

alpha

مجموعة ألفا الاستشارية  
Alpha Consulting Group



We at Alpha Consulting Group are pleased to provide you with a brief overview of the firm, the services we provide, and our team. We hope that our firm will meet your business needs.



## Introduction



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### • OUR STORY

Alpha Consulting Group is a leading Saudi professional company specializing in integrated quality consultancy and professional services in the financial and accounting fields to the business sector.

Alpha Consulting was established in the Kingdom of Saudi Arabia in 2014 and provided limited financial and accounting consultant services. In 2021, we acquired Almofadda CPAs & Consultants Company and Alpha Valuation Company. These acquisitions created a new chapter for providing integrated financial and accounting services.

This Group has become one of the most distinguished professional and consulting enterprises in the region by providing a wide range of quality advisory and professional services. The Group has more than ten licenses in various fields including accounting, auditing, valuation, and zakat and tax consultancy.

Our team includes qualified and diverse professionals who have extensive experience in providing integrated consulting and professional services both within and outside of the Kingdom of Saudi Arabia.

We are proud of what we have achieved for our clients, past and present,

and strive to win the trust of new clients to help them achieve their goals through ambitious strategic relationships.



- **OUR VISION**

To become the professional partners for many businesses by providing quality consulting services in the financial and accounting fields in the Kingdom of Saudi Arabia.

- **OUR MESSAGE**

We work to provide integrated consulting and professional services in the financial and accounting fields. Our experienced and passionate teams strive to provide excellent quality for all clients while building long-term partnerships. We are continuously improving and streamlining our operation while also remaining flexible to accommodate clients of all backgrounds.

- **OUR TARGET**

Changing for the best.

- **OUR OBJECTIVES**

- Achieving overall excellence in all our services.
- Add value and positively impact our clients' work and allow them to achieve their goals.
- Growing alongside our partners.
- Achieving sustainable personal and professional goals for our consultants by providing a stimulating and attractive working environment.
- Ensuring professionalism and quality in all our activities to build a stellar reputation that matches our level of service.
- Build and strengthen a professional relationship with our consultants, business partners, clients, employees, the community, and all other stakeholders.

- **OUR VALUES**

- Provide outstanding services.
- Create effective partnerships.
- Maintain professional ethics.
- Build and maintain a strong reputation.

- **OUR PHILOSOPHY**

- Implement appropriate technology and build databases to streamline our operation.
- Work in accordance with best practices.
- Work quickly and efficiently while paying close attention to detail.
- Hire staff who will work effectively with our clients.
- Create a flexible and caring work environment that cares for our employees.
- Provide ongoing customer support.



# Our Services



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## Our Services

The group's work team, in Alpha Consulting Group, provides a many of professional services in the financial and accounting fields in accordance with the best and finest professional practices, and these services include the following:



Developing strategic advisory, financial modeling, financial analysis, digital transformation, risk management, and business modeling.

### Consulting



Providing corporate & intangible assets valuation.

### Business Valuation



Filing zakat and tax returns, filing objectives to zakat assessments, tax restructuring, and zakat and tax consulting.

### Zakat & Taxes



Providing corporate liquidation, bankruptcy, financial restructuring, accounting expertise to the judiciary, receivership, and arbitration.

### Forensic Accounting



Providing all transaction objectives including the buying or selling of businesses, creating investments, restructuring a business, joint ventures, and M&A.

### Transactions Advisory



Providing comprehensive accounting services, including setting up accounting cycles and programs, bookkeeping, overseeing accounts, and preparing financial statements (for small and micro enterprises exempt from audit), in addition to internal audit services and local content services.

### Accounting & Auditing



M&A teams leverage our market knowledge for in-depth research on a potential target's business capabilities across different functional areas & benchmarking with peers.



