

## Services and Solutions

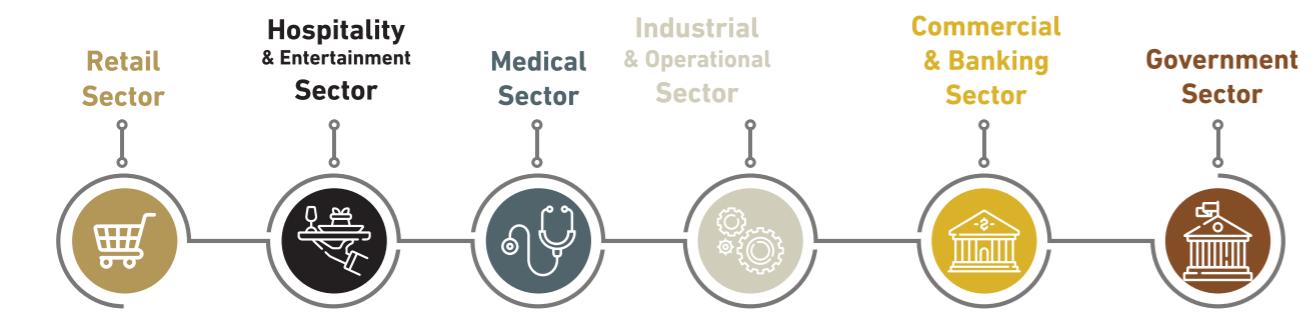
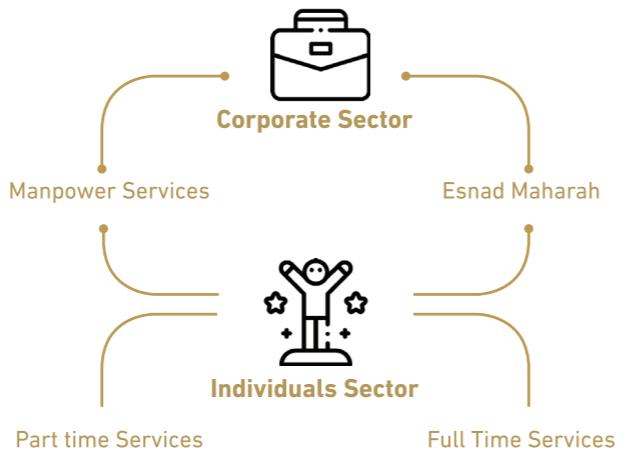
### Our Integrated Solutions ... Sustainability and Innovation

Stemming from our leadership in the human resources sector, "Maharah" presents a various group of highly flexible and sustainable solutions and services that are suitable for all customers in both the Corporate and Individuals sectors.

#### Corporate Sector

##### 1) Manpower Services

"Maharah" gives its customers in the Corporate sector access to an integrated group of HR solutions and services including the professional, skilled and unskilled manpower, according to long term contracts that extend for up to two years. The Company services cover a number of sectors like the retail, hospitality and entertainment, medical, industrial and operational, commercial and banking sectors, in addition to the government sector.



The Company provides its customers with the human cadres in the suitable professions to the retail sector companies. The business model provides efficient services to the retail sector companies to achieve growth and giving them the ability to expand and increase the operational efficiency of customers.

The Company provides HR specialist services to meet the needs of active customers working in the field of hotels, resorts and restaurants for experienced efficient capabilities.

"Maharah" provides a range of manpower services and solutions in all the different medical fields, including consultants, doctors, nurses, technicians, in addition to all other medical professions, in the different fields which enabled it to give value satisfactory to hospitals and medical centers.

The Company supports its customers with excellent HR services with suitable professions for the industrial and operational enterprises, which gives way to an efficient service model for industrial enterprises to achieve the growth and prosperity of their business.

