

### **Contents**

About STROLLA	1-3
Message from Founder and CEO of STROLLA	
STROLLA Limited and STROLLA LLP Licenses	
STROLLA Brand Strive for Excellence in Business Partners and Talent	4-6
Professional services we offer What we offer	7-8
Understanding YOUR Business? We understand YOUR needs	9-10
STROLLA Talent Our people	11-21
STROLLA Contact Contact Us	22-23



IR Global represents **155+** Jurisdictions, covering over **70** unique practice areas worldwide.



Member of largest professional network







## Message from Founder and CEO



**STROLLA** is a professional business advisory, audit & assurance, tax consultancy, and IT consulting regional firm based in **Abu Dhabi, United Arab Emirates** spread over the Middle East and other region.

**STROLLA** is a member firm of **IR Global**, an International affiliation of professional firms globally in **+155 plus** jurisdictions with **1000 plus member** firms. **STROLLA** is registered with Abu Dhabi Global Market and has office in mainland as registered Auditor, Tax Advisor, compliance consultant, management consultant and Company Services Provider (CSP).

**STROLLA** is an **Authorised Training Employer** of **Institute of Chartered Accountants in England and Wales and Association of Chartered Certified Accountants (ACCA)**.

**STROLLA** is registered as an **Approved Tax Agency** by the **United Arab Emirates Federal Tax Authority** to act on behalf of its business partners and support them with their tax obligations.

Alfred Strolla, founder and CEO of STROLLA, is an Italian citizen, recipient of decoration of "the Order of the Star of Italy" with the rank of "Cavaleire" from the Government of Italy for his valuable services in the Middle East region. Alfred has over 40 years of assurance & advisory and risk management experience mainly with the Big 4 professional services firms and possess a wealth of experience in United Arab Emirates as well as the wider Middle East and Europe.

**STROLLA** is an emerging business advisory and IT consulting regional firm, striving to help dynamic organisations unlock their potential for growth by providing 'hands on', meaningful, forward looking business services. The firm believes in philosophy of creating business partners, not customers, and provide professional services with its dedicated and talented pool of professionals. Proactive teams led by approachable leaders, use insights, experience and instinct to understand complex business challenges for publicly listed, privately owned, and public sector entities and help them to find right solutions. **STROLLA** people are focused in making a difference to its business partners, colleagues and the communities in which we live and work.

### **Understand dynamic organisations**

**STROLLA** strives to serve dynamic, growing entities that are on the path of success, as we too are a dynamic, growing firm. Like you, we know that the figures and awards only tell a part of the story; we serve dynamic entities as it is rewarding and exciting to play a part in something **GREAT**! We want to be part of your success and invite you to be part of ours.

### Talented people committed to make a difference

Our people are our most valuable asset and being at the forefront of professional development is vital. Our strategic priorities is to attract, develop and retain the best people across a variety of service lines at **STROLLA**.

Compliant with Central Bank of the UAE laws for Anti-Money Laundering and Counter-Terrorism Financing.



RGLOBAL STROLLA, a Member firm of IR Global Network.



## **STROLLA** LIMITED Practice License

STROLLA Limited has a Valid Commercial License to render service of External Audit to entities registered in Abu Dhabi Mainland. STROLLA Limited, has a Commercial License bearing number CN-2643628 وقم الرخصة: and Alfred Strolla holds the Auditor Certificate with number 137.







#### شهادة مدقق حسابات -أشخاص طبيعبين

#### **Auditor certificate - Persons**

تنفيذا لأحكام القانوت الاتحادي رقم (12) لسنة (2014) بشأن تنظيم مهنة مدفقي الحسابات ولاتحته التنفيذية، فقد تم (فيد/تجديد فيد) مدفق الحسابات في سجل مدفقي الحسابات للأشخاص الطبيعيين المزاولين للمهنة وفقا لما يلي:-

