



TARGET

ASSET MANAGEMENT

**Are you ready to invest
your money in a safe place?**



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Welcome to **Target Asset Management**. This is exactly where you need to go in order to invest your money. We are firm believers that **time is money**, and a minute makes a difference. This is why it is time for you to decide at this particular moment to take control of time and start investing because **our performance Speaks**.

Let us show you!



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**Let us introduce ourselves
to you**



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We started our journey in 2015 as a financial institution subjected to the provisions of Capital Market Law No. 95 of 1992. We have our license from the Financial Regulatory Authority (FRA) No. 346 of July 27, 2006, which means we are a legal and safe place where you can 100% invest your money with zero worries.

We have a dedicated team in house that makes sure of introducing and creating new investment strategies to overcome any challenges you might face because our only concern is to give you an ultimate experience that guarantees amazing results that are hard to find anywhere else.

Your money is in safe hands **literally!**

6 money investment gurus who guarantee you a headache-free journey of wealth



TARGET
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Our senior management team



**NOUR ELDEN
MOHAMED**

CHAIRMAN
&
HEAD OF INVESTMENT COMMITTEE



**HOSSAM
EL FAYED**

MANAGING DIRECTOR
&
INVESTMENT COMMITTEE MEMBER



**MONA
ESSAM**

Head Of Compliance

Mr. Nour is Chairman at Target Asset Management and Target Investment Group , responsible for overseeing fixed income and equity capital markets strategies and advisory businesses with a directive to drive the growth of the group. Nour is also responsible for providing our retail clients with comprehensive financial advice and valuable guidance on investment strategies.

- Nour has extensive experience in the capital markets sector.
- He started his career with EFG Hermes from 1996 until 2005, and his last position was Fixed Income Director.

Nour's past 24-years' experience in wealth and investment management also includes leading positions in global financial institutions, including BNP-Egypt, where he held more than one position:

- Head of Market Research and Analysis
- GM of Investment & Treasury Department.

Our senior management team



**NOUR ELDEN
MOHAMED**

CHAIRMAN
&
HEAD OF INVESTMENT COMMITTEE



**HOSSAM
EL FAYED**

MANAGING DIRECTOR
&
INVESTMENT COMMITTEE MEMBER



**MONA
ESSAM**

Head Of Compliance

Mr. Hossam is the Managing Director of the company and Managing Director at Target Investment Group. He oversees planning, organization, direct accounting, and treasury.

- He is a major contributor to establishing the funding strategy and maintaining the availability of resources, as well as working with the front directors to define and achieve departmental goals and objectives.
- Hossam has a long experience in the financial markets, as he started his career in 2005 in wealth management, during which he was associated with several financial institutions like Al Ahly Securities, Wedan Brokerage, and Helwan Securities.
- Hossam is a Certified Portfolio and Mutual Fund Manager authorized by the Egyptian Financial Supervisory Authority (EFSA) and the Egyptian Management Association (EIMA).

Our senior management team



**NOUR ELDEN
MOHAMED**

CHAIRMAN
&
HEAD OF INVESTMENT COMMITTEE



**HOSSAM
EL FAYED**

MANAGING DIRECTOR
&
INVESTMENT COMMITTEE MEMBER



**MONA
ESSAM**

Head Of Compliance



Mrs. Mona is the Head of Compliance at Target Asset Management and Board Member at Target Investment Group.

- Mona has more than 15 years of experience in the financial markets,
- Mona has a long experience in the financial markets, having started his career in 2007 as an admin and operations officer
- Mona holds the licenses Form (FRA)
 1. Broker – Financial Regulatory Authority (FRA) 2008.
 2. Internal Audit in portfolio management and funds.
 3. Compliance and Anti-Money Laundering Officer – Financial Regulatory Authority (FRA) 2022.

Our senior management team



**HUSSEIN
HALIM**

Board Member



**HASSAN
MADKOUR**

Board Member



**REEM
ELGENDY**

Board Member



Mr. Hussein is a board member at Target Asset Management.

- Hussein brings over 45 years of extensive experience in finance and management to his role as a board member.
- With a bachelor's degree in commerce, Hussein has held key positions in various sectors across different countries.
- His career journey includes roles such as accountant at Riyadh Water Company in Saudi Arabia, audit manager at Keramiko Contracting Company in Egypt and Switzerland, financial manager at Medina Plastics Factories Company in Saudi Arabia, and financial manager at Price Waterhouse in Egypt.
- He also served as the Head of Costing and Budgeting at the Engineering Company for Petroleum Industries (ENPPI).
- Hussein serves as a financial manager at Suez Company for Occupational Safety.

