



**Increase Tourists Spend &  
Advocacy with Augmented  
Reality Experiences** —

# Cities Globally Are Competing For Top Destination Position

- UAE has been positioned for 3 years as the **#1 travel destination**.
- Other cities are applying immersive technology to gain top position & increase tourist spend.
- UAE lacks immersive experiences, a major revenue growth opportunity.

**Mixed Reality can help tourism sector Growth to 450B AED by 2031**



**Ancient Sites AR Experiences**



**Personalized visits**



**Unlock Deals and discounts**



**Gamified experiences**

# **Worldwide Applications**

AR's Impact on Tourism Spending and Engagement



# AR Experiences Extend Tourist Stays By 20% & Increase Spending By 33%



**Australian AR experiences at** Great Barrier Reef, Sydney Opera House, and Melbourne Zoo

Australia spend/traveler increased to \$14,351



**France AR experiences at** Eternelle Notre-Dame, Palace of Versailles, Musée du Louvre

France increased spend to \$ 44.4 billion



# Increase spend and satisfaction With AR experiences

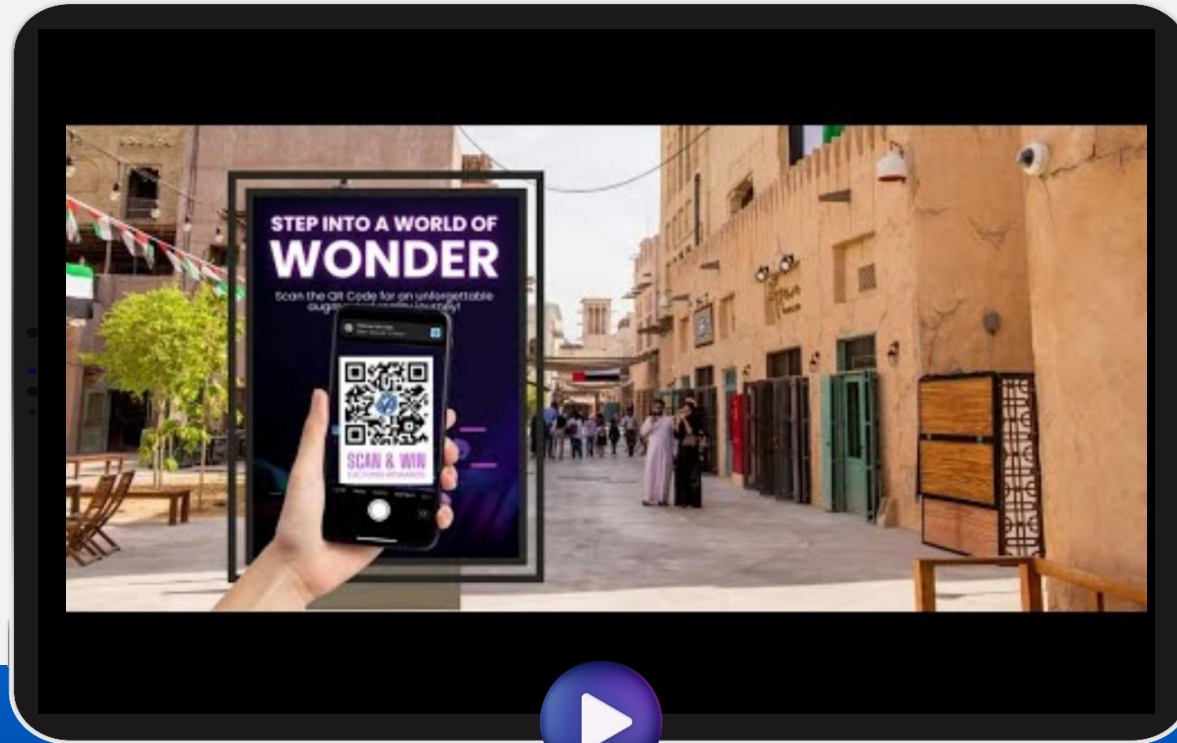
*Elevated experiences with gamified AR App for visitors*

