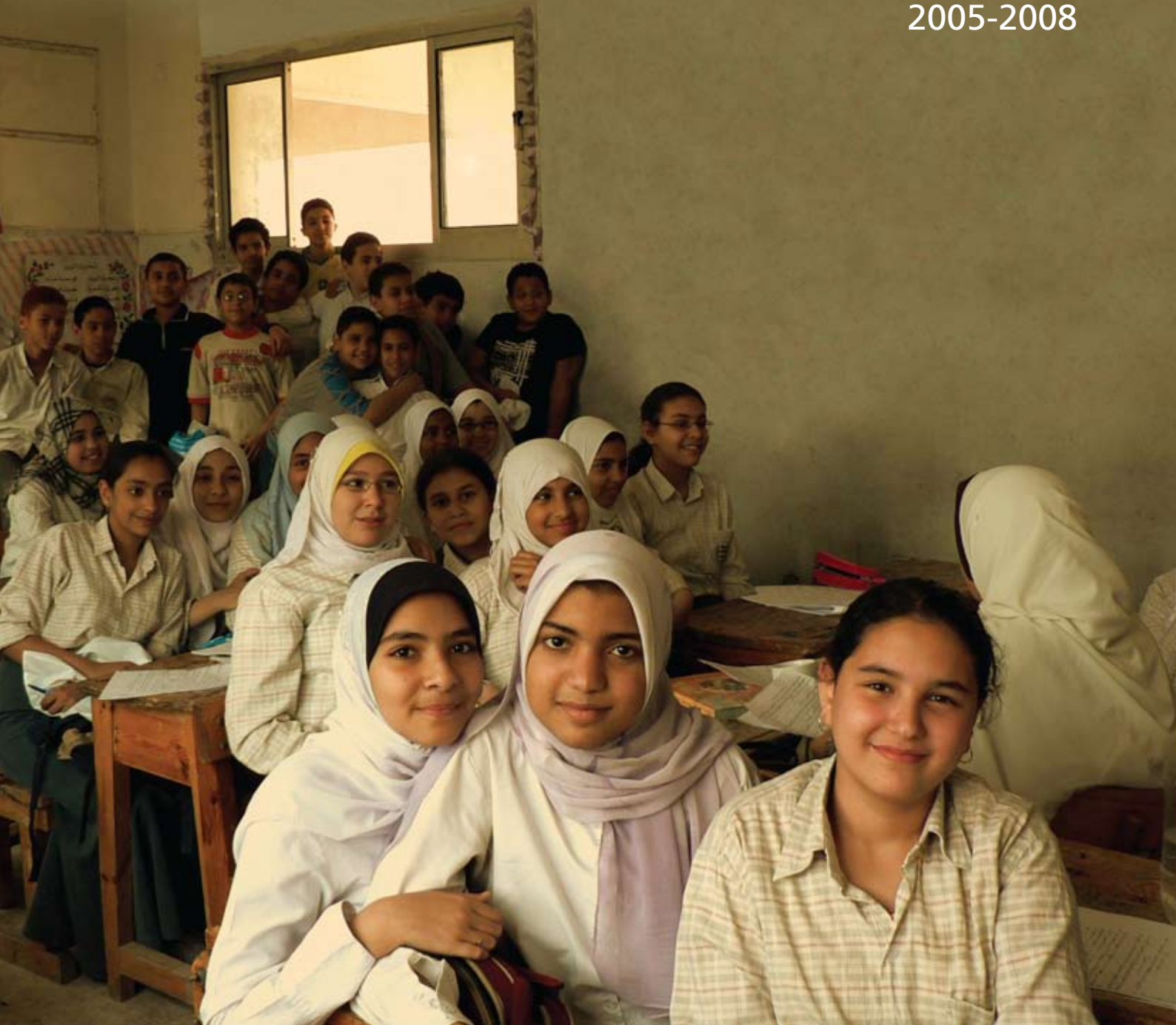


SUSTAINABILITY REPORT

A COMMITMENT TO ACTIVE CITIZENSHIP

2005-2008



**AL MANSOUR HOLDING COMPANY
FOR FINANCIAL INVESTMENTS**

Disclaimer

To all our stakeholders;

This is our first corporate Sustainability Report. Our enthusiasm to share our vision and strategy with you is the main driver for issuing this report. The report is intended for all our stakeholders since it aims at conveying our continuous efforts and endeavours to operate in an ethical and responsible way and to portray our current initiatives as well as our intentions for the future.

Our choice for the report title reflects our profound vision in supporting the advancement of Egypt through utilizing all resources available to us while seeking an active role in the society; a role that goes beyond mere compliance.

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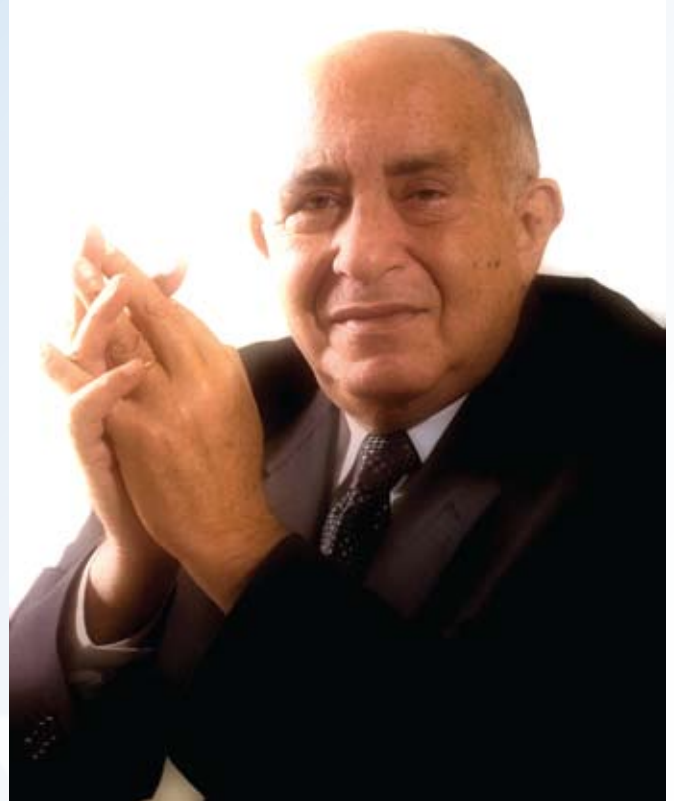
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Message from CEO

We believe in giving back to the community as part of being responsible and as being an asset to the development of our country. We also believe that the private sector and the civil society have to cooperate with the government in order to solve all the country's social issues and economical problems. It is not only the government's responsibility; rather is a shared one between all of us in the community.

Like paying taxes...to us, Corporate Social Responsibility is a duty...and, we, at Mansour Group, believe the major benefits of CSR should not reach only the businesses, but society as a whole. The day CSR is no longer a duty will be a day to celebrate; as this would signify that we have met our obligations towards our community.

Youssef L. Mansour



CORPORATE STATEMENT

The Mansour Group represents an Egyptian conglomerate that partners with top multinationals on both the local and international levels. The Group is a gateway to investment in the Egyptian market and within the region, whereby it combines international know-how and local expertise to create successful long term partnerships for the last 30 years. The Group is customer focused, while honesty and integrity are the pillars on which its partners, employees, and customers are treated.

Mansour Group is Egypt's leading private sector conglomerate with an annual turnover exceeding \$3.1 billion dollars. The Group's core expertise lies in the distribution of world-renowned brands in Egypt, Russia, the Middle East, and Africa - supported by best-in-class customer service.

The Group's vision to continuously invest in its 12,000 employees and in the latest management systems and state-of-the art technologies was behind its rapid and continuous growth and leadership in the business market.

As such the Mansour Group attracts world-class international partners such as Caterpillar, General Motors, Philip Morris, McDonald's and Credit Agricole IndoSuez among others that rely on the group's unrivalled knowledge of the local market to ensure long-term business success.

This Sustainability Report is primarily focused on the manufacturing, distribution, and retailing part of the business known as Al-Mansour Holding Company for Financial Investments and not the entire list of companies that fall under the Mansour Group in Egypt.



