



أرقام
argaam



Argaam
IR Services



1 Introduction

2 Investor Journey

3 Services Overview

4 Technology

5 Communication

6 Promotion



Introduction

Argaam offers regional flavored IR solutions which developed by investor relations, Finance Experts and IT professionals with rich local experiences.

With Argaam IR, you will Start Conveying a compelling investment proposition and Give stakeholders context, insight and interactive tools to clearly understand your business today and in the future.

Benefits

- Boost your compliance with regulatory requirements.
- Ensure incredible investor relationships with HQ Information.
- Improve your corporate reputation and stock's appeal.
- Reduce operational, IT and Business headache.



Introduction — Key Challenges of IR Roadmap



Quality of information

Maintaining latest, consistent and easy to understand information updated on IR Channels (Web, Mobile, Media)



IR Team Building and Operations

Ensuring Knowledge of IR Team, their understanding of investors' requirements and ability in handling difficult questions and Developing key messages to support the strategy



IR Materials Readiness

Preparing Quality of IR presentation, Earning Releases, Advertorials, Press Releases, Financial Statements and broadcasting, etc.



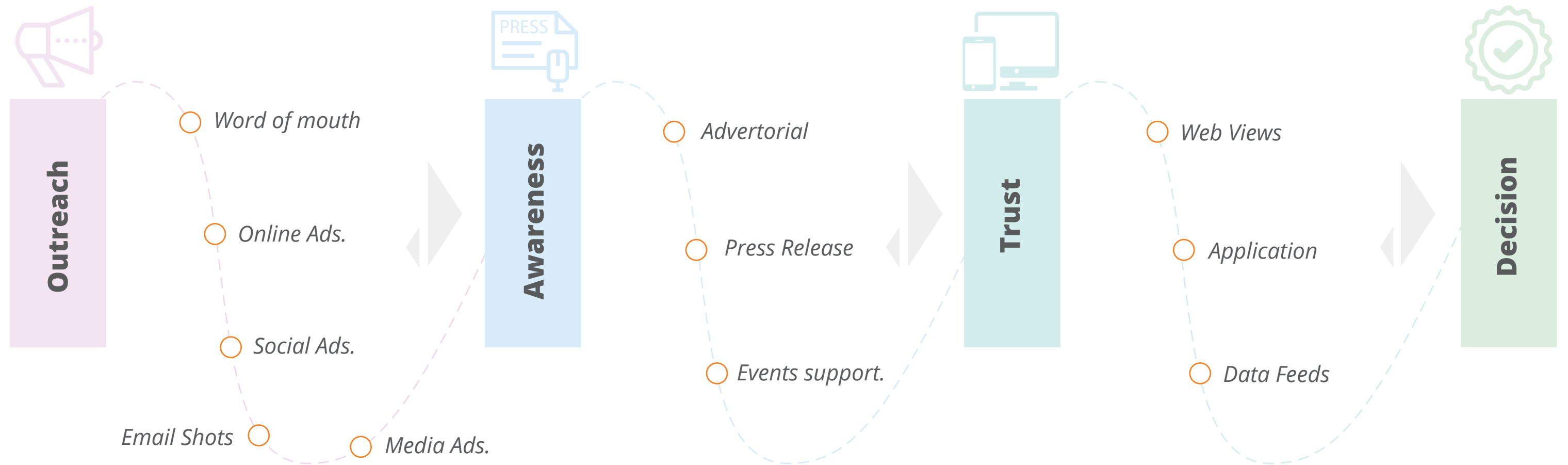
Omni Channel Investor Experience Feedback

Serving Cross Channels Investor Experience Anytime Anywhere via (Mobile, Web, Social Media, etc.) will be ready to inform investors and listen their feedback.

IR Roadmap Key Challenges

With Argaam IR Services, Fuel Your Investor Relation Growth

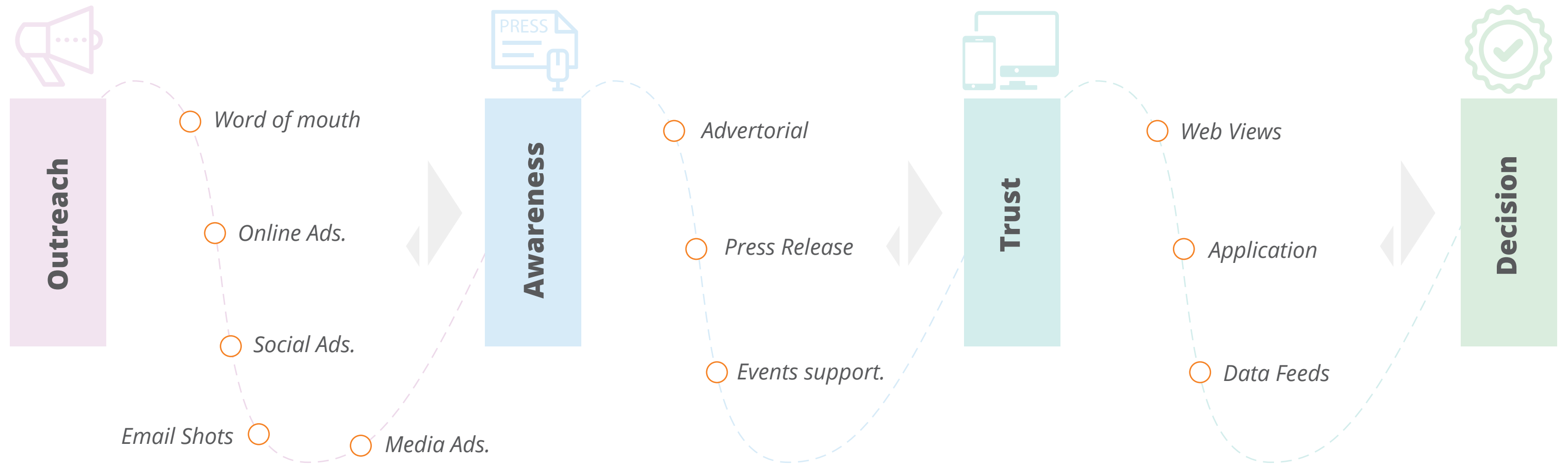
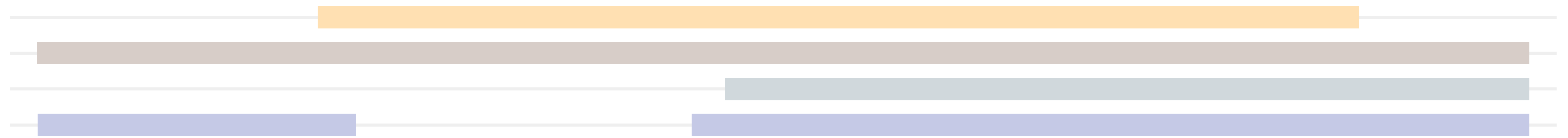
Investor journey



Awareness to Invest

With Argam IR Services, Fuel Your Investor Relation Growth

Value Proposition



Awareness to Invest

With Argaam IR Services, Fuel Your Investor Relation Growth

- Quality
- Operations
- Readiness
- Experience

Services Overview

Argaam offers regional flavored IR solutions which developed by investor relations, Finance Experts and IT professionals with rich local experiences



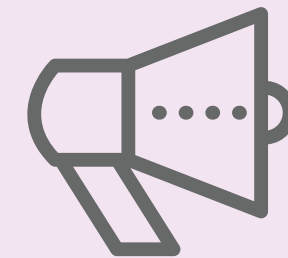
Technology Tools

Experience the power of Argaam anytime, anywhere on your internet-ready devices.



Communication Tools

Being compelling. Being Concise. Answering " why should you care about your company".



Promotion Tools

Increase corporate reachability, promote your Brand image to your investors and customers.



