

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.

DEEP UNDERSTANDING OF DIVERSE MARKETS

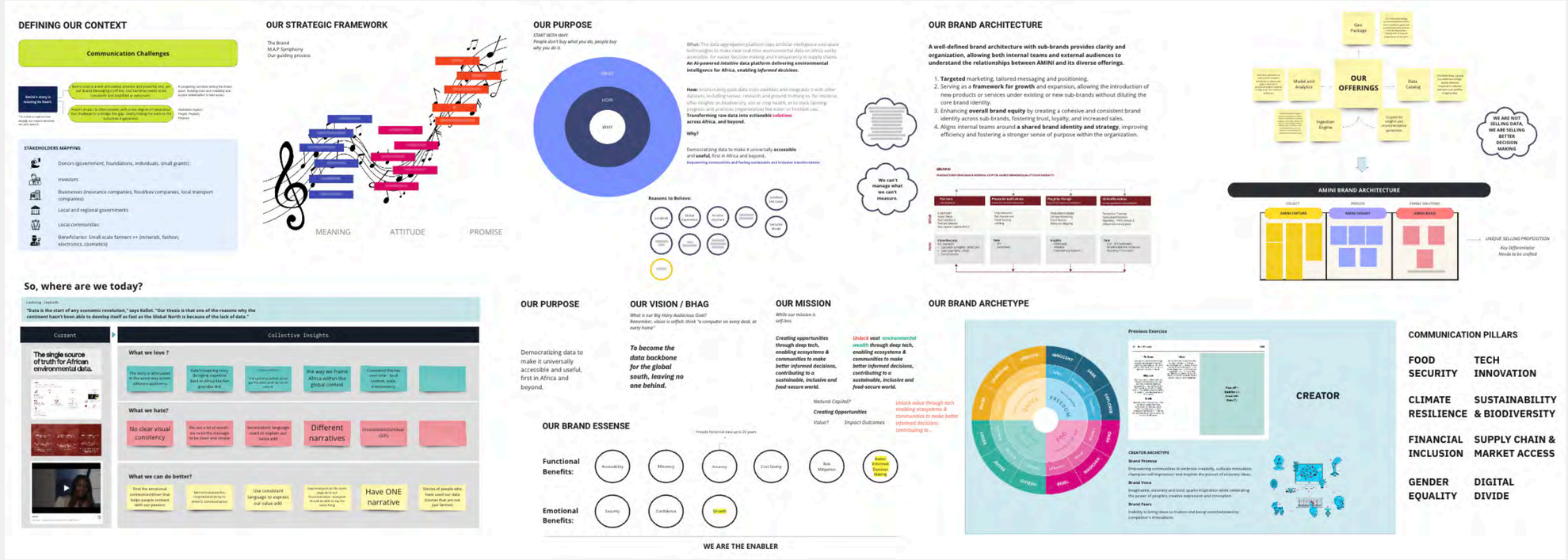
We partner with our clients to uncover their brand's full potential, gaining a thorough understanding of their challenges and empowering them to leverage their brand as a strategic asset for achieving business goals.



intu1tron

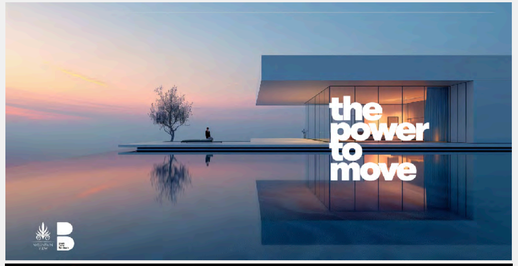
UNCOVERING ACTIONABLE INSIGHTS WITH YOU, FOR YOU.

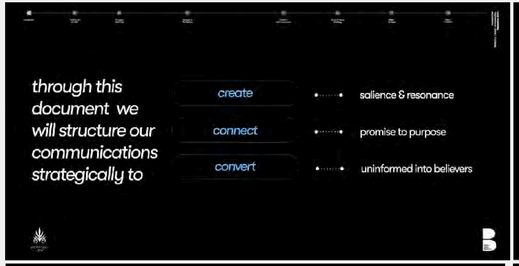
Amini Brand Strategy Workshop
in partnership with Beyond Representation

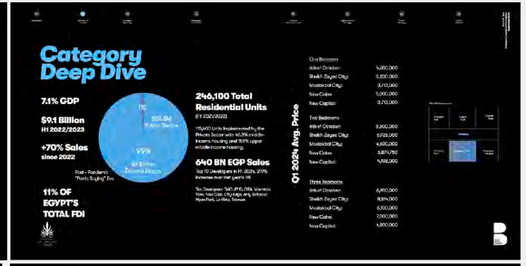


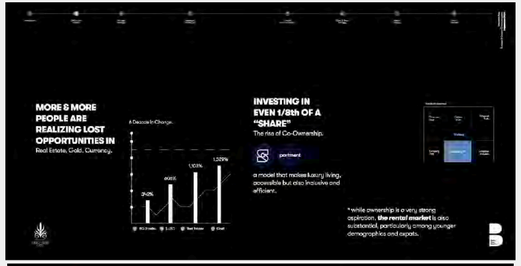
BUILDING A GLOBAL DESTINATION WITH REAL ESTATE

Mountain View
Project Nile Strategy Development

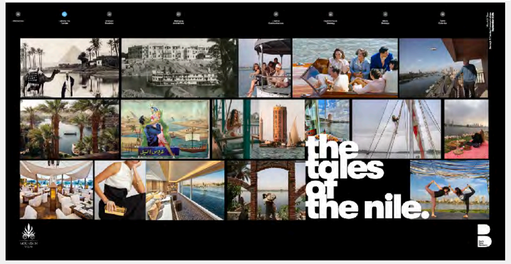




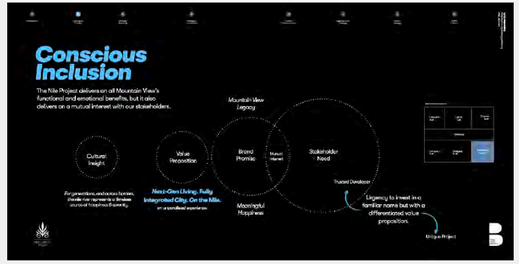












BUILDING A BEHAVIOR BRAND THAT DOES, THEN SAYS.

The National Training Academy
Communications and Brand Strategy













SUPPORTING REGIONAL BRANDS TO EXPAND.

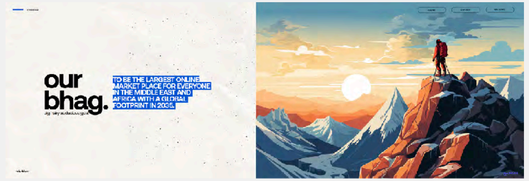
4Sale - Corporate Communications & Employer Branding Strategic & Creative Framework









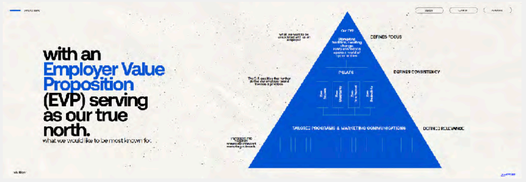
















CRAFTING CHANGE IN A LOST CATEGORY

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



استنادا إلى الهدف الاستراتيجي لأنظمة التعليم الفني الجديد ونتائجه المرتقبة، يتمثل هدف الاتصال التسويقي الاستراتيجي في "**خلق الوعي بشأن أنظمة التعليم الفني الجديد من خلال التعليم المزدوج المُحسّن، وإظهار تميزه بشكل واضح. واستقطاب أعداد أكبر من المُتدربين**"من خلال تغيير طريقة التفكير في النظام، وتقديم وصف شامل وتحديد رسائل تسويقية للتوعية و لاختيار المنصات التي تصل المستفيدون. .

من خلال دعم وتعزيز وتوسيع نطاق الدعوة، يُمكن لمُمارسة طريق الاتصال التسويقي مساعدتنا في وضع شبابنا في صميم جدول الأعمال الإنمائي المصري، بما يدعمهم ويدعمهم إلى المبادرة.

إعادة تشكيل المهارات:

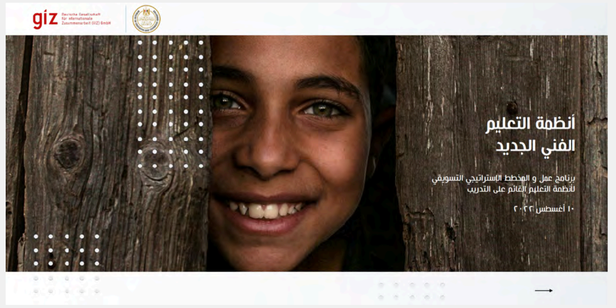
مهارات أفضل وظائف أفضل تعليم أفضل

من خلال إتاحة التعليم لكل الأطفال، وضمان اكتسابهم للمهارات المطلوبة لمشاركة كاملة وفاعلة في المجتمع، يمكن زيادة إجمالي الناتج المحلي في البلدان منخفضة الدخل بمعدل 28٪ سنويا، وبنسبة 16٪ سنويا في البلدان مرتفعة الدخل، على مدى الثمانين (80) عاما المقبلة.

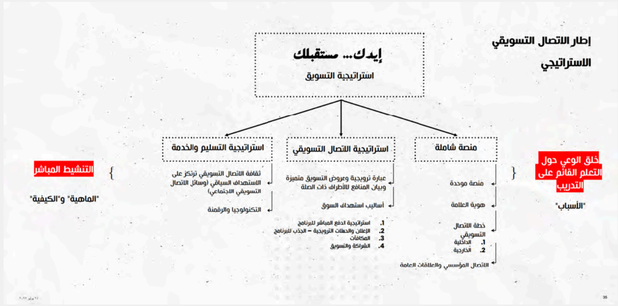
وفقًا عن ذلك، أعلن سيادة الرئيس "عبد الفتاح السيسي" عام 2019 عامًا للتعليم وعام 2020 عامًا للصناعة، داعيًا إلى إتاحة تعليم تأهيلي أفضل، وإعداد الأطفال لسُبل وظائف المستقبل، والتخصصات الفنية، والمعنى التجارية والحرفية بما يلبي احتياجات العمالة للشركات المصرية والأجنبية.

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

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





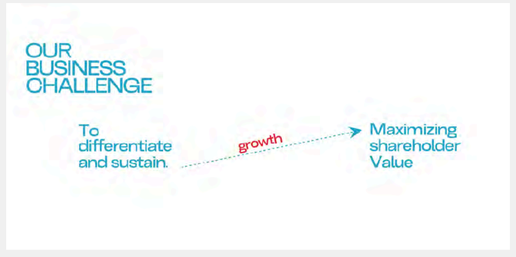




SETTING BUSINESSES UP ON A GROWTH TRAJECTORY

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



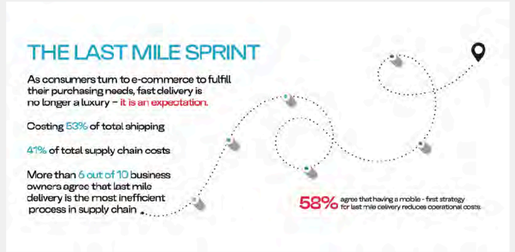


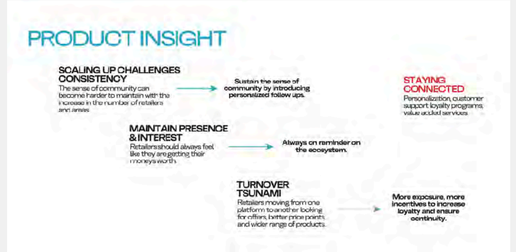












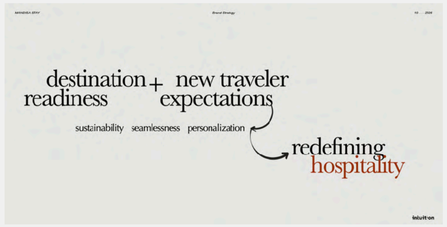
BUILDING A BRAND IN A NEW & GROWING CATEGORY

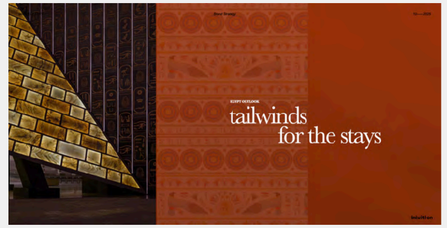
Mandisa Stay; serviced apartments in Cairo, Gouna & North Coast



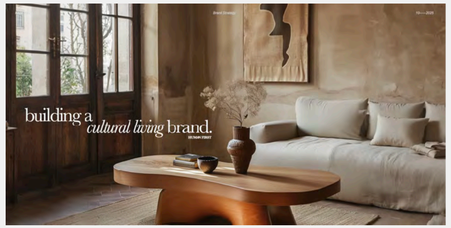


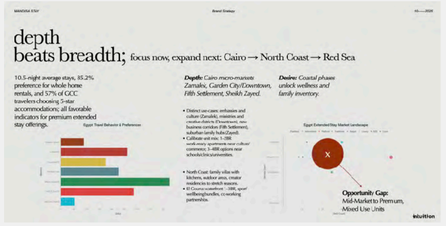
















A SECOND CHANCE FOR A LEGACY FAMILY BUSINESS

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





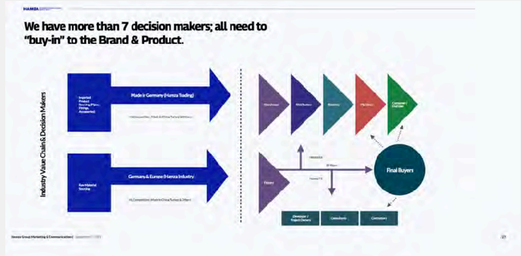












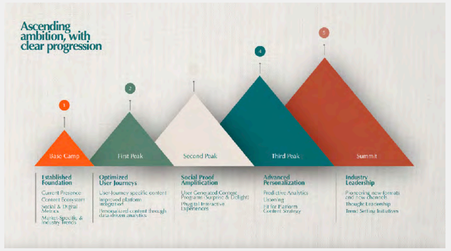
A COMPLETE REBRANDING FOR A DESTINATION

Desert Rose Hurghada
Destination Communications Strategy

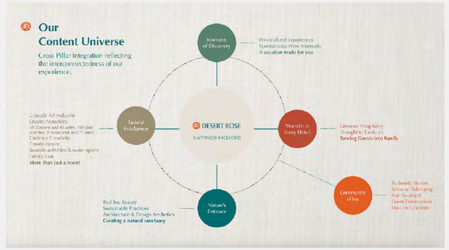


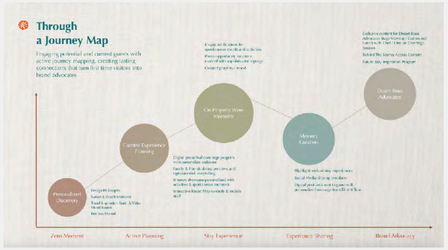










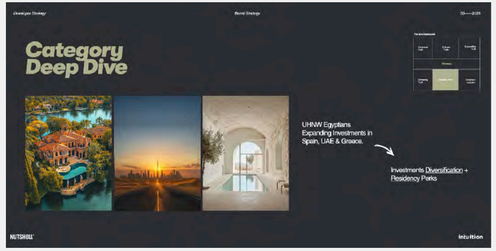


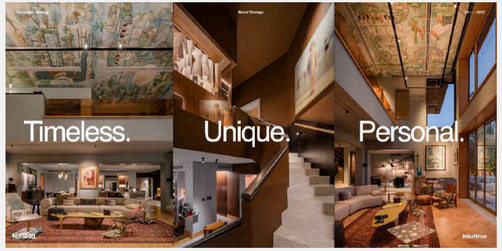


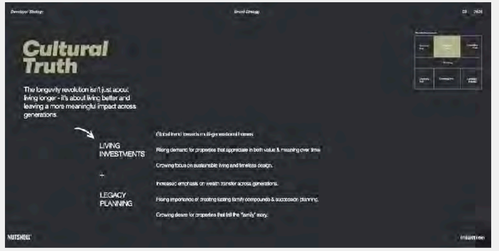
STANDING OUT IN A VERY COMPETITIVE MARKET

