



MARKET

Thomas Cook was the first person to promote mass tourism and to develop the role of the travel agent. Since 1869 both residents in Egypt and tourists visiting the country have been using Thomas Cook's expertise to book hotels, to make travel arrangements and to access finances through traveller's cheques, credit card advances and money transfers. Thomas Cook is a market leader with between 11% and 13% market share of total airline sales in Egypt.



The company's strength in Egypt lies in its brand value, quality and customer service, focus, network of branches, ground handling capabilities and unique financial services operation supported by its centralised information technology, human resource, finance, administrative and marketing functions.

On 1st April, 2009 Thomas Cook joined the global business travel consortium FCM Travel Solutions under an exclusive agreement for Egypt and Lebanon. This is a strategic business travel relationship which does not affect the fact that Thomas Cook Egypt remains wholly owned by Thomas Cook Group plc.

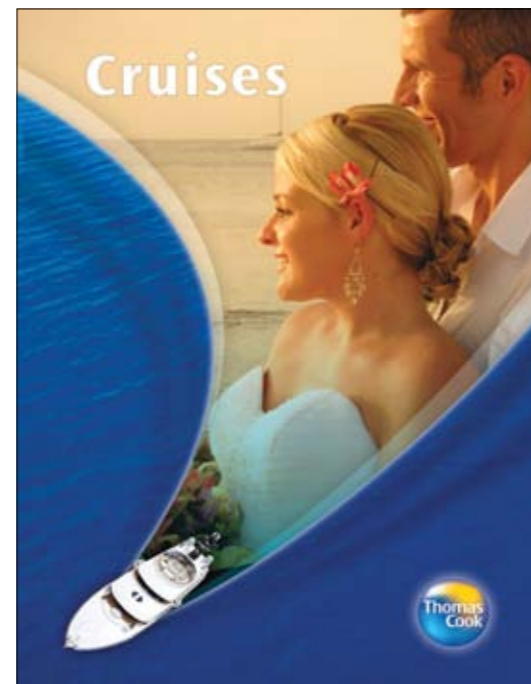
In support of this new agreement Thomas Cook has now consolidated its business travel activity by opening a new business travel centre located at its head office. This means that the company can offer its corporate clients the best administration and expenses service for their needs. The business travel centre aims to perfect the corporate travel experience with its highly trained staff exhibiting an excellent ability to plan and book travel anywhere in the world. Furthermore, to be of greater service to its corporate accounts, Thomas Cook continues

to maintain small branches within companies to facilitate clients' requirements. These implants are dedicated to the corporate sector only, taking care of all travel requirements and arrangements for both individuals and groups.

ACHIEVEMENTS

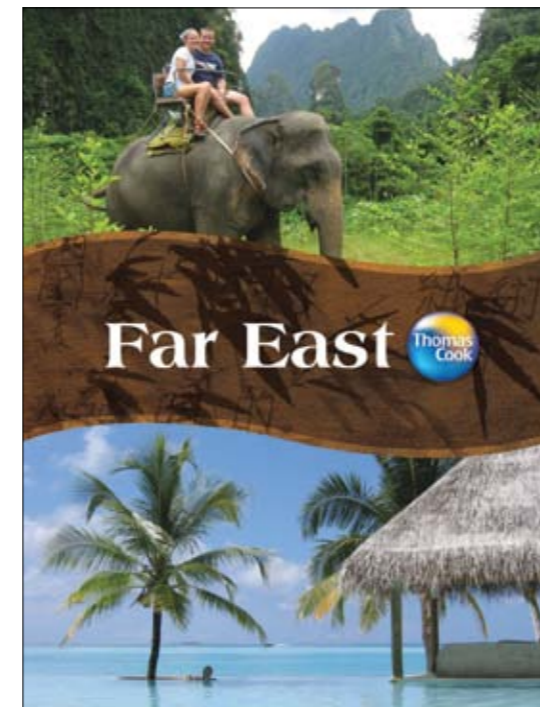
Thomas Cook is one of the largest travel companies in the world. In Egypt Thomas Cook's position in the inbound travel market, ground handling individual travellers and non-charter business, is estimated to be within the top ten. Thomas Cook Egypt is also the market leader in the business and leisure travel and financial services sectors and is synonymous with its quality of service in tourism both within Egypt and abroad.

