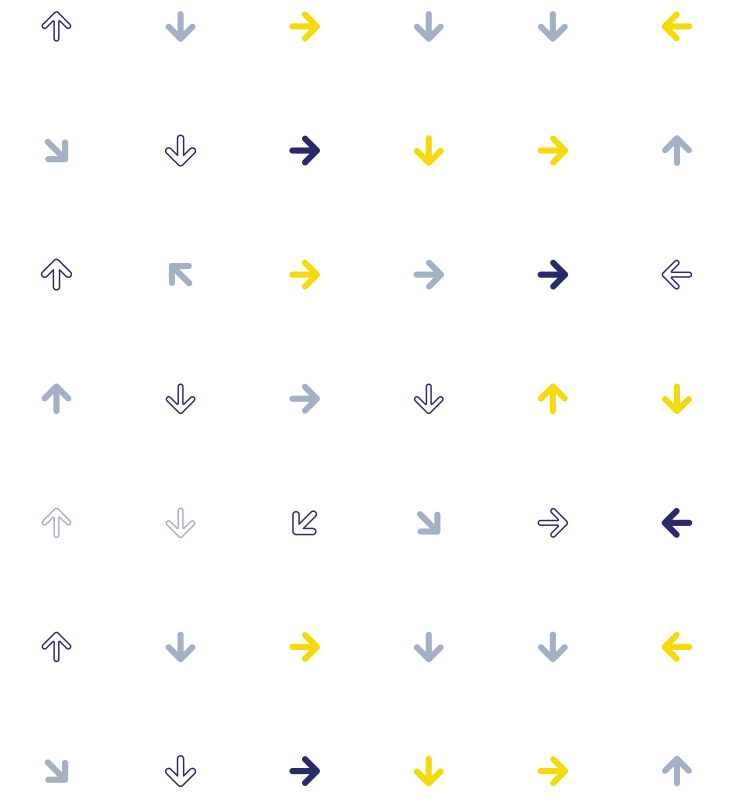
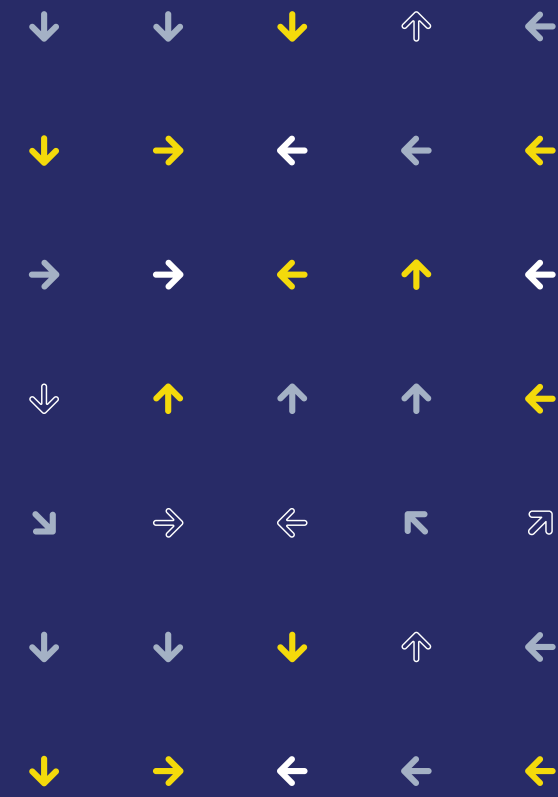


**SHIFT** inc.

# Company Profile

# Content

Putting you in the Driving Seat	03
The Smarter Way to Get Around	04
One Step Ahead	05
Shifting the Industry Forward	06
Our Values	07
Setting the Pace	08
Switched on Solutions	09
How it Works	10
Leading the Way	11
Our Board Memembers	15





Putting You in the

# Driving Seat

Take charge with affordable, tailor made leasing and fully automated car rental solutions.

Our advanced technology and the Shift inc. app give you ultimate control so you get the car you want, when you want it, on your own terms. With no queues, no waiting around, no negotiating and no let downs. Opening up new doors to digitally transform transportation services.

# The Smarter Way

## to **Get Around**

Our automated solutions empower our customers, remove the hassle and streamline the car rental and leasing process.

It's fast, efficient, affordable and transforms the traditional model. We put our lease customers behind the wheel, giving you more control over cost and operations and make life easy for car renters who can book, collect and return their car through the Shift inc. app.