CORPORATE HISTORY

The Group's success story begins with Loutfy Mansour who founded the first Mansour Company, Mansour & Sons Cotton trading Company, in the early fifties. The company expanded rapidly throughout the 50's and 60's to become the second largest cotton exporting entity in Egypt. Based on this success, a second company was established in Sudan.

It was during the late sixties that Loutfy Mansour further developed his vision to create a large industrial group. The dream became a reality in 1973 following the 6th of October War. During this period Egypt transitioned to an open market economy, an opportunity Loutfy Mansour capitalised on. At that time, he initiated negotiations with General Motors Corporation (GMC), which resulted in the creation in 1975 of Mansour Chevrolet, the sole GMC distributor in Egypt.

After Loutfy Mansour passed away, the business was passed on to his four sons who continued to grow the Group in line with Loutfy's original vision. In 1977, the Mansours established the first local dealership, Mantrac, for Caterpillar construction, power systems and material handling equipment. In 1985, the Group consolidated its commitment to the automotive industry by investing heavily in the first private sector vehicle factory in Egypt, operated by General Motors.

The Mansour Group later signed an official agreement with Philip Morris International (1992) as the sole licensee to manufacture and distribute PMI tobacco products in Egypt. And thus was formed the Al-Mansour International Distribution Company. the brands under this company today include Marlboro, Merit, L&M, Parliament, Virginia Slims and NEXT.

This deal cemented the group's entry into the consumer goods market which then diversified into the food business with brands like Kraft Jacob Suchard at the beginning of the 1990's. Mansour further consolidated its grip on the food market in 1994 when it became the national McDonald's franchisee. At the same time, Mansour Group capitalized on the Egyptian privatization programme to purchase the SECLAM dairy products processing plant and entered into the highly lucrative bottled water market establishing a bottling plant in Siwa which bottles pure drinking water, commercialised under the brand name Hayat. The Group also started its retailing business in 1998 by establishing the biggest retail chain in Egypt – Metro Market, followed by the second chain Kheir Zaman in 2006.

Moreover, MMD has entered into partnerships to distribute Red Bull and Pocari Sweat in Egypt.

In addition, the Group owns two cigarette manufacturing factories located in Nigeria and in Egypt's Free Zone area in Alexandria.

In 1997, building on the success of the Mantrac division, the Group acquired the Caterpillar dealerships for six African countries from Unilever, forming a new company called Unatrac.

IBM, Microsoft, HP, 3COM and Compaq also joined forces with Mansour Group, choosing them as national distributors for their line of PC's and accessories. It also joined forces with Samsung electronics in 2008.

In cooperation with the El-Maghraby Group, another well-respected Egyptian family business, the Mansour Group established the Mansour-Maghraby Investment and Development Company (MMID). MMID is particularly active in Egypt's financial sector, owning equity in several investment banking and insurance firms. MMID also participates in Egypt's tourism, real estate development and marketing sectors, as well as in industrial and information technology projects.

The Mansour Group is well-positioned to benefit from Egypt's economic reform, and is committed to making the change to an open market a positive one.



About Al-Mansour Holding Company

Al-Mansour Holding Company for Financial Investments

The Holding Company comprises of several companies dedicated to the manufacturing, marketing and distribution of high quality branded consumer products. The companies that comprise the Group distribute an extensive range of consumer goods to over 130,000 outlets nationwide, making it by far the largest distribution Group in Egypt.

Al-Mansour International Distribution Company: The sole licensee and distributor of Philip Morris Tobacco products in Egypt (Marlboro, Merit, L&M, Parliament, Virginia Slims and NEXT). AMIDC is the largest international tobacco distributor in Egypt. The company distributes directly to 12,000 retail outlets and 300 wholesalers and employs more than 600 people.

Al Mansour Trading and Distribution Company: AMTDC imports and distributes quality branded consumer goods. The company began distributing Kraft brands, but now distributes its own product brands: Sunshine canned tuna, mackerel, sardines and other renowned food products and has started exporting to Europe, the Middle East and various African countries.

AMTDC is also the sole distributor for Red Bull and Pocari Sweat in Egypt.

Mansour Courier Service: MMD is the sole authorized courier service provider for UPS in Egypt.

Metro Markets Trading and Distribution Company: Today, Metro has become the biggest food retail chain in the market with a network of more than 50 outlets servicing six different governorates nationwide.

Under the umbrella of Metro Market, MMD started the *Kheir Zaman* chain which offers a variety of food products at very low prices to satisfy the lower income segment of the consumers in conjunction with its corporate social responsibility mission.

Al-Mansour Electronics & Technologies: is the sole distributor of Bang & Olufsen in Egypt: The Electronics division also created DIGITAL LIVING that includes a wide variety of international brands specialized in home theatre systems.

HAYAT Company for Industrialization and Development: Hayat Company treats and packages bottled water. Hayat is considered the purest bottled water available on the market. It is drawn from a natural well 1,000 meters below sea level in the Siwa Oasis. The Factory has been awarded several certificates for its efforts in quality manufacturing and safeguarding the environment: HACCP, ISO 9001, and ISO 14000, and in 2008 the ISO 22000. Hayat is the first Egyptian company in that field to obtain this certificate.

SECLAM: SECLAM produces Labanita pasteurised and UHT milk, Labanita Yoghurt, as well as several brands of cheese and YES juices. The factory has also been awarded several certificates for its efforts in quality manufacturing and safeguarding the environment: HACCP, ISO 9001, and ISO 14000.

Al-Mansour Free Zone: In 2000, after acquiring final approval to manufacture tobacco products, the Mansour Manufacturing Free Zone factory was built on an area of 13 thousand square meters in the Amreya Free Zone area, Alexandria. The factory is one of the most advanced in its field of manufacturing cigarettes, and is equipped with the most advanced technologies, in both manufacturing processes and in safeguarding the environment. The factory already manufactures two of our own brands; Virginia blend (Forum) and American blend (Potomac).





Child painting during an Ebtessama event.

How we manage our Corporate Social Responsibility (CSR)

1. Vision:

The Mansour Group believes earnestly in paying back to the community to which it belongs. This belief dates back to the principles of the company's founder, Loutfy Mansour, and the family culture that has since been maintained. The company recognizes the value of Corporate Social Responsibility and the effect that this value brings to the community. It also recognizes that success and leadership, as much as they are associated with gains also entail responsibilities and obligations. MMD also believes that the private sector and civil society must engage with government and national authorities to overcome social and economic challenges. A country's welfare is not solely the responsibility of the government; it is rather a shared responsibility by all segments of the society.

2. Mission:

Our main objective is to contribute to reducing poverty through education and to create awareness about the importance of protecting the environment in general.



ESI Classmate PC Lab - Workshop for Teachers.

I. EDUCATION:

Three Core Strengths of Education:

1. Education is a right to every human being.
2. Education is the tool one needs to improve his / her standards of living.
3. Education is a solution to many environmental and social issues.

Strategy:

1. Reducing poverty through Education.
2. Focus contributions on responding to human needs in order to alleviate suffering.
3. Ensure contributions are sustainable and have measurable impact.
4. Work with well-recognized associations to ensure our support is reaching the intended beneficiaries.

As a corporate citizen, Mansour Group has drawn the conclusion that the only way to help the country move forward, is to empower its people; and the only way to combat poverty is to overcome the high illiteracy rate. Our goal therefore, is to help reduce poverty through education. Education provides individual opportunity and a collective growth. The formula is simple yet effective: educated citizens when provided with opportunities create economic health.

Therefore, educational reform is the main feature of the company's CSR platform. It is the area towards which the Group is most committed to providing resources and creating programs. The Group chose education for its core development strengths, which the company summarizes into three main tenants:

- Education is a basic service that can exponentially and immediately impact the standard of living.
- Education can further foster solutions to both Egypt's social issues and environmental challenges.
- Education is an investment that provides many returns, including the permanent gift of knowledge.

Why Education:

Education is the primary tool every citizen needs in order to raise their standard of living. Education is permanent...what we know, we know forever; ...thereby, to educate someone is to give them a life-long gift that will lead to eventual self-determination.

