

# TRANSGUARD GROUP

ANNUAL REPORT  
2021 - 2022



# 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



# Dr. Abdulla Al Hashimi

Chief Executive Officer



For more than 20 years, Transguard Group has not only set industry standards but continuously exceeded them. This ability to rise above was brought into sharp focus particularly over the last two years when the entire global economy struggled against the ravages of the Covid-19 pandemic. Both last year and this, Transguard's strength has been its people, each of whom has contributed in remarkable ways to grow the business while serving the UAE and its citizens. I am exceptionally proud of Transguard's outstanding growth over the past year and look forward to striving to even greater heights over the next 12 months.

## Dr. Greg Ward

Managing Director



Last year, Transguard achieved a profit against the stark background of the global pandemic. This success in the wake of uncertainty helped us shape our priorities for FY21/22, which was to continue driving the momentum that led us to the profitable finish of the last financial year. This was no small ask, considering that we were still operating the majority of the year in the pandemic.

We are immeasurably proud that we've delivered another profitable year despite the ongoing restrictions. During the pandemic we were often recognised for going above and beyond in service of our clients. Today, we are even more committed to supporting the UAE, and exceeding customer expectations is foundational to our continued success.

Our ability to identify and respond to gaps in the market – across multiple industries – will continue to position us as the UAE's most trusted, best-in-class solution provider. It has allowed us to continue our recovery from the Covid pandemic and we are well on track to be exactly where we were as the pandemic struck.

# Financials

<b>Key Performance Indicators AED 000's</b>	<b>Actual 2021-22</b>	<b>Actual 2020-21</b>	<b>Actual 2019-20</b>	<b>Actual 2018-19</b>
Revenue	2,168,670	1,870,261	2,554,132	2,578,618
EBITDA	230,492	214,390	450,828	265,454
EBITDA Margin %	11%	11%	18%	10%
Operating Profit	141,655	70,058	279,084	218,248
Operating Margin %	7%	4%	11%	8%
Profit Attribute to the Owner	109,813	32,104	233,578	186,780
Profit Margin %	5%	2%	9%	7%

# Cash Services



**Most recently awarded the Dubai Quality Gold Award** by the Department of Economy and Tourism for operational and business excellence, Transguard Cash maintained its dominant market position in FY21/22. This continued success was largely driven by innovation and an innate ability to adapt. Transguard Group is the only company in the UAE to offer unique solutions such as bulk Cash Deposit Centres (CDCs), in addition to a wide network of Smart Cash Deposit Machines (SCDMs) and ATMs, with more than 18,000 machines currently positioned throughout the UAE.

In 2021, Transguard Cash won several other accolades for its commitment to organisational excellence and for demonstrating continuous improvement in its efforts to remain a market leader. These include the Mohammed Bin Rashid Al Maktoum Business Award, which recognises the success of those who







are proven to be leaders in their respective industries; the Mohammed Bin Rashid Al Maktoum Business Innovation Award, which recognises organisations that are proven to be leaders in the realm of innovation and whose achievements in innovation contribute to the development of their economies; and the Mohammed Bin Rashid Al Maktoum Customer Excellence Award, which recognises the outstanding efforts of companies that deliver exceptional customer experience at all levels.

Transguard Cash boasts a workforce of more than 2,500 professionals. The team, based at site and in the headquarters, provides the back-office support for the division, including more than 100,000 monthly Cash in Transit services.

In response to the global pandemic, there was significant growth in the ATM cleaning and sanitisation business. With safety being a top priority, screens are sanitised on a regular basis as part of Transguard's high touch point cleaning regime and hand sanitiser dispensers are also located within close proximity of each machine.

# Security Services



The UAE's most recognised integrated security team grew to 15,000 professionals during FY21/22, making Transguard Group the largest private security team in the UAE. During the onset of the pandemic our guards were at the forefront of protecting the nation by implementing and upholding new Covid regulations. Due in no small part to their adaptability and willingness to go above and beyond, demand for Transguard Security



grew rapidly in 2021 – and not only for manguarding, but for our other services as well, including consulting, aviation and embassy security, Executive Protection, Event Security, cash security and more. In addition to a wide range of security services that help keep people and premises safe, Transguard also offers customised Quick Response Team (QRT) solutions, an innovative blend of manguarding, mobile patrols, track and



trace technology and various communication tools, which are currently in use at several key financial institutions.

