



# Consultancy Services

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# Presentation

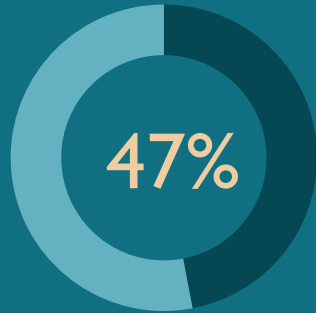
*Strategic Intelligence*

Manar Military Consultancy

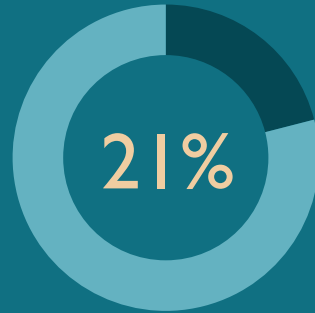
## OUR BIG IDEA

Based on commitment and trust with its customers, Manar Military Consultancy, **the UAE leader in strategic intelligence**, has at the heart of its mission the elimination of risk for international projects and the reduction of the inherent uncertainty that comes with any business growth strategy.

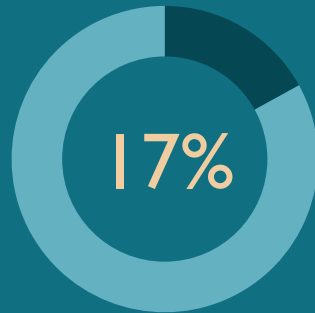
# THE MARKET: International Foreign Companies 2021



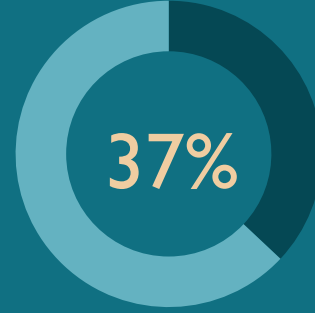
Customer 1



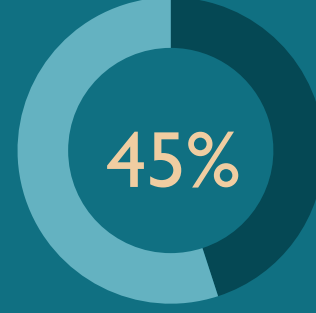
Customer 2



Customer 3



Customer 4



Customer 5

CUSTOMERS	GROWTH	SECTOR
Customer 1	47%	Strategic Intelligence
Customer 2	21%	Business Integrity
Customer 3	17%	Business Security
Customer 4	37%	Business Diplomacy
Customer 5	45%	International Deployment

*More and more Foreign Defense Companies wish to establish their facilities in the GCC.*





# OUR SERVICES

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✓ Strategic Artificial Intelligence

✓ Strategic Intelligence

✓ Business Integrity & Compliance

✓ Business Diplomacy

✓ Business Security

✓ Territorial & International Deployment

✓ Tawazun OFFSET Support

✓ NATO Regulation & Compliance

### Training

Adapted both for the operators and the executive level with a focus on the real possibilities and limitations of AI technologies. The aims of this training program is not to train Machine Learning experts but to produce well informed operators and decisions takers aware of the stakes and limits associated with the use of AI, able to use and understand the AI algorithms that they would have to use.

