



MARKETING *Club*

130h Marketing Club
90th Business Club
24th Riyadh Club

Corporate Branding



Corporate Value in Stock
Market Before & After



LIVE WEBINAR

JOIN FREE

Date	Time	Time	Time	Place
20.2.24 Tues	8:00PM  Egypt	9:00PM  KSA	10:00PM  UAE	Online Zoom

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR



INSTRUCTOR
DR. MAHMOUD EZZAT
MARKETING LEAD

Corporate Branding

CORPORATE VALUE IN
STOCK MARKET BEFORE
AND AFTER

By
Mahmoud Ezzat
Marketing Lead



Education

- Bsc. of Pharmaceutical science.
- CIM - Chartered Institute of Marketing
- AUC - Promotional Advertising
- Google Digital Marketing Certification
- Google Analytics

Experience

- 20 Years entire career experience.
- 11 Years Marketing Experience.
- KSA - Egypt - UAE - Jordan - Iraq.
- Multinational & National corporates Experience.
- Multiple Therapeutic Segments in Pharmaceutical market.
- Infection Control.
- Orthodontic Medical Devices



Mahmoud Ezzat
Marketing Lead





100.92
USD

OR



243.84
USD



THE STOCK MARKET



The **stock market** is a marketplace where buyers and sellers come together to trade stocks, which represent ownership in publicly traded companies.

It is a centralized exchange where investors can buy or sell shares of various companies.

The **stock market** provides a platform for **companies** to raise capital by issuing stocks, and for **investors** to potentially earn returns on their investments.

The **stock market** plays a vital role in facilitating the allocation of capital, enabling businesses to grow, and offering individuals opportunities to participate in the ownership and growth of companies.

STOCK MARKETS, EXCHANGES & INDEXES



Stock Market

The process and facilitation of investors buying and selling stocks with one another.



Stock Exchange

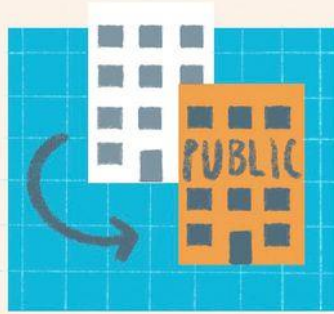
The actual intermediary that connects buyers with sellers.



Stock Index

A numerical representation of a group of stocks that is used to track their collective performance.





Companies issue stocks to raise capital in an Initial Public Offering (IPO).

HOW STOCKS WORK



Shareholders can make a return on their investment by selling shares at a higher price than purchased, receiving dividends, and through derivatives.



Stockholders sell their shares on the stock market.



Members of the public and investors buy and sell these shares.



Stocks are bought and sold based on expectations of corporate earnings.

Type of business entity	What is it?	What are its advantages?	What are its disadvantages?
Sole proprietorship	One-person business that often uses the "doing business as" label but is not a formal legal entity	Needs no government filing	Owner and business are legally the same; if the person dies, the business dies too
Partnership	Two or more people who have gone into business together without setting up a formal entity	Needs no government filing	Lacks the rigorous reporting of a corporation, which means outsiders may be less likely to invest
C corporation	Legal entity distinct from the owners of the business; responsible for its own debts and liabilities	Number of shareholders is unlimited; each shareholder cannot lose more than he or she has invested in this corporation	Rigorous structures and financial filings can be difficult and expensive
S corporation	Legal entity in which profits flow through the corporation to owners	Allows profits to pass through to be paid at owners' tax rates	Rigorous structures and financial filings can be difficult and expensive
Limited liability company (LLC)	Company owners have limited responsibility for losses	Combines limited responsibility (each shareholder cannot lose more than he or she has invested in this corporation) with pass-through taxation	May face higher fees than corporations do





**9 Reasons to Enlist YOUR
Corporate in STOCK MARKET?**

IMPORTANCE

1

Access To Capital

**Raising
Capital**



**Increase
Liquidity**



IMPORTANCE

1

Access To Capital

**Raising
Capital**



1. Issue fresh shares of stock raise capital for expansion, acquisitions, research and development, and other strategic initiatives.
2. Fuel significant growth and propel the company to new heights.