For approximately the last twelve years Thomas Cook Egypt has been presented with awards from a number of airlines for being their number one travel agent. Meanwhile the growth, in terms of market share and revenue achievement continues. As a result of capturing the highest market share of Egyptian travellers, Thomas Cook is constantly chosen by a number of international cruise lines and the holiday departments of reputable international airlines to become their General Sales Agent (GSA) or the Preferred Sales Agent (PSA) in the Egyptian Market. New products are being introduced



on a regular basis and emphasis is focused on providing value for money services and products to customers. In the early 1990s Thomas Cook Egypt developed travel within the country for the local population, whether for Egyptians or foreign residents and, in 2001, a new local product was launched called "Helwa Baladna", meaning "our beautiful country", which promotes

Egypt with attractive, specially reduced rates. Today this initiative has become very popular with customers and suppliers, the latter regularly offering their best published rates to Thomas Cook to promote their products to customers.



HISTORY

A simple train excursion in the UK, from a small town called Loughborough, to the city of Leicester marked the beginnings of Thomas Cook Limited. The founder of the company, Thomas Cook, seized every opportunity to expand his business and, in 1851, he led his first tour to Europe. By 1864 his tours were crossing the Alps, pushing south through Italy and across the Mediterranean.

Thomas Cook is considered a pioneer in his field as his business was one of the first to set and establish the practices of the modern travel agent. Cook's early tours resembled, to a large degree, a family outing rather than a commercial undertaking. Travellers shared accommodation and meals together which led to the development of a strong sense of comradeship.

Tourism was first introduced to Egypt in 1869 when Thomas Cook brought a party of people from Great Britain to witness the opening of the Suez Canal. The ceremony was a monumental event which opened up the world by creating a sea route to the Orient. The 163 km canal brought immediate benefits for European shipping, freight, trade - and travel. For Thomas Cook the opening of Suez meant a potential new market.

Later, in 1872, the first travel agency was established in Egypt when Thomas Cook's son, John Mason Cook, opened an office in the grounds of Cairo's famous Sheppard's Hotel and business began to flourish.

In the late 1880s Thomas Cook began to lease

steamers from the Khedive in order to reach the ancient sites in Upper Egypt. These cruises became the linchpin of Cook's tours to Egypt and eventually a shipyard was established at Boulaq where Thomas Cook's Nile fleet was born. During the Second World War Cook's steamers were used as rest centres and officers' clubs and the Boulaq shipyard built coastal patrol boats.

The Suez Crisis in 1956 was a disaster for Thomas Cook in Egypt. The headquarters building was burned down and the Nile fleet was dispersed or confiscated. But, never to be deterred, in the early 1960s Thomas Cook reopened its offices and branches and tourism resumed.

Over the years the company established the popularity of Nile cruises. From the beginning customers travelled with Thomas Cook because they knew they would be guaranteed a level of service second to none. The pioneering spirit which was the hallmark of Thomas Cook's Egypt is still evident today and customers continue to enjoy the unrivalled customer service and attention to detail first provided in 1869. Today the company has five retail branches in Cairo, including a 24 hour emergency service. It also staffs ten offices in major cities (Luxor, Aswan, Hurghada, Sharm El Sheikh, Alexandria, and Port Said) and airports throughout the country. In addition Thomas Cook operates a business travel centre, sixteen implants, a leisure travel call centre and e-commerce business.

PRODUCT

Today Thomas Cook is one of the most widely recognised and respected brands in the world. In Egypt the company's core business comprises inbound, retail and medical travel and financial



services. The travel operation encompasses a complete service including ground handling for inbound passengers, ticketing, accommodation, sightseeing tours, transportation and insurance for both leisure or business travellers. The company also organises trips for incentive groups and conferences. In addition to this Thomas Cook is able to organise wedding parties and honeymoon requirements.

Thomas Cook is expert in organising corporate and incentive travel as well as special events. Since 1841 in the UK, and the late 1800s in Egypt, the company has used its expertise

to fulfil its philosophy which evolves around achieving ultimate client satisfaction. The Incentive and Congress specialised team are constantly creating new ideas and themes to interesting and exotic locations designed to make the incentive trip a truly memorable experience.

In addition Thomas Cook offers financial services including currency exchange, travellers' cheques and credit card cash advances. Whether visiting Egypt or travelling abroad, Thomas Cook Egypt provides a comprehensive service taking care of customers' holidays and/or their business travel requirements from start to finish, and everything in between. The aim is to assist customers in achieving the maximum enjoyment for the minimum of effort on their part.