Our senior management team



**HUSSEIN
HALIM**

Board Member



**HASSAN
MADKOUR**

Board Member



**REEM
ELGENDY**

Board Member



Mr. Hassan is a board member at Target Asset Management.

- Hassan Mahmoud Madkur, a seasoned finance and insurance expert, brings decades of experience to his role as a board member.
- He holds a bachelor's degree in commerce from Cairo University and a diploma in investment and finance from Sadat Academy.
- Throughout his career, Hassan has acquired extensive expertise in risk management and insurance consultancy, with notable contributions from multinational companies like Keramiko Contracting Company, Price Waterhouse, and Marine Petroleum Services.
- His profound knowledge, coupled with certifications in insurance and risk management, particularly in the petroleum and gas sector, adds significant value to our company's strategic decisions and growth initiatives.

Our senior management team



**HUSSEIN
HALIM**

Board Member



**HASSAN
MADKOUR**

Board Member



**REEM
ELGENDY**

Board Member



Mrs. Reem is a board member at Target Asset Management.

- Reem brings extensive experience in banking and finance to her role as a board member.
- With a bachelor's degree in commerce and business administration specializing in accounting from Helwan University, Reem has held various managerial positions in renowned financial institutions.
- Her career spans over 15 years, starting as a customer service manager at Arab Bank in 2008 and progressing to roles such as corporate customer service manager at Emirates NBD and project team leader at Bank of Alexandria.
- Reem's expertise includes managing client relationships, overseeing project teams, and ensuring operational efficiency.
- She holds certifications in risk management and internal audit, along with an MBA in Financial Markets from AAMBFS.

What we actually do



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Our goal is to increase your wealth by introducing and utilizing **different investment** alternatives.

We offer the best performance using our several investment tools' alternatives while having a low level of financial risk that suits your investment strategy.

From our side, you will receive clearly, timely, and directly all kinds of information you need and related to your investment to have a clear image of your potential.

**We give you several options
that match your
needs and preferences**

Choose your suitable **portfolio**

Equity Portfolio

Balanced Portfolio

Capital Protected Portfolio

Fixed Income Portfolio EGYPTIAN POUND

Fixed Income Portfolio FOREIGN CURRENCY

Arbitrage Portfolio

Islamic Portfolio

If you are a risk-taker, this one is surely for you. However, our carefully designed investment process helps minimize that risk by diversifying the portfolio into different stocks in different sectors. This type of portfolio invests all of its assets in the equity market, which are listed on the Egyptian Stock Exchange and abroad.

Choose your suitable **portfolio**

Equity Portfolio

Balanced Portfolio

Capital Protected Portfolio

Fixed Income Portfolio
EGYPTIAN POUND

Fixed Income Portfolio
FOREIGN CURRENCY

Arbitrage Portfolio

Islamic Portfolio

a portfolio that combines a stock component, a bond component, and, sometimes, a money market component in a single portfolio. Generally, these hybrid funds stick to a relatively fixed mix of stocks and bonds that reflect either a moderate (higher equity component) or conservative (higher fixed-income component) orientation.

Choose your suitable **portfolio**

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Balanced Portfolio

Capital Protected Portfolio

Fixed Income Portfolio EGYPTIAN POUND

Fixed Income Portfolio FOREIGN CURRENCY

Arbitrage Portfolio

Islamic Portfolio

A capital-protected portfolio holds low risk. This is more of a long-term choice because this portfolio requires that an investor remain invested for a set number of years, as many of the underlying securities are bonds that need time to reach maturity and, subsequently, repay the principal. It is better to put your money here than in a savings account or money market returns because our return on the funds is definitely higher.

Portfolio managers, in order to minimize the fund's risk of absorbing losses, will keep the majority of underlying assets conservative in investment vehicles such as bonds or Treasury bills.

They may invest a small percentage in high-risk equities.

Choose your suitable **portfolio**

Equity Portfolio

Balanced Portfolio

Capital Protected Portfolio

Fixed Income Portfolio
EGYPTIAN POUND

Fixed Income Portfolio
FOREIGN CURRENCY

Arbitrage Portfolio

Islamic Portfolio

We designed this portfolio if you are a more risk-averse or conservative person when it comes to your money because you have a fixed income, a steady rate, and a set period that can be suitable for insurance funds, pension funds, and maintenance funds.

