



The 8<sup>th</sup> Annual London Conference

# Kick off your investment strategy to new frontiers

## PARTICIPATION GUIDELINES

# EFG HERMES IS PLEASED TO WELCOME YOU TO THE 8<sup>TH</sup> ANNUAL LONDON CONFERENCE

As markets across Asia reach critical mass, Frontier Emerging Markets (FEMs) are expected to lead the next phase of EM investments due to their rapidly growing populations and rising incomes, among other favorable demographic and macroeconomic trends. A main theme among many of these countries is the modernization of their economies and opening-up of their markets, with major economic policy reforms at the forefront of their

respective governments' agenda to shift from commodity-dependent to more diversified economies.

Following the success of last year's conference, which marked our largest-ever turnout, our 8th Annual London Conference will bring together c-suite executives, investors and fund managers from the world's most compelling FEMs to network, share insights and explore potential investment opportunities.

# Kick off your investment strategy to new frontiers

**The 8<sup>th</sup> Annual London Conference**  
10-13 September 2018 - Emirates Arsenal Stadium

## VENUE

### Emirates Arsenal Stadium, London, UK

Completed in 2006 with a capacity of nearly 60,000, Emirates Stadium is the third-largest football stadium in England and home to Arsenal Football Club. The stunning glass and steel construction is renowned across the United Kingdom and throughout the Europe and is the first in England to be equipped with HDTV.

When not being used to host high-profile sporting matches or as an audition stage in large TV productions, Emirates Stadium doubles as a venue for international conferences and summits, staying true to the global city's reputation as the world's financial center and its business-friendly environment. Welcoming over 14 million tourists per year, London is also home famous restaurants, shopping destinations, historical landmarks and cultural opportunities.

Getting to Emirates Stadium is simple. London's comprehensive public transport network will take you within a few minutes'

walk of the grounds and clearly located signs will help pedestrians find their way from stations or bus stops. The entrance for the conference will be through the South Entrance (Dial Square Restaurant), 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](mailto: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 8th London Conference team via the A/V Form, which needs to be filled out and submitted before **10 July 2018**.

### 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 thus request that you kindly send a print-resolution (not press resolution) PDF of your presentation to [londonconference@efg-hermes.com](mailto:londonconference@efg-hermes.com) before **2 September 2018**.

### 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 Frontier Emerging Markets. 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](mailto:londonconference@efg-hermes.com) before **10 July 2018**.

### 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 8th 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 8<sup>th</sup> Annual EFG Hermes London Conference, 10 - 13 September 2018" for the attention of Andrew Daniel, 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

The 8<sup>th</sup> Annual EFG Hermes London Conference  
Conference Room: Royal Oak  
C/O Andrew Daniel, 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 **2 September 2018**.

### Contact Us

Email: [londonconference@efg-hermes.com](mailto:londonconference@efg-hermes.com)

## USEFUL INFORMATION

### Visas

Please consult the British embassy or consulate nearest 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](mailto: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 collaterals.

If any Audio and Visual (A / V) equipment will be needed, please contact us at [londonconference@efg-hermes.com](mailto:londonconference@efg-hermes.com).



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### Important Deadlines

Registration	28 June 2018
Flight information	10 July 2018
High resolution logo	10 July 2018
AV Form	10 July 2018
Presentation	2 September 2018
Shipping Form	2 September 2018

Information on the program, the list of companies presenting and logistics will be regularly updated on the 8th EFG Hermes London Conference website.

## TRANSPORTATION

### To and from conference venue

EFG Hermes will be arranging complimentary shuttle buses to transport conference participants from the hotel to and from the conference venue. A detailed transportation schedule will be made available ahead of the conference.



