

# NEW HORIZONS

Operating in 150+ countries





# CONTENT

1-AW Holding is growing	①
2-The Launch Of AW Egypt	②
3-Economic Insights On AW KSA	③
4-New Comers Announcement	④
5-Birthday Celebrations	⑤
6-A New Life For AW Family Members	⑥
7-Successful Stories	⑦-8
8-A Message From Our Chairman Mr. Ayman Al Wadi	⑨



# "AW Holding Is Growing"

With the evolving impacts of globalization and the dramatic diversity of businesses nowadays, we were encouraged to explore **NEW HORIZONS** and take positive steps forward towards the expansion of AW Holding.

**Today**, as we closely study the business needs and market demands of every marketplace before we attempt to penetrate it, we pride ourselves in **mastering** the provision of our solutions that caters to every requirement.



## MR. YASSIN NURU

### AW Egypt General Manager

Amongst the considerable explorations of new opportunities, it is important to remember that the roads taken by AW Holding to reach such significant results are the product of the people. In the expansion processes, our major concern is always to choose the right employees that will continue to work towards the vision we share as a family because we believe that people are the greatest asset of any business, and thankfully we were right!

# The Launch Of AW Egypt



In the continuous pursuit of great accomplishments, we consider the launch of AW Egypt office a significant one. Not only is it the perfect representation of our brand identity, but the workflow and team spirit are already kicking in hard, and just after a few months.

AW Holding INT'L is looking forward to all the contributions and has great faith in the substantial efforts the team in Egypt is going to make. To the powerful Debt Collection team, the fierce Translation team, the persuasive Business Development team, the dedicated Tele Sales team, the Contact Center team, the creative Digital Marketing team, the precise Finance team, and the supportive HR team..



**We wish you all the luck in the world with your future missions.**



# Economic Insights On AW KSA

Q&A Session With Abdulrahman Bin Ali Al Moslfeh



**Q: To what extent were the impacts of the pandemic on KSA's economy?**

**A:** Saudi Arabia, the land of opportunities, is set to be one of the fastest growing economies in the world. Being among the few countries that quickly recovered from the pandemic, Saudi Arabia's gross domestic product advanced 12.2 percent year-on-year in the second quarter of 2022. This was the strongest growth in the GDP since the third quarter of 2011, according to Trading Economics.\* AW KSA is exploiting the benefits of this economic emergence with its holistic gear of solutions, especially after the effects of the pandemic in 2020.

**Q: How did the rebranding reflect on AW KSA?**

**A:** The rebranding was effective in ways that elevated our operations. With years of Saudi market expertise, now we are implementing a holistic approach to all our solutions including AW KSA Debt management, AW KSA Legal Debt Settlement, AW KSA Cross Border Services, AW KSA Business Advisory & Risk Management, AW KSA Credit Risk Advisory, and AW KSA Professional Translation Services.

**Q: How does AW KSA serve the Kingdom's vision for 2030?**

**A:** AW KSA's vision does not differ from that of the Kingdom's in any way. As we look for every downturn in the marketplace, our main goal is to serve our clients towards a remarkable economic improvement with AW Holding's supply chain complying with the primary objective of increasing contributions of SMEs to the Kingdom's GDP.

