



# Issued by the employees for the employees

Jan-Dec 2019



## OUR CEO'S MESSAGE

**Mr. Yasir Qadri**  
Chief Executive Officer  
UBL Fund Managers Limited



It has been four years since I joined UBL Funds. A lot has changed since then. The paper-based Smart Mag has become an electronic magazine, for instance.

The environment continues to change rapidly. Some of these changes are not very permanent in nature. Markets for example seem to have changed, thankfully for the better. The economic environment and markets will continue to change and push us to be adaptable.

The more permanent change, however, is our relationship with our investors. It is now expected out of us to know our customers, much more closely. In fact, we cannot sell to them, if we do not know them well enough. Not only who they are and where their funds come from, but also their appetite and tolerance for risk and if their current or proposed investment allocations are best suited for them.

The Sales culture that I had sought your help in developing 4 years ago, already needs to be changed. The demand is now for us to become more than Introducers, we have to become Advisers who not only know, but understand their customers and their needs. A radical change indeed. Thankfully, technology presents us the tools that equip us to deal with changing times. Just dealing or adapting may not be an option though, we will, I am afraid will be forced to lead the change.

*Cheers!*

## Company News

UBL Fund Managers announces the launch of "UBL Special Savings Plans II to VI"

### Investment Objective:

The "UBL Special Savings Plan II to VI" are Allocation Plans under "UBL Special Savings Fund".

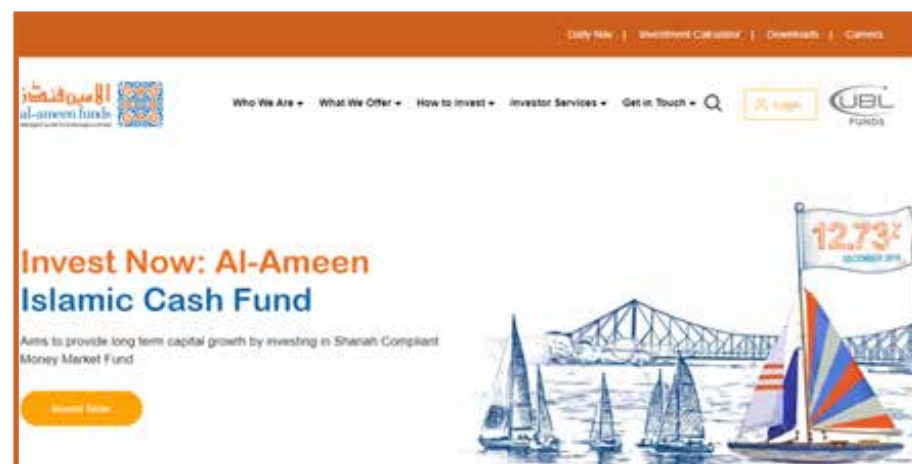
The objective is to earn competitive regular return with capital preservation for unit holders who hold their investment for thirty six (36) Months from commencement of the life of the plan.

### Launch Dates:

USSP-II	05-Apr-19
USSP-III	19-Jun-19
USSP-IV	06-Aug-19
USSP-V	20-Nov-19
USSP-VI	24-Oct-19



## Launch of New Websites - UBL Funds & Al-Ameen Funds



In August 2019, our Company finally achieved another milestone; the launch of the new websites of UBL Funds and Al-Ameen Funds.

After long deliberations between the Marketing team & the Creative Design partner, a theme was agreed and the websites were put into development. Keeping our corporate image and brand identity in mind, the Marketing and IT teams collaborated with the vendor and successfully managed to launch.

Our old website had excessive content which needed to be trimmed and kept up to date; a task which the Marketing team agreed to lead. Similarly, making the websites' performance up to par with other leading websites was to be championed by the IT team.

Our new website is sure to be helpful to both the investors as well as our employees who use the website as a tool for learning and a platform for information about mutual funds. Some of the new and updated features include:

- UBL Funds Goal Planner- Helps customers plan, based on their needs and goals
- Daily updated NAV on the homepage of the website
- Quick access to all our calculators
- Live locator of the nearest branch
- Keyword search option in the Download section
- Lead Generation Forms
- Details such as Fund Type, Risk Profile, Returns, Selling and Offer Price have been mentioned separately for all funds
- A Careers section which allows applicants to apply for jobs on our website

## Presence on UBL's Website:

The UBL Funds Marketing team collaborated with the UBL Bank Digital team to get dedicated space for promotion and awareness of mutual funds offered by UBL Funds to the existing and potential customers of UBL on their new website. A section dedicated to UBL Funds products, providing details and how to easily invest in them via UBL Netbanking was added to the UBL Digital website.

