



Toyota's latest Prius wins many new admirers

KUWAIT: The amazing New Prius has finally arrived. The world is heavily praising Toyota's latest release, which is more advanced than anyone could have imagined. Here in the Middle East, the introduction of the Prius is likely to change perceptions about environmentally friendly vehicles while adding a new look to the city streets.

Stunning Hybrid Performance

The latest Prius model finally made its Middle East debut in February 2016, and doubtless the conversation will immediately turn to the hybrid system at its heart. The Toyota Hybrid System combines a gasoline engine and electric motor to create an unparalleled environmental performance as well as an impressive driving experience.

The new Prius is about far more than the exceptional fuel efficiency that comes with hybrid technology. The ample torque also delivers exhilarating acceleration that belies the engine's 1.8-litre displacement. Without a doubt, the Prius represents the pinnacle of hybrid technology and a showcase for new, relevant technologies from Toyota that raise levels of driving performance, convenience and comfort.

Praise for Performance Evolution

The design of the Prius isn't the only thing turning heads. The latest model was developed to represent the first wave of Toyota New Global Architecture (TNGA)-the company's latest auto-making innovation that makes a fresh start by putting the joy of driving above all else.

Just imagine pressing the accelerator and silently gaining speed with just the motor. Before you know it, the engine and motor are working together in a way that is almost eerily smooth. The steering wheel responds with precision in the hands as the Prius goes exactly where you want it to go, rounding the turns with delightful handling accuracy. With its maiden entry into the Middle East, drivers here are sure to be pleasantly surprised and overwhelmingly satisfied by the entire driving experience.

Revolutionary Design

The prototype for the Prius was unveiled in September 2015 in Las Vegas. Murmurs of wonder and amazement at its revolutionary new design could be heard bubbling through

the media crowds that gathered to see it suspended from wires as it literally descended onto the stage. Media reports in the Middle East have also commented on the dramatic makeover of the Prius which has resulted in an edgy, emotional styling that completely overturns people's established notions. Toyota's commitment to such a memorable, cutting-edge design and the impetus for moving forward with it came from none other than the pioneering hybrid vehicle itself. In fact, the name Prius means "to go before," and it is in the DNA of the Prius to constantly push the limits of the human imagination.

'Beautiful Hybrid'

It is no surprise that the hybrid technology in the Prius delivers outstanding environmen-

tal performance, but the 'Beautiful Hybrid' development concept takes it to the next level in terms of design and driving performance as well-drawing praise from around the globe.

The development team wanted to give the world fresh value built on cutting-edge hybrid technology, with a design that speaks to the heart, fun-to-drive handling, and a socially responsible presence. A beautiful car for a more beautiful earth-the Prius once again ushers us into the future. What fresh revolution will the new Prius bring? It starts with the voices of individuals who experience the vehicle for the first time. And now it's your turn to join in. Go see a Prius up close, test drive it, and experience its true value for yourself. The car that has charmed people all over the world is sure to capture the hearts of those in the Middle East as well.



KAMCO ADOPTS CFA INSTITUTE ASSET MANAGER CODE OF PROFESSIONAL CONDUCT

KUWAIT CITY: CFA Institute, the global association of investment professionals that sets the standard for professional excellence, has added KAMCO Investment Company KSC (Public) to the growing list of investment firms that claim compliance with its Asset Manager Code of Professional Conduct. KAMCO is one of more than 1,000 firms worldwide to claim compliance with the code.

The Asset Manager Code of Professional Conduct clearly outlines the ethical and professional responsibilities of firms that manage assets on behalf of clients. For investors, the code provides a benchmark of ethical conduct they should expect from asset managers and offers a higher level of confidence in firms that adopt the code.

"Over the past years, we have gained investor confidence by implementing stern criteria and professional ethics towards our clients and their assets. Our level of expertise has allowed us to position ourselves as one of the top leaders in Kuwait and the region in terms of the noticeable size of our AUM, which is more than USD 11 billion," said Faisal Sarkhou, Chief Executive Officer at KAMCO.

Sarkhou added: "Our clients entrust KAMCO to manage their assets and abide by all rules and regulations particularly in regards to the asset management sector; they are our number one priority. Adopting the Asset Manager Code of Professional Conduct is one more demonstration of our commitment to placing the needs and interests of our clients above all else."

The Asset Manager Code of Professional Conduct is grounded in the ethical principles of CFA Institute and the CFA Program, and requires that managers commit to the following professional standards. The set standards help ensure that representatives are



KAMCO's CEO Faisal Sarkhou

acting in a professional and ethical manner at all times, while addressing the client's best interest. Representatives also need to act independently and objectively while timely and accurately communicating to clients in a skillful, competent and diligent manner that upholds the rules governing the capital markets.

