



2023

Referential^S

We Reengineer for Financial Excellence

Who is Referential^S?

We are a management and finance consultancy firm, specializing in organizational and financial reforms for both private sector and public organizations. Our consultants are exceptionally skilled and uniquely experienced in working with multi-level organizations in private sector and government bodies. Referential^S is a registered consultancy firm in Ministry of Commerce, Kingdom of Saudi Arabia, to provide Management Consultancy (license 13450, date 21 February 2018) and Financial Consultancy (License 11219, date 10 April 2014)

The logo for Referential S, featuring the word "Referential" in a bold, sans-serif font, followed by a large, stylized "S" that is slightly offset to the right. The text is white and set against a dark, textured background.

What sets us apart from the competition?



Results-oriented

In Referential^S, we take the practicality of consultancy firms to the next level. We do not only have an advisory role with theoretical knowledge, but also work with a clear action plan that applies our recommendations and produces the desired results.



Exceptional Experience

Our consultants have years' worth of experience in various Saudi organizations in almost all corners of the Kingdom. We take proven international business practices and infuse it in the culture of our clients' organizations to be able to keep up with current market demands.



High Financial Rewards

Our clients testify about the wonderful results, as they were able to reap a wonderful return from their financial investment in working with us as a strategic partner, in a way that distinguishes us from others.

How We Make a Difference?

We in Referential^S, utilize our knowledge of financial consulting and combine it with process-based changes, in what we call “Financial Process Reengineering”.

The goal of this thorough approach is to streamline the process of financial reform and reach business excellence. Our consultants actively work on finding innovative ways to optimize day-to-day processes. We aim at reducing overhead costs, by aligning different sectors of the organization, building a framework that cultivates loyal customers, and prepare the client for the ever-changing market and regulatory laws.

We at Referential^S can tailor these services and many more to fit the needs of organizations, and to align with the future reform plans of the client.

We also pursue opportunities that span many areas like:



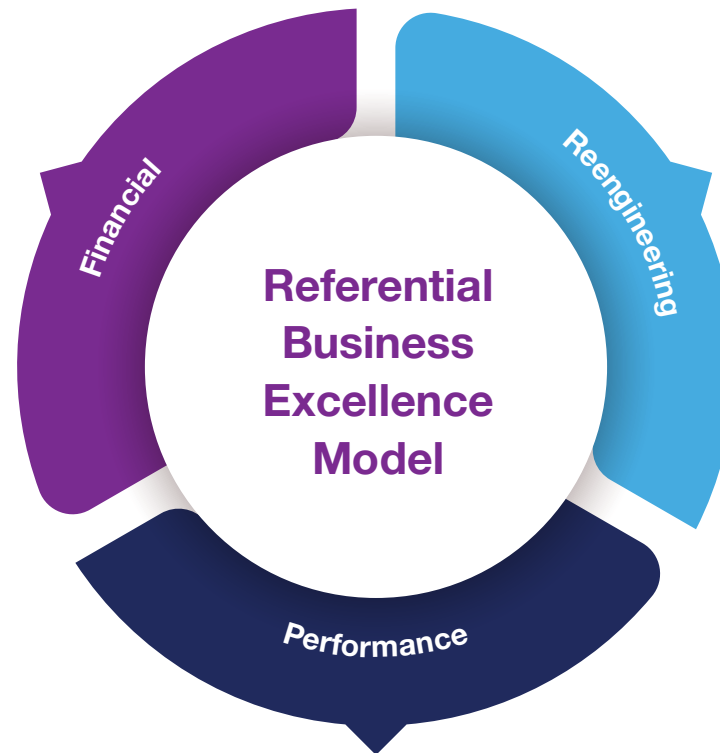
Core values at Referential^S:



Our Business Model:

At Referential^S we follow a thorough model for maximum performance. This model is inspired by the Malcolm Baldrige National Quality Award (MBNQA), an American Business Excellence award. We then take this model and tailor it to :our local working culture and priorities. Our comprehensive model contains

Financial reform that includes revenue acquisition and customer focus.