# One Step Ahead

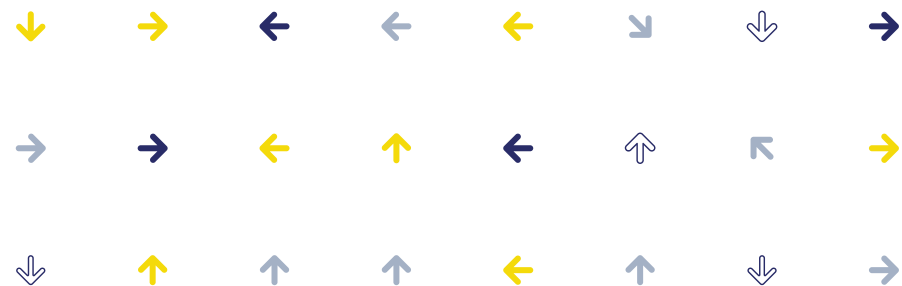
Sharp, smart and taking transport services in the right direction.

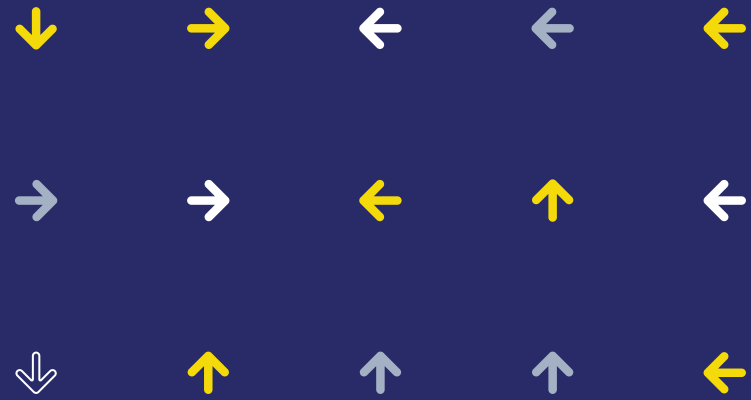
Shift inc. is a collection of bright, young professionals from the transport sector. Recognizing the limitations of the current car rental model, we've applied world-class technology to deliver an easy, affordable, automated solution. One that puts the customer behind the wheel, giving them greater control over their car rental and leasing needs. With an intelligent app, and customized solutions, to make the whole process a more enjoyable ride.

# Shifting

## The Industry **Forward**

Transportation solutions at your fingertips. Creating sustainable innovations that positively impact the economy, the society and the environment we live in.





# Our Values



## Innovative

We actively strive to create an environment where new ideas are embraced to simplify the world of transportation.



## People Focused

Through respect, care, and transparency, we create an environment for people to grow.



## Quality Driven

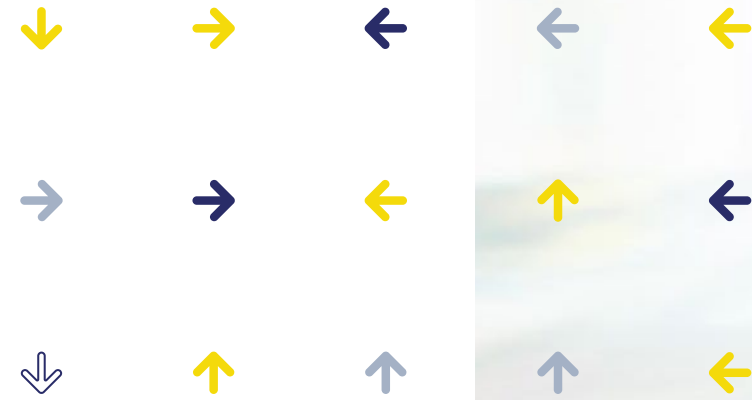
We go the extra mile. We're passionate about it and deliver world-class products and services, based on a philosophy of continuous improvement.



