



Proposal

Revolutionizing digitalization

Enhancing service quality

Promoting sustainable development



Driven by

ABM

Arabian
Business
Machines

Olayan Corporate Structure

GLOBAL

OLAYAN GROUP

Offices		Geographical Coverage	Fixed Income	Public Equities	Private Equities	Real Estate	Operating Companies
New York, USA	Olayan America	Manages investments in north, Central and South America	✓	✓	✓	✓	
- Athens, Greece - London, UK - Luxembourg - Vienna, Austria - Liechtenstein	Olayan Europe	Manages investments in UK, Europe and select asian geographies	✓	✓	✓	✓	✓
Singapore	Olayan Asia	Manages investments in Asia		✓	✓	✓	
Saudi Arabia	Olayan Financing Company (OFC)	Manages investments in MENA, Turkey and India		✓	✓	✓	✓
	Olayan Saudi Holding Company (OSHCO)	Holding company that owns/ manages the Group's operating companies					✓

*Operating Companies refer to strategic long-term direct investments in individual companies. Ownership stakes range from 25% to 100%

OSHCO's Portfolio Companies

PARTNERSHIPS

OLAYAN GROUP

1. Food and Beverages



The Coca-Cola
Bottling Company
of Saudi Arabia
(CCBCSA)



Gulf Union
Company (GUC)



Health Water Bottling
company Ltd. (HWB)



El Rashid El
Mizan(REM)



General Trading
Company (GTC)



Saudi Bakeries



Burger King



Buffalo Wild Wings



Texas Chicken



Turn Stone Pizza

3. Energy Services



Olayan Energy (OE)



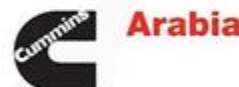
Olayan Descon
(DESCON)



National Energy Services
Reunited corp. (NESR)



Weir Arabian Metals
Company (WEIR)



Cummins Arabia



Arabian Health Care
Supply Company (AHC)



Arabian Medical Products
Manufacturing Company
(ENAYAH)



Baxter Company Ltd.
(BCL)



Olayan Kimberly-
Clark Company
(OKC)



Colgate-palmolive
(CPAL)

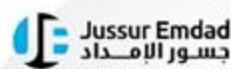
5. ICT



Arabian Business Machines
Company (ABM)



Atlas Industrial Equipment
Company (ATLASCO)



Jussur emdad International
Recruitment Company (JEC)



General Contracting
Company (GCC)



Saudi Xerox Agencies
Company (XEROX)



Atos Saudi

Arabian Business Machines Company (ABM) has served the business community in Saudi Arabia with a range of state of the art products.

Incorporated in 1983 and Headquartered in Riyadh, **Arabian Business Machines** is a saudi company fully owned by the **Olayan Saudi Holding Company (Olayan Group)** with 200+ employees distributed through our branches and strategically located in the five cities, Riyadh - Jeddah - Khobar - Jubail - Hofuf. We also cover all the other regions of the Kingdom through a network of local partners.



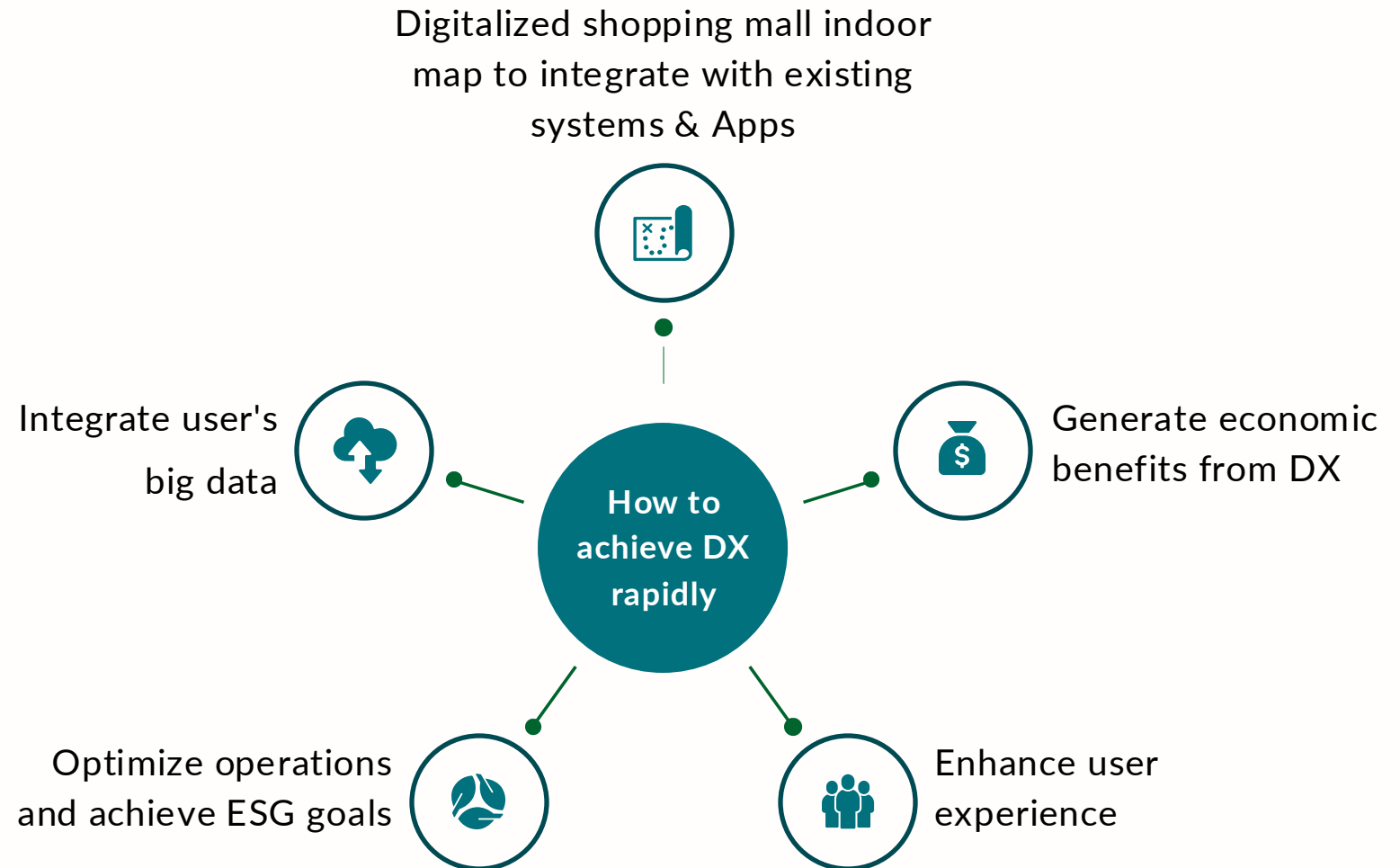
The company operates in four major sectors

