

## **English version – Danish version after the English version**

### **Background Information on Seez**

Seez is a digital automotive platform with over 1.8 million users to date. The Seez app has ranked third on the Apple App Store and fifth on Google Play, and has been featured in Forbes, Bloomberg, and TechCrunch. In 2020 Seez raised a 5x oversubscribed Series A funding round of \$6 million and has since launched several new verticals, including a fintech arm and multiple SaaS products. Disrupting Automotive Retail - Seez has been changing the way people buy cars since it launched 2016 by constantly re-thinking automotive retail and developing innovative solutions using technology.

Our Mission is to use technology to bring transparency and convenience to the auto retail industry.

Our Vision is to revolutionize the Auto-Retail industry through trusted digitized solutions.

### **From venture capitalist and investment banker to start-up founder**

Believing that talent shouldn't be limited by geography, Tarek Kabrit, the CEO and co-founder of Seez recruited one of the region's best tech teams (more than half of the company are AI and machine learning professionals).

The Seez team are based all over the world and they are renowned for their 'Silicon Valley' style work culture. Meetings are often conducted over Slack or video call.

### **Biographies of the Founders**

#### **Tarek Kabrit Bio:**

Tarek is the CEO and co-founder of Seez.

Tarek also serves as a venture partner with Nuwa Capital, sits on the investment committee of Flat6labs, and is a mentor with Endeavor. Before launching Seez in 2016, he had a 20-year international career in finance.

He was director of strategy and business development at Yahsat, the aerospace arm of Mubadala (Abu Dhabi's Sovereign Wealth Fund) for three years. Prior to that, he spent four years as a director on the investment team of Abraaj Capital, where he led several transactions for the firm and headed their Lebanon fund.

Between 2008 and 2010 Tarek served as a principal and partner with Siraj Capital, where he focused on the UAE, KSA, and Lebanese markets and led four SME investments in the telecom, retail, IT, and F&B space. He also sat on the board of each of these SME investment companies.

Tarek was previously an investment banker with Deutsche Bank's mergers and acquisitions team based out of London, and later Dubai. He executed over \$2 billion worth of M&A deals and advised on the largest MENA IPO to date. Tarek began his career as a strategy consultant with Booz and Co., where he focused on the telecom, healthcare, and industrial sectors, and worked on projects throughout MENA.

Over the years he has served as a venture partner with Wamda Capital and Al-Faisaliah Group and has worked with and advised numerous startups.

Tarek holds an MBA from INSEAD ('06), an MSc in Finance and Economics with merit from the London School of Economics ('02), as well as a BA in Economics with distinction ('01) and a BSc in Biology ('99) from the American University of Beirut. He is also a CFA Level II candidate.

### **Andrew Kabrit Bio:**

Andrew Kabrit is the COO and co-founder of Seez.

Andrew launched his first company at the age of 15 in Denmark and built three small businesses before starting university. In 2016 he received a MSc degree in Information Management and Business Economics from Copenhagen Business School (CBS). While at CBS he was hired by the university to lead a team of developers and revamp the class scheduling system for its 20,000 students. After graduation, he moved to the UAE to co-found Seez.

As the startup's COO, Andrew oversees emerging technologies, user retention, data, and lead acquisition. In 2018 he led the creation of Seez's AI chatbot Cesar, the world's first car price negotiation chatbot. In 2020 Andrew spearheaded a pilot project with the Dubai government's Roads and Transport Authority (RTA) to pilot another world-first, a digital vehicle-registration system built on blockchain technology.

Andrew is part of the AstroLabs Resident Expert mentorship program. Over the years he has also been an advisor to several regional startups.

## **Product Information:**

### **Driven by Data & Technology Since 2017**

**2017 Seez App** - The GCC's leading car aggregator with 2.5m users and #3 in the app store.

**2020 Car Registration over Blockchain** - World's 1st car registration using Blockchain in partnership with Road & Transport Authority in Dubai.

**2021 Transactional Marketplace** – 1st Asset light transactional Marketplace in Denmark.

**2022 SaaS Platform** - Full fledged SaaS platform for dealers to offer omnichannel solutions in their showrooms, 19 dealers using our SaaS offering to date, Digitized the 2 biggest dealers in Denmark, Signed partnerships with the biggest players in the automotive ecosystem.

**2023 AI-powered Dealerships** - Empowering dealers with AI technology to optimize their business.

## **Contact Information:**

### **For media inquiries, contact:**

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## **Mentions in the Press:**

<https://www.forbesmiddleeast.com/lists/50-most-funded-startups-2022/seez/>

<https://www.arabianbusiness.com/startup/469643-why-dubai-based-automotive-retail-start-up-has-expanded-into-european-markets>

<https://www.arabianbusiness.com/startup/412377-entrepreneur-of-the-week-seez-founder-tarek-kabrit>

<https://aimgroup.com/2023/05/10/autosbuzz-leveraging-ai-to-facilitate-omnichannel-car-sales/>

[https://www.motormagasinet.dk/article/view/875254/vil\\_saelge\\_brugte\\_biler\\_pa\\_net\\_t\\_et\\_som\\_var\\_det\\_et\\_par\\_sko](https://www.motormagasinet.dk/article/view/875254/vil_saelge_brugte_biler_pa_net_t_et_som_var_det_et_par_sko)

<https://startuptalky.com/top-dubai-startups/>

<https://www.cbinsights.com/research/artificial-intelligence-retail-commerce-startups-expert-intelligence/>

**In AI since 2017:** <https://www.entrepreneur.com/en-ae/technology/shazam-for-cars-ai-powered-seez-wants-to-change-the-way/300200>

## **Danish version**

### **Baggrundsinformation om Seez**

Seez er en digital platform for bilhandel med over 1,8 millioner brugere. Seez-appen har rangeret som nummer tre på Apple App Store og som nummer fem på Google Play og er blevet omtalt i Forbes, Bloomberg og TechCrunch. I 2020 skaffede Seez 6 millioner dollars i en investeringsrunde kaldet Serie A. Siden da har vi også introduceret flere nye områder, som inkluderer en finansiel teknologi (fintech) sektion og en række software som en service (SaaS) produkter. Seez har påvirket bilhandlen ved at ændre måden, folk køber biler på, siden vores opstart i 2016. Vi gør det ved konstant at tænke nyt og udvikle smarte løsninger ved hjælp af teknologi.

