pulse
by solutions

sustainability report · 2025

shaping the next phase of growth

A leadership-led activation year reshaping strategy, governance, and execution discipline.

environment · social · governance



contents.

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report scope and methodology

our approach to sustainability reporting

Sustainability reporting at pulse by solutions (formerly Giza Systems) is an evolving journey grounded in transparency, accountability, and continuous improvement. Over the past three years, we have significantly matured our approach, viewing ESG disclosure as a critical mechanism to keep our stakeholders informed and engaged rather than a standard compliance requirement. Each reporting cycle drives us to refine our metrics, enhance data accuracy, and hold ourselves to progressively higher standards of corporate accountability.

We have successfully embedded sustainability reporting as a standard practice across all functions, moving it beyond an isolated annual project. All departments now collaborate year-round to track progress, address operational challenges, and elevate the quality of our impact data. This cross-functional alignment guarantees that our disclosures accurately reflect our daily operations, allowing our teams to continuously learn from past reporting cycles to set and achieve more ambitious objectives each year.

This third sustainability report builds on more than five decades of corporate history. The current edition marks a shift from establishing baseline ESG commitments to demonstrating measurable progress. We actively integrate globally recognized standards into our governance and daily operations to guarantee reliable reporting. This year, our reported data provides a clear, objective view of how pulse by solutions creates shared value for our business and the communities we serve.

a note to our readers

This report covers fiscal year 2025 and is published as Giza Systems officially becomes pulse by solutions (hereafter referred to as “pulse” or “pulse by solutions and its subsidiaries”). All data and performance metrics reflect the organization as it operated throughout 2025 under the Giza Systems identity. The rebrand, launched in May 2026, represents a strategic evolution — not a restructure — building on 52 years of engineering excellence to position the organization as a global innovator within the solutions by stc ecosystem.

The same people and commitment to transformation that powered the results demonstrated in this report are now the foundation of pulse by solutions. We invite you to read this report as both a record of what we achieved and a declaration of what we are building next.

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reporting frameworks and standards

our approach to sustainability reporting

Global Reporting Initiative (GRI)

We prepare our sustainability disclosures in accordance with the GRI Standards (2021), focusing on topics and indicators deemed most material to our business and stakeholders. The GRI framework enhances the transparency, comparability, and credibility of our environmental, social, and economic disclosures, enabling consistent communication of our impacts and performance.

United Nations Global Compact (UNGC)

As a signatory to the UN Global Compact, pulse by solutions aligns its business practices with the Ten Principles covering human rights, labor standards, environmental responsibility, and anti-corruption. We report annually on our progress in integrating these principles into our strategies, operations, and organizational culture.

national development visions

Our projects, partnerships, and solutions are aligned with Egypt Vision 2030 and Saudi Vision 2030, ensuring that our activities contribute to national priorities such as inclusive economic growth, advanced infrastructure development, digital transformation, and sustainable urbanization across our core markets.

United Nations Sustainable Development Goals (SDGs)

We map our sustainability initiatives and outcomes against the UN Sustainable Development Goals (SDGs), demonstrating how our solutions and projects contribute to global priorities such as innovation, resilient infrastructure, clean energy, responsible consumption and production, and sustainable cities and communities.

GHG Protocol

We have been measuring our greenhouse gas (GHG) emissions since 2023, covering Scope 1, Scope 2, and selected Scope 3 categories, in line with the GHG Protocol Corporate Accounting and Reporting Standard. The established emissions baseline allows us to track year-on-year performance, monitor progress, and identify opportunities for emissions reduction. In 2025, we continued refining our data quality and analysis to support informed decision-making and future target setting.

report scope and boundaries

This report provides comprehensive information on pulse by solutions, including relevant data from its subsidiaries and legal entities, where applicable. Headquartered in Egypt, pulse by solutions operates from offices across Egypt, Saudi Arabia (KSA), the United Arab Emirates (UAE), Qatar, Kenya, Uganda, and Tanzania, reflecting the geographic scope of this report.

reporting period

The data disclosed in this report covers the 2025 fiscal year, spanning from January 1 to December 31, 2025, unless otherwise specified. Where relevant, comparative data from previous years is included to provide additional context and demonstrate performance trends over time.

report governance and oversight

Responsibility for reviewing and approving the pulse by solutions annual Sustainability Report lies with the Chief Strategy Officer (CSO) and Chief of Staff. In addition, the pulse by solutions Chief Executive Officer (CEO) actively oversees sustainability performance and regularly participates in strategic discussions related to key ESG topics, ensuring alignment with corporate priorities and long-term business objectives.

feedback and inquiries

We welcome feedback and engagement from our stakeholders. For additional information, questions, or suggestions regarding this report and our sustainability performance, please contact us through the following channels:

Email: Sustainability@pulsebysolutions.com
LinkedIn: pulse by solutions LinkedIn Official Page
Facebook: pulse by solutions FB Official Page
X: pulse by solutions X Official Page

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pulse by solutions:

a legacy of transformation

Founded in 1974 as Egypt's first national IT company, pulse by solutions has grown over five decades into a leading digital transformation enabler and systems integrator across the Middle East and Africa. What began as a local pioneer has evolved into a trusted partner to enterprises, governments, and communities across more than 25 countries, delivering integrated technology solutions that help clients modernize their operations, unlock the potential of digital transformation, and respond to the ever-changing demands of their industries.

Our expertise spans the design, integration, and management of complex systems for asset-intensive sectors including telecommunications, utilities, oil and gas, smart cities, and government services. With a team of more than 2,500 professionals operating from key offices across Egypt, Saudi Arabia (KSA), the United Arab Emirates (UAE), Qatar, Kenya, Uganda, and Tanzania, we combine deep regional expertise with broad market reach.

Following our acquisition by solutions by stc in 2022, pulse by solutions adopted a unified strategy focused on long-term value creation and sustainable growth. This shared ambition is supported by a disciplined execution framework built on four core principles: Move as one, play to win, win to deliver, and grow to sustain. Together, these principles promote strong collaboration across pulse and its subsidiaries, focused sales qualification, continuous capability building, and robust delivery governance to support consistent execution and high-quality outcomes. They also reinforce healthy margins and long-term financial stability as foundations for sustained growth.

We draw on our sector expertise and regional presence to understand the needs of our customers and the communities they serve. This understanding shapes how we design and deliver technology across our markets.

At the heart of everything we do is a commitment that extends beyond technology. Our purpose is to empower our teams, partners, customers, and communities to achieve their full potential, while ensuring that our work contributes meaningfully to the sustainable development of the regions we serve. We were among the first companies in Egypt to adopt the United Nations Sustainable Development Goals (SDGs) framework, and this commitment continues to shape how we approach our projects, partnerships, and decisions. Building on five decades of experience and a strengthened foundation for future growth, we remain committed to advancing technology, expanding digital inclusion, and creating lasting impact across the Middle East and Africa.

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2025 financial highlights

pulse by solutions and its subsidiaries.



SAR 2,639 M

Revenue of pulse by solutions and its subsidiaries

20.73%

Contribution to solutions by stc consolidated revenue

+44%

Revenue Growth YoY

pulse by solutions

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2025 impact highlights

pulse by solutions and its subsidiaries.

10.2%
Reduction in electricity use at headquarters
energy efficiency

94.5%
Reduction in diesel fuel use
energy efficiency

12.5%
Improvement in electricity intensity per employee
energy efficiency

10.2%
Improvement in electricity intensity per square meter
energy efficiency

42.7%
Reduction in total water use compared to 2024
water management

43.0%
Improvement in water intensity per square meter in 2025
water management

23.0%
Improvement in water intensity per employee in 2025
water management

11.9%
Overall recycling rate compared to 5.2% in 2024
waste recovery

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2025 impact highlights

pulse by solutions and its subsidiaries.

scope 1 **60% (YoY)** 28% (vs. 2023 baseline) GHG emissions	scope 2 **6% (YoY)** 3% (vs. 2023 baseline) GHG emissions	scope 3 **36% (YoY)** 17% (vs. 2023 baseline) GHG emissions	**18%** Female representation at pulse by solutions and its subsidiaries workforce diversity	**33%** Young professionals under the age of 30 workforce diversity	**11%** Employee turnover rate down from 16.4% in 2024 talent retention	**200+** Internal promotions awarded throughout the year talent retention	**200+** Critical retentions secured for high-performing talent talent retention
212 Headway Program Graduates youth development	**75** Undergraduate interns joined the summer internship program, with 50 successfully transitioning into full-time roles. youth development	**44%** Female participation achieved within the internship program youth development	**130** Female professionals joined across pulse by solutions and its subsidiaries in 2025 inclusive hiring profile	**321** Early-career talents hired under the age of 30 inclusive hiring profile	**419** New employees joined our operations in Saudi Arabia inclusive hiring profile	**$125,923** Invested in targeted workforce development learning and development	**7,297** Training hours completed throughout the year learning and development
169 Employees trained learning and development	**43.2** Average training hours delivered per participating employee learning and development	**1,850** Hours of structured ESG and leadership training delivered ESG competencies	**1,000+** Employees participated in engagement events and activities employee engagement and culture	**15+** Engagement initiatives were successfully launched across Egypt and KSA employee engagement and culture	**1,347** Employees participated in the 2025 survey, representing a 95% increase from 690 respondents in 2024 employee engagement and culture	**55.8** Employee Net Promoter Score (eNPS) achieved employee engagement and culture	**185%** Year-on-year improvement in Employee Net Promoter Score (eNPS) employee engagement and culture
32% Growth in our @lifeatpulsebysolutions Instagram followers employer branding and outreach	**7+** Employment fairs participated in to attract top industry talent employer branding and outreach	**3.8** Overall Glassdoor rating maintained, actively advancing toward 3.9+ employer branding and outreach	**3,400+** Total direct beneficiaries reached across all programs pulse by solutions Foundation	**1,468+** Persons with disabilities supported through Project Nitrous pulse by solutions Foundation	**1,575+** Students and 63 educators enabled with advanced learning technology through the EDEN Program pulse by solutions Foundation	**15** Women empowered with digital and financial literacy through the Graphene Program pulse by solutions Foundation	**40** Entrepreneurs and 18 startups supported via the BridgeZ Accelerator pulse by solutions Foundation

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Omer Alnomany
Chairman · pulse by solutions

a message from

the Chairman

shaping the next phase of growth

Technology continues to reshape industries and economies, creating opportunities while increasing the need for resilient infrastructure, specialized expertise, and trusted long-term partnerships. Against this backdrop, pulse by solutions is entering its next phase of growth, drawing on a legacy of more than five decades of experience as a systems integrator supporting critical industries and digital transformation across the Middle East and Africa.

As part of solutions by stc, we are positioned to build on the strengths of a wider technology ecosystem and a shared ambition for sustainable growth. Combined with our regional knowledge and specialized capabilities, this provides a foundation to enhance our competitiveness, broaden our market presence, and respond to the evolving priorities of our customers.

In 2025, we took important steps to establish a clearer strategic direction. Through our GO-FW strategy, we sharpened our priorities, reinforced governance, and strengthened the foundations needed to support the next stage of our transformation. These efforts reflect our commitment to building a resilient business, pursuing opportunities responsibly, and creating long-term value for our stakeholders.

Looking ahead, our priorities are clear: to deepen our presence in key markets, expand our capabilities, and support national and regional transformation priorities. We intend to build on our established strengths while pursuing opportunities that reinforce our role as a trusted partner to businesses and governments.

Equally important is how we grow. Sustainability remains integral to our strategic direction, grounded in responsible governance, environmental stewardship, investment in our people, and a positive contribution to the communities in which we operate. Embedding these principles into our business will help us strengthen resilience, manage long-term risks, and support the sustainable development of the markets we serve.

With the continued support of our shareholders, the trust of our customers and partners, and the dedication of our people, I am confident in our ability to build on the progress achieved. Our clear strategic direction and commitment to responsible growth will guide us as we strengthen our regional position and create lasting value.

“Our clear strategic direction and commitment to responsible growth will guide us as we strengthen our regional position and create lasting value.”

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Ahmad Elharany
Chief Executive Officer · pulse by solutions

a message from

the Chief Executive Officer

In 2025, pulse by solutions proved that true operational discipline and sustainability go hand in hand. As we advanced our strategy and scaled delivery across priority markets, we did not treat sustainability as a separate agenda; we embedded it directly into how we run our core business.

Operating at the heart of critical infrastructure and national transformation programs carries a profound responsibility. The projects we deliver touch millions of lives, meaning our approach to environmental, social, and governance practices must be rigorous, transparent, and built for the long term.

This year, we reinforced that foundation by sharpening our internal governance, elevating our data quality, and ensuring seamless cross-functional alignment across pulse by solutions and its subsidiaries.

Through ECO GO-FW, our sustainability priorities remain tightly locked to our broader business strategy. Whether we are reducing our environmental footprint, investing in our people, or upholding strict ethical standards, these commitments are woven into our day-to-day execution. We are deliberate about building the systems and capabilities required to support scalable growth without ever compromising on our values.

Building on the progress achieved in 2025, pulse by solutions enters its next phase stronger, sharper, and more unified than ever. We remain focused on what we do best: delivering mission-critical solutions that create enduring, sustainable value for the markets, clients, and communities we serve.

“As we look ahead, pulse by solutions enters its next phase stronger, sharper, and more unified than ever. We remain focused on what we do best: delivering mission-critical solutions that create enduring, sustainable value for the markets, clients, and communities we serve.”

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Sarah Eltawansy
Chief Strategy Officer and Chief of Staff

a message from

our Chief Strategy Officer and Chief of Staff

Following the successful embedding of sustainability into our governance and operating models in prior years, our focus throughout 2025 was on practical implementation. ESG is no longer viewed as a separate framework; it is actively woven into how we manage risk, allocate resources, and drive performance across every business function. This alignment is anchored by our ECO GO-FW strategy, ensuring that environmental, social, and governance considerations directly inform our business planning and long-term value creation.

A major milestone this year was the complete integration of ESG into our Enterprise Risk Management framework. By evaluating environmental and social factors alongside traditional business risks, we have gained a comprehensive view of our operational landscape. This allows us to treat risk management not merely as a defensive control mechanism, but as a strategic driver of organizational resilience, stability, and growth.

We applied this same disciplined approach across our wider operations. Our governance and control mechanisms matured significantly, backed by strengthened internal audits, improved ESG data quality, and clearer cross-functional accountability. Furthermore, we extended these standards across our value chain deepening oversight of upstream Scope 3 activities and empowering our Supply Chain department through targeted capacity-building.

As pulse moves forward, our objective is clear: to scale these established practices, sharpen our execution, and ensure that sustainability continues to reinforce our resilience and long-term competitiveness across all the markets we serve.

"In 2025, pulse by solutions crossed a vital threshold in its sustainability journey: moving from foundational integration to full operational execution."

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our business at a glance

2025 marked a defining transition for pulse by solutions, one that moved decisively from strategic intent to disciplined execution. Building on more than five decades of regional leadership, pulse by solutions and its subsidiaries shifted to the GO-FW corporate strategy, intensifying its focus on scaling operations, enhancing delivery excellence, and converting long-term ambition into tangible, measurable outcomes across the Middle East and Africa.

Throughout the year, pulse by solutions and its subsidiaries accelerated the implementation of GO-FW through securing landmark project wins, expanding its regional footprint, and delivering complex, high-impact solutions across digital, infrastructure, and industrial domains. These efforts played a critical role in enabling resilient, mission-critical ecosystems for both public and private sector clients, reinforcing pulse by solutions and its subsidiaries' position as a partner of choice in regional digital transformation.

A cornerstone of this operational shift was the establishment of the Global Delivery Center (GDC), a centralized delivery backbone designed to strengthen the ability of pulse by solutions and its subsidiaries to grow efficiently, standardize execution, and improve consistency across markets. Operating around the clock and across offshore, hybrid, and on-site engagement models, the GDC marked a significant step forward in how pulse delivers at scale, enhancing resource utilization, improving margin performance, and laying the groundwork for sustainable long-term growth.

In parallel, pulse continued to elevate its sustainability and governance practices.

Maintaining its AA ESG rating for the second consecutive year, with improved underlying scores, reflects its continued focus on responsible business, while ongoing initiatives further deepened the company's environmental stewardship and social impact across its operations and the communities it serves. By the close of 2025, pulse and its subsidiaries stood at a point of genuine operational readiness and strategic clarity, well-positioned to operate at greater scale, respond faster to market demands, and continue advancing its role as a trusted partner in the region's digital future.

AA ESG rating
maintained for the second consecutive year

2,500+ people
across seven countries

Today, 2,500+ people across seven countries carry that mission forward. They are engineers, specialists, project managers, and problem-solvers who take on some of the most complex projects across the different industries, and who take genuine pride in the outcomes they create for the communities they serve.

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delivering our vision

In 2025, pulse by solutions continued to evolve its operating model to strengthen execution, accountability, and alignment across lines of business and markets. This evolution reflects a deliberate shift toward clearer ownership and closer integration between commercial and delivery leadership, ensuring that growth objectives are matched with disciplined execution and operational readiness. The enhanced model enables the company to expand effectively across priority markets while maintaining consistent delivery standards, financial discipline, and customer focus.

where we operate

serving diverse sectors, across borders.

pulse maintains a regional presence across the Middle East and Africa, supported by strategically located offices that enable proximity to key markets and clients. This footprint enables localized delivery and focused go-to-market strategies across three operating regions, while drawing on shared capabilities and diversified expertise. All regional strategies are aligned with national digital transformation and infrastructure priorities.



To strengthen this regional model, we recently restructured our operations into three primary market units ensuring closer proximity to our customers and greater responsiveness to market needs. Each unit operates with defined profit and loss (P&L) accountability, directly linking commercial performance with delivery execution:

EGY Egypt

Our foundational market and a core hub for delivery and operational capabilities.

Cairo

KSA Kingdom of Saudi Arabia

Positioned as our highest-revenue market, driving continued strategic expansion.

Jeddah - Riyadh - El Khobar

GRWM Growing Markets

Focused on international expansion and broadening our regional presence.

Dubai · Doha · Dar es Salaam · Kampala · Nairobi

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our subsidiaries

As part of pulse's long-term vision to lead digital transformation across the Middle East and Africa, pulse has built a portfolio of specialized subsidiaries that extend its capabilities, geographic reach, and delivery depth. Together, they form an integrated ecosystem that supports end-to-end solution delivery across complex and large-scale engagements.

Each subsidiary plays a defined strategic role within the pulse by solutions ecosystem, contributing sector-specific expertise, specialized technologies, and localized market knowledge. This structure enables pulse to respond effectively to evolving client needs while maintaining consistency in delivery standards, governance, and operational discipline across markets.

In 2025, pulse focused on strengthening strategic alignment and operational integration across its portfolio. A key milestone was the increase in pulse by solutions' shareholding in ARIA Technologies, reinforcing its long-term strategic alignment with pulse by solutions and its subsidiaries.

In parallel, pulse continued to work closely with the leadership teams of its other subsidiaries to align ownership structures and governance arrangements with pulse's updated corporate governance framework. This reflects pulse's broader transition toward a more integrated operating model, in which its entities complement the core business through specialized capabilities and market expertise. Stronger coordination and clearer accountability are helping create a more connected platform for scalable growth, disciplined execution, and sustained value creation.

pulse by solutions subsidiaries overview

pulse by solutions

Handles the core systems integration business in Egypt.

pulse by solutions (KSA)

Established in 2006 to serve industry verticals in the Kingdom of Saudi Arabia

pulse freezone

Established in 2007 to serve clients operating under free-zone arrangements

GSEC

Established in 2011 as the company's contracting arm

GSD

Established in 2004 as the distribution arm of pulse by solutions, supporting the sourcing and distribution of technology products and solutions across the company's markets.

VAS Integrated Solutions

A specialized storage solutions distributor and systems integrator serving the Egyptian and Saudi markets, with expertise spanning cloud enablement, virtualization, and enterprise infrastructure.

JAFEER

Provides managed cybersecurity services, strengthening the company's capabilities in protecting digital infrastructure.

AVIDBEAM

Specializes in advanced video analytics and processing solutions, combining video technologies with distributed big-data architecture to support complex, data-intensive applications.

ARIA TECHNOLOGIES

An OEM and systems integrator specializing in industrial automation solutions, serving manufacturing clients across the Middle East and North Africa.

LABS

A SAP Partner and certified SAP Partner Center of Expertise (PCOE), delivering SAP and digital transformation solutions to clients across the MENA region.

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our solutions portfolio

"Together, pulse by solutions' portfolio of solutions and partner ecosystem form the engine of its delivery model, enabling the organization to innovate, integrate, and execute at scale with strategic foresight in an ever-evolving digital landscape."

At the core of pulse's ability to deliver scalable, high-impact outcomes lies a powerful combination of internal expertise and external collaboration. Through a comprehensive network of specialized Lines of Business (LoBs) and a disciplined approach to partnership management, pulse addresses complex digital challenges with precision, agility, and purpose.

The company's Lines of Business operate across its core integration arm and subsidiaries, delivering a broad portfolio of technology solutions that span infrastructure, enterprise systems, cybersecurity, data analytics, and managed services. Each Line of Business is aligned with specific sector needs, enabling tailored, end-to-end solutions across the industries we serve.

Complementing this technical breadth is a structured Partnerships & Alliances function, which plays a strategic role in expanding pulse's capabilities and strengthening value delivery. In 2025, the Partnerships Department achieved 89 partnership milestones, optimized rebate mechanisms, and strengthened alignment between technology providers, Lines of Business, and Market Units. A focus on enablement, certification, and performance monitoring ensured internal teams were equipped to capture greater value from strategic partnerships.

oracle business solutions

- Enhances customer value and satisfaction through innovative Oracle-based solutions.
- Secured initial cloud deals, positioning pulse for rapid growth within Saudi Arabia's cloud-first digital transformation.

industrial digital solutions

- Provides operational systems for monitoring and controlling distributed equipment and networks including pipelines, roads, rail, and assembly lines.
- Deploys end-to-end SCADA & AMI solutions to drive efficiency and reliability.

regulatory solutions

Supports industries with governance and regulatory needs to:
- Increase revenue & reduce costs
- Improve customer satisfaction
- Ensure compliance
- Enhance employee engagement

business continuity solutions

Delivers integrated infrastructure solutions including:
- Design
- Implementation
- Maintenance
- Operation of business continuity systems

enterprise business solutions

End-to-end enterprise support systems to:
- Streamline efficiencies
- Reduce costs
- Enable scalability
- Increase network agility
- Manage supply chains
- Leverage analytics

digital energy

Designs and implements turnkey power transmission and distribution projects, ensuring:
- Health & safety
- Operational efficiency

Offers EPC-based services and turnkey solutions.

outsourcing solutions

Provides ICT manpower outsourcing services with expertise in:
- Network infrastructure
- Software development
- Application development
- Systems integration

Focused on innovation, professionalism, and client success.

government business solutions

End-to-end solutions for government and public sector to:
- Streamline operations & improve efficiency
- Maximize ROI and reduce costs
- Enable scalability
- Increase agility
- Manage supply chains
- Leverage analytics

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our solutions portfolio

smart cities solutions

Delivers integrated building automation and management systems with high interoperability for improved efficiency and effectiveness.

software

Enables digital transformation through:
- Software development & delivery
- Capability building
- Emerging technologies
- Smart cities applications
- Industrial digitalization platforms
- Advanced analytics (AI/ML)

smart manufacturing solutions

A certified robotics systems integrator providing:
- Industrial robotics
- Manufacturing optimization services
- Machine vision
- Automation systems
- Industrial IoT (IIoT)
- Energy optimization

integration solutions

End-to-end offerings including:
- System integrations
- Custom software development
- Solution production
- Vendor & partner customization
- Software consulting
- Data & analytics

cybersecurity

A Managed Security Services Provider (MSSP) offering:
- Cybersecurity consulting
- Cloud and on-premises security solutions
- Holistic enterprise protection

electro-mechanical

An EPC contractor specializing in:
- Water treatment
- Potable water
- Hospitality
- Real estate
- Infrastructure
- Commercial projects

distribution

A distribution arm focusing on:
- Fleet management & tracking
- Test & measurement
- Instrumentation & control
- Supplies (I&CS)
- Educational labs

cloud enablement

A leading storage distributor and integrator in Egypt, focused on:
- Cloud enablement
- Virtualization

managed services

Provides comprehensive support to ensure:
- Operational efficiency
- Security
- Reliability
- Scalability
- Streamlined business operations

AI video analytics

Advanced AI video solutions leveraging big data for:
- Smart communities
- Smart buildings & cities
- Retail
- Law enforcement

SAP

Cloud-based SAP solutions enabling:
- Process optimization
- Operational efficiency
- Innovation & digital transformation

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partnerships and alliances

a strategic approach to partnerships.

In 2025, pulse by solutions continued to strengthen its partnerships and alliances as key enablers of its business model and execution capabilities. pulse by solutions companies focused on aligning their partner ecosystems with evolving market demand, particularly in high-growth areas such as artificial intelligence (AI), fintech, sports technology, and enterprise resource planning (ERP) solutions.

This approach ensures that partnerships contribute directly to expanding service offerings, enhancing technical capabilities, and supporting the delivery of integrated solutions across priority markets.

2025 partnership performance

The Partnerships & Alliances Department had a strong year in 2025, with contributions beyond formalizing partnership agreements. The team played an active role in shaping how pulse approaches complex, multi-vendor opportunities, ensuring that the right partners are engaged early in the process to maximize strategic, technical, and commercial value.

Throughout the year, the department entered into 28 pre-bid agreements, enabling early technical and commercial alignment with partners before bid submissions. In addition, five consortium arrangements were established to support complex, multi-party bids, while four Memoranda of Understanding (MoUs) formalized longer-term collaboration with strategic partners. Together, these activities reflect a more structured approach to engaging partners earlier in the opportunity lifecycle and strengthening the reliability of the broader partner ecosystem.

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partnerships and alliances

a strategic approach to partnerships.

2025 partnership performance

Partnership-supported opportunities also contributed meaningfully to the company's commercial pipeline and revenue generation during the year:

102

Partners across the ecosystem

+202%

Year-on-year growth in partner business volume

+376%

Growth in partner rebate value

To sustain this momentum and strengthen performance visibility, the department maintained a structured approach to partner management throughout the year. This included tracking top-performing partners, monitoring partner-generated leads, and assessing performance against defined commercial targets. These insights support more informed decisions, stronger partner relationships, and timely action where performance can be improved.

Looking ahead, the Partnerships & Alliances function will focus on further developing a structured, purposeful, and commercially relevant partner ecosystem. The foundations established in 2025 position pulse to expand its delivery capabilities, pursue increasingly complex opportunities, and strengthen its competitiveness across priority markets.



