

Seed Group signs deal with Frequency Exchange to advance digital health wearables in UAE



Dubai, UAE, and Vancouver, British Columbia, Canada—5 May 2026—Seed Group, a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has formed a partnership with [Frequency Exchange Corp.](#), a Canadian technology company that develops frequency-based wearable wellness solutions for health and performance. This strategic relationship reflects a shared focus on supporting innovation in the UAE's fast-growing digital health and wellness sector.

By joining forces with Seed Group, Frequency Exchange Corp. can leverage the Group's regional expertise and influential network, enabling a more informed market entry. The conglomerate will support the Canada-based firm in navigating regulations, tapping into business opportunities, and scaling operations across the MENA region.

Frequency Exchange Corp., headquartered in British Columbia, develops and commercialises wearable frequency delivery systems to support wellness and performance. In 2022, the company acquired FREmedica Technologies Inc., which is now a wholly owned subsidiary and the developer of NIKKI, its flagship product.

Initially designed to support individuals managing Lyme-related conditions, the technology has since expanded to cover areas such as sleep, energy, recovery, and general wellbeing. NIKKI is based on

research in bioenergetic applications and is designed to work alongside other health and wellness devices.

Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, commented, “Frequency Exchange Corp. introduces a distinct approach to wearable wellness by going beyond passive tracking to delivering technology-enabled programs that support balance and overall wellbeing.

Their solutions align with the UAE’s growing interest in personalised health tools. We believe they have strong potential to complement current digital health systems and provide real value to both practitioners and consumers. This puts them in a good position to contribute to the region’s evolving wellness landscape,” Al Gurg added.

“The UAE is an important market for Frequency Exchange Corp. as we continue to expand internationally,” said Stephen Davis, Chief Executive Officer of Frequency Exchange Corp. “Through this partnership with Seed Group, we see a strong opportunity to introduce our wearable wellness technology to a market that is increasingly focused on digital health, personal wellbeing, and innovation. We look forward to working closely with Seed Group as we build our regional presence and explore opportunities across the wider MENA region.”

The agreement is expected to support the continued advancement of digital wellness technologies in the country. It also reinforces the emirate’s role as a growing regional hub for health innovation, with broader implications for technology adoption across MENA.

About Frequency Exchange

Frequency Exchange Corp. is the parent company of FREmedica Technologies Inc., a technology company focused on frequency-based digital wellness solutions designed to support cellular communication and broader wellness applications. Originally developed with applications related to Lyme disease, the NIKKI platform has evolved into a wellness solution addressing sleep, stress, recovery, and performance — areas of increasing demand in international markets, including the Middle East. The Company’s technology is supported by ongoing internal validation and user experience data. For more information, visit www.FrequencyExchangeCorp.com and www.WeAreNikki.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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