- ◆ Integrated and Physical Security
- ◆ Office Automation, Commerce and IT Solutions
- ◆ Office furniture, Interior Design & Paints
- ◆ Smart Technologies



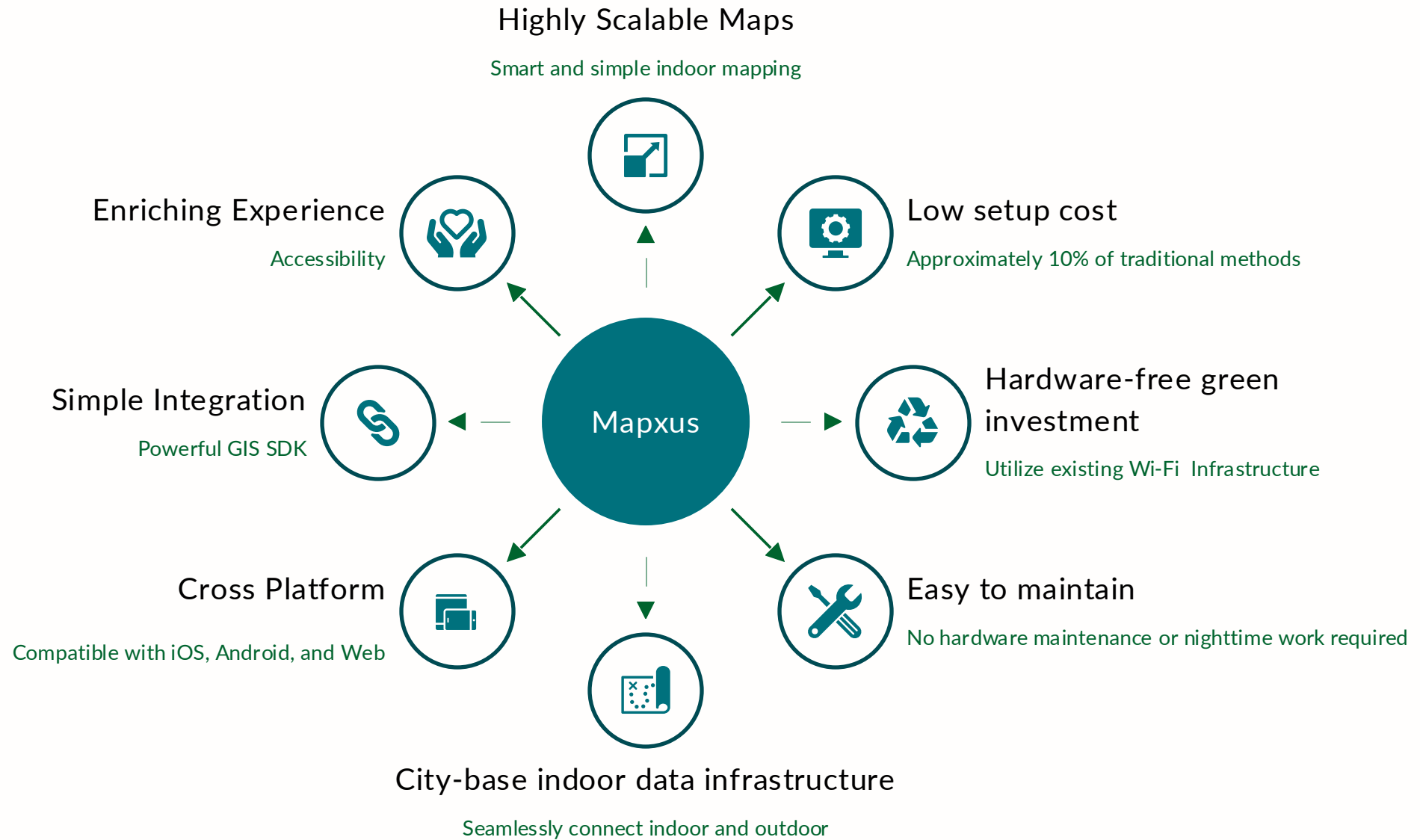
Proposal Objective

Craft digital twins for the mall with Mapxus Anywhere.
Enhance digitalization experience for unparalleled convenience.



Mapxus Digital Twin Propsoal

Unique and exceptional technology



Mapxus is the best ESG Enabler

One **SMART** and **SIMPLE** platform serves the key digital transformation for **ESG** implementation



Environmental

Green Investment

Mapxus Indoor Digital Twin utilizes existing wifi infrastructure and digitalize existing floorplans for record, manage and maintain the building health and green performance.



