



**keypoint**

## Corporate profile

[keypoint.com](http://keypoint.com)

Keypoint is one of the GCC's most comprehensive providers of business advisory services. Our services - including accounting solutions, corporate advisory, investment administration & share registry services, trust services, IT consulting, tax services, human capital solutions, management consulting and financial regulatory compliance advisory - are valued by a wide range of clients, from large multinationals and financial services and insurance institutions to family-managed conglomerates and small and medium-sized enterprises.

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Your success is our business

# Introduction

For over a decade, our dedication and innovation have made us the consultant of choice to local and regional firms, multinational corporations, financial institutions, high net worth individuals, small and medium-sized enterprises and family offices.

We constantly strive to deliver superior services and add significant value. Compliant with local regulations, our services are tailored to clients' needs and based on leading practice. Our presence in the market - as a trusted advisor, a contact with regulators and a provider of specialised business services - gives us a privileged position.

Our flexibility allows us to quickly respond to market demand. For new businesses, we are a 'one stop shop', offering a wide range of cost-effective and efficient solutions in accordance with international standards and leading practice. For established businesses, we are a smart, reliable and quality-driven services provider adding value in a number of ways, including outsourcing.

Clients value our skilled, specialised professionals because businesses can redeploy their expensive resources from administrative responsibilities to core business areas where they are more likely to add significant value and help protect their competitive advantage.

At Keypoint, we believe in challenging the known and achieving the exceptional. We are used to handling large, demanding and complex engagements. Working with Keypoint, you will soon discover that we are relentless in our pursuit of excellence.

Our ambition is to be the region's leading professional business services provider by consistently providing a full range of reliable, cost-effective and smart business services to help organisations overcome challenges and increase efficiency.

Your success is our business. Welcome to the experts. Welcome to Keypoint!



Wajdi Al Jallad  
Managing Director



# Our culture

Keypoint is a trusted business partner, allowing clients to focus on their core competences. Our culture empowers us to provide creative, efficient solutions to complex business needs, drawing on our deep knowledge and experience.

Our comprehensive range of tailored professional business ensures compliance with local regulations and supports commercial success. We offer our clients the highest level of quality and professionalism.

Our work products are quality assured through a review process involving supervisors, managers and directors.

Our culture reflects our business values:

Clients are assigned to appropriately qualified and experienced consultants. Your team will be with you throughout your evolving business journey, fully supported by our experienced team of professionals who specialise in regional business, multi-lingual settings and local regulatory environments.

## Trusted

Reliability, integrity and confidentiality are cornerstones of our business philosophy. Your reputation is our reputation - we take great pride in both.

We listen to you

We focus on quality

We get the job done

## Smart

We love challenges. Working together as a team, we offer fresh perspectives to help our clients stay one step ahead.

We innovate

We are flexible

We solve problems

## Professional

Knowledge informs, experience guides and creativity helps see around obstacles. We support our clients throughout every stage of their business journey.

We communicate effectively

We share our knowledge

We apply our experience



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Corporate

# Accounting solutions

Our technical accounting knowledge and advice, support tools, guidance and the round-the-clock availability of resources help to improve the quality of your company's financial records and reporting - our core business.

Accounting solutions provides flexible, cost effective and specialised services to suit your business specific needs, enabling business managers to devote more time and effort to core business matters. We contribute to the success of your business by easing accounting-related burdens and freeing up resources, which can then be focused on other important business activities. We provide a high-quality service, delivered with integrity and based on a close, working relationship. Our professionally qualified accountants have a thorough knowledge of applicable accounting standards and local regulators' requirements and enjoy helping clients achieve their goals and objectives.

Every client is different. Our first task is to understand your specific aims, unique circumstances and individual needs. We can then begin building the foundations on which our relationship will be based - and which will ultimately become one of the pillars of your success.

Our services include:

- Maintenance of books of accounts
- Preparation of management accounts, related reports and year-end financial statements
- Secondment of qualified and experienced accountants for specific tasks or periods

- Payroll management services including the maintenance of personal records, payroll preparation, payment of salaries, social insurance filing and payments and determining and paying benefits and termination dues
- Management of fixed asset registers to facilitate safe custody, depreciation calculations and claims in the event of loss
- Account reconciliations to detect errors, omissions and fraud
- Administration of ESOPs and other employee incentive schemes
- Preparation of financial budgets
- Preparation of accounting policies and procedures manuals
- Internal control reviews
- Installation and implementation of accounting software and applications
- Inventory counts

We provide a service of the highest quality, delivered with integrity and based on trust.



We listen to you



# Corporate advisory services

Whether starting a new business, expanding an existing one, or setting up a trust or holding vehicle, we help clients select and establish the most suitable legal entity, as well as helping with the required regulatory approvals and licences. Our CAS function helps clients find the solutions they need.

