



Transguard Group

Annual Report 2020 - 2021





His Highness Sheikh Mohammed bin Rashid Al Maktoum
Vice President and Prime Minister of the UAE and the Ruler of Dubai



His Highness Sheikh Ahmed bin Saeed Al Maktoum
Chairman and Chief Executive, Emirates Airline and Group



After a year that challenged even the most stable of businesses, Transguard Group has proven that teamwork, innovation and customer service are imperative for growth, particularly in the face of adversity. Transguard has risen above the challenges of the global pandemic to serve its clients with timely products and services. Just as Transguard was on the frontlines to help protect the UAE from Covid-19 last year, in 2021 we are proud to once again be on the frontlines, this time helping set the pace for the country's economic recovery.

Dr Abdulla Al Hashimi

Chief Executive Officer



Greg Ward
Managing Director

In a year otherwise dominated by uncertainty and prediction-defying challenges, it is with great pride that we reveal how Transguard reliably provided insightful solutions and best-in-class client support. As you will see in the following pages, Transguard's innate ability to adapt to this new business landscape was key in achieving a strong end to a difficult year.

One of the first consequences of the Covid-19 pandemic was the closure of airports, both in the UAE and abroad. Quickly followed by a country-wide lockdown, many Transguard clients were forced to make the difficult decision to pause or cancel contracts. This meant more than 12,000 employees were idle almost overnight, none of whom could be repatriated to their home countries due to flight restrictions. Driven by a deep concern for their wellbeing, Transguard ramped up its already robust welfare initiatives and for the next six months dedicated itself to ensuring that these idle staff were provided with food and accommodation until they could be put back into the workforce or returned home.

However, buoyed by multiple strategic wins that were driven by innovation and customer service, Transguard's team successfully fought back against the economic ravages of the global pandemic to bring the company back into profitability by the end of the financial year.

If we learned anything during the pandemic, it is to keep our eyes on innovation and a fierce focus on customer satisfaction. We will not lose our momentum as we continue to support the UAE as it bounces back stronger than ever.

Financial Highlights

Key Performance Indicators	Actual	Actual	Actual
	2020-21	2019-20	2018-19
Revenue AED 000's	1,870,261	2,554,132	2,578,618
EBITDA AED 000's	214,390	450,828	265,454
EBITDA Margin %	11%	18%	10%
Operating Profit AED 000's	70,058	279,084	218,248
Operating Margin %	4%	11%	8%
Profit Attributable to the Owner AED 000's	32,104	233,578	186,780
Profit Margin %	2%	9%	7%
Headcount	45,438	60,791	66,926

Cash Services



Despite significant changes driven by Covid-19, Transguard Cash Services continued to dominate the cash-in-transit market during FY 20/21. This continued success was largely driven by proactive initiatives that saw Transguard Cash setting new industry standards for ATM and cash sanitisation, a service line that experienced a significant increase over the last year. Case in point, the current SCDM and ATM network of Transguard Cash includes more than 18,000 machines positioned throughout the UAE.

To date, Transguard Cash boasts a workforce of more than 2,500 professionals, both at site and in headquarters. This impressive team provides the back-office support for all of the division's endeavours, including more than 100,000 Cash in Transit services every month.

With employee welfare at the foundation of Transguard Group's business strategy, in FY 20/21 the Cash division made significant strides in their aim to help set standards for employee wellbeing in the region with the launch of Transguard Pay, an on-site, self-service kiosk that makes it easier than ever for site-based staff to stay connected with friends and family in their home countries.

“Transguard Cash set new industry standards for ATM and cash sanitisation”



Conveniently located within each Transguard accommodation, Transguard Pay enables site-based employees to recharge their local and international mobile lines and to top up their data plans right from their residence. A number of services are currently available, including top ups and bill payments for Etisalat, du and international mobile phone accounts, as well as payments for satellite television accounts and the ability to use multiple entertainment recharge coupons.

New features are already on their way, including a component that will enable employees to easily transfer funds to their home country and to pay other fees, including airfare, utility payments and traffic violations, among others. In addition, Transguard Pay runs important company news and awareness updates, further connecting all employees and keeping them updated.

