



*Dal Arabia Holding*  
INVESTMENT GROUP

# COMPANY PROFILE 2025

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In The Name of Allah, The Most Beneficent, The Most Merciful

هَذَا مِنْ فُرْصَاتِ



# Welcome Message

As Dal Arabia Holding Group transitions from a proud Saudi legacy to a leading MENA powerhouse, I am honored to lead this remarkable journey. We are dedicated to delivering exceptional returns for our shareholders through diverse investments across the Middle East, Asia, Africa, and Europe. Our multi-faceted portfolio and commitment to capital growth reflect our ambition to build lasting partnerships. We are not just investors; we are partners in progress, driving innovation and creating value across multiple industries.

Thank you for your trust in our vision. Together, we will achieve new heights.



Group CEO  
Dal Arabia Holding Group



## *An overview*

Dal Arabia Holding: A Leading Saudi National Investment Firm with a Vision for MENA Leadership

Dal Arabia Holding Group is a prominent investment firm with a robust presence in the Middle East and a growing portfolio in emerging markets across Asia and Africa. With a vision to become a leading player in the MENA region, DAL is committed to driving economic growth and prosperity in the area through diverse investment strategies, including startups, private equity financing, and established companies.





## *Mission*

To drive sustainable growth and value creation through strategic investments in diverse sectors, fostering innovation and excellence while contributing to the economic and social development of the communities we serve.

## *Vision*

To be a globally recognized investment group known for our strategic portfolio, exceptional performance, and commitment to integrating progressive practices that shape the future of industries and enhance quality of life worldwide.

# DAL ARABIA

## *Holding Group*

### **Investment Focus: Diversified, Global Portfolio Sectors**

#### **Key Points**

- **Strong Saudi Base:**  
Leverages local expertise and networks for regional growth.
- **Global Outlook:**  
Actively seeks opportunities in diverse international markets.
- **Multi-Sector Approach:**  
Diversification mitigates risk and maximizes returns.
- **Focus on Innovation:**  
Invests in emerging technologies and disruptive sectors.

## **OUR STRATEGY**

### *Anchored on Four Key Pillars*

- **Deliver Optimal Operational Efficiency:**  
Streamlining processes to maximize productivity and reduce waste.
- **Foster Strategic Business Enablement:**  
Empowering the organization to achieve its goals through strategic initiatives and support.
- **Develop a Future-Ready Workforce:**  
Equipping our team with the skills and knowledge needed to thrive in a rapidly evolving landscape.
- **Excel in the Talent Market:**  
Attracting and retaining top talent to ensure our competitive edge.

# OUR INVESTMENT

## *philosophy*

Dal's core investment philosophy revolves around creating long-term value for clients. This is achieved through a meticulous approach that emphasizes sound fundamentals and rigorous analysis, tailored to the unique opportunities and challenges of the MENA region and the specific requirements of each investment category.

### **These pillars are grounded in the following core values:**

- **Innovation and Agility:**  
Embrace change and cutting-edge technologies to stay ahead.
- **Collaboration and Partnership:**  
Strengthen internal and external partnerships for mutual growth.
- **Continuous Improvement:**  
Commit to refining processes for efficiency and sustainability.
- **Integrity and Accountability:**  
Uphold ethical standards and take responsibility for actions.
- **Diversity and Inclusion:**  
Foster an inclusive culture that values diverse perspectives.
- **Customer-Centricity:**  
Prioritize customer needs in every decision and initiative.

# INVESTMENT *Strategy*

Our strategy is centered on identifying high-potential opportunities in emerging and established markets, with a focus on sectors that demonstrate strong growth prospects and align with our values. We prioritize investments that offer synergies across our portfolio, enabling us to leverage cross-sector expertise and create value-added solutions.

- **Diversified Portfolio:**

Invest in a wide range of asset classes across different geographies and sectors to mitigate risk and maximize returns.

- **Due Diligence & Analysis:**

Conduct thorough research and analysis to identify high-potential investment opportunities with sustainable growth prospects.

- **Long-Term Value Creation:**

Focus on building long-term relationships with our partners and investing in projects that generate lasting value for all stakeholders.

## **OUR EXPERTISE**

### *& International Network*

- Experienced Professionals: Our team comprises seasoned investment experts with diverse backgrounds and a proven track record of success.
- Global Network: We leverage our extensive network of partners and affiliates to access unique investment opportunities and stay ahead of market trends.
- Local Expertise: We have a deep understanding of local markets and regulatory frameworks, ensuring our investments comply with local laws and contribute to local economies.

## **GLOBAL**

### *Investment*

With a presence in key markets around the world, our global investments reflect our commitment to fostering economic growth and innovation on an international scale. We actively seek out opportunities that not only yield financial returns but also contribute to global development and interconnectivity.

