

11 - The Theme of the Year

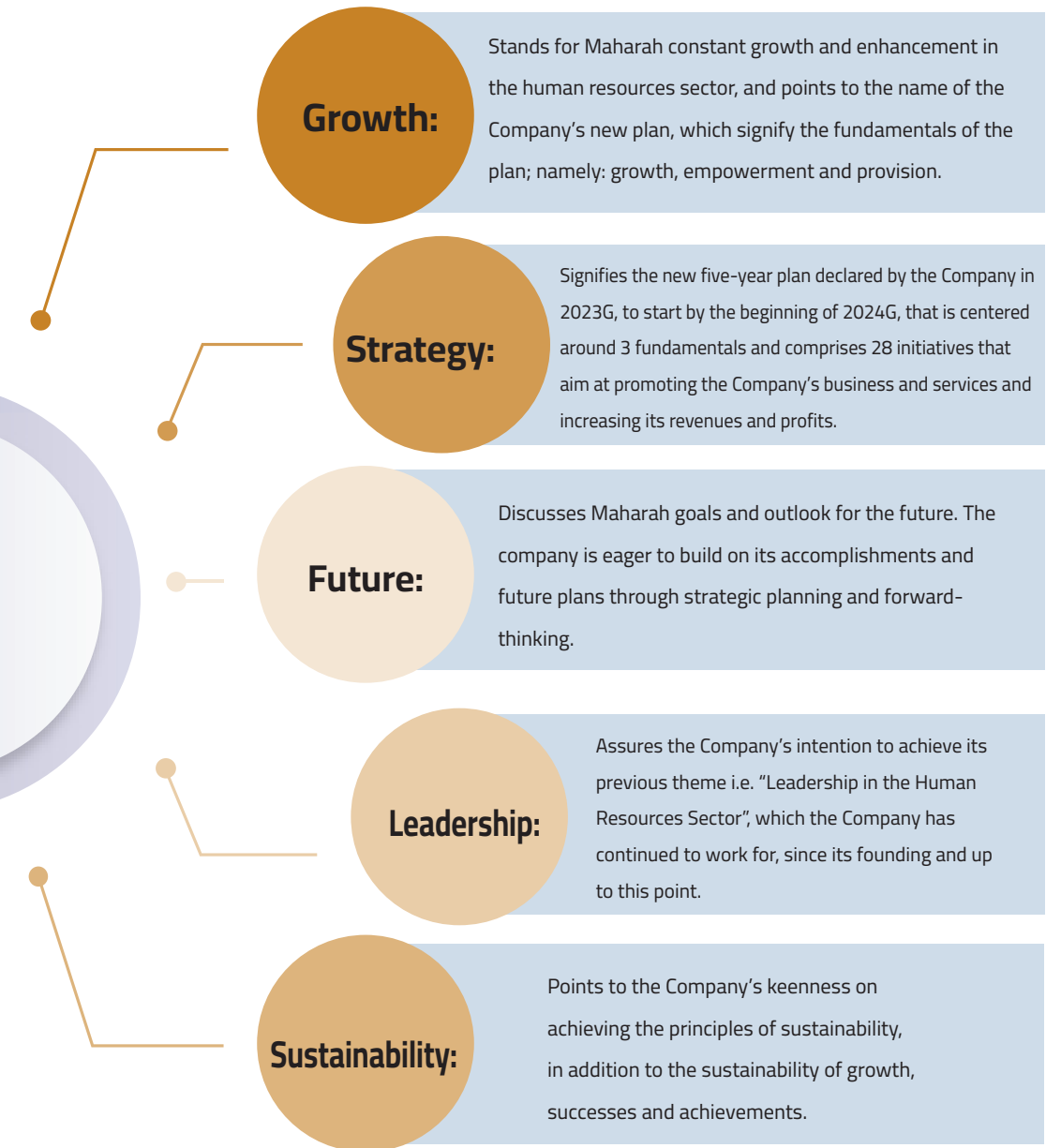
“Strategic Growth for a Leading Sustainable Future”

Maharah has unveiled a new tagline that embodies its strategic vision, future goals, and commitment to improving the quality and sustainability of its offerings. The Company decided to use this theme as the heading for its newly announced strategic plan in August 2023G. Maharah has unveiled «Maharah Growth Strategy... Strategic Growth for a Sustainable Future,» a five-year plan that will run

from the beginning of 2024G to the beginning of 2029G. With each word representing a component of the Company's performance and a fundamental supporting its business model, this theme has been a true representation of the Company's goals and future aspirations. An examination of the components of this theme is provided below:



Analysis of the Company's Theme Factors



Considering the Company's commitment to upholding sustainability ideals in the context of its social, environmental, and organizational obligations. The Company's objectives to maintain its growth and future direction, to keep adding value to Maharah, to grow revenues and profits sustainably, and to maintain its leadership in the Kingdom's human resources market are all outlined in Maharah new strategic plan.

This theme serves as a guarantee and an expansion of the Company's previous sustainable theme, «Leadership in the Human Resources Sector,» given that the company has maintained its position as a leader in this field, outperformed rival businesses, and won the title of best HR Company in 2023G.