

What's On

Toyota committed to freedom of movement for all

Toyota ranked Best Global Automotive Brand by Interbrand

KUWAIT CITY, Dec 14: Interbrand, a brand consultancy firm has ranked Toyota as the best automotive brand in the Best Global Brands report for 2019 that was announced recently.

Considering Interbrand's unparalleled wealth of 20 years of brand valuation data, this year's report examines the world's most successful brands through the lens of Iconic Moves, focusing on the end of a traditional approach to brand positioning and industry leaders' navigation of the rapid ongoing change among consumers and competitive landscapes.

Toyota believes that mobility goes beyond cars; it is about overcoming challenges and making dreams come true. The 'Start Your Impossible' initiative reflects these values and highlights the company's goal to provide freedom of



Toyota Mirai 2 FCV concept

mobility for all. As a worldwide partner of the Olympic Games and the Paralympic Games, Toyota aims to encourage creating a peaceful society without discrimination through sports and a commitment to building a sustainable society through mobility.

Over its long history, the company has grown into an innovative leader that has enabled vehicle electrification on a mass scale with the development of the Prius hybrid electric car 20 years ago and more recently, the Mirai hydrogen fuel cell electric vehicle.

Toyota will provide a total of around 3,700 mobility products and/or vehicles for Tokyo 2020. The majority, or nearly 90 percent, of the official vehicle fleet will be electrified. Electrified vehicles include Hybrid Electric Vehicles (HEV),

Fuel Cell Electric Vehicles (FCEV), such as the hydrogen-powered Mirai, Plug-in Hybrid Electric Vehicles (PHEV), the Prius PHV, and Battery Electric Vehicles (BEV), including the "APM" (Accessible People Mover) and the e-Palette as well as TOYOTA LQ Concept, which will provide a unique and wide-range of diverse mobility. Among the electrified vehicles provided, Toyota will include approximately 500 FCEVs and approximately 850 BEVs, the largest of any fleet for a Games to date.

Interbrand's ranking of the brand is based on three main factors: brand strength currently, which is how positive is the perception of the brand across the world; what value does the brand itself add to the company; and, what plans does the brand have for the future.

The firm then calculated "overall financial return to an organization's investors, or its economic profit," as well as "the ability of the brand to create loyalty and, therefore, sustainable demand and profit into the future."

The efforts to improve and increase the diversity of electrified power train options is tied directly to Toyota's 'Environmental Challenge 2050,' wherein the company aims to achieve annual electrified vehicle sales of 5.5 million units by 2030.

To achieve its goal, Toyota unveiled plans to have 10 Battery Electric Vehicle (BEV) models available worldwide by the early 2020s, and from around 2025, the company aims to have an electrified version available for all vehicle models across its global lineup.



Al Marzouq and Al Momen with Zain and Al Qabas officials during the signing ceremony.

To offer most advanced cloud solutions

Zain signs partnership deal with Al Qabas

KUWAIT CITY, Dec 14: Zain, the leading digital service provider in Kuwait, announced signing a strategic partnership agreement with Dar Al Qabas Press Printing, Publishing, and Distribution Company to offer the most advanced cloud solutions and data center services. The agreement aims at driving Al Qabas newspaper's digital transformation efforts.

Zain hosted the agreement signing ceremony at the Zain Innovation Center (ZINC) in the company's main headquarters in Shuwaikh. The ceremony witnessed the attendance of Zain Kuwait's Chief Enterprise Business Officer Hamad Al Marzouq, Al Qabas Managing Director Naser Al Momen, as well as top executives from both companies.

As part of the agreement, Zain will be offering a number of innovative cloud solutions to revamp Al Qabas' integrated digital infrastructure. The solutions include Zain Business Data Center (ZBDC) services, such as data storage and industry-leading security and connectivity when hosting digital assets in the MENA region. The agreement also includes network cabling and management services, connectivity, CCTV, service management, and much more.

