



ASTUTE PUBLIC ACCOUNTANTS



Accounting | Payroll | Advisory | Tax

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Introduction

About us

Astute Public Accountants was formed in the Emirate of Dubai by a group of qualified and experienced Chartered Accountants.

Astute has set things in motion to strengthen its presence in the UAE and to follow the developments in the Middle East region via the creation of a powerful platform, which provides broad spectrum of services and comprises of partners, director, managers and adequately resourced by the work force of qualified chartered accountants and experienced management consultants.

The partners in **Astute** hold memberships of renowned Institute of Chartered Accountants in England & Wales, Association of Chartered Certified Accountants and Institute of Internal Auditors.

The managing partner and the liaison partner have got vast and diversified experience to their credit in the Bookkeeping and Outsourcing, Assurance & Business Advisory, Risk Management and Transaction Advisory Services in big four auditing, accounting, tax and consulting firms in England, UAE and Pakistan.

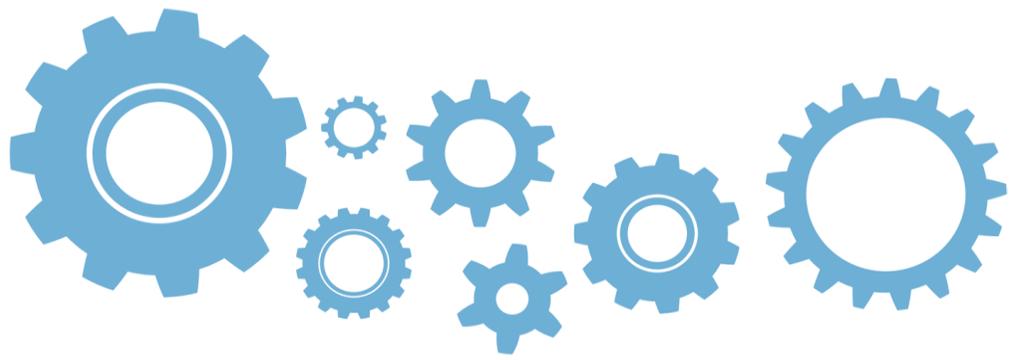
Astute aims to be a leading, recognized and highly regarded accounting and consulting firm and the first choice in the region.

Who are our clients?

We work with a broad range of clients including entrepreneurial clients, subsidiaries, and agencies. At Astute, the professional staff has got thorough knowledge and experience of various sectors of commerce and industry i.e. construction, healthcare, manufacturing, retail, distribution, FMCG, oil & gas, information technology, automotive industry, media, entertainment, real estate and hospitality sector clients.

Our philosophy

- ✦ Exceeding the **client expectations** - value added services
- ✦ **Quality** in services we render - service a client with quality, due care and diligence.
- ✦ **Client relationship** - committed to a long term relationship as client's trusted professional adviser.
- ✦ Establish a **strong reputation**, maintain professional ethics and integrity.
- ✦ Establish strong **platforms of knowledge** and its sharing with the clients.
- ✦ Attract and retain **competent professionals**.
- ✦ **Be in service** to the nation and the respected profession.

