

SMARTMAG

Q4 2021





Message From Our CEO

Let me start by congratulating all of you for finishing a wonderful year, another one where we successfully achieved all our major goals. It makes me extremely proud to be part of the team which delivers relentlessly and against all odds.

Our Investment and Advisory teams demonstrated great perseverance and patience this year. The Equity team held their ground with confidence and backed themselves against strong headwinds. The Fixed Income team planned and executed a bold and brave plan and worked closely with Business, without which we could not have achieved some of our targets.

The Risk & Compliance Team not only became even more relevant to business but also automated most quantitative reporting. The Audit team worked closer with the management with an objective to contribute. The Finance and Ops teams played and continued to work extremely hard against all odds and stood their own against severe external pressures. They continued to play their role in automation and process re-engineering. The IT team undertook some major initiatives this year and made significant headway, by completing some sizeable and important projects. HR played the key role in pushing one of the more important agendas for UBL Funds, Gender Diversity. Our Marketing and CCU teams responded to new challenges and simultaneously laid a plan for the future.

We must also thank our Board and Sponsors for providing us an enabling environment and a fair reward for our performance.

As you are aware 2021 was the beginning of a transitory era for UBL Funds. While we have always had our focus on technology, we have now decided that our uplift needs to be more integrative and holistic. We are fully committed to deploy the required resources at IT, however resources alone will not cut it.

We will all have to harmonize and bond together as a team. We need to work cross sectional and engage with each other. Harmony, team mates is the theme for the coming year.

HR UPDATE: UBL EMPLOYEE BANKING



UBL Funds recently partnered with the UBL bank to provide us a platform which offers unique features to the company and its employees via UBL Employee Banking (digital portal).

UBL Employee Banking is a unique low-cost structured payroll disbursement solution with a menu of services for the employer and its employees. It aims to provide the necessary tools to the Company's employees to transact freely and without any hassle.

Our company and the employees will benefit from this solution in the following ways:

- Onsite account opening at our premises
- Hassle free salary disbursement with reduced paperwork
- Onsite cheque book and debit card delivery

English | Pakistan


where you come first

Welcome to UBL Digital Business Portal

Please enter your credentials

For added security, please use our On-screen keyboard.

[Forgot your password?](#)

Login

UBL Digital Business Portal



Best Digital Bank 2021
Best Digital Bank 2020

UBL has been declared the Best Digital Bank of Pakistan for the second year in a row by Aamereen. The award is dedicated to our more than 10 million customers and the hard work of our team.

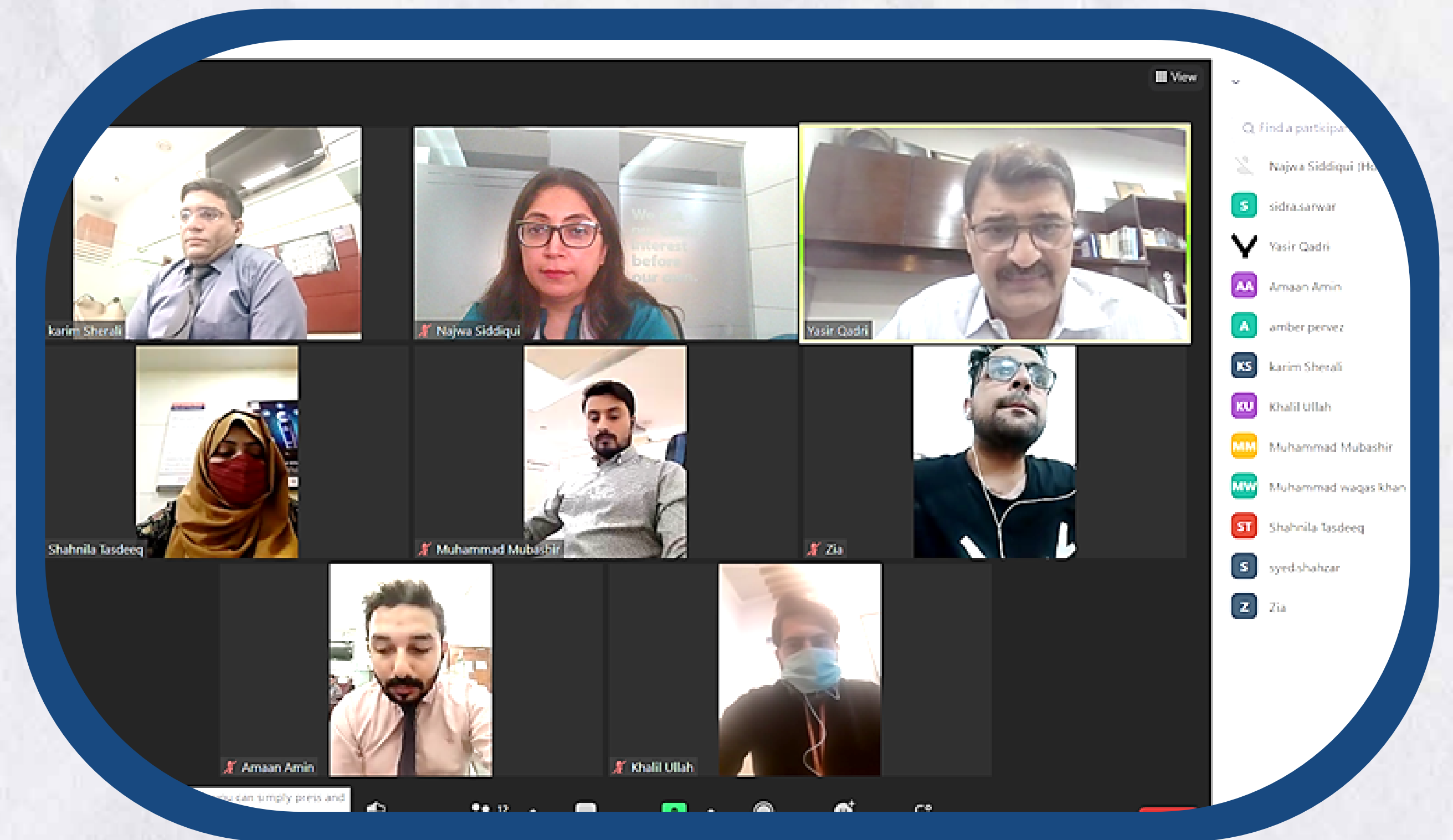
➤ Facilities offering:

S. No	SERVICES	EB CURRENT PLUS ACCOUNT
1.	Min. Balance Requirement	Nil
2.	Interbranch Online Transaction – (Within City / Intercity)	Free
3.	Cashiers Cheque / Duplicate Cashiers Cheque	Free
4.	E-Statements	Free
5.	Cheque Book	Free
6.	Over the Counter Cash Deposit - Within City / Intercity	Free
7.	Annual Fee on ATM/Debit Card	Free
8.	Internet Banking & Bill Payment	Free
9.	SMS Alerts Charges	Free
10.	Switch Fee	Free
11.	IBFT	Free

GUPSHUP WITH THE CEO

Session: 1st Dec, 2021

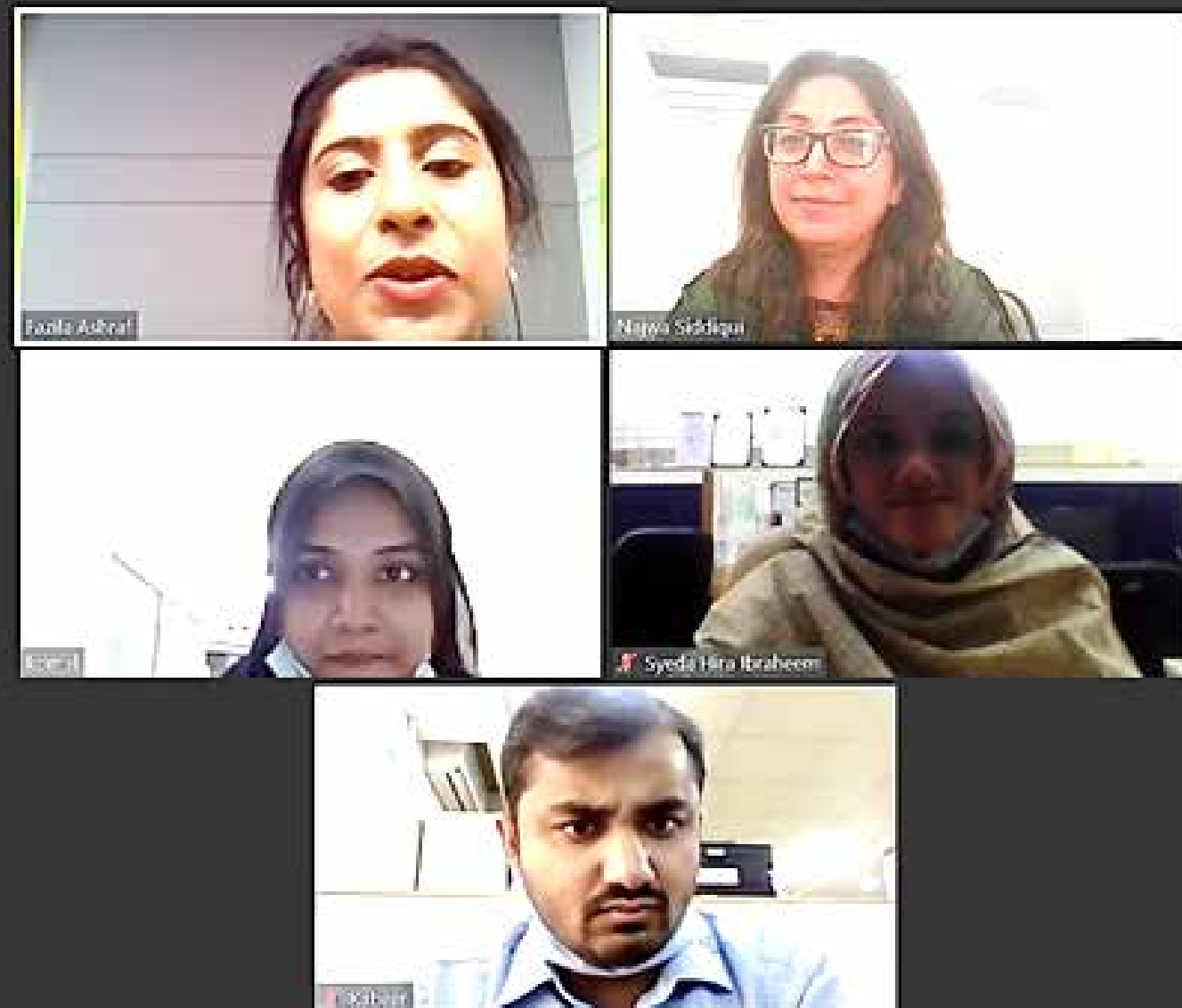
In this quarter, a gup shup session was held on 28th Oct & 1st Dec, 2021 with a mix pool of Sales and Non-Sales Staff. This initiative has been taken by HR to give an opportunity to our employees to interact face to face with the CEO and share their suggestions or any areas of improvement within their department or the company.