IMPORTANCE

1

Access To Capital

1. Makes a company's shares readily available for trading, providing investors with an opportunity to buy and sell shares easily.
2. This liquidity attracts a larger pool of investors, making it easier to raise capital and potentially driving up the share price.



**Increase
Liquidity**



IMPORTANCE

2

Increase Valuation

- Publicly traded companies often have higher valuations than privately held companies.
- This is because publicly traded companies are subject to greater scrutiny and transparency, which can make them more attractive to investors.



IMPORTANCE

3

Enhance Brand Recognition

- Being listed on a stock exchange can significantly boost a company's brand recognition and reputation. This can attract new customers, partners, and talent, all of which can contribute to the company's long-term success.



Google

aramex



IMPORTANCE

4

Employees Incentive

- Stock options and other equity-based compensation plans can be used to attract, motivate, and retain top talent.
- These incentives can align employee interests with those of shareholders, promoting long-term value creation.



IMPORTANCE

5

Access to M&A Opportunities

- Publicly traded companies often have greater access to merger and acquisition (M&A) opportunities.
- This is because their shares are more liquid and easily valued, making them attractive acquisition targets or merger partners.



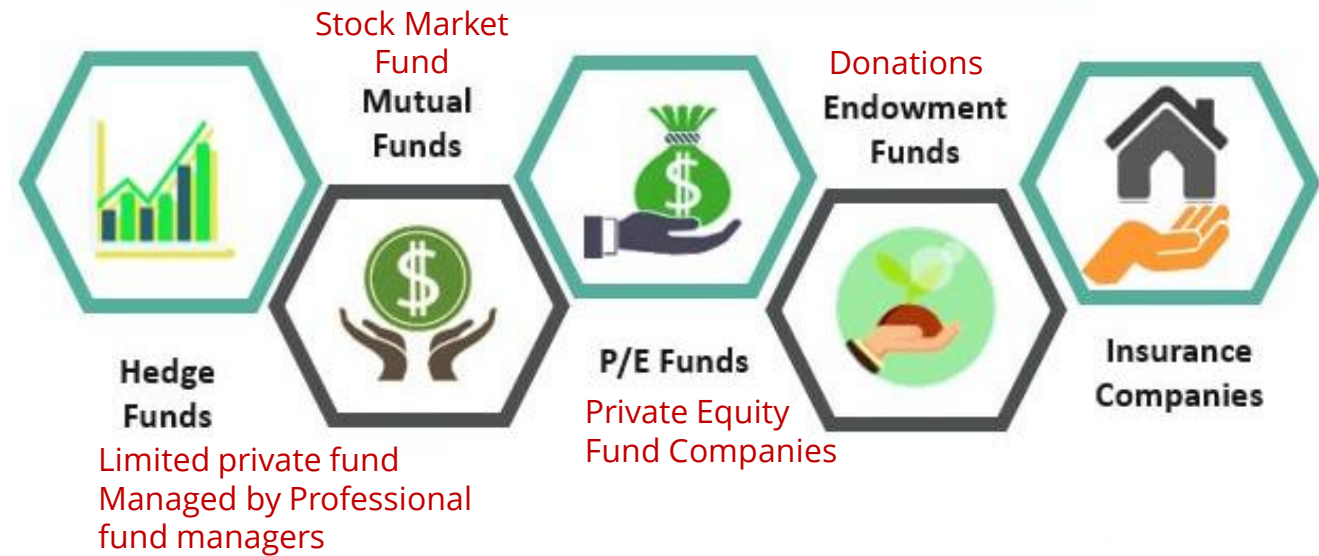
IMPORTANCE

6

Attracting Institutional Investors

- Publicly traded companies can attract institutional investors, such as mutual funds, pension funds, and hedge funds.
- These investors often bring significant capital and expertise, which can benefit the company's growth and development.

