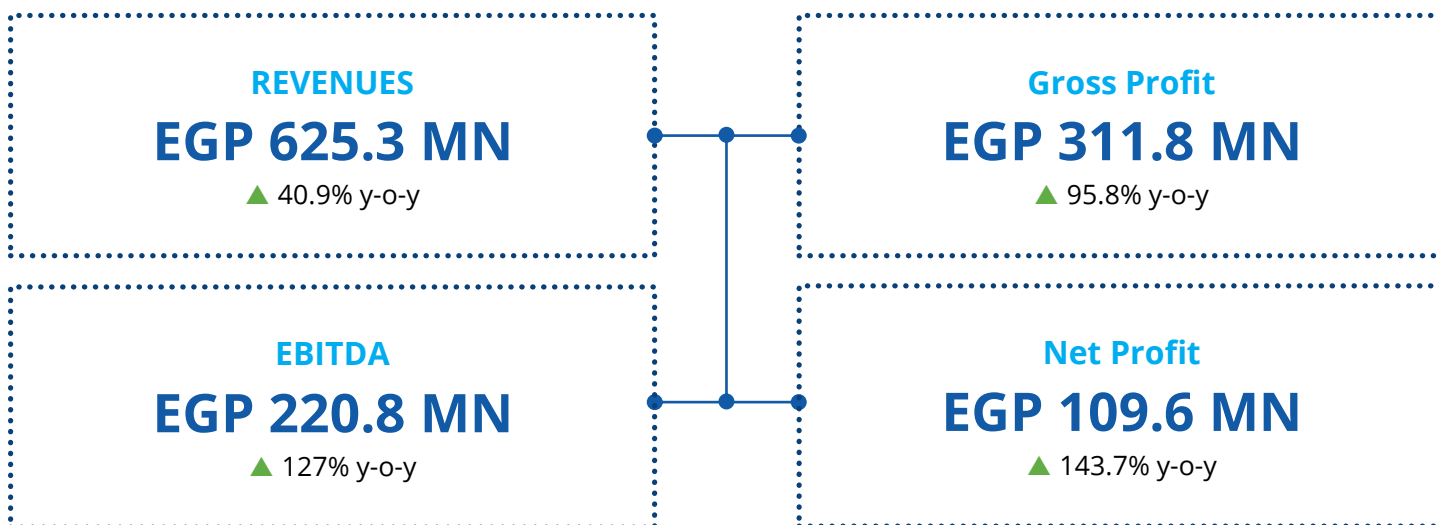


## Raya Customer Experience Reports 1Q 2024 Results



Raya Customer Experience (RACC.CA on EGX), Egypt's leading business process outsourcing (BPO) and contact center outsourcing (CCO) services provider, announced today its consolidated results for the quarter ended 31 March 2024, recording revenues of EGP 625.3 million, a 40.9% y-o-y increase. Gross profit increased by 95.8% y-o-y to EGP 311.8 million, while net profit recorded EGP 109.6 million in 1Q 2024, up 143.7% compared to the same quarter of 2023, with a net profit margin of 17.5%.

### Summary Income Statement

EGP	1Q2023	1Q2024	% Change
<b>Revenue</b>	<b>443,987,415</b>	<b>625,383,097</b>	<b>40.9%</b>
<i>Outsourcing</i>	273,896,062	343,133,901	25.3%
<i>Insourcing</i>	90,791,350	98,378,312	8.4%
<i>Hosting</i>	79,300,003	183,870,884	131.9%
<b>Gross Profit</b>	<b>159,303,776</b>	<b>311,885,010</b>	<b>95.8%</b>
<i>Gross Profit Margin</i>	35.9%	49.9%	+14 pts
<b>EBITDA</b>	<b>96,917,679</b>	<b>220,841,570</b>	<b>127.0%</b>
<i>EBITDA Margin</i>	21.8%	35.3%	+13.4 pts
<b>Net Profit</b>	<b>45,001,096</b>	<b>109,687,295</b>	<b>143.7%</b>
<i>Net Profit Margin</i>	10.1%	17.5%	+7.4 pts

## Note from the CEO

I am pleased to report our Q1 2024 results and thrilled with our performance as we enter 2024. The results are a testament to the potential RCX is capable of realizing. Our extensive commercial and internal transformation efforts are yielding positive results down the income statement. Our outlook is positive despite the uncertainty of global market developments with full confidence in our strategy to capitalize on shifting market dynamics.

