



**The Wall
Consultancy**

Guiding Your Financial Future

Company Overview

The Wall Consultancy is a leading financial consulting and brokerage firm dedicated to empowering businesses and individuals with tailored financial strategies. We focus on financial analysis, strategic planning, and investment opportunities across sectors.



Vision

To build lasting partnerships that empower people and businesses to grow confidently and sustainably.

Mission

To provide personalized financial solutions that align with our clients' goals, values, and vision.

Core of our Services

**1 Strategic Financial
Analysis Service**

**2 Financial Modeling
Services**

**3 Financial
Restructuring**

**4 Private Placement
Services**

**5 IPO Advisory
Services**

**6 Business Process
Consulting**

**7 Consulting Services
& Financial
Solutions**

8 Interim CFO Services

1- Strategic Financial Analysis Service

Strategic financial analysis is a disciplined way to evaluate your company's finances in the context of long-term business goals. It connects your company's financial health to its broader business goals. Unlike tactical or short-term reviews, this type of analysis examines financial trends, ratios, and projections to inform high-level decision making. It helps determine whether your current performance and projected outcomes are aligned with where your business wants to go.

■ Strategic Planning

Developing custom strategies to meet financial goals (e.g., expansion, investment, debts reduction).

■ Ratio and trend analysis

:Review year-over-year or quarter-over-quarter patterns in revenue growth, margin changes, expense categories, and cash flow.

■ Scenario planning

Model various outcomes — optimistic, conservative, and worst case. Evaluate how changes in sales, costs, or external conditions would impact profit, cash flow, and liquidity. Incorporate risk probabilities and financial buffers into each scenario to assess whether your business can withstand shocks or seize emerging opportunities.

■ **Forecasting and budgeting**

Build short, medium and long-term financial projections based on actual performance and projection. Create department-level budgets that align with strategic goals. Incorporate historical seasonality or cost trends to improve accuracy and link these forecasts to strategic milestones.

■ **Assessing Financial Health**

Analyzing income, expenses, cash flow, and financial statements.

- Profitability margins over time
- Debt levels related to assets and equity
- Current assets vs. liabilities
- Customer Acquisition Cost (CAC) vs. Lifetime Value (LTV)
- Revenue per employee
- Capital Structure Review: Advising on optimal debt vs. equity mix.
- Operational Efficiency: Recommending process improvements to boost financial performance.
- Tax Optimization: Working with tax professionals to minimize liabilities.
- Burn Rate and Cash Runway – Especially important for early-stage companies
- Churn Rate and Net Dollar Retention – Crucial for SaaS and recurring-revenue models
- Budget Variance

■ Regulatory Compliance

Ensuring the business or individual meets financial regulations.

■ Financial Reports

Preparing detailed, customized financial reports for stakeholders or clients.

■ Dashboards & KPIs

Setting up tools for monitoring key financial indicators



2- Financial Modeling Service

We understand the importance of robust and reliable financial modelling in supporting sound business decisions. Our team delivers comprehensive operational and financial models that enable clients to make informed, credible, and value-oriented investment decisions.

Our models are tailored to each client's specific needs, providing clear insights into financial performance, capital structure, and future growth potential.

Overview of Financial Modeling Services

■ Purpose of Financial Models

Financial models simulate company performance to help stakeholders make data-driven decisions and assess risks effectively.

■ Wide Applicability

Financial modeling serves startups, SMEs, large corporations, and individual investors for strategic planning and investment evaluation.

■ Strategic Planning Benefits

Models help visualize financial futures, evaluate strategies, and prepare for future financial needs and investments.

■ Core Financial Modeling Services

■ Valuation Modeling

Estimates business or asset value using standard industry methodologies for informed decision-making.

■ Cash Flow Forecasting

Predicts future cash inflows and outflows to ensure liquidity and maintain financial stability.

■ Scenario and Sensitivity Analysis

Tests on how key variable changes impact financial outcomes for assessing risks and opportunities.

■ **Investment and M&A Modeling**

Evaluates financial viability of mergers, acquisitions, and investment opportunities for strategic growth.

■ **Applications of Financial Modeling**

■ **Business Valuation**

Financial models help determine a company's worth for investment, sale, and strategic planning decisions.

■ **Investment Analysis**

Models evaluate potential returns and risks to guide investor decision-making effectively.

■ **Budgeting and Forecasting**

Financial modeling supports planning future revenues and expenses to meet business financial goals.

