

Business Description for "S = S" Model and Brand

Founded by:

His Excellency Al Sigma Sheikh N.D., Father of S=S

® Trademark Owner:
LU SAFE LLC (patent rights are protected)

Business Category:

- Business Management and Consultancy Services (Class 35)
- Education, Training, and Business Ethics Development (Class 41)



◆ Brand Philosophy:

At LU SAFE LLC, we are introducing a revolutionary business model and brand philosophy:

Stakeholders = Shareholders (S = S).

We believe that every individual who contributes to the success of a business, whether an employee, partner, customer, or external collaborator—should share in the prosperity they help create.

Rather than traditional models of employment or rigid corporate hierarchies, the **S = S** system rewards all contributors with a **fair and systematic profit-sharing mechanism**, transforming stakeholders into true shareholders.

◆ Brand Mission:

To create a **clean, ethical, human-centered business environment** that fosters **collaboration over competition, growth over dependency, and shared wealth over isolated power.**

◆ Brand Vision:

To build a **global network of interconnected companies and individuals** who thrive on shared success, empowering every contributor to grow personally, professionally, and financially—without sacrificing their independence or dignity.

◆ How It Works:

- Contributors to LU SAFE's success (employees, external partners, collaborators) are awarded an **official 10% profit share** from the net profits they help generate (subject to increase gradually and consistently).
- This system operates **within full legal, ethical, and transparent frameworks**, preventing unethical practices such as hidden commissions or internal conflicts of interest.
- S = S stands for **integrity, partnership, and prosperity through cooperation.**

◆ Logo Meaning:

The **S = S → \$** logo symbolizes the journey from **Stakeholders** to **Shareholders**, resulting in **shared wealth and success.**

Each element grows progressively, representing **transformation, growth, and collective achievement.**

◆ **Slogan:** **Together We Grow with S=S model where Safety is the First, and Quality is the Best!**