

DECEMBER
EDITION

XS NEWS #2

XCHANGES



TOPIC OF THE MONTH

Year-End Review & Highlights

EXECUTIVE INTERVIEW

With Nourhan Mroueh,
Web Development Team Leader

OPEN CONVERSATION

Get to know
Hiroko Wakasugi
Lissa Bragança

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CEO Message of the Month

Dear Team,

As I reflect on the past 12 months, I am filled with an overwhelming sense of pride and gratitude for each and every one of you. The journey we've embarked upon has been nothing short of extraordinary, marked by unparalleled growth and an unwavering commitment to excellence.

Our collective efforts have been fruitful, and I am thrilled to share that XS.com has experienced a period of dramatic expansion. The statistics are good, but what truly stands out is the human connection we've fostered at every turn. In this month's CEO message, I want to take a moment to acknowledge the incredible strides we've made together and express my deepest appreciation for the dedication and hard work that has propelled us forward.

Throughout the past year, our team has not only met but exceeded our ambitious growth targets. The numbers tell a story, but they only scratch the surface of the relationships we've cultivated. Every encounter, every meeting, has been an opportunity to establish meaningful connections. It's not just about business transactions; it's about building bridges, forging partnerships, and leaving a lasting impression on everyone we meet.

I want to acknowledge the tireless efforts of each team member who has contributed to this success. Your long hours, your unwavering commitment, and your passion for what we do have been the driving force behind our achievements. It's the late nights, the early mornings, and the weekends spent grinding that have propelled us to where we are today. Your resilience in the face of challenges and your dedication to pushing boundaries have set a new standard for excellence within our organization.

In the world of business, growth is not just about numbers; it's about people. It's about the relationships we build, the trust we earn, and the impact we make. Our commitment to transparency, integrity, and client satisfaction has been the bedrock of our success. As we celebrate the milestones of the past year, let's also take a moment to appreciate the values that have guided us.

It has indeed been a fruitful year, one that will undoubtedly hold significant importance as we navigate the future. The challenges we faced have only strengthened our resolve, and the lessons we've learned have positioned us for even greater accomplishments ahead. I encourage each of you to take pride in what we've achieved together and to approach the coming months with the same enthusiasm and determination.

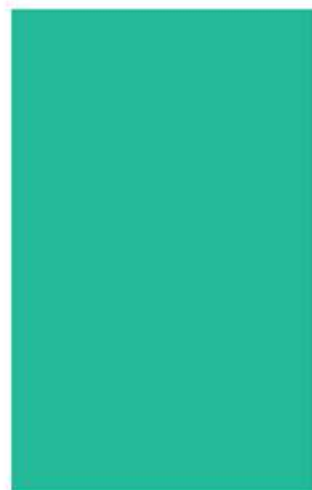
As we look back on this remarkable year, let's not only celebrate our victories but also the journey that has brought us here. Our success is a testament to the collective power of a team that believes in its mission and is willing to put in the hard work to see it through.

Thank you, XS.com team, for your exceptional contributions.

Here's to a year of growth, connection, and endless possibilities.

Onwards and Upwards,
Mohamad Ibrahim

XS.com



EXECUTIVE BEHIND THE SCENES

Spotlight on Excellence – An Interview with Nourhan Mroueh, Development Team Lead at XS.com

In this edition of Executive behind the Sceners, we are thrilled to shine the spotlight on one of the key leaders driving innovation and success at xs.com. Nourhan Mroueh, the Development Team Lead, has been an integral part of our journey towards technological excellence. Let's dive into a conversation with Nourhan to learn more about her experiences, insights, and vision for the future.



Q: Nourhan, thank you for taking the time to share your experiences with us. To start, could you tell us a bit about your journey at xs.com and how you became the Development Team Lead?

I joined XS.com few months ago as a senior software developer. From the beginning, I was passionate about creating efficient and scalable solutions. Over time, I took more responsibilities, and as the company recognized the importance of a strong development team, I was offered the role of Development Team Lead. It's been a rewarding journey so far.

Q: As the Development Team Lead, what do you see as the biggest challenges and opportunities in your role?