### Raising Skills & Employability

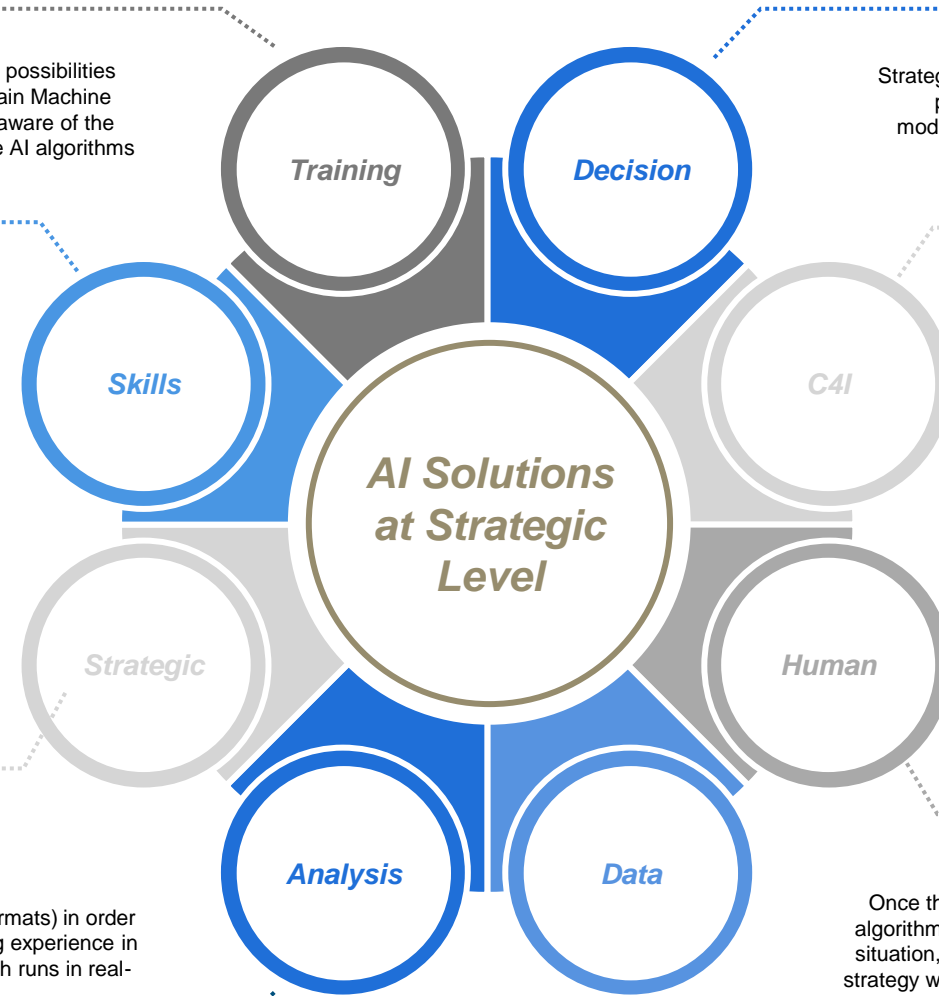
Machine Learning knowledge is a very valuable skill to increase employability in a wide variety of fields (Admin, Procurement, Field operators, Logistic, etc.). Training program might use AI to simulate and emulate real life situations, allowing a continuous improvement of the operators skill.

### Strategic Level

More generally AI can be used to foster strategic decisions. The dual use of multi-scale data, coupled with a correct descriptions of possible strategies can provide a accurate insight for governments for operational performance.

### Strategic Analysis & General Analysis

AI algorithms can take as inputs heterogenous data (of any kind, types and formats) in order to extract meaningful value (discrete cues, hidden patterns). We have a strong experience in deploying machine learning algorithms able to tackle this kind of analysis which runs in real-time.



### Support of Strategic Decision-Makers

Strategic recommendation for C4I decision takers can be translated by several proposition of strategy of response to adopt (specific troops movements, modifications of the rules of engagements, selection of specific vectors etc.).

