



ASSIST PLUS
GROUP

ADAPT. PROGRESS. GROW.

Company Profile.



www.assistplusgroup.com

"From seed to scale and beyond, we are your trusted partner in driving sustainable business growth."

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About Our Group

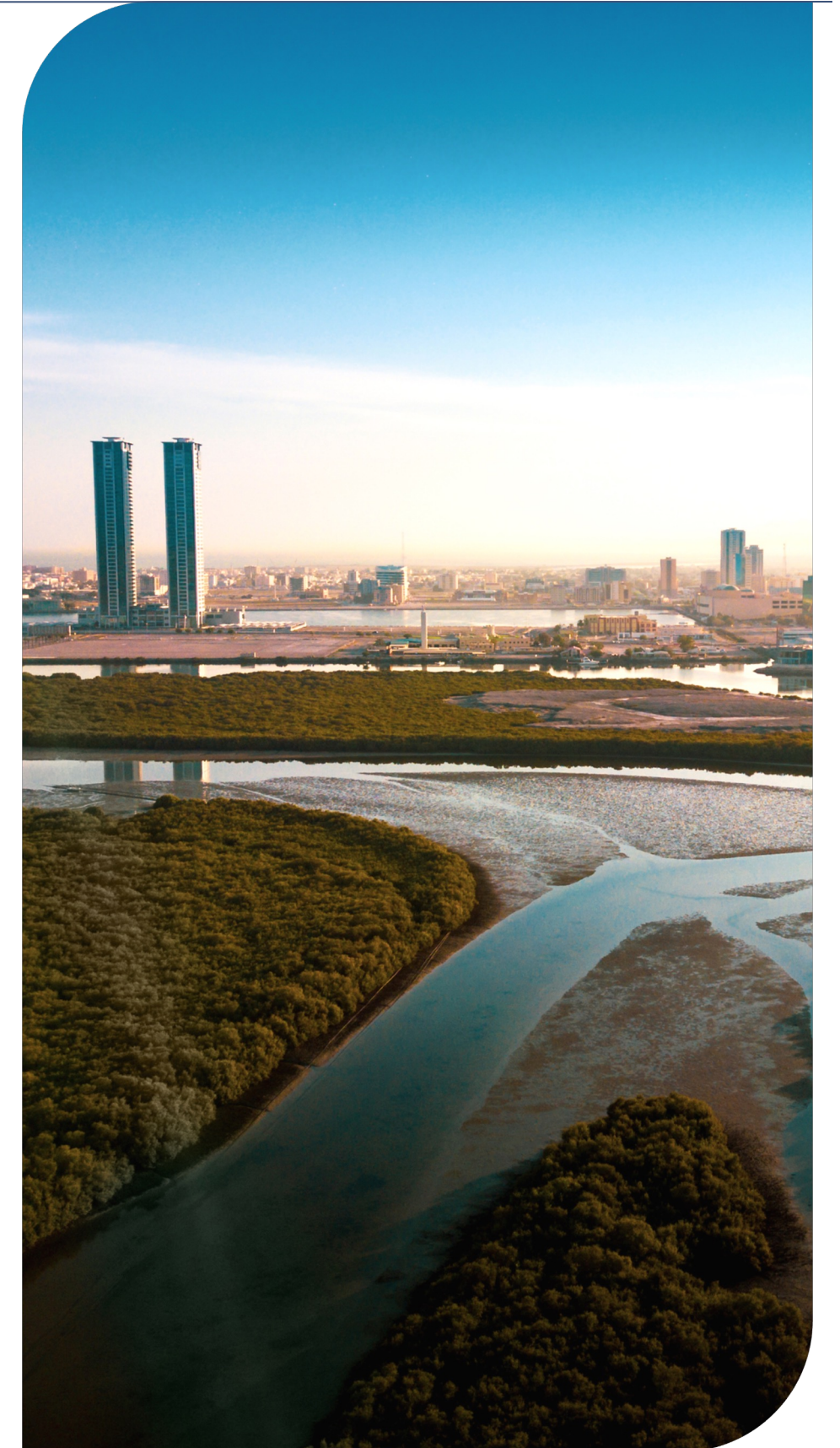
Managing a diverse portfolio to empower businesses to thrive in a dynamic, VUCA-driven world by delivering innovative, adaptable, and holistic solutions across sectors within the UAE and the region.

Assist Plus Group—a dynamic and diverse network of companies committed to empowering businesses of every size, at every stage of their journey. Whether you're a startup taking your first steps, a growing business navigating expansion, or an established enterprise seeking sustainable strategies, we are here to support you from A to Zero—every step of the way.

Our group delivers exceptional services across multiple sectors, including financial advisory, environmental consultancy, real estate valuation, maritime services, and event management. Each of our subsidiaries is a leader in its field, providing tailored solutions that address your unique challenges and help you achieve your goals.

At Assist Plus, we believe that every business, regardless of its scale, deserves access to expertise, innovation, and personalized support. Partner with us to unlock your potential, streamline your operations, and drive success across every phase of your business cycle. Together, let's transform your vision into reality.

