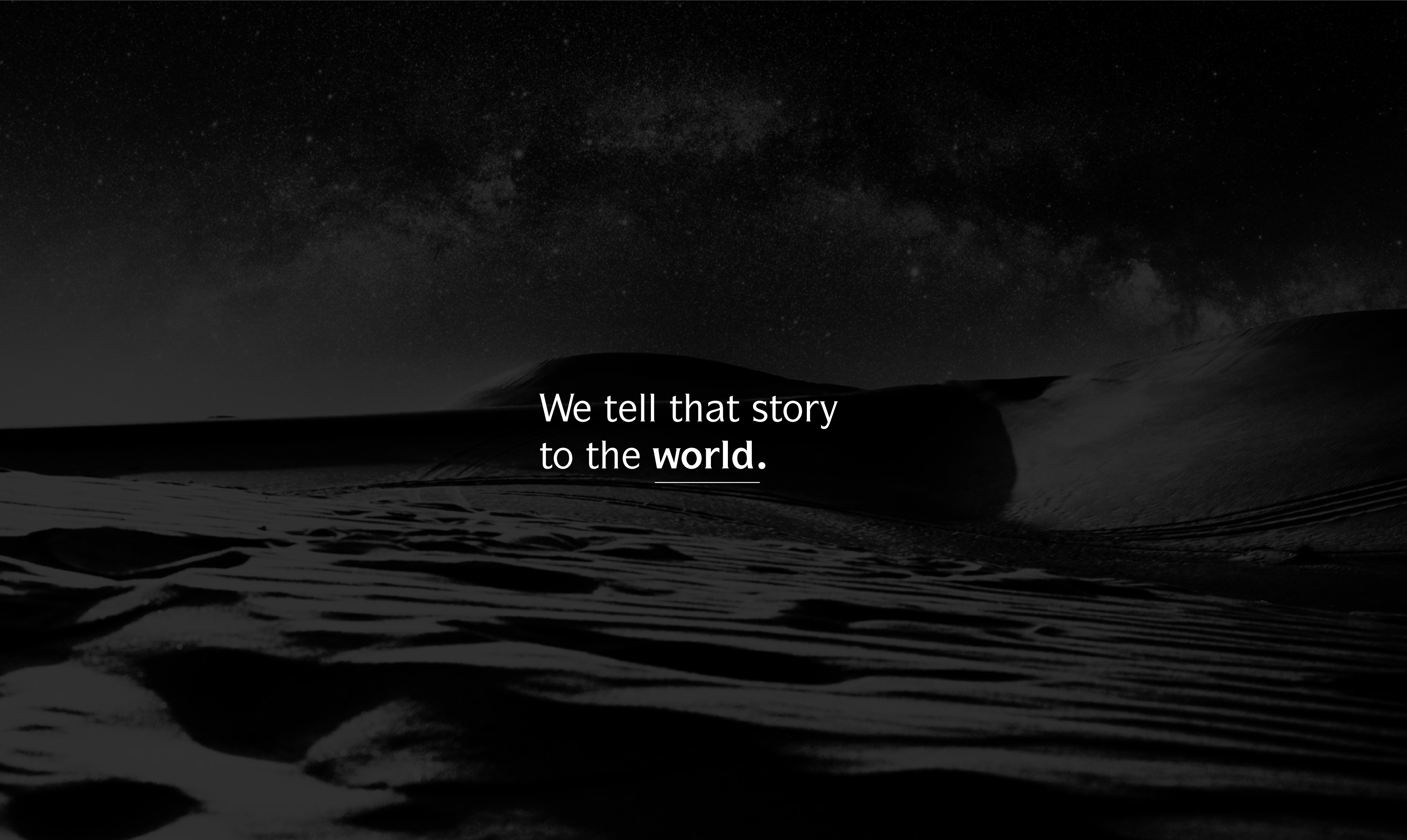


you create **your** story

A story that connects  
people emotionally.



We tell that story  
to the world.

Inspiring others with  
infinite creativity.

Introducing

freedom   
to create.

---

Spreading our wings to help **tell your story,**  
by being part of the journey to **create the perfect message.**



# Connecting your vision to the world **intimately.**

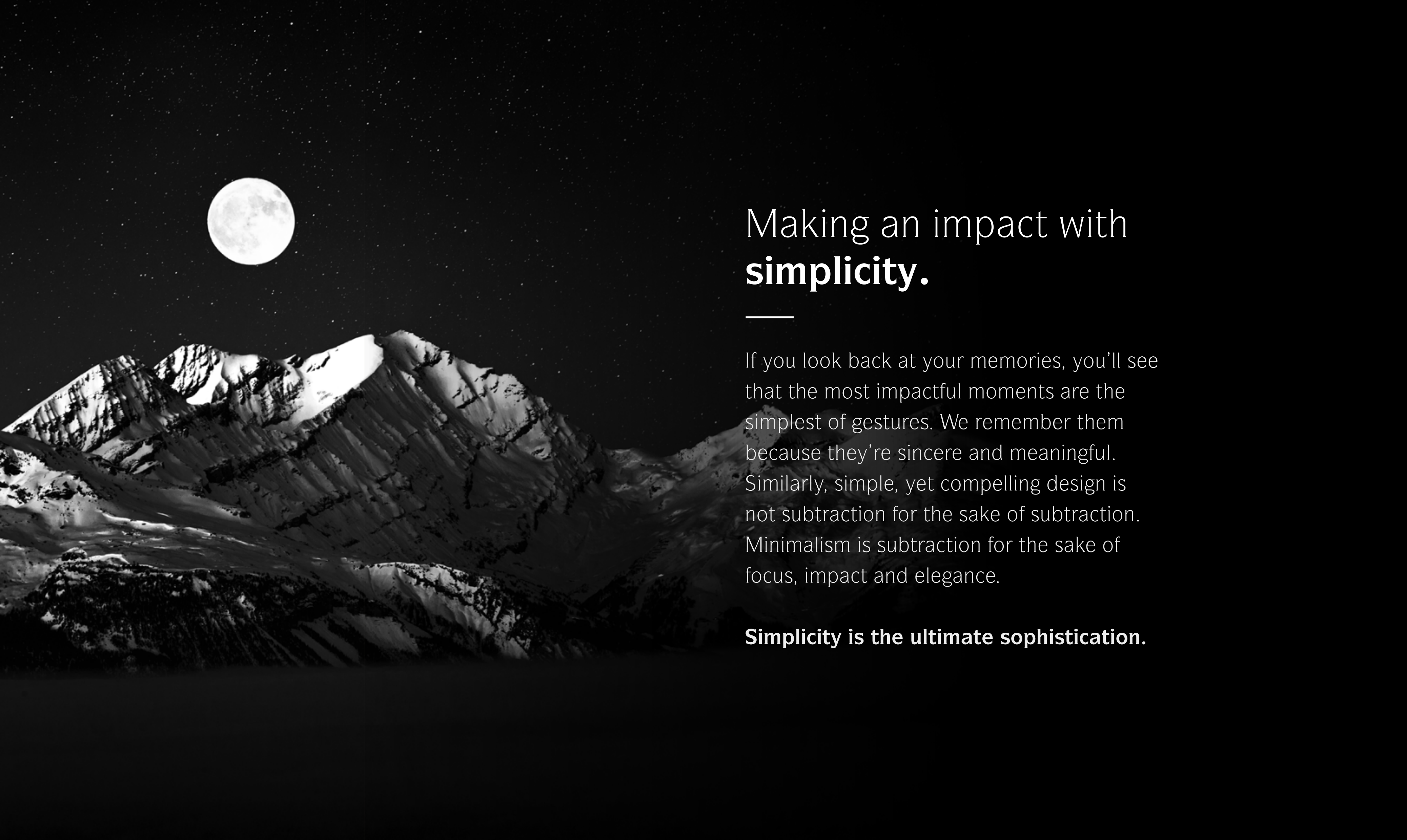
---

A brand's visual identity and imagery used, connect with a particular audience and distinguish how they set themselves apart - by being unique.

Imagery creates a mood and an emotional connection.

Emotional branding uses imagery and compelling design to tap into the human senses.

Through imagery and brilliant design, we connect with emotions, and importantly, **tell a story.**



## Making an impact with **simplicity.**

---

If you look back at your memories, you'll see that the most impactful moments are the simplest of gestures. We remember them because they're sincere and meaningful. Similarly, simple, yet compelling design is not subtraction for the sake of subtraction. Minimalism is subtraction for the sake of focus, impact and elegance.