Auditor name	:	ALFRED STROLLA		الغريد سترولا الغريد سترولا	اسم المستقق :
Nationality	:	Italy		ايطاليا	الجنسية:
Entry Number	:	137		137	رقم القيد:
Issue Date	:	18/6/1997		1997/6/18	تساريسخ القسيد:
Expiry Date	:	17/6/2023		2023/6/17	تاريخ انتهاء القيد:
Address		Abu Dhabi		أبوظيي	عنوان المراسك
	3	>			
Sincer Constitution of the	S. F. E.		إدارة مدفقي الحسابات		
The same	30)	)		2022/5/24	حررت هذه الشهلة في تاريخ:

is: Delay to renew the Auditor's registration for more than (50) days from expiry shall lead to revoke by default the said regi



## **STROLLA LLP Practice License**

**STROLLA LLP** has a **Valid Commercial License** bearing number **000004273** to render services of Management consultancy activities, Accounting, bookkeeping activities, Bookkeeping, Tax, consultancy activities, Auditing activities, Trade marks registration agents, Company Services Provider in Abu Dhabi Global Market.













**Ethical Business Leaders** 





**Proven Credentials** 

# Compelling Reasons to Choose *STROLLA*

Approved Tax Agency under TAN number 30003636 by the UAE Federal Tax Authority to act on behalf of our business partners and support them with their tax obligations.







Distinct expertise in Professional Services









## STROLLA

### **Strive for Excellence in Business and Talent**

The strength of our **BRAND** is a critical enabler of our ambitious strategy. The combination of quality leadership, technical expertise and an inclusive culture built on consensus not directives, has brought *STROLLA* brand to a position of being a credible challenger to the consulting world.

Connecting industry and specialised knowledge with innovative technology and ideas, our qualified professionals create true business value for existing and potential business partners.

Our brand promise is communicated externally through our tagline 'Strive for Excellence in Business and Talent'.

Our brand is now global with membership of **IR Global** represented to offer the highest quality services that meets the needs of the most complex client requirements.



RGLOBAL STROLLA, a Member firm of IR Global Network.

Strolla Limited and Strolla LLP Business Profile.





This touches our whole business, from the services we provide and the way we deliver them, to the people we hire and how we talk about *STROLLA*. We know that we must further differentiate ourselves from our competitors in order to win and retain business partners we want and the people we need to serve them.







## What We Offer

**STROLLA** aims to server diverse range of clients across all industries and ownership structures. The breadth of our client base allows us to gain valuable insight from the complexities of large companies, as well as from much smaller clients with very different needs and issues. Below we have provided you with the service range we offer:

Assurance Services Tax Consulting Advisory Services Business Risk Services

**IT Services** 

Legal Services Outsourcing Services

- External Audit
- Review Engagements
- Agreed upon procedures
- Compilation Engagements
- International tax advice
- Transfer pricing and withholding tax
- Tax/VAT
   Advisory and compliance
   services
- VAT computation
- VAT advisory & computation
- Base Erosion and Profit Shifting (BEPS)

Registered Tax Agency under TAN No. 30003636 by the UAE Federal Tax Authority.

- Management Consultancy
- Corporate and Company Services
- Business restructuring
- Mergers and Acquisitions (M&A)
- IPOs
- Valuation services
- Due diligence & investigation activities
- Business diagnosis

- Internal audit
- Process improvement & re-engineering
- Preparation and update of policies and procedures
- Corporate Governance
- Internal controls review
- Organisation development
- Contract risk compliance

- Software solutions (ERP & Business Process reengineering)
- IT Advisory & Consulting
- Software development & implementation
- Software implementation and selection of Best Fit IT solution
- IT Reviews & Audit

- Company formation
- Amendment to Memorandum Of Association
- Laying out legal terms, agreements and MOUs
- Board
   Secretary
   Services
- Trade Mark Registration

- Compliance Consultancy Services including Anti-Money Laundering Compliance, Data Protection
- CFO/Finance head Services

Rules (DPR)

- Accounting
- Payroll
- Staff secondment
- Recruitment services

RGLOBAL STROLLA, a Member firm of IR Global Network.







## We understand your needs

**STROLLA** understands that every business has different needs and interests when selecting a provider. This section of our profile describes the benefits to our business partners.

Entities across all industries face an array of challenges in their commercial activities. To believe that **STROLLA** is the right fit to address these challenges, you are keen to find answers to the following questions:

- does STROLLA have proven experience?
- · can STROLLA collaborate effectively with your team?
- will STROLLA bring a commercial perspective?
- Does STROLLA have coverage to suit your needs and effectively coordinate the service?
- will you receive true value for a competitive fee?
- will the team assigned possess the technical skills, background and capabilities to address your challenges?
- · can **STROLLA** provide required quality services?

