

## Principles:

Optimum Invest attaches a high importance to professionalism and ethical culture at the firm. We strive to empower our people, promote positivity, dedication and a high sense of value for business and professional ethics within the firm.

Optimum Invest believes that its mission to contribute in promoting the development of the financial services industry in Lebanon and the region can only be served when it offers the proper tools and work environment to its team of professionals who work hard every day to deliver high added value services across all service lines.

## Values:

Among the diverse principles and values every firm needs to be firmly committed to in order to succeed and serve its purpose, we attach a high importance to:

Transparent and ongoing communication within the firm and with stakeholders as we believe sustainable growth and development can only be achieved collectively.

Professionalism and the desire for continuous learning as we believe that the success in contributing positively to the growth and development of the financial services industry requires a long-term commitment to continuous personal development and commitment to the industry's highest professional standards.

Diligence, care and personalized service as we believe that clients strive to become leading players in their respective industries and need a reliable, professional and personalized service to take advantage of all the support they can get to succeed in achieving sustainable growth and making the impact they wish to see materializing.

A high sense of ethics in dealing with all stakeholders as we believe that ethical behavior encourages dedication and the desire to innovate in the workplace. We attach utmost importance to respecting laws and regulations as we believe it to be the only way to earn the trust of our stakeholders and help our clients build sustainable foundations that will help them reach their growth and business objectives.