

## Presentation to OIC Member States' Stock Exchanges Forum – "Creation of an OIC Index"

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See what others don't, so you can do what others can't."

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#### **Topics**

- S&P Indices: A Global Footprint
- S&P Indices: A Leading Global Index Provider
- Market Traction for S&P's Shariah Indices
- Proposal for Two Shariah Indices
- OIC Exchanges Currently Covered by S&P Indices
- S&P/OIC Exchanges BMI Shariah index
- S&P/OIC Exchanges BMI Shariah index Market Cap Coverage & Number of Stocks
- OIC Exchanges Currently Not Covered by S&P
- Branding, Costs and Revenues
- Marketing and Data Dissemination
- Questions for OIC
- Appendices
  - S&P's Shariah Methodology
  - Why S&P Indices?
  - Marketing: Thought Leadership & Investor Outreach



## **S&P Indices: A Global Footprint**

- Headquartered in New York, USA
- Approximately 200 staff members, based in fifteen financial centers that are directly involved in the index business development and management:
  - North America:
    - New York
    - Toronto
  - EMEA:
    - London (Europe/Middle East operations hub)
    - Paris
    - Frankfurt
    - Madrid
    - Moscow
    - Dubai
  - Asia Pacific:
    - Mumbai
    - Singapore
    - Hong Kong
    - Beijing (Asia/Pacific operations hub)
    - Seoul
    - Tokyo
    - Sydney
- Three main calculation hubs (New York, London & Beijing) to provide 24 hour real time coverage and support across all markets and in the local time zone.



## S&P Indices: A Leading Global Index Provider

- US\$ 1.1 trillion\* directly linked to S&P Indices in passive portfolios
- A history of successful, long-term partnerships with Exchanges around the world
- Leading derivative contracts based on S&P indices in developed and emerging markets
- Most actively traded index futures contract in the world based on S&P index
- A market leader in global ETF assets

\* Source: S&P Annual Survey of S&P Indexed Assets: Data as of 31 December 2009



#### Market Traction for S&P's Shariah Indices

- Since launch in December 2006, S&P has quickly garnered a large portion of the Shariah index business
- Over 20 of the largest asset managers and investment banks from the US and Europe are subscribers to our Shariah indices
- Over 30 subscribers to our Shariah indices are drawn from the leading banks and asset managers within the MENA region with over \$20 billion in AUM
- Over 60 funds benchmarked to S&P Shariah indices
- Three ETFs trading currently in Europe based on S&P Shariah indices



## **Proposal for Two Shariah Indices**

- Proposed Benchmark Index S&P/OIC Exchanges BMI Shariah index:
  - a broad market index covering 19 member countries of the OIC
  - market capitalization weighted and free float adjusted
  - screened for Shariah compliance monthly
  - ideal as a benchmark for Pan Islamic funds
  - regional splits: eg. S&P/OIC Asia, S&P/OIC Africa, S&P/OIC Pan Arab etc.
  - sector splits: as per S&P's Global Industry Classification System (GICS®)



## **Proposal for Two Shariah Indices**

#### Proposed Tradable Index - S&P/OIC Exchanges Shariah 50 index:

- a liquid, 50 stock index as a subset of the broader benchmark index
- constituent stocks are blue chip liquid stocks from the S&P/OIC Exchanges BMI Shariah index universe
- modified to ensure representation for maximum number of countries
- country capping and stock level capping to ensure maximum diversification as a possible option
- screened for Shariah compliance monthly
- ideal for Exchange Traded Funds (ETFs)
- Index managed by an index committee (S&P and OIC members or S&P only according to OIC wishes)
- n.b. All these rules (including number of stocks) are guidelines. Final index will be designed by our Research team with input from OIC members once we have the official confirmation to proceed.



