

BLACKLY
Executive Office

EXECUTIVE OFFICE
المكتب التنفيذي

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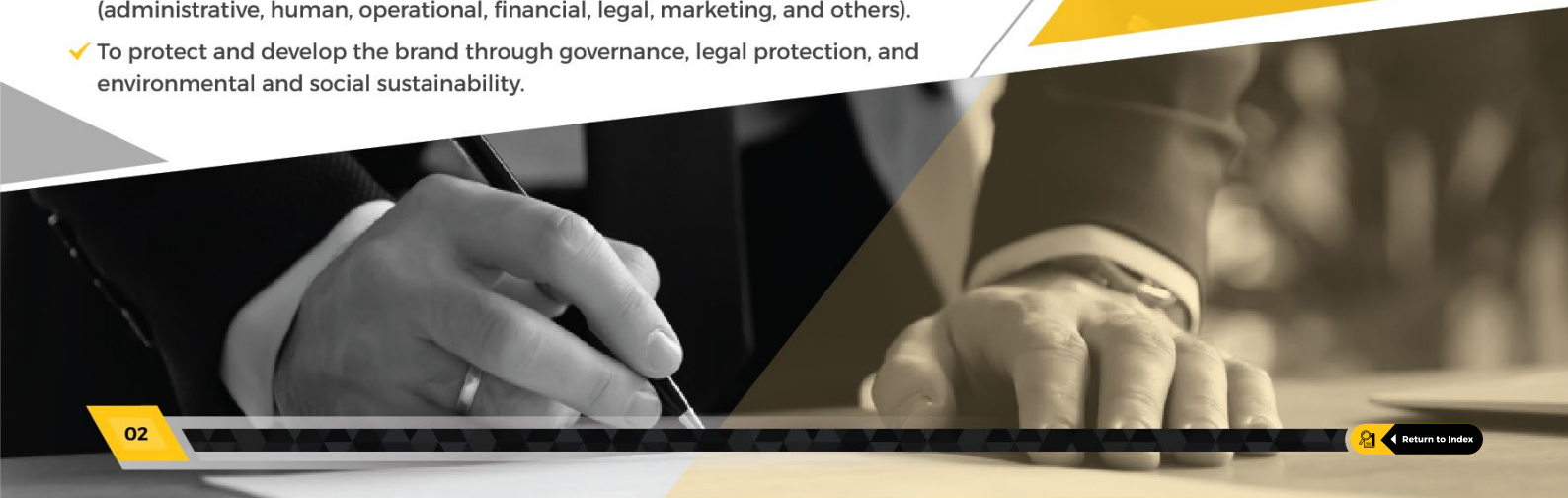
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Who Are We?

- In a world where ideas accelerate and brands compete, Blackly was born to be more than just a company to be an incubator of ideas, a creator of brands, and a manager that guides them toward sustainability.
- We believe that a brand is not merely a logo or a symbol, but a living entity that breathes through space, design, management, employees, culture, and the value experienced by the customer.

From here, the Blackly philosophy was born:

- ✓ To transform an idea into a tangible reality that begins with choosing the right location.
- ✓ To create a complete experience from architectural and visual design to the customer's very first interaction with the brand.
- ✓ To manage the brand as an integrated entity through its various identities (administrative, human, operational, financial, legal, marketing, and others).
- ✓ To protect and develop the brand through governance, legal protection, and environmental and social sustainability.



Why Blackly?

- Because we accompany you from the moment the idea is born until the ribbon is cut.
- Because we manage your brand through independent contracts for each identity, ensuring transparency and professionalism.
- Because we adhere to the Kingdom's Vision 2025 regulations, drawing on both local and international expertise.
- Because we believe that a brand's success lies not only in its launch but in its continuity and leadership.



WITH THIS BEGINNING, WE OPEN THE DOORS OF THE JOURNEY BEFORE YOU...

A journey that starts with an idea and continues with you until your brand becomes an inspiring success story.

