



M/S.

SHAFFI SECURITIES (PVT) LTD.

TREC HOLDER

PAKISTAN STOCK EXCHANGE LTD.(PSX) TREC Certificate No: 266

Ref. No. _____

Date: _____

THE KYC/CDD Policy Outline

This document will help Shaffi Securities (Pvt) Ltd to design effective and practical KYC/CDD policies and procedures that are easy to understand, implement and monitor

It is important to highlight that money laundering and financing of criminal activities is a very serious offense and the brokerage community must always remain vigilant that their good offices are not used for any such activity. This is important for the growth and development of individual brokerage houses and the securities industry in Pakistan.

Key areas that the KYC/CDD policy should cover include:

- A. Customer Identification
- B. Risk assessment of customer
- C. Circumstances where Enhanced Due Diligence required
- D. On-going due Diligence
- E. Circumstances where simplified Due Diligence can be
- F. Compliance function
- G. Data retention
- H. Training and employee screening

The Shaffi Securities (Pvt) Ltd. should also consider International best practices recommendations from the relevant bodies such as Financial Action Task Force (FATF) while they develop their KYC/CDD policy

1. CUSTOMER IDENTIFICATION

1.1 It is a basic tenet of any business to know its customers are. This helps you to protect yourself from being used by unscrupulous and/or criminal elements. In this regard Shaffi Securities (Pvt) Ltd. Have to take all reasonable care to establish the true identity of customers. A minimum set of documents that need to be obtained from customers/potential customers at the time of opening their brokerage account has been prescribed by the SECP. To

M. Shaffi
TREC Holder x-561125

HEAD OFFICE:	BRANCH
201-Pakistan Stock Exchange Building Lahore. Phone: 042-36308220-21, Fax: 042-36280706	Chanab Chowk Rehmaniya Road Near Rehmaniya Town Gate Office No. 1, Faisalabad. Phone: 0422650001-2



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It is expected that Shaffi Securities (Pvt.) Ltd. will take serious note of the guidelines and this commentary and implement the same for the sake of their individual safety and reputation as well for ensuring the reputation, growth and future development of the country's Capital Market.

REGARDS



Shaffi Securities (Pvt.) Ltd

HEAD OFFICE:	BRANCH
201-Pakistan Stock Exchange Building Lahore. Phone: 042-36308220-21, Fax: 042-36280706	Chanab Chowk Rehmaniya Road Near Rehmaniya Town Gate Office No. 1, Faisalabad. Phone: 0422650001-2



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be prudent Shaffi Securities (Pvt) Ltd .Are advised to obtain any other document from the account opener if they believe it will help in establishing the true identity of the customer and the real controlling person behind the account. They point is that Shaffi Securities (Pvt) Ltd. must not open anonymous or obviously fictitious accounts.

1.2 It is important to recognize if a customer is acting on behalf of another person. If this is the case, than the identity of that person should be ascertained and relevant documents of that person needs to be obtained also.

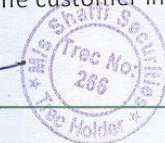
1.3 For non-individual customers (e.g. Companies, pension, funds, government owned entities, non-profit organizations, foreign companies/ organizations) additional care has to be taken to establish the ownership and control structure of such an organization and who (i.e. person(s)) actually owns the organization and who manages it. Shaffi Securities (Pvt.) Ltd. should verify that the person who represents himself as authorized signatory with powers to open and operate the brokerage account is actually authorized by the organization.

1.4 Shaffi Securities (Pvt.) Ltd. have to make sure and be careful that accounts of Institutions/ organizations / corporate bodies are not opened in the name of employee(s)/official(s) Because of sensitive nature of public sector (government) entities and risk of potential conflict of interest, it is critical for Shaffi Securities (Pvt.) Ltd. and their representatives to ensure that accounts of Govt. Institutions are not opened in the individual name of any employee/official. Any such account, which is to be operated by an officer of a govt. owned entity, is to be operated by an officer of the Federal/Provincial/Local Government in his/her official capacity, shall be opened only on production of a special resolution/authority from the concerned administrative department, duly endorsed by the ministry of Finance or Finance Department of the concerned provincial or Local Government.