**Personalized travel experiences**  
Based on 5 question

**AR App available in Appstores and bundled with tourist SIM Card, prompt for download at destinations**

Unlock personalized **discounts for nearby attractions**

**Multilingual capability** for Navigation at destinations



Pre-built experiences for **theme parks, malls, museums, restaurants and Hotels in AR**

• **Increase Bookings by +40%**

• **Increase Spend by +10%**



# Unlock Untapped Revenue Streams

Augmented Reality Pass and Multi-Channel Revenue Models



# AR Pass for visitors to be bundled With Local Telcos is a significant Revenue Line



**B2B: \$3,052,812**

Guided tours to listed destinations



**B2C: \$7,680,000**

AR Pass @ 8\$ for guide + deals with tourist sim, no data use



**Advertising: \$ 12,407,305**

Brand placement in AR environment across destinations



# **Sponsored Gamification of AR experiences**

Find to Earn gamified experiences

Sponsored by Brands For Increased Engagement And Word Of Mouth





# Experience and Earn gamified city tour

- Gamified treasure hunt across city **sponsored by brands is a revenue opportunity.**
- Find brands and businesses artifacts across safe locations to win Major Prize
- **20X ROI achieved** in Singapore from sponsors vs gift basket
- More than **20% of population** and tourist participation expected.
- **Double chances to win by posting** on social channels, drives virality and advocacy.



