

Introduction to Advisory Services

Mizuho Saudi Arabia Company

January 2020

MIZUHO

The Mizuho logo consists of the word "MIZUHO" in a bold, white, sans-serif font, positioned above a thin, white, curved line that arches under the letters.

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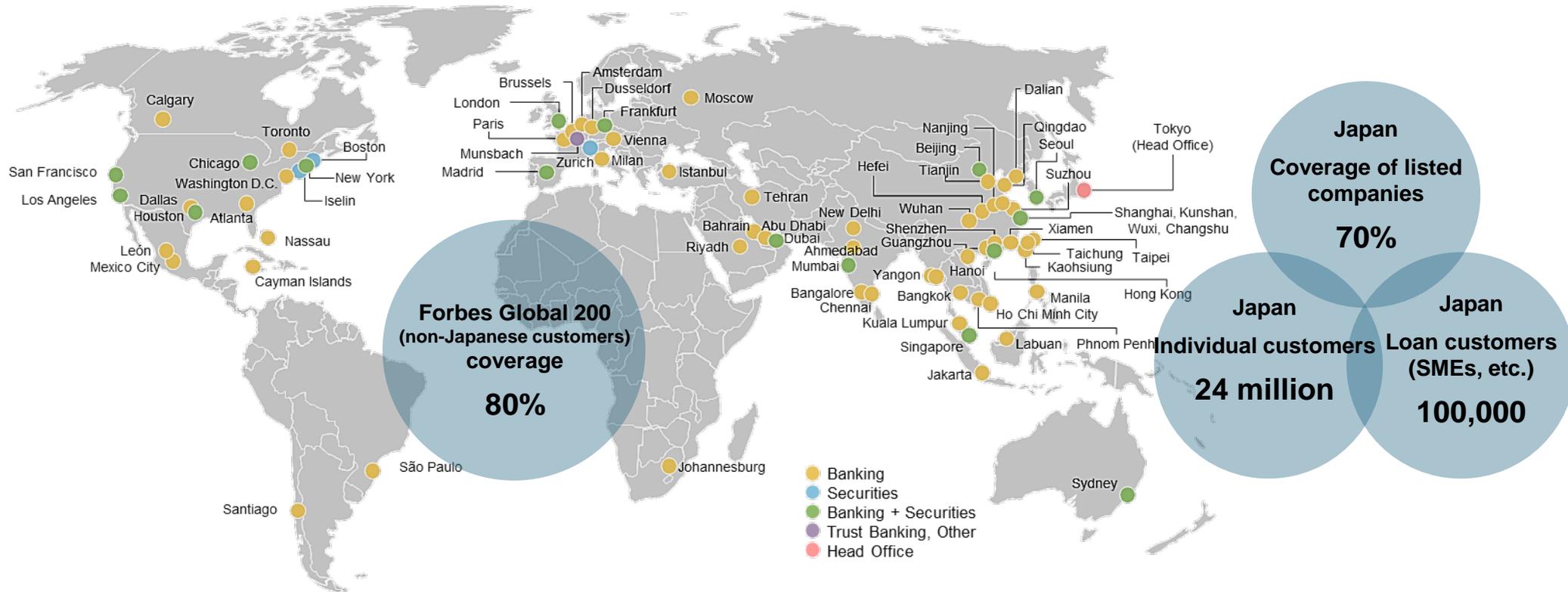
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Mizuho Financial Group at a glance

Mizuho is one of the world's largest full-service financial groups with a worldwide network.



Key facts:

- **Branches in Japan: 787**
(Banking: 465; Trust & Banking: 60; Securities: 262)
- **Offices outside Japan: 118**
(Banking: 89; Trust & Banking: 1; Securities: 24; AM-One: 4)
- **Consolidated Total Assets: JPY 200 trillion** (as of March 31, 2019)
- **History: More than 145 years of banking experiences**
- **Credit rating (SP/MDY/Fitch): A- / A1 / A-** (as of May 15, 2019)

Mizuho Saudi Arabia Company

Mission Statement

Mizuho Saudi Arabia (MSAR), is the first Japanese bank-affiliated financial firm established in the Kingdom of Saudi Arabia (KSA). MSAR is ideally positioned to provide optimal solutions to clients' needs, including expansion into the Asian region by Saudi companies and direct investments into the KSA, the largest MENA economy.

