

## Lumi announces launch of Lumi Middle East

Wednesday 12 September, 2018

Lumi, the global leader in the provision of technology to facilitate the smooth running of AGMs, has today announced the launch of Lumi Middle East. This brings the total number of Lumi offices to ten countries.

Based in the Silicon Oasis free zone in Dubai, Lumi has appointed Yousef Abu Al Qaren as its new regional Managing Director. Yousef and the team have many years of experience in running AGMs in Dubai, and commented "My team and I are delighted to be joining Lumi. We recognized the huge opportunity to grow in this region and with the years of experience and development that has gone into Lumi's technology, we can really capitalize on the demand in this market for electronic, hybrid and virtual AGMs".

There has been much discussion and debate around the rise of hybrid and virtual AGMs and the rate of adoption has increased significantly in the last 12 months. Across the globe, shareholder engagement remains a core topic with many issuers seeing the opportunity to offer remote AGM participation alongside an in-room shareholder meeting as a key tool to achieve this.

Lumi is widely recognised as being at the forefront of this adoption, having delivered Dubai's first hybrid meeting for DP World earlier this year, as well as having facilitated the UK's first fully virtual AGM for Jimmy Choo in 2016.

This expansion is seen as significant for Lumi in a region which is demonstrating a rapid move towards greater digitalization. Richard Taylor, CEO, believes that there is a very clear appetite in the region for the Lumi proposition. "We are always looking to expand geographically and the Middle East represents a really exciting opportunity for Lumi to continue to increase our global presence. Greater shareholder engagement and dematerialization are high on the agendas of many of the organizations in this region, and we look forward to supporting meetings with a local team benefitting from the Lumi world leading AGM technology platform."

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### Notes to Editor

Lumi is the dominant player globally in the provision of software and real-time audience engagement technology to facilitate Annual General Meetings for Companies (whether listed or non-listed), Associations, Legislative Bodies, Membership Organizations and Partnerships.

Based on proprietary, patented technology, Lumi provides software, hardware and services that assists registrars or event organizers to register delegates, provide live, secure polling, Q&A management services and relevant reporting.

Lumi is headquartered in Hampshire, UK where central functions including finance, product development and marketing are based, but has offices in 10 countries across Europe, APAC, Africa and the Americas. Highly differentiated in the majority of markets where it is active, it benefits from extremely strong, experienced and renowned MDs who head up each in-country team.

Its mobile solution enabled Lumi to facilitate the UK's first electronic AGM held by a listed company, Jimmy Choo, in June 2016. Hybrid and Virtual AGMs are increasingly inevitable with hundreds having already made the switch and the greater engagement with shareholders and efficiency that virtual AGMs enable will drive further market penetration.

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