

A professional meeting scene with a blue geometric overlay containing the company logo. The background shows a person in a light-colored suit holding a pen over a document with charts, and another person in a blue suit with their hands clasped. A tablet is also visible on the table.

CONSULTING
HAUS

VALUATION SERVICES



Valuation services

WE HAVE DEEP SECTORIAL EXPERIENCE ACROSS THE REGION AND A PROVEN TRACK RECORD IN DELIVERING COMPLEX ASSIGNMENTS

YOUR PATH TO SUCCESS

In the ever-evolving landscape of business, success is not just about making the right decisions; it's about making the best decisions. That's why smart entrepreneurs, executives, and businesses turn to Consulting HAUS ("CH"). Here's why people are choosing us as their trusted consulting partner:

EXPERTISE ACROSS INDUSTRIES

At CH, our consultants bring a wealth of experience from diverse industries. Whether you are in tech, finance, healthcare, or any other sector, our team has the knowledge and insights to guide you.



PROVEN TRACK RECORD

Our portfolio of successful projects and satisfied clients speaks volumes about our capabilities. We do not just talk about results; we deliver them.

TAILORED SOLUTIONS

We do not believe in one-size-fits-all. Our consultants work closely with you to understand your unique challenges and goals, crafting solutions that are tailored to your specific needs.



CONSULTING
HAUS



INNOVATION AT ITS CORE

In a rapidly changing world, innovation is key. We inspire creativity and innovation within your organization, helping you stay ahead of the competition.

DATA DRIVEN DECISIONS

In today's data-driven world, informed decisions are paramount. We leverage cutting-edge analytics and market research to provide you with the data you need to make confident choices.



STRATEGIC PLANNING

Our consultants are not just problem-solvers; they are strategic thinkers. We help you chart a course for the future, identifying opportunities for growth and mitigating risks.



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CH IS ONE OF A SMALL SELECTION OF QFMA-APPROVED AND LICENSED BUSINESS VALUATION ADVISORS IN THE COUNTRY





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WE BRING IN SIGNIFICANT VALUATION EXPERTISE
ACROSS THE VALUATION SPECTRUM



OUR EXPERIENCE IN VALUATION

Our team has in-depth knowledge and established capabilities in a variety of transaction-related situations, including providing pricing analysis, purchase price allocations, annual good will impairment and intangible valuations.



OUR DEEP UNDERSTANDING OF VALUATION REQUIREMENTS FOR DIFFERENT PURPOSES

Our team has worked on a number of valuation projects, advising clients in analyzing investment or divestment opportunities.

We understand that a valuation exercise may be undertaken for different purposes (financial reporting, strategic decision-making, M&A, IPO etc.) and tailor our approach and methodology accordingly.



VALUATION TEAM MEMBERS HAVE WIDE VALUATION AND PPA EXPERIENCE

Our team members have longstanding experience in undertaking company valuations, business combination exercises and PPAs across various industries and services, which allows us to use selective approach to maximize efforts and outputs.

Completed 50+ valuations relating to capital market transactions and 25+ for other purposes.



APPROACH AND METHODOLOGY

Rigorous approach with efficient delivery mechanisms.

Our methodology assures a comprehensive analysis through insights from all stakeholders complemented with our proven analytical methodologies.



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WE LEVERAGE OUR UNDERSTANDING OF VALUATION BEST PRACTICES AND MARKET DYNAMICS TO ASSESS THE FAIR VALUE OF A BUSINESS

QUESTIONS THAT OUR VALUATIONS TEAM CAN HELP ANSWER

- i. What is the current **market value** of my business?
- ii. What is the most appropriate **valuation methodology** to employ when assessing the value of my business?
- iii. What are the **key value drivers** and how can I **increase value** going forward?
- iv. If I have a **target valuation** in mind, what do I need to do to achieve it and how long will it take?
- v. Do I have any **intangible assets** and if so, how should these be valued?
- vi. What is the **amortization period** for the identified intangible assets and how will their recognition impact my accounts?
- vii. Are there any **signs of impairment** of my intangible assets?