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FROM DREAM TO IDEA

Turning the Idea into a Real Project



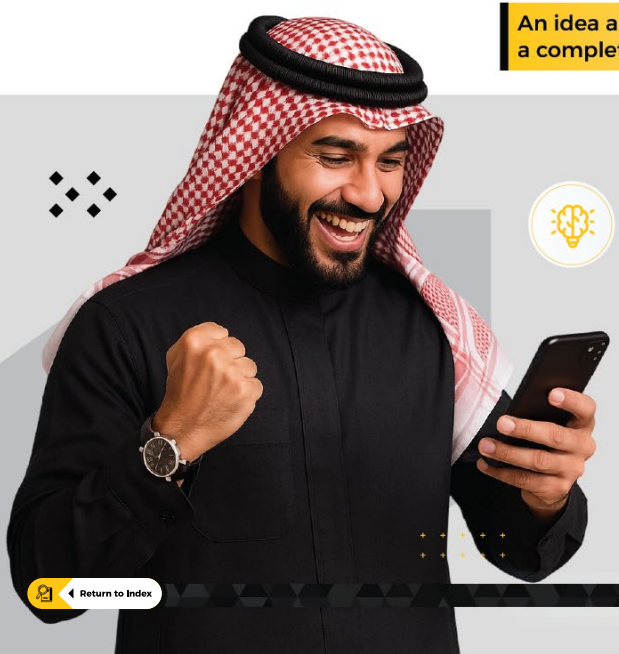
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FROM DREAM TO IDEA (Turning the Idea into a Real Project)

Every success begins with an idea... and that idea might be a thought in a university student's mind, a dream for an entrepreneur, or even an inspiration for a businesswoman or businessman seeking a new imprint in the market.



An idea alone is not enough; it needs someone to refine it, study it, and turn it into a complete project.



At Blackly, we start with you where others stop

We listen to your idea as if it were already a real project, then we work to:

1. Analyze the idea in depth: What is its value? Who is its audience? What are its chances of success?
2. Study the market: competitors, gaps, opportunities, and regulations.
3. Formulate the vision and mission: turning the idea into a clear initial identity.
4. Prepare the preliminary study: a roadmap that paves the way for the next stages.



Blackly's Promise

- We don't let your idea float in the air - we ground it on a solid foundation.
- We give you your first roadmap, helping you move from a mere dream to a brand worthy of a ribbon-cutting ceremony.

Here begins the real journey...



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BRAND CREATION

Before the Ribbon-Cutting



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Brand Creation

Before the Ribbon-Cutting

- Before the curtains are raised and before the audience gathers for the ribbon-cutting, there is a crucial stage that people don't see yet it determines the entire fate of the brand.
- It is the creation stage, where we lay the foundations upon which everything else is built.



Real Estate Identity

Choosing the Right Location

A brand begins with location, At Blackly, we help you:

- Choose the most suitable site for your business (commercial, office, industrial, or service-based).
- Study the influencing factors: customer traffic, population density, and the nature of competition.
- Prepare a real estate assessment to ensure your investment in the location serves your brand's identity.

Engineering Identity

Layouts and Permits

A location is never complete without thoughtful engineering.

- Preparing architectural layout plans for the spaces.
- Providing approved execution drawings.
- Following up on the required permits and licenses.
- Ensuring the site complies with safety requirements and local regulations.

Architectural and Interior Identity

Design, Furnishing, and Preparation

Here, the brand begins to take shape.

