

Annual General Meeting



www.abg-me.com
Twitter: @ABG_GCC

QUESTIONS & ANSWERS



You may send your questions at any point during the event through the Zoom Chat to: Mariad Akil (Host)

**WELCOME
SPEECH**

9:00am - 9:40am

Sanjiv Kakkar
ABG Chairman &
Unilever EVP
MENA, Turkey,
Russia, Ukraine &
Belarus

**FINANCIALS
2019 & 2020**

9:40am -10:10am

Marie De Ducla
ABG Treasurer &
Industry Head FMCG
sector MENA, Google

**ABG BOARD
VOTING
RESULTS**

10:10am - 10:20am

Fiona Robertson
Senior Counsel, Head of
Media, Tamimi

**PRESENTATION:
Content & Tech
Scene in the
COVID-19 era**

10:20am - 11:00am

Athanas Jamo
Research Director
Audience Measurement,
Ipsos



Sanjiv Kakkar
ABG CHAIRMAN

&

Unilever Executive Vice President
MENA, Turkey, Russia, Ukraine &
Belarus

2019 Achievements & 2020 Strategic Plans

Play Video

ABG ADVERTISING
BUSINESS GROUP

ABOUT US

ADVOCATING RESPONSIBLE
ADVERTISING & COMMUNICATION



www.abg-me.com
Twitter: @ABG_GCC

- Founded in March 2007 & formerly known as the Advertisers Business Group
- Relunched in November 2016 & rebranded as the Advertising Business Group to reflect the interests of the wider industry including advertisers, agencies and media owners.

OUR AMBITION



STANDARDS

Unite the industry around a common purpose and higher standard



CAPABILITY

Share best practices, deliver local insight via research to allow industry to make informed decisions

