

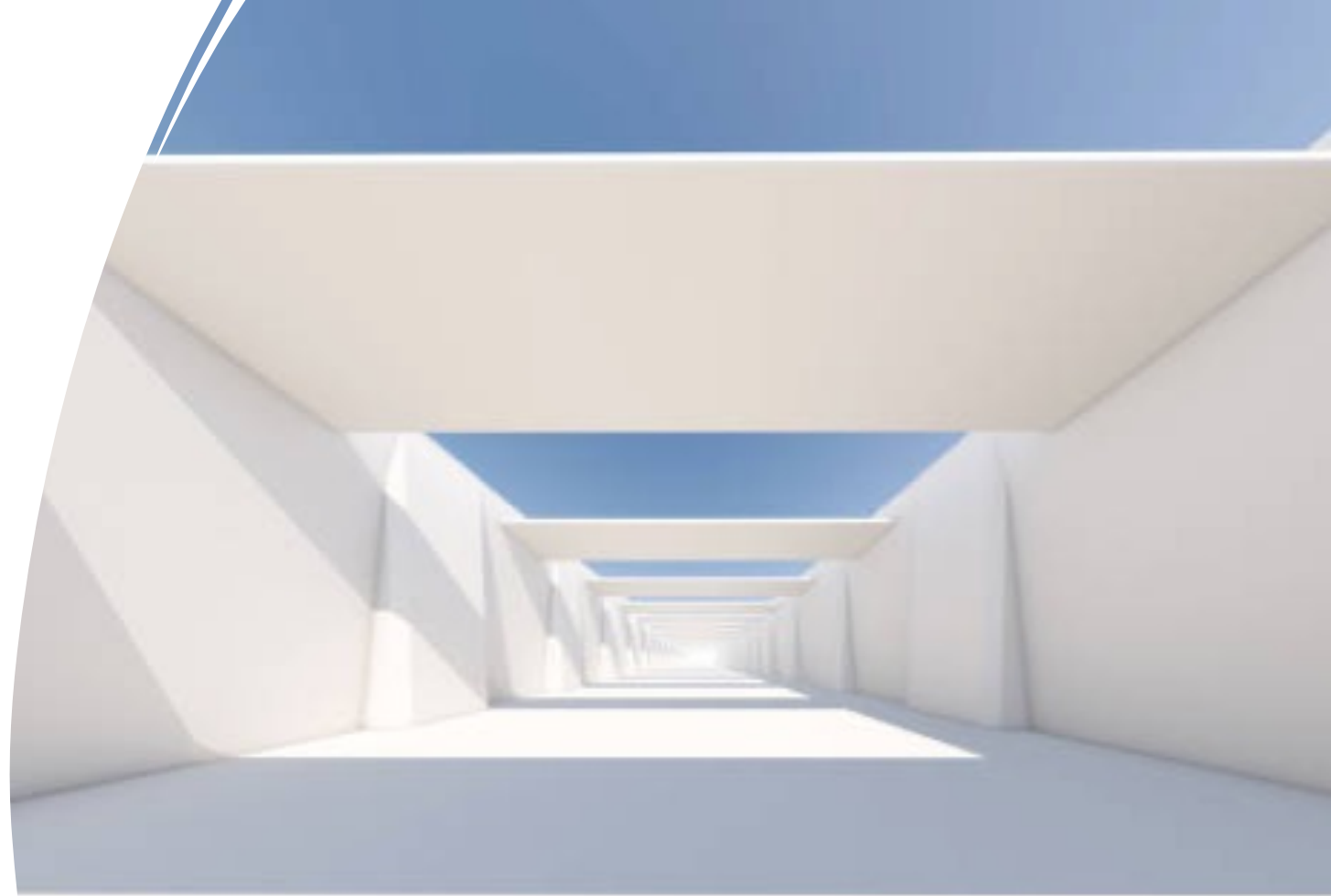


**THARWA DIGITAL  
PRIVATE WEALTH**  
WHERE YOUR WEALTH GROWS IN SAFETY

**A Sharia Digital Wealth Management Co.**

**Investor Presentation**

*by Jacques BERNARD*



*December 2023*



# THARWA DIGITAL PRIVATE WEALTH

WHERE YOUR WEALTH GROWS IN SAFETY

The Company's Purpose is to offer Shariah-Compliant Wealth Management Services, Managed in the UAE with Wealth stored in Switzerland

# The “Sacred” Nature of Wealth



Wealth is seen as a means of security, and independence.

