



Your Business ... Our Passion!

Vision Consulting Group

(VCG)

Integrated Business Solutions

2022

Contents

- I. About Vision Consulting Group (VCG)
- II. Vision and Mission
- III. Our Services
- IV. Wide Range of Clients
- V. Management Team & Executives
- VI. Our Approach in doing the Service
- VII. Case Studies
- VIII. Next Steps
- IX. Contact us

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I. About Vision Consulting Group (VCG)

- We are a Group of Professional Experts in Business Development, E-payment, Accounting, Tax, Audit, Business Consulting & Legal services.
- We have acquired a wide range of experience through serving significant number of multi-national and national clients in wide range of Industries' Segments.
- We will help you Do More with Less Cost, effort and time through a robust Workflow Automation solution.
- We offer Business Consulting Services in specialized areas such as International Taxes, Transfer Pricing, M&A, Corporate Finance in addition to the spectrum of e-payments and consumer finance.
- Specific product experience including all type of cards, merchant acquiring as well as new solutions like SMEs, Fleet and B2B (supply chain) and more.
- We are able to provide your organisation with information, resources, fresh ideas, consulting as well as data analytics.
- VCG is a an exclusive member firm of **Allinial Global©**, a top 10 Worldwide Association of Accounting Firms with more than 600 Offices in more than 100 Countries in the 5 Continents, with worldwide turnover over US\$ 4.2 Bil.



II. Vision and Mission

Vision:

- To become a leading firm offering a wide range of services to a wider range of clients with a main objective “**Adding Value**”.

Mission:

- We are committed to serve our clients with confidentiality, high service profile and exercising due professional care. For this purpose, we believe that the quality of our work should not only be at the start of our services, but also to continue during our assignment.
- We work with “**One Shop Stop** ” approach by meeting our clients’ needs & requirements.

III. Our Services



III. Our Services (Cont'd)



IV. Wide range of Clients



V. Management Team & Executives

Waleed Hilal, FCCA, ESAA, FMVA, EST, IFA, CA (EG)
Managing Director & Founder

Professional Background	Proven Track Record	Capabilities
<ul style="list-style-type: none"> Managing Director & Founder of VCG (Vision Consulting Group) – Chartered Accountants and Advisors Fellow Member of the Association of Chartered Certified Accountants (FCCA) in the UK. Member of the Egyptian Society of the Accountants and Auditors (ESAA). Financial Modelling & Valuation Analyst (FMVA) – Corporate Finance Institute (USA). Post-graduate Diploma in Accounting & Finance from the American University in Cairo (AUC). Chartered Accountant & licensed in Egypt by the Ministry of Finance Member of the Egyptian Society of Taxation. Member of the International Fiscal Association. Member of the Chartered Accountants Association in Egypt. A writer in the field of Taxation and has Articles at both Egyptian and International Magazines regarding Taxation in Egypt. 	<ul style="list-style-type: none"> Waleed has a cumulative Audit, Assurance & Advisory experience being working with diversified clients’ base in different industries. Waleed has a wide accumulated Tax Advisory experience driven from working with big four firms, where he was responsible for the Tax planning and compliance (Direct and Indirect Taxes) for reputable multi-nationals and regional companies in diversified fields of Businesses. Also Waleed has a proven Tax Advisory and Compliance (Direct and Indirect Taxes) record working taking a Middle East and Africa regional roles in different MNCs. Non-executive Board Member at different Entities in Egypt. 	<ul style="list-style-type: none"> Strong Audit, Assurance & Advisory in diversified industries. This includes Prepare for and Plan the Audit Process, Audit Engagements and Audit Reports. Business Consulting Advisory and Transactions. Advising the Clients of their Tax obligations and ways of meeting them. Advising the clients of the effect which the changes in Laws & Regulations will impact their business and tax obligations accordingly. Assisting the clients with Tax Planning to optimize their tax position. Participated in lots of successful Merger and Acquisitions transactions, leading the tax role of it. Participated in Tax Restructuring Transactions. Advised on Transfer Pricing Issues including the TP Systems and Documentation. Preparing Tax Risk Studies including managing of risk on light of current Tax Rules and Regulations. Waleed is specialized in areas of International Taxes, M&A, Indirect Taxes (VAT) and Transfer Pricing