N: One of the biggest challenges is staying ahead in the rapidly evolving tech landscape. We need to continuously adapt to new technologies and methodologies to deliver cutting-edge solutions. However, this challenge also presents exciting opportunities. Embracing innovation allows us to enhance our products, improve efficiency, and provide a better experience for our users.

Q: Innovation is indeed crucial in the tech industry. Can you share a recent project or initiative that your team has worked on and are particularly proud of?

N: Certainly. Recently, our team has been working on revamping our whole website. This not only improved the overall system performance but also made it more scalable and easier to maintain. It's a great example of how we leverage the latest technologies to enhance our products and keep them at the forefront of the industry.





Q: Impressive work! How do you foster a collaborative and innovative culture within your development team?

N: Collaboration is at the heart of our team's success. We encourage open communication, value diverse perspectives, and provide a supportive environment for sharing ideas. Regular brainstorming sessions and hackathons also play a crucial role in fostering creativity and innovation. It's important for team members to feel empowered to contribute their ideas and take ownership of their work.

Q: Looking ahead, what do you see as the key trends and challenges in the tech industry, and how is xs.com preparing for them?

N: The tech industry is evolving at an unprecedented pace. Artificial Intelligence, cybersecurity, and sustainability are among the key trends shaping our future. At xs.com, we are investing in upskilling our team, adopting responsible AI practices, and incorporating sustainable development principles into our projects. Staying agile and adaptable is key to navigating the challenges and seizing the opportunities that lie ahead.

Q: Thank you, Nourhan, for sharing your insights and experiences with us. It's evident that your leadership is instrumental in driving innovation at xs.com. Any final thoughts or advice for aspiring developers and tech leaders?

My pleasure. To aspiring developers and tech leaders, I would say: stay curious, never stop learning, and embrace challenges as opportunities for growth. The tech industry is dynamic, and success comes to those who are passionate, adaptable, and committed to making a positive impact through their work.

We extend our gratitude to Nourhan Mroueh for taking the time to provide us with a glimpse into her role as the Development Team Lead at xs.com.

Her dedication to innovation and leadership serves as an inspiration for all of us at xs.com as we continue to push boundaries and shape the future of technology.



LOOKING BACK

Looking back on 2023, it was quite a fantastic year for us!

Our global teams worked together amazingly, crossing boundaries to achieve success. We had awesome gatherings where people from around the world connected, celebrated important moments, and shared innovative ideas.

The year was full of achievements, and now, as we wave goodbye to 2023, we're excited about the many more good times, progress, and success waiting for us in **2024**!

Here's to the future!









XS Team Night, Dubai, UAE, September



XS Team Night, Dubai, UAE, September



XS Team Night, Dubai, UAE, September



XS Team Tour, Muscat, Oman, October



XS Team Night, Dubai, UAE, September

TOPIC OF THE MONTH

Year-End Review and Highlights: A Global Tapestry of Growth!

As we approach the final notes of this year's symphony at XS.com, let's embark on a journey through the mosaic of experiences that defined the past twelve months. From bustling headquarters to the far reaches of our global team, each moment has woven a tapestry of diversity, collaboration, and success.





We Worked Hard: The heartbeat of our organization echoes with the rhythm of hard work. Across time zones, our teams collaborated seamlessly to meet deadlines, overcome challenges, and drive our shared vision forward. Our dedication came through in every keystroke, in every virtual meeting, and in every collaborative effort that defined our daily grind.



We Set Goals: Our global vision was crafted with the understanding that diversity is our strength. Setting ambitious goals required a collective understanding of our shared mission and a respect for the varied perspectives that each team member brought to the table. This alignment of purpose propelled us to achieve more and reach further, transcending geographical boundaries.



We Expanded: In the interconnected world we live in, expansion is not just a business strategy; it's a testament to our adaptability and openness to new opportunities. Across the continents, we explored untapped markets, forged new partnerships, and embraced the challenges of growth. Our global footprint expanded, not just physically but in the hearts and minds of those who joined us on this journey.



Across the World: The global nature of our operations manifested in tangible ways. Our teams met across the world, fostering connections and understanding that transcended geographical distances. Whether it was a seminar in the heart of a bustling city, an expo showcasing our innovations, or a partnership forged, each interaction became a chapter in our global story.