## Reliable

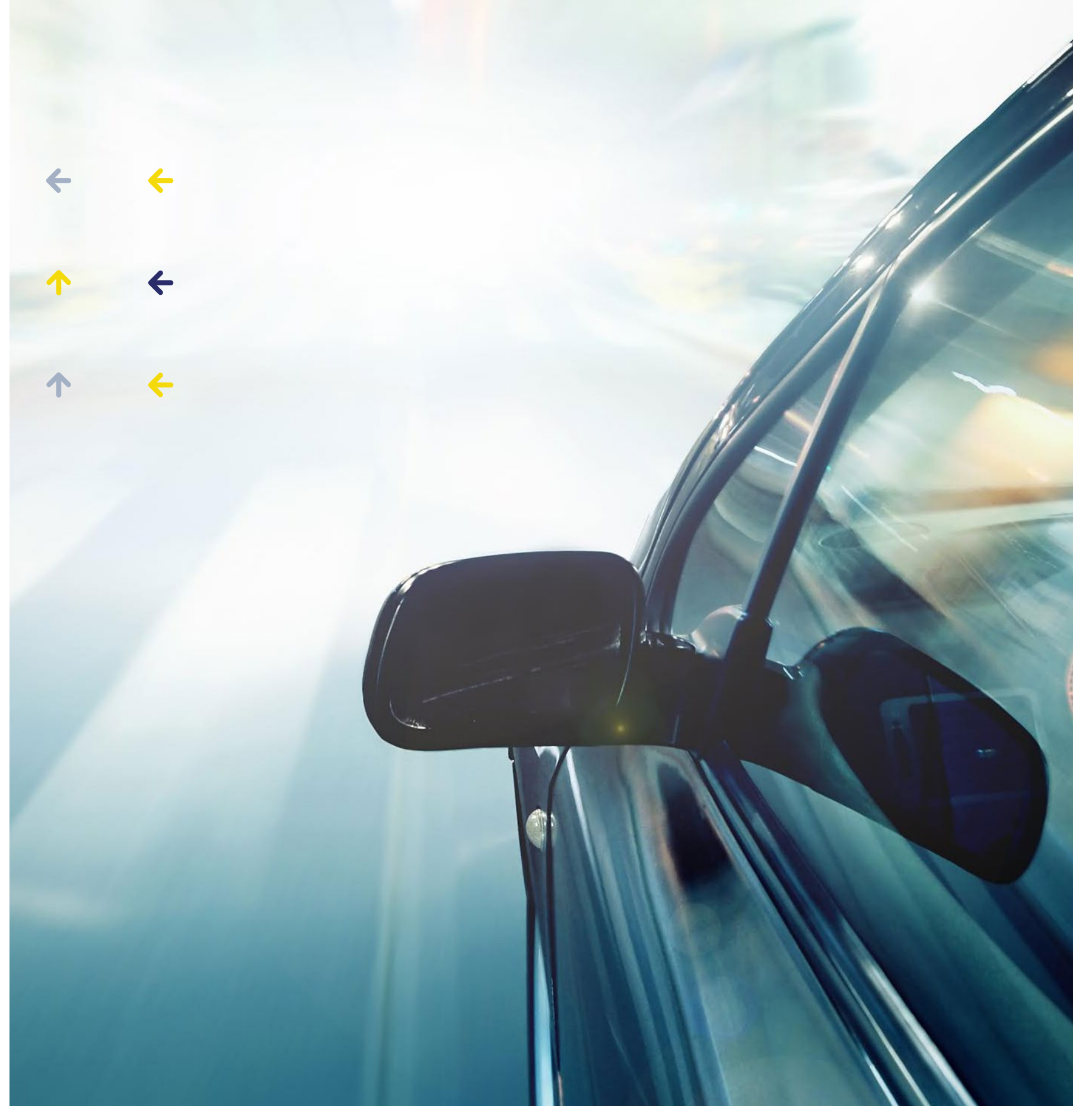
Commitment is the core value of all our products and services, promoting a culture of excellence across the organization.

# Setting the Pace



Our strategy hinges on a triad of People, Culture and Process.

Working together to elevate the customer experience and develop innovative product solutions. Where technology sits at the core of our world-class front and back-end systems, so we can drive the industry forward and continue to set the pace.







