نسعى

ns3a.com

Localized & automated platform assisting recruiters in finding and managing the right talents using integrated personality assessments, artificial intelligence, and automation.

Investment Deck - March 2021

Disclaimer

The material in this presentation has been prepared by Ns3a based on management guidance, input and market data available to us and we do not bear any responsibility for the accuracy of qualitative and quantitative information within the presentation. This information is given in summary form and does not purport to be complete. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities within Ns3a and does not take into account your particular investment objectives, financial situation or needs. This is not meant to be used for solicitation purposes. Companies similar in nature to Ns3a involve high risks, which include (among others) the risk of adverse or unanticipated market, financial, competition from new digital platforms, execution risk, regulatory risk amongst others. We do not take any responsibility on the accuracy of data contained within this presentation or any historical data both qualitative and quantitative. This presentation may contain forward looking statements including statements regarding our intent, belief or current expectations with respect to the business and operations. Readers are cautioned not to place undue reliance on these forward looking statements as past numbers and performance does not guarantee future performance of the business. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial and legal advice.

The Problem

Recruitment is broken.

The Problem For Career Providers

		Time Consuming	Complexity	Costly	Issues
1	Post a Job Opening				Most SMEs have difficulty structuring job descriptions, and Ns3a focuses on automation and templates to assist all SMEs in this process
2	Review Applicants				Reviewing CVs does not replace reviewing individuals prior to filtration, and Ns3a uses personality assessments + CVs to make your reviewal process seamless and efficient
3	Filter Applicants				From thousands of applicants, the filtration process is a nightmare for most recruiters and could be more efficient using assessments and technology
4	Prescreen & Shortlist				Pre-screening interviews is one of the most time consuming tasks in the recruitment cycle and could be replaced using technology and vacancy assistance
5	Interview Candidates				Most SMEs have difficulty asking the right questions in job interviews, resulting in invalid or incomplete information to make the right hiring decision
6	Assessments & psychometric tests				No localized tools that allow you to assess personality before interviewing and this leads to many inefficiencies & bias, and waste of time interviewing non fit candidates
7	Offer & Onboarding				Concluding and approving an offer is time consuming and inefficient, secondly, most SMEs don't have a complete onboarding experience

1 Time & cost for filtering candidates

2 Cost of mis-hiring

3 Time & cost for HR approvals and recruitment cycle

4 Difficulty reaching the right talents

5 Cost of assessments

4

The Problem For Career Seekers

	Time Consuming	Complexity	Costly	Issues
1 Having a Presence Beyond a CV	◔	◑	○	CVs show education and experience but don't show skills, personality, values, ambition, and potential
2 Searching & Filtering for a Job	◔	◔	◑	Searching through thousands of companies with similar and differentiated roles can be highly time consuming
3 Identifying the Most Suitable Job	●	◔	◑	Career and job dissatisfaction is due to a wrong company-culture fit or to a mismatch between career values and job values
4 Career Branding	●	◔	◑	Through the lack of personal branding, most seekers are reactive to opportunities rather than proactive
5 Career Guidance & Self-Assessments	◑	○	○	Most seekers go by their careers without proper guidance or self-awareness on strengths and weaknesses and how to leverage that to a successful and happy career