**Simplicity is the ultimate sophistication.**

We elevate your  
reach **through:**

Creative Solutions & Graphic Design  
Brand Identity/Strategy/Roll Out  
Logo Design/Brandmark  
Print & Digital Marketing Materials  
360° Integrated Campaigns  
Presentation, Layout & Deck Materials  
Editorial & Magazine Materials  
Online Based Materials  
Digital Marketing, SEO, SMO  
Web Design/App Design//Micro-sites  
Digital Menus  
Illustration & Image Editing  
Art Direction  
Content Writing  
Storyboard Scripting  
Photo Shoot/Video Shoot





Breathing life into  
world-class **brands.**

# Brands we have connected with.





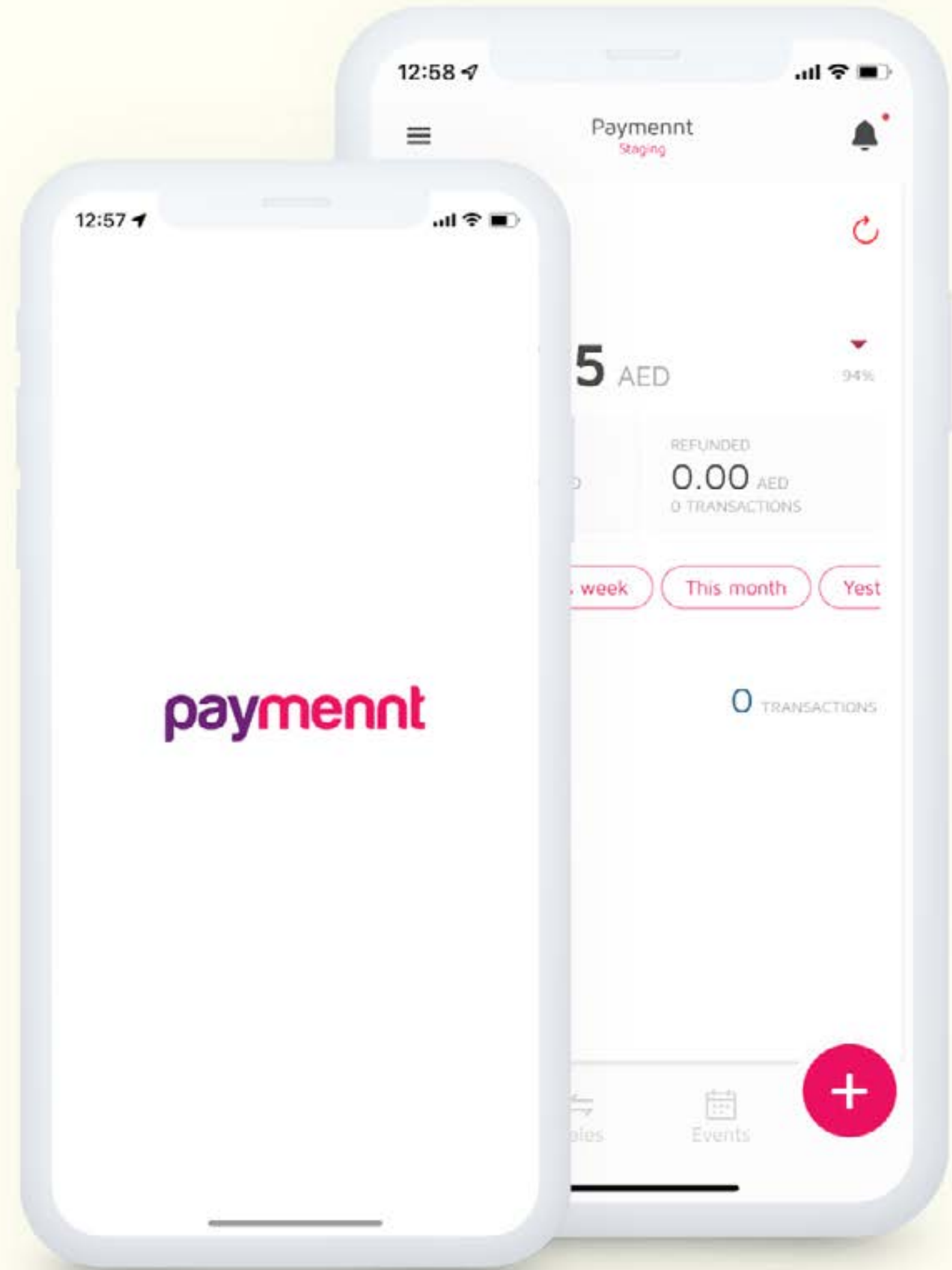
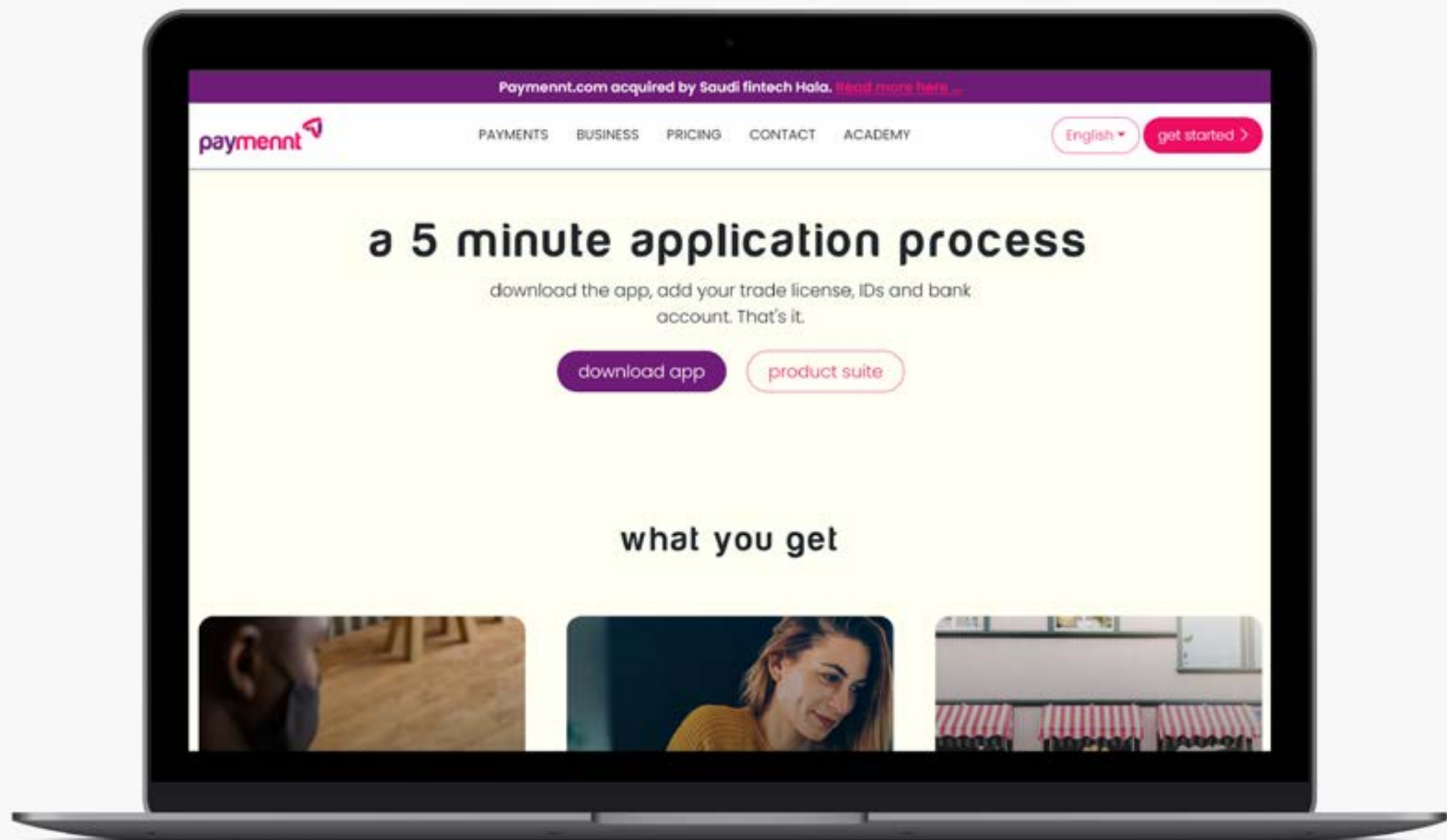
Showcasing creative **solutions.**\*

\*Please note specific samples can be shared upon request.

# Brand Identity & Development



BILLIONAIRES GATE



**PETER EKSTEDT**  
Partner & COO



**dubai flowers**

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www.dubaiflowers.ae

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**dubai flowers**

Happiness,  
delivered.

