

The logo features the word "SALEX" in a bold, white, sans-serif font. A stylized green leaf graphic, composed of several overlapping leaf shapes, is positioned behind the text, extending from the bottom left towards the top right. The background of the entire image is a dark, grayscale photograph of a person in a business suit holding a pen over a laptop and documents.

SALEX

Management Consultancies

ACCELERATING YOUR GROWTH

BEYOND MANAGEMENT AND RETAIL CONSULTATION



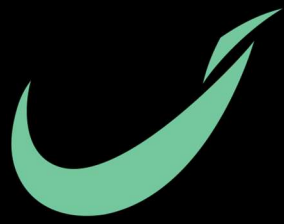
SALEX
Management Consultancies

ABOUT SALEX

IT IS A WHOLE NEW JOURNEY

A TRAVELLER, one who seeks the truth about things, a traveller not just in the physical sense but also in the mind and soul. Salex will try to see things by going to the place of action, thought & feeling.

This is where aspiration meets innovation, candor fuels collaboration & impossible surrender to our empowered teamwork. We champion the bold to achieve the extraordinary. We fly together to new heights of success across a diversity of sectors with our problem-solving-oriented team to help you face the business challenges confidently & seize opportunities when their time is ripe.



KEY CAPABILITIES

ADVISORY

Based on our on-ground experiences, we, at SALEX, provide a suite of support services that are tailored to fit enterprise's needs.

MORE THAN ADVISORY

Our services go beyond short advisory engagement & capability building to take interim roles, covering all stages of your business cycle.

THE TEAM

Our SALEX core team has a proven record in supporting top executives regarding management priorities & challenges. They have both the Western academic qualifications & the extensive experiences & local insights across GCC & global business capitals including New York, Paris, London, & many more. Furthermore, they are bilingual & communicate easily in Arabic & English.

CULTURE

Driven by our continuously-inspired spirit, we are keen to provide credible added value & innovative solutions through delivering superior quality & measurable results

The SALEX logo is positioned in the upper left corner. It features the word "SALEX" in a green, sans-serif font. The letter "A" is stylized with a horizontal line through its center. The background of the slide is a dark, circular vignette showing a grayscale image of business hands writing on documents with a pen. A green abstract shape is in the top right corner.

SALEX

OUR MISSION

To help our clients make distinctive, lasting, & substantial improvements in their performance & to build a great firm that attracts, develops, excites, & retains exceptional people

OUR PURPOSE

To help bring a positive, enduring change in the world

IMPROVE OUR CLIENTS' PERFORMANCE SIGNIFICANTLY

- ✓ Follow the top-management approach pursue holistic impact
- ✓ Use our global network to deliver the best of our firm to all clients
- ✓ Bring innovations in the management practice for clients.
- ✓ Build client capabilities to sustain improvement.
- ✓ Build enduring relationships based on trust.

TO CREATE AN UNRIVALED ENVIRONMENT FOR EXCEPTIONAL PEOPLE

- ✓ Govern ourselves as "one firm" partnership
- ✓ Uphold the obligations to engage and to dissent
- ✓ Embrace diverse perspectives with curiosity & respect
- ✓ Develop one another through apprenticeship & mentoring
- ✓ Be non-hierarchical & inclusive sustain a caring meritocracy

ADHERE TO THE HIGHEST PROFESSIONAL STANDARDS

Put client's interests ahead of our firm's

Maintain high standards and conditions for client service

Maintain client's confidence

OUR EXPERTISE

PROJECT / EVENT IMPLEMENTATION & TURNKEY SOLUTIONS

From the get-go till operated business/event, we provide a fruitful journey that sets the foundation, execute the vision & shape the successful experience

THE JOURNEY MAP

1. Kick off :

- Request & Approval
- Event Plan, resource allocation, budget estimation
- Sign off

2. Project initiation :

- Site Inspection
- Evaluation Site Survey
- Designing & Collaboration
- Engineering

3. Project Execution :

- Structural Work
- MEP
- Samples & Specifications
- Complete fixtures & fittings (fitout)
- Daily Site Supervision & quality control
- Snag list management
- Handover