In addition to the above, a login for UBL Funds Online Portal was added to the homepage of UBL Bank right next to its net banking login, helping in increasing the awareness of UBL Funds further.

### Contributed By:

Muhammad Wasay Nesar  
Management Associate – Marketing





## In Conversation with Ashar Siddiqui

Head of Information Technology

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

As a child, I was an introvert but was completely engrossed in all kinds of sports. My passion was and still is cricket. I have done my schooling from St. Michael's Convent School, Intermediate from DJ Science College and Bachelors from FAST.

Later in my career, I did my MBA from IBA. I am happily married and a proud father of two daughters and a son.

### **Q2. When did you join UBL Funds? Tell us about your professional journey?**

I joined UBL Funds in June 2018. I have around 15 years of professional experience in the field of technology. In the initial years, I worked in various software houses developing all kinds of software applications. Later, I moved to PMEX and worked there as Head of Software Development and applications. My last job was at Greenstar Social Marketing as Head of IT.

### **Q3. As the Head of IT, what is the biggest IT-related challenge that you have faced so far?**

Being in the field of technology, challenges are part and parcel of your job. Sometimes you have to ensure that there is no downtime in the existing system along with meeting timelines for upcoming projects. Meeting stakeholder's expectations is another challenge. However, the biggest challenge I faced was, while I was working for PMEX where the existing trading system was not scalable and had performance issues with increasing trading volume. My team and I were given 2 months to develop a new trading system and replace the existing system. We were successful in doing so and it has been ten years now and that system is still in place and running successfully.

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

Being a team leader, you have to realize that every individual is different and should be handled differently. One thing which I look in my team members is the ability to learn. I want my team members to be knowledge seekers and should have the capacity to take responsibility.

### **Q5. How do you usually spend your free time?**

I enjoy watching sports and spending quality time with my kids. I was an avid reader, so whenever I get a chance I try to read a good book and sometimes hang out with my friends.

# Corporate Sales Learning Club Sessions - 2019



Corporate SLC sessions were held in May, Jul, Oct & Nov by Investment Management, Internal Audit & Compliance teams on topics like Economic Indicators, Fixed Income Market Update, Corporate Governance – Rating Methodology & KYC, AML – NRA Updates.



# Retail Sales Learning Club Sessions - 2019



Retail Sales Learning Club sessions were held by different departments on topics like FMR, SMA, Profit on Debt, Tax Rebate, Market Update, Basic Shariah Concepts, Value Added Services, Personal Development & KYC/AML Documentation.





# How to Sell to Corporate Clients

by Mr. Zeeshan Quddus - June 2019



# Mastering Facilitation Skills

by Mr. Amin Gulamani - Aug 2019



## Management Development Program Sep to Dec 2019

The aim of MDP was to equip and enhance the skills set of the participants identified under the program. In the 1st cohort, this program was offered to both Sales & Non-Sales employees from Assistant Manager Grade and above. During the period Oct to Dec 2019, four sessions of MDP were scheduled on topics like Strategic Planning, Operational Excellence, Customer Service Excellence, Technical & Product Knowledge, MS Office, Project Management, People Management & Interpersonal Skills.







