

CONTACT HOLDING INVESTOR PRESENTATION

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Today's Presenters



Hazem Moussa
Chairman



Said Zater
Chief Executive Officer



Ayman El Sawy
Chief Financial Officer

Agenda

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Section 1

Introduction to Contract Holding

Contact Holding at a Glance

Group Overview

- Contact Holding ("Contact" or the "Group"), formerly Sarwa Capital, is Egypt's largest financial services group, transforming the way people and businesses access finance and protection in Egypt
- Over the past 20 years, Contact has been offering innovative financial services through its digital and physical channels spread across financing, insurance, debt structuring, and other digital ventures
- Contact Holding listed its shares on the Egyptian Stock Exchange (EGX) in October 2018 under the ticker SRWA.CA

Key Highlights

1st

Consumer Finance License in Egypt

EGP 1,596mn
Financing Revenue (2020)

+20 Years

Experience in Consumer Finance

EGP 284mn
Insurance Gross Written Premiums (2020)

+EGP 26bn
Total Debt Raised

EGP 1,075mn
Net Operating Income (2020)

+180K

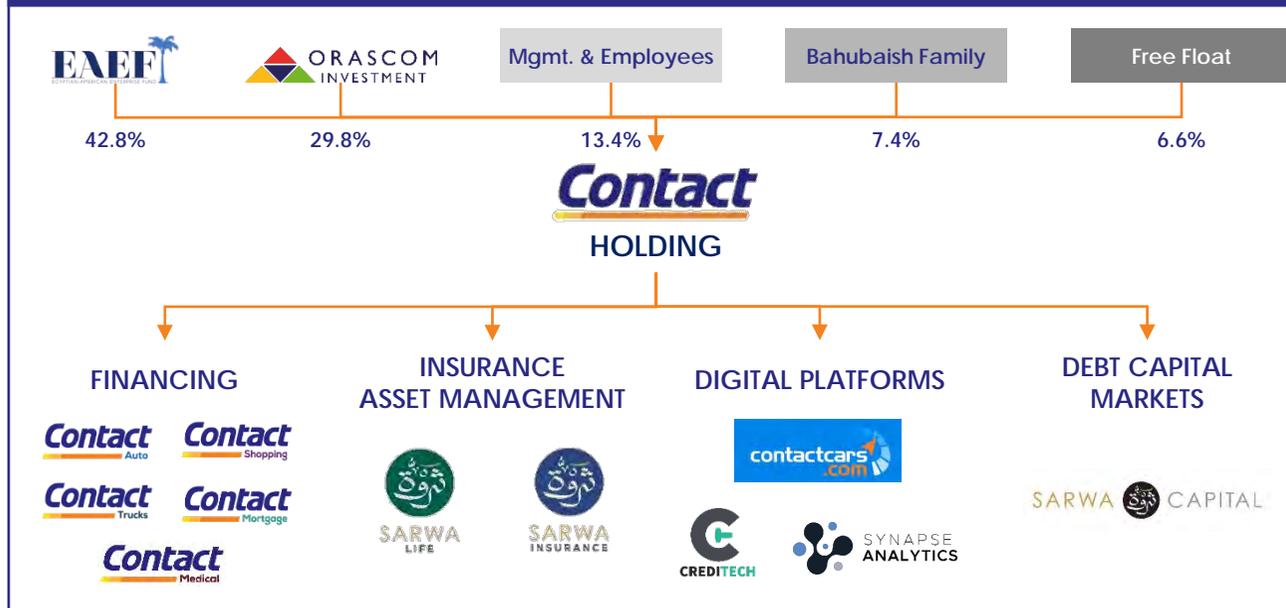
Transactions Financed

EGP 576mn
EBT (2020)

EGP 7.7bn
Outstanding Loan Portfolio (2020)

EGP 392mn
Adj. Net Income after Minorities⁽¹⁾ (2020)

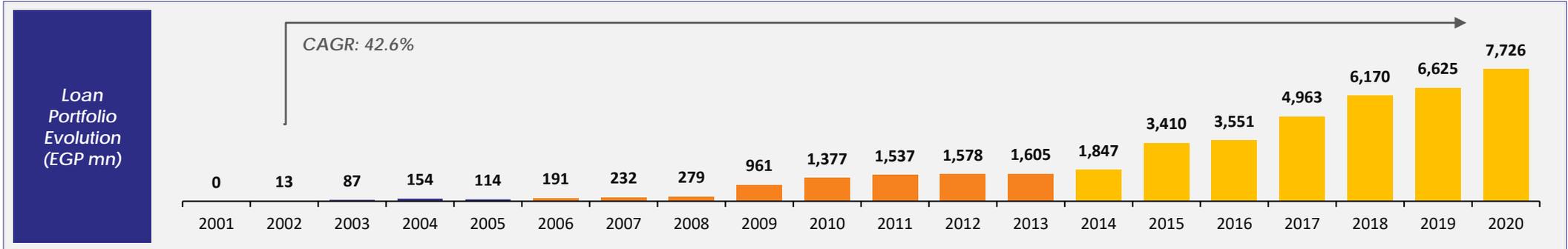
Group Structure



Contact Holding Track Record and Evolution



<p>Setting-Up Digital Platforms Establishment of the Contact Cars platform</p> <p>Insurance Retail Auto Insurance introduced</p>	<p>Establishment Contact Holding was first founded by Milton Financial, Bahubaish family, Banque Misr and CIB as Contact Auto Credit</p>	<p>Partnerships Contact introduces white-label and partnership model with Bavarian JV</p>	<p>Expansion of Partnerships Contact expands partnerships and white label financing solutions</p>	<p>Product Portfolio Diversification Foundation of key subsidiaries to enhance product portfolio and capitalize on cross-selling opportunities</p>	<p>DCM Activity Contact issues Egypt's first real-estate backed securitization bond</p>	<p>Product Portfolio Diversification Contact introduces home finishing and residential mortgage products</p>	<p>Establishment of In-house Insurance Capabilities Foundation of Sarwa Life and Sarwa Insurance</p>	<p>Product Portfolio Diversification Introducing Shattab, re-launched contact shopping, and contact trucks. Revamping contact cars platform</p>		
<p>2001</p>	<p>2002</p>	<p>2004</p>	<p>2005</p>	<p>2009-2013</p>	<p>2015</p>	<p>2016</p>	<p>2017</p>	<p>2018</p>	<p>2019</p>	<p>2020-2021</p>
<p>Setting-Up Digital Platforms Establishment of the Contact Cars platform</p> <p>Insurance Retail Auto Insurance introduced</p>	<p>Establishment Contact Holding was first founded by Milton Financial, Bahubaish family, Banque Misr and CIB as Contact Auto Credit</p>	<p>Partnerships Contact introduces white-label and partnership model with Bavarian JV</p>	<p>Expansion of Partnerships Contact expands partnerships and white label financing solutions</p>	<p>Product Portfolio Diversification Foundation of key subsidiaries to enhance product portfolio and capitalize on cross-selling opportunities</p>	<p>DCM Activity Contact issues Egypt's first real-estate backed securitization bond</p>	<p>Product Portfolio Diversification Contact introduces home finishing and residential mortgage products</p>	<p>Initial Public Offering IPO of Contact Holding (previously Sarwa Capital) on the EGX in October 2018</p>	<p>Establishment of In-house Insurance Capabilities Foundation of Sarwa Life and Sarwa Insurance</p>	<p>Digital Evolution Expanding reach through digitization of key financing processes and establishment of new JVs</p>	



Notes: (1) Currently Contact Shopping; (2) Currently Contact Medical

Overview of Business Segments

	Financing	Insurance	Digital Platforms	Debt Capital Markets				
Segment Synopsis	<ul style="list-style-type: none"> Contact Holding has +20 years of experience in the consumer financing space Through a diverse product range, the Group serves banked and unbanked clients in both the retail and commercial spaces 	<ul style="list-style-type: none"> Capitalizing on +15 years of insurance brokerage and claims management experience, Contact founded 2 underwriting companies in April 2019 GWPs reached +EGP 284mn through 5 branches by 2020 	<ul style="list-style-type: none"> The Group's digital platforms include (i) Contactcars.com, Egypt's leading automotive marketplace; (ii) an investment in AI & data science firm Synapse Analytics; (iii) Creditech; a 50:50 JV with Synapse allowing for digital lending 	<ul style="list-style-type: none"> Contact is the largest player in Egypt's nascent debt capital markets The Group offers a range of debt structuring, arrangement and underwriting solutions including sukuk/bonds and securitization 				
Product Offering	 Auto  Trucks  Shopping  Mortgage  Medical	  Non-Life  Life	  	 Debt structuring, arrangement and underwriting				
Key Highlights	+20 Years Experience	+180K Transactions Financed	20 Months In Operations	+60K Clients	#1 Digital Cars Platform in Egypt	Pioneering credit assessment app ⁽¹⁾	31 Debt Issuances	EGP 26bn Debt Raised
	EGP 7.7bn Loan Book	EGP 1.6bn Financing Revenue (2020)	+EGP200mn Paid-In Capital (2020)	+120K Policies Since Inception (2020)	1mn monthly Contact Cars unique users	35% Contact Cars Returning Users	1st Securitization Issuance	1st RE-Backed Securitization

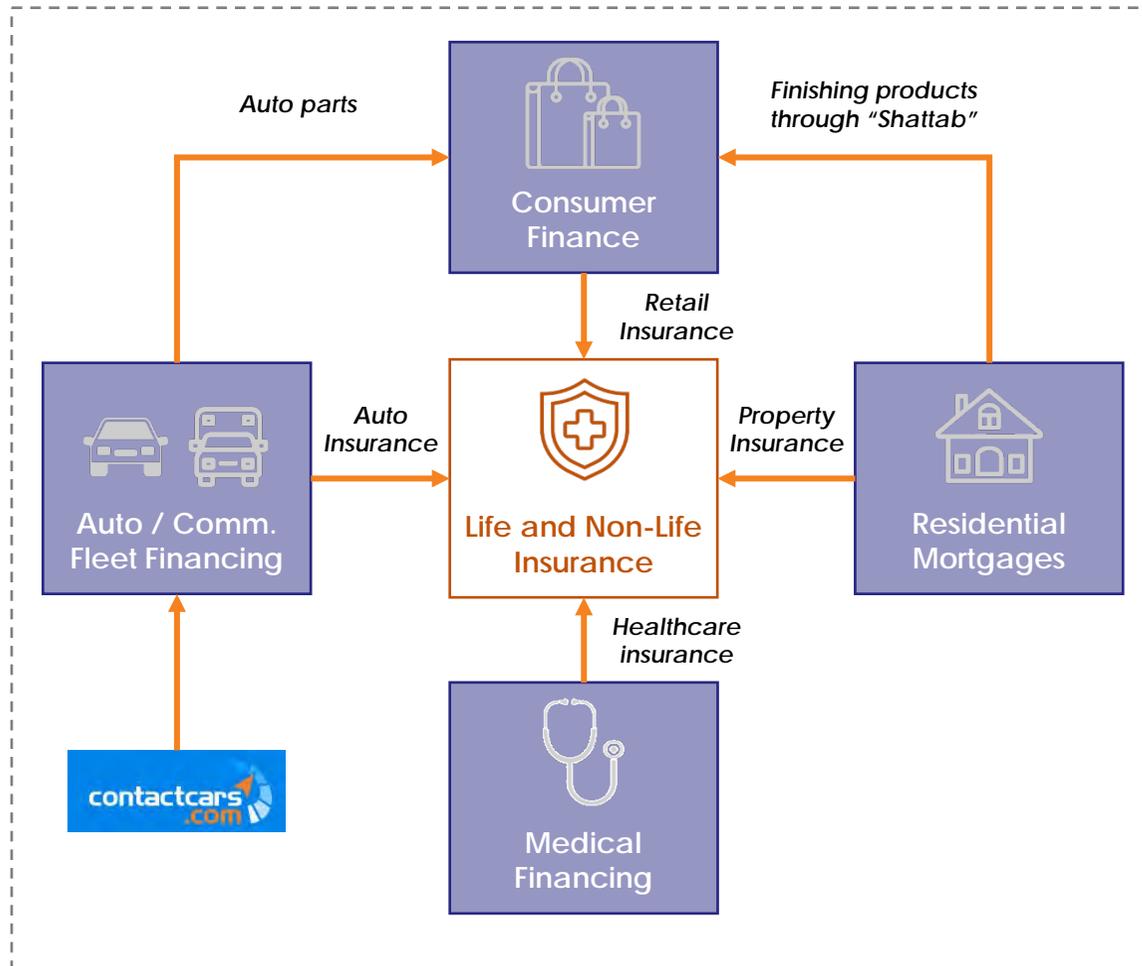


Section 2

Key Investment Highlights

1 Leading finance and protection player, with a synergistic platform maximizing cross-selling opportunities

Synergistic Platform Driving Growth Across All Business Segments



To utilize upcoming A.I. enabled credit scoring to further enhance risk assessment and pricing



Funding from debt capital markets (securitization & sukuk issuances)

Key Differentiators

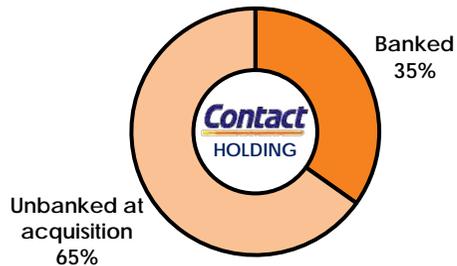
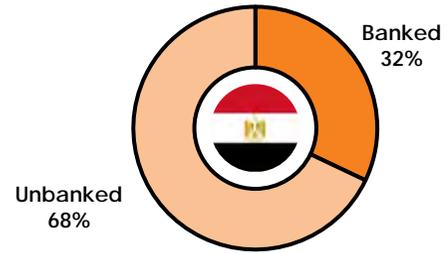
- ✓ +20 years of experience resulting in unmatched data bank
- ✓ Large customer base and underserved target audience
- ✓ Diversified product base
- ✓ Strong brand equity, specifically in the retail and SME segments
- ✓ 1st to introduce advanced credit scoring and collection mechanisms
- ✓ Wide distribution network enabling streamlined product roll-outs
- ✓ Enhanced cross-selling opportunities
- ✓ Pioneer in the DCM, facilitating low-cost, abundant funding
- ✓ Digital platforms enhancing customer acquisitions

II Unique access to a large base of banked and unbanked customers through a nuanced credit assessment approach & a seamless customer experience

A. Unmatched Access to both Banked and Unbanked Clients Across Egypt...

+105k
Clients since inception⁽¹⁾

Large unbanked population poses a challenge for traditional banks but an opportunity for Contact Holding



B. ...Enabled by the Implementation of a Thorough, Unique Credit Assessment Approach...

Distinctive credit assessment methodology refined over +20 years of financing experience



Facilitated by Contact's strong team, data bank and digital capabilities



- Team of qualified individuals provided with extensive fraud detection / asset valuation training
- Investigation and collection team sourced from target areas to ensure understanding of community dynamics & relationships with clients



- Utilizing valuable data bank acquired over +20 years to predict repayment patterns through comprehensive predictive models
- Developing digital capabilities that enhance risk assessment and pricing

C. ...and a Streamlined User Experience

<i>Innovative, wide-spanning product offering</i>	<i>Fastest turnaround time</i>	<i>Transparent pricing with no hidden fees</i>
<i>Minimal documentation requirements</i>	<i>Efficient and attentive customer service</i>	<i>Digital touchpoints under development to further enhance customer experience</i>

IV

Continuous product portfolio evolution to unlock wider target audience...

Product Introductions / Re-launches

Continuously fortifying the product portfolio by introducing pioneering products, allowing for further financing market penetration



Contact Shopping

- o Introducing 3 new product lines, namely insurance credit, club memberships and Shattab home finishing loans



Contact Trucks

- o Began targeting end-users, a target segment that is completely untapped by other financing players



Long Term Mortgage

- o Began offering long-term mortgages, which will serve to enhance average tenors and maintain low default rates



Contact Cars

- o Utilizing the Contact Cars platform to introduce dealer services and connect buyers and sellers of new and used vehicles - *upcoming*



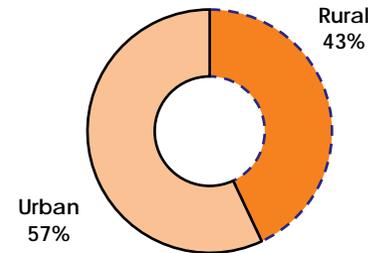
Creditech

- o First B2B credit assessment platform enabling other fintech players / retailers to offer financing services to their customers - *upcoming*

Reaching Out to Untapped Market

A. Expanding the branch network to ensure presence in high-potential areas outside the main cities

Egyptian Population (2019)



Multiple touchpoints outside Greater Cairo and Alexandria, including:

- ✓ 12 Contact branches making up 48% of the Group's branch network
- ✓ 547 Contact Shopping PoS, making up 31% of partner merchants' PoS network

B. Digital capabilities enhancing client reach-out and user interaction

Contact Cars



- o Capitalizing on +1mn unique monthly users to offer auto financing & insurance

Sakneen



- o Allowing clients to apply online for mortgage loans

Digital Insurance Platform



- o Tapping retail clients through a unified platform, offering fast policy issuance and claims mgmt.