4. Post Opening :

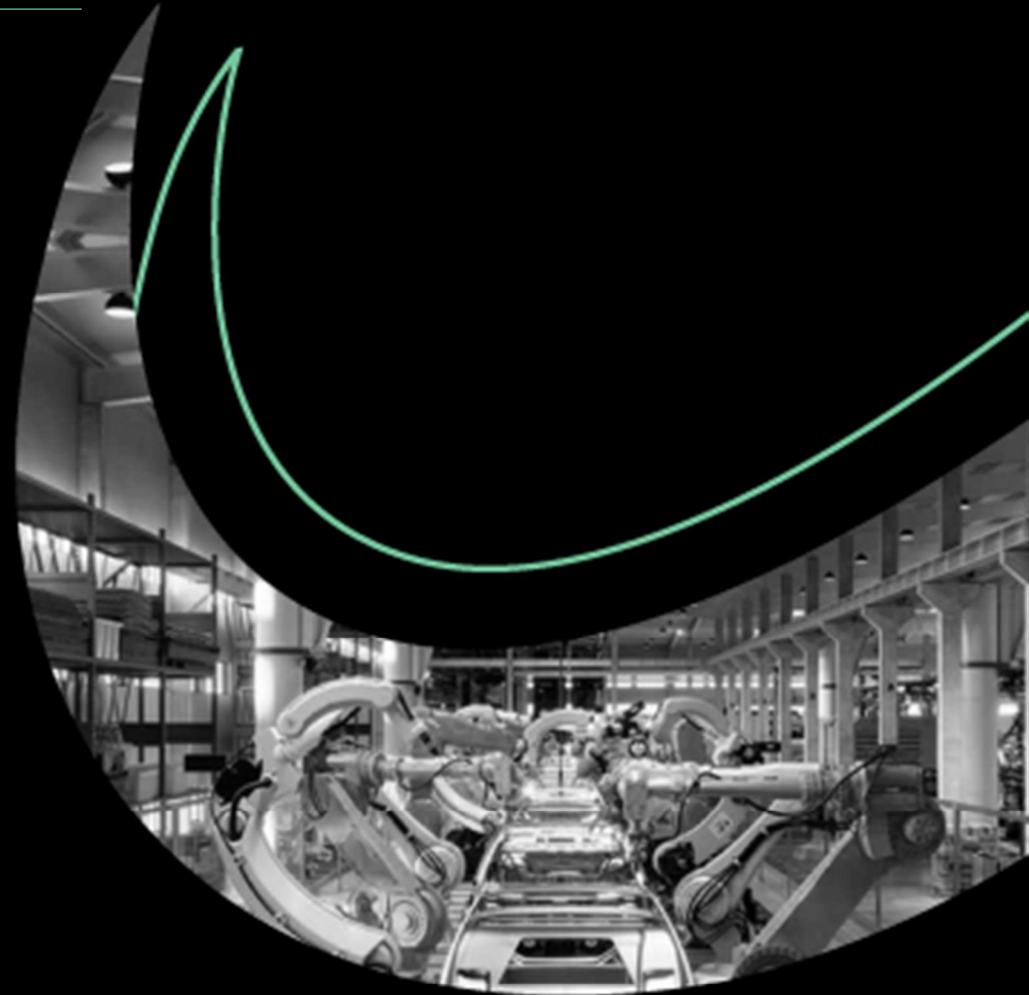
- Managing
- Maintaining

OUR EXPERTISE

PROJECT / EVENT IMPLEMENTATION & TURNKEY SOLUTIONS

OUR CENTER OF EXCELLENCE

- ✓ Intake & Approval
- ✓ Automatic Task Assignment
- ✓ PMO Team
- ✓ Multi Use Calendar
- ✓ Real time Chat
- ✓ Multi Use Calendar
- ✓ High level & Detailed reports



Dior

D&G
DOLCE & GABBANA

CREED
1760



PRADA

ESTÉE LAUDER

Debenhams

narciso rodriguez

TOM FORD

GOUTAL
PARIS

JO MALONE
LONDON


T L S
**THE LONGEVITY
SUITE**
M I L A N O

Kilian
PARIS


AQUAZZURA
FIRENZE

CARON
PARIS

LE LABO[®]
GRASSE - NEW YORK

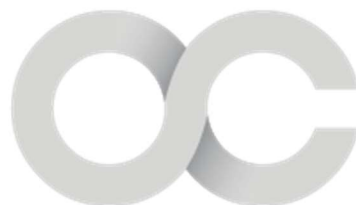

HERMÈS
PARIS


WE CRE8


فيدا القابضة
VEDA HOLDING


GIVENCHY

SALEX **PILLAR**
EXPERIENCE



SALEX **PILLAR**
EXPERIENCE



SALEX STRATEGIC
PARTNERS

INTRODUCTION | Saudi Event

- ✓ Facilitating 12 brands to be in Saudi between September 2023 to March 2024
- ✓ Access to celebrities to attend events
- ✓ Facilitating Fashion shows between September 2023 to March 2024 to promote Alula and Brands
- ✓ Outlet design and construction in line with brand image and requirements
- ✓ Promoting tourism objectives through high profile fashion shows and events around select brands
- ✓ Confirmation has been received by us from the key brands mentioned in this presentation