Types of Institutional Investors



IMPORTANCE

7

Enhance Governance & Transparency

- Publicly traded companies are subject to stricter governance and reporting standards.
- This can improve the company's internal controls, risk management practices, and overall transparency, which can boost investor confidence.



IMPORTANCE

8

Employees Ownership

- Publicly traded companies can provide ownership opportunities to their employees through stock purchase plans and employee stock ownership plans (ESOPs).
- This can align employee interests with those of shareholders and foster a sense of ownership within the company.

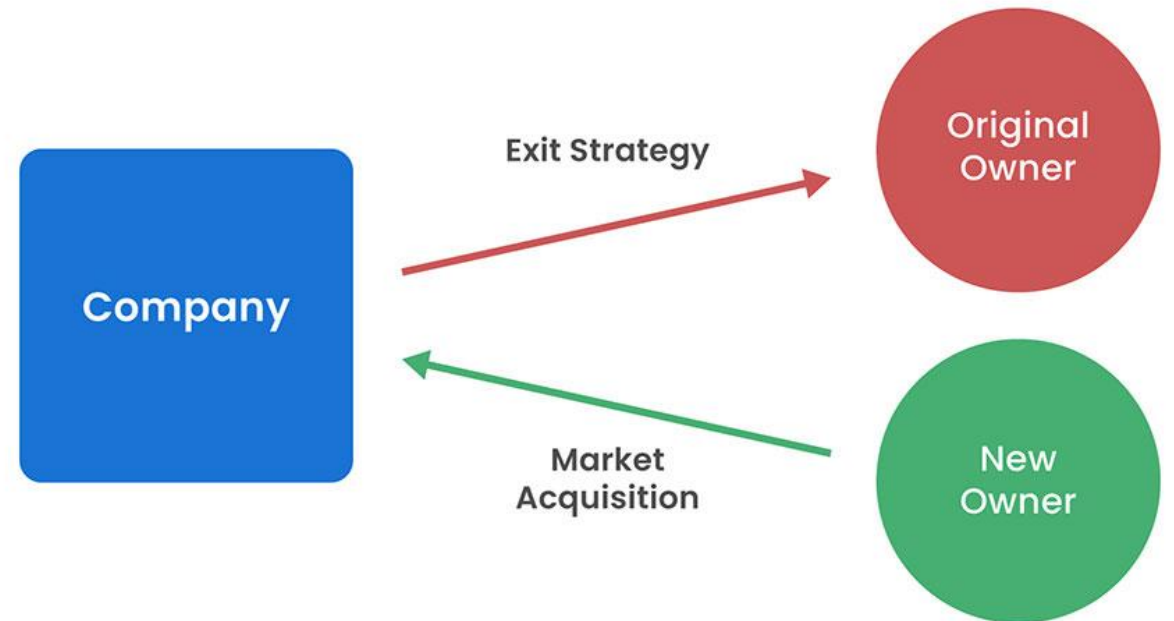


IMPORTANCE

9

Exit Strategy

- Listing on a stock exchange provides a potential exit strategy for founders, early investors, and private equity firms.
- They can sell their shares to the public, realizing their investment gains and allowing them to pursue new ventures.