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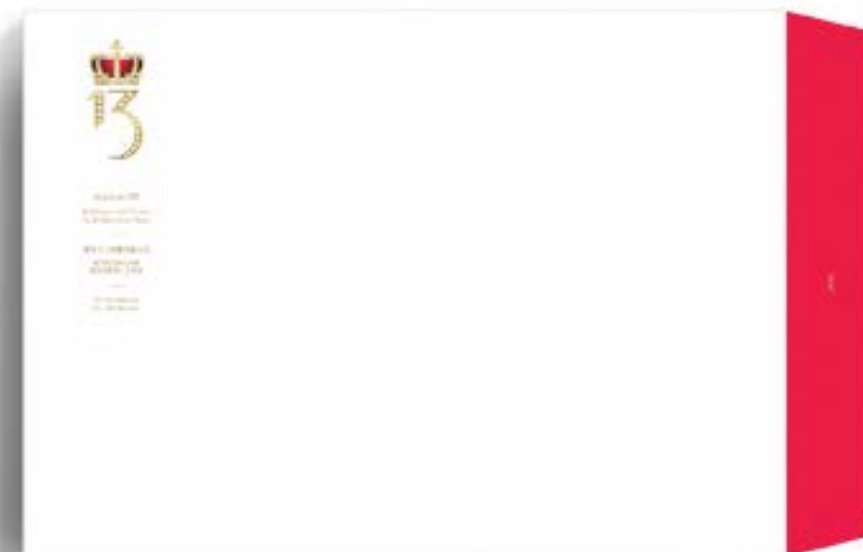
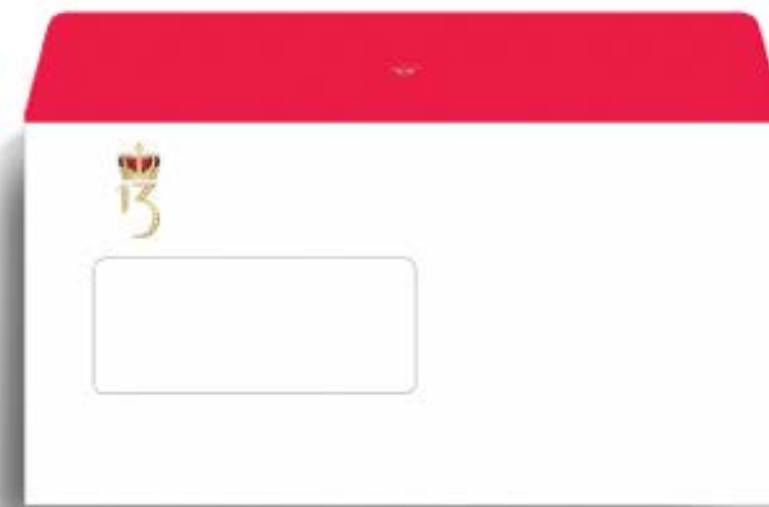
OLIVAL  
E A T E R Y & B A R





**4D**  
A D V E R T I S I N G





# Advertising Campaign Key Visuals

# volet

Floral Atelier | Events | Flower Deliveries



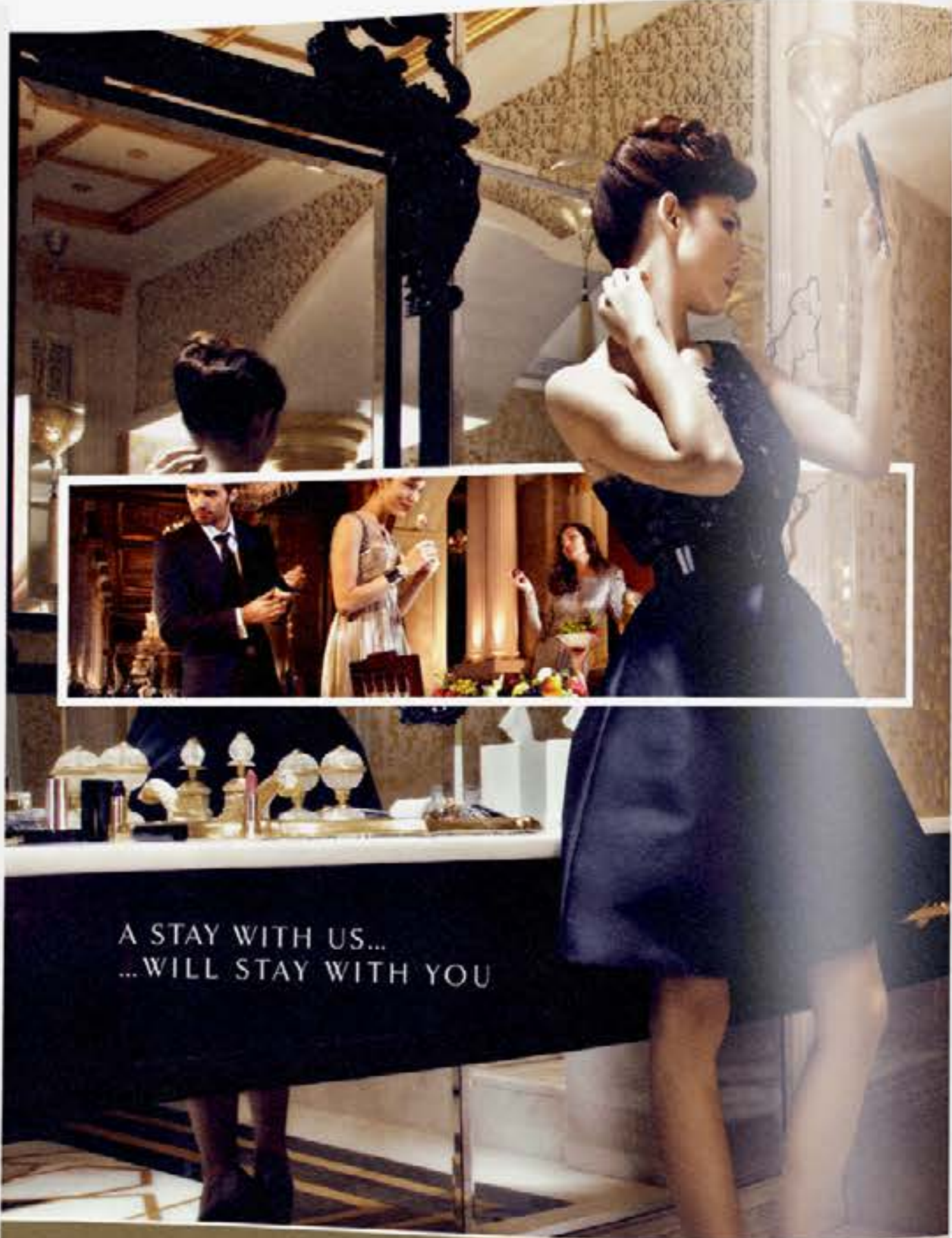
Shop 13 Al Wadi Building | Sheikh Zayed Road  
Dubai, UAE | [www.volet.ae](http://www.volet.ae) | +971 4 321 5243

The  $\Delta V_A$  value  $V_A$  is dominated by the collateral rate  $r_c$ . The funding rate  $r_f$  is remuneration of the part  $U - M$ , which has the negative impact. The effective maturity  $T_{eff}$  decreases with the increase of the intensity of the default time, the absolute value of  $\Delta V_A$  value will also decrease.

## CONCLUSION

In this case, we have shown that the modeling of the counterparty's default time involves three levels of dependence with the underlying price. Under the pricing measure chosen by the repo value, the insertion case is suitable for  $\Delta V_A$  PDE. The dependence is only added by the intensity process. In particular, the condition number  $\rho$  of the CVA, cannot play an important role in that the wrong was the use of CVA. In fact, the case of N. El Karoui is that it is suitable to model the default time as a  $\rho$  risk, for the only colored trading can occur partially depending by the  $\Delta V_A$  part while the CVA value  $\Delta V_A$  partly have the impact on the  $\Delta V_A$  value.





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The  $\Delta V_A$  value  $V_A^*$  is dominated by the collateral rate  $r_c$ . The funding rate  $r_f$  is a remuneration of the part  $U - M$ , which has the associated impact. The effective maturity  $T_{eff}$  decreases with the increment of the intensity of the default time; the absolute value of  $\Delta V_A$  value will also decrease.

#### CONCLUSION

In this case, we have shown that the modelling of the counterparty's default time involves three levels of dependence with the underlying price. Under the pricing measure chosen by the repo value, the insertion case is suitable for  $\Delta V_A$  PDE. The dependence is only added by the intensity process. In particular, the condition number  $\rho$  of the CVA model plays an important role in that the wrong was the  $\Delta V_A$  PDE. The case of N. El Karoui is that it is suitable to model the default time as a risk for the only collateral funding, and not as the  $\Delta V_A$  is dominated by the  $\Delta V_A$  part while the CVA and  $\Delta V_A$  parts have the same or the  $\Delta V_A$  value.