# OUR LOCAL *Presence*

At the heart of our operations is our local presence, which allows us to understand and meet the unique needs of the communities we operate in.

We invest in local projects and initiatives that have a positive impact on society, reinforcing our commitment to being a responsible and engaged national corporate.

At DAL Arabia Holding Group, we have a strong presence in the Middle East and are expanding our investments overseas, with a focus on emerging markets in Asia and Africa. Our investment philosophy centers around long-term value creation for our clients, based on sound fundamentals and rigorous analysis.



A person wearing a traditional Saudi thobe and ghutra is shown from the chest up, holding a smartphone. The background is a blurred cityscape with modern buildings under a bright sky. The overall tone is professional and forward-looking.

# **SHAPING THE FUTURE OF** *Multiple Industries*

We are at the forefront of shaping the future across various industries. From cutting-edge technology and real estate to healthcare and consumer goods, our investments are paving the way for advancements that will define the next generation. Our commitment to innovation and excellence ensures that we remain a leader in driving positive change and creating lasting impact.expertise and create value-added solutions.



# OUR INVESTMENT *Landscape*

Dal Arabia Holding Group focuses on creating value across a diverse landscape of sectors, including:

## **Real Estate:**

Residential, commercial, industrial properties, and hospitality projects.



## **Logistics:**

Warehousing, transportation, and supply chain management solutions.



## **Manufacturing:**

Industrial production of goods and materials.



## **Consumer Brands:**

Fashion, wellness, and baby care brands with strong growth potential.



## **E-commerce:**

Online retail platforms and related technologies.



## **Media Production:**

Film, television, and digital content production.



## **Stock Exchange:**

Investments in publicly traded companies.



## **Healthcare:**

Hospitals, clinics, and pharmaceutical companies.



## **Education:**

Solar, wind, and other sustainable energy sources.



## **Technology & Telecommunications:**

Innovative tech solutions and communication infrastructure.



## **Agriculture:**

Solar, wind, and other sustainable energy sources.



## **Travel & Hospitality:**

Airlines, tourism services, hotels, resorts, and luxury travel experiences.







# DAL INTERNATIONAL

## *Investments*

Based in the Dubai International Financial Centre (DIFC), Dal International Investments serves as the global investment arm of Dal Arabia Holding. This strategic platform focuses on expanding the group's presence in international markets and capturing high-potential opportunities across key sectors. Dal International oversees the management of cross-border investments, forges strategic global alliances, and allocates capital to high-return ventures aligned with Dal Arabia's smart expansion vision.

The company follows a disciplined investment approach, striking a balance between risk and reward, and embodies Dal Arabia's identity, rooted in innovation, sound corporate governance, and a strong commitment to long-term value creation.



