

RESEARCH EXCELLENCE IN THE MENA REGION

**EMPOWERING CONFIDENT
DECISION-MAKING**

Corporate Deck

Fall 2019

WHY MENA RESEARCH PARTNERS?

MENA EXPERTISE

We help regional firms grow and achieve returns

CUSTOMIZED RESEARCH PLATFORM

We combine market and financial research under our one-stop offering

BROAD CAPABILITIES & SKILL SET

Our full-fledge desk and primary research ensures comprehensive insights generation

MOST DIVERSE CLIENT BASE

We serve corporates, government agencies, financial firms and consultants

LARGE SECTOR EXPERTISE

We cover >90 sub-sectors in >20 countries in MENA

FLEXIBLE ENGAGEMENT MODELS

We flexibly service you: our ad-hoc and retainer models ensures cost-efficiency

ETHICAL STANDARDS

Our business integrity is focused around a quest for excellence

BUSINESS LINES | A unique customized research platform

MARKET & FINANCIAL RESEARCH UNDER ONE ROOF

MARKET RESEARCH

Most comprehensive approach to understand fast-changing customer & competitor trends

Market Studies

- Market Assessment
- Commercial Due Diligence
- Sector Prioritization
- Geographic Prioritization
- Economic Views
- Competitive Benchmarking
- Company Profiling

Market Surveys

- Mystery Shopping
- Client Satisfaction and Loyalty
- Ad Testing
- Product Testing
- Concept Validation
- Brand Awareness Surveys
- Usage and Attitude Surveys

FINANCIAL RESEARCH

Widest capabilities for financial analysis and valuations of your business

Financial Studies

- Business Valuations
- Feasibility Studies
- Review of Feasibility Studies
- Business Plans
- Teasers and Pitchbooks
- Support in Due Diligence
- Budgeting and Projections

Investment Research

- Modeling and Valuations
- Comparable Analysis
- Target & Acquirer Identification
- Capital Markets Research
- Full-time Analyst Retainers
- Advisory Mandates Support
- White-labeling of Reports

YOUR BENEFITS | Understand your market needs. Value your business.

KNOW YOUR CLIENTS

- Understand your consumer needs
- React faster to market changes
- Start your business successfully
- Expand into new geographies with low risks
- Lead the market with your new product lines
- Develop a competitive edge
- Focus on change – “What’s next?”

PLAN THE FINANCIALS

- Articulate your equity story and support management
- Understand the financial dynamics of your business
- Anticipate your business profitability and expected returns
- Control your financial risks and understand value drivers
- Secure proper funding structures
- Maximize your revenues and profits
- Stay on top of your financial challenges

OUR PRACTICE | Large capabilities for executing research

MOST COMPREHENSIVE & PROPRIETARY SOURCES OF INFORMATION

DESK RESEARCH

- Large set of paid data providers
- Trusted official sources of data & analytics
- Large network of experts
- Solid desktop capability and most trusted insights

**PROVEN
ANALYTICAL
CAPABILITIES**

PRIMARY RESEARCH

- Quantitative research: Face-to-face, phone-based and online interviews
- Qualitative research: In-depth interviews, focus groups
- Large network of experts

**HIGH RELIABILITY
OF DATA
AND INSIGHTS**

OUR APPROACH | Research. Analyze. Recommend.

ONE-TO-ONE COMPARISON OF MRP WITH OTHER PROVIDERS IN THE MARKET

OTHER PROVIDERS

Market Research Agencies

Offshore Asian Providers

Consulting Companies

Investment Banks

MRP: ALL-IN-ONE

PRIMARY RESEARCH.