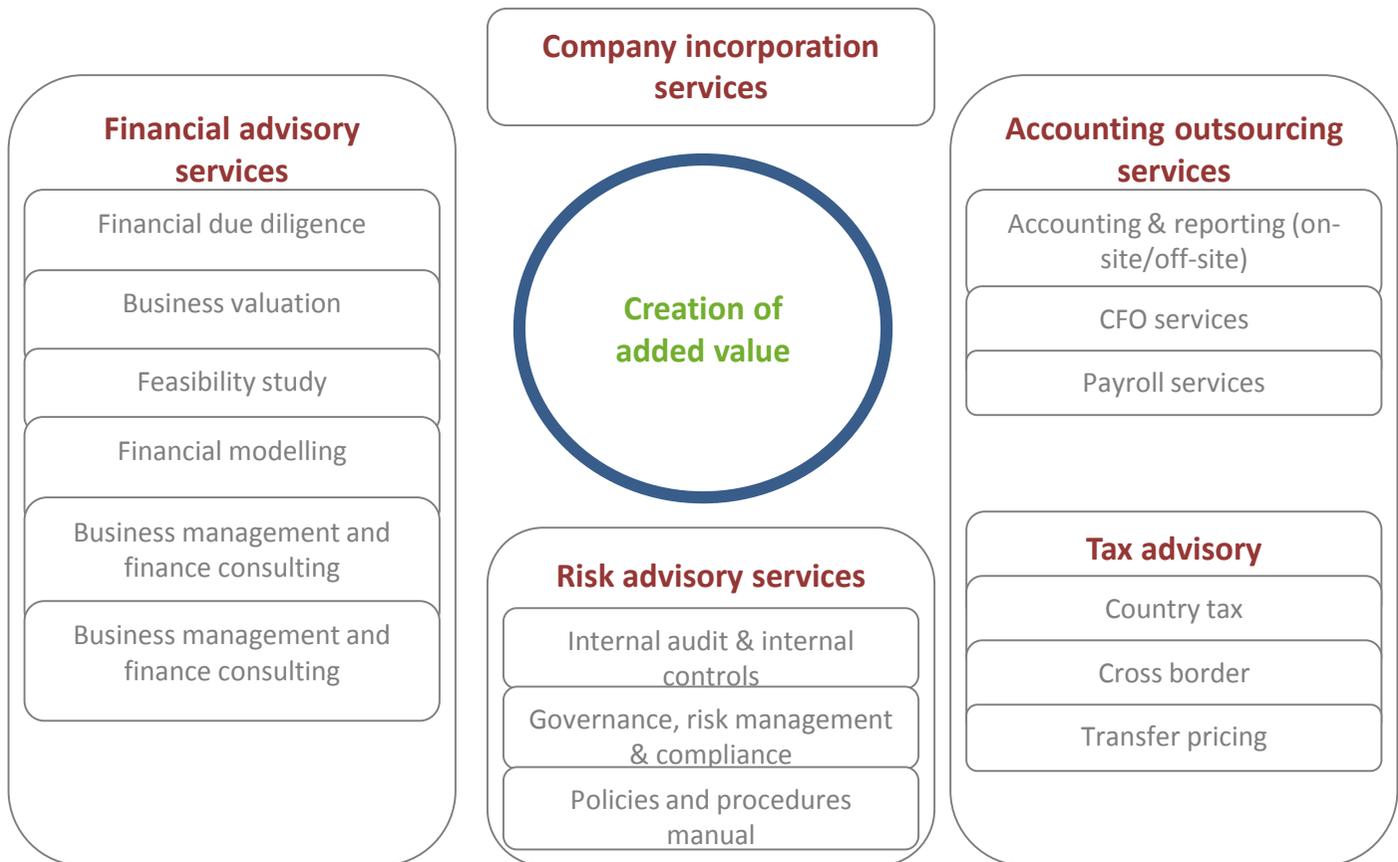


Diverse spectrum of services

Range of services

We offer a broad range of accounting, business and international tax advisory services to large, medium and small scale companies, owner-managed and family businesses as well as high-net worth individuals in order to help them to mitigate risks and perform in the dynamic and challenging environments in which they do business. Diverse spectrum of services includes:

-  Accounting outsourcing services
-  Financial advisory services
-  Risk advisory services
-  Company incorporation services
-  Tax advisory





Outsourcing services

Accounting services

In this world of Business Process Outsourcing (BPO), we provide these services to medium and small size business using the latest accounting software.

We provide focused, results-oriented and complete solutions to our clients' requirements by adopting a proactive approach in bringing in value and lasting impact.

Our niche is the timely maintenance of accounting records and generation of monthly accounts and reports tailor-made to each client's specific needs.

With accountability obligations becoming increasingly expensive, we have developed a variety of practical solutions that give our clients most cost effective and efficient solution which allows them to use most of their valuable time and resources for their core and profitable business processes.

