

# COMPANY PROFILE.

WWW.ASSISTPLUS.AE

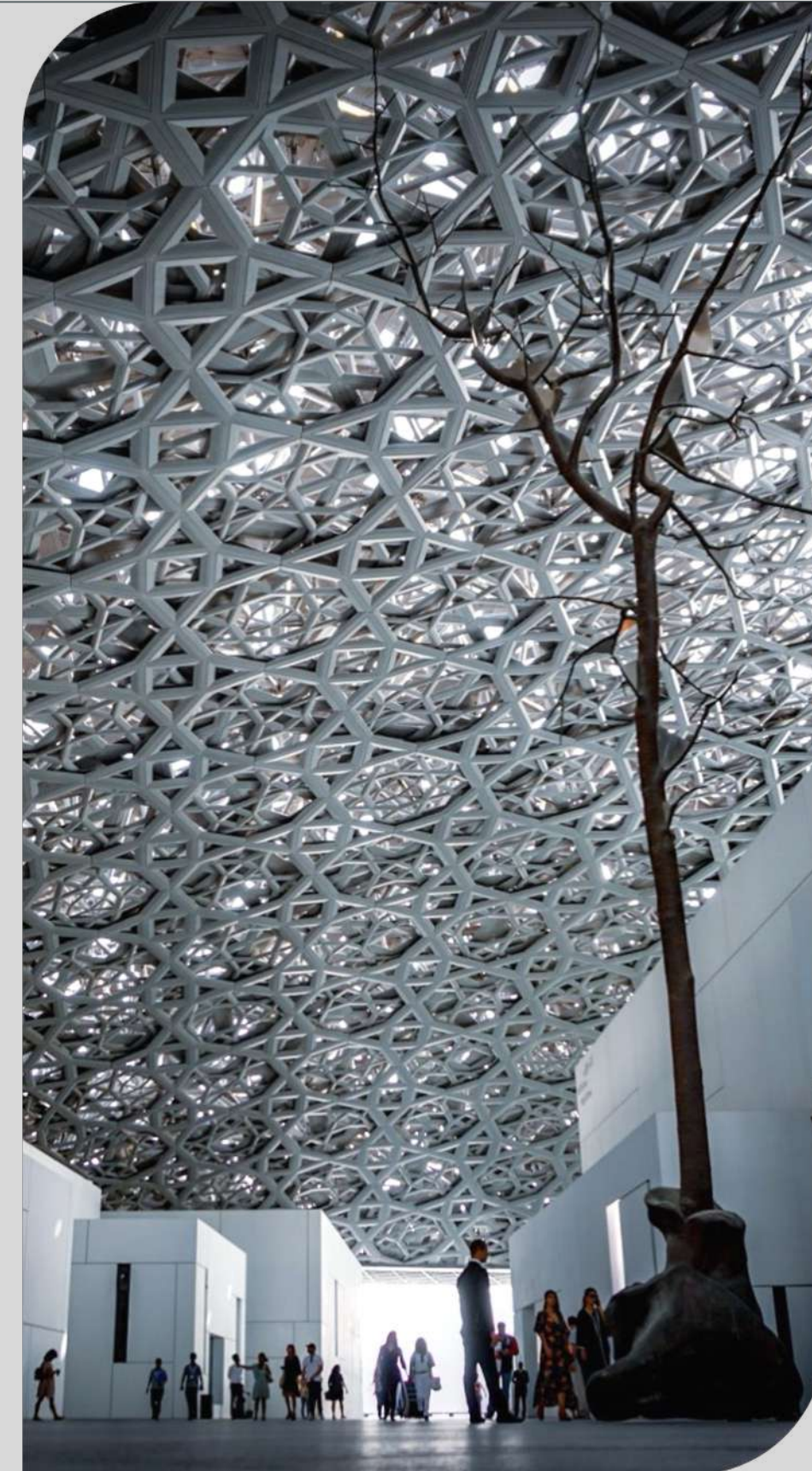


**ASSIST PLUS**  
ACCOUNTING & AUDITING SERVICES  
YOUR LOCAL FINANCIAL ADVISOR



# Table Of Contents.

03		<b>Who We Are</b>
04		<b>Managing Partner Message</b>
05		<b>Company Statement</b>
06		<b>Our Values</b>
07		<b>Management Team</b>
08		<b>Our Services</b>
16		<b>Who We Worked With</b>
17		<b>Credentials</b>
18		<b>Contact Us</b>





A full-service CPA firm committed to handling the financial and accounting aspects of your business, so you can prioritize your clients' needs. Combining the expertise of a leading regional firm with the convenience, familiarity, and genuine passion of a local provider. This sets us apart in the range of services we offer and how we deliver them.

We are one of the trustworthy and recognized firms by the local authorities that brings comprehensive knowledge and expertise. Approved and licensed by:

- UAE Ministry of Economy as approved auditors.
- Dubai International Financial Centre – DIFC approved auditors.
- Ras Al Khaimah Economic Zone – RAKEZ approved auditors.
- Federal Tax Authority – approved tax agency.
- Ministry of Industry & Advance Technology approved ICV approved auditors.
- Ministry of Industry & Advance Technology approved "Certificate of Origin" issuer.
- Abu Dhabi Industrial Development Bureau approved auditors Energy Support Program (ESP).
- We are ISO 9001, ISO 14001 and ISO 45001 certified.



# Managing Partner Message.

We will constantly challenge ourselves by committing to providing professional, up-to-date, dedicated services to our clients at all times and leveraging our years of experience in all of the engagements that we pursue and reflect our values, ethics and dedication, ensuring the best possible service to every client.

We believe in building business relationships with our partners based on transparent and open dialogue. We believe in being part of a team that empowers our clients to achieve their business objectives—applying a holistic approach to everything from mentoring staff to investing in the latest technology and solutions.

With our local market knowledge in the United Arab Emirates and the wider region, we contribute significant value to our clients and business partners.