# Seamless Customer Journey To Increase Activities & Spend

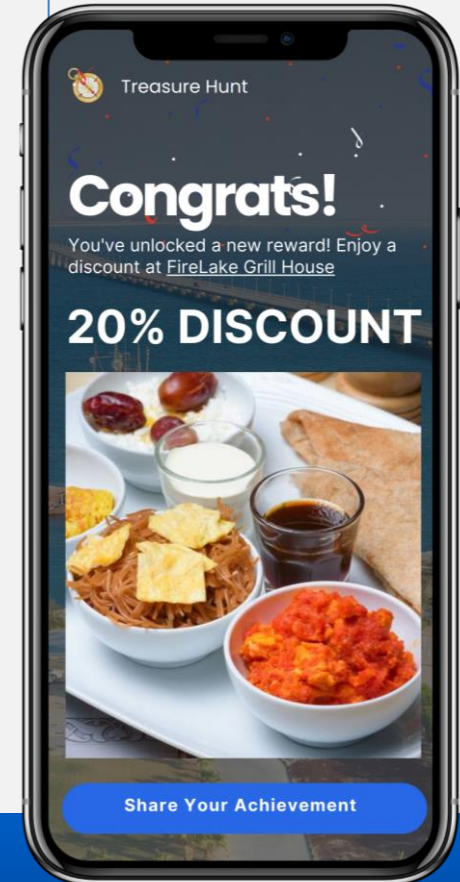
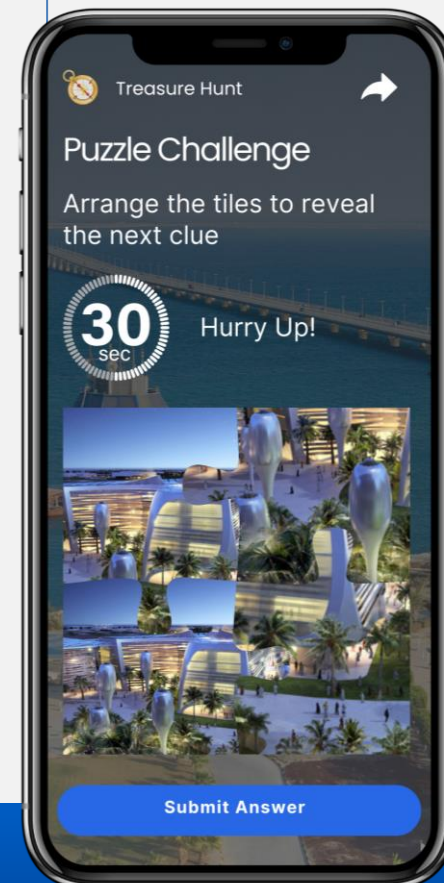
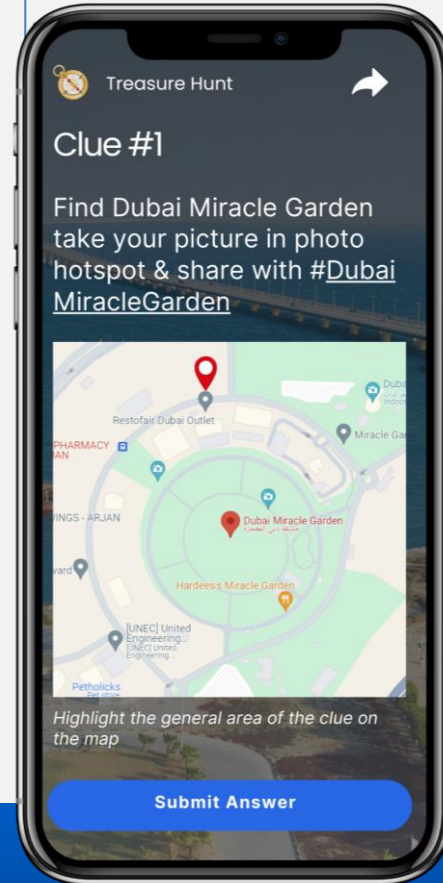
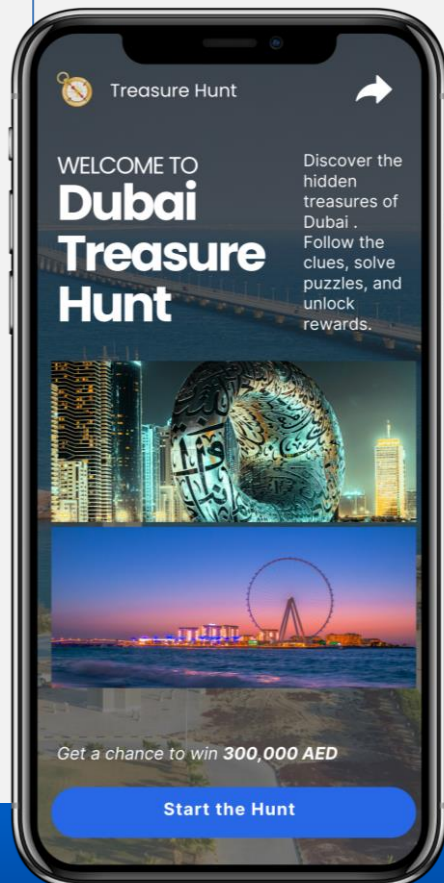
1- Download UAE AR app bundled with telco for AR Pass at ZERO data

2- Participate in City Treasure Hunt and win AED 1million prizes

3- Find branded artifacts in safe locations and publish on social channels to Win

4- Unlock city-wide deals & discounts

5- Integrates with UAE-Pass & Booking Apps



# **AR For Navigation And Product Placement, As Ads Revenue**

Increase Sales By advertising deals and discounts nearby for targeted tourists  
Continue navigation at destination where Google Maps ends



# Increase Engagement With Multi-lingual Navigation

- **Seamless navigation** in real-time to explore UAE destinations effortlessly
- **Multilingual interface** for accessibility by all visitors
- **Unlock new revenue stream** on product placement & **advertising in AR**