- Wealth can be a financial buffer helping people weather unexpected expenses or emergencies
- Wealth is used to achieve important financial goals, such as retirement, a down payment on a house, or college tuition and provide for future generations

## In Arabic Culture

**Wealth** is often seen as a gift from God. This means that it is not something to be taken for granted, but rather something to be used wisely and responsibly.

**Wealth** is often seen as a responsibility. This means that those who are wealthy have a responsibility to use their wealth to help others and to make a positive impact on the world.

**Wealth** is often seen as a mean to an end. This means that it is not something to be accumulated for its own sake, but rather something to be used to achieve other goals, such as happiness, security, or social status.



# Middle-East: A Region of Perpetual Instability



## Arab Spring

- Tunisia
- Egypt
- Libya
- Syria
- Yemen

## Current Political Instability

- Iraq
- Iran
- Syria
- Lebanon
- Libya
- Somalia
- Yemen
- Afghanistan

## Most Politically & Economically Stable

- Switzerland

# The Problem

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- Local Wealth Services are not present or properly offered in the Region
- Affluent have access to sub-standard services from local Conventional or Shariah Banks
- HNWI and UHNWI have access to remote Foreign (non-Sharia) Swiss-based Banks

**Supply-Side** is driven by product-push and not very educated. Lacks transparency and choice. Lacks long-term focus.

**Demand-Side** is confused between Banks, Brokers and Wealth Managers. Most Affluents & HNWI lack the knowledge to manage wealth and tend to drift towards real estate, crypto or the latest stock trends.

**Poor Image:** Kuwait (KIO, Qinvest, GIH scandals) Lebanon (collapse of banking system), KSA (Al-Rahji Bank, Saad Group), UAE (Abraaj, Getinvest).

**Endemic & Perpetual Regional Instability**

**Growing Global Political Fragmentation, Economic Disruptions, Threat of Military Upheavals.**

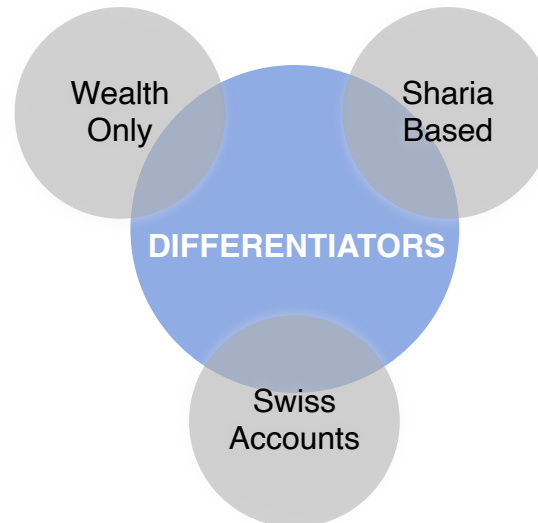
# The Solution

## Tharwa Digital Private Wealth

**USP** Shariah-compliant Wealth Management Services that are Accessible, Secure and Innovative.

- Tharwa services are designed to meet the needs of Muslim Investors who want to grow their wealth in a way consistent with their beliefs.
- Tharwa will offer a Hybrid approach combining the expertise of human advisors with the power of AI technology.
- Tharwa will provide its clients with personalized attention and the flexibility of a digital platform.
- Tharwa's clients accounts will be held in Switzerland, which is the most secure financial center in the world. Clients' money will be safe and sound even in the event of a financial crisis.

**Wealth Only**  
Tharwa will focus on Wealth building and preservation. It will not engage in brokerage, crypto or real-estate.



