

SMART MAG 2020

EMPLOYEES' NEWSLETTER

**Issued by the employees
for the employees**

JAN – DEC'20



MESSAGE FROM OUR

CEO



We have gone through an extended period of economic gloom over the last few years. Fortunately, we were part of a company which had the requisite financial and human resource to withstand economic pressures and consequently volatile capital markets. Not only could we sustain, we grew stronger. We consolidated our cost base, made technological advances and pioneered new products. As weak as economic indicators were, we could foresee the weakness vividly and hence maneuvered our way diligently and with caution. And then we were hit with this phenomenon of the pandemic. It was like suddenly driving right into a thick coat of smog with zero visibility. Admittedly, it was unnerving.

We had to reinvent professional and personal lifestyles. We had to upgrade technology within no time, we had to de-risk our digital infrastructure and we had to do all of this and more, overnight. By the grace of God, we pulled it through, working from our offices or homes. During this time we managed to increase AUMs by more than 45%, launched a new portal, an app, as well as continued with our trainings and recruitment. All settlements were made seamlessly, as if nothing had happened. All unitholder instructions were followed, all financial and reporting obligations were met and our investment performance improved further. We started working from home in March 2020, and almost never let our guard down. We covered for each other, as some of us got infected by the novel virus during the year.

Most of us did not take advantage of the situation, we just have too much pride and self-respect to do that.

It is an occasion to be proud, proud of ourselves and to be part of a team which is up for any challenge.

Good times are ahead and we may be turning the corner.

best of luck!

COMPANY NEWS

UBL Funds Managers announce the launch of Pakistans first Exchange Traded Fund, UBL Pakistan Enterprise Exchange Traded Fund (UBLP ETF)

Launch Date:

Pakistan, Karachi – March 24th, 2020

UBL Funds Managers had launched, jointly with PSX the first ever Exchange Traded Fund (ETF) in Pakistan – “UBL Pakistan Enterprise Exchange Traded Fund”. The Fund will track the newly launched UPP9 index; a basket of 9 stocks selected on the basis of free float market capitalization and traded value. The Fund will focus on shares of local businesses and have little or no exposure in stocks that are directly sensitive to oil prices.

As markets react to the coronavirus pandemic, globally, valuations have dropped to an unprecedented rock bottom. Many advisers across the world are advising their clients to buy units of ETFs and wait for the environment to normalize. In every threat lies an opportunity itself and needless to say that this advice applies well to Pakistani investors.

Investments in ETFs bring their own advantages; they are more suitable when compared to a single stock because they offer diversified exposure of stocks and sectors, thus more likely to perform in comparison to an individual stock.

The launch of ETFs is a milestone for asset managers as well as the PSX. It will help pave the way for many future listings and play a significant role in the ongoing development of capital markets in Pakistan.

UBL FUNDS

DISCOVER A NEW WAY TO INVEST IN THE PAKISTAN STOCK MARKET

UBL PAKISTAN ENTERPRISE EXCHANGE TRADED FUND

ONE OF THE FIRST ETFs LAUNCHED IN PAKISTAN

TRADED ON THE PAKISTAN STOCK EXCHANGE

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DIVERSIFIED EXPOSURE TO A BASKET OF STOCKS

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CALL 0800-00026 | SMS INVEST to 8258 | www.UBLFunds.com

Disclaimer: All investments in mutual funds are subject to market risk. There are no bank or government guarantees of principal protection, fund value, redemption price, fund performance, exchange traded fund or derivatives. UBL Pakistan Enterprise Index. The investor can subscribe their own interest to invest in the fund. Documents in particular the Investment Policies mentioned in clause 2.3. The investor mentioned in clause 2.3 and the investor should read the prospectus before making any investment decision. For details regarding underlying index, "indicative NAV" (NAV), "indicative NAV" and other details, investor can refer to the offering document.

UBLP-ETF
UBL Pakistan Enterprise Exchange Traded Fund

UBL FUNDS

Pakistan's First Exchange Traded Fund

Benefits of Investing in UBL Pakistan Enterprise Exchange Traded Fund:

- Aims to track the benchmark index (without taking any exposure to the Oil and Gas sector).
- Constituents of the fund are transparent and are public information.
- The fund is traded on the Pakistan Stock Exchange and can be easily bought or sold during market hours.
- Authorized participants (AP) can buy creation units directly from UBL Fund Managers.
- It has a lower expense ratio relative to equity mutual funds.
- The indicative NAV (NAV) is updated every 15 seconds.

