

Creative design & marketing for the corporate Sector



Formulate

We are Formulate.

A full service creative agency based in Dubai, specialising in branding and design.

At Formulate, we deliver customer-focused branding that truly works. Visually impactful, dynamic, and with a long shelf life, our branding successes prove that we can take your business to the next level.

Our team of skilled experts define effective brand strategies, craft bold brand identities, develop intuitive web design and persuasive marketing collateral, to help communicate and grow your business.



Theo Adamson
Creative Partner
theo@formulatecreative.com



Dan Brown
Creative Partner
dan@formulatecreative.com

(What we do)

Brand Strategy

Brand Identity

Graphic Design

Web Design

Content Creation

Copywriting

Testimonials

Our Creative Team



Theo Adamson
Creative Partner

Theo studied Graphic Arts and Design at Leeds Metropolitan University, migrating to Dubai in 2013 where he quickly settled into life in the sunshine, working for a local creative agency on projects for high profile clients within the region. Today, he's the brains behind Formulate's branding, print, digital, environmental, and packaging design.



Dan Brown
Creative Partner

Dan has been a designer for over 10 years and received a BA(Hons) in Visual Communication: Creative Advertising & Graphic Design from the Birmingham Institute of Art & Design. Complex creative briefs are what get him out of bed in the morning, and he specialises in delivering viable solutions quickly. With plenty of experience working with Middle East clients, he can turn his hand to anything from conceptual design, branding and brochure design to flyers, corporate materials, and web design.



Charlotte Woods
Senior Account Manager

Charlotte is an exceptional account manager and skilled organiser who excels at keeping the studio on track and managing projects from conception to completion. She works closely with our clients to understand their requirements and ensure the agency not only meets deadlines but exceeds expectations.



Paul Sowerby
Brand Strategist & Copywriter

Paul is an award-winning career spanning journalism, brand management, tone of voice strategy, and copywriting across three continents.



Joanna Abou Khalil
Graphic Designer (Arabic Speaker)

Joanna has a degree in Graphic design from the American University of Culture & Education Lebanon and a degree in Law from the Lebanese University. She enjoys crafting Arabic calligraphy and illustration and likes to bring these skills to her brand identities when she can. She also designs engaging social media campaigns and has worked with a range of clients in, both the consumer and corporate sector.



Chris Paquilt
3D & Motion Graphics Designer

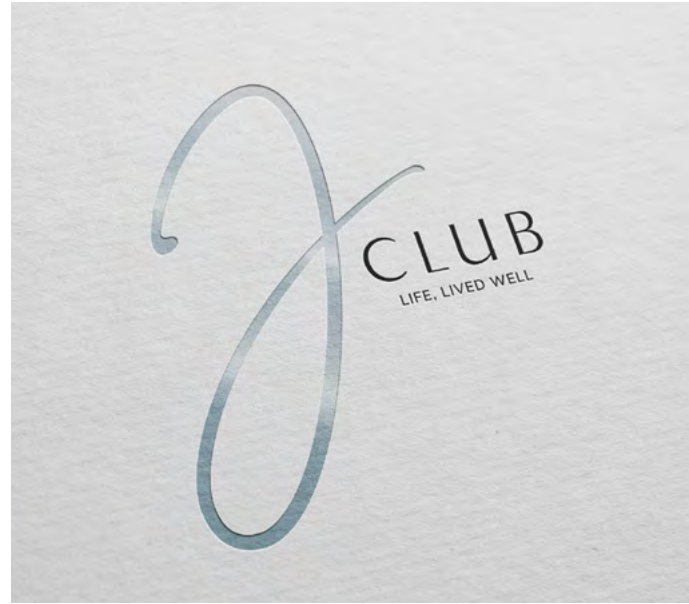
Chris is an experienced multidisciplinary creative having experience of working with some of the UAE's biggest agencies. He is an expert when it comes to all thing animation, motion and 3D graphics, as well as being able to design and deliver more traditional 2d projects.



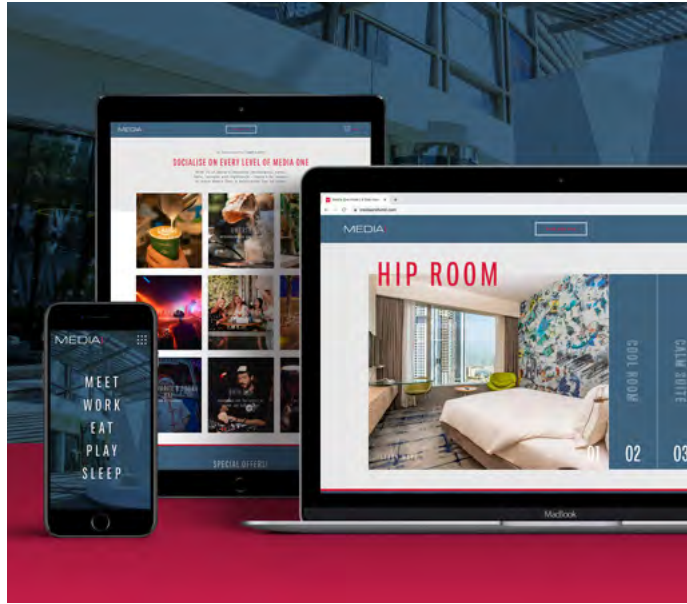
Mohamed Faramawy
Front-End Developer (Arabic speaker)

A Passionate and experienced Front-End Developer professional experience within the web development industry. Mohamed can Design and Develop User interfaces using JavaScript, HTML5, CSS, etc. to build all aspects of the user experience and user interface. He is also a native Arabic speaker.

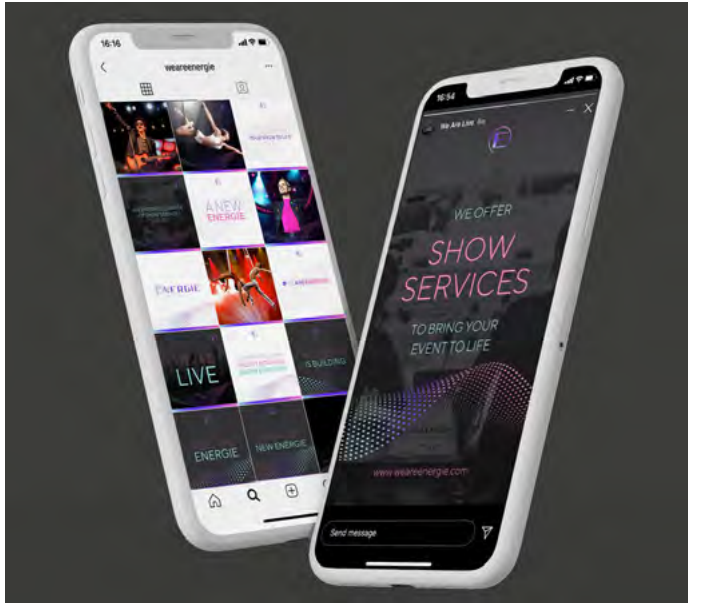
Our Core Services



Brand Identity



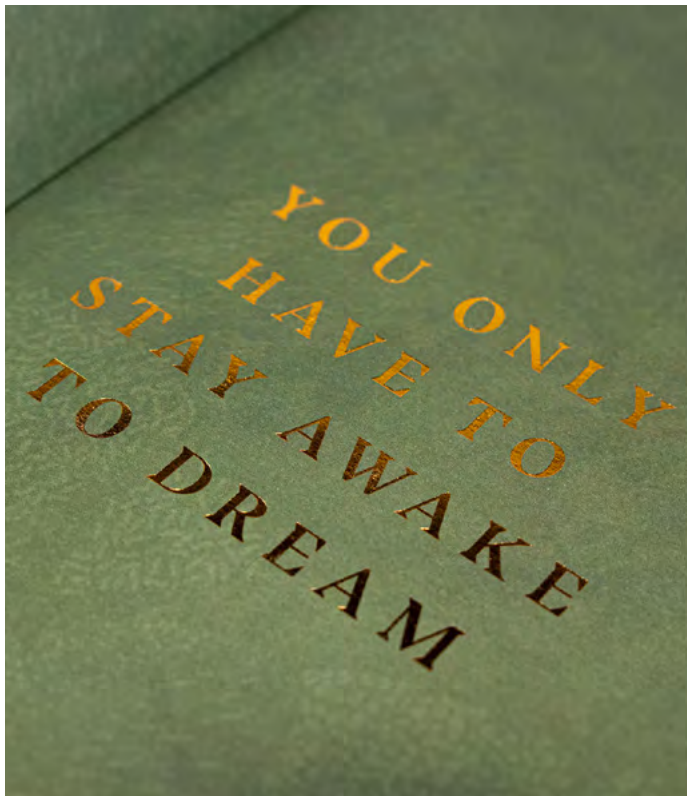
Social Media & Content Creation



Brand Strategy



Web Design



Digital Marketing



Graphic Design

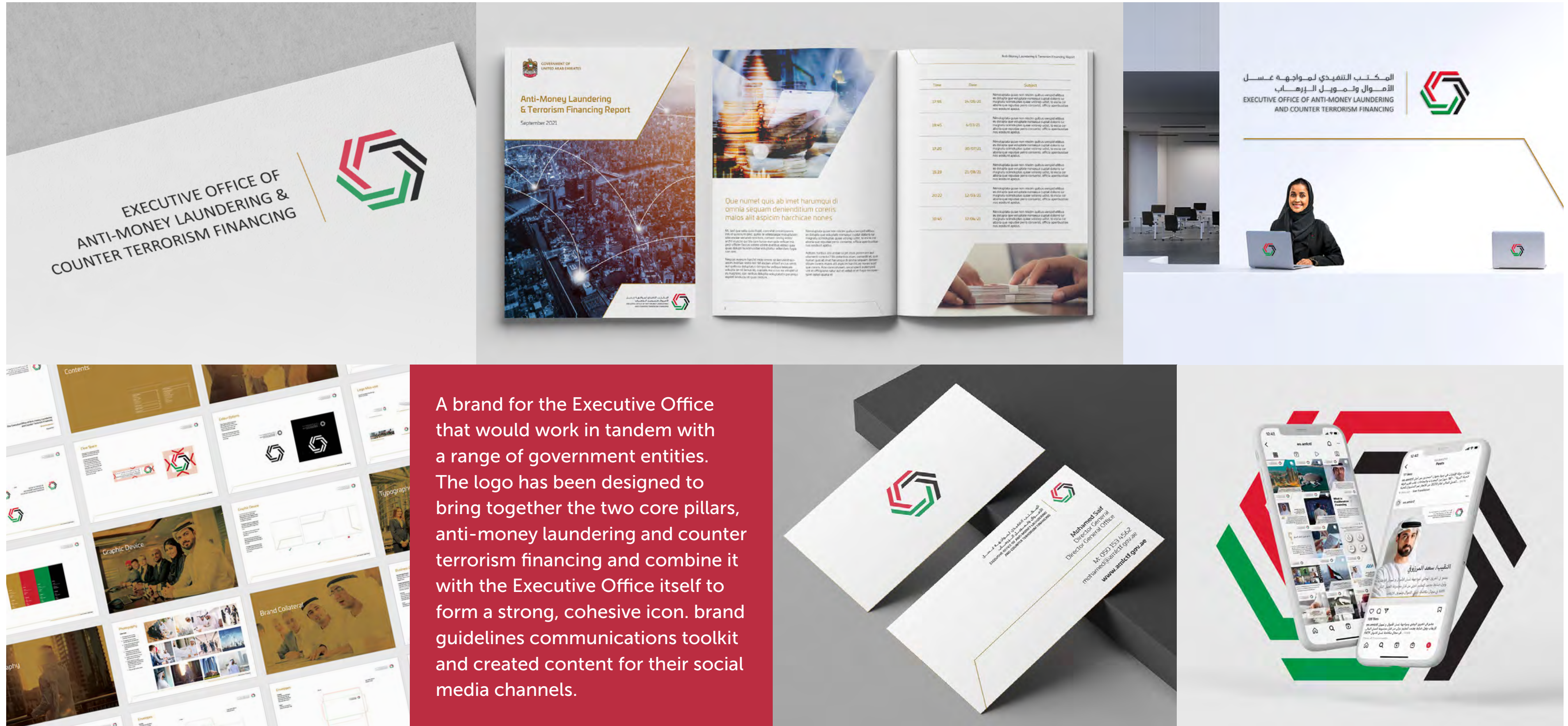


Copywriting



Corporate Branding

AMLCTF - Branding, Guidelines, Collateral & Social Content



A brand for the Executive Office that would work in tandem with a range of government entities. The logo has been designed to bring together the two core pillars, anti-money laundering and counter terrorism financing and combine it with the Executive Office itself to form a strong, cohesive icon. brand guidelines communications toolkit and created content for their social media channels.

