

The background features several 3D-rendered spheres of varying sizes and colors. There are three white spheres and three orange spheres scattered across the light gray background. A large, semi-transparent white sphere is positioned at the bottom center, partially cut off by the edge of the frame.

**WE —
ARE THE** **CAPITAL'S**
AGENCY

COMPANY OVERVIEW

9Yards Communications, part of EIH Ethmar International Holding Group, is a creative powerhouse of global talents that goes beyond traditional 360° marketing communications and acts as a catalyst for your brand's transformation.

In this exciting era of change for communications, 9Yards is going beyond traditional 360° communication and looking ahead to what we call **"4D communications."**

By deploying the latest, future-ready, and fully integrated marcoms solutions, 9Yards' creative and strategic approach will ignite, transform, and elevate your brand's journey by staying ahead of the curve, adopting new technologies and approaches that will not only seek to raise your brand's profile but ensure your communications remain relevant and heard. This is ever more critical in an era with an increasing number of diverse channels, platforms, and sophistication of your target audiences.

At 9Yards we grow together with you, as true business partners. Driven by shared values and goals, and a culture that encourages daring and fresh approaches, we draw on a team with a wealth of diverse perspectives, experiences and skill sets to enhance creativity across all our services.



COMPANY CULTURE

We believe our approach to company culture sets us apart from the rest – as a facilitator for fostering environments of collaboration, cultivating mutually beneficial partnerships, and nurturing thriving creativity.



➤ **Enhanced Creativity:** We firmly believe that a culture that encourages boldness in creative ideas, drawn from diverse perspectives, leads to more creative solutions for your brand's success and growth.

➤ **Agile Response:** A strong, adaptive culture allows 9Yards to respond swiftly to industry changes and your needs, ensuring that strategies that go beyond 360° solutions and are activated through 4D communications.

➤ **Deep Engagement:** The agency's culture prioritizes genuine engagement with your brand's vision, leading to campaigns and solutions that resonate with your target audiences.

➤ **Employee Advocacy:** Enthusiasm and commitment to a clear brand vision creates a dynamic among our employees that both you and your customers will appreciate as more credible, holistic, and results in a higher quality of service.

➤ **Client Retention:** A culture that is both client-centric and innovative helps foster long-term client relationships – integral elements to your business success..



WE ARE A **4D** COMMUNICATIONS AGENCY

At 9Yards Communications, we are more than just an agency – we are agents of change that propel brands into transformative success.



1D

AUTHENTIC CONVERSATIONS

In a world of multi-modal communication, cut through the disruption and take the clear path to authentic, data-driven insights and transformative brand messaging – the hallmarks of trust and credibility.



2D

FORGING LASTING CONNECTIONS

In an increasingly crowded communications environment, carefully crafted, uniquely compelling messages form the permanent bonds between your brand and your customers.



3D

BETWEEN BRANDS AND AUDIENCES

By amplifying transparency and ethical practices, you are operating from a space of genuine engagement, cultivating long-lasting and loyal relationships with your customers.



4D

STRATEGIC COMMS AND EMOTIVE STORYTELLING

Authentic narratives, seamlessly enjoining human-centric storytelling with data-driven strategies take your brand to the next level – this is the 9Yards guarantee.



OUR PURPOSE

At 9Yards Communications our purpose is clear: To empower brands through transformative solutions that drive their business success. By harnessing the latest marketing strategies and technologies, we move beyond 360° solutions and introduce our clients to the new era of 4D communications.



OUR GOALS

Foresight is a rare commodity but at 9Yards we not only aspire to be a visionary industry leader, we also actively seek to anticipate, predict, and reach into the future – consistently providing the fully-integrated marcoms solutions of tomorrow, today.



OUR PRINCIPLES

Integrity and an emotional ownership of our ideas are core guiding principles that drive our performance, and we approach every project with unwavering transparency and due diligence. Our cultural assets fuel a spirit of innovation, driving us to constantly evolve, adapt and deliver on a 4D communications platform that offers solutions to both the seen and unseen influences of an ever-changing business environment.



WHAT MAKES US EXCEPTIONAL?

FLEXIBILITY SETS US APART FROM THE REST.

An agency born, grown, and flourishing in the capital is the obvious choice. We know the UAE market. So, by partnering with us for your brand's digital and social media transformation, you're in safe hands.