Safety is also a key component, and the screens are sanitised on a regular basis as part of the high touch point cleaning regime Transguard instituted at all accommodations at the beginning of the coronavirus pandemic; hand sanitiser dispensers are also located within close proximity to each machine.



Security Services



The UAE's most recognisable security team expanded its sizeable reach in FY 20/21 with the signing of several significant agreements in an array of sectors. For example, Transguard Security Services is now the sole security provider for the country's largest bank; its embassy portfolio also grew in the last year with the addition of the Irish and Maltese embassies. Another noteworthy agreement saw Transguard add the extensive residential portfolio of the nation's largest property developer to its existing contract, which previously also covered the developer's Hospitality and Entertainment portfolios. A security team of nearly 1,000 Transguard professionals, including project managers, supervisors, administrators, traffic management, CCTV operators and security guards have been stationed in each community since July 2020.

This ever-expanding security footprint is a strong demonstration of the team's solid foundation and expertise. Transguard is exceptionally proud to be providing a secure, safe and happy environment for everyone who lives, works and visits these locations.

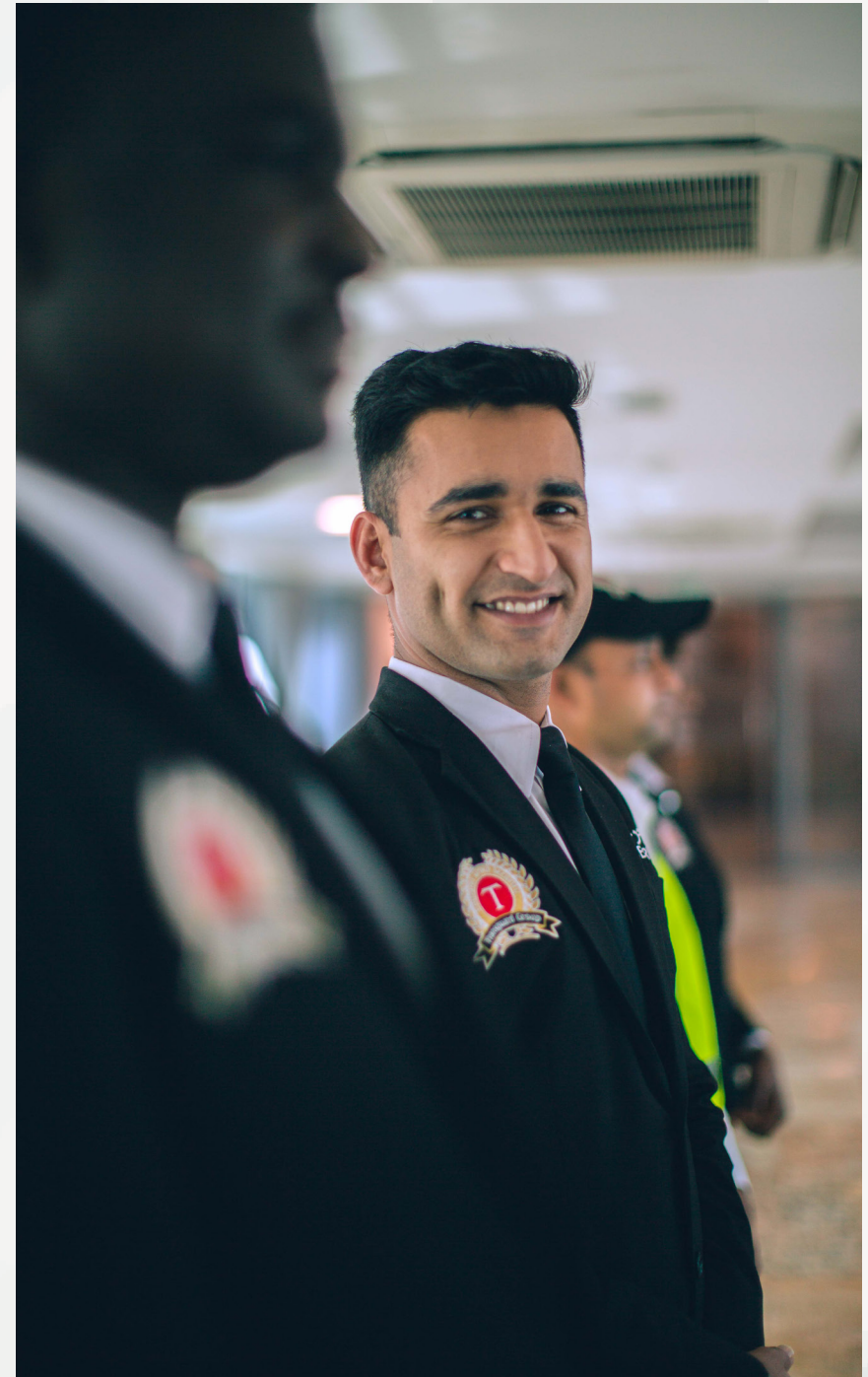
“Security's ever-expanding footprint demonstrates Transguard's solid foundation and expertise”





