



CC PLUS NEWSLETTER

JUL- SEP 2023

NARRATIVE PR SUMMIT

Narrative.
PR SUMMIT



The Narrative PR Summit, held under the auspices of the Ministry of Tourism and Antiquities and the Egypt Tourism Authority, launched with international participation, focusing on tourism development, ambitious plans, and foreign investment

The event was kicked off in Somabay by the Red Sea under the slogan “Egypt Forever Forward” and featured local and international experts including Sir Ben Elliot, Mohamed Mansour, Rawya Mansour, and Omar Samra among others presenting constructive visions and ideas to build a national identity also supported by the Red Sea Governorate, the American Chamber of Commerce, and UN Women.





CC Plus is proud to have been the public relations and organizing team for the Narrative Summit, where **we generated \$20 million in PR Value and reached 33 million people in coverage through top-tier media outlets.**

ABB



ABB cooling solutions saved up to 30% of annual energy use in New Alamein City

ABB Egypt estimated that New Alamein City has saved up to 30% of its annual energy use for cooling.

This was a significant achievement, as cooling accounts for a significant portion of energy consumption in buildings.

This PRL reached 1 billion generating £2 million in PR Value for this campaign.

ABB



ABB: Electric motors accounted for 45% of the world's energy consumption

ABB was calling on governments and businesses to take action to reduce the energy consumption of electric motors. The company had developed a number of energy-efficient motor solutions that can help to reduce energy consumption by up to 50%.

CC Plus is proud to have partnered with **ABB Egypt** to raise awareness of the importance of energy-efficient electric motors. We believe that this is an important issue that needs to be addressed in order to protect our planet.

ABB



ABB showcased its efforts in integrating energy efficiency practices in cooperation with the Egyptian state during the Environmental and Climate Investment Forum

Egypt's Environmental and Climate Investment Forum brought together key stakeholders to discuss sustainable development opportunities.

ABB Egypt's participation in the forum supported by its PR arm CC Plus showed its commitment to helping Egypt achieve its environmental and climate goals through energy efficiency solutions.

CC Plus generated a PR Value of £1.8 million with a PRL reaching 546 million for ABB Egypt's participation at the forum.

