

1- Mercury Communications Background and Commitment

1-1 Mercury Communications Profile

Mercury Communications was established in Jun 1999 as a company that provides integrated marketing communications services. Mercury Communications is fully Egyptian in terms of ownership, but with multinational approach and a strong technical team and experience to provide unmatched services in the various domains (above the line, below the line, public relations and event management).

Mercury Communications employs about 78 personnel as permanent staff and its human resources extend to cover about 70 individuals that are assigned as non-permanent staff and free lancers. The aggregate experience of our senior staff goes beyond a century in the diverse field of marketing communications.

Mercury Communications depends on an infrastructure of advanced IT network to support the management of operational activities, and communication with our clients. Mercury Communications staff receives continuous on-job, at-facility and off-site training to ensure quality of service improvement at all times.

Company activities:

The main process of Mercury Communications is to provide integrated marketing communications services of audio, video or printed advertizing materials and to support all needs of clients in advertizing issues within the following scope of work:

Provide integrated marketing communications solutions for clients.

Contact Guide

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 Telephone : 2 02 – 26910792/3/4/5/6/7 (5lines)
 Fax : 2 02 – 24159852
 URL : www.mercury-com.com
 Key persons : Mr. Osama Kamal the Chairman of the Company
 Mr. Tamer the General Manager

1-2 Vision, Mission & Commitment

Mercury Communications Mission

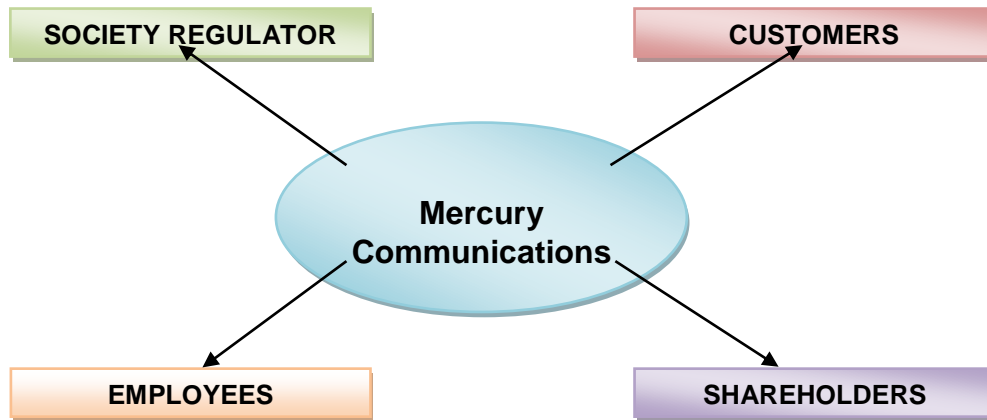
- Mercury Communications mission is to employ Integrated Marketing Communications methodology as a means to provide the local and regional markets with services that are fully integrated and on high level to ensure message delivery in a seamless stretch of thought in the mind of recipients.

Mercury Communications Vision

- Mercury Communications vision is to be the a leader in employment of the most creative and advanced concepts in its fields of work so as to reach the highest levels of efficiency in reaching targeted audiences by using all forms of media, while also achieving the maximum level of customer satisfaction based on best ROI for their spending.

Commitment to Stakeholders

We recognize that we can only deliver and sustain our Mission and achieve our Vision if we understand, account for and balance the needs of the four major stakeholders in our business – regulators, customers, employees and the shareholders.



Our guiding principles relating to our stakeholders are:

Society

- To support society at large as consumers and the national economy.
- To provide employment opportunity for the surrounding community.
- To follow regulations, standards and codes of practices in our provided services even when it is not accurately specified in contracts.
- To eliminate any negative impact on the environment that results from our operations and activities.

Customers

- To provide value-added services that consistently meets agreed requirements and specifications.
- To accept contracts only if we can meet customers' requirements and where those requirements are compatible with our expertise and business activities

Employees

- To ensure that all employees are qualified, trained and motivated.
- To ensure that the working environment and conditions are conducive for effective working and constitute minimum hazards for all employees.
- To provide environment where employees are given the opportunity to maximize their output and to participate fully in the development of the business.

Shareholders

- To plan and undertake all business opportunities in a professional manner, weighing risk exposure against identified returns.
- To deliver a planned and progressive increase in financial returns to our owners.

Mercury Communications Quality and environmental Management System is the vehicle for capturing the requirements of our customers and proactively managing their delivery. It also provides the foundation for continual improvement, to which we are committed in all areas of our operations.

1-3 MERCURY COMMUNICATIONS Policy Statement

Mercury Communications is an Integrated Marketing Communications Agency that aims to study, supply and execute different types of customer marketing needs to introduce its services at the highest possible quality, complying with international standards and according to customer needs while meeting at the same time environmental, social and occupational health regulations and requirements.

