

**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.

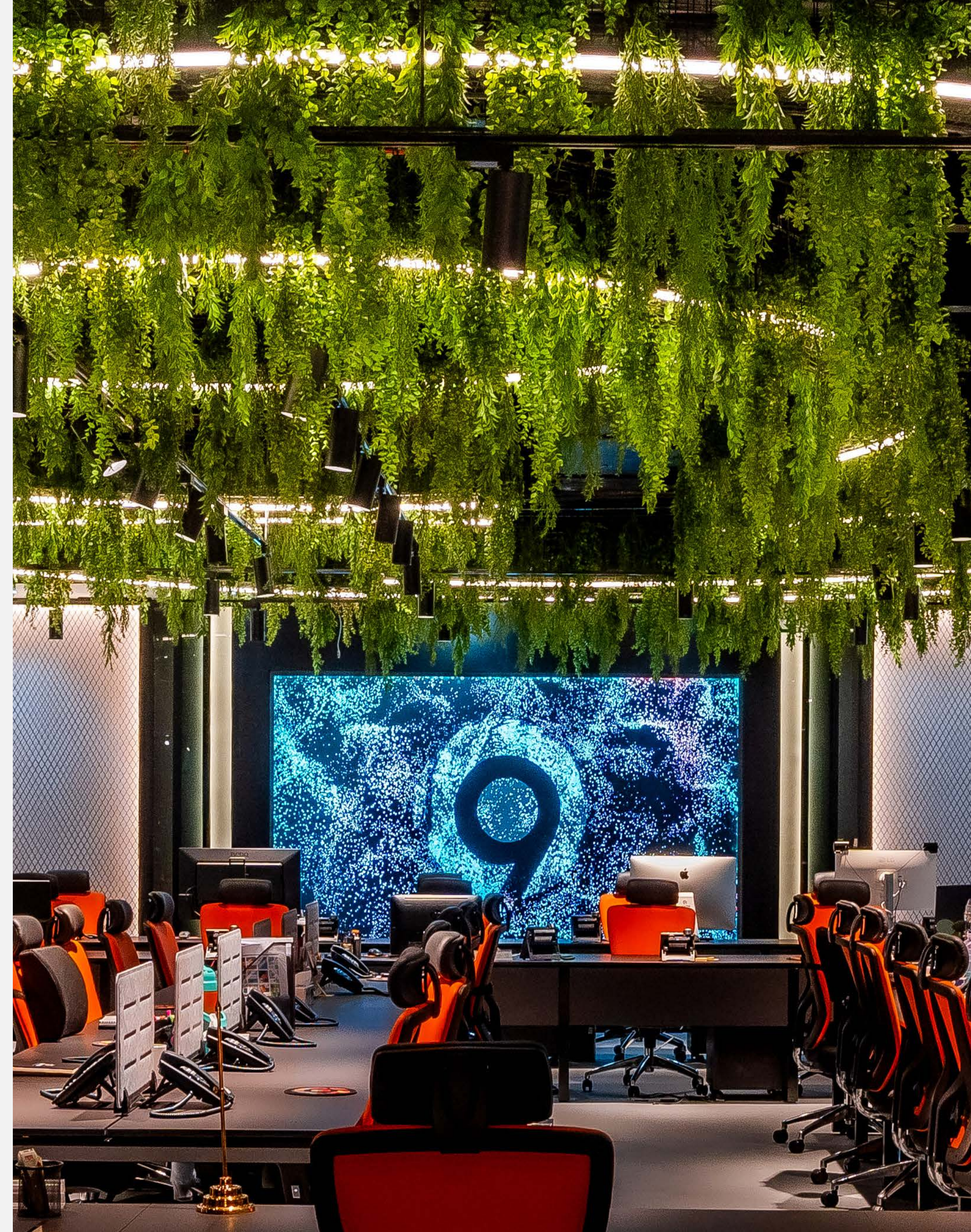
At 9Yards we provide a dedicated team who will not only efficiently market your brand but will be an extension of it. We appoint exclusive relationship managers who will provide personalized support to your brand's needs with the help of our in-house industry experts. Quality is just where we begin.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

