

Dubai's Seed Group Teams up with Switzerland-Based Beaconsmind to Bring Innovative Location-Based Marketing Solutions to the Middle East

Dubai, United Arab Emirates and Zurich, Switzerland – 10 May 2021 – [Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has joined forces with the Swiss company [beaconsmind](#) to bring location-based marketing software and solutions for retail chains to the UAE and the wider Middle East region.

Founded in Zurich in 2015, beaconsmind is transforming shopping experience for customers in physical stores while facilitating the global retailers run successful marketing campaigns. Thanks to the beaconsmind solution, retail marketing teams will be able to transform the in-store customer experience. Through its existing mobile app, retailers will be able to interact in real time via local, personalised messages, offers and other interactions based on their customers' profiles, purchase history and location within its stores.

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "We are pleased to partner with beaconsmind. Their concept is already proven in the global markets and helping various businesses to add more value to their operations. I am confident it will help the Middle East retailers to make their services more agile, target the right customers and add to the overall bottom line of their businesses."

"Especially in this Covid-induced new normal era, when many retailers have accelerated their digital transformation journey to gain new business, beaconsmind's offerings seem very timely," said Mr. Al Gurg.

As a leading player in the industry of location-based marketing technology, beaconsmind allows retailers to make brick-and-mortar stores even more attractive and close the gaps between online and offline shopping.

The company offers the [beaconsmind Suite Software](#), coupled with Bluetooth Beacons that are installed at the point-of-sale of retailers. By fitting stores with Beacons that precisely locate and identify customers, and by integrating its Software Suite, the company lets retailers seamlessly interact with their customers and transform the overall shopping experience.

"The Middle East market offers a huge potential for growth for companies like us that are focused on enhancing customers' shopping experience and offering valuable insights to the businesses. Local population is very tech-savvy and businesses are undergoing massive digital transformation. These will be just a few of the many positive catalysts present in this region," said Max Weiland, CEO of beaconsmind.

“With Seed Group as a strategic partner, we are looking forward to enter the market with a bang and earn good following very fast in the coming months. We have already spent a good amount of time learning the market dynamics and studying the local customers’ preferences and inclinations. This will help us to instantly offer the best-tailored solutions to our regional clients,” said Mr Weiland.

In February, beaconsmind listed its shares on the Access+ segment of Euronext stock exchange market in Paris. It was followed by another listing on the Vienna Stock Exchange in March. This will enable the company, which is a SaaS provider in location-based marketing, to expand further and increase its access to new capital and investors.

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About Seed Group

Over the past 16 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group’s goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office’s criteria. For more information, visit www.seedgroup.com.

About Beaconsmind

Founded in 2015 in Switzerland, beaconsmind is a pioneer in the field of location-based marketing (LBM) software for retail chains. beaconsmind helps retailers run successful location-based marketing campaigns. By fitting stores with bluetooth beacons that precisely locate and identify customers, and by integrating its Software Suite, beaconsmind opens a brand-new channel for retailers to interact with their customers, fundamentally transforming the shopping experience. Thanks to its solution, retailers can converge digital and physical shopping and address the convenience gaps of each.

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For more information, please visit www.beaconsmind.com.

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