ENGAGEMENT ACTIVITIES

HR Chit Chat Session:

A session was held on 16th November, 2021. This forum has been organized as part of the HR engagement initiative and is constituted exclusively for our newly hired employees (sales & non-sales) to interact with the HR personnels, share their initial employment experience in the company and discuss the day to day work-related challenges.



ENGAGEMENT ACTIVITIES

Breakfast Meet Up – 2021

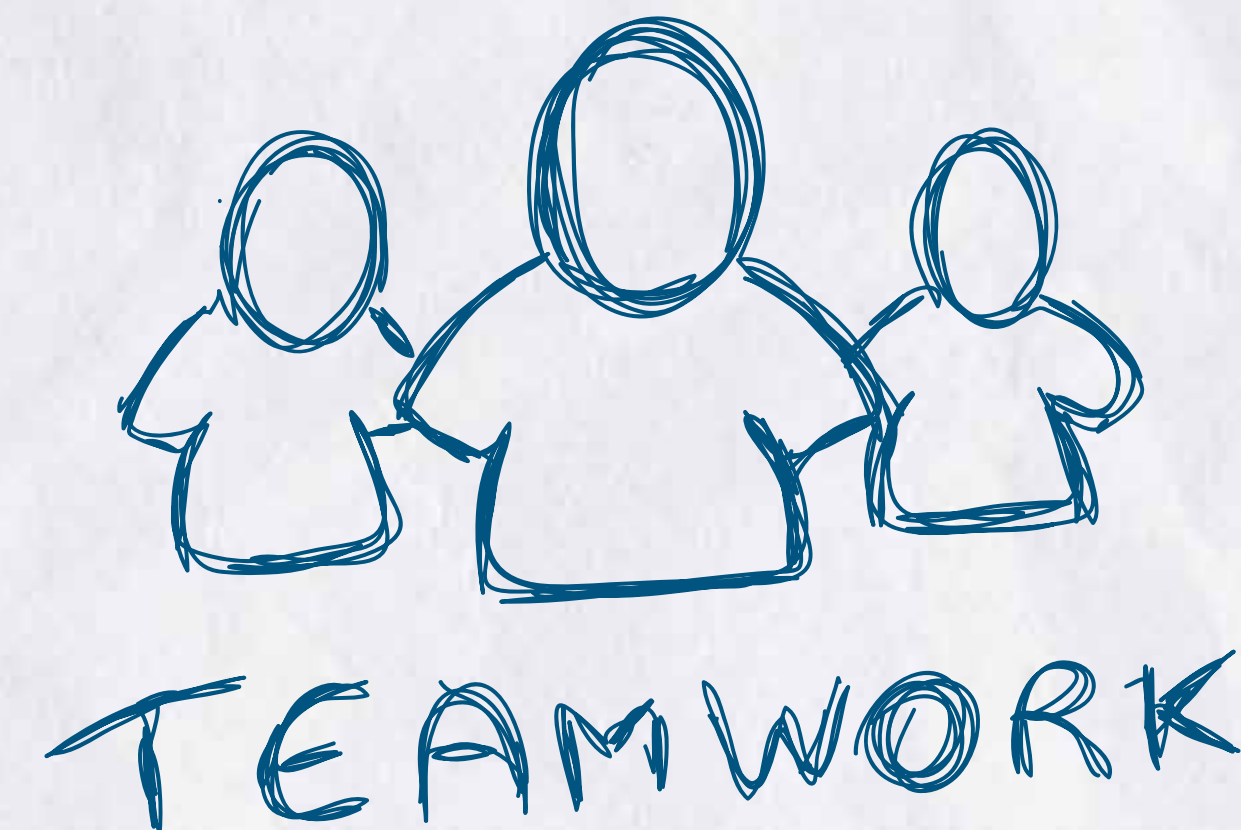
To fill in the gap that the pandemic has created amongst us, HR has planned to organize inter-departmental meet ups to connect employees with each other. The first meet up was arranged with the IT, Marketing & Institutional Investment department teams on 10th Dec, 2021. The interaction started with a personality revealing ice-breaking activity followed by a delectable breakfast with some chit-chat and laughter.



