



SEEN

ADVISORY

Industrial Transformation | Sustainability | Digitalization | Development
(Placeholder for logo and cover image reflecting industrial innovation and sustainability)

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MESSAGE FROM THE MANAGING DIRECTOR



Umar K. Al Shangiti, MBA
Managing Director

At Seen, we operate at the forefront of industrial transformation, digital innovation, and sustainable development. The global industrial landscape is evolving rapidly, driven by increasing demands for efficiency, environmental responsibility, and technological integration. In this environment, industries must innovate not only to remain competitive but also to create lasting value for stakeholders, communities, and the environment.

Our mission is to empower industries to embrace modern manufacturing practices, adopt smart digital technologies, and integrate sustainable solutions into their core operations. We believe that true industrial progress is achieved when innovation, operational excellence, and sustainability converge into a cohesive strategy.

Seen is committed to bridging the gap between strategy and execution, guiding our partners through every stage of modernization. From enhancing operational performance to implementing digital solutions and driving sustainable practices, we provide end-to-end support that delivers measurable results.

As we look ahead, our vision is to create industrially advanced ecosystems that are resilient, efficient, and environmentally responsible. We aim to be a trusted partner for governments, investors, and industrial organizations, providing innovative solutions that combine technical expertise, strategic insight, and practical implementation.

Through our work, we strive to redefine the standards of industrial excellence, fostering sustainable growth while ensuring that each initiative contributes to economic diversification and environmental stewardship. At Seen, we are not just transforming industries; we are shaping the future of industrial development.

ABOUT SEEN

Seen is a forward-looking industrial transformation and development company dedicated to enhancing manufacturing efficiency, operational excellence, and sustainable growth. We collaborate closely with governments, investors, and industrial organizations to design and implement solutions that address the evolving challenges of modern industry.

Our expertise spans the full spectrum of industrial advancement — from manufacturing optimization and operational transformation to digital integration that accelerates innovation and connects systems, assets, and processes for smarter decision-making. Sustainability is embedded into every stage of our work, ensuring industries transition toward low-impact operations and circular-economy models that conserve resources and reduce waste.

Seen also plays a strategic role in industrial and economic development by facilitating investment opportunities and supporting the creation of competitive, future-ready industrial ecosystems. Through strong partnerships with technology providers, industrial service firms, and environmental specialists, we bring together the capabilities required to deliver tailored, high-impact solutions.

With a holistic and collaborative approach, Seen integrates technology, sustainability, investment, and partnerships into cohesive strategies that enhance performance, strengthen profitability, and unlock long-term industrial potential.



VISION & MISSION



VISION

Molding the Future of
Business, Defining
Business Horizons



MISSION

Enabling Advancement,
Producing Success

VISION

To become the region's most trusted enabler of industrial excellence and sustainable development, driving the adoption of advanced technologies, efficient operations, and environmentally responsible practices across diverse industrial sectors.

MISSION

To empower industries through technical innovation, operational optimization, and sustainable strategies, helping organizations achieve measurable improvements in productivity, efficiency, and long-term resilience. We aim to create value-driven industrial ecosystems that are both economically viable and environmentally responsible.

STRATEGIC FOCUS

Seen operates across several strategic pillars that guide our interventions and partnerships.



Manufacturing Excellence

We help industries optimize operations, improve plant efficiency, and enhance product quality. Our approach integrates process refinement, operational reliability, and advanced methodologies to maximize productivity and reduce costs.



Industrial Transformation

Seen drives comprehensive transformation, modernizing industrial operations through process reengineering, technology adoption, and management best practices. This ensures that our partners remain competitive in a rapidly changing industrial landscape.



Digital Integration

We leverage the latest digital technologies, automation systems, and data analytics to enhance operational visibility, improve decision-making, and streamline processes. Digital integration enables industries to operate more efficiently, safely, and transparently.



Sustainability & Circular Economy

Sustainability is central to our mission. Seen develops solutions that transform industrial waste into valuable resources, enabling industries to reduce environmental impact while generating economic benefits.



Investment & Industrial Development

We facilitate strategic investment and regional development opportunities, supporting industries in identifying growth prospects, expanding operations, and improving overall industrial capacity.

These pillars are interconnected, ensuring that Seen delivers comprehensive industrial solutions rather than fragmented services.



