### RAA

# Raya Holding for Financial Investments Investor Presentation March 2020



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I. About Raya Holding					
Raya at a glance	Ownership Information	Corporate Governance			

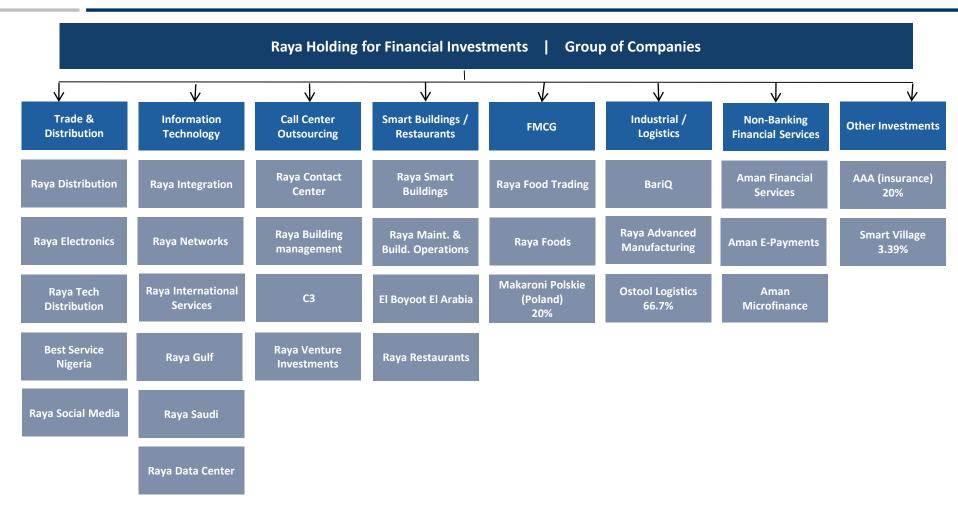
II. Business Overview					
Key Business Units	Operational/Financial Performance				

III. Financial Overview					
Key Financial Highlights	Financial Statements				

# I. About Raya Holding



### Raya Holding Organizational Structure



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**Raya Holding** is an investment conglomerate headquartered in Cairo, Egypt, managing a diversified investment portfolio. As the parent company of three mature lines of business, and nine up-and coming lines of business, the company operates in the fields of information technology (IT), consumer electronics & home appliances trading, contact center outsourcing services (CCO), data center outsourcing services (DCO), smart buildings, food and beverage manufacture and trade, land transport, logistical solutions, PET re-manufacturing, light-mobility vehicles, E-payments and Non-banking financial services. Raya Holding empowers more than 12,000 proficient employees, accommodating a wide international customer base from on-ground operations spanning Egypt, KSA, UAE, Qatar, Poland, Tanzania and Nigeria.

#### **Business Units:**

F	aya Contact Center	<b>Raya Contact Center</b> is a world-class Business Process Outsourcing (BPO) and Contact Center Outsourcing (CCO) Service Provider offering contact center services, back office services, inside sales channel management and professional services. RCC caters to clients, across the Middle East, Europe, Africa, and North America, in over 25 different languages. Raya Contact Center serves its clients from eight facilities located in Cairo and Hurghada in Egypt, Dubai in the UAE, and Warsaw in Poland.
Raya Trade & Distribution		<b>Raya Trade</b> operates in the distribution, retail and maintenance of mobile phones and accessories, consumer electronics and home appliances across an extensive network of 14 megastores and 8,500 dealers across all distributed brands, 100 retail outlets and 48 customer service points.
	ya Information Technology	<b>Raya Information Technology</b> is a leading systems integrator operating across 4 regional offices in Egypt, Saudi Arabia, Gulf and East Africa in providing system integration and technology consultancy services. The company's service offering includes: ATM and Self Service solutions, Data Center Site preparations, Low Current, Enterprise Network Infrastructure, and Telecom solutions.
FMCG	Raya Foods	<b>Raya Foods</b> was formed through the acquisition of The International Union for Integrated Food Industries' factory, which had been operating in the market since 2006. The company was able to successfully expand the factory's production capacity to over 35 thousand tons of produce as well as a storage capacity of 8 thousand tons. The company provides its products of frozen vegetables and fruits across two brands, Lazah and Everest.
Raya I	Raya Food Trade	<b>Raya Food Trading</b> manufactures a wide range of food products as well as distribution for in house food brands as well as exporting food products to the Middle East, Africa and Europe. With EGP 250 mn investments to date, the company's distribution strategy is built on strong pillars that ensure nationwide coverage through its 20 distributions centers and 11 thousand sqm of storage area.