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key strategic partnerships

Beyond the metrics, 2025 marked a year in which pulse and its subsidiaries established and strengthened strategic partnerships across sectors and geographies, expanding pulse by solutions and its subsidiaries' capabilities, market reach, and contribution to wider economic and social priorities.

pulse by solutions & ITIDA

strategic expansion of digital offshoring

pulse by solutions and the Information Technology Industry Development Agency (ITIDA) signed a three-year MoU at the Global Offshoring Summit to expand the activities of the Global Delivery Center (GDC) in Egypt. Aligned with Egypt's Digital Offshoring Strategy, the agreement aims to support ICT service exports, strengthen Egypt's position as an offshoring destination, and contribute to foreign currency inflows. Ahmad Elharany, CEO of pulse by solutions, highlighted the partnership as an important step in linking the company's growth with broader economic value for Egypt.

pulse by solutions & PwC Middle East

perspectives on enterprise risk management

pulse collaborated with PwC Middle East on "ERM: Navigating Invisible Risk," a paper examining how technology is reshaping the way organizations identify, assess, and respond to risk. The publication also highlights the role of leadership in building a strong risk-aware culture, with pulse's own ERM evolution featured as a case study.

pulse by solutions (KSA) & Huawei

enterprise silver partnership

pulse by solutions (KSA) was formally recognized as a Huawei Enterprise Silver Partner, strengthening its access to a broad portfolio of Huawei technologies and solutions. These include optical networks, data communications, enterprise wireless and IT, Huawei Cloud Stack, intelligent collaboration, professional services, and consulting.

pulse by solutions & Microtronics Engineering GmbH

smart wastewater management solutions

pulse partnered with Microtronics Engineering GmbH, a specialist in smart wastewater management solutions, to support more efficient and data-driven water infrastructure. The collaboration focuses on asset monitoring, improved operational insights, and enhanced wastewater management efficiency, with a shared emphasis on sustainability and resource optimization.

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key strategic partnerships

pulse by solutions (KSA) & Siemens

industrial automation and digitalization framework

pulse by solutions (KSA) signed a framework agreement with Siemens to collaborate on in-industrial automation and digitalization in Saudi Arabia. The partnership brings together both companies' expertise in automation and digital technologies to support greater efficiency and innovation across water, energy, and national infrastructure projects.

pulse by solutions & Egypt Ventures

startup ecosystem integration and innovation

pulse by solutions signed an MoU with Egypt Ventures, a leading Egyptian venture capital firm, to connect promising startups with pulse by solutions and support innovation in the healthcare and fintech sectors. The collaboration explores emerging technologies including artificial intelligence, machine learning, blockchain, and the Internet of Things (IoT), with potential applications in areas such as AI-enabled diagnostics, telemedicine, and inclusive financial services.

Through Egypt Ventures' Corporate Partnership Initiative, pulse by solutions also provides technical mentorship to startups and evaluates suitable solutions for potential integration into its service portfolio. The partnership further supports the regional expansion of pulse by solutions, including opportunities to pilot and deploy emerging technologies in Saudi Arabia.

pulse by solutions & GIZ

the "Women on Track" initiative

pulse by solutions signed a Letter of Intent with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), represented by the Job Partnerships and SME Promotion project, to collaborate on the "Women on Track" initiative. The agreement was signed during the Women Powering Economies: Strengthening Workplaces, Expanding Markets event and supports efforts to advance gender equality and more inclusive workplaces across Egypt's private sector.

pulse by solutions & UN Global Compact Network Egypt

a long-standing partnership

Throughout 2025, pulse by solutions maintained its active participation in the UN Global Compact Network Egypt. This continued engagement reinforces the company's dedication to the UNGC's Ten Principles, ensuring that human rights, labor standards, environmental stewardship, and anti-corruption measures remain deeply embedded in our corporate practices.

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awards and recognition

pulse by solutions

pulse wins WSO2 Middle East Partner of the Year 2025



Selected from among eight global partners, pulse by solutions was named WSO2 Middle East Partner of the Year 2025, recognizing its strong collaboration with WSO2 and expertise in delivering API management and integration solutions across the Middle East.

pulse wins the Gold IPMA Innovation Management Award 2025 for Emerging Tech-Driven Safety Solution



pulse by solutions won the Gold Innovation Management Award 2025 from the International Project Management Association (IPMA). The award, which recognizes excellence in innovation and project management worldwide, was presented during the 34th IPMA Global Awards Gala Ceremony in Berlin, Germany.

IPMA Global Project Excellence Award

pulse was recognized for its groundbreaking Environmental, Health, Safety, and Security (EHSS) solution tailored for the oil and gas industry. The winning project involved a comprehensive, end-to-end, digital safety platform that integrates advanced video analytics, digital solutions, and real-time monitoring to significantly enhance worker and asset safety.

The solution supports a range of critical safety applications, including confined-space monitoring, gas detection, worker tracking using facial recognition, predictive safety insights, PPE compliance, and monitoring of worker health and fatigue. It also enhances fleet safety through capabilities such as vehicle geofencing, forklift tracking, and GPS monitoring.

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awards and recognition

pulse by solutions

pulse by solutions receives MEA Partner Excellence Award 2025 from KiddeFenwal



The award recognizes pulse by solutions' remarkable performance and leadership in deploying KiddeFenwal's fire suppression, clean agent, and detection & control solutions across the MEA region. This achievement reinforces our position as a trusted systems integrator and highlights our commitment to delivering world-class fire protection solutions.

KiddeFenwal

pulse by solutions receives award from Schneider Electric for AVEVA integrations



This recognition highlights our efforts as a valued partner and the significant impact delivered through our AVEVA solutions integrations. Our successful deployment of AVEVA's industrial software and Schneider Electric's automation technologies provides clients with advanced data visibility and precise control over complex operations. These integrated systems enable asset-intensive industries to optimize energy consumption, minimize operational waste, and improve asset lifecycle management. Ultimately, this award reflects our technical capability to deliver data-driven solutions that directly support both the operational and environmental targets of the clients we serve.

Schneider Electric

pulse by solutions

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awards and recognition

pulse by solutions

pulse by solutions named Cisco's Service Provider Partner of the Year



This award highlights our commitment to delivering trusted, high-performance networking services. Our partnership with Cisco enables us to deploy robust digital infrastructures that improve reliable connectivity, enhance operational efficiency, and support sustainable digital expansion for our clients across the region.

pulse by solutions receives the Dell Strategic AI Deal Excellence Award



This award recognizes the expertise of pulse by solutions in integrating Dell AI solutions. Deploying these advanced artificial intelligence systems allows clients to process large datasets more efficiently. This heightened data visibility directly optimizes resource management, reduces energy consumption, and drives smarter operational decisions.

pulse by solutions renews its ISO 9001:2015



This achievement reflects our ongoing commitment to the highest standards of quality management, operational efficiency, and customer satisfaction.

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awards and recognition

pulse by solutions (KSA)



pulse by solutions (KSA) achieves Two Tier Level Upgrades as Gold IBM Business Partner

In recognition of its strong performance in IT infrastructure deployment and cybersecurity solutions, pulse by solutions (KSA) was proud to achieve this milestone, upgrading its tier level twice in the same quarter and taking its partnership with IBM to new heights.



pulse by solutions (KSA) Receives Master EcoXpert Award from Schneider Electric

pulse by solutions (KSA) was awarded the Master EcoXpert certification by Schneider Electric in recognition of its expertise in building automation verticals. This recognition highlights its capabilities in delivering advanced Building Management Systems (BMS), energy management and automation solutions, including lighting control, which enhances energy efficiency, drives sustainability, and accelerates digital transformation in Saudi Arabia.

With this achievement, pulse by solutions (KSA) is recognized as a trusted Schneider Electric partner, reinforcing its technical excellence, innovation, and commitment to delivering high-performance and future-ready solutions that align with the Saudi Vision 2030.



pulse by solutions (KSA) wins Panduit Enterprise Partner of the Year Award for Two Consecutive Years

pulse by solutions (KSA) received the Panduit Enterprise Partner of the Year Award in Saudi Arabia in both 2024 and 2025. The 2025 recognition qualifies the company to participate in overhead transmission projects with the Saudi Electricity Company (SEC) over the next three years, further reinforcing its position as a trusted partner in advancing Saudi Arabia's power infrastructure.

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awards and recognition

pulse by solutions foundation



pulse by solutions foundation & Dell Technologies: expanding digital inclusion

The renewed award from Dell Technologies recognizes the continued collaboration with the pulse by solutions foundation to help bridge the digital divide and develop sustainable, technology-enabled solutions for underserved communities.

Since its launch in 2022, the project has continued to support marginalized and underserved groups through AI-enabled education and entrepreneurship programs, interpersonal skills development, teacher training, and other capacity-building initiatives.

With the renewed award, the Foundation will be able to expand the program's reach and deepen its impact across underserved communities.

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VAS Integrated Solutions

VAS Integrated Solutions wins the Self-Sufficient Dell Distributor of the Year Award for H1 2025



VAS Integrated Solutions was recognized as Self-Sufficient Dell Distributor of the Year for the first half of 2025, reflecting the strength of its distribution capabilities, technical expertise, and customer-focused approach. The award also recognizes the team's continued commitment to service excellence and the long-standing partnership with Dell Technologies, supporting the delivery of reliable technology solutions to customers across its markets.

VAS Integrated Solutions receives the Distributor of the Year Award by MBcom / VMware by Broadcom at Cairo ICT 2025



VAS Integrated Solutions was recognized as Distributor of the Year by MBcom / VMware by Broadcom at Cairo ICT 2025, acknowledging its strong market performance, partner engagement, and contribution to expanding enterprise technology solutions across the region. The award reflects VAS Integrated Solutions' continued focus on delivering value to its partner network, strengthening technology enablement, and supporting innovation across its markets.

VAS Integrated Solutions named Fortinet's Distributor of the Year in Egypt



VAS Integrated Solutions was named Fortinet's Distributor of the Year in Egypt, recognizing its role in strengthening the local cybersecurity ecosystem and supporting the effective delivery of Fortinet solutions to channel partners and customers. The recognition reflects VAS' focus on equipping partners with the technical knowledge, tools, and support needed to expand cybersecurity capabilities and respond to evolving digital security needs.

chapter 02

sustainability at pulse

delivering the GO-FW vision

stakeholder engagement

materiality assessment



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delivering the GO-FW vision

designed for impact. integrated for scale. executed with precision.

2025 marked a significant milestone in how pulse by solutions approaches sustainability. Rather than treating it as a separate workstream, the company took deliberate steps to embed sustainability directly into its core corporate strategy, giving rise to ECO GO-FW. Building on the ECO-FEOR model introduced in 2024, this evolution repositioned sustainability as an integral part of the Go Forward (GO-FW) corporate strategy — not as a parallel framework running alongside it, but as an enabler of execution, resilience, and long-term value creation.

This shift reflects our belief that sustainability delivers the greatest impact when it informs how a business operates and grows, rather than exist as a standalone set of commitments. ECO GO-FW brings this vision to life by integrating environmental, social, and governance considerations into the company's strategic priorities, operating model, and governance mechanisms.

G	O	F	W
Growth	Operational excellence	Financial stability	Work experience & culture

the ECO dimensions

At the heart of the framework are three interconnected dimensions, each captured in the ECO acronym.

the E dimension

is centered on environmental performance. This means taking responsibility for the company's environmental footprint through initiatives that reduce carbon emissions, promote circularity and innovation, and integrate green technologies into operations and project delivery. Across the regions where pulse by solutions operates, projects are designed with environmental stewardship in mind, with the goal of minimizing adverse impacts and actively accelerating environmental sustainability.

the C dimension

is about culture. pulse by solutions recognizes that lasting sustainability cannot be achieved through policies alone; it requires a genuine shift in mindset and behavior. This pillar is focused on instilling a sustainability-driven culture across the organization, reinforcing awareness, accountability, and responsible behavior across all levels, among employees and stakeholders alike.

the O dimension

covers governance and oversight. The company has established robust frameworks to identify, assess, and manage ESG risks across its operations. Beyond mitigating risks, this pillar recognizes and acts on opportunities that drive positive change, ensuring that governance structures support disciplined and responsible decision-making.

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delivering the GO-FW vision

designed for impact. integrated for scale. executed with precision.

from framework to application

The progress made in 2025 was not just conceptual. The year marked a shift from framework design to real-world application, with ECO GO-FW actively informing governance processes, strategic planning, and performance management. Sustainability priorities shaped how initiatives were prioritized, how risks were assessed, and how internal alignment was maintained, creating consistency between what the company stands for and how it delivers in practice.

As ECO GO-FW continues to mature, it serves as the strategic lens through which sustainability is embedded across everything pulse by solutions plans, delivers, and scales, preserving clarity, accountability, and long-term strategic focus.

Pillar	Focus Area	Pillar Objective
E	Promote Environmental Sustainability	We aim to minimize our environmental footprint through a variety of initiatives, targeting carbon emissions reduction, promoting circularity and innovation, and green technologies implementation. Furthermore, our projects are designed around integrating environmental stewardship to create lasting value and accelerate environmental sustainability in the regions where we operate.
C	Instill a Sustainability-Driven Culture	We recognize that achieving long-term sustainability requires more than just policies and procedures; it necessitates a cultural shift within our organization. To this end, we are dedicated to instilling a sustainability-driven culture among our employees and stakeholders.
O	Oversee and Govern ESG Risks and Opportunities	We have established robust frameworks to identify, assess, and manage ESG risks and opportunities across our operations, allowing us to mitigate potential negative impacts while capitalizing on opportunities that drive positive change.

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stakeholder engagement

Stakeholder engagement has always been central to how pulse by solutions shapes and validates its sustainability agenda, and 2025 was no different. Building on the foundations established in previous years, the focus this year was on strengthening existing relationships rather than rebuilding them and ensuring that the feedback and insights gathered in 2024 were meaningfully reflected in the company's 2025 initiatives.

The stakeholder landscape remained broadly consistent with the previous year, which allowed the company to move beyond introductory engagement and invest in more substantive dialogue. Established channels including surveys, consultations, and regular meetings continued to serve as the primary means of gathering input from key groups spanning employees, clients, suppliers, and other partners. These are not one-way communications; they are ongoing conversations that the company relies on to stay attuned to evolving expectations, emerging concerns, and opportunities for improvement.

A key outcome of this year's engagement was the role stakeholder insights played in aligning material topics with the GO-FW corporate strategy. As the company transitioned to its new strategic framework, the perspectives gathered through stakeholder dialogue helped ensure that the realignment of ESG priorities was not done in isolation but was informed by the people and organizations to whom pulse by solutions is accountable.

Internally, the company continued to refine how stakeholder feedback is documented, tracked, and embedded across ESG governance, human capital development, and supply chain sustainability. This ongoing improvement in process enables stakeholder engagement to translate into real action rather than remaining at the level of consultation. As pulse by solutions continues to advance its three-year sustainability roadmap, stakeholder priorities will remain a key reference point for long-term business decisions and operational growth.

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stakeholder engagement

	Our People	Local Communities	Subsidiaries and Partners
Stakeholder Expectations	• Transparent and equitable reward and recognition systems • Career advancement opportunities • Comprehensive professional development programs • Inclusive policies • Flexible working arrangements • Health and safety • Open communication • Contribution to meaningful, sustainability-driven projects and initiatives	• Address socio-economic challenges • Promote education and digital literacy • Support inclusive and equitable community initiatives • Creating shared value and socio-economic benefits with special focus on underserved groups	• Alignment on strategic direction, operational goals, and ESG integration across all business units • Consistent application of standardized policies, procedures, and compliance frameworks • Effective cross-entity communication and data transparency • Shared commitment to sustainable growth, innovation, and market resilience • Structured performance evaluation and continuous improvement across entities • Exchange of technical knowledge, local market insights, and sustainability best practices
Engagement Methods	• Regular communication channels (company-wide town halls, targeted newsletters) • Digital engagement platforms • Internal social events • Anonymous feedback mechanisms • Employee satisfaction surveys • Regular performance reviews • Training and development programs • Wellness initiatives	• Active and frequent community engagement • Strategic partnerships with local NGOs and community members • Educational and skill-building workshops • Volunteering and philanthropic activities	• Cross-company communication channels • Standardized policies • Regular ESG and operational performance reviews • Collaborative training sessions and partner workshops • Best practice sharing
Purpose of Engagement	• To actively shape HR policies, including compensation, recognition programs, and diversity and inclusion initiatives • To directly inform the design and implementation of well-being strategies and work-life balance programs • To guide training and upskilling initiatives, influencing internal mobility programs and tailored career pathways	• To shape CSR project design and delivery, ensuring alignment with local needs. It also helps measure social return on investment, creating meaningful and inclusive community partnerships	• To inform the alignment of strategies and risk management practices across pulse by solutions and its subsidiaries • To drive refinements to shared operational frameworks, enabling agile execution across geographies • To support harmonization of sustainability reporting practices and performance metrics

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stakeholder engagement

	Clients and Customers	Shareholders and Investors	Governments and Regulators	Suppliers and Contractors
Stakeholder Expectations	• Timely project delivery • Consistent high-quality service • Innovative and sustainable technological solutions • Proactive customer support • Transparent communications • Fast and reliable responsiveness to feedback	• Transparent and consistent financial and ESG performance reporting • Sustainable profitability and long-term value creation • Strategic growth, innovation, and market positioning • Robust risk management and governance practices • Regular updates on business strategy, performance outlook, and material • ESG topics	• Full regulatory compliance • Adherence to tax laws and regulations • Support digital equity and inclusion • Advancement of digital infrastructure and services in countries of operations • Promote local employment • Alignment with national development agendas	• Comprehensive procurement policies • Capacity-building on ESG practices, with emphasis on carbon footprint reduction • Compliance with health, safety, and ethical labor standards • Fair and timely payment terms • Clear communication of performance expectations
Engagement Methods	• Regular client meetings • Project feedback and satisfaction surveys • Industry conferences • Dedicated project management teams • Multi-channel communications including newsletters, social media platforms, emails and phone calls	• Annual general meetings and investor conferences • One-on-one meetings • Transparent financial and ESG reporting • Dedicated investor relations unit	• Regular engagements and consultations with regulatory authorities • Conferences • Public-private partnerships	• Regular supplier meetings and reviews • Capacity-building workshops • Comprehensive procurement policies and guidelines • Regular communication channels
Purpose of Engagement	• To guide continuous improvement in service delivery models • To directly improve our solutions and services • To strengthen customer relationship management	• To shape capital allocation and strategic investment decisions • To enhance ESG disclosures and financial transparency • To guide the prioritization of material risks and strengthen governance frameworks	• To ensure compliance alignment and help anticipate policy changes • To shape strategic direction on national sustainability priorities	• To tailor ESG training, particularly on emissions tracking and reduction • To inform the development of decarbonization roadmaps • To identify supply chain gaps and support collaborative action on emissions reduction

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our approach to materiality

Materiality, for pulse by solutions, is not a box-ticking exercise. In 2025, the company's shift to the GO-FW corporate strategy created a natural and necessary inflection point for how sustainability priorities are identified, structured, and acted upon. With a new strategic direction in place, it was important to ensure that the materiality framework was not just carried over from previous years, but actively realigned to reflect the company's evolved priorities, operational focus, and long-term ambitions. This meant revisiting the process with fresh perspective, remapping material topics against the new corporate pillars, and ensuring that ESG considerations were embedded into GO-FW from the ground up rather than retrofitted after the fact.

pulse plans to undertake a comprehensive update of its materiality assessment in 2026, following the completion of the 2024–2026 reporting cycle. The updated assessment will reassess the relevance and prioritization of sustainability topics in light of changes in the company's operations, stakeholder expectations, strategic priorities, and the broader sustainability landscape. The resulting priorities for the 2027–2029 period will be reflected in pulse's 2027 Sustainability Report.

The materiality process is structured across four phases, each building on the last.

phase 1

annual validation

The materiality process begins with a thorough review of the company's material topics, informed by the prevailing strategic context. In 2025, this step carried added significance given the transition to GO-FW. Beyond assessing priorities against emerging industry trends and evolving global regulations, the validation process had to account for the company's internal transformation, ensuring that the material topics remained aligned with the company's new strategic framework. For a systems integrator operating across diverse markets, keeping this grounded in operational reality is just as important as keeping it aligned with global best practice.

phase 2

stakeholder engagement

No materiality process is complete without hearing from the people it is meant to serve. pulse by solutions engages both internal and external stakeholders, including employees, clients, and suppliers, to validate its priorities and surface concerns that might not be visible from within the organization. In the context of a strategic transition, this engagement took on added value, helping the company validate that its evolving priorities resonated with the people and organizations it serves. This ongoing dialogue builds trust and ensures that the sustainability agenda reflects a broad range of perspectives rather than an internal viewpoint alone.

phase 3

strategic GO-FW alignment

This phase represented the most significant step in 2025. With the GO-FW strategy formally adopted, pulse by solutions undertook a deliberate mapping of its material sustainability topics against the new corporate pillars. Rather than allowing ESG commitments to exist independently of the business strategy, this alignment ensures that every material topic has a clear place within the way the company plans, operates, and grows. Sustainability is no longer something that runs in parallel with the business; it is embedded within it, serving as a practical driver of innovation, resilience, and performance.

phase 4

operational integration and tracking

The final phase is where priorities become measurable. Material topics are embedded into departmental KPIs, ensuring that progress is tracked consistently and that sustainability is reflected in how success is measured across the organization. This closes the loop between strategic intent and operational reality, making sustainability something that is embedded, measured and continuously improved, not just reported.

prioritization and execution in 2025

With the realigned materiality framework in place, 2025 was also a year of delivery. As the second year of pulse by solutions' three-year sustainability roadmap, the company maintained its commitment to disciplined execution against a defined set of annual priorities. Focus areas were selected based on organizational readiness, data availability, and strategic relevance, and were translated into concrete initiatives, governance actions, and performance tracking mechanisms.

The roadmap is deliberately phased, ensuring that sustainability implementation remains credible and grounded in operational realities rather than overextended. Progress in 2025 reflects targeted advancement across prioritized topics, with other material areas planned for subsequent phases. This phased approach provides a clear and transparent line of sight between where the company is today and where it is committed to reaching in the long term.

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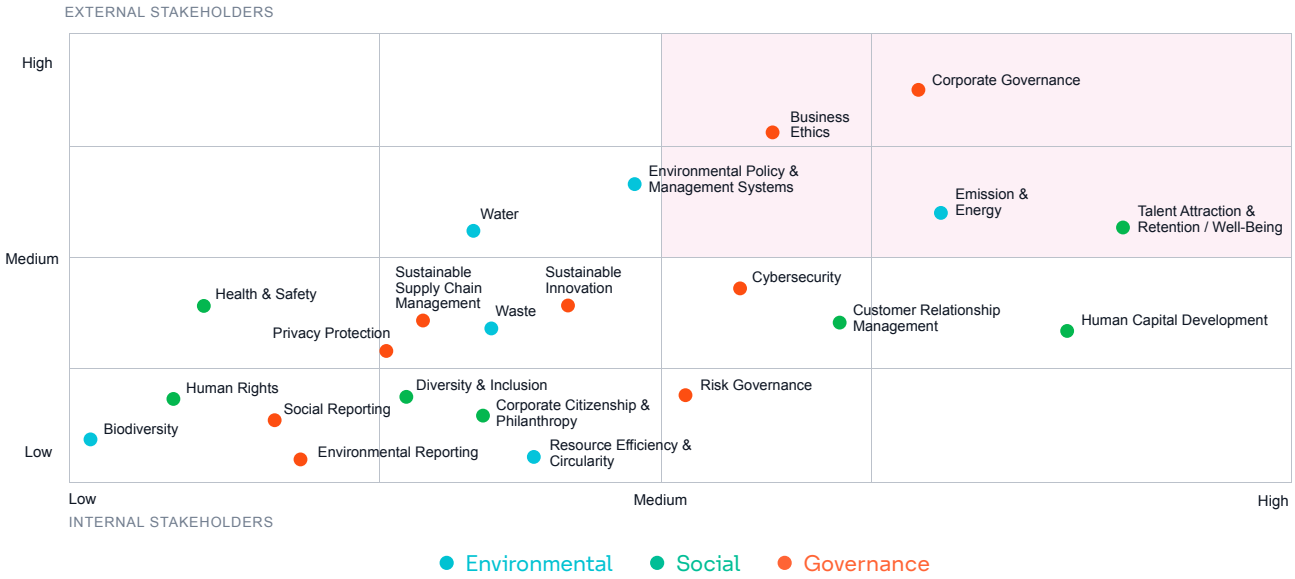
materiality matrix



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3-year sustainability roadmap

	Environment	Social	Governance
2024	• Operational Eco-Efficiency: Emissions & Energy • Operational Eco-Efficiency: Water	• Talent Attraction & Retention, Well-Being • Health & Safety • Customer Relationship Management • Communities Development	• Corporate Governance • Sustainable Supply Chain Management • Cybersecurity
2025	• Operational Eco-Efficiency: Waste • Resource Efficiency & Circularity	• Diversity & Inclusion	• Sustainable Innovation • Business Ethics
2026	• Biodiversity	• Human Rights • Privacy Protection	

chapter 03

planet & climate

operational efficiency at our headquarters

2025 carbon footprint summary

technology for impact



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operational efficiency at our headquarters

Environmental responsibility begins at our headquarters. Our primary workspace serves as an operational baseline for our ECO GO-FW strategy. Running an efficient facility directly reduces our resource consumption and carbon footprint while creating a healthier environment for our people.

Our facility teams upgraded internal controls in 2025. They monitored daily consumption closely and minimized our environmental footprint throughout the year. We supported these system upgrades with internal cultural campaigns to encourage practical environmental habits among our staff. Prioritizing daily resource management produced measurable progress. We achieved clear improvements in energy use alongside better water conservation and waste recovery.

environmental management

ISO 14001 environmental management system

pulse by solutions maintains a formal environmental Policy that guides our approach to environmental responsibilities across the organization. This policy supports our Environmental Management System (EMS) and aligns our operations with international standards. Our independent ISO 14001 certification validates our ongoing compliance and demonstrates that our environmental practices consistently meet global benchmarks.

energy management system update

In 2024, we established a dedicated Energy Management System (EnMS) to structure and advance our energy efficiency initiatives. The system currently applies to our New Cairo headquarters, covering primary operational areas such as office spaces, internal server rooms, LABS, and support infrastructure. In 2025, we expanded our reporting scope to capture a more complete view of our energy profile. We previously monitored only purchased electricity from the national grid. Our updated system now tracks purchased electricity alongside natural gas and diesel fuel.

greenhouse gas quantification action plan

Building on the technical foundation established in 2024, developing our internal greenhouse gas (GHG) quantification capabilities remains a central priority. Throughout 2025, we continued to advance our measurement expertise and refine our data collection processes across all operations. Our primary goal is to maintain a reliable and transparent operational framework to support future target setting and comprehensive climate action planning.

