

Al Wessil Holding Company Profile

Set a new standard for luxury living through iconic, beautifully
crafted space



MISSION

Our mission is to set the benchmark for mixed-use development through innovative, precise, and sustainable design. We create lifestyle-enhancing environments that elevate the customer experience and stand as industry standards, delivering enduring value for our clients, partners, and communities through visionary leadership and uncompromising quality.

VISION

To be the region's premier mixed-use lifestyle developer, creating landmark projects that set new standards in quality, innovation, and lasting value while shaping communities and defining the future of modern living.



FUTURE FOCUS POINTS



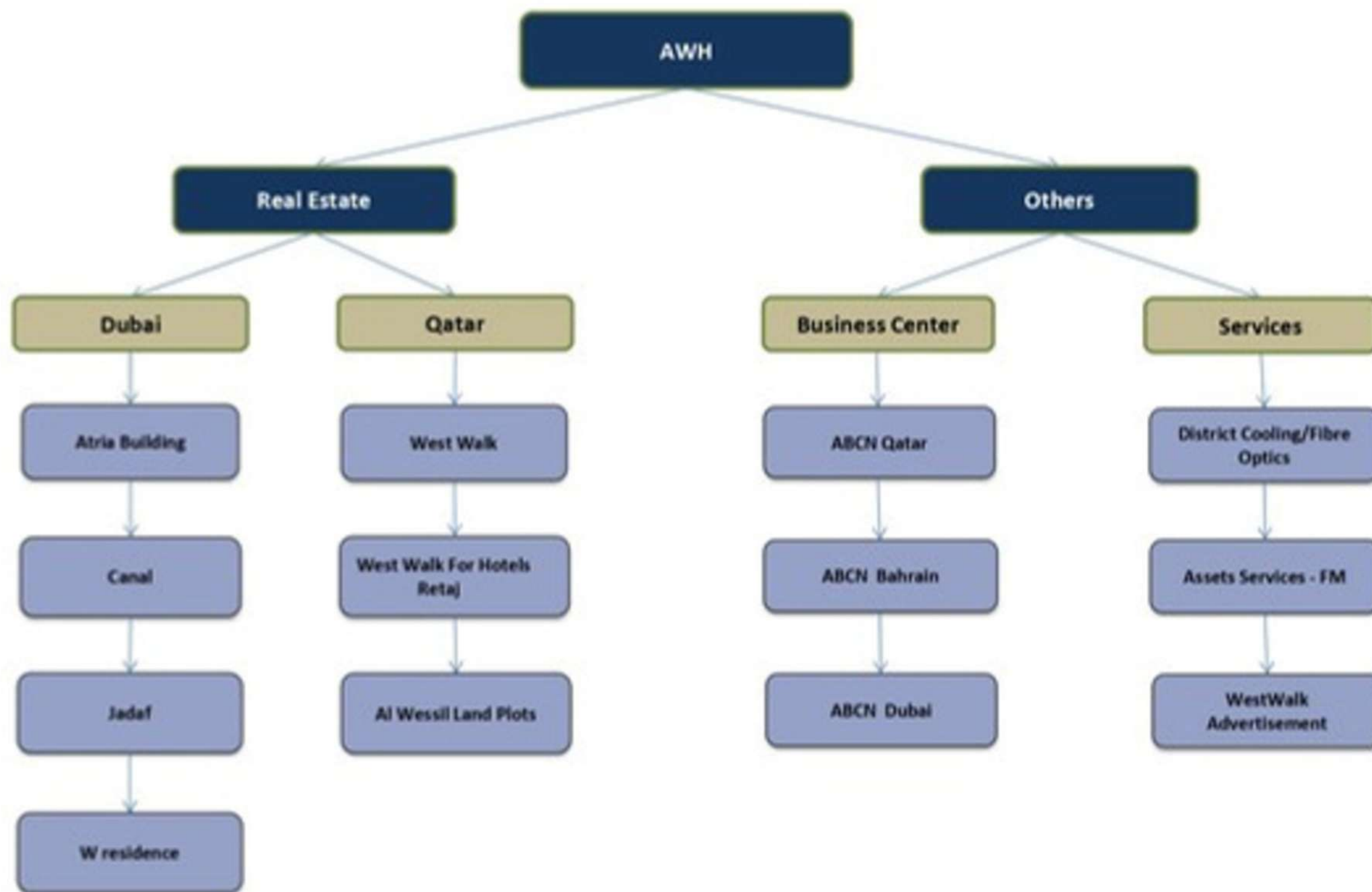
Commercial Milestones

- **Project Acquisition** – Acquire six strategic projects, including delivering two landmark mixed-use city developments by 2026.
- **Territorial Expansion** – Strengthen presence by expanding into new regional markets, such as KSA, Kuwait, Oman, and Bahrain.
