



Sheraa For Development & Trading

Your Satisfaction is our Mission

Communication on Progress report -2013

Implementing UN global compact principles in
Sheraa Group for Development & Trading

Content

- **Commitment of the Chairman**
- **Company profile**
- **Social responsibility**
- **Human rights**
- **Labor**
- **Environment**
- **Fight against corruption**

Commitment of the Chairman



Dear Mr. General Security,

I'm pleased to confirm that Sheraa Group for Development & Trading Company is supporting the ten principles of the United Nation Global Compact in the areas of Human Rights, Labor, Environment and Anti-Corruption.

I would also like to assure you of my intention to promote these principles both among our employees and within our sphere of influence.

In our first annual communication on progress report we describe our actions to integrate the global compact and its principles into our business strategy and daily operations.

We are also committed to share this information with our stakeholders and all other members of the public sphere who may also be considered as stakeholders.

Yours Sincerely,

Farid El-Tobgui

Sheraa Group



Company profile

Al-Sheraa Group (SDT) is global professional services provider in the automotive industry and is the holding company for a uniquely diversified group of subsidiaries that operate across the industry value chain engages in, parts manufacturing, auto trade service, Insurance Meddling and a contact center supporting the group activities. These companies focus primarily on automotive assembly, Exhaust Technology, distribution and the industry's growing after-sales market, including vehicle servicing and related products.

The group assembles and distributes its diversified product mix to an extensive customer base that includes Egyptian retail consumers and private-sector companies. The Group has strategic agreements with leading companies in the industry. The companies' service and parts outlets make SDT a fully integrated automotive player a "one-stop shop" that provides customers with lower ownership costs and real value.

Despite its young existence, the Group proved its strength, stability, success & growth through investing in a wide range of successful projects achieving substantial growth in its revenues.

A GROWING REPUTATION & INTERNATIONAL EXPANSION

- May 2011, Sheraa Insurance Brokerage Services Company started its operation with more than 4000 customers, in a short period the company proved its presence in the Egyptian market by becoming one of the largest, fast growing and most sophisticated insurance brokerages in Egypt.
- July 2011, Boysen Egypt was launched as a joint-venture between Sheraa Group and Friedrich Boysen GmbH specialized exclusively in Exhaust Technology.
- October 2011, Deutsche for Automotive Services was launched providing Spare Parts and After-Sale Services, due to its Fast and Reliable Services Deutsche have gained a reputation for excellence within the field.
- December 2011, Sheraa Group signed MOU with TÜV SÜD a leading international service organization catering to the strategic business segments of industry, mobility and certification.
- August 2012, Skyworks was launched to provide soft, hard, total and fully integrated facilities management services providing a wide range of property services meeting the needs of both the Commercial & Residential properties.
- October 2012, Phoenix contact center was launched providing outsourcing solutions across a range of customer care and sales services for organizations across Egypt.
- January 2013, Al-Sheraa Group investment volumes reached total \$10 million.



Social responsibility



Our commitments, our policy

We regard charitable activities as an integral part of the Company's social responsibility. For this reason our policies on charity are governed by the same principles as those of SDT' social policy.

- Priority is given to those projects which are aimed at improving peoples' quality of life.
- As far as location of charitable projects is concerned, we are interested in projects which can be realized on the widest possible scale.
- With regard to the most pressing social problems facing us today, we believe that society is most in need of charitable projects which encourage the stable development of the younger generation. If businesses take a social stance which promotes actively addressing this generation, it will promote the creation of a congenial and successful future society.
- We are open to cooperation with regional authorities, non-commercial organizations and representatives of business communities who wish to run joint charitable programs. These must be in accordance with our charity policy and be carried out under the conditions of an equal partnership. All the applicable legal and other regulations must likewise be observed.

Approach and implementation

As a part of SDT corporate social responsibilities the Group have adopted sustainable and socially responsible policies through number of influential social activities, positively impacting the environment, consumers, employees, communities, shareholders and all other members of the public sphere who may also be considered as stakeholders.

