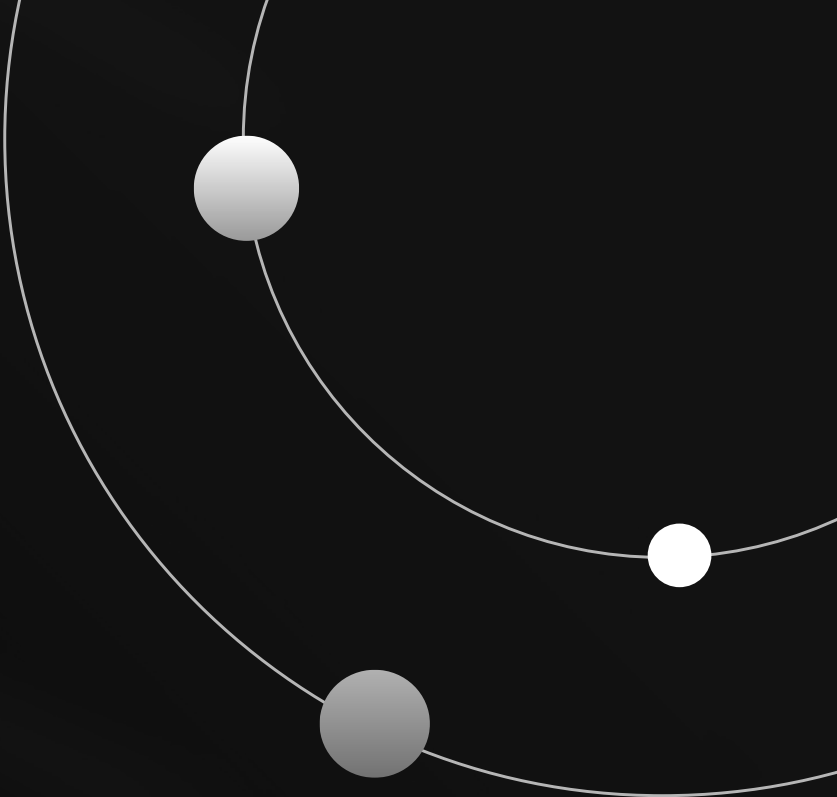




MIRAS.

# A Value-Building Ecosystem

From opportunity to value.  
From value to lasting impact.

  
ملموس

  
MALAF STUDIO

 TARQYA  
تارقة

 طقطقة  
TAGTAQA

Phone: +966 55 810 4163  
Email: [info@malaf.co](mailto:info@malaf.co)

# MIRAS.

## Great value is never built by one discipline.

We built an integrated ecosystem that moves from opportunity discovery to growth, initiatives, experiences and measurable impact.

**One relationship. The power of the whole ecosystem.**

BUILD VALUE WITH US



An aerial, black and white photograph of a group of runners on a track, viewed from above. The runners are in various stages of their stride, and their shadows are cast long and dark on the track surface. The track has white lane markings.

# Our Mission

Turning opportunities into ventures,  
initiatives and meaningful experiences  
that create growth and lasting impact.

## 200M+

SAR in economic value  
created for clients

## 10+

Government and  
sovereign entities

## 50+

Selected projects

## 5+

Countries

# MIRAS.

## One ecosystem. Four integrated capabilities.



### WE BUILD BUSINESSES

We discover opportunities, validate them with minimal risk, and turn proven models into scalable businesses.

Opportunity → Test → Model → Venture



### WE DRIVE GROWTH

We advance companies through stronger strategies, value propositions, offers, sales systems and market experiences.



### WE DESIGN INITIATIVES

We design initiatives that address development challenges, create momentum and build institutional relevance.

Initiatives • Programs • Partnerships



### WE CREATE IMPACT

We turn ideas into stories, experiences and event programs people can feel, engage with and remember.

Story • Experience • Event

## Our Methodology

From opportunity to value

### Discover

We uncover the context, the challenge and the opportunity worth pursuing.



### Design

We shape the value proposition, business model, strategy and experience.



### Build

We turn strategy into ventures, initiatives, tools, stories and programs.



### Activate

We launch, connect, measure and continuously improve what creates value.





# **Selected Work**

CLUSTERS  
تجمعات



45%

Top  
Appearance

3x

Convert to  
Potential Customer

5x

Brand  
Visibility

120+

Investment  
opportunity






## جي اكس هومز (1) JX HOMES

الدرعية - حي جاكس

تحفة JX الفنية في قلب حي جاكس.  
امتلك عملاً فنياً تعيش فيه

شقق فاخرة

اكتشف التحفة الفنية





## تجمعات المونسية

الرياض - حي المونسية

مجتمع سكني متكامل في واحد من أكثر أحياء  
الرياض حيوية

دور قفل دبلكس تاون هاوس

اكتشف مسكنك





## تجمعات النرجس

الرياض - حي النرجس

مجتمع سكني متكامل في واحد من أكثر أحياء  
الرياض حيوية

بنتهاوس تاون هاوس

اكتشف مسكنك



## Clusters Identity

The identity of the Tajamat company has been developed to be a luxurious modern Saudi model that combines simplicity, depth, and detail for a unique living experience.

