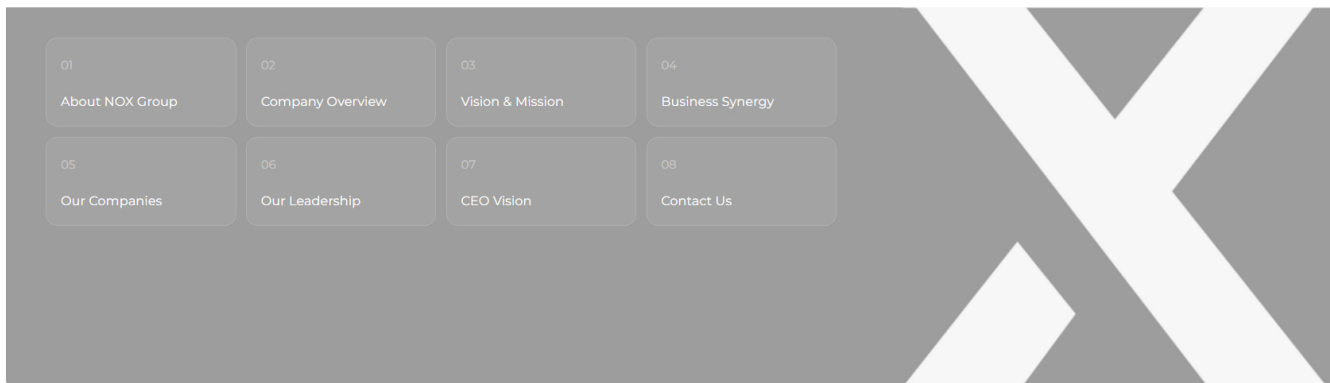




# OUR PROFILE

Our profile offers a comprehensive overview of NOX GROUP, highlighting our journey, business sectors, specialized companies, and dedication to delivering world-class event and venue solutions.

## CONTENT



## ABOUT NOX GROUP

NOX Group is a Saudi investment and operating group that builds, owns, and scales businesses through active governance and disciplined capital allocation. Our portfolio of companies are led by independent management teams with clear accountability, supported by Group-level governance, performance management, and strategic oversight. This structure enables resilience, scalable growth, and sustainable returns while maintaining agility at the operating level. This operating depth is a defining strength for us and continues to inform how the Group evaluates opportunities.

Today, NOX Group continues to strengthen its portfolio and operating capabilities, while pursuing long term value creation aligned with economic development in the Kingdom.

## COMPANY OVERVIEW

NOX Group operates as a Saudi investment and operating group, owning and governing a portfolio of businesses through an active ownership model.

The Group focuses on long-term value creation through disciplined governance and operational integration. Our portfolio of companies operates with independent leadership, supported by Group-level oversight, performance management, and strategic direction.

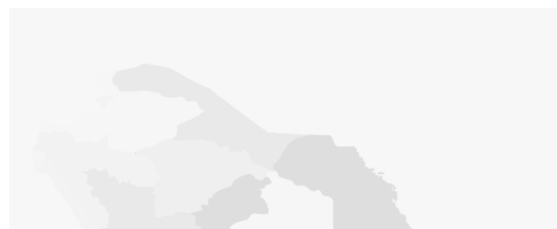
VENUES MANAGEMENT

EVENTS MANAGEMENT

WEDDING PLANNING

CATERING

EVENTS PRODUCTION



This approach allows NOX to build resilient businesses and scale responsibly across sectors without compromising standards



**715**

Assets Under Management

**925** SQM

Events Production

**+248,**

Events Projects Delivered

**+78**

Full Time Employees

**238k**

SQM Venues

**+260**

Strategic Client

## Our Vision

To be a leading Saudi investment and operating group recognized for building companies with strong value chains, creating enduring long-term value across sectors.

## Our Mission

To build, own, and govern operating businesses with discipline, accountability, and a long-term value creation mindset.

## BUSINESS SYNERGY

NOX Group is built around an operating model designed for durability: integration where it creates advantage, and autonomy where it drives agility. Each portfolio company operates with independent leadership and accountability. At the same time, with group-wide governance, execution standards, and performance management systems, the consistency and long-term value creation.

This model enables the Group to:

- Maintain high standards of delivery and customer experience
- Enhance margin discipline through quality and process control
- Reduce execution risk in complex operating environments
- Improve scalability through coordinated capabilities and oversight
- Sustain performance through growth cycles and market shifts

The Group's integration capability is a strategic asset – one that strengthens existing portfolio performance and supports future portfolio development beyond any single sector.