V. Management Team & Executives (cont'd)

Marwah Nassar, B.com, CIM (UK), CIB (UK)
Managing Director & Co-founder

Professional Background	Proven Track Record	Capabilities
<ul style="list-style-type: none"> Professional expert in e-payment industry with more than 20 years of work experience in multinational organisations (such as Visa International, HSBC & AMEX) based in between Egypt, UK and North Africa. Then she joined Vision Consulting Group as Banking and Financial Services Partner supporting financial and non-financial institutions to grow and sustain their businesses. Marwah is qualified person in areas of Consumer and Commercial Card Business and Marketing from a well-recognised entities such as Chartered Institute of Bankers (CIB) and Chartered Institute of Marketing (CIM). She holds a Card Management Diploma from CIB, London, UK, Holds a Post-graduate Diploma in Marketing from CIM, London, UK, Certificate in Marketing from the American University in Cairo (AUC), Cairo. BA, Faculty of Commerce, English section, Cairo University. 	<ul style="list-style-type: none"> Marwah has a proven track record of wide experience in e-payment across several areas: Business Development, Operations, Processing, Risk and Marketing. She has accomplished numerous achievements and product launches that turned the performance of many organisations from low to top by identifying needs & requirements, generating solutions, creating business dashboards, reviewing KPI's, enhancing process & implementing agreed business plans. Contributed in maximizing financial institutions, Fintech, MNOs and Processors revenues by reviewing their customer base, running cardholders activation, upgrades & segmentation programs, proposing and implementing operational process that better enhances their cards performance. Launched several new products in the market such as Premium products to HNW clients, QR code payment, B2B supply chain proposition. 	<ul style="list-style-type: none"> Strong Business and Operational knowledge in Payment products, this includes Preparing Business cases, Project Plan, GTM plan, Staff training, designing Marketing campaigns and Post products' launch evaluation. Advising Clients of their Payment Business and Operational set-up along with best practises. Participated in lots of successful new product launches including Staff training through customised courses or holding training courses and workshops for multiple clients.

V. Management Team & Executives (cont'd)

Basel Hilal, LLM Managing Director & Co-founder

Professional Background	Proven Track Record	Capabilities
<ul style="list-style-type: none"> • Attorney at Law and Legal Consultant brings nearly 25 years of accumulated legal experience. • Graduate of Cairo University - Law School. • Member of the Egyptian Bar. • Member of the Arabian Lawyers Federation. • Registered Lawyer at the Higher Court of Appeal and the Constitutional Court. • Ex-Member of Compensation and Complain Committee of the Egyptian Bar. 	<ul style="list-style-type: none"> • Practiced at Reputable Local Law Firms until he admitted to the Egyptian Bar. • Shortly after that he established his own Legal Practice back in 1998. • Acted as the Legal Consultant of BDO (Chartered Accountants Firm) practice in Egypt (Specialized in Labour & Social Security Matters). • Basel has a wide accumulated Legal Advisory experience driven from advising reputable multi-nationals and regional companies in diversified fields. 	<ul style="list-style-type: none"> • Advising the Clients of their Legal obligations and ways of meeting them. • Advising the clients of the impact the changes in Laws & Regulations will do to their business & Legal obligations. • Assisting the clients with Legal Planning to optimize their Legal position. • Advising and taking care of Labour Law matters of diversified portfolio of clients. • Advising and taking care of all aspects related to Social Security for the Companies (related to contracted employees, casual staff or Social Security on construction contracts and other Social Security aspects). • Participated in Legal Restructuring Transactions. • Participated in Legal Due Diligence. • Preparing Legal Risk Studies including managing of risk on light of current Legal Rules and Regulations. • Basel is specialized in areas of Commercial, Civil, Financial, Labour & Social Security Laws, Liquidations and Insolvency as well as Companies Formation.

V. Management Team & Executives (cont'd)

El-Sayed Tolba, Msc, CA (Eg.)
VAT & Indirect Tax Senior Director

Professional Background	Proven Track Record	Capabilities
<ul style="list-style-type: none"> • Egyptian Certified Accountant with more than 30 years of experience in the TAX areas especially the VAT. • Graduate of Cairo University – Faculty of Commerce. • Masters in Taxation and Public Finance Policy. • Member of the Egyptian Society of Taxation. • Member of international Fiscal Association. 	<ul style="list-style-type: none"> • Heads VCG GST / VAT and Indirect Tax Area. • Ex-Deputy Chief GST / VAT for Training & CPD Affairs at the Egyptian Tax Authority. • Ex-Deputy Chief GST / VAT for Tax Compliance Affairs at the Egyptian Tax Authority. • Ex-General Manager for GST / VAT Audits at different Tax Districts at the Egyptian Tax Authority. • Ex-Executive & Team Leader of the Indirect Tax and Consumption at the Egyptian Tax Authority. 	<ul style="list-style-type: none"> • Advising the Clients on all matters related to GST / VAT Compliance. • Advising the Clients on all matters related to GST / VAT Planning. • Achieved lots of Tax Disputes before the Egyptian Tax Authority. • Providing wide spectrum tax advices to clients in all matters related to GST / VAT & other Indirect Taxes. • Providing clients with CPD in GST / VAT.