IR Services

Technology Tools



IR Microsite



IR Application



IR Data Feeds



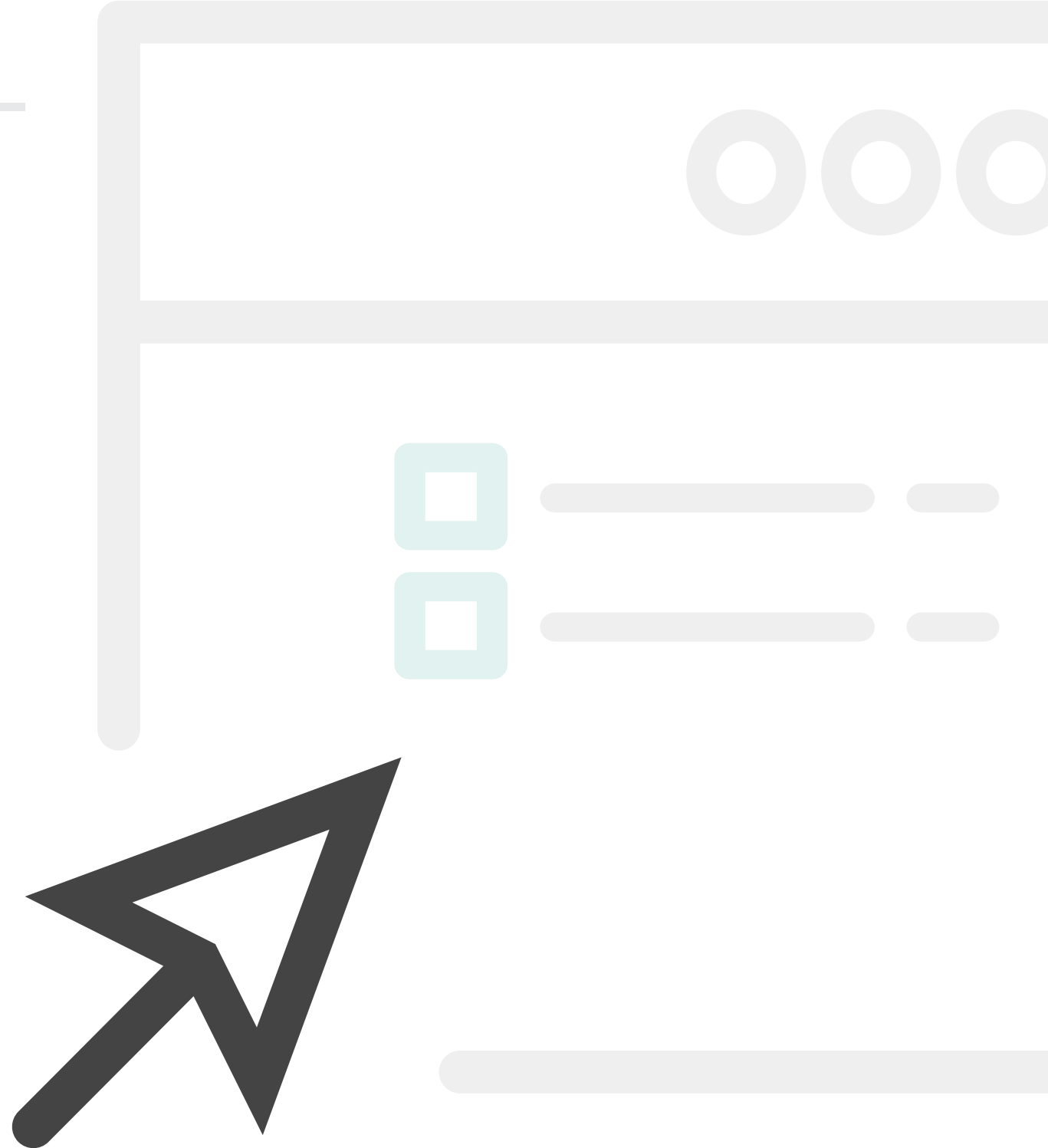
IR Services > Technology Tools

IR Microsite

Argaam IR Microsite will help to tell your story about 'Why Invest?' by providing key information and connecting the dots on the market opportunity and how the company stands out as a good investment in this particular industry.

Benefits

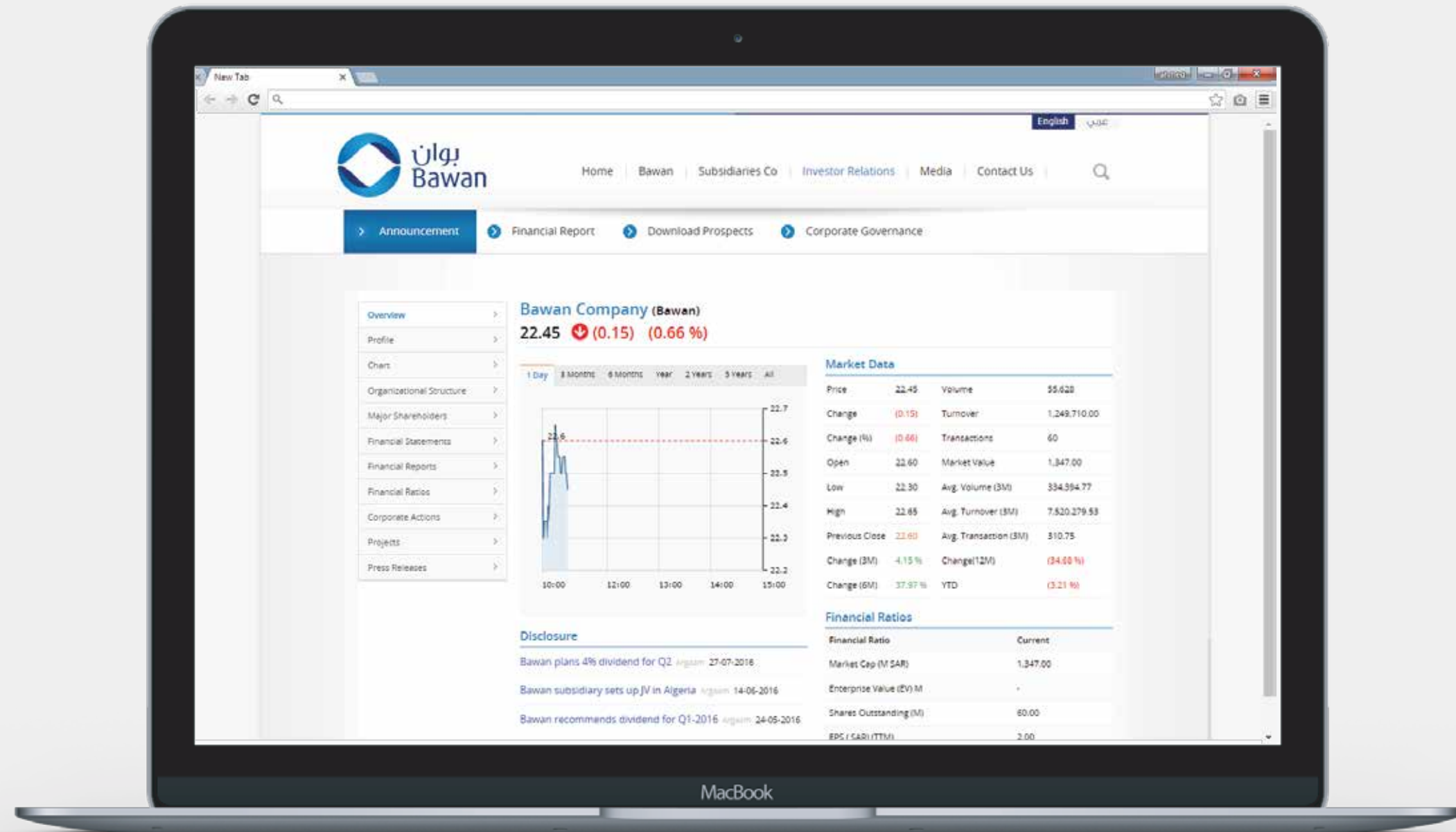
- Gain a competitive advantage by leveraging the web to expand your reach, attract investors and build relationships.
- Provide all key features of best practice IR websites including events calendars, press releases, financial reports and other key components.
- All of your key investor content is accurate and automated to ensure key information is posted at the right time.

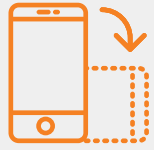




IR Services > Technology Tools

IR Microsite — See in action





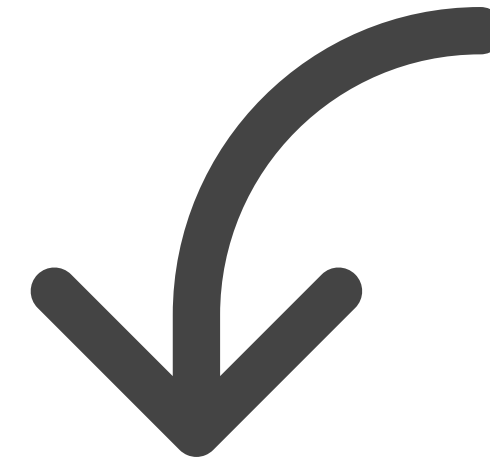
IR Services > Technology Tools

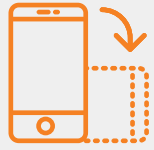
IR Application

Argaam provides a great Mobile App to communicate quickly and conveniently with your investors. It is simple to use, cost effective and organized providing investors and analysts easy access to our important IR information across all mobile platforms anytime and anywhere.