## Our Companies

NOX VENUES



CREATIVE HOUSE



# NOX VENUES

NOX Venues manages and operates long-term venue assets, overseeing operations, maintenance, stakeholder coordination, and commercial performance. The platform is designed for reliability at scale and consistent delivery in high-dependency environments.



NOX Events delivers structured execution for government enterprise and institutional initiatives. The company operates with disciplined planning and delivery standards, supporting complex requirements and time-sensitive programs.



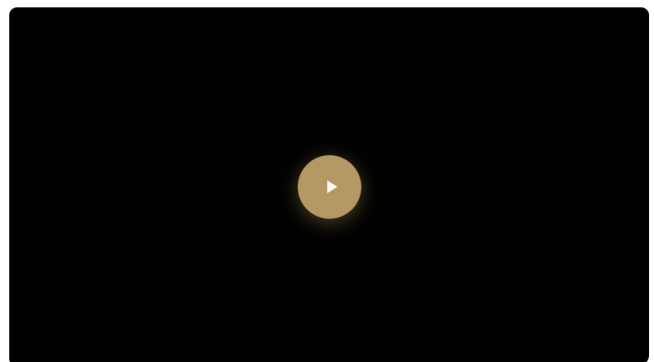
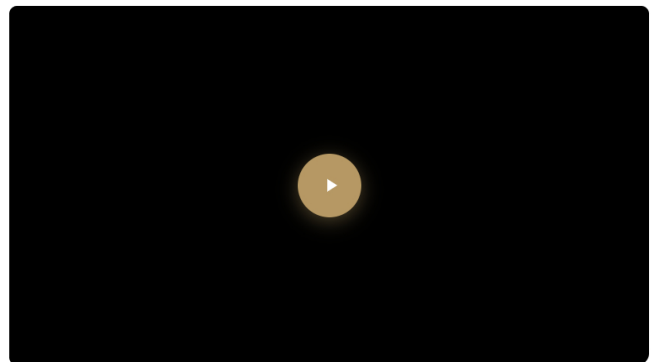
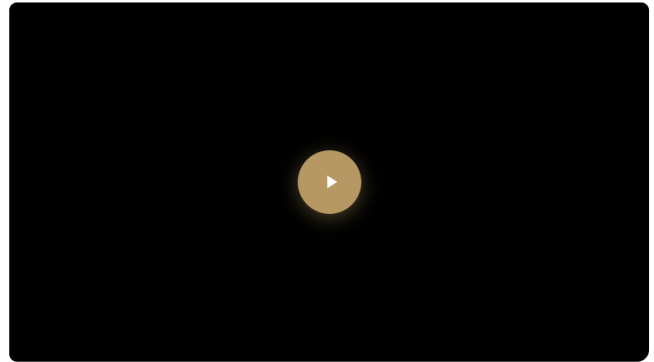
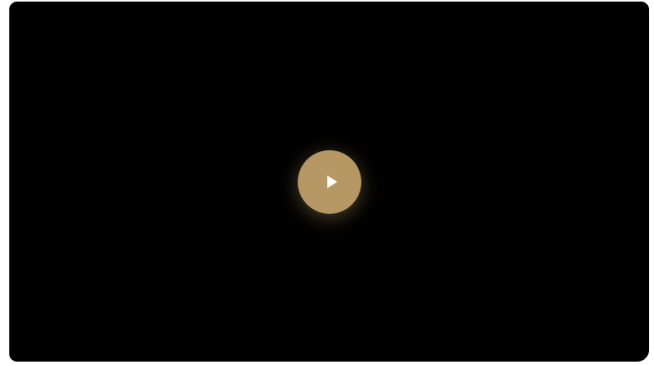
Creative House provides integrated production capabilities including design, staging, audiovisual solutions, and fabrication. The platform strengthens delivery quality, consistency, and execution speed across complex projects.