V. Management Team & Executives (cont'd)

Mohamed Abdulla, MBA, FCA, CFE, CTA, GRI
Senior Director

Professional Background	Proven Track Record	Capabilities
<ul style="list-style-type: none"> • Certified Fraud Examiners, USA. • Fellowship, Egyptian Society of Accountants & Auditors FCA. • The society Memberships of IFAC, IIA & FCM (Federation des experts compatibles Mediterranee). • Fellowship, Egyptian Society of Taxation. • Member, Arab Risk Management Association. • Chartered Accountants of Egypt CA. • Member, of the special committees for Public Sector Companies Valuation / Egypt. • Certified Internal Auditor ISO 27001:2005 Information Security Management System ISMS. • Member of The Institute of Internal Auditors (IIA). • Member of The Risk Management Society, USA. 	<p>Mohamed has significant experience in the following areas for over 30 years in diversified industries (including Financial Institutions):</p> <ul style="list-style-type: none"> • Vision & Strategic Planning. • Financial Analysis. • Internal Control & Auditing. • Accounting Management. • Statutory compliances. • Risk Management. 	<ul style="list-style-type: none"> • with 30+ years of cross functional experience in Auditing, Accounting, Financial Operations, Budgeting and Forecasting with multinational organizations. • Self-motivated, results-oriented and hard-working professional with demonstrated technical capabilities in starting up organizations, development of an effective corporate governance structure, manpower management, resource allocation/optimization, and stakeholder management. • Outstanding performance in business planning development, budgeting, financial planning and analysis, creation of policies & procedures, and ERP implementations.

V. Management Team & Executives (cont'd)

Mohammad Awaad, CA (Eg.) Audit & Assurance Director

Professional Background	Proven Track Record	Capabilities
<ul style="list-style-type: none"> Audit & Assurance Manager at VCG (Vision Consulting Group) – Chartered Accountants and Advisors for 13 years. Bachelor of Commerce-Accounting, Banha University (English Section). Egyptian Chartered Accountant. ESAA (Candidate) & ACCA Candidate. 	<ul style="list-style-type: none"> Mohammad has a cumulative Audit & Corporate Compliance experience. He worked with diversified clients' base in different industries, such as Construction, Banking, Manufacturing, Oil & Gas Services, Pharmaceutical, FinTech, Dredging, Trading and General Services. 	<ul style="list-style-type: none"> Financial statements analysis by preparing financial ratios indicators for different kinds of business entities. Responsible for preparation and reporting of monthly, quarterly and year-end financial statements using financial analysis. Provide supervision, continuous assistance and feedback on performance to the audit team; Assist in preparing the engagement planning and Management letters on evaluating internal controls structure of the engagement; Determine and agree with Partner in-charge the timing of audit activities and team assignments as appropriate based on skill/experience level; Participating in setting out the audit programs; Planning phase, understanding the entity's business including internal and external factors affecting the entity's operation as well as control environment to assess risks relevant to financial reporting including fraud risk factors. Fieldwork phase, execution of audit procedures in accordance with Egyptian/International Auditing Standards; Participation in the overall review of financial statements, including final analytical procedures and review of other information that includes the audited financial statements; Participate with the partner in-charge on the overall evaluation of results of the audit; discuss all significant matters, including disagreements (e.g. differences of opinion) identified in assigned areas, with the partner. Preparing management letters including the client's weakness points and recommendations to overcome them.

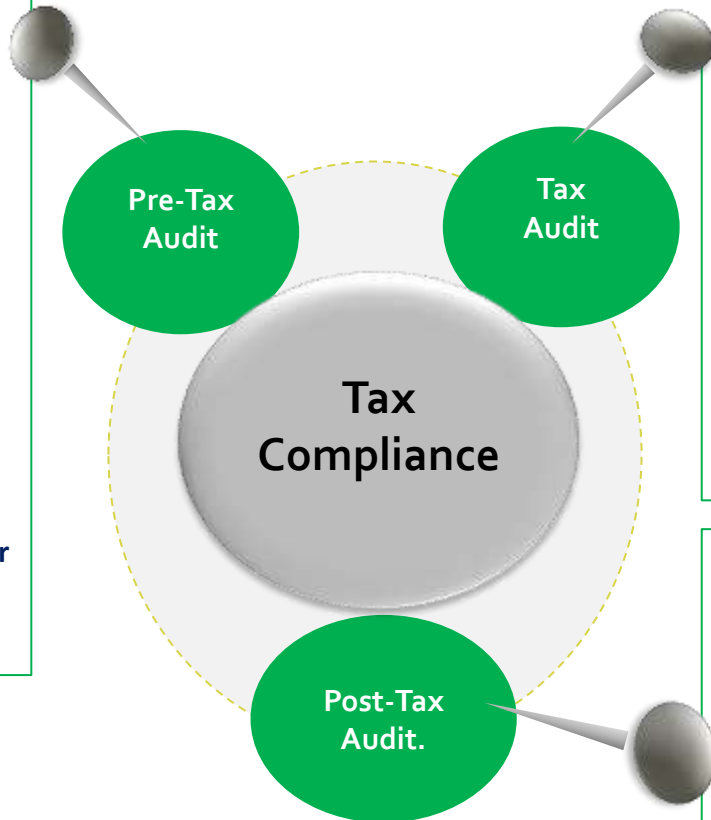
V. Management Team & Executives (cont'd)