At Keypoint, we are committed to helping clients achieve their goals by providing the highest quality, commercially-focused legal and business advice. Our unique approach - working seamlessly with clients to provide innovative solutions - is enhanced by our willingness to challenge existing thinking and push boundaries while remaining compliant with local laws and leading practice. We are registered as a professional body with the Ministry of Industry, Commerce and Tourism (MOICT).

We provide a wide range of statutory advisory services to clients establishing businesses that conform to the Bahrain Commercial Companies Law and other regulations. We also restructure existing businesses to support commercial success. Cost-effective results, professionalism and efficiency are the keystones of our service.

Our services include:

- Advising on the most appropriate legal structure for your business
- Advising on the requirements to incorporate the chosen legal entity
- Liaising with regulators, such as MOICT and the Central Bank of Bahrain to obtain required approvals and licences

- Preparing constitutional documents in Arabic and English
- Applying to establish a legal entity and following up with regulators
- Advising on ongoing regulatory obligations, filings and reporting
- Advising and assisting with statutory requirements related to mergers and acquisitions
- Assisting with listing on the Bahrain Bourse
- Assisting with board and shareholder meetings - as well as other company secretarial services
- Translation services
- Amending corporate records
- Advising on corporate governance requirements
- Liquidation formalities
- Assisting with the transfer of title to properties

Our expertise and experience facilitate the efficient and timely completion of customised services that are tailored specifically to your needs and comply with all relevant regulations.



We get the job done

# Investment administration & share registry

Our dedicated IASR professionals advise promoters and investment managers on the structuring, establishment and operation of all forms of investment vehicles.

Our flexible, cost-effective and specialised investment administration & share registry (IASR) function is licensed by the Central Bank of Bahrain as a fund administrator. We design innovative solutions that help investment managers to administer, control and grow their funds. Our philosophy is very simple: clients come first and superior quality is foremost. Clients can rely on us to navigate the complexities of global markets with ease, efficiency and confidence. Drawing on our core competences, we offer an outstanding range of customised investment administration services to both local and offshore investment vehicles, no matter how complex or sophisticated.

We have provided investment administration services to listed equity funds, bonds funds, private equity funds, real estate funds, funds of funds and other investment structures. We also provide administration services for *shari'a*-compliant funds.

Our comprehensive investment administration and share registry services include:

- Establishing investment funds in the Kingdom of Bahrain
- Advising on the most suitable investment structure, preparing all documents and liaising with regulators

- Administering funds
- Pricing portfolios, calculating net asset values, preparing financial statements and monitoring fund activities to ensure compliance
- Ongoing share registrar services
- Managing share registers and keeping them current, while ensuring compliance with regulators' requirements
- Special purpose registrar services
- Acting as an issue agent, securing regulator approvals and ensuring compliance with regulators' requirements for share issues and capital increases
- Listing on the Bahrain Bourse and the Bahrain Investment Market (BIM) - working with our management consulting colleagues to support listing

With a dedicated, experienced team applying an unrivalled level of client care, we also set up employee stock option plans and other incentive plans and administer them on an ongoing basis, offering independent professional management and oversight for sponsors and beneficiaries.

**Licensed by the Central Bank of Bahrain as Fund Administrator**



We focus on quality

## Trust services

Trusts have become structures of choice for regional institutions and individuals as they protect wealth, act in the best interests of the beneficiaries, and confidentially – with regulatory oversight – manage the flow of benefits to beneficiaries.

Keypoint has been offering trustee and trust administration services – previously in collaboration with an international fiduciary service provider – since 2008. We focus on private investment undertakings, real estate investment trusts (REITs), investment funds, escrow services, employee benefit trusts and charitable and family trusts for clients ranging from high-net worth individuals and family groups to leading banks and charities.

Under the Central Bank of Bahrain's guidance, Bahrain has continued to establish itself as a leader in the Middle East for trusts, with ongoing regulatory updates aimed at helping the market to grow, such as the introduction of a regulatory sandbox (to encourage the growth of the FinTech sector), new rules pertaining to exchange-traded funds, new requirements for ESOPs and the introduction of retail REITs.

Our broad range of trust services – from employee ownership and incentive schemes to the establishment of family trusts and succession planning for family businesses – are tried and tested. Our experienced, multi-lingual team – backed up by over 100 professionals in the wider Keypoint team based in Bahrain – continue to support the development of Bahrain as a key provider of trust services.

Keypoint's clients – attracted by our market-leading combination of local knowledge and global expertise – include listed and unlisted financial institutions, high net worth individuals and holding companies.

