIAL INCLUSION
- SUPPLY CHAIN & MARKET ACCESS
- GENDER EQUALITY
- DIGITAL DIVIDE

SUPPORTING HOMEGROWN BRANDS TO EXPAND

Kashier - Marketing & Communications Strategic & Creative Framework

Solution:

DREAM WEAVING

Bringing our brand to life

Kashier

our starting point

OUR BHAG

TO BE THE LEADING DIGITAL FINANCIAL SERVICES HUB FOR BUSINESSES IN THE MIDDLE EAST AND AFRICA WITH A GLOBAL FOOTPRINT IN 2035

Through:

PERFORMANCE STORYTELLING

Our vision for all marketing spend should be strong performance. There is no difference between brand building and performance marketing. All parts of our campaign should work across the funnel, leveraging proprietary technology and expertise to track every step, when individual parts of the funnel perform well, they are not in part of the whole.



Scale by speaking to customers that are actively looking for payment solutions and those that may do so in the future.

	IN CATEGORY CURRENT CUSTOMERS	NOT IN CATEGORY FUTURE CUSTOMERS
TIME OF MARKETING	Performance marketing	Brand marketing
TARGET	Those in category now	Total addressable market
OBJECTIVE	Convert existing customers	Create future customers
HOW	Hard sell product, content, message that nudges people to buy now	Soft sell messages that builds awareness and creates feelings for brand
HOW MUCH	90% of media spend	10% of media spend

BY INVESTING IN THE JOURNEY FROM AWARENESS TO CUSTOMER ACQUISITION, ADVOCACY

20% CAGR
(2022-2028)
Growth in Payments & Wallets



11 KEY COUNTRIES AT THE CENTER OF THE EVOLUTION

70% of the continent's GDP

Possible market to penetrate



MOST OF OUR 35,000 QAM AREN'T READY FOR KASHIER NOW.

VIRGIN CATEGORY

Since the payments industry is relatively new, communications and brand building activities remain to be at a base-line level.

PRODUCT DIFFERENTIATION

Is key. Creating sub-categories within, naming them, promoting them creates not only differentiation but leads to a magnitude effect to the business and brand.

ACROSS THE FUNNEL

Some brands are successful in thought leadership, others in tactical messaging, but no brand has yet articulated their framework to work across the funnel.

REGIONAL IS NOT RELEVANT

Regional players that do create and promote content, are not relevant to the Egypt-based Consumer. An opportunity to create, not compete.

WHO MAKES UP OUR CUP OF TEA?



Segment E: Micro Business
Segment D: Small Business
Segment C: Medium Business
Segment B: Medium Enterprise
Segment A: Large Enterprise

80/20 rule
20/80 rule


Volume Drivers

OUR BRAND IS ONE OF THE MOST VALUABLE ASSETS THAT WE CAN HOLD.

On Brand we

PEOPLE PURPOSE POSITIONING PERSONALITY PLANNING

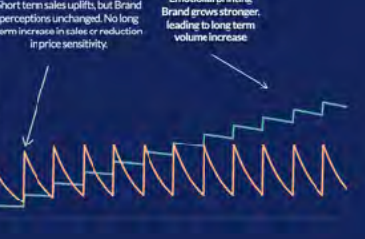
The right path is to strike a balance between head & heart.



System 1: Short Term Behavioral Response
System 2: Long Term Brand Preference

Rational Messaging: Functional Benefits & Reasons to Believe
Emotional Brand Associations

Rational messaging: Short term sales uplifts, but brand perception unchanged. No long term increase in sales or reduction in price sensitivity.
Emotional pricing: Brand grows stronger, leading to long term volume increase.



DAVID TO GOLIATH

WE ARE A CHALLENGER BRAND

Don't underestimate the underdog, learning from their mistakes and growing into the leader of the future.



WORKING ACROSS THE FUNNEL



AWARENESS
ACQUISITION
AUTHORITY
ATTRACT
CONVERT
LEAD
ENGAGE

LONG TERM PROSPECTS (25,000 QAM)
IMMEDIATE PROSPECTS
CUSTOMER BASE
REFERRALS

VISIBILITY
CHOICE
EXPERIENCE
LOYALTY

BUILDING A GLOBAL DESTINATION WITH REAL ESTATE

Mountain View Project Nile Strategy Development



through this document we will structure our communications strategically to

create

connect

convert

•••••

•••••

•••••

sallience & resonance

promise to purpose

uninformed into believers

Category Deep Dive

7.1% GDP
\$9.1 Billion
H1 2022/2023
+70% Sales since 2022

11% OF EGYPT'S TOTAL FDI

246,100 Total Residential Units
BY 2029/2030

640 BN EGP Sales
Top 10 Developers in H1 2022/23

Q1 2024 Avg. Price

Developer	Price (EGP)
One Residence	4,000,000
Shakh Zayed City	3,500,000
Mountain View City	3,000,000
New Cairo	3,000,000
New Capital	3,000,000
Two Residences	2,800,000
Shakh Zayed City	2,500,000
Mountain View City	2,500,000
New Cairo	2,500,000
New Capital	2,500,000
Three Residences	2,000,000
Shakh Zayed City	1,800,000
Mountain View City	1,800,000
New Cairo	1,800,000
New Capital	1,800,000

MORE & MORE PEOPLE ARE REALIZING LOST OPPORTUNITIES IN Real Estate, Gold, Currency.

INVESTING IN EVEN 1/8th OF A "SHARE"

The rise of Co-Ownership.

A model that makes luxury living, accessible but also inclusive and efficient.

*while ownership is a very strong aspiration, the rental market is also substantial, particularly among younger demographics and expats.

Consumer Truth

but a key insight that cuts through all stakeholders.

THE PARADOX OF FAMILIARITY

The comfort of the familiar is desired, yet there's also a yearning to stand out, to be unique, to try this new.

the tales of the Nile.

Company Deep Dive

01/ TRUSTWORTHY & RELIABLE
02/ INNOVATIVE & PIONEERING
03/ ELEVATED LIVING STANDARDS
04/ GREEN SPACE & NATURAL LIVING
05/ PRIME LOCATION
06/ DIVERSE OFFERING

EMOTES POSITIVELY

The Design & Delivery

The Hardware & Software

The Familiar & The New.

Conscious Inclusion

The Nile Project delivers on all Mountain View's functional and emotional benefits, but it also delivers on a mutual interest with our stakeholders.

Cultural Insight

Value Proposition

Brand Promise

Stakeholder Need

Next-Gen Living, Fully Integrated City, On the Nile, in a natural experience.

Legacy to Invest in a familiar name but with a differentiated value proposition.

CRAFTING CHANGE IN A LOST CATEGORY



استنادا إلى الهدف الاستراتيجي للظفة التعليم الفني الجديد ونتائج المرتقية، يمثل هدف الاتصال التسويقي الاستراتيجي في "خلق الوعي بشأن أنظمة التعليم الفني الجديد من خلال التعليم المزدوج المُكَمَّن". وإظهار تميزه بشكل واضح، واستقدام أعداد أكبر من المهنيين من خلال تغيير طريقة التفكير في النظام، وتقدير وصف شامل وتحديد رسائل تسويقية للتوعية و اختيار المنتجات التي تحمل المستفيدين..

من خلال دعم وتعزيز وتوسيع نطاق الدعوة، يمكن لخارطة طريق الاتصال التسويقي مساعدتنا في وضع شايينا في صميم جدول الأعمال الإنمائي المصري، بما يحتمل ويدفعهم إلى المبادرة.

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Technical Education 2.0 - Dual System Marketing & Communications Strategy & Implementation Plan

إعادة تشكيل المهارات أفضل وظائف أفضل تعليم أفضل

من خلال إتاحة التعليم لكل الأطفال، وضمان اكتسابهم للمهارات المطلوبة، لمشاركة كاملة وفعالة في المجتمع، يمكن زيادة إجمالي الناتج المحلي في البلدان منخفضة الدخل بمعدل 7-28 سنوياً، ونسبة 16٪ سنوياً في البلدان مرتفعة الدخل، على مدى الثمانين (80) عاماً المقبلة.

تهدف إلى إعداد قوى عاملة مصرية مؤهلة بالمهارات المطلوبة للمهن التي توافي متطلبات المستقبل، وخلق تحولات صناعية تحقق الاستدامة.

تتعلق ثورة إعادة تشكيل المهارات برؤية مصر 2030، من حيث ثلاث ركائز: تحسين جودة النظام التعليمي ليتوافق مع النظم العالمية، إتاحة التعليم للجميع دون أي تمييز، تعزيز القدرة التنافسية في الأنظمة التعليمية ومخرجاتها

20/30
VISION OF EGYPT

4 QUALITY EDUCATION

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

17 PARTNERSHIPS FOR THE GOALS

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giz

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

أمنة التعليم الفني الجديد

برنامج عمل و الخطة الاستراتيجية للتسويقي لأنظمة التعليم الفني على التدريب

١٠ أغسطس ٢٠٢٢

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خطة الاتصال التسويقي

وضع برنامج "إيدك... مستقبلك" باعتباره أفضل برنامج مستقبلي في مصر يوفر تعليماً فنياً عالي الجودة، وانتقاله إلى خدمات التوظيف، وفي نهاية المطاف، يقدم البرنامج شباب مصر بمرضى اقتصادية أفضل وإمكانية الحصول على وظائف لائقة.

الأهداف الشاملة

أهداف الاتصال التسويقي

مهام الاتصال التسويقي

قنوات / أساليب الاتصال التسويقي

1. نشر الوعي

2. حملة دعائية قوية

3. تحديد الموقع

4. القصص والنراء

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إطار الاتصال التسويقي الاستراتيجي

إيدك... مستقبلك
استراتيجية التسويق

منصة شاملة

استراتيجية الاتصال التسويقي

استراتيجية التسليم والخدمة

إدك... مستقبلك

إدك... مستقبلك

إدك... مستقبلك

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إيدك... مستقبلك

إيدك... مستقبلك

إيدك... مستقبلك

منصة موحدة

إدك... مستقبلك

إدك... مستقبلك

تعليم فني جديد

مراكز التميز

مدارس التكنولوجيا التطبيقية

مدارس التعليم المزدوج

التعليم المزدوج

التعليم الفني والتدريب المهني

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SETTING BUSINESSES UP ON A GROWTH TRAJECTORY

MAXAB - Marketing & Communications Strategic & Creative Roadmap + Brand Corporate Identity

intuition® X maxab

High level presentation
November 6th, 2022

OUR BUSINESS CHALLENGE

To differentiate and sustain. → growth → Maximizing shareholder Value

WE LED ALL DAY SESSIONS
for a holistic view of our brand

WE HAD TRUTHFUL CONVERSATIONS
with the Founders, Board Members, Employees, Retailers and Suppliers
Over 20 Interviews

WE CONDUCTED AN IN-DEPTH RESEARCH & ANALYSED FINDINGS
to unlock big data insights

WE JOINED THE MAXAB COMMUNITY
to get a real life glimpse of the application and offering

The infographic is divided into four vertical panels with a blue and red color scheme. The first panel shows a wall of sticky notes. The second panel shows a grid of 10 circular portraits of diverse individuals. The third panel shows three data visualizations: a table, a line graph, and a bar chart. The fourth panel shows two smartphones displaying the MAXAB app interface.

Unified Purpose

"The ultimate dream is to become the biggest mover of goods and money in the Middle East and digitize the movement of cash in underdeveloped markets. Connecting those markets together through a cross-border platform for trade and money is our mission."

Isaac Elmaghrabi - Co-Founder & CEO

Multiple Audience

"Masab has all sorts of offer, but I am not sure if all of them go to the right people."

Kristen Reinhardt - Channel Manager, Lifetime Team Africa, Levant, and Egypt

Multiple Messaging

"There are lots of ideas that we have, we have all all across the team and thinking about the right market level. For the time being we want to be the business to the most."

Arvind Goyal - CEO

The Mission Statement

"Solving the multi-franchisor retail supply chain in the countries. Our biggest asset is the people and the culture is what determines our mission."

Mohamed Gouda - Co-Founder & COO

"I could turn Masab in one sentence, it would be organizing an unorganized market."

Vital Lohav - Managing Director

"Since we maximize profits for retailers by giving them new revenue streams through our different verticals, this needs to be constantly be communicated."

Abhinav Sahas - Principal Manager Product Supply

Additional Notes:

- For e-commerce international expansion is the biggest growth lever and for fin-tech it's the fastest growing lever in terms of reach and scope of address. The priority now is to create synergies between them.
- Amr Hoss - Head of the Strategy and Business Development*
- "We believe that we are going to be a super tech company in the Middle East and the most important thing is that we have a really good capacity of becoming a unicorn."
- Isaac Elmaghrabi - Co-Founder & CEO*

OUR APPROACH TO BUILDING

our unique strategic value proposition.

GLOBAL MARKET TRENDS
The industry trends that provide insights in the needs, goals, dreams we need to satisfy.

CATEGORY & PRODUCT
Larger societal shifts that impact our fundamental human needs.

OUR OFFERING
The unique attributes, and experiences that differentiate Maxab from competitors.

CONSUMER INSIGHT
The one insight that notes behavior change with our audiences.

maxab
Maxab unique strategic Value proposition

THE FUTURISTIC JOURNEY OF LOGISTICS

Looking back, to look ahead.

*an accelerated trend indicating shifts in a shorter amount of time and reduction of waste

Industry 1.0	Industry 2.0	Industry 3.0	Industry 4.0	Industry 5.0
<p>Operational in the 18th and 19th centuries, highlighting the use of manual labor.</p> <p>1801 James Watt introduced the steam engine, revolutionizing the physical movement of goods.</p> <p>1-way connection to 3PLs, trade routes, and Platforms.</p>	<p>Automation was introduced in the 19th century, marking the beginning of mechanized production.</p> <p>The term Supply Chain was introduced.</p> <p>A 1st Inter-Company Platform Collaboration.</p>	<p>Systems of engine Management was introduced in the 19th century.</p> <p>Companies adopted product Development, Operations (Supply Chain Management) and supporting Functions (Logistics, Finance, Resources).</p> <p>The 2nd Supply Chain Management was introduced.</p> <p>Business Process Automation (BPA) and Supply Chain Optimization.</p>	<p>Industry 4.0 revolutionized industries with automation, digitalization (ERP, AI, Data Cloud, Blockchain) in real time.</p> <p>Collaborative and digital systems and manage the entire manufacturing and optimization of supply chain.</p> <p>Last mile delivery.</p>	<p>Industry 5.0 will combine robotics and human labor, focusing on the human and machine collaboration, enhancing efficiency of production.</p> <p>Human-Centric, Sustainable.</p> <p>Highly collaborative and intelligent digital ecosystem to drive human.</p>

THE LAST MILE SPRINT

As consumers turn to e-commerce to fulfill their purchasing needs, fast delivery is no longer a luxury – **it is an expectation.**

Costing **53%** of total shipping

41% of total supply chain costs

More than **6 out of 10** business owners agree that last mile delivery is the most inefficient process in supply chain

58% agree that having a mobile - first strategy for last mile delivery reduces operational costs.



PRODUCT INSIGHT

**SCALING UP CHALLENGES
CONSISTENCY**

The sense of community can become harder to maintain with the increase in the number of retailers and entries

→

Sustain the sense of community by introducing personalized follow ups.

**STAYING
CONNECTED**

Personalization, customer support, loyalty programs, value added services

**MAINTAIN PRESENCE
& INTEREST**

Retailers should always feel like they are getting their money's worth.

→

Always on reminder on the ecosystem.

**TURNOVER
TSUNAMI**

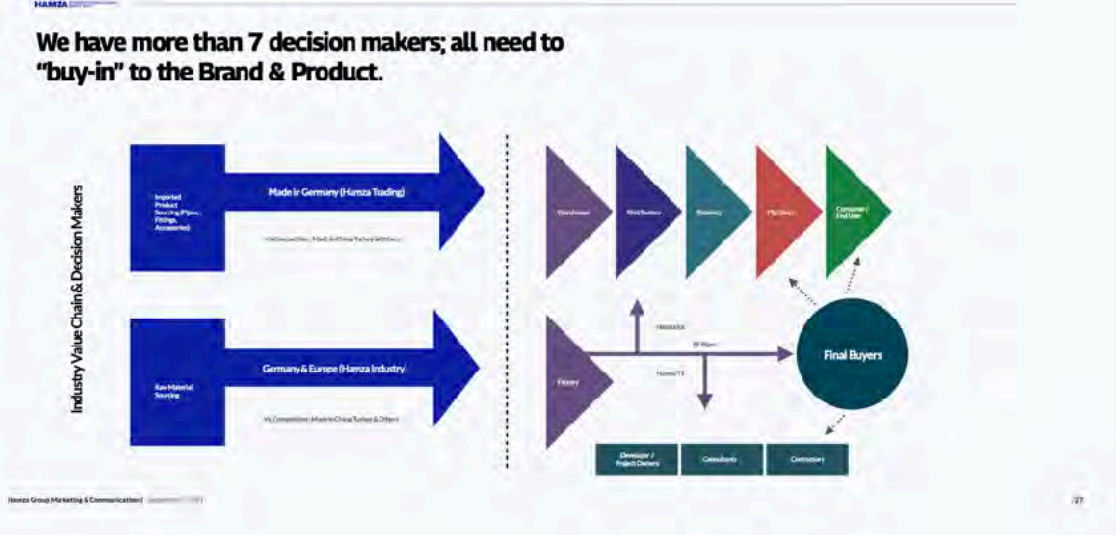
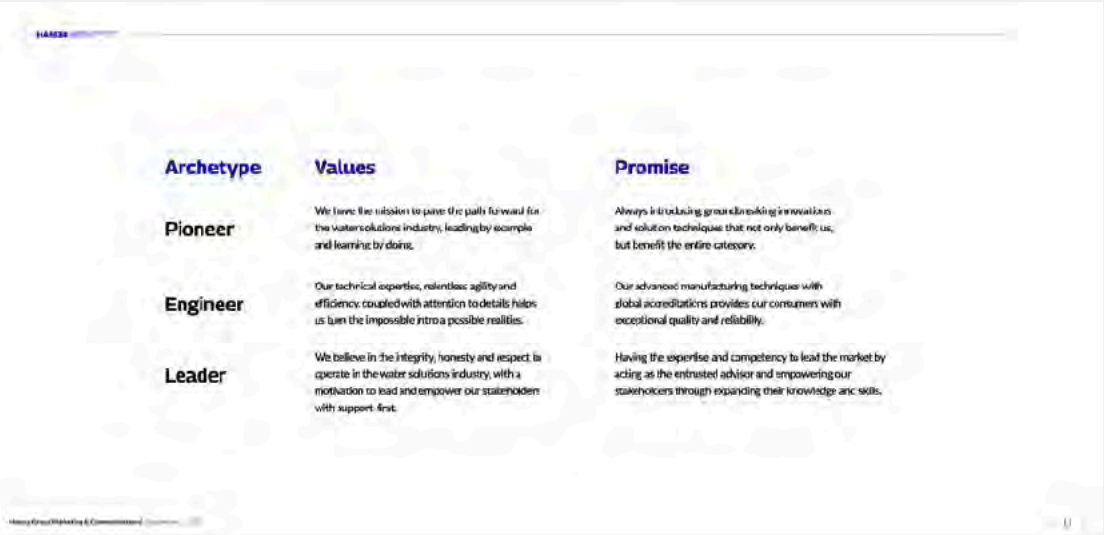
Retailers moving from one platform to another looking for offers, better price points, and wider range of products.

➤

More exposure, more incentives to increase loyalty and ensure continuity.

