

ٲٲٲ THARWAH

**BUILDING THE CAPABILITIES
OF AN AMBITIOUS NATION**

WWW.THARWAH.NET



Our Vision

Creating Positive, Enduring Impact

for People, Organizations,
and Communities.

Our Mission

To Become the Integrated National Partner
for Developing and Empowering Human
Capabilities in the Kingdom of Saudi Arabia.

Our Values



CLARITY



AGILITY



SHARED
SUCCESS



INNOVATION



EXCELLENCE

Who We Are

Tharwah Group | Ticker: 9606

The first publicly listed Saudi company dedicated to human capital development and capability enablement, delivering an integrated portfolio of services, solutions, and products that help individuals and organizations achieve sustainable growth and long-term success.

Over the past 14 years

Tharwah Group has delivered high-impact projects for:

More than 400 government entities

in addition to a broad portfolio of private-sector clients

reflecting deep market expertise, a strong understanding of the Saudi landscape, and a proven record of successful partnerships.



Our Clients

 وزارة المالية Ministry of Finance	 وزارة التعليم Ministry of Education	 وزارة الرياضة Ministry of Sport	 وزارة البلديات والإسكان Ministry of Municipalities and Housing	 الموارد البشرية والتنمية الاجتماعية	 وزارة الطاقة MINISTRY OF ENERGY	 ميدغولف MEDGULF	 كدانة KIDANA	 فيتنس تايم FITNESS TIME
 stc	 وزارة الثقافة Ministry of Culture	 中國銀行 BANK OF CHINA	 KAPSARC مركز الملك عبد الله للدراسات والبحوث البترولية King Abdullah Petroleum Studies and Research Center	 GACA الهيئة العامة للغازات General Authority of Gas	 شركة المياه الوطنية National Water Company	 وزارة الاتصالات والمعلومات MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY	 Deloitte.	+300 Clients & Organizations Served

Our Partners

 IN PARTNERSHIP WITH SRM BETTER WORKPLACES BETTER WORLD™	 atd	 ACMP Association of Change Management Professionals™ QUALIFIED EDUCATION PROVIDER™	 Project Management Institute.	 Corporate Governance Institute	 HLB THE GLOBAL ADVISORY AND ACCOUNTING NETWORK
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Our International Academic Partnerships

 HARVARD BUSINESS SCHOOL	 LPC London Premier Centre UK Training Provider	 London Business School	 UNIVERSITY OF OXFORD	 UNIVERSITY OF CAMBRIDGE
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Achieve Meaningful Results with Tharwah

Connect with our experts and explore tailored solutions designed to align with your objectives and support your growth ambitions.

Get in Touch

Top International Education Partner



Awards & Recognitions



TOP CONSULTING FIRM



Gold Tier Ranking ConsultancyME

Tharwah was ranked in the Gold Tier of the best management consulting firms in the Middle East, notably excelling in government sector services.

Top 25% of Recruiter Teams on LinkedIn



Best in Business in Human Capital Advisory , Human Capital Inc. Arabia



Our Strategic Future



2025

Building a Human Capability
Development Ecosystem



2030

The National Reference for Human
Capability Development,
Empowerment, and Organizational
Transformation

2035

Exporting National
Management Practices to
Global Markets

Board of Directors



Tharwah Group

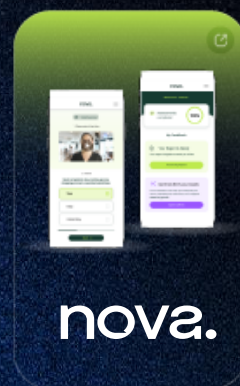
An End-to-End Human Capital Ecosystem
Building Human and Organizational Capabilities
From Assessment and Diagnosis to Implementation and Sustainable Impact

