

Employees' Quarterly Newsletter

# **SMART MAG**

Issued by the employees for the employees







# Message from Our CEO

#### **Folks**

#### **Belated Seasons' Greetings!**



By the grace of God we have managed to finish another good year. As a Management Team we managed to achieve our corporate objectives. Our flagship equity funds performed better than other actively managed equity fund, while most other funds performed well too.

We got acknowledgement as a team by our rating agency who improved our rating one notch to **AM1**, which is the best in our sector, so far. In the New Year our focus should be on moving two notches up, in terms of AUM ranking and inculcating a learning culture on the way to become even better professionals.

Let's try and find time to teach others and make ourselves better professionals.

### YASIR QADRI

Chief Executive Officer, UBL Fund Managers Ltd.

# Lunch with **The CEO**

A lunch with the CEO session was held on 7<sup>th</sup> November, 2017 at the Corporate office with the managers, assistant managers and officers of both UBL Funds and Al Ameen Funds. It was an interesting session in which our employees got an opportunity to share some interesting ideas and give suggestions about our products, services, company culture, etc. to our CEO.



### **Company News**

# UBL Fund Managers Announces the launch of Al-Ameen Islamic Active Allocation Plan – X

UBL Fund Managers Limited (UBL Funds) announced the launch of Al-Ameen Islamic Active Allocation Plan-X under Al-Ameen Islamic Financial Planning Fund – II.

The investment policy of Al-Ameen Islamic Active Allocation Plan-X (AlActAP-X) is approved by Shariah Advisors; Mufti Muhammad Hassan Kaleem and Mufti Muhammad Najeeb Khan.

The plan actively allocates investments between Islamic Equity and Islamic Income/Money Market mutual funds, based on the Fund Manager's outlook on

these asset classes, with an aim to achieve potentially high returns. The Plan has a term of two years and is ideal for investors who wish to benefit from the equity market and desire active management of their investment portfolios.

AlActAP-X will be investing in Al-Ameen Islamic Dedicated Equity Fund to take exposure to Equities, while investing in Al-Ameen Islamic Sovereign Fund (AISF) and/or Al-Ameen Islamic Cash Fund (AICF) to take exposure to the Income/Money Markets.



### **Company News**

## UBL Fund Managers Announces the launch of UBL Active Principal Preservation Plan-I

UBL Fund Managers Limited (UBL Funds) announced the launch of UBL Active Principal Preservation Plan-lunder UBL Financial Planning Fund. This Plan is now open for subscription.

The "UBL Active Principal Preservation Plan-I (UAPPP-I)" is a Principal Preservation Plan under "UBL Financial Planning Fund" with an objective to earn a potentially high return through dynamic asset allocation between Equity, Sovereign Income and Money Market based Collective

Investment Schemes, while providing principal preservation of the Initial Investment Value including sales load at completion of twenty four months and beyond till maturity of the plan.

UAPPP-I will be investing in Al-Ameen Islamic Dedicated Equity Fund to take exposure to Equities, while investing in UBL Government Securities Fund (UGSF), UBL liquidity Plus Fund (ULPF) and/or UBL Money Market Fund (UMMF) to take exposure to the Sovereign Income/Money Markets.







# UBL Funds Goes LIVE on Facebook

From text to images and videos to live streaming, content has had a particular lifespan around engagement. We continue to look to engage audience faster and more effectively. And that's why we have started using Facebook Live Videos.

The first live video we started off with was 'Benefits of Long-Term Investments' by our CEO Mr. Yasir Qadri on November 19th, 2017; which got a tremendous response. We received 5,900 views without any paid promotion campaign.

In our second live video, we covered one of the most important topics of the year 2017 - 'Stock Market Outlook'. The live session was timed in a way when the stock market was down and our investors were quite concerned about their investments. We realized that we should to go live on Facebook and help customers take timely and informed decisions related to their investments.

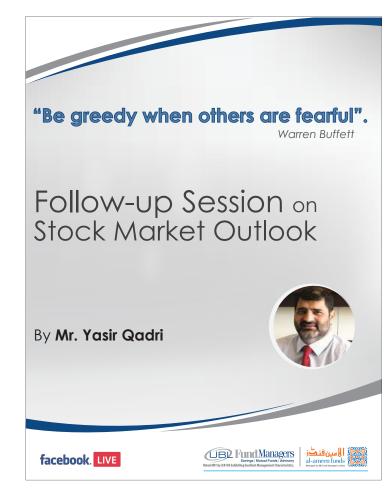
In this session, Mr. Yasir shared historical trends of the stock market and shed some light on the predictive indices of the market. This time, we received much greater response in terms of views; which were 9,200.