RCX achieved double-digit revenue growth and an outstanding improvement in profitability in Q1 2024. The impressive results were achieved through the strong recovery of our BPO business across our facilities, coupled with our continuous efforts to streamline our operations across all our regions. In addition, our FX revenue that currently represents the majority of our total revenues, has placed us in an advantageous position to mitigate the impact of the recent volatility and devaluation of the Egyptian pound.

RCX is strategically positioned as a key regional player and continue to unlock the significant potential for the company in the Gulf region. We are very pleased with our operations in the Kingdom of Saudi Arabia thus far particularly with regards to our lucrative BPO segment. Our presence in the KSA has been welcomed with strong demand for our products and services.

We are pushing forward with our global expansion and diversification plans. Growing our operations and strengthening our presence as a key player in the European market remains a top priority. Our goal is to expand the business beyond its current revenue contribution and to attract clients from other Western markets.

I am certain that we possess the necessary fundamentals to pave the way for the next chapter in RCX's story. Our innovative solutions and service optimization as well as strategic locations have equipped us with the necessary tools to navigate the challenging macroeconomic environment and strategically capture growth opportunities. We are well-positioned to maintain the strong performance in the coming period and create long-lasting value for our shareholders.

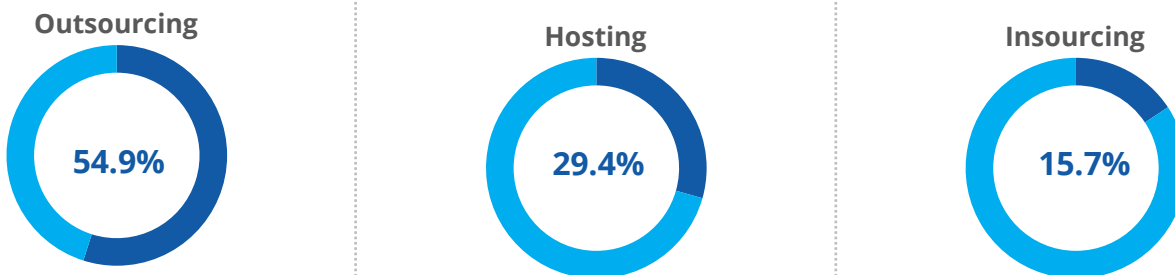
**Alaa Elkhishen**  
Chief Executive Officer

## Financial Performance

**Consolidated revenues** in 1Q 2024 grew 40.9% y-o-y to reach EGP 625.3 million, driven the ongoing efforts to enhancement our revenue mix, expansion of our USD based BPO business, and the subsequent upside of the EGP devaluation.

In terms of the revenue breakdown by **service segment**, *Business Process Outsourcing* continues to be the primary contributor recording EGP 343.1 million in 1Q 2024, representing 55% of total revenue. Our *Hosting business* recorded EGP 183.8 million to make up 29.5% of total revenue, while the *Insourcing business* recorded EGP 98.3 million, accounting for the remaining 15.7% of total revenue.

### Revenue by Segment



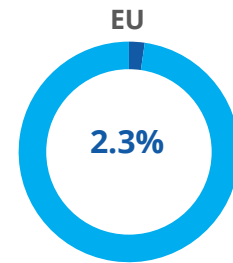
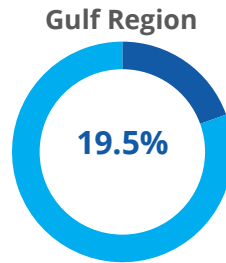
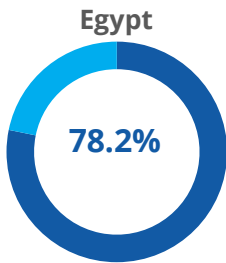
Analyzing 1Q 2024 revenues by **currency**, *offshore* revenue (USD) recorded EGP 478.9 million, accounting 76.6% of total revenue, compared to 69.3% in the same quarter last year. Considering the recent devaluation of the Egyptian pound, maintaining over 70% of revenues in US dollars has exhibited the company's resilience and competitive advantage.