Assessment & Advisory

Management Consulting



Talent Assessment



Organizational Assessment & Research



Development & Enablement



Individual & Organizational Development



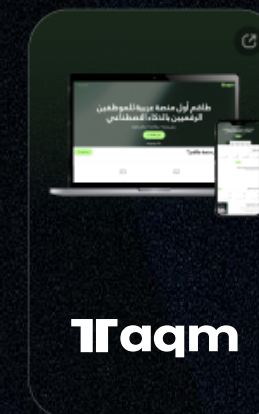
Human Capability Enablement



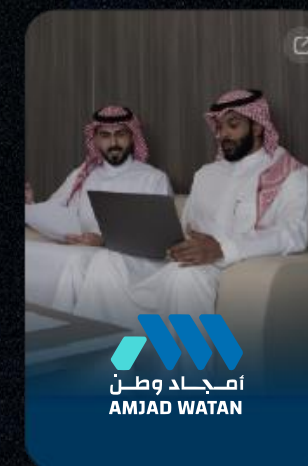
Digital Product Development

Digital Solutions & Innovation

AI-Powered Digital Employees



Exhibitions, Conferences & Experience Management



Management Consulting Solutions

A Tharwah Group company specializing in management consulting, organizational transformation, and AI adoption services.



Human Capital Consulting



Quality & Organizational Excellence



Talent Management



Organizational Transformation & Culture



Organizational & Individual Performance Management



AI Adoption Consulting



100,000+

Consulting Hours

350+

Completed Projects

Nova Assessment Platform

nova.

An assessment platform within Tharwah Group that delivers globally recognized psychometric and technical assessment solutions, accredited by the British Psychological Society (BPS).



Psychometric Assessments



Ability & Language Tests



Competency-Based Interviews



Assessment Centers



Pre-Employment Assessments



Professional Capability Assessments



nova.

The Innovative Psychometric Assessment Tool

Nova is a psychometric assessment platform that provides accurate and timely insights into personality, motivation, cognitive abilities, emotional intelligence, and professional competencies. Designed in line with international standards and tailored to the cultural context of Saudi Arabia and the GCC, Nova delivers a seamless and efficient assessment experience.



Arabic Language Support



Focus on Future Skills



Integrated Interactive Design



AI-Resilient Assessments



Comprehensive 360° Assessments



A leadership assessment framework aligned with the priorities of Saudi Vision 2030.

The first psychometric assessment solution built on a local Saudi benchmarking database.

A Saudi-developed framework accredited by the British Psychological Society (BPS) and the International Test Commission (ITC).

OHBI Platform

OHBI Lab
Healthy place to work

A digital platform owned by Tharwah Group for measuring organizational health, institutional performance, and individual performance.



