

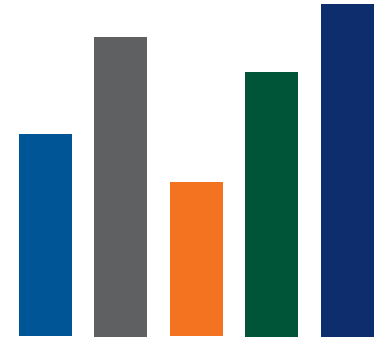
In today's ever-changing business environment, corporate executives are exploring ways in which the investor relations function can add greater value to their organizations. To this end, they are transforming their organizations by supporting their regulatory reporting with insights to investor behavior which in turn help to make informed strategic business decisions.

At Dubai CSD we recognize the importance of gaining a deeper understanding of your Company shareholders and as a result have developed the Dubai CSD Electronic Shareholder Analysis Report (eSAR) enabling listed companies to monitor their investors' behavior.

## How the Dubai CSD Electronic Shareholder Analysis Report (eSAR) supports listed companies?

eSAR is a web based interactive reporting tool for measuring, monitoring and analyzing the investment activity of a DFM-listed company's shareholders in terms of investor behavior, share price movement and trading members performance to maximize effectiveness and optimize the returns - both financial and strategic.

Understanding share performance allows listed companies to be more efficient in defining corporate strategy and long-term vision.



A web-based  
interactive reporting  
tool to analyze  
investor behavior

A first-of-its-kind in the region  
from a stock exchange

### Gain deeper understanding of your Company shareholders and discover:

- How your share is performing within your industry sector and on the DFM General Index?
- What is your total market value (daily, weekly, monthly, quarterly, annually)?
- Who are your High-Net-Worth (HNW) Company Shareholders?
- Who are your top buyers and sellers?
- What is their geographical location and frequency of investment?
- Who are the top performing trading members dealing with your Company shares?
- How your Company and its investors have performed historically?

## Share Analysis

This feature provides the following information for any selected period since 2009:

1. Share price
2. Share price movement
3. Market capitalization
4. Outstanding shares
5. Trade volumes
6. Trade value
7. Trade counts
8. Short Metrics – 52 week high/low



## Ownership Analysis

You may access the ownership composition (Holding and %Share) breakdown between Institutional and Retail Investors. It can be further drilled down by Investor type and Nationality.

Historical information of Top Shareholders for any selected period is available since 2007.

Additionally, within Ownership Analysis you can access the following information on your top 100 investors:

1. Investor names
2. Holdings
3. Percentage of ownership
4. Trade Volume

In this feature you may also obtain the Investor Metrics (Total Number of Investors owning the shares, Number of Investors by Type) and High-Net-Worth (HNW) Investor metrics. Note Investors are considered HNW if their total holdings  $\geq 5,000,000$  shares or value in AED.



## Trading Analysis

The Trading Analysis feature allows you to evaluate the trading behavior of the top 100 institutional or individual shareholders (retail), or both for any selected period dating back to 2011. The screen provides the breakdown by the following areas:

1. Segment (Retail vs. Institutional).
2. By Nationality (Arab, Foreign, GCC, and UAE).
3. Buy and Sell-side statistics of Trade Value, Quantity and Trade Count which can be further drilled down by Investor Type and Nationality.
4. Top Buyers and Sellers including Investor names, Investor type (Institutional or Retail) by Total Value, Quantity and Trade Count.
5. Trading Analysis of top Institutional Investors based on Nationality and statistics of top Buyers and Sellers.
6. Trading Analysis of top Retail Investors based on Nationality and statistics of top Buyers and Sellers.



## Sector Analysis

This feature provides the Share Price movement against the Sector Index movement. It also provides the trading activity by sector (Trade Value and Volume).



## Index Analysis

The Index Analysis feature provides detailed industry overview of the Index, Trade Value and Volumes over a specified period since 2009. The feature also provides Share Price movement against the DFM General Index movement.



