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existing city center
waterfront district
real estate strategy
restoration
sale and rental strategy
developers' projects
corporate funding, treasury and treasury stock
solidere shares and GDRs
management systems and studies

Management Systems and Studies

Management Information Systems

Solidere has completed a major upgrade on all its servers to adopt Blade Technology. In addition, it has upgraded its operating system, including the addition of new mailing and collaboration features. An Enterprise Agreement with Microsoft was signed with the objective to keep the Company up to date in terms of new technologies and applications.

Solidere upgraded its ERP (Enterprise Resource Planning), which uses the JDEdward (JDE) One World software, with the new, web-enabled version allowing the addition of multiple features and applications. A new Payroll Module integrates seamlessly with the accounting cycle, reducing data entry time and automating multiple calculations for declarations and employee benefits. Another application to manage expense participation for mixed-ownership properties

was developed, tested and implemented. A Warehouse Management System was implemented to control corporate warehouses inventories and movements. The system, interfaced with JDE, provides better control measures and enhanced management.

A full-scale Document Management System has been launched, aiming to capture and consolidate different requirements and needs in terms of document indexing and workflow management. A pilot project was used as model for later implementation.

An application to manage daily treasury operations, ranging from controlling cash flow to the follow-up on bank deposits for short and medium term investments, was put to use in the treasury and stock management department, providing upper management with up-to-date reports and summaries.

A pilot project has been started, to implement enterprise level project management with extranet capabilities that will ease the management of and control over the external projects, and maximize the collaboration base for Solidere teams.

A new, modern CRM (Customer Relationship Management) system is being introduced, aiming to unify Solidere's contacts from different perspectives into one repository, allowing the exchange of contacts information across different levels within the Company.

In acknowledgment for its outstanding application of GIS technology, Solidere was awarded the 'Special Achievement in GIS 2007' Award by ESRI, world leader in GIS software and applications.

Urban and Strategic Studies

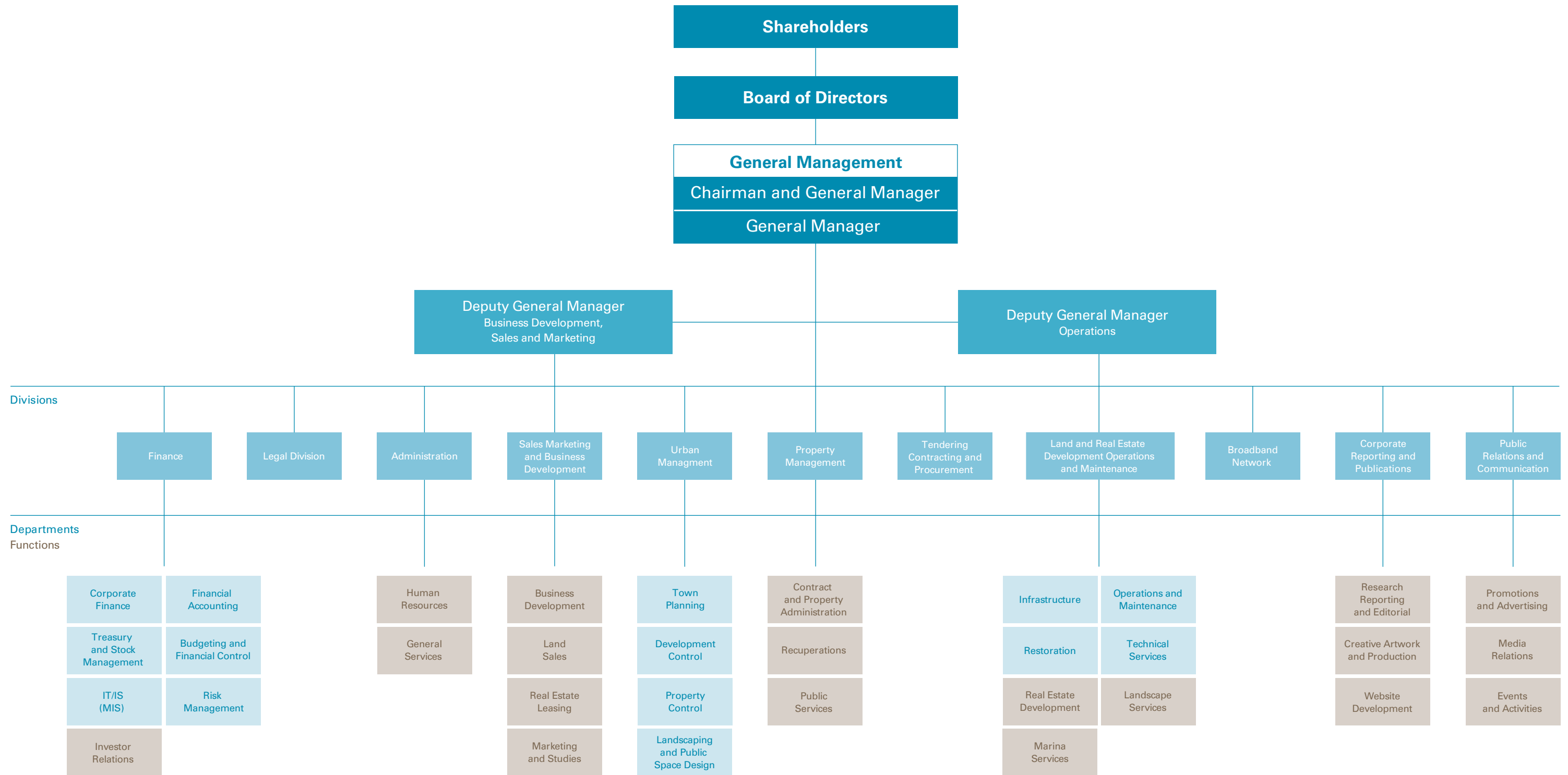
Land use strategy As institutional investors began to make acquisitions in the city center, Solidere took a more proactive role in guiding the land use mix within development projects. A successful example is the high density block 118 at the northeast corner of the Martyrs' Square axis, where residential, hotel, office and retail will combine to form a mixed-use destination in the Phoenician Village project. Through a series of workshops with real estate consultants RAMCO, Solidere also developed a strategy for promoting Beirut city center and particularly the new waterfront district as an international corporate office location. Work began with the Ministry of Finance on a package of incentives for a 'special business district', and an office marketing campaign was launched. Finally, with cultural consultants Gaia Heritage, Solidere developed a cultural strategy focused on the Martyrs' Square axis.