Benefits

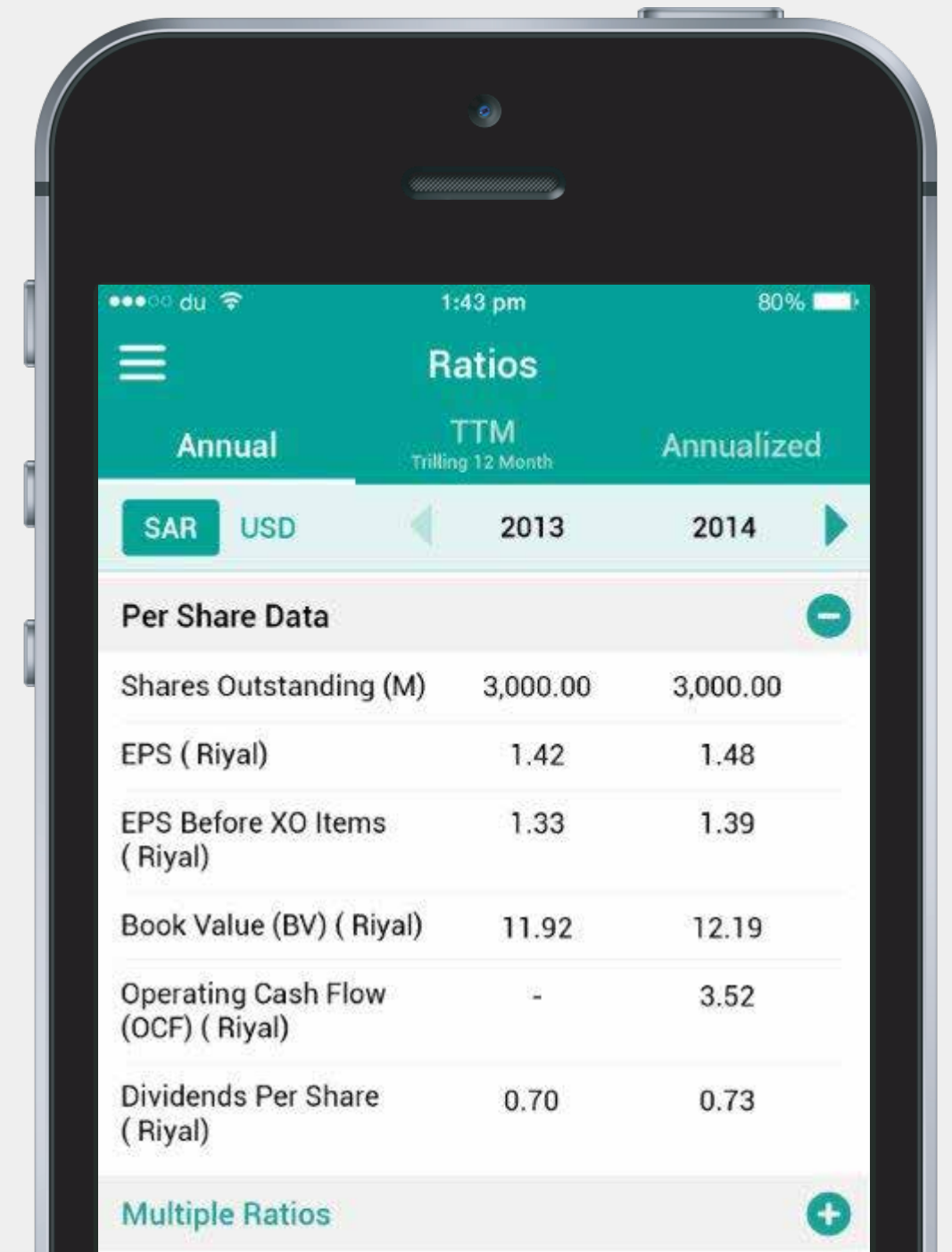
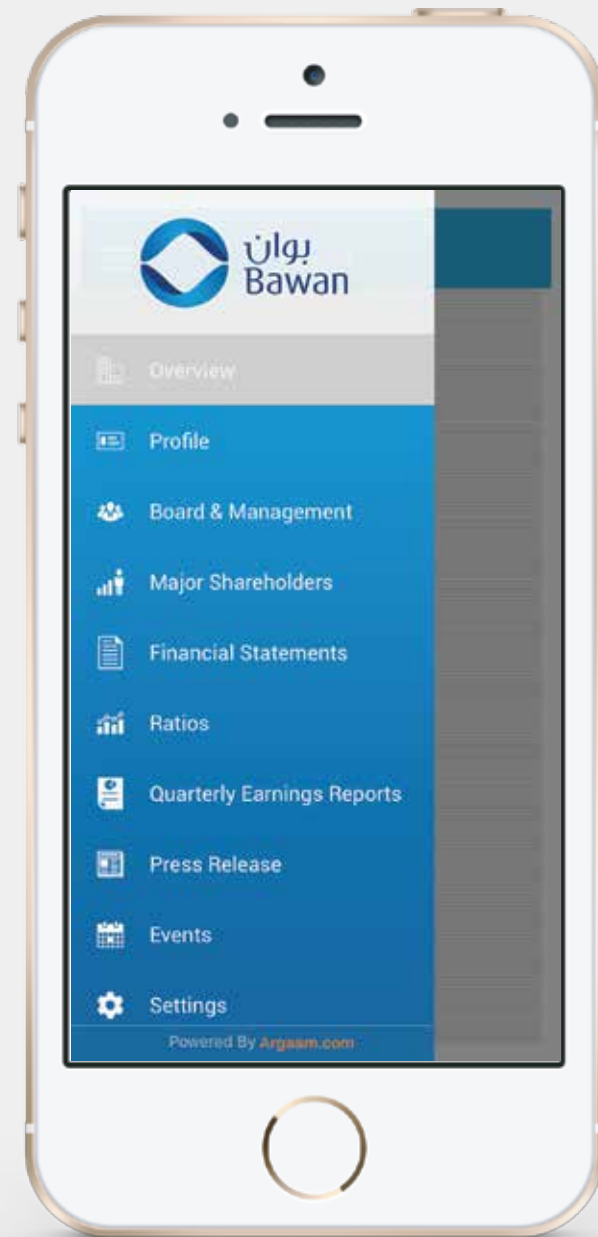
- Allow your company to share with investors a wide array of business feeds in a timely manner, round the clock.
- Enable corporations to manage and control their communication channels with their valued investors
- Simple, cost-effective and result-oriented, Argaam IR Mobile App is the way forward in your relationship management process.





IR Services > Technology Tools

IR Application — See in action —





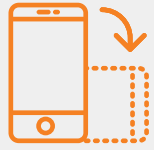
IR Services > Technology Tools

IR Data Feeds

IR Data Feeds are built and maintained based on years of experience and extensive data. It's fully compliant with regulatory standards and the design can be adapted to your purposes, including...

- Company profile & key facts
- Major announcements (stock news, reports & PR material)
- Per-Share data (trading volumes, intraday prices & performance).
- Financial highlights (financial statements, ratios and key indicators).
- Board & management updates.
- Major shareholders and ownership changes.
- Event calendar





IR Services > Technology Tools

IR Data Feeds [See in action](#)

http://localhost:13905/v1.0/ + No environment

GET http://localhost:13905/v1.0/json/InvestorsRelation/GetFinancialStatements?year=2016&period=Q1 Params Send Save

Authorization Headers (2) Body Pre-request Script Tests Generate Code

✓	Device-Token	API Demo	≡	×	Bulk Edit	Presets
✓	App-Secret	F7CDF9E7F925456AD30D309ECA941BA6	≡	×		
	key	value				

Body Cookies Headers (9) Tests Status: 200 OK Time: 324 ms

Pretty Raw Preview JSON ↕

```
262     "NameEn": "Operating Income",
263     "NameAr": "دخل العمليات",
264     "Value": "3695.0500",
265     "Currency": "SAR",
266     "UnitEn": "",
267     "UnitAr": "",
268     "NotesEn": "Operating Income-English Operating Income-English Operating Income-English Operating Income-English",
269     "NotesAr": "دخل العمليات-عربي دخل العمليات-عربي دخل العمليات-عربي",
270     "Style": "GroupHeader|Bold",
271     "ChildValues": [],
272     "FieldGroup": "Income Statement"
273   },
274   {
275     "InternalName": "Total Operating Expenses".
```



IR Services

Communication Tools



Editorial Ads



Press Releases



Editorial Ads

When you marketing through the use of the advertorials, you will have more time and space to go into depth about the merits of your corporate position and investors.

Benefits

- Inform investors with the information they need to make better decisions about the things they need and want to invest.
- Focus on one interesting aspect of the business. How you got started. A special award you have won. A new service you are offering.
- Talk about things that will interest the reader. Factual articles that describe how the business helps their investors to understand your position deeply.





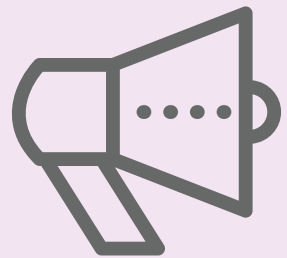
Press Releases

The more people read about you, the more they know you. Before you know it, investors, analysts and journalists begin to empathize with you and understand your purpose and objectives.

