Investor Presentation

ADI

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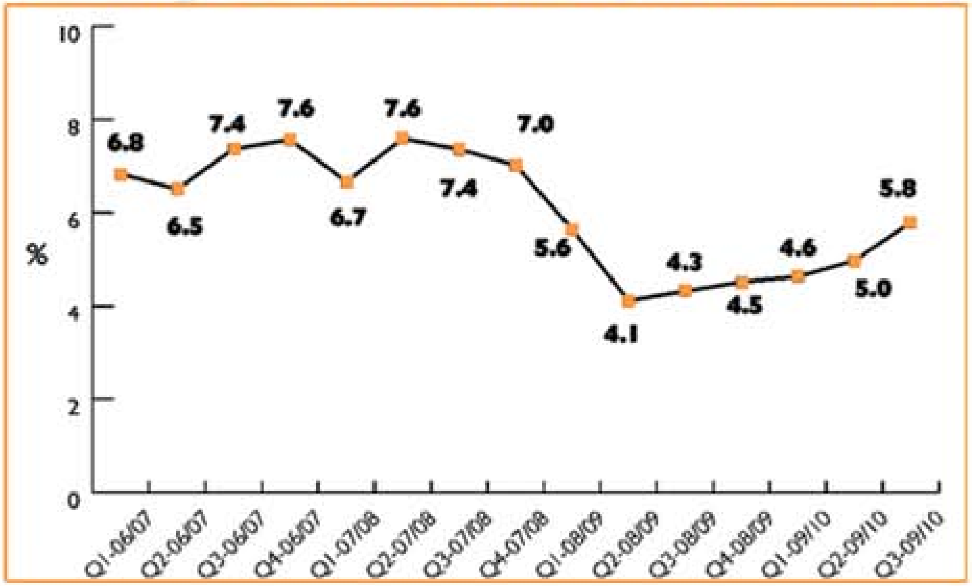
Mission Statement

Our core objective is to attain superior investment returns for the shareholders of ADI. Principally through the achievement of medium to long term capital appreciation through investment. We do this by providing a diversified portfolio of equity and equity-related securities for companies traded on the Global, Egyptian and Regional Stock Exchanges, which meet our clients investment criteria with plans to expand to Global markets.

Egyptian Market

- Stable GDP growth at 5.8% in 2010 despite crisis pains *(refer to figure below)*
- A well-established and liquid banking sector with low loan-to-deposit ratios
- Growing number of alternative financing vehicles (leasing, mortgages, etc…)
- Strong foreign exchange reserves of USD34bn and shows continuous growth
- A fairly liquid financial market
- Solid private sector backbone generating sustainable cash flow

Quarterly GDP Growth Rates (2006/2007 - 2009/2010)



Source: (Text) Ministry of Investment
Source: (Figure) Ministry of Finance

Egyptian Market cont'd

- **According to the IFC/World Bank:**

  "Egypt is one of the top 10 business reformers in the last 4 years in emerging markets."

- Egypt highly benefits from Foreign Direct Investment in Africa in terms of investment and climate attractiveness--with investments reaching $6.8 billion in 2009/2010 with a 5 % increase from 2008/2009.
  - Ranked number 1 in North Africa
  - Ranked number 2 in Africa

Source: Ministry of Investment

Financial Sector

The Financial Service sector witnessed a 37.29% return in 2009, ranking third among all sectors.

The government adopted various procedures:

- Reducing property registration fees to a maximum of EGP 2000 in 2010
- Enhancing laws and regulations:
  - Capital Markets Laws
  - Tax Laws
  - Mortgage Finance Laws
  - Financial Leasing Laws
  - Insurance Brokerage Laws
- Introducing various issuance coverage for Mortgage Finance (MF) beneficences in 2010
- Standardizing contracts of MF to facilitate security

Leading To

Increase in number of MF companies from 9 in 2008/2009
to 13 at the end of June 2010