2025 progress highlights
(year-on-year progress against 2024)

energy efficiency

- **10.2%** Reduction in electricity use at headquarters
- **94.5%** Reduction in diesel fuel use
- **12.5%** Improvement in electricity intensity per employee
- **10.2%** Improvement in electricity intensity per square meter

water management

- **42.7%** Reduction in total water use
- **43.0%** Improvement in water intensity per square meter in 2025
- **23.0%** Improvement in water intensity per employee in 2025

waste recovery

- **11.9%** Overall recycling rate, compared with 5.2% in 2024

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a conscious environmental workforce

In 2025, our Sustainability team led targeted campaigns to build a stronger environmental culture. To ensure this culture starts on day one, our Health and Safety team now introduces core environmental awareness to every new employee during their onboarding. To further strengthen our workforce's capabilities and engagement, we focused on three key areas in 2025:

company-wide engagement and ideation

We launched our "Powered by Sustainability" campaign alongside an enterprise-wide Energy Management Awareness initiative. This behavior-driven program focused on resource optimization and encouraged employees to adopt smarter daily habits at work. The campaign successfully activated over 98 employees, resulting in the direct submission of 35 actionable energy-saving ideas from across the company.

98 successfully activated employees

35 actionable energy-saving ideas

frontline energy management training

To actively strengthen our practical facility controls, we delivered a targeted, ISO 50001-aligned efficiency workshop. This technical initiative equipped our operational teams with the practical skills required to optimize daily resource consumption directly on site.

33 facility engineers and blue-collar employees trained

198 total training hours delivered

advanced climate strategy development

We partnered with the United Nations Global Compact (UNGC) to participate in the Climate Ambition Accelerator program. This specialized initiative focused on building our internal capacities in overarching climate strategy and targeted emissions reduction.

5 team members participated in the six-month learning program

96 training hours completed per participant

480 total specialized training hours achieved

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energy efficiency progress
and transition approach (2024–2027)

In 2024, pulse by solutions identified a set of energy-efficiency priorities to support its transition efforts through 2027.

During 2025, the focus shifted to implementing practical, high-impact initiatives, resulting in initial reductions in building energy consumption and increased internal focus on energy efficiency practices.

Implementation throughout the year prioritized operational and behavioral measures, enabling early progress while laying out the foundation for longer-term initiatives. Activities requiring dedicated budget cycles or specialized technical follow-up are being progressively integrated into upcoming implementation phases to ensure effective execution.

In parallel, the Energy Committee prioritized aligning internal practices with the principles of ISO 50001, rather than pursuing formal external certification at this stage. The data center efficiency target could not be fully monitored during 2025 due to temporary hardware issues affecting tracking capabilities, with corrective actions underway to restore reliable performance monitoring.

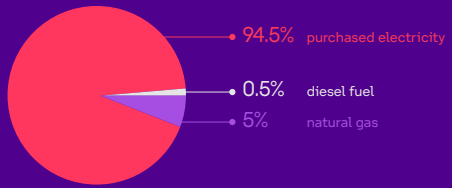
Strategic Objective	2025 Status
Reducing Building Energy Use	Achieved
Optimizing Data Center Efficiency	Delayed
Aligning with ISO 50001 Standards	Achieved
Building an Energy-Conscious Culture	Achieved

energy consumption

In 2025, we focused heavily on practical energy management at our headquarters. We successfully cut our electricity use by 10.2%, from 1,706,485 kWh in 2024 to 1,532,971 kWh in 2025. This reduction improved both floor-area and employee-based electricity intensity. Electricity intensity decreased to 127.7 kWh/m², from 142.2 kWh/m² in 2024, representing a 10.2% improvement, while electricity consumption per employee decreased to 796.8 kWh, from 911.1 kWh in 2024, representing a 12.5% year-on-year improvement.

Our direct fuel consumption also shifted favorably this year. We cut diesel use by 94.5%, reducing the total volume to 0.82 cubic meters. While natural gas usage increased to 8,094 cubic meters, the sharp drop in diesel directly supports our goal to reduce our reliance on high-emission fuels.

Overall, these reductions keep our Energy Transition Roadmap on schedule. Our headquarters now uses 6.9% less electricity compared to our 2023 baseline. This steady progress puts us right on pace to reach our 10% total electricity reduction goal by 2027.



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energy consumption

Energy Consumption and Intensity				
Metric	**Unit**	**2023**	**2024**	**2025**
Purchased Electricity	kWh	1,645,942	1,706,485	1,532,971
Natural Gas	m³	1,463	6,799	8,094
Diesel Fuel	m³	2.5	15	0.82
Electricity Intensity per m²	kWh/m²	137.2	142.2	127.7
Electricity Intensity per Employee	kWh/employee		911.1	796.8

Energy Transition Approach Progress				
Target	**Baseline Year**	**Target Year**	**2025 Performance**	**Current Status**
10% reduction in electricity consumption at headquarters	2023	2027	6.9% reduction achieved against baseline	On Track

energy calculation methodology

pulse by solutions applies a consistent approach to measuring and monitoring energy consumption across its New Cairo headquarters.

Electricity consumption is based on monthly utility invoices, while natural gas and diesel consumption are derived from supplier invoices and internal operational records. The underlying approach to measuring energy use remains consistent with prior reporting years.

All reported energy data cover pulse's New Cairo headquarters. Floor-area electricity intensity is calculated using the headquarters' 12,000 m² gross floor area.

Employee-based indicators for 2025 use the average workforce of 1,924 employees, reflecting the workforce supported throughout the reporting year.

For greenhouse gas accounting, the 2025 inventory applies updated emission factors where relevant to reflect more recent and, where available, Egypt-specific factors. These updates affect the calculation of associated GHG emissions but do not change the underlying electricity and fuel consumption figures.

guiding standards

Energy and related GHG measurement practices are informed by the following frameworks:

- ISO 50001:2018 for Energy Management Systems
- ASHRAE Audit Levels 1 & 2 for building energy efficiency assessment
- GHG Protocol Scope 2 Guidance for electricity emissions
- IPCC Guidelines for National Greenhouse Gas Inventories
- ISO 14064-1:2018 for Organizational GHG quantification and reporting

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water management

In 2025, we improved the accuracy of our water tracking by replacing outdated meters with new and more precise Units across our facilities. This upgrade provided more reliable data and strengthened our ability to monitor and manage daily water consumption.

Total water consumption declined to 5,400 cubic meters in 2025, representing a 42.7% reduction from 9,420 cubic meters in 2024. Water intensity indicators also improved, with water consumption per employee decreasing from 3.65 to 2.81 cubic meters, while water consumption per square meter declined from 0.79 to 0.45 cubic meters.

Water Consumption and Intensity				
Metric	Unit	2023	2024	2025
Total Water Consumption	m³	5,880	9,420	5,400
Year-On-Year Change	%		60.20%	-42.70%
Water Intensity per Employee	m³/employee	3.25	3.65	2.81
Water Intensity per m²	m³/m²	0.49	0.79	0.45

2025 Water Withdrawal and Discharge		
Metric	Volume	Source
Total Water Withdrawal	5,400 m³	Municipal Supply
Total Water Discharge	5,400 m³	Municipal Sewer System

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waste management

In 2025, we strengthened our waste data tracking and reporting practices. We recorded waste by category and calculated a clear Recycling Rate, which improved the completeness and quality of our waste data.

A total of 47.56 tons waste was generated during the year. This included 41.88 tons of Non-Recyclable Waste and 5.68 tons of Recyclable Waste diverted from landfill. As a result, our Recycling Rate increased to 11.9%, up from 5.2% in 2024. We also tracked and managed 0.15 tons of hazardous waste.

Recycled and Non-Recycled Waste

Waste Type	Unit	2024	2025
non-recyclable waste	tons	41.58	41.88
Recyclable Waste	tons	2.26	5.68
Total Waste Generated	tons	43.84	47.56
Recycling Rate	%	5.16%	11.94%

material use reduction and employee engagement

In 2025, pulse by solutions continued its efforts to reduce material use and promote more efficient office practices. Building on the initiatives introduced in 2024, we placed greater focus on employee participation, waste reduction, and clear performance tracking.

We reintroduced the CanBank recycling initiative through the installation of a refurbished recycling machine. The initiative was supported by targeted internal awareness campaigns and employee engagement activities, including competitions to encourage participation. As a result, more than 3,208 plastic bottles were collected and diverted from landfill, with over 150 employees actively contributing.

We also continued our efforts to reduce the use of paper cups and other disposable materials. Awareness campaigns encouraged employees to limit single-use items and adopt more responsible consumption habits across office operations.

The Sustainability Department integrated these efforts into broader ESG awareness activities. Regular internal communication helped keep the message visible to support lasting behavior change.

We tracked progress through initiative-level data, including CanBank collection volumes and participation rates. This provided a clearer view of employee engagement and the results of our waste reduction efforts.

hazardous waste management

We maintained our hazardous waste controls in 2025 and continued to apply the measures introduced in 2024. These controls help guide discharge prevention measures, designated storage areas, spill preparedness, and the use of qualified contractors.

Hazardous waste generated during the year totaled 0.15 tons, while non-hazardous waste reached 47.56 tons. We worked with Go Green, our certified disposal partner, to manage hazardous waste and support data tracking throughout the year. Go Green holds the required Ministry of Environment licenses and follows approved hazardous material handling and disposal procedures in line with ISO-based requirements.

Hazardous vs. Non-Hazardous Waste

Metric	Unit	2025
Total Weight of Hazardous Waste Generated	tons	0.15
Total Weight of Non-Hazardous Waste Generated	tons	47.56

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2025 carbon footprint summary

1,243.41
Total GHG emissions, tCO_2e
FY 2025

93.39
Scope 1, tCO_2e
60% YoY · 28% vs. 2023 baseline

648.47
Scope 2, tCO_2e
6% YoY · 3% vs. 2023 baseline

501.55
Scope 3, tCO_2e
36% YoY · 17% vs. 2023 baseline

In 2025, pulse by solutions continued to strengthen its carbon management approach through its third consecutive year of greenhouse gas reporting. This year's inventory covers Scope 1, Scope 2, and selected Scope 3 categories, providing a more established basis for tracking performance and identifying recurring emission drivers across the business. This progression builds on the 2023 baseline year and the expanded 2024 inventory, which broadened Scope 3 coverage beyond business travel to include additional upstream categories.

Purchased electricity remained the largest source of reported emissions in 2025, reinforcing the importance of facility-level energy efficiency. Business travel and logistics also remained material contributors, highlighting the need to address mobility- and logistics-related emissions alongside facility energy use.

For the 2025 inventory, pulse applied an updated emission-factor set. Historical 2023 and 2024 emissions are presented as previously reported and have not been recalculated using the 2025 factor set. Accordingly, year-on-year and baseline comparisons reflect reported performance using the emission factors applied in each reporting year and should be interpreted in that context.

annual GHG emissions profile

GHG Emissions (tCO_2e)	2025	2024	2023
scope 1	93.39	233.51	128.94
scope 2	648.47	692.64	668.07
scope 3	501.55	785.82	605.82
total	1,243.41	1,711.97	1,402.83

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2025 GHG emissions performance

In 2025, pulse by solutions reported total GHG emissions of 1,243.41 tCO_2e, compared with 1,711.97 tCO_2e in 2024 and 1,402.83 tCO_2e in the 2023 baseline year. This represents a 27.37% year-on-year reduction and an 11.36% reduction from the 2023 baseline, making 2025 the lowest reported annual footprint in the three-year reporting period.

Emissions declined across all three scopes. Scope 1 fell by 60.0% year on year to 93.39 tCO_2e, and was approximately 27.0% below the 2023 baseline. Scope 2 decreased by 6% to 648.47 tCO_2e, representing a reduction of approximately 3% from 2023. Scope 3 declined by 36.2% to 501.55 tCO_2e and was approximately 17% below the 2023 baseline. Scope 3 delivered the largest absolute year-on-year reduction, while Scope 1 recorded the steepest percentage decline.

GHG Emissions (tCO_2e)	2025	2024	2023
scope 1	93.39 ↓	233.51	128.94
mobile combustion	69.90	179.09	115.18
stationary combustion	23.50	54.42	13.76
fugitive emissions	0.00	0.00	0.00
scope 2	648.47 ↓	692.64	668.07
scope 3	501.55 ↓	785.82	605.82
category 1: purchased goods and services	34.70	17.76	—
category 4: upstream transportation and distribution	140.52	234.38	—
category 5: waste generated in operation	20.83	20.19	—
category 6: business travel	305.50	513.49	605.82
hotel accommodation	84.66	162.48	269.00
flights	220.84	351.01	336.82
total	1,243.41	1,711.97	1,402.83

The year-on-year decrease was driven principally by lower emissions from business travel, upstream transportation and distribution, and direct fuel use. Business travel declined by 40.5%, from 513.49 tCO_2e in 2024 to 305.50 tCO_2e in 2025, with reductions recorded across both flights and hotel accommodation. Upstream transportation and distribution decreased by 40.0% to 140.52 tCO_2e.

Within Scope 1, mobile combustion fell by 61.0% to 69.90 tCO_2e, while stationary combustion declined by 56.8% to 23.50 tCO_2e.

Purchased electricity decreased more moderately, by 6.4%, reinforcing its position as the largest and relatively structural source within pulse's reported footprint

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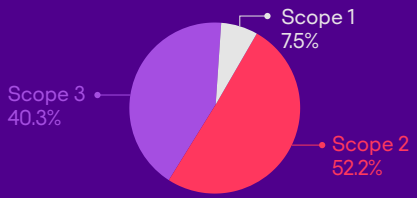
emissions profile

The composition of the 2025 inventory shows that Scope 2 remained the largest contributor, accounting for 52.2% of total reported emissions. Scope 3 represented 40.3%, while Scope 1 accounted for 7.5%. This represents a notable shift from 2024, when Scope 3 slightly exceeded Scope 2. Although Scope 2 emissions declined in absolute terms, sharper reductions across business travel, freight and direct fuel use increased purchased electricity's share of the overall footprint.

2025 GHG emissions breakdown



Within Scope 1, emissions came primarily from Mobile Combustion (69.90 tCO_2e) and Stationary Combustion (23.50 tCO_2e), while no Fugitive Emissions were reported.

Scope 2 emissions were entirely attributable to purchased electricity at 648.47 tCO_2e.

Scope 3 emissions were driven by business travel (305.50 tCO_2e), upstream transportation and distribution (140.52 tCO_2e), purchased goods and services (34.70 tCO_2e), and waste generated in operations (20.83 tCO_2e).

GHG Emissions (tCO_2e)	2025
Scope 1	93.39
Mobile Combustion	69.90
Stationary Combustion	23.50
Fugitive Emissions	0.00
Scope 2	648.47
Scope 3	501.55
Category 1: Purchased Goods and Services	34.70
Category 4: Upstream Transportation and Distribution	140.52
Category 5: Waste Generated in Operation	20.83
Category 6: Business Travel	305.50
Hotel Accommodation	84.66
Flights	220.84
Total	1,243.41

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emissions profile

looking ahead

As its third year of GHG reporting, 2025 marks an important step in pulse's carbon-management maturity. The company now has a clearer three-year record for evaluating recurring emission drivers, distinguishing structural sources from more variable categories, and linking environmental action more closely to measured performance.

Looking ahead, electricity will remain central to pulse's carbon profile, reinforcing the importance of energy efficiency and stronger energy-management practices. Year-on-year reductions in travel- and logistics-related emissions also demonstrate the variability of material Scope 3 sources and the need for continued monitoring and management. Further improvements in data quality and activity-level measurement will support increasingly targeted reduction planning.

For further details on pulse's carbon performance, emissions profile, and carbon-management approach, please refer to the 2025 Carbon Footprint Report.

methodology update

For the 2025 inventory, pulse applied an updated emission-factor set, incorporating more recent and, where available, Egypt-specific factors across relevant activity categories. The underlying accounting approach, organizational boundary, and Scope 3 categories introduced in 2024 remained consistent.

Historical 2023 and 2024 emissions are presented as previously reported and have not been recalculated using the 2025 factor set. Year-on-year and baseline comparisons therefore reflect reported performance using the emission factors applied in each reporting year and should be interpreted in that context.



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2025 environmental metrics dashboard

energy & emissions

energy

Energy Consumption and Intensity

Metric	Unit	2023	2024	2025
Purchased Electricity	kWh	1,645,942	1,706,485	1,532,971
Natural Gas	m³	1,463	6,799	8,094
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Electricity Intensity per m²	kWh/m²	137.2	142.2	127.7
Electricity Intensity per Employee	kWh/employee	—	911.1	796.8

Energy Transition Approach Progress

Target	Baseline Year	Target Year	2025 Performance	Current Status
10% reduction in electricity consumption at headquarters	2023	2027	6.9% reduction achieved against baseline	On Track

emissions

GHG Emissions (tCO_2e)	2025	2024	2023
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2025 environmental metrics dashboard

water & waste

water

Water Consumption and Intensity				
Metric	Unit	2023	2024	2025
Total Water Consumption	m³	5,880	9,420	5,400
Year-On-Year Change	%	—	60.20%	-42.70%
Water Intensity per Employee	m³/employee	3.25	3.65	2.81
Water Intensity per m²	m³/m²	0.49	0.79	0.45

2025 Water Withdrawal and Discharge		
Metric	Volume	Source
Total Water Withdrawal	5,400 m³	Municipal Supply
Total Water Discharge	5,400 m³	Municipal Sewer System

waste

Recycled and Non-Recycled Waste			
Waste Type	Unit	2024	2025
Non-Recyclable Waste	tons	41.58	41.88
Recyclable Waste	tons	2.26	5.68
Total Waste Generated	tons	43.84	47.56
Recycling Rate	%	5.16%	11.94%

Hazardous vs. Non-Hazardous Waste		
Metric	Unit	2025
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technology for impact

2025 projects highlights

We view environmental responsibility as a core driver of our ECO GO-FW strategy. Our business model is built on innovating and delivering tailored technology solutions that support our clients' sustainability transformation journeys. While we remain focused on managing our own corporate footprint, our broader environmental impact is most evident in the value our solutions create across the regions we serve. Our strong track record of successfully implemented solutions reflects this impact in measurable results, actively empowering our partners to optimize their resources, reduce their carbon emissions, and boost their everyday efficiency.

We translated this commitment into action by delivering over 250 projects across Egypt, the Gulf, and Africa. We deployed practical systems like smart power grids, digital water networks, and intelligent facility automation to address specific environmental challenges on the ground. These targeted deployments equip industries and urban centers with the exact tools they need to monitor data in real-time and build climate-resilient communities.

project name: Diriyah's smart city initiative

Client: Diriyah Company
Location: Kingdom of Saudi Arabia (KSA)

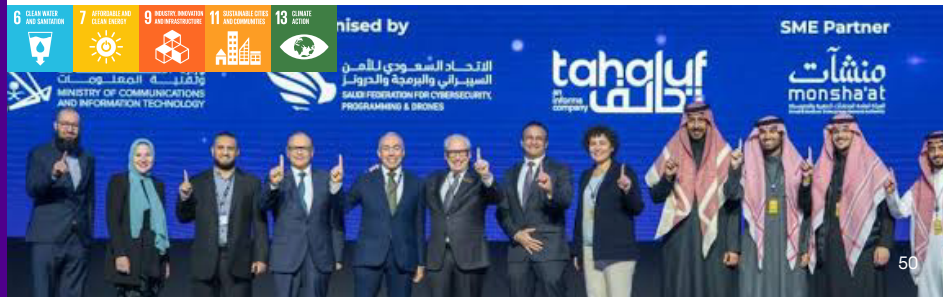
Diriyah Company selected pulse by solutions as the Master Systems Integrator for its ambitious smart city initiative. We are designing and delivering a unified smart city platform that integrates 16 distinct use-cases. Our team is building full interoperability between all internal and third-party systems to create a coherent digital ecosystem for "The City of Earth."

This initiative establishes a new standard for sustainable urban resource management. The platform incorporates specific solutions for flood warning, environmental monitoring, and smart waste and water management. Real-time data insights allow for optimized energy usage and smart irrigation, directly reducing resource waste across the district.

return on value

Deploying these integrated solutions delivers an immediate, district-wide return on value.

- Integrated smart water and irrigation systems support optimized water use, reducing resource waste at district scale
- Environmental monitoring provides continuous visibility into site conditions, enabling informed operational decisions
- Smart energy and smart lighting solutions support reduced energy consumption across the development
- Flood warning capability reduces the risk of environmental damage and infrastructure loss from extreme weather events
- Contributes to Saudi Vision 2030's environmental sustainability and smart infrastructure objectives



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2025 projects highlights

project name: KAUST coral restoration initiative

Client: Hassan Allam Construction
End-user: King Abdullah University of Science and Technology (KAUST)
Location: Kingdom of Saudi Arabia (KSA)

pulse by solutions implemented the core building management and safety systems for the KAUST Coral Restoration Initiative, one of the world's largest reef restoration programs. Our team delivered a fully integrated Building Management System (BMS), alongside essential fire alarms, structured cabling, audio-visual setups, CCTV, and access control networks.

return on value

This reliable, connected infrastructure directly supports the uninterrupted operation of a program dedicated to marine ecosystem restoration at scale. Integrating these safety and connectivity systems guarantees operational continuity, minimizing the risk of disruption to active coral restoration work, and directly protecting vital marine biodiversity efforts.

Alongside protecting the biological work, the unified BMS establishes responsible energy monitoring and consumption management across the site. Centralized control allows operators to maximize daily efficiency and reduce energy waste, fully aligning the facility's operations with its broader environmental mission.



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2025 projects highlights

project name: South El Kayan substation expansion project

Client: Egyptian Electricity Transmission Company (EETC)
Location: New Administrative Capital, Egypt

pulse by solutions executed the South El Kayan Substation Expansion Project for the Egyptian Electricity Transmission Company (EETC). Our team delivered a complete turnkey solution to implement a 220 kV gas-insulated (GIS) cable cell. This advanced infrastructure serves as the primary power source for the TSS01 electric traction station in the New Administrative Capital.

return on value

This strategic expansion actively enhances the efficiency of the national power grid. Delivering a highly reliable power supply to electric traction networks directly supports the country's shift toward clean, electrified public transportation. The new GIS technology minimizes energy loss during transmission and drives significant energy savings. Upgrading this vital utility node directly accelerates Egypt's broader move toward sustainable urban infrastructure development.



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technology for impact

2025 projects highlights

West El Burullus Chemical Injection Dosing Skid

Client: PICO Energy
End-User: PetroWEB
Location: Egypt

We supported efficient energy production in Egypt by providing a complete chemical dosing skid for the West El Burullus Offshore Gas Field. Our client, PICO Energy, required a robust, internationally compliant solution for use by PetroWEB. Our internal teams managed the full lifecycle, from engineering and design through manufacturing and delivery.

return on value

The technology ensures highly accurate and controlled chemical application into production streams. Precise chemical dosing directly protects critical pipelines and process equipment from corrosion, significantly extending asset lifespan. This enhanced asset protection reduces future operational and maintenance requirements. Our internationally compliant system directly optimizes field performance and increases overall operational efficiency throughout the development.



Project commenced in a previous reporting period and remained active or under delivery during 2025.

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technology for impact

2025 projects highlights

upgrading the Kilombero Sugar Company[2]

Client: Kilombero Sugar Company
Contractor: TSK
Location: Tanzania

GSEC, a subsidiary of pulse by solutions, partnered with TSK to deliver comprehensive Engineering, Procurement, and Construction (EPC) services for the Kilombero Sugar Company in Tanzania. Our team executed a complete facility upgrade designed to modernize daily operations and drive industrial sustainability.

return on value

To achieve this, we focused heavily on critical environmental infrastructure. We engineered and installed advanced water and wastewater treatment plants. These systems actively manage the facility's water cycle, reducing waste and protecting local water resources. Alongside the water infrastructure, we integrated energy-efficient electromechanical solutions and modernized the entire heating, ventilation, and air conditioning (HVAC) network.

These strategic upgrades directly optimize the plant's overall energy consumption. Coordinating seamlessly across multiple engineering disciplines allowed us to ensure all new systems operate at peak performance. Ultimately, this project actively supports Tanzania's broader strategy to modernize its industrial sector responsibly.



[2] Project commenced in a previous reporting period and remained active or under delivery during 2025.

chapter 04

people & culture

our people

pulse InSync 2025 deployment

occupational health & safety



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from philosophy to practice

living our culture

In 2024, we established the operational foundation. We defined our people strategy by defining our people philosophy and made clear commitments to prioritize employee voice, their wellness, and continuous growth. We asked our people what kind of company they wanted to build, and we designed a strategy around their feedback.

In 2025, that philosophy translated directly into daily action. Rather than treating culture as a static set of values, we focused entirely on execution by embedding our principles into decision-making, leadership practices, and everyday collaboration. Through the InSync framework, our goal was to ensure that the commitments made in 2024 generated a tangible impact on the employee experience.

The most significant evolution this year was a profound shift in ownership. By empowering employees to drive their own engagement and lead cultural shifts from within, we built stronger organizational momentum. Through this collective effort, our people helped cultivate a resilient environment rooted in trust, accountability, and shared success.

2025 highlights
shaping a leaner, more agile organization

This year, we successfully reshaped our business to support a new operating model. We managed a major company-wide restructuring to ensure our teams work as effectively as possible. During this process, we clarified the responsibilities for our regional offices and delivery centers, and we carefully mapped every employee with the role and position that best support the new structure.

To make career paths clearer, we built a new job architecture across the entire company and its subsidiaries. We aligned every role with the necessary skills, experience, and business needs, creating a clearer foundation for career development and workforce planning. With this foundation in place, we successfully updated 100% of our job descriptions to match the new structure.



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our people

This year marked an important shift in how pulse works from within. As the company continued to grow and expand, we remained focused on the people who make that progress possible. We promote an open culture built on fairness, accountability, and respect – recognizing our responsibility to our employees and placing their well-being at the center of our decisions.

In 2025, we introduced several strategic frameworks to strengthen employee experience and support our ability to attract and retain top talent in a highly competitive market. We take pride in being an employer of choice and in building a workplace where people can grow, perform, and pursue both their professional and personal goals.

workforce metrics

In 2025, our workforce was composed of 2,531 full-time employees across Egypt, Saudi Arabia (KSA), the United Arab Emirates (UAE), Qatar, Kenya, Uganda and Tanzania. Through this regional presence, we brought together employees with different backgrounds and experiences, supporting a more inclusive and diverse working environment.

Metric	2024	2025
Total Number of Full-Time Employees	2,581	2,531
Number of Female Employees	531	461
Female Employees (%)	21%	18%
Number of Male Employees	2,050	2,070
Male Employees (%)	79%	82%
Age Under 30	1,005	829
Age Between 30–50	1,465	1,544
Age 50+	111	158

Our workforce profile also reflects diversity across gender and age groups. Women represented 18% of the workforce, with 461 employees, while men represented 82%, with 2,070 employees. By age, 829 employees were under 30, 1,544 were between 30 and 50, and 158 were aged 50 and above.

In 2025, we continue to support the inclusion of persons with disabilities across pulse by solutions, reinforcing our commitment to building an accessible, inclusive and diverse workplace where everyone has the opportunity to contribute and thrive

Location	2024	2025
Egypt	1,688	1,470
KSA	868	1,040
Kenya	19	18
Tanzania	5	2
Uganda	1	1
Grand Total	2,581	2,531

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attracting and growing top talent

2025 highlights growing from within: a 2025 retention success story

Our investments in the development of our people have shown tangible impacts in 2025, allowing us to place greater emphasis on internal talent and reduce our reliance on external hiring. Most notably, this strategic focus contributed to a significant decrease in employee turnover rate, dropping from 16.4% in 2024 to 11% in 2025. Our internal surveys aligned with this success, showing improved performance ratings, higher internal promotion rates, and a strong positive sentiment around career growth.