Benefits

- Depend on our Content-Efficiency Experts to ensure content is localized, high quality and delivered on time to your target audience.
- More than 40 million Pages are viewed at Argaam monthly. Think about it – if just %0.1 of those views were about your press release and communicate your message, you'd be bringing in quite a bit.
- You have complete control over the content, you obtain credibility based on the implied endorsement a press release has with its audience, you increase readership (both time spent with and awareness of your message)





IR Services

Promotion Tools



Online Advertising



Messages campaigns



Social Media Campaigns



IR Services > Promotion Tools

Online Advertising

Argaam has joined the list of global and regional pioneers, in the digital sector, which have appointed Connect Ads as the sole representative for selling and expanding their digital media solutions. Top international and regional brands are now enabled to engage with millions of consumers in the GCC, Egypt and North Africa, using Connect Ads suites of leading online portals and digital advertising technologies. This agreement is the first exclusive partnership that includes dedicated portals for the economics and finance news segments.

Advertising Media

- Display Advertising
- Mobile Advertising
- Email Advertising





IR Services > Promotion Tools

Online Advertising — See in action





Online Advertising — Why

Traffic Overview

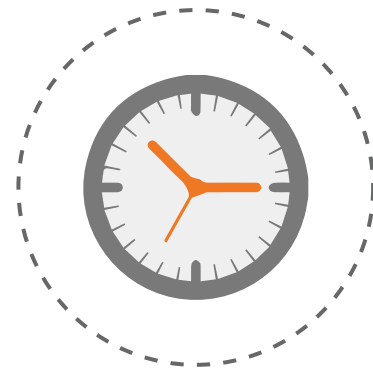
4.8+ Million
Readers monthly



85+ Million
PageViews/monthly



500,000+
Visits/daily

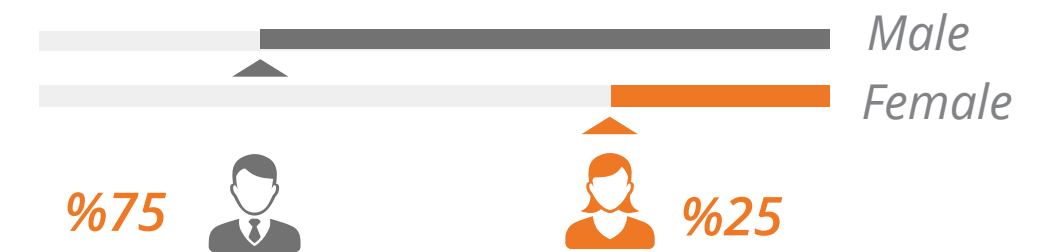


12 Minutes
Average time on site

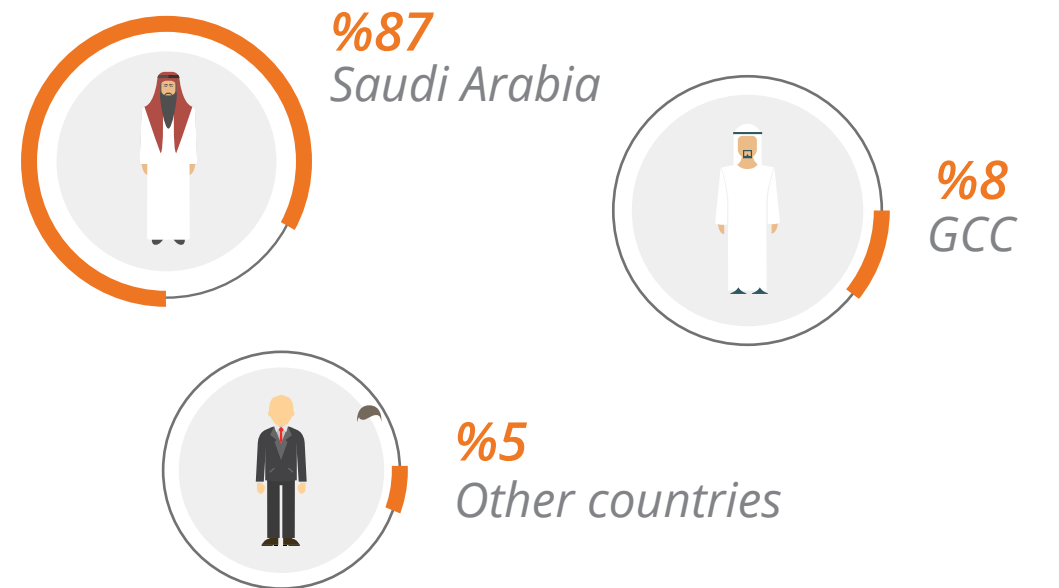


14,081,693
Engagement monthly

Demographic



Traffic Sources





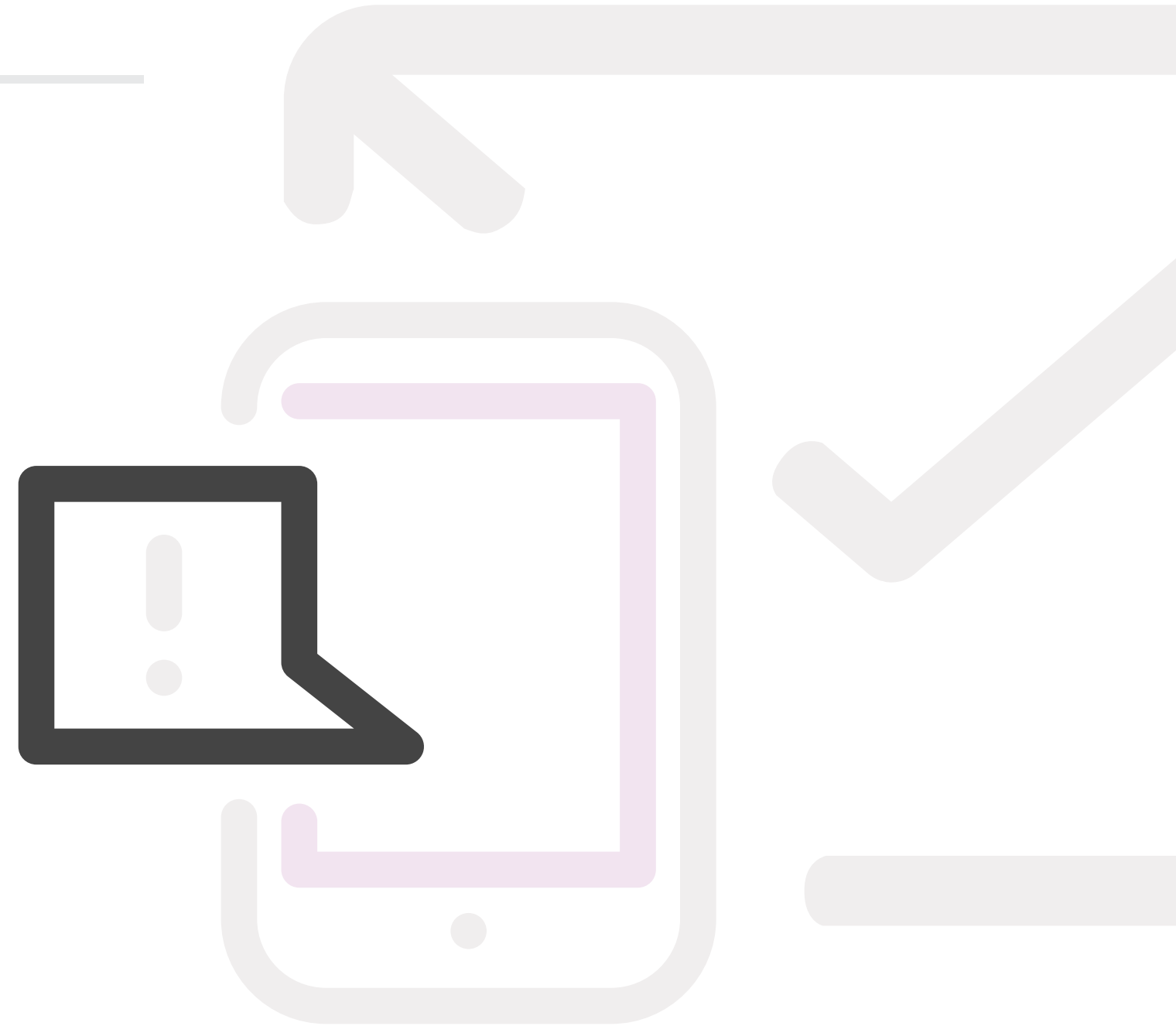
IR Services > Promotion Tools

Messages campaigns

Reach Argam user/investor base who are work in or interested in the finance and Investments. With high incomes and market savvy, these users are very receptive to financial information. Actively engaged in every facet of the financial markets, these elite local users are familiar with banking, finance and investment strategies.

