

English version – Danish version after the English version

Background Information on Seez

At Seez, we partner with automotive businesses to push their digital innovation, providing them with the latest ready-to-go technology and enhancing their success in both physical showrooms and digital platforms. We bridge the gap between these two worlds, facilitating seamless connections and interactions empowering car dealerships with data-driven solutions.

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.

Background Information on Seez's Products

Seez offers a suite of software products (SaaS) specifically designed for car dealerships.

These include:

SeezClick: This enables online car purchases, including financing and insurance applications, all done electronically.

SeezPad: This is a platform for managing sales processes, leads, and customer relationships.

SeezBoost: Leverages the power of AI to target your ideal audience and optimize spending, amplifying your website results and driving future sales success.

Modular Add-Ons: These allow dealerships to customize their experience with additional features like data integrations for audience and inventory analysis, virtual tours and digital signatures.

Seezar - GPT-powered chatbot: Seezar is an innovative chatbot specifically designed for car dealerships. It utilizes (GPT) technology to deliver seamless responses and handle various tasks across diverse automotive topics.

Technology Integrations: Seez integrates with various third-party applications, such as financing and insurance providers, to streamline the car buying process for both dealerships and customers.

Driven by data and technology since 2017, Seez has a proven track record of innovation in the automotive industry:

2017: Launched the GCC's leading car aggregator app with over 2.5 million users.

2020: Pioneered the world's first car registration using blockchain technology.

2021: Established the first asset-light transactional marketplace in Denmark.

2022: Developed a full-fledged SaaS platform, partnered with the biggest players in the automotive ecosystem, and digitized the two largest dealerships in Denmark.

2023: Seez empowers dealerships with AI technology to optimize their business.

2024: Roll out of “Seezar”, a GPT-powered AI virtual assistant embedded on dealer websites

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 Yabsat, 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 CPO 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 CPO, 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.

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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_tet_som_var_det_et_par_sko

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<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>

Dansk version

Seez - En platform, der forbinder online og offline

Hos Seez samarbejder vi med bilvirksomheder for at fremme deres digitale udvikling. Vi forsyner dem med den nyeste brugerklare teknologi og forbedrer deres succes i både fysiske showrooms og på digitale platforme. Vi bygger bro mellem disse to verdener og muliggør en problemfri forbindelse og interaktion.

Digital innovation

Hos Seez sætter vi barren højt for digital innovation i bilbranchen. Vi tilbyder brugervenlig, klar-til-brug teknologi og hjælper forhandlerne med at opnå succes online og offline.

Vores mission

Vores mission er at bruge den nyeste teknologi til at skabe gennemsigtighed og bekvemmelighed i bilbranchen.

Vores vision

At forny bilforhandler branchen gennem pålidelige digitale løsninger.

Teamet bag Seez

Globale talenter med Silicon Valley-ånd

Tarek Kabrit, administrerende direktør og medstifter af Seez, har samlet et talentfuldt teknologi team. Med mere end halvdelen af teamet bestående af eksperter inden for kunstig intelligens og maskinlæring, er Seez i frontlinjen for innovation.

En global kultur

Vores team er spredt ud over hele verden og arbejder i en dynamisk "Silicon Valley"-inspireret kultur. Vi bruger Slack og videoopkald til at sikre effektiv kommunikation og samarbejde på tværs af teamet.

Mød stifterne

Tarek Kabrit Bio:

Tarek er administrerende direktør og medstifter af Seez. Ud over det har han også en rolle som venture partner 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 investerings-teamet hos Abraaj Capital, hvor han ledede flere vigtige transaktioner og var ansvarlig for deres Lebanon-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 venture partner 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 CPO 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 klasse planlægningssystemet for dets 20.000 studerende. Efter endt uddannelse flyttede han til UAE for at medstifte Seez.

Som CPO 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.

Baggrundsviden om Seez' produkter

Seez tilbyder en række softwareprodukter (SaaS), der er specialdesignet til bilforhandlere.

Her er nogle af produkterne:

SeezClick: Gør det muligt at købe bil online, herunder finansierings- og forsikringsansøgninger, alt sammen elektronisk.

SeezPad: Dette er en platform til administration af salgsprocesser, leads og kundeforhold.

SeezBoost: Udnytter AI til at målrette din markedsføring til det rette publikum og samtidig optimere dine udgifter.

Modulære tilføjelser: Disse giver bilforhandlere mulighed for at tilpasse deres online løsninger med yderligere funktioner såsom dataintegration til analyse af kunder og lagerbeholdning, virtuelle rundvisninger og digitale underskrifter.

Seezar - GPT-drevet chatbot: Seezar er en innovativ chatbot, der er specialdesignet til bilforhandlere. Den anvender (GPT) teknologi til at levere svar på tværs af forskellige bilrelaterede emner.

Teknologi Integrationer: Seez kan integreres med forskellige tredjepartsapplikationer, såsom finansierings- og forsikringsselskaber, for at strømline bil købs processen for både forhandlere og kunder.

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

2023: Udstyrede forhandlere med AI-teknologi for at optimere deres forretning.

2024: Lancering af "Seezar", en GPT-drevet virtuel AI-assistent integreret på forhandleres hjemmesider.

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