"Maharah" recruits suitable experiences and efficiencies in the minutest of all specialties that comply with the requirements of government and banking enterprises like consultants, engineers, system analysts, and others in order to contribute to the efficient achievement of projects and the visions of our enterprises' partners. The Company invests its long term market experience in order to provide the government authorities with a wide range of HR services and integrated solutions to meet its growing needs, and to enhance the leading status and presence of "Maharah" in the local and regional markets, to lay down ambitious development plans related to the Kingdom Vision 2030.

## Services and Solutions

### Our Integrated Solutions ... Sustainability and Innovation

##### 2) "Esnad Maharah"

"Maharah" has launched the service of "Esnad Maharah", which is a licensed service that coincides with Ajeer Program for the outsourcing of Saudis sponsored by the Ministry of Human Resources and Social Development (HRSD), with the aim of contributing to the organization of the labor market and raising its efficiency, by benefiting from the Saudi cadres and raising the percentage of nationalization in the enterprises.

This initiative, stems from "Maharah's" belief that the human capital is one of the most important components in companies and commercial activities. Thus, the Company offers to its customers being the partner in charge of the human resources, and thus, alleviate the burden of inquiries and repeated requests, in addition to the analysis and understanding of the Company's general performance, in order to lay down strategies and effective suitable solutions, with the use of an expert team in "Maharah", which works to facilitate the management of HR services through the provision of specialist services that perfectly fit the requirements of each enterprise.

"Esnad Maharah" provides a various range of services:

- The provision of national cadres to companies in all fields, and linking the employees to the customers' accounts on Ajeer service, to make the best use of the increase in nationalization and increase the enterprise scope of Saudization.
- Outsource the HR services, so that "Esnad Maharah" shall be liable for the appointment of employees, their wages, wages in leaves, social insurance, end of service gratuity, wages protection system

(WPS), medical insurance and any other HR requests expressed by the employees during their work.

- Seasonal employment to cover the urgent needs of manpower for 90 days or less.
- The recruitment of efficient cadres, training and development, upon the customer's wish.

This service provides to customers a group of benefits, most importantly the decrease of internal resources and the employment thereof in other tasks inside the company, speed and quality in the completion of the employment procedures, follow-up with all departments and raising the efficiency and productivity of manpower. Moreover, "Maharah" works on the appointment of a specialist supervisor on each project to meet the needs of the customers and employees, and ensure the legal compliance and deal with the HR issues. The Company ensures to the customer the provision of alternatives within a short period of time in the event that an employee leaves work.

The contracted with employee shall obtain a group of advantages:

- Provision of health care by concluding contracts with the best insurance companies for the employees and their family members.
- The provision of banking facilities, by contracting with Saudi banks to facilitate the procedures of personal loans for the employees whose services are seconded.
- Giving exclusive discounts for the employees on products by concluding contracts with the biggest stores in the Kingdom.
- Training and development, as we train and qualify the employees to motivate, include them and increase their involvement with employers.

## Services and Solutions

### Our Integrated Solutions ... Sustainability and Innovation

#### Individuals Sector

"Maharah" provides domestic manpower services like private drivers, house maids, cooks, domestic nurses, personal care professionals (caregivers for old people, disabled and special needs), according to the customers' requirements and their desires, through our different branches and our website application in the Kingdom of Saudi Arabia.

The Individuals services packages may be full time based including the residence of the service provider in the customers' homes, or part time based without residence in the customers' homes, in which case the Company shall provide the housing services in its centers spread all over the Kingdom of Saudi Arabia, with unique logistic support from the Company's fleet to ensure the smooth transfer of manpower.