## **OIC Exchanges Currently Covered by S&P Indices**

			Exchanges Covered by
	COUNTRY	STOCK EXCHANGE	S&P
1	BAHRAIN	Bahrain Stock Exchange, Bahrain	
2	BANGLADESH	Dhaka Stock Exchange, Bangladesh	
3	COTE D'IVOIRE	Bourse Regionale Des Valuers Mobilieres, Côte d'Ivoire	
4	EGYPT	Egyptian Exchange, Egypt	
5	INDONESIA	Indonesia Stock Exchange, Indonesia	
6	JORDAN	Amman Stock Exchange, Jordan	
7	KAZAKHSTAN	Kazakhstan Stock Exchange, Kazakhstan	
8	KUWAIT	Kuwait Stock Exchange, Kuwait	
9	LEBANON	Beirut Stock Exchange, Beirut	
10	MALAYSIA	Bursa Malaysia Berhad, Malaysia	
11	MOROCCO	Casablanca Stock Exchange, Morocco	
12	NIGERIA	Nigerian Stock Exchange, Nigeria	
13	OMAN	Muscat Securities Market, Oman	
14	PAKISTAN	Karachi Stock Exchange, Pakistan	
15	QATAR	Qatar Exchange, Qatar	
16	SAUDI ARABIA	Saudi Arabian Stock Exchange (Tadawul), Kingdom of Saudi Arabia	
17	TUNISIA	Tunisia Stock Exchange, Tunisia	
18	TURKEY	Istanbul Stock Exchange, Turkey	
19	UNITED ARAB EMIRATES	Dubai Financial Market, United Arab Emirates	
20	UNITED ARAB EMIRATES	Abu Dhabi Securities Exchange	



## **S&P/OIC Exchanges BMI Shariah index**

- S&P will design and launch a Pan Islamic Shariah index which covers 19 member countries (and 20 exchanges) of the OIC
- The starting point is the conventional S&P Global BMI which covers more than 97% of the local market capitalization
- Of the 19 OIC member countries covered by S&P:
  - 5 are included in the S&P Emerging Market BMI index (inclusion criteria for constituents is that all companies with a float-adjusted market capitalization over US \$100 million and a minimum value traded over past 12 months must be US \$50 million).
  - 13 are included in the S&P BMI Frontier (designed to capture 80% or more of the local market capitalization. The
    first level of selection is for all those constituents which are more than \$100 million in size. If target market
    coverage is not reached by this screening then stocks with smaller market capitalization are also selected).
  - Saudi Arabia is a stand alone emerging market index
- The S&P BMI Shariah is drawn from this broad pool of conventional indices
- All stocks in the conventional BMI indices that are Shariah compliant are included in the S&P BMI Shariah index
- If any of the remaining countries in the OIC are added to S&P's global coverage in future, these will be added to the index
- Index to be designed, maintained and disseminated by S&P



For more information on the methodology and other criteria for the S&P Emerging Market BMI index and the S&P Frontier BMI index, please see <a href="https://www.standardandpoors.com/indices">www.standardandpoors.com/indices</a>.