CAPABILITIES & EXPERTISE

At Seen, our capabilities extend across multiple facets of industrial transformation, allowing us to deliver end-to-end solutions. We combine technical expertise, strategic insight, and operational experience to empower industries to perform at their highest potential.



Operational Excellence

We specialize in enhancing operational performance through process optimization, plant reliability enhancement, and resource efficiency strategies. By analyzing existing workflows, identifying bottlenecks, and implementing best practices, we help industries reduce downtime, improve output, and achieve consistent quality. Our approach focuses on creating sustainable operational improvements that have long-term impact rather than temporary gains.



Digital Transformation & Industrial Intelligence

In the digital age, data is a key driver of operational efficiency. Seen assists industries in adopting smart systems, automation, and predictive analytics that enable real-time monitoring and proactive decision-making. Our solutions ensure seamless integration with existing operations, enhancing transparency, reducing risk, and increasing overall productivity.



Sustainability & Resource Optimization

Sustainability is embedded into every engagement. We implement innovative circular economy initiatives that convert waste into usable resources, reduce environmental impact, and create new economic value. Our approach helps industries meet regulatory compliance, achieve ESG goals, and enhance corporate reputation while maintaining profitability.



Investment & Industrial Development

Seen supports strategic industrial growth by identifying investment opportunities, conducting feasibility studies, and facilitating partnerships. We provide guidance for industrial expansion, regional capacity building, and technology adoption, helping stakeholders make informed decisions and maximize returns.



Each of these capabilities is delivered with a holistic perspective, ensuring that operational, technological, and sustainability goals are aligned to create long-term industrial value.



OUR TEAM



Mohammed Mugaibel, MBA
Managing Director

With +18 years of experience as a business development executive, he holds both a degree in Chemical Engineering and an MBA. His career spans MENA, Europe, and N. America, focusing on the petrochemical, industrial, and investment sectors. He has spearheaded numerous mega projects and secured partnerships with key government entities and Fortune 500 firms, driving significant revenue growth and market expansion.



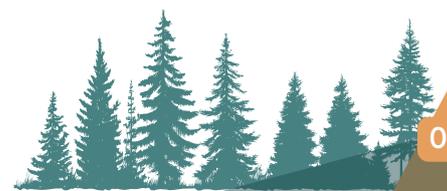
Eng. Ibrahim M. Alnakhilani
A Leader in Asset Management & Manufacturing Excellence

With 30+ years of expertise, Eng. Ibrahim is a visionary in Asset Management and Manufacturing Excellence, driving operational efficiency, reliability, and cost optimization across industries. His deep knowledge of TPM and Industry has helped organizations maximize asset performance and reduce downtime.

A strategic leader, Ibrahim has implemented predictive maintenance, RCA, and RCM to enhance reliability, cutting unplanned downtime and boosting OEE through TPM and Kaizen.

A sought-after advisor, Ibrahim has worked with multinational corporations and government entities, delivering multimillion-dollar efficiency gains. His thought leadership in smart manufacturing and operational excellence has shaped industry's best practices.

Committed to innovation and mentorship, Ibrahim continues to drive sustainable growth, proving that excellence in asset management is the key to industrial success.





Mr. Mubarak Ali, MBA

Project Coordinator

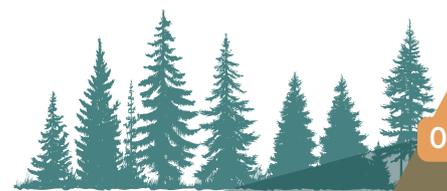
With over a decade of experience across Saudi Arabia, Pakistan, the United Kingdom, and the European Union, Mubarak Ali combines expertise in project coordination, supply chain, and logistics management to drive operational efficiency and strategic execution. He specializes in aligning technical, operational, and contractual elements to ensure seamless project delivery, stakeholder coordination, and documentation integrity. His cross-regional exposure and MBA background enable him to connect strategic planning with on-ground performance, reinforcing Seen' commitment to precision and results.



Mr. Samer Ayyoub.

