

Our Guiding Principles

At the heart of the organisation's brand is its guiding principle: 'Collaborate. Excel. Deliver.' This principle lies behind the company's approach to its business, which allows Waha Capital to make clear, concise and confident decisions.



Our Vision

Our aim is to be the premier investment company in the Middle East, setting the highest standards in investment expertise, professionalism and corporate governance.

Our Mission

- To build and maintain long-term shareholder value
- To promote sound financial management
- To provide quality financial products and services
- To foster a culture that attracts, empowers and rewards

Our Promise

We promise professionalism, clarity and to act in the interests of our shareholders and other stakeholders. We foster a corporate culture that attracts, empowers and rewards high-calibre employees and incentivises them to provide high-quality and competitive services.

Our Values

We have a passion for delivering excellence with integrity in our day-to-day work, showing respect to business partners and peers, and communicating transparently and directly to all stakeholders.

We adhere to the following shared values:

Passion

Passion is the burning force that keeps us going no matter what happens. We have self-confidence and a firm belief in abilities.

Respect

We respect all people and the free exchange of ideas.

Integrity

We work in an open, honest, ethical, courteous and caring way.

Directness

We are direct and to the point, conveying information in a manner that is easily understood by all. We make dealing with us and our products and services as easy as possible.

Excellence

We are committed to achieving the highest standards in everything we do.

