



Prime Holding

www.primeholdingco.com

Our Story: Who we are in a nutshell

A Veteran Player with Up-to-Date Knowledge

Since its founding in 1992 as a privatization consulting office to the government of Egypt, Prime has successfully reinvented itself as a competitive full-fledged investment bank.

It provides innovative and outstanding financial services to corporations, institutions, governments, and individuals, using the breadth of its expertise to enable them to reach their objectives.

Over the years, it has refocused its business and people while extending its geographical reach and strengthening its technological capabilities.

Why Choosing Prime Holding?

- Today, Prime Holding prides itself on being a competitive player in the investment arena with a legacy of a long and honorable track record.
- Covering most services along the financial service spectrum, and armed with world-class investment professionals, Prime Holding is well positioned to provide its clients with superior attentive services while maintaining utmost ethical standards and professionalism.
- Its robust business model lays on six pillars

A competitive player in the investment field

Focused on both clients and products

Led by pioneers who see change as an opportunity and constructively challenge the status quo

Provides integrated products and services through a comprehensive full-fledged platform

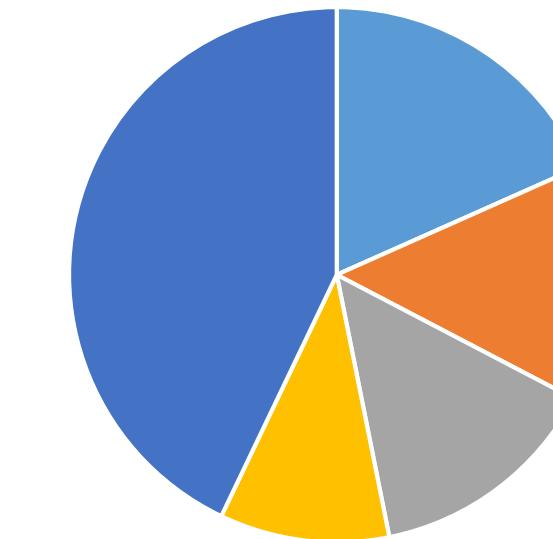
Driven by a fearless and unconditional commitment to delivery and performance

