

MENA Asset Management and Brokerage Directory 2017



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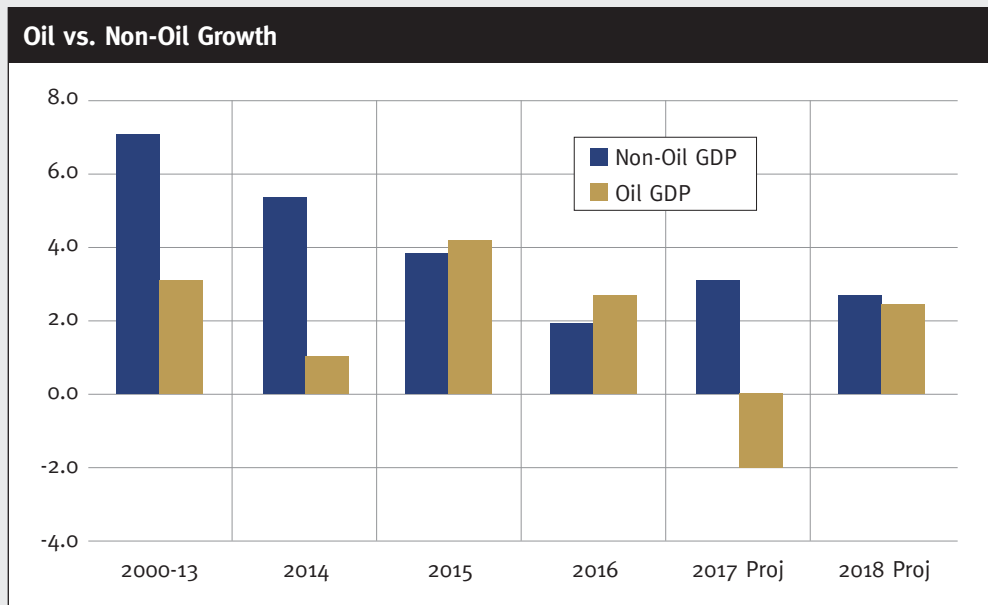
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MENA Asset Management and Brokerage Directory 2017

GCC REFORM AGENDA OPENS UP NEW OPPORTUNITIES

The Gulf region is going through a period of significant change, with the low oil price climate since 2014 helping to accelerate reform. In 2016, Saudi Arabia unveiled its Vision 2030 programme and its associated National Transformation Programme blueprint, intended to move the kingdom away from oil dependence and put the private sector firmly in the driving seat. Other Gulf states have also sought to exploit the low oil revenues to boost reform efforts, whether through the reduction of subsidy regimes or by encouraging private-led investment programmes.

The financial sector is central to the Gulf's ambitious reform effort, explains Dr Ryan Lemand, Managing Director - Head of Wealth and Asset Management at ADS Securities. He notes that despite some challenging economic conditions, investor sentiment is generally good in the region. Market momentum also looks positive, following on from announcements in Saudi