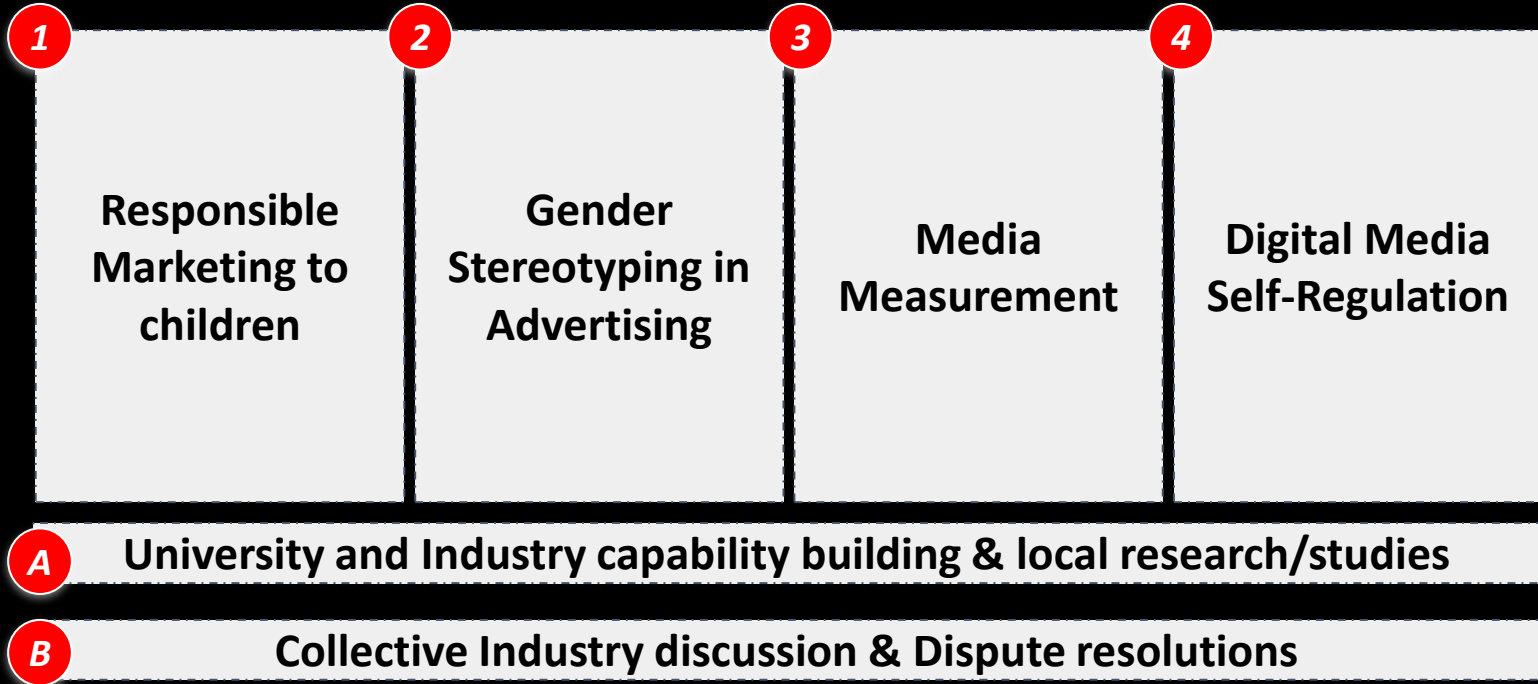


COOPERATION

Provide a platform for informal resolution of inter-industry disputes via discussion



2019/20 Focus - Strengthening ethical and responsible advertising
via
4 pillars and 2 enablers



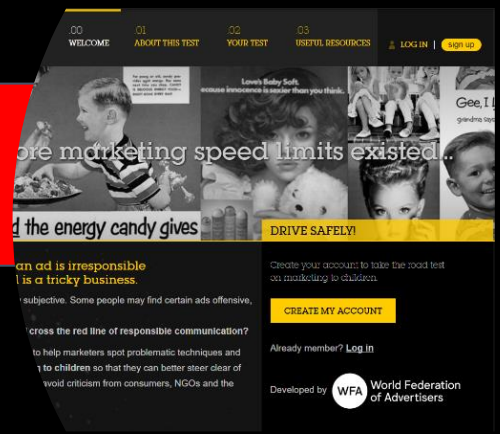
1 Responsible Marketing to Children

Promoting locally ethical and responsible Marketing to Children (M2K)

- ABG endorsed responsible M2K Pledge of GCC branch of Int. Food & Bev Alliance (IFBA)
- On-line responsible M2K road-test developed in partnership with World Federation of Advertisers
- Raising awareness via training on-going

GCC FBA members 100% compliant across TV, print and online advertising during 2019 - a strong example of industry self-regulation in action.





**Have you taken the M2K test? If not contact
Charlotte Fernandes @charlotte@abg-me.com**



LEGEND: ● Done ● Work in progress

2 Gender Stereotyping in advertising

Regional local code to tackle gender stereotyping in advertising developed

 Zayed University research on gender stereotyping in Gulf advertising	Key research findings <ul style="list-style-type: none">• Men and women are portrayed differently in adverts in the GCC• Most portrayals continue to mirror traditional gender stereotyping• Progress depictions are making headway; role & location categories are examples
 Key industry events participation	Panel discussion on unstereotyping advertising in the region at Lynx 2019
 Defined and communicated local guidelines for unstereotyping in advertising & marketing	Guidelines, influenced by the ASA UK guidelines developed & adapted to local context, developed by a 6 member ABG committee
 Upcoming launch of UAE Chapter of Unstereotype Alliance in partnership with UN Women	<ul style="list-style-type: none">• The Unstereotype Alliance is a global thought and action platform convened by UN Women that seeks to eradicate harmful gender-based stereotypes in all media and advertising content.• Launch of UAE Chapter of Unstereotype Alliance planned for November 2020
Interested in joining the UAE Chapter of Unstereotype Alliance? Contact Charlotte Fernandes @ charlotte@abg-me.com	

LEGEND:



Done



Work in progress

UAE cross media measurement initiative launched



Workstream lead for the ABG: Asad Ur Rehman, Unilever Media Director

Supporting advertisers: Unilever, P&G, Ferrero, Nestlé, Beiersdorf, L’Oreal

Supporting Media & Agencies: GroupM, MIS, Choueiri Group, MCN, Omnicom Media group, Publicis Group, Dentsu Aegis Network

Supporting Tech/Media platforms: Google, Facebook

LEGEND:



Done



Work in progress

Digital Marketing self regulation

User Experience online



- Partnered with the Coalition for better ads to present best in class ad formats based on data from users
- Conducted workshop and communicated guidelines to industry

User privacy



Workshop conducted with lawyer Alexandra Neri about the EU privacy law GDPR (January 2020)

Ad Fraud



Invited international independent US based consultant to explain what online Ad Fraud is and how to tackle it (June 2020)

Influencer Marketing



- Designed a transparency guide on influencer marketing.
- Upcoming - workshop on influencer marketing to develop Charter and educational material.