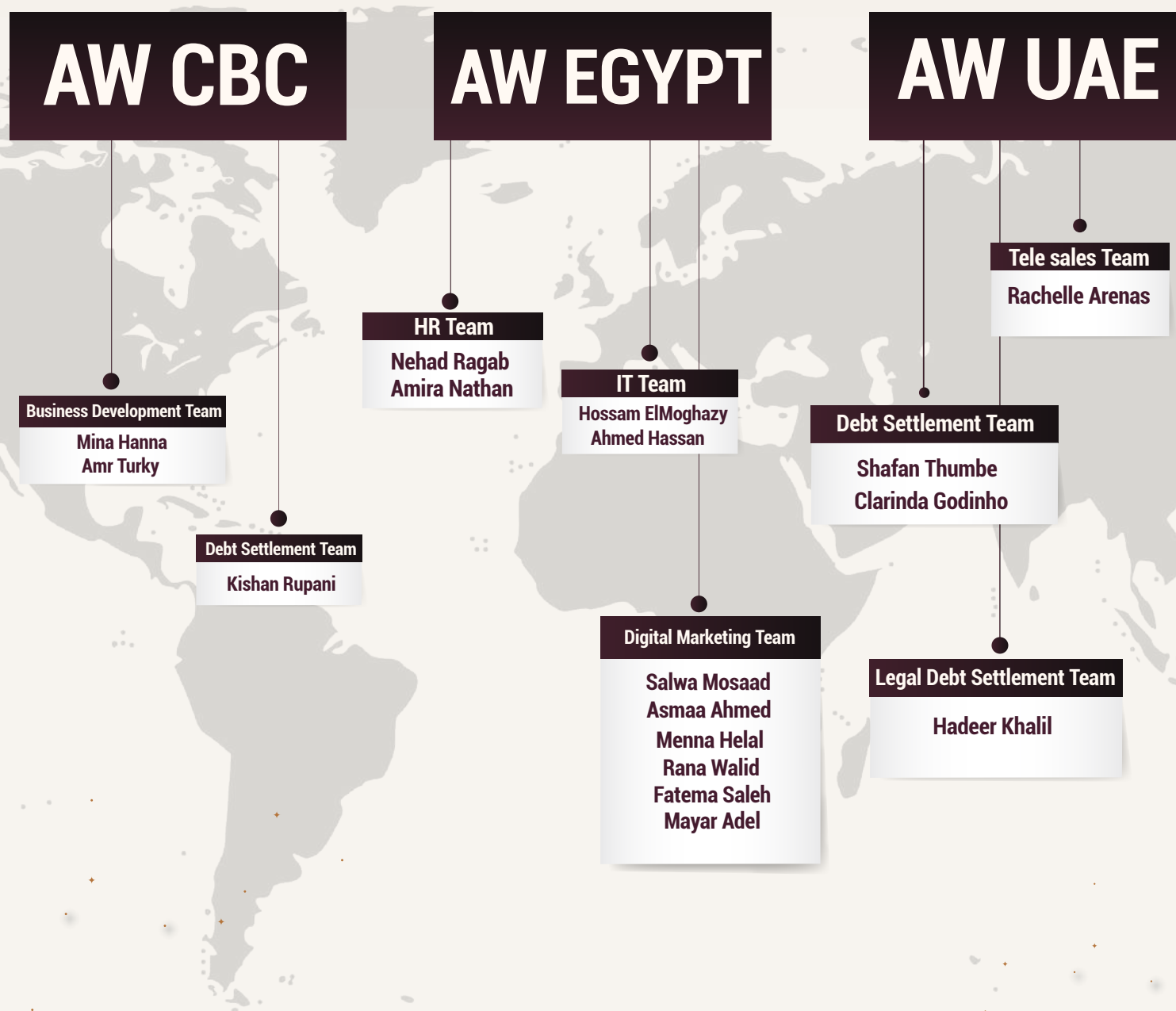
\* Sources: <https://tradingeconomics.com/saudi-arabia/gdp-growth-annual>



# Our Family Is Growing All Around The Globe!

When growing our family, the most important thing is to make each and everyone whether old or new feel at home and that they belong. That is why it means a great deal to us to give a warm welcome to every new addition to the family.

Let us cheer for our new superheroes. May your work be as inspiring and as impactful as ever.





# Time to celebrate

With a quarter full of prosperity and hard work, came a few months of happy moments, fun memories and joyful wishes.

Birthdays at AW are not just about the cake. When we celebrate a birthday, we are celebrating a year of being awesome and sending out our best wishes to every celebrant. But then again,

**Who wouldn't enjoy that break of a delicious slice of cake?**

# "The Start Of Something New"

**Life and love are precious.**

When Rawan told us her special news, it was a chance to stop and think of the beauty and love this world holds amidst all the hardships, and of course, we couldn't help but "celebrate with a blast",

**Wishing her a happy life ahead full of love and blessings!**



AW OMAN



**The beginning of all things wonderful.**



Nothing brings joy to life like the birth of a new baby. It is the anticipation of meeting this unknown, but already so loved, human being that fills us up with happiness and gratitude when they arrive. As usual, we would never miss out on the chance of being on the welcoming committee of that baby boy or girl. Mosab Abdalla and Ahmed Wadi are two integral cogs in the AW machine and today, we

**Congratulate you on the lives you've been gifted with and wish you shower them with all the love and kindness you have to offer.**



# END-OF-QUARTER ACHIEVEMENTS

## AW UAE Achievements

### DEBT MANAGEMENT TEAM

- Debt recovery from Lebanon amidst an economic crisis.
- Handling aged-debt recovery that initially involved approximately 80 cases for a UAE-based commercial gas and renewable energy supplier.
- Debt collection of an overdue amount prior to disputes and payment refusals in a trading on credit case.
- Resolved a complex case of unpaid invoices of which the debtor claimed did not receive.

