

# Alawneh Exchange

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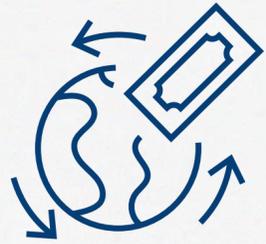
Since its founding in 1966, Alawneh Exchange has been a cornerstone in providing reliable currency exchange and money transfer services across Jordan and the broader region. Our mission is to bridge the gap between people, cities, and nations by delivering unparalleled financial solutions that empower our valued customers.



# History



# Unparalleled Financial Solutions



**Money Transfers:** Transfer funds domestically and internationally with ease and security.



**E-Wallet Services:** Pay bills, deposit, and withdraw funds from your e-wallets seamlessly.



**Currency Exchange:** Exchange your currency with confidence and secure competitive rates.



**Salary Express:** Streamlined salary transfers for businesses. Simply provide the funds and beneficiary details, and we'll manage the rest.



**Bank Transfers:** Send money directly to bank accounts worldwide with speed and reliability.

# Key Facts and Figures



The largest branch network in the kingdom.  
51 and counting.



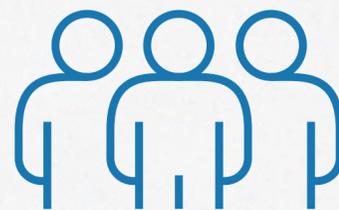
1.6 million customers served in 2024.



10,000 Bank transfers processed on a monthly basis.



35,000 transactions processed daily in 2024.



1200 employees.



We command 55% of the FX and remittance market share in Jordan.

## Industry-Leading Achievements

We are proud to be recognized as Jordan's Best Exchange Company for 2024 by Global Business & Finance Magazine and Global Banking & Finance, building on our earlier recognition by Forbes in 2020.



**Forbes**

## Global Network

Our international presence is strengthened by partnerships with 200+ banks and financial institutions globally.



# Leadership in Action: Our C-Suite Team

With decades of combined expertise, our C-Suite leadership drives innovation, growth, and excellence across the organization.



**Mr. Ayman Alawneh**  
General Manager



**Mr. Khaldun Awad**  
Chief Business Officer



**Mr. Feras Al Taamreh**  
Chief Human Resources Officer



**Mrs. Mais Safadi**  
Chief Operating Officer



**Mr. Owais Muti**  
Director of Compliance and  
Risk Management



**Mr. Samer Ali**  
Chief Visionary Officer

# Strength in Experience: Our Executive Team

With over 150 years of combined experience, our senior leadership team brings a wealth of knowledge and expertise to the organization.

## Board Members



**Mr. Ayman Alawneh**  
Chairman of the Board & CEO



**Mr. Musaab Muheidat**  
Deputy Chairman of the Board



**Mr. Khaled Zakaria**



**Mrs. Reem Badr**



**Mr. Amjad Al Sadeq**



**Mr. Zian Zwaneh**



**Mr. Abdel Nour Abdel Nour**

# Fully Integrated Operations

Alawneh Exchange is fully integrated across key operational departments including finance, customer service, compliance, IT, FI, marketing, and branch operations. Our comprehensive infrastructure allows us to efficiently manage both customer transactions and corporate partnerships. This strategic integration not only enhances our operational capabilities but also enables us to provide tailored financial solutions, ensuring that our customers enjoy seamless service across all our branches and digital platforms.



# Expansion Strategy.



**Develop the Product Portfolio and Innovate Offerings**



**Broaden Geographic Footprint and Grow Branch Network**



**Drive Digital Transformation and Automation**



**Expand Partnerships and Broaden Correspondent Networks**

# Compliance & Risk Department

# Ensuring Compliance Excellence

## Central Bank of Jordan

Alawneh Exchange is Regulated by the Central Bank of Jordan, which serves as the direct regulatory authority. We have consistently upheld a flawless track record of full adherence to the regulations of the Central Bank of Jordan (CBJ) and the AML/CTF unit, achieving zero findings.

## Compliance Track Record

Alawneh Exchange proudly leads the industry as the first exchange in Jordan to establish a dedicated compliance department, setting the standard for excellence.

