



• Your Global Partner •



35+ Years of local expertise
35+

Audit / Tax / Advisory / Risk / Technology

Smart decisions. Lasting value.



Dr. Khalid Maniar
Founder & Managing Partner
Crowe Mak
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Message from Founder & Managing Partner

It does take time to become an expert in any field and we have put in over 37 years of our dedication to provide satisfaction to our clientele.

Simply stated, it is how we live our core values – care, share, invest and grow. We share a common purpose of building value for clients through international business. Still placing great emphasis on establishing long-term relations with each of our clients. This enables to work together in an atmosphere of openness and trust.

We believe our quintessence is not only about independence and professionalism but is also about providing convenience and competitive services to our clients. This helps us ensure that your success is always our priority.



David Mellor
Chief Executive Officer
Crowe Global
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Message from Global CEO

Crowe is our lead firm in the United Arab Emirates and one of the Key Economic Country (KEC) within the Crowe Global network. It was ranked in 2018 as the 6th largest accountancy network in United Arab Emirates.

The firm continually demonstrates a commitment to quality and provides an exceptional experience to those clients it serves. Crowe UAE is an important component of our vision to create a global network of firms embracing a common brand recognized by national and multinational business as essential to their need for audit, tax and advisory services.

Crowe Global is ranked among the top 10 global accounting networks with more than 200 independent accounting and advisory services firms in over 130 countries around the world.

Our solid foundation as an integrated network and our expansive global footprint enables us to adapt swiftly to the many changes facing the profession and continue to build on our position as a valued business advisor. I am passionate about this network, its member firms and the people who work with us. We are recognized in the market for bringing smart decisions that create lasting value to our clients and my vision is to build on this success.

Crowe Global member firms are committed to impeccable quality, a highly integrated service delivery processes and a common set of core values that guide decisions daily.



James Mathew
Group CEO (UAE & Oman)
Crowe Mak
james.mathew@crowe.ae

Message from Group CEO, UAE & Oman

Whether you are starting a new enterprise or managing a well-established multinational organization, success is determined by the kind of decisions you take.

We at Crowe, facilitate our clients to make immaculate decisions for growth and smooth operations of their enterprises.

The unique blend of international exposure and expertise of the local market make Crowe a thought leader in the UAE today.

I believe the two features responsible for the firm's continuous growth is (a) the commitment towards high quality standards in our processes and delivery; and (b) our ethical value system that runs deep in the organization at every level forming the strong foundation of success and excellence.



Zayd Maniar
International Liaison Partner
Crowe Mak

Message from Partner

Zayd Maniar completed his Bachelor of Arts degree in Economics with Honours from the University of Reading and was one of the top graduates of his class.

A practicing member of the Institute of Chartered Accountants in England and Wales and a registered auditor with the Ministry of Economy, Government of Dubai. Zayd trained with a UK Top 50 firm where he focused on large family owned businesses as well as those from the British film industry.

Zayd also enjoys travelling and is a Google Level 6 guide!

Who's in charge of your global agenda?

Globalisation's pace has increased and with it the demand for agility to react with precision, brevity and accuracy. For many, the idea of rapid globalization conjures up images of threat, fear, risk and the need for protection. For others, it provokes anxiety when considering opportunities missed. Business leaders around the globe are asking themselves, "how do we prepare our firm for the threats and opportunities from globalization?" But this reactive mindset takes the control out of the hands of the leadership – and leaves firms scrambling with every twist and turn in the global economy.

- We believe the key question for your firm should be, "what kind of globalization do we want for our firm"?
- We know that companies who know their own core beliefs about their place in the global economy will be the best positioned to take advantage at every turn. Companies that are quick to react to global trends benefit in a myriad of ways, the most important being that through their constant search for new knowledge, opportunities, relationships, and markets they become the master of their own future, leaving less and less to the volatility of the global marketplace.

Define your global future

Are you nurturing the roots of your globalising firm?

Successful global firms never neglect the roots, the local market, the home community from where they achieve their identity. History shows that truly sustainable firms, in fact, those in the "millennium club" (over 100 years of age) are all highly active in their local communities, markets and nations. At Crowe we never let you forget your roots. In fact, we know it is essential for global success to maintain strong financial capability that only comes from a core presence in your home market.