### Revenue by Currency



Analyzing revenue by **geographical location**, RCX derived 78.2% of its revenues from **Egypt's** facilities, which recorded EGP 489.1 million in 1Q 2024. The second largest contribution came from the **Gulf Region** operations, which saw revenues reach EGP 122.1 million, representing 19.5% of total revenue. Finally, the **Poland** facility recorded EGP 14 million, contributing 2.3% of total revenues.

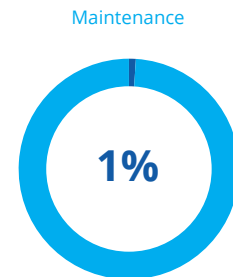
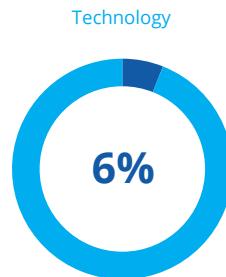
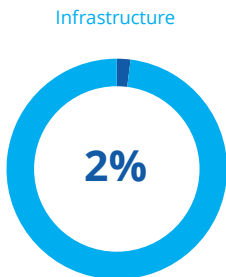
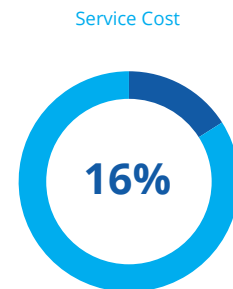
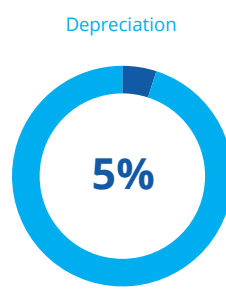
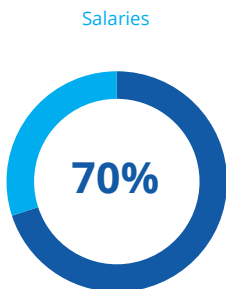
**Revenue by Geographical Location**



**Gross Profit section**

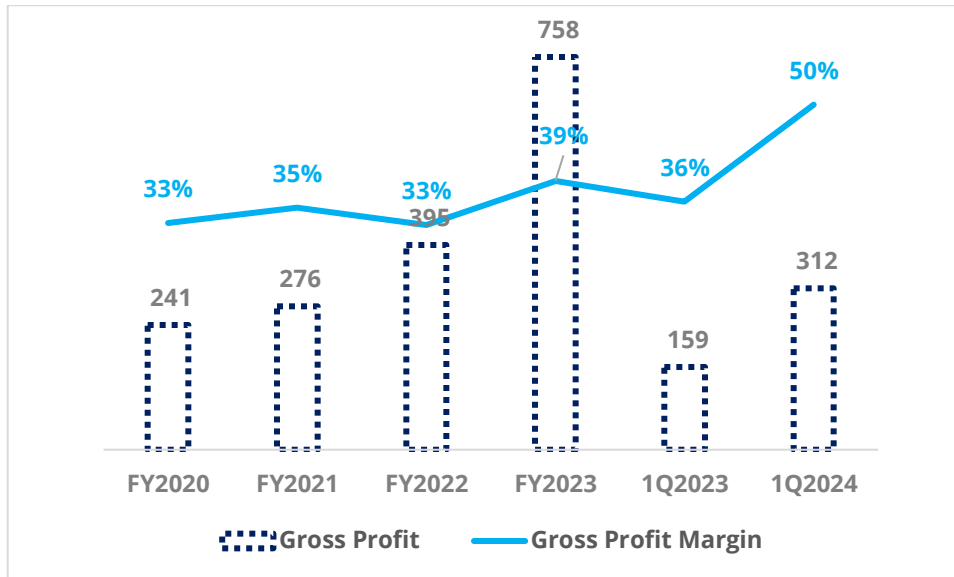
Total **costs of goods sold (COGS)** for 1Q 2024 was EGP 311.8 million, COGS as a percentage of revenues to decreased to 51.1% compared to 64.1% in 1Q 2023. Salaries & wages constituted the largest share of COGS standing at 70%, down 8% from 1Q2023.

