

2026

PORTFOLIO



**READY
FOR A NEW
MARKETING
TRIP**

**BIG IDEAS.
REAL IMPACT.**



OUR MISSION

To drive measurable growth for brands through performance-driven strategies, smart media buying, and data-backed decisions that deliver real results, not just impressions.



OUR VISION

To be the region's most trusted performance marketing partner, empowering brands to scale sustainably with transparency, innovation, and a relentless focus on outcomes.



BLUE didn't start as a loud agency.
It started as a creative one.

our

Today, BLUE works differently.
Bold ideas. Clear systems.
Creative marketing with purpose.

we build brands
with clarity

STORY

For years, brands chased visibility.
We chose to build meaning.
We shape identities, campaigns,
and content that people remember.
Creativity matters.
But strategy makes it work.

CREATIVITY WITH STRUCTURE

DRIVES REAL IMPACT

So we built a smarter way.
We combine visuals, strategy,
and clear direction to create
work that grows brands with style
and substance.

2D/ 3D DESIGNS

DESIGN SERVICES



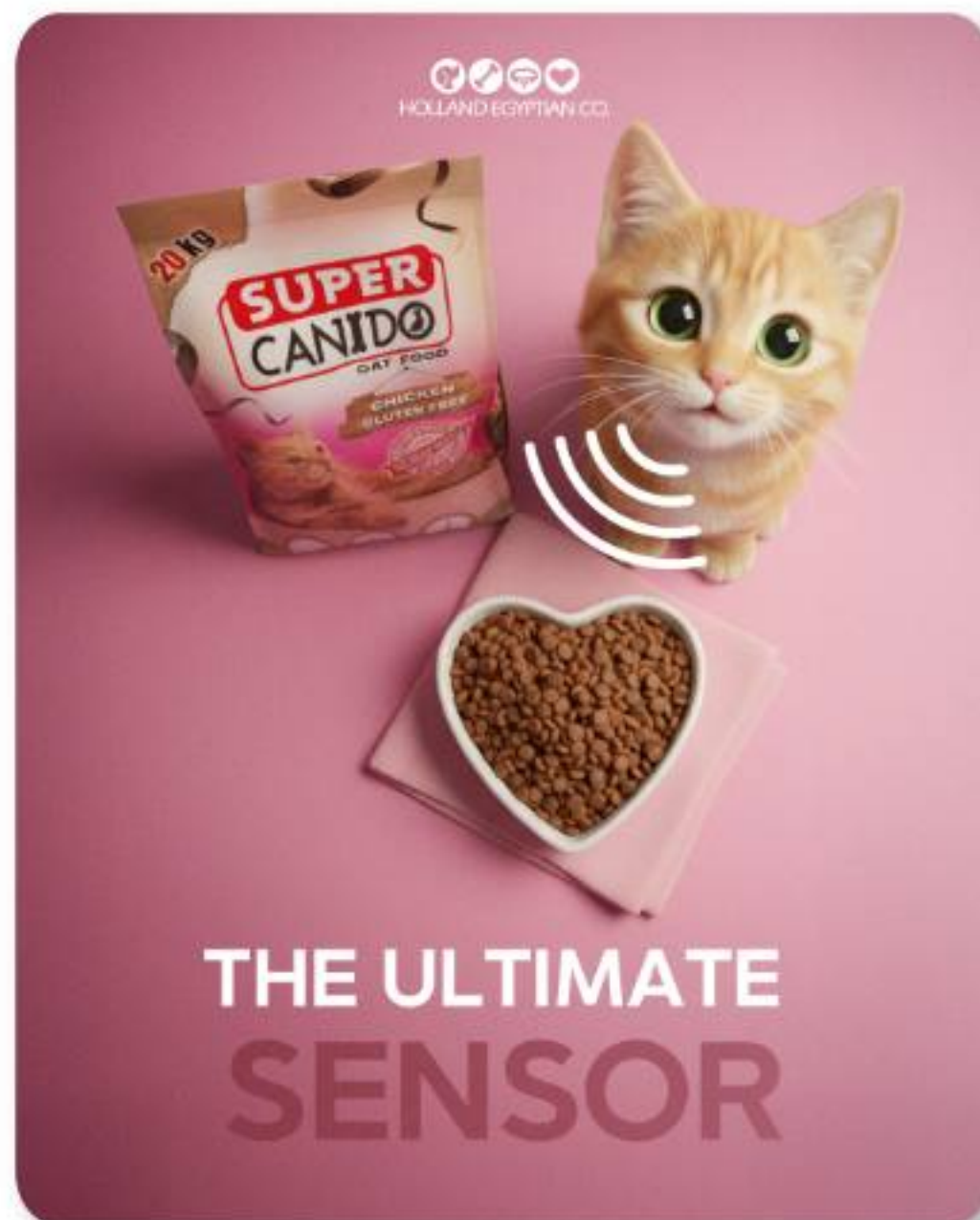












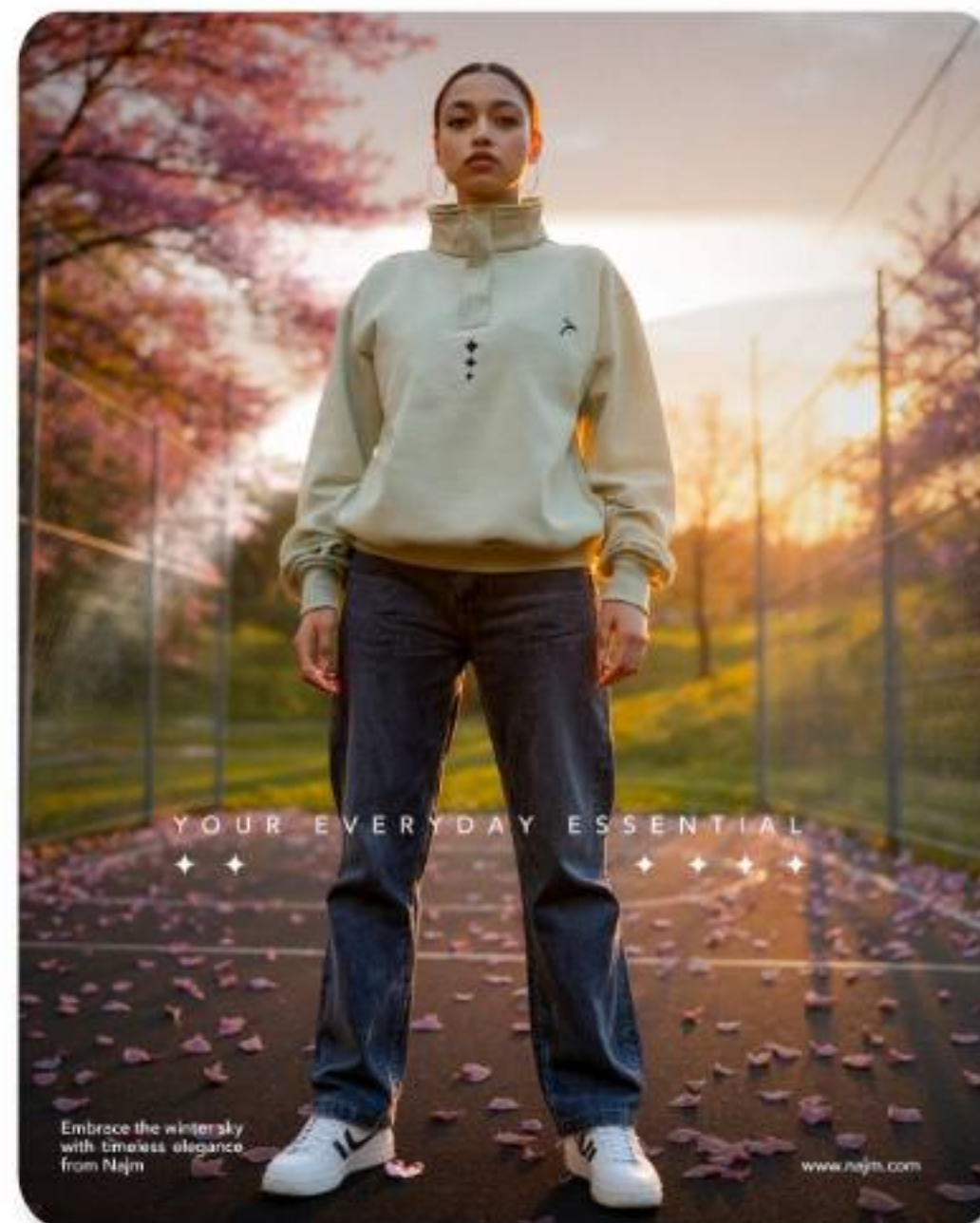






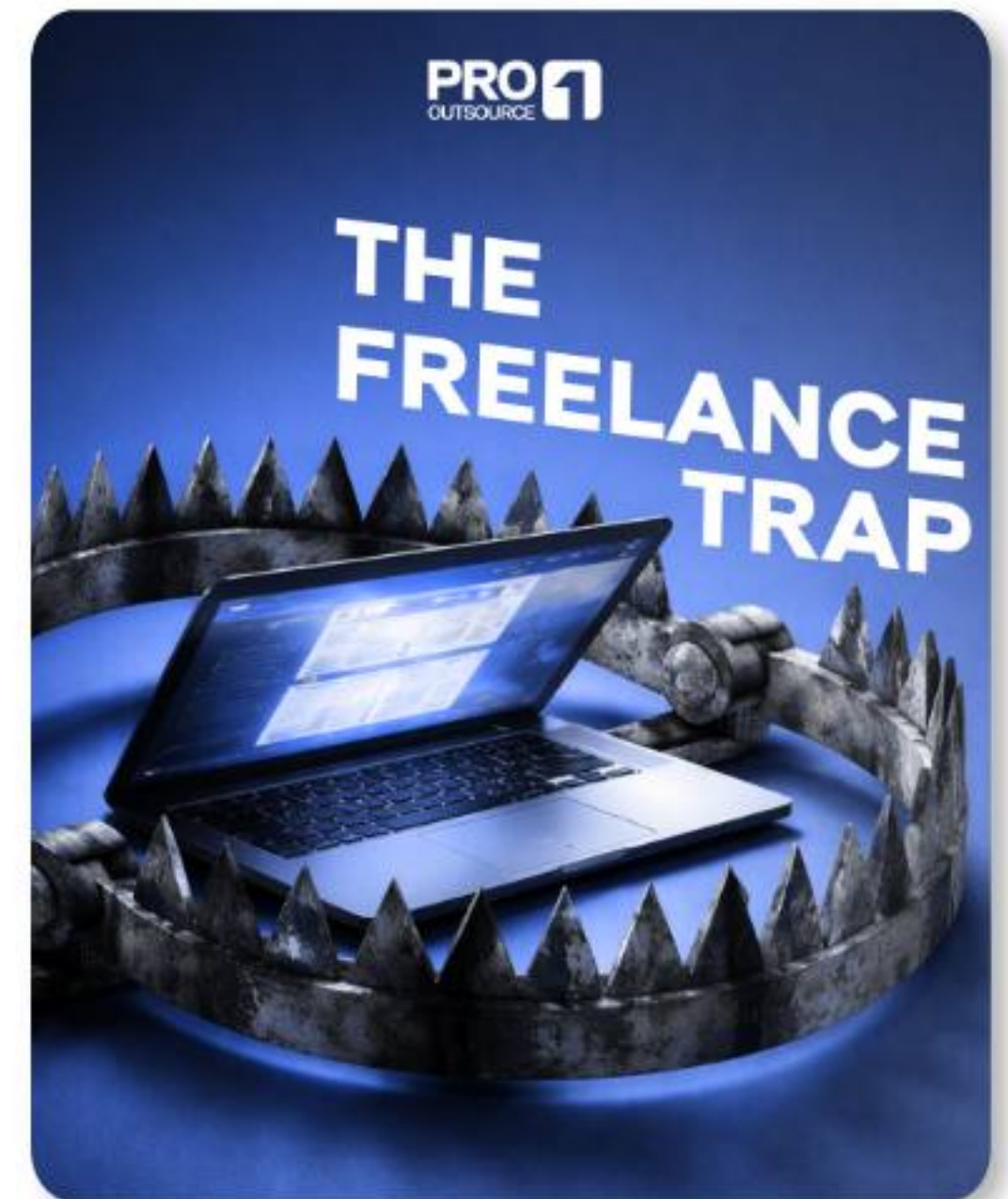




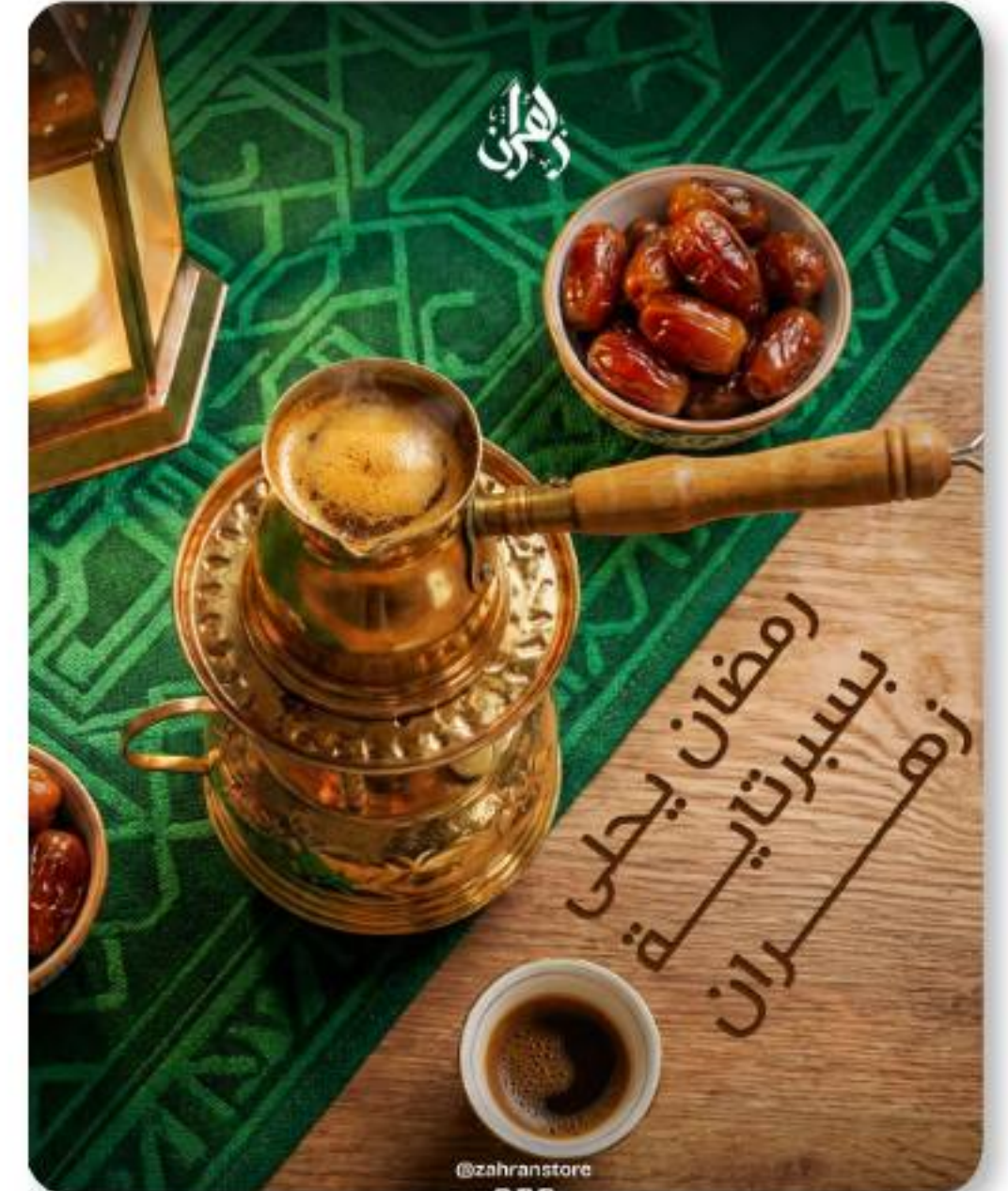




































TOP RISE MOTORS
YOUR COMFORT OUR MISSION

رمضان مبارك

تقبل الله طاعتكم

www.toprisemotors.com
info@toprisemotors.com

+971 054 400 0920



TOP RISE MOTORS
YOUR COMFORT OUR MISSION

من قديم إلى جديد
معتوب رايز موترز

www.toprisemotors.com
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+971 054 400 0920



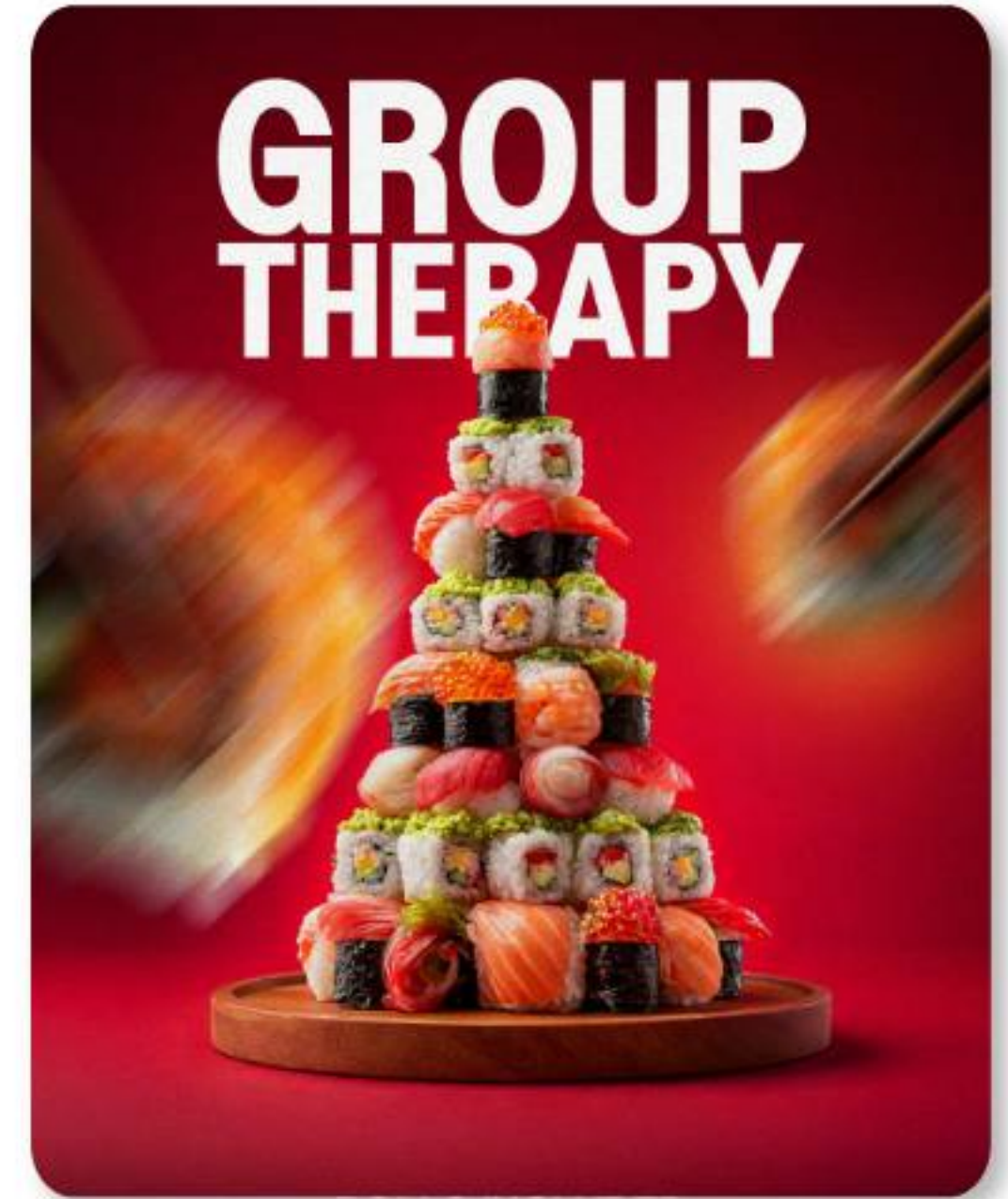
TOP RISE MOTORS
YOUR COMFORT OUR MISSION