ENGAGEMENT ACTIVITIES

UBL Bank Road Show for UBLFM Employees

UBL Bank takes pride in facilitating its customer with excellent customer services and special offerings on its products. This time, the UBL Bank team requested for a road show exclusively for the UBL Fund Managers' employees at the S.T.S.M. office on Dec 22, 2021 in order to showcase their products to employees.



ONLINE TRAINING & AWARENESS SESSIONS 2021

- A session on Breast Cancer Awareness by Dr. Zubaida Qazi – Founder & President, Pink Pakistan Trust – October, 2021
- Multiple Sessions of Sales Learning Club by the Fund Management Team, Corporate & Retail Team, Investment Advisory Team & Compliance Team – October to December, 2021
- New Employee Orientation sessions by Syeda Hira Ibraheem – October to December, 2021
- KYC & AML Awareness sessions by Faizan Khan & Compliance Team – October to December, 2021
- Gender Sensitization session by Rubina Jamal (External Trainer) for AM level and below staff – November, 2021
- MFBC Preparatory sessions by Ameer Ali, Muhammad Kumail, Nimra Majeed, Naveed Balagam, Sameer ul Hassan – November, 2021

- Management Development Program by Najwa Siddiqui, Muhammad Habib, Muhammad Gohar, Nayyar Jamal, Tanweer Haral, Yasir Waheed, Zeeshan Quddus, Mufti Hassaan Kaleem (Shariah Advisor), Hadi Hassan Mukhi, Ashar Siddiqui, Muhammad Waseem – November to December, 2021
- Professional Etiquettes Session by Najwa Siddiqui for Operations & Finance teams – December, 2021



GLIMPSES OF TRAINING SESSIONS @UBL FUNDS

KYC & AML Awareness Session

Customer Risk Profiling (Cont..)

Following are the customers which are classified as **'High'** and requires EDD. Their System (IMPRO) Classification is also High.

Natural Person (Individuals):

- Foreign Nationals (Foreign National and NICOP holders permanently residing in Pakistan with local source of income will not be classified as High Risk Customers);
- Individuals belonging to countries which are non-compliant with anti-money laundering regulations according to FATF and identified as High-risk jurisdiction by the Financial Action Task Force (FATF) ²;
- Individuals belonging to countries with score of 50 or below on Corruption Perceptions Index (CPI) as per Transparency International. This is not applicable to customers belonging to Pakistan. Further, any country not falling part of the score on CPI index can be designated as High risk temporarily;
- Individuals belonging to countries which are subject to sanctions, embargos or similar measures issued by international authorities such as UN, OFAC, EU, etc.;



Activate Windows
Go to Settings to activate Windows.

The best way to care
is to stay aware.