LEGEND :

Done

Work in progress

A University and Industry capability building & local research/studies

Ongoing University outreach



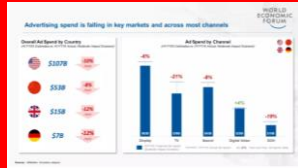
Trained students from Zayed University, Murdoch and American University of Sharjah, in Marketing on ethical and responsible advertising

Industry outreach during the Covid-19 crisis in April 2020



Webinar with industry experts -Creative Directors from Google and Contagious on “Agile brand longtermism through the Covid 19 crisis”

Local industry Research



- Upcoming – Initiating research on the new levers of growth in the MENA advertising industry in a disrupted economy.
- Create a regular process to give ABG members access to local research on an ongoing basis.

Created LEAD



- Launched **LEAD** (*Learn, Engage, Activate, Drive*) in Q2 2020 in partnership with MediaQuest to drive understanding & action on key industry topics .
- June 2020 webinar topic was Ad Fraud
- Upcoming - Influencer marketing (October 2020) & gender stereotyping in advertising in partnership with UN Women (Nov 2020).

LEGEND



Done



Work in progress

B Collective Industry Discussion and Dispute resolution committee

Create opportunities to discuss and act as industry on key industry topics

In July 2020 discussed upcoming UAE draft law on consumer data privacy

Dispute resolution committee

Created a Dispute resolution committee

ABG INTER INDUSTRY DISPUTE COMMITTEE



Dina Faour
Prof of Ad - AUD



Austyn Allison
Editor - Campaign



Roy Haddad
Director - WPP



Habiba Al Marazi
Chairperson EEG



Gaette Duttner
Professor ZU



Lino Cataruzzi
MD - Google



Badran Badran
Professor - ZU



Alex Hawari
CEO - Mediaquest



James Piecowye
Associate Professor ZU



Hami Alaita
Abbott



Noela Michael
Asst. Professor ZU



Pamela Creedon
Acting Dean ZU



Ashish Banerjee
Consultant



Ian Michael
Associate Prof. ZU



Zaira Lakhpatwala
Managing Editor - Communicate



Rainer Müller
Nestle

2019 Achievements & 2020 Strategic Plans

QUESTIONS & ANSWERS



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Marie De Ducla
ABG Treasurer &
Google Industry Head
FMCG Sector MENA

YTD Financials
2019 & 2020
Expenses & Budgets

ABG Auditor's Credentials

IFC Group is a UK Chartered Accountancy firm which was created by experienced and qualified Finance professionals to provide reliable, timely and value -added solutions that would help clients achieve their objectives.

Our core services:

- ▶ Accounting and bookkeeping
- ▶ Audit and Assurance
- ▶ Business coaching, Business Finance, Business Process Improvement
- ▶ Business process improvement
- ▶ Management consultancy
- ▶ Payroll, Payment and TAX service
- ▶ Value Added Tax (VAT)
- ▶ CFO outsourcing & HNWI Platinum Services

We provide specialist advice in

Finance Director outsourcing Business Strategy

- ▶ Developing Corporate Strategy
- ▶ Restructuring and Reorganisation

Management Consultancy

- ▶ Business Plans & Feasibility Studies
- ▶ ERP Implementation & MIS Reporting
- ▶ Mergers & Acquisitions
- ▶ Balance Sheet Valuations & Executive Placements



Types of spends and Decision-making process on ABG budget

Examples of recurring spend :

- 1 part time employee for the association : Charlotte Fernandes, ABG Secretary
- Membership fees to international Associations ICAS and WFA
- IFC Consulting Fees (auditors)
- VAT filing
- Events (physical or webinar, operations and event management)
- Cost of content production (journalist to write articles, informational videos)

Examples of one off spend:

- Reshaping the website (work in progress)
- Local Industry Research/ Studies
- One off consulting fees linked to industry initiatives (example : media measurement project in the UAE).