**Sharia**  
Unlike global players Tharwa will embrace Islamic values exclusively .

**Swiss Accounts**  
Tharwa will lean on the security and experience of Swiss based institutions.

# Values

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**Anchor** Wealth in the Safest Country in the World.

**Budget** Offer an Affordable Access to wealth management by reducing minimums.

**Convenience** Offer the Convenience of 24/7 wealth management availability.

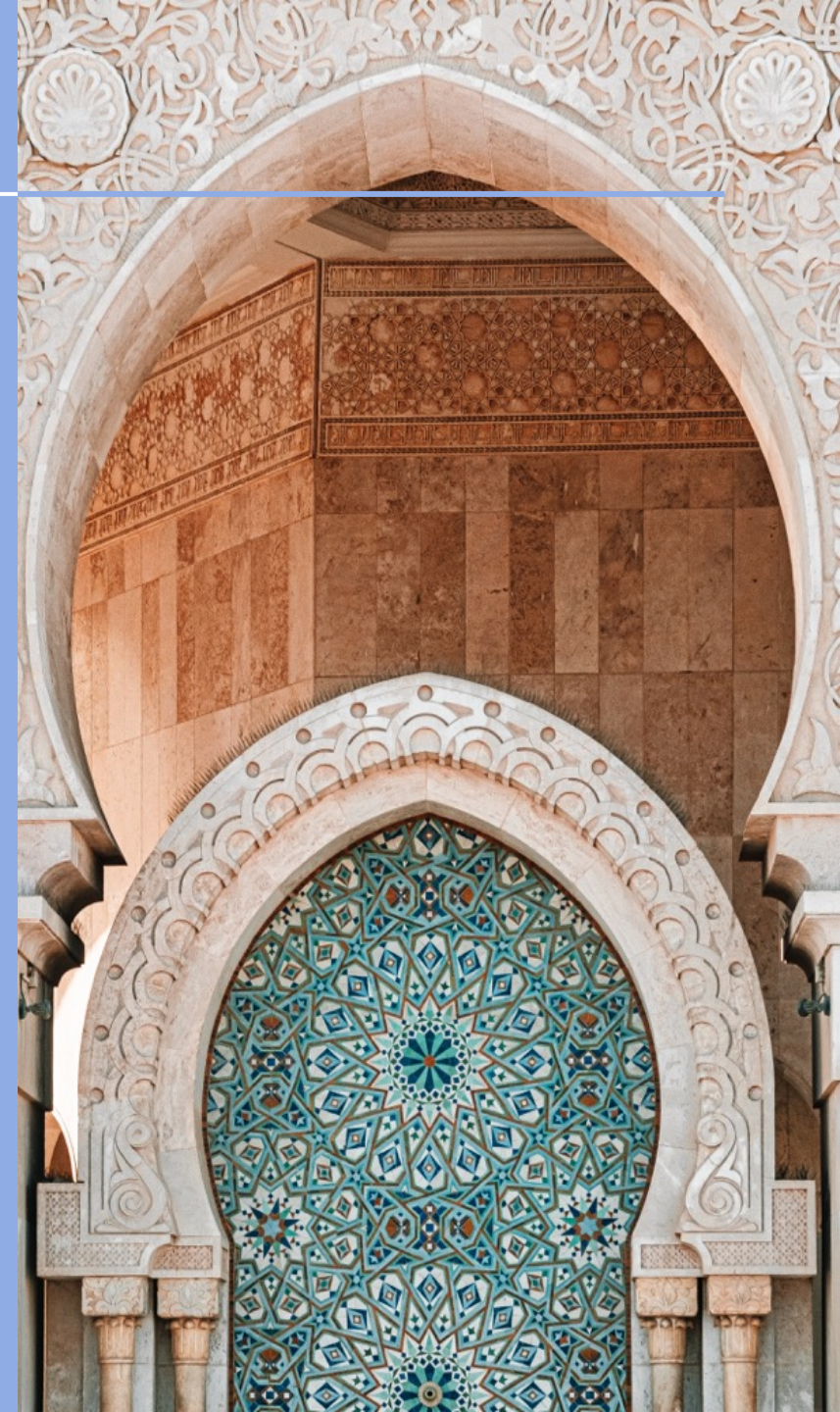
**Draw** on Risk-Adjusted Performance.

