

# A New Name. A Deeper Legacy. A Bolder Future.

## *Egytrans Officially Rebrands to Egytrans NOSCO, Stepping Into a New Era of Logistics Leadership*

After over 50 years of setting the benchmark for integrated transport and logistics in Egypt and the wider region and after the strategic acquisition of NOSCO, Egytrans is proud to announce its official rebrand to **Egytrans NOSCO**, a powerful new identity that honors a deep legacy while boldly signaling what comes next.

The evolution from the iconic Egytrans mark, a symbol of reliability, operational excellence, and decades of trust, to the modern Egytrans NOSCO identity is far more than a visual update. It is a strategic statement.

The new brand identity reflects a sharper, more unified vision for a company that has long been at the forefront of moving critical cargo across industries, and is now stepping forward with even greater ambition, capability, and reach.

### **Built for the Next Chapter of Logistics**

The logistics industry is changing fast. Complex cargo, critical deadlines, and increasingly demanding supply chains require partners who are experienced, agile, innovative, and built to scale. The Egytrans NOSCO rebrand is a direct response to that reality.

Under this new identity, Egytrans NOSCO brings together a comprehensive and powerful ecosystem of logistics solutions: sea freight, air freight, land transport, project logistics, customs clearance, warehousing, heavy lift transport, and integrated supply chain management. Our expertise runs deep across industries, from high-stakes project cargo to time-sensitive commercial freight, and our new brand reflects the full breadth of what we are capable of delivering.

This rebrand is grounded in three defining principles: **innovation**, **agility**, and **forward-thinking strategy**, the pillars that will drive Egytrans NOSCO as we expand our services, enter new markets, and create greater value for our clients and partners.

### **50+ Years of Excellence, One Stronger Identity**

This is also a moment of celebration. Egytrans has built an unmatched reputation, navigating the most complex logistics challenges, delivering under pressure, and earning

the trust of industry leaders across Egypt and beyond. That track record is the foundation upon which Egytrans NOSCO stands.

*"This rebrand marks a defining moment in our journey,"* said **Eng. Abir Leheta, Group CEO Shared Services** for Egytrans NOSCO. *"The name Egytrans NOSCO represents who we are today and who we are committed to becoming, a smarter, stronger, and more connected logistics leader. We are ready to lead the next chapter, and we are proud to do it under this new identity,"* Leheta added.

"Egytrans NOSCO brings together decades of expertise from two organizations that have each built a strong legacy in this industry. We are now channeling that combined depth into one unified vision, and the results will speak for themselves," said **Eng. Mohamed Nadim, Egytrans NOSCO Group CEO Commercial & Operations**

**The Logo Is New. The Experience Runs Deep.**

OLD LOGO The old logo features the word "EGYtrans" in a bold, sans-serif font. "EGY" is in blue, and "trans" is in a lighter blue. A green chevron shape is integrated into the letter "Y".

NEW LOGO The new logo consists of the words "EGYTRANS" and "NOSCO" stacked vertically in a bold, sans-serif font. "EGYTRANS" is in blue, and "NOSCO" is in green. To the right of the text is a large green chevron shape pointing to the right.

Egytrans NOSCO steps into this new era with a combined team, the same commitment to excellence, and the same relentless focus on client outcomes that have defined us from the start. Our brand has evolved, and so has our capability to deliver smarter solutions, take on larger and more complex projects, and driving Egypt's logistics sector forward.