

Seed Group Joins Forces with Wyzetalk to Bolster Frontline Employee Engagement, Communication and Safety in the UAE's Workforce

Dubai, United Arab Emirates—10 May 2022—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum of Dubai's Royal Family, has partnered with [Wyzetalk](#) to bring Blue-collar, Frontline employee engagement, communication and safety solutions driven by cutting-edge technology to the UAE.

Seed Group will help Wyzetalk expand into the Middle East and North Africa region through the new strategic partnership by connecting it with top-level decision-makers and industry leaders in the UAE's public and private sectors who will help facilitate the firm's entry into the market.

The Wyzetalk Solution is a mobile-first, Blue-Collar, Frontline employee experience seamlessly connecting employers with their workforce. The company's technology has been tried and tested in several industries, including manufacturing, retail, hospitality, mining, shipping, energy, and automotive.

The Netherlands headquartered company also offers suitable solutions for crisis communications, enabling the utmost operational efficiency and safety in any given company with Wyzetalk's technological capabilities. Seamless integration to ERP systems to deliver digital payslips, leave processing and schedule management to ensure user rates well over 70-98%.

The UAE is home to a booming economy and is now regarded as one of the best cities in the world for doing business. With a pro-business government and a thriving economy, the UAE has become a magnet for foreign investment, witnessing thousands of companies setting up bases in Dubai, leading to more talent and an ever-growing workforce.

"Dubai is considered one of the most futuristic places right now. The workforce has grown tremendously with an economy that continues to grow and attract more foreign investment. This is why we see a tremendous opportunity for Wyzetalk to bring something unique into the region and operate out of Dubai by helping companies manage the safety of and enhance communication with their workforce," said Seed Group's Chief Executive Officer Hisham Al Gurg.

"We are excited to work with Wyzetalk and look forward to seeing how they will grow in the UAE and wider Middle East region," he added.

"Dubai is a great place for our regional debut. Its thirst for innovation and cutting-edge technology has set them at the forefront of the latest and greatest in almost every industry. We

are excited to work with Seed Group on our expansion as we have identified a strong opportunity for our business to grow in the UAE. With the huge amount of talent and a continuously growing workforce, we believe our solutions will offer something unique and contribute to the greater wellbeing of employees in the country," said Gys Kappers, Chief Executive Officer and co-founder of Wyzetalk.

Employee engagement has never been more critical. Wyzetalk's award-winning digital employee experience solutions improve the work and wellbeing of blue-collar, frontline employees. Working with more than 35 blue-chip clients across five continents, Wyzetalk engages more than 700,000 frontline workers per day.

With a strong and diverse portfolio that spans an array of sectors, the Seed Group has formed several strategic alliances with leading companies worldwide to enhance their presence in the region.

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About Wyzetalk

For nearly a decade, Wyzetalk has been working with numerous blue-chip clients, across five continents, to create digital employee experience solutions that enable communication and improve engagement with more than 700,000 widely dispersed frontline workers.

Employee engagement has never been more important than it is now. The COVID-19 pandemic has highlighted the necessity for large businesses to reach out to their employees, share important information and digitise certain processes. The award-winning Wyzetalk platform makes this a reality. The result is that overall business performance improves because these organisations can now connect, communicate, and engage with the people who work for them across the globe. For more information, visit www.wyzetalk.com.

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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