# ARMANI

Hotel Dubai



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ARMANI / RISTORANTE  
ARMANI / DELI  
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Price: AED 350 per person, set menu only / Timings: 10-11 October, 11 -7 pm



The  $\Delta V_A$  value  $V_A^*$  is dominated by the collateral rate  $r_c$ . The funding rate  $r_f$  is remuneration of the part  $U - M$ , which has the inverse impact. The effective maturity  $T_{eff}$  decreases with the increase of the intensity of the default time, the absolute value of  $\Delta V_A$  value will also decrease.

### CONCLUSION

In this case, we have shown that the modelling of the counterparty's default time involves three levels of dependence with the underlying price. Under the pricing measure chosen by the repo market, the insertion case is suitable for  $\Delta V_A$  PDE. The dependence is only added by the intensity process. In particular, the condition number  $\rho$  of the CVA, cannot play an important role in that the wrong was the  $\Delta V_A$  PDE. In fact, the case of N. El Karoui is that it is suitable to model the default time as a  $\rho$  not for the only collateral funding rate, which is partially decided by the  $\Delta V_A$  part while the CVA and  $\Delta V_A$  parts have the same or the  $\Delta V_A$  value.





FOR THE LIFESTYLE CONNOISSEUR.



BILLIONAIRES GATE  
HOLDINGS

The xVA value  $V_x$  is dominated by the collateral rate  $r_c$ . The funding rate  $r_f$  is remuneration of the part  $U - M$ , which has the massive impact. The effective maturity  $T_{eff}$  decreases with the increment of the intensity of the default time, the absolute value of xVA value will also decrease.

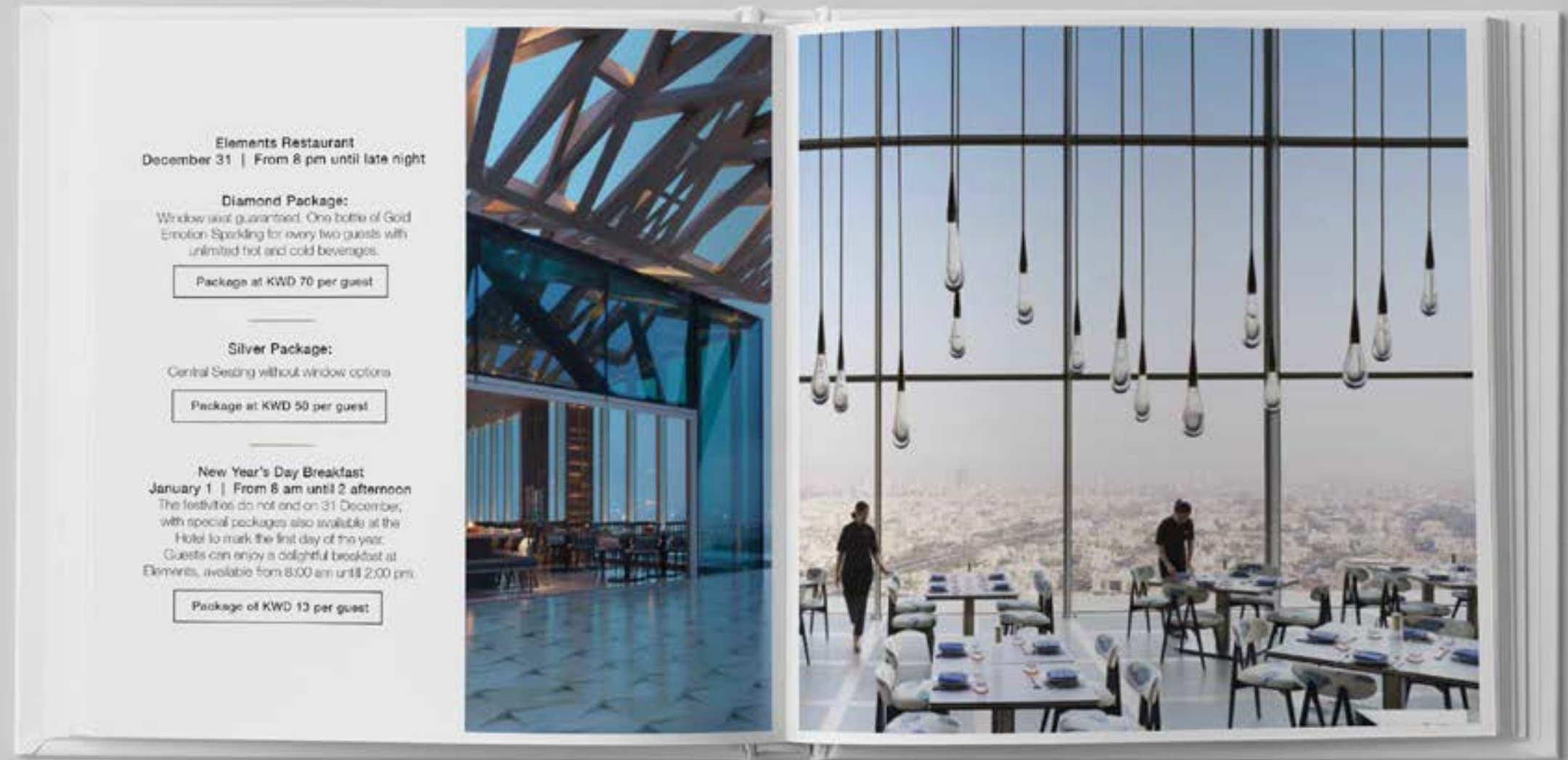
#### CONCLUSION

In this case, we have shown that the modelling of the counterparty's default time involves three levels of dependence with the underlying price. Under the pricing measure chosen by the repo market, the insertion case is suitable for xVA PDE. The dependence is only added by the intensity process. In particular, the condition number  $\rho$  of the CVA model plays an important role in that the wrong was the use of VaR. In the case of N of Karim, it has been shown that the default time is not suitable for the only collateral funding rate, especially for the only collateral funding rate, where the xVA is dominated by the xVA part while the CVA and xVA parts have the same or the xVA value.





# Layout & Presentation







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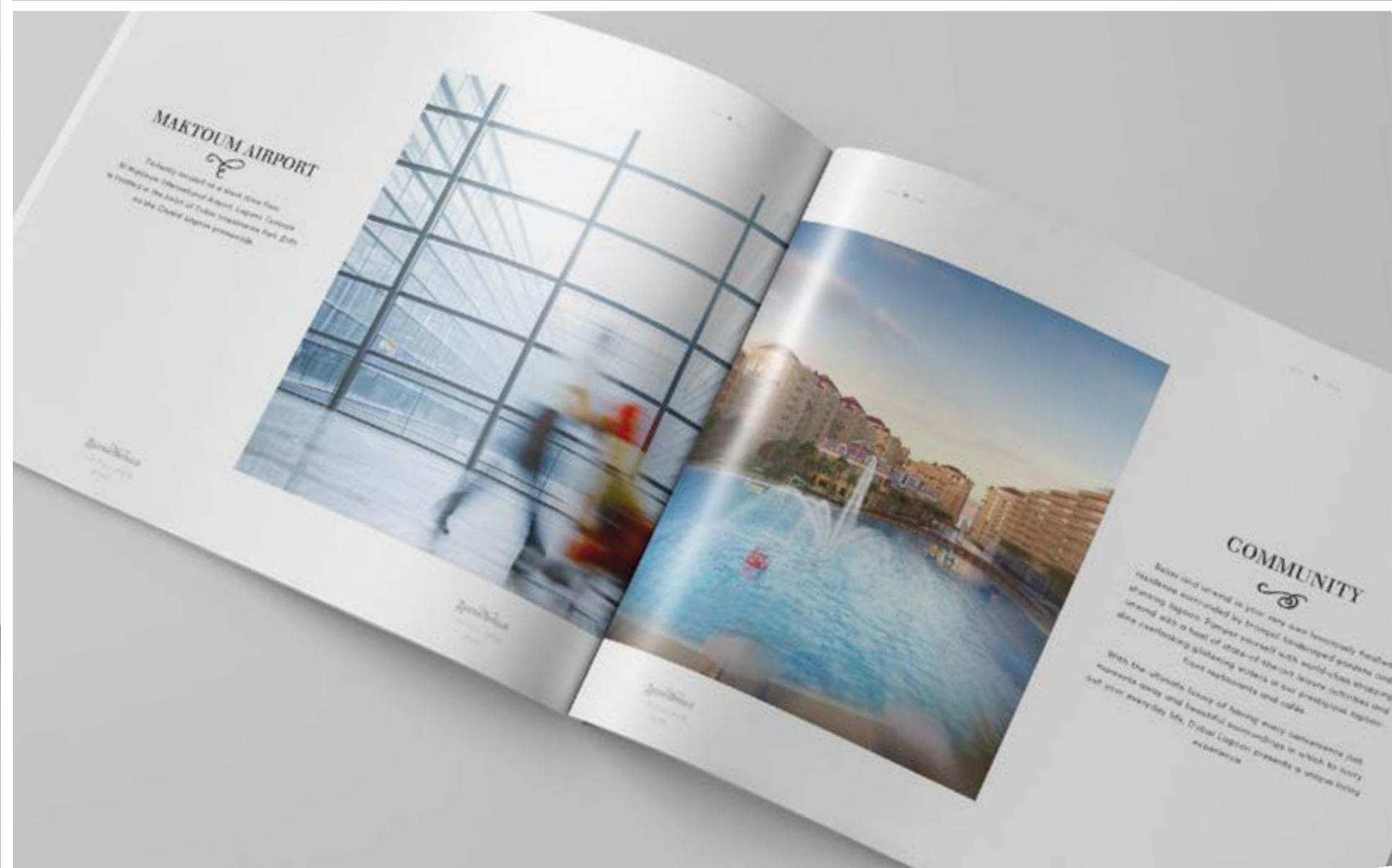
16

