

Inspiring Minds

Empowering Futures

Our Credentials

CIRA EDUCATION



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I

Welcome to CIRA Education



From Graduation to Mastery: Dr. Ahmed Khalid's Voyage of Dental Excellence

Dr. Ahmed Khalid, a 2021 graduate of the School of Oral and Dental Medicine at Badr University in Cairo, embarked on an inspiring journey after completing his higher education. Opting to pursue postgraduate studies in oral and dental medicine at British Crown, he embarked on a transformative one-and-a-half-year academic expedition at the Universities of Royal College of England and Royal College of Ireland. This journey culminated in the attainment of a distinguished science degree as a fellow and a practitioner, acquiring English and Irish fellowships MFD and MFDS.

WELCOME TO CIRA EDUCATION

CIRA Education is the largest fully integrated education service provider in the Egyptian private sector. The company aims to improve the quality of education in Egypt, particularly for the middle-class segment. With more than 62,000 students in 30 schools, 9 nurseries, and 3 universities, across 12 governorates, CIRA continues to expand its footprint and solidify its leading position in the market.

#1	**+30**	**31**	**12**
Market Position in the Private Education Sector	Years Experience in the Egyptian Education Sector	Faculties	Presence in Governates across Egypt
3	**27**	**9**	**6**
No. of Universities	No. of Schools	Nurseries	Curricula
26K	**36K**	**754**	**62K**
Higher-ED students	K-12 Students	Nursery students	Total no. of student across CIRA's facilities

**FY 22/23 Academic Year*

CIRA'S MISSION STATEMENT

CIRA Education strives to constantly enhance the standard of education in Egypt while keeping its prices affordable, ensuring accessibility across all regions and socio-economic segments. Creating an inclusive and supportive environment where equality prevails is an essential part of our strategy.



Our Mission

At the center of our strategy, we strive to revolutionize education by leading the way in delivering high-quality, accessible, and inclusive learning experiences to all. Our mission is to uplift Egypt's socio-economic landscape by generating sustainable growth and advancing the standard of living in our communities. Through identifying areas of untapped potential, we empower individuals and nurture local talent to alleviate unemployment.

Our Vision

In envisioning the future, we are dedicated to establishing an inclusive environment that encourages students to express themselves freely, unleash their creativity, and unlock their fullest potential. Our aim is to equip them with the essential skillsets that empower them to thrive in a rapidly evolving, technology-driven world. As we expand our horizons, we embrace opportunities for strategic investments that will elevate Egypt's education system to new heights, propelling it towards a higher stage of development.

Our Values

At our very core, we prioritize the coexistence of students within a nurturing environment that not only accepts but celebrates their unique individuality. We foster a profound sense of safety and inclusivity, ensuring that everyone feels seen, heard, and valued. Our efforts are directed towards providing equal opportunities for all, with gender equality being central to this approach. We promote a supportive atmosphere for both our students and employees where diverse perspectives and experiences thrive.

SEAMLESSLY CONNECTED THROUGH OUR INTEGRATED VALUE CHAIN

A key pillar of CIRA Education's success is it ability to operate a centralized management platform, which enables operational efficiencies and cost reduction across the Group's institutions.



CIRA holds an "A" grade license as an integrated contractor, enabling the Group to internally oversee the construction and maintenance of its schools and universities. This approach ensures efficiency and the timely delivery of construction projects while also offering favorable economic conditions, leading to lower overall costs.

The implementation of a centralized content management system (CMS) facilitates the management of coursework, content, and exams across multiple school systems. This system enables easier replication and refinement of educational materials.

The Group prioritizes comprehensive training and professional development for aspiring teachers, with over 500 teachers receiving training each year. This ensures the Group's ability to uphold a high standard of teaching while also providing the market with talented educators. As an outcome, labor costs are reduced while the quality of education is maintained.

CIRA possesses the second largest transportation fleet in Cairo, consisting 500 buses. In addition to this, CIRA has an in-house maintenance department with a diverse range of skilled professionals, as well as a dedicated cleaning and housekeeping team responsible for upholding its high hygiene standards at their facilities, ultimately reducing costs and ensuring superior quality.

CIRA acquired a 40% stake in the Global Furniture Company, an Egyptian provider of furniture for educational facilities, which was used to equip the new EGP 14.5 million manufacturing facility in Badr City by. The acquisition will provide affordable and distinct furniture to populate its schools and universities.

BUILDING A LEGACY: CIRA EDUCATION'S JOURNEY OF EXCELLENCE

Since its establishment in 1992, CIRA has grown to operate 27 schools with 36K students in academic year 2024/2025, as well as 3 universities, Badr University in Cairo (BUC), Badr University in Assiut (BUA), and Saxony Egypt University (SEU) with a total student body of more than 26 thousand across 31 different faculties over the same period.

1993
Dr. Hassan ElKalla established Futures Schools

1998-99
Introduced first international school offering the American and British curricula

2003-4
Established more international schools providing French and German curricula & ventured into newly developed cities, starting with Al Rehab project developed by TMG

2008
Expanded into governorates outside of Greater Cairo & Giza

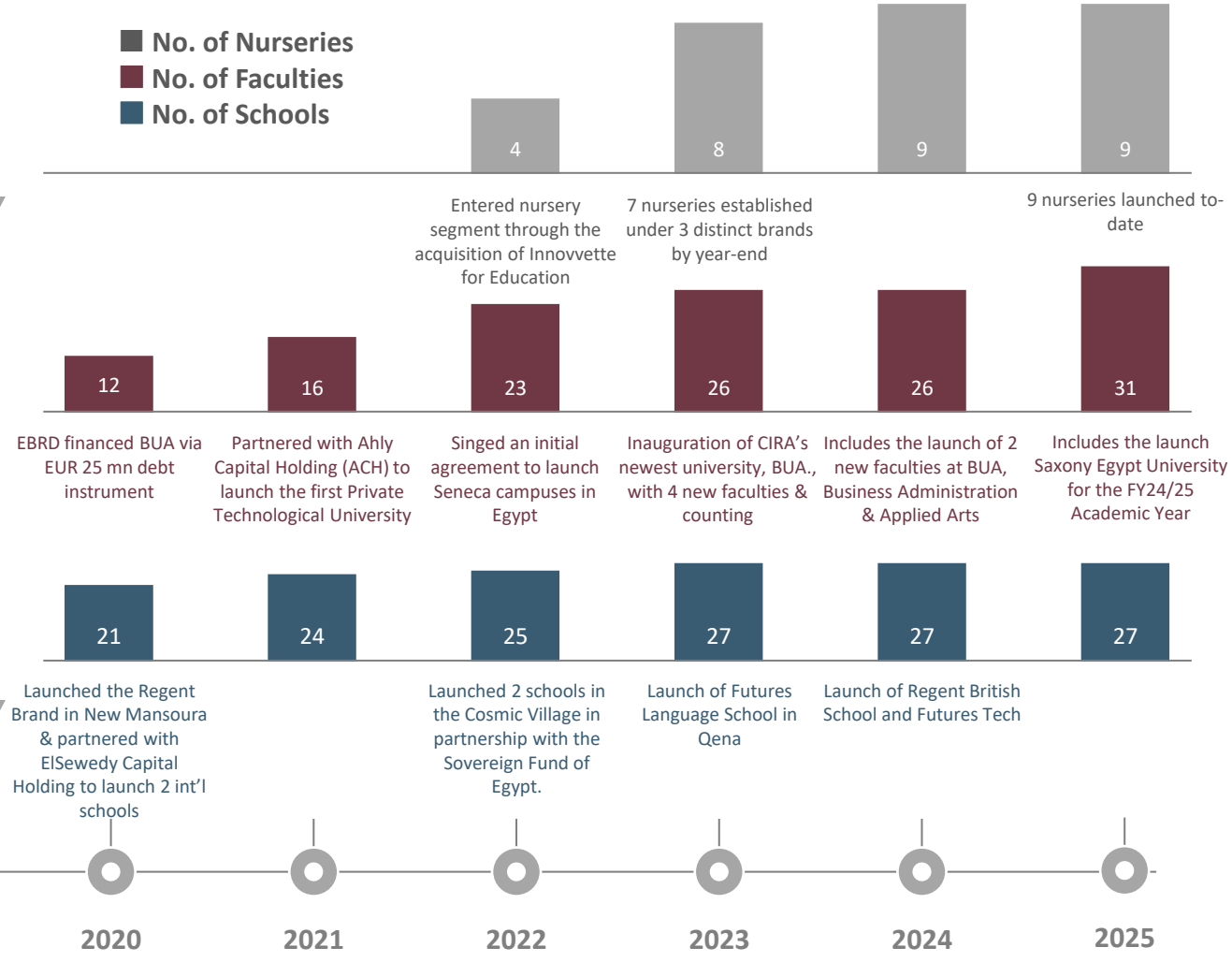
2011
Agreement with IFC for a convertible note*