In FY21/22 Transguard Security reported an overall revenue growth of 20%, which can be attributed to the signing of several significant agreements across different sectors. In addition to guarding some of the most iconic locations in the UAE, such as the world's tallest building and largest mall, Transguard was also responsible for guarding the UAE's 50th Anniversary celebrations at Hatta Dam.

The team's expertise, combined with their adaptability and willingness to go above and beyond, has resulted in remarkable growth for this business unit in 2021 and Transguard is proud to be providing a safe and secure environment for those living and visiting the UAE.

# Manpower and Hospitality





**Transguard's Hospitality division remains one of the largest manpower suppliers for hospitality in the UAE.** In FY21/22 our sought-after team was secured by several country pavilions at Expo 2020 Dubai to provide guest experience during the global gathering, which is the first Expo to be held in the Middle East, South Asia and Africa region. The Hospitality division offers an end-to-end solution for clients, which includes the recruitment, onboarding and training of new hires, as well as full workforce management. It also offers flexible staffing solutions for peak seasons. Constant innovation and training ensure our staff deliver the world-class service for which Transguard is known.

As many as 1,400 hospitality staff are deployed at over 65 hotels and restaurants in the UAE. Transguard is a trusted name in the industry and works with some of the most iconic brands in the UAE; signing a contract with a luxury destination resort on The Palm was a significant highlight of the year. This growing portfolio is a result of the team's ability to combine the welcoming spirit of the UAE with local knowledge and a keen understanding of customer service.

The Hospitality division also announced the launch of flexible luxury yacht staffing solutions. This service gives yacht owners instant access to highly trained professional staff who have been trained to deliver five-star guest experience. These include hosts and hostesses, waiters and waitresses, bartenders, chefs, kitchen crew, as well as deep clean service crew. Staffing solutions are available for both short- and long-term contracts.

Transguard's Manpower division continued to grow through 2021 as it continued to provide solutions ranging from manpower and merchandisers to forklift operators and loaders. During this time, Transguard's portfolio of drivers also expanded to include major contracts for this type of outsourcing to both national and international companies.



A key supplier of support for multiple sectors, Transguard continued to experience particularly impressive growth in the logistics industry, and secured contracts with multiple distribution companies in the sector.

Transguard also met construction labour needs within the UAE and provided critical staff to support the building of multiple data centres in the emirate. An extensive talent pool enables Transguard to provide staff across a number of roles to support all industries.





# Aviation



**FY21/22 was a year of regrowth and renewal**, not only for the UAE but also for Transguard's Aviation division. Responsible for providing key support to multiple national airlines, as well as for airports in Dubai and Abu Dhabi, this division acted as a bellwether for the post-pandemic recovery of the nation's travel and tourism sectors.

In addition to loaders, aircraft cleaners and other roles, the Aviation division also supplied other trained service professionals for shuttle busses, taxiway operators and various designations required for VIP services.





In late 2021, Transguard was awarded first place at the RTA Vendor Awards, which was in recognition for the steady growth of our partnership with the government entity. Comprised of an elite, highly trained cohort of professional chauffeurs who drive a dedicated fleet of nearly 170 luxury vehicles for the Emirates Chauffeur fleet (which includes First Class, Business Class and Multi-Purpose Vehicle chauffeur services), Transguard's team of drivers continues to consistently meet and exceed the needs of their passengers.

# Workforce Solutions





**Transguard's professional contract staffing division, Workforce Solutions (WFS),** has built its reputation on providing exceptional service. Growth in FY21/22 was marked by industry-specific wins, consultancies, and contracts with cloud kitchens and technology companies. Among several headline-grabbing announcements was its work with Expo 2020 Dubai: Workforce Solutions not only provided hosts but also management and support teams to multiple country pavilions. Staff were responsible for delivering

exceptional customer service to visitors, which exceeded 20 million over the course of the six-month event.

Workforce Solutions also landed a prestigious contract with one of the world's largest oil field services companies, marking its entry into the oil and gas sector.

WFS also expanded its portfolio with the addition of a UAE bank, a consumer electronics company and a tech company.

