

# AFFINIAX PARTNERS

THE FOUNDATION FOR PROGRESSION

# AFFINIAX PARTNERS: OUR STORY

WE ARE A UAE BASED GROUP OF COMPANIES, WITH A PAN-EMIRATES PRESENCE AND OVER 25 YEARS' EXPERIENCE IN THE REGION.

Our team is comprised of experienced accounting and business advisory professionals from all over the world that bring with them vast experience of international markets.

Our subject-matter experts are selected for their passion and enthusiasm to embrace change and to be at the forefront of technological advances in the industry.

Sumeet Nayyar, CEO + Partner

"INNOVATION AND CUTTING EDGE MAY NOT BE WORDS OFTEN ASSOCIATED WITH THE WORLD OF ACCOUNTING, BUT ARE TWO OF THE DEFINING CHARACTERISTICS THAT WE AT AFFINIAX PARTNERS ASPIRE TOWARDS."



## OUR UNIQUE APPROACH

Companies of all shapes and sizes whether local, global, free zone, LLC, startups or established players, will find exactly what they are looking for with Affiniax Partners. What makes us different is our core focus on delivering the ultimate product – advice and service tailored specifically to you.



**WE FOCUS ON WHAT  
IS IMPORTANT TO YOU**

Our advisors take the time to understand your particular challenges, and build solutions to match them. Our focus on you means that our senior level professionals will explore your business in order to truly understand your needs and advise accordingly.

There is no one-size-fits-all approach, and the insights and guidance will be custom made for you.

## WHAT THAT MEANS FOR YOU

- Advice and service from experienced professionals driven by relationship values
- Guidance and recommendations that are customised based on a thorough and complete understanding of your business

# PROACTIVITY + AGILITY



Since partners and senior level staff provide our services, we are not weighed down by hierarchical structures that require chains of approvals for decisions and actions. You are dealing with the top of the tree.

All of our processes and procedures are designed to focus on your requirements and needs – we are uniquely positioned to best meet them for you.

## WHAT THAT MEANS FOR YOU

- Rapid and accurate turn-around on your questions and queries
- Proactive problem solving to anticipate questions before they are even asked



# REAL SOLUTIONS BASED ON PRACTICAL EXPERIENCE

Our proactive culture means we go beyond the simple or basic answer and are continually striving to find new and better ways to enhance our service and your business in turn.

By understanding your ambitions, we can apply practical advice that delivers both what is right for you today and what will best enhance your longer-term goals.

## WHAT THAT MEANS FOR YOU

- Assistance in applying solutions today that support your future plans
- More significant solutions that encourage and allow opportunities for growth



## COLLABORATION + ADVICE, NOT JUST OPINIONS

Affiniax Partners are practiced in working with you whilst maintaining an open and independent mindset. Having your best interests at heart and being at the appropriate level, our teams are not afraid to ask difficult questions or challenge existing paradigms where required.

This open and collaborative approach also enables our teams to cross-pollinate with expertise from all areas of the business, explore all angles, and provide fresh thinking without traditional departmental barriers.

### WHAT THAT MEANS FOR YOU

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- A genuinely tailored approach based on your requirements and not our corporate structure
- A broader and stronger mutual relationship with access to the full spectrum of our senior staff across all specialties

# OUR SERVICES

Businesses across all sectors can reach out to us when looking to maximise their potential by using our wide range of services:

**ACCOUNTING  
+ BOOKKEEPING**

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**AUDIT  
+ ASSURANCE**

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**TAX ADVISORY  
+ COMPLIANCE**

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**CONSULTING  
+ BUSINESS ADVISORY SERVICES**

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**CORPORATE STRUCTURING  
+ ADVISORY**

