



# The Capital Markets Directory

Offer your services to listed African companies and AfricanFinancials' digital communities.




Expose your services to listed companies and pan-African capital markets-related audiences.

[VIEW THE DIRECTORY](#)



	STANDARD	PREMIUM
<p><b>Directory Listing</b></p> <p>We will work with you to create and customize your company profile, sharing your logo, company summary, contact details and samples of your services, and keep it up to date.</p> <p><a href="#">APPLY</a></p>	✓	✓
<p><b>Introductions to Listed Companies</b></p> <p>We will provide a direct introduction for special offers of your services to our African stock exchange listed company clients.</p> <p><a href="#">LEARN MORE</a> our Service Introduction Guidelines</p>	✓	✓
<p><b>Thought Leadership Content</b></p> <p>We will publish showcase content on the AfricanFinancials Blog for distribution through our Digital Governance Newsletter, the AfricanFinancials portal, the Investor Mailing List and our social channels.*</p> <p><a href="#">LEARN MORE</a> our Content Guidelines</p>	✗	✓

\*Subject to conformance with our Content Guidelines

	STANDARD	PREMIUM
<p><b>Sponsored Content Re-targeting on LinkedIn*</b> </p> <p>We will sponsor your content to the digital audiences visiting AfricanFinancials.com and all service providers to African markets on LinkedIn.</p> <p><a href="#">LEARN MORE</a> our Targeted Sponsored Content</p>	—	Subject to Quotation (S.Q.)
<p><b>Advertising on the AfricanFinancials.com portal</b></p> <p>We will publish your advertisements on the AfricanFinancials.com website portal.</p> <p><a href="#">LEARN MORE</a> Advertising Options on AfricanFinancials</p>	—	S.Q.

\*Ask for more details on our sponsored content packages.



## Provider Categories

- Accounting/Auditing Firm
- Advisory
- Audio/Visual
- Consulting Firms
- Financial Institutions
- Governance & Compliance
- Insurance
- Investment Banking
- Investor Relations
- Media & Communications
- News Dissemination
- Research Provider
- Securities Counsel
- Sustainability Consultants
- Stockbrokers\*
- Transfer Agents/Registrars
- Websites

\*additional functionality available for brokers on request



## The Capital Markets Directory How To Guide

Listed below is the information we will need to get your company profile published on AfricanFinancials.com

### Application Form:

**ACCESS** the application form [here](#). Please note that inclusion in the Directory is at our discretion.

### Information Required:

Here's a summary of the information we'll ask for with your application.

- 2-3 sentence description for the overview page
- Company logo (JPG or PNG format)
- Company name, address and website
- Contact name, email and telephone number
- Key contact image (JPG or PNG format)
- LinkedIn profile URL
- Longer description for your profile page (up to 350 words)
- Up to 3 PDF files: Overview, Case Studies, Samples, Additional Information

### Ongoing Updates:

Our content team is available on demand to update listing content. The following is relevant:

Please review your page quarterly

- Updates to time sensitive information can be made on an ad hoc basis
- All other content and PDF updates can be made within 24 hours upon request. Please email all content and assets to: [support@africanfinancials.com](mailto:support@africanfinancials.com)



# Content Contributor Program Terms & Conditions

By selecting “Content that can be published only on AfricanFinancials” (herein referred to as “Exclusive Content”) when you submit content, you agree that AfricanFinancials will be your exclusive publisher for that Exclusive Content, for both online and offline media.

Accordingly:

- Contributors warrant that the Exclusive Content shall be exclusive (instead of non-exclusive) to AfricanFinancials. You represent and warrant that:
  - (i) you have not published (or otherwise made available) the Exclusive Content, and will not publish it (or otherwise make it available) on any online or offline media, and
  - (ii) you have not granted, and will not grant, any right or license to any third party that conflicts or is inconsistent with the license you grant AfricanFinancials.
- Notwithstanding the foregoing, you may publish a headline and/or brief summary/snippet of the Exclusive Content (up to 250 words but no more than 1/3 of an Exclusive Article) on any online media, and link to the full Exclusive Article on the online media on which appears. The brief summary or snippet may not include charts or images.
- References in these Contributor Terms to “Exclusive Content” shall also be deemed to include and apply to any content (or similar content) that is substantially similar to the Exclusive Content, or that is a derivative work of the Exclusive Content.

For regular and exclusive content:

- Contributors agree that AfricanFinancials can market their publications across the AfricanFinancials site and newsletters as well as on select partner platforms or social media channels in order to generate more publicity for the publications and the AfricanFinancials.com portal.
- Contributors own the copyright to all material

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- AfricanFinancials hosts Contributors’ Content on their behalf.
- AfricanFinancials does not offer investment advice.
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- Contributors will make best efforts to regularly provide Content for publication to AfricanFinancials.
- We may terminate or change these terms at any time. We may, at our sole discretion, remove a Contributor from the program. When a Premium Contributor is removed from the AfricanFinancials portal, the applicable publication/s will be discontinued.



# BRING YOUR “DIGITAL TRANSFORMATION” TO YOUR CORPORATE COMMUNICATIONS

Unite investors and stakeholders to improve your company’s growth sustainability and investability



PRICES



DOCS



NEWS



VALUATION



DIVIDENDS

Call us today to **start your journey**



## Sustainability Dashboard

Upgrade your website with carefully curated sustainability progress and performance data, designed from bottom up: avoid greenwashing.



## Investor Relations Dashboard

The complete investor relations section for your website containing all essential data including share price, share charts, news, PDFs and valuation.



## Interactive Analyst Dashboard

A dynamic repository of financial data and sustainability company information managed by professional analysts with dynamic chartable views for easy analysis, download and display.



## Strategic SDG Social Media Campaign

A hand-crafted SDG based, strategic social media campaign to communicate societal impact and corporate purpose.



## Email Alerts For Investors & Stakeholders

Showcase sustainability and IR data and activities as they are updated with email alerts to investors and stakeholders.



## Analytics Dashboard

Online tools that provide data-driven insights on your digital and social channels to help your online presence grow.

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