We execute all of the above through our commitment to:

- Complying with laws and regulations in technical events, Environmental and social obligations.
- Recognizing clients and their representatives' opinion to ensure adequacy of company's performance to meet their needs and expectations.
- Securing adequate conditions for employees to increase their loyalty and cooperation in applying company's policy and objectives.
- Continual improvement of management system which results in preservation of resources, risk reduction and pollution prevention.
- Searching to secure different types of resources that assure best required quality, highest productivity.

Approved by Mercury Communications' Chairman

Declared on 1/7/2011

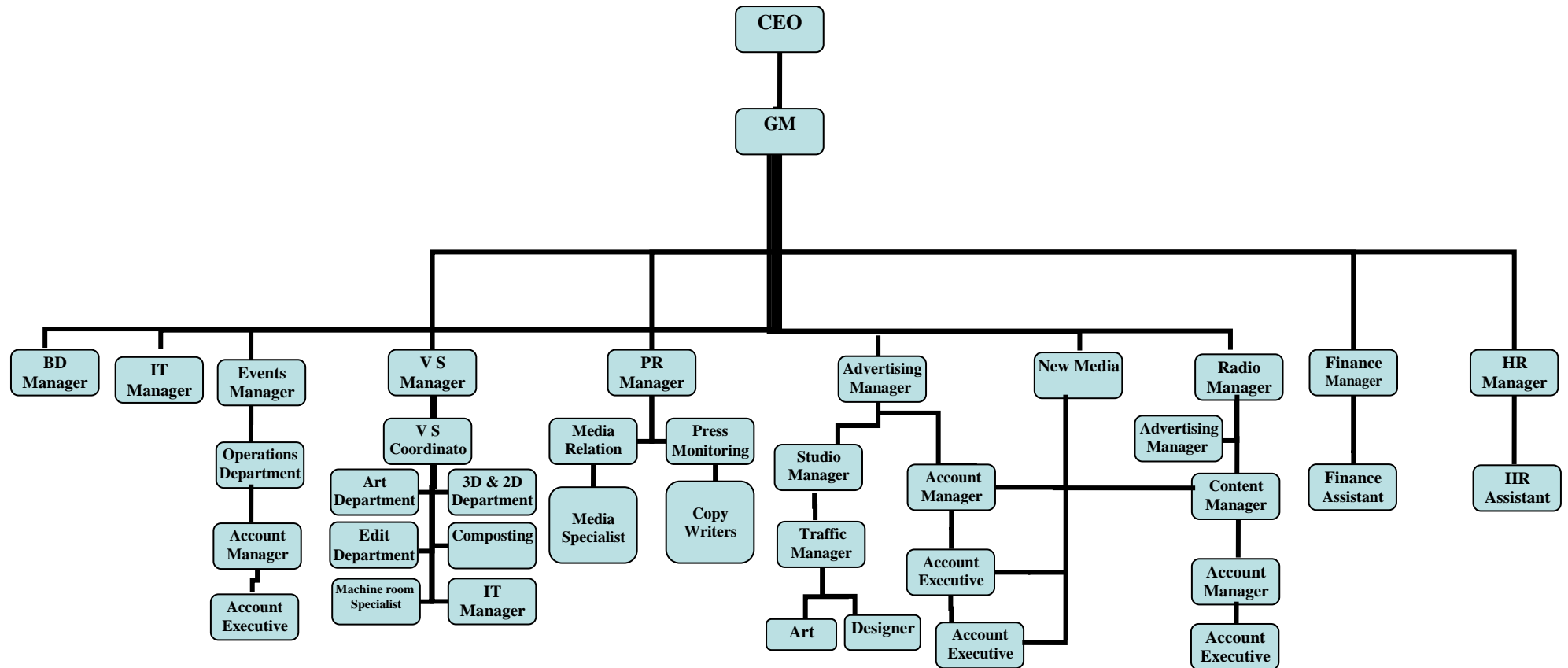
1-4 MERCURY COMMUNICATIONS Quality Objectives

Quality, environmental, and social objectives of Mercury Communications are set on annual basis for the purpose of improving QE performance in all departments. Achievement of such objectives are followed by the General Manager and reported for management review.

1.5 Mercury Communications' Organizational Structure and relationships:

The following figure illustrates the organizational chart of Mercury Communications.

* General Manager is the management representative for QE management system



1.6 MERCURY COMMUNICATIONS Key Responsibilities and Authorities

The responsibilities and authorities of key personnel are demonstrated clearly keeping in view the main activity of each department.

