

GROUP PROFILE.

www.assistplusgroup.com



ASSIST PLUS
GROUP

ADAPT. PROGRESS. GROW.

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ASSIST PLUS
GROUP

ADAPT. PROGRESS. GROW.

Driving Success Across Sectors with Integrity, Expertise, and Vision.

At Assist Plus Group, we are dedicated to driving success across sectors by delivering professional, innovative, and value-driven solutions to our clients.

With over 25 years of experience spanning the public and private sectors, we leverage deep industry knowledge and local market expertise across the UAE and the region to empower businesses to achieve their strategic objectives.

Our approach is guided by integrity, transparency, and collaboration, ensuring that every engagement reflects our commitment to excellence. We take pride in building lasting partnerships and fostering growth, combining advanced technology, holistic insights, and a highly skilled team to navigate complex challenges.

As we look to the future, we remain committed to evolving with our clients, delivering sustainable impact, and setting the benchmark for professional advisory services.



Managing a diverse portfolio of specialized companies, Assist Plus Group empowers businesses to thrive in a dynamic, VUCA-driven world by delivering innovative, adaptable, and holistic solutions across the UAE and the wider region.

Assist Plus Group is a dynamic network of professional firms committed to supporting businesses of every size and at every stage of their journey. Whether you are a startup taking your first steps, a growing enterprise navigating expansion, or an established organization seeking long-term sustainability, we stand beside you from A to Zero—every step of the way.

Our Group delivers integrated services across key sectors, including financial advisory, environmental consultancy, real estate valuation, maritime services, and event management. Each subsidiary is a recognized leader in its field, offering tailored, practical solutions designed to address complex challenges and unlock measurable value.

At Assist Plus, we believe that every business deserves access to expertise, innovation, and strategic guidance—regardless of scale. By combining deep local knowledge with cross-sector capabilities, we help organizations streamline operations, manage risk, and make confident, informed decisions.

Partner with Assist Plus Group to navigate uncertainty, seize opportunity, and drive sustainable growth. Together, we don't just support your vision—we help shape the future.



Our Vision

Empowering organizations to lead the future with confidence, resilience, and innovation.

Our Mission

To partner with organizations across sectors to deliver strategic advisory, financial clarity, and resilient growth solutions that transform ambition into measurable results.

We enable informed decision-making at every stage of the business lifecycle — from inception to value realization.

Our Philosophy

We believe excellence is engineered through strategy, insight, and principled leadership.

Anchored in innovation, integrity, and excellence, we transform potential into sustainable performance and long-term value across industries.



Committed to enabling businesses to overcome volatility, embrace uncertainty, simplify complexity, and reduce ambiguity through:

Client-Centric Solutions

We craft tailored services designed to fulfil the distinct needs of each client, and ensuring their success is our priority.

Collaborative Innovation

We cultivate partnerships that ignite creativity and propel progress, fostering an environment where great ideas flourish.