## Yousif Alkhanjari

CPA, B.Sc. Accounting, UAE Fellowship  
MSc. Human Resources & Leadership, MSc. Business Evaluation & Research  
Approved Property Valuer – Dubai Real Estate Regulatory Agency  
Approved Property Valuer – Abu Dhabi Department of Municipal Affairs and Transport  
Approved Auditor – UAE Ministry Of Economy  
REGISTERED ACCOUNTING EXPERT – ABU DHABI JUDICIAL DEPARTMENT  
REGISTERED ACCOUNTING EXPERT – Ras Al Khaimah Courts





## Our Vision

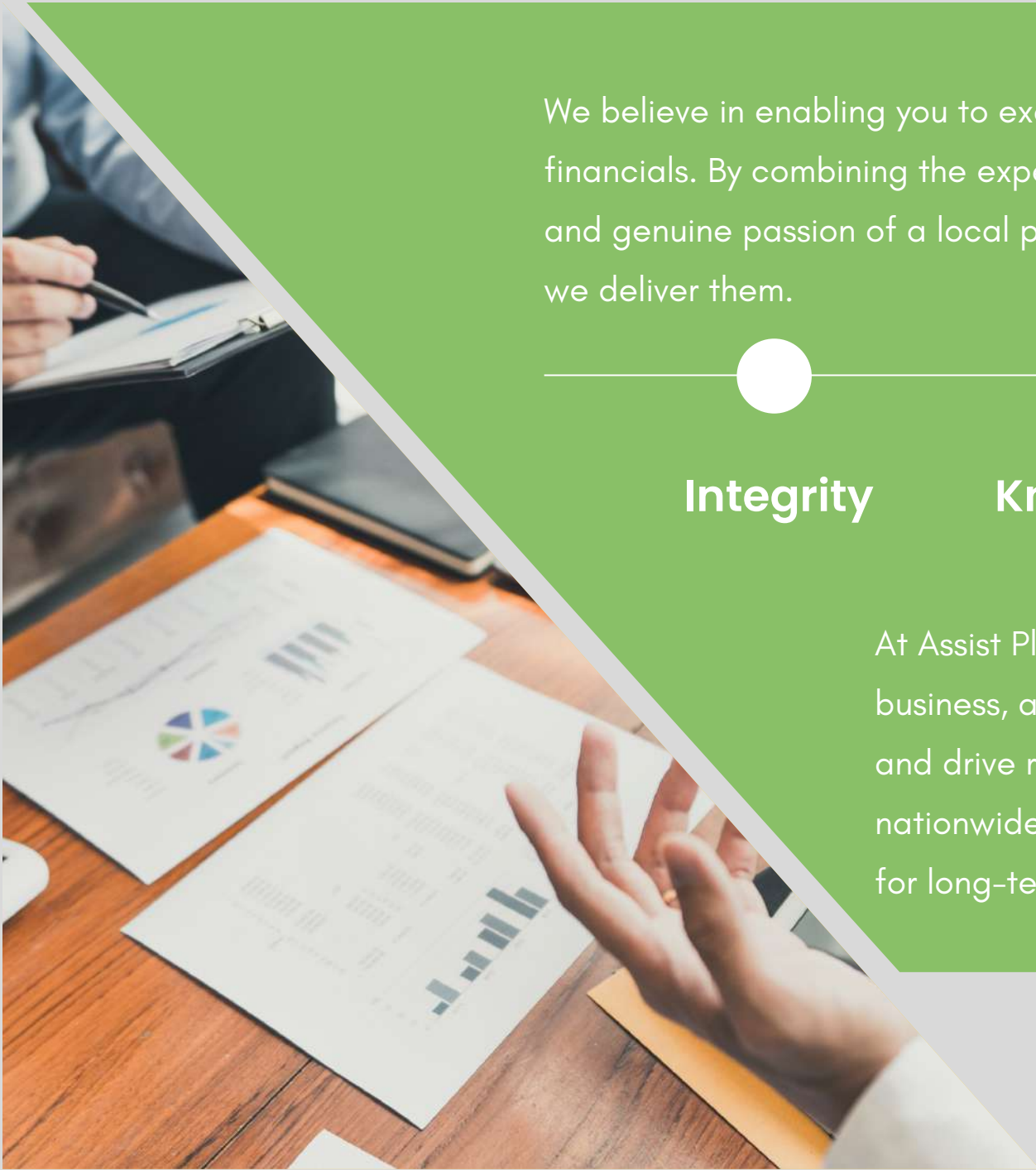


We aspire to deliver value-added professional services to our clients for them to excel.

## Our Mission

We are committed and passionate about providing professional, timely service to our clients by leveraging years of relevant experience. In all our engagements, we pursue to reflect our profession and name's values, ethics, and dedication, thereby ensuring the best possible service to every client on every assignment.





We believe in enabling you to excel in your field of expertise while we excel in managing your financials. By combining the expertise of a leading regional firm with the convenience, familiarity, and genuine passion of a local provider. This sets us apart in the range of services we offer and how we deliver them.



At Assist Plus, we are dedicated to managing the financial and accounting aspects of your business, allowing you to focus on your client's needs, deliver top-notch products and services, and drive revenue growth. We provide comprehensive accounting and financial services nationwide, offering guidance on the latest rules and equipping you with the best strategies for long-term decision-making and profitability.





# Management Team.

Founded by a group of professionals who share decades of experience in financial services, accounting and business advisory. We vision to deliver excellent and value-added professional services to our clients for them to excel. We believe in being part of a team that empowers our clients to succeed in achieving their business objectives, and this requires a holistic approach to everything from mentoring staff to investing in the latest generation technology and solutions.



