



WE SUPPORT

OMRAT COMMUNICATION ON PROGRESS REPORT

2011



Omrat

Company Profile

Member of **Rateb Shallah & Sons Corp.**, Omrat was established by Omar R. Shallah under the Syrian Corporate Law in 2004. The Strategic Direction of Omrat was to support the Family's business activity that roots back to 1960s leveraging on its historical equity in Agriculture, Trade and Finance to lead the expansion into new sectors showing promising perspectives in Syria's liberalizing economy.

The core business of Omrat started in the automotive sector, managing NISSAN and INFINITI dealerships in Syria and gradually penetrated other sectors in marketing, event management, micro-finance, food and trade.

Companies under Omrat Establishment

RAKHA TRADING LLC

Established in May 2002, Rakha Trading is a limited liability company incorporated under the Syrian laws, having its objective the import and commercialization of vehicles and spare parts and providing aftersales and auto-financing services. Rakha is the sole & exclusive distributor of Nissan & Infiniti vehicles and spare parts in the Syrian Arab Republic.

OMRAT TRADING EST

Starting 2010 the division was created to attend several trading activities covering the import and commercialization of Ice Cream (MOVENPICK), Motorcycles (KAWASAKI) and other industrial machinery (NISSAN FORKLIFT).

MENAMOTORS

Capitalizing on the Establishment's expertise in the automotive market and its exposure to other regional market, MENAMOTORS was established for the purpose of import and export of a various number of motor vehicle brands in the MENA region.

MANIFIC

Established in 2009 in Damascus, MANIFIC's main objective is to provide event management, direct marketing and BTL services, capitalizing on the management team's expertise in the field.

IBDAA BANK

Omrat is a founding shareholder of IBDAA Microfinance Bank in Syria that was established under the consortium of the Arab Gulf Program for United Nations Development (AGFUND), the Syrian Ministry of Labor and Social Affairs, Silatech and Syrian & Saudi Private Investors. OMRAT is represented on the Board of Directors and the Board's Executive Committee.

A Word from the Vice President



Coming from a Damascene family that falls at the heart of a country long known for its communities' sense of responsibility and lust to positively engage, support and fulfill its ethical obligations towards their communities across the nation ever since the beginning of the human civilization. I'm personally proud to belong to this philosophy - dubbed CSR in our modern days.

Belonging to a traditional family business, we cherish a fundamental belief that success and achievements are only valued when they prove to be sustainable and to be contributing to the family's reputation, credibility - thus *value*. Having said that, any move should be solid, sure and built on very tangible assets; and the biggest asset we realized is our people.

In our philosophy we comply with our principles and the code of ethics that govern our behavior and conduct professionally, personally and socially. This philosophy was behind signing the United Nations Global Compact in 2010 and behind our commitment to embrace and actively implement its principles across the operations we manage.

I would like to praise my colleagues for their embracement of this philosophy and for their commitment to carry on these principles as the driving force of every success story we achieve.

Omar Rateb Shallah

Vice President – Managing Director

Reputation, credibility, thus value.

To achieve sustainable development, the company must be commercially successful. Only a successful company can make sustainable investments and offer its employees secure prospects for the future.

Omrat has selectively defined its approach to a sustainable framework through:

- Providing safe work environment
- Advancing women and promoting social diversity and equity in workplace
- Cherishing Education, knowledge and capacity building

Customer Satisfaction

It's our customers who determine the organization's success. Not only when they buy our products, but every time they interact with any touch-point under our operations.

Customer satisfaction is a crucial factor in our sustainable corporate success and it's one of the pillars of our corporate strategy.

To measure our progress, we refer to the finding of a monthly strategic survey that measures the customer's satisfaction with the experience we are delivering; this covering the products, the procedures, the service, the team during their most recent visit to our facilities.

The learning is not to be invested in immediate solutions or reactive measures for the customers themselves only; rather it is an invitation to review our procedures, our capacities, our practices and our skills and formulating proactive measures to continuously enhance our deliverables and meet our customer expectations.

A tangible asset, the biggest asset...
our People

Human Rights Implementation

The Code of Conduct of the operations within the Omrat Establishments is a simple translation of our code of conduct that perfectly complies with the Labor Law of Syrian Arab Republic. It provides the foundation on which our approach is based and it sets Omrat requirements of labor principles (forced labor, discrimination, harassment, child labor, hours of work, health & safety and wage regulations...).

Employees are informed during meetings and trainings about labor law, the above labor principles and human rights. The topic of moral and sexual harassment is clearly tackled during these sessions as well.

Employment & Diversity

Omrat is working with its employees to set the highest standards across its operations and to be one of the most attractive employers in our sector.

As Omrat recognizes that human capital is the most important asset in the company, therefore we invest in implementing the appropriate strategies to attract and develop our workforce.

Securing outstanding performance and generating success are central to Omrat's human resource strategies.

Omrat receives each year 5 to 20 interns from Universities. The internship offerings include various disciplines, namely finance, marketing, sales and aftersales. Some of the students have been hired by Omrat after their graduation.