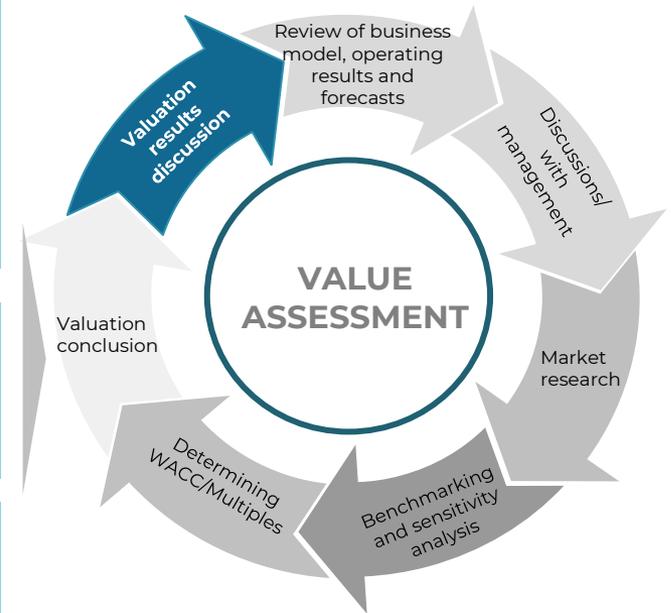
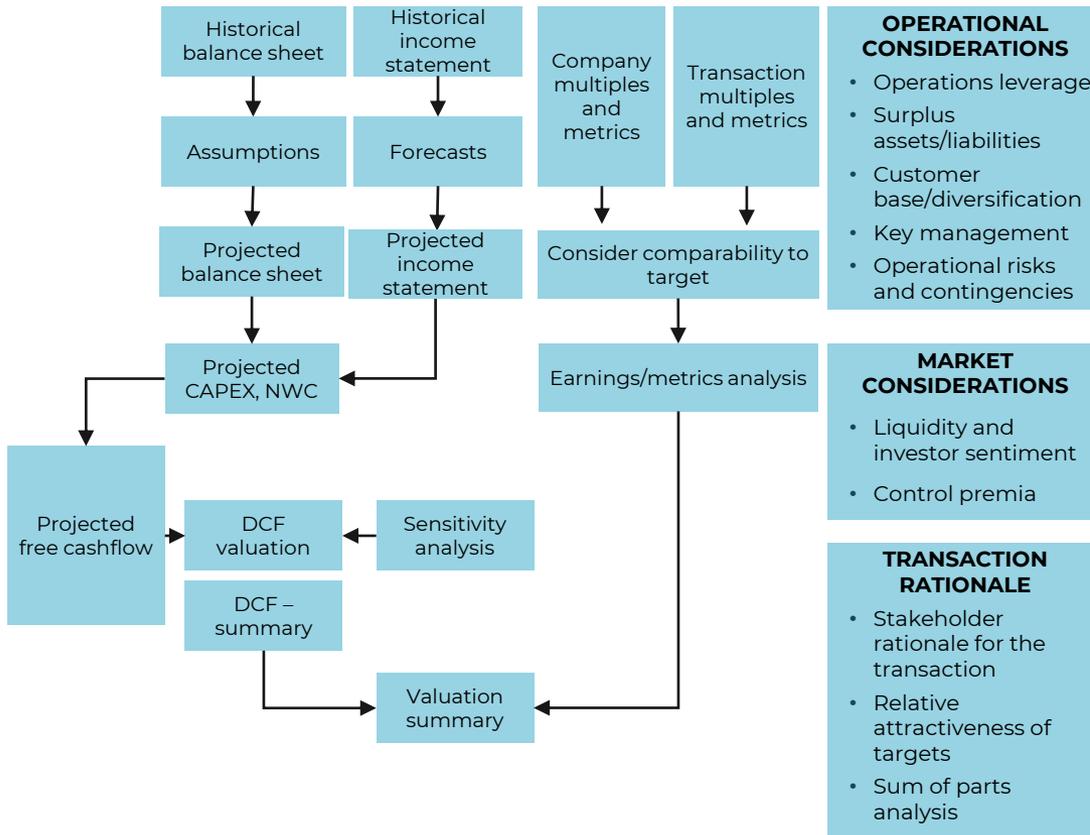
| | | | |
|----------------------|-----------------------------|---|-------------------------------|
| VALUATION APPROACHES | ASSET BASED APPROACH |  | ADJUSTED NAV |
| | INCOME BASED APPROACH |  | EXCESS EARNINGS |
| | |  | DIVIDEND DISCOUNT |
| | |  | DISCOUNTED CASH FLOW |
| | |  | CAPITALIZATION OF EARNINGS |
| | MARKET BASED APPROACH |  | GUIDELINE COMPANY |
| | |  | QUOTED PRICE |
| | |  | PRECEDENT TRANSACTIONS |



