

## **Multiply Group acquires UAE marketing and communications firm Viola Communications**

**Abu Dhabi, UAE; 13 October 2021:** Multiply Group, a fast-growing diversified company, and subsidiary of Abu Dhabi-listed International Holdings Company (IHC), has taken full ownership of UAE marketing and communications firm Viola Communications, as it continues to expand rapidly and broaden its service offering in the strategic and digital marketing sector.

**Syed Basar Shueb, CEO & Managing Director and Board Member of IHC** said: "IHC is building scale across all of our portfolio companies and enhancing their capabilities to become national champions in their industries. Multiply Group is growing into a major player, with ambitions to expand its holdings and sector investments further both in the UAE and across the world. Through its strategic acquisitions, the company is broadening its client base and creating synergies that add significant value."

Viola Communications was established in 2001 and has grown into one of the largest marketing firms in Abu Dhabi, with offices also in Dubai and Cairo. It provides integrated marketing solutions across advertising, public relations, events, and production services, complementing Multiply Group's strong legacy in marketing and digital strategy.

**Samia Bouazza, CEO of Multiply Group** said: "We have formed a strong relationship with Viola Communications after merging its operations with Multiply Marketing Consultancy. The ecosystem we have created within Multiply Group is an exciting proposition for the region's media and digital marketing landscape".

Multiply Group has recently made strategic investments in Emirates Driving Company and joint venture Omorfia Group which oversees local beauty giants Tips & Toes, Bedashing, Jazz Lounge Spa and Ben Suhail Distribution.

**Bouazza** added: "Our strategy is to grow aggressively. Our stakes in San Francisco-based taxi-top advertising pioneer Firefly and New York-based advertising attention analytics firm Yieldmo further enable us to capture the power of next generation digital innovation and data analytics to bring greater impacts for brands and consumers."

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