RE

Real Estate



LG

Logistics



MF

Manufacturing

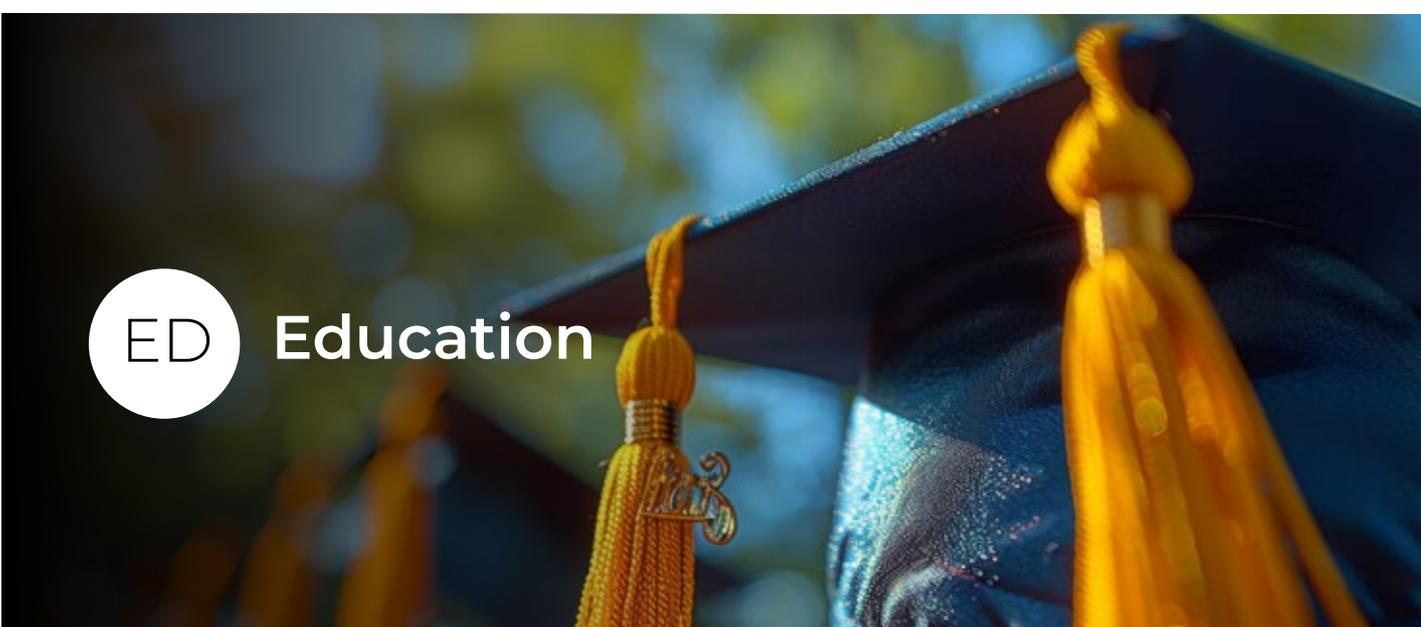


A digital visualization of a stock market, featuring a candlestick chart with red and blue bars and several moving average lines in green and red. The background is dark with bokeh light effects.

SE Stock Exchange

A collection of various colorful pills and capsules, including orange, teal, pink, and white ones, scattered on a dark surface. A glass vial and a pill bottle are visible in the background.

HC Healthcare

A close-up of several black graduation caps with gold tassels. The tassels are in sharp focus, and the background is a soft, out-of-focus green and blue.

ED Education



## Technology & Telecommunications



## Agriculture



## Travel & Hospitality



# EXPLORE OUR *Diversified Portfolio*

Our portfolio is built on the belief that every brand is a valuable asset — a driving force behind sustainable growth and innovation. Through carefully curated investments across key global markets, we deliver exceptional value and long-term impact. Each brand reflects our commitment to quality, sustainability, and excellence, forming a strategic foundation that not only meets the demands of today but also anticipates the opportunities of tomorrow.



**SHADEBOX**  
Have a Shadow! You're Exist

PROPERTY MANAGEMENT  
**DAL**  
**CAPITAL VIEW**  
*Expert Property Care*

  
**OSET**  
OMANI SAUDI EMERGING TECHNOLOGY

**Nest**  **MED**

**ALERT**  **HUB**

 **بروميترنا السعودية**  
PROMITRA SAUDI ARABIA

الرقمية  
  
**Dal Digital**

  
**Jeyad 360**

**DAL**  **MED**

  
**TRAVEL PATH**  
Holidays - Adventures - Cruises

  
**Travelcap**  
Travel and Tourism

**DET**  
**DAL EDU TECH**  
دال لتقنيات التعليم الحديثة



  
**MALATH**

**ZAWAYA**

  
**Le Emfis**  
HOTELS & RESORTS

# BabeChic

Be Chic. Be YOU



BabeChic is a flagship fashion investment under Dal Arabia Holding dedicated to redefining how women experience fashion, comfort, and self-expression. Positioned at the intersection of elegance and empowerment, BabeChic offers a curated universe of apparel ranging from elevated loungewear to performance activewear—all crafted with a deep respect for cultural identity and global style sensibilities.

Built around the modern woman's lifestyle, BabeChic celebrates femininity in its many forms: from relaxation and intimacy to movement and individuality. Its diverse collection reflects both timeless comfort and bold expression, making it a brand that speaks to women at every stage and in every setting — whether at home, in motion, or online.

BabeChic's growing portfolio includes Surdesoi, Enigma, Amorella, Rima, Ramroma, and BabeRose — each designed to serve a unique facet of the modern female lifestyle.

 **SUR DE SOI**  
Wear it with CONFIDENCE.

*Enigma*  
Your Mystrey Wardrobe

**Amorella**  
love in every layer

 **BABE ROSE**  
Redefining Intimacy

  
**RIMA**  
ACTIVE WEAR

  
**RAMROMA**  
Active Joyful Wear

# SUR DE SOI

Wear it with CONFIDENCE.

Embodying the essence of confidence and allure, Surdesoi offers couture nightwear that accentuates a woman's femininity and celebrates her sensuality. Each piece is meticulously designed to make her feel empowered, confident, and undeniably intimate.



## Enigma

Your Mystery  Wardrobe

Delving into the depths of intimacy, Enigma unveils a treasure trove of lingerie designed to ignite passion and mystery. This collection speaks to the woman who embraces her sensuality and desires to express her deepest desires through exquisite, alluring lingerie.