Chairman: The Chairman is the head of the management committee responsible for effective implementation of the QE integrated management system. He sets the company policy with the management board and he makes sure that the Company works towards achieving its mission, vision and key objectives. He is responsible for providing the necessary personnel and resources to ensure the effective and efficient performance of the Company's business and support processes and procedures.

He is the head of strategic planning of company's business and activities. He is responsible for planning and follow-up of company's mission, vision and strategic objectives.

General Manager: He is the chief executive of the organization and has overall responsibility for laying down company's quality policy and objectives. He is also responsible for providing essential resources and personnel for implementation of the policy.

He acts as a Management Representative and he is responsible for ensuring that the policies set out in this QE Manual are understood, implemented and maintained at all levels in the Company and that the Company works towards achieving its Vision and key objectives.

He represents the Company in all matters relevant to the integrated QE Management System as established by customer, regulatory and ISO 9001/ISO14001 requirements. He is responsible for ensuring that the System is effectively implemented and maintained, and reports on the performance of the Management System at review meetings.

He makes sure that all personnel are aware of the importance of compliance with customer requirements and codes of practices

Financial Manager: He is responsible for preparation adoption and continuing evaluation of financial balance and forecasting budgets. He reviews and follows up collection of client payments.

HR Manager

He assists the line management in selection and replacement of employees. He directs hiring of personnel and regular performance of their performance. He is also responsible for training activities by setting program, planning and organizing training for employees. He supervises administrative services of the company and facilitates its adequacy.

Quality Assurance and Environmental Officer (QEM): He is responsible for verification of the system effectiveness. He has the overall responsibility for ensuring that the policies set out in this Manual are understood, implemented and maintained at all levels in the Company. He has the overall responsibility for ensuring that corrective and preventive actions for actual or potential process and/or system deficiencies are implemented. He controls system documents and records. He reports to management about company's management system implementation and effectiveness. He makes sure that management system procedures and responsibilities are identified and documented for each department and records are maintained to demonstrate system implementation. He plans and follow-up execution of internal audits. He cooperates with other departments to mitigate system nonconformities. He prepares analysis of accumulated data.

He is responsible to make survey of the market for sale of the services, expeditious redressing of customer complaints and promotion of company's services. He is also responsible for advertising campaign.

Environmentally wise, He arranges with other departments to identify and evaluate environmental aspects at their working areas. He provides other departments with updated issues of laws, legislations or standards related to existing environmental aspects. He prepares environmental programs and follows-up its execution with other departments. He-follows up communication with internal and external interested parties in environmental issues. He arranges for measurement of environmental aspects to ensure compliance with legal requirements and take necessary corrective actions in case of deviations. He prepares emergency plan and follows its executions.

All employees: All employees in the company are responsible for meeting the requirements of agreed procedures, plans and controls and for conducting themselves in accordance with approved practices.

General responsibilities and authorities are defined in Job Description for all functional heads, supervisory and administrative levels. All non-supervisory staff has authority based on competence to perform various tasks. In addition, responsibilities and authorities are defined in documentation such as processes, procedures and work instructions.

In the event of personnel absences, authority reverts to the source of delegation as defined by the organization chart, unless limited authority and responsibility are delegated to other personnel via memoranda.

2. The QE Management System of MERCURY COMMUNICATIONS

2.1 Overview

Mercury Communications Management System comprises the core business processes and the main supporting processes in addition to quality procedures.

The business process model (included in Section 2.4) represents how we turn business opportunity into profitable outcomes through satisfied customers. Its effectiveness is maintained and enhanced by our supporting quality procedures.

The core processes, supporting processes and quality procedures cross-organizational boundaries, which enable everyone to have a clear focus on the requirements that have to be satisfied for the business to be successful.

The structure documentation of the Quality Management System identifies what activities are carried out in the business and provides foundation from which we can identify improvements and implement best practice.

2.2 The Quality Management System Structure

Mercury Communications Quality Management System consists of a hierarchy of documents as follows:

Quality Policy	Reflects the top management commitment to quality
Quality Manual	Provide general information on the quality management system contents, statements of commitment, including mission, vision, objectives and policy statements and definition of roles, organization and responsibilities.
Business Processes	Describe the end-to-end activities of the company
Documented Procedures	Provide detailed descriptions of the responsibilities associated with the activities in the scope of the procedure
Work instructions	Provide explanations of how specific tasks and activities are carried out within each department
Records and other Documents	<ul style="list-style-type: none"> • Forms used to provide records of compliance with process, procedures, and task instructions; • Guideline documents; • Drawings; • Specifications; • Standards; • Role profiles; and, • Other documentation developed from the Business Processes

2.3 Brief Description of Management System Documentation

The Management System has been documented to assist with:

- ◆ Communicating objectives, policies, plans and performance data.
- ◆ Identifying information flows and the controls to be applied to processes.
- ◆ Consistently achieving the required service quality.
- ◆ Evaluating the system for its suitability and effectiveness.
- ◆ Achieving improvement in process and business outcomes and maintaining those improvements.

