



## **Pharos Announces the Appointment of Managing Director and Co-CEO, Aladdin El-Afifi**

**Cairo, March 6, 2018**, Pharos Holding for Financial Investments announces the appointment of Aladdin El-Afifi as Managing Director and Co-Chief Executive Officer as an exciting milestone in helping guide the Company's Strategic Growth Plan.

Mr. El-Afifi joins Pharos management team with more than 18 years of financial investments and direct investments experience. With his experience and his leadership style combined, Pharos is set for a new innovative course.

Mr. Elwy Taymour, Group Chairman and co-CEO said: “We are thrilled to have Aladdin El-Afifi join us as Managing Director and co-CEO. Mr. El-Afifi brings a strong leadership reputation, a wealth of business development experience and a lifelong passion for financial investments to Pharos – all of which are critical ingredients in the continued evolution of our group. We are confident that Aladdin can contribute to leveraging Pharos’ expansion plans in the local and international markets. With Aladdin on board as Co-CEO and Managing Director, we are now in an ideal position to embark on our steady growth schemes.”

Prior to joining Pharos, Mr. Aladdin El-Afifi worked with Qalaa Holdings where he started as a member of the downstream energy investment team, then as Head of the company’s investments in the Mining, Mining Industries and Solid Waste sectors. Mr. El-Afifi was also part of the UK Mergers and Acquisitions and the Industrials and Natural Resources teams at Goldman Sachs & Co in London.

Mr. Aladdin El Afifi started his professional career as an investment banker at EFG Hermes, as an analyst and he is a CFA (Chartered Financial Analyst) charter holder. He has a BA in Economics and Business Administration from the American University in Cairo and an MBA from the Wharton School of Business, with a concentration in Finance, Strategic and Entrepreneurial Management.

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**About Pharos Holding:**

Founded in 2005, Pharos Holding, since its establishment, has evolved and expanded rapidly to become a full-service Investment Bank, providing a wide range of financial services to institutions and individuals in Egypt, the wider region and internationally. Pharos Holding services include: Investment Banking; Securities Brokerage; Asset Management; Research; Online Trading and Bookkeeping.

The Group is headquartered in Cairo, Egypt, and recently incorporated the UAE DIFC subsidiary, Pharos Gulf Limited, which is licensed and regulated by the Dubai Financial Services Authority (DFSA) to provide Financial Advisory and Capital & Debt Raising services.

Pharos Securities Brokerage is consistently ranked amongst the top five Brokerage firms operating on the EGX. Pharos' professional practices include as well a highly sought-after advisory practice, with particular expertise in M&A, equity and debt transactions. Pharos Investment Banking division has closed a number of landmark transactions across different sectors ranging from chemicals and fertilizers to consumer finance, education and telecommunications. Pharos' Asset Management practice controlled AUM in excess of nearly EGP 4.2 Billion at year-end 2017, comprehensively covering equity, fixed-income and capital-guaranteed portfolios.