### Lines of Business

Financial S	AMAN E- Payments	<b>Aman for E-payments</b> was established in 2016 with a vision to create an ultimate cashless society in Egypt, enabling Financial inclusion for Egyptians citizens across more than 25 thousand points of sales. To date, the company has successfully completed 85 million transactions for almost 12 million user for services covering mobile top ups, utility and internet bills payment in addition to NGO donation receipts.
Non-Banking Fir Services	AMAN Financial Services	Aman Financial Services is a Raya subsidiary that offers installment services with tenures up to 60 months covering a wide range of products and services including electronics, travel, furniture as well as other consumer goods. The company serves its clients through a dedicated branch network of nearly 240 stores mainly in Greater Cairo, Upper Egypt and the Delta Region.
Non-E	AMAN Microfinance	Aman Microfinance was established in 2018 with an end goal of providing target clientele of craftsmen, small businesses, and microenterprises with suitable, timely, and diversified financial solutions.
Smart Buildings & Retail	Raya Restaurants	<b>Raya Restaurants</b> was launched in 2013 with the aim of establishing itself as a market leader within the restaurant sector in Cairo through building internationally competitive restaurant chains that offer a superior dining experience to be franchised both regionally and globally. The company's main brand Ovio, offers premium quality European cuisine across three prime locations in Galleria 40 (6th of October), Maadi, and Cairo Festival City (5th Settlement).
Smart B & R	Raya Smart Buildings	<b>Raya Smart Buildings</b> develops elegant smart commercial and office complexes, in partnership with world-renowned architectural and green building technology firms. The company's showcase properties include Galleria40 (Sheikh Zayed), Raya View (Smart Village), Raya Offices (New Cairo), and Edge Innovation Center.
Bariq		<b>BariQ</b> , established in 2010, with is the largest bottle-to-bottle manufacturer of recycled PET plastic in Egypt and MENA region. The company reprocesses post-consumer plastic PET bottles into food grade FDA, EFSA, Health Canada and REACH compliant PET pellets targeting major international bottle and food container makers, and major fiber producers throughout Europe and North America
Ostool		<b>Ostool,</b> established in 2010, is a leading provider of supply chain management services with a special focus on trucking and logistics services, storage and vessel discharging. Ostool serves many large industrial companies in Egypt with a wide range of services such as: raw materials delivery, trucking and distributing, internal trucking solutions, port services, and storage.
Raya Advanced Manufacturing		<b>Raya Advanced Manufacturing</b> was established in 2018, to assemble and manufacture light transport vehicles including: motorcycles, scooters, three-wheel vehicles, as well as four-wheel commercial and electric vehicles. The company has recently inaugurated a 10 thousand sqm factory near Cairo for the assembly and manufacture of the vehicles.

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### Strong Corporate Governance Framework



#### **Medhat Khalil**

Chairman CEO - Raya Holding



### Ashraf Kheir El Din

Non-Executive Board Member CEO - First Distribution & Trading



#### **Seif Coutry** Non-Executive Board Member Chairman, Fawry



#### Samer El Waziri

**Executive Board Member** Senior Adviser – Raya Holding



### **Board of Directors**



#### **Sherif Kamel** Non-Executive Board Member Dean, AUC's Business School

Mostafa Mobarak

Managing Partner, Solera

# Independent Board Member



#### **Marc Tohme** Non-Executive Board Member

Representative, Financial Holding LTD



#### **Yasser Hashem**

Non-Executive Board Member Zaki Hashem & Partners - MD



#### **Malek Sultan**

Non-Executive Board Member Investment Director, Watheega



#### **Amr El Tawil**

Non-Executive Board Member CEO, Triangle Group



#### Hamed Shamma

Non-Executive Board Member Professor of Marketing, AUC

Board Committees								
Audit Committee	Responsibilities include Monitoring the integrity of the Company's financial statements prior to their submission to the Board and any formal announcements relating to the Company's financial performance.	Corporate Governance Committee	Responsibilities include overseeing the implementation of the corporate governance code as a whole and recommending qualified directors and committee nominees to the Board.					
Investment Committee	Responsibilities include setting the overall investment guidelines in line with the Board's strategy, as well as Preparing investment cases and reporting to the Board	Remunerat- ion Committee	Establishing the Company policy on remuneration for the executive directors, executive management, Chairman, and CEOs of the different lines of business.					



#### **Executive Management**



Medhat Khalil Chairman & CEO – Raya Holding



Hossam Hussein Chief Financial Officer – Raya Holding



Hazem Abdelhady Chief HR Officer– Raya Holding



Bassem Megahed CEO – Raya Trade



Hesham Abdel Rassoul CEO – Raya Information Technology



**Mohamed Wahby** CEO – AMAN e-payments







Ahmed Refky CEO – Raya Contact Center



**Tamer Badrawi** CEO – Ostool



Ahmed Khalil CEO – Raya Ventures & Raya Smart Buildings



**Usama Zaki** CEO – BariQ



**Omar Abdel Aziz** CEO – Raya Foods



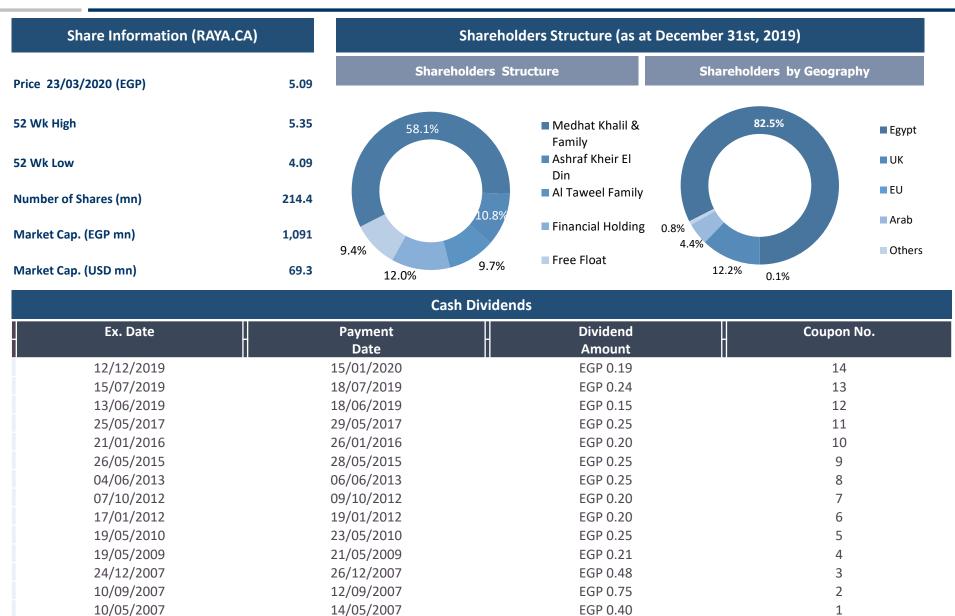
Hazem Moghazy CEO – AMAN Consumer & Micro-finance



