

Understanding the Next Generation of Saudi Retail Investors

Speakers



Ranya Afifi
Director, Insight Gulf
Brunswick

Ranya is a Director and Head of Insight Gulf specializing in opinion research and data analytics. Prior to joining Brunswick, Ranya Afifi was the Director at The Economist Intelligence Unit, for the Middle East region and General Manager of The Economist Group's Dubai office. Ranya worked closely with clients to help devise their business strategies through providing political, macroeconomic and operational intelligence, while managing the Dubai office's day to day operations.

Ranya is an experienced analyst with nearly 20 years of professional experience in investment and corporate strategy, having worked mainly at financial institutions in Dubai, New York City, and Cairo. Ranya spent 13 years driving investment strategies at regional investment banks for US\$5.5bn of equity and fixed income AUMs.



Celine Aswad
Director
Brunswick

Celine advises regional and multinational clients and specialises in investor engagement, financial situations, media relations and corporate reputation. She has advised a wide range of prominent businesses in the region spanning across multiple sectors including financial institutions, logistics, energy, and real estate. She has also advised on several IPOs, including the world's largest, Aramco IPO, M&A's, and various other capital market transactions in Saudi Arabia and UAE has deep knowledge of those markets. Prior to joining Brunswick, Celine was a Gulf Capital Markets Correspondent at Reuters. She started her career at NCB Capital, a leading Saudi-based asset management and investment banking firm, as a macroeconomic research analyst.

Celine, who is bilingual in English and Arabic, holds an Master of Arts in Financial Journalism from City University of London. For her undergraduate degree, she attended UCLA with a major in Economics and minor in Global Studies.



Noelle Al Jaweini
Chief of Cash Markets
Saudi Exchange

Noelle is Chief of Cash Markets at the Saudi Exchange and oversees the Cash Markets trading business for all listed Cash Markets instruments, including Equities, Real Estate Investment Traded Funds (REITs), Closed-end Funds (CEFs), Exchange Traded Funds (ETFs), and Sukuk & Bonds. Noelle's role is to continuously enhance the Saudi Exchange's global competitive positioning by aligning its market model with international best practices through the introduction of new products and services as well as identifying enhancements to the current product / service offering, ultimately positioning the Saudi Exchange as a reliable, efficient, liquid and attractive market to all investors.

Prior to joining the Saudi Exchange, Noelle worked in Deals Advisory at PwC, where she advised a number of regional and global private and public clients considering making major investments or strategic changes in their businesses through growth, partnership, or acquisition



Omar Al Dalaan
Head of Investor Relations
Bahri

Omar is the Head of Investor Relations at Bahri. Previously worked at SABIC global Investor Relations for more than 7 years, he was managing the disclosures of SABIC, conducting the quarterly earnings call , engagement with more than 15 sell-side analysts who cover SABIC and have participated in various road shows/events with investors locally and globally. He was managing the annual report of SABIC for four years as well as managing the Assembly General Meeting. In addition to that, Omar was providing the support to SABIC listed affiliates (SAFCO, Saudi Kayan and YANSAB) in conducting the Assembly General Meeting and the annual report. Omar is Certified Investor Relations Officer (CIRO) , holding other professional certificates such as Tadawul Ifsah professional certificates.

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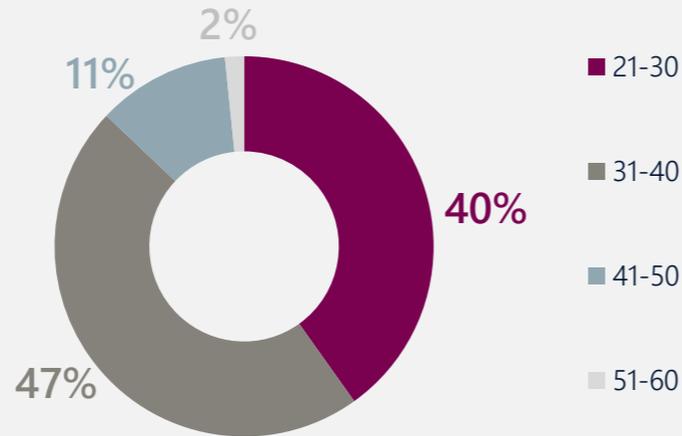
**Understanding the
Next Generation of
Saudi retail
investors**

May 2021

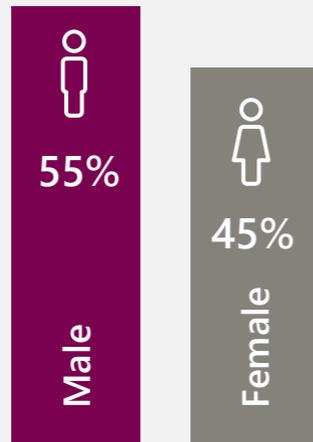
Our Saudi-based retail investor audience

Our surveyed audience includes retail investors that have invested in the past year and all those interested in investing over the next one year in an array of asset classes