Breast Cancer Awareness Session

GLIMPSES OF TRAINING SESSIONS @UBL FUNDS

Gender Sensitization Session

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MFBC Session

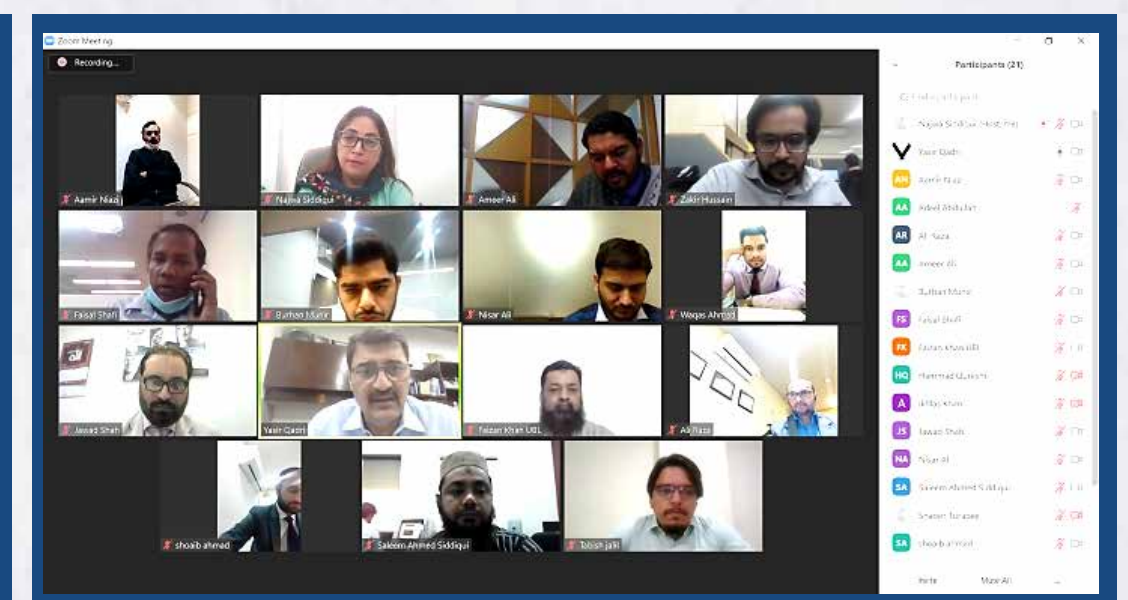
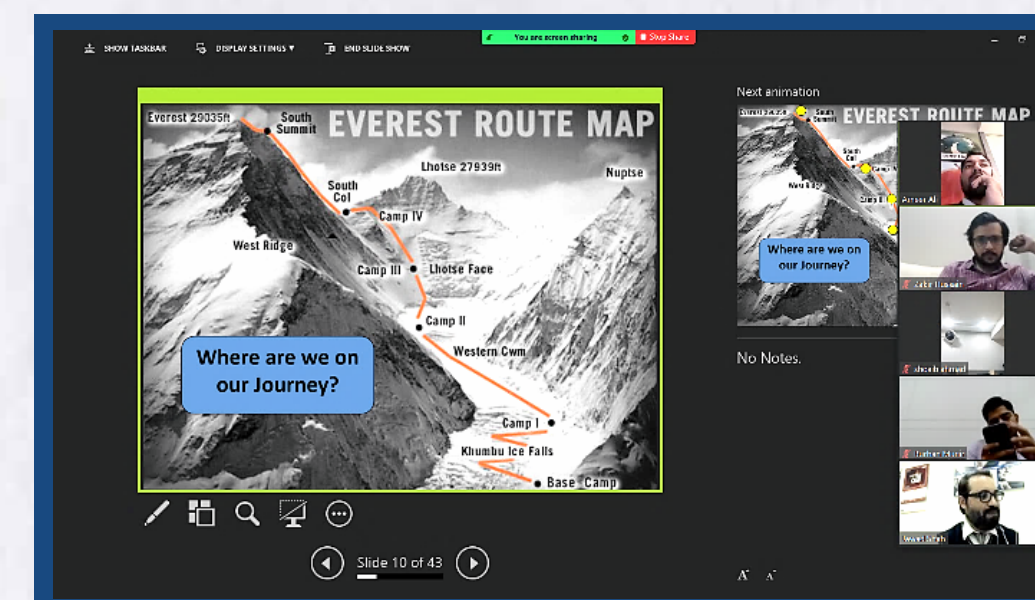
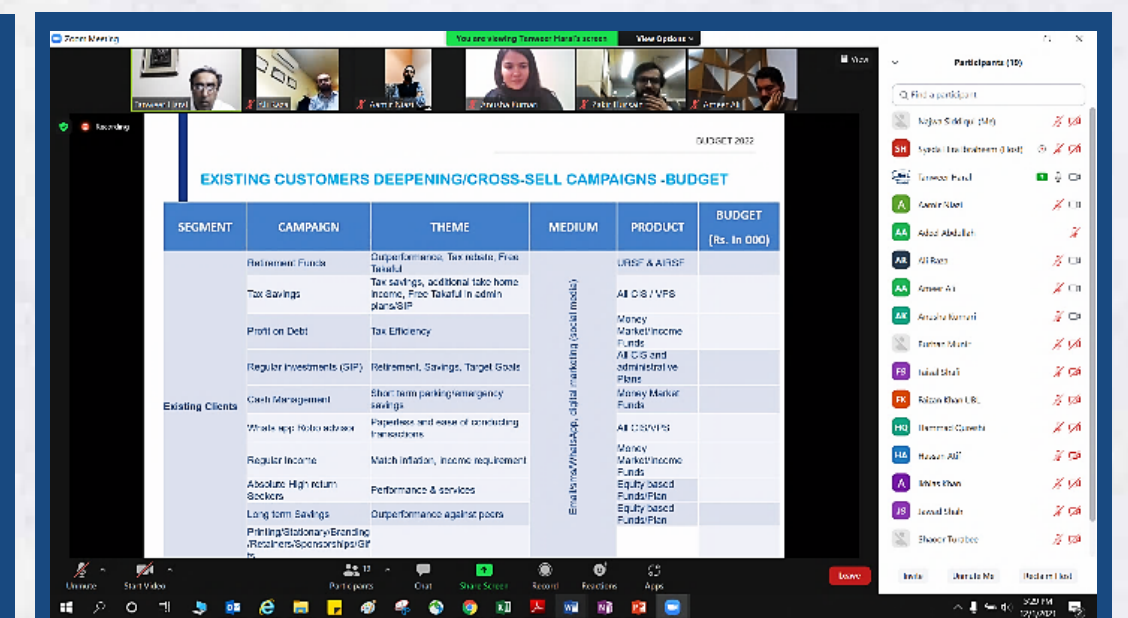
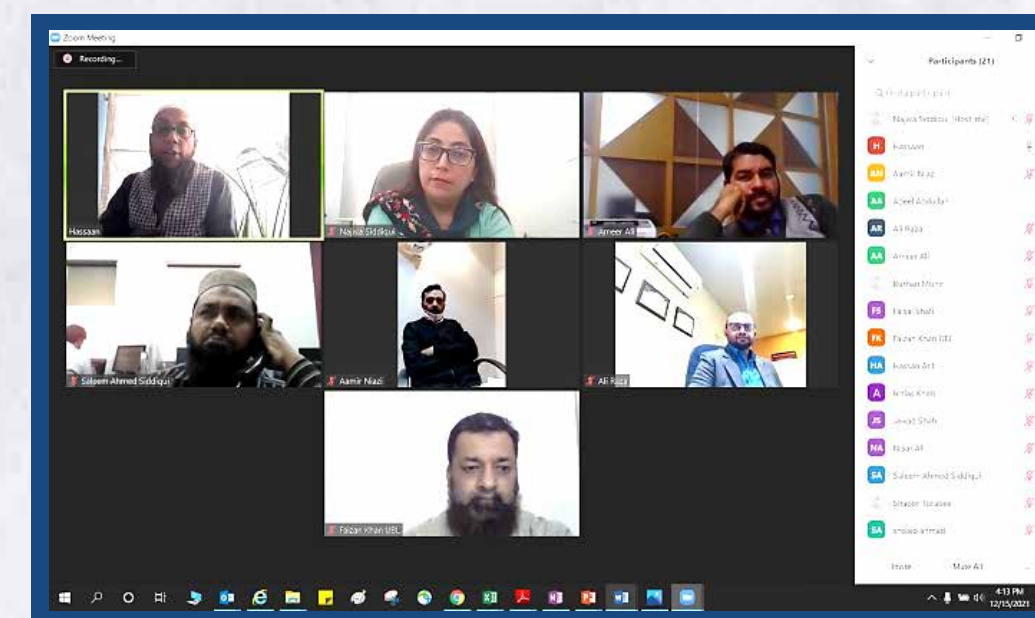