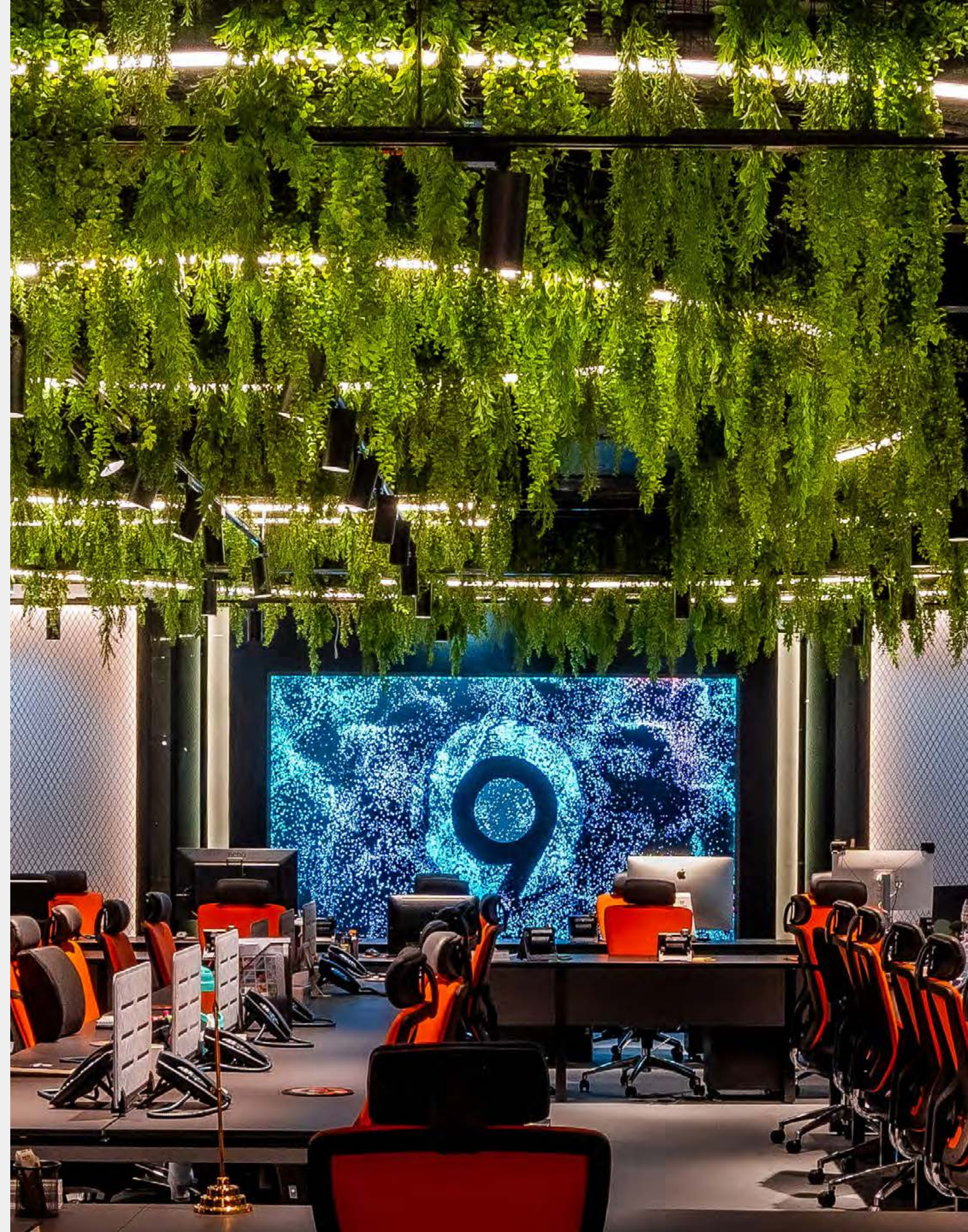
At 9Yards we provide a dedicated team who will not only efficiently market your brand but will be an extension of it. We appoint exclusive relationship managers who will provide personalized support to your brand's needs with the help of our in-house industry experts. Quality is just where we begin. And then we go the whole nine yards.



SUSTAINABILITY POLICY STATEMENT

9yards communications' approach to sustainability is an ongoing process of continuous improvement and innovation. Being the Capital's Agency, we recognize our responsibility to take solid steps toward creating a more sustainable future for our community and the planet at large.

- **Social Sustainability:** We believe that social sustainability is essential to creating a more just and equitable society. At our agency, we prioritize the well-being and development of our employees, clients, and communities. We provide a safe and inclusive workplace that promotes diversity, equality, and responsible ethics.
- **Economic Sustainability:** We recognize that economic sustainability is critical to our long-term success as a business and our ability to contribute to society. Hence, we prioritize sustainable procurement policies and responsible sourcing practices that promote ethical and environmentally friendly products and services.
- **Ecological Sustainability:** We acknowledge the urgent need to address climate change and environmental degradation and are committed to reducing our ecological footprint. We have a strict policy on waste generation and management which has been us has seen us eliminate single-use plastic and paper products in our offices and encourage our employees to use reusable containers and utensils.



OUR SERVICES

STRATEGY

Crafting Future Success

CREATIVE

Dynamic Creative Disruption

DIGITAL & SOCIAL MEDIA

Rise Above The Digital Chatter

EVENTS & ACTIVATIONS

Crafting Future Success

MEDIA BUYING & PLANNING

Dynamic Creative Disruption

MULTIMEDIA PRODUCTION

Rise Above The Digital Chatter

PUBLIC RELATIONS

Your Brand, Your Narrative

The background features a light gray gradient with several 3D-rendered spheres. In the top left, there is a large orange sphere and a smaller white sphere. In the top right, there is a single white sphere. In the bottom left, a large white sphere with a grid pattern is partially visible, along with a small orange sphere. In the bottom right, there is a large orange sphere with a white spiral pattern and a smaller white sphere.

OUR LATEST WORK

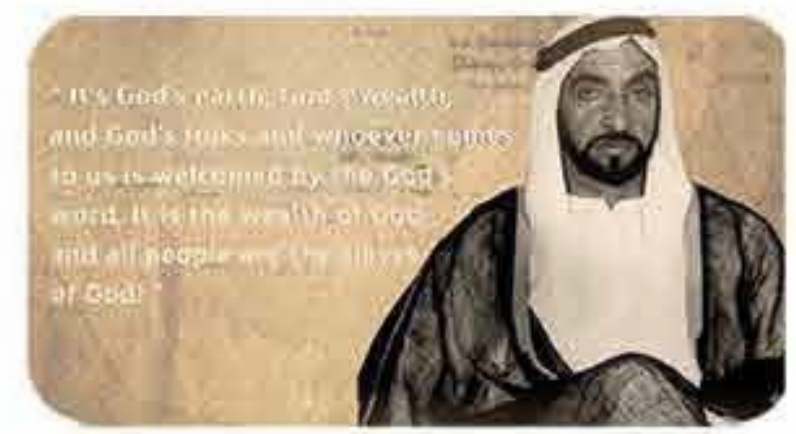
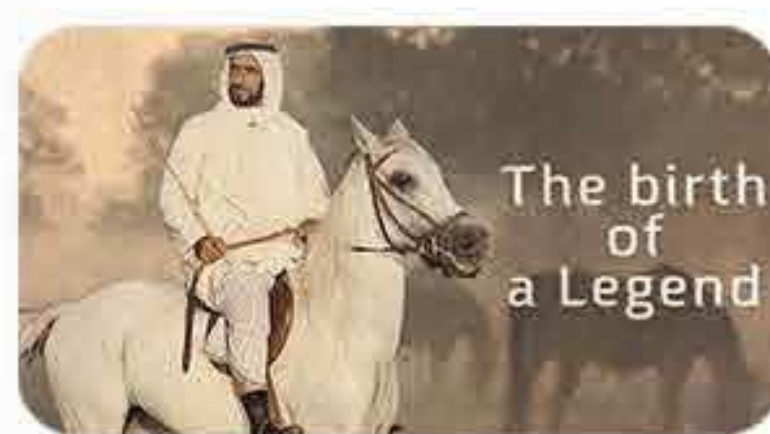