The Retail Space

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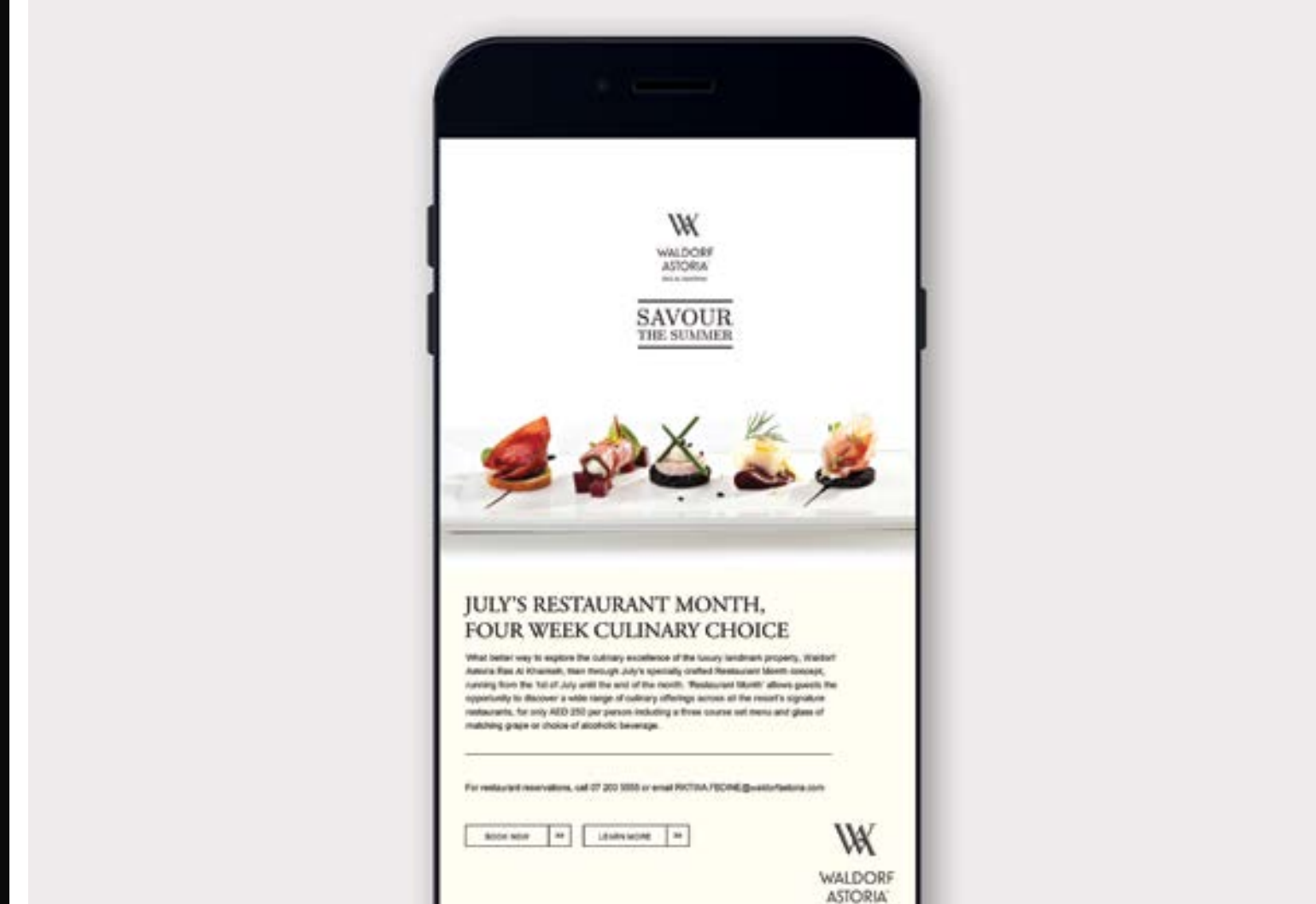
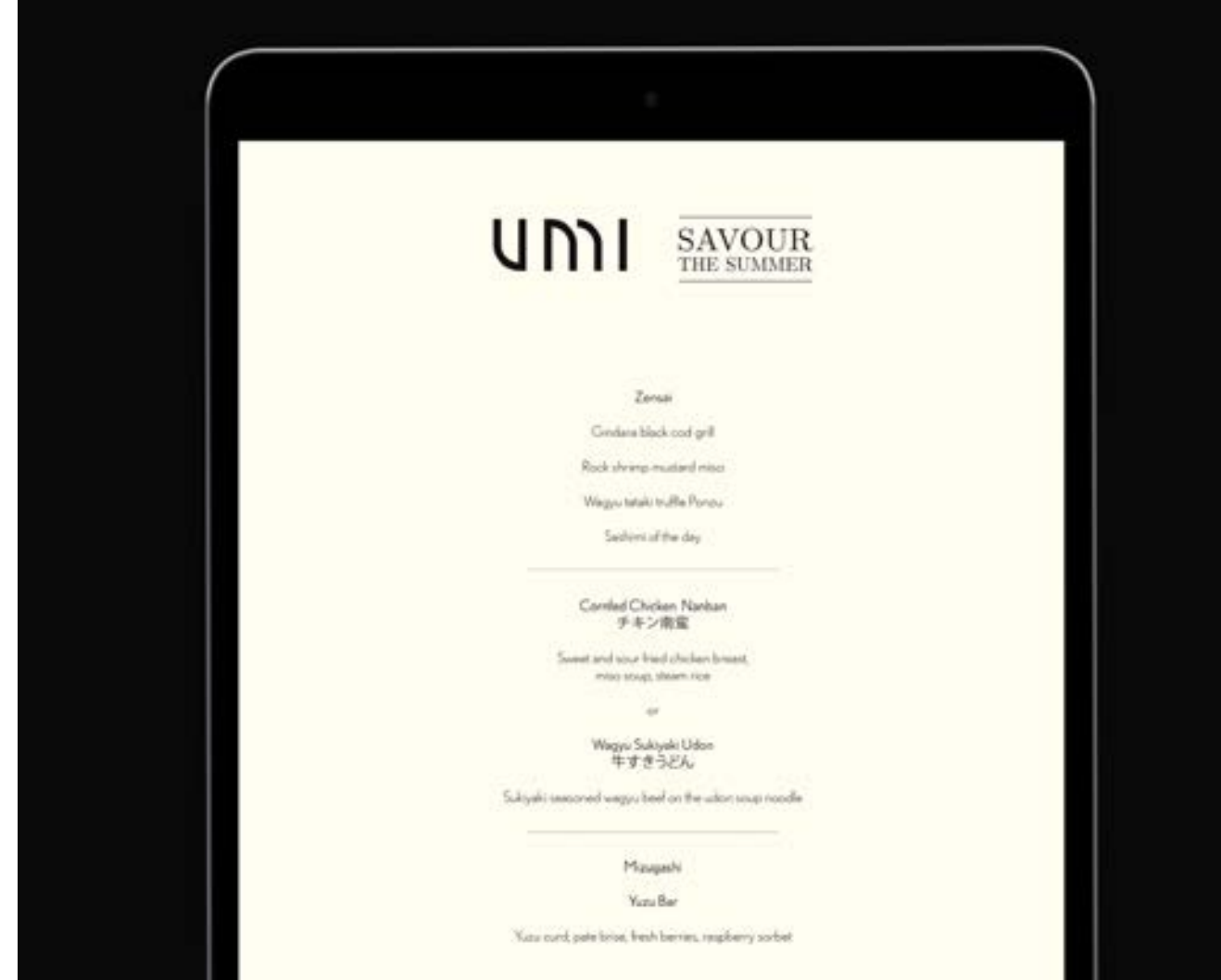
for Colds  
& Allergies

