

Wealth Structuring

Middle East

Praxis at a glance

About us

We are an independent, leading provider of bespoke private wealth and corporate administration services to companies, individuals and families across the world.

Our clients' interests are at the forefront of everything we do. We are focused on delivering excellence in client service at every opportunity. A consistent quality of thinking that has shaped our reputation for innovation and proven delivery for over 50 years.

1972

Established

12

Offices

400

People

£74b*

AUA *As at September 2025



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Private Wealth and Corporate Services

Our Private Wealth & Corporate Services teams have been providing a wide range of bespoke professional solutions to corporate clients, individuals and families across the Middle East region since 2016.

We have extensive experience working with high net worth families and their advisers and specialise in the establishment and administration of a wide range of structures. We assist in providing solutions to achieve objectives such as asset protection, wealth and succession planning, Sharia compliance as well as for philanthropy.

Each client has a unique set of personal, family and business circumstances which play a significant part in determining their financial needs, aspirations and expectations.

While we cannot provide tax or financial advice, we are very experienced in working with such advisers to help our clients achieve their goals.

Core solutions and products

All of our solutions and products are specifically designed to meet the requirements of individual clients and include:

Asset protection

Wealth preservation

Philanthropy

Inheritance and estate planning

Asset structuring (including Sharia compliance)

Family office

Family co-ordination and governance consultancy

Citizenship and residency

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Ours is a bespoke, personal service, one that pursues all avenues to engineer solutions that are highly efficient today and flexible for tomorrow.

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Core solutions and products

Trusts

A Trust is a Common Law fiduciary arrangement where an individual or institution wishes to provide a benefit to a person or group of people, normally family members or employees, who will be known as beneficiaries. A Trust does not have a separate legal personality like that of a Limited Company, so the assets are held by and registered in the name of a Trustee who has a duty of care towards the beneficiaries to ensure that they are always acting in their best interests. There is no limitation as to the value or type of assets that can be held by a Trustee of a Trust, and while the majority of Trusts are established for the benefit of certain beneficiaries, Trusts may also be created for specific purposes (charitable, non-charitable, or both).

A Trust is most commonly used for estate or succession planning and/or asset protection purposes. It can provide the wealth generator or “Settlor” with certainty as to how their assets will be managed and/or distributed both during and after their lifetime and in certain circumstances may provide adequate protection of the settled assets. It also offers families a safe haven for assets where the Settlor and Beneficiaries live in jurisdictions that suffer from economic and/or political instability.

Trusts may or may not follow Sharia principles and the provisions can be drafted to allow for a greater or lesser Sharia influence according to the family’s requirements. We have considerable experience working with families in the Middle East to determine just how or if a Trust would be suitable to meet their needs.

Foundations

Like Trusts, a Foundation can be used for estate or succession planning and asset protection. The main difference is that a Foundation is an independent, self-governing legal entity. Used by an individual, a family or a group of individuals, administration is entrusted to the Foundation Council, and members must act in accordance with the Foundation’s charter and regulations.

Family co-ordination and governance consultancy

We have extensive experience in assisting families to recognise the need to have more junior family members participate in the future success of the family business and at the same time ensure a discipline within the family group.

We can assist in the creation of a Family Charter by which all potential beneficiaries would adhere. Creation of a step plan, on how to involve junior members of the family, with the intention of helping them to understand the objectives of the patriarch or matriarch and to establish a mechanism to involve them as they mature.

Private Trust Company

A Private Trust Company (PTC) is a company formed for the purpose of acting as trustee of a single trust or a group of related trusts.

Family members can participate in the management of the PTC, increasing a family’s influence over the destiny of assets placed in trust as well as being involved in the decision making process. A PTC can hold assets such as private company shares, aircraft, yachts, classic cars and artwork.



Core solutions and products

Private Trust Foundation

PTCs are generally owned by a purpose trust; however, an alternative solution might be a Foundation – a Private Trust Foundation (PTF). As per the above, Foundations are a self-governing legal entity and therefore a purpose trust would not be required. The Foundation would be managed by the Foundation Council with its primary function to act as a Trustee.

Praxis has experience in registering ADGM Foundations to act as PTF's with the ADGM Registration Authority.

Citizenship and residency

Assisting individual family members in relation to the challenges they may face based on their existing citizenship and helping junior members of the family wanting to take advantage of international education opportunities.

Sharia compliant structures

Families may require a blended Sharia solution especially where multiple jurisdictions are involved.

Family members wanting to benefit from a trust would often need to take into consideration that distributions may need to be allotted in accordance with Sharia law.

We have considerable experience in providing solutions that meet the requirements of senior family members where strict compliance needs to be adopted based on their beliefs or residence, while taking into account others who may have different requirements and circumstances.

Philanthropy

Often families wish to ensure their legacy includes the provision of aid to individuals and charities either as part of their overall estate planning solution or through a specific charitable vehicle. Praxis has experience in a number of jurisdictions in the creation of charitable vehicles.

Corporate structuring

We have experience establishing and administering all types of corporate structures, including Limited Companies, LLCs, Partnerships and Unit Trusts from a number of our Group locations.

A corporate structure is often used to establish trading businesses and to segregate or ring-fence different investments to avoid cross contamination and provide limited liability to shareholders.