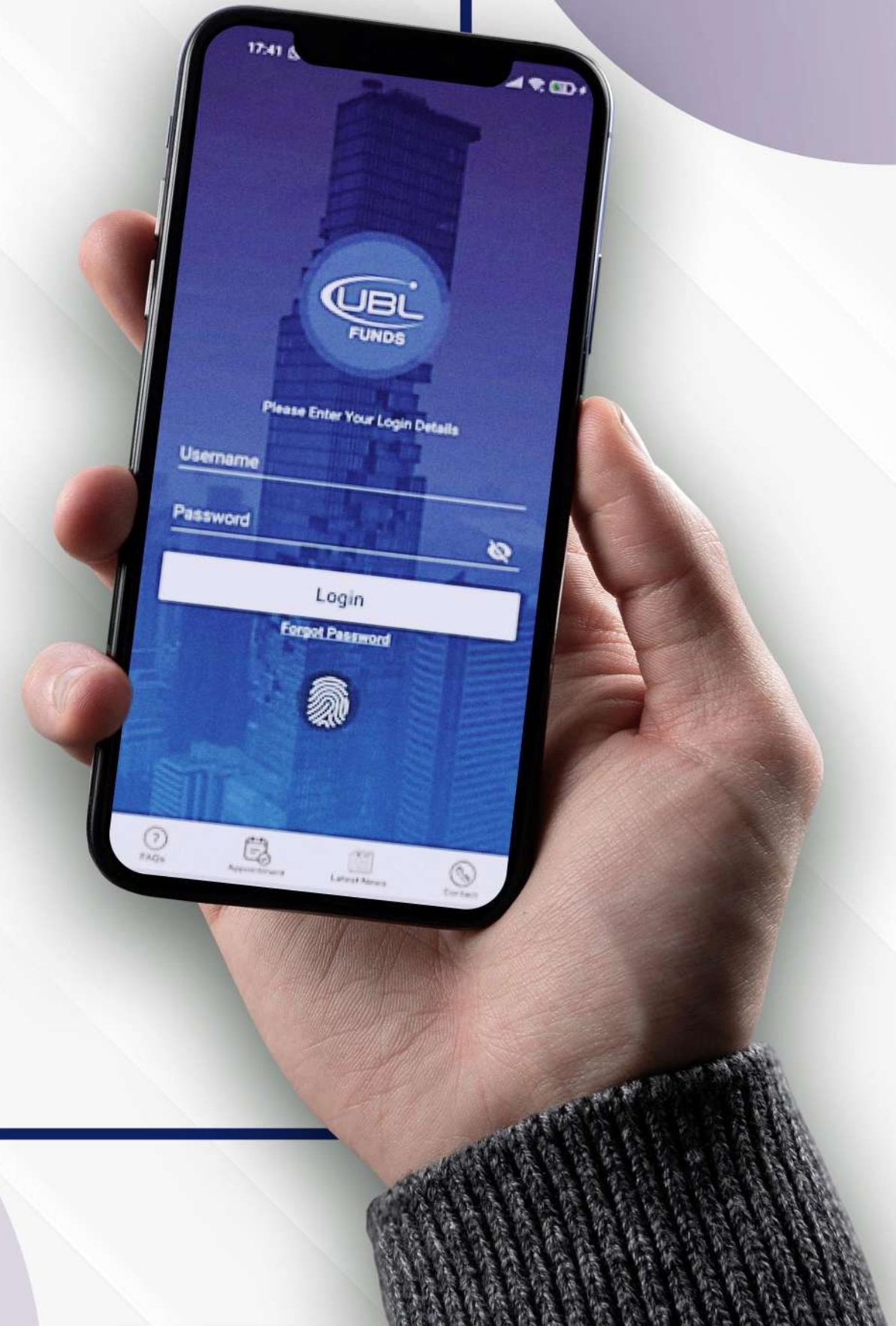
Invest in UBL Pakistan Enterprise Exchange Traded Fund through your broker Today!

