

## **Business Leaders and Global Investors Connect for FEM Opportunities at the 8th Annual EFG Hermes London Conference**

*Top executives from 151 listed companies representing 25 countries will meet with global investors managing an aggregate USD 12 trillion in assets under management, to discuss investment opportunities across the FEM space.*

10 September 2018

**London, UK** — EFG Hermes, the leading financial services corporation in frontier emerging markets, inaugurates its 8<sup>th</sup> annual London Conference, the biggest MENA and frontier emerging markets (“FEM”) investor event held in the UK, to a record attendance of global investors and senior executives.

Bringing together investors and fund managers representing USD 12 trillion in aggregate assets under management in direct meetings with senior executives from leading listed companies based in MENA, Sub-Saharan Africa, Eastern Europe and Asia, the conference serves as a bridge between global capital and local opportunities. Conference participants will meet at Arsenal’s Emirates Stadium to share insights and investment strategies and connect in search for compelling business opportunities.

“EFG Hermes takes pride in its role to bridge the gap between global capital and opportunities in high-growth markets,” said EFG Hermes Holding Group CEO Karim Awad. “The conference offers a rare forum for active fund managers to gain on-the-ground insights and intelligence from C-suite executives about how increased transparency, tougher regulations and new technologies are reshaping FEM investments in 2018.”

This year, the 8th Annual EFG Hermes London Conference will play host to:

- Around eight thousand meetings between 327 institutional investors and global fund managers representing 177 institutions managing an aggregate AUM of USD 12 trillion, and executives from 151 listed companies.
- Participating companies with an aggregate market cap of USD 856.15 billion from 25 jurisdictions, representing 11 sectors.

“Frontier emerging markets are witnessing economic modernization and the opening-up of their markets, with major policy reforms at the forefront of their respective governments’ initiatives to transition from commodity-dependent to more diversified economies,” said Mohamed Ebeid, Co-CEO of the Investment Bank at EFG Hermes.

“While FEM markets have no shortfall in challenges ahead for the future, they also present a wealth of prospects for the investment community; and the EFG Hermes London Conference is an exclusive opportunity for them to deepen their connections with and knowledge of these markets through first-hand encounters with C-suite executives representing multiple industries and sectors across FEM,” added Ebeid.

This year’s conference is set to be the largest in the event’s history, with participating companies, which have grown from 130 last year, spanning the world over and covering sectors such as consumer discretionary, consumer staples, energy, financials, health care, industrials, materials, real estate and hospitality, telecommunication services and utilities.

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#### **About EFG Hermes**

With a current footprint spanning eleven countries across four continents, EFG Hermes started in Egypt and has grown over 30 years of success to become a leading financial services corporation with access to emerging and frontier markets. Drawing on our proven track-record & a team of more than 2,900 talented employees, we provide a wide spectrum of financial services that include investment banking, asset management, securities brokerage, research and private equity to the entire region. EFG Hermes launched the NBF Platform, EFG Hermes Finance, which will overlook activities in the non-banking finance field through EFG Hermes Leasing and Tanmeyah Microfinance. This comes in light of the Firm's strategy to focus on two main pillars: product diversification and geographic expansion into frontier markets — which has seen the firm establish a physical presence in Pakistan, Kenya, Bangladesh, and the United States.

For further information about EFG Hermes, please visit [www.efghermes.com](http://www.efghermes.com) and stay connected with us:



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#### ***Note on Forward-Looking Statements***

*In this press release, EFG Hermes may make forward looking statements, including, for example, statements about management's expectations, strategic objectives, growth opportunities and business prospects. These forward-looking statements are not historical facts but instead represent only EFG Hermes' belief regarding future events, many of which, by their nature are inherently uncertain and are beyond management's control and include among others, financial market volatility; actions and initiatives taken by current and potential competitors; general economic conditions and the effect of current, pending and future legislation, regulations and regulatory actions. Accordingly, the readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they are made.*