The documentation consists of the following:

- **Quality Manual**

Containing vision, mission, organization and policies related to business processes and the Quality Management System.

- **Processes**

Mercury Communications has structured the processes for its end-to-end activities (Business opportunities to customer & shareholders satisfaction), which ensures that interface between functions are identified, fully documented and managed. This provides the foundation for business improvement and the implementation of best practice. Ownership for each of Mercury Communications 's processes has been assigned

- **Procedures**

- Document and demonstrate commitment to the policies contained in the Quality Manual.
- Describe the activities necessary to achieve process outputs.
- Assign responsibility for the activity.
- Describe the method and controls to be applied.
- Describe when and where the activity is done.
- Identify the records produced.

- **Instructions**

Where appropriate, detail how a particular task is carried out.

- **Reference Documents**

External documents providing guidance for business activities.

- **Records**

- Provide objective evidence and demonstrate conformance to specified requirements and to the Quality Management System.
- Are retained for specified periods except that required for legal purposes.

- **Position Description**

Define responsibility and authority for each functional position to whom process performance has been delegated

- **Job Descriptions**

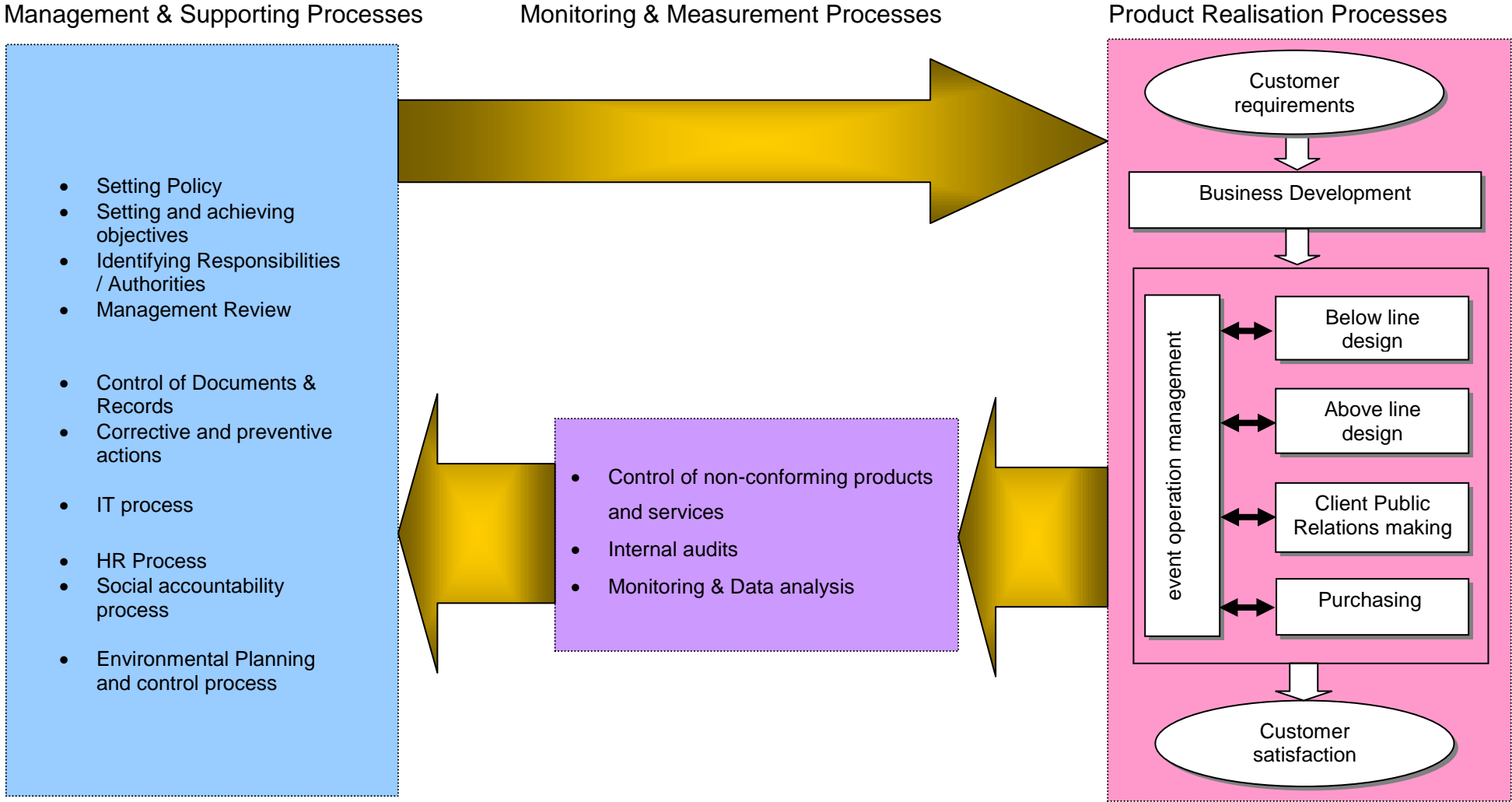
Define responsibility, authority and duties for supervisory and administrative personnel.

