

## Raya Contact Center Investor Presentation

December 2018

## I. Introduction to Raya Contact Center

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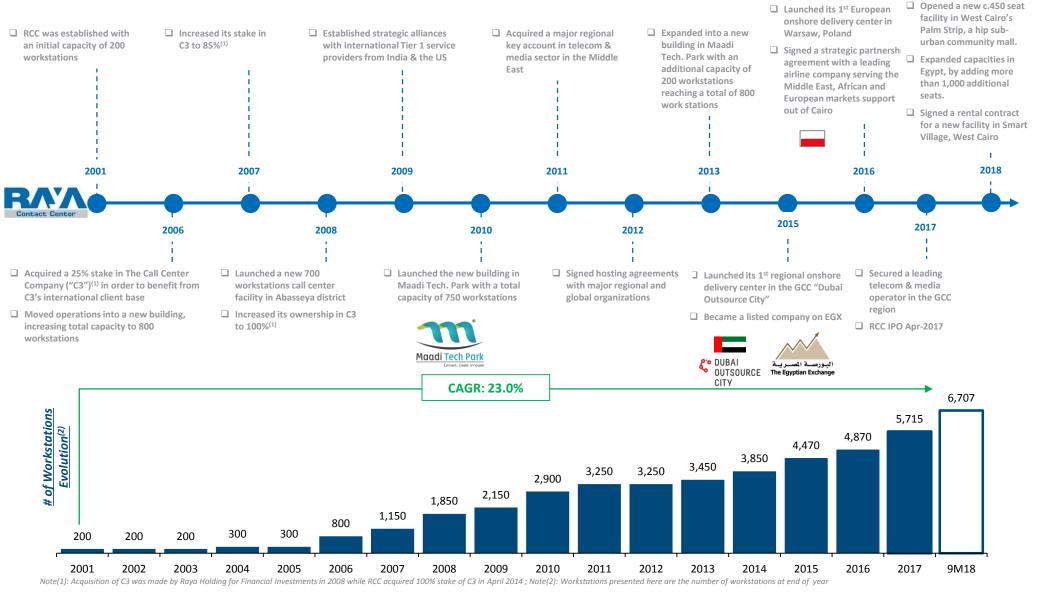
A Leading Egyptian Provider of Business Process Outsourcing ("BPO") Services

	Company Synopsis	Key Metrics		
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		<b>#1</b> Market Position in the Egyptian CCO Market <sup>(1)</sup>	<b>~20%</b> Market Share in the Egyptian CCO Market <sup>(1)</sup>	
<ul> <li>Completensive provider of BPO services, onering i) Contact Center Services, iii) Professional Services, iii) Back Office Services, and iv) Inside Sales Channel Management Services</li> <li>Recent expansion in the GCC in 2014 and Eastern Europe in 2015 through launching 2 onshore/nearshore facilities in Dubai, UAE and Warsaw, Poland that became operational in 2015 and 2016, respectively</li> </ul>		9 Facilities in Egypt, UAE and Poland as of 9M2018	>6,707 # of installed workstations as of 9M2018	
Awarded so and PCI-DS	everal highly accredited quality standards and certificates (COPC, ITIL framework S) RCC's Vision and Mission	>106 Clients Served in EMEA Region	>25 Languages Offered	
Vision	<ul> <li>To be the preferred Business Process Outsourcing Partner in EMEA</li> <li>Committed to provide world class service through:</li> </ul>	EGP672MN 9M 2018 Revenue	<b>75%</b> Offshore Revenue in 9M-18	
Mission	<ul> <li>Focus on client and end user satisfaction</li> <li>Competent and motivated people</li> <li>Deployment of state-of-the-art technology</li> <li>Streamlined processes &amp; continuous improvement of quality management system</li> <li>Industry best practices</li> <li>Cost-effective operations</li> </ul>	EGP163MN 9M 2018 EBITDA 24.4% Margin	EGP139MN 9M 2018 Net Profit 20.7% Margin	
Goals	<ul> <li>Maximize shareholder value</li> <li>Become a distinctive Multi-regional &amp; Multilingual BPO player within EMEA</li> <li>Build a sustainable leadership position as a "Champion" in the GCC region</li> <li>Extend leadership by becoming a "Challenger" in the European market</li> </ul>	<b>48.6%</b> ROAE (9M-18 - annualized)		
	Aspire to pursue a "Global Challenger" path	Operational Metrics	Financial Metrics <sup>(2)</sup>	

Note(1): According to Everest Group, Contact Center Outsourcing Offshore Market Overview and Country-Specific Supply Market Analysis Report, 2017; Note(2): All numbers based on Egyptian Accounting Standards;