■ **Training and Support**

Providing hands-on training, documentation, and ongoing assistance to empower clients.

■ **Project Financing**

Models assess feasibility and financial structure of projects using cash flow and risk analysis.

■ **Role of Financial Modeling Consultants**

■ **Understanding Business Needs**

Consultants identify client goals and challenges to align financial models with strategic objectives.

■ **Data Collection and Analysis**

Gathering financial and operational data ensures accuracy and relevance in the modeling process.

■ **Model Development and Scenario Analysis**

Designing adaptable models with scenario analysis to evaluate risks and potential outcomes.

3- Private Placement Service

Our experienced team specializes in structuring and managing private placement investments, delivering tailored solutions aligned with each client's unique investment goals and risk profile. We assist Douf issue assist Douf issuers and investors throughout the entire private placement process from opportunity assessment and structuring to documentation and execution

◆ Overview of Financial and Private Placement Services

We assist companies in raising capital through non-public offerings with financial planning and due diligence

■ Capital Raising Method

Private placements enable companies to raise capital through non-public offerings, avoiding full IPO requirements.

■ Financial Analysis and Valuation

Services include detailed financial analysis, business valuation, and due diligence to prepare strong investor proposals.

■ Investment Structuring and Pricing

Supporting structuring and pricing of offerings ensures attractive investor terms while meeting company capital needs.

◆ Consultant Responsibilities in Private Placement

■ Financial Planning and Analysis

Consultants conduct budgeting and forecasting to support key business decisions and maintain financial health

■ Business Valuation

They perform business valuations using standard industry methods to estimate company worth credibly.

■ Due Diligence Review

Thorough review of financial, operational, legal, and regulatory factors ensures investment viability.

■ Investment Structuring and Pricing

Thorough review of financial, operational, legal, and regulatory factors ensures investment viability.

◆ Engage with Our Consulting Services

■ Unlock Financial Potential

Partner with experts to fully unlock your financial strategy's potential and maximize business growth.

■ Enhance Financial Modeling

Improve your financial modeling capabilities with the support of experienced consultants.

■ Raise Capital through Private Placement

Leverage tailored consulting solutions to successfully raise capital via private placement.

■ Schedule a Consultation

Contact our team today to schedule a consultation and discover strategic solutions for your business.

4-Financial Restructuring

Financial restructuring involves altering the capital structure of a company or group specifically where the businesses are unable to meet the servicing requirements of the existing debt obligations.

Our financial restructuring experts help businesses navigate the often-unfamiliar restructuring environment. Our team will support you in formulating, negotiating and implementing innovative financial restructuring solutions.

■ Objectives of financial restructuring

- Provide resolution of the company's debts and immediate liquidity problems by effective short-term corrective actions.
- Strengthen the company's viability by anchoring debt to sustainable cashflow available for debt servicing.
- Rehabilitation of the company enabling it to become more competitive by implementing effective middle and longer-term strategies.
- Restoration of creditor confidence.
- Enhance recovery for all stakeholders – giving them a better recovery than what they are facing now.

◆ We offer the following services

Debt Restructuring

We assess the current situation of the business and its debt-carrying capacity and assist in formulating restructuring proposals that effectively match (timing, quantum, currency etc.) the company's debt repayment obligations to its cashflows.

Financial Advisory

We have extensive experience in providing advisory support to companies that are seeking to:

- Raise capital to address funding gaps.
- Effectively manage stakeholders such as lenders and creditors.
- Implement restructuring plans and restructuring schemes
- resulting from a debt restructuring exercise.
- reporting and forecasting culture.
- Monitoring the cashflows against key covenants under
- restructuring agreements; covenants at risk of breach and high levels of debt.

Liquidity monitoring

We provide liquidity monitoring and forecasting support by:

- Making use of our hands-on cash flow forecasting
- support & scenario planning, including use of analytics to enable real-time and reliable data-driven decision making.
- We engage and manage a wide range of key stakeholders including lenders and advisers on business liquidity. We undertake rapid liquidity optimization reviews to
- enhance the reliability and transparency of medium-term cash.
- We identify longer-term funding requirements and assist
- to secure optimal financing.
- We engage in transfer of skills and tools to support a
- high performing cash

5- IPO Advisory Services

Our IPO advisory team provides comprehensive guidance throughout the entire initial public offering process from early-stage readiness assessments to post-listing compliance. We help clients evaluate listing options, prepare financial statements, structure the offering, and manage regulatory requirements to ensure a smooth and successful market debut.