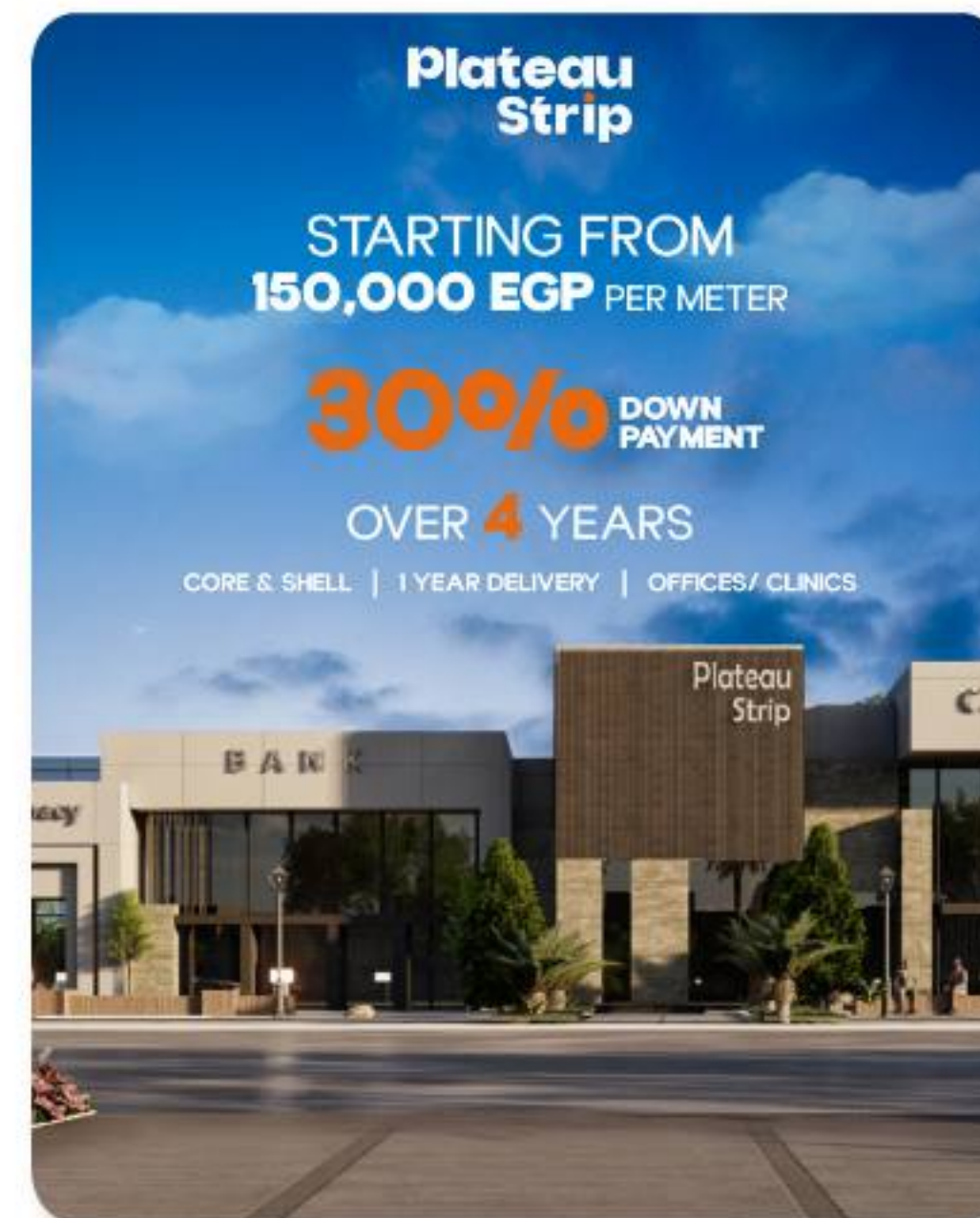
حيث تلتقي
الجودة بالثقة

www.toprisemotors.com
info@toprisemotors.com

+971 054 400 0920







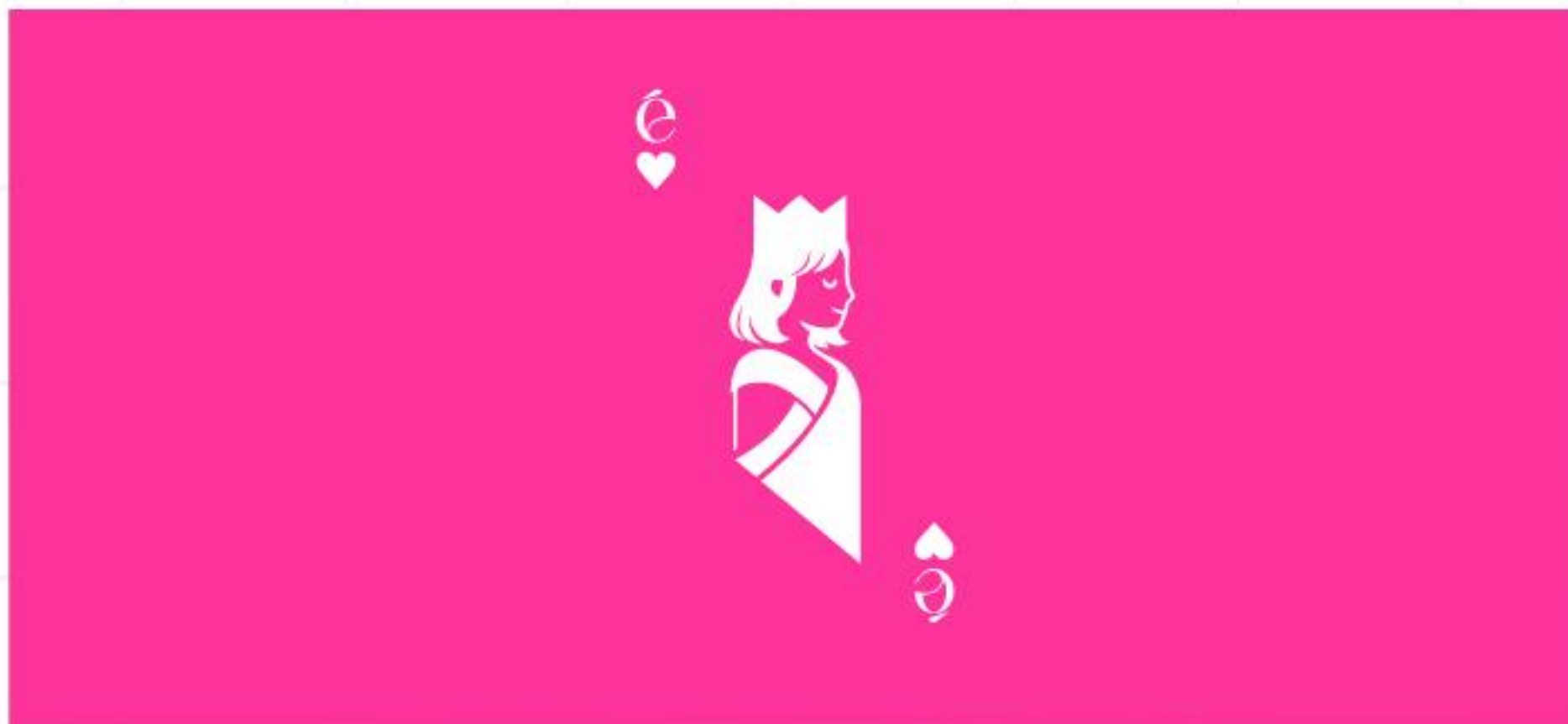
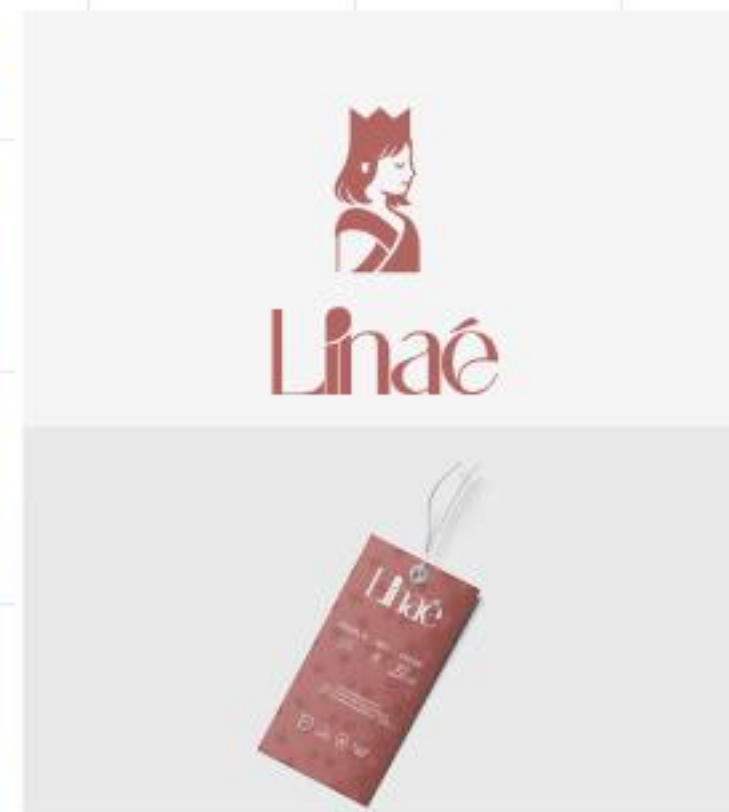