### **Track Record of Growth**



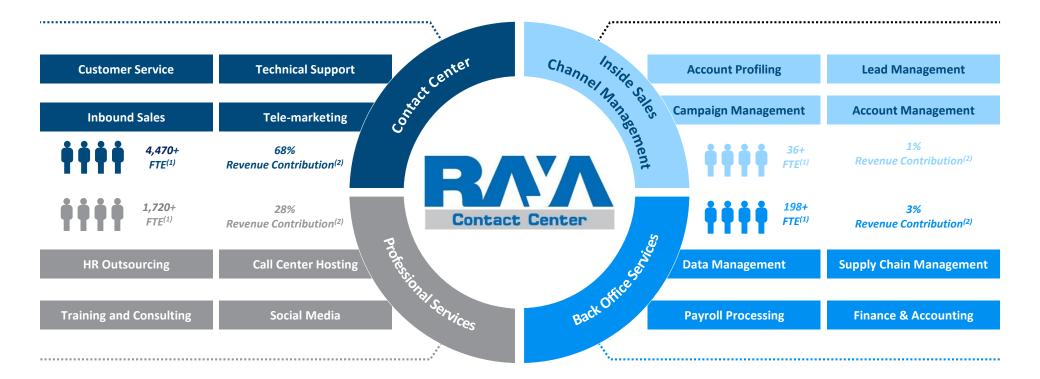
#### Raya Contact Center Investor Presentation

Doubled Dubai operations and capacities to reach

c.300 seats.



## **A Wide-Ranging Provider of BPO Services**



#### +25 Languages Provided



Note(1): Full-Time Equivalent workers; Note(2): Based on 9M-2018 Figures



## **Serving Multiple Clients Across Various Industries**

#### A Sample of RCC's Client Base





Note(1): Other industries includes home appliance, real estate, government and contact center services



## **From Multiple Facilities in the EMEA Region**



# Facilities Overview

Overview of RCC's Facilities

1 Raya HQ – 6 <sup>th</sup> of Cairo	f October,	2 Raya October Ci	ty, Cairo	3 Downtown,	Cairo	4 Maadi Park 1 -Maa	adi, Cairo	5 Maadi Park 3 - Cairo	- Maadi,
				The second					<u>III</u>
Year Established	2001	Year Established	2006	Year Established	2007	Year Established	2010	Year Established	2013
# of seats	1,469	# of seats	779	# of seats	888	# of seats	759	# of seats	1,206
Utilization (%)	98%	Utilization (%)	100%	Utilization (%)	95%	Utilization (%)	98%	Utilization (%)	97%
# of Agents	361	# of Agents	N/A <sup>(2)</sup>	# of Agents	884	# of Agents	1,874	# of Agents	699
Languages Spoken	15	Languages Spoken	7	Languages Spoken	3	Languages Spoken	5	Languages Spoken	5
Markets Served	Europe, ME <sup>(1)</sup> , Africa	Markets Served	NA <sup>(1)</sup> , Africa	Markets Served	Egypt, ME <sup>(1)</sup>	Markets Served	ME <sup>(1)</sup>	Markets Served	ME <sup>(1)</sup> , Africa
6 Downtown, H	urghada	7 Dubai, UA		8		9 Palm Strip		L	
	anghadaa				land		•		
		, HEIL		Warsaw, Po		6 <sup>th</sup> of October,			
Year Established	2014	Year Established	AE 2014	Year Established	2015				
Year Established # of seats	2014 618	TEH			Û	6 <sup>th</sup> of October,	Cairo		
		Year Established	2014	Year Established	2015	6 <sup>th</sup> of October,	<b>Cairo</b> 2018 440		
# of seats	618	Year Established # of seats	2014 300	Year Established # of seats	2015 248	6 <sup>th</sup> of October,	<b>Cairo</b> 2018		
# of seats	618 26%	Year Established # of seats Utilization (%)	2014 300 95%	Year Established # of seats Utilization (%)	2015 248 10%	6 <sup>th</sup> of October,	<b>Cairo</b> 2018 440		

Note(1): NA: North America; ME: Middle East

Note(2): Raya October City facility has no FTE since this facility is used for hosting services

**Existing Facility** 

Facility opening in 4Q 2018



### **RCC's Differentiators**

RCC Differentiators Compared to Global Competition	RCC Differentiators Compared to Regional / Local Competition
1 Flexibility in Providing Tailored Services	1 Capitalize on Successful Track Record Over Local / Regional Peers
2 Better Cost Structure / Optimized Overheads	2 Accommodate High Value Client Segment from On-Shore Destinations
3 Large Scale in Arabic / Multilingual Support	3 Serving European Clients with a Blended "Smart-Shoring" Capability
Contact Center VS.	Serve high value clients from UAE Serve regular clients from UAE Egyptin and Serve Western Western European clients

