



Qatar Securities Company (QSC)

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Mr. Ibrahim Al-Mesned
Board Chairman

Letter from the Chairman of the Board

Qatar under the leadership of HH Shiek Hamad Bin Khalifa Al Thani is witnessing a huge development on all legislative and political levels, in addition to the democratic, industrial and economical reformation. Qatar also plays a pioneering role in the reformation process in the area as being the ideal that all of the neighboring countries seek to follow.

These wise policies carry many benefits to the growing state of Qatar and to all of the countries which share a mutual cooperation with Qatar through building bridges for developing and investing in these countries. In its endeavor to reduce its dependence on oil, the state of Qatar has embarked on an ambitious program to diversify, extend and consolidate its industrial and commercial activities that has significantly boosted the financial markets, specially stocks markets: foreign direct investments are entering the Qatari Market in such volumes that Doha Securities Market already occupies a significant position on the map of the international stock exchanges, thus making the State of Qatar one of the best markets in the region as far as investments and profits are concerned.

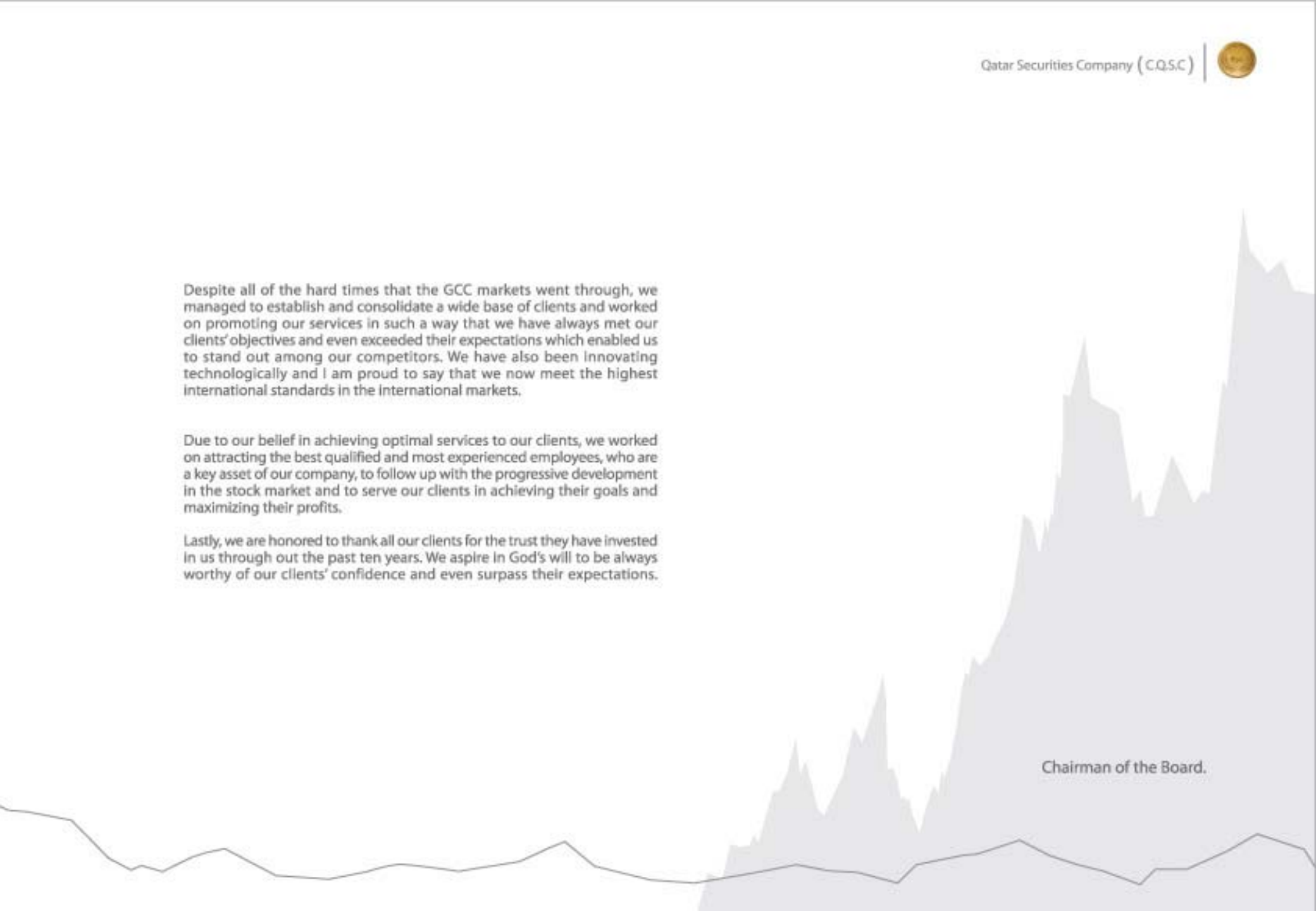
As a result of this noticeable economical reformation, the competence to present the best services to the investors started to take place among the brokerage companies in Doha Securities Market. To convey this development, we established our firm Qatar Securities Company in 1997 at the same time of the establishment of Doha Securities Market. This made us the leading brokerage company from the very beginning, and as acknowledged by the DSM, we have excelled our competitors for many years as well. We managed in God's will to increase our capital from 2 Millions when establishing our company to 30 Millions.