INTERNATIONAL
BRANDS AND EVENTS
TO PROMOTE
TOURISM AND ALULA
IN SAUDI ARABIA

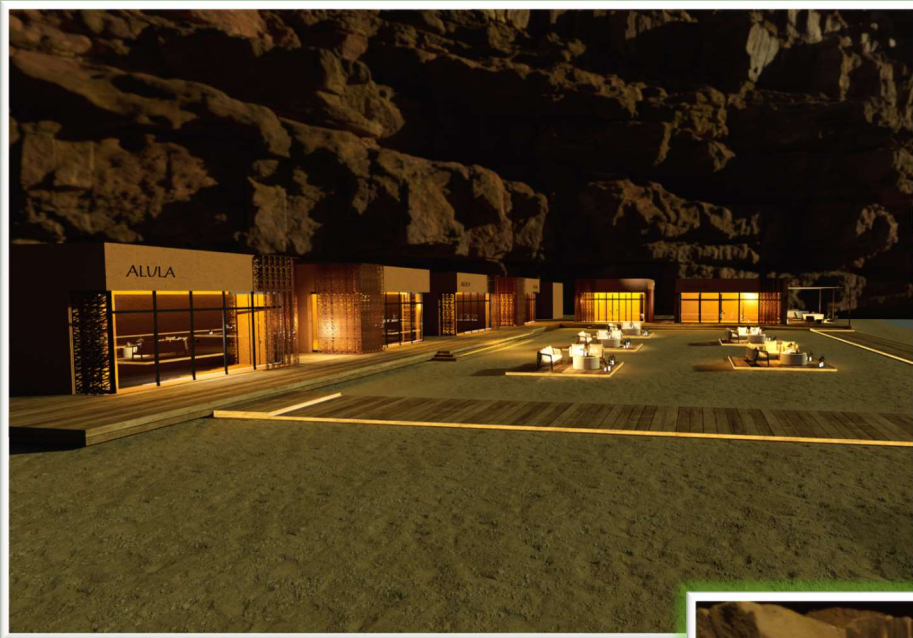


PREVIOUS EVENTS

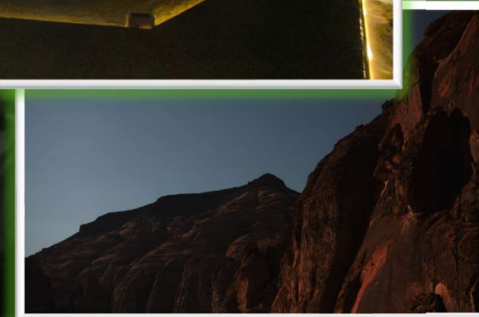
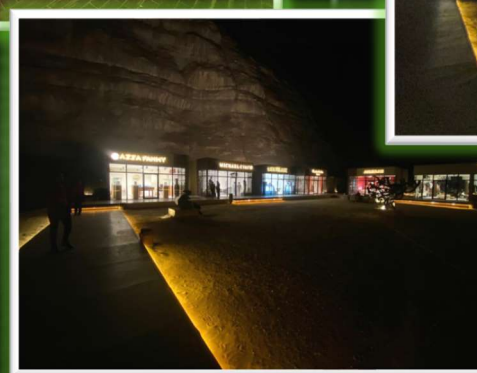
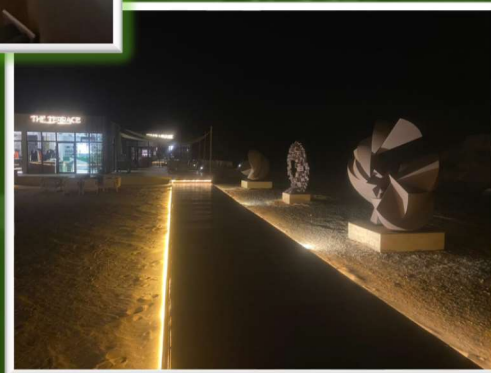
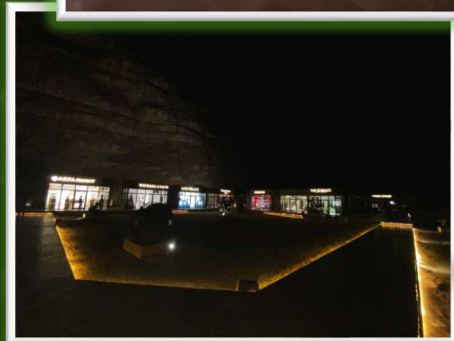
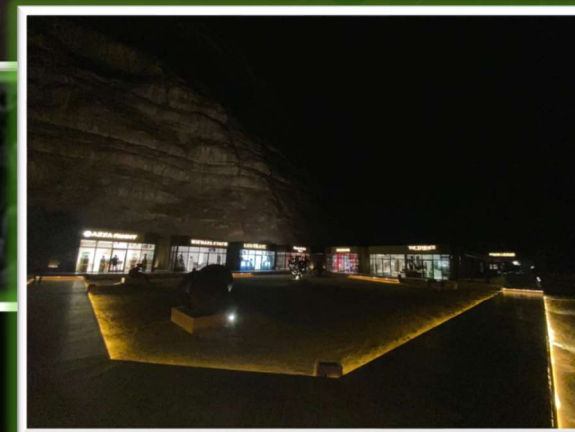
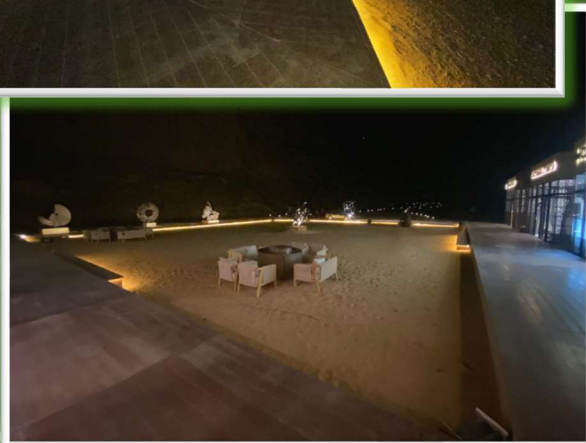
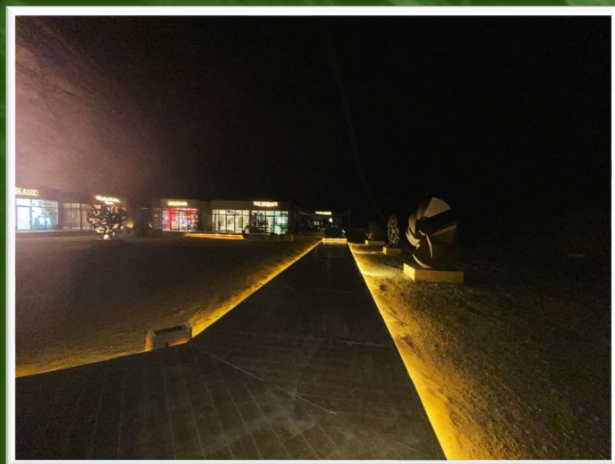
AT

