

Creativity Without Limits

COMPANY PROFILE

MY TOOLS COMPANY





Interactive Index



Interactive Index

The index of this file works interactively, so you must install the [Adobe Acrobat Reader](#) application for it to function properly.



Who We Are

My Tools is a company specialized in all advertising and promotion services. Thanks to God, and then to the dedication of our team, the company has managed to become a leader in its field, working with a large customer base. This demonstrates our ability to excel in our industry and our commitment to continuous, diligent work in order to reach leadership. Our clients are considered the key partners in this growth.

Vision

To become leaders in the advertising, audio-visual production, and digital marketing industries by providing innovative solutions and inspiring partnerships that enhance our clients' success and leave a lasting impact on the market.

Mission

To provide integrated services that combine creativity and quality in the fields of advertising, event production, and digital marketing, with a focus on realizing our clients' vision and building long-term relationships based on trust and excellence.

Our Mission



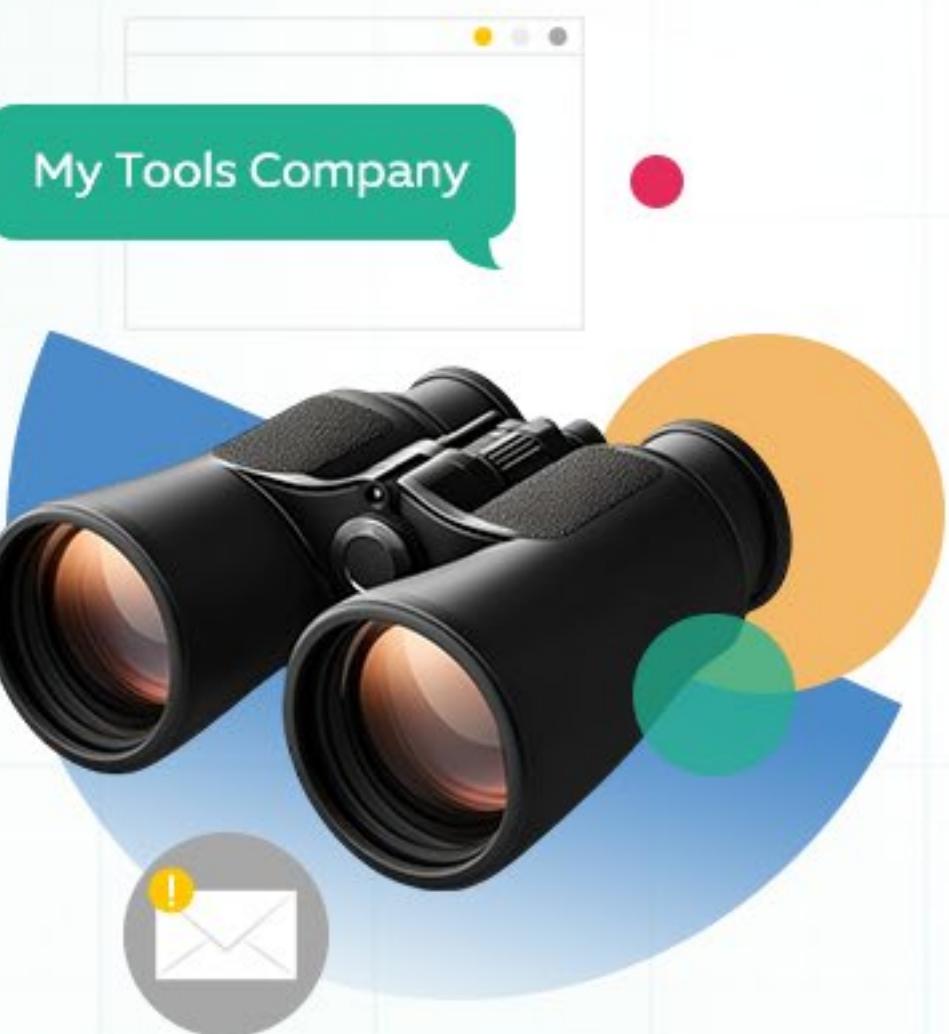
Customer Satisfaction:

We are committed to delivering services that fully satisfy our clients and exceed their expectations.



Innovation:

We translate our clients' ideas into innovative solutions that enhance their business success.



Continuous Technical Support:

We provide effective and ongoing technical support 24/7 across multiple channels.



Planning and Execution:

We rely on a specialized team to build exceptional visions and carefully plan their execution.



Consulting:

We collaborate with our clients at all stages of the project to ensure the best results.



Design and Creativity:

We offer creative solutions through a distinguished team to achieve unique and successful projects.



Advertising and Promotion



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www.mytools.sa



“ We create a **brand identity** that reflects your business activity and company vision, offering multiple options and distinctive designs, including logos and all applications, to ensure your brand stands out and remains attractive.

Brand Guidelines

This guide provides everything needed to design and develop the brand identity for companies and organizations, focusing on highlighting and evolving its image. The guide includes comprehensive instructions to help build a cohesive visual representation that enhances all communication channels. It covers five main areas:

- 1. Proper Logo Usage:** Examples showing correct and incorrect logo uses, with specifications on suitable fonts for promotional materials.
- 2. Identity Elements:** A guide to core elements such as logos, color schemes, and typography.
- 3. Practical Application:** How to incorporate visual elements in office supplies and templates using design software.
- 4. Sub-Brands:** Guidelines for managing visual identity across various company operations.
- 5. Print Framework:** Flexible foundations for developing a dynamic identity, including media prints and templates, with an emphasis on continuous creativity within the corporate identity framework.