- **United Nations Global Compact:** SDT is a member of the United Nations Global Compact initiative and an active participant committed to supporting and implementing, within its sphere of influence, the ten fundamental principles relating to human rights, labor standards, environment and fight against corruption.
- **Awaliaa Elgaleel Organization:** SDT established Awaliaa El-Jaleel Organization (non-profit organization) to operate in the social sectors in order to resolve or reduce social problems such as hunger, lack of housing, health problems, environmental pollution, domestic violence, child care, nursing care, etc.
- **Charity Center in New Cairo City:** SDT established a Charity Center in New Cairo City as a multipurpose charity project with a multifunctional space design that consists of a mosque, a hospital, an elderly homecare and an orphanage for girls, the center was established to cater the basic needs of the poor and needy people and to remove them from poverty and destitution.
- **Sonbat Village Project:** SDT adopted Sonbat village in Fayoum Governorate as a prototype project to renovate the schools and general utility infrastructure construction- water, sewage, electricity etc., the project is dedicated to the needy orphans and other vulnerable children and youth and the development of their poor rural community particularly with regard to education, health, clothes, support small businesses and Environmental projects- planting trees etc.



Human rights



Our commitments, our policy

SDT respects Human rights and acts in favor of diversity, equal opportunities and contributes to fight against all forms of discrimination and this is through ensuring that all its staff members have understood UNs basic principles and are willing to implement sustainable solutions throughout the organization.

Approach and implementation

SDT is a new fast growing company in the market therefore since our inception we were very keen in the formulation of our policies to apply and implement the global compact's principles so that it could help us maintain an ethical and environmentally friendly business atmosphere. And this was evident in the company's policies, which we have developed this year as follows:

- Employment Equity

SDT is an equal opportunity employer and employs personnel without regard to their race, ancestry, place of origin, colour, ethnic origin, language, citizenship, creed, religion, gender, age, marital status, physical and/or mental handicap or financial ability. While remaining alert and sensitive to the issue of fair and equitable treatment for all, SDT has a special concern with the participation and advancement of members of four designated groups that have traditionally been disadvantaged in employment: women, visible minorities, aboriginal peoples and persons with disabilities.

- Harassment

SDT is Keen to provide a harassment-free environment for its employees. Mutual respect, along with cooperation and understanding, must be the basis of interaction between members and staff. SDT will neither tolerate nor condone behaviour that is likely to undermine the dignity or self-esteem of an individual, or create an intimidating, hostile or offensive environment.

There are several forms of harassment, but all can be defined as any unwelcome action by any person, whether verbal or physical, on a single or repeated basis, which humiliates insults or degrades. "Unwelcome", for the purposes of this policy, refers to any action, which the harasser knows or ought to reasonably know as not desired by the victim of the harassment.

Specifically, racial harassment is defined as any unwelcomed comments, racist statements, slurs, jokes, graffiti, literature, pictures or posters, which may intentionally or unintentionally offend another person.

Sexual harassment is any unwanted attention of a sexual nature such as remarks about appearance or personal life, offensive written or visual actions like graffiti, degrading pictures or physical contact of any kind.

- Workplace Violence

Workplace violence can be defined as a threat or an act of aggression resulting in physical or psychological damage, pain or injury to a worker, which arises during the course of work. Further to the definition of violence, is the definition of abuse. Abuse can be verbal, psychological or sexual in nature. Verbal abuse is the use of unwelcomed, embarrassing, offensive, threatening or degrading comments. Psychological abuse is an act which provokes fear or diminishes a person's dignity or self-esteem. Finally, sexual abuse is any unwelcomed verbal or physical advance or any sexually explicit statement.

SDT has a zero tolerance limit with regards to harassment and violence. Employees engaging in either harassing or violent activities will be subject to discipline, which may include termination of employment, removal from boards or committees and possibly criminal charges.

Labor



Our commitments, our policy

SDT respects the Egyptian labor law and upholds the elimination of all forms of forced and compulsory labor and the effective abolition of child labor.

Approach and implementation

SDT responsible employer, acts in favor of diversity, for equal opportunities and contributes to fight against any form of discrimination, therefore we takes all necessary measures to prevent risks for health and safety, and work in improving work conditions and in the prevention of hard physical situations.

- Health and Safety

SDT, along with its employees, must take reasonable precautions to ensure that the workplace is safe. The organization complies with all requirements for creating a healthy and safe workplace in accordance with the Occupational Health and Safety Act. Alcohol consumption or illegal drug use is not permitted during work hours on the premises.

- Benefits

• Medical

SDT offers its employees a group benefits provided by MedCom. After three months of employment, employees are enrolled in the plan along with maximum 3 dependents (wife/husband and 2 children) (depends on the position).

