

Data Management: **BUSINESS INTELLIGENCE**

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IN A NUTSHELL

As the world of digital continues to progress, big data has never been more instrumental and powerful to business, everything you needed to know about customers and suppliers both on mass and individual basis. In today's world, information is power and this has influenced businesses to become ever more data driven to make better decisions and gain insights like never before. Whether it be for business intelligence on who you are really trading with, competitive analysis, marketing analytics, or identifying audiences for sales and marketing campaigns, there is no doubt that those who fail to take advantage of data will be left behind.

HOW DATA CAN HELP



**DELIVER SMARTER
PRODUCTS OR SERVICES**



**MAKE MORE INFORMED
BUSINESS DECISIONS**



**INCREASE
SALES**



**IMPROVE BUSINESS
OPERATIONS**



**GREATER CUSTOMER
INSIGHTS**

Having open access to data is only half the challenge. The other half is being able to efficiently and effectively apply it to your business and make it work for you. For banks and financial institutions it is crucial to stay compliant, therefore by using data to verify entities, onboard clients and offer safe payment processes, it can help business adhere to compliance protocols, make intelligent decisions and to stay competitive.

The Middle East and North Africa (MENA) region has always presented challenges in regards to data, it is less readily available, in the local language and in most cases, not even digitalised. Over the last 20+ years, Cedar Rose has been collecting data translating and transliterating it to make it available in a recognised format. In 2015, Cedar Rose released the first ever, electronic identity verification (eiDV) service for the MENA region. This long awaited innovation tool revolutionised compliance for companies to enable them to verify users across MENA and beyond. Offered via one single, flexible, API, any business can simply integrate with Cedar Rose`s database for instant match/no match results on over 160 million individuals to stay compliant in an ever changing complex, regulatory world.

OUR MENA DATA

OVER 107 MILLION COMPANIES

Instantly download a report straight from our website of over 107 million (and growing) companies or order a fresh investigation.

OVER 160 MILLION INDIVIDUALS

Complete reliable electronic identity verification for your clients and customers by accessing our extensive database. The perfect tool for KYC and AML compliance.

OVER 20 RESEARCHERS & TRANSLATORS

We have multilingual data researchers, strategists, translators and data quality staff positioned across the MENA region to bring you the most reliable and trustworthy data.

GLOBAL COVERAGE

Cedar Rose offers competitively priced, award-winning company credit reports and business information in over 230 countries.

