

CLIENT CASE STUDY
ABRAAJ CAPITAL
DUBAI.

ABRAAJ CAPITAL

BRAND CREATION



OVERVIEW

Headquartered in Dubai, Abraaj Capital is a premier investment firm specialising in private equity investments in the Middle East, North Africa and South Asia (MENASA) region. The company has more than 150 professionals representing 28 nationalities drawn from an extensive global pool of talent.

Abraaj Capital own an incredibly diverse portfolio of businesses ranging from banks to supermarkets, from ship manufacturers to airlines, from hospitals to schools and from process manufacturing plants to high street retail outlets.

CHALLENGE

Our challenge was to revitalize the company's existing visual identity to form a more unifying brand language and to assert a stronger sense of stability and confidence.

We were asked to develop a new brand system that would reflect character the ability to act as a long-term partner for their clients and a conviction to embark on new opportunities.

SOLUTION

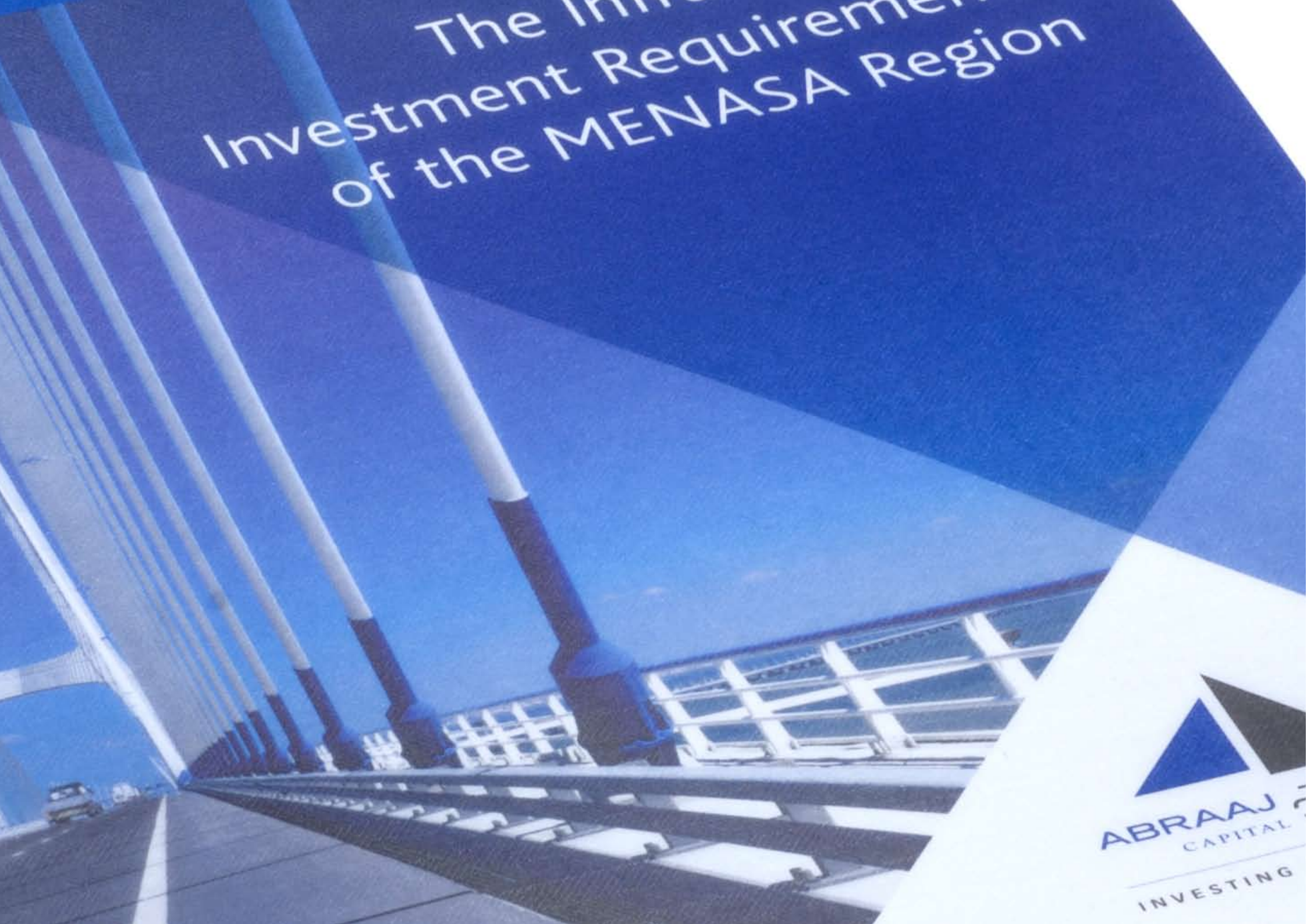
Abraaj Capital, commissioned us to create a brand identity and communications platform to better reflect the innovative and dynamic nature of their financial services, and to clearly distinguish them as pioneers in their field. The Abraaj brand is built on two unifying concepts: reliability and transparency to investors.