2014
Inauguration of CIRA's first university, Badr University in Cairo (BUC)

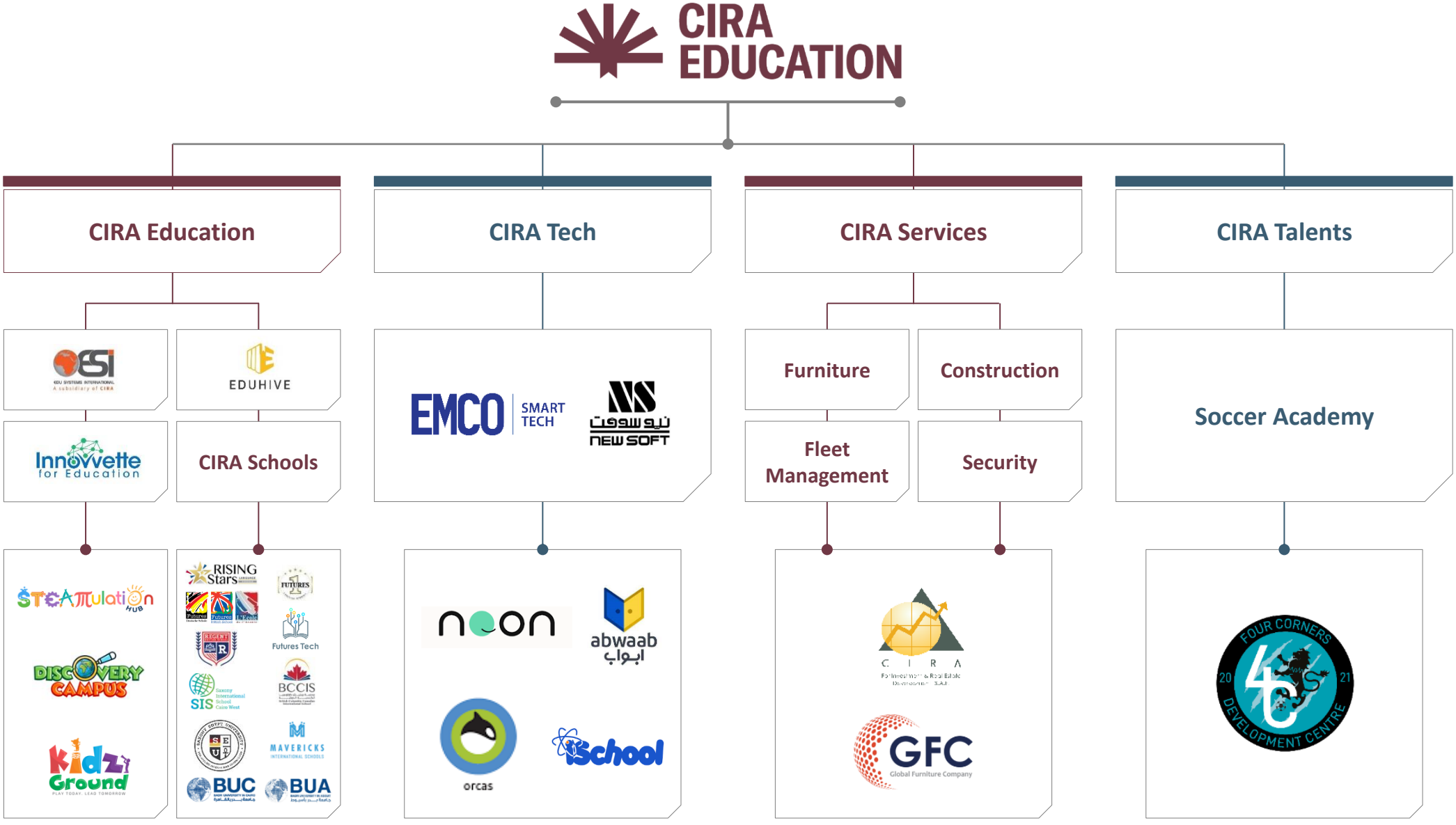
2015
IFC recognizes CIRA's shift toward governance

2018
CIRA debuts its IPO on the EGX

*Fully paid back by Abraaj in 2014



OUR CORPORATE STRUCTURE

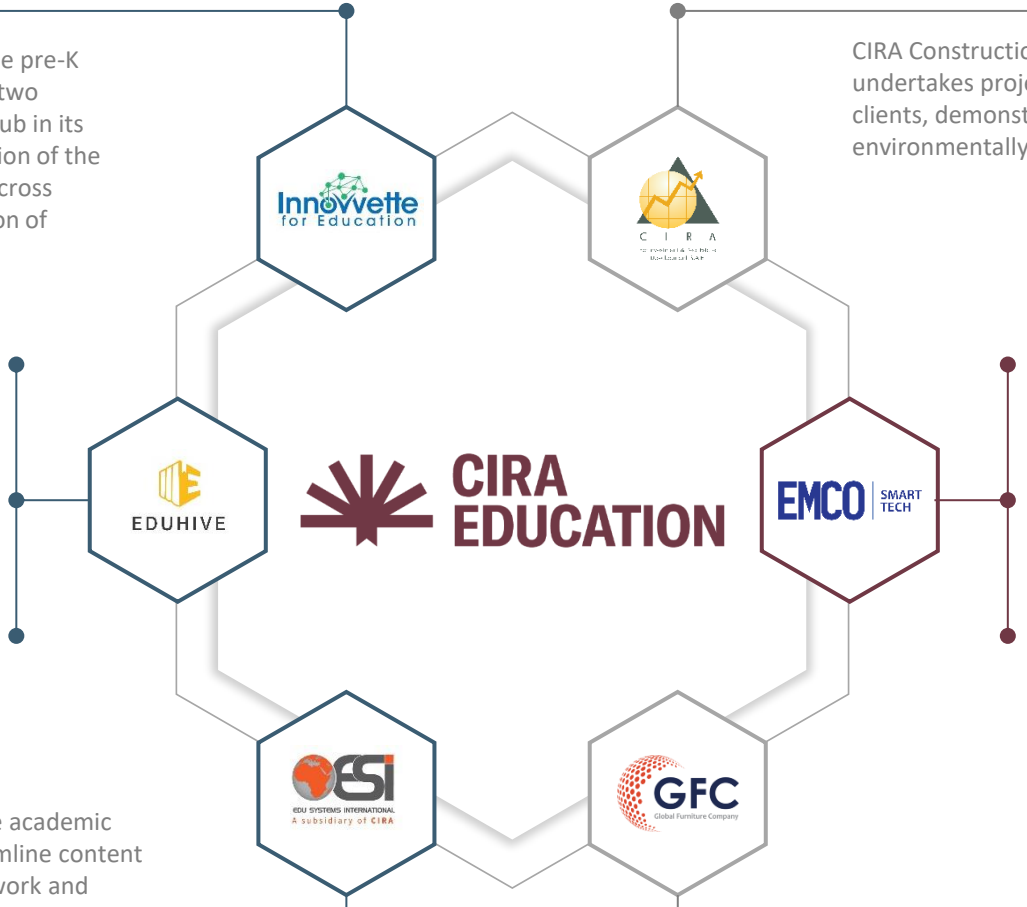


A CLOSER LOOK AT CIRA'S KEY SUBSIDIARIES

Innovvette had quickly established its name in the pre-K segment, after rolling out three nurseries under two distinct brands, KidzGround and Steamulation Hub in its first 9 months of operations. CIRA's 51% acquisition of the company continued to strengthen its presence across Egypt, specifically through the recent inauguration of Discovery Campus in 2023.

CIRA Construction, the Group's construction division, undertakes projects both within the group and for third-party clients, demonstrating a strong commitment to responsible and environmentally sustainable construction practices.

EDUHIVE is a leading education management company, supporting start-ups in their early days, and providing management and consultancy services across the education segment. With 25 years in the market, the company's reach encompasses a wide range of schools with different curriculums across Egypt and the Middle East.



EMCO is a key smart technology hub, offering companies in Egypt full-access to the newest and most efficient technologies. Through technology enablement, EMCO is determined to support any vision aimed at improving the country's economic and business environment.

ESI provides CIRA's institutions with cutting-edge academic and technical support systems, which help streamline content storage and allow the standardization of coursework and examinations across all CIRA schools. It also provides extensive training and career development for newly-appointed teachers, ensuring that they are well-equipped and qualified to educate students of different curriculums.

Global Furniture Company is a well-renowned provider of furniture for education facilities, offering a comprehensive portfolio of furniture solutions designed to meet the needs of modern educational institutions.

CIRA Education CIRA Ed-Tech CIRA Services

II

Programs that Shape the Future

Exploring CIRA Education's Offerings



Crafting Brilliance: Yara Muhammed’s Artistic Triumph

Yara Muhammed Ibrahim's journey at Badr University in Cairo's School of Applied Arts has been nothing short of remarkable. Her achievements reached a pinnacle during her senior year when she clinched the prestigious Golden Award at the PRIME Awards 2021. Her creation, a giraffe-shaped candy box, stood out as an eco-friendly marvel. Crafted as an interactive puzzle, the candy box not only brings joy to children but also fosters their interest in arts and crafts. Yara's accomplishments highlight the practical impact of artistic innovation, inspiring future generations to merge creativity with purpose.

OUR EDUCATIONAL OFFERING



HIGHER-ED

CIRA's Higher Education platform includes three universities: Badr University in Cairo (BUC), its first higher education venture, serving over 16,000 undergraduates; Badr University in Assiut, launched in 2022 and now home to more than 3,000 students; and Egypt's largest applied tech university, Saxony Egypt University, developed in partnership with Germany's Saxony Institute, which opened its doors in AY 2024/25.



K-12

CIRA's K–12 segment comprises 27 schools across 9 governorates, with 7 distinct brands, including its flagship brand, Futures. Students enrolled at CIRA's institutions are offered a wide variety of accredited international curricula, including British, Canadian, American, French, and German tracks, as well as national programs.



PRE-K

CIRA's nurseries platform, the latest addition to the Group's comprehensive education service offering, saw the roll-out of 9 nurseries under 3 distinct brands by June 2024, namely Steamulation Hub, KidzGround and Discovery Campus, with each catering to a different income segment.

HIGHER EDUCATION | OVERVIEW

Embarking on a journey of higher education, CIRA's commitment to empowering dreams takes form through three prestigious institutions: Badr University in Cairo (BUC), Badr University in Assiut (BUA), and its latest applied tech university, Saxony Egypt University.

Our Universities

As one of the largest private universities in Egypt, Badr University Cairo is dedicated to serving the Egyptian middle class by offering a wide range of accredited programs and degrees. Located in Badr City, the university is committed to creating a highly educated middle class through its mission of academic excellence and social responsibility, guided by the standards of the Egyptian Supreme Council of Universities.

Badr University in Assiut strategically located in Cairo's Far East to bring quality education to students from underpenetrated governorates such as Ismailia, Suez, and the Delta. Opening its doors in September 2023, BUA is based in the historic city of Assiut, bringing medicine, dentistry, pharmacy, and engineering to its repertoire, including Egypt's first and only Nursing school and its first private School of Filmmaking and Performing Arts.

