



# Deena Group

*January 2021*



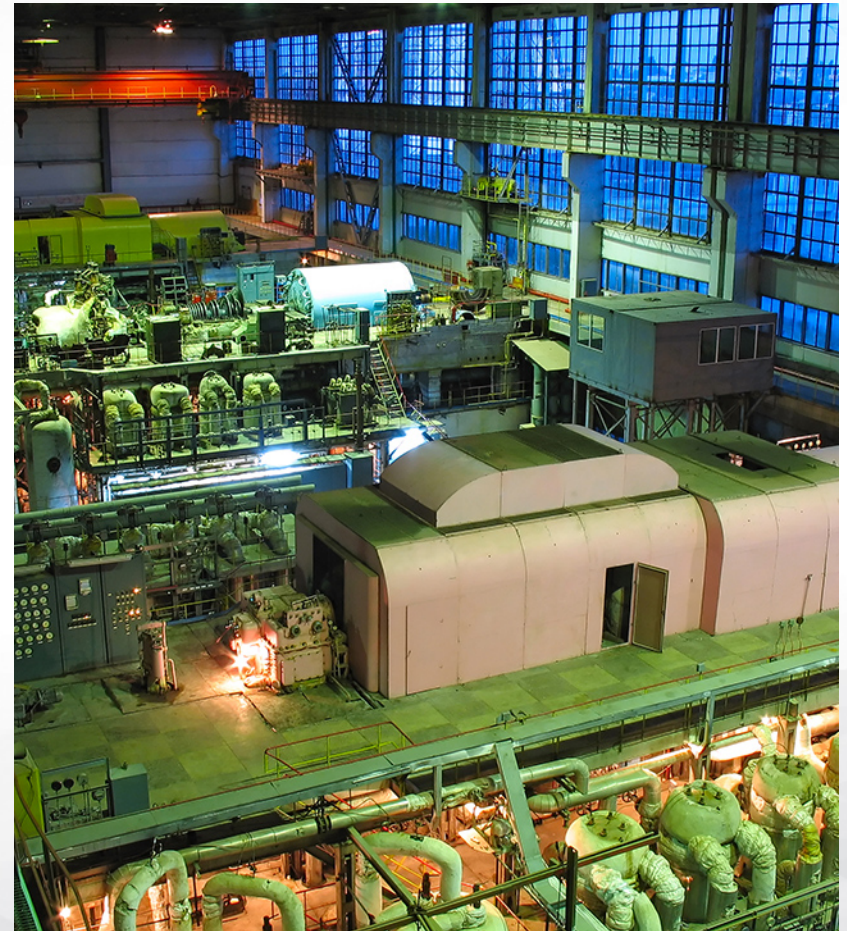
# Deena Group: Introduction

- Deena is an Irish-headquartered company with a global footprint.
- The Deena Group comprises: Deena Energy, Deena Technical and Deena ICT.
- We provide clients in the Energy, Oil & Gas, Electrical Infrastructure, ICT, Process, Mining and related industries with engineering expertise and project resources on a contract or permanent basis.
- Deena is a subsidiary of Cpl Resources, an Irish PLC with sales in excess of €560m.
- Cpl Resources PLC is quoted on the London (CPS) and Dublin (DQ5) stock exchanges and is a European leader in the provision of specialist staffing, contingent labour, recruitment and outsourcing services.



# Deena Group: Introduction

- Deena provides a boutique service to our customers, with the accessibility and attention to detail of a small company, coupled with the strength of a large PLC.
- We provide cost-effective and compliant solutions, utilising local resources in the project country or region where possible.
- Along with our 100% owned UAE subsidiary, we leverage the Cpl Resources group structure (41 offices in 11 countries) to support our customers.
- Because of our high level of employee retention, we can consistently provide the best people for the job.



# Deena Group: The Principals



**Macdara MacCathmhaoil** (Deena Co-Founder and General Manager) began his career with GE Power where he fulfilled a number of mechanical and control systems field engineering positions on international projects. Later he worked in senior management roles with a number of Irish-based companies servicing the Energy industry. Mac holds a BE in Mech. Eng., a Masters in Industrial Eng. and a Diploma in Computer Science.



**Sam McArdle** (Deena Co-Founder and Resource Director) spent his early career working in the aeronautical industry and subsequently with GE Power working on power generation projects globally. He later moved into project engineering and commercial operations management for a number of international technical and engineering services organisations. Sam holds a BA BAI in Mech. Eng. and an MBA.