ALULA MONUMENT & ASHAAR VALLEY

ALULA – ASHAAR EVENTS



ALULA – ASHAAR EVENTS



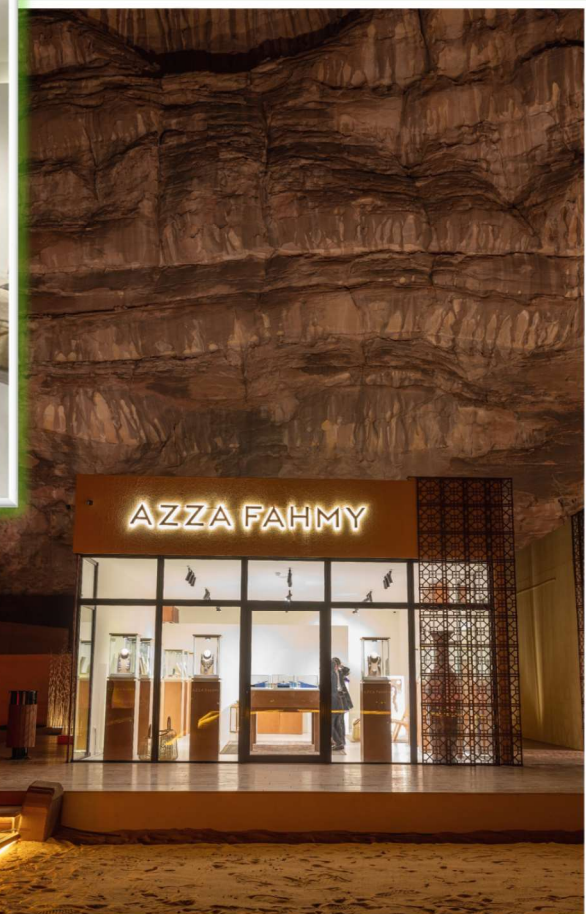
ASSOULINE

- FASHION -



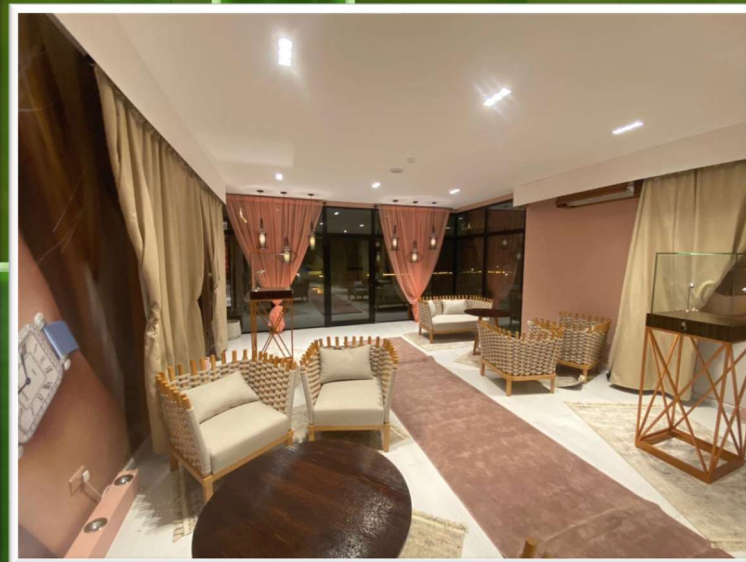
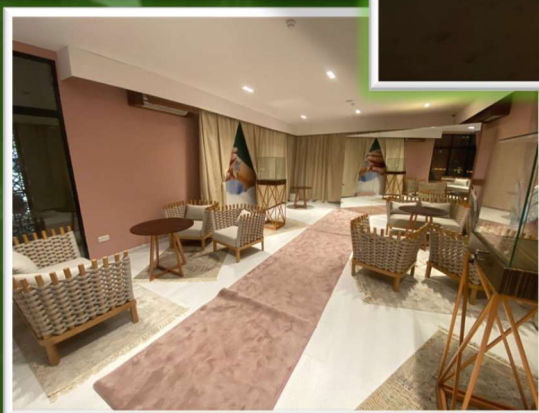
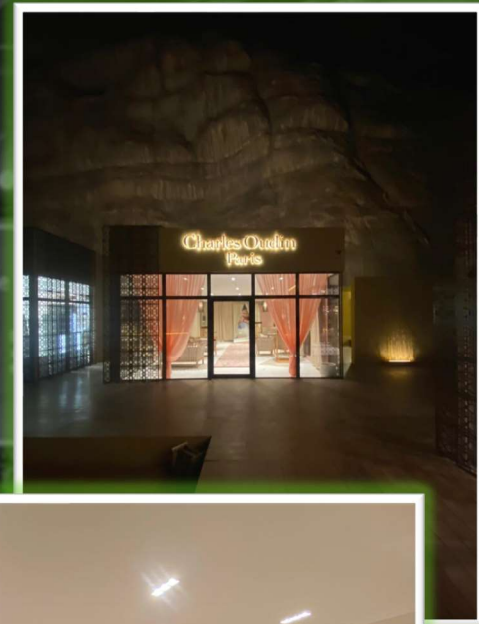
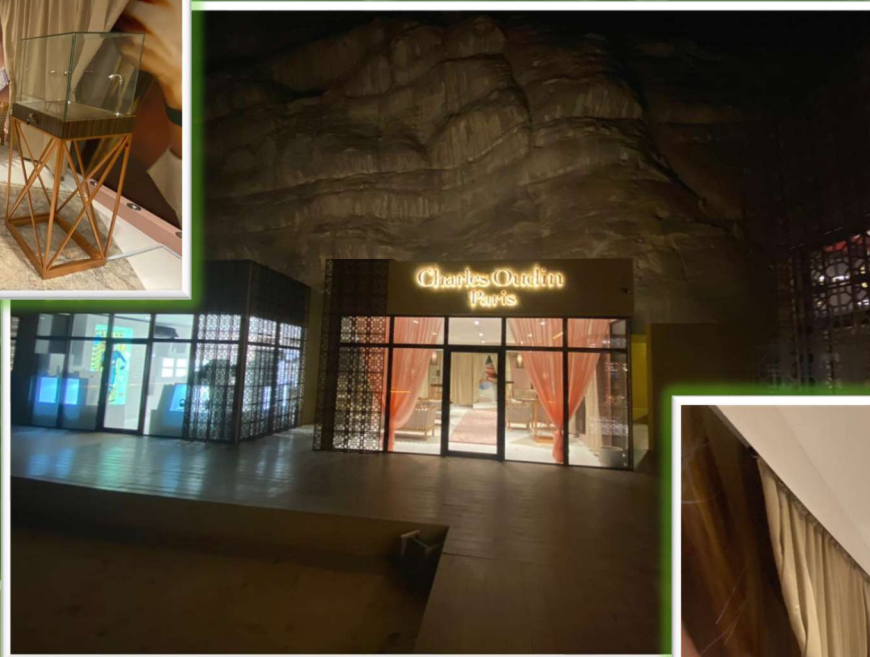
AZZA FAHMY

- FASHION -



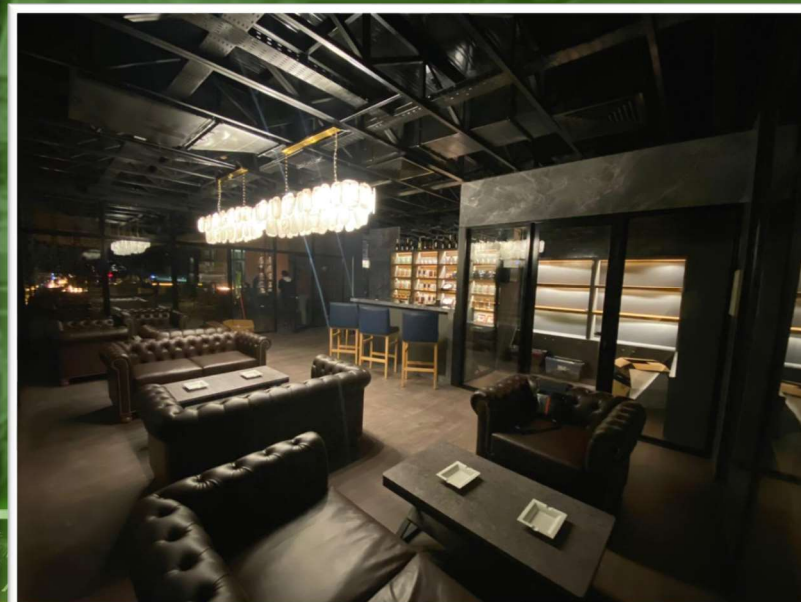
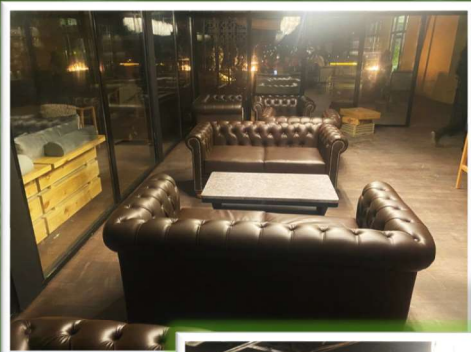
CHARLES OUDIN