# Switched **on** Solutions

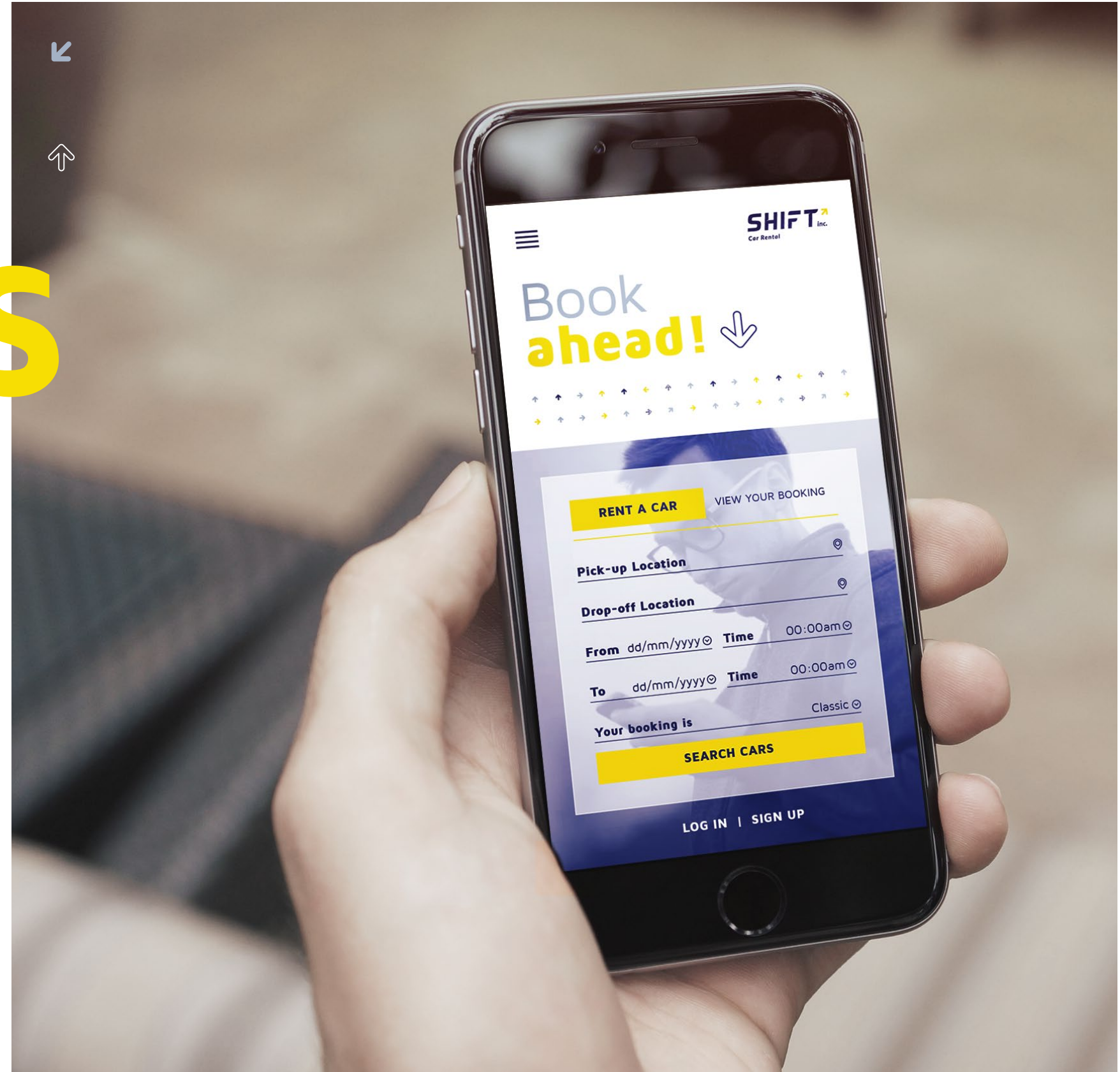
We currently offer two areas of service:

- Affordable, classical and fully automated car rental solutions
- Tailormade leasing solutions using world-class technology so you can steer the cost of operations and drive efficiency throughout the organisation

# How It Works

With a few simple steps, you can choose your car, pay your bill and pick up your car.

The app opens the door, gives you the keys, and sends you on your way. All you have to do is download our mobile application on your smart phone, choose the automated booking, and your high-tech car rental experience will begin.





# Leading

## the **Way**

The core team are at the top of their field with extensive, collective expertise in transport, technology and finance.



# Khalid G. Al Sulaiman

Khalid is the Chief Executive Officer & Founder of Shift inc. He is also a board member at Shift inc, Al Sulaiman Group & Imena. He oversees the operations and ensures the delivery of high value services. A business leader with a proven track record, he is an expert in cost optimization and business process reengineering.



