


An Emirati Growth Agency

 Versatile Synergy

Empowering Brands Through Deep Local Expertise

i Agenda



We guide you every
step of the way

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➤ 02. Our ecosystem

➤ 03. Our Clients

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DRIVEN BY LOCAL EXPERTISE

[Get Started](#)



A Brief History



" The Grand Mufti of Palestine (left) with the Ruler of Dubai (center) and Mostafa Bin Abdullatif (right)."

Since 1924

100 Years of Expertise: Shaping
Dubai's Business Landscape

[More about MBAL](#)

Founded in 1924 by Mostafa Bin Abdullatif, Mostafa Bin Abdullatif Investments (MBAL) has evolved from a trading into a family-run conglomerate with operations across diverse markets. Now marking 100 years, its portfolio includes Versatile Synergy, a leading Dubai-based strategic growth agency founded by Mohammed F. Mostafa.

Our Ecosystem



→ **Versatile Synergy** is a strategic growth agency that operates in three levels under the umbrella of the greater family-run MBAL Group, serving as a connector for new businesses seeking innovative brand growth through trusted industry connections.



→ **Backed by Mostafa Bin Abdullatif's multi-sector presence and deep UAE market expertise,** we are your ideal partner for your successful digital journey, strong market-fit understanding, access to key regional partners, and innovative marketing to fuel your brand growth across the GCC.



Our Clients

AT VERSATILE SYNERGY, WE GUIDE CLIENTS FROM START TO FINISH, ENSURING SEAMLESS GROWTH ACROSS DIGITAL TRANSFORMATION, INNOVATIVE MARKETING, AND STRATEGIC COLLABORATIONS





The Agenda Ecosystem

VERSATILE SYNERGY IS PART OF THE AGENDA ECOSYSTEM, DUBAI'S PREMIER ENTERTAINMENT ECOSYSTEM AND LIVE EVENTS HUB, HOSTING WORLD-CLASS TALENT AND MAJOR SHOWS DESIGNED TO TRANSFORM EVERY IDEA INTO HIGH-IMPACT EXPERIENCES



Event Spaces:

- **200+** Yearly Events
- **Location:** Dubai Media City
- **Capacity:** 3,000 seated / 5,000 standing
- **Space:** 30,000 sq ft black box, 17m ceilings
- **Flexible venue:** for all event sizes
- **VIP** seating & conference rooms
- **Events:** 8+ event types delivered
- **Full range** of services



Our Partners:



Our Key Partners



WE BUILD TRUSTED PARTNERSHIPS WITH KEY LOCAL PLAYERS TO CO-CREATE LASTING VALUE, GROW NETWORKS, AND DELIVER LOCALLY GROUNDED SOLUTIONS



مصطفى بن عبداللطيف
Mostafa Bin Abdullatif
SINCE 1924

GRANITE

غرفة دبي
DUBAI CHAMBER
الرقمية DIGITAL



ByteDance



AND MORE+

MBAL: With decades of presence in Dubai, they operate across various sectors like real estate, investments, and more, guided by deep local expertise.

Granite: Global digital experts, localizing cutting-edge digital strategies with precision.

Bytendance: Parent company of TikTok, they combine digital innovation with deep audience understanding across the GCC.

Continuous s: Local-first investment intelligence, leveraging strong regional networks to drive early traction & capital.

Dubai Digital Chambers: Key partner enabling access, regulation, and digital ecosystem alignment.

Boomtown Productions: Culturally fluent storytellers creating content that truly connects the UAE.



Digital Transformation

[Digital Transformation Presentation Link](#)

Empowering Brands Through Tailored Technology



Digital Transformation

At Versatile Synergy, we are your go-to digital marketing and software company based in Dubai. With decades of experience and deep-rooted local insights, we specialize in crafting personalized brand strategies, enhancing customer experiences, and delivering top-notch digital solutions.



