



**EQUALS**

**financial services**

*Achieve Results*

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# About EQUALS

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At Equals, our accounting and financial reporting experts are well-versed in the latest accounting standards, and constantly changing tax regulations, and have experience with industry-leading accounting systems. We offer comprehensive accounting and financial services, with the principle of non-conflict of interest in mind, which means our financial accountants are separate from legal accountants. Please let us know how we can assist you with your accounting needs.



# OUR STORY

in the year 2020, we began a venture aimed at addressing a series of difficult inquiries



**WHICH PRODUCTS OR SERVICES ARE CAUSING US TO LOSE MONEY?**



**OUR SALES NUMBERS ARE IMPRESSIVE, BUT WE LACK CASH FLOW.**



**HOW CAN I SAFEGUARD MY BUSINESS AGAINST THE IMPACT OF ECONOMIC DECISIONS?**



**WE DON'T KNOW HOW TO USE THE ACCOUNTS DEPARTMENT TO OUR ADVANTAGE?**



**At EQUALS, we aim to do more than just, provide answers to your financial questions**

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**Our Goal**

Turn your financial department into a valuable source of information that can assist you in making well-informed decisions both presently and in the future.

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Assist in creating a financial department that aligns with the company's strategy and goals. The accounting department is the foundation that oversees all company activities, from sales and marketing to stores. With our help, you can establish a strong financial department that drives informed decision-making.





# How can **EQUALS** add value to your business?

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In the current economic climate, it's crucial for companies to update their mindset, particularly with regard to financing and investment.

At **EQUALS**, we can help you transform your management approach by setting up a financial and accounting department that enables you to make accurate financial decisions for the short and long term. Our decision-making method involves statistical analysis and a thorough assessment of your company's operations. We believe that numbers hold the key to comprehending your company's history, present, and future, and our aim is to boost financial, accounting, and administrative awareness among small and medium-sized businesses



# OUR SERVICES

**1** Accounting services & Outsourcing

**2** Supervising Finance and Accounting Dept.

**3** Reporting (FP&A)

**4** CFO services

**5** Gap Analysis, Restructure and Auditing

## FOR ASSISTANCE IN

Increasing the accuracy of your figures and enhance your profitability

Enhancing your finance department workflow

Focusing on your core business

Guiding you through market turbulence.

Reorganizing your Finance department to meet your new business requirements



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# Accounting services & Outsourcing

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**EQUALS** Firm aims to improve your profits by efficiently managing and accounting for operating costs and reporting employee expenses, management costs, payroll, taxes, and the impact of direct costs on sales.



# 2

# Supervising Finance and Accounting Dept

**Do you currently have an in-house accountant? Are you looking for help in ensuring their work is accurate and up-to-date? Perhaps you don't want to hire a whole accounting team. If so, Equals can assist you.**

At Equals, we believe that clear communication of financial information to stakeholders is vital for making informed decisions that are timely. Our monthly financial supervision service provides finance experts who will guide your in-house accountant to produce a detailed monthly financial report. This report includes regular analysis to identify insights and areas for improvement.



# 3

# Reporting (FP&A)

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Effective performance reporting is crucial for FP&A teams in communicating financial information to executives, board members, stakeholders, and individuals who are not well-versed in numbers. These teams collaborate with all departments in a company and provide guidance for tracking revenue and expense goals.

By maintaining consistency in their reporting, FP&A teams ensure that everyone is on the same page when it comes to financial performance.



# 4

# CFO Services



**As the job market evolves, the traditional approach to managing companies may no longer be viable from an economic and financial standpoint. This is where **EQUALS** comes in. We understand that as your business grows, you may require the expertise of a seasoned part-time finance director (FD) or chief financial officer (CFO) to provide strategic financial oversight.**

- Managing finances in areas such as accounting, finance planning and strategy, tax planning, and investment planning can be complicated as your business expands
- These needs for a CFO become more pressing, especially when budgets are tight



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# Gap Analysis, Restructure and Auditing



## **GAP ANALYSIS**

Is the process by which a company can identify its current state by evaluating time, money, and labor, and making a comparison to its target state

## **RESTRUCTURE**

The finance department hierarchy structure and prepare job descriptions for different levels that most fit your business needs, increase accuracy, eliminate workloads, and ensure segregation of duties.

## **AUDITING**

Accounting is done with the purpose of reflecting the actual position, performance, and profitability of the business or organization. Auditing is done to verify the accuracy of records



## **MOHAMED AL-RAIS**

The Founder and Managing Director of Equals, as well as a Business Partner at EPIC Advisory, has over 18 years of experience in the financial industry. With a strong background in accounting, he is highly involved in the development and management of financial systems, planning, budgeting, P&L analysis, forecasting, excel modeling, and ERP systems. He has completed a Certificate in Accounting and Finance at AUC, studied a Certified Management Accountant - CMA, as well as a Project Management certification at RITI. Additionally, he holds certificates in corporate finance, financial statement analysis, and valuation at RITI





# INVESTMENT PARTNERS



**DR. NADER  
IBRAHIM**

CEO of EPIC Advisory



**NOURHAN  
EL-TOOR**

Founder and CEO Gateway



**TAREK  
EL-GAMMAL**

Founder and CEO of Ubuntu



# Our Team

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**MOHAMED  
AL-RAIS**

—  
Founder &  
Managing Director



**IHAB  
OTHMAN**

—  
Head of Accounting  
& Auditing



**MAHMOUD  
MOHSEN**

—  
Head of Builder &  
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SOKNA™



# OUR PROJECTS





# Connect With Us!

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