SIMAH

MOARIF
Legal Entity Identifier

To Be Identified

(To be Identified) Campaign
An Executive Briefing of **MOARIF** Campaign
Saudi Credit Bureau (SIMAH) - **July 2020**

You Might be Known
But You Shall Be Identified

Brief

The objective for having LEI is to enable companies, enterprises and any legal firms to comply with all related rules and regulations and various reporting requirements, while at the same time enhancing creditability and transparency.

As Saudi Arabian Monetary Authority (SAMA) is eager to meet international requirements with regard to identifying legal entities to enhance financial stability and elevate transparency by encouraging all legal entities and companies from all sectors to have their own unique LEIs for their own entities, a new camping is developed: To Be Identified. SAMA is member of LEI Regulatory Oversight Committee (LEI ROC) which oversees and regulates all activities of Global Legal Entity Identifier Foundation (GLEIF).

To Be Identified campaign is an educational campaign supervised by SAMA & developed by SIMAH (as an official Local Operating Unit accredited by GLIEF) with an aims at prompting MOARIF and encouraging all legal entities to have their own LEIs.

Objectives

To encourage entities to **register** for MOARIF

Maximize the **benefits** of MOARIF

Ensure Quality and accuracy of data

Maximize MOARIF registration **Database**

Target Segment

Solidarity Companies

Closed Shareholding Companies

Open Joint-stock Companies

Limited Liability Companies

Joint-stock Companies

Main Companies

Enterprises

Holding Companies

Key Message

**Importance
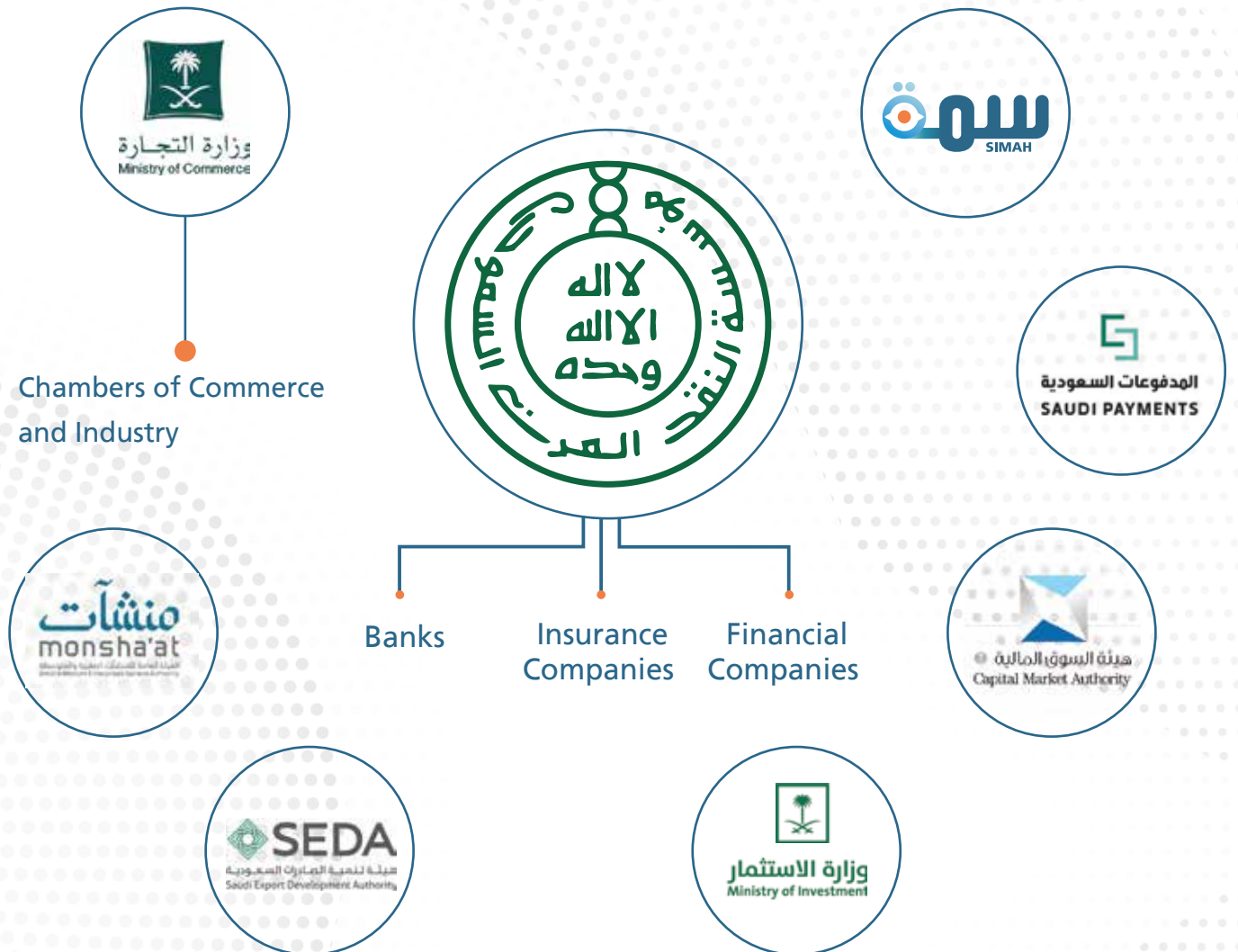of MOARIF**

Benefits of MOARIF

Get MOARIF

Logo

To Be **Identified**

Sequence of Logos

MOARIF
Legal Entity Identifier

To Be **Identified**

Participants

Chambers of Commerce
and Industry

Banks

Insurance
Companies

Financial
Companies

SIMAH

المدفوعات السعودية
SAUDI PAYMENTS

هيئة السوق المالية
Capital Market Authority

وزارة التجارة
Ministry of Commerce

لا اله
الا الله
وحده

monsha'at
منشآت

SEDA
هيئة تنمية الصادرات السعودية
Saudi Export Development Authority

وزارة الاستثمار
Ministry of Investment

Channels

Social Media Platforms

(Twitter, YouTube, LinkedIn, Instagram, and Snapchat).

SMS

Website

Mobile App

Business Newspapers

ATM

Email

News

Magazine

Remote Workshops

Materials
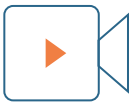
Videos

GIFs

Messages

Infographics

Landing pages

App Posters

Press Release

Website Posters

Presentations

ATM Posters

Road Map Timeframe

Start
AUG 25th 2020

End
NOV 30th 2020

AUG

DEC

SEP

NOV

OCT

○ launching **Campaign**   ○ **End** Campaign

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