## Amorella

love in every layer

Amorella is the embodiment of sweetness and comfort, offering pajama styles that embrace relaxation and coziness. These designs invite women to unwind in luxurious fabrics and delightful patterns, creating a haven of tranquility in their personal space.





Rima is an activewear line for women, designed to blend high performance with modern femininity. Created for movement, confidence, and self-expression, Rima offers sleek, functional pieces that transition effortlessly from workout to lifestyle. With breathable fabrics, flattering cuts, and fashion-forward designs, Rima empowers women to feel strong, stylish, and supported — from workouts to everyday wear.



Ramroma is a vibrant activewear brand designed exclusively for girls. Tailored to meet the needs of young, energetic lifestyles, Ramroma combines comfort, confidence, and creativity in every piece. With fun colors, modest cuts, and flexible fabrics, it encourages girls to move freely, express themselves, and feel empowered in everything they do — whether in sports, school, or daily adventures.

**OUR BRAND IS OUR ASSETS**  
**WE DON'T JUST PROTECT THEM**  
**WE INVEST IN THEIR APPRECIATION.**

*Dr. Sadek Al-Shoufi*

**“ WE INVEST WITH PURPOSE, ALIGNING  
CAPITAL WITH SUSTAINABLE GROWTH —  
PRIORITIZING BUSINESSES THAT DELIVER  
LONG-TERM VALUE, SOCIAL IMPACT, AND  
RESILIENCE ACROSS CYCLES.”**

# SILKBOOTH

CORE NATURAL BEAUTY

SilkBooth is a leading e-commerce platform and marketplace dedicated to empowering women in the Middle East to achieve their unique beauty goals. We offer a curated selection of premium hair care, bath and body care, face care, makeup, and fragrance products from top brands, all enriched with natural ingredients.

What truly sets SilkBooth apart is our commitment to personalized beauty. Through our innovative online consultation section, you can connect with the Middle East's leading beauty experts for tailored advice and guidance.

Whether you're seeking a new skincare routine or a signature makeup look, SilkBooth is your one-stop shop for natural beauty in the Middle East.

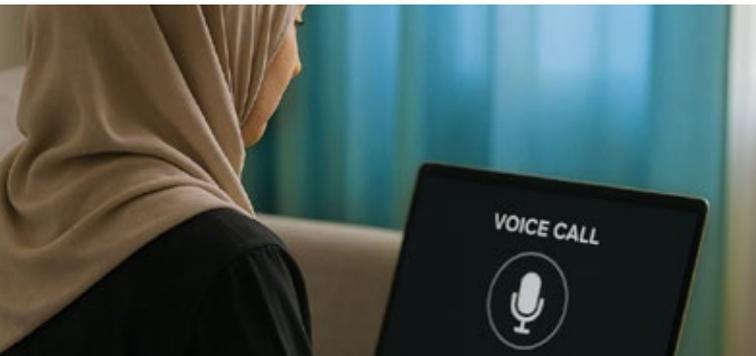


*Hayati* 

*Fadfadah*

# Hayati

Hayati is SilkBooth's dedicated life coaching service designed to support women on their journey toward emotional clarity, confidence, and personal growth. Through one-on-one, bookable sessions with certified coaches, Hayati offers a safe and empowering space for women to reflect, set goals, and navigate life's challenges with renewed perspective. Whether seeking balance, self-awareness, or transformation, Hayati helps each client reconnect with their purpose, one mindful conversation at a time..



# Fadfadah

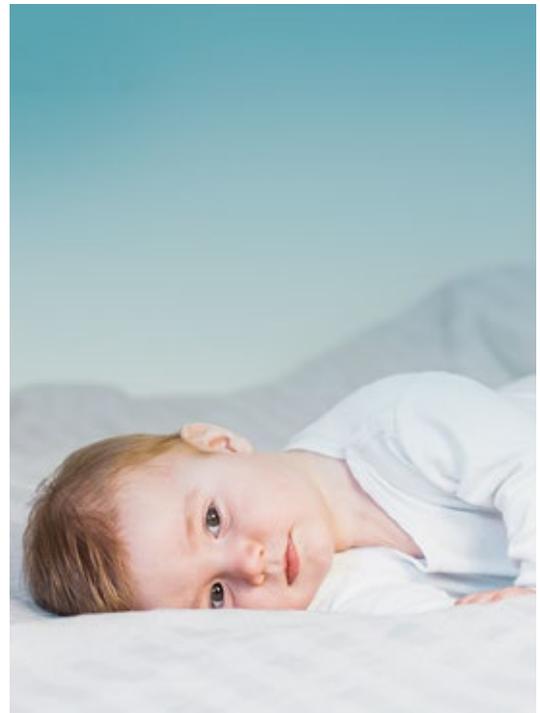
Fadfada is a unique emotional support service offered by SilkBooth, created for those who simply need someone to listen. Through private, judgment-free sessions with compassionate listeners, Fadfada gives individuals a safe space to talk, release emotional pressure, and feel heard without fear or stigma. It's not therapy — it's a heart-to-heart space that values empathy, understanding, and the healing power of being truly listened to.