The new look and feel is an extension of the brand identity and uses a dynamic grid, with intense blue overlays. Today, we continue to work with Abraaj as the brand continues to be communicated across all touch-points.



Availability in the MENA region is only 17% of the global
demand for water sources. Growing populations,
industrial and real estate development contribute
to the water sector in the GCC. Further
pressures are also increasing
arising from inf

The Investment Requirements of the MENASA Region




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SECTOR ANALYSIS

Water

The average per capita water availability in the MENA region is significantly below the world average¹, resulting in an enormous demand for water due to urbanisation trends and ongoing demand for water by governments, form the backbone of the water sector. Desalination and investments in waste-water treatment plants, their focus on reducing national budget deficits are a major priority for governments are seeking private sector investments of a significant amount in the water sector.

DEMAND DRIVERS

In the MENA region, average per capita natural renewable water availability is about 1,200 m³ per annum, whereas the world average is close to 7,000 m³ per annum, whereas the MENA region accounts for 5% of the world population but holds less than 1% of the available world's freshwater. Water extraction within the GCC for

ABRAAJ CAPITAL



ابراج
CAPITAL
حيتل

INVESTING IN FORESIGHT



We acquire controlling stakes in stable, mature, profitable companies and create value through leverage, consolidation, operational enhancements, and incentive.

INVEST

Current events
Capital appoints two
new managing directors
FULL STORY BACK PAGE



engineering success

ISSUE 1
JULY / AUG 2006

Sabre Abraaj

Sabre Abraaj takes strategic stake in Ramky Infrastructure Ltd.

On January 22, Abraaj and Sabre Capital announced their acquisition of a strategic stake in Ramky Infrastructure Limited (Ramky) by way of a Capital increase. This acquisition marks the first investment by the recently launched US\$ 300 million Sabre Private Equity fund. Sabre Capital will also seek to facilitate the expansion of Ramky into new target markets with a focus on CCC countries.



Abraaj Capital becomes the largest single of EFG-Hermes

At an Extraordinary Meeting on 3 September the shareholders of EFG-Hermes approved the subscription of Capital. The 99.9% of Abraaj



US, Europe
Going
to

a rapidly growing construction and infrastructure development in India is today clearly poised for increasing growth. In 2005, infrastructure investment in the country stood at US\$ 24 billion and is predicted to roughly double, to US\$ 47 billion, by 2009. According to analysts, if India is to remain on its current growth path, infrastructure spending must reach US\$ 100 billion by the end of the decade. The country's construction firms including such as Ramky, is investing in a stronger India for tomorrow. Ramky is a professional company with exciting opportunities.

Learning and Development

CALENDAR 2008

- APR
- MAY
- JUN
- JUL
- AUG
- SEP
- OCT
- NOV
- DEC

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