

## **Amazon contributes to one million meals across the Arab World this Ramadan**

*Amazon celebrates the month of giving by donating meals and supporting families in need in Egypt, UAE, Saudi Arabia, and Jordan*

*Hundreds of Amazon employees worked together with community partners to pack food boxes at Amazon Fulfillment Centres*

*Amazon continues to serve the community through its unique role of delivering daily essentials to families in the safety of their homes*

**Cairo, Egypt – 14 April 2021** – Amazon today announced that it will contribute to more than one million meals to support families in need across Egypt, UAE, Saudi Arabia, and Jordan during the Holy month of Ramadan. The programme takes a hands-on approach, with hundreds of Amazon employees working alongside community partners to pack food hampers at Amazon’s Fulfillment Centres across the Arab World, with Amazon leveraging its scale to support the community.

Partnering with regional food banks and charities, Amazon will provide a combination of products, services, and monetary donations, including grocery supplies and packaging materials. This will result in approximately 1,074,080 meals reaching underserved and underprivileged families in the safety of their homes, following the necessary social distancing and safety guidelines in each country.

**Ronaldo Mouchawar, Vice President of Amazon Middle East and North Africa (MENA)** said: “In light of the month of Ramadan, Amazon is delighted to continue supporting food charities across the region. With our ability to innovate quickly and experience in logistics and delivery, we are helping to get more than one million meals into the hands of those who need them the most throughout the month of giving.”

Commenting on the occasion, **Mohsen Sarhan, CEO of the Egyptian Food Bank** praised Amazon for its contribution to the food bank, stating: “The support and help of international companies such as Amazon, is a true testament to the integrated cooperation between all parties working with the Egyptian Food Bank. Not only do they supply society with some of its most basic needs, but also share the same vision as the Egyptian Food Bank in providing a healthy life for everyone.”

**Sarhan** also added that through this partnership, the Egyptian Food Bank’s activities will be supported by Souq.com, an Amazon company, during the holy month of Ramadan and will ensure the distribution of the food boxes in different governorates across Egypt. These efforts will secure the basic needs of the underserved families during the month. He emphasized that Souq.com is one of the key partners for the Egyptian Food Bank.

Since the start of the global pandemic, Amazon has played a vital role in delivering daily essentials to customers in the safety and comfort of their homes, while prioritising the health and safety of its employees, customers, and partners. The company extends this care to families in need during Ramadan.

“Amazon has a longstanding commitment of working alongside community partners to find practical solutions. We are driven by the belief that no family should have to make trade-offs to meet their basic needs and we are delighted to partner with organisations who share our commitment. With the holy month of Ramadan looking a little different this year, our meal donation programme is designed to utilise our assets including scale, logistics and technology, for the benefit of the community. By harnessing Amazon’s unique spirit of innovation and collaboration, we are honoured to have the opportunity to support the community through a million meals,” **said Prashant Saran, Director of Operations for Amazon Middle East and North Africa (MENA).**

Amazon harnesses a unique spirit of innovation, determination, and passion within its people to strengthen the communities where its employees live and work. This Ramadan campaign is a part of the company’s global community engagement pillar, Right Now Needs, that seeks to eliminate the impossible choices posed by poverty, homelessness, hunger, and natural disasters. This pillar is one of many in Amazon’s community engagement programme.

### **About Our Operations**

Amazon has created one of the world’s most advanced operations and fulfillment networks with thousands of sellers in the region benefitting from Amazon’s expertise in reliable delivery and customer service. Amazon’s Fulfillment Centres receive and store products on behalf of sellers. Once an order is placed, Amazon picks, packs and ships the order, provides customer service and manages returns on behalf of sellers. Delivery Stations receive goods from the Fulfillment Centres and ship them to end customers. They represent the last mile of the delivery network that help sellers to reach a wider customer base and tap into new marketplaces.

### **About SOUQ.com**

SOUQ.com is an online retail and marketplace website in the Arab region, featuring more than 9.4 million products across 31 categories such as consumer electronics, fashion, health and beauty, household goods, and baby. Today, SOUQ.com attracts over 45 million visits per month, with localized operations in the KSA and Egypt. SOUQ.com offers a convenient and safe online shopping experience with secure online payments, and option to pay cash on delivery. For more information, visit [www.SOUQ.com](http://www.SOUQ.com).

