

Seed Group teams up with Keeyns to streamline multi-entity tax management across the UAE



From left to right: Ruben van Aarle, CEO of Keeyns; Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum

Dubai, UAE; North Brabant, Netherlands—27 April 2026 —[Seed Group](#), a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has joined forces with [Keeyns](#), a SaaS platform that centralises tax operations for international and multi-entity companies.

By being part of Seed Group’s innovative partner ecosystem, Keeyns gains access to a network strengthened by over two decades of proven business leadership and high-level regional connections. This collaboration opens avenues for accelerating the use of cutting-edge tax management solutions in Dubai and the larger UAE.

Keeyns, based in the Netherlands and launched in 2017, is a cloud-based tax technology platform that centralises procedures, documentation, and governance for global organisations. Its technology allows finance and tax teams to track compliance across jurisdictions, automate operations, and maintain a single source of truth with complete audit trails. The company works with firms and enterprises from all over the world and is trusted by organisations such as Tricorp, stichd, Sekisui, WeTransfer, and Mechanix Wear.

“Keeyns has launched a platform that simplifies managing complex tax operations for multiple entities. It increases transparency, decreases manual processes, and helps businesses comply with regulations,” said Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum. He added, “These capabilities are crucial as organisations in the region adapt to changing compliance standards and seek greater operational resilience. Keeyns’ solutions will offer practical value to companies looking to enhance their tax governance.”

Ruben van Aarle, CEO of Keeyns, said, “We are delighted to be partnering with the Seed Group, a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, to accelerate our go-to-market across the MENA region and establish our Dubai office. As tax obligations expand across MENA, businesses have a unique opportunity — they can leapfrog legacy systems entirely and start with a purpose-built tax technology platform like Keeyns. That means confidence in every tax process, reduced reliance on external advisors, and full control from day one.”

This strategic engagement is designed to help elevate operational standards, enhance audit readiness, and contribute to a more resilient and digitally driven tax ecosystem across the UAE.

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About Keeyns

Keeyns was born in the world of tax. Founded in 2017 by brothers Ruben and Ramon van Aarle, both veterans of leading Dutch advisory firm Taxperience, Keeyns began with a simple observation: businesses were drowning in manual, repetitive processes that made tax a source of stress instead of strategy.

Their vision was clear: combine deep tax expertise with technology to give professionals a better way to work.

Today, Keeyns empowers international organisations to take control, reduce risk, and build resilient, future-ready tax functions. For more information, visit www.keeyns.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.

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