

## **Prime Securities Expands its Egypt Research Scope, Names Amr Hussein Elalfy as Head of Research**

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**Cairo, Egypt** –: Prime Holding for Financial Investments [EGX: PRMH] announces the expansion of the Egypt research scope provided by its subsidiary Prime Securities (“the Firm”). The Firm’s research unit will lead an approach that utilizes macroeconomic analysis and coverage of stocks listed on the Egyptian Exchange across all sectors in addition to technical analysis. To implement this strategy, Prime Securities has named Amr Hussein Elalfy as Head of Research, drawing on his 23+ years of experience. Before joining the Firm, Elalfy was Head of Research at SHUAA Securities Egypt, Global Head of Research at Mubasher Financial Services, and Co-Head of Research at CI Capital. He started his career as an Analyst at New York-based King Street Capital Management after graduating with a BBA in Finance & Investments (*summa cum laude*) from Baruch College. Elalfy holds an MBA from the American University in Cairo (AUC) and has been a CFA charterholder since 2008. Shawkat El-Maraghy, Managing Director – Prime Securities, says “We welcome Elalfy to our management team, and we look forward to strengthening our research capabilities under his leadership. Meanwhile, we reiterate our commitment to maintaining the highest standards of quality and independence with excellence across all of our services. Complementing our brokerage services, research will add value to our local and foreign institutional and individual clients and help our business prosper further.”

“Understanding the market, its trends and the changes that come into play are critical to survival. That is why our research coverage will span all sectors of the market while digging deeper into the EGX-listed stocks in each sector. We will build on our daily newsletter, “*PRIMETime*”, as our launch pad for market analysis and investment ideas. We will unearth undervalued stocks and pinpoint catalysts to unlock their intrinsic values, all within the context of the macro picture. We will continuously introduce innovative research products to help our clients navigate the market with the goal to make a difference in their investment decision making process,” says Amr Hussein Elalfy.