ABB

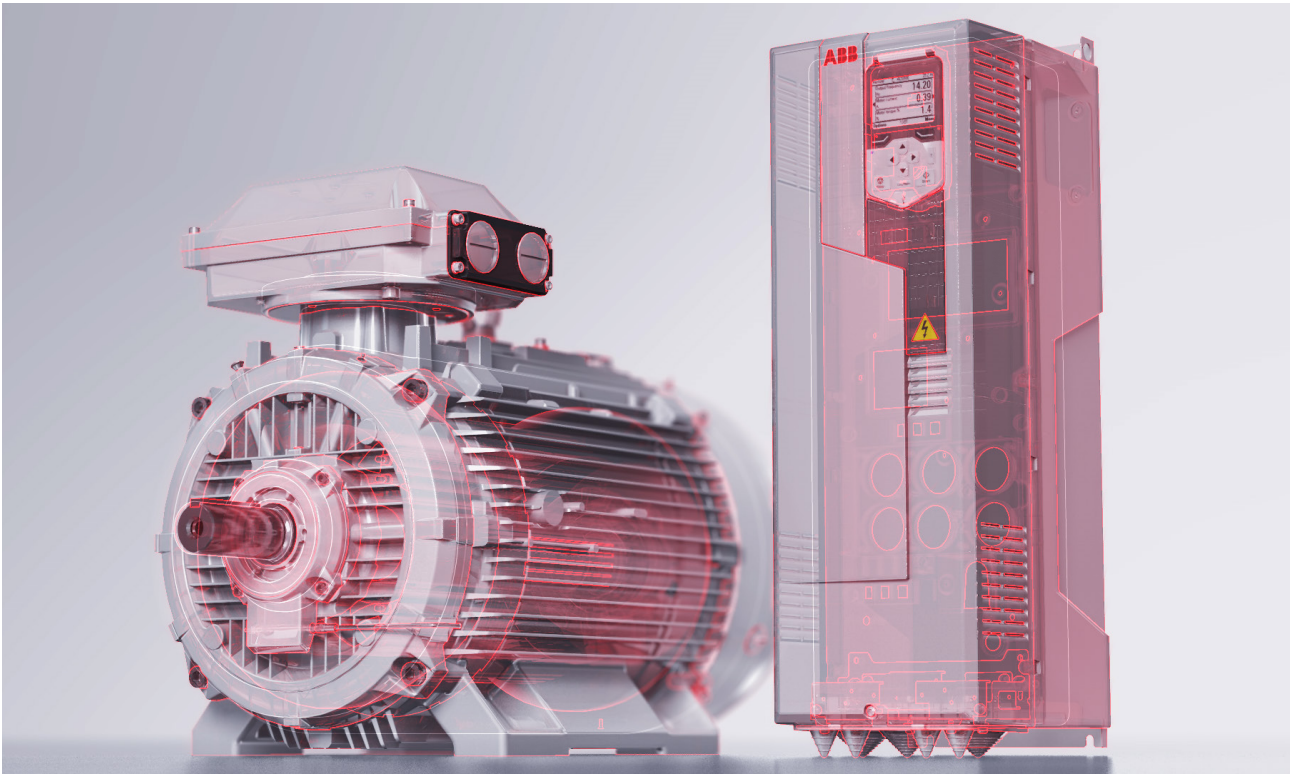


ABB is the world leader in manufacturing high-efficient IE5 motors, for explosive environments

CC Plus is proud to be ABB Egypt's PR partner. We are committed to helping ABB Egypt to communicate its message to the world, and we are excited to be part of ABB's success story.

CC Plus successfully generated a high reach for this PRL accounting for a reach of 546 million and £1.8 million in PR Value.

We believe that ABB's claim to world leadership in the manufacturing of high-efficiency IE5 motors for explosive environments is well-deserved, and we look forward to continuing to work with ABB Egypt to help it achieve its goals.

ABB



ABB and SwissCham Egypt Led Egypt's Energy Efficiency Future in a Riveting Roundtable Discussion

In an insightful roundtable featuring **ABB spokespeople**, by Mr. Kamal Abdel Malek, Chairman of SwissCham delivered welcome remarks followed by a warm address from H.E. Mrs. Yvonne Baumann. The floor was then given to **ABB's** keynote speakers Eng. Sherif Ismail, Electrification Commercial Leader Egypt & Central Africa, Vice President, **ABB Egypt**, and Eng. Ahmed Hassan, Local Business Area Manager, North and Central Africa, **ABB Egypt**.

CC Plus ensured a smooth execution and strong media coverage as well as providing on-ground support for the event. Additionally, **CC Plus** had followed closely with the outlet to ensure quality coverage, to highlight **ABB** milestones in light of its 45-year celebrations.

ABB



ABB Collaborated with ACUD to Initiate A Training Program for Egyptian University Students

ABB, a leading provider of technology and services for power and automation, had collaborated with the Administrative Capital for Urban Development Company (ACUD) to initiate a program for the training of Egyptian university students.

CC Plus is proud to support this valuable investment in Egypt's future through **ABB** and ACUD's training program for the next generation of engineers and be the PR arm of it.

This announcement achieved £1.8 million in PR Value and reached 1.4 billion people.