#### Services provided by Individuals Sector



#### Packages provided by Individuals Sector



#### Full Time services



##### Full Time

Service Provider's residence in the customers' homes

##### Part Time Services

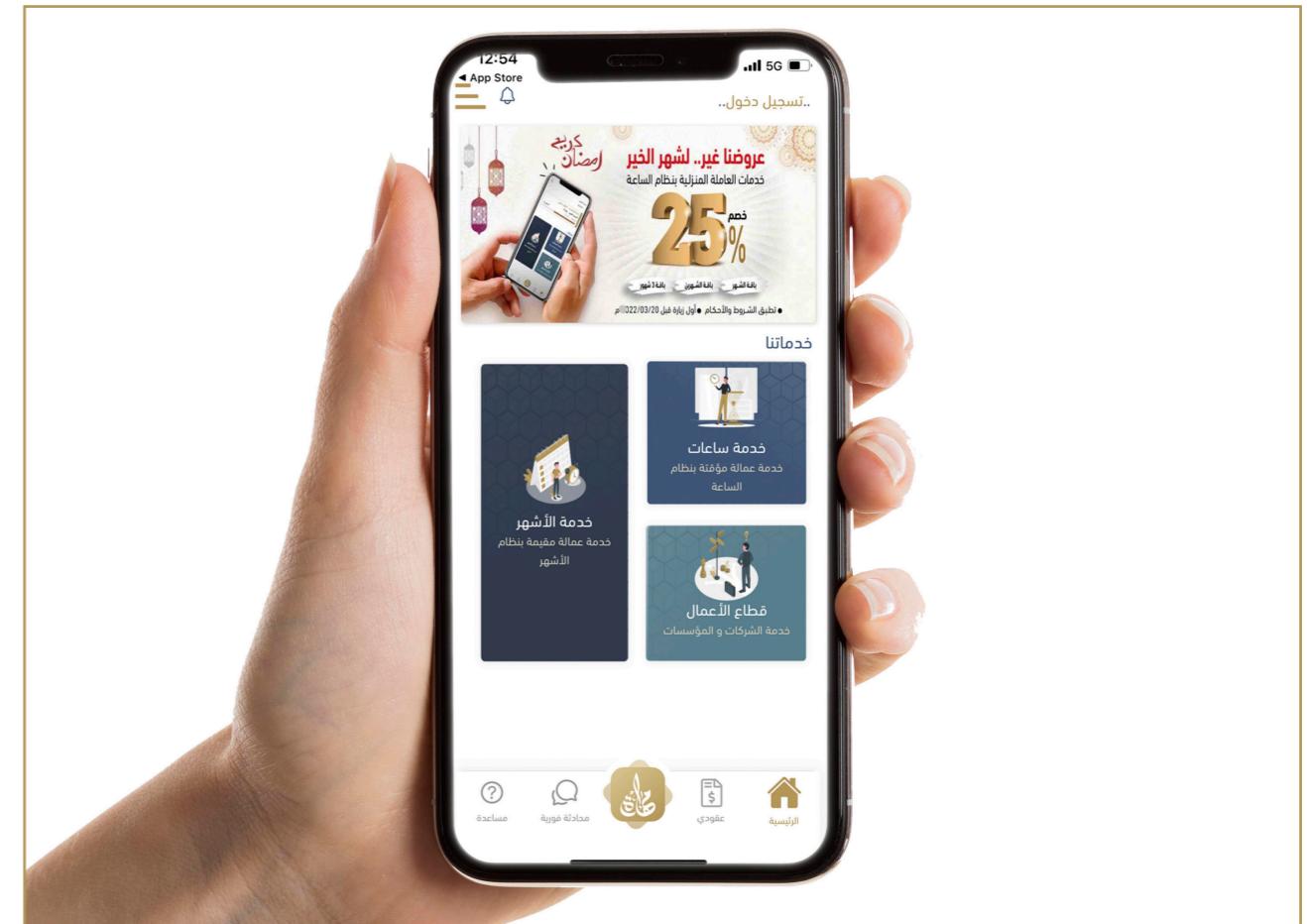
Khidmah Program

Working for limited hours without residence in the customers' homes

Varied Monthly packages

## Services and Solutions

### Our Integrated Solutions ... Sustainability and Innovation



#### (Khidmah) Application

"Maharah" is keen to expand the provision of its services to customers through the service home delivery through its electronic application which provides a range of solutions and services for the provision of trained domestic helpers from different nationalities and professions. The application allows for submitting requests, selection of helpers, payment and contract signing, then, the helpers are home delivered to the customer, in addition to the provision of support from a trained work team to ensure the provision of the best service as soon as possible. Also, "Maharah" provides tailored services according to the customers' needs and requirements.