## II. Key Investment Highlights

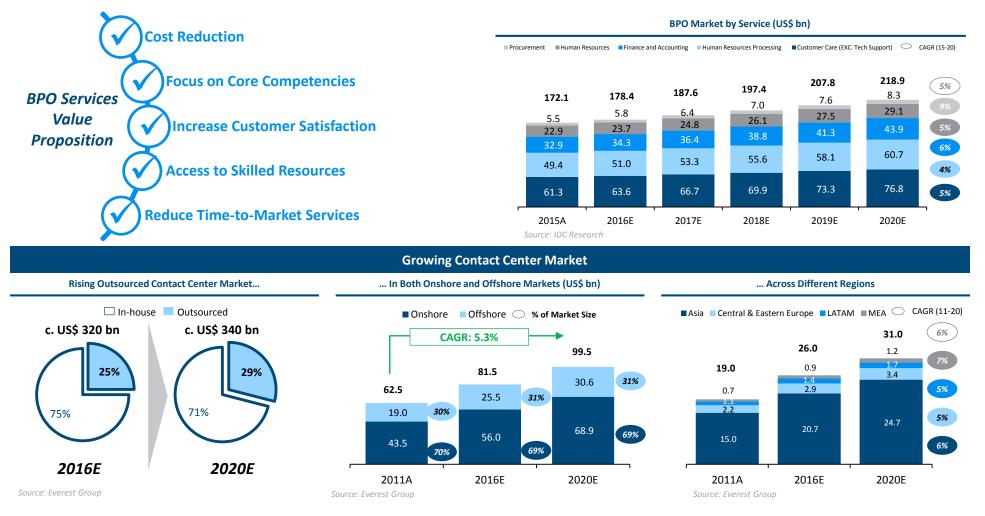
## **Key Investment Highlights**



### I A Growing Industry Supported by Key Fundamental Trends

**Attractive Market Segment** 

With the growth witnessed in the BPO market, obvious trends towards nearshoring and offshoring coupled with robust growth in vertical segment industries, the contact center market is expected to benefit greatly especially since the BFSI<sup>(1)</sup>, telecom and media, and technology industries are experiencing significant growth

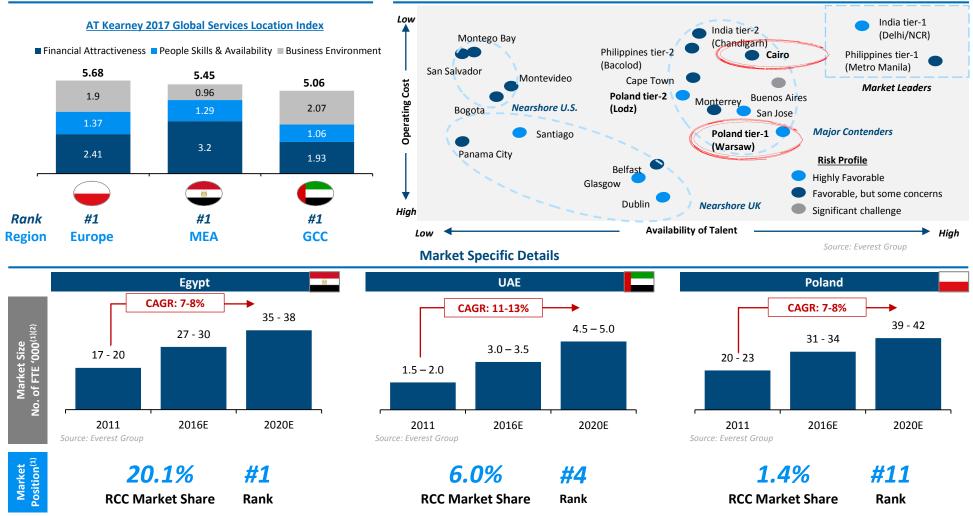


Note(1): Banking, Financial Services and Insurance

### Leading Market Position in Increasingly Attractive Core Egyptian Market and Strong Presence in Favorable UAE and Polish Markets

... With High Availability of Talent and Low Operational Cost

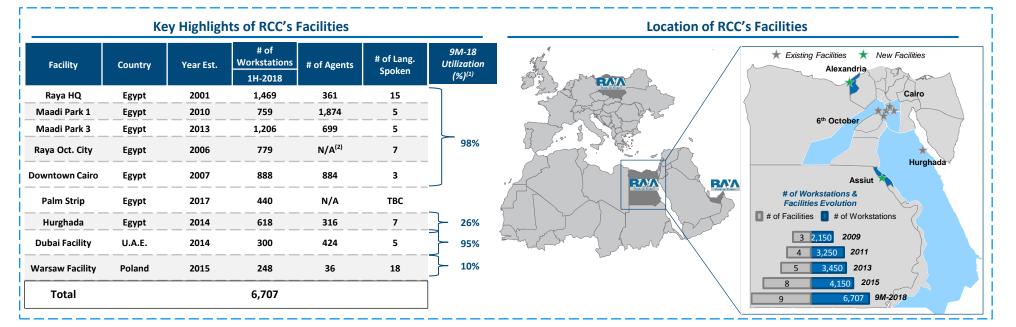




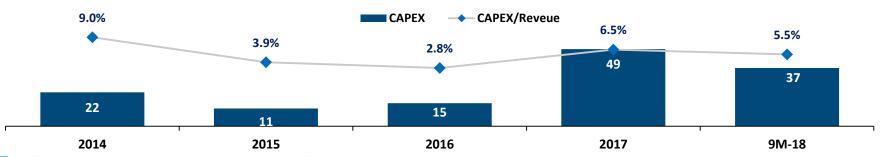
Note(1): Everest Group, CCO Offshore Market Overview and Country-Specific Supply Market Analysis Report, January, 2017; Note(2): FTE stands for Full Time Equivalent which is the number of working hours that represents one full-time employee during a fixed time period, usually one year; Source: AT Kearney 2016 Global Services Location Index, Everest Group

### **III** Scalable Operational Platform Supported by a Low Capital Intensity

RCC operates an asset light business model and rents all of its facilities, which has allowed for growth with limited Capex