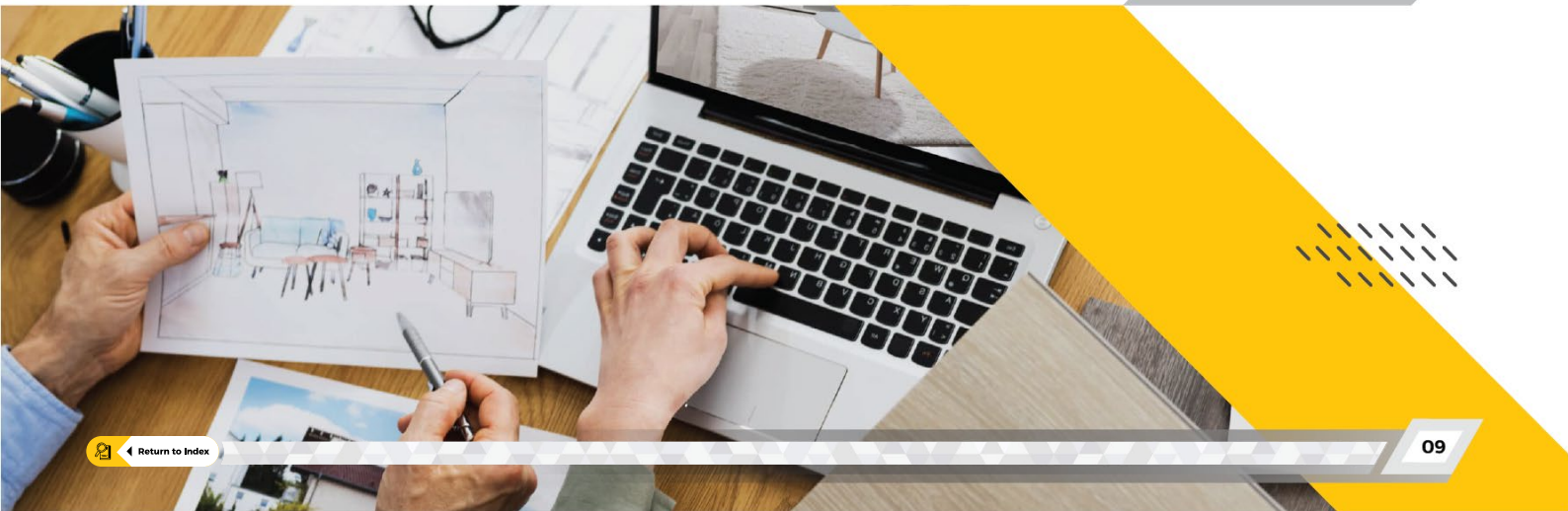
- Architectural design that reflects the spirit of the brand.
- Interior design that translates the project's identity into a sensory experience.
- Décor, furniture, lighting, and ambiance that make the customer feel a sense of belonging.
- Preparing the space to be fully ready for the grand opening.

Visual Identity

The Image the World Sees

After the place is built, it needs a face for people to see.

- Designing the logo and unified color palette.
- Creating the visual identity catalog.
- Developing official print materials (business cards, letterheads, folders).
- Designing interior and exterior signage.
- Preparing promotional and advertising materials ready for the launch stage.



Blackly's Promise in the Creation Stage

- That every detail is carefully considered from the choice of flooring to the selection of the typeface in the logo.
- That we create for our client a complete space and identity, not just a store or an office.
- That we deliver a project ready for its historic moment the ribbon-cutting.

At this stage, the project is born as a real, tangible entity in the world...



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BRAND MANAGEMENT

After the Opening



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Brand Management

After the Opening

The opening moment is the true beginning... when people see your brand for the first time, and the responsibility of managing the brand in all its identities begins - to ensure it remains strong, vibrant, and cohesive.

Administrative Identity

The System that Regulates

- Preparing organizational structures.
- Drafting internal policies and procedures.
- Designing operational and administrative models.
- Documenting processes to facilitate oversight and governance.

Human Identity

Your Team Is Your Brand

- Selecting employees who embody the spirit of the brand.
- Implementing training and development programs.
- Building a cohesive organizational culture.
- Managing performance and motivating talents.

Operational Identity

The Backbone of Daily Activities

- Establishing clear operational systems and procedures.
- Managing workflow across branches or headquarters.
- Ensuring daily quality of services and products.
- Monitoring ongoing operational reports.

Financial Identity

The Language of Numbers

- Preparing periodic financial statements.
- Managing budgets and balance sheets.
- Developing short- and long-term financial plans.
- Managing cash flow and ensuring financial sustainability.

