



PARTICIPATION GUIDELINES

EFG Hermes is pleased to welcome you to the EFG Hermes 5th London MENA Conference 2015

As the EFG Hermes London MENA Conference commences for a 5th year, the region is faced with a particularly compelling economic landscape. Oil prices remain low, but the dollar is strong, the USD 531 billion Saudi market is opening up to foreign investors, and the UAE and Qatar have been elevated to MSCI emerging markets status. Meanwhile, there continues to be both a strong pipeline of IPOs in the offing and an uptick in M&A activities in Egypt.

Against such an intriguing regional backdrop, obtaining first-hand insights from C-suite executives at leading regional companies and improving lines of communication with leading international investors are essential components of a successful regional strategy. At the EFG Hermes 5th London MENA Conference 2015, buy-side investors and fund managers are given the opportunity to meet one on one with top management from the region's leading companies. 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: Emirates Arsenal Stadium, London, UK

The Emirates Arsenal Stadium is one of the world's most breathtaking sporting arenas that doubles as a venue for high profile international conferences and summits and is renowned across the United Kingdom and throughout Europe. 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 further details on convenient ways to get there, [see here](#). For a more detailed look at the layout of the stadium, please [click here](#). 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.

Emirates Stadium
London N5 1BU
United Kingdom
Tel: +44 (0)207 7044030
stadium@arsenal.co.uk





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 EFG Hermes 5th London MENA Conference 2015 team via the AV Form, which needs to be filled out and submitted before **12 August 2015**.

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 before **24 August 2015**.

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, Health Care, Industrials, Materials, Real Estate & Hospitality, Telecommunications and Utilities.)



London, UK

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 londonMENA@efg-hermes.com before **12 August 2015**.

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 EFG Hermes 5th London MENA Conference 2015. If you are interested in conducting an interview, please indicate your preference when you register online.



EFG HERMES 5th LONDON MENA CONFERENCE 2015

Your Bridge to MENA Investment Perspectives
Emirates Stadium, London, UK | 7 - 9 September 2015

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 5th London MENA Conference 2015 7-9 September 2015" for the attention of Andrew Daniel, 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 5th London MENA Conference – EFG Hermes
Conference Room: Royal Oak
C/O Andrew Daniel, 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 August 2015**.

Contact Us

Email: londonMENA@efg-hermes.com
URL: <http://5londonmena.efghermes.com>

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 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 for further assistance in this regard.

Language

The official language of the conference is English.

Climate

Temperatures in London in early September are typically between 12° and 20° Celsius (54° and 68° 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	6 July 2015
Flight	2 August 2015
Logo	12 August 2015
A/V Form	12 August 2015
Presentation	24 August 2015
Shipping Form	24 August 2015

Information on the program, the list of companies presenting and logistics will be regularly updated on the EFG Hermes 5th London MENA 2015 Conference website.

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Transportation

Transportation will be arranged through the St. Pancras Renaissance London Hotel. If you will require transportation services, please provide the relevant information on the online registration form or contact us via email with your flight details.

Airport

Round trip transportation between the airport and hotel will be arranged by the St. Pancras Renaissance London Hotel, at an additional cost.

- ▶ The cost of a luxury car service to accommodate two individuals with two bags is as follows:

From Heathrow / City Airports: **£120**

From Gatwick / Stansted / Luton Airports: **£181.50**

The luxury car service offered is either a BMW 5 Series or an E-Class Mercedes. Arrangements can also be made for either a BMW 7 Series or an S-Class Mercedes at a higher rate of **£133.20** from Heathrow / City Airports or **£246.30** from Gatwick / Stansted / Luton Airports.

Hotel to Conference Venue

Transportation from the hotel to the stadium will be provided and covered by EFG Hermes through shuttle busses from 06:30 to 19:15. A comprehensive transportation schedule will be provided as we move closer towards the conference date.

Contact Information

St. Pancras Renaissance London Hotel, Concierge
Euston Road

London, England NW1 2AR United Kingdom

Phone: +44 20 7841 3540

Fax: +44 20 7841 3579

Email: rhi.lonpr.concierge@renaissancehotels.com

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

Contact Us

Email: londonMENA@efg-hermes.com

URL: <http://5londonmena.efghermes.com>





AGENDA

DAY 1 – MONDAY, 7 SEPTEMBER 2015

1

- 07:00 - 19:00 Registration, Scheduling & Hospitality [Emirates Stadium]
- 08:00 – 11:50 One on One Meetings [Executive Boxes; Emirates Stadium]
- 12:00 – 13:20 Lunch [Emirates Stadium]
- 13:30 – 18:45 One on One Meetings [Executive Boxes; Emirates Stadium] Tuesday, 8 September 2015

DAY 2 – TUESDAY, 8 SEPTEMBER 2015

2

- 08:00 - 19:00 Registration, Scheduling & Hospitality [Emirates Stadium]
- 08:00 – 11:50 One on One Meetings [Executive Boxes; Emirates Stadium]
- 12:00 – 13:20 Lunch [Emirates Stadium]
- 13:30 – 18:45 One on One Meetings [Executive Boxes; Emirates Stadium] Wednesday, 9 September 2015

DAY 3 – WEDNESDAY, 9 SEPTEMBER 2015

3

- 08:00 - 19:00 Registration, Scheduling & Hospitality [Emirates Stadium]
- 08:00 – 11:50 One on One Meetings [Executive Boxes; Emirates Stadium]
- 12:00 – 13:20 Lunch [Emirates Stadium]
- 13:30 – 18:45 One on One Meetings [Executive Boxes; Emirates Stadium]

*Agenda is subject to change



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 or by fax +20 (0)235 357044 before **12 August 2015**.

Available Audio and Visual Equipment

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

Requested by _____

Company Name _____

Contact Information _____



Shipping Form

Please complete and return this form by email to londonMENA@efg-hermes.com or by fax +20 (0)235 357044 **before 24 August 2015.**

Company Name _____

Contact Name _____

Telephone _____

Date of Shipment _____

Number of Boxes _____

Transport Company _____

Airway Bill Number _____

Origination Address _____

Destination Address

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