

THE 7TH ANNUAL LONDON CONFERENCE
MENA & FRONTIER MARKETS
THE PLAYING FIELD

6 - 9 NOVEMBER 2017
EMIRATES ARSENAL STADIUM
LONDON, UK

PARTICIPATION GUIDELINES

EFG HERMES IS PLEASED TO WELCOME YOU TO THE 7TH ANNUAL LONDON CONFERENCE

Accounting for more than 75% of global growth, emerging and frontier markets are increasingly gaining new investor interest particularly as Middle East markets including Egypt, Saudi Arabia, the United Arab Emirates and Kuwait advance their reform agendas, and as new patterns of trade, domestic demand and external financial conditions present both threats and opportunities across frontier markets. This new global reality makes the 2017 London Conference a critical venue for top global

institutional investors who are seeking first hand insights from C-suite executives from companies across MENA and the frontier that could outperform going forward.

This year's gathering will feature an expanded roster of presenting companies, with participation from outside MENA set to include a large contingent from Pakistan as well as select invitees from Kenya, Nigeria, Bangladesh, Sri Lanka and other compelling frontier markets.



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VENUE

Emirates Arsenal Stadium, London, UK

The Emirates Arsenal Stadium is renowned across the United Kingdom and throughout Europe as one of the most stunning sporting arenas in the world. Located in London, England the Emirates Arsenal Stadium doubles as a high profile international conferences and summits venue, staying true to the global city's reputation as the world's financial center and its business-friendly environment.

Welcoming over 14 million tourists per year, London is also home to famous restaurants, shopping destinations, historical landmarks and cultural opportunities. For further details on convenient

ways to get there, [see here](#). The entrance for the conference will be through the South Entrance (Dial Square Restaurant), with the nearest tube station being Arsenal (Piccadilly Line), an approximately three-minute walk from the stadium. For a more detailed look at the layout of the stadium, please [click here](#).

Emirates Stadium
London N5 1BU
United Kingdom
Tel: +44 (0) 7808883511
deliveries@arsenal.co.uk

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Presenters

It is recommended that a team including your Chief Executive Officer, Chief Financial Officer and the Executive responsible for Investor Relations attend the meetings.

Session

The following are guidelines for the sessions:

- Each company should prepare a 30-minute presentation for investors.
- The presentation will be followed by a 20-minute Q & A session.
- There is a 10-minute preparation / break period after each 50-minute session.

Audio and Visual

Audio and Visual requirements should be communicated to the 7th London Conference team via the AV Form, which needs to be filled out and submitted before **24 August 2017**.

Company Profile

A booklet containing your corporate information will be produced and given to all attending investors, providing them with an overview of your company's operations and financials. The EFG Hermes Research team will be in contact with you to gather and communicate the information to be provided.

Presentation

Participating companies' presentations will be uploaded on the conference website prior to the conference. We thus request that you kindly send a print-resolution (not press resolution) PDF of your presentation to londonconference@efg-hermes.com before **24 October 2017**.

Audience

You will meet fund managers and buy-side investors from a number of leading London-based and European investment teams with a demonstrated interest in the MENA region. Feedback shows that the region is most frequently covered under the following remits:

- Global emerging market specialists
- Africa & Middle East specialists
- Sector specialists (Consumer Discretionary, Consumer Staples, Energy, Financials, Healthcare, Industrials, Materials, Real Estate & Hospitality, Telecommunications and Utilities)

Logo

To ensure maximum exposure for all participants, company logos will be displayed in the conference map, branding materials, and throughout the conference venue. We would appreciate receiving your high-resolution logo (in JPEG, PDF, Freehand or Adobe Illustrator format, at least 600 k or 300 dpi resolution for non-vector files) at londonconference@efg-hermes.com before **24 August 2017**.

Promotional and Company Materials

To make best use of your networking time, please be sure to bring an ample supply of business cards. To further support delivery of your IR message, we would recommend that you make your company's annual report available in the meeting room for investors to take with them as well as other investor facing communication materials that you find appropriate.

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Media

To ensure that delegates can reach the widest possible audience with their investment platform, select members of the media have been invited to the 7th London Conference. If you are interested in conducting an interview, please indicate your preference when you register online.

DELIVERIES

If you are sending over any items for use during the event, we ask that you give us 48 hours' notice of the delivery via the [Shipping Form](#). Please provide us with the delivery time, the name of the delivery company and a description of the items being delivered.

All packages should be marked "The 7th Annual London Conference, 6 - 9 November 2017" for the attention of Arsenal Logistics with the name of your company clearly marked on each package and the number of packages being sent. They will be stored in a secure area and taken to the function room on the day of the event.

Packages should be sent to:

The 7th Annual London Conference
AFC Venue Set-up, Arsenal Logistics
Security Entrance, Emirates Stadium
Queensland Road
London, N7 7AJ

Please note that any items delivered that are not expected could be refused, so please be sure to send the information before **24 October 2017**.

