

## Beaconsmind makes successful strides in the UAE and Middle East with Seed Group as strategic partner



**Dubai, UAE—11 April 2023**—[beaconsmind](#), the Swiss-based retail technology company, and Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, have deemed their strategic partnership "successful," as the former has been able to make some notable strides and progress in its business expansion and growth.

The partnership has so far enabled beaconsmind to establish its business in the region and provide its solutions to a fast-growing client base, ranging from leading global fast food chains, fashion retailers, and department stores to brand loyalty applications.

Since the partnership was formed in May 2021, beaconsmind has seen tremendous growth in the region, with notable cooperation deals signed with BFL Group, the parent company of famous brands including Brands for Less, Toys for Less, Homes for Less, and Mumuso. beaconsmind's targeted and carefully crafted solutions have transformed the in-store customer experience and enabled marketing teams to run successful campaigns. The company has also teamed up with big regional players across various industries, including but not limited to beauty and lifestyle, home furnishing and decor, and third party loyalty lifestyle mobile application providers.

The partnership with Seed Group has been a crucial factor in beaconsmind's success in the region. Seed Group's expertise and guidance have helped beaconsmind establish its business in the UAE and other GCC countries. As a result, beaconsmind announced the opening of its physical office in Dubai Hills in September 2022, marking a significant milestone in the company's growth in the region.

Commenting on the partnership, Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "It has been a great journey with beaconsmind. We are glad we could work towards their goals and churn out good results that have not only helped the organisation grow and prosper but also assisted clients in the region who have been looking for the services and products that beaconsmind has to offer. We are looking forward to an even brighter future for beaconsmind in the future."

beaconsmind has been named a Great Place to Work by the global research, training, and consulting firm Great Place to Work. The firm named beaconsmind as part of a list that recognised the best places to work in the UAE, listing five governmental and 25 large and 50 small and medium organisations for 2023, which takes into account over 60 countries.

On opening a new office in Dubai, Max Weiland, CEO of beaconsmind, was quoted as saying, "The inauguration of our Dubai office marks an important milestone for us. It is the beginning of our long-term relationship with our UAE-based and Middle Eastern clients. With Seed Group as our strategic partner, we look forward to a fruitful time with an established presence in Dubai Hills."

The partnership with Seed Group has enabled beaconsmind to gain recognition in the region's retail industry and benefit from the soaring demand for its products and services. With the association continuing to flourish, beaconsmind is optimistic about its future in the region.

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## **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.

ISIN: CH0451123589 – WKN: A2QN5W – VIENNA: BMD – EURONEXT: MLBMD

For more information, please visit [www.beaconsmind.com](http://www.beaconsmind.com).

## **About Seed Group**

For over 20 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](http://www.seedgroup.com).

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