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THE POWER OF STRATEGIC INVESTMENTS

Young Kuwaiti entrepreneur **Talal Al Ajmi** aspires to create a world where individuals can embrace diversification and financial planning, unlocking their true potential and reaching new pinnacles of success



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THE POWER OF STRATEGIC INVESTMENTS

Young Kuwaiti entrepreneur **Talal Al Ajmi** aspires to create a world where individuals can embrace diversification and financial planning, unlocking their true potential and reaching new pinnacles of success. Through his DH Holding Group, he strives to ignite expansion, unlock possibilities, and pave the way for a future where success knows no bounds

Talal Al Ajmi's passion towards financial markets and trading made has made him one of the well-known figures in this field both in Kuwait and the wider Middle East. He graduated from the University of Philadelphia with a Bachelor's Degree in Information Technology, and MBA in Financial Services from Salford University in Manchester.

However, he had always seen himself as an entrepreneur and a businessman.

He started his journey of success at an early stage during his academic years in university, where he managed couple of small family businesses with his cousins and brothers, then when he came back to Kuwait he worked in many fields such as the oil and gas and investment sector.

He wanted to pursue his dream and work at an investment company to gain more knowledge. After he had worked a couple of years in this field he got inspired to move forward and build his empire. He held various positions in several financial companies and eventually included his career as a financial broker in order to launch a new career as an entrepreneur.

His ambition had no boundaries, and he believed that through education anything is possible.

So, in 2010 he founded and established Version International Markets (VI Markets) in Kuwait, today it is internationally recognised as one of most successful brokerage firms in Kuwait and the Middle East – one of many successful stories under the Development Holding Company (DH).



**ENTREPRENEURSHIP
IS AT THE HEART OF
OUR ORGANISATION.
WE FOSTER AN
ENVIRONMENT
THAT ENCOURAGES
INNOVATION,
RISK-TAKING,
AND CREATIVITY**

VI Markets partnered with Axi to provide investors in the Middle East with a tailored online trading service. With this partnership, VI Markets are proud to provide investors the opportunity to trade forex and CFDs on indices, commodities, energies, equities, cryptocurrencies and futures.

Axi is trusted by thousands of ambitious customers in over 100 countries worldwide, helping all types of traders, trading businesses, banks and financial organisations find the edge they need to achieve their financial goals through informed transactions made on the world's financial markets. Axi offers a comprehensive range of assets including CFDs for several asset classes such as forex, shares, oil, precious metals, coffee, indices, and other commodities.

Axi takes pride in its reputation as an honest, fair, and trusted broker. The numerous awards and reviews attest to the confidence and trust earned from their customers who value exceptional service, fast execution, secure payments, and easy withdrawals. Similarly, they also work proactively with leading regulatory governing authorities around the world to ensure they surpass the highest industry standards.

The journey was full of obstacles and challenges, like any other business. Al Ajmi faced countless difficulties, the main one was to secure capital as a start off, and then raising society awareness through educating them on how to trade in international markets.

His goal has been to promote sustainable development via education, he established VI Markets in a modest building with few employees, knowing that this field faced fierce competition from different existing companies he still managed to move forward and build it step by step. His main focus was to educate the people in Kuwait who are interested in trading and then let them start their own journey by managing their portfolios.

Today, VI Markets is one of the leading online-brokerage companies



↑ **Al Ajmi believes** in creating a positive impact on society and the environment

in the MENA region and is present in over 100 countries. VI Markets has also opened offices in London, Dubai, Cairo and Muscat, with over 130,000 clients trading over \$300bn every month.

But Al Ajmi didn't stop there. Obsessed with investing in businesses and increasing their valuation since he's been a child, Al Ajmi formed DH, a large group with businesses including Canteen, 20 Grams Cafe and The Fragrance Kitchen, as well as many other companies across a diverse set of industries, under its umbrella.

Al Ajmi believes that giving back to the society through charitable projects is a great way to allow those who are unfortunate to be able to contribute equally toward the society. He had built many charitable schools both in Indonesia and India.

You started your entrepreneurial journey with VI Markets in 2010. Can you walk us through the pivotal moments that led you to establish VI Markets and share your vision behind it?

VI Markets was established to fulfil a very important gap in the Kuwaiti/ Middle Eastern market – people lacked education and proper awareness on to how to trade in the financial markets – even though some institutions provided minimal education it was maybe really expensive or not very comprehensive. So the idea came from here – VI Markets' main target was to educate potential traders and existing ones and allow them to navigate the markets at their own pace with free education / seminars and new technology. VI Markets went on to become the most recognisable online brokerage in the Middle East and

MENA region especially after its strategic partnership with Axi.

DHC has grown to encompass a diverse portfolio of businesses across various sectors. What is the driving philosophy behind your investment decisions, and how do you identify opportunities with high growth potential?