RECENT DEVELOPMENTS

Thomas Cook Egypt aims to facilitate communications with its customers to the best of its ability and, to this end, the company has officially launched its newly structured website with additional new features and improved online services. All the company's travel products are displayed on the website, supported by special offers and free travel tips.

Included in the portfolio is medical travel both to within Egypt and abroad. Thomas Cook can provide assistance with medical travel to any destination with pre and post travel and tours if required.

During 2009 and 2010 Thomas Cook Egypt introduced to the market many new developments. In April 2009 all the business travel units were consolidated into one location to become its Business Travel Centre (BTC), forming a joint venture with Flight Centre Management (FCM) for global corporate travel solutions.

Early in 2010 Thomas Cook's first bilingual publication was introduced to address both English and Arabic speaking customers. Later in the year a new dedicated department was introduced to handle wedding party and honeymoon arrangements.

PROMOTION

Thomas Cook Egypt reaches out to the marketplace through a variety of multi-media channels. Promotional material includes posters, flyers and brochures as well as a bi-monthly magazine covering news, current packages and information, with e-mail as a promotional tool. In fact many of their posters advertising travel

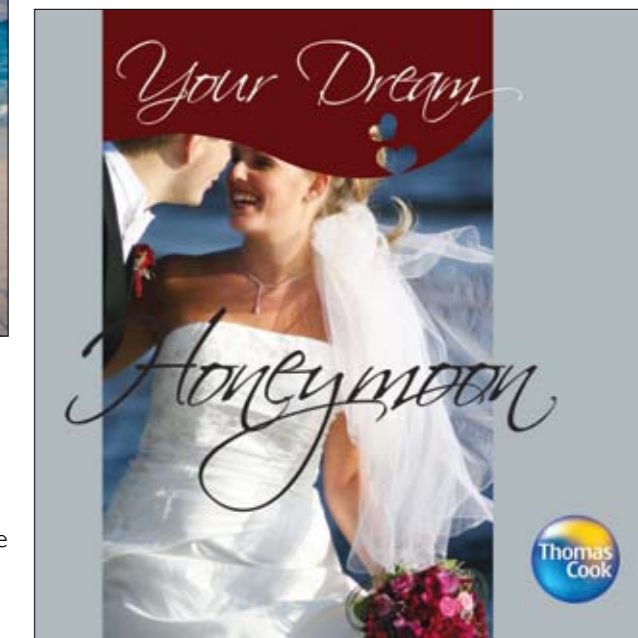
in previous centuries are now collector's items. Sponsorship of large events and charitable and fund-raising activities also play a role and Thomas Cook donates products as prizes for many of these.

BRAND VALUES

In the international arena Thomas Cook is positioned as the second largest travel agency in Europe and the third largest in the world. The name Thomas Cook stands for quality, professionalism, reliability and trustworthiness. As one of Egypt's most competitive companies in its field, it's a name to depend upon.

Thomas Cook worldwide continues to be committed to dedicating time and effort in the pursuit of an excellent standard of service for all its clients with its ultimate goal being to perfect the leisure experience for all its customers, of course a goal upheld by Thomas Cook Egypt. With this mission in mind the colours of the new logo were carefully chosen - yellow to symbolise bright sunshine and sandy beaches, blue to symbolise a clear blue sky and the sea - and Thomas Cook's image today reflects a spirit of liveliness and fun, a fact embodied in its logo.

www.thomascookegypt.com



Things you didn't know about Thomas Cook

- In 2010 Thomas Cook Egypt opened Cook's Wedding Centre, a new branch and concept.
- In 2009 Thomas Cook Egypt formed a joint venture with Flight Management Centre.
- In 2009 Thomas Cook operated a fleet of 95 aircraft, employed over 31,000 staff serving over 22 million customers.
- In 1999 Thomas Cook was the first to introduce the Euro traveller's cheque.
- In 1874 Cook's launched its Circular Note, an early form of traveller's cheque.
- In 1872 Thomas Cook set off on the company's first round-the-world tour.
- In 1869 Thomas Cook organised his first trip to Egypt and Palestine leading a group of 30 people. He was invited to return in the November of that year to attend the opening of the Suez Canal.
- In 1868 Thomas Cook introduced his hotel coupons scheme enabling travellers to pay for their hotel stay prior to their departure.

Superbrands