## **S&P/OIC Exchanges BMI Shariah index - Market Cap Coverage & Number of Stocks by Country**

Market Capitalization Coverage by Country										
	S&P Global/Frontier BMI					S&P Global/Frontier BMI Shariah				
	Float Adjusted						Float Adjusted			
	Total Market		Market Cap			Total Market		Market Cap		
	Cap (USD in	% of	(USD in	% of	Number of	Cap (USD in	% of	(USD in	% of	Number of
Country	Millions)	Total	Millions)	Total	Companies	Millions)	Total	Millions)	Total	Companies
Bahrain	9,306	0.6%	3,117	0.5%	8	3,854	0.6%	955	0.4%	4
Bangladesh	8,497	0.6%	2,538	0.4%	16	599	0.1%	60	0.0%	1
Cote D'Ivoire	4,131	0.3%	1,220	0.2%	11	3,087	0.4%	893	0.4%	4
Egypt	53,511	3.5%	23,111	4.0%	40	26,126	3.7%	9,663	3.9%	19
Indonesia	220,589	14.4%	82,650	14.3%	60	95,713	13.7%	31,722	12.7%	24
Jordan	20,353	1.3%	8,502	1.5%	16	8,113	1.2%	1,811	0.7%	7
Kazakhstan	40,557	2.7%	11,521	2.0%	8	33,872	4.8%	9,421	3.8%	3
Kuwait	91,955	6.0%	45,940	7.9%	74	46,997	6.7%	23,953	9.6%	33
Lebanon	8,168	0.5%	6,437	1.1%	5	3,068	0.4%	3,068	1.2%	2
Malaysia	291,281	19.1%	108,882	18.8%	114	92,397	13.2%	31,855	12.7%	33
Morocco	52,936	3.5%	17,623	3.0%	21	33,290	4.8%	8,237	3.3%	11
Nigeria	32,033	2.1%	22,820	3.9%	36	8,529	1.2%	3,538	1.4%	12
Oman	11,892	0.8%	4,547	0.8%	14	3,883	0.6%	1,211	0.5%	5
Pakistan	22,656	1.5%	6,616	1.1%	37	12,790	1.8%	2,736	1.1%	9
Qatar	73,810	4.8%	19,313	3.3%	20	31,427	4.5%	9,259	3.7%	9
Saudi Arabia	312,441	20.4%	127,924	22.1%	107	225,735	32.3%	90,439	36.1%	90
Tunisia	6,444	0.4%	1,760	0.3%	14	151	0.0%	28	0.0%	1
Turkey	216,073	14.1%	70,747	12.2%	70	56,388	8.1%	16,617	6.6%	23
United Arab Emirates*	51,998	3.4%	14,067	2.4%	31	13,110	1.9%	5,119	2.0%	13
Total	1,528,631	100.0%	579,336	100.0%	702	699,129	100.0%	250,584	100.0%	303
*Two exchanges covered in the UA	ΛE									

Source: Standard and Poor's: Data as of 31st August 2010



## S&P/OIC Exchanges BMI Shariah index - Market Cap Coverage & Number of Stocks by Sector

Market Capitalization Cov	erage by Sect	or								
S&P Global/Frontier BMI					S&P Global/Frontier BMI Shariah					
	Total Market		Float Adjusted Market Cap			Total Market		Float Adjusted Market Cap		
Country	Cap (USD in Millions)	% of Total	(USD in Millions)	% of Total	Number of Companies	Cap (USD in Millions)	% of Total	(USD in Millions)	% of Total	Number of Companies
Consumer Discretionary	78,189	5.1%	35,296	6.1%	55	14,405	2.1%	4,928	2.0%	21
Consumer Staples	115,272	7.5%	44,894	7.7%	64	74,349	10.6%	27,921	11.1%	39
Energy	81,907	5.4%	29,597	5.1%	50	42,734	6.1%	13,909	5.6%	24
Financials	613,977	40.2%	247,837	42.8%	278	117,910	16.9%	55,269	22.1%	75
Health Care	8,754	0.6%	3,866	0.7%	9	4,874	0.7%	2,369	0.9%	4
Industrials	155,043	10.1%	59,828	10.3%	90	70,507	10.1%	26,384	10.5%	37
Information Technology	723	0.0%	494	0.1%	3	297	0.0%	187	0.1%	2
Materials	220,065	14.4%	73,577	12.7%	103	183,361	26.2%	57,334	22.9%	73
Telecom Services	187,704	12.3%	62,360	10.8%	28	155,646	22.3%	52,769	21.1%	21
Utilities	66,997	4.4%	21,587	3.7%	22	35,047	5.0%	9,515	3.8%	7
Total	1,528,631	100.0%	579,336	100.0%	702	699,129	100.0%	250,584	100.0%	303

