

## The 3<sup>rd</sup> London MENA Conference

Don't Misplace Your Investments. Get On-the-Ground Insights.

InterContinental Park Lane, London, UK | 18-19 September 2013

### PARTICIPATION GUIDELINES

## EFG Hermes is pleased to welcome you to the 3<sup>rd</sup> London MENA Conference

In a fast-changing region, on-the-ground insights have never been more important in guiding a successful investment strategy. And for issuers across the Arab world, there has never been a more important time to keep open lines of communication with leading global investors. At the 3<sup>rd</sup> London MENA Conference, buy-side investors and fund managers will be given the opportunity to meet one on one with C-Suite executives from the region's leading companies during this time of change. Held in collaboration with the London Stock Exchange, the conference also provides senior management from regional market leaders with a platform to present their business cases directly to potential investors while strengthening relationships with existing shareholders.

### Venue | London, England

The world's financial centre, London is a leading global city renowned for its friendly business environment. Welcoming over 14 million tourists per year, it is also home to famous restaurants, shopping destinations, historical landmarks and cultural opportunities.

The 3<sup>rd</sup> London MENA Conference will be held at the InterContinental London Park Lane.

InterContinental London Park Lane  
One Hamilton Place, Park Lane  
London, England (United Kingdom) W1J7QY  
Tel: +44 (0)207 4093131  
<http://www.ihg.com/intercontinental/hotels/gb/en/london/lonhb/hoteldetail>

### 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

Every investor presentation is allotted 50 minutes.

The following are the guidelines for these 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 3<sup>rd</sup> London MENA Conference team via the [AV Form](#), which needs to be filled out and submitted before **1 September 2013**.

### 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

Each attending investor will receive a memory stick that contains the presentations of the participating companies. We thus request that you kindly send a print-resolution (not press resolution) PDF of your presentation to [londonMENA@efg-hermes.com](mailto:londonMENA@efg-hermes.com) before **1 September 2013**.

### 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 markets specialists
- Africa & Middle East specialists
- Sector specialists (Consumer Discretionary, Consumer Staples, Energy, Financials, Health Care, 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.

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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 [londonMENA@efg-hermes.com](mailto:londonMENA@efg-hermes.com) before **1 September 2013**.

### 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 communications materials that you find appropriate.

### 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 3<sup>rd</sup> London MENA 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 "EFG Hermes 3<sup>rd</sup> London MENA Conference 18-19 September 2013" for the attention of Shannon Yee Mun Chan, Events Manager with the name of your company clearly marked on each package and the number of packages being sent. Packages should be sent to:

InterContinental London Park Lane  
ATTN: Shannon Yee Mun Chan, Events Manager  
One Hamilton Place, Park Lane  
London W1J 7QY  
UK  
Email: [shannon.chan@ihg.com](mailto:shannon.chan@ihg.com)

Please note that any items delivered that are not expected could be refused, so please be sure to send the information before **1 September 2013**.

## Agenda

### DAY 1 – WEDNESDAY, SEPTEMBER 18, 2013

- 1**
- 07:00 Registration [Room 406, 4th Floor, InterContinental Park Lane]
  - 08:00 One on one meetings begin [3rd & 4th Floor, InterContinental Park Lane]
  - 12:00 Lunch [The Ballroom; Grosvenor House, The JW Marriott Hotel]

**Welcome Note, by Karim Awad, Co-CEO of the Investment Bank at EFG Hermes**  
**Speech by H.E. Dr. Mostafa Hegazy, Presidential Political Adviser - Egyptian Presidency**  
**Speech by Alexander Justham, CEO of the London Stock Exchange**

- 14:00 One on one meetings continue [3rd & 4th Floor, InterContinental Park Lane]
- 18:50 One on one meetings end

### DAY 2 – THURSDAY, SEPTEMBER 19, 2013

- 2**
- 07:00 Registration [Room 406, 4th Floor, InterContinental Park Lane]
  - 08:00 One on one meetings begin [3rd & 4th Floor, InterContinental Park Lane]
  - 12:00 Lunch [Nobu Restaurant, London Old Park Lane]
  - 13:30 One on one meetings continue [3rd & 4th Floor, InterContinental Park Lane]
  - 18:20 One on one meetings end

\* Above agenda is subject to change.