- **Value Growth** – Increase overall group valuation by an additional QAR 2 Billion, reaching up to QAR 4 Billion in the coming 36 months.
- **Business Centers** – Expand business center unit capacity by approximately 25%.
- **Core Services Growth** – Enhance and scale service subsidiaries, including district cooling and FM services, to achieve a twofold increase in valuation.



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COMPANY STRUCTURE





Corporate Restructuring Objectives

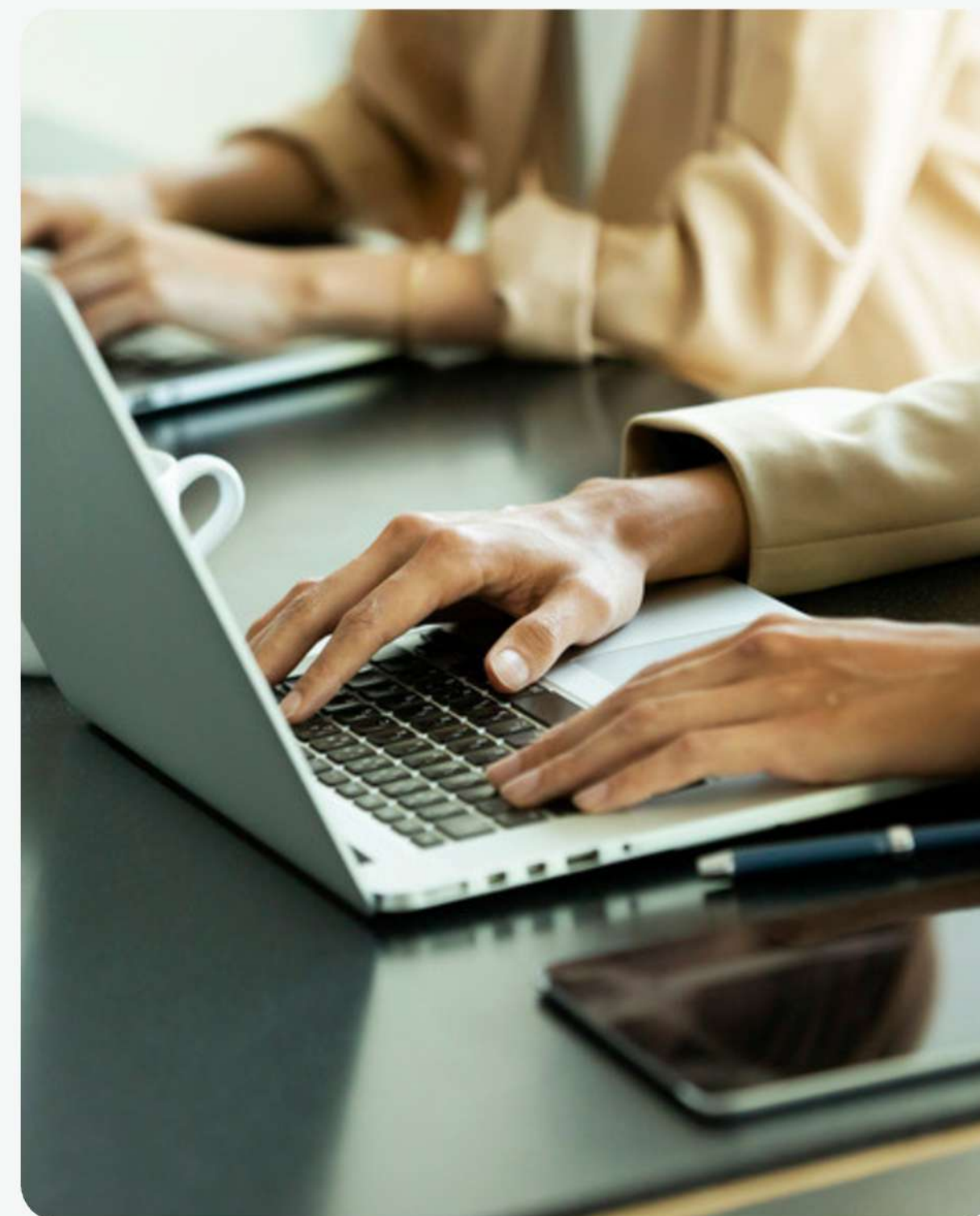
- **Governance Excellence** – Strengthen structures, policies, and accountability across the organization.
- **Financial Stability** – Enhance liquidity planning and ensure sustainable financial stability.
- **Reporting Optimization** – Streamline reporting processes for clearer, faster, and more accurate insights.
- **Risk Control Framework** – Establish stronger systems to identify, assess, and mitigate organizational risks.
- **Organizational Evaluation** – Conduct comprehensive assessments of company performance, structure, and capabilities to guide informed decision-making and continuous improvement.