#### Contributed by:

**Omais Waiz-Assistant Manager Marketing** 

This initiative has transformed into an achievement for us, which has marked UBL Fund Managers as a pioneer of Live sessions on Facebook in the Asset Management Industry. As a result, most of our competitors have also started following our footsteps.

This initiative reiterates our commitment of being the best in class and the most preferred investment solution provider, while focusing on our most valued asset "OUR CLIENTS".



# In Conversation with **Syed Suleman Akhtar**

Chief Investment Officer

### Q1) Tell us something about your childhood, schooling and family.

During my childhood, life was simple and mostly gadget free. And we did not have present day security concerns. So, I had a very active childhood. We used to spend hours outside our house playing hockey, cricket, football or whatever was in. There weren't many culinary choices or brands. I grew up eating BP toffees, Polka ice cream and desi food such as local bun kebabs. There was only one TV channel i.e. PTV which aired from 5.00 pm to 11:00 pm. I still remember waiting all week to watch Tom and Jerry cartoons. It was simple yet quite fantastic.

I cherish my school days, as some of the best moments of my life were spent in my school. I was a very mischievous student. In my studies, I was above average. After completing my O levels, I did B.Com from St. Patrick's College. After that, I did MBA from IBA, Karachi. I got my CFA charter in 2006. Now, I am happily married and have two children.

# Q2) When did you join UBL Funds and what have you done to enhance your knowledge as a CIO?

I joined UBL Funds a year back. As CIO, I am responsible for all facets of Investment Management function. This role requires strategic thinking in addition to day-to-day running of the investment function. One of my most important tasks is to manage and oversee multiple teams of highly qualified investment professionals who have diverse responsibilities such as research, equity investment management, fixed income and separately managed accounts.



The challenge is to create an environment where all could contribute to their fullest to achieve investment performance goals. Another important responsibility is to engage with diverse clients, both current and potential, ranging from sophisticated institutions to high net worth individuals.

After assuming my new role, I have tried to brush up my time and pressure management skills and enhance my reading on motivation theories, behavioral finance and portfolio management.

# Q3) Why did you choose Investment Management as a career and how did you climb up the ladder?

Stock market always fascinated me. Even when I was doing my MBA, I used to visit the Karachi Stock Exchange to witness open outcry trading on the floor. I used to visit the Exchange's library to read research reports by different brokerage houses. I also did some trading, but incurred heavy losses due to my inexperience and lack of knowledge.

# In Conversation with **Syed Suleman Akhtar**

Chief Investment Officer

When I completed my MBA in 1999, the local bourse was in an extremely bearish spell subsequent to nuclear blasts conducted by Pakistan. Therefore, everybody advised me to stay away from the stock market. Instead, I joined SSGC as an Assistant Manager.

However, after working there for two years I realized it was too monotonous for me. By then, I had pretty much made up my mind that I would pursue a career in Investment Analysis and Management. So I registered for the CFA Program. After passing CFA level 2 exams, I tried my luck at a few brokerage houses. Fortunately, I got an opportunity to work as a Senior Equity Analyst at Foundation Securities.

I earned my CFA Charter during the first year of my service. There was no looking back from there. I got promoted to Head of Research within two years, did roadshows in Singapore, Hong Kong and US and authored co-branded research on Macquarie Capital Securities platform.

Investment management is a labor of love for me. That's why I never get tired nor bored, despite my hectic schedule and long hours of work.

### Q4) Tell us about the teams you've directly managed and how you built them?

I am blessed to have worked with extremely qualified people in my team.

For our investment team, we look for people who are highly intelligent and able to think independently and discerningly, who possess extensive financial modeling skills and do not mind working under pressure for long hours, when required. In Investment Management, work is not tightly structured as every day is a new day.

#### Q5) What do you do in your leisure time?

I read Investment literature, play table tennis and watch movies.



19<sup>TH</sup> MAP CONVENTION-RISING WITH THE MILLENNIALS OCT  $17^{\text{TH}}$ - $19^{\text{TH}}$ , 2017









#### **Mutual Funds Awareness Session**

by **Al Ameen Funds** Team 14<sup>th</sup> Dec, 2017 Iqra University - Karachi

Al Ameen Islamic Financial Services has always devoted its time and energy to educate people on mutual funds. A team of 10 people had visited Iqra University to give awareness to both the faculty and students on mutual funds, its mechanics and benefits.