## Trading Member Analysis

You can track market trading activity by the most active broker (Buy-side and Sell-side) from July 2010 onwards.



## Comparison - **Share Analysis**

Analyse and compare Market Capitalisation, Shares Outstanding, Total Traded Value, Total Traded Volume and Trade Count year-on-year, quarter-on-quarter, monthly and daily statistics.



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## Comparison - **Ownership Analysis**

This feature provides ownership analysis, Holding Value and percentage of holding to compare year-on-year, quarter-on-quarter, monthly and daily statistics.



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## Top Investors **for Two Different Periods**

This feature enables you to analyse your Top Shareholders during the current period and compare against the Top Shareholders of a specified period. The data includes the Investor name, type and their shareholding information.



## Top Buyers and Sellers for Two Different Periods

Compare your Top Buyers and Sellers during the current period against the Top Buyers and Sellers of a specified period. The data includes the Investor name, Total Value, Total Volume and Trade Count

Trading Analysis – Top Buyers and Sellers.

The feature also provides information on the Top Investors open position, Buy Trading, Sell Trading and the closing position. The data includes the Investor name, opening quantity, Buy Trading, Sell Trading and the closing balance for a specified period.



## Data Storytelling

eSAR provides a helpful Qlik sense collaborative feature “Data Storytelling” enabling you to share your data insights and turn your data discoveries into a story. Emphasizing important elements helps create compelling stories and supports management decision-making.

The “Data Storytelling” feature allows you to combine reporting, presentation, and exploratory analysis techniques to share and collaborate. You can take snapshots of your data analysis and incorporate into stories through presentation slides. Furthermore, the snapshots can be enhanced with visual effects. This enables you to emphasize data insights you wish your audience to focus on.

As you tell your story, you can answer questions by switching to the snapshot's source and accessing live data. This guides your story to new directions, triggering new conversations and deeper insights. Therefore, storytelling becomes interactive and instant by inserting live data sheets in slides, and making your selections while presenting.

## Integration to Microsoft Word/Excel/PowerPoint

Simply right click and export data to excel either in raw tabular format or in graphical representation.

Copy to clipboard as an image to transfer and embed into your presentations or reports.



## How to subscribe to eSAR Shareholder Analysis Reports:

Contact:

T: +971 4 305 5555

E: registry@dubaicsd.ae

The "Dubai CSD Electronic Shareholder Analysis Report" Service Agreement will be sent to the company and upon receipt of the agreement signed by the authorized signatory, the secure website details including the Username and Password will be sent to the designated user.

# Key tips to get started:

**Making Selections:** To make a selection, click on any segment. The selected value turns green. Values that are associated to the selection are in white. Values that are not directly associated are shown in light grey and values that share no association are shown in dark grey.



Region: Africa (Selected), Americas, Asia, Europe, Middle East, Pacific

Sales Rep Name: Amalia Craig (Selected), Amanda Honda, Amalia Florin, Brenda Gibson, Brenda Kiper, Angelin Carter

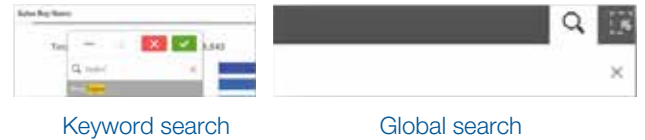
Product Group: Alcoholic Beverages (Selected), Baked Goods, Baking Goods, Beverages, Breakfast Foods, Canned Foods

Selected Data
Associated Data
Not directly associated
Unassociated Data

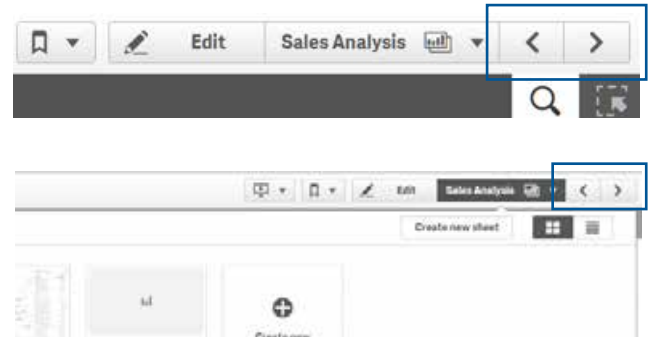
**Clearing Selections:** You can clear selections by selecting the cross symbol, next to the selected field name on the selection bar. Alternatively, you can select Clear All to clear all selections.