1 Lack of career development

2 Lack of job opportunities

3 Difficulty reaching the right opportunities

4 Lack of personal branding

5 CV highlights experiences but not personalities
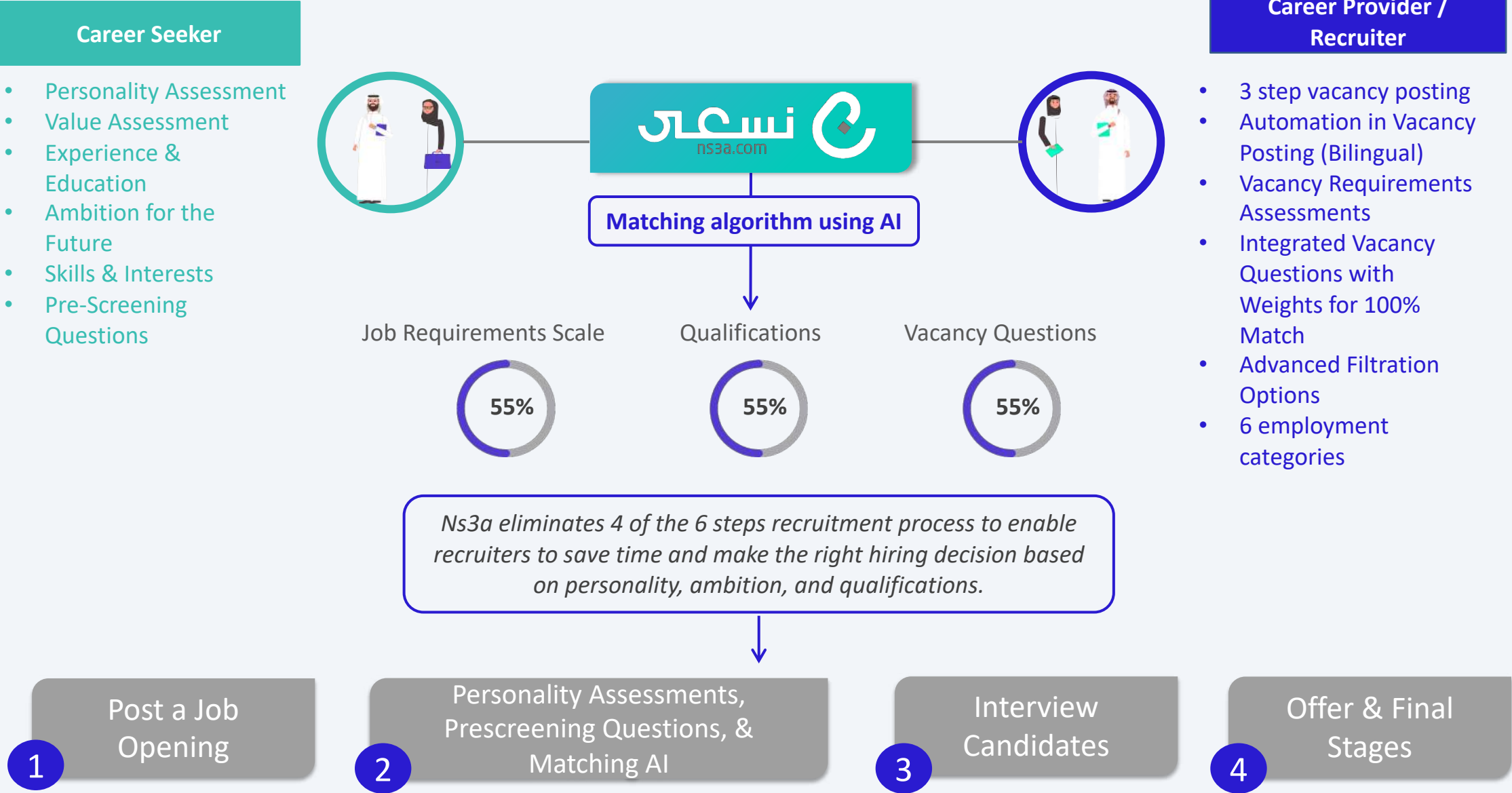
The Solution

Simplified Career Seekers and Career Providers Portals

Ns3a Career Branding + Ns3a Recruitment + Ns3a Candidate Management System

The Solution – A Holistic View to Ns3a's Product Structure

	Ns3a.com		
	Career Provider / Recruiter		**Career Seeker**
Product Overview	**Ns3a Recruitment Platform** *Hire fast and hire right*	**Ns3a Candidate Management System** *Your automated recruitment cycle*	**Ns3a Career Branding** *Lead your career with an upper hand*
Product Objective	Reaching the right talent and managing the talent pool	Automated offers and onboarding	Sharing opportunities
Business Model	• Subscription • Fixed fees per vacancy post & contacts	• Subscription • Fixed fee per team member	• Freemium • Subscription with add-ons
Current Product Features	• **AI empowered** recruitment platform • **Integrated personality tests** matched with a vacancy requirements assessment in an algorithm to reach the right candidate efficiently • **Integrated pre-screening and interview questions** (multiple choice, essay, yes/no questions) • Advanced **sourcing filters** • **Auto-fill in Arabic/Engl**ish job descriptions + skills required based on title • **Reference letters** and reference letter request • Optional **video CVs** for speaking assessment	• **Internal HR approvals** through out the cycle • Full **HR analytics** and data • Automated **bulk offers** • Seamless management of the recruitment cycle • Detailed **activity log** of your HR team • Automated **onboarding kits** • Customized **email templates** for the Offer & Onboarding stage **Advanced AI filters and qualification filters** • **Automation of job offers** and offer acceptance/counter/rejection	• **Personal branding** for seekers who want to have a presence beyond a CV • Career websites with **unique links** • **Personality assessment** • Career values assessment • Seeker **account analytics** • Reference letters • **Video CVs** • Automated CV guidance form with free download • A higher reach to career opportunities • **Advanced filters** in career search