## **Enhancing Communication Skills**

by Mr. Ammar Valika - Nov 2019



## **Email & Telephone Etiquettes**

by Ms. Najwa Siddiqui - Nov 2019



## **Personal Development**

by Mr. Shahid Motiwala - Nov 2019



## **Sales Incubation Center**

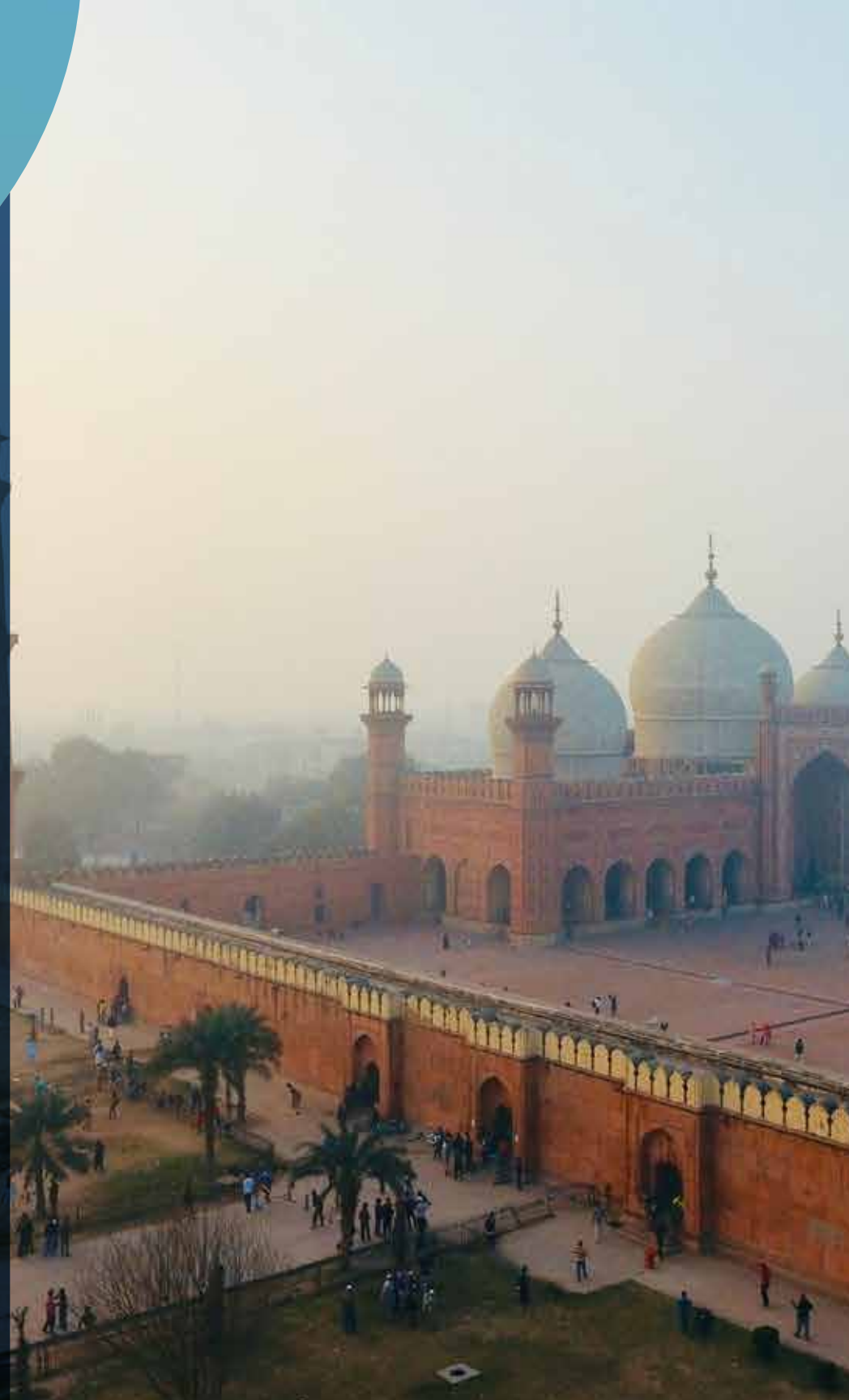
2019

# My Beloved City Lahore

- Engulfed in Smog

Lahore is known as the heart of Punjab, but then why not? The people here are lively at heart so is the place itself. There's a famous phrase about Lahore, "Whoever has not visited Lahore has not been born yet". Well this is true for a city that is as old as time, having mesmerizing artifacts of all times; a city that has seen generations, wars, floods, love and betrayal. This is Lahore for you - an epitome of beauty, history and love.

From Lahore to Wazir Khan Mosque, you will find yourself buried in the history of the Mughals and the architecture that will leave you in awe and want you to crave for more stories of your ancestors. Talking about Lahore, how can I forget about the famous "Mall Road"? Well, it is not just a road made up of coal or other material. This is the road that takes you down the memory lane, of the people who have walked here with their lovers; lovers who promised to stay together till death do them apart. Have you spent the winter evenings wandering on this road? When the trees of Lawrence garden lighten up with moonlight and the whole place looks nothing less than heaven. Surely, you must have witnessed it because everything has been there for you and the previous generations until the apocalypse of Smog covered the whole city and the heavenly city started to turn into a "Ghost City".