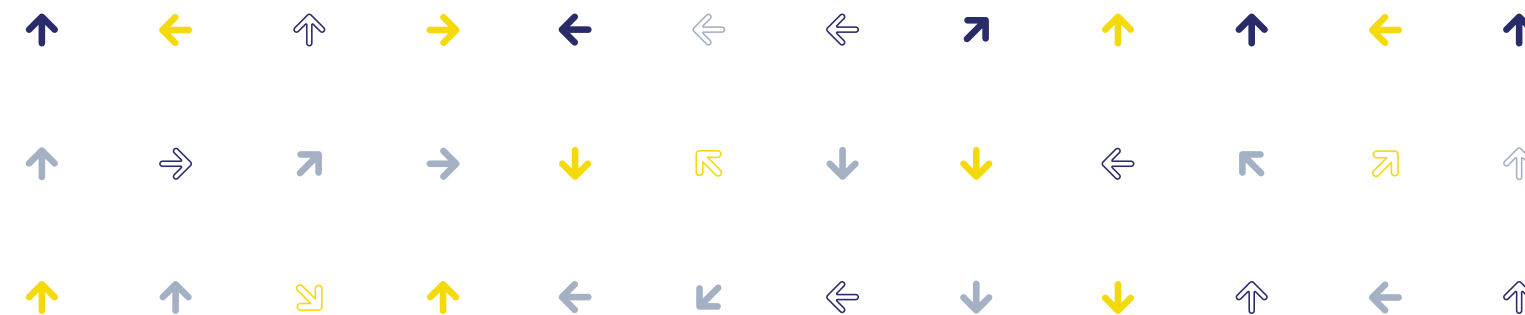
## Work Experience

- HANCO
- HSBC Private Equity UAE
- McKinsey & Company UAE



## Qualifications

**BSc**, Business Administration & Finance (University of San Diego)





# Ahmad Hassan

Ahmed is the Co-Founder and Director of Information Technology at Shift inc. He has international experience in delivering IT solutions and major Application Implementation/System development in a diverse variety of sectors from transportation to health care.



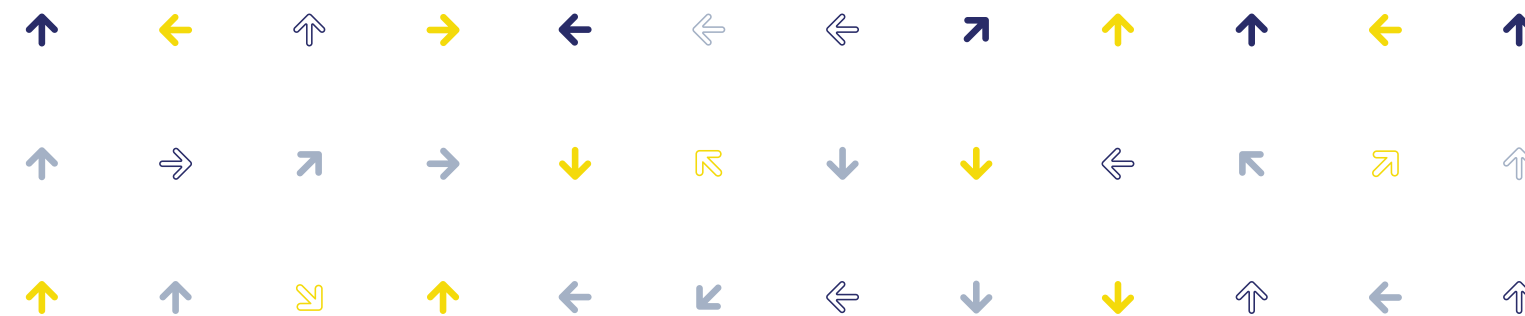
## Work Experience

- Key Rent a Car
- HANCO
- Mohammed Youssef Naghi Group



## Qualifications

**BSc**, Computer Science (University of Ain Shams University)





# Islam Refaat

Islam is the Co-Founder and Director of Finance at Shift inc. He is a seasoned finance professional with over 13 years experience in a variety of transport, logistics & retail companies, consistently delivering value to shareholders.



