

aramex

delivery unlimited



MARKET

Aramex continues to reap the rewards of its strong base in the Middle East and South Asia. Key infrastructure investments and a wide-reaching distribution network have further enabled the company to develop its highly customised 3PL business, resulting in steady growth in market share.

Capitalising on current outsourcing trends across the region, Aramex has been able to win major logistics contracts by diversifying its offering through products and services that combine some of the most advanced technologies and innovative solutions on the market.

The knowledge economy continues to play an important role in the Middle East and more firms are looking for specialists to take care of their physical and digital archiving needs. Aramex's InfoFort, the region's leading document management solutions provider, opened a state-of-the-art facility in the UAE's Jebel Ali Free Zone to offer greater operational efficiency to a diverse clientele including banks, financial institutions, insurers, media and telecommunication companies and hospitals.

Internationally, Aramex embarked upon major acquisitions in Europe, in 2006, which significantly strengthened its presence in key European markets, namely the UK, Ireland and The Netherlands. Moreover, Aramex's strategic acquisitions in Singapore and Indonesia in the ensuing two years extended the company's reach across lucrative emerging markets in the Southeast Asia region. The company also expanded franchising opportunities across three global regions: Eastern Europe, Central Asia, and Sub-Saharan Africa.



ACHIEVEMENTS

Aramex's commitment to customer satisfaction, industry innovation and social responsibility has not only strengthened the brand as a market leader but also secured the validation of prominent industry professionals. In 2008 Aramex received 3PL Provider of the Year and Corporate Social Responsibility awards from the Supply Chain and Transport Awards (SCATA) in addition to the prestigious International Green Apple Award for Environmental Best Practices. Some awards highlights from previous years include: World Mail Award, in 2007, for Aramex's innovative Shop&Ship product; Outstanding Achievement in Entrepreneurship in Logistics and Best Express Operator from Middle East Logistics Awards (MELA) in 2006; Most Used Express Courier in MENA from Middle East Travel Magazine in 2004 and Gulf Brand of the Decade from Gulf Marketing Review Magazine in 2003.

HISTORY

Aramex began its operations in 1982 as an express wholesaler to US-based express delivery companies such as FedEx, Purolator, Burlington Northern, Emery and Airborne Express.

In 1990 in partnership with Airborne Express, the third largest domestic express provider in the US at that time, Aramex co-founded the Overseas Express Carriers network (OEC), an alliance of independent global express companies functioning as a worldwide delivery network.

Aramex was responsible for revolutionising logistics services by offering a one-stop shop for total transportation solutions; providing express, domestic and freight forwarding services under one roof. As a result the company established itself in the international market as a new contender against competing global transportation and logistics companies.

In 1997 Aramex became the first company from the Middle East to trade its shares on the NASDAQ stock exchange. Aramex continued to be traded until 2002 when Abraaj Capital, a Dubai-based private equity firm, acquired the company in a leveraged management buyout. Consequently Aramex de-listed from the NASDAQ and returned to private ownership.

After DHL acquired Airborne Express in 2003, Aramex co-founded the Global Distribution Alliance (GDA) and the World Freight Alliance (WFA) and developed and launched the state-of-the-art global tracking system currently used by all members of the GDA. In 2005 Aramex went public on the Dubai Financial Market (DFM) with its shares

traded under (ARMX), after which it launched a global strategy to expand its product offering and geographic coverage.

In 2007 Aramex celebrated 25 years of success and innovation and became the first company in the region to launch a corporate university and adopt sustainability reporting.



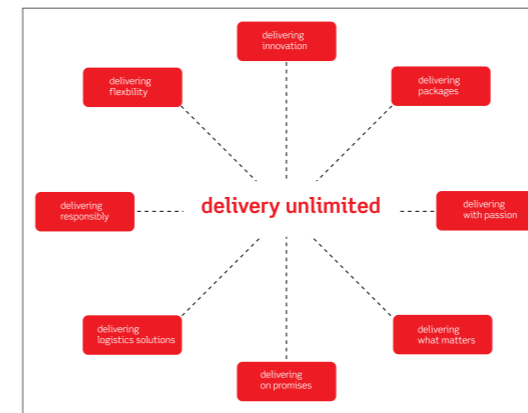
PRODUCT

The comprehensive and customisable range of services offered by Aramex allows its customers to outsource all the logistical and transportation aspects of their business to one company and one delivery network. Whether it is worldwide door-to-door delivery of urgent express shipments, customised business solutions for domestic distribution needs, multimodal transportation of cargo to and from anywhere in the world, warehousing and complete supply chain solutions, documents management or consumer retail and mailbox forwarding services, Aramex ensures smooth handling of all transactions, saving customers time and effort and allowing them to focus on the core aspects of their business.

Listening to its customers and introducing new products and services to address market needs is a cornerstone of the company's business. Aramex is continuously developing and utilising cutting-edge technologies to enable it to connect with customers worldwide and provide them with open channels of communication that facilitate and expedite their business.

