



## Board of Director Profiles (1/3)

### Jamal Abdel-Fattah Othman | Non-Executive Chairman

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Jamal is the single largest shareholder in Arabiyya and serves as Chairman of the Board of Directors. Based out of Dubai, UAE, he is an active Egyptian entrepreneur and businessman with notable stakes in various ventures in the UAE and Egypt in the areas of contracting, real estate and financial services. Since 2005, he has served as Managing Director of GenCo Construction Enterprises, one of the fastest growing contractors in the UAE with revenues of over DHS 1.5 billion and whose stakeholders include Emaar Real Estate, Dubai Real Estate, El-Nakheel, and Wassel RE Development. During his tenure, Jamal spearheaded the establishment and growth of the real estate development line of business, thereby creating GenCo Real Estate, UAE, with focus on development of the Jebal Ali Zone. He also holds a strategic stake in Sakan Real Estate Mortgage Finance, Egypt, in addition to in several other companies in Egypt operating in the areas of international trade and real estate development, with a focus on East Cairo. Jamal started his career in Civil Engineering as Officer Engineer with the Egyptian Air Forces from 1986 to 1989.

### Hazem Mohamed Zifzaf | Vice-Chairman, CEO

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Hazem joined Arabiyya in July 2017 to assume leadership of the group, with the clear mandate of turning its businesses around towards strategic growth. With 29 years of experience, Hazem has extensive and diversified expertise in business turnaround, restructuring, general management, strategic planning, project evaluation, new markets penetration, commercialization, and product and service development. Prior to joining Arabiyya, he served on the Executive Committee of LafargeHolcim from 2014 to 2017, to lead the commercial transformation of Egypt, an operation of key importance to Lafarge and home to its second largest manufacturing facility globally (Revenues of over EGP 6bn). From 2006 to 2014, he held the position of Managing Director of H&Co Management Consulting, where he led 20+ mandates for bulge-bracket international corporates and prominent local businesses in MENA and CIS regions. Early in his career, Hazem spent over 12 years at PepsiCo where held general management and commercial positions in various locations, including USA and the UAE, covering entire regions of Latin America and MENA. Prior to PepsiCo, he was employed with Xerox and P&G. Hazem won 8 awards in the areas of Leadership, Marketing, Innovation and Sales. Recently, he was appointed to the Board of Egypt's Supreme Council of Antiquities. He has participated as a panelist in Euromena conferences and is a frequent guest speaker in various universities in Egypt. He holds a BSc in Mechanical Engineering from AUC, Egypt in 1989, and an MBA with distinction from the Miami Business School, USA in 2002.



## Board of Director Profiles (2/3)

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### Sherif El Sheikh | Director, Chairman of Kahromica

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Sherif joined Arabiyya in May of 2017 as a member of the Board of Directors. He was a critical driver of the change in management and handles strategic issues across the holding company and all of its subsidiaries. Recently, Sherif was appointed Chairman of Kahromika, a key subsidiary 51% owned by Arabiyya, where he leads an operational restructuring effort and strategy development on the business. Sherif started his career in Auditing and Tax, where he ultimately held the position of Deputy Director at KPMG Hazem Hassan, a big four auditing firm with substantial global footprint. During his tenure at KPMG, Sherif managed key clients and assignments, including the restructuring of OCI from a family business into an institutionalized shareholding entity. Other prominent deals include the structuring of MobiNil (later, Orange), SODIC, and Link.Net. From 2000 – 2002, he was General Manager of the Borsa Newspaper, a prominent publication with focus on economic content and financial markets. He has since founded and served as MD of El Sheikh and Co, a financial advisory firm with niche clients in the local market. Sherif holds a BA in Commerce from Ain Shams University, Egypt in 1991.

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### Adham Roushdy | Non-Executive Director

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Adham has served on the Board of Arabiyya since May of 2017. He brings with him 28 years of management experience in Europe, the GCC and Egypt, and a diversified career background both with leading multi-national companies in Europe and the Middle East, and with private business with a local market focus. He has extensive expertise in the fields of marketing and advertising, serving as Partner and non-Executive Director for Advantage Advertising and Marketing Consultancy, a shareholding company created in 2001, in addition to his role as Partner and Managing Director for Paramount Media, an LLC created in 2016. Prominent clients of these ventures include global automotive brands, global FMCGs, regional retail powerhouses and a local real estate player of substantial size. Previous positions held include Board Member and Acting Commercial Director of Arab Dairy Products Company, a business turnaround mandate, in addition to Consultant to the Ministry of Telecommunications and to CAPMAS, in charge of fund-raising media campaigns for major charity organizations in Egypt. Prior to that, he served as Marketing Director of PepsiCo – for Europe and the ME, based out of London, UK, and for the GCC based in KSA, and Marketing Group Business Manager for P&G, Egypt. Adham is considered a key source for practical learning in his areas of expertise as an occasional lecturer in various universities and educational establishments. Adham holds a BA in Business Administration from AUC, Egypt, 1989 and an MBA from AUC, Egypt, 1993.



## Board of Director Profiles (3/3)

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### Yehia Rezk | Non-Executive Director

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Yehia has served on the Board of Arabiyya since May of 2017. Currently holding the position of Chairman and Regional CEO of Americana Group, and as a seasoned management executive specialized in food and FMCGs at large, he has a strong track record of building businesses and brands, and of team-building. Yehia has been with Americana Group since 2005, where he leads multiple businesses including Senyorita Group, International Company and Green Land Group. At Americana, he has heavily institutionalized underlying businesses by developing operational capabilities, enhancing quality control, and revamping marketing and sales strategies to achieve balanced brand portfolio rationalization and to successfully turn the businesses around to profitability. During his tenure, businesses grew eleven-fold to win best-performance awards for the Middle East. From 1999 to 2005, Yehia held the position of General Manager Sales, Marketing and Sourcing at Mansour Egypt's Food Division, where he launched dairy and juice brands, Labanita and Yes, respectively. He was also employed with Mansour's Phillip Morris Division. Prior to Mansour, he was with Pepsi Foods in Jeddah, managing Sales and Distribution. Yehia started his career in Jeddah with the National Paper Company in the field of Marketing, after which he moved to Proctor & Gamble Egypt. Yehia holds a BA in Economics from AUC, Egypt, 1988.