

# AMEinfo.com

The ultimate Middle East business resource



## MARKET

The need for a trustworthy, reliable business news resource has continued to grow in the Middle East, especially during these economically turbulent times. With demand for news on the rise, regional business portal AMEinfo.com saw its readership grow by more than 10% in 2010, and now has a monthly audience of over two million unique users. Getting the latest news and information ahead of the competition is proving to be increasingly important and, as an internet-based media brand, AMEinfo.com is able to offer a flexible range of services to its audience in both English and Arabic. Its popular daily news service, press release aggregation and in-depth analysis sections, as well as wide-ranging broadcast library give busy executive readers a quick overview of the latest business events. Every few minutes a new story will appear on AMEinfo.com during business hours and these continuous updates ensure that readers always know what's happening in

the Middle East business environment.

AMEinfo.com has an acknowledged leadership in this field on the internet and provides a forum for the rapid communication of business news. People from all over the world find www.ameinfo.com while searching the internet and the website has become a primary Middle East resource for people seeking to do business in the region.

With content in both English and Arabic the audience visiting www.ameinfo.com consists mainly of business executives and professionals from the Middle East and their offices around the world. The audited unique reader base of 2.2 million people is a clear indication both that AMEinfo.com is the most comprehensive pan-Arab information source and that there are a growing number of people looking for business information in English and Arabic on the internet.

Advertisers from blue-chip regional and multinational corporations also find www.ameinfo.com a logical choice when planning online campaigns in the Middle East targeted at business executives.

## ACHIEVEMENTS

In 2006 AMEinfo.com was bought by leading UK publisher Emap and now sits alongside sister title

MEED, creating a powerful set of brands covering business trends and news in the Middle East.

This is the fifth time AMEinfo.com has been awarded Superbrand status. The first was in May 2005, which was also the same month of its first ABC Electronic audit, the first-ever audit of a Middle East website by ABCe. Since then the audited number of unique users has more than quadrupled. While few online brands even today in the Middle East will publish official ABCe figures, it now has an audited audience of 2,185,068 unique browsers every month (October 2010 audit).

AMEinfo.com posts some 70 news stories and around 180 press releases a day in English and Arabic. On top of that it has in-depth sector analysis, video and audio features and a large company directory holding contact details for over 300,000 businesses across fourteen Middle East countries. A fast growing part of the site is the Arabic news and press release service, aimed at Arab business readers across the Middle East and beyond.

In 2009 AMEinfo.com introduced several new services and changed its logo, giving it a more authoritative, business-like feel. It also gave the site a minor refresh. The new services included:

### Jobs:

[www.ameinfo.com/jobs](http://www.ameinfo.com/jobs)

### White Papers:

[www.ameinfo.com/white\\_paper\\_library](http://www.ameinfo.com/white_paper_library)

### Businesses for Sale:

[www.ameinfo.com/businesses\\_for\\_sale](http://www.ameinfo.com/businesses_for_sale)

## HISTORY

In 1993 AME Info was incorporated in Abu Dhabi by Saif Al-Suwaidi and Klaus Lovgreen as Arabian Modern Equipment Est. The first version of the AME Info CD-ROM database of 125,000 companies sold some 10,000 copies in 1996 and www.ameinfo.com was launched as support to the CD whilst Lars B. Nielsen joined the company as shareholder and VP Sales and Marketing.

The 1998 edition of the AME Info CD-ROM reached a free circulation of more than 180,000 copies with 20,000 distributed in a branded version through Shell in the Middle East magazine.

In 1999 more branded versions were produced for Shell Markets Middle East, Batelco, Orbit Satellite Television and Radio Network and Intel. The circulation topped out at some 250,000 free copies and AME Info shifted from the CD-ROM platform to the Internet as www.ameinfo.com.

In 2000 the Company added professional journalism for the first time and launched AME Info FN, concentrating on news in-brief, sponsored columns, regional financial markets and economics. AMEinfo.com was also awarded 'Best Commercial Services Site' by Visa International and Arabian Business.



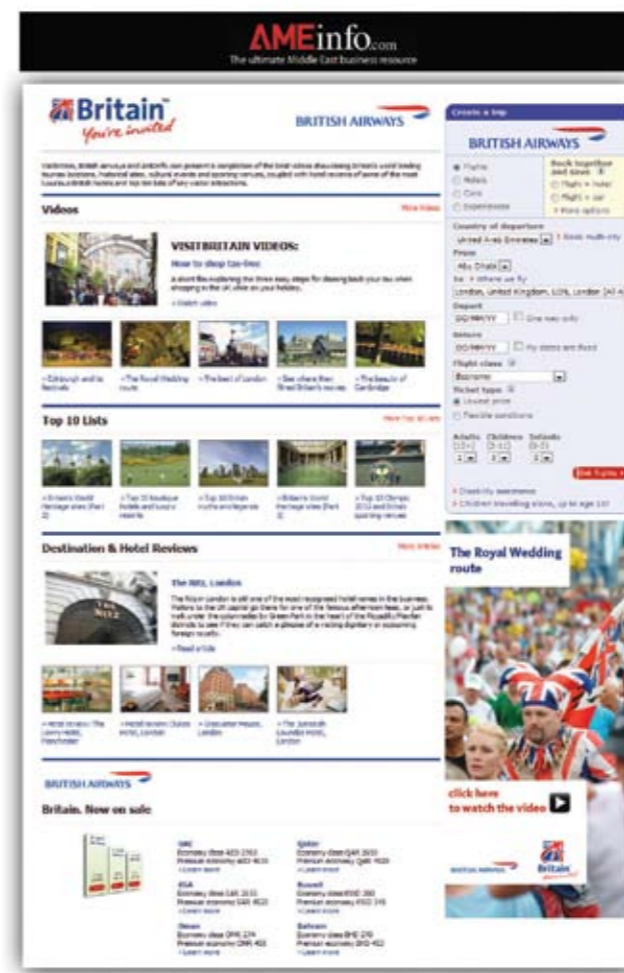
2001 saw AMEinfo.com being re-structured and AME Info FZ LLC was established in Dubai Media City as a limited liability company. The year after that, production of commercial broadband video content and news started as AME Info Broadcast.

