



Oriental Resorts

For touristic development



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Message from **the Chairman**

This COP is of a very special nature. A revolution took place in Egypt in January 2011 and succeeded in overthrowing Hosni Mubarak after 30 years in power. After the revolution, a number of strikes took place in various companies where employees felt they were treated in an unfair manner. However, Oriental Resorts did not face any of these issues at all. The benefit of adopting CSR and the principles of the UN Global Compact were put to the test and came out with great success.

Our belief in the notion that responsible business is good business is as strong as it could be.

Chairman
Hussein Sabbour

Company Profile



Oriental Resorts was founded in 1996 by some of Egypt's most respected and biggest companies in the fields of real estate, finance and industry. From the very inception Oriental Resorts has had a clear vision and determined goal, as written in its Mission Statement:

To play a major role in the evolution of Egyptian tourism and create diverse and unique projects, that cater to every need and offer a wide variety of experiences making the visit to Egypt unforgettable.

The successes Oriental Resorts has enjoyed to date can be directly linked to the combined expertise of the founders, who between them share a wealth of experience, industry knowledge and

impeccable track records in development and delivery AL-AHLY Real Estate Development Company, a leader in the Egyptian real estate sector that has become one of the biggest companies in Egypt. Projects developed by the company include the Arkadia Mall, Saridar offices and clinics and a number of Residential compounds. The National Bank Of Egypt, the largest bank in Egypt.

Oriental Weavers, one of the biggest industrial groups in Egypt.

Hussein Sabbour, who holds more than 40 years of experience as a consultant engineer and is renowned for lending his skills and experience to projects like Sadat City, The Underground and the Semiramis Intercontinental.

A vibrant underwater scene featuring a large, branching pink coral reef structure in the foreground and middle ground. The water is a deep blue, and numerous small, yellow-orange fish are swimming throughout the scene. The lighting is bright, creating a clear view of the coral and fish.

Touristic Real Estate



Oriental Resort is an elegant 5-star hotel that is situated in Nabq Bay, 6 kilometers North of Sharm El Sheikh International Airport and 18 kilometers from Naama Bay.

Embraced by the spectacular desert and the endless blue of the Red Sea, Oriental Resort offers a unique location where visitors can enjoy exploring the coral reefs, aquatic life and protected parks. Sports lovers will revel in the rich variety of activities including diving, snorkeling and water sports.

Nabq Bay was declared a protected area in 1992 and Nabq ranks among the finest destinations for its great biological and natural diversity.

Feel at Home Our 380 spacious & luxurious rooms, presidential and royal suites are beautifully decorated, each with a private balcony and the latest modern amenities for your ultimate comfort.

Sensational Dining International gourmet specialties are served all around the hotel in the amazing mélange of restaurants & entertainment outlet Corporate Division Fully equipped meeting & conference facilities that offer comprehensive functions for business or corporate gatherings ensuring achievement of optimum results.

Sun, Sea & Sand... Unlimited leisure & recreational pursuits are available to meet every guests desire.

The grounds of Oriental Resort sport a fully equipped health club, a private sandy beach including a variety of water sports as well as a large pool, a water slide, 2 squash courts, 2 flood-light tennis courts, an amphitheater, a children's pool & playground and a kid's club.



Commercial Real Estate

La Strada is the entertainment
centre of Nabq.



Nabq has developed into a diverse resort town, quickly becoming the first choice of tourists coming to Sharm El Sheikh. With its luxurious resorts and vast sandy beaches overlooking Tiran Island, Nabq has 20,000+ hotel rooms, making it the fastest growing resort town on the Red Sea.

Oriental Resorts for Touristic Development has created La Strada to cater to people of all ages. An open-air affair with spacious walkways featuring shops, restaurants and a sizzling night

life; not only the place to shop, but also to mix, mingle, dine, hear music and enjoy the attractive outdoor areas.

La Strada is located in the centre of Nabq and a short walk from all the major resorts of the area.

With its unique architecture emphasizing convenience and entertainment, its large variety of shops, restaurants and coffee shops, La Strada has become the favorite of residents and visitors alike.

Residential Real Estate





Sharm Residence is a Residential complex consisting of separate villas, semi attached villas and studios.

The development of the project started in 2005 and soon became one of the most sought after residential complexes in Sharm El Sheikh.

The complex consists of 197 units, divided over .

61 separate villas, 22 semi-attached villas and 114 studios.

Sharm Residence has developed in a community of local and international residents that enjoy the sports and beach and pool facilities of the nearby Oriental Resort Hotel

Egyptian Revolution and its Impact on CSR



Introduction

The details that follow will show Oriental Resorts dedication to the UNGC principles during a very special year for Egypt.

Challenges of CSR Implementation in Egypt after 2011 Revolution

- 1 The misunderstanding of the correct meaning of CSR concept. As most companies in Egypt take CSR in terms of donating and acting in a charity way without understanding the correct definition of CSR which imposes on companies the commitment to contribute to economic development, improvement of life quality of labor and workforce in addition to the local community and society.
- 2 The greater difficulty of reducing poverty impact through building a very strong infrastructure, strong economy and good use of unemployed workforce which presents a high percentage of Egypt's wealth. Additionally, it is necessary to concentrate more on long term projects and actions that serve better the community instead of implementing only short term initiatives that will create short term effects.
- 3 The transparency and real fighting of corruption which became nowadays very important, therefore, companies are required to tailor its policies and systems for providing more opportunities for active participations in all work processes.
- 4 The necessity of maintaining and opening communication channels with NGOs and removing all barriers that form obstacles towards the development projects that aim to improve and support overall country development in all life aspects.