Collaboration

During the signing ceremony, Zain Kuwait's Chief Enterprise Business Officer Hamad Al Marzouq said: "this is a first step for collaboration between Zain and Al Qabas, and we always encourage and support digital transformation projects in Kuwait. We are partners with Al Qabas in their transformation journey, and we completely support their efforts. Providing cloud solutions is only the first step, as we will move on to 5G, artificial intelligence (AI), and blockchain applications in the future."

Al Marzouq added: "the reason for this collaboration between Zain and Al Qabas is to support their transformation journey from paper to digital, a journey that they are considered leaders in across the Middle East region. We are extremely proud of these efforts, especially that Al Qabas is a leading media organization locally and regionally in this area."

Commenting on information security and cybersecurity, Al Marzouq said: "this has become a key priority for the entire world today, and we at Zain offer the most advanced cybersecurity solutions as per the highest international

'We invest in customer experience'

VIVA, Huawei sign MOU to develop 5G services

KUWAIT CITY, Dec 14: VIVA (an STC Company), a world-class digital leader providing innovative services and platforms to customers, and enabling the digital transformation in Kuwait has signed Memorandum of Understanding with Huawei Technologies Kuwait Co W.L.L., in presence of VIVA CEO Engr Mazaid Alharbi and Huawei Executive Director of the Board and President of Carrier BG Ryan Ding.

VIVA and Huawei will cooperate to advance solutions over 5G with the objective of supporting the business growth in B2B, B2C and B2H, moreover to develop IoT solutions and 5G ecosystem in Kuwait.

This agreement is a road methodology promoting synergies and best practices in line with the digital transformation to deliver outstanding services to VIVA customers not limited to consumers, home and enterprise, and driving the mission of VIVA leading the digital lifestyle enabler for its

standards. Kuwait has put forward a plan for cybersecurity, and we are steadily following suit. We are proud to partner with Al Qabas to use our extensive experience in this area to protect their data."

Regarding the expected outcomes of this partnership, Al Marzouq said: "we have a plethora of similar successful partnerships with government entities and private sector companies. This partnership will surely be fruitful in producing new levels throughout the next five years, and we look forward to seeing an all-new Al Qabas, hand in hand with Zain."

Al Qabas Managing Director Naser Al Momen said: "this agreement embodies Al Qabas' keenness on further driving our digital transformation journey. Our partnership with Zain - a leader in Internet and telecommunications services - is longstanding and strategic. The agreement also reflects Al Qabas management's keenness on keeping up with the worldwide tech evolution. This is especially true with the launch of 'Al Qabas Premium' app and our Al Qabas Online website, in addition to our social

media accounts".

'Shop with eligible NBK Visa Credit Cards'

NBK rewards customers with 50pct cashback until Dec 31

KUWAIT CITY, Dec 14: National Bank of Kuwait (NBK) continues to reward its customers with its cashback campaign until the end of December 2019.

Customers will enjoy up to 50% guaranteed cashback on purchases made using their eligible NBK Visa Credit Cards at selected merchants and participants will also enter a draw enabling them to be among 20 winners to win KD 500 each.

The campaign is exclusive to NBK Visa Platinum, NBK Visa Signature and NBK Visa Infinite Credit Cardholders, and is valid on purchases made at the following retailers: Cinescape 50%, Ooredoo 15%, Debenhams 15%, Sephora

15%, Centerpoint 10%, Talabat 10%, Carriage 10%, Lulu Hypermarket 5%, Home Center 5%, Eureka 5% and Ikea 5%.

Commenting on the campaign, Naser Alduwaisan, Cards Products Officer, National Bank of Kuwait said, "NBK is keen on offering its clients exceptional rewards throughout the year; they can now enjoy up to 50% guaranteed cashback on their daily purchases."