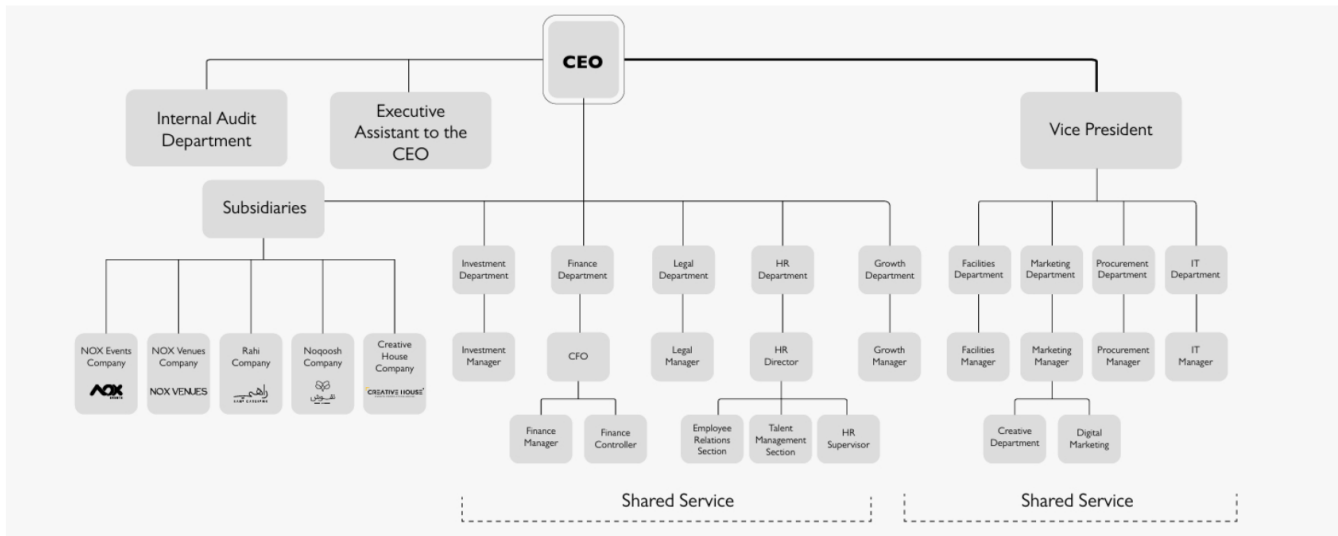
Noqoosh is a personally curated, design-led Wedding & special events platform specializing in high-spec execution with strong attention to detail, service consistency, and coordinated delivery.



Rahi is a scalable catering and culinary platform focused on quality, hygiene, and operational consistency while maintaining reliability and standards.



# OUR STRUCTURE.



# OUR LEADERSHIP



**Faisal Alsenan, CEO.**

- Bachelor in Law and a Master's in Executive MBA.
- International Business Program at San Francisco University
- Founded NOX Group
- General Manager of Nox Venues
- Serves as a Board Member in multiple companies
- A CME Certificate holder
- Experienced in strategy and finance.



**Hasan Nabulsi, VP**

- Graduate of King Saud University - College of Science (Statistics)
- Brings 35+ years of executive and leadership experience across multiple sectors.
- Led multiple retail, F&B, and mixed-use projects in Saudi Arabia.
- Leads leasing, commercial strategy, and business development initiatives.



**Hassan Bin Samman, GM of Nox Events.**

- University of Wisconsin-La Crosse
- Bachelor of Science, School of Arts
- Florence Design Academy (FDA), Master's degree, Interior Design



**Faisal Zaidan, GM of Creative House.**

- Bachelor of Architecture
- Events Management: He has over 9 years of experience in event management.



**Emad Qanaq, GM of Rahi.**

- Master in International Business
- Bachelor in Hospitality Management.
- Proven success in managing VIP, royal, diplomatic, and government guest experiences.



**Afnan Alnoamani, GM of Noqoosh.**

- Bachelors in IT.
- Master's degree in business administration.
- Certificates holder (CI, Event Planner).
- Business Program at San Francisco University



**Abu Bakr Mahmud, Chief Financial Officer**

- The Institute of Chartered Accountants of Pakistan
- Bachelor in Finance
- Professional Credentials: He is a member of both the ICAEW and ICAP.



**Abdullah Alotaibi, HR Director.**

- Human Resource Diploma
- Professional Certificate CIPD L 5
- Professional Certificate ICHRM
- Professional Certificate PPA
- Have experience more than 15 years in Human Resource

# CEO SPEECH



Faisal Alsenan, NOX GROUP CEO.

NOX Group was established with a clear long-term objective: to build and own high-performing businesses with sustainable value creation for stakeholders.

From the outset, we focused on developing operating platforms that require discipline, standards, and reliability. This approach shaped the Group's operating mindset and continues to guide how we govern, invest, and scale our portfolio today.

A core differentiator of NOX Group is our ability to build integrated platforms that deliver consistency at scale. This strengthens performance, improves resilience, and enables our companies to grow without compromising standards. It also provides the Group with a strong foundation to evaluate and develop opportunities beyond any single domain.

As NOX Group evolves as an investment and operating group, we remain committed to disciplined capital deployment, strong governance, and building businesses that endure. Our growth will be deliberate, performance-led, and aligned with long-term value creation for our stakeholders and for the Kingdom.

# CONTACT US.

Let's shape your next experience, together.

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