The UAE's need for fast, accurate temperature screening was met by the thermal imaging products and services offered by the Systems Integration team, who launched the new service in Terminal 3 of Dubai International Airport in the wake of the global pandemic. This was a particularly significant win for the team, who also supported the UAE's recovery with a number of other screening services. Transguard Security ended 2020 with the major announcement that it signed a Memorandum of Understanding with Huawei that allows the two companies to work more closely together on major Systems Integration projects, a partnership that has further strengthened Transguard's ability to offer the latest in innovative technology solutions to its customers.

As the UAE gradually reopened, Transguard Event Security was at the forefront of major events, including the Abu Dhabi HSBC Championship in January 2021; it was also the first time Transguard has supported the event in Abu Dhabi. As many as 70 security specialists were on-site in a number of roles, and Transguard deployed management and security for 10 days in every corner of the dedicated grounds and facilities of the Abu Dhabi Golf Club.



Manpower



With the exponential growth of the logistics sector in 2020, Transguard's Manpower portfolio likewise expanded to include contracts with all major supermarket chains in the UAE, as well as agreements to provide manpower for warehousing, delivery services and more for these essential service providers.

In addition, a major transportation project connecting Dubai and Abu Dhabi will also rely on Transguard employees as it enters the final stages of completion. Relying on our 24-hour deployment team, Transguard has also begun offering Transportation as a managed service, both for one-off requirements and longer-term needs.

Following the country's pandemic-mandated lockdown, Transguard also supported the gradual reopening of the UAE's hotel and F&B sectors with its Hospitality division: A framework for multiple hotels under the umbrella of a major regional hotel chain was a significant highlight of the year.

“Transguard also supported the gradual reopening of the UAE's hotel and F&B sectors with its Hospitality division”



Reflecting the standard-setting customer service provided by our Hospitality team at the UAE's 5-star hotels and resorts throughout the country, our sought-after team has also been secured by seven Expo 2020 Dubai pavilions to provide guest experience, event management and more during what is anticipated to be the largest event ever held in the Arab World.

Transguard is proud that all of these wins are a direct result of our team's ability to combine the welcoming spirit of the UAE with innate local knowledge and a keen understanding of customer service.



Sebastian Rosito, Deputy Commissioner General and Director of the German Pavilion and Greg Ward, Managing Director, Transguard Group, sign the framework agreement, under which Transguard will provide dedicated facilities management during Expo 2020 Dubai, including cleaning, security and laundry services.



Aviation & Logistics



Despite the significant impact felt by the travel industry in the wake of the global pandemic, Transguard's Aviation division celebrated a number of milestone wins, including the recently announced growth of its contract with Etihad Airways.

The current contract, under which Transguard has supplied the Abu Dhabi-based airline with loaders, fork lift operators, drivers, cargo agents and agents specialised in assisting passengers with restricted mobility, has been extended by an additional three years. As part of the new agreement, Transguard bus drivers will also be deployed to Abu Dhabi over the next few months.

With the expansion of the contract with Etihad, Transguard has also achieved "Diamond Partner" status under Etihad's Alwatani programme.

