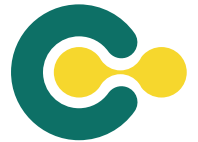


COMPANY PROFILE



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"Reading Reality to Understand Needs"

The factors of change and digital revolution in this era have become a concern for most companies, and rapid e-commerce has emerged as the next generation, providing small quantities of goods directly to customers' doors. As speed and convenience have become more important to customers, we at 'ATHEER CLOUD' strive diligently to provide innovative services that enhance others' experiences and meet customers' expectations for high-quality services.

"Courage of Thought in a Different Reality"

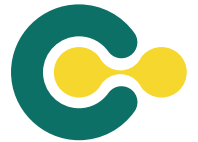
Across three continents and centrally anchored at three points of contact with communities, we work to promote a wide range of locally and globally manufactured food brands to deliver a fast and easy amazing experience right to your door.

"We Connect to Gather Together"

At 'ATHEER CLOUD', we handle many unique products, making us committed to achieving excellence and connectivity with diverse cultures so we can provide the desired convenience to our clients, employees, and partners at every touchpoint.



Who We Are ?



"We Are Wherever You Are"

Since 2014, the team working under the ATHEER CLOUD brand has engaged in readings, research, studies, and in-depth analyses of the highest values relating to those communities and their cultures to blend their alignment with applied digital innovation. From that time onward, we began translating those values into the reality of knowledge and economy in the world of e-commerce. In 2021, we left no effort spare to ensure the comfort of all customers, consistently aligning with the knowledge economy and impact economy to develop policies, plans, and strategies that pave the way for achieving the goals and results we hope will positively reflect on individuals and the environment within those communities, thus creating a balanced behavior in trade mediation services between various food companies and their customers dispersed throughout the communities.

"We work with a compatible mindset to innovate the best services."

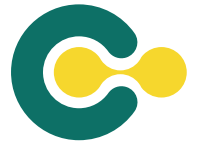
We are a Saudi company striving to align ideas and behavioral actions, blending them with applied digital innovation to offer the best services that meet the expectations of our partners and clients, satisfying all sectors of society. ATHEER CLOUD clearly focuses on providing trade mediation services for food products between manufacturers, investors, stores, and customers based on the data available to each party, as our platform offers the best services tailored to its users.

"Investing in causes positions put you at the turning point."

We believe in the causes and the values and principles they carry, which can directly or indirectly have a positive impact on individuals, society, and the environment. At the same time, we influence our actions on those causes so that they shape our behavior. To achieve the ambitions of our clients, we fully understand those causes so they manifest in our actions. We fully realize those values to turn them into a tangible reality in the lives of our clients so that they can benefit from them. Therefore, we strive to activate and develop our cognitive abilities and skills to instill a spirit of optimism within every community where we unite or find ourselves.



Our Message

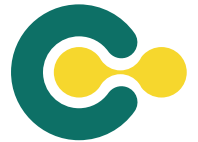


"Measuring impact and reporting on it is an ongoing effort."

To hold ourselves accountable for the genuine response to the real needs of stakeholders, we will use the latest technological means to collect local data to understand the unique cultures and individual needs of local communities. Therefore, at Atheer Clouds, we diligently work on developing the best technologies that support the local economy. We also focus on empowering small partnerships for the prosperity and distribution of various food products so that together with our partners and stakeholders, we can create new and unique shopping behavior models that may invigorate the growth and advancement of communities and economic partnerships in every environment we are present in.

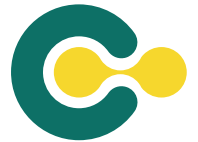


Our Strategy



"What you practice with ease is a continuous behavior."

We believe in the causes of the problems faced by our partners, even when they extend beyond our areas of expertise. We remain jointly responsible and focus together on finding quick and necessary solutions, without making excuses. Therefore, we possess the tools that drive us towards achieving goals and success. We are accountable for the results that occur and are ready to transform any negative value into a true positive one. Hence, we should not fear making decisions, even when faced with uncertainty. Through our strategies, we will support small businesses within residential areas across various geographic regions. We will focus on providing innovative services to those communities and stand by them at every step to empower their growth and meet their aspirations in accordance with their behavior. Our goal is to capture 30% of those businesses within the local market by 2024, and we are excited to achieve this.



Our Economical Values

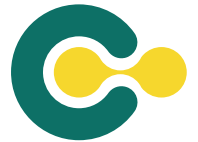
"Achieving goals is accompanied by changing circumstances and behaviors."

Without immersing in idealism, our balanced approach aims to leave a footprint of value and effectiveness in delivering the best innovative digital services and products that align with a different reality in design and community impact.

We actively seek to activate and invigorate the engines of mutual and renewable cooperation, striving to gain the trust of our partners to jointly showcase modern innovations that serve communities across various geographical scopes.

We aim to influence the general climate of online shopping for individuals, families, and societies, presenting optimal steps for an innovative reality aligned with visions and ideas, derived from the inner thoughts, behaviors, and culture of humans to meet their essential and necessary needs in a rapidly changing manner, following a balanced approach in our operational pace and consistent with ethical values.