Our trust solutions include:

- Private investment undertakings - well-placed to act as a sponsor having helped establish a number of PIUs
- REITs - establishment, ongoing compliance with local and international regulations and leading practice
- Investment funds - our experience of establishing investment funds under a trust structure – both here in Bahrain and across the region – helps tailor services for clients
- Escrow services - flexible solutions for a wide range of transactions
- Employee benefit trusts - our in-depth knowledge of local laws and regulations has helped clients to effectively structure their ESOPs
- Private & family wealth trusts - flexible solutions for a wide range of trust transactions
- Trustee services - trustee on the local and international issuance of *Sukuk* and bonds
- Trust restructuring - set up and manage creditors' trusts



We innovate

## Tax services

Keypoint's tax leadership team helps key decision makers across the GCC understand the impact that taxes have on businesses and their stakeholders, as well as ways to optimise their tax liabilities. Our tax team advises on a range of tax issues, including VAT; local, regional and international taxation; mergers and acquisitions; and transfer pricing.

Our team offers relevant regional and sector experience and have a 'Big 4' professional services background. Combining over 50 years of tax experience, gained working in Bahrain, across the GCC, in Malaysia, the UK, New Zealand, Pakistan, the European Union, and South Africa, our team has advised business and organisations across industry sectors.

With VAT the most immediate tax challenge, our market-leading tax consultants help businesses understand the challenges of VAT, assess the impact of those challenges, explain how systems and processes will need to be changed, check compliance with national legislation, and help businesses pay the right amount of VAT at the right time. By getting this right, businesses are more likely to be able to generate VAT efficiencies, minimise the risk of VAT becoming a cost and are less likely to incur damage to either their reputation or their finances.

As well as VAT advisory and compliance, we utilise our in-depth industry knowledge to provide clients with a range of effective tax solutions, including:

- Tax structuring - our tax professionals help shape the immediate and long-term tax impact of acquisitions and dispositions and explain potential tax risks and benefits associated with a specific transaction.
- Tax due diligence - our tax due diligence teams analyse and quantify tax risks and opportunities and identify potential costs, contingencies and commitments helping businesses make informed investment decisions.
- Tax compliance and registration - our teams of tax consultants, armed with an in-depth knowledge of local, regional and international legislation, can help companies remain compliant with an increasingly complicated regulatory environment.
- International tax - our tax professionals help companies working across borders to align their tax strategies with their business objectives, providing a comprehensive range of inbound and outbound tax services.
- Transfer pricing - we advise businesses on related-party and cross-border transactions.
- Dispute resolution - our experienced professionals work across the dispute resolution process, from protecting against disputes through to resolution.



We share our knowledge

# IT consulting

Our specialised team of subject matter resources (SMRs) and consultants with deep domain knowledge and industry experience help clients identify and manage their information technology-related requirements, including risks from the use of IT, through innovative services.

Keypoint's specialist IT consulting team helps clients better understand the technology needs of their organisation, identify and implement suitable IT systems, align technology with business requirements and manage risks resulting from the use of information technology (IT). At the same time, our IT SMEs comprehensively analyse risk and plan for contingencies.

Increasingly rapid and frequent advances in technology require business leaders to invest in reliable, flexible technology solutions. An important aspect of technology investments is alignment between IT strategy, technology sourcing and implementation. We support clients throughout their technology journey, supporting medium- and long-term planning. Our experienced IT consultants help optimise the return on technology investments by understanding strategic goals and supporting the development of tactical objectives, pricing portfolios using independent and recognised pricing sources.

To better support our clients, we have grouped our technology services:

## Governance

- PCI DSS consulting
- ISO advisory
- IT governance and operations frameworks

## Security

- Cyber security services
- Business continuity services
- Security operations centres
- Forensic investigation support
- Transformation and innovation

## Advisory

- Digital transformation
- Enterprise applications
- FinTech solutions
- Analytics & data intelligence services
- Learning management services

## Assessment

- IT audits
- Effectiveness assessments
- Quality assurance

In addition to our in-house expertise, we leverage our strategic alliances with international firms to deliver end-to-end solutions.



We apply our experience

# Financial regulatory compliance

Regulatory compliance, anti-money laundering, know your customers, reporting (FATCA and CRS) and corporate governance are strategic requirements and key focus areas for financial institutions across the world. We provide end-to-end FRC services to institutions seeking to enhance their compliance and governance frameworks.

Our evaluation of an organisation's fundamental requirements helps demystify regulatory requirements and simplifies implementation and setup by providing a road map for improved monitoring. A model-based process of compliance review, developed by banking professionals with extensive experience, is central to our approach.

The global financial crisis of 2008 led to the failure of a number of established financial institutions. Inadequate corporate governance and compliance were often identified as major contributors to business failures. As a result, regulators across the world have introduced tougher measures and enhanced regulatory monitoring. Tax and sanctions regimes have also become more stringent. Governance and compliance are now key focus areas for financial institutions.