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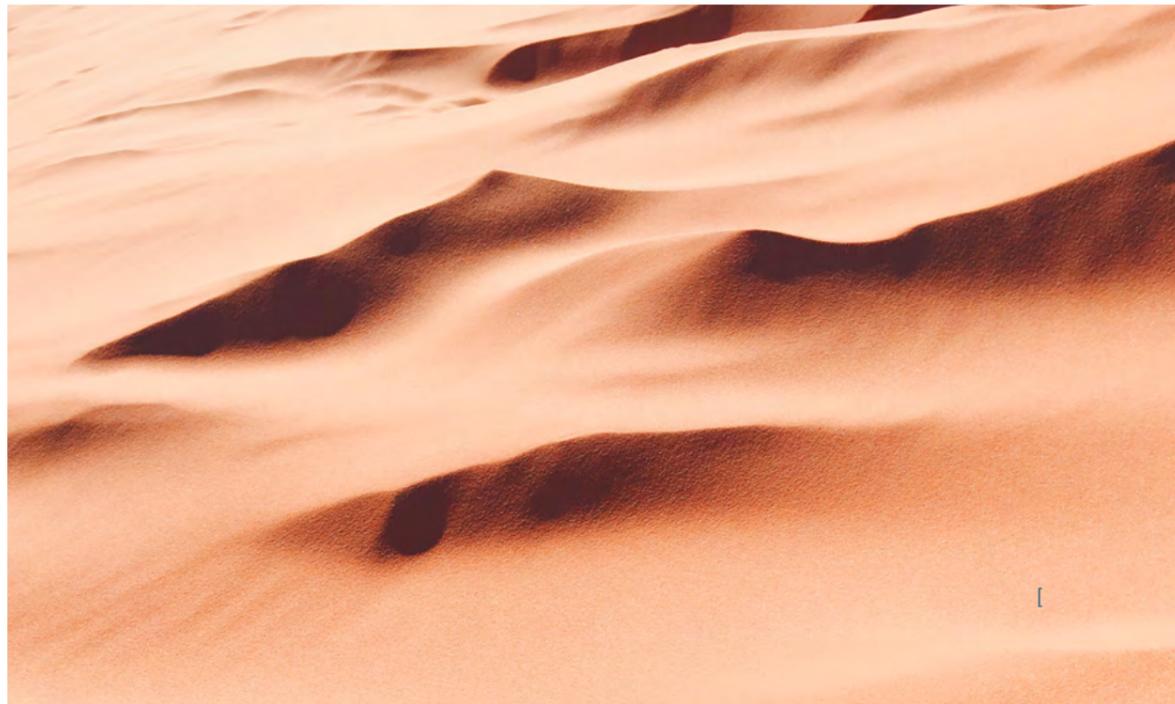
01

## ACCOUNTING + BOOKKEEPING

**Modern business owners face considerable challenges in managing time and a vast array of commercial pressures that come with the turf. With these multiple challenges, priority is often given ahead of what may be considered transactional functions.**

Affiniax Partners offers you tailored solutions. We can advise and implement the right policies and procedures that will work for your environment, managing bookkeeping, accounting, and payroll assistance. This can ease your administrative burden and allow you to concentrate on what you do best, operating your business on the front line. The expertise of our accounting teams ensures compliance with local regulations such as Company Law, Labour Law, presentation of financial statements in accordance with IFRS, VAT regulations, and more.

In addition to providing accurate financial reports on the historical performance and position of the business, we are also able to assist in key decision making by providing forecasts and budgets for your business. This value addition goes hand in hand with our outsourced CFO services, whereby our senior professionals are able to advise you on the direction in which your business is heading and provide advice on corrective measures that you can take.



## OUR SERVICES

### ACCOUNTING AND BOOKKEEPING

- Set-up of Accounting Systems
- Bookkeeping and preparation of Books of Accounts periodically
- Preparation of year-end Trial Balances, Profit and Loss Statements, Balance Sheets
- Budgeting, Forecasting and Custom Management Information System (MIS) reporting
- Graphical representation of Key Statistics

### PAYROLL

- Generation of monthly Payroll Report, Payslips, Payroll Journal, Annual Reports
- Payroll Bank File as per Wage Protection System (WPS) where applicable
- Payroll Support Services including preparation of Employee Benefits such as Gratuity, Utilisation of Annual Leave, Air Tickets and more

## AUDIT + ASSURANCE

**At Affiniax Partners we have decades of experience as audit specialists and have provided assurance in growing businesses of all sizes over the years. The basis of good corporate governance is having the financial accounts audited on a periodic basis in accordance with internationally accepted standards.**

Our audit and assurance services are in agreement with international standards such as International Financial Reporting Standards (IFRS) for the presentation of financial statements, and are based on our in-depth understanding of the International Standards on Auditing (ISA). These assurance services ensure compliance with local statutory requirements as well as internal reporting to the stakeholders of your business. As all relationships are tailored to your specific needs, the potential to maximise growth is realised by adopting the right technology, as well as the associated practices for you.

In addition to statutory audits, we provide essential service of the assurance function – internal audits directed towards risk assessment and risk management. The analysis of the existing way of doing business across various functions, the risks attached to them, and mitigating those risks in a prevention-is-better-than-cure style, encompasses our approach towards the internal audit.