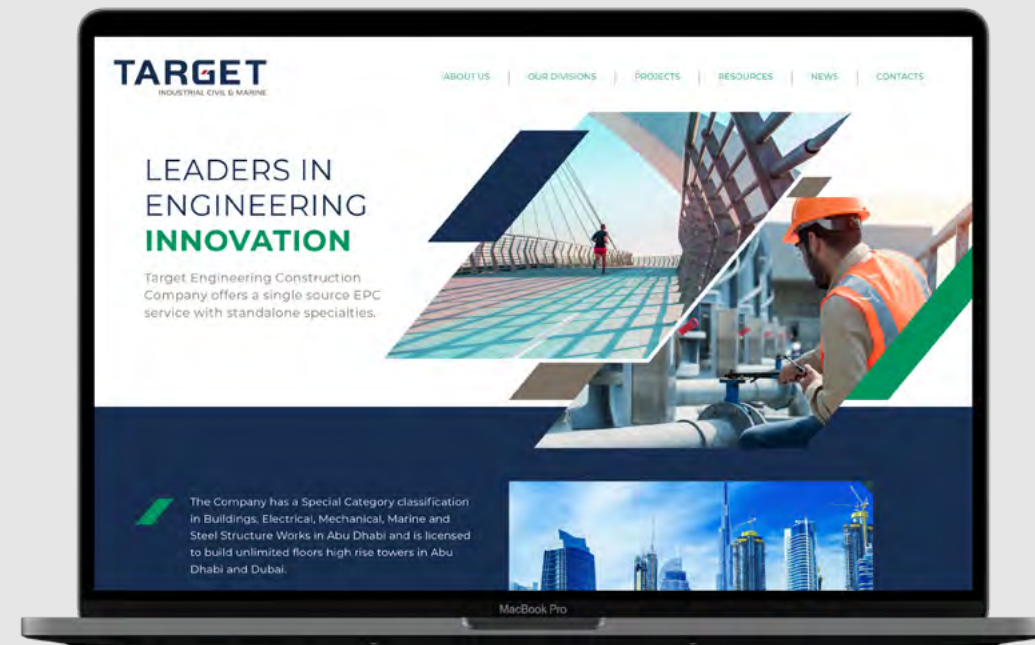
Mohamed Saif
Director General
www.amlctf.gov.ae

HYPR (CAFU & Siraj Power JV) - Naming, Branding & Collateral



A new joint venture is formed by CAFU, SirajPower and climate impact investor Creek. HYPR, first-of-its-kind solution in the region, will launch its on-demand energy systems using innovative battery storage across the UAE. Formulate was tasked with the initial naming of the new brand, along with brand creation, and collateral design across online and offline touchpoints.

Target Engineering (Alec Construction) - Branding, Guidelines, Collateral

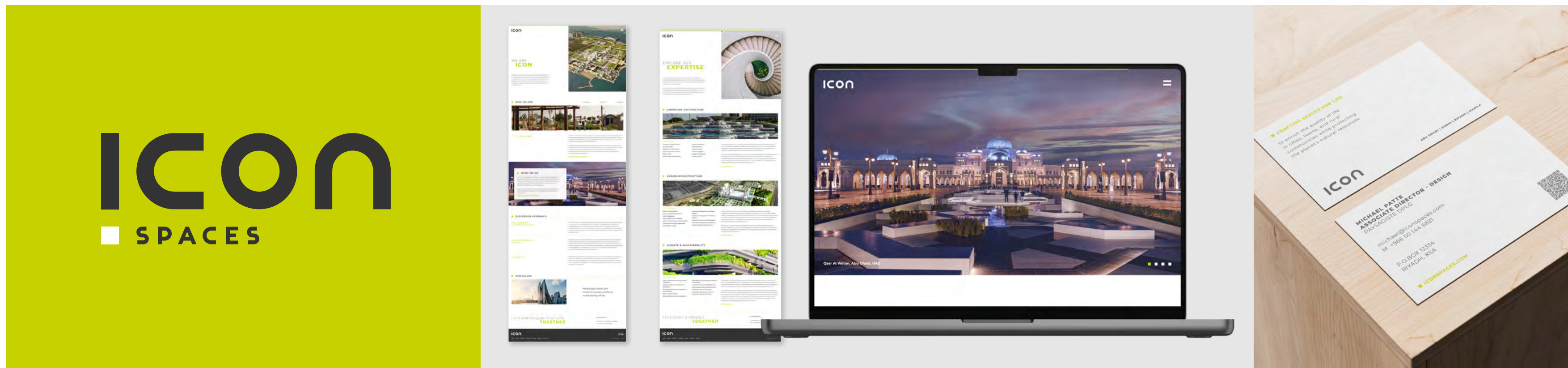


Target Engineering, formally owned by Arabtec, was recently taken over by Alec Construction.

We were tasked with rebranding target and to bring a synergy with the Alec Construction Parent brand, which we did through the colour use of colour and brand elements.



ICON - Brand Strategy, Branding, Guidelines, Collateral & Website



ICON approached Formulate to get assistance with defining and aligning their brand strategy, along with a refresh of their current brand, roll-out across all touch-points and design and build of a brand new website. We also defined their tone of voice and messaging, including their vision, mission and values.



American Business Council (AmCham) - Branding & Collateral



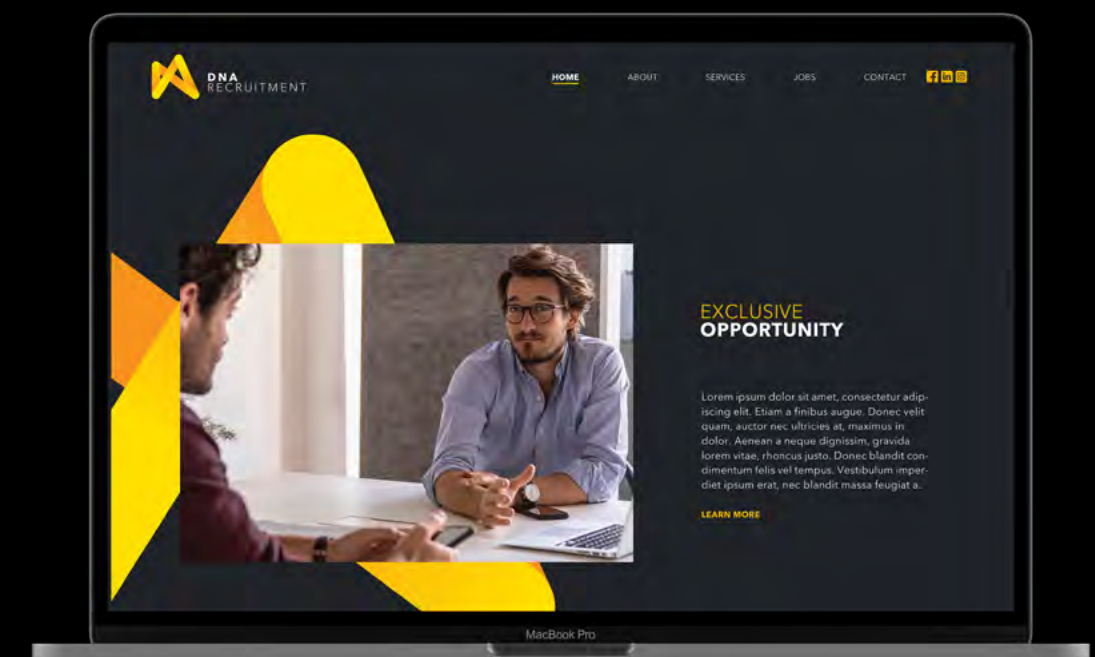
AmCham Dubai also known as The American Business Council represents the business & commercial interests of industries, corporations and individual professional members within the UAE. With a change of name, AmCham Dubai required a rebrand. The logo is inspired by the Rings of Friendship, a monument that sits within Creek Park, Dubai, a gift presented to the UAE by the USA.



DNA Recruitment - Branding, Website & Collateral



DNA Recruitment specialise in executive search for the medical sector, supplying specialist staff to some of the world's leading healthcare suppliers. After tens years of business they required a re-brand that would elevate them and position them among the market leaders within this sector. This culminated in a powerful, bold and confident new branding that rolled out across presentations digital applications and a new website that is soone to be launched.

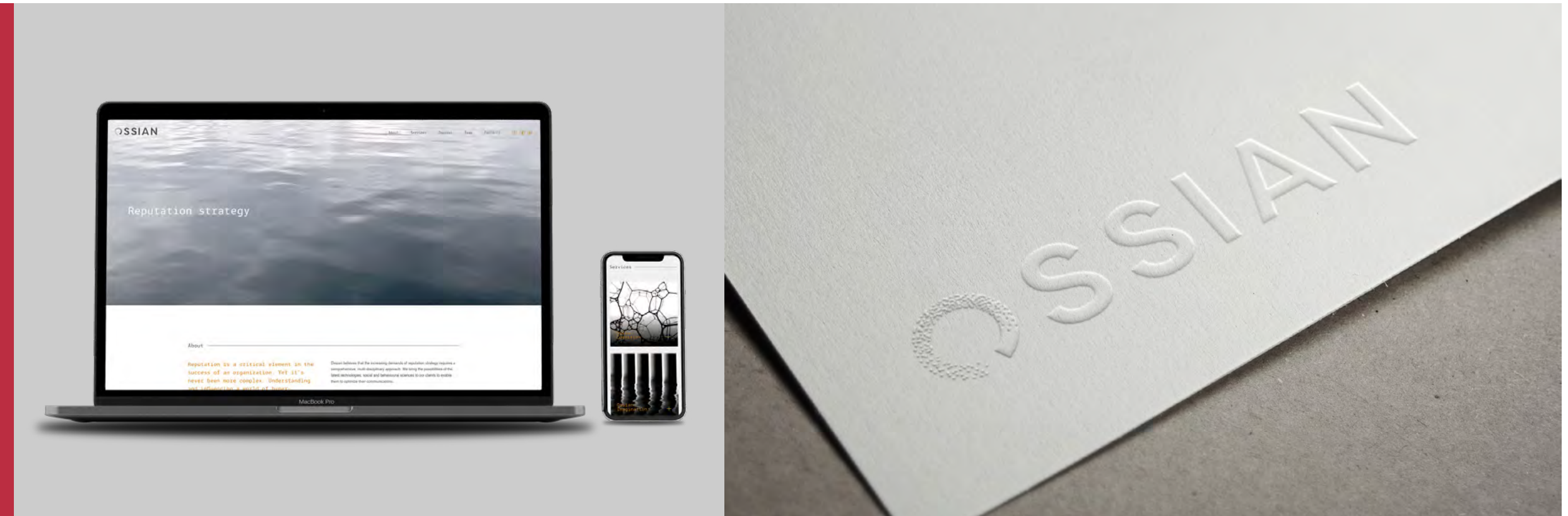


Ossian Consultancy - Branding, Website & Collateral

Ossian are a global consultancy that solve problems and create new approaches to reputation strategy.