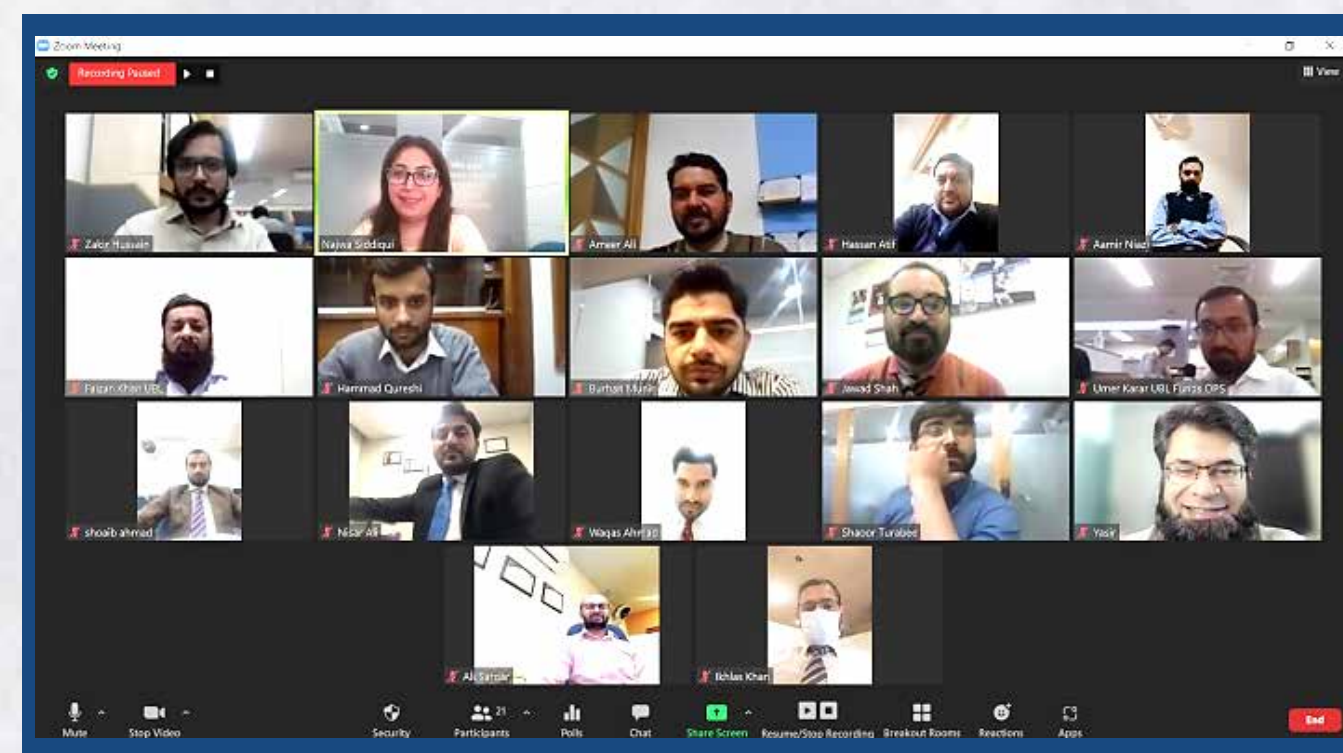
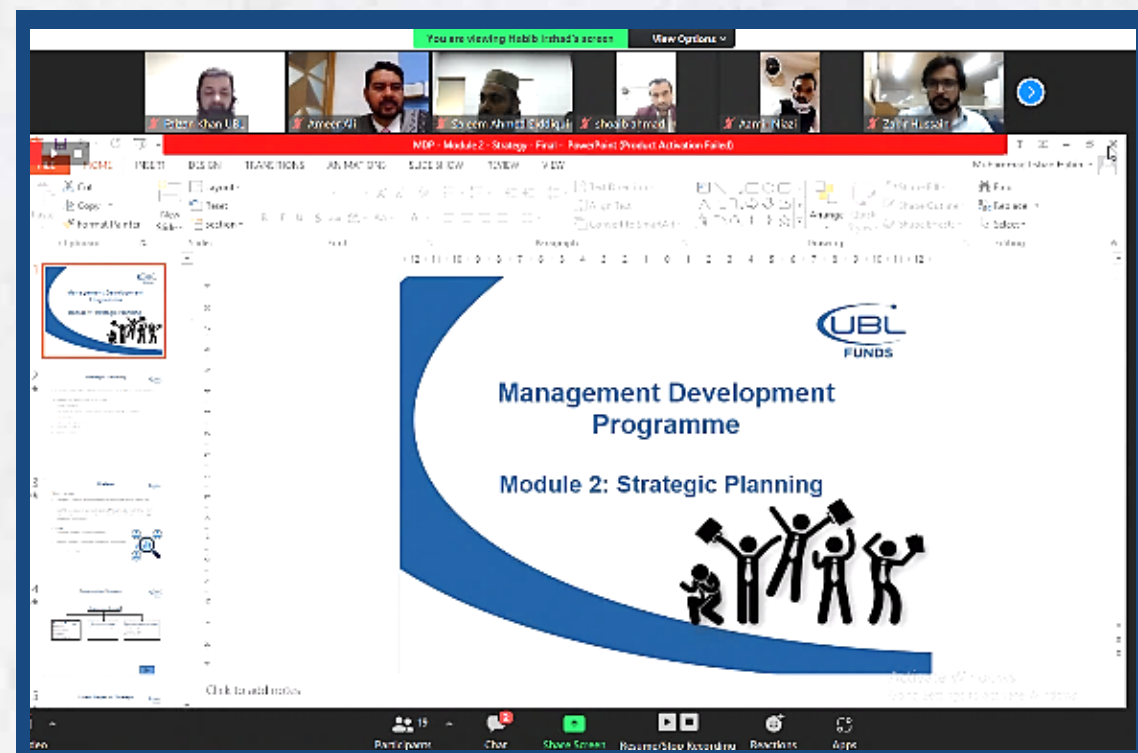
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ONLINE TRAINING & AWARENESS SESSIONS 2021