Corporate Compliance Requirements

- **Corporate Governance & Authority** – Implement a comprehensive governance model supported by a clear delegation framework to enhance board effectiveness and organizational accountability.
- **Quality & Standards Integration** – Achieve ISO certification and formalize SOPs to elevate operational quality, standardization, and efficiency across the organization.
- **Digital & AI Integration** – Deploy advanced technologies and AI solutions to improve communication, automate workflows, and streamline internal processes.
- **Corporate Social Responsibility Enhancement** – Strengthen corporate social responsibility programs to reinforce ethical impact and community value.



••• EXECUTIVE MANAGEMENT REPORTING

1. **Performance Report** – Tracks overall operational efficiency and outcomes.
2. **Capital Expenditure Report** – Reviews planned and actual investment spending.
3. **Cash Flow Statement** – Projects liquidity movements over 36 months.
4. **Audit Compliance Report** – Summarizes audit findings and compliance status.
5. **Performance Insights Report** – Provides qualitative business performance analysis.
6. **ROI Analysis Report** – Evaluates return on investment performance across projects and initiatives.





6. Financial Ratios Report – Highlights key metrics for financial health.

- **Asset Income Report** – Details income generated by each asset.
- **Asset Expense Report** – Breaks down expenses allocated to assets.
- **Debt Coverage Report** – Assesses ability to meet debt obligations.



Objective: To implement an advanced reporting framework delivering real-time, accessible, and shareable insights that enhance transparency, strengthen decision-making, and improve organizational alignment.



BUSINESS POSITION EVALUATION

- **Evaluate Position** – Assess current operational and financial standing.
- **Equity Growth** – Raise valuation to QAR 4B in 36 months.
- **Operational Efficiency** – Improve processes to enhance performance.
- **Revenue Expansion** – Strengthen and diversify income streams.
- **Project Optimization** – Maximize returns from existing projects.
- **New Developments** – Deliver up to 6 regional mixed-use projects.
- **Investor Engagement** – Attract new investors to raise equity.
- **Confidentiality** – Enforce NDAs with investors and third parties.





CORPORATE GOVERNANCE



Shareholders & General Assembly Guidelines

- Rights and responsibilities of shareholders
- General Assembly procedures and decision-making protocols

Board of Directors Guidelines

- Roles, duties, and responsibilities of board members
- Governance expectations and accountability standards



Board Selection & Composition

- Criteria for board member appointment
- Tenure, renewal, and succession planning

Board Operations

- Meeting procedures and documentation
- Board performance evaluation



Board Committees

- Roles and responsibilities of each committee
- Reporting and oversight mechanisms



Board General Responsibilities

- Strategic oversight
- Risk, compliance, and performance monitoring
- Executive management supervision



Disclosures

- Transparency and reporting requirements
- Financial and non-financial disclosure obligations



Authority Limits

- Delegation of authority framework
- Approval thresholds and decision-making powers

Code of Conduct & Ethics

- Ethical standards and behavioral expectations
- Compliance with laws and internal policies
- Integrity, confidentiality, and professional conduct



Conflict of Interest

- Identification, declaration, and management procedures
- Preventive measures and resolution processes



A low-angle photograph of a modern, multi-story building with white balconies and glass railings, set against a clear blue sky. The building is the central focus of the image, with its architectural details clearly visible.

LET'S WORK TOGETHER