The brand guidelines must be applied to three-dimensional promotional materials, with designs that align with their shape, size, and purpose to ensure the desired impact is achieved in innovative and distinctive ways.



Brand Strategy

We develop a comprehensive strategy to evolve the logo, including defining its vision, values, personality, and behaviors, along with establishing a communication tone and culture for the logo to ensure a cohesive identity and a voice that clearly reflects the brand's vision.

Colors

We carefully define the primary and secondary colors for the visual identity, using a color wheel to ensure visual harmony that professionally reflects the brand identity.

Identity Usage

We provide accurate simulations of the logo on various materials such as marble, glass, and furniture, with guidance on correct and incorrect usage. We also offer a variety of visual elements including icons, infographics, and backgrounds, tailored to fit all communication platforms and presentations.

Vehicles

We design your vehicles to promote your brand and products through eye-catching and attractive designs for delivery, transportation, and shipping vehicles.

Logo

We base the logo design on an innovative idea and precise architectural structure, ensuring balance in spacing and providing multiple variations to guarantee its flexibility and integration with the visual identity.



Administrative Identity

We provide comprehensive designs for administrative plans, contracts, forms, administrative templates, budget estimates, work processes, and organizational structures, along with professional designs for purchase orders, promissory notes, checks, and meeting minutes.

Architectural Identity

We offer innovative designs for both interior and exterior decorations that align with the brand identity, creating a cohesive visual experience that reflects the brand's values.

Print Applications

We provide comprehensive designs for office materials such as official stationery, envelopes, invoices, business cards, as well as other elements like slogans, CD covers, and electronic invoices, ensuring a consistent and professional identity across all documents and media.

Visual Identity

We provide innovative designs for posters, banners, promotional materials, profiles, brochures, flyers, roll-up designs, pop-up designs, and effective content solutions for social media platforms to enhance the brand identity.

Uniforms

Uniforms are essential for employees and play a key role in marketing your company's brand.



Design and Coordination Works

We offer complete design solutions including presentations, promotional tools, and online advertisements, as well as designs for newspaper and magazine ads, road billboards, and printed materials. We also specialize in designing booths, platforms, events, catalogs, and price lists. Additionally, we provide advanced designs for website interfaces and applications on Apple and Android. We also focus on designing e-commerce stores, forums, and services that support the growth of your business.

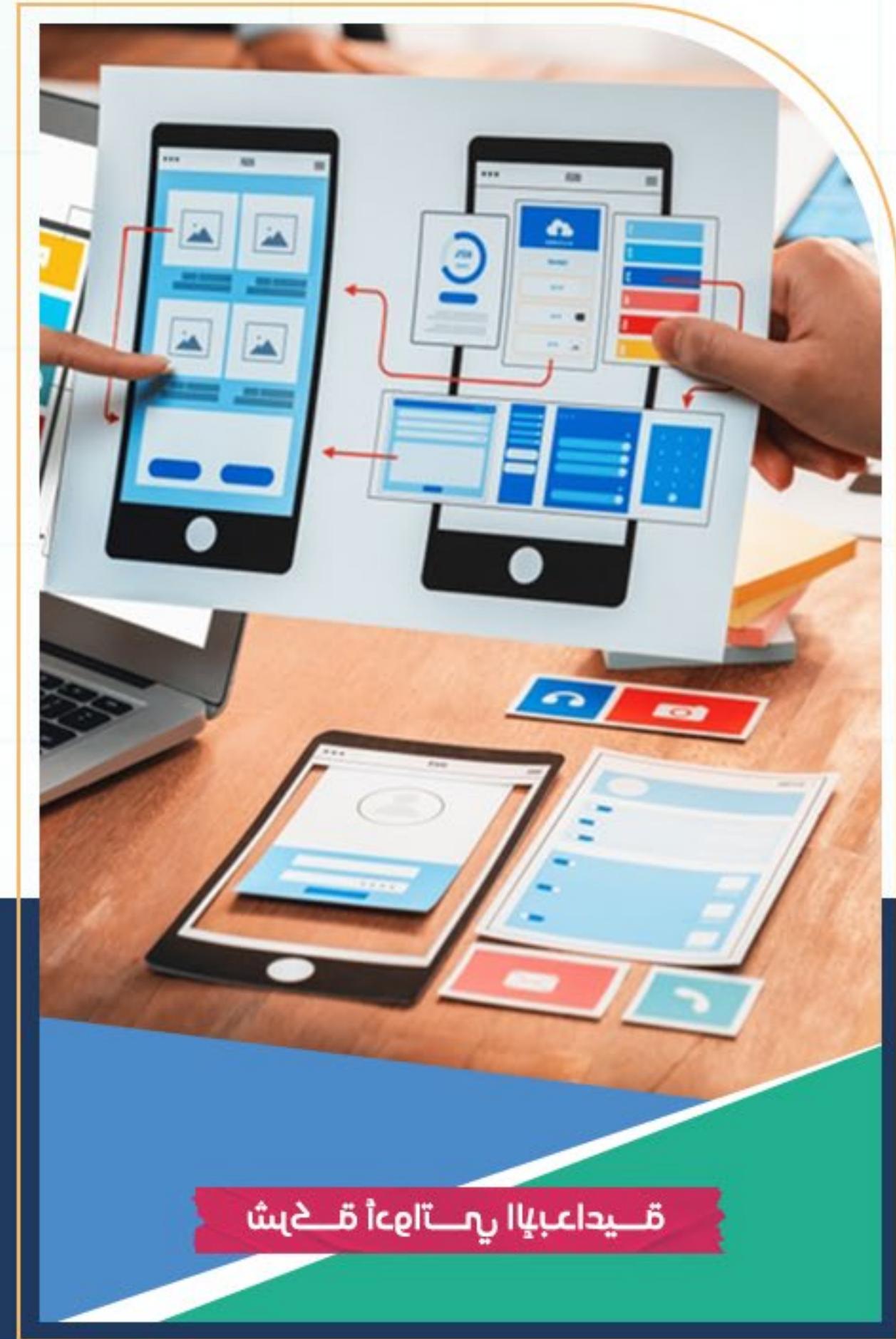
We create innovative advertising ideas based on precise client information, through comprehensive research and study, to craft advertising campaigns that achieve the client's objectives and elicit positive reactions from the audience.