**Mohamed el Naggar** CEO – Raya Advanced Manufacturing

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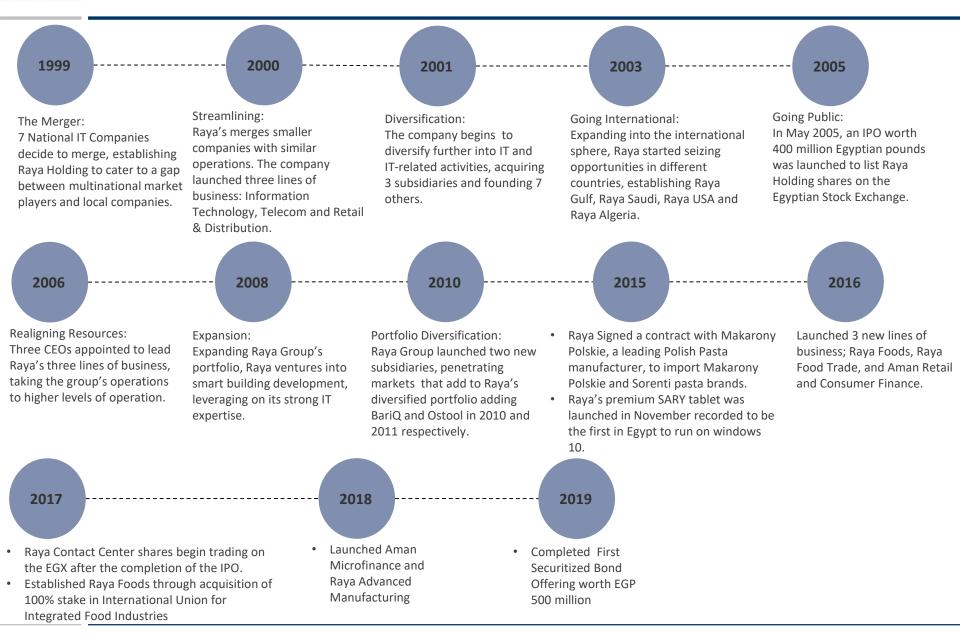
### Share & Ownership Information



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### Company's Evolution and Milestones



# II. Business Overview

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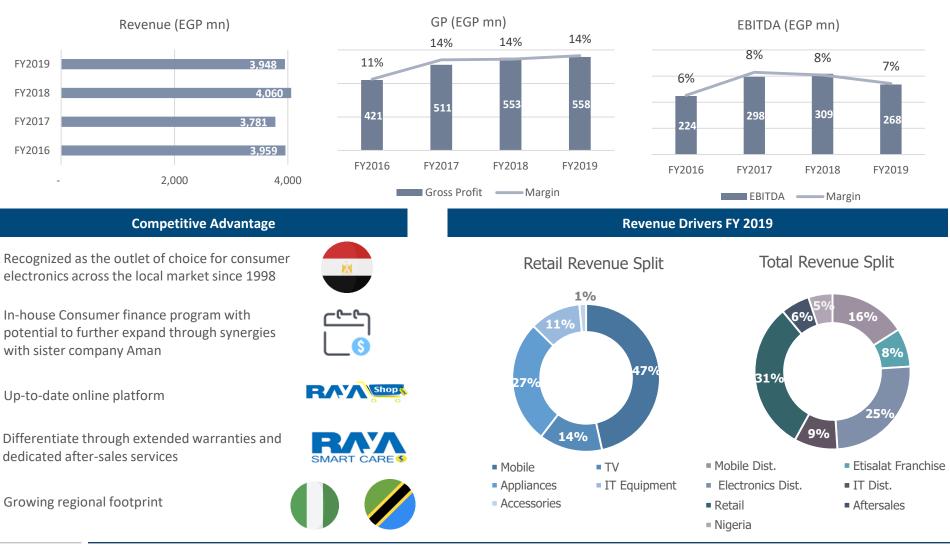
THE OWNER

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# RAYA Raya Trade & Distribution

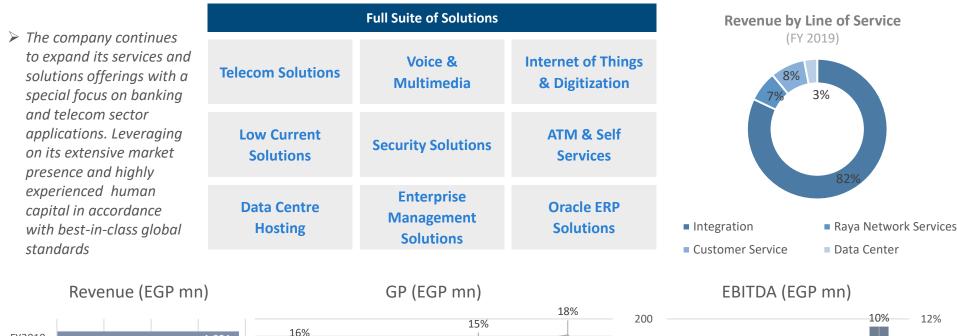
Raya Trade continues to expand its network of 14 Mega Stores covering different areas in Cairo, Giza, Alexandria and Delta as a one- stop-shop for mobile phones & accessories, consumer electronics and household appliances. The company boasts a strong brand portfolio including: Samsung, Huawei, LG, Lenovo and Nokia among many others. In addition to electronics retail, the company also provides distribution well as after sales services.