Social

Everyone Barrier Free

Mapxus Location-based service provides the best-class social experience for barrier free navigation, equity of facility utilization, and smart mobility without hardware installation.

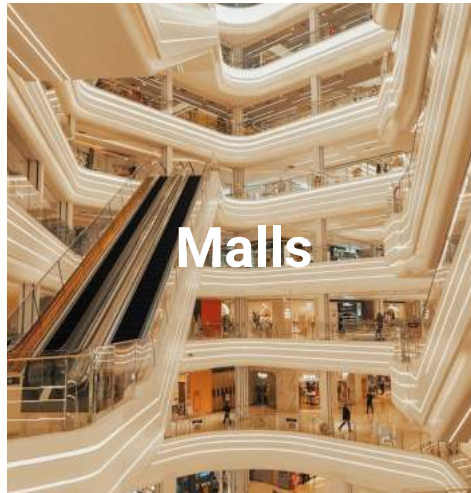


Governance

NO Proprietary

Mapxus Indoor Map Data Infrastructure adopts global standard supporting easy integration into existing systems for city level operational excellence, including crowd management, fire service and emergence management, etc.

We Cover 20% high traffic buildings



Malls

TOP PRIORITY



Airports

TOP PRIORITY



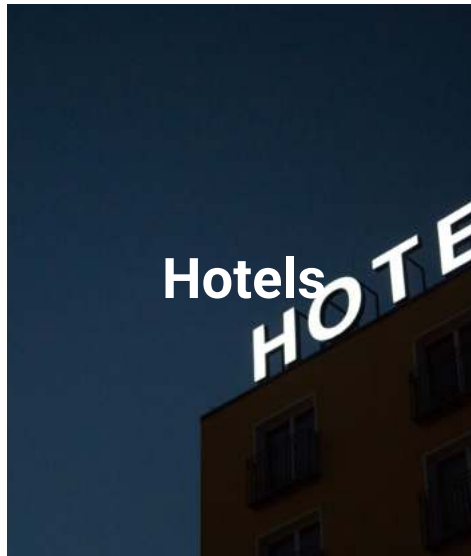
Train stations

TOP PRIORITY



Hospitals

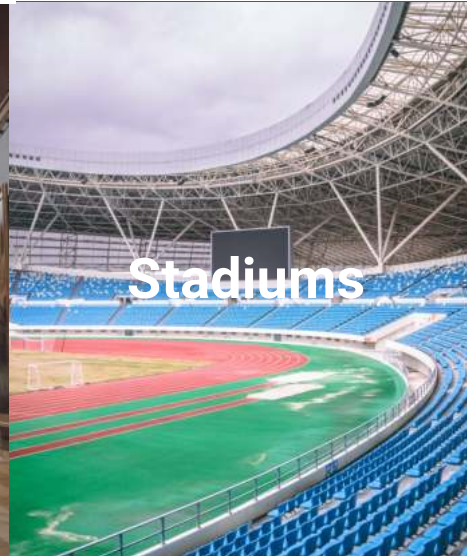
- Covering majority 80% foot traffics
- High demand on ESG and SDGs
- High demand on location data and monetization



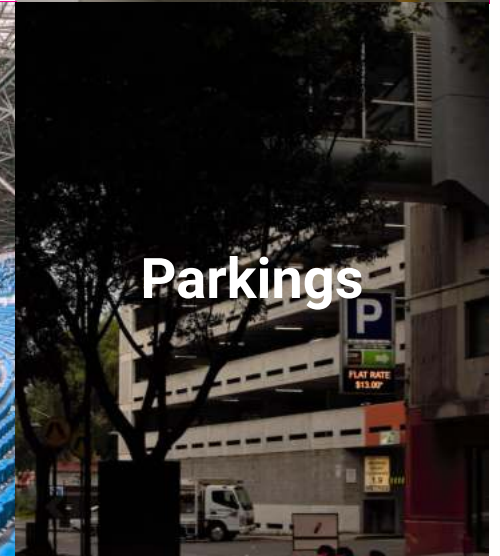
Hotels



Museums



Stadiums



Parkings

Example: Japan has ~ 23 millions of buildings where 20% are our target market = ~ 4 millions landmarks

The Challenges

In today's post-COVID era, retailers are presented with an arduous set of challenges:

Growing foot traffic and engagement.