Upcoming Product Features	• Customized company profiles • Competency assessments and psychometrics as add-on	• Automated onboarding kits and data collection • Talent pools for high-potential candidates	• Personal branding page with premium subscription for detailed analytics

Product 1 – The Recruitment Platform

Career Seeker

- Personality Assessment
- Value Assessment
- Experience & Education
- Ambition for the Future
- Skills & Interests
- Pre-Screening Questions

نسعى
ns3a.com

Matching algorithm using AI

Career Provider / Recruiter

- 3 step vacancy posting
- Automation in Vacancy Posting (Bilingual)
- Vacancy Requirements Assessments
- Integrated Vacancy Questions with Weights for 100% Match
- Advanced Filtration Options
- 6 employment categories

Job Requirements Scale

55%

Qualifications

55%

Vacancy Questions

55%

Ns3a eliminates 4 of the 6 steps recruitment process to enable recruiters to save time and make the right hiring decision based on personality, ambition, and qualifications.

1 Post a Job Opening

2 Personality Assessments, Prescreening Questions, & Matching AI

3 Interview Candidates

4 Offer & Final Stages

8

Product 1 – The Recruitment Platform

CVs don't provide a look into personality, skills, behavior, or ambition – Ns3a is here to fix that.

1 Your Company Jobs Profile & Unique Link

2 Automated Fill for Efficient Vacancy Posting

The Recruitment Platform

- **Mission**: to eliminate manual steps in the recruitment process through advanced technology and human behavioral analytics.
- **Core Features:**
- Invite team members with specific user access
- Vacancy, candidates, and Company analytics
- Quick 3- step vacancy posting process
- Multiple openings per one vacancy
- Advanced filters
- Candidate personality match with vacancy requirements
- Integrated pre-screening questions for speedier filtration (multiple-choice, yes/no questions, essay questions) with weights to be added to the algorithm
- Recommendation letters
- 6 types of employment

Product 1 – The Recruitment Platform

CVs don't provide a look into personality, skills, behavior, or ambition – Ns3a is here to fix that.