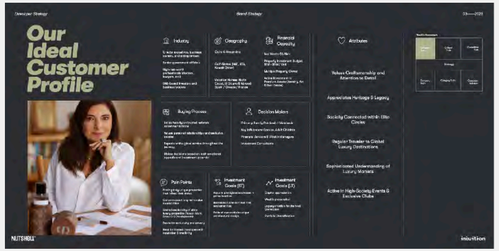
New Real Estate Developer Strategy Build





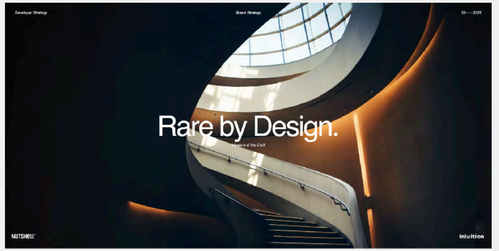






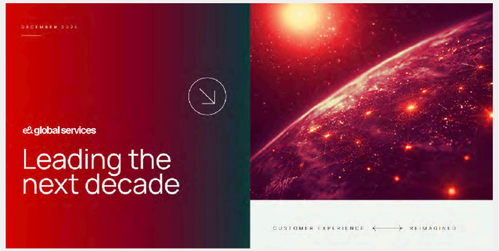




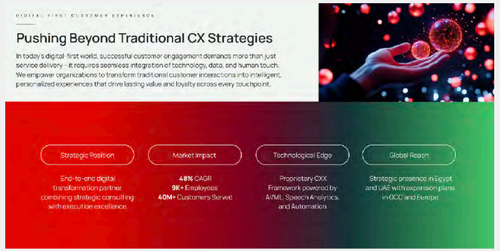


HUMAN TO HUMAN CORPORATE STRATEGIES

e& Egypt and subsidiaries including e& Global Services



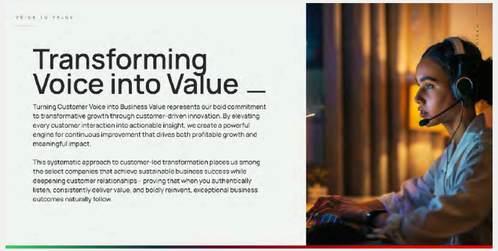


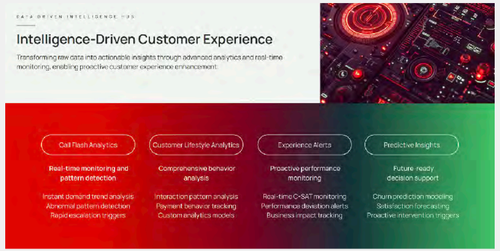


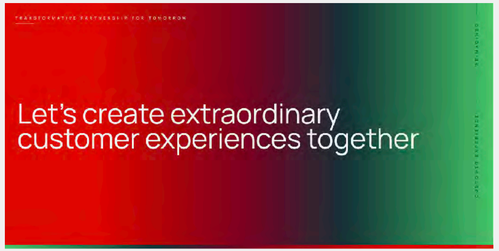












SUPPORTING HOMEGROWN BRANDS TO EXPAND

Kashier - Marketing & Communications Strategic & Creative Framework









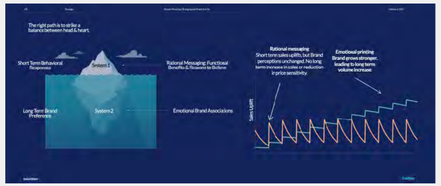














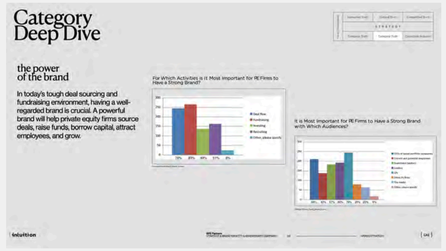


A LEGACY PRIVATE EQUITY VENTURING INTO THE MODERN WORLD

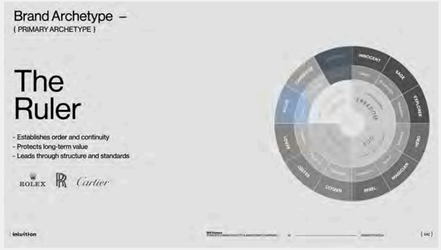
BPE- Marketing & Communications & Branding Strategic & Creative Framework

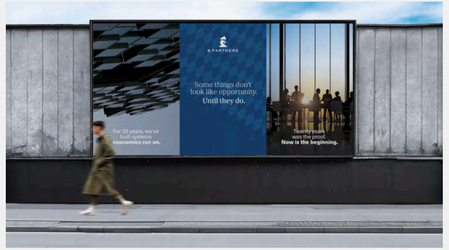


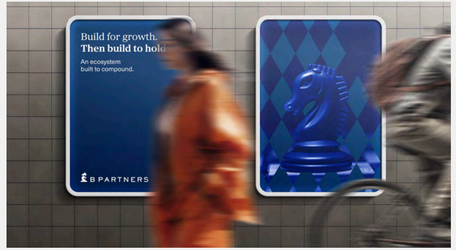








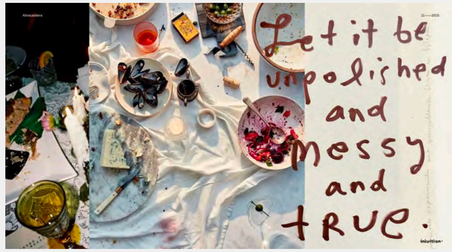




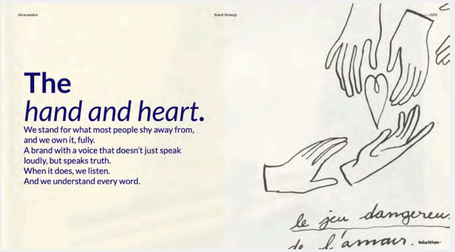


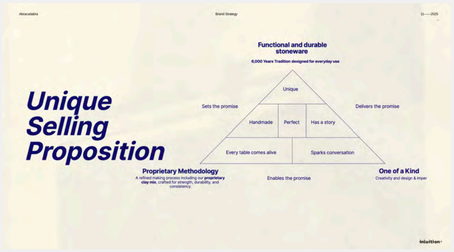
A HOSPITALITY BRAND RETAILING TO END USER

ABRACADABRA- Marketing & Communications & Branding Strategic & Creative Framework

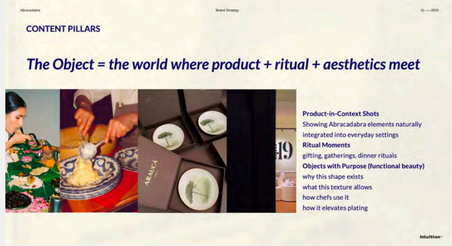




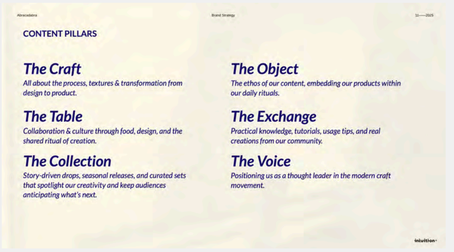


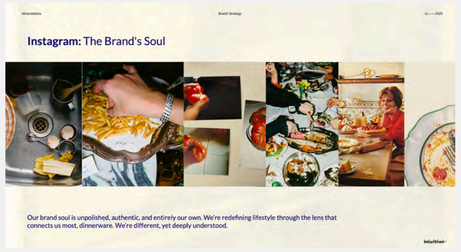


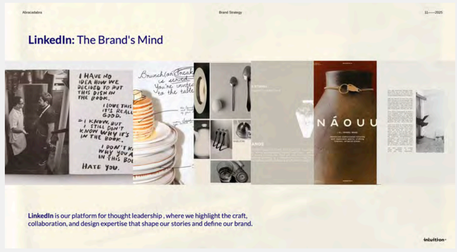












BRAND STRATEGY WORKSHOPS

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

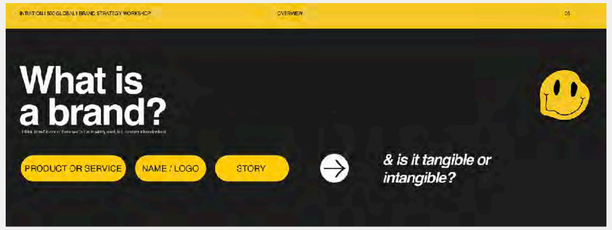
// We analyze, refine, and align your brand elements for maximum impact.

// 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.

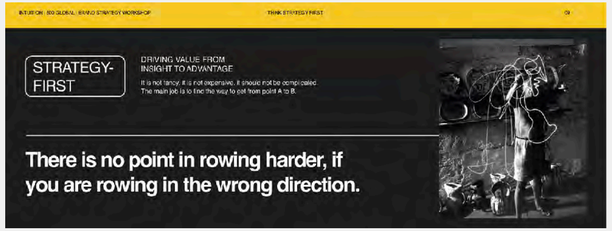
THE AMERICAN UNIVERSITY IN CAIRO

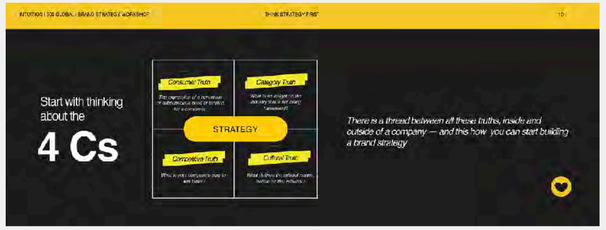






FLAT6LABS





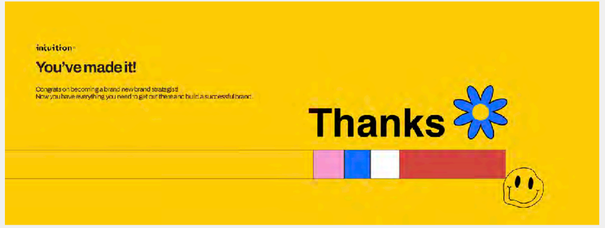


500

Neol





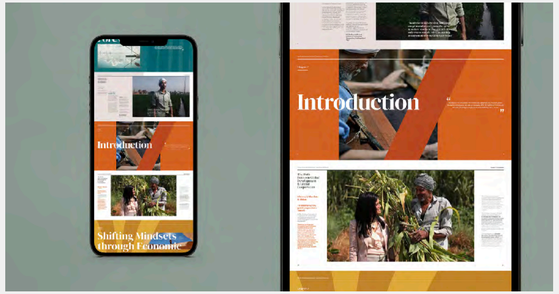


COLLECTIVE STRATEGIC + DESIGN SOLUTIONS

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

intuition

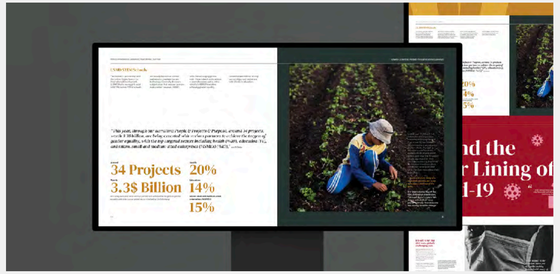
IMAGINE THE GOVERNMENT OF EGYPT WINNING A GLOBAL WEBBY AWARD.









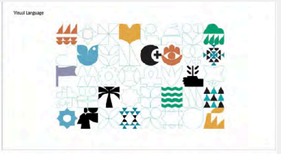








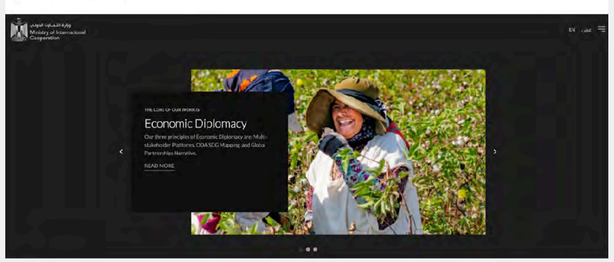




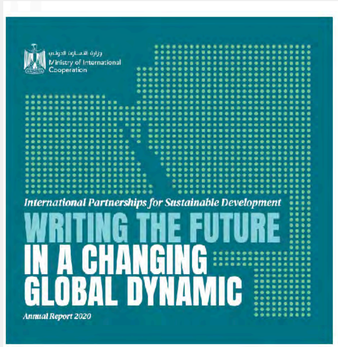




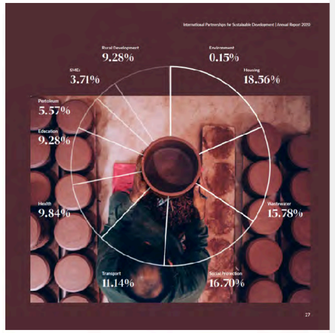




RESHAPING THE WAY THE PUBLIC SECTOR SPEAKS.