BRANDING SOLUTIONS

Build identities that feel clear,
bold, and memorable.







BRANDING



Mark
Origins



Royal
Cartouche



Royal
Cup





GFAST GOURMET



#E53935

#F4C241

#FFFFFF

#1F1F1F





- Made with Real Ingredients
- Balanced Nutrition
- Strong Immunity Support
- Easy to Digest



RESTAURANT BRAND IDENTITY

MESA





RAFF
Arabic Interior Design

تصميم ينبع من
الأصالة، ويلهم الجمال.



مساحات تعكس
هوية راقية





SUMMER
COLLECTION

Timeless pieces
that complete
your summer.





PLAYFUL. CHARMING. GIFTABLE.

Thoughtful gifts and feel-good mugs
for life's little moments.



MEDIA BUYING & ADVERTISING

Strategic campaigns that reach, convert, and grow.





BLUE 30K EGP

Ad Spend to

1M EGP/
Month

– 14X Revenue Growth in 6 Months

Performance Marketing · Egypt
Supplements Brand **G** | **∞** | **🎵**

ENAR CAMPAIGNS

The Objective



- ★ Significant revenue growth
- ★ Higher profitability per order
- ★ Stronger online and offline market share
- ★ A scalable, engineered acquisition engine that could grow sustainably

1 | BUILT THE PERFORMANCE INFRASTRUCTURE

- ★ Full conversion tracking from click to purchase
- ★ Real cost per purchase visibility
- ★ Accurate ROAS measurement
- ★ Customer journey mapping and distribution
- ★ A retargeting structure built on behavioral data

2 | IDENTIFIED & POSITIONED 3 HERO PRODUCTS

- ★ Selected 3 scalable hero products based on margin and market fit
- ★ Built strong positioning and messaging around each
- ★ Structured all creative and content around clear product benefits

3 | INCREASED AOV FROM 300 EGP → 1,200 EGP

- ★ Created product bundles that increased basket size
- ★ Built upsell flows at key decision points
- ★ Stacked value to improve offer psychology and perceived worth

4 | STRATEGIC BUDGET SCALING

Ad spend 30,000 EGP → 1,000,000 EGP per month
Not by gambling, By building the system first.

5 | MULTI-PLATFORM DOMINATION

We expanded into a full multi-platform performance ecosystem where each channel played a defined, non-overlapping role:



High-intent search capture
and bottom-of-funnel demand



Retargeting, warm audience
conversion, and scale



Aggressive acquisition and
top-of-funnel awareness



Results (6 Months)

ENAR CAMPAIGNS

1,300%

7M EGP/month → 500K
REVENUE GROWTH

4X

EGP 1,200 → 300
AOV INCREASE

33X

30K → 1M EGP/month
AD SPEND SCALED

9-7

Consistent
ROAS

500K → 7,000,000 EGP / MONTH

1,300% Revenue Growth · 4X AOV · 9-7 ROAS · 6 Months

On/Off	Name	TR (estimated)	Conversions	Cost per conversion	Conversion rate (CVR)	Results
☐		0.62%	43	148.02 EGP	0.85%	43 Purchases
☐		0.65%	33	173.09 EGP	0.93%	33 Purchases
☐		3.45%	29	232.31 EGP	0.82%	29 Purchases
☐		6.60%	27	211.24 EGP	0.92%	27 Purchases
☐	Ads Enar Jan 1, 23PM to Jan 3, 2023-01-03 15:34...	6.58%	27	194.19 EGP	0.91%	27 Purchases
☐	Ads Enar Jan 3 (18:00 to 19:00) to Jan 3, 2023-01-03 19:00...	6.49%	19	305.74 EGP	0.91%	19 Purchases
Total of 53 ads		0.70%	1,025	195.25 EGP	0.82%	-

On/Off	Name	TR (estimated)	Conversions	Cost per conversion	Conversion rate (CVR)	Results
☐		0.61%	223	147.21 EGP	0.85%	223 Purchases
☐		0.63%	184	125.55 EGP	0.94%	184 Purchases
☐	Testo 2, 23PM to Jan 4, 2023-01-03 15:34...	1.87%	148	126.99 EGP	0.85%	148 Purchases
☐	Testo 1, 23PM to Jan 4, 2023-01-03 15:34...	8.90%	137	154.31 EGP	0.85%	137 Purchases
☐		0.22%	62	162.61 EGP	0.83%	62 Purchases
☐		0.22%	46	195.93 EGP	0.82%	46 Purchases
Total of 53 ads		0.70%	1,025	195.25 EGP	0.82%	-

On/Off	Name	TR (estimated)	Conversions	Cost per conversion	Conversion rate (CVR)	Results
☐	Ads Enar Jan 5, 23PM to Jan 5, 2023-01-05 15:34...	0.90%	8	200.25 EGP	0.91%	8 Purchases
☐	Ads Enar Jan 6, 23PM to Jan 6, 2023-01-06 15:34...	0.42%	10	400.03 EGP	0.97%	10 Purchases
☐	Ads Enar Jan 7, 23PM to Jan 7, 2023-01-07 15:34...	0.89%	9	400.24 EGP	0.91%	9 Purchases
☐	Ads Enar Jan 9 (18:00 to 19:00) to Jan 9, 2023-01-09 19:00...	0.30%	8	210.87 EGP	0.82%	8 Purchases
☐	Ads Enar Jan 10, 23PM to Jan 10, 2023-01-10 15:34...	0.30%	6	246.76 EGP	0.81%	6 Purchases
☐	Ads Enar Jan 12, 23PM to Jan 12, 2023-01-12 15:34...	1.50%	7	286.07 EGP	0.82%	7 Purchases
Total of 53 ads		0.70%	1,025	195.25 EGP	0.82%	-

On/Off	Name	TR (estimated)	Conversions	Cost per conversion	Conversion rate (CVR)	Results
☐	Ads Enar Jan 13, 23PM to Jan 13, 2023-01-13 15:34...	0.30%	8	210.87 EGP	0.82%	8 Purchases
☐	Ads Enar Jan 14, 23PM to Jan 14, 2023-01-14 15:34...	0.30%	6	246.76 EGP	0.81%	6 Purchases
☐	Ads Enar Jan 15, 23PM to Jan 15, 2023-01-15 15:34...	1.50%	7	286.07 EGP	0.82%	7 Purchases
☐	Ads Enar Jan 16, 23PM to Jan 16, 2023-01-16 15:34...	0.30%	8	210.87 EGP	0.82%	8 Purchases
☐	Ads Enar Jan 17, 23PM to Jan 17, 2023-01-17 15:34...	0.30%	6	246.76 EGP	0.81%	6 Purchases
☐	Ads Enar Jan 18, 23PM to Jan 18, 2023-01-18 15:34...	1.50%	7	286.07 EGP	0.82%	7 Purchases
Total of 53 ads		0.70%	1,025	195.25 EGP	0.82%	-

CAMPAIGN KPIs

AT A GLANCE

24,803

Saudi Riyal
TOTAL BUDGET

3,634

Qualified Leads
TOTAL LEADS

6.82 SAR

Per Lead
BLENDED CPL

2

Instagram | TikTok
CHANNELS

METRIC	Instagram	TikTok
Budget Spent	11,518 SAR	13,285 SAR
Leads Generated	1,156	2,478
Cost Per Lead	9.96 SAR	5.36 SAR
Budget Shar	46 %	54 %

Instagram emerged as the higher-volume channel, delivering %68 of total leads at a CPL of 5.36 SAR – an exceptionally efficient rate for the online education vertical in Saudi Arabia. TikTok performed strongly as well, with a CPL of 9.96 SAR while capturing a young, high-intent audience segment.



Results

The campaign delivered outstanding results for Amad – validating the multi-platform approach and demonstrating that Saudi audiences are highly reachable through paid social at scale. A blended CPL of 6.82 SAR for an online education product represents strong, market-competitive performance.