ELSEWEDY ELECTRIC

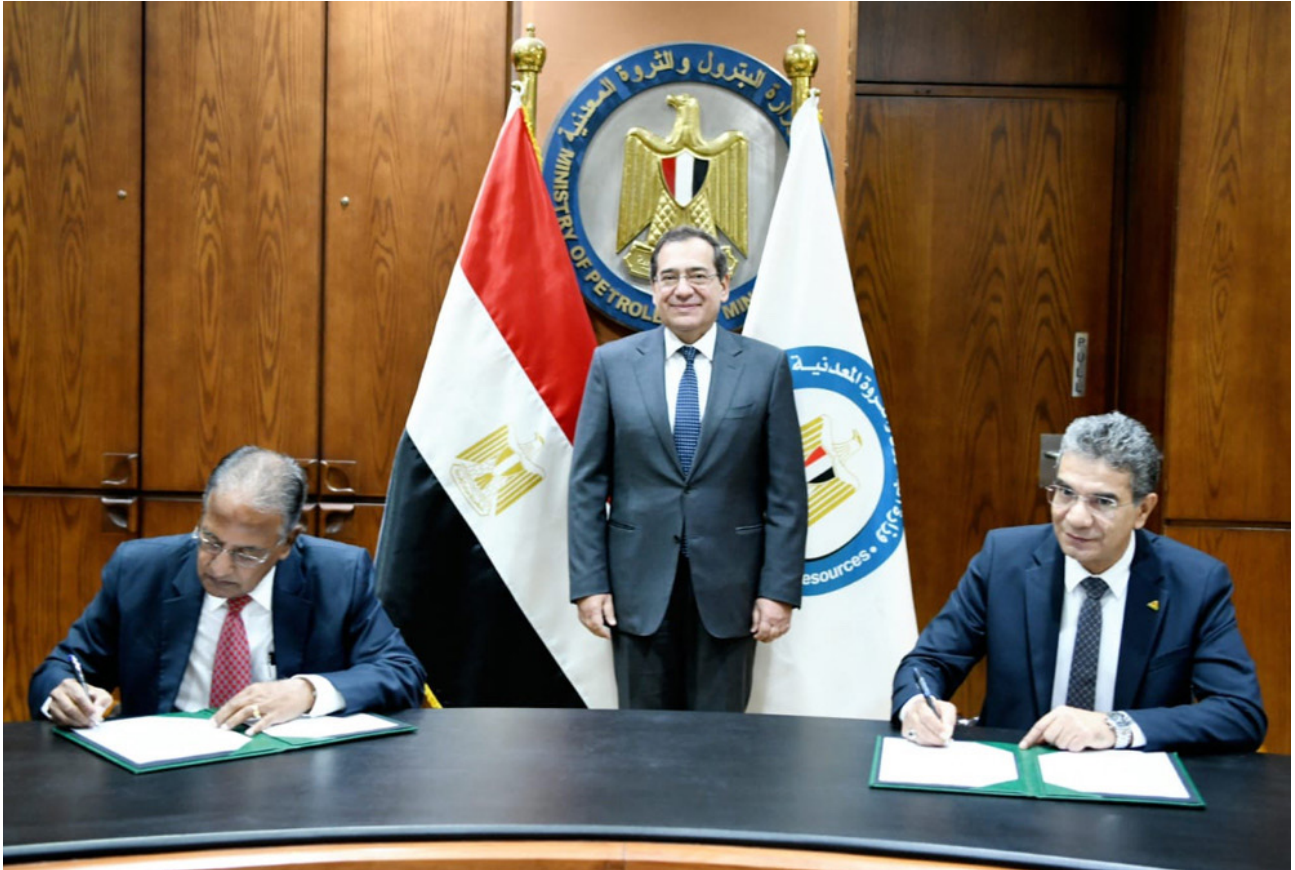
ELSEWEDY
ELECTRIC

Elsewedy Technical Academy's Branch in SOKHNA360 Commemorated A Milestone with Cornerstone Laying Ceremony

ETA's new branch in SOKHNA360 plans to offer a variety of technical education programs and train over 1,000 students each year. It is expected to attract students from SOKHNA and the surrounding areas, and boost the local economy by creating jobs and attracting new businesses.

CC Plus is proud to have generated media coverage achieving **8 million in reach and £1 million in PR Value** for the cornerstone laying ceremony and helped ETA raise awareness of its new branch and the importance of technical education in Egypt.

ELSEWEDY ELECTRIC

ELSEWEDY
ELECTRIC


Elsewedy Industrial Development and Torishima of Japan joined forces to establish a state-of-the-art pumped maintenance center

CC Plus drafted and dispatched the press release announcing our client, ELSEWEDY ELECTRIC's partnership with Japanese company, Torishima Service Solutions which plans to invest USD 5 million in establishing a pumps maintenance center.