**COGS Breakdown**



In 1Q 2024, RCX's **gross profit** recorded EGP 311.8 million, up 95.8% y-o-y, with a gross profit margin of 49.9% versus the 35.9% recorded in the same period last year. The expansion in our Gross Profit and Gross Profit Margin is again a result of the expansion of our offshore operations as well as an exercise that tackled pricing and operation optimization across some of our major accounts.

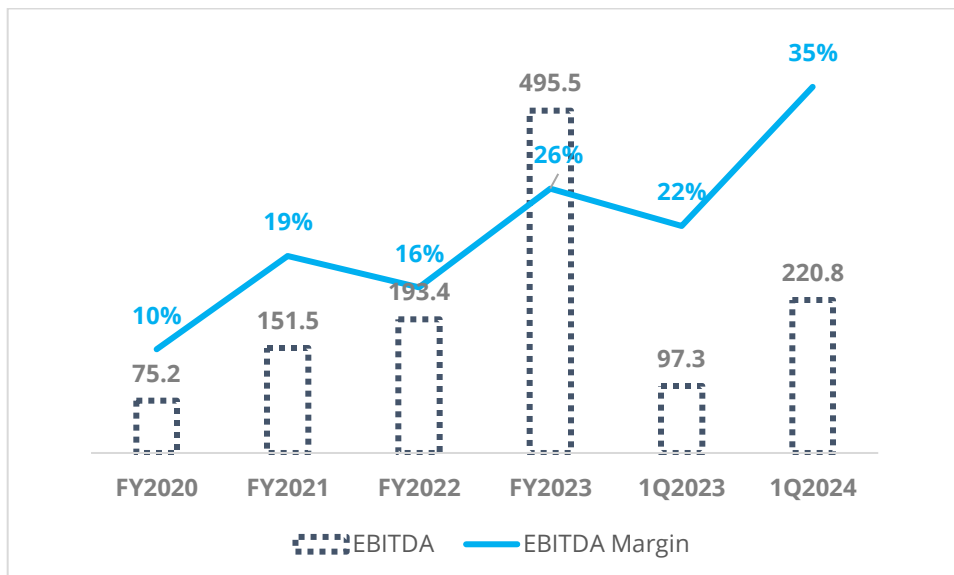
**Gross Profit (MN) and Gross Profit Margin Evolution**



Meanwhile, **selling, general and administrative (SG&A)** for 1Q 2024 totaled EGP 87.3 million, up 48.7% y-o-y, representing 14% as a percentage of revenues compared to 13.2% in 1Q 2023.

**EBITDA** recorded EGP 220.8 million, reflecting a staggering 127% y-o-y increase compared to the EGP 97.3 million recorded in 1Q 2023, which yielded an EBITDA margin of 35.3% compared to 21.9% in 1Q 2023.

**EBITDA (MN) and EBITDA Margin Evolution**



RCX reported a **net profit** of EGP 109.6 million in 1Q 2024 with a net profit margin of 17.5% versus a net profit of EGP 45.0 million with a net profit margin of 10.1% in 1Q 2023. The sharp increase in net profit is a testament to our continuous efforts to maintain a healthy account portfolio and streamline our operations.