#### RCC Capex / Sales (%)



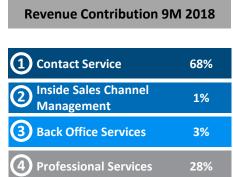
**All facilities operated by RCC are rented, with most of the investments dedicated to technical equipment** 

Note(1): Utilization is calculated based on average productive workstations utilized /average workstation capacity Note(2): Raya October City facility has no agents since this facility is used for hosting services

#### **A Comprehensive Provider of BPO Services** IV

#### One of the Only Regional Players that Provides Extensive Solutions ...

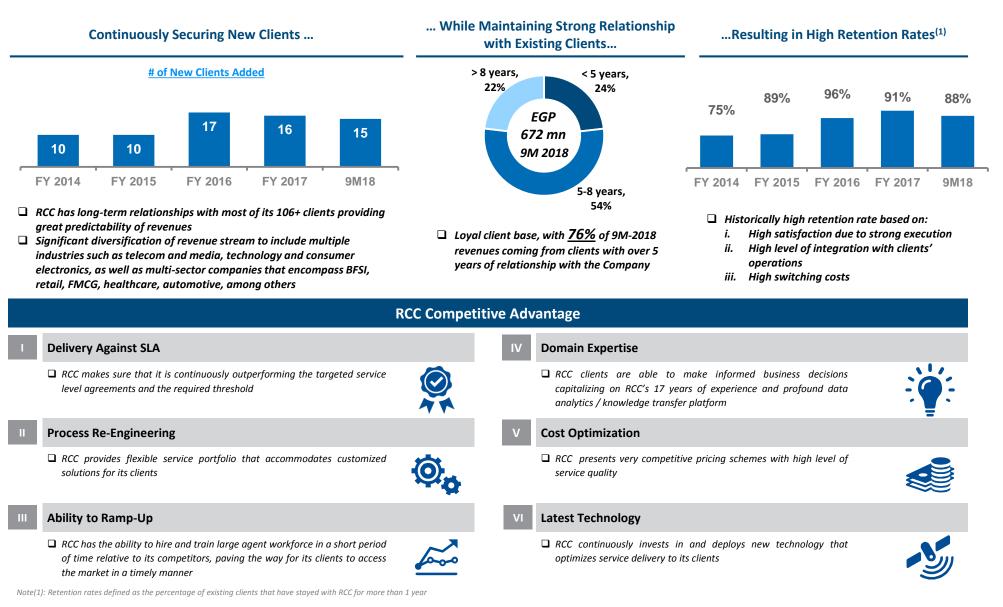
20		د ا		Across Numer	CC's ser			gh a multi-channel platform - a	
2001	2003	2005	2008	2010	2014	2018		services offered and the technology by those services enable it to co global providers for onshore and	mpete wi
Customer Service	Customer Service	Customer Service	Customer Service	Customer Service	Customer Service	Customer Service		RCC's capabilities, denoted by th	
Telemarketing	Telemarketing	Telemarketing	Telemarketing	Telemarketing	Telemarketing	Telemarketing			
	Technical Support	Technical Support	Technical Support	Technical Support	Technical Support	Technical Support			
	Inbound Sales	Inbound Sales	Inbound Sales	Inbound Sales	Inbound Sales	Inbound Sales			
		Account Profiling	Tele-collection	Tele-collection	Tele-collection	Tele-collection			
		Lead Mgmt.	Account Profiling	Account Profiling	Service Recovery	Service Recovery			
		Campaign Mgmt.	Lead Mgmt.	Lead Mgmt.	Account Profiling	Account Profiling			
		Account Mgmt.	Campaign Mgmt.	Campaign Mgmt.	Lead Mgmt.	Lead Mgmt.		0	
		HR Services	Account Mgmt.	Account Mgmt.	Campaign Mgmt.	Campaign Mgmt.		4 Professional Services	28%
			Hosting Services	Data Mgmt.	Account Mgmt.	Account Mgmt.			
			HR Services	Finance/Accounting	Data Mgmt.	Data Mgmt.		<b>3</b> Back Office Services	3%
				Supply Chain Mgmt.	Finance/Accounting	Finance/Accounting		Management	1%
				Payroll Processing	Supply Chain Mgmt.	Supply Chain Mgmt.		2 Inside Sales Channel	10/
				Hosting Services Training / Consulting	Training / Consulting Payroll Processing	Training / Consulting Payroll Processing		1 Contact Service	68%
						-			
				HR Services	Hosting Services	Hosting Services			
					HR Services	HR Services		Revenue Contribution 9N	/1 2018



