

# MULTIPLY GROUP



AS OF 31<sup>st</sup> MARCH 2023

The background of the slide features a close-up, slightly blurred image of a tablet screen displaying various financial charts. A prominent green area chart is visible in the upper left, showing an upward trend. Other smaller charts and data points are scattered across the screen, suggesting a complex financial analysis or trading interface. The overall tone is professional and tech-oriented.

# Multiply Group at a Glance

With its trademark growth mindset, Multiply Group PJSC is an Abu Dhabi-based holding company that invests in transformative cash-generating businesses it understands. Multiply Group will continue to deploy capital across its two distinct arms, both of which follow a disciplined approach to investing and ensuring consistent, sustainable value creation for our shareholders in the short-medium and long-term:

## MULTIPLY

The investments and operations in long-term strategic verticals, currently Mobility, Energy and Utilities, Media and Communications and Beauty and Wellness. Anchor investments provide long term recurring income, through which bolt-on acquisitions are made. The aim is to launch a new vertical in 2023.

## MULTIPLY+

A flexible, sector-agnostic and opportunistic investment arm.

## FINANCIAL STRENGTH (as of 31 March 2024)

AED **38.7** bn

ASSETS



AED **25.9** bn

TOTAL EQUITY



**3,000+**

EMPLOYEES



AED **391** mn

GROUP REVENUE  
IN Q1 2024, +45% Y-O-Y



AED **393** mn

GROUP NET PROFIT  
IN Q1 2024  
(EXCLUDING UNREALIZED FAIR  
VALUE CHANGES)



AED **483** mn

CASH FLOW FROM OPERATIONS  
IN Q1 2024

**51%**

GROSS PROFIT MARGIN  
IN Q1 2024

AED **28** bn

VALUE OF PUBLIC MARKET  
PORTFOLIO

## MARKET CREDENTIALS

**26** bn

MARKET CAP



**25** mn

AVG. DAILY VOLUME IN 2023



PART OF  
ADX'S FADX 15 INDEX

ADX

سوق أبوظبي للأوراق المالية  
Abu Dhabi Securities Exchange

PART OF FTSE'S GLOBAL  
EQUITY INDEX SERIES





# Our Growth Strategy

## Vertical Building

Consolidate steady and predictable cash flow businesses in select verticals, that are at the cusp of digital acceleration, yet maintaining sufficient diversity for a balanced portfolio

- ▶ **Organic growth:** synergies, new services, new geographies, operational efficiency
- ▶ **Inorganic growth:** global expansion, new sectors, adjacent competitors

**MULTIPLY**

**MULTIPLY**  
GROUP

A AED 38bn\* Investment Holding company focused on operational vertical building & opportunistic investments

**MULTIPLY+**

## Minority Investments

Target high-potential, financially outstanding investments across a wide range of industries

Balance of energy between the two pillars

80%

20%

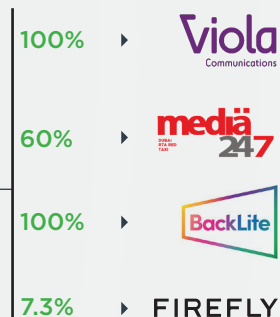
*\*Total Assets as of Q1'24*



## MULTIPLY

Create a leading, integrated and global media provider focused on premium offerings and services

### MEDIA & COMMUNICATION



Create a global energy portfolio balanced between yield and growth with a focus on offerings that will have structural long-term demand.

### ENERGY & UTILITIES



Create an integrated offering that focuses on multiple services/products that end-users require across their mobility journey.

### MOBILITY



- ▶ Create a regional leader in beauty services and products
- ▶ Bring together a holistic offering of wellness services addressing new emerging themes

### WELLNESS & BEAUTY



## MULTIPLY +

Sector-agnostic minority investments with outstanding potential



7.3%

 Breakwater Energy

4.7%



3.2%



2%



1.2%

# MULTIPLY

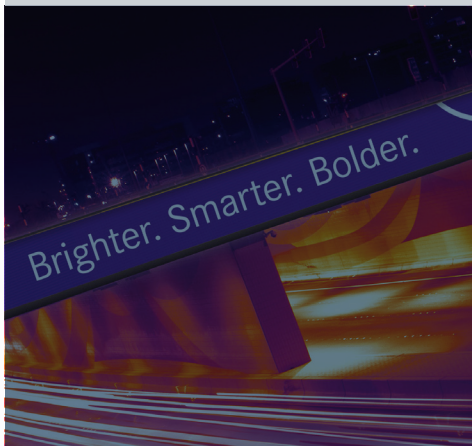
MEDIA & COMMUNICATIONS

We seek and invest in companies that optimise operations in marketing and media and create holistic solutions across channels.