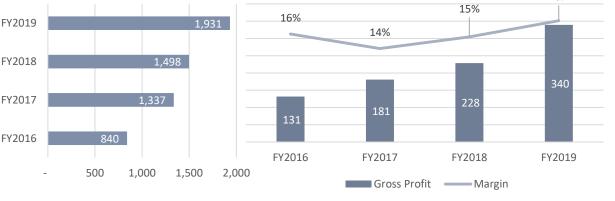


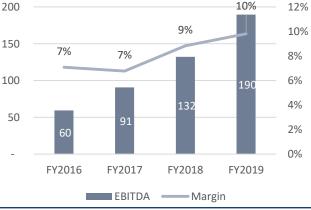
#### Raya Holding For Financial Investments

# RAA Information Technology

Raya Information Technology operates in the fields of systems integration and ICT Infrastructure Solutions, with offerings ranging from building up data centers to implementation of software solutions, and managing operations across EMEA region through 4 regional offices at Egypt, Saudi Arabia, Gulf and East Africa. Under the umbrella of Raya Integration, there are two companies: Raya International Services & Raya Data Center.

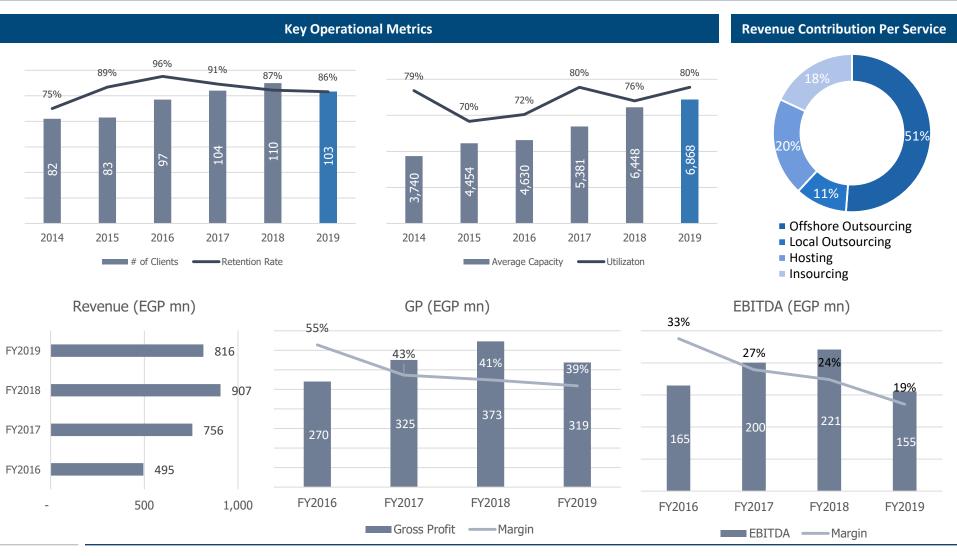






# RAM Raya Contact Center

RCC is a leading Egyptian Provider of BPO Services. Founded in 2001 by Raya Holding for Financial Investments, the Company offers a variety of services to clients in Europe, Middle East & Africa ("EMEA") Region including i) Contact Center Services, ii) Professional Services, iii) Back Office Services, and iv) Inside Sales Channel Management Services



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### RAYA FMCG

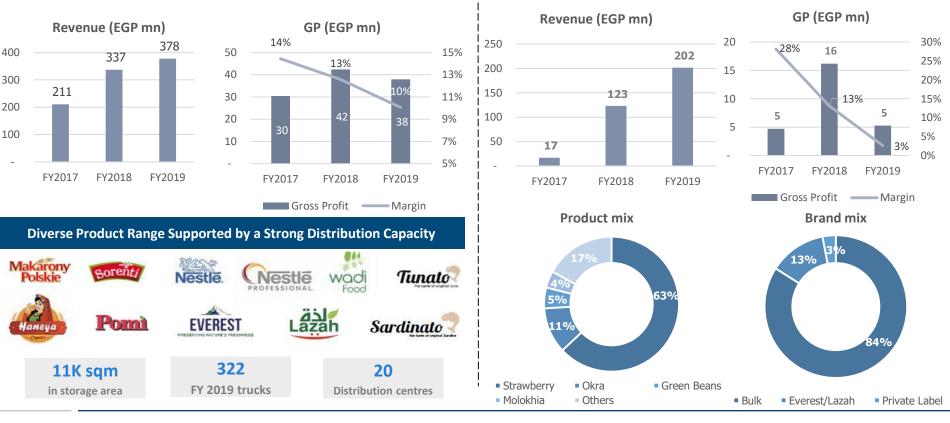
Raya's Fast Moving Consumer Goods (FMCG) business unit comprises two companies: Raya Foods and Raya Food Trade. Raya Food Trading offers high quality products through its extensive domestic distribution and broad regional outreach. Raya Foods began operations through acquisition of The International Union for Integrated Food Industries' factory - which has been operating in the market since 2006

#### Raya Food Trade

Raya Food Trading manufactures and distributes its own food brands (Sorenti, Haneya, Tunato), as well as exporting food products to the Middle East, Africa and Europe. The company has also expanded by acquiring 20% of Makarony Polski and acts as its regional distributor.