One of the major factors that contribute to poverty is a lack of education. Eradication of illiteracy is a prime objective of the Egyptian Government. In Egypt, illiteracy stands today at 26% down from 37% in 1995 due to the enormous support given to this objective by Egypt's First Lady. We believe that this is the only way forward for the whole society. Educated people lead to empowerment, employment, improved economy, and the eradication of poverty over the long run; as opposed to short-term financial contributions towards helping the needy. Illiteracy must be eradicated if we have any hope of reducing poverty. It is literacy that nourishes thought, and it is thought that gives birth to ideas, which in turn demand work and create wealth.



Boats from the 'Sailing The Nile' awareness campaign.

II. ENVIRONMENT:

Mansour Group firmly believes in, and is strongly committed to, raising awareness regarding the protection of the environment for future generations and addressing issues such as climate change and sustainable business.



Mansour Group has also committed itself to raising public awareness concerning the issues surrounding climate change. Climate change is obviously an issue of primary global concern, particularly for the private sector, and therefore deserves attention and action by all. Climate Change is now a scientifically established fact. There is still much research to be done before we reach a comprehensive understanding of all the repercussions of climate change on the development of the society and for planning its future, but we are certain that it entails high risks to the nation's development and future growth.

Climate change will have an impact on biodiversity (reproduction of animals and plants, disease outbreaks, length of seasons, etc...), land degradation, and international water levels. These will lead to a negative effect on agriculture and food, as well as water resources, health, and coastal zones.

Although the company is not working on any of the above directly, it has a duty to protect the environment in the fields in which it operates as much as it possibly can, and has also assumed a role in creating awareness about the importance of these issues.

As a starting point, the company has also begun to examine ways in which it can reduce its own environmental impact through operations and waste management. For example, due to the nature of our distribution business and our strategy of directly distributing all our products to make them widely available in the market, we have a large fleet of vehicles. Therefore, we have undertaken the initiative of converting our vehicle fleet from using gasoline and diesel to using natural gas. To date, the Group has converted approximately 75% of its total of 900 vehicles. The Group has also participating in a study to assess the scope and the valorisation of waste coming from its retail chain and its SECLAM factory in Alexandria in order to reduce any waste created there.

Our main objective: Raising awareness to protect the environment.

We chose environmental work since it is a somehow neglected area of focus. Once the natural resources are destroyed, many of them are non-renewable and will not be recovered. Egypt needs to have a long-term vision and strategy to protect the environment. However, many of the elements that contribute to the destruction of the environment are related to peoples' own habits and this is primarily the area that Mansour Group tries to focus on.

Our Strategy

1. Raise awareness through educational material.
2. Organize environmental campaigns.
3. Special focus on the challenge of climate change.

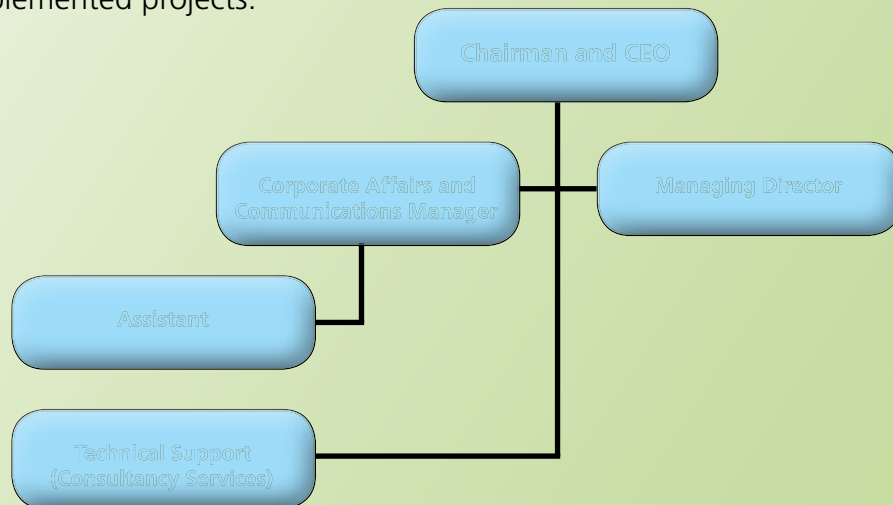




Children learning practical skills at ADVANCE.

3. Management:

Mansour Group manages its CSR and sustainable development projects in a very clear format stemming from the vision and associated mission that the founders have established over the years. The Group also utilizes external firms with expertise in the field in order to monitor and evaluate all implemented projects.



The diagram above shows that the TOR of the Chairman are clear and that concrete steps and concrete responsibilities are given to each one involved in the operation of the CSR projects.

Efficient Management (Third party involvement)

The Group employs well-established and tested tools to ensure that our contributions have measurable impact. This is admittedly an area our company first struggled with, as many companies engaged in social projects do. It didn't take long, however, to realize the need to develop mechanisms for consistently reporting key variables. To ensure this is done properly, the Group has even gone so far as to employ a third party, Ahead of the Curve Consulting, to review and help administer program planning. The Group maintains a proactive role in monitoring and evaluation programs, providing report templates, quantifiable objectives as well as setting targets at each stage in collaboration with implementing partners. The company also recently conducted a CSR evaluation of efforts covering the past three years. This evaluation has resulted in a useful summary of key monitoring and measuring lessons.

The MMD CSR Strategy:

1. Focus the contributions on responding to human need and alleviating suffering.
2. Ensure that contributions are sustainable and have measurable impact.
3. Work with well recognized charities and associations to ensure support is reaching the intended beneficiaries.

The Mansour Group has also learned from considerable partnership experience how best to select local and international agencies with wide reach and proven expertise to implement projects and help exercise corporate social responsibility. It has, however, taken some time to identify the more effective and appropriate organizations to partner with in Egypt. In fact, our process of selecting implementing agents shed light on the issue of some very specific risks, including the risk of not having clear exit strategies. Projects without proper exit strategies fail to achieve sustainability.

Therefore, the turnover of projects to other entities is an area of intense focus in setting our CSR agenda and objectives. The company is very diligent in selecting partners to ensure that their infrastructure, expertise, and motivation meet our expectations.

This year we are adding sustainability reporting as a new dimension in our management practices for CSR. Our initial intention is to issue GRI based sustainability reports every two years.

4. Enabling Framework:

In addition to focusing on education and on the environment, Mansour Group plays an active role in the policy dialogue in the country regarding the role of the private sector in development. This is achieved through their work and position as the focal point of the local UN Global Compact network and through appearing and organizing key seminars and conferences advocating a strong and effective role for the private sector in development.

Policy Advocacy for CSR

Mansour Group is considered one of the leading Egyptian companies in the area of policy advocacy for CSR and the overall role of the private sector in development.

Our Main Objective: Promoting policy dialogue on CSR

This is done through co-managing the local Global Compact Network as well as through the organization and participation in key seminars and the dissemination and sponsorship of key publications addressing the issue of the role of the private sector in alleviating poverty and in contributing to the attainment of the Millennium Development Goals (MDGs).

Two key partners that have functioned as main drivers of the group's CSR in recent years are the United Nations (UN) Global Compact Egypt and the Global Reporting Initiative (GRI).



UN Global Compact Network

In 2005, in partnership with the UN Global Compact Egypt, The Mansour Group hosted the Global Compact Conference, "Corporate Success through Social Responsibility," in Alexandria. During this event, the company promoted the ideas and values of the Global Compact to over three hundred private companies and civil society organizations from all over Egypt. The Global Compact creates a moral framework, which applies to several domains and sectors, and serves as a unifying platform for the private sector as a whole. Former UN Secretary General, Kofi Annan, launched the initiative in 1999 at the World Economic Forum in Davos, where he called for businesses worldwide to adopt ethical practices and support development. Today, more than 50 companies in Egypt are members.

On another note, the Group focuses on advocating the UN Global Compact by taking an active part in international conferences addressing the subject of CSR, compliance and sustainability and took it upon itself to become the advocate for such causes in Egypt. Moreover, it became one of the focal points of the Egyptian local network; along with the UN and the Egyptian Government. The Group is also funding the CSR and the Egyptian GC network office and is taking an active part in its steering committee in terms of structure and the design of strategies to be implemented by the office.



Mr. Youssef Mansour at the Global Compact launch.

