

XCHANGES



TOPIC OF THE MONTH

This month, we discuss
Movember Awareness

EXECUTIVE INTERVIEW

With Wael Hammad, Group CCO

OPEN CONVERSATION

Get to know Najah Moussawi,
Senior Back-Office Officer

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CEO Message of the Month

Dear Team,

I am excited to introduce our company's first newsletter, a new communication initiative that aims to bring us all closer together and foster a deeper sense of unity within our organization.

The idea behind this newsletter is to provide a platform for sharing information, insights, and stories that matter most to XS and its people. In today's fast-paced business environment, it's vital that we stay well-informed, motivated, and connected. This newsletter is designed to serve this purpose by being a monthly source of inspiration, knowledge, and updates.

I want to emphasize that I notice and deeply appreciate the hard work and dedication of each and every team member at XS. Every person within our organization plays a crucial role, and everyone is equally important. We are a team, and it's the collective effort of every member that drives our success.

Our "CEO Message of the Month" section provides me with the opportunity to connect directly with you, our valued team members, and share thoughts, vision, and important updates on a regular basis. I hope that my messages will not only offer insight into XS's direction but also provide a personal touch to our professional relationships.

As we navigate the challenges and opportunities that lie ahead, I encourage you to actively participate in this new venture. Share your stories, suggestions, and feedback. Let's make this newsletter a reflection of our collective achievements, aspirations, and the great work we do together.

Thank you for your continued dedication and hard work. I look forward to our journey together through this newsletter and the many successes that await us.

Warm regards,
Mohamad Ibrahim

XS.com



EXECUTIVE

BEHIND THE SCENES

Executive Behind the Scenes: An Exclusive Interview with Wael Hammad, Chief Commercial Officer of XS.com

In the first edition of our "Executive Behind the Scenes" series, we sit down with Wael Hammad, the Chief Commercial Officer of XS.com. Responsible for managing all global aspects of the company's business, Wael has proven himself as a dedicated and hardworking professional. Today, we explore not only his professional journey but also his personal life, giving you a closer look at the man behind the title.



Wael, could you tell us about your role as a Chief Commercial Officer at XS.com and the key responsibilities that come with it?

W: As the Chief Commercial Officer at XS.com, my primary responsibility is to oversee and drive the commercial aspects of our business. This involves managing our sales, marketing, and business development functions. I work closely with our teams to develop and implement strategies that enhance our market presence and profitability. It's my role to ensure that our commercial operations are aligned with the company's overall goals and objectives.

Mr.Wael Hammad

Chief Commercial Officer | XS.com



XS.com operates on a global scale. How do you manage and navigate the complexities of a multinational business?

W: Operating on a global scale indeed presents unique challenges. To navigate the complexities of a multinational business, we place a strong emphasis on adaptability and local expertise. We have dedicated teams in various regions who understand the cultural, regulatory, and market differences. At the same time, we maintain a global strategy to ensure cohesion. Clear communication, a decentralized approach, and continuous learning are key to our success in this regard.

Could you share some insights behind your work ethic and what drives your commitment to excellence and success?

W: My work ethic is rooted in a deep passion for what I do and a relentless pursuit of excellence. I believe in setting high standards for myself and my team. Perseverance, integrity, and a genuine desire to make a positive impact drive me. I also draw inspiration from the incredible potential for growth and innovation in the e-commerce industry, which motivates me to continually strive for success.

Can you provide a glimpse into your vision for XS.com and your aspirations for the future?

W: XS.com's vision is to become the number one broker on a global scale. We aim to expand our product offerings, improve customer engagement, and leverage cutting-edge technology to stay at the forefront of the industry. Our aspiration is to create a brand that is not only synonymous with quality and convenience but also one that makes a positive impact on the communities we serve.

Managing a global business like XS.com can be challenging. How do you address the cultural, regulatory, and market differences in various regions while maintaining a cohesive global strategy?

W: Managing these differences involves a combination of local knowledge and a unified global strategy. We have regional teams that understand the nuances of their markets, allowing us to adapt to cultural and regulatory variations. Simultaneously, we maintain a strong corporate culture and overarching strategy that connects our diverse efforts.

This dual approach helps us manage complexities and find common ground to achieve our global goals.



Your commitment to excellence and success is widely recognized. Could you share some personal principles or strategies that drive your work ethic and leadership style?

