

Egypt's Entrepreneur Awards Kicks off to Recognize the Achievements of National Talents in Leading Industries

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Cairo, Egypt- 24 February 2021- In line with Egypt's vision to support entrepreneurship as one of the drivers of economic growth, I-EVENTS, founded and managed by Amr Mansi, launches Egypt's Entrepreneur Awards (EEA) aiming to acknowledge the state's brightest entrepreneurs across various industries. The awards ceremony is scheduled to take place in May 2021; the event will celebrate these brilliant entrepreneurs in a night filled with glamour, networking, entertainment and above all, appreciation.

The objective of this event is to honor the achievements of rising entrepreneurs who have established themselves as leaders in their industries, inspire entrepreneurs who are starting out as well as create a solid platform for the greatest minds to meet. "Egypt's entrepreneurs need a platform where their achievements are celebrated and recognised; EEA was founded in order to create a focal point where entrepreneurs can meet, thrive, and inspire younger generations to pursue their dreams" said Mansi.

Egypt's Entrepreneur Awards is the first-of-its-kind in Egypt to celebrate entrepreneurs; what sets it apart is an advisory board that features some of Egypt's leading business and entrepreneurial minds. Their role is to provide objective expertise and guidance, making EEA a credible and influential entity. The advisory board includes Ahmed Elsewedy, President & CEO of Elsewedy Electric S.A.E.; Aladdin Saba, Founding Partner of BPE Partners; Ahmed Habib, President & CEO of Harvest Holdings & Founding Member of EO Cairo; Hussein Rifai, Co-founder and Executive Chairman of Inertia Holding; Dina El Mofty, Founder of Injaz Egypt; Neveen El Tahri, Chairperson at Delta Shield for Investment; Onsi Sawiris, Co-Founder & Managing Partner at HOF Capital; Thuraya Ismail, Executive Director of Mentor Arabia & Eisenhower Fellow; and Wael Fakharany, CEO of Omnix International.

EEA's official website launches on February 24th to introduce the awards and allow nominees to submit their applications. There will be over 15 categories represented such as: Architecture & Design, Fashion & Jewelry, E-Commerce, Education, Fitness & Lifestyle, Food & Beverage, Media & Advertising, Social Entrepreneurship, Tourism, Next Generation Family Intrapreneur, and more. The nominations will be presented to and evaluated by jury panels comprising of at least three top industry experts that have been meticulously selected by the advisory board.

EEA is powered by Inertia Holding, a powerhouse in real estate and development with several projects across Egypt. "Inertia believes that entrepreneurship is essential to the economic development of Egypt. We support and believe in EEA's vision to encourage and support talented individuals as this reflects our own values in aiding the development and growth of the entrepreneurial ecosystem," said Hussein Rifai, Co-founder and Executive Chairman of Inertia Holding.

Moreover, Orange and PepsiCo will be sponsoring the events as EEA's Co-Partners.

Yasser Shaker, Orange Egypt CEO said "In Orange Egypt we totally believe in the important role and great impact of startups and entrepreneurs not only on themselves but also on the community as whole. Successful Entrepreneurs and Startups always inspire us and make us very pleased and happy to see how they influence our society and our economy.

"We are glad and always proud that we chose to follow this path to support and work with promising entrepreneurs to share their dreams, support their aspirations, and finally see their great success".

Mr. Mohamed Shelbaya, CEO of PepsiCo Egypt, expressed his happiness for sponsoring Egypt's Entrepreneur Awards (EEA), stemming from PepsiCo belief in Egyptian youth as a main pillar to achieve sustainable economic development, which come in line with PepsiCo's global strategy entitled; "Winning with Purpose", which is based on the concept of "Creating Shared Value". In addition to, sponsoring EEA is not the first of its kind, as PepsiCo empowers Egyptian youth through our different initiatives for supporting them in the entrepreneurship and sports fields.

Find out more on EEA's website and social media handles.

Website: <https://www.eeawards.org/>

Instagram: @eeawards_

Facebook: @EEAwards

Twitter: @eeawards_

About IEVENTS

IEVENTS was founded in 2010 with the aim of becoming a leading events agency in Egypt and the rest of the MENA region. With a team of dedicated event management specialists, planners and organizers, IEVENTS is determined to bring an edge to every event by offering the ultimate experience that exceeds expectations. IEVENTS conceptualises and delivers internationally recognised cultural and sports events across Egypt. IEVENTS has executed CIB & El Gouna International Squash Opens, the Color Run, Zed Winterfest 2020, El Gouna Film Festival and more.

About Inertia

Founded in 2007, as a subsidiary of Inertia Holding Group, Inertia is a leading Egyptian real estate developer dedicated to offering distinctive, valuable, and dynamic projects across Egypt. Through venturing into diverse geographical locations such as the Mediterranean and the Red Sea, Inertia provides today's cosmopolitan clientele with integrated communities that offer exclusive homes and gratifying lifestyles. Inertia's current portfolio includes 8 developments that span across Cairo, the Red Sea and the Mediterranean offering residential properties, a fully integrated town, as well as cutting edge health care and commercial facilities.

About Orange

Orange is one of the world's leading telecommunications carriers with a turnover of €42 billion in 2019 and 143,000 employees as at 30 September 2020, of which 83,000 are in France. The Group has a total customer base of 257 million customers worldwide at 30 September 2020, including 212 million mobile customers and 21 million fixed broadband customers. The Group is present in 26 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In December 2019, the Group presented its new "Engage 2025" strategic plan, which, guided by social and environmental accountability, aims to reinvent its operator model. While accelerating in growth areas and placing data and AI at the heart of its innovation model, the Group will be an attractive and responsible employer, adapted to emerging professions.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$67 billion in net revenue in 2019, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 23 brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Convenient Foods and Beverages by Winning with Purpose. "Winning with Purpose" reflects our ambition to win sustainably in the marketplace and embed purpose into all aspects of the business. For more information, visit www.pepsico.com