Loyalty App



- o App being developed to enhance lead generation, cross & upselling & customer support

V ... through extensive reach and distribution capabilities...

Operating through an effective B2B distribution network that enables integration of consumer finance solutions into the consumer spending experience and utilizes B2C retention and cross-sales

Diverse Acquisition Channels

All Products

- 25 Contact Branches across Egypt
- Customer App

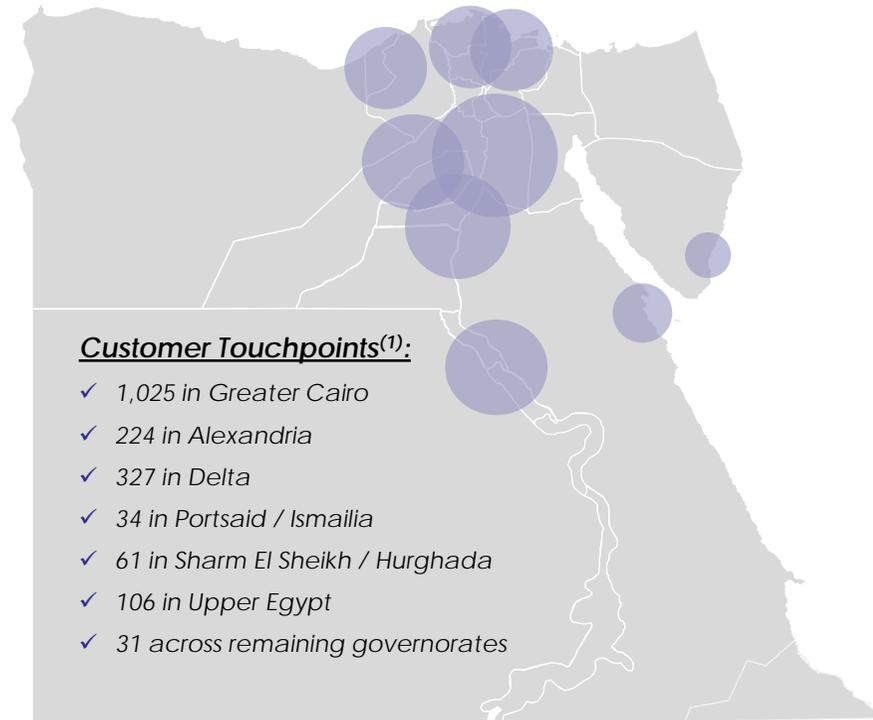
Financing

- +1,000 Auto Dealers
- Partnerships & JVs
- Contact Cars

Insurance

- Insurance Brokers
- Digital Insurance Platform - Upcoming

Wide Geographical Footprint



Strong footprint in Upper Egypt, Northern Egypt & Delta



- ✓ Ability to reach large audience that is under-served by existing financial institutions
- ✓ Existing platform allowing for cost effective expansions and product add-ons
- ✓ Enhanced cross-selling / upselling opportunities

Notes: (1) Includes Contact Shopping PoS network and Contact branches only

VI ...augmented by a diversified partner network underpinning a compelling product offering

I. Financing

Contact Auto / Trucks

Partnerships with auto dealers and strategic financing JVs

Contact Shopping

Partnerships with best-in-class merchants in a variety of industries

Electronics, Durables & Furniture: 1,239 POS

Jewelry & Fashion: 544 POS

Home Finishing - Upcoming: +300 POS

Contact Mortgage

Partnerships with developers, brokers, and online real estate search platform

II. Insurance

Contact offers brokerage, claims management and underwriting, so strong partnerships with other market players are necessary

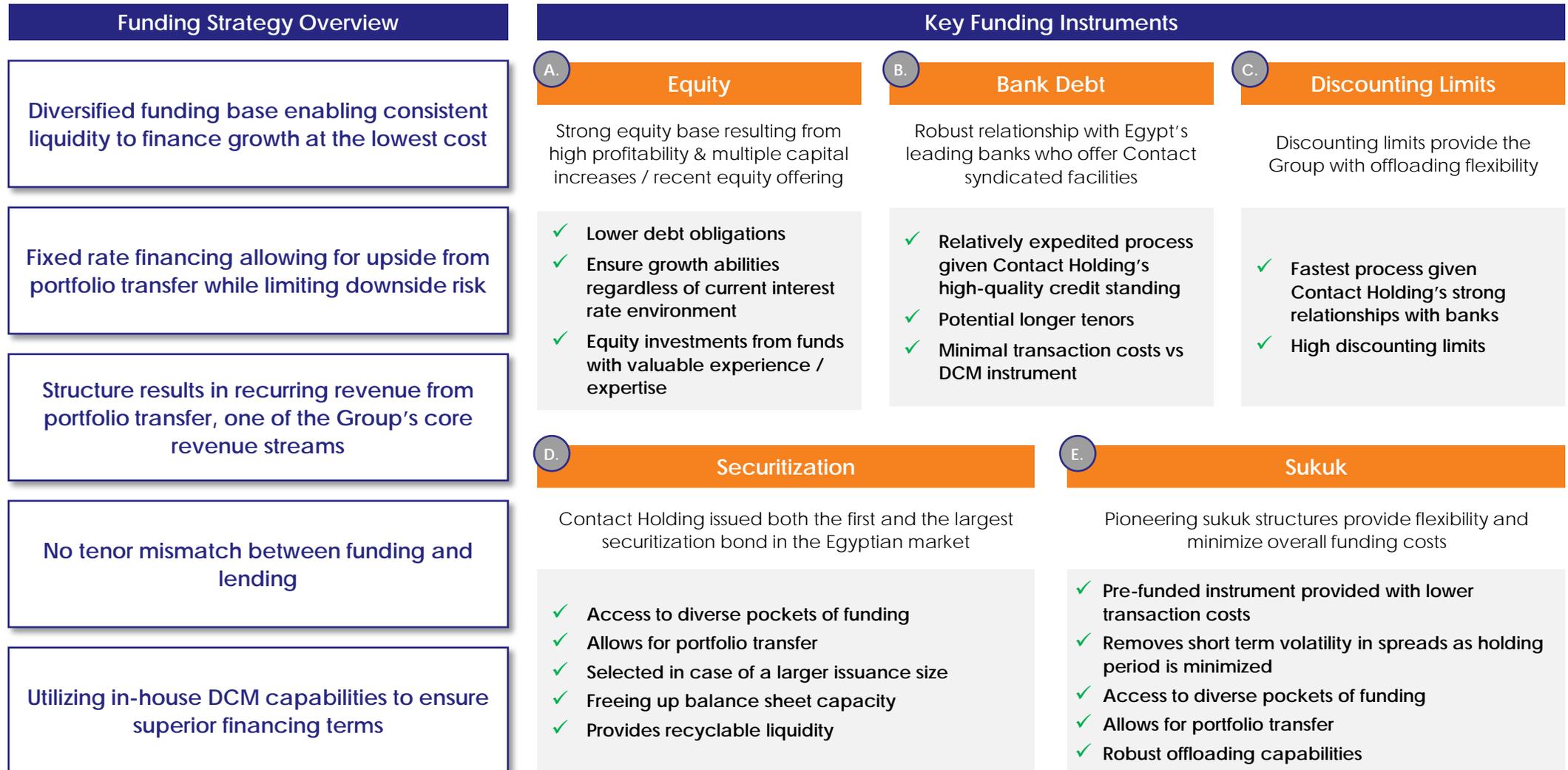
III. Digital Platforms

Investment in leading Egyptian AI and machine learning company, Synapse, together with a partnership to develop Creditech

IV. Debt Capital Markets

Contact Holding's pioneering debt instruments require significant cooperation with banks, investors and the financial regulatory authority

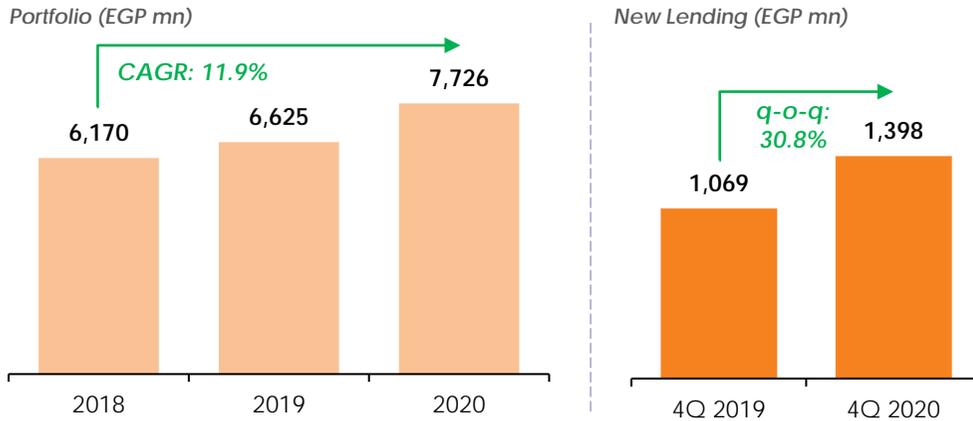
VII Superior funding strategy underpinned by diversified product utilization...



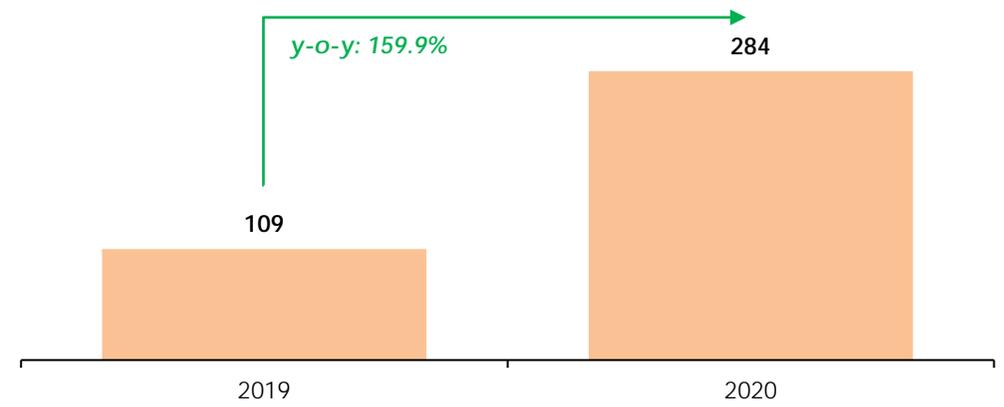
VIII ...enabling solid growth and profitability profile

Significant development of both the financing and insurance portfolios translating into robust bottom-line growth

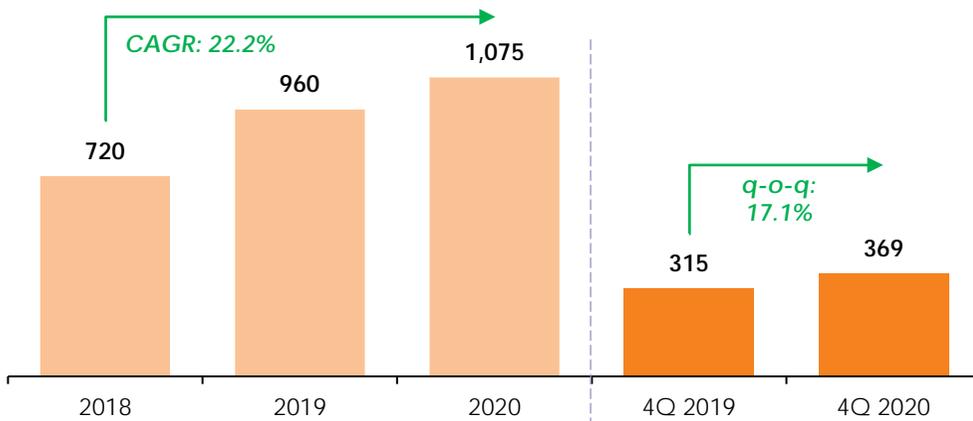
Financing Portfolio (EGP mn)



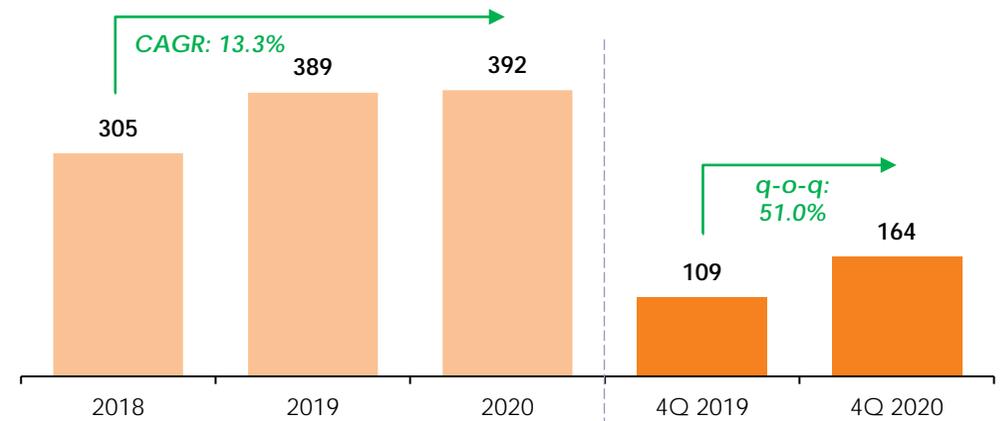
Insurance Gross Written Premiums (EGP mn)



Net Operating Income (EGP mn)



Adj. Net Income after Minorities⁽¹⁾ (EGP mn)



Notes: (1) Adjusted in 2018 for IPO fees and in 2020 for ESOP, contactcars.com expenses, and deferred taxes

IX Spearheaded by a founder-led management team of industry pioneers

Senior Management Team



Hazem Moussa
Chairman

+20 years

+25 years

- Founding partner of Contact
- Previously acted as General Manager and Director of Business Development and Logistics, in addition to managing operations, IT, marketing, planning and insurance areas
- Prior to Contact, Moussa was a Corporate Finance Manager at HSBC Investment Banking in Egypt where he was responsible for origination and execution of M&A, equity, and debt transactions



Said Zater
CEO

+20 years

+35 years

- Joined Contact in January 2002 and was a core member of the team that launched the business
- Business leader & operations management expert with long experience in the NBFi field
- +18 years of experience in strategic security affairs, enabled concept transfer to build the credit and collections process



Ayman El Sawy
CFO

+19 years

+25 years

- Joined Contact in 2002 as a core member of the founding team and senior executive management
- Strong expertise in the development of funding facilities allowed him to assume full responsibility of funding & financial planning in 2008
- El Sawy also holds several senior positions in Contact's subsidiaries in addition to managing current & upcoming investments



Amr Refaat
Managing Director, Contact Credit

+19 years

+30 years

- Amr Refaat is the Managing Director of Contact Credit; Contact's largest subsidiary
- Refaat joined the Group in 2002 as Sales & Distribution Manager to develop its auto-loan merchant network before becoming Commercial Director in 2008
- In addition, Refaat served as Executive Director of Contact Mortgage from 2016 to 2019, in addition to managing retail business operations

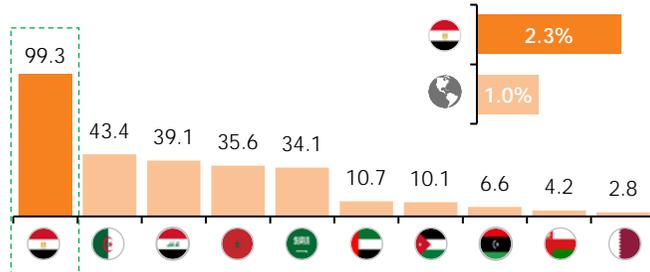


Strong outlook backed by a significant market opportunity...