Vores mission er at bruge teknologi til at skabe gennemsigtighed og bekvemmelighed i bilhandelsindustrien.

Vores vision er at forvandle bilhandelsindustrien ved hjælp af pålidelige digitale løsninger.

## **Fra venturekapitalist og investeringsbankmand til iværksætter**

Med troen på, at talent ikke bør være begrænset af geografiske grænser, har Tarek Kabrit, administrerende direktør og medstifter af Seez, rekrutteret et af regionens mest talentfulde teknologiteams. Faktisk er mere end halvdelen af vores team eksperter inden for kunstig intelligens og maskinlæring.

Seez-teamet er spredt ud over hele verden, og de er kendt for at have en arbejdskultur i 'Silicon Valley'-stil. Vi afholder ofte møder via Slack eller videoopkald for at sikre effektiv kommunikation og samarbejde på tværs af vores globale hold.

## **Biografier af Seez stifterne**

### **Tarek Kabrit Bio:**

Tarek er administrerende direktør og medstifter af Seez. Ud over det har han også en rolle som venturepartner hos Nuwa Capital og er medlem af investeringskomitéen hos Flat6labs. Han fungerer også som mentor hos Endeavor.

Inden lanceringen af Seez i 2016 havde Tarek en 20-årig karriere inden for finansverdenen. Han arbejdede i tre år som direktør for strategi og forretningsudvikling hos Yahsat, som er en del af Mubadala, Abu Dhabis suveræne formues fond. Før det tilbragte han fire år som direktør i investeringsteamet hos Abraaj Capital, hvor han ledede flere vigtige transaktioner og var ansvarlig for deres Libanon-fond.

Mellem 2008 og 2010 arbejdede Tarek som principal og partner hos Siraj Capital og fokuserede på markederne i UAE, Saudi-Arabien og Libanon. Han ledte investeringer i små og mellemstore virksomheder inden for områder som telekommunikation, detailhandel, IT og F&B, og han sad også i bestyrelsen for disse virksomheder.

Tidligere i sin karriere var Tarek investeringsbankmand hos Deutsche Bank, først i London og senere i Dubai. Han var involveret i fusioner og opkøb for mere end 2 milliarder dollars og rådgav også om den største børsintroduktion (IPO) i MENA-regionen på det tidspunkt.

Tarek begyndte sin karriere som strategikonsulent hos Booz and Co., hvor han arbejdede med projekter inden for telekommunikation, sundhedsvæsen og industri i hele MENA-regionen.

Tarek har også været venturepartner hos Wamda Capital og Al-Faisaliah Group og har rådgivet mange startups. Han har en MBA fra INSEAD ('06), en MSc i finans og økonomi fra London School of Economics ('02), en BA i økonomi med udmærkelse ('01) og en BSc i biologi ('99) fra American University of Beirut. Derudover er han også kandidat til CFA Level II.

### **Andrew Kabrit Bio:**

Andrew Kabrit er COO og medstifter af Seez.

Andrew lancerede sin første virksomhed i en alder af 15 år i Danmark og opbyggede tre små virksomheder, inden han begyndte på universitetet. I 2016 modtog han en MSc-grad i informationsstyring og erhvervsøkonomi fra Copenhagen Business School (CBS). Mens han var på CBS, blev han ansat af universitetet til at lede et team af udviklere og omstrukturere klasseplanlægningssystemet for dets 20.000 studerende. Efter endt uddannelse flyttede han til UAE for at medstifte Seez.

Som COO for start-up'en står Andrew for nye teknologier, brugerfastholdelse, data og lead-generering. I 2018 ledede han oprettelsen af Seez's AI-chatbot Cesar, verdens første chatbot til prisforhandling for biler. I 2020 tog Andrew teten i et pilotprojekt med Dubais regerings Roads and Transport Authority (RTA) for at teste

endnu en verdensnyhed, et digitalt køretøjsregistreringssystem baseret på blockchain-teknologi.

Andrew er en del af AstroLabs Resident Expert mentorprogram. Gennem årene har han også fungeret som rådgiver for adskillige regionale start-ups.

### **Produktinformation:**

#### **Drevet af data og teknologi siden 2017**

**2017 Seez App** - GCC's førende bilaggregator med 2,5 millioner brugere og nr. 3 i app-butikken.

**2020 Bilregistrering over blockchain** - Verdens første bilregistrering ved hjælp af blockchain i samarbejde med Roads & Transport Authority i Dubai.

**2021 Transaktionsmarked** - Førsteklasses transaktionsmarked i Danmark.

**2022 SaaS-plattform** - Fuldt udstyret SaaS-plattform til forhandlere til at tilbyde omnichannel-løsninger i deres showrooms, 19 forhandlere bruger vores SaaS-tilbud indtil dato.

### **Kontaktinformation**

#### **For medieforespørgsler, kontakt:**

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