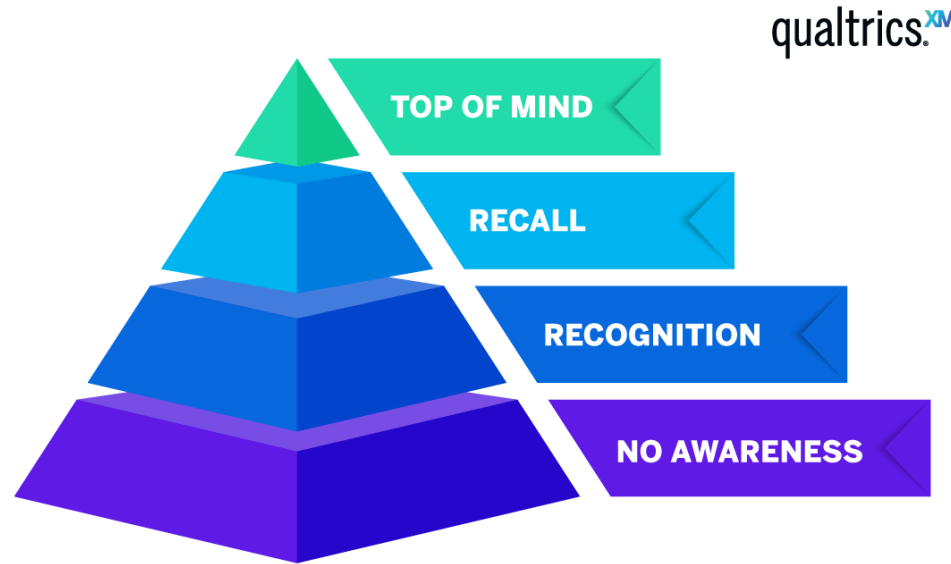
CORPORATE BRANDING

Role in Increasing Corporate Value in Stock Market

ROLE

Increased brand awareness and reputation:

- A strong corporate brand can help a company stand out from its competitors and create a positive reputation in the minds of investors and consumers.
- This can lead to increased Corporate value in the stock market.



ROLE

Improved customer loyalty:

- A strong corporate brand can also help to improve customer loyalty.
- Customers are more likely to do business with companies that they trust and have a positive relationship with.
- This can lead to increased sales and profitability and hence, Corporate valuation in stock market.



ROLE

Premium pricing:

- Companies with strong brands can often command premium pricing for their products and services.
- This is because customers are willing to pay more for products and services from brands that they trust and respect.

Apple WATCH EDITION

Available in 8 models



\$15,000

42mm 18-Karat Yellow Gold Case with
Black Classic Buckle
\$15,000.00

Select



\$17,000

38mm 18-Karat Yellow Gold Case with
Bright Red Modern Buckle
\$17,000.00

Select

**premium
pricing**



Corporate Branding

ROLE

Multiple Revenue Streams:

- Companies with strong brands often have the ability to extend their products or services into new areas, leveraging their brand equity.
- This diversification can lead to multiple revenue streams and added value, making the company more attractive to investors.



ROLE

Increased employee morale:

- Strong corporate brands can also help to increase employee morale.
- Employees are more likely to be proud to work for a company with a strong brand, and this can lead to increased productivity and innovation.