We also design both traditional and digital advertising campaigns, starting from analysis to execution, with precise campaign scheduling. Additionally, we plan media placement bookings and analyze various media materials to ensure maximum impact.

Advertising Campaigns

We manage and organize comprehensive or targeted advertising campaigns based on the client's goals and the type of product or service. Our campaigns include brand-signature campaigns, acquisition, tactical, and retention campaigns.

We also design campaigns to enhance corporate identity and increase brand awareness. We ensure each campaign is customized to align with the client's objectives for maximum impact.





Printing and Packaging Ideas Production



Digital Printing

We use the latest Roland Japanese printing and cutting machines to ensure the highest quality and precision in printing banners, stickers, and roll-ups. We also provide various printing services including profiles, business cards, official stationery, and receipts, as well as all requirements for quick exhibitions.



Offset Printing

We offer high-quality offset printing services at the best prices, including printing and installation of flex, banners, stickers, and vinyl, as well as vehicle printing and packaging.

Billboards and Unipoles

We provide professional designs for billboards that capture attention and achieve the desired goal, with extensive experience in manufacturing and installing all types of signage. We also manufacture unipoles using the best types of metals to ensure high-quality execution.

Raised Letters

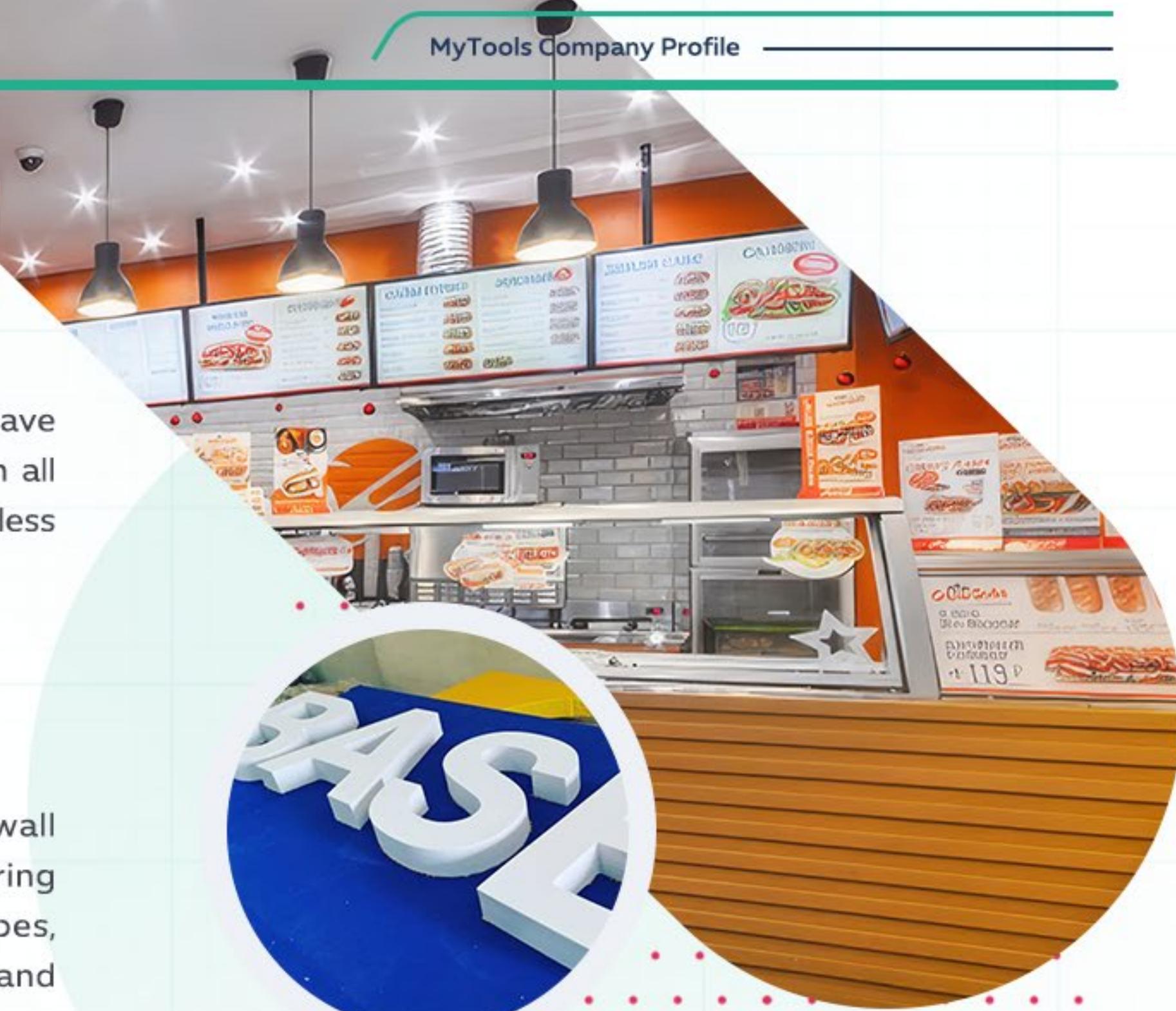
One of the most eye-catching types of signage, and we have extensive experience in manufacturing raised letters with all specifications, including (Zincor, Aluminum, Selenium, Stainless Steel, Wood, Plastic).