"Fulfilling the needs of our clients is 'our main concern', we seek to learn about their preferences and design lifestyle-oriented campaigns. Cashback campaigns have previously received an overwhelming turnout, so, we here offer 50% guaranteed cashback at various merchants,"



VIVA & Huawei officials during MOU signing ceremony.

customers.

"5G advancements in wireless networks will take these worlds to the next level and that much closer to truly feeling real," Alharbi said. "I'm extremely proud of what VIVA and Hua-

wei team have accomplished in our time together through a rare combination of passion, dedication and innovation; moving forward, we will continue to invest in customer experience and 5G solutions to meet the needs of our consumers and enterprise business development," he added.

"We appreciate the trust VIVA Kuwait has shown in selecting Huawei to launch the nationwide 5G services, as it will bring VR, AR, and other ultra-HD video services such as Mobile Video 3.0 to VIVA customers," Ryan Ding said. "5G in particular also promises to accelerate Kuwait's digital transformation to various industries from oil/gas industry to smart cities to public safety and achieve new business growth for all participating parties."

The executives noted that this should lead to develop Enterprise in the Kuwaiti market, launch new products and focus on customer business value proposition.

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Zain recently received the M&O (Management and Operation) Data Center Certification by Uptime Institute - the IT industry's most trusted and adopted global standard for the proper design, build and operation of data centers, making it the first telecom operator in Kuwait and the third in the region to receive this prestigious certification.

Zain's certification by one of the world's leading advisory organizations comes to demonstrate the company's leadership and commitment in adopting the highest international standards for its data center, which ultimately reflects on the quality and efficiency of its services targeted at the Enterprise Segment within the Kuwaiti market.

Al Momen explained: "focusing on digital media is of great importance to the board of directors and the executive management. The e-paper's efficiency in the website and app so far is what made us even more keen on developing the tech aspect of our services."

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KD34.2mn share capital

KAMCO completes legal execution of merger with Global Int'l House

KUWAIT CITY, Dec 14: KAMCO Investment Company K.S.C. (Public), a regional non-banking financial powerhouse with one of the largest AUMs in the GCC, announced the successful completion of the legal execution of the merger by amalgamation with Global Investment House (Global), whereby KAMCO is the merging company and Global the merged.

This announcement comes after the cancellation of treasury shares and the successful completion of the share swap of 138,877,635 Global shares (owned by shareholders other than KAMCO) against the issuance of 104,884,308 new KAMCO shares according to the swap ratio of 0.75522821 KAMCO share for each Global share. The share swap was concluded on Thursday 12th of December 2019 where minority shareholders in Global have now become shareholders in KAMCO.

Newly issued shares will be eligible for trading on Bursa Kuwait starting Sunday, Dec 15. Following the merger, the authorized, issued and paid up share capital of KAMCO stood at KD34.2mn.

Commenting on the completion of the merger process, KAMCO's CEO, Faisal Mansour Sarkhou, said, "We are pleased to have completed the legal execution of the merger within the preset time frame. In the coming weeks, we will work towards integrating our operations and systems in preparation for

a fresh start in 2020."

He added, "We welcome new shareholders to KAMCO ensuring that of our commitment to continue creating value for all stakeholders through our fee-based business model that is client driven with focus on innovative strategies and team capabilities."

Overview of KAMCO post-merger

Legal Name: KAMCO Investment Company K.S.C. (Public)

Share Capital: KD 34.2 million

Listing: Boursa-Kuwait (ticker: KAMCO - Bloomberg: KAMCO KK Equity - Thomson Reuters: KAMC.KW)

AUM: USD 13.7 billion (as at 30 September 2019)

Geographical Presence: Kuwait, Saudi Arabia, United Arab Emirates, Jordan, Turkey