ROLE

Investor sentiment

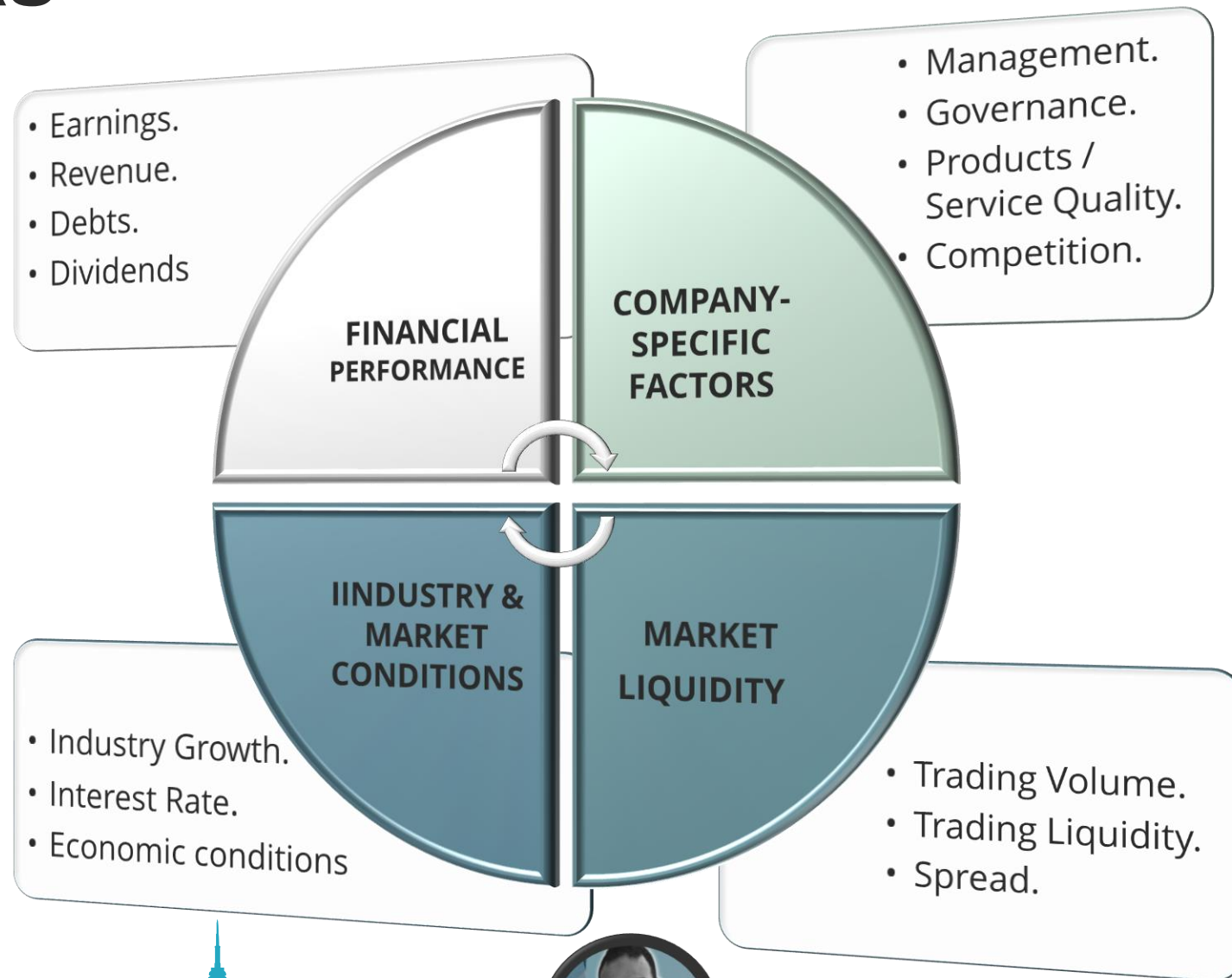
- A strong corporate brand can create a positive sentiment among investors, potentially driving up the company's stock price.
- When a company is perceived as distinctive, reliable, and innovative, investors tend to be more willing to buy and hold its stock, which can increase demand and drive up its valuation on the stock market.