Our goal is to maximize valuation, strengthen investor confidence, and position your company for sustainable growth in the public markets.

■ Role of IPO Advisor

IPO advisors guide companies through the complex process of their initial public offering, ensuring smooth transition.

■ Compliance and Preparation

Advisors ensure regulatory compliance by aligning internal processes and managing documentation with legal teams.

■ Risk Management

They identify potential risks and mitigate them through strategic planning and operational adjustments

■ Long-term Success Positioning

IPO advisors provide expert insights and support to position companies for sustainable growth in public markets.

Financial Planning and Analysis

■ Core FP&A Functions

FP&A involves budgeting, forecasting, and analytic work to support business decisions and financial health.

■ Financial Modeling and Reporting

Advisors develop financial models for investor presentations and regulatory filings, reflecting performance and future projections.

■ Scenario Analysis

Scenario analysis evaluates impacts of strategic choices like market expansion or cost restructuring.

■ Compliance and Investor Trust

FP&A ensures accuracy and compliance of financial statements to build investor trust and meet regulations.

◆ **Business Valuation**

■ **Valuation Methodologies**

Common methods like DCF, Comparable Company Analysis, and Precedent Transactions assess company value comprehensively.

■ **Importance of Accurate Valuation**

Accurate valuation helps set IPO price, attract investors, and guide strategic decisions like equity allocation.

■ **Collaboration with Management**

Advisors work closely with management to ensure valuation assumptions are realistic and supported by market data.

■ **Enhancing Investor Confidence**

A compelling valuation narrative helps companies maximize IPO proceeds by building strong investor trust.

◆ **Due Diligence**

■ **Comprehensive Financial Review**

Due diligence involves assessing financial statements to identify discrepancies or risks affecting investor confidence.

■ **Legal and Regulatory Compliance**

Legal due diligence ensures compliance with regulations and checks for pending litigation risks.

■ **Operational Efficiency Assessment**

Operational due diligence evaluates business process efficiency and scalability for sustainable growth.

■ **Building Investor Credibility**

Thorough due diligence builds a transparent profile, fostering trust and facilitating smoother IPOs.

◆ **Investment Analysis**

■ **Key Investment Metrics**

Due diligence involves assessing financial statements to identify discrepancies or risks affecting investor confidence.

■ **Benchmarking and Differentiation**

Comparing company performance against peers identifies strengths, weaknesses, and unique differentiators.

■ **Strategic IPO Decisions**

Investment analysis guides pricing, timing, and marketing strategies crucial for a successful IPO launch.

■ **Investor Communication**

Clear, data-driven narratives help tailor offerings to meet investor expectations and market demands.

◆ **Cashflow and Forecasting**

■ **Cashflow Modeling**

Detailed cashflow models project inflows and outflows to identify funding gaps and manage working capital effectively.

■ **Forecasting Techniques**

Forecasting analyzes historical data and market trends to predict future financial performance accurately.

■ **Risk and Resilience Planning**

Stress-testing financial plans ensure resilience under adverse conditions and supports regulatory compliance.

■ **Decision Support and Growth**

Cashflow and forecasting provide insights that enhance decision-making and promote sustainable long-term growth.

◆ **Business Plan Review and Valuation Models**

■ **Business Plan Assessment**

Advisors evaluate strategic narrative, market positioning, and financial forecasts to align with investor expectations.

■ **Valuation Model Development**

Valuation models incorporate revenue, costs, capital expenditure, and market assumptions to price the IPO accurately.

■ **Model Refinement and Stress Testing**

Models are refined and stress-tested to ensure robustness under realistic and adverse market scenarios.

■ **Investor Confidence and Roadmap**

A credible business plan and valuation bolster investor confidence and guide post-IPO strategic execution.

◆ **Pricing the Private Placement Offering**

■ **Strategic Pricing Decision**

Pricing impacts investor interest and capital raised, requiring balance of funding needs and investor returns.

■ **Market and Competitor Analysis**

Advisors evaluate market conditions, investor appetite, and competitor offerings to position investment attractively.

■ **Pricing Strategies**

Includes discounts, premium placements, or tiered offerings tailored to investor profiles and expectations.

■ **Compliance and Collaboration**

Close work with legal and financial teams ensures compliance and optimizes pricing outcomes.