Having opened its doors at the beginning of the 2024/2025 academic year, Saxony Egypt University (SEU) is set to be Egypt's largest applied tech university, revolutionizing Egypt's education sector.
. Developed in partnership with Saxony Institute from Germany, SEU will house 10 faculties offering over 60 educational programs, marking the largest investment of its kind in technological education in Egypt.



3
Universities



26k
Students



1.2k
Teaching Staff



31
Faculties

HIGHER EDUCATION | OFFERING

At our higher education, we take immense pride in our vibrant and growing array of faculties, each a cornerstone of knowledge and innovation. From the arts that ignite creativity to the sciences that push the boundaries of discovery, Our institution stands as a beacon of intellectual curiosity

BUC

Applied Arts	Business & Economics	Engineering & Technology	Filmmaking & Performing Arts
Linguistics & Translation	Medicine	Oral & Dental Medicine	Nursing
Physical Therapy	Pharmacy & Pharmaceutical Industries	Biotechnology	Law
Humanities & Social Sciences	Political Sciences & International Relations	Veterinary Medicine & Food Safety	Allied Health Sciences

BUA

Applied Health Sciences	Business School	Artificial Intelligence	Linguistics

K-12 | OVERVIEW

At CIRA, our core mission has always been to provide high-quality education that is accessible to all, across the diverse landscape of Egypt. We firmly believe in the power of blending excellence with affordability. Parents entrust their children's education to us with the hope that it will yield not just knowledge but also promising futures. This conviction drives us to offer a comprehensive range of educational solutions tailored to various age groups, cementing our position as a leader in this dynamic market.



Strength Amid Challenges:
In the face of challenges that characterize every year, the Covid-19 pandemic was no different. We adapted with agility, swiftly transitioning to online learning as the world evolved. Moreover, the inauguration of three new schools showcased our determination to overcome obstacles. While global macro headwinds posed their own set of tests, our commitment to delivering quality education remained unshaken, standing as a testament to our resilience and ability to thrive amidst adversity.

Positive Momentum:
Our journey is marked by an unwavering dedication to the success of our students and the economic mobility of the communities we serve. As we continue navigating through the academic year and beyond, we do so with optimism, supported by the continued strength across our educational segments. This momentum fuels our passion to explore new avenues of excellence and innovation.

Achieving Goals:
CIRA's journey is punctuated by remarkable progress, evident in our rapid approach towards our ambitious target of 45,000 students within five years. Achieving this milestone in just four years showcases our commitment to quality education and the trust parents place in us. Our journey doesn't stop here; it propels us to drive further growth, to reach even more students, and to continually refine our offerings to ensure their success and empowerment.

30
Schools

36k
Students

3.1k
Teachers

12
Egyptian Governorates

K-12 | OUR SCHOOLS

18 No. of Schools	**2** No. of Schools	**1** No. of Schools	**2** No. of Schools	**1** No. of Schools	**2** No. of Schools
Egyptian, British, French & German Curriculum	**American & British** Curriculum	**Egyptian** Curriculum	**British** Curriculum	**IB & German** Curriculum	**Canadian** Curriculum
32,478 No. Students (‘24-’25)	**560** No. Students (‘24-’25)	**685** No. Students (‘24-’25)	**419** No. Students (‘24-’25)	**213** No. Students (‘24-’25)	**2,987** No. Students (‘24-’25)
Middle Income Segment Served	**Upper-Middle** Income Segment Served	**Lower-Middle** Income Segment Served	**Upper-Middle** Income Segment Served	**High** Income Segment Served	**High** Income Segment Served
Founded in 1992, Futures is Egypt's largest private school chain with two arms: Futures Language Schools (FLS) and Futures International Schools (FIS). FIS has gained recognition as a leading international school chain, known for excellence in teaching, diversity, and technological integration.	Mavericks is Egypt’s first and only chain of blended learning schools which employ the station -rotation model to benefit students from Pre-K to grade 6 at its 3 main campuses. One of these branches adheres to British standards, while another follows US common core standards and is AIAA-accredited.	The Rising Stars Language School is a prominent institution known for providing exceptional language education to its students through innovative teaching methods. CIRA acquired Rising Stars in 2016 and successfully doubled its student base within 2 years, from 167 to 300 students.	Founded in 2020 by CIRA, RBS offers premium British education in both a challenging and supportive learning environment that enables students to reach their full potential. The school's experienced and qualified staff use innovative teaching methods to engage students and foster a love of learning.	In 2021, and in association with Saxony International School (SIS), CIRA launched SIS Cairo-West, a German school located in Cairo which offers innovative IB & German curricula that emphasizes holistic education and learning. The courses are taught entirely in German by certified German teachers.	BCCIS is an international school located in New Cairo that provides the British Columbia curriculum of Canada, ranked as one of the top educational systems in the world. Offering a premium learning experience, BCCIS helps students learn and grow into critical thinkers and leaders.

NURSERIES | OVERVIEW

Adding another layer to its holistic education portfolio, CIRA introduces a nurturing haven for young minds - its nurseries segment. CIRA originally ventured into the Pre-K segment through the acquisition of a 51% stake in early education startup, Innovvette for Education, in 2022 and has since established an ever-growing portfolio of nurseries unveiled under three distinct brands in multiple locations across Cairo, in addition to Sherouk and Fayoum.



Each brand within the Nurseries Segment is strategically designed to cater to diverse income segments, ensuring that every child has access to tailored early education experiences that align with their family's needs and preferences.

STEAMulation Hub: Elevating Exploration: Addressing the upper-middle class segment, STEAMulation Hub serves as a hub of exploration. Rooted in STEAM and inquiry-based learning, it offers preschoolers innovative educational experiences. Enrichment programs for 4-16 year-olds encompass robotics, coding, arts, writing, and more. The offerings extend to parents as well, with diverse programs including, but not limited to, sleep therapy, nutrition, yoga, and parenting support.

Discovery Campus: Fostering Curiosity: In 2023, Discovery Campus joined the CIRA Nurseries family, introducing inquiry-based learning. Its maiden branch in Sherouq aims to kindle curiosity and experimentation. Positioned to cater to the middle-income segment, Discovery Campus offers a platform for children to explore and discover their interests, bridging the gap between KidzGround and STEAMulation Hub.

KidzGround: Enriching Young Minds: With a focus on the middle-income segment, KidzGround is dedicated to fostering a love for learning through play-based methodologies in English and French. Richly infused with the latest Early Years Theories and Child Development Approaches, KidzGround's curriculum is a tapestry of age-appropriate, play-based activities that holistically nurture each child's growth. Indoor and outdoor spaces, crafted for safety and engagement, and encouraging natural creativity and curiosity.

Higher Income

Lower Income

9
Nurseries

754
Children

219
Teaching Staff

9
Egyptian Governorates

III

Setting The Standard

Recognition at CIRA Education



Capturing Life Through a Lens: Youssef Ibraheem Abdelazim's Cinematic Journey

A 2022 graduate of Badr University in Cairo's School of Filmmaking and Performing Arts, Youssef is an accomplished cinematographer with a keen eye for storytelling. From guiding video content in Salalah, Oman, to winning a "Certificate of Appreciation for Photographing Watan Projects," Youssef's journey is marked by his dedication to his craft. With a flair for capturing emotion, Youssef's lens has painted diverse stories, collaborating with artists like rapper Abo Elanwar and contributing to impactful short films. His prowess extends to documentaries like "More than Game," "Hatata Shayala," "The Dance," and "Airport Salalah," showcasing the artistry fostered by Badr University's filmmaking education.

HIGHER EDUCATION | NOTABLE ACHIEVEMENTS



WURI The WORLD UNIVERSITY RANKINGS for INNOVATION

UN's World University Rankings for Innovation BUC Ranking in 2023

- **44th** Top 100 innovative universities around the globe
- **10th** Fourth Industrial Revolution
- **22nd** Crisis Management
- **10th** Ethical Values
- **15th** Student Mobility & Openness

Global Awards

The Science Academy at BUC, together with its director, were awarded the Obada Prize in 2021, supported by the Natural Sciences Publishing and the African Academy of Sciences. He was selected among 25 distinguished researchers from the USA, Canada, Belgium, Tunisia, Pakistan, Nigeria, KSA, UK, Iraq, and Egypt.

The Research department at BUC, together with its director, won the Gold Medal at the International Exhibition of inventions in Geneva, the world's largest and most prestigious innovation exhibition, for discovering an oral delivery platform for insulin and other antidiabetic peptides.

BUC's Applied Arts students were awarded 18 out of 25 available scholarships to the distinguished Art and Design school in Cardiff Metropolitan University, as part of the European Union's Erasmus Mundus scholarship program, with graduates to receive dual certifications from both schools.

HIGHER EDUCATION | RESEARCH

BUC's research initiatives have made remarkable strides, underscoring the institution's enduring impact on the world of science and global affairs, and further affirming the institution's commitment to research excellence.

BUC's Cutting-edge Interdisciplinary Research Arms

BUC Science Academy

The newly founded BUC Science Academy strives to become a global leader in interdisciplinary research, focusing on health, science, and humanities. To support this mission, the Interdisciplinary Scientific Research Center offers state-of-the-art equipment and expertise across various fields such as biology, genetics, chemistry, physics, and engineering, fostering essential collaboration for innovative technology advancement.

The BUC Centre of Global Affairs

The BUC Centre of Global Affairs is a leading Egyptian independent research, analysis, and consulting think tank operating out of BUC, and the first of its kind in Egypt. The organization contributes to policy-making on both the local and global level, with 4 main objectives: to raise political awareness, present transparent and ground-breaking research, consult on and contribute to policy and decision making, and build future leadership.

Recent Developments

BUC filed its first patent for the "Development of Inhalational Chloroquine-loaded Nanomaterials for Management of Coronavirus Disease-2019" in the Egyptian Patent Office. The project was funded by the Academy of Scientific Research and Technology and was completed in collaboration with the International Canter for Bioavailability, Pharmaceutical and Clinical Research.