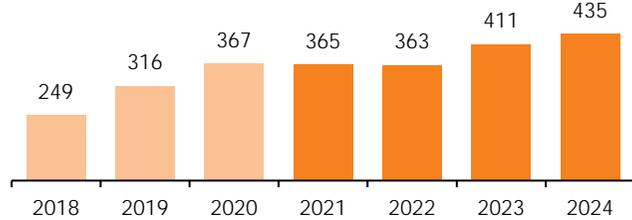
Robust Macroeconomic Backdrop

Large and fast-growing population driving GDP growth...

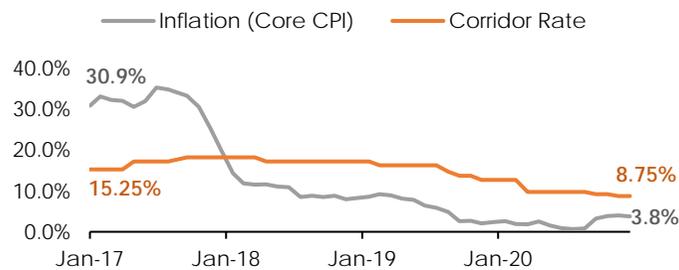
Population mn (2019), CAGR (19-24E)



Nominal GDP (USD bn)



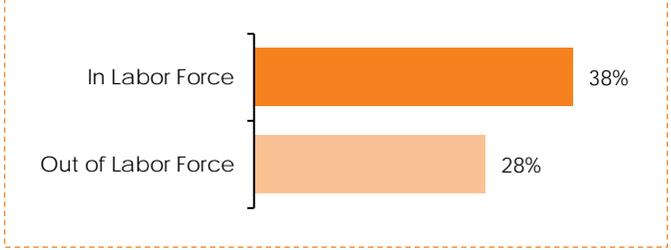
Stabilizing inflation & interest rates driving private credit



Low Financial Services Penetration...

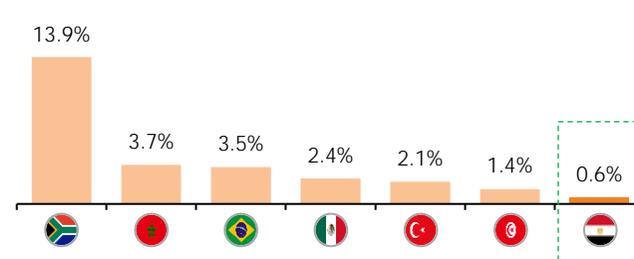
Low banking penetration on access difficulty...

Ownership of Financial Institution Account (2018)



...Coupled with low insurance penetration

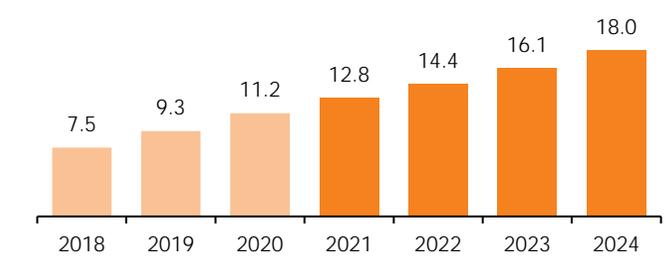
Total GWPs as % of GDP (2019)⁽¹⁾



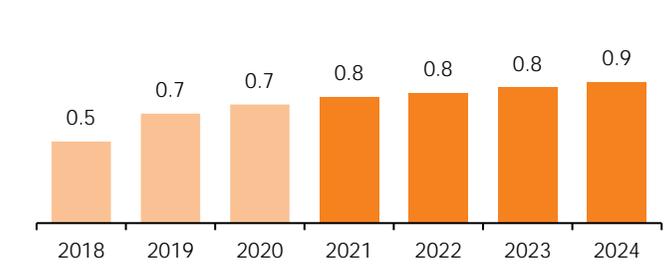
...Underpinning Significant Growth Potential

Substantial growth in financial services as consumer literacy and access continue to improve

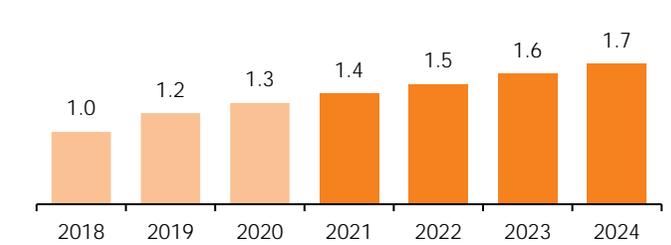
Private Credit (USD bn)



Gross Life Premiums (USD bn)



Gross Non-Life Premiums (USD bn)



Notes: (1) As of last available data in 2016 for South Africa and 2018 for Morocco and Tunisia
Source: Central Bank of Egypt, Fitch Insurance reports, EIU Market Indicators, OECD, Statista, United Nations

XI ...and robust transformative tech capabilities enabling value capture

Segment	Subsidiary	Overview
 <p data-bbox="140 651 397 682">Holding / Financing</p>	 	<ul style="list-style-type: none"> ✓ New streamlined digital consumer finance platform with back-end overhaul enhancing customer experience ✓ Development of AI algorithms in loan processing & customer acquisition ✓ Launch of new customer engagement loyalty app to unify customer experience under one umbrella
 <p data-bbox="202 939 335 968">Insurance</p>	 	<ul style="list-style-type: none"> ✓ Finalizing advanced back-end system enabling full digitalization planned ✓ Building dedicated digital interfaces for a number of products, notably health and motor
 <p data-bbox="165 1225 374 1253">Digital Platforms</p>	 	<ul style="list-style-type: none"> ✓ Relaunch the portal and app with new & enhanced features in Egypt's leading car market & classified portal ✓ Launch of new venture dedicated to the application of AI algorithms in credit risk assessment and credit insurance

Summary Investment Thesis

I.

Tapping underserved segment that is massively underpenetrated

II.

Synergistic, wide-spanning platform allowing for fast, cost-effective roll-out of new products and enables cross-selling opportunities

III.

Enhancing tech capabilities to unlock significant growth

IV.

Replicating financing success in a new, similar industry; insurance

V.

Attractive growth rates and profitability profile

Section 3 Contact Holding in Depth



Contact Holding's Key Segments

A	B	C	D
Financing	Insurance	Digital Platforms	Debt Capital Markets



<p>Extending financing to both banked and unbanked clients across Egypt</p>	<p>Tapping the underpenetrated insurance market through Sarwa Insurance and Sarwa Life</p>	<p>Capitalizing on the local digital transformation drive and existing platform with +1mn unique monthly users</p>	<p>Enhancing Egypt's debt capital market sophistication by introducing innovative products</p>
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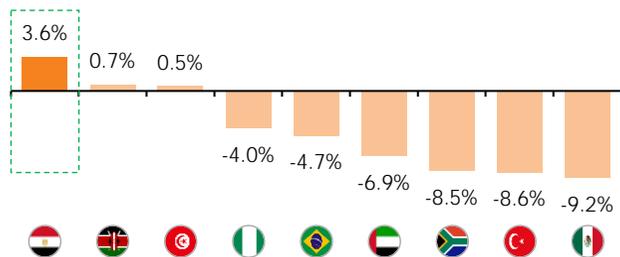
A. Financing

Large, Consumption-Driven Economy with Considerable Growth Prospects...

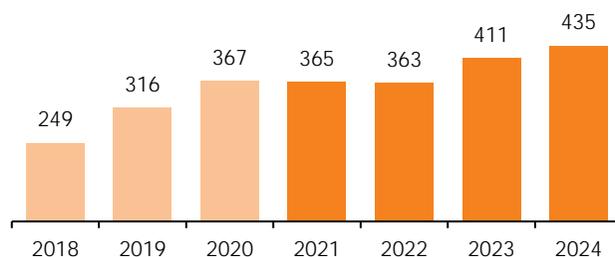
Large and rapidly growing economy propelled by enhanced consumer expenditure

Egypt is one of the few countries expected to grow GDP in 2020 despite COVID-19 disruptions

GDP y-o-y Growth in 2020 (%)

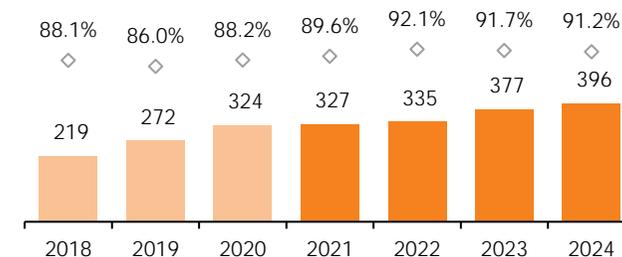


Nominal GDP (USD bn)



GDP driven by enhanced consumer spending

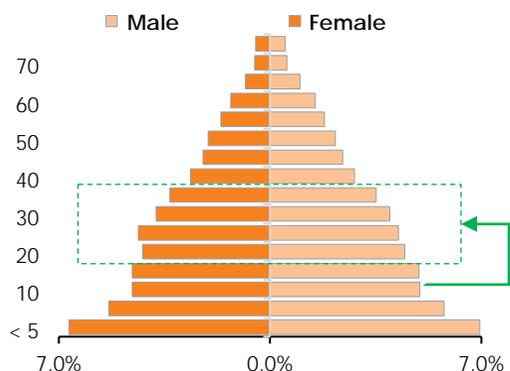
Consumer Expenditure Evolution, % of GDP (USD bn, %)



Demographic structure spurring demand for essential big-ticket purchases, enhanced further by increasing prevalence of satellite cities

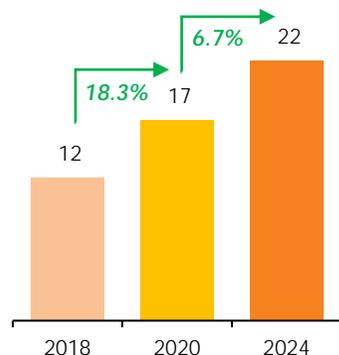
Majority at/entering marriage age

Demographical breakdown by age

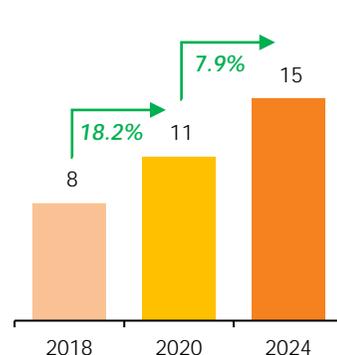


Increasing expenditure on essential purchases

Housing and Utilities (USD bn)



Household Goods and Services⁽¹⁾ (USD bn)



Secular trend of moving out of downtown into suburban "satellite cities"

New Admin Capital	New Alamein City	New Mansoura City
700 mn sqm Total Land Area	c. 200 mn sqm Total Land Area	21 mn sqm Total Land Area
1.1 mn Housing Units	2022 Completion Date	c. 150,000 Residential Units

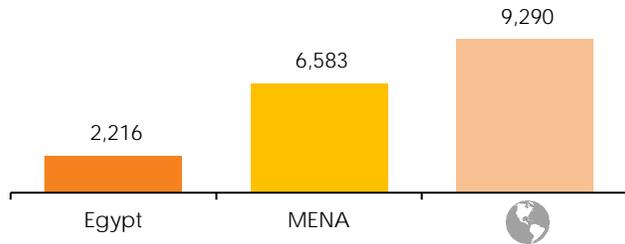
Notes: (1) Includes furnishings, appliances, tools and services
Source: Euromonitor, Statista, CAPMAS, local news sources, EIU Market Indicators

...Creates an Opportunity for Further Credit Penetration

Affordability is a major constraint for the vast majority of Egyptians...

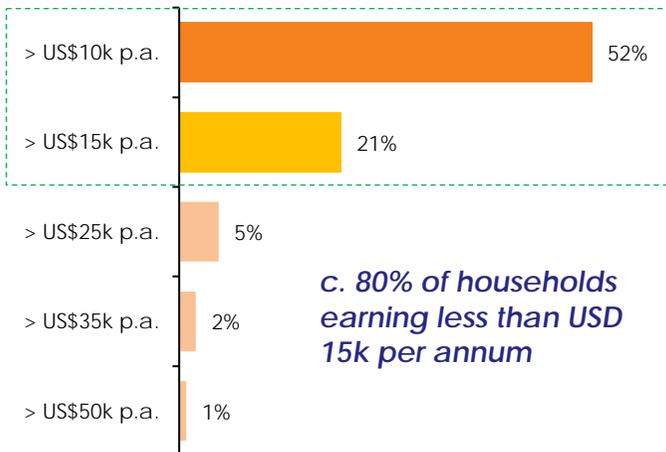
Income levels lagging regional & global benchmarks

National Income Per Capita in 2018⁽¹⁾ (USD)



Concentration of low-earning households

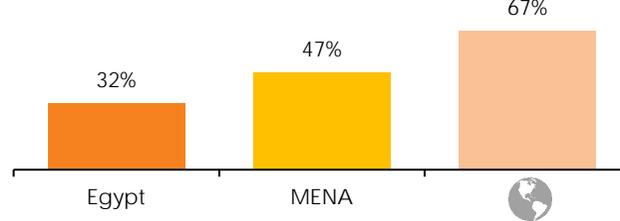
Income Distribution by Household in 2020



...nonetheless, banking penetration in general, and consumer credit penetration in particular, remain very low...

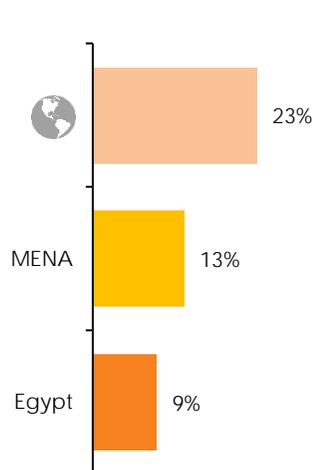
Low banking penetration...

Ownership of Financial Institution Account

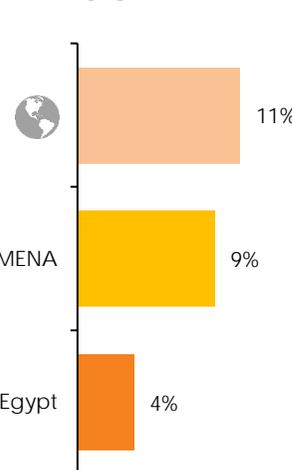


...translating to low access to credit

Borrowed from FI in Past Year⁽²⁾



Mortgage Penetration (%)



...as it is dominated by legacy banks that lack the capabilities to cater to the mass consumer and SME markets

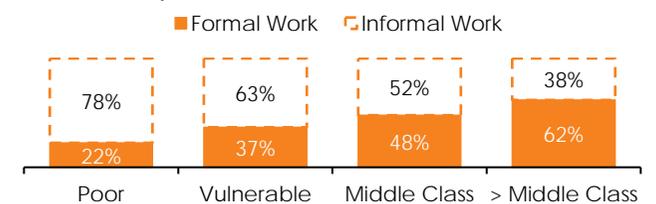
Focus on corporate segment lending

Select Egyptian Banks' Portfolio Breakdown (2019)

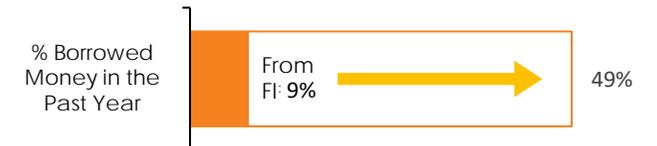


Significant opportunity neglected by formal banking sector...