**WEB APP
DEVELOPMENT**



**SOFTWARE
DEVELOPMENT**



**MOBILE APP
DEVELOPMENT**



**UI & UX
DESIGN**



DEVOPS



E-COMMERCE



**QUALITY
ASSURANCE &
CYBERSECURITY**



**PROJECT
MANAGEMENT**



360 Digital Solutions

VERSATILE SYNERGY DELIVERS AGILE, DATA-DRIVEN STRATEGIES THAT BOOST BRAND PRESENCE, ACCELERATE GROWTH, AND ALIGN INSIGHTS WITH YOUR BUSINESS GOALS



DEVELOPMENT

- UI/UX Design
- Mobile Application Development
- iPhone and Android Application
- Hybrid Mobile App Development
- Business Application Development
- Web Application Development
- Custom WordPress Development
- Website Design and Development
- Website & App Maintenance
- Mobile Application Development



SOFTWARE

- AI (Artificial Intelligence)
- Software Wireframing & Prototyping
- Customer Support/Email & Chat Support
- QR Code Management, Survey Management &
- System Integration



E-COMMERCE

- Custom E-commerce Stores
- Shopify/WooCommerce/Magento



MANAGEMENT

- Social Media Management
- SEO Services
- Technical Content Writing
- Content Migration
- Website & Social Content
- Digital Consultancy
- PPC Campaigns Management
- Data Exchange and APIs Management
- Software Quality Assurance

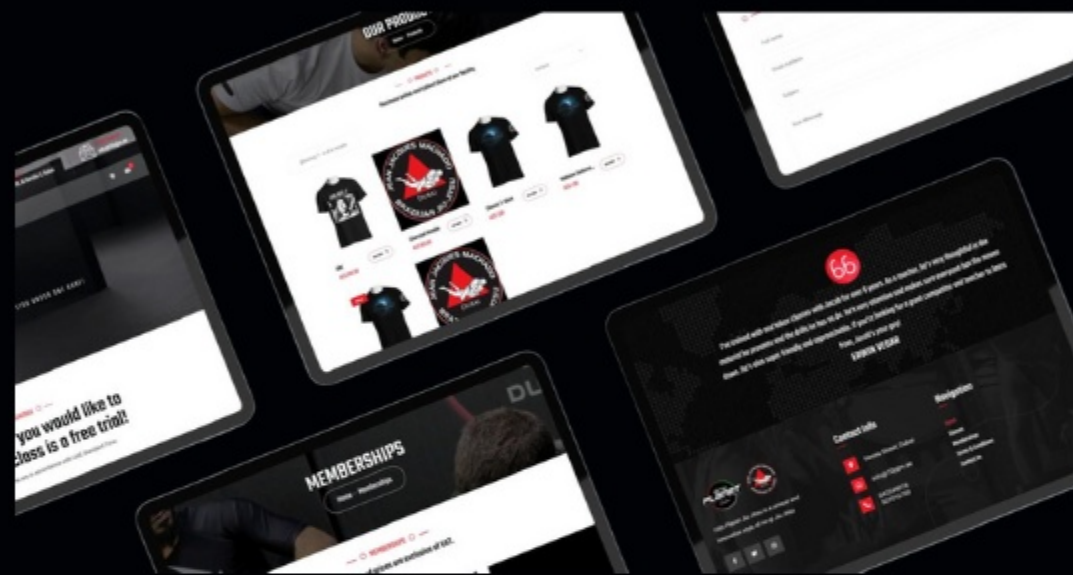
- **Multi-Channel Strategies:** Engaging solutions across all digital platforms
- **Data-Driven Insights:** Making informed decisions based on data to maximize your success



Notable Case Studies & Testimonials

AT VERSATILE SYNERGY, WE DESIGNED AND DEVELOPED CUTTING-EDGE DIGITAL TOOLS TO ELEVATE THE BRAND'S ONLINE PRESENCE AND DRIVE MEANINGFUL ENGAGEMENT

