

10 - Competitive Advantages

Maharah Competitive Advantages:

Maharah enjoys a leading position in the market, as a result of its strong brand, reputation and achievements made over

11 years, ever since its establishment until today, as it features the following competitive advantages:

1 Qualified Human Resources

Maharah has a deeply experienced administrative team with a good vision of the human resources sector that helps it to anticipate risks and opportunities and direct the decision making process which allowed the Company to be one of the biggest manpower service providers in the Kingdom over a short period of time.

It is worth here to note that Maharah is well known for its specialist competencies and its ability to run business in various sectors like the medical, hospitality, banking, industrial sectors, among others, which facilitates the internal business model between Maharah and the customer and increases the percentages of customer satisfaction.

Maharah applies a promising program for the sustainable development of its human capital, by acquiring talented, elite and distinct competencies and experiences, and supporting them with a range of training and qualification courses in an attractive competitive work environment.

2 Robust Infrastructure

Over more than 10 years, Maharah managed to established a huge infrastructure all over the Kingdom, operational and service establishments as well complexes and housing facilities to accommodate our labor force, making it the optimum platform for attracting our customers and providing them with the best HR services.

3 Advanced Technological Structure

Maharah has established a robust technological structure to support its operational environment and diversified works with the latest-of-the-art digital technology in the globe, using a wide range of diverse applications that meet the needs of its customers in both the business and individual sectors, and that also includes Maharah manpower and employees, also its investors, in addition to Maharah recruitment platform to provide Saudis outsourcing services.

4 Growing Customer Base

Maharah has a diverse and growing customer base in the business sector, with more than 900 customers in various sectors. The business activities have been divided into a number of sectors in order to customize service provision, including the retail sector, healthcare, hospitality, commercial sector and the industrial sector which boosted customer satisfaction, and we have retained some of them for more than five years

now. Add to this, Maharah unique customer place for large entities, including some of the entities enlisted in the Saudi Capital Market, as well as other large entities and SMEs.

Maharah managed to retain its strong relations with customers in the individual sector, with more than 90 thousand customers now, having provided its services to more than 160,000 households ever since the Company's establishment.

Maharah utilizes its deep expertise and long experience in the requirements of the human resources market in the Kingdom of Saudi Arabia and GCC countries to develop its customer base on a continuous basis, attract more segments and expand the customers' categories via targeting the updated business environments, in the lights of launching major investment projects in the Kingdom and the region.



5 Wide Geographic Outreach

Maharah has a wide network of branches across the Kingdom of Saudi Arabia, including 22 branches for serving the individual sector, in addition to the electronic branch, let alone the regional areas for providing services to the business sector in the Kingdom.

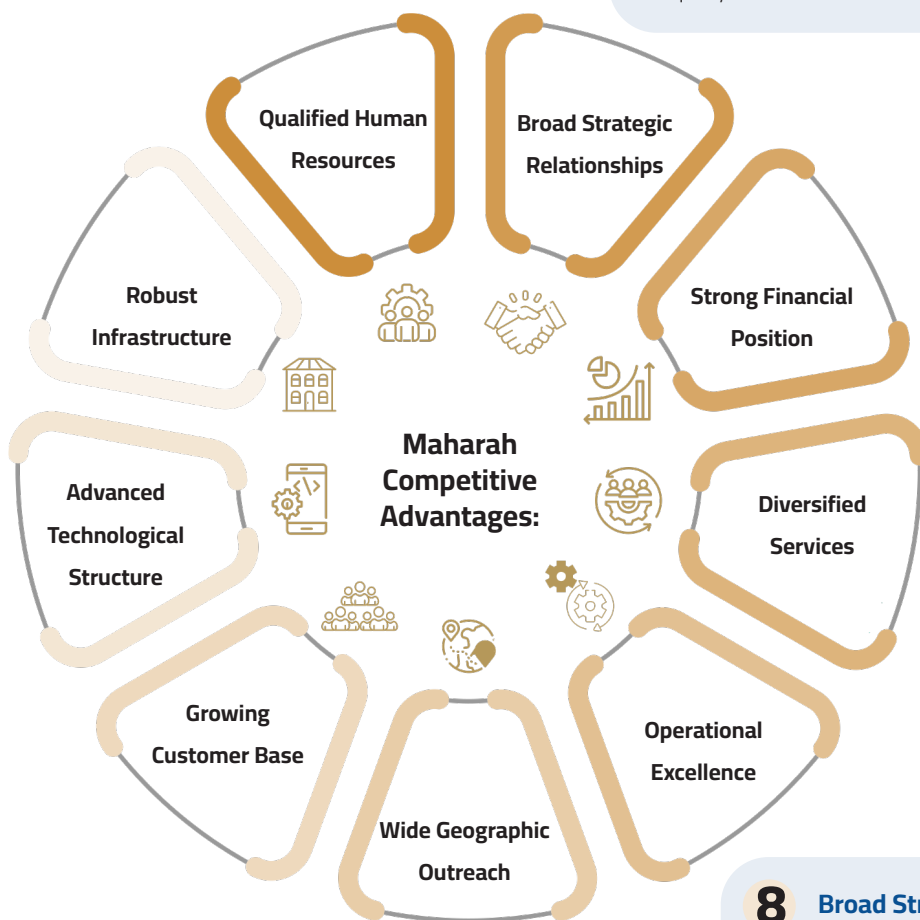
As for the cities in which the Company has no physical branches, Maharah has developed an innovative solution for serving its customers there, through the delivery of domestic manpower for free to such cities, to facilitate the customers' experience and meet their needs.

6 Operational Excellence

Maharah constantly focuses on achieving operational and organizational distinction to enhance performance and develop its services to meet the requirements of customers.

The Company implements a number of internal controls, with an eye on sustainability and operational practices. Maharah signs a Service Level Agreement (SLA) with its customers so that a specialist team would constantly measure and assess the quality of services.

In line with that, the Company has a special team for caring for its manpower, that carries out visits to workers, meets their needs, ensures that a safe working environment is provided in addition to handling, supervising and following up any medical conditions. Such excellent performance has earned Maharah 9001:2015 ISO certification for its ability to provide the products and services that meet the customers' needs and organizational requirements.



7 Diversified Services

Maharah is keen on continuously expanding its products and services portfolio to meet the market needs. The Company provides various services with a wide range of manpower services in more than 386 professions, saving more than 130 thousand employees in various jobs, in all sectors in the Kingdom, including doctors and nurses, marketing specialists, sales representatives, financial analysts, programmers, system analysts, technicians, restaurant workers, drivers, domestic workers, builders, among others. In general, Maharah qualifies and trains domestic workers in order to boost the level of services provided.

9 Strong Financial Position

Maharah has a robust financial position, with its total assets amounting to about SAR 1,748 million in 2023, with Maharah achieving the highest annual revenues in history in 2023 at a value of SAR 1,890 million, with an increase of 12%, compared to 2022.

8 Broad Strategic Relationships

Maharah enjoys a wide network of unique strategic relationships, at the local and regional levels, having developed its relations with more than 60 employment offices abroad, in different countries in Asia and Africa, which contributed to the employment of the most efficient and qualified manpower.

Moreover, Maharah maintains strong business relationships with embassies from which the Kingdom recruits its manpower.