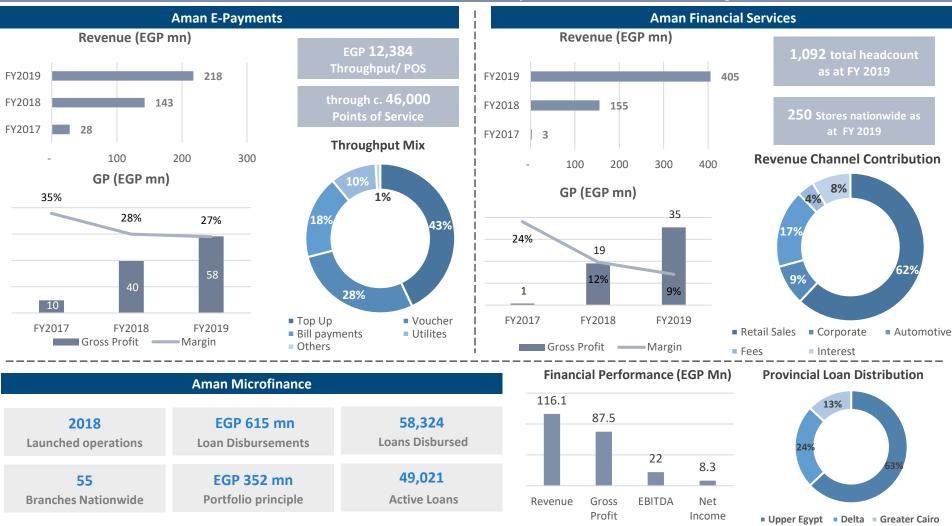
#### Raya Foods

Raya Foods completed the renovation of the factory and now produces first-rate products across two main brands, Everest which targets relatively higher income segments and Lazah which targets the middleincome segment in addition to bulk shipments to global distributors.



### RAA Non-Banking Financial Services

Raya's Non-Banking Financial Services (NBFS) business unit comprises 3 companies: Aman Financial Services, Aman E-Payments and Aman Microfinance. Aman Financial Services provides installment programs for various consumer goods. Aman E-Payments provides secure and convenient E-payment solutions for various segments of the population through its nationwide network of POS's. Aman Microfinance provides suitable and timely financial solutions for the traditionally non-banked craftsmen, small businesses, and microenterprises with limited access to funding.

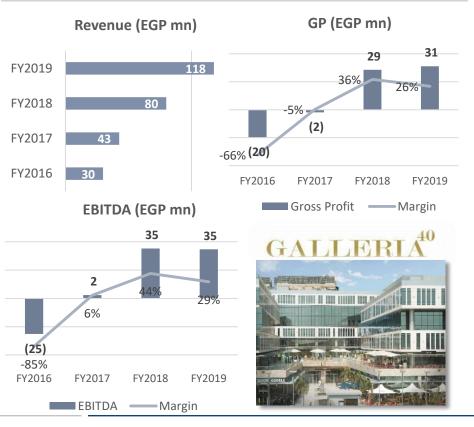


# RAA Smart Buildings & Retail

Raya's Smart Buildings and Retail business unit is comprised of two companies: Raya Smart Buildings and Raya Restaurants. Raya Smart Buildings Develops environmentally friendly smart buildings complexes for corporate and commercial businesses according to the Leadership in Energy and Environmental Design (LEED) standards. Raya Restaurants aims to establish itself as the market leader within the restaurant sector in Cairo by offering new restaurant concepts and maintaining consistency in the immaculate level service and superior quality of the food products offered to its diners.

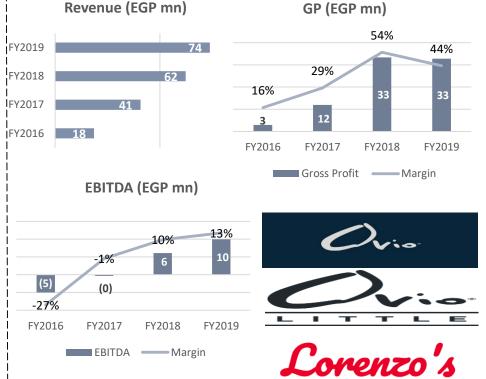
#### **Raya Smart Buildings**

RSB provides an exceptional business environment to corporate tenants through mixed use offerings with the best in town of fine dining, night life cafes and cultural events. The current property portfolio includes: Galleria40 (Sheikh Zayed), Raya View (Smart Village), and Raya Offices (6<sup>th</sup> October).



#### **Raya Restaurants**

Raya Restaurants was established in September 2013 with the vision to build internationally competitive restaurants that will be franchised locally, regionally and globally. The company currently boasts three restaurant chains: Ovio, Ovio Little, and Lorenzo's Pizzeria.



#### RAA BariQ

BariQ is the first "Bottle to Bottle" manufacturer in Egypt, processing post consumer bottles into food grade PET pellets and targeting beverage and bottle companies that desire to produce less expensive consumer plastic bottles. Partnering with the most successful recycling companies worldwide, BariQ produces Post Consumer Recycled Polyethylene Terephthalate (PCR-PET) pellets, approved as safe for applications in direct contact with food. BariQ also produces Post-consumer Recycled (PCR) PET which can be used for clothing, carpet fiber, and fiberfill for stuffing articles such as pillows.