Audit and Assurance services designed to meet your high expectations.

Crowe is one of the world's top audit and assurance service providers for the following reasons:



Quality

The global methodology and quality assurance programs of Crowe member firms help executives and audit committees manage their responsibilities in an era of heightened concern for financial reporting and corporate governance. Efficient, coordinated global audit processes result in informative reports, and timely financial reporting and disclosure, which is an expectation of regulators, as well as creditors, lenders, investors, and other stakeholders.



Insight

The audit professionals of Crowe member firms apply their knowledge of the business. In doing so they have the ability to understand complex financial transactions and audit the effectiveness of internal controls. Our professionals are experts on the application of International Financial Reporting Standards, US GAAP and the reporting requirements of specialist industry sectors.



Service

Crowe member firms apply risk-based processes that reflect their detailed knowledge and understanding of the business. Prompt identification and communication of issues and timely delivery of results eliminates surprises, which promotes more respectful business relationships and improvements in financial reporting. We deliver informative and robust reports.

Deep specialization

Seasoned professionals with local expertise and a global network.

Your business needs local expertise in the global markets in which you operate. You also need auditors and assurance providers with a strong international network. Crowe offers both. Our network of leading independent member firms includes more than 200 firms located in major economic centers throughout the world.

The professionals employed by Crowe member firms are all highly experienced, and senior personnel are significantly involved in all engagements. Understanding your business is important to us, and our reports reflect this understanding. **Our professionals are widely respected with many holding professional and specialist sector leadership positions.**

Audit & Assurance services.

- Reporting on financial statements and other financial information
- Reporting on Non-Financial Information
- Reporting on other business information and processes
- Regulatory compliance reporting
- Reporting to providers of finance
- Reporting on frameworks such as the Global Reporting Initiative (GRI) and Integrated Reporting (IR)
- Advising on the implementation and application of IFRS.

Tax

Crowe is a partner with Federal Tax Authority (FTA) of UAE as a registered Tax Agency. Our Tax Agent is approved by the FTA, holding a GCC VAT compliance Diploma, Certified Public Accountant (CPA) from USA.

Crowe's tax professionals use their in depth knowledge of your industry, local expertise and worldwide reach to take the complexity out of tax challenges and put the control back in your hands. Our local resources and international network are here to help you make better tax decisions on a micro as well as macro level. Ultimately, we ensure you have a truly efficient tax structure – so you can focus on your growth, your way.

- International and local tax compliance, consulting, and structuring are crucial elements in a global strategy.
- Extensive worldwide network of experienced international tax and business professionals delivers seamless services related to complex international tax issues and help clients navigate the complex international tax laws and gain higher levels of profitability.
- We maintain policies and procedures for achieving and monitoring quality that are fully consistent with international and local professional standards.
- We provide an ongoing training program that provides constant updates on the practical implications of professional developments.

In addition to international tax consulting, companies around the world call on our expertise in assurance, benefit plan services, corporate finance, forensic services, performance consulting, risk consulting, and technology services.

Our tax services include:

- Expatriate and Migrant Planning
- Transfer Pricing Audits, Planning, and Compliance
- VAT Advice on Cross-border Transactions
- Finance and Ownership of Real Estate Worldwide
- International Corporate Structuring
- International Tax Planning of Cross-border Transactions
- Managing Foreign Tax Credit Position
- Representation in Tax Litigation

Advisory

We hold specialized competencies in cross-border merger and acquisition (M&A), advisory, transaction support, valuation and integration consulting services.