This dynamic business unit also secured a multi-million contract with one of the UAE's largest dark kitchens and is working with the Dubai-based start-up to support the transition of over 1,500 personnel.



# Facilities Management





With a workforce of more than 16,000, Transguard's Facilities Management (FM) division is **the largest facilities management provider in the UAE**. In FY21/22, the division won key government contracts, as well as contracts with GymNation (one of the UAE's leading gym chains) and Yiwu Market, a new purpose-built trading venue located in Jebel Ali.

The division experienced an invigorating success early on in the financial year after winning the Best Client-Contractor partnership Runner Up award at the Middle East Cleaning Hygiene & Facilities Awards for its work with Global Village; the tourist attraction later also renewed its contract with the Transguard FM team for the 12th consecutive year.





The division has long provided support to several banks, including the country's largest bank, and has also established fruitful new relationships in the medical sector, with clients including one of the largest healthcare providers in the UAE and a private hospital. Its impressive portfolio also includes the world's largest online retailer and Dubai's newest luxury gated community.

Transguard's FM division also played a significant role during Expo 2020 Dubai, with more than 200 facilities management personnel deployed across 50,000 square metres of the venue, including 17 pavilions and other common areas.

Transguard's FM clients can also benefit from a wide range of specialist services such as landscaping and irrigation management, pest control, water tank cleaning, building management system (BMS), car park management systems, traffic lights maintenance and more.



# Transguard Delivery



**As demand for flexible delivery drivers continues to grow**, Transguard Delivery offers both the expertise and logistics required to get packages sent from door to door. Catering to the needs of high-profile logistics aggregators, as well as providing support for premium delivery services, this division of Transguard signed several new noteworthy contracts in FY21/22.

Transguard Delivery partnered with major Chinese logistics aggregators to provide both B2B and B2C services, and also onboarded a leading retail and marketplace distributor, meeting their e-commerce and B2C demand.





In FY21/22, Transguard Delivery was honoured to become a trusted services provider for high-end jewellery and retail brands and was tasked with managing their internal deliveries. It was also chosen by businesses and customers as a reliable partner for cheque collections.

Transguard Delivery provided strategic support to passengers, transporting thousands of pieces of luggage for cruise ship passengers, as well as managing the delivery of mishandled baggage across Dubai, Sharjah, and Ajman.

Transguard Delivery also landed work with F&B outlets and hotels, supporting with the delivery of hard beverages from vendor to consumer.

# Transguard Living





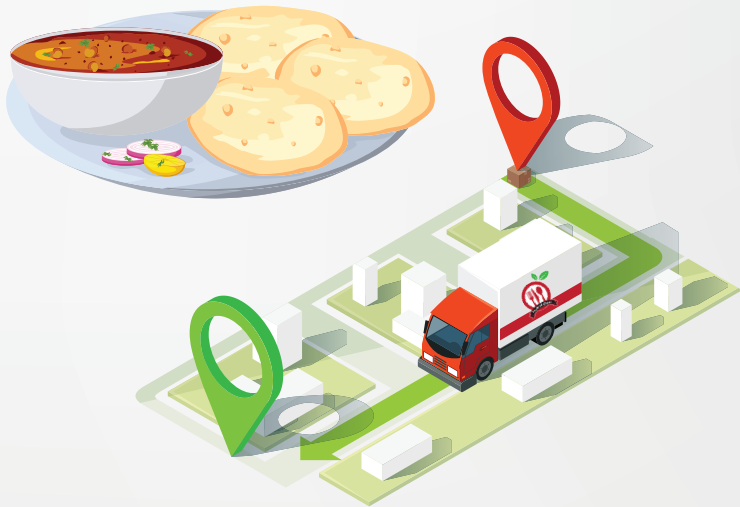
**With an eye toward convenience, Transguard Living**, the consumer home services division of Transguard, launched a dedicated app for both iOS and Android. It reflects the business' Fix, Clean and Move services, as well as the latest offers and promotions. The fully vaccinated team is available around the clock for scheduled and emergency call-outs.

The business grew its team of Fix professionals, with numbers doubling in FY21/22. In addition to its expansion into Abu Dhabi, Transguard Living continued to evolve in Dubai. Its landscaping division doubled in size, with a forecast for further growth in 2022. Among several new contracts for landscaping was a noteworthy win of AED 3 million with a residential project on Dubai-Hatta road. Similarly, new



tank cleaning services got off to a flying start; over 500 tanks were cleaned in the final quarter of the year. Finally, the Move team is fast developing a reputation of being one of the best in the region with a record 95% recommendation rating from our clients.

