



Shaikh Abdulla bin Khalifa Al Khalifa
Chairman

Najla Al Shirawi
Chief Executive officer

SICO UNVEILS NEW CORPORATE IDENTITY

Manama, Kingdom of Bahrain – 25 March 2018: SICO BSC (c), a leading regional asset manager, brokerage, and investment bank, announced the rollout of its new name and brand identity. Formerly, Securities & Investment Company, the Bank will now be officially known by its more recognised name, SICO.

“With a successful track record spanning more than two decades as one of the region’s premier financial institutions, the time has come to reinvent our corporate identity to reflect both our heritage and our new reality,” said SICO Chairman, Shaikh Abdullah bin Khalifa Al Khalifa. “The new corporate identity is a reflection of the progressive, forward-thinking organisation that we are.”

The rebranding marks a new chapter in SICO’s history and delves deeper into its core. It is the result of extensive research and collaboration between the Bank’s senior management and multiple external stakeholders who all worked together to find a visual identity that is not only aligned with SICO’s vision and values, but is also reflective of the Bank’s future ambitions. The



rebranding includes SICO's two wholly owned subsidiaries; SICO Funds Services Company in Bahrain and SICO Financial Brokerage in Abdu Dhabi

"We are confident that SICO's new corporate identity will amplify and broaden our appeal in the marketplace, which will support the Bank's future growth and build long-term brand loyalty as we leap forward to the next phase of our story," said SICO Chief Executive Officer, Najla Al Shirawi. "With a strong and unified brand identity, we are positioning the Bank to offer a wider client base a progressive suite of products and services that cater to their specific and evolving investment needs. Although we are changing the appearance and name, we are still at core the same client focused Bank our community have known for over 20 years. "We look forward to building upon the trusted partnerships that we have developed with our clients, shareholders, employees and the community at large," Ms. Al Shirawi added.

SICO's new corporate identity will be showcased at the E-Pay Summit 2018 at the Ritz Carlton Bahrain on 27 March, which SICO is sponsoring.

Operating under a wholesale banking license from the Central Bank of Bahrain, SICO is a trusted regional bank offering a comprehensive suite of financial solutions, including asset management, brokerage, investment banking, and market making, backed by a robust and experienced research team that provides regional insight and analysis of more than 90 percent of the region's major equities.

SICO's evolving growth story will continue to be guided by its commitment to strong corporate governance, technological innovation, and the human capital of its 100 employees, who include some of the top talent in the regional finance industry. SICO continues to utilise its market insight and regional knowledge to opportunistically seek expansion opportunities in high-growth markets that are in sync with its strategic goals.

For more information, visit sicobank.com

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About SICO

SICO is a leading regional asset manager, broker, and investment bank, with more than USD 1.23 bn in assets under management (AUM). Today SICO operates under a wholesale banking licence from the Central Bank of Bahrain and also oversees two wholly owned subsidiaries: an Abu Dhabi-based brokerage firm, SICO Financial Brokerage and a specialised regional custody house, SICO Fund Services Company (SFS).

Headquartered in the Kingdom of Bahrain with a growing regional and international presence, SICO has a well-established track record as a trusted regional bank offering a comprehensive suite of financial solutions, including asset management, brokerage, investment banking, and market making, backed by a robust and experienced research team that provides regional insight and analysis of more than 90 percent of the region's major equities.

Since inception in 1995, SICO has consistently outperformed the market and developed a solid base of institutional clients. Going forward, the bank's continued growth will be guided by its commitments to strong corporate governance and developing trusting relationships with its clients. The bank will also continue to invest in its information technology capabilities and the human capital of its 100 exceptional employees.

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