Note (1): Based on management and companies' website

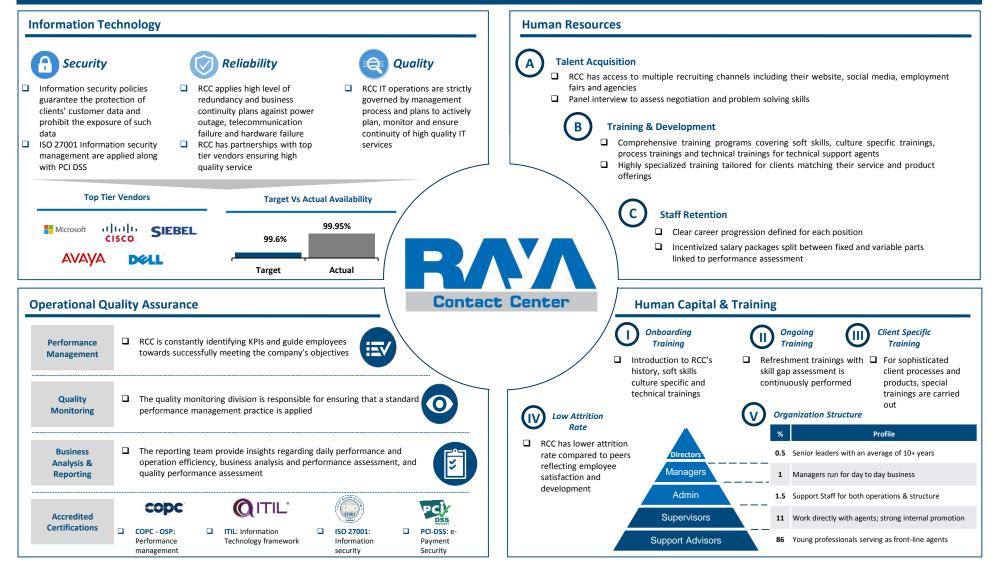
Note (2): Everest Group, CCO offshore market overview and country specific supply market analysis report, 2017

### V Longstanding Client Relationship

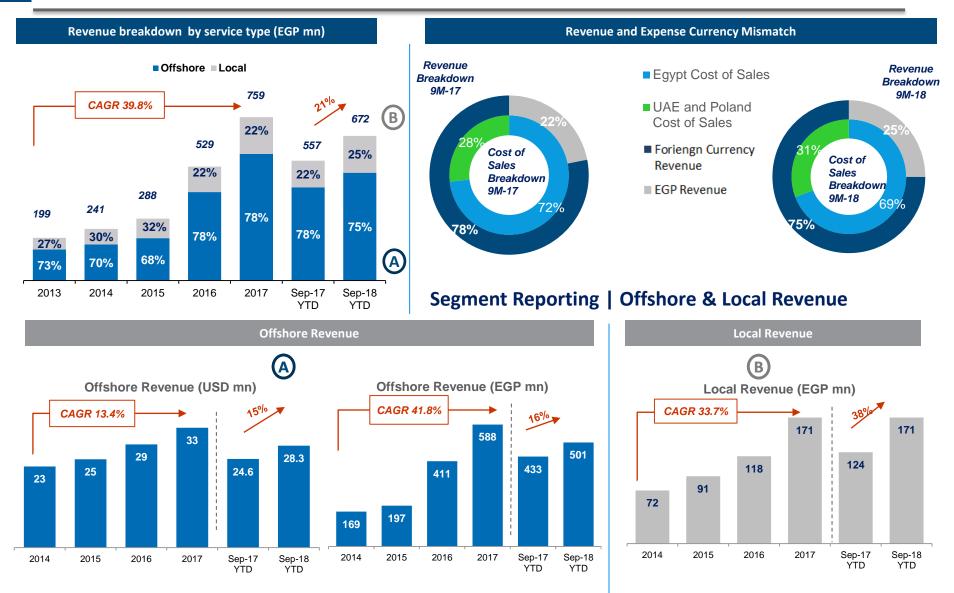


### Efficient HR Management and State of the Art Infrastructure Endorsed by Various Renowned Certificates

Key Support Platform Highlights



### **VII** Segment Reporting | Offshore & Local Revenue





## Well Defined Growth Strategy with Significant Room for Further Expansion

A Sustain #1 Position in Egypt B C



Develop a Challenger Platform in Europe

These strategic pillars are achieved through the below growth strategies

#### **Service Development Strategy**

- □ Focusing on higher margin services, primarily non-voice services (which are generally more profitable for us to provide) and providing our existing clients with increased "value-added" services
- □ Further expanding our BPO service offering through introducing add-on services, such as benefits administration, debt collection and office management to further serve our clients' needs

#### **Market Penetration Strategy**

- Optimizing our existing facilities in Egypt, Dubai and Warsaw by increasing our existing facilities' capacities (including adding workstations and agents)
- Growing our client base by offering our BPO services to new clients in existing industries and penetrating new industries such as healthcare and government sectors
- Expanding our off-shore revenue stream with a focus to serve the European markets

#### **Market Development Strategy**

Expanding our footprint in the region, especially in the GCC, through either green &/or brown field call centers according to our expansion strategy criteria

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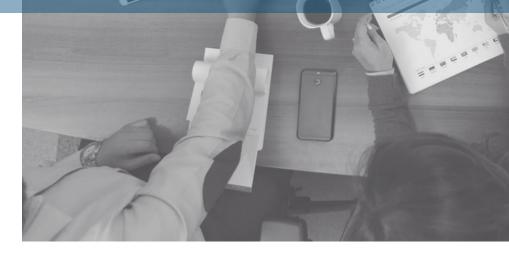
3.

