



- Raya Holding
Medhat Khalil, Chairman and CEO

Contents

1

Company History

2

Scope of operation

3

Project Information

4

Relationship Interest

5

Project Contacts

Contents

1

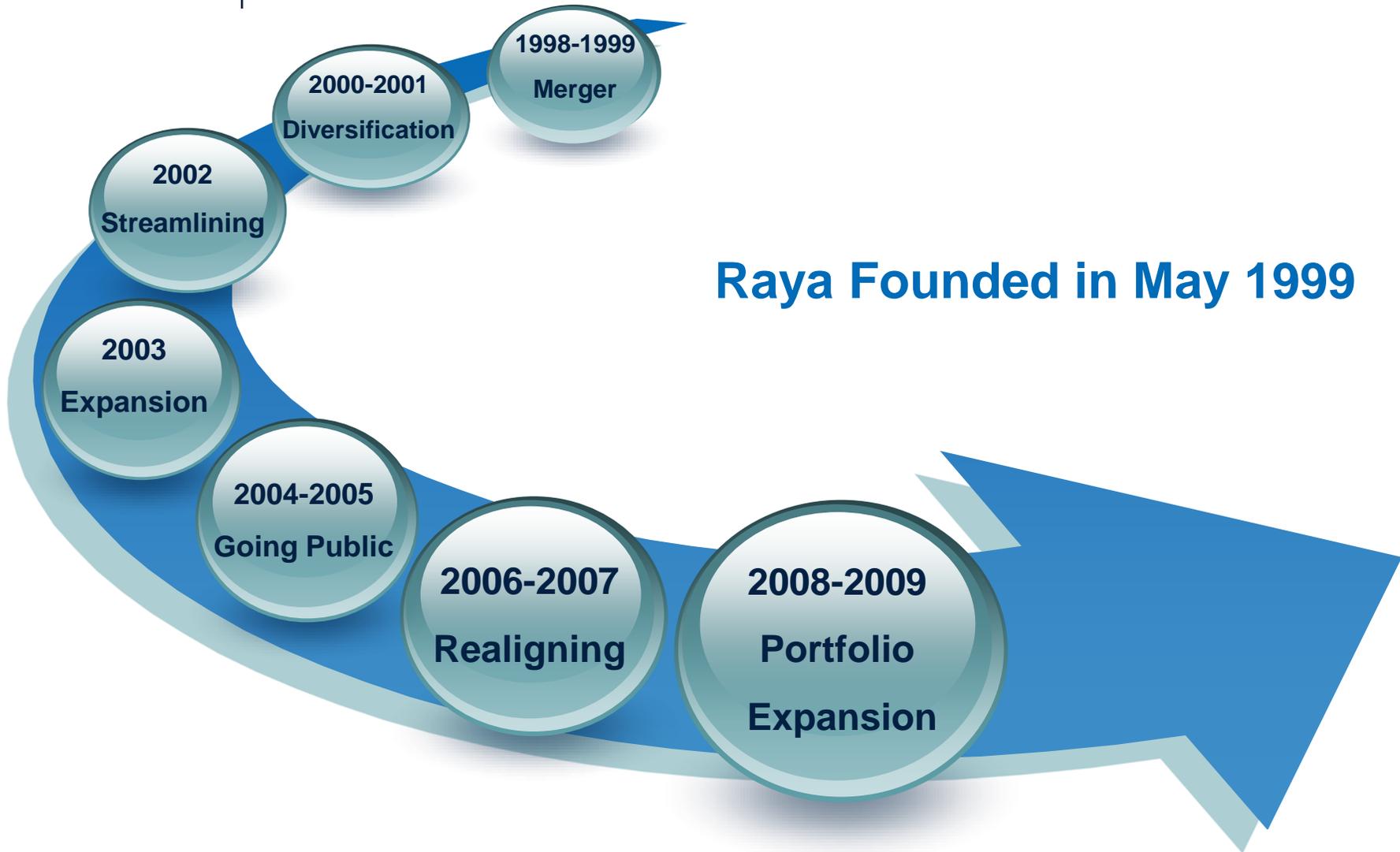
Company History

Our evolution

Shareholders structure

Vision

Our evolution



Shareholders' Structure

Listed in CASE, May 2005

Outstanding Shares: 62,165,193
Share Par Value: EGP 5

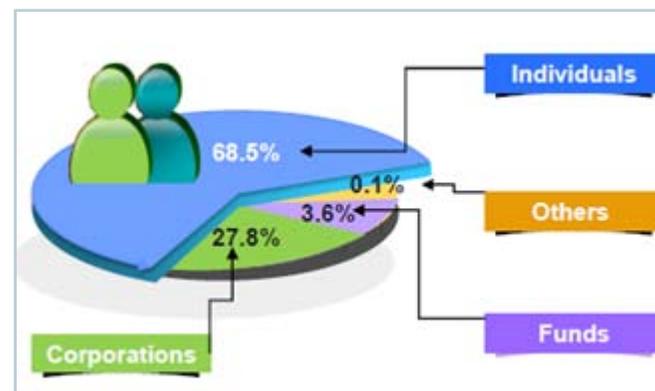
Capital Structure

Authorized Capital: EGP 1,000,000,000
Issued & Paid-in Capital: EGP 310,825,965

Shareholding Breakdown

73% Egyptians, 10% Arabs & Africans, 17% Foreigners

69% Retail,
31% Institutions/Funds



Vision

"A market leader no matter where we are"

With a vision to be a market leader no matter where we are, we are seeking to seize every business opportunity to expand our scope of operations and maximize our shareholders' return on investment, through a strong commitment to quality and an unmatched dedication to development.



Contents

2

Scope of operation

Line of businesses

Raya IT LOB

Raya Trade LOB

Raya Call Center LOB

Our Scope of Operations

Line of Businesses



 Information Technology



 Trade



 Call Center

Raya IT LOB

Solutions and services

Infrastructure
Solutions &
Services



Business
Applications &
Services



Outsourcing
Services
(Software
Solutions)

Sectors

Oil & Gas

Real Estate

Government

SMB

Telecom

Manufacturing

Financial Services

Raya Trade LOB

More than
3,000
dealers and
2,500 points
of sale.



33 Retail
Stores in
Egypt



Operating in
Egypt and
Nigeria



Contents

3

Project Information

Project Background

(project description, Location and current conditions)

