



Asset Management

Awraq Investments

Asset Management

The company's Asset Management's team of highly motivated analysts, who are all CFA level 3 candidates, with experience exceeding five years in the investment field, is dedicated to develop customized and optimal investment strategies for both individuals and corporations, by focusing on each client's profile, financial goals, and risk tolerance.

With Assets Under Management (AUM) surpassing USD300 million, the department offers: Advisory, Discretionary Portfolio and Fund Management services covering a wide range of asset classes to cater for the clients' needs.



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Fund Management

Awraq World Investment Fund seeks to achieve long term capital appreciation by investing in a diversified portfolio of stocks listed on the MENA stock exchanges.

The Fund employs a semi-active fund management style with a blend of growth and value and is benchmarked to a customized S&P Pan Arab Index. The investment process is based on a bottom-up stock selection methodology coupled with a thorough analysis of top-down macro economic drivers.



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Asset Management

Portfolio Management- Equity

- Our goal is to continuously add value for clients through rigorous bottom-up and top-down fundamental analysis, seeking an absolute-return driven strategy by investing in the equity markets of the Middle East and North Africa (MENA).
- Our investment strategy is based on performing thorough due diligence on a universe covering a spectrum of sectors within economies that promise continuous growth.
- Our investment strategy is built upon a disciplined, yet flexible, long term approach to investing, which allows us to filter short term news, noise and emotions, and determine the best course of action.



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Portfolio Management- Fixed Income

- The department provides access to the world of fixed income products, with the coverage starting from the basics of plain vanilla bonds and Sukuks, to reach a variety of structured products and notes across the globe.
- Top-down methodology analyzes the macro-economic conditions affecting the business cycle, portfolio duration and volatility, sector performance and yield curve placement. The bottom-up methodology analyzes issuer credit and selection as well as cost-effective trading.
- Risk management is the key element in portfolio design, issue selection and on-going portfolio monitoring. We manage these inherent risks by employing quantitative yield curve analysis, interest rate anticipation and sector/credit analysis.



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Money Market Management

- The Asset Management team maintains an extensive experience in managing money market portfolios, being one of the pioneers in Jordan in providing such a service.
- The team, through well established relationships with counter-parties across the MENA region, is able to provide access to lucrative money market investment opportunities.



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Advisory Services

- The Asset Management team provides a wide range of investment advisory services to the company's high-net-worth clients, covering the MENA capital markets, to cater for the specific needs and characteristics of portfolios.
- Corporate Valuation: we advise corporate entities on valuation of companies, projects and other assets. We provide quality valuations in a timely, efficient and professional manner - while never losing our "personal touch" and focus on serving our clients.
- Feasibility Studies: conducting feasibility studies in an effort to objectively uncover the strengths, weaknesses, opportunities and threats of new ventures, start-up, expansion and replacement projects as presented by the environment, as well as the resources required to carry through, and ultimately the prospects for success.



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Innovative Investment Ideas

- The Asset Management team strives at offering innovative investment ideas to the client-base, through linking them with a spectrum of lucrative products globally, thus providing all available diversification options.
- Through utilizing the expertise of our counterparties, the team offers a balanced range of Shari'a compliant investment products and services to our clients. This comes inline with Awraq's effort to provide access to the fast growing market of Islamic financial solutions.



*Thank you for your interest in Awraq
Investments...*