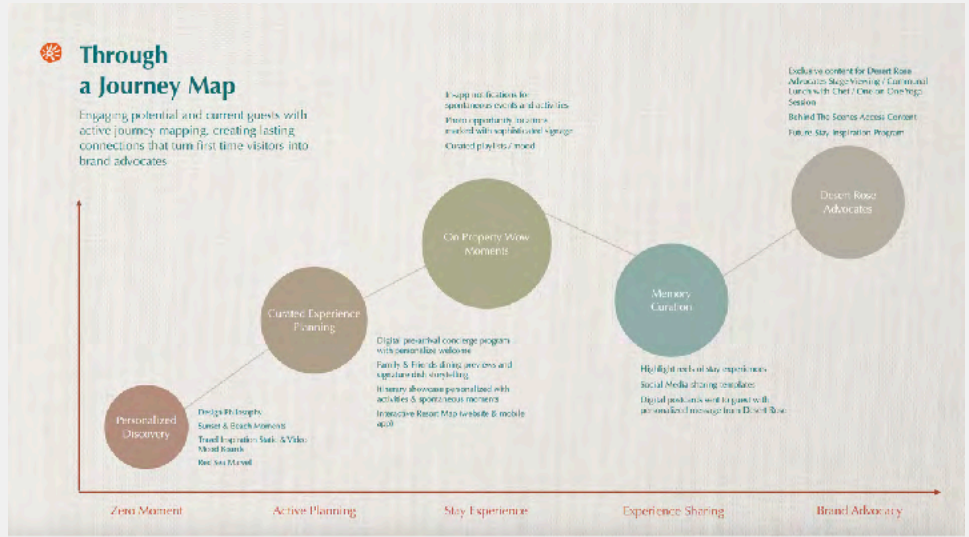
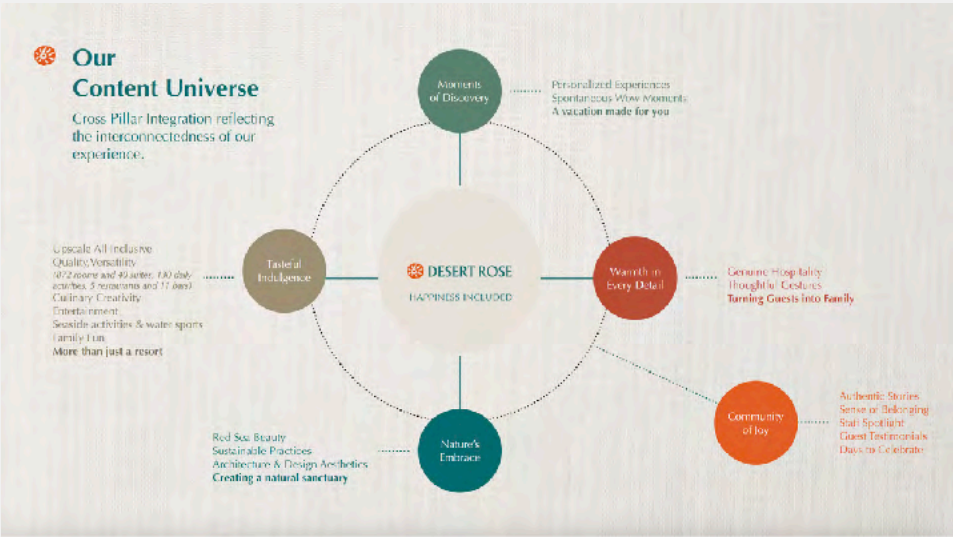
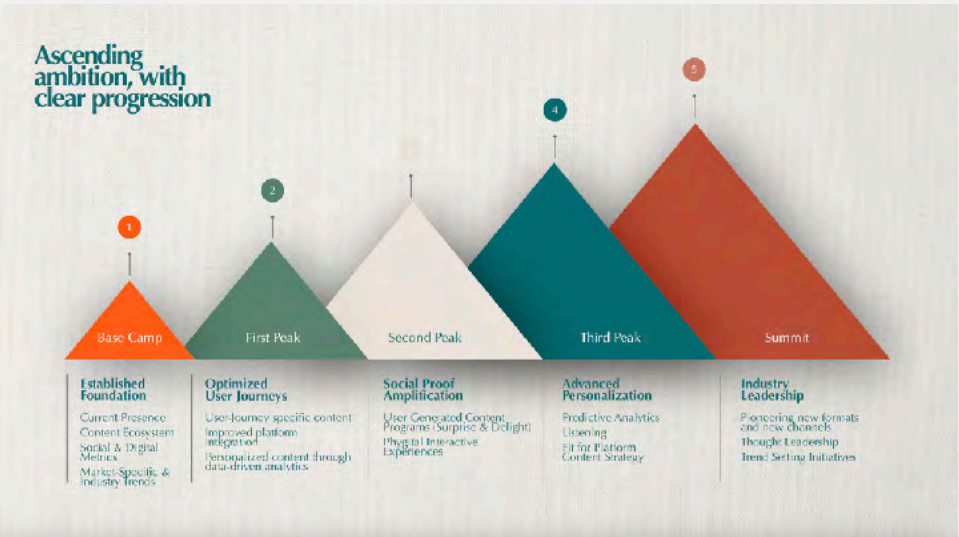
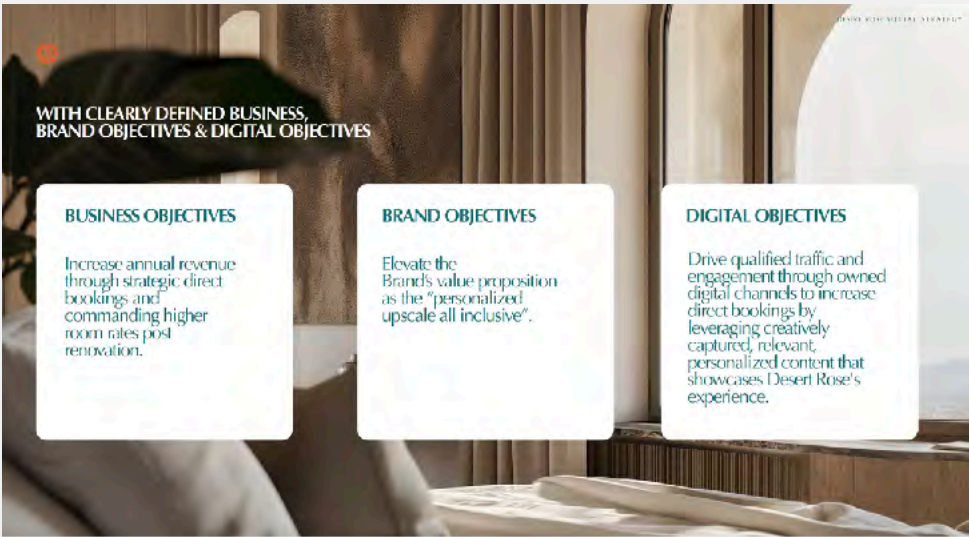
A SECOND CHANCE FOR A LEGACY FAMILY BUSINESS

HAMZA Group - Marketing & Communications Strategic & Creative Framework & Implementation



A COMPLETE REBRANDING FOR A DESTINATION


Desert Rose Hurghada Destination Communications Strategy



HUMAN TO HUMAN CORPORATE STRATEGIES

e& Egypt and subsidiaries
including e& Global Services

DECEMBER 2024



e& global services

Leading the next decade

CUSTOMER EXPERIENCE

REIMAGINED

TRANSFORMATIVE PARTNERSHIP FOR TOMORROW

e& global services

Where strategic vision meets operational excellence to create exceptional customer experiences

Future/Ready for Tomorrow



DIGITAL-FIRST CUSTOMER EXPERIENCE

Pushing Beyond Traditional CX Strategies

In today's digital-first world, successful customer engagement demands more than just service delivery – it requires seamless integration of technology, data, and human touch. We empower organizations to transform traditional customer interactions into intelligent, personalized experiences that drive lasting value and loyalty across every touchpoint.

Strategic Position

End-to-end digital transformation partner combining strategic consulting with execution excellence.

Market Impact


48% CAGR
9K+ Employees
40M+ Customers Served

Technological Edge

Proprietary CX Framework powered by AI/ML, Speech Analytics, and Automation

Global Reach

Strategic presence in Egypt and UAE with expansion plans in GCC and Europe



HIGH-VALUE OPPORTUNITY

Strategic Expansion

Our strategic expansion into GCC and Europe represents a calculated move to leverage our proven digital capabilities in markets experiencing rapid digital transformation.

By combining our operational excellence with local market expertise, we're positioned to capture high-value opportunities in regions where customer experience transformation is becoming a critical business imperative.



CUSTOMER EXPERIENCE REIMAGINED

EVOLUTION TO PROACTIVE CARE

The Future of Customer Care

Revolutionizing customer experience through predictive insights and proactive engagement, powered by advanced analytics and AI.

Traditional Approach

Reactive Problem Solving
Manual Processes
Delayed Responses

Our Innovation

AI-Powered Analysis
Predictive Intelligence
Automated Prevention

Future State

Proactive Resolution
Enhanced Satisfaction
Digital First Experience

Key Enablers

Digital Care

Near real-time pain point detection and resolution

Process Enhancement

Continuous improvement through data insights

Speech Analytics

Advanced customer sentiment analysis

Smart Automation

AI-driven service optimization

Measurable Impact

+ 86% Sustained C-SAT Performance

+ 75% IVR Utilization Rate

+ 4% Reduction in Avg Handling Time


CUSTOMER EXPERIENCE REIMAGINED

VOICE TO VALUE

Transforming Voice into Value

Turning Customer Voice into Business Value represents our bold commitment to transformative growth through customer-driven innovation. By elevating every customer interaction into actionable insight, we create a powerful engine for continuous improvement that drives both profitable growth and meaningful impact.

This systematic approach to customer-led transformation places us among the select companies that achieve sustainable business success while deepening customer relationships – proving that when you authentically listen, consistently deliver value, and boldly reinvent, exceptional business outcomes naturally follow.



DATA-DRIVEN INTELLIGENCE

Intelligence-Driven Customer Experience

Transforming raw data into actionable insights through advanced analytics and real-time monitoring, enabling proactive customer experience enhancement.

Call Flow Analytics

Real-time monitoring and pattern detection

Instant demand trend analysis

Anomaly pattern detection

Rapid escalation triggers

Customer Lifestyle Analytics

Comprehensive behavior analysis

Interaction pattern analysis

Payment behavior tracking

Custom analytics models

Experience Alerts

Proactive performance monitoring

Real-time C-SAT monitoring

Performance deviation alerts

Business impact tracking


Predictive Insights

Future-ready decision support

Churn prediction modeling

Satisfaction forecasting

Proactive intervention triggers



TRANSFORMATIVE PARTNERSHIP FOR TOMORROW

Let's create extraordinary customer experiences together

CUSTOMER EXPERIENCE REIMAGINED

BRAND STRATEGY WORKSHOPS

Our strategically designed workshops uncover key insights to inspire, align, and equip your team with the tools to build a differentiated and impactful brand.

//

We analyze, refine, and align your brand elements for maximum impact.

//

We empower you to reimagine your brand's foundation – purpose, values, and competitive advantage – creating a powerful and authentic brand story that resonates with your audience.

//

We take a holistic approach, distilling your brand's essence and then weaving it into a comprehensive roadmap that guides the evolution of your brand across all touch-points.



intuition

BRAND STRATEGY WORKSHOP

Investing in your Brand.

How to build your company's most valuable asset.

500



intuition

BRAND STRATEGY WORKSHOP

STRATEGY-FIRST

DRIVING VALUE FROM INSIGHT TO ADVANTAGE

It is not fancy. It is not expensive. It should not be complicated. The main job is to find the way to get from point A to B.

There is no point in rowing harder, if you are rowing in the wrong direction.

08

500



intuition

BRAND STRATEGY WORKSHOP

CREATING YOUR BRAND

First, select your archetypal mix.

* The key and the trick is to keep your archetypal mix refined and focused, so that you might end up with 70% of the core archetype and then 30% of the secondary archetype for differentiation.

5 mins

09

intuition

BRAND STRATEGY WORKSHOP

OVERVIEW

What is a brand?

1888: Brand is an intangible asset that is not easily transferred.

PRODUCT OR SERVICE NAME / LOGO STORY

→ & is it tangible or intangible?

05

intuition

BRAND STRATEGY WORKSHOP

THINK STRATEGY FIRST

Start with thinking about the 4 Cs

Consumer Truth The perception of a trademark or subtextual brand or symbol for a consumer.	Category Truth What is an object or the industry that is not being "consumed"?
Competitive Truth What is your competitive place in your category?	Cultural Truth What is the cultural context, behavior, or the industry?

STRATEGY

There is a thread between all these truths, inside and outside of a company — and this how you can start building a brand strategy.

10

intuition

BRAND STRATEGY WORKSHOP

OVERVIEW

& money never stands in the way of building a great brand...

strategy does.

→

06

intuition

BRAND STRATEGY WORKSHOP

OVERVIEW YOUR BRAND'S POSITION

Great positioning is not just about being different, it's about being different in a way that matters.

Positioning your brand externally, in the market place.

In the second session of our workshop, we're going to develop your positioning strategy — which includes 1) your target audience, 2) your main benefits and 3) your competitive goals.

07

intuition

BRAND STRATEGY WORKSHOP

CREATING YOUR BRAND

Third, create your brand salience.

* how do you stand out from others? Branding Elements include Logo Design, Visual Identity, Typography, etc.

virgin atlantic

upperclass

premium economy

economy

11

intuition

BRAND STRATEGY WORKSHOP

YOU'VE MADE IT!

Congratulations on becoming a brand new brand strategist! Now you have everything you need to get our the same built a successful brand.

Thanks

04

DEEP UNDERSTANDING OF DIVERSE MARKETS

We partner with our clients to uncover their brand's full potential, gaining a thorough understanding of their challenges and empowering them to leverage their brand as a strategic asset for achieving business goals.



BARQ
SYSTEMS

وزارة التخطيط والتنمية الاقتصادية
Ministry of Planning and Economic
Development



unicef



Kashier
Payment Solutions

Unilever



mōko

Egypt

KAHHAL
1871

Desert Rose



European Bank
for Reconstruction and Development

e& global services

EGYTRANS
NOSCO



ASWAN FORUM

giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

مكسب
maxab

HAMZA WATERTIGHTSOLUTIONS
SINCE 1949



World Food Programme

aydi

intuition®

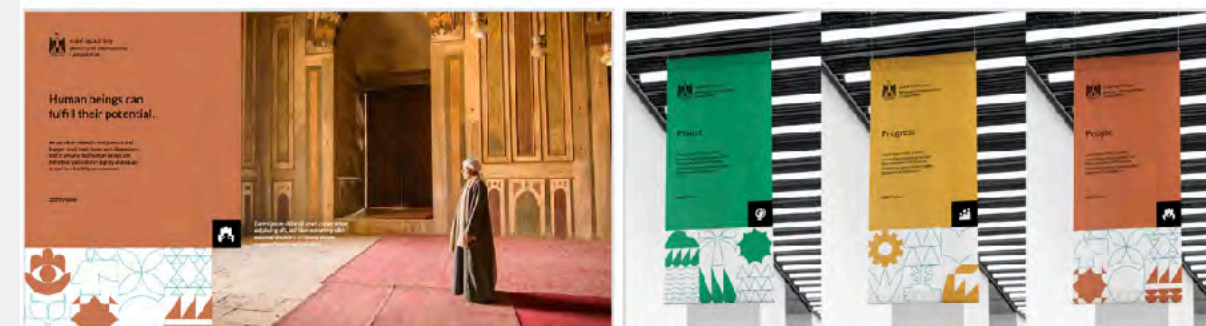
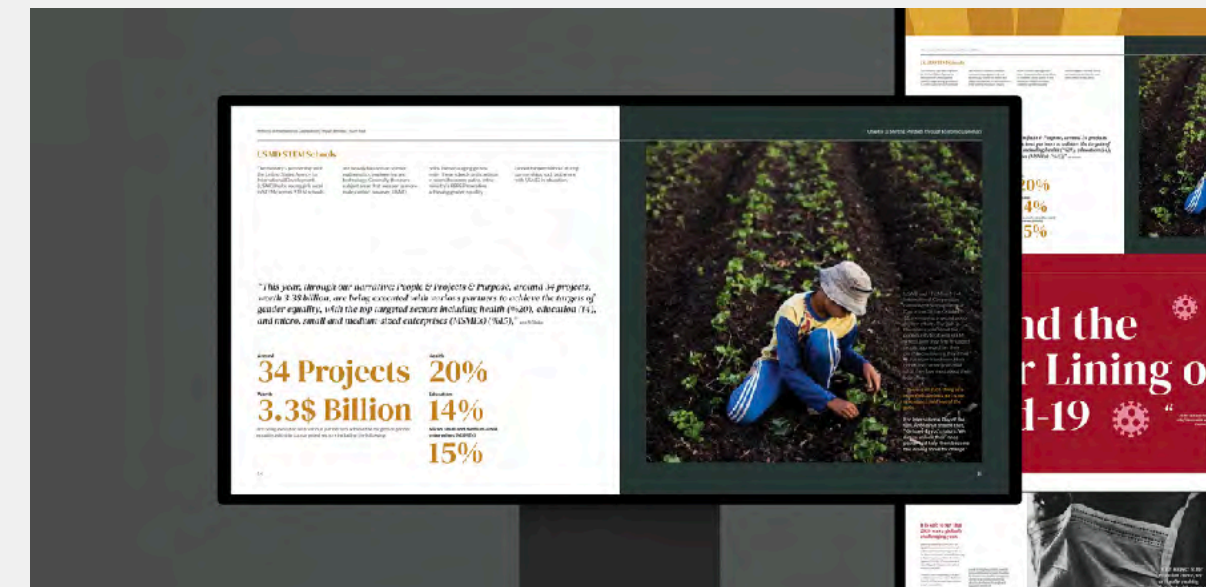
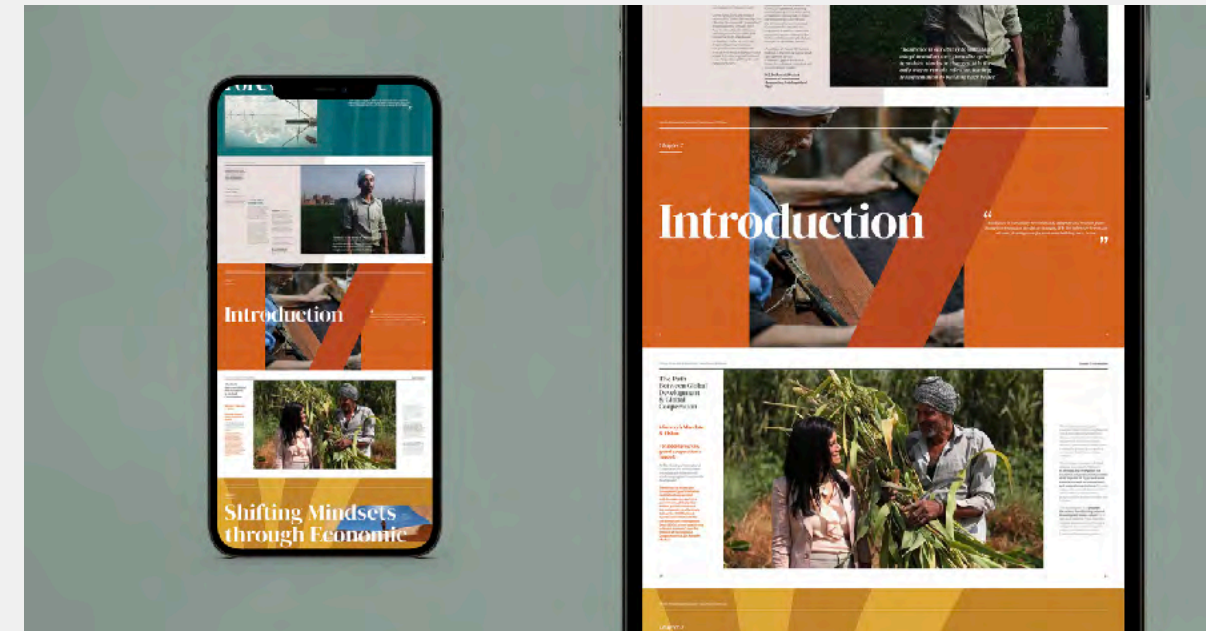
COLLECTIVE STRATEGIC + DESIGN SOLUTIONS

Our creative studio, powered by world-class talent, delivers visual solutions that not only captivate but also drive measurable results for your brand.