Dr. Mahmoud Fahmy, Head of Research at BUC, received a gold medal at the International Exhibition of Inventions in Geneva, one of the most distinguished annual global events devoted exclusively to inventions, for discovering an oral prolonged platform that acts via a novel mechanism for the oral delivery of insulin and other antidiabetic peptides.

The BUC Centre of Global Affairs published its first research paper in collaboration with Atlantic Council, a leading US-based think tank on international affairs. With the BUC think tank still in its infancy, the research piece is a significant milestone in its journey to becoming a beacon in global research, joint think tank activities, and global outreach.

> EGP **39** mn

Grants Awarded

29+

International Partnerships

15+

Industrial Collaborations

K-12 | OUR SCHOOL CHAMPIONS

Academic Excellence Unveiled: Commending Our Students' Brilliance and Dedication through a Spectrum of Esteemed Scholarly Awards.

CIRA Education's students have achieved the top ranking in the primary stage in Assiut, Suez, and Nasr city, particularly in Assiut where CIRA is among the top 5 primary education providers.

	Level	Rank	School
Aya Tareq Abdelhameed	Primary Stage	1st | Assiut Governorate	FLS Assiut
Maria Mounir Mouris	Primary Stage	1st | Suez Governorate	FLS Suez
Marina Peter Walliam	Primary Stage	1st | Suez Governorate	FLS Suez
Menna Ahmed Mostafa	Primary Stage	1st | Cairo Governorate	FLS Nasr City Legacy
Judy Tareq Ibrahim	Primary Stage	6th | Suez Governorate	FLS Suez
Yara Abd El-Rahman	3rd Preparatory Stage	1st | Cairo Governorate	FLS Fustat
Jana Amr Farag	3rd Preparatory Stage	1st | Suez Governorate	Futures Language School



Egypt Science and Engineering Fair – 1st Place

Ahmed Mohamed Gamal won first place in the **Egypt Science and Engineering Fair** for his exceptional project "Visual Assistance Software" in the system software field.



Ahmed Osama Ezz El-Din (Grade 9, FLS Maadi) won the gold medal, while **Patrick Hani Shalaby** (Grade 9, FLS Hurghada) won the bronze medal at the Egy**ptian Olympiad in Informatics (EOI),** an annual national competition in IT and programming, held under the auspices of H.E. Minister of Communications and Information Technology and in cooperation with the Arab Academy for Science and Technology.



A team of 5 students from FLS Assiut, including **Malek Ali Salah** (5th Primary), **Suhaila Ali Salah** (5th Primary), **Lia Mohammadi Saleh** (5th Primary) and **Mostafa Ahmed Mohamed** (1st Preparatory) came in first place at the **African Forum Competition** held by the African Union for Innovation & Technology.

K-12 | OUR SCHOOL CHAMPIONS

Beyond the Field and Stage: Applauding the Triumphs of Our Students in Sports and Arts, Embodied by a Spectrum of Impressive Awards.



Future British School student, Omar Rayan, came in 1st place in 4x200m free relay & 2nd place in 1500m & 400 m free relays at the **African Swimming Championship Ghana**



Othman Ibn Affan student, Sama Amr won the gold medal at the **Arab Judo Championship**



FLS Nasr City student, Adam Nader Essam, ranked 1st at the **2022 International Kick Boxing Championship**



Le College Francais, Layla El-Sheref Gamal Hassan, came in 1st place at the **Egypt Championship Cup in Gymnastics**



FLS Rehab student, Ahmed Amr Youssef (Grade 5) won first place in musical rhythm at the **Fourth Creative Child Festival for the Republic of Egypt and the Middle East**



Futures Tech student, Nour Ahmed Taymour came in first place as the **best violinist in Egypt for the primary age group**



Future British School was recognized and awarded by the British Council for winning first place in the **"Your World" video-making competition 2021/22 for the second year in a row**

INNOVATION AT CIRA

With a commitment to provide the most advanced technologies, and a yearning to propel education levels to unprecedented heights, CIRA remains at the forefront of industry innovation. This was demonstrated through our quick and seamless transition into online learning within only 72 hours during the covid-19 pandemic.



The Teaching Staff Digital Platform

The Teaching Staff Digital Platform represents an all-inclusive solution to enhance communication and cooperation among teachers, executive management, students, and parents. This platform includes a digital reporting portal, which has been an integral part of communication and collaboration between teachers, executive management, and other staff members. With this portal, real-time feedback is easily provided, and issues are promptly addressed, leading to higher efficiencies and better time management. By streamlining communication and collaboration, the platform ensures a secure and efficient platform for teachers and executive management alike



CIRA's Learning Management System (LMS)

CIRA's Learning Management System (LMS) helps the Human Resources department create interactive courses that provide digital training to employees and valuable educational resources to students. This solution is flexible, scalable, and time-efficient, reducing operational costs for CIRA, while simultaneously limiting geographical constraints, thereby expanding its reach. Through its LMS, CIRA effectively manages its training programs, delivers online courses, and efficiently tracks employee progress, in addition to crafting customized courses, and ensuring their delivery in different formats. Finally, it offers a secure platform for storing and delivering learning materials.



Schools and Universities Bus Tracking Software

The Schools and Universities Bus Tracking Software installed on all CIRA school buses, enables real-time monitoring for parents and school administrators, keeping them informed about their status and location to ensure the complete safety and well-being of children. This innovative tracking device also facilitates direct communication between drivers and administration to assist in the face of any problem that may arise. Our unwavering dedication to student safety drives us to employ the highest levels of protection, and the bus tracking software is just one example of the steps we are taking to protect our young learners

IV

Collaborating for Impact

Partnerships that Expand Horizons



Threads of Success: Ahmed Ashraf and Ali Alsoudi's Path from Friendship to Innovative Fabrics

Ahmed Ashraf and Ali Alsoudi, lifelong friends and university comrades, emerged from the halls of BUC-School of Applied Arts in 2022 not just as graduates, but as visionary entrepreneurs. Their brainchild? A revolutionary fabric concept: cut-resistant textiles that meld safety with a refreshing cooling sensation. Crafted from eco-friendly materials, their breathable and sustainable creation earned backing from the BUC Research Academy and bolstering from the BUC Business Incubator. Poised at the crossroads of potential, Ahmed and Ali are diligently navigating the path from academia to impactful enterprise.

ACCREDITATION AND RECOGNITION AT CIRA EDUCATION

As CIRA Education, we understand the pivotal role that accreditation and recognition play in the education sector. With a steadfast commitment to excellence, we have achieved accreditation from leading education authorities across multiple countries, establishing us as a beacon of quality and credibility.

Local & Regional Accreditation

	Egyptian Ministry of Education and Technical Education
	Egyptian Ministry of Higher Education and Scientific Research
	Egyptian Supreme Council for Higher Private Institutes Affairs
	Arab League Educational, Cultural and Scientific Organization (ALECSO)
Pending logo	Middle East Association of National Schools (MEANS)

This recognition underlines our dedication to meeting rigorous international standards. This distinction enhances our institution's reputation, facilitates global student engagement, and fosters trust among employers, further amplifying the value and relevance of the education we provide.

International Accreditation

	American International Accreditation Association of Schools and Colleges
	Cambridge University International Examinations Department
	French Ministry of Education | CNED
	American Chamber of Commerce in Egypt
	The German Ministry of Foreign Affairs

HIGHER EDUCATION | PARTNERSHIPS

BUC retains an extensive network of international partnerships with over 30 of the world's top-ranked universities to ensure the continuous development of the university's curricula and staff, enabling BUC to offer its students a high-quality undergraduate experience while charging tuition fees below its peer institutions' average.

International Academic Partnerships

Partnerships In Focus

B.H.M.S. Business & Hotel Management School

BUC signed its first international tripartite protocol between BUC, Swiss-based Business and Hotel Management School (B.H.M.S) and the Egyptian Tourism Federation for students at BUC's hotel and tourism management programs to begin on-site training and internships in hotels across Egypt's Red Sea coast, in line with BUC employability efforts.

Seneca

Toronto-based Seneca and CIRA signed an MoU for the establishment of two Seneca campuses in Greater Cairo — one in 6th of October City and one in Badr City — with programs in business, engineering, information technology and English language training.

Universidad Pablo de Olavide, Sevilla

BUC's School of Linguistics & Translation signed MoU with La Universidad de Pablo de Olavide de Sevilla in Spain for students and faculty members' exchange with the Spanish Language Department in the School of Linguistics & Translation, joint research projects and joint supervision of academic dissertations.

Temos

Temos International, headquartered in Germany, has established a partnership with BUC to foster academic collaboration through a series of ventures, including the inaugural project, "Excellence in Medical Tourism - GAHAR". These programs will be delivered through Temos Academy, a unit of Temos International dedicated to academic initiatives.

FRIEDRICH-LOEFFLER-INSTITUT FLI Bundesforschungsinstitut für Tiergesundheit Federal Research Institute for Animal Health

BUC's School of Veterinary Medicine signed a cooperation agreement with the Federal Research Institute for Animal Health of (FLI), Germany's leading animal disease center and part of the larger Friedrich Loeffler Institute. The memorandum encompasses scientific research exchange, joint research projects, student exchange initiatives, workshops, and more.

ED-TECH & EDUTAINMENT

CIRA revolutionizes education through strategic alliances, venturing into the captivating realm of edutainment, redefining learning with fruitful partnerships. By seamlessly merging education and entertainment, CIRA is shaping a dynamic and engaging learning experience for all.



Partnership with Orcas to Launch a Hybrid Tutoring Model

CIRA partnered with Orcas, an innovative Ed-tech company, to launch an online interactive educational platform that connects students with tutors to provide multidisciplinary online and offline courses as well as after-hours support. The platform combines Orcas' proprietary software and technical know-how of the online learnings space with CIRA's academic excellence, teacher training and robust content. Today, the hybrid platform is available in governorates across Egypt including Cairo, Assiut and Suez



Partnership with Ivy Camps for Online Learning

CIRA has partnered with Ivy Camps USA to set up educational online winter camps starting December 2021 under the name IVY Camps Egypt to offer courses taught by individuals who come from within the ivy league eco-system covering multiple disciplines, including STEAM, Business Leadership, Arts, Media, and Communications, in addition to pre-university courses to prepare students for the upcoming university admissions window.