المجلس التنفيذي
EXECUTIVE COUNCIL





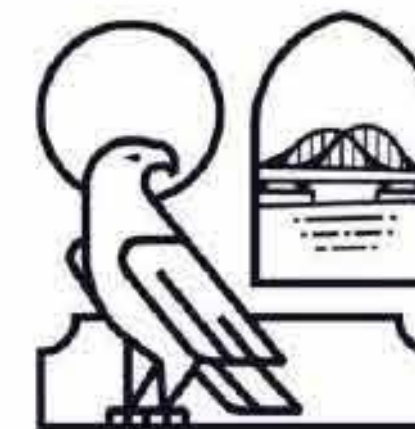
وزارة شؤون الرئاسة
Ministry of Presidential Affairs







وزارة شؤون الرئاسة
Ministry of Presidential Affairs

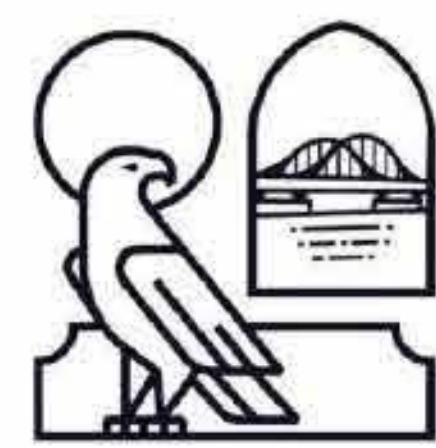


مهرجان
الشيخ زايد
SHEIKH ZAYED FESTIVAL





وزارة شؤون الرئاسة
Ministry of Presidential Affairs



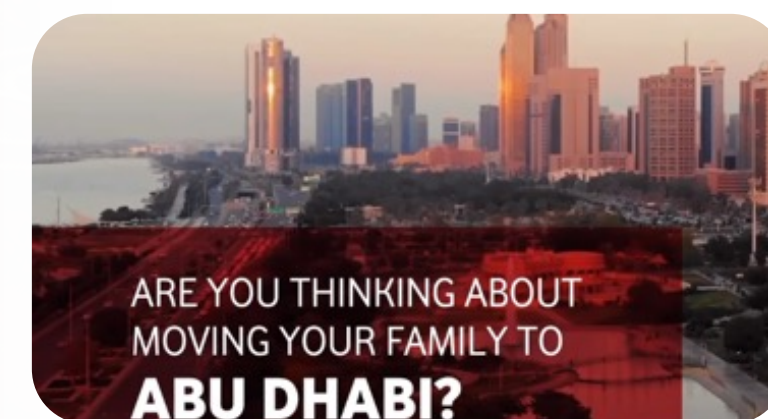
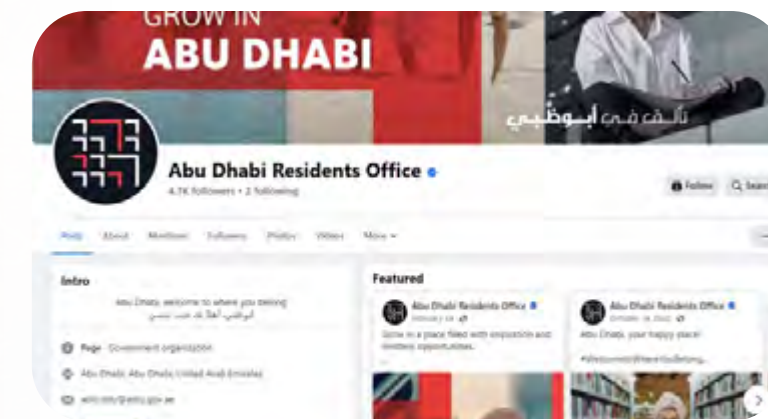
مهرجان
الشيخ زايد
SHEIKH ZAYED FESTIVAL