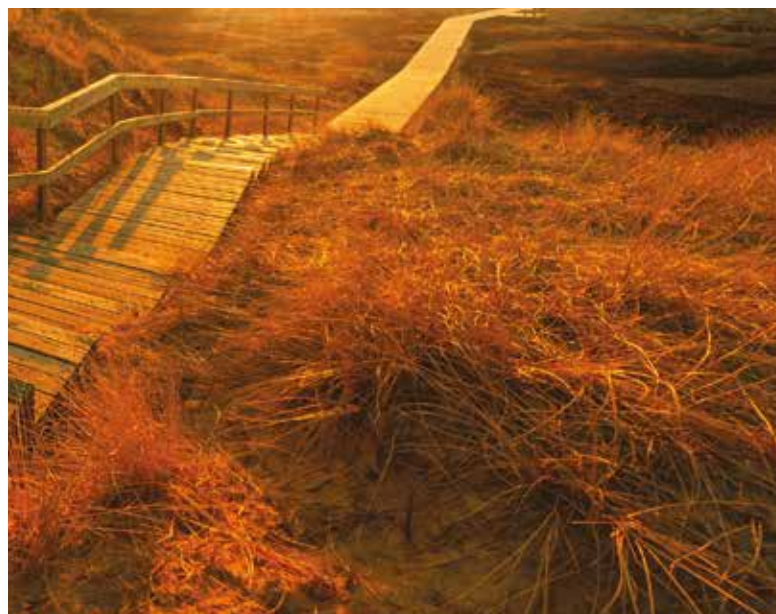
Capitalise on a worldwide team of experts ready to assist you in turning goals into achievements.

Global Corporate Advisors is a team of Crowe that operate with a single goal in mind - providing you the advice, guidance, support and resources you need to take control of your local and global future. In addition to our experience as transaction advisors, we also have access to a global network of other professional advisors who can support your needs, including strong connections in the banking, legal, and industry communities, as well as local and national governments.

We have the expertise you need – conducting hundreds of corporate advisory transactions each year. We use integrated merger and acquisition processes designed to deliver the value you seek. Your team leader – and single point of contact – is a professional with years of cross-border experience, supported by a specialist in your industry, and by local experts in each country the target company has operations. All of them have together worked closely before, and provide the information you need to create a successful result.

Our advisory services include:

- Mergers and Acquisitions
- Due Diligence
- Valuation Services
- M&A Integration
- Executive Resourcing
- Intellectual Property
- Technology



Risk

We have deep subject-matter expertise in governance, risk and compliance to keep clients advised of emerging trends, industry benchmarks, and best practices.

- Improve Corporate Governance

Help clients improve the processes they have in place to protect the interests of its diverse stakeholders.

Offer deep skills, practical technologies, and innovative tools to help clients improve corporate governance processes.

- Experienced risk professionals

Global practice model guides member firms to hire full-time experienced governance, risk and compliance professionals.

A flexible and scalable approach that helps clients assess and prioritize their greatest areas of need and develop risk management processes to manage those risks.

- Experienced thought leaders who practice

Risk thought leaders bring extensive knowledge to client projects including Fortune 500 or Big Four partner experience.

Our delivery model for impeccable service is based on our practice leaders working on client engagements to develop and design the best solution to meet our clients' needs.

- Our risk consulting services include:

Corporate governance

Enterprise risk management

Internal controls

Information technology

Fraud risk

Anti-money laundering assessment and model validation

Regulatory compliance

IRAP / ICAPP

Hotel, Tourism & Leisure

We are the world's largest and most prestigious consulting organization specializing in the hospitality industry. We are recognized as the pre-eminent specialist in Hotels, Tourism and Leisure, providing solutions through a combination of international experience and expert local knowledge.

Our industry experts have decades of experience assisting clients with local, regional and global challenges to developing and growing their business. Our professionals are versed in:

- Appraisal Reports
- Destination and Large Scale Project Master Planning
- Facilities Programming
- Highest and Best Use of Land Analysis
- Hotel Management Company Selection and Contract Negotiation
- Macro Tourism Analysis
- Market Entry Strategy
- Market and Financial Feasibility Studies
- Product Conceptualization
- Project Capitalization and Financial Structuring
- Residual Land Valuation
- Strategic Planning

By thoroughly understanding market characteristics and trends, we are able to identify development opportunities and provide corresponding concept and product positioning recommendations for maximizing project performance. Our reports are relied upon by developers, operators, lenders and investors requiring an impartial assessment of project viability, while our market and product descriptions form the basis for architectural briefs and short listing appropriate operators and branding for the project. By understanding operator qualifications and characteristics, management contract formats and terms, and systems to oversee and reward operator performance, We can also assist owners in selecting the right operator and successfully negotiating the hotel management contract.





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Crowe serves you from multiple offices in:

- Abu Dhabi
- Sharjah
- Dubai
- Ras Al Khaimah
- DIFC
- Fujairah