## Evaluations

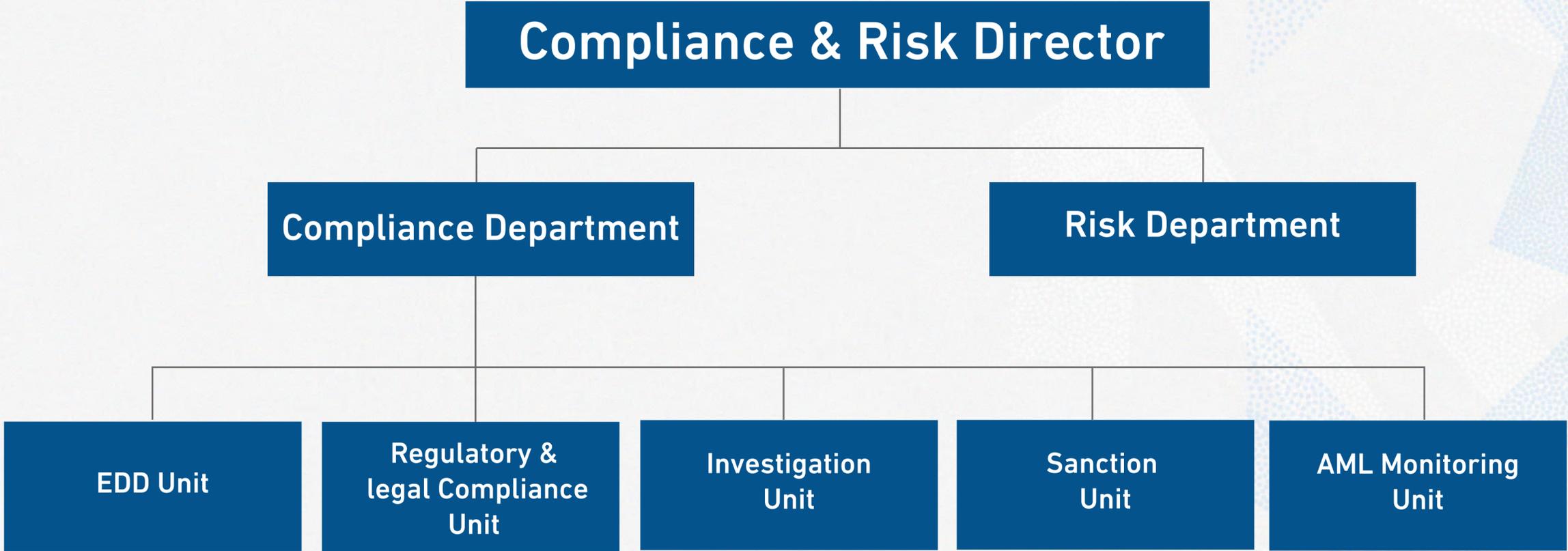
Throughout 2024, Alawneh experienced multiple evaluations by various supervisory bodies, including internal and external audits, as well as assessments by many of our agents and correspondents. The inspection results were outstanding.

## FATF Evaluation Role

Additionally, the Alawneh team, in collaboration with the Central Bank of Jordan, played a vital role in helping Jordan exit the gray area during the MENA FATF evaluation process.

# Compliance Structure:

Our AML/CTF team consists of 30 highly skilled professionals, with over 75% holding certifications in CAMS, CGSS, CFC, CGRCS, AMLS, CRGCP, and CCM.



# Compliance Best Practices

At Alawneh Exchange, we uphold the highest standards by implementing strict procedures aligned with best practices in the financial, exchange, and banking industries. We do not engage with walk-in customers without first creating a comprehensive customer profile and assigning a unique identifier. This approach enables us to:

## Sanction Screening

- Ongoing per customer profile.
- Per transaction.
- Delta file and periodic name screening.

## Risk Classification & Risk Rating

We classify all our customers into:

- Prohibited customers.
- High Risk, Medium, Low customers.

## Due Diligence Procedure

- Deny access to prohibited customers.
- EDD for High -Risk Customers.

## Comprehensive Statistics

- Analyze customer behavior and monitor market trends.

## Transactions Monitoring (TMS)

Ongoing monitoring

- Complicated Scenarios.
- Accumulated Scenarios and customer behavior.

## Effective & Efficient Reporting

- Ensure efficient SARS /STRS reports.

## Record Keeping

- Help us to merge the accumulated report for each customer.

# Compliance Program Core Pillars



## Risk Assessment

Develop a Risk Appetite and conduct self-risk assessments to identify and evaluate potential ML/TF risks associated with our operations, products, and services.



## Robust Policies and Procedures

We have established strict AML policies and procedures that cover customer due diligence (KYC), risk-based approach (RBA), transaction monitoring, suspicious activity reporting, name screening, and multi-risk mitigation practices.



## Management Commitment

We have full support from our Executive Management and Board of Directors.



## Training and Awareness

We provide ongoing training and awareness programs to empower our employees.

# Compliance Program Core Pillars



## Collaboration and Information Sharing

We actively collaborate with regulatory authorities, law enforcement agencies, and other financial institutions to exchange information and intelligence related to money laundering threats.



## Monitoring program

We employ advanced monitoring tools and techniques to analyze customer transactions and behaviors for suspicious patterns.