- FASHION -



CIGAR LOUNGE

- BAR & LOUNGE -



CIGAR LOUNGE

- BAR & LOUNGE -



KATCH

- CLOTHING & APPAREL -



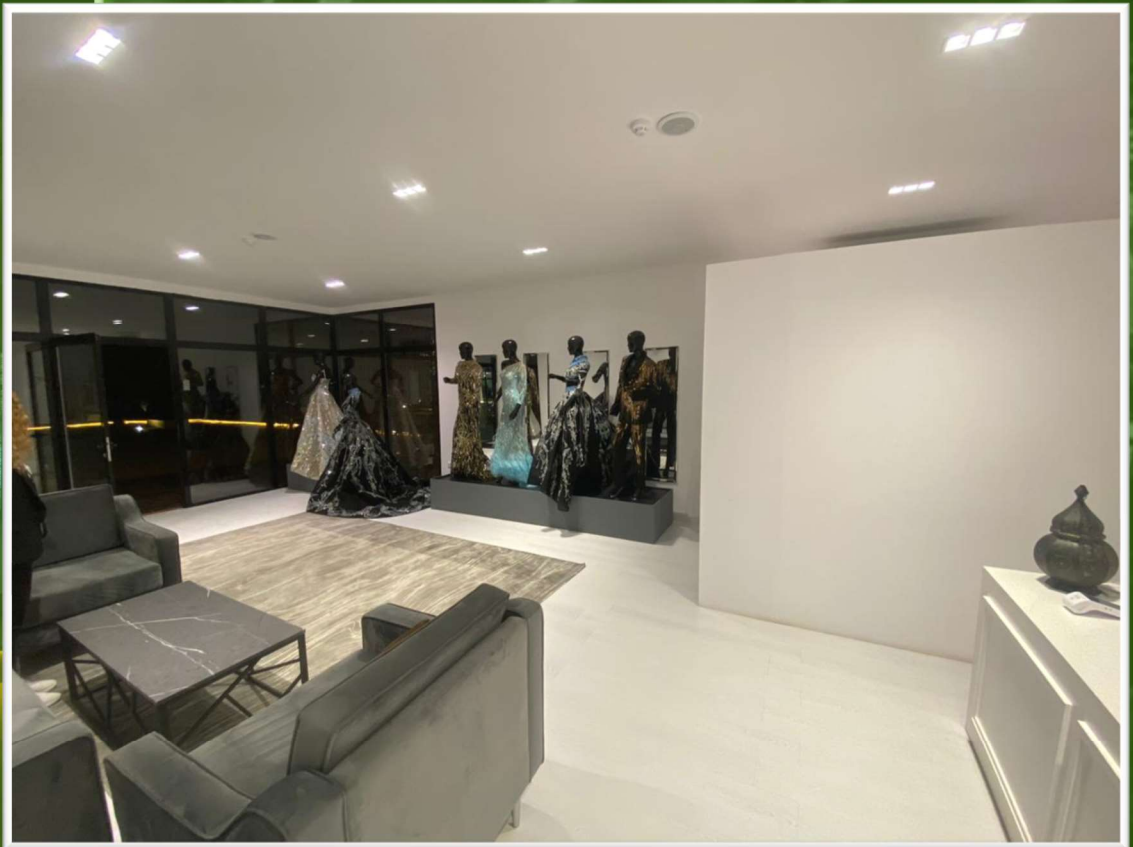
L'OPERA CAFE

- FOOD & BEVERAGES -



MICHEAL CINCO

- FASHION -



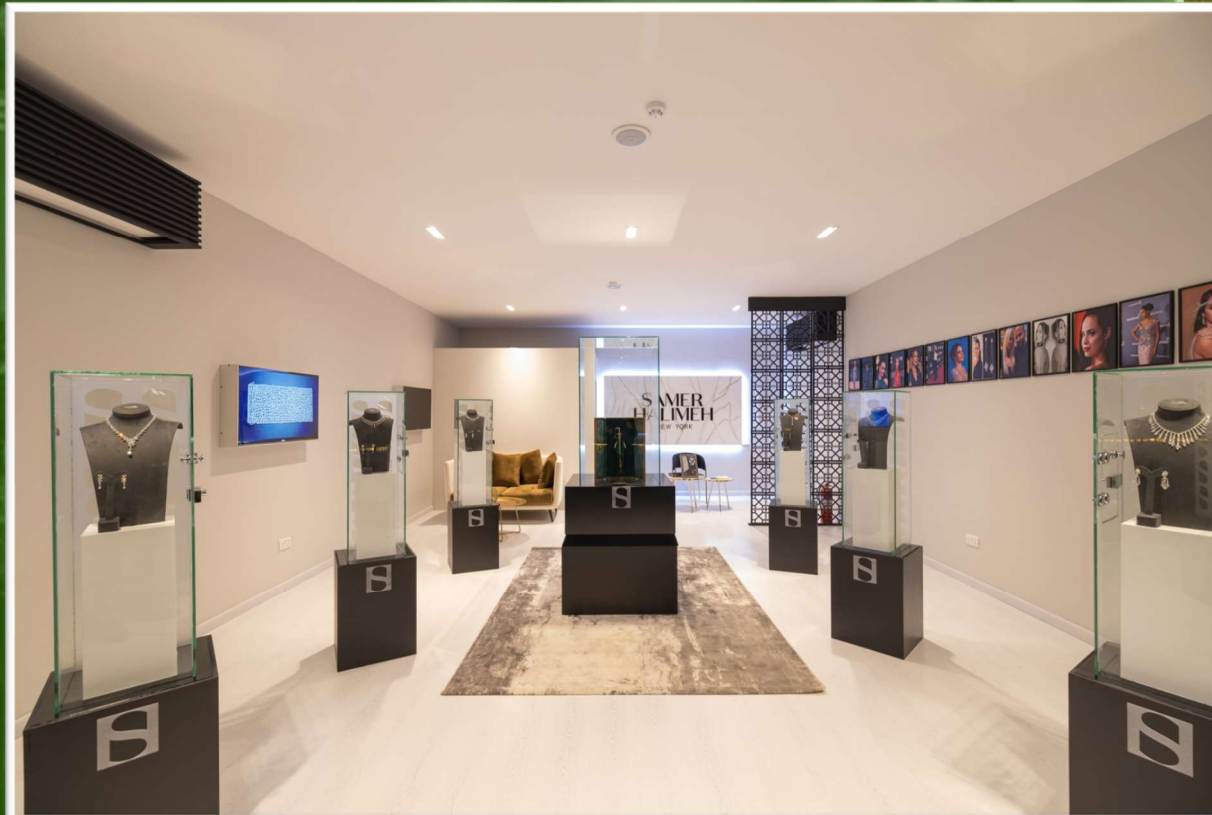
VIANNEY

- FASHION -



