



*we invest in relationships*TM

| Brokerage | Corporate Finance | Research | Investment Advisory | Mutual Funds | Online Trading | Commodities |



Leadership



Access



Trust



Foresight



Analysis

Our commitment to
best practices
becomes your
haven
in uncertain times



OUR HERITAGE



WE strive to reinforce our credence as a modern firm poised to lead the financial commune and contribute to the prosperity of the nation.



OUR VALUES

- WE exist to delight our clients and win lasting relationships by capitalizing superior service quality.
- WE focus on harnessing and developing talented human resource to lead us into the future.
- WE believe in maximizing investors' profits based on our timely and accurate research; to cement their trust and grow with them.
- WE protect investors' interests by adhering to highest standards of fiduciary responsibility and accurately diversifying allocations.
- WE relish inspiring the circa with our commitment to formulating innovative offerings and motivating them to up their own performance.



THE TEAM

Mr. Humayun Javed – CEO

Mr. Humayun Javed has been leading WE Financial Services since 2001. He began his career in Corporate Banking with Deutsche Bank in 1993 and gradually steered his career towards capital markets. He joined WE in 1997 and has since risen in rank to his current designation. Under his leadership WE consistently grew at a CAGR of 118% from 2004 to 2007 and the company's assets increased from USD1.55 million to USD11.23 million in 1QCY08.



Mr. Asad Javed – Director

Mr. Asad Javed has over 10 years of experience in equity sales, management of equity portfolio, risk management and arbitrage. Prior to joining WE Investment Management, he was working as Director Equity Sales in WE Financial Services Ltd. There he groomed a team of professionals who are now serving across the industry.

Mr. Asad Javed has formerly been associated with Crescent Investment Bank Limited in the Merchant Banking division where he was one of the two member team that managed funds of approximately Rs. 2 billion for Crescent Investment Bank. His cross-sectional experience in Merchant Banking from research to portfolio managements is a valuable asset to WE, as he leads from the front. Moreover, having experienced the market at its worst and best, he has developed an irreplaceable insight.