Advertise brands and boost revenue from tenants

Enhancing operation efficiency and saving cost

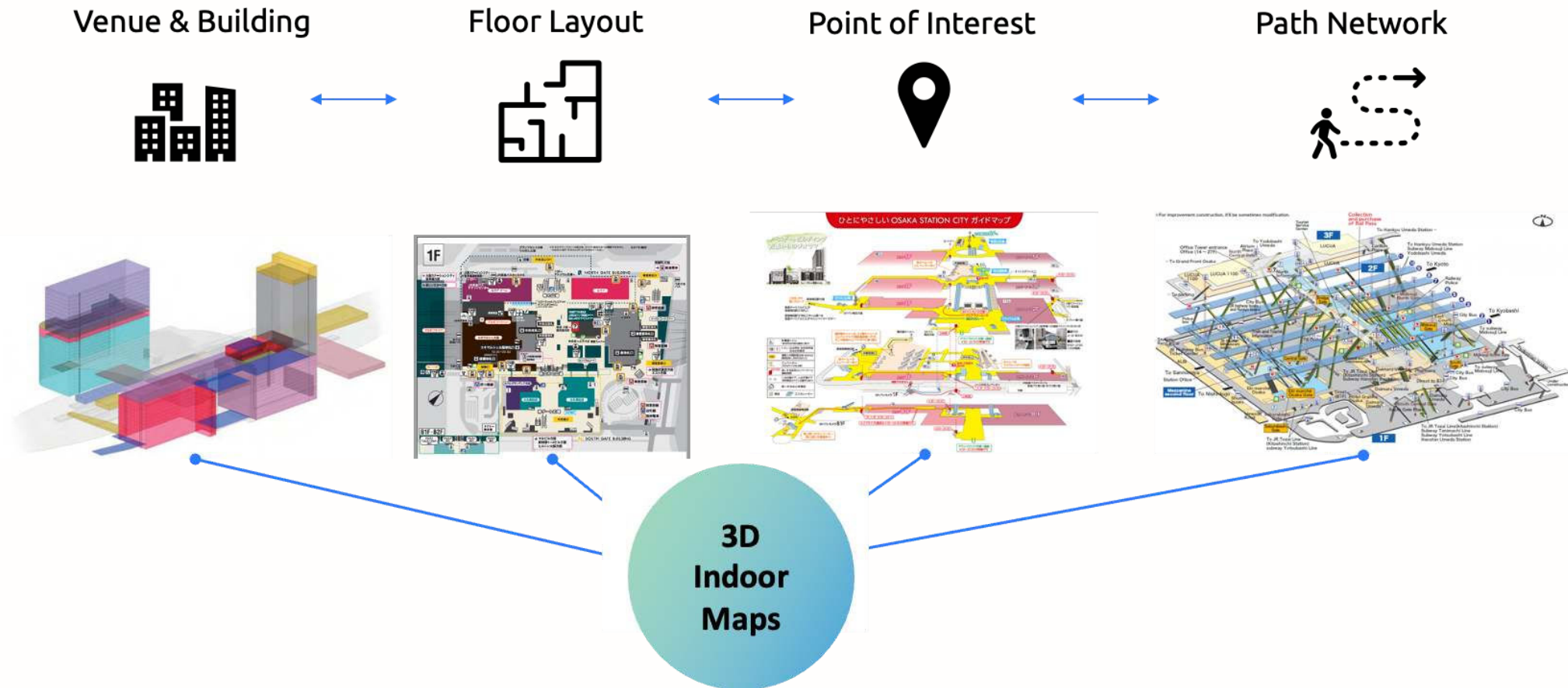
Upgrading reputation

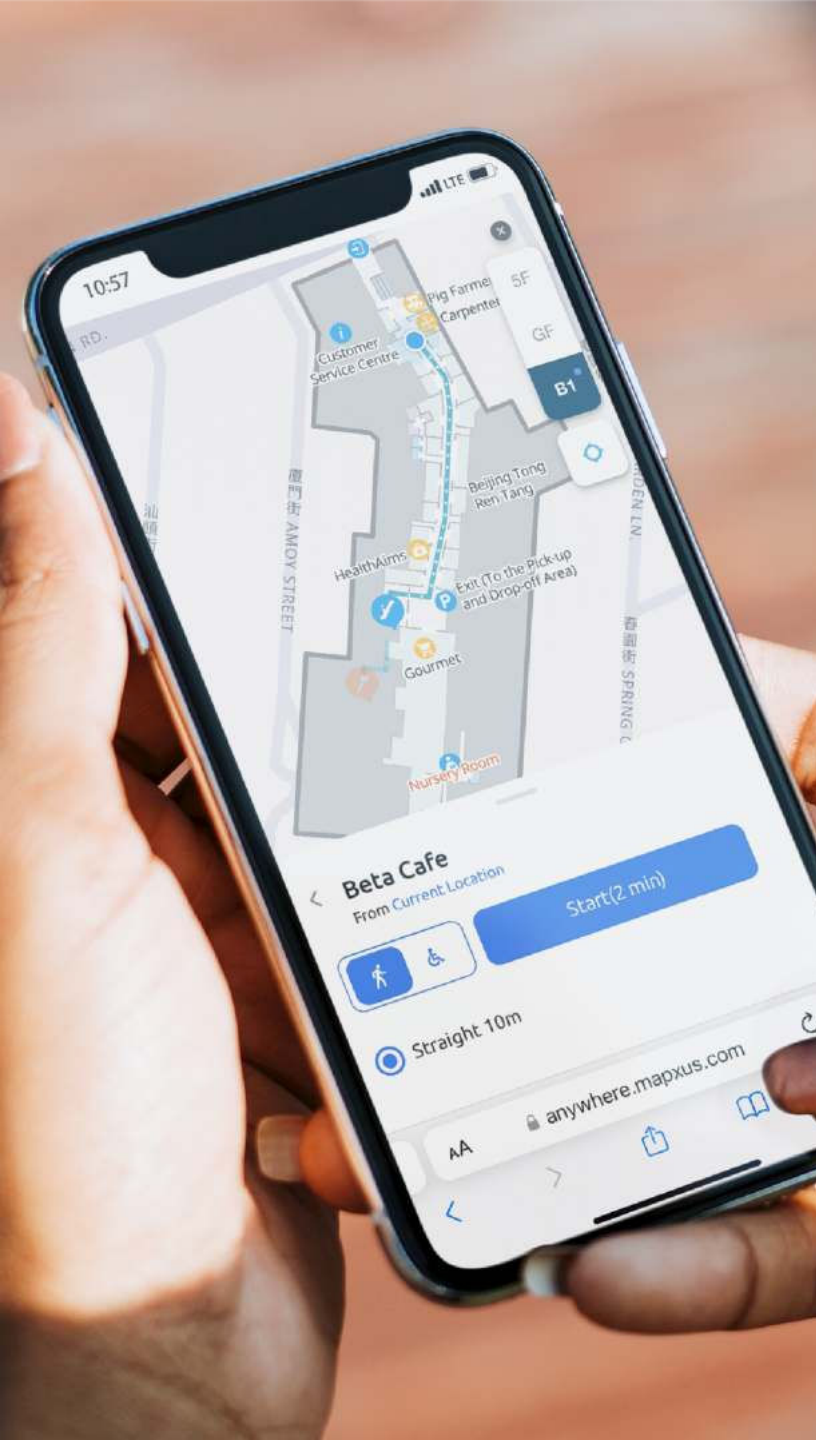


We know your difficulties

Mapxus 3D Indoor Mapping Service & Data Maintenance

Indoor Map, Positioning and Wayfinding





Mapxus Anywhere: Ready-to-go Webapp

Enjoy the smooth combination of maps and positioning technology for indoors with our accessible **web app WITHOUT development.**



Wayfinding anywhere!

- ☆ Enhance wayfinding* by simple click.
- ☆ Enable location sharing by Whatsapp / Wechat / LINE
- ☆ Support Barrier Free Navigation
- ☆ Smart replacement of traditional image-based floor plans



Accessible anywhere!

- ☆ No app development
- ☆ No app installation
- ☆ Support for web browsers on smart phones
- ☆ Plug and play in digital signages.



Branding anywhere!

- ☆ Unique domain name
- ☆ Branded theme