Volun	<b>,830</b> tons ne of rPET Sold FY 2019	<b>13,831</b> tons Volume of rPET Produ FY 2019	ced	<b>21,88</b> Volume of PE FY 20	T Purchased	
		duction (k tons) 13.8 11.0 10.0 10.6	PET So	ource		BORI QQ U.P.T. Resin Mether Terephthalate
Revenue (EGP mn)		GP (EGP mn)			EBITDA (E	EGP mn)

27%

60

FY2018

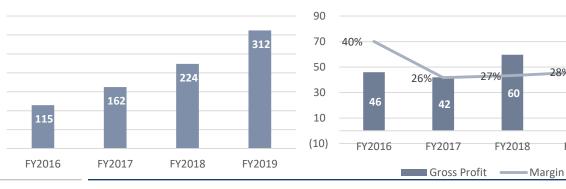
26%

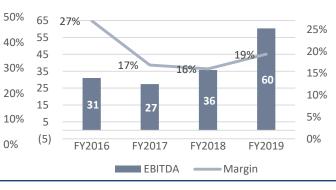
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FY2017

28% 88

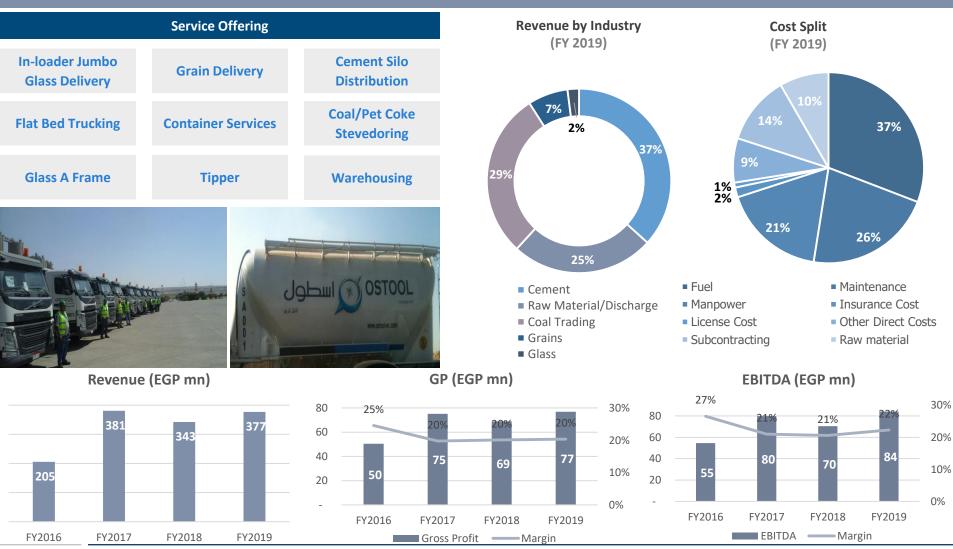
FY2019





#### **Raya Holding For Financial Investments**

Ostool, founded in 2010, is Raya's Transport and Logistics arm that provides the most organized land trucking operation in Egypt aided by a massive fleet of 245 trucks. Ostool has built an effective system of transportation logistics and management by utilizing cutting edge technology that improves the dispatch and response rates as well as the coordination of services. Ostool's aims to maintain service consistency and reliability through its adequate safety standards and fleet maintenance program.



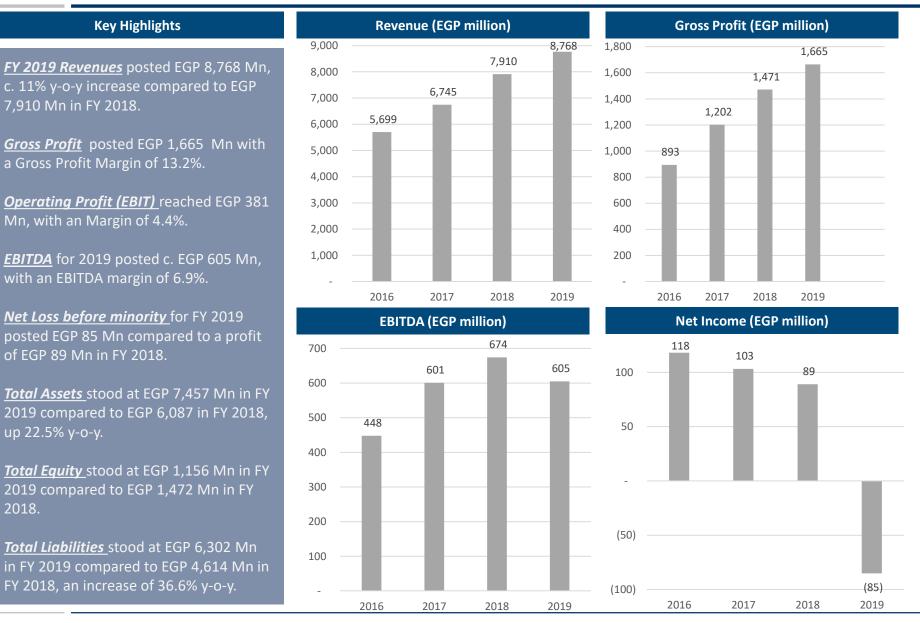
# III. Financial Overview

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## RAA

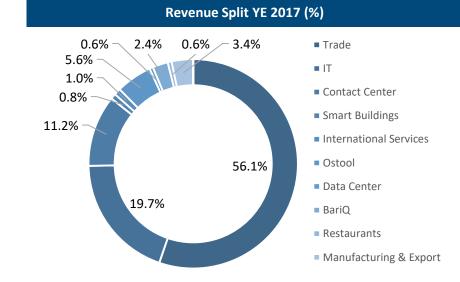
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### Financial Highlights

