



SERVICE BROCHURE

MENA WIRE[®]

Spread your news across the Middle East & North Africa

A cutting-edge service for press release distribution to
regional journalists and media outlets

MENA Wire®

**Spread your news across the Middle East & North Africa.
Increase your influence.**

Sole media service for wide distribution across the region, MENA Wire® allows you to pique your intended audiences' interest at a large scale and get valuable publicity in diverse and complex markets. Designed by **APO Innovation Lab**, our press release distribution technology expands your capabilities further to reach media outlets, journalists, key influencers and stakeholders.

A reliable vehicle for your news

For you to gain more traction with local media, MENA Wire® disseminates your messages to APO Group's unparalleled network of media professionals spread across the 18 Middle Eastern and North African markets.

Through our technology, depending on target countries and the subject matter, your press releases are passed on, in **Arabic and English**, to more than **50 000 general media outlets** and **specialized journalists** across the region and to more than **10 000 selected international journalists** dealing with

information on Business in the Middle East and North Africa, in Online & Print Press on TV, Radio, Social media, Blogs ...

Content distribution

APO Group has established strategic alliances for content distribution, with **international media providers** such as Bloomberg Terminal and Reuters Terminal, Factiva, Lexis Nexis, Syndigate... which allows you to amplify the visibility of your communication and improve your SEO Ranking while enhancing your media presence globally.

POTENTIAL REACH

250,000,000 individuals

NETWORK 18 MENA MARKETS

Regional distribution
in Arabic & English



Targeted emailing
to + 50 000
media contacts



Strategic alliances
with leading
media providers

Media Monitoring Report

Media research analysts to ensure reliable and tangible results

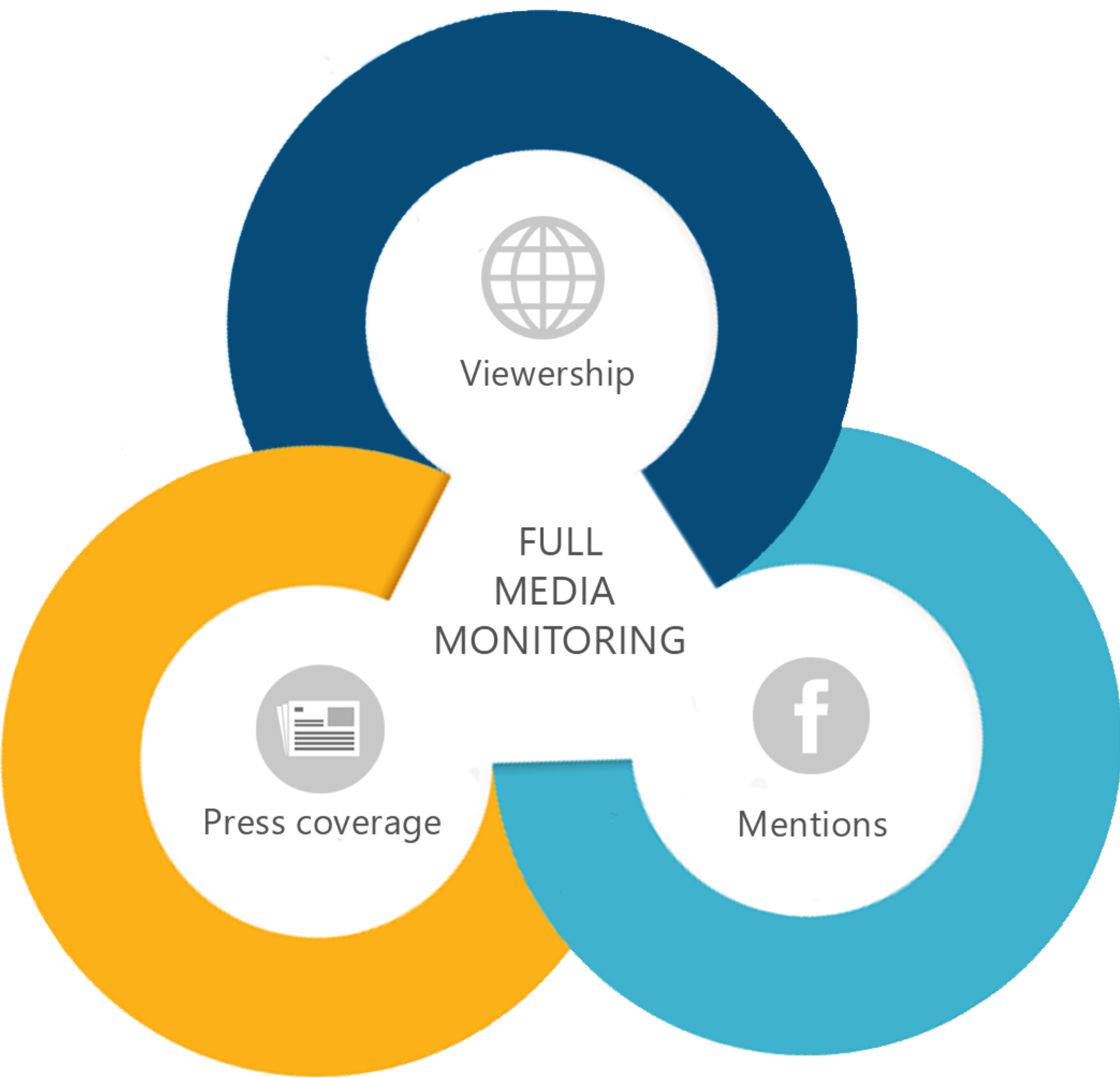
APO Innovation Lab assigns dedicated media research analysts who put their know-how into action to oversee and design tailor-made media monitoring reports. To better measure the efficiency of your communication, we provide you with comprehensive online and print monitoring reports as well as social media analytics of your press release.

