



Innovation and Excellence in Every Solution

Investor Presentation
April 2025



Disclaimer



No statement in this document is intended to be nor may be construed as a profit forecast. Any statements made in this document which could be classed as “forward-looking” are based upon various assumptions, including management’s examination of historical operating trends, data contained in the Company’s records and other data available from third parties. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant risks, uncertainties and contingencies. Forward-looking statements are not guarantees of future performance. Risks, uncertainties, and contingencies could cause the actual results of operations, financial condition and liquidity of the Company to differ materially from those results expressed or implied in the document by such forward-looking statements. No representation or warranty is made that any of these forward-looking statements or forecasts will come to pass or that any forecast result will be achieved. No reliance should be placed on any forward-looking statement.

Business Overview

Diversified revenue streams



4 Integrated solutions

40+ custom products and solutions

25 Serving clients in 25 countries in 8 regions globally

70%+ revenue recurring in nature from long-term contracts

49% of total revenue generated by security solutions



State of the art operations



10+ industry certifications enabling partnerships with key identity eco-system players

High barriers to entry due to certification requirements, data privacy standards, and security standards

450+ Vehicle fleet serving the UAE

50 mn capacity to print cards



Stellar financial performance



Revenue (FY24)

AED 701.2 Mn

↑ 11.0% YoY CAGR FY20-FY24: 23%

EBITDA (FY24)

AED 190.6 Mn

↑ 11.6% YoY
27.2% Margin CAGR FY20-FY24: 35%

Profit before tax (FY24)

AED 256.7 Mn

↑ 602.2% YoY
36.6% Margin CAGR FY20-FY24: 80%



e7 Group is Entering its Next Growth Cycle



Established
E7 Group was established in 2006 in Abu Dhabi, UAE, as **UPP**




Tawzea by E7
Launched last mile logistics, distribution to strengthen UPP's value proposition

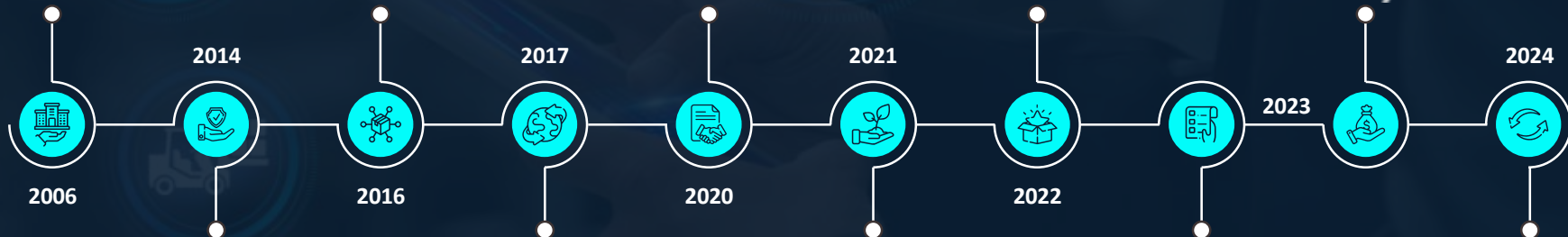
Additional long-term strategic contracts secured
Secured a long-term exclusive strategic commercial printing contract with a UAE Government agency and international government client for secure printing



Launch of packaging segment
Foray into sustainable packaging segment through in-house manufacturing capacity installation

Capital raise
Raised AED 1.1 Bn in total, AED 734 Mn through a successful PIPE transaction

Brand refresh
Brand refresh from UPP Group to e7 Group 



E7 Security (Formerly USP)
Launched security printing operations



International expansion
Secured long-term strategic contract with an international government client for secure printing of national IDs exclusively

Further organic growth
Secured long-term strategic and exclusive secure printing contract with a UAE government branch in 2021

Listing on ADX
Became a listed company through a merger with ADC (SPAC)

Secured over **AED 120 million** in new contracts from clients in Latin America, Africa and the Middle East for identity management solutions

Maiden dividend of **AED 147.1 million**, representing 70% of annual distributable net profit, subject to shareholder approval

Portfolio of 40+ Custom Solutions Enabled by Client Centric Servicing to Advance Client's Business



- Delivering end-to-end secure identity solutions for fraud prevention and authentication
- 10+ industry security certifications, enabling partnerships with key identity ecosystem players
- Serve a diverse local and international clientele across banking, government, telecom, retail, hospitality and transport, delivering advanced security and personalization solutions

Revenue: AED 344.6Mn

Contribution to revenue: 49.1%



- We enhance clients' brand presence with sustainable packaging solutions, including custom designs, digital and sustainable packaging, labeling, prototypes, and samples.
- Our packaging offerings span folding cartons, labels, and paper cups, backed by the latest technology and expertise, while adhering to global packaging standards and rigorous quality control measures.

