



مجموعة تداول السعودية
Saudi Tadawul Group

SAUDI CAPITAL MARKET FORUM 2024

Executive Summary

Reporting period: 19-22 February 2024

Overview of communications and media activities during the
Saudi Capital Market Forum 2024

STRATEGIC COMMUNICATION OBJECTIVES

The Saudi Capital Market Forum 2024, under the theme of "Powering Growth", focused on exploring the market's potential and fostering understanding between issuers, investors and market members. It brought together the world's leading financial minds and decision-makers to nurture partnerships and discuss key issues facing the industry.

Objectives of the event:

- Build recognition for the Saudi capital market, the Saudi Exchange and the opportunities they offer local, regional and international audiences.
- Demonstrate the Saudi Exchange's status as a global financial center, convening experts from across the industry
- Create a platform for significant announcements.
- Facilitate connections between the AP ecosystem, issuers and international entities

STRATEGIC COMMUNICATION OBJECTIVES

The Saudi Capital Market Forum 2024 exceeded 2023 numbers and established itself as one of the largest capital market conferences in the world.



15,000

meeting requests



4,200

meeting participants



640

investors from 41 number of firms represented
(almost x2 the number of investors from 2023)



4,400

delegates at the event
(+1,400 in 2023)

MEDIA ENGAGEMENT

In addition to press releases and media interviews, continuous real time updates were sent via WhatsApp to media throughout the event. This resulted in significant and widespread coverage, even from media not present at the event.

HIGHLIGHTS

- 19** Press briefings (EN/AR)
- 12+** Vox-pop interviews to be used for post-event content
- 268** Social media posts (EN+AR)

MEDIA INTERVIEWS

- 9** Media interviews with top-tier international, regional and local outlets arranged with representatives from across Saudi Tadawul Group



STG Group CEO with Bloomberg



STG Group CEO with Bloomberg Asharq



STG CMO with Argaam



Saudi Exchange CEO with Arab News

+898 total articles

published relating to SCMF (19-22 Feb) (+348 total no. of articles in 2023)

Region and Language Breakdown of Top-tier Articles

60%
Articles from regional and international outlets

40%
Articles from local outlets

65%
Arabic language articles

35%
English language articles

Saudi Tadawul Group MoU Announcements:

1. MoU signed between Saudi Tadawul Group and Shatlat to promote environmental awareness and tree planting initiatives
2. MoU signed between Saudi Tadawul Group and Atrum to cultivate Saudi Arabia's art and culture
3. MoU signed between the Saudi Exchange and the Ministry of Human Resources and Social Development to launch a Social Responsibility Index
4. MoU signed between the Saudi Exchange and SALIC to advance sustainability initiatives
5. MoU signed between Muqassa and Instimatch Global AG to enhance repo trading in the Saudi capital market

TOP HEADLINES

Positive headlines generated in top-tier international, regional and local media outlets

Bloomberg

"Saudi Stock Exchange Says Foreigners Missing Out on Peer-Beating Returns"

Bloomberg

"Aramco Likely to Sell Debt This Year With Longer-Dated Focus"

REUTERS

"Saudi Arabia considers regulatory framework for follow-on share offerings – CMA"

REUTERS

"Saudi Arabia sees medium-term non-oil growth at over 5%, below previous estimate"

South China Morning Post

"There is 'real excitement' among global investors about Saudi capital market, Riyadh forum is told"

argaam

"Tadawul Group continues push to become global capital market leader: Official"

Gulf Business

"Saudi Aramco likely to issue a bond in 2024, CFO says"

النشرف الأوسط Asharq Al-Awsat

"Saudi Capital Market Forum to Host CONNECT Hong Kong Edition in May"

ARAB NEWS

"Saudi Capital Market Authority foresees transformation amid growing ventures and market demands"