"Transguard Aviation experienced milestone wins despite the significant impact felt by the travel industry in the wake of the global pandemic"



Established last summer, Alwatani ensures that the airline is supported by UAE businesses that are actively committed to the local economy. "Diamond Partner" is the most elite tier of the programme.

Aviation experienced another win with Emirates Group when its existing chauffeur drive contract was also extended and expanded: Two years after taking over the contract for Emirates' Business Class chauffeur service, Transguard Group was also awarded the contracts to provide transportation services for the airline's First Class and Multi-Purpose Vehicle passengers.

Over the past two years of being responsible for Emirates' Business Class chauffeur services, Transguard has committed itself to meeting and exceeding the needs of Emirates and of its passengers. This solid relationship has led to the natural expansion of our work with the airline.

Each contract relies on an elite, highly trained team of professional chauffeurs who drive a dedicated fleet of nearly 170 luxury vehicles, including the Mercedes V Class for Multi-Purpose Vehicle passengers, the BMW 5 Series for Business Class, and the Mercedes S Class for First Class.

In addition to the new contracts, Transguard Group was also awarded a two-year extension to the existing Business Class chauffeur contract.



Workforce Solutions



FY 20/21 was a time of strategic growth for Workforce Solutions (WFS), Transguard's professional contract staffing division. Our relationship with one of the world's largest beauty and skincare brands continued to be one of strength and reliability; meanwhile, WFS established fruitful new relationships in the oil and gas industry in Abu Dhabi.

The most headline-grabbing development was our February announcement of the formation of a new partnership between WFS and a carefully selected Saudi partner; the collaboration is the first international venture for Transguard Group.

Saudi Arabia has enormous growth potential, not only on a regional scale but also from a global perspective. Our partner was selected after a rigorous evaluation process and we are confident that our partnership will not only support the continued development of the Saudi economy but also that of our customers.

“FY 20/21 was a time of strategic growth for Workforce Solutions, Transguard's professional contract staffing division”





With a current focus on professional contract staffing, the new collaborative solution is aimed at benefitting clients with company registration in Saudi as well as to those who are yet to establish an entity in the Kingdom.

Workforce Solutions has built its reputation on providing exceptional service in the UAE and our Dubai-based team is invested in ensuring that our clients experience this same level of service delivery in the Kingdom.

Facilities Management

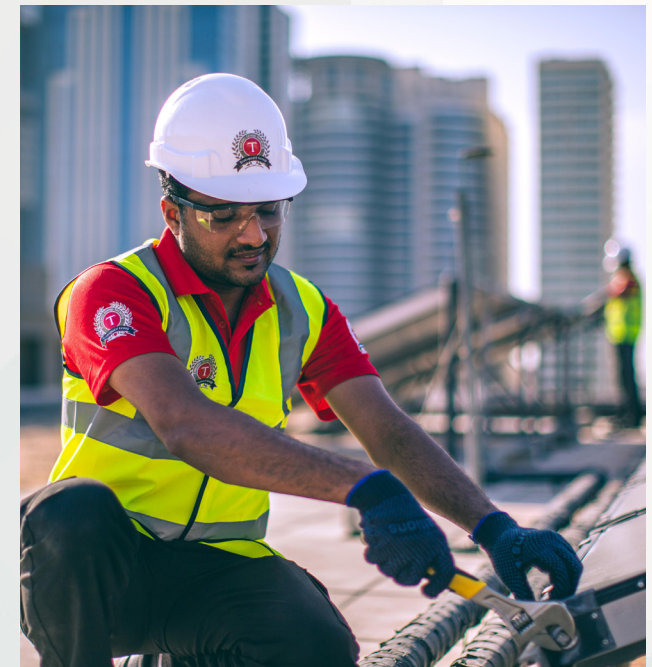


It is not an exaggeration to say that

Covid-19 sparked greater innovation for Transguard Group, particularly as the global pandemic increased the need for thorough hygiene and sanitisation. In addition to deploying more than 44,000 employees every month during the height of the Covid-19 crisis, a further 500 employees took on a variety of roles to the UAE's field hospitals, while another contingent serviced the FM needs of one of Dubai's largest hospitals.