The brand needed to be clean and uncluttered whilst the use of pixels helped to give it that "digitalised" feel.

The monochromatic base palette creates a strong contrast, with the rich amber tone adding extra emphasis.



Internal Branding & Comm's

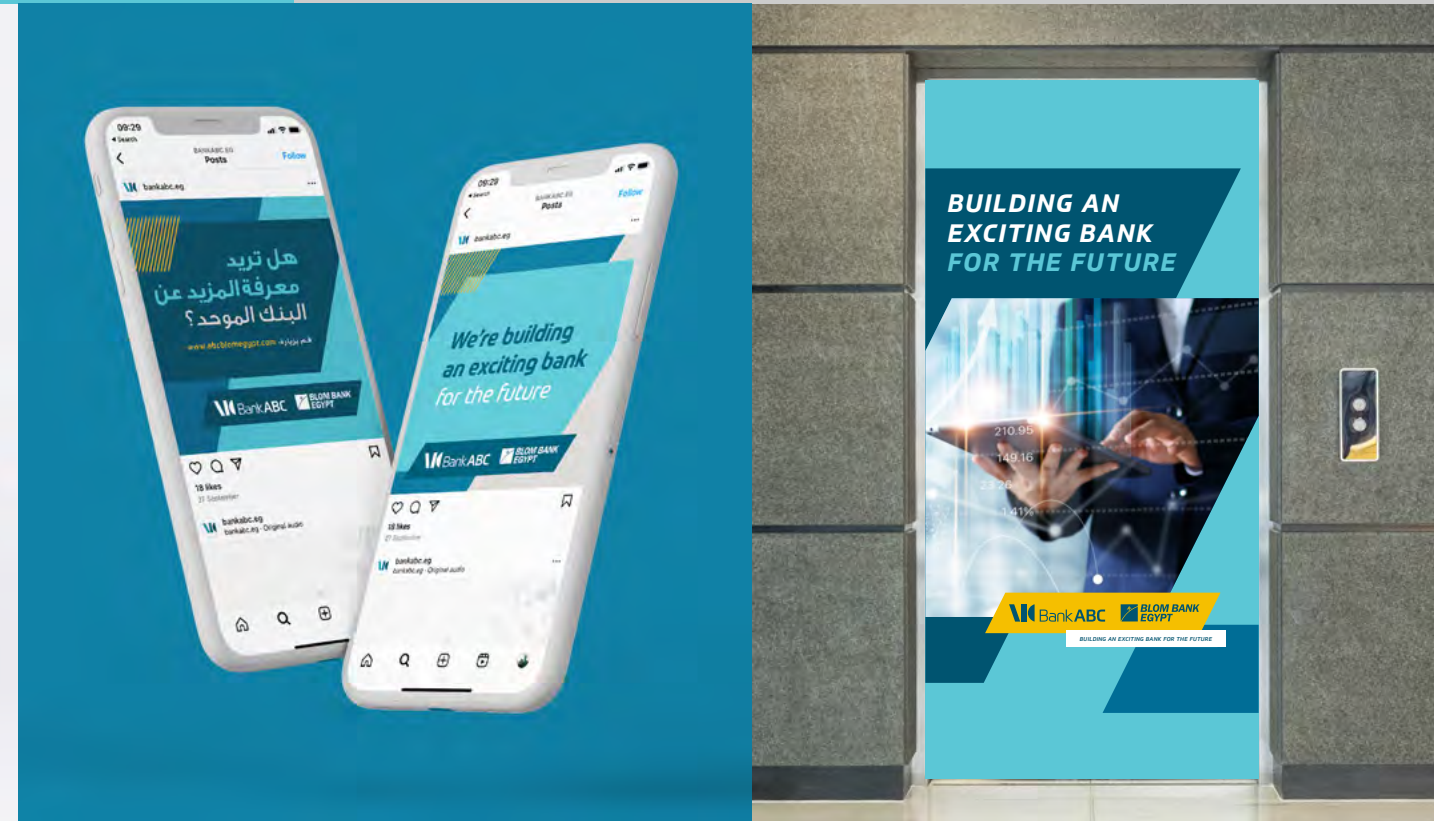
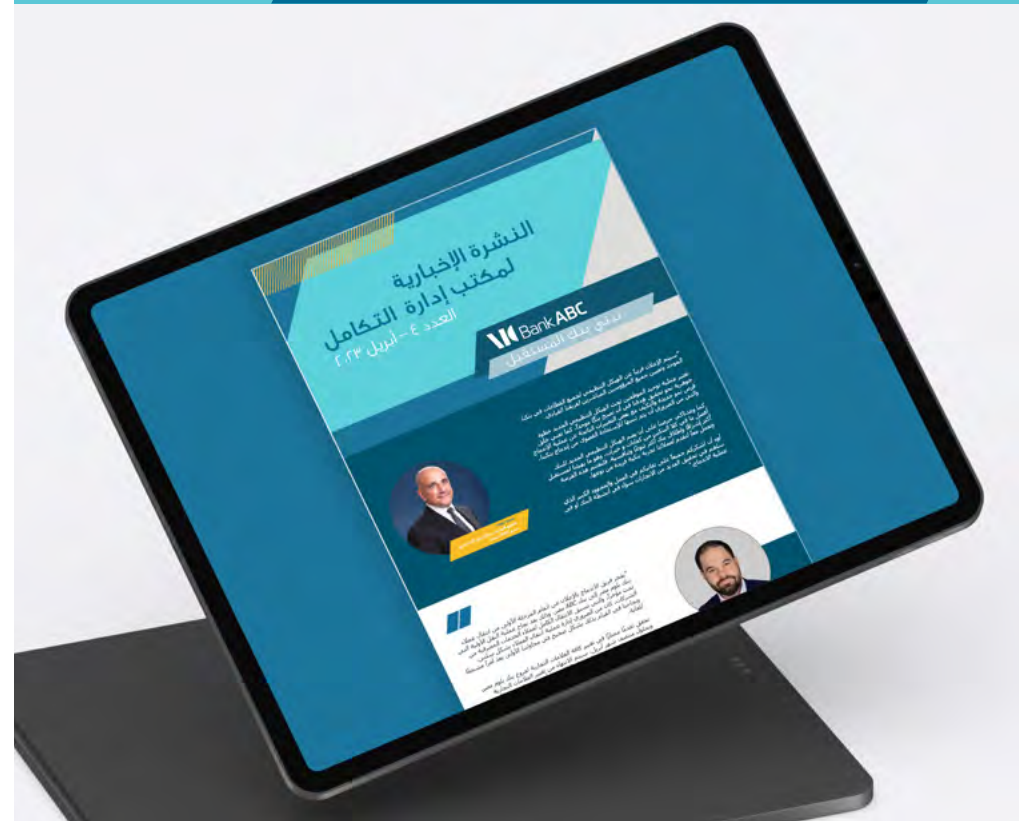
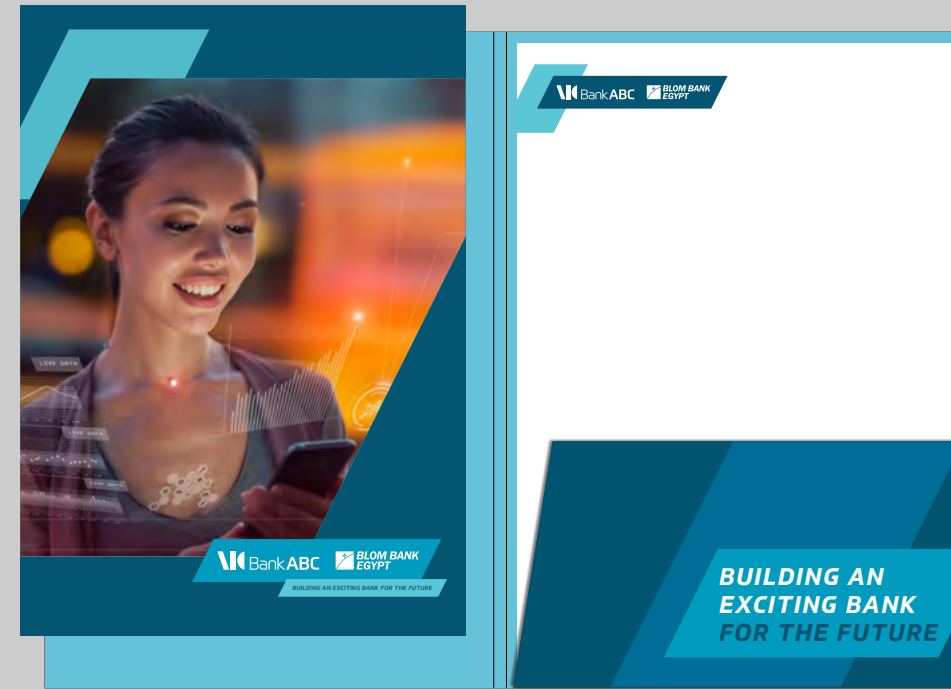
Al Ghurair - People & Culture Branding



SABB - Internal Digital Transformation Brand & Event Collateral



Bank ABC & Blom Bank Merger - Internal Comm's



The background of the entire image is a solid red color with a repeating pattern of thin, white, wavy lines that create a textured, undulating effect across the surface.

Corporate Brochures & Reports

Dubai Electricity & Water Authority (DEWA) - Management Report



ENOC, Dubai - Insights Publication



Microsoft & Eversheds - White Paper



Dana Gas- Management Report Concept



Alamar Foods - Annual Report



MASCO - Annual Report



UAE Central Bank - Reports & Collateral



PART ONE
**ECONOMIC,
MONETARY
AND FINANCIAL
DEVELOPMENTS**

**CHAPTER 1.
INTERNATIONAL ECONOMIC
DEVELOPMENTS**

Global growth for both 2018 and 2019 was revised downward owing to uncertainties related to trade tensions and slowdown in the Eurozone and in China, in addition to risks threatening some emerging economies. Meanwhile, inflation remained below target in the Eurozone and in Japan, and commodity prices recovered, albeit at a slower pace compared to 2017. Besides, bond yields in major economies ended the year on a downward trajectory.

ECONOMIC GROWTH

The recovery in global economic growth is moderating as growth projections in major economies were revised down in the beginning of 2019. As reported in the April 2019 World Economic Outlook (WEO) report, the IMF reduced the global growth for 2018—following a 0.1% downward revision from 3.6% and 0.1 percentage points below October's projection for 2019 and 2020 global activity is projected to grow at 3.3% and 3.6%, respectively. The downward revision is partly because of the negative effects of the tariff increases implemented in the United States and China, a softer momentum in major EU economies, and macroeconomic stress in some emerging market economies.

**ECONOMIC OUTLOOK FOR
SELECTED ECONOMIES**

UNITED STATES

The major advanced economies witnessed mixed economic performances. The United States' economic activity remained solid throughout the year, although showing subdued momentum in the fourth quarter, in contrast, growth in the Eurozone has been weaker than expected owing to weakening financial market sentiment, and the impact of trade tensions on global demand.

Growth in Emerging Markets and Developing Economies (EMDE)

EMDE slowed down to an estimated 4.5% in 2018—i.e., 0.3 percentage point slower than in a context of high trade tensions. Growth among commodity exporters lost momentum significantly, despite some improvement in export prices, owing to country-specific challenges.