Source: Ministry of Investment

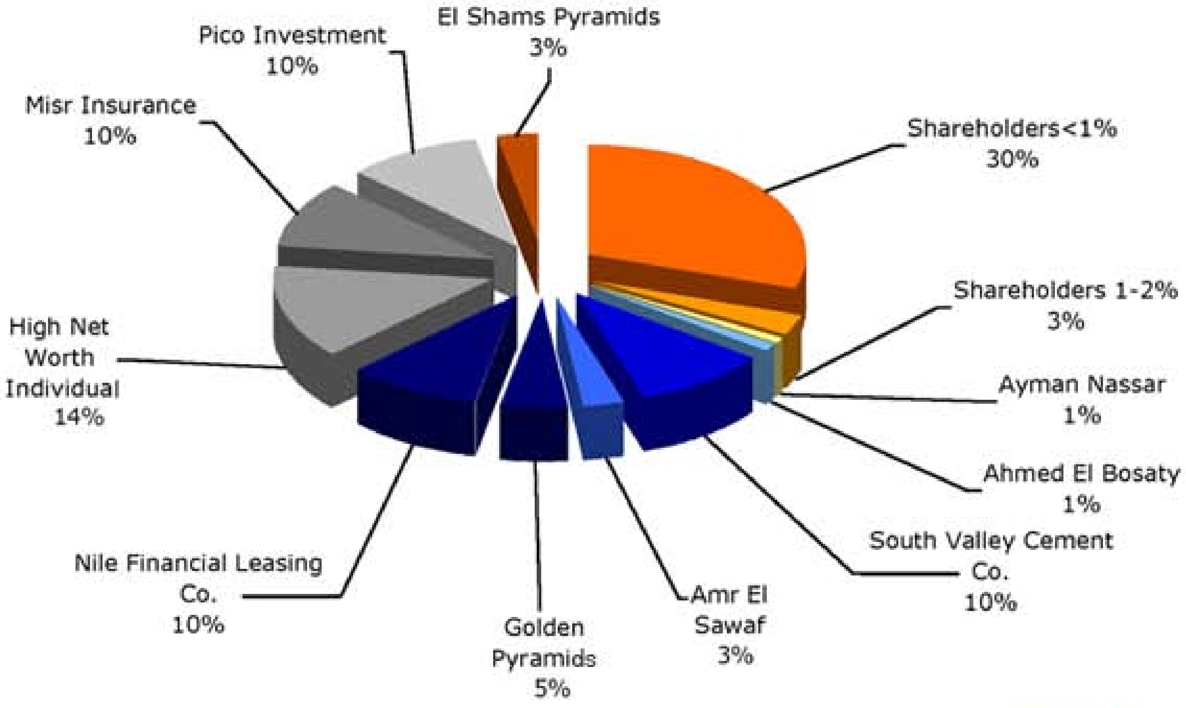
ADI

ADI's Overview

Joint Stock Company

- Established in 1995
- Capital Markets Law # 95 year 1992
- Authorized Capital EGP 500 million
- Paid in Capital EGP 200 million
- Par Value EGP 10 / share
- Outstanding Shares: 20 million
- Free Float: 25%
- Ticker (AFDI.CA)
- Auditors KPMG & Mazars Co.

