



PRESS RELEASE

Shuaa Securities opens state-of-the-art branch in Abu Dhabi *Latest in Multimedia Equipment to be Installed by Alpha Data*

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Shuaa Securities, the first and leading Advanced Brokerage Solutions provider in the UAE, continues to provide its investors of "services beyond expectations" as it adds another branch in Corniche Road, Abu Dhabi. Alpha Data, the UAE's leading systems integrator, was selected to deploy the latest in multimedia equipment including video conferencing facilities and wireless touch panel.

"Shuaa Securities always promotes a secure investment environment and we are very keen to assisting our customers in realising their highest investment potential using advanced brokerage solutions," said Mustafa Abu Al Haija, Shuaa Securities' Network Engineer.

The installation which will commence next month will consist of video conference system to be used for traders and officials' internal meetings; this will enable them to connect the new branch to its main office in Khalifa Street and branches in the Abu Dhabi Securities Market (Abu Dhabi and Sharjah branches) and the Dubai Financial Market. LCD screens will also be set up for posting of stocks and the wireless touch panel will be installed for a centralised controlling of all the devices inside the conference room.

"We are extremely proud with the upcoming opening of our Corniche branch. Our clients will be assured that this is for our continuous quest in further enhancing our services and accommodate more people interested in trading," added Al Haija. "As always, Alpha Data is a technology partner to depend on; their work outcome really impressed us that's why we chose them again for this major step of Shuaa Securities."

"Alpha Data is delighted to have been chosen by Shuaa Securities to deploy all the AV equipment needed in their conference room; it's another milestone for us given that this is for an opening of a new branch," said Essam Al-Hamdan, Sales Executive at Alpha Data.

Alpha Data works with its partners, Polycom for the video conference system, Crestron for the wireless touch panel, Samsung for the LCD screens and Extron for the Matrix switches.

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About Shuaa Securities (formerly known as Emirates Securities)

SHUAA Securities is the first, leading and largest private brokerage firm in the United Arab Emirates with an equity base AED [100] Million. It has grown to become a dominant player in the local securities markets since its inception in 1986 and exhibits unrivalled market leadership, experience, and performance track record. Shuaa Securities has branches in the Abu Dhabi Securities Market (Abu Dhabi, Marina Mall and Sharjah branches) and the Dubai Financial Market in addition to its head office in Abu Dhabi.

Shuaa Securities is widely considered the leading authority in the local securities market and has the privilege of being the only UAE brokerage service provider with a Managing Director who is frequently and consistently invited by leading UAE and regional media channels and financial authorities to disseminate market research, analysis, reports, and insights into the local securities market.

About Alpha Data

Founded in 1981, Alpha Data is one of the largest IT and Telecom Solutions companies in the Emirates with revenues in excess of \$120 Million and offices in Abu Dhabi and Dubai. Alpha Data strives to build long term client relationships based on mutual trust and respect. With a team of over 650 qualified personnel, Alpha Data provides complete end-to-end solutions in the following areas of expertise: Telecommunications & Radio, Networking & Security Solutions, Infrastructure Cabling, Enterprise Computing, Audio Visual Systems and Applications. Each of our specialist areas are backed up by highly qualified presales and post sales support teams who handle both project implementation and post-sales support. Beyond our offering, what counts most to our clients is the technical skills of our staff. Alpha Data's people have both high level industry certification & in depth experience in their respective fields.

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