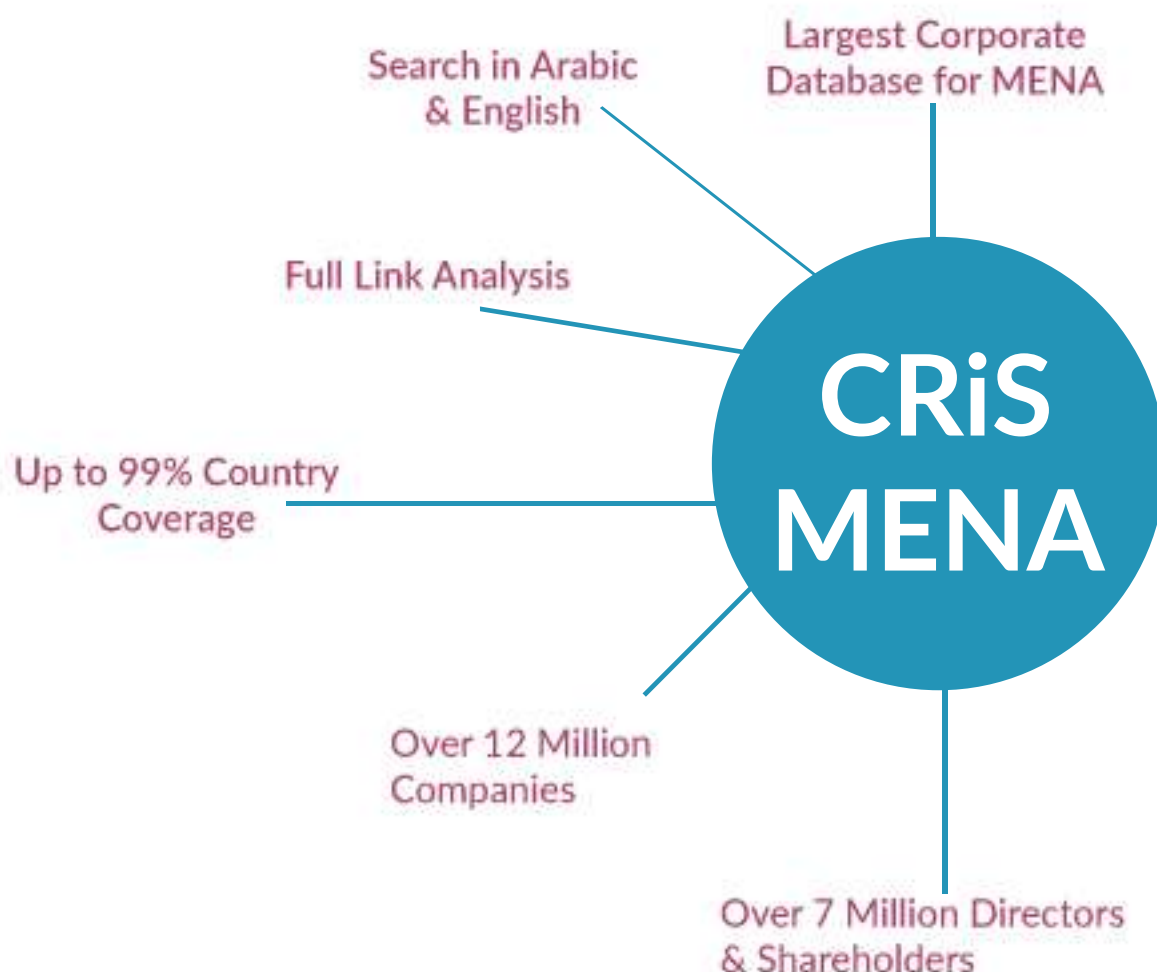
CRiS MENA DATABASE

Our CRiS MENA database contains company data on over 12 million companies and 23 million individuals across the Arabic speaking countries. Data has been translated and transliterated to enable searches in both Arabic and Romanised characters (English and French). CRiS MENA is primarily used to search for companies and individuals and identify connections between them.

CRiS MENA was created as:

- An investigative research tool – ideal for journalists, researchers, threat finance and due diligence specialists to gain access to data not previously available online in the English language.
- As a resource for credit reporting, credit analysis, KYC (Know Your Customer), KYB (Know Your Business), directorship and shareholding investigations and the identification of UBOs (Ultimate Beneficiary Owners) to aid in AML (Anti-Money Laundering) investigations.

CRiS MENA subscribers can view our MENA data, download reports and order fresh investigations. CRiS MENA gives the subscribers the tools to easily access all of our range of freshly investigated credit and due diligence reports, as well as our experienced and qualified in-house analysts.



CRiS MENA DATABASE

HOW CAN CRiS MENA HELP YOU?

Mitigate Credit & Supplier Risks

You will be able to assess risks when doing business with certain entities by navigating through our data and being able to visually see the level of risk of a certain company.

Reliable & Trusted Data

Trusted data from official sources, with date stamped data fields and source intelligence grading available 24 hours, 7 days a week. Additionally, you can purchase freshly investigated due diligence reports compiled by a team of experienced and qualified researchers.

Marketing Lists

Marketing leads are pivotal in this age of business, reaching a new audience, spreading awareness of your company and your ethos. By filtering through our data you will have access to millions of contact data on directors, shareholders and more, across the Middle East and North Africa. These valuable leads may help your business grow, branch into new markets and further spread your reach to the Middle East and Africa.

Link Analysis Functionality

You will be able to see what companies are linked to, whether that may be individuals or other companies and, also, links between individuals and other individuals. This feature can help you further mitigate risks by seeing connections from one to another. CRiS allows you to compare and contrast millions of data on companies and individuals, this is your ultimate business intelligence tool for risk management and mitigation.