An application that supports all smart phones in addition to the website

No. of beneficiaries  
500,000+ customers

## Our Logistic Services for Manpower Safety and Security for our Human Capital

### Manpower Housing

"Maharah" complies to the provision of a safe work environment for its manpower, through the provision of equipped housing facilities, including the manpower of "Khidmah", in addition to the other manpower before its secondment in the Corporate sector for training and guidance.

"Maharah" provides 16 housing facilities for its manpower distributed on all the Kingdom regions, of which 6 are located in Riyadh, 3 in Al Qassim and 2 in Holy Mecca, and 1 in each of Al Kharj, Hail, Dammam, Asir, and Al Madina Al Monwarah.



**16**

**Housing Facilities**



## Our Logistic Services for Manpower Safety and Security for our Human Capital

### Transport Fleet

The Company runs a fleet of vehicles which is allocated for the transport of hourly-based manpower (part time with residence in Company housing facilities), and vehicles allocated for the monthly system (full time with residence at customers' homes).

All vehicles allocated for the transfer of manpower are equipped with a vehicle tracker that provides instant information to the Company. Such vehicle tracker shall calculate the length of the road and determine the best path according to the location of the concerned customers, which provides the Company with an effective system for the control of vehicles, drivers and costs. To ensure the continuity of the services provided, the Company has emergency vehicles that are ready in case any of other vehicles are exposed to traffic accidents or occurrence of any other circumstances that may hinder the provision of services to the customers.



## Subsidiaries and Associates

### Success Partners

#### Sharing Value for a Sustainable Future

In "Maharah", we seek to expand our geographical operations and develop our strategic partnership in order to achieve the Company's vision and strategic objectives, in accordance with its plan aiming to achieve leadership and sustainability in the HR sector.

"Maharah" has acquired 90% of "Spectra Support Services Company" ("Spectra"), 85% of "Musanid Cleaning Services" ("Musanid") which, in turn, owns 70% of the ownership of TPH "The Perfect Help". "Maharah" has also incorporated "Growth Avenue Investment Company" ("GAC") with an active ownership of 100% thereof. "GAC" has also established "NABD for Logistics Services" ("NABD"), Professional Development Training Company, and has further acquired 85% of "Arabian Shifa Medical Co.".

In addition to the subsidiaries, "Maharah" has established a strategic partnership with "BLOOVO", that is an associate, which "Maharah" owns 40% thereof.

#### The Subsidiaries



أطياف للخدمات المساعدة  
SPECTRA SUPPORT SERVICES

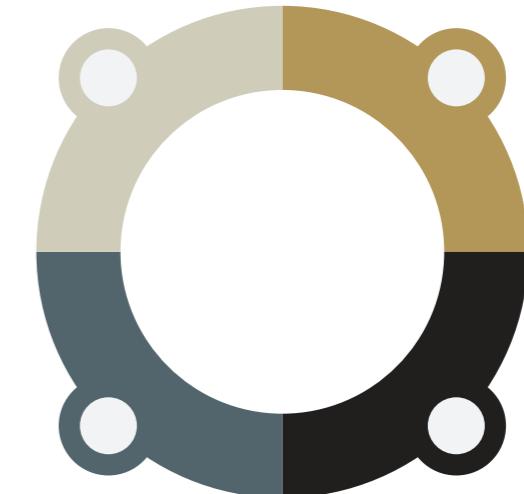


#### The Associates



## Subsidiaries and Associates

### "Spectra Support Services Company" ("Spectra") Kingdom of Saudi Arabia



"Spectra" is specialized in the provision of the maintenance, operation, cleaning and other support services in the Kingdom of Saudi Arabia

"Maharah" acquired 90% of "Spectra" ownership on August 4, 2021.