# Taste of Home





Launched to meet the needs of its own employees, **Transguard's catering division Taste of Home** has expanded its reach across various sectors in the UAE. In FY21/22 Taste of Home won significant contracts in key sectors, including hospitality, logistics, and educational institutions. One major highlight was contracts in the government sector, with Taste of Home feeding an impressive 1,400 government staff each day. The business continued to evolve, with Taste of Home providing Iftar meals for 40,000 people during the month of Ramadan, as well as 450 meals daily to schools in the UAE.

With a capacity to produce more than 36 million meals annually, Taste of Home landed contracts catering for staff of a leading insurance company, a recognised packaging and labelling company, as well as the real estate division for a leading conglomerate.

In addition to preparing multi-cuisine meals, Taste of Home also developed



sauces, meats and poultry items, in addition to premixed spices for a recognised distributor of artisan milk products. Additional exciting announcements are also on their way from the division: These include the external launch of Taste of Home To Go, an express food service that will offer diners fresh, portable meals; as well as a range of bakery items, which will be available at TMart convenience stores located in the accommodations.

Finally, Taste of Home also launched an in-house developed app as an alternative to paper meal tickets: Convenient and another step towards sustainability, the app allows diners to review upcoming menus, pay for meals, and update their dining preferences, which empowers them to have more ownership over their daily meal choices.



# Transguard Events



Transguard  
Events



After having supported some of the **biggest sporting events and attractions in the UAE** for two decades, Transguard launched its own stand-alone Events division in FY21/22. In addition to large scale events (such as exhibitions, conferences, live performances and award ceremonies), Transguard Events will extend its range of services to smaller events including weddings and gala dinners.



CORPORATE EVENTS



ENTERTAINMENT  
& SPORTS EVENTS



TRADE SHOWS



AWARD SHOWS



WEDDINGS



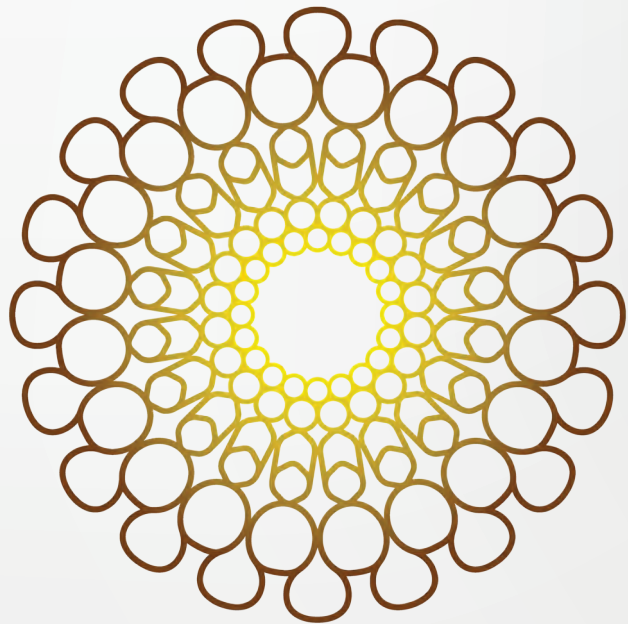
BRAND ACTIVATIONS

Transguard Events is also capable of handling manpower requirements across Security, Facilities Management, Back of House, F&B, and Logistics, in addition to management personnel, hosts, ushers, drivers, cashiers, and audio-visual support. Transguard Events offers a network of staff who can work on short-term events, as well as those available for long-term contracts, eliminating the need for clients to worry about sourcing, onboarding, visa provision, training, or payroll. This has further solidified Transguard's ability to provide resources to meet the demands of any scenario.



Transguard Events offers a comprehensive set of services to event management companies, corporate as well as private clients and also plans to recruit candidates for customer-facing and non-customer facing roles.