## Work Experience

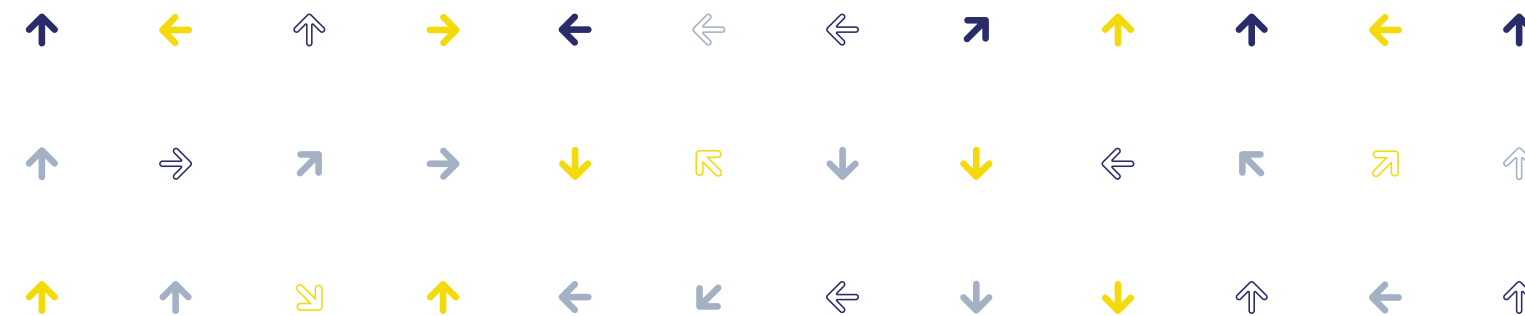
- HANCO
- Landmark Group Retail
- Flow Progressive Logistics

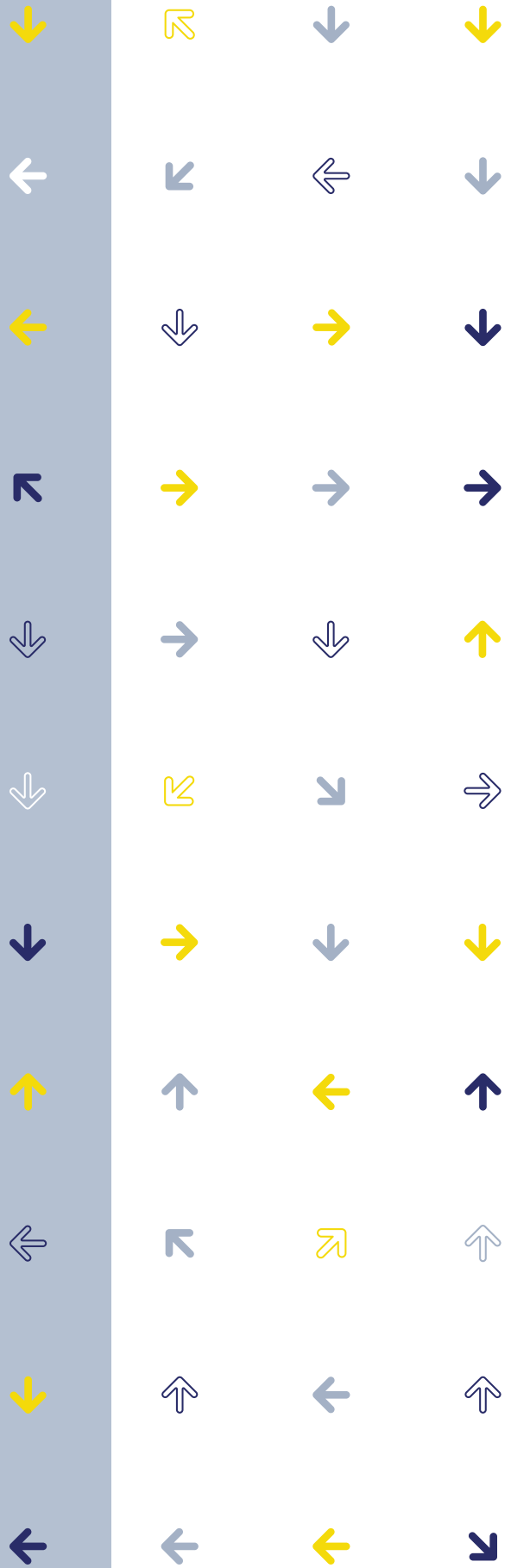


## Qualifications

**BSc**, Accounting and Finance  
(Ain Shams University )

**CPA**, (Certified Public Accountant) from Colorado  
Board of Accountancy United States of America





**For more information**

P.O Box 127383, Jeddah 21352  
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**Thank  
you**