Creating Occasions That Transcend The Moment

MEDIA BUYING & PLANNING

Shaping Influence Not Buying Space

MULTIMEDIA PRODUCTION

Bringing Your Vision To Life

PUBLIC RELATIONS

Your Brand, Your Narrative



OUR LATEST WORK

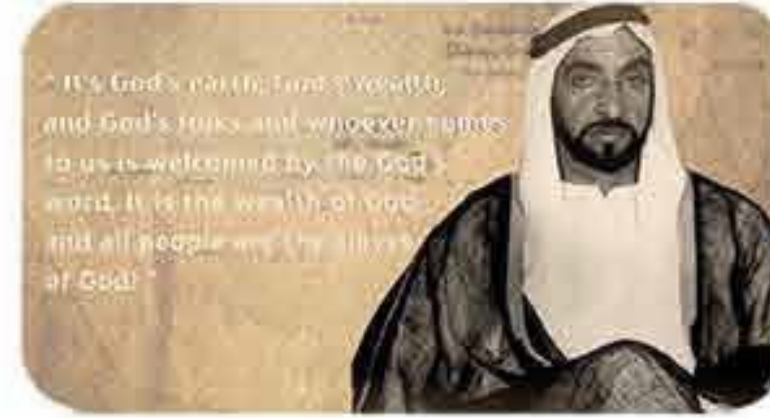


المجلس التنفيذي
EXECUTIVE COUNCIL





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



Verify the **validity** of the information, news and links with the news posted on social media sites through official channels.



Common Causes Of Spreading rumours

- Ignorance and joking
- Idleness and unemployment
- Irresponsibility
- Hate and hostility





دائرة الصحة
DEPARTMENT OF HEALTH



SEHA  صحة

شركة أبوظبي للخدمات الصحية
Abo Dhabi Health Services Co

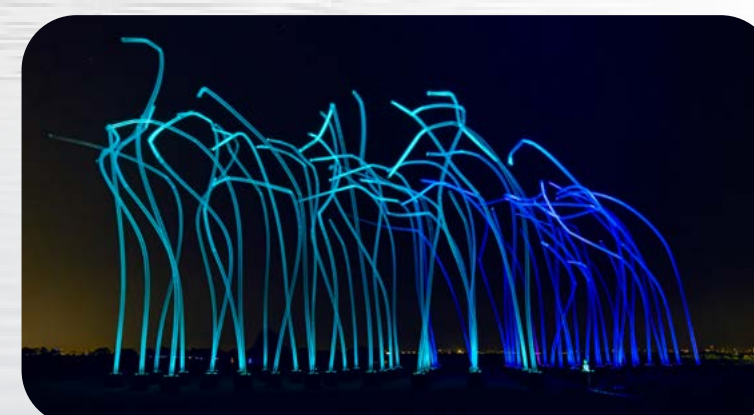
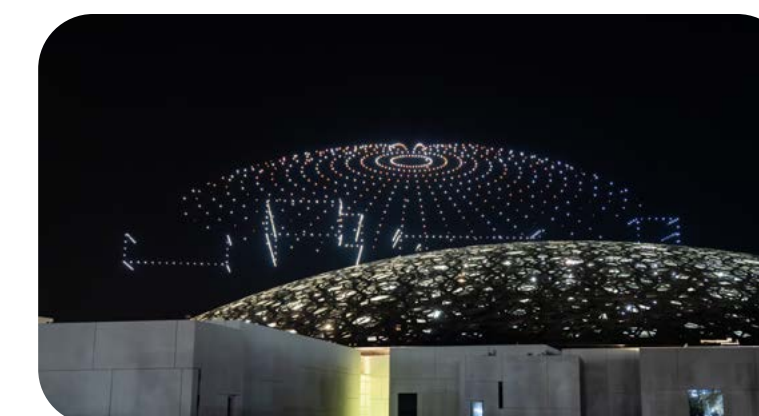
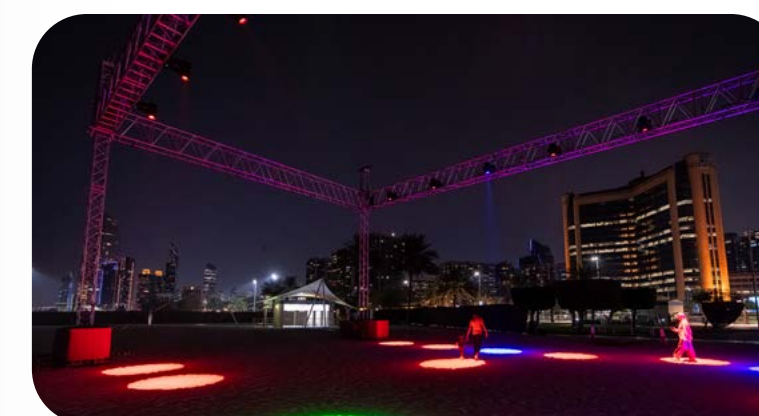
Ambulatory Healthcare Services