RECENT DEVELOPMENTS

Since launching its global expansion strategy in 2005, after going public on the Dubai Financial



Market, Aramex has been taking steady steps towards its goal to become one of the top five global logistics and transportation providers in the world by the end of the decade.

Aramex's expansion strategy has three main components:

- Leveraging the company's infrastructure in the emerging Middle East and South Asia markets by expanding its supply chain management and document storage services.
- Further enhancing the brand's presence and network coverage through franchising in secondary markets, such as Eastern Europe and Sub-Saharan Africa.
- Geographic expansion through acquisitions in key strategic international markets which are mainly in Asia and particularly China.

The company continues to expand and develop its strong network infrastructure in the Middle East. In 2008 Aramex opened two new logistics centres in Bahrain and Egypt. During the same year the company earned top honours from the Technology Asset Protection Association (TAPA), the industry's leading technical authority, for its centres in Bahrain, Saudi Arabia and Lebanon, joining Aramex's previously certified facilities in Jordan and the UAE.

Since 2008 Aramex has established new countrywide franchises in Azerbaijan, Cambodia, Georgia, Ghana and Mauritius. Areas of interest for Aramex District Franchises include China, Egypt, India, Malaysia, Philippines and Saudi Arabia.

Driven by its passionate commitment to corporate social responsibility and sustainability, Aramex set a regional example by releasing the first audited and GRI-accredited Sustainability Report in the Middle East, in 2007, and simultaneously set an ambitious goal to become



the first carbon-neutral global logistics and transportation company in the world. This involved undertaking an innovative approach across the organisation with the aim of progressively improving Aramex's economic, environmental and social performance in a sustainable manner that optimises value for all its stakeholders.

In an effort to reduce its carbon footprint Aramex introduced hybrid vehicles into its fleet in 2008, becoming the first logistics company to do so in the Middle East. The eco-friendly cars are expected to reduce carbon emissions and cut fuel costs by 50%. To reduce the environmental impact of waste material all plastic bags for Aramex express shipments were phased out and replaced with new eco-friendly, biodegradable pouches.

In its areas of operation Aramex is cooperating with the local communities, NGOs and governmental bodies to come out with policies, procedures and best practices that benefit all parties and protect the environment. On the international level Aramex is also participating in relevant initiatives, including the United Nation's Global Compact and the Care for Climate initiatives. The company is also taking part in the Sustainability Work Stream of the World Economic Forum.

Aramex aims to positively impact every community in which it operates. The company believes that any project targeting a community should be sustainable, empowering the community as a whole and enabling its members to not only seek and find better opportunities but also contribute to creating them. Aramex's most successful model is Ruwwad, a sustainable community development initiative that started in Jordan, in 2005 and was the first privately funded non-profit organisation in the country. The project is led by Aramex and undertaken in partnership with the private sector, allowing companies and individuals to invest in their local communities to enhance the quality of life in under-privileged areas and create sustainable change. Aramex aims to expand and customise the successful formula, according to each community's needs, in other countries throughout the region with a long-term goal of positively affecting the lives of one million people in marginalised societies.



PROMOTION

Satisfied customers, passionate employees and empowered communities are the most effective promoters of the Aramex brand. This is why Aramex builds its brand, to a great extent, through interaction with its customers and communities rather than traditional advertising campaigns. Instead of relaying information through one-way communication channels, such as mass advertising, Aramex's firsthand interaction with customers allows them to experience its values and practices through everyday involvement; a longer lasting way to build affinity. Innovative solutions, networks of empowered people, leadership in sustainability, social involvement, sports and entrepreneurship are the key areas of Aramex's investment.

BRAND VALUES

To leverage its distinctive brand positioning in the Middle East and drive its growing brand presence around the world, Aramex recently crystallised its brand communication in order to signal its leadership in the logistics and transportation industry. The logistics provider understands itself as a versatile network of dedicated people. As part of its mission to make international, regional and local trade as convenient as possible by providing extremely flexible, customer-centric services, Aramex adopted the slogan "delivery unlimited": Aramex delivers everything from a single package to a comprehensive logistics solution. It delivers ideas and innovation. It delivers on its promises to its customers, communities and the environment. This attitude is expressed in the values and principles that Aramex stands for: flexibility, innovation, passion, empowering people, enabling trade and sustainability.

www.aramex.com

Things you didn't know about aramex

Aramex is the first company in the Middle East to release a Sustainability Report that was accredited by the Global Reporting Initiative.

Aramex is the first company from the Middle East to be listed on NASDAQ.

Aramex is the first logistics company in the Middle East to introduce hybrid vehicles to its fleet.

Aramex uses environmentally friendly biodegradable pouches across its global network.

Aramex supports employee basketball and football teams that successfully compete in regional competitions.

Aramex has signed the Global Compact Initiative.

Aramex is the key founder of Ruwwad (www.ruwwad.net), a region-wide community development initiative.