The event was organized at the University's auditorium on Dec 14, 2017. Assistant Manager Marketing, Salman Rustam Khan coordinated with the University's Manager Corporate Affairs and Outreach, Ms. Mufarrah Malik and ensured that the event was held on time. Marketing collateral

was organized and well placed for the audience's understanding.

Deputy Manager Corp & Institutional Sales, Ahsen Maniya addressed the audience and gave valuable information on mutual funds and enticed the audience to invest. It was an interactive session and words were exchanged between the audience and the speaker. Later on, the entire team joined to give satisfactory answers to both the faculty and the students.





### Sales Incubation Center – Batch 1

2017 South Region



#### Sales Incubation Center – Batch 2 2017 South Region



# Cricket Tournament 2017

# CORPORATE SPORTS LAHORE-2017

As part of the Inter Corporate Tournament, a cricket match was arranged by Corporate Sports Pakistan between UBL Funds and Digital Globe Services (DGS) at the Race Course ground in Lahore on 7th October. The winning captain Mr. Uzair Dar informed us that they won by 7 wickets against the DGS team.

There were 16 teams in this tournament which included companies like Nestle, MCB, Fatima Group, Telenor, Jazz, Wateen, Berger, Meezan Bank, FINCA, etc.







# CSR Initiative 2017

### LIVER TRANSPLANT HOSPITAL

Faisalabad

UBL Funds being a socially responsible organization feels proud to have donated to the **Liver Centre, Faisalabad** (A project of Liver Foundation Trust) who have been working for the welfare of the poor and needy since 2003 by establishing a medical center exclusively for treating patients from liver diseases.



Managers sponsored UBL Fund one student from under-privileged area for the Leadership Development Conference by the **Impact** conducted Youth **Company**. This was done under their "Markhor" named programme held in the Shogran Valley. The sponsorship was done under the theme of Education.



UBL Fund Managers also sponsored **Habib University Foundation** for their initiative named TOPS - Talent Outreach Promotion Sustainable to support students who get enrolled on merit, but cannot afford to pay tuition fees. This was done under the theme of Education.

As part of CSR activity, UBL Fund Managers sponsored **I AM KARACHI** for painting of walls in Karachi to revive its glory days. This was done under the theme of Environment and Arts.

# Travelogue

# WANDERING

#### THE NORTHERN AREAS OF PAKISTAN



The journey started from **Nathia Gali** where we were staying for our Sales conference. We had already decided to go further towards **Naran** after the completion of the Sales Conference. The route is a bit time consuming because of the roads. We left in the evening and reached Naran at night, approximately at 11:30 pm. We reached our hotel, placed our luggage in the hotel rooms and decided to go to Naraz Bazaar.

Fortunately, some other colleagues also agreed to join us for some adventure, but the problem was they had not made proper arrangements to travel in these cold areas. In the Bazaar, we bought some warm clothes and went to have some food as we were all so hungry. We explored the bazaar of Naran till 2:30 am in the cold, dark and silent night.



## Travelogue

The next day we woke up early in the morning In Siri Paye, there are no hotels, no networks, no specially Muhammad Azam and Minhaj who were the first ones to wake up. Then, we had our most traditional breakfast of ANDA, OMELETTE and desi ghee PARATHA with desi serving style in the garden of our hotel, which was just beside the river and surrounded by big trees and huge green mountains. As per our plan, we rented out two jeeps which would take us to the most famous lake, Saif-ul-Mulook. The journey was quite horrifying, because there were no safety measures for anything yet; the beauty of that surrounding overcomes all your fears. It was a very eye-catching view up in the mountains. The lake was surrounded by snow-covered mountains and its water was crystal clear and very chilled. We took a boat ride in that in that area, which is actually the peak of the lake, but due to lack of time, we decided to keep it short, as it would have taken around 1.5 hours to go through the entire lake.

to move towards **Shogran** and then to **Siri Pave**. were beautiful landscapes in the mountains with a lot of fog. When we reached Shogran, we all decided to go to Siri Paye which was around an hour away from Shogran. Siri Paye was the best place, where we had stayed. Initially we were around 12 people. But when we reached Siri Paye, 5 of us that is, me (Nayyar Jamal), Fahad Anwar Randhawa, Irfan Nayyar, Muhammad Kumail and Muhammad Azam decided to spend the night there which was actually the adventurous part.

electricity and no bathrooms either. There were only camps to stay there. It was extremely cold. At night, the sky seemed as if all the stars had gathered at one place. We had a bonfire there to keep ourselves warm, as the temperature was quite low. After sometime, there was thundering and lightening right in front of our eyes and it was literally a very great view. We finally got our camp and ordered our meal. Our meal was basically DAAL and ANDA GHOTALA which is very simple food, yet it gave us great pleasure at that time. We managed to sleep in the camp somehow and then in the morning when we got out of our Camp, we got to see the most beautiful scenery. We roamed around mountain, covered with trees and with a very huge park. There were sheep and horses roaming around freely in that area.