Raising capital can be a challenging "adventure" unless you are expert in the various kinds of financings and have access to an array of capital sources



Selling a company is one of the most serious decisions business owners will make during their lifetime. We guide our clients throughout selling process



Enabling strategic portfolio management and better divestments that help you improve value from the sale of an entire company, carve-out, spin-off or joint venture.



Due diligence is a precautionary process that reduces transaction risk by collecting and analyzing the material facts of the other party in a business transaction. This enables buyers, investors, lenders, partners and other potential stakeholders to a transaction to fully assess the risk of a transaction.



## Business Valuation

Business valuation is a general process of determining the economic value of a whole business or company unit.

## Valuation Standards

Our Valuation is in consistent with The International Valuation Standards (IVS)

## Valuation Methods

There are three main valuation methods used by industry practitioners:

- (1) Income Approach
- (2) Market Approach
- (3) Cost Approach

## Reasons for a Business Valuation

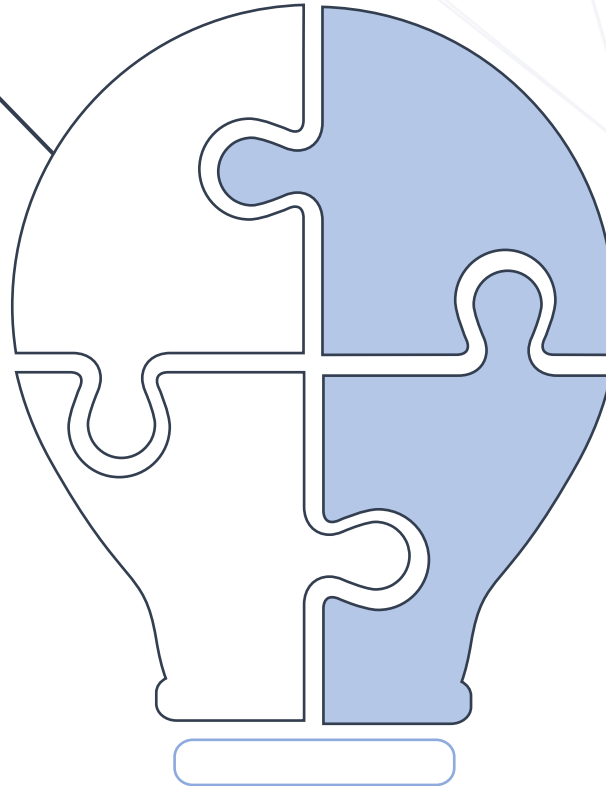
Business valuation can be done for Exit Strategy Planning, Buy/Sell Agreements, Shareholder or Partnership Disputes, Mergers and Acquisitions, Funding, Litigation Support and many other reasons.



### Corporate Valuation



Justifying the value of assets and liabilities has grown more complex and critical for most businesses. Our experienced professionals bring excellence in accounting, taxation and financial due diligence, providing integrated solutions that help clients make better quality decisions around value



### Intangible Assets Valuation

- Intangible assets is a non-physical assets such as franchises, trademarks, patents, copyrights, goodwill, equities, mineral rights, securities and contracts (as distinguished from physical assets) that grant rights and privileges and have value for the owner.
- Valued assets such as patent license agreements and technology using 'RFR' and 'MPEEM' methods.
- Intangible assets valuation includes assessed contribution of each entity to the overall Intellectual Property (IP) and recommended an Equity stake consideration to the board.



# Accounting and Auditing

Building accounting systems within the company, starting from its accounting and documentary cycles, its accounting policies and procedures, and choosing the most appropriate accounting software tool including chart of accounts and cost centers.



**Accounting Establishment**

Performing agreed-upon procedures relating to financial information (IFRS 4400) which are procedures agreed between an entity and a third party to produce factual findings about financial information or operational processes. Including measuring **Local Content Score** and other local content services.



**Special Reports and Agreed-upon Procedures**

Developing and maintaining a company's overall financial processes by providing a professional bookkeeper.