- ☆ Wayfinding QR code generator
- ☆ Built-in advertisement features to drive visitors to shops
- ☆ Usage Statistics and Analysis

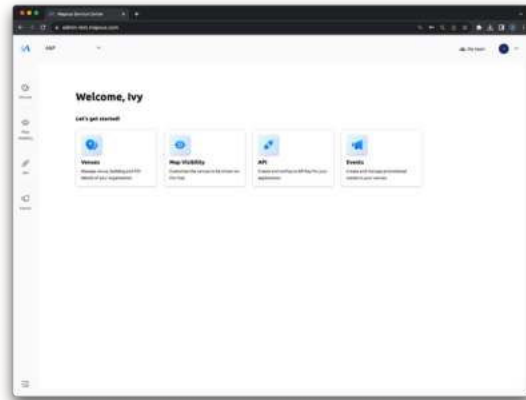
* Web App Indoor Wayfinding + Positioning is only available in iPhone devices, Android device provides Indoor Wayfinding only

Mapxus Anywhere

Plug and Play
Concept



Venue Owner read,
add or edit data



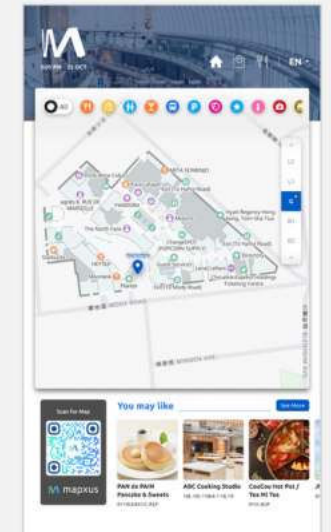
Mapxus Service Center (External)

Provides data to

Web App



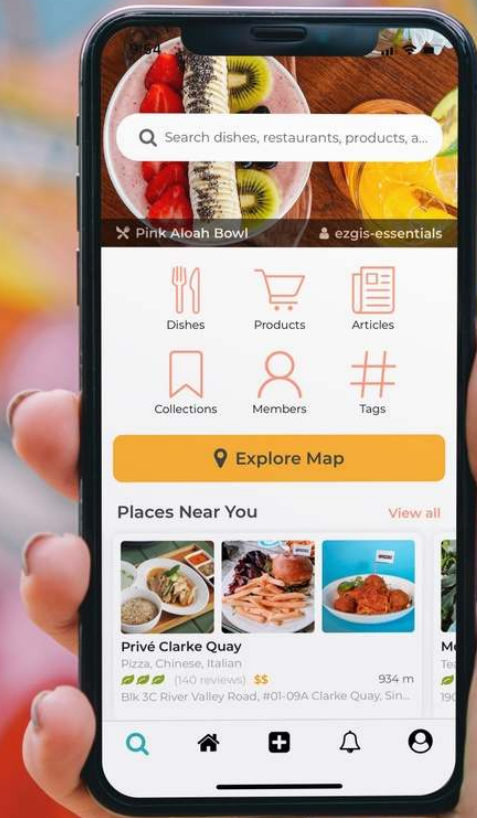
UI SDK Android / iOS



Kiosk

Mapxus SDK: Tailor made your own app

Integrate Mapxus SDK libraries to unlock the potential of your mall app with indoor map and positioning capabilities.



UI SDK

- ☆ Predesigned for simple integration
- ☆ Copy and paste source codes
- ☆ Support Web, iOS & Android indoor map & positioning
- ☆ No need to redevelop the existing website and mobile app
- ☆ Customize theme