Benefits

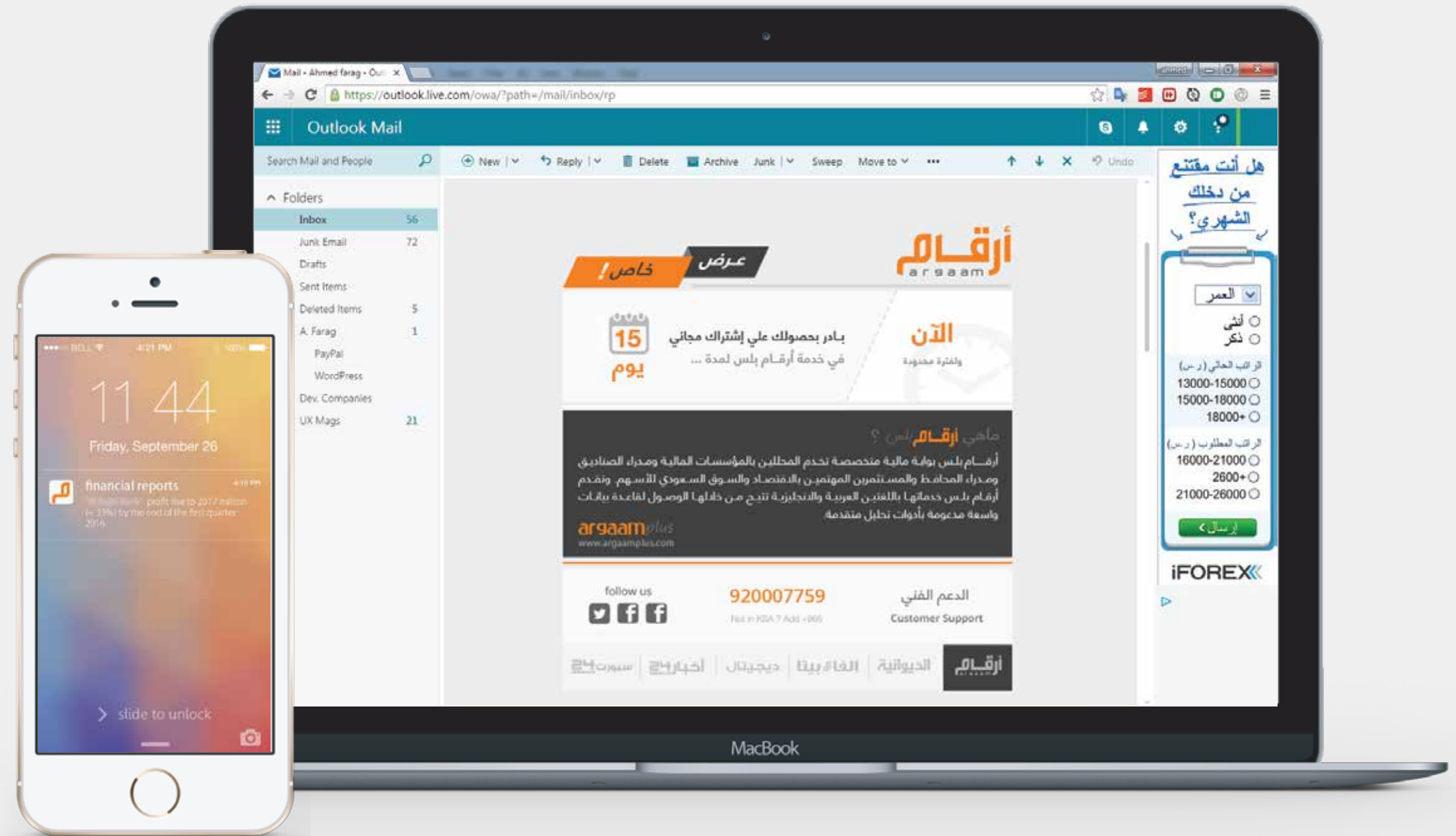
- Use one of the most localized, simple, and in-depth GCC Service to inform your investment messages to your prospected investors.
- Achieve your marketing goals with optimized Open rate, Bounce Rate, and interaction Campaigns that are targeted Local/GCC Investors.





IR Services > Promotion Tools

Messages campaigns — See in action





Messages campaigns – Why

Email Messages

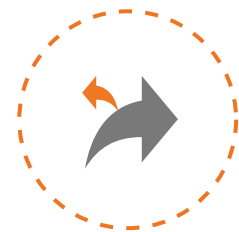


User Base
150,000+ Users



Open Rate
%16+

Click Rate
%3.3+



Bounce Rate
2.8 %

Push Notifications

Argaam



1,377,968



689,251

Akbaar 24



9,536,542



26,601,583

Page Views



120,000+



300,000+

Downloads



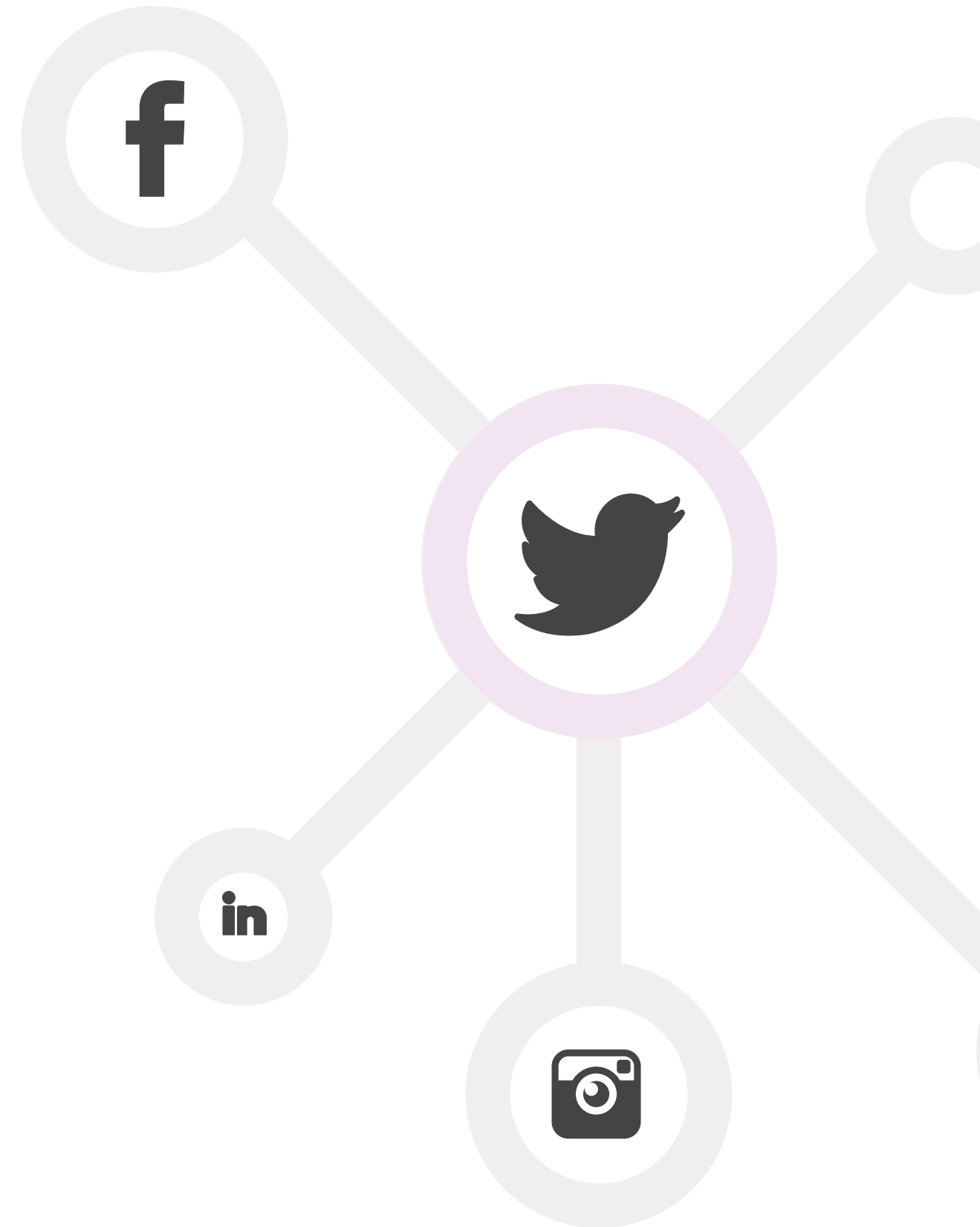
IR Services > Promotion Tools

Social Media Campaigns

Social media is one of the hottest topics among investor relations officers (IROs) today. To engage or not to engage is increasingly less the question than when, how and where to do so.

Benefits

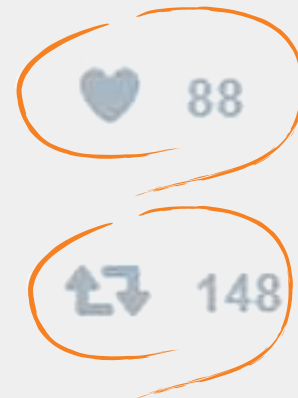
- Use Twitter and your IR website to keep track of your investment community
- Get a benefit from local tools and powers to tell the company's story and disclose material financial information.
- Integrate market data with news and financial analysis so you can stay on top of market-moving events as they occur and be in position to take action immediately.





