

Dubai, United Arab Emirates, September 24th, 2025– Horizontal Digital, one of EMEA’s leading Salesforce partners, recognised for driving transformation at scale and winner of Salesforce’s inaugural Agentforce Live Partner Award at World Tour Dubai 2025, will participate in GITEX Global 2025 at the Dubai World Trade Centre from 13–17 October as a Gold Partner with Salesforce. GITEX Global is recognised as the region’s flagship technology gathering, bringing together industry leaders, innovators, and decision-makers to explore how digital platforms are shaping the future of business and society. The 2025 edition will see thousands of enterprises convene in Dubai to showcase breakthroughs in AI, cloud, customer experience, and enterprise transformation.

As part of its Gold presence on the Salesforce booth (Hall 4, Stand H4-B15), Horizontal Digital will spotlight its expertise across Data Cloud, Marketing Cloud, Agentforce and Service Cloud, with a focus on how enterprises can unlock the full value of their customer data and deliver loyalty-first, AI-powered experiences.

Horizontal Digital, a trusted partner, will highlight Agentforce, Salesforce’s next-generation AI platform. Agentforce was a central theme at Salesforce World Tour Dubai earlier this year, where Horizontal Digital earned the inaugural Agentforce Live Partner Award for its leadership in helping enterprises reimagine customer engagement at scale.

“GITEX is a key moment for the region’s digital agenda, and we’re proud to join Salesforce to help enterprises connect data, platforms, and people in new ways,” said Naresh Verma, EMEA Salesforce Practice Lead, Horizontal Digital. “Our goal is to enable organizations to maximize the value of their Salesforce investments — from building data-driven strategies to delivering experiences that drive measurable growth.”

Throughout the week, Horizontal Digital will join Salesforce executives, partners, and customers across a range of activations at GITEX, including content sessions, networking opportunities, and client gatherings.

About Horizontal Digital

Horizontal Digital is a global, independent digital consultancy that builds connected experiences where customer needs, technology, and design converge. With 725+

employees across 14 offices — including Dubai and Riyadh — Horizontal combines strategy, creativity, data, and technology to deliver seamless customer journeys. The consultancy partners with Salesforce, Sitecore, and other leading platforms to help organizations transform how they connect with customers.

For more information, visit www.horizontaldigital.com