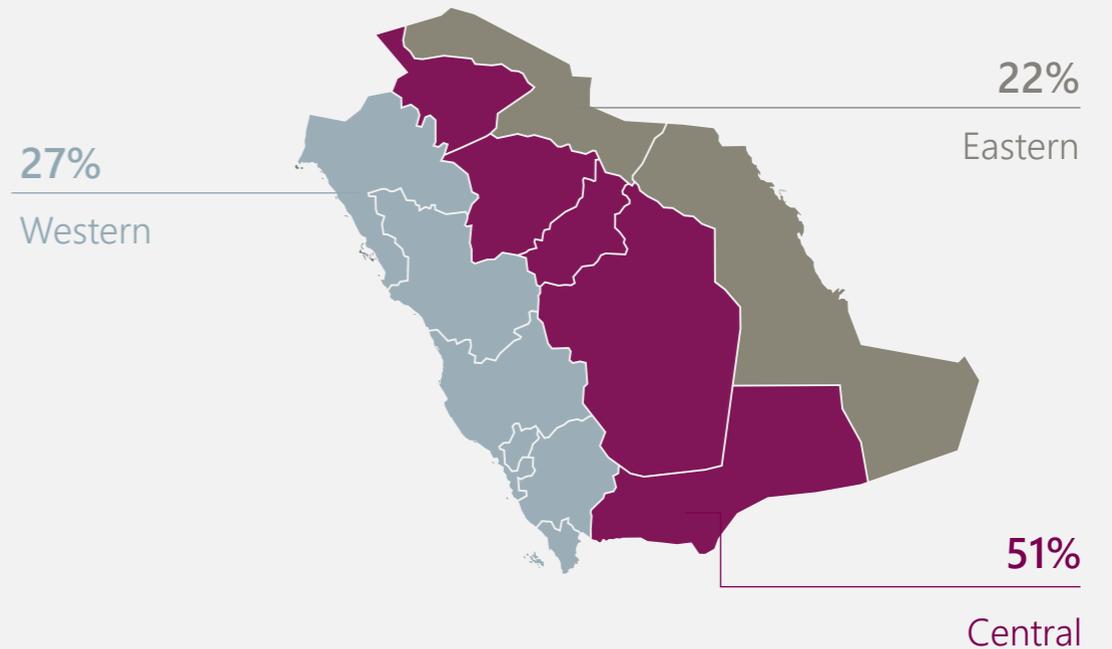
Age



Gender breakdown



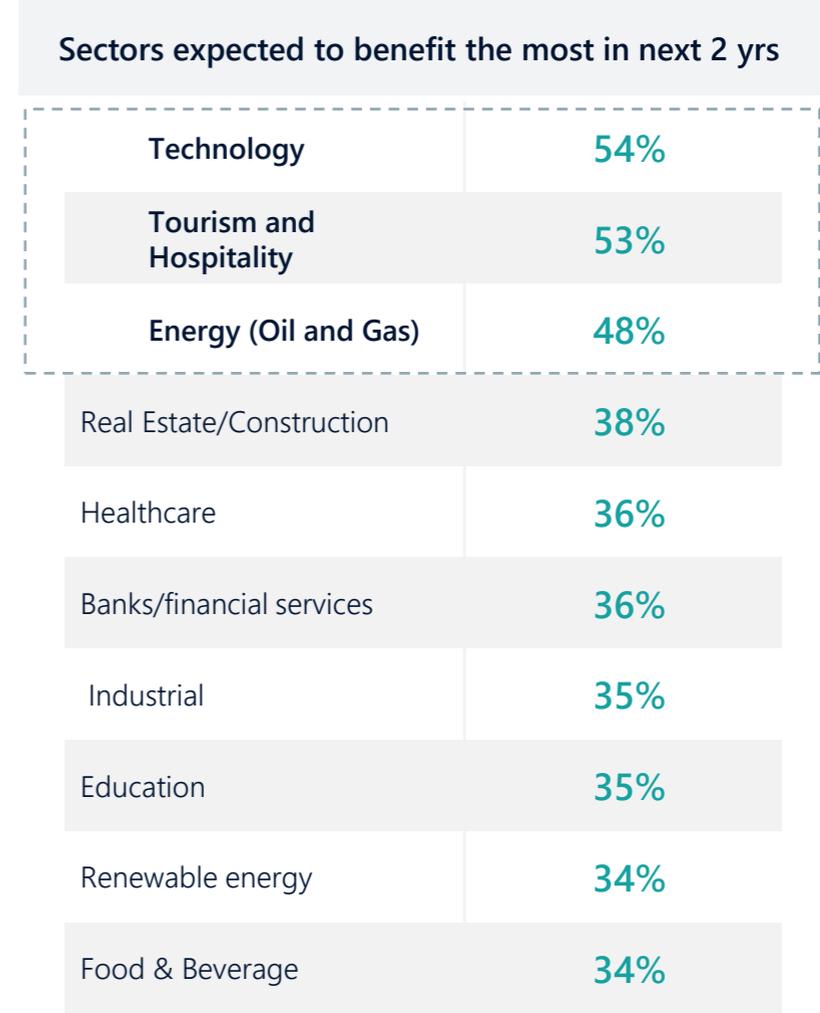
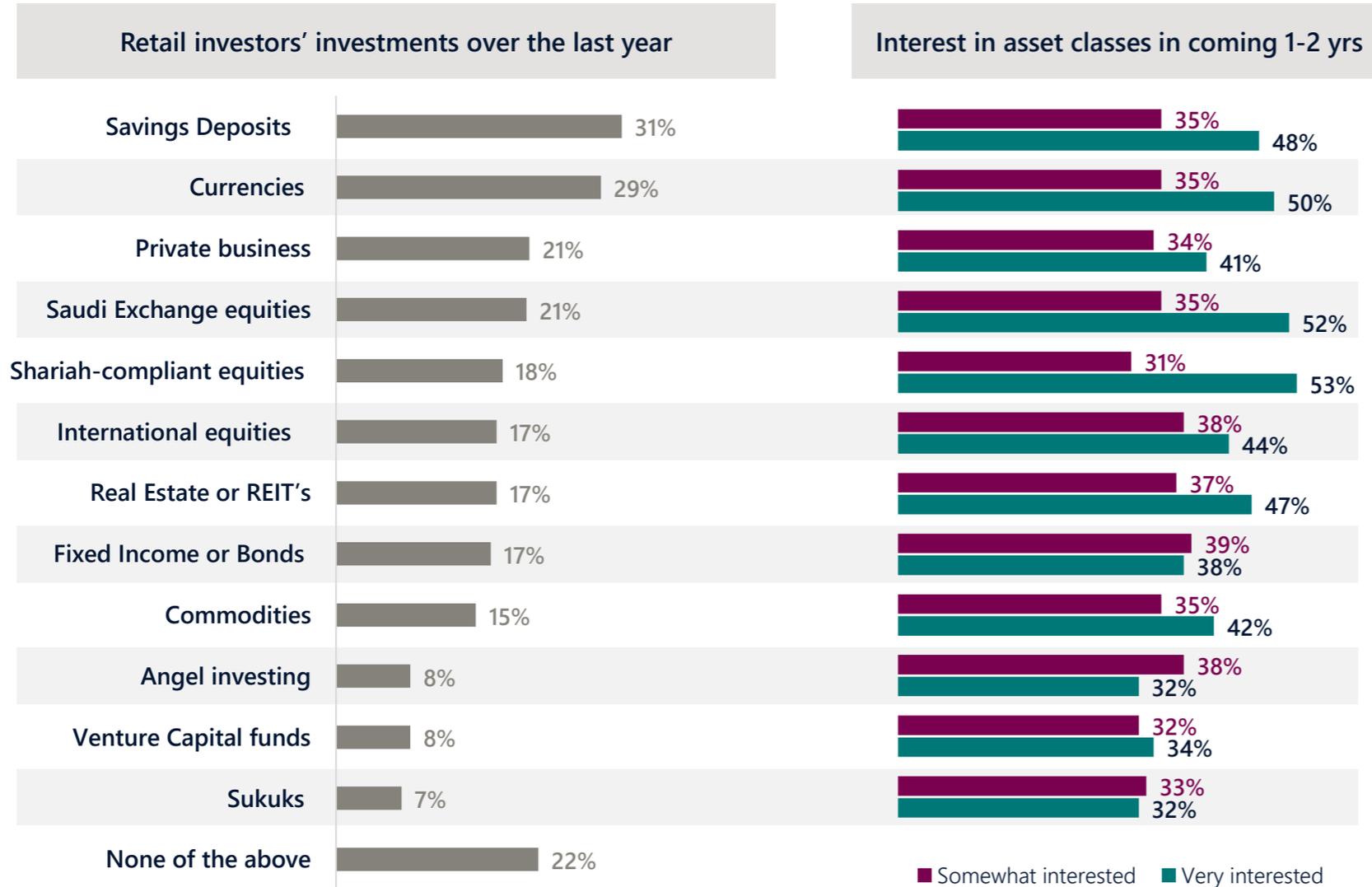
Region in the Kingdom of Saudi Arabia



Retail investors prefer **Saudi Exchange equities** and believe **technology, tourism & hospitality** will be the primary beneficiaries of economic growth

Saudi Exchange and Shariah-compliant equities most preferred asset classes, making it important to engage with retail investors