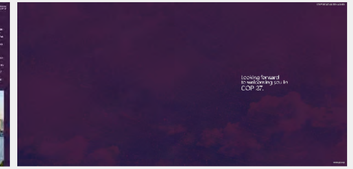














NATIONAL TRAINING ACADEMY
الأكاديمية الوطنية للتدريب

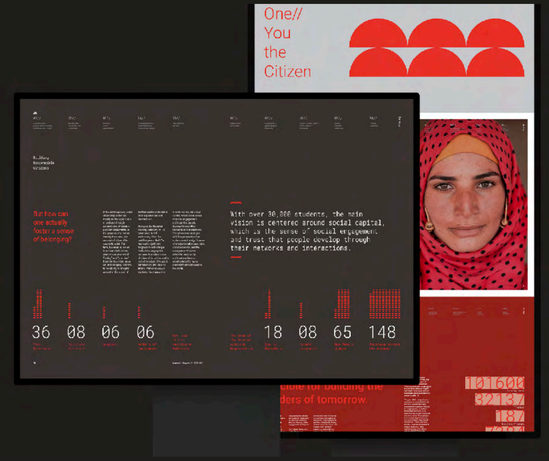
Forging the Future Forward// Live. Learn. Belong

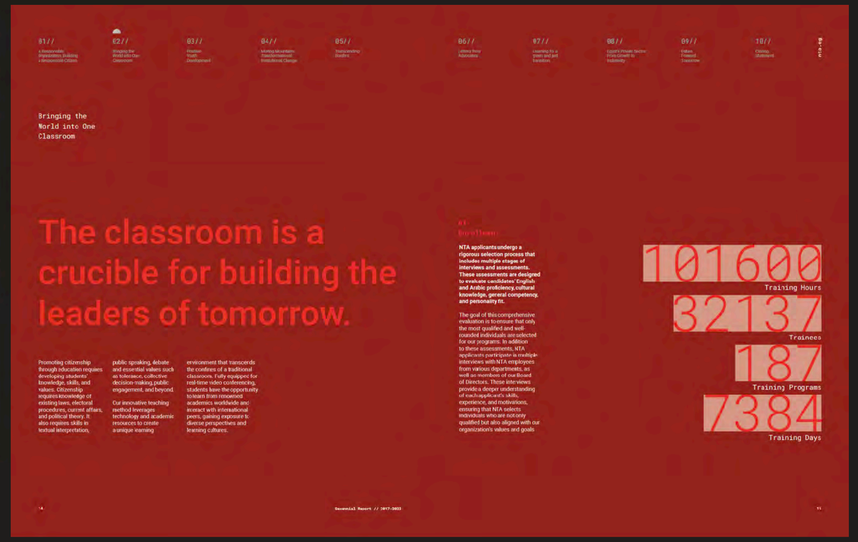
nta.eg

Sexennial Report // 2017-2023









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




Egypt
IT'S ABOUT TIME TO DISCOVER
WHITE DESERT, EGYPT


Egypt
IT'S ABOUT TIME TO EXPERIENCE
SIWA, EGYPT


DAHAB, EGYPT
IT'S ABOUT TIME TO CONNECT
Egypt


SHARM EL-SHEIKH, EGYPT
IT'S ABOUT TIME FOR YOU
Egypt


IT'S ABOUT TIME FOR A THRILL
ALEXANDRIA, Egypt
SIWA, Egypt


Egypt
×
BEAUTIFUL
DESTINATIONS


EXPERIENCE EGYPT
WITH
James Asquith


#PEOPLE to PEOPLE


EXPERIENCE EGYPT WITH
Calvyn Justus

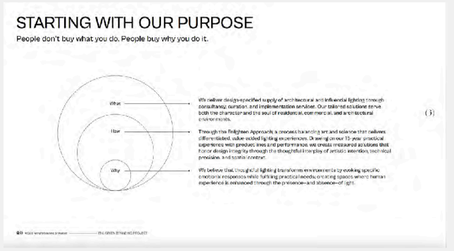
BUILDING THE VISUAL & VERBAL IDENTITY OF OUR BRANDS

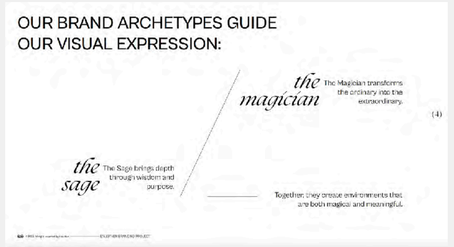


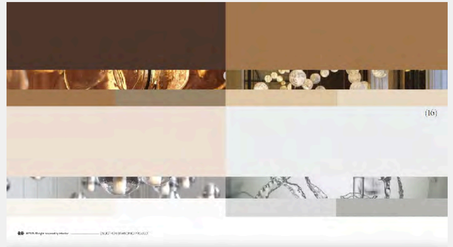
BUILDING THE VISUAL & VERBAL IDENTITY OF OUR BRANDS





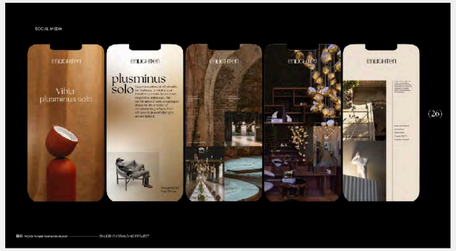


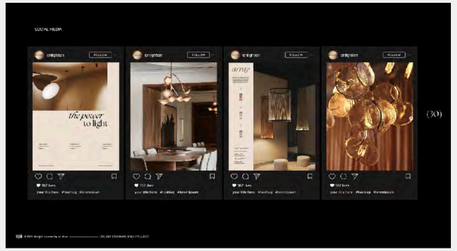
















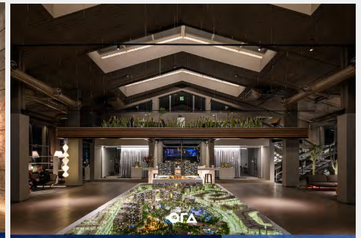


01 enlighten.studio

light maps
the *future*

where light reveals possibility. Every angle calculated to guide the eye from miniature dream to life-sized reality.





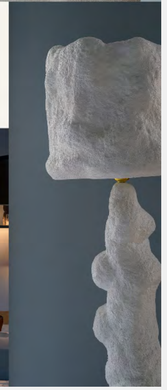




09

curated
moments



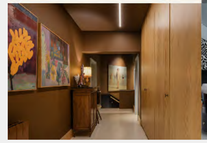




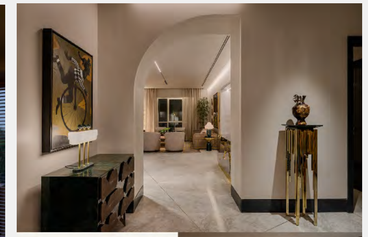
enlighten.studio

art highlighted without distraction. shelves that become galleries under precise beams. windows framed by day, spaces defined by night.



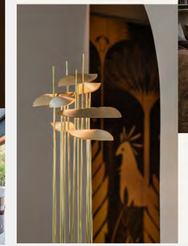


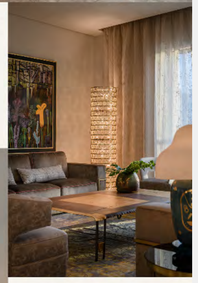




12 enlighten.studio

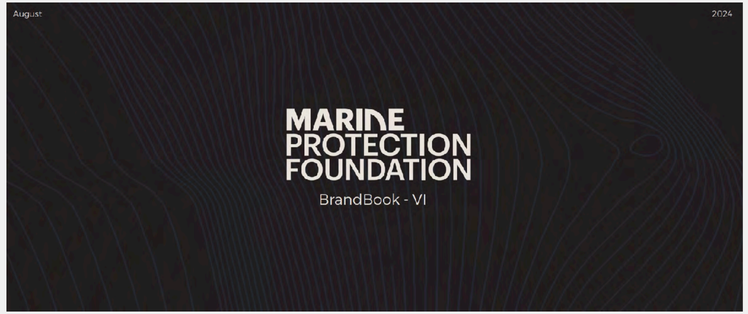
light as a
collector's
piece

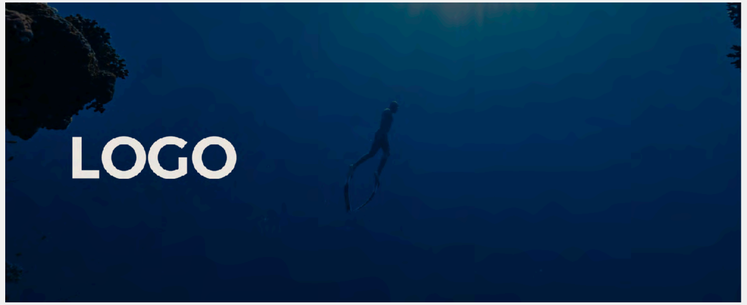


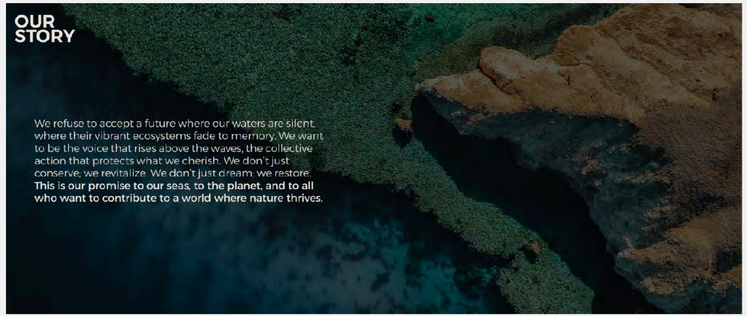


every fixture chosen as deliberately as the art on the walls. sculptural forms that live in the space, not just light it.

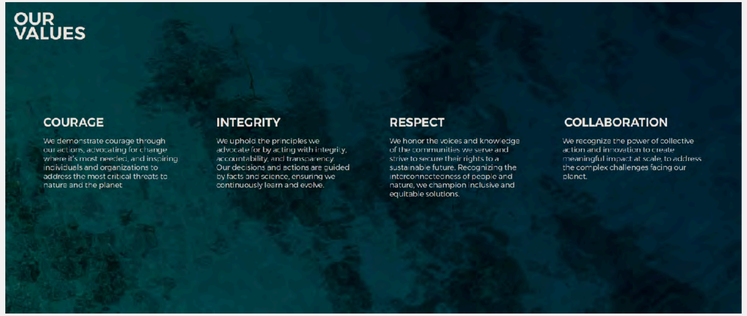
BUILDING THE VISUAL & VERBAL IDENTITY OF OUR BRANDS









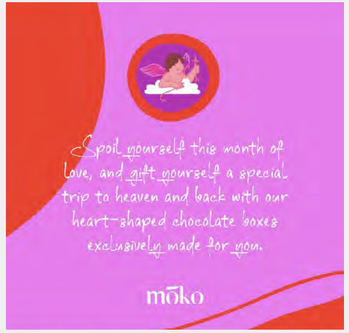




WE'RE ALSO HAVING ALOT OF FUN PLAYING WITH BRANDS.
















WE
ARE
OPEN
DIPLO
NORTH COAST


SUMMERFUSIONS
1/2
moko
ARTISANAL CHOCOLATE

SUMMERFUSIONS

moko



SUMMERFUSIONS

SUMMERFUSIONS
moko
ARTISANAL CHOCOLATE

SUMMERFUSIONS
1/2
moko
ARTISANAL CHOCOLATE

moko

SUMMERFUSIONS
moko

moko
MEMORIES
WORTH
SHARING
كل عام و
انتم بخير
INDULGE IN THE
SWEETNESS OF RAMADAN

