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## Russell Investments celebrates 35 years service to Middle East investors

### Leading global fund manager, Russell Investments, plans US\$25-30 billion growth in the Middle East region over the next five years

**DUBAI, January 31 2011** – Russell Investments today celebrated 35 years of helping clients in the Middle East since George Russell pioneered Investment strategy advice in the region. Today, Russell has expanded its array of services and clients, and has established close partnerships with Rayan Asset Management in Dubai, Jadwa Investment in the Kingdom of Saudi Arabia and, most recently, with Tadawul, the Saudi Stock Exchange. With its partners, Russell aims to create a set of new regional funds totaling US\$5bn – US\$10bn AuM (assets under management) over the next five years, to help improve international recognition, liquidity and to develop interest across the world in investing in regional funds. Also over the next five years, Russell expects to add US\$20bn of assets under management or under advisement by Russell in the region through its consultancy and fiduciary management services.

Russell Investments is a global leader in investment management with US\$155 billion assets under management (as of 12/31/10) and over US\$2 trillion in assets under advisement globally. In the EMEA region, Russell already has US\$38 billion assets under management (as of 12/31/10).

Speaking at the event on Monday, **Pascal Duval, Executive Managing Director of Russell Investments for Europe, the Middle East and Africa (EMEA)**, who has special responsibility for Russell in the Middle East said: *“This region is home to some of the world’s most sophisticated investors. It has also come a long way in the last decade in establishing itself as a hub for offering attractive investment opportunities and offering professional investment management services. After 3 difficult years for the Global and regional economy, we believe the timing is right to increase further our focus in the Middle East where Russell started advising clients 35 years ago. Russell offers today world class solutions in diversified investment strategies, choice of managers and ways to manage*

*risk and return. Through our partnerships with Rayan Asset Management, Jadwa Investment and Tadawul we are making them broader”.*

**Farid Bedjaoui, Founder, Owner and President of Rayan Asset Management**, Russell’s long-standing partner in the region, said: *“We have built a strong partnership based on trust with Russell. They provide us and our clients with unique, innovative investment opportunities not available elsewhere. Our track record demonstrates the attractiveness of Russell’s investment solutions including its multi-manager suite of products. Our clients have been able to take advantage of Russell’s world class expertise to improve the quality of their investments.”*

Russell provided two examples of it’s investment knowledge - a first sight of it’s regular comment on the performance of the five indexes representing the Gulf Cooperation Council countries provided by Russell Indexes; and the firm’s annual Global Market Outlook for 2011, provided by its leading investment strategists. The following information will be available every month:

- \* Russell GCC index market comment
- \* Russell Market Outlooks
- \* Russell Shariah fund updates
- \* Russell MENA Index updates

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### **About Russell Investments**

Russell Investments has over 30 years experience in the Middle East. It won its first consulting client in the Kingdom of Saudi Arabia in 1975 and has a long history of successful partnership with world-class local talent. Russell launched the first multi-manager funds in the region when it partnered with a major Saudi bank in the 1990s. It’s recently renewed partnership with Rayan Asset Management originally began in 2002. Its first Shariah-compliant equity funds were launched in 2007. These were followed by the launch of the Russell-Jadwa Shariah index family in partnership with Jadwa, the world-class investment bank specialising in innovative Shariah-compliant financial solutions in the Saudi and GCC markets. In 2010 Russell added a third partnership, when it announced an agreement with Tadawul, the Saudi Stock Exchange, which authorises Russell to offer Russell Indexes which measure the performance of the Saudi stock market as well as regional GCC Russell Indexes. Founded in 1936, Russell Investments is a global financial services firm that serves institutional investors, financial advisors and individuals in more than 40 countries. Over the course of its history, Russell’s innovations have come to define many of the practices that are standard in the investment world today, and have earned the company a reputation for excellence and leadership.

Through a unique combination of wide-ranging and interlinked businesses, Russell delivers financial products, services and advice. A pioneer, Russell began its strategic pension fund consulting business in 1969 and today is trusted by many well-known worldwide institutions for investment advice. The firm has \$155 billion in assets under management (as of 12/31/10) in its mutual funds, retirement products, and institutional funds, and is well recognised for its depth of research and quality of manager selection. Russell offers a comprehensive range of implementation services that helps institutional clients maximise their assets. The Russell Indexes calculate over 50,000 benchmarks daily covering 65 countries and more than 10,000 securities.

Russell is headquartered in Seattle, Washington, USA with offices in Amsterdam, Auckland, Chicago, Johannesburg, London, Melbourne, New York, Paris, San Francisco, Seoul, Singapore, Sydney, Tokyo and Toronto. For more information about how Russell helps to improve financial security for people, visit us at [www.russell.com](http://www.russell.com).

## About Rayan Asset Management

Rayan Asset Management is a Dubai-based investment consulting firm and a strategic partner of Russell Investments in the GCC and Levant. Through its partnership with Russell, Rayan offers best of breed investment solutions to its roster of institutional clients. This exclusive partnership has been successfully delivering value-add to Middle Eastern institutional investors since the inception of Rayan in 2002. The track record of the partnership has been successful with clients including SWFs, pension funds and leading banks as distribution partners. The local presence of the Rayan team fills a gap which is essential for winning business and successfully managing client relationships.

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