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## AGENDA

DAY 1	MONDAY, 10 SEPTEMBER 2018	DAY 2	TUESDAY, 11 SEPTEMBER 2018
●	07:00 – 18:20	●	08:00 – 18:20
	Registration, Scheduling & Hospitality [The Emirates Stadium]		Registration, Scheduling & Hospitality [The Emirates Stadium]
●	08:00 – 11:50	●	08:00 – 11:50
	One on One Meetings [Executive Boxes]		One on One Meetings [Executive Boxes]
●	12:00 – 13:20	●	12:00 – 13:20
	Lunch		Lunch
●	13:30 – 18:20	●	13:30 – 18:20
	One on One Meetings [Executive Boxes]		One on One Meetings [Executive Boxes]

### The 8th Annual Conference | Round 2

DAY 3	WEDNESDAY, 12 SEPTEMBER 2018	DAY 4	THURSDAY, 13 SEPTEMBER 2018
●	07:00 – 18:20	●	08:00 – 18:20
	Registration, Scheduling & Hospitality [The Emirates Stadium]		Registration, Scheduling & Hospitality [The Emirates Stadium]
●	08:00 – 11:50	●	08:00 – 11:50
	One on One Meetings [Executive Boxes]		One on One Meetings [Executive Boxes]
●	12:00 – 13:20	●	12:00 – 13:20
	Lunch		Lunch
●	13:30 – 18:20	●	13:30 – 18:20
	One on One Meetings [Executive Boxes]		One on One Meetings [Executive Boxes]

Note: Above agenda is subject to change.



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## ACCOMMODATION

Guests are kindly requested to book their own rooms at a special EFG Hermes conference rate at the JW Marriott – Grosvenor House London. The special conference rate is valid for bookings between 5 – 17 September 2018.

Discover the best of Mayfair at London Marriott - Grosvenor House with its personalized service and unparalleled central location minutes away from world-class shopping, Hyde Park and iconic landmarks. Unwind in impeccably furnished rooms and suites featuring marble bathrooms and the latest technology, overlooking Grosvenor Square or the hotel's intimate garden.

To book your hotel room at the JW Marriott – Grosvenor House London using the EFG Hermes group rate please proceed with the below link on or before 31 August 2018. Once completed, a reservation link will appear in your registration confirmation email.

[Book your group rate for 8th London Conference 2018](#)

We're glad to offer you the Deluxe Rooms at EFG Hermes special rate of GBP 311.00 per room per night, for both single and double occupancy, inclusive of Wi-Fi, VAT and excluding breakfast.

Kindly note that there are a limited number of rooms available and that the above rates are only applicable for bookings made prior to 31 August 2018. For bookings made after the 31 August 2018, the hotel's standard rate will be applied.

For higher room categories, please email [Nina.Pirogova@marriott.com](mailto:Nina.Pirogova@marriott.com)

### **Cancellation policy:**

Cancellation at 60% of booking cost, if cancelled 10 days prior to arrival

Cancellation at 80% of booking cost, if cancelled 3-9 days prior to arrival

Cancellation at 98% of booking cost, if cancelled less than 3 days prior to arrival

*Cancellation fee applicable after Friday 24th August*



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## AUDIO AND VISUAL EQUIPMENT REQUEST FORM

### Available Audio and Visual Equipment

- 6ft wide pull-up screen
- Data projector
- 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](mailto:londonconference@efg-hermes.com)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_

Date of Shipment \_\_\_\_\_

Number of Boxes \_\_\_\_\_

Transport Company \_\_\_\_\_

Airway Bill Number \_\_\_\_\_

Origination Address \_\_\_\_\_

### Details

The 8<sup>th</sup> Annual EFG Hermes London Conference  
Conference Registration Suite: Woolwich  
Arsenal Football Club Logistics Team  
[deliveries@arsenal.co.uk](mailto:deliveries@arsenal.co.uk)  
+44 (0) 7808883511

### Destination Address

The 8<sup>th</sup> Annual EFG Hermes London Conference  
Conference Room: Royal Oak  
C/O Andrew Daniel, Arsenal Logistics, Security Entrance,  
Emirates Stadium, Queensland Road  
London, N7 7AJ