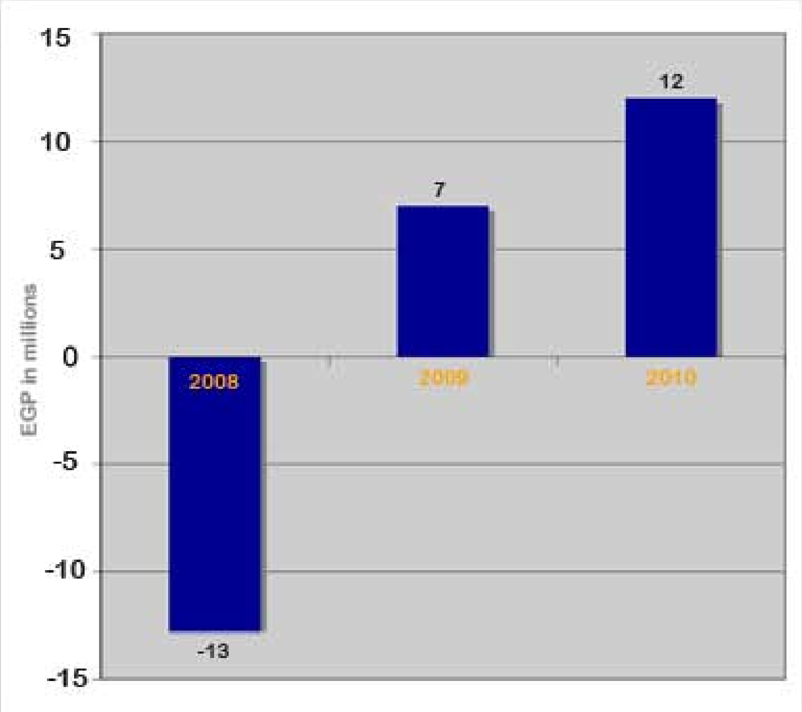
Figure: Stock Distribution



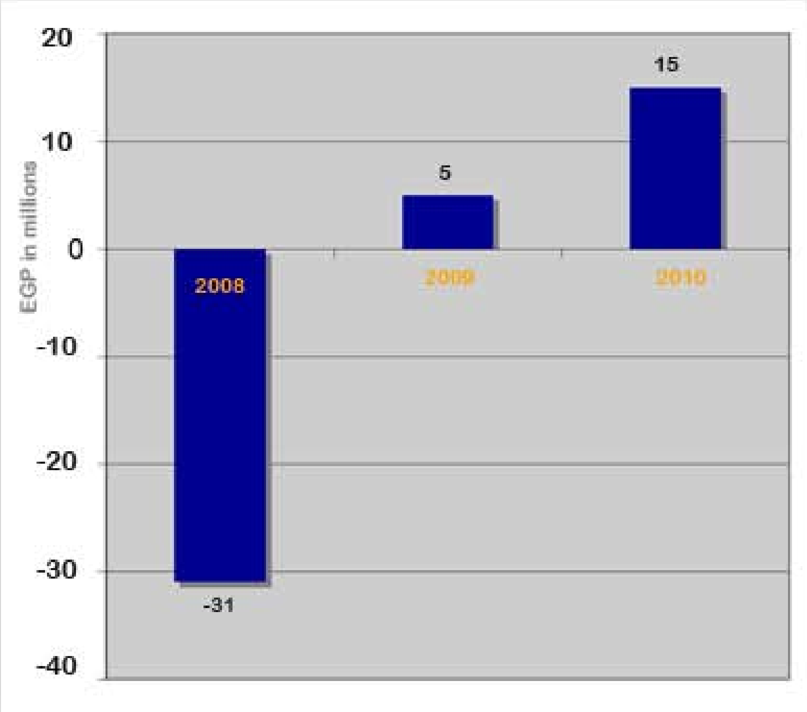
Crisis Recovery

A turn around in ADI financial performance:

TURNED losses of EGP13 million in 2008 into estimated profits of EGP12 million in 2010 on a stand-alone basis



TURNED losses of EGP 31 million in 2008 into estimated profits of EGP 15 million in 2010 on a consolidated basis



- Cost rationalization that reduced overhead costs by 40% for 2009 compared to 2008 and is still maintaining healthy overhead costs in 2010

Track Record

1995
Establishment of **ADI**
(March 27th)

1996
Acquisition of:
- *Technopack*
- *OPTD*
- *October Pharma*

1997
Establishment of:
- *ADIT*

Exiting from:
- *Technopack*
- *October Pharma*

1998
Investments in:
- *Galvametal*
- *Sinai Development Company*
- *NTC*

Exiting from:
- *OPTD*

2000
Investments in:
- *Arab Valves*
- *Suez Steel*

2001
Investments in:
- *Metalart*

Establishment of:
- *WPE*

2004
Establishment of:
- *NFL*

Exiting from:
- *Sinai Development Company*
- *Galvametal*
- *Suez Steel*

2007
Establishment of:
- *Tejari Egypt*

2009
Establishment of:
- *ADIB*

2010
Establishment of:
- *a strategic alliance with CFH*

Launch of:
- *Man Financial services*

Acquisition of:
- *Tamwil Misr (MF)*

ADI

Affiliates

NILE FINANCIAL LEASING
NFL

Nile Financial Leasing (NFL)

- With a paid in capital of EGP 25 million, Nile Financial Leasing was incorporated in 2004, fully owned by ADI and two of its subsidiaries. With its sound client base that consists of multinational and local investments graded corporations, NFL offers fully integrated solutions where financial leasing is a key factor of its services.

- The services offer a wide range of activities such as identifying client's real estate needs from project management, development of property to delivering the building on a lease basis. They also address the needs of clients in the Industrial and Petroleum sectors who are in need of leased machinery or a wide range of equipment from specific to logistic.

- NFL is one of the main contributors to ADI in terms of revenue and profit and is chaired by Mr. Tawfik Diab, the current Vice Chairman and Managing Director of ADI. It is also managed by Mr. Mohamed Amer, ADI's current Investment Manager, who holds a vast experience in corporate and investment banking.