W: My work ethic is guided by several principles: setting clear goals, fostering a growth mindset, and prioritizing collaboration and innovation. I firmly believe in leading by example, being adaptable, and always seeking self-improvement. These principles are essential to maintaining a high-performance team and achieving sustainable success.

Can you provide insights into your approach to fostering a collaborative and productive work environment within the Global Sales team at XS.com?

W: Collaboration is a cornerstone of our success. We foster a culture of open communication and hard work.

Regular team meetings, cross-functional projects, and a transparent leadership style help us maintain a collaborative atmosphere.

We encourage every team member to contribute their unique insights and expertise, ensuring that we harness the collective strength of our team.

In the constantly evolving world of business, what challenges do you foresee in the coming years, and how does XS.com plan to address them proactively?

W: Answer: In the ever-changing landscape, challenges are opportunities in disguise. We anticipate challenges such as evolving customer expectations, technological advancements, and increased competition. To address them proactively, we invest in research and development, remain agile in adapting to market changes, and prioritize customer-centric solutions. We view challenges as a chance to innovate and strengthen our market position.



LOOKING BACK

In the exclusive "Looking Back" section, we are excited to take a journey down memory lane, showcasing captivating pictures from all the events and expos that XS.com has participated in around the world. From seminars to strategic connections, we made at the international trading expos, this section will transport you to the diverse and dynamic world of XS.com's global presence.

Every month, we'll bring you a collection of pictures that capture the essence of our commitment to engagement, innovation, and growth. These snapshots offer a glimpse into the unforgettable experiences and unforgettable faces that have shaped our journey.



South Africa Traders Fair 2023 (16 September), Johannesburg-South Africa



Top Traders Award Ceremony (24 September), Dubai-UAE



Forex Traders Summit Dubai 2023 (17-18 May), Dubai - UAE

XS

XS.com

Trade with a Global Multi-Asset Broker



TOPIC OF THE MONTH



MOVEMBER

Welcome to our November company newsletter, where we're highlighting "Movember," a meaningful movement dedicated to men's health awareness.

Unite for a Noble Cause

Movember is more than a month of mustaches; it's a call to elevate awareness regarding men's health concerns, including prostate cancer, testicular cancer, and mental health. Join the movement and let your facial hair become the symbol of change. Together, let's create a lasting impact and inspire a healthier future for all.

Advocates for Men's Health

This movement is all-inclusive. Whether you can grow a spectacular mustache or not, your involvement is invaluable. Stand with your fellow champions for men's health, organize fundraising events, and display unwavering dedication. Supporters of all genders, you play a crucial role in our cause!





WHATS NEW

Welcome on Board!



Catherine Al Chami

Business Development Associate –
MENA in Business Development



Hanna Chung

Country Manager –
Vietnam in Business Development



Joelle Namaan Sadaka

Business Development Associate –
MENA in Business Development

BIRTHDAY

of the Month



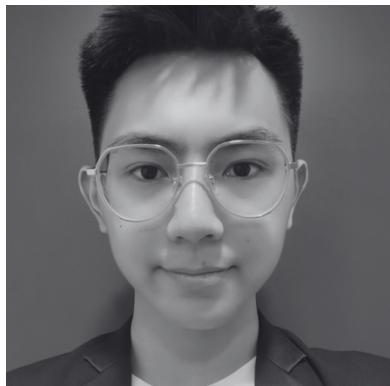
Alexandra Chedid
5th November



Jazz Yap
7th November



Zoo Teoh
11th November



Ken Lee
11th November



Dahlia Baquilo
13th November



Polina Katodrytou
17th November



Haidar Saifaldeen
17th November



Paulo Jorge Do Carmo
Baptista
22th November

OPEN CONVERSATION

Meet Najah!



In our first edition of getting to know XS employees on a more personal level, we have the privilege of introducing Najah, a dedicated and exceptional member of our team. To those who have worked with Najah, it's evident that she's not only a "get things done" kind of person but also a team-spirited and extremely kind individual.

Q: Let's begin by learning more about your background and education. Could you share your upbringing and your academic journey?

N: Of course. I was born and raised in Lebanon. My academic path led me to studies in banking and economics, and I'm currently pursuing a master's degree in accounting. I have a strong commitment to education and continuous professional growth.

Q: Shifting our focus to your role at XS.com, what are your responsibilities, and what do you find most fulfilling about your work?