**Bookkeeping**



**Internal Audit**

Internal auditing is an independent, objective assurance and consulting activity designed to add value to and improve an organization's operations.



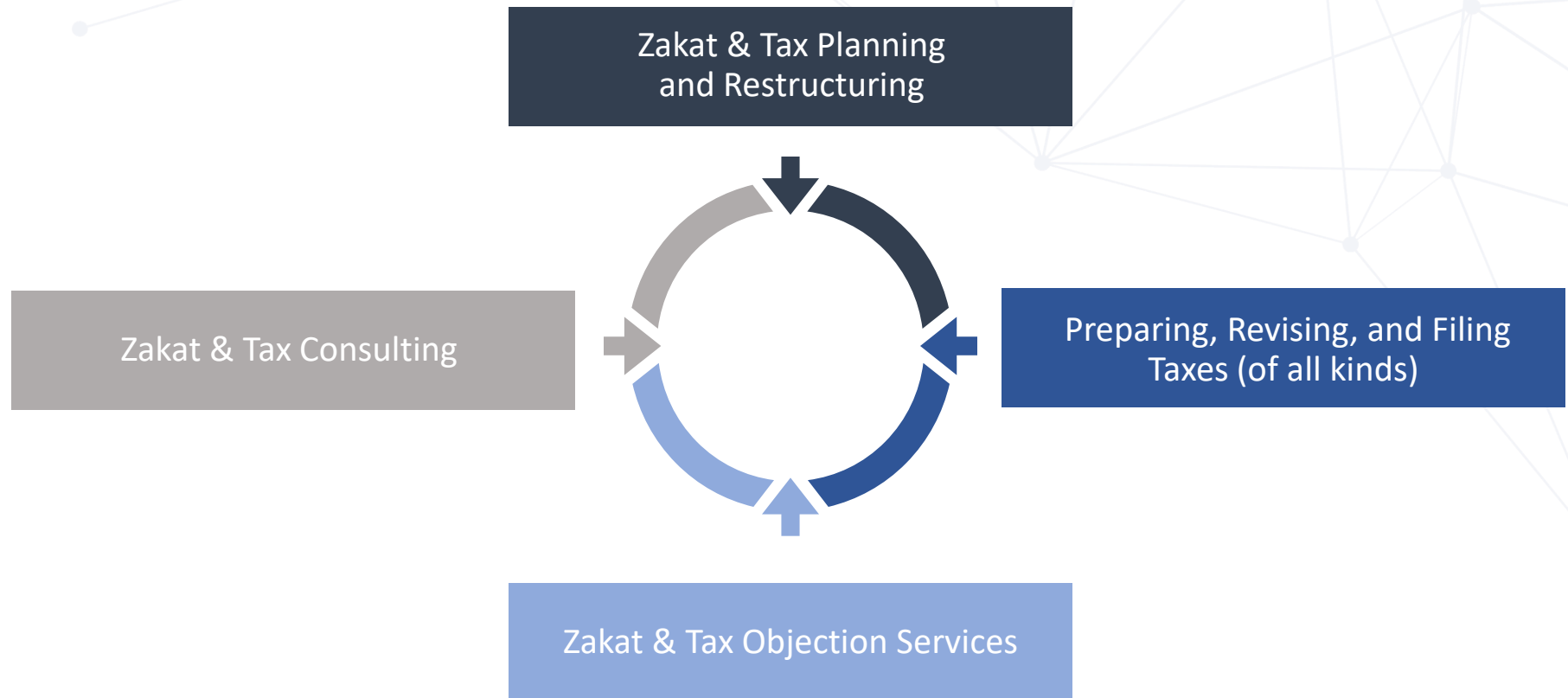
**Annual Budgeting & Internal Reporting**

A main pillar for monetary control is making regular budgeting for expenditures, cash flows, and others. Also, each entity has a specific reports that management needs to help for decision making.