Every commercial decision presents risks. As professionals, we apply our reason and instinct to the decisions we make, and we understand that you do the same. Our goal is to provide our business partners the assurance that *STROLLA* understands the instincts which drives you and your business, and has sound technical solutions necessary to meet the needs of your business.







People that make an impact





We have an enthusiastic team to match the requirements of our valued business partners. Our team brings quality and responsiveness to our prestigious clients and possess the capability and experience to deliver exceptional client service.

**STROLLA** as a team embrace responsibility for seamless delivery of service with support provided by pool of qualified professionals. **STROLLA** leaders are committed to work with its business partners, providing input to assist its business partners in realising their strategic objectives.

The combination of their diverse skills means that business partners benefit from a team at the leading edge of financial reporting standards, specific industry technical knowledge and understanding of local and global business challenges.

Our team is committed to deliver "hands-on" experience of serving our business partners, combining the diverse proven team, who works together as a team.



### The key members of **STROLLA** are mentioned as follows:

Name	Designation/Services
Mr. Alfred Strolla	Founder and CEO
Mr. Faizan Kamal	Director of Operations
Mr. Mahadi Osman	Accounting and Tax Leader
Dr. Mamoon Dongula	Audit Concurrence Leader
Mr. Mark Dunn	Risk Management & Internal Audit
Mr. Mustafa Kamal	IT Consultancy and Audit
Mr. Abdul Samed	External Audit Principal
Mr. Ashwani Kumar	Accounting Principal
Mr. Irshad Ali	Internal Audit Principal
Mr. Lorenzo Strolla	Business Advisory Services
Mrs. Daria Balakhnina	Audit and Accounting Services
Ms. Alvinalene Cordova	Audit and Accounting Services
Mr. Ahmed Kamal	Audit and Accounting Services
Mr. Abdul Roshaan	Accounting Services

### ترولا

## **Alfred Strolla Profile**

### Founder and CEO of STROLLA

Alfred Strolla is the founder and CEO of **Strolla**. Alfred was a **General Senior Partner** in the **Deloitte & Touche Middle East Practice**. Alfred is a Certified Public Account of Ireland and United Arab Emirates. **He possess over 40 years** of successful professional experience providing audit & assurance, tax consultancy and financial advisory services to a range of clients in the Middle East and Europe and brings with him a wealth of experience in the GCC region in assurance & advisory engagements. Alfred was also the regional leader of Deloitte's Energy and Resources Practice at Deloitte Middle East. Alfred is an Italian National and is fluent in English and have ability to communicate, read and write Arabic language.

Alfred has an extensive experience and has acted as a **Regional Managing Partner** for **Deloitte Middle East**. Alfred has an unparalleled successful experience in the United Arab Emirates, and the wider Middle East region and Europe in the provision of audit, tax and financial advisory services to a number of regional and international Oil and Gas (Energy) industry, companies covering exploration and production, refining and gas processing, marine transportation, oilfield services and petroleum engineering, maintenance and construction companies.

From tax perspective, he dealt with international tax queries from Deloitte offices worldwide, in particular GCC countries, USA, UK, Japan, France, Germany, Italy, Belgium, Netherlands and India. Alfred's services are also called upon for Tax Planning, Tax Compliance, Transfer Pricing, setting up companies and Double Taxation treaties with including BEPS (Base Erosion Profit Shifting).

Alfred has a wide range of upstream experience covering exploration and production operations under joint production service agreements as well as sole risk and non-consent operations. Alfred has also served a variety of downstream operations covering LNG, LPG, Petrochemicals processing, transportation and refining.

Alfred has played a key role in the successful restructuring and privatization of the electricity and related water sector both in the Emirate of Abu Dhabi and in the Sultanate of Oman and also served as an advisor to the Ministry of Finance in Abu Dhabi and Oman on the restructuring of the sector.

Credentials: Registered with Ministry of Economy Accounts Auditors Department with registration number 137, Member of Energy Institute (MEI) – UK, Certified Public Accountant (CPA), Master in Business Administration (MBA).











