



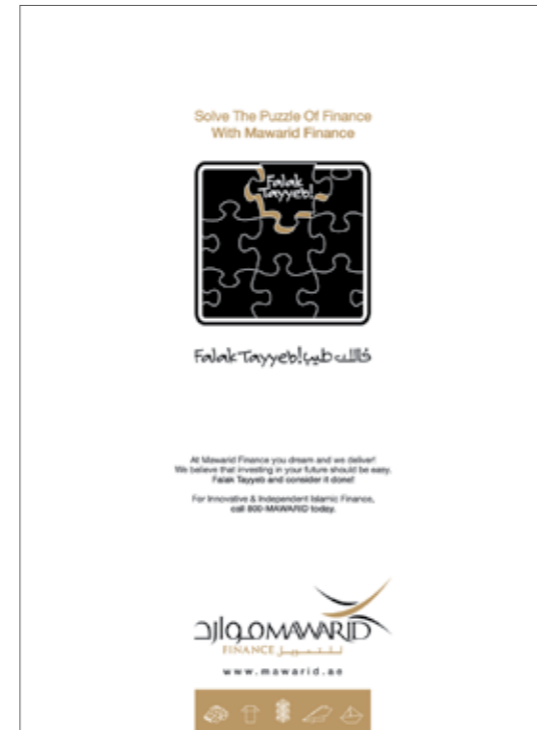
Mawarid Finance's concern is to employ UAE nationals and to pave a professional career path for them and assist them to develop their substantial capabilities. The Award was created for UAE university or college students and the winners are granted prizes and certificates as well as a competitive job opportunity with a 25% increase on the basic graduate salary and a fast track career plan. A database of all winners will be created and shared with government departments and private companies to give them the opportunity to employ the exceptional students.

HISTORY

Mawarid Finance (MF) is a Private Joint Stock Company incorporated in Dubai in 2006, with a paid-up capital of AED 1 billion. The Company plans to introduce a new vision within the Islamic finance sector in the region, meeting the growing needs of both retail and corporate customers.

MF is the first completely independent finance company in the UAE. Its share capital is distributed across more than 350 shareholders, with corporate shareholders and individual shareholders owning no more than 5% and 2.5% respectively, ensuring full operational autonomy. MF's strength is derived from the carefully selected professionals who have experience and know-how in the modern financial service sector and a deep knowledge of Islamic finance. Backed by a group of well-established shareholders, MF maintains good ties with strategic business partners and associates.

The vast knowledge and experience of the Mawarid Finance management team constitutes a key base for success and maintaining value and



high quality service for clients and shareholders.

This pool of knowledge and experience is a unique source to develop advanced strategies for different areas of sales, marketing, operations and communications, backed by the ability to apply these policies precisely and develop them as business grows. The group also combines specialist expertise in finance, banking and investments with the best international operational practice.

Mawarid thrives on its long-standing rapport with an extensive network of consultants and experts across a broad range of professional and industry sectors, drawing on their expertise as necessary according to the nature of each transaction. As part of its strategic vision based on the importance of experienced individuals as part of continuous growth, Mawarid is committed to attracting and maintaining the highest calibre people while giving them the support to deliver superior results.

Mawarid Finance has set a goal to provide innovative and complete service and has made it a mission to deliver pioneering services that cover all possible market needs. To do so, Mawarid Finance created affiliates and subsidiaries which are:

MFI Investments: MFI Investments is a limited liability company wholly owned by Mawarid Finance with a capital of AED 10 million. Established in 2008, MFI aims at developing and realising valuable investment concepts in the field of agricultural, industrial and commercial projects.

Al Jazeera Financial Services: Established as a limited liability company in Dubai, UAE, in 2005 with a paid up capital of AED 30 million, Al Jazeera Financial Services specialises in financial intermediation.

Mawarid Finance recently acquired a controlling 55% stake in JFS and made JFS its brokerage arm for Shariah-compliant shares listed on DFM and ADSM.

Takaful House: Established in July 2008 as a public joint stock company with an initial paid-up capital of AED 100 million, based in Dubai, Takaful House PJSC has been listed on DFM. It is mandated to carry out general takaful (Islamic insurance) business.

With the rapid development of Islamic banking and finance worldwide and in the United Arab Emirates in particular, the potential growth for takaful business is promising.

First Investment Bank (FIB): Founded in 2007 First Investment Bank is a pioneering Sharia compliant investment bank for institutional and high net worth individual investors in the Middle East. FIB is registered as a Bahrain Joint Stock Company (closed) regulated by the Kingdom's Central Bank.