دائرة التنمية الاقتصادية
DEPARTMENT OF ECONOMIC DEVELOPMENT

مكتب أبوظبي للمقيمين
ABU DHABI RESIDENTS OFFICE





دائرة القضاء
JUDICIAL DEPARTMENT





دائرة الصحة
DEPARTMENT OF HEALTH



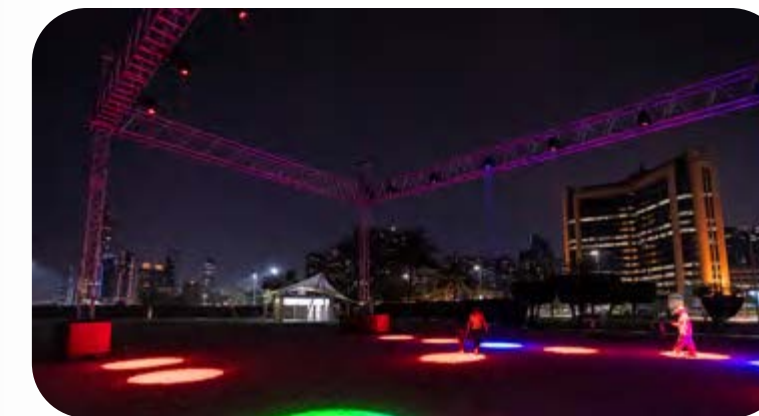
SEHA صحة

شركة أبوظبي للخدمات الصحية
Abo Dhabi Health Services Co



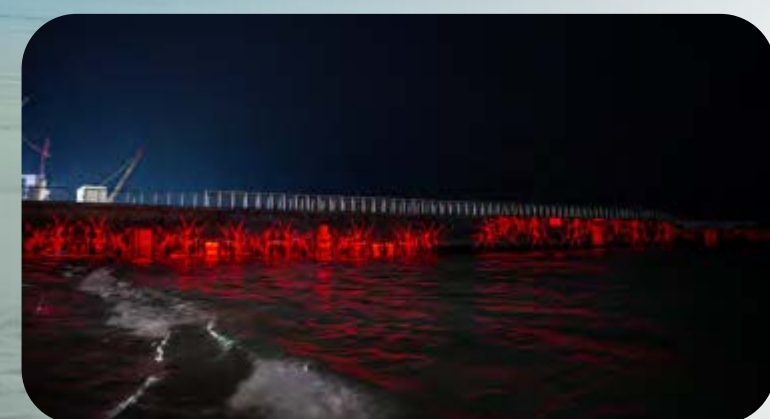


دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM





منار أبوظبي
MANAR ABU DHABI



MUBADALA

MUBADALA CAPITAL





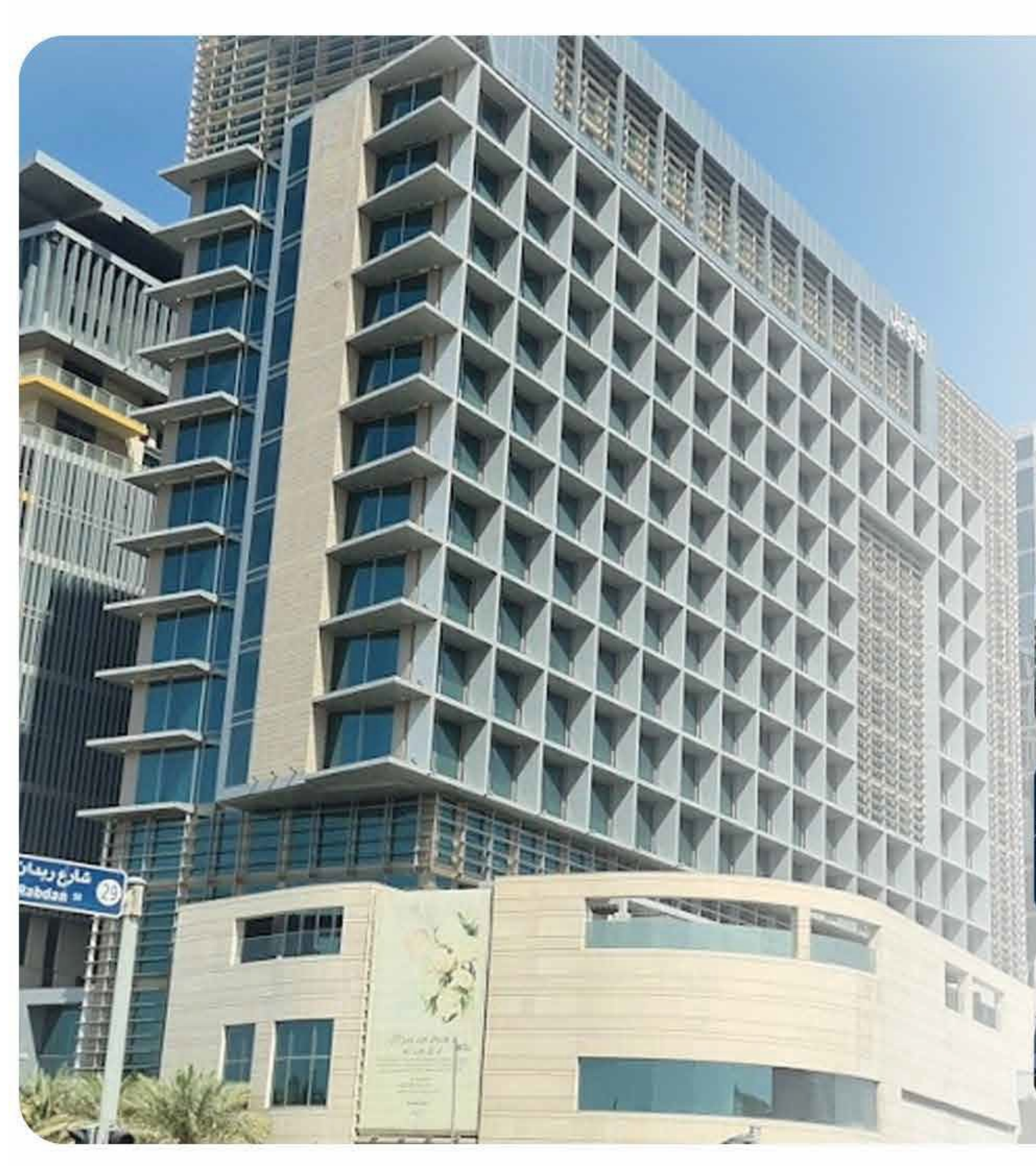
وزارة الداخلية
MINISTRY OF INTERIOR





Abu Dhabi
Sports Council
مجلس أبوظبي الرياضي





هيئة أبوظبي للإسكان
ABU DHABI HOUSING AUTHORITY





مؤسسة زايد العليا
لأصحاب الهمم
Zayed Higher Organization
for People of Determination



تدشين (خايفه النخلة) بإدارة أصحاب الهمم بمؤسسة زايد العليا لأصحاب الهمم
The BeeCafe managed by the people of determination was launched at Zayed Higher Organization for People of Determination