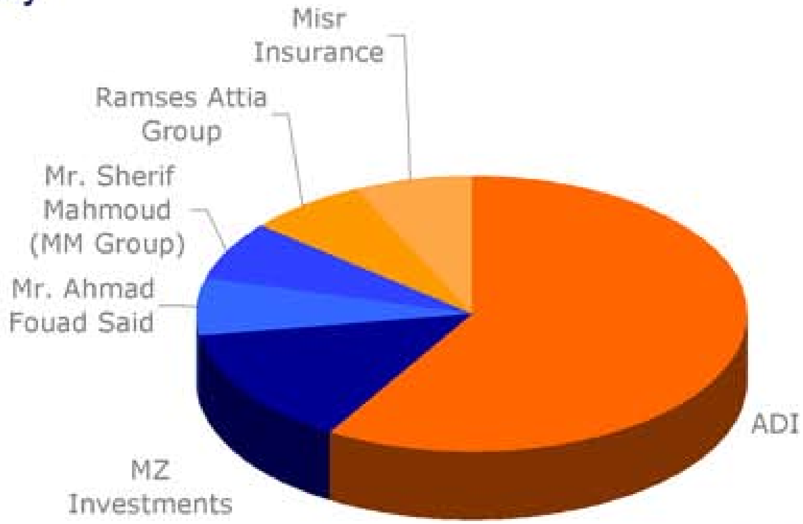
- NFL's board consists of able members such as:
  - *Ms. Zeinab Khalil*
  - *Mrs. Samar Abdel Gawad*
  - *Mr. Amr El Badry*
  - *Mr. Amr el Sawaf*
  - *Mr. Ahmed el Bosaty*
  - *Mr. Ayman Nassar*

ADI

Affiliates cont'd

ADIT

- With a paid in capital of EGP 56 million ADIT was established in 1997 as a joint stock company.
- ADIT integrated in the financial world offering investment banking and asset management services.
- The main shareholders of ADIT:
  - ADI 58.6% share and also manages the company
  - M.Z Investments 13.8 %
  - Mr. Ahmad Fouad Said 6.9%
  - Mr. Sherif Mahmoud (MM Group) 6.9%
  - Ramses Attia Group 6.9%
  - Misr Insurance 6.9%.



Affiliates cont'd

Tamwil Misr (Mortgage Finance Arm)

- Established in 2008 with a paid in capital of EGP25 million; this is ADI's newest affiliate, acquiring 100% of the company.
- Tamwil El Emirates is a joint venture between Tamwil Misr and ERA, creating a strategic alliance between the two companies.
- This is ADI's mortgage finance arm and is currently chaired by Mr. Khaled Rasekh, who is the main shareholder in ERA.

ADI

Investments

CFH was established in 2008 and managed by reputed investment bankers.

Cairo Capital Securities, the brokerage arm of CFH, ranked 15 in its sector in the 3rd quarter of 2010, in terms of volume traded.

Currently CFH is establishing the SMEs Opportunity Fund for the Nilex with a capital of EGP30 million.

CFH

Cairo Financial Holding

Investment Banking and Corporate Finance activities totaling EGP 2 billion of transactions and deals.

Assets under management reached EGP 3 billion in 2010 from EGP 2.5 billion in 2009.

Regional Expansion plans through acquisition of brokerage arm in the UAE which will allow CFH to penetrate new markets.

Investments

ADI saw the potential in establishing a joint stock company with WPAG, a major banking software house specializing in Risk Management Solutions, that came up with the internationally known software applications Rainbow and Riskpro for cutting edge in bank risk management.

ADI owns 50% of WPE which was incorporated in 2001.

PARTNERS
WINTER
EGYPT

This joint venture is specialized in the field of marketing and developing bank risk management and support software solutions.

Investments

National Telecommunications Company (NTC) was incorporated in 1995, the company specializes in the field of telecommunication and information technology. Its present capital stands at EGP 80 million.

NTC is a holding company with many subsidiaries covering a wide range of activities in the Information Technology services, Internet services, Manufacturing and Financial services, amongst which are: EGYNET, Menatel, Egyptian Electronic Equipments Co. - EETC, Egyptian Cyber Center - ECC and Smart Cards Applications Co.

NTC

ADI currently has a 8.5% stake in NTC's well-being. Along with shares, ADI has a board seat filled by the General Manager for Investments.

ADI's investment in NTC commenced in 1998.