Choose your suitable **portfolio**

Equity Portfolio

Balanced Portfolio

Capital Protected Portfolio

Fixed Income Portfolio EGYPTIAN POUND

Fixed Income Portfolio FOREIGN CURRENCY

Arbitrage Portfolio

Islamic Portfolio

This portfolio is designed for you if you are a moderate risk taker and you like to try small risks before taking the big jump. That investment provides capital preservation and provides the client with a fixed income at a steady rate for a set period.

Choose your suitable **portfolio**

Equity Portfolio

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Capital Protected Portfolio

Fixed Income Portfolio
EGYPTIAN POUND

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An arbitrage portfolio is an excellent choice if you are looking for a risk-free profit for investors or traders. It is basically buying a security in one market and simultaneously selling it in another market at a higher price, profiting from the temporary difference in prices.

Choose your suitable **portfolio**

Equity Portfolio

This is an Islamic portfolio that only invests its assets in equities that follow Sharia law.

Balanced Portfolio

Capital Protected Portfolio

Fixed Income Portfolio
EGYPTIAN POUND

Fixed Income Portfolio
FOREIGN CURRENCY

Arbitrage Portfolio

Islamic Portfolio



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In a nutshell because time is money



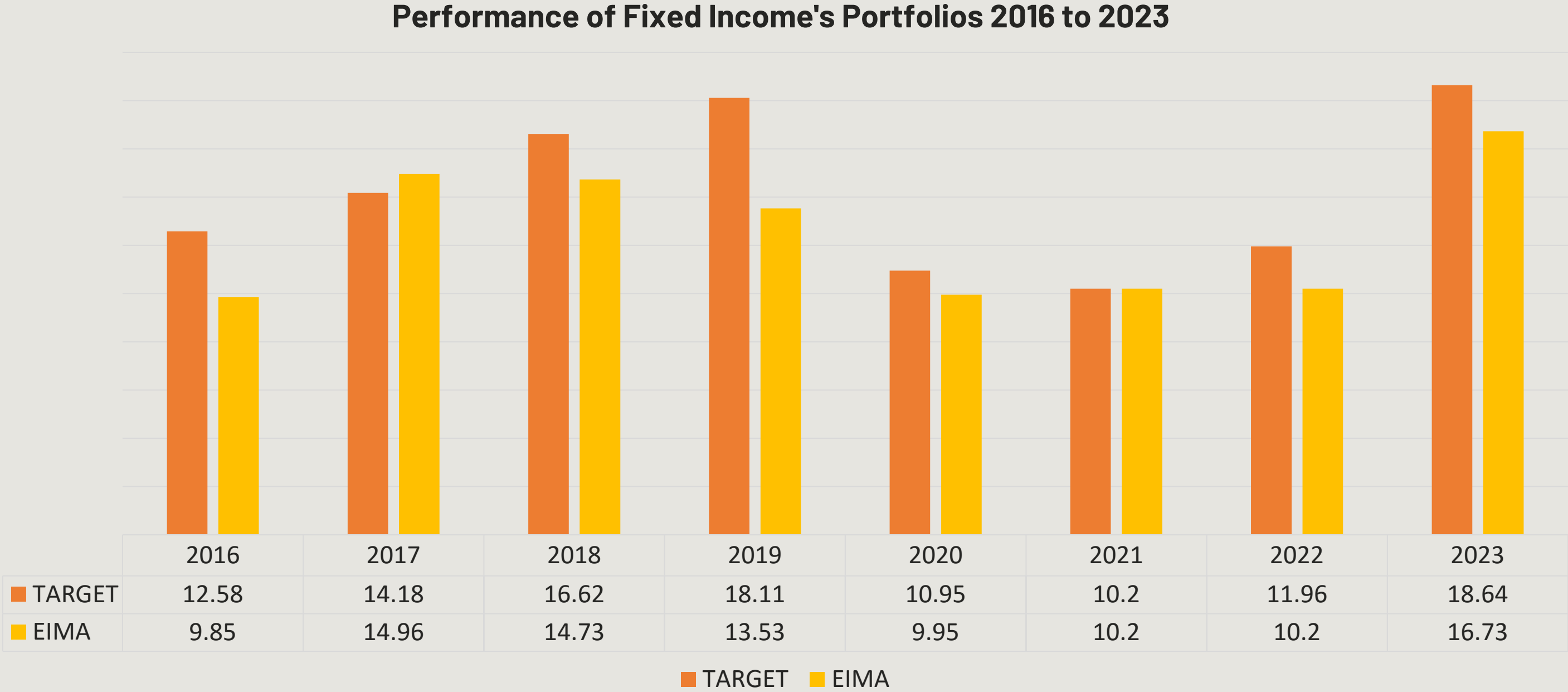
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Now Let's talk numbers