**Ethical** Offer Respectable Muslim Values in the Creation and Building of Wealth.

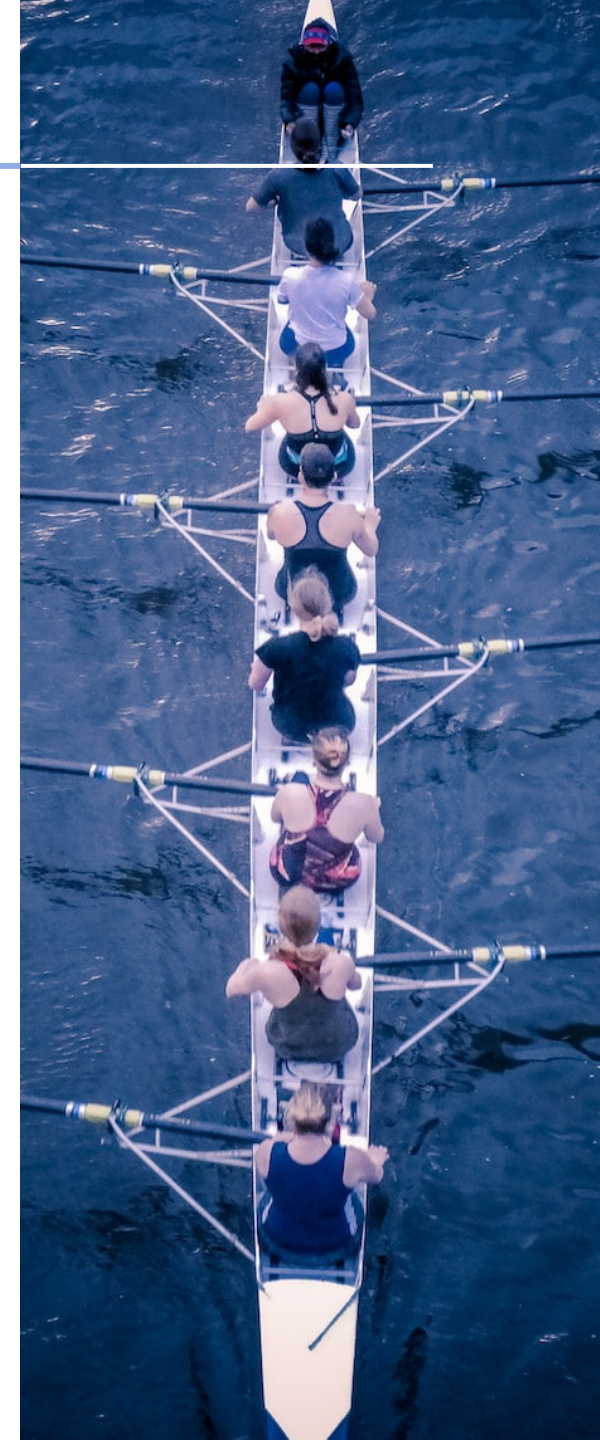
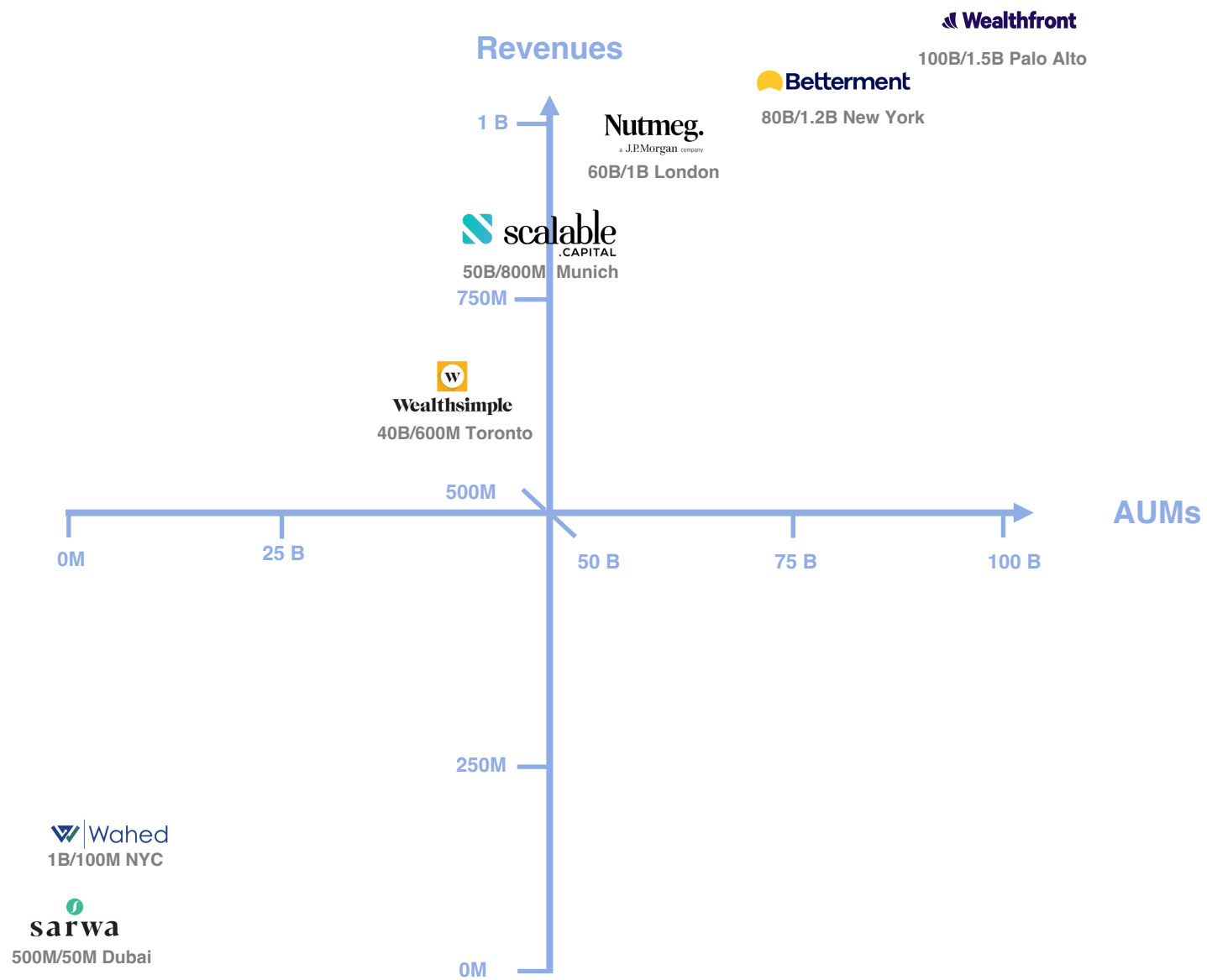
**Focus** on Risk-Adjusted Return.

