






# Launching a System Promoting Listing on The Egyptian Exchange "Client Relation Management (CRM)"

Within EGX management efforts to attract companies to get listed, EGX launched the Client Relationship Management (CRM) system. This new system aims at selecting companies to offer them the Listing benefits and procedures as well as providing them with the necessary consultancy.

## Companies' Feedback

- 3 Completed Listing Procedures & IPO
- 14 Positive feedback & preparing to study the listing issue
- 24 Moderate interest & investigating the Listing and IPO timing
- 67 Companies consider the timing inappropriate and has future interest
- 81 Declined the listing idea

## Communication Methods with Companies Elaborating on Listing Perks

-  Communicating with the company's contact person
-  Sending emails that encloses all the booklets
-  Meeting the company's executive management
-  In case, the company responded positively, its data is transferred to another category in the system titled "Initial Listing Assessment"
-  In case, the company passes the assessment and gets the consent of the specialized committee, it is transferred to another system called "the Listing System".

## Discussions with

235

by  
Mid-December

## Average Capital



405

EGP Million

Average Capital of the Targeted Companies until Mid-December

## Targeted Companies

- Companies executing deals at the OTC market
- Companies finalized its registry procedures at MCDR
- GAFI companies

## Economic Sectors

17 Sectors