## **STROLLA** Talent **Faizan Kamal**

**Designation** 

**Director Operations** 

Education

Chartered Accountant I.C.A.E.W & A.C.C.A

Years of experience

12 years

**Expertise** 

Auditing & Assurance, **Advisory Services** 

Faizan Kamal is Director Operations at STROLLA and the Qualified Person Responsible for Training for Institute of Chartered Accountant of England & Wales. Faizan is a Chartered Accountant from Institute of Chartered Accountant of England & Wales (I.C.A.E.W) and Fellow member of Association of Chartered Certified Accountants. He has over 12 years of professional experience specialising in Oil and Gas, Energy, Manufacturing, Insurance, Retail, Facilities management sectors.

He has worked several years in Middle East including United Arab Emirates, Kingdom of Bahrain, Saudi Arabia and Oman and lead teams on consulting, advisory and assurance and related professional services engagements. In addition to leading advisory and audit assurance engagements of multi-national clients' large local groups in Middle East, his experience includes compliance and regulatory reviews, due diligence projects on control and governance framework, bespoke software development and implementation.

He is also leader of learning and development team and facilitates the internal and external trainings on IFRSs, IFRS conversion methodology, audit and assurance and software development requirements assessment and implementation.

Prior to joining STROLLA, he worked with Global Professional Firms in United Arab Emirates, Oman, Bahrain, Saudi Arabia and Pakistan.













### **Mahadi Osman**

**Designation** Accounting and Tax Leader

- Chartered Accountant

- Bachelor of Commerce

Years of experience

14 years

**Expertise** 

Tax, Accounting and ICV

Languages

Arabic and English

Mahadi Osman is Accounting and Tax Services Senior Manager at *STROLLA*. He is Fellow member of Association of Chartered Certified Accountants (FCCA) (UK) and a graduate with a Bachelor of commerce degree. He possess over 14 years of experience in the accounting and taxation field across array of industries including agricultural, minerals exploration, manufacturing and retail.

Mahadi is an approved Tax Agent authorised by the UAE Federal Tax Authority (FTA). He assists Strolla clients with several professional matters including tax, accounting advisory, audit and business advisory. Mahadi's expertise includes tax structuring with reference to investment or reorganize the business tax structure; outlining the tax risks associated with operational models in business; as well as the understanding of the impact that the OECD's Base Erosion Profit Shifting (BEPS) project will have on the U.A.E based businesses.

Prior to joining **STROLLA**, Mahadi has worked as a financial controller for several companies in Sudan and in the U.A.E. Additionally, Mahadi has worked as a tax consultant in a reputed tax firm established Dubai and he also managed the tax services line of an accounting a reputed firm based in Abu Dhabi.



**Education** 

- Fellow of the Association of Chartered Certified Accountants, (FCCA), (U.K)
- Bachelor of Commerce



## **STROLLA** Talent Dr. Mamoon Ali Dongula

Services Audit Concurrence Leader **Education** 

**Years of experience** +30 years **Expertise**  PhD, Association of Chartered Certified Accountant and Institute of Internal Auditors Auditing & Assurance, Financial Institution and

**Public Sector** 

Mamoon Ali Dongula is a Senior Professional with over three decades experience in Audit, Accounting of Financial institutions, Islamic Finance, Management Consultancy and Corporate Finance in United Arab Emirates, United Kingdom and Sudan. He possess international qualifications from United Kingdom and United States of America. He has achieved business growth in dynamic business environments in the field of Accounting, Professional, Internal Audit and Corporate services.

Mamoon is involved to ensure quality of the audit and assurance engagements and he monitors the strategy of the engagement leaders. He performs an independent assessment of the execution and completion of the assurance engagements.

Mamoon has worked at Leadership roles with Western Region Development Council of Abu Dhabi, Emirates Insurance Company and auditing and assurance services firms in United Kingdom and Sudan. He is well familiar with the methodologies, International Standards of Auditing (ISAs), International Accounting Standards (IASs), International Financial Reporting Standards (IFRSs), International Public Sector Accounting Standards (IPSAS) and quality procedures for audit and professional services.

Mamoon is proficient in languages; English, and Arabic.