Partnership with Four Corners for a New Soccer Academy

In 2022, CIRA entered into a partnership agreement with Four Corners, a prominent Egyptian soccer training institution led by coaches from the English Premier League. This collaboration aims to establish an advanced soccer academy tailored for K-12 students and to create a top-tier sports training program on a global scale.



Partnership between CIRA Talent and iSchool

CIRA Talent has signed an MOU with iSchool LLC (iSchool), the MENA region's leading coding platform for children, to establish a collaborative education and student development partnership. Under the agreement, iSchool will offer STEAM and Skill Development programs to CIRA's K-12 students through the provision of full-time trainers, content, learning assets, session scheduling, and performance feedback, at discounted program prices.

CIRA CARE |THE MIDDLE EAST'S FIRST CARE ECONOMY INITIATIVE

Launched In 2025, CIRA Care is the first initiative in the Middle East dedicated to revolutionizing the Care Economy in Egypt. This transformative project addresses the core pillars of the care economy: childcare, elder care, healthcare, and disability support, to attract foreign investment, create local talent, and position Egypt as a leading exporter of skilled care workers.

CIRA CARE	Framework
Specialized Training & Certification	CIRA Care offers tailored programs with internationally recognized certifications, preparing candidates for success in the care sector.
Strategic Job Placement	CIRA Care facilitates seamless job placement through dedicated hubs, ensuring smooth transitions for qualified professionals.
Continuous Support & Upskilling	CIRA Care delivers aftercare support and customized upskilling programs for continuous professional growth.
Skilled & Adaptable Workforce	CIRA Care fosters professionals with the expertise and flexibility to excel in the care economy and meet evolving sector needs.

Institutional Partners

Mohawk College	Mohawk College	Emirates Scholar Research Center	Emirates Scholar Research Center
Texas International Education Consortium (TIEC)	Texas International Education Consortium (TIEC)	SIS – Middle East for Training Services S.A.E	SIS – Middle East for Training Services S.A.E
Thompson Rivers University	Thompson Rivers University	Egyptian Nursing Syndicate	Egyptian Nursing Syndicate
Bow Valley College	Bow Valley College	Upscale	Upscale
Amideast	Amideast	Innovvette for Education	Innovvette for Education

State Partners

V

Leading the Way

Future Plans and Innovations at CIRA Education



Shaping Futures: John Nabil, Heba Ashraf, Paula Fady, and Febronia Eid's Textile Breakthrough

In a pioneering collaboration, School of Applied Arts alumni John Nabil, Heba Ashraf, Paula Fady, and Febronia Eid, graduates of 2022, reimagined textile innovation through their graduation project. Crafting a fabric that transforms from flexible to rigid upon UV exposure, their creation offers a versatile alternative to conventional casts, ensuring optimal healing conditions for broken bones. Customizable, sustainable, waterproof, and antimicrobial, the fabric earned endorsement from the BUC Research Academy. With Febronia Eid adding her marketing prowess to the team, they now drive their visionary concept towards realization at the BUC Business Incubator, embodying the boundless synergy of multidisciplinary expertise.

EMBRACING THE FUTURE: CIRA'S FORWARD-LOOKING VISION

Expanding Total Addressable Market By Venturing into New Income Segments

CIRA has made substantial investment in real estate activity, engineering and construction, information technology, automatic data capturing, professional training, retail gas stations, and healthcare development.

Diversifying Offering By Venturing into New High-Growth Segments and Edutech enabled ventures

Pre-K, Ed-tech, and Edu-tainment are currently at very early stages and progressing to become primary operating segments in 2030.

Sustaining Leading Market Position By Expanding Existing Capacities

CIRA has a hard pipeline of delivering 70k seats in the K-12 segment and 100k seats in the Higher-Ed segment by 2030..

Scalable Business Building on Strong Partnerships With Renowned Players

CIRA leverages strong partnerships with leading companies and organizations such as Elsewedy Capital, Al Ahly Capital Holding, and Orcas.

It also in partnership and affiliation with a myriad of international educational institutions

In line with Egypt's Vision 2030, the UNSDGs, and the needs of our stakeholders, we aim to have a long-term sustainability strategy enabling us to expand into diverse markets and identify supply gaps, all while maintaining quality education and ensuring the full control of our value chain.

Capitalizing on Large and Growing land Bank With Evident Value Appreciation

Through its dynamic and responsive strategy, CIRA will capitalize on the current market conditions and secure a land bank that provides long-term, value-accretive investments at a reasonable cost.

Expanding Geographic Presence in Egypt

CIRA is committed to expanding its presence across the delta region and newly developed cities emerging in the outskirts of Greater Cairo (proxies of the New Administrative Capital) in efforts to continue to provide affordable high-quality education to Egyptian citizens. Currently, CIRA covers 12 governorates in Egypt.

Full Control Over the Education Value Chain, Reinforced By Vertical Integration

CIRA continues to expand its value chain to obtain full command over more aspects of the education process

Strategic Investment in Greenfield Healthcare Mega Project

CIRA has heavily invested in the CAPMED Healthcare Mega Project, a fully licensed hospital in the vicinity of the New Administrative Capital area.

The company will facilitate healthcare equity, while creating economic opportunities and employment in the area.

This is also a testament to the Group's commitment to expanding its value chain across diverse segments.

STEP INTO THE FUTURE OF HIGHER EDUCATION

CIRA continues to invest in growing its presence within the higher education segment, facilitating new opportunities and possibilities for Egypt's future leaders

Seneca POLYTECHNIC



CIRA Education signed an agreement with Seneca College to launch two micro campuses in Egypt, both in Greater Cairo

Based in Toronto, Canada, Seneca delivers premium polytechnic education that combines rigorous academics with practical training across a range of careers and professions, from health care to technology, business to creative arts, community services to arts and sciences

The two new campuses will offer a variety of programs, including business, engineering, and English language training, among others, with a particular focus on technological degrees, including artificial intelligence.

ELSEWEDY CAPITAL HOLDING

Cairo Egypt for Education (CEE), a consortium comprised of CIRA Education and Elsewedy Capital Holding, obtained a 58-acre land plot in New Damietta from the New Urban Communities Authority (NUCA) to establish a new university in the Delta region.

Together, they plan to launch a state-of-the- art university in Damietta at an investment cost of c. EGP 2.5 billion. The university aims to accommodate more than 25,000 students across 16 faculties, with its first phase anticipated to launch in September 2025.



CIRA partnered with Al Ahly Capital to sign a management consulting agreement with Saxony International, a prominent German education provider to establish Cairo Saxony University in Badr City.

The project will be the first-of-its-kind to provide bachelor's degrees for applied technology training in Egypt, combining the merits of conventional education with the acquisition of robust technical capabilities within the areas of logistics, tourism, medicine, and industrial manufacturing. It will also give students the opportunity to take the Meister exam in Germany.

Its tourism section will be developed in partnership with the School of Business and Hotel Management (BHMS) in Switzerland.

CIRA has begun construction on the university, targeting completion of its first phase by September 2023, pending final approvals.

BADR UNIVERSITY IN ASSIUT

At the beginning of Academic Year 22/23, CIRA inaugurated Badr University in Assiut, launching seven new faculties, with students enrolled reach 1.5x the expected number. CIRA has ambitious growth plan for this university, as it continues to invest in growing the number of faculties and services offered to reach full capacity in 2029

Badr University in Assiut was established to meet the educational needs of Assiut's young demographic, who have been facing a growing demand for higher education. Given the lack of universities in Assiut and the surrounding regions, families have been compelled to send their children to larger cities like Cairo and Alexandria, incurring substantial expenses for tuition and accommodation. Identifying this gap in the market, CIRA seized the opportunity to address the situation by providing accessible and high-quality education for the local community.

EGP 2.5 mn	12	340.2k	7	936	3	15k
Project's Investment Cost	University Faculties	Built-up Area sqm	Student Housing Buildings	Available Beds 97% Occupied	Technological colleges	Student Capacity

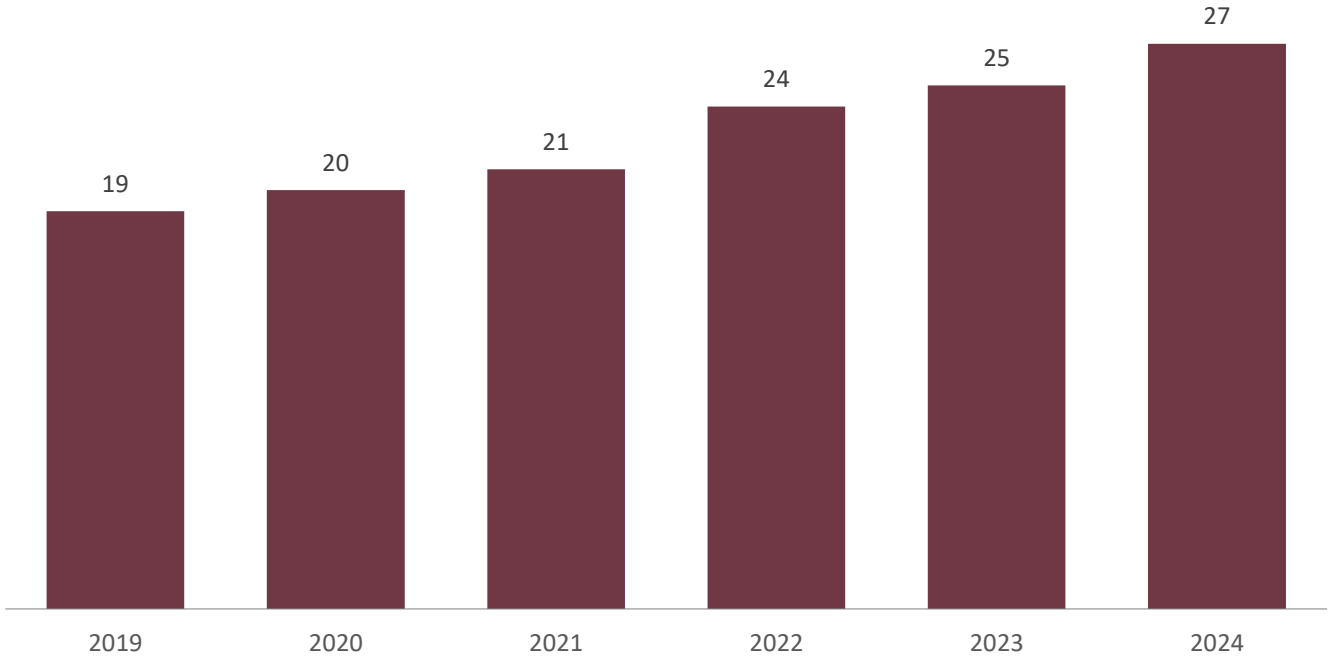
Nursing	Biotechnology	Veterinary	Physiotherapy	Dentistry	Pharmacy	Applied Health Sciences	Law
CS & Artificial Intelligence	Business Administration	Linguistics	Applied Arts	Engineering	Tourism	Political Science & Humanities	Medicine

