



*We grow together*

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# ABOUT US

At A'amal Group, we stand at the forefront of the 21st century, proudly leading the way with our expertise, innovation, and commitment to excellence in numerous sectors, including Real Estate, Hospitality, Construction Management, Energy Efficiency, Oil and Gas, HR Management and Investment.

Our foundation is built upon a strong culture of professionalism, integrity, and dedication. Thanks to these values, our teams of professionals possess extensive experience and help achieve our common goal of growing together. Our ventures are supported by highly capable partners in their field, and together we achieve outstanding results.

Since our inception in 1994, A'amal Group has established an impeccable track record of delivering exceptional projects on time and within budget, all with best-in-class safety and sustainability practices.

We understand that each project and client have individual needs and objectives. As such, we are committed to developing individual relationships that enable us to create the best solution for each and every one of our clients.



# A MESSAGE FROM OUR CEO



“A'amal Group is a dynamic, transparent, and socially responsible group committed to walking the extra mile to fuel the regional economy and improve lives through our various business activities.”

**- Yassin Al Suroor**

**Founder & CEO A'amal Group**

Some of his achievements include:



Member  
**United Nations Global Compact**



Top 100 CEO  
**G2T Awards 2018**



Former Vice Chair  
**International Chamber of Commerce Paris**



Best CEO - Investment  
**G2T Awards 2018**



Former Chairman  
**ICC Saudi Arabia**



Executive Committee Member  
**B20 Saudi Arabia in 2020**



Former Member of Executive Committee  
and G20 Representative  
**World Chamber Federation Paris**



Board Member  
**Arab Belgian-Luxembourg Chamber of Commerce**



Member of Advocacy Caucus  
**B20 Indonesia 2022**

# OUR STORY

## ★ Our Vision

We strive to be a regional leader in all our businesses by accurately identifying and managing business opportunities by establishing strategic alliances through reputable international companies with outstanding track records.

## ★ Our Values

In line with its mission, A'amal Group has adopted a set of core values crucial for its success. We value high ethics, a strong commitment to excellence, effectiveness in our work, and a high level of sustainability.

## ★ Our Mission

We have a mission of success and prosperity for our clients, shareholders, and partners. We strive for a productive, enlightening, and healthy working environment for our employees and to bring positive change to the community around us.



# A'amal Hospitality & Sports



CRYSTALLINE LAGOONS OF UNLIMITED SIZE  
*Crystal Lagoons*<sup>®</sup>  
WORLD'S TOP AMENITY

CrystaL Lagoons is a multi-national company that has developed an innovative concept and technology to transform any destination in the world into an idyllic beach paradise. The patented, state-of-the-art technology enables crystalline lagoons of unlimited sizes to be built, surrounded by palm trees and white sandy beaches, transforming cities all over the world into a tropical paradise.

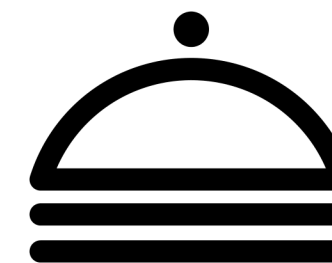
CrystaL Lagoons aim to provide the most innovative crystalline lagoons that create the ultimate water destination for tourism, public events, and more.



**Public Access  
Lagoons™**



**Real Estate Lagoons**



**Hospitality**



**Sustainable Technology**



# CRYSTAL LAGOONS

## SERVICES & TECHNOLOGY



### Public Access Lagoons™ (PAL™)

Public Access Lagoons™ are host to alluring amenities such as restaurants, beach clubs, water sports, retail, amphitheaters, and recreational and cultural will now be able to fulfill their dream of living steps away from an idyllic tropical beach.



### Real Estate Lagoons

Crystal Lagoons works on a second model, Real Estate Lagoons which enables the iconic lagoons in almost any kind of real estate development.



### Hospitality

Crystal Lagoons amenities allow hospitality developers to create idyllic beach life, providing a beachfront experience that would otherwise be impossible in an inland location.



### Sustainable Technology

Environmental sustainability is an integral part of Crystal Lagoons. Every day, we focus on developing technologies driven by the efficient use of scarce resources such as water and energy, and at the same time improving people's quality of life, all around the world.



### Design Standards

Based on more than 20 years of experience in the design, construction, and operation of crystal clear lagoons worldwide, Crystal Lagoons is constantly developing design solutions and features, as well as technological innovations to create the ultimate experience both in and around the lagoon.