MSAR has been serving its clients in the Saudi market since 2009

We have advised several Japanese clients entering the Saudi market and establishing their local footprint in the Saudi industrial sector.

We support various Saudi local business conglomerates to establish business partnerships with appropriate Japanese counterparts.

Company profile

Name:	Mizuho Saudi Arabia Company (MSAR)
CEO & President:	Toshiharu Fujiwara
Establishment:	September 2009
Capital:	SR 75 Million
Head office:	Al Faisaliah Tower, North Plaza 1 st floor King Fahd Road, Riyadh 11544 P.O. Box 55934 Kingdom of Saudi Arabia
Major shareholders:	Mizuho Bank, Ltd (approx. 85%) Mizuho Securities Co., Ltd & its group companies (approx. 15%)
License:	CMA License: 11158-30



Mizuho Saudi Arabia (MSAR) – our vision

MSAR is an authorized investment bank in Saudi Arabia and a member of Mizuho Financial Group, utilizing our international network to provide and assist our clients with a high level of investment banking services.

Our message

Going further for Mizuho's clients, based on Mizuho's strong global business network, especially in Asia.

- We seek to offer **the best professional services** chosen by clients at all times.
- We keep looking for opportunities to contribute to the **sustainable growth of society** as a responsible player in the capital markets of the Kingdom of Saudi Arabia.

Our philosophy

"Fair & Positive" is the cornerstone of our corporate philosophy.

- This is why we are able to offer **best-in-class professional services** chosen by clients.
- We also encapsulate our abiding commitment to be **a responsible player in capital markets**, contributing to the sustainable development of society.

Our strengths

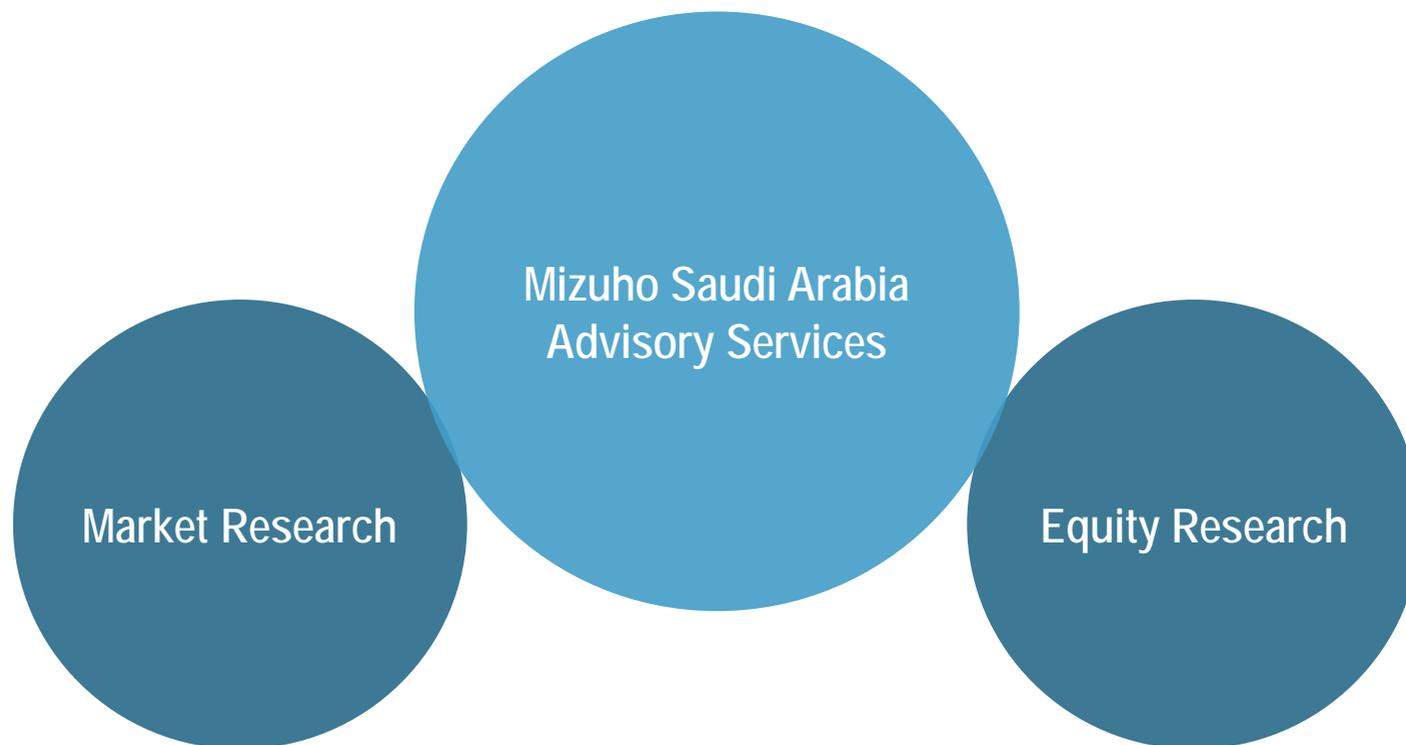
Our core strengths include our strong business network, extensive client relationships and wealth of experience, especially in Asia markets.