مباشر

الإبراهيم: المخطط المستقبلي لرؤية 2030 حافز قوي للنمو الاقتصادي بالملكة

اليوم

إطلاق نسخة دولية من ملتقى السوق المالية في هونغ كونغ.. 9 مايو

العربية alarabiya

رئيس "تداول": الأجانب فوتوا فرصة تحقيق عوائد استثنائية في السوق السعودية

العربية alarabiya

"تداول السعودية" للعربية: 57 طلباً للإدراج في السوق الرئيسية و"نمو"

sky news عربية

"أرامكو" السعودية ترحب إصدار سندات في 2024

الاقتصادية

56 شركة تستعد للإدراج في السوقين الرئيسية والموازية بزيادة 30 %

SOCIAL MEDIA HIGHLIGHTS

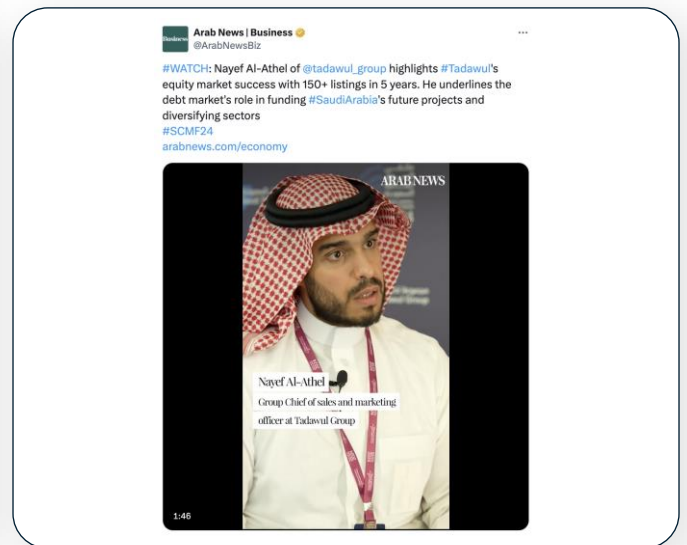
In 2024, new channels were launched for the Saudi Capital Market Forum on X, Instagram and LinkedIn. The following numbers are across all three channels.

11.6M
Impressions

343
Posts

3,700+
Follower growth

Media partnerships with Bloomberg, Al Arabiya, Arab News and Argaam also drove viewership and awareness of the Saudi Capital Market Forum on social media.



Online endorsement from the Ministry of Finance, Ministry of Economic Planning & Financial Market Authority received positive engagement.



يشارك معالي وزير المالية رئيس لجنة #برنامج تطوير القطاع المالي الأستاذ محمد بن عبدالله الجديعان @MAAljedaan بعد قليل في حوار خاص ضمن المحور الأول بعنوان "أعظم قصة نجاح في القرن الحادي والعشرين" خلال أعمال النسخة الثالثة من #ملتقى السوق المالية السعودية 24 @scmf_sa

Translate post



From youtube.com

10:50 AM · Feb 19, 2024 · 17.4K Views



HE Minister of Economy and Planning will shortly participate in a session titled 'Crafting the Greatest Success Story of the 21st Century' during the #SCMF24

Livestream:

m.youtube.com/live/vAA1f5i5q...



Faisal Alibrahim فيصل الإبراهيم

11:00 AM · Feb 19, 2024 · 3,891 Views



مع ختام فعاليات #ملتقى السوق المالية السعودية 24 .. إليكم أبرز ما جاء في الجلسة الحوارية لمعالي رئيس مجلس هيئة السوق المالية.

Translate post



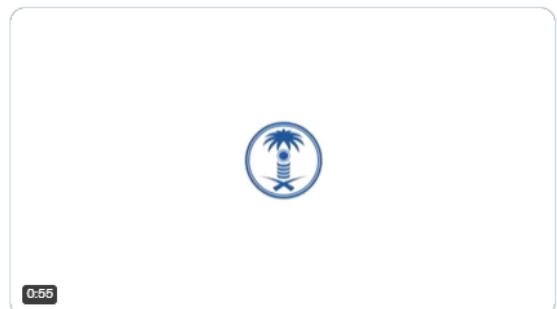
9:50 PM · Feb 20, 2024 · 17.3K Views



يسرنا رعاية جائزة أفضل شركة سعودية تطبق المعايير الدولية البيئية والاجتماعية والحوكمة ESG ضمن ملتقى السوق المالية السعودية 2024 وتبارك ل فوزها هذا العام. @acwapower

We are pleased to sponsor the award for the best Saudi company that applies international environmental, social, and governance (ESG) standards at Saudi Capital Market Forum and We congratulate @acwapower for winning the award #SCMF24

#ملتقى السوق المالية السعودية 24



12:21 AM · Feb 21, 2024 · 459 Views