On another note, alongside creating synergy through the use of external resources and striving to pursue open innovation, we work diligently to amplify our efforts to reap profits derived from our experiences and those of others, sharing them with our partners while always relying on applying the highest standards in both collective and individual competition.



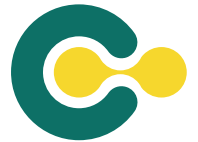
"Contributing to Shared interests for a Rich Life"

Through all the lessons we've learned and the tools we've shared, we recognize the complexity in how others think about managing interests. This inevitable complexity is often the reason behind the crises that occur. If we allow ourselves a moment to truly breathe, we can reflect our vision by sharing successes with stakeholders and creating a significant impact across regions on a large scale—this is the reward we must achieve. This may enhance our ability to assist our partners and the community in realizing our aspirations together.

At Atheer Cloud, we envision being the leading Saudi company in providing commercial intermediary services that will positively influence the behavior patterns of food and beverage trade with its clients, whether on a local, short-term level or a regional, medium-term level. We strive to include more products on our platforms. In fact, we work closely and daily with our local partners to ensure that we deliver services tailored to each region, community, and individual. Most importantly, we are excited to share successes and opportunities with stakeholders to maintain an amazing experience for our clients.



Our Goals



"Being compassionate is the most you can do."

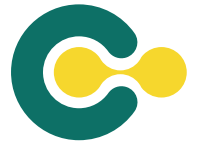
A - One of the most rewarding aspects of working at ATHEER CLOUD is being part of the publishing ecosystem for large, medium, and small local and global products and sharing this with local and other communities, which means sharing the same great values across all borders.

B - At 'ATHEER CLOUD', we focus heavily on providing innovative digital solutions and always aim to achieve the highest level of care and quality in serving our customers, the investors in food and beverage wholesale. This means we need to know many human and technical aspects about each other.

C - At 'ATHEER CLOUD', we are united in sharing with our customers those unique values and successes to make a significant impact across geographic areas. This is the reward that comes with such projects, so our goal is centered on promoting a wide range of local brands first and global ones second, ensuring we provide an amazing experience for our retail clients and consumers in surrounding communities, conveying the message that we influence lifestyles.

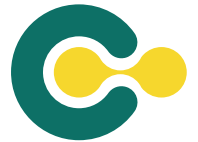


Our Overall Approach



"We leave our mark everywhere, anytime."

Through our successive goals, we strive to pass by our approach, which is characterized by a swift and innovative drive toward meeting the needs of every individual within our community. We apply principles and foundations of collaboration and credibility, resulting in comprehensive outcomes. As a Saudi company rooted in the world of digital commerce, we fulfill all social commitments and responsibilities aligned with our approach to balance our progress. We are always in pursuit of innovative ideas and behavioral patterns that consider the needs of both public and private communities, embodying the authentic approach we aim to implement in practice. This is intended to create economic, commercial, social, and environmental values that positively reflect on any work environment we operate in.

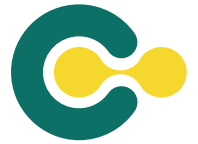


"We innovate technology that helps the world work together"

As a trusted partner in vital networks for food product brokerage services, we are committed to leading in technological innovation through mobile, fixed, and cloud networks, creating value. Our mission at 'Atheer Cloud' is to provide multiple options that align with the aspirations for truly valuable and fruitful services, benefiting all parties, in accordance with quality standards that resonate with user ideas, within a specific timeframe free from performance issues to maintain credibility and sustainability, while bearing the risks of executing commercial transactions.

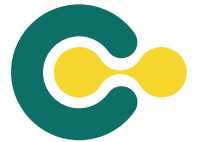


Method of Work



"Learn about our way of doing business"

Based on our philosophy of sharing ideas and applying innovation to practical realities, we engage in collaborative roles to achieve balance and coordination with concepts of thinking and social behavior in human life for everyday shopping. This requires us to think and comply with "The Foundations of Conduct Rules for ECommerce Practices" by sharing information that helps improve service quality with our partners to achieve the desired results, rooted in our company's standards according to local regulatory provisions and relevant international standards. We must continuously measure our professionalism to restore communication bridges, maintain our clients' trust, ensure consumer safety, and sustain the achievement of the highest possible value.

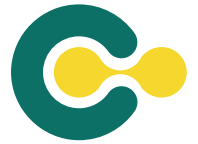


Management and Operational Supervision

"The cause to reap the fruits of success"

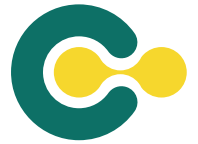
In our field of work, and without diminishing any effort, desire lies and is surrounded by hardships, but this does not mean that we stand in this direction. Rather, we must persevere and sacrifice in order to achieve our goals. Therefore, at 'ATHEER CLOUD' we strive with all our determination to support the desire for career creativity in order to touch a reality that reflects the energy of our team. Individually, in an integrated and sustainable practical manner that meet sthe ambitions of our employees, we help any employee working within our work system to set the mark of intellectual creativity in order to achieve the desired success consistent with our goals.

