



MULTIPLY GROUP

AS OF 31st DECEMBER 2024

A tablet screen displaying several financial charts, including a large green area chart at the top and smaller line and bar charts below. The charts show various data points over time, with labels for months like Jan, Apr, Jul, and Oct. The background is dark, and the text is white and green.

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 2025.

MULTIPLY+

A flexible, sector-agnostic and opportunistic investment arm.

FINANCIAL STRENGTH (as of 31 December 2024)

AED **43** bn

ASSETS



AED **30.4** bn

TOTAL EQUITY



3,000+

EMPLOYEES



AED **2,022** mn

GROUP REVENUE
IN 2024



AED **1,036** mn

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



AED **1.2** bn

CASH FLOW FROM OPERATIONS
IN 2024

47%

GROSS PROFIT MARGIN
IN 2024

AED **32** bn

VALUE OF PUBLIC MARKET
PORTFOLIO

MARKET CREDENTIALS

24 bn

MARKET CAP



22 mn

AVG. DAILY VOLUME IN THE
LAST 3 MONTHS



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 43bn* 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%




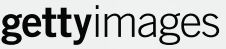

20%

**Total Assets as of Q4'24*

MULTIPLY

	Aspiration	
MEDIA & COMMUNICATION	Create a leading, integrated and global media provider focused on premium offerings and services	 100%  60%  100%  7.3%
ENERGY & UTILITIES	Create a global energy portfolio balanced between yield and growth with a focus on offerings that will have structural long-term demand.	 100%  80%  50%
MOBILITY	Create an integrated offering that focuses on multiple services/products that end-users require across their mobility journey.	 48%  51%
WELLNESS & BEAUTY	<ul style="list-style-type: none"> ▶ Create a regional leader in beauty services and products ▶ Bring together a holistic offering of wellness services addressing new emerging themes 	 51%  100%

MULTIPLY +

Sector-agnostic minority investments with outstanding potential
 7.3%
 4.7%
 3.2%
 2%
 1.2%

MULTIPLY

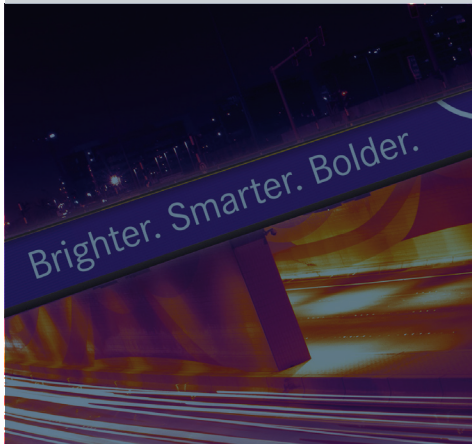
MEDIA & COMMUNICATIONS

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.

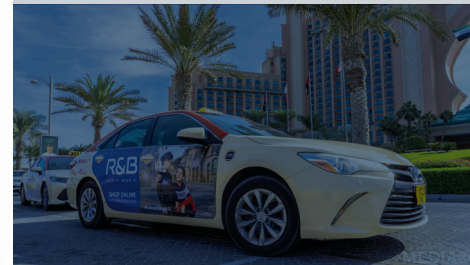
Annual y-o-y growth, 100%



mediä

247

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. 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.



A prominent driving center based in Dubai. Diversified offerings (training, delivery, limousine, auto workshop etc.) with >450 vehicles



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



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



TGC represents a conglomerate spanning 47 owned and operated salons and 15 franchises totaling 62 locations across 5 countries, catering to both male and female clientele.



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



**SAYED
BASAR SHUEB**

Chairman of Multiply Group,
CEO, Managing Director and
Board Member of IHC,
Board Member of Alpha
Dhabi Holding



**H.E. HAMAD
KHALFAN ALI
MATAR AL-SHAMSI**

Vice Chairman of Multiply
Group, Vice Chairman of
Ghitha Holding, Board
Member of Apex Holding



**H. E. MANSOOR AL
MANSOORI**

Board Member of Multiply
Group, Member of the Abu
Dhabi Executive Council,
Chairman of the Department
of Health in Abu Dhabi,
Chairman Space42



RICK GERSON

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



SAMIA BOUAZZA

CEO, Managing Director
and Board Member of
Multiply Group,
Board Member of TAQA,
Board Member of
Arena Events Group,
Board Member of EDC

THANK YOU

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