Source: Standard and Poor's: Data as of 31st August 2010



## **OIC Exchanges Currently Not Covered by S&P**

	COUNTRY	STOCK EXCHANGE	Exchanges Not Covered by S&P
1	ALBANIA	Tirana Stock Exchange, Albania	×
2	ALGERIA	Bourse d'Alger, Algérie	×
3	AZERBAIJAN	Baku Interbank Currency Exchange, Azerbaijan	×
4	AZERBAIJAN	Baku Stock Exchange, Azerbaijan	×
5	BANGLADESH	Chittagong Stock Exchange, Bangladesh	×
6	IRAN	Tehran Stock Exchange, Iran	×
7	IRAQ	Iraq Stock Exchange, Iraq	×
8	KYRGYZ	Kyrgyz Stock Exchange, Kyrgyz Republic	×
9	MOZAMBIQUE	Mozambique Stock Exchange	×
10	PAKISTAN	Lahore Stock Exchange, Pakistan	×
11	PAKISTAN	Islamabad Stock Exchange, Pakistan	×
12	PALESTINE	Palestine Securities Exchange, Palestine	×
13	SUDAN	Khartoum Stock Exchange, Sudan	×
14	UGANDA	Uganda Stock Exchange, Uganda	×
15	UZBEKISTAN	Toshkent Republican Stock Exchange, Uzbekistan	×



### S&P's Policy for Adding Country/Exchange Coverage

#### S&P adds a country to its Frontier or Emerging market indices if it meets the following criteria:

- It is at a minimum of 40 bps of either the Emerging BMI or the Frontier BMI
- It has no onerous legal restrictions on investments or transactions by foreigners
- It has daily trading
- Custodians and brokers offer services for transacting
- Pricing can be obtained for all listed stocks via Reuters daily
- Information around corporate actions and ownership structures of companies is available in a timely and accurate manner
- Transaction costs are not considered to be punitive
- Foreign exchange transactions are easily possible and forex rates are continuously reported through standard sources like WM Reuters
- There is an established regulatory structure to monitor fair trading and shareholder rights
- There is significant client demand for an index on the market
- S&P is able to monitor all these in points for a period of 12 months to its satisfaction
- A second exchange is added to a country already under coverage only if the exchange has listings independent and significant in size to the main exchange

## **Branding, Costs and Revenues**

- Index should be co branded we would suggest S&P/OIC Exchanges BMI Shariah index and S&P/OIC Exchanges Shariah 50 but are happy to consider alternatives
- A co branding with OIC will ensure acceptability across member countries rather than with one specific exchange
- All costs of calculation and dissemination to be borne by S&P
- Initially the indices will be end of day only; real time version will be available based on commercial demand and subject to all constituent exchanges providing approval (OIC secretariat to provide assistance in getting exchange approvals)
- Index IP will rest solely with S&P
- Both indices to be launched simultaneously by January 2011 (subject to receiving approval from the OIC for S& P Indices to proceed with the index design and construction in October 2010)
- S&P to handle all commercial licensing and data sales, revenues to be shared with OIC secretariat net of all exchange fees, levies and existing partnership agreements- proposed revenue split 50:50 net of all revenue sharing costs in existence with S&P



## **Marketing and Data Dissemination**

- S&P will market the indices as part of its global family of Shariah compliant indices
- S&P will create and maintain all standard marketing materials, e.g. factsheets, methodology documents, brochures, presentations etc.
- S&P will be happy to conduct educational seminars both internally for OIC members as well as externally
- The indices will be promoted via the frequent conferences where S&P exhibits its Shariah indices and also where it presents its Shariah indices
- Indices will be featured on S&P website promoting its Shariah indices
- All information relating to methodology, maintenance and design will be publicly and freely available
- Actual index data will be disseminated via established data vendors with whom S&P already has a contract in place or where a contract will be established in the future
- Currently we have over 60 data vendors globally with whom we have a contract in place
- Established external data vendors include Bloomberg, Thomson Reuters, Factset, amongst others as well as S&P's proprietary platform – IDP
- Please see appendix for examples of our marketing capabilities and outreach



#### **Questions for OIC**

- We would propose a launch in January 2011 (subject to authorization from OIC to proceed now) – will there be an event for the launch?
- Who will provide the coordinating function from OIC?
- Coordinator will
  - Sign all agreements
  - Receive data files
  - Provide focal point for all communications
  - Approve marketing collateral
  - Assist in promoting the index
  - Need to provide input on index design if required
  - Provide data access from OIC member exchanges if required