## Viola

Communications

Established in 2001, Viola Communications was fully acquired by Multiply Group in 2021. Viola Communications has high-level contracts across several government entities and exclusive OOH media rights across most of Abu Dhabi.



## FIREFLY

A San Francisco based street level digital media platform that connects audiences with dynamic media on taxis and ride-share vehicles.

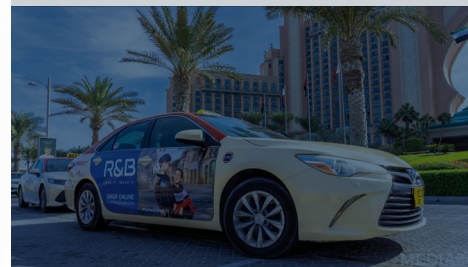
Annual y-o-y growth, 100%



## media 247

DUBAI  
RTA RED  
TAXI

Media 247 assets include over 45 exclusive outdoor premium hoardings, unipoles and 3D structures spread across Dubai's most strategic locations. The company offers media management, printing and special projects services and has sustained long-standing relationships with the most reputable advertisers and agencies both locally and internationally. Media 247 also provides transit media solutions such as vehicle wraps across Dubai's largest taxi fleet, RTA's red top taxis, and Dubai's RTA airport taxis.



## BackLite

Desirable by design®

Backlite media is a premier Digital Out-of-Home (DOOH) advertising company in the United Arab Emirates (UAE). With a portfolio that comprises 86% digital and 14% static advertising solutions, BackLite Media has established itself as one of the leading media companies in the UAE.



# MULTIPLY

ENERGY & UTILITIES

The UAE announced its commitment to achieving net-zero carbon emissions by 2050 and pledged to invest US\$163 billion in clean and renewable energy project.

Multiply Energy & Utilities highlights our commitment to increasing energy efficiency, decreasing environmental emissions and looking into technology that minimise power and water consumption.



Founded in 2006, PAL Cooling Holding (PCH) is one of the top players in the UAE's district cooling industry. Catering to landmark residential, commercial and mixed-use developments, PCH offers reliable and quality services from state-of-the-art central cooling plants .



Kalyon Enerji is part of one of Turkey's leading conglomerates, Kalyon Holding, which operates in construction, energy and aviation. Kalyon Enerji's assets include the PV power plant project with an installed capacity of 1.3 GW in the Konya's Karapinar region. When the project is completed in 2023, this facility alone will meet the annual electrical energy needs of approximately 2 million people. The company also has a wind project of 1 GW capacity in Ankara developed by Turkey's Renewable Energy Resources Zone (YEKA), a 100 MW solar project in Niğde, a 50 MW solar project in Gaziantep, and other renewable energy projects in various cities of Turkey.





# MULTIPLY

MOBILITY

Multiply Group is keen to invest in the evolving mobility sector with a particular interest in EVs, hybrid cars and the technologies that are changing the mobility landscape.



Emirates Driving Company was established in 2000 and is the main Abu Dhabi provider of pre-licensing driving education and one of the government's trusted partners for creating safe roads.



# MULTIPLY

WELLNESS & BEAUTY

We invest in local and international companies that specialise in preventive healthcare, beauty, tele mental health, consumer and corporate wellness-related services.

## We are focused on the wellbeing landscape in a post-Covid world:

Meeting patients anywhere

Prevention preference over treatment

Increase in personalisation

Mental health



LVL Wellbeing is a B2B SaaS corporate wellbeing platform that provides individual, team and corporate wellbeing practices that contribute to a healthier work/life balance. Used by members in almost 100 countries globally, the LVL platform provides tools for prioritizing health and wellbeing, leading to increased productivity, engagement, and retention through a wide range of original video-on-demand content and live sessions. Additionally, LVL's digital platform is utilized to create state-of-the-art wellbeing studios in corporate offices, transforming empty spaces and providing a great reason for employees to work from the office.



Comprises of beauty and healthcare companies – focused on consumer-centric businesses that are high-growth, recession proof and with high purchasing power.

