



Tadawul IR Workshop

17 December 2018

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www.closir.com





About Closir

Closir is a technology company specialising in tools for investor relations teams and institutional investors across global emerging and frontier markets.



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01

Investor Opportunity

Who are the institutional investors that can invest in KSA equities today?

02

Role of IR in the investment process

Where can the IR function influence investor's behaviour?

03

Technology

How can technology help in proactive investor relations?

The Investor Opportunity

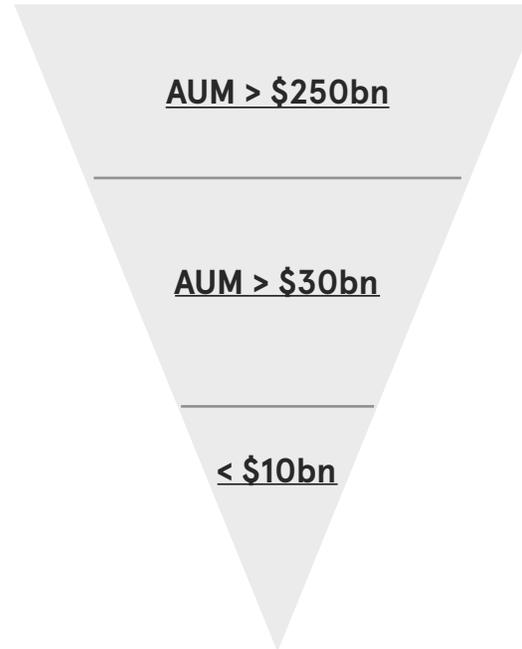
Country Focused

- Ashmore Group
- Emirates NBD
- VTB Asset Management
- Verno Capital
- SHUAA Capital