Ibrahim Khaled, CA (Eg.) Financial Advisory Team Leader

Professional Background	Proven Track Record	Capabilities
<ul style="list-style-type: none"> Financial Advisory Team Leader at VCG (Vision Consulting Group) – Chartered Accountants and Advisors for 9 years. Prior experience at Chartered Accountant Firms. BSc. Management & Finance. Chartered Accountant Registered at the Ministry of Finance. ESAA & ACCA Candidate. 	<ul style="list-style-type: none"> Ibrahim has a cumulative Financial & Tax reporting Compliance experience. He worked with diversified clients' base in different industries, such as Construction, Banking, Manufacturing, Oil & Gas Services, Pharmaceutical, Fintech, Dredging, Trading and General Services. He manages the FAS team responsible for all Accounting, Bookkeeping, Payroll and VAT reporting. 	<ul style="list-style-type: none"> Strong Financial & Tax experience in diversified industries. Financial statements analysis by preparing financial ratios indicators for different type of businesses. Responsible for preparing and reporting of the monthly, quarterly and year-end financial statements by using financial analysis. Prepare all types of tax returns and analyse financial information to ensure taxes are paid on time. Provide supervision, continuous assistance and feedback on performance to the Financial & Tax Reporting team; Assist in preparing accounts for non-audit clients and undertaking accounts administration, including auditing financial information. Secures financial information by completing database backups; keeping information confidential. Maintains accounting controls by following policies and procedures; complying with state, and local financial legal requirements. Updates job knowledge by participating in educational opportunities; reading professional publications.

VI. Our Approach in Tax Compliance Services

- ❑ Filing different types of Tax Returns.
- ❑ Contacts and arrangements with the Tax Authority to prepare for the Tax Audits.
- ❑ Preparation of detailed Financial Statements analysis.
- ❑ Preparation of selected audit samples.
- ❑ Preparation for the required supporting documentation.
- ❑ Discuss any potential risks with the company management prior to starting the Tax Audit Process.



- ❑ Working closely with the assigned Tax Inspector.
- ❑ Arrange with Company's Management the additional Tax Audit requirements while Tax Audit process is taken place.
- ❑ Liaise between the Tax Inspector and the Company's Management.
- ❑ Discuss Tax Audit findings with the Tax Authority.

- ❑ Arrange for the Company & Tax Authority direct agreement on the assessment (in case of positive assessment).
- ❑ Arrange for the tax appeals against the Tax Assessment (in case of negative assessment).
- ❑ Manage Tax Controversy.
- ❑ Manage Out-of-Court Settlement.
- ❑ Final Tax settlement.