IMAGINE THE GOVERNMENT OF EGYPT WINNING A GLOBAL WEBBY AWARD.

We did that.

Our work with the Ministry of International Cooperation was definitely one of a kind. We've developed and lead an inclusive strategic communications ecosystem empowering public service with innovation and agility to create awareness, built trust and promote transparency between the Government of Egypt and its stakeholders, through powerful storytelling, great design and interactive website built on personalized user experience.

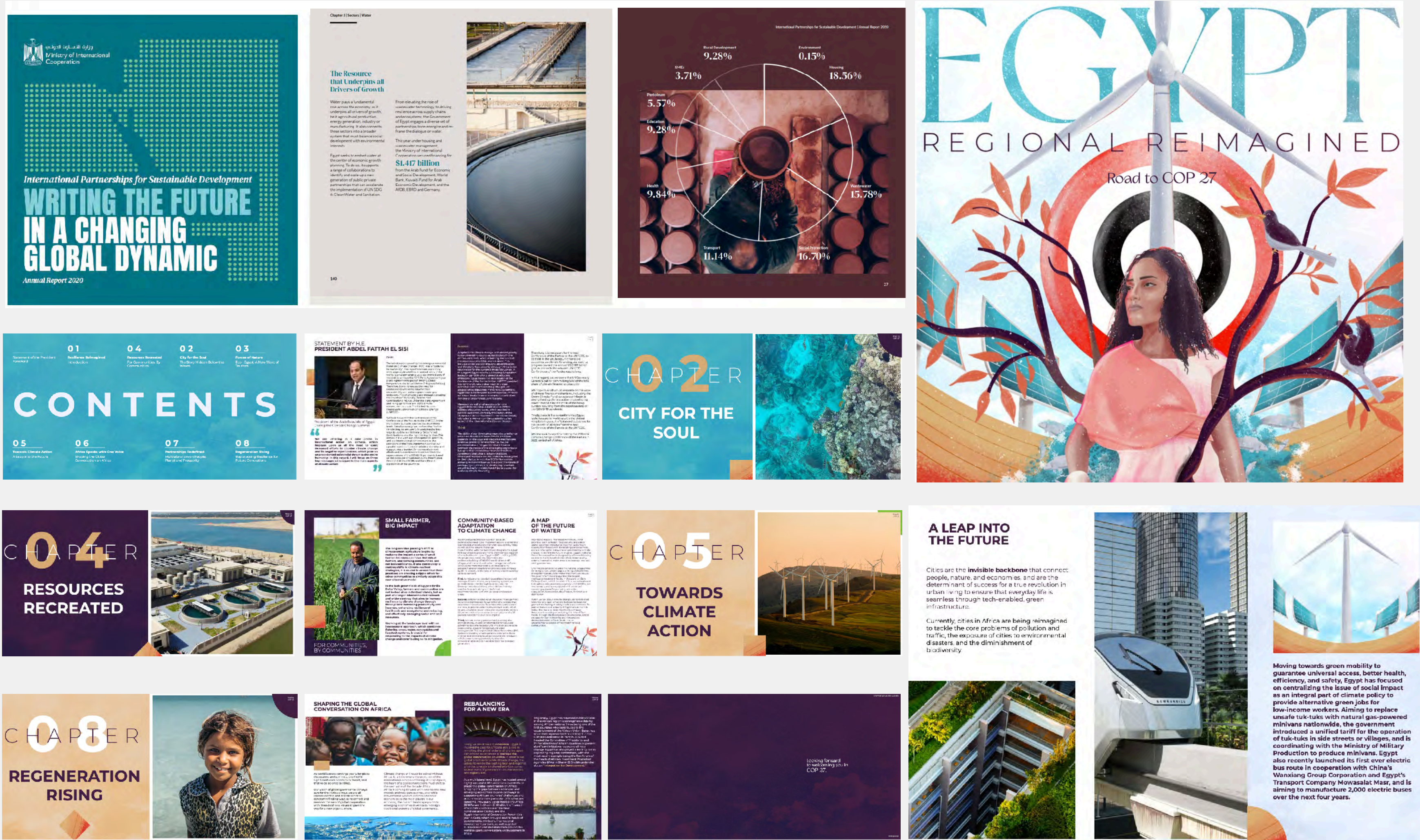


I am Ibrahim Zaher, an engineer, I graduated from Cairo University.



RESHAPING THE WAY THE PUBLIC SECTOR SPEAKS.

Whoever said that brands can only be built effectively and creatively for the private sector? Through strategic communications, we could translate national strategic goals into results through the development and execution of creatively crafted work across the Ministry of Environment, Ministry of International Cooperation, Ministry of Youth and Sports and Ministry of Education and Technical Education and the National Training Academy.

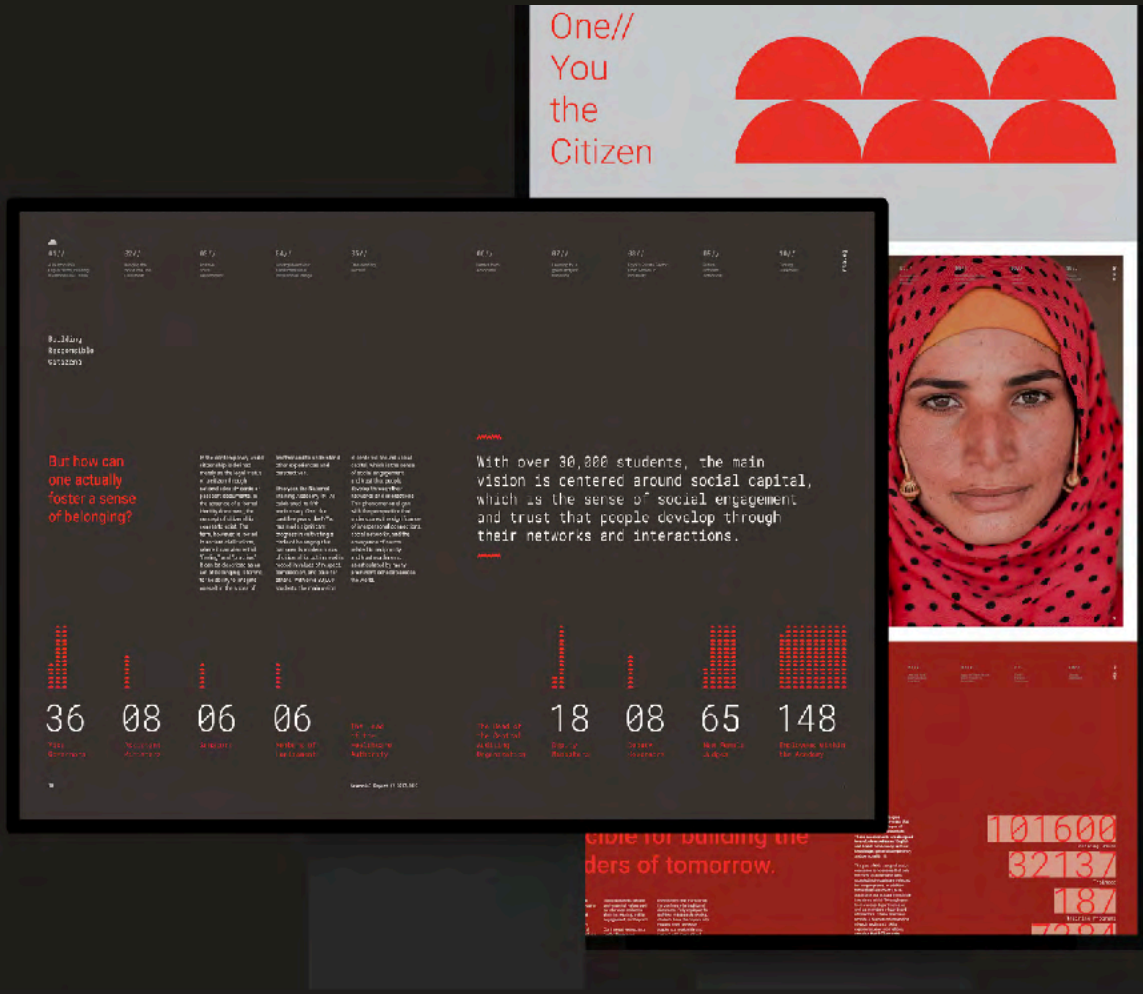




Forging the
Future Forward//
Live.
Learn.
Belong

nta.eg

Sexennial Report // 2017-2023



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A Comprehensive
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a Responsible Citizen

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Empowering the
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Promoting
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A Strong Foundation
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Development

Bringing the
World into One
Classroom

The classroom is a
crucible for building the
leaders of tomorrow.

Promoting citizenship
through education requires
developing students' knowledge, skills, and
values. Citizenship
requires knowledge of
existing laws, electoral
procedures, current affairs,
and political theory. It
also requires skills in
textual interpretation,

public speaking, debate
and essential values such
as tolerance, collective
decision-making, public
engagement, and beyond.

Our innovative teaching
method leverages
technology and academic
resources to create
a unique learning
environment that transcends
the confines of a traditional
classroom. Fully equipped for
real-time video conferencing,
students have the opportunity
to learn from renowned
academics worldwide and
interact with international
peers, gaining exposure to
diverse perspectives and
learning cultures.

81
Introduction

NTA applicants undergo a
rigorous selection process that
includes multiple stages of
interviews and assessments.
These assessments are designed
to evaluate candidates' English
and Arabic proficiency, cultural
knowledge, general competency,
and personality fit.

The goal of this comprehensive
evaluation is to ensure that only
the most qualified and well-
rounded individuals are selected
for our programs. In addition
to these assessments, NTA
applicants participate in multiple
interviews with NTA employees
from various departments, as
well as members of our Board
of Directors. These interviews
provide a deeper understanding
of each applicant's skills,
experience, and motivations,
ensuring that NTA selects
individuals who are not only
qualified but also aligned with our
organization's values and goals.

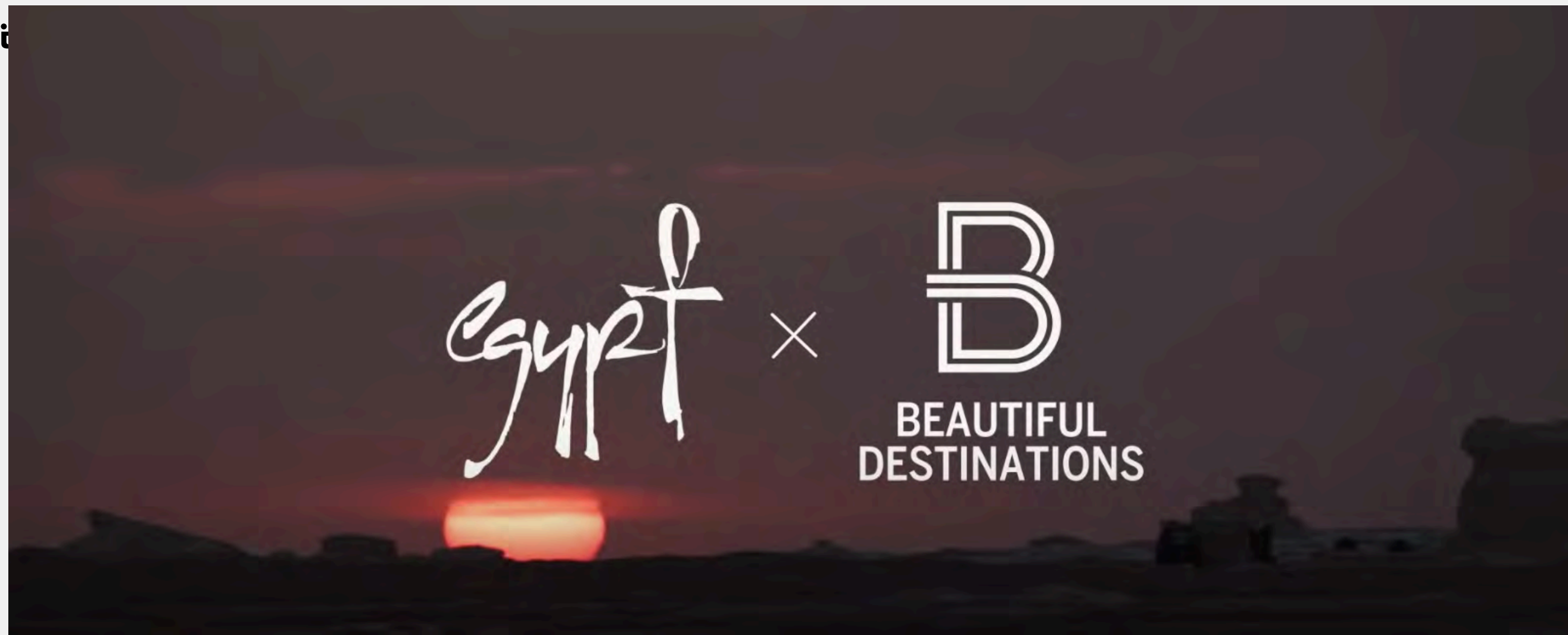


BUILDING A NATION BRAND WITH TOUCH- POINTS ACROSS THE JOURNEY.

Developing a holistic digital-led communications framework with go to market strategies for the Ministry of Tourism through the partnership with Beautiful Destination that spans the globe; starting strategy first. After 6 months of intensive research and another 6 months for content creation; the campaigns People to People and Branding by Destination articulated Egypt's value proposition as a tourism destination that is awe-inspiring. The campaign won several tourism awards by the UNWTO, Skift Travel and CNN Travel Awards.







ADOPTING A BROAD VIEW THAT ALLOWS BRAND TO ADAPT.

In an ever-changing life with different needs and priorities.



Foreward from the Minister of Planning and Economic Development, Arab Republic of Egypt

One of the main concerns of the Arab Republic of Egypt taps on the needs of the most vulnerable social groups, which is reflected in the UN Sustainable Development Goals and Egypt's Vision 2030.

This prompted the Ministry of Planning and Economic Development to issue this introductory manual that responds to the needs of different social groups, especially women. This manual sets a framework that details controls for analyzing and responding to the needs of women, children and people with disabilities, when developing the annual plan for sustainable development. Moreover, it underlines the tools and mechanisms that should be employed to integrate social groups in all stages of the project study: identifying the needs, designing and implementing the project, in addition to following up on the impacts of various developmental projects and programs.

Egypt was proactive in taking precautionary measures to deal with the covid-19 pandemic, with swift responses that dealt with its socio-economic repercussions through concerted government efforts to respond and to rebuild, protecting its most vulnerable groups, especially women. Among the most prominent measures taken is the preparation of the first manual for a Gender-Responsive Sustainable Development Plan, emphasizing the importance of:

- Directing public institutions towards the implementation of development programs and projects through elevating the social aspect for women and children.
- Giving priority for financing to those programs and projects within the state's plans.
- Creating conducive and inclusive work environment for women to enhance efforts in women economic empowerment within the labor market.

We believe that this manual represents a reference document that aims to enable ministries and development agencies to understand and implement gender-responsive planning based on a thorough and conscious study of global experiences within this regard. It also includes a detailed study of the Sustainable Development Goals set by Egypt in its vision for the future and of all laws, legislation and strategies issued by various agencies that serve the goal of comprehensive planning without leaving anyone behind.

H.E. Professor Dr. Hala M. El-Leid

1.3.1 Related UN Sustainable Development Goals

The United Nations Sustainable Development Goals integrate the empowerment of women, children and persons with disabilities, across its goals, in addition to ways through which their living conditions can improve.

Table (2): UN goals related to social groups and the relevant measurement indicators

INTERNATIONAL GOAL	OBJECTIVES	MEASUREMENT INDICATORS
Goal 10: Reduce inequality and ensure that all people have access to sustainable and inclusive economic, social, and environmental opportunities.	10.2: Provide access for all to safe, affordable, accessible and sustainable transport systems, and improve road safety by expanding public transport, paying particular attention to the needs of people in vulnerable situations: women, children, people with disabilities and the elderly.	10.2: Percentage of the population who have access to reliable public transportation, by age, gender and persons with disabilities

1.1 Definition and objectives of gender-responsive planning

Gender-responsive planning is a comprehensive approach that integrates the social dimension into development plans so that the programs, projects and activities developed by all government agencies within the framework of sustainable development plans, ensure equality and equal opportunities among different social groups, and serve priority issues for women, children and people with disabilities. Hence, the responsive planning is the process through which society's goals and priorities are reflected so that government programs and projects contribute to the advancement of the targeted social groups and their economic, social, political, and environmental empowerment. The importance of gender-responsive planning stems from the fact that it is a means of bridging developmental gaps between all social groups, achieving equality and equal opportunities, in addition to enhancing community participation for all groups in the development process (J.G.O.R, 2011).

CONCEPTUAL MANUAL FOR A GENDER-RESPONSIVE SUSTAINABLE DEVELOPMENT PLAN

1.3.2 Constitutional entitlements for women, children and persons with disabilities

1. Women

The Egyptian Constitution (2014) stipulates the principle of equality between women and men in all rights and duties. Its articles shed light on gender equality and the provision of equal opportunities without discrimination, starting with the preamble of the constitution. The constitution includes over 20 articles that address women's diversity and aims to guarantee women's equal opportunities, through ensuring their engagement in society and equality with men in rights without discrimination. The current constitution relies in Article (1) on the principle of citizenship as the basis for the system of government in the state, which refers to the citizen's right to obtain his/her rights by law with no discrimination, and stipulates protection from all forms of violence, and the empowerment of women in all fields, as well as the commitment to providing care at different stages of her life.

Article 11 of the Constitution states:

- The state commits to achieving equality between women and men in all civil, political, economic, social, and cultural rights.
- The state commits to taking the necessary measures to ensure appropriate representation of women in the houses of parliament, in the manner specified by law.
- It grants women the right to hold public posts and high recruitment posts in the state and to participate in national bodies and teams without discrimination.
- The state ensures safe and professional care for motherhood and childhood, and the needs of breastfed, elderly women, and women in need.
- Article 12 grants Egyptian women the right to possess their national property and children.
- The state, in accordance with Article 8, is committed to guaranteeing equal opportunities for all citizens without discrimination.
- Article 17 guarantees the provision of social services.
- Article 18 sets the age of compulsory education until the end of the secondary stage, which is no longer determined by the law of compulsory education.
- Article 94 stipulates the commitment to international human rights treaties, charters and conventions that Egypt has signed and which are consistent with its Islamic identity.
- The constitution, in Article 180, was amended to add 20% of the seats in the Council of the Women and the Youth to represent indigenous women in rural areas to be added.

CONCEPTUAL MANUAL FOR A GENDER-RESPONSIVE SUSTAINABLE DEVELOPMENT PLAN

The methodology of applying responsive planning in the state plan

In order for ministries and different sectors to integrate the perspective of social groups in the planning process, this part presents the steps to be followed. In addition to the mechanism for evaluating gender-responsive planning based on quantitative and qualitative indicators. This will be done in order to assess the success of the steps that have been followed to meet the needs of different groups and to economically, politically, and socially integrate these categories.

Gender Responsive Planning Steps

Figure 1 shows the general framework for the steps of gender-responsive planning. These steps begin with the identifying stage of the gaps and the urgent needs of social groups. This is followed by a formulation of goals that each sector works to achieve, and translating these goals into executive programs and projects. This is further followed by the implementing process of the program and project activities, and finally the performance appraisal process to ensure that program and project activities meet the needs of different groups. In each of these stages, the appropriate tools and mechanisms shown in Table (1) are used to ensure that the social perspective is taken into account at all stages of planning.