- **Organization Chart**

Show the vertical and horizontal interrelationship of Mercury Communications' defined positions.

The **Document Description Register** identifies the location or holder of each document.

2-4 MERCURY COMMUNICATIONS' Business Processes Model



2.5 Supporting procedures list and its implementation responsibility:

Ser	Procedure name	Code #	GM	QE Dep.	HR Dep.	BD Dep	PR Dep	Op. Dep	Studio Dep.	AV Dep	Purch. Dep.	IT Dep
1	Business Development procedure	MC-P-01										
2	event operation management procedures	MC-P-02										
3	Studio design procedure	MC-P-03										
4	AV design procedure	MC-P-04										
5	Client Public Relations making procedure	MC-P-05										
6	Purchasing procedure	MC-P-06										
7	Control of non-conforming products & services procedure	MC-P-07										
8	Internal audits procedure	MC-P-08										
9	monitoring & data analysis procedures	MC-P-09										
10	management responsibilities procedures	MC-P-10										
11	Doc and record control procedures	MC-P-11										
12	Corrective and Preventive Action procedure	MC-P-12										
13	IT procedure	MC-P-13										
14	Environmental planning and control Procedure	MC-P-14										
15	HR procedure	MC-P-15										
16	Social Accountability Procedure	MC-P-16										

3. Compliance Matrices

Following table is a compliance matrix that clearly illustrates how the company's quality management system fulfils requirements of the international standard (*ISO 9001:2008*)

ISO 9001: 2008 Elements		Policy of application	Supporting Doc. code #	Remarks
4	<i>Quality Management System</i>			Title
4.1	General requirements	Mercury Communications establishes, documents, implements, maintains and continually improves an integrated management system in accordance with the requirements of ISO 9001: 2008 & ISO 14001: 2004	QEM	
4.2	<i>Documentation</i>			Title
4.2.1	General	The Integrated management system documentation includes: <ul style="list-style-type: none"> <input type="checkbox"/> Procedures required per ISO 9001: 2008 & ISO 14001: 2004 Standards. <input type="checkbox"/> Documents required by Mercury Communications ensuring the effective operation and control of its processes. Mercury Communications' QEM documentation hierarchy are illustrated in page 12	QEM	
4.2.2	Quality manual	QE manual (this manual) is established to describe Mercury Communications integrated management system	QEM	
4.2.3	Control of documents	Quality Assurance Department controls system documents and each relative technical department controls its own technical documents. Such controls include methods of issuance, deletions, amendments and distribution of documents.	MC-P-11	
4.2.4	Control of records	Records are established and maintained to provide evidence of conformity to requirements and the effective operation of the integrated QEMS, and to demonstrate conformance to the requirements of all applicable standards. Mechanisms are established for records to remain legible, readily identifiable and retrievable.	MC-P-11	

ISO 9001: 2008 Elements		Policy of application	Supporting Doc. code #	Remarks
5	<i>Management Responsibility</i>			Title
5.1	Management commitment	Management Personnel are keen to provides evidence of commitment to the development and improvement of the management system	QEM MC-P-10	
5.2	Customer focus	Management ensures that customer needs and expectations are determined, converted into requirements and fulfilled with the aim of achieving customer satisfaction.	QEM	
5.3	Quality policy	Top Management has defined the Company's Quality and Environmental Policy on page (6).	QE Policy	
5.4	<i>Planning</i>			Title
5.4.1	Quality objectives	The General Manager ensures that all department managers within Mercury Communications establish quality& environmental objectives. These objectives are measurable and consistent with the QE policy and include the commitment to continual improvement.	QE Objectives log	
5.4.2	Quality management system planning	Quality system elements and processes are planned to ensure that the system is appropriate for its intended purpose, and that it is effective and efficient. The output of quality system planning is documented in this manual, in associated operational procedures, and in other referenced documents. These documents identify and define all elements and processes of the quality system.	MC-P-10	
5.5	<i>Responsibility, authority & communication</i>			Title
5.5.1	Responsibility and authority	Organization chart is described on page 8 of this manual. It identifies functions and their interrelations within Mercury Communications. Mercury Communications has defined and communicated these responsibilities in the form of job descriptions maintained by HR Department.	QE manual page (8)	
5.5.2	Management Representative	The General Manager is the Management Representative.	QE manual page (9)	
5.5.3	Internal communication	Mercury Communications has created appropriate processes to ensure communication between its various levels and functions regarding the processes of the management system and their effectiveness	MC-P-10	
5.6	<i>Management review</i>			Title
5.6.1	General	Mercury Communications' management team reviews the management system at least once per year to ensure its continuing suitability, adequacy and effectiveness. This review evaluates any need for changes to Mercury Communications' management system, including quality and environmental policy and objectives.	MC-P-10	
5.6.2	Review input			
5.6.3	Review output			

