



EXCEPTIONAL
EXPERIENCE

Adel Mardini
Founder, CEO
JETEX

WHAT IS EXPERIENCE?

Infinite Game

People
Story to Share
Personalized Service

HOW TO DESIGN EXPERIENCE?

Implicit intelligence

Eco System

Subtle Change

Challenge the Status Quo

WHY EXPERIENCE?

Emotional Bond

Love
Feels good
ROE better than ROI*



EXCEPTIONAL
EXPERIENCE

JETEX



JETEX



JETEX
IGHT SUPPORT



An aerial night view of the Dubai skyline, featuring the Burj Khalifa as the central focal point. The city is illuminated with various lights, and the sky is a deep twilight blue. The text 'JETEX' is overlaid in the center in a bold, orange, sans-serif font.

JETEX

FEELS **EX**CEPTIONAL