



# MENA Financial Inc.

**Information and Advisory Services**

November 2001

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## MENAFin History

- Formed in 1999 to promote investment into the Arab world, **MENA Financial Inc.** is an independent consultancy providing financial information, research and analysis on the Middle East & North Africa (“MENA”)
- At the heart of its research capability, **MENA Financial Inc.** manages 18 Internet web sites (the [www.menaquote.com](http://www.menaquote.com) group of Web sites) dedicated to financial information relating to the MENA region, complemented by a extensive network of agents and financial partners in each country



## MENAFin Services

- We offer the following types of services:
  - Corporate relations
  - Introduction of Middle East companies to Europe, including marketing, sales and logistical support
  - Formation and management of funds
  - Data acquisition and research
  - Financial modelling and preparation of business plans
  - Business engineering and financial valuations
  - Back office management
  - Promotion and advertising through our Internet Web sites
  - Web-based IT services (*see our separate brochure*)
- To:
  - Clients based in the Middle East and North Africa seeking to expand regionally or internationally
  - International clients seeking to identify and access companies or investors in the Middle East and North Africa



## Our Philosophy: “What you see is what you get”

- Since 1999, we have created a network of independent experts and advisers across the Middle East and North Africa. This gives our clients access to expertise and research based where it counts most – on the ground.
- We have complemented these local skills with a pool of internationally based consultants and are therefore able to provide advice in many sectors, from children playgrounds to banks start-ups.
- We do not have an expensive network of branches and representations, hence our fixed costs are minimal.
- MENA Financial Inc. itself specialise in matters relating to finance, although we are not qualified to provide investment, tax or legal advice.

## Selected Mandates

- Since 1999, we have, or are, participating in a variety of mandates, including:
  - The detailed feasibility study of the first Saudi-Iranian investment bank
  - On-going advice in respect of the creation of a GCC-UK investment bank, including competitive analysis and the provision of a complex financial model
  - General support to two Middle-East based IT companies seeking to launch their products in Europe, including financial modelling, sales and marketing analyses and competitive position
  - Discussion in respect of the formulation of a US\$ 5 million fund targeted at sophisticated investors



## MENAFin People

- The management within the group has over 40 years of experience in the investment banking and financial industry and has worked at a senior level in a number of positions in global financial institutions from S.G.Warburg to ING Barings, Saudi International Bank and ABN AMRO.
- This broad experience can prove invaluable in terms of the advice we can offer through our consultancy services within the financial sector. Specific deals which the various members of the team have worked on include:
  - the Global Depository Receipt (GDR) offering for Commercial International Bank in Egypt (Egypt's first GDR)
  - the first fund to allow foreign investors to invest within the Saudi stock market, the Saudi Arabian Investment Fund.
  - Advice in respect of bank mergers in the region
  - Development of securities exchanges
  - Transition of family businesses
  - Improvement in the liquidity of secondary markets



## How to reach us

- On the Web at [www.menafin.com](http://www.menafin.com) or at:

[www.MENAQuote.com](http://www.MENAQuote.com) - [www.ArabQuote.com](http://www.ArabQuote.com) - [www.GulfQuote.com](http://www.GulfQuote.com)  
[www.AlgeriaQuote.com](http://www.AlgeriaQuote.com) - [www.JordanQuote.com](http://www.JordanQuote.com) - [www.Q8Quote.com](http://www.Q8Quote.com)  
[www.BahrainQuote.com](http://www.BahrainQuote.com) - [www.LebanonQuote.com](http://www.LebanonQuote.com) - [www.SaudiQuote.com](http://www.SaudiQuote.com)  
[www.EgyptQuote.com](http://www.EgyptQuote.com) - [www.MoroccoQuote.com](http://www.MoroccoQuote.com) - [www.SyriaQuote.com](http://www.SyriaQuote.com)  
[www.IranQuote.com](http://www.IranQuote.com) - [www.OmanQuote.com](http://www.OmanQuote.com) - [www.TunisiaQuote.com](http://www.TunisiaQuote.com)  
[www.IraqQuote.com](http://www.IraqQuote.com) - [www.QatarQuote.com](http://www.QatarQuote.com) - [www.UAEQuote.com](http://www.UAEQuote.com)

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