The total value of ADI investment in NTC amounts to EGP 19.3 million, representing 22% of our total long term investment portfolio. To date ADI received dividends from NTC amounting to EGP860,000.

ADI

Investments

With a current paid-in capital of EGP 25 million distributed over 25 million shares with EGP 1.0 value per share, Arab Valves has grown since its establishment into a valuable industrial company in the Egyptian market.

ADI started investing in AV in 2001. ADI currently holds 41.67% of the company capital with an investment value of EGP 10.3 million representing 11.8% of ADI total long term investment portfolio.

ARAB VALVES CO.

ADI has two seats on the company's board, represented by the Investment Manager and the General Manager for Finance & Administration.

The company started manufacturing valves in 2001 and are currently based in the industrial zone of 10th Ramadan City near Cairo, Egypt.

Arab Valves Company (AV) was established in 1999 as a joint stock company.

AV manufactures a wide range of high quality brass valves and fittings with a maximum size of four inches which are used in distributing water, gas and compressed air supplies.

ADI

Investments

Metalart is a tableware and hollowware manufacturing company based in the industrial zone of 10th Ramadan City. The company started production as a consolidated entity in March 2006.

Produces high quality stainless steel and silver paled flatware and hollowware under the brand names BEARD and Metalart.

Metalart

Established in 1998 as a Limited Liability Partnership and transformed into a Joint Stock Company in 2005.

ADI and its shareholders, Mr. Ramsis Atteya and MZ Group have a combined stake of 51.02%. ADI has two seats in the company's board represented by the General Manager for Investment and the Chairman.

It currently has a paid in capital of EGP40 million distributed over 400,000 shares with EGP100 par value per share.

ADI started investing in Metalart in 2001 with initial investment of EGP7.2 million. Currently ADI's stake stands at EGP11.3 million representing 13.5% of ADI's total long term investment portfolio.

Investments

Tejari was first established in Dubai in June 2000, since then it has expanded in the GCC region and globally with offices in UAE, Kuwait, Iraq, Saudi Arabia, Oman, Lebanon and Pakistan.

The company was set up as a strategic initiative by the Dubai government with the aim of facilitating Business to Business (B2B), e-Commerce in the region.

Tejari

In Egypt, Tejari has been partnering with ADI since 2007 through a joint venture company called Tejari Egypt. Tejari is a B2B marketplace that allows companies to buy and sell goods and services online.

Tejari wants to play a pioneering role in transforming regional economies into an internet based trading environment.

Tejari Egypt's initial capital is USD 800K in which Tejari contributed USD 560K representing 70% ownership stake and ADI contributed USD 240K representing the remaining 30% ownership stake.

ADI

ADI Future Plans

- *ADI's takes advantage of any opportunity transforming it into an operation locally and regionally with the help of the implementation of new laws and regulations made by the government.*

Expanding Financial Leasing activities through NFL

Widening client base

Strengthening employee base

Create alliances with banks

Establishment of Insurance Brokerage

Approaching new sectors

Entering new fields

Increase client base through board members

Establishing new direct investment funds for:

Real Estate Touristic Investments

and

SME's

and

Initiating Man Financial Global activities

and

Cooperation with Deutschebank for financial products

Establishing Tamwil Misr, Mortgage finance arm during Q3 of 2010

Strategic alliance with ERA

Expanding financial service arms

CFH

Investment banking

Asset management

Brokerage

Corporate Social Responsbility

- Until the present, ADI has spent EGP 1 million in its CSR contributions.
- ADI feels that contributing to the development and growth of the Children's Cancer Hospital of Egypt is the ideal way to give back to those who genuinely and truly need it.
- Another contribution is made to Abou El-Reesh Hospital, that specializes in pediatrics.
- The Cancer Institute of Egypt is also incorporated into ADI's CSR efforts.

Board of Directors

The present board of ADI was elected on July 2008

- ***Sheikh Fahd Shobokshi*** - Chairman and Managing Director
  He is a major shareholder in Nile City Towers as well as the Fairmont International. His experience as an investor gives him the tools to know what potential shareholders seek.

- ***Mr. Tawfik Salah el Din Diab*** – Vice Chairman and Managing Director
  The Managing Director of PICO Investments, which was established in the 1980's and that is active in various industries from Agriculture, Oil to Industrial Supplies.

- ***Misr Insurance Company*** – Non-Executive Board Member
  MIC is the biggest and most established Insurance firm in Egypt with accounts amounting to EGP 100 billion.