"Spectra Support Services Company", was established in 2015, and is headquartered in Riyadh.

"Spectra" seeks to achieve the highest levels of quality and excellence in operation, maintenance and other support services through a modern system that complies with the market requirements. It seeks to promote the level of service provided to customers in both the public and private sectors.

#### "Spectra" provides varied services like:

- Gardens Maintenance: The provision of comprehensive and seasonal maintenance and cleaning services for public and private gardens.
- Swimming Pool Maintenance: The provision of comprehensive support and maintenance services for public or private swimming pools, water features, waterfalls and others.
- Medical Equipment Maintenance: The provision of support and services to the healthcare facilities, doctors, administrators, patients and diagnosis equipment.
- Cleaning Services: The provision of the best eco-friendly cleaning services, whether in the healthcare facilities, shopping malls, multinational companies, hospitals, hotels and others.

## Subsidiaries and Associates

**"Growth Avenue Investment Company" ("GAC")**  
Kingdom of Saudi Arabia

**Established** "Growth Avenue Investment Company" ("GAC") on June 14, 2021, which is a limited liability company, registered in Riyadh, and 100% owned by Maharah Human Resources Company.

**Specialized**  
"Growth Avenue Investment Company" is specialized in the provision of financial services other than insurance and funding contractual pensions that are not classified anywhere else.

**Established** "GAC" has established "NABD for Logistics Services" ("NABD") on August 12, 2021, which is a limited liability company, registered in Riyadh, and licensed for the provision of logistic services.

**Established** "Growth Avenue Investment Company" has established "Professional Development Training Company" on November 1, 2021, which is a limited liability company, registered in Riyadh, and licensed by the Technical and Vocational Training Corporation for the provision of parallel private technical and vocational education.

**Acquired**  
"GAC" acquired 85% of "Arabian Shifa Medical Co." on January 13, 2022.

## Subsidiaries and Associates

**"NABD for Logistics Services" ("NABD")**



### Vision

The provision of logistic and delivery services to our customers by offering innovative solutions and developed technologies to meet the increasing demand on speedy trade and immediate delivery.



### Mission

To expand the scope and capabilities of delivery to our customers by offering logistic dynamic and flexible solutions in the peak daily times and high seasons.



### Services

- Delivery Services: expressed & scheduled delivery
- \* On-demand specialized delivery: yearly, monthly, per day and per hour.



### Fleet

- New vehicles (Model 2022).
- Economical in fuel consumption.
- Various types (sedan, bike, van).

## Subsidiaries and Associates

### “Arabian Shifa Medical Co.”

### Kingdom of Saudi Arabia



“Shifa” has been incorporated in 2017, and is a pioneering company specialized in healthcare, and management and operation of hospitals in the Kingdom.



## Subsidiaries and Associates

### “Arabian Shifa Medical Co.”

### Kingdom of Saudi Arabia

#### Strategic Objectives

- Compliance with the Kingdom Vision 2030 in the maintenance and restructuring of the healthcare sector in the Kingdom
- Provision of healthcare services and easy access in all the regions in the Kingdom
- Enhancing the quality of services provided to nationals and non-nationals in the Kingdom
- Introducing methods for nationalization (nationalization and increase of Saudization) which shall lead to more employment.
- Ensuring that the services are affordable to all.
- Enhancing the community health, and thus, enhancing the manpower productivity.
- Developing the healthcare infrastructure by making the best use of the public and private sectors partnership model.
- Increasing enrollment to the medical colleges to secure the local jobs.

#### “Shifa” is offering a range of service packages like:

- Medical domestic care.
- Management and operation of hospitals and medical centers.
- Long term extended stay rehabilitation hospitals
- Rehabilitation care hospitals.
- Diagnostic radiology.
- Partnership in the nationalization and privatization programs including partnerships with both the private and public sectors for the hospitals operation.