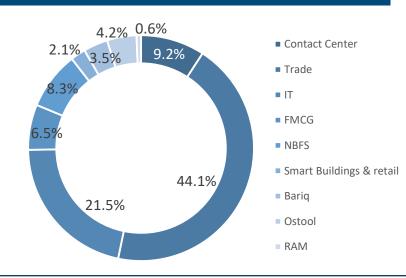


#### RAA Raya Holding Revenue Snapshot

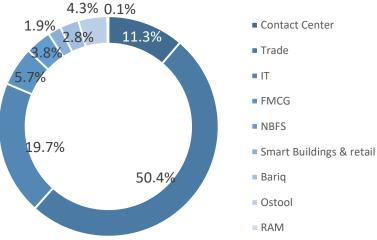
Revenue Split YE 2016 (%) 0.5% 2.0% 0.3% 1.1% Trade 0.5% IT 3.6% CC Smart Buildings 14.3% International Services Ostool 69.5% Data Center BariQ



#### Revenue Split YE 2019 (%)



#### Revenue Split YE 2018 (%)





## **RAA** Key Financial Figures

EGP	FY 2019	FY2018	FY 2017
Revenue	8,767,984,574	7,909,540,584	6,745,402,871
Gross Profit	1,664,687,156	1,471,466,845	1,202,347,734
SG&A	1,255,628,948	961,444,331	(734,686,543)
EBITDA	605,016,096	674,471,288	601,014,282
Operating Income	381,268,436	497,313,966	461,984,557
EBT	(23,083,220)	153,290,629	181,604,411
Net Income (Loss) before Minority	(85,103,067)	89,122,322	103,224,442
CAPEX	495,789,707	300,027,126	308,374,494
Net Cash Flow from Operations	(58,759,043)	234,383,496	(117,135,354)
Cash & Equivalents	612,965,703	461,140,699	353,557,280
Current Assets	5,128,357,918	4,121,514,702	3,426,465,618
Current Liabilities	5,576,357,687	4,159,567,676	3,242,972,947
Working Capital	(447,999,769)	(38,052,974)	183,492,671
Short Term Debt	3,262,972,663	2,199,667,943	1,561,726,056
Long Term Debt	503,118,836	313,869,316	249,895,858
Total Debt	3,766,091,499	2,513,537,259	1,811,621,914
Total Assets	7,457,705,376	6,086,821,575	5,063,556,028
Total Liabilities	6,302,092,458	4,614,374,374	3,594,833,674
Total Equity	1,155,612,918	1,472,447,201	1,468,722,354
Depreciation	162,982,460	151,409,734	121,804,402

# RAVA Raya Holding Income Statement

EGP	FY 2019	FY 2018	FY 2017
Total Revenue	8,767,984,574	7,909,540,584	6,745,402,871
COGS	(7,103,297,418)	(6,438,073,739)	(5,543,055,137)
Gross Profit	1,664,687,156	1,471,466,845	1,202,347,734
%	18.99%	18.60%	17.80%
SG&A	(1,255,628,948)	(961,444,331)	(734,146,543)
%	14.32%	12.20%	10.90%
Provisions and impairment	(27,789,772)	(12,708,548)	(6,216,634)
Operating Income	381,268,436	497,313,966	461,984,557
%	4.35%	6.30%	6.80%
Net Financial Cost	(396,231,931)	(334,751,853)	(293,776,840)
Foreign Exchange Gains (Losses)	4,348,697	(910,350)	3,975,398
Other Non Operating Income	7,693,224	3,182,571	9,421,296
Other Non Operating Expense	(20,161,646)	(11,543,705)	-
EBT	(23,083,220)	153,290,629	181,604,411
%	-0.26%	1.90%	2.70%
Income Tax	(62,019,847)	(64,168,307)	(78,379,969)
Net Income Before Minority	(85,103,067)	89,122,322	103,224,442
Minority Interest	55,942,332	83,742,660	53,189,722
Net Income After Minority	(141,045,399)	5,379,662	50,034,720
%	-1.61%	0.07%	0.70%

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## RAYA Raya Holding Balance Sheet