We provide a total solution to clients' accounting outsourcing needs, including the following:

- Critical review and/or setting up accounting systems;
- Accounting & reporting (on-site/off-site);
- Consolidation and reporting;
- One-off accounting assistance;
- Financial statements preparation and analysis
Compilation of the financial statements;
- Compilation and management of fixed assets register;
- Performance measurement and improvement;
- Optimization of accounting and associated systems;
- Preparation of the finance/accounting policies and procedures manual; and
- Audit assistance.

Payroll services

The most important asset in any organization is its staff and effectively managing the payroll and its related costs will have a positive impact on a company's financial results. To ease the pressures of payroll process, which should be in compliance with Ministry of Labour laws namely UAE Labour Federal Law no. (8) of 1980 and Wages Protection System (WPS) requirements, we provide payroll services to medium and small size business using our adequate resources.

We provide a complete solution to clients' outsourcing payroll needs, including the following:

- Maintaining employees records for the payroll processing;
- Salary processing including overtime, bonus, and incentives. etc.;
- Preparing pay slips as per pre agreed format;
- Preparing and processing of payroll in compliance with WPS requirements;
- Calculation of end of service benefits;
- Air ticket and leave salary provision calculations;
- Preparation of the HR policies and procedures manual;
- Payroll reporting with analysis; and
- Assistance in preparation of employment contracts and all documents related thereto.



Outsourcing services

Internal audit services

Internal Auditing is an independent and objective assurance and consulting activity that is guided by a philosophy of adding value to improve the operations of the company. It assists the group in accomplishing its objectives by bringing a systematic and disciplined approach to evaluate and improve the effectiveness of the organization's governance, risk management, internal control.

The scope of outsourced internal auditing encompasses, but is not limited to, the examination and evaluation of the adequacy and effectiveness of the organization's governance, risk management, and internal controls as well as the quality of performance in carrying out assigned responsibilities to achieve the organization's stated goals and objectives. This includes:

- Evaluating risk exposure relating to achievement of the organization's strategic objectives
- Evaluating the systems established to ensure compliance with those policies, plans, procedures, laws, and regulations which could have a significant impact on the organization
- Evaluating the effectiveness and efficiency with which resources are employed
- Evaluating operations or programs to ascertain whether results are consistent with established objectives and goals and whether the operations or programs are being carried out as planned
- Monitoring and evaluating governance processes.
- Reporting periodically on the internal audit activity's purpose, authority, responsibility, and performance relative to its plan
- Reporting significant risk exposures and control issues, including fraud risks, governance issues, and other matters needed or requested by the Board.

CFO services

Astute's CFO expert team serve as an outsourced CFOs with comprehensive set of services that focus on systems, tools and processes in order to improve business performance.

By aligning strategy, Organisation and finance, we:

- Help to anticipate market trends (business, economic, partners) by realistic planning and management tools available for general direction
- Produce reliable and secure information, which meet the requirements of supervisory authorities
- Define the drivers of growth and the critical factors for cost reduction, while evaluating the risks
- Align the finance function and its daily activities in line with the organization's strategy and on its objectives of change.

Our Consultants offer a range of solutions to enhance the effectiveness of the finance function in keeping with emerging best and innovative practices. Focused upon three key dimensions, namely, strategy, operations and risk control, it relies on the approach that is based on a comprehensive analysis of the "Model of information and management" of the Organisation, which structures the process of reporting and monitoring of the organizations. This approach provides a diagnosis of financial management and how this can be aligned with the overall organizational strategy with the help of financial tools.



Financial advisory services

Financial due diligence

Due diligence refers to the care a responsible person should take before entering into an agreement or a transaction with another party. It would be legal obligation, but the terms will more commonly apply to voluntary investigations.

Knowing more about what you are buying can eliminate many of the problems at the outset as "caveat emptor". We provide financial and operational due diligence review on behalf of an investor or investee and/or for intended acquisition or mergers.