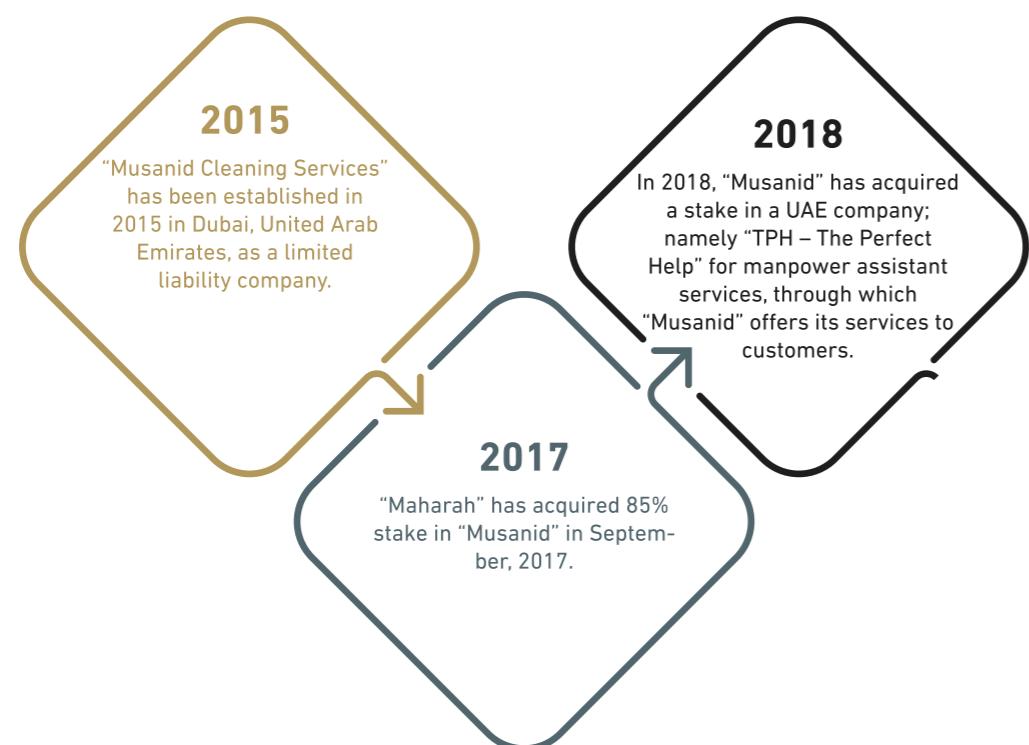
#### “Shifa” has designed a number of quality top of the notch packages like:

- “Waqar” package: for elderly care.
- “Wekaya” package: for comprehensive examination.
- “Balsam” package: for the treatment of bed sores and diabetic foot.
- Rehabilitation package: for physical therapy.
- “Musanid” package: for the provision of lease and the purchase of the patient's needs of home medical devices and supplies.
- Nutrition package: for the provision of medications and IV nutrition.
- Pregnancy follow-up program
- Intensive care program
- General nursing care program
- Annual examination preventive program

## Subsidiaries and Associates

### "Musanid Cleaning Services"

### United Arab Emirates



## Subsidiaries and Associates

### TPH Group

### United Arab Emirates

The Group offers 8 specialist training courses.

1,100 employees work in the Group

"TPH" aims to expand its services in order to change the scene in the Individuals service in United Arab Emirates, and bestow upon the same an international level of excellence that is not available in the market.

More than 15,000 customers benefited from the Group services on a daily basis.



"TPH" was established in 2015 and is headquartered in Dubai, United Arab Emirates.

"TPH" is specialized in the provision of buildings cleaning services, and main services to real estates.