Employment Characteristics by Income Group



...resulting in low formal borrowing levels and missed value capture despite clear demand

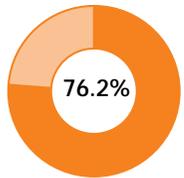
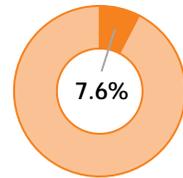
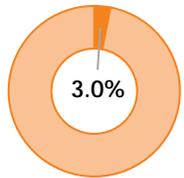
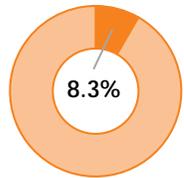
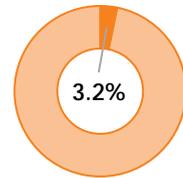


Notes: (1) Adj. Net National Income Per Capita; (2) Borrowed from a financial institution or used a credit card

Source: World Bank Indicators, EIU Market Indicators, IMF Understanding Poverty & Inequality in Egypt Report 2019, latest issued World Bank Index

Financing Segment: Product Overview

Financing Portfolio Summary

					
	A. Contact Auto	B. Contact Trucks	C. Contact Shopping	D. Contact Mortgage	E. Contact Medical
Year Launched	2001	2019	2015	2016	2015
Product Financed	<ul style="list-style-type: none"> ✓ Retail auto credit ✓ SMEs leasing for PV 	<ul style="list-style-type: none"> ✓ Retail loans and leasing for new & used trucks 	<ul style="list-style-type: none"> ✓ Consumer durables ✓ Fashion / jewelry ✓ Insurance credit ✓ Club memberships ✓ Home finishing products 	<ul style="list-style-type: none"> ✓ Low & middle-income mortgage ✓ Long-term mortgage ✓ Home equity loans 	<ul style="list-style-type: none"> ✓ Leasing and factoring of medical equipment for SMEs
Contribution to 2020 Portfolio ⁽¹⁾					

Notes: (1) Other products represent the remaining 1.6% of the portfolio

Financing Product Overview: A. Contact Auto

- o Flagship financing product, market leader with +20 years of operational experience resulting in a robust data bank

Overview of Contact Auto

Financing new and used passenger car purchases for both banked & unbanked retail and SME customers through diverse distribution and acquisition channels

			
<p>✓ Contact Branches</p>	<p>✓ Dealers' Network</p>	<p>✓ Partnerships & JVs</p>	<p>✓ Digital Channels</p>
<ul style="list-style-type: none"> o +25 strategically located Contact branches o Strong footage outside the main cities catering to a wide range of Egyptians who are unbanked 	<ul style="list-style-type: none"> o +20 partnerships with auto dealers o +1,000 dealers in the network <p>Top Brands</p> 	<ul style="list-style-type: none"> o Partnerships and JVs allow Contact Auto to reach the mass market <p>Key Partnerships</p> 	<ul style="list-style-type: none"> o Utilizing Contactcars.com, the largest new and used cars platform in Egypt, to enhance reach and customer acquisition

Contact Auto's Key Distinguishing Features

Proven track record of growth and resilience

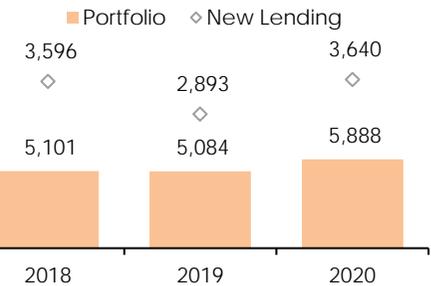
Catering to both banked and unbanked clients

Vast data bank enabling robust credit assessment

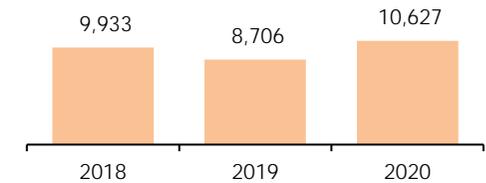
Superior collection processes developed over +20 years

Key Figures

Portfolio, New Lending (EGP mn)



Number of Loans



Avg. Tenor



Avg. Loan Size



Financing Product Overview: B. Contact Trucks

- Utilizing motor expertise and brand to introduce new, highly profitable products to retail/SME clients in the trucking space

Overview of Contact Trucks

Unique Product Offering...

One of the only players providing small-ticket



Individual financing of new and used, light and heavy trucks



Financial leasing services for SMEs in transportation and logistics sectors

...Distributed through Strategic Touchpoints

A.

Direct to consumer approach at truck stops & stations

B.

Throughout the 25 contact branches available across Egypt

C.

Partnerships with truck dealers & maintenance centers

D.

Digital marketing through social media groups

Contact Trucks' Key Distinguishing Features

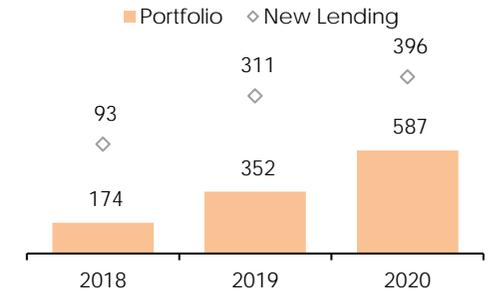
Capitalizing on +20 years in motor financing

Deep-rooted knowledge of ideal distribution strategies

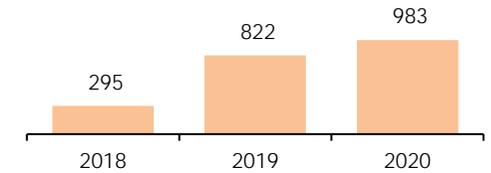
Ability to achieve higher margins due to product scarcity

Key Figures

Portfolio, New Lending (EGP mn)



Number of Loans



Avg. Tenor

3.5 years

Avg. Loan Size

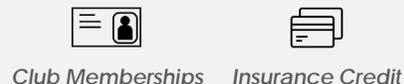
597k EGP

- o Establishing presence in the fast-growing consumer finance space utilizing existing financing expertise

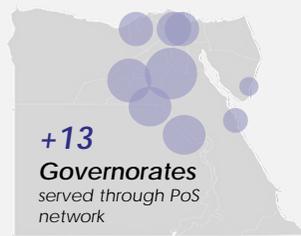
Overview of Contact Shopping

Consumer Finance Network

Diversified network of +1,700 points of sale strategically deployed to reach target audience

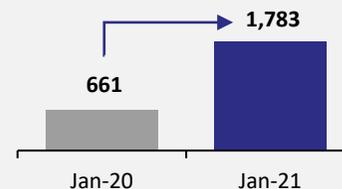


Wide Range of Financed Products



Nationwide Reach

Doubled # of outlets in 1 year



Large # of Outlets / Partnerships

20:30 Card Partnership

- o 50:50 JV between Premium Card and Contact
- o Bank-free credit card allowing holder to purchase products / services from a network of online and offline merchants
- o Initially will be rolled-out in Greater Cairo and Alexandria before expanding across other governorates

✓ *Route to capturing corporate clients*

✓ *One of the first non-bank credit cards in the Egyptian market*

Contact Shopping's Key Distinguishing Features

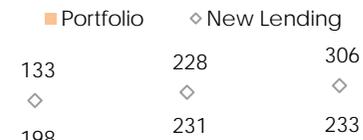
Trusted brand among retail customer base

Large and diversified network enabling product roll-out

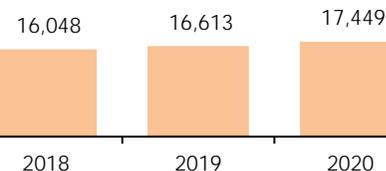
Leveraging credit and collection expertise in to ensure minimal credit losses

Key Figures

Portfolio, New Lending (EGP mn)



Number of Loans



Avg. Tenor

1.5 years Durables

4 years Memberships

3.5 years Shattab

1 year Insurance

Avg. Loan Size

13k EGP Durables

65k EGP Memberships

500k EGP Shattab

20k EGP Insurance

Financing Product Overview: C. Contact Shopping (2/2)

Partnerships with Leading Merchants in Each Product Segment Financed...

Product Segment	Sample Outlets
 <p>Electronics, Durables & Furniture</p>	
 <p>Jewelry & Fashion</p>	
 <p>Home Finishing - Upcoming</p>	

...with Room for Further Development Driven by Growing Partnership Network

Growth in Number of Outlets

Wider Target Audience

Growing Number of Clients and Tractions

Developing the Infrastructure for a Platform to Build on

Financing Product Overview: D. Contact Mortgage



- o Tapping an unpenetrated, government-backed segment that offers increased stability and low default rates

Overview of Contact Mortgage

Newly Introduced Products...

...Distributed through Strategic Touchpoints

	I. Long-term Mortgage	II. Low / Middle Income Program	III. Home Equity Loans	
Tenor	Up to 10 years	Up to 20 years	Up to 5 years	Contact Branches <ul style="list-style-type: none"> o 25 Contact branches, with 15 located outside Greater Cairo
Target Segment	All building grades A, B & C	Government program targeting low & middle-class housing	Secured loan to finance home finishing	Real Estate Developers <ul style="list-style-type: none"> o Utilizing relationships with real estate developers to maximize reach
				Real Estate Brokers <ul style="list-style-type: none"> o Partnerships with brokers to offer mortgage products to clients while cross-selling and upselling other consumer financing products o For example, Contact offers discounts to Coldwell Banker Star Club members
				Digital Platforms <ul style="list-style-type: none"> o Through the Sakneen mortgage platform, clients will apply online for mortgage & home equity loans to finance ready-to-move homes or finishing a current one

Offering a range of products catering to diverse segments



Contact Mortgage's Key Distinguishing Features

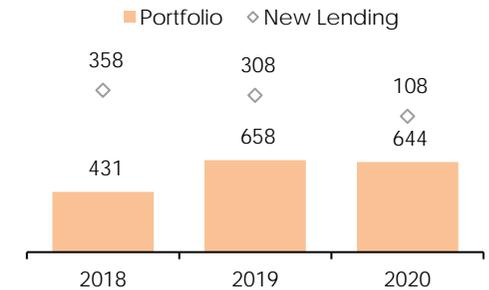
Trusted brand among retail customer base

Revolutionizing mortgage loans in Egypt by assisting regulators in new product development

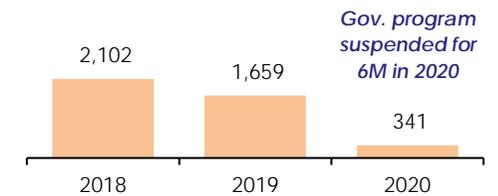
Mortgage structuring expertise

Key Figures

Portfolio, New Lending (EGP mn)



Number of Loans



Avg. Tenor

9 years LT mortgage

18 years Low-income

3.5 years Home equity

Avg. Loan Size

2.5m EGP LT mortgage

115k EGP Low-income

650k EGP Home equity

Financing Product Overview: E. Contact Medical

- o Differentiated financing alternatives offered to practitioners and vendors in a fundamental, growing industry

Overview of Contact Medical

Identified Market Gap	Introduced Unique Offering	Leveraging Customer Acquisition Expertise	Enhanced Cross-Selling Opportunities
<ul style="list-style-type: none"> o SMEs have limited access to credit, with only 13% of small enterprises receiving access to financing⁽¹⁾ o Currently, most leasing companies in the market are focused on large-ticket / asset-backed leasing to ensure low default rates 	<ul style="list-style-type: none"> o Capitalizing on its strong expertise in credit assessment & collection, Contact introduced leasing and factoring to SMEs in the medical space 	<ul style="list-style-type: none"> o Reaching out to clients directly through network of Contact branches o Strong relationships with medical suppliers who enable further acquisition 	<ul style="list-style-type: none"> o Increasing cross-selling prospects by tapping doctors and medical practitioners as long-term clients

Contact Medical's Key Distinguishing Features

Focused on underserved SMEs and individual medical practitioners

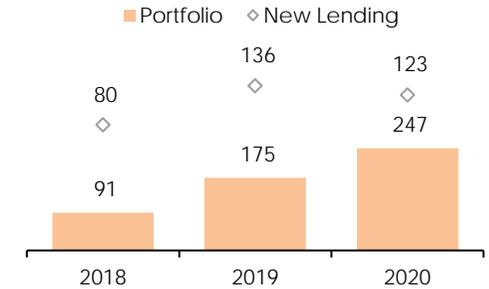
Unique value proposition through factoring and leasing

Introduced small-ticket financing in the medical space

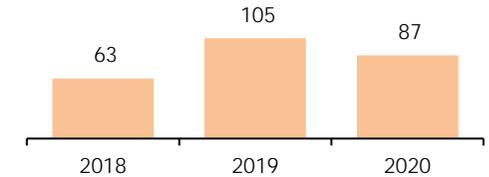
Enhancing clients' cashflows through diverse debt instruments

Key Figures

Portfolio, New Lending (EGP mn)



Number of Loans



Avg. Tenor

3.0
years

Avg. Loan Size

2,834k
EGP

Financing Growth Strategy

Key Strategy Pillars

Diversifying the Product Portfolio

- Diversified portfolio of asset-backed, credit financing, factoring and leasing products is unique in the retail and SME lending space
- Consistently introducing / relaunching products to the market including Shattab home finishing loans' introduction, Contact Shopping's re-launch, Contactcars.com's re-launch, long-term mortgages and Creditech, among others

Contact
Shopping



Contact
Finishing



Long-term
Mortgage

Differentiated Target Audience

- Targets an extremely wide customer base using a detailed credit assessment policy to tap clientele that is often unreachable to legacy banks and other NBFIs

Rural

Banked

Formally
Employed



Urban

Unbanked

Informally
Employed

Establishing Presence in High-Potential Areas

- With half of Egypt's population located in rural areas, Contact recently adopted a new strategy targeting the substantial demographic opportunities by reaching scale in rural areas through leveraging its extensive branch network to drive portfolio & revenue growth while reducing customer acquisition and operating cost

- ✓ Targeting the most high-density districts in each governorate
- ✓ Target 100 local merchants in each district
- ✓ Targeting at least 1% of the rural population in each district

Enhancing Customer Touchpoints through Digital Transformation

- Contact is increasingly focused on developing its digital customer acquisition capabilities through:
 - Leveraging the Contactcars.com platform
 - Partnering with the Sakneen platform to offer online mortgage and home equity loans
- The Group is also working on introducing a customer loyalty app in order to unify customer experience and enhance customer engagement



Contact Cars

sakneen

Sakneen
Platform



Customer
Loyalty App

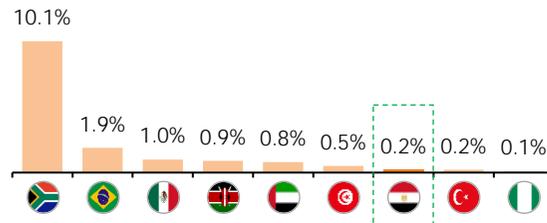
B. Insurance

Insurance Market Highlights

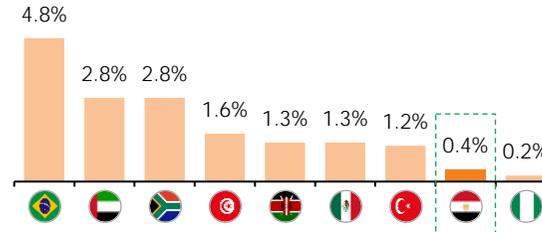
Insurance Market Highlights

Low life and non-life insurance penetration...