## **IV. Financial Overview**

VVE

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John Theory



**Factors Affecting RCC's Profitability** 

#### Key Factors Affecting the Company's Top Line Growth and Margin Profile

#### **Capacity and Utilization**

The Company's top line growth is greatly affected by its total capacity (denoted by the evolution of its total number of workstations), as well as change in the average productive utilized workstations

#### II Agent / Workstation Efficiency

A key operational efficiency metric in this industry is the agent / workstation metric. Any increase (decrease) in the agent / workstation refers to greater (lower) operational efficiency which in turn implies higher profitability

#### III Revenues in Foreign Currency

A majority of the Company's revenue is in U.S. Dollars, while a significant portion of its expenses is in Egyptian Pounds. Accordingly, changes in EGP:USD exchange rate would affect the Company's top line growth and its profitability

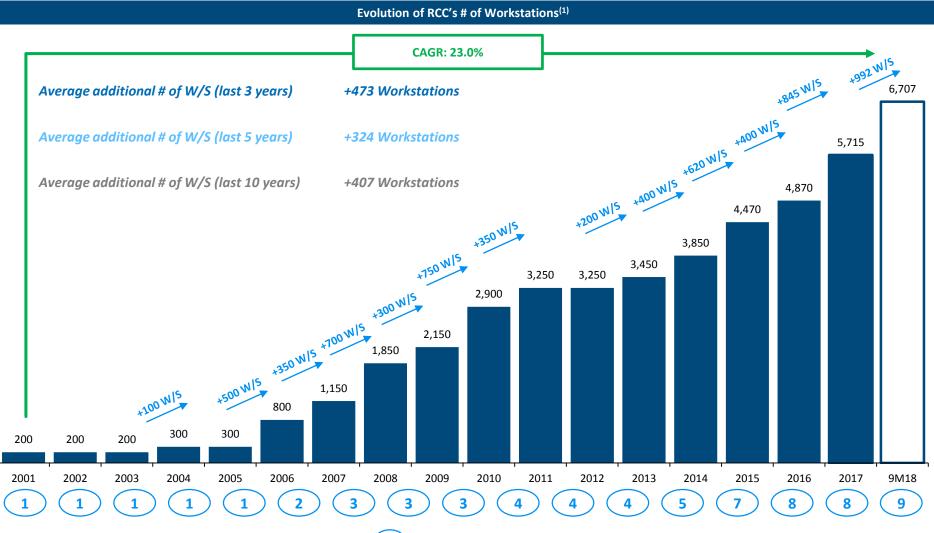
#### IV Revenue Breakdown (Service Mix)

The Company's profitability is determined by the mix of services that is provided (hosting, insource and outsource). For example, any increase in the offshore outsourcing and / or hosting services revenue (the more profitable business lines) would increase the Company's profitability

#### V Employee Cost and Turnover

Given the nature of the industry that RCC operates in, employee costs (salaries and wages) constitute the majority of the Company's cost of service. Additionally, employee turnover is extremely high in the industry resulting in limiting the overall annual increase in salaries on a consolidated level