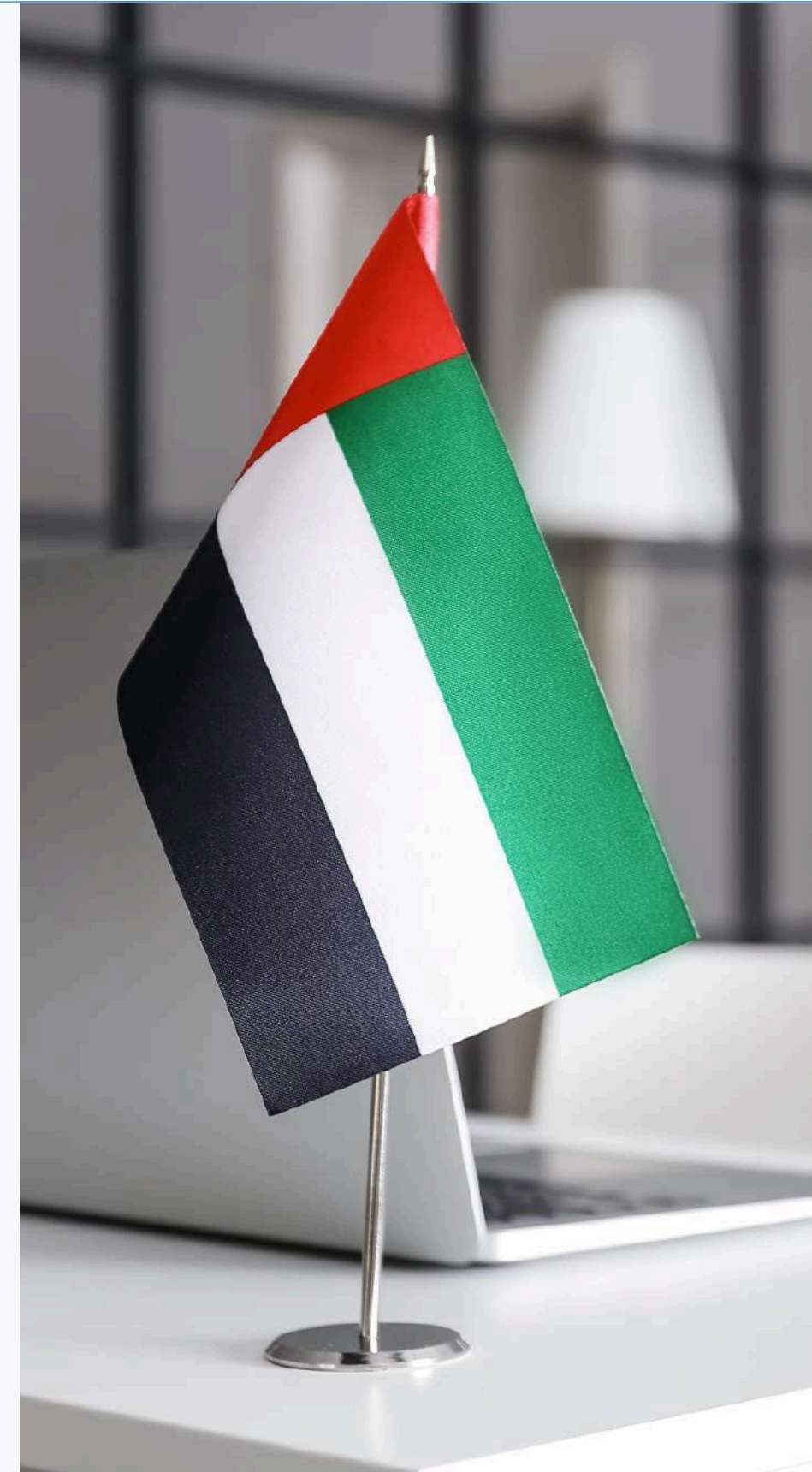
Integrity

We uphold transparency, trust, and reliability in all our interactions, building strong relationships that stand the test of time.

Sustainable Success

We focus on delivering long-term business value while championing responsible practices that benefit the community and environment.

We are more than a service provider; we are a dedicated partner in our clients' journeys. Together, we overcome challenges, unlock potential, and achieve success in an ever-evolving world.



Our Value Realization Cycle.

We combine the expertise of a leading regional firm with the convenience, familiarity, and genuine passion of a local provider. This sets us apart in the range of services we offer and how we deliver them.



ASSIST PLUS
GROUP

ADAPT. PROGRESS. GROW.

Industries We Serve.

We bring deep expertise and tailored solutions across diverse sectors, helping organizations navigate complex challenges, unlock growth, and achieve sustainable success. From Oil & Gas to Real Estate, Government, SMEs, Retail, and Environmental initiatives, our multi-disciplinary approach ensures that every industry we serve benefits from our experience, insight, and commitment to excellence.



OIL & GAS



REAL ESATATE & CONSTRUCTION



GOVERMENT & SEMI-GOVERMENT



SMEs & FAMILY BUSINESSES



RETAIL & CONSUMER BRANDS



ENVIRONMENTAL & SUSTAINABILITY



ASSIST PLUS GROUP

ADAPT. PROGRESS. GROW.

Board of Directors.