C4I

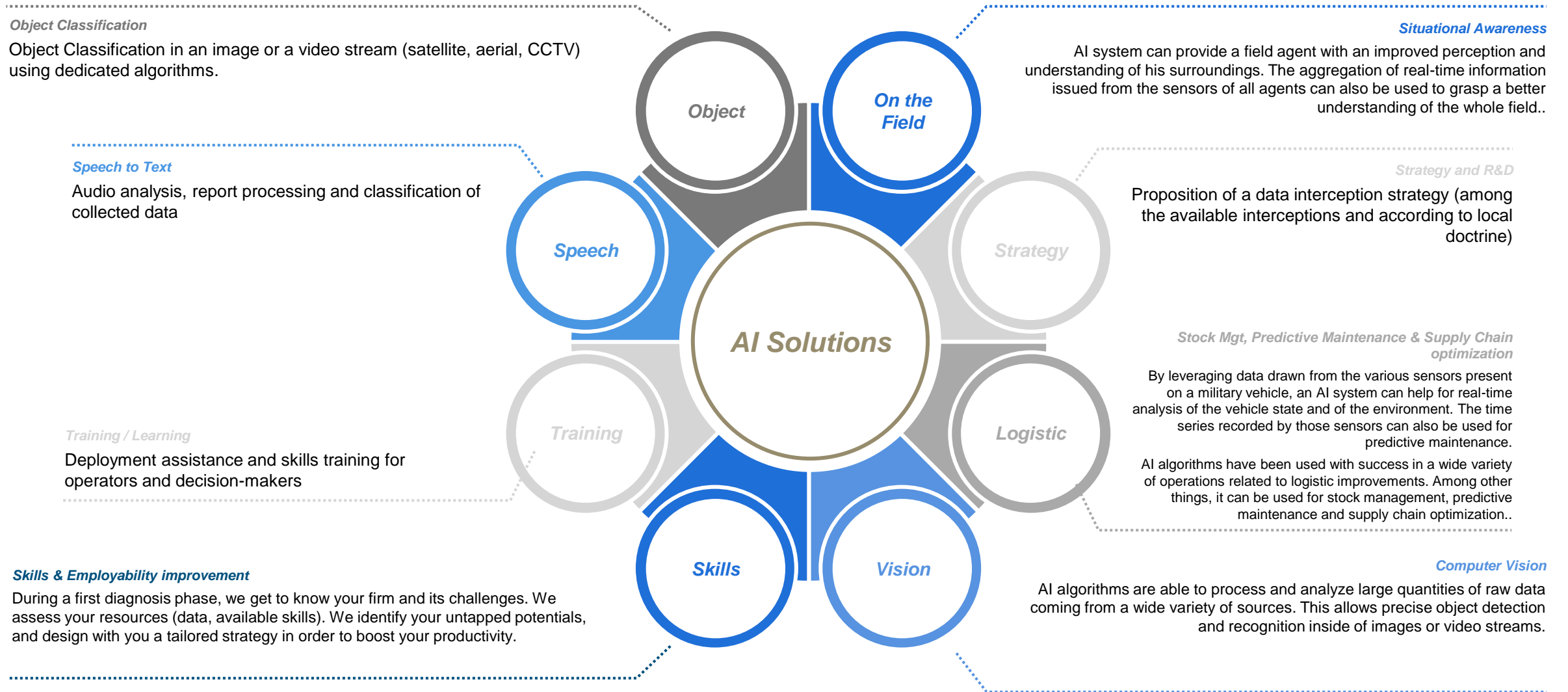
Analyze the incoming data using Machine Learning algorithms. Use the analyzed data to emphasize the most important aspects of all the data collected regarding the specific situation. Propose optimal strategies to respond to the situation.

### Integration of Human & technical systems

Any kind of vector (producing meaningful data) can be integrated into a data concentration process which is streamed to the AI algorithms. At this steps the data is analyzed both at the local scale and at the global scale providing a real-time analysis of the situation both at the tactical and the strategical level. This concept of multi-scale treatment of the data allows the integration of several vectors in a perpetually evolving situation.

### Data Analysis & Resources Skills Analysis

Once the situation described by the different sensors has been analyzed by the algorithms, the AI decision-support part of the program will be able to classify the situation, and regarding a set of given rules of engagements, propose an optimal strategy with respect to the analysis of the situation and of the resources available for the response.



## Investigation

MMC provides professional investigative expertise to resolve any problem or crisis situation on the basis of an objective and detailed analysis of weak signals, facts and competing strategies. Through its discretion and its “tailor-made” approach, MMC allows its clients to manage all sorts of proven or emerging risks while protecting the continuity of business.

## Sectorial Studies

The studies and analyses carried out by MMC enable its clients to better control their environment (technological, competitive, regulatory, etc.). Its international networks and data collection and processing capabilities allow MMC to better understand the strategy of market players, regardless of the sector (energy, transportation, aeronautics, defense, health, IT, food supply chain, finance, insurance, distribution, services, media, real estate, telecom, leisure, etc.).