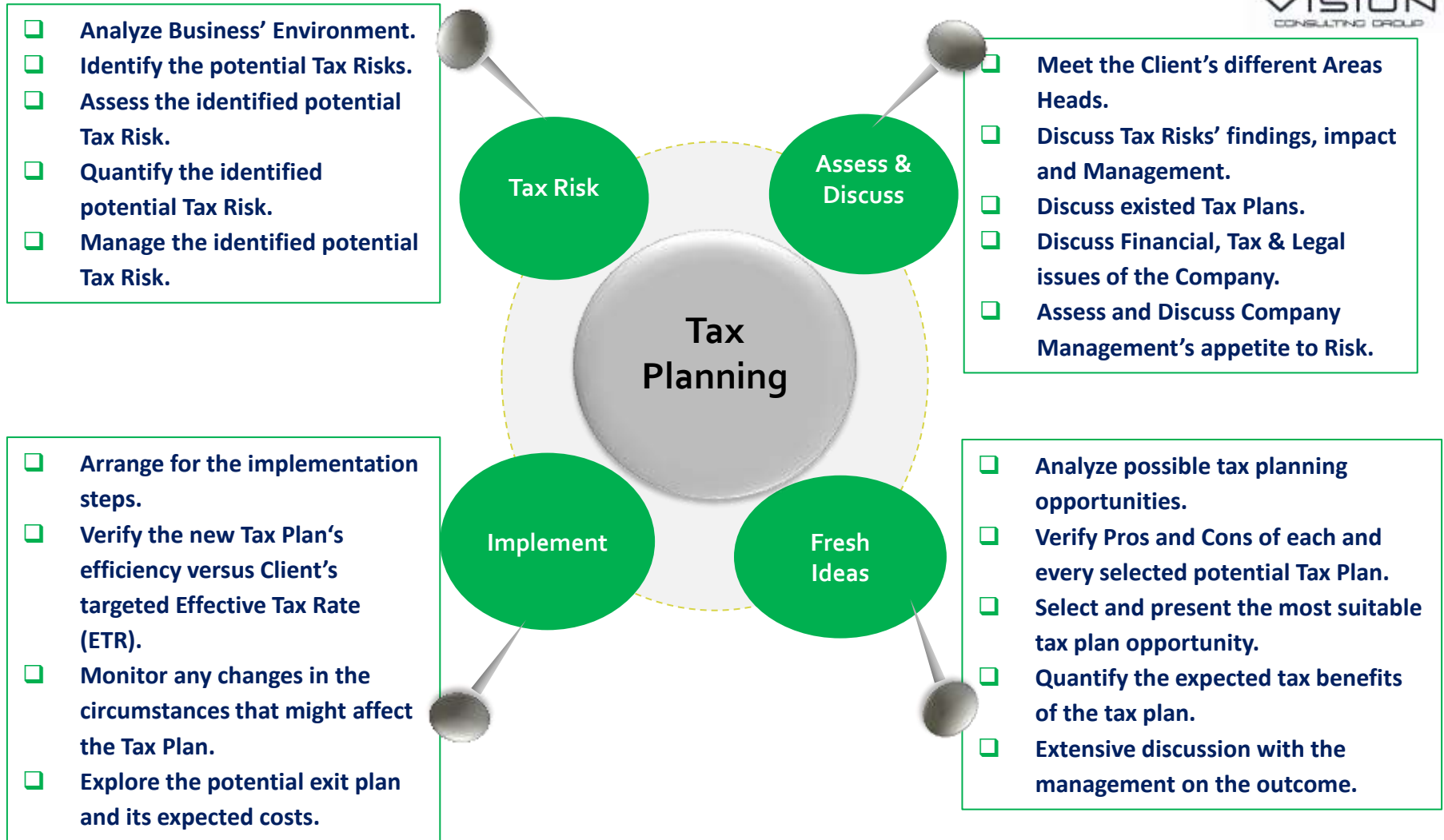
Other
Taxes

VAT/SALES
Taxes

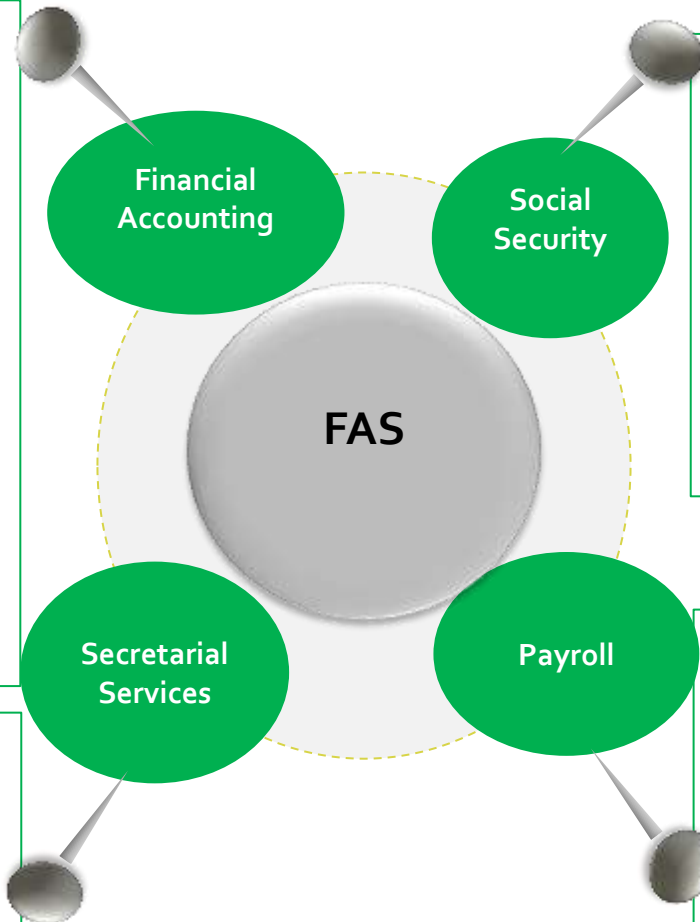
Corporate
Taxes

Payroll
Taxes

VI. Our Approach Tax Planning Services



VI. Our Approach in FAS (Financial Advisory Services)



- ❑ Initial set-up of accounting chart of accounts, documentation cycle and accounting estimates & policies.
- ❑ Prepare suitable accounting tools, books and records.
- ❑ Daily recording for different transactions (Income Statement & Balance Sheet Items).
- ❑ Produce different accounting analysis (Management, costing etc.,)
- ❑ Prepare periodical reporting according to the Egyptian GAAP and IFRS.