- ***South Valley Cement Co***. – Non-Executive Board Member
  South Vally Cement Co. is one of the key players in the cement industry in Egypt with a heavy portfolio of EGP 1.5 billion invested in the Egyptian Stock Exchange.

- ***Golden Pyramids Co.*** – Non-Executive Board Member
  Golden Pyramids Co. represents the interests of Sheikh Sharbatly and is a majority shareholder in City Stars and Al Arabeya Real Estate Development.

- ***Mr. Ahmed Khaled el Bosaty*** – Non-Executive Board Member
  The current Chairman of Nile Cotton Trading which is the biggest cotton export firm in Egypt. He is also a board member of Arab Cotton and Ginning.

- ***Mr. Amr Amin el Sawaf*** -Non-Executive Board Member
  The current Managing Director of Promotrade that specializes in industrial import and export trade.

- ***Mr. Ayman Mohamed Nassar*** -Non-Executive Board Member
  The current CEO of Setcor that specializes in industrial import and export trade.

ADI

Executive Management

Sheikh Fahd Shobokshi - Chairman and Managing Director

He is a major shareholder in Nile City Towers as well as the Fairmont International. His experience as an investor gives him the tools to know what potential shareholders seek.

Mr. Tawfik Salah el Din Diab - Vice Chairman and Managing Director

Mr. Diab brings in a wealth of experience in the investment and financial sectors to ADI. Previously working as an analyst and contributing to various investment projects in the agricultural and industrial industries through PICO Group, his knowledge is invaluable. Mr. Diab also has experience in the financial services sector and the stock exchange. Mr. Diab is also the CEO for PICO Investments, an arm he established. As of 2008 Mr. Diab became Vice Chairman and Managing Director of ADI. He is designing and managing the implementation of our new investment strategies, providing valuable vision to our professional teams and ensuring successful outcomes that benefit all of ADI's shareholders.

Mr. Amr Aly El Badry - General Manager

Mr. El Badry has vast experience in the banking sector's management and operations units. He previously worked in several of Egypt's successful banking institutions namely Misr International Bank. He spent more than 20 years at MIBank, reaching the position of branch manager. Mr. El Badry's branch portfolio reached up to EGP 800 million in deposits and EGP 400 million in loans. He was appointed as the General Manager of ADI in early 2009 and has successfully undertaken the implementation of the restructuring strategies adopted by the board. His efforts are evidently reflected on the company's financial statements.

Mr. Walid Ogail - General Manager for Finance and Administration

Mr. Ogail has over 25 years of practical experience in the financial and administration management field. Working in both the private and public sectors, Mr. Ogail has experience in banking sectors and in international organizations namely UNPP and USAAID projects. All of his experience has provided and added perspectives to his business approach. Mr. Ogail participated in the Egyptian Privatization implementation scheme, where he also acquired extensive procurement analysis and valuation experience. Joining ADI since its foundation in 1995, he is currently the General Manager for Finance and Administration, an irreplaceable member of our management team.

Executive Management

Mr. Mohamad Amer - Investment Manager

Mr. Amer's practical experience in the investment banking branch of the banking sector as a financial analyst and asset manager at United Ahly Bank provided him with a logical vision and practical policy approach in the investment banking services field. Mr. Amer participated in dealing with international markets such as the Gulf and African region as well as the United Kingdom. In addition he managed IPO's for clients worth EGP 500 million. Joining ADI in mid 2007, Mr. Amer holds the position of Investment Manager where he is also responsible for the management of all financial leasing activities through ADI's leasing affiliation NFL. He holds the post as the General Manager at NFL. Mr. Amer's academic achievements also include a CFA degree.

Mr. Mohamad Badawy - Investment Manager

Mr. Badawy possesses practical experience in financial analysis, market and economic research sectors, where he has previously worked at HC and RBC Investments. Mr. Badawy's portfolio and executed transactions range up to EGP 11 billion. Joining ADI in mid 2007, Mr. Badawy also brings in added value and a strong academic approach to business execution as he also holds a CFA degree.

Mr. Basel Shokry - Head of Asset Management

Gaining the perfect experience from world renowned Merrill Lynch and Prudential, specializing in Asset Management, Mr Shokry's ADI portfolio under his management has reached EGP 300 million. In addition to the wealth of his international experiences, he has also worked in various markets as a commodity trader and currently manages approximately EGP 3 billion. Mr. Shokry joined ADI's investment team in early 2010 as the Head of the Asset Management arm.

Thank You