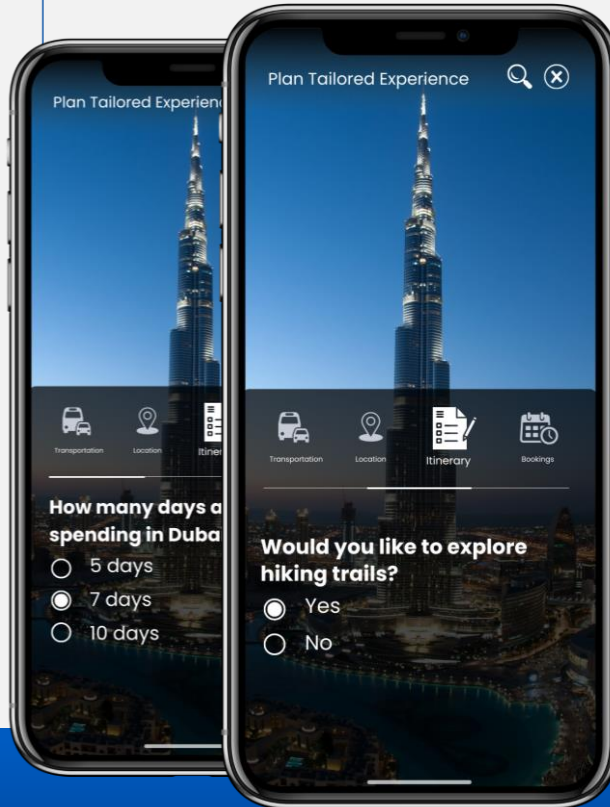


# Exciting Travel Experiences Powered by AR

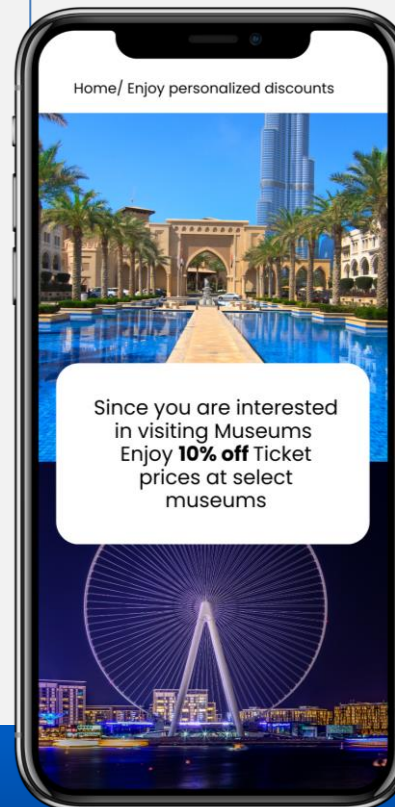
1- Download app bundled with telco for AR Pass at ZERO data



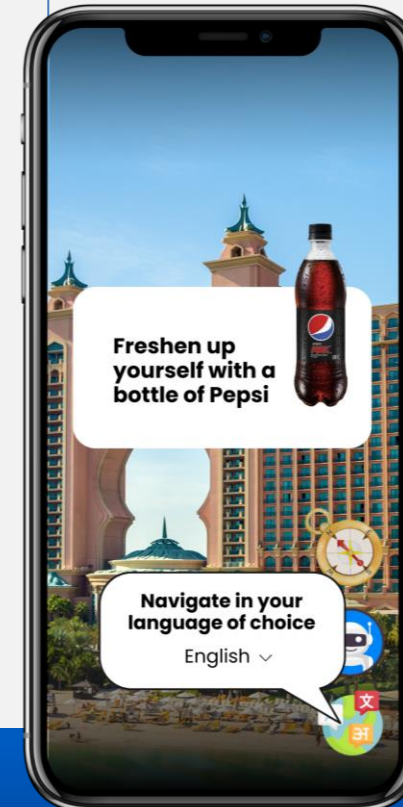
2- Begin planning your visit calendar with AI-personalized itinerary