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A VALUATION INVOLVES A DETAILED REVIEW OF THE HISTORICAL AND PROJECTED BUSINESS PERFORMANCE, BENCHMARKING, AND SENSITIVITY ANALYSIS

CH VALUATION SERVICES APPROACH



LEVERAGING DATA FOR A ROBUST ANALYSIS

Access to market intelligence data, sector information, comparable companies and similar transactions through its databases such as Capital IQ, Euromonitor, Market Capital, Oxford economics etc.



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CH HAS A VAST ARRAY OF VALUATION AND PPA CREDENTIALS

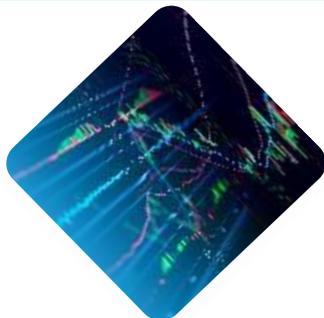
REVERSE ACQUISITION LISTING OF ELEGANCIA GROUP

- Elegancia Group was subject to Qatar's first ever reverse acquisition listing by being acquired by Investment Holding Group QPSC ("**IHG**") via a share swap deal which resulted in the owners of Elegancia Group becoming the majority shareholders in IHG (being the listed entity).
- CH was appointed by the client to perform a number of roles on the transaction including transaction structuring, business plan development, valuation and project management.
- The valuations prepared by CH were used by both the financial advisor (QNB Capital) and the QFMA in support of the transaction and as an input the ultimate share swap ratio. CH was able to support its client in achieving their aims of closing the transaction in a very limited time period.



LISTING RELATED VALUATION & PPA

- CH was appointed to support a Qatari based food technology company with a number of critical workstreams associated with an ongoing listing process on the QEVM.
- Post establishment of the 'ListCo', and in support of the business combination exercise, the Client required fair market valuations of the entities to be acquired by the ListCo. Following the acquisition, PPA reports were prepared to enable the consolidated accounts to be prepared by the financial auditor. Post the business combination exercise, updated valuation reports were prepared in support of the listing application which went to the QFMA.





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CH HAS A VAST ARRAY OF VALUATION AND PPA CREDENTIALS (CONT'D...)

LISTING RELATED VALUATION

- CH was appointed as the official valuation advisor for one of Qatar's leading exchange houses that is in the final stages of being listed on the QEVM.
- CH role was to perform a detailed assessment of the client's business plan and understand the impact of the current strategy on the expected future performance given the technological advancements and changing landscape of the sector. Once the business plan had been validated, CH delivered a detailed valuation report utilizing 3 different methodologies (discounted cash flow, discounted dividend and residual income methods) which was used as part of the listing process.



