



وطن الأول القابضة
Watan First Holding

A Quality Ecosystem Driven by Expertise for Sustainable Impact

Strengthening Institutions. Empowering People. Advancing Industries.

CORPORATE PROFILE
WATAN FIRST HOLDING

2026 - 2027

TOGETHER
WE CREATE
GREATER VALUE

Creating National Impact

An Integrated Ecosystem Supporting Saudi Arabia's Future

We aspire to contribute to the continued progress of the Kingdom of Saudi Arabia by empowering national capabilities and creating lasting value in support of the vision and ambition of its leadership. We seek to play a meaningful role in shaping a stronger, more prosperous nation whose progress endures for generations.

“Our ambition is to build a more prosperous country in which every citizen will find what he desires. For the future of our homeland, which we build together, we will accept nothing but to make it at the forefront of the world.”

His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud
Crown Prince and Prime Minister of the Kingdom of Saudi Arabia





Hesham Alshaikh

Founder and Chairman of Watan First Holding

With more than four decades of executive leadership across banking, investment, corporate governance, and strategic management, Hesham Alshaikh has held senior executive and board roles across leading Saudi financial institutions and publicly listed companies. His long-term vision continues to guide Watan First Holding in building stronger businesses, empowering future leaders, and creating sustainable value for generations to come.

A MESSAGE FROM OUR CHAIRMAN

Building Stronger Institutions and Lasting Value

“ Lasting value is created when strong institutions, capable people, and visionary leadership grow together.

Throughout my journey, one belief has remained constant: lasting success is never measured by short-term results, but by the strength of the institutions we build and the people we empower.

That belief became the foundation of Watan First Holding. We are not simply building a portfolio of companies. We are bringing together specialized expertise to strengthen businesses, unlock opportunity, and create value that endures across generations.

Our ambition is to continue strengthening the ecosystem we have built, one that contributes to Saudi Arabia's future by developing stronger organizations, empowering capable leaders, and creating meaningful impact across the industries we serve.



Hesham Alshaikh

Founder and Chairman of Watan First Holding

ABOUT US

Watan First Holding

Creating Greater Value Through Collective Strength

Watan First Holding is a Saudi holding group built on the belief that organizations create greater value when they grow together. Through one strategic vision, the Group brings together specialized companies, transforming complementary expertise into collective strength that drives sustainable growth, strengthens businesses, and creates lasting value across the industries it serves.

OUR VISION



To be a leading group that transforms collective expertise into stronger institutions, thriving industries, and lasting value.

OUR MISSION



To develop and connect specialized companies through strategic leadership, strong governance, and shared expertise, delivering integrated solutions that strengthen institutions, empower people, and enable sustainable growth.

OUR IMPACT

CREATING VALUE
DRIVING GROWTH

6



Group Companies

15+



Industries Served

1.2M



Individual Clients

500+



Corporate Clients

10+



Years of Experience

Our Values

The principles that shape how we think, lead, and work together.

01



Integrity

We uphold the highest standards of corporate governance, transparency, accountability, and compliance in everything we do.

02



Quality

We are committed to delivering high-quality products, services, and customer experiences that consistently create value.

03



Collaboration

We work as one integrated ecosystem, combining expertise and capabilities to create greater value together.

04



Innovation

We embrace innovation and integrated AI to strengthen our products and services and continuously improve how we create value.

Trusted by Leading Organizations

Across the public and private sectors.

 الموارد البشرية والتنمية الاجتماعية	 التعاونية tawuniya	 هيئة الزكاة والضريبة والجمارك Zakat, Tax and Customs Authority	 وزارة المالية Ministry of Finance	 بنك الرياض Riyad Bank	 الأول SAB
 بنك البلاد Bank Albilad	 مصرف الراجحي alrajhi bank	 بنك الأهلي	 وزارة الاتصالات وتقنية المعلومات MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY	 موانئ MAWANI الهيئة العامة للموانئ SAUDI PORTS AUTHORITY	 المواصفات السعودية Saudi Standards SASO
 الهيئة السعودية للمهندسين SAUDI COUNCIL OF ENGINEERS	 الهيئة السعودية للمحاميين SAUDI BAR ASSOCIATION	 الصادرات السعودية هيئة تنمية الصادرات السعودية	 بنك الخليج الدولي	 الصندوق الصناعي صندوق التنمية الصناعية السعودي Saudi Industrial Development Fund	 سبل
 منشآت monsha'at الهيئة العامة للمنشآت الصغيرة والمتوسطة Small & Medium Enterprises General Authority	 ميدغلف MEDGULF	 ولاء Walaa	 الدرع العربي للتأمين Arabian Shield Insurance	 تداول السعودية Saudi Exchange	 تكاful الراجحي Al Rajhi Takaful

Trusted by 1.2 Million+ Individuals

Serving people directly across the region, alongside the organizations we work with.