#### **Growth Track Record**

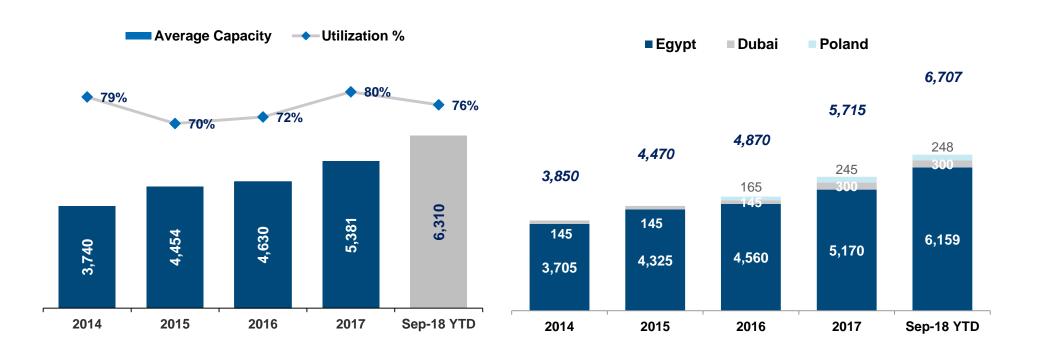


Denotes # of Facilities

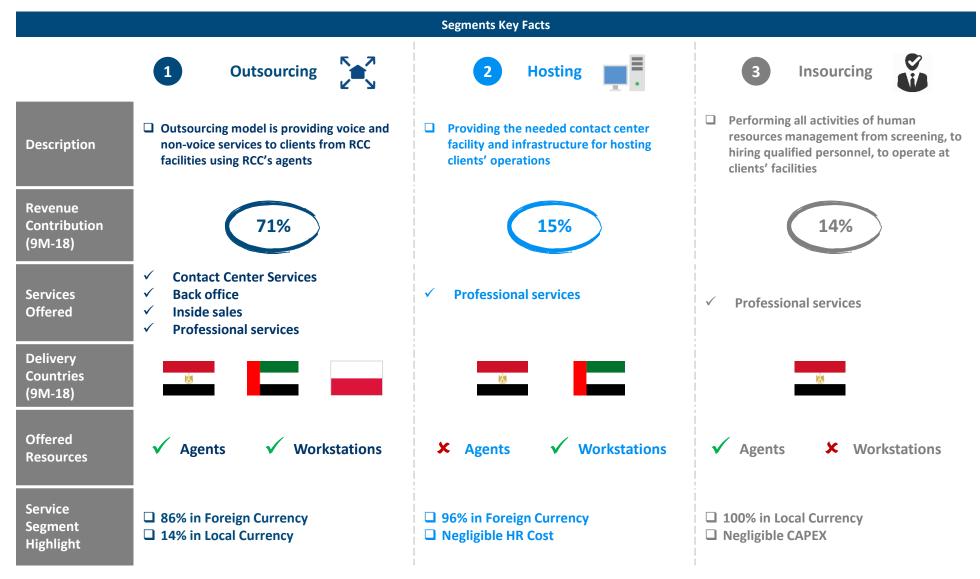
Note(1): Workstations presented here are the number of workstations at end of year; W/S stands for workstations

**Capacity and Utilization Analysis** 

**Evolution of RCC's # of Workstations & Utilization Percentages** 



Segmental Reporting | Overview



### Segmental Reporting | Overview



#### **Consolidated Income Statement Overview**

Income Statement Summary						
In EGP mn, unless otherwise stated	2016	2017	9M17	9M18		
Revenue	528.0	760.6	558.6	674.3		
y-o-y growth	83.72%	44%		21%		
Cost of Revenue	(261.4)	(414.3)	(295.5)	(394.6)		
Gross Profit <sup>(1)</sup>	266.7	346.3	263.1	279.6		
Gross Profit Margin, %	50.50%	45.5%	47.1%	41.5%		
G&A Expenses	(47.1)	(73.5)	(50.5)	(56.0)		
% of Revenue	8.90%	9.7%	9.0%	8.3%		
S&M Expenses	(3.9)	(5.0)	(4.0)	(3.5)		
% of Revenue	0.70%	0.70%	0.7%	0.50%		
Rent Expense	(33.6)	(63.9)	(47.4)	(57.7)		
% of Revenue	6.30%	8.40%	8.5%	8.6%		
Impairment of A/R - Net	(2.5)	0.9	2.0	1.1		
EBITDA	179.6	204.7	163.1	163.4		
EBITDA Margin, %	33.90%	26.9%	29.2%	24.2%		
Provisions	(0.7)	0.0	0.0	0.0		
Depreciation & Amortization	(20.3)	(22.4)	(15.5)	(18.5)		
EBIT	158.5	182.3	147.6	144.9		
EBIT Margin, %	29.90%	24.0%	26.4%	21.5%		
Net Finance Income / (Expense)	(2.3)	16.9	8.8	23.9		
Other Income / (Loss)	0.0	0.1	(0.1)	(0.6)		
ЕВТ	156.2	199.2	156.4	168.3		
EBT Margin, %	29.50%	26.2%	28.0%	25.0%		
Income Tax Expense	(37.8)	(40.7)	(32.4)	(29.5)		
Effective Tax Rate, %	24.20%	20.4%	20.7%	17.5%		
Net Profit	118.5	158.5	124.0	138.7		
NP Margin, %	22.40%	20.8%	22.2%	20.6%		

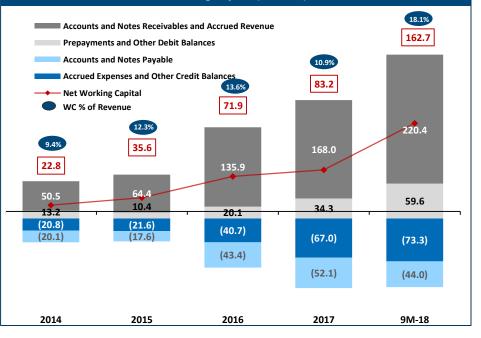
Note(1): Gross profit excludes depreciation

Key Highlights
Revenue
Revenues in 9M18 recorded EGP 672 million, up 20.7% y-o- y driven by both organic growth — securing new clients and increasing services to existing clients — as well as the Company's increasing footprint in the region to satisfy growing demand for its high-quality BPO service offerings.
Gross Profit <sup>(1)</sup>
□ Management's efforts to curb the effect of cost inflation saw it deliver a gross profit of EGP 261 million in 9M18, up 6% y-o-y, and yielding a GP margin of 38.9%. GP margin witnessed a 5.6 percentage-point y-o-y contraction affected by inflation.
EBITDA
EBITDA for 9M18 recorded EGP 163 million, almost flat y-o- y on the back of the inflationary pressures affecting direct cost items. EBITDA margin recorded a 4.9 percentage-point decline y-o-y to record 24.4%. EBITDA for 3Q18 recorded EGP60 million, witnessing an upside of 13.7% y-o-y and 27.2% q-o-q
Net Profit
Net profit for the period recorded EGP138.7 million in 9M18, up 12% compared to the EGP124 million posted in the same period last year.