"Trust in the investment profession remains at risk, and it's a critical moment for investors and the future of the financial system," said Jonathan Boersma, CFA, head of professional standards at CFA Institute. "We applaud KAMCO, and all firms that have adopted the code, for displaying a steadfast and tangible commitment to professional ethics and putting investors first." There are more than 1,000 firms claiming compliance with the Code including BlackRock, Ariel Investments, Janus Capital Management, JP Morgan Asset Management, Loomis Sayles, Morgan Stanley Investment Management, Inc., TD Asset Management, and US Bancorp Asset Management.

KSE WITNESSES NEGATIVE WEEK AS PRICE INDEX FALLS

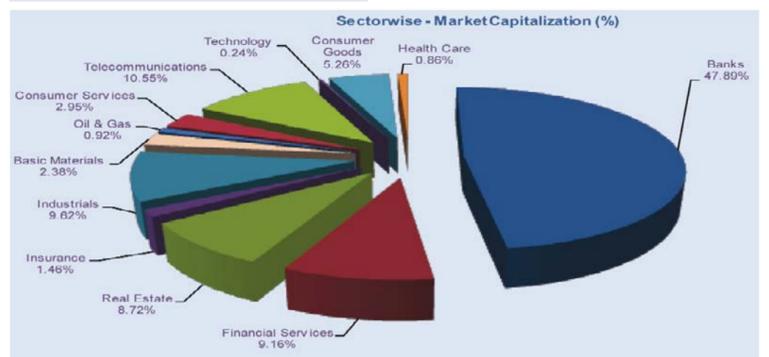
KUWAIT: The KSE Indices witnessed a negative week as the KSE price index closed with 5,377.05a decrease of 0.36% down 19.62 points compared to the previous week. As the MUDX also witnessed a decrease of 0.52% to close at 512.74 for the week. While the market blue-chip index the KSX15 closed at 818.10 points down 1.61% during the week. Gulf stock witnessed a mixed week ahead of an OPEC meeting that will discuss the possibility of coordinated action among oil producers to support prices. Brent crude oil fell from the \$50 mark, closing at \$49.77 per barrel.

The reported weekly volumes were 779.24 million shares compared to 832.68 million shares in previous. Among the major contributors, the Financial Services Sector (contributing 27.77%) witnessed 216.42 million shares of trading compared to 294.94 million shares in the previous week, while Real Estate Sector (contributing 24.01%) witnessed 187.08 million shares of trading compared to 182.15 million shares in the previous week.

Sectors with noticeable weekly volumes included the Consumer Goods sector, the sector saw 48.44 million shares traded compared to 24.78 million the previous week, and counters like Danah AlSafat FoodStuff Co. (Mcap - KD 35.85 million) witnessed 47.07 million shares compared to 23.58 million shares the week before.

The overall Market Cap witnessed a negative week as it stood at KWD 24.52 billion down 0.6%

KFH WEEKLY REPORT



on weekly basis. As for the blue chips, National Bank of Kuwait - NBK (Mcap - KWD 3.49 billion) saw its market cap drop 1.59% during the week. Moreover; Kuwait Food Co. - Americana (Mcap - KWD 860.28 million) saw its market cap plunge 8.55%, after media reports denying the sale of Al Khair National for stocks and real estate Company stake in the company. While Kuwait Projects Co-KIPCO (Mcap - KWD 751.52 million) saw a drop of 1.92% during the week.

On the total market breadth, Of the 56 Islamic

Companies, 6 advanced while 24 declined during the week. The Islamic universe market cap witnessed a decrease of 0.61% in its market cap to close at KWD 6.26 billion. The universe heavyweights like Kuwait Finance House - KFH (Mcap - KWD 2.32 billion) saw its market cap remain unchanged during the week. While Boubyan Bank (Mcap - KWD 866.57 million) saw a decrease of 1.23% in its market cap. Kuwait Telecommunications Co. (Mcap - KWD 459.45 million) was down 1.08% during the week.



Note: Indices are re-based on 1,000 as of last week's closing.

Weekly KSE Statistics				
Key Parameters	Current	Previous	Chg.	%
Volume (Million Share)	779.54	832.70	(53.15)	-6.4%
Value (KD Million)	59.49	57.78	1.71	3.0%
Deals ('000)	16.65	17.62	(0.97)	-5.5%
Market Cap (KD Bln)	24.52	24.68	(0.16)	-0.6%

Market Movers			
Advance	Decline	Unchanged	Not Traded
33	62	50	41