Legal Identity

Protecting Rights and Ensuring Compliance

- Drafting contracts and agreements.
- Ensuring compliance with local regulations.
- Protecting intellectual property and registered trademarks.
- Managing potential legal disputes.





Blackly's Promise in the Management Stage

- That your brand management is built on strong institutional foundations.
- That we provide you with integrated systems ensuring stability and transparency.
- That we become your executive partner in managing the brand day by day.

Here, the brand transforms from merely a place into a fully integrated institution-managed with professional principles that ensure its continued success.

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GROWTH

The Journey of Expansion and Marketing



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Growth

The Journey of Expansion and Marketing

- After the brand is managed professionally and stabilized on solid ground, the most vital stage begins: growth and expansion.
- Here, the brand transforms from merely a successful project into a well-established name that echoes in the market and reaches a wider audience

Marketing Identity

How Does Your Brand Reach Your Customers?

- Developing an integrated marketing strategy (Digital & Offline).
- Building an annual marketing plan.
- Managing advertising campaigns across digital and traditional channels.
- Monitoring performance indicators (KPIs) to measure return on investment.
- Enhancing the customer experience and ensuring loyalty.

Technical and Digital Identity

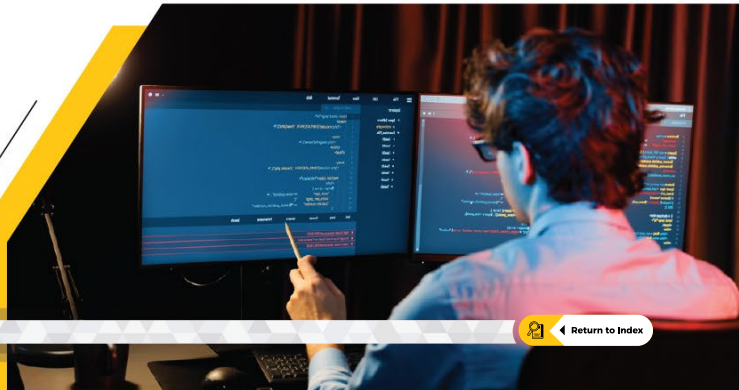
Smart Expansion

- Developing professional websites.
- Creating and managing mobile applications.
- ERP / CRM systems for digitalizing management and operations.
- Digital transformation and artificial intelligence solutions.
- Utilizing Internet of Things (IoT) technologies to support operations and marketing.

Media and Visual Identity

The Image the World Sees

- Visual and audio production (advertisements, promotional films, creative content).
- Media coverage for events and occasions.
- Managing public relations with media and partners.
- Crafting media messages that reflect the brand's strength.
- Building a positive reputation that protects the brand and supports its growth.





Blackly's Promise in the Growth Stage

- To make your brand a story people talk about.
- To give you a digital and technological presence that enhances your position.
- To open new channels for you to reach more customers with greater effectiveness.

- **At this stage, the brand begins to expand and spread, becoming more firmly established in the minds of customers.**
- **But success is not complete without protection and sustainability...**

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PROTECTION

Brand Sustainability and Governance



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Protection

Brand Sustainability and Governance

- Growth and expansion alone are not enough... a brand needs protection and sustainability to maintain its position and continue its leadership.
- In this stage, Blackly works with its clients to delve into governance, security, and sustainability ensuring that the brand remains strong, no matter how circumstances change.



Security Identity

Safety as the Foundation of Continuity

- Implementing safety and security systems in headquarters and branches.
- Preparing emergency and business continuity plans.
- Managing potential risks and protecting assets.
- Ensuring compliance with civil defense and relevant authority requirements.



Environmental Identity

Commitment and Sustainability

- Adopting environmentally friendly solutions within the brand (renewable energy – waste reduction).
- Complying with the standards of the National Center for Environmental Compliance.
- Implementing green strategies that support Saudi Vision 2030 goals.
- Achieving ESG standards (Environmental – Social – Governance) in business management.

Social Identity

Responsibility and Community Engagement

- Developing social responsibility programs.
- Participating in national and community
- Enhancing the brand's image as an active part of society.
- Building strategic partnerships with civil society organizations.

