

## 8 - Challenges

In 2023G, Maharah has faced a number of challenges and managed to counter and overcome the same, whether by immediately handling the said challenges administratively or by listing them in its five-year strategic plan approved in August to be implemented by the beginning of 2024G.

Among prominent challenges of all was to consolidate the affiliates under one administrative umbrella that follows Maharah executive management, with the aim of raising its level of performance, increasing profitability and addressing any flaws or problems they might have.

In 2023G, the Company has faced a great challenge that largely affected the Company's revenues and profits; namely the decrease in domestic

workers revenues, as a result of applying a ceiling for service prices at the individual sector, by virtue of the laws and legislations issued by the Ministry of Human Resources and Social Development (HRSD).

The Company has also faced suspending the recruitment of some nationalities like Indonesia and Philippines, which witnessed the highest demand from customers, having compensated this by other workers recruited from other countries like Ethiopia, Kenya and Bangladesh.

The following are some measures that the Company has taken to overcome such challenges:

### ▪Focusing on Quality and Efficiency in the Provision of Services:

Maharah has been keen on developing the quality and efficiency standards in the provision of services by concentrating on training employees and developing systems and procedures.

### ▪Expanding the Provision of New Services:

The Company has launched a number of new services, like brokerage services in the recruitment of manpower and the elite services, with the aim of providing innovative solutions for the Human Resources sector while expanding in new markets.

### ▪Enhancing Relations with the Company's Customers and Shareholders:

Maharah has been keen on enhancing its relations with customers and shareholders, through the provision of high quality services at competitive prices.

### ▪Diversifying Portfolio:

Developing added value of the Company's services through alignment with subsidiaries.

### ▪Improving the Group's Governance:

Developing governance processes of subsidiaries and affiliated and raising the potential of alignment among them.

### ▪Adopting new strategy:

Forming a new strategy and studying the said challenges and including them within the objectives and initiatives of the new strategy.

**At the business sector, the Company faced lots of challenges, the key of which were:**

