



THE LINK GROUP LTD.

EXECUTIVE PRESENTATION

GROUP BRIEFING



NEW MARKETS, GROWTH POTENTIAL, PUBLIC PRIVATE PARTNERSHIPS, RECONSTRUCTION, SHIFTING STRATEGIES AND GLOBAL EXPANSION ALL CREATE OPPORTUNITIES FOR THOSE WHO KNOW HOW TO SEE AND SEIZE THEM.

**WE BUILD
PARTNERSHIPS TO CREATE
ESSENTIAL VALUE**



THE LINK GROUP LTD.

WE SEE VALUE IN ACCESS

BETTER ACCESS

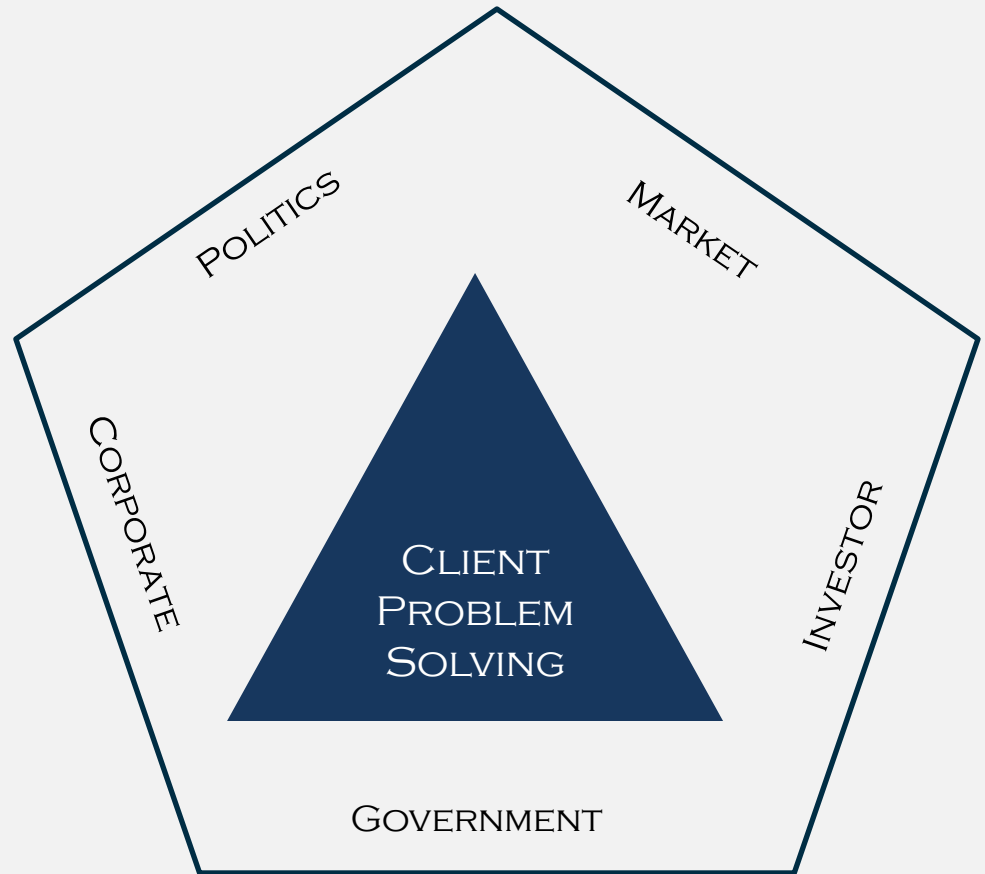
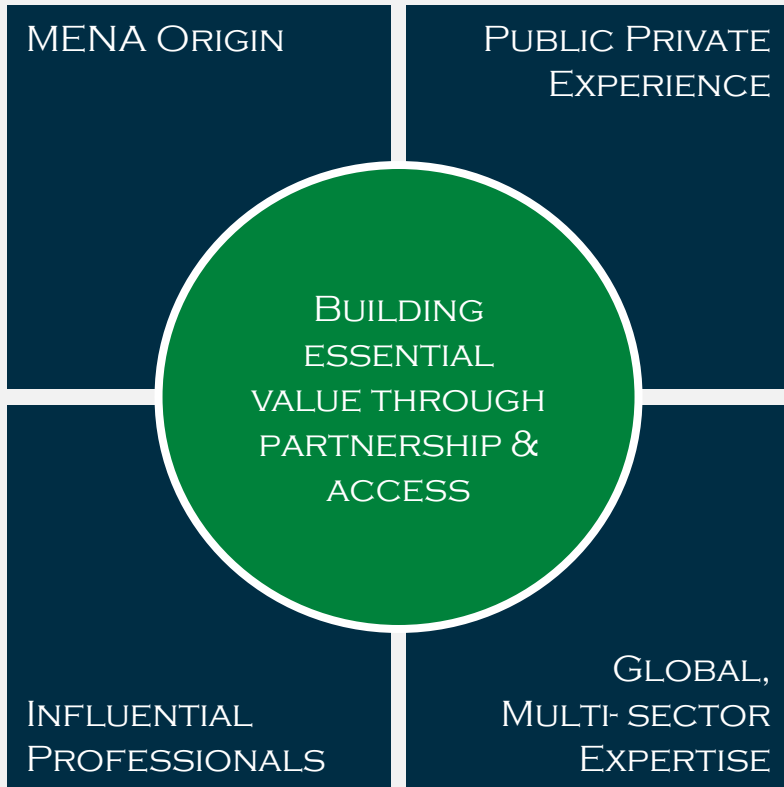
HIGHER POTENTIAL