Revenue: AED 32.7Mn

Contribution to revenue: 4.7%



- We provide end-to-end printing solutions with one of the largest printing setups in the UAE, utilizing state-of-the-art infrastructure to meet clients' visual branding needs across various mediums.
- e7 Education provides innovative solutions and consultations to both governmental and private institutions in the UAE, positioning itself as the fastest-growing educational publisher with a vast, accurate database and strong partnerships across the region.

Revenue: AED 243.7Mn

Contribution to revenue: 34.8%

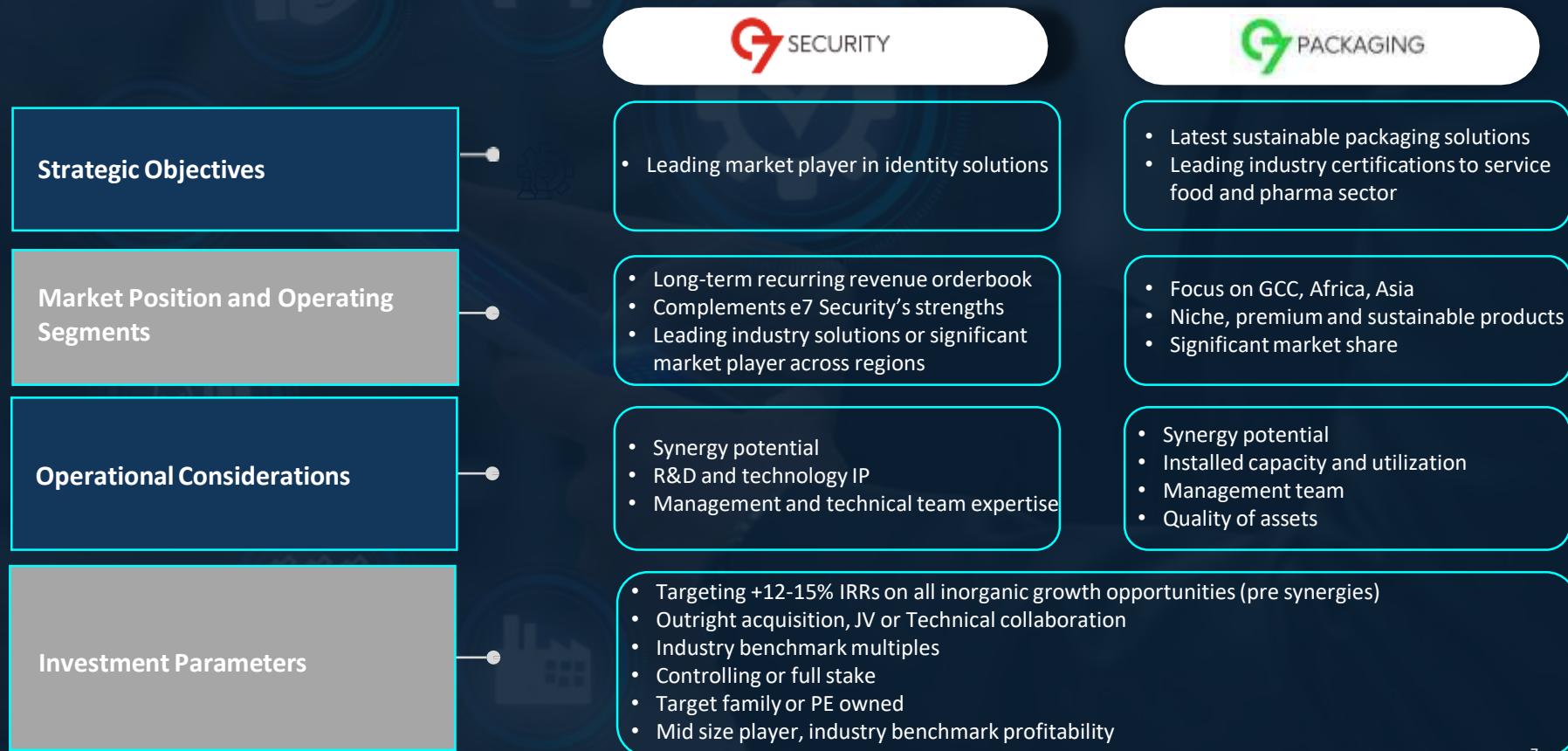


- Tawzea provides pan-UAE last-mile delivery with a fleet of over 450 vehicles, supported by an integrated omni-channel platform offering easy shipping, performance reports, and SMS/WhatsApp scheduling.
- The platform includes a secure systems for seamless order processing, allowing clients to create and track orders through a user-friendly portal.

