



Working Together  
for Prosperity

Corporate Profile

# Company Overview

**Synergate** was created in response to the growing demand by owners, management, banks and investors, for effective hands-on bespoke solutions to meet the challenges facing enterprises in the current economic environment.

**Synergate** is the brain child of a member of one of the leading Emirati Families from Dubai.

The Decision to establish this company is born out of his passion to make a significant and lasting contribution to the success and prosperity of business enterprises in his beloved country.

To help him to achieve his goal he has at his disposal the following:

All the resources and expertise of the members of the family which includes investors, bankers, Lawyers, high level governments officials and owners of all types of business including but not limited to manufacturing, real-estate, hospitality, healthcare, education and banking and finance.

- ⚡ A highly effective network of professionals who collectively between them cover all the major disciplines to facilitate the delivery of holistic and comprehensive solutions. The team includes corporate strategists, corporate finance and restructuring specialists, senior project managers, lawyers and Bankers. Members of the team are called upon on a needs basis.
- ⚡ An experienced executive team who has the responsibility for execution and managing of assignments, and client relationships.



Our Business is to  
Take Care of Yours

# Our Credentials & USPs

Your Trust Advisor

➤ Deep expertise in the SME sector in particular:

 **Corporate finance**

 **Business Strategy**

 **Turnaround & Restructuring**

 **Startups**

➤ The Executive Team and the strategic Partners have blue chip background having worked for top firms such as Ernst & Young & KPMG and top 50 banks, such as Standard Chartered & Credit Swiss

➤ Strategic relationships with international sources of finance that have the appetite to lend / Invest in the UAE market.

➤ Strong relationship with the remedial bank officers of all the major banks based in UAE.

➤ Close working relationship with personnel in all the key government departments and Ministries.

➤ Deep understanding of the local economic and cultural environment.

➤ Hands-on approach – we roll up our sleeves and come alongside the clients' management particularly in crisis situations.

➤ Value For Money – we provide quality services that rivals the international firms but at a fraction of their cost.

# The Executive Team

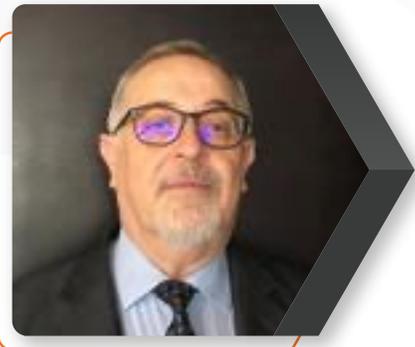


## **Yousef Abu Laban - Managing Partner**

Yousef is the Co-founder of Synergate. He is a graduate in computer networks system and has over 10 years' experience in company formation & startup advisory services, advising foreign entities to establish a presence in the UAE, and dealing with special challenges facing his clients.

Yousef has close relationship with a number of business angel investors who are proactively looking for quality investment opportunities in the UAE. Yousef has a good track record of helping foreign entities establish and grow their operations in the UAE.

Apart from managing the practice, Yousef has specific responsibility for leading the delivery of Special situations , FDI and Startups services.



## **Joseph Wazzan - Head of Corporate Finance & Restructuring**

Joseph is a British citizen but his roots are from the Middle East. He is an Arabic speaker and has been residing in Dubai since April 2008. As such, Joseph has deep understanding of the culture, the state of the economy of the UAE and where the opportunities are.

Joseph qualified as a Chartered accountant in 1986 with Ernst & Young London. Soon after qualifying he joined the firm's Dubai office for a couple of years. Upon his return to the UK he joined KPMG where he spent 5 years with them in the Corporate Finance division. He then set up his own corporate finance & restructuring firm advising SMEs on business strategy, fund raising and turnaround and restructuring. In 2001 he joined Begbies traynor ( the largest independent Corporate recovery firm in the UK) and established a turnaround division in their London office. In 2008 Joseph decided to return to Dubai and he has been there ever since. Joseph's career spanning 30+ years has largely been focused on Corporate Restructuring, refinancing, and turnaround. In the last couple of years he also extended his interest to project Finance. At the time of writing he is progressing several large transactions. The funds are being raised primarily through the Crossway Capital (<http://www.crosswaycapital.com.au/>), a leading provider of alternative & structured finance and is headquartered in Sydney Australia. Joseph is Crossway's director for the middle east region . Joseph also has access to a number of regional business angel investors who are actively seeking quality opportunities in the region and the UK.