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### Useful Information

#### Accommodation

EFG Hermes has negotiated conference rates at the [InterContinental London Park Lane](#), which is steeped in history and renowned for its elegance. Rooms are assigned on a first-come, first-served basis. You will need to indicate your preference online during registration if you would like to receive assistance in reserving a room. Overflow will be booked at nearby hotels, so please book early.

#### Visas

Please consult the British embassy or consulate nearest you for information regarding visa requirements. If assistance obtaining a visa is needed, we would be pleased to send you an official invitation that can be presented when applying.

Please contact us at [londonMENA@efg-hermes.com](mailto:londonMENA@efg-hermes.com) for further assistance in this regard.

#### Language

The official language of the conference is English.

#### Climate

Temperatures in London in mid-September are typically between 11° and 19° Celsius (52° and 66° Fahrenheit), although the weather can be unpredictable. Rain is common this time of year.

#### Time Zone

London will be on Daylight Saving Time (GMT+1) during the conference.

#### Dress Code

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

#### Meeting Rooms

A meeting room will be assigned for the one on one meetings, which will be available for your use throughout the conference to display your communication materials and other collaterals.

#### Important Deadlines

Registration	20 August 2013
Flights	20 August 2013
Logo	1 September 2013
AV Form	1 September 2013

Presentation	1 September 2013
Shipping Form	1 September 2013

Information on the programme, the list of companies presenting and logistics will be regularly updated on the 3<sup>rd</sup> London MENA Conference website.

#### Ground Transportation

The InterContinental London Park Lane will provide a limousine service which will be available upon request to conference participants. Please refer to the transportation pricing information below.

#### Heathrow Airport

Vehicle Class	Seating	Price (£)
E Class or similar	2-3 persons	158.00
S Class or similar	2-3 persons	218.00
Viano or similar	4-6 persons	258.00

#### Gatwick Airport

Vehicle Class	Seating	Price (£)
E Class or similar	2-3 persons	258.00
S Class or similar	2-3 persons	298.00
Viano or similar	4-6 persons	378.00

\*All fees listed are for roundtrip transfers, and include VAT.

If you would like to hire a private vehicle, you may do so through the InterContinental Concierge department.

Concierge Desk  
InterContinental London Park Lane  
One Hamilton Place, Park Lane  
London W1J 7QY  
UK  
Tel: +44 (0)20 7409 3131  
Direct Dial: +44 (0)20 7318 8748  
Fax: +44 (0)20 7493 3476

#### Contact Us

Email: [londonMENA@efg-hermes.com](mailto:londonMENA@efg-hermes.com)  
URL: <http://3londonmena.efghermes.com>



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### Shipping Form

Please complete and return this form by email to [londonMENA@efg-hermes.com](mailto:londonMENA@efg-hermes.com) or by fax +20 (0)235 357044 before **1 September 2013**.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_

Date of Shipment \_\_\_\_\_

Number of Boxes \_\_\_\_\_

Transport Company \_\_\_\_\_

Airway Bill Number \_\_\_\_\_

Origination Address \_\_\_\_\_

#### Destination Address

InterContinental London Park Lane  
ATTN: Shannon Yee Mun Chan, Events Manager  
One Hamilton Place, Park Lane  
London W1J 7QY  
UK  
Email: [shannon.chan@ihg.com](mailto:shannon.chan@ihg.com)

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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 [londonMENA@efg-hermes.com](mailto:londonMENA@efg-hermes.com) or by fax +20 (0)235 357044 before **1 September 2013**.

#### Available Audio and Visual Equipment

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

Requested by \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Information \_\_\_\_\_