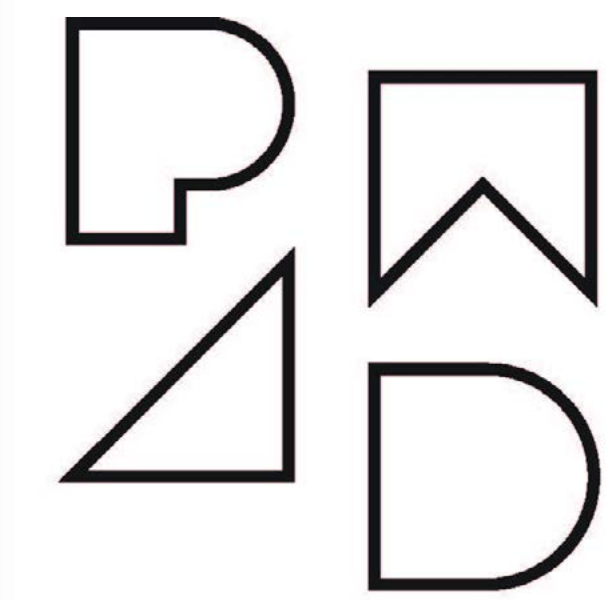
SEHA  صحة



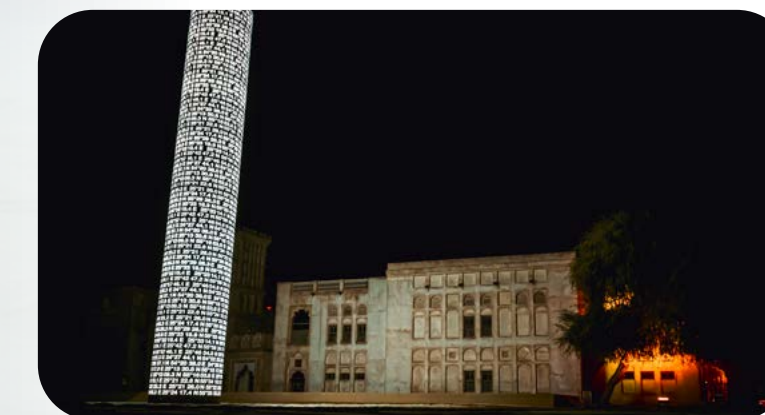
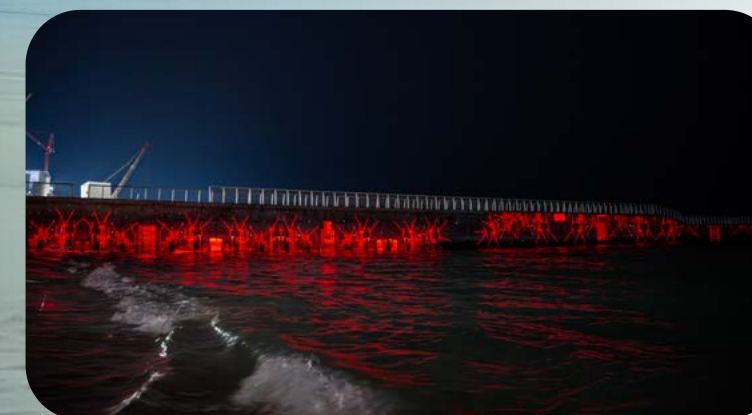
