

**In celebration of International Women's Month and in cooperation with the UN Women:**

**Juhayna promotes women's economic empowerment through "Heya El Commanda" program**

**Cairo XX March 2022:** Juhayna Food Industries celebrated International Women's Month with a variety of activities, including its participation in the seventh edition of the "She Can Forum" for female entrepreneurs.

Passant Fouad, Director of External Relations at Juhayna, moderated a panel discussion with some of the beneficiaries of Juhayna's CSV program, Heya ElCommanda, to explore the program's objectives and allow them the opportunity to share their gained experience. Juhayna also recently showcased its efforts to empower women internally and externally at the first edition of the Micro-insurance Conference, within the Financial Inclusion and Sustainability Framework, which was held by the Egyptian Insurance Federation.

By distributing the company's products in Upper Egypt, notably in the Governorate of Beni Suef, the "Heya ElCommanda" program strives to support and empower women while also creating a sustainable source of income for them. The initiative is a collaboration between Juhayna and UN Women, and it includes training workshops for participants to teach them about product handling, pricing, capital management, and income/expense statements. The idea was a huge success, and the participating ladies were able to increase their total sales by 137 percent in just eight months.

Furthermore, Fouad stated: "Juhayna's Keenness to support women is consistent with its ongoing efforts to create meaningful social programs that focus on community development, and enhancing the lives of individuals. As a result, in 2020, we developed the "Heya Al-Commanda" initiative to encourage women's economic empowerment and assist them in becoming an effective member of their family and society at large. The program will also provide us with the opportunity to reach a larger number of consumers and suit their demands. We hope to expand the number of beneficiaries, and we plan to introduce numerous phases of the program over the next few years, until it becomes a pioneering and unique model for women's support programs."

Fouad added: "Juhayna believes in the vital role that women play and the importance of their participation in the development of society. In this light, the company is intensifying its efforts to empower women both inside and outside the company. It continues to be the main supporter and sponsor of the Baheya Foundation for Early Detection and Treatment of Breast Cancer, which has contributed to receiving 162,000 cases during the past six years. We are also now working to complete the construction of Baheya Hospital in Sheikh Zayed, in addition to our contribution to supporting the National Council for the Prevention of Violence Against Women's 16 Days of Activities Campaign."