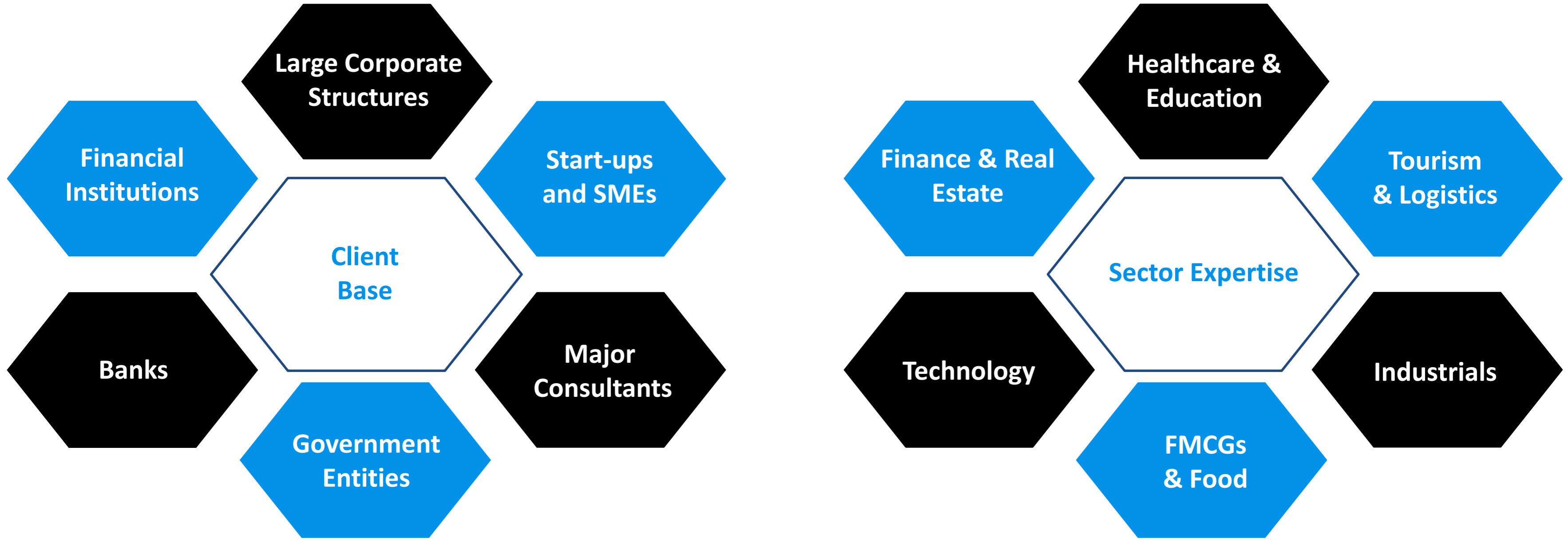
DESK RESEARCH.

ANALYZE.

RECOMMEND.

- Primary & desk under one roof
- No several touch points
- Timely & cost-efficient delivery
- Actionable plans & recommendations