## M&A Intelligence

External growth operations (mergers, acquisitions, JV, minority shareholdings) are essential for penetrating new markets, both in emerging and mature countries. The financial or technical rationality of an M&A transaction is not enough to guarantee its success. MMC understand the environment of an M&A operation, assess the respectability of targets and decision-makers, map internal governance, and analyze what is called the “invisible” aspects of an external growth operation: asset history, reality of the commercial track record, real intentions of shareholders, business practices of shareholders and managers, relations with public or regulatory authorities, latent liabilities, hidden and outstanding litigation, intellectual property issues, image and reputation elements of natural and legal persons, etc.

## Fraud & Counterfeiting

The globalization of capital flows is a reality all sectors are subject to today. Funds can be transferred instantly around the world, offshore markets are increasingly more complex to regulate, smuggling methods have proliferated due to new technologies, products affected by counterfeiting are multiplying and no economic activity is immune from fraud. For the last 3 years, MMC has helped its customers reduce uncertainty in this international fast-paced environment.

## Strategic Review

The studies undertaken by MMC allow its customers to better manage their strategic environment and their innovations. Relying on both analytical teams and experts who have the most advanced technologies and privileged information at their disposal, and linguistic skills of its teams (some 30 languages are spoken by MMC teams, including Arabic, Russian and Chinese), MMC provides a strategic advantage to its clients.

## Key Decisions Makers

The precise identification of the decision-making circuits is an essential step in the operational deployment of a strategy to conquer markets. It is also necessary to consolidate a commercial or industrial position in a country or a sector of activity. It requires a detailed knowledge of structures, decision-making channels and networks of influence. MMC has developed tools and a methodology which allow it to perform these services in all countries, relying on local teams and sector expertise.

## E-reputation

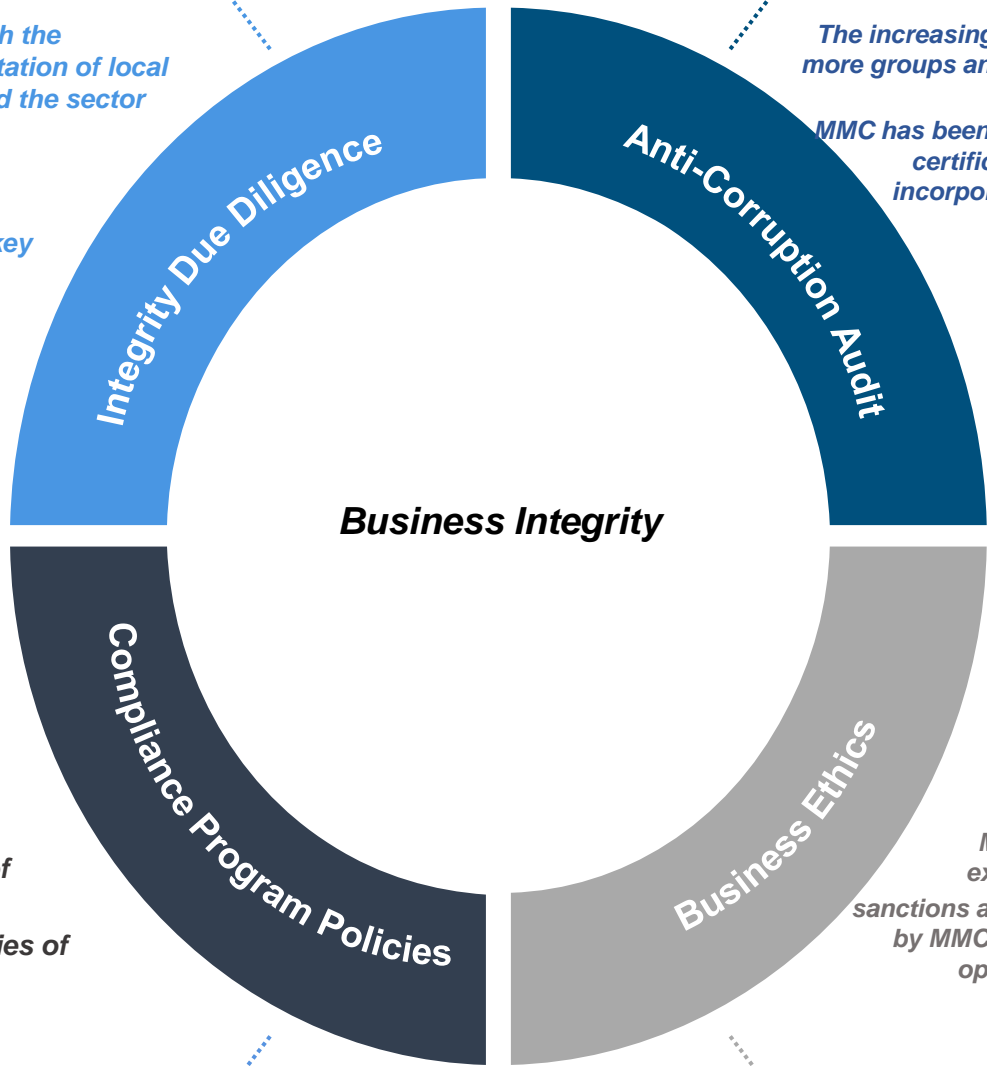
The image of a business, its leadership, and the reputation of its products have a direct influence on the growth of its activity. Businesses are too often in "reaction" mode with regard to an undesired evolution of this image, whereas reflection and analysis of weak signals can allow for the understanding of trends, the anticipation of destabilization, and a wider perspective on competition. The Internet and social networks are profoundly changing the constant of time: it is necessary to permanently watch and integrate results into the customer's global strategy.