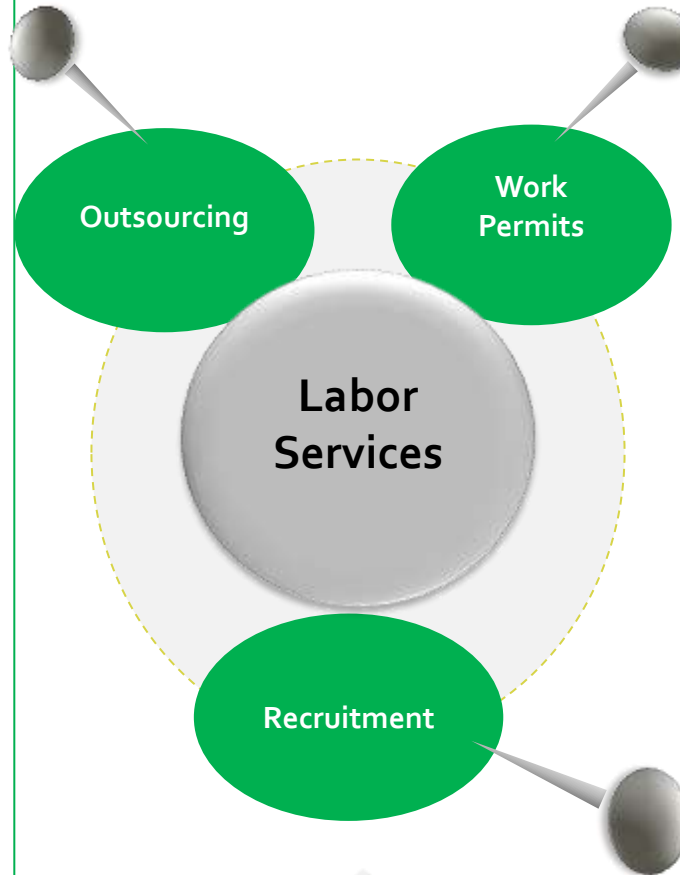
- ❑ Companies' formation (for National and Multinationals).
- ❑ Prepare for General Ordinary and Extraordinary meetings.
- ❑ Assist in sale / transfer of shares.
- ❑ Offer Virtual Offices for Non-resident Companies.
- ❑ Assist in the closure of entities (Liquidation or Insolvency).

- ❑ Prepare the employees contracts and Social Security forms.
- ❑ Registration for both the Entity and Employees at the Social Security Department. This includes all types of entities.
- ❑ Ensure monthly and yearly compliance with the Regulations.
- ❑ Follow up on any disputes with the Social Security.

- ❑ Set-up the payroll system according to each entity's type..
- ❑ Gather and document all the Compensation and benefits of the concerned employees.
- ❑ Prepare the detailed monthly payroll sheet as well as yearly payroll reconciliations.
- ❑ Arrange for monthly, quarterly and yearly tax compliance and reporting.

VI. Our Approach in Labour Services

- ❑ We take the burden of Outsourcing your non-core staff needs from our own resources. The thing which will help you:
 - Concentrate On the Core Business.
 - Save the un-necessary staff cost.
 - Provide flexibility to your business.
 - Reduce Overhead Costs.
- ❑ You need to share with us your staff shortage and we will either use our own staff or staff that you recommend and will provide them for a certain time to your company to deliver certain tasks that are agreed upon and we will take care of their salary dispensing and their payroll and social security reporting requirements.



Issuing a Work Permit is a lengthy process and needs an expert advice and action. This includes:

- ❑ Arrange for the necessary Governmental approvals (Ministries of Labour, Health & Interior).
- ❑ Prepare the necessary formats and documentation.
- ❑ Liaise with all parties till obtaining the Work Permit.
- ❑ Periodical renew of the Work Permits.

❑ Recruitment refers to the process of attracting, screening, selecting, and on-boarding a qualified personnel for a job at your company. We are aiming to match your needs with the best talented calibers through:

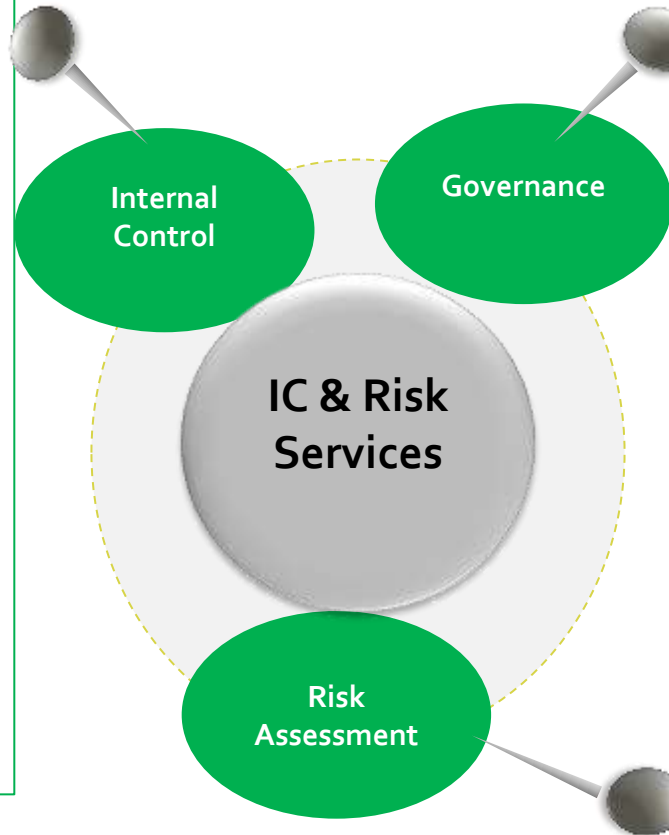
- Understanding your staff needs.
- Effective research for the talented caliber.
- Interviewing & Screening of talents.
- Hold professional tests for applicants.
- Short-listing.
- Suggest the best Candidate.