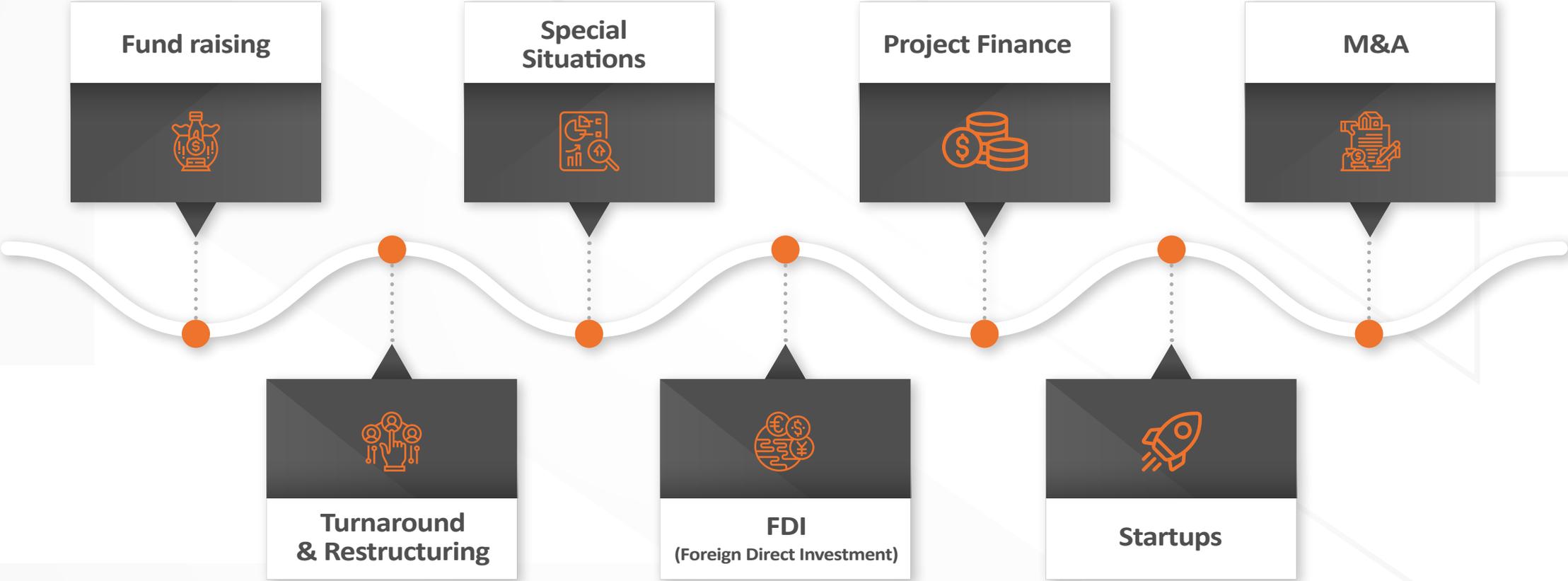
# The Executive Team



## Zulfiya Khalilova - Director of FDI unit

Zulfiya's background is in the oil and gas sector in her own country of origin (Azerbaijan). She has been residing in the UAE since 2013. Her main focus has been on advising Business Enterprises from CIS countries on establishing a presence in the UAE. As such she developed considerable experience in company formation, Immigration, opening bank accounts, premises identification, market penetration strategies and international trade. Zulfiya's role is to focus on the management and execution of FDI assignments.

# Our Services



# Our Services

## Fund raising

One of the key issues facing business enterprises in UAE is raising finance to meet their working and growth capital requirements. This is because many Gulf banks are experiencing tight liquidity and a significant rise in non-performing customers.

This gave rise to many non-Bank funding institutions coming into the market to fill this gap.

**Synergate** has developed strong relationships with a number of these institutions, in particular for the following types of finance :-

**Trade Finance**

**Trade receivables**  
(Factoring & Confidential invoice discounting)

**Project Finance**

**Bank guarantees for credit enhancement**

**Bank guarantees for credit enhancement**

**Private Equity**

**Venture Capital**

**Business Angels**

**Our sources cover both conventional and Islamic finance Sources.**

# Our Services

## Turnaround & Restructuring

We at **Synergate** are able to assist business that are underperforming, distressed, or near insolvency by developing and implementing complete bespoke turnaround and restructuring plans.

When we are engaged we quickly mobilize our people and diagnose the situation and begin to generate solutions. Typical solutions include but not limited to the following:

### Debt restructuring

This can be done in two ways:

#### **Informal**

Negotiation with trade and finance creditors with the objective of securing sensible deals that are achievable and will give the enterprise a new lease of life. Such deal will be ratified by formal agreements.

#### **formal**

Restructuring can be achieved through the application of the procedures prescribed by the new bankruptcy law (Federal law no.9) enacted in 2016. This is a complex area of law and in order to give understanding of it please refer to our website under the Insight section and download a document entitled “the new bankruptcy law analysis and highlight”. In conducting this service we work closely with experienced lawyers.

