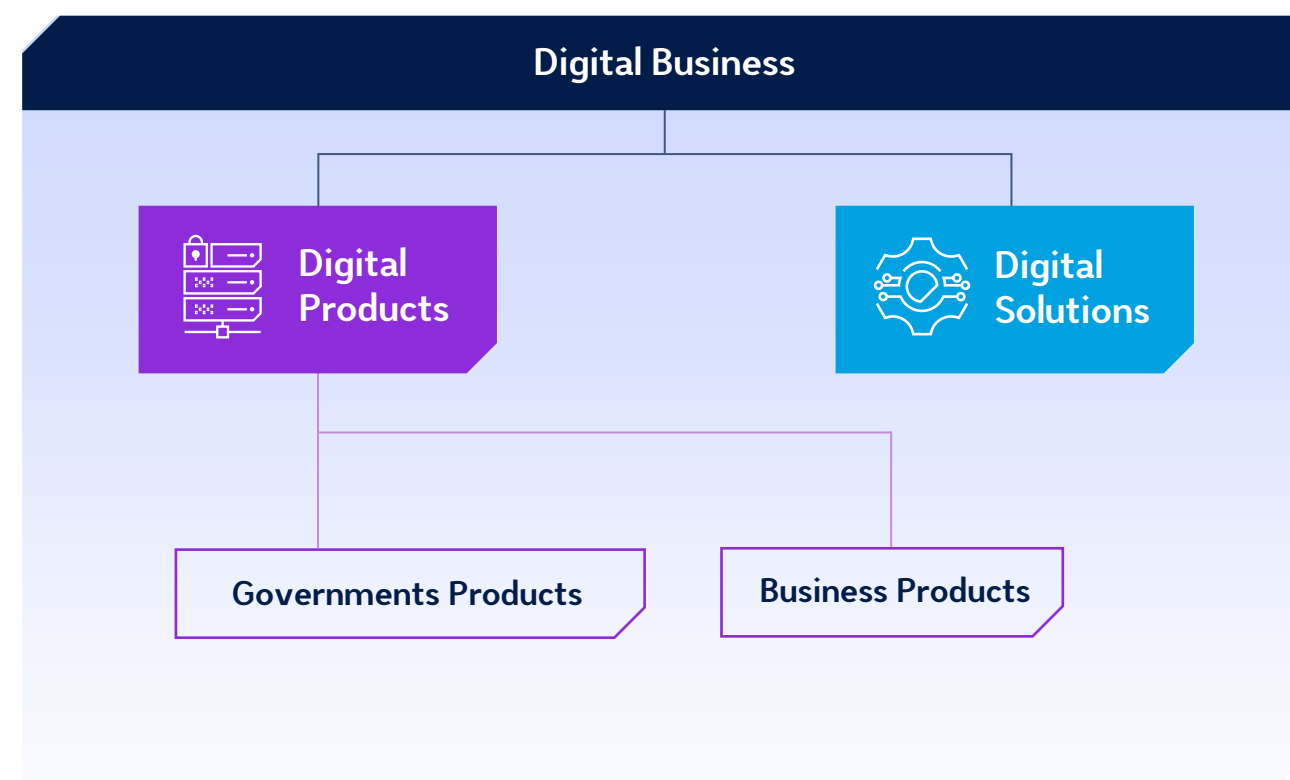


Digital Business

elm's Digital Business Division delivers a comprehensive ecosystem of products and solutions designed to address critical needs across various sectors. These include advanced offerings in security, transportation, health, administration and digital identifiers, ensuring seamless integration and efficiency for its partners. elm's portfolio is structured to serve both government and business sectors, enabling tailored solutions that drive impact and accelerate growth.

Through its innovative digital products and solutions, the division continues to shape a smarter, more connected future, supporting Saudi Arabia's aspirations for sustainable development and technological leadership.



Digital Products

elm's Digital Products Division, encompassing both Government and Business Products, continued to drive digital transformation across public and private sectors in 2024, delivering innovative solutions that enhance efficiency, accessibility and value.

elm's Digital Products drive and leverage advanced technologies to deliver tailored solutions that meet evolving needs and expectations. Through strategic initiatives and tailored offerings, the division addresses the unique demands of each sector while fostering growth and innovation to meet evolving market needs.

To learn more about elm Digital Products, please scan the QR code.



Government Products

elm's Government Products delivered a notable performance in 2024, with key products and services continuing to drive digital transformation across the Kingdom, reinforcing its commitment to enabling growth and innovation in the public sector. By fostering strategic relationships and expanding into new sectors, it has created opportunities to deliver advanced services that support government operations and enhance citizen engagement. The Group also expanded its product portfolio to target new markets and established partnerships with both governmental and private entities, paving the way for advanced and impactful services.

This year marked the launch of several key initiatives, including new services on the Absher, Muqem and Smart Portal platforms, each tailored to improve accessibility, efficiency and user experience. Additionally, the Group launched two new products, vehicle price reference and Electronic Vehicle Auctions, in collaboration with

government and private entities, enhancing its capacity to deliver innovative solutions tailored to diverse market needs. It also introduced a new subsystem within the Basher platform focused on environmental security violations, offering a streamlined solution for monitoring and managing compliance efficiently.

Customer satisfaction has been enhanced through consistent follow-up with clients and proactive monitoring of feedback across all channels. This approach resulted in the launch of the new Tamm platform, new Basher platform and the updated environment for the Yaqeen verification service, all of which contributed to a measurable increase in satisfaction levels compared to the previous year.