EUROZONE

The Eurozone annual growth is estimated at 1.8% in 2018. Economic activities had a strong start in the first half of 2018, followed by a loss of momentum in the second half due to the slowdown in exports, driven by the appreciation of the euro and weaker external demand. Hence, growth was marked down for Germany due to an underperforming exporting sector and for France following protests.

Meanwhile, commodity importers' growth remained robust despite a mild moderation due to capacity constraints and slowing export activities. Nonetheless, slower global trade and tighter financing conditions will adversely affect the growth of EMDE further in 2019, which is estimated at 4.4%.

ANNUAL REPORT
2018

**CHAPTER 3.
BANKING AND FINANCIAL
DEVELOPMENTS**

Government deposits increased in 2018 with the recovery of oil prices and continued fiscal reforms. Credit growth picked up, in support of growth in the non-energy sectors of the economy. Overall, the banking sector in the UAE remains well capitalised, highly liquid, sound and stable, solidifying foundations for financial stability in the country.

BANKING LANDSCAPE

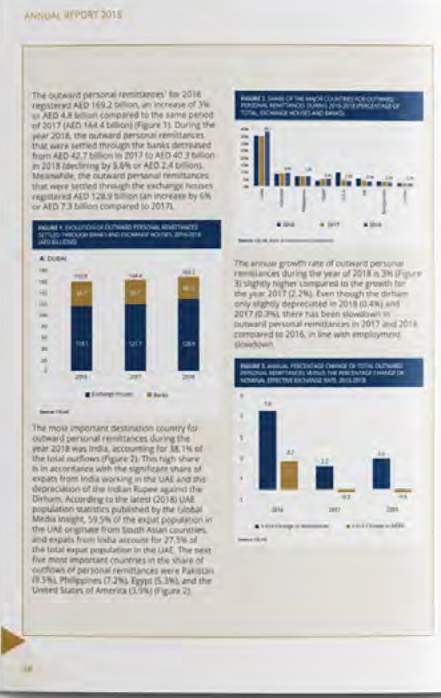
The number of locally-incorporated licensed banks is unchanged at 22 in 2018. The number of foreign banks declined to 38 in 2018. The number of bank employees has increased for national banks from 20,064 in 2017 to 20,866 employees at the end of 2018. For the foreign banks, it declined from 2,311 in 2017 to 2,053 employees at the end of 2018, mainly due to consolidation in banking activity and increased efficiency. (See Table 3.1).

TABLE 3.1 BANKING THE UAE AND THESE COUNTRIES

	2016	2017	2018
Bank Assets	1,563	1,627	1,776
Bank Liabilities	1,211	1,241	1,374
Bank Deposits	1,264	1,406	1,542
Government Deposits	4.2	5.3	7.4
Government Sector	197	212	200
Private Sector	18.1	19.9	20.8
GRDP	168	182	207
FDI Inflow	11.7	13.7	14.1
FDI Outflow	10.0	10.0	10.0
FDI Balance	1.7	3.7	4.1
FDI Inflow % of GDP	6.9	7.5	6.8
FDI Outflow % of GDP	6.0	5.5	5.3
FDI Balance % of GDP	0.9	2.0	1.5
FDI Inflow % of FDI	100	100	100
FDI Outflow % of FDI	100	100	100
FDI Balance % of FDI	0	0	0

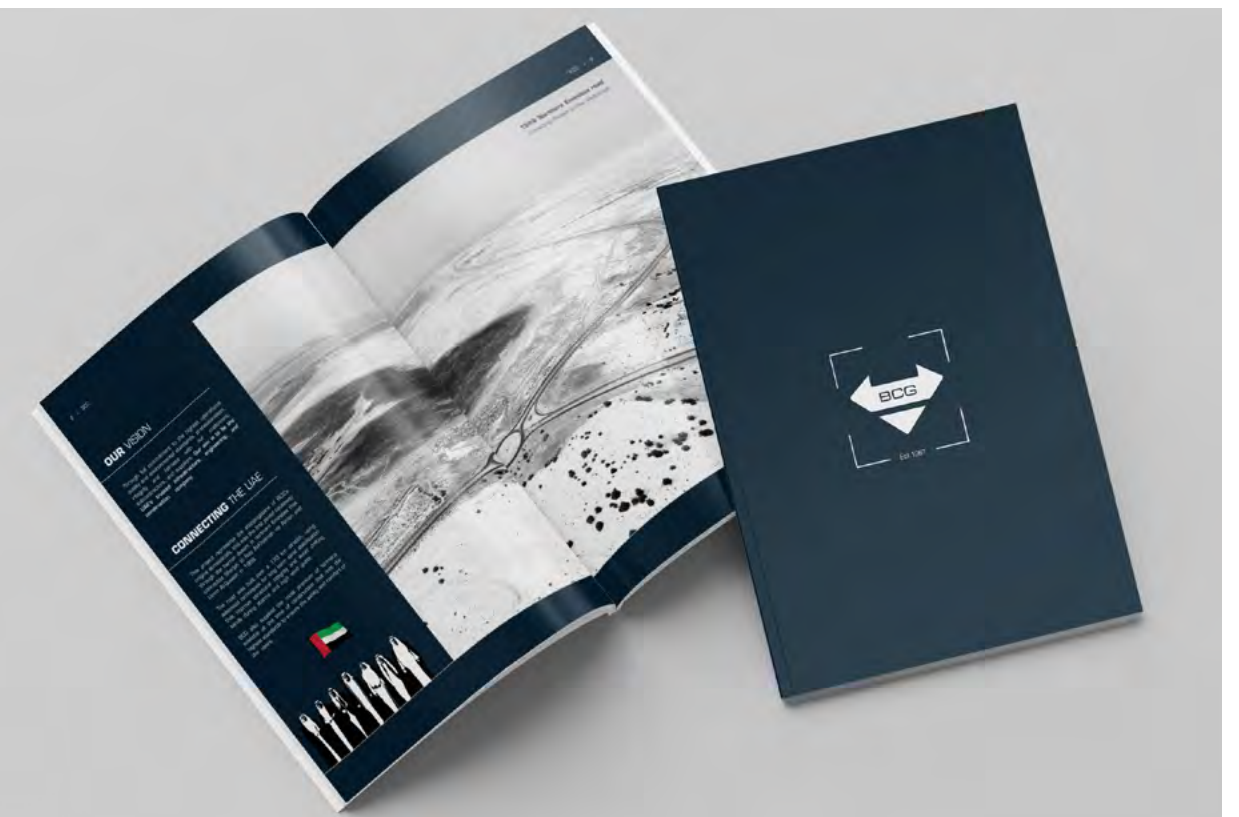
BANKS' DEPOSITS

Total customer deposits at banks increased in 2018, due to the rise in both, resident and non-resident deposits. The two segments registered an increase higher than that witnessed in 2017 and about the CAGR (3% and 5.9%, respectively) for the last four years.



Source: Central Bank of the UAE.
 1. The Central Bank of the UAE (CBUAE) is the main central bank of the UAE. It is a public institution established in 1987.
 2. The number of bank employees is as of the end of 2018.
 3. The number of bank employees is as of the end of 2018.
 4. The number of bank employees is as of the end of 2018.
 5. The number of bank employees is as of the end of 2018.

BCG - Internal Report



One Za'abeel, The Link, ALEC - Technical Brochure



AECB - 2020 Report



CEO Annual Report | 2020

CEO Annual Report | 2020

CEO LETTER

Dear Shareholders,

2020 was a year like no other. Just as the world was ready to welcome a new decade with open arms and accelerate into a fresh period of natural economic growth, a devastating pandemic hit everywhere, everywhere, and changed the face of normal business as we knew it.

AECB had an excellent start to the first quarter of the year, with revenues and profits beating budget by over 20%. The pandemic hit in the second quarter and its impact was felt right through to a global halt and then started to re-align itself on a global basis, the Bureau took the opportunity to assess the resilience of your company and its ability to continue developing and delivering in a virtual environment.

Despite all of the obvious adversity of last year, in Q2 2020 we succeeded in producing the highest number of technical deliverables in a single quarter in the history of AECB. Some 13 deliverables were completed – most notably we were able to entirely revamp our mobile app and we created a new toll-free contact centre within the space of two months. This has significantly helped to direct sales towards our digital channels and greatly improved the overall customer experience.

JAN
Propensity Indicator
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

APR
Alerts Enhancements
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

JUN
Indebtedness Indicator 2.0
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

JULY
Credit Score 2.0 (Companies)
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

AUG
Queue Size
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

by enabling issues to be raised and followed up without the need to physically visit AECB customer centres. This has been a real benefit to our customers, especially during the pandemic.

In addition, we also proved that a physical back-up office site, for disaster recovery purposes, was no longer necessary as we are able to reach all Board-approved milestones whilst working 100% remotely across the business.

After multiple consultations with the necessary parties, during 2020 we were instrumental in achieving amendments to the UAE's Credit Information Law, which has now ensures both global standards and which now ensures a comprehensive credit reporting and more accurate credit scoring. This is a fundamental milestone in AECB's history which, in the period ahead, will enable us to contribute even more to the UAE's financial stability.

In 2020 we also hugely boosted our data acquisition scope and infrastructure. We now have direct integration with UAE Courts regarding the financial obligations of convicted parties in our cases and their related payments status via telcos and utilities for water, electricity and gas.

Throughout the year we invested our time heavily in upgrading our data analytics capabilities, building new internal dashboards to monitor corporate performance and KPIs, with external data-driven sales pitches to increase the adoption of our products and the production of high-value insight reports to support key stakeholders in analyzing their markets by challenging and assessing the impact of so many changing economic forces in this most extraordinary of years.

With some operational changes, several improvement programs and the redefinition of various internal procedures and activities, in 2020 we were able to drive revenues of AED XXX and profits of AED YYY. Even though these were an average of 16% lower than budget, we managed to remain profitable in each month of the year, whilst matching the level of net profit achieved in 2018.

While the economy is likely to take at least two years to bounce back to 2019 levels, we will continue to focus on driving our development plan hard: deepening AECB's penetration into a broader

range of sectors, offering a more diverse range of products and ultimately increasing the brand and shareholder value of the company.

We are very proud to have achieved ISO 27001, PCI-DSS and UAE Information Assurance (NESA) accreditation during 2020, showing the willingness, desire and commitment of the entire team to deliver what is best for AECB.

We look forward with great enthusiasm to launching some game-changing products in 2021 which will establish AECB as a strong player in the business transaction and real estate sectors and are committed to providing a credit score for every member of the adult population in the UAE using non-banking data.

As ever, the future looks bright.
Marwan Ahmad Lutfi
CEO

Al Etihad Credit Bureau
XX April 2021



SEP
Data Governance Improvements
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

OCT
Security Improvement Program
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

NOV
New Data Acquisition Solution (ETL, ICCS)
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

NOV
Microsoft Dynamics 365 Upgrade
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DEC
Analytical Reports (SME Report)
Connecticut adipiscing elit. Proin accumsan vel metus eget venenatis. Proin et facilisis sapien, in ultricies purus.