1/2
رمضان
كريم
moko
INDULGE IN THE
SWEETNESS OF RAMADAN


mōko
mōko
mōko

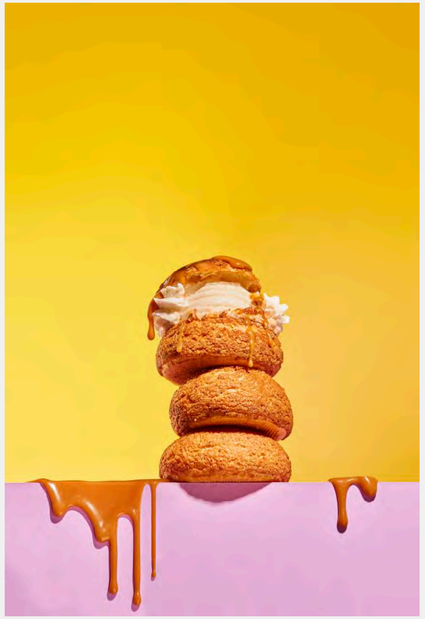

mōko


mōko

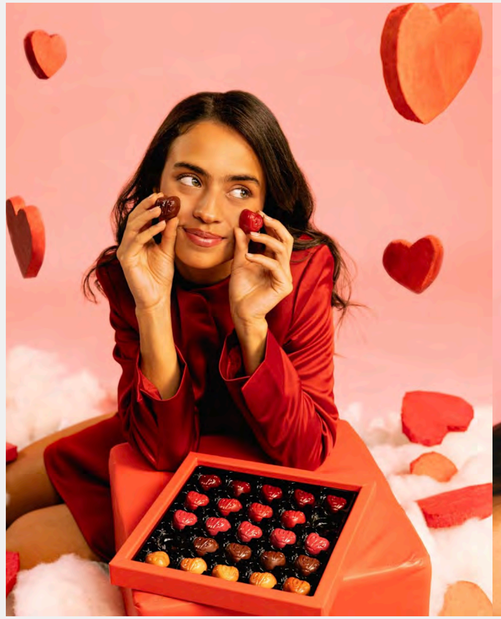

mōko


mōko


mōko
mōko



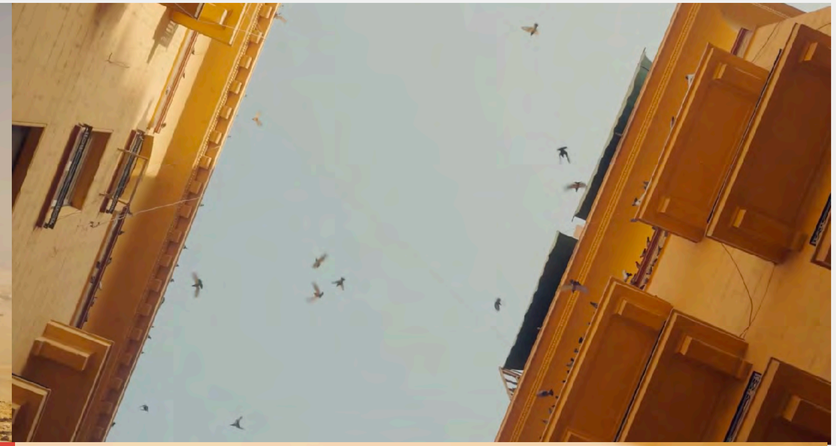
mōko



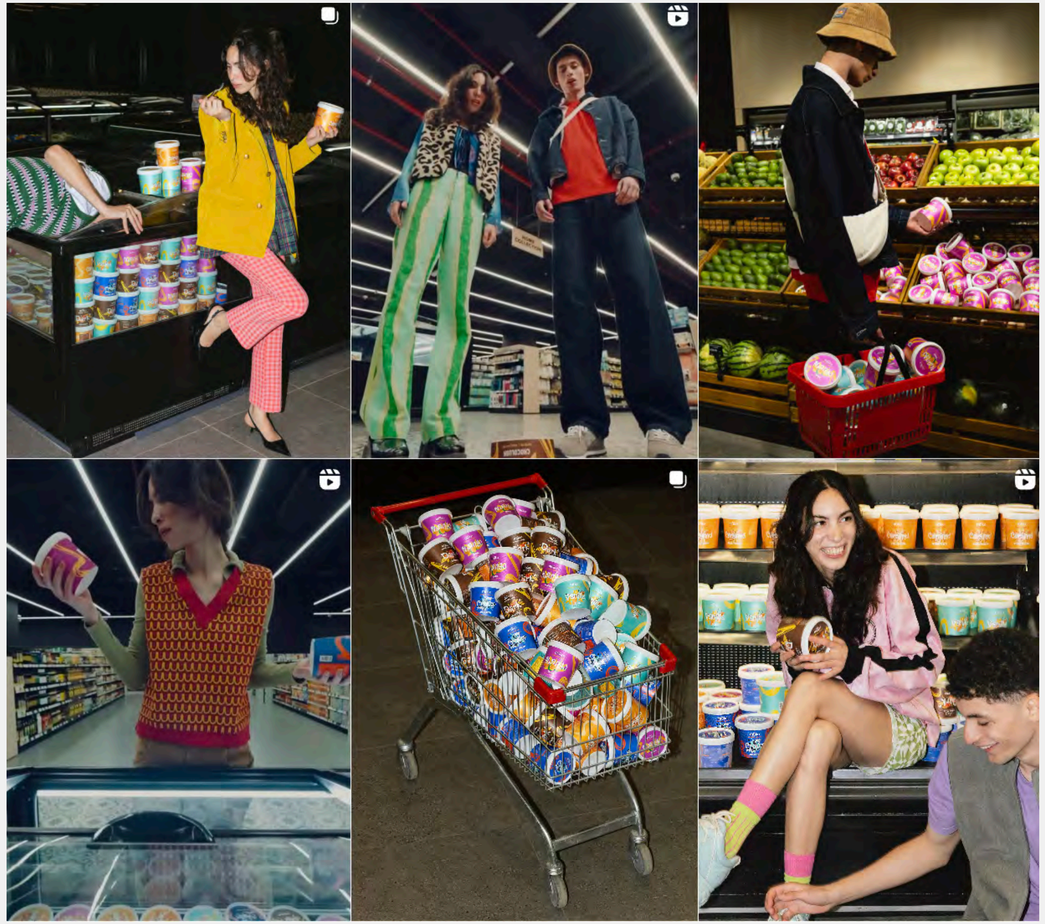
LOVE LITERALLY
mōko



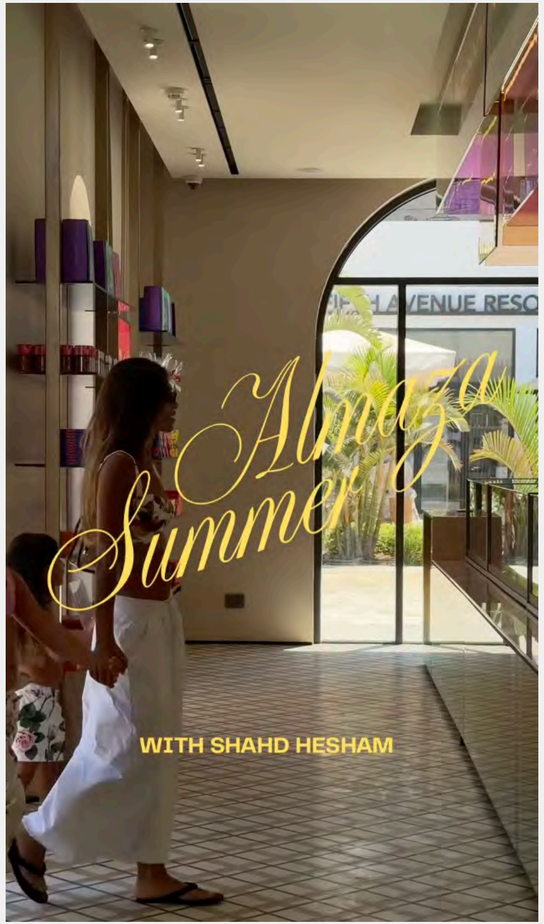
mōko






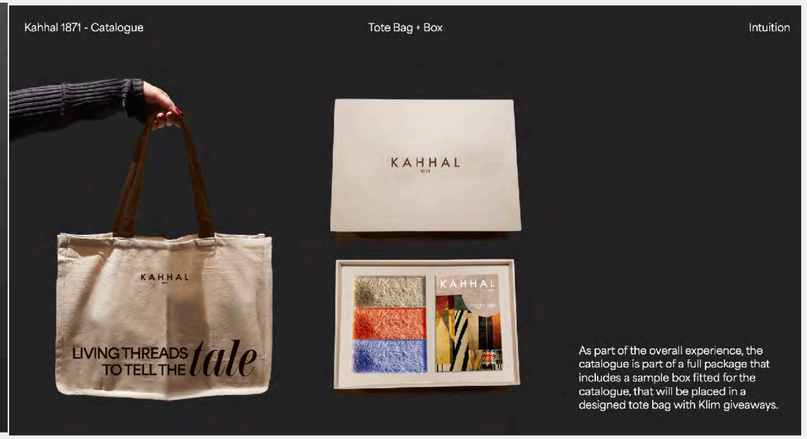





Almaza
Summer
WITH SHAHD HESHAM

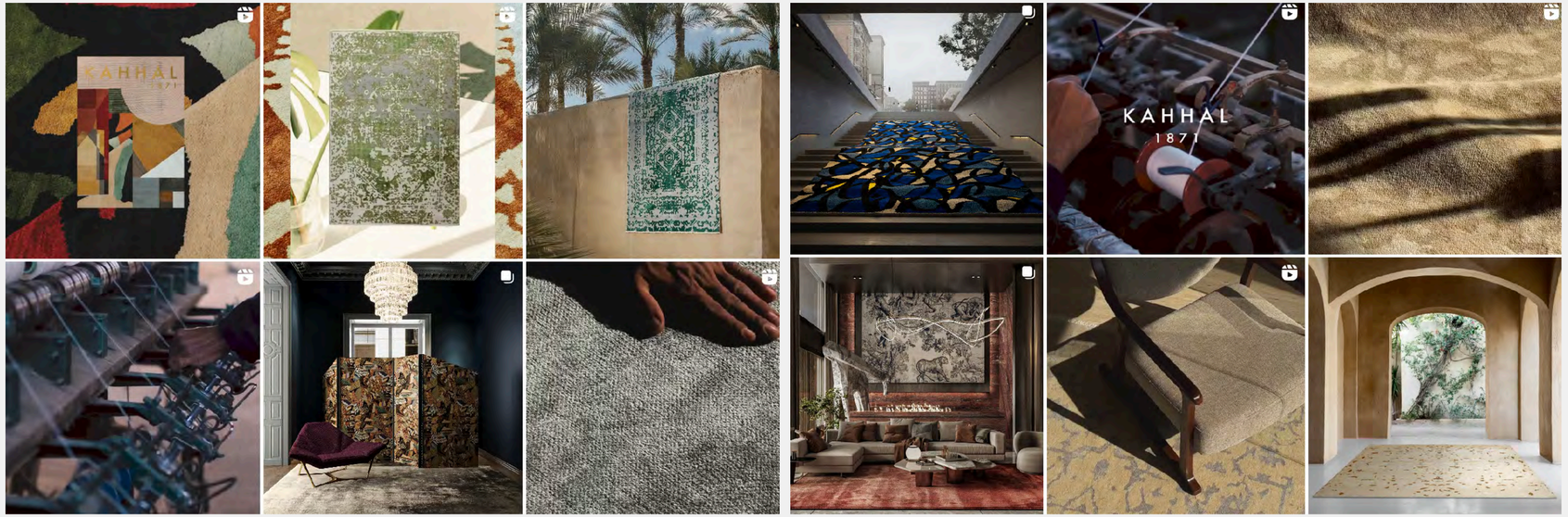
WE'RE ALSO HAVING ALOT OF FUN PLAYING WITH BRANDS.





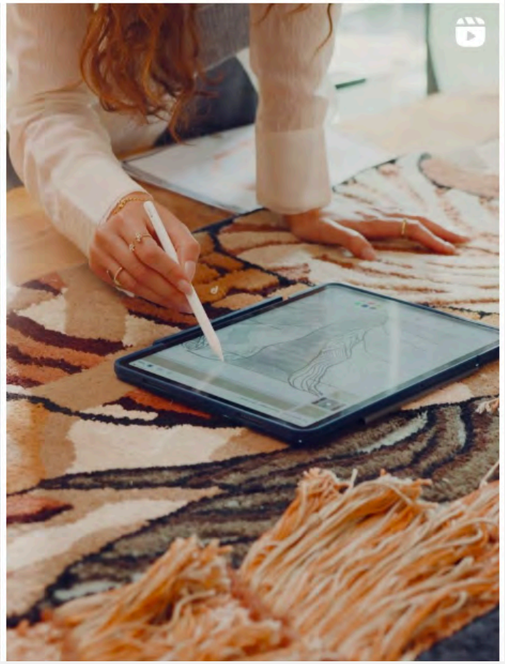


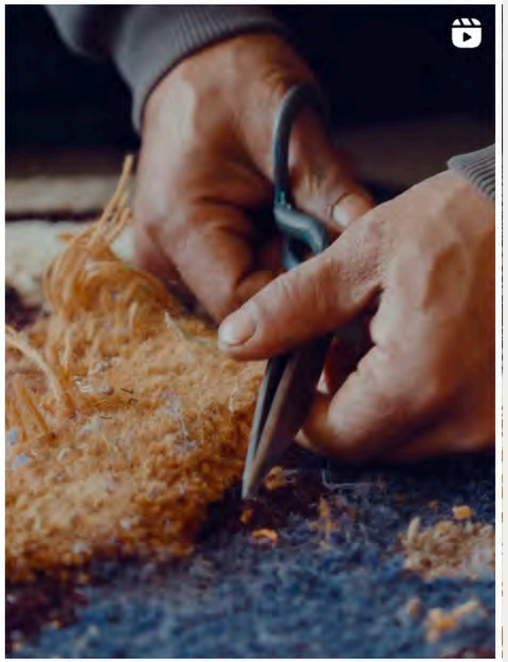
BUILDING ON LEGACY, BUT CURATING A YOUNGER, FRESHER TONE



BUILDING ON LEGACY, BUT CURATING A YOUNGER, FRESHER TONE







CREATING BRANDS, THAT LOVE TO CONNECT



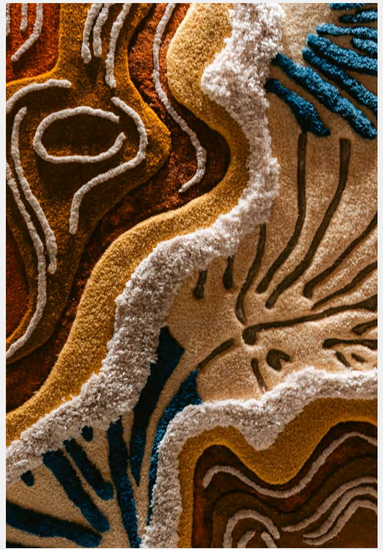


https://vimeo.com/user13940890



CREATING BRANDS, THAT LOVE TO CONNECT

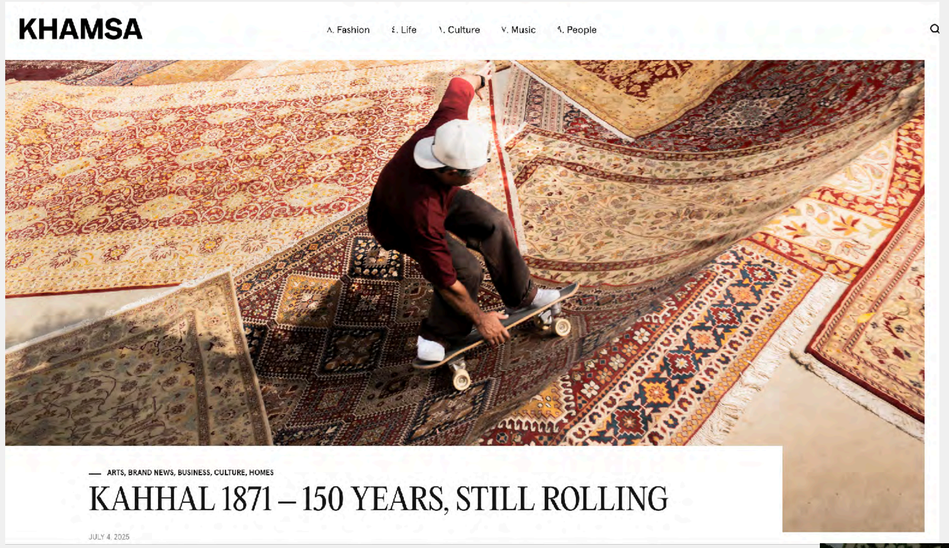











KHAMSA
٨. Fashion
٤. Life
٦. Culture
٧. Music
٨. People
— ARTS, BRAND NEWS, BUSINESS, CULTURE, HOMES
KAHHAL 1871 – 150 YEARS, STILL ROLLING
JULY 4, 2025

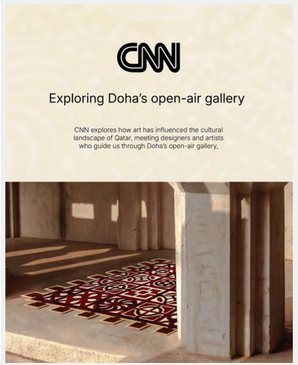

marie claire
Maison
DESIGN
150 Years Still Rolling


GQ
Culture
How Egypt's Oldest Rug Company Is Rolling Into the Future
By Megan Tomov
"I realised that 'heritage' was becoming an overused word, especially in Egypt", says El Kahhal. "We have such an immense history from Ancient Egypt to endless cultural milestones, but sometimes that becomes all we focus on. I started questioning how long we would keep celebrating the same stories without adding our own. As a new generation, I asked myself: how do we leave our mark, stay relevant, and keep evolving?"
Courtesy Kahhal


Forbes
Middle East
Inside Cairo Design Week 2025: KAHHAL1871's 'Brush It Under the Rug' Exhibition
At this year's Cairo Design Week, KAHHAL1871 unveiled "Brush It Under the Rug," an immersive exhibition staged within the historic 1908 Courtyard in the Heliopolis area. The showcase brought together seven designers who translate deeply personal emotional landscapes into woven form, transforming private truths and unspoken narratives into tangible design.


campaign
Middle East
Kahhal 1871, 150 Years Still Rolling campaign sparks dialogue
Hiba Faisal
Kahhal 1871's latest campaign places handcrafted rugs in skate parks, redefining heritage through youth culture and sparking global dialogue.