Regional: EMEA / MENA

- T Rowe Price
- Barings AM
- Aviva Global Investors
- MENA Capital

Global Emerging Market Funds



- Fidelity
- Lazard
- Aberdeen
- Capital

- Fiera
- Jupiter
- BA Pensions
- Hermes

- Cavendish AM
- Blackfriars AM
- Mobius
- Private Wealth

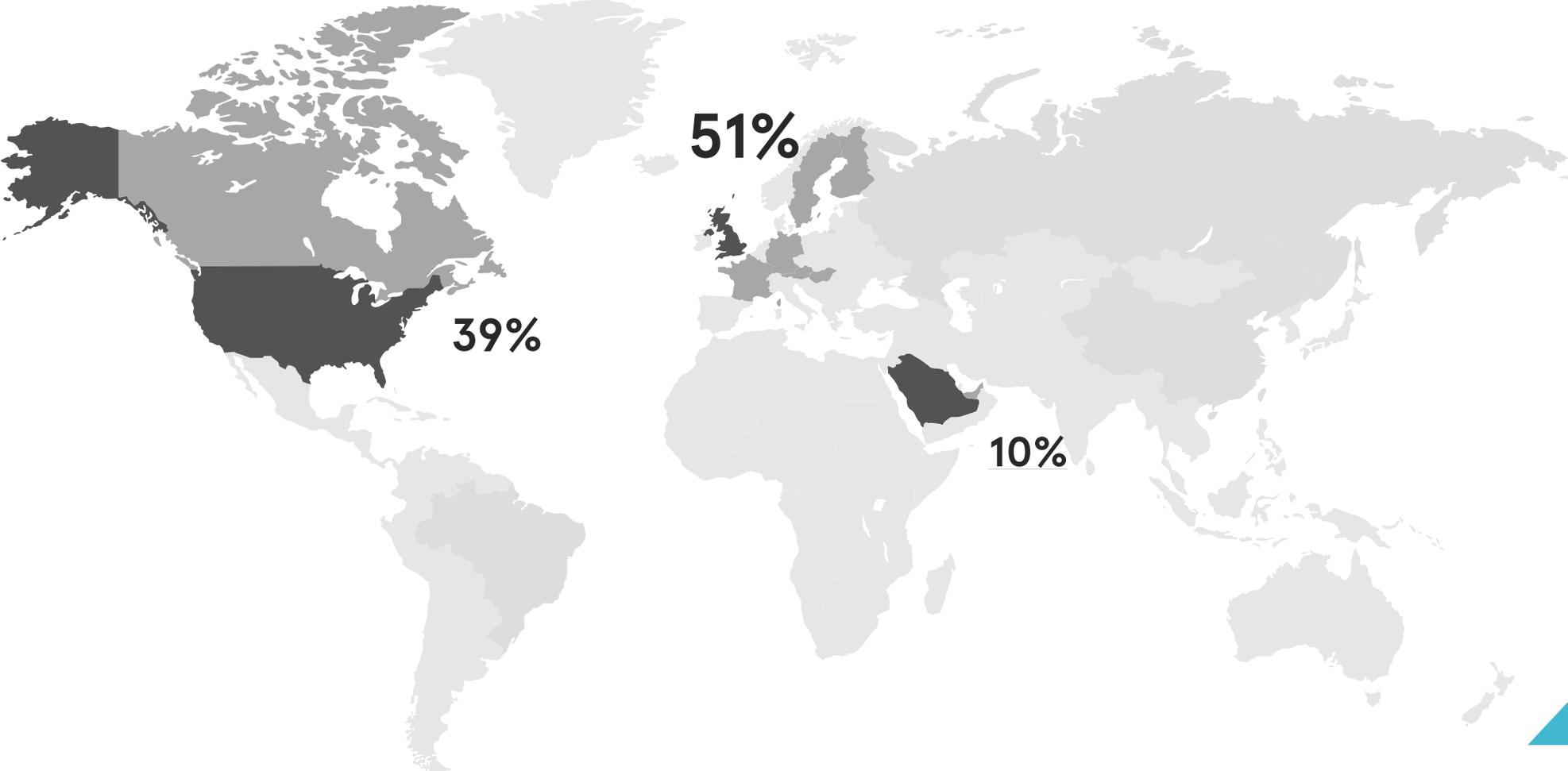
Global Mandates Sector Specialists Small & Mid Cap Funds Thematic / Special Situations

- Newton IM
- QUAERO
- Promeritum
- Cape Ann

Passive funds & ETFs

- State Street
- Blackrock IShares
- Vanguard
- Legal & General

Investor Opportunity: Geographical Breakdown



Investor Opportunity: Geographical Breakdown

European destinations (excluding London)