Before I tell you anything further, let me tell you what exactly is Smog? Smog is a form of intense state of air pollution, it usually looks like fog but it isn't. Smog is injurious to health and breathing in smog is like smoking 21 cigarettes at a time. So if you are a non-smoker, guess what - you are not now! This air pollution can cause damage to your lungs and eyes. In other words, people breathing in smog will likely die soon! For the past few years, my beloved city is suffering from this Smog disease. Yes, I feel that cities do fall ill and die, just like people who live in it are no longer the residents of that specific place, and then it becomes barren.

We all like to play the blame game and it is easy to blame that this problem is due to Delhi, but have you seen your surroundings? How many trees have you planted to save your city? As an individual have you stopped using vehicles and preferred to walk or ride a cycle? No, certainly not! Because controlling Smog is the issue of the government, we become so helpless by just seeing things, but refuse to do anything about it. Yes, these words are harsh, but not as harsh as we are to this city.

As the whole world relies on hope, there is also hope for my beloved city. Let us all take an oath to do everything possible to save it; let us plant trees as much as we can, let us all stop using plastic bags or anything made up of plastic by switching to products that are bio-degradable and can be recycled, let us all avoid using vehicles for short distances and instead walk because it is also good for our health. Let us all preserve and take care of our city before we lose it forever!

**Contributed By:**  
Amna Maqsood  
Wealth Advisor- Islamic Investments



# Travelogue

Muhammad Saqib

Deputy Area Manager- Islamic Investments

## A Memorable Trip to Baku!

I have ticked off one new country from my bucket list this year by visiting Azerbaijan, the land of fire. The main attraction for me was Baku, the capital of Azerbaijan, a city known as the 'City of Winds' because its weather is highly romantic and the night view gives an amorous sensation. Baku has been ranked in top ten destinations for its Urban Nightlife.

Although the hype is real, Baku is a place that should be visited during the summer season.

**Weather:** Super cold, chilly and windy. The temperature went down till 0.

**Airfare:** From Karachi via Fly Dubai to Baku with two hours stopover. Even though the flight got delayed for four hours.

**Visa:** Apply for E-visa at <https://www.azerbaijanonlinevisa.com/application> for 24 USD. I got it in just two days.

**Local Transport:** Taxi was quite expensive so we opted for Bolt and Uber, which saved me tons of money. Sadly, I didn't get a chance to try their metro stations.

**Mobile Network and Communication:** DO NOT BUY SIM from the airport as they will empty your wallet. Buy it from any outlet of Azercell or Nar by yourself. Install Google Translate app as Azerbaijani people are proud of their language and are not fluent in English. Language barrier is there, so please be prepared.

**Accommodation:** Hotel Shah Palace gave a comfiest environment. Breakfast was included and their shisha was amazing.

**Food:** The fine dining places as well as fast food was reasonably priced. I just loved the food there. I tried different restaurants and cuisines however, McDonalds was not Halal.

### Places in Baku that I visited included:

Yanardag (The Burning Mountain), Aatishgah (Fire Temple), Upland Park (Panoramic View of the City), Ferris Wheel Ride, Mud Volcanos, Nizami Street, Carpet Museum, Haider Aliyev Museum, Maiden Tower, Baku Old City Tour, Baku Night Tour including Flame towers.

### Two Day trip to Gabala included:

Cable Car in Tufandaq Resort, Oguz Waterfall and Nohur Lake. The best shisha place was Malacannes Baku, as recommended by my friend Qadir Ashrafi. All in all, it was definitely a great trip.

# Talent of the Year

I am Hafsa Rafi and I joined UBL Funds more than two years ago, currently I am working as an Accounts Officer in the Company.

Art has always been my passion. To me art is something that is God-gifted. Starting out with a blank piece of paper and finishing with some amazing images, which basically brings out what I feel from inside or something that has been occupying my mind, is one of the most satisfying feelings ever. This habit of sketching I feel is in my genes, my father and my late grandfather also used to sketch beautifully.