Blue
Collars

White
Collars

VI. Our Approach in Internal Control & Risk Services

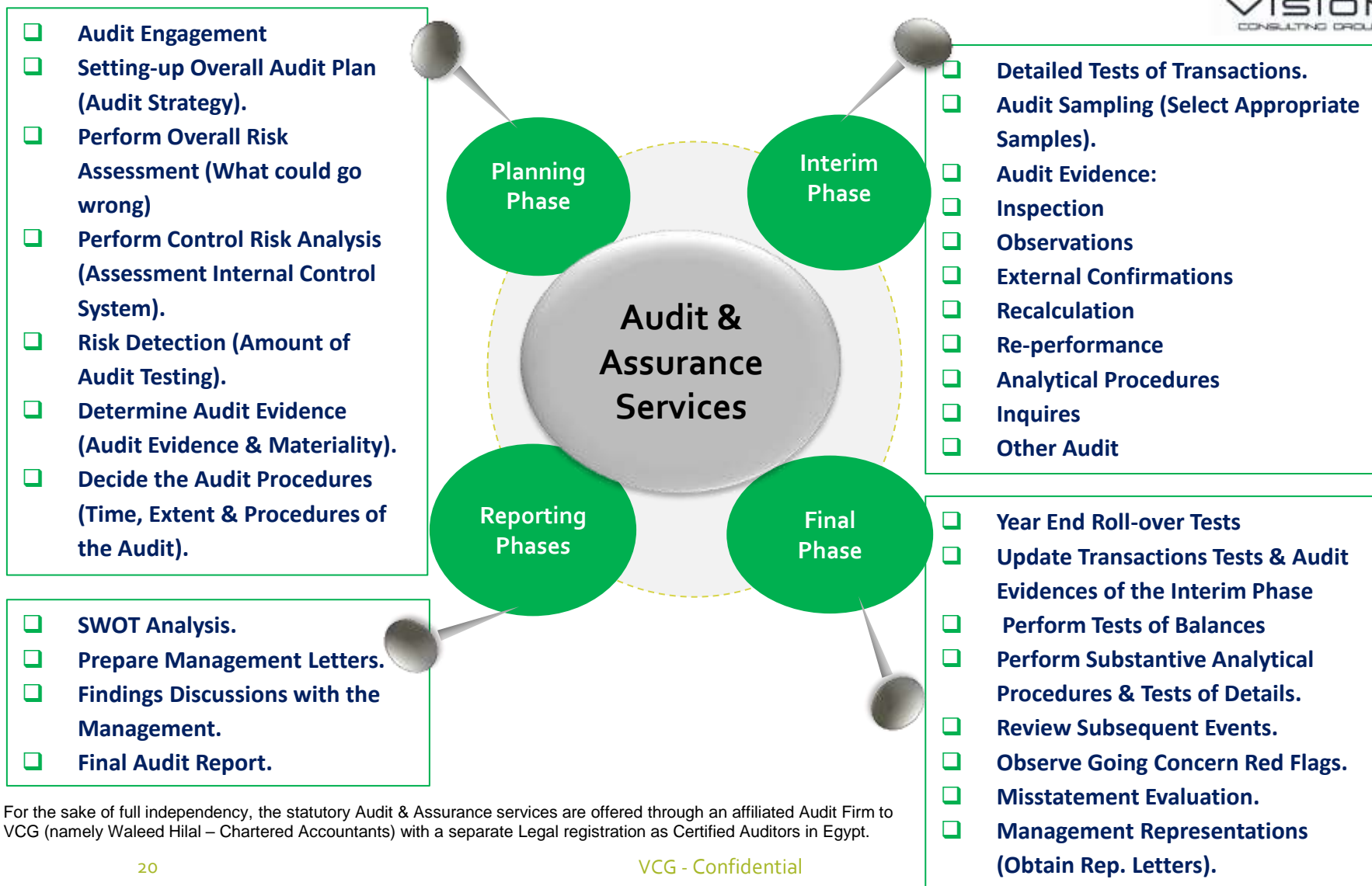
- ❑ Startup & development advice:
 - Organizational Structure.
 - Organizational Chart.
 - Recruitment.
 - Job Description.
- ❑ Audit engagement:
 - Operational.
 - Financial.
 - Compliance.
- ❑ Fraud Investigation.
- ❑ Quality Assurance.
- ❑ Outsourcing.



- ❑ Corporate Governance:
 - Committees
 - Policies & procedures
- ❑ Shared service center creation
- ❑ Process improvements:
 - Work flow
 - Training

- ❑ Risk register:
 - Design
 - Process
- ❑ General controls:
 - SOD
 - AML
- ❑ Control self-assessment.
- ❑ Key Performance Indicators (KPI).

VI. Our Approach in Audit & Assurance Services



For the sake of full independency, the statutory Audit & Assurance services are offered through an affiliated Audit Firm to VCG (namely Waleed Hilal – Chartered Accountants) with a separate Legal registration as Certified Auditors in Egypt.

VII. Case Studies

1: Tax Audit & Dispute Resolution



□ The Challenge:

A leading Multinational Company had carried out several national projects in Egypt. The client received huge tax claim based on deemed profit assessment. Also, the tax claim notification procedures were not properly executed which had put the client in great tax risk.