OHBI Index



Initiative Impact Measurement



Change Management Tracking



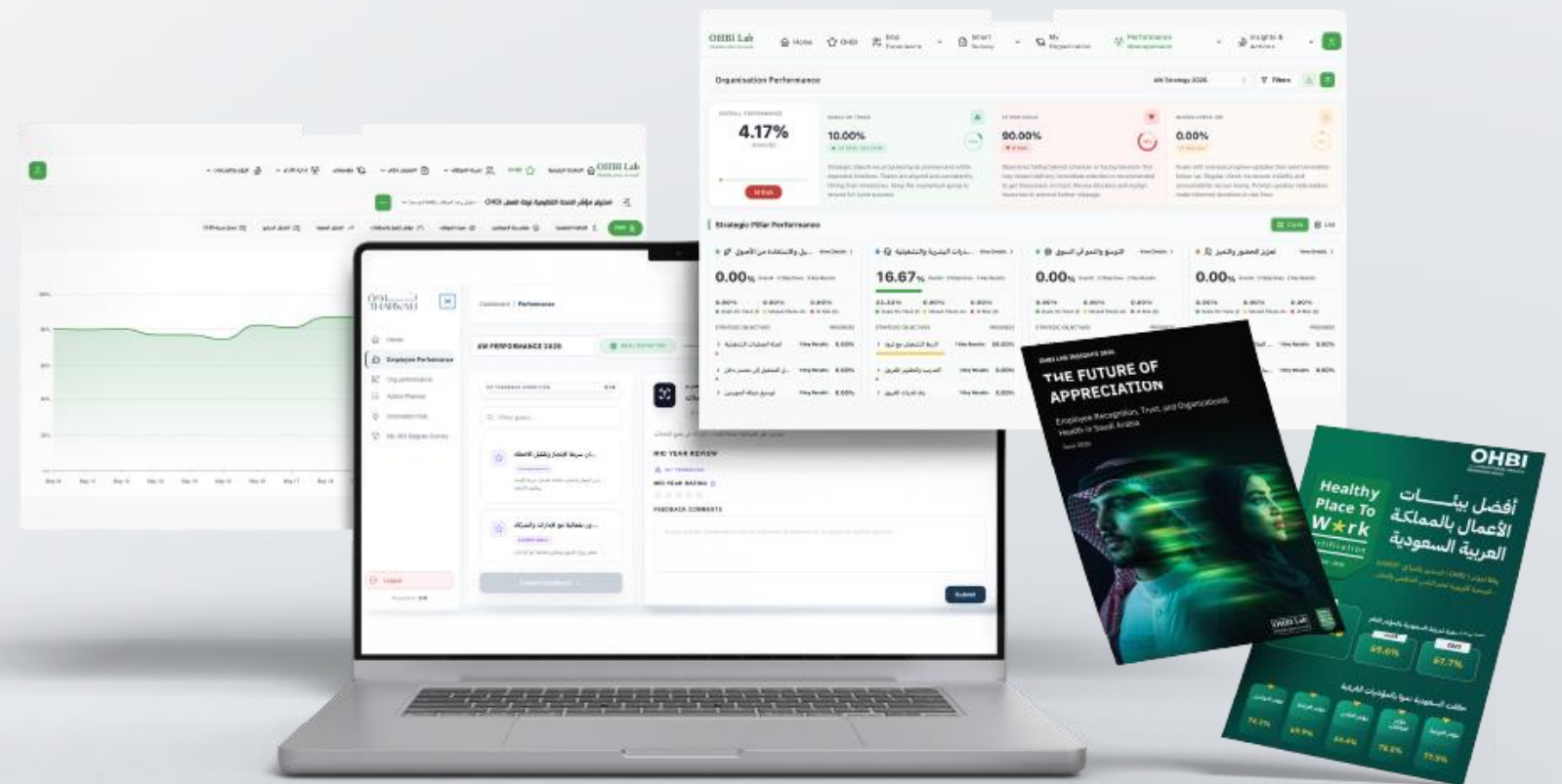
Strategic Organizational Performance Management



Employee Performance Management



Customer Experience Measurement



An AI-powered platform for designing assessments, analyzing results, and delivering actionable insights and recommendations.

Tharwah Academy: Learning & Development Solutions

Training Consulting Services

- Learning & Development Strategy Development
- Assessment of Learning & Development Maturity
- Training Needs Analysis (TNA)
- Training Planning & Budget Design
- Organizational Training Impact Measurement
- Custom Training Program Design
- Training Project Management

Coaching & Mentoring

- Leadership & Executive Coaching
- HiPOs & Succession Coaching
- Career Growth Coaching
- Team Alignment Coaching
- Women Leadership Coaching
- Coaching Unit Setup
- Coaching Training Programs

E-Learning Services

- Learning Management Systems (LMS) Implementation & Training as a Service (TaaS)
- Interactive Content Development
- Hybrid Learning Pathways Design
- Visual Learning Content Production

Digital Tools & Solutions

- Digital Learning & Academy Transformation Consulting
- Learning Analytics & Business Intelligence
- Professional Training Needs Analysis Tool
- Training Planning & Budgeting Tool
- Training Impact Tracker Tool

Talent Development Pathways

- Leadership & Executive Development
- Human Capital Management
- Project Management & Business Analysis
- Strategy & Performance Management
- Business Development & Client Management
- Organizational Excellence
- Events Management
- Procurement & Contract Management
- Technology & AI

Training Programs

- Customized Training Programs
- Professional Certificates
- Professional Soft Skills
- Academic Diplomas

Knowledge Areas

- Human Resources
- Project Management
- Finance & Banking
- Leadership & Management
- Technology & AI

24+ Additional Knowledge Areas



30,000+
People Trained



700+
Coaching Hours



98%
Client Satisfaction



Thrwty Platform



A digital platform owned by Tharwah Group for talent enablement, workforce outsourcing, and recruitment services.