**Searching:** You can perform a keyword search using a filter. You can also search for keywords using the global search filter.

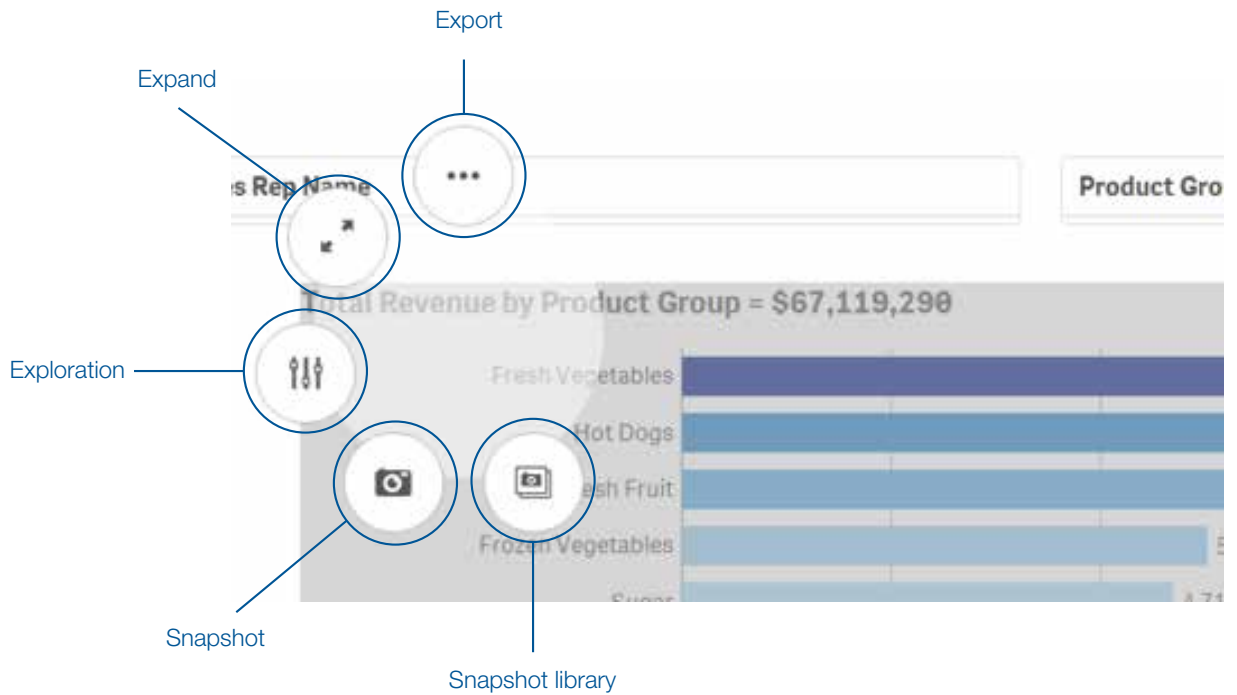


**Navigating Sheets:** You can navigate between sheets, by clicking the navigational buttons on the top right of the page. You can view all the sheets in your dashboard, and create new sheets by selecting the sheet name.





**Sub-Menu:** You can view the sub-menu by right clicking any chart. You can export data from a chart, expand a chart, explore a chart, take a snapshot or view the snapshot library using the sub-menu.



**The Dubai CSD is also happy to provide training for the users upon request.**

For enquiries, please contact:

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