TRACK RECORD | Wide client base & large sector coverage



1000+
Reports




600+
Partners



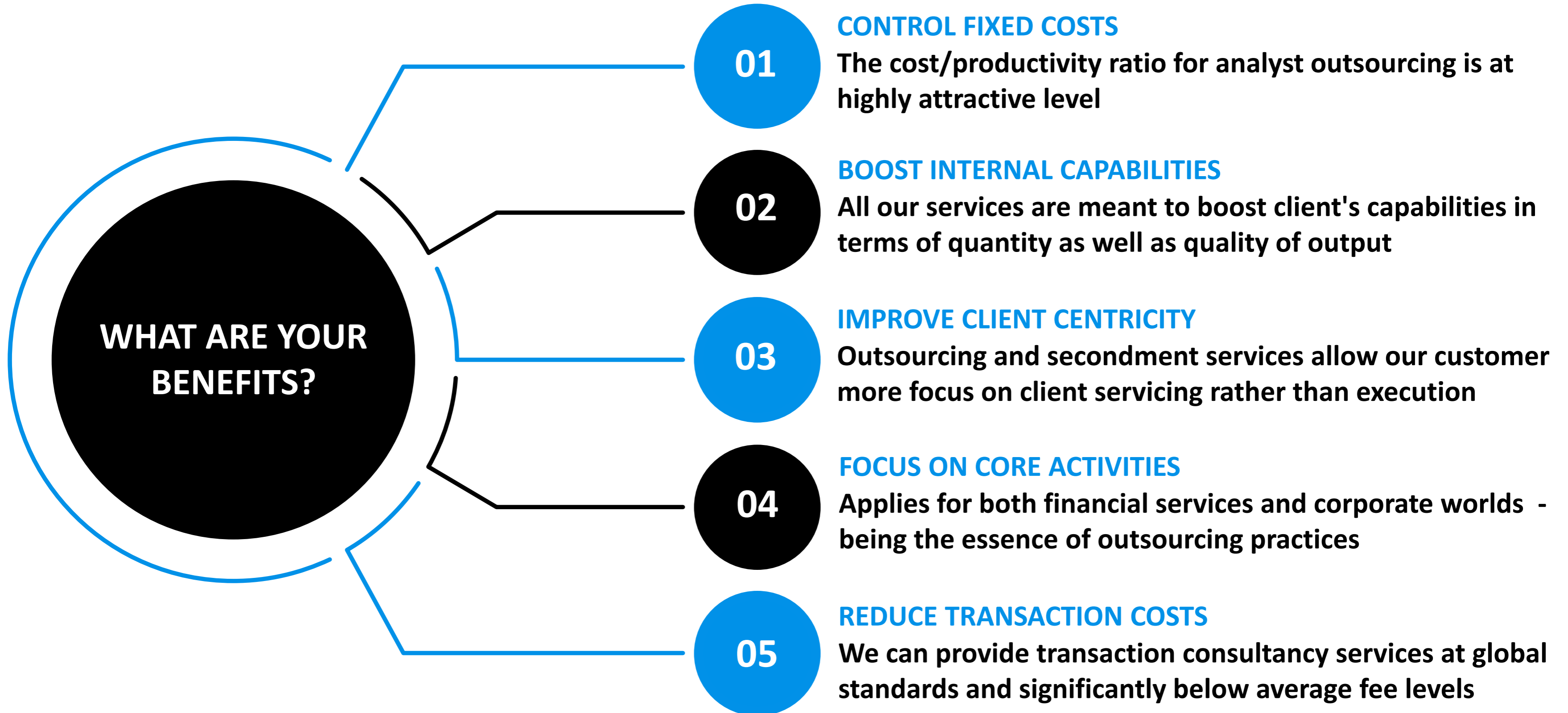
70%
GCC



20+
Countries



VALUE PROPOSITION



ENGAGEMENT MODELS

OUR FLEXIBILITY ACCOMMODATES CLIENTS THROUGH ON AD-HOC OR RETAINER BASIS

	RETAINER MODEL	ADHOC MODEL
TYPE OF ENGAGEMENT	Full-time analyst support	One-off studies
TYPE OF NEEDS	Recurring	Non-recurring
TIME ALLOCATION	176 hours per month	As per project scope
TOTAL FEES	Fixed fee per month	As per project scope

OUR TEAM | A selection of senior staff members

GLOBAL TALENTS, LOCAL KNOWLEDGE | MULTI-LINGUAL TEAMS | STRATEGIC THINKING



Anthony Hobeika
Founder & CEO

Anthony Hobeika oversees our team of expert market and financial researchers. In his 16 years of experience in research and business strategy, he has contributed to the growth and success of many clients. Before founding MRP, Anthony led the Research and Strategy practice at Gulf Capital. He holds a Master's degree in Economics from Paris Dauphine.



Maya Turk
Financial Research

Maya Turk is Executive Director, Financial Research. During her 15 years of work experience, Maya has accumulated an exhaustive experience in the field having worked on many deals and mega projects in the region encompassing financial modeling, budgeting and valuation. She holds a Master's degree in Finance from ESCP Europe and a Bachelor's degree in Economics from the American University of Beirut.