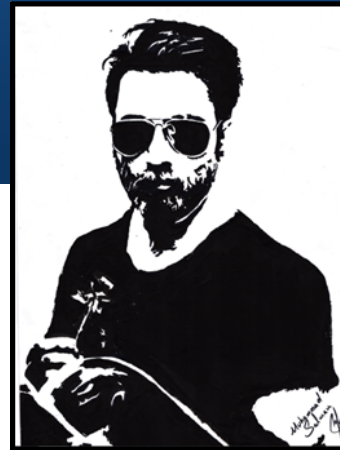
My family has always supported me in this journey. I never took any extra classes to further polish my skills. In fact, most of my free-hand sketches have nothing to do with oil paints, color pencils, pastels or markers, but it's actually just an ordinary ball pen that I have used.

It is mainly concentration, imagination and trying to bring harmony with various thoughts and ideas in my brain that amounts to some form of meditation and therapy for me. It helps me to be more aware of my surroundings and allows me to be at peace with myself.

Aesthetics is the key to eyes capturing arts. The beauty of communicating with images is that it is a language that knows no boundaries. In a world full of distractions and stress, having a hobby that allows you to express your emotions without having to use words is considered a blessing.



**Contributed By:**  
Hafsa Rafi  
Accounts Officer - Finance



My name is Muhammad Salman. I am working as a Senior Wealth Manager at Al- Ameen Financial Services, Lahore since September 2018. Apart from having a Masters degree in Business Management, I have been a penchant for creative art work, especially sketching. My father was the first person who inspired me towards fine arts as he himself has been an exceptional creative artist. I started to do sketching from early childhood or even before going to school. My parents used to say that Salman has learnt sketching first and recognition of alphabets later.

Keeping in view my inclination towards creative art, photography and music, my whole family supported my passion. In my humble opinion, the best way to express your feelings and emotions is through sketching or drawing, because I feel that Art can convey your message far better than words.

My colleagues at Al-Ameen Funds and friends also motivate me to continue with my sketching and appreciate my every little effort. Lots of people suggested turning this passion to more than just a hobby, and to take it to a professional level. However, right now I am enjoying my career at Al-Ameen Funds and will think of taking professional art work in the future.

**Contributed By:**  
Muhammad Salman  
Senior Wealth Manager – Islamic Investments





# What is Financial Crime & Required Controls to Mitigate its Risk

## Contributed By:

Muhammad Naveed Balagam  
Manager IA & CS

"Financial crime causes incalculable harm around the world. The proceeds of bribery, corruption, fraud, narcotics trafficking and other organized crime have all been implicated in the financing of terrorism, human rights abuses such as slavery and child labor, and environmental crime. This has serious economic and social costs in terms of the lost revenues to national exchequers that could be invested in social development, and in terms of the impact on individual lives." - Che Sidanius, Global Head of Financial Crime and Industry Affairs, Refinitiv

Financial crime over the last 30 years is considered to be a widely discussed topic across the globe due to the prevalence of economically motivated crime, terrorist financing and a substantial threat to the development of economies and their stability. Financial Crime includes money laundering, terrorist financing, fraud, tax evasion, embezzlement, forgery, counterfeiting, slavery/human trafficking and theft. **Money laundering** is concealing or disguising the identity of illegally obtained proceeds, so that they appear to have originated from legitimate sources. It is frequently a component of other, much more serious crimes such as terrorist financing, concealing corruption money or extortion.



Financial institutions including Brokerage House, Money Dealers, Insurance Companies, Asset Management Companies are the main pillars of the Pakistan financial system and hold a high level of responsibility to prevent money laundering, terrorist financing and financial crime from the society. They need to put in place a rigid process to establish **know-your-customer (KYC)** and **anti-money-laundering (AML)** policies, procedures and systems to combat Pakistan from Financial Crime.

The purpose of KYC and AML Compliance not only involves documenting and keeping relevant records of all clients, but also business type, the nature and size of their transactions, along with source of their funds and the reason of the existing business relationship. Absence of required control will be convicted of undertaking or facilitating financial crimes and would have a significant negative impact on the image of the Company.

Following are the core objectives of gathering information required for KYC and AML using risk-based approach:

- Identify the client
- Verify the true identity of client
- Understand the client's activities and source of investment
- Monitoring activities of transactions

For High risk Clients, enhanced due diligence measures are also required. High-risk customers include clients having **political exposure (PEP)**, anyone who is a non-resident or foreigner, associated with high risk business. **Enhanced due diligence** include more intense monitoring of the client relationship and approval of the senior management.

