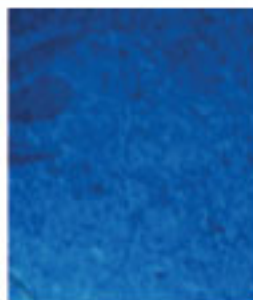


Kasr El-Salam Co.

For Real Estate & Commercial Investment S.A.E



Palace's Luxury & Design of Century

Sustainability report

Kasr El-Salam

Communication on progress

" COP "

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CEO Message



CEO
Accountant/ Zakaria Atallah

"We build & shape the house, it shapes us as individuals, and we build the city... it comes back to shape us as one whole society.

"World famous architect / Hassan Fathy"

We believe that our mission is to elevate taste, art & reach balanced relation-ships & build culture among people of our community that's to be our role as a leading company in the construction field, that's how we do feel the benefits which come by integrating CSR & sustainable competition as to be our concepts in our business as well as applying the global compact's 10 principles to be always our focused points thus we begin our journey on how to aware all people about these key elements for sustainable success & we like to share our COP with all as to benefit from applying CSR as a strategy in their business.

Zakaria Atallah

Corporate profile & History

a. Brief description of nature of business:

- Kasr el salam for real estate & commercial investment is a leading company in real estate development & the sponsoring of architectural arts in Alexandria with a capital of four hundred & twenty five millions Egyptian pounds .
- Kasr el salam is an Egyptian Joint stock company , founded since 1988 , its success depends on the clients trust , owing to our leaderships in the field of elegant & high class constructions , we have been certified the international quality certificates iso 9001 – 2008 .



Corporate profile & History

b. Kasr el salam's special awards:

■ We have been awarded "The most beautiful Architectural design" for the lovers of classic design and originality, we have designed (Continental Towers) on the French baroque style to serve as a museum of classic constructions, built on the land of the beautiful Alexandria, which was the crucible where eastern and western cultures blended. specifically in smouha which was designed by Joseph smouha to become the sophisticated district he wished for.

It was chosen by the last king of Italy (Victor Emmanuel) to spend his last days . one of the largest squares was named after him and when fawzy Moaz street derived from it later on, it became the strategic spot where banks and corporations competed to reserve their places on this prestigious street.

Kasr el Salam has chosen this special site to construct an edifice to compete with the Classic beauties, designed by European architects a century ago on the land of Alexandria, capital of arts and creativity.



Alex. Governor



Minister of local Development and
Company's CEO



Company's awards..



Corporate profile & History



C. ISO 9001 – 2008:

■ Kasr-el salam is the first real estate company in Egypt to be certified(Iso 9001– 2008),this is due to the concord of the company's modern system with the global quality standard , kasr-el salam applies the latest in scientific research in the fields of development& scientific innovations.

We have chosen the German institution TUV because it's the largest institution which grants Iso certificates in the world .

It's a non for-profit establishment , which started in 1872 it has considerable monitoring activities in Germany & the EU it has a wide scientific experience & international reputation in the field of quality as well.



Global compact's 10 principles

Kasr el salam started to touch how **CSR** raising the corporate upwards towards the highest peak of success, thus integrating **CSR** in our business was our reachable goal that comes by hard work to fulfill the 10 global compact principles in all its categories of human rights, labor, environment & anti- corruption as following .

Human Rights:

Principle 1 :

Business should support & respect the protection of internationally proclaimed human- rights.

■ All human rights issues are fully respected at Kasr el salam company starting from the right of employee to just & reasonable conditions of work & protection from loss of employment to the well treatment compensated financially according to survey reports that raises their annual salary according to the productivity of each employee in the job which he is in charge for its responsibility .



Recruitment:

All candidates setting to be hired at kasr el salam are required to pass through a series of quantitative exams, which ensure objectivity & equal chances given to all, our approach to human rights is based on integrating a policy of absolute fairness & equal treatment of all our employees .

Global compact's 10 principles

- We provide adequate opportunities for professional women in all our offices as we are seeking for a ratio 1:1 in gender.
- Health care insurance is provided for all our employees including health accidents & some special cases.
- We have safety insurance applied at the work places that's as an application we get also its support from our Iso .
- All employees are life & disability, insurance.
- We help our workmen for their children education as to fight illiteracy.
- We built further sites for workmen as to facility their work aside from residential sites.
- We have special restrictions for workman during work as wearing their safety tools as plastic eye glasses and helmet .
- We make a system of fire fighting in our project as a safety system .