(3) Vacancy Requirements Assessment (Job Scale)

(4) Integrated Pre-Screening Questions with Weights

The Recruitment Platform

- **Mission**: to eliminate manual steps in the recruitment process through advanced technology and human behavioral analytics.
- **Core Features:**
- Vacancy requirements scale assesses personality traits required for the vacancy's optimal performance
- Full database access and candidate profiles
- **Upcoming Features:**
- Customized company profiles with ability to add company videos, profiles, achievements, employee stories, company office images, etc)
- Psychometrics, competency assessments, and EQ assessments as licensed Ns3a partners as an add-on
- Private vacancies for Ns3a's top recommendations

Product 2 – The Candidate Management System

① Your Full Recruitment Cycle
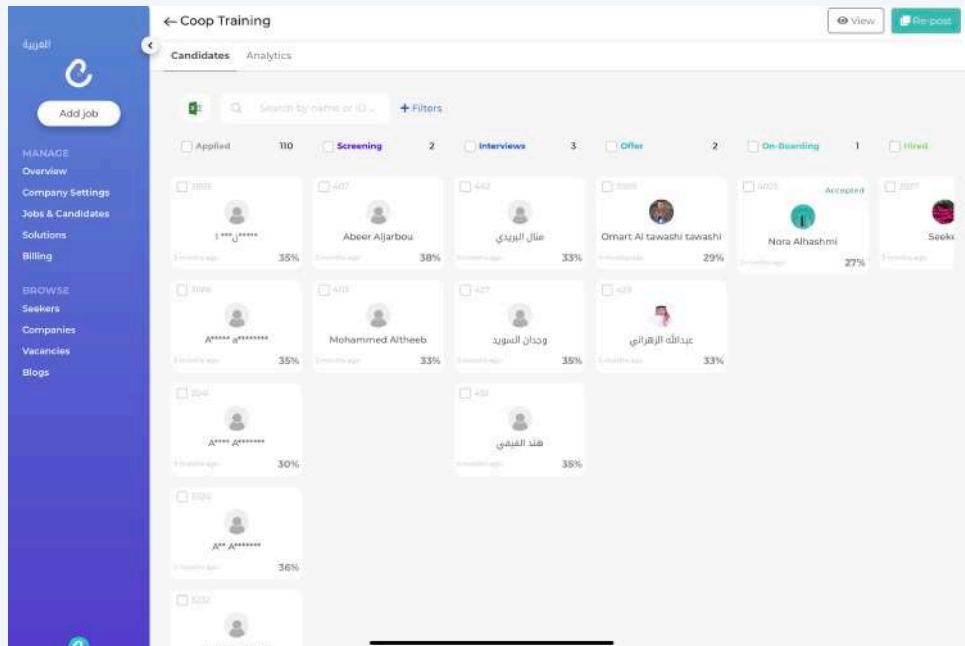
② Your HR Analytics Dashboard
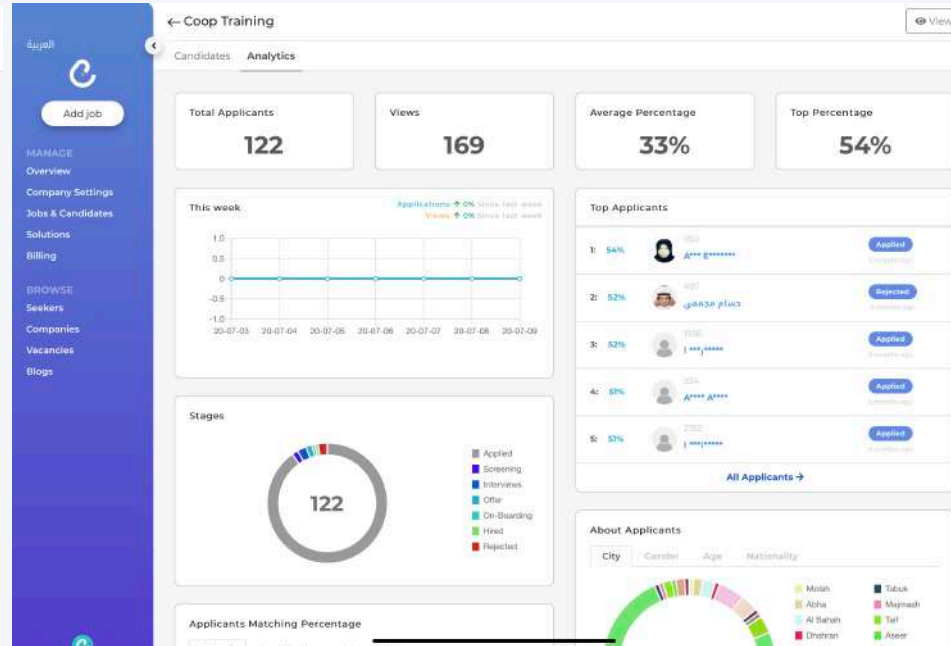
Candidate Management System