Walid Hayeck
Chief Strategy Officer

Walid Hayeck is driving MRP's growth strategy, consolidating its regional footprint, accelerating sales and deepening partnerships thanks to his 25 years experience in investment banking and investment management. Before joining MRP, Hayeck established and led the asset management unit at The National Investor - Abu Dhabi and created the MENA research division at Shuaa Capital (Dubai) He holds a Master in Management from ESCP Europe – Paris.



Sana Toukan
Sector Research

Sana Toukan is Vice President, Sector Research at MRP. With more than 15 years within consulting and research, in particular sector advisory, Sana undertakes sector consulting projects at MRP and executes and leads on a number of market research assignments. She holds a BA Economics & Development Studies from School of Oriental & African Studies (SOAS-University of London) in UK.



Marwan Khater
Consulting Advisor

Marwan shares his expert advice with clients based on his 28 years of experience as financial consultant. He has been specializing in heavy oil, general trading and food service industries, coupled with his entrepreneurial edge. Prior to joining MRP, Marwan led on financial management & expansion of 18 regional companies with an aggregate yearly turnover of c.\$350mn. He is professor in economics and holds a DBA from New Port Beach University in California.



Mohammed Issa
Sector Research

Mohamad Issa is Vice President, Sector Research at MRP. With 13 years of experience in research and consulting at global firms, Mohammed leads our sector strategies team to identify investment themes in the MENA region for MRP clients. He holds an MBA from University of Wolverhampton, UK



Walid Eid
Market Research

Walid Eid is Managing Director, Market Research at MRP. He directs & reviews all operations related to primary research. He has extensive experience in both qualitative & quantitative research techniques in a variety of sectors in his 20 years of experience. He holds a BSc Degree in Management Sciences specializing in marketing and market research from The London School of Economics and Political Sciences



Vanessa Azzi
Marketing

Vanessa Azzi is the marketing manager at MRP. She focuses on positioning MRP brand in the marketplace and driving long-term revenue growth. She has 10 years of experience in marketing different international brands and holds a bachelor's degree of Arts in Communication from the Holy Spirit University, Kaslik.

ABOUT US | This is our story

- As an expert in market and financial research, MENA Research Partners is deeply rooted in the Middle East and North Africa covering more than 90 sub-sectors in more than 20 countries. We service small and medium sized enterprises as well as financial institutions, government entities, large corporate structures and consultancy firms.
- While the economies of the MENA region are witnessing disruptive innovations and transformational events, success lies in a deep understanding of the new market dynamics and exceptional decision-making skills.
- In our quest to contribute to sustainable growth in the region, our team of business, market and investment analysts combines local expertise with broad capabilities to help you identify opportunities and understand strategic choices in an increasingly complex environment.
- The integration of our Research – Analyze – Recommend approach to data and insights is intended to customize our services to your needs and help you navigate business realities. Driven by a relentless pursuit of excellence, reports are reviewed and optimized by our market and financial specialists to guarantee a holistic overview and an outstanding outcome.
- Our engagement models are flexible and provide a distinct and bespoke service: we operate on ad-hoc basis, leading on projects from inception to completion, or work as an integral part of your team through a retainer engagement. Our final aim is to assist your in-house resources with the tools and data necessary for strategic decisions, planning and execution.
- Our pragmatic approach mixed with our confidence in the potential of the MENA region is bound to make the changes of today redefine tomorrow.

OUR OFFICES | Riyadh. Dubai. Beirut.

WE COVER THE REGION THROUGH OUR OFFICES IN RIYADH, DUBAI & BEIRUT AND WE MOBILIZE OUR ON-THE-GROUND TEAMS THROUGHOUT THE ENTIRE MENA

SAUDI ARABIA

Faisaliah Tower, 18th floor
King Fahed Highway
PO BOX 54995, Riyadh
T. +966 11 490 3924

UNITED ARAB EMIRATES

Emirates Towers, 41st floor
Sheikh Zayed Road
PO BOX 31303, Dubai
T. +971 4 313 2742

LEBANON

Qubic Square, 6th Floor, Offices F & G,
Horch Tabet, Daoud Amoun Street, Beirut
Tel: +961 1 481 529