Rated AM1 by JCR-VIS
Call: 0800-00026
SMS ETF to 8258

RENEWED UBL FUNDS SMART SAVINGS APP & ONLINE PORTAL

Keeping in view our core competency which is, Customer Focus along with a strong belief in introducing innovative services, a revamped version of UBL Funds Smart Savings App & Online Portal was launched in 2020. Following are the new features of the Online Portal and App.

- Portfolio value, allocations and analytics ID/Fund wise
- Consolidated Portfolio time weighted return
- Make Online Investments
- One to Many and Many to One Conversion
- Transaction Scheduler
- OTP and Change Password
- Log in via Facial Recognition/Finger print



CHALLENGES

"Every project has its challenges, and every project has its rewards"
- Stephen Schwartz.

The project involved so many challenges right from the word go till the end, but each challenge was handled quite well at every stage. The typical challenges we faced when managing the project included:

1. Requirement Gathering: One of the difficult challenges in the project was what to include. Thorough brainstorming sessions, one on one meetings and research, we devised a document which laid out the foundation of the project.

2. Type of App and Vendor Selection: The other challenge was which platform to focus and the cost. For the app, initially we thought about the Hybrid App like the previous one, but after careful consideration, we went for the Native App, because of the speed and maximum utilization of smart phone hardware. For the first time, we selected an entirely new vendor to design the app, based on their expertise in mobile app and online portal designing and cost effectiveness.

3. Late or Delayed Project Daemon: Late projects wreak havoc and we thought the same. Also, our competitors were working very hard to launch their new apps in the market. But with continuous coordination with our vendor and by constantly reminding them of the strict timelines, we were able to complete the project in due course.

4. UAT and Execution: The User Acceptance Test (UAT) is a challenging job. We had to run and review each and every step very carefully, in order to check the functionality and smooth running of the app and online portal. Feedback was collected from different users and implemented within due course. In this way, the execution of the project was smooth and the app was launched for Android and iOS users worldwide along with the Online Portal.



Overall, it was a team effort that enabled us to come up with such unique and innovative features, which not only helped our clients access their account details with ease, but also allowed us to promote our go-green initiative of making paperless transactions. Last but not the least, I would like to thank the IT, Marketing and Customer Services team for their remarkable efforts in completing the project in due time.

Contributed By:

Ghuffran Ali Malik

Head of Retail Sales Administration

IN CONVERSATION WITH MUHAMMAD IMRAN

HEAD OF INVESTMENT ADVISORY



Q.1. Tell us something about your childhood, schooling, and family.

In my childhood, I studied in a private school and was quite naughtier than the other kids. My father worked at the State Bank of Pakistan and my mother was a housewife. We are in total, five siblings, three sisters and two brothers. Alhamdulillah now I am happily married and I have three children, one daughter and two sons.

Q.2. When did you join UBL funds? Tell us about your professional journey.

I joined UBL Funds last year in the mid of January as the Head of Investment Advisory & Adviser to Fixed Income Investment Committee. It would be fair to say that I and the pandemic started off our journey together. I have about 20 years of experience in Treasury and Fund Management. I started my journey as an Intern at Pakistan Emerging Ventures Limited in December 1999. Soon, I was offered a job as an Accounts Officer. Luck played along and after 6 months I was promoted to an Assistant Manager, Accounts. This played a vital role in motivating me during my professional journey. After that, I worked at Saudi Pak Leasing Limited as a Senior Accounts Officer.

By the grace of God, I was then promoted, within a year, to Assistant Manager in the Treasury department. In 2003, I started my valuable journey in AMCs. I worked in several renowned companies including Arif Habib Investments Management Limited, AMZ Asset Management Company Limited as the first member of the company, MCB Asset Management Limited, ABL Asset Management Company Limited and HBL Asset Management Limited.

Throughout my career, I worked with many dynamic professionals of the Asset Management Industry who played a pivotal role in my professional grooming. Like every professional, I faced many ups and downs and many challenges in my career, but all of that proved to be a source of learning and gaining experience. I am glad to be with UBL Funds today, which is professionally a rich organization.

IN CONVERSATION WITH MUHAMMAD IMRAN HEAD OF INVESTMENT ADVISORY

Q.3 As the Head of Investment Advisory, what is the biggest challenge that you have faced so far?