The Mixture of Cultures: The global nature of our operations manifested in tangible ways. Our teams met across the world, fostering connections and understanding that transcended geographical distances. Whether it was a seminar in the heart of a bustling city, an expo showcasing our innovations, or a partnership forged, each interaction became a chapter in our global story.



Partnerships: Partnerships formed the backbone of our growth strategy. From local collaborations that strengthened our presence in specific markets to international alliances that broadened our reach, each partnership was a testament to our commitment to building relationships that go beyond borders. Together, we navigated the complexities of the business landscape, creating a network of support that spanned the globe.



We Learned a Lot: Learning is a universal pursuit, and within XS.com, it took on a global dimension. The exchange of ideas across diverse cultures enriched our understanding and broadened our perspectives. From insightful discussions during virtual seminars to the practical knowledge gained through hands-on experiences, our commitment to continuous learning became a bridge connecting us across borders.



Sometimes We Clashed: Collaboration, at its core, involves the convergence of different viewpoints. The clashes we experienced were not moments of discord but opportunities for growth. These creative tensions, whether in strategy sessions or brainstorming meetings, shaped our solutions, fostering an environment where diversity of thought was celebrated, not stifled.



Sometimes We Stumbled: Perfection is an elusive ideal, and our journey was not without its challenges. Yet, within the realm of setbacks, we discovered the strength to rise again. The global nature of our team meant that support and encouragement came from every corner of the world, turning stumbling blocks into stepping stones for future success.



We Laughed: Laughter knows no boundaries, and within the walls of XS.com, it transcended cultural differences. Our shared experiences became the foundation for a universal language—one of joy, camaraderie, and unity. From spontaneous office banter to virtual team-building sessions, laughter became the thread that bound us together, creating an environment where everyone felt at home.



& We Danced!

Celebrations, like music, are a language that resonates across borders. Whether it was reaching quarterly targets or launching a successful product, the beats of accomplishment were felt globally. Our diverse team, representing various cultures and traditions, brought their unique dance to the celebrations, creating a vibrant and inclusive atmosphere that echoed the richness of our global identity.

As we stand at the threshold of a new year, let's carry forward the lessons learned, the bonds forged, and the successes celebrated. Our global journey has been more than just a corporate experience; it's been a celebration of humanity, collaboration, and shared aspirations.

Here's to the memories we've made, the friendships we've formed, and the unwritten chapters that await in the coming year. May the music of our journey continue to play, resonating with the spirit of collaboration, innovation, and shared success.

Wishing you all a joyful holiday season and a new year filled with promise and prosperity.

Welcome on Board!

Jim Rmeily

Business Development Associate
MENA

Rim Rizk

Digital Marketing Officer

Zia Le Thuy Diem

Business Development Officer

Maika Le Le Thi Thuc

Business Development Officer

Moonie Lam Thi

Business Development Associate
MENA

Nathalie Okde

SEO Content Writer

Mohamad Krayem

Back Office Officer

Sattawat Duangtha

Customer Support Officer

Antonio Di Giacomo

Analyst- LATAM

Meet Hiroko!



From Hiroshima to Tokyo to the vibrant streets of Amsterdam. Uncover unexpected tales, like her unique roommate, to her secret talent for photography! Join us in discovering the simplicity and depth of Hiroko's journey!

Q: Tell us a little bit about your background, Hiroko?

H: I originate from Hiroshima, Japan, and have spent a significant portion of my life in Tokyo—precisely 15 years. However, for the last four years, Amsterdam has been my chosen home. Among four siblings, 2 girls and 1 boy, I hold the position of the elder—Tomoko, Toshiki, and Moeko.

Q: What are some of your favorite hobbies?

H: During my free hours, I find love taking city trips, especially in nature. Whether it's residing in a cottage, cycling, yoga, or participating in hip hop dance lessons, these activities have become my preferred avenues for relaxation.

Q: Favorite artist and movies?

H: When it comes to musical preferences, Shawn Mendes holds a special place in my heart, and movies like "The Greatest Showman" and "The Social Network"

Q: Could you share with us your absolute favorite type of cuisine?

