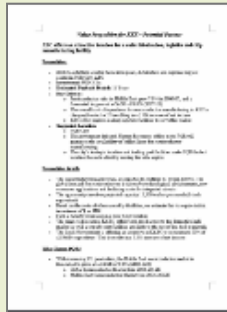
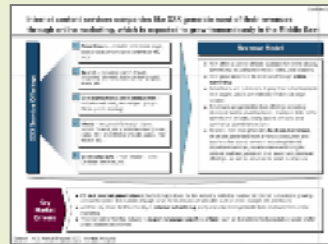


Investment Value Proposition for Global Corporations

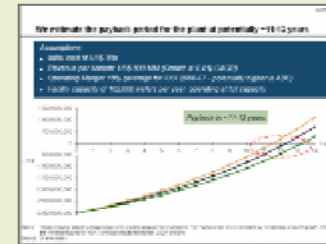
- ➔ **Client Objective:** An investment promotion agency was looking to attract global corporations to the country's economic zones and needed help developing pitches to entice select companies to invest in these 'next generation ICT cities'
- ➔ **Grail Research Approach:** Prepared compelling company-specific value propositions for select global corporations, highlighting the importance and benefits of the cities to the company's strategic growth objectives



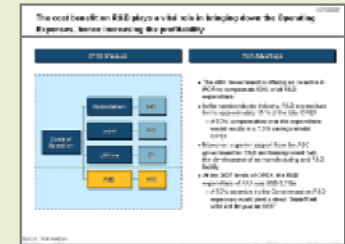
Developed an understanding of each company's business model, objectives and current presence in the Middle East



Assessed the company's strategy, historical performance and Middle East market prospects to determine potential compelling investment opportunities



Outlined parameters for a specific investment (location, type of facility, required capital, etc.) that seemed most appropriate based on the knowledge gained about the company



Highlighted the benefits that the company could expect to accrue from the investment (cost savings, increased market share, etc.)

The Grail Research team worked in close coordination with the client to develop attractive value propositions and prepare supporting materials for each company