We understand that investments are not merely transactions; they are the catalysts that breathe life into dreams. Our investment philosophy is rooted in a deep appreciation for the power of human potential and the transformative impact of visionary ideas. We seek out opportunities that are more than just financial prospects; we invest in dreams that have the potential to rewrite the very fabric of industries. With meticulous research and unwavering conviction, we identify the hidden gems, the undiscovered treasures that await their moment to shine.

We believe in the beauty of storytelling, and every investment we make is a chapter in a grand narrative of growth. We craft tales of triumph, carefully curating portfolios that bring together visionaries, disruptors, and innovators. Our approach is not only confined to numbers and spreadsheets; it is an art form that weaves together financial acumen, industry expertise, and unwavering passion. We immerse ourselves in the stories behind the investments, understanding the motivations, aspirations, and challenges faced by the entrepreneurs we support. With each investment, we become co-authors of a story, partnering with our clients to turn their dreams into reality.

Education and empowerment seem to be core values for you, as evident from initiatives such as Yasmeen and your partnership with KidZania. Can you elaborate on the significance of these efforts and your mission to promote financial literacy?

I have invested heavily in technology that facilitates online /workshops on a daily

basis, also we invested in copy trading that allows new traders to copy trades from trusted well known traders and investors.

As an entrepreneur, what have been some of the most challenging obstacles you've faced, and how did you overcome them? Can you share a compelling story from your business journey?

Of course I have faced many obstacles in my life while building my companies from scratch, the main obstacle back then was the capital, I started with humble capital and worked my way up. During the pandemic we faced the worst days but because we invested heavily in technology we managed to continue our work from our homes.

With over a decade of experience in the financial markets, what trends or disruptive forces do you foresee shaping the future of investing and trading?

The future of investing and trading is going towards technology; investing in technology is the key.

What role does innovation play in DHC's growth strategy, and how do you foster an environment that encourages entrepreneurial thinking within your organisation?

At DH, passion meets entrepreneurship, transparency and teamwork guide progress, and excellence is a relentless pursuit. Our collaborative culture fuels innovation, challenges boundaries, and embraces adaptability. With a continuous learning commitment and social responsibility, we navigate the ever-shifting business landscape with resilience.

At DH Holding, we believe that passion is the driving force behind every successful endeavour. Our company culture thrives on individuals passionate about diversifying investment portfolios and reaching new pinnacles of success. We encourage our team members to channel their passion into their work, creating a harmony of dedication and enthusiasm.

Entrepreneurship is at the heart of our organisation. We foster an environment that encourages innovation, risk-taking, and creativity. We empower our employees to think differently, challenge the status quo, and embrace cutting-edge technologies. The entrepreneurial spirit permeates every aspect of our company culture, allowing us to push boundaries and explore new horizons continuously.

Transparency forms the cornerstone of our operations. We believe in presenting our esteemed clientele with a crystal-clear view of our progress and successes. Meticulously documented figures and performance metrics substantiate our commitment to transparency, allowing our clients to trust our capabilities and achievements.

Assembling a high-caliber team is crucial to our success. That's why we adhere to the key people theory, carefully handpicking individuals who possess the necessary skills and align harmoniously with our values and overarching vision. Collaboration, trust, and respect are the building blocks of our team culture.



\$300bn

The value of trade VI Markets handle every month



↑ VI Markets is one of the leading online-brokerage companies in the MENA region and is present in over 100 countries

We thrive amidst the evolving business landscape. With adaptability as our compass, we defy the odds, stay productive, and navigate challenges flexibly. Resilience is ingrained in our culture, empowering us to confront obstacles and emerge stronger.

We invest substantially in research and development, harnessing the power of artificial intelligence and data analytics to make informed decisions that drive our organisation forward.

We encourage our team members to engage in continuous learning, providing them with professional growth and development opportunities. We value intellectual curiosity and foster an environment that nurtures personal and professional advancement.

Social responsibility and sustainability are seamlessly integrated into our business ethos, guiding our decisions and actions. We believe in creating a positive impact on society and the environment. Making a difference is not just an aspiration but an integral part of our company culture.

Beyond financial success, what other goals or aspirations do you hope to achieve through DHC in the next five-ten years, both professionally and in terms of social impact?

Our approach is not only confined to numbers and spreadsheets; it is an art form that weaves together financial acumen, industry expertise, and unwavering passion. We immerse ourselves in the stories behind the investments, understanding the motivations, aspirations, and challenges faced by the entrepreneurs we support. With each investment, we become co-authors of a story, partnering with our clients to turn their dreams into reality.

Any words of wisdom you would like to share?

Hard work pays off! Always think big – sky is the limit. 🌟