We recognize that one of our strengths in Omrat is that we have a diverse workforce. Therefore, in our recruitment policy we reinforce our focus to eliminate all prejudice to gender, ethnic origin, marital status, religion, age or physical handicap in filling vacant positions.

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Employees attended capacity building and trainings programs held by Omrat in 2010 - 2011

Training and Skills Development

As our business is growing through our workforce, our need to training and capacity building is increasing.

Outstanding vocational training is crucial to our HR strategy. Therefore several national and regional training programs have been implemented for the sales, aftersales and back-office teams.

The training function is covered through a dedicated full-time expertise as well as local vocational (technical) centers, training institutes, universities and regional training expertise & institutions.

In addition to the training and skills development programs we have National and Regional Contests for our team that are organized to assess the workforce knowledge, strengthen their motivation and enhance their skills to deliver superior quality. The training and contests are often endorsed by international institutions such as the Syrian Enterprise and Business Center (SEBC), Nissan Middle East (NMEF) and Nissan Motor Ltd.



55

Employees have been awarded in regional trainings during 2010-2011

52

Local training conducted in Omrat.

4

Regional Contests conducted

36

Participants in Regional Contests

Employee Satisfaction Survey

Employee satisfaction is measured every year using Omrat satisfaction survey which covers the entire workforce. It tackles the employees' satisfaction on training provided, their role in the company, pay and benefits, work environment and corporate culture and communication.

The findings are discussed by HR and employees raising complaints and suggestions for work process improvements.

A first survey was conducted in 2008-2009 and a second one in 2010-2011. It showed an improvement against the previous year, particularly in the area of training, development and corporate communication.

Health

Protecting and promoting good health is not just a social responsibility activity but it falls under our corporate culture and moral commitments vis-à-vis the team. This is manifested through the medical coverage of our working team and through the regular campaigns we hold in alliance with local pharmaceutical and medical companies to promote the team's understanding and awareness on common diseases, illnesses and physical hazards.

As part of our health policy, Omrat has launched an awareness campaign on Hepatitis B that included a lecture about the disease and its causes and 3-doses vaccination against Hepatitis B was available for all staff and their families.

Omrat has adopted a smoke-free environment across the premises.



Advancing Women

Women are active members in Omrat and have a leading role from the very first day it was established, representing more than 37% of our workforce (non-technical team) and holding key managerial positions (5 senior managers of a total of 8).

5

Out of 8 senior managers are females in Omrat.

37%

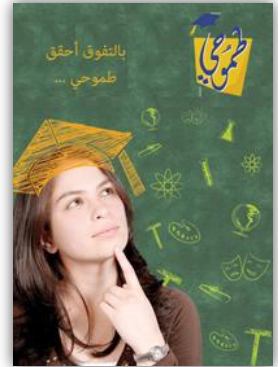
Of our employees are women.

Social responsibility

Omrat is actively exercising its social responsibility by adapting three main pillars as the base and the theme of its major CSR projects; Education, Environment and Community Service.

Education

Omrat is working to be actively involved in education in Syria. “Tumouhi” is an initiative that Omrat is sponsoring, to provide loans and scholarships for students to pursue their studies in Syrian universities.



Environment

Omrat has several environmental activities engaging the team.

- A planting activity of 800 trees by Omrat staff in a selective land within “Keep it Green” activity of the ministry of agriculture. 18 volunteers have participated in the activity.
- “Go Green” campaign, a paper-recycling activity that has been launched in Omrat by the Corporate Development Department. The campaign objective is to spread awareness among the team to reduce paper consumption and waste and secure a common culture and practice of recycling.



Making a Difference in Local Community

Social Committee

Omrat encourages community service activities and it promotes among all its companies. Active employees are often also keen to do voluntary work and Omrat supports them as they take up a voluntary role. Our Social Committee initiative links community activities looking for volunteers with Omrat staff wanting to help in social functions.

Activities by the Social Committee:

- Sponsoring children at the SOS village and organizing regular visits to them
- Arranging visits to charity organizations
- Participating in the Special Needs job fair and arranging interviews for disabled in sisters companies



Safety Campaigns



For the second year, Omrat organizes a safety campaign in the local schools where students and their families attend the event. The aim is to enhance children awareness about safety and teach them how they can prevent an unfortunate accident.

The event includes visits to the class rooms with illustration on safety (they distribute safety booklets) and some games for the children.



Insights

Human Rights

Omrat supports the principles of equality, freedom of association, the eradication of child Labor, and upholding human rights in core business, security measures and in investments and procurement procedures. Besides, Omrat is fully compliant with the new local Labor law which covers part of the Human rights for employees.

Non-Discrimination

No incident of discrimination has been occurred

Child Labor

It is the Establishment's policy to uphold this right. Child labor is not existed under Omrat operations.

Freedom of association and collective bargaining

It is the Establishment's policy to uphold this right. Freedom of association and collective bargaining is not prohibited in any of our operations.

Forced and compulsory labor

It is the Establishment's policy to uphold this right.

Society

Corruption

Percentage of employees trained on Omrat's anti-corruption policies and procedures

The majority of our employees have been exposed to fraud awareness materials in annual meetings and workshops.

Actions taken in response to incidents of corruption

We have formal procedures in place to manage incidents of corruption