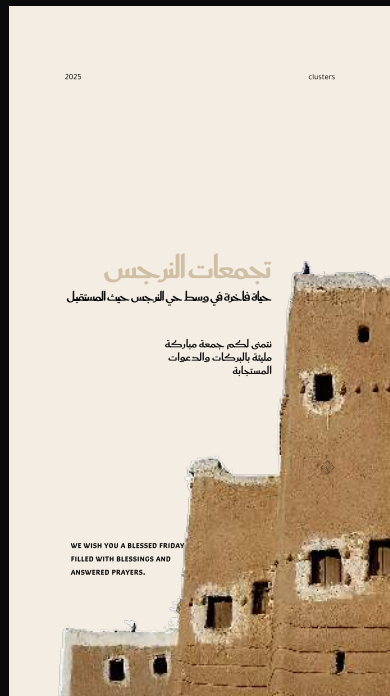


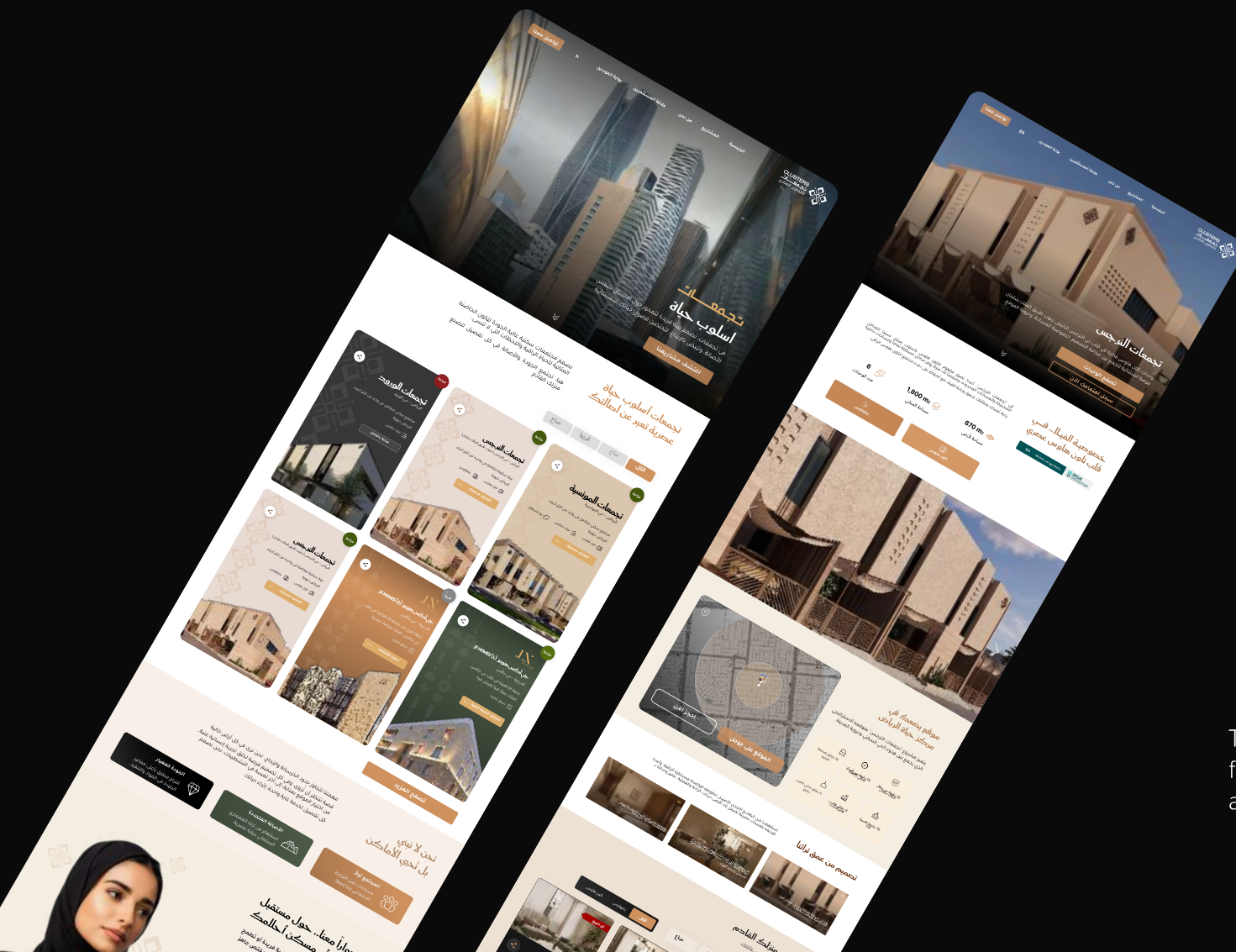
## Instagram posts

The posts are designed flexibly to primarily fit the Instagram platform, while also being adaptable for other platforms as well as for vertical posts for stories and reels.

# Reels and stories

The reels are designed flexibly to fit both Instagram and TikTok, and they have enough adaptability to work with most other platforms, as well as with vertical posts for stories and reels.





## The website

The website is designed to be a sales funnel that increases conversion rates and persuasion within the target audience, enhancing the brand value.

# ADs Content

The content of paid advertisements is designed to align with the target audience on each communication channel at the timing that suits them.

CLUSTERS  
تجمعات

تجمعات النرجس

حي النرجس - جنوب طريق الملك سلمان

بنهاوس | بنهاوس

أسعار تبدأ من 2,350,000 ريال

مساحات تبدأ من 276 - 421 م<sup>2</sup>

CLUSTERS  
تجمعات

سبل العقارية  
Subul Real Estate

تجمعات النرجس

حي النرجس - جنوب طريق الملك سلمان

بنهاوس | ناون هاوس

مساحات تبدأ من 276 - 421 م<sup>2</sup>

أسعار تبدأ من 2,425,000 ريال

(البيع بدون سمعي)

CLUSTERS  
تجمعات

من قلب الفن ولأهل الفن

حي جاكس - الدمامية

2 | 3 | 4 | 81 - 144 م<sup>2</sup>

بأسعار تبدأ من 990 ألف ريال

احجز الان

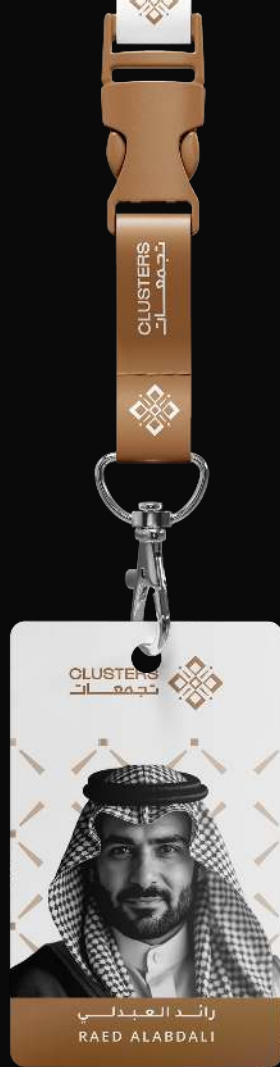
CLUSTERS  
تجمعات

في قلب المونسية

بنهاوس | بنهاوس | بنهاوس

أسعار تبدأ من 970,000 ريال

538





## CASE STUDY 01

# ALJOHI GROUP

Aljohi Group specializes in interior fit-out for offices and commercial buildings.

## CHALLENGE

Limited market visibility despite its scale; 90% of revenue depended on one client; its competitive advantage and capabilities were not clearly translated into market value.

## OUR WORK

Restructured services into market-led solutions; developed the marketing strategy; improved sales tools and market presence; and equipped the sales team for stronger performance.