We will empower your organization to confidently shape the future. By delivering innovative solutions and personalized support, we help businesses navigate challenges, seize opportunities, and achieve sustainable growth.



Group CEO's Message

We will constantly challenge ourselves by committing to providing professional, up-to-date, dedicated services to our clients at all times and leveraging our years of experience in all of the engagements that we pursue and reflect our values, ethics and dedication, ensuring the best possible service to every client.

We believe in building business relationships with our partners based on transparent and open dialogue. We believe in being part of a team that empowers our clients to achieve their business objectives—applying a holistic approach to everything from mentoring staff to investing in the latest technology and solutions.

With our local market knowledge in the United Arab Emirates and the wider region, we contribute significant value to our clients and business partners.



Yousif Alkhanjari
Chairman & Group CEO



Our Philosophy

Every business possesses the potential to excel when armed with the right tools, strategies, and unwavering support. Grounded in our core values of innovation, integrity, and excellence, we are dedicated to turning ideas into meaningful actions that spur sustainable growth across all industries.



Client-
Centric
Solutions

Collaborative
Innovation

Integrity

Sustainabl
e Success

Diverse
Group



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.



ASSIST PLUS
GROUP

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Our Vision



Empower organizations to confidently shape the future by delivering innovative solutions.

Our Mission

To provide tailored, high-quality services designed to meet unique client needs.





ASSIST PLUS
GROUP

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Our Values

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



Client-Centric Solutions:

Prioritizing client success through tailored services.



Collaborative Innovation:

Building partnerships that drive creativity & progress.



Integrity:

Upholding transparency and trust in all interactions.



Sustainable Success:

Fostering long-term value with responsible practices.

We Bring Your Ideas To Best Life

09

SEED & START UP

Activities

- Market Analysis
- Business Planning
- Funding & Finance
- Licensing & Registration
- Staffing, Facilities & Equipment
- Products & Services
- Customer Base & Market Presence
- Valuations

APG Services

- Assist Plus Accounting & Auditing
- Credence & Co

GROW

Activities

- Risk Assessment & Contingency Planning
- Formal, Documented Process and Procedures
- Adopt Accounting & Management Systems
- Compliance
- Marketing & Branding

APG Services

- Assist Plus Accounting & Auditing
- Assist Plus Management Consultancy

ESTABLISH

Activities

- Optimization & Standardization
- Asset Management
- Performance Management
- Benchmarking
- Resilience & Continuity
- Outsource & Partnering
- Staff Development

APG Services

- Assist Plus Management Consultancy
- Assist Plus Environmental Consultancy

EXPAND

Activities

- Market & Site Analysis
- Business Planning
- Extension of Existing Business into New Territories
- Development of New Products & Services
- Innovation
- Funding & Finance

APG Services

- Assist Plus Accounting & Auditing
- Assist Plus Management Consultancy
- Credence & Co

RENEW / SOLIDIFY

Activities

- Automation
- Optimization
- Benchmarking
- Outsourcing & Strategic Partnerships
- Staff Development
- Leadership Training
- Management of Compliance Universe

APG Services

- Assist Plus Management Consultancy
- Xtreme Events Management

HARVEST / EXIT

Activities

- Asset & Business Valuation
- Taxation
- Collection & Debt Settlement
- Business Transition Planning
- Liquidation

APG Services

- Assist Plus Accounting & Auditing
- Assist Plus Management Consultancy



ASSIST PLUS
— GROUP —

ADAPT. PROGRESS. GROW.

Sectors of Expertise

1. Consultancy

Driving Compliance, Resilience & Sustainability Across Sectors

A trusted UAE-based consultancy group offering integrated expertise in financial management, business continuity, and environmental solutions—supporting organizations to grow stronger, operate smarter, and meet evolving regulatory and market demands.

2. Tourism

Enhancing Abu Dhabi's Tourism Experience through Sea Safari Cruises

As part of our diversified group, our tourism division brings the beauty of Abu Dhabi's coastline to life through immersive, high-quality maritime experiences. Sea Safari Cruise is more than just a leisure offering—it's a celebration of culture, hospitality, and community.

3. Real Estate

Precision. Integrity. Insight.

Credence & Co. is a premier valuation and advisory firm headquartered in Dubai, serving clients across the UAE and Oman. We specialize in real estate and enterprise valuation, asset appraisal, and comprehensive property inspection services—delivered in line with international standards and driven by data, technology, and market intelligence.

4. Marine

Strengthening Marine Infrastructure Through Reliable Commercial Marine Solutions
Sea Safari Commercial Ships Rental plays a vital role in supporting the UAE's growing maritime sector by delivering end-to-end marine solutions for industrial and commercial applications.

5. Defense

Innovating Defense and Aviation Solutions for a Safer Tomorrow

Headquartered in Abu Dhabi, ABT Systems is a premier defense consultancy firm specializing in advanced weapon systems, automated military stations, and integrated security technologies. With a deep-rooted commitment to national security and innovation, ABT Systems delivers end-to-end project management solutions across the defense and aviation sectors.