Blackly's Promise in the Protection Stage

- To create for your brand a protective shield that safeguards it from risks.
- To provide you with sustainability built on security, regulations, and global standards.
- To connect your brand with the community and environment, ensuring it remains positive and lasting in impact.

Here, the brand becomes fortified, protected, and connected to the community and the environment...



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POST-MANAGEMENT

Continuous Development and Governance



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Post-Management

Continuous Development and Governance

◆ Even after a brand is established and stabilized, the journey never stops, A brand constantly needs development, monitoring, and evaluation to remain present in the minds of its audience and outperform its competitors.

Brand Governance

◆ Establishing control and management systems to ensure transparency.

◆ Reviewing institutional performance and linking it to governance standards.

◆ Strengthening compliance with internal and external laws and regulations.

Brand Protection

◆ Registering the trademark and protecting intellectual property.

◆ Monitoring any infringements or imitations of the brand.

◆ Developing strategies to maintain the authenticity of the brand identity.

Brand Development

◆ Updating the visual or marketing identity when needed.

◆ Enhancing the customer experience.

◆ Keeping up with market and technological changes.

◆ Providing creative solutions to revitalize the brand.

Performance Evaluation

◆ Preparing periodic reports on the brand's market performance.

◆ Analyzing key performance indicators (KPIs) and reviewing results.

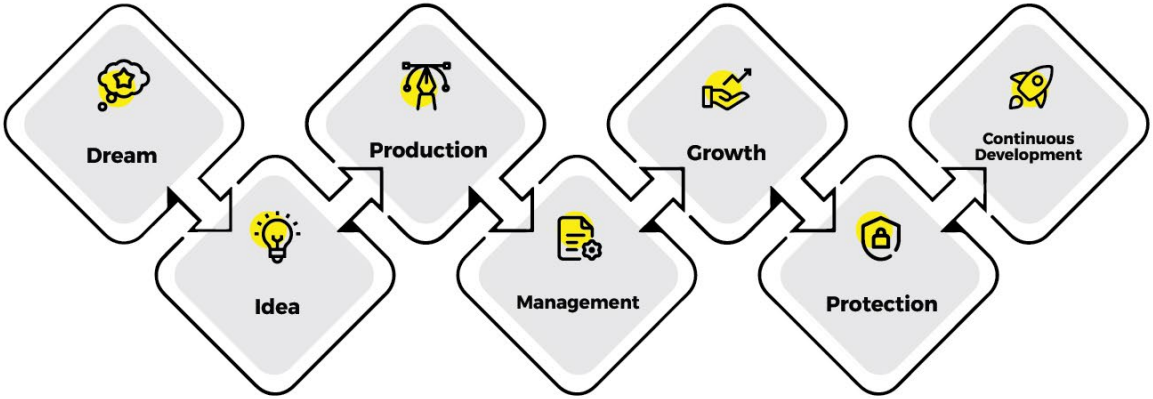
◆ Proposing corrective or developmental plans when needed.

◆ Comparing the brand's position with competitors.

Blakely's Promise in the Post-Management Stage

- That we do not leave your brand alone after management, but remain your strategic partner.
- That we guarantee your brand always stays ahead and keeps up with change.
- That we continuously monitor its growth and development.

At this stage, the life cycle of the brand is complete:



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SUCCESS STORIES

Where Leading Brands Were Created



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Success Stories

Where Leading Brands Were Made

- A brand is not just a service we offer it is a success journey we live alongside our clients.
- At Blackly, we take pride in being the executive partner in creating and managing brands that have left their mark in the market.



Story 1: From a University Idea to an Institutional Brand

The idea began as a university graduation project, then transformed with us into a startup with a complete identity:

- We selected the right location.
- We designed the visual identity.
- We built the administrative structures.
- We launched the marketing campaigns.