# 80%

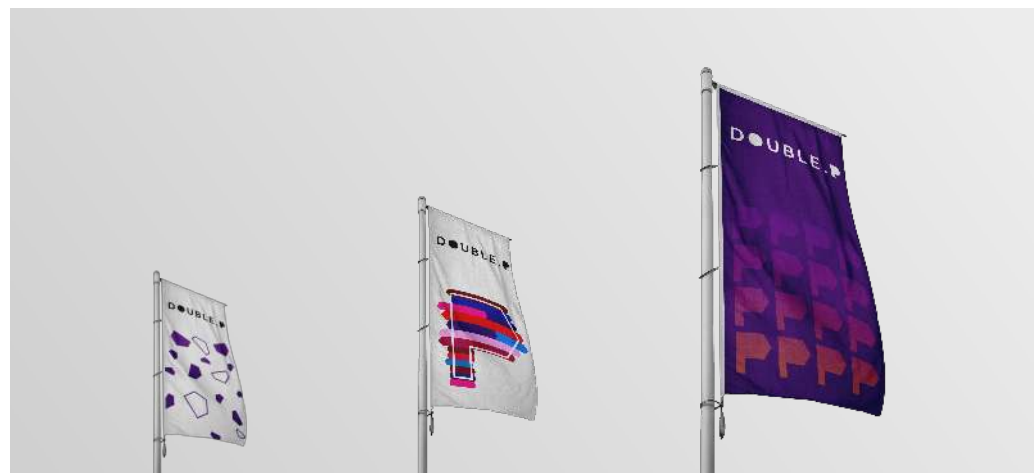
NEW CLIENTS\*

Reported new-client share;  
definition pending validation.

# SAR 50M+

NEW REVENUE

Revenue generated from new-client  
projects within the first six months.



## CASE STUDY 02

# DOUBLE P

Double P is an event strategy and activation company.

## CHALLENGE

A young company in a highly competitive market, with an undifferentiated offer and a valuable founder network that had yet to be activated.

## OUR WORK

Designed solutions around an urgent market need and a stronger revenue model; developed the marketing strategy; improved sales tools; and equipped the sales team.

# 200%

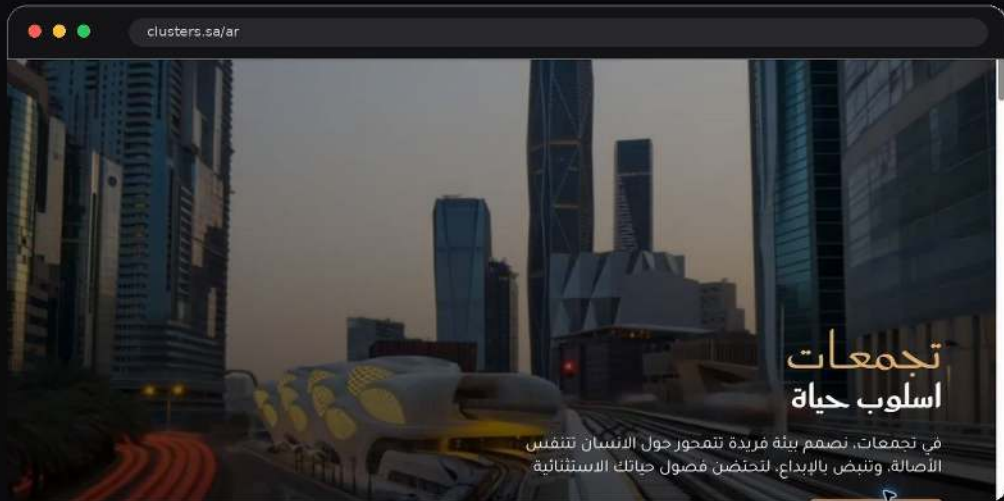
HIGHER PRICING

Stronger differentiation enabled significantly higher pricing

# 3+

PARTNERSHIP OFFERS

Three investment or partnership offers in the first month of the initial launch



01 / CLUSTERS

clusters.sa/ar



02 / NUMTHAJA

numthaja.net



03 / TUSHTIB

tushtib.com



04 / KHATWAT

khatwat.co

# CLUSTERS

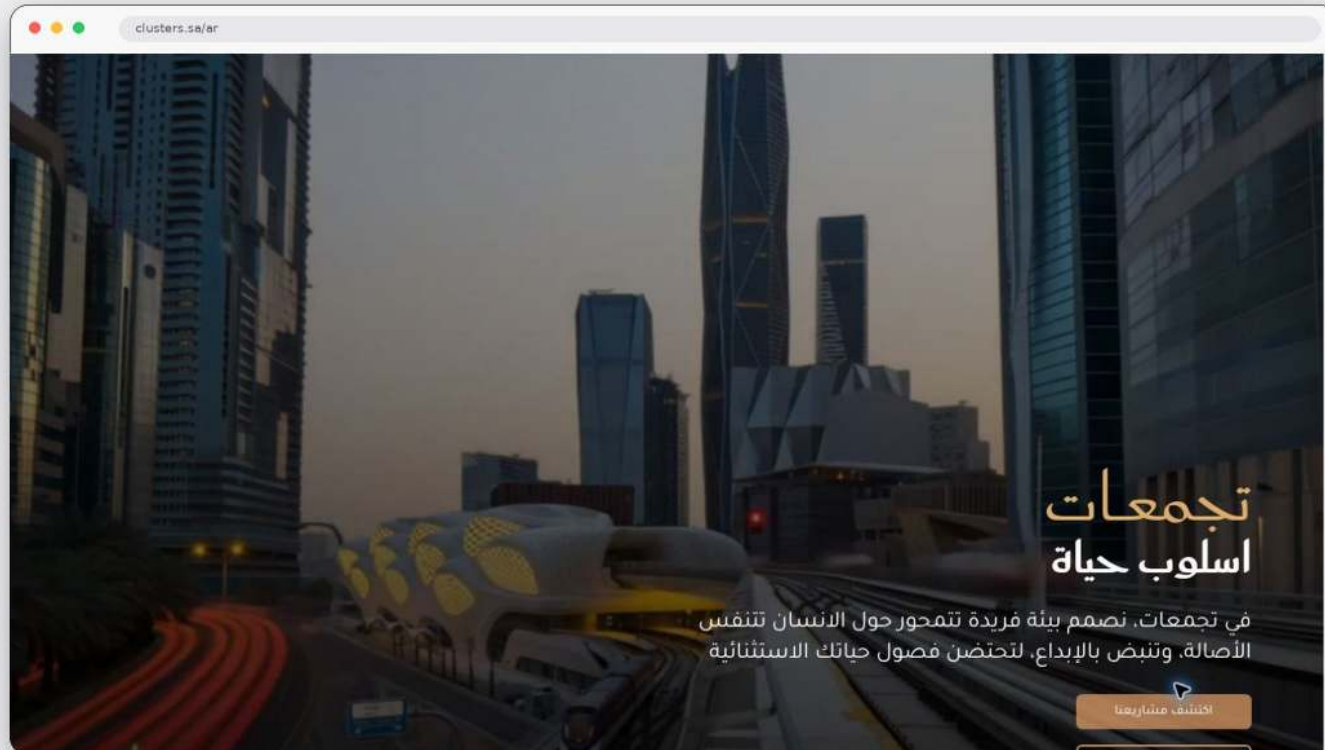
## Website & Digital Experience

### PROJECT OVERVIEW

A corporate and real estate platform designed to present Clusters' projects, investment pathways and lifestyle proposition through a clear, scalable digital experience.