Using strong media relations and tailored copywriting, **CC Plus** ensured mass coverage and reach by distributing the PRL to top-tier publications **reaching 2 million individuals through top-tier media and £7.3 million in PR Value.**

ELSEWEDY ELECTRIC

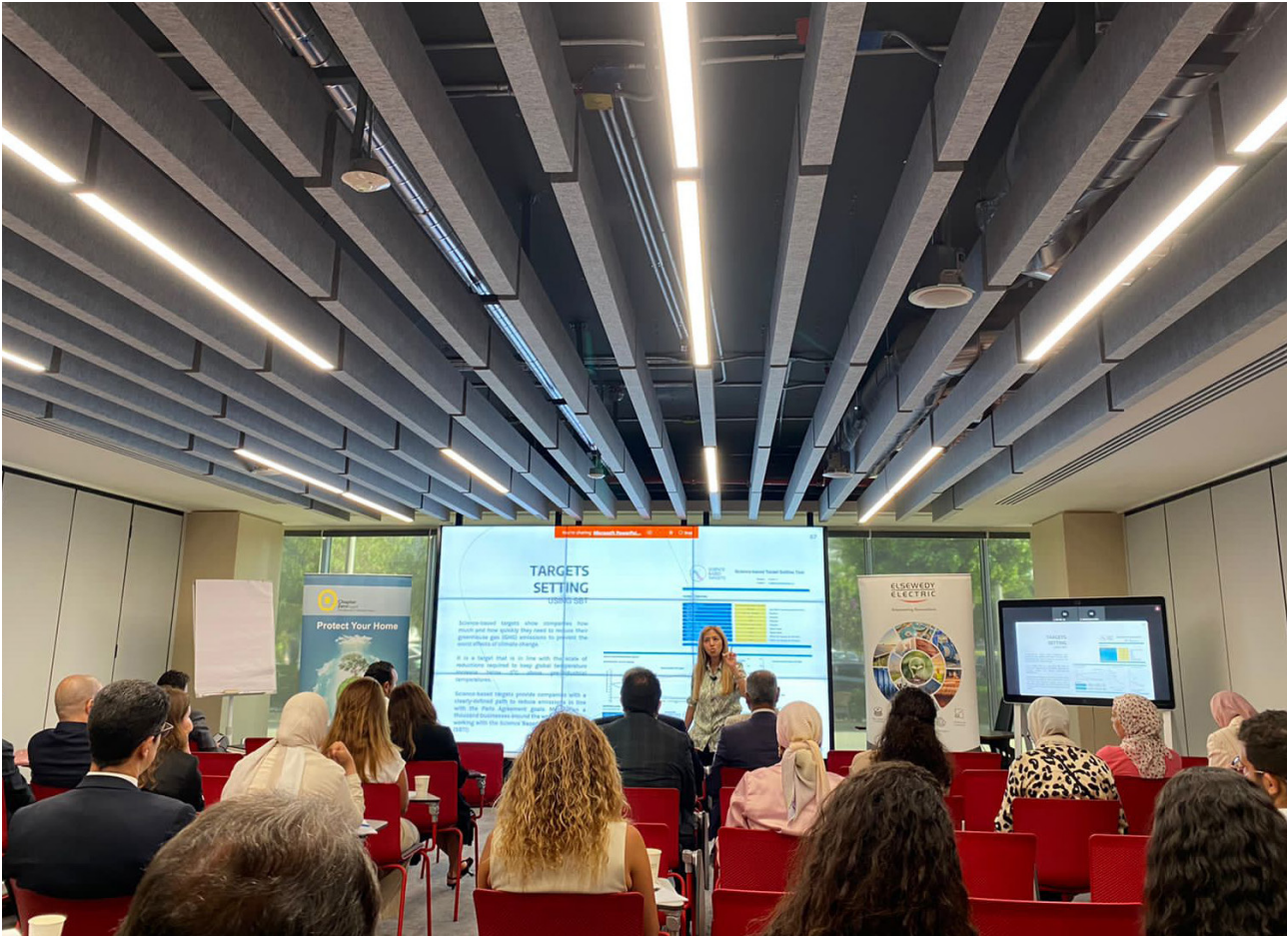


French Mienta signed an agreement to build its third factory in Egypt with a \$5 million investment with Elsewedy Industrial Development

French home appliances manufacturer Mienta had signed an agreement with Elsewedy Industrial Development to build its third factory in Egypt with a \$5 million investment. The factory Would be located in the Industria Sokhna economic zone and is expected to be operational by the end of 2024.

The media coverage of the agreement had helped to raise awareness of the new factory and its potential benefits for the Egyptian economy. **The coverage achieved 2 billion in reach and £4.5 million in PR Value.**

Chapter Zero Egypt



ELSEWEDY ELECTRIC hosted the first awareness session for Chapter Zero Egypt

Chapter Zero is a network of “Chapters” for the Climate Governance Initiative global network of which Chapter Zero Egypt, chaired by Eng. Ahmed Elsewedy, is the 27th and the first in the region.

