

Seed Group Forms Strategic Alliance with Stark to Empower UAE Organisations in their Net-Zero Journeys

Dubai, United Arab Emirates and Surrey, United Kingdom—12 April 2022—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, announces a new partnership with UK based firm [Stark](#) to bring data-driven water, electricity, and gas consumption tracking aimed at reducing carbon emissions to the MENA region, furthering the world's pursuit of net-zero emissions.

In its capacity as the ultimate launch pad for companies offering innovative products and services, the Seed Group will help Stark expand its business into the Middle East. Under the new partnership, Stark will leverage the Group's in-depth knowledge of the MENA region and strong base of connections in the UAE and beyond to ensure their successful entry into the market.

Founded in 1981, Stark is the leading independent provider of energy data to businesses across the UK. For over 40 years, Stark has empowered businesses to consume the energy that they need more efficiently, by providing access to best in class analytics software. Businesses can visualise multi utility consumption through one comprehensive platform and clearly identify areas to reduce waste and benefit from cost savings.

Stark is committed to the world's journey to net-zero emissions and its expertise in energy data management provides the essential foundations needed for businesses to achieve net zero ambitions.

As the UK's partner of choice, Stark is responsible for processing over 20% of the UK's electricity consumption and working with over 40,000 organisations comprising the main UK energy suppliers, industrial and commercial businesses as well as the public sector.

Stark's Net-Zero ideology aligns with the UAE government's sustainability initiatives and Net Zero Strategy by 2050 strategy.

"Climate action is becoming more important and necessary by the day. The UAE has set out a strategy to achieve net-zero emissions by 2050, and our new partnership with Stark will greatly contribute to that," said Hisham Al Gurg, Chief Executive Officer of Seed Group and the Private Office of Sheikh Ahmed bin Saeed. "We are excited to bring Stark's cutting-edge data-driven energy consumption monitoring services and platform to the Middle East."

"Stark's data science capabilities are tremendous. We collect an enormous amount of non-domestic gas and electricity data, which equates to over \$12 billion of annual spend for end-users. We believe that this will be a driving force in the UAE's journey to net-zero emissions as any strategy of this kind needs to start with a robust data collection and analytics platform," said Alex Warren, Chief Executive Officer of Stark. "We are honoured and privileged to be starting our journey in the Middle East with the Seed Group and are very excited to see what we can achieve together."

Stark has made great strides in promoting eco-friendly practices by constantly monitoring energy consumption for its clients and targeting reductions where needed. It offers consumption-focused data, metres (end-to-end), and a powerful, user-friendly analytics platform for tracking.

Renowned for its strong and diverse portfolio in a variety of sectors, the Seed Group has formed numerous strategic partnerships with leading companies worldwide to enhance their presence in the MENA region over the past 16 years.

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About Stark

Stark is the leading independent provider of energy data to businesses across the UK.

Founded in 1981, Stark has grown from a family start-up to become one of the leading industry data experts in multi utility energy consumption analytics. We understand that the quality of reporting is only as good as the data that is used. Through forty years of continued innovation, we have made it our business to provide our customers with comprehensive, accurate data to deliver the highest quality of reporting and insights.

Stark has empowered businesses to consume the energy that they need more efficiently. Through Stark's metering and best in class analytics software, customers can visualise their usage and clearly identify areas to reduce waste and benefit from cost savings.

More recently, Stark began its journey to net zero and as the energy data experts, is in a perfect place to support businesses with a simpler way to implement and measure decarbonisation recommendations. For more information, visit www.stark.co.uk.

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.

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