Threads that reach beyond.
Our latest collections blended their traditional regional fabrications, each carrying our narrative into new colors, new styles, and now, imaginations.


CNN
Exploring Doha's open-air gallery
CNN explores how art has influenced the cultural landscape of Qatar, meeting designers and artists who guide us through Doha's open-air gallery.

TELLING THE STORIES OF SPACE NOT FURNITURE

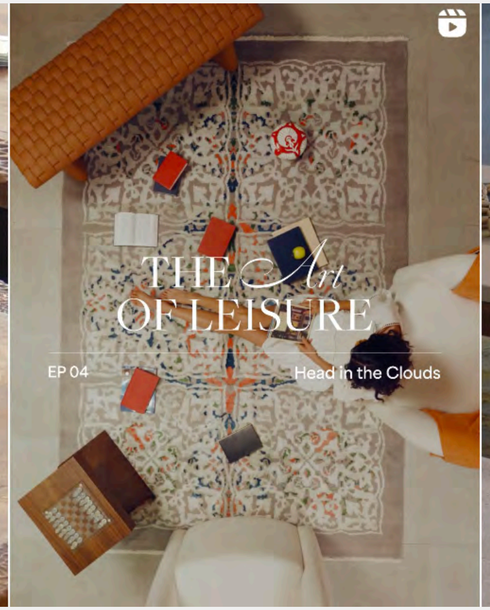


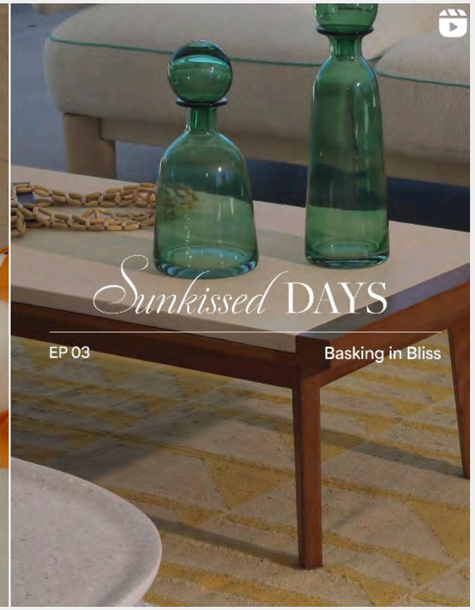
IT ALL STARTED WITH A CHAIR

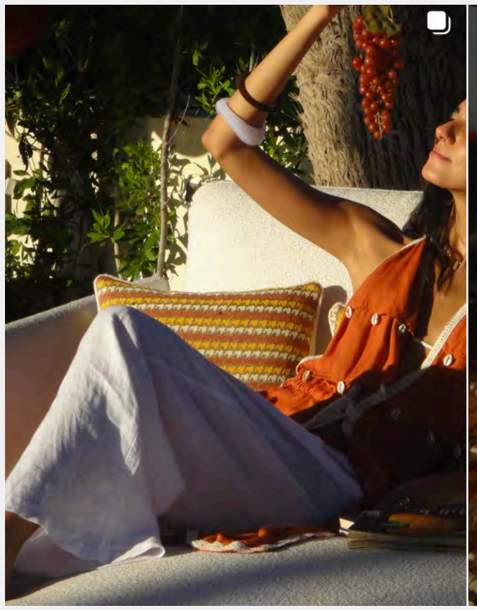


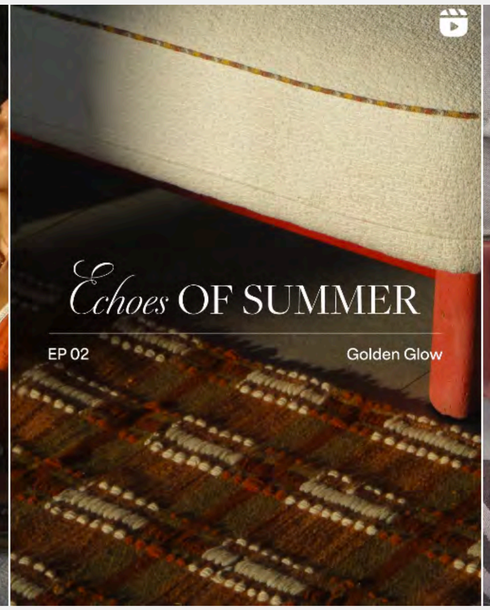
https://drive.google.com/file/d/1Vlurw0PWHI0SMeMtx4aEntMB5RfUzcKK/view?usp=sharing


Morning RITUALS
Peaceful Pauses


THE Art
OF LEISURE
EP 04
Head in the Clouds


Sunkissed DAYS
EP 03
Basking in Bliss




Echoes OF SUMMER
EP 02
Golden Glow


Curated MOM
EP 01

SPACES FOR LIFE

mobica.

SPACES FOR LIVING.

LIVE

THE PERSONAL SANCTUARY

Residential and hospitality spaces demand furniture that adapts to the rhythms of daily life while maintaining aesthetic coherence. Our living solutions blur the boundaries between form and function, creating pieces that serve without sacrificing beauty. Each piece is designed to age gracefully, gaining character rather than showing wear.



THE ARCHITECTURE OF LIVING

Spaces. Spaces.

Spaces that move,
spaces to live,
spaces to feel.
Spaces that work harder.
Spaces that restore.

When Mohamed Farouk took the helm of his family's manufacturing empire in the 1990s, he promised to transform mobica into something unprecedented, an Egyptian manufacturer that would define how the Middle East experiences space. Today, we are the furniture infrastructure of an entire region. The extra production line, the unexpected partnership, the solution no one else will attempt.



MOBICA IS WILLFULLY AMBITIOUS.

We produce 87,000 units monthly because we can.

We partner with global manufacturers because excellence recognizes excellence.

We furnish homes, hotels, offices, schools and hospitals because we understand each environment's distinct language.

Our collection spans from precision-engineered medical equipment to hand-finished hospitality pieces, always delivered with the technical mastery that comes from 40 years of manufacturing leadership.

LIVED IN, CAMPAIGN

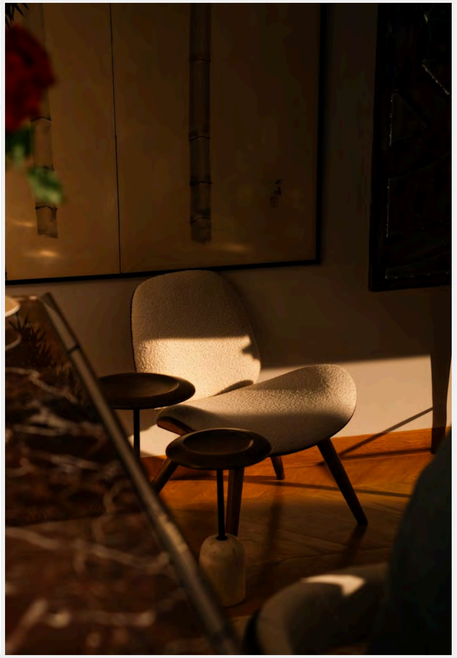










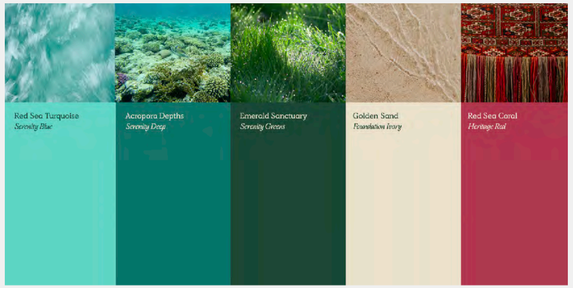


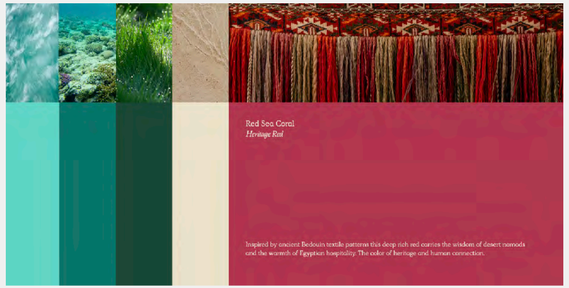
REVAMPING A LEGACY HOSPITALITY BRAND FOR THE FUTURE







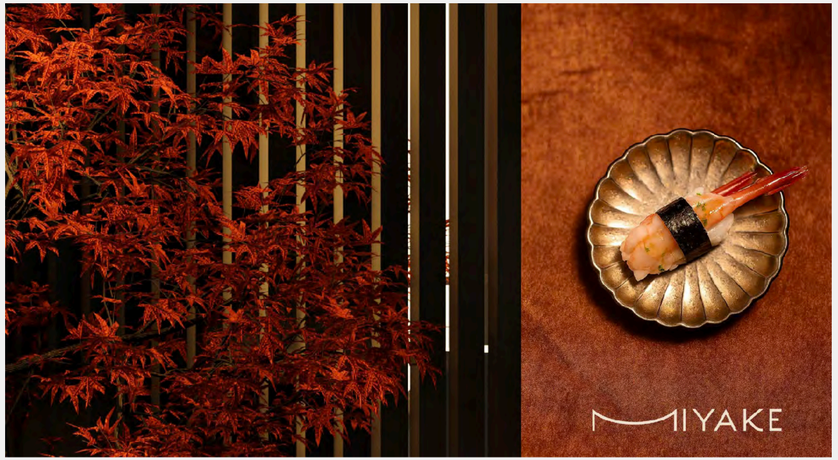


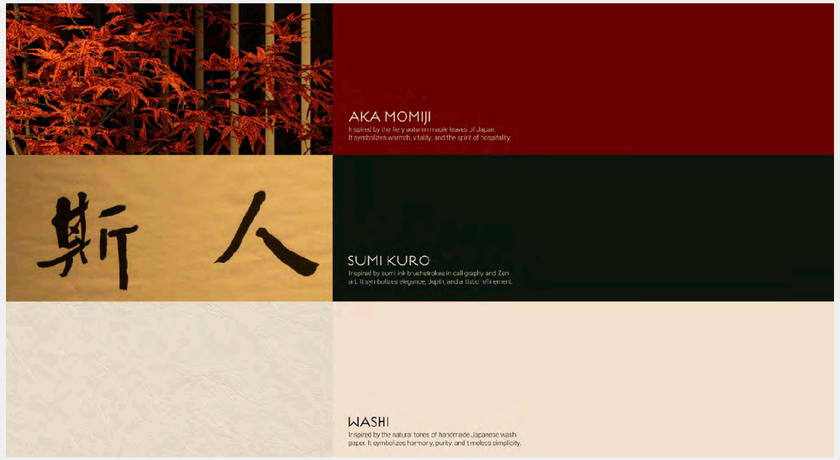








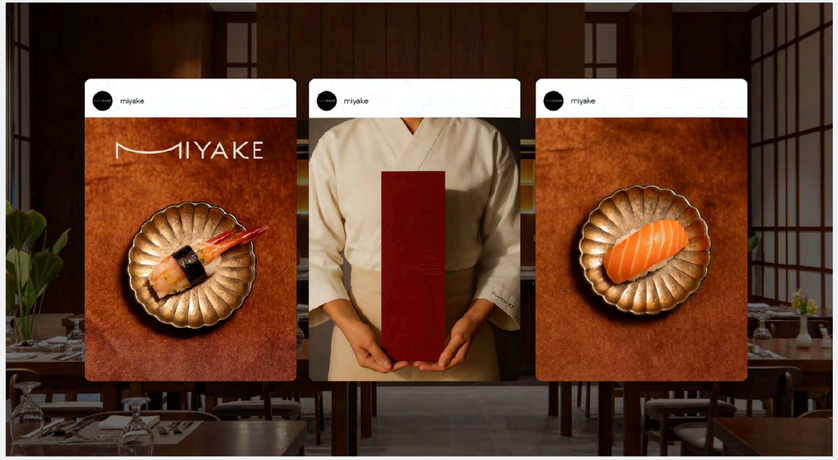

MIYAKE


AKA MOMIJI
Inspired by the fiery autumn maple leaves of Japan.
It symbolizes warmth, vitality, and the spirit of hospitality.
SUMI KURO
Inspired by sumi-ink brushstrokes in calligraphy and Zen
art. It symbolizes elegance, depth, and a touch of refinement.
WASHI
Inspired by the natural tones of handmade Japanese wash
paper. It symbolizes harmony, purity, and timeless simplicity.