Soon after I joined UBL Funds, the pandemic started. This resulted in many difficulties as we shifted to the work-from-home system. One major part of Investment Advisory is interaction with clients, which was certainly limited due to the pandemic, since Zoom and other online applications can't offer you the same experience. This was a new phase that the industry was going through and it was a problem for many. Luckily, I, along with my team was able to overcome these hurdles in a precise period of time.

Q.4 Tell us about the teams you've directly managed and how you built them?

It was good to see that the team was knowledgeable and had a good understanding of their work. However, it was vital to direct their energy in a specified direction which would bear optimum results for the company. Cross-discussions and time to time advice helped us grow better as a unit.

Q.5. How do you usually spend your free time?

That's an interesting question to ask. I usually love reading books in my free time and sometimes I watch movies and dramas including the all-time famous Turkish drama serial "Ertugrul". I love travelling whenever I get a chance. And yes! I also spend quality time with my family, joking around with them and going on long drives.



LUNCH WITH THE CEO

Two sessions were held in the month of Jan & Feb in 2020 with the Sales and the Non-Sales staff.



WOMEN'S DAY

CELEBRATIONS



امریکن بینک
U.S.B. BANK

Celebrating Women's Day

Today and every day, we acknowledge and thank them for their love, support and contributions.

8

امریکن بینک
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ONLINE TRAINING & AWARENESS SESSIONS 2020

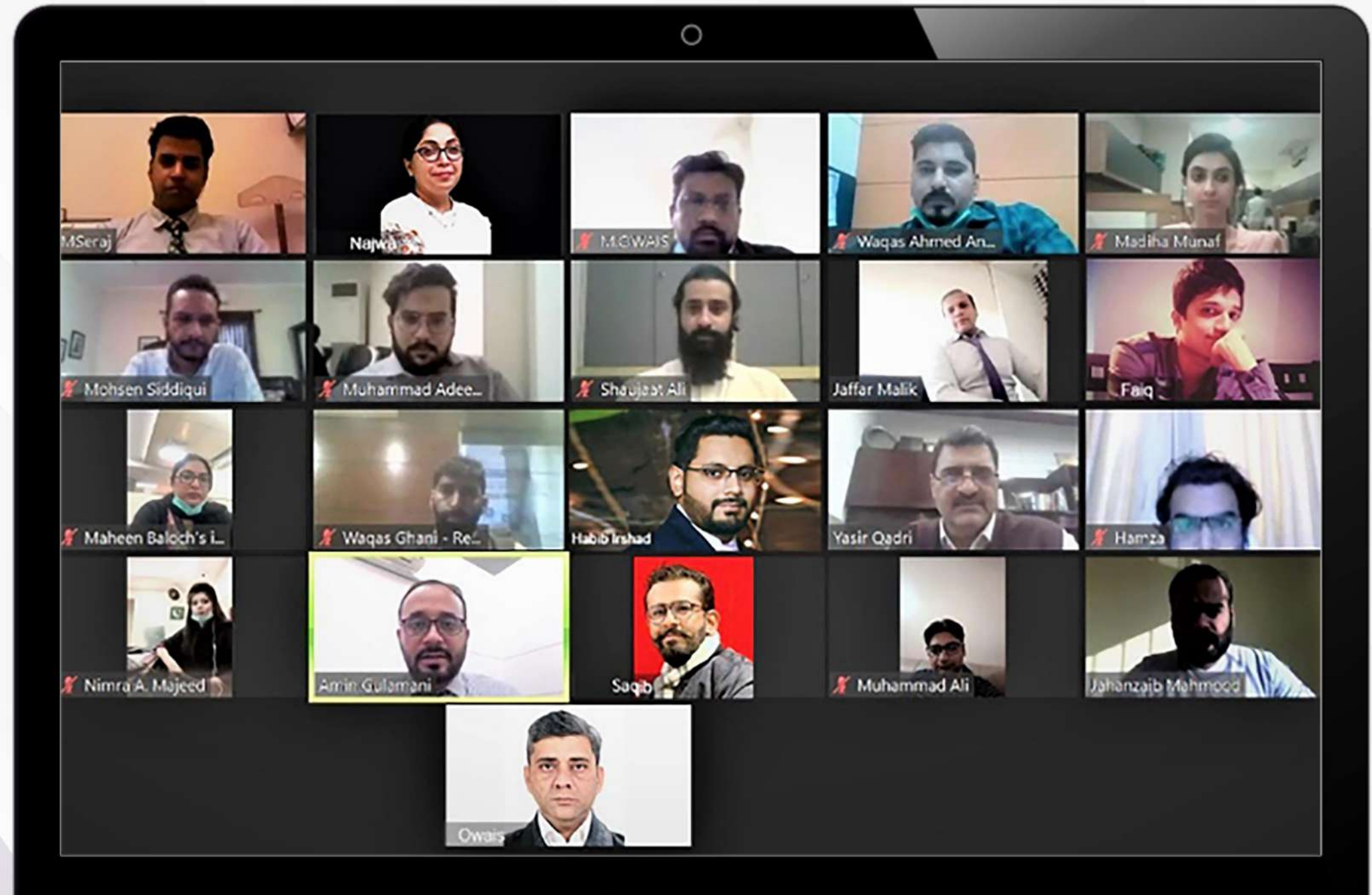
- Sales Learning Club Sessions by the Fund Management team, Corporate & Retail Team, Investment Advisory team – Jan to Dec 2020
- KYC & AML Awareness Sessions by Hadi Mukhi & Rehan Tasleem – Feb, Apr, Jun & July 2020
- Prevention of Harassment at Workplace & WFH Tips by Najwa Siddiqui – Apr, May, Jun & Aug 2020
- Online Meeting Etiquettes & Business Code of Ethics by Najwa Siddiqui – Oct & Dec 2020
- MFBC Preparatory Sessions by Shoaib Ahmed, Muhammad Kumail, Nimra Majeed, Rehan Tasleem, Hadi Mukhi, Irfan Nayyar, Nayyar Jamal – Nov 2020
- Email & Telephone Etiquettes by Najwa Siddiqui Dec 2020
- Management Development Program by Amin Gulamani, Umair Ahmed, Mohammad Gohar, Nayyar Jamal, Tanweer Haral, Zeeshan, Hassan Kaleem, Ashar Siddiqui, Hadi Mukhi – Dec 2020