3,634 TOTAL LEADS GENERATED

24,803 SAR Invested · 6.82 SAR Avg. Cost Per Lead · Saudi Arabia

Ad sets									
Maximum: Dec 26, 2022 - Jan 26, 2023									
Columns: Performance									
Breakdown									
Results from 27 campaigns									
Campaign T4	Delivery	Actions	Results T4	Cost per result	Budget T4	Amount spent	Impressions T4	Reac	
IG 1000 ESP ABO Leads	Active	—	15 Leads (Form)	184.29 SAR Per Lead (Form)	Using ad set ba...	2,395.80 SAR	14,096		
IG 1500 ESP CBO Leads	Active	—	213 Leads (Form)	62.94 SAR Per Lead (Form)	2,250.00 SAR Daily	13,406.83 SAR	45,430		
IG 1750 ESP ABO Leads Test 5 Crite	Off	—	45 Leads (Form)	150.47 SAR Per Lead (Form)	Using ad set ba...	6,771.32 SAR	40,344		
IG 1250 Daily Instagram Only 2 Adsets 5...	Off	—	613 Leads (Form)	55.45 SAR Per Lead (Form)	Using ad set ba...	33,903.55 SAR	99,469		
IG 40 AED Saudi Arabia Parents Educati...	Off	—	849 Instagram profile visits	14.57 SAR Cost per Instagram pr...	Using ad set ba...	12,368.26 SAR	45,812		
Sales campaign (whats - online education)	Off	—	4 Messaging conversations	401.58 SAR Per Messaging Con...	500.00 SAR Daily	1,606.32 SAR	1,788		
Retarget lost engagement and send lead 5...	Off	—	32 Messaging conversations	33.32 SAR Per Messaging Con...	150.00 SAR Daily	1,336.45 SAR	2,828		
Results from 27 campaigns				—	—	243,400.88 SAR Total spent	2,105,640		

2023-01-19 - 2023-01-27									
Custom table									
You have 1 draft ad									
Total of 31 ads									
19,010	0.52 AED	0.45%	—	—	—	—	—	—	—

2023-01-19 - 2023-01-27									
Custom table									
You have 1 draft ad									
Total of 31 ads									
19,010	0.52 AED	0.45%	—	—	—	—	—	—	—

2023-01-19 - 2023-01-27									
Custom table									
You have 1 draft ad									
Total of 31 ads									
19,010	0.52 AED	0.45%	—	—	—	—	—	—	—



CAMPAIGN AT A GLANCE

Over two years of continuous partnership, the numbers speak for themselves.

14,000,000 EGP

Generated through paid campaigns

TOTAL REVENUE

17X

Return on every pound spent

ROAS

821K EGP

Over the full partnership period

AD SPEND MANAGED

**THE
WHAT WE DID**

**WEBSITE &
CONVERSION
FOUNDATION**

**CREATIVE
TESTING
AT SCALE**

**FULL-FUNNEL
CONTENT
STRATEGY**

**ONGOING
OPTIMIZATION**

THE OUTCOME

17X ROAS • 14,000,000 EGP REVENUE

CAT HOUSES CAMPAIGNS

Campaigns									
Ad sets									
Ads									
# / n	Campaign %	Impressions %	Amount spent %	Results %	Cost per result %	Delivery %	Actions		
1	Fadas App Audience Testing	46,288	12,285.32 EGP	32 Conversion leads	1,023.78 EGP Per conversion lead	Active	⚠️ 1	Ⓜ️ 2	
2	ABO Marketing New Hard Fourm	24,135	6,373.25 EGP	7 Conversion leads	910.46 EGP Per conversion lead	Active	Ⓜ️ 2 recommendations		
3	Lead Gen ABO Conversion Value6 ad sets Dai...	214,845	50,248.22 EGP	44 Conversion leads	1,142.01 EGP Per conversion lead	Active	Ⓜ️ 3 recommendations		
4	Fadas App Creative Testing broad	354,008	46,524.17 EGP	741 Leads (Form)	62.79 EGP Per Lead (Form)	Active	⚠️ 1	Ⓜ️ 2	
5	app saudi new offers 1000 daily	5,328	4,409.52 EGP	1 Conversion lead	4,409.52 EGP Per conversion lead	Off	Ⓜ️ 1 recommendation		
6	website saudi - Copy	8,204	7,506.65 EGP	22 Leads (Form)	345.76 EGP Per Lead (Form)	Off	Ⓜ️ 1 recommendation		
7	IG Fadas 1000 EGP Daily CBO-Min Saud...	—	0.00 EGP	— Conversion lead	— Per conversion lead	Off	Ⓜ️ 1 recommendation		

Following a power outage at a U.S. data center. We appreciate your patience while we work with our data center partner to bring back the full TikTok ads experience as quickly as possible.

Filters are available in table header

2025-03-04 - 2026-01-27

Name	Destination)	Conversions ↓	Cost per conversion	Conversion rate (CVR)
1	0.54%	12	96.16 EGP	0.04%
1	0.63%	5	238.85 EGP	0.01%
Ad name2025-03-05 01:06:59	0.34%	2	110.61 EGP	0.01%

Campaigns									
Ad sets									
Ads									
Campaign %	Spots %	CPC (all) %	Purchase ROAS (retu...	Attribution setting	Results %	Cost per result %	Average purchases...	Purchases conversion...	
IG 2000 EGP Winners UGC's CBO-Min Sp...	331	4.12 EGP	0.56	7-day click, 1...	Website purchases	1,934.40 EGP Per Purchase	1,080.00 EGP	1,080.00 EGP	
IG 1500 EGP ABO Test New Creatives	481	3.34 EGP	5.69	7-day click, 1...	Website Purchase	308.70 EGP Per Purchase	1,696.29 EGP	11,874.00 EGP	
IG Messages 300 EGP CBO UGC Vids	691	2.75 EGP	2.34	7-day click or ...	Website purchases	5.66 EGP Per Purchase	3,154.00 EGP	6,308.00 EGP	
IG Purchase 1500 EGP ABO 16 AS 250 P...	500	4.84 EGP	13.47	7-day click, 1...	Website purchases	228.90 EGP Per Purchase	3,084.25 EGP	49,348.00 EGP	
ABO Testing Creatives 500 Daily	829	4.38 EGP	5.53	7-day click, 1...	Website purchases	297.21 EGP Per Purchase	1,486.67 EGP	31,220.00 EGP	
IG CBO 1700 EGP Statics New Year* UGC	1,305	5.65 EGP	4.57	7-day click, 1...	Website purchases	560.13 EGP Per Purchase	2,639.43 EGP	51,228.00 EGP	
IG 1000 EGP CBO MSG Statics, Vids	2,583	0.60 EGP	—	7-day click or ...	—	3.83 EGP	—	0.00 EGP	
Results from 71 campaigns	182,468	1.92 EGP	8.62	Multiple attri...	Multiple conversions	—	1,632.11 EGP	6,722,647.67 EGP	
Hide results	Total	Per Click	Average				Average	Total	

SEO

SEARCH ENGINE OPTIMIZATION



<https://www.amazon.sa> - تسوية - Translate this page

أدوات اسمكت ذاتية التسوية مجموعة أرضيات الأيوكسي ...
مادة البولي إيثيلين: الأسطوانة مصنوعة من مادة البولي إيثيلين، وهي صديقة للبيئة وتتميز بصلابة عالية وقوة جيدة. الأسطوانة مثبته وليس من السهل
... [Read more](#) كسرها. مقياس ملول: ...
SAR 714.38 - 3.5 (14)

[Saveto Group - Saudi Arabia](https://www.saveto.com)
<https://www.saveto.com> - flooring - Translate this page

الأرضيات | مجموعة مافيتو - المملكة العربية السعودية
يتميز بـ 170 مادة أرضية عملي المكون ذاتي التسوية، عملي من الماديات، قائم على البولي يوريثان (PU)، ومخصص للمناطق
... [Read more](#) الباردة.

al-seefen-kw.com
<https://al-seefen-kw.com> - التسوية - Translate this page

التسوية الذاتية للأرضيات - Al Seefen - شركة السيفين
أصواع مواد التسوية الذاتية للأرضيات: 1. Self-Leveling Cement (اسمكت التسوية الذاتية) - 2. Self-Leveling Epoxy (إيوكسي)
... [Read more](#) Self-Leveling (التسوية الذاتية) - 3.

[Terraco Group](https://www.terraco.com)
<https://www.terraco.com> - تسوية - Translate this page

لتسوية الأرضيات from Terraco Egypt - تيراكو إنجنييت
توراسكو إنجنييت - طبقات الأرضيات القابلة للتسوية الذاتية - اللوات: - مركب سريع التطبيق، معالج بالبوليمرات، على أساس الاسمنت - خصائص
... [Read more](#) متميزة من حيث الالتصاق والقوة.