After that, we went back to our hotels and decided After that, we decided that we should go down to Shogran by trekking on the mountains. That was These both places are at a very high altitude. one long walk through the steep mountains. There Shogran is completely like a green park area. There was a point when I lost my balance and was about to fall off the mountain, but somehow I managed to survive. We all took almost 2.5 hours to reach Shogran. The rest of the colleagues were waiting in Shogran for us. We all met at a common meeting point and went directly to Islamabad. Then we took a flight and came back to Karachi. It was undoubtedly a memorable time for all of us.

> Contributed by: Nayyar Jamal-Group Sales Manager



### Talent of the Quarter

# افسانه سرراه

ہرروز کی طرح اس دن بھی رفیق بے دلی اورست روی سے دفتر کی طرف جار ہاتھا۔

اس کا ذہن ماضی کی تلخیوں کو پھر سے کرید نے لگا۔ وہ سو چنے لگا کہ اگر مفاد پرستی کے گدھ ضرور توں کے بھو کے انسانوں کی بوٹیاں نو چنے لگیں اوران کو بیسو چنے پر مجبور کر دیں کہ انکی سرز مین ایکے لئے نگ ہوگئ ہوگئ ہے تو انہیں ایسی جگم شقل ہوجانا جا ہئے جہاں انہیں غلام ہی سہی مگر انسان سمجھا جائے۔ مگر اب سوائے پچتا وُں کے اسکی زندگی میں کچھ باقی نہیں۔ ساری عمر رائیگاں گزرگئ ۔ کاش اس نے کوئی فیصلہ بر وقت کیا ہوتا۔

وہی گلیاں، وہی چوراہے، وہی موڑ، وہی میدان ۔سب وہی رہابس اسکے بڑھاپے نے اسکی جوانی کو کتر ناشروع کر دیا تھا اوراب فاکلوں کی گرد میں خودکو گنواتے ہوئے بیس برس گزر چکے تھے مگر وہ اپنے مستقبل کو بہتر بنانے کیلئے اپنے حال کو گنوا تا جارہا تھا۔ پییوں کی تنگی اور مسائل کی بہتات کے باوجود بچوں کے بہتر مستقبل فراہم کرنے کیلئے اس نے ہمیشہ بہت جانچ پر کھ کرخرج کیا تھا۔

ختم کردیا تھا۔ یہاں تک کہ دفتر جانے کیلئے بھی وہ کئی فرلانگ پیدل ہی چلا جاتا تھا۔

میدان سے گزرتے ہوئے اس نے ایک نظران بچوں کی طرف ڈالی جو کئے اور ازار بند بیچنے اسکے پاس سے گزرر ہے تھے۔ان بھو کے نئے پاؤں بچوں کود کھے کراسے اپنی زندگی کی ساری محرومیاں یاد آنے لئے پاؤں بچوں کود کھے کہ ان شکستہ حال بچوں سے بچھ ختلف نہ لگا۔

کیا بچھ سوچا تھازندگی میں اپنے لئے مگر بچھ حاصل نہ کر سکا۔

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تھا منے میں بھی اس نے اسی سوچ بچار میں وقت کھودیا تھا۔

ذکاش وقت پھر سے بلیٹ آئے۔اس نے پاسیت سے خود کلامی کی۔

عمر بھرکی تھکن اسکے وجود میں سرائیت کرگئی تھی۔ وہ سرکاری مثارت بھی

بچھ زیادہ دور نہیں جہاں وہ برسوں سے ملازم تھا مگر راہ چلتے ہوئے

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یکھنوں ہور ہاتھا کہ جیسے آج رستہ اس سے روگھ گیا ہے۔