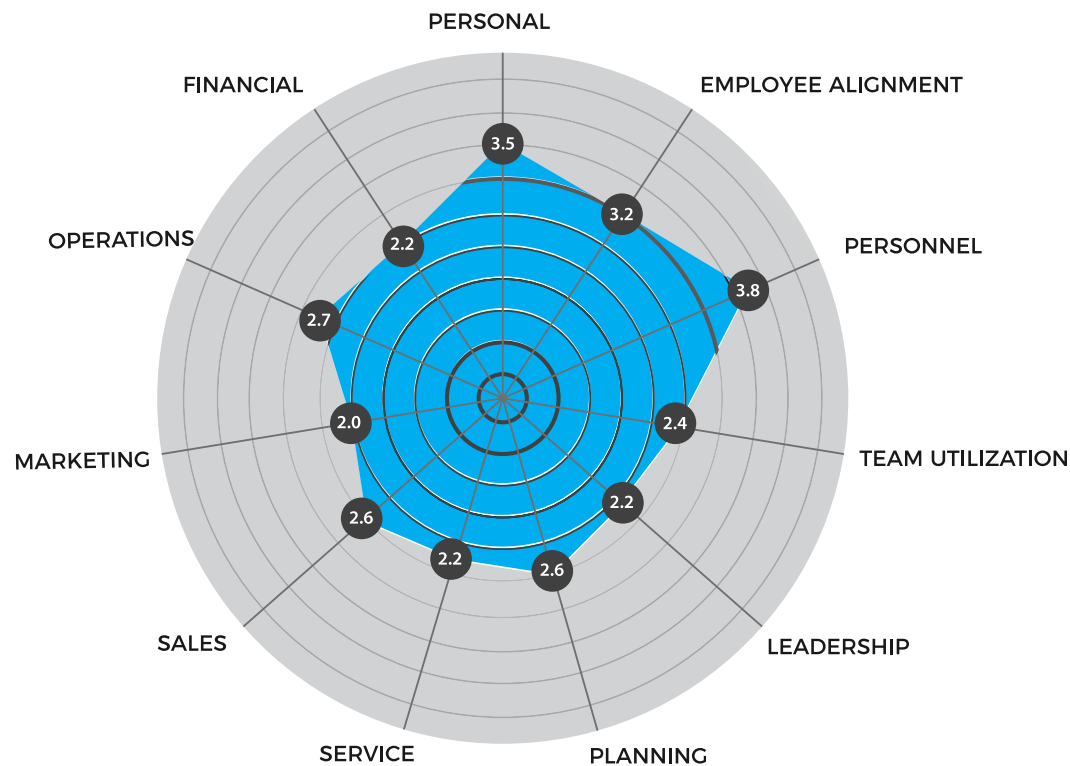
Reengineering in the form of restructuring process that involves strategic planning and workforce focus.

Performance Excellence which includes management optimization through measurements and operations focus

How to Start with Us:

Perform an “Organizational Health Check”

This health check investigates 11 core dimensions that are closely connected to the performance of any organization, to accurately measure those dimensions. We investigate 55 different areas including the alignment of workforce with the vision of the company. This will facilitate the development of a long-term business plan.