Supported by a culture emphasizing teamwork and a sense of urgency

Our Shareholders

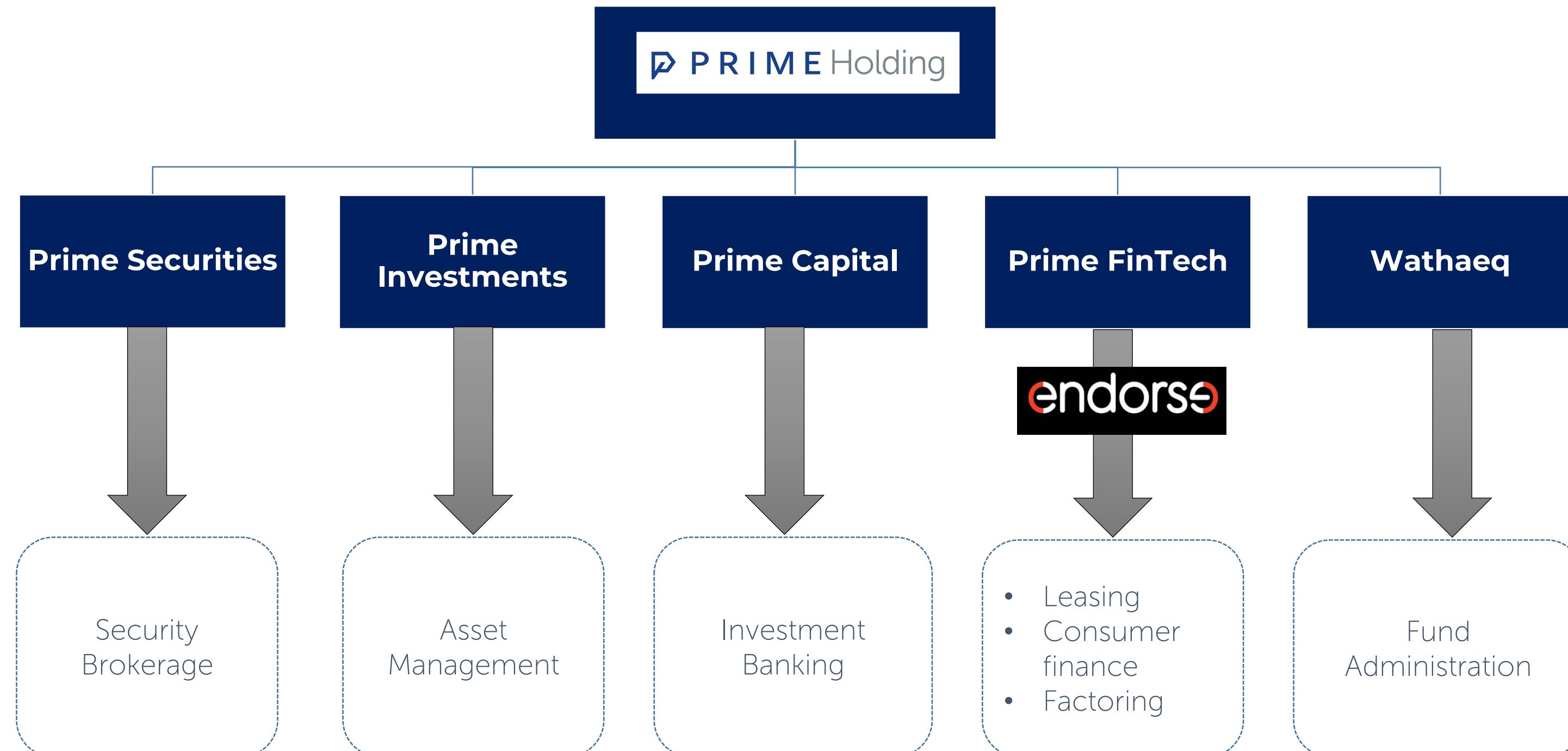
- Prime Holding is listed on the Egyptian Stock Exchange and has been previously one of the constituents of the EGX70 index.
- The current issued and paid-in capital of Prime Holding stands at EGP350 million distributed over 350 million shares with a par value of EGP1 per share
- Prime Holding has a large investor base encompassing +2,600 shareholders

Shareholder Structure is more than 10%



■ Mohamed Maher and Family 18.34%
■ Al-Ahly Investments 14.32%
■ Mohamed Fawaz Bin Abdel El Ghany Al Bashry 14.19 %
■ Egyptian Gulf Holding for Financial Investments 10.25%
■ Free Float 42.90%

Corporate Structure



Strategy

Purpose

Prime's purpose is to use its heritage and excellence to create a sustainable future of enlightenment, empowerment and prosperity and to establish itself as a power-player among the region's top financial institutions.

Objective

Prime's objective is to be the investment partner of choice for its clients offering the most profitable, efficient, and innovative services through the utmost ethical, honest and credible mode of operation, to positively contribute to the investment environment in the markets where it functions, and to continue to be a fair employer and a desirable workplace for its teams.

Core Values

The five values that define Prime in the market:

- Heritage
- Elegance
- Wisdom & Knowledge
- Stability & Excellence
- Vision & Leadership

Principles

Corporate Assets

- **Goodwill:** The reputation we have built is our most valuable institutional asset. We have earned it through valuing our clients, our team members, our shareholders and the public
- **Our Staff:** Prime's success is due in large measure to the dedication of our young members. Our people are recognized by the market for their professionalism and their talents which continue to drive our business.

Corporate Values

- Prime's reputation for **excellence and integrity** is never compromised. This is the foundation of our activities and the basis of our relationships. Good judgment is behind every service we offer to our clients.