بحضور سمو الشيخة دياب بن محمد بن زايد آل نهيان
In the presence of His Highness Sheikh Diab bin Mohammed bin Zayed Al Nahyan







جامعة محمد بن زايد
للذكاء الاصطناعي
MOHAMED BIN ZAYED UNIVERSITY
OF ARTIFICIAL INTELLIGENCE

جامعة محمد بن زايد للذكاء الاصطناعي

MOHAMED BIN ZAYED UNIVERSITY OF ARTIFICIAL INTELLIGENCE



FATIMA BINT MUBARAK
WOMEN SPORTS AWARD



جائزة فاطمة بنت مبارك
لرياضة المرأة

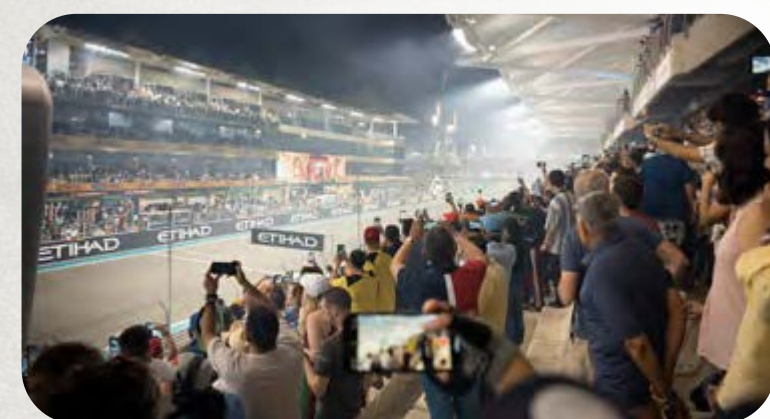
جائزة فاطمة بنت مبارك
لرياضة المرأة
FATIMA BINT MUBARAK
WOMEN SPORTS AWARD



FATIMA BINT MUBARAK
WOMEN SPORTS AWARD

جائزة فاطمة بنت مبارك
لرياضة المرأة

مؤسسة الإمارات EMIRATES FOUNDATION





الهلال الأحمر الإماراتي
Emirates Red Crescent

مؤسسة الإمارات
EMIRATES FOUNDATION





وزارة التسامح والتعايش
MINISTRY OF TOLERANCE & COEXISTENCE





Higher
Colleges of
Technology



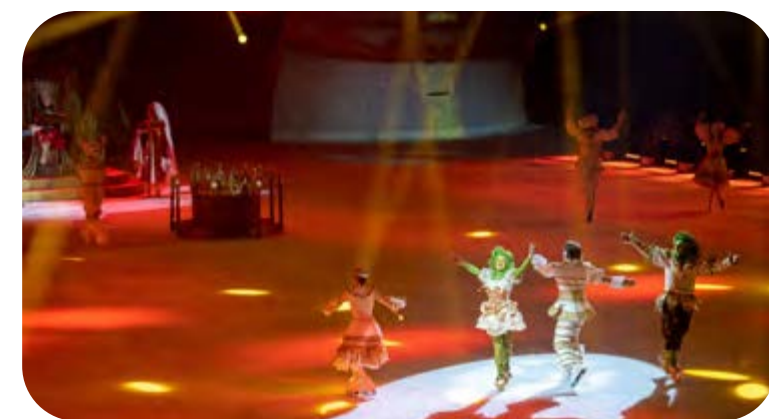
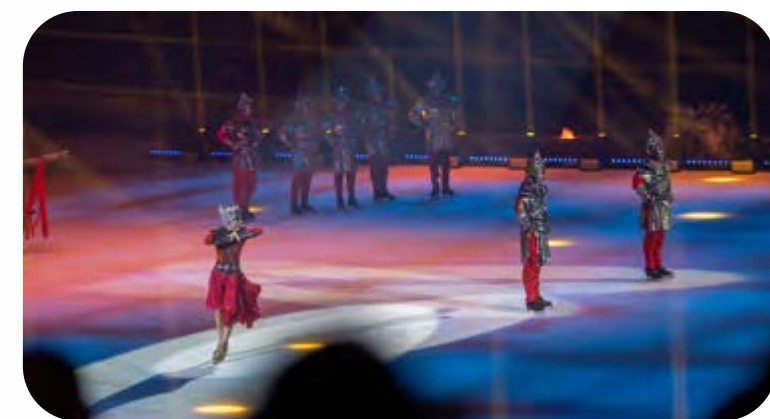
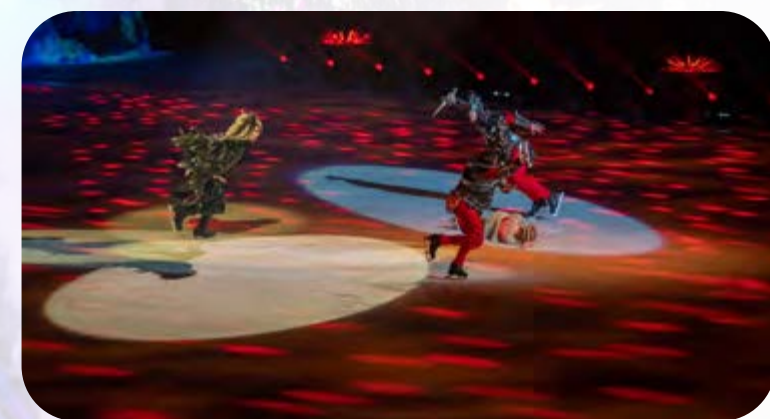


Fina
WORLD SWIMMING
CHAMPIONSHIPS
(25M)