ملف  
MALAF STUDIO

VISIT LIVE WEBSITE ↗



# NUMTHAJA

## Website & Digital Experience

### PROJECT OVERVIEW

A focused digital platform positioning architectural visualization, immersive experiences and sales tools as value drivers for real estate developers and marketers.

ملف  
MALAF STUDIO

VISIT LIVE WEBSITE ↗



# TUSHTIB

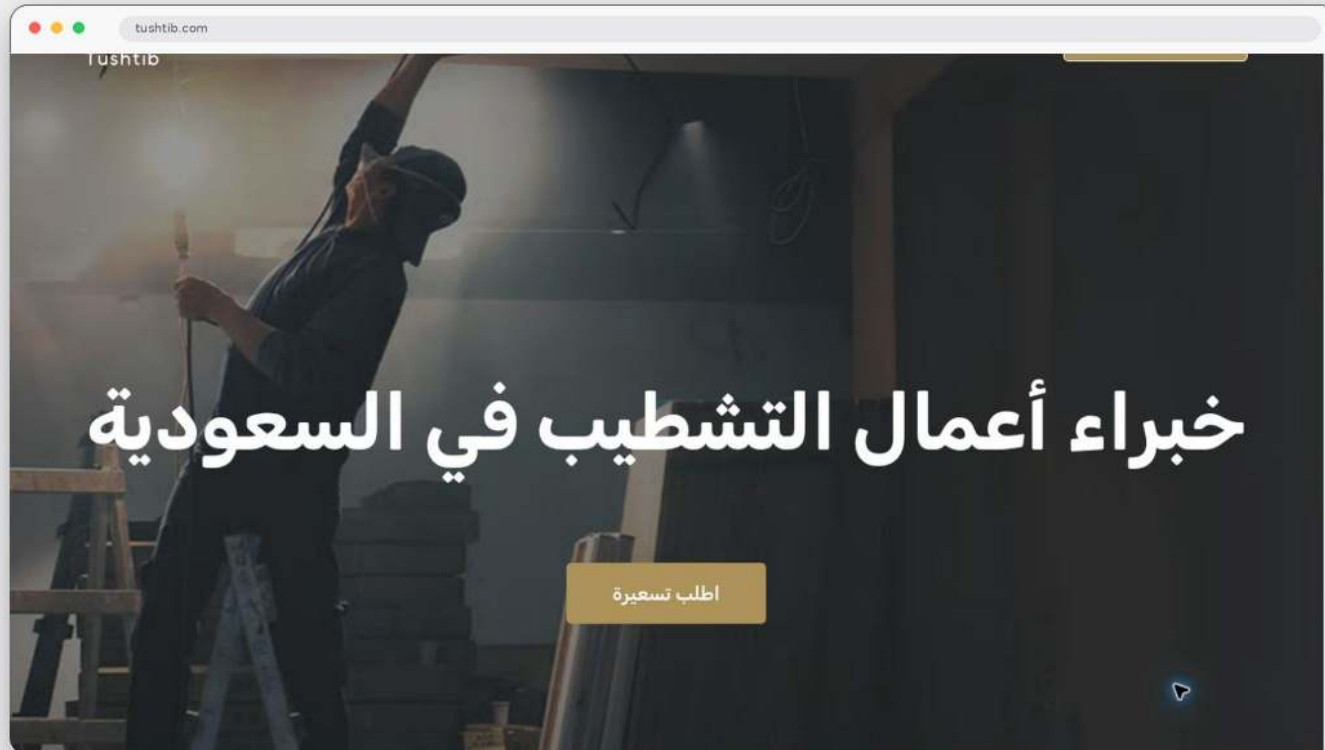
## Website & Digital Experience

### PROJECT OVERVIEW

A conversion-focused website for a Saudi fit-out company, designed to establish credibility, clarify services and turn project interest into qualified enquiries.

ملف  
MALAF STUDIO

VISIT LIVE WEBSITE ↗



# KHATWAT

## Venture Accelerator Platform

### PROJECT OVERVIEW

A digital platform for a Saudi venture accelerator and venture-building studio, designed to communicate its model, attract founders and support structured program intake.

# MIRAS.

[VISIT LIVE WEBSITE ↗](#)

# WAATCON

## Company Profile

### PROJECT OVERVIEW

A strategic company profile positioning Waatcon's capabilities in steel structures, façades and fit-out for clients, partners and major project opportunities.

MIRAS.



# DOUBLE P

## Brand & Commercial Platform

### PROJECT OVERVIEW

A complete brand and commercial platform that transformed a young events company into a differentiated, premium-positioned proposition.

MIRAS.



# TUSHTIB

## Brand & Sales Platform

**PROJECT OVERVIEW**

A brand, service architecture and sales platform for a Saudi fit-out specialist, built to clarify its offer and strengthen market credibility.

MIRAS.



# THE THIRD MIND

## Strategic Proposal | National Housing Company

### PROJECT OVERVIEW

A technical presentation to provide solutions and marketing services for new products belonging to the National Housing Company around the Kingdom of Saudi Arabia.

MIRAS.