Menu Boards and Wall Signs

We provide innovative designs for menu boards and wall signs using high-quality materials such as vinyl, ensuring easy maintenance. We also offer a variety of shapes, including metal signs, directional signs, both indoor and outdoor, as well as road and safety signs.

Lighting

There are two types of lighting: LED and neon. Typically, we use Selenium and Zincor (minimum 2 cm) to illuminate the letters.



▀▀ Promotional Materials



Corporate Gifts

Mugs - Crystal Trophies - Caps - Wooden Plaques - T-Shirts - Acrylic Trophies - Thermal Mugs - T-shirts - Screen Printing - Electronics - Heat Transfer Printing - Keychains - Flash Drives - Promotional Gifts - Pens.



Corporate Gifts

Promotional media directly and effectively contribute to shaping the perception of any organization. Due to the importance of the message they carry, we at MyTools stay up-to-date with the latest advancements, technologies, and innovations in the world of design, printing, advertising, and promotion.



Event Production

To visit our website
www.mytools.sa



★ Team Work

We have a specialized team for setting up exhibitions, conferences, forums, events, and corporate and government sector occasions with simple, creative, and modern ideas tailored to your industry and specialization. My Tools aims to organize top-tier exhibitions and conferences, leveraging the expertise of its professional staff and its ability to provide high-level technical solutions in planning, execution, and attention to every detail.

★ Pre-Event Services

We offer comprehensive event management services, from venue planning and budgeting to brand and content design, as well as developing engagement and sponsorship programs. Our services include stage design, coordination of various activities such as performances and catering, and organizing lectures, workshops, and competitions. We also handle permits, logistics, and all aspects of the event to ensure its success.



★ Venue Selection

We ensure that your event aligns with your objectives, whether it's a product launch, exhibition, or conference, by carefully selecting the most suitable venues to guarantee its success.

★ Support & Logistics Services

 Catering Services

 Preparations

 Uniform Program

 Wireless Communication Program

 Air & Ground Transportation Program

 Reception Program

 Organization Program

 Hospitality Program



❖ Coordination

- 1 The My Tools team handles administrative procedures and licensing coordination with government entities and relevant authorities to ensure successful event organization.
- 2 We coordinate with key figures to secure sponsorships and oversee the opening ceremony to ensure a seamless event flow.

❖ Exhibitions, Conferences & Event Organization

We organize workshops and assign tasks to each department based on expertise, ensuring smooth and efficient execution with a highly trained and experienced team.

❖ Data Collection & Analysis

Our team of analysts evaluates events and analyzes results through surveys to measure customer satisfaction, updating the database and preparing a comprehensive summary. This also includes drafting specialized agreements for event management and organization.

❖ Tents & Decor Setup

We provide luxurious tents in various sizes with interior decorations, mobile restrooms, and power generators, ensuring safety while executing décor and carpentry work.

❖ Exhibition Booths & Displays

We provide aluminum partitions for exhibitions in various sizes, ensuring easy assembly and dismantling. We also design and manufacture custom company booths with different dimensions, offering 3D designs and professional execution by a specialized technical team. Our services include logistics, lighting, painting, printing, as well as dismantling, storage, and reassembly based on client preferences.



Retail Space Decor

We offer premium décor services for retail stores and wooden installations, helping us secure a strong presence in this field. Our expertise extends to designing and executing stage backdrops with precision and professionalism.

Booth Furniture

We supply all types of exhibition furniture, including tables, chairs, stands, and screens.

Table Arrangements

We provide floral arrangements and seating designs to add an elegant touch to events.

✨ Invitations

We offer innovative technological solutions to enhance the event experience, managing guest lists and sending invitations within Saudi Arabia and internationally with professionalism.