Completed Still in progress

GROWING IMPACT ACROSS THE K-12 SEGMENT

CIRA makes great progress towards developing its K-12 segment and growing its footprint across Egypt as evident through the progression of numbers of school in this segment

Five-Year Evolution of our K-12 Segment (No. Schools)



The recent construction of two new schools in Cosmic Village is complete. Futures Tech and Regent British School have begun operations in September, with a high number of accepted admissions for academic year 23/24.

In 2021, CIRA purchased a 20,000 m2 land plot in New Rashid from the New Urban Communities Authority to construct a new language school. Located in New Rashid's Bashayer El Kheir low-cost housing district, this move aligns with the Group's strategy to expand into the Delta region, complementing its recent inauguration of Regent School in New Mansoura in 2020.

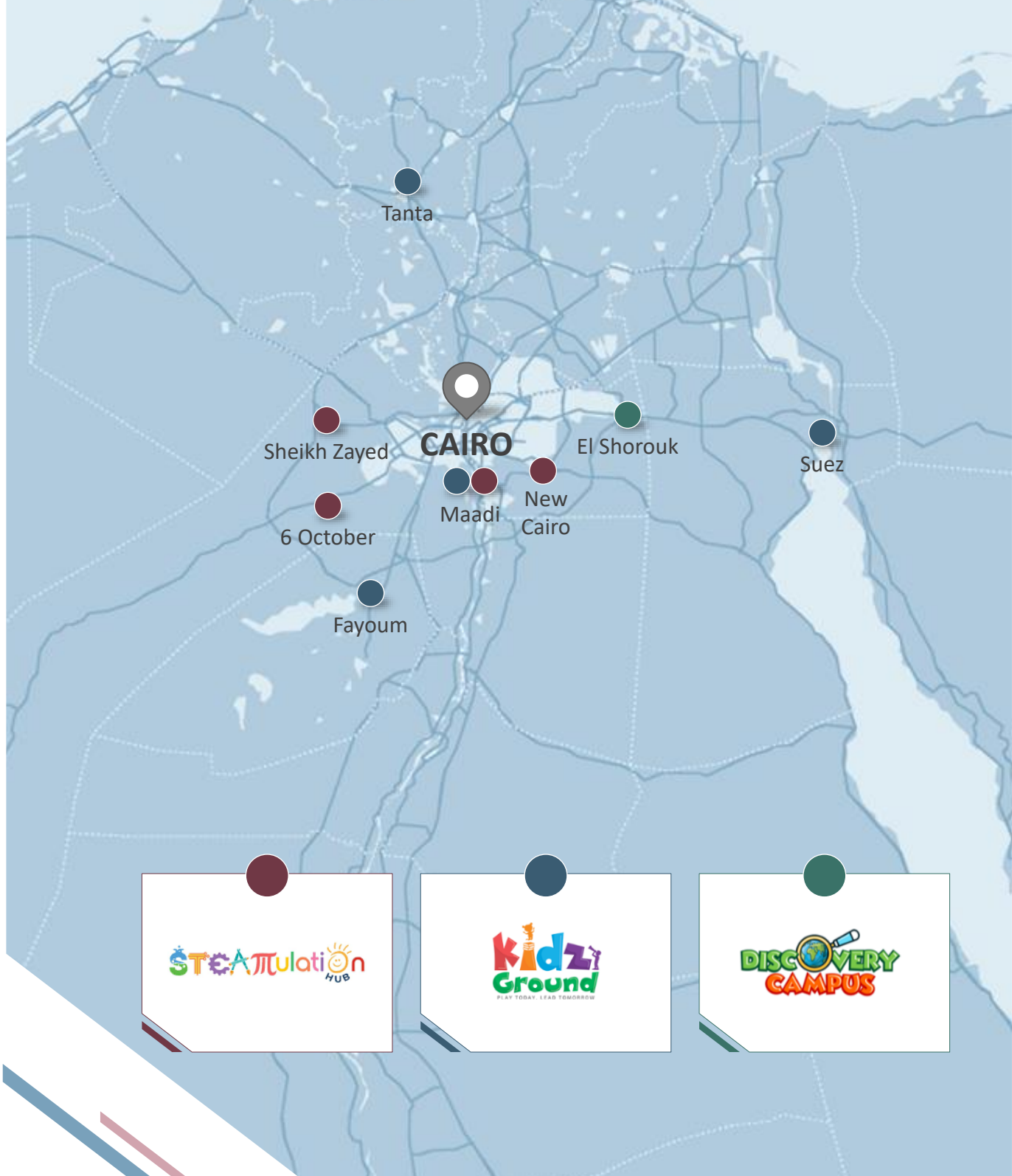
NURTURING LIFE'S BEGINNINGS WITH THE PRE-K SEGMENT

CIRA is on track with its plan and currently operates 9 nurseries in academic year 24/25

CIRA entered the pre-k education segment in 2022 and successfully tripled the number of students across its nurseries in the first 18 months of operations.

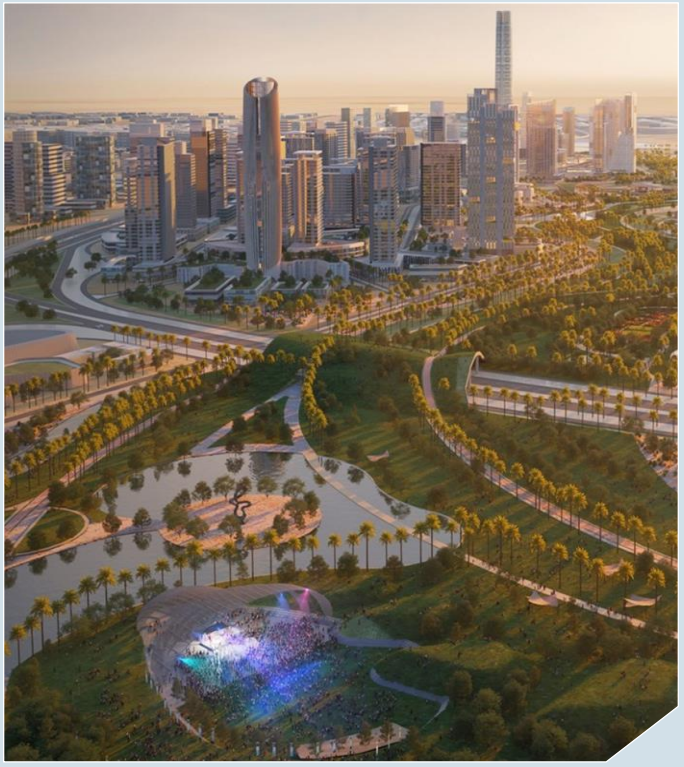
This unprecedented growth highlights the country's strong need for pre-K offerings, and the essentiality of bridging the gap between demand and supply.

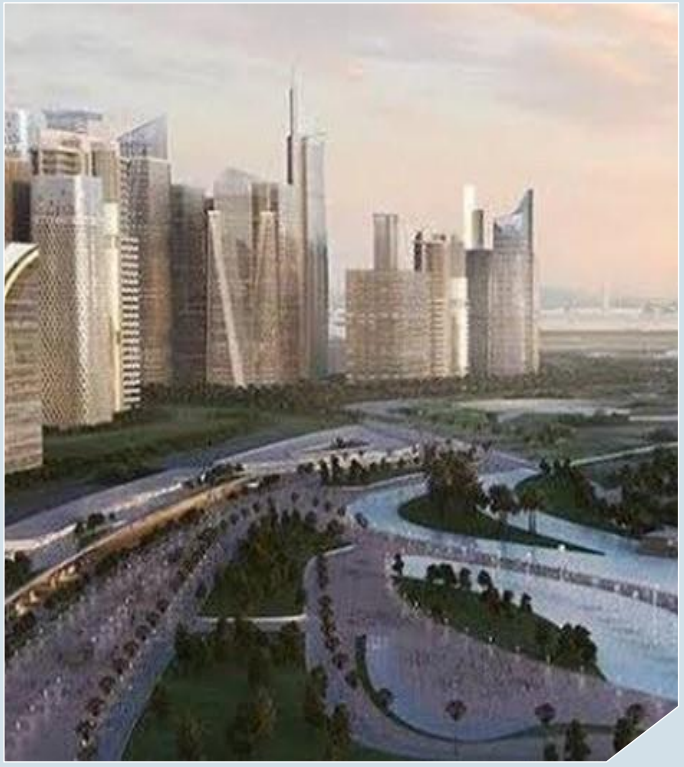
The Group has rapidly expanded its portfolio to much acclaim, launching a total of 9 branches to date under its 3 successful brands, with ambitious plans to further expand its growing network of nurseries.