Quite simply, the company is a community and a family with its employees. We, as one family devote our efforts to giving our family a wealth of opportunities that enable them to exploit their full potential.



"Sometimes, reaching goals requires adventure"

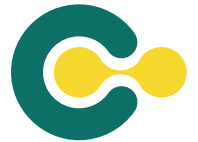
To pave the way for expanding human resource development with technical integration aligned with management principles and to enhance the impact of synergy across the entire management system, we continually strive to bring in the best modern technologies and endeavor in various ways to employ them to support employee desires, aiming to achieve a professional human resource model to maintain the growth of our brand.



Our Unique Methodology in Commercial Mediation

"We create pathways to dreams that will one day become reality"

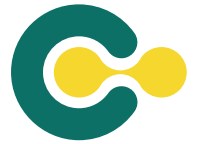
At ATHEER CLOUD, we work to find the best means of comfort and adapt any conflicting behavior with your interests. Thus, we engage in unearthing common disputes of ideas and work closely to enhance concepts and motivations for the use of digital application tools and services. We also provide technical services and develop them within an environment that effectively aligns with the appropriate local regulations to become the leading platform. We play the role of a true value mediator.



"Mediation in Marketing and Distribution"

Due to our constant and ongoing interest, and in response to the desires and needs of our partners, we at 'ATHER CLOUD' work to provide innovative and integrated solutions for assistance. We enhance added value and are pleased to offer practical and comprehensive solutions for the marketing and distribution of food goods and services. We always strive to innovate and implement the best ideas that combine advanced technologies with true value services that can reflect in our consultations and solutions. Each community we work in is analyzed for behaviors that can align with what we offer; otherwise, it is done according to geographic realities. Thus, the community, whether it follows directly or indirectly, is something we diligently aim to achieve the best results in the services we offer our clients, such as the followings:

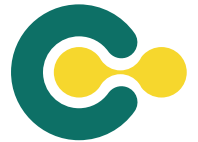




Mediation in Wholesale Trade of Imported Food Goods and Domestic Supply

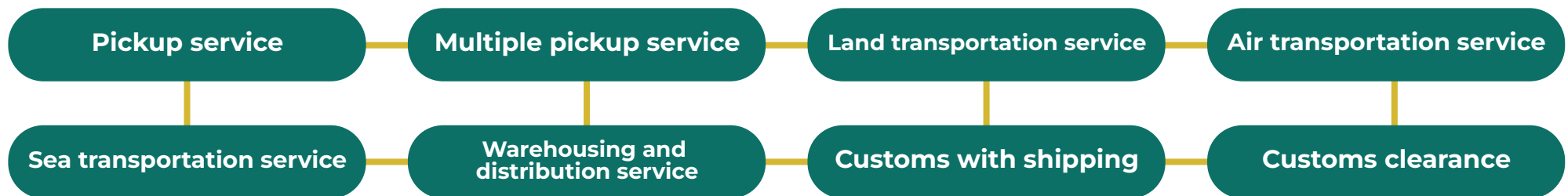
“The Changing World, Where Adventure Makes a Difference”

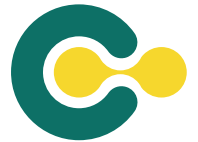
Through comprehensive and targeted digital surveys and by leveraging the latest advancements in modern technology, the reform development team at ‘ATHEER CLOUD’ periodically assesses market needs and interests in food and various related products. Additionally, we separately conduct local market surveys to update all preferences to swiftly meet our clients' and partners' demands. To align our actions with our commitments, our teams work on predicting our marketing responses based on principles that are widely disseminated across all service expression applications offered to our clients.



"Mediation in Logistics Services"

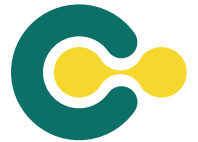
In our logistics company, 'ATHEER CLOUD' manage a model of multidisciplinary and multi-faceted services, combining this with the best advancements in digitalization within the logistics field for food products. Our team provides comprehensive collection and delivery services to and from consumers. Our specialized and trained employees in the logistics "ATHEER CLOUD" utilize advanced transportation management system techniques to manage materials and shipments entirely, ensuring effective scheduling and optimal planning of shipping routes.





"We aspire to reach a more beautiful future."

Our employees, driven by an unlimited passion for excellence at ATHEER CLOUD, ensure that everything we do positively impacts our partners and clients. We execute our tasks without hesitation and continuously strive to develop the best services. Therefore, we aim for excellence, and with the support of our employees, we will always be at the forefront of companies providing integrated e-commerce solutions for food products.



"Striving to fulfill our promise."

At ATHEER CLOUD, our committed community has responsibilities and obligations towards quality standards and the correct implementation of systems and procedures. This makes a difference. We are dedicated to complying with local laws and regulations, alongside strict adherence to global codes of conduct and quality standards for all employees, allowing us to build mutual trust with various stakeholders, including clients, shareholders, employees, business partners, and local communities. With the aim of becoming one of the most ethical companies, we are committed to applying the highest standards of integrity and security while continuously training our employees and continuously operating monitoring systems for fair and transparent management.

We consider ourselves guardians of your
trust and stewards of our shared resources



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