1.5 when an individual or an organization/institution opens brokerage account with you, it is important to find out and document in broad terms what does the customer intend to do for example, are there any specific sectors or stocks that the customer does not which to participate in, is the customer intending to invest for short-term only or is the customer intending to invest for longer term; will investment be only in liquid scrip's or any scrip; or any other special needs or requirements of the customer. This, along with customer's other information such as age, gender, occupation, knowledge of market, etc. will help you develop a sense of the risk taking capacity and profile of the customer and thus guide the customer in

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201-Pakistan Stock Exchange Building Lahore. Phone: 042-36308220-21, Fax: 042-36280706	Chanab Chowk Rehmaniya Road Near Rehmaniya Town Gate Office No. 1, Faisalabad. Phone: 0422650001-2

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more effective manner. At the same time, it will also help you to understand whether the customer should be classified as a low risk or a high risk customer from the KYC/CDD perspective. For example, a domestic customer working in a company with regular income would be low risk category; on the other hand, a government employee may be in a higher risk category because of the potential for conflict of interest; or a foreign organization having foreign currency sources would be in high risk category requiring more careful identification procedure and close monitoring of account operation.

In the above context, Shaffi Securities (Pvt.) Ltd. have to carefully determine the source of funding especially if the customer is expected to receive/send funds in foreign currency.

1.6 As is already the practice and part of kse regulations, Shaffi securities (Pvt) Ltd. must follow the regulations that the all receipts/payments above Rs25,000/= are made through cross – cheques, bank drafts, pay-orders or other crossed banking instruments Where any cash is accepted from a customer in an exceptional circumstance only. It has to be immediately reported to the exchange with clear reasons as to why cash receipt was accepted by the broker.

1.7 in general, physical presence of the account opener/authorized representative is necessary at the time of opening a brokerage account in the case of non-resident/overseas customers or customers in other cities where the broker does not have a branch/office, more strong identity verification procedures should be applied. These include verification by a reliable third party. Reference of an existing customer of the broker, confirmation from another broker with whom the customer had an account etc .

Furthermore, it is important when obtaining confirmation from third parties in other jurisdictions, especially foreign, that Shaffi securities (Pvt) Ltd. consider whether that foreign jurisdiction is following the financial Action “Task Force (FATF) recommendations. The list of jurisdictions following FATF recommendations is available.

2. RISK ASSESSMENT

2.1 We have discussed assessment and categorization of customers as low. Medium or high risk profile above . This risk assessment by Shaffi securities (Pvt.) Ltd. Has to be done on the basis of information obtained at the time of brokerage account opening and has to be updated on the basis of information obtained during the relationship and doing business with the customer. It

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201-Pakistan Stock Exchange Building Lahore. Phone: 042-36308220-21, Fax: 042-36280706	Chanab Chowk Rehmaniya Road Near Rehmaniya Town Gate Office No. 1, Faisalabad. Phone: 0422650001-2



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should be based on customer's identity, nature of income, source of funding, location/domicile of customer, etc.

SECP has provided the following broad outline of factors that will categorize the customer into

HIGH RISK CATEGORY

- A. Non-resident customer
- B. Legal persons or arrangements including non-governmental organization; (NGOs)/ non-for-profit organizations (NPOs) and trusts / charities;
- C. Customers belonging to countries where CDD/KYC and anti-money laundering regulation are lax or if funds originate or go to those countries;
- D. Customers whose business or activities present a higher risk of money laundering such as cash based business;
- E. Customers with links to offshore tax havens;
- F. High net worth customers with no clearly identifiable source of income.
- G. There is reason to believe that the customer has been refused brokerage services by another brokerage house;
- H. Non-face-to face / on-line customers;
- I. Establishing business relationship or transactions with counterparts from or in countries not sufficiently applying FATF recommendations; and
- J. Politically Exposed Persons (PEPs) or customers holding public or high profile positions.