The Bank offers industry and individual clients innovative, high-quality, diversified Sharia compliant services and products.

Islamic Business Services (IBS): IBS is an independent company under formation with a capital of AED 20 million for offering fee-based services to prospective investors. IBS will join with strategic partners on various areas of expertise such as I.T. system development, system implementation, identification of prospective investors and business opportunities.

Al Yamama Takaful: Al Yamama Takaful (under formation) is a public shareholding company with an initial paid-up capital of AED 100 million to be listed on DFM to carry out family takaful (Islamic insurance) business.

PRODUCT

Mawarid offers its clients in the UAE a variety of superior services and unique investment opportunities across a range of products. All Mawarid's products are Sharia'a-compliant and based on principles such as Ijarah, Istisnaa, Mudharaba, Musharaka, Murabaha, and Wakala-

Commercial Offices Finance: Due to the demand for commercial spaces in UAE, Mawarid has developed this product to finance the commercial spaces in all the business areas of UAE.



eMurabaha: It is first of its kind product in UAE where a customer will purchase goods online or offline and request funding online by utilising his pre-approved financing limits. It is offered under the Islamic mode of Murabaha.

Goods Finance: This product is for clients who want to finance the purchase of goods to meet the growing requirements of their businesses. It is also offered under the Islamic mode of Murabaha.

Labour Guarantees: Mawarid issues labour guarantees to meet the growing demand of the labour market. Mawarid issues online labour guarantees that are a secure and more convenient way to meet the guarantees in large numbers.

Letter of Guarantee: Letter of Guarantee is issued under the mode of Kafalah. Mawarid cover all types of guarantees ranging from bid bonds, performance bonds, advance payment bonds and guarantees for retention monies, maintenance, Labour or Customs duty.

Vehicle Finance: This product serves clients who wish to add vehicles to their fleet. Under this product clients are able to purchase new and used vehicles by availing the Murabaha facility.

Home Finance: Aqarat Mawarid is a unique home financing product offered by Mawarid Finance. Following Islamic Shariah principles Mawarid Finance thrives on achieving your choice of owning not just a house but a home that best suits your desires.

Istithmarat Mawarid: Mawarid offers a variety of superior services and investment opportunities to both retail and corporate customers. The company has plans to expand its range of product services and branch network as well as exploring opportunities regionally.

RECENT DEVELOPMENTS

Islamic Finance portal: Mawarid Finance recognising the importance of the internet is launching an Islamic Finance portal to provide in depth information and financial updates covering local and regional market status.

Online Finance Service: Mawarid Finance will be launching its online service to ensure easy access to the many finance products offered by the company.

Expansion: Mawarid Finance is in the process of expanding and opening branches all over the UAE and is constructing a tower which will be Mawarid Finance's headquarters and which will include fourteen dedicated floors.



PROMOTION

Following its innovative approach to Islamic Financial products whether through print, outdoor and radio advertising, the events they have supported or their marketing materials, Mawarid Finance has always done things a little differently.

From close associations with sporting or community organisations to innovative online activities this has been mirrored with a fresh and innovative creative style that gives the brand an appealing and unique identity in a crowded market.

By using the art form of Origami "The ancient Japanese art of paper engineering" as a visual metaphor for not only the precision and intricate care that the company has taken with its customised products but also the blank page that Mawarid Finance shares with its customers before building their future.

While the Origami and graphical approach theme are the foundation and part of the brand's identity, the key message throughout 2008 has been the promotion and education of the market about the company tagline - Falak Tayyeb! This is a common term in the Emirates and other GCC nations for 'consider it done' and speaks volumes about the philosophy of the company as a whole and its commitment to excellence and transparency.

BRAND VALUES

Mawarid Finance's mission is to create superior and innovative Sharia'a-compliant products and services, sustaining high-quality performance and maximising market share to become the first choice provider of Islamic financial solutions in a modern business environment. It aims to be a leader in the development and benchmarking of unique services in Islamic banking.

www.mawarid.ae

فالك طيب! Falak Tayyeb!

Things you didn't know about MAWARID FINANCE

- Mawarid Finance launched with a paid-up capital of one billion.
- Mawarid Finance is the first independent Islamic Finance Company in the UAE
- Mawarid Finance is the first company to use a cultural local phrase as a tagline.
- Mawarid Finance is the first private company to introduce an Award that aims at attracting UAE nationals to work in the private sector.
- Mawarid Finance is the first Islamic Finance Company in the world to launch the e-Murabaha service.
- Mawarid Finance made 5% cash distribution to its stakeholders in its first year
- In only one year, Mawarid Finance has grown from being a single company to a group of five affiliates and subsidiaries.