Gross Life Premiums as a % of GDP

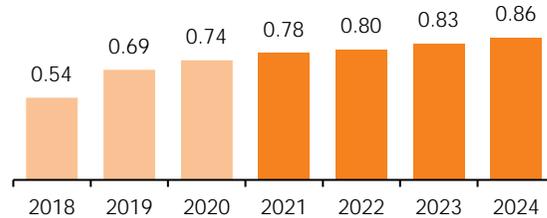


Gross Non-Life Premiums as a % of GDP

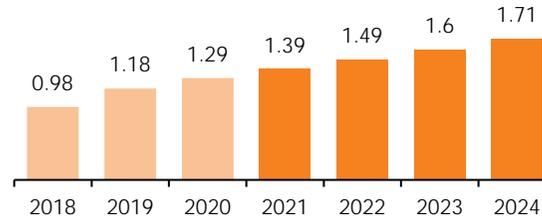


...leaving room for significant future growth & development

Gross Life Premiums Written (USD bn)

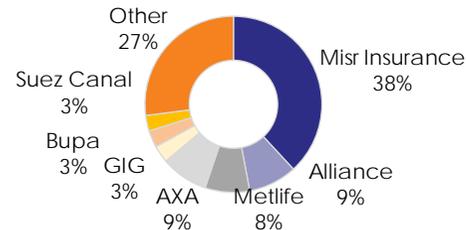


Gross Non-Life Premiums Written (USD bn)

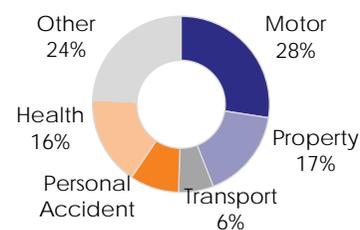


Fragmented market both by market players and insurance type

Insurance Market Key Players by Turnover⁽¹⁾



Non-Life Insurance Market Breakdown by Type⁽²⁾



Key Market Players

Tier 1: Public Companies



Dominated by Misr Insurance

Tier 2: Multinationals



Focused on large-ticket non-life insurance

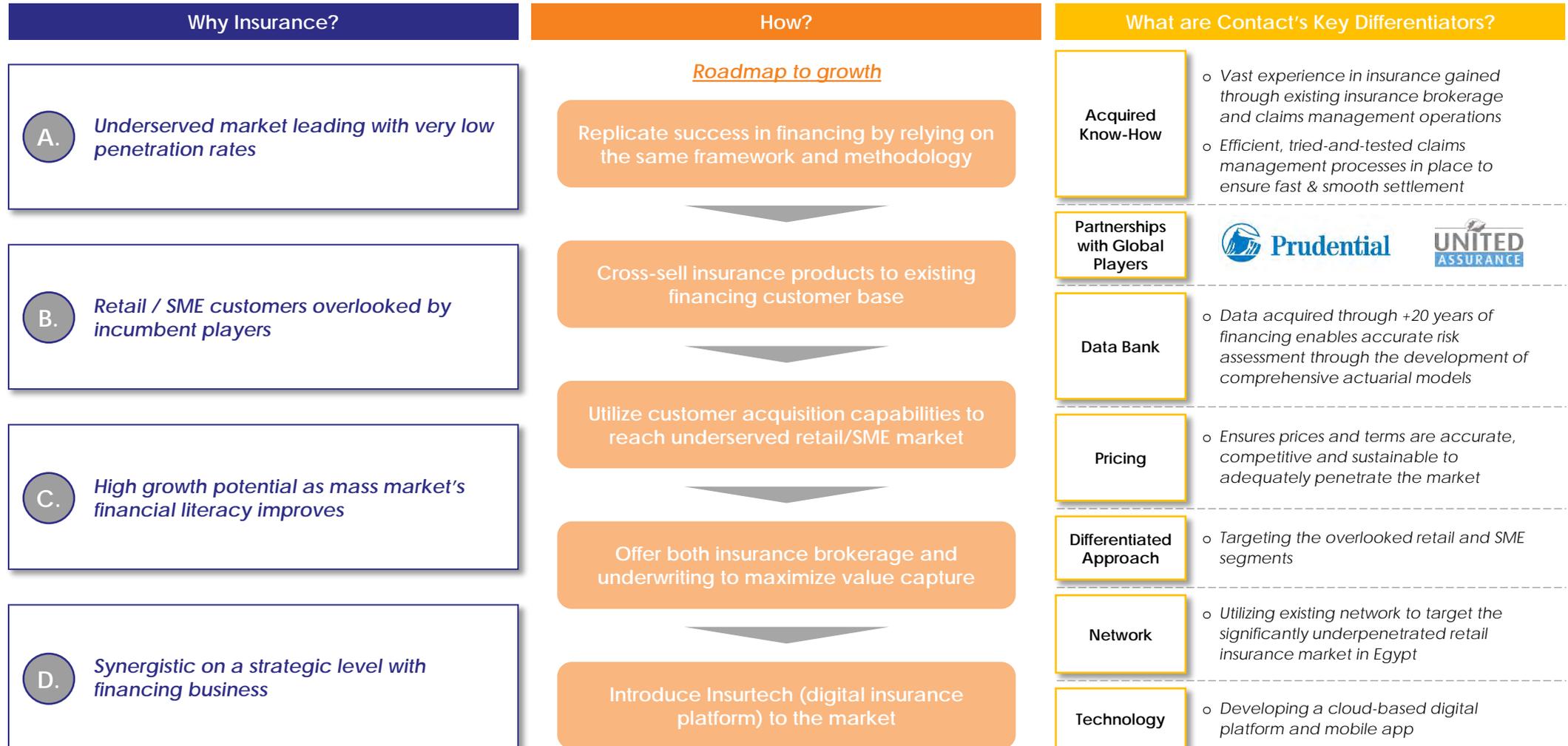
Tier 3: Local / Regional Companies



Competitors mostly focused on large-tickets

Expanding into insurance space by leveraging insurtech platform

Sarwa aims to become the largest homegrown insurance provider in the Egyptian market

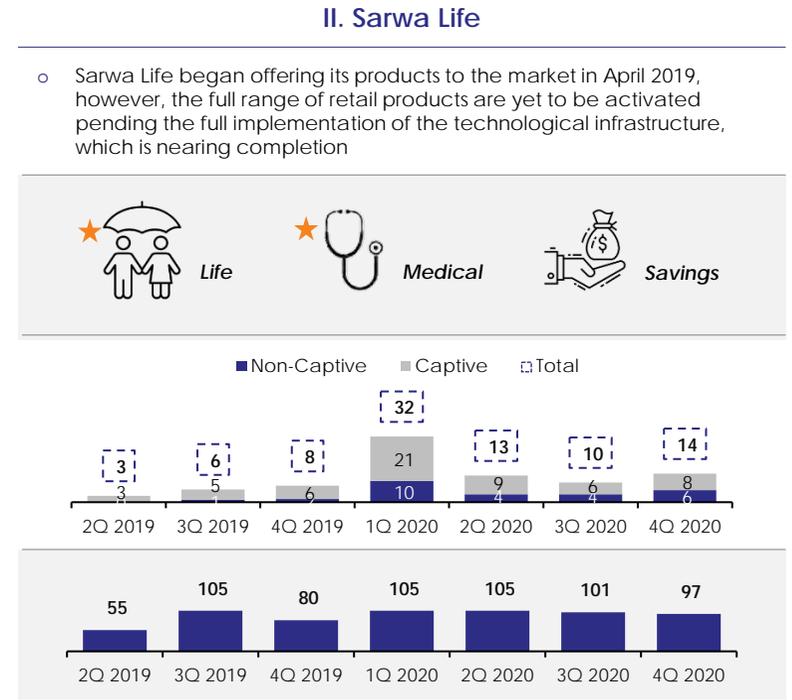
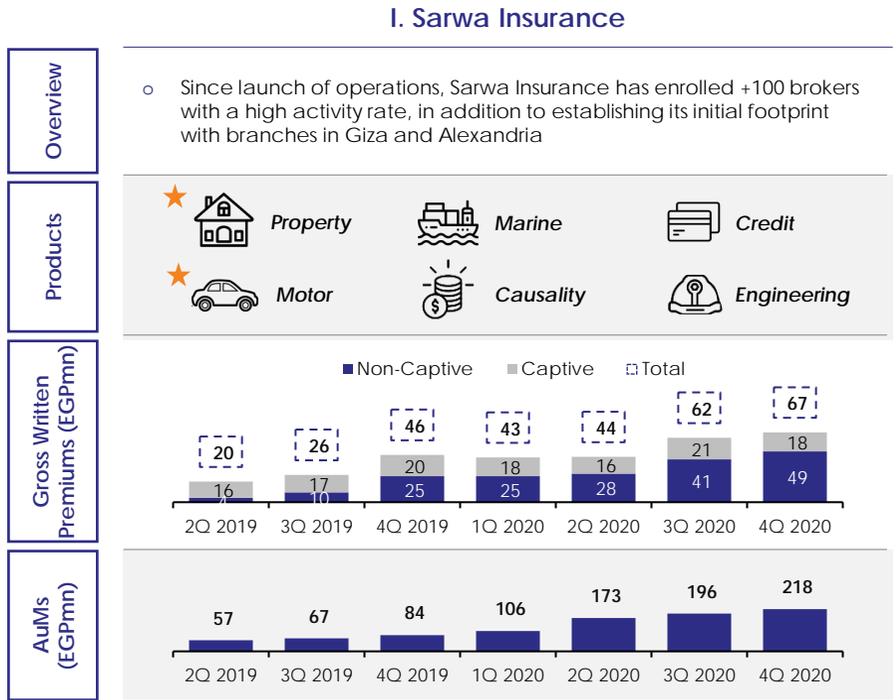


Insurance Segment: Product Overview

- Contact has been an active player in Egypt's under-developed insurance sector for more than 19 years, having created and brought to market the first fully-developed retail car insurance product
- In response to the noticeable gap in the retail insurance space in Egypt, Contact Holding founded 2 greenfield companies; Sarwa Insurance and Sarwa Life to underwrite its own policies and further expand its insurance offering
- To ensure success of the newly founded entities, the Group relies on its extensive track record of:
 - Issuing various retail motor and other insurance policies through its insurance brokerage arm
 - Claims management for in-house products as well as third parties



Operational Overview



★ Key focus areas

Insurance Segment: Growth Strategy (1/2)



Personal Line Growth Strategy

Commercial Line Growth Strategy

Aim

- A. Becoming a market leader in personal insurance
- B. Enhancing reach and portfolio to ensure customer satisfaction
- C. Maintain profitability while scaling operations

Aim

- A. Building a sustainable commercial line portfolio
- B. Maintain profitability while scaling operations

Strategy Pillars

- I. Rapidly scale direct channels through existing network
- II. Capitalize on transformational digital capability to allow for a seamless customer experience on the end to end platform and enhance customer acquisition through digital marketing
- III. Prescriptive pricing to maximize penetration / profitability through improved data sets and technical modeling supplemented with price optimization tools
- IV. Selectively deepen and broaden captive and affinity/broker relationships by (i) establishing partnerships, (ii) Using digital tools to enhance relationships

Strategy Pillars

- I. Capitalize on underwriting capabilities
- II. Ensure responsiveness to brokers
- III. Create one-stop shop experience through offering insurance against most business risks
- IV. Offer superior product propositions
- V. Maintain technical sophistication
- VI. Dedicate a task force for key accounts

Key Enablers

Visible Brand

Wide Footprint

Portfolio Management & Prescriptive Pricing

Digital Platform and Sourcing

Insurance Segment: Growth Strategy (2/2)

Building to become the First Digital Insurer in Egypt



Capitalizing on a large, connected population...

...by introducing the first digital insurance platform in Egypt...

...to facilitate user experience and maximize customer acquisition prospects



of Mobile Connections



Mobile Penetration



of Internet Subscribers



Internet Penetration

A.

Personal Lines

- **Mobile app** providing select pre-underwritten commercial insurance products
- Facilitates full quote and buy journey

B.

Commercial Lines

- **Cloud-based platform** that provides commercial clients and brokers with dashboards with view of existing commercial policies and permits policy issuance and claims support

1st

Cloud-based Insurance System in Egypt

Streamlined user experience and repeat clients

Enhanced customer acquisition by reaching non-traditional clients

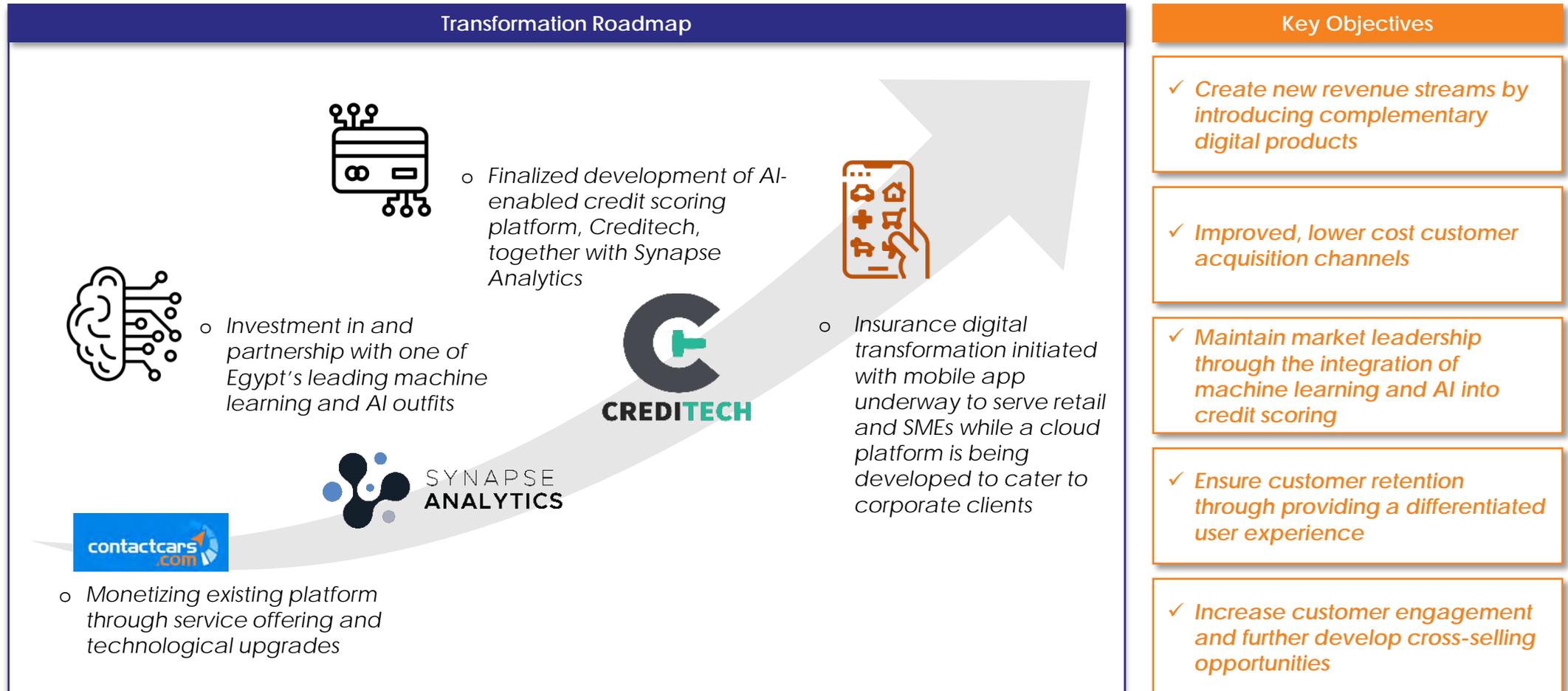
15 min issuance time compared to c. 2 days previously

Adaptive questionnaire resulting in superior risk assessment/pricing

C. Digital Platforms

Overview of Digital Platforms

Leading the Financing and Insurance Sectors' Digitization Movement by Developing a Range of Digital Platforms using Proprietary Technology

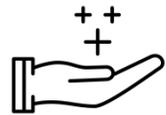


Overview of Contact Cars Platform



Dominant Automotive Portal in Egypt, Providing Fundamental Services to the Entire Auto Ecosystem

c. 1mn Unique Monthly Users	35% Returning Users	5:12 mins High Avg. Time / Visit
---------------------------------------	-------------------------------	--



Digital Marketplace

Automotive classified solutions for end-users and dealers for new and used vehicles



Value-Added Services

An ecosystem of products and services that support end-users, corporate customers, dealers and OEMs with the buying, owning and selling of vehicles

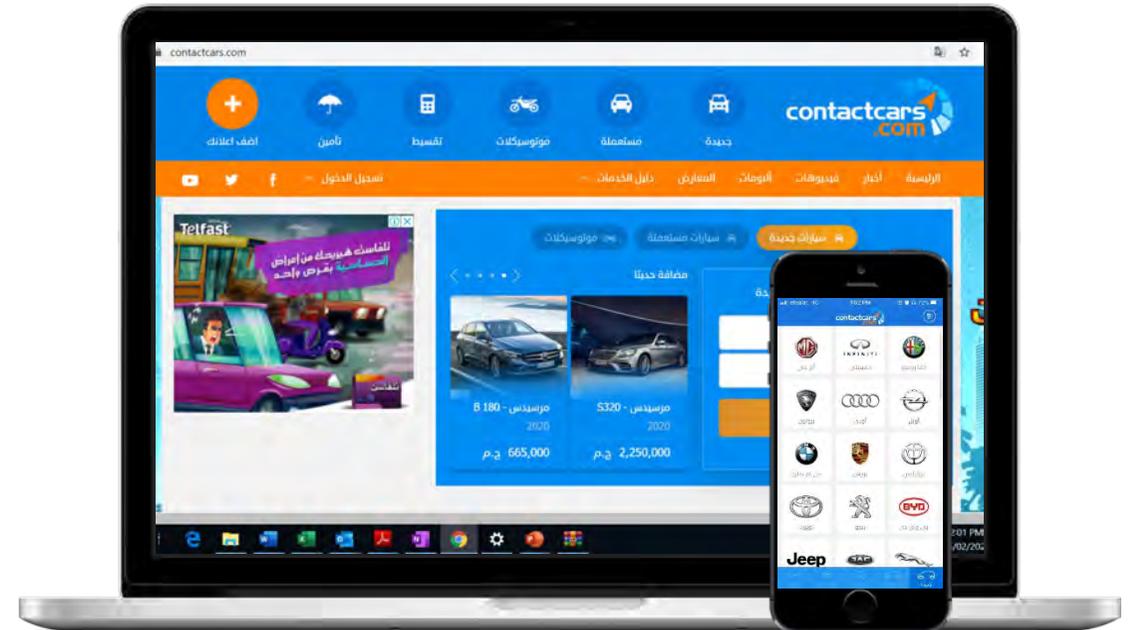


Data

Continuously developing market and consumer insights to provide data and analytics to end-users, dealers, and other corporate customers to enhance their decision making ability