### Stabilization of crisis

-  Stakeholder management To create calm.
-  Generating one- off wins on cash generation e.g disposal of peripheral assets
-  Implementing strong cash controls

# Our Services

## Turnaround & Restructuring

### Re-financing

- Without a fresh injection of cash it is very difficult if not impossible to achieve a successful turnaround. Sources of turnaround finance are very scarce but we do have access to several such sources who have the appetite to invest in distressed businesses. To learn more please refer to the Insight section and download a document entitled “ Turnaround Finance”

### Performance improvement

- To achieve a successful turnaround, the enterprise must develop and implement radical and rapid improvements to its profitability and cash management.
- To help our clients to achieve this we come alongside them and together with them develop and implement the appropriate measures that will deliver these objectives.

### Nurture and growth

- Once the enterprise reaches the state of normality, attention will be turned to developing and growing the business to reach its potential.

# Our Services

## Merging and Acquisitions (M&A)

- Mergers & Acquisitions (M&A) refers to the management, Financing, and strategy involved with buying, selling, and combining companies.
- We are able to help sellers find buyers (and visa versa), conduct negotiations, handle the paperwork, perform due diligence and where relevant secure funding to facilitate the deal.

### Our key strength in delivering these services are:

- ⚡ Deep understanding of the market across many sectors in the UAE, KSA, Oman, Jordan and the UK.
- ⚡ Access to investors who have the appetite to invest in SME in these locations.
- ⚡ Professional systematic approach to acquisitions search and selection and in securing buyers for sales mandates.
- ⚡ Preparation of information/ investment Memorandums of the highest standard that is comparable to the quality you would expect from the big 5 but at considerably less cost.
- ⚡ Strong negotiation skills.

### Deep expertise in

- ⚡ Business valuation
- ⚡ Business Sales strategy
- ⚡ Acquisition search and selection
- ⚡ Financial modeling
- ⚡ Deal structuring

# Our Services

## Special Situations

By special situation we refer to the following specific services:

### Distressed investment opportunities

- ⚡ We have access to funding institutions who have the appetite and expertise to invest in distressed assets / businesses where the entry prices is low and upside potential is high.

### Partners' disputes

- ⚡ Partners often end up in a dead lock situation in their relationship for variety of reasons. In such situations the parties may seek professional advice. We have expertise in relation the following areas:
  - Valuation of the enterprise
  - forensic investigations
  - Arbitration

# Our Services

## FDI ( Foreign Direct Investment )

We are able to advise and support foreign entities that wish to establish a presence in the UAE in the following areas:

- ⚡ **Conducting a market research and market feasibility to assess whether there is a commercially viable gap in the market for the clients' products and services.**
- ⚡ **Assisting in the development of the most effective marketing and business development strategy to penetrate the market.**
- ⚡ **Preparing detailed profit and cash flow projections to reflect the financial implications of the strategy.**
- ⚡ **Assisting you in the recruitment of appropriate personnel.**
- ⚡ **Advising on the most appropriate legal vehicle to conduct the business and assisting in the company incorporation, permits, approvals, licenses and visas.**
- ⚡ **Assisting in the identification of the right premises and in negotiation with landlords.**
- ⚡ **Assisting in putting together the accounting systems and administration procedures and preparing monthly management accounts.**
- ⚡ **Making introductions to strategic JV partners and potential key customers.**
- ⚡ **Assisting in opening bank accounts.**

# Our Services

## Project Finance

Through our strategic relationship with Crossway Capital ( [www.crosswaycapital.com.au](http://www.crosswaycapital.com.au)) and Thoroughbred Capital Partners ([www.thoroughbredllc.com](http://www.thoroughbredllc.com)) we are able to secure funding for large projects > \$100m.

The criteria for accepting projects for funding are:

- **The Project must be shovel ready. In other word the project is ready to be executed. All that is missing is the funding.**
- **The Project must be variable.**
- **Assisting you in the recruitment of appropriate personnel.**
- **The Project principals are capable of delivering the project.**
- **It must be located in stable country.**
- **There must be off- takers, for example having a power purchase agreement (PPA) in the case of an energy project.**
- **The executing contractor must have the appropriate technical expertise and the financial stability to execute the project.**

To enable us to make a preliminary assessment of the eligibility of your project for funding please email us at ([j.wazzan@synergate.co](mailto:j.wazzan@synergate.co)) with following key information:

- **Project description**
- **Current status**
- **Brief bios of principles**
- **EBITDA after stabilization**
- **Outline profit and cash flow projections**
- **Project funding requirement and how much has already been invested**

