



**THE FIRST SAUDI FIRM TO
ENGINEER BRANDS AS
INVESTMENT ASSETS**

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Founder's Statement

I believe that any project that is not built as an investment asset from day one will inevitably lose part of its value over time, regardless of its operational success. This is why my commitment is clear: to reshape businesses on solid investment foundations that prevent the waste of resources, preserve the project's value, and enable real, sustainable growth.

My work centers on establishing a strong asset before any expansion or investment takes place guided by a methodology that leaves no room for improvisation or structural gaps that undermine value. This is the principle I operate by, and the commitment I uphold with every entity seeking clear value and a sustainable investment trajectory.

Alaa Mesbah

A handwritten signature in black ink, appearing to read 'Alaa Mesbah', written in a cursive style.

Our Alignment with Saudi Arabia's Vision 2030



Our methodology aligns with Saudi Arabia's Vision 2030 by transforming businesses into structured, investment-ready assets that attract capital and maximize long-term value. We strengthen the private sector by establishing clear governance, preventing undervaluation, and creating solid investment foundations. This approach supports the Vision's focus on transparency, mature valuation standards, and a trustworthy investment environment. By enabling entrepreneurs and SMEs to become high-value economic assets, we contribute to a competitive, diversified, and innovation-driven economy that endures beyond 2030.



Our Alignment with The Saudi Authority for Accredited Valuers



As part of our commitment to building integrated investment assets, we adhere to the highest professional standards that naturally align with the direction of the Saudi Authority for Accredited Valuers (Taqeem). We ensure that our practices reflect leading market standards, reinforcing trust and credibility. Through this approach, we create a natural alignment that supports both our objectives and theirs in enhancing valuation quality and advancing the overall business environment.



About Us

A specialized consulting firm redefining business value by transforming operations into investment assets with solid structures and real economic weight. We reshape projects from variable operational models into stable strategic assets measurable, investable, and capable of generating accumulated value over time. By establishing the investment foundation from the very beginning, we minimize wasted effort, resources, and years, protecting projects from undervaluation caused by the absence of proper structuring. Our goal is to preserve and elevate the value of every project and ensure it remains on a clear and sustainable growth path.

Our Vision

To become the leading authority in raising awareness of investment-asset thinking within the business community. We aim to promote the understanding that assets are the backbone of business growth and value, and that managing them effectively is the key to long-term success.

Our Mission

To empower entrepreneurs and companies to transform their projects into strong investment assets through knowledge, structured tools, and strategic guidance. We elevate awareness around asset-based thinking and provide the support and advisory needed to turn every project into an investment-worthy success story.

Our Values

Our work is driven by values that focus on investment empowerment, enabling businesses to mature into growth-oriented assets. We strengthen this with innovation in our methodologies and a commitment to transparency that ensures owners clearly understand their true value.



Core Services

Asset Structuring & Development

We reshape your project into a cohesive investment asset by establishing a structured foundation that ensures clarity of value, stability of growth, and fair evaluability. This service forms the core framework that prevents resource waste and preserves the project's long-term investment position.

Investment Facilitation

We provide a professional bridge between your project and the most suitable investors by presenting opportunities through a disciplined investment methodology and a well-defined value structure. We ensure partnerships are built on a precise understanding of the asset itself, creating alignment that strengthens value and drives stable investment outcomes.

Supporting Capabilities

Brand Strategy & Diagnostic Assessment

We conduct an in-depth analysis of your brand's strategic architecture, examining its systems and components to validate its investment readiness. Our work focuses on identifying value-threatening gaps and repositioning the brand into an economic asset rather than a mere marketing presence.

Investment Model Development

We design advanced investment models that clearly articulate the project's value and elevate its ability to speak to investors. Through an investment-driven approach, we highlight strengths, convert existing assets into scalable opportunities, and present the project as an attractive vehicle for capital.



