



MARKET

The Middle East and North Africa (MENA) region has continued to attract global attention during the past few years. Today **Global** addresses the theme of the economic development and the structural changes in the region and stands at the threshold of the strong economic growth and improved business environment. Strong economic performance is being recorded mainly as a result of favourable business climate, sustained domestic consumption and rising oil prices.

However, one of the commendable efforts seen in the MENA region is the financial and structural reforms initiated by these countries. Several measures, including the liberalisation of key services in the economy, across-the-board business and regulatory policy reforms and targeted interventions to promote specific sectors have helped in diversifying and broad-basing of the economies. This buoyant economic growth has helped in employment generation which is a major challenge for the region keeping in mind the demographic profile and population growth rates.

Foreign Direct Investment inflows into the MENA region improved considerably but still constitute only 6.1% of the total global FDI flows. It is expected that the FDI inflow to the region and the mobilisation of domestic and intra-Arab capital for development will grow in the coming years due to buoyant growth, competitive pressures and improvements in business environment in most of the countries.

MENA industrial investments have grown considerably but still the domestic private sector in these countries is not much developed. **Global** believes that, as an investment bank, it has an important role to play by developing and marketing the private sector opportunities in the region.

ACHIEVEMENTS

In June 2008 **Global** celebrated its ten year anniversary achieving what normally requires 25 years. It has faced a lot of challenges and was capable to record outstanding achievements year after year.

From an entrepreneurial US\$50 million company to a company with a market

capitalisation exceeding US\$5.4 billion, **Global** today is one of the largest investment banks in the region.



Global's achievements have not gone unnoticed. **Global** has been highly recognised and appreciated by a number of local, regional and international parties on the corporate, product and management level.

On the corporate level the company was named "Best Equity House in Kuwait" for four consecutive years by Euromoney, "Best Investment Bank in Kuwait" for 2008 by Asiamoney, Best Investment House and Best Real Estate Investment House by Islamic Finance Real Estate in addition to the Gulf Excellence award.

On the product level **Global** 10 Large Cap Index Fund was awarded by Lipper for 2007 and 2008, in addition **Global** Buyout fund was awarded best private equity fund by Terrapinn and several hedge funds managed by **Global** were ranked amongst the world's top best by Eurekahedge and Barclays.



On the management level Mrs. Maha Al-Ghunaim, Chairperson and Managing Director, received a lot of awards and recognitions, she was ranked amongst the most 100 powerful women in the world and the most powerful in the Arab world by Forbes International for two consecutive years. In addition, she received



awards and recognitions for her contribution to the financial industry from the Italian state, Rimini chamber of Commerce, Forbes Arabia, Arabian Business, Bankers Middle East, Financial Times and Newsweek Arabia.

HISTORY

Global Investment House "**Global**" is a full-fledged investment company incorporated in 1998. **Global** plays an important role in promoting investment opportunities in the MENA region to investors through expert financial engineering. It provides investors with a diverse scope of international and national investment opportunities and facilitates those investments by providing clients with services that target their individual needs and exceed their expectations.

During the initial years of its operations **Global** focused primarily on investment products in Kuwait and offering Kuwaiti, GCC and international products in the Kuwait market. After establishing its position in Kuwait, **Global** commenced a strategy of geographical expansion by establishing branches and subsidiaries in other GCC countries, the broader MENA region and other emerging markets such as India and Pakistan. **Global** currently has a local presence in sixteen countries: Kuwait, Saudi Arabia, UAE, Bahrain, Oman, Qatar, Jordan, Egypt, Tunisia, Sudan, Yemen, Turkey, Pakistan, Hong Kong, Algeria and India.

Today **Global** stock is traded on the Kuwait Stock Exchange, Bahrain Stock Exchange, Dubai Financial Market and London Stock Exchange.

PRODUCT

Global strives to develop and market high quality, value added, consumer-preferred financial products and services that exceed **Global's** clients' expectations. **Global** meets its objectives



by investing in various fields that develop its business for the future, based on pre-set core values and principles.

With close support from various business sectors, **Global** is confident that its clients can always acquire the greatest viable performance from the expertise of a well-established team of professionals. The firm's business sectors stretch through a wide spectrum of financial services grouped into five business pillars; Investment Banking, Asset Management, Alternative Investments, Brokerage, Principle Investments and Real Estate.

Global's products have been observed and detected in various directions from producing to reaching high goals of achievements and awards. **Global** has maintained and built strong and long lasting relationships with financial and non-financial institutions worldwide. These distinguished relationships with clients, business partners, shareholders and staff are based solely on trust and professionalism, leading to superior service and returns to all parties involved.