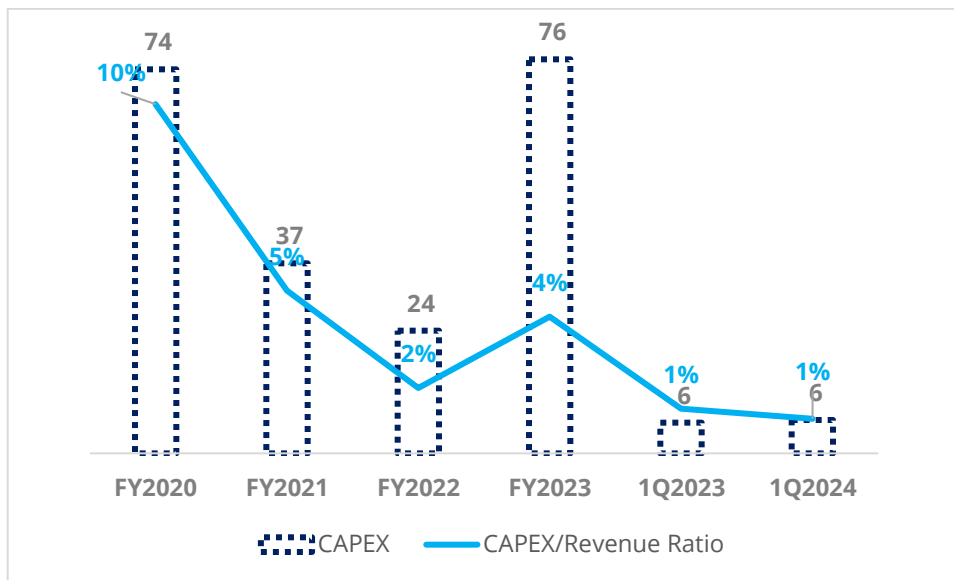
As at 31 March 2024, the company's financial position remained liquid with a solid **cash balance** of EGP 577.5 million.

## Operational Performance

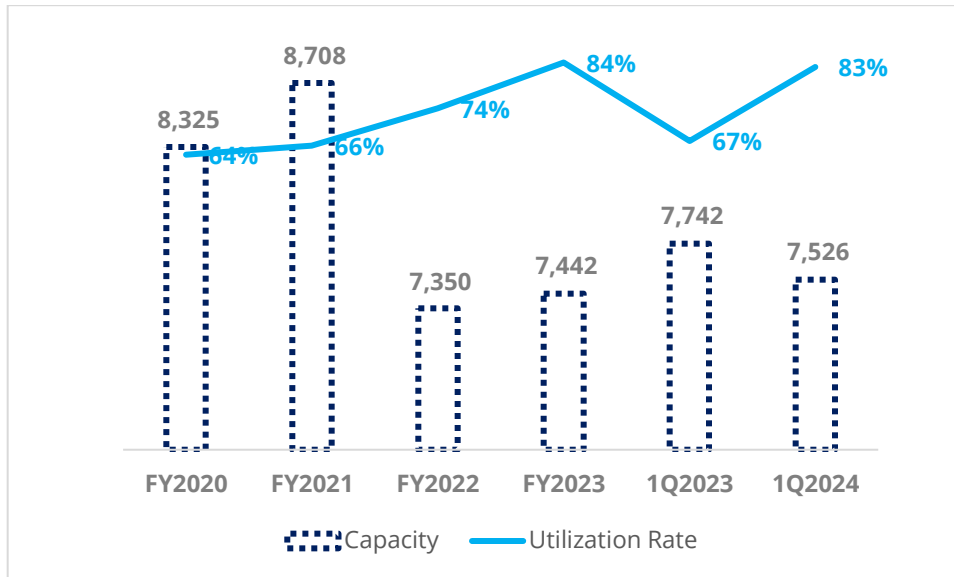
In 1Q 2023, RCX's total workstation capacity stood at 7,526 with utilization rates recording 83%, compared to 67% in the same quarter last year. Total CAPEX for 1Q 2024 recorded EGP 6.4 million compared to EGP 5.9 million in 1Q 2023 and recorded 1% as a percentage of revenues at in 1Q 2024.

RCX is recognized as an industry expert and prides itself on consistently delivering reliable, secure, high-quality service to its customers. The company's competitive strength is a function of its continued investment in human resources development and quality assurance programs. In 2023, RCX successfully renewed and maintained its operational quality accreditation certificates, including its COPC accreditation for performance management for the 17<sup>th</sup> consecutive year, the ITIL information technology framework and the PCI-DSS e-payment security accreditation. Moreover, RCX adheres to the Information Security Management System (ISMS) best practices as outlined by the NIST and SANS institutes.