Internally, the values behind the principles of the Global Compact can be seen operating throughout Mansour. Employees are well treated and fairly appraised, and this has paid off in spades, they are more involved, more motivated, and more productive. Employees are keenly aware of Mansour's respect for the international standards of human rights and we are proud to belong to a business that also takes the time to attend to orphanages, schools, and universities. This pride is palpable and has a clear impact on loyalty and motivation, it makes Mansour, a business that employs more than twelve thousand people, feel like a family. Mansour has never, and will never employ children.

Although the Global Compact comprises ten essential principles, we find this framework an ideal channel through which to emphasize the necessity for business entities to play a meaningful role in handling both national and international social problems. By that, we mean that we need to act decisively against poverty, illiteracy, and illness, a vicious triangle.

The importance of these issues stem from the fact that a powerful economy and a successful business can only be achieved in a society that does not suffer from illiteracy or a society that at least meets the minimum requirements on that front; a society that establishes effective systems to handle the consequences of poverty; and a society that provides diversified means for a comprehensive health care system.

It is true that these three ailments are more evident in some societies than others; however, this fact must not allow us to ignore them. Business organizations that operate in societies that suffer from these three ailments must play an active role towards controlling them by cooperating with governmental efforts and those of the civil institutions that operate in these societies.

In fact, we believe that such organizations should go even further and adopt creative initiatives to combat this vicious triangle and to set their sights on becoming role models for others. Combating this triangle is a fundamental requirement in effectively applying the Global Compact principles and hence achieving the United Nations millennium goals.

The Global Reporting Initiative (GRI)

The Global Reporting Initiative provides a means to actually measure the quality of our commitment to this framework, and thus, we find that it truly complements the principles of the Global Compact. While the Global Compact insures that we all agree on what to do, the Global Reporting Initiative allows us to understand just how well we are achieving those goals. The indicators of the GRI may be mostly quantitative, but what they refer to, quite explicitly, is the quality of our commitment to the principles of a better, more humane and just world. The GRI framework also makes clear our scope of influence and thereby our scope of responsibilities.

An area of CSR where the Mansour Group aims to improve is further engagement with employees of which the company has a cadre of talented, diverse, and committed staff that can only add to and enrich the company's socially responsible projects. As a starting point, the company has a responsibility to better communicate to staff the concept of CSR and its merits, which are still relatively new concepts in Egypt. Furthermore, getting employees more involved and invested will absolutely be a function of incorporating a more participatory approach to selecting and supporting social initiatives to ensure they are important to all staff.

Realizing our responsibilities has time and time again allowed the Group to also discover the benefits and rewards of respecting the needs of consumers and employees, empowering those in need and revering the environment. These elements are rudimentary to the group's strategic business planning and approach. We are pleased to fulfill the original vision of our founder to not only grow a flourishing enterprise but also to treat employees as kin, respect our fellow citizens and ensure our products are always responsibly made, accurately described and, above all, safe.

5. Applying Standards:

Related to all the above, the Mansour Group utilizes all the tools mentioned to ensure that its reporting and evaluation frameworks are benchmarked against local as well as international standards. It uses the Global Compact and the GRI's as indicators for their performance on these fronts and also using the fact that the Group is a member of the UN's working groups on anti-corruption and climate caring - all of which are a measure of how the company is performing on all these fronts.

Moreover, publishing the communication on progress required by the Global Compact is also an indicator as to how the Mansour Group is transparent to the local and international community in relation to measuring its CSR impact.



Mansour provided 6,000 litres of Hayat for Water Relief at Kafr El Sheikh.

Compliance Framework

1. Mansour's Commitment to Employees and Community

Mission Statement

Mansour Group is committed to the manufacturing, marketing and distribution of high quality branded products that meet the needs of a wide variety of consumers and their lifestyles. Mansour Group accomplishes this by ensuring that our talented and effective teams base their decisions on sound information and execute their tasks using updated and effective processes. The Group fairly rewards its people for their achievements, and continues to pursue an active role in advancing the welfare of the community.

Mansour Group's future is inspired by the legacy of its founder and his sons, their compassion for their employees, and their drive for excellence and achievement.

Customer Satisfaction

Mansour Group's first and foremost responsibility is to satisfy its customers. The Group therefore focuses its efforts on offering them high quality brands and services, which give them good value for their money. This is the driving force influencing the Group's decisions.

People

As a company Mansour Group recognizes that its people are the building blocks of its success. It thus works hard at developing a highly skilled and motivated team through rigorous selection, continuous development, and by offering fair opportunity for advancement, improved quality of life, and the chance to seize opportunities leading to personal and professional fulfillment. All of our employees receive regular performance appraisals on an annual basis.

Quality in Achievement

Mansour Group focuses not only on achievements, but also on the process which leads to that achievement with the highest possible standard of quality. Through continuous improvement and collective effort, the Group aims to become the first in every market in which it competes.

Profitability & Efficiency

It is the group's profitability that determines its ability to grow. In its efforts to excel Mansour Group also works at optimizing the use of its resources.

Mutual Benefit

The Group conducts business in a fashion that benefits the company and all its stake-holders. And where collective benefits exist, Mansour works to promote them in a way that ensures that the benefits are maintained for the long-term.

The Human dimension at the heart of Mansour Business Model

Mansour Group looks to the future and does not sacrifice future growth for immediate gains.

Mansour Group has developed its activities and assets thanks to its loyal teams which constitute the building blocks of the Group's success. It is due to their performance, their involvement and their motivation that the Mansour Group develops and thrives. Hiring highly skilled individuals, investing in their further development and providing them with fair advancement opportunities is therefore at the core of Mansour Group's "win-win" Human Resources policy. Mansour Group also applies a strict policy regarding an 18 year old minimum age for our workforce across all our operations. The current average turnover rate is 8%.

Recruitment

In order to achieve its high standard demands, Mansour Group selects the most talented people in the market and offers them real career opportunities. Recruitment follows a rigorous process and Mansour Group has zero tolerance for any kind of discrimination when hiring new people – whether it be religious, racial, or gender-based. Annual career and performance reviews are done to all staff employees to ensure their constant motivation. These assessments have also confirmed a zero incident rate with regards to discrimination cases.

Conscious of the creativity and energy youth can bring in to the company, the Group advocates hiring young graduates, yet this is balanced with its recognition of the experience and wisdom of senior workers and the benefit of their input on the work environment. The standard entry level wages at Mansour Group are 30% higher than the local minimum wage levels. A 1:1 ratio is strictly applied to wage policy with regards to gender.

Training

In order to build and retain capable high-performance teams, Mansour Group gives its staff opportunities to continuously develop and improve their skills. This policy has a positive effect on the work-environment and on the staff's sense of satisfaction and accordingly on their productive capacities. The average quality training hours per employee ranges from 3.58 to 50 hours depending on the level of seniority.

Internal Communication

It is the company's internal communications policy to sharing its vision, convey the correct messages, be transparent with its information, and keep people updated on the groups current events. This is indicative of how much the company values its staff and respects their right to be fully informed. It is also a way of keeping ties strong between all our employees.

In this respect, the company pays a great deal of attention to internal communications as part of the group's Human Resources policy. A website and a quarterly internal magazine have been created for that express purpose.





2. Health and Safety / Environment:

We at the Mansour Group strongly believe that commitment and adherence to standard-based business operations and production is the cornerstone of corporate sustainability. To this end, the company ensures that our standards-based compliance framework in the areas of health, safety, environmental impact, labor and corporate governance is strictly guided by international standards and best practices. Examples of current practices include:

SECLAM produces Labanita pasteurised and UHT milk, Labanita yoghurt, and several brands of cheese and YES juices. The factory has been awarded several certificates for its efforts in quality manufacturing and in safeguarding the environment.

SECLAM Food Processing has been granted several international quality awards such as the Platinum Award for Quality and Best Trade Name in October 2003 in Lebanon for its line of Labanita dairy products. SECLAM has acquired ISO certification 14001/2004 and conforms to ESO laws to ensure safe factory operations. Lab safety attire, gear, and equipment are provided to all staff along with safety training courses. HACCP procedures are also in place to protect Mansour employees. Research and development projects are continually undertaken to ensure products meet all relevant food industry safety standards. All key company personnel, including factory workers, are trained extensively in food safety applications and measures, particularly concerning the ISO and HACCP standards.