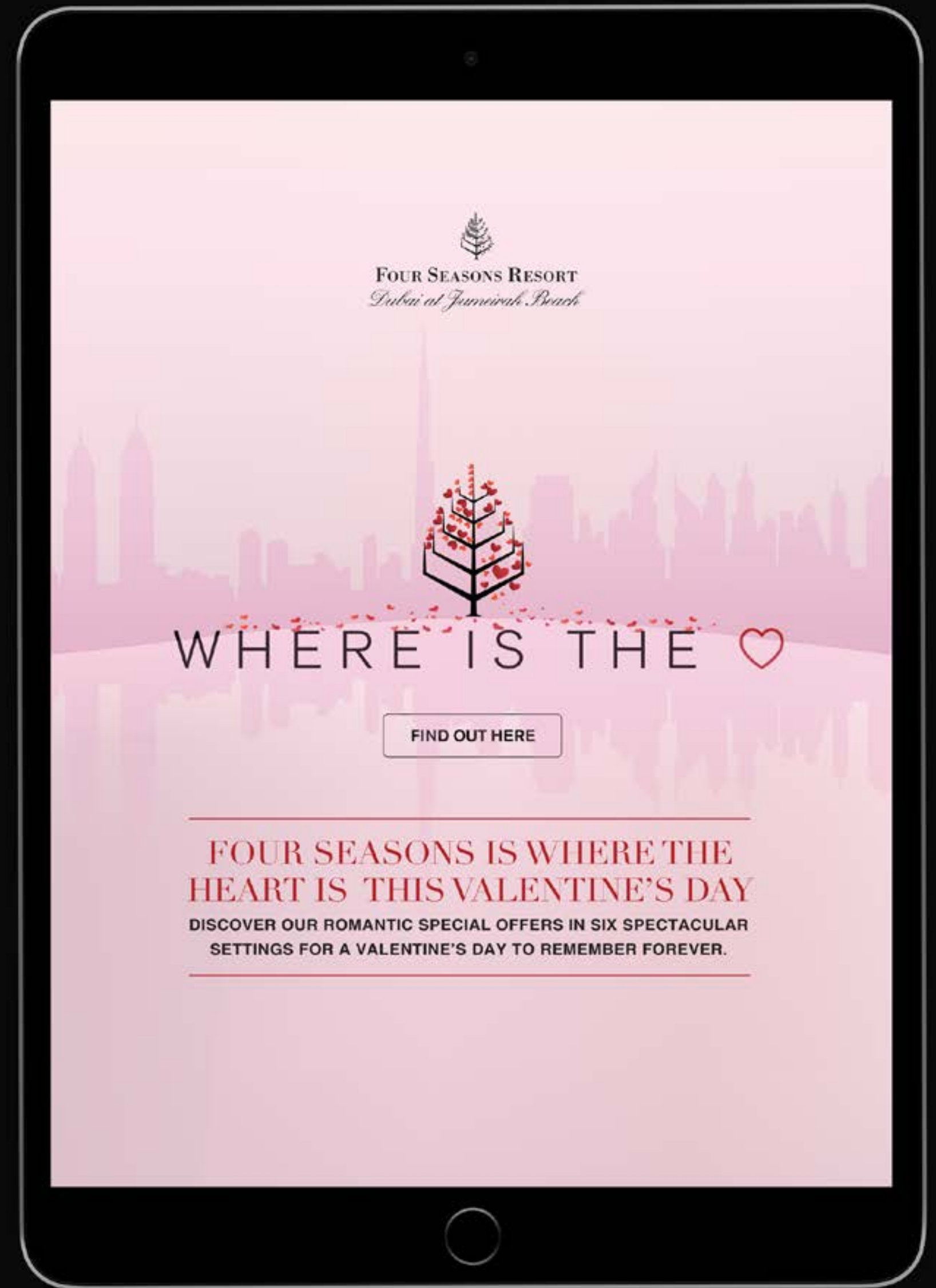
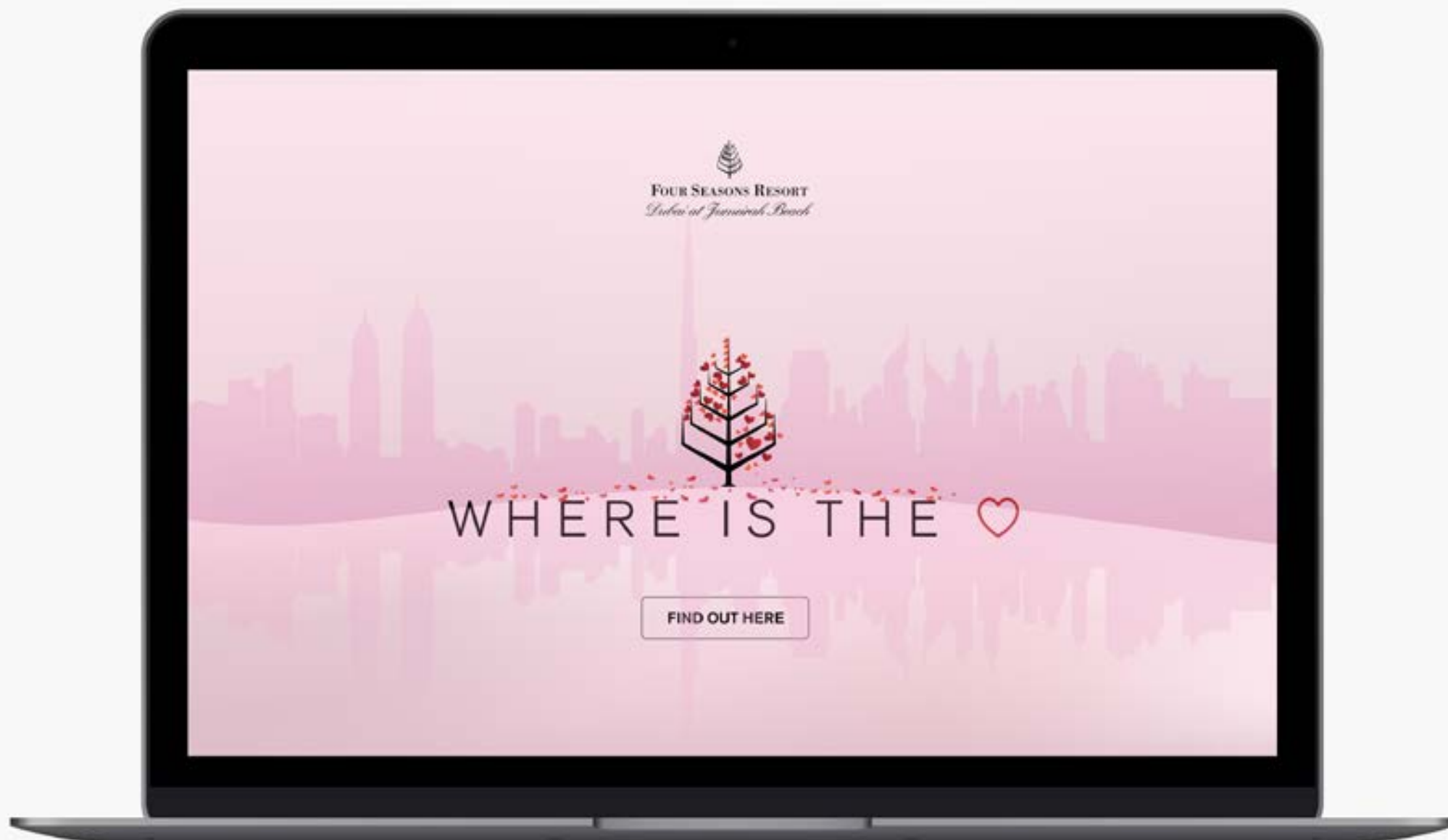
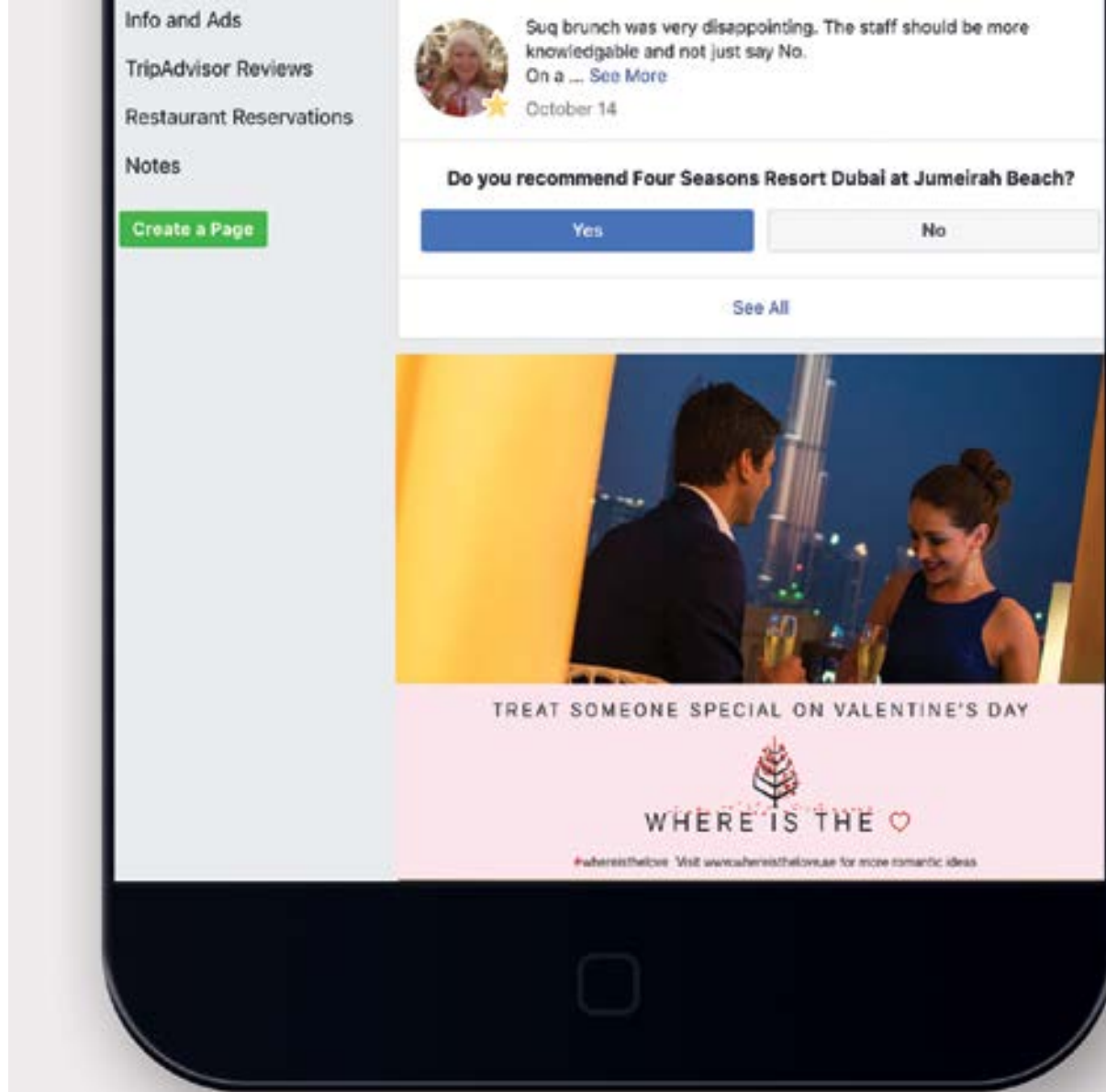
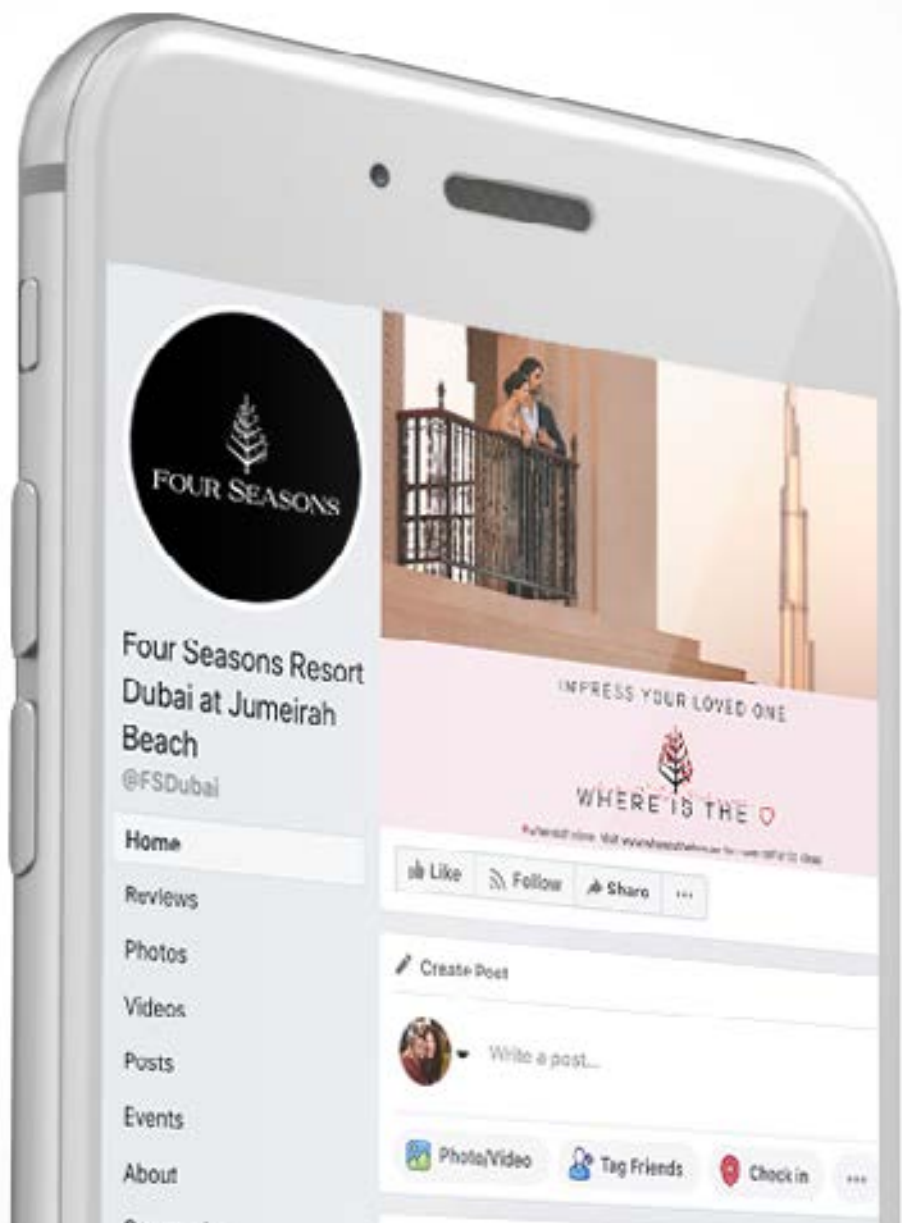