Factors influencing Corporate value In Stock Market



FACTORS

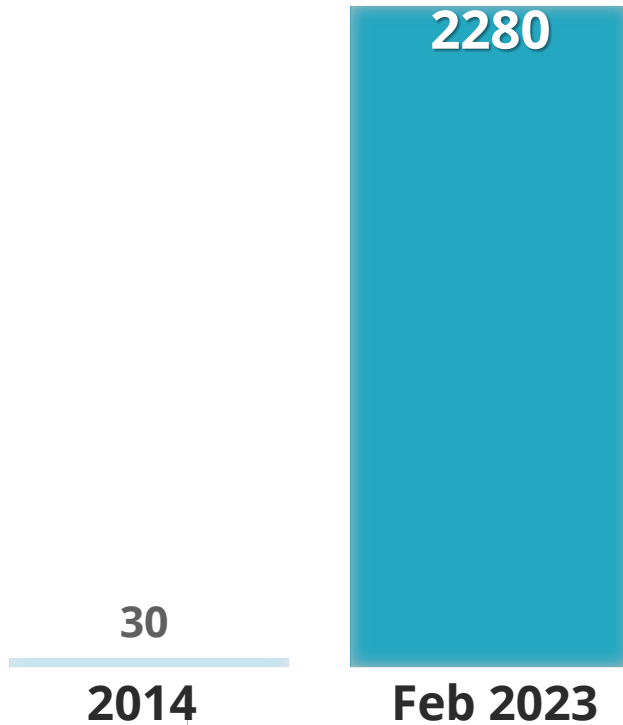


SUCCESS STORIES



SUCCESS STORIES

Google

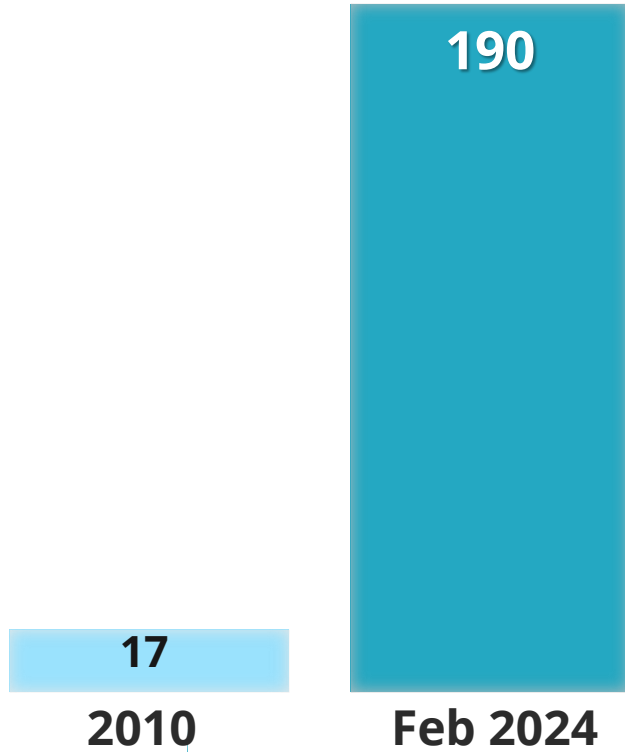


- **Brand Evolution:** Google's brand constantly evolves. Its expansion into new areas like self-driving cars and AI might influence investor perception and stock price depending on their success.
- **Global Landscape:** Brand perception can vary geographically. Understanding diverse perspectives is crucial for a holistic understanding of its impact on the stock price.

Corporate Branding



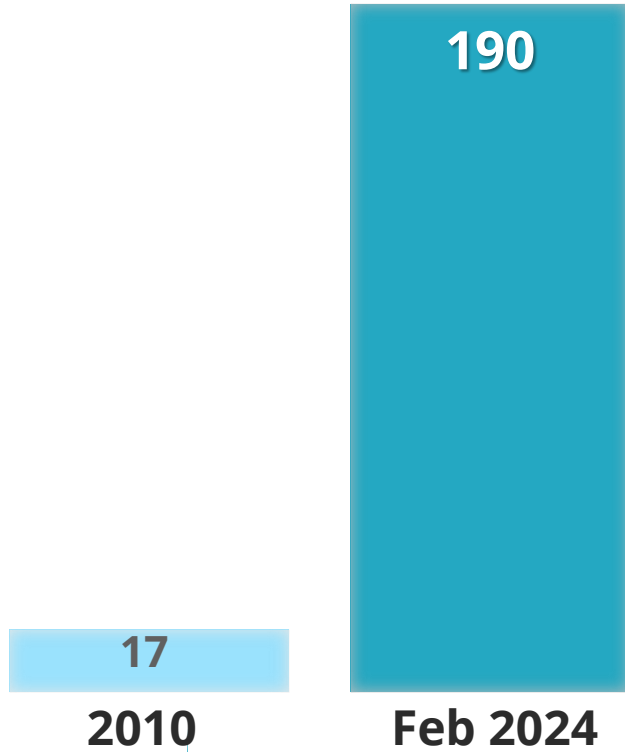
SUCCESS STORIES



- Apple is one of the most valuable brands in the world, and its stock price has reflected its strong brand equity.
- In 2010, Apple's stock price was around \$17 per share. Today, it is over \$150 per share.
- This is due in part to Apple's strong brand reputation for innovation and design.