- We look at **the dynamically emerging regions** of the world for promising and feasible business opportunities.
- **Asian markets are some of the main drivers** for the global economic recovery and expansion.
- We believe in increasing business opportunities like business alliances, M&As and capital investments by and between our local clients and Asian investors.

Advisory services

We have invested **significant resources in the development of our cross-product platform** over the last three years.

Our **product specialists are based throughout Mizuho's global network** across various corporate and investment banking products.

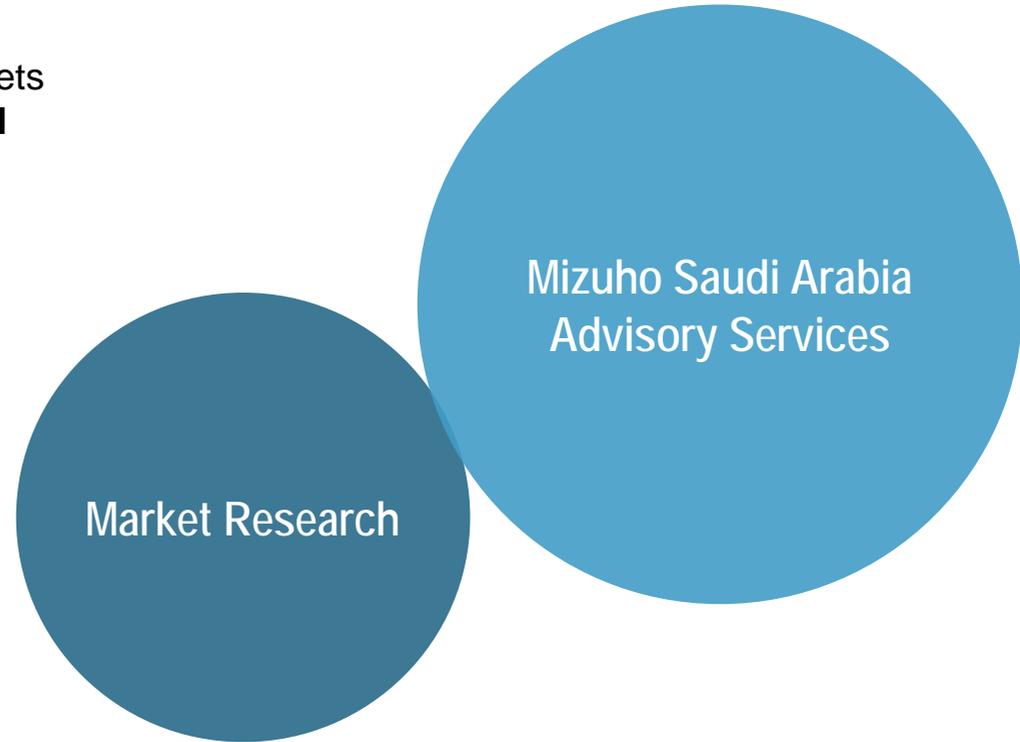


Market Research

We offer advisory services for market coverage transactions between Asian and Saudi clients.

With the help of **Mizuho Financial Group, Mizuho Research Institute** and other group companies, we offer thorough knowledge of **global market research** and **industry research** in addition to advanced capabilities in **valuation, analysis, and forecasting**.

Drawing on our in-depth knowledge of global markets and different industries, we are able to offer the **full range of services related to market coverage**.