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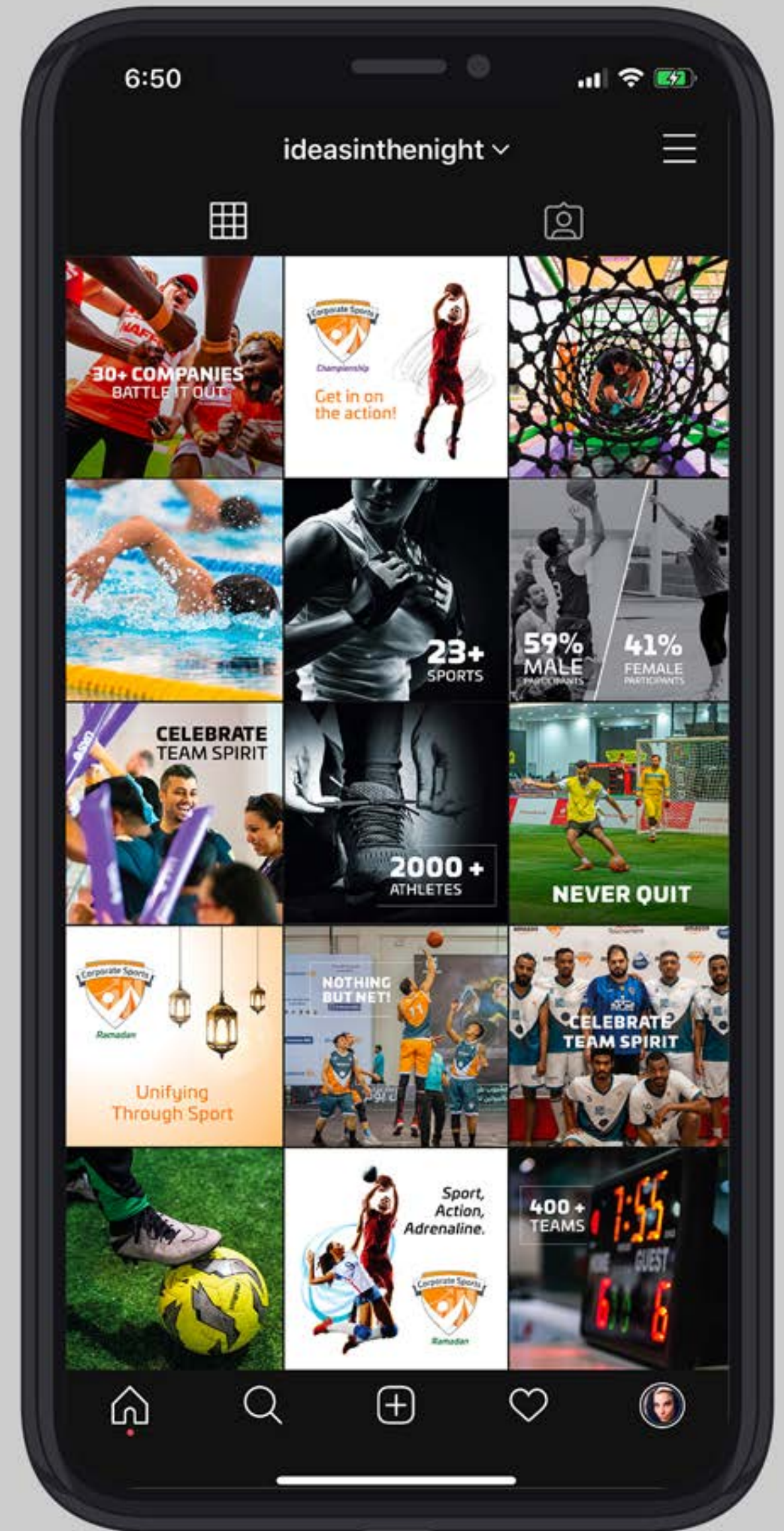
# Digital Marketing & Social Media