### Technology

Crystal Lagoons is a world leader in innovation and technology with over 10 years of experience. We have developed and patented a concept and technology that allows developers to build and maintain crystalline lagoons of unlimited size at very low cost anywhere in the world.



# CRYSTAL LAGOONS

## SERVICES

### Public Access Lagoons (PAL)

- Beach Cubs
- Water sports
- Amphitheaters and Domes
- Boat rentals
- Cultural and Music Events
- Event Esplanade
- Wedding Peninsula
- Retail & Restaurants

### Real Estate Lagoons

- Residential Developments
- Amenity Center
- Beach Area
- Water Sports / Pier
- Fitness Trail / Promenade
- Park Space

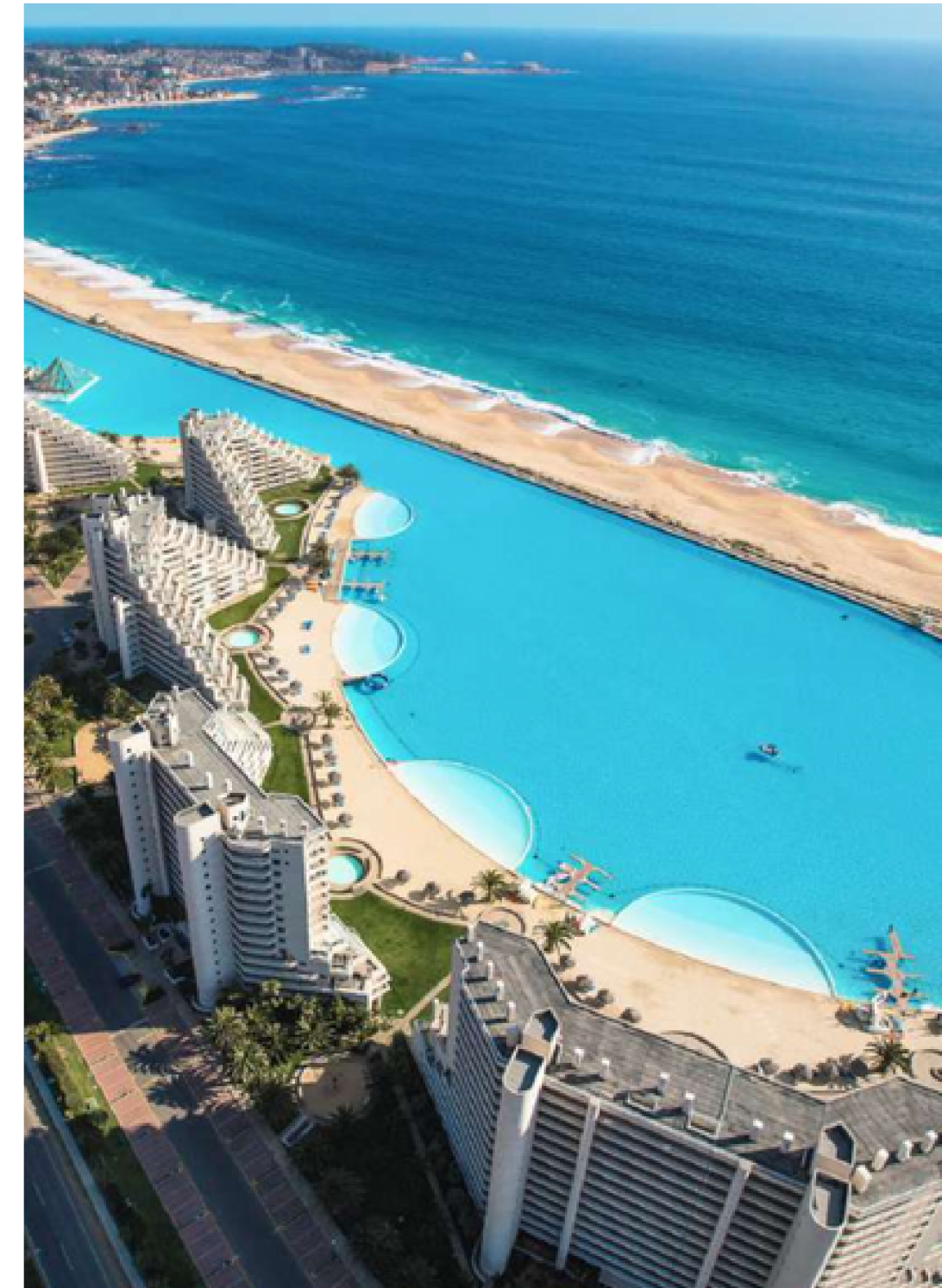
### Hospitality

- Grand Public Park Space with Retail Below
- Conference / Event Venues
- Beach Club Memberships
- Waterfront Dining
- Pedestrian Pier
- Facility management
- Beach resorts and clubs
- Artificial wave system
- Floating water parks
- Cabanas
- Cultural and entertainment experiences

