



Welcome to the world of **42 Group**



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With years in the industry, you realize that there is no shortage of ideas. However, what good does it do if an idea remains an idea. At **42 Group**, it is our renewed commitment that no idea that is worth exploring goes unexplored.

It is with absolute excitement, I invite you to join me and my team in this journey that we have embarked on towards a renewed mission to incubate and invest in transformative innovation. Welcome to 42 Group.

Loai Labani
Chairman





At **42 GROUP**, we capitalize on **SUCCESS** by **MIRRORING** what works

42 Group is a venture-focussed entity that strives to build and launch innovative value-based ventures from the ground up in a systematic way. Built on the path paved by Innosoft, 42 Group aims to widen the scope of possibilities beyond the present trends.



2011

started the journey marking the beginning of an enterprise that continues to operate on top of an innovative heritage.



3

subsidiary companies working in collaboration to innovate on multiple industry verticals.



3

office locations within the Kingdom and Egypt.



TO FIND THE RIGHT **ANSWER**

It is a well-known belief that to be a successful leader, one must have all the answers. An answer to every question and a solution to every problem is considered a sign of wisdom and authority. However, successful leaders realize they don't need all the answers. They need to know the secret to getting the right answers. This is the key to solving difficult problems.





TO ASK THE RIGHT QUESTIONS

The key to finding the right answer is to ask the right questions. Without asking questions, no one would dare to explore. Asking questions makes us realize what we want. It makes us learn what we do not know. It makes us understand why we do what we do. Asking questions leads us to ask more. Asking the right questions empowers us to transform the impossible into possible.





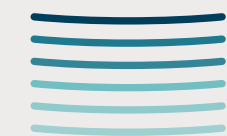
Values build **PEOPLE** **PEOPLE** build things

42 Group is guided by values that stem from its optimistic mission to ask the right questions. Any question that can generate the right response must be open, clear and guided. These characteristics are what paves the path towards the right answer and what we promote in our team.



OPEN

Exemplify openness to change and towards difference of opinions.



CLEAR

Promote clarity in ideas, processes, priorities and boundaries.



GUIDING

Motivate and support people to reach their own version of success.



Inspiration drives **INNOVATION** **INNOVATION** drives growth

At 42 Group, we aspire to expand the possibilities of what is possible through imagination, inspiration and innovation. Our drive pushes us to imagine the future by innovating cutting-edge solutions, investing in ground-breaking visionaries and inspiring trust among people through our work.



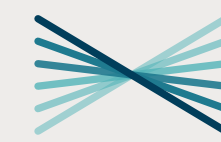
IMAGINE

Envision opportunities anticipating situations that are not yet in existence.



INSPIRE

Craft motivation narratives that enthuse and move people to action.



INNOVATE

Reach beyond pattern by asking questions that explore the unknown.



One who has the **WHY** Can bear almost any **HOW**

Our philosophy relies on communicating clearly our “why” that reflects our desire to achieve the envisioned goal. This transparency fosters an exemplary work ethic and environment that drives our people towards a unified goal we all believe in and work towards.



PEOPLE

Empower people who push beyond what is readily available.



PURPOSE

Clarity in the purpose is the starting point for achievement.



PROCESS

For everything we do, we ask - “Is there an even better way?”



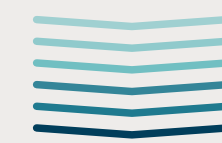
To **PREDICT** the future Strive to **CREATE** it

There is tremendous value in contribution to the social sustainability of the communities that we operate in. Our commitment to the future is educating our younger generation by preparing them to be pioneers of technology. We aim to educate our next-generation for a world that is yet to come.



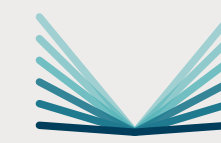
SOLVE

Work community issues as if they are our own because they will be.



CARE

Build care around communities for societal well-being.



EDUCATE

Sustainable and future-driven education is our goal to drive change.



INVEST in Right People They bring true VALUE

42 Group portfolio is built on a game plan that guides every investment on a reliable and effective strategy. In principle, the primary focus is on people behind the venture, the market landscape, the risk tolerance level and then the return prospects in that order.



9

innovative ventures as part of the group's investment portfolio.



0.3B+

SAR valuation of all the ventures under the group.



100+

aspiring individuals working as part of a unified purpose.



Solutions[™]

Solutions by 42 provides customized, targeted and innovative solutions leveraging cutting-edge technologies from both software and hardware segments of the industry. Solutions envisions redefining how technology can be harnessed in solving significant digital challenges faced by businesses and local communities.



10+

years of exceptional service provision to public, private and non-profit sectors in the Kingdom.