**Preparing financial statements**

The process of collecting and summarizing the financial data of an entity to provide a clear and comprehensive picture of its financial performance through the balance sheet, income statement, statement of changes in equity, and cash flow statement for a specific period. This information is then prepared in a specific format to be submitted to the Ministry of Commerce by the authorized person.



COMMERCIAL  
ARBITRATION

ACCOUNTING EXPERTISE

BANKRUPTCY



RECEIVERSHIP

FINANCIAL RESTRUCTURING

LIQUIDATION  
OF COMPANIES

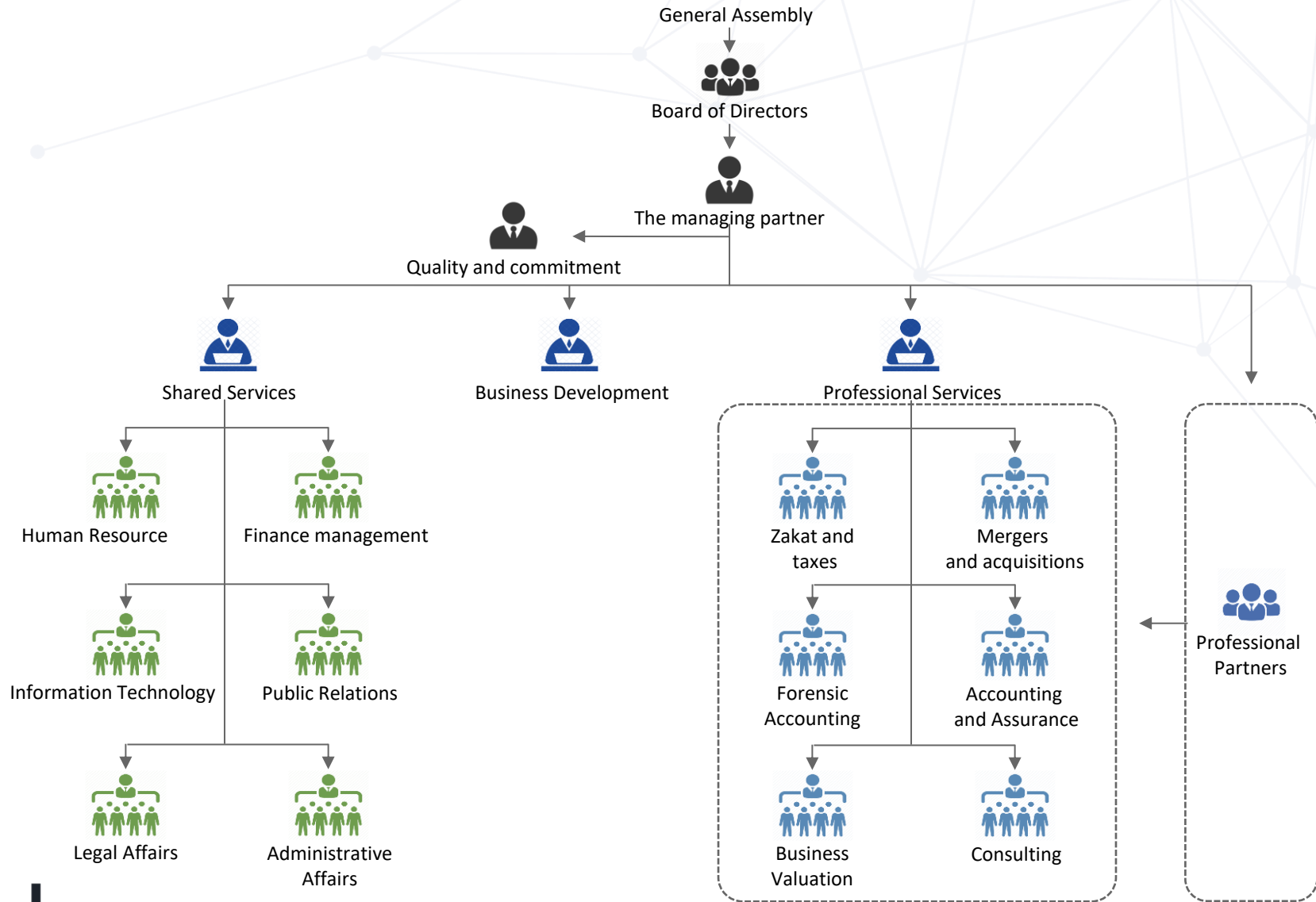


## Organizational Structure

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# Organizational Structure





Licenses



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## Licenses



وزارة التجارة  
Ministry of Commerce

- License to practice the financial consulting profession (for non-securities) No. (968887)
- License of Zakat and tax consulting by the Ministry of Commerce No. (15065)
- License of management consulting by the Ministry of Commerce No. (15058)
- License of management consulting by the Ministry of Commerce No. (11112)



SOC PA  
الهيئة السعودية  
للمحاسبين القانونيين

- License of Certified Public Accountant by the Saudi Organization for Certified Public Accountants (SOCPA) No. (624), (804), (982), and (1021).



لجنة  
الإفلاس  
Bankruptcy Commission

- Bankruptcy commission license to conduct business of Bankruptcy Trustee No. (141016)
- Bankruptcy commission license to conduct business of Accounting Experience No. (241041)
- Bankruptcy commission license to conduct business of Expert in Evaluating Economic Establishments No. (242084)



تقييم  
TAQEEM

- License of business valuation by The Saudi Authority for Accredited Valuers (TAQEEM) No. (3912000019) and (4412000068)

هيئة المحتوى المحلي  
والمشتريات الحكومية  
Local Content & Government  
Procurement Authority



- ACG has been approved to audit and review the local content score



- Wafi license For the accounting supervision of off-plan sales projects No. (A143)



## Our Team

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## Our Team



