



Company Profile

We create advanced AI-powered systems that transform promotions into experiences, data into insight, and engagement into loyalty. Our flagship digital hub, SAEEV, connects the worlds of promotions, media, data, and analytics, reshaping how businesses operate in the age of digital intelligence.

About TUUM AI

TUUM AI FZCO is a registered entity with Dun & Bradstreet

(D-U-N-S® Number available upon request)

Our Identity:

TUUM AI FZCO is an innovation-driven technology company headquartered in Dubai Silicon Oasis. We specialize in building digital ecosystems powered by artificial intelligence, analytics, and automation, bridging the gap between data, engagement, and commerce.

Our Mission:

To lead the regional transformation toward intelligent digital ecosystems by integrating AI, data analytics, and smart automation into every stage of business communication and consumer engagement.

Our Vision:

To become the MENA region's leading Digital Intelligence & Data Hub, enabling businesses to connect seamlessly, analyze deeply, and engage meaningfully.

Our Values:

INNOVATION IS YOURS | HUMANIZED AI | DESIGNED AROUND PEOPLE | TRUST IS OUR CODE | WORK SMART. PLAY LOUD | ATTITUDE MAKES THE FUTURE

Core Capabilities:

- AI-Driven Digital Ecosystem Development
- Data Hubs & Analytics Infrastructure
- Digital Promotions & Loyalty Platforms
- Communication & Media Hubs



- ERP/CRM Integrations & API Architecture
- Cloud-Based Predictive Intelligence

Our Solutions: **“SAEEV”**

“SAEEV” The Digital Promotions, Data & Engagement Hub
"Where every interaction becomes intelligence."

SAEEV is TUUM AI's flagship platform, a comprehensive digital ecosystem that unifies promotions, coupons, communication, engagement and analytics within one intelligent architecture. It enables brands, retailers, pharmacies or any market segment to launch, monitor, and optimize campaigns while building brand and consumer loyalty through meaningful digital connections.

Key Capabilities:

- End-to-End Digital Campaign Management
- Smart Digital Coupons & Dynamic Offers
- Real-Time Data Analytics & Performance Dashboards
- Multi-Level Loyalty Systems (Brand & Consumer)
- AI Forecasting and Budget Optimization
- Digital Wallets and Category-Based Fund Allocation
- Omnichannel Communication Hub and Engagement Tools
- API Connectivity with ERPs, CRMs, and Banking Systems

The Power of Data Hubs:

SAEEV operates as a centralized Data Intelligence Hub, collecting and harmonizing insights from every campaign, transaction, and consumer touchpoint. Through its built-in Analytics Engine, SAEEV delivers predictive trends, brand performance insights, and consumer behavior mapping, empowering decision-making based on live, actionable data.

Loyalty Reinvented:

- Brand Loyalty: Through consistent, data-backed promotions, SAEEV enhances long-term trust and equity for every brand it powers.
- Consumer Loyalty: Personalized rewards, targeted offers, and seamless redemption experiences convert engagement into sustained loyalty, across retail, pharmacy, and e-commerce sectors.



Who It Serves:

- FMCG Brands & Retailers
- Pharmacies & Healthcare Chains
- E-Commerce Platforms
- Fashion, Beauty, and Lifestyle Brands
- Electronics & Consumer Goods Networks

Why It Matters:

SAEEV is not just a promotions tool, it's a Digital Data Hub that connects marketing, media, engagement and finance under one roof. It transforms every campaign into measurable intelligence, driving efficiency, loyalty, and market growth.

Future AI Systems

Beyond SAEEV, TUUM AI is developing modular systems that advance the boundaries of digital and data intelligence:

- Retail Vision AI: In-store image recognition & shelf analytics
- Smart Loyalty Engines: Predictive loyalty and retention models
- AI Data Fusion: Real-time integration of multi-source data streams
- Digital Media Hub: Unified campaign planning, content distribution, and analytics dashboard
- Predictive Commerce Modules: Automating offer timing, targeting, and engagement patterns

Technology & Innovation

Digitally Engineered. Data-Driven. Intelligently Connected.

At TUUM AI, innovation meets precision. Our technologies are designed to unify data, automation, and communication, creating a 360° digital intelligence ecosystem.

Innovation Pillars:

- Data-Centric Architecture: Every product, interaction, and decision flows through our analytics backbone.
- Scalability & Flexibility: Modular systems adaptable to multiple industries.
- AI-Powered Forecasting: Predictive analysis for smarter, faster decisions.
- Security & Compliance: Enterprise-grade encryption and GDPR-aligned governance.
- Continuous Learning Systems: Evolving with every campaign, consumer, and dataset.

Analytics in Action:



Our Data Hubs transform fragmented datasets into meaningful insights, empowering clients to track ROI, measure loyalty, and forecast performance with precision. Through visualization, trend analysis, and predictive modeling, we turn complexity into clarity.

Industries We Serve

TUUM AI builds adaptable digital systems designed for any sector where engagement, loyalty, and analytics drive success:

- FMCG & Retail Chains: AI couponing and real-time analytics
- Pharmacies & Healthcare Retailers: Targeted promotions and data-driven loyalty programs
- E-Commerce & Marketplaces: Unified campaign management and predictive insights
- Financial & Loyalty Programs: Secure wallet integrations and automated offer tracking
- Hospitality, Fashion & Lifestyle Brands: Personalized engagement and digital media analytics

Partners & Collaborations

Together, We Build the Digital Future

Our partnerships with retailers, brands, and technology providers are built on shared data, trust, and innovation. TUUM AI fosters a collaborative ecosystem where information flows securely, and value multiplies through intelligence.

Partnership Principles:

- Shared Data Value & Transparency
- Digital Innovation Alignment
- Analytics-Driven Collaboration
- Long-Term Loyalty Growth

Company Values

We build intelligent technology that empowers human potential.

1 INNOVATION IS YOURS

 **Ideas become impact.**

2 HUMANIZED AI

 **Technology that serves people.**

3 DESIGNED AROUND PEOPLE

 **Start with the human**

4 TRUST IS OUR CODE


 **Integrity in every interaction.**

5 BALANCE POWERS BRILLIANCE

 **Live well. Lead well.**



6 WORK SMART. PLAY LOUD.

 *Own your style.*

7 ATTITUDE MAKES THE FUTURE

 *Forward only.*