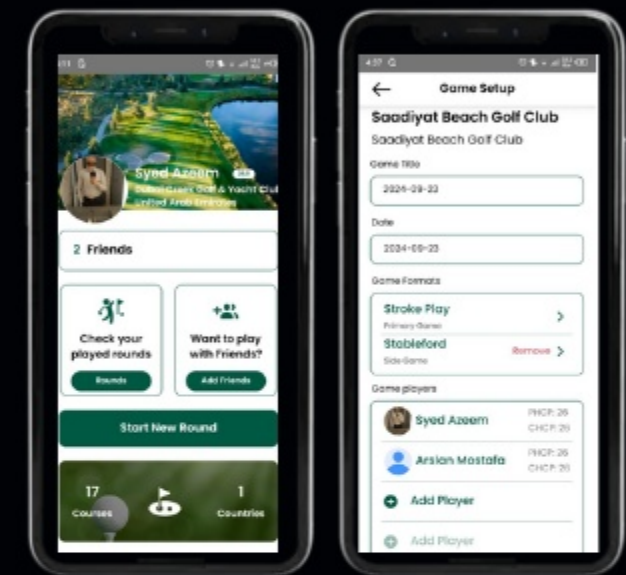
4.9 Google
Reviews ★★★★★



→ Development of website, e-commerce & membership system for Ji Jitsu Local Facility
75% membership growth



→ An Investment platform for CapitalM



→ A Golf Scoring Mobile App

Marlon Gaardmand



Best in the game, Ma sha Allah! Highly recommended to anyone trying to grow their online presence! 📈🚀

Jab Kobeissi



Professional and up to date with the latest trends in SEO, web development and digital marketing.

Laurence Difelice



Strong professional local team.

Cameron Collins



The Team at Versatile are incredible. Always such a pleasure doing business with them!



Creative Marketing



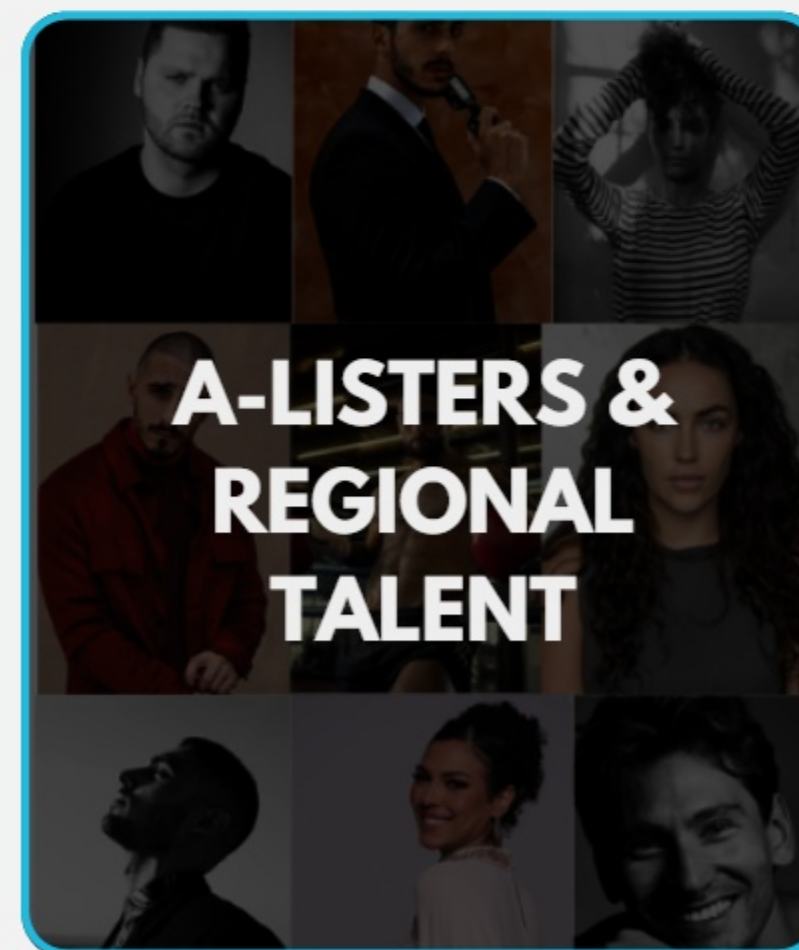
[Creative Marketing Presentation Link](#)

