Group structure and governance

Ai WORLD brings together the founder’s real estate, media and technology work. Its proposed structure gives the holding group responsibility for strategy, while dedicated teams license intellectual property and manage each business or project.

The four levels

Level	Responsibility
Ai WORLD HOLDINGS	Sets group strategy, oversees the portfolio and reserves major investment and budget decisions for the board.
Ai WORLD IP & LICENSING	Manages software, brands and project concepts, and defines how others may use them under licence.
Six business sectors	Develop commercial activities in their fields and report to the group.
Project companies	Provide a dedicated structure for a project, product or country where required.

The founder’s background

Dr. Mohamad Saleh began with MAK in Beirut in 1995. His work at Bonyan included projects in the United Arab Emirates and Qatar. He also founded Al Aqariya TV in Dubai in 2004 and developed specialist real estate publications.

Business sectors

Sector	Scope
Ai Real Estate	Project concepts, development opportunities and real estate partnerships.
Ai Development	Design coordination, cost planning, tendering and development management.
Ai Technology / Ai GROUP	Platforms, software and white-label products for business partners.
Ai Media	Real estate media, specialist publications, production and advertising.
Ai Capital	Feasibility studies, investment assessment and structuring.
Ai Digital Assets	Product development for loyalty, wallets and digital payments, subject to applicable approvals.

How oversight is organized

The five proposed board committees cover audit and risk, investment and valuation, nominations and remuneration, technology and data, and digital assets and compliance. Shared teams support strategy and programme management, finance, legal and IP, investment, franchising, data, brand and investor relations, and human resources.

Working with partners

A white-label licence lets a partner deliver the group’s tools under its own identity and retain its customer relationships. The licence specifies the product, territory, rights and operating responsibilities.