



PRESS RELEASE

UAE's leading brokerage firm rebrands to International Securities

International Securities, previously known as Shuaa Securities, is the leading broker in the UAE by trading value, and was acquired by IHC in 2019

Abu Dhabi, UAE; 04 January 2021: The UAE's leading brokerage firm by trading value has rebranded from Shuaa Securities to International Securities, following its acquisition by International Holding Company (IHC) in 2019.

In 2020, the firm maintained the highest trading value amongst brokerage firms in the UAE, with a total volume of trading in the Abu Dhabi Securities Exchange (ADX) and Dubai Financial Market (DFM) together that exceeded AED 57 billion, and a strong market share that exceeded 20%.

Founded in 2001, International Securities is a brokerage firm based in Abu Dhabi, regulated by the UAE's Securities and Commodities Authority, specialising in equities and derivatives trading on ADX, DFM, and Nasdaq Dubai. It offers trading, execution, and research services to retail and high net worth individuals, and institutional clients, drawing on cutting-edge technology and expert personal service.

Syed Basar Shueb, CEO and Managing Director of IHC, said: "IHC's Capital business is one of our highest-performing verticals and is an important pillar of our ambitious growth strategy. International Securities represents a successful homegrown company that has developed into a leading brokerage firm, and we see significant value potential in continuing to grow their business under the new name."

Ayman Hamed, CEO of International Securities, said: "Throughout the years, International Securities has been known for our quality, bespoke offerings, utilizing the latest in technology to ensure we remain at the forefront of the capital markets in the region and deliver on our promise of putting customers first. As we embark on 2021, we look forward to another year of more achievements and new products and services for our clientele under a fresh brand, accelerated by the strategic strength of our partner IHC."

Listed on ADX since 2005, IHC is today a powerful holding company that has expanded its operations to encompass nine verticals including real estate, healthcare, food, and agriculture.

In the second half of last year, IHC and its subsidiaries have announced several new investments. These include Falcon CI IV LP, a fund that owns a stake in SpaceX, Elon Musk's aerospace company; Oxford Nanopore, a high-tech UK SME with an innovative COVID-19 testing product; a partnership with DAL Group for significant agricultural development in Sudan; and Multiply's acquisition of a stake in New York data-driven marketing firm YieldMo. IHC also listed three of its high-performing subsidiaries, Palms Sports, Zee Stores, and Easy Lease, on the ADX Second Market.

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International Holding Company

IHC was founded in 1998, as part of an initiative to diversify and grow non-oil business sectors in the UAE. Adhering to 'Abu Dhabi's Vision 2030', the ADX listed company endeavours to implement sustainability, innovation, and economic diversification initiatives across what is now one of the region's largest conglomerates.

IHC has a clear objective of enhancing its portfolio through acquisitions, strategic investments, and business combinations. Comprising more than 30 entities, IHC seeks to expand and diversify its holdings across a growing number of sectors, including Real Estate, Agriculture, Healthcare, Food and Beverage, Utilities, Industries, IT and Communications, Retail and Leisure, and Capital.

With a core strategy to enhance shareholder value and achieve growth, IHC drives operational synergies and maximizes cost efficiencies across all verticals – it also continues to evaluate investment opportunities through direct ownership and entering partnerships in the UAE and abroad. As the world changes, and new opportunities arise, IHC remains focused on resilience, innovation and redefining the marketplace for itself, its clients, and its partners.

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