NAVKA.SHOW







World Triathlon Championship Finals

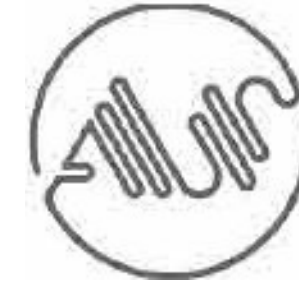
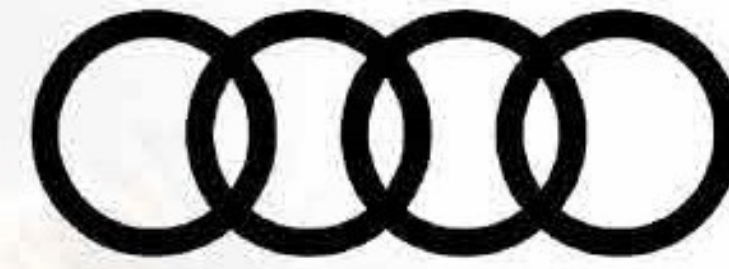
ABU DHABI
2022





هيلز
REEM HILLS









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Nirvanatt.jo @Nirvanatt1 - May 5
 The future is bright and Nirvana family is excited to have you and to be part of our journey.

#Nirvanatravelstourism #NCT #VisitJordan #Amman #Jordan
 #Rashidijordan #Rizeen #Rabman #Rizqin #Rizeen

Nirvana Travel & Tourism
 Published by @Nirvanatt1 - March 13 - 45

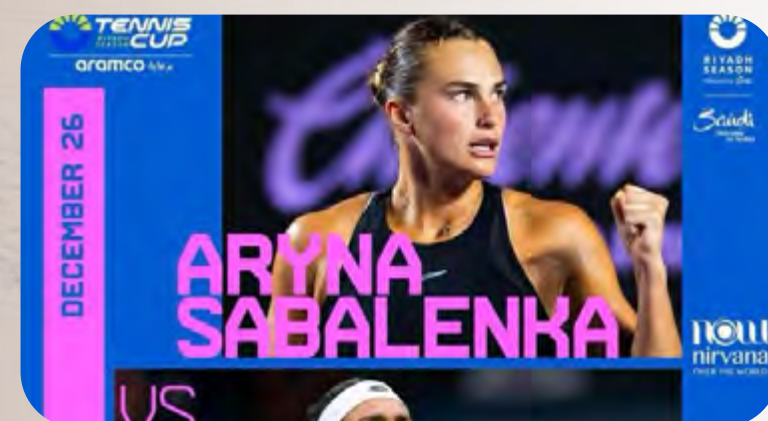
Experience the serene beauty of Otaa River, Morocco. Meandering over 1,000 kilometers through the country, this river boasts of lush palm groves, traditional Kebab, and stunning desert landscapes. A visit to Otaa River is an opportunity to immerse yourself in the rich history and culture of Morocco, while soaking in the picturesque views that will leave you breathless. Don't miss the chance to explore one of Morocco's most magnificent natural wonders!
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Saudi
Welcome
to Arabia

