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**« TANGIBLE ACHIEVEMENTS AND AMBITIOUS PROSPECTS »**

MEDZ ends the year 2014 with tangible achievements that confirm its role as a catalyst for industrial and service-related activities across the Kingdom. During this year, we revisited our business model, building it on three pillars: careful, proactive attention to the market, closer customer relations and measures to make our overall range of services more flexible.

We thus launched several structural actions to make sure we can respond in an adapted, effective manner to market demands and developments (new customer-centered organization, field survey ...). This strategic policy has boosted the trust-based relationship with our customers.

We have also managed to attract 56 new customers in 2014, domestic and international. In terms of valuation, several operators started their activities this year, leading to the creation of over 45,000 jobs in our business parks. Another highlight of this past year, which is just as significant, is our joint action with 4 West African countries. We are pleased to be able to export our services and help consolidate South-South cooperation.

The success achieved in 2014 paves the way for the years to come. Several challenges lie ahead: we need to consolidate our role as a catalyst for industrial development and offshoring by proposing, in addition to land supply, expertise and customized support for high growth potential sectors, maintain and consolidate MEDZ's positioning as a leader in the provision of business-friendly platforms and support regional and local development dynamics.

On behalf of everyone at MEDZ, I wish you a prosperous year 2015 full of exciting projects. Enjoy the reading.

**M.Omar ELYAZGHI, MEDZ CEO**

**KEY FIGURE**

MORE THAN **100**

Number of hectares marketed in our industrial parks in 2014

"(...) Colorado has embarked on an ambitious project to purchase and/or build vast, modern premises... Priority has been given to the Eastern region, considering the run-down state of the agency's premises and the region's tremendous potential. (...) This project has materialized thanks to MEDZ's attractive offer which has made it possible for us to have, within the agreed timeframe, serviced land that meets our requirements". Mrs. Merièmè LOTFI, Colorado

**Mrs. Merièmè LOTFI, Colorado**

**MEDZ: LEADER IN MOROCCO IN BUSINESS PARK PLANNING AND MANAGEMENT**

- We design
- develop
- build
- manage
- 13 industrial zones (incl ; 4 free Zones)

**And market Throughout Morocco**



- 4 Offshoring zones
- 5 Tourist zones

# CHANGE FROM WITHIN TO ENHANCE MEDZ RANGE OF SERVICES



**Implementation of a new organization system** based on three principles: centralization of commercial clout, enhanced customer focus and promotion of the sense of responsibility and commitment.



**Appointment of MEDZ Board members:** Mr Mohssine Semmar and Mr. Abderrafiae Hanouf.



**Launching a digital strategy** to develop closer connections with customers and business prospects and address them from a more personal, targeted and interactive perspective; increase the company's opening to international markets, make it more visible on the web, raise its profile and support MEDZ in its growth and geographic expansion.



**Updating risk mapping.**



**Conduct a field inquiry**, which is part of the measures taken to enhance the company's customer-oriented policy, the main objective being to better respond to their expectations. This project has made it possible to have feedback on major expectation trends in terms of specification, location, accessibility, budgeting, etc.



**Conduct a study on MEDZ image** to determine its positioning within its environment, see how it is perceived by stakeholders and assess the impact of its communication policy.



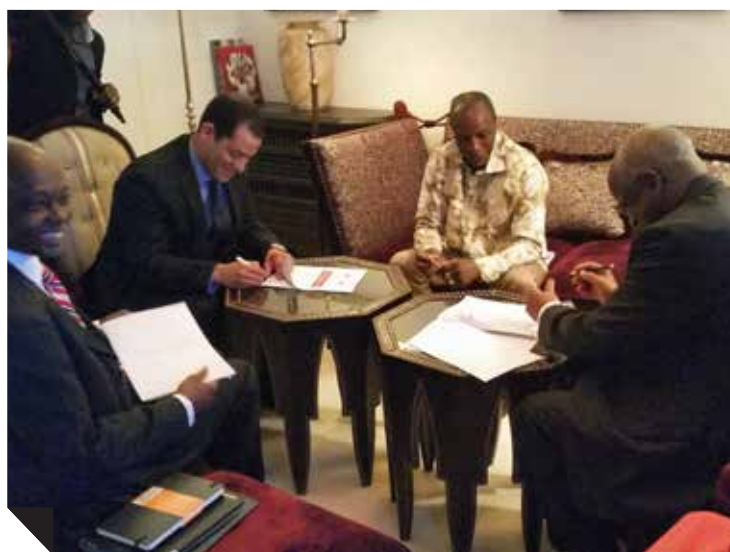
**Launching a project for the development of an environmental management system.**

## MEDZ : SUSTAINED DEVELOPMENT

### AFRICA UNDER THE SPOTLIGHT

As part of His Majesty King Mohammed VI's Africa tour, the CDG Group, through its MEDZ and CDG Development subsidiaries, signed 5 memorandums of understanding in the area of industrial infrastructure. These MOUs are designed to establish the general cooperation framework through which MEDZ will provide support for the development of business parks in Guinea, Côte d'Ivoire, Gabon and Mali.