Figure #1 General framework for gender-responsive planning steps sectors

#01 Analyzing the existing situation of social groups in different sectors and identifying the gaps

#02 Setting strategic objectives and designing sectoral programs/projects to meet the needs of different social groups based on the gaps identified in the first step

#03 Implementation of the programs/projects that were proposed in the second phase

#04 Assessing the efficiency of social, financial allocations and the impact of the program/project on the targeted social groups and the extent to which the status quo that was identified in the first step has changed

CONCEPTUAL MANUAL FOR A GENDER-RESPONSIVE SUSTAINABLE DEVELOPMENT PLAN

WE BELIEVE IN BUILDING BRANDS THAT ARE DIVERSE AND INSIGHTFUL.

From improving children's skills for the future, to car rentals in a country that emphasizes car ownership, to curing Hepatitis C, to disconnecting the world's most loved football player Mohammed Salah to show the power of connecting through human; our team has built brands across a diversity of industries, channels and audiences.



WE OWNED COP27, WITHOUT SPONSORING COP27.

For the 2022 United Nations Climate Change Conference held in Sharm El Sheikh, we designed a billboard campaign for Etisalat Egypt by e& that spread across the city with powerful and attention grabbing messaging on the importance of sustainability and acting together for people, purpose and planet.

NATURE NEEDS A LITTLE NURTURE

It's a small world.
We have a big responsibility
to look after it.

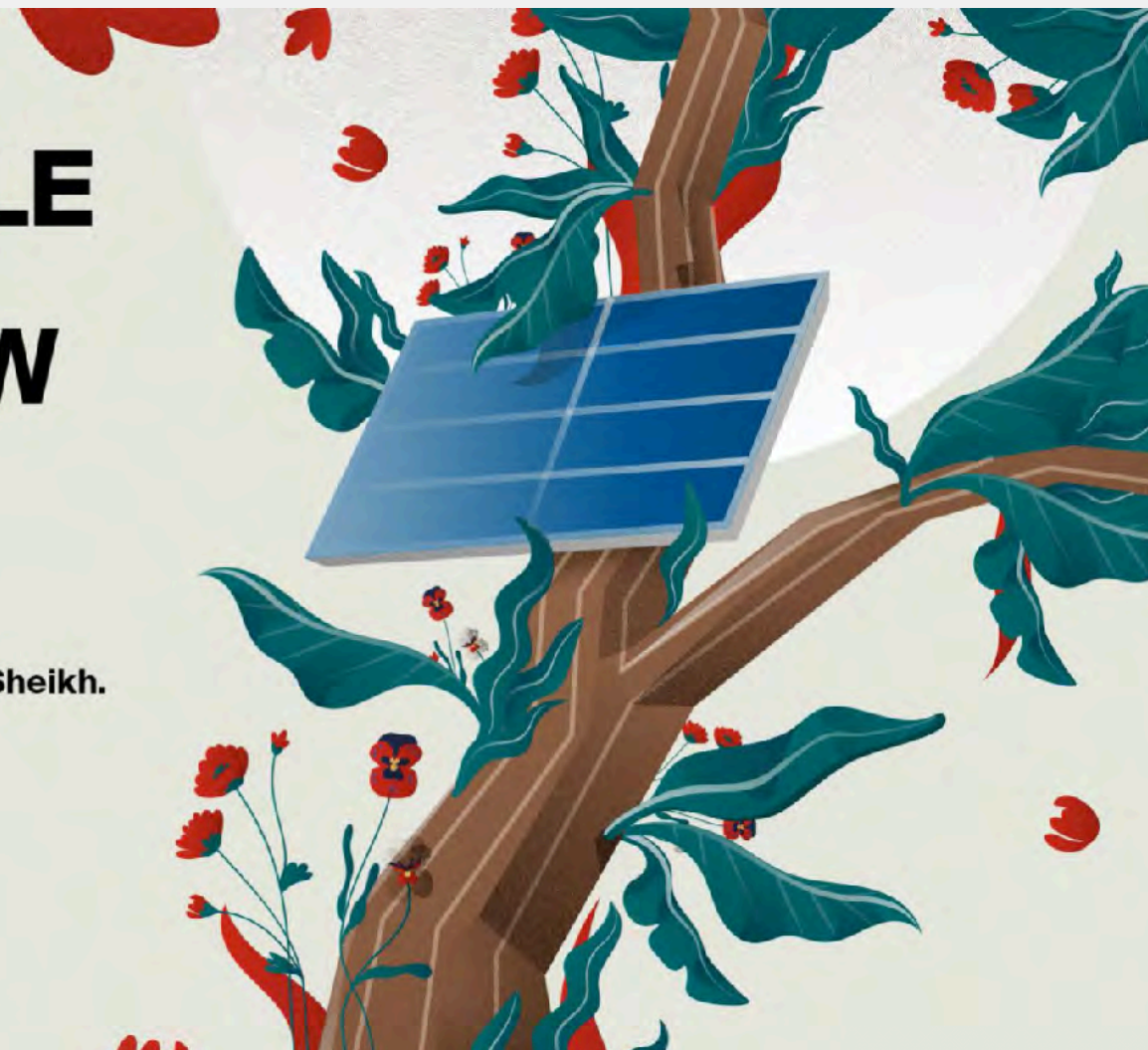
etisalat by e&
#makepossible



SUSTAINABLE SOLUTIONS DON'T GROW ON TREES

But almost everything we need does.
Welcoming future agents to Sharm El-Sheikh.
Change starts here.

etisalat by e&
#makepossible



MOVING FORWARD OR MOVING UPWARDS?

Smart cities start with people. Together, we
reimagine partnerships that speed up the
development of the future.

etisalat by e&
#makepossible



DEAR WORLD, IT IS (Y)OUR JOB TO TAKE ACTION

1.8 million tons of CO2eq saved per year.
Together, we can race to zero.

etisalat by e&
#makepossible



TAKE A LOOK AT THE PAST

Let's say hello to tomorrow. For 15 years,
we've connected and acted together to
imagine a future where people and
planet thrive.

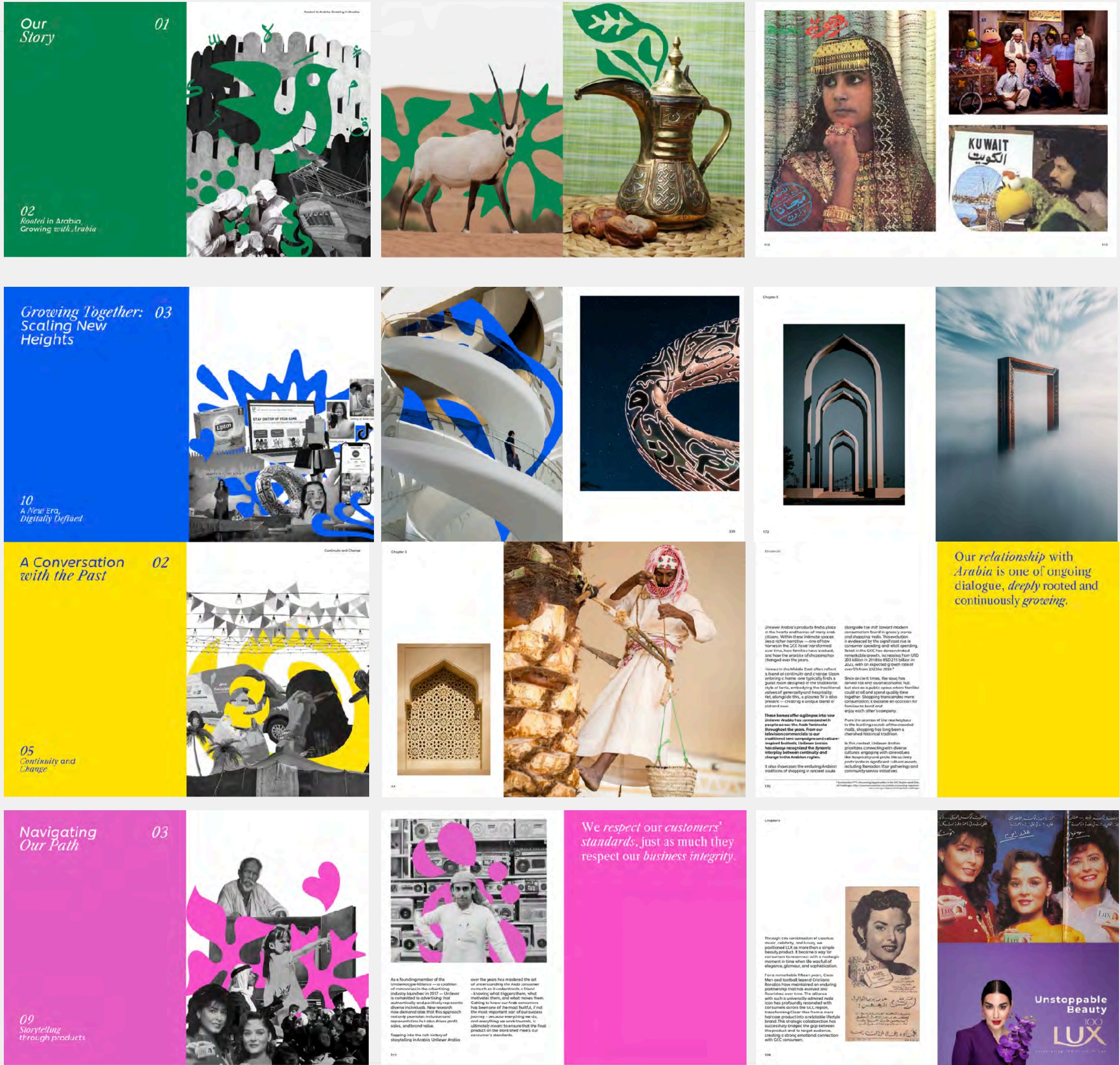
etisalat by e&
#makepossible



SHOWCASING DECADES OF LEADERSHIP & PRIDE

Contracted by Unilever Arabia (KSA, UAE, Bahrain, Oman and Kuwait)
to develop the overarching corporate narrative that defines the past
decades but also the future of tomorrow.

ROOTED IN *Arabia* GROWING WITH *Arabia*



CREATING GROWTH THROUGH RELEVANCE.

We've created a full identity for the Aswan Forum for Sustainable Development and managed its execution and implementation pre, during and post forum for the Cairo International Center for Conflict Resolution, Peacekeeping and Peacebuilding.



[#AswanForum](#) [#African](#) [#Egypt](#)

Building the Africa We Want: The 3rd Edition of the Aswan Forum For Sustainable Peace & Development

ASWAN FORUM
21-22 June 2022

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JOIN OUR YOUTH DIALOGUE

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TO COP27

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RESILIENCE THROUGH
INCLUSIVE & INTEGRATED
RESPONSES

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ASWAN FORUM

DAY 02
JUNE 22
10:45 - 12:15

PANEL

FINANCING
SUSTAINABLE PEACE
AND DEVELOPMENT IN THE
FACE OF CASCADING RISKS

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ASWAN FORUM
21-22 June 2022

BØRGE BRENDE
PRESIDENT OF THE WORLD ECONOMIC FORUM

FINANCING SUSTAINABLE PEACE AND
DEVELOPMENT IN THE FACE OF CASCADING
RISKS

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ASWAN FORUM

Date: 22 June, 2022
Time: 10:45 - 12:15

Financing Sustainable Peace and Development
in the Face of Cascading Risks

Speakers:

Moderator:

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ASWAN FORUM
21-22 June 2022

Providing the youth with
business opportunities, and
supporting them to reach
their full potential will give
them purpose, and will help
them feel the progress in
the society.

Emanuela Gregorio
Coordinator of Fashionomics Africa,
African Development Bank (AfDB)

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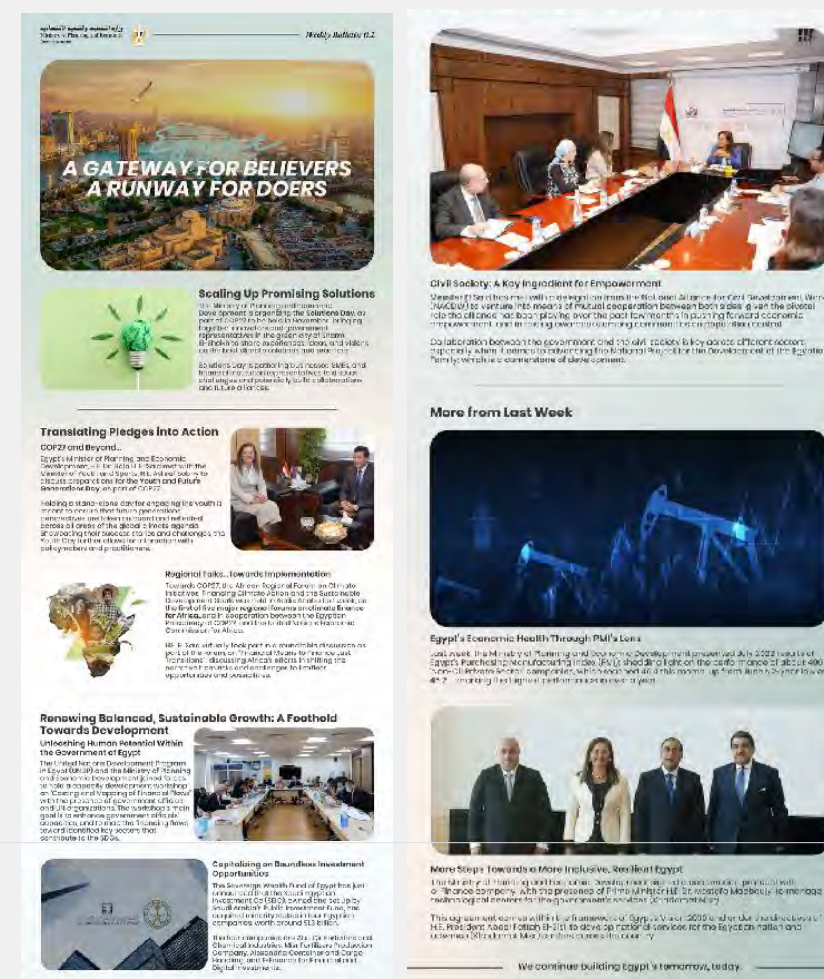
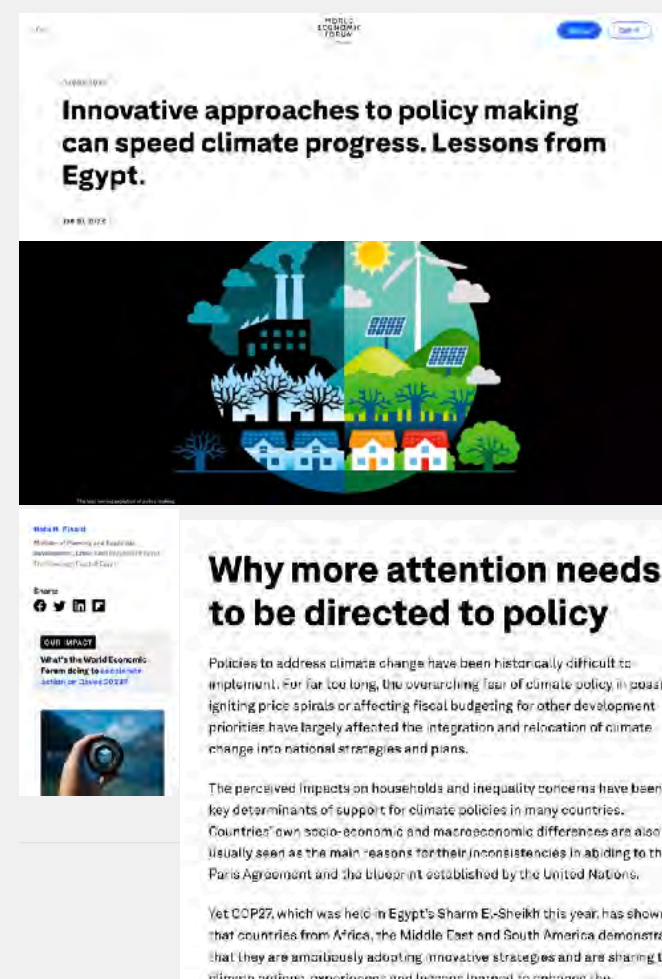
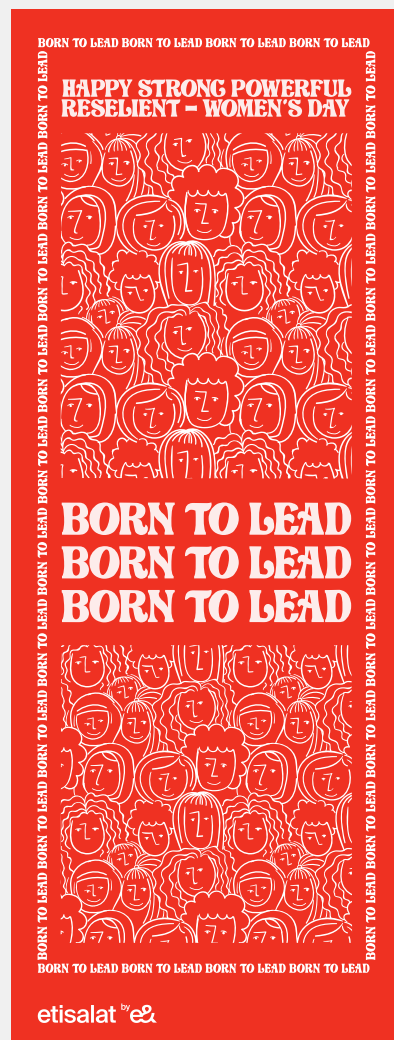
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3
DAYS TO GO