Marketing Innovation at Every Touchpoint



Our Transformative Strategies

At **Versatile Synergy**, we are your go-to creative marketing company based in Dubai, we combine decades of experience with deep-rooted local insights to craft personalized brand strategies and exceptional customer experiences. **We operate across four key levels** to meet every marketing need with precision and creativity. From data-driven campaigns to influencer partnerships and sponsorship activations, we connect your brand to the right audience with impact and authenticity.





From Brand Vision to Digital Impact

We ensure your target audience knows **who you are**, **what you offer**, and **why you matter**, cutting through noise in a saturated market. We translate your business goals into compelling narratives that attract and convert the right audience.



BRANDING AND MARKETING STRATEGY

- ✓ Brand Positioning & Messaging
- ✓ Content strategy & creation (email, social, web)
- ✓ Customer journey mapping & CRM support
- ✓ Events & partnerships marketing



DIGITAL MARKETING

- ✓ Demand generation campaigns
- ✓ Social media content creation & management
- ✓ Paid ads
- ✓ Performance Marketing



Sponsorships Opportunities

We work closely with you to develop focused sponsorship strategies by identifying the right partners, crafting compelling value propositions, and leveraging our regional brand network, with strong regional presence and proven engagement, to deliver tailored, high-impact opportunities aligned with your goals.

- **STARZPLAY:** Top MENA streaming platform with 2M+ subscribers
- **KARATE COMBAT:** Premier karate league blending sport and entertainment for millions worldwide
- **TECHNO & CHILL:** Youth-driven music and culture with an audience of 1M+
- **CITY OF LIFE:** Culturally iconic Emirati film reaching millions internationally

+ and many more





A-listers & Local Influence

TO ELEVATE YOUR BRAND IN THE UAE, WE CONNECT YOU WITH TOP REGIONAL AND INTERNATIONAL TALENT ACROSS FILM, MUSIC, SPORTS, COMEDY, INFLUENCERS, AND MORE.



Versatile Synergy has access to a strong network of actors, athletes, performers & directors, giving us direct access to top regional and international talent. Each offer distinct value in building effective, results-driven marketing strategies. Together, they enable brands to reach diverse audiences with the right mix of influence, relevance, and impact.

- **Top A-listers:** To enhance brand visibility and credibility at a very large scale
- **Regional Influencers:** To drive high & authentic engagement and connection within targeted communities



[Presentation Link To Local Talent Portfolio](#) & [Presentation Link To A-listers](#)



Product Placement

Through our strong network of regional and international brands, we aim to organically integrate brands into media projects as seamlessly as possible, ensuring every placement aligns with the story, tone, and values to enhance cultural impact without compromising narrative integrity.

What We do:



Integrate brands organically into regional film content



Align product features with brand identity

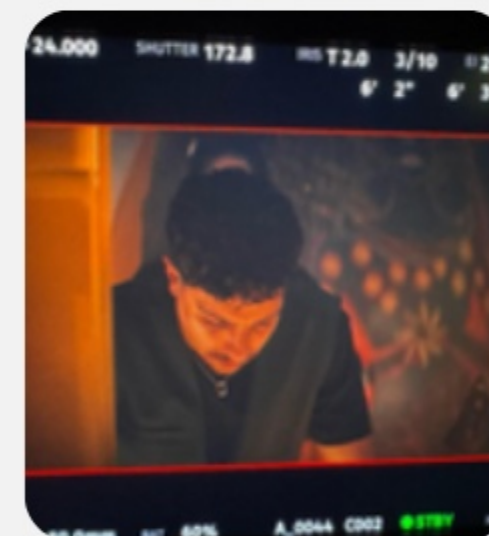
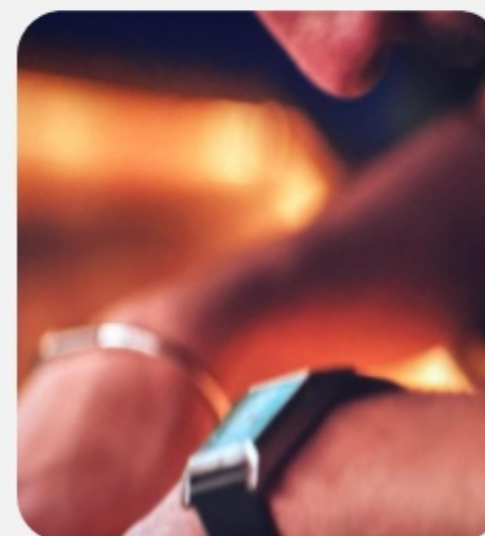


Connect brands with culturally relevant talent



Provide consultation on script, cultural context, and project viability

Case Study: TIFFANY & Co.



Whilst filming *City of Life: Continuum*, we at Versatile Synergy seamlessly integrated Tiffany & Co. into the narrative, merging storytelling with strategic brand placement to create cultural resonance and elevate brand visibility.



Growth Program

[Growth Program Presentation Link](#)

Empowering Brands Through Deep Market Insights



Growth Program Strategy

With our deep local insights, we help international and local companies enter and scale in the UAE by connecting them with trusted, influential partners to accelerate market access, ensure local relevance, and build partnerships that last.



Network

We connect clients with influential public and private sector leaders



Speed

Fast-tracking market growth through high-value local connections and expertise



Alignment

We ensure every partnership aligns with strategy, brand, and growth



Engagement

We ensure traction through continuous, culturally aligned, insight-based support



Growth Program Strategy

TWO TAILORED APPROACHES TO SUPPORT YOUR UAE MARKET JOURNEY THROUGH A STRATEGIC FIT



PARTNERSHIP MAPPING & ACTIVATION

We work closely with you, to identify, map & activate strategic partnerships that drive your growth & success in the UAE market:

- **Identify strategic partners aligned with business goals**
- **Facilitate activation and market fit consultation**
- **Enable seamless entry and communication**



PARTNERSHIP ACTIVATION

We accelerate the engagement & activation of your key partners to successfully enter & expand in the UAE by driving faster traction:

- **Business & market fit valuation aligned to potential partners**
- **Deliver along a clear, compelling communication strategy**
- **Facilitate direct interactions with key decision-makers**

A Market Catalyst



Personalization

By combining innovation, partnerships, and marketing, we deliver market-fit solutions uniquely aligned with your goals.



Access to Exclusive Networks

Our trusted network and exclusive events provide direct access to high-level stakeholders and decision-makers, enabling faster market entry and strategic growth.



Speed & Agility

Backed by generational expertise, we act with agility and confidence to create immediate, measurable impact.

Unique Selling Point

Founded by a leader with deep roots in a century-long UAE legacy, we offer unparalleled access to local insights and influential networks. Our agile, customized solutions empower clients to successfully enter and grow in the UAE market, driven by digital innovation, strategic partnerships, and bold marketing strategies.



Our Best Team

At Versatile Synergy, we tailor our approach to each client delivering innovative marketing, -building, and digital transformation solutions built on trust, insight, and measurable impact.



Mohamed F. Mostafa
Founder & CEO



Paola Garcia
Growth Manager



Syed Azeem
Tech Manager



Alexandra Caspar
Strategy Analyst



Ali Akram
Financial Advisor



Inaam Ullah
Senior Software Engineer



Wafa Haris
Junior Marketing Associate



Robert Ruivo
Strategic Account Manager

THANK YOU GET IN TOUCH



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Embrace Innovation.

 Versatile Synergy