



GROUP **OVERVIEW**

2024

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who we are.

About K Group

Intl'

Structure of
Companies

21+

Countries

15+

Industries

- ▷ K Group is an international structure of companies that operates in more than 21 countries worldwide.

The group is planning to expand to other countries and continents in the future.



intl' group of companies.

Lebanon

Intech SAL

K&C S.A.L Offshore(UAE)

Xenosol SAL (UAE)

Blooomtech SAL

UAE

PlayMob LLC

Intech FZCO

Touch Media LLC

Kingdom of Saudi Arabia

Rady LLC

Algeria

VTS LLC



solutions
for demanding
businesses.



solutions for demanding businesses.

In the individual countries, K Group does business in the following industries

Marketing

- Performance Marketing
- Online & Advertising Programs
- Display & Video Advertising
- Social Media Marketing & Management
- Digital Media Service Affiliate Network
- Bulk Sms / Emails Landing Pages
- Marketing Research & Advanced Analytics
- Media Buying
- MultiPlatform Content Marketing & Distribution
- Branded Campaigns SDP Platform

Value Added Services

- Media Streaming Service & VOD
- Mobile Entertaining Services
- HTML5 Gaming
- Tournaments Rewards
- Educational Content
- Sports Content
- Female Portal
- Image Recognition & Analysis
- Animation Service

Product & Services

- Payment Gateway (Carrier Billing, Credit Cards)
- Loyalty Platform
- E-commerce
- Content Management System
- Artificial Intelligence & Computing
- Cyber Security Solution
- Data Factory , Azure Hosting
- Inventory & Accounting software

products and services.

Cerebro! A smart solution by Intech SAL

We are innovative leaders in micropayments solutions providing carrier billing, digital marketing, content publishing and distribution.

Intech SAL provides multiple monetization models built around our cloud solution, **Cerebro**.

cerebro

With a modern look, optimized performance, user-friendly interface and smooth user experience, Cerebro is hosted on **Microsoft Azure** and is built internally from the ground-up.

Backed by AI and the best machine learning algorithms and featuring latest software designs and web technologies, Cerebro gives you flexibility and performance, with a cost-effective plan.

cerebro



Central Console



Account Manager



Admin Panel



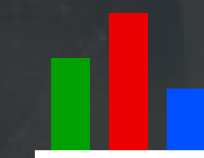
Affiliate Marketing



SDP



CMS



Reporting System



Monitoring System



Customer Care

products and services.

Blooom! All-in-one digital engagement platform



Blooom is an all-in-one **digital engagement platform** with multiple marketing toolkits such as:

- ▶ End-to-end Loyalty Schemes
- ▶ Campaign Management
- ▶ Audience Segmentation
- ▶ Automated Marketing
- ▶ Communication: SMS, emails and push notifications
- ▶ KPI's Measurement: Through reports and dashboards

Since 2010, Blooom is serving **more than 70+ leading customers** across the MENA region and across a variety of industries:

- ▶ Banking and Financial
- ▶ Automotive
- ▶ Retailers



Content Management



Online Store Toolkit



Loyalty / Coalition Toolkit



Automated Marketing



Coupons Toolkit



Proximity Toolkit



Communication Toolkit



Survey Toolkit

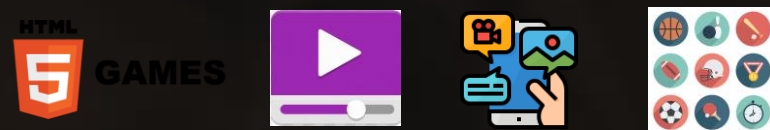


Online / Travel Store

products and services.

Content! One stop shop

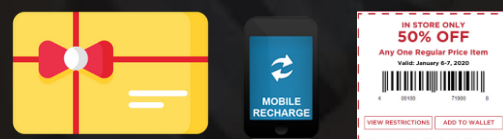
K Group has an over-the-top **subscription-based content** for users which offers mobile and online streaming of a library of Gaming, and VOD content such as lifestyle, kids, sports, etc.,



Loyalty + is the tool to keep your subscribers coming back. From Subscription based pointing, to Interaction reward, and all the way to gamification and Badge unlocking! We have it all!



Xrewards Market Place is an engaging marketplace offering targeted rewards from all types: Digital Gift cards, Discounts, Games, offers & more.



XENOSOL



GROUP
OVERVIEW

products and services.

VAS! Value Added Services

K&C SAL has a team of experienced people with a proven track record in **mobile payment, advertising and monetizing users**, partnered to make the group one of the leaders in the VAS industry.