DEEPER INSIGHT

MORE VALUE

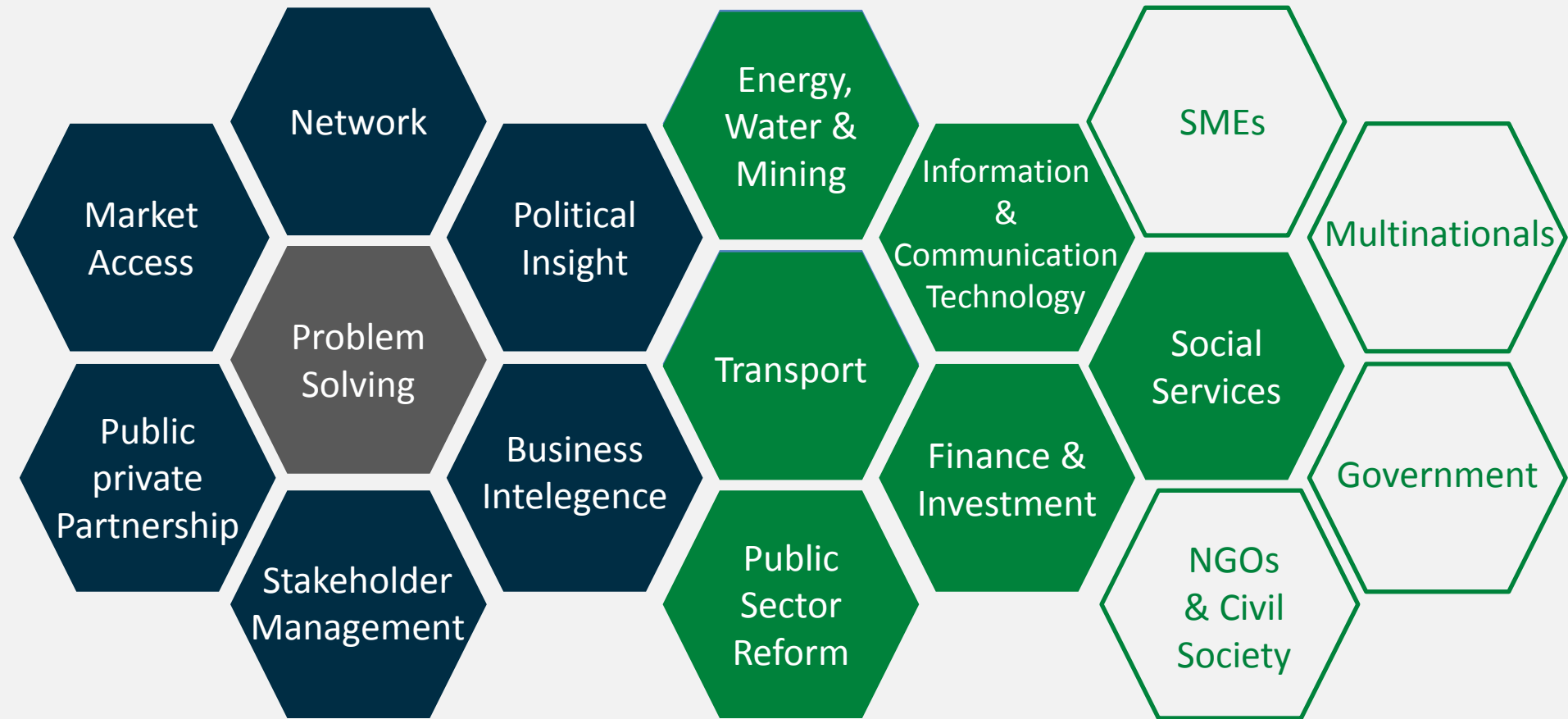


ALIGNING TO MEET OUR CLIENTS' CHANGING NEEDS.





KNOWING THE ISSUES AS WELL AS THE ANSWERS.
WE HAVE THE TOOLS TO HELP SOLVE PROBLEMS IN A WIDE RANGE OF KEY
SECTORS FOR THE REGION.





PROFITABLE GROWTH IN EMERGING MENA DEPENDS ON BUILDING SUSTAINABLE COMPETITIVE ADVANTAGE IN PARTNERSHIPS.

THAT IS THE PRINCIPLE THAT UNDERLIES OUR STRATEGY

**SEIZE
VALUE IN
MENA.**

FOUNDED IN 2016, WE PIONEERED THE CONCEPT OF ACCESS-DRIVEN STRATEGY. FROM OUR ROOTS IN PRIVATE, GOVERNMENT AND PUBLIC PROFESSIONAL SERVICES, WE INTEGRATE STRATEGIC ADVISORY AND RELATIONSHIPS WITH ANALYSIS CAPABILITIES LEADING TO SUCCESSFUL DELIVERY.

WE PARTNER WITH ORGANIZATIONS OF ALL SIZES FROM SMES, TO LARGE MULTINATIONALS, TO START-UPS TO ACHIEVE BETTER ACCESS.



1

CAN YOU CLEARLY
DEFINE YOUR
MARKETS' MOST
ESSENTIAL
BUSINESS,
GOVERNMENT &
POLITICAL
CONCERNS TO
SHAPE THE
STRATEGIES THAT
ADDRESS THEM?

2

DO YOU HAVE A
ROADMAP FOR
ENTERING AND
GROWING IN
MENA MARKETS
TO STAY AT THE
FOREFRONT?

3

DO YOU HAVE THE
NETWORK,
ACCESS AND
CORPORATE