IR Services > Promotion Tools

Social Media Campaigns — See in action

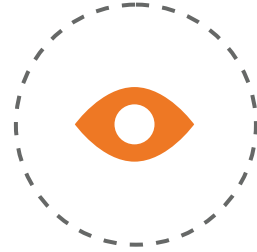




Social Media Campaigns — Why — Argaam Profile

Facts Summary (YTD)

Impressions
112,093,696



Followers
203,100



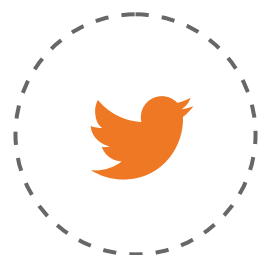
Link Clicks
1,233,790



Engagements
4,458,316



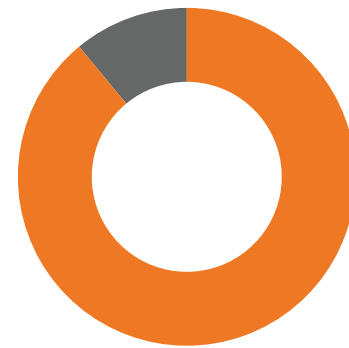
Tweets
10,397



Retweets
59,369



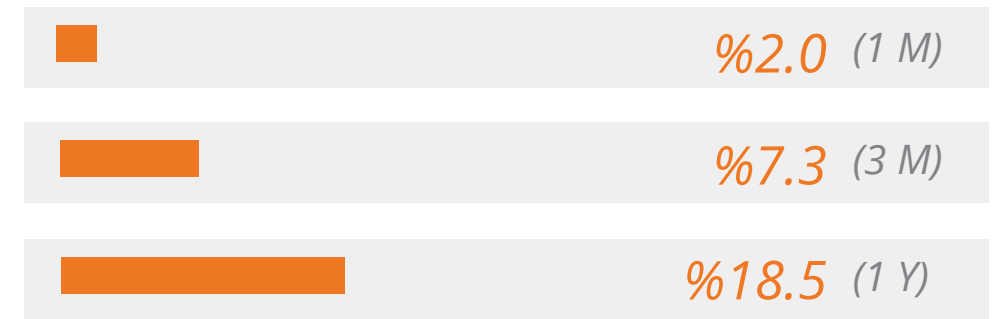
Gender Distribution



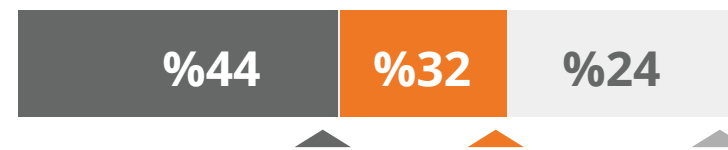
Male
%89

Female
%11

Followers Growth



Mobile Devices



■ iOS
■ Android
■ Other

Top Interests

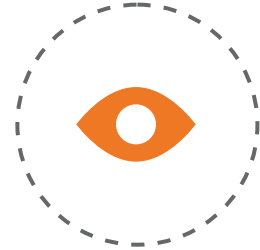




Social Media Campaigns — Why — Argaam plus Profile

Facts Summary (YTD)

Impressions
112,093,696



Followers
5,200



Link Clicks
10,060



Engagements
31,849



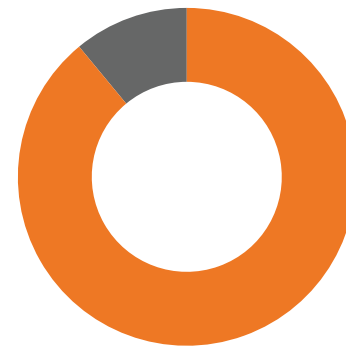
Tweets
6,592



Retweets
1,272



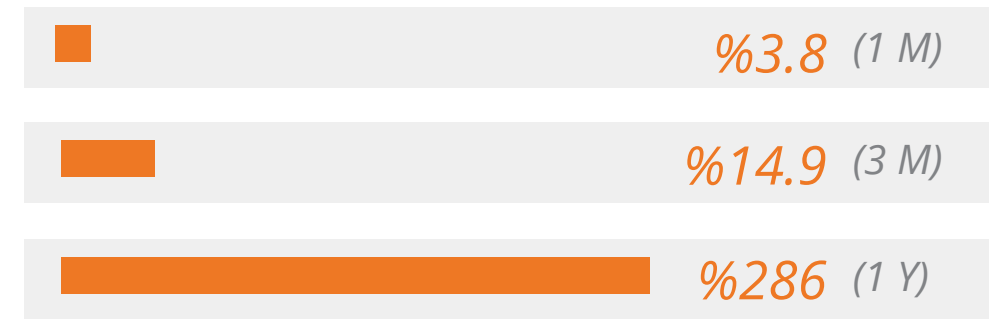
Gender Distribution



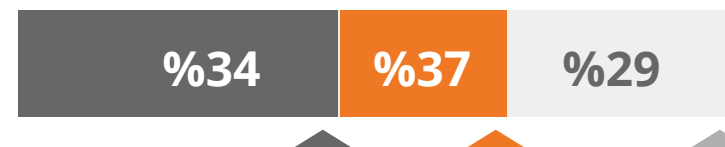
Male
%94

Female
%4

Followers Growth

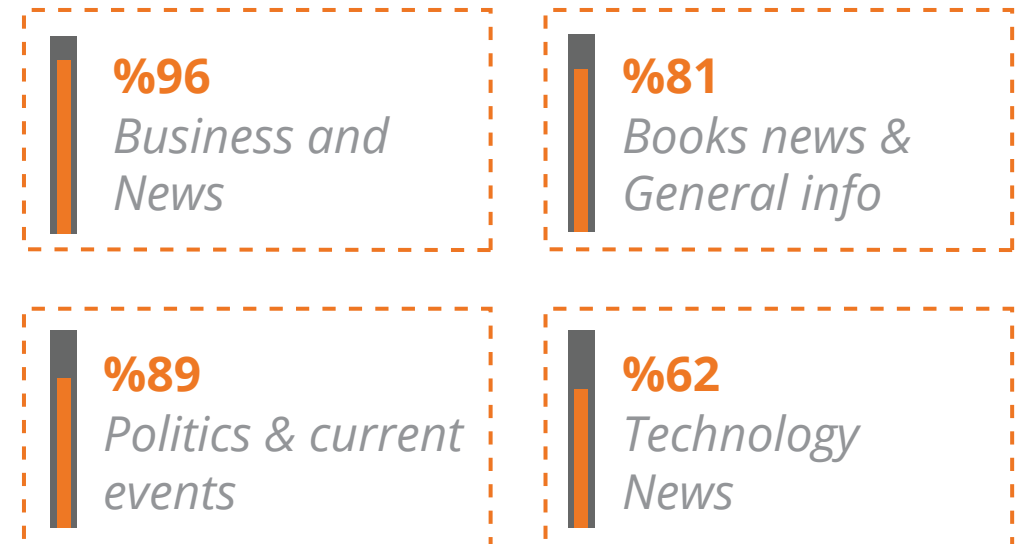


Mobile Devices



■ iOS
■ Android
■ Other

Top Interests

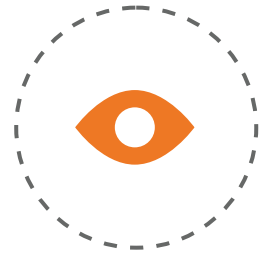




Social Media Campaigns — Why — Akhbaar24 Profile

Facts Summary (YTD)