BEDASHING  
BEAUTY LOUNGE

Jazz  
LOUNGE SPA

CREATIVE  
BEAUTY SOURCE  
BEN SUHAIL DISTRIBUTION L.L.C

tipstoos  
تيسن توير



# Our Industries & Investment Targets

## MEDIA & COMMUNICATION

### MEDIA

- D/OOH Media
- Digital/social media
- Programmatic and performance marketing

### COMMUNICATIONS

- Specialized communication, marketing and PR agencies
- Content creation/management platforms and agencies

### ENTERTAINMENT

- Gaming
- OTT & SVOD
- Production houses and platforms
- Event management
- AR/VR/MR

### DIGITECH

- Martech and Adtech
- Web 3.0
- E-Commerce
- Blockchain
- Data management
- Marketing Analytics, Performance Tracking & Attribution

## WELLNESS & BEAUTY

### WELLNESS

- Mental Wellness & Performance (tele-mental health solutions, mindfulness apps, sleep-tech, etc)
- Preventative Healthcare
- Wearables
- Vitamins and dietary supplements
- Fitness
- Sleep economy

### BEAUTY

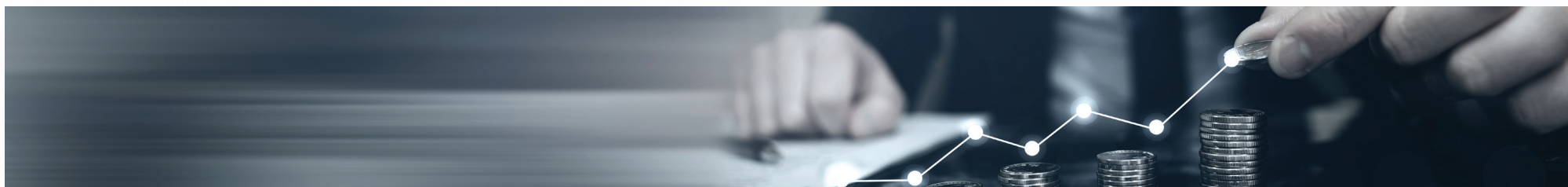
- Beauty and grooming
- Lounges and spas
- Products

## ENERGY & UTILITIES

- Tech based ancillary services for cooling, clean energy
- Clean Energy production

## MOBILITY

Ancillary services to complement the transformation in the automotive industry. This includes EVs, hybrid cars and other sensors and technology.





# Capital Deployment Plan

Our capital deployment plan aims to maximize shareholder value with a portfolio mix that offers stable earnings as well as durable growth over a long period. The current macroeconomic backdrop calls for a flexible allocation plan across various asset classes and geographies. This explains our recent public market bets.

**Broadly, we intend to continue deploying capital across the following channels:**

	MAIN VERTICALS			
	ANCHOR INVESTMENTS	BOLT-ON ACQUISITIONS	HIGH GROWTH DRIVEN VENTURES	PUBLIC MARKETS
Rationale	Anchor company (typically a sizable company with strong market footing and a durable model) will be used as a platform to allow for value creation through organic growth (digital transformation) and acquisition led growth.	Bolt-on acquisitions will provide complementary services, technology or geographic diversification and can be quickly integrated into the vertical.  Potential to exit through future liquidity events within 5 years.	Deploying a smaller percentage of our capital to nurture tech driven early ventures with significant value creation at exit, through propriety deals or with other PEs/funds.	Investment across listed companies that are available at a discount, considering their intrinsic value and industry dynamics, amid the ongoing softening of the markets.
Financial profile	Top-line growth  Cash generating  Healthy Balances		High Growth  Profitable or very close to profitable  High visibility on Exit	Profitable companies which are priced at a discount, ideally across industries we understand and have long term potential.



# MULTIPLY BOARD OF DIRECTORS



**ANDRÉ SAYEGH**  
Chairman of the Board,  
Former CEO First Abu  
Dhabi Bank



**H.E. HAMAD  
KHALFAN ALI  
MATAR AL-SHAMS**  
Board Member, Vice Chairman  
Ghitha Holding



**H. E. MANSOOR  
AL MANSOORI**  
Board Member, member of  
the Abu Dhabi Executive  
Council and Chairman of  
the Department of Health in  
Abu Dhabi



**RICK GERSON**  
Board Member, co-founder  
and CIO at Alpha Wave,  
co-founder and board member  
of Abu Dhabi Catalyst Partners



**SAMIA BOUAZZA**  
CEO & Board Member

# WE EMPOWER

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