Core SDK

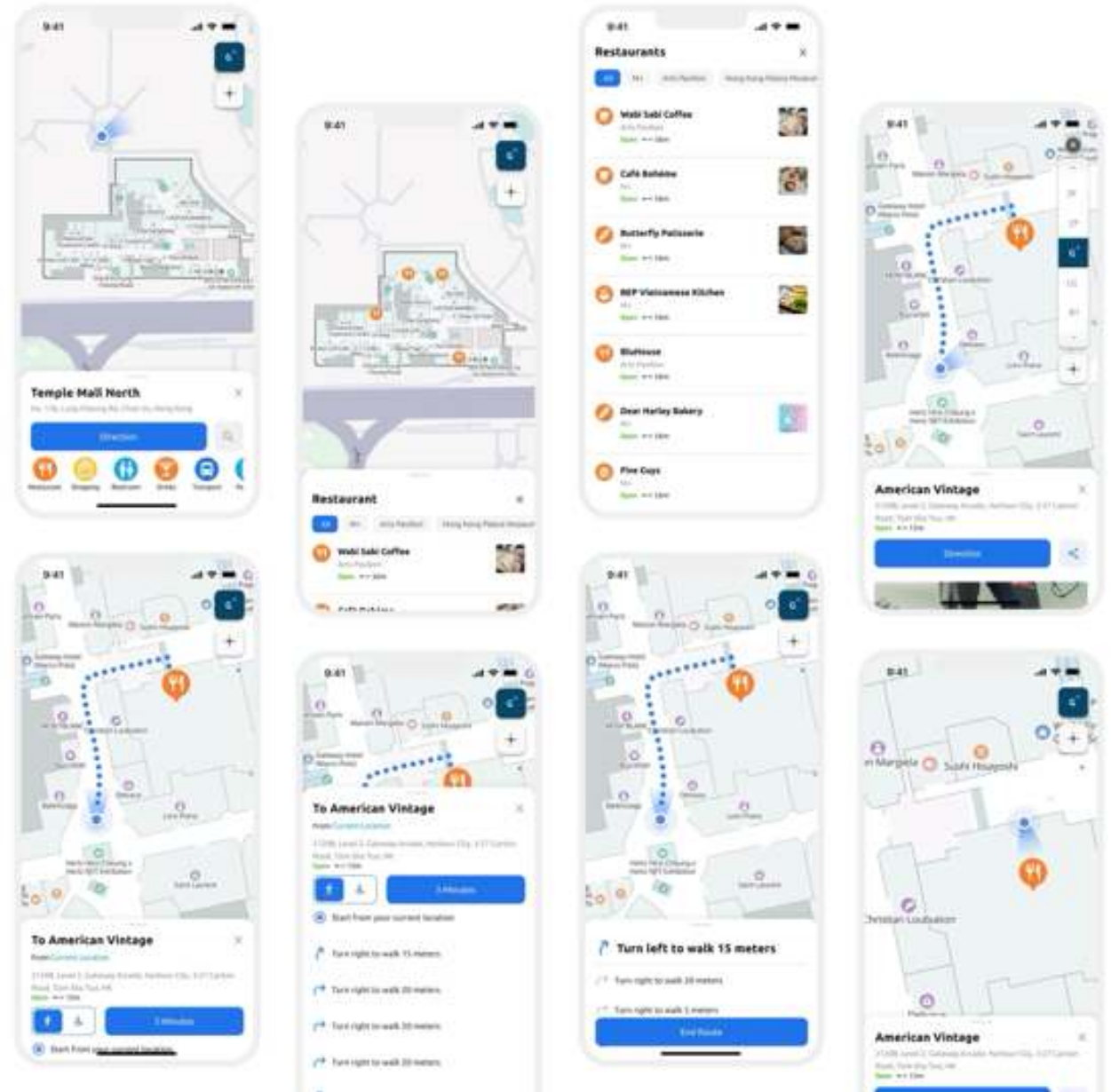
- ☆ Lego-based libraries for any application requirements
- ☆ Support tech consultancy
- ☆ Support system development by Mapxus ecosystem partnership resources