Competency-Based Recruitment



Employment-Linked Training



Executive Search & Leadership Recruitment



Recruitment Process Management



Talent Acquisition

A Competency-Based Talent Marketplace

Connecting talent with opportunities through a competency-driven approach that aligns capabilities with employer requirements and career pathways.



Tharwah Technologies

A Tharwah Group company dedicated to developing digital solutions and supporting the adoption of artificial intelligence technologies across organizations.



Digital Product Analysis & Development



Development of AI-Powered Digital Platforms



Integration of AI with Enterprise Resource Management Systems (ERP)



TAQM Platform

Taqm

A Tharwah Group platform for providing AI-powered digital employees.



Interview Agent



Knowledge Management Agent



Classification & Routing Agent



Customer Service Agent



Appointment Booking Agent



Amjad Watan



Amjad Watan is a Saudi company acquired by Tharwah Group in early 2025, serving as the Group's specialized arm for experience creation and event execution through integrated solutions in exhibitions, conferences, and creative marketing.



Services

- Internal Corporate Event Activation
- Exhibitions & Conferences Management
- Media Coverage Services
- Booth Design & Manufacturing
- Corporate Gifts Design & Manufacturing

A 3,000 m² production facility in Riyadh with large-scale manufacturing capabilities for exhibitions, corporate gifts, and printed materials.



40,000+
Clients Served



50,000+
Events Delivered
with Excellence



245+
Government Entities
Partnered With



550+
Work Environments
Enhanced &
Transformed



The Group Research Center

Beyond its commercial services and products, Tharwah Group contributes to research, innovation, and knowledge development through its research arm, OHBI Lab, which studies organizational developments in the Saudi market and publishes insights locally and internationally.

Flagship Research Publications

Saudi Workplace Organizational Health Report
A research-based assessment of organizational health across workplaces in Saudi Arabia.



Research & Academic Partners



جمعية علم النفس البريطانية

The British Psychological Society (BPS) is the representative body for psychologists and psychology in the United Kingdom. Founded in 1901, it is a registered charity that acts as the professional association and learned society for the discipline.



جامعة الأميرة نورة بنت عبد الرحمن
Princess Nourah bint Abdulrahman University

جامعة الأميرة نورة

Princess Nourah Bint Abdulrahman University, formerly Riyadh University for Women, is a public women's university in Riyadh, Saudi Arabia. It is the largest women's university in the world.



European Association of Work and Organizational Psychology

الجمعية الأوروبية لعلم نفس الشركات

The European Association of Work and Organizational Psychology is the primary professional organization for industrial and organizational psychologists in Europe.



مجلة هارفارد بزنس ريفيو

Harvard Business Review is a general management magazine published by Harvard Business Publishing, a not-for-profit, independent corporation that is an affiliate of Harvard Business School.



Nova White Paper
The Scientific Foundation and Development Methodology Behind Nova



Saudi Employee Appreciation Report
Research exploring workplace appreciation and employee experience across Saudi business environments.

OHBI Research

Development and Validation of the Organizational Health Behavior Index.

A Mixed-Methods Instrument for Measuring
Organizational Health

Frontiers (2025)

Validated through a sequential mixed-methods study
involving 7,548 employees in Saudi Arabia.

The Role of Awareness, Appreciation, and Communication Satisfaction in Shaping Employee Engagement

Frontiers (2025)

Based on a study of 7,548 employees, using structural
equation modeling to examine organizational
engagement drivers.

147

Research Papers & Case
Studies Published Locally
and Internationally

2,000,000+

Saudi Research Data
Records

Organizational Health Behavior Index (OHBI)

A Tool for Measuring Organizational Health

MDPI (2023)

Validated across 3,510 participants representing
five sectors in Saudi Arabia.

Calibrating Internal Communication Satisfaction Within Organizations as an Auditing Index

MDPI (2023)

Validated across 2,071 employees in the Saudi
logistics sector.

28

Organizational
Transformation Projects

3

Accredited Programs in
Organizational Health

What Sets Us Apart

01.



Trust

As a publicly listed company, we are committed to maintaining the highest standards of governance, quality, and financial discipline to ensure long-term sustainability and stakeholder confidence.