Throughout the year, we focused heavily on recognizing and rewarding our top talent. We promoted more than 200 employees and secured over 200 critical retentions for our highest performers. We also ran our annual performance appraisals smoothly, achieving a 100% completion rate with zero technical issues.

Our approach to building a strong team focuses on working smarter to attract the right talent and investing in their growth. This year, we updated our recruitment process and launched a major program to turn early-career talent and support their progression into long-term members of our workforce.

smarter talent screening

As hiring needs grew, we needed a faster way to manage application volumes without slowing down the process for candidates or hiring teams. In 2025, we integrated Sanad AI into our applicant tracking system “Talentera” to support the early stages of recruitment and make screening more efficient.

The tool helped us sort and review applications at scale, reduce manual effort, and shorten the time needed to identify suitable candidates. It also improved the quality of shortlisting by matching candidates’ skills and experience more closely with the requirements of each role.

Headway graduate internship program 2025 results

KPI	2025
Total Number of Interns	212
Female Participation (%)	44%
Interns Converted to Full-Time Roles	50

launching the next generation of talent

We actively invest in developing new talents. Over the summer, we welcomed 75 undergraduate interns. Following this, we launched our extensive Headway Program, which ran from September 2024 to March 2025.

Through the program, we brought 212 interns into key business tracks, including Digital Energy, Managed Services, and Smart Solutions. We partnered with GIZ to provide trainings in essential soft skills including communication skills, personal resilience, and business ethics. Our internal mentors provided hands-on technical training. To spark creativity, we hosted the "Genius Contest," challenging interns to develop new industry solutions.

The program was a major success. At the end of the six-month program, we hired 50 of the interns into full-time roles, maintaining a strong gender balance of 44% women and 56% men.

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inclusive hiring and internal mobility

In 2025, we shifted our talent acquisition strategy to prioritize internal mobility. Rather than immediately looking externally to fill open roles, we promoted our own people. Our investments in learning and development allowed us to fill many key positions from within the organization.

This strategy significantly reduced our reliance on external hiring. Total external new hires decreased from 986 in 2024 to 712 in 2025. For external roles, we maintained a strict focus on inclusive hiring. We actively sought diverse perspectives across all age groups and backgrounds. Our 2025 data reflects a balanced approach to age diversity. We hired 321 people under 30, ensuring a steady flow of early-career talent. We also welcomed 372 professionals between 30 and 50 and increased our hiring of experts over 50.

Our hiring metrics closely track our regional business operations. Strong internal promotion rates in Egypt contributed to a significant reduction in external hiring there, from 582 in 2024 to 292 in 2025.

In Saudi Arabia, market expansion drove our recruitment efforts. KSA became our most active region for external hiring, with 419 new employees joining to support growing business demands in the region.

new employee hires

Category	2023	2024	2025
New Hires by Gender			
Males	542	753	582
Females	158	233	130
By Age Group			
Age Under 30	354	582	321
Age Between 30–50	331	392	372
Age Above 50	15	12	19
By Location			
Egypt	428	582	292
KSA	264	399	419
Kenya	3	1	1

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inclusive hiring and internal mobility

turnover management

We actively refined our core policies to improve the daily employee experience. These internal updates created a major milestone in talent retention. Total employee departures decreased significantly from 423 in 2024 to 269 in 2025. This focused effort successfully drove our overall turnover rate down from 16.4% in 2024 to 11.0% in 2025.

Category	2023	2024	2025
Total Turnover	276	423	269
By Gender			
Males	228	342	199
Females	48	81	70
By Age Group			
Age Under 30	89	159	101
Age Between 30–50	162	256	158
Age Above 50	25	8	8
By Location			
Egypt	195	231	188
KSA	75	180	79
Kenya	4	11	2
Tanzania	2	1	0
Turnover Rate (%)	16.9%	16.4%	11.0%

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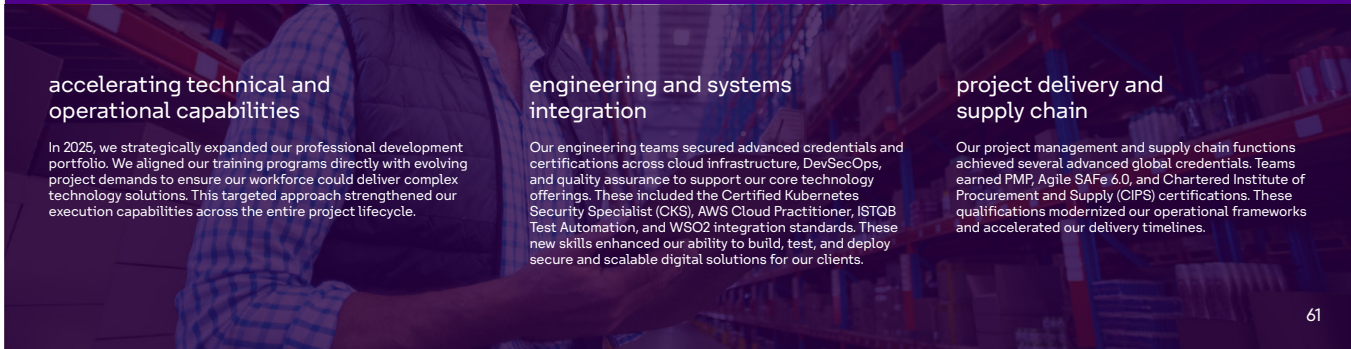
targeted talent development

In 2025, we took a more selective approach to learning and development. We focused on smaller groups and delivered deeper, more intensive programs for selected groups of key talent. Across the year, we delivered around 7,297 hours of training to these employees. We focused these sessions directly on building critical skills in sustainability, ethics, technical capabilities and leadership.

2025 learning and development overview

KPI	2025
Total Number of Employees Trained	169
Total Training Hours Completed	7,297
Total Sustainability & Ethics Training Hours	1,850
Average Training Hours per Employee	43.2
Total Investment in Workforce Development (USD)	$125,923
Number of High-Potential Employees Enrolled in the Future Leadership Program	22



accelerating technical and operational capabilities

In 2025, we strategically expanded our professional development portfolio. We aligned our training programs directly with evolving project demands to ensure our workforce could deliver complex technology solutions. This targeted approach strengthened our execution capabilities across the entire project lifecycle.

engineering and systems integration

Our engineering teams secured advanced credentials and certifications across cloud infrastructure, DevSecOps, and quality assurance to support our core technology offerings. These included the Certified Kubernetes Security Specialist (CKS), AWS Cloud Practitioner, ISTQB Test Automation, and WSO2 integration standards. These new skills enhanced our ability to build, test, and deploy secure and scalable digital solutions for our clients.

project delivery and supply chain

Our project management and supply chain functions achieved several advanced global credentials. Teams earned PMP, Agile SAFe 6.0, and Chartered Institute of Procurement and Supply (CIPS) certifications. These qualifications modernized our operational frameworks and accelerated our delivery timelines.

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targeted talent development

corporate governance and leadership development

In 2025, we actively invested in both the immediate strategic oversight of our operations and the long-term stability of our company. We expanded our executive capacity through sponsored MBAs and Senior Executive Diplomas, directly strengthening our corporate governance and financial oversight. Key personnel also achieved critical financial credentials, including IFRS and SOCPA certifications.

To strengthen our management capabilities, we delivered two intensive rounds of Situational Leadership Training to 22 team leaders in 2025. These sessions provided practical tools to help managers effectively handle dynamic operational challenges. To ensure long-term organizational continuity, we also successfully finalized our succession planning pipeline for all senior leadership roles.

Competency Area	Key Programs & Certifications	Total Attendees	Total Training Hours
Leadership & Executive Education	MBA, Senior Executive Diploma, University Programs, Board Secretary Training	13	4,276
Professional Development & Soft Skills	Situational Leadership, Emotional Intelligence, Team Dynamics, High Impact Presentation, Coaching	69	1,192
Finance, Legal & Supply Chain	SOCPA, IFRS, FIDIC, CIPS (Exams & L4M3/7/8)	15	580
Cloud, Infrastructure & IT Management	AWS Cloud Practitioner, Kubernetes (Admin & CKS), ITIL 4, CDMP, F5, WSO2, TMOS	22	444
Health, Safety & Facilities (HSE)	First Aid, ISO 50001 Lead Auditor, NEBOSH, Facility Management Professional (FMP)	22	424
Project Management & Agile	SAFe (Leading & Advanced), PMP, PMI-ACP, Certified Scrum Product Owner, Business Analysis	10	179
Software Quality Assurance & Testing	ISTQB (Foundation, Advanced, Agile, Mobile, Performance), Test Manager, CTAL-TA	12	152
General Memberships & Miscellaneous	CBI, Memberships, Scholarship Opportunities	6	50
Enterprise Totals		169	7,297

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building core ESG competencies

In 2025, pulse delivered 1,850 hours of structured ESG and leadership training. We combined specialized accelerator programs with targeted operational workshops and broad awareness campaigns to actively integrate sustainable practices into our daily business operations.

UNGC accelerator Programs

We partnered extensively with the United Nations Global Compact (UNGC) to build highly specialized capabilities in climate strategy and inclusive leadership, dedicating over 700 cumulative training hours to these initiatives.
Five employees completed the Climate Ambition Accelerator, dedicating 480 total training hours to strengthen our corporate climate strategy and emissions reduction planning. Another five team members participated in the SDG Innovation Accelerator, contributing 160 hours to drive sustainability-focused innovation across our operations.
We also invested directly in inclusive leadership. Five representatives completed the Target Gender Equality program, logging 320 training hours to advance our organizational equity goals, while two female leaders completed the intensive "Bloom with Purpose" women's leadership development track for a total of 384 hours.

ESG skill development

Alongside our leadership tracks, we focused on building practical, role-specific skills to integrate our ESG commitments directly into our daily business functions. To strengthen our commercial strategy, we delivered 300 hours of Sales Enablement training to 50 employees across three dedicated sessions. This initiative equipped our teams to effectively embed our sustainability value proposition and required ESG metrics into corporate bids.

To actively strengthen our frontline energy management at our facilities, we delivered a targeted ISO 50001-aligned efficiency workshop. This initiative provided 198 total training hours to 33 facility and blue-collar employees, equipping our operational teams with the practical skills required to optimize daily resource consumption directly on site.

Program	Focus Area	Participants	Hours per Participant	Total Hours
Climate Ambition Accelerator (UNGC)	Climate Strategy & Emissions Reduction	5	96	480
SDG Innovation Accelerator (UNGC)	SDG-Driven Innovation	5	32	160
Target Gender Equality (UNGC)	Gender Equality & Inclusive Leadership	5	64	320
Bloom with Purpose (UNGC)	Women Leadership Development	2	192	384
Sales Enabling Sessions (3 Sessions)	Sustainability Value Proposition & ESG in Bids	50	6	300
Energy Management Workshop	Operational Energy Efficiency (ISO 50001)	33	6	198
Cybersecurity Course	Cyber Risk & Data Protection	1	8	8
Total Structured Hours				1,850

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building core ESG competencies

company-wide sustainability engagement

To guarantee that our sustainability culture reached every employee, we launched two broad engagement initiatives to supplement our formal training. We deployed a virtual, company-wide ESG Campaign designed to reinforce our core sustainability pillars and individual responsibilities. In parallel, our behavioral-driven Energy Management Program successfully engaged over 98 employees, resulting in the direct submission of 35 actionable energy-saving ideas. While these campaigns operated outside our formal structured training hours, they functioned as vital mechanisms for embedding ESG awareness into our daily site operations.

These capacity-building programs matured our overall ESG governance and strengthened our leadership bench. By the close of 2025, our structured training directly enhanced enterprise competencies in climate strategy, SDG-driven innovation, inclusive leadership, operational energy efficiency, and cyber risk awareness, ensuring our workforce capabilities are fully aligned with our strategic business objectives.

98+ Employees Engaged

35 Energy-Saving Ideas Submitted

Initiative	Target Audience & Reach	Delivery Format	Strategic Objective & Outcomes
ESG Campaign (Oct–Dec 2025)	Company-wide (All Employees)	Virtual awareness posts, interactive polls, and riddles	Designed to reinforce a culture of accountability by actively embedding core ESG pillars into daily employee behaviors. This continuous engagement ensured strategic alignment and reinforced individual responsibility across all organizational levels
Energy Management Awareness Campaign	Company-wide (98+ actively engaged employees)	Virtual awareness posts, riddles, and idea sharing	Focused on enterprise-wide energy efficiency and resource optimization. This behavioral initiative successfully generated 35 actionable energy-saving ideas directly from our workforce.

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pulse InSync 2025 deployment

pulse by solutions went through a period of significant organizational growth and structural change in the past year. We knew we needed a better way to manage this shift and support our teams, so we created pulse InSync Strategy. Our People and Culture department designed this framework specifically to optimize our employee value proposition, improve organizational resilience, and sustain each individual's success. The strategy is fully aligned with our GO-FW business objectives, ensuring we are empowered with the right environment and resources to execute our vision

By 2025, pulse InSync transitioned from strategic design to active deployment. We operationalized the framework by activating its two people-centric pillars — Clear Connect and the Employee Experience (EE) Boost — institutionalizing these strategies directly into our daily workflows and core operating models.

To ensure this transformation went beyond standard policy implementation, our 2025 focus remained strictly on measurable outcomes. We actively listened to our employees and closely tracked key behavioral metrics to understand their sentiments and daily team dynamics. We successfully implemented multiple initiatives that turned our cultural goals into clear lasting impacts, delivering grounded improvements to employee engagement and workplace dynamics across the company.

1000+
Employees participated in engagement events & activities

500+
Internal communications delivered across all platforms

7+
Employment fairs participation

15+
Engagement initiatives across Egypt & KSA

10+
New corporate offers and employee deals introduced

3.8%
Glassdoor rating, advancing toward 3.9+

32%
Growth in @lifeatpulsebysolutions Instagram followers

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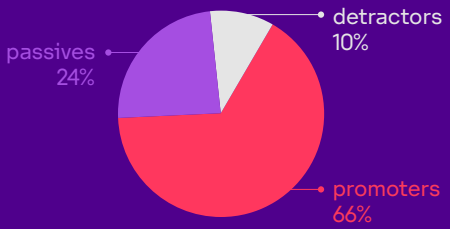
inclusion and belonging

We believe inclusion, respect, and equal opportunity should be part of the everyday employee experience. In 2025, our Employee Experience Index (EEI) gave us a broader view of how our people experience the workplace, with 1,347 employees sharing their perspectives, compared with 690 respondents in 2024. This represents an approximately 95% increase in the number of respondents.

Alongside this wider participation, employee advocacy improved substantially. Our Employee Net Promoter Score (eNPS) rose from 19.6 in 2024 to 55.8 in 2025, an increase of 36.2 points and approximately 185% year on year. With 66% of respondents classified as promoters, the results point to a positive shift in how employees experience and advocate for the workplace. They also give us a stronger basis for understanding employee expectations and shaping initiatives that strengthen inclusion, belonging, and the overall employee experience.



a culture built on respect and ethics

Employee feedback highlights a strong foundation of respect, fairness, and mutual support across pulse by solutions. Respect among Colleagues recorded 94.4% promoters, reflecting a workplace where employees feel that different backgrounds and perspectives are valued and that colleagues treat one another with respect.

This positive experience also extends to leadership. Respect from Managers recorded 91.8% promoters, indicating that employees generally view their managers as fair, supportive, and professional. These perceptions help support open communication, trust, and equitable treatment within teams.

Our ethical culture remains another important part of the employee experience. The Code of Ethics recorded 85.8% promoters, reflecting positive perceptions of the principles of fairness, integrity, and accountability that guide how we work.

Collaboration was also a clear strength. Teamwork and Spirit of Cooperation recorded 84.4% promoters and an eNPS of 80.6, reflecting strong levels of cooperation, communication, and mutual support across teams. Together, these results show how inclusion and ethical conduct are experienced in day-to-day interactions, helping create an environment where employees feel respected, supported, and able to contribute.

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actions moving forward

We treat these strong results as a baseline for future growth. Moving forward, we will conduct comprehensive data reviews to develop tailored Employee Experience plans for all subsidiaries and divisions. We plan to share detailed findings with division heads and communicate key highlights to our employees in engaging formats. To finalize our 2026 strategy, we will host co-creation workshops with pulse by solutions Ambassadors and track our ongoing progress using strict quarterly follow-ups.

building trust and openness with Clear Connect

Clear Connect serves as our roadmap for internal communication. Throughout 2025, this strategic pillar focused on improving transparency, strengthening two-way dialogue, and building trust between employees and leadership. We established clear guidelines to unify our messaging and improve connection across pulse by solutions and its subsidiaries. To put this strategy into action, we launched several targeted initiatives to ensure our messages reached every level of the organization effectively:

strategic rollouts and leadership transitions

We designed a complete communication plan to support the onboarding of our new CEO. We also managed the rollout of the Future Mode of Operation (FMO) and GO-FW strategies to ensure every level of the company stayed aligned and engaged.

clearer governance & reporting

We standardized how managers share information with their teams to reduce confusion and ensure messages remain clear. At the same time, we simplified reporting lines and created clearer accountability frameworks to help our people understand their roles and responsibilities.

direct access to leadership

To improve our approach to open culture, we started hosting quarterly, CEO-led town halls. These sessions provided our teams direct updates on the strategy of pulse by solutions and its subsidiaries, leadership direction, and financial performance. We also introduced open Q&A forums and dedicated leadership videos to support major company updates and ensure our teams are aligned with our vision and direction.

two-way communication

We want our employees to help shape our company's decisions. To achieve this, we expanded our listening channels throughout the year. We continued gathering essential feedback through our core surveys, including the EEI, CEI, and ESS, as well as post-event polls, while adding an internal chatbot and interactive team sessions to keep the conversation going. We also broadened our reach with creative content across our digital platforms, making it easier for employees to stay informed, share their views, and take part in ongoing dialogue.
These efforts helped create a more open and connected communication environment across pulse. Employees became more active in sharing ideas and feedback, while leaders became more visible and approachable. This stronger two-way dialogue gave us a clearer understanding of employee perspectives and helped us identify priorities, improve the employee experience, and make more informed decisions.

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elevating daily work life with the employee experience boost

Our second pillar, the Employee Experience Boost, targets the daily reality of working at pulse by solutions. We wanted to improve team dynamics, elevate leadership, and create a healthier overall environment. To make this happen, we rolled out a People and Culture Activation Plan that actively enriched the employee journey. We focused our efforts on several specific areas of daily work life:

engagement boost

We expanded our calendar of social and cultural events to create more opportunities for people to connect.

culture boost

We launched the pulse Ambassadors Program, creating a community of employees who champion our values and help strengthen our culture from within.

development boost

We partnered with our parent company to provide targeted learning paths and leadership training.

wellness boost

We introduced holistic well-being programs, offering yoga and health check-ups while hosting open conversations to break mental health stigmas.

To support our cultural goals, we updated our Code of Ethics and Corporate Governance policies while launching manager effectiveness programs. These initiatives equipped our leaders with the skills to build team trust and balance workloads fairly. Throughout 2025, our leaders showed measurable progress in creating a supportive and inclusive environment for our people and successfully retained our top talents. This shift directly improved how our teams experience their work, with employees reporting that leaders are now more accessible and manage work distribution more effectively. We also saw greater clarity during times of change and decision-making. The impact of these changes appeared clearly in our 2025 EEI results, showing clear improvements in how employees experience teamwork, management support, and organizational values.

Our employees scored their Team Dynamics and Manager Support at 71.8, driving our Overall Work Dynamic Score to 60.5. Our people also reported very high satisfaction regarding workplace respect. Over 94% feel respected by their colleagues, and nearly 92% feel respected by their managers. Strong ratings for our Code of Ethics (85.8%) and Spirit of Teamwork (84.4%) prove that our stated values are reflected in employees' practices and experiences. These results reflect a workplace where teams collaborate more effectively, silos are reduced, and managers are increasingly focused on inclusive leadership. Our employees now describe pulse by solutions as a genuinely ethical, respectful, and people-centered place to work.

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a connected people-centered culture

Throughout the year, we continued to strengthen our culture through initiatives that made the workplace more engaging, supportive, and connected. Our focus was on improving our employee experience, encouraging learning, recognizing achievements, and creating meaningful moments that brought people together.

2025 key cultural & engagement campaigns

wellness wednesdays

One of the standout initiatives was Wellness Wednesdays, a weekly campaign designed to promote a balanced approach to well-being. The campaign covered mental, physical, financial, and environmental wellness through simple tips, practical advice, and useful resources that employees could apply in their daily lives.

The initiative that began as an intern project grew into a company-wide program, reflecting our belief that strong ideas can come from anywhere in the organization. To make the campaign more engaging and relatable, we introduced four mascots: Lumina for mental wellness, Bolt for physical wellness, Val for financial wellness, and Aqua for environmental wellness.



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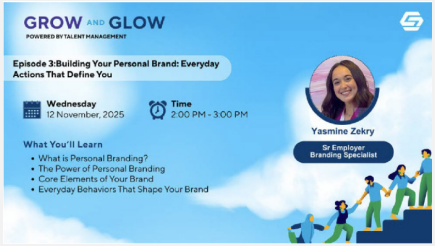
a connected people-centered culture

2025 key cultural & engagement campaigns

workplace etiquette series

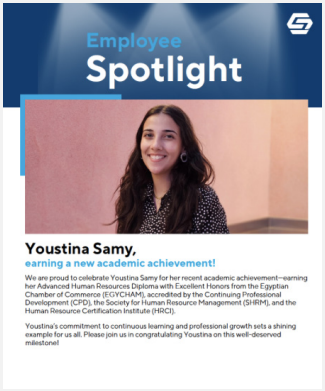
We also introduced the Workplace Etiquette Series to support a more respectful and professional work environment. This initiative provided clear guidance on everyday workplace practices such as meeting room usage, dress code, and smoking policies. By setting shared expectations, the series helped improve consistency, respect, and awareness across common spaces.

grow & glow sessions



To support continuous learning and development, we launched Grow & Glow Sessions, a series of interactive knowledge-sharing sessions led by employees. These sessions created space for colleagues to exchange best practices, discuss topics that improve work performance, and build new skills that support career growth. The initiative showed significant results in strengthening collaboration among our people and successfully supporting a positive culture of shared growth.

spotlight campaign





We initiated the spotlight campaign to celebrate our people and the many ways they contribute to outstanding work across a wide range of categories, including strategic business wins, project success, personal milestones, professional accomplishments, and team achievements. The campaign builds pride, strengthens motivation, and reinforces the behaviors and values that shape our culture. It also provides a meaningful platform to recognize excellence, encourage continued growth, and show that every contribution matters.

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connecting moments that matter



Alongside these structured programs, we created a wide range of engagement activities that brought people together and strengthened a sense of belonging across the company. These included international and awareness days such as International Women's Day, International Men's Day, Breast Cancer Awareness Month, Movember (men's health awareness month), and Mother's Day.

We also marked seasonal and cultural occasions such as Ramadan, New Year, After-Eid celebrations, and the Prophet's Birthday, in addition to lighter engagement moments such as Ice Cream Day, summer events, and back-to-school activations. Giveaways and activities added a fun and inclusive element to the employee experience. Together, these moments helped create a more vibrant workplace and encouraged stronger connection across teams.

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employee volunteering

We encourage our employees to play an active role in supporting the communities around us. We aim to provide practical support to people in need through targeted partnerships and public campaigns.

breast cancer support campaign

pulse by solutions organized a donation campaign to support women undergoing chemotherapy at the National Cancer Institute in New Cairo. The campaign raised EGP 35,000, with the participation of 15 volunteers from across pulse by solutions and its subsidiaries. The funds supported the preparation and distribution of 60 chemotherapy care kits containing items intended to assist women during treatment.

annual blood donation drive

We held our annual blood donation drive in support of Children's Cancer Hospital 57357. We encouraged our employees to donate blood to help meet the needs of children receiving treatment. Of the 20 employees who participated, 13 were eligible to donate following medical screening. The campaign also helped raise awareness among our teams about the importance of regular blood donation.

winter warmth clothing donation campaign

In collaboration with Meshwar NGO, pulse organized its annual Winter Warmth clothing donation campaign to support families in need during the winter season.

medicine for all

To mark World Health Day, pulse by solutions collaborated with the Medicine For All Foundation on a medicine donation campaign. Employees were encouraged to donate unused medications from their homes for distribution to people in need through the Foundation's hubs across Egypt.

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connecting moments that matter

everyday experience and employee benefits



We also improved the day-to-day employee experience through practical benefits and workplace enhancements. New corporate partnerships with brands such as Samsung, ValU, Revolt Gym, Nude Bakery, and X-Salon gave employees access to a wider range of useful offers and services. At our Egypt headquarters, we further enhanced the office experience by introducing barista and breakfast services, adding convenience and comfort to the workday and supporting employee well-being in a practical way.

employer branding and talent engagement



pulse by solutions continued to strengthen how our culture is reflected externally. We revived @Lifeatpulsebysolutions on Instagram and launched employer branding campaigns on LinkedIn to showcase employee experience, wellness, and recognition.

We also expanded our presence at major employment fairs, including GUC, ASU, AmCham, and Engineerex, where we connected with emerging talent and reinforced our position as an employer of choice.

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pulse by solutions ambassadors program:

driving culture from within

program structure and governance

The program includes several ambassador tracks, each with a clear purpose and ownership model:

ESG champions
Active since 2023 and led by the Sustainability team, these ambassadors support sustainability initiatives and awareness campaigns across the company.

culture ambassadors
Led by the Corporate Culture team, they drive internal engagement campaigns and culture-focused activities.

brand ambassadors
Also led by the Corporate Culture team, represent pulse by solutions at external events and across social media platforms.

road runners
led by the Strategy team, they support strategy execution and change management at the business unit level.

The pulse by solutions Ambassadors Program stands out as one of our most meaningful people-led initiatives. It started from within the company, shaped by employees who share a common goal, to help make pulse by solutions one of the best places to work in the Middle East and Africa. Built on strong culture practices, the program was designed to activate culture champions across the organization and turn employee energy into real action.

The program was developed in 2024 and became fully active in 2025. Throughout the year, our selected ambassadors delivered clear results and created a visible positive impact across the business. They became an important part of putting our InSync strategy into action. Their helped plan and deliver several of our key culture and engagement campaigns, while also supporting external employer branding initiatives. Their contribution reflects a core belief at pulse by solutions: a strong workplace culture cannot just come from management; it thrives when employees actively lead the way.



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our impact in 2025

In 2025, ambassadors helped turn ideas into action across the organization. Their role went beyond supporting activities; they helped bring energy, consistency, and stronger employee ownership to many of the programs introduced during the year. By working closely with colleagues across teams and business units, they also helped increase participation and make initiatives feel more relevant and inclusive.