**Eoin Grindley** (Deena Co-Founder and Director) has held financial leadership roles in a number of multinationals and fast-growing entrepreneurial organisations in the Energy, Mining, Oil & Gas and Technology sectors. Eoin holds a BSc (Mgmt.) and is a Fellow of the Chartered Institute of Management (FCMA) Accountants and a Chartered Global Management Accountant (CGMA).

# Deena Group: Global Footprint



# Deena Group: Recent Project Locations



# Deena Group: What makes us different?



- **The Best People**

We only supply people who have proven capabilities & experience, with a track record of delivering for our customers on every assignment.

- **Unrivalled Care**

The level of care which we provide to our employees is a benchmark in the industry. A significant number of our candidates are referrals from existing employees.

- **Industrial Knowledge**

As engineers, we have a deeper understanding of the industries we serve than the majority of our competitors. As a result, we provide the best candidates.

- **Compliant Solutions**

We provide compliant and flexible solutions for the complex world of 21<sup>st</sup> century contracting. Our solutions are tailored to each individual project and rely on our extensive network of solution providers.



# Deena Group: What do we offer?

- **Variable Work Force (VWF)**

Deena Energy can provide a VWF that can be dialled up or dialled down to meet customers field resource requirements, with typical notice periods of one week.

- **Resource Network**

We can provide access to our extensive network of proven resources. Our network has considerable breadth and depth, which means that we can normally respond with a set of CV options within three days.

- **Flexible Payrolls & Employment Solutions**

Using our existing payrolls (both Deena and Cpl), as well as our global network of visa & payroll suppliers, we can offer flexible and cost-effective solutions depending on the specific project requirements.

- **Payroll Financing**

Subject to agreement, we may be able to offer payroll financing, by utilising our existing payroll financing tools.





# Deena Energy: Resourcing Capabilities

- A specialist provider of construction & commissioning engineers and managers: mechanical, electrical, controls, civil.
- We possess a track record of providing key resources to the Renewables industry in Europe. We established the first field service teams for GE Wind.
- Local recruitment and management capabilities through subsidiaries and partners.
- Our employees can operate as Customer or Deena personnel.
- Other disciplines supplied include: site managers; EHS managers; QA/QC managers; schedulers; LOTO/PTW specialists; document controllers; TOP specialists; project managers; cost controllers.
- A key supplier of O&M personnel in Energy installations worldwide.
- Extensive experience of providing management and maintenance teams in Europe and worldwide. Complete project teams are a speciality.



# Deena Energy: Recent Project History



- We are a significant supplier of personnel to OEMs, EPCs and asset owners in the Energy sector. We have supplied people to companies such as: GE, Siemens, GAMA, IDOM, METKA, Boyle Energy, on installation, commissioning, maintenance and operations projects.
- Countries we have operated in recently include: Uzbekistan, Bahrain, Israel, Ghana, Thailand, Netherlands, Malaysia, Indonesia, Jamaica, Algeria, Kuwait, Sweden, Russia, Oman, UAE, Poland, KSA, Mexico, Ireland, UK, Turkmenistan, Myanmar, Spain, Turkey, Germany, Georgia.
- We have recently deployed, among others, the following resources: mechanical / electrical / controls / civil engineers; commissioning & site managers; EHS managers; QA/QC managers; materials managers; administrators; project managers; planners; contracts managers.

# Deena Technical



- Deena Technical brings a fresh approach to the technical recruiting market.
- Building on the success of our other brands, we have established a new division focused on technical resources in other industrial sectors.
- Our team has over 70 years' combined international experience in senior operational and staffing roles in advanced engineering and industrial sectors.
- We understand technical businesses and our talent networks extend to a broad international reach.