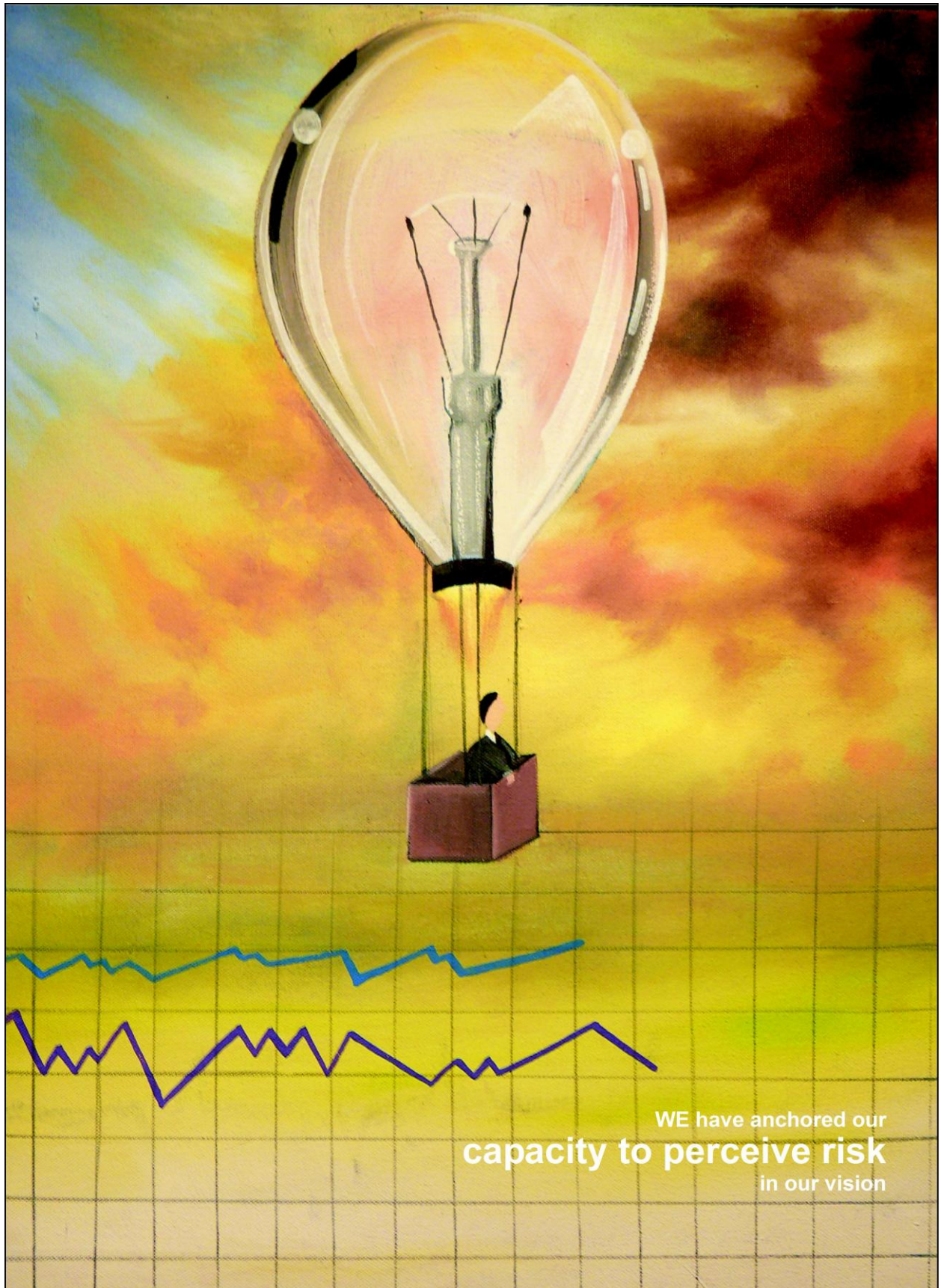


***Mr. Nessar Ahmed - Chairman and CEO
(WE Investment Management Ltd.)***

Mr. Nessar Ahmed is an MBA from the Institute of Business Administration. He started his professional career with National Development Finance Corporation where he worked for 16 years. He then joined Crescent Investment Bank (Cresbank) as President and Chief Executive Officer. Under his stewardship, Cresbank prospered and its capital base increased from PKR 100 million to PKR 1400 million. Currently, he is engaged in consultation with various groups in the financial and industrial sector. Having over 30 years of experience in investment and development banking, his views and opinions command significant weight among professionals in the finance and investment community.

WE: strategizing in growth, values & relationships





WE have anchored our
capacity to perceive risk
in our vision

WE - SO FAR

WE Financial Services Ltd. (WE) is a Corporate Member of the Karachi Stock Exchange Guarantee Limited and has been facilitating investments since the days of the outcry system in 1993.

Operations began with former equity partner Smith New Court (SNC) of UK. Following SNC's acquisition by Merrill Lynch, WE partnered with Teather & Greenwood (PLC), a 150 year old retail broking house of UK, in 1996. Having collaborated in various prestigious corporate finance deals within a short span of time, WE secured international trust and confidence; becoming the preferred choice for foreign fund managers. The best practices, corporate ethics, and standard operating procedures of these international giants have ever since been inculcated within the culture of WE Financial Services Ltd.

The highest order of professionalism reflects in our business dealings as we enjoy the privilege of serving numerous reputed institutions in Pakistan. With deep-rooted ties within the local financial markets, WE now seek to expand our horizon of professional and business relationships and establish ourselves as an internationally known entity.

Confidentiality and personalized attention to clients are diligently practiced at WE; separate trading departments for individuals and institutions are in place. This has enabled WE to earn and sustain our clients' fervent trust over the years, thus building winning relationships. Our clients' belief in our competence has encouraged us to grow in order to help them grow.