SECLAM's factory has taken a number of precautionary approaches to protect the environment. SECLAM Food Processing has signed a contract with a company for Complementary Services in Waste Treatment. The contract defines modes and conditions by which the factory implements a system to collect, transport and eliminate industrial waste produced by the SECLAM Factory. Our water waste treatment container is designed to process the 300 cubic meters of water waste produced daily due to our processing operations. COD and POD are determined to make sure that they are within Egyptian and International Standards. Another one of SECLAM's achievements in applying environmentally friendly policies is the constant monitoring of sound levels, which are measured by a Quest Model 2700 sound level meter. SECLAM Food Processing also applies widespread energy saving techniques for water, steam, and power consumption.

Hayat Company treats and packages bottled water. Hayat is drawn from a natural well 1,000 meters below sea level in the Siwa Oasis. The factory has also been awarded certificates for its efforts in quality manufacturing and safeguarding the environment (ISO 9001, ISO 14000, and ISO 22000).

Hayat has acquired ISO 9001/2000, ISO 22000 and HACCP health and safety certifications. Hayat has also acquired certificates related to quality and food safety management systems and adheres to all food industry safety measures and all personnel working on production lines have accredited certificates from the Egyptian Ministry of Health and Population. Treatment and sanitation equipment are regularly maintained to guarantee the conformity of all products to Egyptian standard 1589/2007.

The company only deals with suppliers whose materials are FDA-approved. Key personnel are trained on ISO 22000 and HACCP standards and all factory personnel are trained in fire fighting procedures by the Egyptian Civil Defense Authority.



Today, Metro is the largest food retail chain in the Egyptian market, with a network of more than 50 outlets servicing six different governorates nationwide. Under the umbrella of Metro Market, Mansour Group also started the Kheir Zaman chain, which offers a variety of quality food products at much lower rates for consumers with lower incomes.

Metro has acquired an SGS HCE Food Safety certificate and is in the process of acquiring HACCP, ISO 9001/2000, and ISO 22000 certificates. The company is focused on ensuring the safety, integrity and quality of all products throughout the chain of custody. Extensive measures are in place throughout the design, storage and transport stages of operations to ensure the safety and quality of all food products. Checks are also in place within cooling rooms, freezers, and hot products storage, as well as for oil checks, cleaning and disinfecting schedules, pest control, and chemicals and for food & swabs analysis tests.

Metro Markets Health & Safety

The premises and facilities are soundly built and regularly maintained. Materials used in construction must not transmit any undesirable substances to food. Windows and other openings are fitted with screens to keep out debris. Adequate space is available to accommodate all operations, including cleaning. Temperature is controlled in chilled rooms (5° C) and freezers (-18° C). Adequate lighting is provided throughout the kitchen. Overhead lighting is insulated to prevent contamination of food.

Water Supplies

There is an adequate supply of potable water for hand-washing stations, as well as all for outlets used for washing, handling, and preparation of food as well as for post-cleaning rinses.

Effluent / Waste Disposal

Our establishments are effective effluent (including sewage) systems that are maintained in good order and repair at all times. They are large enough to carry peak loads and are constructed so as to prevent contamination of potable water supplies. They also have effective procedures for the hygienic collection and disposal of waste. External storage areas are protected from infestation by birds, rodents, or insects. They are all easy to clean and well ventilated.

Storage Areas

Refrigerators (5 C) and Freezers (-18 C) are provided for the storage of perishable foods and a storage area is provided for dry goods. The designs enable the foods to always be stored off-floor. Hazardous chemicals (e.g. cleaning materials and pesticides) are never stored in the proximity of foods, for those; a separate storage area is available.

Personal Hygiene

Food handlers maintain excellent standards of personal hygiene at all times. This includes hand hygiene and neither smoking nor eating is permitted in areas where food is prepared.

Ethics and Integrity

Integrity Measures

Mansour Group is committed to:

- Maintaining the highest standards of ethics and integrity in all its dealings.
- Working hard to maintain honest and open relationships based on mutual trust.
- Honoring all internal and external engagements, whether verbal or written.

Counterfeit Products

Together with P&G, Siemens, Henkel, BAT, Rashidi El Mezan and Kodak - the Mansour Group founded the Brand Protection Group (BPG) in order to address the issue of counterfeit and smuggled products and to raise consumer awareness concerning their threats in Egypt. An economic impact study was undertaken to calculate the government's loss due to counterfeit products and a consumer and trade awareness campaign is being initiated. These actions prompted a partnership in 2007 with the Consumer Protection Agency (CPA), which is part of Egypt's Ministry of Trade. In turn, the CPA has established a call center to answer questions and address concerns related to product returns, product malfunctions and counterfeit products.



Children playing at an Ebtessama annual iftar program.

Our Social Engagement

Introduction

Throughout its history, the Mansour Group has pledged itself to work in harmony with the country's goals as a responsible corporate entity. The Group has been one of the leading Egyptian national companies implementing community work initiatives and CSR projects in Egypt. The Group has ventured and is planning to further venture in all kinds of projects starting with simple corporate philanthropy and leading up to more sophisticated pro-business initiatives targeting the "base of the pyramid" in addition to contributing to policy dialogue at the national level regarding the role of the private sector in development – an issue which is of major concern for both corporations and governments.

Stemming from its conviction that businesses must give back to their communities, the Group continues to invest in projects that make a concrete difference to people's lives. As a responsible entity, it is active in a variety of community endeavors. The Group has a long-standing history of corporate social engagement and is keen and committed to participate in facing many of the developmental challenges faced by Egypt.

Economic and social development are priorities, and along with the Group's contributions to society, the company's strategy is to adopt and support efficient, sustainable programs that simultaneously address issues of education, environment, and policy advocacy on CSR. The Group also tries to simultaneously combine educational campaigns and environmental campaigns for effective dual impact.

1. Creating Awareness on the MDG'S – Sailing the Nile Initiative 2007

Despite considerable achievements in terms of human development, Egypt still ranked 112th in the Human Development Index for 2007 (one lower than in 2006). According to the 2007/2008 Human Development Report, 14 million Egyptians still live under the poverty line and nearly 4 million people rely on handouts for their daily food. Regional disparities and the existence of growing pockets of urban poverty constitute two of the key obstacles to the development of the country. More specifically, Upper Egypt is currently home to 35.2% of the country's poor and to approximately two thirds of the country's 13.6 million citizens still living in conditions of extreme poverty. The Egypt Human Development Report 2008 also registered the worst scores in human development indicators (including education, clean water and sanitation, illiteracy, poverty and hunger) in Upper Egypt, which hosts 762 of the poorest 1000 villages in the country.



This project is in collaboration with the UNDP and the UNV programme in Egypt. The project's main objective is to raise awareness of the eight Millennium Development Goals amongst the most deprived populations in Egypt as well as to create channels for young people to contribute towards achieving the MDG's through volunteerism. According to the project, capacity development is the ability of individuals, institutions, and societies to meet the essential needs of food, income, education, health and gender equity while managing the environment in a sustainable way. It is the process whereby development stakeholders obtain, strengthen, and maintain their capabilities to develop themselves over time. The project's conviction is that volunteerism is a key factor by which individuals articulate their engagement as citizens and develop their capacity to change their own lives and the contexts in which they live.

The Sailing the Nile project therefore has two main objectives: 1) to raise awareness of the Millennium Development Goals (MDGs) among Egyptian youth, and 2) to enhance civil society participation in efforts to achieve the MDGs through volunteerism. Encouraging community participation is a key strategy towards supporting and accelerating the achievement of the MDGs. Efforts on the part of national governments, supported by the international community, can only complement what ultimately will depend on the full involvement of all Egyptians.

The project focused on raising awareness of the meaning of the MDGs as well as informing the public about ongoing developmental work related to their fulfillment. Moreover, the project has integrated developmental volunteerism into MDG-related projects that are currently being implemented by development partners. The project included a broad communication campaign to inform the public about the effective meaning of the MDGs. Concrete volunteer-based opportunities were identified in order to effectively raise the visibility of developmental work on the MDGs, while at the same time highlighting the importance of volunteerism itself for their eventual achievement.