# Nene Care

NeneCare is here to make caring for your little one a breeze, with a full range of gentle products for every step of their journey.

From bath time bliss with our soothing Nene Bath shampoos, conditioners, and relaxing gels, to our extra-soft Nene Wipes for delicate skin, and our comfy, breathable Nene Pants diapers made with natural materials, we've got you covered. And for those hungry tummies, our yummy and nutritious Nene Bites are sure to satisfy.

At NeneCare, we carefully choose the best for your baby, so you can create precious moments and cherish every new beginning.



Nene  
Bath

Nene  
Wipes

Nene  
Pants

# Nene<sup>o</sup> Bath

Nene Bath offers a calming bath-time experience with gentle shampoos, conditioners, and relaxing gels. Each product is formulated to cleanse and soothe your baby's delicate skin, making every bath a moment of comfort and care.



# Nene<sup>o</sup> Wipes

Nene Wipes are ultra-soft and specially designed for sensitive skin. Perfect for daily clean-ups, they provide gentle and effective cleansing without irritation, keeping your little one fresh and protected anytime, anywhere.

# Nene<sup>o</sup> Pants

Nene Pants are breathable, absorbent diapers made from natural materials. Designed for comfort and freedom of movement, they keep babies dry and happy throughout the day and night.



BabeRose, the online exclusive platform to offer BabeChic premium intimate collections, serves as a curated marketplace for exquisite nightwear. Showcasing BabeChic's captivating designs alongside collections from renowned international designers, BabeRose offers a unique and diverse fashion destination for women worldwide.

This dynamic platform empowers women to discover the perfect pieces that reflect their individuality and enhance their confidence.

Whether a woman seeks classic elegance, daring sensuality, or a unique blend of cultural influences, BabeRose offers a gateway to a world of fashion that celebrates individuality and empowers women to embrace their true selves. Global designers can connect with a discerning audience, offering their nightdress collections alongside BabeChic's creations.



**Yahulwa**

Ya Hulwa is a vibrant, trend-driven e-commerce marketplace created exclusively for girls, teens, and Gen Z audiences aged 13 to 23. More than just a shopping platform, Ya Hulwa is a curated lifestyle destination that reflects the energy, diversity, and self-expression of today's youth.

Designed as a one-stop shop, it offers a wide and ever-evolving range of products — from fashion, beauty, and accessories to wellness items, lifestyle essentials, and personalized gifts. Every product on Ya Hulwa is selected to match the dynamic tastes and values of a generation that seeks individuality, creativity, and meaning in everything they buy.

The platform embraces bold trends, seasonal edits, and interactive features to keep its community engaged and inspired. Through inclusive branding, community content, and a strong focus on empowering young women, Ya Hulwa provides a digital space where style meets identity, making every shopping journey fun, personal, and empowering.



Headquartered in Muscat, Oman, Malath Investment is a specialized investment platform in the beauty, personal care, and fragrance industries. Guided by the values of innovation, quality, and professionalism, Malath is shaping a Gulf-born brand with a global vision. Its integrated model spans distribution, retail, and manufacturing, with ambitions to expand across Gulf and international markets, while maintaining its commitment to good governance and excellence.

## **LE SULTANA**

The flagship fragrance and beauty line of Malath Investment. It includes a comprehensive e-commerce platform (Le Sultana Store) offering premium-quality products and curated collections. Alongside its own brands, Le Sultana features local GCC natural products and international names, empowering regional labels and positioning them in the global beauty market.

## **BASHAYER COLLECTIONS**

An innovative portfolio of beauty and fashion brands owned by Malath Investment, spanning nail care, makeup, fashion items, and personal beauty products. Bashayer Collections embodies the fusion of artistry, elegance, and modern lifestyle.

Timeless Elegance. Refined Luxury.

Born in the heart of Oman — where history meets elegance — Le Sultana is more than a brand; it is a legacy of beauty, heritage, and refinement. Inspired by the legendary Le Sultana ship and touched by royal elegance, we embody luxury with a story, sophistication with identity, and elegance with purpose. Every fragrance, beauty product, and lifestyle creation is a journey — from the spice routes and Arabian perfumes of centuries past, to the cosmopolitan fashion houses of today. Each piece is meticulously crafted for those who value authenticity, refinement, and cultural pride, weaving tradition and modernity into a seamless expression of style.