Verification and authenticity of documents is the next level of activity for the Management Company because tools like Photoshop can easily be used to manipulate the documents. This is required to establish the legitimacy of the client source of investment in line with their profile and used for monitoring transactions. Technology, in this regard plays an important role for seamless and efficient due diligence and monitoring of transaction in line to counter Anti Money Laundering.



## Sales Strategy Session - 2019 Aur "Top Performers ki Entry!"

### Contributed By:

Ghuffran Ali Malik  
Head of Retail Sales Administration

### Background

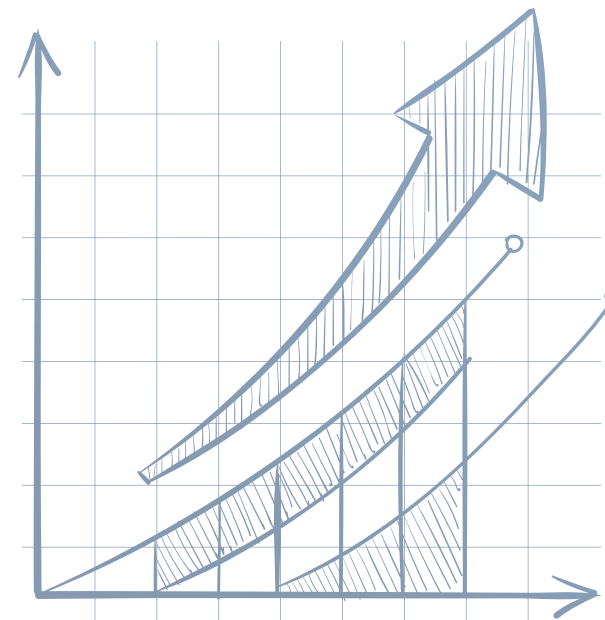
It all begins with the super hit question "Ghuffran, sales conference kab ho rahi hai? Baki AMCs nay tou Karli!" As always, my answer was "kuch pata nahi bhai!" Even our boss had the same reply. One fine day, we were asked to arrange the conference with a different name, different theme and with more focused participants.

### @ Lahore this time!

For the first time in the history of UBL Funds, a Sales Strategy Session was held at Lahore at the Faletti's Hotel from Dec 13 to 14, 2019. It was short! It was crisp! And it was unique! The session was a symbol of unity. All leaders coming from different areas of Pakistan grabbed the opportunity to interact with the management and fellow beings. They chalked out their strategies and work plans of the current year, including their successes, failures and also their plans for the upcoming year to ensure sustainable growth in the coming future.

This was the first time when the Top Performers (regardless of any Tier or Seniority) were invited to attend the session. They are our future leaders and giving them the opportunity to become part of our Annual sessions will further boost their confidence and hunger to perform more. Further, it has given an opportunity for everyone to become top performers and be a part of these Annual session(s).

In addition to above and providing an opportunity for the team to increase the bonding among themselves, an exquisite dinner was arranged along with a bonfire in the midst of a very popular location at Lahore i.e. Minar-e-Pakistan. Similarly, after continuous intensive session on Day 2 and to further enjoy the cool and



cloudy weather of Lahore, a roof top lunch was arranged with a breathtaking view from the 10 th floor. It was a much needed break from all the brain- storming sessions that had taken so far throughout the day.

### Funny Moments

When you need a break from intense sessions and want to energize a bit, why not see the dance performance of some of our Sales boys via recorded video. The performances and moves were awesome though!

To further add to the comical moments during the session, a snoring quake took place resulting in sleepless night for one of our Regional Head. The video was also recorded as evidence.

Finally, KUDOS to the Lahore team for their hospitality and arrangements. It was a great experience and each of one of us who was there, will always cherish those moments.



## UBL Super League - II

9th Feb 2019



## Annual Town Hall

20th Apr 2019



## Women's Day 2019



## Happy August Celebrations

17th Aug 2019





## Kashmir Solidarity Day

30th Aug 2019



## Job Fair

All Regions 2019



South



Central



North

## Annual Sales Conference

Lahore, 13th-14th Dec 2019





## Al-Ameen Annual Picnic 2019

Sales Team South Region



## Al-Ameen Annual Picnic 2019

Sales Team Central Region



## Team Get Together



# Save. Invest. Grow.

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