Yousif Alkhanjari

Chairman & Group CEO
Managing Partner
Assist Plus Accounting & Auditing



Aws Alkhanjari

Managing Partner
Assist Plus Management
Consultancy



Rashed Alkhanjari

Managing Partner
Technology & Defence Solutions



Dr. Khalid Al-Hattali

Partner
Muscat Office



Zayed Al Awlaqi

Partner



Osama Aloun

Managing Partner
Marine & Tourism



Sara Alkhanjari

Managing Partner
Retail Sector



Haider Babar

Managing Partner
Real Estate Sector

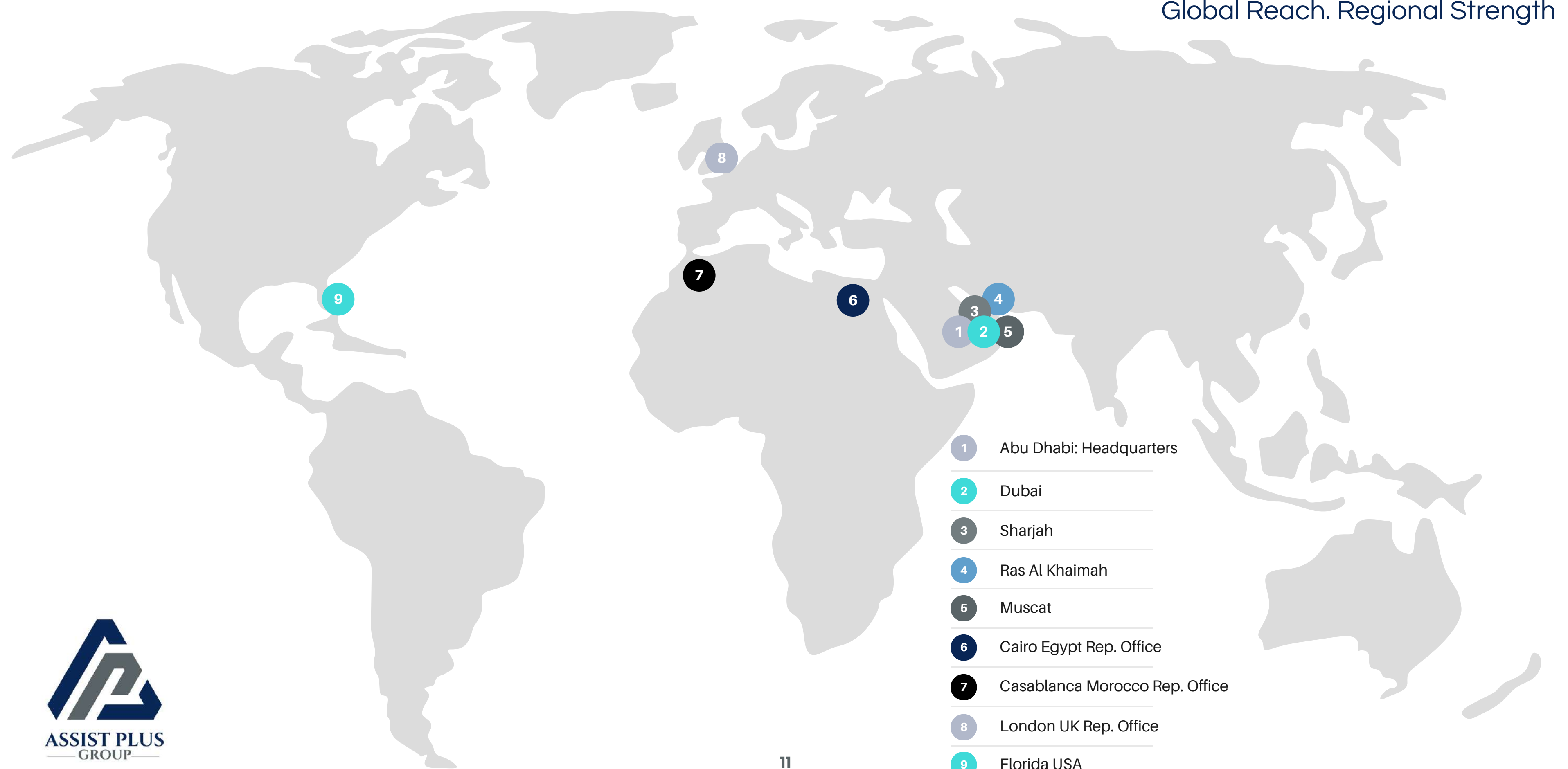


We are more than a service provider; we are a dedicated partner in our clients' journeys. Together, we overcome challenges, unlock potential, and achieve success in an ever-evolving world.



Our Subsidiaries.

Global Reach. Regional Strength



- 1 Abu Dhabi: Headquarters
- 2 Dubai
- 3 Sharjah
- 4 Ras Al Khaimah
- 5 Muscat
- 6 Cairo Egypt Rep. Office
- 7 Casablanca Morocco Rep. Office
- 8 London UK Rep. Office
- 9 Florida USA



Financial Sector.



Summary by Category

Category	Budget	Actual
Subtotal	US\$270.00	US\$270.00
Subtotal	US\$144.00	US\$144.00
Subtotal	US\$126.00	US\$126.00
Subtotal	US\$100.00	US\$100.00
Subtotal	US\$75.00	US\$75.00
Subtotal	US\$50.00	US\$50.00
Subtotal	US\$25.00	US\$25.00
Subtotal	US\$206.75	US\$206.75
Subtotal	US\$35.00	US\$35.00
Subtotal	US\$100.00	US\$100.00
Subtotal	US\$300.00	US\$300.00
Subtotal	US\$500.00	US\$500.00
Subtotal	US\$70.00	US\$70.00
Subtotal	US\$1,920.00	US\$1,920.00





ASSIST PLUS

ACCOUNTING & AUDITING SERVICES

A UAE-based chartered accounting and auditing firm delivering trusted financial assurance, compliance, and advisory services to businesses across sectors.