Training :

we have an average percentage (10 %) to have trainee every year with overage of 6 hours training . for student & 2 hours weekly for employee to join workshops for human rights.



Principle 2 :

Business should ensure that they aren't complicit in human rights abuses.

- Kasr el salam is committed not to engage in any of the business activities that has any link against serving human rights.

Global compact's 10 principles

- ▣ Also, we stopped dealing with suppliers after announcing them that human rights should be their concept in business not to ignore them.
- ▣ We signed a form with our suppliers, which we deal with that any work done against human rights, we as a corporate have the right to stop our contract.
- ▣ We planned many training courses aimed to elevate our respect to human rights, promoting gender equally, transparency, the adherence to, international standards of human rights.
- ▣ We have a suggestion box where we receive complaints & suggestion on how to improve productivity & increase efficiency & performance of our corporate.

Principle 3 :

Business should uphold the freedom of association & the effective recognition of the right to collective bargaining .

- ▣ In kasr el salam , the labor management is maintained through several suggestion between employees & head quarters as the suggestion box we had made a link directly through whole the company.
- ▣ A monthly regular meeting is done to discuss any problem & dealing with new suggestions.
- ▣ Kasr el salam has a concept of exchanging practices a respect to change of labor relation.
- ▣ Many workshops are done as to eliminate effective practices in applying labor principle from various angles.

Global compact's 10 principles

Labor:

Principle 4 :

Business should support the elimination of all forms of forced & compulsory labor.

- ▣ Kasr el salam respect all its employee's rights, no space for forced ways of labor.
- ▣ All employees are freely chosen their employment & free to quit upon due notice.



Principle 5 :

Business should support the effective abolition of child labor.

- ▣ Kasr el salam company is 100% free child labor (not less than 18 years age).
- ▣ In addition we are trying to fight the problem of child labor is a result of poverty & illiteracy that by checking all our workman's children as being registered in school .
- ▣ A form with suppliers and clients is done to ensure their support to force child labor..

Principle 6 :

Business should support the elimination of discrimination in respect of employment and occupation .

- ▣ For recruitment or conditions of employment, our company never enter the space of discrimination a results in a wrong behavior society a based on gender. Nationality, origin, religion, disability, and other but only the ability to do the job.
- ▣ All employees have the right to equal pay for equal work.
- ▣ Fair opportunities are applied & announced for them .
- ▣ Most talented have real opportunities.

Global compact's 10 principles

- Fresh graduates have space for real opportunities.
- Students have chance of summer training.
- Salary of men to woman is 1:1 by employment category.
- Workshop is done to elevate the awareness of our employee for their rights in labor.

Environment :

Principle 7 :

Business should support a precautionary approach to environmental challenges.

- environment is one of the most important issues , we do feel a great responsibility towards it , living in a healthy environment which will come back as a reflect on our life thus we do much for our environment that's besides raising up awareness on how we believe that giving the environment , will come back on us.
- Kasr el salam is really concerned with matters of clean lines & hygiene & no smoke in all its offices.
- We stop quick lime in the original state .
- We stop using solid bitumen (isolation material) which need high degree of heat to be in a liquid situation cause it get a dangerous smoke. and we use a new modified materials for isolation of water.
- We stop using steel pipes and we use poly propen pipes instead to transfer water .
- To fight the bacteria in the tanks we depend a pump station to get fresh water from all resources .
- We stop using regular system of mixing concrete in site and use ready mix concrete instead to control the dangerous smokes and the waste of particles of cement in the air.



Global compact's 10 principles

- We make a systems of fire fighting in our projects as a safety .
- We respect an environmental Arch. Of Alexandria by using a classic style in our Arch. Which were a real charisma for our city .

Principle 8 :

Business should under take initiatives to promote greater environmental responsibility.

