Last year, we missed posting our yearly review. Partially because 2021/start of 2022 was a busy time for us, led by digitalization of businesses post Covid.

The abnormal growth cycle also meant surplus revenue and profits that could be reinvested in other areas.

I always envisioned Saeloun to be an umbrella of activities, and grow laterally. It is difficult to rely just on our Services Business, to be economically independent or its side-effects.

The optimism of 2021, led to me expanding and investing in multiple areas (which I will discuss below), from the profit share attached to me personally.