Key Existing Features

- ✓ New Car Prices
- ✓ Used Cars Marketplace
- ✓ Used Car Valuation
- ✓ Dealer Pages
- ✓ Auto Loan Calculator
- ✓ Online Loan Application



Contact Cars Market Opportunity



I. New Car Market	
Key Services	
✓ Lead Generation	
✓ Purchase Facilitation	
2020 Market Sizing	
New Passenger Vehicles ('000) ⁽¹⁾	180.0
Average Price (EGP mn)	0.5
Market Size (EGP bn)	90.0
Gross Margin	10.0%
Dealer Market (EGP bn)	9.0
Marketing / Lead Generation / Sales Acquisition	20.0%
Contact Cars Market Segment (EGP bn)	1.8

II. Used Car Market	
Key Services	
✓ Lead & Inventory Generation	
✓ Cycle Facilitation	
✓ Purchase & Sale Facilitation	
2020 Market Sizing	
Used Passenger Vehicles ('000)	650.0
Average Price (EGP mn)	0.2
Market Size (EGP bn)	130.0
Gross Margin	10.0%
Dealer Market (EGP bn)	13.0
Lead Generation	20.0%
Contact Cars Market Segment (EGP bn)	2.6

III. Services Market	
Key Services	
✓ Maintenance & Repairs	
✓ Tires & Spare Parts	
2020 Market Sizing	
Contact Cars Existing Users	
Total Unique Audience (mn)	7.00
(Less 50% Duplicate Devices)	3.50
(Less 50% Non-Owners)	1.75
Contact Users Representation	1/3 of Car Park
Entire Market	
Total Licensed Car Park ('000)	6,000
Average Price (mn)	0.265
Total Value of Car Park (EGP bn)	1,590.0
Penetration Rate	10.0%
Penetrated Market (EGP bn)	159.0
Annual Spend on Car Services	1.0%
Total Services Market (EGP bn)	1.6

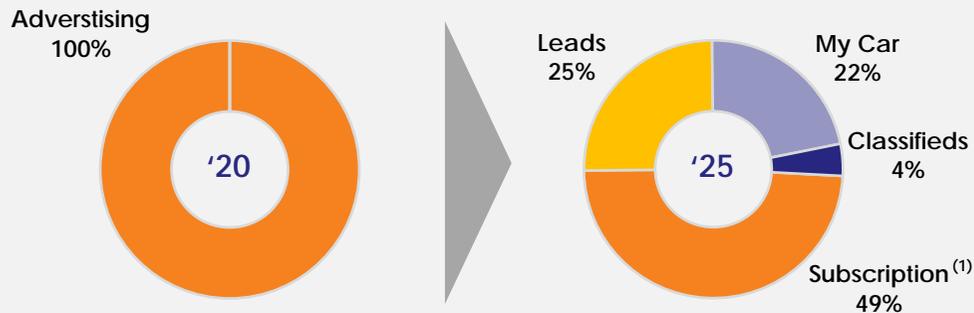
Contact Cars Monetization Plan



Overview of Transformation Strategy

- o In 2020, Contact Holding's management commenced the plan to monetize the platform by bringing it in-house and planning a relaunch with a wider range of services / revenue streams
- o Aiming to become the **#1 full automotive marketplace by traffic and engagement**
- o Key new service offerings include:
 - o Connecting buyers and sellers of new & used cars
 - o Adding a strong layer of B2B / dealer services, capitalizing on increasing engagement

Shifting away from the Single Source Revenue Model to Diversified Revenue Streams



Key Monetization Pillars

Ecosystem Embedded with Cutting-Edge Technology

 <p>Digital User Experience</p>	<ul style="list-style-type: none"> o Creating a more experience-oriented environment for users and optimizing the contactless experience 	<p>Chatbot, Virtual and Augmented Reality</p>
 <p>Micro-services & Cloud Native</p>	<ul style="list-style-type: none"> o Build to scale-up and driving speed business value 	<p>Chatbot, Virtual and Augmented Reality</p>
 <p>AI & Machine Learning</p>	<ul style="list-style-type: none"> o Enabling retailers to provide well-informed offerings to their target audiences by providing data driven decisions 	<p>Analytics and Robo Advisor</p>
 <p>Open API Platform Architecture</p>	<ul style="list-style-type: none"> o An innovative model enhancing routes to market, creating new value chains for IP and Improving B2B integrations 	<p>Marketplace, Merchants, Social and Payment integrations</p>

Notes: (1) Includes advertising, used car app, dealer-specific pages, used car listings, residual value tool

Overview of Creditech



Contact

Deep data for over 105k customers over 20 years

- Leveraging Contact's deep data including:
 - Credit History and repayment behavior
 - Income levels
 - Detailed personal and demographic data
- Utilizing Contact's Balance sheet and/or insurance products; in addition to its strong collection



**SYNAPSE
ANALYTICS**

Pioneering data science & A.I. company

- Leveraging Synapse's strong expertise in credit scoring in Egypt
- Utilizing Synapse's +40 highly experienced AI and software engineers



Combining Contact's robust data bank with Synapse's unique AI experience to launch a pioneering digital lending platform

- Newly founded joint venture between Contact Holding and Synapse Analytics expected to launch in 2021
- Creditech will leverage the highly detailed credit scoring algorithms utilizing Contact's data and will leverage Contact's balance sheet, insurance products, and collection expertise to enable businesses to start offering financing products
- Creditech will act as a platform for Fintech companies and retailers who aim to provide financing to their customer base
- **Development is finalized, platform currently being commercialized**



D. Debt Capital Markets

Overview of Debt Capital Markets

Overview of Debt Capital Markets Activities

- Originally established to **deepen Egypt's debt capital markets and further enhance the Group's availability and cost of funding**
- Pioneer in introducing new products to the market:
 - **1st** securitization in 2005
 - **1st** real estate backed securitization in 2015
 - **1st** sukuk mudaraba in 2020
- In 2020, Egypt's debt market reached a number of issuances amounting to a total value of +EGP 29.2bn

Funding Enhancement Approach

- Strategy to fund a significant portion of the financing and insurance operation through DCM
- Working with regulators and stakeholders to unlock further offerings and enhance market liquidity
- Exploiting an under-utilized savings product and targeting the retail segment

Money Market Fund

- First open-ended money market fund issued by the Group in Q1 2021 was initially 3.0x oversubscribed, increasing to **4.5x** oversubscription

DCM Segment Highlights

31
Debt
Issuances
totaling
+EGP 26bn

A – AA+
Credit
Rating

First
Securitization
Issuance

First
Real Estate-
Backed
Securitization

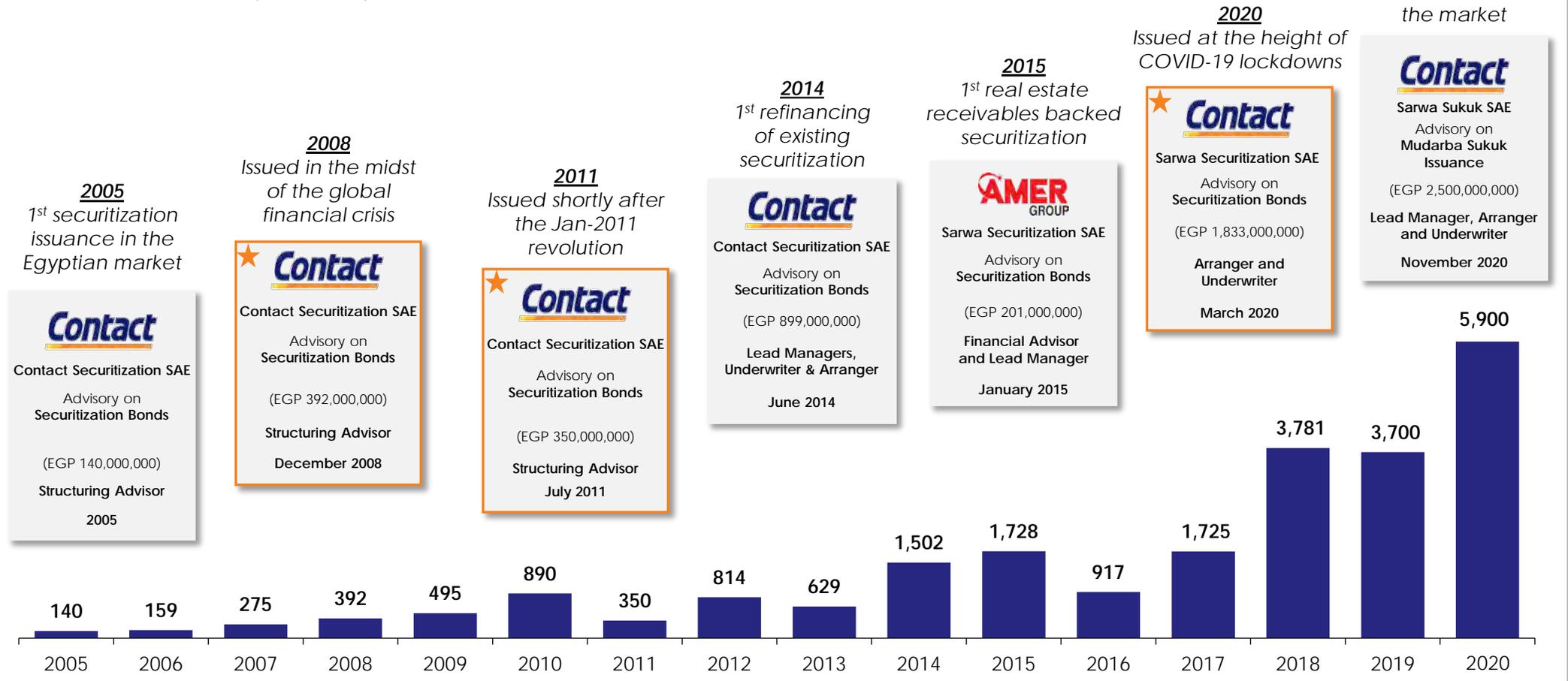
Largest
Securitization
Issuer

First Sukuk for
a Financial
Institution

Debt Capital Markets Track Record

Egypt's Leading DCM Player with a Proven Record of Executing Transactions in Challenging Market Conditions, Safeguarding the Group's Liquidity Requirements

Total Debt Raised (EGP mn)



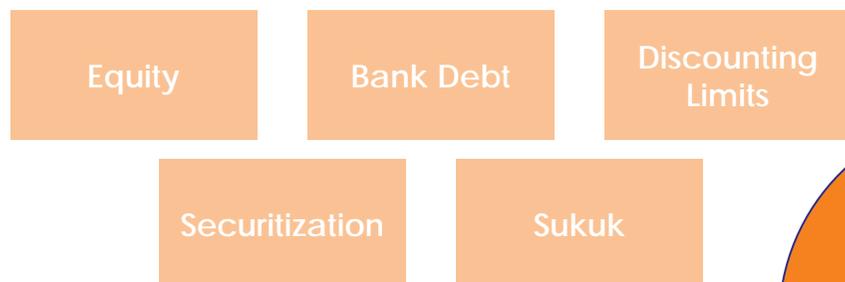


Section 4 Funding Sources

Overview of the Group's Funding Sources

Diversifying Funding Sources

- Strategy to diversify funding sources is key in ensuring **minimal funding costs**, ensuring continued **access to financing** and **extracting the main benefits** of each funding alternative



Large Liquidity Pool

- By issuing a wide range of debt instruments, Contact is able to **access a wide pool of funds** as it attract various investor types including banks, insurance funds and pension funds
- **Contact's bonds have the highest credit rating** for a non-sovereign bond in Egypt, making the issuances desirable to all investor types

A – AA+
Highest rated
Non-Sovereign
Bond

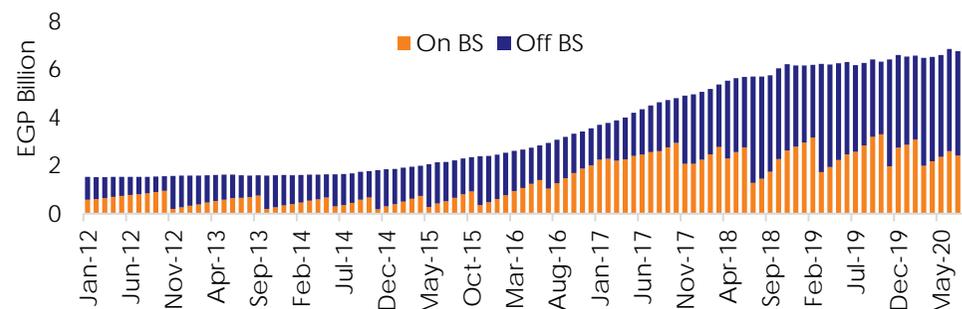
Optimized
Funding Base
Fortifying
Financial
Performance

Reducing Cost Of Funding

- +20 years of financing experience resulting in the most effective funding policy being implemented
- To ensure minimal cost of funding, the Group utilizes (among other instruments) securitization bonds and sukuk to finance its operation
- Contact issues fixed rate bonds against a selected benchmark. The Group benefits from refinancing the products if interest rates decrease, while facing no risk from any adverse fluctuations

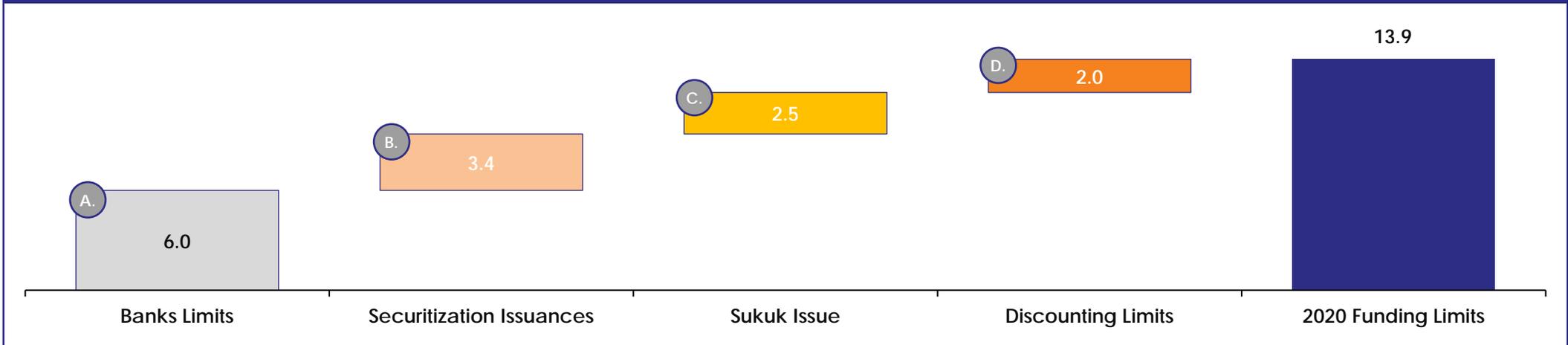
Reducing Liquidity Risk

- Off-Balance Sheet financing generates new lending capacity on balance sheet by offloading existing portfolio



2020 Funding Sources In Depth

Overview of 2020 Funding Limits



A. Banks Limits

Banking Facilities

- o Contact has strong relationships with Egypt's largest banks, enabling swift drawdown if and when bank debt is needed

B. Securitization Issuances

Mar-20 Issuance

- o Bond size: EGP 1.8 billion
- o Avg. Coupon Rate: 15.19%

Tranche	A.	B.	C.
Size	645	873	310
Coupon	14.56%	15.41%	15.91%
Maturity	Apr-20	Apr-22	Feb-24
Rating	AA+	AA	A

Dec-20 Issuance

- o Bond size: EGP 1.6 billion
- o Avg. Coupon Rate: 10.27%

Tranche	A.	B.	C.
Size	400	876	352
Coupon	9.85%	10.35%	10.55%
Maturity	Dec-21	Dec-23	Nov-25
Rating	AA+	AA	A

