

Artex Value

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Our Strategy

Who are we?

Artex Value Limited is a Financial Services Education and Training Company with a practical, “hands on” approach to developing training programs for Wealth Management and Entrepreneurship for the Saudi Arabian and GCC marketplace.

Artex has built a strong management team of financial professionals, corporate consultants, and educators, with a combined professional experience of over 125 years.

Our expertise extends to the following areas:

Asset Management

Wealth Management

Management Training

Entrepreneurship Training

Corporate Consulting

Our Mission**Our Mission includes:**

- **Building a Strong Local Management Team to service the Saudi Arabian market**




- **Building superior products and services designed and customized for the Saudi market.**




- **Bringing in international strategic partners to assist our efforts. These include:**

- Morningstar for financial analysis
- LLB for private banking expertise
- ACT for education and curriculum development



- **Addressing the growing market for products and services targeting women and their professional development. These include programs to help women understand Wealth Management and the development of new Business opportunities.**



- **Advising local corporations, universities, commercial agencies on how to improve business strategies and raise capital for new business ventures. Private Equity, Seed Capital, Venture Capital, and New Capital Investments.**



- **Training Saudi investors how to manage their capital globally, privately, intelligently, and securely.**

Who are we?

We are an internationally-based team with multiple talents, and our goal is the creation and implementation of an array of programs for business professionals within the GCC and the emerging market of Saudi Arabia.

All Artex Partners are:

American and educated in the USA...

with advanced degrees from major universities...

and extensive international experience

Our Competencies

Our team is uniquely qualified to help build a successful wealth management and business strategy. Each member of our team has built new businesses from the ground up, and has experience in a variety of international business ventures.

Our experience includes:

Training, Coaching and Consulting. Our team has worked with Fortune 500 corporations to advise in areas of leadership development, small business management training and entrepreneurship.

Private Offshore Banking. Our team works with a leading Swiss Private Bank to assist and train bankers and investors, and to help them invest wealth in international, offshore markets

Asset Management. Our team members have build and run asset management companies, and start-up ventures, including banks, and small to medium sized corporations

Education. All team members have advanced degrees, and have worked in education for many years, teaching others how to run successful companies, as well as running their own companies. Our curriculum team is led by a director of a leading European MBA program.

Women's Training. Our women's wealth management and entrepreneurship program is led by a woman with years of experience in Wealth Management at leading US banks. Our team is experienced in all functional areas of a bank, giving us a wide understanding of the needs of bankers and investors alike.

**Our
Competencies**

William Gianopulos
CEO
MSJ Northwestern University, Chicago

Professional Background

Experience includes Asset and Hedge Fund Management, Financial Analysis and Research, Wealth Management and Financial Product Development, including funds and structured finance.



Tracy Sparks
Managing Director, Business Development
MS University of Chicago
CFM Wharton School of Business

Professional Background

Experience in managing Wealth Management services for large international banks, women's banking and services, and business start-ups in emerging and frontier markets.



Dr. Nick Kourkoulis, PhD
Director of Curriculum Development and Training
PhD Century University
MBA Fairleigh Dickenson University

Professional Background

Over 30 years of experience in multi-national corporations, specializing in business development, consulting, training, education and curriculum development, and wealth management for high profile investors. Director of the MBA program for the American College, ACT, based in Boston, and operating in Europe. A seasoned professor.



Peter Chresanthakes, CFA
Director of Training and Wealth Management
MBA Pennsylvania State University

Professional Experience

Experience in finance, banking, cash flow analysis, business development and asset management. An entrepreneur, partnered a start-up bank, food service concerns, and a sports-entertainment company. Many years in financial services, and more recently a professor in the MBA program for ACT, in Europe.

Our Strategy

Artex builds upon our experience to assist in the following areas:

• **Training, Coaching and Consulting.** Our programs in Small Business Development, across multiple industries, can help identify new business opportunities in the Kingdom.



• **Creative Thinking.** Our expertise can help Saudis identify new business opportunities through tapping into their creative potential.



• **Leadership training** programs to help build teams of professionals to manage new and existing companies



• Our experience in **financial management and investments** can assist both banks and individual investors to understand new opportunities for investment in the local markets, and internationally.



• Our relationship with **Swiss Private Bank LLB** can assist investors understanding the important role of private banking, global investing, wealth management and the importance of protecting inherited wealth through offshore trusts and accounts.