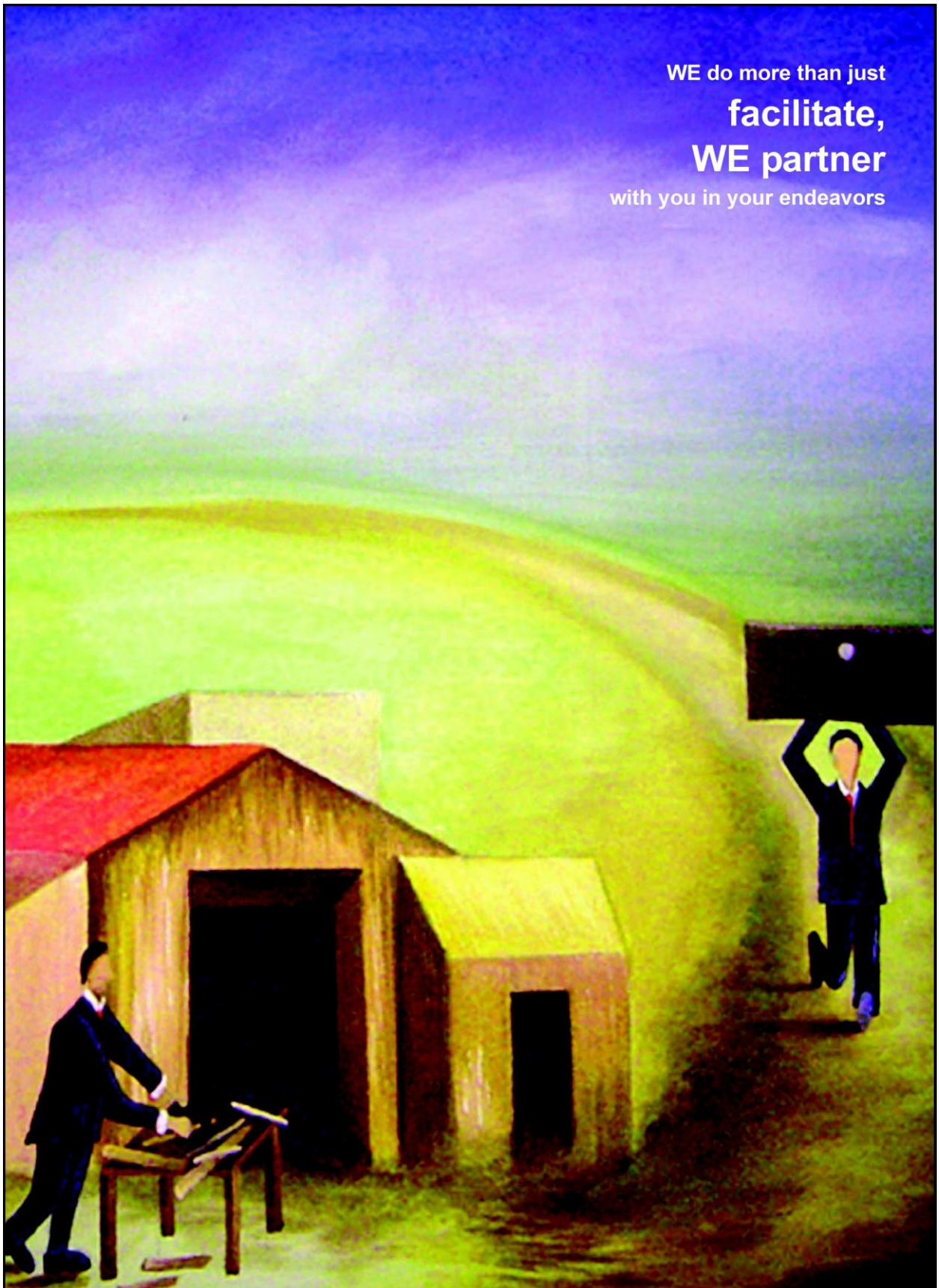
With over 15 years of consistent broking & research experience, WE add to our heritage of providing convenience to our clients by establishing a mutual fund management and investment advisory company. WE Investment Management Ltd. (WEi), registered by the Securities & Exchange Commission of Pakistan has already floated and managed WE Balanced Fund under its belt.

Our desire to facilitate our clients in all their investment needs has led us to enter commodities trading. WE are all set to diversify our clients' portfolio of assets under the banner of WE Commodities (Pvt) Ltd. (WEc).

Our state of the art online trading facility WEOnline.biz (WE@), has been successfully providing trading convenience to our users. The acute blend of our human and technological resources assures our clients of complete focus on trade.



WE do more than just
facilitate,
WE partner
with you in your endeavors



OUR EXPERTISE - YOUR CONVENIENCE

Our meticulously crafted set of services facilitates the decision-making process for our clients. Coupled with our time tested and fail proof systems, efficient execution of those investment decisions helps us progress with the prosperity of our clients. WE want you to increase your wealth while we monitor the risk at both client and company levels.

Should you choose to partner with us, WE have the following to offer:

- Broking
- Corporate Finance
- Equity Research
- Fund Management
- Mutual Fund Distribution
- Investment Advisory
- Commodities Trading
- Online Trading



WE FINANCIAL SERVICES LTD.