A partnership agreement was signed on 22 November 2014, on the sidelines of the Global Entrepreneurship Summit held in Marrakech and chaired by Mr. Alpha Conde, President of the Republic of Guinea, between MEDZ and the Government of the Republic of Guinea for the development of a pilot industrial park in Conakry.



#### MEDZ ENHANCES ITS PROFILE IN ATLANTIC FREE ZONE

Partial acquisition by MEDZ on 12 March 2014 of shares held by its Spanish partner, Edonia, in the capital of Atlantic Free Zone Investment (AFZI) and Atlantic Free Zone Management (AFZM). MEDZ share in these companies' capital thus stands at 89 percent.

# THESE MAJOR GROUPS HAVE PLACED THEIR TRUST IN US IN 2014



Establishment, in Midparc, of Eaton, global leader in electrical components and hydraulic and transmission systems

→ **Target activity** : production of electrical energy distribution modules.



Bontaz, a global leader in automotive equipment manufacturing, recently established at Jorf Lasfar Park.

→ **Target activity** : production of precision mechanical parts.



Establishment, at Jorf Lasfar Park, of Contitech, a subsidiary of Continental group, one of OCP's main supplier companies

→ **Target activity** : production of textile and metal conveyor belts for bulk transport.



Establishment of Yazaki, Nb. 1 automotive equipment manufacturer, at Agropolis Park.

→ **Target activity** : automotive wiring.



Establishment, at Agropolis and Atlantic Free Zone, of GPC, one of the largest manufacturers of corrugated cardboard in Africa.

→ **Target activity** : production of corrugated cardboard.



Establishment, at Casanearshore, of the Altran Group, the engineering specialist in automotive, aerospace, transportation and renewable energy.



# 2014 HIGHLIGHTS

## 6 MARCH 2014

Organization, together with the Nador Chamber of Commerce, Industry and Services (CCISN), of an investors' information day, as part of launching the marketing of the Selouane Industrial Park.



Launching construction works for the Knowledge Campus at the Oujda Technopolis. This two-clusters project (public and private) has a shared hub for support services. Three premises are already under construction (OFPPT Institute, IFMERE and the Oujda Mohamed 1st University's Technology Center).

## 20 MAY 2014

## 23 April 2014

Inauguration, at Atlantic Free Zone, of the Saint Gobain industrial, specializing in automotive glass manufacturing.



Roundtable on "Cleantech" promotion, an event attended by representatives of many institutions, including the Agency for the Development of the Eastern Region, the Ministry of Energy, the Ministry of Industry, the Wilaya, the Water and electricity Authority, MASEN, ADEREE, the Energy Investment Authority and Oujda University.

## 29 MAY 2014

## 26 April 2014

On the sidelines of the SIAM, a lunch was offered to partners, customers and prospective customers. It brought together nearly 200 people, including members of high-level Gabonese and Guinean delegations.



Organization in Paris, in partnership with the IDC France international firm, of a discussion panel on the theme "Nearshoring in Morocco, a lever for the development of IT jobs"

## 26 JUNE 2014

# 2014 HIGHLIGHTS (Cont'd)

**24 September 2014**

Organization, on 24 September 2014, of a fact-finding visit to Atlantic Free Zone for the benefit of several heads of French companies members of the HEC Alumni Association.



Organization by MEDZ of a fact-finding visit to Atlantic Free Zone for a delegation of forty ambassadors; the event was attended by the Wali of the Gharb-Chrarda-Beni-Hssen Region.

**28 October 2014**

**6 October 2014**

Inauguration, by His Majesty King Mohammed VI at the the Jorf Lasfar industrial park, of several flagship projects falling within the framework of OCP's industrial development agenda.



Inauguration, at Atlantic Free Zone, of the Delphi plant, an industrial unit specialized in automotive wiring.

**26 November 2014**

## MEDZ : ACTIVE PARTICIPATION IN FAIRS

CFIA, Casablanca

Automechanika, Frankfurt

SIAM, Meknes

SIAL, Paris

Olive Mediterranean Days, Meknès

AMT, Tangier

MidEst, Paris

SIFEL, Agadir

IT Meetings, Cannes

Paris Big Data Conference

SICCAM, Fès

APEBI/IDC Meeting, Paris

Gartner Sourcing & Strategic Vendors relationship Summit, London

ITO Professional Meeting IDC, Paris

Shared Services Exchange, Amsterdam

Gartner Symposium & IT expo, Barcelona

IDC France Annual Symposium, Paris



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