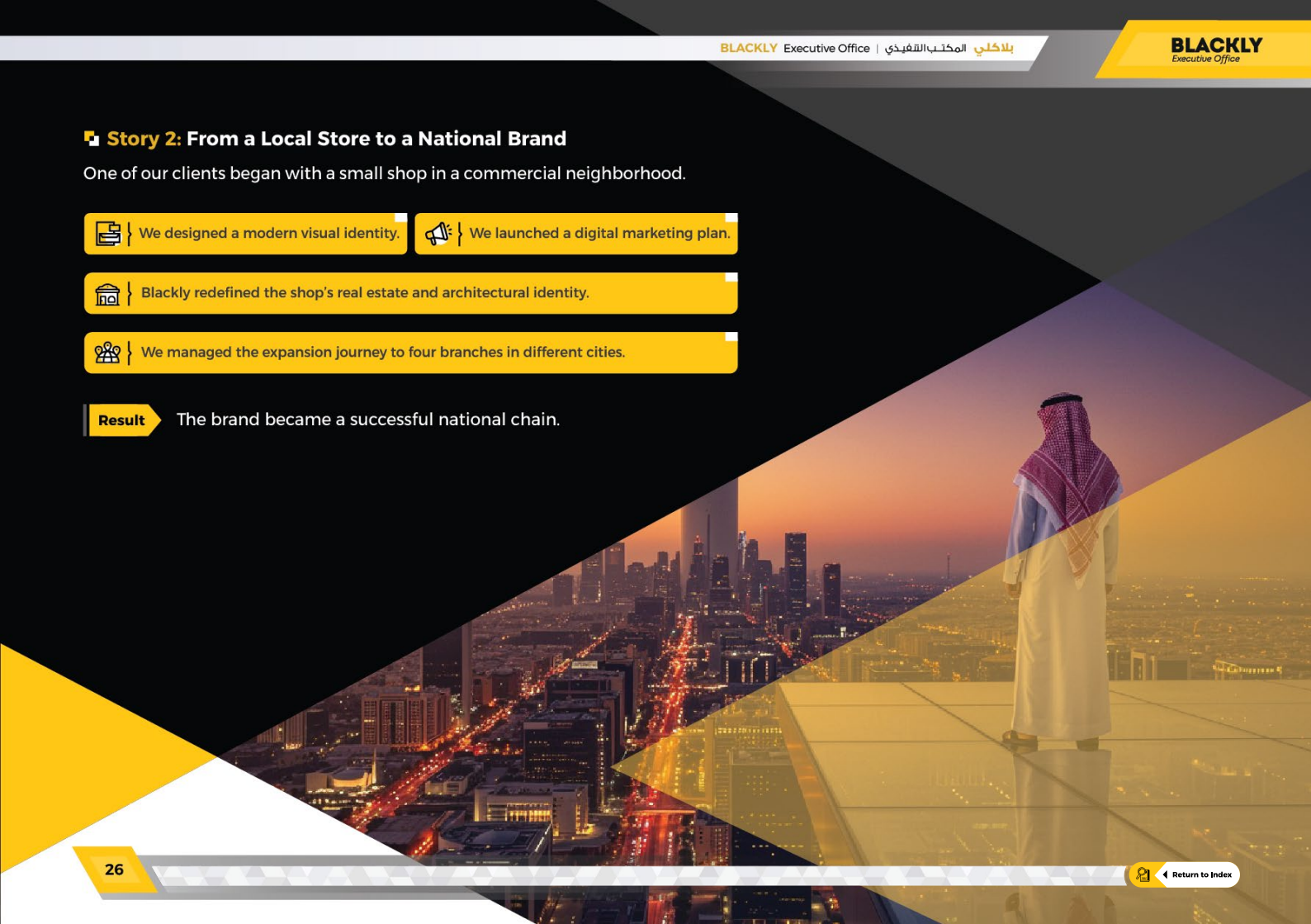
Today the company has become one of the leading entrepreneurial projects recognized in the Saudi market.

Story 2: From a Local Store to a National Brand

One of our clients began with a small shop in a commercial neighborhood.