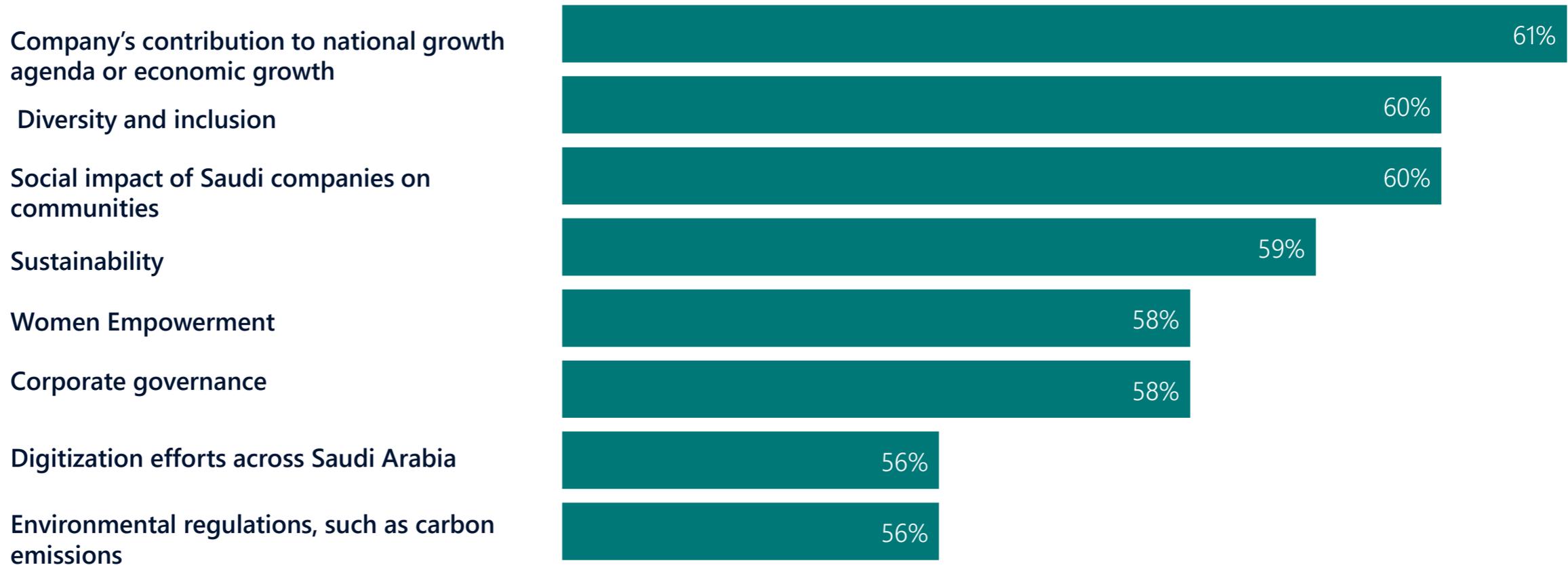
Investment preferences



Q. Which of the following asset classes are you, or have you invested in in the past two years? Please select all that apply.-
 Q. How interested are you in investing in each of the below asset classes over the next 1-2 years?
 Q. Which sectors would you expect to benefit the most from economic growth in Saudi Arabia over the next 2 years?

**Your economic contribution & ESG
narrative is important to retail
investors**

Retail investors are very interested to know about Saudi listed-company's contribution to national growth and its ESG agenda