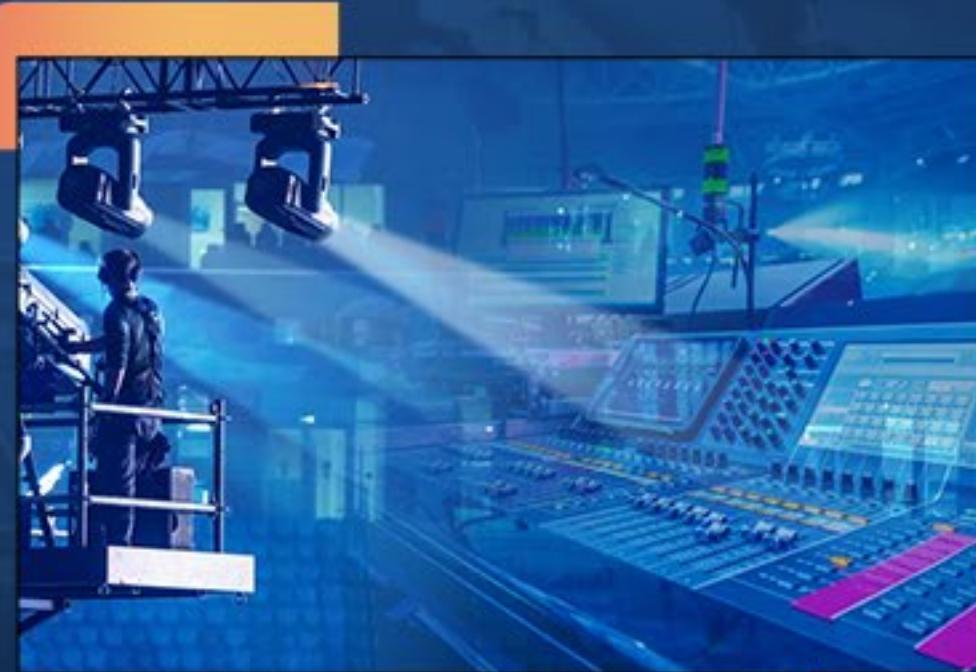
❖ Digital Event Solutions

We design custom conference websites with full attendee management and registration features, including online sign-ups and multiple payment methods. The mobile-friendly site provides speaker details, event schedules, and email updates. It also supports attendee categories, early-bird offers, surveys, and barcode-based check-in.

❖ Mobile App

We verify registrations and attendance while providing speaker details and ratings. The app also includes hotel Wi-Fi details and venue layouts for precise session navigation.





✨ Lighting & Sound System

- 🔊 Audio Engineering
- 💡 Lighting Design
- 🎥 Film Projection
- 🎭 Stages & Structures

- 📺 Digital Screens
- 烟花爆 Special Effects
- 🎬 Directing & Filming

✨ Digital Event Solutions

We provide advanced self-service devices for fast and seamless check-in, allowing unregistered guests to receive an entry badge in under a minute. Additionally, we offer online registration through a dedicated event website, utilizing the latest technology and a professionally trained team of both genders to ensure the best experience.



★ Screens & Display Systems



Projectors

We offer interactive display solutions for various applications in different types and formats.



Plasma Screens

We provide versatile television screens in various sizes to suit different event needs.

★ Lighting Solutions

My Tools offers innovative, high-quality lighting solutions tailored for all types of events, from stage and wall lighting to comprehensive setups for indoor and outdoor venues. With an experienced team of engineers, we provide City Color lighting synchronized with music, laser star effects, and LED stage lighting to enhance décor and create immersive visual effects.



Audio-Visual Solutions

Blackly Expo delivers integrated technology solutions, including advanced voting systems, audio output units for hall connections, and high-quality sound setups managed by expert audio engineers. We also offer high-resolution cameras, crane cameras for event documentation, and a video production unit for managing visual content and effects.

Event Marketing

-  Direct Marketing
-  Email Marketing
-  Social Media & Public Relations Campaigns
-  Event Promotion & Media Planning
-  Remote Marketing Campaigns
-  Video Production
-  Branding & Design
-  Targeted Audience Engagement





✨ Digital Marketing

Our specialized team manages online media campaigns for events across the following channels:



Social Media Ads



Google Ads



Search Engine Optimization (SEO)



Social Media Account Management for Events

✨ Public Relations

- 1 Enhancing Saudi Arabia's global economic promotion.
- 2 Facilitating trade exchange between local and international business communities.
- 3 Building an effective network between business leaders and decision-makers.
- 4 Providing open communication channels between clients and media outlets.
- 5 Media Appearance Planning through advertisements, news, and reports.
- 6 Public Relations Consulting and media relations management.
- 7 Integrating Traditional & Digital Media with visually appealing designs to support branding.



★ Media Monitoring

- Collecting news, reports, investigations, interviews, and articles related to the organization.
- Monitoring all mentions of the organization in local and international print and digital media.
- Categorizing news by importance or topic.
- Preparing a daily press file and monthly analytical reports.



★ Entertainment Shows



Balloon Show

Our specialized team creates stunning balloon decorations and outdoor balloon performances to enhance event experiences.

We also offer a variety of exciting entertainment acts, including:

▶ Magic Tricks	▶ Flying Discs Show	▶ Dwarf Puppet Show
▶ Hypnosis Performances	▶ Aerial Ladder Performance	▶ Dancing Horse Performance
▶ Dagger Board Show	▶ Chinese Teacups Act	▶ Karate Demonstrations
▶ Motorbike Stunts	▶ Tall & Short Bike Stunts	▶ Glass Cup Balancing Act
▶ Juggling Acts	▶ Aerial Bridge Act	



Marketing



To visit our website
www.mytools.sa





Why We Exist ?

At our company, we strive to empower young talents and believe in their potential to drive positive change towards a thriving economy and sustainable innovations. We aspire to lead integrated marketing solutions in Saudi Arabia and the Middle East while investing in people and uniting efforts to achieve Saudi Vision 2030.

Who Benefits from Our Services?

- Established corporations with industry experience.
- Large enterprises newly entering the market.
- Government campaigns seeking public engagement.
- New product launches or franchises expanding into the market.

Our Marketing Advantages

- Faster Reach – Optimized strategies for immediate impact.
- Best Value Pricing – Cost-effective marketing solutions.
- Precision Targeting – Data-driven approach for maximum engagement.
- 24/7 Service – Always available to support your business.
- Superior Product & Service Promotion – Showcasing your brand at its best.

Marketing is the foundation of business growth, ensuring effective reach to the right audience.