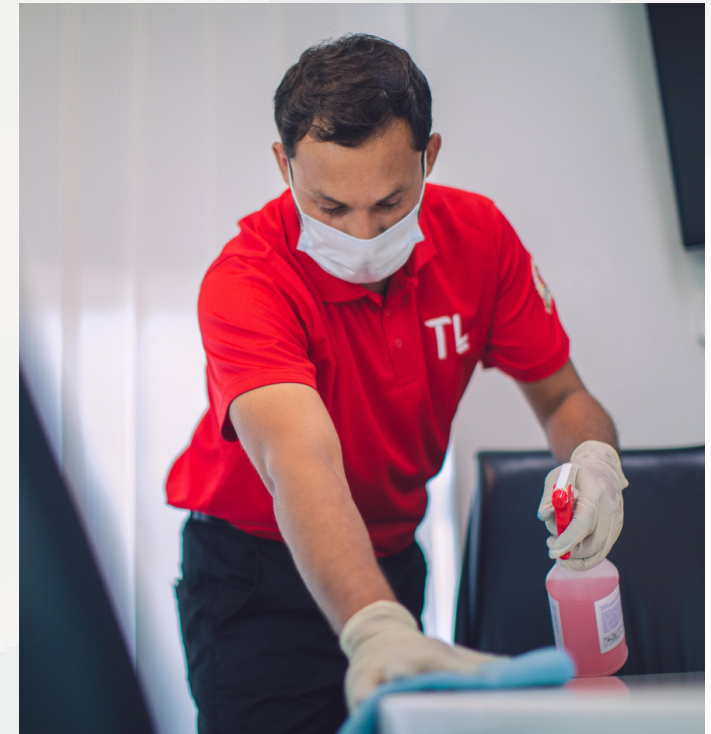
Transguard's Facilities Management division worked tirelessly with its clients during the lockdown period, where we demobilised and remobilised more than 1,000 people over a six-week period to help our clients manage their core operations and reduce cost through a tough period. To this end we launched three new products and two new services lines to answer the requirements of Covid-19 prevention: Designed and produced by Transguard, these bespoke misting stations for individuals, crowds and vehicles were incredibly well received by businesses large and small, including a major airline and a multinational automation conglomerate.

“Transguard’s Facilities Management division worked tirelessly with its clients during the lockdown period”



Two of our newest offerings also included ad hoc cleaning and sanitising fogging services, both of which were instigated and well-received following significant market demand. We offered innovative (and in a number of cases, emergency) support to all our clients, including those in the Transport, Banking and Retail sectors, with the creation of a mobile in-house fogging and disinfection team.

Held under careful consideration of health authority guidelines limiting crowd size, Transguard's BISCs-certified teams at our Centre of Excellence (COE) regularly delivered bespoke trainings across key areas, including the deep sanitisation of public areas, offices, and vehicles; high touch point zone cleaning for buildings and automobiles; and chemical room fogging. Employees are also proactively educated on the importance of safe hygiene and how to limit the risks of the spread of all germs while completing their daily tasks.



Cleaning is just one area of cross-training that is available to Transguard employees: Over the last year the COE recently ramped up its efforts in loading, warehousing, logistics and more as it continues to deploy its employees to companies currently requiring additional support, such as supermarkets and delivery services. Not only do these efforts keep our staff actively engaged, we take the initiative to empower them with new skills that they can use in other parts of Transguard as they progress through their careers within the business.

Transguard's FM division also landed a prestigious contract with a global leader in the Oil & Gas sector and expanded its retail portfolio with the addition of two malls, including Dalma Mall in Abu Dhabi. We also renewed our contract with Global Village for the 11th consecutive year.

Transguard Delivery



2020 forced a seismic change on the e-commerce sector, both globally and in the UAE, and as demand for flexible delivery drivers grew at an astronomic rate, Transguard Delivery was prepared to offer the expertise and logistics required to keep retail functioning in this new reality.

New contracts ensured that Transguard Delivery continued to support the economic recovery of the country as its drivers continued to ring many a doorbell over the past year.

The most noteworthy of these agreements include a contract with the largest e-commerce company in the world, another with a popular online fashion retailer and yet another with one of Dubai's most recognisable names in spirits.