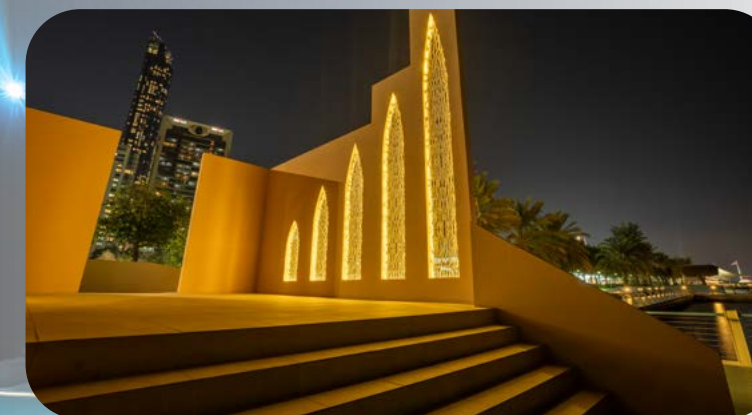
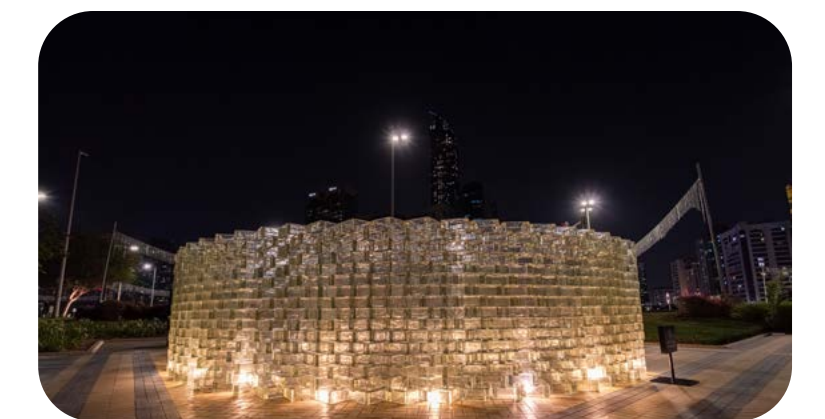
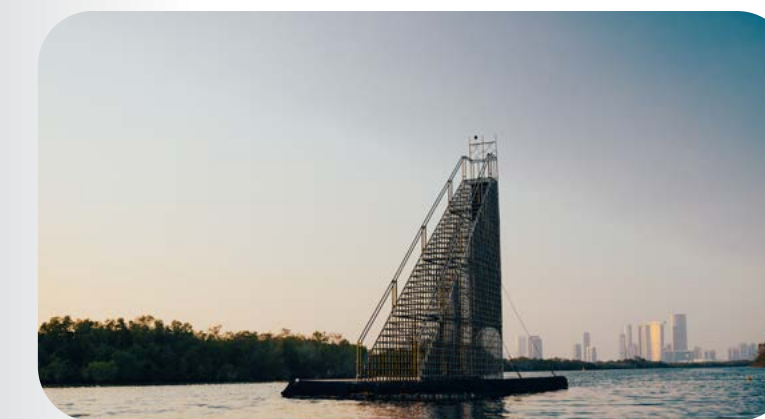


دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM





منار أبوظبي
MANAR ABU DHABI





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







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

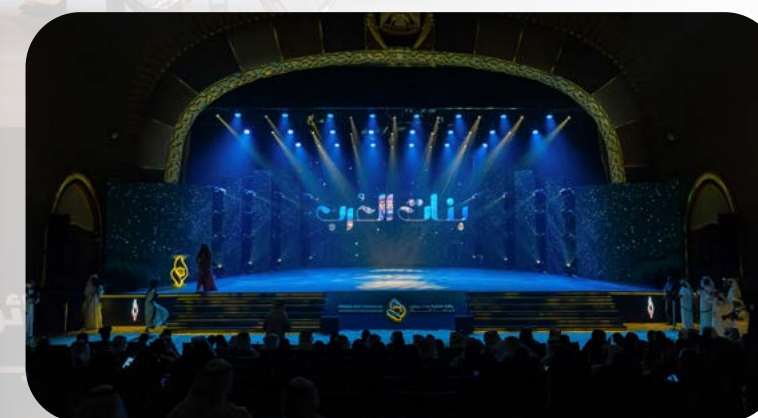


FATIMA BINT MUBARAK
WOMEN SPORTS AWARD

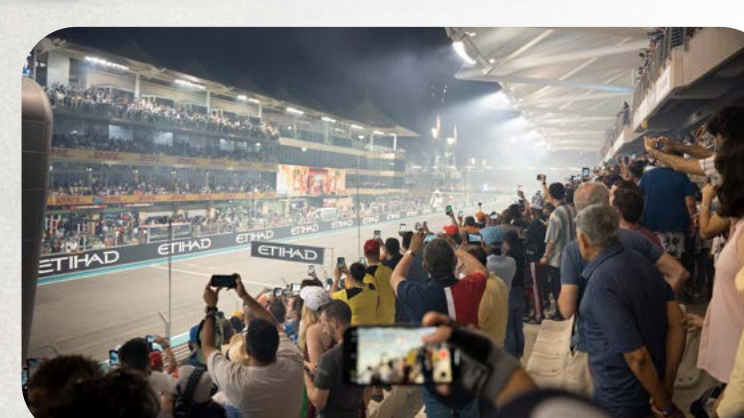
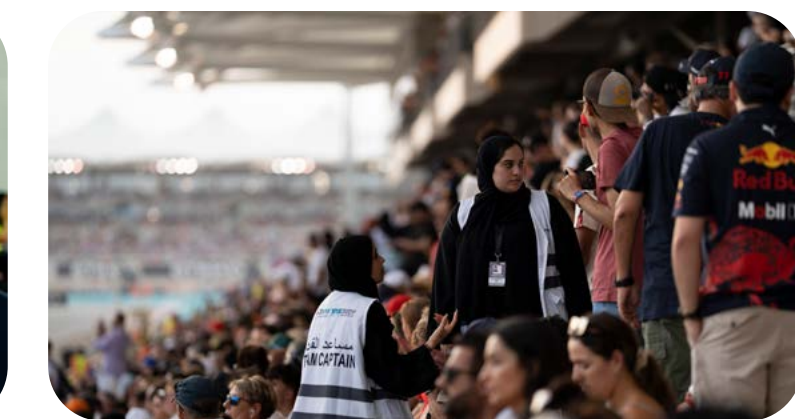