## OUR SERVICES

- Statutory Audit and review of Financial Statements
- Compilation of Financial Records and Financial Statements
- Assurance Services for specific, agreed-upon procedures on Financial Records
- Review of existing Financial and Accounting Policies and their deviations from the International Financial Reporting Standards (IFRS)
- Preparation and compilation of Consolidated and Combined Financial Statements in accordance with IFRS
- Internal Audit and review of Procedures and Policies in place
- Audits in accordance with Real Estate Regulatory Agency (RERA) requirements:
  - Owners Association (OA) Audits
  - Developers Project Audits
  - Trustee Accounts Audits

## 03

## TAX ADVISORY + COMPLIANCE

**Having our base in a dynamic, multi-cultural and multi-ethnic region such as the UAE allows us to understand and appreciate the benefits of effective tax planning.**

Such planning can empower businesses with a competitive advantage when aiming for growth and expansion, even when markets are challenging. Organisations increasingly understand the importance of addressing issues relating to corporate structures; evaluating jurisdictions where cross-border transactions are planned; addressing transfer pricing issues and managing taxes with a view to enhancing competitiveness.

Our team of qualified tax professionals combines international experience from the United States, Europe, Asia, the Middle East, and Africa regions with local knowledge to provide viable commercial tax strategies tailored to address your specific needs. We bring you significant value by customising tax strategies to fit industry, legal and financial frameworks and help to provide you with solutions to optimise your direct and indirect tax liabilities.

We address various business needs and help you align your business in a more tax efficient manner.

### UAE TAX

**Perhaps the most significant change and best example of the ever-changing framework in which businesses operate was seen with the introduction of VAT in the UAE at the start of 2018.**

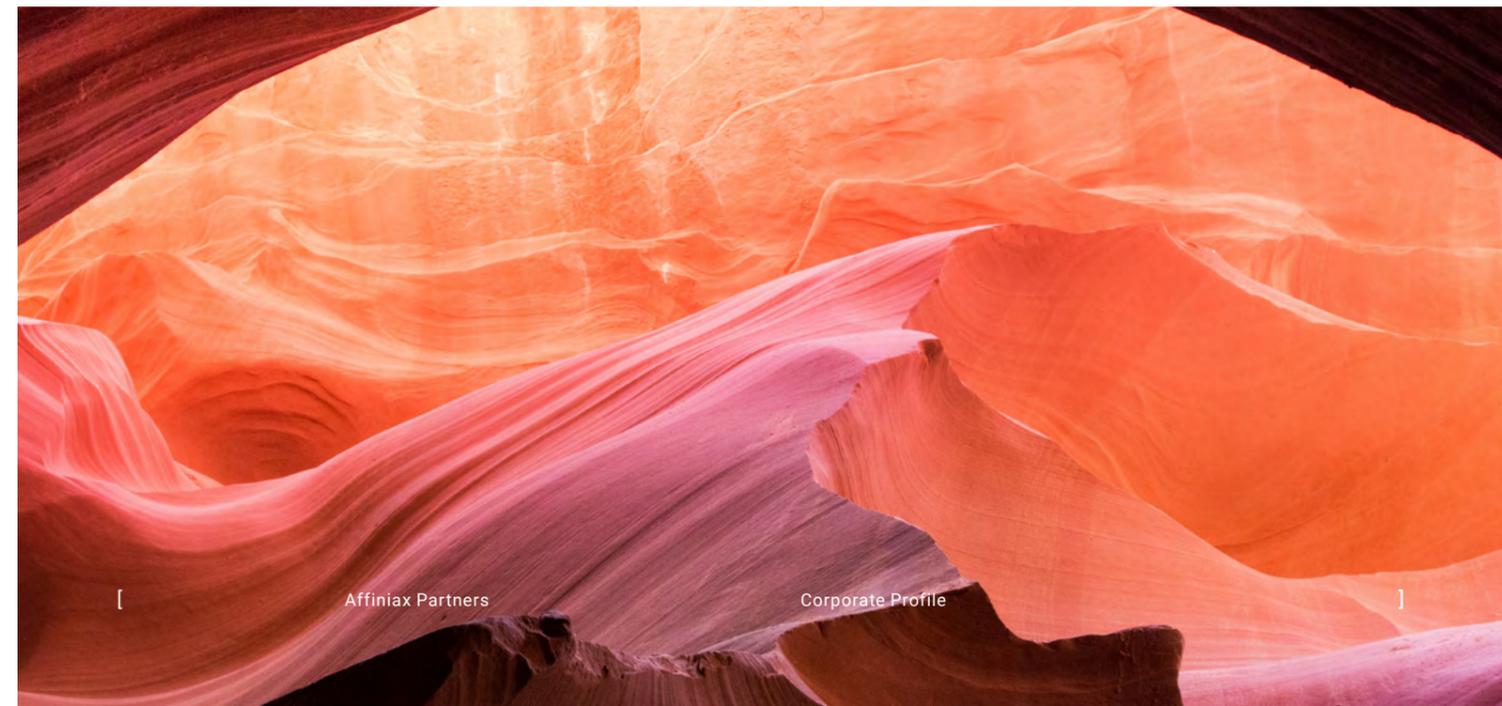
With vast multi-national experience, our team is able to understand and adapt to these changes, ensure that you are kept informed ahead of the game, and to see to it that the adjustments and enhancements you need to make are completed before it's too late.