Impressions
1,061,295,931



Followers
1,323,303



Link Clicks
22,713,971



Engagements
88,533,882



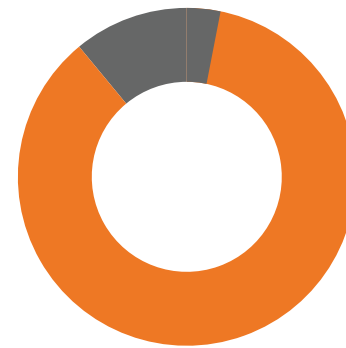
Tweets
21,220



Retweets
640,166



Gender Distribution



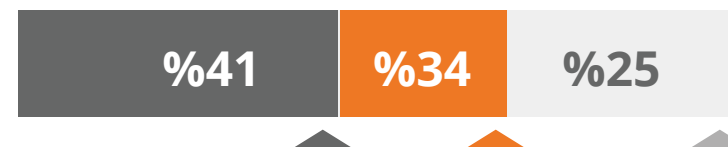
Male
%87

Female
%13

Followers Growth

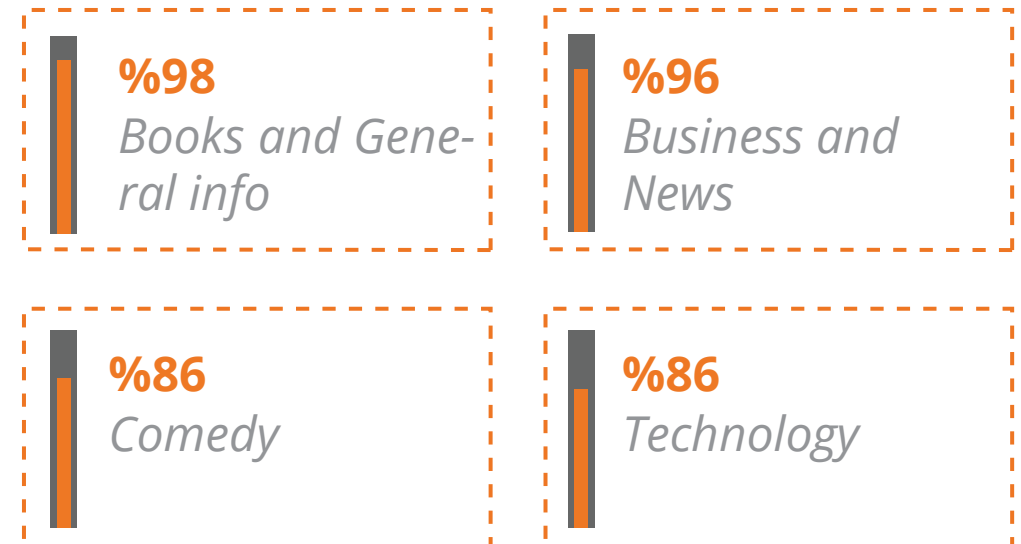


Mobile Devices



- IOS
- Android
- Other

Top Interests

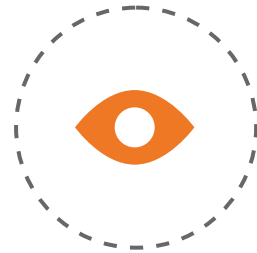




Social Media Campaigns — Why — Argaam IM Profile

Facts Summary (YTD)

Impressions
1,251,18



Followers
120,646



Link Clicks
1,211,843



Engagements
6,306,689



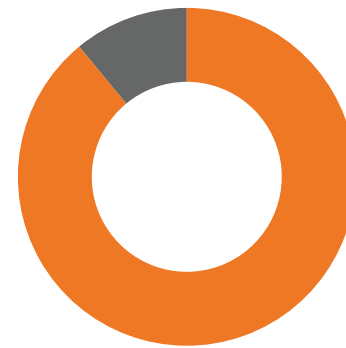
Tweets
7,477



Retweets
65,606



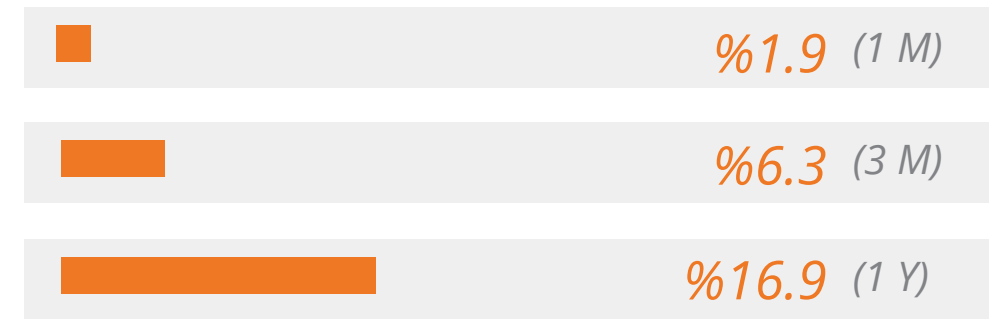
Gender Distribution



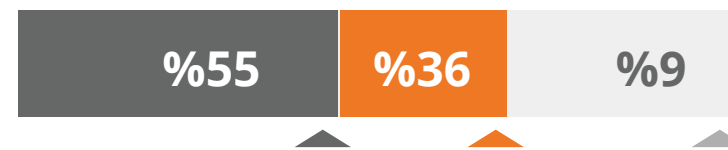
Male
%88

Female
%12

Followers Growth

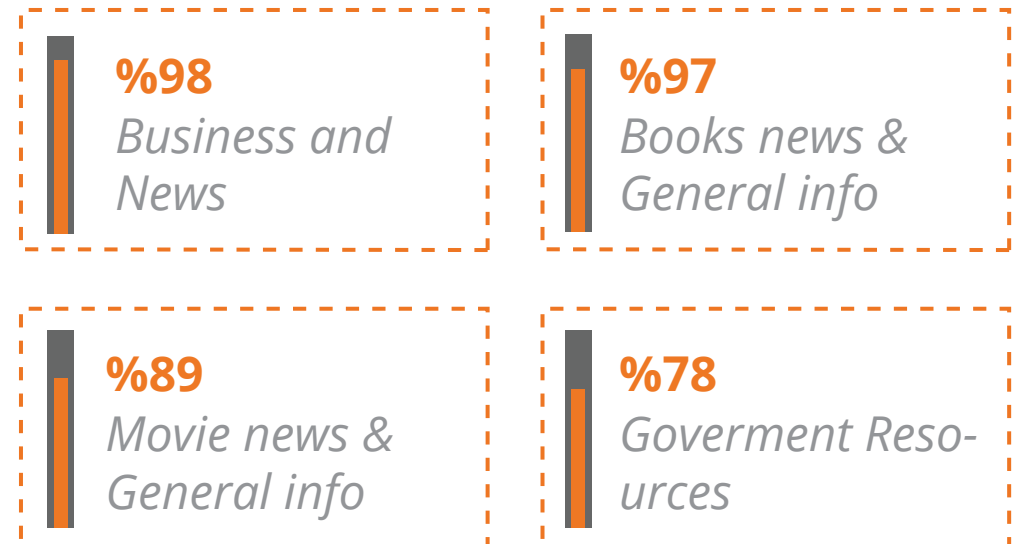


Mobile Devices



■ iOS
■ Android
■ Other

Top Interests

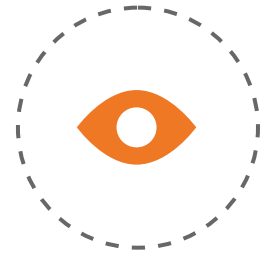




Social Media Campaigns — Why — Argaam UAE Profile

Facts Summary (YTD)

Impressions
2,883,646



Followers
650



Link Clicks
21,477



Engagements
93,779



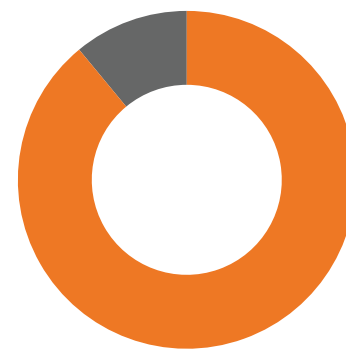
Tweets
1,146



Retweets
1,159



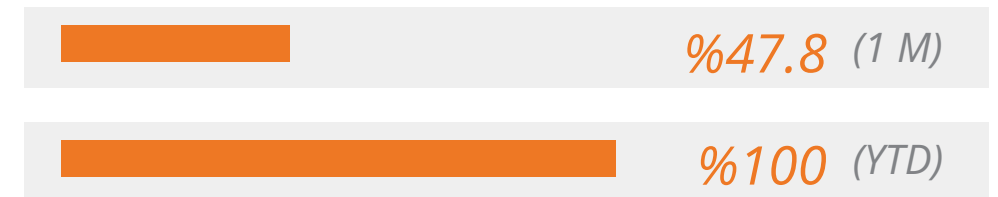
Gender Distribution



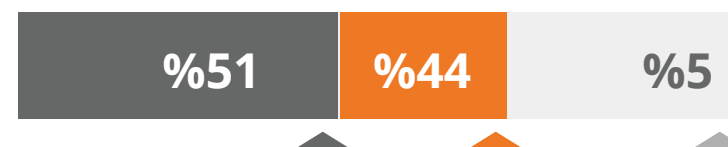
Male
%93

Female
%7

Followers Growth

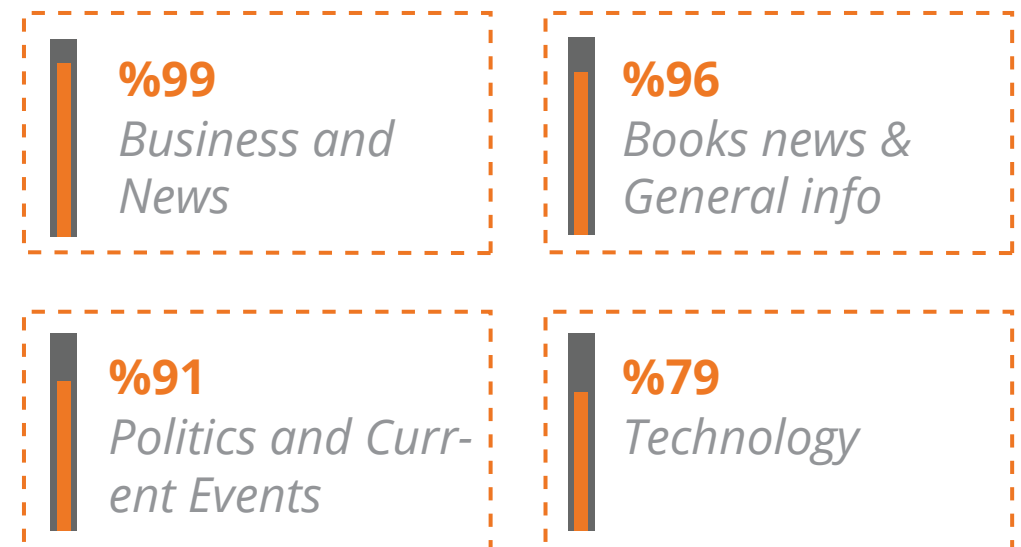


Mobile Devices



■ iOS
■ Android
■ Other

Top Interests

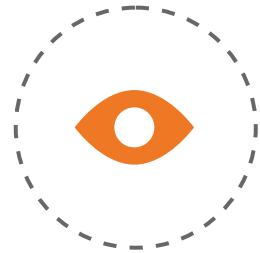




Social Media Campaigns — Why — Sporty_24 Profile

Facts Summary (YTD)