CC Plus ensured mass coverage for this impactful initiative by dispatching to top-tier media outlets and publications. The team also provided on-ground client support during the insightful event featuring Manal Hassan, the group’s Chief Sustainability Officer.

NETFLIX

NETFLIX



Netflix to Release Its New Saudi Comedy “Tahir’s House”

The campaign helped to raise awareness of **“Beit Tahir”** and its importance in representing Saudi culture and humor on a global platform.

CC Plus PR Agency dispatched the PRL about the release of its new Saudi comedy, **“Beit Tahir”**, by developing and executing a comprehensive PR campaign that generated significant media attention and engagement.

Reaching 514 thousand and £390 thousand in PR Value.

NETFLIX

NETFLIX



Netflix launched 5 new series in 2023

We played a key role in announcing 5 new series to be launched on **Netflix** in 2023 by executing a comprehensive PR campaign which included an announcement PRL that generated significant media attention and excitement for the upcoming releases.

This PRL achieved a reach of 801 thousand and a total PR value of £636 thousand, demonstrating the strong interest in Netflix's new series and its commitment to producing high-quality content for viewers around the world.

NETFLIX

NETFLIX



Netflix and “AFAC” launch a training program for emerging female filmmakers

Netflix and CC Plus PR Agency had teamed up to announce the launch of a training program for emerging female filmmakers in Egypt and the region. The program aims to help female filmmakers develop the skills and knowledge they need to succeed in the film industry.

CC Plus PR Agency is proud to be a partner in this important initiative, and to have achieved a **PR Value of £490 thousand** and a **reach of 489 thousand** with this successful announcement.

NETFLIX

NETFLIX



Netflix announced it will be introducing five new Korean romance series over the upcoming months

This summer, Netflix announced it will be introducing new Korean romance titles to the platform. CC Plus made sure the news received mass coverage and reached K-romance fans by dispatching a bilingual PRL in English and Arabic to top-tier entertainment publications.

NETFLIX

NETFLIX



Influencers received exclusive early access to Netflix's "The Monkey King"

CC Plus established relations with popular social media content creators to grant them early access to **Netflix's** The Monkey King. This follows Netflix's larger strategy of showcasing its diversity of content on the platform.

NETFLIX

NETFLIX



Netflix shared gift boxes with Egyptian family content

As part of its dynamic and regional strategy of engaging family-friendly digital creators, **CC Plus** supported **Netflix** in coordinating with bloggers and social media creators to receive personalized Netflix gift boxes filled with fun items for the whole family.

These gifts resulted in organic content created by the influencers.



Profiling articles for Dr. Ahmed Moharram, Founder and Managing Director of Anchorage Investments

CC Plus demonstrated strong content writing and media relations in drafting and dispatching profiling articles for our client, Anchorage Investments Founder and Managing Director, Dr. Ahmed Moharram.

The articles were distributed in various top-tier publications including Youm7 and Ahram Gate. Additionally, **the article shared in Youm7 reached more than 340 thousand, and generated a PR Value of £105 thousand.**

ANCHORAGE
INVESTMENTS



Anchorage Investments



Anchorage Investments

Anchorage Investments Achieved First Page Rankings on Google

As part of our strategic communications plan for Anchorage Investments, CC Plus provided strong and tailored copywriting in drafting Search Engine Optimization articles throughout the year which increased the company's rankings on Google. As a result, this has strengthened Anchorage's brand awareness and positively impacted their PR strategy.

Ibn Sina



Ibn Sina Pharma was at the forefront of drug distribution companies in Egypt in the first five months of 2023

Ibn Sina Egypt is a significant player in the Egyptian pharmaceutical market and plays an important role in providing access to essential medicines for millions of Egyptians. The company is also a major employer and contributes to the Egyptian economy.

CC Plus PR Agency has implemented a range of communications activities for Ibnsina Pharma, including: Developing and distributing press releases to promote Ibnsina Pharma's new products and services, as well as its awards and achievements.

Ibnsina Pharma's success can be attributed to a number of factors, including its extensive distribution network, large portfolio of pharmaceutical companies, focus on value-added services, and commitment to innovation.