People also search for

Keyword difficulty: (for google.com database) — View full report for this keyword

مقاولات عامة الكويت 66140865 - صبحان - أفضل مقاول الكويت

شركة الأعلية للمقاولات العامة: تعتبر واحدة من أكبر شركات المقاولات في الكويت، وتمتلك خبرة عريقة في قطاع البناء والتشييد. شركة المراسيا
... [Read more](#) المقارية: تقدم خدمات

[نوكري طلب](https://arabic.naukrigulf.com)
<https://arabic.naukrigulf.com> - cons... - Translate this page

قائمة أفضل شركات البناء في الكويت

Kharafi National - Kuwait Company for Process Plant Construction & Contracting - KCC Engineering
and Contracting Co - Al Tawbad General Trading And Contracting ... [Read more](#)

al-seefen-kw.com
<https://al-seefen-kw.com> - شركة - Translate this page

أفضل شركة مقاولات في الكويت: الجودة والخبرة مع السيفين

لماذا تعد السيفين هي أفضل شركة مقاولات في الكويت؟ فريق فني محترف بخبرة محلية ودولية. التزام كامل بالمواعيد وتسليم المشاريع في
... [Read more](#) وقتها المحدد. جودة تنفيذ

People also search for

أرقام شركات مقاولات في الكويت



أكبر شركات المقاولات في الكويت



Google

سحب الأرضيات الخرسانية

Keyword difficulty: (for google.com database) — View full report for this keyword

10:07

al-seefen-kw.com
https://al-seefen-kw.com — سبب الأرضيات الخرسانية — Translate this page

سبب الأرضيات الخرسانية - الأسفلت الذي يصنع الفرق
سبب الأرضيات الخرسانية هي عملية تبدأ من إزالة طبقة من الخرسانة بعمق دقيقة وتتمسك بالعمق المسامات المطلوبة بطريقة
Read more

فولع حراج
https://haraj.com.sa — سبب الأرضيات الخرسانية — Translate this page

سبب خرسانة الأرضيات وتفتيتها بمادة الأيبوكسي توريد ...
سبب خرسانة الأرضيات على أرض وفرش البلاستيك والتكامل العروة ثم تخطيط الأيبوكسي وجين
Read more

حركة جبل للخدمات العامة
https://jebelago.com — سبب الأرضيات الخرسانية — Translate this page

الأرضيات الخرسانية المكشوفة: تعريف ومميزات وعيوب
تشر تقنية الأكسورد (exposed aggregate) واحدة من الأساليب الشائعة في تخطيط
Oct 21, 2024 — سبب الأرضيات الخرسانية المكشوفة تعتمد هذه الطريقة على سبب الخرسانة مع
Read more

TikTok · المهندس أحمد طه · 404K views · 7 months ago

خطوات تجهيز سبب الأرضيات بطريقة احترافية
هي قاعدة من الخرسانة المسلحة ويختار على الفتر من عمود ويحتوي على رقائق أو طبقات من الحديد
رقعة بلاستيكية ويحتوي من فرش وعطاء وكمان رقعة طوية

Google

عيوب أرضيات الأيبوكسي

Keyword difficulty: (for google.com database) — View full report for this keyword

Read more

dubizzle
https://www.dubizzle.com · blog — عيوب أرضيات الأيبوكسي — Translate this page

أرضيات الأيبوكسي: المميزات والعيوب وقائمة شاملة
مميزات أرضيات الأيبوكسي تشمل القوة، مقاومة التآكل، وسهولة التنظيف، بينما تكمن عيوبها في صعوبة التركيب، خطر الانزلاق،
Read more

al-seefen-kw.com
https://al-seefen-kw.com — مميزات أرضيات الأيبوكسي — Translate this page

مميزات وعيوب أرضيات الأيبوكسي | دليل شامل من شركة المسقفين
عيوب أرضيات الأيبوكسي (وكيف يتم تجنبها) : المعالجة إلى تحضير دقيق جداً لتسطح قبل التثبيت - الصيانة الدورية أثناء - Dec 15, 2025
Read more

TikTok · المهندس أحمد الصبيحي · 268.3K views · 2 years ago

مميزات الأيبوكسي في الهندسة المدنية
أيبوكسي حارمي - تروية الأيبوكسي - راتنج الأيبوكسي في الفازن الأرضي - عيوبه مثل التبريد
العرايت. مميزات الأيبوكسي في الهندسة المدنية The ##

epoxy-sy.com
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مميزات وعيوب أرضيات الأيبوكسي قبل استخدامه في منزلك 2023

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About Our Company

Fadaa Marketing is a Saudi-led digital agency of strategists

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Fadaa Marketing agency (@fadaamarketing) · 6 October City

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مؤسسة فضاء - حلول إبداعية في التسويق الرقمي وتصميم المواقع



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☒ Total clicks

385

☒ Total impressions

29.3K

☐ Average CTR

1.3%

☐ Average position

44.1

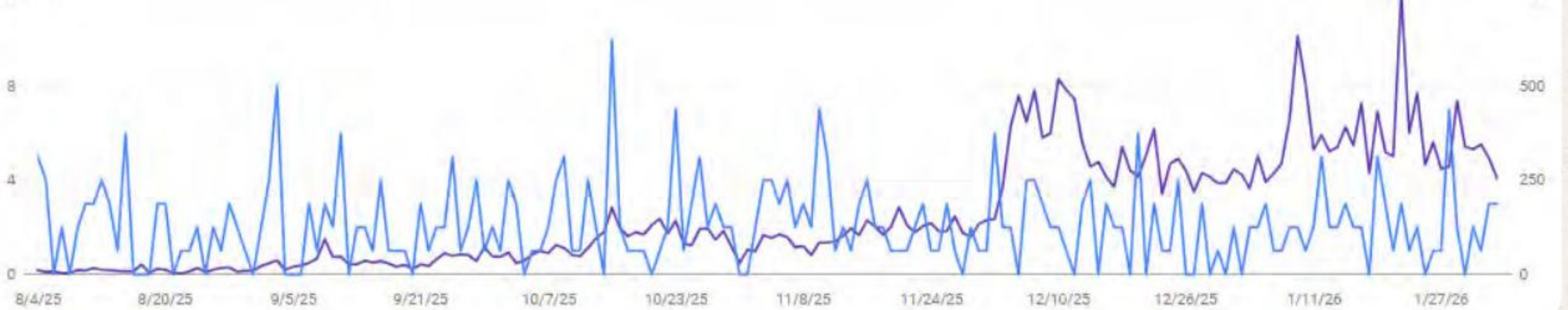
Daily ▾

Clicks

12

Impressions

750



☒ Total clicks

3.58K

☒ Total impressions

49K

☐ Average CTR

7.3%

☐ Average position

11.7

Daily

Clicks

75

50

25

0

Impressions

1.5K

1K

500

0

8/4/25 8/20/25 9/5/25 9/21/25 10/7/25 10/23/25 11/8/25 11/24/25 12/10/25 12/26/25 1/11/26 1/27/26