In 2004 AMEinfo.com added comprehensive financial data with detailed financial profiles of listed companies and set up the region's first dedicated online business radio.

2005 saw HSBC Private Equity Middle East Ltd acquiring a significant equity stake in AME Info FZ LLC providing a strong institutional platform for the company's further growth. The Arabic news service was expanded and AMEinfo.com doubled its office space in Dubai Media City. That year the company was awarded Superbrand status for the first time.

In 2006 AMEinfo.com won the Middle East Excellence Awards Institute's Middle East Print and Electronic Media of the Year (Business Portal) award and the same year was acquired by UK publisher Emap, joining MEED as part of the company's expansion plans in the region.

2007 saw AMEinfo.com awarded Superbrand status for a second time while, in 2008, AMEinfo.com broke 1m unique browsers per month and was awarded Superbrand status for a third time.



In 2009 a brand new look site and logo were launched, together with new sections for jobs, Businesses for Sale and a White Papers Library. 2010 also witnessed AMEinfo.com achieving over 2.2m unique browsers per month and, in 2011, AMEinfo.com was awarded Superbrand status for a fourth time.

## PRODUCT

AMEinfo.com is a leading provider of news and business information in and about the Middle East region featuring a wide range of news, business information and services covering fourteen countries. AMEinfo.com also allows users to select the news that relates specifically to them in the form of a 'Watchlist', whereby users can track

industries and companies and be alerted whenever news is featured about them.

**Business directory:** AMEinfo.com online business directory, the most extensive in the Middle East, has contact and activity details of over 300,000 companies.

**News and information:** AMEinfo.com currently carries over 350,000 news articles in English and Arabic from fourteen countries, including the UAE, Saudi Arabia, Qatar, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Syria and Yemen. Special reports and country guides provide in-depth information.

**Live News Feeds:** AMEinfo.com news feeds directly to the likes of Dow Jones, Reuters, FT and Bloomberg.

**Broadcast:** AMEinfo.com broadband video service was the first of its kind in the region. The large selection of in-house video productions covers news, events and interviews with top regional and international business executives; AMEinfo.com also produces audio interviews with key

business people in the region.

### Newsletters:

AMEinfo.com offers a subscription service for a number of sector and country specific newsletters, with more in the pipeline.

**Events:** AMEinfo.com carries a calendar of almost 700 upcoming events in the Middle East, ranging from conferences and seminars to expos, forums and roadshows. The site also includes a full section of microsites for some of the leading events across the region.

**Advertising (Display and Direct):** AMEinfo.com offers bespoke marketing solutions for brands in the Middle East to help them deliver their message and tailor it to specific markets or sectors across the region and beyond. AMEinfo.com offers clients flexible digital marketing solutions that meet specific requirements. AMEinfo.com conducts regular research with their readers so that they are always ahead when it comes to understanding their readers and their needs. [www.ameinfo.com/advertising](http://www.ameinfo.com/advertising)

## RECENT DEVELOPMENTS

- AMEinfo.com's monthly readership surpassed two million unique browsers, as per audit by ABCe.
- The total number of jobs advertised on AMEinfo.com exceeds 1,000.
- Video reports in Arabic now offered on AMEinfo.com's Arabic section.

## PROMOTION

AMEinfo.com is serious about building its brand and actively promotes its services on a large scale regionally as well as globally.

AMEinfo.com sponsors many leading conferences, events and forums including the Media Marketing Show, Tawdheef 2011 and Dubai Jazz Festival.

## BRAND VALUES

AMEinfo.com has specific Brand Values:-

- They deliver - which means that AMEinfo.com commits to providing quality news, features and business information to users.
- They lead the way and AMEinfo.com is committed to remaining at the forefront of the industry.
- They reach out to all business executives so their content is structured to provide information about all key industries in the region.
- They are dependable which means that you'll find business news as it happens at

## www.AMEinfo.com



## Things you didn't know about AMEinfo.com

Approximately 30 companies a week submit a press release for publication to AMEinfo.com for the very first time.

AMEinfo.com publishes about 260 articles a day in English and Arabic.

An average of 1.4 people each minute look for a job on AMEinfo.com.

AMEinfo.com delivers up to 25 million RSS feeds of news information per month.

The number of people subscribing to receive AMEinfo.com newsletters increases by around 2,000 people a month.