• Group Registered Retirement Savings Plan (RRSP)

Employees begin participation in the Group Registered Retirement Savings Plan after completion of three (3) months of employment. The contribution by each employee is at least two percent (2%) of their gross salary, which is deducted from their paycheck. This is matched by the employer to a maximum of two percent (2%).

• Professional Development

Employees are encouraged to attend conferences, courses, seminars and meetings, identified through annual work plans and performance reviews, which may be beneficial to the employee's professional development.

- Air Quality

Indoor air quality can lead to many health issues. SDT recognizes this and attempts to minimize the risks associated with indoor air quality and the effects on its employees. Issues pertaining to air quality should be reported to the HR.

- Smoke Free Environment

Smoking in the premises of SDT is not permitted at any time except in break Areas. An 'enclosed workplace' is defined as the inside of any place, building or structure or conveyance or a part of any of them that a) is covered by a roof or b) employees work in or frequent during the course of their employment whether or not they are acting in the course of their employment at the time.

Environment



Our commitments, our policy

Our environmental impact as a small business organization and our scope for reducing the carbon foot print is smaller in scale than in many other industries. Even though, we find that this is not an excuse to not make an effort, we have therefore adopted a green policy, in which environmental considerations are essential.

Approach and implementation

At The Changing Workplace we are committed to protecting our environment. We encourage a positive attitude towards environmentally-friendly policies and practices in the workplace and we implement a comprehensive environmental management system throughout our business.

We believe that making small steps to improve environmental performance at work is easy and results in cost savings, not only for the company but more importantly, for the environment as well.

We continually review, amend and update our environmental policy to ensure that we continue to achieve our goal to protect and preserve our environment.

We encourage all staff to contribute to our commitment to protecting the environment by implementing the following office policy:

- Optimization in the choice of raw material
- Reduction of paper consumption by using double-sided/multipage printing for correspondence and reports
- Emails are not printed unless absolutely necessary
- Printing of essential emails on a two per page format
- Reuse scrap paper for telephone messages or notes
- Purchase recycled or recycled content paper instead of virgin paper where possible
- Reuse envelopes for internal circulation
- Notice boards and emails are used instead of sending paper memos to staff
- Glasses and mugs are used rather than throw-away plastic/paper cups
- Lights and office machinery are switched off when not in use – and always at night and weekends
- Recycle printer cartridges
- Maximum use of natural light is made and thereby we reduce reliance on artificial, electrically powered lighting
- Use of energy as a method for saving lights as much as possible
- Use of automatic switch-off lights where possible
- All types of office paper and plotter paper (but not newspapers, directories, window envelopes, glossy literature or cardboard), including sensitive and confidential, to be placed in secure bins around the office which are collected monthly, shredded and recycled
- Reduce the amount of junk mail received by contacting the Mailing Preference Service
- Purchasing energy efficient products as much as possible

Fight against corruption



Our commitments, our policy

In SDT we believe that corruption in the private sector takes many forms, among them bribery, undue influence, fraud, money laundering and collusion. Corruption distorts markets and has a negative impact on society as a whole, in both the developing and the developed world. Private sector corruption contributes to environmental damage, health and safety problems, economic instability and human rights violations by diverting scarce resources, both financial and human. Private sector corruption erodes confidence in public institutions and deprives citizens of capital needed for economic growth, therefore in our battle against corruption we knew that it is a daring, risky, long drawn-out process and yet we chose to fight against corruption in all its forms.

Approach and implementation

- Firstly, we've collected many tips to help us develop effective strategies towards our fight against corruption.
- Secondly, we've taken an internal step to prevent corruption, by setting a firm policy towards bribery and corruption enforced through specific anti-corruption measures.
- We've established an honest operating environment that provides transparency for everyone involved.
- We've set a very strict policy against giving and receiving gifts within the business frame.
- We are trying our best to show our staff, business partners, customers and stakeholders that they're committed to clean business, which creates the environment of trust that we are aiming for.
- We are trying continually to make sure that these approaches are effective.
- We are committed to continuously update the content of these existing initiatives and to develop new anti-corruption interventions when required.



Sheraa For Development & Trading
Your Satisfaction is our Mission

Al-Sheraa Group for Development & Trading

Office Address: 8 Sistris, Elkorba, Heliopolis, Cairo Egypt.

Telephone: +20 2 24184819 – 20

Fax: +20 2 24184815

E-Mail: info@sheraa-eg.com

Website: <http://www.sheraa-eg.com>