H: Without a doubt, pizza stands out as my all-time favorite!

Q: Do you have a go-to quote or personal motto that guides you?

H: Certainly, my guiding motto is, "What you seek is seeking you," accompanied by the enduring belief in the significance of staying hungry and staying foolish.

Q: Is there a dream destination you aspire to visit in the future?

H: Absolutely! The enchanting Fiji Islands hold a coveted spot on my list of must-visit places.

Q: If you could offer advice to your younger self, what would it be, considering your life journey?

H: Reflecting on my journey, I'd convey to my younger self the wisdom to "Dream whatever you like because, having achieved the dream of living in Europe—a dream I never thought was easy."

Q: What is a funny incident from your life lately you can share with us?

H: Well, I'm currently residing in a traditional Dutch house and it has brought about a unique experience. I've discovered a small mouse, now humorously acknowledged as a pet-roommate. If I don't spot it for a few days, I find myself wondering how it's doing. I guess if I ever buy a modern house in Netherlands, I have to take it with me! (haha)

Q: How would your friends describe you?

H: Among my circle, I am perceived as someone who is passionate and possesses a genuine appreciation for open and meaningful conversations.

Q: If you could temporarily switch positions with a colleague for a day, who would it be?

H: In the realm of hypothetical role-switching within the company, my choice would be Mohamad. This decision is fueled by the curiosity to witness the workings of his perspective and gain a deeper understanding.

Q: Looking forward, what professional goal you aim to achieve next?

H: On the professional front, my upcoming



FUN FACTS ABOUT HIROKO:

Comfort Food:

Pizza



Favorite Artist:

Shawn Mendez

Favorite Activity:

Traveling



objective involves furthering my expertise in corporate branding. To aid this pursuit, I've already subscribed to platforms such as Canva, Adobe XD, and Skillshare for online education, I love learning and evolving.

Q: As a closing message, what would you convey to all employees reading this now?

H: On the professional front, my upcoming objective involves furthering my expertise in corporate branding. To aid this pursuit, I've already subscribed to platforms such as Canva, Adobe XD, and Skillshare for online education, I love learning and evolving.

Meet Lissa!



Meet Lissa Braganca, our Marketing Officer for Brazil - A lover of novels, video games, and horror, Lissa's eclectic interests reflect her dynamic personality. Known for her determination and empathy, Lissa's life is a blend of thrilling stories, superhero movies, and a deep commitment to helping others. Join us as we unravel the layers of Lissa's unique and inspiring journey.

Q: Hello Lissa, it's a pleasure to have you here. To start off, can you tell us a bit about your background? Where are you from, and how did you end up in Belo Horizonte?

Lissa: Thank you for having me! I'm originally from the northeast of Brazil, but I left for Brasilia to pursue my passion for theater. I wanted to achieve something more and decided to live in a different city, then I came to Belo Horizonte. It's been a journey, and now I'm here, striving for something more.

Q: That sounds like quite a journey. Now, you seem to have a diverse range of interests. What do you enjoy doing in your free time?

L: Oh, I love to immerse myself in different worlds. I enjoy reading novels, and playing video games - in fact, I met my boyfriend through a video game! "League of Legends" I really enjoy too. Also, I have a soft spot for horror; I write horror tales, and my favorite books include classics like Dracula and Frankenstein.

Q: Fascinating! It seems like you're quite into the darker side of entertainment. Can you share more about your interest in horror and some of your favorite movies in that genre?

L: Absolutely! I love horror movies and books. It's thrilling to explore the darker aspects of imagination.



FUN FACTS ABOUT LISSA:



Favorite Movies:
Horror

Favorite Hobby:
Video Games



I'm a big fan of Gothic literature, and when it comes to movies, I enjoy both mainstream and underground. Classics like "Wonder woman" from DC and "The Avengers" from Marvel are my go-to for superhero movies. On the flip side, I appreciate the underground works of Kim Ki Duk, a Korean director. Also, "La piel que habito" is a gem from Almodóvar that I highly recommend.

Q: It's clear you have a wide range of interests. You also mentioned your love for helping people. Can you tell us more about your approach to helping others?