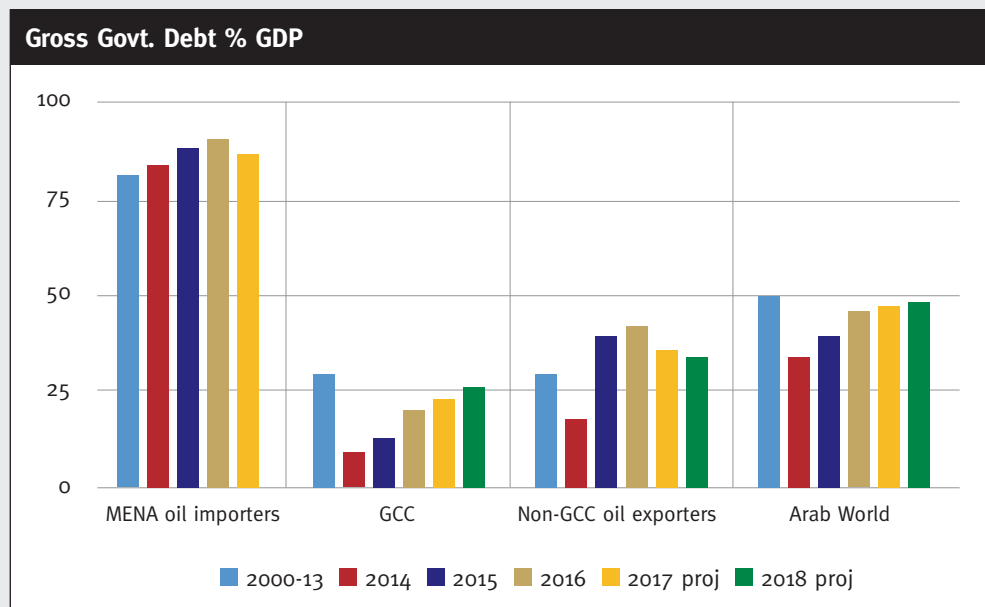


Arabia and the UAE about new projects, and new initiatives at the sovereign level. This is in addition to the potential inclusion of Saudi Arabia in the MSCI's Emerging Market Index. This has created upbeat sentiment in the market, despite some volatility around early summer time. This renewed enthusiasm is not surprising, as investors tend to prefer countries where reforms are taking place.

Performance inevitably varies according to sector. Some are quite positive other sectors, which rely heavily on subsidies, have suffered. An example is the ceramic manufacturing segment in Saudi Arabia. This has traditionally received subsidies, and is now being undercut by less expensive Chinese products, which are reducing profits for the KSA companies. On the upside, there are other areas in the GCC where there is strong momentum, such as insurance, healthcare and retail, which are sectors that are non-subsidized, and less dependent on the price of oil.



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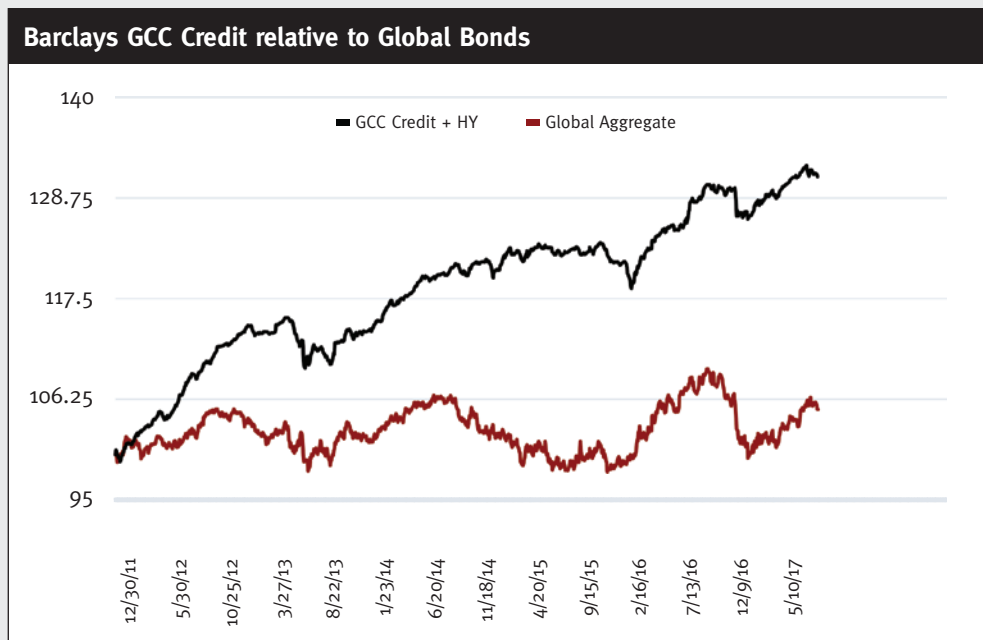


In the GCC, investors are clearly in a risk-on mood at the moment. Previous concerns about the Trump administration, and what it might mean for the region, have subsided. Meanwhile, Saudi Arabia's King Salman Bin Abdul-Aziz's month-long visit to Asia in February-March has opened up potential new trading partners for the GCC. Furthermore, the appointing of Prince Mohammed Bin Salman as Crown Prince has been well received, as he has been on the forefront of the reforms taking place in the Kingdom.

Another positive is that oil prices appear to have stabilised, with the Opec quota agreement from late 2016 reducing volatility. Before the Opec deal, oil typically traded at a range of \$26-50/barrel. That is an implied volatility of 65%. After the Opec deal, this volatility dropped to 22%, which has largely driven speculators out of the market.