### **Mark Dunn**

Years of experience

Risk Management Internal Services

Audit

+38 years

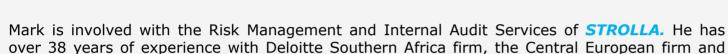
**Education** 

South African Institute of Chartered Accountants

Internal Audit, Risk **Expertise** Management, Auditing &

Chartered Accountant from

Assurance



complex mainframe systems to stand alone PC and LAN based systems.

has spent over a decade in the Deloitte Middle East practice. He was the partner responsible for IT Audit across the region and Partner responsible for audit engagements in Sultanate Oman. Mark has performed, managed and directed financial and IT audit engagements as well as security engagements in a wide range of data processing environments, ranging from highly

Mark has wealth of experience in various industries and in the geographies mentioned above.

The key industries he served were:

- Financial services sovereign wealth fund, banking and insurance
- Energy especially Oil and Gas
- Telecommunications mobile and fixed line operators
- Utilities especially the electricity and water sector







## **STROLLA** Talent Mustafa Kamal

**Designation** 

**Years of experience** +30 years

IT Consultancy & Audit

**Education** 

**Expertise** 

FCMA (Institute of Cost & Management Accountants

of Pakistan)

Institute of Marketing Management of Pakistan

Information Systems/

Information Technology

Mustafa Kamal is a Senior IT Professional with STROLLA with over three decades experience in IS/IT Services with Multi-national Corporations, Financial institutions, Islamic Finance, Management Consultancy and Corporate Finance in Pakistan. His professional origin can be traced to his beginnings with an industrial giant in Pakistan. He then joined a US-based pharmaceutical Entity, Bristol-Myers Squibb. Mustafa spent 17 years with Bristol-Myers Squibb at various capacities within the IS/IT roles.

He is providing ECM, CRM & BI business solutions and front & back-end business applications, to prestigious multi-national corporations in the verticals of financial and non-financial sectors.

Mustafa's professional interests revolves around Enterprise Content Management, Data Warehousing & Customer Relationship Management and IT Audits and IT reviews, IT policy development and implementation. He aims **STROLLA** to be the regional expert on ERP and customised software solutions in the Middle East and internationally and assist businesses to achieve their strategic objectives for IS/IT as major pillar of business continuity and growth.

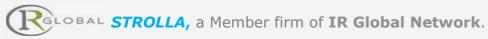


#### Education

- FCMA (Institute of Cost & Management Accountants of Pakistan)
- Marketing (Institute of Marketing) Management of Pakistan)
- Bachelor of Commerce

### **Expertise**

- IBM Enterprise Content Management
- RDMBS (Certified on MS-SQL 2000)
- IT Strategic Planning
- Project Management
- Cognos (Data warehousing tool
- Authored i-Series (AS/400) Security Policy & Procedure Manual for HBL & Union Bank





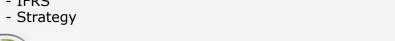
**Abdul Samed Audit Principal** 

**Abdul Samed** is an accomplished results driven, experienced finance professional with distinct expertise of audit and tax with more than 15 years in Big 4 Global firms in Middle East and Pakistan.

He is a qualified Chartered Accountant from Institute of Chartered Accountants of Pakistan and Bachelor of Commerce. He has proven credentials for financial and external audits, budgetary reviews, compliance and tax. He has experience of more than 6 years as a Finance Head in the Middle East. extensive experience and in-depth knowledge of International Financial Reporting Standards (IFRSs), International Standards of Auditing (ISA), Direct and Indirect taxation.

### **Areas of Expertise**

- Audit and Assurance
- Tax Review and Compliance
- Transfer Pricing
- Internal Controls,
- IFRS



OBAL STROLLA, a Member firm of IR Global Network.



Ashwani Kumar Accounting Services Principal

**Ashwani** is the **Accounting Services Principal** for the accounting engagements. He possess in-depth understanding and knowledge of International Financial Reporting Standards (IFRS) with long association with Al Jaber Group.

He is a fellow member of Institute of Chartered Accountants of India (ICAI). He possess over 30 years of experience in the accounting and finance field across array of industries in U.A.E and India.

Ashwani monitored and controlled the finances, accounts and assets of companies with Oil & Gas, Infrastructure, Construction, Equipment leasing, Trading, Manufacturing, and Marine Transportation and have managed Group Turnover over AED 10 Billion per year.