6+

national and international awards and recognitions granted.



2nd

tier classification level achieved in the Contractor Classification System for IT contracts.



Care⁴²

Care by 42 is a distributor of medical products and equipment in Saudi Arabia. It joins hands with medical professionals to provide better, safer and expedited healthcare. Care envisions to be a global innovation leader in digitized healthcare solutions by designing and developing safe and effective patient care solutions.



Hospitals and clinics serviced in the Eastern Province since 2018.



Executive agent for an international dental product distributed over 93 countries worldwide.

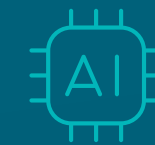


Guru

Guru by 42 is the research, training, and development subsidiary of 42 Group. Guru manages the internal and external product development for ambitious projects undertaken. Furthermore, Guru is responsible to operate the Accelerator program for startups advancing innovation and promoting entrepreneurial spirit.



Product development following a **venture builder** approach with Technology Readiness Assessment.



Invests in **research** and **development** using novel technologies such as Blockchain, AI and IoT.



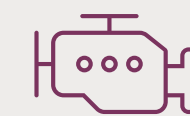
Offers an accelerator program **benchmarked** with leading programs on the startup stage.



Stride is an enterprise resource planning and management solution provider targeting variety of industry horizontals. Solutions provided by Stride can be availed by business organizations as a SaaS model or as a custom tailored solution enabling them to derive unparalleled insights from their data.



different market segments targeted through a wide range of apps.



Provides re-engineered solutions exploring client's internal processes.



Built on Open-source technology contributing to the Kingdom's open source initiative.




odiggo

Odiggo is an online marketplace that is transforming the car parts and accessories market in the broader Middle East. Odiggo provides an IoT solution that links car owners with already established car parts and service suppliers enabling owners to get their car serviced efficiently and affordably by the push of a button.

\$ 2.90M

raised in funding from Y-Combinator, Plug&Play, and LoftyInc Capital to name a few.

 40%

month-over-month growth since inception.



Backed by a team of executives with extensive experience in growth.



Stack Analytix is a platform operating in the MENA region that helps enterprises to grow through leveraging their data. It helps businesses improve user / customer experience by enabling service providers to see what their customer sees and improve customer experience based on actual insights and visual replays.



First platform in the Middle East that analyses user behavior through interactive campaigns.



loyal and engaged customer base.



EFFECTIVE operation paves path for EXCELLENCE

We design our objectives based on the strategic direction of the group; then align our processes, actions, decisions, and innovations along these lines; and engage the right people to own and lead the initiatives. This framework drives our operational excellence.



Accelerate corporate innovation through seamless collaboration within the group subsidiaries.



Streamlined operation with the shared service model for efficiency.



Focussed committees on initiatives, organizational excellence and service to community.



When innovation is the **GOAL** **COLLABORATION** is the strategy

Subsidiaries under the group accelerate innovation by collaborating on basic and applied research and development; by initiating joint product development; by creating opportunities to develop new technologies; and by setting up inter-subsidary teams primarily to transfer best practices among each other.



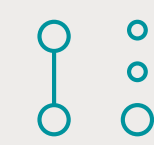
IDEATE

Validate innovative ideas through market research and feasibility analysis.



CREATE

Inter-subsidary teams work in sync to bring the creative ventures to life.



OPERATE

Shared Services assist the new ventures on their path to growth and scale.



Shared Services

Empower **VISIONARIES** by **STREAMLINING** the regular

Shared Services is a separate business unit in the group that provides a suite of services needed for businesses to function efficiently in a scalable manner. The consolidated operations provided by shared services include Human Capital, Accounting, Marketing, Legal Affairs, Procurement, and Supporting Services.

Our shared model for select functional and business support services centralizes the back office administrative operations through right-sourcing. The group enables all its subsidiaries to focus on what they do best - identifying new opportunities for growth, targeting innovation and enhancing profitability.



Accounting

Financial and Accounting Office ensures the efficient financial management and controls necessary to support all business activities of the Group and its subsidiaries.



Human Capital

People and Culture Office is responsible for managing the employee life cycle (acquisition, hiring, onboarding, training) and administering employee benefits.



Procurement

The procurement team is responsible for assessing products, services, and suppliers and negotiating contracts with the entities for effective business operation.



Legal Support

The in-house legal support team is responsible to advise the group and its subsidiaries about legal matters related to business operations and liaise with external regulatory bodies.



Marketing

The marketing team is responsible for creating and publicizing visuals, messages and ideas that best communicate the brand and its values.



Supporting Services

The supporting services team is responsible for managing support services targeted towards the internal personnel within the organization.



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