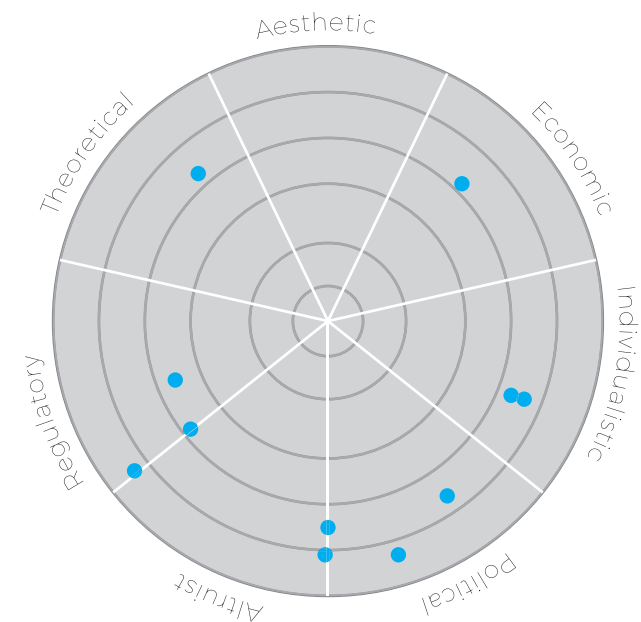
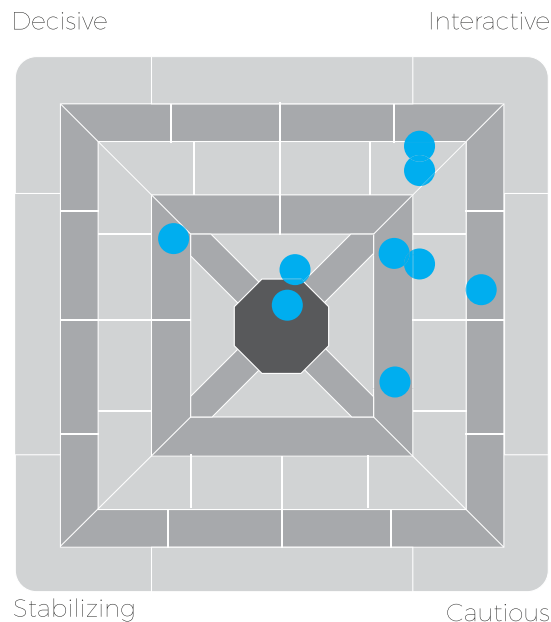


Understanding the workforce

We cooperate fully with the leaders to help them diagnose and analyze the work team.

We base our tests on the DISC index, which is considered one of the best contemporary measurement tools, as it is based on the wonderful work of Dr. William Marston, who is considered a pioneer in understanding and measuring people's behavioral style. For the Value Index tool, we build on Dr. Spranger and Dr. Allport work to identify the human motivations that drive what we do every day.

Understanding the behavioral aspects of individuals is crucial when working with team members, especially when the work environment requires conflict resolution by the leader or manager. Moreover, our understanding of the reasons and motives that drive the people around us or be a reason for what we do is the key for the leader and manager to achieve an environment that will lead to an effective, healthy, and productive climate.



Our Services

1 IFRS Conversion (International Financial Reporting Standards)

Referential^s offers priceless value to organizations, as it combines its experience in the local market with the international involvement to help in the preparation of financial reporting and facilitate the transition from the current Saudi Organization for Certified Public Accountants (SOCPA) standards to the International Financial Reporting Standards (IFRS). Referential^s also play an invaluable role in coordination with the independent auditors to ensure that the initial financial statements are issued, by the independent auditor, in accordance with the (IFRS).

3 Acquiring Financing

We specialize in helping clients navigate through the requirements to be able to acquire financial means from banks, government bodies, private firms and NPOs. The facilitation of acquiring financial instruments will help clients establish new business or expand and grow an existing one.

2 Value Added Tax (VAT) Support

With our strong knowledge in VAT requirements as per the General Authority of Zakat and Tax (GAZT) regulations, we facilitate the long term / short term coordination with GAZT. Our services do not stop with helping in uploading VAT declaration reports and fulfilling compliance; however, it extends to restructuring current processes and implementing information technology tools.

4 Implementing Investment Strategies

Referential^s specializes in unique expertise that can help in establishing mandatory financial strategies to achieve long and short-term financial returns according to the priorities of each organization. These services include assistance in developing financial and investment growth strategies and supporting policies.