2.2 "Politically Exposed persons" (PEPs'). PEP's also fall under **HIGH RISK CATEGORY** These generally include individuals in prominent positions such as senior politicians, senior government, judicial or military officials; senior executives of state corporations and their family members and close associates. These individuals present reputational risk and potential conflict of interest and extra caution is required when opening their brokerage account and monitoring their account activity. The above definition is not intended to cover middle ranking / junior officials in above noted categories. However prudence requires Shaffi Securities (Pvt) Ltd. to be careful.

2.3 In general, please note that Shaffi Securities (Pvt.) Ltd. should conduct a self assessment for money laundering and terrorist financing risk, identifying and documenting the key risks presented by virtue of its business model, types of customers and geographical placement

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2.4 The bottom line is that Shaffi Securities (Pvt.) Ltd. need to assess the risk of potential money laundering / terrorism financing and the guideline and this commentary will help in documenting such risk if the broker assesses that it exists.

3. ENHANCED DUE DILIGENCE

3.1 Once a customer has been categorized as HIGH RISK, it is necessary for the broker to have Enhanced Due Diligence (EDD) when dealing with such a customer. Policies and procedures should be put in place so that activities and transactions of HIGH RISK customers are monitored and any unusual transactions are reported in a SUSPICIOUS TRANSACTION REPORT (STR).

3.2 In the above context, when dealing with HIGH RISK customers, including Politically Exposed Persons (PEP's) either the Exchange member himself (in case of individual member) or nominee director/senior management of the corporate brokerage house, has to approve the opening of brokerage account. In the case of HIGH RISK CATEGORY customers, it is all the more important for Shaffi Securities (Pvt.) Ltd. to determine the source of wealth and funds invested.

It should be noted that this exercise of categorizing customers in LOW, MEDIUM, HIGH RISK category applies to all customers, including existing customers, Thus, once the has carried out the above exercise if an existing customer falls into the HIGH RISK CATEGORY, the above requirements for monitoring and reporting suspicious transactions and senior management approval for continuing with the customer will also apply to such customer (s)

3.3 If the above requirements cannot be fulfilled by the broker than they should not open the brokerage account of such person (s) and file a suspicious transaction report (STR). In case an existing customer falls into HIGH RISK CATEGORY and the broker is unable to fulfill the above mentioned requirements, such account should be closed and a Suspicious Transaction Report filed.

4. Similarly, brokerage account should not be opened if the broker is unable to verify the identity of the customer / beneficial owner of the account or if it is unclear what the purpose and intention of customer is and should file an STR. If there are any such existing accounts they should be closed and a Suspicious Transaction Report (STR) filed.

5. ON-GOING DUE DILIGENCE

HEAD OFFICE:	BRANCH
201-Pakistan Stock Exchange Building Lahore. Phone: 042-36308220-21, Fax: 042-36280706	Chanab Chowk Rehmaniya Road Near Rehmaniya Town Gate Office No. 1, Faisalabad. Phone: 0422650001-2





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5.1 It is important for Shaffi Securities (Pvt.) Ltd. and their agents to realize that Customer Due Diligence (CDD) is not a one-time exercise at the time of account opening only. In order to guard against misuse of their good offices against criminal transaction Shaffi Securities (Pvt.) Ltd. need to be vigilant at all the time, and keep monitoring transactions of their customers to ensure that the transactions executed in any particular account are within the understanding of the Broker in terms of the customer's profile, risk category, historical pattern of the transactions and their historic funding source. For example. If a domestic individual customer orders a transaction that is significantly different from the average historical transaction size, the broker has to become alert and be satisfied that no suspicious reportable activity is taking place. Similarly, if a regular domestic customer, all of a sudden shows foreign sources of funds, this is likely to require further the investigation by the broker.

5.2 In the above context, Shaffi Securities (Pvt.) Ltd. should keep all customer records updated and have a policy of assessing any change in customer profile on regular basis, which change should be documented and sufficient information should be obtained regarding such change.

6. SIMPLIFIED DUE DELIGENCE

The purpose of the KYC/CDD guidelines is not to make Shaffi Securities (Pvt.) Ltd. operations unnecessarily cumbersome, but to help the broker community guard against their services from being used for money laundering by unscrupulous elements in this regards.