**YOUSIF ALKHANJARI**

Managing Partner



**MUHAMMAD AALIYAN**

Partner  
Dubai Office



**CHIRAG NANDA**

VP Strategy & Growth



**IRFAN ULHAQ**

Manager, Audit & Assurance



**HAIDER BABAR**

Sr. Manager, Valuations



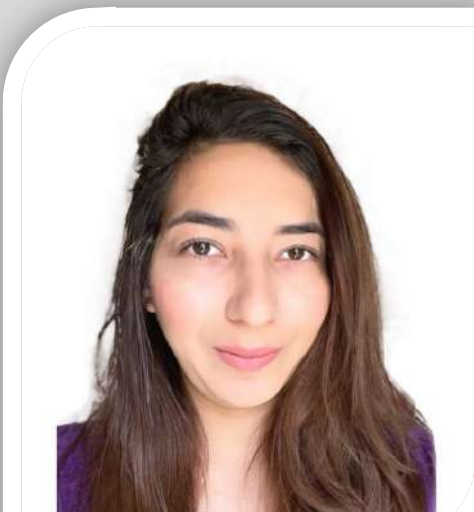
**POOJA MENON**

Manager, ICV Audit



**MOHAMED ABDULHAMEED**

Sharjah Branch Manager,  
Manager Forensic Accounting Experts



**USHNA NAVEED**

Manager, Accounts



**NISHA CHANDRAN**

Manager, Sales



**AHMED ALHASHIMI**

Manager, ADMIN & HR



**We exist because we believe in being part of a team that empowers you to achieve your business objectives.**

Focus on your core competencies—we'll manage your financial operations with precision and care.

Our firm blends a leading regional firm's expertise with a local provider's convenience, familiarity, and passion. As a result, we distinguish ourselves on the various services we deliver and how we provide them. Our local market knowledge in the United Arab Emirates and the wider region contributes significant value to the relationships we build with our clients and business partner.

## **Audit & Accounts**

- a) External Auditing
- b) Internal Audit
- c) Forensic Auditing
- d) Bookkeeping and Accounting
- e) CFO Services

## **Certification**

- a) In country value Certification 3.0 (ICV)
- b) Energy Tariff Incentive Program 2.0 (ETIP)
- c) ISO

## **Valuation & Advisory**

- a) Transaction Advisory
- b) Feasibility Studies
- c) Business Valuation
- d) Property Valuation
- e) Machinery & Assets Valuation

## **Company Formation. Vendor Registration & Exist**

- a) Mainland/Freezones
- b) ADNOC/ADGM
- c) Business Liquidation

## **Accounting Court Case Consultancy Services**

- a) Abu Dhabi Registered Accounting Experts
- b) Ras Al Khaimah Court Registered Accounting Experts
- c) UAE Courts Accounting Experts Consulting Reporting Services





# Audit & Assurance Services.

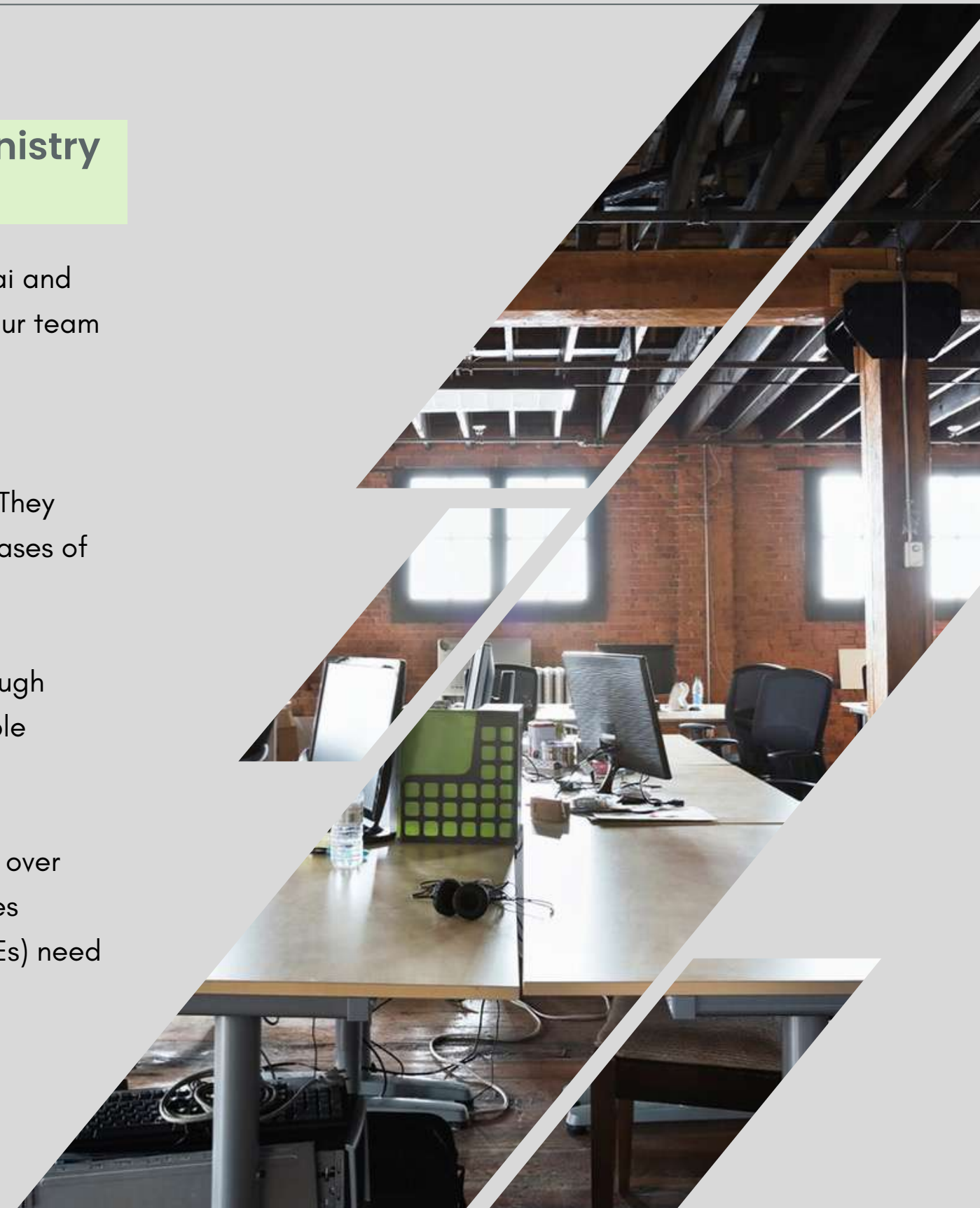
**Assist Plus is an independent approved audit firm by the UAE Ministry of Economy – Reg. 1019.**

We are an independent audit firm that is committed to providing our clients in Abu Dhabi, Dubai and the other emirates with the highest level of external audit services and professional integrity. Our team of experienced professionals will work closely with you to understand your business, identify opportunities and deliver results.