ISO 9001: 2008 Elements		Policy of application	Supporting Doc. code #	Remarks
6	<i>Resource Management</i>			Title
6.1	Provision of resources	Management reviews adequacy of resources all the time. Resources needs are addressed in management reviews.	MC-P-10	
6.2	<i>Human Resources</i>			Title
6.2.1	General	Personnel who are assigned responsibilities defined in the management system and organizational chart are deemed competent based on applicable education, training, skills and experience.	MC-P-15	
6.2.2	Competence, awareness and training	Training need assessment is performed n annual basis. Training records are maintained to demonstrate competence of personnel and evaluation of training.	MC-P-15	
6.3	Infrastructure	Mercury Communications provides and maintains its facilities to achieve the conformity of its products and services, including workspace and associated facilities; equipment, hardware and software; and supporting services	MC-P-03 MC-P-04 MC-P-13	
6.4	Working environment	Mercury Communications maintains its facilities based upon the identification and management of the human and physical factors of the work environment needed to achieve conformity of works and products.	MC-P-13 MC-P-14	
7	<i>Product Realization</i>			Title
7.1	Planning of product realization	Each technical Department is assigned to perform its relative technical jobs. Each design process is planned and scheduled by departmental head.	MC-P-02 MC-P-03 MC-P-04 MC-P-05	
7.2	<i>Customer related processes</i>			Title
7.2.1	Determination of requirements related to the product	Technical departments identify and review customer requirements during the tendering phase.	MC-P-01 MC-P-09	
7.2.2	Review of requirements related to the product	General Manager approves contracts before acceptance Quality Department is the focal point of handling customer complaints.		
7.2.3	Customer communication			

ISO 9001: 2008 Elements		Policy of application	Supporting Doc. code #	Remarks
7.3	<i>Design and development</i>			Title
7.3.1	Design & development planning	Design is performed in AV department for above the line designs and performed in studio department for the below the line designs. Designers according to customer needs define design inputs. Design outputs are introduced to client to verify and approve designs before submission. All design works are performed via software facilities. Designers are well qualified and trained for achieving design processes.	MC-P-03 MC-P-04	
7.3.2	Design and development inputs			
7.3.3	Design and development outputs			
7.3.4	Design and development review			
7.3.5	Design and development verification			
7.3.6	Design and development validation			
7.3.7	Control of design and development changes			
7.4	<i>Purchasing</i>			Title
7.4.1	Purchasing process	Mercury Communications evaluates and selects its suppliers based on their ability to supply product in accordance with needed requirements . Purchasing data are clearly stated on purchase orders and reviewed before submission to supplier and purchased products are inspected upon receiving.	MC-P-06	
7.4.2	Purchasing information			
7.4.3	Verification of purchased products			
7.5	<i>Production and Service Provision</i>			Title
7.5.1	Control of production and service provision	Account manager is assigned for each customer to follow and communicate all client requirements. All technical departments participate in fulfillment of customer needs. Procedures are illustrating each technical departmental activity.	MC-P-02 MC-P-03 MC-P-04 MC-P-05	
7.5.2	Validation of processes for production and service provision	Excluded Quality of company's products could be insured by subsequent verifications	--	N.A.
7.5.3	Identification and traceability	Each eventual activity is identified by its name description on its records or documents.	--	
7.5.4	Customer property	Customer may provide data, material or samples for designs or event. Such property shall be checked for adequacy before use and any deficiencies shall be reported for customer.	MC-P-02 MC-P-03 MC-P-04 MC-P-05	
7.5.5	Preservation of product	Client account manager is responsible to insure adequate handling and safeguarding of components and materials provided for each event.	MC-P-02 MC-P-03 MC-P-04 MC-P-05	
7.6	Control of monitoring and measuring devices	Excluded Company is using no devices for grudging quality of products.	--	N.A.