Management Development Program – 2021

The Management Development Program (MDP) is a development program for selected individuals in the Company who have the potential to become future Managers. The program consists of eight modules focused around the Company's Vision & Mission, Core Competencies, Values, Strategic Planning, Operational Excellence, Client Centricity, Product & Technical Knowledge, Interpersonal and People Management skills.

It was scheduled from 29th Nov – 15th Dec, 2021 in collaboration with our Internal Trainers. A guest speaker session had also been included for our participants on Leadership Skills by Mr. Yasir Waheed. it was a comprehensive program from the start till the end and all the 20 participants enjoyed and learned from the interactive sessions thoroughly.



WORKPLACE COMPETENCIES



9 TIPS FOR BETTER DECISION-MAKING



- 1** Learn from Experience
- 2** Remain Skeptical
- 3** Have Options
- 4** Argue It Out
- 5** Know the Context
- 6** Experiment
- 7** Trash It
- 8** Assume It's Wrong
- 9** Get Others' Perspectives

FINANCE TERMINOLOGIES – MUTUAL FUNDS INDUSTRY

Expense ratio – The ratio between a mutual fund's operating expenses for the year and the average value of its net assets.

$$\text{Expense Ratio} = \frac{\text{Operating Expenses}}{\text{Average Value of Fund Assets}}$$

Equity fund – A mutual fund/collective fund in which the money is invested primarily in shares and stocks.

Custodian – A bank or trustee that holds a mutual fund's assets, settles all portfolio trades and collects most of the valuation data required to calculate a fund's net asset value (NAV).

Trustee – The Trustee performs the functions of the custodian of the assets of the Fund. The trustee ensures that the Fund Manager takes the investment decisions within the defined investment policy of the mutual fund.

Under Pakistan law, banks and central depository companies, approved by the SECP, can act as trustee. At present Central Depository Company of Pakistan (CDC) is acting as Trustee for most of the funds of the industry.



Net Asset Value (NAV) – The current rupee value of a single mutual fund unit.

$$\text{Net Assets Value} = \frac{\text{Value of Assets} - \text{Value of Liabilities}}{\text{Total units outstanding}}$$

Securities and Exchange Commission of Pakistan (SECP) – SECP is the regulator of mutual funds industry.

Mark to market (MTM) – Mark to market is an accounting practice that involves adjusting the value of an asset to reflect its value as determined by current market conditions. The market value is determined based on what a company would get for the asset if it was sold at that point in time.

Separately Managed Accounts – A separately managed account is a portfolio of individual securities managed on the client's behalf by a professional asset management company.

Term finance certificates (TFCs) – TFCs are the debt instruments issued by corporate sector to meet a part of their long-term financing needs.

Sukuk: Sukuk is a shariah compliant bond and it involves a direct asset ownership interest.

Pakistan investment bonds (PIBs) – PIBs are the long term debt instruments of the Government of Pakistan with tenors available in the range of 3 to 20 years. PIBs are sold through primary dealers (i.e., institutions appointed by the SBP to participate in government securities primary auctions).

Contributed by:
Nimrah Taufiq
Accounts Officer– Finance Department

READING CORNER

Miracles of Reading

Reading is an evolution of storytelling which improves memory and cognitive ability. Reading is good for you because it improves your focus, empathy and communication skills. Regular reading doesn't only mean fresh updates for your brain; it also means regular brain maintenance. Research has shown that reading improves your memory and greatly decreases the chance for cognitive diseases like Alzheimer's. It also helps slow down your cognitive decline with age.



Books work as portals to newer worlds. They have the potential to broaden your perspective, shape your attitude towards others and life, and open you up to new ways of thinking about everyday life.

One of the several advantages of reading is that it helps shape your identity. When you read, you decide who you want to become. You borrow bits from fictional characters you hold

dear. For example, reading Sherlock Holmes can inspire you to become a detective or simply become more observant and analytical, which can be helpful for both your personal and professional life.

Reading is an excellent exercise of the brain. It helps in improving sleep and reduces stress and furthermore it's a form of free entertainment. For example, I recently read Raja Gidh by Bano Qudsia, the novel has many social, emotional and psychological aspects. It's a phenomenal and classical novel which strongly reflects on the negative aspects of our society today.

Contributed by:
Ayesha Asghar
Deputy Sales Manager – Retail Sales



DIVERSITY & INCLUSION

UBL Funds as an organization believes in promoting diversity and inclusion at the workplace. Therefore, we celebrated the power of uniqueness on International Differently-Abled Day by providing an opportunity to our differently-abled staff to interact with the CEO and honoring them with a gift hamper.



International Differently Abled Day!

We celebrate you in all your uniqueness.



SMART MAG TEAM

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Disclaimer: Any views or opinions expressed in this newsletter are those of the individual contributors and do not necessarily reflect the views or opinions of the Company.