### Azzam Almofadda

MBA, SOCPA, FB TAQEEM  
Cert. Dir.



- Certified public accountant licensed by the Saudi Organization for Certified Public Accountants.
- Certified business valuer and licensed by Saudi Authority for Accredited Valuers (TAQEEM).
- Bankruptcy trustee and expert licensed by the Bankruptcy Commission.
- Certified Board Director by GCC Board Directors Institute (GCC BDI).
- Fellowship of Saudi Organization for Certified Public Accountants.
- Fellowship of Saudi Authority for Accredited Valuers (TAQEEM).
- Fellowship of Islamic Financing Fiqh and Disputes Settlements.
- Legal advisor fellowship In the jurisprudence of Islamic finance and dispute settlement.
- General Certificate of Securities Transaction (CME-1).
- Master's degree in Financial Management from the Arab East colleges (formerly Al Faisal).
- Bachelor's degree in Accounting from King Saud University.
- Bachelor's degree in Law from Imam Mohammad Bin Saud Islamic University.
- More than 20 years of supervisory and executive experience in managing, developing, and valuating investments and companies in the GCC.
- Founder of Alpha Consulting Group.
- Associate Lecturer in the Department of Finance at Imam Mohammed Bin Saud Islamic University.

## Our Team



**Dr. Adel  
Almomen**

PhD, CFA, FRM



- Certified Financial Analyst by the Institute of Financial Analysts, USA (CFA).
- Certified Financial Risk Manager by the Global Association of Risk Professionals.
- Ph.D. in Financial Management from the University of North Texas.
- Master's degree in Financial Management from the University of Scranton.
- Faculty member at the Faculty of Business Administration - Department of Finance at Prince Sultan University.
- Former Head of Finance and Investment Department at the Faculty of Business Administration at Imam Mohammed Bin Saud Islamic University.
- Extensive experience in financial consulting and research. Has provided advisory and research services for both the public and private sectors, And he is associate member of the Institute of Financial Analysts of the United States of America.