جائزة فاطمة بنت مبارك
لرياضة المرأة

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



مؤسسة الإمارات EMIRATES FOUNDATION





الهلال الأحمر الإماراتي
Emirates Red Crescent

مؤسسة الإمارات
EMIRATES FOUNDATION





وزارة التسامح والتعايش
MINISTRY OF TOLERANCE & COEXISTENCE





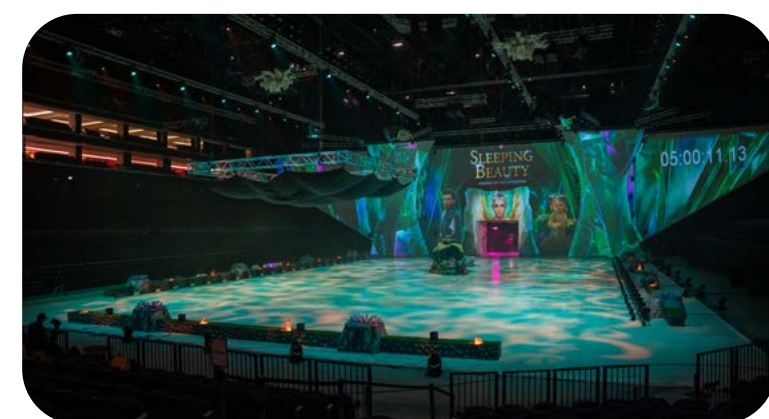
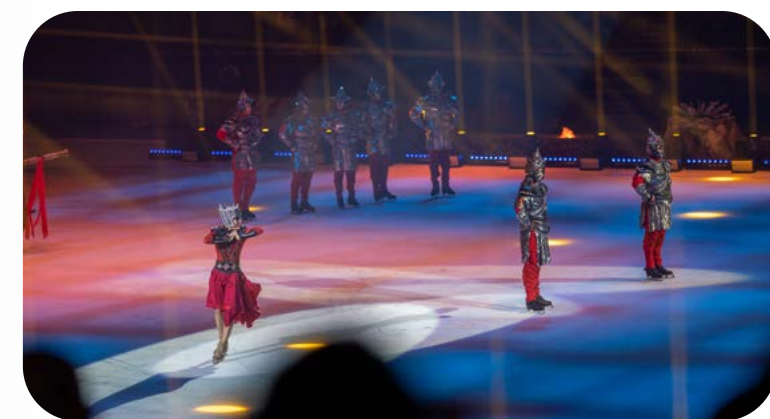
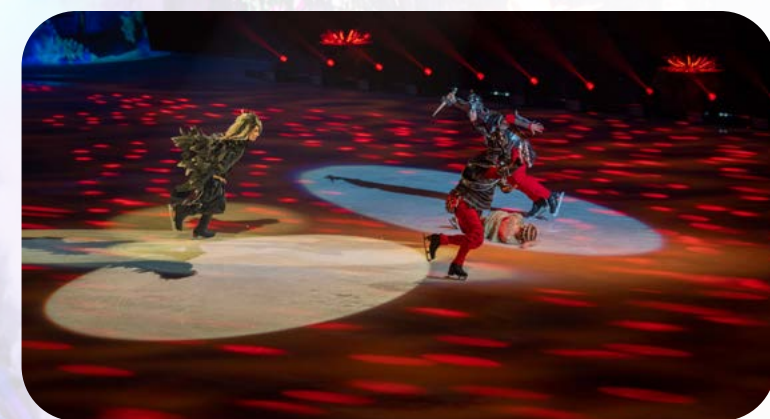


FINA
WORLD SWIMMING
CHAMPIONSHIPS
(25M)





NAVKA.SHOW







World Triathlon Championship Finals

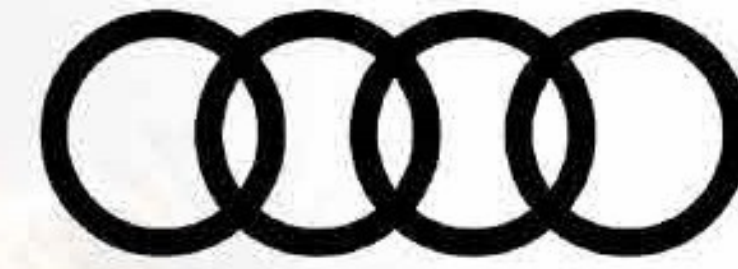
ABU DHABI
2022





هيلز
REEM HILLS









Nirvana Over the World @NirvanaOverTheWorld · Nov 10
Book for your clients at The Two Seasons Hotels & Apartments for 4 nights and enjoy a complimentary breakfast, airport round trip transfer, and city tour. Rates starting at SAR 1,420 only! Take advantage of this limited offer NOW!
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Nirvanattjo @Nirvanattjo · May 5
The future is bright and Nirvana family is excited to have you and to be part of our journey.



