

مجموعة شحوب
SUHB GROUP



SUHB Group

One Group. Impact , Value , Opportunities!





” **We possess minds and talents driven by innovation and creativity.**
By empowering them, the Kingdom will become a fertile environment for a knowledge-based economy, through an integrated ecosystem that supports the development of technologies, industries, and innovative solutions, and contributes to the growth of enterprises.

“

His Royal Highness Crown Prince
Mohammed bin Salman bin Abdulaziz

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, the Most Gracious, the Most Merciful.

■ About SUHB GROUP (SG)

A non-profit company and group specialized in designing experiences and developing products, projects, and programs **targeting university and professional communities**, serving public and private sector entities to deliver clear and impactful value to its partners and clients through practical solutions and value across multiple dimensions.

The Group aims to become the leading destination and the most effective partner for government and private entities seeking to design products, programs, projects, and experiences centered around these communities, delivering sustainable impact and value across multiple dimensions.



■ Our Strategic Direction

★ Vision

To become the go-to partner for public and private sector entities seeking to reach university and professional communities through the design and execution of products and projects—leveraging its ecosystem of specialized entities.

★ Mission

We design and implement products, services, and projects based on real organizational needs—creating tangible value for institutions and impact for communities.

★ Core Values

Effective Partnership

Professionalism & Excellence

Sustainability & Impact

Innovation & Creativity

★ Our Executive Motto

Value and investment that creates impact

Why SG?

We possess core strengths that enable us to

deliver a comprehensive and high-quality experience for our partners.

Extensive Reach

Direct access to over **300,000** university students across different campuses.

Network of University Entities

Established direct communication and collaboration with 17+ Saudi universities and a wide range of student clubs.

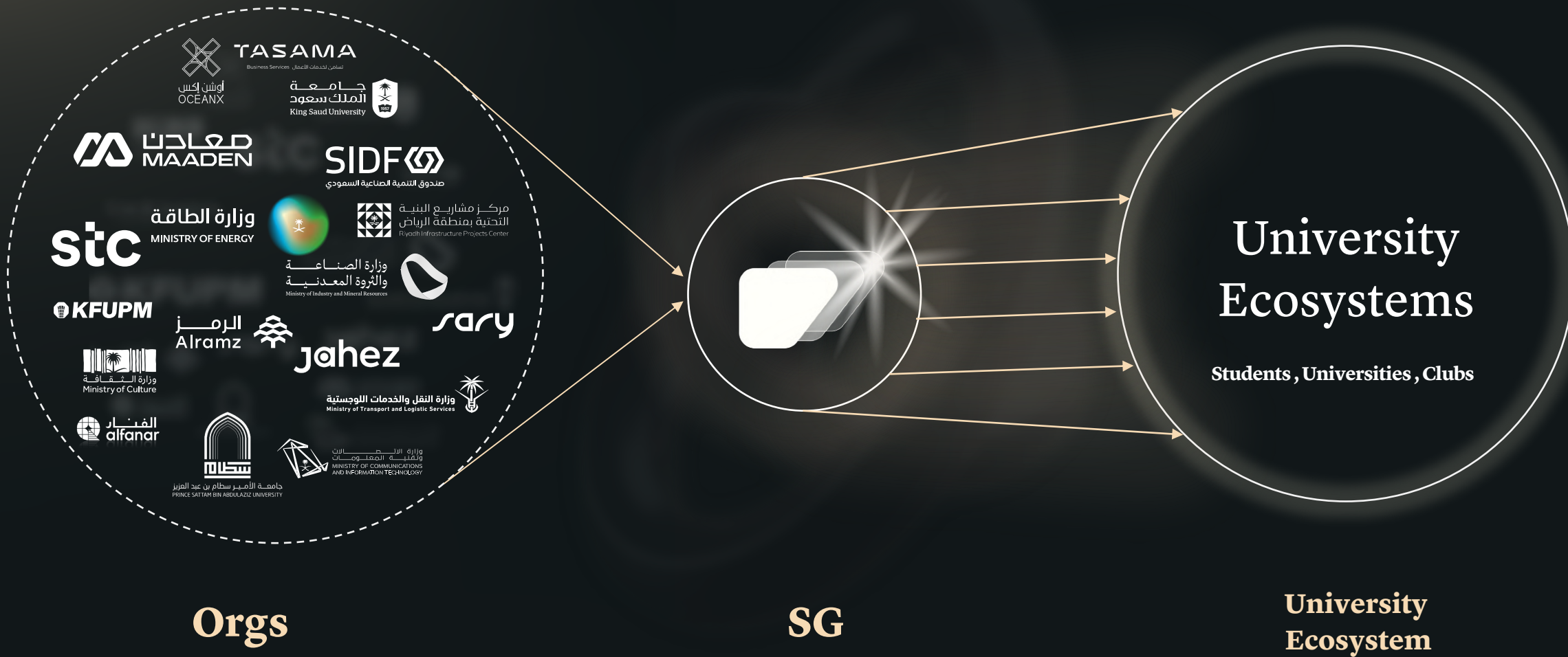
End-to-End Management

From concept to execution — a seamless, end-to-end management approach covering planning, design, production, implementation, and delivery at every stage.