The firm offers expert guidance on current regulations to support long-term decision-making and profit planning. Recognized for its expertise and reliability.

Practice Area:

1. Audit, Accounting & Tax
2. Valuation & Asset Services
3. Advisory & Business Support
4. Certification, Business Formation & Vendor Registration

Head Office:

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751
- Dubai Office, Office 201, Blue Bay Tower, Business Bay
Phone: +971 (4) 879 0747
- Sharjah Office, Office 546, Sahara Healthcare City. Sahara Mall
Phone: +971 (6) 579 7951

As one of the trustworthy and nationally recognized:

1. UAE Ministry of Economy as approved auditors.
2. Dubai International Financial Centre - DIFC approved auditors.
3. Dubai South Business Hub Freezone - approved auditors.
4. Federal Tax Authority - approved tax agency.
5. Ministry of Industry & Advance Technology approved ICV approved auditors.
6. Ministry of Industry & Advance Technology approved "Certificate of Origin" issuer.
7. We are ISO 9001, ISO 14001 and ISO 45001 certified.

Email: info@assistplus.ae

Website: www.assistplus.ae

CREDESCENCE & CO.

كريدنس أند كو لخدمات تقيم العقارات

With over 15 years of experience, we ensure professional, accurate, and high-quality services tailored to our clients' requirements.

Credence & Co. is a leading real estate property valuation and business advisory firm headquartered in Dubai, serving the UAE and Oman. The firm specializes in property and enterprise valuation, asset appraisal, and property inspection, adhering to international standards and leveraging advanced technology. Credence & Co. a real estate property valuation, business valuation, Mergers & Acquisitions and Financial due diligence service company.

Practice Area:

1. Property Valuation
2. Business Valuation
3. Property Snagging & Inspection
4. Financial Due Diligence
5. Reserve Fund Study
6. Mergers & Acquisitions

Head Office:

- Barsha Valley, office 308, Al Barsha First, P. O. Box 390114, Dubai
Office no.: +971 (4) 8790 747
- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751
- Muscat Office: Diwan Royal Court, Offices No: 24 & 26 Muscat Oman
Office no.: +968 (9) 7272444
- Representative Offices: Cairo - Casablanca - London

Email: info@cnco.ae

Website: www.cnco.ae

Consultancy Sector.





ASSIST PLUS

MANAGEMENT CONSULTANCY

Assist Plus Management Consultancy helps organizations plan for, prepare for, and effectively manage events that may threaten regulatory compliance, stakeholder expectations, and business objectives.

We are a blended team of national and international experts committed to implementing a comprehensive range of ISO standards that strengthen your organization's resilience, quality, and operational efficiency.

Head Office

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751
- Ras Al Khaimah, B05-311B, Business Center 04, RAKEZ, Al Nakheel
Phone: +971 (7) 204 6744

Practice Area:

1. Business Continuity Management System (BCMS)
2. ISO Management System Standards (development and implementation)
3. Internal & External Audits
4. Training & Talent Development
5. Organization-wide response planning
6. Business disruption planning
7. Emergency response planning
8. Business continuity planning
9. Design and delivery of comprehensive training programs
10. Partial and full-scale exercises/testing of plans

Email: apmc@assistplus.ae

Website: www.apmc.ae



ASSIST PLUS

Environmental Consultancy. Studies. Researches

Assist Plus Environmental Consultancy aims to be the benchmark for quality and innovation in the UAE's environmental consulting industry.

At Assist Plus, we provide an extensive range of related services, such as environmental studies and research, Waste management, and environmental monitoring and testing. Our skilled and competent environmental engineers have a wide range of experience in environmental science, industrial, chemical, marine, and various other streams.

Practice Area:

- Environmental Studies and Assessments
- Waste Management Consultancy
- Environmental Monitoring and Testing Services
- ESTIDAMA Consultancy Services

Head Office

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751

Email: info@apec.ae

Website: www.apec.ae

Technology Sector.



ABT SOLUTIONS

ABT Solutions is an advanced software engineering firm enabling businesses and governments to design, build, and scale high-impact digital platforms. From concept to deployment, we deliver resilient systems built for real-world performance.

Technology & Digital Transformation Services

Delivering advanced software solutions across FinTech, InsurTech, Logistics, Security Technology, and Defence Technology, enabling operational excellence and digital innovation.