## **Appendices**

- S&P's Shariah Methodology
- Why S&P Indices?
- Marketing: Thought Leadership & Investor Outreach



## S&P's Shariah Methodology



#### S&P's Shariah Board

•A board of Islamic scholars serves to interpret business issues and recommend actions related to the indices

#### The members are:

- •Dr. Muhammad Ali Elgari of Saudi Arabia- PhD in Economics from the University of California, U.S.A.
- •Dr. Abdul Sattar Abu Ghuddah of Syria PhD in Islamic Law from Al Azhar University, Cairo, Egypt.
- •Dr. Nazih Hammad of Canada- PhD in Islamic Law from the University of Cairo, Egypt.
- •Dr. Mohammad Amin Ali-Qattan of Syria- PhD in Islamic Banking, Birmingham University, United Kingdom.



#### S&P's Shariah Methodology – Business Activity Screens

#### Business activity screens exclude the following:

- Pork
- Alcohol
- Gambling
- Financials, except:
  - » Islamic Banks
  - » Islamic Financial Institutions
  - » Islamic Insurance companies
- Advertising and Media, with the following exceptions:
  - » Newspapers
  - » News channels
  - » Sports Channels
  - » Media and advertising companies generating revenues in excess of 65% of total income from the GCC countries.
- Pornography
- Tobacco
- Trading of gold and silver as cash on deferred basis
- Cloning



## S&P's Shariah Methodology - Financial Compliance

#### Leverage Compliance:

Debt / Market Value of Equity (36 Month average) < 33 %;</li>

#### Cash Compliance:

- Accounts Receivables / Market value of Equity (36 Month average) < 49 %;</li>
- (Cash + Interest Bearing Securities) / Market value of Equity (36 Month average) < 33%;</li>
- Revenue Share from Non-Compliant Activities:
  - Revenue from non-compliant activities can be tolerated, if they comply with the following threshold:
    - » (Non Permissible Income other than Interest Income) / Revenue < 5%</p>
- Dividend Purification Ratio\*:
  - This ratio is provided to investors for purification purposes, it is calculated as:
    - » Dividend \* (Non Permissible Revenue / Total Revenue)
- The dividend purification ratio is by stock and currently informational only S&P Indices have the capability to calculate dividend purified index levels subject to demand and will be guided by OIC Exchanges in this regard.



## Why S&P Indices?



### S&P Indices: A Reputation for Successful Indices

#### Information & Data Integrity

Indices that are replicable & tradable, and supported by ample, verifiable & timely information on how they are calculated, how corporate actions are handled, and how index adds and deletes are made

#### Index Governance

Indices whose governance is well understood and accepted by both investors and regulators worldwide, and whose management is generally independent of other interests in the area of investment management and trading

#### Index Licensing

Indices supported by trading in the underlying stocks and trading of one or more standard derivatives products (index futures & options)

#### Commercial Reach

Indices supported by a global commercial team, who know investment managers and trading desks. With teams located in major financial centers, and with front-line licensing representatives, marketing experts, and legal personnel



## S&P Indices: S&P Indices: Many Linked Products

#### **Index Funds and OTC Products**

- First US index fund linked to the S&P 500, launched by Vanguard in 1976
- US\$ 1.1 trillion\* directly linked to S&P Indices in passive portfolios
- Approximately 400 financial sector licensees who use S&P Indices to build and/or price financial products such as index swaps, equity linked notes, OTC options...
- Source: S&P Annual Survey of S&P Indexed Assets: Data as of 31 December 2009

#### **Listed Derivatives and ETFs**

Leading derivatives contracts in three major markets:

US: S&P 500 Canada: S&P/TSX 60 Australia: S&P/ASX 200

 Leading derivatives contracts in two major emerging markets:

Russia: RTS

India: S&P/CNX Nifty

- Most actively traded index futures contract in the world at the CME (S&P500 - ADV 2009, \$112 billion average daily value traded)
- Market leader in global ETF assets approximately 25% of all ETF assets track S&P indices
- 245 ETFs listed in 8 markets (primary listings only)
- First ETF in the US Market: "SPDR"



### S&P Indices: Successful Partnerships with Exchanges

#### **Long-term index partnerships with:**

- TSX (Canada), partnership since 1999
- ASX (Australia), partnership since 2000
- TSE (Japan), partnership since 2000
- HKEX (Hong Kong), partnership since 2001
- RTS (Russia), partnership since 2006
- NSE (India), agreement with local joint venture index company India Index Services & Products Ltd. (IISL), partnership since 1998

#### **S&P Functions**

- Contribution to index management and governance
- Building an index business in local and global markets

#### **Exchange Functions**

- Comparative advantage lies in trading and dissemination of market data
- Participates with S&P in index design and management



## **S&P Indices: Providing Value to Exchanges**

- Technical competence in indices.
- Visibility and exposure to Standard & Poor's global index client set.
- Provides a measure to the market and confidence to investors.



#### S&P Indices: S&P as an Index Technical Partner

#### Assisting in index management

- Index design
- Treatment of corporate actions
- Issues in constituent weighting (free float, foreign investment limits)

#### Adding global standards

- Widely followed industry classification system (GICS<sup>®</sup>) to complement new local classification standard
- Preparing custom indices for local and global clients
  - Non-core activity that can be time-consuming for the exchange



#### S&P Indices: S&P as an Index Commercial Partner

- Building a local index "culture"
- Establishing local and global index licensing programs
  - Draw on Standard & Poor's global experience in this area (approximately 400 global licensing clients)
  - Share revenues with OIC Exchanges Secretariat
- Adding OIC Exchanges indices to Standard & Poor's data distribution system
  - Distribute end-of-day index data on a subscription basis (600+ data clients)
  - Share revenues with OIC Exchanges Secretariat



## S&P Indices: Benefits of an Independent Provider

- Removal of perceived conflict of interest for both international investors and exchange listed companies
  - Choices of index constituents is external to exchange listing services
  - Decisions on corporate actions are separated from listed company relationships
  - Credibility with the institutional and retail investors
- Credibility with international regulators on transparency and best practices
  - S&P is synonymous with highest standards



# Marketing: Thought Leadership & Investor Outreach



## **Thought Leadership Mission**

S&P Indices reaches financial professionals through a comprehensive educational and digital information programme that leverages a variety of today's most commonly used mediums. This ensures that understanding of S&P Indices is at the forefront of key industry events and information portals in each region and for every asset class.

Our thought leadership initiatives are unique in that they actively engage market participants and investors in exchanges on cutting edge investment innovation and indexing applications. The purpose is to contribute to the sound development of the global and local capital markets.

S&P Indices provides complementary and customized access to on-going market analysis and index investment concepts which form essential tools for financial professionals. Highlights include:

- Practice Essentials<sup>TM</sup>: educational papers
- Market Attributes<sup>TM</sup>: monthly asset class wrap-ups
- Research Insights<sup>TM</sup>: investment concept publications
- Educational Webinars and In-person Seminars
- Digital Campaigning & Industry Portals
- Media Teach In's
- Social Media Connections
- Trade Advertising



## **Market Commentary & Asset Class Wraps**



#### **Monthly Spotlight**

Primary method of alert for S&P Indices new product announcements, research, news and events



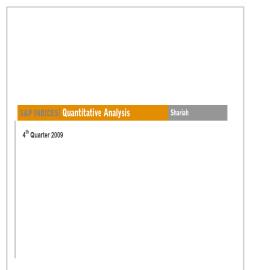
#### **Market Attributes**

Monthly reports with correlation & risk metrics and market trend analysis for each asset class



#### Practice Essentials

Financial literacy and education for financial intermediaries & wealth management professionals