6.1 It is acceptable for Shaffi Securities (Pvt.) Ltd. to apply simplified or reduced CDD measures in the following circumstances:

6.1.1 Risk of money laundering or terrorist financing is lower.

6.1.2 Information on the identity of the customers and the beneficial owner of a customer is publicly available.

6.1.3 Adequate checks and controls exist.

6.2 Accordingly, following customers may be considered for simplified or reduced CDD:

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6.2.1.1 Financial institutions which are subject to requirement to combat money laundering and terrorist financing consistent with the FATF Recommendations and are supervised for compliance with those controls

6.2.1.2 Public companies that are subject to regulatory disclosure requirements

6.2.1.3 Government administrations or enterprises

6.3 When opting for simplified or reduced due diligence, the FATF guidelines in this regard must be consulted. Simplified CDD should not be followed when there is an identified risk of money laundering or terrorist financing.

7. COMPLIANCE FUNCTION

7.1 While the above noted KYC/CDD guideline are being provided to help Shaffi Securities (Pvt.) Ltd. And their agents understand the processes involved in KYC/CDD, it is important that a system be developed at the Shaffi Securities (Pvt.) Ltd. End to implement these guidelines. This will help Shaffi Securities (Pvt.) Ltd. to monitor customer transactions and report any suspicious activity in a timely manner. In order to achieve this objective two key elements have to be instituted at the Shaffi Securities (Pvt.) Ltd.' end: (i) Compliance Function with suitable human resource (ii) MIS Reporting Capability

7.2 In this context, the person responsible for compliance should be designated and he/she should have sufficient skills and experience to effectively perform the compliance function. In case of individual member of the Exchange, they should identify the person who will be responsible for compliance. In the case of corporate member of the Exchange the individual identified to ensure compliance should report to the Board of Director of the Corporate Brokerage House.

7.3 It is the responsibility of the compliance function to ensure that KYC/CDD guidelines are being complied with as well as with other regulatory requirements. This includes maintaining record of violation / non-compliance identified which has to be reported to the Board Of Director. Any such record has to be available for inspection by SECP and KSE as and when required.

8. DATA RETENTION




HEAD OFFICE:	BRANCH
201-Pakistan Stock Exchange Building Lahore. Phone: 042-36308220-21, Fax: 042-36280796	Chanab Chowk Rehmaniya Road Near Rehmaniya Town Gate Office No. 1, Faisalabad. Phone: 0422650001-2



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Ref. No. All data relating to KYC/CDD guideline & procedures have to be maintained for a minimum of five years, including identity of the customer(s), account files and correspondence exchanged with the customer(s).

9. TRAINING

There has to be on-going training of Shaffi Securities (Pvt.) Ltd. Their employees and agents to ensure that they understand their duties under KYC-CDD and are able to perform those duties satisfactorily .

10. SCREENING

In order to ensure, for their own safety, that unscrupulous elements do not become employees/agents, Shaffi Securities (Pvt.) Ltd. should have appropriate screening procedures when hiring and also on an on-going basis to ensure high standards of staff in terms of honesty, integrity, ethics and professionalism. This is important not just for the sake of Shaffi Securities (Pvt.) Ltd. own safety and reputation but the reputation of the Capital Market.

11. It should be noted that Shaffi Securities (Pvt.) Ltd. (like other financial institutions) are bound by the requirements of ANTI MONEY LAUNDERING ACT 2010, as applicable to them and must comply with the provisions of this Act. This includes filing of Suspicious Transactions Reports and complying with any directive, circulars, guidelines with regard to KYC/CDD anti money laundering/terrorist financing by the Federal Government. This also means that Shaffi Securities (Pvt.) Ltd. have to provide information their customers and their transactions to the Stock Exchange, Financial Monitoring Unit and the SECP.

12. CONCLUDING REMARKS

As the global economy becomes increasingly inter – connected and the ease of cross-border financial transaction increases, every country, including Pakistan, become more exposed to the potential of illegal money transfers and money laundering. It is to guard the Capital Market of Pakistan and its participants that the guideline prescribed by SECP and this explanatory statement are being issued, as is already the case for other segments of the financial sector such as banks and asset management companies.



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