

GET READY TO INVEST IN A NEW DECADE

WELCOME TO THE 9th ANNUAL
LONDON CONFERENCE

9-12 September 2019
Emirates Stadium, London, UK



PARTICIPATION GUIDELINES

BE A PART OF THE 9th ANNUAL LONDON CONFERENCE, THE LARGEST FRONTIER AND EMERGING MARKETS INVESTOR EVENT IN THE UK.

As Frontier Emerging Markets (FEMs) across the globe continue to modernize their economies, open their markets and enact meaningful policy reforms, they are creating ample opportunities for investment and cementing their status as the leaders of growth for the coming decade. At the same time, economic, political and environmental challenges make it necessary to identify innovative strategies for tapping into the potential created by these reforms

and favourable demographics to generate both accretive returns and sustainable benefits for society.

Our 9th Annual London Conference will connect C-suite executives, investors and fund managers from the fastest-growing FEMs, providing a unique opportunity to network, share insights and explore investment opportunities.

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VENUE

Emirates Stadium, London, UK

Emirates Stadium is the third-largest football stadium in England and home to Arsenal Football Club. When it is not being used to host high-profile football matches or as an audition stage in large TV productions, the 60,000-seat stadium is a sought-after venue for international conferences and summits.

The stunning glass-and-steel construction is renowned across the United Kingdom and throughout Europe and is the first in England to be equipped with HDTV. It reinforces the global city's reputation as a business-friendly environment and the world's financial centre, London welcomes over 14 million tourists every year and offers an unmatched array of famous restaurants, shopping destinations, historical landmarks and cultural opportunities.

Emirates Stadium is easily accessible via London's comprehensive public transport network. Clearly located signs will help pedestrians find their way on the short walk from stations or

bus stops to the grounds. The stadium has a colour coding system to signify different areas.

The entrance for the conference will be through the South Entrance (Dial Square), with the nearest tube station being Arsenal (Piccadilly Line), an approximately three-minute walk from the stadium. For a more detailed look at the layout of the stadium, please [click here](#).

For further details on convenient ways to get there, see [here](#). Alternatively, you can plan your best route by public transport using the [Journey Planner](#).

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

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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 9th London Conference team via the A/V Form, which needs to be filled out and submitted before the **10th of July 2019**.

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.

Presentation

Presentations will also be made available on the conference website, with access limited to registered investors. We request that you kindly send a print-resolution (not press resolution) PDF of your presentation to londonconference@efg-hermes.com before **25 August 2019**.

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 FEMs. 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).

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 londonconference@efg-hermes.com before the **10th of July 2019**.

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 9th Annual London Conference. If you are interested in conducting an interview, please indicate your preference when you register online.

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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 "The 9th Annual London Conference, 9-12 September 2019" for the attention of David Petch, 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

9th Annual London Conference
Conference Room: Dial Square
c/o David Petch
AFC Venue Set-up, 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 **25 August 2019**.

Contact Us

Email: londonconference@efg-hermes.com

USEFUL INFORMATION

Visas

Please consult the British embassy or consulate nearest to you for information regarding visa requirements. If you require assistance obtaining a visa, we would be pleased to send you an official invitation that can be presented when applying.

Please contact us at londonconference@efg-hermes.com for further assistance in this regard.

Language

The official language of the conference is English.

Climate

Temperatures in London in mid-September typically range between daytime highs of 19° and overnight lows of 12° Celsius (66° and 53° Fahrenheit), although the weather can be unpredictable. Rain is common at this time of year.

Time Zone

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 collateral.

If any audio and visual (A/V) equipment will be needed, please contact us at londonconference@efg-hermes.com.

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Important Deadlines

Registration	10 July 2019
Flight information	10 July 2019
High resolution logo	10 July 2019
AV Form	10 July 2019
Presentation	25 August 2019
Shipping Form	25 August 2019

Information on the program, the list of companies presenting and logistics will be regularly updated on the 9th Annual London Conference website.

TRANSPORTATION

To and from the airport

Transportation services to and from the airport can be arranged directly through the concierge desk at JW Marriott - Grosvenor House London at an additional charge.

To and from the conference venue

A complimentary shuttle bus will be available to transport participants between JW Marriott - Grosvenor House London and Emirates Stadium. We will provide a detailed transportation schedule and timetable ahead of the conference.



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AGENDA

DAY 1

Monday, 9 September 2019

ROUND 1

- 07:00 – 18:20 Registration, Scheduling & Hospitality [The Emirates Stadium]
- 08:00 – 11:50 One-on-One Meetings [Executive Boxes]
- 12:00 – 13:20 Lunch [Woolwich]
- 13:30 – 18:20 One-on-One Meetings [Executive Boxes]

DAY 2

Tuesday, 10 September 2019

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

DAY 3

Wednesday, 11 September 2019

ROUND 2

- 07:00 – 18:20 Registration, Scheduling & Hospitality [The Emirates Stadium]
- 08:00 – 11:50 One-on-One Meetings [Executive Boxes]
- 12:00 – 13:20 Lunch [Woolwich]
- 13:30 – 18:20 One-on-One Meetings [Executive Boxes]

DAY 4

Thursday, 12 September 2019

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

Note: Above agenda is subject to change.

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ACCOMMODATION

EFG Hermes has negotiated special conference rates at the JW Marriott - Grosvenor House London.

The JW Marriott - Grosvenor House London offers you exceptional accommodations in a distinguished setting with 5-star service and luxury amenities within the upscale neighbourhood of Mayfair. Located on Park Lane in Central London, you will be just moments away from Hyde Park, Oxford Street, Buckingham Palace, and more.

To book your hotel room at the JW Marriott - Grosvenor House London using the EFG Hermes group rate, please proceed with the booking on or before 15 August 2019. The special conference rate is valid for bookings between 8–14 September 2019 and is available (depending on

availability) for up to three days before and after the listed group dates.

Kindly note that there are a limited number of rooms available and that the above rates are only applicable for bookings made prior to 15 August 2019. For bookings made after the 15 August 2019, the hotel's standard rate will be applied.

For higher room categories, please email Nina.Pirogova@marriott.com

Cancellation policy:
Reservations cancelled on or after 1 September 2019 will be subject to cancellation fees equivalent to the cost of the entire stay.

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AUDIO AND VISUAL EQUIPMENT REQUEST FORM

Available Audio and Visual Equipment

- 43-inch TV screen
- Flip chart

Requested by _____

Company Name _____

Contact Information _____

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SHIPPING FORM

Please complete and return this form by email to londonconference@efg-hermes.com

Company Name _____

Contact Name _____

Telephone _____

Date of Shipment _____

Number of Boxes _____

Transport Company _____

Airway Bill Number _____

Origination Address _____

Details

The 9th Annual London Conference
Conference Registration Suite: Dial Square
AFC Venue Set-up, Arsenal Logistics

deliveries@arsenal.co.uk
+44 (0) 7808883511

Destination Address

The 9th Annual London Conference
Conference Room: Dial Square
c/o David Petch
AFC Venue Set-up, Arsenal Logistics
Security Entrance,
Emirates Stadium
Queensland Road
London, N7 7AJ