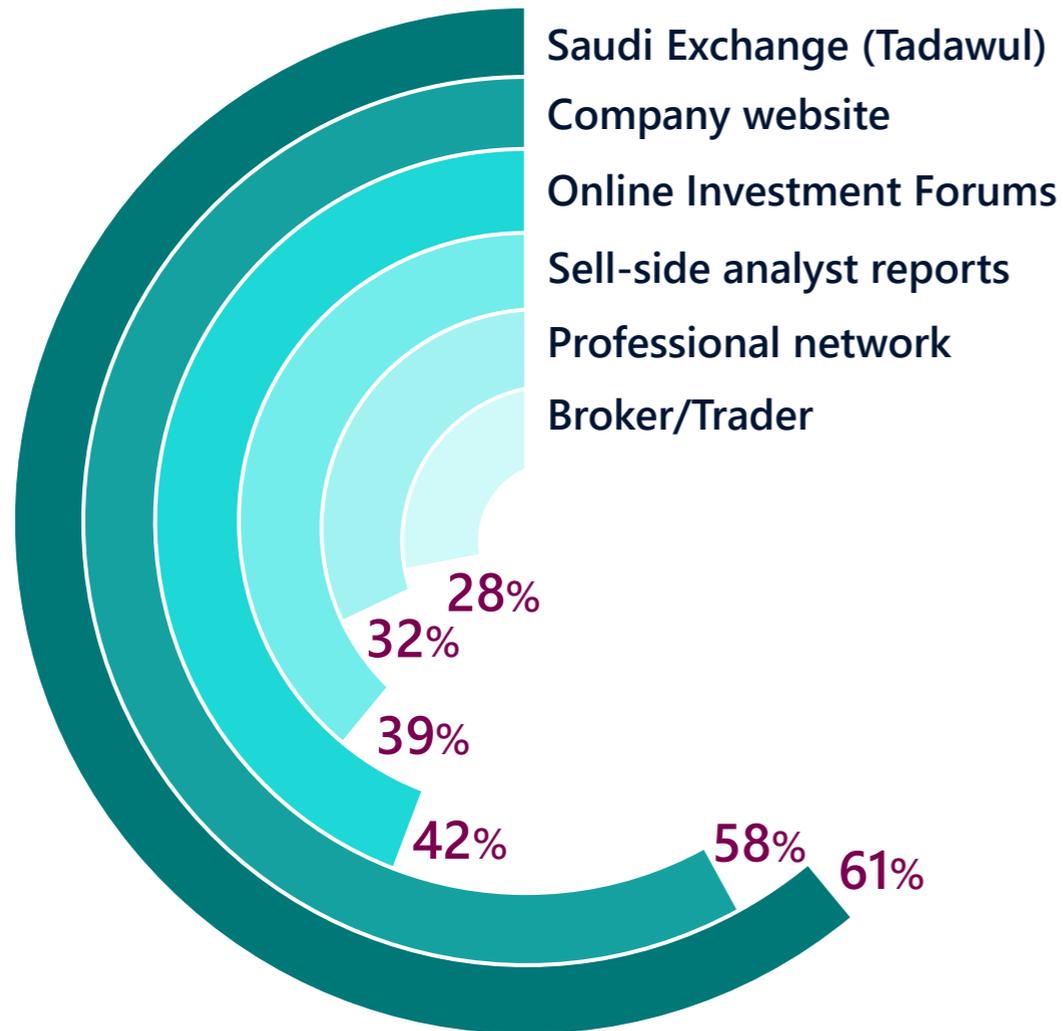


Take the poll!

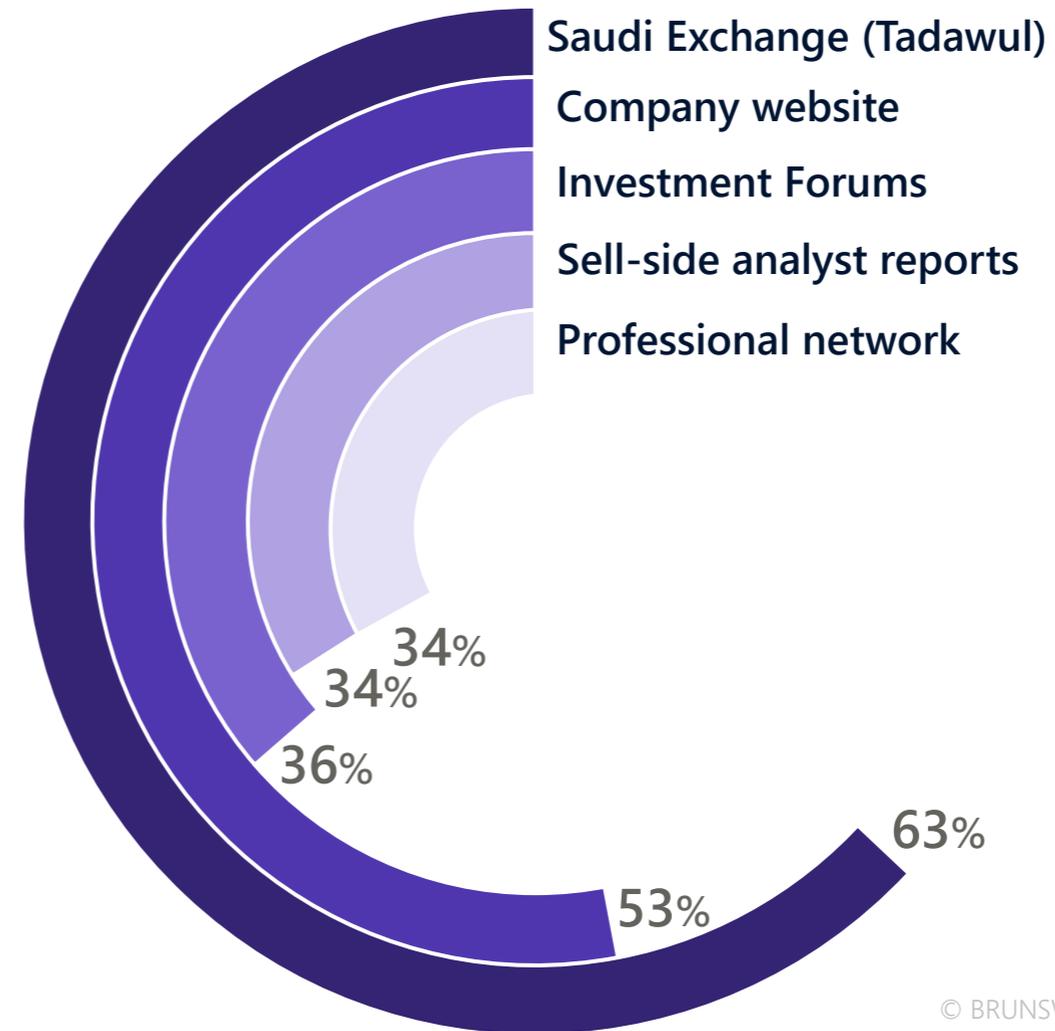
**Your retail investors want to hear
directly from you (companies)**

Company-owned content featured on Saudi Exchange is the most consulted & trusted source of information

Business Developments



Financial Performance



Preferred sources of information

Saudi retail investors consult **multiple channels** when making an investment decision

Twitter tops the list, Clubhouse growing in popularity, and WhatsApp is a conduit for financial earnings news of Saudi-listed companies.