- **Mission:** to automate the recruitment cycle and remove manual processes for optimized productivity for every HR team
- **Core Features:**
- Internal HR approvals throughout the recruitment cycle on the software
- HR analytics to track progress
- Automated bulk offers sent to multiple selected candidates
- Advanced filters for HR team progress analytics (top match candidates, nationality, city, gender for gender diversification, age, qualifications, languages, skills, top personality match)
- Simplified analytics on total candidates per each stage in the recruitment cycle

Product 2 – The Candidate Management System

③ Your HR Roles & Team Members

④ Your Customized Offer & Onboarding Templates

Candidate Management System

- **Mission:** to automate the recruitment cycle and remove manual processes for optimized productivity for every HR team
- **Core Features:**
- Detailed activity log for team alignment and coordination
- Automated and customized email templates for the Offer & Onboarding stage according to company guidelines and policies upon updating candidate status
- **Upcoming Features:**
- Automated onboarding data collection and checklist sent to approved candidates
- Saved talent pools on the platform to ensure tracking of all high-potential applicants
- Add-on: psychometrics, competency assessments, EQ, etc from Ns3a Partners

12

Product 3 – Career Branding Instead of fitting job descriptions to people, Ns3a fits people to job requirements.

1 Your Dynamic Career Profile

Ns3a's Career Development

- **Mission:** enabling career seekers to lead their careers with an upper hand and achieve their career goals
- **Core Features:**
- Personality match with vacancies applied to via Ns3a's Personality Scale
- Video CVs to assess speaking, presentation, etc
- Reference letters
- Gamification of career progress and career profile progress
- Ambition statement for future keywork analysis

Product 3 – Career Branding Instead of fitting job descriptions to people, Ns3a fits people to job requirements.

2 Your Personality and Career Values Assessment

Values Assessment

The values assessment can help you learn more about your underlying work needs and motivations, and can help you decide what is important to you in a job. To take the test, follow the instructions:

On my ideal job it is important that ...

I make use of my abilities	The job would provide for steady employment	The pay would compare well for my level of education	I would never be pressured to go against my morals	The job would provide an opportunity for advancement
The job would have good working conditions	I could do something different every day	I could try my own ideas	The work could give me a feeling of accomplishment	I could do things for other people
My co-workings could be easy to get along with	I would receive recognition for the work I do	Others perceive my job as one of status and authority	I could plan my work with little supervision	I would be treated fairly by the company
I would have The freedom to work alone	I could be busy all the time	I have supervisors who provide good management	I have supervisors who train their employees well	I could make decisions on my own

Most Important   **Least Important**

Ns3a's Career Development
- **Mission:** enabling career seekers to lead their careers with an upper hand and achieve their career goals
- **Core Features:**
- Career Values assessment and benchmark comparisons to job positions
- **Upcoming Features:**
- Further development of Ns3a's personality assessments through licensed third-party partners
- Add-on competency and skill verification assessments for higher personal branding

14

Product 3 – Career Branding Instead of fitting job descriptions to people, Ns3a fits people to job requirements.

(2) Advanced Filters in Career Search with All Employment Types

Ns3a's Career Development

- **Mission:** enabling career seekers to lead their careers with an upper hand and achieve their career goals
- **Core Features:**
- Career search with advanced filters on vacancy level
- Company search and company size filter
- 7 types of employment type opportunities
- **Upcoming Features:**
- Additional information on company's before applying
- Sign up via Linkedin

15

How Do We Do It?