### **Areas of Expertise**

- Audit and Assurance
- Tax Review and Compliance
- Internal Controls
- IFRS
- Business Advisory.





Irshad Ali Audit and Tax

**Irshad** is a Chartered Accountant from Pakistan and Chartered Public Finance Accountant "UK". He is an Audit Senior Manager.

He has done course on leadership from London Business School –UK plus other trainings on audit, risk from UK based Training Institutes as well.

Mr. Irshad has worked for manufacturing, banking, construction, services sectors with extensive knowledge and experience for business process and systems management, audit and Tax compliance engagements.

### **Areas of Expertise**

- Audit
- Tax Review and Compliance
- Internal Controls
- IFRS



Lorenzo Strolla Business Advisory

**Lorenzo** is involved in Business Advisory services. Lorenzo completed his undergraduate degree at Franklin University Switzerland in International Relations and Environmental Sciences. Lorenzo then completed his Masters Degree in Global Politics, International Relations and Economic Relations from Italy.

He has worked with Deloitte & Touche in Muscat, Sultanate of Oman in Consulting, Research and Advisory.

### **Areas of Expertise**

- Business Advisory
- Audit services



Daria Balakhnina Audit and Accounting Services

**Daria** specialises in Audit and Accounting services aiming to promote and provide audit and accounting services to our business partners. She possess in-depth understanding and knowledge of International Financial Reporting Standards (IFRS), International Standards of Auditing and International Accounting Standards (IASs).

She is proficient in languages; Russian, English and Italian, and is familiar with different cultural, arts and fashion.

### **Areas of Expertise**

- IFRS
- Audit and Assurance
- Tax
- International Accounting Standards
- Internal Controls

RGLOBAL STROLLA, a Member firm of IR Global Network.





**Alvinalene** Conel **Audit and Accounting** 



**Abdul Roshaan Accounting** 

**Alvinalene** is the Audit and Advisory consultant at STROLLA. She is a qualified CPA and possess in-depth understanding & knowledge of International Financial Reporting Standards (IFRS), International Standards of Auditing with her association with reputed financial institution and accounting firm in United Arab Emirates and Philippines.

She is a member of Philippine Institute of Certified Public Accountants. She possess over 5 years of experience in the audit, accounting and finance field across array of industries in U.A.E and Philippines.

### **Areas of Expertise**

- Audit and Assurance
- Accounting and Bookkeeping
- AUP and compliance services

- IFRS



He possess over 5 years of experience in the field of audit, accounting and finance across array of industries in Pakistan and is working with **STROLLLA** in accounting and audit services.

### **Areas of Expertise**

- Accounting and Bookkeeping
- AUP and compliance services
- IFRS



**Ahmed Kamal Audit and Accounting** Services

**Ahmed** specialises in Audit and Advisory with sound knowledge of International Financial Reporting Standards (IFRS), International Standards of Auditing and International Accounting Standards (IASs).

He is an Association of Chartered Certified Accountant (ACCA) - Finalist and has more than 2 years of audit and assurance experience of working with Global accounting firms including Grant Thornton U.A.E. and Crowe U.A.E.

### **Areas of Expertise**

- IFRS
- Accounting
- Audit and Assurance
- International Accounting Standards
- Internal Controls



21









## **STROLLA** Contact

### STROLLA LIMITED

Office 3702, Floor 37, Addax – C1 Tower, Al Reem Island, P.O. Box 135089, Abu Dhabi, U.A.E

### STROLLA LLP

Office 15-124, Al Khatem Tower, ADGM square, Al Maryah Island, Abu Dhabi Global Market, Abu Dhabi, U.A.E.

**Telephone:** (+971) 2 679 0046 | **Mobile:** (+971) 56134 8335, (+971) 5667 67602, (+971) 5227 38868

Fax: (+971) 2 658 9872

Email: Alfred@strollal.ae, Faizan@strollal.ae, Mahadi@strollal.ae

© 2022 Strolla. All rights reserved.

Strolla" refers to the brand under which the firms, Strolla Limited and Strolla LLP, provides assurance, tax, compliance and advisory services to their clients.

www.strollal.ae