Developing and implementing marketing & sales strategies, including organizational structure and authority matrices.

Creating policies and procedures for effective marketing and sales management, with annual and seasonal planning.

Designing and executing integrated marketing campaigns across digital, media, and direct channels.

Reputation analysis, stakeholder trends assessment, and corporate communication strategy development.





Marketing Techniques

Above-the-Line (ATL) Advertising

This approach targets a wide audience through multiple channels, including: Television & Radio Ads, Newspapers & Billboards, Digital Ads on Social Media & Websites.

Below-the-Line (BTL) Advertising

Focuses on direct customer engagement through public activities, promotional materials, banners, email campaigns, social media, events, and meetings.

Through-the-Line (TTL) Advertising

Aims to maximize the benefits of ATL & BTL by designing an integrated strategy that combines both effectively.

Marketing Tools Development

 Website Design & Digital Content Management

 Motion Graphics & Video Production

 Brochures, Catalogs & Promotional Flyers

 Booths, Stands & Marketing Materials

 TV Programs & Promotional Campaigns



Database Marketing

 Website

 Mobile App

 SMS Campaigns

 E-commerce Store

Digital Marketing

Optimizing Your Website for Global Search Engines

- Looking to promote your products and increase website traffic effectively?
- Blackly provides SEO services to ensure your products reach a wider audience and achieve outstanding results.

How Can We Help You with SEO?

The competitiveness of a website depends on various global standards and ranking factors. Our technical team conducts a comprehensive analysis and optimization of your website, ensuring it meets SEO best practices. This preparation enhances Google's trust in your site and delivers effective results.



Google AdWords Ads

When searching for keywords, websites appear with a green "Ad" label, indicating they are using Google AdWords. Anyone can benefit from these ads by setting a monthly budget and selecting the right keywords for their business. Focusing on the golden triangle (the top three results) ensures maximum visibility and effective results.

Benefits of Advertising on Google

Google ads help improve a company's online presence through well-planned and transparent strategies. Clients can track their ad spend and receive detailed periodic reports on campaign performance, including visitor interactions and engagement levels based on their time spent on the website.

Social Media Management

We help you engage with your audience on social media by scheduling posts at optimal times, actively listening, and responding promptly and appropriately to follower inquiries.

Work Strategy

We develop a comprehensive strategy for audience engagement across social media platforms in Saudi Arabia. This includes enriching accounts with engaging content and leveraging creative marketing through influencers. We carefully schedule ads based on audience activity analysis to ensure optimal interaction, alongside creating integrated content and providing detailed periodic reports. Additionally, we ensure direct engagement with followers through timely and professional responses.

Digital Marketing

- ▶ Optimizing social media accounts with a unique cover design and updating client links and information.
- ▶ Writing an engaging marketing description that reflects the client's identity and attracts the audience.
- ▶ Creating diverse and engaging content, including text, photography, graphics, infographics, motion videos, and animated images.
- ▶ Providing prompt and professional responses to all comments and private messages with accurate and informative replies.
- ▶ Posting content at optimal times to maximize audience engagement.
- ▶ Using compelling words, emojis, and relevant hashtags to enhance reach and interaction.
- ▶ Organizing contests and giveaways to encourage follower participation and engagement.
- ▶ Running targeted ads for posts and accounts to boost brand awareness and drive higher engagement.



Marketing Channels



Suggested Channels

- ▶ Social media and online advertising
- ▶ Email and content marketing
- ▶ Public relations and collaborative marketing
- ▶ Website optimization and online marketing
- ▶ Traditional advertising (TV, radio, newspapers)
- ▶ Outdoor advertising and print materials
- ▶ Press conferences and interactive events
- ▶ Direct mail, events, and activations
- ▶ Content marketing and paid ads
- ▶ Comprehensive marketing

Marketing Tools

Suggested Tools:

- ▶ Posters, flyers, brochures, and roll-ups
- ▶ 3D motion design and promotional videos
- ▶ TV programs dedicated to advertising and promotions
- ▶ Booths for direct audience engagement at events
- ▶ Promotional gifts and shopping coupons to boost interaction
- ▶ A dedicated mobile app to enhance customer experience and purchases
- ▶ Comprehensive creative solutions covering all promotional and marketing materials

Twitter Account Management

We optimize social media accounts by designing an attractive brand identity and preparing standout content aligned with client goals. We schedule posts at optimal times, provide detailed periodic reports, and execute ad campaigns, including tweets, hashtags, videos, and app install ads for maximum engagement.





Facebook Account Management

We optimize the company's Facebook page by designing tailored content, updating the page regularly, and implementing comprehensive marketing plans, including image and video ads to increase engagement and views. We also provide detailed periodic reports and monitor frequently asked questions to build an effective knowledge base.

Snapchat Account Management

We create daily Snapchat content, including engaging images and videos covering events and activities, along with diverse video clips for stories. We also execute ad campaigns such as app installs, visit links, and swipe-up ads using filters to boost interaction.



Instagram Account Management

We continuously update and manage client accounts by posting infographics and real images, scheduling posts, and implementing targeted marketing plans. Additionally, we provide detailed periodic reports, run image and video ads, track frequently asked questions to build an effective database, and enhance engagement through story activations, app installs, and website visits.