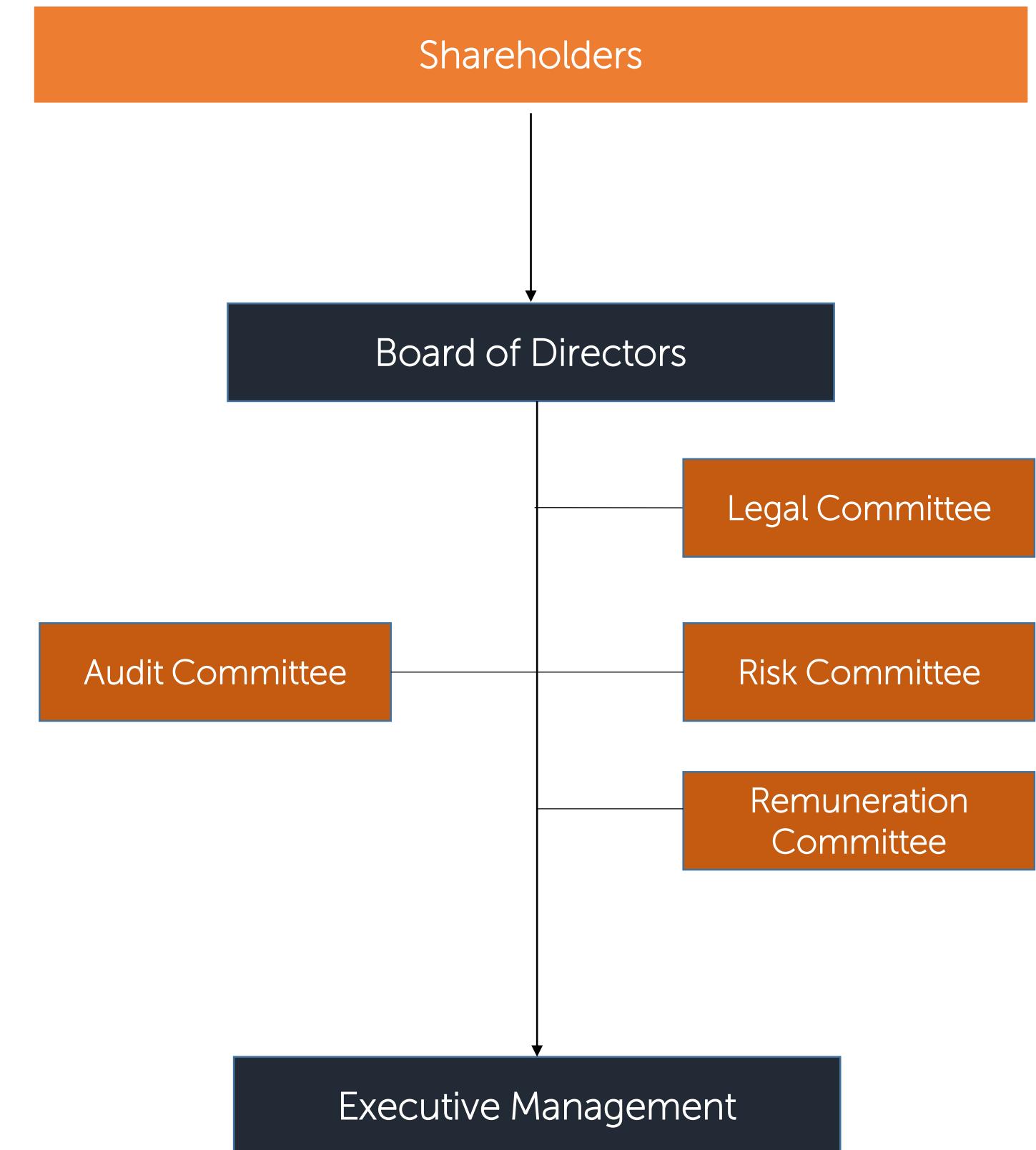
Corporate Focus

- Our business is **continually evolving** to keep up with the demands of a challenging marketplace and to meet the needs of our clients. **Empowerment** and **freedom** to act have always been at the core of our management style and are an outgrowth of our team approach.
- Prime recognizes the **diversity** of its workforce since broad diversity enhances our ability to meet demands and recognize opportunities. Team members with a variety of perspectives and experience contribute to effective quality service to our client base.