6- Business Process Consulting

Business consultation is a professional service aimed at analyzing, optimizing, and redesigning an organization's workflows to improve efficiency, consistency, and alignment with strategic goals. Consultants work closely with stakeholders to understand current operations, identify inefficiencies, and implement improvements

1 Process Discovery & Documentation

- **Goal:** Understand how work actually gets done.
- **Methods:**
 - Interviews and workshops with staff.
 - Shadowing employees during tasks.
 - Reviewing SOPs, system logs, and reports.
- **Outcome:** A visual map (e.g., flowcharts or BPMN diagrams) of current workflows, revealing informal practices and undocumented steps.

2 Gap Analysis & Optimization

- **Goal:** Identify inefficiencies and areas for improvement.
- **Focus Areas:**
 - Bottlenecks and delays.
 - Redundant approvals or manual tasks.
 - Compliance risks or audit findings.
- **Tools Used:**
 - Lean Six Sigma, root cause analysis.
 - ERP systems (e.g., SAP, Oracle, Odoo).
 - Automation platforms (e.g., RPA tools like UiPath).
- **Outcome:** A set of actionable recommendations, often including process redesign, automation, or policy changes.

3 Implementation Support

- **Goal:** Ensure smooth transition to improved processes.
- **Activities:**
 - Change management planning.
 - Staff training and onboarding.
 - Pilot testing and phased rollouts.
- **Outcome:** New processes are adopted with minimal disruption, and employees are equipped to work effectively.

4 Performance Monitoring

- **Goal:** Track success and drive continuous improvement.
- **Tools:**
 - Dashboards (e.g., Power BI, Tableau).
 - KPIs like cycle time, error rate, throughput.
 - Feedback loops and regular reviews.
- **Outcome:** Data-driven insights to refine processes over time.



Business Process Consulting



OPTION
01

**Process Discovery
& Documentation**

Gap Analysis & Optimization

OPTION
02



OPTION
03

Implementation Support

Performance Monitoring

OPTION
04



7- Consulting Services & Financial Solutions

We specialize in providing financial consultancy to help businesses and individuals access funding through bank loans and microfinance institutions in emerging markets.

Our Key Services

Bank Loan Assistance

Expert guidance on preparing and submitting applications to financial institutions that provide loans.

SIDF Loan Support

Assistance in prequalifying enterprises by improving documentation quality and providing step-by-step guidance on applying for Saudi Industrial Development Fund (SIDF) loans.

Counter Guarantee / Letters of Credit (LCs)

Advisory on how to approach banks and successfully apply for counter guarantees and letters of credit.

8- Interim CFO Services

Providing experienced financial leadership during periods of transition, rapid growth, or special projects. Our Interim CFOs bring strategic insight and hands-on expertise to ensure financial stability and drive business success.

Why Choose the Wall Consultancy

1 Access to
Financial
Expertise

2 Cost Reduction
and Productivity
Boost

3 Clear,
Authoritative
Support

4 Tailored Financial
Strategies

5 Trustworthy and
Transparent Partnership



Partner with Us



■ **Expert Financial Consulting**

Our consultants provide expert financial modeling to help navigate complex financial decisions with confidence.

■ **Tailored Solutions**

We deliver customized financial models that align with your unique business goals and strategies.

■ **Supporting Diverse Clients**

Our services cater to startups, established companies, and investors seeking insight for growth and funding.

■ **Strategic Advantage**

Leverage accurate and actionable financial models to transform data into strategic business advantages.

How can our services help your business

- 1 Ensuring the gathering of timely and accurate financial and accounting data
- 2 Assigning the right people into your IPO team
- 3 Implementing more effective systems and processes to reduce risk, cut down on overhead spending and save time
- 4 Help in maximizing the value of the IPO process
- 5 Ensuring compliance with laws and regulations

Teams

Company

Mr. Tarek Ahmed Kemeha, MBA, PMP, WIM

Tarek Ahmed is an accomplished finance Management and consultancy professional with 22 years of diverse experience in large corporations, external audit, investment management and financial analysis. Currently serving as Finance management and consultancy at Saudi market, in addition to support organizational transformation and growth effectively. I excel in financial modeling, forecasting, and investment diversification, and have a strong track record of leading cross-functional teams and collaborating with various stakeholders.