**At its core, Le Sultana stands for:**

- Elegance – timeless refinement in every detail.
- Heritage – roots anchored in culture and story.
- Luxury – designed for exclusivity and distinction.
- Empowerment – inspiring confidence and self-expression.

Le Sultana is not just about products — it is a lifestyle of grace and allure. From the sands of the desert to the lights of the world's fashion capitals, it speaks to women and men who carry themselves with dignity, charm, and undeniable presence. Le Sultana: the story of heritage reborn into modern luxury.



**Le Sultana**  
THE ROYAL TOUCH



The story began with Bashayer, a talented Omani girl and a natural-born artist with a deep love for beauty and art. Since childhood, colors were her favorite playground and paintings her special world. She is cheerful, easily bored, yet always searching for something new that sparks her energy and keeps her shining.

With time, she decided to bring her art from paper into women's everyday lives. She launched her first nail care line, combining her artistic taste with a modern touch. It was never just a Nail Line, but a space that expressed femininity, boldness, and attention to detail.

Her passion didn't stop there. Bashayer's love for creativity led her into the world of fashion, where she designed pieces that carried her free spirit and natural elegance. Each creation reflects her artistic fingerprint and tells its own story.

What started as a small step soon grew into a complete collection of beauty, care, and fashion products — made to give every woman confidence and a radiant presence every day.

Bashayer is not just a brand name — it is the reflection of an Omani girl who believes that beauty is art, and art is a way of life.

Headquartered in Marrakech, Morocco, Dal Africa Holding is a Saudi-owned investment company designed to achieve strategic diversification across multiple sectors. Its model integrates real estate ownership, operational management, and service marketing, with subsidiaries working in full synergy to maximize value and ensure sustainable returns. The group focuses on tourism, hospitality, and real estate development, aiming to reduce risks, generate diverse income streams, and secure long-term stability and growth.



A hospitality services provider under Dal Africa Holding. The company develops and manages resorts and unique hospitality projects, often in collaboration with global leaders such as IHG, Accor, and Marriott Bonvoy. Al Khayalah is distinguished for delivering nature-inspired hospitality concepts, combining comfort, culture, and environmental harmony.

# ZAWAYA

A fully-owned subsidiary of Dal Africa Holding specializing in real estate management and property development. Zawaya focuses on owning, developing, and managing real estate assets in Morocco and the wider region, aligning with sustainable urban growth and modern community needs.

Le Emris Hospitality Group represents a world of refined luxury and authentic experiences. The brand operates through two distinguished lines: Le Emris Hotels & Resorts, offering elegant destinations that blend culture, wellness, and contemporary comfort, and Le Emris Royal, a collection of ultra-luxury properties that redefine exclusivity and personalized service. Together, they embody the philosophy of "Luxury with Soul," delivering experiences where sophistication meets authenticity across remarkable global destinations.

# LE EMRIS HOSPITALITY GROUP

Travel Path is a specialized travel division under Dal Arabia Holding, dedicated to crafting exceptional tourism experiences that emphasize quality, comfort, and cultural discovery. From meticulously organized group adventures to bespoke individual journeys, Travel Path delivers comprehensive travel services, including flight bookings, premium accommodations, guided tours, and visa processing.

Whether catering to luxury travellers, family vacations, or thrill-seekers, Travel Path ensures every journey is smooth, enriching, and unforgettable. With an expanding presence across key destinations in the Middle East, Asia, and Europe, the brand is committed to redefining modern travel through personalized service, reliability, and immersive experiences that create long-lasting memories.



**TRAVEL PATH**  
Holidays - Adventures - Cruises



Travel Cap is the ultimate platform for travel enthusiasts and adventure seekers who want to create, share, and monetize unique travel experiences. Whether you're passionate about history, relaxation, or city exploration, our platform connects you with a global network of world-class accommodations and like-minded travelers, allowing you to craft personalized itineraries that match your budget and interests. Invite friends, family, or fellow travel enthusiasts to join your curated adventures, fostering unforgettable shared experiences, or share your passion for travel and earn income by leading group trips or offering personalized travel planning services. With seamless booking for flights and accommodations, Travel Cap is your one-stop shop for unlocking the world of travel and earning opportunities, making your travel dreams a reality.

NeneJoy is the ultimate destination for all things kids, a global e-commerce platform and marketplace brimming with a wide range of carefully curated, high-quality products designed to inspire, educate, and entertain.



We understand the unique needs of children at every stage of development, which is why we offer a diverse selection of products that cater to their growing minds and bodies.