## Our Team



**Rayan  
Almofadda**

MBA, SOCPA, BGS, FB TAQEEM



- Certified public accountant licensed by the Saudi Organization for Certified Public Accountants.
- Certified business valuer and licensed by Saudi Authority for Accredited Valuers (TAQEEM).
- Master's degree in in Financial Management from Indiana University, USA.
- Fellowship of Saudi Organization for Certified Public Accountants (SOCPA).
- Fellowship of Saudi Authority for Accredited Valuers (AB TAQEEM).
- Bachelor's degree in Accounting from King Saud University.
- Member of the committee for discussing fellowship projects in the Saudi Authority for Accredited Valuers.
- Cooperative trainer to provide business valuation courses at the Saudi Authority for Accredited Values.
- Variety of experience in the fields of financial consulting, training, and valuation. He has provided consulting services to many local companies and institutions, including American companies during his Master's degree studies in the United States.

## Our Team



**Musaab  
Alhadlaq**

MSAcc, SOCPA, CertIFR,  
VAT Specialist



- Master's degree with honors degree in Accounting from the University of Dallas, USA.
- Certified public accountant licensed by the Saudi Organization for Certified Public Accountants (SOCPA).
- Certificate of Value Added Tax Specialist from the Saudi Organization for Certified Public Accountants (VAT Specialist).
- Bachelor's degree in accounting with honors degree from Imam Muhammad bin Saud Islamic University.
- Certified by International Financial Reporting Standards (CertIFR).
- He managed several projects related to accounting, including: the "Accounting Standard for Endowment" project with AAOIFI, and the "Zakat Accounting Course for Bachelor's Students" project.
- Lecturer in the Accounting Department at Imam Muhammad bin Saud Islamic University (formerly).
- He has experience in the field of accounting and zakat consultancy and project management.



# Our Team

## TECHNICAL TEAM:



### Abdulmajed Genbaz - Business valuation Manager

- Master of Business Administration
- Bachelor of Finance and Banking
- Certified Management Accountant (CMA)
- Membership Saudi Authority for Accredited Valuers (TAQEEM)
- Certificate in International Financial Reporting (Cert IFR)
- Business Valuation Certificate
- Financial Modeling & Valuation Analyst (FMVA)
- General Certificate for Securities Dealing (CME-1)
- Power BI Data Analyst Associate



### Latifa Al-Hamdan – Senior Accounting Consultant

- Bachelor of Accounting



### Afnan Al-Khamees - Financial Analyst

- Bachelor of Finance and Investment
- General Certificate for Securities Dealing (CME-1)



### Waad Alamri – Accounting Consultant Assistant

- Bachelor of Accounting



### Abdulaziz Al-Awshan - Consultant

- Bachelor of Accounting
- Saudi Fellowship of Certified Public Accountants (SOCPA)
- Accounting Technician (CAT)



### Hajjar Al-Mutairi – Senior Accounting Consultant

- Bachelor of Accounting



### Manal Aldowd – Project Coordinator

- Master's degree in public administration.
- Bachelor's degree in Business Administration.
- Certified Project Management Professional (PMP)



### Sarah Alhumud–Trainee

- Bachelor of Accounting



### Muhammad Al-Sultan – Consultant Supervisor

- Bachelor of Accounting
- Diploma in Corporate Governance
- VAT Specialist Certificate
- International Certified Corporate Governance Officer (ICCGO)



### Reem Aldalbahi – Senior Governance Consultant

- Bachelor of Law
- Certified Governance, Risk Management and Compliance Audit (GRCA).
- Certified Governance, Risk Management and Compliance Professional (GRCP).
- General Certificate for Securities Dealing (CME-1)



### Abdulrahman Alfaryan – Assistant Legal Consultant

- Bachelor of Islamic Law (Sharia)