Risk profile/ Register/ Mitigation strategy
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CEO ANNUAL REPORT
2020



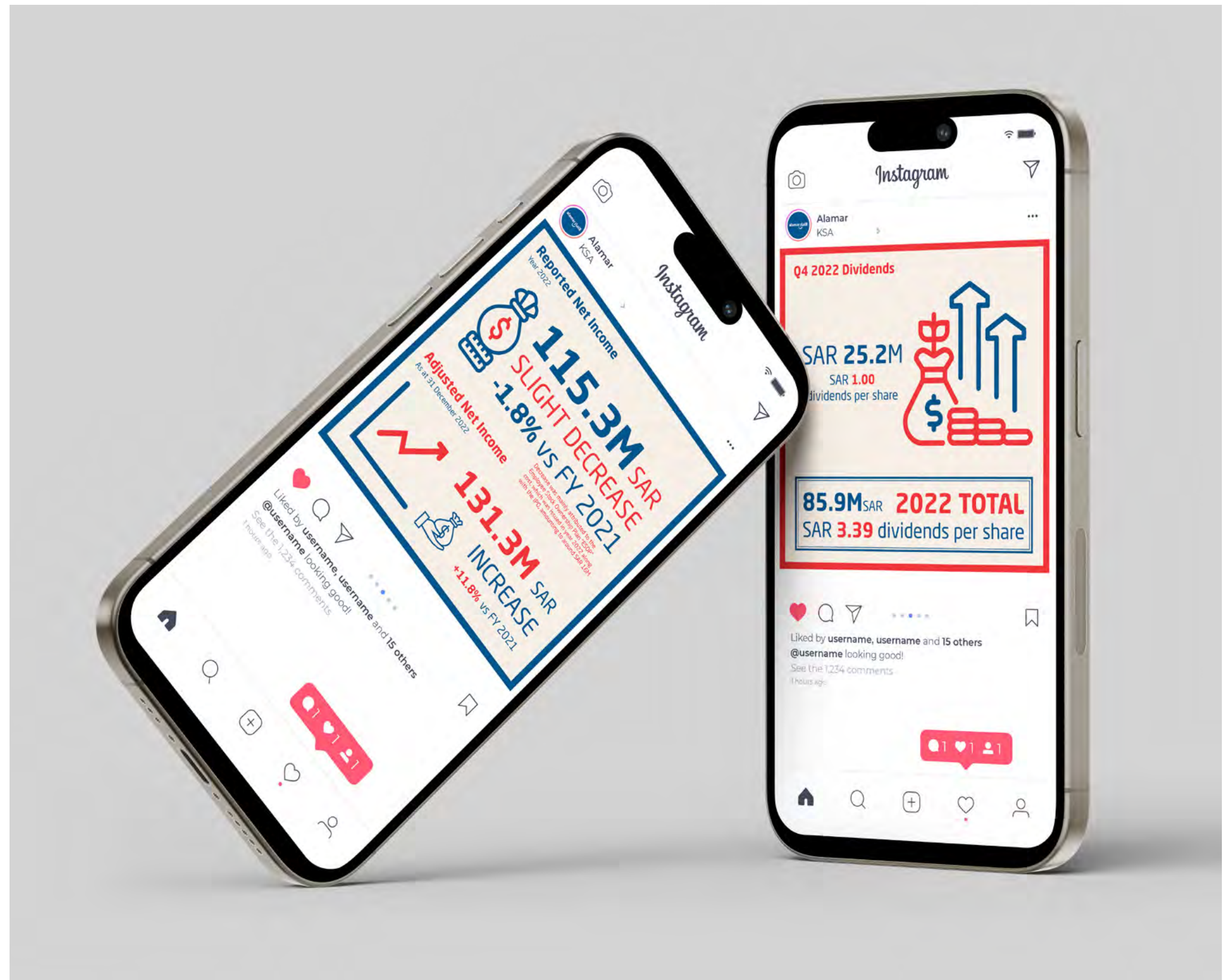
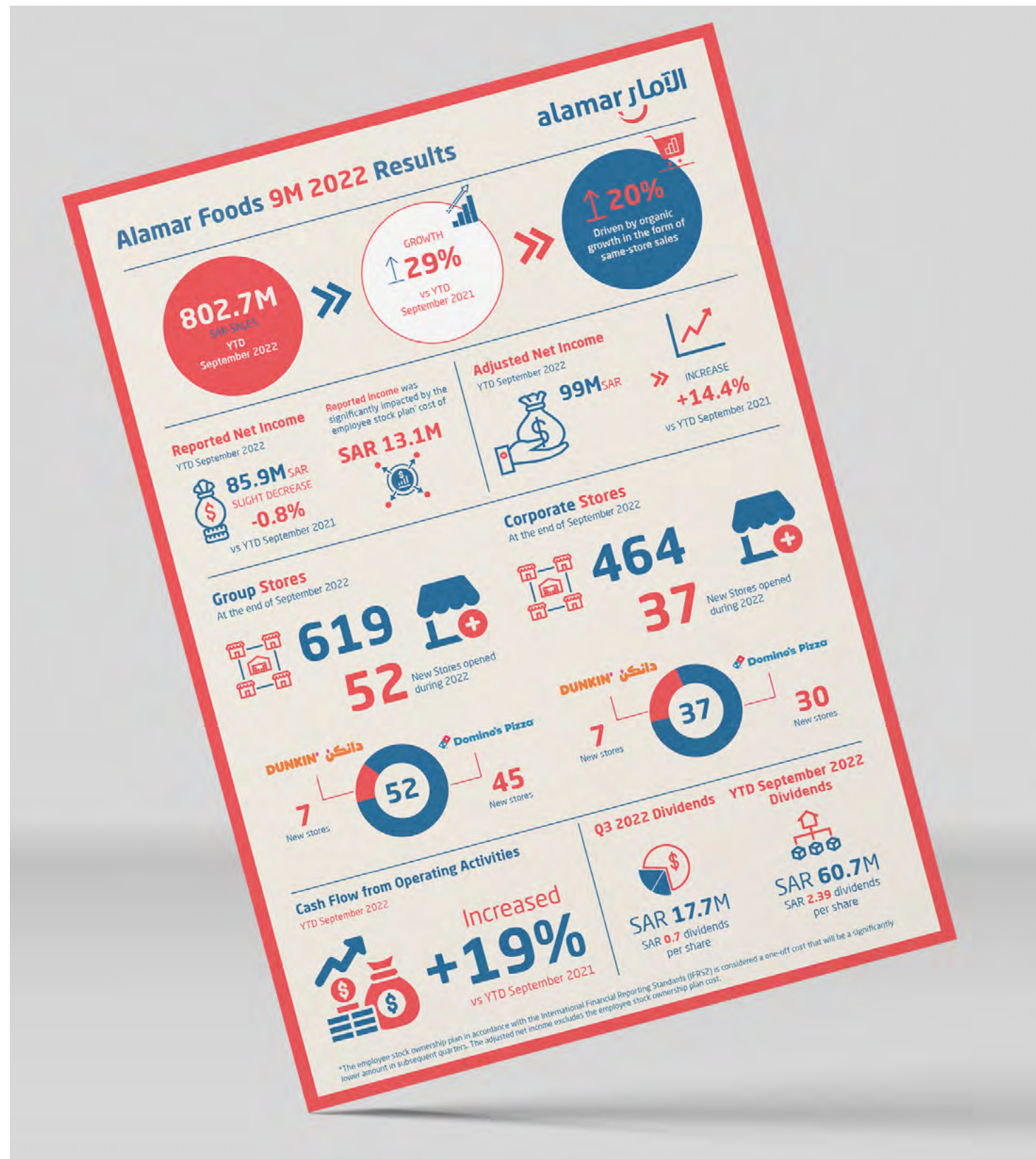
AECB
Abu Dhabi Credit Bureau
AL ETIHAD CREDIT BUREAU

American Business Council (AmCham) - Quarterly Newsletter



Social Media & Infographics



Alamar Foods - Infographics & Social



Waha Capital - Social Media

الواحة كابيتال
WAHA CAPITAL

Waha MENA Equity Fund ranked among the world's top 50 hedge funds



Cumulative returns of **207.3%** Annualised rate of return of **15.6%**

As of 30 September 2021

This ranking is based on the Global Investment Report, 2021 Survey of the Top 50 Hedge Funds.

الواحة كابيتال
WAHA CAPITAL

Waha MENA Equity Fund was the only MENA-based hedge fund to place in the ranking

The Fund yielded a 5-year annualised net return of **15.1%** In 2020, the Fund returned **14.1%**

against the benchmark S&P Pan Arab Composite Index which in turn returned 1.2%

This ranking is based on the Global Investment Report, 2021 Survey of the Top 50 Hedge Funds.

الواحة كابيتال
WAHA CAPITAL

"Our priority at Waha Capital is to curate diversified and balanced portfolios that create sustainable income and long-term value for our shareholders and investors. Our investment strategy has been successful over the past eight years and to be recognised for this brings me great pride, especially in our team."



Ahmed Khalifa Al Mehairi
Chief Executive Officer

الواحة كابيتال
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Ahmed Khalifa Al Mehairi
Chief Executive Officer

الواحة كابيتال
WAHA CAPITAL

"Our Waha MENA Equity Fund was established in 2014 with an equity long-bias. Having strategically invested into building our emerging markets asset management platform out of Abu Dhabi, we now have been recognised as one of the top 50 hedge funds globally and are the only fund based in the MENA region. This is a significant milestone in our journey, one we wish to share with our investors, stakeholders and broader UAE community."



Mohamed El Jamal
Chief Investment Officer, Public Markets and Lead Portfolio Manager, Waha MENA Equity Fund

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Mohamed El Jamal
Chief Investment Officer, Public Markets and Lead Portfolio Manager, Waha MENA Equity Fund

Roya International - Social Media



HOT OFF THE PRESS

SUSTAINABILITY, EDUCATION AND LOCAL TALENTS

"...the challenges of the past few years have caused the hospitality industry to become more flexible, adaptable and open to new and innovative ideas."

AHMED RAMDAN
FOUNDER & CEO, ROYA INTERNATIONAL

ròya



SPEAKING ABOUT HOSPITALITY IN THE UAE

Ahmed Ramdan
Founder | Group Chief Executive Officer,
Roya International

ròya 25 YEARS
TOTAL HOSPITALITY SOLUTIONS




RAMADAN KAREEM

ròya 25 YEARS
TOTAL HOSPITALITY SOLUTIONS

ròya 25 YEARS

TOTAL HOSPITALITY SOLUTIONS

ròya



HOSPITALITY CONSULTANCY & ADVISORY

KEY SERVICES

With over two decades of experience and unrivalled expertise, hospitality consultancy is at the core of Ròya's services