Our audits are conducted by qualified auditors who have extensive experience in the industry. They follow high ethical standards and maintain independence from management throughout all phases of engagement including planning, execution, reporting, and conclusion.

We're confident that our expertise will meet your needs as we help you achieve your goals through effective risk management strategies while maintaining compliance requirements across multiple jurisdictions.

It is widely observed that the need to be conducting annual audits has increased exponentially over the years, regardless of the company's size. Audit tends to be an essential tool for all companies because it enables transparency within firms. Nevertheless, Small and Medium Enterprises (SMEs) need to consider having a holistic idea about their internal operations to evaluate their strategy and possible areas of improvement.





# Accounts & Bookkeeping Services.

**Every business is unique. We deliver custom-tailored solutions aligned with your objectives—not generic offerings.**

Our reputation is built on unwavering transparency, strict accountability, and professional integrity. We understand how important it is for you to feel secure about your financial matters, so we ensure all our clients are satisfied with our work before they pay us anything. If you're ready for professional assistance from people who care about your success as much as you do, call us today!

Assist Plus is one of the prominent accounting firms in the UAE. With a team of certified professionals, the company is among the top bookkeeping service providers

Our in-depth knowledge and decades of collective experience in UAE and accounting and booking across multiple industries makes Assist Plus the ideal partner for your accounting and bookkeeping requirements in Abu Dhabi.

Small businesses benefit from understanding profitability and other financial metrics related to their activities.

This vital business intelligence can provide valuable context for business decision making.





## In-country Value Certification

Being one of the Certifying Body appointed by the UAE Ministry of Industry and Advance Technology (MOIAT) we are an integral part of your journey to obtaining the National In-Country Value (ICV).

The ICV is a permitted document approved and issued for the federal governing bodies of the UAE, semi governing authorities, ADNOC and its associated companies and UAE GDP diversification body. This certificate verifies and validates the legal position of a company in the marketplace and its contribution to the enhancement and strengthening of the country's GDP by sourcing the local goods and services, Emiratization of the UAE workforce and placement in the private sector.

Our methodology: is based on our experience in conducting such assignments and as accepted by the ICV Committee.

The ICV evaluation process will examine your value-added contribution to the UAE in areas including:

- Local manufacturing
- Procurement of 3rd party goods/services
- Local investment and its growth
- Emiratization of workforce
- Expatriate contribution
- Generation of income from outside UAE.

## ISO Certification.

ISO management standards are a series of frameworks that help you run your business effectively. ISO certification is proof from a third party, such as ourselves that you comply with an ISO management standard. ISO certification gives your organization credibility.

- Quality Management System- ISO 9001:2015
- Environmental Management System- ISO 14001:2015
- Occupational Health & Safety Management System- ISO 45001:2018
- Hazard Analysis Critical Control Points (HACCP)
- Food Safety Management System -ISO 22000:2018
- Information Security Management System- ISO 27001:2013
- Sector-Specific Quality Management Systems ISO 29001:2010
- Energy Management System- ISO 50001:2018
- Business Continuity Management System ISO 22301:2019
- Medical Devices Management System- ISO 13485:2003

## Energy Tariff Incentive ETIP Certification.

- Assist Plus is one of the one of the Abu Dhabi Industrial Development Bureau of the Department of Economic Development approved empaneled certifying bodies for the Electric Tariff Incentive Program - ETIP.
- The Energy Tariff Incentive Program 2.0 (ETIP) in Abu Dhabi is an expansion of the Electric Tariff Incentive Program 1.0 (ETIP) to cover gas tariff in addition to Electricity Tariff for the industrial sector based on the eligibility criteria that include economic impact, spending on logistics and the demand side management efficiency along with the energy management efficiency in the Emirates of Abu Dhabi.
- The program gives expert guidance to get Electricity Tariff Incentive Program (ETIP) auditor certification in Abu Dhabi. Assist Plus is one of the Abu Dhabi Industrial Development Bureau of the Department of Economic Development approved empaneled certifying bodies for the Electric Tariff Incentive Program - ETIP.