6. E-Commerce

Empowering Lifestyles Through Smart Trading and Curated Consumer Experiences

Our Trading & Lifestyle division, led by Assist Plus Trading Brokerage, is an agile force in the Fast-Moving Commodities Market (FMCM), ZMD Collection, our niche fragrance brand, elevates sensory experiences with its line of premium unisex perfumes and room sprays. Every product is crafted to reflect sophistication, with each scent designed to leave a lasting impression and tell a unique story.

Consultancy Services.



Assist Plus Accounting & Auditing Services is a UAE-based full-service CPA firm providing comprehensive accounting and financial services to businesses, enabling clients to focus on their core operations and revenue generation. The firm offers expert guidance on current regulations to support long-term decision-making and profit planning. Recognized for its expertise and reliability, Assist Plus is approved and licensed by key authorities, including the UAE Ministry of Economy, DIFC, Federal Tax Authority, and others. It is also a certified body for ICV.

www.assistplus.ae



Assist Plus Management Consultancy specializes in helping organizations plan for and manage responses to events that may disrupt operations, ensuring compliance with regulatory requirements, stakeholder expectations, and business objectives. Whether addressing low-probability risks or high-impact incidents, the firm leverages extensive experience in developing, testing, and implementing national and international standards across diverse industries.

www.apmc.ae



Assist Plus Environmental Consultancy aims to be the benchmark for quality and innovation in the UAE's environmental consulting industry. Focused on customer satisfaction and technical excellence, the firm offers a wide range of services, including environmental studies, waste management, and environmental monitoring and testing.

www.apec.ae

Valuation Services

CREDENCE & CO.

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.

www.cnco.ae

Our Subsidiaries

Tourism.



At the heart of our endeavors lies a commitment to our core values, rooted in the belief that by nurturing our community, we elevate the experience for all. By prioritizing the well-being of our team, we can deliver unparalleled service and create unforgettable memories for our guests. Join us on this extraordinary journey and become a cherished member of the Sea Safari Cruise family. Let's explore the wonders of Abu Dhabi together, forging memories that will last a lifetime. This is an invitation to be part of a warm and welcoming community.

www.seasafari.ae



Marine Services.

Sea Safari Commercial Ships Rental specializes in delivering comprehensive marine solutions for industrial and commercial activities. Our core services include Ships Management and Operation – Marine Equipment and Machinery Leasing – Commercial Ships Rental – Retail Sale of Marine Equipment and Machinery. With a commitment to excellence and innovation, Sea Safari continues to lead the way in advancing the region's marine infrastructure and operations.

Defense Solutions.



ABT Systems, headquartered in Abu Dhabi, is a leading defense and military consultancy firm specializing in the development of advanced weapon systems, automated military weapon stations, and integrated security solutions. The company offers comprehensive project management expertise across defense and aviation sectors, with a strong focus on aviation technologies, systems integration, and the modernization of combat platforms to meet evolving strategic needs.

Our Subsidiaries

Training.



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..
www.bloomuae.com

Trading & E-commerce.



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.
www.leserenity.ae



ZMD Collection offers a meticulously curated selection of unisex perfumes and room sprays, designed to captivate your senses and elevate everyday experiences. Our premium product range combines unique and enchanting scents, crafted to leave a lasting impression.
<https://zmdcollection.com>

CREDENCE & Co.

Valuation.

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.

www.cnco.ae



Events.

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.

www.xevents.ae

United Kingdom

MENA Region



Our Presence

Headquartered in the UAE, Assist Plus Group has a significant regional presence, serving businesses across the GCC and beyond.



Excelledia, a global management consulting firm specializing in business transformation through strategic advisory, digital innovation, and operational excellence. With a presence in the UK, UAE, Qatar, KSA, and India, Excelledia serves clients across various industries, including energy, real estate, banking, and telecommunications.



CONTINUITY & RESILIENCE

Continuity & Resilience (CORE), a specialized consultancy and training firm focusing on Business Continuity Management (BCM), Crisis Management, and Operational Resilience. With a presence in the UAE and India, CORE offers a comprehensive suite of services designed to strengthen organizational resilience and ensure preparedness for disruptions.



Authenticity Coaching & Consultancy, a Dubai-based firm specializing in life coaching and personal development services. The firm's philosophy centers on passion, transparency, and the pursuit of living an authentic life.



Ascent Business Technology, a global enterprise software company specializing in AI-powered solutions for Governance, Risk, and Compliance (GRC). Their offerings are tailored to enhance operational resilience and regulatory compliance for financial institutions and other regulated industries.



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Contact Us.

Keep in touch with us!

Whether you're looking for expert guidance, have a question about our services, or are ready to partner with us—our team is here to support you every step of the way.

Working Hours: Sunday – Thursday | 9:00 AM – 6:00 PM



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