C. Sukuk Issue

Sukuk – November 2020

- o Mudaraba Sukuk issuance of EGP 2.5 billion in Q4 2020
- o Banque Misr and Misr Capital acting as strategic partner and bookrunner, underwriting EGP 2.5 billion
- o Sukuk rating is A-

D. Discounting Limits

Discounting - 2020

- o Outstanding discounted portfolios of EGP 1.3 billion as of Dec-2020
- o Allows for portfolio offloading to enhance lending capabilities



Section 5 Historical Financial Performance

Consolidated Management Reclassified Accounts

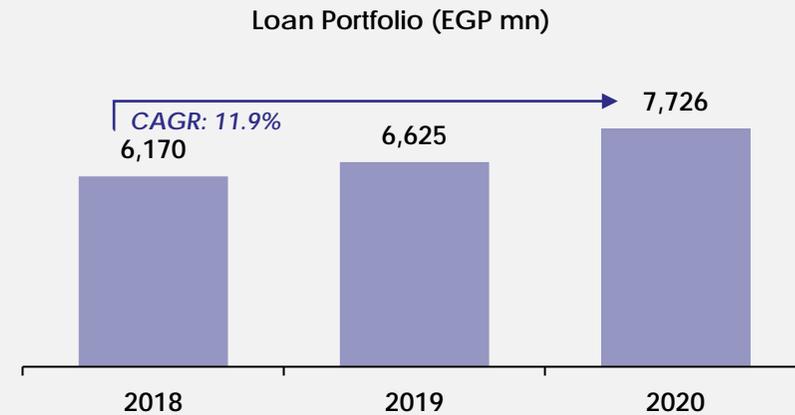
Management accounts are a reclassification of the consolidated audited accounts as following:

1. The auto credit and consumer goods financing businesses have been treated under current accounting standards as trading activities (due to the legal structure of the companies – using a hire-purchase contract structure) and as such they account for the sales value of the underlying assets (net of sales tax) and the cost which matches the sale. As Contact Credit became a licensed consumer finance business, new accounting standards were applied, though a portion of the business conducted through JVs is still being adapted. We reclassify all numbers and present the income statement as a financing business and therefore include only interest income and expense.
2. The consolidated audited accounts do not consolidate any companies with ownership under 50%, even though Contact group entities have full management control over several of these businesses. In the reclassified accounts (income statement) these are consolidated fully with accounting for minorities. The portfolios of these companies are also consolidated.
3. Securitization and discounting financing are off-balance sheet and without recourse. Under current accounting standards the financial statements do not show the balance and income from portfolios that were refinanced via those structures, despite the fact that the group continues to earn substantial revenues from these portfolios during their full tenor. In the reclassified accounts the revenues (interest income) and expense (bond interest as interest expense) are reclassified and the full portfolio included.
4. The consolidated audited accounts summarize insurance companies' activities while the management accounts separate revenues; gross and net, and consolidating OPEX and SG&A.

Sustainable Growth and Profitability Trajectory

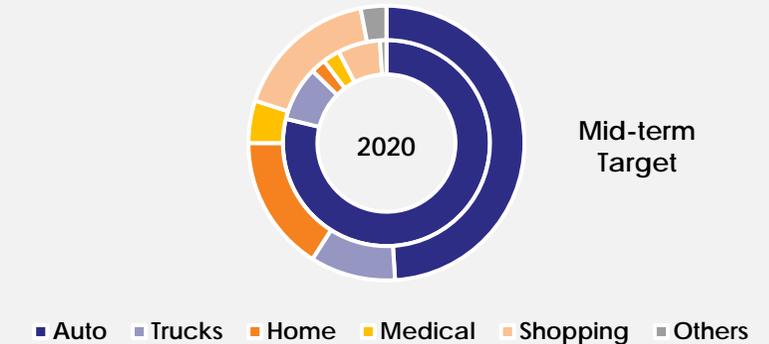
- Between 2018 and 2020, the Group's loan portfolio grew by an average of 11.9% CAGR on the back of growth in mortgage lending, Contact Shopping, and leasing in addition to the roll-out of new products and stable growth in its flagship product, auto loans
- While car loans initially represented the main contributor to the Group's overall portfolio, Contact has moved towards a more diversified portfolio to benefit from: the available market opportunities; greater accessibility of clients; and higher margin products such as Contact Trucks and Contact Shopping
- As part of its diversification strategy, Contact Holding entered the insurance underwriting market through Sarwa Life and Sarwa Non-Life thus setting up multiple revenue streams that can be directly fed by its existing customer base

A substantial and growing loan portfolio...

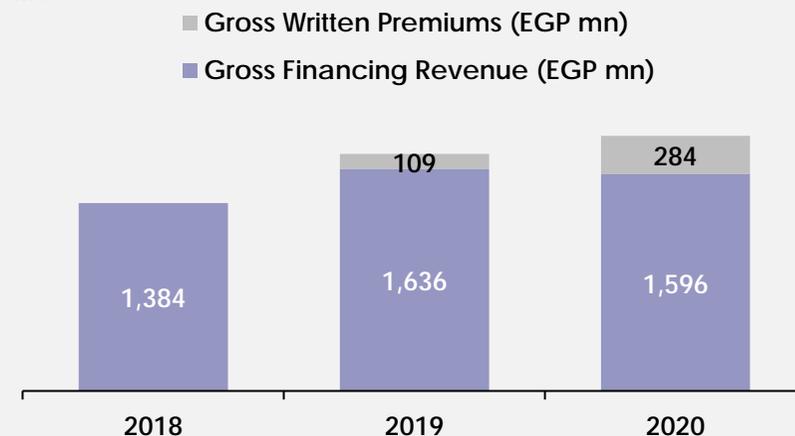


...underpinned by a diversified product offering with multiple growth drivers...

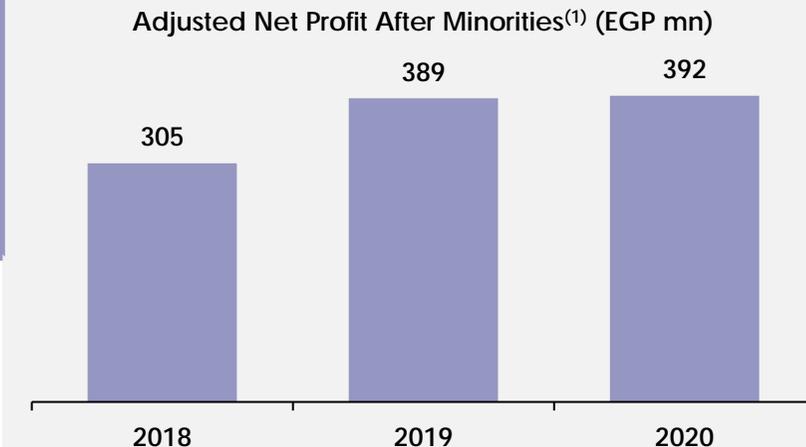
New Lending Portfolio (EGP mn)



...with multiple revenue streams across its business lines...



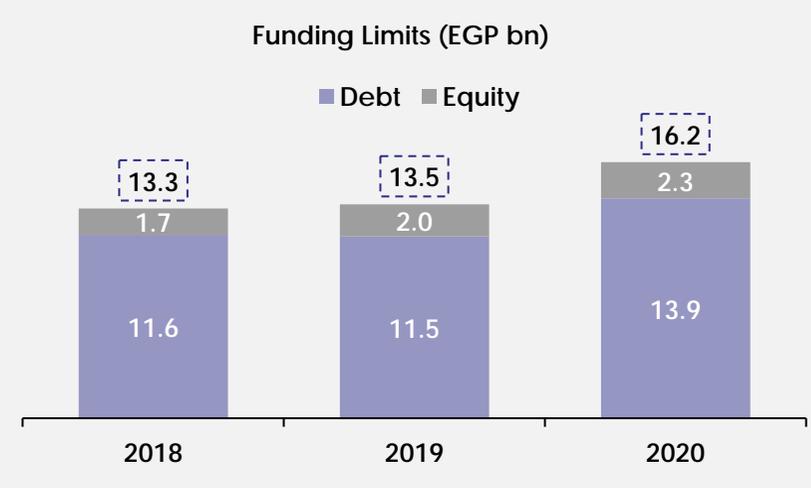
...resulting in robust financial performance



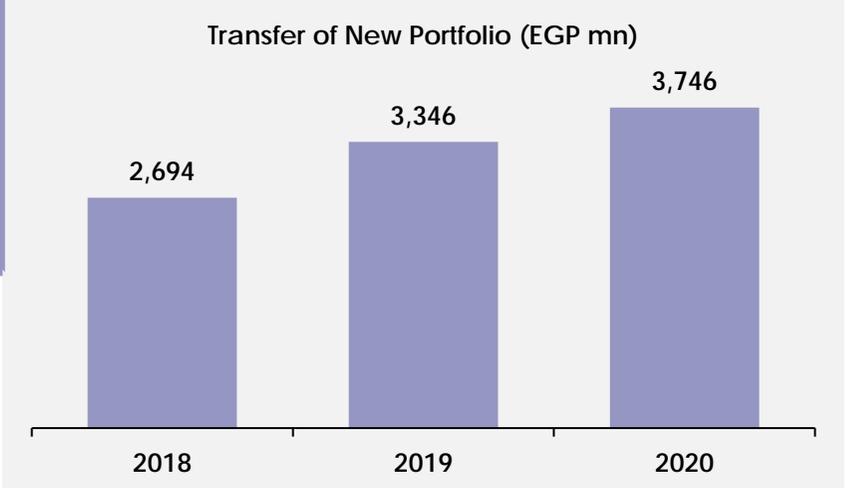
Supported by a Robust Balance Sheet and Unrivalled Funding Capabilities

- Contact has employed a diverse funding strategy where management regularly monitors rates in the debt and capital markets to optimize its cost of funding. As a result, management has alternated between raising debt or equity, at times recalling outstanding securitization bonds to improve the funding mix and enhance spreads
- Furthermore, the Group's ability to off-load its debt burden in the form of securitization, discounted lending, or sukuk issuances lends it a certain degree of flexibility when it comes to leverage
- As a result, the Group has maintained healthy leverage levels with sufficient capacity to expand its portfolio

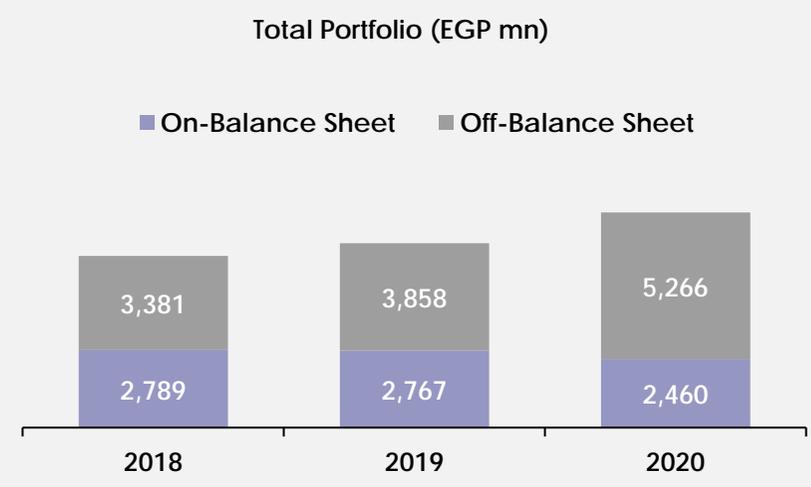
A well diversified funding base...



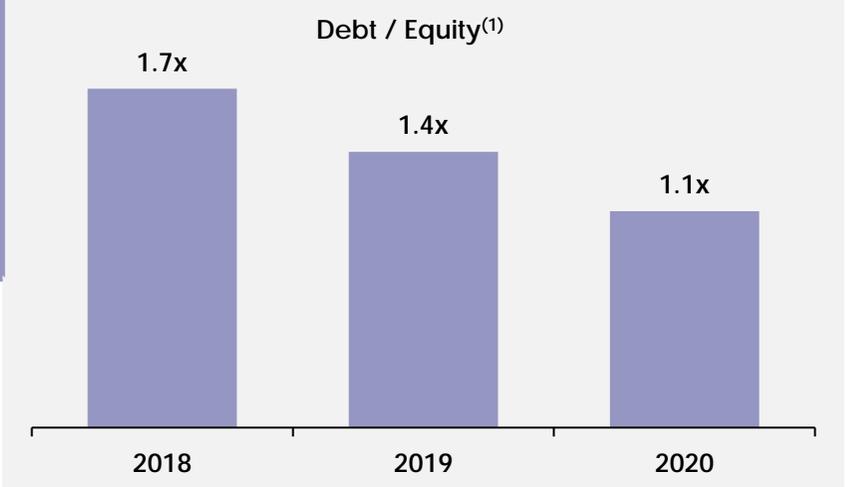
...with refinancing option enabling portfolio transfer...



...thus freeing up leverage capabilities...



...and yielding low leverage levels



A. Financing Performance Review

Financing: Summary Income Statement (1/3)

Net Interest Income

- The Group boasts substantially higher reported NIMs on the back of a diversified product portfolio that includes high spread products and a versatile funding strategy that capitalizes on optimal market rates

Net Revenue from Portfolio Transfer

- Contact's funding strategy entails the routine offloading of its balance sheet portfolio using sukuk issuances, securitization, and discounting limits
- The resulting revenue from portfolio transfer is partially booked as soon as the portfolio is offloaded with the remaining portion amortized over the lifecycle of the bond thus yielding a more even income curve

Other Insurance Services

- Other Insurance Services from other services includes insurance brokerage income that is generated from products that are paid for in cash only in addition to income from contact service club
- Since the non-cash portion of the insurance brokerage income is accounted for in the interest income, fluctuations in income from other services occur depending on split between cash and non-cash

Financing Income Statement (EGP 000s)	2018	2019	2020	CAGR (18-20)	4Q-2020	4Q-2019	Y-o-Y Growth
Interest Income	1,127,121	1,249,708	1,140,969		264,115	285,654	
Interest Expense	(707,690)	(755,523)	(653,952)		(147,274)	(208,483)	
Net Interest Income	419,431	494,185	487,017	8%	116,841	77,171	51%
<i>Net Interest Margin (%)</i>		7.7%	6.8%		N/A	N/A	
New Lending Portfolio	4,298,917	3,878,098	4,619,696	4%	1,397,531	1,068,765	31%
Transferred Portfolio	2,693,600	3,345,586	3,746,159	18%	N/A	N/A	
<i>As % of New Lending Portfolio</i>	62.7%	86.3%	81.1%				
Net Revenue from Portfolio Transfer	181,381	296,414	355,905	40%	181,969	173,434	5%
<i>As % of Transferred Portfolio</i>	6.7%	8.9%	9.5%				
Fee Income	75,803	89,878	99,247		41,294	35,973	
Financing Income	676,615	880,477	942,169	18%	340,104	286,578	19%
Other Insurance Services	43,899	41,740	31,551		7,402	9,495	
Net Operating Income	720,513	922,217	973,720	16%	347,506	296,073	17%

Financing: Summary Income Statement (2/3)

Cost to Income Ratio (%)

- Reported cost to income ratio is very competitive in today's market, underpinned by the Group's scale of operations which allows it to benefit from its existing sales channels and other cost centers to roll-out new products
- Although, cost to income ratio has risen significantly in 2020 on the back of branch expansions and product investments, it is expected to normalize around historical averages in the medium term as income from new product launches ramp up

Cost of Risk Ratio (%)

- The Group's cost of risk ratio has remained fairly low as a result of its superior credit assessment approach and low delinquency rates
- Furthermore, the Group's provisioning strategy is in line with the implementation of the IFRS9 standards as evidenced by the provisions taken during 2020

Adjusted Net Income After Minorities

- Minority income has decreased significantly in 2020 as the Group shifted away from recognizing a portion of its income through its JVs, rather directing this income towards its own companies
- 2020 net income was adjusted for c. EGP 9mn to set up the digital platform for contactcars.com; c. EGP 15mn in ESOP, part of a 4-year program with an annual distribution that is amortized over three years; and c. 16mn in deferred taxes, which the Group chooses to pay upfront to generate future savings