From trendy fashion to essential everyday items, captivating toys to charming accessories, NeneJoy is your one-stop shop for everything your child could desire. We partner with trusted brands known for their commitment to quality and safety, ensuring you can shop with confidence. Discover a world of possibilities for your little one, all in one convenient location – NeneJoy.



NeneChic is a one-stop shop for parents seeking stylish and comfortable clothing options for their little adventurers. We offer a wide range of clothing, socks, and shoes designed specifically for children from infancy to childhood.

Our collections are crafted with care, ensuring that every piece is both fashionable and functional, allowing your child to express their unique personality while staying comfortable throughout the day.

Start your little one's fashion journey today by exploring NeneChic's adorable collections on our website!

Soap & Bath invites you to escape the ordinary and transform your daily shower into a revitalizing sensory experience. We carefully curate the purest, most nourishing plant-based extracts from breathtaking valleys across the globe, ensuring our soaps and shampoos provide unparalleled nourishment for your skin and hair. Free from harsh chemicals and synthetic additives, our products harness the potent power of nature, leaving you feeling refreshed, renewed, and radiant.

Indulge in the rich lather and intoxicating aromas, transporting your senses to a tranquil oasis. Soap & Bath is more than just a cleansing ritual; it's a mindful act of self-care and a conscious choice for the well-being of both your body and the environment. Elevate your daily routine and embrace the transformative power of natural ingredients with Soap & Bath. Your skin, hair and the planet will thank you.



**WA**  
**WeLLa' Aroma**

Wella'Aroma, a luxury personal care brand, distinguishes itself through its unwavering commitment to natural ingredients sourced globally. Inspired by the rich heritage and captivating fragrances of the Middle East, Wella'Aroma essence is wellness with a good smell, meticulously crafting premium and nourishing products for skin and hair.

Their body washes, shampoos, conditioners, and body lotions are meticulously formulated to cater to your desire for exceptional results. With an unwavering commitment to quality, excellence, and sustainable practices, Wella'Aroma sets a high standard within the personal care industry.

Dal Capital View is a premier property management company based in Cairo, Egypt, dedicated to serving landlords, investors, and tenants with exceptional services tailored to optimize the real estate experience.

While we have a strong presence in the greater Cairo area, our ambitions extend globally, aiming for an international presence. Our team combines a profound understanding of the local market with innovative strategies to offer a comprehensive suite of solutions, ensuring the maximum potential of your properties. Committed to personalized attention, transparent communication, and results-oriented approaches, Dal Capital View guarantees a seamless and successful property management journey for all our clients.



ShadeBox Studio is a leading creative agency specializing in crafting impactful visual content for diverse media platforms. Their team of passionate storytellers collaborates closely with clients to translate visions into unforgettable experiences.

**SHADEBOX**  
Have a Shadow! You're Exist

From captivating videos and stunning event photography to strategic social media content and comprehensive creative services, ShadeBox offers a complete solution for brands seeking to elevate their visual presence and achieve maximum impact. Their unwavering commitment to excellence ensures every project exceeds expectations, leaving a lasting impression on target audiences.

Dal Digital, a leading Saudi Arabian IT solutions provider, empowers businesses with intelligent and reliable technology. Exceeding client expectations is paramount, achieved through innovative solutions tailored to their unique needs. Dal Digital offers a comprehensive suite of IT services and business solutions, helping companies reduce costs, increase revenue, and gain a competitive edge. Fostering close collaboration, Dal Digital develops customized roadmaps that leverage the best available technology to achieve your specific goals. Partner with Dal Digital and unlock your business potential in today's digital landscape.



Dal Med is at the forefront of medical innovation, developing intelligent devices that empower healthcare. Our remote monitoring systems track vital signs like blood pressure and sugar levels, allowing for proactive patient care.

Imagine a future with robotic nurse companions. Dal Med envisions technology providing continuous monitoring and emotional support. We collaborate with healthcare professionals to tailor these solutions, ensuring technology enhances patient well-being.

Join Dal Med in building a healthier tomorrow.

Dal Mark is a dynamic creative agency dedicated to producing impactful visual content and innovative brand experiences. Specializing in videography, photography, marketing, and event management, the company blends creativity with strategy to help clients communicate their vision with clarity and style. Its team of passionate storytellers collaborates closely with businesses to craft captivating videos, striking event photography, and engaging social media content, all designed to elevate brand presence. With an unwavering commitment to quality and innovation, Dal Mark delivers end-to-end creative solutions that leave lasting impressions and drive measurable results.



Dal EduTech is at the forefront of educational transformation with Hayyan, its innovative 3D learning platform. Hayyan caters to educators from primary schools to universities, transforming tablets into interactive virtual science labs.