**Guard** Clients by **Always** Associating Investment Opportunities with Related Risks.

**Hunt** for errors, mistake, poor decisions through attribution analysis.



# Competitive Landscape





# Tharwa Digital Private Wealth – Main Features

**ADGM** incorporated and based in ADGM Abu Dhabi UAE.

**Shariah Compliant** Wealth Management Co focusing on Muslim market.

**Hybrid Services** for account of \$125,000 and above.

**Robo Services** for account of \$25,000 and above.

**Operating Capital** of \$3,500,000 in 2024 focusing on UAE market only.

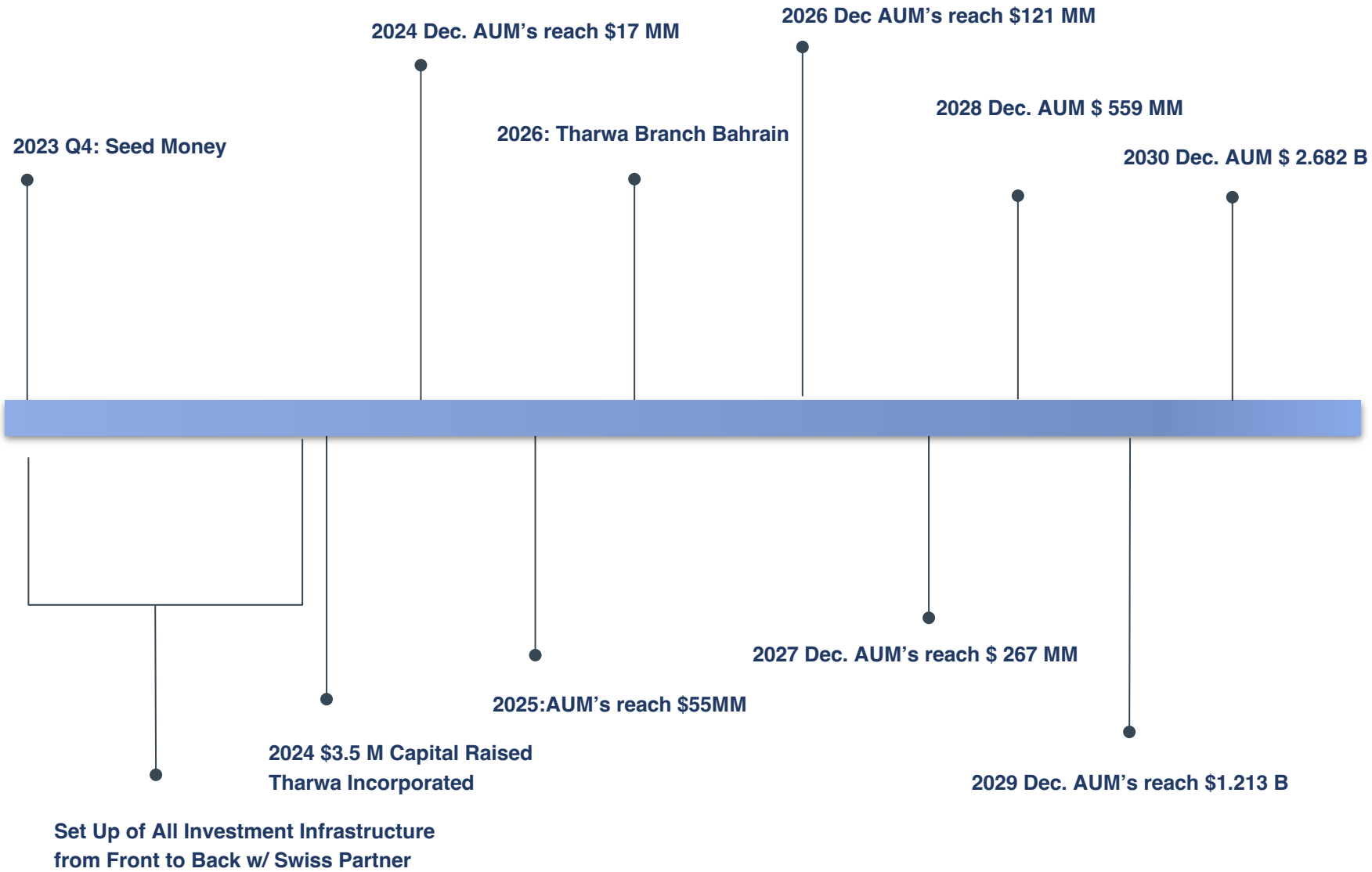
**Capital Raised** by \$3,500,000 in 2026 to create a Bahrain Branch under CBB supervision and targeting the Bahraini and KSA markets.