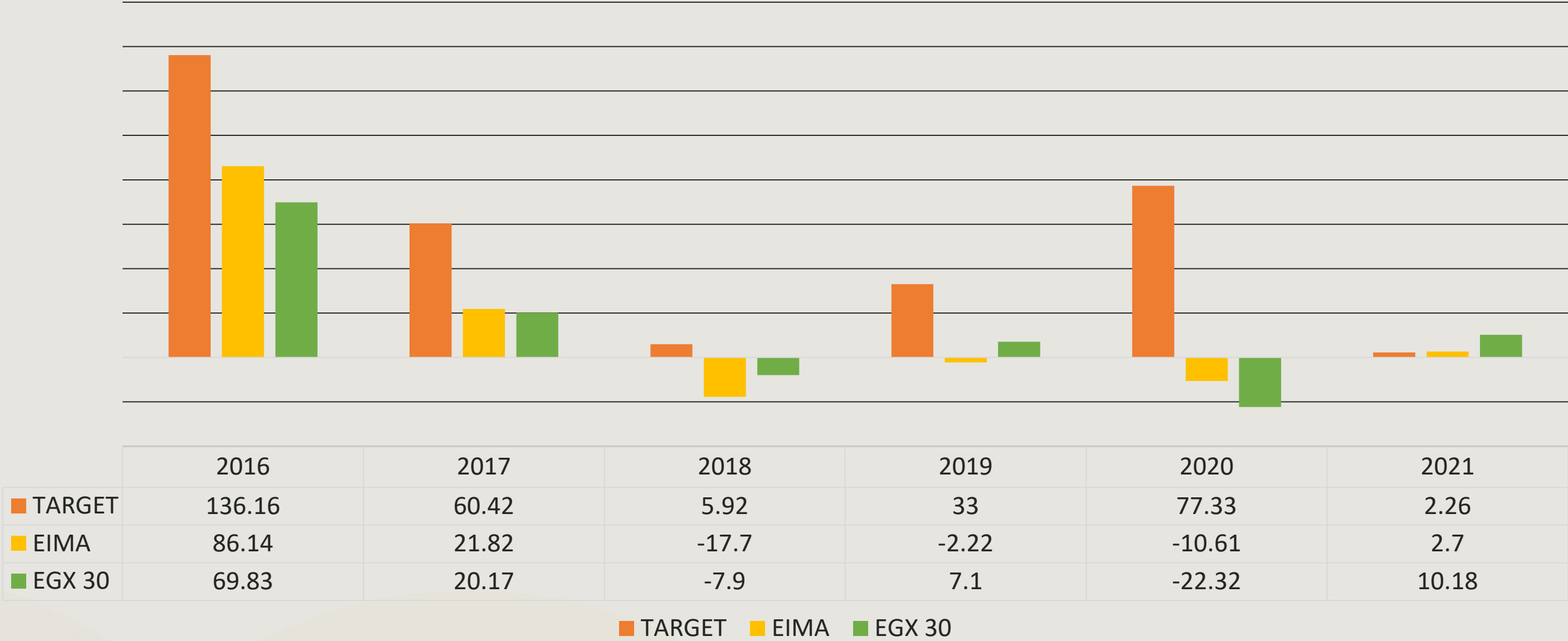
They say seeing is believing, so let's take a glance at our yearly achievements

Performance of Fixed Income's Portfolios



Performance of Equity's Portfolios

Performance of Equity's Portfolios 2016 to 2021



Our partners in **success**



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Target Asset Management is the choice for you to become wealthy. That is only because we provide you with several options that suit your needs and preferences. No matter how risky you can get, we assure you that you are in very safe hands. Now is the time to invest your money in our trusted plans that guarantee minimal risk.

Keep in touch

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Thank you