Students can engage with captivating 3D models and conduct virtual experiments, fostering a deeper understanding and a passion for STEM subjects.

This empowers educators to deliver engaging lessons that make learning an immersive and unforgettable experience. Hayyan's versatility extends beyond classrooms, serving universities, and research institutions.

OSET, a pioneering force in the realm of emerging technologies, fosters innovation across the Arabian Peninsula. This dynamic Saudi-Omani company is dedicated to shaping the future by developing and implementing cutting-edge solutions that address real-world challenges.



Based in Dubai, Nest Med is a leading provider of advanced healthcare and personal care solutions. The company specializes in telehealth technologies, medical innovations, and premium personal care products, serving hospitals, clinics, pharmaceutical companies, and retail partners. Through strategic collaborations with global leaders such as IBM, Microsoft, Dell, and Flow Med, Nest Med continues to pioneer trusted solutions that enhance health, well-being, and quality of life across the region and beyond.

Jeyad360 is a state-of-the-art equine management platform designed to transform the way horse owners, trainers, and professionals manage their operations and care routines. Built with profound industry insight and modern technology, Jeyad360 offers a centralized digital solution that simplifies every aspect of equine management — from health monitoring and training plans to daily routines and facility oversight.

The platform enables users to track vital health metrics, schedule veterinary checkups, manage feeding and exercise routines, and store performance and medical records in one secure, accessible location. With intuitive dashboards and smart data features, equestrian professionals can make informed, proactive decisions that improve animal welfare and operational efficiency.

equine operations, enhance client engagement, and unlock new revenue opportunities

Jeyad360 also supports collaboration between team members, caregivers, and consultants, making it easier to maintain continuity and consistency in care. Whether managing a private stable or a large-scale facility, the platform helps users streamline tasks, reduce risk, and optimize horse performance with confidence and clarity.

At its core, Jeyad360 is more than a management tool — it's a digital partner that empowers the equestrian community to achieve excellence through innovation, precision, and responsible care.



As a proud member of the Dal Arabia Holding family, Promitra is your digital growth catalyst.

Our team, fueled by a passion for innovation, guides businesses through complex digital transformations.

We uniquely blend deep local market understanding with cutting-edge international expertise, ensuring our SME advisors deliver solutions that meet the highest global standards while seamlessly integrating with your existing systems.

Promitra is more than just a consultant; we are your trusted partner committed to achieving sustainable digital growth. We also provide a local SME platform to serve the unmet needs of the local market and government organization projects.



Alert Hub, powered by EmergHub, is a cutting-edge, Saudi base communication system that offers a comprehensive, omnichannel platform for both enterprises and government entities.

By streamlining and centralizing communication channels, Alert Hub empowers organizations to rapidly disseminate critical information during emergencies through various platforms, including SMS, email, app notifications, voice calls, and voice messages.

This ensures maximum reach and engagement with both citizens and employees, enhancing safety and preparedness. With a command hub for centralized coordination and the ability to launch instant teleconferences, Alert Hub facilitates seamless communication and collaboration during critical situations.

Tailored solutions for different sectors and advanced technology at its core, Alert Hub is revolutionizing the way Saudi Arabia handles emergency communication, enabling rapid response and effective information dissemination.

**ALERT**  **HUB**



El Bereke Farm, nestled in the heart of Bosnia, is a premier producer of premium poultry and sheep products. Committed to sustainable and ethical farming practices, we raise our free-range chickens and grazing sheep in a healthy, humane environment, ensuring exceptional flavor and nutritional value. Our fresh eggs are known for their rich taste, while our tender lamb is a testament to our responsible animal husbandry. We prioritize animal welfare, environmental sustainability, and product traceability, adhering to the highest quality standards throughout our entire operation. As an integral part of the local community, we provide employment opportunities and support local businesses. Partner with El Bereke Farm and experience the difference our commitment to quality makes in every bite.



**GROWTH · AGILITY · LEGACY · VISION**





**Dal Arabia Holding Group:**

**Powering Saudi Vision through strategic global investments, contributing to a diversified and prosperous Saudi economy.**

” القائد الحقيقي لا يتحرك بالعاطفة، بل بالبصيرة. أوّمن أن القيادة تبدأ بمعرفة خطواتك القادمة — خمس، عشر، وخمس عشرة خطوة إلى الأمام — لأن القيادة ليست ردة فعل، بل استعداد، ودقة، وغاية

القيادة الفاعلة تقوم على وضوح المنطق وحسن التوقيت. فكل قرار يجب أن يتماشى مع مسار مدروس ومحسوب، لتحويل الرؤية إلى تقدم منظم — فالحضور بلا اتجاه، حركة بلا أثر





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