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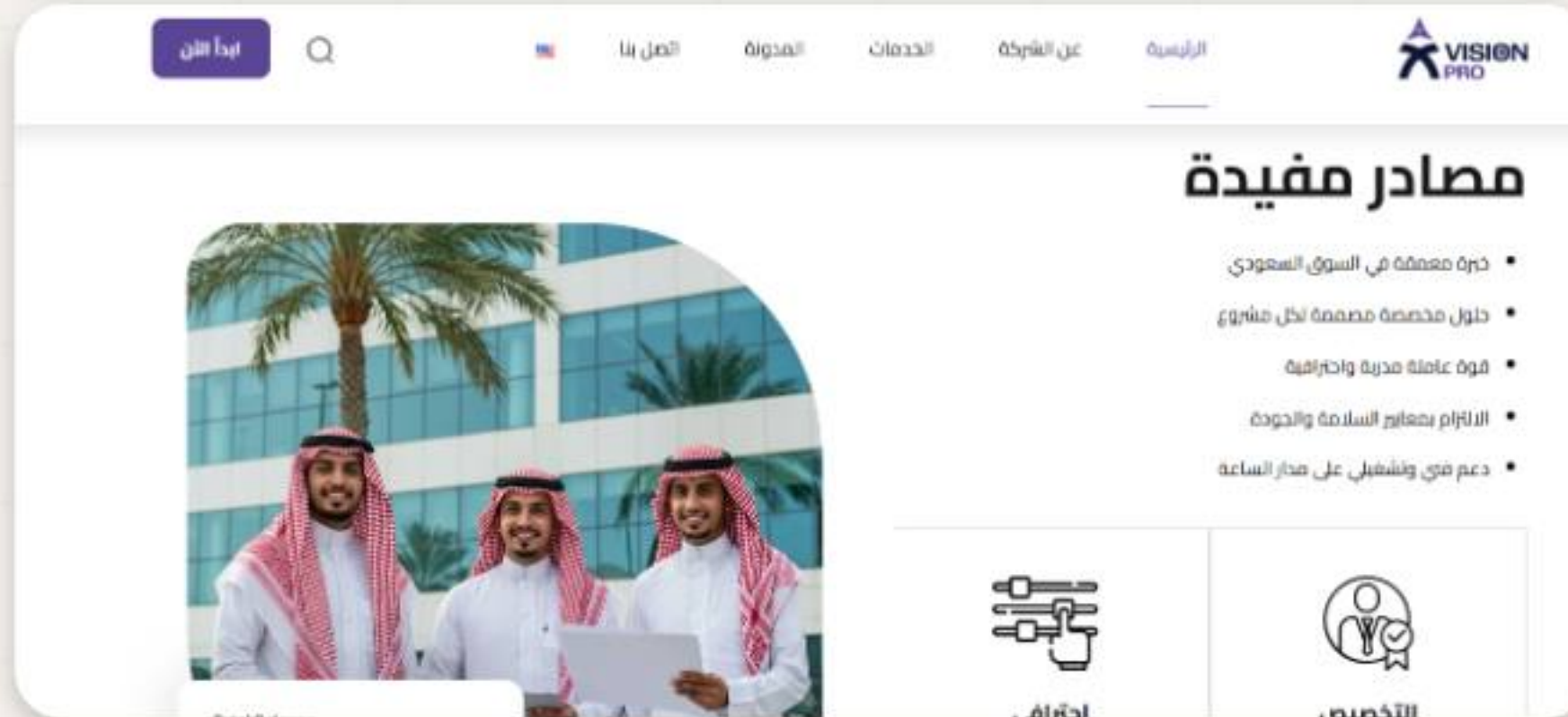
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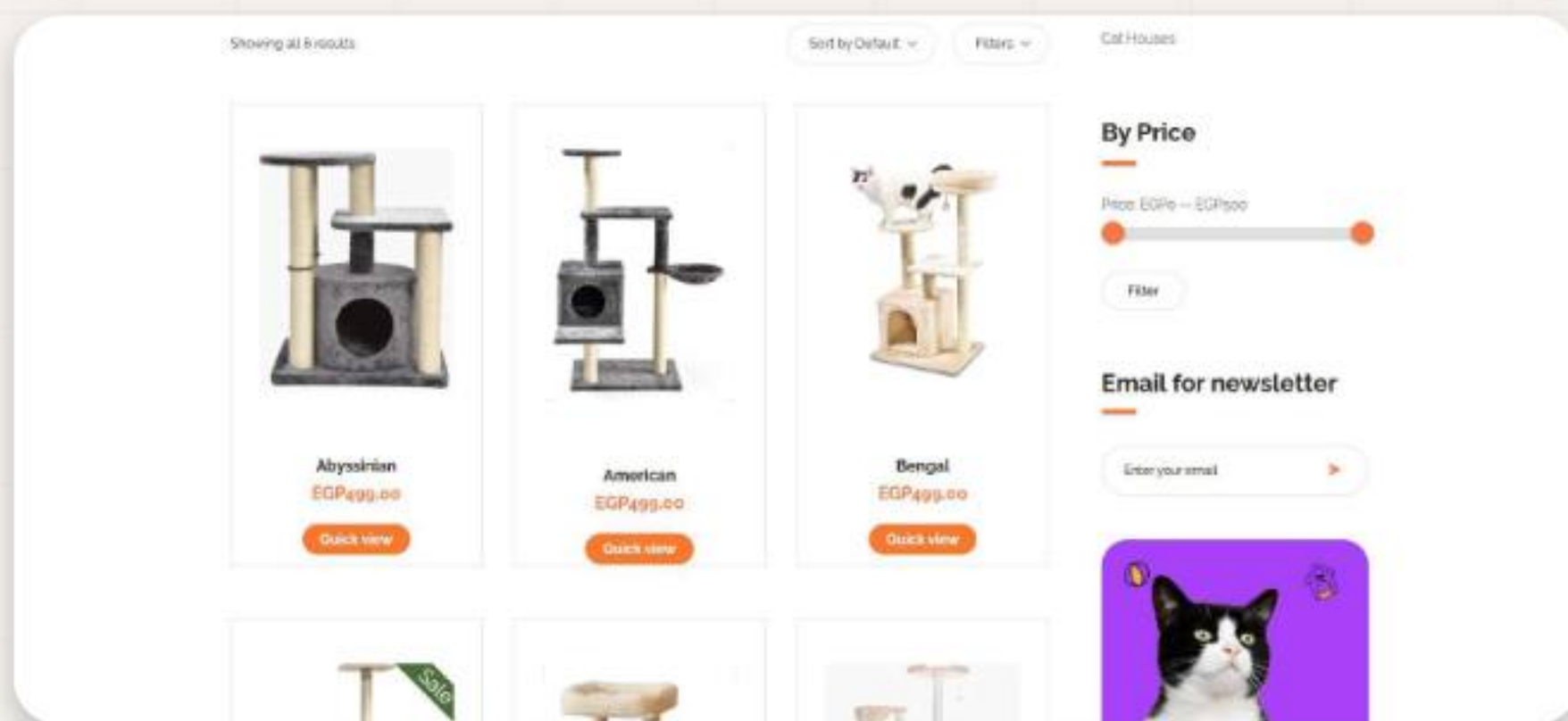
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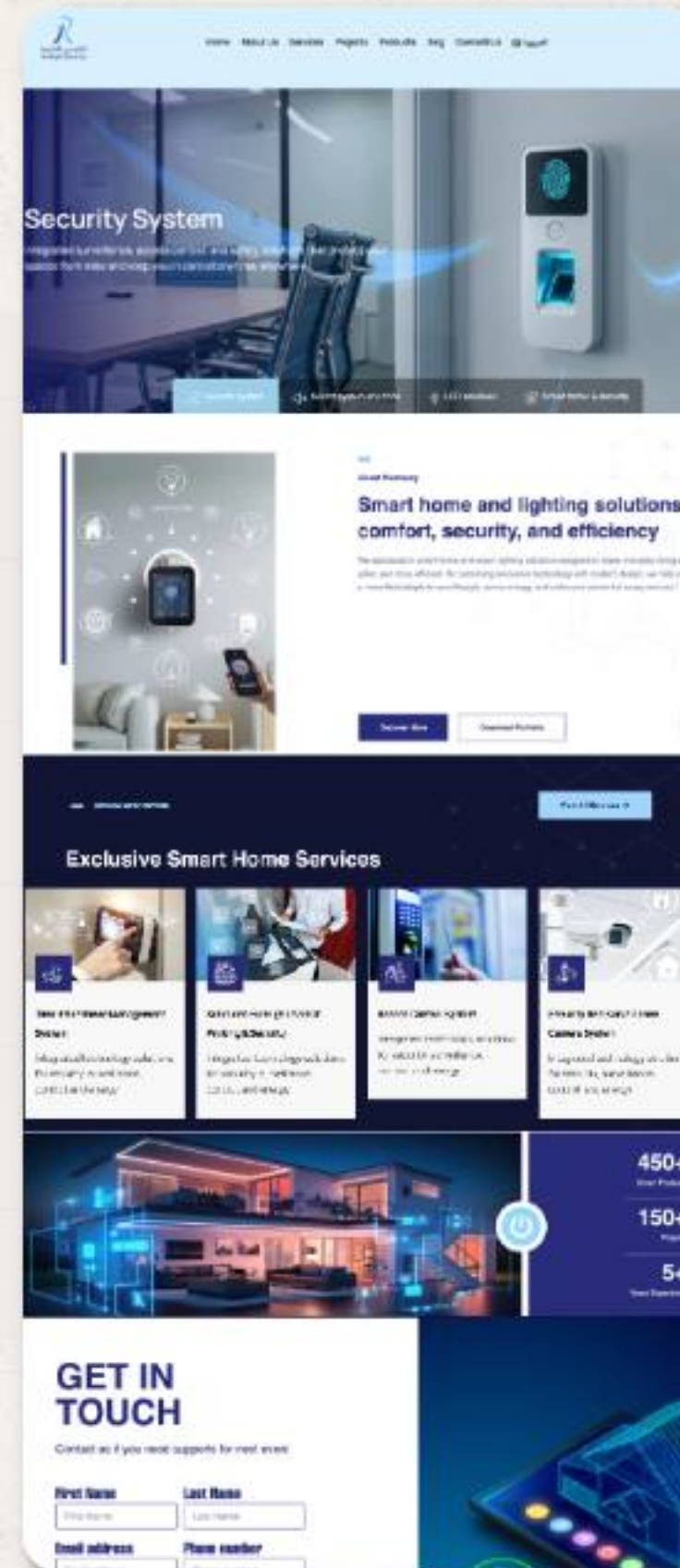
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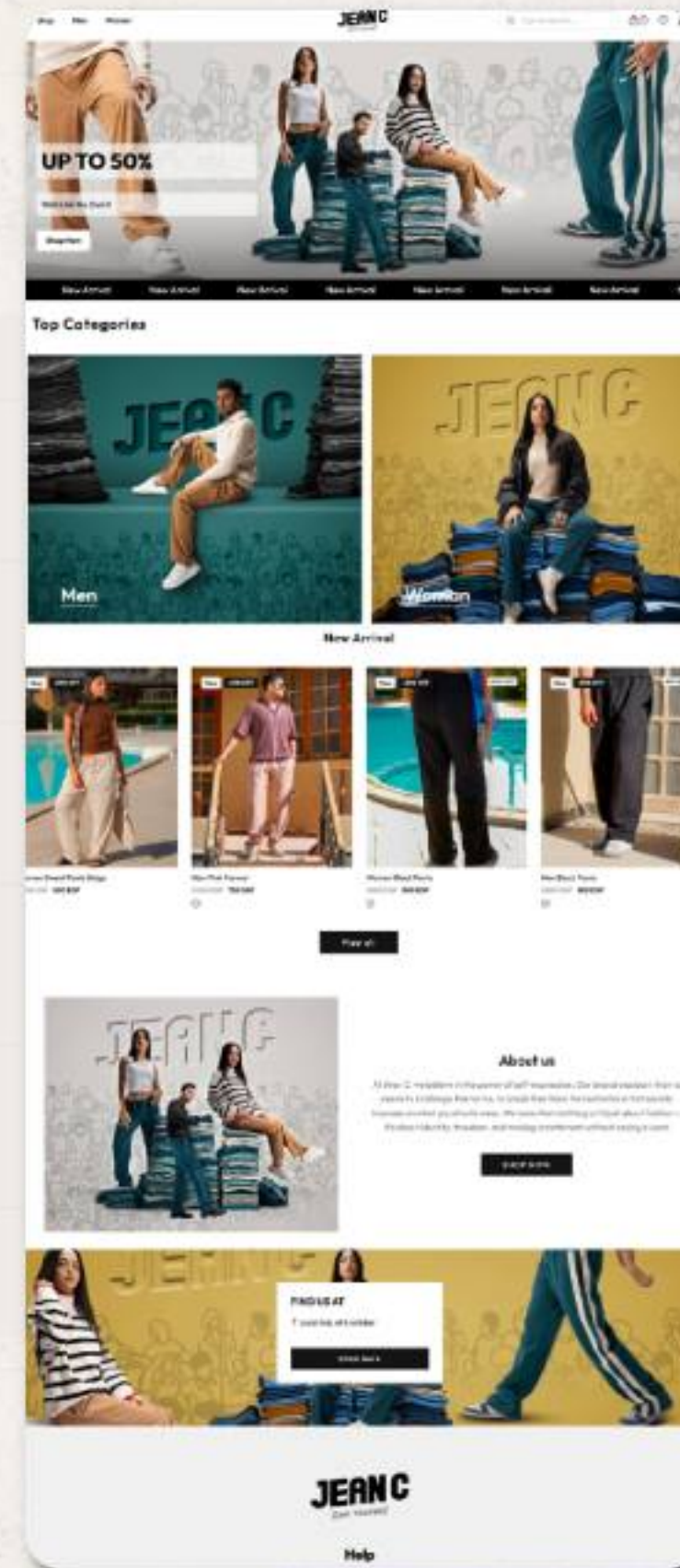
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أتولدتنا سنة 2014، باتقان وشغف، وعلى إيد أكثر من 400 خبير سناكس
مؤمنين إن الشيبس لازم طعمه يكون سعادة خالصة.