#### **Consolidated Balance Sheet Overview**

Balance Sheet Summary						
In EGP mn, unless otherwise stated	2015	2016	2017	9M18		
Accounts and Notes Receivables and Accrued						
Revenue	64.4	135.9	168.0	220.4		
Prepayments and Other Debit Balances	10.9	20.1	34.3	59.6		
Due from Related Parties	32.5	62.8	0.0	0.01		
Cash at Banks	4.8	26.0	243.8	198.4		
Total Current Assets	112.5	244.8	446.1	478.4		
Fixed assets	29.4	30.6	57.5	71.4		
Goodwill	26.6	26.6	26.6	26.6		
Other Non-Current Assets <sup>(1)</sup>	1.2	2.9	1.9	2.7		
Total Non-Current Assets	57.2	60.1	86.0	100.7		
Total Assets	169.8	304.9	532.1	579.1		
la de la della						
Bank Overdrafts	14.1	1.3	8.0	4.5		
Accounts and Notes Payable	17.6	43.4	52.1	44.0		
Accrued Expenses and Other Credit Balances	26.3	40.7	67.0	73.3		
Due to Related Parties	-	-	6.9	4.6		
Provisions	1.2	1.9	1.9	1.9		
Income Tax Payable	9.6	36.4	32.5	23.2		
Dividends Payable	2.7	0.3	2.0	0		
Current Portion of Long-term Loans	3.6	_	_	-		
Total Current Liabilities	75.1	124.0	170.5	162.2		
Long-term Loan	4.5					
Deferred Tax Liabilities			2.9	3.4		
Other Long-term Liabilities	6.4	1.4	3.7	6.5		
Total Non-Current Liabilities	0.4 10.9	1.4	6.6	9.9		
Total Liabilities	86.2	125.3	177.1	172.2		
Capital	50.0	50.0	53.0	53.0		
Additional Paid in Capital	50.0	50.0		75.3		
Legal Reserve	2.8	- 4.5	75.3 31.1	75.3		
0	-	-	-			
Merger Reserve	(2.8)	(2.8)	(2.8)	(2.8)		
Foreign Currency Translation Reserve	0.1	11.2	10.0	10.7		
Retained Earnings	3.3	(2.0)	29.6	100.5		
Profits for the Period	30.0	117.8	157.3	137.6		
Interim Dividends	-	-	-	-		
Minority Interest	0.4	0.9	1.5	1.5		
Total Shareholders Equity	83.8	179.6	355.0	358.4		

#### Working Capital (EGP mn)



#### Total Debt Total Cash 243.8 198 26 24.0 22.2 8.1 4.8 4.5 3.9 1.3 2014 2015 2016 2017 9M-18

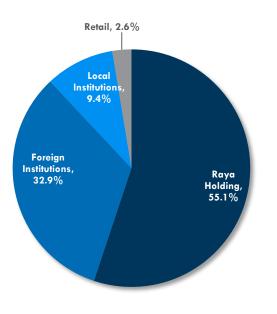
Debt / Cash Position (EGP mn)

Note(1): includes projects under construction, intangible assets, deferred tax assets

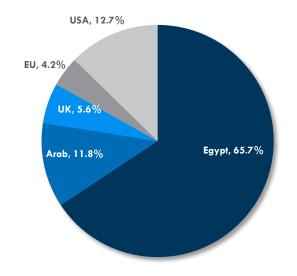
# Shareholding Structure

As at December 31<sup>st</sup>, 2018

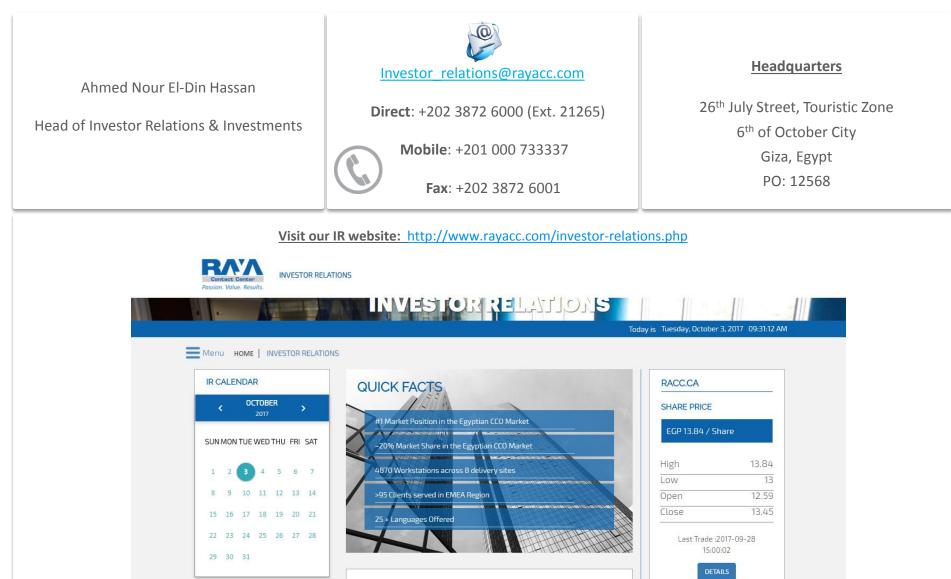
Shareholding Structure (December 31<sup>st</sup>, 2018)



Shareholders by Geography (December 31<sup>st</sup>, 2018)







ABOUT RAYA CONTACT CENTER



### Thank you