Experience the serene beauty of Oued River, Morocco. Meandering over 1,000 kilometers through the country, this river boasts of lush palm groves, traditional Kasbahs, and stunning desert landscapes. A visit to Oued 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!
To book your trip Call... See more



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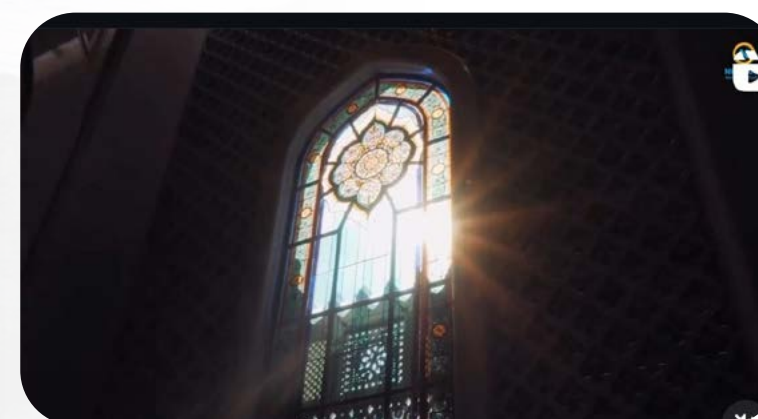
Saudi
Welcome
to Arabia

السعودية
أهلاً
بالعالم





VISIT OMAN





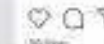
Lufthansa



travel as Even in these
we want to make sure its
comfortable giving you
frequency and intensity
cabin cleanings and full
This applies to particular
out tables, the armrests,
bells, washrooms and so
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Emirates Motor Company



NIRVANA
TRAVEL AND TOURISM



شركة الإمارات للسيارات
Emirates Motor Company





Abu Dhabi
Sports Council





Abu Dhabi
Sports Council

SPARTAN
MMXXIII
WORLD CHAMPIONSHIP





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
ABU DHABI HOUSING AUTHORITY



United Arab Emirates



وَزَّارَةُ شُؤُونِ الرِّئَاسَةِ
Ministry of Presidential Affairs



وزارة الداخلية
MINISTRY OF INTERIOR



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



مؤسسة زايد العليا
لأصحاب الهمم
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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



Abu Dhabi Sports Council



أدنوك
ADNOC



مندوق خليفة لتطوير المشاريع
Khalifa Fund for Enterprise Development



مندوق التكافل الاجتماعي
للعاملين بوزارة الداخلية
SOCIAL SECURITY FUND
MINISTRY OF INTERIOR



منتدى أبوظبي للسلام
ABU DHABI FORUM FOR PEACE



Fédération Internationale de Natation
FINA



Fina
WORLD SWIMMING
CHAMPIONSHIPS
(25M)



بالعلوم
بالتفكير
THINK SCIENCE



SEHA
شركة أبوظبي للخدمات الصحية
Abo Dhabi Health Services Co



BTEC
UNIVERSITIES



مدرسة جيمس كامبردج العالمية - أبوظبي
GEMS Cambridge International School
ABU DHABI



RENAULT



Mercedes-Benz



Audi



BMW



ROLLS ROYCE



ST REGIS
ABU DHABI



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ABU DHABI YAS ISLAND



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ARURA
HOSPITALITY



JOURY
GROUP



bloom.