5 Operational Services

- General Ledger Processing
- Financial Reporting
- Generating Profit and Loss Statements
- Producing Balance Sheets
- Budget Preparation
- Preparation of annual reports
- Engagement with auditors

7 Focused improvement methodology

Focused improvement methodology (FIM) is a business process improvement program that is tailored to suit the Saudi business culture. It gives the power to decision makers to reevaluate and assess the current processes to achieve time and cost effectiveness and to gain and retain customers. Focusing on process instead of functions will shed the light on the company's key product or service.

This methodology consists of three phases:

- A. Current state assessment
- B. Future state design
- C. Implementation

6 Reevaluating the Workforce

Referential^S provides organizations with a comprehensive framework that will facilitate the process of evaluating their workforce to achieve what we call "Rightsizing". This process is executed in three phases:

- A. Drawing tasks breakdown
- B. Estimating full time equivalents
- C. Estimating change requirements

8 Quality Management System (QMS)

QMS is an organization-wide effort to reform the working culture, and direct the focus on the customers' needs, hence prioritizing the delivery of high-quality products and services. We partnered with international providers to help your organization to implement QMS with the technology backbone needed.

9 Balanced Scorecards (BSC)

Referential^S fully assesses the performance of organizations using Balanced Scorecards. BSC focuses on four pillars which the organization depends on.

Those four pillars are:

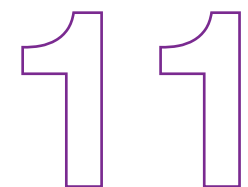
- The Financial Pillar: Which identifies the relevant high-level financial measures
- The Customers Pillar: Which identifies how the customer perceives the organization
- The Internal Processes Pillar: Which identifies the processes carried out within the organization, which indirectly impacts the way the organization is viewed.
- The Learning & Growth Pillar: Which identifies the culture, learning environment and overall morale of the employees.



10 Pursuing Leading Practices

Leading practices are the sort of operations that are significantly better than what currently exists in the organization; it is the kind of practices that utilize 20% of the effort and produce 80% of the results. Each organization is uniquely identified with their goals, opportunities, and threats. In pursuit of leading practices,

Referential^S manages to find and evaluate leading practices which are relevant to each unique organization. We manage to pinpoint the location of the organization on the technology, learning and growth curve. Leading practices represents an innovative vision that drives the day-to-day operations of the organization.



Training and Coaching

In Referential^S, we are proud to be an accredited provider of many advanced training courses specializing in Personal Effectiveness, all of which use the Social Styles Model™, which is developed by Tracom Group in the USA. All training materials have been designed by Tracom Group with high quality. The courses contain multiple means of learning tools, and the trainees' certificates are approved by the company that owns the intellectual rights. Here are sample of the training courses offered by Referential™:

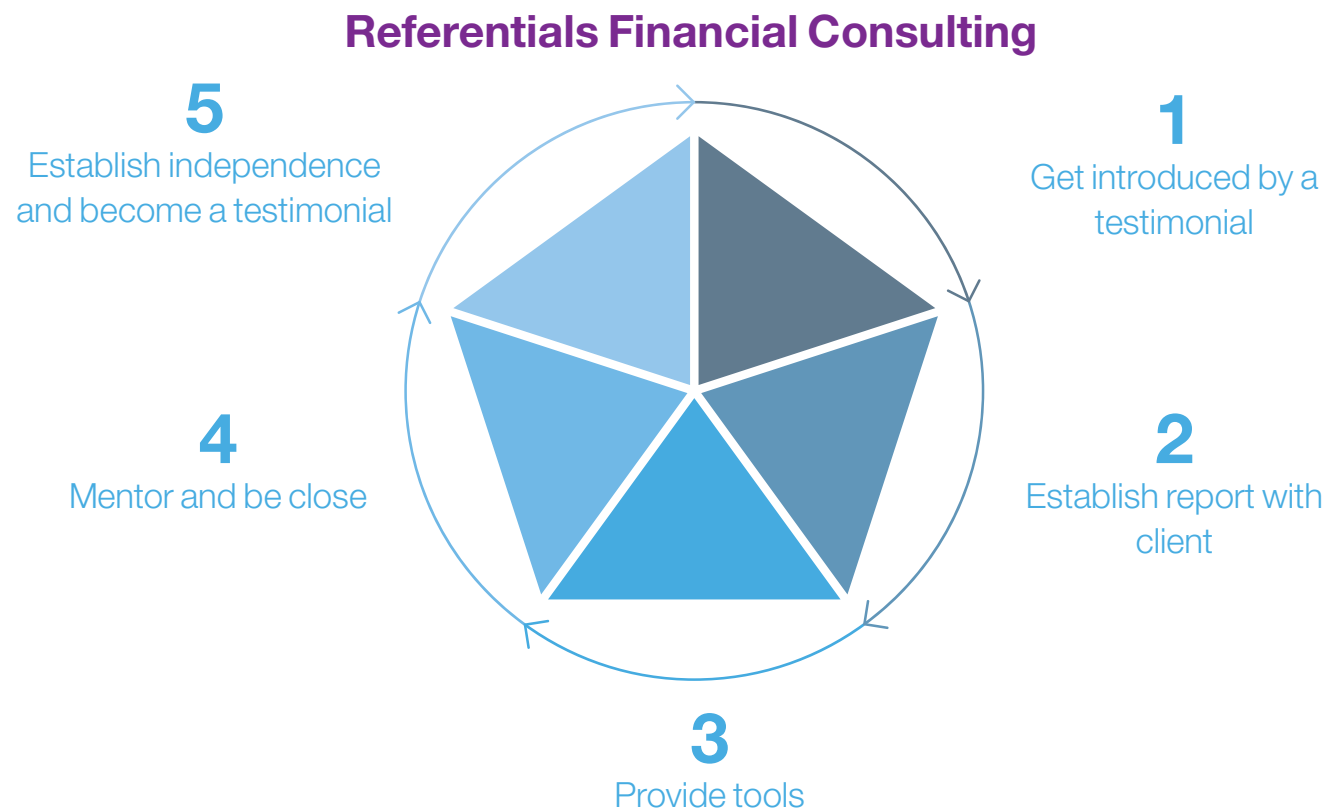
- 1** Improving Sales Effectiveness with Versatility™
- 2** Improving Managerial Effectiveness with Versatility
- 3** Managing for Results
- 4** Understanding and Managing Behavioral Differences™



1. Coaching & Mentoring

Coaching is a teaching, training, and development process via which an individual is supported while achieving a specific personal or professional result or goal. The individual receiving coaching may be referred to as the client. We provide personal one-on-one coaching and mentoring around our expertise. The ultimate objective of coaching and mentoring sessions should be to make the client independent and better off by himself.

Our Model is:



Our story.. Nine years of work

2014
April
First Destination
Formation of Referential

2016
August
Consulting Contract
Saudi Society for Quality

2017
April
Consulting Contract
SKAB Group

2018
Consulting Contract
with SAAS

2019
Consulting Contract
with TASNEE

2020
Foundation of Referential
Kingdome of Bahrain

2022
National Representation
for American Companies

a warrior rest

List of Our Clients

التصنيـ TASNEE

سكاب SKAB
مجموعة شركات
Group of companies

SQAS
شركة الامد السعودي لخدمات المطارات والنقل الجوي المساندة
Saudi Amad for airport services and air transport support



MÖVENPICK
Hotels & Resorts



سفریات ایس ACE TRAVEL

القافلة KTS
للخدمات السياحية
ALKAFILA
FOR TOURISM SERVICES

Techno Group
of Trade and Industries
مجموعة فونك التجارية والصناعية

AL YUSR
Leasing and Financing
اليسر
للإجارة والتمويل

Miza
Business Process Outsourcing



TESCO ENGINEERING

TRACOM[®] GROUP
THE SOCIAL INTELLIGENCE COMPANY[®]

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