1.2M+

Individual users

9+

Markets served

6

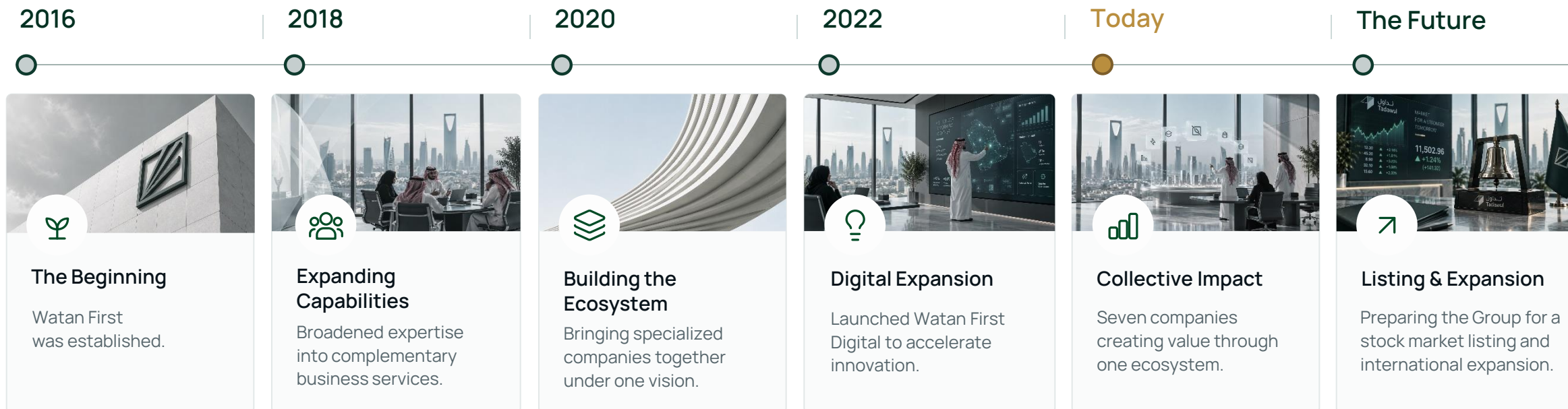
Companies serving them



— OUR JOURNEY

Building an Ecosystem, One Milestone at a Time

The milestones that transformed a single vision into a connected ecosystem of specialized companies.



— OUR COMPANIES

The Strength Behind Our Group

Each company brings specialized expertise, enabling us to serve diverse industries through one shared vision.

SPECIALIZED COMPANIES

GREATER IMPACT TOGETHER

01

**Watan First Academy**

Professional training and capability development to build future-ready talent.



02

**Watan First HR**

Human capital and workforce solutions enabling organizational growth.



03

**Watan First Digital**

Digital products, enterprise software and AI that modernize how organizations operate.



04

**Watan First Digital Egypt**

The Group's Digital branch in Egypt, serving the Egyptian market and the wider region.



05

**Watan Altaqa**

Engine rebuild, spare parts, field service and power solutions for heavy industry.



06

**Watan First Media**

Brand strategy and communications to build stronger market presence.



Watan First **Academy**

Developing workforce capabilities through professional learning and talent development.

Watan First Academy provides high-quality learning, assessment, and talent development solutions designed to empower individuals and organizations, build future-ready capabilities, and contribute to a more competitive workforce.



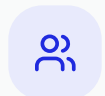
Learning & Development

Capability-building programs aligned with organizational goals and business priorities.



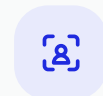
Digital Learning

Scalable digital learning experiences that enable continuous workforce development.



Talent Management

Integrated talent solutions that strengthen performance and future workforce readiness.



Talent Assessments

Evidence-based assessments that support informed talent and development decisions.

Watan First HR

Integrated workforce solutions built around people, capability and business needs.

Watan First HR provides integrated workforce solutions across corporate staffing, Saudi talent outsourcing, executive recruitment and domestic services, helping organizations and families access qualified people through a trusted, experienced provider.



وطن الأول للموارد البشرية
Watan First Human Resources

VISIT OUR WEBSITE



Corporate Sector

Workforce services for healthcare, retail, tourism, hospitality, contracting, operations and facilities management.



Esnad

Saudi talent outsourcing across the full HR cycle, from assessment and hiring through operation to end of contract.



Talent Acquisition

Executive search that reaches the people adverts never attract, backed by a 90-day replacement guarantee.



Wfi for Individuals

An app that connects households with domestic workers, built around the everyday needs of the household.



PEOPLE
POTENTIAL
PROGRESS
TOGETHER

Watan First Digital

Building digital products and enterprise technology for modern operations.