L: Definitely. I believe in helping without expecting anything in return. It's something that brings me joy. In fact, I introduced my friend Gabriel to our company because I saw potential in him. I'm determined and goal-oriented, and when I focus on something, I don't easily give up. My friends and family would describe me as empathetic and hard working.

Q: That's a wonderful attitude. Now, shifting gears a bit, can you share some of your favorite pastimes and ideal weekends?

L: Sure! I love staying at home, taking care of my plants, and spending time with my cat, Yugi. Sometimes, I like to go out for karaoke, even though I don't sing very well. An ideal weekend for me involves creating a cozy environment with friends. I also enjoy dancing and am up for anything fun. And, of course, I'm a big fan of Japanese food, especially the vegetarian side of it.

Q: Sounds like a perfect blend of relaxation and excitement! Finally, Lissa, can you share with us a motto or philosophy that guides your life?

L: Absolutely. My motto is, "Sometimes you only have bad options, but you still have to choose." I believe in taking action and facing challenges head-on, even if the choices are tough.

Q: That's a powerful motto. Thank you so much for sharing, Lissa. It's been a pleasure getting to know more about you and your fascinating interests.

L: Thank you! It's been a pleasure talking with you

Win a **100\$** Amazon or Google Pay card!



*This month, we're turning the tables and sending you on a mission! Explore our social media channels like a private investigator and find the answers to the following questions. Your sleuthing skills could earn you a reward of a **\$100 Amazon** or **Google Pay card**!*

At the Egypt Investment Expo November 2023 , which prestigious awards did we win?

- a) Best Multi-Asset Broker & Best Customer Support**
- b) Best Global Value Broker & Best Customer Support**
- c) Best Trusted Financial Broker & Best Customer Support**

Which city had a different booth during an event?



a) Alexandria, Egypt



b) Dubai, UAE



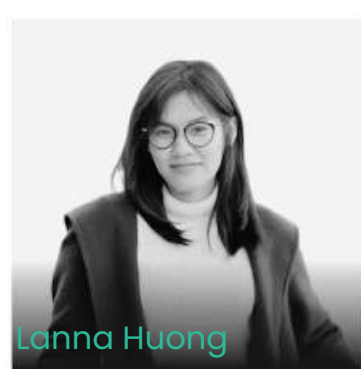
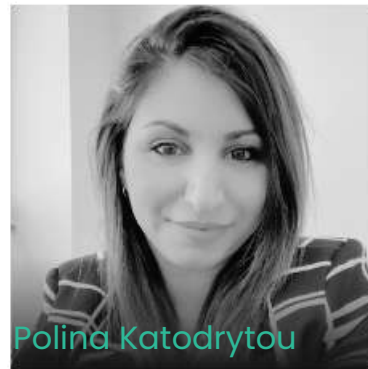
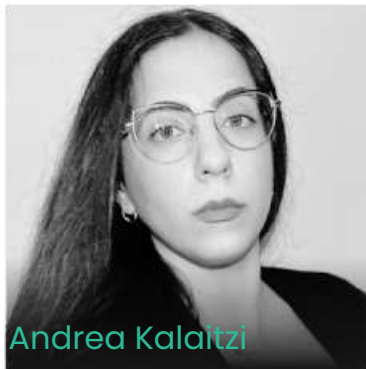
c) Bangkok, Thailand

Please send your answers to: prteamxs@gmail.com

Our Winners of MOVEMBER Edition

To kick off our **XchangeS**, we've decided to celebrate everyone who answered correctly in our first round. Your engagement and knowledge are truly commendable. However, starting from the next issue, we're upping the stakes—there will be only one winner. The competition is set to intensify, so keep on playing, stay engaged, and, most importantly, keep reading.

Congratulations to all our winners!



BIRTHDAY

of the Month



Marina Li
1st December



Ronald Jay Matela
2nd December



Charbel Beainy
3rd December



Gabriel Cortes Drumond
16th December



Sachin Maheshwari
19th December



Ayes Tanasriphanitchai
30th December

Thank you,
for being part of our **XS** journey.



SEE YOU IN 2024