الياسات
yahsat



تورنيدو جروب
TORNADO GROUP



Yards
PRODUCTION



GLEE
HOSPITALITY
SOLUTIONS



lolakk



MADI
International



NIRVANA
TRAVEL AND TOURISM



SPECIAL OLYMPICS
PLAY UNIFIED



NIRVANA
HOLDING



MOROCCO



MADREPERLA
italian tailor-made sandals



بنك أبوظبي التجاري
ADCB



HSBC



ADIB



Shift



LASSA



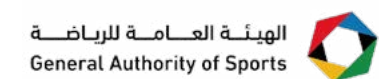
NIRVANA
TOURS & LOGISTICS



NIRVANA
GLOBAL TRAVEL



now
nirvana
OVER THE WORLD





DRAWING FROM A RANGE OF EXPERIENCE ACROSS INDUSTRY SECTORS, WE ARE COMMITTED TO CONTRIBUTING TO THE SUCCESS OF **THE UAE 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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➤ **9Yards Communications (UK)**

Opening 2024

➤ **9Yards Communications (KSA)**

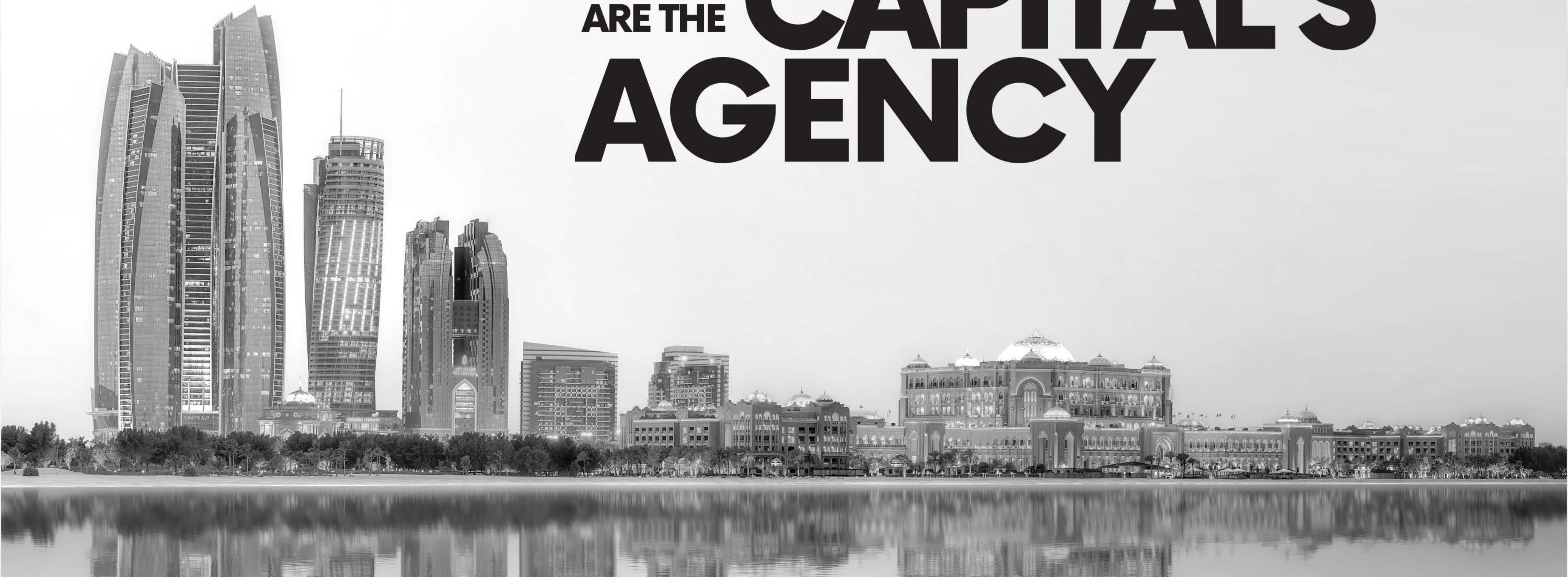
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**WE — ARE THE CAPITAL'S
AGENCY**



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24



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Who We Are



Thank you