

PRESS RELEASE

Young Arabs say Egypt has the MENA region's best chance of victory in biggest ever FIFA World Cup for Arab teams

- *Two-thirds of young Arabs say they will closely follow the World Cup competition*
- *Saudi Arabia face Russia in opening game – but a third of young Arabs say region's best hope for progressing lies with Egypt*

DUBAI; JUNE 4, 2018: With a record four Arab national teams competing in the FIFA World Cup this year - Egypt, Morocco, Tunisia and Saudi Arabia - ASDA'A Burson-Marsteller's 10th annual Arab Youth Survey reveals that young people across the region think that Egypt has the best chance among the Arab nations of progressing through the tournament.

Two in three young Arabs (65 per cent) say they will closely follow the World Cup competition, which kicks off in Russia on June 14, 2018 with the Saudi Arabia team playing the hosts of the World Cup; and young Arab women (60 per cent) are nearly as likely to follow the competition as young Arab men (70 per cent). Among those who will follow the competition, 14 per cent say that Germany will be crowned the FIFA World Cup 2018 champions, 13 per cent say Brazil has the best chance to win, while another 12 per cent expect Argentina to win.

Among those who will follow the competition, 11 per cent say they will support Egypt, making the Egyptian team as popular as Argentina (12 per cent) and Germany (10 per cent). Egypt is the clear fan favorite in the GCC countries, with 24 per cent of GCC youth saying they will support Egypt in the competition.

When asked specifically about the four Arab nations taking part in the World Cup, Egypt is the favorite with a third of respondents (34 per cent) saying Egypt will outperform other Arab countries in Russia, followed by Morocco (22 per cent), Saudi Arabia (21 per cent), and Tunisia (19 per cent).

Sunil John, founder of ASDA'A Burson-Marsteller and President, Middle East, Burson Cohn & Wolfe, said: "The FIFA World Cup is going to be a major event for youth in the Middle East and North Africa. With the highest ever participation from Arab national teams, it's not surprising that two in every three young Arabs will be following the competition closely. The FIFA World Cup encourages a sense of unity among supporters in the Arab world, and brings feelings of hope and excitement across the region."

The survey was conducted prior to Egypt's star player, Mohammed Saleh, suffering a shoulder injury during Liverpool's defeat to Real Madrid in the Champions League final last month. Saleh's involvement in Russia is still hanging in the balance but there is hope that he will make a full recovery and participate in Egypt's opening match against Uruguay on June 15, 2018.

ASDA'A Burson-Marsteller



ARAB YOUTH SURVEY 2018

— arabyouthsurvey.com —

The ASDA'A Burson-Marsteller Arab Youth Survey is the largest survey of its kind of the Middle East's largest demographic – its youth. For this year's Survey, international polling firm PSB Research conducted 3,500 face-to-face interviews with exclusively Arab national men and women aged 18-24 in the six Gulf Cooperation Council (GCC) countries of the UAE, Saudi Arabia, Qatar, Kuwait, Oman and Bahrain; Iraq, Egypt, Jordan, Lebanon, Libya, the Palestinian Territories, Tunisia, Morocco, Algeria and Yemen, between January 21 and February 20, 2018.

Read the full findings and expert insight and commentary on this year's Survey at www.arabyouthsurvey.com

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About the Arab Youth Survey

The ASDA'A Burson-Marsteller Arab Youth Survey, launched in 2008, is the largest survey of its kind of the Middle East's largest demographic – its youth. It provides governments, the private sector and civil society with insights into the hopes, concerns and aspirations of Arab youth. For the 10th annual ASDA'A Burson-Marsteller Arab Youth Survey 2018, PSB Research, an international polling firm, conducted 3,500 face-to-face interviews with Arab national men and women aged 18-24 between January 21 and February 20, 2018, in the six Gulf Cooperation Council states (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE), North Africa (Algeria, Egypt, Libya, Morocco, and Tunisia) the Levant (Iraq, Jordan, Lebanon and Palestinian Territories) and Yemen. The margin of error is +/-1.65%. In-depth results from the Survey, including a white paper in Arabic and English, are available on www.arabyouthsurvey.com

About Burson Cohn & Wolfe

Burson Cohn & Wolfe (BCW) is one of the world's largest, full-service, global communications agencies with deep expertise in digital and integrated communications, across all industry sectors. The agency combines expertise in digitally-driven, creative content and integrated communications – across the consumer, healthcare and technology sectors – with deep strength in public affairs, corporate reputation, crisis, and research and analytics. Burson Cohn & Wolfe is a network of more than 4,000 employees across 42 countries.

About ASDA'A Burson-Marsteller

Established in 2000, ASDA'A Burson-Marsteller is the region's leading public relations consultancy, with ten wholly-owned offices and seven affiliates across 15 countries in the Middle East and North Africa. The agency provides services to governments, multinational businesses and regional corporate clients and institutions, operating five specialist communication practices – Consumer & Healthcare, Corporate, Financial, Enterprise & Technology and Public Affairs. A digital, design and marketing subsidiary – Proof IC – and a full-service research insights agency – PSB Research Middle East – complete the offering. www.asdaabm.com <http://www.arabyouthsurvey.com/>

About PSB Research:

PSB is a full-service global custom research and analytics consultancy that connects data-driven insights with human experience to help the world's most admired brands solve their most critical challenges. PSB brings together the lessons from the campaign trail and the boardroom along with a competitive mindset that is fast and focused on winning. Rooted in the science of public opinion and advanced analytics, PSB specializes in providing messaging and strategic guidance for blue-chip political, corporate, technology, healthcare, entertainment, and government/public sector clients. PSB's operations include over 200 consultants and a sophisticated in-house market research infrastructure with the capability to conduct work in over 90 countries. The company operates offices around the world, including in Washington D.C., New York, Seattle, Los Angeles, Denver, London and Dubai. www.psbresearch.com

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