### Sustainable Technology

- Low water consumption
- Low chemical consumption
- 24/7 Monitored Lagoons
- Excellent water quality
- Sustainable construction

**And more**





# CRYSTAL LAGOONS

## ★ Featured Projects

Crystal Lagoons has worked on several spotlights and featured projects featuring Crystal Lagoon's state-of-the-art technology in various parts of the world. These projects have transformed the areas they've been built in.

**Diamante Cabo San Lucas**  
Cabo San Lucas, Mexico



**Grupo Osim**  
Casares, Spain





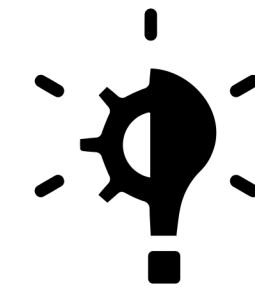


Apex has over 15 years of experience in the GCC and provides expertise to support the optimal design for sports facilities to maximize participation, commercial viability, and operational excellence.

Together, A'amal Group and Apex bring a platform to connect players, teams, and sports leagues. The partnerships also open gates to play sports by organizing facilities, staff, and equipment in the Kingdom of Saudi Arabia.



**Progress**



**Innovation**

# A'AMAL GROUP - APEX

## SERVICES

### **Core Sports Solutions**

Our design and engineering approach combines creativity, sustainability, and advanced technology to create visually striking, functional, and eco-friendly spaces.

We prioritize user-centric designs and employ sustainable materials. Our collaborative culture fosters innovation, integrating smart building technologies to meet modern demands.

### **Event Conception & Execution**

A'amal and Apex's sports events conception and execution facilities are the go-to place to organize a memorable sporting event.

Our expert teams put together staff, provide exceptional event management and take care of logistics.



# A'AMAL GROUP - APEX SERVICES

## Core sports solutions

- Design
- Sports Fitout
- Sports Consumables
- Contracting
- Operations
- Clubhouse Design

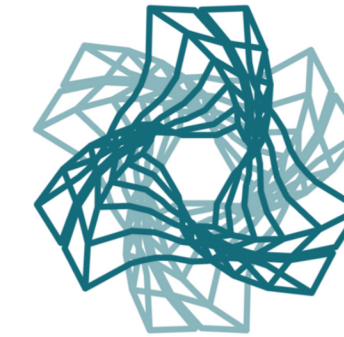
## Event Conception & Execution

- Staff
- Event Management
- Logistics



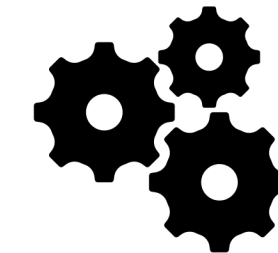


## DYNAMIC

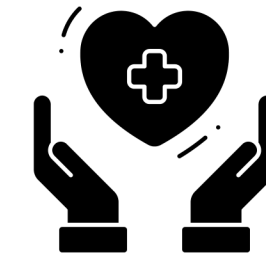


Dynamic ME Enterprise Limited is an innovative and forward-looking architecture firm. With a strong focus on modern buildings, it has been an innovator in the design and development of the 'Dynamic Tower' a moving tower.

Together with A'amal Group, Dynamic ME Enterprise Limited provides cutting-edge solutions to the architectural needs of the Kingdom of Saudi Arabia and the Middle East.



**Peak Design &  
Engineering**



**Health & Safety**



# A'AMAL GROUP - DYNAMIC SERVICES



## Design and Engineering

Our design and engineering approach combines creativity, sustainability, and advanced technology to create visually striking, functional, and eco-friendly spaces.

We prioritize user-centric designs and employ sustainable materials. Our collaborative culture fosters innovation, integrating smart building technologies to meet modern demands.



## Dynamic Hotels

We create dynamic hotel designs that blend luxury, sustainability, and advanced technology for memorable guest experiences. Our hotels feature personalized, flexible spaces, eco-friendly materials, and smart technologies to enhance comfort and efficiency.

By drawing inspiration from local culture and ensuring adaptability, we deliver unique and engaging hospitality environments that cater to diverse needs and preferences.



## Supply of Preassembled Units

We enhance construction efficiency and quality through the supply of preassembled units. This method allows for faster project completion, superior quality control, and significant waste reduction by manufacturing components in a controlled environment.