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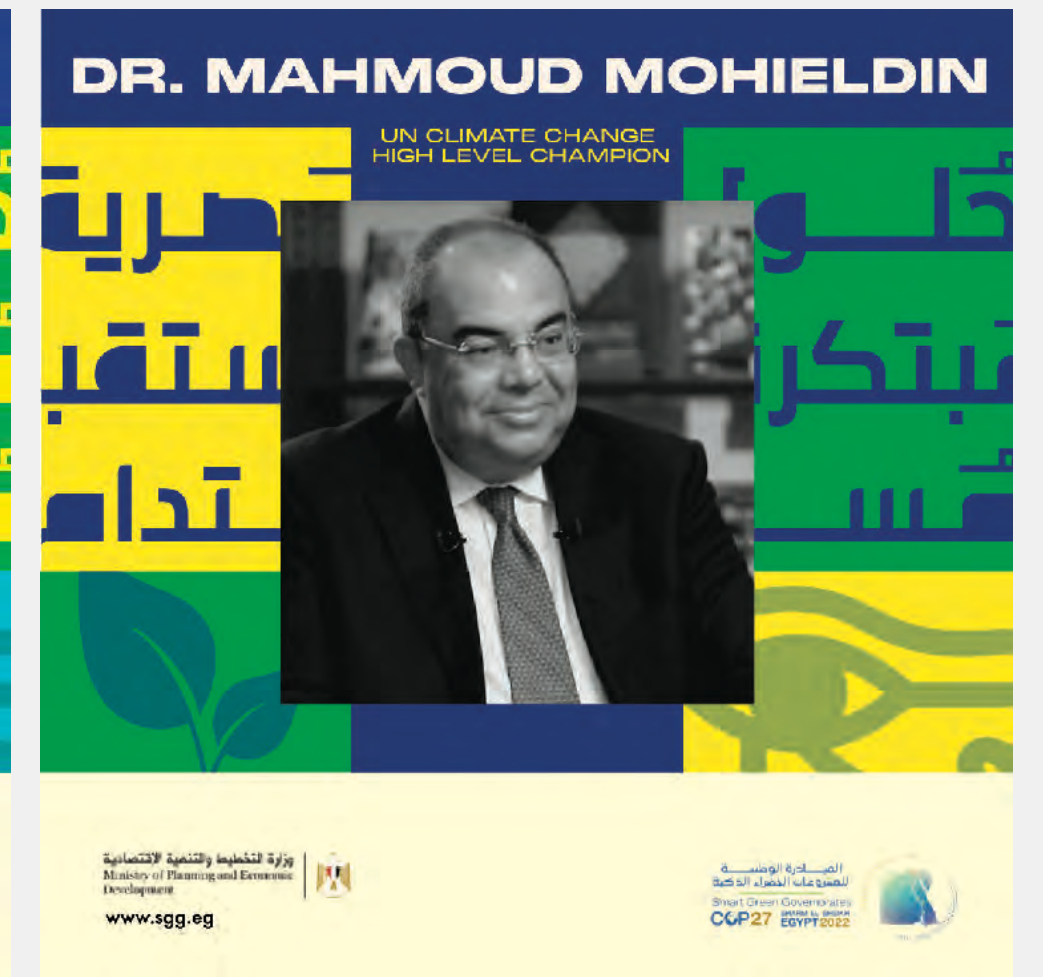
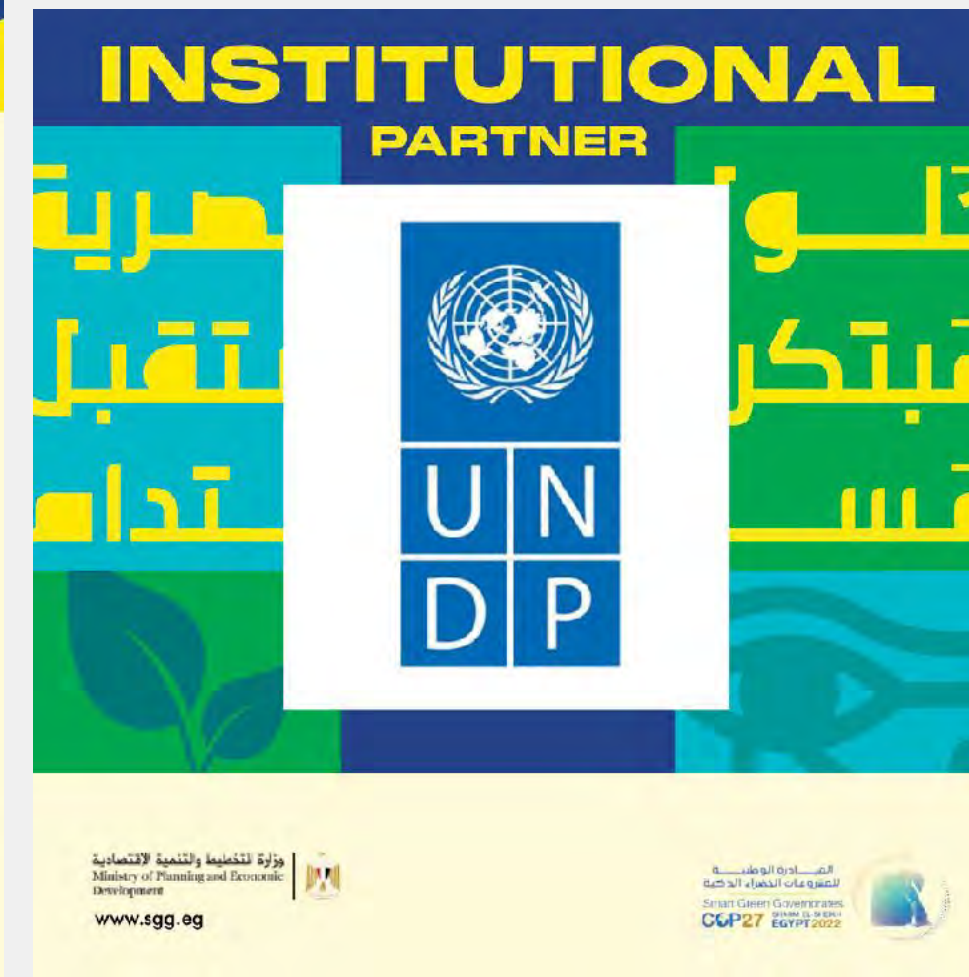
**THOUGHT
LEADERSHIP
NOT
REPUTATION
LAUNDERING.**

It is about authentic storytelling—it humanizes strong leaders and their organizations to be trusted authorities. From Ministers to CEOs; we've helped developed their voice in an increasingly competitive creative society.



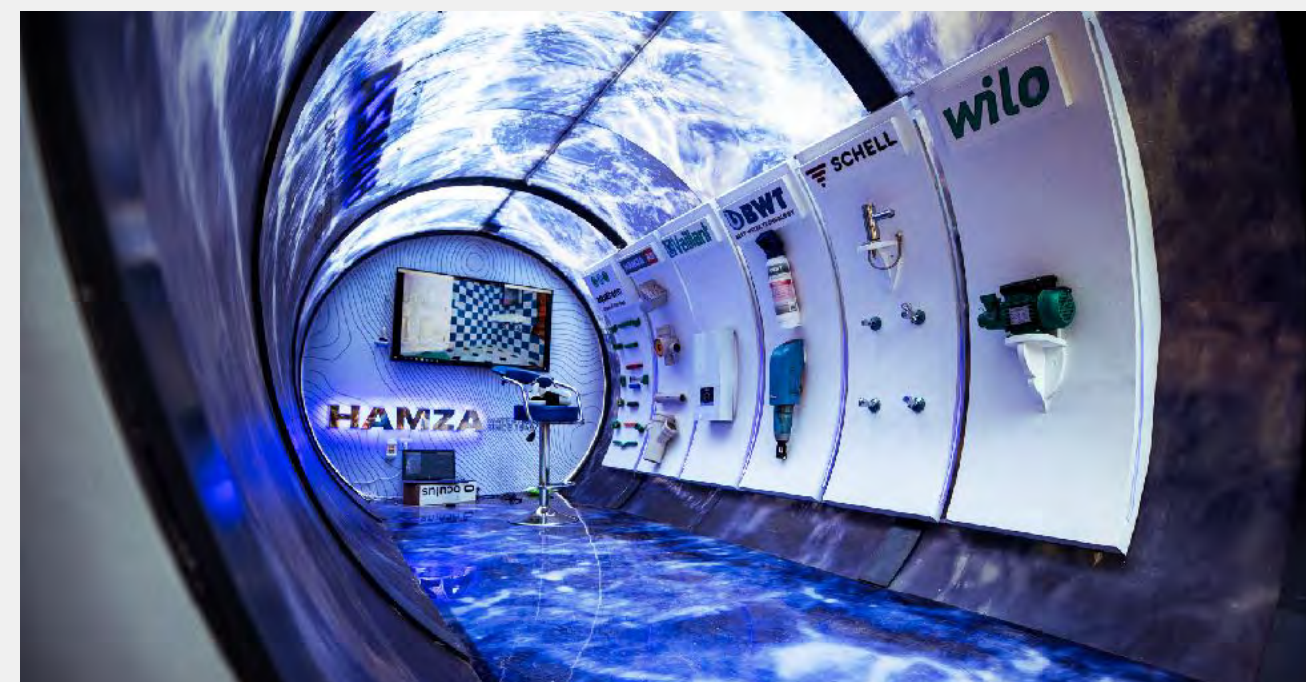
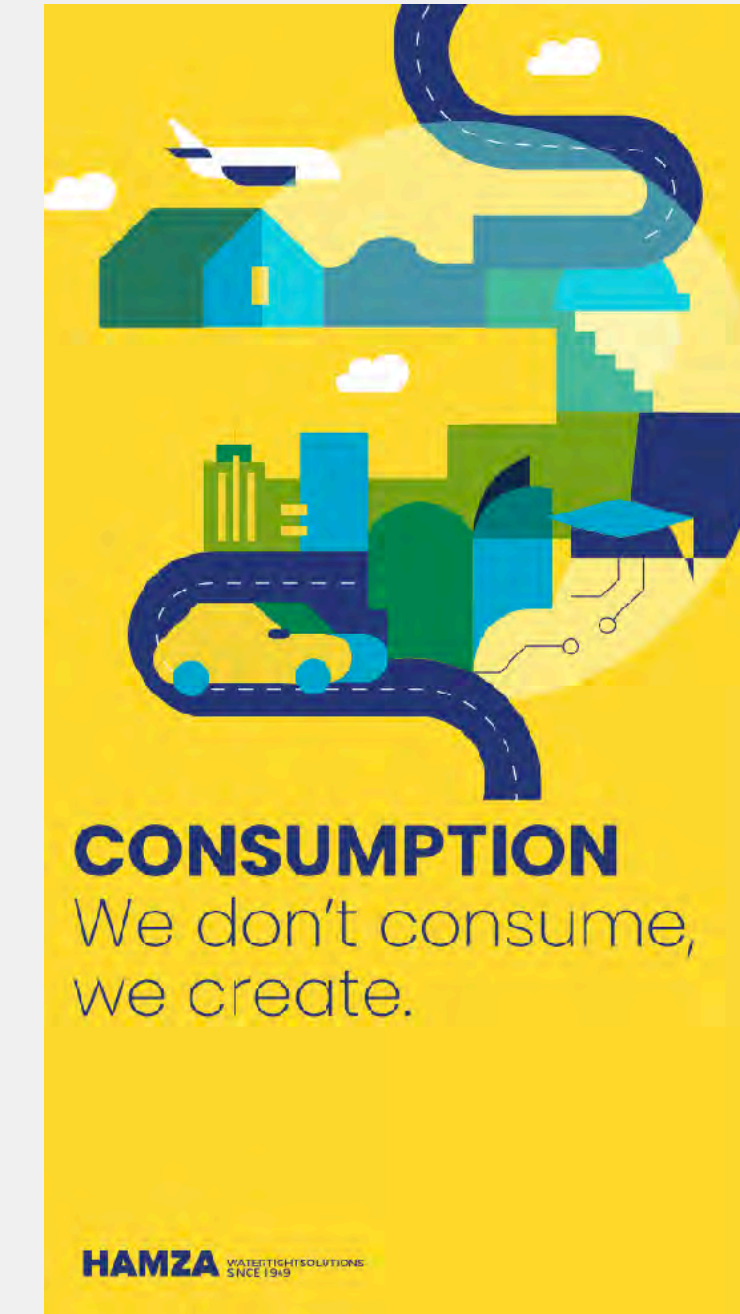
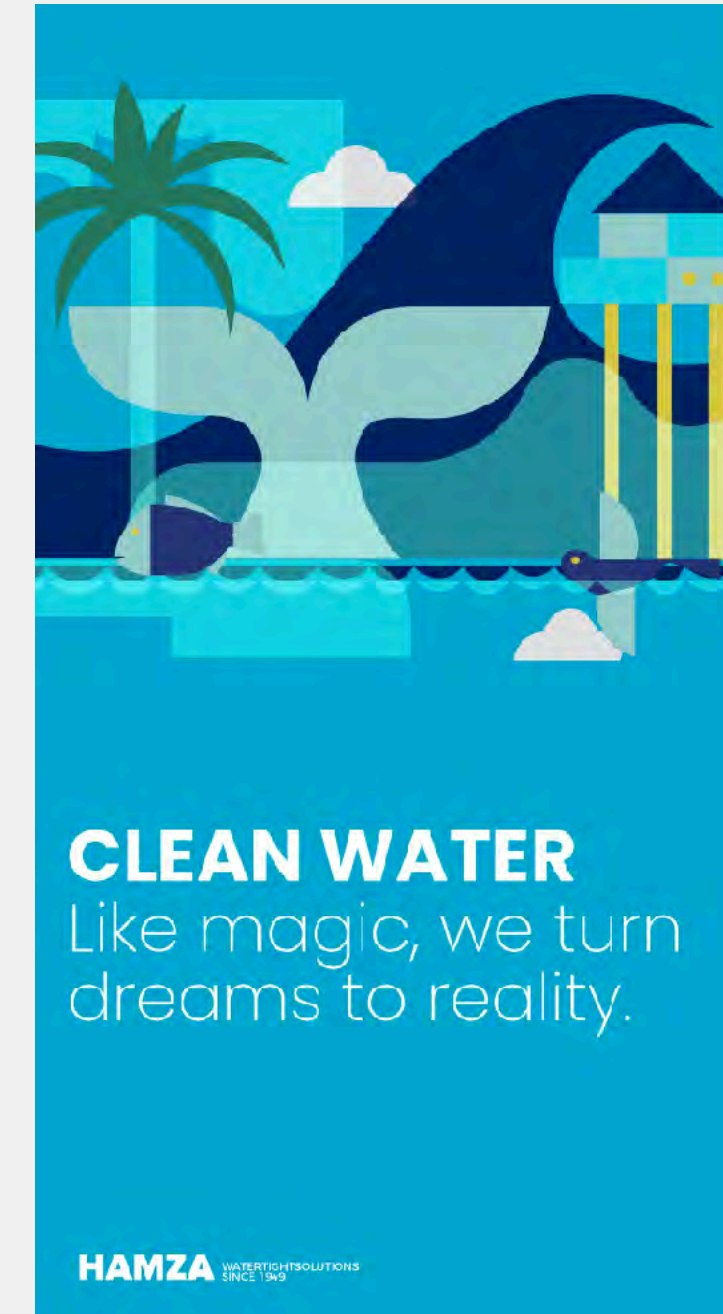
YOUTH-CENTRIC APPROACH FOR AN INITIATIVE BUILT FOR THEM.

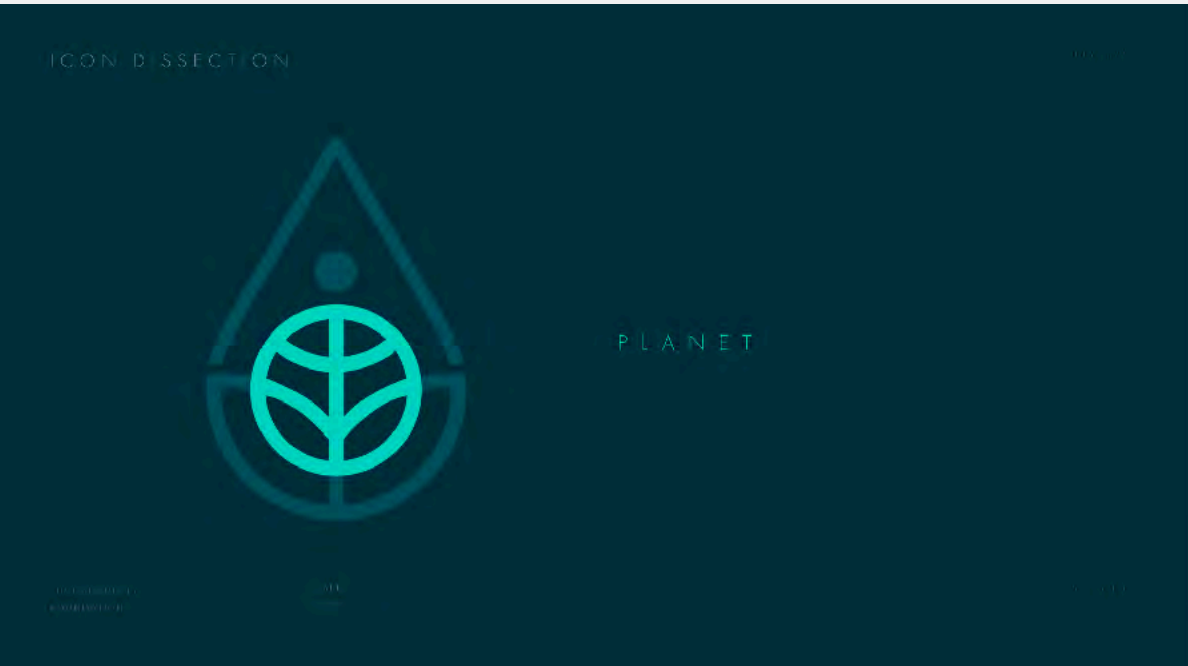
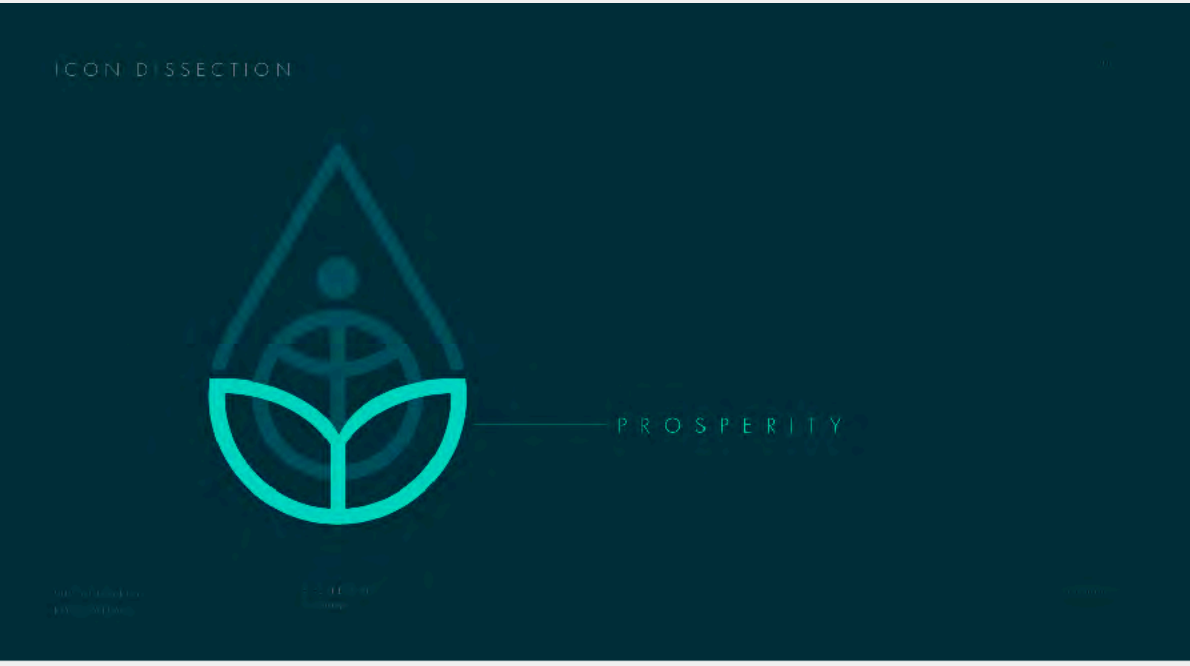
We worked with the National Initiative for Smart and Green Projects; a major project under the Ministry of Planning and Economic Development to create their overarching narrative and visual identity.