Their contribution was especially valuable during a period of change. Ambassadors supported change management communications linked to the onboarding of the new CEO and the rollout of the Future Mode of Operation strategy. They also helped represent pulse by solutions externally in an authentic way through events and social media.

The most significant impact in 2025 was strengthening the connection between employees and the company. It gave employees a more active role in shaping the workplace experience and helped ensure that feedback and ideas were better reflected in cultural decisions. This made culture more visible, more shared, and more closely linked to everyday employee experience at pulse by solutions.



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occupational health and safety

pulse by solutions manages occupational health and safety through a structured approach that places prevention, accountability, and project-level control at the center of execution. We follow a structured plan that reflects the nature of our work. Many of our activities take place in active project environments where risks can shift quickly depending on site conditions, contractor interfaces, work scope, and operating pace. We train our teams to identify hazards early, apply clear controls before work begins, and maintain close oversight throughout the project cycle.

In 2025, we continued to strengthen several parts of our OHS approach to keep pace with operational growth. We focused on clarifying reporting lines, so that responsibilities were more clearly assigned across teams and projects. We also increased oversight of contractors to support more consistent compliance with our HSE requirements. We moved safety tracking to a structured online system which improved our reporting, follow-up, and visibility over site-level risks.

occupational health and safety management system

During the reporting year, pulse by solutions and its subsidiaries strengthened its OHSMS by focusing on consistent, on-the-ground implementation across all operations. We retained our ISO 45001:2018 certification, confirming alignment with internationally recognized best practices. The OHSMS covers 100% of our workforce, including direct employees and contractor personnel, giving us a unified approach to risk management across all sites.

Governance of occupational health and safety is clearly defined at every organizational level. Senior management holds ultimate accountability for safety performance, setting the tone from the top and aligning with corporate objectives. The Corporate HSE function establishes organization-wide policies, procedures, and minimum standards, while monitoring compliance and tracking KPIs. At the operational level, project and site leaders are directly responsible for translating safety requirements into daily practices and enforcing them consistently.

OHS system coverage

Metric	2024	2025
Workforce Covered by OHS Management System (%)	100%	100%
Workforce Covered by Externally Audited OHS System (%)	100%	100%

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project lifecycle integration

We embed safety controls into the full lifecycle of every project, beginning with early planning and design to prevent incidents before they can occur. Our HSE team implements clear operational checkpoints throughout all site activities. A key element of this approach is the control of contractors prior to the project. All contractors must undergo formal prequalification to assess their safety capabilities, past performance, and alignment with our standards. This acts as a risk filter, allowing only qualified contractors to participate in our projects. In parallel, contractors are required to enter into binding contractual agreements that clearly de ne their health and safety obligations. These are supported by the submission and approval of detailed risk assessments, ensuring that hazards are identified and mitigated before work begins. Contractors must also demonstrate that their personnel are competent and appropriately trained for the tasks they will perform.

Once on site, workforce readiness is tightly controlled. No individual is permitted to commence work without completing mandatory safety inductions covering site-specific risks and emergency procedures. This is complemented by task-specific training to ensure full understanding of activity-level risks and required controls. For high-risk activities, pulse by solutions applies a permit-to-work system as a core operational control. This requires formal authorization before any critical task begins.

Shared accountability between corporate and project management drives our safety oversight. We verify site compliance through routine inspections, regular audits, and KPI monitoring. All corrective actions were centrally tracked and escalated as needed, guaranteeing that safety requirements were actively verified and enforced across our entire portfolio of projects and contractors.



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2025 HSE objectives and performance

In 2025, pulse by solutions updated its HSE Balanced Scorecard to better reflect execution-focused performance. The focus shifted to timely delivery, workforce capability, and consistent application of safety controls across projects. The revised KPIs prioritize measuring outcomes and compliance, ensuring our HSE performance is assessed through operational discipline.

Performance results demonstrate full achievement across core operational KPIs. Certification timelines, reporting discipline, and workforce training targets were all met. The ESG Matrix score reached 85% in 2025, showing progress in integrating sustainability into HSE practices.

2025 HSE Objectives	2025 Performance
Timely Completion of ISO 45001 Certification	100%
Average HSE Training Hours per Employee	100%
KPI Reporting Timeliness	100%
ESG Matrix Score	85%
HSE Balanced Scorecard – Year-End Score (%)	93%

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OHS training and awareness

In 2025, we strengthened our Occupational Health and Safety training by aligning it directly with operational priorities and specific site conditions. Our approach focused on practical application to ensure that all personnel, including direct employees, subcontractors, and partners, understood the relevant risks and the necessary safety controls. We tailored our education to address the actual hazards present at each location, ensuring that everyone working on our projects was fully prepared for their environment.

Training delivery increased significantly in 2025, both in total hours and in the number of people reached. A total of 6,533 OHS training hours were delivered, compared with 1,572 hours in 2024. Overall, 1,576 individuals received OHS training during the year. This total reflects the wider population covered by pulse's OHS activities, including employees as well as subcontractors, contractors, and other personnel working across project sites.

To sustain this focus and reinforce accountability, safety awareness activities continued throughout the entire year. The majority of our training was delivered through localized programs that were directly informed by project risk assessments. During periods of heightened activity or changing site conditions, we introduced specific briefings to address emerging hazards immediately. Alongside essential onboarding, first aid, and emergency evacuation instruction, these continuous sessions ensured that all teams were equipped to manage risks and execute their work safely.

OHS training – overview metrics

Metric	2024	2025
Total OHS Training Hours Delivered	1,572	6,533
Total Number of Individuals Trained	750+	1,576[3]

OHS Training Programs – detailed breakdown

Training Program	Training Hours Conducted	Number of Personnel Attended
HSE Onboarding Training	452	226
First Aid Training	228	19
Emergency Evacuation Team Training	35	35
Site HSE Awareness and Training	5,818	200

Personnel attendance shown above relates to the listed Training Programs and does not represent the total number of individuals reached through all OHS training and awareness activities during 2025. The overall figure of 1,576 includes employees, subcontractors,

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OHS hazards

hazard profile & risk prioritization

In 2025, hazard identification and risk assessment activities focused on maintaining effective control over routine operational risks across projects and sites. The assessments reaffirmed exposure to key high-risk activities, including electrical works, lifting operations, work at height, excavation, contractor interfaces, and environmental conditions such as heat stress and vehicle movement.

Risks were prioritized based on potential impact and exposure level. Selected risks were escalated to management where additional oversight was required. Risk registers were reviewed and updated to reflect current site conditions and evolving operational needs.

control effectiveness & risk outcomes

As a result of these assessments, control measures were strengthened in targeted areas. Supervisory oversight was reinforced where needed, and focused awareness sessions were delivered to address identified exposure points. These actions improved consistency in applying safe systems of work and maintained effective risk control across operations.

Work-related injury patterns remained stable and aligned with the nature of field-based activities. Cases were mainly linked to routine site tasks during active project phases, particularly in subcontractor-led works and activities involving equipment handling or vehicle interaction. No material shift in injury categories was observed compared to previous years, indicating stable operational exposure and continued effectiveness of preventive controls.

No material work-related occupational ill health trends were identified during the year. Monitoring did not indicate recurring or systemic health issues. Potential exposure factors such as manual handling, heat, and noise continued to be managed through routine controls and workplace monitoring. The overall occupational health profile remained stable, with no emerging risks requiring escalation.

OHS continuous improvement outcomes

key findings and priority actions

In 2025, continuous improvement actions were driven by the annual review, which identified recurring risk patterns in contractor coordination, supervision during peak project phases, and traffic interaction within active sites. Root cause analysis confirmed that these exposures were linked to gaps in control application and site discipline rather than the absence of procedures.

These findings informed clear priorities for the year. Actions focused on strengthening contractor accountability, improving permit-to-work compliance, enhancing supervisory practices, and refining traffic management controls. This resulted in improved risk visibility and more consistent application of controls across operations.

system validation and operational impact

A formal review of SOPs for high-risk activities, including live electrical work, work at height, and confined space entry, confirmed that existing controls remain effective and aligned with operational risks. The review covered permit-to-work requirements and supervision practices at site level. Compliance levels remained stable, with no recurring audit findings or emerging high-risk trends linked to these activities. This was validated through inspections, audit reviews, and analysis of incident and near-miss data. The results confirm that current procedures continue to support safe execution.

The HSE online reporting tool improved visibility of incidents and observations across sites by enabling structured and timely reporting. The system supports tracking observations, incidents, and corrective actions with clear follow-up. Additional actions focused on strengthening site-level accountability within day-to-day operations. These actions were integrated into routine supervision and inspections. This ensured that responsibility for implementing controls and closing actions is clearly assigned and consistently followed up at project level.

This included closer monitoring of contractor performance, more consistent supervisory checks during high-risk activities, and stricter follow-up on observations and corrective actions. As a result, accountability for HSE performance became more visible at site level with clearer ownership across both internal teams and contractors.

Early outcomes show improved consistency in compliance with established controls, more disciplined execution of site activities, and stronger alignment with client and regulatory expectations.

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OHS indicators dashboard

2025 OHS performance

100% Timely completion of ISO 45001 certification

100% Average HSE training hours per employee objective

100% KPI reporting timeliness

85% ESG Matrix Score

93% HSE Balanced Scorecard, year-end

6,533 Total OHS training hours delivered (2024: 1,572)

1,576 Total individuals trained (2024: 750+)

OHS Indicator	2023	2024	2025
Hours Worked	4,160,552	5,249,368	5,869,670
Medical Treatment Cases	0	1	0
First Aid Cases	1	2	2
Environmental Cases	0	2	0
Property Damage	1	0	0
Fire / Explosion	0	0	1
Near Miss	6	0	2
Road Traffic Incidents	1	0	1
Lost Workday Cases	21	0	1
Total Recordable Cases	1	1	2
Total Safety Observations	44	73	118
Safety Observations Closed	31	54	95

OHS Indicator	2023	2024	2025
Emergency Drills & Exercises	2	18	3
HSE Meetings / Toolbox Talks	107	211	332
JHA / RIA Conducted	14	15	14
HSE Audits & Inspections	18	87	17
HSE Inductions	4	12	51
Training Hours Conducted	490	1,572	6,533
Personnel Attended Training	30	781	1,576
Average HSE Training Hours per Employee	0.23	0.62	2.2
Work Permits Issued	0	407	390
Number of Equipment Inspected	2,076	1,277	1,315
Number of Vehicles Inspected	217	18	31

chapter 05

customer experience

customer continuity during transformation

digital transformation in customer governance



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stability in transition

In 2025, pulse maintained a structured customer experience approach to ensure continuity of service and consistent delivery performance during a period of organizational transformation. The function played a key role in maintaining customer confidence by strengthening visibility, responsiveness, and governance across active projects.

2025 customer experience metrics

94%
team satisfaction

92%
project satisfaction

85%
overall satisfaction

70%
communication score

customer continuity during transformation

In 2025, Customer Experience (CE) reshaped its approach entirely. The focus moved beyond measuring satisfaction toward detecting risks early, escalating issues quickly, and safeguarding active projects. Weekly reviews of red and strategic projects became a regular governance practice, bringing together senior leadership to address obstacles and remove barriers in real time. Monthly CE reports evolved into an essential governance tool, spotlighting complaints, mapping root causes, and securing executive decisions when customers needed urgent intervention.

This approach strengthened visibility over customer-related risks and ensured timely identification, escalation, and resolution of issues across projects.



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customer satisfaction and feedback

Customer feedback in 2025 continued to reflect confidence in pulse by solutions project and delivery capabilities. Customers consistently recognized the commitment and performance of delivery teams, particularly at the project execution level. This was reflected in strong satisfaction results.

These results were achieved during a period of internal transition and shifting operating models, indicating that customers continued to feel supported across core delivery activities. Delivery maintained consistent performance throughout the year.

Overall Customer Satisfaction reached 85% in 2025, while communication effectiveness was reported at 70%, highlighting an area for continued improvement. These insights are regularly reviewed through Customer Experience governance mechanisms and are being used to enhance communication practices and strengthen client engagement across projects.

Improving communication effectiveness remains a key focus area for 2026, with ongoing efforts to further strengthen engagement consistency and responsiveness across pulse by solutions.

strengthening operational maturity & resilience

In 2025, pulse by solutions leveraged its participation in the group-level Customer Experience Maturity (CXM) program to identify specific areas for structural improvement. While pulse achieved an “Establishing” maturity score of 2 out of 5, meeting the annual target, the assessment also highlighted opportunities to further stabilize delivery cycles.

Analysis of stakeholder feedback loops indicated that delivery consistency was occasionally influenced by broader macroeconomic pressures, including regional procurement cycles and specialized resource fulfillment timelines. pulse by solutions has treated these factors as drivers for systemic improvement. This proactive approach led to the integration of CX insights into executive-level decision-making, ensuring that as we scale, our internal processes remain resilient enough to uphold high delivery standards.



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digital transformation in customer governance

2025 marked a pivotal shift toward data-driven customer insights. pulse successfully launched its automated Net Promoter Score (NPS) framework, establishing an inaugural baseline score of +3. This baseline, supported by a 33% promoter rate, provides the foundation for our 2026 improvement targets.

Furthermore, we advanced our "Voice of the Customer" strategy by initiating milestone-based satisfaction measurement (EPM). This moves our feedback loops from retrospective end-of-project reviews to real-time, journey-based monitoring.

In pulse by solutions (KSA), the completion of the Local Content Dashboard further enhanced transparency, contributing to a local content performance of 31.4%.

strategic focus areas for 2026

Our 2025 engagement data indicate that while project-level satisfaction remains high, there is a clear mandate for more structured, omnichannel communication. As pulse continues its organizational transformation, we are prioritizing three key pillars to ensure long-term value creation:

stabilizing continuous listening:

Transitioning from milestone-only feedback to an "always-on" sentiment tracking model. This ensures customer needs are integrated into every governance forum, moving from reactive issue management to proactive relationship health.

delivery reliability & quality oversight:

Strengthening the oversight of active projects by embedding real-time satisfaction measurement. This allows for the mitigation of operational pressures early, ensuring quality remains consistent even during periods of organizational change.

supply chain & resource resilience:

Actively expanding our preferred supplier base and refining payment alignment frameworks. This reduces dependency risks and ensures our delivery teams have the necessary external support to maintain stability.

our commitment to stakeholder value

The insights gained in 2025 have reinforced that during periods of transformation, the customer's voice must remain a primary driver of governance. By integrating this feedback directly into our decision-making and daily operations, pulse by solutions is advancing a more resilient, customer-centric framework. This approach ensures we continue to deliver sustainable growth and maintain the long-term trust of our clients and partners.

chapter 06

community empowerment

empowering Egypt's future innovators

pulse by solutions foundation

our impact and reach in 2025



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pulse by solutions foundation

engineering a sustainable future through inclusive impact

Across Egypt, structural inequities continue to limit who can access education, entrepreneurship, and economic opportunity. Barriers linked to geography, disability, gender, and digital exclusion disproportionately affect youth, women, persons with disabilities, and creative professionals, particularly outside major urban centers. While the ambition to innovate is present in every corner of the country, the specialized infrastructure and mentorship required to succeed remain concentrated in major urban centers.

pulse by solutions foundation frames its social responsibility around a clear mandate: to transform access into agency. As the social impact arm of a leading systems integrator, we leverage the deep technical legacy of pulse by solutions to help bridge the digital divide. We have strategically moved beyond traditional charity models to operate as a dynamic engine for change, focusing specifically on technology, education, and community empowerment.

This mandate drove a deliberate shift in approach throughout 2025. Rather than delivering isolated programs that address individual challenges, pulse by solutions foundation focused on building connected pathways. These pathways effectively link education to skills and skills to ventures while connecting ventures to sustainable livelihoods.

The year served as a strategic inflection point for the organization. Lessons from previous cycles demonstrated that inclusion without progression limits long-term impact. The 2025 social strategy prioritized execution and sustainability alongside ecosystem integration. This approach positions the Foundation as more than a service provider, pulse by solutions Foundation now acts as an essential enabler of inclusive innovation systems across the Middle East and Africa.



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our social investment strategy

pulse by solutions foundation is committed to establishing itself as Egypt's leading platform for tech-enabled social innovation. To achieve this, our 2025–2027 strategic vision deliberately moves beyond short-term philanthropic relief. Instead, our social investment strategy distinguishes itself by building sustainable, interconnected ecosystems designed to address systemic community challenges at their root.

We operationalize this vision through three core pillars, creating clear pathways for equitable growth and long-term impact:

fostering technological literacy

We equip underserved youth and professionals with future-ready digital skills, ensuring they have the necessary tools for meaningful economic participation in the modern workforce.

enabling entrepreneurship

We provide the targeted support needed for innovators to transform their ideas into scalable, sustainable ventures that directly solve pressing local challenges.

advancing social equity through ecosystem collaboration

We intentionally center our programs on Egypt's most marginalized groups. By fostering deep, cross-sector collaborations, we connect the wider ecosystem to amplify our collective impact, ensuring that innovation remains inclusive and accessible to all.

targeted impact areas

Our social investment strategy is intentionally designed to reach communities most affected by the digital and economic divide. We prioritize three key demographics to ensure our innovation systems are truly inclusive:

- persons with disabilities
- marginalized women
- underprivileged youth

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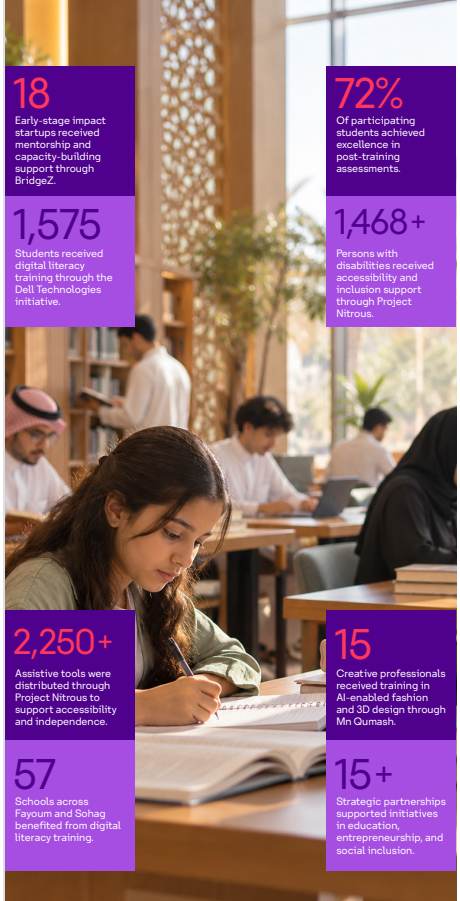

18
Early-stage impact startups received mentorship and capacity-building support through BridgeZ.

72%
Of participating students achieved excellence in post-training assessments.

1,575
Students received digital literacy training through the Dell Technologies initiative.

1,468+
Persons with disabilities received accessibility and inclusion support through Project Nitrous.

2,250+
Assistive tools were distributed through Project Nitrous to support accessibility and independence.

15
Creative professionals received training in AI-enabled fashion and 3D design through Mn Qumash.

57
Schools across Fayoum and Sohag benefited from digital literacy training.

15+
Strategic partnerships supported initiatives in education, entrepreneurship, and social inclusion.

our impact and reach in 2025

In 2025, pulse by solutions foundation strengthened its role in advancing tech-enabled social innovation, expanding access to entrepreneurship, digital education, creative skills development, and disability inclusion. Through targeted programs and strategic partnerships, the Foundation supported individuals and emerging ventures, strengthened practical capabilities, and promoted more inclusive opportunities across Egyptian communities.

entrepreneurship and economic independence

To support regional economic resilience, we prioritized purpose-driven innovation and individual empowerment. The BridgeZ Accelerator supported 18 early-stage impact startups, delivering mentorship, capacity building, and market exposure to 40 entrepreneurs. Operating across 12 governorates, these SDG-aligned ventures create sustainable value for their employees, customers, and local communities.

The Graphene Program addressed economic gender gaps by training approximately 15 women in design, entrepreneurship, and digital literacy. Delivered in partnership with Mn Qomash, this program provided clear pathways to financial independence while indirectly supporting families and microenterprise networks.

inclusive education

Preparing youth for a technology-driven economy is a foundational priority for the Foundation. In 2025, the EDEN Program delivered inclusive education solutions to more than 1,575 students and 63 educators. Outfitting schools with mobile LABS, digital tools, and prototyping kits enhanced daily learning experiences and extended the initiative's impact into broader education networks.

accessibility and equality

Project Nitrous expanded our commitment to persons with disabilities by combining physical accessibility solutions with mental health support across 15 governorates. We manufactured and distributed custom assistive tools for 80 individuals, co-developing these devices directly with users to ensure dignity and practical usability. Broadening its overall reach, the program also delivered accessibility tools to over 1,468 individuals and facilitated mental health sessions for more than 139 participants, actively integrating caregivers and partner institutions into the process.

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2025 impact scorecard

Program	2025 Reach & Outcomes
BridgeZ Accelerator	• 18 Startups Supported • 40 Founders Supported • 12 Governorates Represented
EDEN Program	• 1,575 Students Trained • 63 Educators Trained • 57 Schools Reached • 89% of Students Demonstrated Measurable Learning Improvement • 72% Achieved Post-Training Excellence
Project Nitrous	• 1,468+ Persons with Disabilities Supported • 2,250+ Assistive Tools Distributed • 139+ Mental Health Participants • 60+ Mental Health Sessions Delivered • 20+ Partner Organizations Engaged
Graphene Program	• 15 Creative Professionals Trained • 100% Created Basic 3D Garment Simulations • 80% Developed Digital Portfolios Featuring Three Designs

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our 2025 strategic breakthroughs

2025 marked four strategic breakthroughs, each validating our path to sustainable impact.



1. validating the incubation model

Through the BridgeZ program, we refined and deployed our structured three-phase pipeline, progressing from Hackathon to Bootcamp, and culminating in Outcome Funding. This solid framework achieved a 100% cohort engagement rate and successfully produced five fully investment-ready ventures equipped to solve localized challenges.

2. scaling strategic partnerships

In collaboration with Dell Technologies, we expanded our grassroots educational impact by reaching 1,575 students across 57 schools. Consistent, high-quality technological access and targeted curriculum support within this initiative delivered a measurable 61% average increase in student learning gains.

3. driving sector-specific innovation

We pioneered new intersections between cultural heritage and emerging technologies through the Mn Qumash 2025 initiative. The program integrated artificial intelligence and digital design training to successfully bridge traditional craftsmanship with the modern digital economy, opening new economic pathways for creative professionals.

4. strengthening the entrepreneurial ecosystem

Our core Accelerator Program deployed a comprehensive four-pillar support system to address the critical funding gap for early-stage innovators. Targeted mentorship, capacity building, and resource allocation successfully transitioned 17 local startups to full investment readiness.

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key performance indicators dashboard

Impact Area	2025 target	2025 achievement	Status
Entrepreneurship & Innovation			
Startup Applications Received	50	64	✓ 128%
Ventures Selected for Funding	5	5	✓ 100%
Program Completion Rate	90%	100%	✓ 110%
Education & Digital Literacy			
Students Reached	1,500	1,575	✓ 105%
Average Learning Gain	50%	61%	✓ 122%
Excellence Rate (Post-test)	60%	72%	✓ 120%
Geographic Expansion			
Governorates Reached	2	2	✓ 100%
Schools/Institutions	50	57	✓ 114%
Gender Inclusion			
Female Participation Rate	45%	52%	✓ 116%
Female-led Ventures Funded	40%	40%	✓ 100%

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the BridgeZ innovation pipeline

addressing systemic gaps in inclusive innovation

One of the most persistent gaps in Egypt's innovation ecosystem lies between ideation and sustainable execution, particularly for solutions targeting persons with disabilities. In many cases, promising technological concepts remain trapped at the prototype stage due to fragmented support, limited founder readiness, and insufficient validation mechanisms.

In response, pulse by solutions foundation refined BridgeZ in 2025 into a three-phase innovation pipeline designed to systematically derisk inclusive entrepreneurship:

identify

hackathons used as structured discovery tools rather than open-ended ideation

validate

bootcamps testing execution capacity, impact logic, and business viability

fund

outcome-based progression toward investment readiness and funding

This design hypothesis was grounded in three assumptions: that solution–market fit must be tested before capital deployment; that founder commitment is best assessed through sustained engagement; and that investment readiness emerges through progressive, evidence-based validation.

outcomes and model validation

The results confirmed the model's effectiveness. In 2025, BridgeZ received 64 startup applications, exceeding targets by 28%. Through multi-gate evaluation using 14 distinct criteria, 11 teams advanced to hackathons with a 100% engagement rate. Ten ventures progressed to the bootcamp phase, and five ventures reached funding readiness, representing a highly selective pipeline with strong outcome integrity.

Crucially, the program delivered a 100% completion rate, alongside measurable improvements in venture discipline, impact articulation, and financial planning. Beyond quantitative outcomes, BridgeZ institutionalized dual-value business frameworks, ensuring that social impact objectives were integrated into commercially viable models rather than treated as external add-ons.

By the end of 2025, BridgeZ stood not only as a successful program, but as a validated methodology, ready for geographic expansion and replication in 2026.

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the accelerator program

from validation to scale: solving the "missing middle"

While BridgeZ addressed early-stage validation, pulse by solutions foundation identified a second structural bottleneck: startups that survive initial experimentation often fail during growth due to insufficient support for operations, finance, and market expansion. This "missing middle" represents a critical loss point for inclusive innovation.

To address this gap, the Foundation launched its 6-month Accelerator Program in 2025, supporting 17 growth stage ventures across sectors including sustainability, disability inclusion, education, health, agribusiness, fintech, and creative industries.

program architecture and support intensity

the accelerator adopted a longitudinal, cohort-based model, combining:

structured learning	personalized coaching	progressive validation
addressing growth, governance, finance, and operations	through case managers, mentors, and lead coaches	via regular checkpoints and filtration gates

Support delivery was reinforced through the GrowthLabs digital platform, enabling real-time tracking, centralized feedback, and curated resources tailored to venture needs. Each startup received 120+ hours of coaching, over 12 mentor sessions, specialized consultations, and continuous operational support — achieved with a 68% cost efficiency improvement compared to traditional accelerator models.

learning, responsiveness, and founder experience

Rather than imposing static curricula, the program design evolved in response to structured needs assessments and cohort feedback. Participants highlighted the value of this adaptive approach, noting the immediate relevance of the sessions and the practical utility of shared tools and templates.

The Accelerator concluded with 100% bootcamp completion rate, 94% satisfaction with needs alignment, and clear progression toward investment readiness. More importantly, it reinforced a core insight guiding pulse by solutions foundation's future strategy: ecosystem support outperforms isolated training.

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the startup support program in practice

translating support into economic value

In 2025, pulse by solutions foundation startup portfolio reflected increasing depth, maturity, and economic traction. Engagement remained high, with most ventures completing onboarding, engaging consistently in mentorship, and forming strategic partnerships across academic, corporate, and institutional networks.