Our versatile and customizable preassembled units cater to diverse project needs, ensuring sustainable and high-standard architectural solutions.



## Dynamic Lifestyle

We design spaces that support a dynamic lifestyle by blending functionality, flexibility, and aesthetics. Our versatile, sustainable, and wellbeing-focused environments adapt to changing needs and promote both digital and social connectivity.

Through innovative use of eco-friendly materials and smart technology, we create beautiful, adaptable spaces that enhance the lives of their inhabitants.

# A'AMAL GROUP - DYNAMIC SERVICES



## Supply of a Turnkey Rotating Tower

We offer turnkey rotating tower solutions that combine dynamic movement, sustainability, and luxury. Each floor of these innovative towers can rotate 360 degrees, maximizing natural light and offering ever-changing views.

Our comprehensive service covers all project phases, ensuring seamless delivery of high-quality, eco-friendly, and smart technology-integrated spaces. These towers are iconic landmarks, redefining modern living and working environments.



## Dynamic Revolutions

We design spaces that support a dynamic lifestyle by blending functionality, flexibility, and aesthetics. Our versatile, sustainable, and wellbeing-focused environments adapt to changing needs and promote both digital and social connectivity.

Through innovative use of eco-friendly materials and smart technology, we create beautiful, adaptable spaces that enhance the lives of their inhabitants.



A'amal CSS



A'amal E&I



A'amal QHSE



A'amal Waterproofing  
& Industrial Coating



A'amal GESC

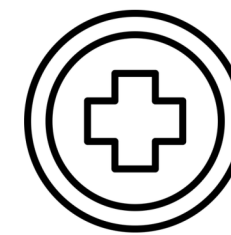
# A'amal Contracting & Technical



# A'ama CSS

A'ama CSS aims to provide extensive support to the Kingdom of Saudi Arabia through quality work. Along with Commissioning and Pre-Commissioning, our work focuses significantly on the health and safety of our employees.

We hold the core values of Health, Safety, and Environment. We understand the need to keep our employees safe and our planet protected. Along with our core values, we only produce the highest quality of work.



**Health**



**Safety**



**Environmental  
Sustainability**

# A'AMAL CSS

## SERVICES



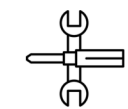
### **Turnkey Solutions And Construction Support**

Our Construction Support encompasses Management & Project Control, Procurement & Logistics, Welfare & Human Resources Support, and a range of other essential services, ensuring the success of every project.



### **Pre-Commissioning**

Our Pre-Commissioning services encompass Validation Protocol Writing, Computer Validation, Start-Up, Troubleshooting, and other essential tasks, ensuring a smooth transition to the commissioning phase.



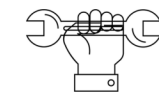
### **Commissioning**

Our Commissioning services encompass Validation, Calibration and Loop Check Procedures, Integrated Systems turnover, and more, guaranteeing the successful deployment and operation of the project.



### **Start-Up**

Our Start-Up services encompass Commissioning, Testing, Validation, Start-Up, Troubleshooting, and more, providing the necessary support to kickstart operations efficiently and effectively.



### **Maintenance**

Our Maintenance services encompass Maintenance and Reliability Assessments, Asset Management Policy Development, System and Asset Criticality analysis, and more. With our proactive approach, we ensure optimal performance, longevity, and reliability of your assets, contributing to operational excellence and cost-effectiveness.

# **A'AMAL CSS**

## **SERVICES**

### **Turnkey Solutions And Construction Support**

- Management & Project Control Personnel
- Procurement & Logistics
- Health, Safety & Environment Teams
- Technical & Managerial Project Supervision
- Multidisciplinary Technical Specialists
- Training, Learning & Development

### **Pre- Commissioning**

- Commissioning Testing
- Validation Protocol Writing
- Protocol Field Execution and Reports
- Risk Assessments
- Factory Acceptance Testing
- Equipment and System Installation Inspections

### **Commissioning**

- Commissioning Plans, Procedures & Method Statements
- Installation of Equipment, Systems & Field Devices
- Validation
- System Inspection, Testing & Debugging
- Calibration and Loop Check Procedures
- Hydro Testing, Flushing & Chemical Cleaning

### **Start-Up**

- Computer Validation
- Procedure Writing and MCC Dossier Creation
- Start-Up and Troubleshooting
- Commissioning Procedures, Inspection and Test Forms

### **Maintenance**

- Maintenance and Reliability Assessments
- Asset Management Policy Development
- Asset Hierarchy Development
- Root Cause Analysis and Training
- Turnaround Planning and Execution

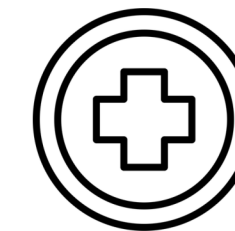




# A'amal E&I

A'amal E&I aims to provide extensive support to the Kingdom of Saudi Arabia through quality work. Along with Electrical and Instrumentation, our partnership focuses significantly on the health and safety of our employees.