We are likely to see more reforms in the region's tax framework and the technology and processes that will ensue. Our focus on being a part of that change rather than a responder to it, will ensure you benefit from our proactive change management and constant search and testing of the latest technology that will work for you.

Our Taxation Services team have assisted over 200 clients with their VAT needs both within the UAE and across the GCC.

### OUR SERVICES

- Inbound and Outbound Tax Advisory Services
- International Tax Planning
- Mergers and Acquisition Tax
- Transfer Pricing
- Private Client Tax Services
- International Tax Compliance
- International Estate Planning and Inheritance Tax Advisory Services
- UAE and GCC VAT Compliance Services
- VAT Health Checks and Diagnostic Reviews
- Internal VAT Audits
- VAT Advisory Services



## 04

## CONSULTING + BUSINESS ADVISORY SERVICES

**Our consulting and advisory team have an unparalleled strategic mindset and work hand in hand with you to achieve specific tactical goals. Applying both objective and subjective principles enables them to deliver accurate and reliable services in often-tricky areas.**

Whether you are already well-established or just starting out, leading a company can be challenging, especially when it comes to optimising your performance. We understand that the most exciting part of being a business owner is watching your goals become a reality – that is why we offer advisory services to guide businesses at every stage of development.

Our team of advisors is able to identify the key areas of your business model that require addressing. They then ensure your plan aligns with your strategy, and build or adapt financial models in accordance, so that you understand the different options available to you to achieve desired growth and scaling objectives. We help you to understand the financial impact of these different scenarios.

We can also help you define the right goals for your company and develop the right strategies to achieve them, whilst ensuring that you have the right capabilities and resources in place to make it all happen.



### OUR SERVICES

#### MANAGEMENT CONSULTING

- Strategic Planning
- Operational Efficiency
- Revenue and Growth Plan
- Business Transformation
- International Expansion

#### TRANSACTION ADVISORY

- Mergers and Acquisition Advisory
- Business Valuations
- Due Diligence
- Feasibility Studies

#### GENERAL MANAGEMENT

- Management Framework
- Financial Planning and Management
- Human Resource Management and Advisory

## 05

## CORPORATE STRUCTURING + ADVISORY

**Companies of all sizes will rely, at some point, on a number of specialist advisory services if they are to achieve the required or desired growth. Our range of advisory services are structured to provide you with the best support available at the time you need it.**

To help you navigate the changes and developments in the market or to expand successfully, we maintain a dedicated specialist team with expertise in the incorporation of companies in the UAE, as well as various international business and financial centres.

We engage in all aspects of company formation, starting with the understanding of your requirements and the setting up of an appropriate and efficient corporate structure specific to you. We also undertake all the necessary steps in implementing such structures, including the drafting of all Memorandum and Articles of Association or by-laws of the new company, the submission of all statutory forms and documents to the respective governmental authorities and/or Notary Publics regarding the incorporation of a new company, the appointments of its officers and Directors, and the distribution of its individual share capital.

We can also assist you with the drafting and execution of all necessary agreements or contracts such as Shareholders' Agreements, Management Agreements, Share Purchase Agreements, Joint Venture Agreements, and many more. Our advisors are trained to handle all aspects of internal corporate governance in a multi-jurisdictional environment, offering fast and efficient support.

### OUR SERVICES

- Company Structuring Advisory
- Incorporation Services
- Company Management Services
- Succession and Estate Planning
- Insolvency and Liquidation Services