السعودية
أهلاً
بالعالم





VISIT OMAN





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NIRVANA
TRAVEL AND TOURISM



شركة الإمارات للسيارات
Emirates Motor Company





 **Abu Dhabi**
Sports Council

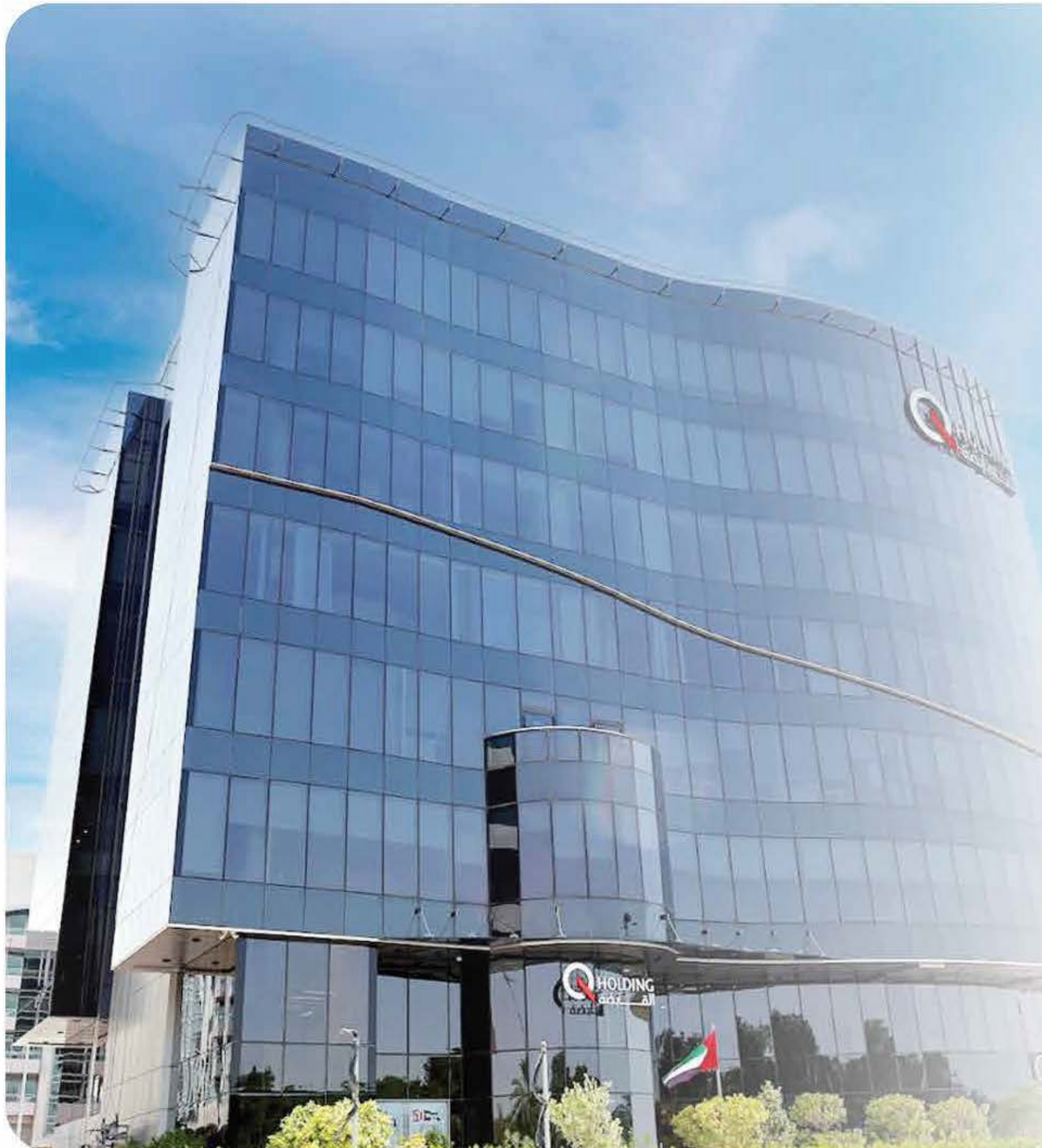




Abu Dhabi
Sports Council

SPARTAN
MMXXIII
WORLD CHAMPIONSHIP

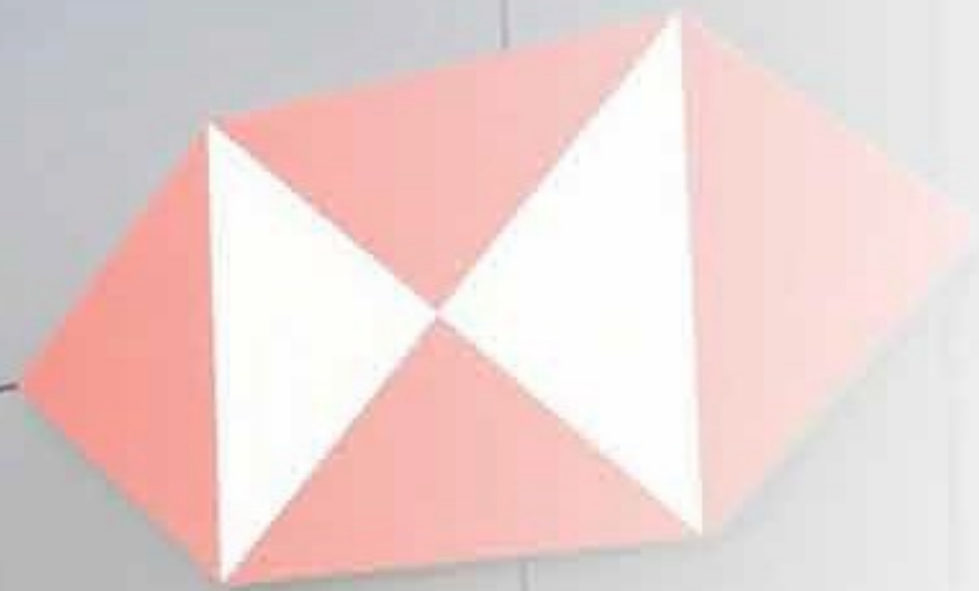




Q HOLDING القابضة



HSBC



HSBC





المجلس التنفيذي
EXECUTIVE COUNCIL



دائرة القضاء
JUDICIAL DEPARTMENT



دائرة التعليم والمعرفة
DEPARTMENT OF EDUCATION
AND KNOWLEDGE



دائرة التنمية الاقتصادية
DEPARTMENT OF ECONOMIC DEVELOPMENT



هيئة الصحة
HEALTH AUTHORITY



دائرة النقل
DEPARTMENT OF TRANSPORT



مركز الأنظمة الإلكترونية والمعلوماتية
SYSTEMS & INFORMATION CENTER



هيئة أبوظبي للإسكان
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دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



وزارة شؤون الرئاسة
Ministry of Presidential Affairs



وزارة الداخلية
MINISTRY OF INTERIOR



وزارة التسامح والتعايش
MINISTRY OF TOLERANCE & COEXISTENCE



دائرة البلدية والتخطيط
Municipality & Planning Department
حكومة عجمان
Government Of Ajman



مؤسسة زايد العليا
لأصحاب الهمم
Zayed Higher Organization
for People of Determination



مهرجان الشيخ زايد
SHEIKH ZAYED FESTIVAL



مهرجان الشيخ زايد
SHEIKH ZAYED FESTIVAL



الأرشيف الوطني
NATIONAL ARCHIVES



مجلس أبوظبي للتعليم
Abu Dhabi Education Council
التعليم أولاً
Education First



FAZAA



الشارقة لتطوير القدرات
Sharjah for Capability Development



أدنوك
ADNOC



مندوق خليفة لتطوير المشاريع
Khalifa Fund for Enterprise Development



NIRVANA
HOLDING



منتدى أبوظبي للسلام
ABU DHABI FORUM FOR PEACE
1435 | 2014



Fédération Internationale de Natation
FINA



NAVKA.SHOW



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مجلس أبوظبي الرياضي



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شركة أبوظبي للخدمات الصحية
Abu Dhabi Health Services Co



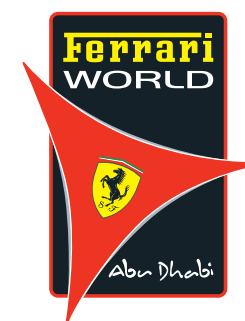
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ABU DHABI RESIDENTS OFFICE



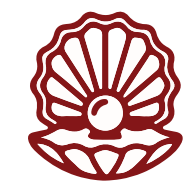
MUBADALA
CAPITAL



جائزة فاطمة بنت مبارك
لرياضة المرأة
FATIMA BINT MUBARAK
WOMEN SPORTS AWARD



MOROCCO

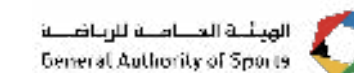


MADREPERLA
italian tailor-made sandals



بنك أبوظبي التجاري
ADCB







DRAWING FROM A RANGE OF EXPERIENCE ACROSS INDUSTRY SECTORS, WE ARE COMMITTED TO CONTRIBUTING TO THE SUCCESS OF **THE GLOBAL ECONOMY**; DRIVEN BY A UNITY OF PURPOSE THAT EMPOWERS THE FUTURE AND REDEFINES WHAT IS POSSIBLE.