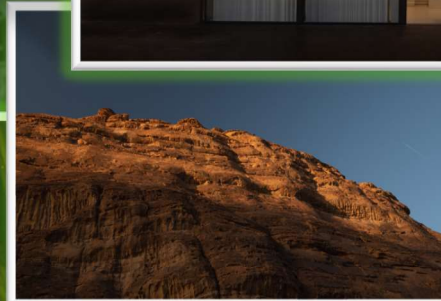
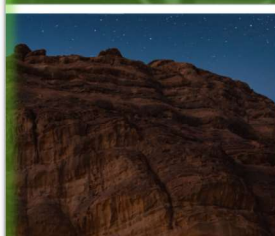
SAMER HALIMEH

- FASHION -



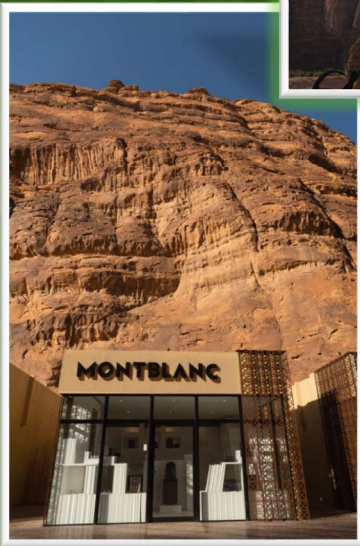
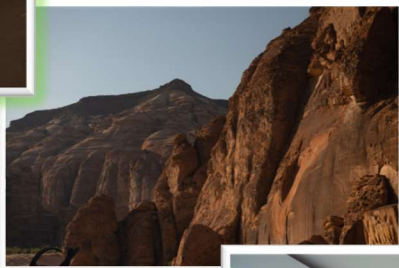
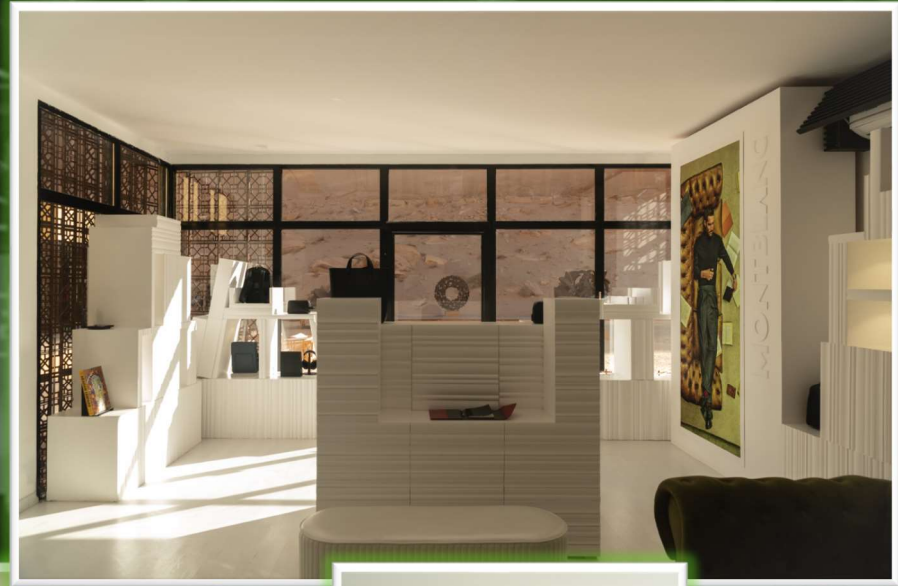
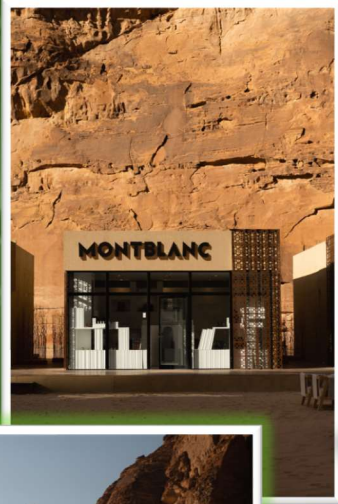
MONTBLANC