# Valuation & Advisory Services.

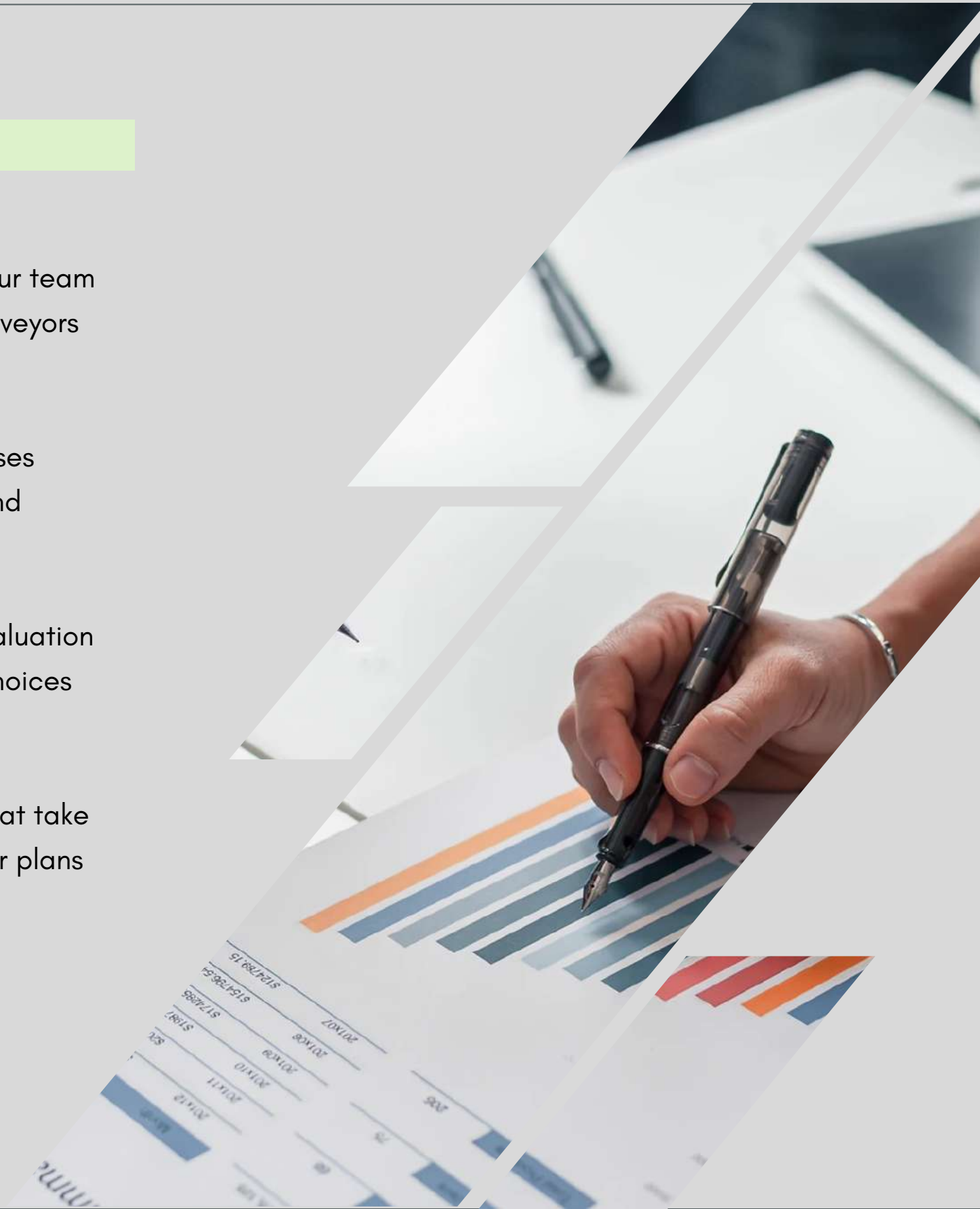
## Premiere property, business, assets valuation in Abu Dhabi

Assist Plus is recognized by the Abu Dhabi municipality, Abu Dhabi department of economy. Our team comprises internationally certified valuers, accredited by the Royal Institution of Chartered Surveyors (RICS). We do Property Valuation Services in Abu Dhabi.

We also offer expert business and machinery & equipment valuations in Abu Dhabi for businesses relying on accurately assessing the value of these assets is essential for efficient operations and strategic decision-making.

Understanding the true value of your business is key to making smart decisions. Our business valuation services give you a clear picture of what your company is worth, helping you make informed choices whether you're thinking about selling, merging, or growing your business.

With our experience across different industries, we provide accurate and reliable valuations that take into account all aspects of your business. This way, you can confidently move forward with your plans and achieve your goals.





# Accounting Court Case Consultancy.

**Every business is unique. We deliver custom-tailored solutions aligned with your objectives—not generic offerings.**

Our firm provides expert advisory report services for cases presented before all courts across the UAE. We assist clients (those requesting an advisory report) by identifying the strengths and weaknesses of their ongoing cases.

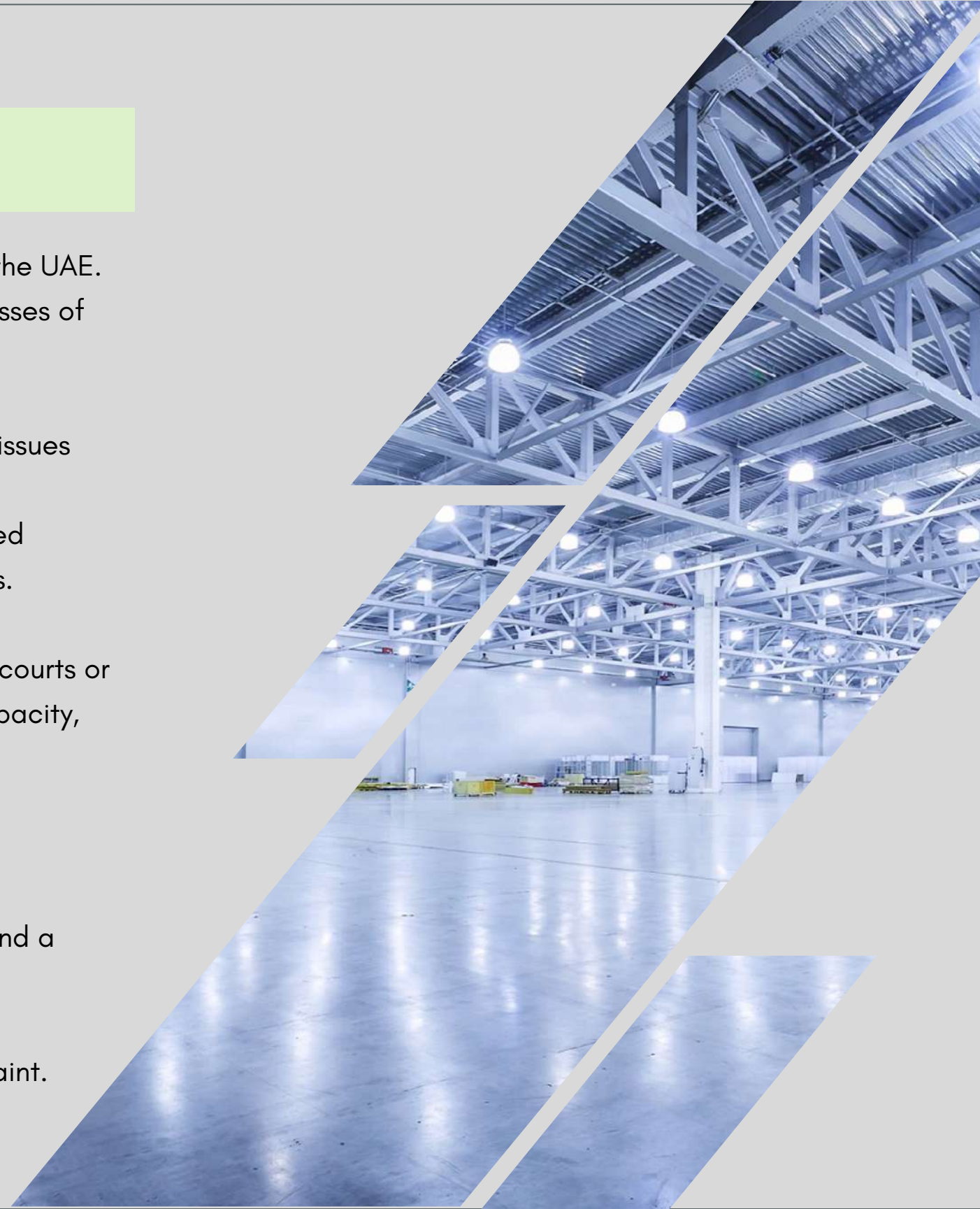
Commercial disputes, fraud, theft, and money laundering cases are among the many types of issues we handle.