Project Status

(Current Projects and recent growth)

Decision Making process

(Bidders requirement , Project Phases)

Project Background

Project Description

- Raya Holding is interested to venture with strategic partner in its Call Center Line of Business (CC LOB) provided that this venture would maximize the value for CC operation .

- In that respect, Raya Holding would invite the interested partners to express their interest for:
 - Disposal of a minority shares (50% minus one share) in RCC LOB either by
 - Acquisition
 - Swap of shares

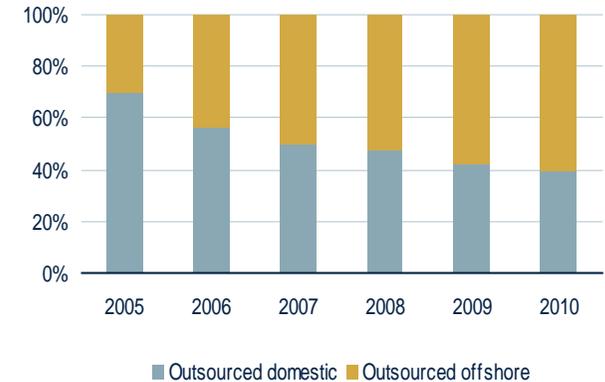


Project Background

Project location

Egypt , an attractive outsourcing destination

- Ranked 6th on the global scale of outsourcing destinations (AT Kearney 2009)
- Near shore location to Europe & Middle East (around 3-4 hours flight to most European cities)
- A young and educated, multi-lingual population well-suited for the BPO industry
- Structurally low cost of operations:
- Quality and scalable infrastructure:
 - World-class infrastructure facilities (real estate, telecom, internet connectivity)
- Strong Government support:



International offshore is increasing by 10% YOY

Project Background

Project location

Egypt , Strategically located as a hub between Europe, Africa, Asia, and the US



- *Similar time zone as Europe (1 hour ahead of CET)*
- *Geographically close to Europe – 4 hours flight time from major European capitals*
- *Geographically close to Asia, Africa – 6 hours flight time from India and an average of 3 hours from major centers of Middle East*
- *Geographically closer than India and the Philippines to the US and Canada*