MSAR Market Research Services

Overseas operations support through information/advisory services



Market research advisory

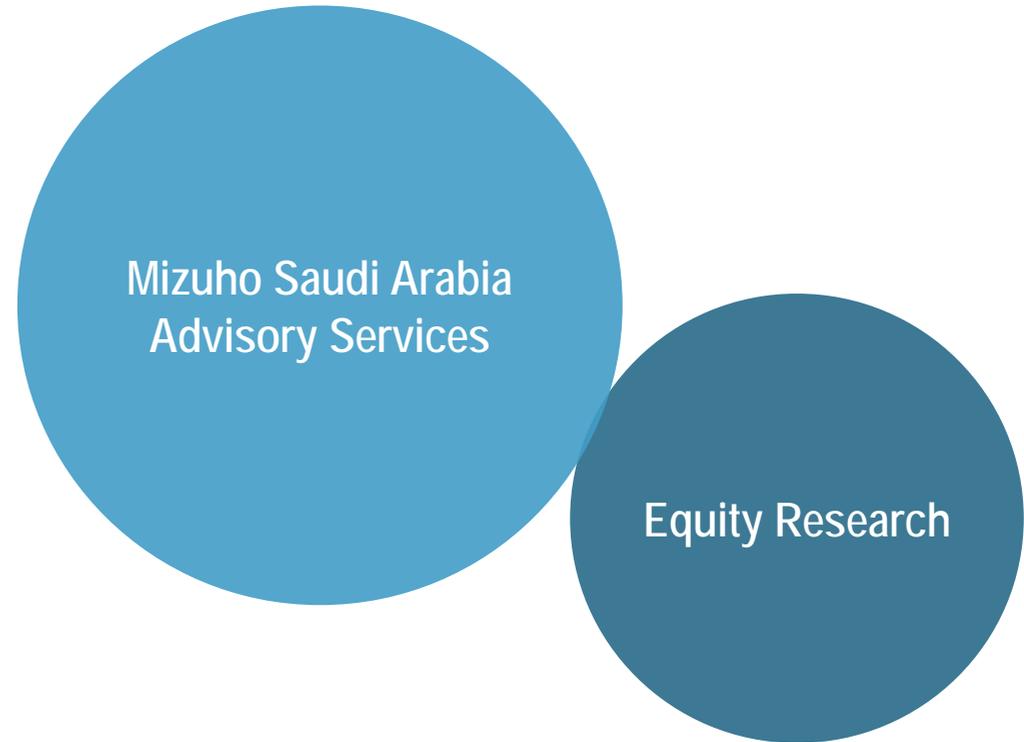
Investment environment	Market research	Market entry strategy	Partner research	Incorporation	Restructuring	Exit strategy
<ul style="list-style-type: none">• Macroeconomic research• Policies and regulation research• Local equities	<ul style="list-style-type: none">• Market size and prospect evaluation• Competitor research	<ul style="list-style-type: none">• Partners• OEM• Distribution• Direct investment• Green field• Joint ventures• M&A	<ul style="list-style-type: none">• Sourcing partner candidates• Company research• Negotiation support	<ul style="list-style-type: none">• Business license support• Introducing external resources	<ul style="list-style-type: none">• Governance support• Regional headquarters• Tax-efficient structure creation	<ul style="list-style-type: none">• Regulatory support• Legal support

Equity Research

One of our main functions is advising **Saudi and Asian parties** on **listed equities** which have promising long term investment characteristics.

We offer a business model armed with **financial** and **sales capabilities** at the highest levels, as well as a solid **local customer base** and **global network**.

We can provide **advisory services** for **foreign direct investment (FDI)**, by thoroughly **researching and analysing local markets** that would give foreign investors positive exposure in a promising emerging market.