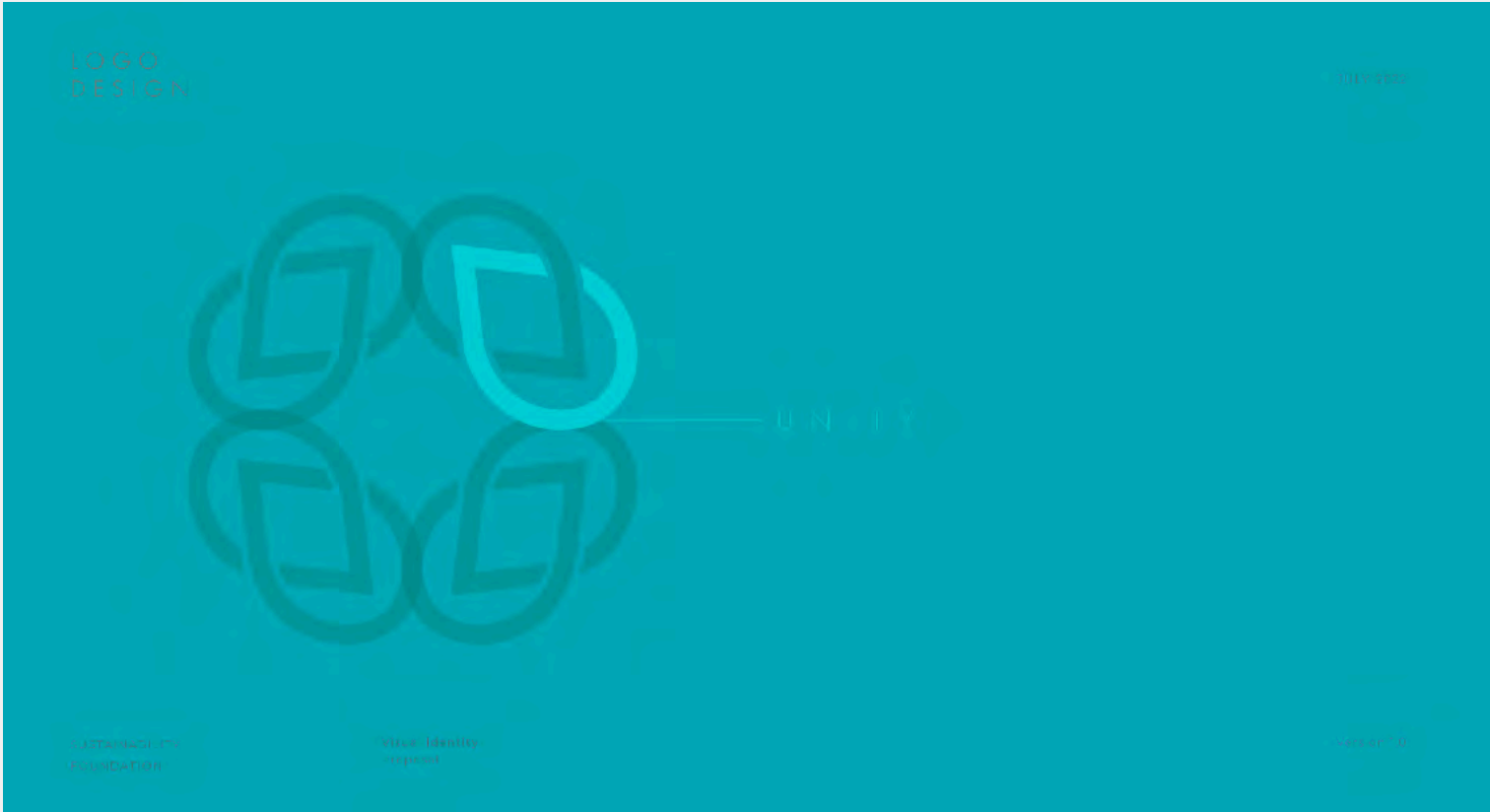


A PHYGITAL LEAP FOR A BRAND ON AND OFF THE GROUND.

Using the essence of the customer journey to develop top and bottom of the funnel communication for Hamza Group.

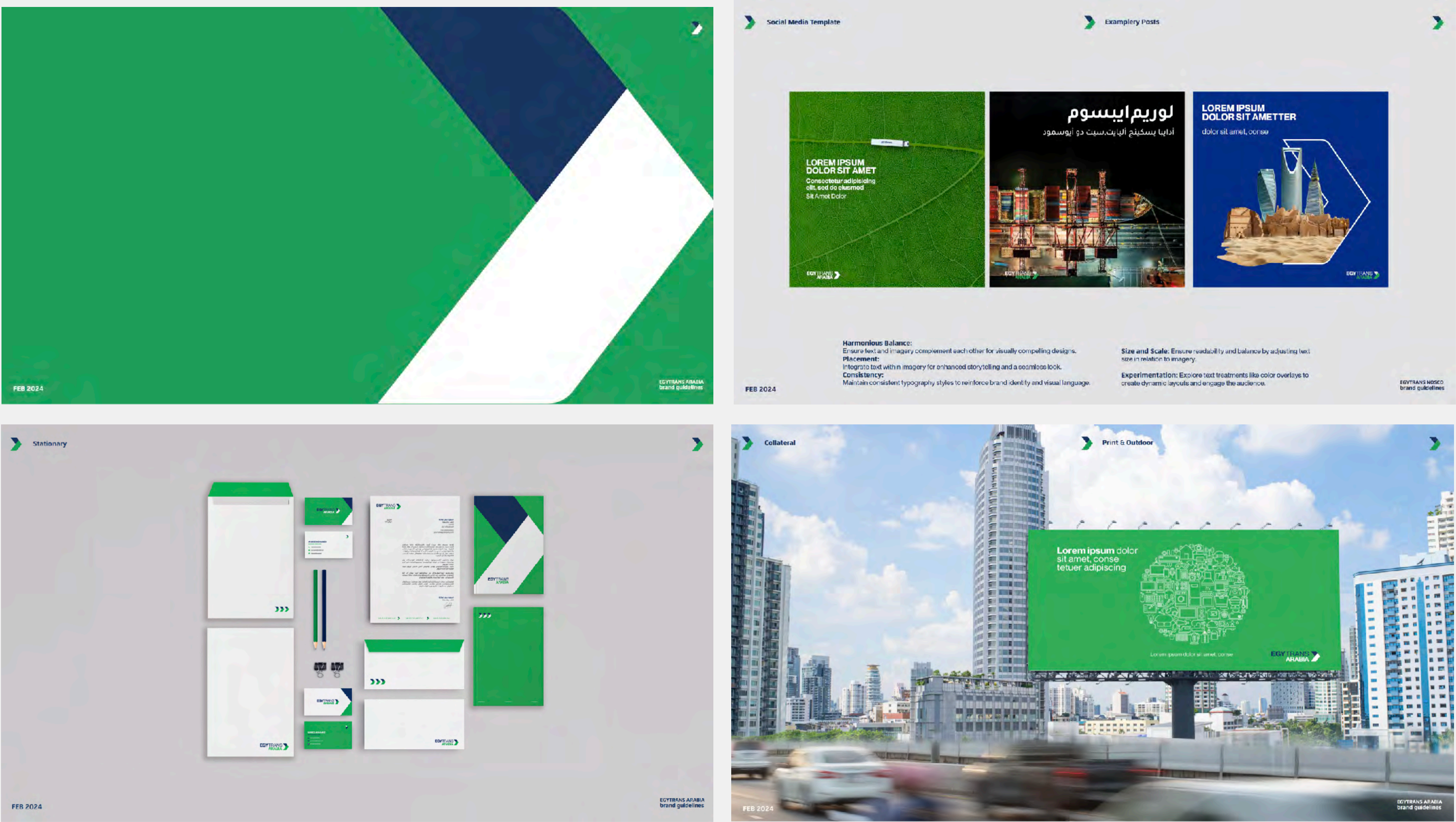






BUILDING THE VISUAL & VERBAL IDENTITY OF OUR BRANDS

Translating Strategy into Salience.



**Delivering Pharmaceuticals,
Worldwide.**

Contact us for a custom quote.



EGXtrans

**Experience
seamless logistics**

with our expertise in sea and air freight.

EG trans

Simplify your Supply Chain


Your All-in-One Time-Saving Cargo Solution

EGtrans

The advertisement features a large clock face where the hands and hour markers are replaced by various modes of transportation. The hour markers are represented by different types of cargo ships, cargo planes, and cargo trucks. The hands of the clock are simple white lines. The background is a dark, textured surface.

Destination:
Kingdom of Saudi Arabia

From Egypt to the Region,
Unlocking Endless Possibilities.



EGYtrans

Happy Earth Day!

Small Steps. Big Impact.

EG Trans

**Breaking Barriers,
Building the Future**

Happy International Women's Day

EG *trans*

Ship Globally, Effortlessly.

Get your cargo anywhere, on time.

EGtrans



**FOR PEOPLE.
FOR THE PLANET.**

The International Day
of Clean Energy
26th of January

EG*trans

Your one-stop shop

For Transport and Logistics.



EGtrans

**Egytrans Wishes You
a Happy Eid Al-Fitr.**

May it fill your hearts with joy.



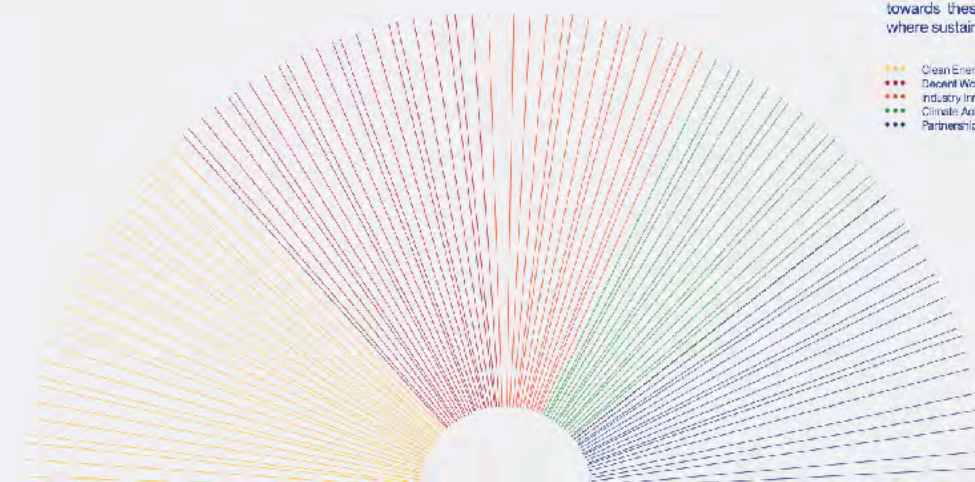
EG *trans*



OUR COMMITMENT TO THE GLOBAL GOALS

As a global leader in integrated logistics, Ezytrans recognizes the responsibility to contribute to a more sustainable world. This report showcases our commitment to aligning our business with the United Nations Sustainable Development Goals (SDGs), using their colors to symbolize our integrated approach. From our efforts to reduce emissions and conserve water to our investments in innovative technologies and sustainable infrastructure, we are working to make a tangible difference in the lives of people and communities worldwide. This report highlights our progress towards these goals and our vision for a future where sustainability and success go hand in hand.

- Clean Energy
- Decent Work and Economic Growth
- Industry Innovation and Infrastructure
- Climate Action
- Partnerships for the Goals



Actual Record 9/27/27

● ● ● OUR BUSINESS MODEL

Our Purpose and Strategy

Our core purpose—to provide seamless, secure, timely, and cost-efficient logistics solutions—remains the cornerstone of our strategy. This commitment to excellence and customer success is fueled by cutting-edge technologies and the deep expertise of our team. It's the foundation upon which we introduce differentiated, essential services to the market, aiming to exceed the evolving expectations of our customers.

Delivering Value

Our investment in our business and people, alongside competitive execution, is the key to unlocking new services and solutions. The successful launch of new offerings and the expansion of our existing portfolio are central to our commercial success and customer satisfaction.

Our Long-term Priorities

The strategic pillars of Growth, Delivery, Simplification, and Trust continue to guide our operations, aligned with our culture of innovation, continuous learning, solution orientation, integrity, and partnership building. These priorities, coupled with our ambition to cultivate a purpose-driven performance culture, set the stage for achieving our strategic objectives and generating value across our ecosystem of employees, customers, investors, and communities.

Building
Trust

Trust remains a foundational element of our success. Our dedication to being a responsible corporate citizen is reflected in our efforts to address safety, environmental and employment standards, aligning with our ESG commitments. These initiatives contribute to the UN Sustainable Development Goals, especially in safety underlining our role in driving positive industry and societal change. You can read more about our commitment to Trust on Pages XX-XX.

The Value We Create

Fulfilling our purpose allows us to make significant contributions: delivering unparalleled logistics services, driving shareholder value through strategic investments and making positive impacts in our communities. With over 350 employees nationwide and substantial contributions through taxes and social initiatives, we strive to be a model employer, offering comprehensive benefits to attract and retain top talent, reflecting our commitment to our people and the communities we serve.

Simplifying
for the Future

The transformation of our operational processes and structures is critical in an ever-evolving industry. By simplifying how we work, we're enhancing our agility and efficiency, enabling us to support a more diversified and sustainable business model aimed at long-term profitability.

Annual Report 9

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02

Governance

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- Investment Committee report
- Audit & Corporate Governance Committee report
- Nomination & Compensation Committee report
- Governance

03

Financial Statements

- | | |
|---|---|
| <p>Separate
Independent Auditors
Report Financial Statements
Notes to Financial Statements</p> <p>Consolidated
Independent Auditors Report Financial
Statements
Notes to Financial Statements</p> | <p>Separate
Independent Auditors
Report Financial Statements
Notes to Financial Statements</p> <p>Consolidated
Independent Auditors Report Financial
Statements
Notes to Financial Statements</p> |
|---|---|

04

Investor Information

- Share performance
- Shareholder Structure
- Egyptian Subsidiaries and Affiliates
- Quality Certifications
- Glossary of terms
- About Egyptian

YEARS STORIES

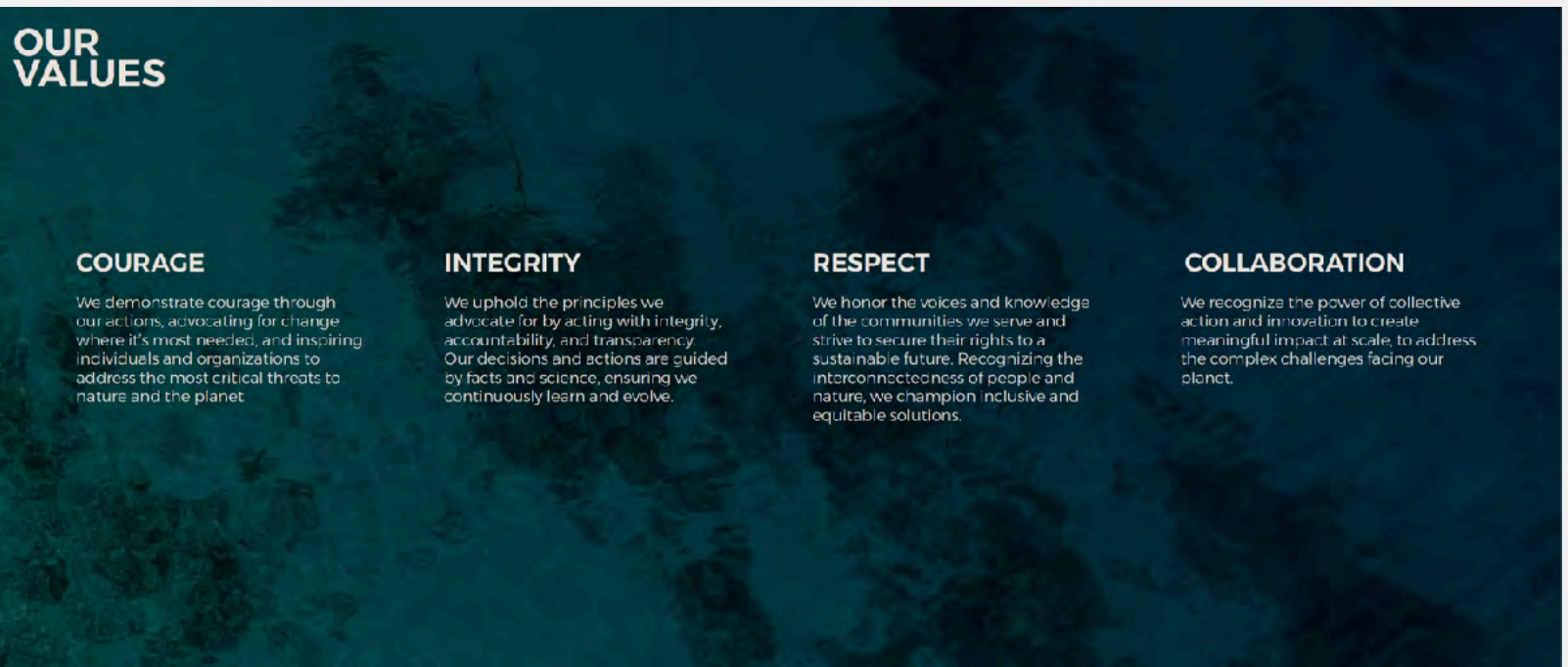
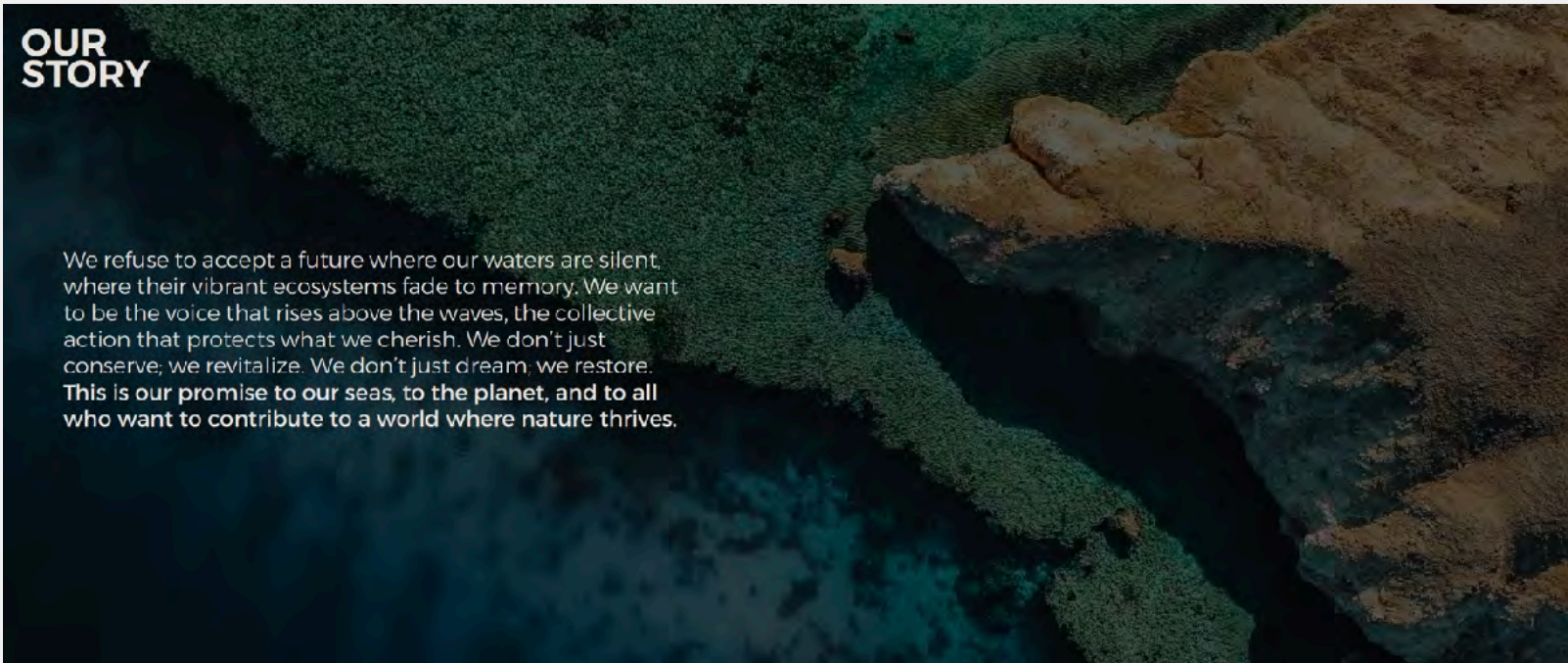
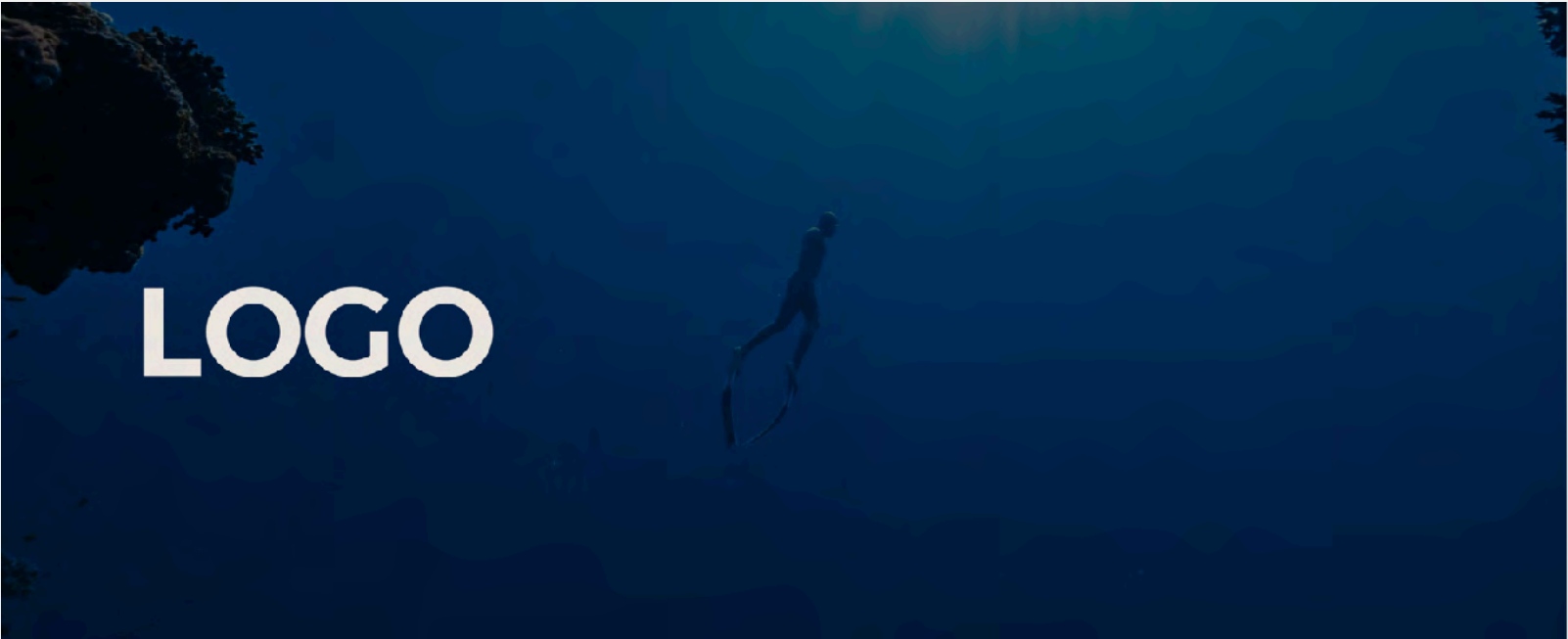
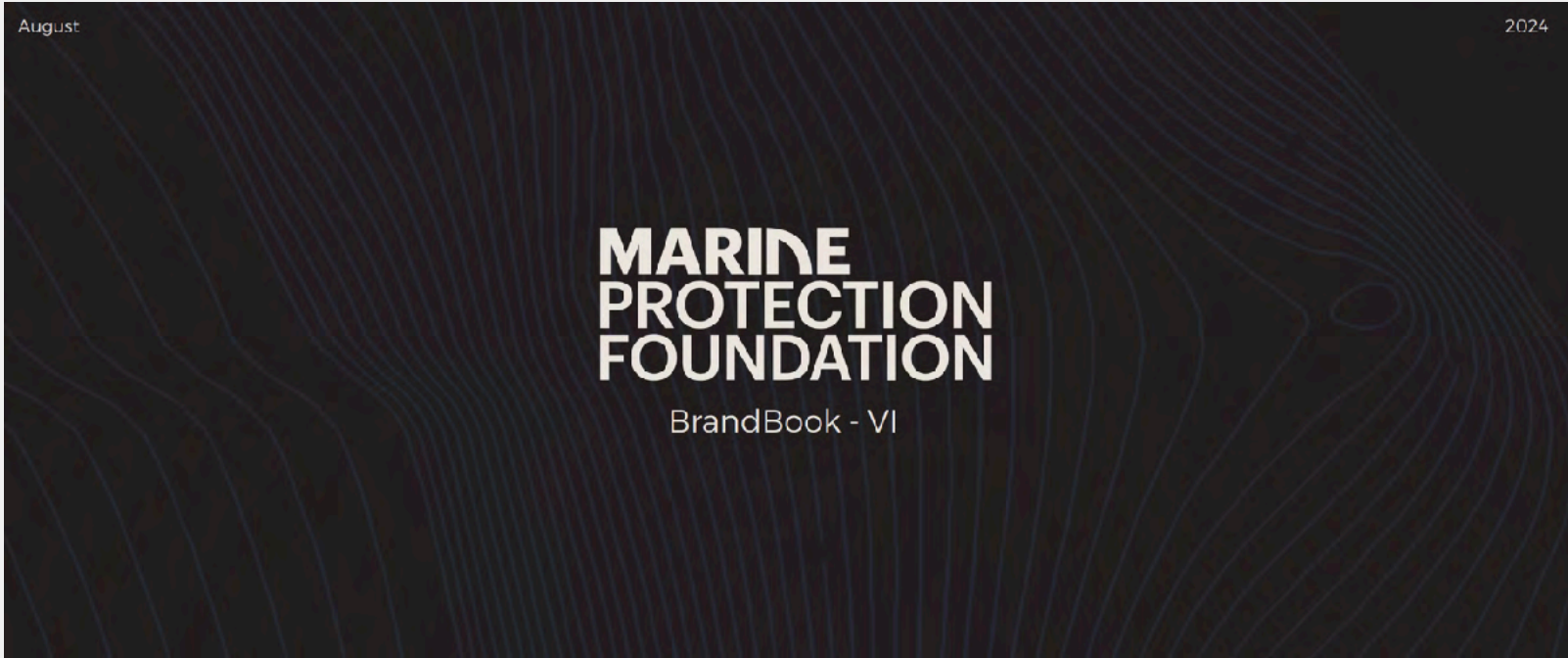
5 DECADES OF INNOVATION: ESTABLISHING THE FIRST BONDED WAREHOUSE IN EGYPT, 1990