Helsinki

Stockholm

Frankfurt

Tallinn

Vienna

Paris

Amsterdam

Edinburgh





Virtual Roadshow

12

Average nr of
investors attending /
day

\$45bn

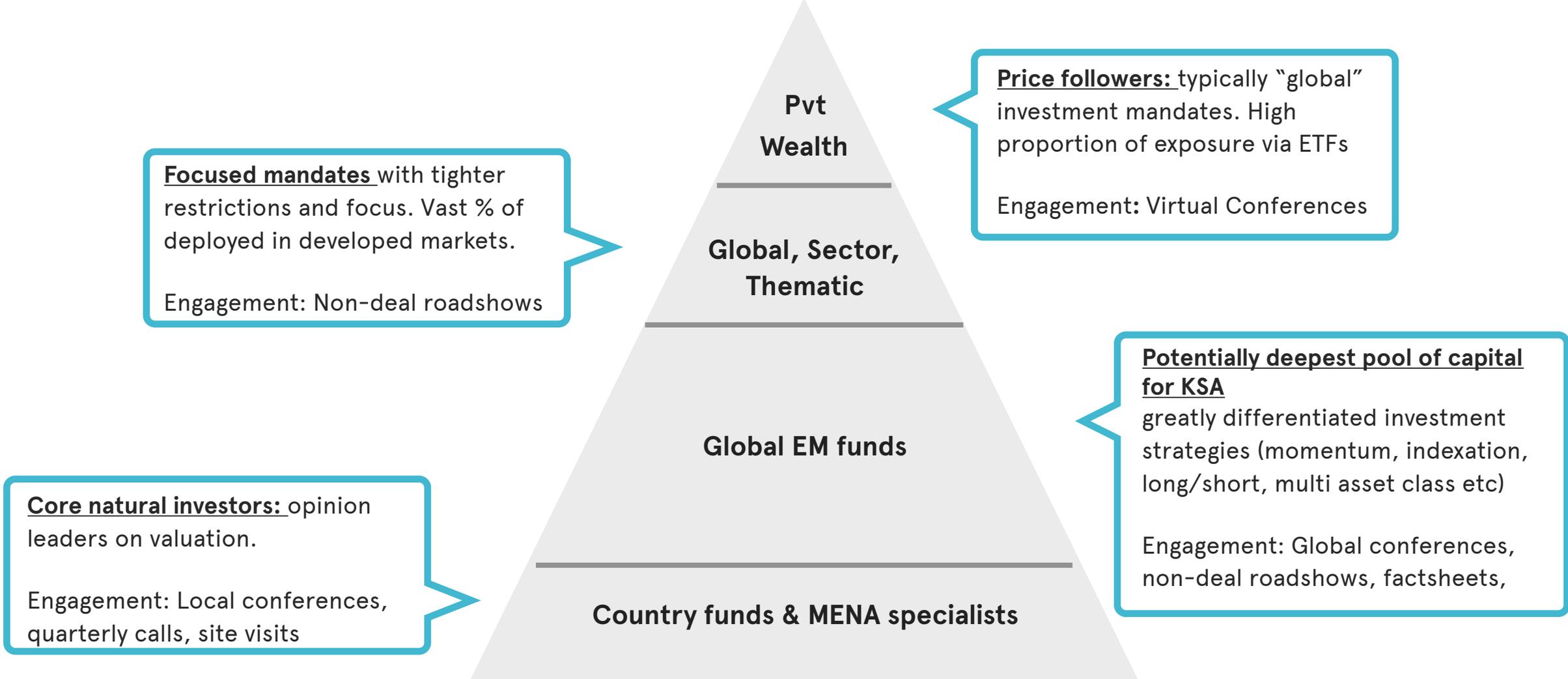
Average AUM of
investor participating

45mins

Average duration of
each meeting (30
mins + 15 mins Q&A)



