

## Obeikan Digital Solutions (ODS) Launches Head Office in Egypt to Offer Innovative Technologies to Businesses

*The move comes as part of the Group's strategy to lead the digital transformation efforts in the MENA region*

**Eng. Abdallah Obeikan:** The Group is committed to supporting the Egyptian market, believing in the country's potential in the digital transformation sector. This is an integral part of Egypt's Vision 2030 and aligns with Saudi Vision 2030. •

**Dr. Hesham Dinana:** The company is cementing its presence in the local market through a series of strategic partnerships between ODS and government bodies during the coming period •

**Mohamed Khalil:** Obeikan aims to be the "Business Partner of Choice" in digital transformation in manufacturing, education, human capital management (HCM), and enterprises across different markets •

**Cairo, January 18, 2023:** Obeikan Investment Group (OIG) announced a significant expansion of its presence within the Egyptian market with the opening of the headquarters for its digital subsidiary, Obeikan Digital Solutions (ODS), in Cairo. The move is part of OIG's strategy to provide the best-of-breed technologies to the business community, helping to drive digital transformation in the Egyptian market. The announcement came in a press conference attended by Eng. Abdallah Obeikan, CEO of Obeikan Investment Group, Dr. Hesham Dinana, Chairman of Obeikan Egypt, and Mohamed Khalil, Chief Commercial Officer of Obeikan Investment Group.

As part of its ambitious strategy to draw the digital transformation map in the Arab region, OIG aims to become the "Business Partner of Choice" in digital transformation in manufacturing, education, human capital management (HCM), and enterprises. Banking on the conglomerate's 40+ years of experience, ODS is exporting the decades-long know-how coupled with the cutting-edge digital solutions and the product of its R&D investments in order to support organizational digital transformation in Egypt, in line with the country's digital transformation strategy.

Obeikan Investment Group (OIG) is a family-run business, founded in 1982 by the Obeikan family. With headquarters in Riyadh, today, OIG has strong foothold in manufacturing, packaging, printing, supply chain, and education, and other diversified investments. On top of being the leading provider of fully integrated packaging solutions in the region, OIG had a growing focus on digital transformation; providing proven models that helps manufacturers and enterprises to achieve operational excellence with productivity-enhancing applications, and performance improvement end-to-end solutions.

On this occasion, Eng. Abdallah Obeikan, CEO of Obeikan Investment Group, stated that inaugurating the office of its flagship digital arm, Obeikan Digital Solutions, is part of the group's expansion strategy and a continuation of the its 40+ years of experience in the KSA, in education, technology and other industries. "Today, OIG is in the forefront of manufacturing, packaging, printing, supply chain, and education. With more than 3,000 employees and USD 1.6 bn assets, OIG operates in 16 countries through 20 factories and 25 companies, achieving a whopping USD 1 bn sales volume and 22 bn packs manufactured annually," he further added.

ODS operation in Egypt reflects the company's commitment to the Egyptian market. "We believe in the country's potential in the digital transformation sector. This is an integral part of Egypt's Vision 2030 and aligns with Saudi Vision 2030. Egypt and Saudi Arabia have long-term mutual interests in different developmental and investment fields. Such strong bilateral relationships have prompted the group to expand in the Egyptian market through Obeikan Digital Solutions, to further enable the country's digital transformation efforts as part of Egypt Vision 2030," Obeikan added.

He went on to say that Obeikan Digital Solutions' presence in Egypt speaks to the company's dedication to the Egyptian market and the immense possibilities they see within the digital transformation space, thanks to the efforts made by H.E President Abdel Fattah El-Sisi. "The solid ties between Egypt and Saudi Arabia have encouraged the group to expand even further in the Egyptian market. This expansion comes in line with KSA's strategy and efforts, particularly in digital transformation policies, led by H.H King Salman and H.H Crown Prince Mohammed bin Salman." Obeikan highlighted.

At the helm of Obeikan Egypt, Dr. Hesham Dinana, commented on the ample chances existing in the digital arena in Egypt, which are being stimulated by the government's efforts in establishing futuristic infrastructures that utilize digital and technology-savvy solutions, as seen in the construction of fourth generation cities. He went on to say that the company puts its decades of knowledge to use and aims to bring forth outstanding digital facilities including a wide range of services and solutions pertinent to various industries and sectors, in alignment with the Egyptian government's "Digital Egypt" initiative.

The move seeks to further expand the company's portfolio and customer-base. With the aim of fortifying its role in the Egyptian market, ODS plans to form partnerships with the government, such as an agreement with Industrial Modernization Centre (IMC) to drive the digital transformation in the manufacturing companies and provide industry 4.0 solutions to meet the needs and another MoU with Arab Academy, among other entities.

For his part, Mohamed Khalil, Chief Commercial Officer of Obeikan Investment Group, stated "Obeikan aspires to be the leading business partner in digital transformation in several key sectors namely; human capital management (HCM), industrial operations, manufacturing, enterprises, and education. We want to pass on over 40 years' knowledge and digital expertise to promoting digital transformation of companies and governments in different markets that we operate in, utilizing our leadership in digital transformation R&D."

"For the coming period, OIG is putting forth a strategy to grow its operations and expand its investments with an experienced portfolio of over forty years. Not only has OIG provided the latest learning management system (LMS) and student management system (SMS) in the education sector, OIG has emerged as the region's preeminent for innovative digital services and complete solutions for HCM, industrial operations, manufacturing, enterprises, and education through digital transformation processes." Khalil highlighted.

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### **About Obeikan Digital Solutions**

Launched in 2017, Obeikan Digital Solutions (ODS) helps manufacturers and enterprises to achieve operational excellence with productivity-enhancing applications, and performance improvement consultancy. ODS grants its

customers access to leading-edge, tried and tested digital technologies that add significant value to their operations.

Banking on the conglomerate's 40+ years of experience, Obeikan Digital Solutions operates with the goal of offering the best-in-class technologies to the business sector, supporting their digital transformation strategies. Today, Obeikan offers 20+ products in 3 key business areas, namely manufacturing, enterprises and supply chain. Obeikan Digital Solutions has created six different marketplace apps covering a broad expanse of strategic business functions within any organization: "Shamel", "Madar", "Saned", "O3 Smart Manufacturing Platform", "Hodhod" and "Saned Utilities".

### **About Obeikan Investment Group (OIG)**

Obeikan Investment Group (OIG) is a family-run business, founded in 1982 by the Obeikan family with a single commercial print shop. With headquarters in Riyadh, today, OIG has strong foothold in manufacturing, packaging, printing, supply chain, and education, and other diversified investments. On top of being the leading provider of fully integrated packaging solutions in the region, OIG had a growing focus on digital transformation.

Aiming to drive forward social and economic growth with the strength of local manufacturing excellence, the company is one of Saudi Arabia's 100 largest companies, with USD 1 bn sales volume, USD 1.6 bn Assets and 22 bn packs manufactured annually. With more than 3,000 employees, OIG operates in 16 countries through 20 factories and 25 companies.

Today, OIG is harnessing the power of technology to become constantly better—more productive, more precise, more responsive—in everything we do. Now, digital transformation of our operations is the common imperative across all of our business lines, elevating our products and service to ever-higher levels, reducing production costs, and preserving the environment.