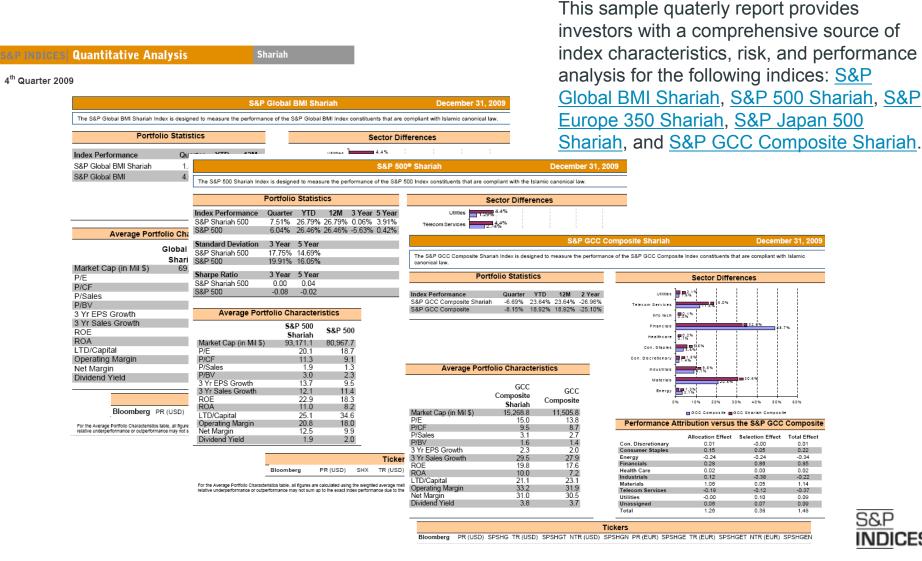


## Quantitative Analysis

A comprehensive source of index characteristics, risk & performance analysis across investment strategies



## **Shariah Focused Quantitative Analysis**





## **S&P-sponsored Seminars and Outreach**

#### **Educational Seminars**

S&P Indices hosts complimentary educational seminars for investment professionals. S&P and third parties share experience with leading institutional investors, product issuers and financial intermediaries on the latest investment trends and innovative product concepts, *e.g.* 

- Bi-monthly S&P Research Insights webinar
- Annual S&P GSCI Seminar
- Annual S&P Tokyo ETF Summit

#### **Investor Road Showing**

S&P Indices endeavours to work closely with licensees and partners on an ongoing basis to discuss growing investment segments, *e.g.* 

S&P/IFCI Carbon Road show November 2009

#### Media Teach-in's

S&P Indices hosts regular media teach-ins that reach tier-1 and tier-2 journalists to share information on key trends and strategies playing a structural role in today's capital markets development, *e.g.* 

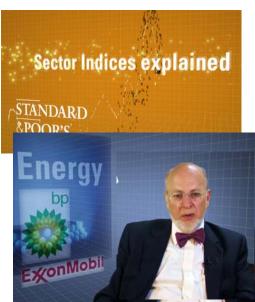
- ETF Teach-in Frankfurt
- Commodities Teach-in London
- Commodities Teach-in Singapore



## **Digital Marketing – Video and Podcast Channels**

S&P Indices produces a continuous stream of video that promotes all asset classes as well as new product innovations. These videos are distributed through a wide variety of channels including the most popular iTunes and Youtube.





S&P Indices initiated its podcast broadcasting in late 2009 starting with *The Rieger Report*. This received over 1,000 hits in its first week and all podcasts are available on iTunes or <a href="https://www.podcasts.standardandpoors.com">www.podcasts.standardandpoors.com</a>





# Strong Integration Capabilities for Industry Portals Example: Thomson Reuters Islamic Finance Gateway



#### **Media Relations**

#### S&P Indices is present daily on key global media channels. A London PR firm is under monthly retainer with a mandate for Islamic finance.





#### Investors need to do their homework on dividends

Howard Silverblatt

Senior index analyst, Standard & Poor's

income returns sought dividends in traditional income-generating industries such as mining and financials. Investors who wanted to generate income could rest assured that unless cir-cumstances were extreme, dividends could be counted on to be resilient. However, divi-

dends this year have come under pressure.