- FASHION -



MONT BLANC

- FASHION -





WHAT WE OFFER

OUR

BRAND CATEGORIES



FASHION

ALESSANDRO OTERI



ALESSANDRO OTERI





BEAUTY

ESTÉE LAUDER

FLOOR PLAN



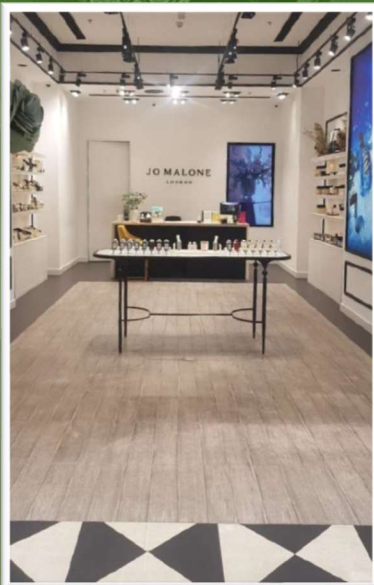
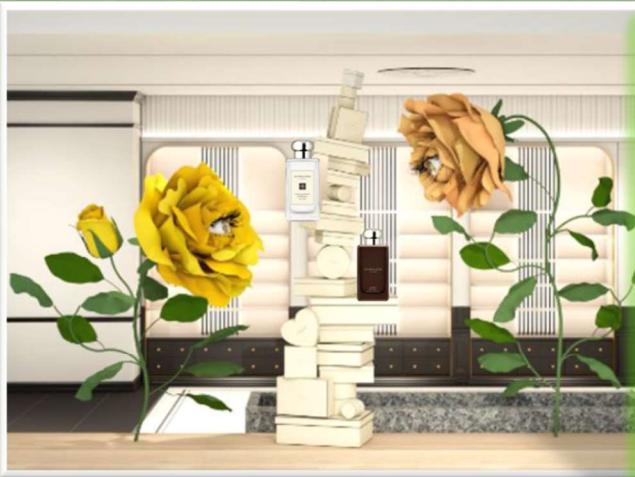
ELEVATION - INTERNAL



ELEVATION - SHOP FRONT



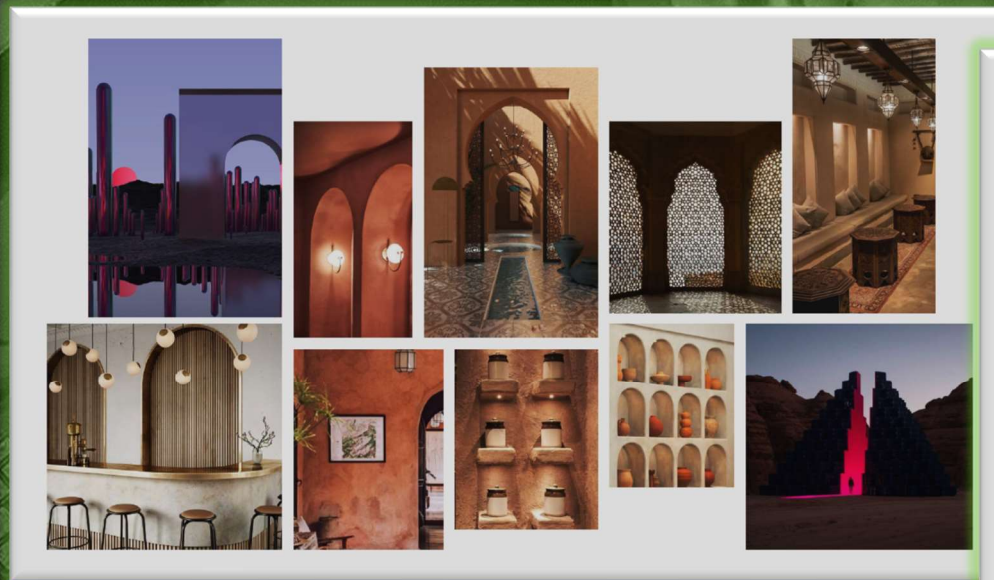
JO MALONE



KILIAN PARIS



KILIAN PARIS



RAE MORRIS

HIGHLIGHTS

Sales Growth CY21–22

58%

AOV

\$320
(+31% YoY)

Brushes sold CY22

30k+

Books sold worldwide

600k+

Good Design Awards (Australia, Korea)

2

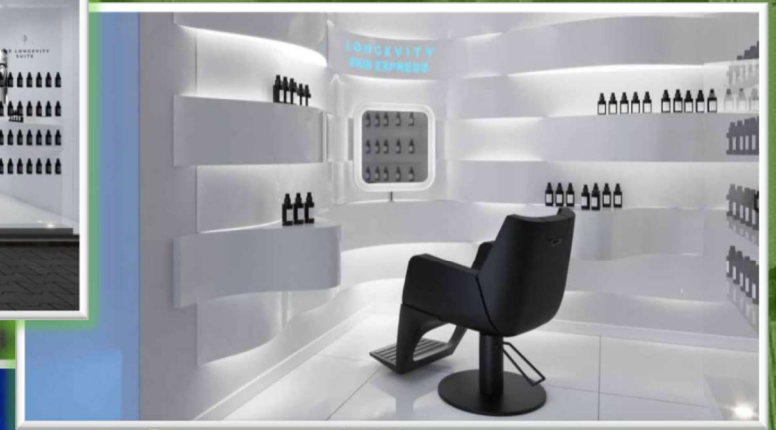
Years professional makeup artist

25+

A grayscale photograph of a desk with architectural plans, a keyboard, a mouse, a coffee cup, and a tablet displaying the word 'HEALTH'. A large, semi-transparent white graphic element, resembling a stylized 'C' or a protective shield, is overlaid on the right side of the image, partially covering the architectural plans and the person's hands. The desk is cluttered with various items: a keyboard, a mouse, a coffee cup, a pair of glasses, a calculator, and a small potted plant. The architectural plans are spread out, showing detailed drawings of a building interior. A person's hands are visible, interacting with the plans and a small model of a building. The overall scene suggests a professional or academic setting related to architecture or design.