Preferred social media platforms

Social Media Channels consulted for **business development** news of a Saudi-listed company

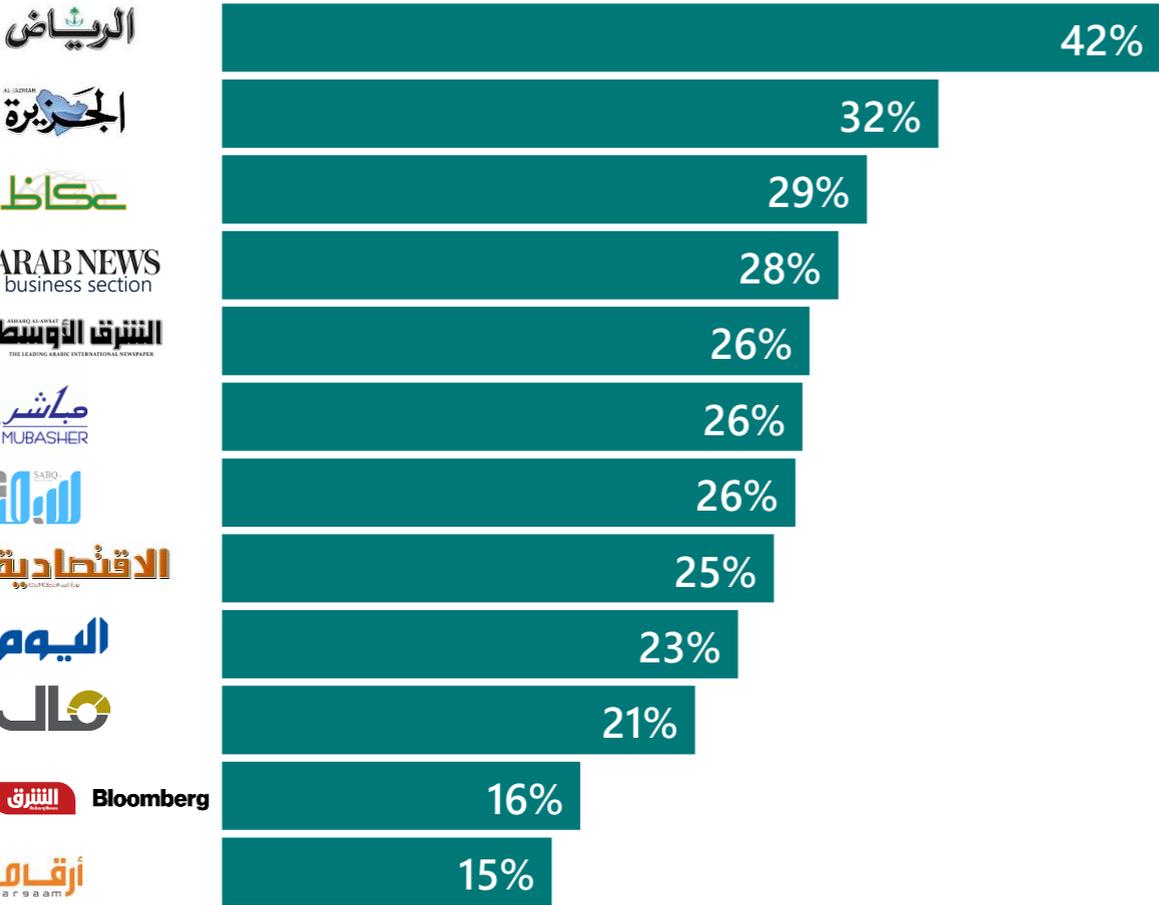


Social Media Channels consulted for **financial performance** news of a Saudi-listed company