YouTube Account Management

- ▶ Skippable video ads
- ▶ Non-skippable video ads
- ▶ Banner ads next to videos
- ▶ Banner ads below videos

LinkedIn Account Management

LinkedIn is a professional networking platform with over 300 million users worldwide, making it one of the best choices for business professionals and job seekers. It offers an excellent opportunity to promote products and services through professional connections, ranging from friends to extended network members. Focusing on second- and third-degree connections is key to expanding marketing opportunities and growing your network.



WhatsApp Account Management

WhatsApp marketing is a form of direct marketing that allows sending long text messages with links, images, short videos, and business files. It also enables audience segmentation for effective communication with targeted groups.

Email Marketing Campaigns

We provide comprehensive email marketing campaigns, one of the most effective ways to connect with businesses, ensuring continuous engagement with your customers and keeping them updated on the latest developments.

Influencer Marketing

Influencer marketing is one of the most effective modern strategies, helping businesses reach a broad audience in a compelling and trustworthy manner. By collaborating with influencers across various fields, brands can enhance their credibility and increase engagement with their target audience. This strategy delivers marketing messages innovatively and attractively, boosting brand awareness and driving sales.

Sales Management

- Sales Team
- Workshops
- Training & Development
- Customer Service
- Lectures

SMS Marketing Campaigns

SMS marketing is one of the most powerful digital marketing tools, enabling direct communication with customers. This enhances their sense of importance and significantly contributes to the success of advertising campaigns.

Telemarketing

- ① Telemarketing campaigns are a cost-effective and efficient way to reach the target audience.
- ② Facilitates registration, bookings, and surveys to enhance customer interaction.
- ③ Implements customer retention programs and order management systems to introduce products and services effectively.





Visual & Audio Production



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www.mytools.sa



What Sets Us Apart

We produce our artistic works using the latest technologies and advancements in the world of visual and audio production.

Our Goals

- Attract and train talented media professionals.
- Innovate new media products and services.
- Develop media production services to meet modern demands.
- Build partnerships with media content creators, both companies and individuals.
- Enhance customer trust by delivering a unique and outstanding user experience.
- Invest in the creation and development of high-quality content.



Our Services

We specialize in producing TV programs, documentaries, short films, photography, video advertisements, TV reports, scriptwriting, event and festival coverage, graphics, and professional video editing.



Video Production



We incorporate a cinematic approach in most of our work while also providing live TV broadcasting services.



Editing & Color Correction Unit



We enhance visuals and seamlessly integrate footage using advanced software and modern editing techniques for a professional final product.



Sound Design



We compose and integrate custom sound effects into productions, creating an immersive and captivating experience.



Creative Writing



We craft engaging and strategic scripts for your visual and audio productions, ensuring they align with your objectives.



Audio Engineering



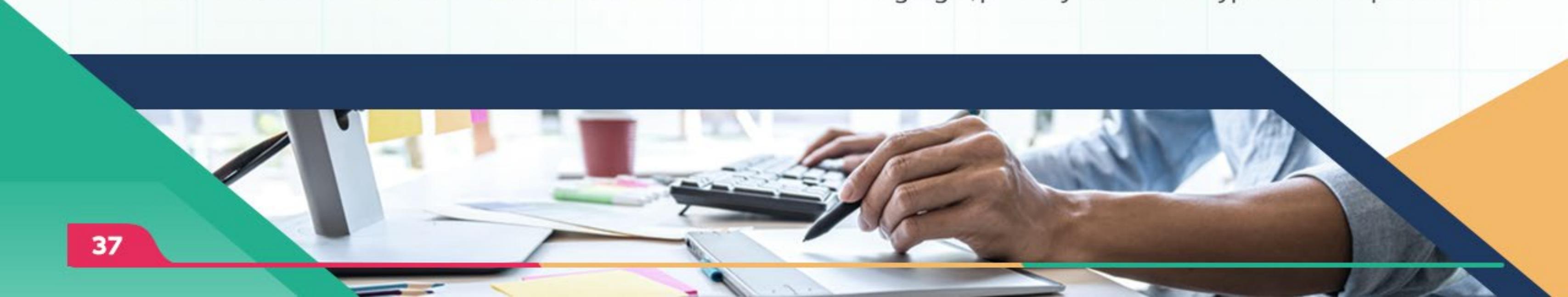
We produce high-quality sound recordings that meet professional broadcasting standards, infused with creative touches.



Voice-over Services



We provide a variety of captivating voice talents in multiple languages, perfectly suited for all types of media productions.





Our Services



Graphics & Motion Graphics

We design, color, and animate all types of graphics, seamlessly integrating them into productions with professional precision.



Technical Consultation

We offer expert consultations in technical and artistic aspects, restructuring visual identity, and enhancing audiovisual content for organizations.



Photography Services

We specialize in professional photography, including product photography, food styling, portraits, event coverage, and more.



Cinematic Films

We produce all types of cinematic films, ensuring every aspect of production meets the highest industry standards.



Visual Content Development

We emphasize the importance of information and selecting the right format to effectively reach the target audience.



Media Content Production

We provide comprehensive consultation and restructuring services to refine and elevate audiovisual content for businesses and institutions.



Radio Programs

We deliver full-scale production services for radio programs and podcasts with a professional touch.



Television Programs

We offer full-scale production services for TV programs with a professional approach and specialized production management.

Our Services



Event Documentation

نجهز لك اعلانات ما قبل واثناء الفعاليات وتوثيقها بالكامل مع توفير خدمات البث المباشر على اليوتيوب.



Commercial Advertisements

نبرز أفضل ما في منتجاتك او خدماتك بشكل يتناسب مع هويتك لزيادة فرص مبيعاتك.



