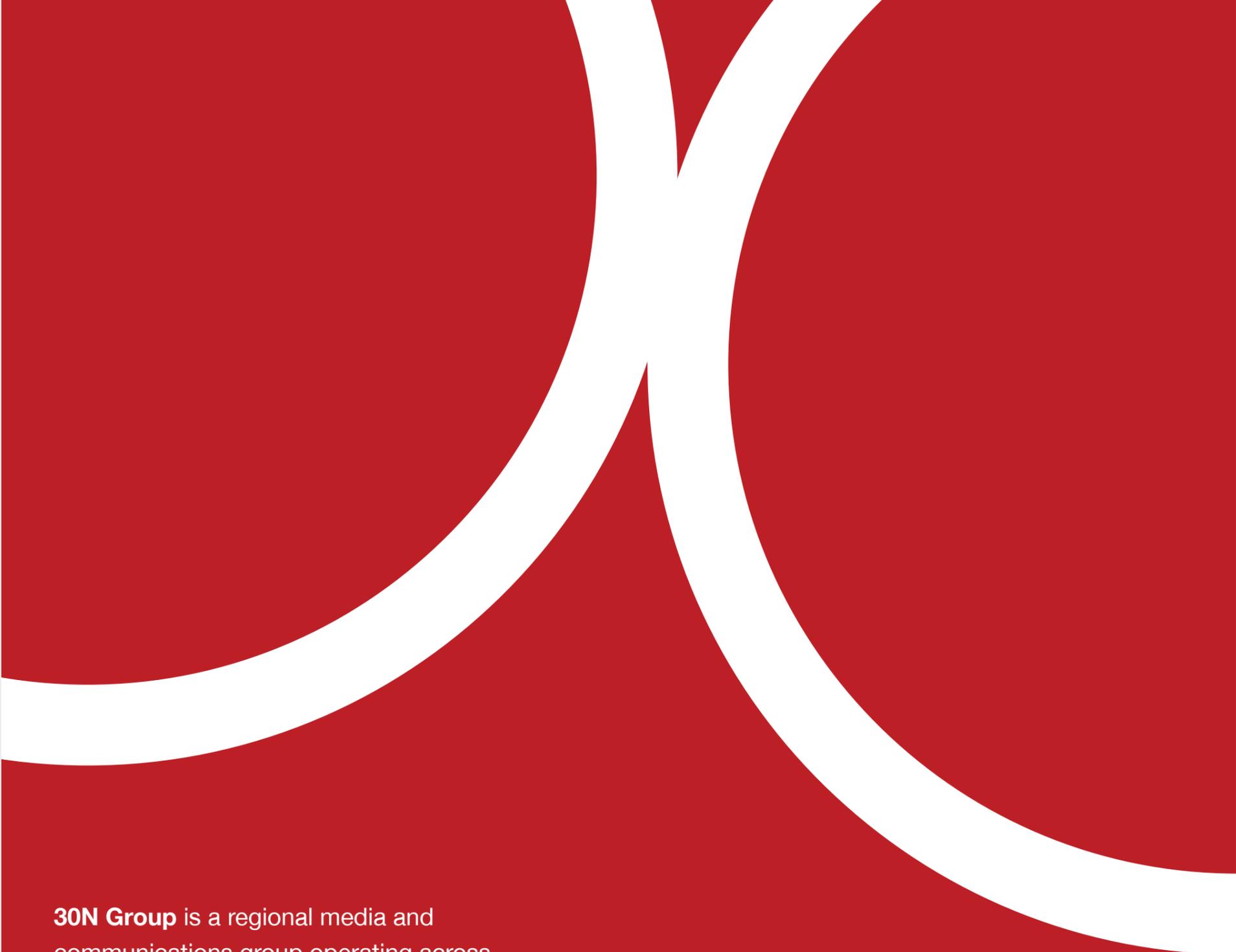


The logo features the text '30°N' in a large, white, sans-serif font with a degree symbol over the zero. Below it, the word 'GROUP' is written in a smaller, white, sans-serif font. The background is a vibrant red with two large, white, curved lines that sweep across the upper portion of the frame. A vertical white bar is positioned on the right side of the image.

30°N
GROUP

**BRINGING
WHAT'S NEXT**



30N Group is a regional media and communications group operating across Cairo, Dubai, and Riyadh. We work at the intersection of strategic communication, global media, events, AI, capacity building and sports marketing to help institutions, brands, and leaders shape narratives, build influence, and create meaningful impact across markets.