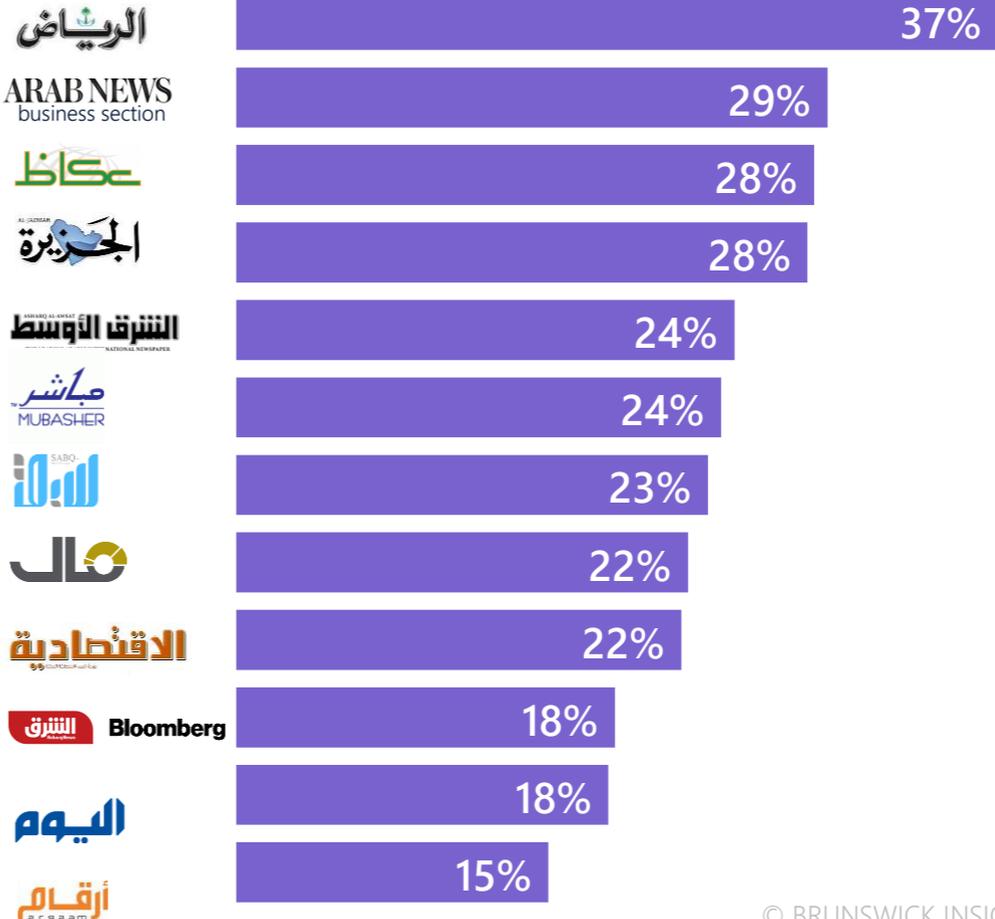


No dominant outlet amongst traditional media, however print, remains more popular than purely online outlets

Local Traditional Print when looking for **business development news** of Saudi-listed news



Local Traditional Print when looking for **financial performance news** of Saudi-listed news



Preferred media publications

Al Arabiya is #1 TV channel and 1-in-6 surveyed investors do not consult international print for financial news

Preferred TV and international outlets

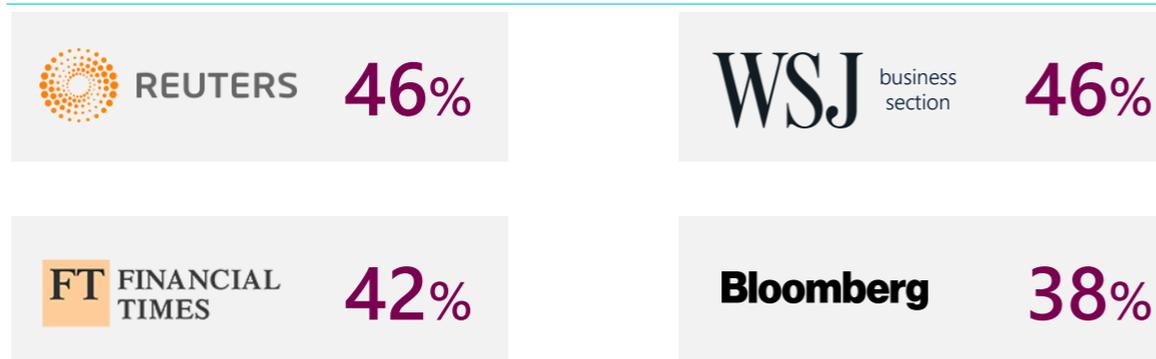
Broadcast/TV consulted for business developments of Saudi-listed companies