SUCCESS STORIES

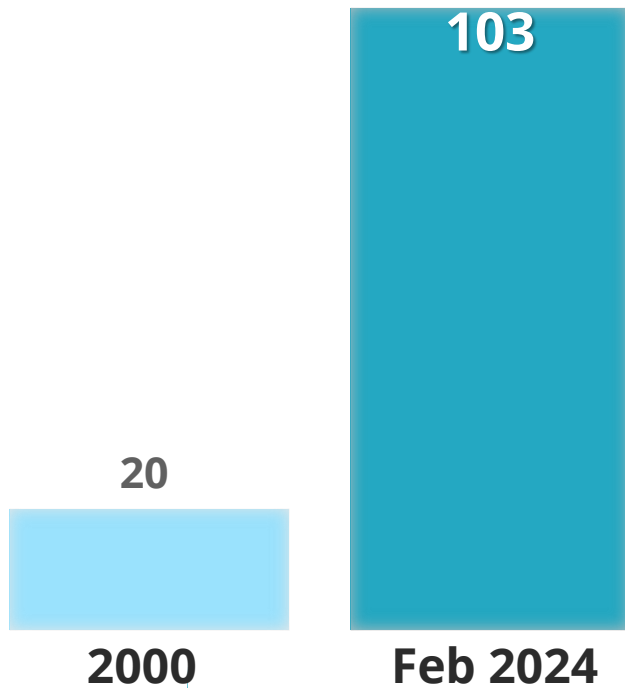


- Iconic Brand.
- Emotional Connection.
- Premium Brand image.
- Compelling narrative & brand storytelling.
- Investors Confidence.
- Long-term Influence.



Corporate Branding

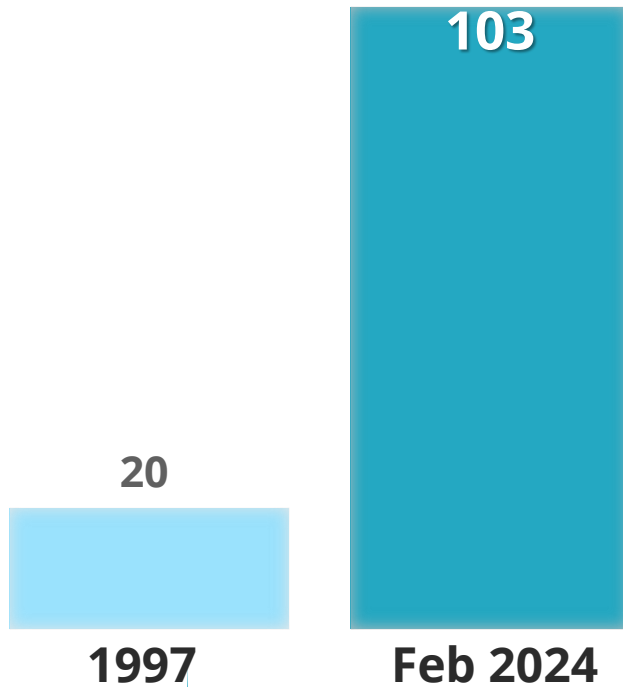
SUCCESS STORIES



- Nike is another company with a strong brand reputation. Nike's stock price has also increased significantly over the years. In 2000, Nike's stock price was around \$20 per share. Today, it is over \$103 per share.
- This is due in part to Nike's strong brand association with athletes and athleticism.



SUCCESS STORIES



- Amazon is another company with a strong brand reputation. Amazon's stock price has increased significantly over the years. In 1997, Amazon's stock price was around \$18 per share. Today, it is over \$170 per share.
- This is due in part to Amazon's strong brand association with convenience and value.





SAUDI STOCK MARKET

SAUDI STOCK MARKET



The Saudi stock market, officially known as the **Tadawul**, stands as a prominent financial hub within the Middle East, boasting a well-established and sophisticated infrastructure.