Effective Understanding, Proven in Action

An effective understanding of the university ecosystem has been shaped through work with government, private, local, and international organizations.

SG Concept



SG Business Tracks

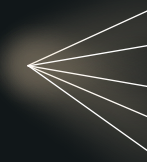
Track 01

Building Track

(When building something that depends on or targets the university community)



We design and build products, programs, and projects that depend on or target the university community to create value and achieve client and partner objectives.



- * Innovation Solutions
- * Experience Design
- * Talent & Opportunities
- * Training & Employment
- * Communities Building

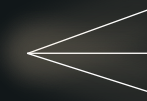
Track 02

Activation Track

(When a product or program already exists and needs stronger reach and impact)



We activate existing products, programs, or projects through access to the university community, supported by marketing, communication, and reach optimization to maximize impact.



- * Access & Reach
- * Marketing & Communication
- * Co-Design, Optimization & Integration

SG Capabilities

Reach

Access to an extensive and active university community of over **300,000** students and graduates across the Kingdom.

Development

Designing and developing products, programs, and projects that depend on the university community to drive innovation or achieve the Certain organization's goals.

Communication

Direct and sustained engagement with universities and student organizations — the core entities of the university community — to ensure effective and continuous communication.

Marketing

Designing and executing creative communication campaigns that enhance visibility, engagement, and impact within the university ecosystem.

SG in Numbers

Through multiple experiences over recent years, SG has worked with government and private entities on initiatives and programs targeting university and professional communities.

This work is supported by a capable, diverse team and specialized advisors, enabling high-quality execution and the development of efficient, scalable models.

300K+

Direct Student Reach
Nationwide

9+

Projects Successfully
Delivered

17+

Universities Worked
With

10+

Government & Private
Entities Worked With

40+

Active Contributors
Across Initiatives

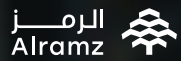
2.8m+

Content Reach Across
Digital Platforms

SG Partners Impressions

12+ Organizations

Who placed their confidence in a high-potential Saudi entity



“Your impact on the university students’ experience at the Future Minerals Forum was pivotal and widely recognized, including by the Deputy Minister for Mining Affairs. Thank you for delivering an exceptional achievement in a short timeframe.”



“Thank you sincerely. After God’s grace, your role was essential for the project to come together this way. Your professionalism and the level of work delivered were truly exceptional this year.”



“The work exceeded expectations in every sense. The final outcome, execution quality, and production level were all very high.”



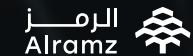
“Your work with us in the Industrial Hackathon made a clear difference in impact and reach, with improvements in registrations and participation. Thank you.”



“Having you with us made a real difference. Despite tight timelines and challenges, your commitment and capability led to results that exceeded expectations — thank you.”



“The work delivered was of a very high standard. We look forward to seeing this project and partnership create positive impact across multiple levels and are excited about the next steps.”



■ Clients & Partners

الرمز
Alramz



وزارة الصناعة
والثروة المعدنية
Ministry of Industry and Mineral Resources



SIDF
صندوق التنمية الصناعية السعودي

SIAPARTNERS

جامعة
الملك سعود
King Saud University



KFUPM

HUNGER
STATION

الفنار
alfanar

معهد الاستشارات
وطول الأعمال
Institute of Consulting
& Business Solutions

SEIZE

معدن
MAADEN

FUTURE
MINERALS
FORUM

المجدوعي
Almajdouie



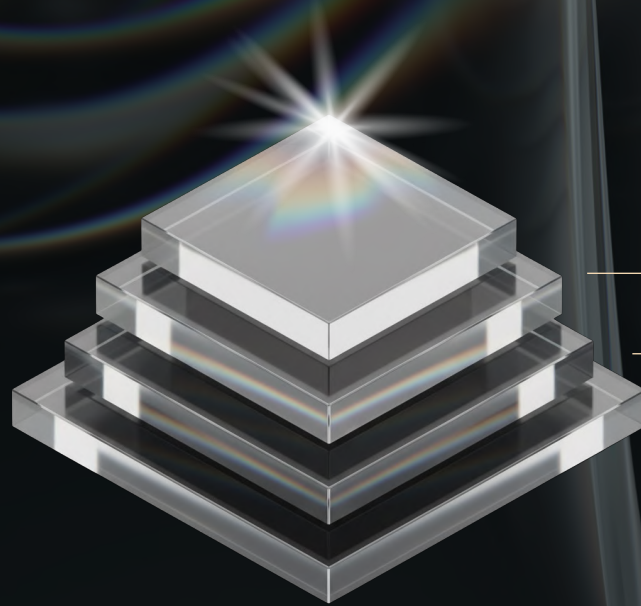
مؤتمر سلاسل الإمداد
والخدمات اللوجستية
SUPPLY CHAIN AND
LOGISTICS CONFERENCE



صفا
Safa



SUHB Group



Opportunities
Impact
Value

Thank You!

Book a session with us now!

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