Founding Member & Principal Consultant Colocate CPM

With more than 30 years of worldwide experience in mechanical engineering and project management, Mr. Samer Ayyoub excels in converting complex industrial problems into ordered successful outcomes. As the Principal Consultant Colocate CPM, he specializes in stabilising underperforming operations and delivering smart solutions for mining, water treatment and refinery projects across Australia, Asia and Saudi Arabia. Mr. Ayyoub is an expert in managing a contract from the tendering and negotiating to execution and compliance. His innovative method involves combining on-site and remote assistance to boost efficiency and minimize costs without compromising on quality. His motto is "turning uncertainty into actionable strategy". He is expert in helping people and companies reduce confusion in a complicated industrial world. Mr. Ayyoub helps organizations to implement high impact solutions that enable them to succeed sustainably and which are governance compliant.





Eng. Umar K. Al Shangiti, MBA

Strategic Industrial Architect & Business Transformation Leader

For 25 years, Eng. Al Shangiti has shaped industrial landscapes through visionary business development and operational transformation. His engineering rigor combined with MBA strategic acumen enables him to identify high-value growth opportunities while ensuring operational excellence across industrial ecosystems.

A recognized architect of industrial strategy, he specializes in developing competitive market positions through economic diversification initiatives, public-private partnership frameworks, and value-chain optimization. His strategic business development approach transforms market insights into sustainable industrial advantages, consistently delivering measurable growth across manufacturing sectors.

As an organizational transformation leader, he drives digital modernization and operational restructuring while maintaining focus on cultural alignment and workforce readiness. His operational excellence methodologies ensure seamless facility commissioning and continuous performance improvement, bridging the gap between strategic planning and shop-floor execution.

Trusted by governments and corporate leaders, Eng. Al Shangiti's unique ability to align long-term industrial strategy with operational reality continues to drive transformative results across GCC industrial sectors.



Abdulrahman Alshamqiti

Strategic Advisor | Riyadh, Saudi Arabia

Abdulrahman Alshamqiti is a finance and strategy consultant with extensive experience across capital markets, investment advisory, and business planning. Since 2018, he has held key roles as a securities analyst and portfolio manager, advising on multi-sector investments and supporting strategic initiatives for businesses navigating complex financial environments.

His professional focus lies in delivering research-driven insights to support executive decision-making, optimize capital allocation, and align financial strategies with broader business objectives. In addition to his advisory work, Abdulrahman has contributed significantly to commercial teams, providing market intelligence and analysis that empower sales and client-facing professionals with actionable perspectives.

Abdulrahman holds the CME-1 and CME-4 certifications from the Capital Market Authority, qualifying him to advise on securities and manage investment portfolios within the Kingdom of Saudi Arabia.

He is based in Riyadh and is passionate about helping businesses harness financial insight to scale with clarity and resilience. Outside of work, he has a keen interest in historical literature and the intersection of technology and financial innovation.



INDUSTRIAL INNOVATION & DIGITAL INTEGRATION

Industries today operate in a rapidly evolving technological landscape. Seen assists organizations in embracing **digital innovation** that improves efficiency, enhances safety, and drives measurable performance outcomes.

We implement solutions that integrate **advanced monitoring systems, automation technologies, and analytics platforms**. These enable industries to:

-  Monitor operations in real time for faster, data-driven decisions
-  Predict and prevent operational issues before they escalate
-  Optimize production workflows and resource allocation

Our digital solutions are not implemented as isolated tools; they are **woven into the operational fabric of the organization**, ensuring that every process benefits from data-driven insight and enhanced control. By adopting digital transformation strategies, industries gain a competitive edge, increased transparency, and improved resilience in dynamic markets.



SUSTAINABILITY & CIRCULAR ECONOMY

Seen recognizes that **sustainable industrial growth** is no longer optional — it is essential. Our sustainability initiatives focus on **transforming industrial waste into valuable resources**, reducing environmental impact, and promoting a circular economy

Our approach emphasizes:



Maximizing resource efficiency and reducing operational waste



Aligning industrial processes with environmental standards and ESG frameworks



Creating economic value from previously unused or discarded materials

By integrating sustainability into industrial practices, Seen enables organizations **to meet regulatory requirements, enhance stakeholder confidence, and create long-term operational resilience**. Sustainability, in our view, is not just a compliance requirement; it is a strategic advantage that drives growth, reputation, and efficiency.