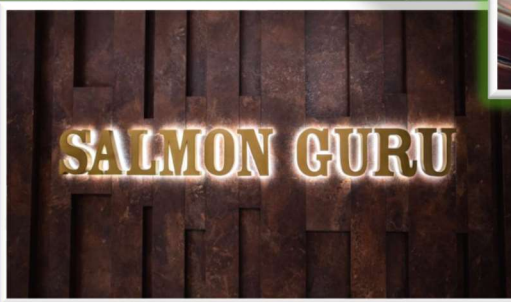
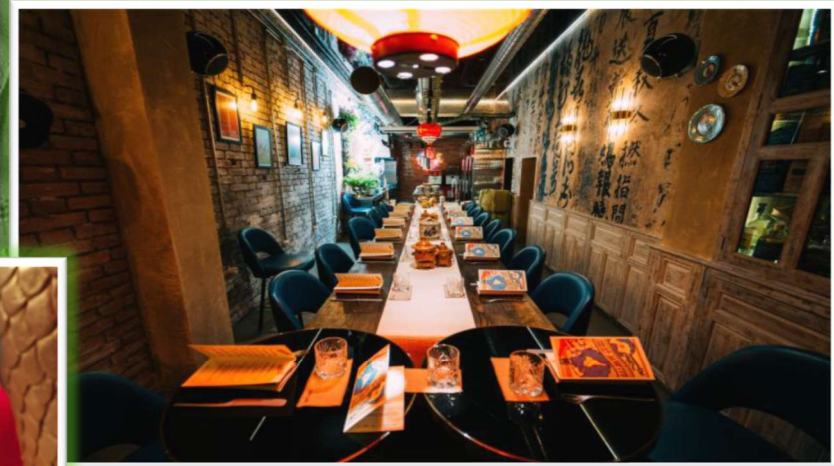
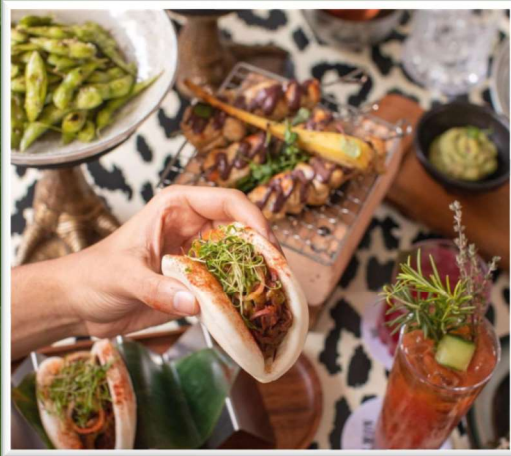
HEALTH

THE LONGEVITY SUITE

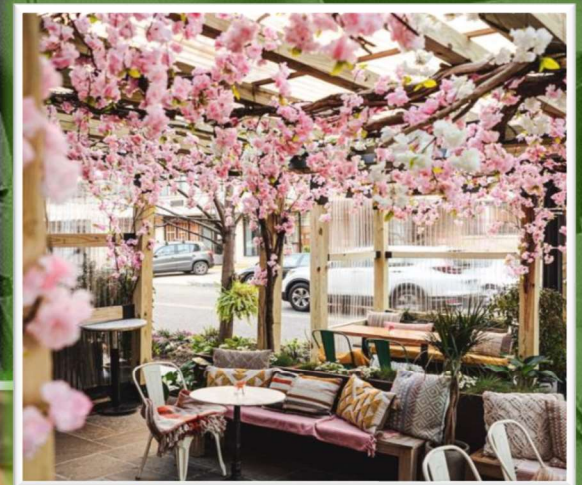


F & B

SALMON GURU



CYRANO EN VILLE



CYRANO
EN VILLE
• CAFFÈ & APERITIVO BAR •

SAIKUK

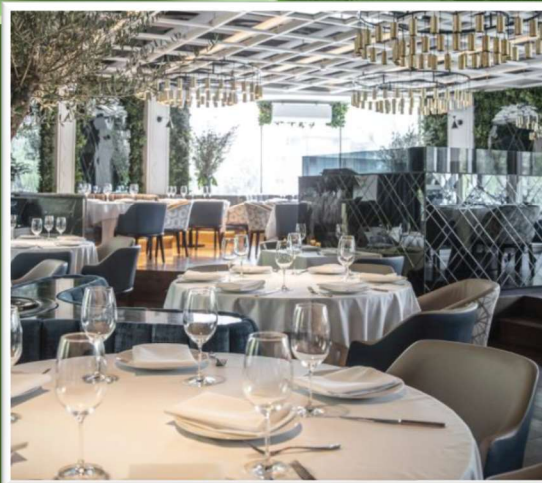


SAIKUK
MOROCCAN CUISINE

HANOI CA PHE



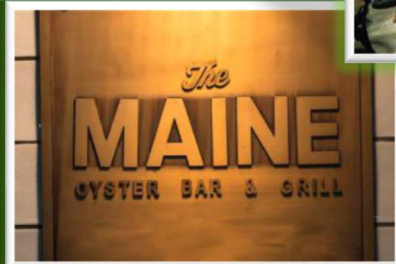
VILLA AZUR



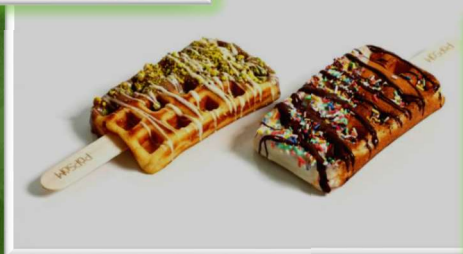
ELEVEN GREEN



THE MAINE



POPSOM





E-GAMING

ROBOCOMVR

HIGHLIGHTS

VR MACHINE
PRODUCTION
(ECO- CERTIFIED)



AAA GAME
DEVELOPMENT

VR ZONE FIT-
OUT DESIGN

VR TECH
SOLUTIONS

VR ZONE
OPERATIONS

CONCEPT
INCEPTION

Robocom's strength is demonstrated through its diversified scope of work which includes the following:

robocomvr

A person in a dark suit is crouching on a road with white lane markings, viewed from behind. In the background, a city skyline is visible under a hazy, green-tinted sky. The overall mood is one of anticipation and readiness for a journey.

YOUR JOURNEY TO
SUCCESS
BEGINS HERE

CONTACT us

Let`s Talk!

Our experts are ready to listen to you. Please don't hesitate to contact us for anything that comes to your mind.



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