ISO 9001: 2008 Elements		Policy of application	Supporting Doc. code #	Remarks
8	<i>Measurement, Analysis and Improvement</i>			Title
8.1	General	Mercury Communications defines plans and implements the measurement and monitoring activities needed to assure conformity and achieve improvement, This includes the determination of the need for, and use of, applicable methodologies including statistical techniques.	MC-P-09	
8.2	<i>Monitoring and measurement</i>			Title
8.2.1	Customer satisfaction	Mercury Communications monitors information on customer satisfaction and/or dissatisfaction as one of the measurements of performance of the quality management system.	MC-P-09	
8.2.2	Internal audit	Mercury Communications conducts internal audits to determine whether the management system conforms to the requirements of the integrated management system and has been effectively implemented and maintained. Qualified independent internal auditors conduct annual audits and report audit results to management.	MC-P-08	
8.2.3	Monitoring and measurement of processes	Process key performance indicators are set for each process as points of check on the internal audit checklist. Process performance is measured during the internal audits and results are approved by signature of auditor and auditee.	MC-P-09	
8.2.4	Monitoring and measurement of product	Executed design works are checked by client upon finished. Items are handed over by acceptance of client.	MC-P-02 MC-P-03 MC-P-04 MC-P-05	
8.3	Control of nonconforming product	Nonconforming works are reworked until conforming. All nonconforming works are recorded and analyzed to identify the causes of nonconformity and take necessary corrective actions.	MC-P-07	
8.4	Analysis of data	Mercury Communications collects and analyzes appropriate data to determine the suitability and effectiveness of the integrated management system and to identify improvements that can be made. This includes data generated by measuring and monitoring activities and other relevant sources.	MC-P-09	
8.5	<i>Improvement</i>			Title
8.5.1	Continual improvement	Mercury Communications plans and manages the processes necessary for the continual improvement of the quality management system	MC-P-10	
8.5.2	Corrective action	Mercury Communications takes corrective or preventive action to eliminate the cause of nonconformities in order to prevent recurrence. Corrective / preventive action is to be appropriate to the impact of the problems encountered.	MC-P-12	
8.5.3	Preventive action			

4-2 Compliance with Requirements of ISO 14001:2004

Following table is a compliance matrix that clearly illustrates how the company's quality management system fulfils requirements of the international standard (ISO 14001:2004)

ISO 14001: 2004 Elements		Policy of application	Supporting Doc. code #	Remarks
4	<i>Environmental management system requirements</i>			Title
4.1	General requirements	Mercury Communications establishes, documents, implements, maintains and continually improves an integrated management system in accordance with the requirements of ISO 9001: 2008 & ISO 14001: 2004	QEM	
4.2	Environmental policy	Chairman has defined the Company's Quality, Environmental and Safety Policy on page (6).	QE Policy	
4.3	<i>Planning</i>			Title
4.3.1	Environmental aspects	Mercury Communications identifies the environmental aspects of its activities and services that can control and over which it can be expected to have an influence, in order to determine those which have or can have significant impacts on the environment. This information is used as an input to the setting of environmental objectives and targets, and therefore is continuously reviewed and updated.	MC-P-14	
4.3.2	Legal and other requirements	The identification and provision of access to legal and other requirements to which the organization subscribes (and that are) directly applicable to the environmental aspects of its activities, products, or services, as required in ISO 14001 (2004) and defined in the Operational Procedure.	MC-P-14	
4.3.3	Objectives, targets and program(s)	Objectives and associated execution plans are set on accumulated program. The Quality Assurance Department is responsible for ensuring that a program is established and maintained for achieving the Quality and environmental objectives and targets. The environmental management program applies to all relevant levels and functions of Mercury Communications. The environmental management program will be amended when necessary to cover projects relating to new developments, and new or modified activities, products and services.	MC-P-14	