What these cases have in common is their reliance on specialized opinions provided by qualified professionals—namely, Certified Public Accountants and Certified Forensic Accounting Experts.

The key distinction between the two is that Forensic Accounting Experts are appointed by the courts or public prosecution offices to examine a dispute or complaint in a neutral and independent capacity, without favoring any party.

Our firm will conduct a technical and professional analysis of the case or dispute. We will also identify the necessary evidence and documentation that may support the case or complaint, and subsequently issue a certified advisory report prepared by a licensed auditor and a court-accredited expert.

This professional approach can positively influence the outcome of the dispute or legal complaint.





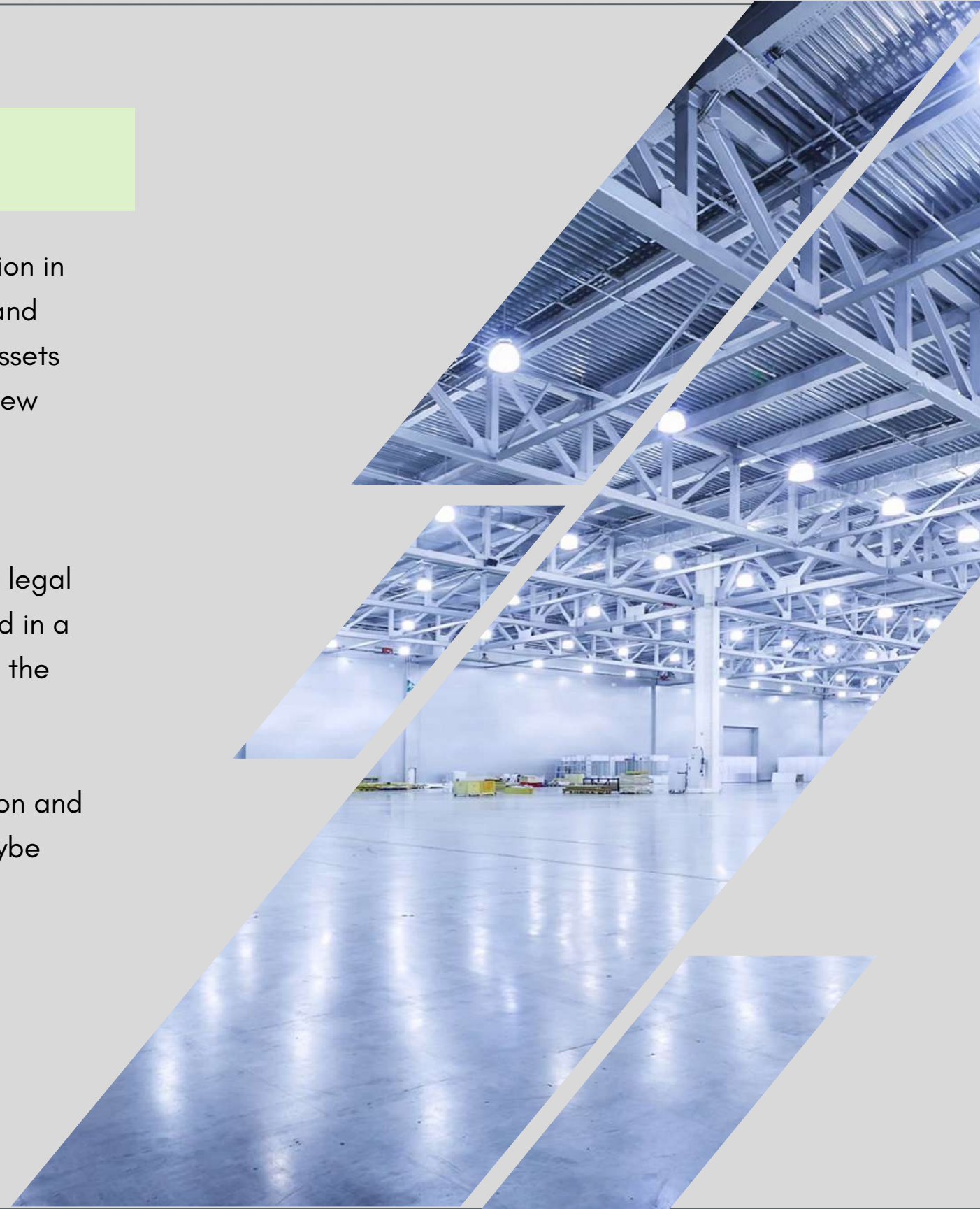
# Business Liquidation Services.

## Business Liquidation – Facilitating Strategic Closure and New Beginnings

At Assist Plus we provide the liquidation services of companies and the elimination of registration in the United Arab Emirates. Business liquidation entails the methodical cessation of operations and asset liquidation to address financial obligations, repay investors, and redistribute remaining assets among stakeholders. Despite its initial daunting appearance, liquidation marks an end and a new beginning, offering avenues for growth, reinvention, and renewed focus.

We cover all the required practical perspectives of the liquidation from accounting, legal and legislation. Liquidating of companies is not easy where it needs the appointment of a certified legal liquidator at the headquarters where the company is located, and the legal liquidator is named in a document appointed, as a decision of the General Assembly of the company or a judgment of the local court.

