



## Newsletter

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### About TAG-Value

As a member of TAG-Org, AbuGhazaleh Valuation (TAG-Value) is an international valuation and consulting firm with offices and associates spanning worldwide. TAG-Value's expertise covers a complete range of services that include Valuation, Due Diligence and Financial Modeling.

TAG-Value was established at a time when the valuation profession was still in its early stages of development in the Arab region. Since the early beginnings, TAG-Value has consistently been spearheading the efforts to develop the framework of valuation services worldwide.

TAG-Value has an impeccable record of assisting and supporting governments, public institutions and non-governmental organizations in raising the levels of awareness of the importance of business valuation and the valuation of intellectual property worldwide. We offer the business community an array of services aimed at delivering credible and tangible solutions, based on experience combined with sound judgment. Our team of professionals has extensive experience in providing efficient solutions to any situation that practically covers all business sectors.

## Our Valuation Services

As the business environment is constantly changing, becoming more complex and sophisticated, businesses must be flexible and ready to adapt and respond promptly. Valuation is a crucial component of the management process that leads to understanding the underlying dynamics of your enterprise. Valuation is therefore essential for estimating the fair value of your business, financial assets or even liabilities.

### **TAG-Value offers the following Business Valuation services:**

**Securities Valuation** Securities are negotiable and exchangeable instruments that represent a financial value, and they are categorized as either debt securities, such as bonds and debentures issued by governments and corporations, or equity securities, such as common and preferred stocks, which reflect a proof of partial ownership or right in a corporation.

TAG-Value provides the valuation of a broad range of securities, which include equity, equity and interest rate options, swaps, treasuries, corporate and government bonds, mortgage-backed securities, collateralized mortgage obligations, credit derivative swaps, and many more.

TAG-Value uses diagnostic tools for valuing securities, applying a series of mathematical relationships and financial models to determine the price at which a security should be exchanged.

### **Stock Valuation We apply sophisticated valuation techniques that can be used to find the fair value of stock options. These valuation techniques include:**

- Monte Carlo simulations
- The Black-Scholes Models
- Lattice models, including the Binomial Options Pricing model.
- Synthetic option modeling

**Tangible Asset Valuation** Our team of experts works in conjunction with university professors and experts in various fields, along with licensed appraisers in order to value a wide range of tangible assets.

### **Our areas of expertise of valuing tangible assets include:**

- Real Estate such as;
  - Residential sector: apartments, housing buildings, villas, condominiums.

## Dr. Abu-Ghazaleh Receives Eastern Amman Investors Board

AMMAN – HE Dr. Talal Abu-Ghazaleh Global, founder and chairman of Talal Abu-Ghazaleh Global (TAG.Global), has received in his office the Chairman of the Board of the Eastern Amman Investors Industrial Association (EAIIA), Dr. Iyad Abu Haltam, to discuss means of cooperation between the two sides.

The meeting was attended by EAIIA Vice President, Mr. Mohammed Al-Saudi, Eng. Ala'a Nasser Al-Din Al-Mughrabi, a member of the Talal Abu-Ghazaleh Knowledge Forum (TAG-KF) Board of Trustees.

During the meeting, Dr. Abu-Ghazaleh commended the Association's efforts in supporting and developing the investors' and industrialists' businesses in the East Amman region, as well as its integrative role in cooperation with various institutions concerned with investors' and industrialists' affairs. He also stressed the importance of such entities in serving the future of industry in Jordan.

Additionally Dr. Abu-Ghazaleh called for exerting more efforts that would effectively serve the industrial sector and



the youth who strive to enter the world of industry, especially in light of the knowledge transformation in the world, which requires advanced industries and innovations to keep pace with developments in a rapidly changing technological world.

During the meeting, the Association's activities and services in the field of human resources development for member companies, industrial networking, intra-trade, internal and external marketing and promotion, as well as representing the Association to the concerned and official authorities were all highlighted. The two sides also discussed several issues related to the investment environment, especially in the industrial sector, in addition to the obstacles and challenges facing the industrial investors, in light of the surrounding conditions in

the region and their impact on the Jordanian economy and the challenges imposed on the industrial sector. Additionally, the two parties tackled the benefits of investment in Jordan and methods of building an attractive investment environment in line with the legislative and regulatory sphere.

At the end of the meeting, the two parties agreed to discuss ways of developing the national local content (value-added local product) and the importance of identifying accredited bodies to determine the 'value-added' product for many industrial companies and to improve this content.