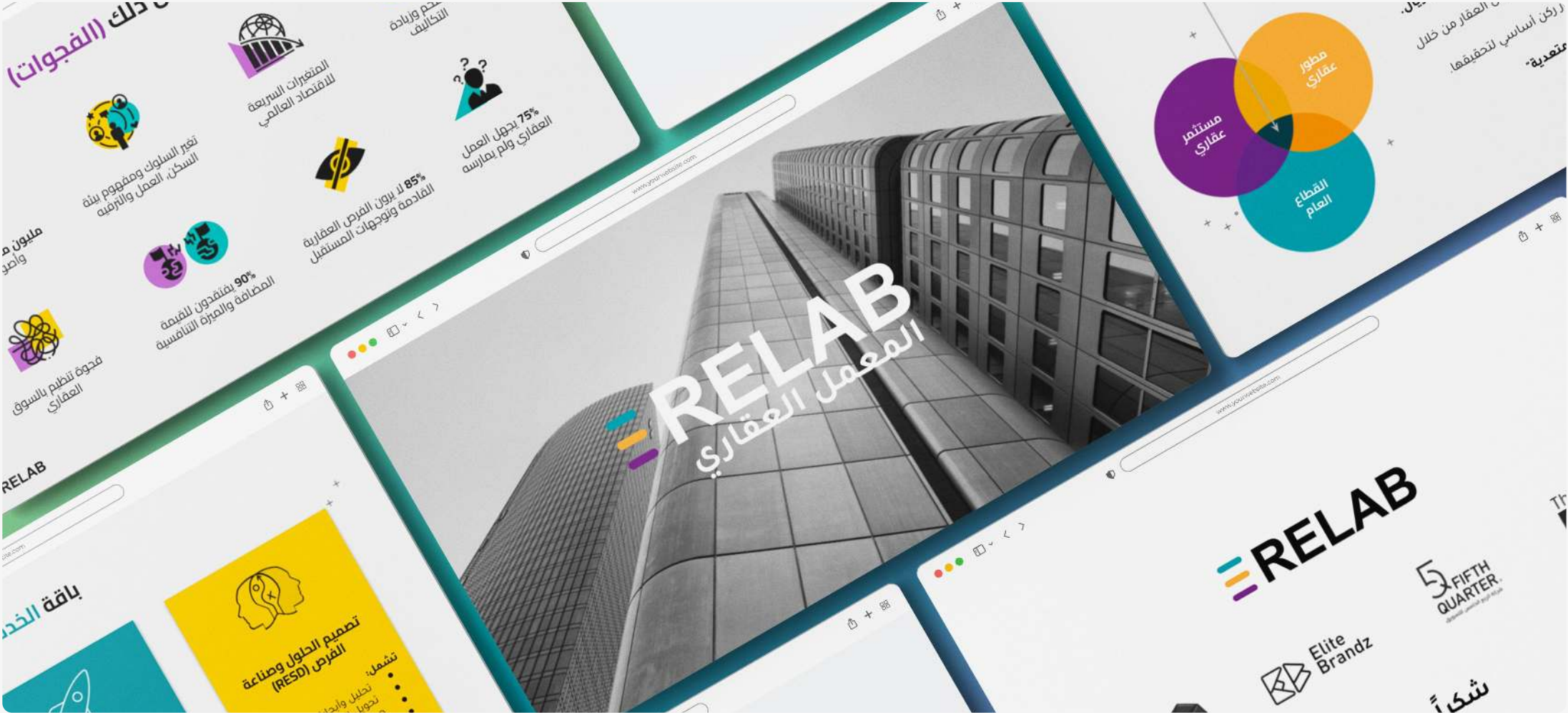


# RELAB REAL ESTATE

## Sales Deck

**PROJECT OVERVIEW**  
Designing the sales presentation for the Real Estate Solutions Factory in a manner directed to investors and another file for strategic partnerships.

MIRAS.



# ALMADAR CONTRACTING

## Company Profile

### PROJECT OVERVIEW

A focused company profile positioning Almadar's heritage-construction expertise for decision-makers and stakeholders in cultural and heritage projects.

MIRAS.



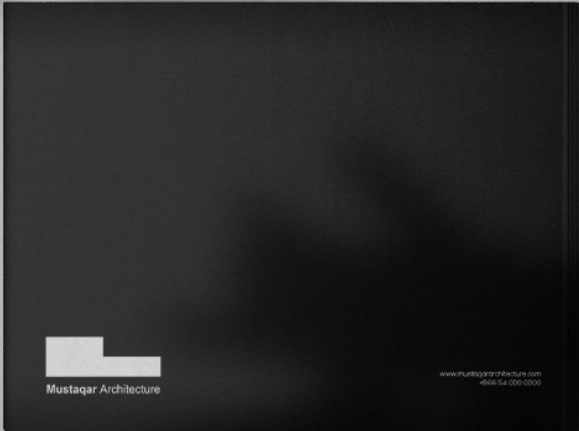
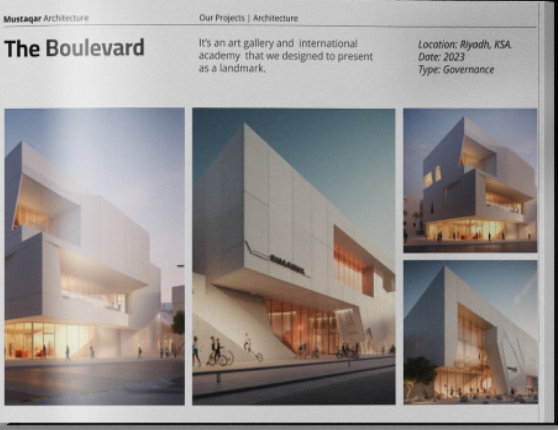
# MUSTAQAR

## Architecture & Digital Presence

### PROJECT OVERVIEW

A strategic brand and digital presence for an architecture and environmental design practice, built to communicate expertise with clarity and credibility.

MIRAS.



urbion URBION  
CONTRACTING



تشطيب  
Tushtib

واجر

رصد للإدارة و الاستشارات  
RASD MANAGEMENT  
& CONSULTANCY



WAATCON

لَبَنَات  
LABENAT  
CONSTRUCTION

Gratitude  
Extended

★ NAS249

PAM PRO  
ACTIVE  
MEMBERS

نَمْجَة  
numthaja

SENAM

+  
artyta

DOUBLE.P



W▲LEEM●

7  
AV  
7. AVENUE

شركة محاماة  
LAW FIRM

المدر  
ALMADAR

نَزْوَى  
NAZWA

طقطقة  
TAGTAQA

MONAARCH  
ARCHITECTURE  
INTERIOR DESIGN  
BUSINESS DEVELOPMENT

ASTO

برنامج  
1K  
MILE

WOW  
studio

looprex

Entaj

أمّوال  
Podcast Amwal

Elite  
Brandz



فَتَاوَيْتُو  
FATTAWITO

EDRA

اصول | OSOUL

OSOSS®

VBD

MUSTAQAR  
ARCHITECTS

الجوهي  
ALJOHI

تَافِيل  
TAFEEL

UPWAB®  
أبواب

ميم ثيرابي  
MEEM THERAPY





# Elite Brandz

## Project Overview

A lifestyle brand platform created to launch and manage modern wellness, beauty and healthy-living concepts. We developed a flexible visual identity designed to support a growing portfolio of consumer brands.

|                  |                      |
|------------------|----------------------|
| Client           | Elite Brandz         |
| Industry         | Lifestyle & Wellness |
| Scope            | Brand Identity       |
| Year             | 2023                 |
| Project Duration | 3 Weeks              |