*The process of securing third parties requires mastering both the processing of information from open sources and the exploitation of local human sources, regardless of the country of intervention and the sector of activity.*

- MMC guarantees the reliability and quality of its analysis:*
- reputation and honorability of the target company and its key Executives
  - capital structure as well as the end beneficiaries,
  - relational networks of the persons concerned,
  - potential risks of corruption or reputation
  - financial strength of the target and the existence of possible hidden litigation and/or liabilities,
  - operational capacity of the company.

*MMC supports its clients in the design of compliance programs (anti-corruption, international sanctions, duty of care, data protection, etc.) and the definition of tailored procedures and control systems adapted to the specificities of each company.*



*The increasing demands of compliance and transparency are leading more and more groups and business sectors to estimate or measure the effectiveness of a program in terms of competitive and strategic issues.*

*MMC has been developing a repository of more than 200 checkpoints to issue a certification in line with the best international practices (ISO 37001) and incorporating the most recent recommendations of major anti-corruption authorities (American DoJ, British SFO, French AFA, etc.).*

*Composed of investigative specialists and lawyers, MMC's compliance teams formulate recommendations and implement corrective actions.*

*Over the past decade, regulations on export controls, compliance with international embargoes and respect for human rights have become significantly stronger.*

*MMC offers its clients operational monitoring of all legislative and extraterritorial developments, all decisions relating to international sanctions and an analysis of previous cases. This global vigilance proposed by MMC applies to all geographical areas and materializes for example in operational tools for the screening and the verification of suppliers.*