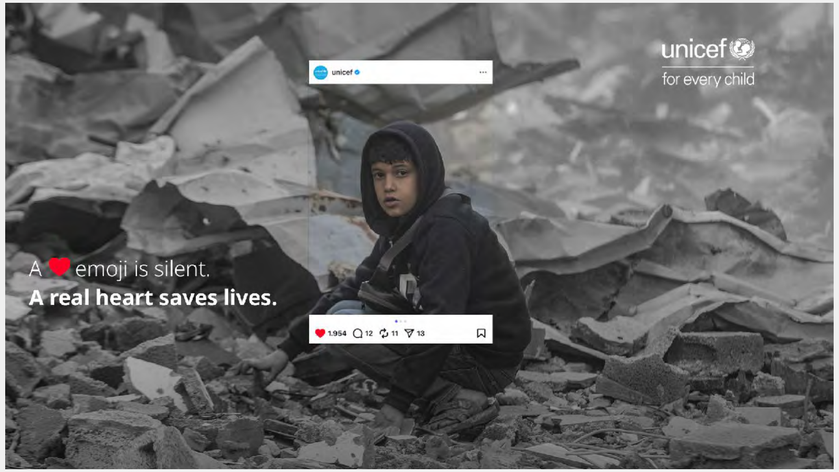

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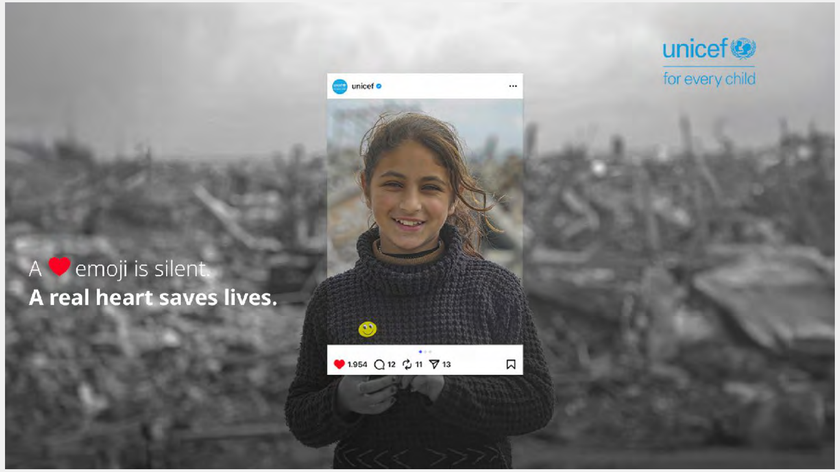

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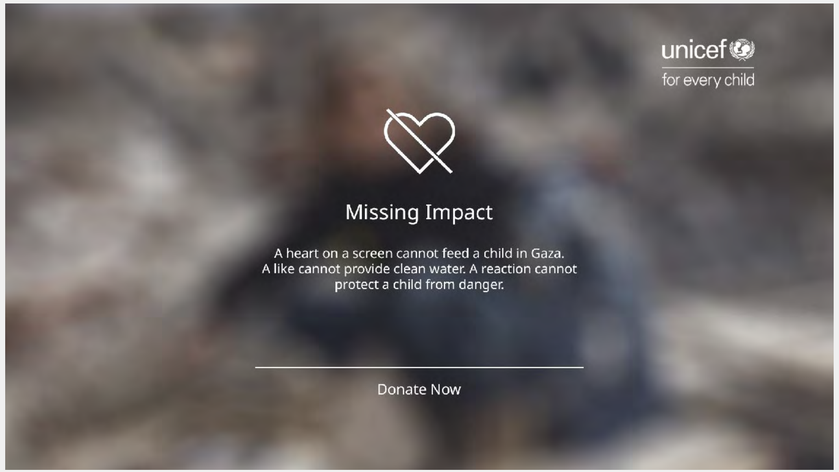

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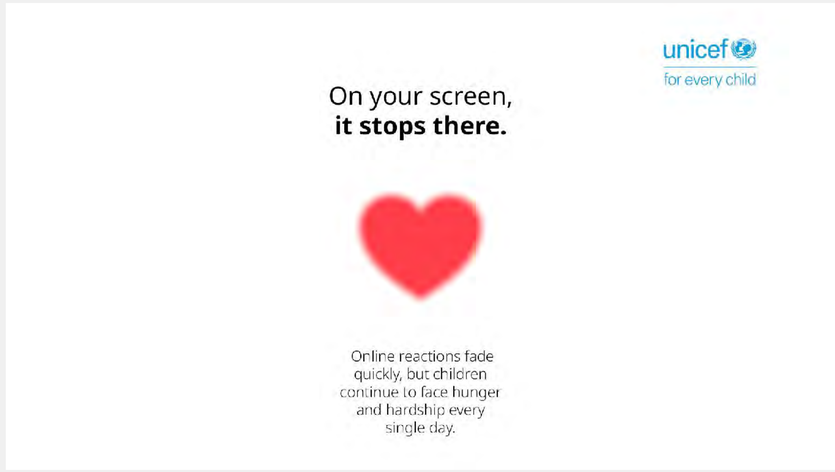

miyake
MIYAKE
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TELLING THE STORIES, THAT NEED TO BE TOLD





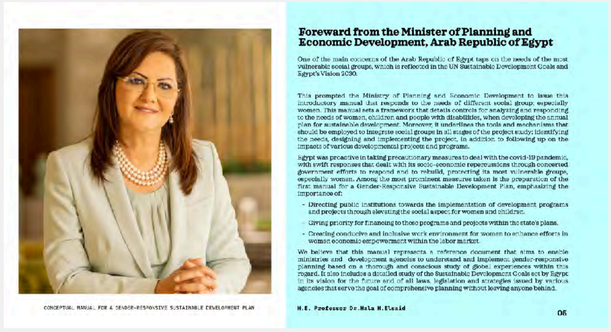


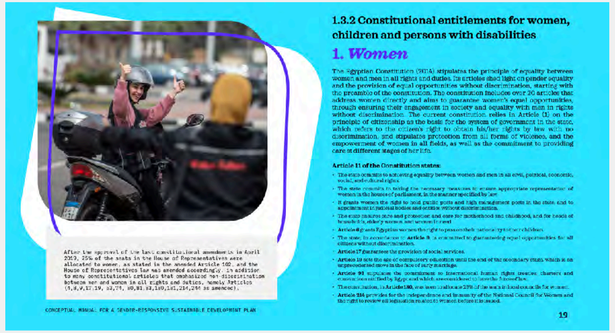


ADOPTING A BROAD VIEW THAT ALLOWS BRAND TO ADAPT.

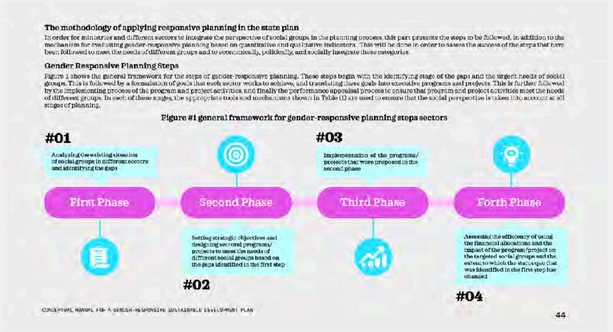












WE BELIEVE IN BUILDING BRANDS THAT ARE DIVERSE AND INSIGHTFUL.









WE OWNED COP27, WITHOUT SPONSORING COP27.











SHOWCASING DECADES OF LEADERSHIP & PRIDE

ROOTED IN *Arabia* GROWING WITH *Arabia*

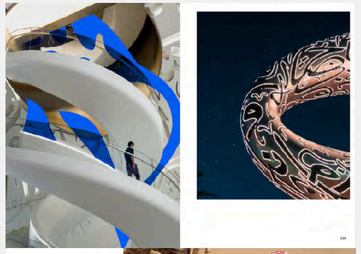
Unilever

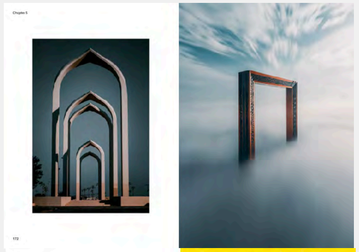


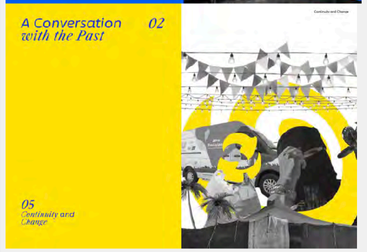










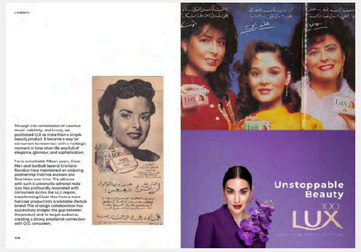




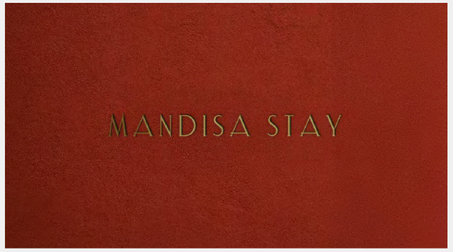




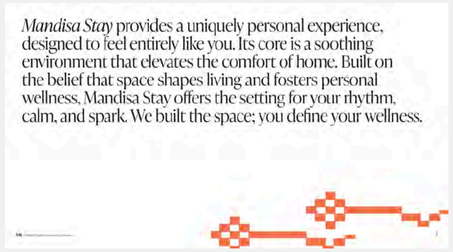


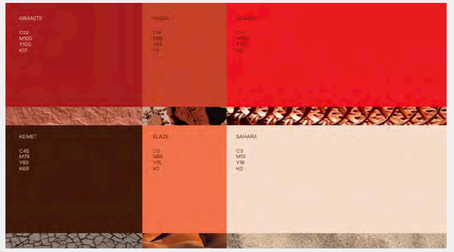


OWNING A CATEGORY THAT IS GROWING

























CREATING GROWTH THROUGH RELEVANCE.



#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
LIVE FROM EGYPT
JUNE 21 - 22
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AFRICAN YOUTH VOICES
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PROGRESS
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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
#AswanForum
3rdaswanforum.com

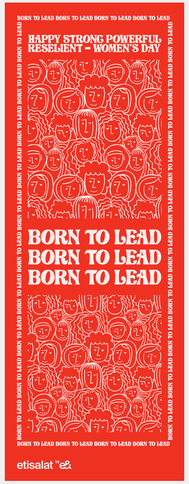

ASWAN FORUM
21-22 June 2022
BØRGE BRENDE
PRESIDENT OF THE WORLD ECONOMIC FORUM
FINANCING SUSTAINABLE PEACE AND
DEVELOPMENT IN THE FACE OF CASCADING
RISKS
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ASWAN FORUM
Date: 22 June, 2022
Time: 10:45 - 12:15
Financing Sustainable Peace and Development
in the Face of Cascading Risks
Speakers:
Moderator:
Børge Brende
President, World Economic Forum
Jenny Ohlsson
State Secretary to Minister for International Development Cooperation Matilda Ernkrans, Ministry for Foreign Affairs, Kingdom of Sweden
Mahmoud Mohieldin
Egypt's Climate Champion, UNFCCC, COP27; UN Special Envoy on Financing the 2030 Agenda for Sustainable Development; Executive Director of the International Monetary Fund
Elizabeth Spehar
Assistant Secretary-General for Peacebuilding Support, Department of Political and Peacebuilding Affairs, United Nations
Kevin Urama
Acting Chief Economist and Vice President for Economic Governance and Knowledge Management, African Development Bank
Hafsa Maalim
Partnership Officer & Focal Person on the Peace Fund, Office of the Commissioner, Department of Political Affairs, Peace & Security, African Union
Franck Bousquet
Deputy Director, International Monetary Fund
Stephen Hammer
Advisor, Global Climate Policy and Strategy, World Bank, Climate Change Group
Nena Stoiljkovic
Under Secretary General for Global Relations, Humanitarian Diplomacy and Digitalization; International Federation of Red Cross and Red Crescent Societies
Hanaa Helmy
Head of CSR & ERG, EFC Henries Foundation
Vipul Bhagat
Global Innovation Financing Advisor, UN Women
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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)
#AswanForum
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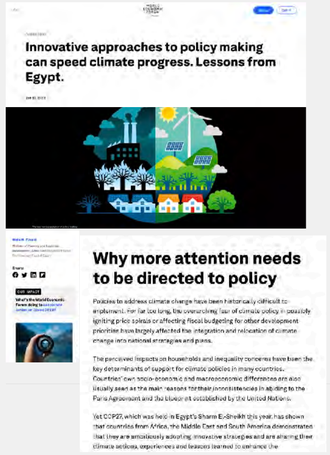

ASWAN FORUM
21 22 June 2022
3
DAYS TO GO
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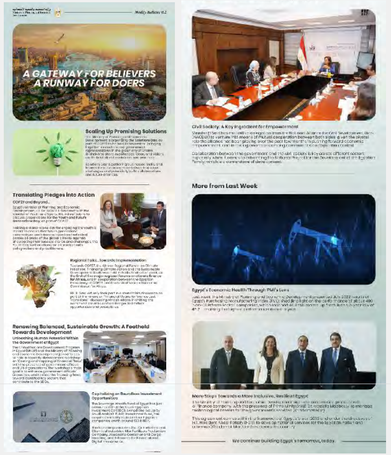
THOUGHT LEADERSHIP NOT REPUTATION LAUNDERING.











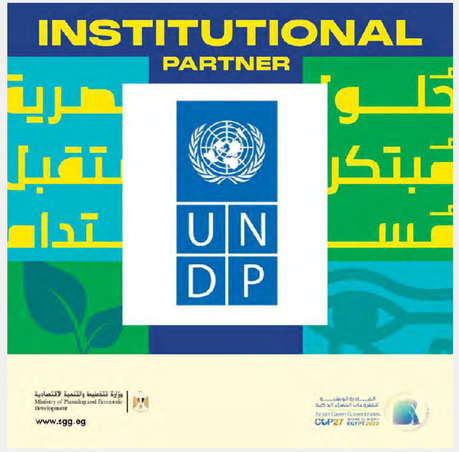


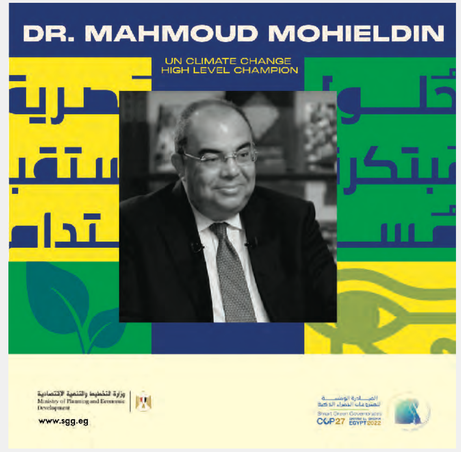
YOUTH-CENTRIC APPROACH FOR AN INITIATIVE BUILT FOR THEM.