Our commitment to the Kingdom of Saudi Arabia

Our key value -- Connecting Japan, other Asian countries and Saudi Arabia

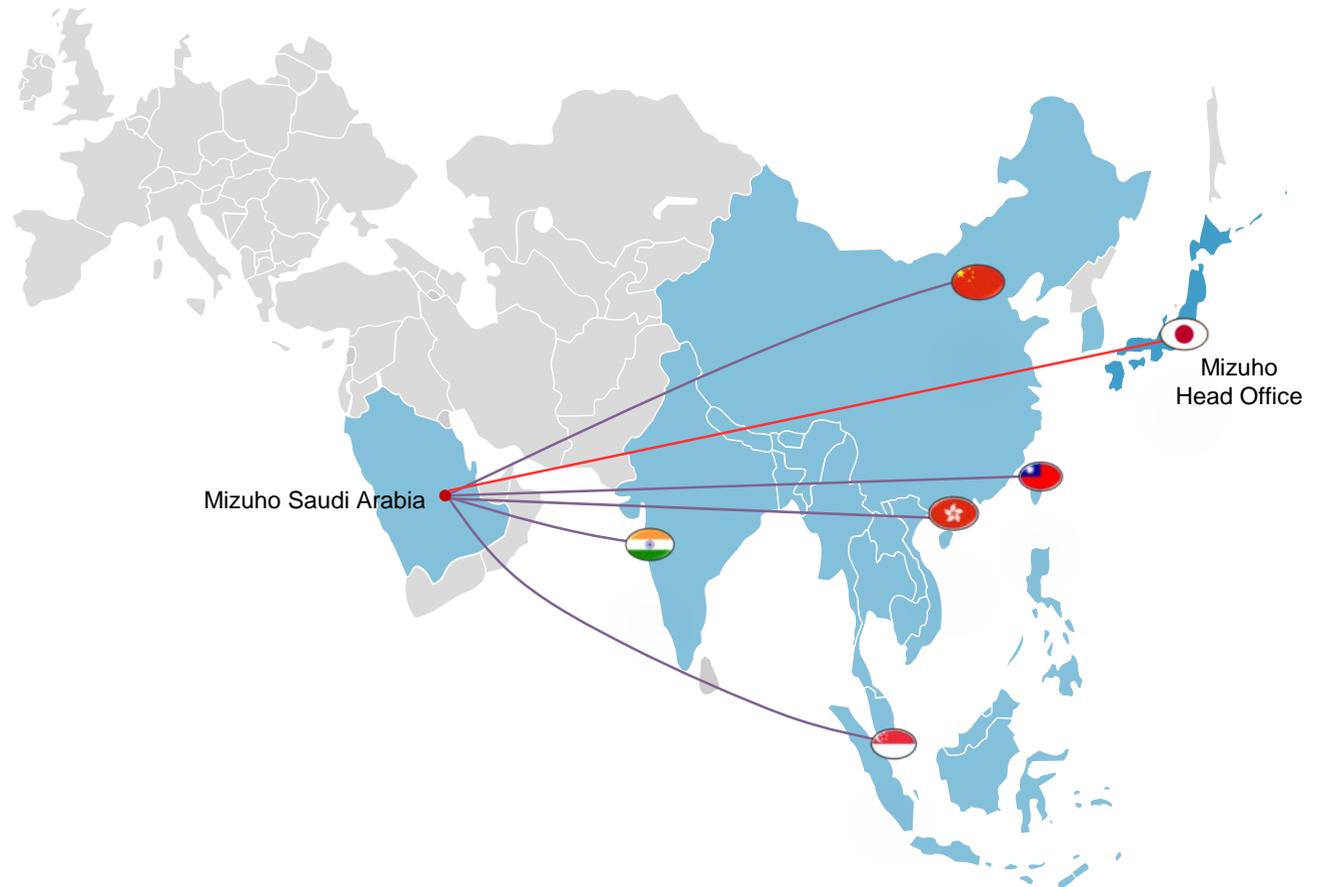
What we can do

Providing market research services to our Saudi clients

Providing regional insight to Japanese clients

We are present in major Asian hubs

We are uniquely positioned to connect Saudi Arabia with Asia



Our history of collaborations in the Kingdom of Saudi Arabia

We have worked with various institutions, including Saudi government agencies.

FDI promotion



الهيئة العامة للاستثمار
General Investment Authority

FDI promotion

أرامكو السعودية
saudi aramco



Start-up collaboration

أرامكو السعودية
saudi aramco



* Aramco Asia Japan K.K

Housing development

الشركة الوطنية للإسكان
National Housing Company

NHC



Human resource development



مسك
مؤسسة خيرية

Sponsor to animation programs



manga
PRODUCTIONS

Joint research of 4IR



مدينة الملك عبدالعزيز
للعلم والتكنولوجيا KACST

Secondment of Mizuho employees



Saudi Japan
VISION OFFICE
الرؤية السعودية اليابانية 2030

Training



وزارة المالية
Ministry of Finance