# Our Services

## Start – ups

Irrespective of whether you are a foreign entity that wishes establish a presence in the UAE or an indigenous business start -up we are able to offer complete service comprising but not limited to the following;

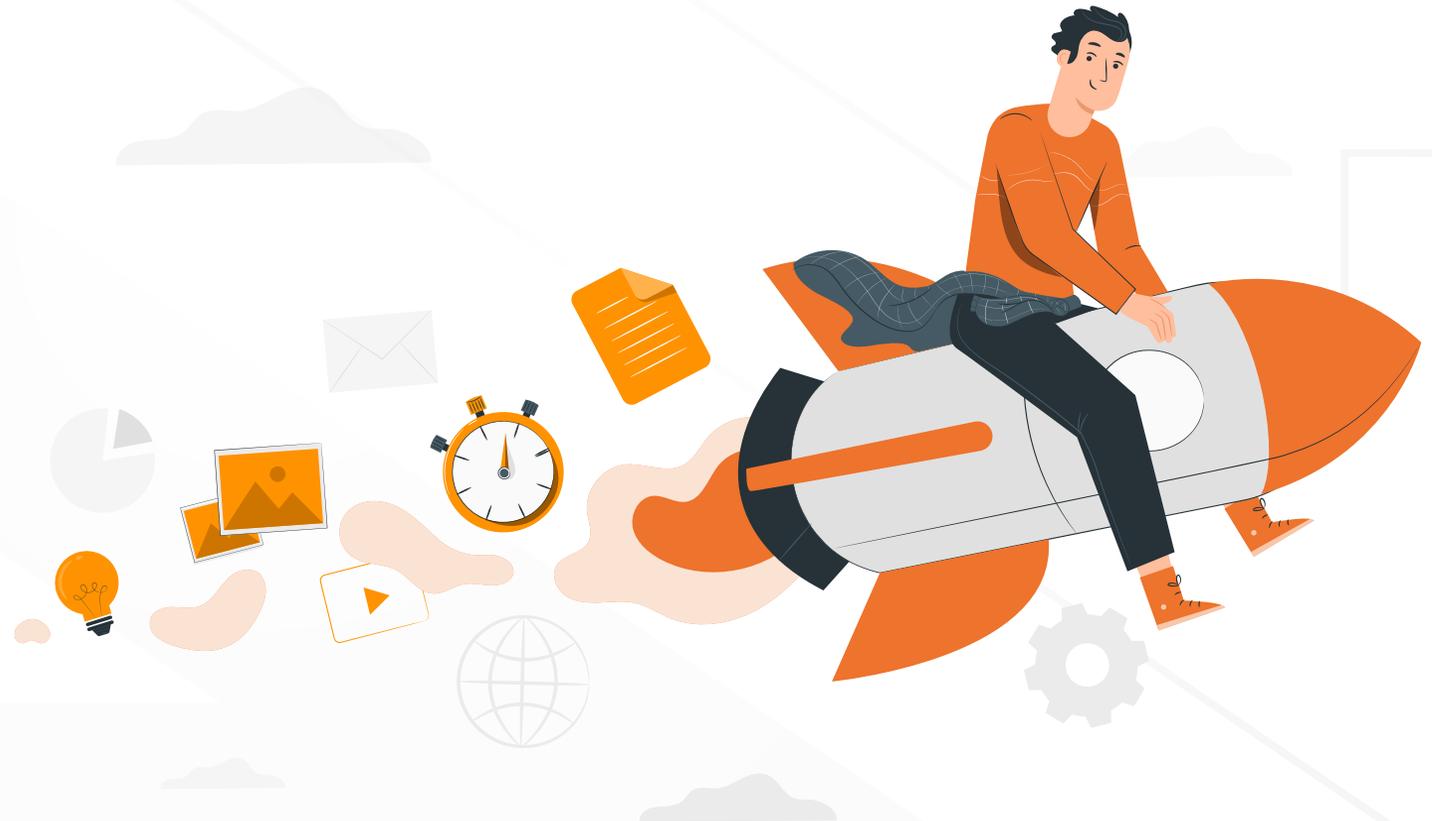
**Company formation  
(Onshore & Offshore)**

**Corporate Sponsorship**

**Business planningt**

**Business Angel and VC finance**

**Opening bank accounts**



# Strategic Partners

In order to help Synergate deliver complete and holistic solutions to deal with its clients requirements we have developed strategic relationships with our Partners.

## Finance Partners



## Bank Debt Restructuring



## JVs / Collaboration



# Contact Us

+971 4 393 8838 +971 56 104 9040 info@synergate.co

Working Together  
for Prosperity