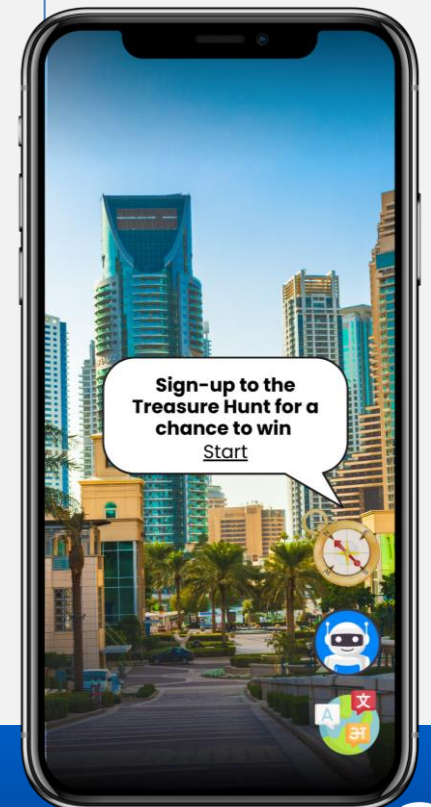
3- Unlock personalized discounts based on your preferences



4- Navigate in your native language & get personalized advertisements



5- Engage in different games and challenges for a chance to win exclusive rewards



# Technological Infrastructure and Partnerships

Partner with Verofax, a Microsoft Partner, to Increase Spend  
& Achieve KPIs



# Award Winning Augmented Reality & Personalized AI-Itineraries to Transform Tourism



**LEAP 2023** Best Artificial Intelligence Award

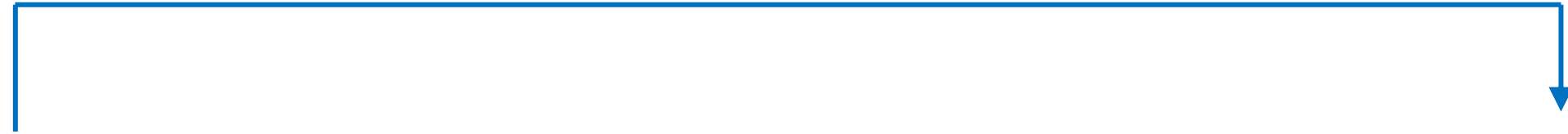


**Successful Completion** of AR Experience **PoC** at Al Diriyah with **Saudi Tourism Authority**



# Partnering To Elevate Tourist Spend & Achieve UAE Tourism Goals

Provide expertise, training and revenue share



## VEROFAX

- Creates robust IT infrastructure for seamless AR experiences
- 100% delivery on agreed ROI & KPIs
- Completely customizable solution to meet client requirements
- Constant technology updates to stay ahead of the market and deliver the best product

## DUBAI TOURISM

- Collaborate with Etisalat & Du to integrate AR pass into their infrastructure
- Market and sell AR product placements to brands within UAE
- Integrate with booking services for hotels, restaurants etc. to apply experiences
- Pilot in top 10 tourist destinations