Our Visionary Clients

Startups

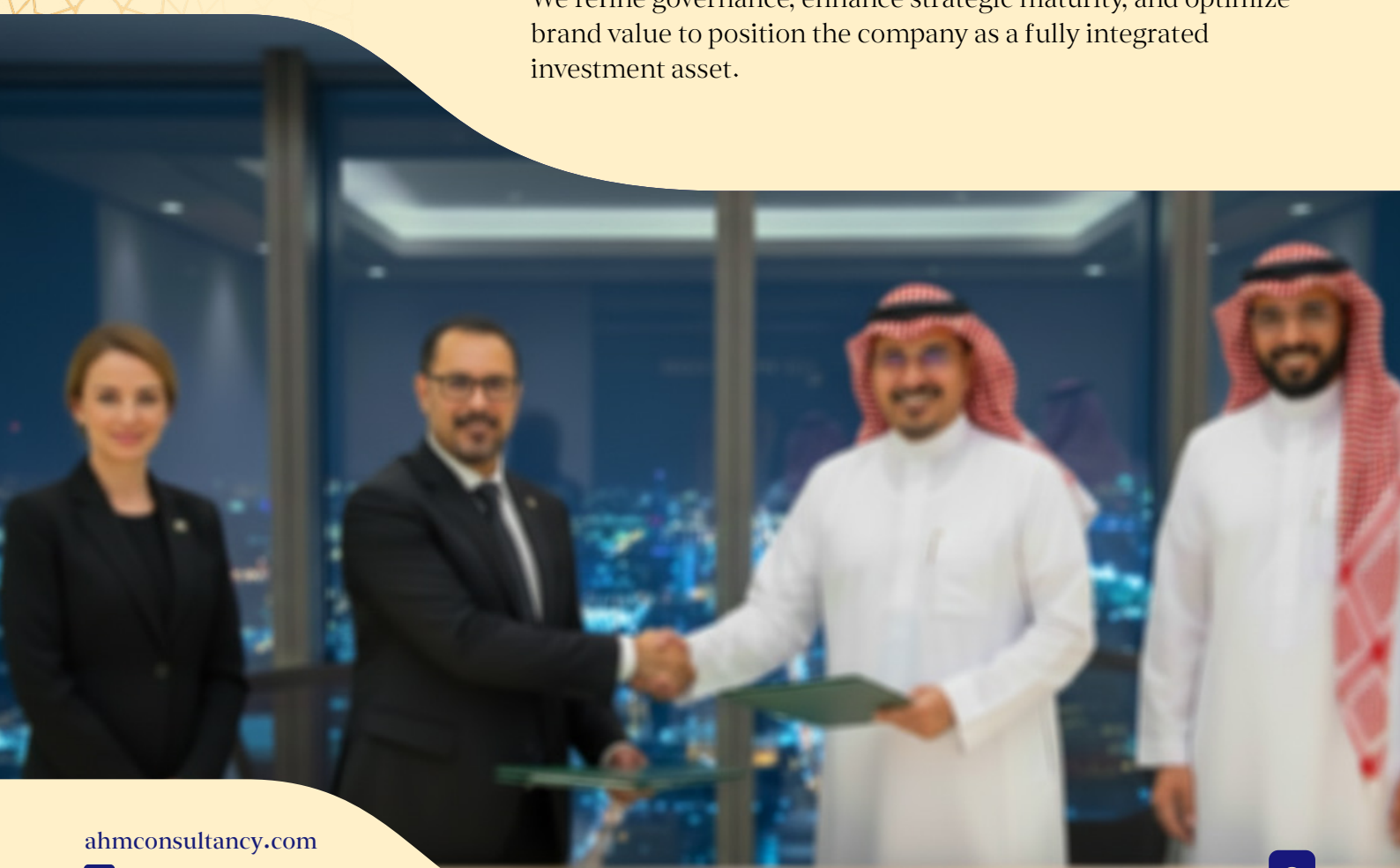
We build the initial asset foundation clarifying the model, aligning identity and operations, and preparing the project for scalable growth.

Small & Medium Enterprises (SMEs)

We transform operational businesses into investable assets by identifying structural gaps and converting performance into measurable value.

Large Established Companies

We refine governance, enhance strategic maturity, and optimize brand value to position the company as a fully integrated investment asset.



Success Partners

Our partners are the entities that have shared our vision of building real value, whether through projects we delivered together or through mutual support that strengthened our collective presence. They are organizations and teams that have experienced with us the transformation of businesses into true investment assets and have contributed to shaping the practices and principles we apply today.



Insight into the Value of Investment Assets in the Saudi Market

Saudi Arabia's leading brands demonstrate that massive market value is not created by products alone, but by the ability to build a fully-integrated investment asset one grounded in a solid strategy, a strong identity, effective governance, and operational efficiency that multiplies returns without irrational cost escalation. What we see today from brands valued in the billions is the cumulative result of intangible assets: brand strength, consistent customer experience, governance discipline, and scalable operating models. These factors have become central drivers in modern valuation models both locally and globally.

These examples reveal that when a project is built as an investment asset from the beginning, with a clear strategic architecture, a measurable operational model, and a coherent knowledge asset library, it does not merely grow; it becomes far more capable of attracting investment, enabling mergers, expanding regionally, and increasing its market value at a sustained pace. This approach is even more critical today as the Saudi economy transitions toward a knowledge-based model, where intangible assets represent a growing share of company valuations. Businesses are now assessed not only by their current activity, but by their future ability to create value in a highly competitive market.

Building a project as an investment asset is no longer optional, it is the real benchmark of success in a market driven by brand value, not just operational scale.

<p>قيمة العلامة التجارية</p> <p>أرامكو السعودية saudi aramco</p> <p>٤١.٧ مليار دولار</p>	<p>قيمة العلامة التجارية</p> <p>stc</p> <p>١٦.١ مليار دولار</p>
<p>قيمة العلامة التجارية</p> <p>مصرف الراجحي alrajhi bank</p> <p>٧.٥ مليار دولار</p>	<p>قيمة العلامة التجارية</p> <p>الأهلي SNB</p> <p>٥.٣ مليار دولار</p>
<p>قيمة العلامة التجارية</p> <p>سابك SABIC</p> <p>٤.٩ مليار دولار</p>	<p>قيمة العلامة التجارية</p> <p>المراعي Almarai</p> <p>٤.٧ مليار دولار</p>
<p>قيمة العلامة التجارية</p> <p>موبايلي Mobily</p> <p>٢.٧ مليار دولار</p>	<p>قيمة العلامة التجارية</p> <p>بنك الرياض Riyad Bank</p> <p>٢.٥ مليار دولار</p>
<p>قيمة العلامة التجارية</p> <p>الشركة السعودية للكهرباء Saudi Electricity Company</p> <p>١.٩ مليار دولار</p>	<p>قيمة العلامة التجارية</p> <p>مستشفى الملك فيصل التخصصي ومركز الأبحاث King Faisal Specialist Hospital & Research Centre</p> <p>١.٧ مليار دولار</p>

Source: Brandirectory.com

**WE LAY THE FOUNDATION,
YOU LEAD THE VALUE**

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