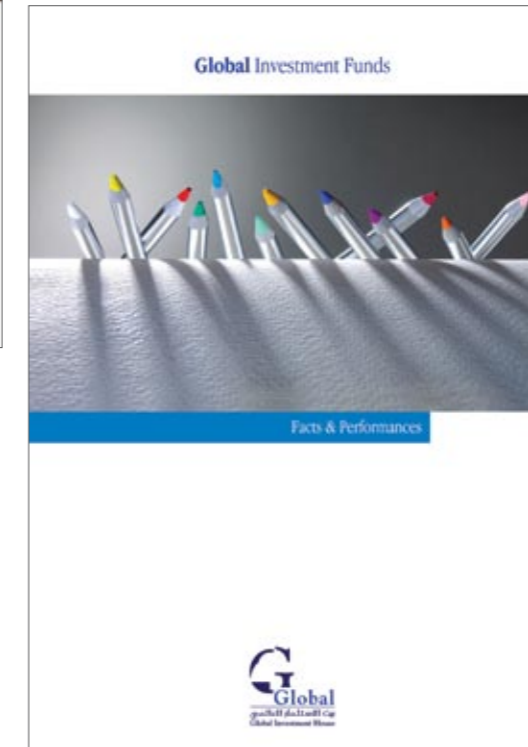
As a further means of extending its services to the community, **Global** produces, on a regular basis, in-depth research reports. **Global** targets equity research, market reports, country reports, economic reports, market indices and weekly updates all of which span throughout the MENA region and which are available to the public free of charge.



RECENT DEVELOPMENTS

Earlier in 2008, the company went into a restructuring exercise moving the company from the entrepreneurship stage into an institution.

The company has increased its capital in 2008 by 35% reaching KD 137 million (US\$ 513 million) by successfully raising US\$ 1.15 billion as **Global** Depository Receipts (GDRs) and listing these GDRs on the London Stock Exchange. **Global** is the first Kuwaiti company to be listed on London Stock Exchange.



The company is undergoing an expansion strategy focusing mainly on the MENA region. It has obtained the license to operate as a full fledged investment bank in the Kingdom of Saudi Arabia offering Investment Banking, Asset Management, Brokerage and Research services.

Global has also announced the launch of its operation in Egypt as a full fledged investment bank. **Global** has acquired an investment company and a brokerage firm which were re-branded into **Global**. Today the operation in Egypt consists of over 120 professionals with the aim to become the leading investment bank in Egypt.

PROMOTION

Global believes that communication and experience are what create and maintain brands; Failing in one of them results in either losing opportunities or client dissatisfaction. Accordingly **Global** has been carefully managing the brand from these two angles.

On the experience side **Global** continuously monitors its service quality by testing all the touch points with stakeholders. This process aims to enhance the service level supported by excellent products to exceed clients' expectations.

On the other hand, communication is also a major pillar of the company's branding exercise. **Global** was ranked for the past two years as the highest media coverage in Kuwait based on press releases and articles. The Communication team has built a distinguished business relationship with regional and international media allowing the brand to leverage from this relationship.

Global also engages in various activities that get it closer to its clients from road shows to events sponsorship.

The company believes in giving back to society. **Global** has a strong corporate social responsibility from activity and sponsorships to research, **Global** plays a vital role in the community and believes in the young generation and supports them to prosper.

BRAND VALUES

Global's business philosophy is to build distinguished relationships with its clients, business partners, shareholders and staff based on professionalism and trust resulting in stronger returns to all parties involved. **Global** is a brand name that reflects professionalism, creativity, know how and wealth creation.

Global's vision is to be the best financial products, services provider and preferred choice in the markets it serves. Its mission is to add value and make a difference to its stakeholders and its values are based on trust, ethical approach, quality, commitment, creativity, innovation and initiative.



Global believes that diversity is the very foundation of its company's culture. **Global's** culture is supported by focusing into the future, through offering its clients diverse products and services to benefit from the various opportunities in the market. This diversity enhancement positions **Global** to build stronger relations with the developing marketplace and, at the same time, to create a healthy, education and dynamic working place.

www.globalinv.net

Things you didn't know about Global Investment House

Global manages the largest number of funds - 38 funds, with different strategies

Global was the first company in the region to introduce research reports to the public free of charge

Global client base grows continuously and 70% of them have invested in one or more of its managed funds.

US\$ 1 million invested in **Global** at inception (in 1998) is today worth US\$ 50 million.