□ The Process:

1. We took the necessary legal procedure to re-do all the tax claims procedures to the right track.
2. We carried out the proper tax audits.
3. Agreed with the Tax Authority to resolve the dispute without going to Court.

The Results:

The re-tax audit as well as the out-of-court resolution procedures had resulted very amicable tax savings to the client as the tax claim was reduced to 20% and the delay penalties were reduced accordingly.

VII. Case Studies (cont'd)

2: Tax Planning & Restructuring



□ **The Challenge:**

A Holding Company with diversified businesses through its subsidiaries located at different Jurisdictions. The Group of companies had several Intercompany Transactions (Management Fees, Loans, Dividends etc.,). There was significant tax risk associated with these Intercompany transactions in terms of Economic Double Taxation.

□ **The Process:**

1. We analyzed the I/C transactions (nature, type and conditions as well as the Legal & Economic substance of these transactions).
2. Identified the potential Tax Risks.
3. Suggest the best Tax Restructuring scheme that potentially reduces the Tax Risk.

The Results:

Group of Companies restructuring had done as planned.

VII. Case Studies (cont'd)

3: Learning & Development

□ **The Challenge:**

A leading payment scheme planned to introduce couple of workshops in the country inviting a wide range of banks. The objective was to help educate the banks' staff about the payment industry and specifically Credit cards to ensure we grow their acquisition in the market.

□ **The Process:**

We held 2 workshops for banks in Cairo:

1. Each workshop included 40-50 staff from different banks to introduce them to the payment industry as a whole and specifically to the Credit cards.
2. The invitations were sent to banks who recommended attendees from their staff, whether RMs, Wealth Management, call center & anti-attribution staff.

□ **The Results:**

The workshops were delivered successfully in English & Arabic to a total of 100 staff. Where we offered customized training to help staff understand the different products, specifically the Credit cards and why are they profitable to sell. The outcome was to help us grow our credit card penetration at those banks who attended the courses .



VII. Case Studies (cont'd)

4: New Product Launch



□ The Challenge:

A leading financial service provider planned to introduce a new product (QR payment technology). The objective was to help the bank educate their staff as well as introduce the product to their clients for a proper launch.

□ The Process:

We worked closely with the bank to:

1. Conducted 8 training sessions for 800 staff as well as 30 ushers who will be present at the bank branches for the launch campaign.
2. Run a launch campaign in 15 branches, where customers who apply for the product, activate it and perform the first transaction will receive an instant giveaway.

□ The Results:

Our workshops gave the branch staff enough knowledge of the product that helped overachieve the sales KPIs. As a result of the successful launch, the bank run a following campaign for another 15 branches.

The Project deliverables included: forecasted market sizing, GTM strategy, running consecutive two BTL marketing campaigns for customer acquisition, holding staff training sessions and post launch results review.

VII. Case Studies (cont'd)

5: Educational Portal project



CENTRAL BANK OF EGYPT
Egyptian Banking Institute



□ The Challenge:

Central Bank of Egypt wants to grow the number of SME companies within the financial sector. In collaboration with Egyptian Banking Institute they launched the Initiative with many banks to enable selective branches to serve the SME clients to attract them into the banking community. To complement the effort of all banks CBE and EBI agreed to launch an online portal where the SME will find information about how to run their business. Hence professionals were invited to provide FAQ, curriculum material and exam.

□ The Process:

In order to support the SMEs in running their business, the CBE and EBI invited consultant firms in different business fields to prepare in Arabic language training material, FAQ as well as exam to accredit experts in different fields who can support the SMEs later on in their business.

□ The Results:

The project was delivered to EBI in January 2020, who will be uploaded later on into the online portal to explain to SMEs different subject matters including why do they need to deal with banks and the benefit from accepting card payment transactions for their profitability and cash management.

VII. Case Studies (cont'd)

6: Debt Collection and Settlement

□ The Challenge:

One of the largest Technology Corporation had supplied stuff to one of its Customers in Egypt worth millions of dollars.

The client had faced a problem of collecting quite big amount of the debt. After years of negotiations the settlement had been interrupted. The Client had booked almost 90% of the debt as bad debts in the books.

□ The Process:

We worked with the client on the transaction and had got all the clues and documentation needed pertaining to the debt. We had several visits to the Egyptian company and held long meeting in attempts to convince the Egyptian company to settle the outstanding debt without going to Court.

□ The Results:

We have succeeded to collect 70% of the outstanding debt were 60% (difference between the 10% A/R after the bad debt provision at the Client's books and the 70% debt collection) was the net saving/settlement of the debt.



VIII. Next Steps:

- 1 Meet with the business team to discuss potential support scope.
- 2 Identify which product(s) or services to start with.
- 3 Your Management to review and acknowledge.
- 4 VCG to submit the engagement letter for your signature.
- 5 VCG to start the scope of work delivery phases.

IX. Contact us

For more information please contact us on the below details

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