According to the law it is a must to determine the decision to put the company under liquidation and appoint through a formal power of attorney a liquidator. The liquidation may be quick and maybe gradual depending on the situation that the company has when deciding to liquidate.



# Company Formation & Registration.

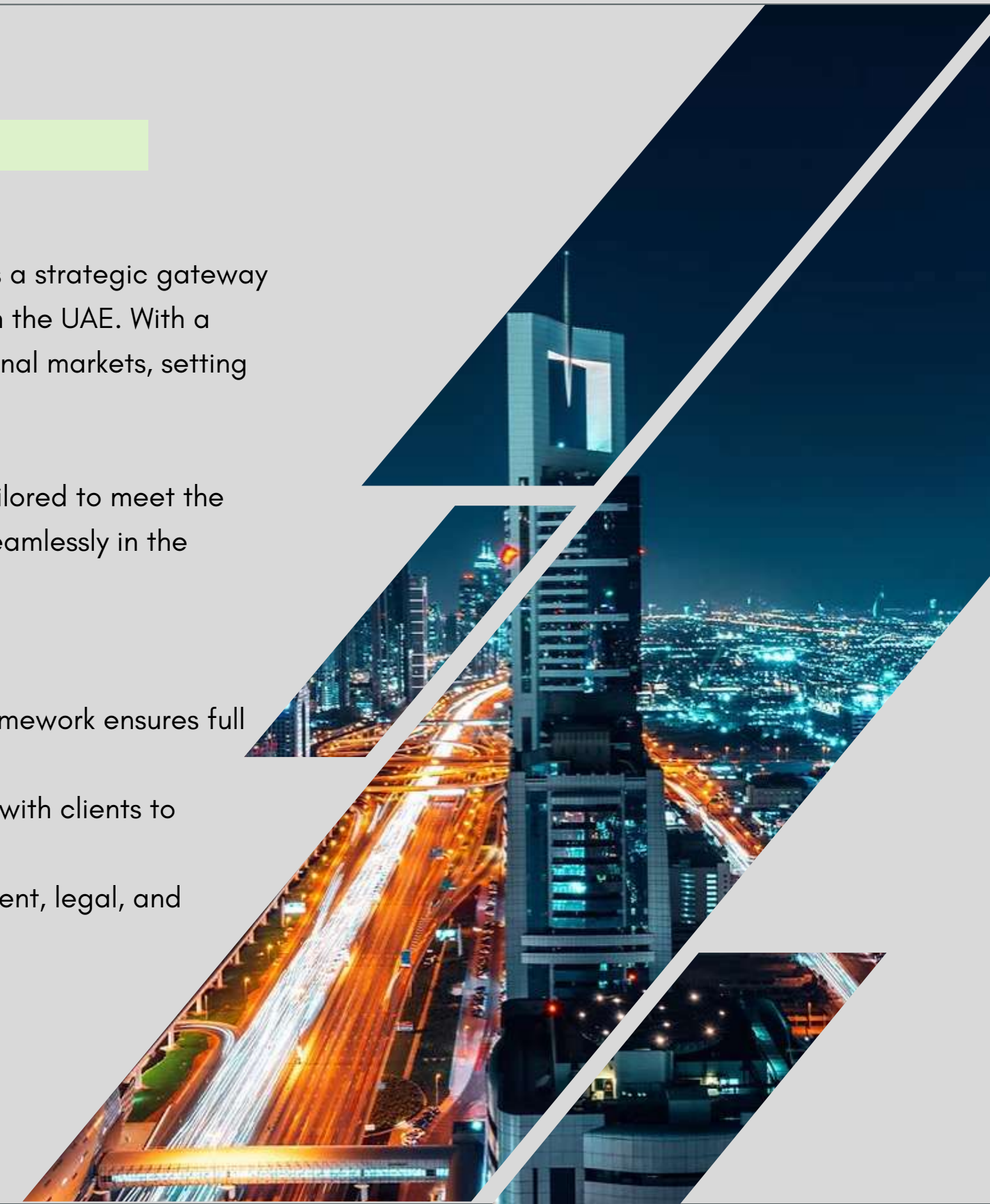
## Company Setup in Abu Dhabi

Establish Your Business Presence in the Capital of the UAE Abu Dhabi continues to emerge as a strategic gateway for investors and entrepreneurs seeking to establish a credible and growth-driven presence in the UAE. With a business-friendly environment, investor protection laws, and access to regional and international markets, setting up a company in Abu Dhabi offers significant long-term advantages.

At Assist Plus Accounting and Auditing, we offer end-to-end company formation solutions tailored to meet the specific needs of startups, SMEs, and multinational entities looking to register and operate seamlessly in the Emirate.

### Why Partner with Us

1. Regulatory Expertise Our in-depth knowledge of Abu Dhabi's licensing and regulatory framework ensures full compliance and risk mitigation.
2. Customized Solutions We do not believe in one-size-fits-all. Our consultants work closely with clients to develop bespoke business setup strategies.
3. Dedicated Relationship Management A single point of contact to coordinate all government, legal, and operational requirements from start to finish.
4. Transparent and Competitive Pricing Clear cost structures with no hidden fees.