Financing Income Statement (EGP 000s)	2018	2019	2020	CAGR (18-20)	4Q-2020	4Q-2019	Y-o-Y Growth
Net Operating Income	720,513	922,217	973,720	16%	347,506	296,073	17%
Operating Expenses	(132,190)	(181,173)	(249,160)		(69,953)	(51,188)	
Marketing Expenses	(3,052)	(3,838)	(20,509)		(11,147)	(1,291)	
Total Operating Expenses	(135,242)	(185,011)	(269,669)	41%	(81,100)	(52,479)	55%
Cost to Income Ratio (%)	18.8%	20.1%	27.7%		23.3%	17.7%	
Provisions	(14,430)	(28,951)	(15,416)		20,069	(24,555)	
Cost of Risk Ratio (%)		0.5%	0.2%		-0.5%	4.9%	
IPO Fees	(22,745)	0	0		0	0	
Contactcars.com operating expenses	0	0	(9,105)		(3,295)	0	
SG&A Expenses	(38,425)	(27,648)	(43,943)		(12,833)	(3,006)	
Other Income / Expenses	4,123	3,372	(2,673)		(3,209)	290	
Depreciation & Amortization ⁽¹⁾	(10,965)	(22,032)	(35,021)		(9,105)	(6,642)	
EBT	502,828	661,947	597,893	9%	258,033	209,681	23%
Corporate Tax	(103,844)	(155,614)	(178,634)		(68,120)	(64,862)	
Implied Tax Rate (%)	20.7%	23.5%	29.9%		26.4%	30.9%	
Net Income	398,985	506,333	419,259	3%	189,913	144,819	31%
Minorities	(78,285)	(82,249)	(41,315)		(18,357)	(25,645)	
Net Income After Minorities	320,700	424,084	377,943	9%	171,556	119,173	44%
Adjusted Net Income After Minorities⁽²⁾	343,445	424,084	417,472	10%	177,068	119,173	49%

Financing: Summary Income Statement (3/3)

Overview of Group's Provisioning in 2020

In preparation of the full implementation of the IFRS 9, the Group has conducted a credit risk assessment for each business and product portfolio as per the IFRS9 guidance for financial institutions, based on the asset type, historical recovery of each product and the figures for the Expected Credit Losses (ECL) for each type of business came in as follows:

	ECL
Financing Business	91,887,718
Insurance Business	781,589
Debtors & Other Business	11,456,631
Cash & Cash Equivalent	255,470
Total	104,381,408

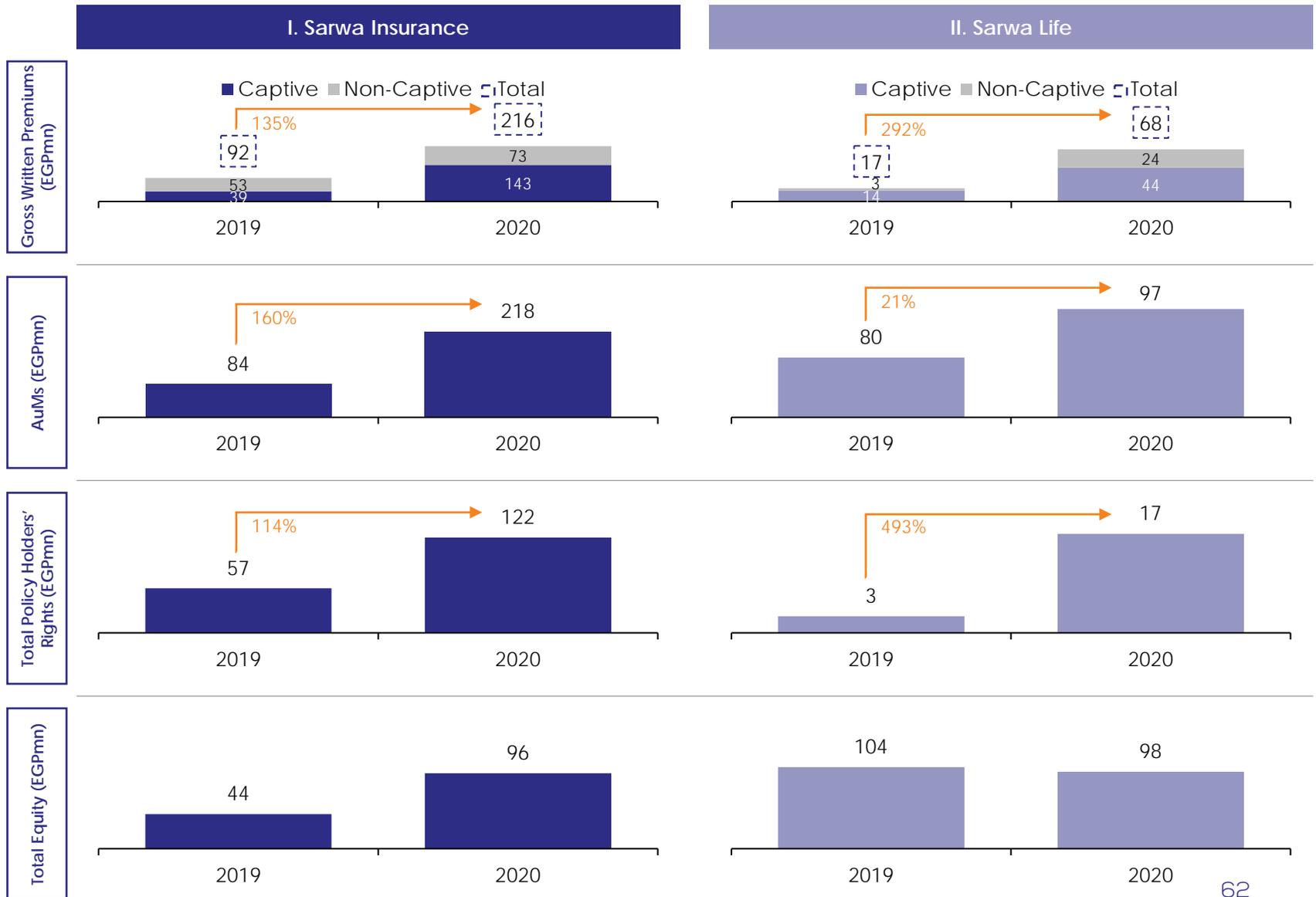
With an opening provision balance of EGP 40.5 million at the beginning of 2020, and the additional contingency provisions of EGP 38.2 million booked during the year, the total provision balance was EGP 78.8 million at the end of the third quarter. Accordingly, the difference between the ECL model is booked through both the group equity and the P&L bringing the total provision balance after fully adopting the IFRS 9 to EGP 104 million.

	2020
Provision balance at the end of 2019	40,533,908.63
Total contingency provisions during 2020	38,269,884.57
Net Operating Income	78,803,793
Reverse contingency provision	(38,269,885)
2019 ECL model results through Equity	53,594,108
2020 ECL model results through P&L	10,253,392
Total provision balance after IFRS9 full implementation	104,381,408

B. Insurance Performance Review

Insurance: Financial Performance Review

- o Launched in 2019, The Group has achieved substantial growth in gross written premiums y-o-y with potential to unlock growth avenues as the insurance arm undergoes a digital transformation
- o The new digital platform with its adaptive algorithm is expected to reduce the time it takes to issue a new policy from 10-14 days to a matter of minutes, which is unprecedented in the Egyptian Market
- o Furthermore, underwritten premiums are expected to witness further growth as the Group rolls out its life products to retail clients and develop business partnerships for its non-life products



Insurance: Summary Income Statement (1/2)

Net Earned Premium Ratio (%)

- Given the nascence of the insurance underwriting arm of the Group, net earned premium has fluctuated as management ramps up the deployment of its products in the market with expectations to stabilize in the mid-fifties range

Loss Ratio (%)

- Loss ratio is expected to decline as the Group scales its operations with management targeting an average midterm rate of c. 45%

Expense Ratio (%)

- Expense ratio is expected to decline significantly as the Group launches its digital platform to customers, thus facilitating customer acquisition and lowering operating expenses in the near term especially when compared to traditional insurance players in the market who heavily rely on insurance appraisers rather than an automated system

Insurance Business Income Statement (EGP 000s)	2018	2019	2020	Y-o-Y
Life Written Premiums		17,337	67,957	292%
Non-Life Written Premiums		91,889	215,899	135%
Gross Written Premium		109,227	283,856	160%
% Growth		NMF	159.9%	
Other Direct Income		2,378	5,237	
Ceded Premium		(20,847)	(73,109)	
Net Written Premium		90,757	215,984	138%
As % of Gross Written Premium		83.1%	76.1%	
Unearned Premium Service		(49,137)	(49,818)	1%
Net Earned Premium		41,620	166,166	299%
Net Earned Premium Ratio (%)		38.1%	58.5%	
Investment Income		18,984	32,829	73%
Net Claims Insured		(20,564)	(90,519)	NMF
Loss Ratio (%)		49.4%	54.5%	
Net Commissions	0	(9,657)	(29,701)	
Provisions	0	0	(1,640)	
Operating Expenses	(35,966)	(50,305)	(67,697)	
SG&A	0	(9,521)	(29,210)	
Expense Ratio (%)	NMF	166.9%	77.2%	
Total Operating Expenses	(35,966)	(90,047)	(218,766)	NMF
Combined Ratio (%)	NMF	216.4%	131.7%	
Insurance Activity Surplus (Deficit)	(35,966)	(29,443)	(19,772)	NMF

Insurance: Summary Income Statement (2/2)

Insurance Business Income Statement (EGP 000s)	2018	2019	2020	Y-o-Y
Insurance Activity Surplus (Deficit)	(35,966)	(29,443)	(19,772)	NMF
Other Income / Expenses	0	50	8	
Provisions	0	0	(174)	
Depreciation	0	(600)	(1,620)	
EBT	(35,966)	(29,992)	(21,557)	NMF
Corporate Tax	(1,002)	(6,146)	(4,617)	
<i>Implied Tax Rate (%)</i>	<i>NMF</i>	<i>n/a</i>	<i>n/a</i>	
Net Income	(36,968)	(36,138)	(26,175)	NMF
Minorities	(584)	768	906	
Net Income After Minorities	(37,552)	(35,369)	(25,269)	NMF

Insurance Activity Surplus (Deficit)

- As of 2020, the insurance business is loss making at the operational level as the Group is still operating with a limited product range

Net Income

- Despite its operational losses, the Group has incurred taxes on its investments in treasury bills
- Furthermore, net income was negatively impacted by the substantial investment in the Group's anticipated digital platform and the rapid expansion of the insurance underwriting business, and is expected to rebound as the Group scales its operations

C. Consolidated Performance Review

Consolidated: Summary Income Statement

Consolidated IS (EGP000s)	2018	2019	2020	CAGR (18-20)	4Q-2020	4Q-2019	Y-o-Y
Interest Income	1,127,121	1,249,708	1,140,969		264,115	285,654	
Interest Expense	(707,690)	(755,523)	(653,952)		(147,274)	(208,483)	
Net Interest Income	419,431	494,185	487,017	8%	116,841	77,171	51%
Fee Income	75,803	89,878	99,247		41,294	35,973	
Net Revenue from Portfolio Transfer	180,985	296,414	355,905		181,969	173,434	
Financing Operating Income	676,218	880,477	942,169	18%	340,104	286,578	19%
Insurance Services:							
Gross Written Premiums	0	109,228	283,856	NMF	80,940	53,516	51%
Reinsurance & Reserves	0	(69,984)	(122,927)		(33,848)	(29,385)	
Claims and Provisions	0	(20,564)	(92,159)		(35,602)	(11,739)	
Investment Income	0	18,984	32,829		9,916	6,689	
Net Insurance Income	0	37,663	101,599	NMF	21,406	19,081	12%
Other Insurance Services	43,899	41,740	31,551		7,402	9,495	
Insurance Operating Income	43,899	79,403	133,149	74%	28,808	28,576	1%
Net Operating Income	720,117	959,880	1,075,318	22%	368,912	315,154	17%
Other Income / Expenses	4,123	5,800	2,572		(1,177)	1,299	
Provisions	(14,430)	(28,951)	(15,590)		19,895	(24,555)	
Operating Expenses	(168,156)	(231,478)	(325,961)		(92,576)	(65,644)	
SG&A	(38,425)	(46,826)	(102,854)		(28,621)	(12,764)	
IPO Fees	(22,745)	0	0		0	0	
Marketing Expenses	(3,052)	(3,838)	(20,509)		(11,147)	(1,291)	
Depreciation & Amortization	(10,965)	(22,632)	(36,641)		(9,757)	(7,006)	
EBT	466,466	631,955	576,335	11%	245,529	205,193	20%
Corporate Tax	(104,845)	(161,760)	(183,252)		(70,032)	(71,176)	
Net Income	361,621	470,195	393,083	4%	175,498	134,016	31%
Minorities	(78,869)	(81,481)	(40,409)		(16,687)	(25,229)	
Net Income After Minorities	282,752	388,714	352,674	12%	158,811	108,788	46%
Adjusted Net Income After Minorities	305,497	388,714	392,203	13%	164,323	108,788	51%

Consolidated: Summary Balance Sheet

Consolidated BS (EGP000s)	2018	2019	2020
Fixed asset	104,911	118,202	135,726
Cash and cash equivalents	813,358	126,624	133,775
Financial Investment	242,287	902,893	1,184,308
Investments in associates	56,321	59,244	44,904
Conditional Bank Account	2,330	0	0
Portfolio	1,895,338	2,456,732	2,402,167
Debtors and other debit balances (net)	135,842	171,987	261,933
Intangible assets (Goodwill)	26,474	26,474	25,303
Leased assets (net)	0	0	0
Lease contracts under settlement	0	0	0
Deferred tax assets	282	1,440	301
Work in progress	0	7,132	15,623
Securitization surplus	144,153	50,238	29,508
Due from related parties	79,498	34,129	23,320
Deferred cost -insurance	15,626	218	0
Total non-current assets	3,516,420	3,955,314	4,256,868
Paid-in capital	115,217	191,516	191,516
Advance payment -capital increase	0	0	0
Legal reserve	48,393	53,034	0
Share premium reserve	749,049	750,409	957,765
Retained earnings	703,222	968,294	1,080,876
Equity attributable to the owners of the company	1,615,882	1,963,253	2,230,157
Non controlling interest	49,060	66,402	69,455
Total equity & non controlling interest	1,664,942	2,029,655	2,299,612
Banks - credit balances	1,573,060	1,539,616	1,344,965
Suppliers and other credit balances	270,117	340,123	439,236
Deferred tax liabilities	4,184	4,957	22,657
Other Provisions	0	32,516	34,543
Due to related parties - credit	4,116	3,828	0
insurance policyholders' rights	0	37,102	115,855
Total liabilities	1,851,477	1,958,143	1,957,257
Total shareholders' equity and liabilities	3,516,420	3,987,798	4,256,868

Appendix



Insurance Segment Product Overview

Product Overview

Target Segment	Product	Description
 Personal Line (Individuals)	Private Motor	<ul style="list-style-type: none"> Insurance against loss or damage, liability to third parties and towing expenses
	Home	<ul style="list-style-type: none"> Covers buildings and contents against fire, lightning & explosions
	Life	<ul style="list-style-type: none"> <i>Upcoming – Life insurance covering individuals and SMEs</i>
	Healthcare	<ul style="list-style-type: none"> <i>Upcoming – To offer individual healthcare policies</i>
 Commercial Line (Corporate & SMEs)	Comm. Fleets	<ul style="list-style-type: none"> Insurance against loss or damage, liability to third parties and towing expenses
	Causality	<ul style="list-style-type: none"> Includes money, fidelity guarantee, public liability, workmen's compensation and personal accidents insurance
	Comm. Property	<ul style="list-style-type: none"> Provides broad insurance protection against all risks that may affect business continuity for commercial or industrial sectors
	Engineering	<ul style="list-style-type: none"> Includes contractors all risks, erection all risks and contractors plants and machinery insurance
	Marine	<ul style="list-style-type: none"> Marine Cargo and Hull insurance required for the goods being imported, imported or transited from the port to the final destination
	Credit	<ul style="list-style-type: none"> Protects banks and other financing institutions against the risk of non-payment
	Life	<ul style="list-style-type: none"> Life insurance policies for corporate employees
	Healthcare	<ul style="list-style-type: none"> Offers group medical services to commercial clients
 MM & Asset Management	Asset Mgmt.	<ul style="list-style-type: none"> Invests premiums earned through clients policies
	Money Market Fund	<ul style="list-style-type: none"> New money market fund with a base of EGP 100mn set up with Misr Capital in Q1 2020 Offers specific return profile to clients

Contact Holding Legal Structure

Legal Structure