Corporate Governance

- Prime Holding's Board of Directors places strong emphasis on creating a solid corporate governance framework, promoting the values of trust, accountability and transparency. This sets the foundation upon which we build strong relationships with our business partners, subordinates, and stakeholders.
- The responsibility for creating and sustaining those values rests primarily on striving continuously to bring personal integrity into our business.
- By understanding the importance of corporate governance, the management at Prime Holding gives the risk, compliance, and audit teams the highest level of independence, whereby the risk and compliance management ensures conformity with the requirements of the Financial Regulatory Authority (FRA) as well as adherence to internationally accepted business standards.
- Moreover, each of the operating subsidiaries has another layer of compliance management, as each subsidiary has its own compliance officer. Also, Prime Investments, Prime Securities, and Prime FinTech have their own risk officers.
- As a listed company on the Egyptian Stock Exchange (EGX), Prime Holding fulfills its responsibilities by operating under the rules and regulations of FRA, including adherence to all business international standards, other self-regulatory organization standards, all applicable tax legislation requirements, and anti-money-laundering requirements.

Governance Structure



Corporate Governance

Prime Holding's board of directors consists of seven members, namely:

- Mohamed Maher ➔ Chairman
- Hassan Samir Farid ➔ Vice Chairman & CEO
- Mohamed Mohy Ibrahim ➔ Non executive representing Egyptian Gulf Holding for Financial Investments
- Mohamed Badra ➔ Independent
- Shahinaz Foda ➔ Independent
- Mostafa El Hayawan ➔ Independent
- Walid Amer ➔ Independent

Executive Team

Mohamed Maher Non Executive Chairman, Founder

Mohamed Maher began his career in 1980 specializing in technical sales for the British Steel Corporation in Egypt, through which he dealt with most of the government infrastructure developing bodies; and major contracting and construction companies.

In 1984, he joined National Bank for Development where he held different posts in trade, finance and investment banking activities, the last of which was the position of Foreign Treasury and Dealing Room Manager where he was responsible for the bank's foreign investments; involved in monitoring the bank's money market and foreign exchange activities, as well as the capital market investments. Through this post, he gained extensive experience in international as well as local capital market activities, specifically in the Egyptian Stock Exchange where he dealt with governmental and local institutional bodies. Maher is one of the founders of Prime Group, holding the post of CEO & Vice Chairman of Prime Holding.

Maher has an active role in several NGOs. He was a Board Member of the Egyptian Stock Exchange (EGX); and was previously on the first Board of the Egyptian Institute of Directors. Currently Vice Chairman of the Egyptian Capital Market Association (ECMA) as well as Vice Chairman of the Capital Market Committee of the Egyptian Chamber of Commerce. He is also a member of the (EGX 30) index committee in the Egyptian Stock Exchange (EGX), Recently, he became a member of the advisory committee of the Small and Medium Companies Exchange (NILEX).

Maher holds a Bachelor of Commerce degree from Ain Shams University and a Masters degree in Banking & International Finance (MBF) from the "Cariblo Institute" for financial & banking studies in Milan, Italy.



Executive Team

Hassan Samir Farid

Vice Chairman and Executive CEO

Mr. Hassan Samir Farid is one of the oldest executives in the field of the Egyptian capital market, as he has 27 years of experience in the fields of brokerage, asset management, acquisitions management, corporate finance, custodian management, international trading, and OTC deals. Which makes him an expert in various financial market activities, after dealing with all types of clients, whether individuals, companies, and investment funds in Egypt, all Gulf countries, and most countries of the world.

Hassan Samir held many positions, where he held the position of Managing Director of the Capital Markets Sector at Prime Holding Company from 2020 until the end of 2022, Managing Director of Prime Securities Company from September 2012 to January 2020 while he was an independent board member in Prime Capital 2014-2022 Also, the same position in Prime Securities from 2020 until the end of 2022.

Samir joined Prime Securities in 1998 after starting his career in the Strategic securities Group for brokerage in 1995 and held several positions, including Director of the Trading and Sales Department as well as Deputy Managing Director, in the period from 1998 to mid-2007, after which he moved to acquire with a consortium of high net worth the Global Capital Brokerage Company, where he was a major shareholder and the managing director of the company from 2007 until mid-2012.

Hassan Samir holds a BA in Economics and Political Science from Cairo University in 1995. He also obtained several diplomas, training courses, and certificates in fundamental and technical analysis, finance, and investment from the Institute of Banking and Finance at the American University in Cairo as well as from the London School of Economics.