"TPH" services include: domestic helpers, drivers, maintenance workers like insect control workers and others on part time or hourly basis, in addition to outsourcing them to full time jobs.

More than 135,000 customers have benefited from the Group services in 2021

"TPH Group" applies the best applicable international professional practices, according to the highest criteria in quality, security and safety, ever since its inception in 2015 in each of Dubai through Tadbeer Center in Dubai, and in Abu Dhabi through ("TPH Cleaning Services) in United Arab Emirates, in all its businesses and activities within its internal and external work environments alike.

The Group provides wide ranges of professional specialist services for all customers' categories, including the government authorities and private sector companies. Such shall include power works, plumbing services, maintenance and repair of air conditions, cleaning of pipes, in addition to other comprehensive cleaning services.

Ever since the spread of COVID-19 pandemic, the

Group has launched sterilization services to its customers for each of the government and private sectors, within the frame of procedures to limit the spread of the pandemic. Such services are still continued. It further added the services of training and qualification on first aid medical services through a wide range of courses and certificates approved by the local and international authorities, in addition to the training services on sanitary cleaning services, childcare and multiple home chores.

**The Group practices its work and provides its services through a set of professional channels:**

## Subsidiaries and Associates

### TPH Group

### United Arab Emirates

#### TPH Training – Perfect Help Limited

A limited liability company that provides high quality training services in first aid, health and safety in Dubai, to pace up with the requirements of the municipality and Ministry of Social Affairs in United Arab Emirates, which are required from those working in the healthcare sector. Let alone their mastery of the personal protection procedures, which qualifies it to obtain the official professional approvals from elite local and international corporations like Dubai Corporation for Ambulance Services, Dubai Health Authority (DHA), Knowledge and Human Development Authority (KHDA), Abu Dhabi Health Authority (HAAD), American Heart Association, US National Institute for Occupational Safety and Health (NIOSH), Highfield Awarding Body for Compliance Limited ("HABC") / Highfield International.

#### TPH Cleaning Services

Is the operational arm specialized in the provision of service employees on an hourly basis, who offer its professional footprint in all the cleaning, laundry and childcare services, as well as in offering help in cooking, special ceremonies and the varied commercial events.



## Subsidiaries and Associates

### TPH Group

### United Arab Emirates

#### Tadbeer Center

"Tadbeer Center" is one of the special commercial advantages granted by the Ministry of Human Resources and Emiratisation (MOHRE) for the organization of the domestic helpers' sector and the protection of rights of owners and domestic services helpers. This Center has become the only official channel through which domestic helpers is employed in 19 different categories of specializations, including cooks, drivers and professional nannies, as it supports its customers with various options to enable them to directly sponsor maids, or to recruit them on a monthly basis by virtue of a two-year contract.

#### Yalla Fix It Company

The Company offers various range of professional technical repair and maintenance services that fit the elite life and work environments and properties rich with luxurious facilities and infrastructure, according to the highest international standards, such as the installation and maintenance of HVAC systems, air purification systems, and installation and maintenance of electromechanical equipment, plumbing contracting and sanitary drainage, installation of solar power systems, tiling and wall painting works, carpentry and flooring contracting works, wall paper installation, and gypsum and cladding works, in addition to the insect control services approved by Dubai Municipality (DM).



## Subsidiaries and Associates

### TPH Group

#### TPH Challenges and Achievements in 2021

##### Challenges

TPH has countered the challenges resulting from Covid-19 pandemic, and most importantly:

- The multiple lockdowns all over the city in a number of sourcing countries for the cleaning and domestic helpers.
- Halting operations intermittently in labor offices and embassies in some manpower sourcing countries, and canceling flights to and from these countries.