Our monitoring is performed in the 5 working days following your distribution to allow your message to be spread in the media and collect accurate and relevant data. **The human aspect** of our monitoring guarantees reliable and tangible results. This is what makes our service unique.

Congratulations to APO Group on their superior customer service and quality of their media monitoring. The coverage received is not only impressive in terms of volume, but also the number of markets it touches... Megan Collinicos, Head of Advertising & Public Relations for DHL Express - Regional unit.

ONLINE MONITORING	PRINT MONITORING	SOCIAL MEDIA
<ul style="list-style-type: none">▪ Thorough news website list including:<ul style="list-style-type: none">▪ Websites description▪ Country of coverage▪ Viewership statistics▪ Alexa rank▪ Statistics of potential reach▪ Screenshots of your release on Bloomberg terminal, Factiva, LexisNexis ...▪ In English and other languages	<ul style="list-style-type: none">▪ Print clippings from more than 250 local publications▪ Monitoring in the 4 official languages (French, English, Portuguese, Arabic)▪ Newspapers and trade publications added every day	<ul style="list-style-type: none">▪ Social media volume on Twitter, Facebook, Google+, Youtube ...▪ Geographical breakdown▪ Major influencers▪ Primary & secondary audience▪ Degree of influence (Klout score)▪ Trending hashtags & keywords of your press release▪ Viral coefficient▪ Sentiment analysis▪ Social media mentions (sample)

PERFORMANCE MEASUREMENT



OUR GUARANTEES

APO Group assists you in expanding your reach

01.UNLIMITED

Unlimited wording in Arabic & English and Unlimited multimedia content at no charge.

02.TRANSLATION

Translation in Arabic and English.

03.MENA DISTRIBUTION - 18 MARKETS

Press release distribution to APO Group's media contact base including journalists from each MENA country (Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Yemen, United Arab Emirates, Oman, Qatar, Saudi Arabia, Syria, Algeria, Egypt, Libya, Morocco, Tunisia) covering general news. Distribution to MENA and international journalists reporting on the industry or subject highlighted in your press release.

04.INTERNATIONAL REACH

Via our partnership with Bloomberg Professional® service (Bloomberg Terminal), Thomson Reuters professional platforms, Dow Jones Factiva, LexisNexis, SyndiGate, Newsbank, EMIS and the Middle East's leading content licensing and syndication agency, and more. APO Group technology platform enhances the value of your press releases by adding Metadata Taxonomies for News (NewsCodes used by the news industry).

05.WEB & SOCIAL MEDIA REACH

Publication of your press release on our official news website partners, including the Middle East North Africa Financial Network (MENAFN) and on APO Group's social media pages: Twitter, Google+, Facebook, LinkedIn...

06.MEDIA LIST

Possibility to add your own media list in order to send your press release in one shot. All information remain confidential and is stored on APO Group's secured server.

07.MEDIA MONITORING

Comprehensive online media monitoring. Tracking of your press release in hundreds of local newspapers. Social media analytics. Full media monitoring report designed by media analysts 5 working days following the distribution of your press release to ensure reliable and tangible results.



They placed their trust in APO Group

Industry-leading solutions to connect with your audiences in the Middle East & North Africa

APO Group's in-depth knowledge of local media landscapes and extensive experience provide each and every one of our clients, regardless of their industry, the assurance of a turnkey media solution exactly matching their needs.

We continuously strive to deliver the highest quality service to our clients and focus on helping them step up their presence and grow in the continent. In the space of 10 years, APO Group has built up a strong reputation in Africa, the MENA Region and the rest of the world. We pride ourselves on being the **exclusive media service provider** for blue chip companies, multinational & large companies, governments, international organizations, NGOs, the United Nations system... and the **leading partner** of more than 40 prestigious PR agencies including Hill+Knowlton Strategies, Edelman, WE (Waggener Edstrom), Fleishman Hillard, Havas MSL, Burson Marsteller, Ogilvy...

"APO Group is providing professional PR services. They are accurate and respect their promises. In term of coverage, we are sure that our PR will reach the targeted audience. In term of monitoring, we receive full report enclosing the needed information. Thanks APO Group. "

Nabil El Alami, Division Head, Corporate Marketing & Communication of the Islamic Corporation for the Development of the Private Sector (member of the Islamic Development Bank Group)



ABOUT APO GROUP

Founded in 2007, APO Group is a leading media relations' consultancy firm in Africa and the Middle East. We assist private and public organizations in sharpening their reputation and increasing their brand equity in target countries. As trusted partner, our role is to leverage the power of media and build bespoke strategies that enable organizations to produce a real and measurable impact in Africa, the Middle East and outside the regional frontiers. The trust and recognition that have been granted to APO Group by global & multinational companies, governments, as well as NGOs impels the company to continuously enhance its value proposition within Africa & the Middle East to better cater its clients 'needs.

CONTACT

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