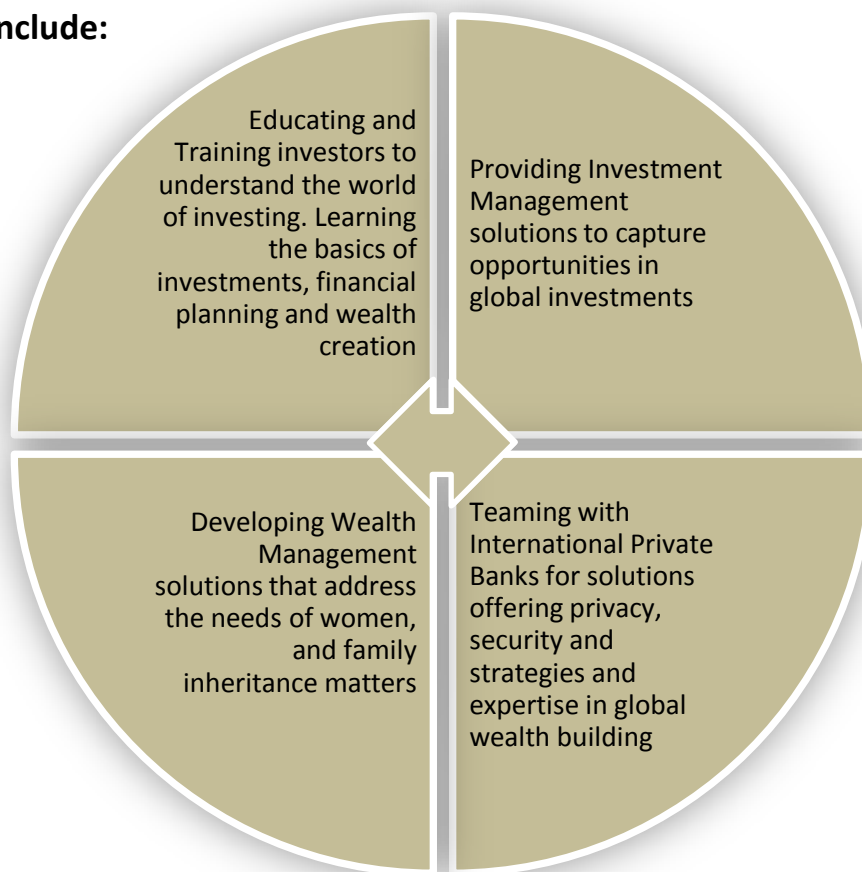


• **Women's Wealth Management and Entrepreneurship Center,** to help women learn about financial opportunities, and how to start new businesses.



Our Strategy**Identifying the Need, and Opportunity****Wealth Management**

Saudi Arabia has a growing upwardly middle class in need of creative solutions to build wealth.

These include:

Our Strategy**Identifying the Need, and Opportunity****Entrepreneurship and Building New Business Opportunities**

Saudi Arabia must meet the goal of training a new generation of business managers, and meeting the demand for a new generation of entrepreneurs.

This requires:

A vision and ability to think creatively

An understanding of how
Entrepreneurs identify new business
ideas and bring them to market

Knowledge and results-oriented
management training

Understanding how to run a business,
including marketing and customer
service

A vision of how to build teams to
support growing businesses.

Our Strategy

The Center includes three separate, related functions:

Wealth Management: Artex partners are experienced in all functional areas of banking, including the full range of financial and asset management advisory services geared for women looking to take control of their wealth management needs. We have advised and developed advisory services for women, with over \$1 Billion USA under management.

Funding—Artex, through its local and international alliances, to develop funding sources for new business ideas.

Entrepreneurship Center to design, build and implement programs to assist women, in particular, to identify and develop new businesses in the Kingdom.

Conclusions**Our Goals:**

Artex has a professional, experienced team of solutions providers to address the needs of financial planners, wealth managers, bankers and the growing class of investors looking to understand markets, investments and global opportunities for managing wealth.



Artex has organized a team of corporate consultants, business managers, and educators, all with expertise in a wide range of support services to help bring new companies to life, and to manage them successfully.



Managing Wealth and Nurturing Entrepreneurs are keys to developing a secure, self-reliant, and prosperous Saudi Arabia.