“As demand for delivery drivers grew, Transguard Delivery was prepared to offer expertise and logistics”



Transguard Delivery was also provided strategic support to an innovative new service from Emirates that allows the airline's passengers leaving from Dubai to check-in from the convenience of their own homes.

Following strict protocols for safety and hygiene, a representative from Transguard Delivery will arrive at a passenger's home 8 to 24 hours prior to flight check-in to issue boarding passes, and to weigh and even sanitise all bags before delivering them to the airport well in time for the passenger's flight.



Transguard Living



The consumer division of Transguard, Transguard Living, posted significant gains in strategic areas of its business, including expansion into Abu Dhabi due to a contract with one of the UAE's largest airlines and the growth of its team of Move professionals.

The business continued to evolve in Dubai when it was named the sole provider of FM services for one of the most coveted residential towers on the Palm Jumeirah.

Following the relaunch of transguardliving.com, Dubai's premier home services company also announced four new "appointments": Inspired by the native Arabian Mau cat, Danny, Lola, Zain and Nour are the company's new mascots.



“Transguard Living expanded into Abu Dhabi, grew its team of Move professionals and continued to evolve in Dubai”





Danny
Clean

Our “Clean Machine” is an eternal optimist – there is nothing he cannot get spick and span, and he loves a good mess so he can put his skills to work. From deep cleaning to the daily once-over, there’s no cleaning challenge too small for him.



Zain
Fix

This Mr. Fix-It-All loves taking care of all your household upkeep needs, both large and small – from tightening a leaky faucet to fitting-out your home for a complete refresh. He’s street smart, stands up for what he believes in, and is very technically minded.



Lola
Move

Got a new place? Call the Move Maven to make sure your valuables are well taken care of. This ultimate cool girl packs, moves, unpacks and sets you up. In other words, let Lola hand it! She’s all about making sure this big change in your life is as smooth as possible.



Nour
Smart

Ms. Super Smart is a technology wizard, rightfully compared to Hermione Granger and Elon Musk. She can make your home a futuristic haven with everything from high tech home security to environmentally-friendly energy, water, and other smart cost-saving solutions.



Representing the various service lines of Transguard Living, these characters were conceptualised and designed in-house and are given away with every Annual Maintenance contract.

Transguard Living also launched Home Secure, a portfolio of tailored home security products and packages available to home owners and renters in communities across Dubai that includes a site inspection, a wide range of cameras and alarms and professional installation.

Taste of Home



Two years after its launch, Taste of Home, Transguard's own catering division, expanded its reach into the rest of the UAE by offering its delicious meals as a managed service for a number of industries, including education and construction.

Taste of Home also launched separate menus for white and blue collar requirements, successfully signing with several Dubai-based firms with employees in both demographics.

Another exciting development for Taste of Home was the launch of its diverse line of iftar meal packages, which offered an enticing array of items during the Holy Month.

Industries as varied as waste management, driver's education and security were the recipients of the inaugural meals, which received rave reviews.