It is worth mentioning that the two sides will organize and hold a dialogue session to discuss the situation of the industry in Jordan, and how to address the challenges it is facing.



## 'Abu-Ghazaleh Knowledge Forum and Jordan National Cyber Security Center Organize Panel Session

AMMAN – Talal Abu-Ghazaleh Knowledge Forum (TAG-KF), a member of Talal Abu-Ghazaleh Global (TAG.Global), in cooperation with Jordan National Cyber Security Center (NCSC-JO) has organized a “People of Cyber Determination” awareness session, under the patronage of HE Dr. Talal Abu-Ghazaleh, TAG.Global founder and chairman, jointly with Engineer Bassam Maharmeh, president of NCSC-JO, on the occasion of the International Day of Persons with Disabilities.

Dr. Abu-Ghazaleh stressed that the Arab nation has historically been advanced in all fields, calling on the region to regain its self-confidence to assume its role as a global leader, given its high expertise and competencies that have proven their global worth in many fields, particularly the talents of those suffering disabilities. Dr. Abu-Ghazaleh called for creating an Arab invention for Internet security that ensures the safety of people with disabilities. He emphasized TAG.Global's constant insistence in seeking to keep pace with the knowledge world by utilizing cutting-edge global technologies to safeguard the security of its data. “Through Arab competencies, TAG.Global has



created and designed a ‘Smart School Bag’ for all school stages that is programmed and upgraded annually,” Dr. Abu-Ghazaleh said.

For his part, Eng. Maharmeh expressed his pride in the existing collaboration between the NCSC-JO and TAG.Global, especially in the area of cybersecurity awareness. He pointed out that the Center pays special attention to issues that impact all society segments, whether individuals or institutions; the reason that leads the Center to launch a number of awareness initiatives that help address risks and reduce cyber-attacks. Eng. Maharmeh further stated that there are several cautions associated with the use of the Internet for personal purposes, especially social media platforms that focus on collecting information for advertising purposes, expressing his hope that a national product in the field of cybersecurity would be developed.

Ms. Suhair Abdel Qader,

president of the Cultural Forum for the Blind (CFB), highly praised Jordanian persons with disabilities, noting that Jordan has gone the extra mile in raising awareness and eradicating the negative stereotype of people with disabilities by organizing and holding important initiatives that contribute to developing their competencies, maximizing the available capabilities and providing the appropriate environment to build future generations of leaders. During the session, Dr. Omran Salem, a specialist in cybersecurity and digital communication, spoke about utilizing cybersecurity to serve people with disabilities, referring to the importance of employing technology to serve their interests. While Mr. Ahmed Al-Masri, a member of the CFB and a group of the Forum's trainers, remarked that responsible publishing, digital content, illegal software and programs and the dangers of using them, and gave some tips to protect against their negative effects.

## ‘Abu-Ghazaleh Global’ and CyberX Platform Sign Cooperation Agreement in Cybersecurity



AMMAN – Talal Abu-Ghazaleh Global (TAG.Global) has signed a Memorandum of Understanding (MoU) with CyberX Platform to cooperate in spreading and raising awareness, as well as in building cyber capacities at Arab and regional levels by carrying out mutual awareness initiatives and holding agreed upon training programs.

The MoU was signed by HE Dr. Talal Abu-Ghazaleh, founder and chairman of TAG.Global, and Eng. Mohannad Al-Kalash, CyberX founder.

During the signing ceremony, Dr. Abu-Ghazaleh emphasized the importance of such

partnerships in the field of cybersecurity, highlighting its positive impact on promoting capacity-building, marketing recognized certifications, and developing a specialized professional community across the Arab region.

For his part, Eng. Al-Kalash has emphasized the significance of raising awareness, eradicating digital illiteracy, and promoting digital citizenship. He went on to discuss the importance of evaluating the human-awareness component in any organization or entity, as being the weakest link in the cybersecurity chain for identifying potential sources of threat and

addressing possible gaps.

It is worth mentioning that Talal Abu-Ghazaleh (TAG.Global) is a global organization for professional services, education, and tech products, operating in more than 100 offices worldwide.

CyberX, the first specialized Arabic platform in promoting cybersecurity awareness and digital knowledge, offers its services through a range of high-quality and specialized solutions and platforms; in addition to implementing programs, services and field initiatives in several Arab countries, including the United Arab Emirates, Kuwait, Oman, Iraq, Saudi Arabia, Jordan and Egypt.



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