### CAPEX (MN) / Revenue Evolution



**Workstation Evolution and Utilization**



**About Raya Customer Experience**

Raya Customer Experience (RCX) is a world-class business process outsourcing (BPO) and contact center outsourcing (CCO) service provider offering contact center, professional, back office and inside sales channel management services to global clients, including Fortune 1,000 companies in the Middle East, Europe, Africa, & North America in over 25 different languages. In 2023, Raya Customer Experience operated 13 state-of-the-art delivery sites, spanning eight facilities nation-wide in Egypt, one facility in the UAE, one in the Kingdom of Bahrain, two in KSA and one in Poland. The facilities combined have an approximate seating capacity of 7,500 and over 6,500 employees. RCX serves a diversified clientele base of over 100 clients operating in the EMEA region, focusing on high growth industries, namely telecom & media, technology & consumer electronics, travel & hospitality, banking, automotive, and retail industries.

Raya Customer Experience is the number one BPO provider in Egypt boasting the largest market share by total FTEs (Full Time Equivalent) and aspires to be the leading BPO provider in the MENA region. Raya Customer Experience is the only listed BPO player on the Egyptian Stock Exchange and is currently trading under the symbol "RACC.CA".

For further information,  
 please contact:

**Raya Customer Experience**

**Karim Seoudy**

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[ir@rayacx.com](mailto:ir@rayacx.com)

**RACC.CA on the EGX**

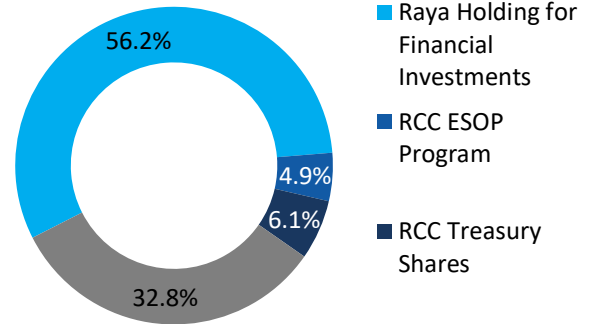
**Number of Shares** 218,454,770

**Share Price (31 March 2024)** EGP 5.62

**Market Cap (31 March 2024)** EGP 1,227,715,807

**Shareholding Structure**

(as at 31 March 2024)





## Forward-Looking Statements

This communication contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as “according to estimates”, “anticipates”, “assumes”, “believes”, “could”, “estimates”, “expects”, “intends”, “is of the opinion”, “may”, “plans”, “potential”, “predicts”, “projects”, “should”, “to the knowledge of”, “will”, “would” or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding our business and management, our future growth or profitability and general economic and regulatory conditions and other matters affecting us.

Forward-looking statements reflect our management’s (“Management”) current views of future events, are based on Management’s assumptions and involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause our actual financial condition and results of operations to differ materially from, or fail to meet expectations expressed or implied by, such forward-looking statements. Our business is subject to a number of risks and uncertainties that could also cause a forward-looking statement, estimate or prediction to become inaccurate. These risks include fluctuations in the prices of raw materials or employee costs required by our operations, its ability to retain the services of certain key employees, its ability to compete successfully, changes in political, social, legal or economic conditions in Egypt, worldwide economic trends, the impact of war and terrorist activity, inflation, interest rate and exchange rate fluctuations and Management’s ability to timely and accurately identify future risks to our business and manage the risks mentioned above.