# ADNOC VENDOR Registration.

## ADNOC Vendor Registration

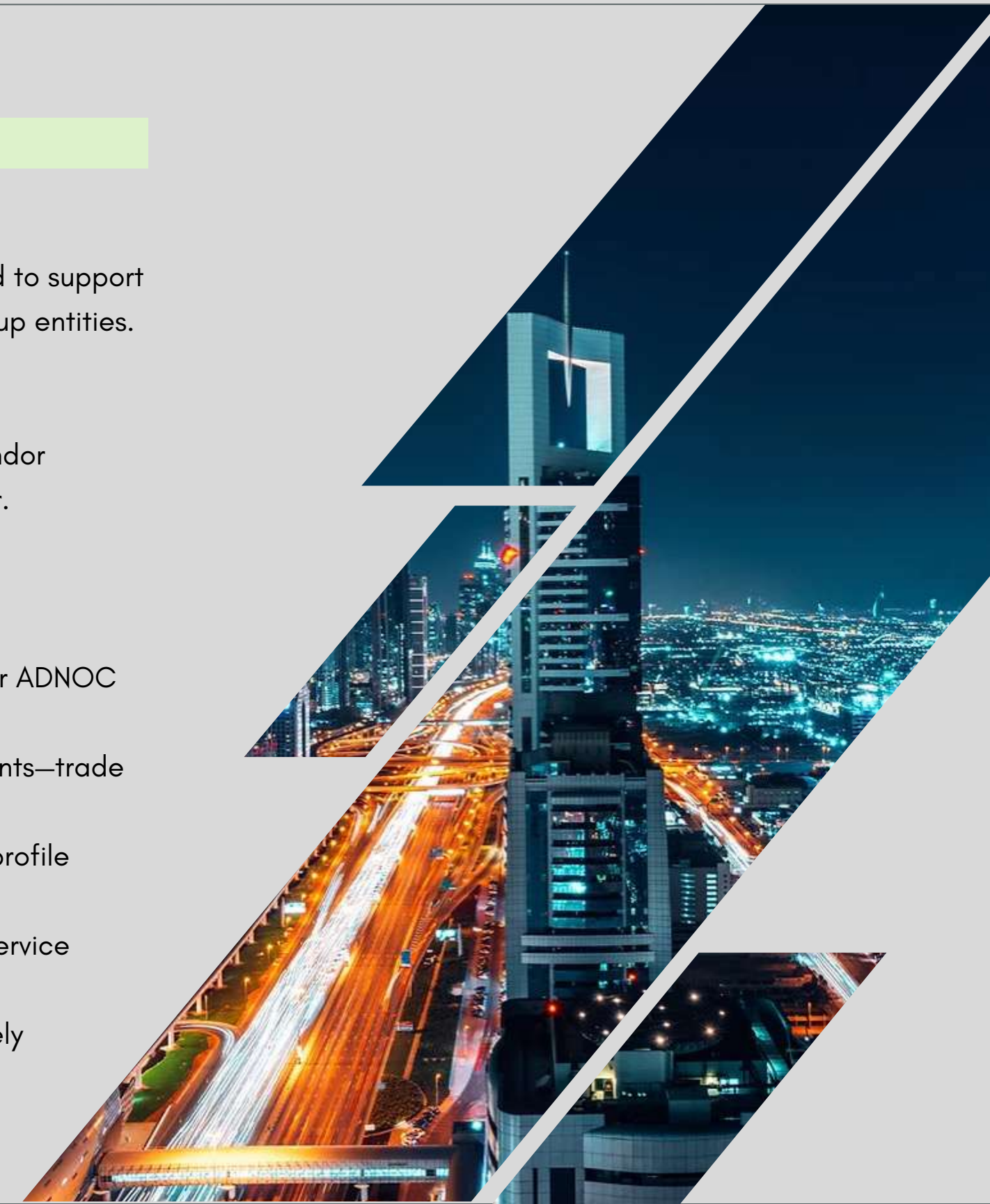
We are pleased to introduce our dedicated service for ADNOC Vendor Registration, designed to support businesses aiming to engage with the Abu Dhabi National Oil Company (ADNOC) and its group entities. As one of the region's most influential procurement ecosystems, ADNOC presents significant opportunities across the oil, gas, energy, and infrastructure sectors.

Our service provides structured, end-to-end guidance to help your company navigate the vendor registration process efficiently and in full compliance with ADNOC requirements as a supplier.

### What Our Service Covers

Our team offers comprehensive support throughout the registration journey, including:

1. Initial Eligibility Review: Assessment of your company's legal and operational readiness for ADNOC registration.
2. Document Compilation & Compliance: Assistance in organizing and aligning key documents—trade licenses, ICV certificates, financials, HSE policies, and more.
3. Portal Setup & Profile Management: End-to-end support for supplier portal registration, profile creation, and document uploads.
4. Category Mapping & Strategic Advisory: Guidance in selecting appropriate supply and service categories relevant to your offerings.
5. Liaison & Follow-Through: Coordination with relevant ADNOC departments to ensure timely submissions and responses during the approval process.



# Who We Worked With.

We work with clients of all scopes, whether you are a start-up, emerging, an SME, a corporate entity, a not-for-profit organization, or an NGO. From start-ups to multinationals, we are trusted by the local market and know by our quality of service and business integrity and transparency. Discover how Assist Plus enhances business performance through actionable insights and streamlined financial operations.





We are committed to the sustainable development of our people's professional life. We respect the people who work for us and provide them with opportunities to develop their talents. Accountability and personal responsibility are encouraged at all levels, and structured career planning and training give our people more client experience and partner time; as a result, almost 65% of our staff are certified chartered accountants.

We are one of the trustworthy and recognized firms by the local authorities that brings comprehensive knowledge and expertise.

### Our Unique Blend of Expertise and Local Insight

Our firm combines the expertise of a leading regional firm with the convenience, familiarity, and genuine passion of a local provider. This sets us apart in the range of services we offer and how we deliver them.

We will constantly challenge ourselves by committing to providing professional, up-to-date, dedicated services to our clients at all times. In addition, we will leverage our years of experience in all of our engagements that we pursue and reflect the values, ethics and dedication, ensuring the best possible service to every client.





Contact Us.

WWW.ASSISTPLUS.AE



**ASSIST PLUS**  
ACCOUNTING & AUDITING SERVICES  
YOUR LOCAL FINANCIAL ADVISOR

#### HEAD OFFICE

4th floor, Office: 403, Building C29  
Ammar Bin Yasir Street, Khalifa Park -,  
Abu Dhabi, UAE, P. O. Box 6533  
Phone: +971 (2) 641 6751  
Email: [info@assistplus.ae](mailto:info@assistplus.ae)

#### DUBAI OFFICE

Office 201, Blue Bay Tower.  
Business Bay, Dubai  
Dubai - UAE,  
Phone: +971 (4) 458 0049

#### SHARJAH OFFICE

Office 546, Sahara healthcare City Building.  
Sahara Mall  
Sharjah, UAE  
Phone: +971 (6) 579 7951