ròya

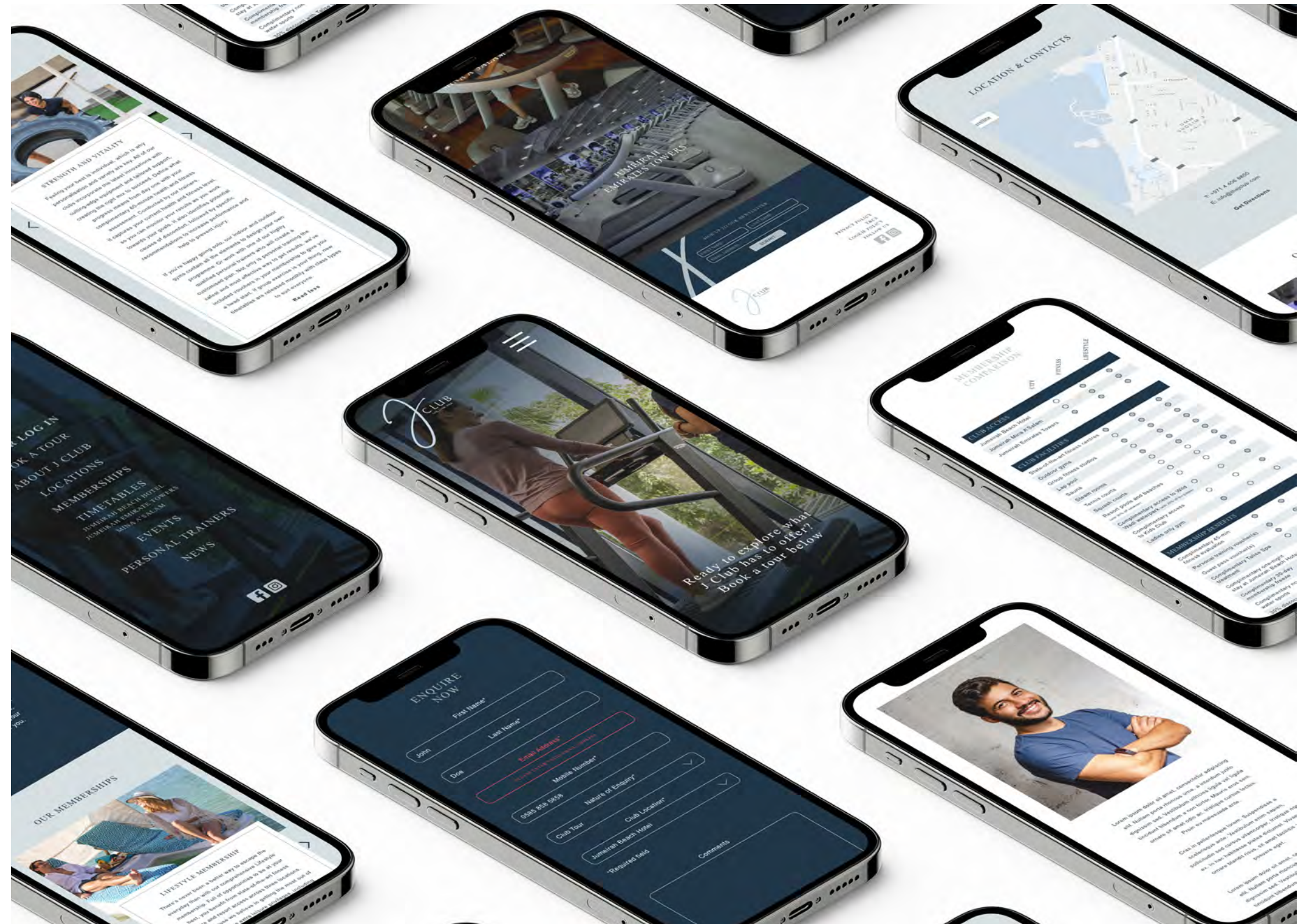
ròya

Why Ahmed Ramdan is confident about the future of Emiratis in hospitality

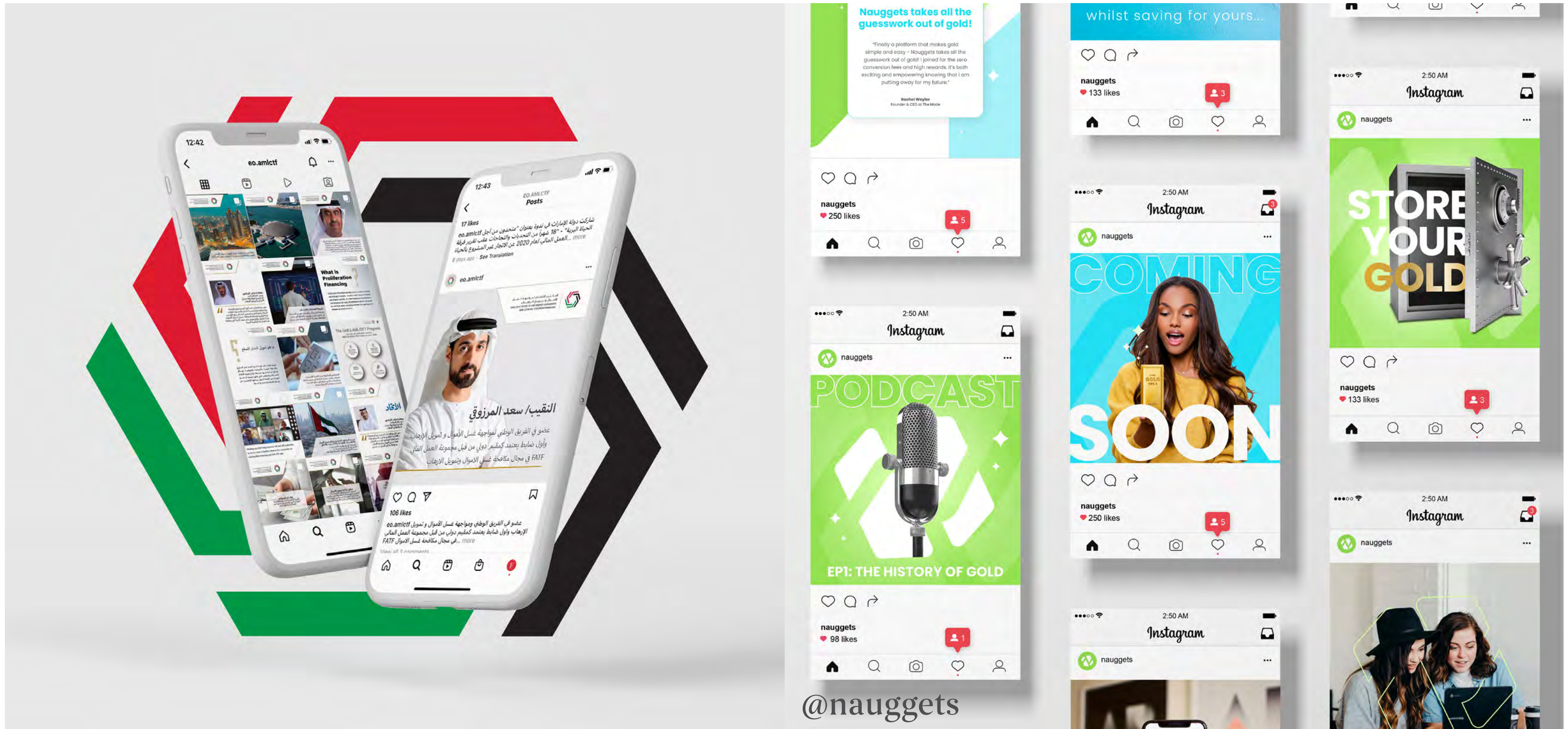
Read the full article in: **HOTELIER**



J Club, by Jumeirah - Social Media



Social Content



Education - Social Media



FloraNow - Infographic

FLORANOW
THE ONLINE FLORAL MARKETPLACE

THE MIDDLE EAST'S FIRST FLORAL B2B ONLINE GLOBAL MARKETPLACE

FOUNDED IN 2015

WE DELIVER ONLY THE FRESHEST FLOWERS

Our flowers are packed and transported in an uninterrupted cool-chain from aircraft to retailer to ensure our flowers are delivered in pristine quality.

We use a specialized system of flower buckets and trolleys (as per the Dutch Auctions specifications) used throughout the entire operation ensuring optimum product quality.

Our dedicated fleet of refrigerated transport vans are made specifically for flower transportation and guarantee your flowers are delivered fresh.

WE WORK WITH A WIDE RANGE OF CLIENTS INCLUDING:

- Flower Shops
- Hotels
- Wedding & Events Planners
- Supermarkets

WE HAVE A MARKET PRESENCE IN:

- Jordan
- Kuwait
- Qatar
- UAE

WHY USE OUR MARKETPLACE?

WE ENSURE THE BEST PRICES
We create efficiencies so we can offer you the best prices possible.

ONLY THE BEST QUALITY
We handpick only the best growers to ensure the highest standards so we can pass this promise on to you.

WIDEST ASSORTMENT
We offer 12,000+ articles, unique and exotic flowers, plants & accessories differentiating your flower shop or event.

CONVENIENCE ORDER ANYTIME ANYWHERE

NO HIDDEN COSTS
We have no hidden costs and give you full visibility of your business and orders on our online dashboard.

50%
Increase in Floranow's supplier network creating more competitive offers.

HUNDREDS OF TOP QUALITY GROWERS FROM AROUND THE WORLD

- China
- Colombia
- Holland
- Kenya
- South Africa
- Sri Lanka
- Thailand

"We are happy to work with Floranow and we are constantly learning about different flowers from across the world. We are sometimes asking for last minute orders and Floranow always tries their best to help us"
Mani - Florist at Intercontinental Hotel Group, UAE

"We have started working with Floranow since 2016. There are more channels of sales compared to before. Good initiatives taken by team to create new channels of sales. This has meant we have sold more quantities and found more efficient ways of working."
Zing - Waititi Farm, Kenya

www.floranow.com

سوقنا؟
للعملاء الحصول على أفضل الأسعار والكفاءات وجميع ذات تكون إليك.

كيفية واسعة
لحزم زهور فريدة للتميز متجركم أو الذي تقوموا بترتيبه.

سهولة
من أي مكان.

لا يوجد تكاليف مخفية
لا يوجد لدينا أي تكاليف مخفية من خلال منصتنا الإلكترونية.

50%
هناك زيادة بنسبة 50% في شبكة موردي فلوراناو وهذا يخلق عرضاً أكثر تنافسية.

بدأنا العمل مع فلوراناو منذ عام 2016. يوجد الآن المزيد من قنوات البيع. لقد قام الفريق باتخاذ مبادرات جيدة لإنشاء قنوات جديدة للبيع. وهذا يعني أننا قمنا ببيع كميات أكبر وإنجاد طرق أكثر فعالية للعمل.
زينج - مزرعة وايتيدي، كينيا

لدينا أسطول من شاحنات النقل المبردة والتي ضفمت خصيصاً لنقل الزهور وضمان وصولها إليكم نظرة قدر الإمكان.

www.floranow.com

Legatum - Infographic



Qualitaz - Process Infographic

8 STEPS TO A SUCCESSFUL QUALITY INTEGRATION



ARE ANY OF THESE MISSING FROM YOUR QUALITY SYSTEM?

- QA/QC System that is Effective
- Paperless Inspections, Recording and Reporting
- Project Quality Plan
- Quality Control Plan
- Pre Start Documentation
- Products and Services that Meet Quality Requirements
- Trained QA/QC Team
- Site Procedures
- Check Sheets, Forms and Records
- Inspection and Test Plans

3 TIME TO CALL QUALITAZ TASK FORCE!

WE ACTION OUR QUALITY INTEGRATION GAP ANALYSIS

- Qualitaz will arrange a Quality Integration appointment at your office, or if preferred via conference call, to learn about your organisation and current situation.
- We will visit your facilities to review your organisations' operational procedures on site, in the office and factory (where applicable).
- Our process involves meetings and 1:1 appointments with personnel at all levels in the organisation and a cross section of departments.
- We fully submerge ourselves in your operations to understand each department or operational function.
- This process takes between 2-5 days, depending on the size of your organisation and project.

4 THE RESULTS ARE IN!

WE DELIVER THE NEWS TO THE TEAM

After collating and analysing the findings, Qualitaz task force will debrief your senior management and team.

- We identify and trouble shoot any gaps in your system, procedures and processes.
- Qualitaz issues a comprehensive quality report detailing all of the findings from the audit. These are colour coded to make it easier to identify high priorities.
- We will equip you with a Qualitaz improvement action and recommendations plan.

5 QUALITAZ CAN SET YOUR QUALITY IMPROVEMENT PLAN IN MOTION

Qualitaz can support your team, every step of the way. We can help your organisation execute the plan. This allows you to focus on other priorities and ensure immediate results.

All of our services are customised.

Our work is tailored to your product and customer specific requirements.

- CHECK SHEETS
- RECORDS
- QA/QC PROCEDURES

6 INCREASE EFFICIENCY AND GO PAPERLESS

WE CAN CHANGE THE WAY YOU WORK BY DIGITALISING YOUR PROCESSES

7 QUALITAZ WILL TRAIN YOUR TEAM

WE SUPPORT YOUR TEAM WITH CUSTOMISED WORKSHOPS, TRAINING AND MENTORING TO ENSURE A SUCCESSFUL IMPLEMENTATION.