## Consolidated Income Statement

EGP	1Q2023	1Q2024	Change
<b>Revenue</b>	<b>443,987,415</b>	<b>625,383,097</b>	<b>40.9%</b>
COGS	(296,208,657)	(322,346,677)	8.8%
<b>Government Support</b>	<b>11,525,018</b>	<b>8,848,590</b>	-
<b>Gross Profit</b>	<b>159,303,776</b>	<b>311,885,010</b>	<b>95.8%</b>
General & Administrative Exp.	(53,141,747)	(79,477,876)	49.6%
Selling & Marketing Exp.	(5,601,004)	(7,900,376)	41.1%
Rent	(17,475,931)	(20,140,282)	15.2%
Depreciation Leased Assets	(24,523,591)	(27,171,465)	10.8%
<b>Operating Profit</b>	<b>58,561,503</b>	<b>177,195,011</b>	<b>202.6%</b>
<b>EBITDA</b>	<b>96,917,679</b>	<b>220,841,570</b>	<b>127.0%</b>
AR Provisions	(1,062,565)	(5,015,481)	
AR Provisions Reversal	160,997	130,841	
Other Debit Balances Prov.	(3,140,944)	(1,259,144)	
Impairments	(519,100)	(519,100)	
Impairments Reversal	160,997	-	
Financing Interest on Leased Assets	(9,971,634)	(9,384,450)	
Interest Income (Expense)	(355,060)	8,390,164	
FX Gain (Loss)	20,252,132	2,440,625	
<b>EBT</b>	<b>63,925,329</b>	<b>171,978,466</b>	<b>169%</b>
Tax	(18,924,233)	(62,291,171)	
<b>Net Income</b>	<b>45,001,096</b>	<b>109,687,295</b>	<b>143.7%</b>
<u>Distributed as follows:</u>			
Shareholders of the Parent Company	47,154,136	107,529,234	-
Minority Interest	(2,153,040)	2,158,061	-
<b>Earnings Per Share</b>	<b>0.21</b>	<b>0.47</b>	-

## Consolidated Balance Sheet

EGP	31 December 2023	31 March 2024
<b>Assets</b>		
<b>Long Term Assets</b>		
Fixed Assets	218,364,905	227,971,898
Right of Use Assets	279,333,398	328,875,166
Assets Under Construction	11,862,054	-
Deferred Tax Asset	34,080	325,885
Goodwill	114,018,394	114,018,394
<b>Total Long term Assets</b>	<b>611,750,777</b>	<b>671,191,343</b>
<b>Current Assets</b>		
Accounts Receivables	344,540,513	577,593,492
Advance Payment & Other Debit Balances	112,197,057	126,996,570
Due from Related Parties	1,390,566	2,222,216
Cash & Cash Equivalents	391,840,147	564,396,681
<b>Total Current Assets</b>	<b>849,968,283</b>	<b>1,271,208,959</b>
<b>Total Assets</b>	<b>1,461,719,060</b>	<b>1,942,400,302</b>
<b>Equity</b>		
Issued and Paid Capital	109,227,385	109,227,385
Additional Paid in Capital	25,941,331	25,941,331
Legal Reserves	43,659,815	52,830,869
Merger Reserves	(2,834,374)	(2,834,374)
FX Translation Reserve	13,896,060	47,508,437
Treasury Stock	(45,817,430)	(50,422,644)
Retained Earnings	256,875,337	375,159,334
Net Income Attributable to Majority Owners	168,169,810	107,529,234
<b>Total Parent's Shareholders' Equity</b>	<b>569,117,934</b>	<b>664,939,572</b>
Minority Interest	(7,097,118)	(7,123,291)
<b>Total Equity</b>	<b>562,020,816</b>	<b>657,816,281</b>
<b>Liabilities</b>		
<b>Long Term Liabilities</b>		
Long Term Debt	29,165,940	29,843,484
Deferred Tax Liability	3,619,731	17,728,724
Other long-term Liabilities	7,547,803	10,250,091
Long Term Loan for Right of Use	201,375,156	298,283,929
<b>Total long-term Liabilities</b>	<b>241,708,630</b>	<b>356,106,228</b>
<b>Current Liabilities</b>		
Bank Overdraft	2,297,793	4,068,012
Accounts Payable	215,897,831	294,338,099
Other Credit Balance	166,125,015	226,180,444

Provisions	3,921,507	4,440,607
Due to Related Parties	9,686,301	1,603,411
Taxes Payable	66,835,722	104,998,837
Current Portion of Long Term Loan	41,240,532	61,692,548
Lease Liability	150,924,487	204,194,886
Dividends Payable	1,060,426	26,960,949
<b>Total Current Liabilities</b>	<b>657,989,614</b>	<b>928,477,793</b>
<b>Total Liabilities</b>	<b>899,698,244</b>	<b>1,284,584,021</b>
<b>Total Liabilities &amp; Equity</b>	<b>1,461,719,060</b>	<b>1,942,400,302</b>