

## ALEXANDRE HAWARI

CEO – Akama Holding  
Chairman – Mediaquest  
Board of Director – Memob Plus  
Board of Director – MMP World Wide  
Board of Director – FutureTech  
Board of Director – Tres Content

Alexandre is the Chief Executive Officer of Akama Holding, formerly incorporated in 2008 as Mediaquest Investment Holding and is one of the largest, most successful and influential holding companies in the region, creating, acquiring, investing in and developing promising companies and start-ups.

It operates at the forefront of its industry and has grown rapidly through smart acquisitions, wise investments and strong management.

A graduate of Harvard Business School, Alexandre Hawari is also Chairman of Mediaquest, the leading data, content and events company in the Middle East.

Having transformed a publishing company into an innovative, technology-driven marketing services company, Alexandre Hawari is now applying his strong financial and management skills to develop and grow a portfolio of investments across a range of businesses. His goal is to make a significant contribution to the creation of talent, value and returns through inspiring investments in a variety of industries.

Alexandre's interests include reading, playing paddle and traveling. He is fluent in both English and French, and has a good command of Arabic.

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### **AKAMA HOLDING**

Formerly incorporated as Mediaquest Investment Holding, UAE-based Akama Holding is one of the region's largest, most successful and influential holding groups. Akama Holding creates, acquires, invests in and develops companies for the benefit of all their stakeholders with investment in several promising businesses and start-ups.

### **MEDIAQUEST**

Mediaquest is one of the leading Data, Content and Events Company in the Middle East. Currently, Mediaquest handles Haya, Marie Claire, Communicate, Saneou al Hadath and Ameinfo. Mediaquest also organizes events like MENA Effie, arab luxury world, Top CEO Conference and awards, Shoes First.

### **MMP WORLD WIDE (MMPWW)**

MMP World Wide (MMPWW) is the leading premium global programmatic marketplace. Powered by state of the art technologies and in partnership with DMPs, MMPWW offers a trading ecosystem with targeted inventory, insights, and analytics.

### **MEMOB+**

Memob+ is a data mining platform, owned by Akama Holding; and one of the leading players in data-driven marketing that harvest and structure consumer data (online/offline), use Artificial

Intelligence (A.I.) to classify and predict behaviors, and serve advertisements that respond to users' interest and behaviors while maximizing brands' returns.

### **FUTURE TECH**

Headquartered in Dubai with offices in Johannesburg and Singapore, Future Tech Media delivers best-in-class connected advertising across emerging platforms in emerging markets. With joining forces with top-notch partners, they create their own ad products that are tailored for the needs of the Middle East and Africa, and responding faster than the competition, specializing in the next wave.

### **TRES CONTENT**

Très Content is a creative digital content production company based in Dubai. They specialize in social media, content creation, photoshoots, web-series, docu-series, editorials, fashion films, branded content, music videos, corporate videos, and content production.