- Kasr el salam is an a contract with itself to get rid of anything harmful to environment.
- We stop contractors with suppliers having material harmful to environment but exchanging with suppliers had materials, which are environment friendly. for example:
- We started our workshop awareness for all our suppliers to ensure how environmentally friendly materials are of a great issue for them & for us as a whole.

Principle 9 :

Business should encourage the development & diffusion of environmentally friendly technology.

- Besides our goal which is the form of all our suppliers that they inform the use of environmental friendly material, we started looking forward to diffuse technology which aid our environment.
- We made workshops for "green buildings" to deal with it as a future purpose.

Global compact's 10 principles

Anti – corruption:

Principle 10 :

Business should work against corruption in all its forms, including extortion & bribery.

- Kasr el salam have an integrated system to control all activities in the company under a quality control system and ISO 9001 :2008 system.
- Kasr el salam aims to work against corruption in all its form, including extortion & bribery.
- We have a form written that is signed by all our clients includes that in kasr-el salam company he hadn't faced any ways of corruption in any dealing with the employees.



Measurements of outcomes added to our corporate:

Human rights :

- ▣ Gender ratio became almost 1:1 by 2010.
- ▣ Kasr el salam became more leading in construction as its field due to integrating CSR policy.
- ▣ Our suppliers are required to provide a signed form proving their co-operation to integer human rights standards and they are honor with growing in their works.
- ▣ Suggestion boxes are available now.

Labor :

- ▣ An increase in exchanging practices respect to change of labor relation .
- ▣ All employees have the right to equal pay for equal work .
- ▣ Kasr el salam is 100% free child labor in addition we had a form must be signed by all our suppliers informing us their joining in their addition of child labor.
- ▣ More chances are available now for several occupation , choosing is done after testing all candidates to ensure that if depends only on quality of mind .
- ▣ We do several workshops to raise awarness of all our employees for their rights in labor.

Environment:

Kasr el salam became more concerned with matters of cleanliness & hygiene & no smoke in all its offices.

- ▣ Steel pipes exchanged to poly propen pipes
- ▣ Bitomen exchange to a modern isolation materials

Measurements of outcomes added to our corporate:

- Mixing concrete exchanged to ready mix concrete.
- Stop contractors with suppliers having non-environmental friendly materials.
- Many workshops are done to increase awareness for all our suppliers to ensure their usage for environmental friendly materials.
- A form must be signed by all suppliers giving us the right to stop dealing with them in case their usage for non-environmental friendly materials.
- We made a workshops to study how to encourage the development & diffusion of environmentally friendly technologies as " green buildings".
- We join " katr keen on green " workshop that's we started studying its now so that we could apply .

Anti – corruption :

- We are totally against corruption in all its forms & that's is supported by various workshops to aware of such corruption & how to fight it .
- We got a form to be signed by our employers to ensure that they did not see any of these corruption forms during dealing with kasr-el Salam company.

Implementation of CSR in our business strategy.

Integrating CSR " corporate social responsibility " in our company mission is to refresh consumers partners with consumers & reward stakeholders while enriching the lives of local communities : **CSR** is a fundamental part of how kasr el salam does business & has been formally integrated into the company's business strategy appears in reduced costs & greater innovation by this following plan :

1. vision:

kasr el Salam 's **CSR** priorities directly support the company's business strategy as the company works to diversity its quality of products for example a corresponding csr focus on environmental friendly materials to meet consumer 's health as well as quality consumer need.

2.Mission:

We started applying our vision to a hold able events as to make a plan for this vision contributes in our mission steps .

We did already ... we are very proud as **CSR** has been already integrated in our strategy as the following :

1. Kasr-el salam policy depends on quality system & constant development : owing to our leadership in the field of elegancy & high constructions , we have been certified the international certificate ISO 9001 : 2008 from the international TUV
2. We are the first to work on the application & the activation of six sigma application in construction field.
3. Kasr el salam started to enter field of development & renovation of Alexandria.
4. kasr -el salam started to enter the field of sponsoring fine arts especially elegant music.
5. we specify our employee each to aware one by one" how we apply CSR & how we do feel the importance & how the get benefits for their rights.

Implementation of CSR in our business strategy.