MANAGEMENT DEVELOPMENT PROGRAM DEC 2020

The aim of the MDP was to equip and enhance the skill set of the employees who will eventually take up leadership positions in the Company. In the 2nd cohort, this program was offered to both Sales & Non-Sales employees from the Assistant Manager Grade and above.

During the period Dec 2020, five modules were scheduled on topics such as Company Mission, Vision, Values, HR Policies & Competencies, Strategic Planning, Operational Excellence, SFM, Customer Service Excellence, Technical & Product Knowledge, Shariah Compliant Concepts & Instruments, Compliance and Project Management.





TRAVELOGUE

Both of us are adventurous when it comes to traveling, therefore without a second thought, my wife and I risked to travel to Europe on our own, without any travel agent planning our trip for us. We knew, that we only had to plan the itinerary, book our tickets and just go. As Europe offers a plethora of choices to travelers, we made our peace with three cities: Rome, Athens and Barcelona.

ROME (ITALY)

In Rome, our journey started with walking by the Trevi Fountain, the most famous fountain in the world, featuring Neptune on a chariot and embraced by cool clear water. This has to be one of the most magnificent works of art ever created. Stop two was the Pantheon, the best preserved historical structure in the world. Moving towards the Piazza Navona, considered one of the most beautiful squares in Rome, where we made an essential gelato stop. Then we left for Athens, Greece”.

ATHENS (GREECE)

The city is surrounded by mountains and the Acropolis being the most famous of them all. Any trip to Athens will be incomplete if you haven't hiked to the top of the Lycabettus hill and viewed the city in it's panoramic glory. The sea side promenade makes for a great romantic walk, which we enjoyed the most.



BARCELONA (SPAIN)

Our journey to the City got off to a bumpy start as our flight experienced intense turbulent weather. Here we went to see the famous Sagrada Familia, the Europe's largest football stadium, the Barça Museum and drove amazing cars via Barcelona GT tours.