Our core values are the health and safety of our employees and protecting our planet.



**Health**



**Safety**



**Environmental  
Sustainability**

# A'AMAL E&I

## SERVICES



### Turnkey Contracts

Our Turnkey Contracts encompass Electrical, Instrumentation, Procurement, and Construction Services, ensuring comprehensive and effective project execution from start to finish.



### Product Supply

Our Product Supply services include Flow Measurement, Automation & Control System Products, Sensors, Connectors, and more, ensuring reliable and advanced solutions for various industrial needs.



### Maintenance

Our Maintenance Services include Preventive Maintenance, Predictive Maintenance, Corrective Maintenance, and more, providing comprehensive support to maintain optimal performance and reliability.



### Customized Solutions

Our services include Flow Calibration, Integration of Control Panels, Condition Monitoring, Industrial Communication Systems, and more, ensuring optimal and personalized outcomes for our clients.



### Manufacturing & Integration

Our in-house facilities play a key role in ensuring seamless and flawless Manufacturing and Integration. Our services include Instrumentation Control Panels, PLC/SCADA/DCS Cabinets, Electrical Control Panels, and more, delivering reliable and efficient solutions tailored to your needs.

# **A'AMAL E&I**

## **SERVICES**

### **Turnkey Contracts**

- Engineering
  - Electrical
  - Instrumentation
- Procurement
  - Electrical
  - Instrumentation
- Construction

### **Maintenance**

- Preventive Maintenance
- Predictive Maintenance
- Corrective Maintenance
- Periodic Maintenance
- Shutdown Maintenance
- Annual Maintenance

### **Manufacturing & Integration**

- Instrumentation Control Panels
- PLC/SCADA/DCS Cabinets
- Control Desk
- Electrical Control Panels
- Junction Boxes
- Test Benches

### **Product Supply**

- Flow Measurement
- Solutions
- Analytical Solutions
- Automation & Control System Products
- Sensors, Connectors & Measurements
- Calibration / Workshop / Laboratory Equipments and Services
- F&G Detection And Monitoring Systems
- Control & Manual Valves

### **Customized Solutions**

- Flow Survey / Flow validation
- Flow Calibration
- Integration of Control Panel
- Condition Monitoring
- Industrial Communication Systems
- E-House
- Customized Analytical Solutions



A'amal QHSE

A'amal QHSE has become the standard, providing elite-level Quality, Health, Safety, and Environment services keeping projects, people, and the planet in check.

We value our employees' health, safety, and overall well-being. We also aim to deliver tried and tested QHSE and fire safety services ensuring a safe working environment for everyone.



**Health & Safety**



**Quality Solutions**

# A'AMAL QHSE

## SERVICES



### Quality Control

A'amal GESC's foray into the Renewable Energy sector has accelerated the region's sustainability efforts and brought net-zero carbon a step closer to reality. With expert solutions on solar, hydro, and wind power among others.



### Fire Safety

We prioritize holistic approaches and stakeholder engagement, ensuring effective biodiversity conservation that aligns with global sustainability goals.



### Health & Safety

A'amal QHSE provides a safe healthy and protected environment in the workplace for all employees, our HSE services ensure that for our clients and partners. Our HSE services are in conformance with HSE regulations and international standards.



### Environmental Services

We offer top-tier environmental services at A'amal QSHE that ensure the well-being and protection of our working environment. We offer world-class Environmental Services including Environmental Impact Assessments, Air Quality Monitoring, Biodiversity Conservation and more.