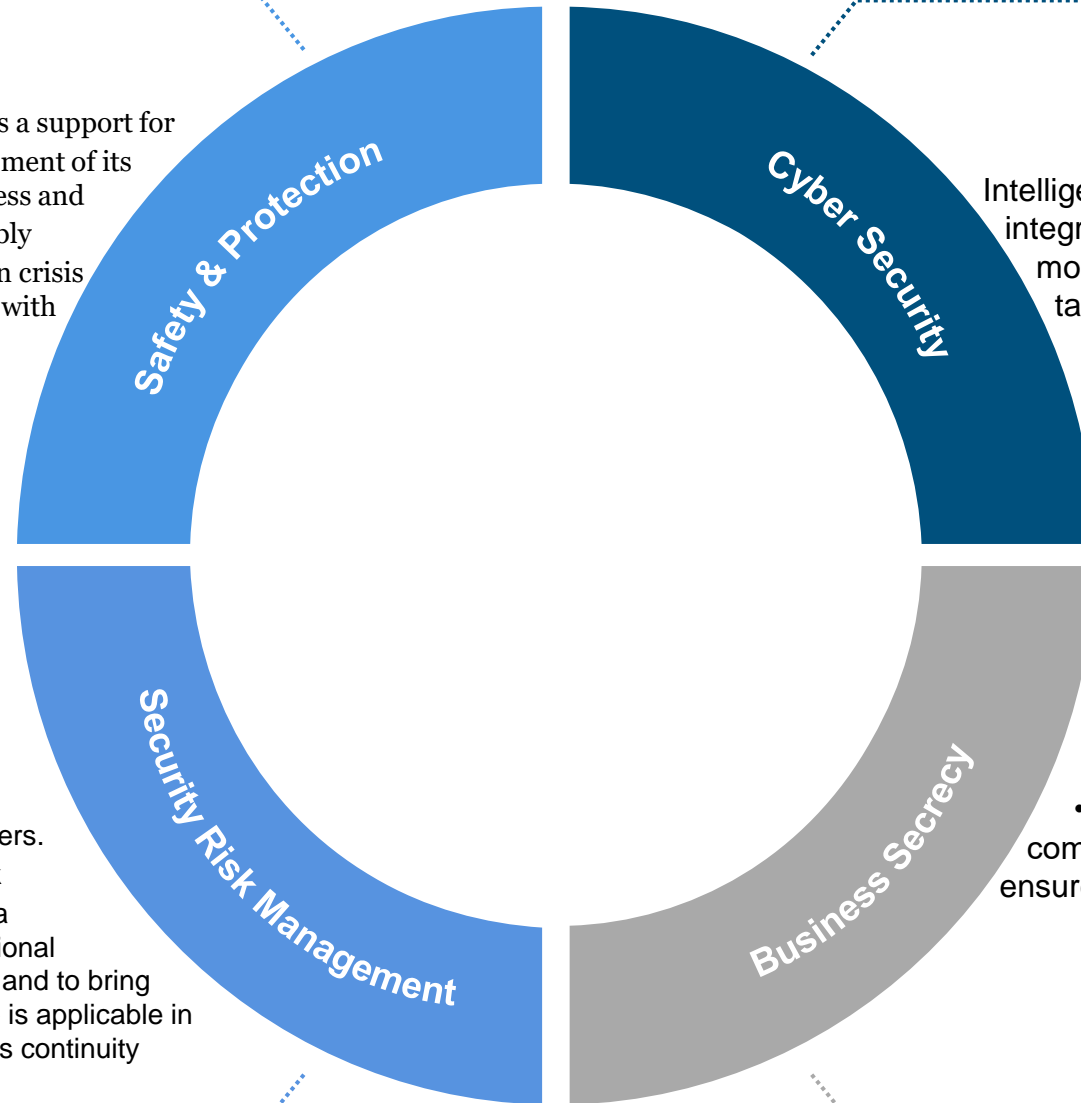


## Safety & Protection in Challenging Areas

- **Risks management** – Positioning safety/security as a support for the company’s growth, MMC contributes to the development of its clients’ activities by helping them with the decision process and securing the entity’s stakeholders and assets. MMC notably offers to secure its clients’ mission, to accompany them in crisis prevention and management, as well as to support them with their collaborators’ international mobility.

## Security Risk Management

- MMC cultivates a global approach of all security matters. Its DNA is protecting businesses and eliminating the risk associated with the most complex projects. MMC takes a multidisciplinary approach and has a network of international correspondents that allows it to adapt to any type of risk and to bring operational solutions to business leaders. This expertise is applicable in both a crisis situation and anticipation to ensure business continuity