TRAINING

Websites

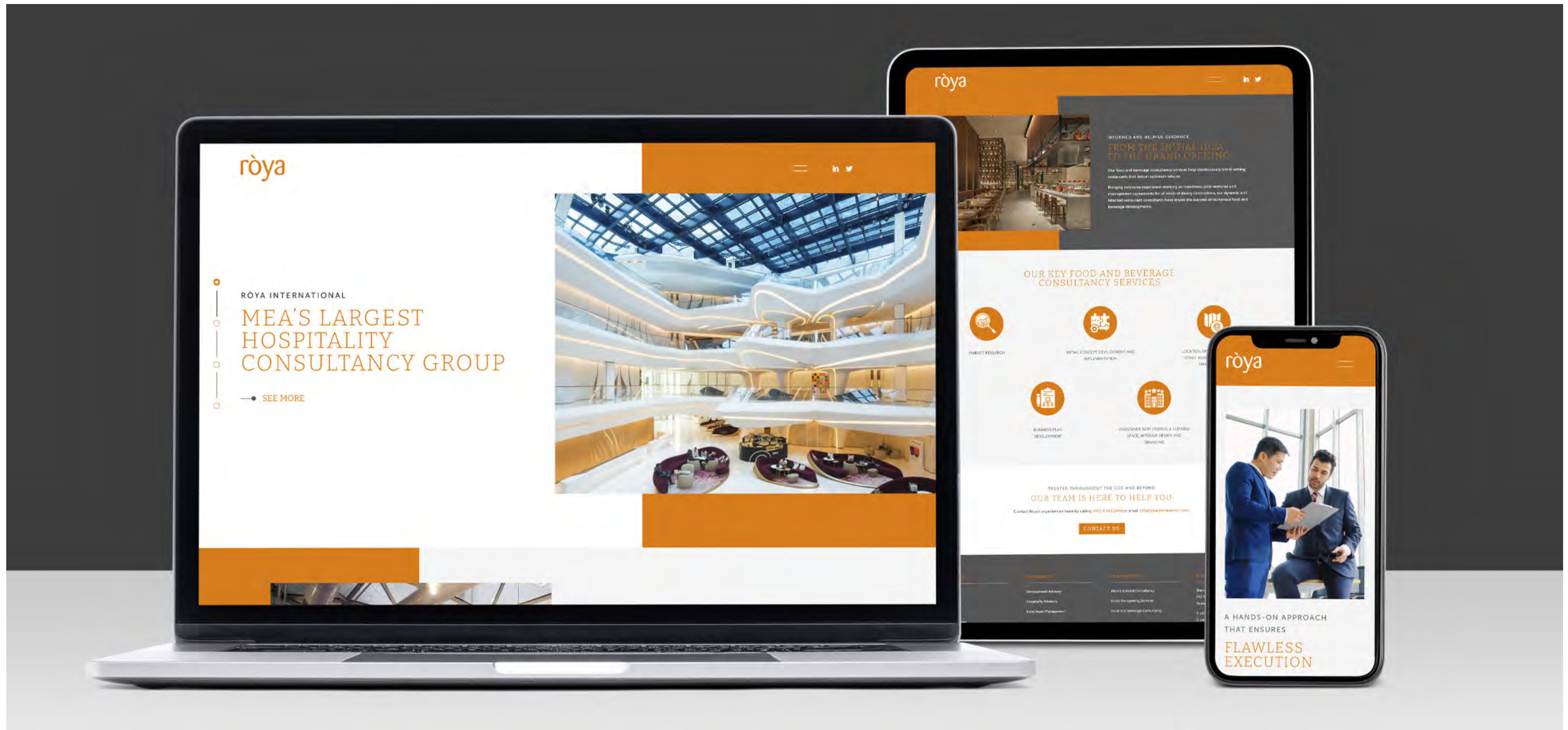
CWB Legal - www.cwblegal.com



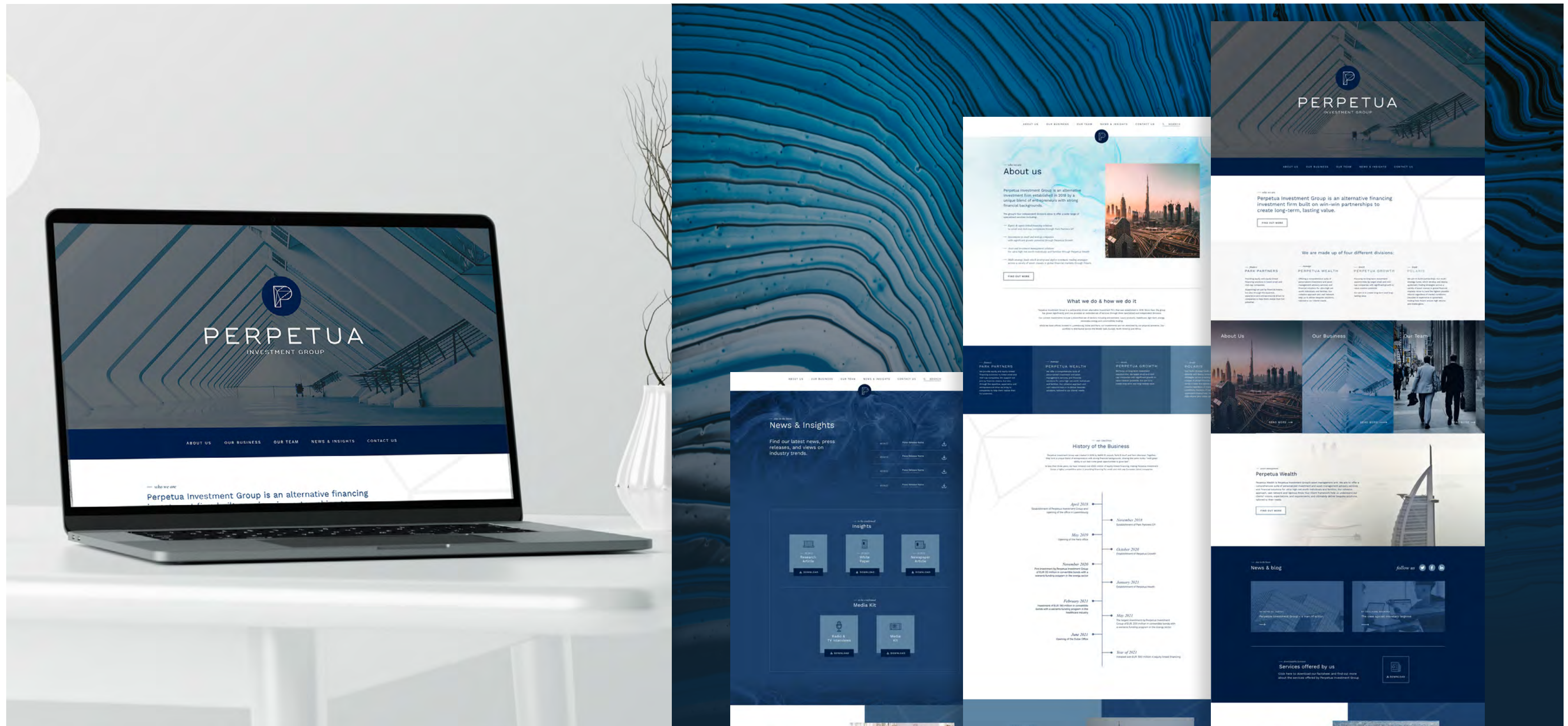
Contrax Consultancy - www.contraxco.com



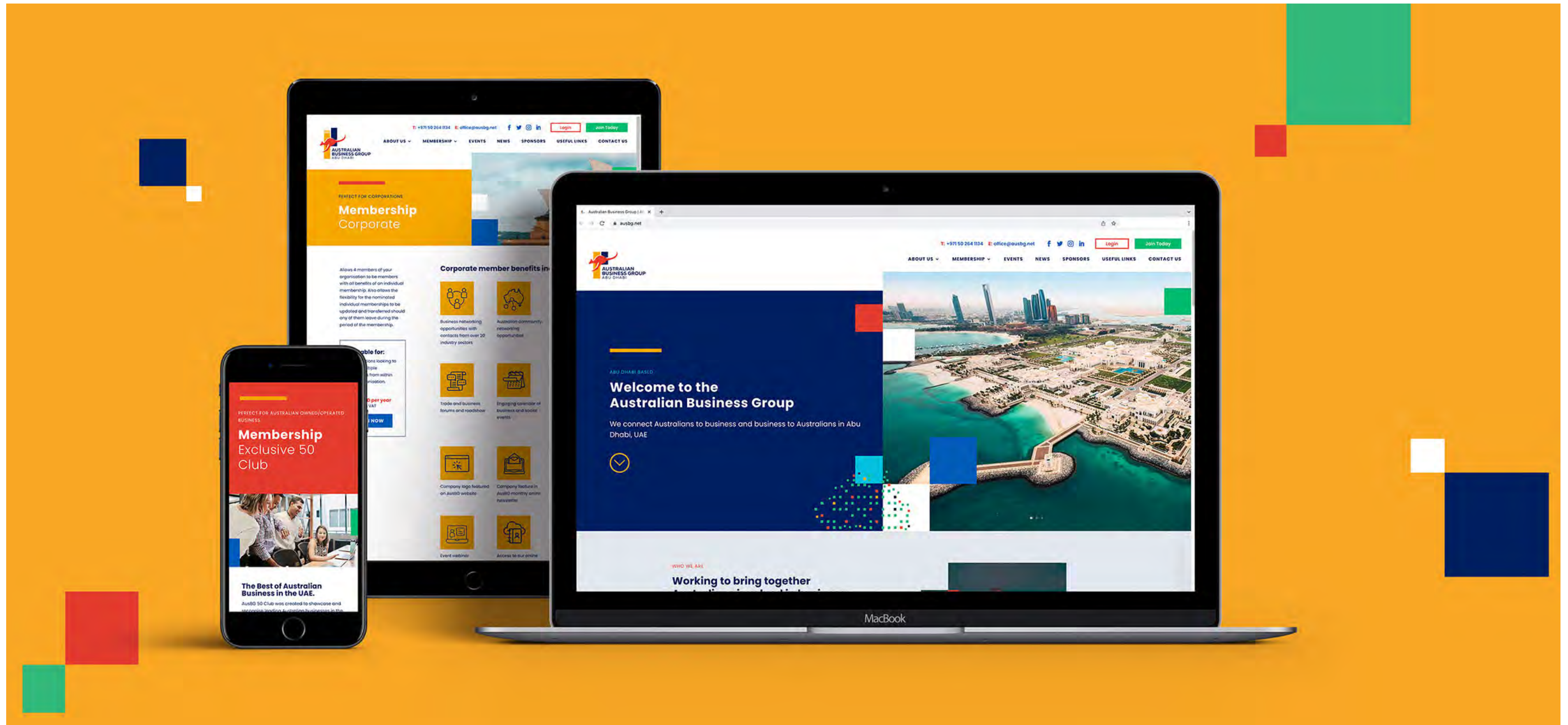
Roya International - www.royainternational.com