Decision making process :

- All spend is being submitted to the ABG Board members for transparency, feedback, questions and approval
- All Board conversations and meetings are being transcript in Board meetings minutes for the record
- ABG accounts are being audited by IFC consulting
- ABG financial statements are being presented publicly to all members during the Annual General Assembly
- ABG Board members aim to be spending the ABG budget wisely and in areas that will provide value for its members. ABG does not intend to make any profit.

Financial
Reporting
2019

A. REVENUES

Membership Income	170,363.45
Revenues Carried Forward	30,353.70

B. Expenses

Radisson Blu Hotel Event	3,240.00
ICAS Annual Membership	7,238.02
WFA - Annual Subscription	12,212.72
Miscellaneous	21,752.00
IFC Consulting Fees	3,448.00
Wages and Salaries	109,200
TOTAL EXPENSES	157,090.74
END OF YEAR FINANCIAL RESULT	43,626.41

MISCELLENOUS EXPENSES

Advertising	7,874.17
Bank Fees	771.96
Domain & Hosting	140.03
Entertainment	269.73
Event Costs - Alliance - Gala Dinner	362.85
Gratuity Expense	991.68
Office Expenses	577.95
Printing & Stationery	388.10
Subscriptions – Xero, Microsoft, Google etc.	2,656.17
Telephone & Internet	874.36
Travel Expenses	6,845.00
Total Miscellaneous	21,752.00

Financial
Reporting
2020

A. Revenues	
Carried Forward From 2019	92,756.55
Membership Income	113,017.56
Total Revenues	205,774.11
B. Expenses	
Radisson Blu Hotel GDPR Event	3,102.58
ICAS Annual Membership	7,112.69
WFA Annual Subscription	12,980.66
Media quest ad fraud webinar	24,097.50
Website Development	61,348.25
VAT filing	11,507.96
Freelance Journalist cost	10,269.71
IFC Consulting Fees	2,196.01
Wages & Salaries (Jan-Jul) + 2019 annual ticket	65,400.00
Contagious - (GBP 4410 @ 4.625315)	20,397.64
TOTAL EXPENSES till July 2020	191,544.37
Net Profit For 2020	14,229.74

2020
Budgets

<u>B. Expenses</u>	
AGM Expenses	2,500.00
Media Measurement Project	25,000.00
Social Media Handling Company	Approx. 10000
Freelance Writer	9,600
Wages & Salaries	45,500
LEAD Initiative webinars on gender and influencer marketing, workshops, development of the influencer marketing test	90,000
Total Budget For 2020	182,600
A. <u>Revenues : 2020 Expected Membership Fees to be paid</u>	297,528
PepsiCo (2019&2020), Loreal, P&G, Mastercard, OMD, MCN, Mars, JC Decaux, Dentsu, Publicis, Al Gurg)	
B. <u>Revenues:2020 New Members on board Facebook & TikTok</u>	

**YTD Financials
2019 & 2020
Expenses & Budgets**

QUESTIONS & ANSWERS



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BOARD MEMBER NOMINEES



@ABG_GCC



ANNOUNCING NEW BOARD MEMBER NOMINEES



Fiona Robertson
Senior Counsel, Head
of Media, Tamimi

Fiona is recognised globally for her unparalleled knowledge of media and entertainment laws in the Middle East, as well as her understanding of the complexities of commercial practice in the extended media sector.

She has worked in the region for over a decade, providing solution orientated legal advice to the regions key broadcasters, local and international producers, global content platforms, music platforms and entities working at all levels of the media industry.

Her work encompasses the breadth of content creation, funding and distribution. She is acknowledged as having a deep and comprehensive understanding of the content regulatory issues in the region, and has trained various government authorities in relation to their application and scope.

<http://www.abg-me.com/>



Membership Development Officer **Nominees**



@ABG_GCC



NOMINEES



OMAR KATERJI
REGIONAL MEDIA
MANAGER, FERRERO
GULF



SUHA HADDAD
DIRECTOR OF AGENCIES &
ECOSYSTEM DEVELOPMENT
MENA, FACEBOOK



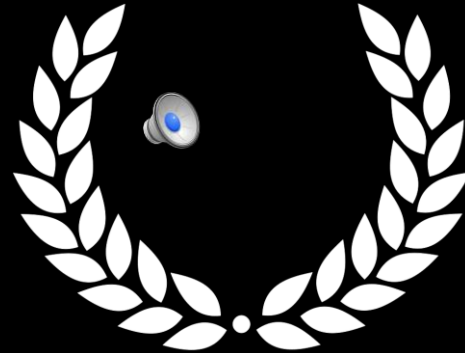
TAREK DAOUK
CEO, DENTSU AEGIS
NETWORK MENA