# A'AMAL QHSE

## SERVICES

### Quality Control

- Quality Inspection Services
- Supplier and Factory Audit
- Material Testing and Inspection
- Quality Audits
- Quality Testing Processes
- Root Cause Analysis
- Failure Analysis
- Certification and Compliance Verification

### Health & Safety

- Hazard Identification and Control
- Occupational Health Services
- Risk Assessments and Management
- Incident Investigation and Reporting
- Safety Data Sheet (SDS) Management
- Behavioral Safety Programs
- Personal Protective Equipment (PPE) Supply and Training

### Environmental Services

- Air Quality Monitoring
- Environmental Impact Assessments
- Sustainability and Environmental Management Systems

### Fire Safety

- Fire Safety Audits
- Fire Suppression Systems
- Emergency Response Planning
- Risk Mitigation
- Firefighting Equipment
- Systems Engineering
- Fire Trucks
- F&G Detection And Monitoring Systems
- Safety Equipment







## A'amal Waterpoofing & Industrial Coating

Over the years, A'amal Water Proofing & Industrial Coating has earned a reputation for providing innovative turnkey waterproofing, painting, and roofing solutions to any industrial, domestic, or commercial needs.

Our top priority is world-class customer service, followed by impeccable quality of work. We aim to exceed the expectations of our clients by over-delivering. We also aim to offer the best value out of the industry.



**Value**



**Integrity**



**Teamwork**

# A'AMAL WATERPROOFING & INDUSTRIAL COATING SERVICES



## Polyurethane Coating

Polyurethane waterproofing membranes are liquid-applied systems that offer decisive advantages particularly where seamless systems are desired; either structurally or aesthetically, and for geometrically complicated connections with ventilation outlets or upturns.



## Acrylic Coating

An acrylic waterproofing membrane is created by applying liquid coatings that cure to form a rubbery barrier against water penetration between the substrate of a wall or floor and the finished surface. These coatings usually consist of a primer and two top coats, applied by roller, spray, or trowel.



## POLYMER-MODIFIED CEMENTITIOUS WATERPROOFING

We prioritize holistic approaches and stakeholder engagement, ensuring effective biodiversity conservation that aligns with global sustainability goals.



## Bituminous Waterproofing

Bituminous waterproofing systems are designed to protect residential and commercial buildings. Bitumen is a material made up of organic liquids that are highly sticky, viscous, and waterproof.

# A'AMAL WATERPROOFING & INDUSTRIAL COATING SERVICES

## Polyurethane Coating

- Cemtec Al White P.U.
- Cemtec Al Black P.U.
- Cemtec Al Pu Coating
- Cemtec A-ii P.U.
- Elastorooft P.U.
- Cemtec Urekem ECB

## Acrylic Coating

- Cemtec Silhard Cemtec
- Cemtec Floorhard
- Roofcoat

## Polymer-Modified Cementitious Waterproofing

- Aquastop
- Cemtec Sealflex
- Cemtec Brushcoat
- Cemtec Brushcrete
- Cemtec Tamseal 20
- Cemtec Wall Seal

## Bituminous Waterproofing

- Cemtec Damp-proofing Bituminous Coating
- Cemtec Water Barrier Asphalt Coating
- Cemtec Water Rubberized Bitumen Emulsion
- Cemtec FB
- Cemproof 120
- Cemproof 100
- Cemproof 41
- Cemtec Bitumen Foundation Coating (WB)

## Industrial Coating

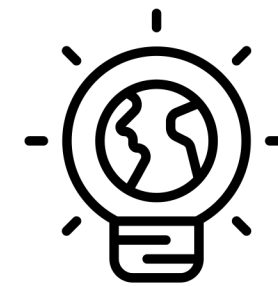
- Fire Resistant Coating
- Anti-corrosion coating (On shore and Offshore)
- Oil & Gas Pipe Protective Coatings
- Anodized Coating
- Electroplating
- UV Coating
- Intumescent Coating
- Onshore Solutions
- Offshore Solutions
- Internal & External Fusion Bonded Epoxy (Fbe) Coatings
- Specialized Coating
- External Heat Activated Tape Wrap
- External 3-layer Polyethylene And Polypropylene Coating
- Internal Cement Mortar Lining Service
- Concrete Weight Coating
- Internal & External Liquid Coating



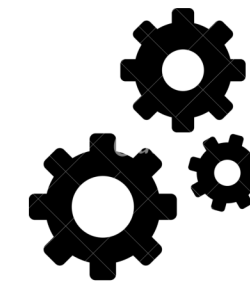
# A'amal GESC

A'amal GESC has gained a foothold in the 4 main sectors of Renewable Energy (RE), Energy Efficiency (EE), Electronic Manufacturing Services & Smart Cities.

A'amal GESC is firmly committed to its vision of creating a greener, smarter, and safer tomorrow for the people.



**RENEWABLE ENERGY**



**ELECTRONIC  
MANUFACTURING  
SERVICES**



**ENERGY EFFICIENCY**

# A'AMAL GESC

## SERVICES



### Renewable Energy Solutions

A'amal GESC's foray into the Renewable Energy sector has accelerated the region's sustainability efforts and brought net-zero carbon a step closer to reality. With expert solutions on solar, hydro, and wind power among others.