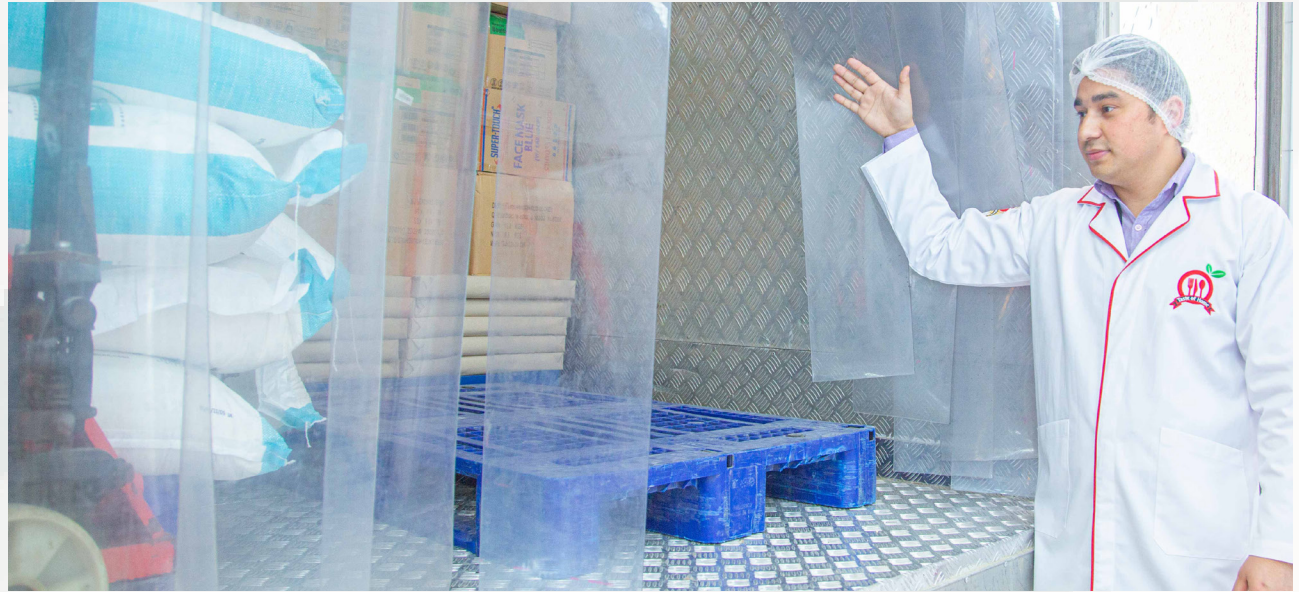
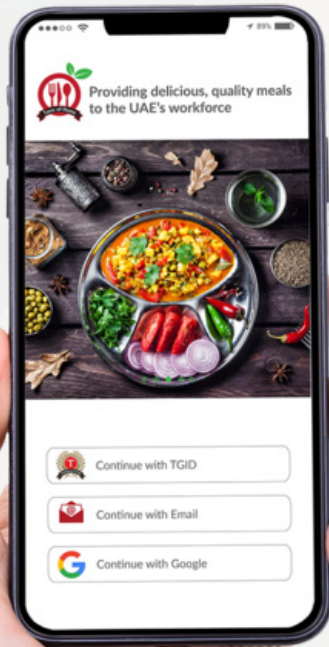


“Two years after its launch, Taste of Home expanded its reach into the rest of the UAE by offering its delicious meals as a managed service”



Taste of Home will also soon be launching its self-produced meal management app for its subscribers.

With an eye toward convenience and sustainability, the app will replace the need for paper meal tickets and allow diners to review upcoming menus, update dining preferences and pay for meals using the app's ticketing feature. The new app provides new clarity for diners while empowering them to have more ownership over their daily meal choices.



Digital Transformation

Digital transformation has long been a priority for Transguard, but the challenges of the last year gave our specific initiatives a new urgency that accelerated our progress in a number of areas.

Operations, training, welfare, logistics, payroll – all of these and more have benefitted from digital enhancements or completely new applications that improve customer experience and allow us to be even more efficient in how we deliver services, both internally and externally.

This eye toward efficiency has led to several new streamlined processes over the last year, including a digital overhaul of our room allocation process, which has allowed for more efficient accommodation assignments for site-based employees, who are also now deployed faster thanks to an enhanced rostering process that was also reengineered over the last few months.

The payslip generation process was also

“The challenges of 2020 gave our digital transformation initiatives a new urgency”