Established in 2007, the **Tadawul** has emerged as the primary trading venue for Saudi Arabian equities, housing over **200** listed companies with a collective market capitalization surpassing **\$2 trillion**.



SAUDI STOCK MARKET

Top 10 Companies in Saudi Stock Market – 17th Feb. 2024

Rank	Company Name	Symbol	Market Capitalization (SAR Billion)	Sector
1	Saudi Arabian Basic Industries Corporation (SABIC)	2010	2,149	Chemicals
2	Saudi Aramco	2222	2,102	Oil & Gas
3	Al Rajhi Bank	1120	202.7	Banking
4	The National Commercial Bank (NCB)	1410	178.8	Banking
5	Riyad Bank	1010	134.6	Banking
6	STC Group (Saudi Telecom Company)	7010	133.8	Telecommunications
7	Saudi Electricity Company (SEC)	5210	121.6	Utilities
8	Abdullah Al-Othaim Markets Company	4001	65.6	Retail
9	Jarir Marketing Company	1601	46.6	Retail
10	Saudi Kayan Petrochemical Company	3550	46.4	Petrochemicals



SAUDI STOCK MARKET

Top 10 Pharmaceutical Companies in Saudi Stock Market – 17th Feb 2024

Rank	Company	Closing Price (SAR)	Change (SAR)	Change (%)
1	Al-Dawaa Medical Services Company	114.8	0.4	0.35%
2	Riyadh Pharma	86.8	2.2	2.62%
3	Nahdi Medical Company	52	0.4	0.77%
4	Dr. Sulaiman Al Habib Medical Services Company	50.6	1.6	3.26%
5	Tabuk Pharmaceutical Manufacturing Company	49.2	2	4.23%
6	Saudi Pharmaceutical Industries & Medical Appliances Corporation (SPIMACO)	38.2	-0.1	-0.26%
7	Al Jouf Agricultural Development Company	33.6	0.6	1.82%
8	AstraZeneca Plc	8.64	0.08	0.93%
9	Pfizer Inc.	7.16	0.04	0.56%
10	Al- Faisaliah Healthcare	5.32	0.02	0.37%



SAUDI STOCK MARKET

Factors Influencing Saudi Stock Market Performance

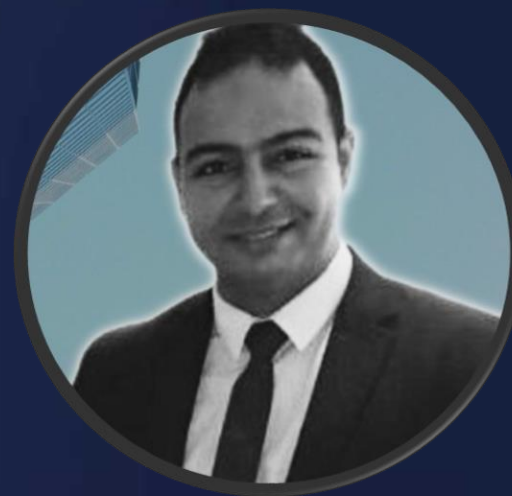
Oil Price Dynamics: The global oil price holds significant sway over the performance of the Saudi stock market. When oil prices are favorable, Saudi Arabian companies tend to experience enhanced profitability, leading to an uptick in their stock prices. Conversely, when oil prices decline, corporate profitability tends to diminish, potentially triggering a downward trend in stock prices.

Global Economic Conditions: The broader global economic landscape also exerts a considerable influence on the Saudi stock market. During periods of global economic expansion, investor confidence generally strengthens, encouraging investments in Saudi stocks. However, when global economic conditions falter, investor sentiment may shift towards caution, potentially leading to divestments from Saudi equities.

Saudi Arabian Political Landscape: The political climate within Saudi Arabia plays an indirect yet significant role in shaping market sentiment. Periods of political instability may erode investor confidence, prompting them to seek safer havens for their investments. Conversely, political stability and reforms can foster a more favorable investment climate, attracting capital inflows to the Saudi stock market.



Thank You



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