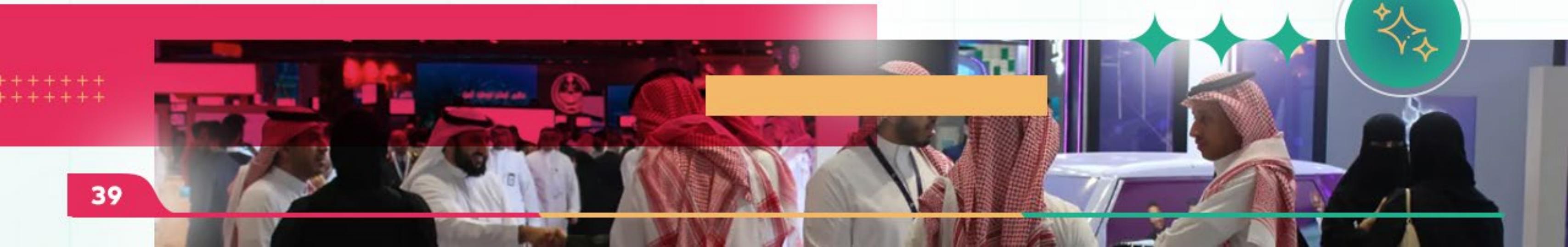
Documentary Films

نقدم لك كامل الخدمات الانتاجية لإيصال قصة فيلمك من خلال الافلام أو البرامج الوثائقية.



Execution & Production Services

- Training, directing, and choreographing action and battle scenes- both historical and modern.
- Voice-over recording and dubbing services.
- TV and film translation services.
- Securing and preparing indoor and outdoor filming locations.
- Planning and executing marketing and promotional campaigns.
- Producing promotional and commercial films and advertisements.
- Creating and reviewing news reports with linguistic accuracy.
- Developing and executing creative concepts.
- Providing all specialized lighting equipment.
- Sketch drawing and execution.
- Professional makeup and beauty services.
- Specialized interior set design.





Our Work



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BEAUTY TIME

SALON FOR MEN AND WOMEN









مصنع تصميم الصخور للرخام والحجر

Rock Design Factory For Marble & Stone



Caffeol















Exhibition Booths

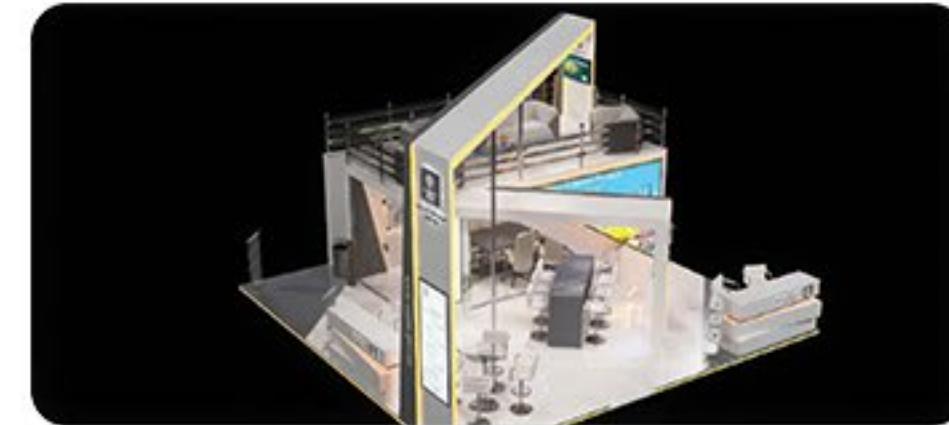








الهيئة العامة للاستثمار
SAUDI ARABIAN GENERAL INVESTMENT AUTHORITY
SAGIA



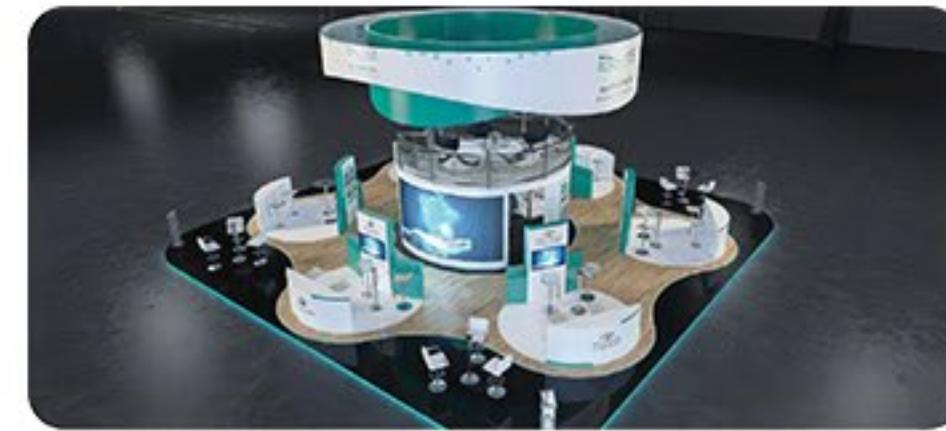
الهيئة السعودية للمدن الصناعية ومناطق التقنية
Saudi Industrial Property Authority

الرقمية
العكاظ
Obékan
Digital Library





وزارة التعليم
Ministry of Education



وزارة الصحة
Ministry of Health

الشركة السعودية للكهرباء
Saudi Electricity Company
نعمل باتقان من أجلكم



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the section you want to go to, and you will be
automatically redirected to it





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mytoolsteams