## Reporting and communication

We prioritize timely and accurate reporting of suspicious activities to relevant authorities, ensuring adherence to regulatory requirements.



## Record keeping

We meticulously capture and record customer due diligence and transactions, prioritizing precision and comprehensiveness. Supported by our advanced data management infrastructure and routine audits, we uphold the utmost integrity of our records.

# Compliance Automated Solutions

Alawneh Exchange leads in integrating advanced technology into compliance, becoming the first in the region to adopt cutting-edge solutions. Committed to SWIFT ISO 20022 standards, we enhance compliance, information security, data quality, and alignment with global financial best practices.



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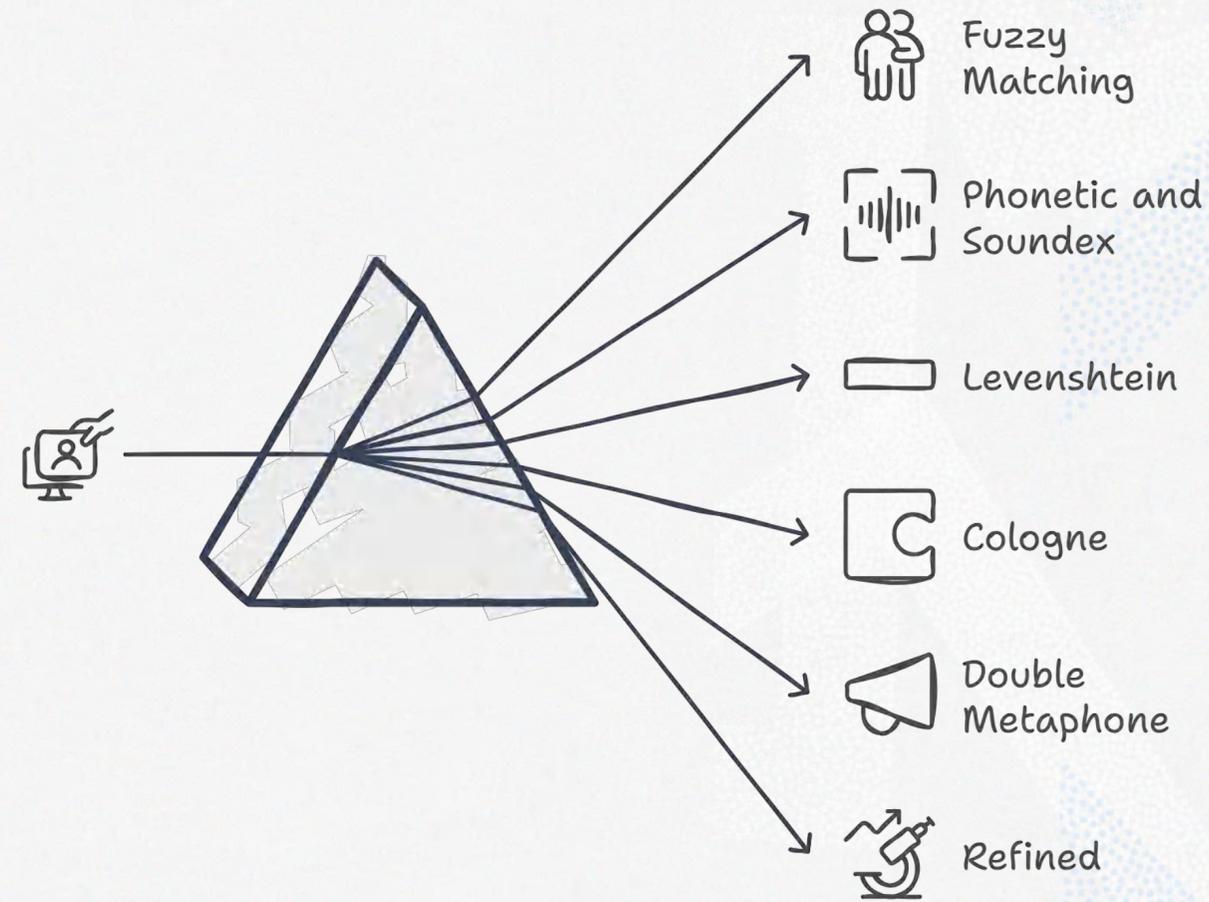
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Reuters Code: ALEA



# Essential Compliance Screening Lists & Techniques

## Name Screening Techniques



We conduct name screening against comprehensive sanction lists, including the National List, OFAC List, UN Sanctions List, EU Sanctions, PEP Lists, Internal Lists, and Adverse Media Lists, ensuring compliance for every transaction.

# Contact Us

[www.alawnehexchange.com](http://www.alawnehexchange.com)

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