



MULTIPLY GROUP

AS OF 31st DECEMBER 2023

A tablet screen displaying several financial charts, including a large green area chart at the top and smaller line charts below. The charts show various data points and trends 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 2023.

MULTIPLY+

A flexible, sector-agnostic and opportunistic investment arm.

FINANCIAL STRENGTH (as of 31 December 2023)

AED **42.2** bn

ASSETS



AED **30.2** bn

NET EQUITY



3,000+

EMPLOYEES



AED **1,294** mn

GROUP REVENUE
IN 2023



AED **552** mn

GROUP NET PROFIT
AFTER TAX IN 2023



AED **849.14** mn

DIVIDENDS TO THE GROUP
IN 2023

AED **1.56** bn

CASH & BALANCE

AED **32.9** bn

VALUE OF PUBLIC MARKET
PORTFOLIO

MARKET CREDENTIALS

35.6 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



MULTIPLY GROUP

MULTIPLY

MULTIPLY
ENERGY & UTILITIES



MULTIPLY
MOBILITY



MULTIPLY
WELLNESS & BEAUTY

**OMORFIA
GROUP**



MULTIPLY
MEDIA & COMMUNICATIONS

Viola
Communications

FIREFLY



MULTIPLY+



yieldmo



gettyimages

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

DUBAI
RTA
TAXI

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.



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

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.



Omorfia Group

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 تيبستوز



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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