EGP	FY 2019	FY 2018	FY 2017	EGP	FY 2019	FY 2018	FY 2017
Fixed Assets	1,045,071,490	789,789,591		Paid- in Capital	1,071,997,595	630,586,820	504,624,835
Theu Assets	1,045,071,450	789,789,391	641,172,199	Legal Reserve	64,197,233	59,994,255	34,203,775
Investments Properties	692,047,947	645,309,172	660,607,312	General reserve	41,935,960	41,935,960	41,935,960
Projects Under Construction	326,322,518	295,535,945	152,036,852	Treasury Shares	-	(1,155,316)	(1,155,316)
Intangible Assets	18,685,703	24,392,080	23,783,208	Net profit from the sale of RCC shares	-	-	380,346,421
Goodwill	82,078,561	82,078,561	82,078,561	Revaluation reserve of available for sale investments	4,584,959	8,168,976	774,923
Investments in Associates	53,122,771	50,182,123	46,999,552	Foreign Currency Translation Adjustments	(4,579,358)	5,270,682	5,816,474
Available for Sale Investments	24,479,900	28,187,862	19,605,387	Aujustments	(4,379,338)	5,270,082	5,810,474
	,,	_0,_0,,001		Retained Earnings	(139,796,212)	479,141,901	250,600,906
Deferred Income Tax	87,538,568	49,831,539	10,807,339	Profits for the year after deducting	(133,730,212)	475,141,501	230,000,500
				minority interest	(141,045,399)	5,379,661	50,034,720
Total Non-Current Assets	2,329,347,458	1,965,306,873	1,637,090,410	Total Owners' Equity of Holding	( , , , ,		
Inventory	1 362 719 026	1,100,029,281		Company	897,262,490	1,229,322,939	1,267,182,698
inventory	1,502,715,020 1,100,025,20	971,122,389	Minority Interests	258,350,428	243,124,261	201,539,656	
Work in Progress	97,996,515	35,370,215	94,266,945	Total Equity	1,155,612,918	1,472,447,200	1,468,722,354
-				Notes Payable - Long Term	75,401,180	70,315,254	46,597,827
Accounts And Notes Receivable	2 006 855 634	1,622,734,746		Long Term Loans	503,118,836	313,869,316	249,895,858
	2,000,000,000	1,022,734,740	1,156,211,087	Long Term Liabilities	147,214,755	70,622,128	55,367,042
				Total Non-current Liabilities	725,734,771	454,806,698	351,860,727
Prepayments And Other Debit	1,019,018,803	901,519,761	050 507 047	Provisions	39,968,077	32,047,916	33,424,331
Balances			850,587,917	Accounts And Notes Payable	1,240,575,054	1,145,548,970	922,203,189
Share Based Compensation	720,000	720,000		Current portion of long term debt	175,695,310	165,320,268	150,270,296
Share based compensation	720,000	720,000	720,000	Credit Facilities	3,087,277,353	2,034,347,675	1,411,455,760
Cash on Hand and at Banks	612,965,703	461,140,699		Income tax payable	-	8,004,387	10,356,261
	,,,	,,	353,557,280	Accrued Expenses and other Credit			
Debit balances (Tax Authority)	28,082,237			Balances	1,008,671,699	763,018,981	710,978,444
Tatal Comment Assats	E 430 357 040	4 4 2 4 5 4 4 7 2 2	2 426 465 640	Dividends Payable	24,170,194	11,279,478	4,284,666
Total Current Assets	5,128,357,918	4,121,514,702	3,426,465,618	Total Current Liabilities	5,576,357,687		
Total Assets	7.457.705.376	6,086,821,575	5.063.556.028	Total Liabilities	6,302,092,458	4,614,374,373	
	,,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		Total Equity & Liabilities	7,457,705,376	6,086,821,573	5,063,556,028

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### Raya Holding Cash Flow Statement

EGP	FY 2019	FY 2018	EGP	FY 2019	FY 2018
Cash flow from operating activities			Cash flow from Investing activities		
Net Profit before income tax and minority interest	(23,083,219)	153,290,629	Payments to acquire fixed, intangible and investment property assets	(291,868,785)	253,029,838
Depreciation of fixed assets	196,005,930	154,283,617	Payments for projects under construction	(149,618,997)	(188,315,390)
Treasury Shares	1,155,316	-	Gain from sale of fixed and intangible assets	7,043,107	9,510,946
Accumulated provisions	10,829,605	6,476,692		3,807,330	(4,653,547)
Provisions no longer required	(1,153,345)	(2,578,191)	Change in deposits held for Letters of Guarantee		
Finance cost (Net)	396,231,931	334,751,853	Net cash flow from Investing activities Cash flow from financing activities	(430,637,345)	(436,538,830)
Loss from disposal of fixed assets	(3,130,836)	173,450	-	1,052,929,677	622,891,916
Company's share from Profits of associates	(2,940,649)	(3,182,571)	Proceeds from credit facilities		
Impairment of accounts receivable	41,328,108	29,782,609	Payments for long term debt	(247,667,011)	(192,309,436)
Impairment of accounts receivable reversal	(15,171,505)	21,676,709	Proceeds from long term debt	447,291,573	271,332,866
write down of inventory	25,167,158	68,159,343	Change in Minority Interest	(40,716,166)	(42,158,054)
write down of inventory reversal	(24,782,808)	4,539,477		(396,231,931)	(334,751,853)
	600,454,686	717,443,663	Financing Expenditures		
Change in Inventory	(262,305,400)	(151,675,758)	Change in Long term notes payable	5,085,925	23,717,427
Change in Receivables	(481,769,995)	(474,629,556)	Dividends paid	(165,813,305)	(43,092,869)
Change in projects under construction	(62,626,297)	58,896,726	Net cash flow from financing activities	654,878,726	305,629,997
Change in prepayments	(203,030,231)	(29,097,418)	Accumulated F/X differences	(9,850,040)	(545,792)
Change in Payables	94,257,388	223,345,781		155,632,334	102,929,872
Change in Accrued expenses	302,030,587	30,206,111	Net increase in cash		
Change in long term liabilities	76,592,627	15,255,086	Beginning cash balance	423,502,152	320,572,280
Cash flow from operating activities	63,603,265	346,391,216	Ending cash balance	579,134,486	423,502,152
Income taxes paid	(135,721,843)	(106,732,804)	Deposits	(33,831,219)	(37,638,547)
Bad Debts	15,115,635	-		612,965,703	461,140,699
Utilized from Provisions	(1,756,100)	(5,274,916)	Cash and Cash Equivalents		
Net cash flow from operating activities	(58,759,043)	234,383,496	Ending cash balance	579,134,484	423,502,152

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