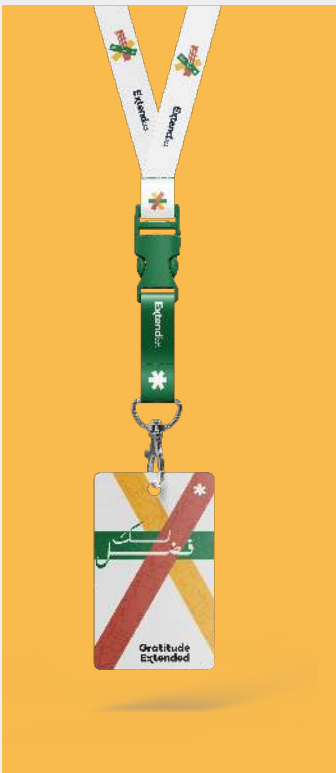


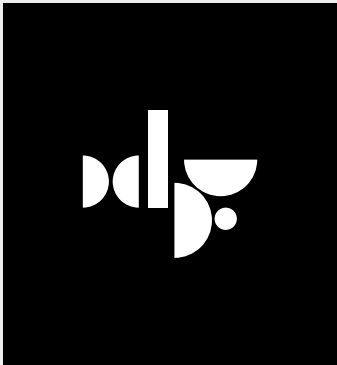
# Extend Alumni Gala 2024

## Project Overview

An event identity and experience for Extend's annual alumni gala, bringing together current and former employees in a shared celebration of the company's journey and community.

|                  |                      |
|------------------|----------------------|
| Client           | Extend Ad            |
| Industry         | Events & Experiences |
| Scope            | Event Identity       |
| Year             | 2024                 |
| Project Duration | 1 Month              |





# BARAA Contracting

## Project Overview

A brand identity for a contracting company that creates vibrant, functional and human-centred environments. The system balances construction credibility with an energetic, contemporary character.

|                  |                |
|------------------|----------------|
| Client           | Baraa          |
| Industry         | Construction   |
| Scope            | Brand Identity |
| Year             | 2024           |
| Project Duration | 1 Month        |

Who We Are

What We Do

Why You

Some of Our Work

Let's Talk



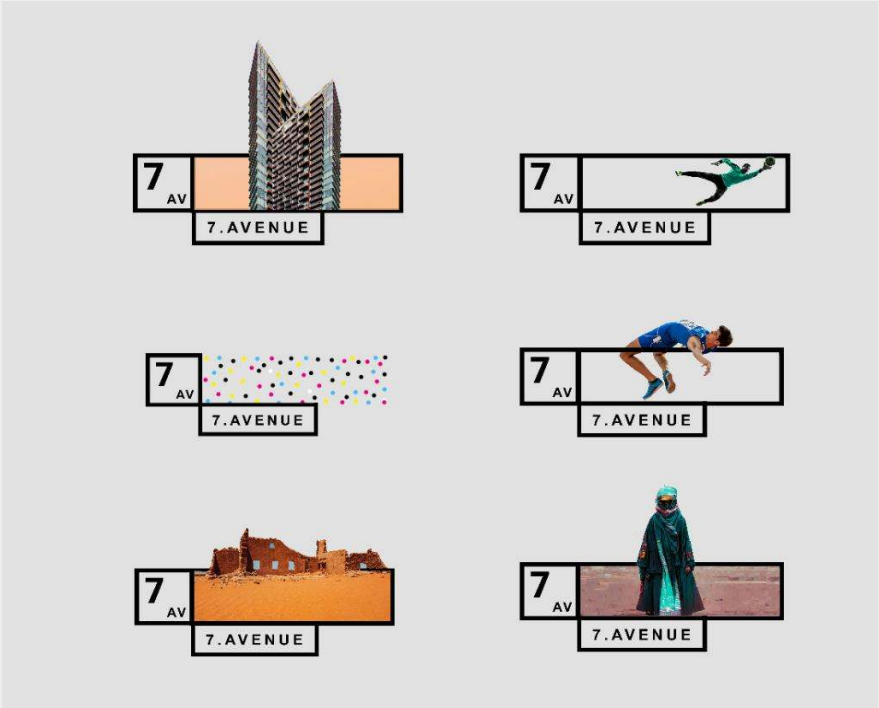


# 7 Avenue Real Estate

## Project Overview

A brand identity for a Saudi real estate developer focused on creating distinctive property products and investing in proptech-enabled solutions.

|                  |                |
|------------------|----------------|
| Client           | 7 Avenue       |
| Industry         | Real Estate    |
| Scope            | Brand Identity |
| Year             | 2023           |
| Project Duration | 3 Weeks        |



# MIRAS.

 MAQAR.



Who We Are

What We Do

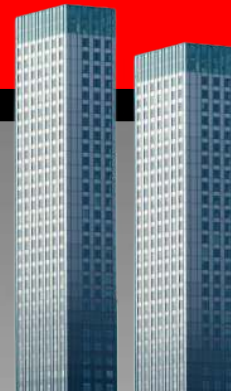
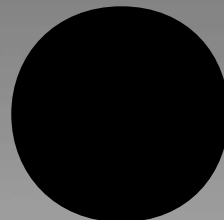
Why You

**Some of Our Work**

Let's Talk



YOUR SAFETY IS OUR  
PRIORITY, FROM THE  
GROUND UP.



## Maqar Interior Architecture

### Project Overview

A brand identity for an interior architecture studio specialising in commercial and workplace environments, activation and real estate product development.

|                  |                       |
|------------------|-----------------------|
| Client           | Maqar                 |
| Industry         | Architecture & Design |
| Scope            | Brand Identity        |
| Year             | 2024                  |
| Project Duration | 2 Weeks               |



## Nazwa Construction

### Project Overview

A refreshed brand identity for a construction company delivering infrastructure and fit-out works for major projects. The visual language combines strength, precision and contemporary Saudi character.

|                         |              |
|-------------------------|--------------|
| <i>Client</i>           | Nazwa        |
| <i>Industry</i>         | Construction |
| <i>Scope</i>            | Rebranding   |
| <i>Year</i>             | 2024         |
| <i>Project Duration</i> | 2 Weeks      |



Who We Are

What We Do

Why You

**Some of Our Work**

Let's Talk

نـزوى  
N A Z W A



نـزوى  
N A Z W A



www.nazwagroup.com

Management Solution  
For Environment and Construction

nazwa  
01



NAZWA

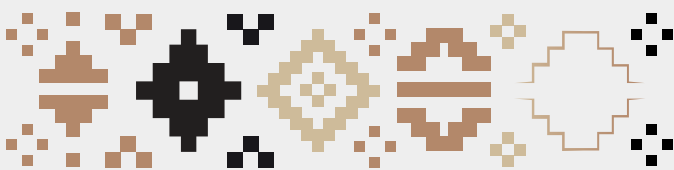


YOU Trusted  
Partner in Redefining  
Construction.