BUSINESS COMBINATION VALUATION AND PPA

- CH was appointed to support a Carrier, one of Qatar's leading air conditioning and technology solution providers with a legal restructuring which involved firstly valuing several of their subsidiaries.
- Upon completion of the restructuring the company then required a PPA in order to be able to accurately record the purchase consideration in their books and records. CH was then engaged to undertake the PPA exercise which included the identification and valuation of four independent intangible assets.



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CH HAS A VAST ARRAY OF VALUATION AND PPA CREDENTIALS (CONT'D...)

Project Venus

Valuation of intangible assets/licenses for a leading transport company in Qatar



Project Arch

Valuation of a real estate business in support of an IPO



Project Iceberg

Valuation of a food delivery business in support of a direct listing



Project Spark

Valuation of an automotive distribution company based in Kuwait



Project Junior

PPA associated with the acquisition of a technology business



Project Lift

Valuation of a water bottling manufacturer in preparation for an IPO



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OUR LEADERSHIP TEAM

Our leadership team consist of three vastly experienced partners with a collective experience of more than 30+ years in the GCC



LAITH N. DAJANI
Managing Partner

laith.dajani@consulting-haus.com



SEIF HOURANI
Partner, Head of Strategy

seif.hourani@consulting-haus.com



KUSHAGRA PODDAR
Partner

kushagra.poddar@consulting-haus.com

- Laith, Managing Partner of CH, has completed numerous corporate finance-related engagements in the recent past. He has extensive experience in valuation, business planning, and strategy.
- Laith graduated with a BA (Hons) in Accounting and Finance and is a member of the institute of Chartered Accountants in England and Wales.
- Laith has led a number of large profile, strategic engagements including:
 - i. Capital market transactions (such as the listing of Baladna Food Industries, IHG & Elegancia reverse listing, rights issue of Doha Bank & Commercial Bank of Qatar).
 - ii. Valuation and PPA of Al Faleh Group as part of the listing process on Qatar's venture market.
 - iii. Valuation of one of Qatar's leading exchange houses as part of their direct listing on QEVM.
- Seif joined CH as a Partner and has over 20 years of experience with his most recent position being a Director at Ernst & Young (EY) where he was responsible for leading the Strategy and Transactions service line for the Qatar, Kuwait and Oman markets.
- Seif holds a BA in Finance and a Masters (Hons) in International Economics and Finance from University of Toulouse, France.
- Seif spearheaded numerous regional projects spanning various sectors, encompassing strategy development, M&A, listing and IPO advisory, business plan creation, and valuations. A few notable ones are as follows:
 - i. Lead listing advisor to one of Qatar's largest IT/Tech companies which is anticipated to be listed in 2024.
 - ii. Valuation of a subsea and terrestrial cables company in the MENA region providing cloud, connectivity, and content solutions.
 - iii. Valuation of one of Qatar's largest low and high-voltage electric cables manufacturer
- Kushagra joined CH from Bain & Company (BCN) where he held a senior position in the Private Equity Growth advisory group.
- Kushagra holds an MBA in Finance from SP Jain School of Global Management (Dubai / Singapore). He is also a CAIA Charter Holder and CFA from ICFAI India.
- A few of the notable valuation engagements led by Kushagara are as follows:
 - i. Valuation for a leading water bottling company in Qatar, which was planning to list on the QSE
 - ii. Fair value of a USD2b+ oil & gas asset for a leading PE and Asset Manager in KSA. The asset is a subsidiary of Saudi Aramco
 - iii. Valuation of a healthcare entity in Oman to facilitate a shareholding transfer between the existing shareholders

A photograph of two people shaking hands in an office setting. The image is overlaid with a large, white-outlined geometric shape that resembles a stylized 'H' or a series of overlapping triangles. The text 'CONSULTING HAUS' is centered within the top-right portion of this shape. The background is a blurred office desk with papers, pens, and a smartphone.

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