##### Achievements

Despite encountering such challenges in 2021, TPH Group leadership and its team have shown their efficiency through some key achievements that greatly contributed to a better company financial performance. The following are the key achievements of TPH Group in 2021:

- Employment of 300 cleaning service workers in Q3 2021.
- Increase of TPH cleaning services revenues.
- Concluding agreements with agencies in various countries to increase the number of domestic helpers employed so as to be deployed through "Tadbeer".
- "Yalla Fix It" has started to expand its B2B operations, through signing deals with key companies like Emaar and Bulldozer Group.
- Expanding the scope of the provision of professional cleaning services to the data centers. We made deals with companies like Microsoft, Huawei, and DEWA.

## The Associates

### BLOOVO Limited



"BLOOVO" has been established in 2015, and is headquartered in Dubai Internet City in United Arab Emirates, and its branches are spread all over Abu Dhabi

More than 3,500 beneficiary companies from the Company's solutions and services.



Innovation award from the Entrepreneur Organization in 2021.

World Branding Awards in 2021.

Middle East Awards for Technology Excellence in 2021.

In the list of Top 50 Most-Funded Startups in the Arab World in 2017.

Best UAE Startup selected by Business Vision Awards.

In Forbes List of the Top 50 Most-Funded Startups in MENA in 2018.

## The Associates BLOOVO Limited

### Solutions and Services

"BLOOVO" provides a selective group of innovative and smart recruitment solutions, to help employers and job seekers, through AI-Powered Recruitment Technology with the automated learning algorithms, which aim to pace up and simplify the operations for the acquisition and management of talents, and the automatic arrangement of candidates, through significant matching results, that saves time and costs of company owners.

### The following are the most important solutions and services provided by the Company:

- Subscription on the recruitment e-platform Bloovo.com.
- Hired system which is one of the smartest AI-powered Applicant Tracking Systems (ATS) by the regional and international organizations, which materially affected the recruitment of the suitable talents.
- Virtual interviewing channel for scheduling and holding virtual interviews with models for the assessment of special interviews.
- Skills assessment.
- Direct Hiring and Recruitment.
- Consultants for the smart transformation of the recruitment sector.
- Enhancing the companies' brands, through the allocation of the brand identity in full to meet the customer ambitions.
- The provision of an easy-to-use portal to collect all their personal and professional information, through a AI-powered matching technology, a detailed Applicant Tracking Systems (ATS), job alerts, and saving search actions, in addition to a control panel with deep analyses.
- Providing help in the establishment of an efficient plan for manpower, not only through the automation of this job, but also through linking the same to the tasks of talent acquisition, which shall finally lead to the recruitment of suitable talents at the right time and place.

## The Associates BLOOVO Limited

### Key Achievements and Challenges in 2021

The consequences of COVID-19 pandemic had the biggest effect on the GCC economies in 2021, yet, Bloovo managed to continue its growth and to create more opportunities in the market, thanks to its competitive offers and the GCC market need for the recruitment systems offered by the Company, to meet the needs of the nationalization initiatives which Bloovo efficiently offers its services in this respect, through the AI-powered recruitment solutions.

In 2021:

- Bloovo managed to invade new market with its products; like: Egypt and Jordan.
- Bloovo launched new products including the virtual Hackathon platform "Bakathon", which is an online platform that enables companies to organize and run virtual hackathons to elicit diverse and innovative solutions. Bakathon brings together genius minds to create future innovative and advanced tech solutions.



- The Company has reaped a number of international awards in 2021, including the Innovation Award from the Entrepreneur Organization, Global Brands Awards and Middle East Technology Excellence Awards.



- Bloovo has signed contracts with a number of its partners to support the scope of its business with products like those provided by the Company, including Creative Zone Company in United Arab Emirates.
- The Company hosted some of the graduates of the US Menlo College to give the students access to ways of finding job opportunities, to train them on creating their biographies while granting them training opportunities in Bloovo.

## Company Departments

In its work, "Maharah" depends on the collaboration of the efforts of a number of departments that have a selection of excellent efficiencies, working with teamwork spirit, for the sake of achieving excellence and entrepreneurship in the human resources sector.

### Senior Management Organizational Structure