### Energy Efficiency

A'amal GESC is dedicated to assisting governments in reaching sustainability goals by implementing reliable, efficient, and streamlined public streetlight systems.



### Electronic Manufacturing Services

We make sure that all of our raw materials and individual components are responsibly sourced, and that its manufacturing process is streamlined to reduce energy consumption and wastage.



### Smart City

Smart Cities pave the way for a better world. A'amal GESC combines cutting-edge innovations, digital technologies, and modern urban infrastructure to significantly improve the quality of life for residents.

By implementing these advancements, we also help cities achieve their sustainability goals, creating a more efficient, connected, and eco-friendly urban environment.



# A'AMAL GESC

## SERVICES

### Renewable Energy

- Solar Power
- Wind Power
- Hydro Power
- Geothermal Power

### Energy Efficiency

- Energy Conservation
- Carbon Footprint Reduction
- Industrial Lighting Upgrades

### Electronic Manufacturing

- Printed Circuit Board Assemble
- Contract Manufacturing Services
- Quality Assurance, Burn In and Testing

### Smart City Solutions

We provide a comprehensive range of solutions, including Smart LED Streetlights, Solar-powered Smart LED Streetlights, and Smart Poles with customizable components and monitoring sensors, along with ICT integration of city infrastructure and robust Cybersecurity solutions.







INTEGRA SEVEN

# A'amal Project & Business Management



## A'amal Human Resource Management

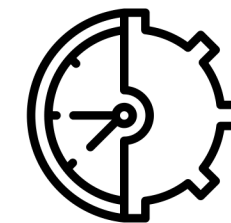
A'amal Human Resource Management aligns its services to the unique needs of each client, our turnkey workforce solutions capture and deliver the top talent that clients need to achieve their goals successfully.

We aim to provide exceptional services and solutions to clients and our partners. We aim to deliver stellar HR services.

Commitment and efficiency are our core values and we extend them to all our projects ensuring top-tier work.



**Commitment**



**Efficiency**

# HUMAN RESOURCE MANAGEMENT SERVICES



## **Talent Acquisition**

Our services, including Contingent Labour Sourcing, Workforce Consolidation Programs, and Multi-Hire Campaigns, are designed to improve your company's talent quality.



## **Global Employment & Mobility**

We function as a fully integrated outsourced Global Employment Organization, partnering closely with clients. Our expertise includes Global Immigration, Relocation Services, HR Consulting, and more.



## **Managed Solutions**

We handle everything from recruiting and mobilizing multi-discipline teams to supply chain management, significantly reducing our clients' workforce organization burdens.



## **Consulting**

A'amal Human Resource Management understands the challenges of expansion. Our workforce and HR consultancy services are designed to support clients from Strategy Development to Full-Scale HR Outsourcing. We offer a variety of services, including Talent Mapping, Compensation & Benefits Studies, Market Intelligence, and more.

# HUMAN RESOURCE MANAGEMENT

## SERVICES

### Talent Acquisition

- Contingent Labour Sourcing
- Workforce Consolidation Program (WCP)
- Master Vendor Program (MVP)
- Engaged Search
- Multi-Hire Campaigns

### Global Employment & Mobility

- Global Employment Outsourcing (GEO)
- Global Immigration
- Relocation Services
- Global Payroll Outsourcing
- Global HR Consulting

### Managed Solutions

- Recruitment Process Outsourcing (RPO)
- Managed Service Provision (MSP)

### Consulting

- Talent Mapping
- Contractor and Executive Compensation Benchmarking





A'amal Integra provides Project Management Services that offer Enterprise Project, Portfolio, and Risk Management solutions built around Primavera Suite Applications and customized software developed in-house or together with its partners.

Additionally, A'amal Integra provides top-tier construction management, project planning, and cost control services, adhering to the highest ISO certification standards.



**Global Standards**



**Best-In-Class  
Services**



# A'AMAL INTEGRA

## SERVICES



### Proprietary Solutions

We offer proprietary solutions, including contract management, activity reports, and other specialized services designed to streamline project workflows and ensure compliance with industry standards.



### Consultancy

We offer professional consulting services in project management that provide fast and efficient management for a range of industries and sectors such as energy, infrastructure, and more.



### Technical Support

We specialize in providing disruption-free systems of a critical nature, ensuring continuous operation 24/7. Our robust solutions are meticulously designed and implemented to maintain seamless functionality, even in the face of challenges or unforeseen circumstances.