02.



Cultural

Deep understanding of the Saudi market context, supported by extensive experience delivering large-scale and strategic initiatives across the Kingdom.

03.



Experience

More than 14 years of experience, supported by local and international expertise, delivering best practices and tailored solutions across sectors.

.04



Integration

An integrated group delivering end-to-end solutions, from assessment and diagnosis through implementation and sustainable impact.

.05



Focus

A dedicated focus on developing and empowering human capabilities.

Leadership Development & Organizational Capability Building

Highlights of Our Leadership & Organizational Capability Development Projects



وزارة الاقتصاد والتخطيط
MINISTRY OF ECONOMY & PLANNING

Consulting and Training
Services Project for the Ministry
of Economy and Planning



الموارد البشرية
والتنمية الاجتماعية

Developing Performance
Management Specialists
Across Government Entities

مطارات
القابضة

Leadership Development
Programs for Matarat Holding
Company

2,000+
Coaching Hours



16,500+
People Trained



94+
Training Programs



98%
Trainee Satisfaction



وزارة الدفاع
MINISTRY OF DEFENSE

Advanced Certificate in Human
Resource Management
(ACHRM) Program for the
Ministry of Defense



برنامج التحوّل
الوطني 2030

Training Programs in Project
Management and Competency-
Based Interviewing



بنك الرياض
Riyad Bank

Professional Development
Programs for Riyad Bank
Employees

Google

KAPLAN

Center for
Creative
Leadership

IN PARTNERSHIP WITH
SRM
BETTER WORKPLACES
BETTER WORLD



Harvard
Business
School

London
Business
School



UNIVERSITY OF
OXFORD

MIT
MANAGEMENT
SLOAN SCHOOL

IESE
Business School
University of Navarra

ICF
International
Coaching
Federation

UNIVERSITY OF
CAMBRIDGE
Judge Business School
Executive Education

INSEAD
The Business School
for the World



وزارة المالية
Ministry of Finance

Revenue Ambassadors
Program for the Ministry of
Finance

SPL

Branch Supervisors
Development Program for SPL
(Saudi Post)

se
السعودية للطاقة

Design and Development of
Training Programs in Finance
and Management

Our Training & Development Partnerships

المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation



Licensed Higher Training Institute

Competency Assessment with Complete Digital Sovereignty

Highlights of Our Competency Assessment Projects



Leadership Selection,
Assessment, and Onboarding
Evaluation Programs



Assessment and Interview
Services for Candidates
Applying to Ministry Grade-
Six Recruitment Competitions



Psychometric Assessment Services
for the Digital Government
Authority Workforce

10,000+
Psychometric Assessments



128
Organizational Assessment Projects



Behavioral Assessment and
Development for the Ministry of
Energy Graduate Development
Program



Leadership Assessment
Project for the Saudi Food &
Drug Authority (SFDA)



Executive Employee
Assessment and Development
Services

nova.

A Leadership Assessment Framework Aligned with
Saudi Vision 2030 Priorities.

The First Psychometric Assessment Solution Built on a
Local Saudi Benchmarking Database.



The British
Psychological Society

A Saudi Framework Accredited by the British
Psychological Society (BPS) and the
International Test Commission (ITC).



Design and Implementation of
an Assessment Center for the
Authority of Zakat and Tax



Psychometric Assessment
Consulting Services



Employee Assessment Program
Supporting Organizational
Change Initiatives

Our Partners



Organizational Culture & Culture Transformation Powered by the OHBI Methodology

Highlights of Our Organizational Culture Transformation Projects



Organizational Culture Transformation Project



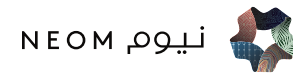
Organizational Culture Transformation Project



Organizational Culture Transformation Project



Workplace Environment Enhancement Project



Workplace Environment Enhancement Project



Workplace Environment Enhancement Project



Organizational Culture Transformation Project



Organizational Culture Transformation Project



Organizational Culture Transformation Project



Organizational Culture Transformation Project



Organizational Culture Transformation Project



Corporate Values Launch Project



12
Certified Organizations

127+
Participating Organizations

1,854,300+
Employees Engaged

Organizational & Operational Excellence

Highlights of Our Organizational & Operational Excellence Projects



Employee Performance
Measurement Program
Across Saudi Government
Ministries



Implementation of the
EFQM Excellence Model
Standards



Readiness & Qualification
Program for the King
Abdulaziz Quality Award



**Gold Tier Ranking
ConsultancyME**

Tharwah was ranked in the Gold
Tier of the best management
consulting firms in the Middle
East, notably excelling in
government sector services.