- Website: www.abtsolutions.ae
- Email: info@abtsystems.ae

Headquartered

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751

Our Solutions:



All-in-one payment gateway tailored for SMEs.

- Website: www.abt2pay.com
- Email: info@abt2pay.com



Memodrone captures your travel moments with autonomous drones — cinematic photos and videos in minutes.

- Website: www.memodrone.com

Coming Soon:



Tourism Sector.





Sea Safari Cruises offers a one-of-a-kind cultural and touristic experience designed to enrich Abu Dhabi's tourism scene. Our excursions blend exciting sea adventures with cultural immersion, creating a unique and memorable journey for both residents and visitors.

Core Offerings & Experiences

- Island Hopping: Guided tours to hidden gems like Dolphin Island and Bahrani Island. Packages often include BBQ bonfire setups, swimming stops, and snorkeling.
- Sunset Cruises: Relaxing 2-hour trips alongside the Abu Dhabi Corniche, passing landmarks like the Emirates Palace and Qasr Al Watan.
- Private Charters: Luxury yacht and speedboat rentals for private escapes or special events like birthday parties.
- Fishing Trips: Recreational fishing excursions designed for all ages.

Head Office

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751
- Docking Area: Marsa Al Bateen, Abu Dhabi

Marine Sector.





Sea Safari Commercial Ships Rental is dedicated to delivering comprehensive marine solutions that support industrial and commercial activities, driven by excellence and innovation to strengthen and advance the region's marine infrastructure and operations.

Sea Safari Commercial Ships Rental specializes in delivering comprehensive marine solutions for industrial and commercial activities.

With a commitment to excellence and innovation, Sea Safari continues to lead the way in advancing the region's marine infrastructure and operations.

Practice Area:

- Ships Management and Operation
- Marine Equipment and Machinery Leasing
- Commercial Ships Rental
- Retail Sale of Marine

Headquartered

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751

Training Sector.





Tailored Training & Development Solutions for Modern Organizations

Building resilient leaders, empowered teams, and operational readiness in Dubai, Abu Dhabi, and across the GCC

Bloom Training and Consulting Institute, a professional training and consulting firm based in Abu Dhabi, United Arab Emirates. The institute specializes in delivering high-quality training programs and consulting services aimed at enhancing organizational performance and individual competencies.

Headquartered

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751

Focused Training:

- Corporate Training, Resilience & Leadership Programs in UAE & GCC
- In-House Self-Resilience & Leadership Training
- Specialized Training & Awareness Programs
- Business Continuity, Incident & Crisis Management Training
- Partnering for Resilience and Operational Excellence

Email: info@bloomuae.com

Website: www.bloomuae.com



CELAENO BEAUTY

SOUL OF WOOD

AIR FRESH

Retail Sector.



A dynamic lifestyle company under its flagship brand Celaeno Beauty, offering premium fragrances and luxury abayas that blend tradition with modernity.

Our premium product range combines unique and enchanting scents, crafted to leave a lasting impression. Discover the essence of sophistication and charm — where every fragrance tells a story.

Headquartered

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751

Our Brands:

CELAENOBEAUTY
BY ZMD



-
- Email: zmd@celaenobeauty.com
 - Stylish Abayas website: www.celaeno.ae
 - Premium Fragrance website: www.celaenobeauty.com



Connecting Quality Brands with the Right Markets in UAE
Locally Rooted. Globally Connected.

Assist Plus Trading Brokerage is a dynamic player in the Fast-Moving Commodities Market (FMCM), specializing in the trading of high-demand commodities.

With a focus on combining deep industry expertise and innovative strategies, we consistently deliver outstanding results, meeting the evolving needs of our clients and partners.

Our Brands:



Headquartered

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751

Email: ecom@assistplus.ae

Website: www.aptb.ae

Events Sector.





Whether it's a large-scale gathering or a special celebration, Xtreme Events provides impeccable event planning and audiovisual services in the U.A.E.

Xtreme Events Management, a premier event planning and branding agency based in Abu Dhabi, United Arab Emirates. As part of the Assist Plus Group, Xtreme Events specializes in delivering tailored event and production solutions, focusing on understanding client objectives and creating memorable experiences from concept to completion.

Practice Area:

- Practice Area:
- Conference & Seminars
- VIP Concierge
- Award Ceremonies
- Product Launches
- Grand Openings
- Gala Dinners
- Exhibitions
- Corporate Road Shows
- Stands & Booth Fabrication

Headquartered

- Abu Dhabi Office: 4th floor, Office: 403, Building C29 - Al Muntazah
Office no.: +971 (2) 641 6751

CONTACT US.

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