HOW TO ACCESS CRIS MENA?

ONLINE SUBSCRIPTION

Simply, advise on the number of users and choice of jurisdictions and we will provide you with a quotation within one working day.

API

If you prefer users not to access our data online, Cedar Rose has the technology to provide annual CRIS MENA database subscriptions via API. See our data in your own system, or allow your customers to search our database via your website with our fully flexible API capabilities.

SALESFORCE CRM

With our easy to use add-on, you can access Cedar Rose's Global data and reports with our Salesforce custom-built application. The easiest way to identify new customers, qualify them, conduct KYC and credit score them – even order due diligence investigations. The perfect tool for seamless customer onboarding.

CRIS DATA FIELDS

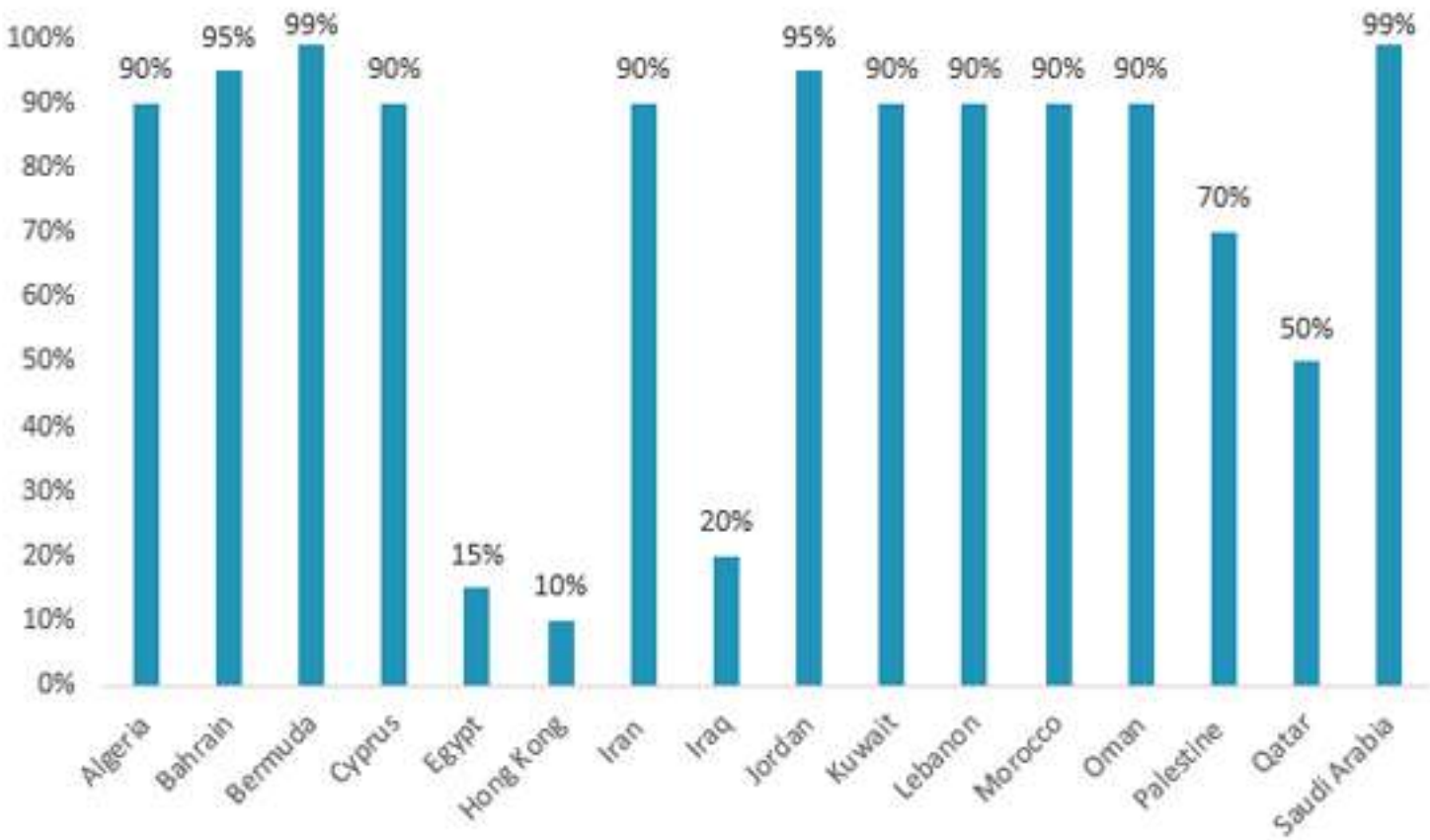
- Company name in English
- Company former names
- Trading names and branches
- Company main address
- Company registered address details
- Company commercial register number
- Company trade license number
- Chamber of commerce register number
- Company official unique identification numbers
- Company date started
- Company date registered
- Company legal form
- Company registered capital
- Company capital structure
- Shareholders names and percentages
- Directors names
- Owners / shareholders ID particulars if available
- Company's corporate history
- Business activities of the company
- Number of employees
- Company registered activity and UK SIC codes
- Key management names and posts held
- Business affiliations
- Financial information including sales turnover
- Description of premises including any branch details
- Cedar Rose's country risk summary report
- Cedar Rose's credit opinion
- Shareholders/ director's nationality
- Bankruptcies search results