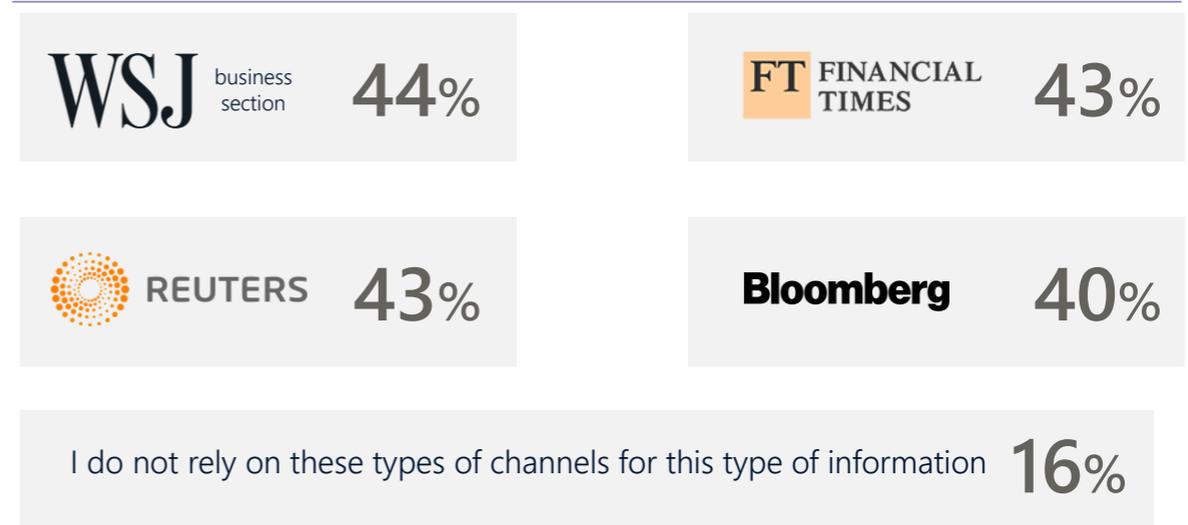
Broadcast/TV consulted for financial performance news of Saudi-listed companies



International Traditional Print consulted for business development news of a Saudi-listed company



International Traditional Print consulted for financial performance news of a Saudi-listed company

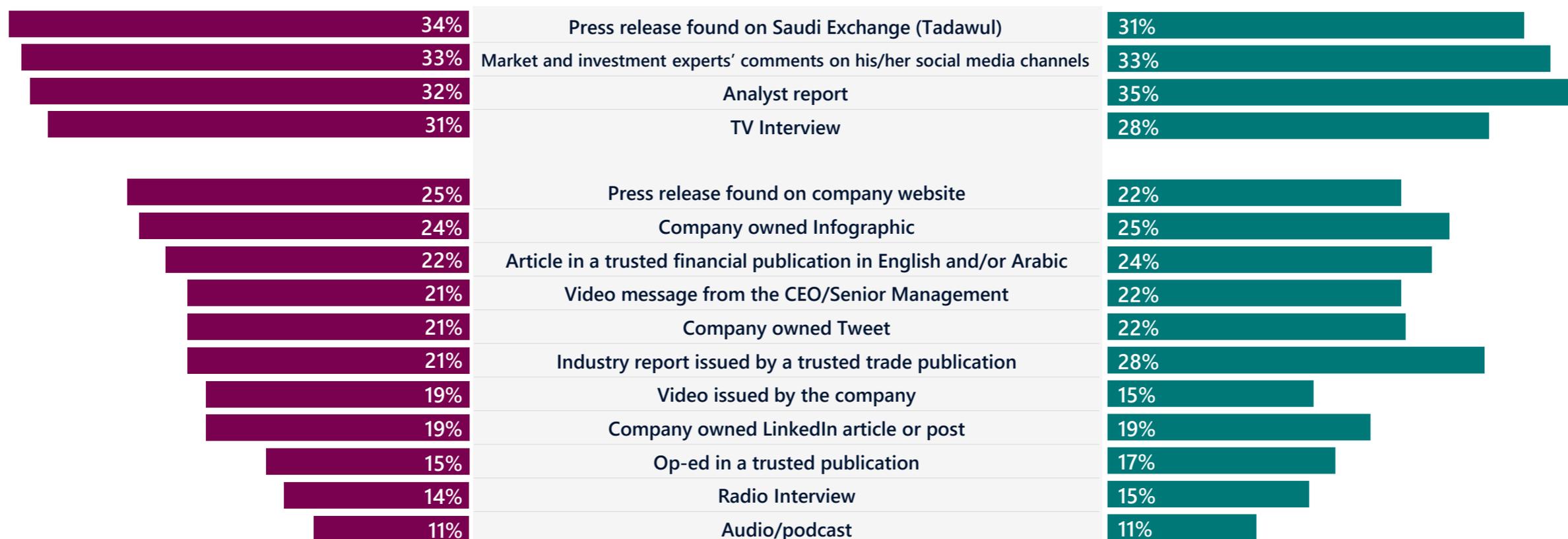


Your company-owned written, multimedia content is sought out by retail investors

Investors consult multiple sources and prefer various types of content, making it necessary for companies to engage with investor audiences accordingly.

Content preference when learning about Saudi listed-company's growth strategy or investments

Content preference when learning about Saudi listed-company's quarterly or annual earnings



Preferred type of content

Which type of content do you prefer to revert to when wanting to learn about a business development of a Saudi listed company, such as its GROWTH STRATEGY OR INVESTMENTS?
Which type of content do you prefer to revert to when wanting to learn about a Saudi listed company's FINANCIAL PERFORMANCE, such as quarterly results or annual results?

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Q & A

Key Takeaways

Thank you

Recording will be available shortly

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