INVESTMENT FACILITATION & INDUSTRIAL DEVELOPMENT

Seen provides a **strategic bridge between industrial capability and investment opportunities**. We identify and facilitate growth prospects that align with both regional economic priorities and organizational objectives.

Our investment facilitation includes:

-  Conducting market analysis and feasibility studies to guide investment decisions
-  Supporting industrial expansion initiatives through partnerships and collaboration
-  Advising on capital allocation, operational strategy, and risk management

By helping industries navigate the complexities of investment and development, we enable stakeholders to realize **sustainable growth** while contributing to **regional industrial advancement**. Our approach ensures that both local and foreign investors can participate in **value-driven industrial projects** with confidence and clarity.



STRATEGIC PARTNERSHIPS & COLLABORATIONS

Collaboration is central to Seen' model. We engage with **leading technology providers, industrial service organizations, and environmental experts** to deliver comprehensive solutions.

Through strategic partnerships, we can:



Access cutting-edge technologies and innovative solutions



Leverage specialized expertise to address complex industrial challenges



Co-develop sustainable industrial practices and operational innovations



Expand the impact and reach of every project through shared knowledge

These collaborations allow Seen to **offer scalable, integrated solutions** that are adaptable to different industrial contexts and markets. By connecting global expertise with local knowledge, we ensure that all our partners benefit from the **latest innovations and best practices**.





OUR APPROACH & METHODOLOGY

Seen follows a structured, outcome-focused methodology to ensure that every engagement delivers measurable results and long-term impact.

Assessment & Diagnosis

We begin by conducting thorough assessments of operations, processes, and organizational structures. This allows us to identify inefficiencies, risks, and opportunities for improvement.

Strategic Planning & Roadmap Development

Based on the assessment, we create customized transformation roadmaps that integrate operational, digital, and sustainability strategies. These plans are designed to be actionable, measurable, and aligned with organizational objectives.



METHODOLOGY



Assessment & Diagnosis



Strategic Planning & Roadmap Development



Implementation & Execution



Monitoring, Optimization & Continuous Improvement

Implementation & Execution

We manage the execution of solutions from start to finish, ensuring adherence to timelines, budgets, and quality standards. Our teams work closely with client staff to embed changes effectively and sustainably.

Monitoring, Optimization & Continuous Improvement

After implementation, we continue to monitor performance, measure outcomes, and refine processes. This ensures that benefits are sustained and enhanced over time, supporting continuous improvement and operational excellence.

INDUSTRY IMPACT & REGIONAL CONTRIBUTION

Seen is committed to driving industrial growth, regional development, and economic diversification. Our work contributes to:



Enhancing productivity and efficiency across industries



Creating sustainable industrial ecosystems aligned with environmental and regulatory standards

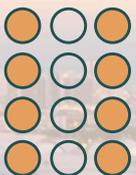


Facilitating investment opportunities that promote regional economic resilience



Supporting technology adoption and workforce skill development

By delivering solutions that integrate operational efficiency, digital innovation, and sustainability, Seen strengthens regional industrial competitiveness while generating tangible economic and social value



COMMITMENT TO SUSTAINABILITY & ESG

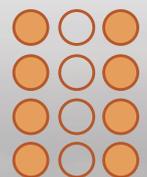
At Seen, sustainability is embedded in everything we do. Our commitment to **Environmental, Social, and Governance (ESG) principles** ensures that industries can:

 **Reduce environmental impact through** resource efficiency and waste transformation

 **Meet or exceed compliance with** regional and global environmental standards

 **Build stronger relationships with investors, stakeholders, and the community**

We view sustainability not just as compliance, but as a **strategic differentiator** that enhances operational performance, corporate reputation, and long-term profitability.



FUTURE OUTLOOK & CONTACT INFORMATION

FUTURE OUTLOOK

Seen is positioned to lead industrial transformation in the GCC and beyond, leveraging a unique combination of technical expertise, digital innovation, and sustainability-driven solutions. As industries face increasing demands for efficiency, transparency, and environmental responsibility, Seen will continue to enable growth, innovation, and competitive advantage for all stakeholders.



SEEN
A D V I S O R Y

Contact Information

 +966 050 023 1155

 **Seen Advisory**
Mohammed Bin Abdul Wahab Street,
34263-PO Box 2199, Dammam

 www.seen-advisory.com

 info@seen-advisory.com





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