Composition of Share Register & IR strategy



Factors Influencing Institutional Investment

Cycle and Macro

Country specific attractions

Local GDP growth

Demographic trends

Market Cycle

Prevailing sector preference

Equity Market Drivers

Banking system stability/regulations

Oil price impact on local markets

Market volatility levels

Local Corporate Governance code

Company Specific Criteria

Proactive IR

Corporate Governance

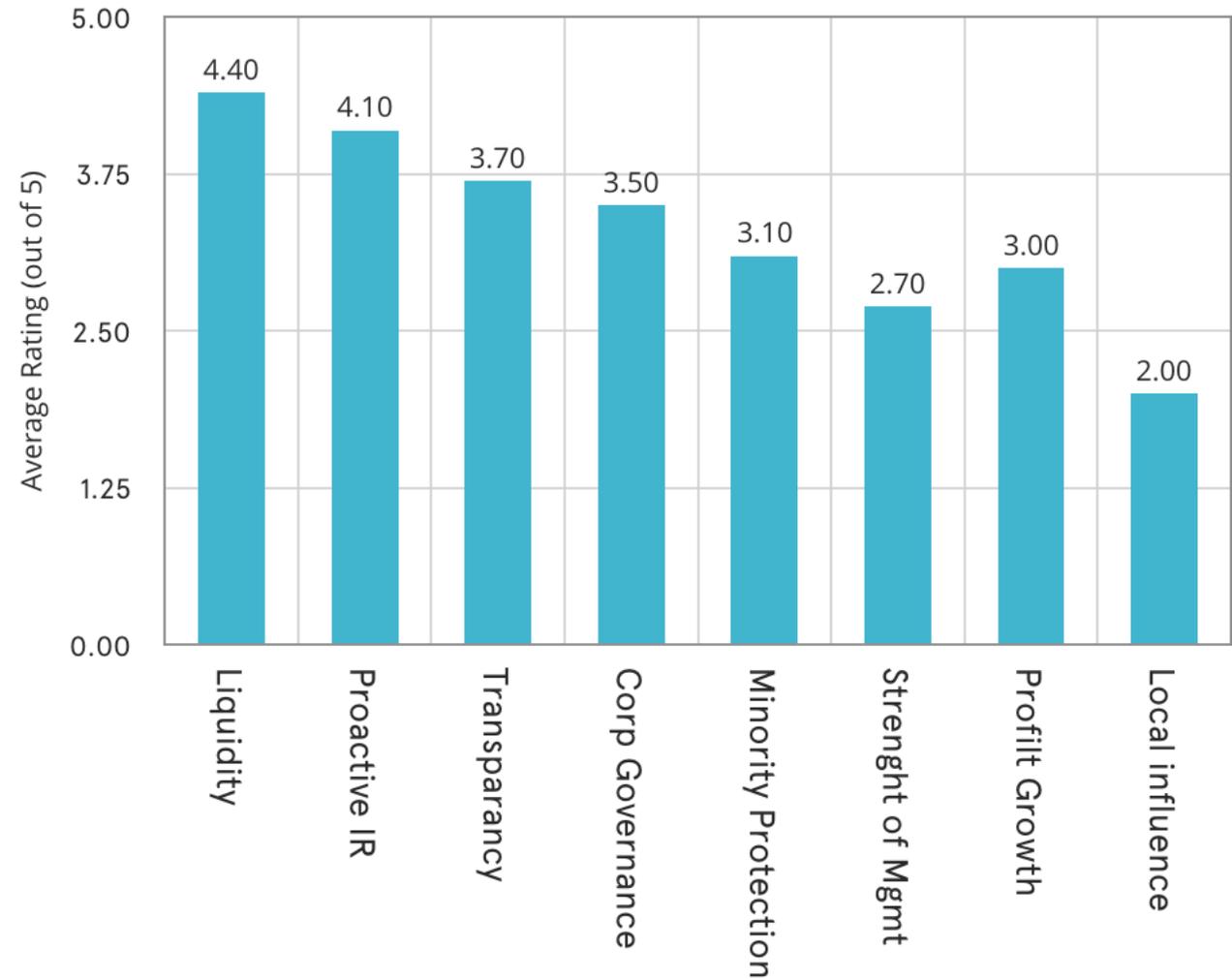
Transparency

Historic/Forecast profit growth

Liquidity

Company has the ability to influence

Rating of Company Specific Criteria



Management Access

Proactive meeting invitations: regular meetings with key shareholders, Tier 2 investors, New Targets

Updated website

Website with 6 key elements, regular email alerts and updates, business line workshops, industry reports

Continuous dialogue

High degree of continuous dialogue in good times & bad. Proactively updates and responsiveness: 100% reply/call-back rate

<u>Company Specific Criteria</u>	
Proactive IR	✓✓✓
Corporate Governance	✓✓✓
Transparency	✓✓✓
Profit growth	✓✓
Liquidity	✓

Most useful to: Investors less familiar with the company story & generalists

Annual Report



Most useful to: existing shareholders, local investors & sell-side analysts

Easy Access to Numbers & Financial Model



IR WEBSITE

Objectives

1- An introduction and pathway to investing for new investors

2- An useful accessory for investors who already know the company

Investor Presentation



Other useful sections: basic overview of business, shareholder structure, management and board biographies, dividend policy



News flow

IR Calendar

Earnings dates, conference calls, roadshows, conference participation, capital market days, field trips

Very easy to request a meeting/call





Closir: Technology Products for IR



Investor Targeting

Intelligent matching of company's fundamentals, liquidity and size to mandates and preferences of funds



Comms Toolkit

Email, Relationship Management, Feedback systems in one place & communicating with each other



Virtual Roadshow

Host investor meetings with investors from around the world without leaving Saudi Arabia





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