It is the preferred choice where a group of individuals or institutions wish to pool monies for joint venture arrangements to make specific investments and share in the profits of a business arrangement. We use such corporate structures for clients based in the Middle East to provide solutions for those looking at both inward and outward investment to and from the region.

Fund vehicles

A Fund is often established by a group of individuals looking to pool assets for onward investment in a range of asset types for the purposes of diversification and risk spreading and will often take the form of a corporate structure.

The jurisdiction in which a Fund is established will often be led by where the proposed assets are held and/or by where its investors are based. We are able to establish Funds in a variety of our Group offices, including our offices in the UAE which has proven to be attractive for Middle East based investors.



Other services

Yacht services

With a 50-year pedigree, our yacht services division (formerly Sarnia Yachts) is one of the longest standing providers in the industry. We offer a comprehensive range of services covering the three pillars of yacht ownership, yacht management and crew management.

We work with owners, owner representatives, trust and family offices, lawyers, brokers and captains delivering end-to-end support.

We have an extensive team of highly-qualified specialists located across the Group's network of offices. Our in-house model is a crucial point of difference and it ensures that we have the strength and depth to provide a consistent and personal level of service to our network.

Yacht ownership

Bespoke yacht ownership structures for yachts of all sizes, providing considerable advantages and peace of mind. We work alongside tax and legal advisers to ensure that each yacht is owned in the most appropriate way to meet the owner's objectives and ensure long-term security.

Yacht management

We provide a wide range of yacht management services, including safety management, financial management and insurance to support owners, owner's offices and captains with the day-to-day operation.

Crew management

A full suite of crew management services, including recruitment, placement, travel, training, leave tracking and visa arrangements to complement our Maritime Labour Convention (MLC) compliant employment and payroll services.

Pensions and employer solutions

Private client pensions and annuity solutions

In possession of considerable expertise and experience, we provide a wealth of insight when it comes to the often complex considerations of personal pension and annuity planning and administration.

Whether an off-the-shelf solution or a full bespoke arrangement, our team can design and implement a variety of offerings depending on your needs. We can provide many of these structures as either a trust or a contract based arrangement, an option which can be highly beneficial when considering the legal framework in the jurisdiction where you reside.

Employer solutions services

There has been considerable innovation in the employer solutions market as online systems radically improve access and efficiency. As with all innovation, you have to carefully consider what works for your specific circumstances. And that's where our expertise and experience come into play.

We provide a variety of services catering for a wide range of employer needs. This could be for an entire workforce or for a select group of your employees as an incentivisation mechanism. In some jurisdictions these employer plans will be implemented as a retirement plan (i.e., linked to the retirement of an employee upon reaching a certain age) and in other jurisdictions they can be used as a short-term savings or terminal gratuity plan.



Our local team



Dan Toft TEP Dip ITM
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Dan leads Praxis' UAE operations, overseeing teams in Dubai and Abu Dhabi.

With over 25 years' experience across onshore and offshore centres, Dan has structured and administered assets for both UHNWIs and institutional investors. Leveraging Praxis' international network, he has helped families safeguard wealth for future generations and supported organisations making strategic international investments. His career blends hands-on fiduciary administration with leadership roles that focus on client service, governance and growth.

A full member of the Society of Trust and Estate Practitioners since 2006, Dan holds the TEP, Dip. ITM designation and the Chartered Governance Institute's Certificate in Offshore Finance and Administration.

Dan is responsible for driving regional growth across our service pillars of fund administration, trust and corporate services, and employee incentives, while building strategic partnerships. He advises GCC-based families on local and international wealth structures, including succession and asset protection, and supports corporate clients with end-of-service gratuity planning and broader employee reward solutions. He also provides structuring options for managers and investors utilising ADGM's funds regime and identifies opportunities to expand Praxis' footprint across the region.



Dominic de Mariveles
Chief Commercial Officer
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Based in our Dubai office, Dominic is the Group's Chief Commercial Officer with responsibility for building and strengthening networks across our key markets.

With more than 25 years of professional services experience, Dominic brings a background in business development and management consulting across a number of sectors, including fund administration, real estate, debt finance and venture capital.

He has held senior roles leading teams and advising businesses in the UK and globally, including heading Deloitte's UK hotels team and working with venture capital, private equity and real estate funds.

Working closely with colleagues across the Group, Dominic leads on commercial strategy, growth initiatives and new market development, with a clear focus on creating opportunities for clients and deepening relationships with referrers and partners internationally.

A member of the Group's Executive Committee, he combines commercial leadership with hands-on expertise in business growth and relationship management.



Asel Omorova
Head of Trust and Corporate Services
UAE

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Based in the UAE, Asel has over 15 years' experience in the trust and fiduciary services industry, specialising in family office solutions, wealth advisory, and corporate services.

As Head of Trust and Corporate Services team in the UAE office, Asel is responsible for the effective incorporation and administration of local and international structures, drawing on her strong understanding of operational workflows and the local market.

Asel joined us in January 2025 following the acquisition of Sandshore Services Limited. She has held a number of senior positions prior to her current role, including Head of Client Relationships at a UAE-based corporate services provider.

She is a member of the Society of Trust and Estate Practitioners (STEP).



Contact us

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praxisgroup.com

Praxis is the brand name for the Praxis Group Limited and all its subsidiary and associated companies.

For company information and regulatory details for all companies in the Praxis group visit our website praxisgroup.com

Please note not all services are offered in each jurisdiction.