CC Plus dispatched this press release, achieving 474 million in reach and £1 million in PR Value.

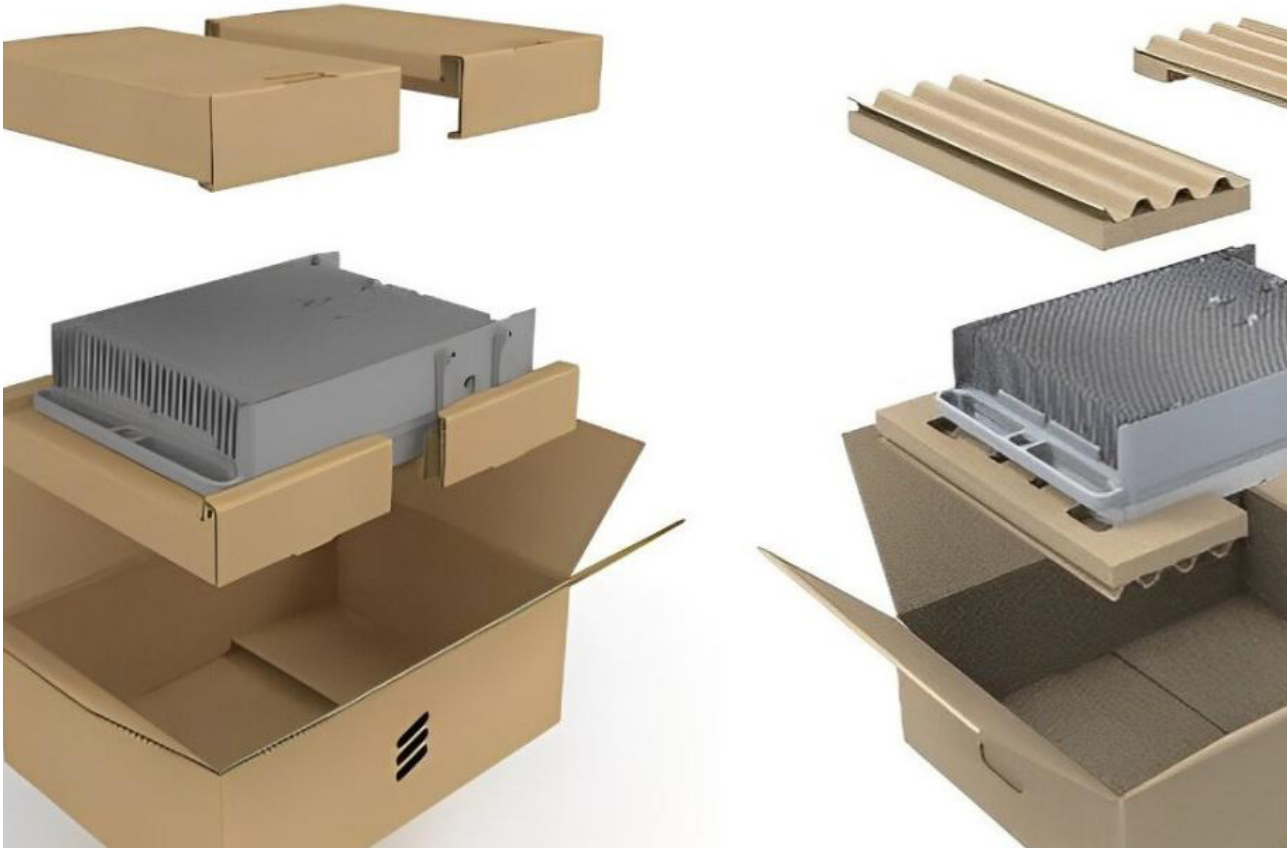
ERICSSON



Ericsson Consumer & IndustryLab: Flexibility and technology change how people work in Africa

CC Plus is proud to announce that we recently secured strong media placements **achieving a reach of more than 25 thousand and £426 thousand in PR Value for our client, Ericsson.** We were tasked with promoting the release of Ericsson's new report on the future of 5G, and we developed a comprehensive PR campaign that generated significant media buzz and engagement.

