



Press Release

Amwal Unveils Enhanced Corporate Identity

Announcement marks Firm's natural progression to a new phase of growth with a strong new vision

DOHA, April 16, 2006: Amwal today revealed its enhanced corporate identity that has been developed to convey the Firm's vision of being the leading investment banking, asset management and financial planning firm in Qatar and its regional markets of choice.

Launching with unrivalled market presence, Amwal's enhanced corporate identity has developed alongside the company's growth and clearly reflects the Firm's track record, its strengths and innovative approach to financial opportunities, as well as its commitment to maintaining the highest standards of integrity and corporate governance.

The enhanced identity was developed through a series of internal strategy workshops facilitated by international experts. Amwal's senior management team was involved in every step of developing the new vision, mission, guiding principles and corporate identity.

Sheikha Hanadi, Vice Chairperson and Managing Director commented, "Qatar's economy has grown exponentially in recent years paving the way for Qatar to develop into the premiere financial hub of the region. As the leading investment banking, asset management and financial planning firm in Qatar, Amwal will capitalize on the significant opportunities that are arising in the country and at the regional level."

Mission: Amwal's mission is to provide superior risk adjusted returns to its shareholders and clients, to grow alongside the Qatari economy by participating in the development of the financial services sector, and gain recognition within the community as the employer of choice.

Philosophy: Amwal take prides in the professional quality of its work, with an uncompromising determination to achieve excellence in all areas. Moreover, the Firm believes in thinking "out of the box" and looks for new opportunities through constant learning and self improvement. Amwal's commitment to corporate governance, based on international best practice and absolute transparency, is reflected in every aspect of its business.



Amwal's Guiding Principles are summarized as follows:

Integrity: We have three invaluable assets - our people, our capital and our reputation. If any of these are ever compromised, the last is the most difficult to restore.

Maximize Value: We provide superior risk adjusted returns to our shareholders and clients. We take a client-centric perspective, catering to their needs with an emphasis on building long-term relationships.

Do it Better: We take pride in the professional quality of our work. We are determined to achieve excellence in everything we do.

Reach out to our People: We promise to develop our people, reward them, empower them, and to treat everyone with utmost respect.

Expand our Horizons: We think "out of the box," looking for new opportunities and challenges through constant learning and self improvement.

Amwalize it - That's what we do.

Enhanced Logo – “Transcending the Circle”

The open circle at the base represents the Firm's solid foundation, heralding the transition to a new phase of growth and excellence, magnifying and capturing opportunities in the financial services industry.

Designed around the first letter of the Firm's name, the three red upward sweeping lines are inspired by sharp Arabian swords, and portray the exponential growth that Amwal has achieved in its three business lines over the past eight years. They also reflect the Firm's proactive approach towards market opportunities.

The combination of the contemporary blue typeface and the classic serifs convey the Firm's innovative approach and commitment to integrity and corporate governance.

Mr. Khaled Hassan Rashed, representing Abraaj Capital on the Board of Directors of Amwal said, "Today our stakeholders are seeing the enhanced Amwal. Our enhanced corporate identity signifies a new phase in Amwal's growth. Building on the Firm's solid foundation we intend to aggressively grow through offering innovative products and services to our clients."

Solid Foundation

Founded in 1998, Amwal is the first investment company to be licensed by the Central Bank of Qatar operating in three lines of business; investment banking, asset management and financial planning. The firm has launched the first investment portfolio and the first mutual fund investing in the Doha



Securities Market and under-wrote the first non-Qatari Initial Public Offering in the country. Amwal has one of the largest investment teams in Qatar, employing more than 50 talented professionals. The firm benefits from a strong shareholder base comprising of Abraaj Capital and Shuaa Capital from the UAE, Qatar Foundation, Qatar National Bank and Qatar Navigation.

Amwal's team is at the core of its success and has aligned the Firm with some of the most prestigious landmark transactions in the region, and brings over 100 years of combined experience in various backgrounds including asset management, investment banking, corporate finance, auditing, commercial banking, media, law, consulting, real estate and IT, as well as many others. The Firm's team has gained its experience from leading global and regional institutions including Merrill Lynch, Citibank, Dubai Islamic Bank, Mashreq Bank, Faysal Bank, Doha Bank, Bank of America, ING, Abraaj Capital, CIB Egypt, Ernst & Young, Deloitte & Touche, Mobil Com, Telezoo.com, Fortune Promo Seven, Euro R.S.C.G., Nasser Bin Khalid & Sons and UNICEF. Amwal's team hails from Qatar, Pakistan, India, Lebanon, Egypt, Jordan, Britain, the USA, South Africa, Sri Lanka, Canada, Sudan, Morocco, the Philippines, Bahrain, Algeria, Syria and Malaysia. The official business language is English but the Firm has a very strong breadth of linguistic capabilities.

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About Amwal

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