Oil price stability means that forecasting becomes much more reliable. You can now budget using reliable and solid numbers and this is exactly what has happened in the GCC. It is easier to forecast how much you need to pay and over what period of time.

In terms of capital markets activity, in 2017, the fixed income picture looks

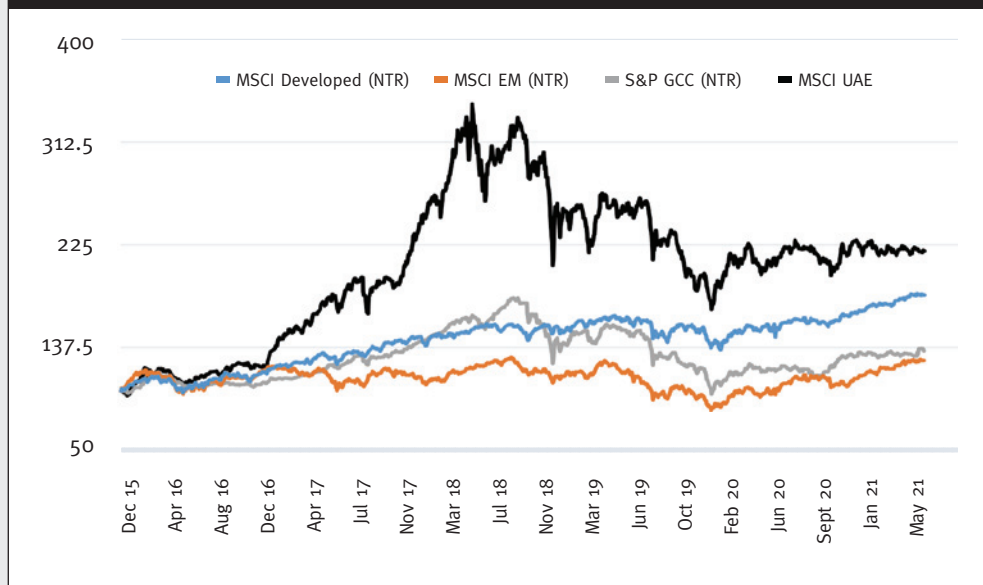


healthy in the Gulf. 2016 was a stellar year on a performance basis, with strong demand for fixed income instruments. Not a single GCC perpetual is trading below par at the moment, which is quite unusual. This year should see a continuation of that trend, with more issuance and more demand.

Another key change has seen the introduction of new instruments for investors in the UAE, after new regulations were introduced regarding the marketing and distribution of securities. But there is now a pressing need for regulators to bring in new regulations to fill in the remaining gaps. More regulations are needed in order help professional investment managers to do their jobs, and that means derivatives and short selling.

Looking ahead, the main concerns for the Middle East are still on the geopolitical level rather than financial. Overall, as managers of international portfolios, we are overweight on this region and in a risk-on mode, versus other mature markets where valuations have reached high levels. However, we approach the region on a stock picking basis. That means avoiding sectors that are affected by the removal of subsidies, and focus instead on non-cyclical sectors. That is the route to capturing some exciting investment opportunities that this rapidly expanding region is creating.

GCC Equities Have Outperformed EM since the Peak of the Commodity Cycle



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ADS Securities is an Abu Dhabi based and owned international financial services company, dedicated to providing the highest quality investment opportunities for institutional, private and retail clients. With regional offices in London and Hong Kong it offers unique wealth management, asset management, capital market and trading services delivered by market experts.

It has made a significant investment into proprietary multi-asset trading technology which is central to its ability to access liquidity and assets, as well as delivering the highest quality products and services. Investment has also been made into people with the development of experienced, highly qualified teams with diverse backgrounds committed to a vision of becoming a leader in global business.

Through organic growth, acquisition

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ADS Securities is an Abu Dhabi based and owned international financial services company, dedicated to providing the highest quality investment opportunities for institutional, private and retail clients. With regional offices in London and Hong Kong it offers unique wealth management, asset management, capital market and trading services delivered by market experts.

It has made a significant investment into proprietary multi-asset trading technology which is central to its ability to access liquidity and assets, as well as delivering the highest quality products and services.

Investment has also been made into people with the development of experienced, highly qualified teams with diverse backgrounds committed to a vision of becoming a leader in global business.

Through organic growth, acquisition

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