USEFUL INFORMATION

Accommodation

EFG Hermes has negotiated conference rates at the St. Pancras Renaissance London Hotel, an elegant, unique, five-star hotel that fuses Victorian splendor with contemporary style. The hotel is adjoined to St. Pancras railway station, set in the heart of Central London with more underground connections than any other London station and four main services from the station – Eurostar, East Midlands Trains, Southeastern and ThamesLink. The hotel offers easy access to Oxford Street, Bicester Village, and many of the other famous restaurants, shopping destinations, historical landmarks and cultural opportunities that London and the UK have to offer. For more on the local area, please [click here](#).

Visas

Please consult the British embassy or consulate nearest you for information regarding visa requirements. If you require assistance obtaining a visa, we would be pleased to send you an official invitation that can be presented when applying. Please contact us at londonconference@efg-hermes.com for further assistance in this regard.

Language

The official language of the conference is English.

Climate

Temperatures in London in early November typically range between daytime highs of 10° and overnight lows of 6° Celsius (50° and 43° Fahrenheit), although the weather can be unpredictable. Rain is common at this time of year.

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Time Zone

GMT-1 during the conference.

Dress Code

Formal business attire is generally recommended throughout the course of the conference.

Important Deadlines

Registration	6 October 2017
Flight information	6 October 2017
High resolution logo	6 October 2017
AV Form	6 October 2017
Presentation	22 October 2017
Shipping Form	24 October 2017

Information on the program, the list of companies presenting and logistics will be regularly updated on the 7th Annual London Conference website.

CONTACT US

Email : londonconference@efg-hermes.com

TRANSPORTATION

To and from airport

Transportation services to and from the airport can be arranged directly through the concierge desk at the St. Pancras Renaissance London Hotel for a charge.

To and from conference venue

EFG Hermes will be arranging complimentary shuttle buses to transport conference participants from the St.Pancras Renaissance Hotel to and from the conference venue. A detailed transportation schedule will be made available ahead of the conference.

Contact Information

St. Pancras Renaissance London Hotel,
Concierge Euston Road
London, England NW1 2AR United Kingdom

Phone: +44 (0) 20 7841 4831

Email : hope.clark@renaissancehotels.com

URL : <http://www.marriott.co.uk/hotels/travel/lonpr-st-pancras-renaissance-london-hotel/>

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DAY 1: MONDAY, 6 NOVEMBER 2017

- 07:00 – 18:00** Registration, Scheduling & Hospitality [Woolwich Suite, East Entrance]
- 08:00 – 11:50** One on One Meetings [Executive Boxes]
- 12:00 – 12:05** A welcome note by Karim Awad, Group CEO EFG Hermes Holding [Dial Square Suite]
- 12:00 – 13:20** Lunch [Dial Square Suite]
- 13:30 – 18:20** One on One Meetings [Executive Boxes]

DAY 2: TUESDAY, 7 NOVEMBER 2017

- 08:00 – 18:00** Registration, Scheduling & Hospitality [Woolwich Suite, East Entrance]
- 08:00 – 11:50** One on One Meetings [Executive Boxes]
- 12:00 – 13:20** Lunch [Dial Square Suite]
- 13:30 – 18:20** One on One Meetings [Executive Boxes]

DAY 3: WEDNESDAY, 8 NOVEMBER 2017

- 07:00 – 18:00** Registration, Scheduling & Hospitality [Woolwich Suite, East Entrance]
- 08:00 – 11:50** One on One Meetings [Executive Boxes]
- 12:00 – 13:20** Lunch [Dial Square Suite]
- 13:30 – 18:20** One on One Meetings [Executive Boxes]

DAY 4: THURSDAY, 9 NOVEMBER 2017

- 08:00 – 19:00** Registration, Scheduling & Hospitality [Woolwich Suite, East Entrance]
- 08:00 – 11:50** One on One Meetings [Executive Boxes]
- 12:00 – 13:20** Lunch [Dial Square Suite]
- 13:30 – 18:20** One on One Meetings [Executive Boxes]

Note: Above agenda is subject to change.

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AUDIO AND VISUAL EQUIPMENT REQUEST FORM

Please check the box next to equipment you require and return this form by email to londonconference@efg-hermes.com or by fax +20 (0)235 357044 before **24 August 2017**.

Available Audio and Visual Equipment

- 6ft wide pull-up screen
- Data projector
- Flip chart

Requested by _____

Company Name _____

Contact Information _____

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SHIPPING FORM

Please complete and return this form by email to londonconference@efg-hermes.com or by fax +20 (0)235 357044 **before 24 October 2017**.

Company Name _____

Contact Name _____

Telephone _____

Date of Shipment _____

Number of Boxes _____

Transport Company _____

Airway Bill Number _____

Origination Address _____

Details

The 7th Annual London Conference
Conference Registration Suite: Woolwich
Arsenal Football Club Logistics Team
deliveries@arsenal.co.uk
+44 (0) 7808883511

Destination Address

The 7th Annual London Conference
Conference Room: Royal Oak
AFC Venue Set-up, Arsenal Logistics, Security Entrance, Emirates
Stadium, Queensland Road
London, N7 7AJ