# Almadar Construction

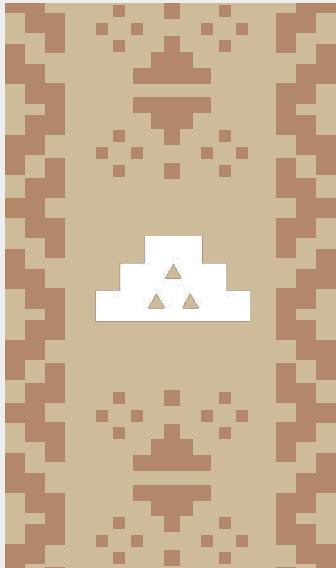
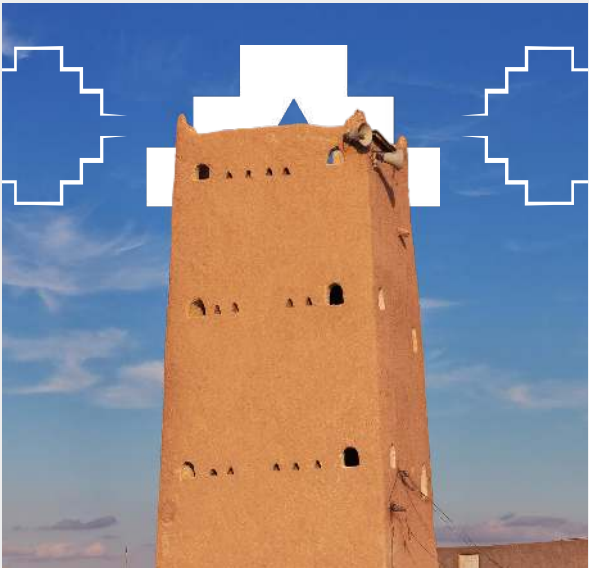
## Project Overview

A brand identity for a heritage-focused contracting company specialising in the restoration, rehabilitation and construction of culturally significant buildings. The system translates Saudi architectural memory into a contemporary visual language.



- Who We Are
- What We Do
- Why You
- Some of Our Work**
- Let's Talk

|                  |                |
|------------------|----------------|
| Client           | Almadar        |
| Industry         | Construction   |
| Scope            | Brand Identity |
| Year             | 2024           |
| Project Duration | 3 Weeks        |



Nubul Law Firm

Project Overview

A brand identity for a Riyadh-based law firm founded by experienced legal professionals. The visual system conveys trust, clarity and confidence across client-facing touchpoints.

|                  |                |
|------------------|----------------|
| Client           | Nubul          |
| Industry         | Law Firm       |
| Scope            | Brand Identity |
| Year             | 2023           |
| Project Duration | 5 Days         |





# Meem Fashion

## Project Overview

A brand identity for a contemporary women's fashion and accessories store. The visual direction balances youthful energy, elegance and a distinctive digital retail experience.

|                  |                |
|------------------|----------------|
| Client           | Meem           |
| Industry         | Fashion        |
| Scope            | Brand Identity |
| Year             | 2023           |
| Project Duration | 1 Week         |



**Extend** The Ad Network

**EXTEND ALUMNI GALA 2024  
LAK FADL**





وزارة الاقتصاد والتخطيط  
MINISTRY OF ECONOMY & PLANNING

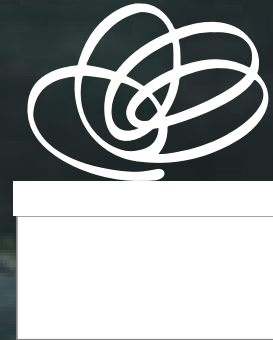
# EID AL-ADHA EMPLOYEE EXPERIENCE

EVENT  
COVERAGE

EVENT  
DELIVERY

EVENT  
DESIGN

الجزيرة  
ALLURE  
HOUSE OF ART

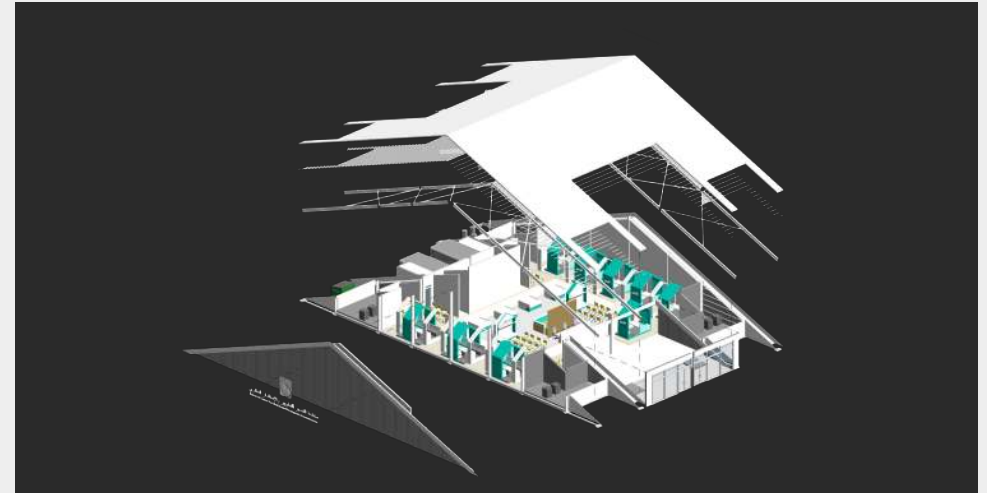
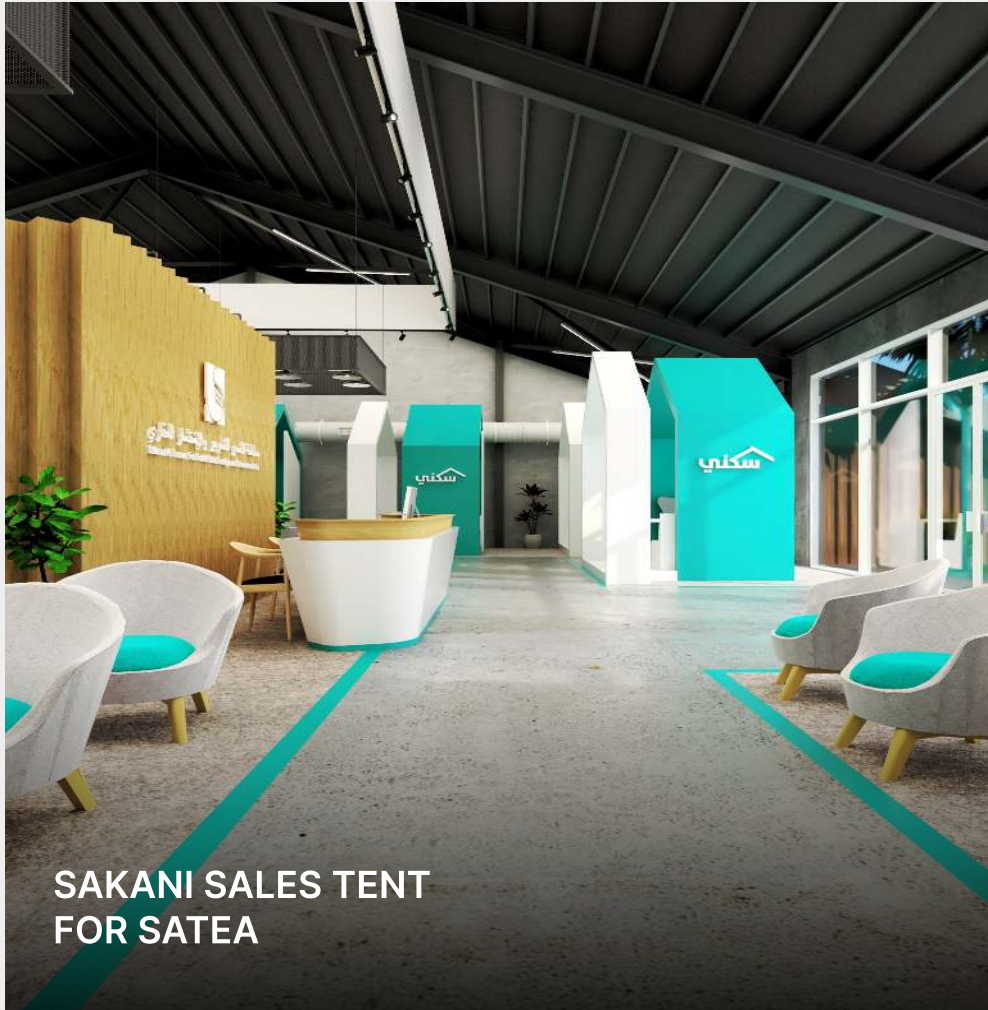