The portfolio demonstrated a shift from early-stage validation toward revenue generation and scalability, while maintaining strong social impact and inclusion orientations.

revenue, validation, and scale

Several ventures recorded tangible commercial progress:

origin	**madar bank**	**snacks**
generated approximately EGP 12 million in revenue	reported EGP 1.5–1.6 million in annual sales	achieved profitability
viridi	**NitroAssist**	**Young Film School**
reached breakeven through hardware partnerships	sold 1,250 assistive tools commercially	transitioned pilots into fully paid institutional programs

Geographic expansion was achieved through partnerships rather than capital-intensive growth. Deaf Gain entered KSA and African markets, NitroAssist reached 20 governorates, and Young Film School scaled digitally to reach 13,000+ learners.

measuring maturity and allocating support

pulse by solutions foundation introduced tiered performance clustering — distinguishing high-growth ventures from emerging and preparatory startups — enabling data-driven mentor allocation and resource prioritization. Operational capacity, particularly in finance and service delivery, emerged as the most critical constraint across the ecosystem, informing future program design.

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Dell Technologies solar community hubs

education as the base layer of inclusion

In collaboration with Dell Technologies and the Misr El Kheir Foundation, we delivered large-scale digital literacy programs to underserved children through solar-powered hubs across Fayoum and Sohag governorates. This project encapsulates our core philosophy of utilizing technology as a fundamental tool to unlock human potential.

The initiative reached 1,575 students across 57 schools, maintaining gender parity (52% female participation) and ensuring representation across urban, peri-urban, and rural contexts.

Learning outcomes demonstrated significant transformation. Average scores improved by 6.1 points, representing a 61% gain, while 72% of students reached excellence in post-assessments — up from 20% at baseline. Improvements were consistent across gender and starting skill levels, with students beginning at lower baselines achieving the greatest relative gains.

sustaining impact through educators

pulse by solutions foundation complemented student interventions with teacher capacity building. In Luxor, 46 female teachers completed intensive professional development cycles focused on digital literacy, social and emotional learning, and AI-assisted teaching.

Despite early logistical challenges, engagement remained high. By program completion, all participants delivered digital learning projects, over 80% demonstrated applied tool usage, and resistance to technology shifted decisively toward adoption — embedding sustainability into classroom practice.

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Mn Qumash 2025

digitizing tradition for a sustainable creative economy

The Mn Qumash Edition 2025 program, launched by pulse by solutions foundation, set out to explore the intersection of technology and tradition, aiming to strengthen creative livelihoods while preserving Egypt's rich cultural heritage.

This pioneering initiative trained 15 diverse professionals in AI-enabled digital fashion and 3D design, many of whom had no prior exposure to digital tools, thereby addressing significant skill gaps in the industry.

skill development and professional growth

Participants experienced substantial skill gains, with a 100% success rate in creating basic 3D garment simulations and 80% developing digital portfolios featuring three or more designs. This not only enhanced their individual capabilities but also equipped them with future-ready skills essential for thriving in the global digital fashion economy.

gender inclusion and empowerment

With 73% female participation, Mn Qumash Edition 2025 significantly advanced gender inclusion within the creative industries. The program empowered women by providing them with critical digital skills, fostering an inclusive environment where diverse voices can thrive in fashion.

a long-term vision and sustained success

As the program concluded its pilot phase, the strong participant engagement and ambitious aspirations highlighted the need for continued support and expansion. Mn Qumash Edition 2025 positions the pulse foundation as a leader in Egypt's transition to a digital fashion economy, creating pathways for cultural preservation, economic growth, and sustainable practices.

sustainability impact

A core focus on sustainability was integral to the program, with participants applying principles that resulted in an estimated 30% to 40% reduction in sampling waste. This measurable impact illustrates how digital technologies can transform traditional practices into more environmentally responsible methods, aligning with global sustainability goals.

cultural continuity

Beyond technical outcomes, the program reframed innovation as a vital tool for cultural continuity and economic empowerment. It demonstrated that tradition and technology are not mutually exclusive; rather, they can reinforce each other. By preserving Egyptian design aesthetics through digital formats, the program ensures that heritage remains relevant in today's fashion landscape.

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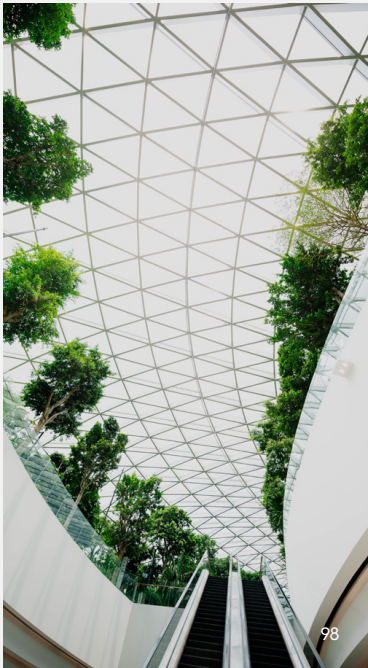
2026 outlook

pulse by solutions foundation strengthened its impact measurement framework in 2025 by integrating quantitative metrics with qualitative outcomes and long-term sustainability indicators. This data-driven approach revealed a fundamental shift in our operational results compared to previous years. We observed a clear transition from simple participation to active execution, a move from grant reliance toward hybrid revenue models, and a shift from isolated programming to deep ecosystem collaboration. These milestones confirm our evolution into a system enabler that successfully embeds social inclusion into broader economic value creation.

The social impact achieved this year demonstrates that inclusive innovation is most effective when designed as a comprehensive system. Our methodology ensures that individuals do not merely participate in programs but instead progress, contribute, and sustain their impact over time. This proven foundation allows us to enter 2026 with disciplined execution models and established partnerships already in place.

Our strategic roadmap for the coming year focuses on expanding the programs developed in 2025 and improving how we measure their impact. We will continue building on our existing partnerships and explore practical ways to integrate artificial intelligence into our programs, improving delivery efficiency and reaching more communities.



chapter 07

responsible procurement

supply chain emissions reduction program

supplier diversity and local procurement



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our approach to climate accountability

We actively manage our environmental impact across our upstream supply chain to deliver complex technology solutions sustainably. We target Scope 3 transportation emissions, prioritizing transportation and logistics as a critical segment of our overall carbon footprint.

Through our Supply Chain Emissions Reduction Program, we focus on practical interventions that optimize shipment efficiency and support lower-carbon logistics decisions.

supply chain emissions reduction program

In 2025, we moved from planning to implementation, embedding emissions considerations more directly into logistics operations. Our efforts focused on shipment consolidation, increasing direct deliveries, improving route planning, and strengthening load efficiency. These measures were designed to reduce unnecessary transport activity while improving the efficiency of project deliveries.

We also introduced structured quarterly emissions reporting, giving us greater visibility over logistics-related emissions and a stronger basis for future performance management. Measured emissions from international shipments totaled 130,811.40 kg CO_2e in 2025, with air freight accounting for 81,030.28 kg CO_2e and remaining the largest contributor among international transport modes.

The 2024 logistics figure of 164,045.71 kg CO_2e covered only the fourth quarter and is therefore not directly comparable with the full-year 2025 inventory. For this reason, 2025 has been established as the first full-year, methodologically aligned baseline for measuring future logistics emissions performance.

Our approach also evolved in response to operational realities. The original plan to shift a portion of air freight to sea freight was reassessed after shipment analysis showed that relatively small shipment sizes made sea freight impractical in many cases. We therefore redirected our efforts toward consolidation and direct delivery. By the end of 2025, direct deliveries accounted for 44% of total shipments, while route planning and load-consolidation measures were applied across 48% of local deliveries. This shift allowed us to pursue efficiency improvements without compromising delivery requirements.

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building our green logistics capacity

As part of our efforts to reduce emissions from transportation, we worked with our logistics partners to explore lower-emission shipping options. In 2025, we used DHL Express's GoGreen Plus service, which supports the use of sustainable aviation fuel for air transportation. Through this service, we achieved a reported 20.5% reduction in emissions, equivalent to 839.64 kg CO_2e, compared with DHL's standard air transport service. The results were verified by a third-party auditor and documented in our 2025 DHL GoGreen Plus Certificate.

In 2025, three Supply Chain team members earned the International Diploma in Logistics and Transport, awarded by the Chartered Institute of Logistics and Transport (CILT), following training provided by HPA. Our logistics team also completed targeted training on measuring and reducing transportation emissions. Three of four planned training certifications were completed during the year, strengthening the team's ability to interpret emissions data and incorporate sustainability considerations into logistics decisions. The remaining certification and broader supply-chain sustainability training will continue in 2026.

performance highlights and future outlook

Building on the progress made in 2025, we will continue strengthening logistics efficiency, emissions management, and internal capability in 2026. Our priorities will focus on reducing emissions from the most significant transport activities, expanding shipment consolidation and direct delivery, and improving the consistency of performance tracking against the 2025 baseline.



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2025 performance

Focus Area	Objective	2025 Progress
Logistics Emissions Measurement	Strengthen emissions monitoring and improve visibility over key transport-related emission sources.	Structured quarterly emissions reporting was introduced. Full-year international shipment emissions totaled 130,811.40 kg CO_2e, of which 81,030.28 kg CO_2e came from air freight. As 2024 data covered only Q4, 2025 serves as the first full-year baseline for future performance tracking.
Air Freight and Modal Optimization	Reduce reliance on air freight and assess opportunities to use lower-emission transport alternatives where feasible.	Sea freight was assessed but found impractical for many smaller shipments. The approach therefore shifted toward shipment consolidation and increased use of direct delivery.
Shipment Consolidation and Direct Delivery	Improve shipment efficiency and reduce unnecessary transport activity.	Direct deliveries accounted for 44% of total international and domestic shipments. We optimized deliveries by consolidating shipments where possible and transporting goods directly to their destinations, minimizing unnecessary trips and handling.
Domestic Transport Efficiency	Improve route planning, load utilization, and shipment consolidation across local deliveries.	Route planning and load-consolidation measures were applied across 48% of local deliveries, strengthening the basis for more efficient domestic transportation.
Green Logistics Partnerships	Strengthen collaboration with transport partners and incorporate environmental considerations into logistics decisions.	Engagement with logistics partners progressed during the year, including a partnership with DHL to secure green logistics certification, alongside increased consideration of environmental performance in carrier selection.
Internal Capability	Strengthen the logistics team's ability to measure and manage transport-related emissions.	Targeted training on transport emissions measurement and reduction was completed, with three of four planned certifications achieved during the year.

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2026 priorities

Focus Area	2026 Priority and Measurement
Air Freight Emissions	Reduce total air freight emissions by 5% against the 2025 baseline, with progress monitored through quarterly emissions reporting.
Domestic Transport Efficiency	Reduce the domestic transport km/ton ratio by approximately 4% quarter over quarter, supporting an annual efficiency improvement of approximately 15% against the 2025 baseline, with performance measured quarterly using the km/ton efficiency indicator.
Shipment Consolidation and Direct Delivery	Expand shipment consolidation and increase the use of direct deliveries where operationally feasible, with progress monitored through regular logistics performance reviews.
Lower-Emission Carrier Engagement	Complete the remaining targeted carrier qualifications by the end of Q2 2026 and continue incorporating environmental considerations into carrier selection.
Supply Chain Capability Building	Complete the remaining supply chain sustainability training and planned certification by the end of Q3 2026.
Emissions Monitoring and Review	Continue quarterly logistics emissions reporting and regular performance reviews, with performance assessed against the 2025 baseline to track progress and support operational adjustments.

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supplier diversity and local procurement

In 2025, we maintained our focus on local procurement. Sourcing materials and services close to our project sites allows us to reduce shipping delays, simplify logistics, and directly support the economies where we operate.

Our network of local partners has grown consistently over the past three years. In 2025, our local supplier base reached 753 partners, up from 687 in 2024. Alongside this growth, our local spending increased significantly. We directed over $414.8 million toward local businesses this year, more than doubling our 2024 local procurement budget.

While we continue to partner with 287 foreign suppliers for specialized technology and hardware, our spending trends reflect a practical shift toward localization. This approach ensures our operations remain flexible while keeping economic value within our regional markets.

Metric	2023	2024	2025
Number of Local Suppliers	638	687	753
Local Supplier Spending (USD)	$150,980,274	$197,642,519	$414,892,790
Number of Foreign Suppliers	290	265	287
Foreign Supplier Spending (USD)	$72,528,094	$48,328,108	$68,831,572

chapter 08

ethics & governance

governance structure
business ethics & code of conduct
internal audit & enterprise risk management
cybersecurity & data protection



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integrity, oversight, and resilience

during strategic transformation

In 2025, pulse by solutions entered one of the most pivotal phases in its recent history. As the organization activated its Go-Forward (GO-FW) strategy and navigated an expanded leadership structure, governance remained the anchor ensuring stability, accountability, and transparency. Across the Board of Directors, management teams, and governance functions, the company strengthened its oversight mechanisms and reinforced the ethical and operational foundations upon which sustainable growth depends.

Effective governance guided pulse safely during a year of strategic change. We maintained stability and forward momentum using a clear leadership framework, active risk management, and a strong ethical culture.

governance structure

a stable and strategic board leading through transformation

pulse by solutions' governance framework is designed to ensure effective oversight, responsible decision-making, and adherence to the highest standards of transparency and ethical conduct. The Board of Directors remained the central authority guiding corporate direction, approving governance and ethics frameworks, overseeing executive accountability, and ensuring alignment between operational realities and long-term strategic vision.

Throughout 2025, the Board maintained a steady and effective composition of six non-executive directors, each bringing deep experience across technology, finance, strategy, and corporate leadership. Their continuity provided stability throughout a year marked by structural changes and leadership expansion. While overall Board membership did not change, committee membership was refreshed to strengthen oversight capacity in line with the company's evolving strategic needs.

board composition summary

Metric	2025
Total Board Members	6
Executive Directors	0 (0%)
Non-Executive Directors	6 (100%)
Independent Directors	Not applicable
Average Board Tenure	3 years
Board Meetings	5 meetings

board diversity

Category	Count	Percentage
Egyptian Members	1	16.7%
Non-Egyptian Members	5	83.3%
Age 30-50	3	50%
Age 50+	3	50%

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integrity, oversight, and resilience

during strategic transformation

board of directors 2025 membership overview

No.	Director Name	affiliation	Board Position	Date
1	Omer Alnomany	solutions by stc	Chairman	13 Feb 2024
2	Saleh Al Zahrani	solutions by stc	Member	10 Nov 2022
3	Abdulrahman Al Rubaia	solutions by stc	Member	10 Nov 2022
4	Shehab ElNawawi	pulse by solutions	Member	Founder
5	Faisal Albakri	stc	Member	17 Mar 2025
6	Maher Althiyabi	solutions by stc	Member	14 Oct 2024

2025 board composition

16.7%
1 Member
Egyptian Member

83.3%
5 Members
Non-Egyptian Members

50%
3 members
Age 30–50

50%
3 members
Age 50+

nomination & board selection process

In 2025, Board nomination and selection continued to follow governance policies aligned with Egyptian FRA regulations. Board members are elected by the General Assembly for three-year terms through cumulative voting. The NRC evaluates candidates based on expertise, independence, performance, and diversity, ensuring continued alignment with the company's needs and governance standards. Committee members are appointed by Board resolution in accordance with required competencies.

ESG governance and oversight

The Board of Directors maintained absolute oversight over all sustainability commitments, ensuring that our ESG-related policies, integrity frameworks, and Codes of Ethics and Conduct governed our operational reality. This structural alignment guarantees that sustainability is treated with the exact same rigor as our financial and operational performance.

Daily coordination and accurate reporting fell under the direct mandate of the GRC function, firmly anchoring our ESG objectives within the Enterprise Risk Management (ERM) framework and the Compliance Management Policy. To maintain continuous accountability, the Audit Committee conducts quarterly reviews of our sustainability metrics and compliance standards.

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meet our board members

At pulse by solutions, effective governance remains a foundational element of the leadership model of pulse by solutions and its subsidiaries, supporting decision-making, accountability, and long-term organizational resilience. The Board of Directors continues to provide strategic oversight, ensuring alignment between corporate objectives, operational performance, and ethical conduct across the business.

In 2025, the Board maintained its established composition, reflecting continuity and stability at the highest level of governance. This consistency enabled the Board to build on prior-year momentum, deepen its understanding of the operating environment of pulse by solutions and its companies, and provide focused oversight during a year marked by strategic execution and organizational evolution.

Throughout the year, the Board remained actively engaged in guiding strategic priorities, overseeing risk management, and monitoring organizational performance. Their collective expertise and cross-sector experience supported informed decision-making and reinforced pulse' commitment to transparency, integrity, and robust governance practices. Through this sustained governance approach, the Board continues to play a central role in safeguarding the interests of pulse by solutions and its subsidiaries, reinforcing leadership accountability, and supporting disciplined growth across markets and operations.

Omer Abdullah Alnomany

Chairman · Chief Executive Officer of solutions by stc

Omer Alnomany has been Chief Executive Officer of solutions by stc since October 2017. He has more than 30 years of experience in IT services and telecommunications, including 23 years at stc group in various leadership positions. Before his current role, he served as Vice President of IT at stc for six years. Before joining stc, he held several senior roles, including Head of Telecommunications at Saudi Central Bank (SAMA).

He has been Chairman of the Board of upsource by solutions since June 2023. He is also a member of the Advisory Committee of the Saudi Capital Market Authority as of October 2023. He holds a Bachelor's Degree in Computer Engineering from King Saud University and completed the Senior Executive Leadership Program at Harvard University.

Maher Salem Althyiabi

Chief Strategy Officer at solutions by stc

Maher Althyiabi is the Chief Strategy Officer at solutions by stc and a Board Member of pulse by solutions. He has more than 15 years of experience in finance and strategic investment, during which he held several leadership positions, the last of which was General Manager of Corporate Finance, Mergers, and Acquisitions at solutions.

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Saleh Abdullah Al Zahrani

Chief Technology Officer at solutions by stc

Saleh Al Zahrani is the Chief Technology Officer at solutions by stc and a Board Member of pulse by solutions. He has more than 31 years of experience in IT services and telecommunications, including senior general management roles at stc Group. Before joining stc, he held senior positions in the IT sector, including Country Manager at SBM and an executive role at Cisco.

Shehab ElNawawi

Former pulse by solutions CEO & Chairman

Shehab ElNawawi is a Board Member of pulse by solutions and its subsidiaries. He previously served as Chairman of Giza Systems (now pulse by solutions). Shehab joined the company as Managing Director in late 2000, at a time of significant challenge, and led the company's return to profitability within four years. Under his leadership, the company expanded from Egypt into the Gulf region and East Africa.

Faisal Albakri

VP Sales & Business Development at stc

Faisal Albakri is the Vice President of Sales & Business Development at stc and a Board Member of pulse as of 2025. He has over 25 years of experience in telecommunications and IT services, including more than 15 years at stc.

Before joining stc, he held senior sales positions at Cisco Systems and Jeraisy Computer & Communication Services, where he led government and defence sector accounts. He holds a Bachelor's Degree in Business Administration from King Saud University.

Abdulrahman Hamad Al Rubaia

Chief Financial Officer at solutions by stc

Abdulrahman Al Rubaia is the Chief Financial Officer at solutions by stc and a Board Member of pulse by solutions. He is a seasoned strategic finance leader with over 18 years of experience in finance roles at solutions by stc.

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board committees

the executive committee

The Executive Committee plays a central role in shaping the strategic direction, financial oversight, and operational leadership of the company. It actively guides the development and execution of the company's strategic plan, ensuring alignment with its long-term vision and objectives. The committee also oversees the preparation of the annual budget and reviews financial and strategic performance to support informed decision-making and sustainable growth.

As part of its mandate, the Executive Committee is responsible for the evaluation and governance of all investment activities. This includes conducting in-depth due diligence, assessing financial viability and risk, and ensuring that investment decisions are aligned with the company's strategic priorities and financial health.

The committee oversees the allocation of capital to initiatives that drive long-term value, carefully balancing opportunity and risk.

In addition to approving new investments, the Executive Committee monitors the performance of ongoing projects and plays a critical role in identifying and mitigating financial risks. Through this structured and integrated approach, the committee ensures disciplined resource deployment, enhances financial resilience, and supports value-driven, sustainable growth across the business.

the audit committee

The Audit Committee plays a crucial role in reinforcing financial integrity and compliance within pulse by solutions. Comprising three to five members, including at least one with financial and accounting expertise, this committee oversees the internal and external audit functions. It ensures the effectiveness of the company's internal control systems, reviews financial statements before Board submission, recommends auditor appointments, and oversees compliance with legal and regulatory requirements.
The Audit Committee has also initiated the development of an internal audit function reporting directly to the Committee. This will establish pulse's internal audit practice, enhance proactive risk management, and drive operational efficiencies.

the nomination and remuneration committee (NRC)

The NRC Committee is tasked with establishing a comprehensive framework for the compensation of Board Members and executive management, ensuring it is performance-driven. It also handles the periodic review and evaluation of the Board's structure and effectiveness, recommending necessary changes or appointments. This committee ensures that the company adheres to governance best practices by assessing the qualifications and independence of Board Members and executive roles, aiming for optimal performance and accountability.

internal audit

Now in its third year of operation, the internal audit function has transitioned into a robust pillar of pulse by solutions governance architecture.

The function has expanded its mandate to provide comprehensive oversight across all of pulse's subsidiaries, ensuring a standardized approach to risk management and internal control.

By moving beyond foundational setup to deep-dive scientific and operational reviews, Internal Audit now serves as a critical 'Third Line of Defense.' The function directly safeguards corporate assets and ensures that the growth of subsidiaries is underpinned by rigorous governance and transparency.

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board committees

the nomination and remuneration committee (NRC)

Board Member	Executive Committee	Audit Committee	Nomination & Remuneration	Role	Independence
Omer Alnomany	Yes	No	No	Chairman	Non-Independent
Maher Althyiabi	Yes	No	No	Member	Non-Independent
Abdelrahman Al Haqbany	Yes	No	No	Member	Non-Independent
Abdulrahman Al Rubaia	Yes	Yes	No	Executive	Non-Independent
Rajeh Albogamy	No	Yes	No	Member	Non-Independent
Ahmed Bajnaid	No	Yes	No	Member	Non-Independent
YousefKhalil	No	Yes	No	Member	Non-Independent
Saleh Al Zahrani	No	No	Yes	Chairman	Non-Independent
Emad Almutairi	No	No	Yes	Member	Non-Independent
Maha Maalouf	No	No	Yes	Member	Non-Independent

In summary, pulse by solutions' governance structure, highlighted by its dedicated board and specialized committees, underpins the company's commitment to achieving its strategic objectives while adhering to the highest standards of integrity and regulatory compliance.

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our executive leadership team

a new era of leadership

2025 brought a major expansion of pulse management team, with new leaders appointed to drive the Go-Forward strategy and support integrated execution across pulse by solutions and its subsidiaries.



Ahmad Elharany

Chief Executive Officer

Ahmad Elharany is the Chief Executive Officer with 25 years of extensive experience driving transformative growth in the information technology and digital services sector, Ahmad Elharany assumed the role of Chief Executive Officer at pulse by solutions in February 2025.

He brings a proven track record of accelerating market expansion and optimizing operational efficiency, most recently demonstrated as CEO of Konecta Middle East and Africa (MEA). During his tenure, he spearheaded significant sales growth and regional development.

Ahmad's broad international experience, spanning the UK, Germany, France, KSA, UAE, and Egypt, is underpinned by successful leadership roles at industry market leaders like Atos, EDS, HPE, Logica, CG, and DXC. As CEO of Atos Egypt and Head of Global Delivery Centers, he consistently delivered exceptional results.

Beyond his executive responsibilities, Ahmad serves as the non-executive chairman of Konecta MEA and contributes as a board member to other key organizations.

He holds a bachelor's degree in computer science and has honed his strategic acumen through executive management programs at INSEAD Business School in France.

He is dedicated to leading pulse by solutions through a new era of innovation and market leadership.



Saud Altowaim

KSA Country Chief Executive Officer

Saud Altowaim is the KSA Country Chief Executive Officer for pulse by solutions (KSA), bringing over 19 years of leadership experience in the Information and Communications Technology (ICT) industry.

With a proven record in leading large-scale operations, overseeing complex network projects, and driving strategic transformation initiatives, Saud ensures strong alignment with the strategic priorities of pulse by solutions and its subsidiaries, as well as its regional growth plans. Under his leadership, pulse by solutions (KSA) continues to expand its footprint in the Saudi market, strengthen partnerships, and deliver innovative solutions across telecom, utilities, oil & gas, and smart mobility sectors, supporting the Kingdom's digital transformation goals.

Prior to joining pulse, Saud held the position of Vice President of Operations at upsource by solutions, where he led Customer Lifecycle Management operations and operational excellence programs.

Earlier, during his decade at solutions by stc, he held key leadership roles in infrastructure, managed services, and professional services, in addition to his early experience at MeduNet advancing ICT infrastructure in health and education.

He holds a Bachelor's degree in Information Systems from King Saud University and completed executive programs at the London Business School in Leadership and Digital Disruption.

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Tarek Heiba

Egypt Country CEO & Head of Subsidiaries

Tarek Heiba is the Egypt Country Chief Executive Officer of pulse by solutions and Head of Subsidiaries, bringing over 30 years of leadership experience in the information technology and telecommunications sectors across Egypt and the Middle East.

In his dual role, Tarek leads pulse' operations for Egypt and oversees pulse' subsidiaries, driving business growth, operational excellence, and strategic alignment across all entities.

Tarek is a strategic and performance-driven leader dedicated to advancing pulse' growth and strengthening its position as a leading systems integrator and digital transformation enabler in the region.

Prior to joining pulse by solutions, Tarek held the position of Senior Director and General Manager for Egypt and Libya at Dell Technologies.

During his tenure, he successfully grew the business from $50 million to $300 million over six years, positioning the region among the top-performing markets. He has also held senior leadership roles at global technology companies including Nokia Networks, AMO, and IBM. Tarek holds a Bachelor's degree in Arts from the American University in Cairo.



Mohamed Saad Gad

Growing Markets Chief Executive Officer

Mohamed Saad Gad is the Growing Markets Chief Executive Officer at pulse by solutions. He joined the company in 2006 as a Sales Engineer shortly after his graduation and has since advanced through various roles. With nearly two decades of experience in business development and market expansion, he has played a pivotal role in driving pulse's growth across emerging markets.

Prior to joining pulse, Mohamed began his career as a Sales Engineer - Software Solutions at Informatique. He holds a Bachelor's degree in Mechanical Production Engineering from Akhbar El Youm Academy, a Sales Management Diploma from the American University in Cairo, and an MBA from the University of Bradford, UK.

Mohamed is also a member of the Middle East Leadership Association (MELA) and has demonstrated a strong commitment to youth and community development through his volunteer work with Enactus Kenya from 2019 to 2021.

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Ashraf Attia

Chief Commercial Officer

Ashraf Attia is the Chief Commercial Officer at pulse by solutions. since joining pulse in 1992 as a Senior Software Spe-cialist, Ashraf has held a number of positions. He advanced in his career to become Business Support Group Manager in 2003, then Saudi Arabia Country Manager in 2008. Ashraf became Chief Commercial Officer at pulse in 2017.