Transportation strategy A 5-year parking strategy was completed by local transportation consultants SITRAM, to resolve parking shortfalls arising from the sale of land previously allocated to temporary parking. This is now satisfied by new parking provision on the reclaimed area, connected to the historic and business center by shuttle bus service. The study indicated the need for implementation of the Martyrs' Square car park by 2009. A parking meter study was carried out in coordination with the Municipality, identifying demand and allocating specific streets. Meters have now been installed.

The need for implementing a public transport strategy was brought into focus in the detailed design of the Martyrs' Square corridor. As required in their project brief, the Greek consultant team included transport planners, and the scheme design features a dedicated public transport right-of-way on the west side of Martyrs' Square continuing southwards through the Beirut Gate development. Increases in density in the new waterfront district also indicate the necessity for mass transit. In particular, it will not be possible to service the new concentration of employment uses in the 'special business district' without tram, light rail or bus rapid transit into the city center. A proposal was received from the Greek consultants to work in association with SITRAM on such a study, long programmed for Beirut city center within its city-wide context.

Land development strategy Having submitted a Master Plan amendment for the new waterfront district, Solidere began preparations for launching infrastructure contracts for the reclaimed area. A proposal was received from ARUP (UK) to undertake an infrastructure audit, designed to modernize infrastructure provisions on the new lands and precede the work of Lacedo on their detailed design.

Project definition and development studies An in-house study was carried out to formulate a mixed-use residential, hotel, office and retail destination on block 21 in the hotel district. Following the development of a new office strategy and marketing campaign, architects were selected to undertake the design of three new office buildings: Vincent van Duysen (Belgium), 3XN (Denmark) and Mario Botta (Switzerland). The concept design was completed by Vincent Van Duysen for a building in lot 1493 Mina El Hosn.



The Chairman and General Manager is actively involved in the running of the Company and acts as the CEO

The General Manager coordinates the daily activity of all operations and acts simultaneously as CFO

The Deputy General Manager for Business Development, Sales and Marketing is the head of the Sales and Marketing Division

The Deputy General Manager for Operations is the head of the Land, Real Estate Development, Operations & Maintenance Division

The Head of the Legal Division acts as the General Counsel for General Management