# EXPO 2020 DUBAI





For six months, Expo 2020 Dubai dominated world headlines and **more than 3,000 Transguard employees provided crucial support** every step of the way. Deployed across 50,000 square metres of event space and 17 pavilions, Transguard supported every aspect of the World's Greatest Show in various functions, including Security, Facilities Management, Hospitality, catering, guest experience, event management, Logistics and more under contracts valued at more than AED 102 million.

Transguard offered a full suite of services to its 17-pavilion portfolio, which included some of the most popular pavilions: The largest national pavilion, the Germany pavilion and the pavilions of Luxembourg, New Zealand, Belgium, Egypt and the Netherlands were just a few of Transguard's key clients during the event.

In addition to Security, Transguard also provided FM services such as cleaning, garden maintenance, laundry, health and safety training, as well as Hospitality and other staffing solutions to various pavilions.

A momentous partnership with the largest national pavilion saw Transguard providing comprehensive, end-to-end service offerings which included everything from hosts and hostesses welcoming visitors, teams of technical MEP engineers ensuring the building operated at full capacity at all times and security guards who safeguarded the employees, visitors and the iconic buildings themselves.





With multiple awards to their credit, Transguard team members were lauded by the pavilions and Expo itself for their selfless dedication to making the six-month event a memorable success. We would like to extend our gratitude to the country's leaders and its people, as well as thank our clients for their continuous support and, most importantly, our employees for their dedication, professionalism and passion.



# Digital Transformation



**Digital transformation has always been a priority for Transguard, but more so since the start of the pandemic** as it has changed the way services are delivered, both internally and externally.

The implementation of 17 new reports in the last 12 months (with new functionalities such as data flows, sentiment analysis, and R script) increased organisational efficiency across departments including operations, logistics, training, payroll and more, with reports being viewed on average 7,000 times per month. In addition to access to crucial information, it has also led to savings of 230 hours per month across the group.