Brokerage Service

WE are well-equipped with an experienced and highly qualified Equity Sales Team, geared to assist you in navigating through the market flux. Strict confidentiality of transactions is one of our cardinal principles to ensure the protection of your interests.

WE will offer you well-informed and objective advice to make investment decisions that will help you attain your financial objectives. Our equity desk will work in close proximity with you to compose a portfolio and monitor its performance so that the results are aligned with your objective.

Our procedures have been established to discourage conflicts of interest, so the advice you receive is an objective assessment of WE that increases the possibility of your investments working for you.

Our equity desk ensures that you are kept abreast of market developments and provides regular updates on your investment instructions in quick succession. This constant contact ensures that any emergent opportunities and trends are immediately picked by our desk and shared with you to capitalize on the opportunities.

Corporate Finance

Our Corporate Finance department is a one-stop source of strong, vigorous and interactive financial services related to financial advisory, underwriting, and placement of equity. WE are endeavoring to acquire and enhance our foreign equity placement and distribution capacity through reputed international investment banks and brokerage houses.

WE have been involved in corporate finance transactions since inception and have participated successfully in several transactions. Our strong ties and established reputation in the industry allows us to arrange funds through equity and borrowing expeditiously for you.

Some of the transactions in which WEFS participated were international equity placement syndications under the leader/manager-ship of Muslim Commercial Bank Ltd. The most significant mentions amongst them are:

- Ibrahim Fibres Limited: A polyester fibre manufacturing plant
- Pakistan Telecommunications Limited (PTCL): Placement of five million vouchers exchanged for shares for a total value of US\$ 898 million



Some recent underwriting and private placements are:

- Advisory and underwriting of WE Balanced Fund
- Underwriting of second tranche of UBL's Term Finance Certificates
- Private placement and underwriting of First Dawood Mutual Funds
- Placement & underwriting of Eye Television Networks Ltd. (first TV Channel to be listed in the KSE)
- Underwriting of Chenab Limited
- Underwriting of PICIC Energy Fund
- Underwriting of Zephyr Textiles

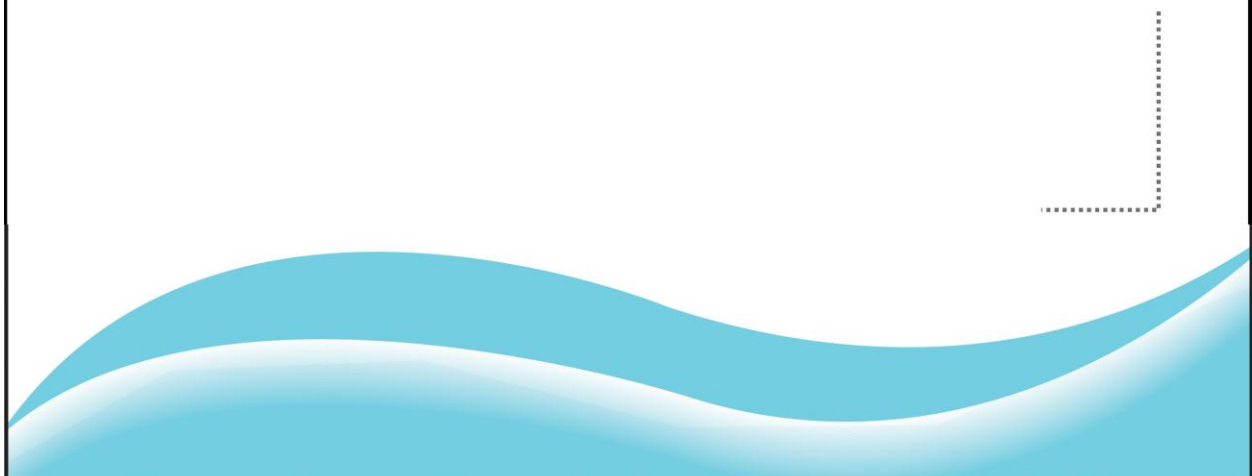
WE are planning to participate in several other corporate finance transactions pertaining to the textile and media sectors. WE are also acting on financial advisory mandates for foreign investors interested in participating in projects concerning cement, hydropower, automobile and other prospective sectors.

Equity Research

WE believe that successful equity trading is the function of an accurate assessment of market direction and timing, thus every market trend presents an opportunity to our investors. Keeping a proactive approach towards information management, WE offer well-rounded, high quality, unbiased in-house research to you.

We want to provide you more information. Our objective is to disseminate relevant information in a reader friendly format so that we actually fulfill your needs instead of overwhelming you with information.