SUPPORT TO HELP
YOU MOVE PAST
CHALLENGES IN
MENA MARKETS?

4

CAN YOU BUILD
THE
PARTNERSHIPS
THAT ARE
SUSTAINABLE AND
THAT WILL
DELIVER THE
GREATEST
RETURN?

5

ARE YOUR
GOVERNMENT &
BUSINESS
STAKEHOLDERS
ENGAGED &
ALIGNED?



AT THE LINK GROUP, YOU TAP INTO DECADES OF ACCESS, PARTNERSHIPS AND EXPERIENCE COMBINED WITH CUTTING EDGE APPROACHES, ALL BROUGHT TOGETHER BY A NETWORK OF SEASONED PROFESSIONALS WHO COLLABORATE TO DELIVER IN A DEMANDING MARKETPLACE.

OUR BELIEFS

WE BELIEVE IN BUILDING SUSTAINABLE PUBLIC PRIVATE PARTNERSHIPS BASED ON INTEGRITY AND TRUST.

WE BELIEVE IN ENHANCING THE DEVELOPMENT VALUE IN OUR PARTNERSHIPS.

WE BELIEVE IN THE INTEGRITY OF OUR SERVICE AND THE IMPORTANCE TO PROTECT OUR CLIENTS.

WE ADHERE TO THE US FOREIGN CORRUPT PRACTICES ACT.

OUR DELIVERABLES

ULTIMATELY, WE FACILITATE PARTNERSHIPS, PROVIDE ACCESS AND BUILD ESSENTIAL VALUE, DELIVERING SUCCESSFUL SOLUTIONS THAT DRIVE SUSTAINABLE RESULTS.

WE BELIEVE IN SOLID PARTNERSHIPS

Info@linkgrouplimited.com

www.linkgrouplimited.com



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THANK YOU