SHADI KANDIL
CEO, MCN
MEDIABRANDS

<http://www.abg-me.com/>

'MEMBERSHIP
DEVELOPMENT
OFFICER'



**WINNER
ANNOUNCEMENT**



@ABG_GCC



Voting Results & Breakdown

Here are the results

Q1

The position of Membership Development Officer will be elected to serve for two years, starting at the date of the AGM on September 23, 2020. Please select the candidate that you like to vote for:

Answers: 20 | Skipped: 0

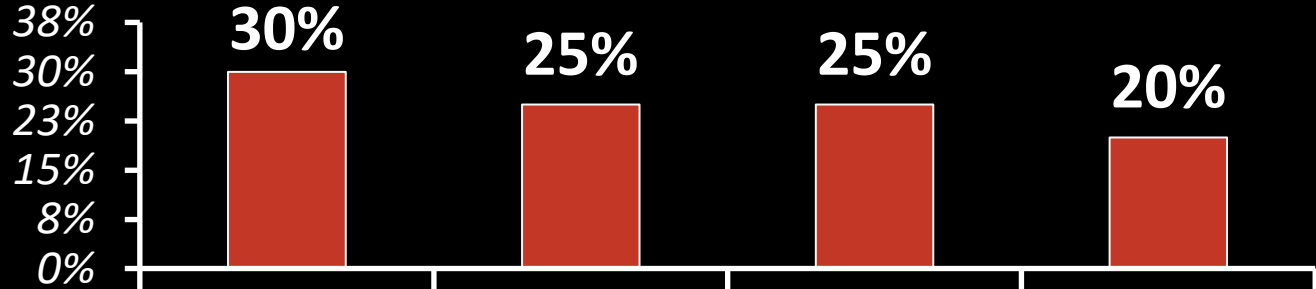
ANSWER CHOICES

20.00% 1

20.00% 4

30.00% 4

TOTAL 20



Omar Katerji



Suha Haddad



Tarek Daouk



Shadi Kandil





WINNER PROFILE



OMAR KATERJI

REGIONAL MEDIA MANAGER,
FERRERO GULF

Omar A. Katerji currently serves as Regional Media Manager at Ferrero Gulf, a position he has held since 2014. His role entails formulating integrated, multichannel and optimal media plans across brands and campaigns – and ensuring that they're tied to tangible measures and outcomes.

Omar boasts more than 14 years of experience in the region's complex, fast-evolving media industry. To date, he has worked with renowned, multinational brands across key sectors including FMCG, Financial services, Real estate, Hospitality and Automotive.

Over the years, he has been responsible for the development and implementation of award-winning brand strategies – amassing both global and regional industry accolades.

<http://www.abg-me.com/>



BOARD
MEMBERS
2020-2022

@ABG_GCC



BOARD MEMBERS

2020-2022



JULIEN CORDAHI
ABG LEGAL OFFICER
Choueiri Group
Senior Legal Counsel



SANJIV KAKKAR
ABG CHAIRMAN
Unilever Executive
Vice President MENA
Turkey, Russia,
Ukraine and Belarus



ELDA CHOUCAIR
ABG VICE CHAIR
OMG MENA COO & Acting
PHD MENA CEO



DEEPA VAIDYANATHNAN
**ABG Knowledge &
Development Officer**
P&G Senior Director/ Head
Communications



MARIE DE DUCLA
ABG TREASURER
Google Industry Head
FMCG & Luxury Middle
East & North Africa



PRIYA SARMA
**ABG COMMUNICATIONS
OFFICER**
Unilever Senior Sustainability
Manager



OMAR KATERJI
**MEMBERSHIP DEVELOPMENT
OFFICER**
Regional Media Manager,
Ferrero Gulf



Athanas Jamo
Research Director,
Audience Measurement
Ipsos

**Content & Tech Scene
in the COVID-19 era**

Content & Tech Scene in the COVID-19 era

QUESTIONS & ANSWERS



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THANK YOU!