### LEGAL DEBT SETTLEMENT TEAM

- A speedy debt collection from a bankrupt debtor in a short span of time.
- First intervention was met with refusals as the debtor was acquired by another company.
- Consistent meetings and discussions about the depth of repercussions were made to reach a result of settling the total outstanding amount in two tranches.

### TRANSLATION TEAM

- Translation of a book for a well-known corporation from Arabic into five languages (English, French, Spanish, German & Urdu) that included more than 1.250.000 words.

**“The efforts and the success we behold today is our biggest proof that nothing is impossible. Your team work and dedication are inspiring. B.R.A.V.O AW UAE, you truly are unstoppable! „**

*I called AW Debt Management Services to help recover an unpaid debt. The phone was answered by Mr. Arbaaz, and literally in less than 10 minutes he clarified for me all the options available, the entire process for each option and all the possible outcomes. He proved to be more valuable and productive than any solicitor I've used before. It was the first time I have experienced this kind of prompt professionalism and high level of support (in any field or industry in the UAE). If I ever find myself in this kind of unpaid situation again, I will definitely call him first. To all those having trouble with bad clients, I definitely recommend contacting and using AW Debt Management Services.*

*Based on my experience (and depending on your own circumstances), they will, most probably, save you weeks of research, months of stress, years of postponed court hearings and grey hair.*

*With many thanks,*

*Arshad Nisar*

Airtec group

# END-OF-QUARTER ACHIEVEMENTS

## AW CBC Achievements

- Several new clients' acquisitions in Q1 resulting in collection achievements in Q2 & Q3.
- The debt settlement team was successful in settling the debt of a client who is a BIG name in the Insurance industry in KSA.
- A successful global debt recovery ends up with a win-win situation and the debtor turning into a client.
- Participation in the prestigious event **Global Credit Management Bodies** in the UK, Europe, across Germany, Amsterdam, and in the USA virtually.
- Won two very prestigious deals running into millions from a Food & Beverages Conglomerate and an upcoming E-Commerce giant in the GCC-MENA market.
- Made deal portfolios from USA, UK, SOUTH AFRICA, TURKEY, FRANCE, GREECE, and many more.
- Confidence entrusted in AW CBC by a government-recognized Credit Insurance Institution in the UAE.
- An effective and ongoing team expansion to open up new opportunities to explore the local & global markets.

**“Thank you, AW CBC, for bridging across the globe to help our clients.  
Your efforts are a motivation to always go that extra mile and achieve more! „**

## AW EGYPT Achievements

### HR TEAM

- Developed the internal policy.
- Successful recruitment process and recruitment channels definition.
- Finalized all HR forms including the employment contract form.
- Set up the ERP system white paper for the HR module.
- Finalized the entire hiring process for the Digital Marketing team.

### DIGITAL MARKETING TEAM

- Launched the new website using upgraded corporate identity. Please check it out!
- Boosted AW Holding and its marketplaces with an art direction that matches the upgraded corporate identity through an international and global digital presence.
- Increased AW Holding's virtual (domestic & cross border) community.

### IT TEAM

- Completed AW Egypt office whole system setup.
- Created the system design for all AW marketplaces.
- Completed the agreement with the ERP system vendor.
- Successfully installed the whole company infrastructure system.

**“We are bound to believe AW Egypt possesses magical powers with the amazing achievements they have accomplished.  
WAY TO GO and keep up the great work. „**



# MESSAGE FROM MR. CHAIRMAN AYMAN AL WADI

## “Working Together Is A Step Closer To Finding New Horizons”

“

With strong belief in the power of collective effort and teamwork, I stand today so proud of the roads we have taken together, the milestones we have achieved, and the heights we have conquered.

I look back on our journey for the past 13 years, and I find that nothing is as rejuvenating and as motivating to take steps forward as the challenges we have encompassed, the opportunities we have exploited, and the results we have achieved which couldn't have been possible without the exceptional work of every member of the AW Holding family!

**As we work together towards our common vision,** we accomplish what once seemed impossible. No work is insignificant and no effort should go unnoticed. The way I see it, our work is not just augmenting our lives but is enriching the community and our clients as well.

**You are doing great!**

Give yourself credit. Your hard-working and achieving self deserves it, and always remember that Every day is an opportunity to open up New Horizons.

”



*Ayman Al Wadi*  
GROUP EXECUTIVE CHAIRMAN  
AW HOLDING INT'L



R e d e f i n i n g   C o r p o r a t e   E x c e l l e n c e

WWW.ALWADIHOLDING.COM