Guarantees long-term solution development & applications



# Why The Best Brands Choose Verofax

AI Data Intelligence  
with Dynamic  
Dashboard Analytics

Short time to benefit –  
within 60/90 days

Integrates with over  
130 ERPs

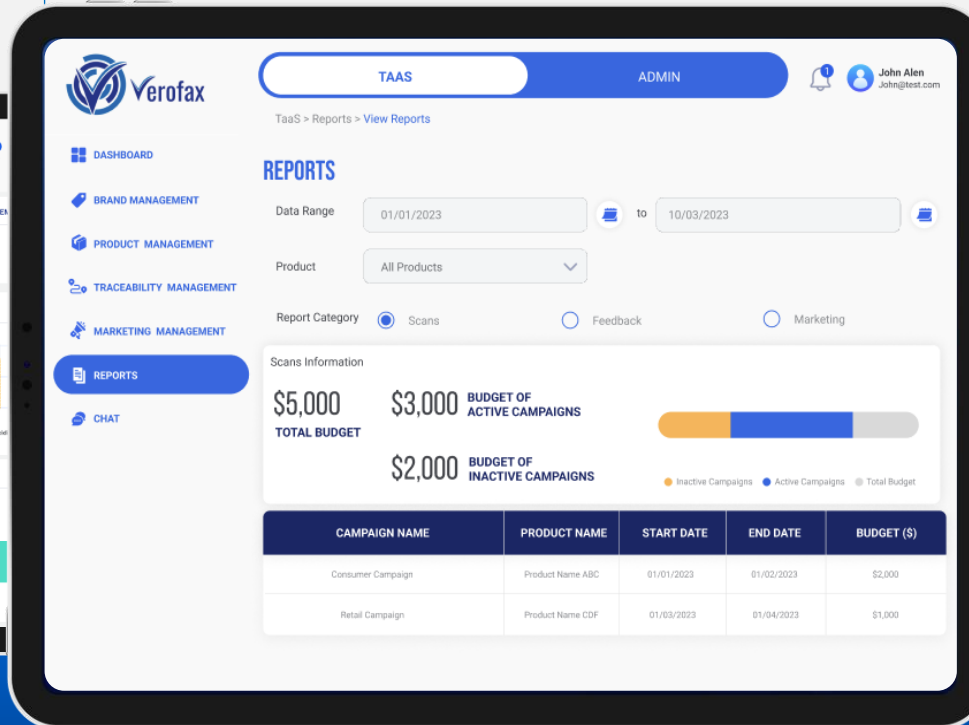
100% data security  
with Azure Cloud  
Services

Zero knowledge  
protocol – GDPR  
compliance

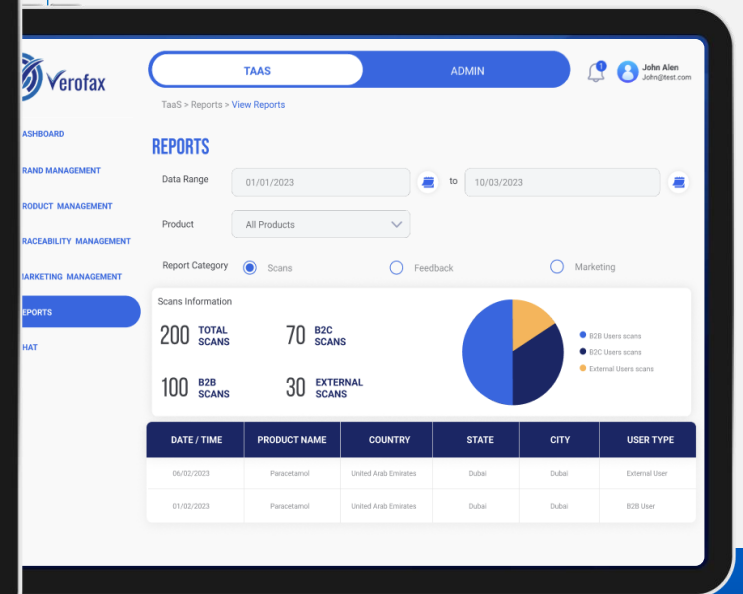
## Cross-channel Shopper Insights Dashboard