N: I'm currently part of the Back Office team at XS.com. What excites me most about my role is the daily challenges and the dynamic nature of the work environment. I have prior experience in banking and with various brokers, but XS.com offers a unique experience. No two days are alike, and this constant evolution keeps me fully engaged and far from ever feeling bored.

Q: What do you cherish most in life?

N: Family holds an irreplaceable place in my heart. Ensuring my loved ones have everything they need and lead secure and healthy lives is my utmost priority.

My family, including my close-knit sister Layal and brother Akram, means the world to me.

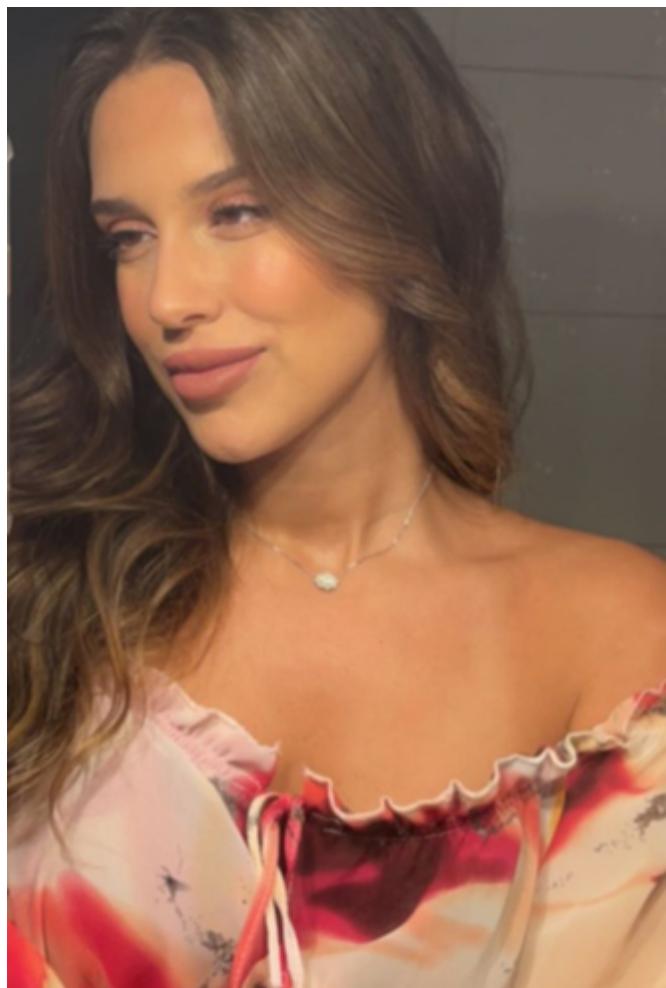
Q: For the ones that have worked with you It's evident that you possess a strong work ethic. Can you tell us more about your motivation and what propels you to give your best effort every day?

N: My work ethic is grounded in the belief in the value of hard work, and I give it my all every day. I wholeheartedly invest 1000 percent effort into everything I do. My motivation stems from my unwavering belief in the concept of karma. I firmly believe that what you give is what you'll receive, whether it's good or bad. Thus, I consistently strive to give something positive in all my actions.

Q: Lastly, what advice would you like to impart to new employees joining XS.com?

N: To all the new members entering the XS.com family, I would like to encourage you never to shy away from asking questions. Remember that there are no foolish questions, and inquiring is the first step to gaining knowledge. Be prepared to work diligently and stay adaptable, and you'll soon discover that this company will feel like a second home to you!

We extend our gratitude to Najah for sharing her story and insights with us. Her unique blend of unwavering dedication to her profession, profound family values, and an unyielding work ethic is truly inspiring. We eagerly anticipate more interviews that grant us deeper insight into the extraordinary individuals who constitute the XS.com family.



FUN FACTS ABOUT NAJAH:



Favorite Cuisine:
Japanese



Favorite Music Artist:
The Weeknd



Favorite Designer:
Elie Saab

QUIZ TIME

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!**

Which hotel did the Middle East Financial Awards take place at?

- a) Armani Hotel Dubai
- b) Palazzo Versace Hotel
- c) Golden Sands Suits

Who wore a red suit at the Oman Seminar?

- a) Despina Iapona
- b) Razan Baradie
- c) Nihal Al Sayah

Please send your answers to: prteamxs@gmail.com

The winner will be announced in the next edition of XCHANGES!



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