# Deena Technical: Industries & Disciplines



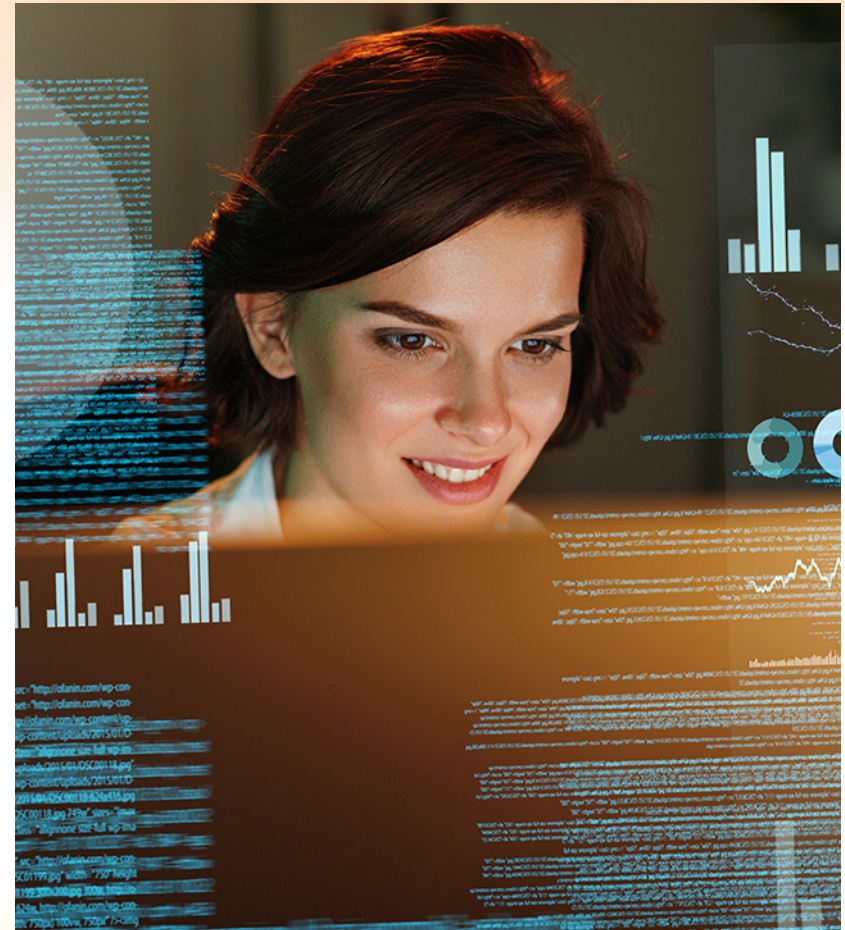
Industry	Disciplines				
Process (Cement, Heavy Industrial)	Civil	Mechanical	Electrical	I&C	Project Managers / Planners
Mining	Geology	Civil	Heavy Mechanical	Electrical	Project Managers / Planners
Construction	Civil	Surveyors	Mech. (HVAC)	Electrical / I&C	Project Managers / Planners
Data Centres	Electrical	HVAC	Project Managers / Planners		
Pharma	DCS	I&C	Mech. (HVAC)	Electrical	
ICT	Project Managers	Developers	Business Analysts	Test Engineers	
Medtech	Mech (HVAC)	I&C			



# Deena ICT



- Deena ICT is a key supplier of people & services to the Information and Communications Technology industry.
- We utilise the resources, experience, knowledge and client network from our other business divisions.
- We supply critical resources and services in the right place, at the right time.
- We have the flexibility to rapidly deliver to customers and partners the resources they need.
- Deena ICT brings innovative solutions to the challenge of finding and recruiting resources for the ICT industry.

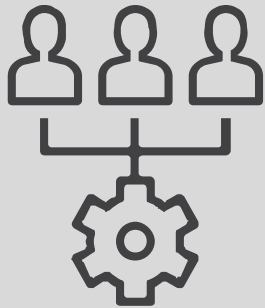


# Deena ICT: Disciplines & Skillsets



- Software Developers experienced in all major programming languages.
- Project Managers and PMO.
- Business Analysts and Consultants.
- Solutions Architects.
- System Integration and Test Engineers.
- Web Developers and Administrators.
- Database Programmers and Administrators.
- Network Engineers.
- Control & Automation Engineers and Technicians.

# Deena ICT: Services



## Managed Services

We assemble, deploy and manage teams of people who are ready to get to work on behalf of our clients.



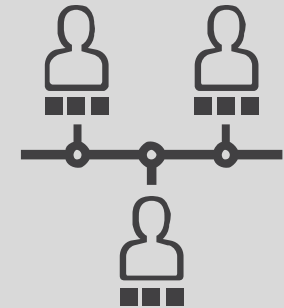
## Recruitment

We apply our approach and methodologies to provide solutions for hiring challenges, where the goal is to fill permanent positions.



## Nearshore/Offshore

We offer solutions from bases within Europe (Nearshore) and on other continents (Offshore). We search farther and longer than others to find the resources that our customers need.



## Staff Augmentation

We provide critical resources to support customer projects and operations, with personnel added for periods of a few days to several years, depending on the client's needs.

# Deena Group: Summary

- **Strategically Located:**  
Local service globally. We are close to our customers and their projects.
- **High Quality Service:**  
Our goal is repeat business and relationship building.
- **Competitively-Priced Resources:**  
We offer the right person for each role at the best possible price.
- **The Best People:**  
Service-focused Deena employees, experienced, motivated and ready to get to work.
- **Compliant Solutions:**  
Flexible hiring solutions that are in compliance with local immigration & labour laws.