Our FRC solutions include:

## Compliance

- Regulatory compliance reviews for financial institutions
- Framework enhancements
- Compliance monitoring systems and annual compliance plans
- GDPR impact assessments

## Anti-money laundering (AML)

- AML reviews
- AML frameworks
- AML risk assessments
- Know your customer (KYC) management

## FATCA & CRS

- Foreign Accounts Tax Compliance Act (FATCA) compliance
- Common reporting standard (CRS)
- FATCA and CRS health-checks and on-going support

## Corporate governance

- Framework, reviews, development & enhancement
- Board performance reviews
- Reviews & enhancement

Our FRC team has the knowledge and expertise needed to develop and deliver customised training on a wide range of FRC services.

Our team includes bankers with deep insight and relevant experience who adopt a practical approach to help clients comply with regulatory obligations while creating value by providing efficient and cost-effective solutions.



We communicate effectively

# Management consulting

The corporate world is an increasingly complex and intricate web spanning human capital, technology and individual corporate asset bases. Keypoint's management consulting function helps dismantle these complexities and identifies the positive mechanisms required to deliver optimal corporate value in a cost-effective and efficient manner.

We help clients evolve their corporate processes to meet current market demand and achieve both short- and long-term goals. We draw upon a deep corporate pedigree that has the required diversity, proficiency and experience to move clients toward their corporate requirements, enabling them to focus on achieving their strategy and realising their goals.

Our range of leading-edge management consulting services includes:

- Business plans – develop road-maps that support clients' journey to their optimal destination in the most efficient manner
- Feasibility studies - helping to avoid costly mistakes that can be made during project execution and operation, building a common understanding of fundamental drivers and helping predict project viability
- Policies & procedures - by encouraging consistency across an organisation's functions, help reduce costs, guide existing employees and accelerate learning for new employees
- Market research and surveys - developing dynamic market research and relevant surveys within the Kingdom of Bahrain and the wider MENA region
- Impact assessment studies - helping to identify key business drivers and assess how a specific activity may impact an organisation
- Due diligence - helping ensure clients have access to the full range of information needed before making a purchase decision
- Strategy articulation - examining corporate strategy in granular detail, down to the last link in the chain of execution
- Listing on the Bahrain Bourse (BHB) and Bahrain Investment Market (BIM) - we have been licensed as a BIM official sponsor since BIM was launched in 2017
- Take-overs, mergers and acquisitions - helping clients, on either the buy or sell side, assess deals, maximise value and facilitate deals
- Valuations - identifying standards of value and the premise of value, using a range of financial and analytical skills and customised tools

Our local knowledge and our focus on implementable solutions are differentiating factors that establish us as successful and unique solution providers.



We solve problems

# Human capital solutions

Our dedicated consultants have deep people management expertise and offer a wide range of tailored solutions. Our vision is to lead the market through reputation and results.

A company's most important asset is its human capital. Engaging a professional human capital consultant empowers a business to protect, develop and grow its human capital, helping to develop organic sources of competitive advantage and securing the necessary foundations for long-term economic success. At Keypoint, we work with businesses from the very beginning of the employment process - helping to identify and then recruit potential employees - all the way through to their exit from the business.

Our basic philosophy is a belief in people. Our consultants are vertical market specialists who manage clients' recruitment and other human capital services from start to finish. We understand business and are committed to providing unparalleled quality and services.

We are determined to provide a quality of service second to none. We deal with people by giving them the respect they deserve and act as ambassadors at all times on our clients' behalf. We offer clients a fresh, confidential, ethical and passionate approach to what is a highly complex, at times stressful, and critically important people-management role.

Our human capital solutions include:

## Recruitment

- Executive search
- Pre-employment background and reference checks
- Letters of offer & employment
- Contracts, mobilisations & relocations
- Psychometric assessments
- Interview techniques

## Learning & development

- Training needs analyses
- Skills gap analyses
- Succession planning

## Employee engagement

- Employee relations
- Employee satisfaction surveys
- Customer satisfaction surveys
- Compensation benchmarks

## Policies & procedures

- Human resources manuals
- HR policies and procedures
- Staff handbooks
- Recruitment & selection handbooks

## Performance management

- Performance management review systems (PMRS)
- Job analysis
- Job descriptions
- Key performance indicators (KPIs)
- Rewards policies



We are flexible

# Our people

The key source of our strength is our people.



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Keypoint employs over 100 qualified, experienced professionals, including members of professional bodies such as the Institute of Chartered Accountants, the Institute of Management Accountants, the Institute of Internal Auditors, the Institute of Chartered Financial Analysts and the Chartered Institute of Personal Development.

As well as certified information systems auditors, our IT professionals hold a range of certifications including CISCO, PMP and ISO 22301/L1.



## Contact us

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We are the preferred advisory services provider for many leading businesses. Our clients engage us for quality, reliability, integrity and confidentiality all of which are fundamental to our service philosophy. Your reputation is our reputation and we take great pride in both.

Your business is our priority

**keypoint**