30N Group – 2025 Flagship Report

**Key milestones, projects, and
partnerships across the group**



Strategic Communication & Global Media

THIRTY DEGREES NORTH



TDN is a strategic communication and media representation agency with deep expertise in national, regional, and global markets. We help organizations, leaders, and institutions shape narratives, build reputation, and achieve meaningful engagement with their audiences.

At TDN, we provide authority and access — not just exposure.

Our services include:

- Strategic Media Planning
- National, Regional and International Media Relations
- International Media Campaigns
- Comprehensive PR & Communication Services
- Crisis Management & Reputation Protection
- Media Monitoring & Analysis

Led the international media campaign for the opening of the Grand Egyptian Museum, shaping and safeguarding its global narrative across major international outlets — a defining moment that showcased TDN's strategic depth and operational excellence.

Contact us if you:

- Want to expand your brand's exposure to national, regional and international markets.
- Want to strengthen your brand's presence at the national level.
- Are managing complex or high-stakes communication moments
- Are positioning a flagship project, institution, or leadership voice
- Want to attract national, regional, or international audiences

Flagship in 2025
Flagship in 2025



Summit[®]
creative events

Signature Events & Global Experiences

Summit is an event strategy and production company delivering signature events across national, regional, and international markets. We work with institutions, brands, and platforms to design experiences that reflect identity, ambition, and relevance.

We manage the full event journey — from concept and content design to production and execution — while curating global speakers and world-class moderators. Our approach integrates storytelling, media, technology, and AI-driven solutions to create events that resonate beyond the stage.

SUMMIT

Our services include:

- Event strategy, concept development, and narrative design
- Conference, forum, and flagship event production
- Content and agenda design
- Global speaker curation and international moderator hiring
- Media integration and event amplification
- Technology and AI-powered audience engagement solutions

Contact us if you:

- Are planning a flagship conference, forum, or an event
- Seek access to global speakers and experienced international moderators
- Aim to integrate media, technology, and AI into your event experience
- Are building a recurring event platform, not a one-off activation

Delivery of on-ground activations in London and Liverpool for the Football Writers' Association (FWA) Footballer of the Year Awards, alongside the production of the Egypt Media Forum 2025, demonstrating Summit's ability to operate across markets, countries, and scales.



Flagship in 2025

Flagship in 2025



AI, Innovation & Capacity Building

4LABS



4Labs is an innovation and AI hub, based in Dubai, supporting organizations across national, regional, and global markets. We work with institutions, media organizations, and corporates to embed AI, data, and innovation into their operations and decision-making. Our approach combines AI solutions, capacity building, market intelligence, and data-driven insights to help organizations adapt, evolve, and lead in a rapidly changing media and communication landscape.

Our services include:

- AI solutions and applied AI use cases
- Capacity building and professional training programs
- Market intelligence, research, and data analysis
- Innovation labs and future-focused experimentation
- Strategic advisory for digital and technological transformation

Contact us if you:

- Want to equip your teams and projects with practical AI tools and applications
- Need data-driven insights to understand and enter new markets
- Are preparing for digital or technological transformation
- Seek to build future-ready media and communication capabilities
- Want innovation that delivers real operational impact

Design and exhibition of the region's first VR-predicted newsroom for 2030

Our partners

Alongside strategic partnerships with Financial Times Strategies, Poynter, and RNTC, positioning 4Labs at the forefront of media and AI innovation.

FT STRATEGIES

Poynter.

rntc

Flagship in 2025

Flagship in 2025



Sports Marketing & Content Networks

Gamify! connects sports, content, and brands across traditional sports, football, and esports, bridging audiences between East and West.

Flagship in 2025

Official sponsorship of the Footballer of the Year Awards in London, celebrating Mo Salah and expanding Gamify!'s presence in global sports marketing.

We work with organizations seeking to:

- Market sports content across regional and global platforms
- Build strategic sports and entertainment partnerships
- Engage audiences through sports-driven storytelling
- Connect brands with athletes and sports ecosystems

Flagship in 2025

Flagship in 2025

GAMIFY!



Image captured during the official Footballer of the Year Awards ceremony 2025

Contact us:

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Website: www.30ngroup.com