**Artificial Intelligence Powered**, with Investment Committee based in Abu Dhabi.

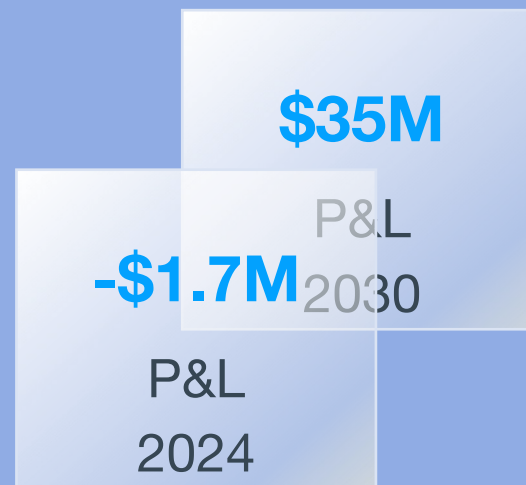
**Big Data Technology** and Call Center to support Client Servicing.



# Tharwa Digital Private Wealth - Timeline



# Tharwa Digital Private Wealth – Key Metrics



# UAE & KSA – The Digital Market Opportunity

## UAE & KSA WEALTH MANAGEMENT MARKETS

- UAE wealth management market is expected to grow by 25% CAGR between 2021 and 2026.
- KSA wealth management market is expected to grow by 20% CAGR between 2021 and 2026.
- Faster growth than wealth management market in the US (15% CAGR), Europe (10% CAGR).

✓ **Fastest-growing segment:** The number of **Affluent** individuals in the UAE is expected to grow from 1.8 million in 2021 to 2.7 million by 2026.

✓ **Underserved market:** Most foreign wealth managers are focusing on HNWI and UHNWI.

✓ **High Disposable Income:** \$140,000 vs. \$90,000 in the U.S. or \$80,000 in Europe

*Source: Capgemini 2022 Report on Global Wealth*

- AUMs of Swiss Wealth Management firms in the Middle-East  
\$1.7 T in 2017 → \$2.5 T in 2021 +66%
- Preferred destination of UAE HNWI (62%)
- Preferred destination of KSA HNWI (58%)
  - Financial Stability
  - Confidentiality
  - Professional
  - Experienced
  - Regulated
  - Tax Friendly

*Source: Capgemini 2022 Report on Global Wealth*

## SWISS-BASED ACCOUNTS

### SHARIAH Wealth

- UAE 63% preference for Islamic Banking
- KSA 72% preference for Islamic Banking

