

AKRAM R. MIKNAS

Chairman PROMOSEVEN HOLDINGS



PROMOSEVEN HOLDINGS B.S.C.C. Chairman Akram Rashad Miknas is a recognized leader in marketing communications, public relations, and production of several forms of media, investment, development of real estate, hospitality and leisure enterprises.

Promoseven Holdings, a major business conglomerate in the Gulf, records a turnover in excess of half a billion dollars per annum. It finds its roots in Fortune Promoseven started by Mr. Miknas in Lebanon in 1968, which is today the largest advertising and communications network in the Middle East and North Africa, ranking 52nd in the world and employing over 1,600 inspired professionals. Fortune Promoseven enjoys a pervasive presence with offices in Abu Dhabi, Dubai, Bahrain, Oman, Kuwait, Qatar, Lebanon, Morocco, Algeria, Egypt, Jordan, Palestine, Jeddah, Riyadh, Dammam and Al Khobar in Kingdom of Saudi Arabia, Tunisia, Syria, Palestine, Iran and Yemen.

Middle East Communications Network

Promoseven Holdings owns majority shares in the Middle East Communications Network (MCN), which is the largest marketing and communications group in the Arab world. MCN establishments have marked several major accomplishments and landmarks to their credit over the years:

Fortune Promoseven – the mainstream division of the various offices offer through-the-line advertising solutions for a wide spectrum of clients, across various industry sectors. Major clients include BMW, Nivea, Coca Cola, McDonald's, MasterCard, Lufthansa, Cathay Pacific, Sony, Microsoft, Batelco, BIC F1, L'Oreal Paris and Standard Chartered.

Universal Media 7, the media arm of Fortune Promoseven's advertising network, received the prestigious 'Media Communications Company of the Year' award in the Arabian Business Achievement Awards 2005.

Brandbeat is a full service strategic and design company specializing in the creation and revitalization of local and regional brands at a regional and international level.

Seven Below answers the growing demand for retail communications in the region. A holistic targeted retails solution is offered to clients encompassing consumer, trade and channel activity.

Promoseven Relationship Marketing is the largest Relationship Marketing Agency in the Middle East. Its range of activities covers database management and analysis, online and digital solutions, loyalty programs, business-to-business, custom publishing and direct marketing.

Promoseven Weber Shandwick is an independent division established in the Middle East in 1983 as a full service public relations consultancy. It has grown into the largest public relations network in the Middle East and North Africa throughout the network of 17 offices.

Promoseven Sports Marketing specializes in the power of sports as a marketing vehicle for Middle East countries, companies and products with proven growth in tourism and economies. Promoseven Sports has been appointed along with Dentsu as the exclusive worldwide marketing agents for the 15th Asian Games in Doha, Qatar.

Hospitality

Mr. Miknas owns several major hospitality and leisure companies in the Kingdom of Bahrain including City Centre Hotel, Al Bustan Hotel, Coral Beach Club, and Camelot Restaurant and is the chairman of Lebanon Fast Food SAL, McDonald's franchise in Lebanon with a turnover exceeding USD 15 M.

Real Estate

Mr. Miknas is the owner of Promoseven Real Estate, which has a number of buildings in the United Kingdom, Australia, Lebanon, Bahrain and Dubai, the estimated turnover of which is more than USD 100 M.

Akram Miknas is also a partner in several real estate and investment ventures, the major ones being Pearl Real Estate Development, Gulf Export Tech, On Board International, Arab Lebanese Insurance Co., Filmhouse, Decorators, Dynamics and Initiative Media. He is also the Chairman of Bahrain Film Production Co.

Thai Business Centre

Promoseven Holdings and the Federation of Thai Industries have established the 'Thai Business Centre' in Bahrain aimed at building confidence for Thai products

and services, appealing to consumers, leading businessmen and industrialists in the Middle Eastern region.

Social Club Memberships:

- Euro Media Consultants (EMC International)
- American University of Beirut Alumni Steering and Founding Committee in Bahrain
- The appointed Honorary Consul General of the Republic of Panama.
- Chairman and co-founder of Advista Arabia
- Honorary Ambassador of Brisbane

Among the many awards bestowed on Mr. Miknas:

- Best Citizen Award (1962); from The International College, Beirut
- Company Award L'Orient/le Jour Golden Award for creativity in Lebanon (1975)
- Golden Mercury International Award for contributing to the growth and development of the advertising industry in Bahrain (1978)
- Bahrain Certificate of Merit by the Ministry of Information (1981)
- A medallion by Bahrain's Minister of Information for contributing to public information (1983)
- The Star Gazers Award By Middle East Broadcasting Corporation (1996)
- Recognition from Ministry of Information at the Music Heritage Festival, Bahrain held in April 2000.
- GCCAA medallion of appreciation at the end of tenure as Vice Chairman, GCC Chapter in March 2004
- Award of Honor in recognition for his outstanding contribution and support to the Alumni Association of American University of Beirut (2007).

On 30th January 2007, Mr. Miknas was appointed Honorary Ambassador of Brisbane, Queensland.

Mr. Miknas was born in Tripoli, Lebanon on May 29, 1944. He studied at the International College of Beirut and the American University of Beirut majoring in Business Administration. He holds Bahraini, Lebanese and Panamian nationalities.

Mr. Miknas is an avid collector of antiques and objects d'art. He also has a large fascinating collection of film and photography equipment, musical boxes, automata, clocks and watches that date back to the early mid-19th century.

Mr. Miknas has a beautiful collection of twenty five vintage and heritage cars, some dating as far back as 1924. The cars are all in working order and frequently used, and also go on display at parades and at exhibitions and at the Formula One Pre-event race in the local community.

Akram R. Miknas
Chairman
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