## Budget Reports



## Campaign Reports

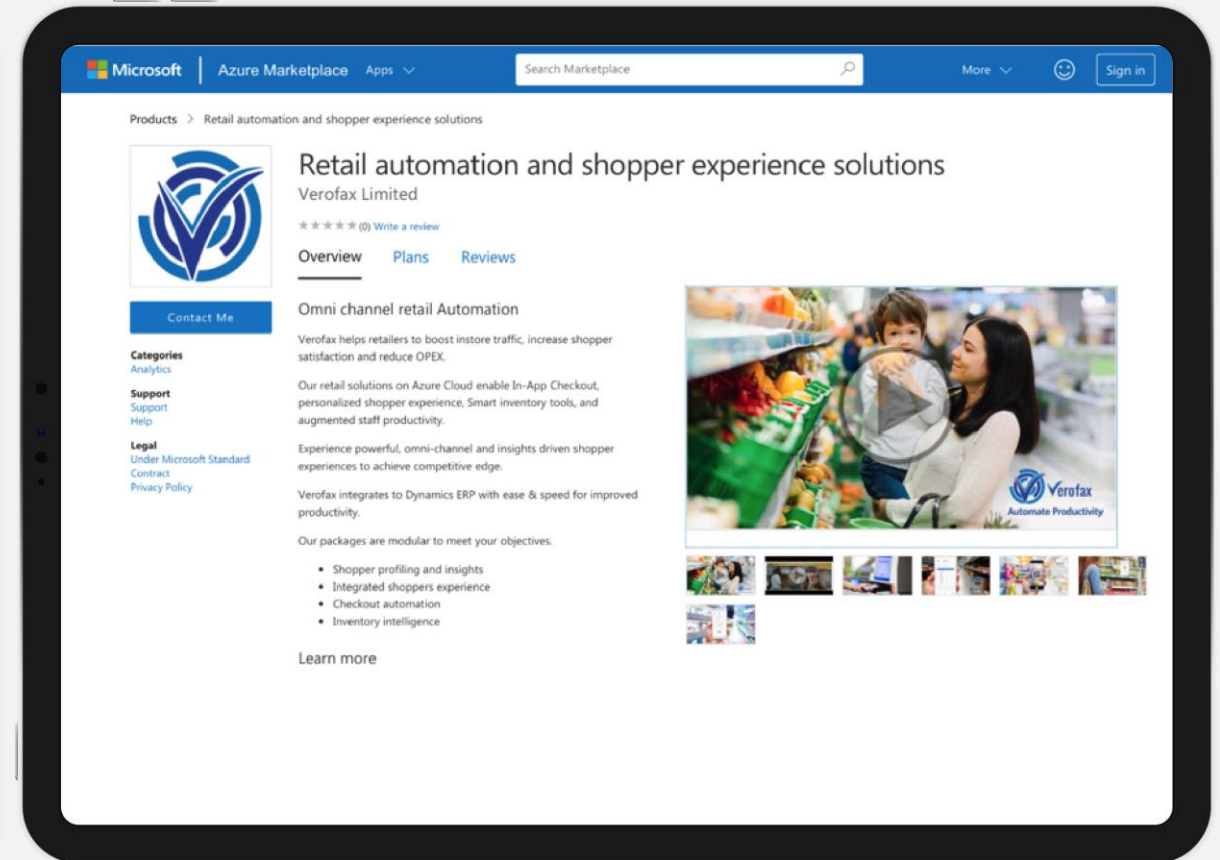


# Validated By Leading Global Partners

## TECHNOLOGY PARTNERS:



وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY



## QUALITY ASSURANCE & CONSULTING PARTNERS:

BPG

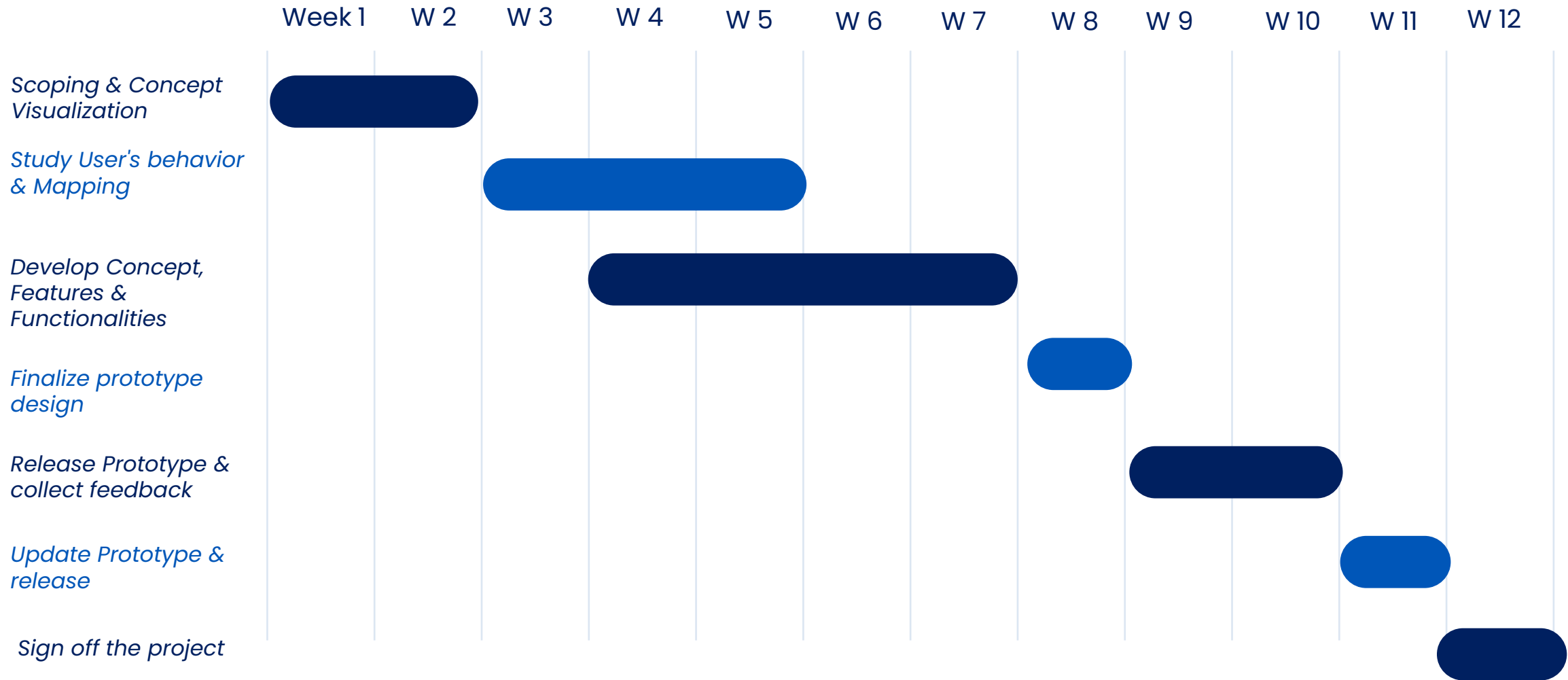
مجلس اصحاب العلامات التجارية  
BRAND OWNERS' PROTECTION GROUP



وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY



# Time To Benefit – Deployment Timeline



# Diverse Global Team

Operations in Europe, Asia and MEA with strong business and technical expertise

## FOUNDERS



**Wassim Merheby**  
CEO-FOUNDER

Serial Techpreneur with 20 years in leadership roles with global companies



**Jamil Zablah**  
CO-FOUNDER

Seasoned marketing and start-up expert with 20yrs in advertising



**Dr. Hiren Patel**  
CO-FOUNDER

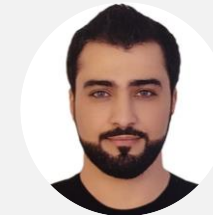
Seasoned IT professional with track record across startups

## LEADERSHIP BOARD



**Bindu Sherring**  
CHIEF FINANCIAL OFFICER

Chartered Accountant with over 25 years of international experience across industries



**Majd Elchoum**  
SAUDI BRANCH OFFICER

10 years driving business growth, ensuring stability, and leading with expertise



**Melissa Abou Haidar**  
HEAD OF XR SOLUTIONS

Driving business growth  
Maintaining successful relationships with partners

## ADVISORY BOARD



**Sleem Hasan**  
FINANCIAL ADVISOR



**Sheikh Mansour**  
STRATEGIC PARTNER



**Dr. Abdullah Al Zamel**  
STRATEGIC PARTNER



**Tony UUzoebo**  
Board Director



**Kokila AlAgh**  
LEGAL ADVISOR



**Emmanuelle Mace-Driskill**  
SUSTAINABILITY ADVISOR



**Prof Ger Graus OBE**  
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