Alaa Al Ali
Group CEO





OUR PEOPLE, THE ANCHORS OF GROWTH

MEET OUR SENIOR TEAM LEADING 150-STRONG





HUSSAM ALMULHEM

Group CEO - 9Yards



LINA BASSAM

CEO Egypt Office



OMAR SARI ALDEN

Chief Operations Officer



KARIM FATAL

Head of Comms



SATHYAN GOVINDAN

Chief Strategy Officer



NABIL BARADEY

Head of Content



TARIK MUFTI

Executive Creative Director



SAAD BITAR

Head of Events



AMER KASSAR

Acting Head of PR



MUKESH SARASWATHY

Acting Head of Digital and Media



AMANDA BANHAM

Strategy Consultant



SERENA LAHAM

Acting Head of Multimedia Production



AMRO BASIONE

Creative Director



MARCO MAURICE

Creative Director



MOHAMAD ALSALAMAT

Acting Software Engineer Director



AHMED EL RIHANY

Senior Communications Director



ANDREW CHUPEAU

PR Director



SARA AMIN

Communications Director



RAWAN AIDA

Communications Director



ALICE ROSOLEN

Communications Director



FATIMA MOHAMAD

Head of Government Relations



MUBASHER HUSSAIN

Head of Finance

LET'S TALK



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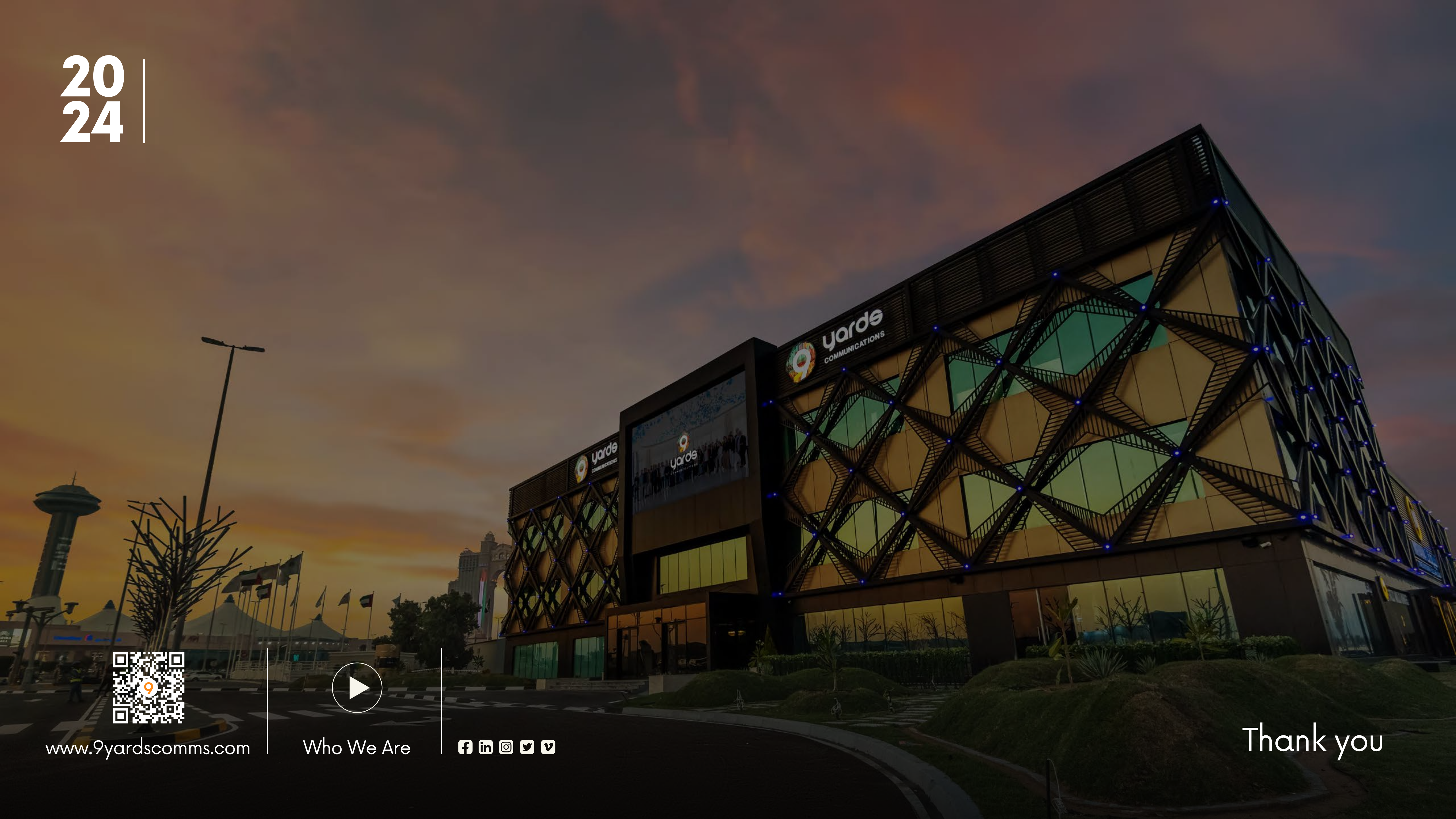
Opening 2024





**WE — ARE THE CAPITAL'S
AGENCY**

20
24



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Who We Are



Thank you