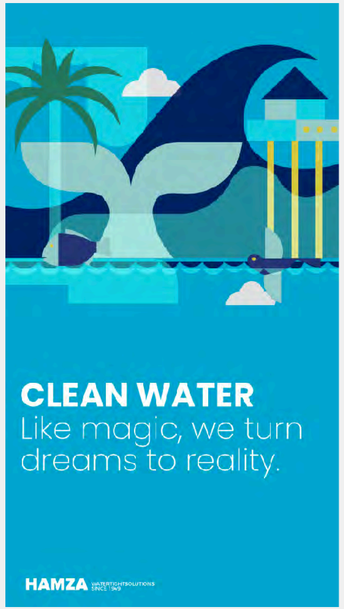




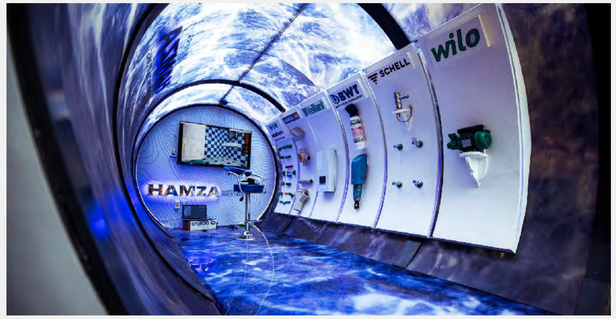
A PHYIGITAL LEAP FOR A BRAND ON AND OFF THE GROUND.















LOGO
DESIGN

HAMZA
SUSTAINABILITY

ICON DISSECTION

PEOPLE
PLANET
PROSPERITY

ICON DISSECTION

PROSPERITY

ICON DISSECTION

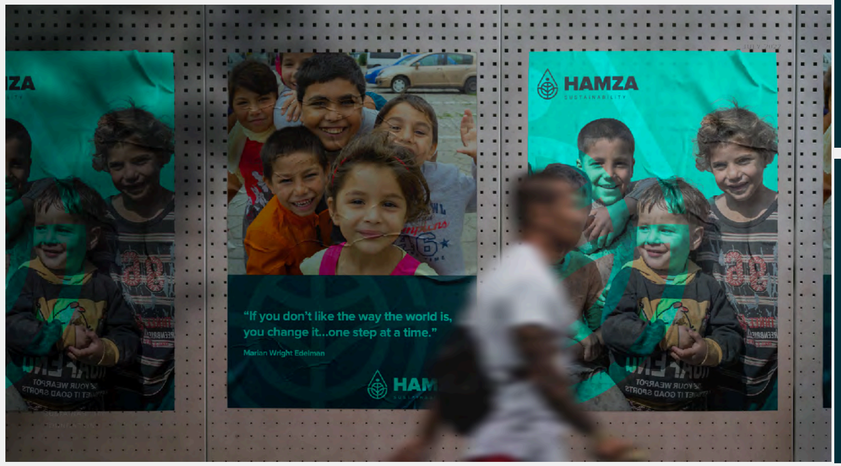
PEOPLE

ICON DISSECTION

WATER DROP

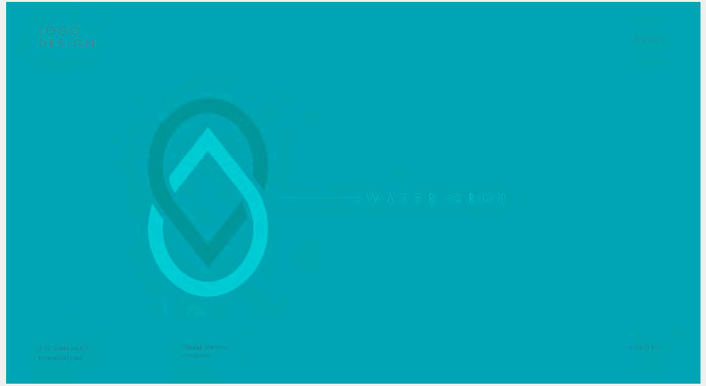
ICON DISSECTION

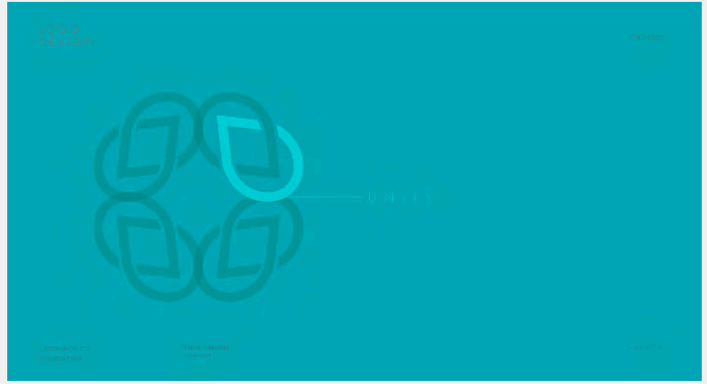
PLANET





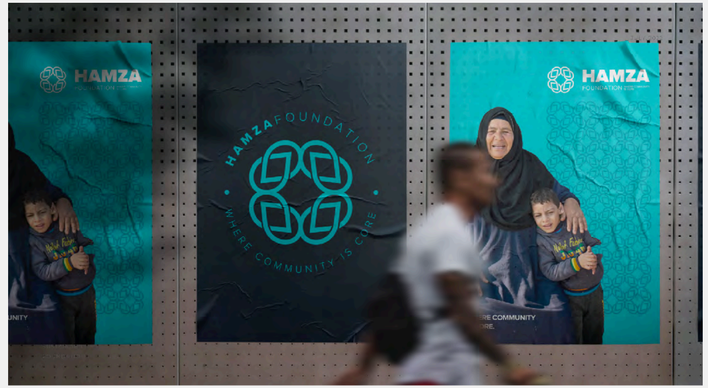

LOGO
DESIGN
HAMZA
FOUNDATION
WHERE COMMUNITY
IS CORE


LOGO
DESIGN


LOGO
DESIGN


HAMZAFOUNDATION
WHERE COMMUNITY IS CORE


LOGO
DESIGN

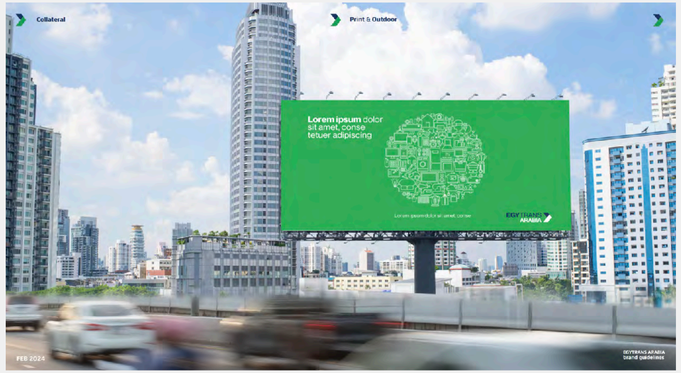

HAMZA
HAMZAFOUNDATION
WHERE COMMUNITY IS CORE
HAMZA

BUILDING THE VISUAL & VERBAL IDENTITY OF OUR BRANDS










Delivering Pharmaceuticals, Worldwide.
Contact us for a custom quote.
EGYtrans


Experience seamless logistics
with our expertise in sea and air freight.
EGYtrans


Simplify your Supply Chain
Your All-in-One Time-Saving Cargo Solution
EGYtrans


Destination:
Kingdom of Saudi Arabia
From Egypt to the Region,
Unlocking Endless Possibilities.
EGYtrans


Happy Earth Day!
Small Steps. Big Impact.
EGYtrans


Breaking Barriers, Building the Future
Happy International Women's Day
EGYtrans


Ship Globally, Effortlessly.
Get your cargo anywhere, on time.
EGYtrans


FOR PEOPLE.
FOR THE PLANET.
The International Day of Clean Energy
26th of January
EGYtrans


Your one-stop shop
For Transport and Logistics.
EGYtrans


Egytrans Wishes You a Happy Eid Al-Fitr.
May it fill your hearts with joy.
EGYtrans

EGYtrans

expect more

Annual Report 2023

OUR COMMITMENT TO THE GLOBAL GOALS

As a global leader in integrated logistics, Egytrans 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

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, striving to exceed the evolving expectations of our customers.

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.

In 2023, leveraging the NOSCO acquisition has been a focal point, significantly enhancing our service portfolio and market position. This move, along with our ongoing business diversification efforts, underscores our commitment to growth and innovation. Our startup acceleration program, initiated in 2021, has continued to foster industry advancements, seamlessly integrating emerging solutions into our business model to meet and anticipate customer needs. You can read more about our strategy on Pages XX-XX.

Delivering Value

Our investment in our business and people, alongside consistent 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.

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, almost as long-term profitability.

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Trust

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Leadership and effectiveness
Investment Committee report
Audit & Corporate Governance Committee report
Nomination & Compensation Committee report
Governance

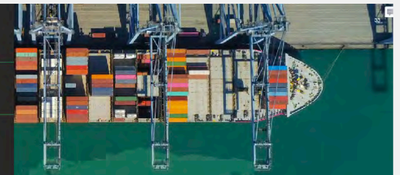
03 **Financial Statements**

Separate
Independent Auditors
Report Financial Statements
Notes to Financial Statements
Consolidated
Independent Auditors Report Financial Statements
Notes to Financial Statements

04 **Investor Information**

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

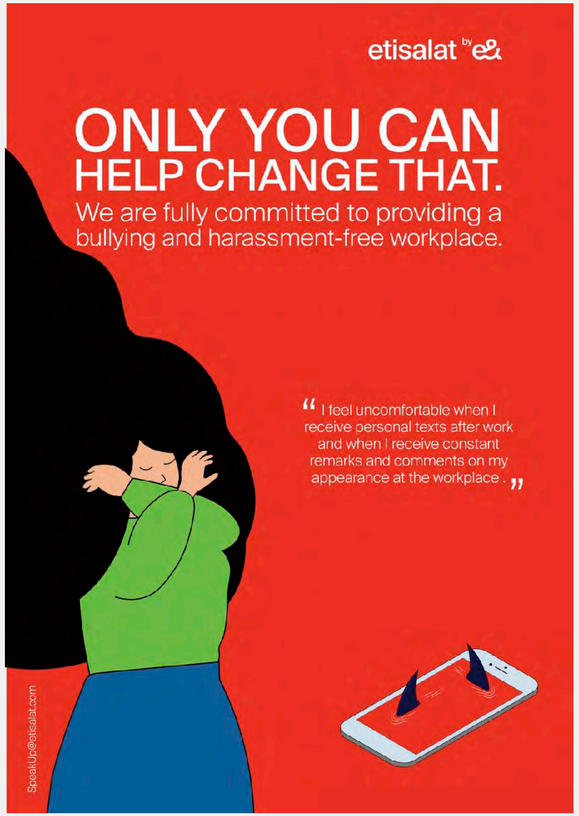
60 YEARS STORIES



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

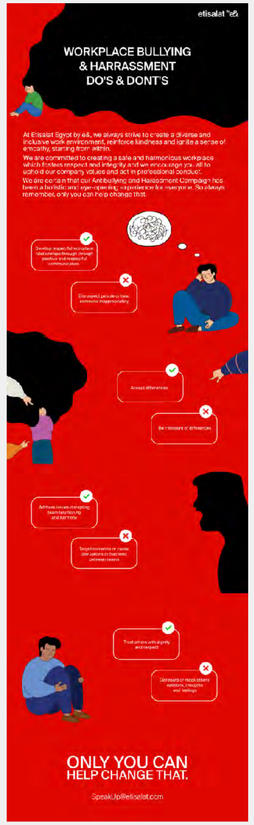
Egytrans not only pioneered LCL services but also introduced the first bonded warehouse service in Egypt in 1990. This groundbreaking initiative, starting with a modest facility in Heroon, set a precedent for the Egyptian government's approval of bonded warehouses nationwide. Today, bonded warehousing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

BUILDING STORIES FOR A CAUSE.







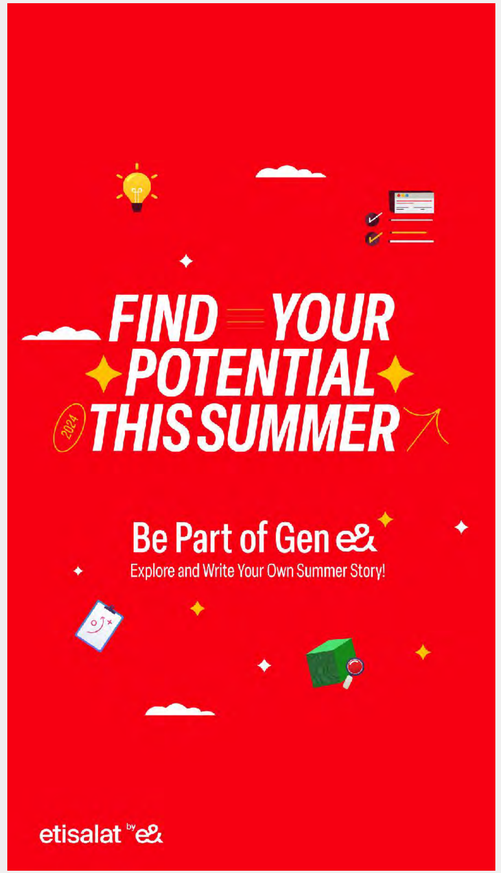




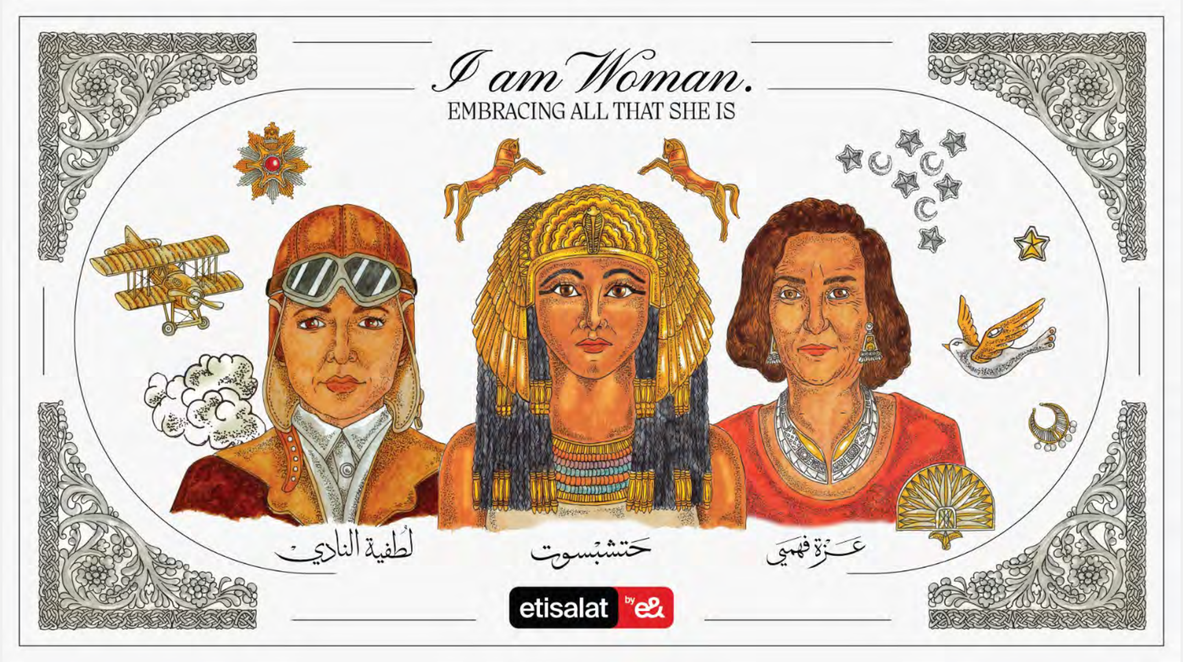

Moments of Appreciation
& recognition week:
Thank You for Going Above and Beyond
#AppreciateEveryMilestone
etisalat and


Days of Appreciation
& recognition week:
Thank You for Going Above and Beyond
#AppreciateEveryMilestone
etisalat and


Hours of Appreciation
& recognition week:
Thank You for Going Above and Beyond
#AppreciateEveryMilestone
etisalat and


FIND YOUR POTENTIAL THIS SUMMER
2024
Be Part of Gen &
Explore and Write Your Own Summer Story!
etisalat by &

SHEDDING LIGHT ON THE IMPORTANCE OF DIVERSITY & INCLUSION.