Our credentials in this area can be observed in our dailies (Morning Briefing and Market Roundup) and comprehensive company reports to our clients and also to leading newspaper publications.





**WE converted
experience into insight,**
letting you float where others dwindled.

WE INVESTMENT MANAGEMENT LTD. (WEI)

Investment Advisory

Dealing with a WE advisor gives you informed-control over your investments and offers you 3 significant advantages:

- You enjoy access to a complete range of investment vehicles
- You obtain clear, unbiased information and explanations that facilitate your decision making
- You benefit from the rich objective advice of an experienced investment professional

Fund Management

WEi launched its first fund namely WE Balanced Fund (WEBF), a close-end fund, in November 2006, with a paid up capital of Rs. 200 million. The Fund had distributed a cash dividend of Rs. 1.05, which was a 90.52% payout against its net earnings in its first year since inception.

Foreseeing the economic direction in 1Q08, the Fund's investment advisor decided to protect the certificate holders' capital as opposed to exposing them to high risk. The equity portfolio of WE Balanced Fund was thus off-loaded at premium levels compared to market rates prevalent at that time. The sole intention was to lock the Net Asset Value of the Fund above par value: Rs. 10 per certificate. Hence, the liquidation proceeds of WE Balanced Fund were distributed to the Certificate Holders of the Fund on the basis of the NAV of Rs. 10.16 per Certificate during October, 2008.

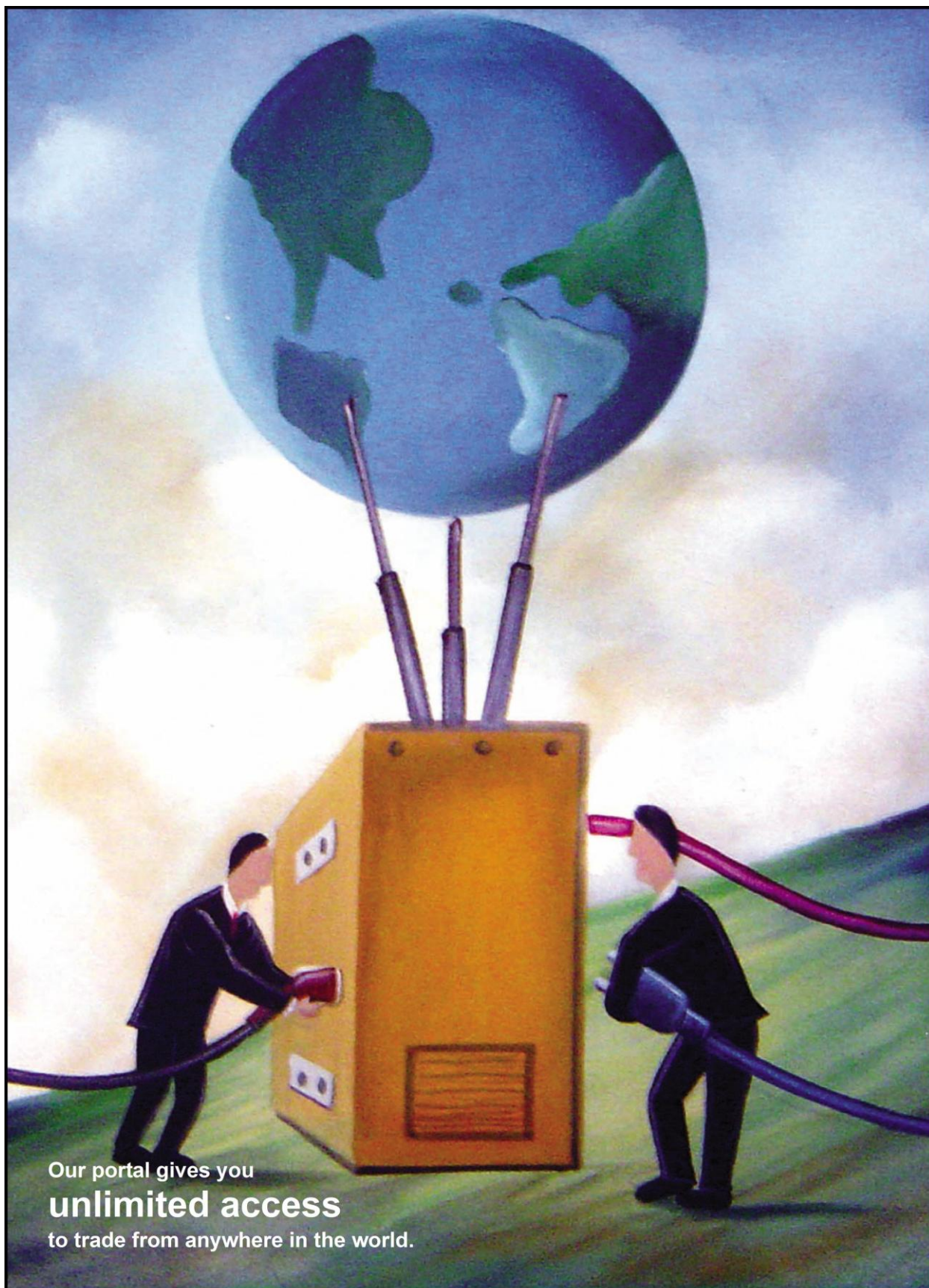
Our experience has given us a unique foresight to pre-empt risk and proactively take the necessary measures to minimize it. This is evident in our performance: zero percent default ratio before, during and after the recent crisis. WE continue managing risk efficiently at both the client and company level. Thus WE ensure sustenance of our clients' trust and progress towards our goals.