ERICSSON



Ericsson drove sustainability improvements in the supply chain with plastic-free packaging

We are proud to have played a vital role in the success of the **Ericsson** report and its sustainable packaging initiatives. We worked closely with **Ericsson** to develop and execute comprehensive PR campaigns that generated significant media attention and engagement.

We are pleased that our work was able to help Ericsson achieve its PR goals and make a positive impact on the environment achieving **66 thousand in reach**.

ERICSSON



Ericsson Mobility Report: Exponential 4G and 5G subscription growth forecasted for the Middle East and Africa

Our campaign included a variety of tactics, such as:

- Targeted media outreach: We pitched the PR news to relevant journalists and editors at top-tier media outlets in the MEA region.
- Expert interviews: We arranged for Ericsson executives to be interviewed by journalists about the Mobility Report.

CC Plus proudly achieved **over £2 million in PR Value and 122 thousand in reach** with the distribution of a press release announcing the success of their Mobility Report.

ERICSSON



Egypt had one of the most dynamic growth rates in Africa: Ericsson's Håkan Cervell (MWC Interview)

CC Plus secured an interview opportunity for Håkan Cervell, Vice President and Head of Customer Unit stc, Saudi Arabia and Egypt at Ericsson Middle East & Africa with Daily News publication.

Beyti - an almarai Subsidiary



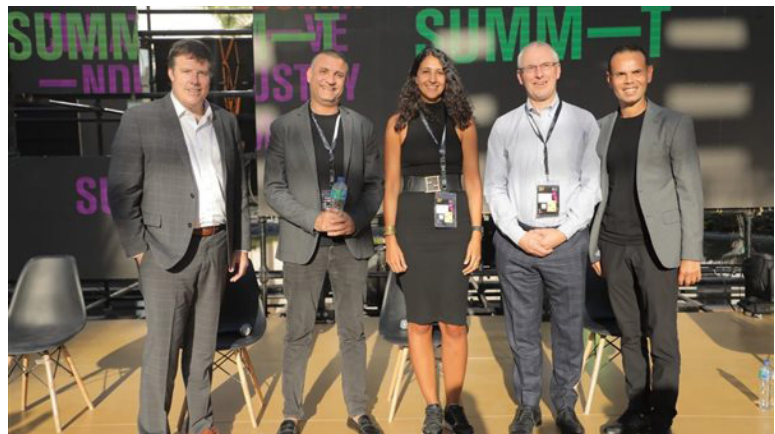
PM Madbouly Commended Investments of Saudi Almarai in Egypt

Prime Minister Mostafa Madbouly commended investments of Saudi Almarai Company in Egypt and its role in boosting food security strategy.

Madbouly asserted the government's utmost keenness in encouraging the company to expand its projects in the Egyptian market in the coming period.

CC Plus's coverage is likely to boost Beyti's brand image in Egypt and attract more customers and investors. The company is well-positioned to continue to grow its business in Egypt and contribute to the country's economic development which was highlighted through the PRL that **achieved £6 million in PR Value and reached 57 million viewers.**

Beyti - an almarai Subsidiary



Beyti Participated and Shared Innovative Corporate Solution Strategies at the 9th Creative Industry Summit

Beyti's speech focused on the company's commitment to sustainability and innovation. The company also discussed its corporate social responsibility programs, which support local communities and provide opportunities for job creation. The talk was well-received by the audience, which included representatives from the creative industry, government, and academia.

The panel of experts praised Beyti for its commitment to sustainability and innovation, and they called on other companies to follow Beyti's lead. **CC Plus** teamed up with **Beyti** and dispatched a PRL about this participation generating **£417 thousand PR Value reaching 86 thousand**.

Metito



Alpha Dhabi's Majority Stake Acquisition in Metito Holdings Reaffirmed Ongoing Commitment to Addressing Global Water Scarcity

The acquisition was a significant step forward helping Metito raise awareness of this important issue and communicate its impact to the world.

Metito is a global leader in the water and wastewater industry, and Alpha Dhabi's investment will help the company to expand its reach and impact.

We are excited to be a part of this important partnership, and we look forward to working with Metito to make a real difference achieving **572 thousand in reach and £2 million in PR Value.**

Metito



Orascom Construction - Metito Consortium Achieved Financial Close for a Large-Scale Seawater Treatment and Water Transportation Project in Abu Dhabi Worth USD 2.2 Billion

CC Plus provided strategic communications support to the consortium throughout the project lifecycle. We also worked to promote the project's benefits to the Abu Dhabi community and to attract investors and partners for the project implemented by Metito.