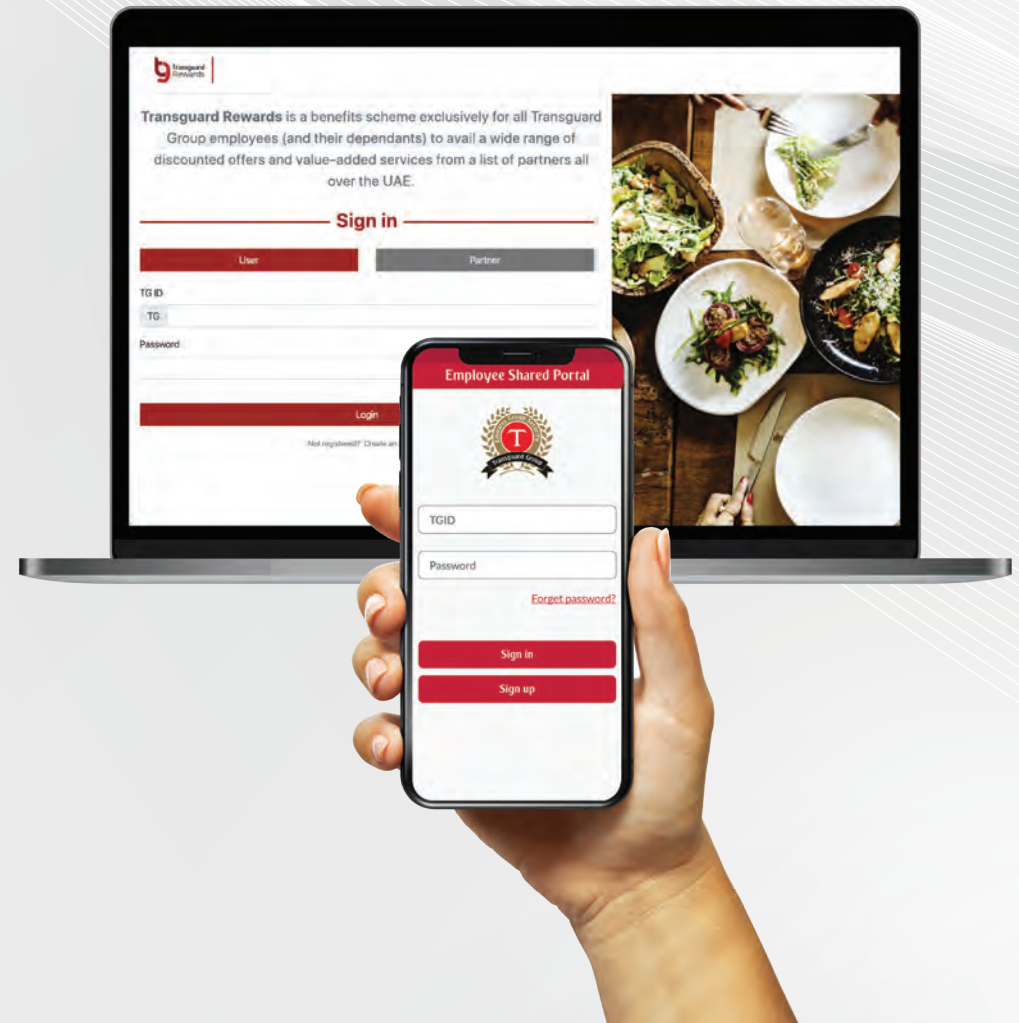


In FY21/22, Transguard completed a tech refresh across all servers and network access points. Updating key elements of the IT infrastructure not only maximised performance but has also led to impressive savings of nearly AED 5 million.

Another major project has been the roll-out of Robotic Process Automation (RPA) in Transguard's Recruitment division, a move that has already resulted in a significant uplift in processing times.

Transguard also migrated its on-premises database to the Cloud, resulting in savings in both costs and time, as well as better performance and security.

In late 2021, a new mobile app was launched for Transguard Living, the consumer division of Transguard Group. The innovative app, available for both iOS and Android, allows customers to research, book and pay for services with just a few taps. Plus, it is constantly updated with new offers and promotions.



# Corporate Social Responsibility



For the CSR team, FY21/22 was focused on **growing employee happiness and expanding our positive impact on the environment and society.**

While virtual concerts and quizzes dominated our recreational activities during the pandemic, the gradual relaxing of restrictions around the UAE allowed us to reintroduce sporting events in our accommodations, such as football and cricket, as well as pool tournaments and other competitions. We also continued our programme of monthly surprises, and distributed tens of thousands of baked goods, fresh fruit and other products to our site-based colleagues on a regular basis.

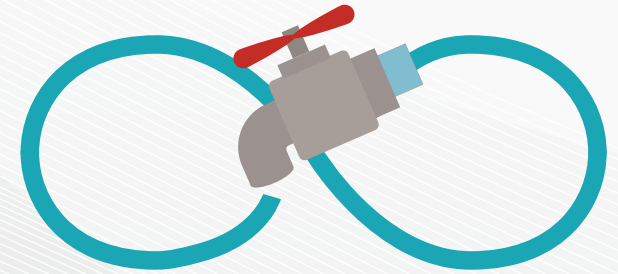


The changes in restrictions also meant that our HQ staff had additional opportunities to get involved, with Transguard's sales team participating in the ENBD Unity Run in November; more than 100 management staff participating in the December UAE Clean Up drive (where their efforts contributed to an overall collection of 16,293 kg of waste from sites across four Emirates); and the group-wide collection of 358 kg of plastic and 177 mobile phones as part of the One Root, One Communi Tree project, an initiative of the Emirates Environmental Group (EEG).



Transguard also achieved several other sustainability milestones, including:

- Saving 25 million gallons of water across the group's property portfolio
- Recycling 19 million gallons of grey water
- Producing 1,292 MWh of clean energy through a dedicated solar power project, which saved nearly 1000 tons of CO2.
- Saving 3 million kWh across our entire property portfolio and 3.8 million kWh across our clients' portfolios
- Recycling more than 111 kg of plastic bottles in association with Emirates Environmental Group (EEG) as part of the Dubai Chambers' Let's Reduce & Recycle Campaign



Finally, as part of Transguard's on-going Covid prevention efforts, the business achieved an 89% vaccination rate for site-based staff with the Pfizer-BioNTech Covid-19 vaccine. The provision of 10,000 vaccines in March 2022 was part of a company-wide campaign that gave the team the opportunity to complement their previous Sinopharm vaccination with Pfizer. The drive, which follows last year's campaign where we provided more than 78,000 vaccinations for our entire workforce, took place in our residential facilities in collaboration with Mohammed Bin Rashid University of Medicine and Health Sciences and the Dubai Health Authority.





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