

# CASE STUDY: FRANKLIN TEMPLETON

## ABOUT FRANKLIN TEMPLETON



With over 75 years of experience, Franklin Templeton is today, among the world's largest asset managers with offices in major financial markets, serving clients in over 150 countries, and managing nearly USD 1.6trn in assets. Franklin Templeton offers

clients a gateway to investment excellence backed by a global organization and delivered through a consistent, coordinated client experience. It has broadened its capabilities by attracting leading public and private market investment managers

to the firm. Franklin Templeton is well-positioned to identify the best opportunities for its regional and global clients, with investment teams on the ground focused on MENA bonds and equities, and as a recognised leader in Sharia capabilities.

**ESTABLISHED:** 1947  
**ESTABLISHED IN DIFC:** 2004



Franklin Templeton made history as one of the first global asset management firms to establish roots in DIFC back in 2004. As we focus on a stronger tomorrow, our choice of DIFC as a centre of excellence for Central and Eastern Europe, Middle East, and Africa is a testament to both its esteemed status as the region's leading financial hub and our enduring commitment to this thriving landscape.

**Sandeep Singh,**  
Head – CEEMEA & India

## WHY DIFC?

- Deepest regulated financial market in the region. 5,500+ companies in DIFC with 670+ financial-regulated firms
- Neutral location in the region for accessing more public and private wealth.
- Dubai has the highest amount of private wealth of any Middle Eastern city.
- World class legal and regulatory framework.
- Ideal time zone for traders handling global investments.
- Zero personal income tax and favourable company tax regime.
- High quality of life and safe place to live.