Revenue: AED 80.1Mn

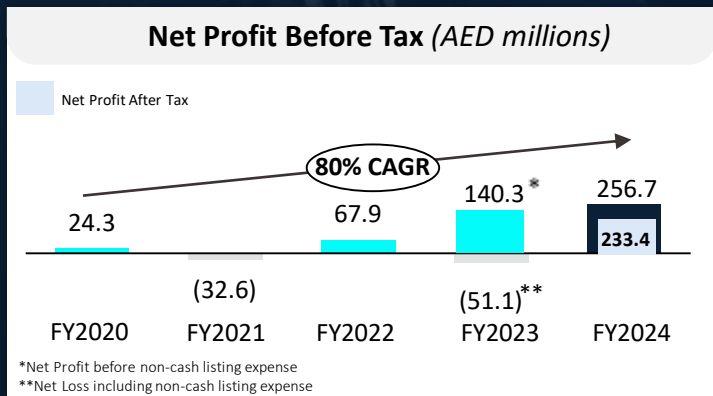
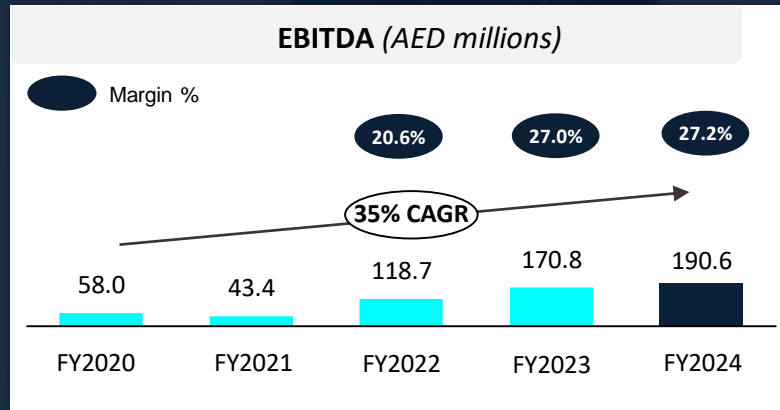
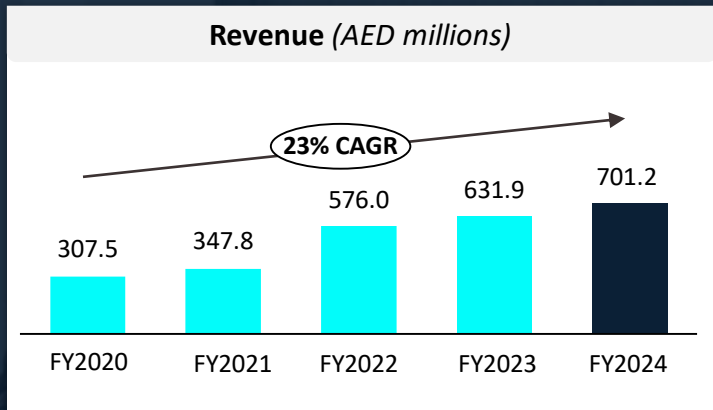
Contribution to revenue: 11.4%

e7 Group's Evaluation Criteria for Identifying and Executing M&A Opportunities



Financial Highlights

Key Business Highlights: A strong historical financial performance

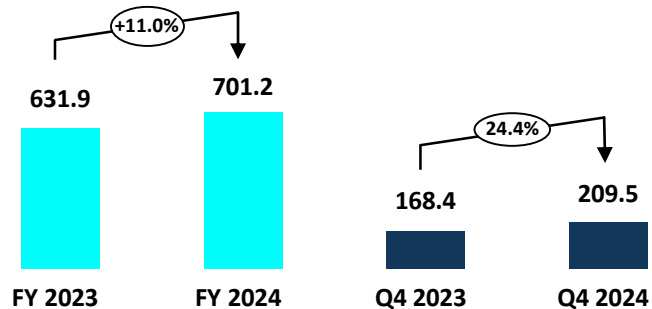


- Strong revenue growth since 2020, with a four-year CAGR of 23% over, driven by new client wins
- EBITDA has remained robust, with a CAGR of 35% over the last four years, supported by growing revenue from new contracts and ongoing operational efficiency initiatives
- Net profit before tax has increased at an 80% CAGR, with a six-fold YoY increase in 2024, with EPS also improving significantly in the year, with 2023 impacted by one off non-cash listing expense.
- Cash flow from operations improved in 2024 due to higher profits and e7's efforts in working capital management