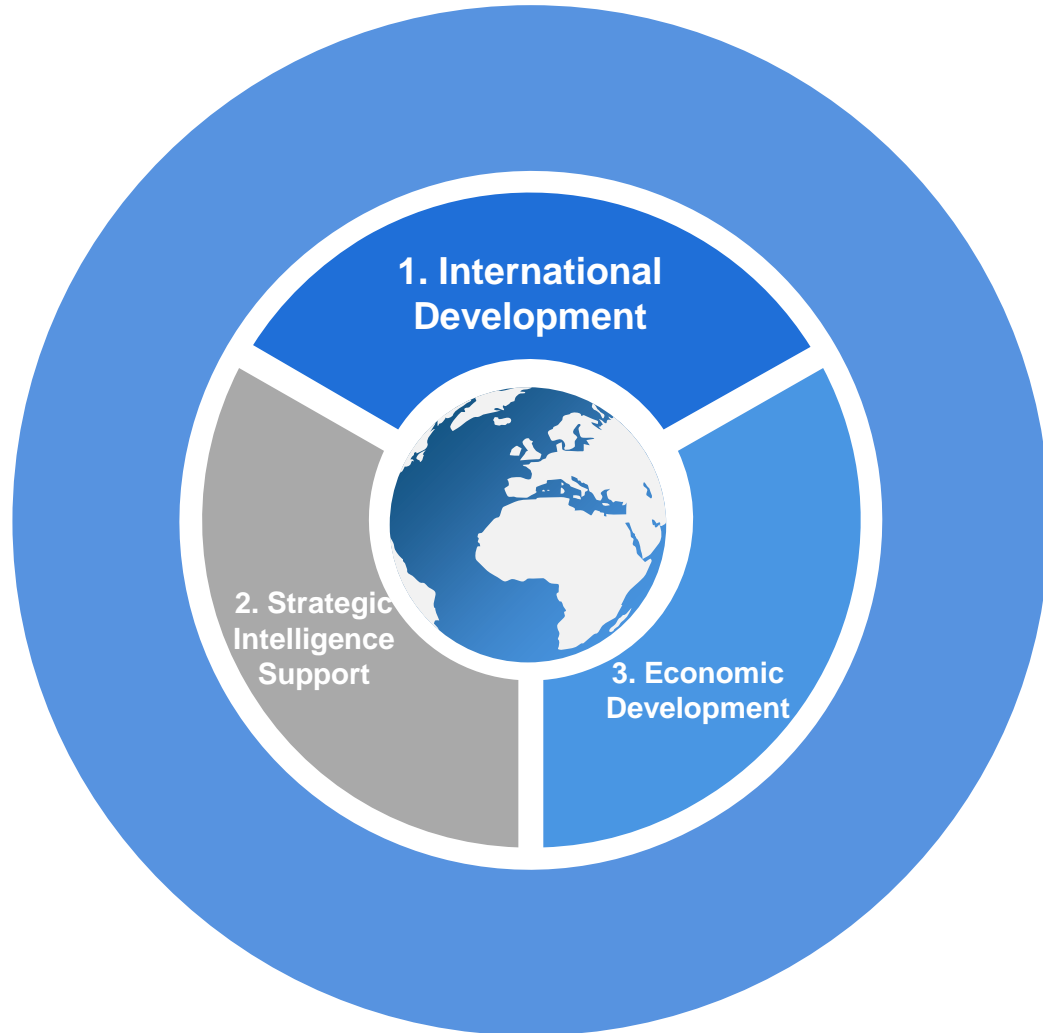


## Cyber Security

- MMC has established “tailored” Artificial Intelligence cyber security protection programs by integrating the best practices, ensuring a careful monitoring of technological developments and taking the specificities of various sectors into account.

## Business Secrecy

- Business secrecy aims to strengthen the company’s competitiveness. This voluntary act ensures the protection of its strategy, knowledge and expertise.