Egyptrans not only pioneered LCL services but also introduced the first bonded warehouse service in Egypt in 1990. This groundbreaking initiative, starting with a modest facility in Haram, set a precedent for the Egyptian government's approval of bonded warehouses nationwide. Today, bonded warehousing has become a cornerstone of trade facilitation across Egypt, underscoring Egyptrans' role in innovating cost-effective business management solutions. This development marks another significant milestone in Egyptrans' history of driving progress in the logistics industry.

Annual Report N° 2022

BUILDING THE VISUAL & VERBAL IDENTITY OF OUR BRANDS

Translating Strategy into Salience.



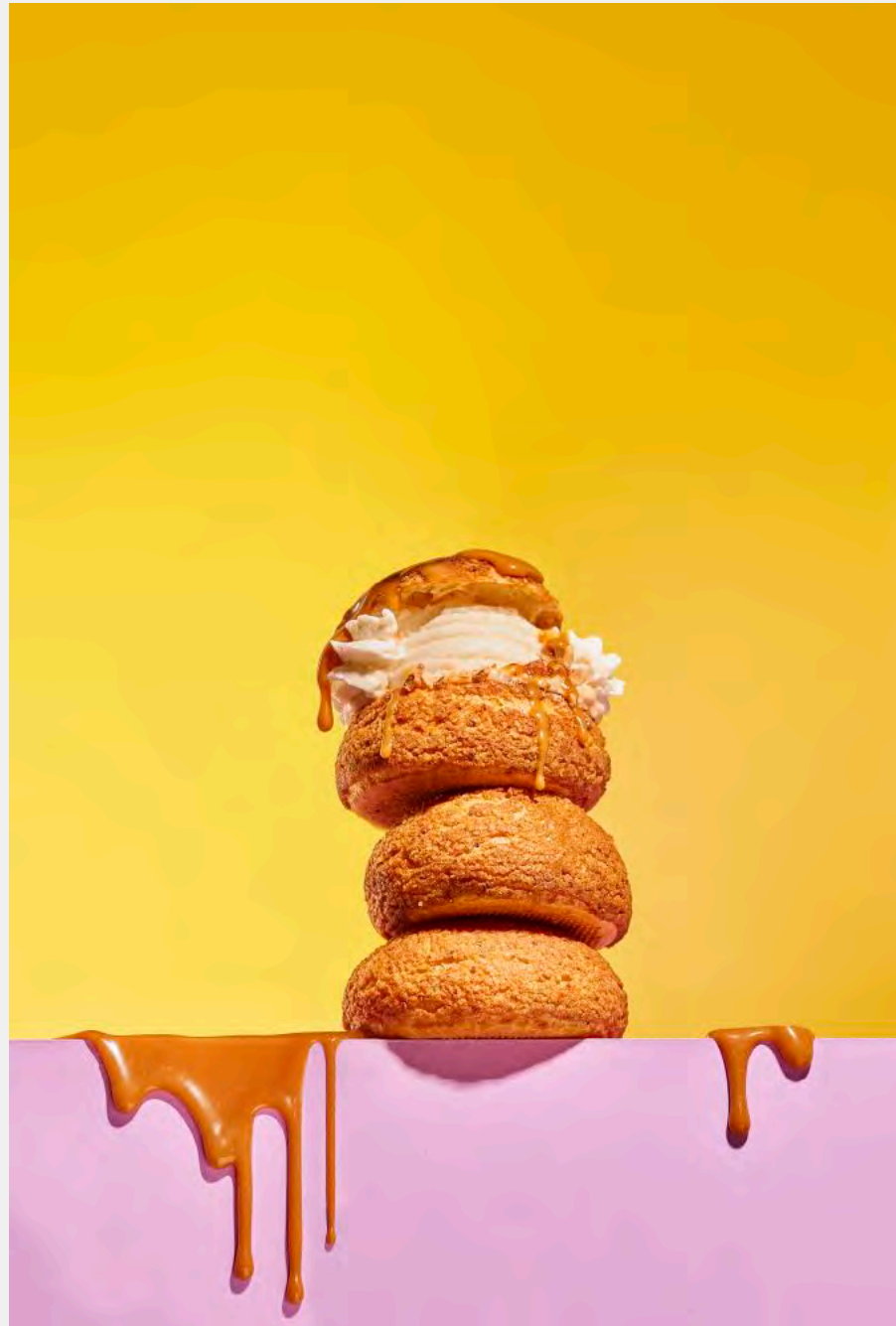
WE'RE ALSO
HAVING
ALOT OF FUN
PLAYING WITH
BRANDS.

Working together with several partners to bring to life a home-grown chocolate brand to life.












WE'RE ALSO HAVING ALOT OF FUN PLAYING WITH BRANDS.

Repositioning Kahhal 1871 as legacy run manufacturer;
created for now and tomorrow.

Kahhal 1871 - Catalogue

Cover

Intuition


The catalogue cover combines pieces of different iconic carpets to create a design that's intriguing and unique to Kahhal 1871.

When printed, the Kahhal name will be embossed or printed in Spot UV.


Kahhal 1871 - Catalogue


Tote Bag + Box


Intuition


A hand holds a beige tote bag with the Kahhal logo and the text 'LIVING THREADS TO TELL THE tale'. Next to it is a white box with the Kahhal logo and a smaller version of the catalogue cover.

As part of the overall experience, the catalogue is part of a full package that includes a sample box fitted for the catalogue, that will be placed in a designed tote bag with Klim giveaways.

THIS IS OUR LIVING STORY

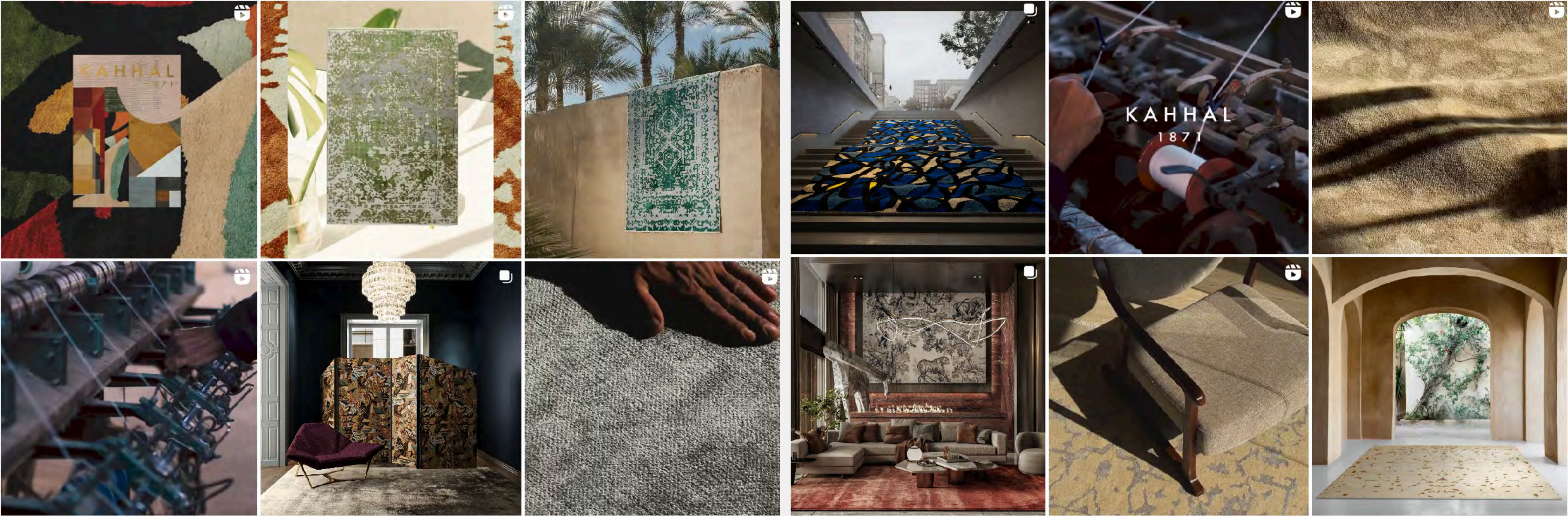
The Red Sea commercial of hospitality



THE HOUR OF LONG SHADOWS

**BUILDING ON
LEGACY, BUT
CURATING A
YOUNGER,
FRESHER TONE**

360 Brand Revamp



BUILDING STORIES FOR A CAUSE.

And creating impact along the way...

When is the last time a legacy private sector institution spoke about bullying and sexual harassment? Together with e& Egypt we developed an internal campaign for all employees to tackle a taboo-cultural and sensitive topic through a proactive approach.

etisalat by e&

ONLY YOU CAN HELP CHANGE THAT.

We are fully committed to providing a bullying and harassment-free workplace.

“ I feel uncomfortable when I receive personal texts after work and when I receive constant remarks and comments on my appearance at the workplace . ”

SpeakUp@etisalat.com

etisalat by e&

ONLY YOU CAN HELP CHANGE THAT.

We are fully committed to providing a bullying and harassment-free workplace.

72% of people globally reported being bullied in a remote work setting, leading to higher levels of mental strain and lower job satisfaction.

“ My colleagues at work love to joke around, but always end up feeling picked on and regularly undermined. ”

SpeakUp@etisalat.com

etisalat by e&

WORKPLACE BULLYING & HARASSMENT DO'S & DON'TS

At Etisalat Egypt by e&, we always strive to create a diverse and inclusive work environment, reinforce kindness and ignite a sense of empathy, starting from within. We are committed to creating a safe and harmonious workplace which fosters respect and integrity and we encourage you all to uphold our company values and act in professional conduct. We are certain that our Anti-bullying and Harassment Campaign has been a valuable and eye-opening experience for many of you. So always remember, only you can help change that.

- Develop respectful workplace relationships through direct, positive and respectful communication.
- Do not respond to or engage in disrespectful communication.
- Accept differences.
- Be respectful of differences.
- Address issues and changing team dynamics proactively.
- Targeted comments or claims that others are not doing enough.
- Trust others with dignity and respect.
- Comments or remarks related to race, ethnicity, gender, age, disability, sexual orientation, etc.

ONLY YOU CAN HELP CHANGE THAT.

SpeakUp@etisalat.com

etisalat by e&

ONLY YOU CAN HELP CHANGE THAT.

Bathroom

[ˈbɑːθˌruːm]

A place to dispose everything *but* your feelings.

If you've experienced any bullying or harassment, talk to us through **SpeakUp@etisalat.com**



Moments of Appreciation

e& recognition week:
Thank You for Going Above and Beyond

#AppreciateEveryMilestone



etisalat and



Days of Appreciation

e& recognition week:
Thank You for Going Above and Beyond

#AppreciateEveryMilestone



etisalat and



Hours of Appreciation

e& recognition week:
Thank You for Going Above and Beyond

#AppreciateEveryMilestone



etisalat and



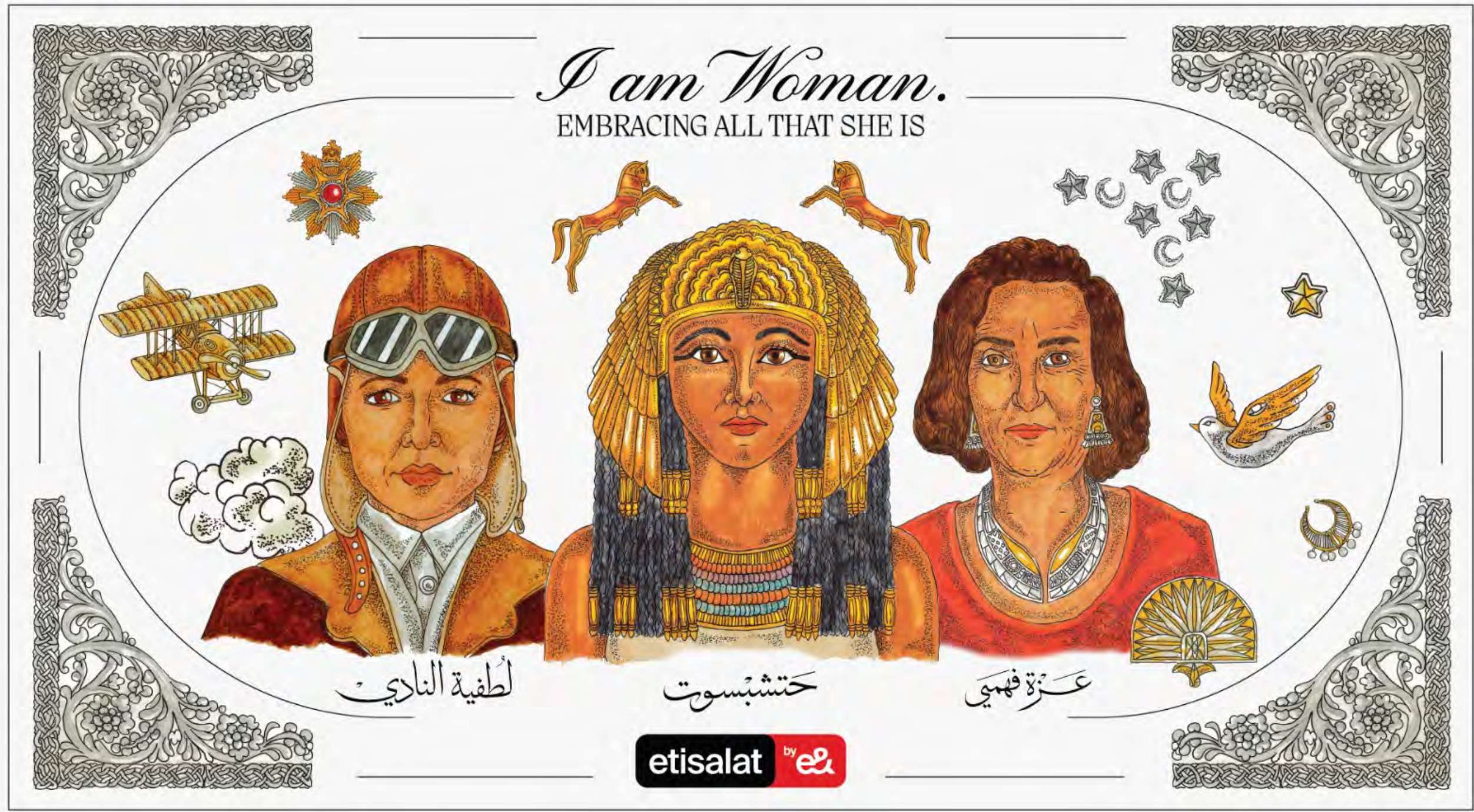
**FIND YOUR
POTENTIAL
THIS SUMMER**

Be Part of Gen e&
Explore and Write Your Own Summer Story!

etisalat by e&

SHEDDING LIGHT ON THE IMPORTANCE OF DIVERSITY & INCLUSION.