The announcement PRL, achieved 519 thousand in reach in top-tier publications and media outlets with a generated PR Value of £2 million.

Metito



Southeast Asia's Largest Desalination Plant Project Awarded to Consortium of VA TECH WABAG and Metito

CC Plus was thrilled to witness **VA TECH WABAG and Metito** winning the contract to build Southeast Asia's largest desalination plant. This project is a major milestone in the region's fight against water scarcity and climate change.

As a leading PR agency, CC Plus is committed to helping our clients tell their stories in a way that is informative, engaging, and impactful. We believe that the desalination plant project is an important story to tell, as it represents a significant step forward in the region's sustainable development journey.

This announcement press release achieved a reach of 574 thousand and £2 million in PR Value.



Egypt Fashion Awards gathered talented Egyptian designers

The judges also attended, including the actress **Hanady Mahana, Injy El Mokaddem, Susan Sabet, Princess Fawzia Foad Farouk, Rami Salamoun, Walid Khairy, Nadia Ezz, Heba El Zein, Amina Ghali and Yasmeeen Sarwat.**

Winners were selected in 4 categories, which are young designers, emerging designers, accessory designers and jewellery designers

CC Plus's support for the EFA & Marakez had been instrumental in helping the awards to achieve its goals of promoting Egyptian fashion on a global stage and **supporting emerging designers, achieving a remarkable PR Value of £5.6 million and 1.6 billion in reach.**

NETWORK

networkpay >



Network International aims to inject an extra EGP 1 billion of investments in Egypt

Network International, a Dubai-based payments company, is investing an additional EGP 1 billion in Egypt. The company has ambitious plans for the Egyptian market, including introducing new solutions and products in various geographical areas. Egypt is the main center for Network International's operations in Africa, covering over **40 countries**.

CC Plus PR Agency has helped Network International to raise its brand awareness in Egypt and position itself as a thought leader in the payments industry. The agency has secured two top-tier media interviews for Network International, **with a combined PR Value of over £1.3 million and a reach of over 260 thousand people**.

Adidas



The new AI Ahly away jersey has helped to generate excitement among fans and supporters of the club. The jersey has also been praised by fashion critics for its sleek and modern design

CC Plus PR Agency is thrilled to have helped amplify the launch of the new AI Ahly away jersey. The agency is committed to helping AI Ahly reach its full potential and resonate with fans around the globe, **reaching 1 billion and achieving a PR Value of £1 million.**

SHEARTS



SheArts Held the third edition of its Annual Festival Supporting Female Artists

SheArts held another successful edition of their musical festival for female singers and musicians. The initiative aims to support, empower and promote emerging and prominent artists in the region.

CC Plus got to be part of the success of the event by generating strong media coverage in top-tier media achieving over 140 million in reach and generating over £3 million in PR Value.



Art D'Égypte Announces the Launch of its Third Edition of The Cairo International Art District

Art D'Égypte announced the highly anticipated annual Cairo International Art District in Downtown Cairo for the third time. The exhibition features a series of international and Egyptian artists showcasing their work in several locations in the area.

CC Plus ensured the announcement generated buzz through top-tier media coverage including press, and social media, **which reached more than 377 million and achieved more than £3.2 million in PR Value.**

HASEB TEHLAM



The Short Film, Haseb Tehlam Generates Impact Through a Lighthearted Comedy

Haseb Tehlam explores the impact of social media and AI in a comedy short film. The film directed by Mohamed Rabie and written by Mahmoud Maged joins a powerful cast of actors.

CC Plus ensured a successful announcement of the release through top-tier and mass media coverage. The announcement achieved nearly 2 million in reach and a PR Value worth more than £1.7 million.

Nawara



Filmmaker Ahmed Wahba Exposed Double Standards in a Powerful Short Film

Renowned filmmaker, Ahmed Wahba announced the release of his shortfilm, “Hypocrisy: A Two-Faced Lens”. The film’s soundtrack was produced by the esteemed Nawara Productions.

CC Plus proudly ensured mass coverage with an announcement press release achieving more than **64 thousand in reach and more than £881 thousand in PR Value.**



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