VENTURING INTO THE HEALTHCARE SEGMENT

CIRA is committed to widening its scope by investing in the next four years to establish CAPMED. CAPMED will be a state-of-the-art medical city located near the New Administrative Capital, catering to residents of the area and meeting the academic needs of BUC's Faculty of Medicine. It is scheduled to commence operations by the end of December 2023





CAPMED will cater to the academic needs of BUC's faculty of Medicine, by allowing faculty to obtain the necessary licenses for recognition and providing training for students in their fourth and fifth years of study. By investing in CAPMED, CIRA is helping to ensure that medical care is accessible and of the highest quality for people in the region.

EGP **750** mn	**120**	**18**	**1**	**400**
Debt facility	Clinics	Centers of excellence	General Hospital	beds

VI

Empowering Sustainability:

Unlocking the ESG Potential in Education



Crafting Dreams in Stone: Ahmed Nabil Elzawy's Journey from Business School to Marble Empire

Ahmed Nabil Elzawy's journey from BUC's School of Business and Economics to marble magnate is a testament to passion and savvy. Graduating in 2022 with a Human Resources degree, Ahmed's marble fascination began years prior in Kuwait. Leveraging skills gained at BUC, he now spearheads Italian Group, a thriving marble factory. Showcasing his wares at exhibitions and collaborating with Cleopatra Ceramic, Ahmed's sights are set on global exports, embodying the synergy of aspiration and business acumen.

ELEVATING EXCELLENCE | FOUNDATIONS OF OUR ESG FRAMEWORK

CIRA holds a significant role in Corporate Social Responsibility due to its far-reaching impact on the education sector and the broader community. CIRA's position as the largest private education group in Egypt gives it a unique opportunity to drive positive change and social impact through its ESG initiatives. Its influence spans education, employment, diversity, sustainability, and community engagement, making it a central player in promoting corporate social responsibility in the country.

Environmental

CIRA spearheads initiatives and programs designed to educate students about environmental sustainability, instilling a sense of responsibility towards the planet. We also undertakes corporate-level environmental initiatives, such as reducing its carbon footprint, adopting green technologies, and incorporating eco-friendly practices into our operations.

Social Responsibility

CIRA cultivates socially responsible citizens by promoting inclusivity, diversity, and social equality within educational settings. We champion initiatives that celebrate diversity, foster cultural awareness, and create inclusive environments, both within and beyond CIRA's facilities -- ensuring that all students feel valued and included.

Corporate Governance

CIRA prioritizes transparent policies, accountability mechanisms, and ethical decision-making processes. We have established clear corporate governance structures with dedicated board members who oversee and uphold these principles, ensuring the institution's commitment to transparency, responsible leadership and ethical standards.

Our unwavering commitment to community empowerment creates shared value with our stakeholders

- Investors/Shareholders/ Financiers
- Government
- Students and parents
- Employees
- Local community
- Alumni
- Contractors
- Consultants
- Suppliers

EMBRACING THE FUTURE: CIRA'S FORWARD-LOOKING VISION

CIRA's sustainable development framework aligns with many of the United Nations Sustainable Development Goal for 2025



No poverty

- We train student mothers for careers in education, also providing them with tuition discounts for their children.
- We run an evening school for Syrian refugee children, keeping tuition costs affordable and employing qualified Syrian teachers, particularly benefiting women in the community.



Good health and well-being

- We prioritize HSE through rigorous practices, ensuring compliance with government regulations and GIIP standards and enforces this commitment with a comprehensive manual.
- We proudly support the CAPMED project, investing in a state-of-the-art medical city that aims to improve healthcare accessibility and quality in the region.



Quality education

- We prioritize delivering an exceptional educational experience by using efficient technology, a student-centric approach, data-driven insights, industry-leading policies, and high-quality curricula.
- Our commitment to environmental education is integrated into our curriculum.



Gender equality

- We foster inclusivity and diversity through a strict no-tolerance policy against discrimination and harassment.
- We ensure equal opportunity hiring and pay regardless of gender, race or religion.
- We raised awareness for Bedouin women in the City of Nuweiba, and educated them on the art of mosaic



Clean water and sanitation

- We reduced fresh-water usage through treated wastewater
- We installed a UV system for water treatment and an infrared trigger system
- Our sanitary water is collected by the municipal sewage network and sent to the nearest wastewater treatment plant



Decent work and economic growth

- We hired 5000 employees from various backgrounds, with different capabilities and experiences.
- We ensure equivalent pay or all sexes, ethnicities, or any other factors



Innovation and infrastructure

- We evaluate opportunities to invest in our assets, which maximize ROI and value creation for stakeholders.
- We invest in infrastructure of technology to help students reach their full potential



Reduced inequalities

- We implemented a comprehensive Equal Employment Opportunity (EEO) policy to ensure equal opportunity for all employees and applicants.
- We provide ongoing training for our staff to ensure a respectful and inclusive workplace

Sustainable cities and communities

- We launched an 80-feddan university in East Cairo, only 45-minutes from the new administrative capital and 60 minutes from Ismailia, with 40% students coming from neighboring regions.
- CIRA's transformative efforts have turned Badr City from an underutilized area into a thriving hub with 19 million residents.



Partnerships for the goals

- We have established cooperative partnerships with numerous overseas schools, institutions, and government-sponsored programs to support CIRA's international, exchange, and distance-learning initiatives.
- We currently boasts over 25 key partnerships and affiliations with prestigious international universities, providing our students exposure to diverse educational methods and experiences.

OUR ENVIRONMENT

CIRA's unyielding dedication to the environment is evident through our robust and forward-thinking environmental policies

Sustainable Construction

CIRA has implemented an Environmental and Social Management System (ESMS) for its construction activities

- The ESMS complies with national regulations, EBRD Performance Requirements, and international industry standards, such as the IFC General EHS Guideline.
- The ESMS includes a risk assessment procedure, management, and mitigation measures, as well as specific sub-management plans to address various environmental and social aspects, ensuring worker, community, and environmental protection in construction projects.
- The ESMS also includes plans for the management of contractors, defining specific criteria for the screening of contractors and subcontractors and taking into consideration their environmental and social risk, ensuring that sustainability is upheld throughout the Group's operations.

European Bank for Reconstruction and Development

IFC International Finance Corporation WORLD BANK GROUP

Waste Management

CIRA is committed to decreasing its material usage and recycling materials whenever possible

- CIRA prioritizes sustainability with eco-friendly practices, using spices as insect repellants and press machines for ink-efficient printing. We embrace digitized communication, repurpose paper as scrap, and upcycle cardboard and plant materials for art.
- In 2019, CIRA launched the "Reduce, Reuse, Recycle" campaign, aimed at increasing environmental awareness among employees and students, which resulted in the collection of thousands of plastic bottles and cans, prompting plans for a group-wide implementation by 2028.
- At CIRA's schools, paper and cardboard waste is collected and sold for recycling. In 2021, waste management infrastructures were updated to promote source segregation.

3-6 tons
Paper & cardboard waste recycled annually

94 tons
Waste generated annually

Energy & Water Consumption

CIRA is committed to decreasing its energy & water consumption to promote sustainability

- To reduce energy consumption, CIRA takes several measures, including holding outdoor classes when possible, turning off unnecessary lights, using LED light-saving bulbs, and assigning floor matrons to manage appliance usage. Furthermore, all new CIRA facilities, including Badr University, incorporate LED technology and solar panels for energy efficiency.
- Almost all of CIRA's schools rely on municipal water from the national distribution network for sanitation purposes. CIRA actively conserves water by utilizing treated wastewater for landscape irrigation, employing drip irrigation systems where treated wastewater is unavailable, and implementing biological wastewater treatment and UV water treatment systems at BUC. Plans include improved wastewater management oversight.

84 MWh/school
Energy Consumption Vs. 178 MWh for int'l schools

1,030 m3
Total monthly water consumption

Landscape & Greenery

CIRA actively invests in creating green spaces at all its properties for aesthetic and environmental purposes

- CIRA recognizes the importance of green spaces in promoting academic performance and student well-being and actively invests in creating green areas across its properties, with a policy to allocate 35% of school premises to green spaces. Notably, 80% of BUC's land area is earmarked for landscaping and green spaces.
- CIRA integrates environmental education into its mandatory Character-Building Course, which is mandatory for students. This course introduces students to sustainability and encourages them to become environmentally-conscious through concepts such as energy consumption, recycling, and biodiversity conservation, including protecting green areas. Additionally, Art classes encourage our students to plant trees and other plants.

100 Plants
Planted annually by students

35%
Land area allocated to green spaces

NOTABLE INITIATIVES



Reduce, Reuse & Recycle Campaign

We initiated the "Reduce, Reuse, Recycle" campaign in 2019, with a dual purpose: to enhance environmental awareness among our employees and students through an online campaign and to promote recycling practices throughout the BUC campus. We introduced a reverse vending machine, encouraging students and staff to recycle cans and plastic bottles in exchange for incentives. The collected materials were subsequently sold to a local recycling enterprise. The campaign yielded impressive results, with 35,250 plastic bottles and 27,890 cans collected. Encouraged by this success, we have devised a plan to expand this campaign throughout the entire group, with full implementation targeted by 2028.

COMMUNITY ENGAGEMENT

CIRA recognizes the significance of diversity and takes pride in cultivating a respectful environment that thrives on inclusivity and acceptance, and has introduced a diverse range of social initiatives to drive inclusive and lasting change.

EL KALLA FOUNDATION
FOR EDUCATIONAL EXCELLENCE

Established in 2016, the El Kalla Foundation for Education Excellence is a non-profit organization in Egypt committed to enriching and broadening educational opportunities in various communities throughout the nation. By supporting individuals, organizations, services, and programs, the foundation is dedicated to creating a lasting and positive impact on Egypt's educational landscape.