Business valuation

At various key points in your organization's life you will need a comprehensive business valuation to enable you to make major decisions. These decisions can include whether or not to sell, to buy another business, to take on partners on board or sell equity, or to approach banks for debt financing. A business valuation is not an audit, but a full picture of what your company is worth, incorporating the current market value of all your assets, trademarks, goodwill, equity, cash flow and reserves in the context of your business environment.

Through our business valuation, it gives an estimate about the exchange price at which hypothetical market participants would agree to transact.

Financial feasibility study

Businesses find it helpful to conduct a financial feasibility study whenever they anticipate making an important strategic decision. For example incorporation of the new company, the acquisition of another company, constructing a manufacturing plant or building, a purchase of major equipment or a new computer system, the introduction of a new product or service etc. A financial feasibility study is advisable as a means of fully studying an action in advance of taking the action. This allows managers a chance to fully assess the impact that any major changes they are consider may have before implementing the change.

A financial feasibility study performed by Astute will determine if a particular action makes sense from financial standpoint. Such a study is usually designed to provide an overview of the essential issues related to a proposed strategic decision including its.

- Projected performance;
- Projected financial position subsequent to the decision;
- Projected cash flow position and requirement;
- Risk analysis and deterring the key factors effecting the decision;
- Estimated payback period for the proposed investment;
- Estimated rate of return.



Financial advisory services

Forensic and investigation services

Our specialist forensic and investigation service personnel can support parties involved in a dispute by investigating and analyzing the financial and economic aspects of the dispute; particularly in the matter of technical accounting, auditing and taxation. The findings are then presented in a written report or statement and ultimately can be used in any legal process arising.

Business management and finance consulting

We provide the services in assessing operating effectiveness, emphasizing concept of profit center, determining pricing, laying down business growth objectives, budgets, ensuring optimum and efficient utilization of all resources i.e. cash, stock, manpower, fixed assets etc. Astute's business management and finance consulting team has experience of a wide range of industry sectors. Astute's business management and financing consulting services includes:

- Critical review of business agreements and arrangements;
- Fixed assets management;
- Working capital management;
- Inventory management;
- Developing organizational hierarchy with related authority and responsibility;
- Preparing prospective cash flows and financial information, credit proposals and determining the debt equity mix for bank loans;
- Assistance in obtaining bank finance, entering into business arrangements; and
- Ensuring the fair distribution of profits to partners/shareholders.

Company incorporation services

Astute spectrum of services covers all aspects of doing business in the UAE and in the GCC. Being head quartered in the UAE, we offer comprehensive services for doing business in the Middle East including all the Free Trade Zones, right from the company formation.

Our incorporation services covers:

- Free zone company/establishment;
- Offshore company;
- Branch of foreign company;
- Limited liability company ('LLC');
- Representative office;
- Professional firm; and
- Sole establishment.

Our knowledge of UAE company law, labour law and immigration requirements and our network of experts in this field give our clients and undisputable edge. Whether an investor is looking to establish a sole proprietorship, a limited company or an existing corporation wishes to set up a local branch, we can help them in adopting the most beneficial route to take.



Our team

Astute is a team of qualified and experienced Chartered Accountants.

- A team of professionals dedicated to Financial, Strategic and Operational Consulting
- A single point-of-contact to co-ordinate a team with significant expertise
- Ability to manage complex environments
- Collaborative and client-oriented approach
- Independence of judgment

For more information please contact

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Specialties: Financial due diligence, Merger & acquisitions (M&A), Transaction integration & Carve-outs, Financial modeling, Valuation, Business plan/model, Restructuring & Working capital advisory, Internal audit, Project fundraising and bankability assessments

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Specialties: Accounting services, CFO services, Internal Audit, External Audit, Financial feasibility studies, Agreed-upon procedures, IFRS and ISAs.

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Specialties: Risk management, Internal controls, Internal audit, ERP implementation, Policies procedures manuals, Financial Accounting, IFRS, and IIA standards.

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