With a promise to come back again, we concluded the trip. The best thing about the journey was that it definitely helped us grow as a couple. As it's rightly said, *"Couples who travel together, stay together!"*

Contributed By:

Tabish Jalil

Deputy Manager - Internal Audit



TALENT OF THE YEAR

I am Natasha Moin. I'm working at UBL Funds as a Coordinator in the Customer Services department since June 2019. I'm studying MBA Finance too.

Apart from my studies and job, I have a flavor for art in my life. I spend my leisure time doing art work because it is my favorite hobby. I've liked sketching and painting since I was 9 years old. I used to make still life drawings and participate in drawing competitions in my school and college. My successful achievements in competitions gave me the inspiration to take professional classes and enhance my skills. My mother also encouraged me to explore my talent and without her support I would not have pursued my hobby.

My friends and family are also fond of my art work. All of my art work is distributed amongst them. The colors that I use help me to release my stress and spread happiness amongst my loved ones. I cheer myself up by drawing something and then gift it to my loved ones. I can never feel bored when I have my colors with me and they are one of my best friends.



اکسیجن سیلنڈر

امید کی کرنیں مایوسی کے اندھروں میں چمکتی نظر آرہی تھیں اندیشے اب ممکنات سے دور ہوتے جا رہے تھے اور ناممکن بادلوں کی آڑھ میں گم ہوتے جا رہے تھے۔ کسی کرشمے کی امید لگائے بوڑھی ماں اپنے جوان بیٹے کی آخری سانسیں گنتے ہوئے خدا سے اس کیلئے اکسیجن سیلنڈر دستیاب ہونے کی دعائیں مانگ رہی تھی۔

میں بند آنکھوں سے غنودگی کی حالت میں یہ سب محسوس کر رہا تھا کہ اچانک زمین پر سیلنڈر رکھنے کی آواز سے میری آنکھ کھلی میں نے دیکھا میرے دوست کے والد اپنے بیٹے کی اکثرتی سانسوں کو دوبارہ بہال کرنے کے لئے اپنی کوششوں سے اکسیجن سیلنڈر لانے میں کامیاب ہو چکے تھے۔

یہ وہ وقت تھا جب ہر ہسپتال والے اکسیجن اور آلات کی کمی کی وجہ بتاتے ہوئے کرونا کے مریضوں کو گھر لے جانے کا بول رہے تھے۔ ڈاکٹر اور اسٹاف کے شور کی آوازوں میں صرف 'جلدی جلدی' وہ الفاظ تھے جو بوڑھی ماں کی آنکھوں میں آنسوؤں کے باوجود روشنی بڑھا رہے تھے۔ وہ باپ جو اپنی پوری ہمت، طاقت، پیسہ اور تعلقات کو بروکار لاکر اپنی غم ہوئی کمر پر دونوں ہاتھ رکھ کر سیدھا کھڑا ہوتے ہوئے اپنی بیگم کو بیٹے کی زندگی کی امید دلارہا تھا۔

میں دو دن سے ہسپتال کی بیچ پر سوتے جاگتے اپنے دوست کی اس آخری ملاقات کو یاد کر رہا تھا جب میں اس سے ملنے اسکے کارخانے گیا کئی برسوں بعد ملاقات ہو رہی تھی وہ بہت گرم جوشی سے گلے لگا پھر بے تکلف جملوں اور گالیوں سے گفتگو کا آغاز ہوا اور پھر ماضی کی یادوں میں گم ہوتے چلے گئے چائے، پانی، کھانا اور سگریٹوں کا سلسلہ چلا رہا مگر صرف ایک چیز کی کمی تھی اور وہ تھیں باتیں کیونکہ باتیں کرنے کے لئے اسکے پاس وقت ہی نہیں تھا

کبھی اسکے میز پر رکھا ہوا فون بجاتا تو کبھی موبائل پر کال ہماری باتوں میں خلل پیدا کرتی کبھی آفس کا کوئی آدمی آتا اور اسکو کاروباری معاملات کی فی فکرتا جاتا جسکو حل کرنے کے لئے وہ دو تین فون گھنٹا تادہ کبھی اپنی فی فیکٹری لگانے کی بات کرتا کبھی دس سال آگے کی اپنے مستقبل کے پلان بتاتا باتوں باتوں میں وہ ایک جملہ دہراتا رہتا ابھی تو زندگی انجوائے کرنے کا ٹائم ہی نہیں ہے آگے عیاشی کی زندگی گزارینگے۔