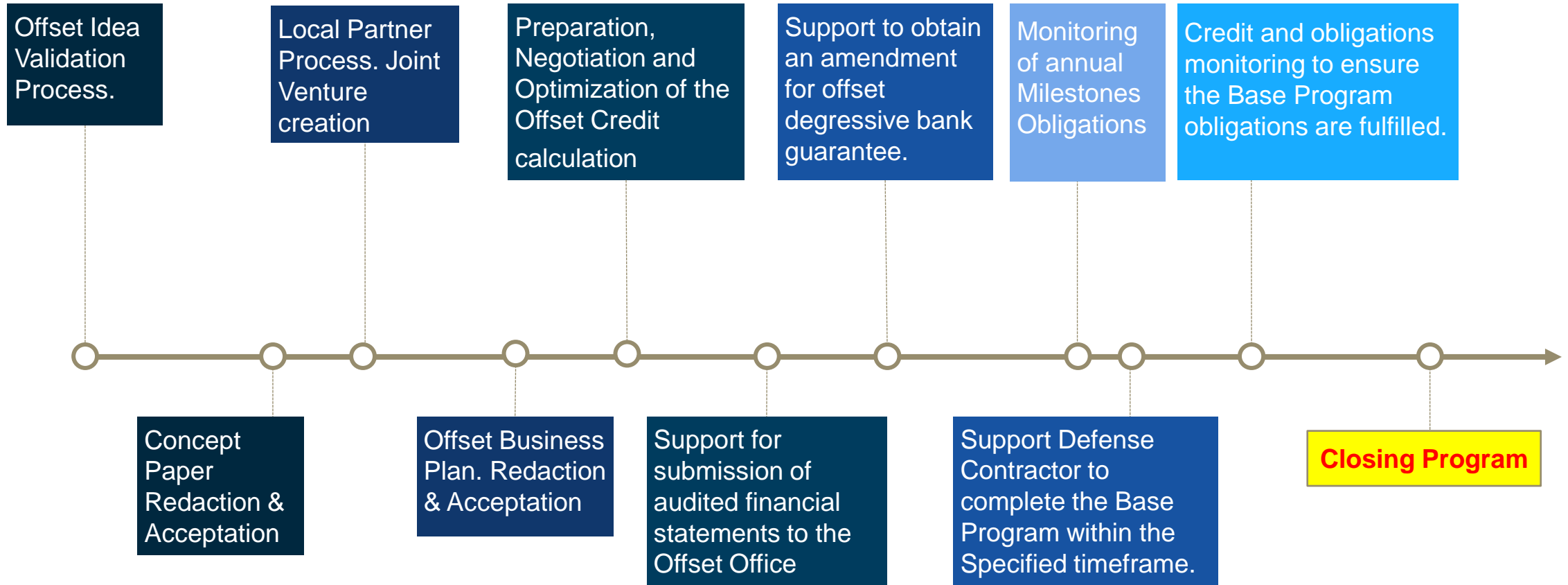
1. MMC provides its customers with the strongest and most comprehensive offer on the market for international development support. And this, at all the fundamental stages of the company: strategy, prospection, development, implementation and securing activities.

2. MMC provides its expertise in business intelligence to public authorities, strategic sectors, as well as to locally-implemented companies.

MMC services are primarily organized around two axes:

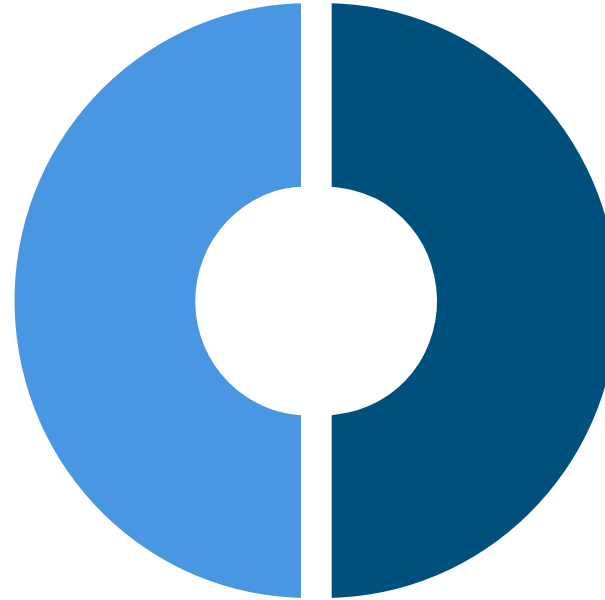
- assisting with territorial development
- identifying a sector's key trends

3. MMC provides assistance in obtaining funding (evaluation, arrangement and support for national and international financing)





- Standardization Agreement of processes, management and policies in accordance with NATO STANAGs.



- Based on conventional military ammunition and explosives safety principles and guidelines from NATO, MMC develops regulations for munitions storage areas (facilities, depots) and support local entities in the redaction of their national regulations.
- MMC consultancy services include other ammunition life-cycle aspects that are related to storage, such as maintenance, surveillance, transportation and disposal.

A group of four business professionals (three men and one woman) are gathered around a table in a meeting. One man is leaning over the table, looking at documents. The other three are seated and looking towards him. The image has a teal overlay with white and yellow text.

**Thank you,**

***Manar Military Consultancy***

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***https://mmc.ae.org***