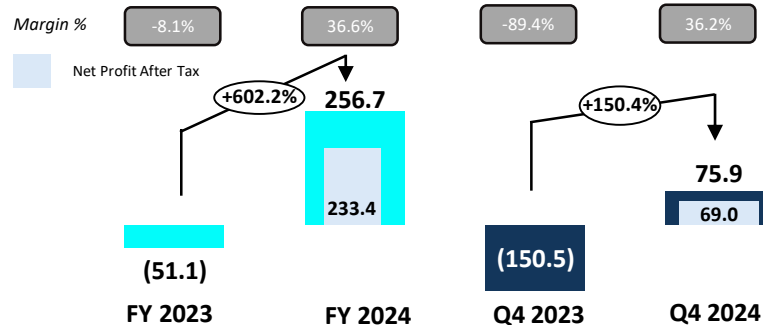
2024 Financial Highlights



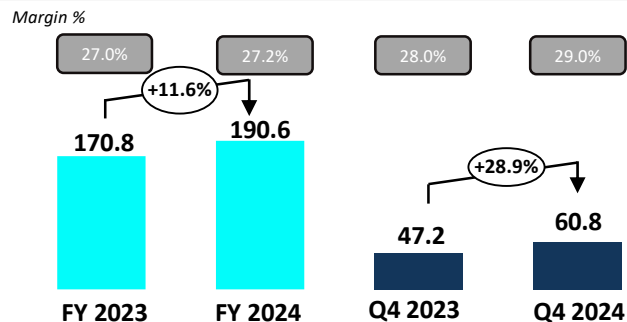
Revenue (AED Millions)



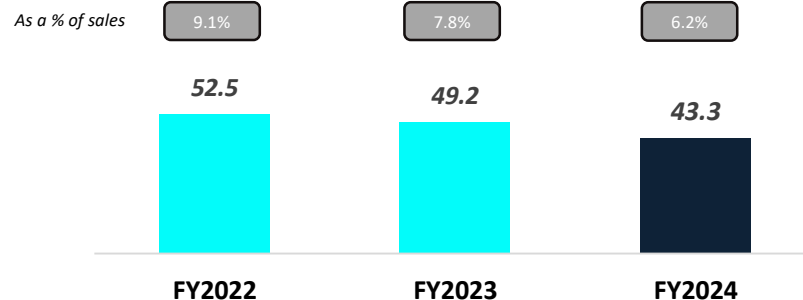
Net Profit Before Tax (AED Millions)



EBITDA (AED Millions)



CAPEX (AED Millions)



Maiden Dividend Payment



- Proposed maiden dividend of AED 147.1 million, 70% of annual distributable net profit
- Subject to shareholders approval

Dividend Payout Factors



- Positive distributable net profits
- Availability of reserves & cash for future needs
- Economic conditions & market outlook

2025 Strategic Priorities

2025 Strategic Priorities: Turbocharge growth with a unified account management approach to deliver innovation and excellence in every solution



Strategic Pivot

e7 has pivoted its value proposition to pursue an integrated account management approach focused on customer centricity, extracting synergies from operations to deliver innovation and excellence in every solution

Strategic Priorities

1 Pursue accelerated revenue growth

- *Leverage UAE's G2G partnerships to provide best in class E2E identity solutions through partnerships, acquisitions in focus markets: Middle East, Africa, LATAM, APAC*
- *Scale integrated educational solutions offering*
- *Diversify printing solutions business through new hybrid technologies and business models*
- *Accelerate packaging and logistics growth in target niche segments for profitable growth*
- *Focus on converting current pipeline of M&A opportunities*

2 Strengthen our capabilities

- *Activate partnerships across value chain to deliver innovative solutions to clients*
- *ERP implementation and cloud migration to transform e7 into a data driven organization*
- *Strengthen and align areas of expertise through agile processes to maximize operational synergies*
- *Leverage cutting edge innovation, sustainable solutions via R&D partnerships*

3 Organizational enablers

- *Significant investments to attract experienced hires- Chief Commercial Officer, Chief Data and Technology Officer etc.*
- *New culture to enable teamwork, accountability and push towards results driven, synergies maximizing culture*
- *Continue momentum on Diversity and Emiratization to grow local talent into management positions*

Thank You