Despite all of the hard times that the GCC markets went through, we managed to establish and consolidate a wide base of clients and worked on promoting our services in such a way that we have always met our clients' objectives and even exceeded their expectations which enabled us to stand out among our competitors. We have also been innovating technologically and I am proud to say that we now meet the highest international standards in the international markets.

Due to our belief in achieving optimal services to our clients, we worked on attracting the best qualified and most experienced employees, who are a key asset of our company, to follow up with the progressive development in the stock market and to serve our clients in achieving their goals and maximizing their profits.

Lastly, we are honored to thank all our clients for the trust they have invested in us through out the past ten years. We aspire in God's will to be always worthy of our clients' confidence and even surpass their expectations.

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Chairman of the Board.



Brief History

Qatar Securities Company is considered as one of the leading brokerage houses in Qatar. The development and growth the company witnessed over the past ten years is a true testimony of the company's strength and ability to confront future challenges.

Since its establishment, Qatar Securities Company never stopped endeavoring to satisfy its customers through ensuring a full-service of securities brokerage firm with a singular focus on helping clients meet their financing and investment goals. The company was established in 1997, as soon as Doha Securities Market started operating. The starting capital of QSC was QR 2 Million; today the working capital of the company is QR 30 million. Since its establishment, QSC worked constantly on growing its business through a solid belief in adapting the best professional practices that put our clients at the center of everything we do, resulting in presenting our company as the leading brokerage company which has been ranked as number one for many years among the other brokerage companies. Today, DSM statistics show that we execute 40% to 45% of the market volume among 7 other brokerage firms.

In its persistent pursuit to maintain its supremacy, QSC constantly polarizes extensive and experienced experts who possess knowledge and expertise in financial trading scopes. Moreover, they represent QSC's cornerstone to make the company preempts the forefront in customer services. The past ten years of careful evaluation of investment opportunities speaks for the Company's reputation, transforming the firm into one of the largest teams of accredited and licensed brokerage companies in Doha Securities Market.

Due to QSC's aspiration to expand its range of services, QSC established a brokerage branch at the city of Al-Khor in the northern part of Qatar, in addition to its main branch at Grand Hamad Avenue in Doha plus the Dealing Room in Doha Securities Market.

Our future vision relies on enhancing the services we provide to our clients, to increase our market share without impacting the special services we already offer. We believe that our most important assets are our clients' trust in the wisdom of our management and board of directors, and our employees who are managing the operations of the company in a very transparent and professional approach.





Why QSC?





QSC Culture

Integrity – Security – Transparency are the three pillars of Qatar Securities Company's culture. A staggered team of expertise in financial trading with the ability to face and solve capital needs, backs up these pillars. This has lead QSC to attain the climax whence its name and reputation. The Company's search for strength of management, business vision, demonstrated success and unique catalysts to grow its clients' wealth are another path which lead to the superior success of QSC. The Company is able to execute orders of large funds and portfolios with ease to the complete satisfaction of its clients. Qatar Securities Company's clients are typically conservative high-net worth individuals / corporations,



the thing which is always considered when reviewing the company's strategies. As information is the key, the company broadened its speedy access to more comprehensive market data by daily fax report on the prices of stocks, flash news or updates about the companies' trades, monthly report published by the stock market and other pertinent information on stock quotations and trading activities.

The continuous and powerful growth of QSC is an outcome of the belief and reliance of its clients who overpass 30,000. The company successfully managed to maintain and fortify this trust for more than ten years till the current days. Moreover, the company continuously updates its database of strategic and corporate investors.