477+
Consulting Projects



Institutional Transformation
Project for the National E-
Learning Center



Operating Model Design &
Development Project



Governance & Operating
Procedures Development
Project

Our Global and Local Partnerships



جائزة الملك عبدالعزيز للجودة
KING ABDULAZIZ QUALITY AWARD



Human Resources, Strategy,
Quality, and Organizational
Excellence Consulting Services



Human Capital
Transformation Project for
Mawhiba



Performance Management
Development Consulting
Services

Institutional Exhibitions & Conferences

Highlights of Our Institutional Exhibitions & Conferences Projects

Capital Market Authority
Awareness Campaign Project



National Dialogue Award
Ceremony



IFAT Global Conference Media Coverage Management



667+

Events & Conferences
Delivered



Design, Build & Operation of the
Public Investment Fund (PIF)
Conference



Launch of Mawani
Strategic Programs



Monsha'at Ecosystem
Forum



Media Coverage of the Visit of His
Royal Highness Prince Mohammed
bin Salman to South Korea



4.2M+

Event Visitors



Exhibition Booth Design &
Construction Project for the Capital
Market Authority



National Housing Company
Community Celebration



Gulf Smart Investor
Award Ceremony



London Event Coverage in the
Presence of the Minister of Sport



12.9M+

Promotional Gifts
Produced



Enterprise AI Adoption Consulting

Highlights of Our Enterprise AI Adoption Projects



Real Estate Registry (PIF)

Development of an AI model designed to predict employee attrition and enhance workforce retention strategies.

موان MWAN
المركز الوطني لإدارة النفايات
National Center for Waste Management



National Center for Waste Management

Development of an intelligent knowledge system powered by Retrieval-Augmented Generation (RAG) technologies to support the center's participation in exhibitions and conferences.

مركز الملك عبد العزيز
للخيل العربية الأصيلة
King Abdulaziz Arabian Horse Center



Arabian Horse Knowledge Experience

Development of an interactive AI-powered solution that combines Retrieval-Augmented Generation (RAG) and AI video generation technologies to deliver educational content on Arabian horse breeds through voice, visuals, and text.

صدارة Sadara

Sadara

Integration of the ICM employee experience platform with Oracle systems to enable automated retrieval, analysis, and measurement of employee experience data.

المشتري الرئيس
PRINCIPAL BUYER



Principal Buyer

Integration of the ICM platform with Oracle systems to support structured measurement and management of employee performance.



STRATEGIC PRIORITIES FOR SUSTAINABLE GROWTH (GROWTH)

SIX STRATEGIC PILLARS FORMING THE GROWTH FRAMEWORK,
WITH EACH LETTER REPRESENTING A STRATEGIC PILLAR

G**Grow Sustainably**

Growing revenue and improving profitability through diversified revenue streams, proprietary assets, stronger margins, and recurring revenues.

W**Widen Scope**

Expanding the service portfolio into new sectors and specializations, building strategic partnerships, and pursuing acquisition opportunities to access broader markets.

R**Reorganize**

Redesigning the Group's operating model and structure, streamlining affiliated entities, and consolidating shared services to improve efficiency and reduce duplication.

T**Tailor Innovation**

Developing proprietary digital products, including Nova and TAQM, and transforming them into scalable revenue streams through digital channels.

O**Optimize with AI**

Embedding AI across consulting, training, and operational processes to improve quality, accelerate execution, reduce costs, and build a sustainable competitive advantage.

H**Harden Foundations**

Strengthening governance and enhancing capabilities through the implementation of institutional planning systems and readiness requirements for transitioning to the Main Market.



**We Build and Empower Human Capabilities
to Create Positive, Enduring Impact**