Project Background

Current Conditions

RCC overview, a Local and regional industry leader

- Historically supportive shareholder (Raya Holding) with a vision to grow CC LOB into a global BPO player
- 10 years of experience in BPO and contact center services
- 3,000 seats over 5 sites in Cairo with over 2,500 agents/FTE
- Main markets served are Europe, Middle East & North America
 - Covering over 50 countries in 12 different languages: English, French, Spanish, Italian, German, Portuguese, Turkish, Russian, Dutch & Arabic
- Very healthy revenue mix (80% of the revenue is generated through a wide variety of clients with long term relationship)
- Blue chip client portfolio including: HTC, P&G, Vodafone Egypt, HSBC and Microsoft
- International quality standards
 - COPC 2000 Certified
 - ISO 9001:2000 Certified



Project Status

Current projects , Activities Over 5 Sites



Head Quarter

- Capacity 289
- Furnished 243



6th of October

- Capacity 1300
- Furnished 950



Down Town

- Capacity 687
- Furnished 474



Maadi Park

- Capacity 750
- Furnished 203



Maadi

- Capacity 190
- Furnished 190

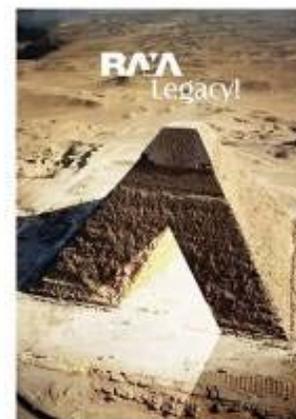
Project Status

Recent Growth , Financial

Brief financial overview



(EGP'000)	2008	2009	2010	2011(e)
Revenue	69,470	69,857	84,240	111,500
Gross Profit Margin (%)	48%	48%	51%	57%
Revenue Growth		4%	21%	32%
EBITDA	11,876	13,365	16,844	26,760
EBITDA margin (%)	17%	19%	20%	24%
EBIT	5,485	6,570	7,432	12,265
EBIT margin (%)	8%	9%	9%	11%
EAT	3,992	5,730	6,439	11,150
EAT %	6%	8%	8%	10%



Project Status

Recent Growth , Sample clients

Technology & Telecom



Banking & Financial Services



FMCG



Manufacturing



Real Estate



Automotive



Government



Fast food



Decision Making Process

Bidders Requirements

- Raya is interested to partner with a well established BPO firm with a solid track record and customer base, who is willing to invest and expand its reach and market coverage through a well established, cost efficient and field proved operation in Egypt
- Both parties will consider discussing the mechanism and methods for prospective Partner's shares during the share holders' agreement phase.
- Raya Holding reserve its right, at its entire discretion, to reject any offer without any obligation to justify the reason therefore,
- Raya Holding shall not bear any liability whatsoever vis-à-vis the Prospective Partner as a result of any modification, suspension, cancellation or termination of such process the refusal of any prospective partner offer or the acceptance of another offer.

Decision Making Process

Project phases

Initial Phase – NDA and Info pack

- Raya and the prospective partner will sign a Confidentiality Agreement
- Prospective partner will receive a confidential Information Package includes basic and high level information about CC LOB operation

Phase I – Non Binding offer

Prospective partner is required to express his interest in the Transaction by way of submission of a Non-Binding offer ("**Non-Binding**")

Phase II - Binding offer

- Raya will study the Offers and select such prospective partner(s) as it deems most suitable to pursue , It is expected that, in the event that Raya wishes to study the Non Binding offer further, prospected partner will be invited to a second phase (Phase II) which will include:
 - Additional information about Raya CC LOB available in an on-line data-room;
 - Meetings , site visits and DD with Raya CC LOB's management

Phase III- share holders agreements

After finalizing phase II, both party will start discussing the draft agreement covering the various aspects of the transaction such as the share holders structure , in which the share holders agreement will be finalized and signed

Contents

4

Relationship Interest

Relationship interest with U.S Firms

Anticipated outcome and mutual benefits

- Capitalizing on Egypt value proposition as *an attractive outsourcing destination*
- With the a availability of young and well Educated ,multi lingual *population*
- Partnership between RCC as *Local and regional industry leader in MENA with, an American BPO firm* will leads to enhance and grow both parities business through :
 - Structurally lower operation cost
 - Increase GP from operation
 - Better utilization of resources
 - Increase coverage and reach



Contents

5

Project Contact

Project Contacts

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RAYA

| Thank You