- The Egyptian Academy for Human Development (EAHD) provides training and development consultations for schools to achieve efficiency.
- The foundation sponsors the General Education Diploma Academy (GED) for student expats in Egypt to complete their high school education.
- The "Excellence in Education Scholarship vouchers" program grants educational scholarships to high-performing students from less privileged backgrounds.
- Badr University Cairo (BUC) partnered with the Council for Professional Recognition to offer the Child Development Associate (CDA) Credential in Egypt and Africa.
- The Annual National Excellence Awards in Education honors outstanding students, teachers, principals, and staff members through peer votes.

BUC
BADR UNIVERSITY IN CAIRO
جامعة بدر بالقاهرة

The BUC Foundation for Community Development was established in 2018 by the university to help raise the level and impact of community services and scientific research at BUC.

- The Foundation assists those in need outside the University by providing financial and in-kind support.
- Medical centers in Badr City and Al Shorouk City have been established, equipped with cutting-edge technology to provide quality healthcare services and ultimately ensuring the well- being of the entire BUC community.
- As such, BUC has made a tremendous impact on the local community, providing comprehensive healthcare services to 50,000 people per annum, free of charge at an estimated value of EGP 50 million, demonstrating CIRA's commitment to providing quality healthcare to those who cannot afford it and providing a much-needed lifeline to thousands of people.

NOTABLE INITIATIVES





CIRA's Evening School Initiative for Syrian Refugees

CIRA launched a dedicated program for Syrian refugees to establish an evening school for Syrian refugee children on the premises of an existing Futures school, running from 3 to 7 PM after regular school hours. By doing so, CIRA ensures affordable tuition for Syrian refugees, easing financial challenges for families. The program also empowers the local community, with 80% of the teachers being qualified Syrian educators, notably benefiting women in Egypt.



Fostering Female Entrepreneurship in South Sinai

At Badr University, the School of Applied Arts partnered with the Habiba Educational Center to empower Bedouin women in Nuweiba, South Sinai. Initiatives include mosaic art training and a self-managed project supplying products to local hotels and tourist ports, showcasing the university's commitment to community service and practical knowledge dissemination.

OUR PEOPLE

At CIRA, our employees are at the heart of our success. We are committed to their well-being and professional growth through a range of comprehensive policies and initiatives, including robust health and safety practices, opportunities for advanced education and professional development, and a culture that values diversity and inclusivity.

Diversity & Inclusivity

At CIRA, we take immense pride in fostering a culture of diversity and inclusivity among our employees. We believe that our strength lies in the rich tapestry of backgrounds, perspectives, and talents that each team member brings to our organization. We are committed to creating a workplace where every individual is valued, respected, and empowered to contribute their unique experiences and ideas, driving innovation and excellence in education.

Employee Retention

Our exceptional employee retention rates, which consistently outperform industry norms, reflect our unwavering commitment to the professional growth and development of our team. We take pride in nurturing a work environment where our employees not only stay but thrive. Our dedication to promoting from within empowers our staff to achieve their career aspirations within our organization, further underscoring our commitment to their long-term success.

Employee Development

We are committed to elevating our staff's skills and knowledge. Through our strategic partnerships with institutions like American International College, we offer opportunities for advanced education, including a Master's Degree in International Education. Additionally, through collaborations with the American International Association of Accreditation and MEANS, we provide professional certification programs. Moreover, we provide in-house training through our Teacher-Talent Creation Program.

Health & Safety

We prioritize the well-being of our employees and students. Our rigorous health, safety, and environmental (HSE) practices, compliant with government regulations and international standards (GIIP), create a secure environment. Our newly established HSE manual is mandatory for all CIRA staff, including contractors and subcontractors. We have also conducted school-specific risk assessments, identifying risks and implementing effective management measures for enhanced safety.

7,500	64%	3,200+	9%	25%	112K
Total employees	women employed*	employees trained to date	staff turnover rate	female board representation	annual training hours

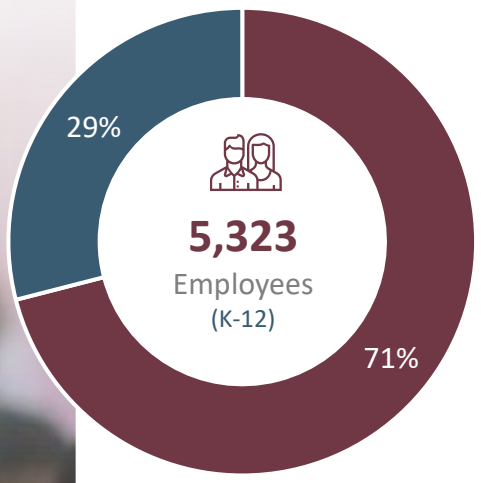
** Across the Group's operations*

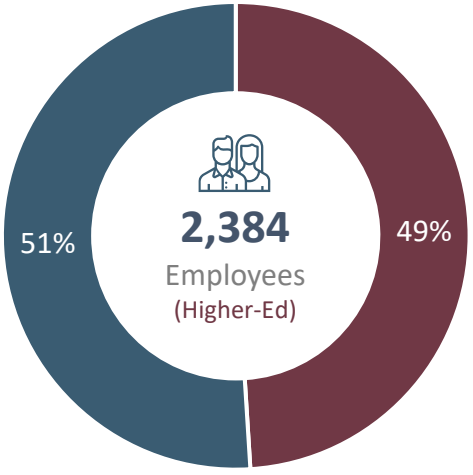
FOSTERING GENDER EQUALITY

As the largest employer in Egypt's private education sector, CIRA recognizes the profound importance of gender equality and takes pride in fostering a diverse and inclusive environment that embraces all genders and backgrounds



Diversity and inclusivity is at our core





Advancing Gender Equality

- CIRA's CEO, Mohamed El Kalla, emphasizes the importance of gender equality for sustainable economic growth.
- We actively promote the recruitment and retention of female teachers within the Future Schools family.
- We've increased women's representation on our Board, reflecting our commitment to women's empowerment.

Zero-Tolerance Policy Against Harassment

- CIRA enforces a strict zero-tolerance policy for all forms of harassment, including sexual harassment, addressing a pressing issue in Egypt.
- Employees are strongly encouraged to report any discrimination or harassment through official channels or directly to the HR team who in turn investigates claims and administers appropriate sanctions.

Supporting Work-Life Balance

- CIRA strives to create a work environment that balances professional and personal commitments.
- Each CIRA school provides an in-house Child Day Care (CDC) for a nominal fee, offering trained teachers to care for employees' young children during working hours.
- Nursing rooms are available in 80% of our premises to support postnatal female staff.

GOVERNANCE

CIRA maintains an unwavering commitment to corporate governance, upholding transparency, accountability, and ethical standards throughout its operations. This dedication ensures sound decision-making, fosters stakeholder trust, and aligns with the organization's core values of responsible leadership.

CIRA was selected as one of the top governance case studies in the MENA region by the International Finance Corporation (IFC) in 2010, testament to CIRA's commitment to upholding the highest standards of corporate governance and represents an important achievement for our organization

BOARD STRUCTURE

Audit Committee

The Audit Committee, consisting of three independent members and attended by the CEO, CFO, and auditors, convenes quarterly. The established audit procedures ensure that all departments and operations comply with internal regulatory standards, aiming to uphold financial accountability and transparency in the business.

Strategy & Governance Committee

The CIRA strategy committee, consisting of three members with two being independent, meets regularly to oversee project approvals, review progress on current projects, and align company goals with its overall strategy. Additionally, the committee evaluates project-related risks in relation to potential rewards.

Sustainability Committee

CIRA, with a history of engagement with DFIs and investors, has developed a track record of reporting progress and sustainability efforts. The sustainability committee was recently established within the Board of Directors to enhance communication, develop policies, and manage environmental and social impacts.

OUR CORE VALUES

- Transparency
- Integrity
- Respect
- Compliance
- Accountability

GOVERNANCE | MEET OUR BOARD OF DIRECTORS

CIRA's board of directors employs a cross-functional approach to fulfilling its environmental, social, and governance oversight responsibilities. Through an effective framework, the charters stipulate that each committee annually evaluates its performance by meeting its targeted KPIs.



Dr. Hassan El Kalla
Chairman

Expertise

HEALTHCARE, EDUCATION & INVESTMENTS — **+40** YEARS

Dr. Hassan El Kalla is a medical practitioner with a remarkable career spanning public health, education, and trade sectors. He has contributed significantly to health sector reform, managed large-scale health projects, including the Family Health project in cooperation with GTZ, the Regional Center for Training in Family Planning (USAID), and the Cost Recovery for Health projects (USAID), founded educational institutions, and promoted international trade standards.



Mohamed El Kalla
CEO

Expertise

SUSTAINABILITY, GOVERNANCE, & INVESTMENTS — **+30** YEARS

Mohamed El-Kalla has had a distinguished career with the United Nations, specializing in refugee support, volunteering projects, and establishing the Global Compact Network in Egypt and other MENA countries. He managed over 100 private sector development projects, focusing on corporate governance, social responsibility, and sustainable investments. El-Kalla founded Ahead of the Curve (ATC) consultancy, later transformed into a regional sustainability management think tank for inclusive economies in the MENA region.



Dr. Mohamed Soliman
Non-Executive Director

Expertise

EDUCATION & INVESTMENTS — **+30** YEARS



Ahmed El Kalla
Non-Executive Director

Expertise

VENTURE CAPITAL & TECHNOLOGY — **+30** YEARS



Dr. Sherif Samy
Independent Board Member

Expertise

FINANCIAL INCLUSION, & BANKING — **+40** YEARS



Mr. Mohamed ElNawawy
Independent Board Member

Expertise

TELECOM, INNOVATION & TECHNOLOGY — **+40** YEARS



Ms. Nermine El-Tahri
Independent Board Member

Expertise

FINANCIAL INCLUSION, BANKING, & BUSINESS DEVELOPMENT — **+30** YEARS



Ms. Marwa El Ayouti
Independent Board Member

Expertise

FINANCE, & ACCOUNTING — **+30** YEARS

THANK YOU

CIRA EDUCATION