Executive Team

Ghada Alkady CEO, Prime Investments

Ms. Ghada AlKady is a leading participant in the set-up of Prime Investments –Asset Management, after joining the company in 1996. She has taken a leading role to position Prime Investments over the years as a strong brand and a leading investment management firm, extending its services to government pension plans, financial institutions, corporations, endowments, family foundations, and private individual clients. Over the years, she has successfully structured alternative investment products and witnessed the successful launch of eleven local mutual funds that include equity, hybrid, money market, fixed income, shari'ah compliant funds, in addition to participating in the launch of one-offshore Mediterranean Fund. Ms. Alkady has also managed to position Prime Investments as a leading asset manager among the largest government authorities in Egypt. She is a member of the Asset allocation Committee and is responsible for ensuring that all underlying investment strategy and the pre-set investment guidelines are implemented by the Asset Management Team.

Prior to joining Prime Investments-Asset Management, Ms. Alkady worked with the US AID privatization project as a senior consultant in the corporate valuation team valuing and pricing public entities. Ms Alkady has started her career as a credit officer in the Egyptian American Bank (Credit Agricole) as a credit officer. Ms. AlKady graduated from the American University in Cairo holding a BA in Economics & Business Administration.



Executive Team

Shawkat El Maraghy CEO, Prime Securities

In January 2020, Mr. Shawkat El Maraghy was appointed as Prime Securities Managing Director. El Maraghy has a long track record of over 20 years of experience in the brokerage business, as he joined HC Securities Brokerage in 1999 and was the Managing Director of HC Brokerage since 2009. Prior to joining HC Securities Brokerage, El Maraghy was the Chief Trader at National Securities owned by National Bank of Egypt, whereby he was responsible for institutions sales and trading in addition to high-net-worth individuals (HNWI). He began his career in 1991 in Saudi Arabia at Jamal and Khaled Al Johar Trading & Development Co. as Portfolio Manager.

It is worthy to note that El Maraghy was a board member of the Investor Protection Fund, representing Egyptian brokerage firms, and has been serving as a board member of the Egyptian Exchange (EGX) since February 2016.



Amr Hussein Elalfy MBA, CFA Head of Research

Amr Hussein Elalfy is currently Head of Research at Prime Securities. He has over 23 years of experience in capital markets and mobile telecommunications. Before joining Prime Securities, he was Head of Research at SHUAA Securities Egypt (2018-2020), Global Head of Research at Mubasher Financial Services (2012-2018), and Director of Research at CI Capital (2006-2012). Elalfy started his career at King Street Capital, a New York-based multi-billion-dollar hedge fund where he helped in the firm's early growth phase. Upon his return to Egypt, he joined Prime Securities as Senior Analyst then later CIBC as Assistant Manager, Research. Also, Elalfy spent around 2.5 years at Vodafone Egypt as Planning Manager in the Marketing Department. Elalfy has a Bachelor in Business Administration (BBA) in Finance & Investments (summa cum laude) from Baruch College, City University of New York in 1997 and an MBA from the American University in Cairo (AUC) in 2002. He has been a CFA Charterholder since 2008. He is former President and currently Secretary-General of CFA Society Egypt, and he is a member of US-based CFA Institute. Elalfy served as Adjunct Lecturer teaching finance at Ain Shams University, AUC, Helwan University, and Misr International University (MIU). He also taught company valuation workshops at the German University in Cairo (GUC).



Executive Team

Gihane Halawa, CFA
Investor Relations Director

In August 2020, Gihane Halawa was appointed Investor Relations Director of Prime Holding. She is a skilled investment banking professional with an extensive experience gained through her work as Corporate Finance Director at Prime Capital and Paradigm Invest, as well as her consultancy work and her previous experience in CI Capital Investment Banking where she was involved in structuring, negotiating and executing several advisory assignments covering different industries.

Prior to this, Halawa was an associate director at CIBC research department covering the telecom and pharmaceutical sectors. Gihane is a CFA Charterholder since 2005 and she attended several corporate finance courses that added to her knowledge and competence, the most prominent of which is the INSEAD Corporate Financial Strategy course. She holds a B.A in Accounting from Cairo University.



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