Portfolio Management

Whether you are an individual who wants professionals to take care of their investment or a corporate entity that wants to focus on their primary business and outsource their investment function; through our Individually Managed Accounts (IMA), WEi can manage your discretionary and non-discretionary portfolio to optimize returns. According to the investment objective assigned by you, the funds will be actively managed and placed in the money market, fixed income instruments, or equity to maximize returns.

By opting for IMA, you can be confident that we will remain as diligent in protecting your capital and achieving your investment goal as we did while managing WE Balanced Fund.





Our portal gives you
unlimited access
to trade from anywhere in the world.

WEonline.biz (WE@)

WE believe in continuous improvement and constant technological advancement; the goal is to provide you the maximum available comfort. WEonline.biz (WE@) is the embodiment of our vision to promote “informed investors” where WE provide an exhaustive information portal to assist you in making smart investment decisions at the click of a button. WE@ will strengthen your confidence in us as WE allow you to execute transactions in real-time anywhere in the world at your utmost convenience.

In addition to live market access and execution of buy/sell orders, you will have tools like

- Technical analysis,
- Fundamentals,
- Live announcements from our trading desk at specified intervals, and
- Graphical representation at your disposal to empower your decision making.

Our customized online trading application, EZ Trade, is backed by our qualified, dedicated and experienced staff to provide uninterrupted flow of data and service. EZ Trade is loaded with features like:

- Real-time market quotes
- Real- time portfolio updates and trade executions
- Secure Transactions
- Real-Time Risk Management

The online services WE offer are unmatched in the industry and are backed by systems acknowledged by Intel®; presenting us as a model for our peers in financial services.. Our efficient system designs will actually let you concentrate on trading rather than complaining about service providers.



WE COMMODITIES (PVT) LTD. (WEc)

WE are also a member of National Commodity Exchange Ltd. (NCEL) through our subsidiary WE Commodities Limited (WEc). WE formed this platform to provide you greater diversity and add a new dimension to your investment portfolio.

With WEc, you will receive an active and direct gateway to NCEL through which you can trade in non-equity based options. You can procure or trade in

- Gold (10gm & 100gm),
- Palm Oil,
- Rice, and
- 3 month KIBOR Futures to diversify and capitalize on further investment opportunities.


Investing in commodities offers you the following benefits

- Hedge against inflation
- Commodities being real assets
- Hedge against event risk

Benefit by trading through NCEL as their gold is certified by the world's leading gold refinery; allowing you to re-sell your gold anywhere in the world. Should you require physical delivery of your gold contracts, the gold will be delivered at your doorstep.

Expect us to provide you the best insight about the commodities market and to keep you informed so you may use the market movements to your advantage.





Allow us to cater to your investment needs.
We will be delighted to help you grow your investments.

DOWNLOAD OUR ONLINE FORMS TODAY!

Visit our website and download the requisite account opening forms.

www.we.com.pk

www.weonline.biz

WALK-IN TO ONE OF OUR OFFICES TODAY!

Our branch staff are looking forward to hosting you.

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A Division of
WE Financial Services Ltd.



An Associated Company
of WE Financial Services Ltd.



An Associated Company
of WE Financial Services Ltd.