



A Legacy Since 1979

[www.shuaa.com](http://www.shuaa.com)

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## WHO WE ARE



Founded in 1979, SHUAA Capital is the Middle East's pioneering full-service investment bank, offering a diverse range of investment banking, capital markets, asset management and credit capabilities to a range of institutional and retail clients in the region and globally.

As the region's oldest homegrown financial brand, with over four decades of experience and relationships, SHUAA benefits from a deep understanding of regional equity and fixed income markets and has the longest track record of delivering complex, large public offerings across the Middle East.

We are proud of our demonstrable track record of success and ability to deliver long term value for our partners across the region. We aspire to maintain our leading position as a trusted investment partner for our clients, which include public and private companies, private equity firms and their investee companies, financial institutions, sovereign wealth funds and regional governments.

The bank and its subsidiaries have an excellent working relationship with, and are regulated by the UAE Central Bank, Emirates Securities & Commodities Authority, UAE Ministry of Economy, Dubai Financial Services Authority, the Capital Market Authority in Kingdom of Saudi Arabia, the Saudi Arabian Monetary Authority and the Financial Regulatory Authority in Egypt.

*At the vanguard of regional integration into global emerging markets universe*

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## INVESTMENT BANKING



SHUAA's investment banking division provides a wide range of M&A advisory, debt and equity capital markets, private placements, structured investments, corporate advisory and other services, with a continued focus on medium-to-large sized companies across the UAE.

SHUAA's Investment Banking team has a well-established track record of delivering some of the most prominent IPOs in the UAE and the Middle East, having successfully executed and raised over AED 13 billion worth of capital in SHUAA-led offerings for our clients since 2002.

SHUAA's long-term regional presence and detailed sector-specific knowledge has allowed it to benefit from longstanding relationships with regulators and stock exchanges in the region, reinforcing its ECM execution capabilities and overall brand.

Additionally, SHUAA has leveraged the team's deep corporate finance technical expertise to establish itself as a leading M&A advisor to

middle-market companies in the GCC region, advising on buy and sell-side transactions for our mid-market corporate clients as well as helping them optimize their capital structures.

Our people are our greatest asset and the focus of our investment banking value proposition. We have successfully assembled a highly skilled workforce with best in-class investment banking capabilities that enables SHUAA to tailor bespoke capital structuring solutions for our clients and deliver long term shareholder value.

**M&A Advisory**  
**Equity Capital Markets**  
**Debt Capital Markets**  
**Corporate Advisory**

## CAPITAL MARKETS



Very few home-grown full-service investment banks can match SHUAA with regards to demonstrable experience across regional capital markets. Our clients consider us a trusted and reliable counterparty, delivering timely advice and structuring complex investment solutions that suit their distinctive needs. Our team members, many of whom have spent decades in the regional capital markets and investment banking industry, help clients establish lasting, meaningful relationships with the broadest possible spectrum of investors.

### Investment Portfolio Account

One-stop-shop access to the region's exchanges across through a single platform

Access to international markets and global primary equity and fixed income offerings

### Credit Trading

*Primary Market*  
Monitoring of global new issuances pipeline

Commentary and analysis on new issuances

Global access to new issuances via extensive network and relationships

### Delivery Versus Payment Account (DVP)

Provides direct access under specific National Identity Numbers (NIN)

Provides direct access to Saudi's TADAWUL under clients' own NINs

*Secondary Market*  
Global access to bonds / Sukuk

Daily pricing runs on regional names

Custody and settlement services

## SECURITIES BROKERAGE



SHUAA operates brokerage through its subsidiaries specializing in equities listed on the Abu Dhabi Securities Exchange (ADX), Dubai Financial Market (DFM), Nasdaq Dubai and the Egyptian Exchange (EGX).

We serve both retail and institutional clients through a team of brokers located in Abu Dhabi, Dubai and Cairo as well as providing the ability to trade through our e-trading platform, mobile trading application and Direct Market Access platform.