الجمعية العامة للثقافة  
Diriyah Biennale Foundation

ALLURE ANNUAL GALA  
DIRIYAH BIENNALE









# “Our best work is protected by NDAs”

**You can discuss everything with no worries..**

All meetings and discussions are confidential  
and under strict NDAs.

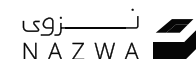
**BUILD LASTING VALUE**



# Our Clients

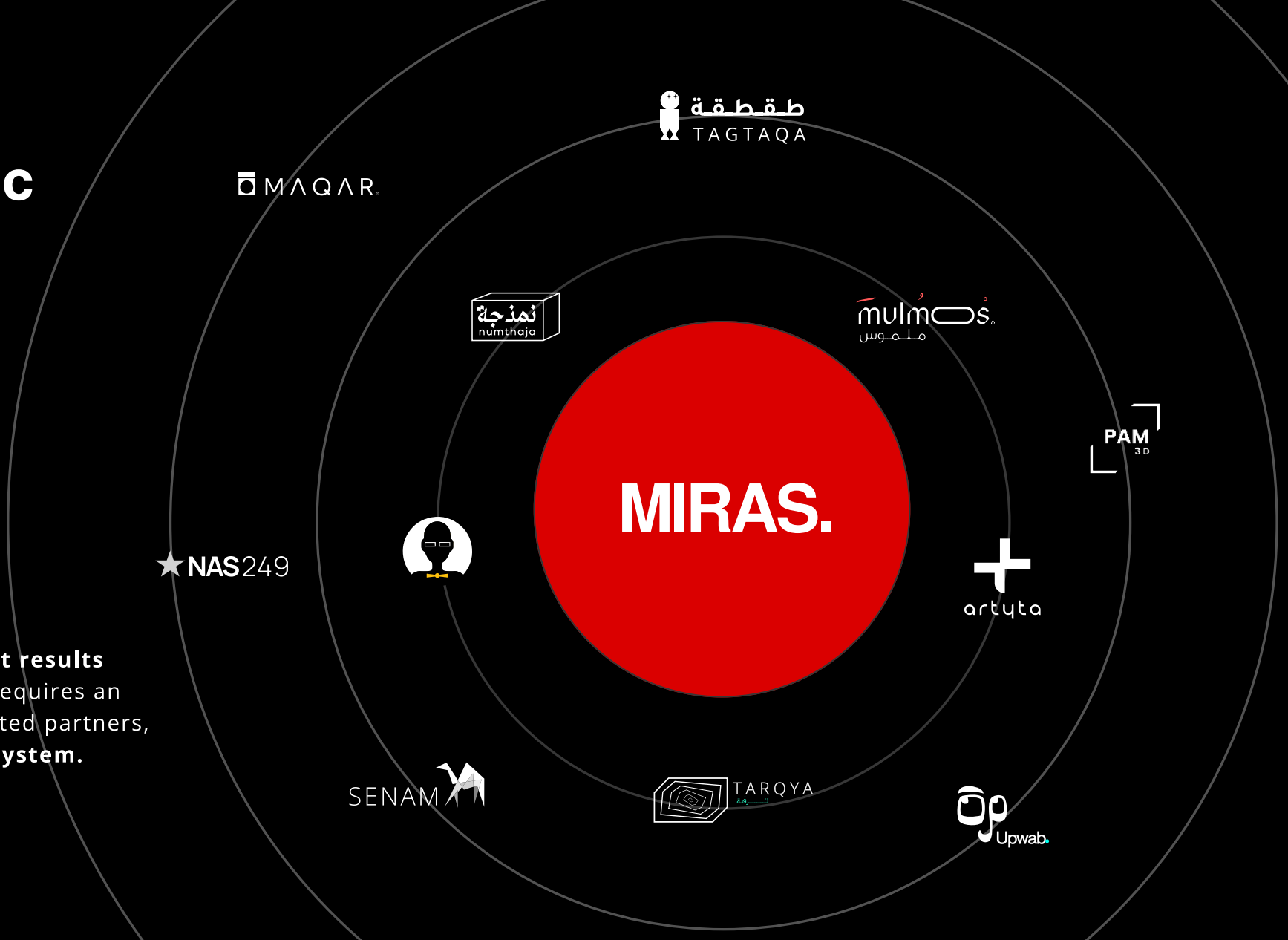
Our **substantial outcomes** are consistently achieved through close collaboration with esteemed clients. We are pleased to have partnered with companies and institutions across various sectors, enriching our collective experience. **Our collaborative efforts form the foundation of your success.**

# MIRAS.



# Our Strategic Alliances

What we offer is **big and fast results** for your business, and this requires an integrated alliance with trusted partners, together we create **our ecosystem**.



# MIRAS.

## ABOUT

MALAF is part of the Miras Al Taqaddum LLC. value-building ecosystem.

## CONTACT

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