Research by Standard & Poor's shows that dividend reductions within S&P 500 compa-nies in the last quarter reached a record \$15.9bn. In addition, dividend payouts are iskely to slide by at least 22.6%, making this year the worst year for dividend cuts in the US since 1938. And these figures are not likely to be restricted to the US – international and European stocks have also been damaged.

Over the next few months, we expect more crist to be sent for the contraction of the cont

cuts to be announced as companies take steps to conserve cash in order to ride out the global ecession. In essence, for many companies. dividends are no longer sacred and cutting dividend payouts is now an acceptable form of cash preservation. As such, investors seeking dividends need to do a lot more homework than before, particularly since the prospect

non-paying growth stocks by an average of 1.9%, which is about the value of the yield. The payment of a dividend serves to reduce the performance of a stock versus its benchmark, so although the stock price is not as likely to go up as much as growth stocks in the good times, equally it does not go down

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39 stocks that had increased dividends for at least 10 consecutive years and have a current and projected dividend coverage ratio of at least two times. This is a starting point. Dividend investors hold stock for years, often participating in dividend reinvestment programmes to buy more stock.

Investors are therefore beginning to think about picking stocks that have a proven record on dividends and that are currently produc-ing sufficient cashflow to cover their business needs and their dividends and grow both over the past few weeks we have seen a slight recovery across

than before, particularly since the proceed for future dividence is so uncertain.

However, dividend investing could play an important role in an investment strategy. Investors should be cautious not to restrict important role in an investment strategy. Investors should be cautious not to restrict insportant role in an investment strategy. Investors should be cautious not to restrict investment who do not wish to pay for active since this can be an indicator that they are will see a shift control than they are will see a shift control than they are will be a shown that during market downtrums.

a risk basis, this is as far away from dividend

investing as you can get.
In terms of sectors, global dividend indices are showing, unsurprisingly, that financials have taken the biggest battering over the past year, followed by industrials. However, our indices show that there is hope across sec-tors that may not have traditionally offered

Index providers are therefore reweighting their dividend index series so that the com-panies that are listed within them reflect the change in investment pattern when looking

European 350 Dividend Aristocrats index, companies from defensive sectors, such as telecommunications and utilities, were added - including British American Tobacco, Cen-trica, Tesco and Vodafone Group. This stratweeks we have seen a slight recovery across

Passive investment products - especially ETFs -have gained a significant market share. How did S&P's Indices business perform within this envi-ronment in the Iast 24 months? "headine" indices. These are well-known by inventors and used signlarly as underlying indices for financial products. All of close headline indices can be divided in

low their investments are performing relative to the market. Our benchmarks provide this important be those in our core U.S. index family. At the end of 2009, approximately \$190 billion in ETF assets marked portunities associated with their heldings. Inde-

S&P China BMI Index to State #

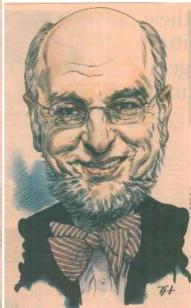
Proud father of a famous index enjoys the attention

Face to Face

There has been no slowdown in the creation of new indices, David Blitzer of Standard & Poor's tells Pauline Skypala

The S&P Case-Shiller Home Price Indices excite great interest when they are published on the last Tuesday of each month, indicating as they do the state of the US housing market. Alone among S&P's indices, the data are provided to major news agencies under embargo 30 minutes before being released.

"It's the only index I know of where there's that kind of demand so that at 09.00 on the last Tuesday of the month, when it's released. by 09.01 there's stories on the web from all these major services, and at 08.32, if they haven't got the email, the phone starts ringing," says David Blitzer, chairman of Standard & Poor's Index



S&P

## Social Media Dialogue

S&P Indices exchanges ideas about the marketplace and investment concepts through direct, individualised desktop streams of index news & data.



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