

# LBMGROUP

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## **LBM Group AB signs brand management contract with UMEX Capital Markets Group PLC**

LBM is proud to announce that it has been awarded a 3 year contract to LBM Group and its affiliates and subsidiaries to provide the full value chain in Branding and Marketing of UMEX Capital Markets Group PLC's products and services.

This will involve the creation of brand identity, brand collateral, marketing material, marketing campaigns to include social media networks as well as assistance in the PR of the group to increase its brand footprint in the world.

UMEX CMG is a group holding company and is involved in various financial sectors dedicated to Sharia principles in the following lines of business through its subsidiaries:

- 1. ETP solutions ( Electronic Trading platforms) –** UMEX Trader™ an institutional electronic trading platform and also UMEX Liquid™ an OTC bulletin board for non-traded securities e.g. structured Sharia financial products. UMEX Sharia eTrader™ is a retail online share dealing service.
- 2. UMEX MTFs Trading Venues -** UMEX aspires to be the world's first 'Sharia' & 'Tea' compliant securities, trading and execution regulated MTF platforms that is dedicated to the trading of Sharia compliant securities from all of the world's main markets, emerging market exchanges, junior markets as well as new issues together with a host of exchange traded financial instruments like ETFs, Sukuks, depository receipts etc. The development of the ShariaUMEX MTF provides an efficient market place that allows a capital raising mechanism for world Ethical and Islamic Enterprises (IEs) and mainstream ethical and Sharia compliant securities (MSCS) in the form of Islamic/ Sharia depository receipts (ISDRs).
- 3. Financial portal -** Further it will be complemented and supported by [www.shariaumex.org](http://www.shariaumex.org) a dedicated Islamic finance information and news wire gateway portal supplemented with UMEX net TV to be launched in 2011.

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4. Among its **other financial activities** through its subsidiaries it is also involved in

- i. Investment
- ii. Asset Management
- iii. Stock broking
- iv. Corporate Finance
- v. Sharia Consultancy
- vi. Sharia Financial training

The Brand exercise will involve LBM to be involved in providing the whole brand value for UMEX group and its product and service offerings.

The contract will be for an initial period of 1 year and will be automatically renewed for a further 3 years should both parties wish to continue with their relationship.

LBM was contracted from July 2010 to undertake a preliminary assessment of the project and both parties are delighted of its initial relationship and have agreed to pursue this contract on a long term basis.

The contract will carry a monthly retainer fee plus other charges as per each campaign that is agreed upon.

LBM believes that this contract will help cement its entire initial working capital needs for the year.

**For further information, please contact:**

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Please also visit the LBM wesbite: [www.thelbmgroun.com](http://www.thelbmgroun.com)

*LBM develops and markets leading lifestyle and consumer brands through licensing, consultation and marketing, specifically targeting women, ethnical groups and ethical consumers. At the moment LBM have the license rights to develop and market the two global brands Goodyear and Royal Navy. The license rights include the selected product categories of shoes, clothes and assessors within defined geographical regions. LBM offer services in three business areas; Brand Licensing, Brand Management and Brand Communication which together covers the whole value chain.*