To attest the company's integrity, security and transparency, QSC adheres to all of the rules, regulations and instructions issued by Doha Securities Market and Qatar Financial Markets Authority. In addition to that, QSC has developed its own policies and procedures to organize its relation with its clients, business partners and regulators.

The board of directors is very keen in listening to the company's clients and employees to restrain all potential issues before they are escalated.





Core Values

- CLIENTS ARE AT THE CENTER OF OUR OPERATIONS
- INTEGRITY
- EFFICIENCY
- TRANSPARENCY
- TEAM WORK



Operating Principles

QSC CLIENTS' INTEREST COMES FIRST

- We, Qatar Securities Company believe that our success is achieved through optimally serving our clients, so we put our clients first.
- Preserving our capital, our veteran employees and our clients' financial returns are considered as the most important factors to sustain QSC's continual growth.
- Our clients and distinguished reputation are our true heritage.
- We are committed to the heart and soul of rules, regulations and instructions that organize the brokerage industry in Qatar.
- We always seek to develop our distinct services to our clients.
- Our belief in the necessity of providing the solutions needed by our clients for any of the issues that may arise from their dealings with us, has prompted QSC's Management to establish a section of legal affairs and to attract the best experiences ever in this area. All this helps in achieving transparency and credibility in dealing with our customers.
- Our recognition to the esteem of the employee who is capable of providing professional and efficient service always motivates us to deploy the right person for the right job.
- Team work, is one of the most important concepts of QSC. This has lead to the deduction of potential risks and achievement of greater benefits.
- The absolute commitment of QSC's team to the responsibility towards clients is another path to the sophistication of the company's success and superiority.
- Under the fierce competition dominating the brokerage industry, QSC had to work on facing this competition and outmatching its competitors. QSC has managed to achieve that through out expanding its range of operations. Consequently, the company's profits increased while maintaining respect for its opponents.
- Honesty, integrity and transparency are the daily companion of QSC's work and they are the staddle of commitment to maintain the highest ethical and professional standards in all what we do.



Our Services





QSC Trading Room

QSC owns one of the most advanced trading rooms among DSM licensed brokerage companies. This room has been supplied with the latest technologies and state-of-the-art applications, operated by a qualified team who is dedicated for customer satisfaction. Through this dealing room, QSC's clients can execute all of their orders efficiently and effectively. The services that can be provided, but not limited to, through this room are:

- Order Execution
- Balance Enquiries
- Account transactions
- Follow up on each transaction or order
- Market news



Internet Trading

At the early stages of trading, the trading process was conducted successfully on the auction basis with board trading and outcry system. This system worked competently during the early development of the market. Because of the increasing volume of trading operations since 2002, computerized trading operations were needed to handle the sharply increasing activity. As part of the Company's on-going objective of adding value and enhancing further its services to clients, QSC is proud to introduce the e-trading service to its services. QSC's clients can monitor the market, execute orders and inquire about their transactions using the World Wide Web from their homes or offices.

QSC's applied software is one of the leading tools in providing the region with real-time price-dissemination, sophisticated analytical tools, news and other information to allow investors to make sound investment decisions. QSC provides a complete end-to-end e-trading solution with the most advanced e-trading engine that empowers the investors to buy and sell online, anytime, anywhere. With straight-through-processing capabilities, QSC aims to provide its local, regional and international customers streamlining efficiencies to execute direct orders of their transactions.





Call Center

As part of QSC's strategy to ascend the services provided to its clients, the company founded the call center in 2005. QSC was completely keen to supply this center by the latest means supported by the latest digital technology. This center is managed by a team of elite employees who are dedicated to the customer's satisfaction.

Through the call center, facilitating the process of responding to customers' needs and services is achieved. These services include what follows:

- Order Execution
- Balance Enquiries
- Account transactions
- Follow up on each transaction or order
- Daily Market news





OUR MISSION

Our mission is to maximize and promote our customers' wealth. This mission statement of QSC represents the cornerstone and the major stirrer of the services expounded to our customers. This helps in stabilizing our clients' trust, reducing the investment risk and providing valuable information to help our customers in making good decisions which enhance the value of their portfolios.

The unique services ensured by QSC are an additional merit to all of the company's merits in its capability to surpass all the competing firms. So, QSC had to adopt the best working methods through the usage of technology supporting its services. Moreover, the polarization of the experienced expertise imposes QSC to refine these expertise throughout training and the continuous rehabilitation to face all the coming ups in financial trading, thus adding value to their experience which leads to achieve the ultimate services.