The Sailing the Nile for the MDGs Campaign included several number of feluccas sailing across the Nile around the different governorates and At each felucca stop the project discussed the progress made and the challenges Egypt faces in pursuit of the Millennium Development Goals with the general public.

2. Corporate Volunteerism through the Injaz Program



Injaz started in 2003 as a project under the umbrella of Save the Children (SC) in Egypt. Injaz, which means 'Achievement' in Arabic, is licensed to use junior Achievement international curricula designed to enhance youths' qualifications to help them enter the job market as employees and entrepreneurs. The regular schooling system does not integrate economic and occupational education into the school curricula, and Injaz attempts to fill that gap. In other words, Injaz is an educational organization which works to bridge the gap between the educational system and the private sector.

In partnership with the Ministry of Education and multinational and national companies, Injaz has been established to create a new generation of empowered youth who will become the entrepreneurs of the future and the employees of choice for corporations, thus decreasing the otherwise growing ranks of the unemployed.

Each semester business leaders send staff into local schools and universities. For an hour a week and for a period of 10 weeks, these corporate volunteers share their professional lives with youth, giving them practical training on how to succeed in the working world.

Injaz Egypt works with students 12-21 years old in middle schools, high schools, and universities.

In six semesters, students progress from learning how to manage their own budget, to learning how to follow stocks in the newspapers. They learn about competition and marketing and how the banking sector supports business and industry. Upon completing the series of Injaz courses, students graduate with confidence in their capabilities, with a vision to plan their career along with the skills needed to succeed in the private sector. They develop leadership, planning, and teamwork skills through community projects in addition to gaining skills in giving presentations, writing CVs and job hunting. They also acquire a network of professional volunteers that they can call on for help.

The program also gives those who have succeeded in the private sector a chance to give a helping hand to the next generation. This exciting experience to help inspire, lead, and become a role model for students brings them in close touch with youth in their own communities. As the idea catches on, it grows into a national movement led by top businessmen in partnership with the Ministry of Education.

Up to date, Mansour Group has had five volunteers teaching 120 students in a school in Maadi between 2005-2007.

3. Literacy Awareness Campaign 2005-2006

The future for Egypt's progress lies in having a qualified, skilled, and healthy labor force. Education is one of the key investments that have long-term benefits to the society at large. It is an area where return on investment can be guaranteed. The value of education and its impact in improving livelihoods needs to be disseminated and promoted. Education is a continuous process starting with early education up to higher levels of education. However, those adults that have missed the opportunity for schooling still deserve the right for an adult education in order for them to develop their capabilities and skills and find suitable job opportunities in the market place.

The idea for this project, stemmed from the conviction that the Mansour Group believes that creating awareness about education is part of being responsible corporate citizens. As a result, the Group approached the General Authority for Adults Education (GALAE) as their government counterpart and together, they produced 3 television spots about the importance of education with special focus on female education in rural Egypt.

In an effort to formalize this partnership, Mansour Group and the GALAE signed a protocol agreement in 2005; whereby the Group agreed to sponsor the costs of airing the three TV spots produced for a period of two years to ensure that an effective and rigorous campaign raising awareness about the importance of education is disseminated regularly and widely.

The TV spots were broadcast mainly on local TV channels and several free-to-air satellite channels. The duration of each spot was 30 seconds. This TV campaign was also complimented by a press campaign to increase the level of citizens' awareness and magnify the impact on viewers. GALEA has followed up on this campaign by going to less-privileged areas with high illiteracy rates to raise awareness of the importance of education and familiarize residents with literacy classes offered in their respective areas.



4. Eradicating Illiteracy in Beheira and Mansoura Governorates 2006-2007

According to GALAE the illiteracy rate in Egypt is currently at 27.3 percent, which approximates to around 16.5 million people. Of that total, males account for 31 percent while females make up 69 percent. In addition, illiteracy is more prevalent in rural areas than in urban areas. Whereas it is true that Egypt has made historic progress in providing access, increasing enrollment, and

closing the gender gap in basic education, the Government of Egypt still needs to improve the efficiency, quality and relevance of the education that it delivers in order to be competitive in a global economy. Illiteracy rates, especially among girls and in particular in Upper Egypt, still remain high and need to be addressed and reduced.

Building on these awareness campaigns, the Mansour Group then decided to further its efforts - again in cooperation with the General Authority for Adults Education (GALAE).

Mansour Group and GALAE partnered in a project piloted in two governorates, namely Mansoura and Beheira; whereby the Group funded the transitional classes between Shahadet Mahw el Ommeya and the Thannaweya classes (i.e. the Egyptian preparatory classes). In addition to supporting these literacy classes, the Group provided scholarships to top students who wished to continue their education beyond literacy classes.

A total of 748 Students entered the program out of which 645 students succeeded from both governorates - an 86% success rate. The Mansour Group was recognized by H.E. Mrs. Mubarak, the First Lady of Egypt for its support of this initiative.

5. Support to Orphanages and the Disabled

This project was organized in cooperation with Mobinil, Orascom Telecom, and Cairo Sheraton. It started as an annual Iftar (traditional Ramadan breakfast) for 5,000 orphans throughout the holy month of Ramadan with the objective of integrating orphans into society.

Next, steps were taken to raise funds for fixing orphanages in Cairo, and almost 2 million pounds were raised within one year. The project then began to strategically focus on disabled orphans and on specialized activities addressing disabilities - including supporting physiotherapy via arts and culture.

Mansour Group firmly believes that the concept of “inclusive development” not only applies equally to women and men, youth and senior citizens, but also to people living with disabilities. By mobilizing their potential, one also strengthens a country’s developmental prospects.



To support this firm belief in “inclusive development,” the project moved to support the establishment of an NGO called Ebtessama, which integrated arts and culture into the annual events. Through Ebtessama, the project is now capable of outreaching and supporting orphanages not just during Ramadan, but throughout the entire year.

The project also has plans to expand in order to provide training for the disabled so as to provide them with working opportunities in large companies in which they can be productive.

6. Advance School for Autistic Children

Established in 1999, the Egyptian Society for Developing Skills of Children with Special Needs known as Advance, is a non-profit organization founded by a group of families of children with autism and other related development disorders. The society aims to offer life-long services to help children and adults develop their abilities and reach their full potential. It is the only specialized learning center for autistic children in Egypt. Such a great endeavor requires proper funding, which the Mansour Group has helped provide as Advance's sole corporate supporter.



Mansour Group started its support of Advance in 2000 by paying rent for their operating premises. This aid then progressed to a more sustainable idea - that of building a small village for Advance where children can reside and grow as well as actively work in order to both provide for themselves and gain a sense of independence. This model also puts the project on a path towards more self-sustainability.

In 2004, the Group bought a plot of land for Advance and helped them with the creation of a new premises in which a small school was established starting with 10 students. Today, the school serves around 60 students, and with the completion of the project premises the school will be able to serve up to 200 students.

The Group is also helping Advance fundraise in order to expedite the completion of a permanent complex. In 2007, Advance started its first steps towards building the new complex. All foundations and basements have been built and work still continues. Up to date almost 60% of the work has been concluded and the full fledged school is to be launched by 2010. It is envisioned that Mansour Group will no longer need to support this project starting from 2010 after the premises and school are both completed.



7. Environmental Awareness Campaign 2005-2006

Mansour Group aims to increase the awareness of Egyptians regarding the serious threats and hazards of pollution and its negative impact on the general environment, people's health, and society at large. The Group is also committed to encouraging the Egyptian population to unite and contribute towards making Egypt clean - today, and for future generations.

The project has so far succeeded in launching a televised campaign comprising of three TV spots, each having a duration of 30 seconds. These were aired on Egyptian channels and some free to air satellite channels for a period of two years.



This campaign was funded and produced totally by the Mansour Group in collaboration with the Ministry of Environment, with the slogan "We All Love Egypt." The main focus of this campaign was to promote a change in behaviors and basic mannerisms relating to the environment - i.e. cut down on littering, increase car maintenance to reduce smoke pollution, and become more aware of the environmental dangers of burning rice straw...etc.

As a show of commitment to the promotion of environmental preservation and the raising of awareness on climate change issues, the group's Chairman signed the "Caring for Climate Change: The Business Leader Platform" during the Global Compact Summit in Geneva in 2007.