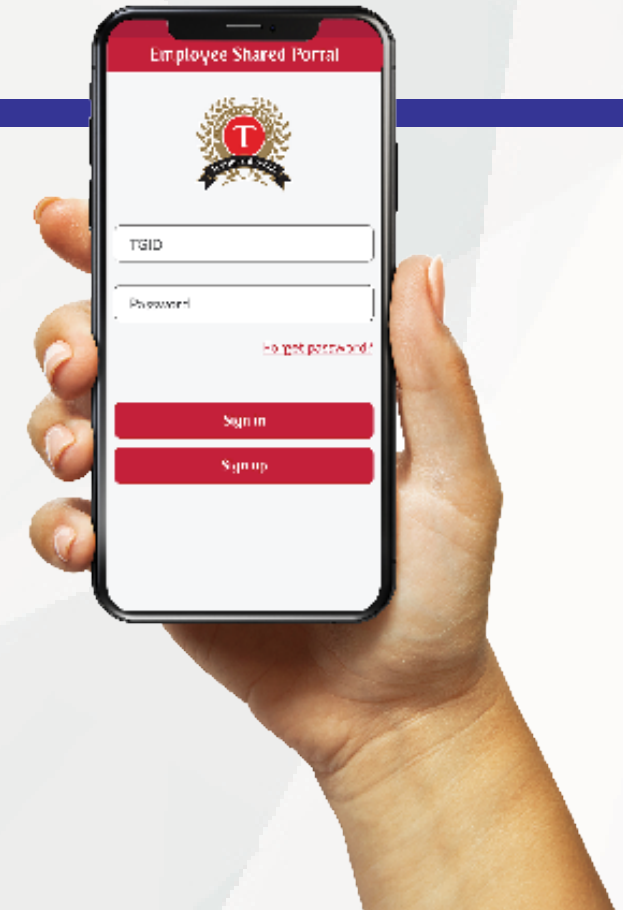
subject to an optimisation review during this time, with the impressive result of a 1000% improvement in timelines.

Transguard’s portfolio of self-produced apps also grew during FY 20/21. This started with the launch of a new app that was created to reduce paperwork in the company’s chauffeur driver division. The in-house produced app also tracks all trips, kilometres travelled, fuel cost per trip, photos and logs of any damage and even calculates the revenue per trip per day.

In the final stages of in-house development is a meal management app for Taste of Home, Transguard’s catering division: Once complete, anyone with a Taste of Home meal plan will be able to review upcoming menus, change their meal preferences and redeem meals using the app’s ticketing feature.

Not only is the new app anticipated to improve the dining experience for Taste of Home subscribers (both in Transguard’s own accommodations and in other accommodations serviced by the catering company), the resulting efficiencies in the back office translate into significant hard savings.

Meanwhile, a new mobile app for technicians in Transguard Living, the consumer division of Transguard Group,



introduced immediate improvement in terms of staff utilisation and travel time between jobs.

Also benefitting from the company’s holistic approach to digital initiatives are Transguard’s award-winning training programmes, which saw instructors providing classes for both site and headquarters staff in Lean Six Sigma, customer service, financial literacy and other topics.

All told, more than 2,000 employees have taken these virtual classes in the last year.

Corporate Social Responsibility



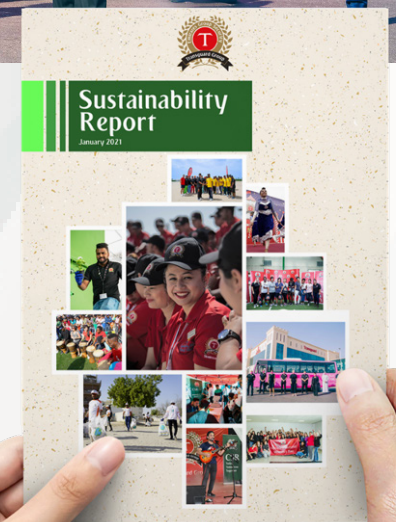
As the impact of Covid-19 continued its ripple effect through the national economy and our business, Transguard Group remained firmly committed to the safety and wellbeing of our employees and the environment.

Several responsive, robust initiatives centred around welfare and sustainability were active demonstrations of our holistic approach to CSR.

First and foremost was Transguard's keen awareness of our responsibility for our site-based staff, many of whom had their contracts paused or even cancelled, especially at the beginning of the pandemic when a number of our clients had to make difficult decisions to keep their own businesses afloat.

We launched a number of CSR initiatives to keep our team happy and engaged, including our first virtual talent show (a live broadcast into company accommodations and HQ), quiz nights for HQ and site-based staff, and in October, the return of the Transguard Pink bus and the distribution of pink branded masks during October's breast cancer awareness activities.

“Transguard remained firmly committed to the safety and wellbeing of our employees and the environment”





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