### Research

SHUAA's research employs a team of analysts providing thought leadership across the economy with a focus on financial markets, offering valuable insights and actionable ideas to our clients on market strategy, economics, equity, fixed income, and foreign exchange in the GCC and Egypt stock markets.

### Focus areas:

**Real Estate**  
**Insurance**  
**Energy & Utilities**  
**High yield bonds and sukuk**

## ASSET MANAGEMENT



We provide investment management services and offer investment products across all major asset classes to a diverse set of institutional and individual clients. We also offer wealth advisory services, including portfolio management, brokerage and other transaction services to high-net-worth individuals and families. Every day, we strive to foster a culture of excellence as investors, partners and risk managers working alongside our clients in developing complex investment strategies and allocating capital across.

### The Bank's solutions encompass:

Global Execution – a multi-asset, international trading platform offering custody and investor services as well as margin and leverage solutions

Investment Advisory – a focused delivery of dedicated investment advice by market and asset specialists ensuring our clients are kept at the center of our efforts. We are market and asset specialists delivering bespoke trade ideas and template strategies

Discretionary Mandates – we deploy an active portfolio management strategy on behalf of our clients reflecting a broad range of equity, fixed-income and multi-asset strategies.

SHUAA offers a diverse range of products to accommodate our clients' broad returns targets across the capital spectrum:

*Equities– both GCC and international equities*  
*Fixed income– both GCC bonds and international bonds*

*Tailored solutions– Bespoke solutions including structured products, alternative investments and risk management services*

## REAL ESTATE FUND MANAGEMENT & PROJECT DEVELOPMENT



For SHUAA, real estate is an integral segment within our overall value proposition and an important growth driver as part of our long term vision for the firm.

We are a differentiated real estate investment manager, with a focus on managing the development of prime projects in Saudi Arabia and UAE.

At SHUAA, we have assembled an experienced team that brings together a powerful combination of investment track record, development capabilities, and industry specific know-how in order to deliver attractive risk-adjusted returns for our clients.

Jeddah  
Riyadh  
Dammam  
Dubai

## CREDIT

### Gulf Finance Corporation- United Arab Emirates & Gulf Finance Corporation - Saudi Arabia

Originally founded in 1997 as a provider of growth capital to UAE based SMEs, today SHUAA, through its subsidiaries Gulf Financial Corporation and Gulf Finance Corporation- KSA, provides credit for corporates and financial sponsors. With offices in the UAE (Abu Dhabi, Dubai, Sharjah) and Saudi Arabia (Jeddah and Riyadh), we have lent over AED 5 billion in corporate financing since inception.

### Core Products

Business Vehicle & Equipment Financing

Finance Leases

Trade & Working Capital Financing

Mezzanine Debt

Business Deposits & Labour Guarantees



#### SHUAA Capital psc

Emirates Towers, Offices  
Level 31  
P.O. Box 31045,  
Dubai, UAE

**Tel:** +971 (4) 330 3600  
**Fax:** +971 (4) 330 3550

[www.shuaa.com](http://www.shuaa.com)  
**E:** [info@shuaa.com](mailto:info@shuaa.com)

#### SHUAA Capital Saudi Arabia

Tareem Tower, 2nd Floor,  
Olaya Street  
P.O. Box 8181, Riyadh- KSA  
11482

**Tel:** +966 11 4666990  
**Fax:** +966 11 4666993

[www.shuaacapital.com.sa](http://www.shuaacapital.com.sa)  
**E:** [scsa@shuaa.com](mailto:scsa@shuaa.com)

#### SHUAA Securities- Egypt

143, Banks Zone, Fifth  
Settlement, New Cairo, NBAD  
building (6th floor) Egypt

**Tel:** +2 2 5372 026  
**Fax:** +2 2 5372 027

[www.shuaasecurities.com](http://www.shuaasecurities.com)  
**E:** [shuaa.eg@shuaasecurities.com](mailto:shuaa.eg@shuaasecurities.com)