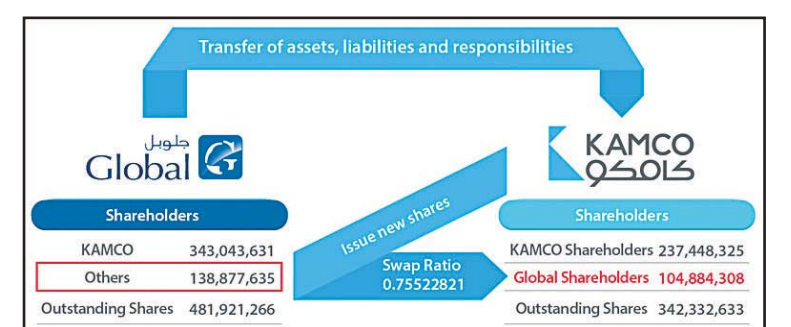
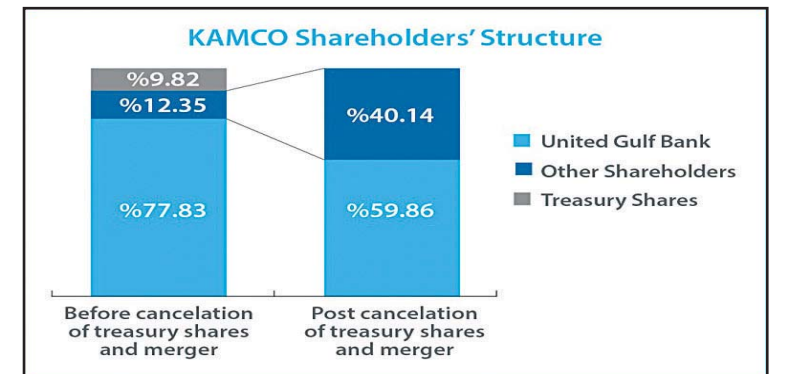
KAMCO shareholders structure post-merger

KAMCO enjoys a larger and more diversified shareholder base with non-controlling shareholders representing more than 40% of total issued shares.

Sarkhou concluded by expressing his gratitude and appreciation towards the Capital Markets Authority, Ministry of Commerce and Industry, Central Bank of Kuwait, Boursa Kuwait, as well as other regulatory authorities for their ongoing support and cooperation throughout this process. He also thanked the boards of directors and teams of both companies for working side by side to ensure the successful outcome of this transaction. Sarkhou also thanked clients and shareholders for their trust assuring them of KAMCO's commitment to create value for all stakeholders.



Sarkhou



Merger Process

Modernize treasure IT

Murex expands presence in Kuwait with its partnership with Gulf Bank

KUWAIT CITY, Dec 14: Murex, an industry leader in trading, risk management and processing solutions for capital markets, announces that Gulf Bank, one of Kuwait's largest banks, has selected MX.3 to modernize and digitalize its capital markets and treasury IT.

The decision to select Murex is part of Gulf Bank's wider re-platforming of its IT landscape in which Murex will be delivering a fully integrated solution for Gulf Bank's treasury and capital markets functions, which will extend the capabilities of the bank's treasury operations and enable it to extend its client solutions offering.

Through this new partnership, Gulf Bank will deploy Murex's MX.3 platform, providing a robust technology infrastructure for core and support operations, as well as risk management.

Philippe Helou, Co-founder and Managing Partner at Murex said: "Our partnership with Gulf Bank marks an exciting step towards the bank's digital transformation - significantly increasing the sophistication and capabilities of its treasury operations. It's also a strategically important announcement for Murex, as we consolidate our presence in the Middle East with a string of new partnerships transforming regional banks' core systems and operations."



Sami Mahfouz

Commenting on Gulf Bank's new partnership with Murex, Sami Mahfouz, General Manager - Treasury at Gulf Bank said: "Gulf Bank is committed to delivering the best solutions for our customers, which is why we are constantly working to ensure our internal processes and core operations are up to the highest industry standards. By partnering with Murex, we are working with a worldwide leader in technology solutions for capital markets and treasury. We have no doubt that our partnership will further optimize our client centric model and help drive Gulf Bank's operational excellence across our various business functions."