Mapxus UI SDK

Native experience for **iOS** and **Android**

Simple Integration integration with few lines of code

Modularize components for flexible integration

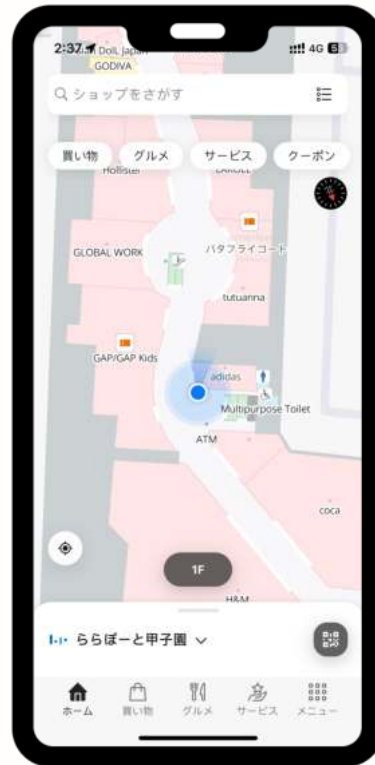


Core SDK Development

Mitsui Shopping Park App in iOS and Android



One app for all malls
63 largest shopping malls and
Outlets in whole Japan



Indoor Positioning &
Navigation

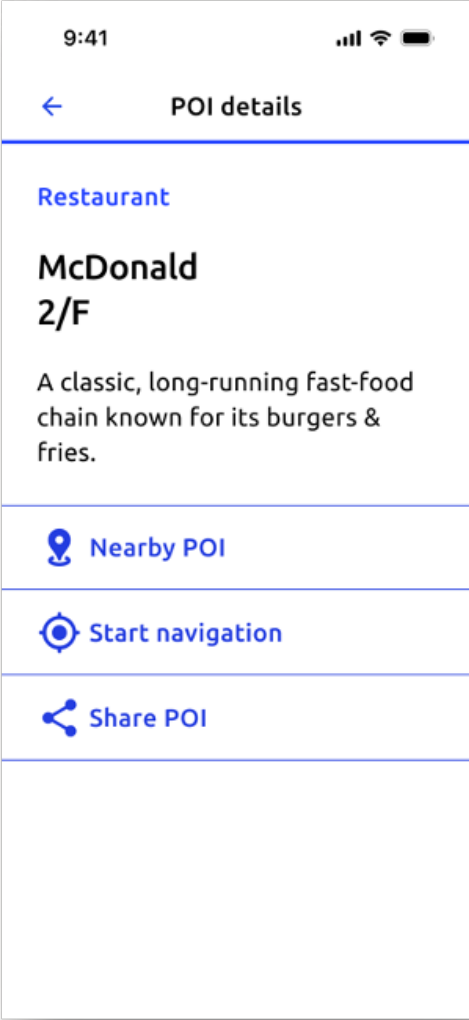
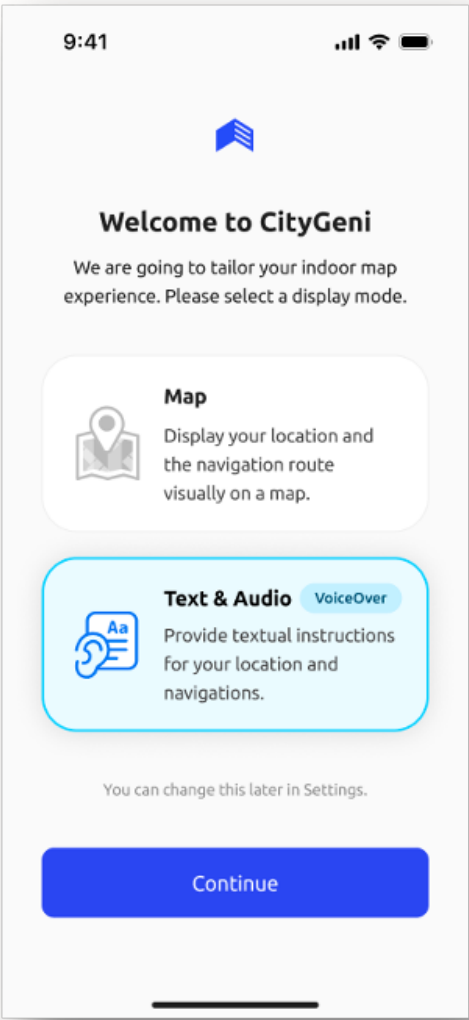
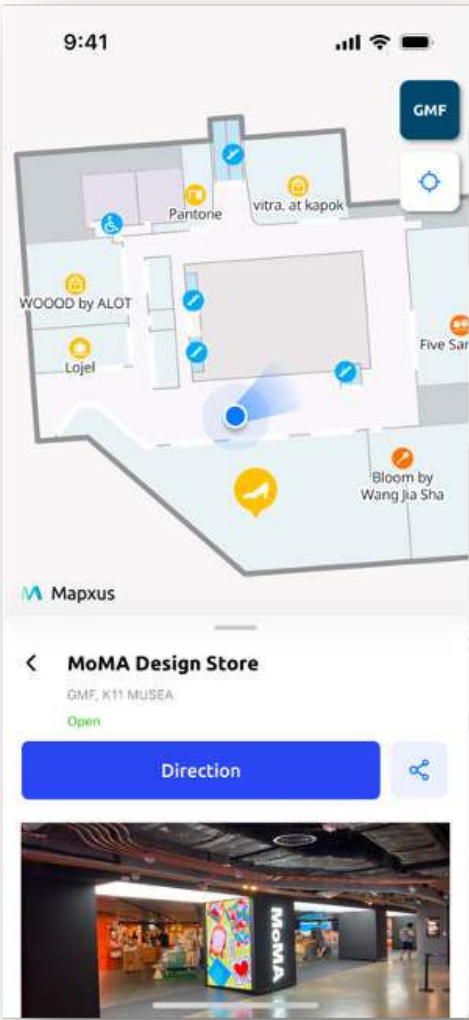
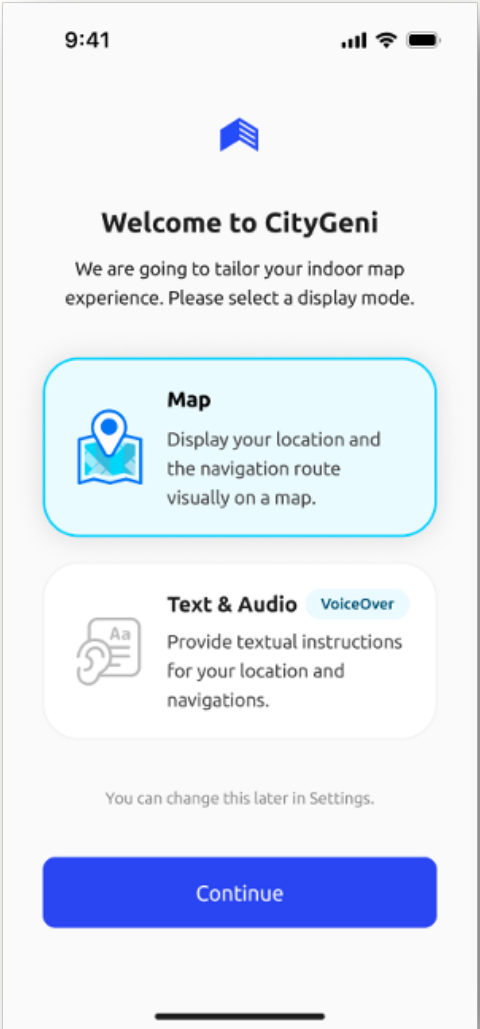


Loyalty program
integration

































Find coupons and restaurants

Barrier Free for Everyone: Normal View and Visual Impaired View



Vendor Capabilities by Map Layer

Capabilities: Weak     Strong 

Vendor	2D Mapping (Map Layers 1 and 2)	3D Mapping (Map Layers 1 and 2)	Dynamic Location Layer	Integration Layer	Metaverse Layer
Esri					
MapsPeople					
Mapxus					
NavVis					
Point Consulting ^a					

Source: Gartner

Note: ^aPoint Consulting uses partnerships for blue-dot capabilities.