ISO 14001: 2004 Elements		Policy of application	Supporting Doc. code #	Remarks
4.4	Implementation and operation			Title
4.4.1	Resources, roles, responsibility and authority	Organization chart is described on page 8 of this manual. It identifies functions and their interrelations within Mercury Communications. Mercury Communications has defined and communicated these responsibilities in the form of job descriptions maintained by HR Department. The General Manager is the Management Representative.	QEM	
4.4.2	Competence, training and awareness	Training need assessment is performed on annual basis. Training records are maintained to demonstrate competence of personnel and evaluation of training.	MC-P-15	
4.4.3	Communication	A log for environmental communications is maintained at Q&E department. Mercury Communications insists to have friendly relations with interested parties and have effective communications with them. We seriously handle all complaints and relief its causes.	MC-P-14	
4.4.4	Documentation	The Integrated management system documentation includes: <input type="checkbox"/> Procedures required per ISO 9001: 2008 and ISO 14001: 2004 Standards. <input type="checkbox"/> Documents required by Mercury Communications ensuring the effective operation and control of its processes. Mercury Communications QEMS documentation hierarchy are illustrated in page 12	QEM	
4.4.5	Control of documents	Quality Assurance Department controls system documents and each relative technical department controls its own technical documents. Such controls include methods of issuance, deletions, amendments and distribution of documents.	MC-P-11	
4.4.6	Operational control	Quality & Environmental Manager is assigned to supervise operational controls. Work instructions are established for each operation affecting the environment where needed. Wastes are managed to insure reduction, reuse, recycle or safe disposal. Power conservation is essential for environmental protection.	MC-P-14	
4.4.7	Emergency preparedness and response	Procedures and practices are established for preventing and responding to environmental emergency situations where they may have a significant impact on the environment.	MC-P-14	

ISO 14001: 2004 Elements		Policy of application	Supporting Doc. code #	Remarks
4.5	<i>Checking</i>			Title
4.5.1	Monitoring and measurement	Based on environmental aspects evaluation, a monitoring plan is set for monitoring significant environmental aspects as needed. Such monitoring and measurement could be by self efforts or through professional party.	MC-P-14	
4.5.2	Evaluation of compliance	Monitoring and measurements results are reported to management accompanied with notes to demonstrate legal compliance situation.	MC-P-14	
4.5.3	Nonconformity, corrective action and preventive action	Mercury Communications takes corrective or preventive action to eliminate the cause of nonconformities in order to prevent recurrence. Corrective / preventive action is to be appropriate to the impact of the problems encountered.	MC-P-12	
4.5.4	Control of records	Records are established and maintained to provide evidence of conformity to requirements and the effective operation of the integrated QEMS, and to demonstrate conformance to the requirements of all applicable standards. Mechanisms are established for records to remain legible, readily identifiable and retrievable.	MC-P-11	
4.5.5	Internal audit	Mercury Communications conducts internal audits to determine whether the management system conforms to the requirements of the integrated management system and has been effectively implemented and maintained. Qualified independent internal auditors conduct annual audits and report audit results to management.	MC-P-08	
4.6	<i>Management review</i>	Mercury Communications' management team reviews the management system at least once per year to ensure its continuing suitability, adequacy and effectiveness. This review evaluates any need for changes to Mercury Communications' management system, including quality and environmental policy and objectives.	MC-P-10	

4. Administration and Links to ISO 9001-2008

4-1 Manual Administration

The Chairman and the Management Representative together with the Executive Team shall review the effectiveness and suitability of the Management System at least once a year. As well as the Management System documentation, the whole scope of this Manual shall also be reviewed.

Where the system is found to be ineffective as a result of the changing needs of Mercury Communications business operations and its interested parties, amendments shall be made to this manual.

Amendments shall be circulated to all registered holders of controlled copies who shall be responsible for updating their copies. When the sum of the amendments involves changing more than ten pages of the manual, the Management Representative shall authorize the re-issue of the whole manual. Every issue replaces and cancels all previous issues and amendments. Each issue and revision is identified with a number.

4-2 Scope and Field of Application of Mercury Communications Management System

This manual and its contents apply to “Mercury Communications” company, which undertakes the activities of integrated marketing communications.

Quality Management System & this manual **cover** all elements that required in the international standards (ISO-9001-2008) **Except the Following Elements:**

- 1- ISO 9001-2008 / 7.5.2 validation of processes for and service provision
- 2- ISO 9001-2008 / 7.6 control of monitoring and measuring devices

The quality related Processes & procedures that support the implementation of quality management system are referenced in details in section 2.5 and in the compliance matrix (Part No.3) of this manual.

Section No. (2.4) business process model illustrates interaction between the company's quality management system processes.

Justification for Excluded Elements:

- All company's products could be verified after completion to insure quality of products
- The company is not using measuring devices for judging quality of products

This manual also covers the requirements of the EMS international standard ISO14001-2004 which is applied in all company's activities.

4-3 Confidentiality

This Management System Manual is the intellectual property of Mercury Communications and may not be copied in whole or part or transmitted to any third party without the express written permission of the Management Representative.

The Management Representative must approve the issue of any copy of this Management System Manual to any external individual or organization.

It must be emphasized that the operating procedures relating to the core service realization processes are strictly confidential to the company. No copies will be issued externally and the copies available on site are for internal use only. Where copies of supporting procedures are issued externally, they are for information purposes only.

The company reserves the right to withhold any information without giving reason.