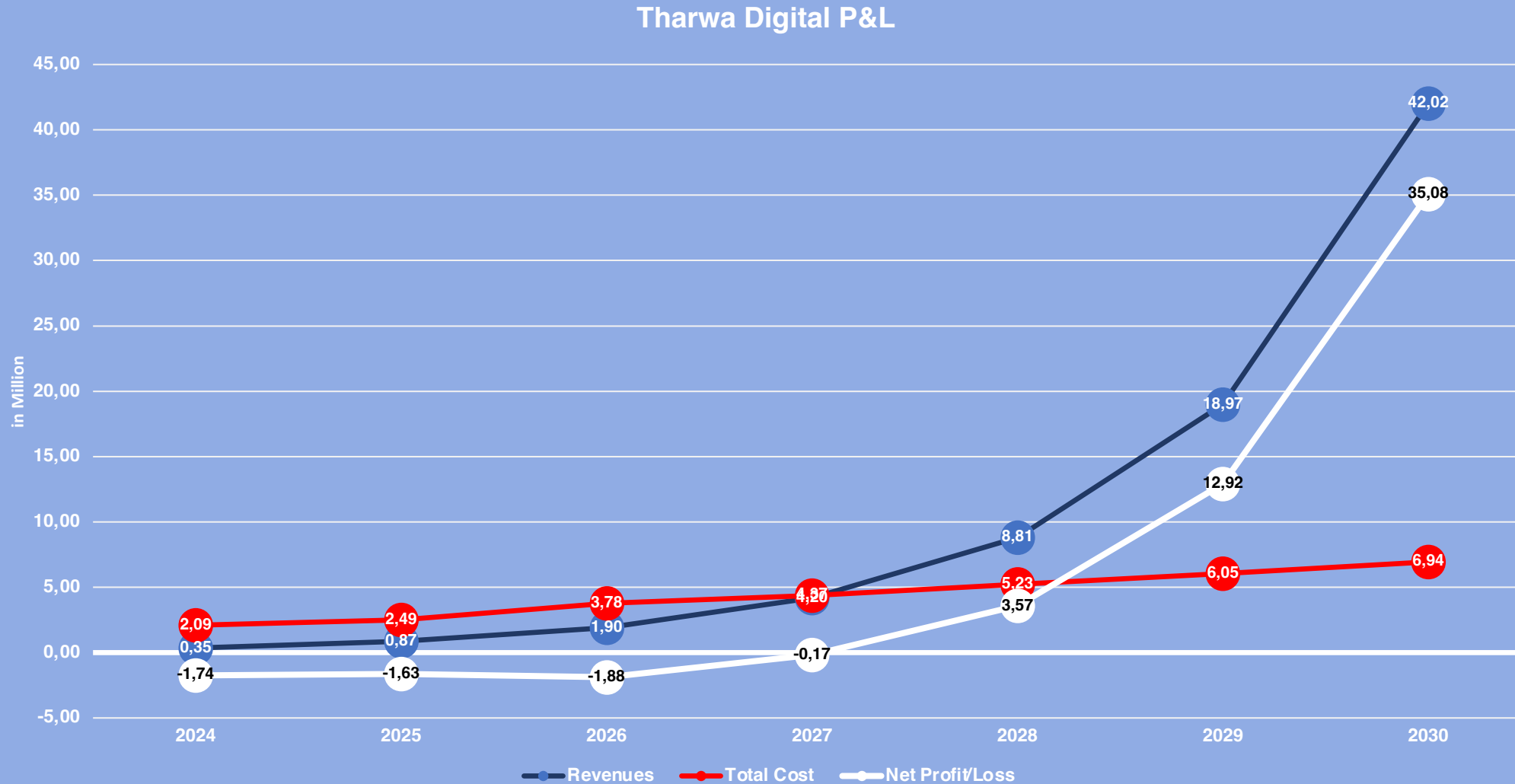
*Source: journal of Islamic Economics Banking and Finance*

### DIGITAL Wealth

- UAE ranked 6<sup>th</sup>
- KSA ranked 10<sup>th</sup> out of 50 Countries for early adoption of Digital Banking

*Source: Finder 2022 Study on Digital Banking*

# Tharwa Digital Private Wealth – Projected P&L



# Entrepreneurial Management Team



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## **CEO & CIO**

- Jacques Bernard Wealth & Asset Management Strategist
- CIO National Bonds Corporation (UAE), Head Investment Funds GIH (Kuwait), Head of AM Bank Alkhair (Bahrain)
- CIO & Exco Member Banque Ferrier-Lullin UBS (Switzerland)
- Head of International Products Prudential Financial (USA)
- Head of Investment Product Development Citibank (UK)
- Head of Southern Europe Asset Management Citibank (France)



## **Wealth Management Expert**

- CEO of FinTech SalesARM with institutional clients such Emirates NBD, HSBC, NBK, AXA, Allianz Egypt.
- 20 years in the financial sector in helping banks and financial institutions follow best practice in sales and relationship management using digital technology.



## **Digital Expert Consultants**

- InvestGlass will set-up the front to back digital platform from digital onboarding, PMS, client portal, AI to systems integration with the Swiss Bank. InvestGlass has an excellent track-record for designing digital solutions.



# THARWA DIGITAL PRIVATE WEALTH

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## CAPITAL REQUIRED

\$3.5 Million

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## OWNERSHIP

80%

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## SEED COMMITMENT

\$350,000 for Q4 Preparation Work

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## Board Seats

2 out 3