Perpetua Investment Group - www.perpetua-ig.com



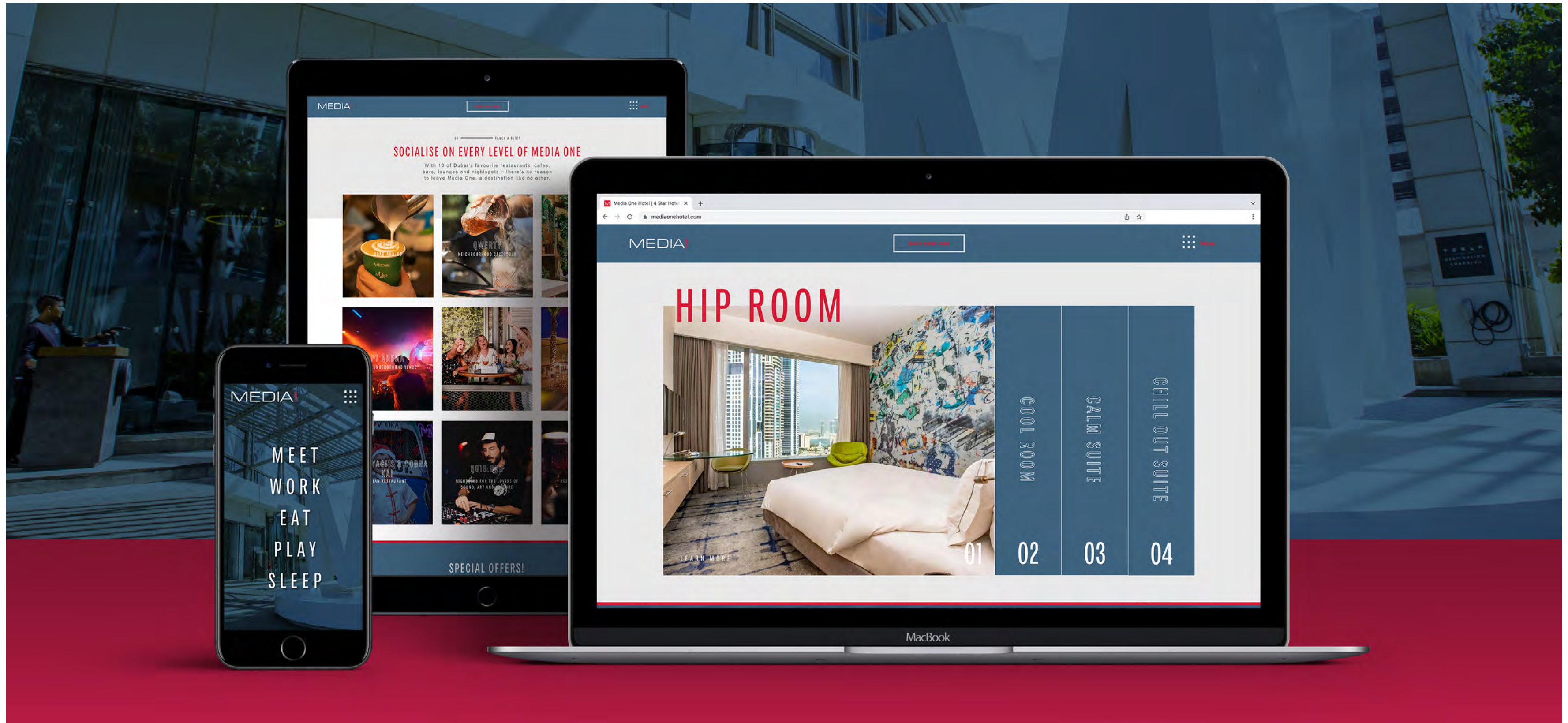
Australian Business Group (AusBG) - www.ausbg.net



Amani Family Office - www.amaniprivatetrustees.com



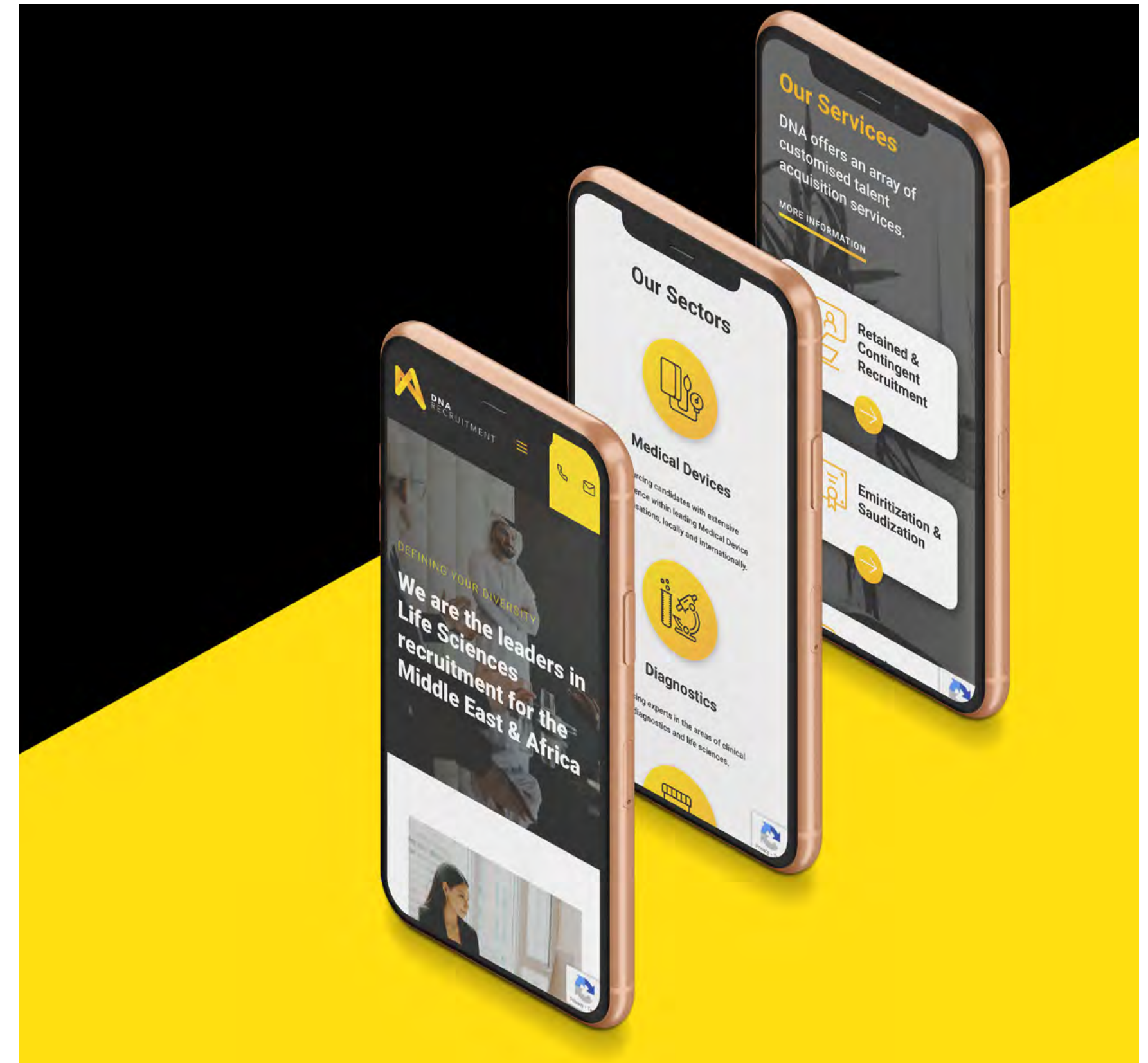
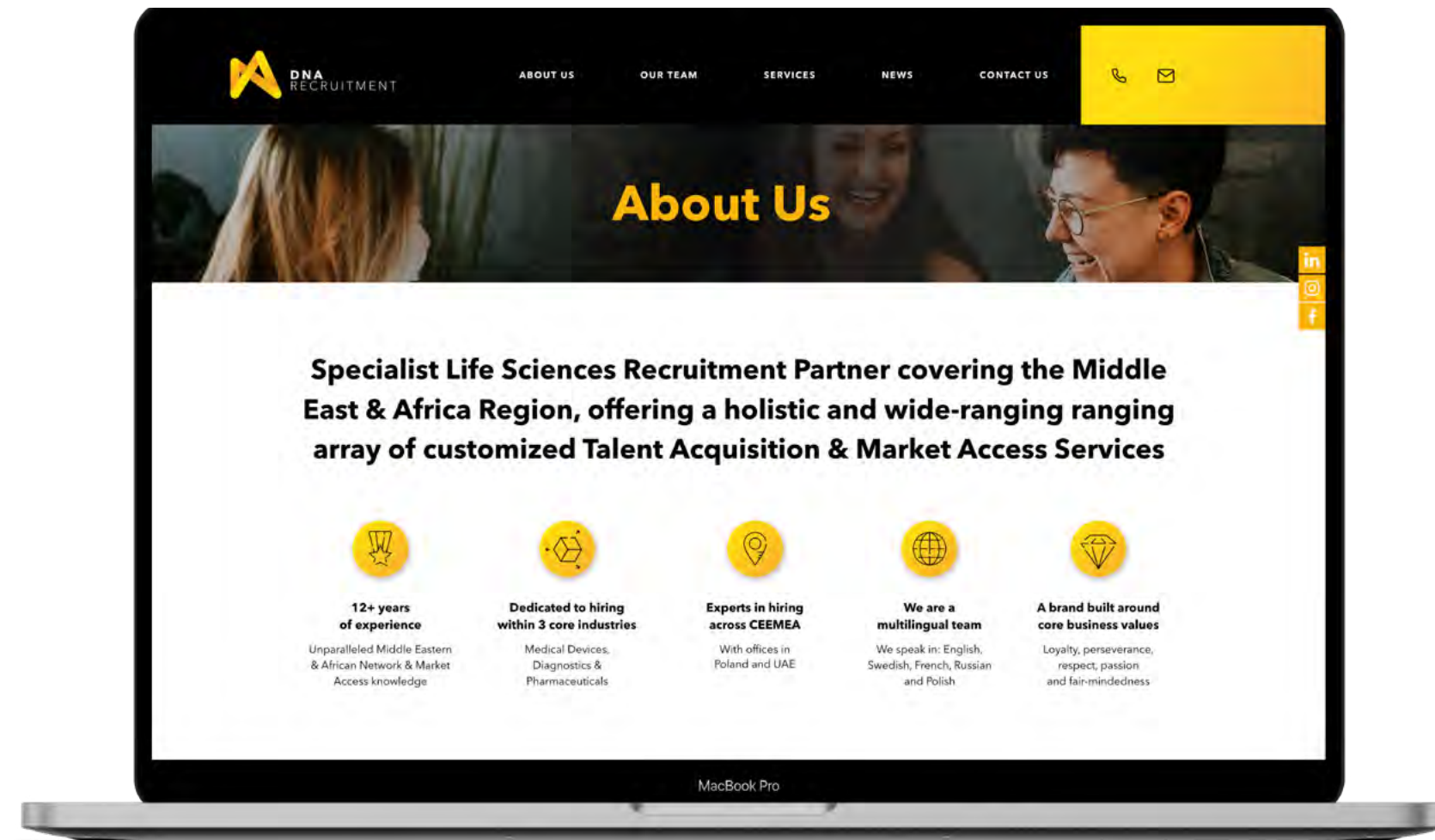
Media One Hotel - www.mediaonehotel.com



Studio One Hotel - www.studioonehotel.com



DNA Recruitment - www.dna-uae.com



A selection of our clients



Don't just take our word for it...

"After working with a number of designers who struggled to get it right, Formulate nailed it the first time. We have since gone on to build an ongoing working relationship with them and they now provide us with regular design support."

Cara Nazari, Managing Director
AmCham Dubai

"Formulate work with you in true partnership - they listen deeply and quickly and are also willing to challenge your ideas. They met with us and after one meeting understood exactly what we were trying to do and the personality we wanted to create."

Charlotte Siffre, Group Vice President
People & Culture, Al Ghurair

"I strongly recommend [Formulate] for any design related work. Not only are they masterminds when it comes to design, but more important, they are humble down to earth, always positive and easy to work with. You set expectations and they will beat them. At least that was the case during the branding of K4 Technical Services LLC and we are very thankful for the great work provided."

Joakim Kilstrom, Founder & CEO
K4 Technical Services

Formulate

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