With his team, Ashraf has been able to penetrate various markets, establish three offices in the Kingdom, and multiply the sales of pulse by solutions (KSA). Prior to pulse, Ashraf worked as a Systems Engineer at Arab British Dynamics during 1984. In 1985, he joined the Ministry of Defense and Aviation in KSA as Head of IT and Communications.

Ashraf holds a B.Sc. in Electronics & Communications Engineering from Ain Shams University. He earned his Master of Business Administration (MBA) degree in 2007 from the Arab Academy for Science and Mari-time Transport.



Mohamed Elhagracy

Chief Operating Officer

Mohamed ElHagracy joined pulse by solutions as Chief Operating Officer, bringing over two decades of experience in IT, digital transformation, and business strategy. Known for his ability to drive operational excellence, Mohamed has a distinguished career in delivering complex projects and optimizing business processes across MEA and GCC.

Prior to pulse, Mohamed held senior leadership roles at solutions by stc, including Director of Global Project and Service Management Office and Director of Projects Planning and Control. Mohamed has also served in influential positions at du, Siemens, and EJTech, where he consistently demonstrated his skill in scaling business capabilities and improving customer satisfaction.

Mohamed holds a Doctorate in Business Administration from Universidad Catolica De Murcia, an MBA from the University of Leicester, and a Bachelor's degree in Telecommunication Engineer-ing from Ain Shams University. He has also completed executive education in global management from INSEAD and holds several certifications in project management and digital business transformation.

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Mohamed Sedeek

Chief Technology Officer

Mohamed Sedeek is the Chief Technology Officer at pulse by solutions. He joined the company in 1982, shortly after his graduation. Starting as a Maintenance Engineer, Sedeek was subsequently promoted to Senior Maintenance Engineer and then to a supervisor role. Following an organizational restructuring, he assumed the position of General Manager of the Telecom Business Unit and later became the Vice President of Sales and Delivery in 2008.

In 2012, Sedeek took on the role of Chief Operations Officer before transitioning to become the Chief Technology Officer in 2022.

Sedeek holds a BSc in Computer Engineering from Alexandria University, graduating in 1982. He furthered his education by earning a Master's degree in computer science in 1987 and a Master's of Business Administration from the Arab Academy in 2007.



Omar Abu Omar

Chief Financial Officer

Omar Abu Omar is the Chief Financial Officer at pulse by solutions, bringing over 24 years of financial leadership experience across the Middle East with a track record spanning key markets including Lebanon, Saudi Arabia, and the UAE. His expertise is focused on financial strategy, governance, and operational excellence.

Prior to joining pulse in September 2025, Omar held the position of General Manager of Finance Operations at solutions by stc, where he led strategic financial planning, revenue and cost control, and financial governance. His career also includes senior roles at PwC, EY, MASIC, and Sale Co., where he oversaw complex financial transformations and supported organizational growth.

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Rasha Mansour

Chief Global Delivery Centre Officer

Rasha Mansour joined pulse by solutions in April 2025 as Chief Global Delivery Centre Officer, bringing over 20 years of experience in project management and operations.

Prior to joining pulse, Rasha held the position of Chief of Operations at Atos Egypt, where she played a key role in aligning strategic objectives with day-to-day operations, enhancing organizational performance, operational efficiency and decision-making. She has also held various leadership positions at renowned technology leaders including DXC, HP, IBM and LINKdotNET.

Rasha holds a Bachelor's degree in Civil Engineering from Ain Shams University and is certified in PMP, ISTQB, MCSE, CCNA and Agile methodologies.



Saleh T. Algroony

Chief People and Corporate Services Officer

Saleh T. Algroony joined pulse by solutions in November 2024 as Chief People & Corporate Services Officer. With a strong track record in human capital management, corporate services, and organizational transformation, Saleh brings extensive experience in fostering innovative corporate cultures and driving operational excellence.

Prior to joining pulse, Saleh held the position of Chief People and Corporate Services Officer at solutions by stc, where he led various functions including Human Resources, Corporate Culture, Supply Chain, and Executive Services. His leadership was instrumental in aligning subsidiaries and fostering a unique employee value proposition to attract and retain top talent. Previously, Saleh held roles such as Vice President of Business Excellence and General Manager of Human Capital Management at solutions by stc, where he implemented HR models and digitalized employee experiences. Saleh's career spans diverse leadership positions, including roles at Saudi Electricity Company, where he played a pivotal role in establishing succession planning frameworks and leadership development programs.

Saleh holds a B.Sc. in Computer Science from King Fahd University of Petroleum & Minerals. He has completed prestigious education programs, including Value Creation Through Effective Boards at IESE Business School, Strategic Human Resources Planning & Strategic Leaders Program: Vision, Strategy and Managing the Organizations to Drive Results at the University of Michigan, and Organizational Learning in Action at IMD Business School. Saleh is an executive board member of ccc by stc and a member in its Nomination and Remuneration Committee.

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Sarah Eltawansy

Chief Strategy Officer and Chief of Staff

Since joining pulse by solutions in 2023 as the Strategy & Sustainability Director, Sarah has brought over 20 years of expertise in strategic planning, sustainability, executive coaching, change management, continuous improvement, and project management. In 2024, she was appointed Chief Strategy & Sustainability Officer, and in 2025, her role was expanded to include Chief of Staff responsibilities.

Sarah has worked across various sectors, including banking, finance, healthcare, IT, and education. She has held leadership roles at leading organizations such as IBM, Bank of Canada, CGI, Export Development Canada, the Central Bank of Egypt, and the Agricultural Bank of Egypt.

Sarah earned her Master of Engineering in Computer and Systems and her Bachelor of Science in Electrical, Electronics and Communications Engineering from Ain Shams University.



Sven Hesterman

Chief Business Officer

Sven Hesterman joined pulse by solutions as Chief Business Officer in May 2025, bringing nearly two decades of global expertise in strategic operations and business leadership. He is recognized for his exceptional ability to align diverse business functions with long-term growth objectives and drive success.

Before joining pulse, Sven built a distinguished 20-year career at Atos, where he held various pivotal leadership positions. His global experience spans consulting (Netherlands), strategic sales (Germany), global account management (Singapore), and operations (France). A highlight of his tenure includes serving as Head of 11 Global Delivery Centers, where he collaborated with pulse's current CEO to establish a new delivery center in Egypt, marking a significant strategic achievement.

Sven holds a Master's degree in Economics from VU University Amsterdam and has completed professional degrees in management and leadership at HEC and INSEAD. Driven by his interest in Cyber Security strategies, he is a Certified Information Security Manager (CISM).

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Waleed Saleh

Chief Audit Executive

Waleed Saleh is Chief Audit Executive at pulse by solutions. Waleed joined pulse in 2023 bringing more than 20 years of experience in different roles within Finance, Assurance and Internal Audit functions across Egypt, Middle East, and the UK.

Prior to pulse Waleed held the position of Internal Audit Director at Vodafone Telecommunications for Egypt and Qatar.

His expertise includes financial accounting, revenue assurance, business decision support, enterprise risk management, compliance, internal audit, process improvement, and risk mitigation models.

Waleed holds a Bachelor's degree in accounting and auditing from Cairo University, as well as an advanced accounting diploma from the American University in Cairo.

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business ethics & code of conduct

embedding ethical conduct across a growing organization

In 2025, pulse strengthened the culture of ethics and compliance across the organization through enhanced awareness, new policy frameworks, and consistent company-wide engagement. As the business expanded its leadership structure and activated its Go-Forward strategy, a strong ethical foundation remained essential to maintaining trust, ensuring accountability, and supporting responsible growth.

The year included a company-wide Ethics & Compliance Awareness Session, led by the GRC team and delivered online to ensure global access. The session covered ethical conduct, anti-fraud standards, whistleblowing processes, conflict of interest scenarios, and the organization's governance and compliance standards. The training also reinforced employees' responsibility to safeguard integrity, report concerns, and act with transparency.

To further strengthen the governance architecture, 2025 saw the introduction of new ethics-related policies, including the Anti-Fraud & Corruption Policy, the Conflict of Interest & Related Party Transactions Policy, the Whistleblowing Policy, the Compliance Management Policy, and the Supplier Code of Conduct. These policies provide clear and practical guidance to employees, managers, suppliers, and contractors to ensure ethical expectations are upheld consistently across all relationships and operations.

2025 ethics performance indicators

Metric	2025
Employees signing Code of Conduct	91%
Employees completing ethics/compliance training	12.1%
Anti-corruption training completions	220
Whistleblowing reports	0
Substantiated cases	0
Non-compliance incidents	0
Corruption incidents	0
Anti-competitive legal actions	0

The results demonstrate a year of strong ethical performance, with zero incidents across all ethics and compliance related KPIs.

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our corporate policy framework

governance and risk management

corporate governance policy

The Corporate Governance Policy sets the framework for effective oversight, accountability, and ethical leadership at pulse by solutions. It defines the roles and responsibilities of the Board of Directors, its committees, and executive management, ensuring clear separation between supervision and day-to-day operations. The policy promotes transparency, responsible decision-making, and compliance with applicable laws and best governance practices, supporting the protection of shareholder and stakeholder interests.

compliance management policy

The Compliance Management Policy ensures that all business activities are conducted in accordance with laws, regulations, and internal standards. It establishes clear accountability for identifying, monitoring, and managing compliance risks, while providing mechanisms for reporting concerns and breaches. Through continuous monitoring and improvement, the policy supports a culture of integrity, responsibility, and zero tolerance for misconduct.

business continuity management policy

The Business Continuity Management Policy strengthens the company's ability to respond to disruptions and emergencies that may affect operations. It outlines measures to identify critical business processes, prepare response and recovery plans, and regularly test preparedness. By safeguarding employees, assets, and service continuity, the policy enhances organizational resilience and operational stability.

enterprise risk management (ERM) framework

The Enterprise Risk Management Framework provides a structured approach to identify, assess, and manage risks across the organization. It integrates risk considerations into strategic, operational, and project-level decisions while defining risk appetite and escalation processes, and assigning clear risk ownership. This framework supports informed decision-making, protects value, and reinforces long-term sustainability.

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our corporate policy framework

ethics, culture, and employee relations

code of ethics

The Code of Ethics defines the ethical principles that guide behavior across pulse by solutions. It promotes integrity, honesty, fairness, and respect in all business dealings, and encourages employees and stakeholders to speak up without fear of retaliation. Sustainability, social responsibility, and ethical leadership are core elements of the Code.

code of conduct

The Code of Conduct sets clear expectations for professional behavior and workplace conduct. It addresses respect, non-discrimination, protection of company information and assets, and avoidance of conflicts of interest. Compliance with this Code supports a positive, inclusive, and accountable organizational culture.

grievance policy and process

The Grievance Policy provides a structured and confidential process for employees to raise concerns related to workplace issues. It ensures fair investigation, protection against retaliation, and resolution in line with labor laws and company standards. This policy promotes trust, transparency, and employee engagement.

work time management policy

The Work Time Management Policy promotes fair, flexible, and transparent working arrangements. It defines working hours, rest periods, remote work eligibility, and attendance responsibilities, while supporting work–life balance. The policy enhances employee well-being, productivity, and operational efficiency.

rewards policy

The Rewards Policy ensures that compensation and benefits are fair, transparent, and competitive. It links rewards to performance, job grading, and market practices while ensuring compliance with labor regulations. The policy supports talent attraction, retention, and motivation.

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our corporate policy framework

health, safety, and environment

environmental policy

The Environment Policy defines the company's commitment to protect the environment and minimize its environmental footprint. It focuses on compliance with environmental regulations, efficient use of resources, waste reduction, and pollution prevention. Environmental responsibility is integrated into operations ,supported through employee awareness and responsible business practices.

occupational health and safety policy

The Occupational Health and Safety Policy ensures a safe and healthy working environment for employees, contractors, and visitors. In line with ISO 45001 standards, it addresses hazard identification, risk prevention, training, and incident reporting. The policy reinforces the company's responsibility to protect physical and mental well-being across all operations.

stop work policy

The Stop Work Policy empowers every employee, regardless of role, to halt work if unsafe conditions or behaviors are identified. It protects employees from blame or retaliation when raising safety concerns and requires prompt reporting and corrective action. This policy reinforces a proactive safety culture across the organization.

smoking policy

The Smoking Policy is designed to protect employee health and reduce fire and safety risks. Smoking is prohibited in company premises and vehicles, with allowances only in clearly designated areas. The policy is enforced through defined disciplinary measures to ensure a healthy and safe work environment.

substance abuse policy

The Substance Abuse Policy maintains a safe and productive workplace by prohibiting alcohol and illegal substances in all company operations. It allows monitoring and testing in accordance with applicable laws and applies disciplinary action for violations. The policy protects employee safety, company assets, and the wider community.

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operations and value chain

facility management policy

The Facility Management Policy ensures that company facilities are safe, functional, and well-maintained. It covers building operations, utilities, and workplace services to support employee comfort, safety, and business continuity. Efficient facility management contributes to productivity and operational sustainability.

supply chain policy

The Supply Chain Policy governs procurement activities to ensure fairness, transparency, and ethical conduct when engaging suppliers. It promotes responsible sourcing, compliance with legal and environmental requirements, and effective supplier performance monitoring. By managing supply chain risks and preventing conflicts of interest, fraud, and corruption, the policy supports operational continuity and sustainability.

quality policy

The Quality Policy reflects pulse's commitment to the consistent delivery of high-quality products and services through an ISO 9001-certified Quality Management System. It emphasizes meeting customer and regulatory requirements, continuous process improvement, and employee involvement in quality objectives. This approach enhances efficiency, reliability, and customer satisfaction.



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internal audit & enterprise risk management

building operational resilience

In 2025, pulse significantly improved its risk management and governance. As our business evolved, we treated resilience as more than just a safety net. It became a core strength that supports steady growth and smooth operations. We moved beyond simply designing risk frameworks and started applying them directly to our daily work. Today, clear risk data actively guides our daily operations, commercial choices, and long-term plans.

Our Internal Audit team continued to act as an independent voice for good governance. They regularly verified our internal controls, financial accuracy, legal compliance, and operational risks. They conducted structured, risk-focused audits to find control gaps. They held teams accountable and shared clear, actionable data with our executive leaders. This enabled management to proactively address risks and strengthen controls across the company.

Our Enterprise Risk Management has become increasingly integrated into our daily business processes. Rather than relying only on broad and high-level risk lists, we launched the Department Risk Assessment initiative to evaluate risks closely within each specific function. This focused approach helped us spot weak points, compliance gaps, and control flaws with high accuracy. As a result, our teams now make smarter, safer decisions across every department.

turning risk into a commercial advantage

A major step in 2025 was embedding risk management into daily practice across the company. We made risk assessments a mandatory requirement for all new bids and projects, ensuring that commercial commitments are made with a clear understanding of potential financial, delivery, and reputational risks. By integrating this step into our pre-sales and planning stages, we can price projects accurately, allocate resources effectively, and mitigate risks before project execution begins.

During the year, we further evolved our approach to risk management. Instead of simply controlling hazards, we use risk management as a vital tool to make smarter commercial decisions. As these assessments became a mandatory checkpoint for bid approvals, we actively protect our profitability, delivery standards, and long-term value. This approach allows us to pursue growth opportunities while fully understanding potential downsides. We successfully replaced reactive problem-solving with a culture of informed decision-making. We also applied this approach to our internal projects, including our organizational restructuring and our ERP system upgrades, allowing us to drive internal change safely.

We expanded our risk management approach to cover every part of the business. Our teams conducted professional risk evaluations across all departments, paying special attention to Health, Safety, and Environment processes. We formally added ESG risks to our central Enterprise Risk Management framework, providing a clear view of our environmental and social exposures. It ensures we manage sustainability with the same rigor as traditional enterprise risks, closely aligning our ESG goals with our top-level business decisions.



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internal audit & enterprise risk management

second line governance maturity

In 2025, we significantly improved our governance and oversight teams. After rolling out new risk strategies, we requested from solutions by stc to conduct a formal maturity assessment.

The assessment evaluated our core oversight functions, including Governance, Risk and Compliance, Cybersecurity, Data Management, Regulatory Compliance, Risk Management, and Legal. Our objective was not to achieve higher assessment scores, but to build stronger and more effective management systems.

The assessment results showed major progress across the company. All oversight functions reached at least a "Managed" level, indicating we have standard processes, clear accountability, and active monitoring in place. Data Management and Cybersecurity showed exceptional growth after we adopted national data rules and strong defense systems. Corporate Governance and Regulatory Compliance became standard practice across the organization. Risk Management and Legal are ranked as our most mature areas, operating at a highly optimized level.

climate and supply chain risks

We included climate risks in our operational planning evaluating them by looking closely at our business continuity, vulnerable infrastructure, and supply chain. This vital step ensures that we always consider environmental factors when building our long-term operational and digital strategies.

real-world validation: the Ramses Central incident

The fire at Ramses Central in July 2025 was a practical test of our risk management and business continuity frameworks. The incident immediately triggered the activation of our Business Continuity Plan, with the executive crisis team leading a coordinated response that kept operations running without any critical delays. This event proved that our risk and continuity plans work effectively under live stress. After the incident, lessons learned were incorporated into an enhanced IT Disaster Recovery Plan, further strengthening our digital operations.

building a culture of active resilience

By the end of 2025, pulse turned risk mitigation from a set of written rules into a daily, company-wide practice. We firmly embedded risk management into our core strategy and daily execution. As a result, our organization is better equipped to anticipate disruptions, handle uncertainty, and protect long-term value for our stakeholders.

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cybersecurity & data protection

from foundation to measurable maturity

As a technology leader managing vital systems across many regions, we treat cybersecurity as a core part of our daily operations and client trust. In 2024, we established our cybersecurity governance structures and developed our initial security policies. In 2025, we put those rules into action. turning our early frameworks into real, measurable progress and clear improvements across the entire organization.

To guide this work, we launched the Cybersecurity Steering Committee in 2024. This group focused on connecting our security efforts with our business goals and legal requirements. During 2025, the committee grew into an active team that directly drives our long-term security strategy.

In August 2025, the committee began meeting monthly with our executive management. They shifted their focus away from basic compliance checking and moved toward active, strategic decision-making. This new routine helped us align our teams, solve problems faster, and plan more smoothly across all our regional subsidiaries. In 2025, the committee's active oversight drove three major achievements:

approval and full execution of the 2025–2027 cybersecurity roadmap

The committee approved and launched our 2025 to 2027 Cybersecurity Roadmap. This plan outlines our long-term security goals. By the end of 2025, our teams successfully completed every single scheduled milestone, significantly upgrading our operational capabilities.

launch of the ISO 27001 compliance program across pulse by solutions and its subsidiaries

What began as a policy framework in 2024 evolved into a company-wide initiative across pulse by solutions and its subsidiaries in 2025. All readiness assessments, gap closures, and internal preparations were completed, positioning the organization for formal certification in early 2026.

embedding security by design

The committee made "Security-by-Design" a mandatory rule for all business operations. Every new system, platform, or project is now required to undergo a formal security risk assessment before it goes live. This requirement builds cybersecurity directly into the way pulse by solutions creates and launches new solutions.

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a year of measurable progress

In 2025, our Security Operations Center (SOC) drove major improvements in our daily cybersecurity. The SOC team sharpened our threat detection and expanded our network visibility by linking new data sources. As a result, we monitor our systems closely and respond to threats faster.

Our performance data highlights this progress. While more security events were identified this year, this does not indicate an increase in attacks. Instead, it demonstrates the effectiveness of our enhanced detection capabilities. The addition of new log sources and expanded coverage across all company devices enabled greater visibility into security-related activity.

At the same time, our true positive alerts increased by roughly 30%. We updated our detection rules to reduce background noise and improve alert quality. As a result, our security teams can effectively prioritize actual threats and mount a focused response.

We also improved our incident response performance. Our average time to contain an incident dropped by 57 to 69 percent, (87% improvement comparing to 2023) showing a significant enhancement in our incident response capabilities. The only metric that declined was our Service Level Agreement performance, which decreased by 1.75%. This minor drop was a scheduling issue rather than a security failure. Our SOC runs around the clock, while our IT department works standard business hours.

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SOC KPI dashboard (2023–2025)

KPI	2023	2024	Improvement (2023 to 2024)	2025	Improvement (2024 to 2025)
Total Tickets	4,443	4,918	+10.69%	5,601	+13.89%
True Positive Cases	1,617	2,010	+24.30%	2,612	+29.95%
Resolved Within SLA (4 hrs)	1,058	1,544	+45.94%	1,971	+27.66%
Percentage Within SLA	65.40%	76.80%	+17.45%	75.46%	-1.75%
TP/FP Ratio	0.57	0.69	+21.05%	0.87	+26.65%
MTTC - All Tickets (minutes)	12,766.49	6,553.31	+48.66%	2,802	+57.24%
MTTC - True Positives (minutes)	24,966.93	16,212.55	+35.05%	5,002	+69.15%

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2025 incident landscape

We continued to use the clear severity framework we introduced the previous year. This system groups incidents into three simple areas: threats to human safety, physical equipment damage, and data compromise. This structure helped us track and manage risks consistently across the organization.

We maintained a strong privacy record throughout the year. We received zero customer privacy complaints, experienced zero instances of customer data theft or loss, and recorded zero data leaks in 2025. We detected three security events involving third parties. Our teams quickly identified and contained these threats, ensuring they caused no impact on our customers.

Incident Category	Definition	Total
A — threats to human safety	life or safety related events	0
B — equipment damage	damage/loss to physical assets	0
C — data compromise/disclosure	attempts or events involving data	2,612

policy governance

In 2024, we introduced several key policies to govern technology use, incident reporting, and acceptable use. Throughout 2025, these policies were implemented across pulse by solutions and its subsidiaries. To build on this foundation, we created a new Data Protection, Classification, and Retention Standard this year.

We made sure our workforce clearly understood these policies. We shared all cybersecurity and acceptable use policies company-wide and collected formal sign-offs from every employee. We also built mandatory cybersecurity training directly into the onboarding process for all new hires. Finally, our Security Operations Center continuously monitored all high-level system accounts. Thanks to these strong controls and clear communication, we recorded zero incidents of privileged account misuse in 2025.

When looking at our internal operations, we recorded zero safety threats and zero cases of equipment damage. Our security systems logged 2,612 data-related events. We want to emphasize that these were successful system detections, not actual data breaches. Our security teams actively monitored these attempts and safely contained them in an average of 46.7 hours. This reliable response shows our active defense systems working effectively to protect our digital environment.

privacy & security incidents

2024 – 2025

customer privacy complaints	0 · 0
customer data leaks	1 · 0
customer data theft or loss	0 · 0
third-party security incidents	0 · 3

2025 privacy and security summary

0	customer-impact privacy incidents in 2025
3	third-party security incidents detected and contained with no customer impact
46.7	hours average threat containment

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policy governance

cybersecurity training & awareness

In our 2024 report, we outlined a new cybersecurity awareness program. While the full program is scheduled for launch in 2026, several initiatives were implemented during 2025 to strengthen employee awareness and reinforce cybersecurity practices across the organization. Key security updates were shared with employees on an ongoing basis. For example, our Security Operations Center issued seven targeted alerts right after spotting new threat tactics. We also made cybersecurity training a mandatory step for all new hires during their onboarding.

Throughout the year, efforts were focused on developing a structured training model. When it launches next year, this model will offer specific guidance for regular employees, risk partners, and our executive leaders. These practical actions kept our workforce alert and successfully strengthened our human firewall.

privacy & regulatory alignment across regions

In 2024, pulse launched a three-year Data Privacy Compliance Roadmap aligned with Saudi Arabia's National Data Management Office (NDMO) requirements. The roadmap was designed to strengthen data protection practices and ensure regulatory compliance across operations.

During 2025, the roadmap progressed as planned, with all defined milestones successfully completed. The company also passed the CRF Regulatory Audit and maintained full alignment with NCA Essential Cybersecurity Controls (ECC), confirming our ongoing compliance with national regulatory requirements. In parallel, an ISO 27001 internal readiness assessment was completed, supporting the organization's broader information security and compliance objectives.

Data privacy and regulatory requirements are consistently addressed across operations, supporting compliance obligations in Saudi Arabia while maintaining readiness for broader regional and international engagements.

success story: client trust through stronger cybersecurity governance

In 2025, our improved cybersecurity governance directly protected our clients' digital environments. We strengthened our oversight, improved our detection tools, and applied consistent security controls across pulse by solutions and its subsidiaries. These actions made our client systems much more resilient and reliable.

Our targeted efforts produced real results. We raised our cybersecurity maturity score from 1.2 to 3.17, marking a major step forward in our daily security practices. Meanwhile, we achieved ISO readiness. This milestone validates that we meet strict, internationally recognized cybersecurity standards and establishes a clear, objective benchmark for our security efforts.

We also standardized our security controls across all subsidiaries. This approach ensures we provide the exact same high level of protection across every region and business unit. Additionally, we fully adopted a "Security by Design" approach. Our technical teams now build cybersecurity directly into the foundation of every client project from day one, rather than adding it at the end.

These proactive steps reduced our cyber risks and kept our operations running smoothly. Most importantly, they gave our clients even greater confidence in the safety and reliability of our solutions.

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looking forward

pulse by solutions is entering the next phase of its sustainability journey with a stronger focus on measurable outcomes. The lessons gained across three annual reporting cycles have established the governance foundations, internal capabilities, and organizational commitment needed to advance a more structured and accountable sustainability agenda.

Going forward, our focus will be on embedding sustainability more consistently across the business, strengthening the capabilities and engagement of our people, and leveraging our technological strengths to create lasting value for our clients, employees, and the communities in which we operate.

As part of the solutions by stc ecosystem, pulse will actively align its sustainability priorities with ecosystem objectives, strengthening the connection between its business strategy and the company's ESG ambitions. This alignment will reinforce pulse's role within the ecosystem as a technology partner capable of translating ESG ambitions into scalable, business-relevant solutions.

pulse's Go Forward Strategy (2025–2027) provides the framework for this next phase. Following the formal publication and internal circulation of the Sustainability Policy across all departments, pulse is committed to its full implementation across relevant business functions.

The Policy will be embedded through defined responsibilities, designated functional ownership, and clear management accountability, ensuring that sustainability commitments are reflected in departmental priorities, operating practices, and decision-making. Progress will be supported by structured monitoring, reporting, and escalation mechanisms. In parallel, pulse will strengthen the integration of sustainability data into management processes and continue aligning internal ESG metrics with relevant international frameworks to improve performance tracking and enhance the transparency, credibility, and comparability of our ESG disclosures.