781039_C

Gartner

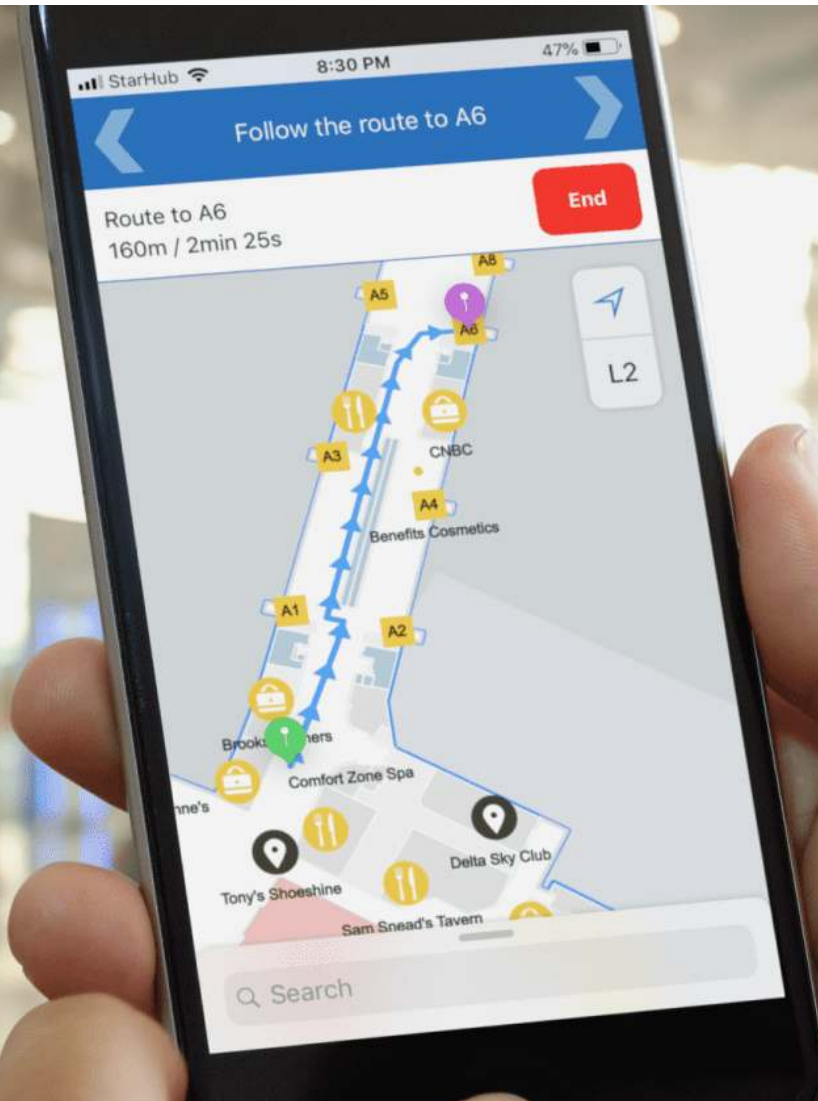


Key Traction

- The 1st **Apple** Indoor Map Program Partners since 2019
In 2023, we are the Apple Map Contractor
- Numerous market recognition and awards
 - Global Top 100 Geospatial Companies of 2023
 - **Gartner research endorsement**
 - Singapore IMDA Spark
 - HKCT Business Award 2023
 - HKICT (Information and Communications Technology) Award 2023 - Gold Award in Smart Mobility
 - **Taipei Prominent Enterprise Awards 2023 - Technical Excellence Award**
 - Taiwan NeoStar and CDIB Capital Innovation Accelerator Special Award 2023
 - **Asia Pacific Information and Communications Technology Alliance Awards 2023 (APICTA 2023)**



Mapxus vs Exiting Competitors (Hardware based positioning)



Mapxus vs Existing Competitors (Indoor Navigation)

If 1,000 buildings in Japan, with details indoor map, navigation and around 3-5 meters positioning accuracy

- **Mapxus Technology**
- Powered by AI, NO hardware installation by existing WIFI infrastructure, implemented by non-engineering staff
- ~ 5-10 man-days for a single building
- Successful partnership with Kawasaki and produce 1,000 building indoor map a year, average 80+ buildings per month
- **BLE / UWB-based Competitors**
- Requiring huge cost in hardware installation and professional engineers for implementation
- ~6 man-months mid-night work for a single building
- No company is able to build 1,000 indoor digital twin per year

Mapxus presents a ten-fold improvement in scalability over the competitor.

ROI– ESG and SDG Achievements



Building Digital Twin and
Common Spatial Data
Infrastructure



Barrier Free Navigation



Crowd Management and
Smart Hospital



Fire Service, Emergence
Management, Building
Health Management



Technology Sharing and
Integration with Proptech
Partners



Education of Indoor GIS to
students, elderly, woman,
disables



Universal Basic Job of
Indoor Mapping and
Maintenance



Gender Equality
Accessibility

Join Us!

Enhance the visitor experience
for locals and tourists in the
shopping mall!

www.abmsate.com.sa

z.shariff@abmsate.com.sa

 **mapxus**

Driven by **ABM** | Arabian
Business
Machines

