



December 2, 2014

Lecico Egypt S.A.E. GDR - Upgrade of Regulation S Global Depositary Receipt (GDR) to a Level – I (OTC) American Depositary Receipt (ADR)

Regulation S CUSIP#: 523240208
ISIN: US5232402082

Level CUSIP#: 523240307
ISIN: US5232403072

The Bank of New York Mellon, as depositary (the “Depositary”) for the global depositary receipts (“GDRs”) representing ordinary shares of Lecico Egypt S.A.E. (the “Company”) issued pursuant to a Deposit Agreement between the Company and the Depositary dated 23 November 2004, as amended by supplemental agreements dated 25 August 2009 and 4 August 2014 (the “Deposit Agreement”), wishes to inform holders of the intended upgrade of its Regulation S GDR facility into its Level I facility.

Effective December 11, 2014 holders of Lecico Egypt Regulations S GDRs (CUSIP # 523240208/ISIN # US5232402082) will be required on a mandatory basis to exchange their GDRs into Lecico Egypt Level I ADRs (CUSIP # 523240307/ ISIN # 5232403072) on a one (1) for one (1) basis.

The Depositary will coordinate the issuance of ADRs and cancellation of GDRs directly with Euroclear and Clearstream (European Clearing Centers) and BNYM London, as Common Depositary.

Holders of Lecico 144A GDRs (CUSIP # 523240109/ISIN# US5232401092) will not be subject to this exchange.

The following are the pertinent details:

Regulations S Facility

CUSIP# 523240208
ISIN #: US5232402082

Level 1 Facility

CUSIP# 523240307
ISIN #: 5232403072

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

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BNY Mellon collects fees from DR holders pursuant to the terms and conditions of the DRs and the deposit agreement under which they are issued. From time to time, BNY Mellon may make payments to the issuer to reimburse and / or share revenue from the fees collected from DR holders, or waive fees and expenses to the issuer for services provided, generally relating to costs and expenses arising out of establishment and maintenance of the DR program. BNY Mellon as depositary may use brokers, dealers or other service providers that are affiliates and that may earn or share fees and commissions. The corporate action details are provided for informational purposes only. BNY Mellon does not warrant or guarantee the accuracy or completeness, and does not undertake any obligation to update or amend, this information or data. We provide no advice, recommendation or endorsement with respect to any company or security. Nothing herein shall be deemed to constitute an offer to sell or a solicitation of an offer to buy Securities.