8. Policy-Advocacy and Dialogue on CSR in Egypt

The Group has committed itself to raising public and private sector awareness of the notion and implications of Corporate Social Responsibility and the UN Global Compact in Egypt. In continuing efforts to do so, Mansour Group has participated in several events and in several projects in order to fulfill its task. These include: a) Support to the Global Compact Summit in Alexandria; b) Sponsorship of the first International Corporate Social Responsibility Summit co-organized by the American Chamber of Commerce and UNDP in December 2007; and c) support for the publication of the Business Solutions for Human Development Report.

a) UN Global Compact Summit in Alexandria

Mansour Group joined the UN Global Compact in Egypt realizing that the private sector has more than one role to play in society; as an engine of growth, as a key contributor to support the process of development and poverty alleviation, and as a responsible business. Responsible business practices can build trust and social capital in many ways - in turn contributing to broad-based development and sustainable markets. With this understanding, the Global Compact was launched in Egypt on February 9th, 2004 with the Chief of Staff of the UN EOSG representing the UN Secretary General. Some 200 participants from government, the private sector, chambers of commerce, academia, and civil society attended the event and 55 companies joined the Global Compact (now 63).



The launch was preceded by a series of workshops and a mega event held at the Bibliotheca Alexandrina commemorating one year of the compact in Egypt, organized by the Office of the Resident Coordinator with support from Mansour Group - with a view to popularize the Compact and the concept of corporate social responsibility.

b) The International Corporate Social Responsibility Summit



The American Chamber of Commerce in Egypt, together with the United Nations Development Program (UNDP) launched Egypt's first Corporate Social Responsibility (CSR) Summit in December 2007. The event was the first of its kind in Egypt and several high-profile speakers were invited to speak at the conference, including prominent figures such as Jeffery Sachs, renowned American economist and director of the Earth Institute at Colombia University in New York. Representatives from several local companies as well as multinational corporations along with NGOs, health and environmental workers, industrial analysts, and academics also participated in the conference. Experts delivered lectures on the science of CSR and how to formulate partnerships with

local communities, what standards to apply and the tools required to do so, monitoring and evaluating progress, and working with the environment in a sustainable manner.

The sessions included a wide range of issues including education, the environment, health, and employment. Mansour Group was one of the main speakers at the “Environment Session” and the “GRI Session”.

c) Business Solutions for Human Development Report

The International CSR Summit also witnessed the launch of the Business Solutions for Human Development Report. A report - commissioned by the UNDP and the Ministry of Investment with collaboration from two private sector supporters; Vodafone and the Mansour Group, with input from several experts under the direction of lead author, Dr. Laila Iskandar.

This pilot report features the first ever market research study to analyze corporate engagement in Egypt and its relationship to the Millennium Development Goals. The Report explores factors that motivate companies of all sizes towards engaging in pro-developmental activities. It analyzes prospects for future action within the current socio-cultural and political context. Showcased in the report were a number of the best practices and success stories of multinationals, national companies, and small and medium enterprises - all of which contribute to the development of Egypt. These inspiring stories illustrate how companies can invest in their supply and value chain while simultaneously making profit.

The report uses the Millennium Development Goals (MDG's) as a framework to assess Egypt's developmental needs and to highlight areas most in need of private sector engagement. The report is driven by a strong conviction that the private sector remains the greatest untapped resource for investment and innovation in the race to achieve the Millennium Development Goals, goals which the world has committed itself to since the beginning of this century.



9. Skool

The Skool™ program is an Intel® initiative that brings highly innovative, interactive, and exciting learning resources via cutting edge technologies and devices. Currently, Intel® is engaged in a comprehensive development program of interactive learning and supplementary material for Egypt.

The project was proposed to provide technology-enabled learning and teaching support to teachers and students in public and private schools in Egypt through a fully developed e-Learning platform. The background of this project is an initiative to use e-Learning resources as a means to enhance educational results. The project focuses on the delivery of a digital curriculum to students, parents, and teachers for Skool™ Egypt. This represents the first phase of development.



Skool™ Learning and Teaching Technology provides a critical component of the 1:1 learning environment by providing high quality curriculum content and toolkits that support self-paced student learning at school and at home as well as class room teaching and teacher facilitated, self-paced learning. It includes a wide range of interactive educational resources that aim to complement students' schoolwork and home study by showing them how to save time, improve their academic performance, reduce stress levels, and achieve their goals.

The content can be used both in schools as a teacher-guided learning exercise and at home as a free personal tutor to help with general understanding, homework, and revision. Skool™ education technology has been successfully deployed in 15 different countries world-wide and in 7 different languages and provides services to more than one billion students and teachers all over the world.

The primary target audience of Skool™ Egypt is Egyptian students, including:

- Primary: Grade 6
- Preparatory Grades: 1, 2 and 3
- The scope of the project is explicitly limited to targeting specific grades in its initial phase.
- The scope of the project will target all grades in all subjects for the next phases.
- Certain aspects of the site will target teachers and parents

ESI is foreseeing the following strategic objectives in introducing Skool™ to the Egyptian educational community:

- Enriching the educational process and enhancing its outcome.
- Creating positive attitudes among students and parents toward education.
- Supporting human development in the area of education at the student/teacher level.
- Maximizing technology-based practices among students and teachers.
- Participating in developing a generation well equipped and better prepared to cope with global technology dynamics.
- Skool will set foundations and demonstrate productive co-operation between authorities, educational development organizations, and technology companies for bringing on practical and fruitful mechanisms for the improvement of education.

The expected number of viewers from students, teachers, and parents are 5,000,000.

10. AUC Scholarships

A good education is a key factor in securing a decent job, especially if it is accompanied by practical training for skill building.

The support to scholarships by Mansour Group was driven by precisely this conviction. The project is in collaboration with AUC - The Group provides two scholarships a year for the two best students from public schools (Thannaweya Amma certificate). Coupled with this scholarship is the practical opportunity of undergoing a summer internship program at the company with the hope that some of these interns will be employed at the end of their internship. The internship program offers candidates a chance of getting a feel for what it is like to work in a company: daily chores, management structures, deadlines, reports, assignments, etc...

Past scholarship students have attested that the internships have been of great value to them and that they have provided them with a taste of what it is like to work in a corporate environment. It also proved valuable to them back at the university in their following semesters - where they could draw on their practical experience in the field.

11. Maritime Archeological Center in Alexandria



Recent underwater discoveries and maritime archaeological projects in Egypt have revealed the country's unique potential for maritime archaeological exploration and research. In response, the Alexandria Centre for Maritime Archaeology and Underwater Cultural Heritage was created to introduce education and training in maritime and underwater archaeology into the Egyptian higher education curricula for the very first time.



The Centre is funded through a grant from the Trans-European Mobility Scheme for University Studies (Tempus), as well as a number of corporations and private donors including a generous donation from Mr. Youssef Lotfy Mansour, Chairman of Mansour Group. The monetary contribution was allocated towards the physical building of the Center which was inaugurated in October 2008.

The centre occupies the ground floor of the northern building of the Faculty of Arts and consists of two lecture rooms equipped with interactive smart boards, a specialized library, a computer laboratory equipped with twenty PCs, a conservation training laboratory, as well as a storage space where the diving, photography, and excavation equipment are kept. The centre also owns a 6m Rigid Inflatable Boat which will be used for training and research. It also has a waterfront facility overlooking the Eastern Harbor of Alexandria for practical sessions. It is the only center for maritime archaeology in the Middle East.

The Centre offers a postgraduate Diploma and Master of Arts degrees in Maritime Archaeology and Underwater Cultural Heritage, designed and structured in accordance with European Union standards. The program aims to provide graduates from different backgrounds with a sound theoretical and methodological foundation in the investigation, interpretation, and management of the maritime and underwater archaeological resources within its wider context.

12. Mansour Group Supports Environmental Education

a) The WESC Program

Wadi Environmental Science Centre (WESC) recognizes the urgency for Egyptian educational reform and believes that the creation of a wider and deeper awareness, consensus, and understanding of environmental science amongst children is a valuable opportunity to bridge the gap between education and the real world. Moreover, WESC feels there is a great responsibility for NGOs and responsible businesses to respond to the call for educational reform. NGOs must demonstrate good practices, show accountability and transparency, present themselves as working models, act as responsible citizens, and inspire the changes needed for reform. WESC, through this pilot test program to educate underprivileged children and train teachers, is stepping up to meet this challenge.

