The Tax Point

Your trusted partner for tax success

COMPANY PROFILE
2026

Business License N. 2308891.01



THE TAX POINT.

CEO Statement

We empower organizations to reach their full potential through agile, strategic, and technically sound tax solutions.

At The Tax Point, we are committed to excellence, combining deep technical knowledge with integrity, professionalism, and a sharp understanding of our clients' realities.



Safae Guennoun

CEO of The Tax Point

Company **Profile**

The Tax Point is a premier boutique tax firm founded in Dubai, UAE, in 2023.

We advise public and private sector clients on international tax matters, with deep expertise in transfer pricing — a complex and ever-evolving field. Our team helps clients comply, adapt, and thrive in a changing tax landscape through smart, practical solutions.

> *We lead with integrity, empower talent, and succeed together.*

Our Services



Private Sector

End-to-End Advisory and Compliance

- Tax Governance and Strategy
- Tax Controversy and Litigation
- Tax Compliance



Public Sector

Policy Advisory for Tax Authorities

- Fiscal Policy
- Capacity building training



The Tax Point Academy

Tailored Training Programs

- Individual Tax Coaching
- Group Tax Coaching

Private Sector **Tax Services**



Tax Governance and Strategy

Designing robust frameworks and strategic advisory

- International Tax advisory & M&A Structuring
- Economic Substance & Tax Policy Design
- Transfer Pricing Policy, Restructuring & Planning
- Value Chain Analysis and Tax Optimization
- Intangible Property Structuring

Tax reporting and compliance

Ensuring compliance with evolving regulations

- Corporate Tax Return & Forms
- Transfer Pricing Documentation (Local File, Master File)
- Benchmarking Analyses
- Country by Country Reporting
- Tax Registration
- Tax Residency Certificate
- Tax Clearance Certificate

Tax litigation and controversy

Protecting your position across the audit lifecycle

- Mock Tax Audits & Pre-audit Strategy
- Defense File Preparation & Representation
- Tax Rulings & Advance Pricing Agreements (APA)
- Post-audit Assessment & Implementation Support



OUR **DELIVERY MODEL**

Direct Senior Involvement

Every engagement is led by senior, experienced advisors with deep Transfer Pricing and international tax expertise.

Clients benefit from direct access to senior professionals who remain actively involved at every stage of the project.

Structured Project Management

We apply a clear, phased approach with defined timelines, responsibilities, and deliverables. A dedicated project lead coordinates all activities, providing a single point of contact and ensuring consistency from start to finish.

Global Collaboration

Where jurisdiction-specific support is required, we engage our trusted network of regional collaborators and independent specialists to ensure local requirements are addressed efficiently and effectively.

Our delivery model balances deep technical expertise, personal accountability, and regional coverage so you can engage with confidence.

Our **Global Reach**

Based in the UAE, The Tax Point delivers seamless support across the GCC, leveraging a network of preferred international partners to serve clients worldwide.



Trusted Partners. Seamless Delivery. Global Perspective.

Key Credentials

USA FMCG group with presence in GCC

Preparation of regional TP documentation (local files, master file, TP disclosures).
Assistance with TP audits in both Egypt and KSA.

UAE Pharmaceutical Hub

Review of operating model for restructuring purposes.
Preparation of HQ Services TP policy.

Qatar headquartered Retail Group

Review of a centralized management services model.
Preparation of TP documentation (Masterfile, local files).

UAE headquartered FMCG group

Setup of a centralized distribution model for the retail and FMCG segments, including quantitative and qualitative analysis from the local subsidiaries' perspective.

Global leading bio pharmaceutical Group (EU based)

Review of operating model from a Tax and TP standpoint.
Leading a Global TP transformation strategy.

UAE headquartered Retail group

Setup of a centralized distribution model for the retail and FMCG segments, including quantitative and qualitative analysis from a local subsidiary perspective.

Key Credentials

UAE landmark Real Estate Conglomerate Group

Global TP documentation Preparation, i.e. Masterfile, Local files, TP disclosure forms. Centralized TP documentation management process.

GCC based Telecommunication Group

Global TP documentation Preparation, i.e. Masterfile, Local files, TP disclosure forms. Centralized TP documentation management process.

USA Beverage Group 2 with presence in GCC

Leading TP audits in KSA, Egypt defending the use of TP method and related results at the subsidiary / branch in local country. Wider TP documentation Preparation (Masterfile, local files).

KSA headquartered real estate development & management Group

Support with TP documentation (Local files, TP disclosure form, etc).

UAE based Telecommunication Group

Support with tax due diligence processes from a tax / TP standpoint documentation.

Hotel Management Group

Transfer Pricing planning and advisory on global Group transactions to achieve financial and tax optimization.

What Our Clients Say

Lead Tax auditor, Tax Authority GCC

"All thanks to the distinguished professor Safaa Guennoun for what she provided us during the program, and for her wonderful method of transferring knowledge and delivering information."

Global Head of Taxes UAE – Global Commodities

"The Tax Point have listened to our requirements, guided us along our TP journey and have supported with both compliance and advisory. Safaa has worked with us to resolve pain points to simplify our TP requirements and make our outcomes more effective."

CFO – Holding Conglomerate UAE

"I wanted tailoring to our company and this training was really well done. Also a good call on us going with Safaa."

Global Head of Tax UAE – Family Conglomerate UAE

"We are very satisfied with the outcome of transfer pricing analyses from The Tax Point. It always strikes the right balance between technical accuracy and practicality."

CFO – Architecture and Design group UAE

"Working with The Tax Point was a pleasant experience. Really appreciated the professionalism and clarity. We worked together on several occasions and each time the service was detailed and delivered on time."

Our commitment to you

QUALITY

WE LISTEN BEFORE WE ACT

Every engagement starts with a deep understanding of your business, objectives and constraints.

DESIGN & TAILOR

Our tax advisory solutions are fully customized to each client, case and sector.

END TO END PROCESS

We don't just advise, we embed, integrate, and deliver lasting results.

SMART & VALUE FOCUSED

Our team brings robust technical proficiency and transparent pricing to every project.

At The Tax Point, we help businesses across the GCC and beyond navigate tax complexity with clarity and confidence. Our technical expertise and hands-on delivery ensure solutions that are tailored, robust, and commercially effective.



Get In Touch

We'd love to hear from you

THE TAX POINT.

Mon-Fri 9am-6pm

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