جرب طعم ريتش



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Phase #2

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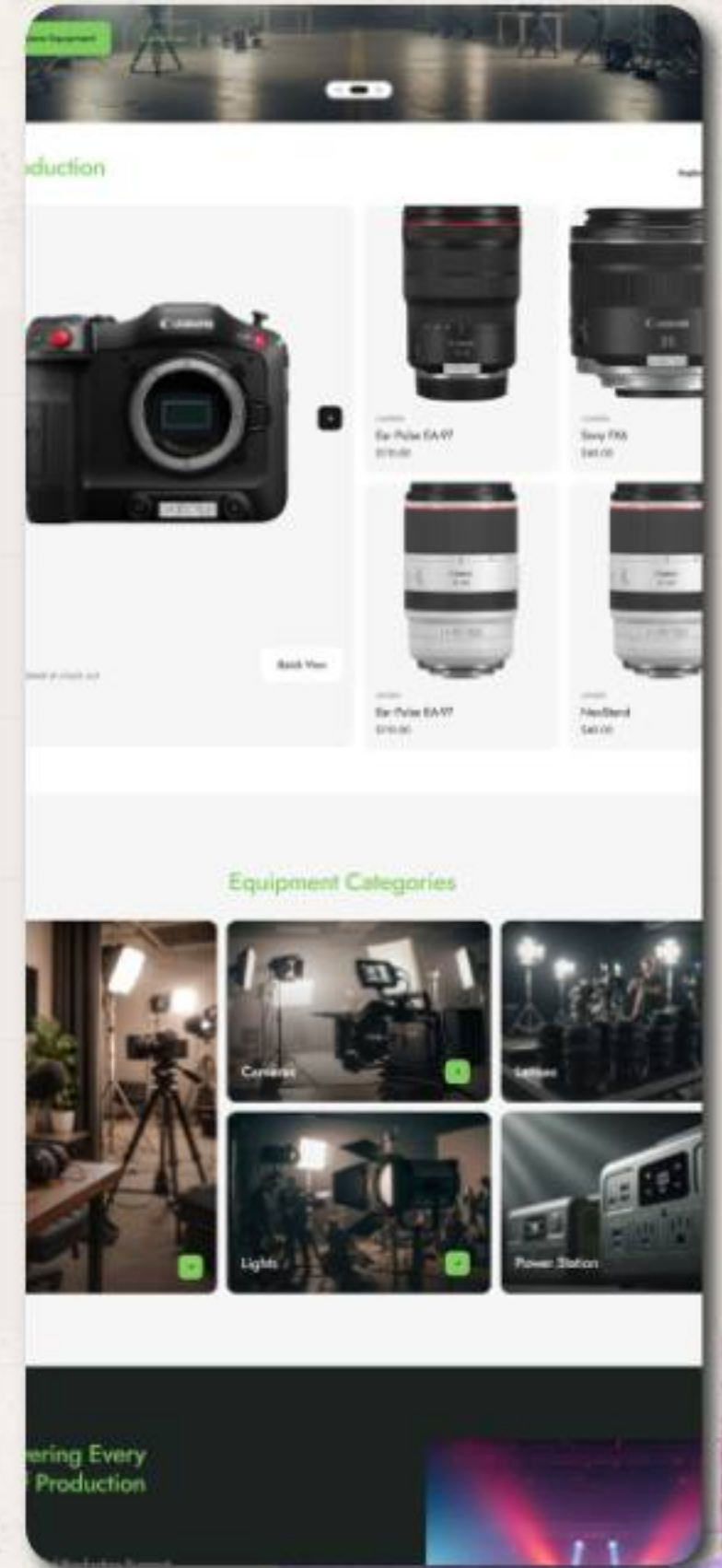
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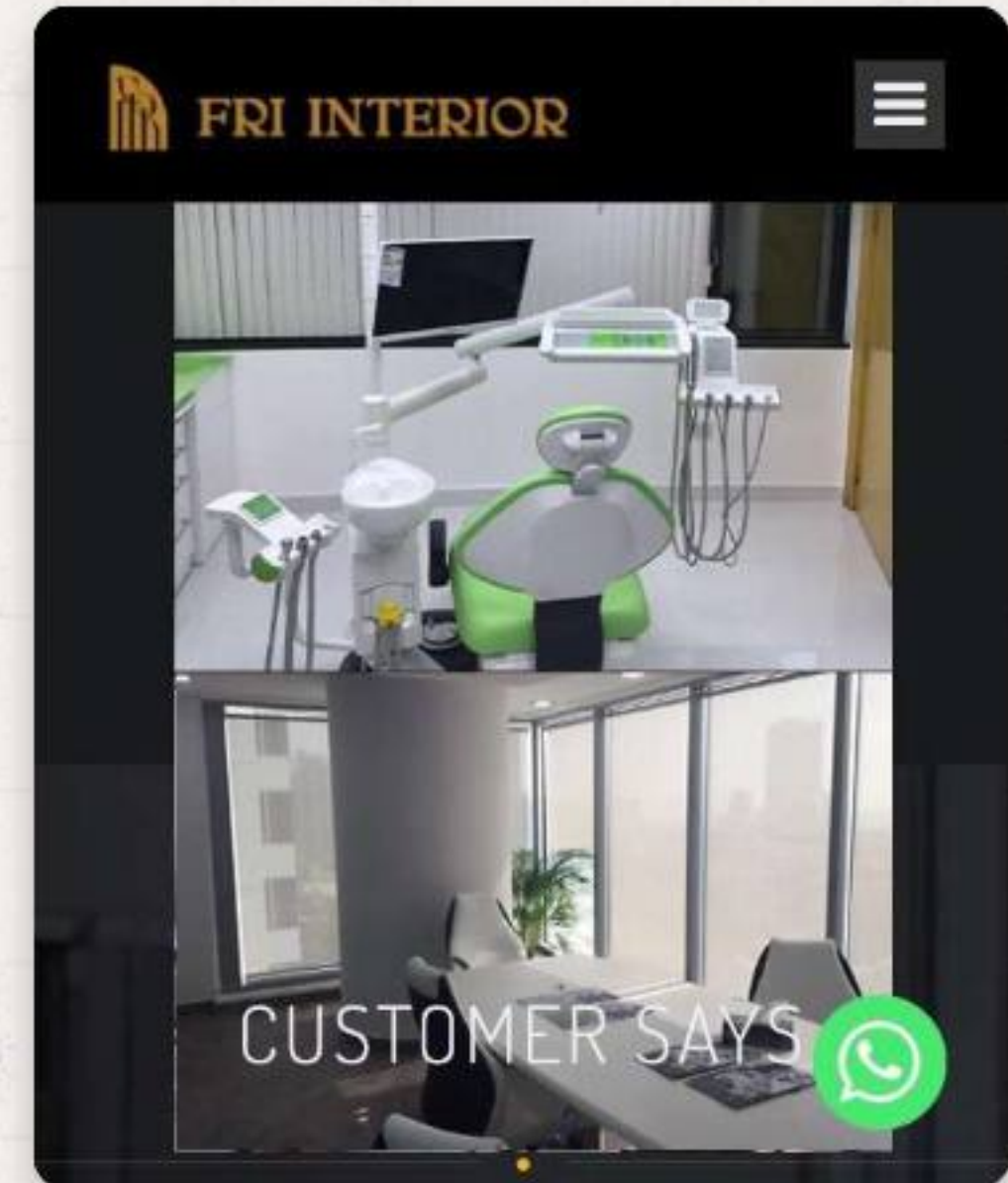
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Growth Your Business Now More Excellent Way

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A Saudi holding entity uniting leading companies in contracting, maintenance, manpower supply, wood, marble, and solid surface industries.

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About the Group

Shaker Holding Group is a Saudi conglomerate in contracting, maintenance, manpower, and industry

The group strives to deliver integrated industrial and service

AL Shaker Holding Group — Excellence Across Industries

A Saudi holding entity uniting leading companies in contracting, maintenance, manpower supply, wood, marble, and solid surface industries.

About the Group

Shaker Holding Group is a Saudi conglomerate in contracting, maintenance, manpower, and industry.

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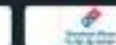
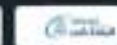
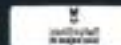
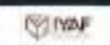
Our Leading Companies

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Empowering Growth Together

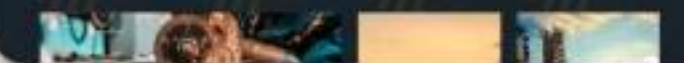
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