Watan First Digital combines independent digital products with tailored enterprise solutions, bringing together software development, AI, intelligent automation, ERP and transformation consulting.



Digital Transformation & Consulting

From business assessments to practical roadmaps for digital transformation and AI adoption, with guidance from strategy to implementation.



Enterprise Systems & ERP

Connected operations through scalable ERP and enterprise systems that unify data, streamline workflows and integrate business applications.



Digital Products & Software

Independent digital products built for the market, alongside custom software and web and mobile applications tailored to business needs.



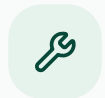
AI & Intelligent Automation

AI-enabled solutions and SaaS platforms that automate workflows, support better decisions and improve operational performance.

Watan **Altaqa**

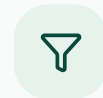
Keeping critical operations running with reliable engine and power solutions.

Watan Altaqa delivers integrated engine, maintenance, spare parts and power solutions for heavy equipment and industrial operations, combining technical expertise, rapid service and dependable support to maximize performance and operational continuity.



Engine Rebuild Center

Diesel engine overhauls, inspection, testing, and customized repairs backed by a single-source warranty.



Spare Parts, Filters and Lubricants

Multi-brand spare parts, filters, and lubricants to support reliable engine and equipment performance.



Field Service Repair & AMCs

24/7 rapid response for field repairs, supported by customized preventive maintenance contracts.



Power Solutions

High-quality generator sales and rental, with installation, commissioning, and after-sales service for dependable power.



Watan First Media

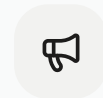
Integrated marketing solutions that build stronger, more distinctive and trusted brands.

Watan First Media combines brand strategy, marketing communications, PR and creative brand experiences to strengthen market presence, deepen audience engagement and build long-term brand value and business impact.



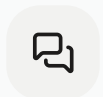
Brand Strategy & Identity

Building distinctive brands with clear positioning and enduring market relevance.



Marketing Communications

Creating integrated marketing initiatives that strengthen market presence and deliver measurable impact.



PR & Communications

Strengthening reputation through strategic communications and trusted stakeholder engagement.



Digital Experience

Designing seamless digital experiences that deepen engagement and elevate brand value.

BRANDS
FOR A
BRIGHTER
TOMORROW

STRATEGY
CREATIVE
DIGITAL
CONTENT
IMPACT

INDUSTRIES WE SERVE

Supporting the Industries Shaping the Future

Bringing together specialized expertise to create lasting value across strategic industries.



Government

Supporting public sector transformation.



Healthcare

Advancing healthcare through integrated solutions.



Financial Services

Strengthening financial performance and sustainable growth.



Education

Empowering learning, talent, and future-ready capabilities.



Energy & Utilities

Powering critical operations with confidence.



Manufacturing & Industrial

Optimizing industrial performance and operational excellence.



Real Estate & Infrastructure

Supporting smarter development and resilient infrastructure.



Tourism & Hospitality

Creating exceptional destinations and memorable experiences.



Recent Success Stories

A running record of what the Group's companies have recently achieved together.



WATAN FIRST DIGITAL

Collaboration with Imam University

A strategic collaboration connecting technical expertise with academic knowledge to support national talent development and evolving labor market needs.



WATAN FIRST HOLDING

Expanding Collaboration with Emdad by Elm

A strategic collaboration across training, human resources, technology, and digital solutions to enhance service quality and create greater value.



WATAN FIRST ACADEMY

Recognition from Riyadh Municipality

Recognized by Riyadh Region Municipality for distinguished participation in the Back-to-School Exhibition and contribution to community development.



WATAN FIRST ACADEMY

Partnering with AlMaarefa University

A collaborative partnership focused on developing training programmes for students, graduates, and university staff to strengthen career readiness and future capabilities.

Executive Leadership

Leadership guiding the Group's long-term vision and strategic direction.



Hesham Alshaikh

Chairman of the Board

Watan First Holding



Raju Buddhiraju

Group CEO
Watan First Holding



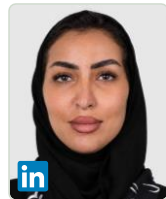
Hemant Gupta

Group CFO
Watan First Holding



Hesham Elbaroudi

CEO
Watan Altaqa



Eman Alkhudairi

Head of HR
Watan First Holding



Mohamed Alshaikh

President
Watan Altaqa



Abdullah Al Alshaikh

CEO
Watan First Solutions



Eslam Samy

CEO
Watan First Media



Talal Alrahil

Head of Admin
Watan First Holding



Saleh ALQabaa

CEO
Watan First HR



Salem Nabeeh

CEO
Watan First Academy



وطن الأول القابضة
Watan First Holding

The Future Starts with What We Build Today

Together, we create lasting value across generations.

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