Honoring our past and present through role models that lead the way throughout history.



BRINGING CORPORATE CLOSER TO HUMANS.

Creating an awareness and engagement campaign to bring Etisalat by e& Egypt's culture into play.

etisalat by e&

I AM CONFIDENT IN MY SKILLS AND ABILITIES

TO EXCEL IN MY WORK.

etisalat by e&

CUSTOMER CENTRICITY

WE EMBRACE CUSTOMER CENTRICITY AS ONE OF OUR CORE VALUES

etisalat by e&

COLLABORATION

WE EXIST TO SERVE OUR CUSTOMERS.

etisalat by e&

AGILITY

WE ARE ALERT, FAST AND INNOVATIVE

etisalat by e&

CUSTOMER CENTRICITY

THE MOST IMPORTANT SINGLE THING IS TO FOCUS OBSESSIVELY ON THE CUSTOMER

etisalat by e&

STAY STRESS FREE AND PROTECT YOUR ENERGY!

REMINDER: TAKE SOME "ME TIME."

SOAK UP THE SUNLIGHT

DARE FOR A PLANT

TALK TO A FRIEND

EAT SOMETHING SWEET

WRITE YOUR HEART OUT

etisalat by e&

MAINTAIN WORK LIFE BALANCE

etisalat by e&

I CHOOSE PEACE

OVER PERFECTION

etisalat by e&

LEADERSHIP

LEADERS BECOME GREAT, NOT BECAUSE OF THEIR POWER BUT BECAUSE OF THEIR ABILITY TO EMPOWER

etisalat by e&

LEADERSHIP

WE ADMIT MISTAKES AND LEARN FROM THEM.

etisalat by e&

AGILITY

WE EMBRACE AGILITY AS ONE OF OUR CORE VALUES

etisalat by e&

COLLABORATION

WE EMBRACE COLLABORATION AS ONE OF OUR CORE VALUES

etisalat by e&

5 STRESS-BUSTING TECHNIQUES FOR A HAPPIER YOU!

FIND THE WRITER IN YOU & JOURNAL YOUR THOUGHTS

LISTEN TO CALMING MUSIC

TAKE A DEEP BREATH

LET LOOSE & STRETCH A LITTLE

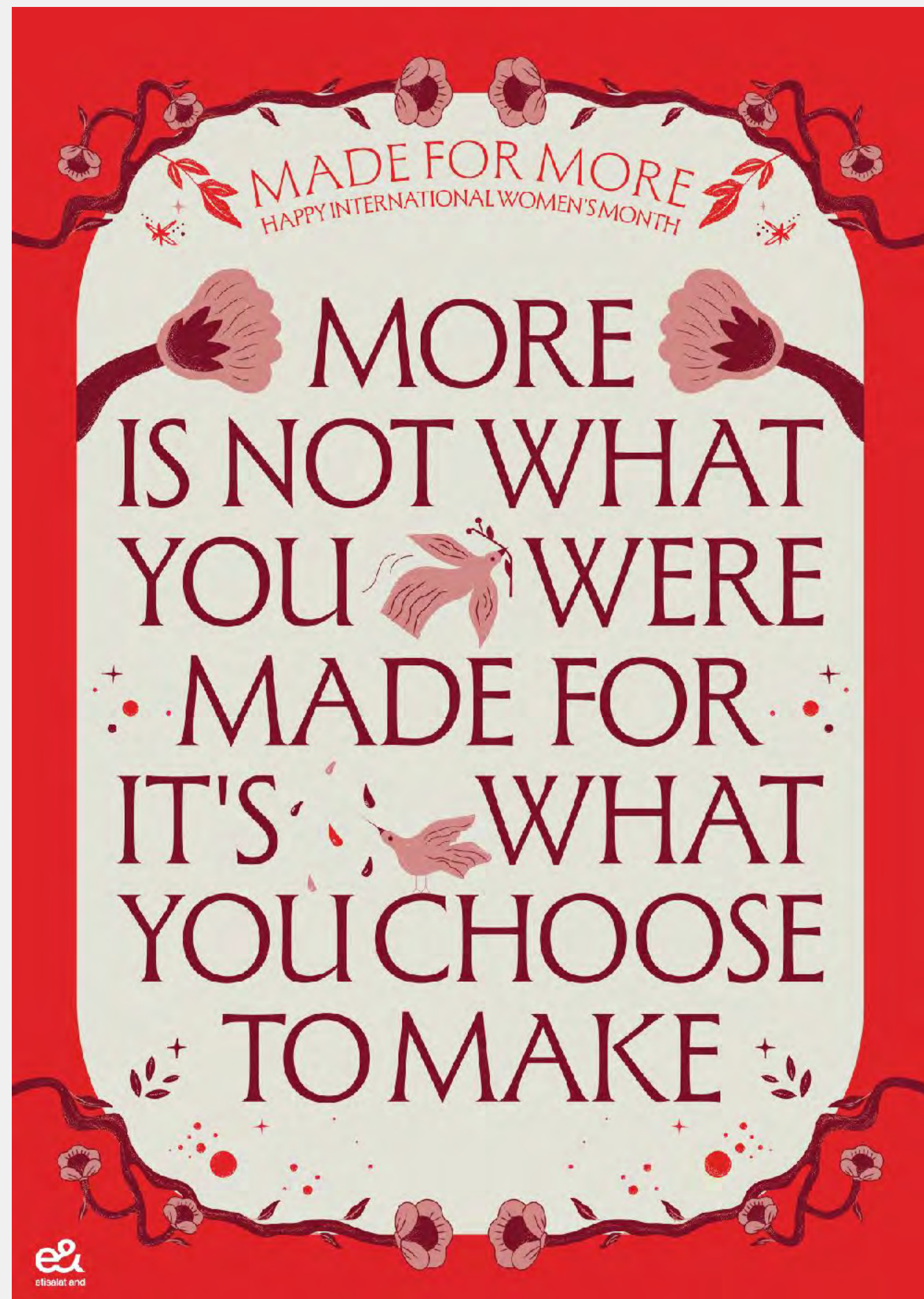
HIT THE STREET & GO FOR A WALK

etisalat by e&

MAINTAIN WORK LIFE BALANCE

**EVERY YEAR A
DIFFERENT CONCEPT,
DIFFERENT PURPOSE
TO CELEBRATE
WOMEN**





CHAPTER/ 02 OUR APPROACH



what our partnership aims to do...

**Investing in the entire
journey, from awareness to
authority and advocacy.**

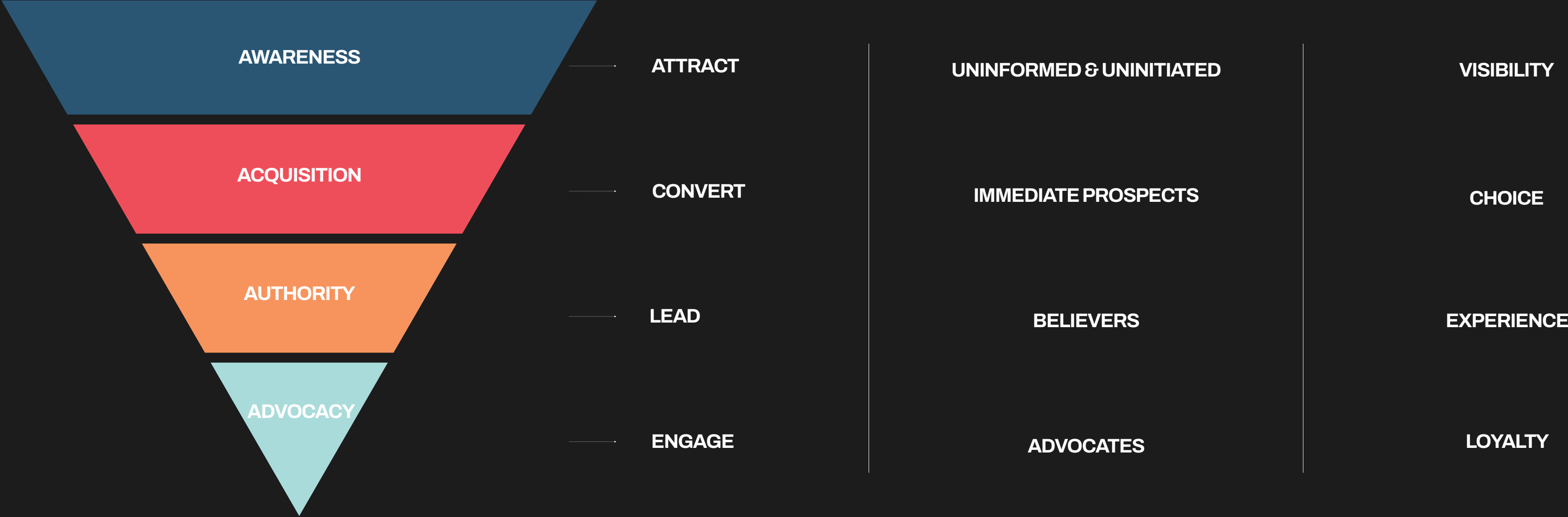
**With a
focus on**

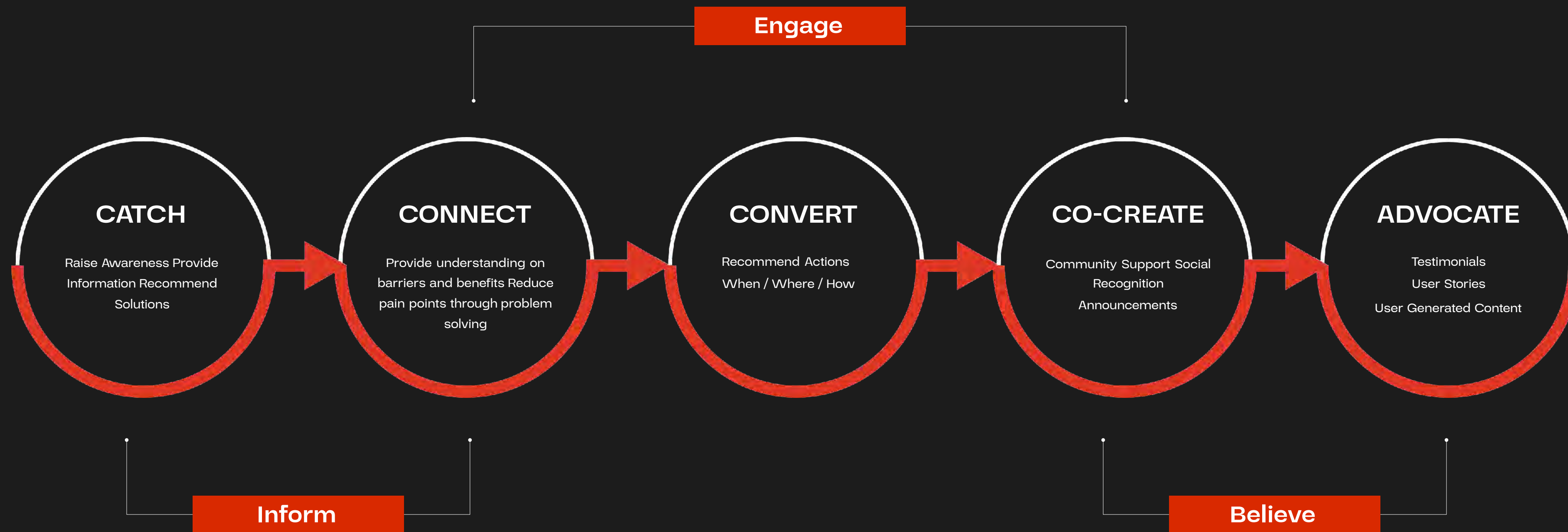
**Powerful
Storytelling** +

Community +
Building

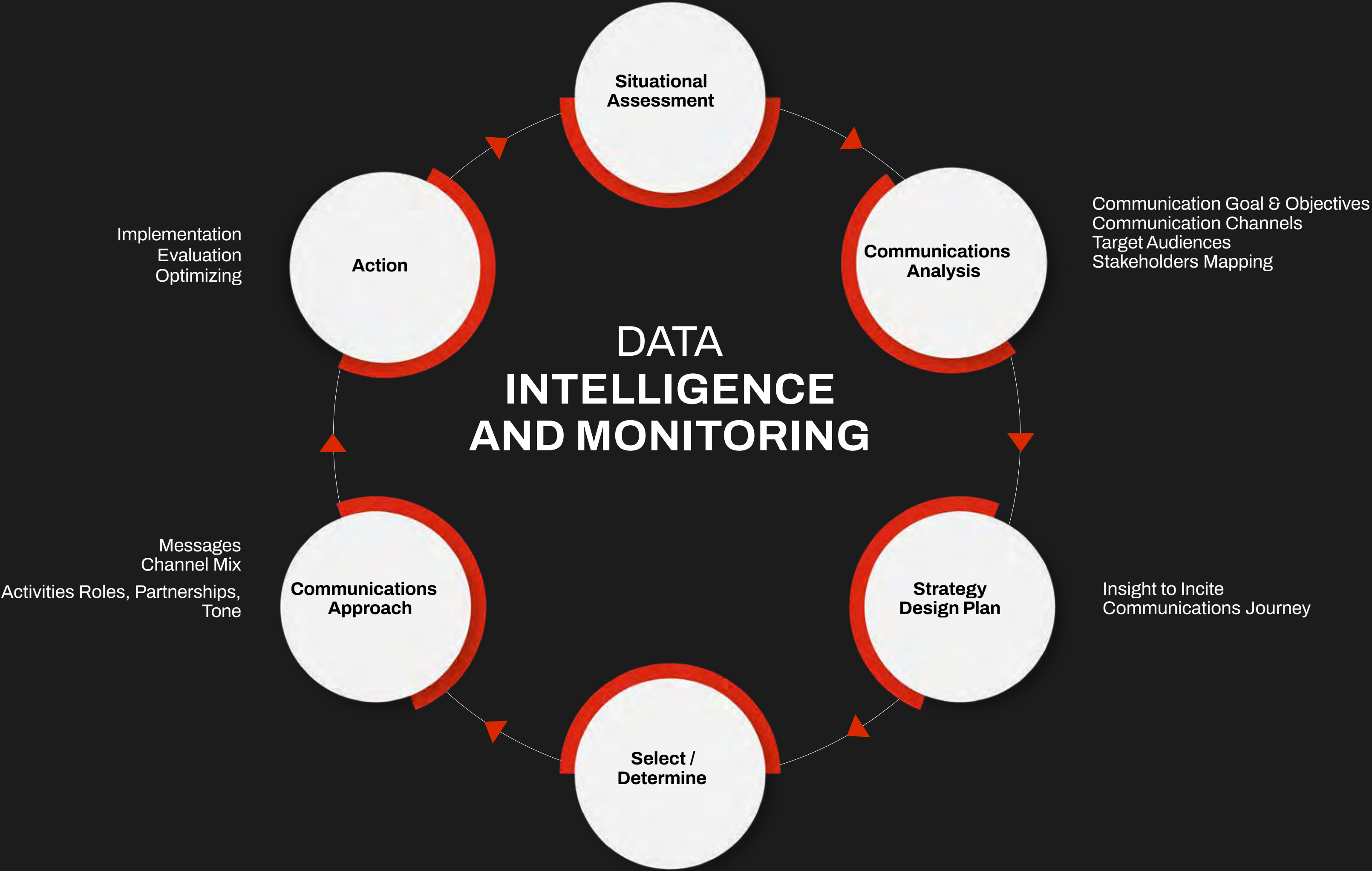
**Experiential
Branding**

**Working
across
the funnel.**





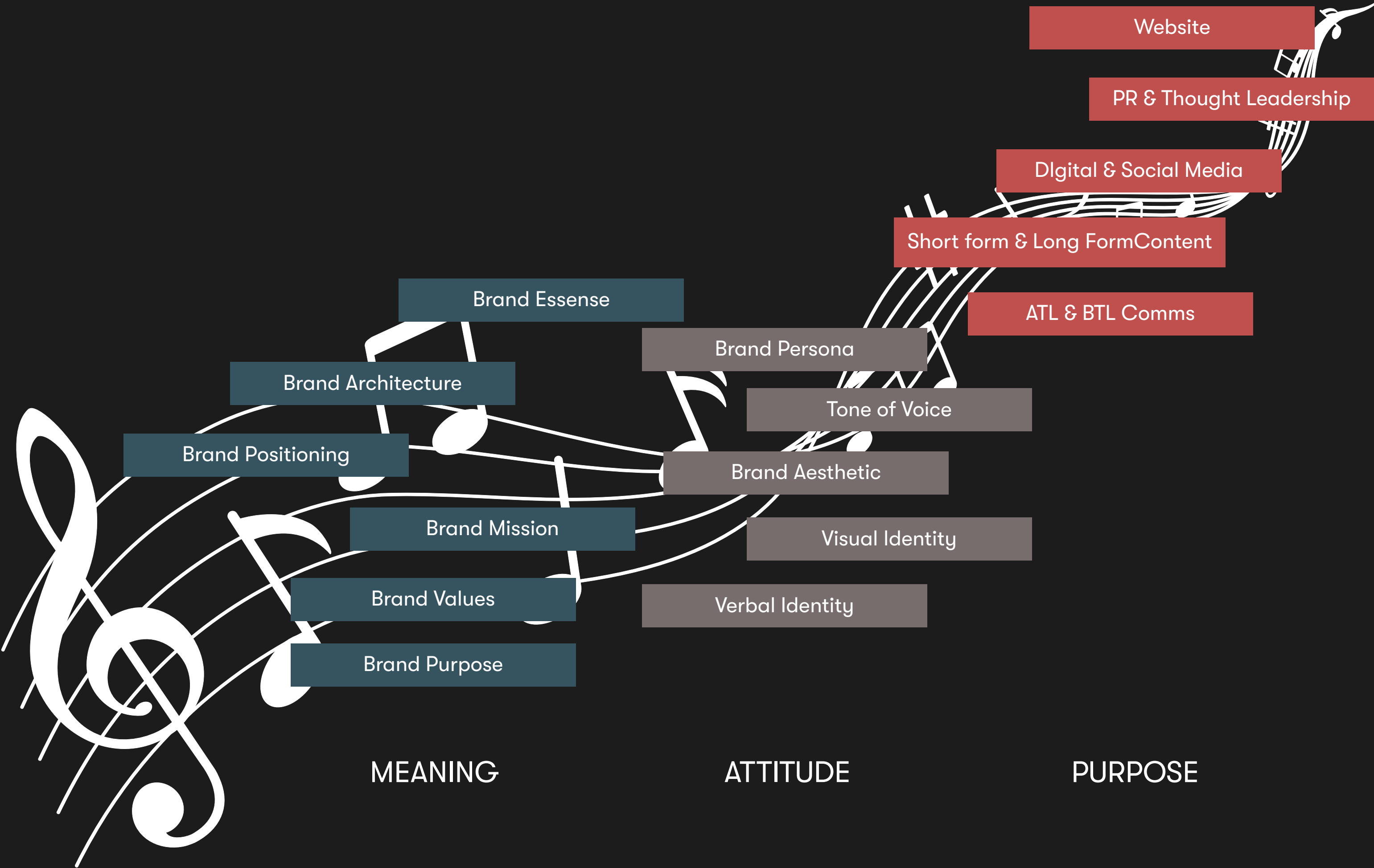
**Through
the ACADA Model.**



Our Strategic Framework

The Brand
M.A.P Symphony

Our Guiding Process to
orchestrating an integrated
holistic communications
implementation, with
implementing partners.



**NOW
LET US GET
OUR STORY
RIGHT.**

the power to build

WE EXIST BECAUSE WE BELIEVE IN BEING THE CATALYSTS FOR POSITIVE CHANGE, SUPPORTING BRANDS WITH PURPOSEFUL STRATEGY AND EFFECTIVE, INTEGRATED PLAN FOR IMPLEMENTATION. YES, WE TELL STORIES, BUT WE DO IT BY UNDERSTANDING THE BUSINESS, THE INDUSTRY AND THE PEOPLE WE ARE TALKING TO.

intuition