The project's focus is on grades 4, 5, and 6, since science is first included in the National curricula during these academic years. The table below explains the expected exposure for teachers and students as a result of this project.

Governorate	Date (2008-2009)	Total Teacher Trained	Total Students Exposed
Giza	Sept. Dec. March	90	6,300
Sharkeya	Sept. Dec. March	60	3,000
Fayoum	Sept. Dec. March	90	6,300
Beni Suef	Sept. Dec. March	90	6,300
Alexandria	Sept. Dec. March	90	6,300
6th of October	Sept. Dec. March	90	9,000
Total		510 Teachers	37,200 Students

Governorate	Date	Community Action	Total students exposed
Giza	Sept. to Oct.	Self-Assigned	2,100
Sharkeya	Sept. to Oct.	Self-Assigned	1,000
Fayoum	Sept. to Oct.	Self-Assigned	2,100
Beni Suef	Sept. to Oct.	Self-Assigned	2,100
Alexandria	Sept. to Oct.	Self-Assigned	6,300
6th of October	Sept. to Oct.	Self-Assigned	3,100

The design of this training program is based on the empowerment of the teachers. To date, phase one of this project has been accomplished, 15 teachers were chosen from different governorates to receive a Trainers' Training program under the theme of Education for Sustainable Development. This training was delivered by a British training institution, the Field Studies Council. The FSC is a pioneering educational charity committed to bringing environmental understanding to all. Established in 1943, the FSC has become internationally respected for its national network of 17 education centers, international outreach training projects, research programs, information and publication services, and diverse range of professional training and leisure courses.

These 15 teachers had already participated in several environmental education training courses during the past 2 years. Hence WESC saw that it is best to build on what these teachers have already received and empower them through giving them the chance to become trainers to their peers. To this day, the trainers have developed their plans of action and their budgets in respect to their locality in order to train the teachers and initiate a cascade of training and environmental actions in the 6 governorates.



Educational opportunities will not start or end with the training alone. WESC staff will visit each governorate and assist and coach in the delivery of the training. Monitoring teams will be assigned to follow the progress of the training and the full realisation of community actions in each governorate. Progress will be closely monitored and assessed by the WESC team in collaboration with the consultation team. Quarterly reports will be written to regularly assess progress and encourage corrective actions to be taken when needed.

b) A partnership with UNDP

In 2007, Mansour Group- in collaboration with the UNDP Office in Egypt and the Ministry of Environment produced three environmental booklets aimed at educating youth on all aspects of climate change and environmental friendliness. The booklets have been widely disseminated to schools across the different governorates and are being used as part of the teaching materials at schools.

13. Integrating Technology for Enhanced Education

The Classmate PC has been used in schools for e-learning all around the world. ESI was the first to introduce the concept of e-learning to Egyptian schools. It is expected that the increased availability of learning resources will allow students to learn outside of the classroom and employ self-paced learning both at home and in school.

The project is designed to enhance the quality of education in Egyptian schools through the use of technology in the classroom. Coupled with extensive training, support, and maintenance, this project will allow for an increase in student comprehension and creativity as well as facilitate administrative concerns such as student attendance and classroom management. The move towards utilizing technology for education is a global initiative that, if neglected, will stall our community decades behind modern trends.



Mansour Group firmly believes that it is essential to invest in such projects to enable the next generations to cope with the evolving technologies.

The project objectives are:

- To provide mobile Classmate PC labs to public schools throughout Egypt.
- To train staff and provide support for all schools.
- To monitor and measure the effectiveness of the program.

The project focuses on establishing mobile Classmate PC labs in schools, thereby providing the technological tools for those who would, under normal conditions, be denied access to them.

The target and focus of the project follows the national pledge by H.E., the First Lady and H.E., the Minister of Education to support national efforts in the technological upgrade of Egyptian public schools to better serve a more advanced educational system and to implement a human resources upgrade strategy.

The project has so far succeeded in delivering:

- An Ultimate Bright Right CMPC classroom setup (30 PC's).
- A digital curriculum based on existing content and additional content based on the Egyptian curriculum.
- Solutions that are accessible in both connected and offline environments.
- Flexible technology implementation that enables ease-of-integration and future expandability of content and learning modules.
- Full package for teacher's training and curriculum consultation.
- Support and maintenance.

14. Honoring Thannaweya Amma Students

This project includes a plan for honoring the top 40 students of Thannaweya Amma public schools. Selected students are provided with the opportunity to visit one of Mansour Group's factories and are also provided with some funding towards their college education.

The project is part of a larger government program that honors high-achievement students in Thannaweya Amma.



Creating Value in Developing Markets

Over the past few years, Mansour Group has developed a conviction that enhanced corporate sustainability can only be attained through creating value across the core business practice.

Kheir Zaman: A Value Generating Retail for Egypt

Actualizing this conviction, in 2007 Mansour Group invested in a new retail chain that set not only a leading example for the Egyptian market, but a true experience of value-based core business services. The Kheir Zaman retail model merged the high discount concept with a system of better-targeted customer services that ensure quality while allowing for a discounted price offering that would suit the massive Egyptian middle class. Within two years, the chain set a successful joint model for the Group and its customers. By the end of 2008, Kheir Zaman grew to cover 14 locations in middle class housing areas while ensuring a steady comparative average of 9 to 10% discounted price offering for its clients.

Currently the Kheir Zaman chain is set to increase its geographical coverage to better serve the whole of Egypt. This will further develop the model and maximize its developmental impact while ensuring an increase in the discount ratios through cost reductions. The Mansour Group, in partnership with several developmental institutions, is undertaking extensive research to allow for a larger entry of small and micro-enterprises across the supply and value chains of Kheir Zaman.



Annex

GRI Disclosure

1. Strategy and Analysis

- 1.1 Statement from the most senior decision-maker of the organization.

2. Organizational Profile

- 2.1 Name of the Organization.
- 2.2 Primary brands, products, and/or services.
- 2.3 Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.
- 2.4 Location of organization's headquarters.
- 2.5 Number of countries where the organization operates.
- 2.6 Markets served by the organization.
- 2.7 Scale of the reporting organization.
- 2.8 Significant changes during the reporting period.
- 2.9 Awards received in the reporting period.

3. Report Parameters

- 3.1 Reporting period.
- 3.2 Date of most recent previous report if any.
- 3.3 Reporting cycle.
- 3.4 Contact point for questions regarding the report or its contents.

Report scope and Boundary

- 3.5 Process for defining report content.
- 3.6 Boundary of the report.
- 3.7 State any specific limitations on the scope or boundary of the report.
- 3.8 Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, etc...
- 3.10 Explanation of the effect of any re-statements of information provided in earlier reports.
- 3.11 Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.
- 3.12 Table identifying the location of the standard Disclosures in the report.

GRI performance indicators' division, aspects, and indicator number*

GRI Indicator Number	Indicator Description	Page
EC1	Direct economic value generated and distributed, including revenues, operating costs, employees' compensations, donations and other community investments, retained earnings, and payments to capital providers and governments.	5
EC 5	Range of Ratios of standards entry level wage compared to local minimum wage at significant locations of operation.(add)	24
EN8	Total water withdrawal by source	25
EN10	Percentage and total volume of water recycled and reused	25
LA 1	Total workforce by employment type, employment contract, and region.	5
LA 2	Total number and rate of employee turnover by age group, gender, and region	24
LA 10	Average hours of training per year per employee by employee category.	24
LA 12	Percentage of employees receiving regular performance and career development reviews. (add)	24
LA 14	Ratio of basic salary of men to women by employee category	24
HR 4	Total number of incident of discrimination	24
HR 6	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	24
SO1	Nature, scope and effectiveness of any programs and practices that asses and manage the impacts of operations on the community, including entering, operating and existing	30-43
SO5	Public policy positions and participation in public policy development and lobbying	18-27

* The reference pages listed in the indicators table may not include all the sub details featured under each indicator. Mansour Group is committed to increase the details of reported information as we continue to develop our internal tools to better capture more detailed data on our operations

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