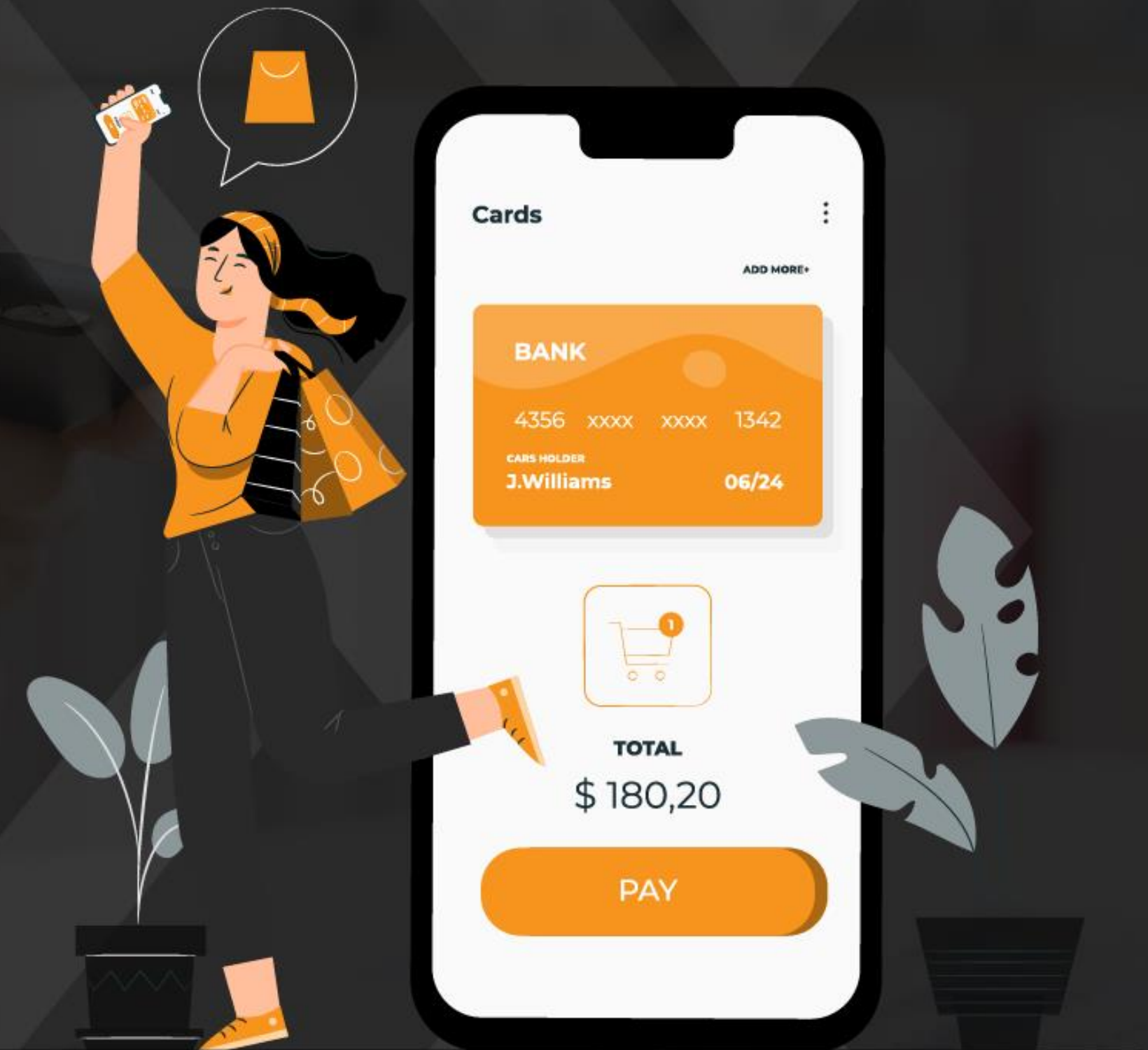
Since 2011, we have developed a strong work relationship with operators & providers and provided a high level of loyalty and commitment in services to its valuable customers.

Over the course of 10 years and through its state-of-the-art platform, K&C was able to manage and connect clients across its markets and position itself as a **VAS industry leader.**

Our collaboration with **EVINA** and **MCP** have ensured the compliancy of our traffic, and subsequently contributed to decreasing end-user complaints.

Our coverage includes:

- **MENA & Gulf**
- **EU**
- **South Africa**



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products and services.

Touch Media! Your advertising Partner



Touch Media LLC has an over-the-top **subscription-based media streaming service** for users which offers mobile and online streaming of a library of thematic TV channels and VOD content such as lifestyle, kids, sports, etc, in more than 180 countries.

We are specialized in **Google AdWords advertising**. With an international team of mobile experts, we offer support from strategy to implementation and optimization.

TM is a frontrunner in the following verticals:

- ▷ App Installs
- ▷ Mobile Entertainment



clients. Some of our clients / VAS and Loyalty



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Lebanon

Lebanon — Kesserwan
Zouk Mosbeh
Badaoui Building
Underground Floor

Lebanon

+ 961 9 213 414

Dubai

Dubai — UAE
Media City
Media One Hotel — OBC
38th Floor

United Arab Emirates

+971 50 431 4988

Saudi Arabia

Riyadh — Saudi Arabia
Olaya Street 3857
Al-Rossais Commercial Center
3rd Floor, Office 312

Kingdom of Saudi Arabia

+966 50 034 6138