



MULTIPLY
GROUP

Multiply Group at a Glance

We are an Abu Dhabi-based tech-focused holding company with a global investment mandate. Our diversified portfolio strikes a balance between steady companies that generate recurring income and high-growth businesses.

FINANCIAL STRENGTH

12.1 bn
ASSETS



3,000+
EMPLOYEES



462 mn
H1 PROFITABILITY



11.1 bn
EQUITY



MARKET CREDENTIALS

28 bn
MARKET CAP



58 mn
AVG. DAILY VOLUME



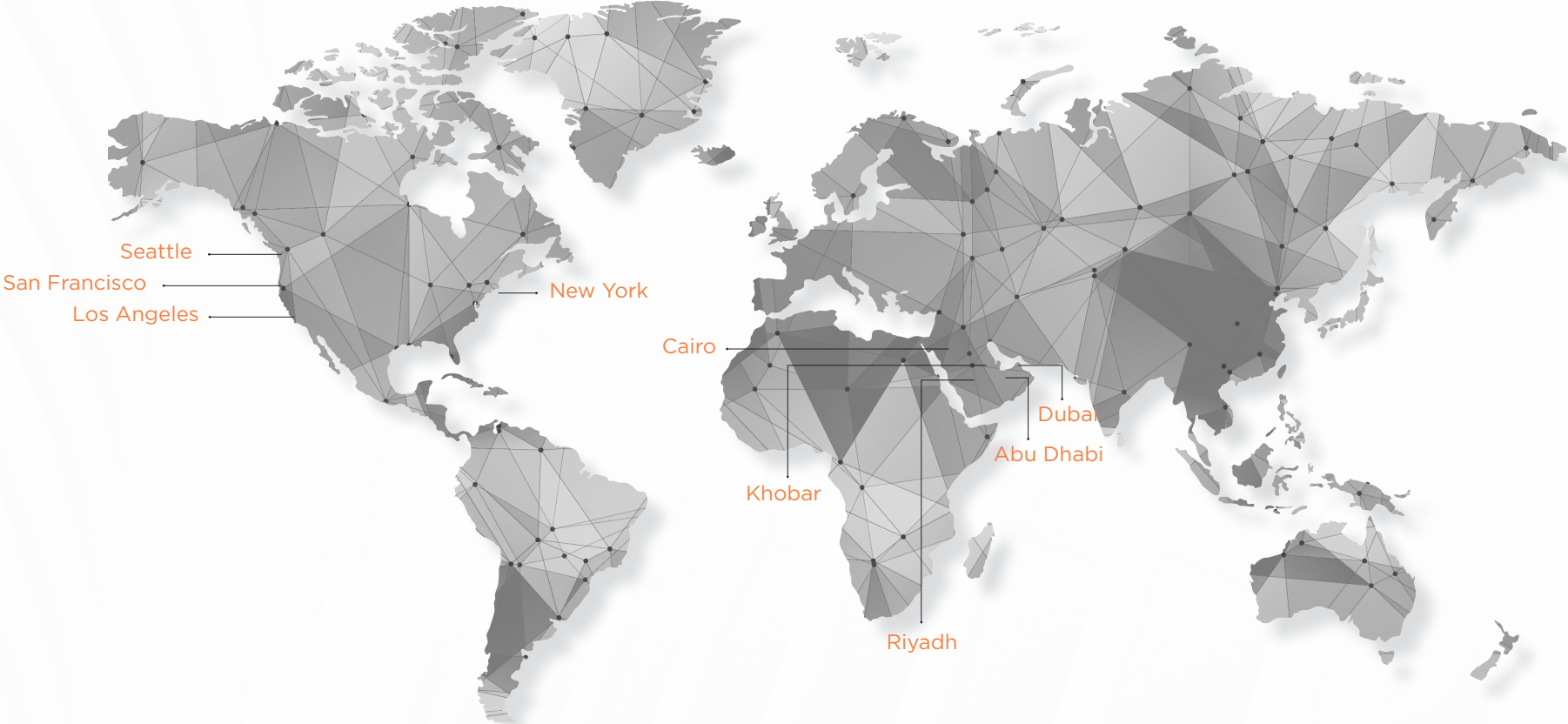
PART OF
ADX'S FADX 15 INDEX

ADX سوق أبوظبي للأوراق المالية
Abu Dhabi Securities Exchange

PART OF FTSE'S GLOBAL
EQUITY INDEX SERIES

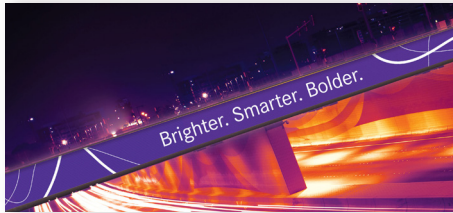


WHERE WE ARE?



Our Portfolio

MULTIPLY
MEDIA & COMMUNICATIONS



Viola
Communications

MULTIPLY
UTILITIES



PNL
COOLING
HOLDING

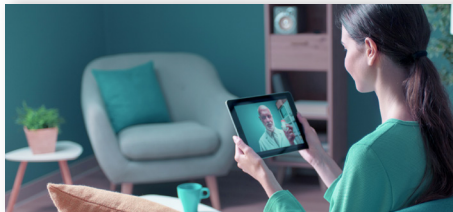
TAQA
طاقة

MULTIPLY
MOBILITY



شركة الإمارات لتعليم قيادة السيارات
Emirates Driving Company

MULTIPLY
WELLNESS & BEAUTY



Healthier

SAVAGE
FENTY
LINGERIE BY RIHANNA

OMORFIA
GROUP

BEDASHING
BEAUTY LOUNGE

Jazz
LOUNGE SPA

CREATIVE
BEAUTY SOURCE
BEN SUHAIL DISTRIBUTION LLC

tipstoos
تيسل تونز

MULTIPLY
DIGITAL ECONOMY



FIREFLY

yieldmo

gettyimages

MULTIPLY
GROUP

MULTIPLY

MEDIA & COMMUNICATIONS

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



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.