COMPANY COVERAGE %

CEDAR ROSE COUNTRY COVERAGE

Country	% of Company Coverage	Number of Companies
Algeria	90%	3,682,386
Bahrain	95%	127,237
Bermuda	99%	47,530
Cyprus	90%	453,551
Egypt	15%	423,009
Hong Kong	10%	206,207
Iran	90%	2,110,287
Iraq	20%	12,016
Jordan	95%	709,548
Kuwait	90%	183,831
Lebanon	90%	392,559
Morocco	90%	1,646,747
Oman	90%	487,739
Palestine	70%	37,187
Qatar	50%	107,007
Saudi Arabia	99%	1,270,686
United Arab Emirates	65%	678,867
Yemen	70%	63,186

COMPANY COVERAGE %



INSTANTLY AVAILABLE DATA

Cedar Rose can provide access to data instantly on over 107 million companies via our website. Not only do we have our specialist MENA company coverage from our database but we also offer global coverage via our website. Instantly order a report from over 230 countries with turnaround times from 24 hours.

24 HOUR INVESTIGATIONS

Cedar Rose can bring you the most up-to-date data on a company in 24 hours turnaround time, perfect for those with urgent requests.

INSTANTLY DOWNLOAD REPORTS

You can instantly download reports on over 107 million companies and have data in HTML or PDF formats in minutes.

INTERACTIVE DATA

Our HTML reports are interactive. When you access your HTML report you are able to click on links to see what that data is connected to.

CEDAR ROSE SCORE

We have implemented AI and machine learning technology to develop a robust CR score, depicting company risk, with every report.

ABOUT CEDAR ROSE

Overview of Cedar Rose:

Established in 1997, Cedar Rose Int. Services Ltd has been leading the field for credit reporting, business intelligence and investigative due diligence for the Middle East and North Africa.

Since 2016, we have been expanding to offer a trusted global service for business information and data, delivered using the latest technology.

Putting our clients at the forefront of every decision we make, we offer a first class, bespoke and highly flexible service with access to the world's largest database of business information for the MENA region. Whether you need credit analysis, compliance, AML, KYC or KYB solutions, Cedar Rose gives you the facts and figures to make confident business decisions.

Known for **Accuracy** • Trusted for **Reliability** • Respected for **Quality**

OUR MISSION

We provide excellent quality, reliable and innovative Business Intelligence services that promote ethical, compliant and secure global trade.

OUR VISION

To be the premier source of Business Intelligence worldwide through continuous innovation and development of talent and technology.