آج ہسپتال کی بیچ پر بیٹھ کر مجھ کو یہ احساس ہوا، احساس یہ ہوا کہ یہ سوچ یہ فکر یہ انداز زندگی صرف اسکا ہی نہیں ہم سب کا بھی ہے ہم سب یہ احساس ہی نہیں کرتے کہ جو لمحات ہم جی رہے ہیں ان لمحات کے گزارنے کا اختیار ہمارے پاس ہے ہم ان لمحات کو جی بھی سکتے ہیں اور گزار بھی سکتے ہیں ہم ان لمحات کو صرف گزار دیتے ہیں اور جینے کے لئے ان لمحات کا انتظار کرتے ہیں جنکا آنا یا نہ آنا ہمارے اختیار میں ہی نہیں۔

کہ اس دور جدید میں جہاں انسان نے ضرورتوں اور آسائشوں کو پورا کرنے کیلئے اور اپنے کاموں میں آسانیوں کیلئے مشینوں سے کمپیوٹر تک اور وہاں سے روبوٹک اور وہاں سے آرٹیفیشل انٹیلیجنس سے آگے کا سفر طے کر لیا ہے وہاں انسان یہ بھول گیا ہے کہ زندگی کے حاصل کا نام خوشی ہے۔ اگر ہم اپنی زندگی کو آسان بنانے کے لئے اس سے خوش ہونے کے بجائے اس دوڑ میں لگ جائیں کہ جہاں چیزوں میں دو سے چار اور چار سے آٹھ کر لوں تاکہ آگے خوش ہو کر زندگی گزار سکوں تو ہم اپنے آپ کو دھوکہ دے رہے ہیں ہم امیدوں کے چراغ جلائے اس اندھیری رات کے ختم ہونے کا انتظار کر رہے ہیں جسکی صبح شاید ممکن ہی نہیں۔

لمحے گھنٹوں میں تبدیل ہوتے گئے اور اس کی طبیعت میں اتنی بہتری آگئی تھی کہ وہ اب بات کرنے کے قابل ہو گیا تھا مگر ایک سوال میرے ذہن میں اب بھی موجود تھا کہ دنیا میں معاشرے، تہذیبیں، ملک، قبیلے انسان پر معاشی، معاشرتی اور ماحولیاتی تبدیلیوں سے وجود میں آتے ہیں رنگ و نسل، زبانیں انسان کو مزید اکایوں میں توڑ دیتی ہے سب کا رہن سہن، خوشی اور غم منانے کا طریقہ ایک دوسرے سے مختلف ہی نہیں بلکہ الٹ بھی ہوتا ہے مثلاً کہیں لوگ ملاقات کرتے ہوئے گلے لگتے ہیں کہیں گال پر پیار کرتے ہیں کچھ لوگ ہاتھ ملاتے ہیں اور کچھ لوگ پاؤں چھوتے ہیں۔

کرونا نے جہاں ہماری زندگیوں پر برے اثرات چھوڑے ہیں اور ایک خوف کی زندگی کو جنم دیا ہے وہاں ماحولیاتی زندگی کو فائدہ بھی پہنچایا ہے اور دن لیر سے لے کے نائیز پولیوشن اور عالمی مسائل جن کو حل کرنے کا ہم سب مل کر سوچ بھی نہیں سکتے تھے وہاں اس نے ہم سے خوف کے بل بوتے پر اس کو حل کروایا ہے مگر کرونا سے ہماری زندگیوں میں ایک اور فرق آیا ہے کہ اس نے تمام رنگ و نسل، مذاہب کو جینے کے کچھ اصول بتائے ہیں جو پوری دنیا میں ایک خاص طرز سے ملاقات کا ہے اس نے ہم سب میں ایک یکسانیت پیدا کر دی ہے موت کے خوف سے اس نے مستقبل میں جینے کے بجائے آج کا جینا سکھا دیا ہے۔

Contributed By:

Mirza Abrar Abbas

Assistant Manager - Retail Sales Administration

CSR INITIATIVE | 2020



SMART MAG TEAM

Edited & Compiled By:

Najwa Siddiqui

Deputy Manager HR

**Other Contributors:
HR, Marketing & IT Team**

Designed By:

Viral Edge