### Outsourcing

We offer a team of professionals who excel in their respective fields, boasting impressive backgrounds, certifications, and extensive experience.



### Implementation Services

We help you gain full value from your investment via an implementation process that takes into consideration business goals and operation processes.



### Integration Services

We assist you in maximizing the value of your investment through a meticulous implementation process that aligns with your business goals and operational processes.



### Procedures & Methodologies

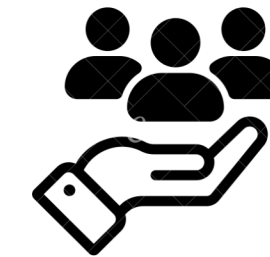
We employ a methodology grounded in a robust framework of regulations, guidelines, and principles derived from internal policies.



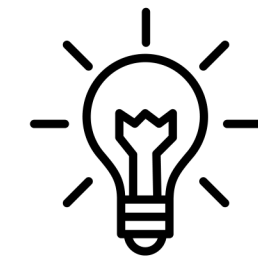
INTEGRA SEVEN

Integra Seven is a public policy and business transformation firm that works to provide top-tier consultation services.

We help ambitious organizations stay adaptable and competitive by fostering a culture of ongoing change and improvement to remain successful in a rapidly changing business environment.



**Quality  
Services**



**Innovation**

# A'AMAL GROUP - INTEGRA SEVEN

## SERVICES



### Strategy Development

Our Strategy Development services excel because we combine deep industry expertise with cutting-edge analytical tools to create tailored, actionable strategies that drive sustainable growth for our clients.



### Research & Data Analysis

Our Research & Data Analysis services are unparalleled because we leverage advanced methodologies and state-of-the-art technology to deliver precise, insightful data that drives informed decision-making.



### Program Design

Our Program Design services stand out because we employ a comprehensive, evidence-based approach to create innovative and effective programs.



### Policy Advocacy and Public-Private Consultations

We blend in-depth policy expertise with strategic collaboration to drive impactful change and foster productive partnerships.



### Impact & Progress Measurement

We utilize advanced metrics and robust evaluation frameworks to accurately assess the effectiveness and outcomes of initiatives.



### Government Stakeholder Engagement

We leverage deep governmental insights and strategic communication techniques to build strong, productive relationships with key public sector stakeholders.



### Private Sector Engagement and Advocacy

Our Private Sector Engagement and Advocacy services excel because we utilize strategic insights and tailored communication to build strong alliances and advocate effectively for our clients' interests.

**And others**



Nama Investment provides financing to start-ups and early-stage companies to help them grow, drive innovation, expand operations, and focus on scaling the business. Our investment interest is in fast-growing tech start-up companies such as Enterprise technology, Fintech and Insurtech, Ecommerce, and Sustainability.

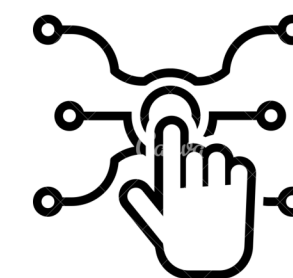
Nama Investment provides groundbreaking opportunities for new businesses to succeed, grow and become a reality.



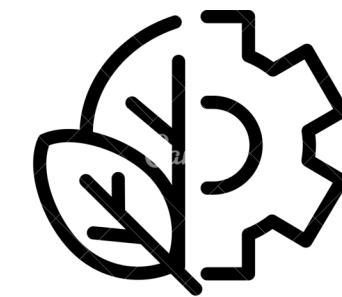
**RESEARCH**



**INVESTMENT**



**TECHNOLOGY**



**SUSTAINABILITY**



# A'AMAL GLOBAL ACTIVITY

Stretching far beyond its inception point, A'amal Group maintains a prominent role in it's work around the world.





# A'AMAL CORPORATE SOCIAL RESPONSIBILITY (C.S.R.)

A'amal Group values its contribution towards the community and therefore we strive for a healthy corporate social responsibility.

A'amal Group's CEO, Yassin Al Suroor, is a firm believer in doing the most for humanity and has taken initiatives such as the following:

- Co-founder and Executive Board Member of The National Role Model Society
- Member of the Board of Trustees of the Merchants of Peace Fund in Paris
- Associated with the Andrea Bocelli Foundation





# A'AMAL GLOBAL RECOGNITION

A'amal Group's efforts have been recognized around the globe, resulting in numerous awards and honors.





# GET IN TOUCH

Our representatives will be more than happy to answer any questions you may have. A'amal Group looks forward to doing business together with you.

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