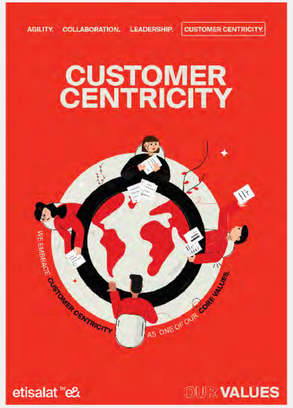


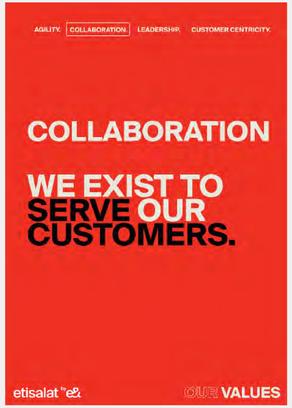




BRINGING CORPORATE CLOSER TO HUMANS.

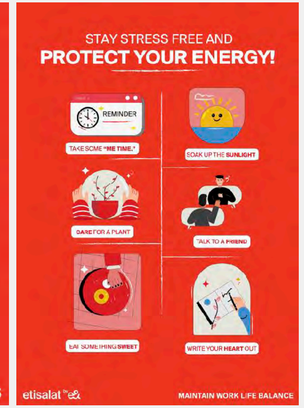








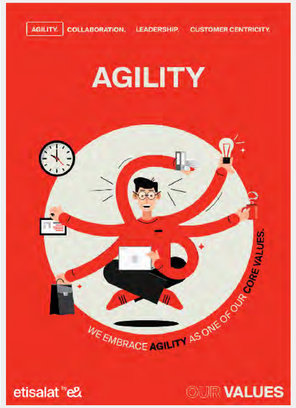




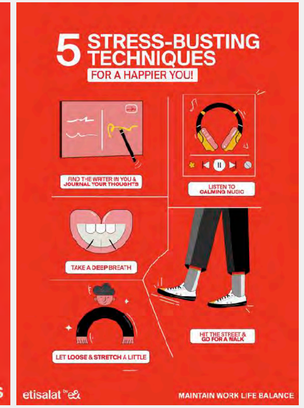










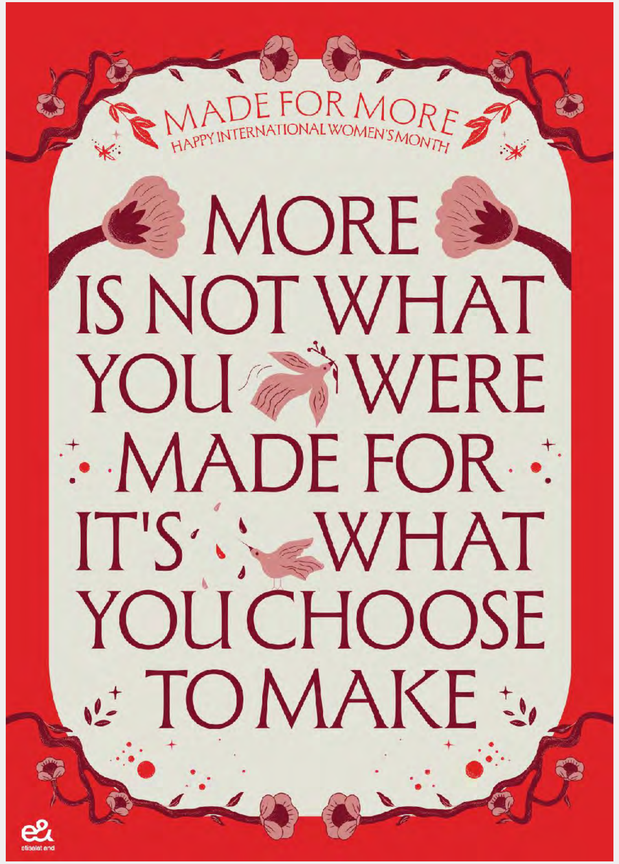


EVERY YEAR A DIFFERENT CONCEPT, DIFFERENT PURPOSE TO CELEBRATE WOMEN






MORE WITH HER
HAPPY INTERNATIONAL WOMEN'S MONTH
HAVING MORE WOMEN IN LEADERSHIP
IS LIKE UPGRADING
FROM 3G TO 5G
YOU NEVER WANT TO GO BACK TO
HOW SLOW THINGS WERE BEFORE
e&
etisalat and


MADE FOR MORE
HAPPY INTERNATIONAL WOMEN'S MONTH
MORE
IS NOT WHAT
YOU WERE
MADE FOR
IT'S WHAT
YOU CHOOSE
TO MAKE
e&
etisalat and


MADE FOR MORE
HAPPY INTERNATIONAL WOMEN'S MONTH
MORE IS A CHOICE
YOU MAKE EVERY
MORNING
e&
etisalat and

CHAPTER/ 02
OUR APPROACH

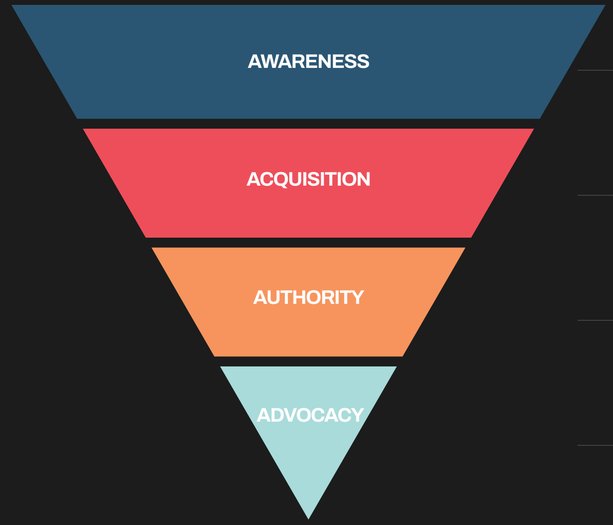


what our partnership aims to do...

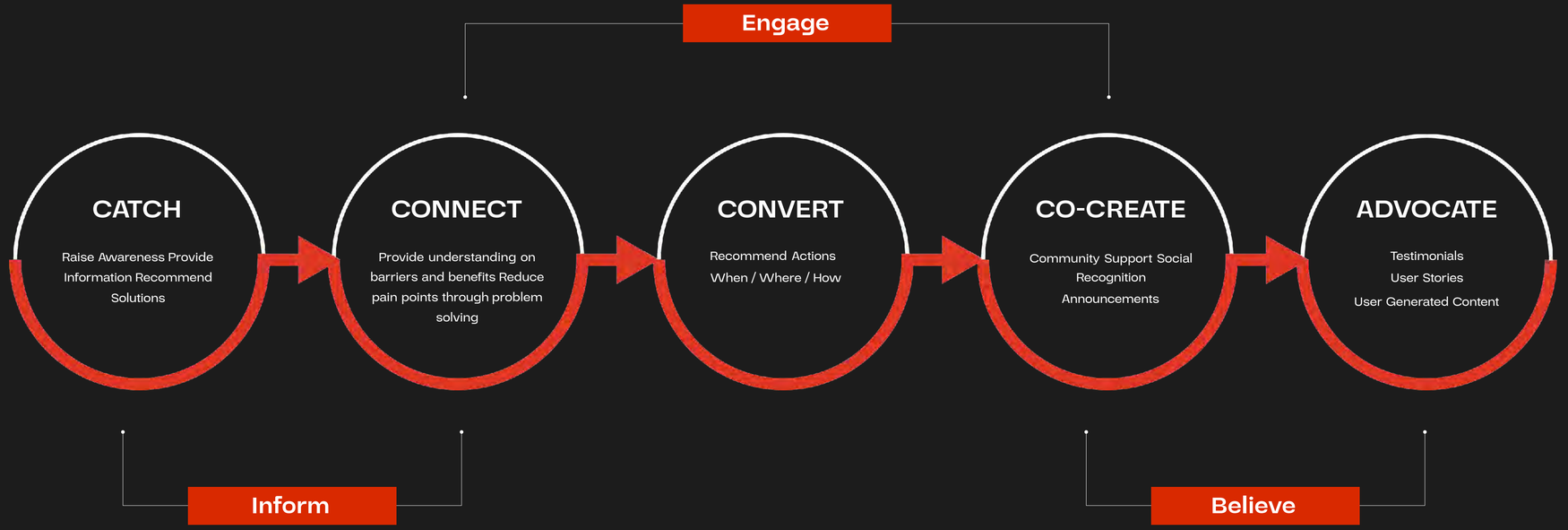
Investing in the entire journey, from awareness to authority and advocacy.

With a focus on — **Powerful Storytelling** + **Community Building** + **Experiential Branding**

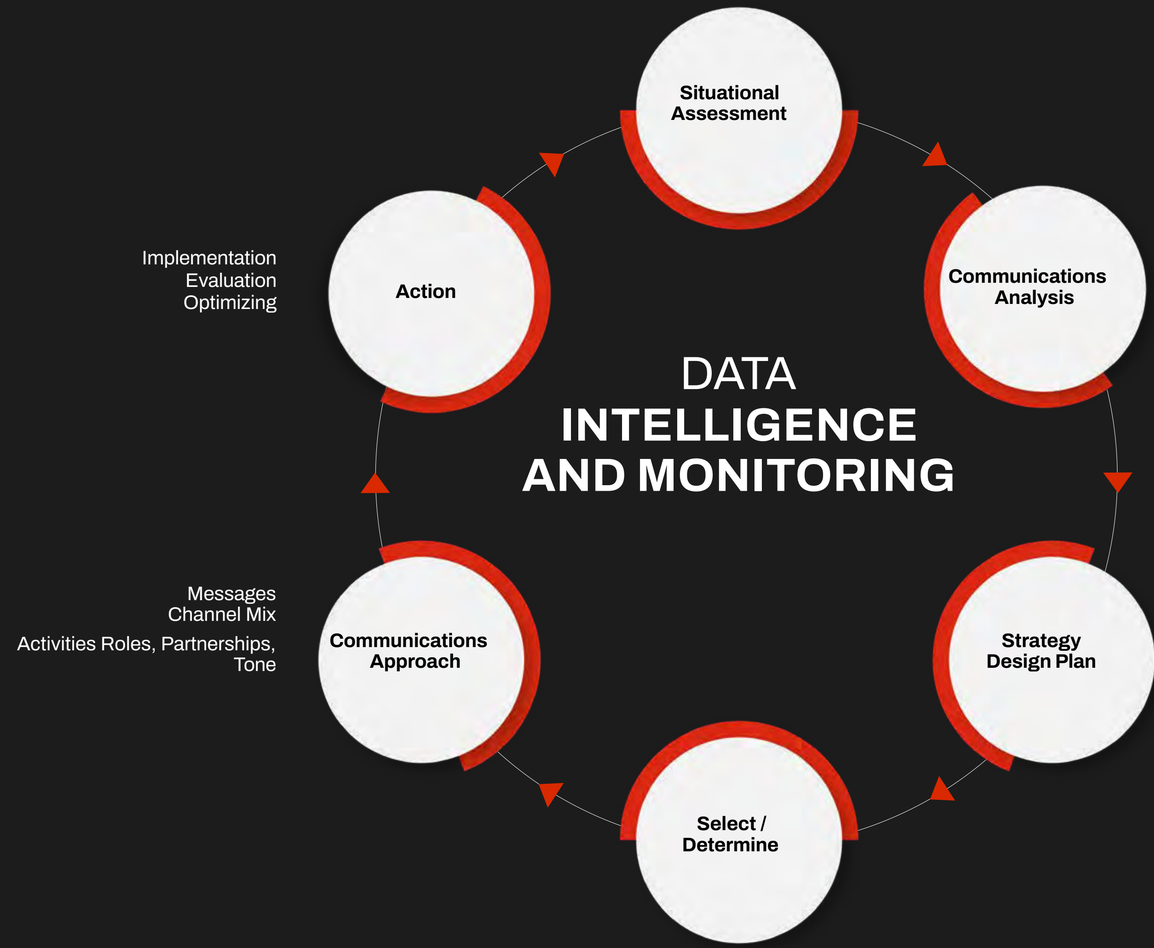
Working across the funnel.



AWARENESS	ATTRACT	UNINFORMED & UNINITIATED	VISIBILITY
ACQUISITION	CONVERT	IMMEDIATE PROSPECTS	CHOICE
AUTHORITY	LEAD	BELIEVERS	EXPERIENCE
ADVOCACY	ENGAGE	ADVOCATES	LOYALTY


Engage
CATCH
Raise Awareness Provide Information Recommend Solutions
CONNECT
Provide understanding on barriers and benefits Reduce pain points through problem solving
CONVERT
Recommend Actions When / Where / How
CO-CREATE
Community Support Social Recognition Announcements
ADVOCATE
Testimonials
User Stories
User Generated Content
Inform
Believe

Through the ACADA Model.



Implementation
Evaluation
Optimizing

Communication Goal & Objectives
Communication Channels
Target Audiences
Stakeholders Mapping

Messages
Channel Mix
Activities Roles, Partnerships, Tone

Insight to Incite
Communications Journey

intuition

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.

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