MULTIPLY

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 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 .



TAQA is an Abu Dhabi based diversified utilities and energy group listed on the ADX. It has significant stakes in power and water generation, transmission and distribution assets, as well as upstream and midstream oil and gas operations.



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 sole Abu Dhabi provider of pre-licensing driving education and the government's trusted partner 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

HealthierU

A unique and scalable telemedicine platform with the aim of becoming the largest integrated provider of health and wellness services.



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.

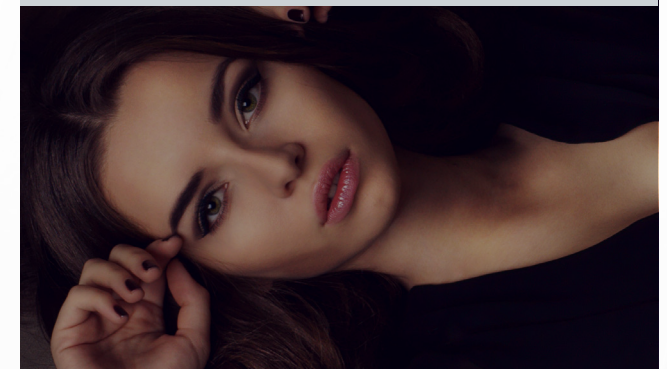
tipstoos
تیبسٹوز



SAVAGE
FENTY
LINGERIE BY RIHANNA

Savage X Fenty is a direct-to-consumer e-commerce fashion company launched in 2018 by Rihanna to celebrate fearless individuality and broaden the definition of what is beautiful.

Since its inception, it has experienced a revenue CAGR of 150%.



MULTIPLY

DIGITAL ECONOMY

We invest in tech-centric businesses – identifying the latest innovations in marketing, advertising and media globally; brands that disrupt the local landscape or those empowering with data-driven and hyper targeted advertising campaigns that optimise ROI.

Our areas of interest include digital advertising, data mining, creative content automation, AR/VR and consumer analytics.

Portfolio Pre-IPO Opportunities

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%



gettyimages

Getty Images is a preeminent global visual content creator and marketplace that offers a full range of content solutions to meet the needs of any customer around the globe, no matter their size.

Getty Images plans to take a practical and measured approach towards NFTs with the intent to create a recurring, sustainable, and profitable source of value for Getty and its stakeholders over time.

The company is valued at US\$ 4.8 billion



yieldmo

Yieldmo is a New York-based technology company focused on driving quality advertising.

Annual y-o-y growth, 30%



Our Industries & Investment Targets

MEDIA & COMMUNICATION

MARTECH

Data analytics

Marketing software

Programmatic and performance marketing

AR/VR

Consumer analytic

COMMUNICATIONS

AI based branding

Digital media

PaaS

Digital advertising

WELLNESS AND BEAUTY

WELLNESS

Corporate Wellness

Mental Wellness
(tele-mental health solutions)

Mental Performance
(mindfulness apps, sleep-tech, etc)

Preventative Healthcare

Wearables

BEAUTY

Beauty and grooming lounges and spas

Products

UTILITIES

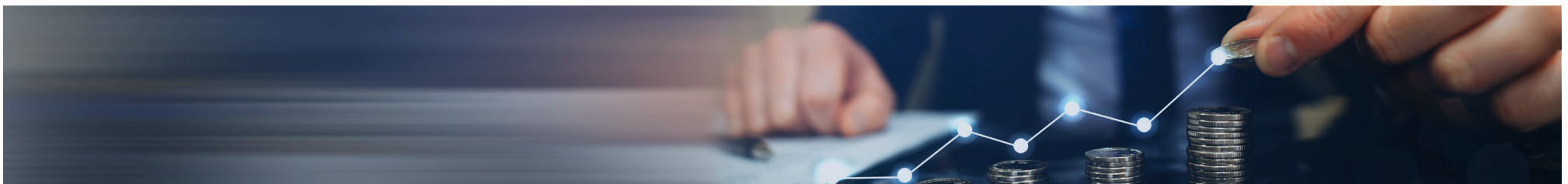
Tech based ancillary services for cooling, clean energy

MOBILITY

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

DIGITAL ECONOMY

A sector-agnostic vertical targeting businesses that are digitising the way they operate in order to enhance business performance and scale.



Capital Deployment Plan

Our capital deployment plan aims to maximize shareholder value with a portfolio mix that offers stable earnings as well as high growth over a long period. Therefore, our investment strategy is not set in stone. 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		HIGH GROWTH TECH DRIVEN VENTURES	PUBLIC MARKETS
	ANCHOR INVESTMENTS	BOLT-ON ACQUISITIONS		
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, amid the ongoing softening of the markets. Opportunistic investments in IPOs, SPACs and other in and out transactions.
Profitability	AED 35 mn to AED 125 mn towards Multiply Group (assuming acquisition at 12x earning multiple) Targets' total profitability should be between AED 45 mn - AED 155 mn (Assuming we acquire an 80% stake)	Operationally profitable/strong revenue and/or adding significant post acquisition value to the vertical.	Showing strong revenue growth with clear rationale if there is low or no profitability.	Profitable companies which are priced at a discount.



MULTIPLY BOARD OF DIRECTORS



ANDRÉ SAYEGH

Chairman of the Board,
Former CEO First Abu
Dhabi Bank



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

Board Member, Vice Chairman
Ghitha Holding



**H. E. MANSOOR
AL MANSOORI**

Board Member, Group Chief
Operating Officer at G42



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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