Education

- Master of Business Administration (Financial Management) – 2020 to 2022 The Arab Academy for Management, Banking and Financial, Cairo, Egypt

■ Certificates:

- Project Management Professional (PMP) – PMI 2023 – 2024
- Wealth & Investment Management, Chartered
- Institute for Securities & Investment (CISI) – 2020 to 2021
- IBM A+ Certificate for SW & HW – 2007
- Sun certificate programmer for the JAVA 2 platform 1.4 Professional – 2004 to 2005

Mr. Abdelhaleem Sayed, CFA

Abdelhaleem Sayed is an accomplished finance and consultancy professional with 12 years of diverse experience in commercial banking, economics, investment management and financial analysis. Currently serving as the Team Leader in the Monetary Policy Implementation Department and acting as the Investment Manager for the Pension Fund at the Central Bank of Egypt, in addition to being a monetary policy consultant at the presidential office he brings a wealth of knowledge and expertise to the financial sector. His skills extend to navigating complex financial landscapes through adept financial modeling, risk assessment, conducting macroeconomic analysis and strategic investment planning.

Education

- Bachelor's degree, B.Sc. Economics & Statistics from Faculty of economics and political science, Cairo University (2007 — 2011).

■ Certificates:

CFA charter holder.

Mr. Samir Mahmoud Zaki

Samir Zaki is an experienced Accounting Manager with over 20 years of expertise in the field. He possesses excellent leadership skills in accounting management and has a proven track record of developing internal controls and effective accounting systems and policies. He is skilled in providing support, service, and advice to senior management on all financial matters.

— Education

- Bachelor's degree, B.Sc. Accounting from Faculty of Commerce, University Of Alexandria (September 1999 — May 2003).
- Diploma in Financial Public (Taxes) from Faculty of Commerce, University Of Alexandria.

— Certificates:

- International Financial Reporting Standards (IFRS)
- Operational Modeling, Corporate Finance Institute (CFI)

Mr. Hossam Ali

Hossam Habib is an experienced ERP Manager with 28 years of expertise in finance, supply chain, production, sales, and project management. He has a strong background in Microsoft Dynamics AX and leads teams to implement and upgrade ERP solutions, aiming to enhance organizational efficiency and support company growth.

— Education

- Bachelor of Commerce, Accounting Department (English Section) May 1997
- Faculty of Commerce and Business Administration – Helwan University

— Certificates:

- Microsoft Dynamics AX 4 (Finance, Trade and Logistics, Production and Project).
- Microsoft Dynamics AX 2009 (Finance, Trade and Logistics, Production and Project).
- Microsoft Dynamics AX 2012 (Finance, Sales & Marketing, Procurement, Production, Project and Retail)

Mr. Mohamed Abdou Wahideldin

Global Senior Financial Consultant & Advisor with over 30 years of C-suite experience, specializing in guiding Oil & Gas and energy sector organizations through their most critical financial transitions. I provide expert advisory services to CEOs, boards, and private equity firms, delivering actionable strategies for IPOs, large-scale transformations, and complex financial restructuring.

— Education

- Holds a Bachelor of Commerce from Ain Shams University (1993).

— Certificates:

- Financial Modeling & Valuation Analyst (FMVA®) Certification

Saud Abdulaziz Alawwad, LL.M., FCIArb, LPP

Saud Alawwad is a senior legal advisor specializing in banking & project finance, restructuring, and governance in KSA. He advises executives and boards on complex financings and PPPs, builds compliance frameworks aligned with Saudi regulations and Vision 2030, and leads high-stakes disputes and arbitrations.

He currently serves as Senior Advisor to UP – Legal at a leading Saudi development finance institution. He has completed executive programs at Harvard Law School and Wharton.

— Education

- Master of Laws (LL.M.), Private Law — Arab East Colleges, track: Banking, Corporate, Finance & Securities (2011–2015); GPA 3.984.00/
- B.A. in Sharia (Law) — Imam Mohammad Ibn Saud Islamic University (1994–1998); GPA 4.465.00/.

— Certificates:

- Fellow of the Chartered Institute of Arbitrators (FCIArb) — 2022.
- Saudi Accreditation Standards for Legal Practitioners (SASL) — Saudi Bar Association (valid to 2025).
- In-house Counsel Certified (ICC) — Association of Corporate Counsel, 2020.
- Legal Project Practitioner (LPP) — IILPM, 2023 (valid to 2028)

Partners



خالد المالكي للاستشارات



فهد العبد للاستشارات المالية



Our Clients





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