3. charity activities:

1. kasr el salam charity day it's a day to allow the direct communication not only between all employees & but also between employees , chairmen & workman where we arrange a lunch day where Mr. Zakaria Attalah (CEO) intend this event as to strength the relation all over the corporate.
2. we support many charity centers as " Ayadi el Mostakbal "A cancer centers for treatment."
3. We support blood donation in each campaign.
4. We fight illiteracy that's stating by helping our workman for their children education by paying them their children fees.
5. And we co-operate with resala org. for charity projects.



CEO, His vice & Labour during dinner party

Implementation of CSR in our business strategy.



One of our labour whom is supported by co. for his children's education.

4.Awareness :

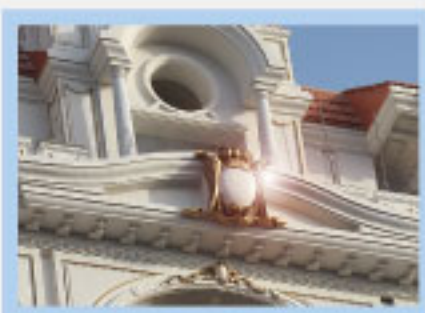
- Many workshops are done at the company that's to elevate the level of thinking to all employee starting by our employee , customers ending with workman to make them support their human rights in every thing .
- Also workshops are done to show an idea about how Global compact principles affect us positively in each category.
- Also trainers are supposed to join our team for demonstrating the Global compact principles.
- In our catalogue we concern a page for Global Compact & its principle as to ensure our support will reach all the people and always we explain the advantage of the policy in our company.
- Almost in all our advertisement we discussed how we are a member in the Global compact and how we support the 10 principles and implements them in our strategy to be a target for competing companies.

Implementation of CSR in our business strategy.

5. Architecture:

We respect the environmental Architecture. That's by using the classic old styles which were the real charisma for the old Alexandria since 100 years.

This way in construction is a difficult and very expensive but it makes an elegant Arch. In a classic city which has an old heritage .



Implementation of CSR in our business strategy.

6. Green :

- Now the new ideological movement is greenism , Buildings are central in the battle to green civilization.
- The classic styles in Arch. aims to follow up one of the green building principle that's by having a large windows and sheds to get a fresh air to reduce using A/C without glass curtain wall (modern Arch.)
- That's our target to apply the certificate of green buildings. Where credits are given to every area of the building that shows good environmental performance certified auditors inspect , evaluate & bench mark the building against a green building rating system to assess the building 's level of sustainability .
- It's measured by energy , management , health & wellbeing, transport , water , material , waste , landuse , pollution , ecology .
- The total number of points or credits gained in each section is multiplied by an environmental weighting factor that takes into account the relative importance of each section; section scores are then added together to produce a single overall score.
- That's our plan to achieve in the next years.

Implementation of CSR in our business strategy.

7 . Kasr el salam the development & renovation of Alexandria :

Due to our firm belief in the revival of the architectural character of the bride of the Mediterranean . we have dedicated the garden of the mosque of Sidi Bisher (Bisher Ibn Hussein Al Gowhary), set up on the Islamic style to the people of Alexandria , where every visitor could sense the



Islamic atmosphere and feel the harmonious mood which the garden creates with one of the greatest mosques of the district, situated in front of the Corniche, next to Ramada Hotel . the welcoming garden was inaugurated by Mr./ Mohammed Abd El Salam Al Mahgob Minister of local development and Dr. / Mohammed Abd Ellah, Head of Alexandria University, a long with chairman . Many members of the parliament were present as well , they expressed a very positive attitude towards the project's precision and elegance.

Our spirit of collaboration manifests itself in the dedication of Cleopatra Station to the people of Alexandria the station was set up on the Ionic Greek style to match the history of the area, which was a center of Greek culture, A message that best expresses the greatness of an era, When Cleopatra the 7th became the queen of Egypt (51 – 30 B.C.)



Implementation of CSR in our business strategy.

8 .Kasr el salam & sponsoring fine art :

Architecture is the mother of all arts, therefore, kasr El Salam aims to spread fine, classic music to all our community. Having achieved such goal . we have sponsored the concerts of international artist Omar Khyrat in the classic gardens of Antoniadis, to match our artistic and classic taste.



Availability of our report :

Our report will be available on the UN – web site as to state our support to Global compact's principles.