Impressions
171,692,509



Followers
78,075



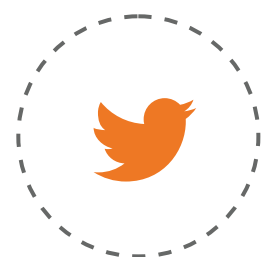
Link Clicks
##



Engagements
10,904,525



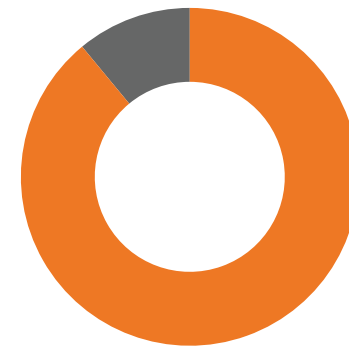
Tweets
12,102



Retweets
49,825



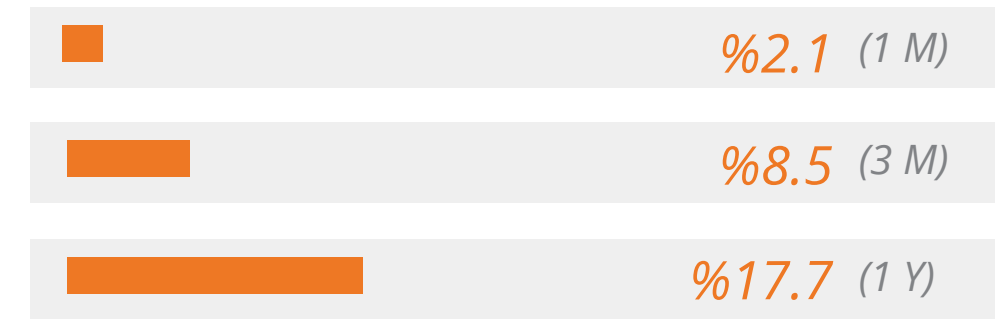
Gender Distribution



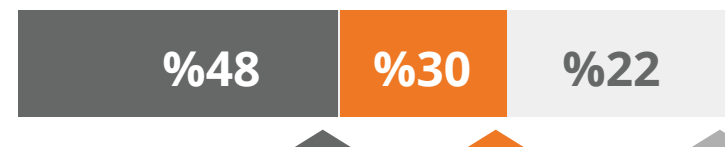
Male
%90

Female
%10

Followers Growth

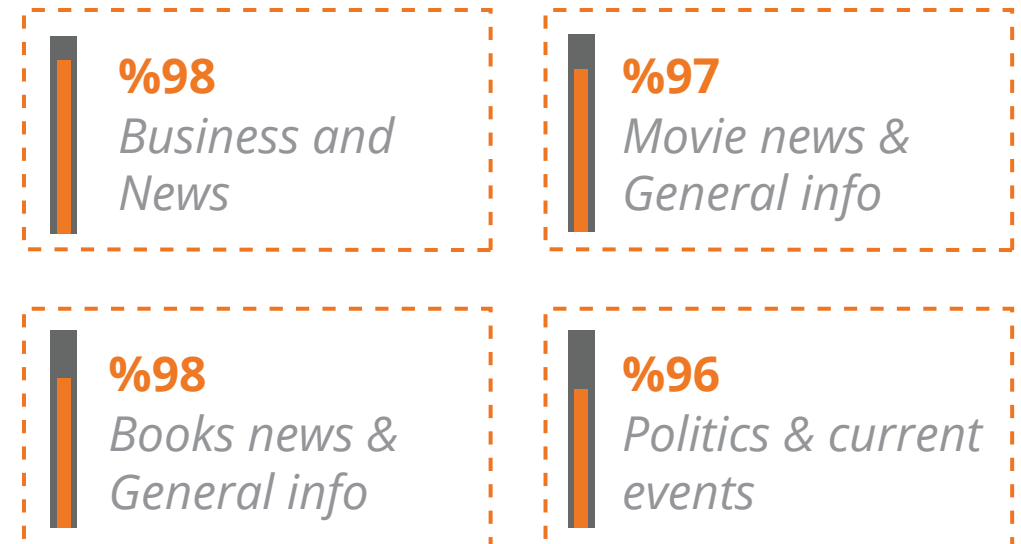


Mobile Devices

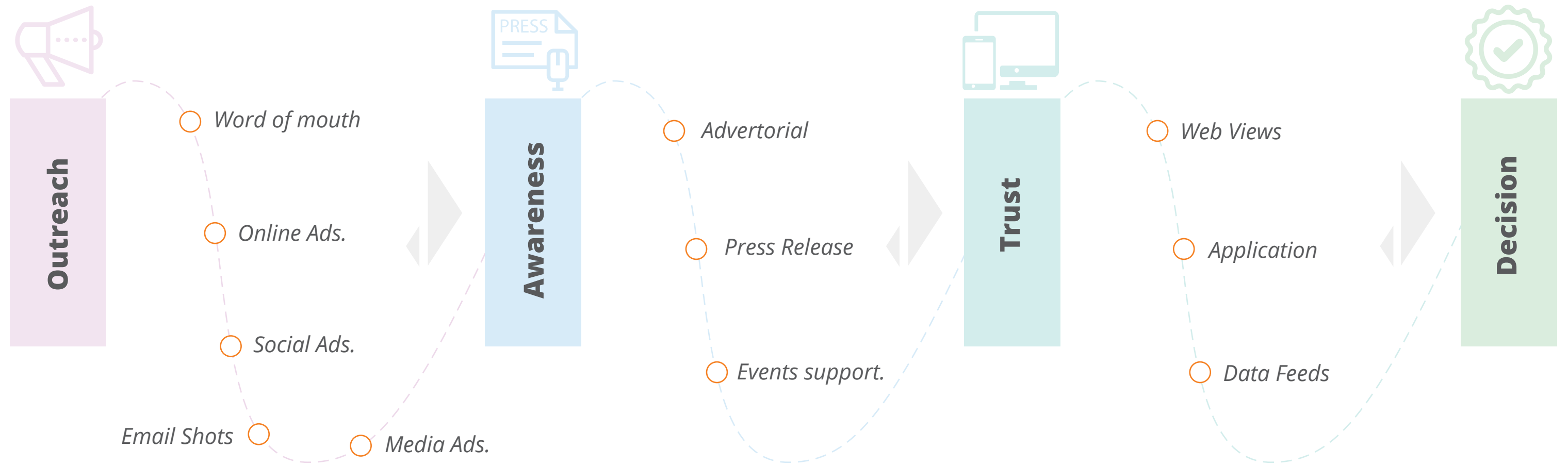
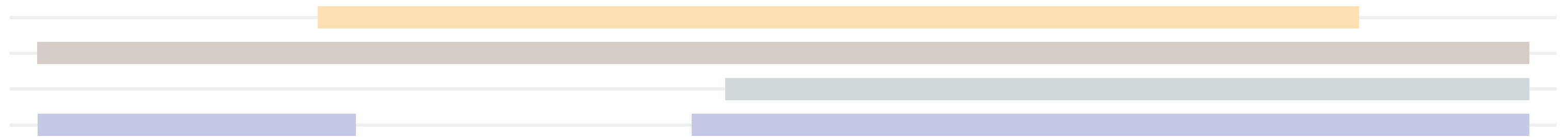


- IOS
- Android
- Other

Top Interests



Value Proposition



Awareness to Invest

With Argaam IR Services, Fuel Your Investor Relation Growth

- Quality
- Operations
- Readiness
- Experience



Make the Right Decision

Fuel Your Investor Relation Growth.



Contacts



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Business Gate, Riyadh, KSA.*



Contact us

*+966-92000-7759
info@argaam.com*