Activities Undertaken in **2011**

Environment



Using LED Lamps Instead of Normal Lightening

Oriental Resorts is already undertaking a huge project still currently under construction. Lastrada 2, the second phase and the extension to the already working Lastrada Mall in Nabq Bay, Sharm El Sheikh.

As previously stated in 2010 COP Report, LED lamps lighting is planned to be placed in the new ongoing projects instead of using the normal lighting systems, for the purpose of saving more energy and different offers were received and studied and the implementation will start and take place once the lighting stage is reached.

Solar Energy Heating for Swimming Pools

Already implemented in new Oriental Resort hotel swimming pools and is planned to be

implemented as well in the new ongoing project for less electricity consumption and more energy saving.

Future Planned Projects in Environment

Due to the current revolution circumstances on Egypt's development, and the negative impact on different companies in all sectors, Oriental Resorts has pending new plans to be implemented in the field of environment and energy saving that once the company's financial status enables such initiative Future planned initiatives are:

- Waste Recycling Unit
- Sensor Automatic Water Tabs
- In addition to the current implemented activities that are still in progress such as:
- Zero Carbon Rooms
- Waste separation
- Solar Energy for swimming pools heating

Labor



Customer Satisfaction Awareness Raising Session

Oriental Resorts has contracted a specialized consultancy firm for conducting a Customer Satisfaction Training, as an additional awareness raising session to be provided to company's employees to improve their work and communication skills.

Customer Satisfaction Training was a one day training session provided to employees during 2011 to three different locations: Oriental Resorts head office based in Cairo, Sharm El Sheikh branch office (including Oriental Resort Hotel heads) in addition to a sister company that operates in the field of tourism development as well. The three sessions were given during 2011 in June, July and November and testimonials received from participants showed great appreciation and usefulness of training topics.

CSR Training

CSR training for company's employees in both head office and Sharm El Sheikh branch was conducted by a professional CSR trainer and also the GC Officer for ECRC, the UN GC focal point in Egypt, for engraving CSR concept and appreciation for each employee. The training included an introduction to CSR and UN Global Compact, with clarification and explanation of the benefits that are gained and could be increased by participating in the UN Global Compact and the importance of role of companies in keeping its labor rights and serving the surrounding community.

Labor



CSR Officer Improvement

The company has provided the CSR Officer with a chance to participate in the first COP Writing Workshop to be conducted in Egypt, for improving and developing the COPs writing skills.

Additionally, it should be noted, that the CSR Officer was provided as well by the end of 2010 with a two-day training program in sustainability reporting and how to reach excellence in sustainability reporting, given by a professional trainer and international expert with a wide experience in corporate sustainability. As mentioned above, this initiative was imitated to all company's employees with the appropriate training programs as previously decided and not to be limited only to the CSR Officer.

Committee of Trustees

Oriental Resorts believe in the very highly importance of creating a better work environment

among all workers. Therefore, a Committee of Trustees was developed for hotel staff and related rules of procedure was issued and announced in order to achieve more work stability and loyalty of workers towards the company and their work place and to have a means of voicing opinions to management.

Health Care and Medical Insurance

Last year, Oriental Resorts has improved the medical insurance system provided to the employees by fully covering one family member for each employee to profit from the medical insurance services that provides 100% free of charge examinations and medicine. This year, Oriental resorts have widened the service to include an additional second family member for each employee as a way for providing more benefits to employees and their families.

Labor



Literacy Classes for Illiterate Workers

An agreement was done and already in progress with Life Makers Association, a non-profitable organization that aims to help the community in different life aspects, to gather illiterate agriculture workers in Oriental Resort hotel as well as other workers from many other hotels and provide them with literacy classes for free and trainers will be transported to Sharm El Sheikh location in order to make it more easy for workers to attend and overcome any difficulties they might have to be more encouraged in participating. This initiative was taken by the company due to its understanding and appreciation for the highly importance of developing workers' skills and life values.

Temporary Workers

Top Management decision was taken by the company's BOD that no layoffs will be done for any hotel worker with fully paid vacation that was already done for hotel temporary employees in turns in spite of the decrease in revenues.

Anti Corruption

It is planned that by no more than mid 2012, Oriental Resorts will provide employees with the appropriate Anti-Corruption Awareness Raising Session for stressing the importance of anti-corruption concept and clarifying the different forms of business corruption and the ways of overcoming and fighting them, to be added as an additional initiative to the developed anti-corruption internal policy of last year.

Supply Chain

Marketing of CSR Engagement

- Developing of CSR materials and info that will be added to Oriental Resorts Website is currently in progress with company's website developer as a new way of communicating company's engagement to CSR and spreading more widely the concept among more clients.
- Work is on-going for producing new printed materials on company's involvement in CSR, i.e., flyers, brochures, etc.

Local Community





Workshops Mall in South Sinai

In 2010, as stated in our previous COP, Oriental Resorts has approved and started the implementation of designing and building a set of different workshops to be donated to the locals from victims of South Sinai floods in early 2010 at no cost, as way of company's understanding to its duty towards the local community. Currently, and after one year, Oriental Resorts is proud to announce the completion of its huge project for serving the local community.

Food Wrapping Activity Voluntary Work

In the first quarter of the current year 2011, Oriental Resorts has started an initiative for participating with its workforce efforts towards serving the community, by announcing among its owned hotel workers the voluntary work of participating in Food Bank Initiative in cooperation with Resala NGO of food wrapping and delivery to poor people and daily labor affected by the slow economy.

Oriental Resorts clarified for all hotel workers that this voluntary work is completely of their choice and that there is no obligation to do it.