### Abeer Alqahtani–Intern

- Bachelor of Accounting



### Saad Al-Zayed - Transaction Advisory Supervisor

- Bachelor of Science in Business Administration and Finance
- Membership of Saudi Authority for Accredited Valuers (TAQEEM)
- Level 3 Certificate in Corporate Finance (CME-5)
- International Certificate in Wealth and Investment Management (CME-4)
- General Certificate for Securities Dealing (CME-1)
- International Certified Corporate Governance Officer (ICCGO)
- Accounting Technician (CAT)



### Albaraa Alsaleem – Senior Auditor

- Bachelor of Accounting
- Saudi Fellowship of Certified Public Accountants (SOCPA)



### Khalid Alhamdan – Assistant Financial Analyst

- Bachelor of Finance and Investment
- General Certificate for Securities Dealing (CME-1)
- Financial Modelling and Valuation Analyst (FMVA).



### Munira Al-Abdulwahed – Intern

- Bachelor's Degree in Law



### Abdullah Alrowaigh – Consultant Supervisor

- Bachelor of Accounting



### Sultan Al-Attar – Senior Financial Analyst

- Bachelor's Degree in Finance
- General Certificate in Securities Dealing (CME-1)



### Fawaz Alrumikhan – Accounting Consultant Assistant

- Bachelor of Accounting
- Certificate in International Financial Reporting (Cert IFR)
- General Certificate for Securities Dealing (CME-1)



### Rayan Alhuwaydi– Intern

- Bachelor of Accounting

## ADMINISTRATIVE TEAM:



### Abdullah Bajbir – Administrative Supervisor

- Diploma of Computer Programming
- Member of the Saudi Council of Engineers
- Experience in administrative affairs, human resources, secretarial works and follow-up.



### Afnan Albdah – Human Resources Supervisor

- Bachelor of Information System
- Experience in managing human resources and administrative affairs.



### Razan Alshetwi– Human Resources Specialist

- Bachelor of Human Resources Management.
- Experience in managing human resources.



### Reem Hamdy– Senior Graphic Designer

- Bachelor of Graphic Design and Digital Media
- Experience in graphic design, digital and visual media, digital marketing, advertising.





# Our Clients



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## Our Clients

We are honored to serve many government and private entities, including:

### ▪ GOVERNMENTAL AND SEMI-GOVERNMENTAL SECTOR



### ▪ PROFESSIONAL AND FINANCIAL SERVICES SECTOR



### ▪ INFORMATION AND COMMUNICATION SYSTEMS SECTOR



## Our Clients

We are honored to serve many government and private entities, including:

### HEALTHCARE SECTOR



### MANUFACTURE SECTOR





## Our Clients

We are honored to serve many government and private entities, including:

- **FOOD SECTOR**

نفوذ القابضة  
NOFOTH HOLDING

Shmoh Al-Madani  
شركة شمور العاصمي ذ.م.م.

falconpack  
YOUR FOOD IS SAFE WITH US

SPAR  
سبار

السيدحان  
AL SADHAN

جازادكو  
JAZADCO

Banka

ماتحاق  
mathaqa

آتون  
Aton

SHAWAR  
MEEZ  
شاورميز

الهودج  
alhowdaj

كوزي  
KOOZI

الريف للسكر  
AlReef Sugar

شركة نمو القابضة للاستثمار  
NOMOU INVESTMENT HOLDING CO.

GOZL  
جوزل  
RESTURANT

بلوتو  
Pluto

أنست  
anast

زارك  
zark

شركة عبدالعزيز التوجري للتجارة  
ABDULAZIZ ALTUJRI TRADING CO

شركة السالك تيرموك  
TFC  
Tabuk Fisheries Company

قصر غامدان  
QASSR GHAMDAN

دوشك  
Dushk

SPECIAL  
FOOD  
COMPANY

مذاق  
ورق  
عنب

## Our Clients

We are honored to serve many government and private entities, including:

### ▪ SERVICE SECTOR



### ▪ OTHER SECTORS



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