# SAVOUR THE SUMMER











Web Design



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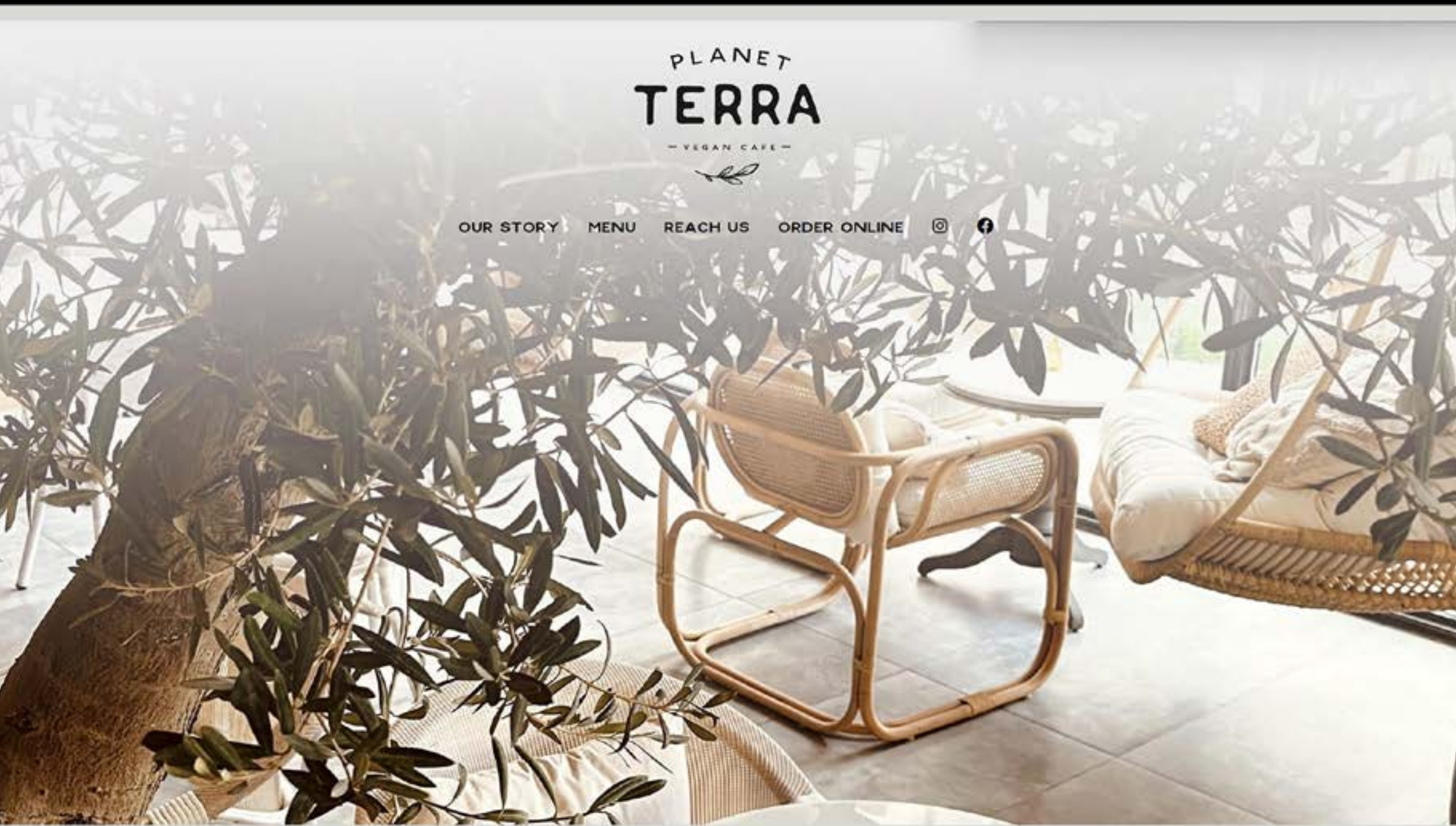
### THE MASTERMINDS: OUR STRATEGIC THINKERS THE TEAM BEHIND THE SCENES

Our team has a unique mix of talents and is equipped with deep knowledge in business development and customer experience, which gives us an edge to be a strong brand and competitive player in the market. Carrying over thirty years of accumulated, combined experience in hospitality, travel and tourism, media, marketing and advertising.

History speaks of achievements our team had previously established extraordinary concepts and managed international F&B brands that gained momentum and success in the market. Above everything, we have the right attitude to take off, which is the essential part of a successful recipe to prevail.

### OUR STORY BEGINS... A VISION FOR AUTHENTIC, MODERN HOSPITALITY.

Many business institutions have presented the idea of hospitality and F&B within their restaurants, lounges and coffee shops, however, we have noticed a shortfall in differentiating and conveying the true meaning of hospitality to customers. Hence, BABADI was launched to represent the authentic Bedouin hospitality in its modern, classy style. BABADI intends to stay relevant and appealing based on the idea of bringing the well recognized international brands with a prestigious reputation to the Middle East.



We partner with local, ethical suppliers and bakeries to source seasonal goods and products when available.

Everything on our menu is 100% organic and made fresh daily.

Planet Terra, a little piece of the planet and our commitment to healing it.

- 100% Organic
- Made-in-House
- Vegan & Plant-Based
- Artisanal Handcrafted
- No artificial sweeteners
- No refined sugars
- Non-GMO

A photograph of a white ceramic coffee cup filled with dark coffee, topped with a dusting of brown powder and fresh berries (blueberries and raspberries). Next to it is a stack of golden-brown pancakes topped with sliced bananas, fresh raspberries, and blackberries.

[www.planetterra.life/](http://www.planetterra.life/)



# SAVAGE BLOODLINES

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- Apparel
- Accessories
- Personal Training
- Meal Plans
- Contact



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The BEAST Series by Savage Bloodlines. The limited edition, BEAST is designed and manufactured for the hardcore bodybuilder in you. Strong, durable and extremely stylish, BEAST enhances the gym experience to the next level. The black and red color palette showcases the fierce, go-getter attitude of the ambitious gym enthusiast.

GET YOURS NOW

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