- We designed a modern visual identity.
- We launched a digital marketing plan.
- Blackly redefined the shop's real estate and architectural identity.
- We managed the expansion journey to four branches in different cities.

Result The brand became a successful national chain.





Story 3: From Official Opening to a Fully Managed Brand

Another partner only wanted to cut the ribbon and open his project.

- Blackly created the place in every detail (architectural and visual).
- Managed the entire grand opening.
- Handled the legal and financial identity management.
- Continued to operate the brand's operational and marketing identities.

Today the brand is fully managed through independent contracts and has achieved financial and administrative stability.

Blackly Figures (2025)

+50
brands created and managed.

+20
brands governed and developed.

%95
customer satisfaction rate.

+10
Our clients' brands have expanded to over 10 Saudi cities.



Blackly's Promise in Success Stories

- Every success story we write with our clients is not just an achievement it is a long-term partnership that we value and build upon for a stronger and more sustainable future.
- With these successes, we reaffirm our commitment to ensuring the continuity of these brands in line with modern Saudi regulations and standards.

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BLACKLY'S COMMITMENT

Operating in Line with Regulations and Standards



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Blackly's Commitment

Operating in Line with Regulations and Standards

At Blackly, we do not believe in temporary success or quick fixes we believe that brand sustainability can only be achieved through adherence to local and international regulations and standards, That is why we have made compliance a fundamental pillar of all our services.

Compliance with Saudi Regulations (2025)

- Ministry of Commerce: Establishing companies in accordance with modern laws and regulations.
- Zakat, Tax and Customs Authority (ZATCA): Full compliance with tax and VAT systems.
- Small and Medium Enterprises General Authority (Monsha'at): Supporting entrepreneurs and startups.
- National Center for Environmental Compliance: Ensuring projects meet environmental requirements.
- Ministry of Human Resources and Social Development: Implementing labor regulations and complying with the new labor law.

Commitment to Governance Standards

- Applying best practices in company and brand management.
- Promoting transparency and clarity in operations.
- Ensuring clear policies for accountability and oversight.

Sustainability Standards (ESG)

- E – Environment: Adopting green solutions that reduce environmental impact.
- S – Society: Promoting social responsibility and connecting the brand with the community.
- G – Governance: Establishing internal systems that ensure integrity and transparency.

Blackly's Promise

- To ensure all our services align with Saudi Vision 2030.
- To protect our clients from legal or administrative risks.
- • To create strong, lawful, and sustainable brands.

With this commitment, we give our clients the confidence that their brands are not only distinguished in the market but also fully compliant with every approved regulation and standard.



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BLACKLY & PARTNERS TEAM



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Blackly & Partners Team

Behind every successful brand created by Blackly stands a dedicated team of experts and consultants, working in harmony as one integrated system, supported by a strong network of strategic partners.

Executive Team

- **Executive Management:** Leadership with strategic vision and experience in turning ideas into successful entities.
- **Specialized Consultants:** Experts in management, finance, legal affairs, marketing, technology, and governance.
- **Creative Teams:** Designers, directors, and production specialists who translate identity into a tangible visual experience.
- **Operational Teams:** Staff who oversee daily details to ensure the sustainability of projects.

Partners Network

- Real Estate and Engineering Partners: For selecting locations and designs that meet the highest quality standards.
- Technology Partners: To provide the latest digital solutions, smart systems, and digital transformation tools.
- Marketing and Media Partners: To expand brand presence in the market and enhance reputation.
- Legal and Financial Partners: To ensure full compliance with regulations and standards.



Blackly's Promise with Its Team

- To deliver our services with a one-team mindset.
- To bring together diverse expertise under one umbrella to serve the client.
- To emphasize that Blackly's success is not built on an individual, but on an integrated system of talents and partners.

Here, we reveal the true strength that creates brands from behind the scenes.



LINKS FOR REGISTRATION AND SERVICE REQUESTS

Please click on the section you want to go to,
and you will be redirected automatically.

- Request Consultation
- Request a Service
- Register for Packages
- Rate the Service
- Contact via WhatsApp
- Go to Website

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