To ensure that our efforts remain focused on the sustainability matters of greatest significance, we will conduct an updated materiality assessment in 2026, following the completion of the 2024–2026 reporting cycle. The assessment will revisit pulse's actual and potential impacts, incorporate the perspectives of relevant stakeholders, and define sustainability priorities for the 2027–2029 period. The results will be published in the 2027 Sustainability Report and will provide a renewed basis for directing resources, initiatives, and performance monitoring toward the matters most relevant to our business and stakeholders. Energy management will remain an important operational priority. In 2026, pulse plans to advance an Energy Performance Audit initiative with the support of an external auditor. The initiative will include a comprehensive assessment of energy performance, the validation of material efficiency opportunities, and the development of a phased and prioritized action roadmap. Proposed measures will be evaluated based on their technical feasibility, capital requirements, projected savings, and payback periods before implementation decisions are made.

Effective implementation will depend on the knowledge and participation of our people. Building on the training and awareness initiatives delivered to date, pulse will continue providing targeted, role-relevant ESG learning across the organization. The aim is to strengthen employees' understanding of the organization's priorities, clarify how those priorities relate to their responsibilities, and support the consistent application of sustainability considerations in day-to-day decisions and activities.

This capacity-building effort will also extend across our value chain. In coordination with the Supply Chain function, pulse will engage suppliers on responsible business conduct, human rights, environmental management, and sustainable supply-chain principles. Dedicated training on ESG and climate-related considerations will also be provided to employees across the Supply Chain department, strengthening the function's internal expertise and supporting the consistent integration of sustainability considerations into supplier engagement, evaluation, and management.

We will also continue improving the processes that underpin sustainability reporting. Lessons learned from each annual reporting cycle will be used to standardize the collection and validation of our environmental and social KPIs across business functions.

As pulse enters a more mature stage of sustainability implementation, the emphasis will be on institutionalizing the practices, controls, and performance disciplines needed to maintain momentum and respond effectively to emerging priorities. This will position pulse to manage change with greater confidence, support the long-term competitiveness of the business, and contribute meaningfully to the broader ambitions of solutions by stc.

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corporate evolution and identity transition

Throughout 2025, pulse by solutions — transitioning from its historical roots as Giza Systems — laid the operational and strategic groundwork for a comprehensive evolution. Backed by strong financial performance in fiscal year 2025, with total revenues of 2.6B SAR representing 20.73% of solutions by stc's total revenues, the organization solidified its position within the broader stc pulse by solutions and its subsidiaries ecosystem to prepare for its next chapter of growth.

Building upon a 50-year legacy of specialized talent and expertise as a pioneering systems integrator, this transformation was designed to align our capabilities under a unified structure capable of delivering large-scale, end-to-end intelligent system integrations globally. By seamlessly combining Operational Technology (OT) and Information Technology (IT), the organization positioned itself as a trusted global force behind critical industries.

Looking ahead, this mission is powered by a high-performance ecosystem of specialized subsidiaries including cloud virtualization (VAS Integrated Solutions), enterprise resource planning (LABS), cybersecurity (Jafeer), robotics (ARIA Technologies), AI video analytics (AvidBeam), and distribution, each providing a critical technical layer to manage the full lifecycle of digital transformation.

(Note: The formal public launch of the pulse by solutions identity took place in May 2026, with the full operational scope of the transition to be detailed in subsequent reporting cycles.)

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UN Global Compact index

pulse by solutions continued its active engagement with the United Nations Global Compact Network Egypt in 2025, building on the partnership established in 2024. The UN Global Compact's Ten Principles continue to provide an important reference point for how we strengthen responsible business practices across our operations. During the year, this commitment became increasingly visible in the way we manage our people, environmental performance, supply chain, governance, and business conduct.

Within this broader framework, human rights remain a core priority. Our commitments are reflected across our established sustainability and social policies covering workplace conduct, non-discrimination, grievance mechanisms, occupational health and safety, and responsible supplier management. As part of the solutions by stc ecosystem, pulse follows the Group Human Rights Policy and is working to translate these expectations into a more formal and consistent human rights commitment across pulse by solutions and its subsidiaries.

UNGC Principle	pulse by solutions Commitment and 2025 Progress	Reference
Human Rights		
Principle 1: Support and respect internationally proclaimed human rights	Human rights considerations are reflected across pulse's workplace practices, Code of Conduct, grievance mechanisms, inclusion practices, and responsible supplier management. In 2025, no human-rights-related grievances were recorded, while employees continued to have access to a confidential grievance process providing for investigation and protections against retaliation. pulse also continued operating in alignment with the solutions by stc Group Human Rights Policy and is working to formalize and cascade its human rights commitments more consistently across pulse and its subsidiaries.	People and Culture (pp. 55-81); Our Corporate Policy Framework (pp. 120-123)
Principle 2: Avoid complicity in human rights abuses	pulse continued strengthening the way responsible business expectations are applied across its value chain. Supplier governance in 2025 was supported by the Supplier Code of Conduct and Supply Chain Policy, covering ethical conduct, responsible sourcing, legal compliance, and supplier monitoring. The next phase will expand supplier engagement on human rights, environmental management, and responsible business conduct, strengthening the practical integration of these considerations into supplier management.	Responsible Supply Chain Management (pp. 99-104); Our Corporate Policy Framework (pp. 120-123); Looking Forward (p. 131)

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UNGC Principle	pulse by solutions Commitment and 2025 Progress	Reference
Labor		
Principle 3: Freedom of association and collective bargaining	The Group respects freedom of association and the right to collective bargaining, in accordance with applicable laws and its broader human rights framework, as part of its commitment to fair and responsible employment practices. Along these commitments, pulse continued to support employee voice through established engagement, feedback, and grievance mechanisms, providing employees with channels to share perspectives and raise workplace concerns.	Our People (pp. 56-64); pulse InSync 2025 Deployment (pp. 65-75); Our Corporate Policy Framework (pp. 120-123)
Principle 4: Elimination of forced and compulsory labor	pulse maintains a clear commitment to the elimination of forced and compulsory labor across its operations and business relationships. This expectation is embedded within the company's broader human rights, employee conduct, and supplier governance frameworks, and forms part of its established standards for responsible employment and sourcing.	Our People (pp. 56-64); Responsible Supply Chain Management (pp. 99-104); Our Corporate Policy Framework (pp. 120-123)
Principle 5: Effective abolition of child labor	pulse maintains a strict zero-tolerance approach to child labor within its responsible sourcing framework. Supported by the Group Human Rights Policy and supplier governance in 2025, we are now focused on effectively cascading these core ethical safeguards throughout our entire operations and subsidiary network.	Our People (pp. 56-64); Responsible Supply Chain Management (pp. 99-104); Our Corporate Policy Framework (pp. 120-123)
Principle 6: Elimination of discrimination in employment and occupation	pulse promotes a workplace grounded in fairness, respect, inclusion, and equal opportunity. Our Code of Conduct strictly prohibits discrimination, while our broader workplace policies ensure equitable treatment and supportive working arrangements for all employees.	Our People (pp. 56-64); Inclusion and Belonging (p. 66); pulse InSync 2025 Deployment (pp. 65-75); Our Corporate Policy Framework (pp. 120-123)

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UNGC Principle	pulse by solutions Commitment and 2025 Progress	Reference
Environment		
Principle 7: Precautionary approach to environmental challenges	pulse actively integrates environmental priorities into its business strategy and operational controls through ECO GO-FW. We maintain a structured framework for mitigating our ecological footprint, guided by established environmental policies. We also factor climate and supply chain risks into daily operational planning to drive a proactive, resilient approach to environmental challenges.	ECO GO-FW (pp. 29-30); Operational Efficiency at Our Headquarters (pp. 38-43); 2025 Carbon Footprint Summary (pp. 44-49); Internal Audit & Enterprise Risk Management (pp. 124-125)
Principle 8: Greater environmental responsibility	In 2025, pulse translated its environmental commitments into substantial progress across key resource and emissions areas. Compared to the previous year, the company achieved major reductions in headquarters electricity usage, diesel consumption, and total water use, alongside a significant increase in its overall recycling rate. To sustain this momentum, pulse strengthened its GHG management framework and deepened employee engagement through targeted energy training and awareness campaigns, ensuring that responsible resource use is fully embedded into daily operations.	Operational Efficiency at Our Headquarters (pp. 38-43); 2025 Carbon Footprint Summary (pp. 44-49); Environmental Management (pp. 38-39); Responsible Supply Chain Management (pp. 99-104)
Principle 9: Development and diffusion of environmentally friendly technologies	In 2025, pulse continued to translate its technology and systems integration capabilities into solutions that support more efficient, resilient, and resource-conscious infrastructure. Across more than 250 projects in Egypt, the Gulf, and Africa, the company deployed technologies such as smart power grids, digital water networks, and intelligent facility automation, helping clients to take control of their resource data and strengthen their infrastructure against future challenges. These projects allow pulse to scale its sustainability impact far beyond its own footprint, turning complex digital integration into a measurable driver of climate resilience across the markets we serve.	Technology for Impact (pp. 50-54); 2025 Project Highlights (pp. 50-54); Partnerships and Alliances (pp. 18-21)

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UNGC Principle	pulse by solutions Commitment and 2025 Progress	Reference
Anti-Corruption		
Principle 10: Work against corruption in all its forms	pulse maintains a strict zero-tolerance approach to fraud and corruption, reflecting the high materiality of ethics, integrity, and corporate governance to the business and its stakeholders. Building on its established governance policies, pulse has focused on strengthening the framework around anti-fraud and corruption, conflicts of interest, whistleblowing, compliance, and supplier conduct, with clearer accountability and formal reporting mechanisms. As part of the transition to pulse by solutions, this work has also centered on aligning pulse's governance framework more closely with solutions by stc Group requirements, while translating Group-level expectations into governance practices that are relevant to pulse's operations and business relationships.	Business Ethics & Code of Conduct (pp. 119-123); Our Corporate Policy Framework (pp. 120-123); Internal Audit & Enterprise Risk Management (pp. 124-125); Responsible Supply Chain Management (pp. 99-104)

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Statement of use

statement of use

pulse by solutions has reported the information cited in this GRI content index in accordance with the GRI Standards from January 1st, 2025 to December 31st, 2025.

GRI 1 used: GRI 1: Foundation 2021

Applicable GRI Sector: N/A

GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
General Disclosures		
GRI 2: General Disclosures 2021	2-1 Organizational details	p. 13 Our Business at a Glance
	2-2 Entities included in the organization's sustainability reporting	p. 4 Report Scope & Methodology
	2-3 Reporting period, frequency and contact point	p. 4 Report Scope & Methodology
	2-4 Restatements of information	None
	2-5 External assurance	pulse by solutions' Sustainability Report underwent independent external limited assurance. pp. 151–153
	2-6 Activities, value chain and other business relationships	p. 13 Our Business at a Glance
	2-7 Employees	p. 57 Workforce Metrics

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
General Disclosures · Continued		
GRI 2: General Disclosures 2021	2-8 Workers who are not employees	pulse by solutions does not rely on non-employee workers in its core operational workforce; consequently, no further quantitative data is reported for this disclosure.
	2-9 Governance structure and composition	pp. 106-118 Governance Structure
	2-10 Nomination and selection of the highest governance body	The Nomination and Remuneration Committee (NRC) handles the periodic review and evaluation of the Board's structure and effectiveness, recommending necessary changes or appointments. The NRC assesses the qualifications and independence of board members and executives to ensure they have the requisite skills and expertise.
	2-11 Chair of the highest governance body	The Chair of the Board of Directors is Omer Alnomany, who is also the Chief Executive Officer of solutions by stc. This arrangement is structured to ensure a balanced representation of interest and expertise and promote effective governance and strategic oversight.
	2-12 Role of the highest governance body in overseeing the management of impacts	The Board of Directors sets and reviews the company's strategic plans, policies, and objectives, manages and directs operations, and ensures regulatory compliance. It approves the company's ESG and Sustainability policies and oversees the development, approval, and update of purpose, value, or mission statements related to sustainable development.
	2-13 Delegation of responsibility for managing impacts	The day-to-day implementation and coordination of ESG initiatives are delegated to the Chief Strategy and Sustainability Officer.

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
General Disclosures · Continued		
GRI 2: General Disclosures 2021	2-14 Role of the highest governance body in sustainability reporting	The CSO of pulse by solutions is responsible for reviewing and approving the annual sustainability reports. The Board of Directors approves the company's ESG and Sustainability policies, and the CSO regularly reports to the Board on ESG implementation.
	2-15 Conflicts of interest	p. 119 Conflict of Interest & Related Party Transactions Policy
	2-16 Communication of critical concerns	Robust mechanisms are established to ensure that critical concerns are promptly communicated to the Highest Governance Body. These mechanisms include regular reports from the risk management function, direct communication channels for urgent concerns, and the oversight provided by specialized committees. The Executive and Audit Committees are responsible for overseeing critical concerns across the company. The Whistleblowing Policy provides a confidential channel via physical drop boxes and email: whistleblowing@pulsebysolutions.com for reporting misconduct, with specific cybersecurity incidents escalated via incident reports to the Executive Team and Audit Committee for critical events.
	2-17 Collective knowledge of the highest governance body	pp. 108-109 pulse Board of Directors possesses the necessary collective knowledge, skills, and experience to effectively oversee all ESG matters. This competence stems from the diverse expertise of its members in digitalization, strategy, sustainable development and finance. Oversight is further assured as the CSO regularly reports to the Board on the implementation and coordination of all ESG initiatives.

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
General Disclosures · Continued		
GRI 2: General Disclosures 2021	2-18 Evaluation of the performance of the highest governance body	p. 110 Nomination & Board Selection Process, The Nomination and Remuneration Committee (NRC)
	2-19 Remuneration policies 2-20 Process to determine remuneration	p. 110 The NRC determines the compensation framework for Board members and executive management, ensuring it is performance-driven. For employees, a merit-based salary adjustment is linked to annual performance outcomes. Compensation practices are maintained to be competitive across all regions, considering local benchmarks.
	2-21 Annual total compensation ratio	pulse by solutions does not publicly disclose this information due to confidentiality constraints.
	2-22 Statement on sustainable development strategy	pp. 10-12 Messages from Our Leadership
	2-23 Policy commitments	pp. 120-122 pulse by solutions maintains a robust framework of internal policies that serves as the foundation for its Environmental, Social, and Governance commitments, aligning with the principles of the GRI Standards. This comprehensive policy infrastructure ensures accountability and ethical conduct across all operational and governance dimensions.

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
General Disclosures · Continued		
GRI 2: General Disclosures 2021	2-24 Embedding policy commitments	Mechanisms for embedding these commitments are described across the report.
	2-25 Processes to remediate negative impacts 2-26 Mechanisms for seeking advice and raising concerns	p. 121 pulse by solutions provides accessible grievance mechanisms for both employees and community stakeholders, ensuring that concerns are addressed transparently and fairly. Guided by the Whistleblowing Policy, all reported grievances are subject to impartial investigation by designated teams, with strict enforcement of a non-retaliation principle. These mechanisms extend beyond the workplace to the communities where pulse by solutions implements its CSR and development projects.
	2-27 Compliance with laws and regulations	There were no significant instances of non-compliance with laws and regulations identified during the reporting period.
	2-28 Membership associations	p. 21; pp. 133-136 pulse by solutions formally committed to aligning its operations with the UN Global Compact's Ten Principles by joining the UN Global Compact Network Egypt in April 2024. This action reinforces the commitment already demonstrated by the pulse by solutions foundation, which has been a dedicated signatory of the United Nations Global Compact since 2016. See UNGC Index
	2-29 Approach to stakeholder engagement	pp. 31-33 Stakeholder Engagement

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
General Disclosures · Continued		
GRI 2: General Disclosures 2021	2-30 Collective bargaining agreements	pulse by solutions respects all employment and labor relationship regulations outlined in the Egyptian Labor Law.
Material Topics		
GRI 3: Material Topics 2021	3-1 Process to determine material topics 3-2 List of material topics	pp. 34-36 our approach to materiality
Emission and Energy		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 44-47 2025 carbon footprint summary
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions 305-2 Energy indirect (Scope 2) GHG emissions 305-3 Other indirect (Scope 3) GHG emissions 305-4 GHG emissions intensity 305-5 Reduction of GHG emissions	pp. 44-47 2025 carbon footprint summary
GRI 302: Energy 2016	302-1 Energy consumption within the organization 302-3 Energy intensity 302-4 Reduction of energy consumption	pp. 40-41 energy consumption

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
Water Management		
GRI 3: Material Topics 2021	3-3 Management of material topics	p. 42
GRI 303: Water and Effluents 2018	303-5 Water consumption	Water Management
Waste Management		
GRI 3: Material Topics 2021	3-3 Management of material topics	p. 43
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Waste Management
	306-2 Management of significant waste-related impacts	
	306-3 Waste generated	
	306-4 Waste diverted from disposal	
	306-5 Waste directed to disposal	
Talent Attraction, Retention & Well-being		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 58-60 Attracting and Growing Top Talent Inclusive Hiring and Internal Mobility
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	p. 59 Inclusive Hiring and Internal Mobility

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
Talent Attraction, Retention & Well-Being · Continued		
GRI 401: Employment 2016	401-3 Parental leave	We offer parental leave in line with applicable legal requirements, including fully paid maternity leave for female employees and three days of paternity leave for male employees. We ensure a smooth return to work with flexible arrangements and childcare access.
Human Capital Development		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 61-64
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Targeted talent development
	404-2 Programs for upgrading employee skills and transition assistance programs	
	404-3 Percentage of employees receiving regular performance and career development reviews	
Health and Safety		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 76-81
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	Occupational health and safety
	403-2 Hazard identification, risk assessment, and incident investigation	
	403-3 Occupational health services	

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
Health and Safety · Continued		
GRI 403: Occupational Health and Safety 2018	403-4 Worker participation, consultation, and communication on occupational health and safety	Worker participation is realized through mandatory input mechanisms and dedicated forums. These include regular internal reviews and timely submission of quarterly OHS KPIs. Formal consultation occurs through HSE Meetings, Toolbox Talks and, Job Hazard Analyses (JHA) and Risk Impact Assessments (RIA). Communication is embedded through ongoing awareness campaigns and orientation programs that cover environmental objectives and safety protocols.
	403-5 Worker training on occupational health and safety	p. 79 OHS training and awareness
	403-6 Promotion of worker health	pp. 76-81 Occupational health and safety
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	The OHSMS encompasses on-site contractors to ensure consistent safety standards. The HSE team implemented a structured Subcontractor Evaluation and Selection System with a Three-Tier Supplier Categorization and a Distinct Scoring Model based on risk exposure and safety performance.
	403-8 Workers covered by an occupational health and safety management system	The OHS Management System is fully implemented across all operations and extends to 100% of the directly employed workforce.
Customer Relationship Management		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 82-85 Customer experience

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
Communities Development		
GRI 3: Material Topics 2021 GRI 413: Local Communities 2016	3-3 Management of material topics 413-1 Operations with local community engagement, impact assessments, and development programs	pp. 86-98 Community Empowerment
	413-2 Operations with significant actual and potential negative impacts on local communities	No significant actual negative impacts on local communities resulting from the company's operations was detected during the reporting year.
Corporate Governance		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 105-130 Ethics & Governance
Sustainable Supply Chain Management		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 99-104 Responsible Procurement
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	p. 104 Supplier Diversity and Local Procurement
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	pulse by solutions performs environmental due diligence for all new suppliers as part of its pre-qualification process. Screening criteria ensures supplier adherence to national environmental laws and regulations.

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
Sustainable Supply Chain Management · Continued		
GRI 308: Supplier Environmental Assessment 2016	308-2 Negative environmental impacts in the supply chain and actions taken	pp. 99-104 Responsible Procurement
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	All new suppliers undergo social due diligence screening, which is integrated into the pre-qualification policy.
	414-2 Negative social impacts in the supply chain and actions taken	No negative social impacts within the supply chain were detected during the reporting period.
Cybersecurity		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 126-129 Cybersecurity & Data Protection
Sustainable Innovation		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 50-54 Technology for Impact
Diversity & Inclusion		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 55-75 People & Culture

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
Diversity & Inclusion · Continued		
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	p. 57; p. 106 Workforce Metrics, Governance Structure
	405-2 Ratio of basic salary and remuneration of women to men	pulse by solutions adheres to the Egyptian labor law by providing equal pay for both female and male employees, ensuring there is no disparity in wages between women and men.
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	No incidents of discrimination were reported during the reporting year.
GRI 202: Market Presence 2016	202-1 Ratios of standard entry level wage by gender compared to local minimum wage	All our employee compensations comply with labor law regulations, including minimum wages.
	202-2 Proportion of senior management hired from the local community	100% of our senior management is hired from the local community.
Sustainable Innovation		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 50-54 Technology for Impact
Business Ethics		
GRI 3: Material Topics 2021	3-3 Management of material topics	p. 119 Business Ethics & Code of Conduct

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
Business Ethics · Continued		
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	Our Anti-corruption Policy is integrated into the Code of Conduct. The policy is communicated to all employees and suppliers, and its acceptance is mandatorily signed by every internal and external party dealing with pulse by solutions. Regular, dedicated anti-corruption training is provided to ensure continuous awareness.
	205-3 Confirmed incidents of corruption and actions taken	There were no confirmed incidents of corruption or bribery were recorded during the reporting year
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	There were no confirmed incidents or legal actions for anti-competitive behavior were recorded during the reporting year.
GRI 415: Public Policy 2016	415-1 Political contributions	No financial or in-kind political contributions were made by pulse by solutions, either directly or indirectly.
Biodiversity		
GRI 3: Material Topics 2021	3-3 Management of material topics	pulse by solutions has not detected any adverse impacts on biodiversity resulting from its operations.
Human Rights		
GRI 3: Material Topics 2021	3-3 Management of material topics	We operate under a formal Human Rights policy that mandates compliance with the UN Guiding Principles on Business and Human Rights and other universally recognized standards, in addition to all laws and regulations in our operating countries.

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GRI Standard	Disclosure	Page Number(s), Links and/or Direct Answer
Human Rights · Continued		
GRI 402: Labor/Management Relations 2016	402-1 Minimum notice periods regarding operational changes	pulse by solutions complies with all labor laws and regulations, ensuring full respect for employee rights in every aspect.
GRI 407: Freedom of Association and Collective Bargaining 2016	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	pulse by solutions does not have any operations or suppliers where the right to freedom of association and collective bargaining may be at risk. We uphold the human rights of all our employees and suppliers, ensuring strict adherence to human rights-related standards and measures.
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	We affirm our commitment to human rights via a comprehensive policy that complies with the UN Guiding Principles on Business and Human Rights, universal standards, and local laws. The policy's scope includes all company activities, suppliers, and partners. We maintain a zero-tolerance policy strictly prohibiting all forms of child labor and forced labor across our operations and supply chain.
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	
Privacy Protection		
GRI 3: Material Topics 2021	3-3 Management of material topics	pp. 126-129 cybersecurity & data protection
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	We recorded zero substantiated customer privacy complaints during the reporting period. We experienced no incidents of customer data theft, loss, or third-party security breaches.

IdealRatings®

Limited Assurance Statement

Introduction and Objectives of the Engagement

IdealRatings, Inc. (the "Assurance Provider") was engaged by pulse by solutions (the "Reporting Organization") to perform an independent limited assurance engagement on its Sustainability Report for the year ended December 31, 2025 (the "Report"). The objective of this engagement is to enhance stakeholder confidence in the sustainability information within the defined scope of the engagement through an objective and independent assessment. Our work was performed to obtain limited assurance as to whether the sustainability information within the defined scope has been prepared, in all material respects, in accordance with the specified reporting frameworks.

Scope, Subject Matter, and Limitations

The subject matter of this engagement is the ESG performance data and related information disclosed by the Reporting Organization for the fiscal year January 1 to December 31, 2025. The scope of our work covered the following:

- Reviewing the reporting procedures and assessing the quality and consistency of the reported indicators.
- Evaluating the Report's adherence to the Global Reporting Initiative (GRI) 2021 Standards, and its alignment with the UN Global Compact principles and its reported contributions to the Sustainable Development Goals (SDGs).
- Assessing the materiality review process and the quality of disclosures on material topics, including the reassessment of their relevance and impact in the third year of reporting.
- As part of our limited assurance procedures, we reviewed the accuracy and completeness of the reported greenhouse gas (GHG) emissions data (Scope 1, Scope 2, and selected Scope 3 categories), examined supporting documentation, obtained necessary clarifications, and recommended corrections where appropriate. Responsibility for implementing any adjustments remained with the Reporting Organization.

This engagement was subject to specific limitations and exclusions. Our procedures did not include the verification of forward-looking statements, expressions of opinion, testimonials, or aspirational commitments. The 2023 and 2024 Sustainability Reports were subject to separate limited assurance engagements conducted by IdealRatings. Comparative information was reviewed for consistency and comparability, while the conclusion of the current engagement applies exclusively to the 2025 Sustainability Report.

Reporting Frameworks

pulse by solutions' 2025 sustainability disclosures were prepared in accordance with the Global Reporting Initiative (GRI) St andards (2021), with disclosures focused on material topics relevant to its business and stakeholders. Our assurance procedures were performed to assess and confirm this alignment. GHG emissions were reported using the applicable GHG Protocol standards and guidance for Scope 1, Scope 2, and selected Scope 3 categories. The Report also reflects the Company's commitment to the UN Global Compact principles and its contributions to the United Nations Sustainable Development Goals (SDGs), which were within the scope of our review.

Responsibilities of the Reporting Organization

The preparation and presentation of the Sustainability Report are the sole responsibility of the management of pulse by solut ions. Management is responsible for ensuring that the Report is prepared in accordance with the applicable GRI Standards, identifying material topics, applying appropriate reporting methodologies and assumptions, and maintaining internal controls to support the accuracy, completeness, and reliability of the reported sustainability information.

Responsibilities of the Assurance Provider

Our responsibility, as the independent Assurance Provider, is to conduct a Limited Assurance engagement and to express a conclusion on the sustainability information based on the work performed in accordance with the applicable assurance standards. Our responsibilities included:

- Engaging with relevant personnel to understand reporting processes, internal controls, and the application of reporting principles.
- Reviewing the completeness, consistency, and accuracy of reported disclosures and data indexes.

- Examining internal calculations, supporting documentation, and the procedures applied for data verification.

As this is the Company's third sustainability report, our work placed particular emphasis on evaluating year-on-year consistency of disclosures, reassessing the relevance of material topics, and reviewing the comparability of reported performance data across the 2023, 2024, and 2025 reporting periods. We also considered the extent to which the Company has advanced its reporting practices in line with natio nal directives and international frameworks.

Conclusion

Based on the procedures performed and the evidence obtained, nothing has come to our attention that causes us to believe that the sustainability information disclosed by pulse by solutions for the period January 1, 2025 to December 31, 2025 has not been prepared, in all material respects, in accordance with the applicable reporting criteria described in the Sustainability Report, subject to the exclusions specified in this statement.

For and on behalf of IdealRatings, Inc.

SIGN

Mohamed Donia

Co-Founder & CEO, IdealRatings, Inc.



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pulse by solutions is the trusted global force behind critical industries,deploying the Intelligence That Transforms to accelerate digital transformation for nations and enterprises worldwide. As the lead systems integrator within the solutions by stc ecosystem, pulse powers a high-performance ecosystem of specialized subsidiaries to provide true end-to-end delivery across the digital landscape.