یکا کیک کسی کی آواز سن کروہ رک گیا۔ وہی آواز جس کا اسے برسوں

انتظار رہا تھا۔اسے اپنے کا نوں پر یقین نہیں آ رہا تھا۔

اس آواز نے اسے حال سے ماضی کی چوکھٹ پر لاکھڑا کر دیا تھا۔

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### Talent of the Quarter

یا داشت میں اب تک موجود تھے مگر اب ان بالوں میں جاندی اتر چکی تھی۔ ماتھے پرٹیکہ کی جگہ ایک گہری چوٹ کا نشان تھا جو برانا لگتا تھا مگراس کی تکلیف اسکے چیزے براب بھی محسوس کی جاسکتی تھی۔اسکے ہونٹ ساری زندگی صبر کا کڑوا گھونٹ پینے سے اپنی سرخی کھو چکے تھے۔ وہ سکتے کی حالت میں اسکے قریب کھڑاا بنی زبان کو گویائی کا حکم دینے کی کوشش کرر ہاتھا مگراسکی گویائی تو اسکے احساسات کے ساتھ دم توڑ چکاتھی۔ نا کلہ نے آواز دی 'بابو! میری بینائی جا چکی ہے۔ ایک اندھی کی مدد رفیق کی کا ئنات اسکے لئے ختم ہوکررہ گئی۔ نائلہ کی آنکھوں کوغور سے دیکھا تو سفید جالے سے اسکی آئکھیں بھر پچکی تھیں ۔ایک مرتبہ رفیق کے دل میں ناکلہ کیلئے جذبات کا سیاب امنڈ آیا۔ ایک لمحہ میں سارے مکنہ خیالات ذہن میں آنے گئے۔ ِر فِق کچھ کہنے کیلئے آ گے بڑھا پھرایک کمھے کیلئے اس نے تو قف کیا۔ ا بني تنگ دستي كوپيش نظر ركھتے ہوئے اس نے فوراً نا كله كے علاج كا خیال ذہن سے نکال دیا۔ جیب سے چند سکے نکال کرا سکے ہاتھ پر ر کھ دیئے اور سر جھکا کرایئے دفتر کی جانب بڑھ گیا۔ چند محوں بعد نا کلہ نے اُن سکوں کو گناا ورمسکرا کرخو د کلامی کی ، با بواتنے عرصے بعد ملاتھا۔ بھلامیں اپنی پریشانیوں کی وجہ سے اسے کیسے دکھ دیے تنج آتھی۔

اسکے ذہن نے یادوں کی را کھ کو جھانا تو ایک چہرہ اسکے ذہن کوروشن کرنے لگا۔اس آ واز نے اسکے جوانی کے دنوں کوزندہ کر دیا تھا۔ ر فیق نے مڑ کر دیکھا توایک ادھیڑ عمر کی عورت اپنے بچول کے ساتھ کھڑی تھی۔ بایٹ کرد کیھنے سے پہلے اسکی سانسوں میں جوطوفان تھا چٹانوں سےٹو ٹنامحسوں ہونے لگا۔اس آ واز سےاسکے دل کی دھڑکن ا تنا بے رابط ہوگئی تھی کہ سڑک برٹر یفک کا شورا سکے دل کی دھڑ کن کے شور میں گم ہوگیا تھا ۔ لیکن عورت کے چبرے پر نگاہ بڑتے ہی دھڑکن اب پسلیوں کے پنجرے میں ڈوبتی محسوس ہور ہی تھی۔ نا کله کی یا دیں اب بھی رفیق کو نا گن کی طرح ڈستی تھیں لیکن اس حال میں دیکھ کررفیق دنگ ہوکررہ گیا۔ رفیق کی آنکھیں جھی تو اسے لگا کہ اسکی ساری حسرتیں گہری کھائی میں دہستی جارہی ہوں ۔ جب اس نے نگامیں او پراٹھانے کی کوشش کی تواہے لگا کہ اسکے سارے ارمان فضامیں یارہ یارہ ہوکر معلق ہوگئے ہوں۔وہاس ایک لمحے میں کئی بار جیااور کئی بارمرا۔ نا کلہ برنگاہ کی تواہے لگا کہ اس کی نظروں کے زاویے کر چیاں ہوکر بکھر گئے ہوں۔ نا کلہ کے پیر میں ایک بوسیدہ ہی ٹوٹی ہوئی چیل تھی جو کیڑے کی دھجیوں اور تاروں سے جوڑی گئی تھی ۔اسکی نیلی بلوریں آئکھیں پیوٹوں میں دبننے کے باوجود بھی محبت کا اظہار کر رہی تھیں مگران آئکھوں میں جالا آچکا تھا۔ اسکے تانبے جیسے سنہرے بال رفیق کی

### Save. Invest. Grow.

#### **Present on Social Media**













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