Psychometrics + automation + data matching + artificial intelligence

Our Algorithms Are Designed to Match The Right Seeker And Provider
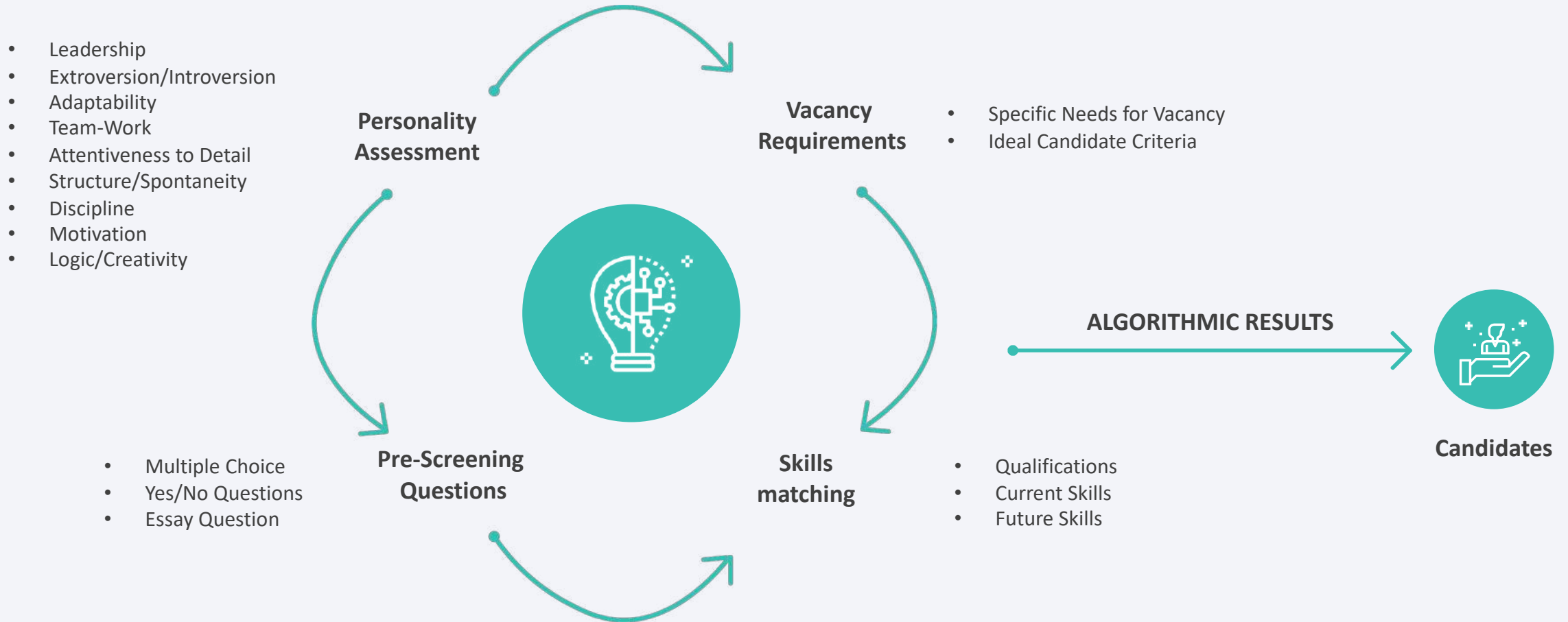
- Leadership
- Extroversion/Introversion
- Adaptability
- Team-Work
- Attentiveness to Detail
- Structure/Spontaneity
- Discipline
- Motivation
- Logic/Creativity

Personality Assessment

Vacancy Requirements

- Specific Needs for Vacancy
- Ideal Candidate Criteria

ALGORITHMIC RESULTS

Candidates

- Multiple Choice
- Yes/No Questions
- Essay Question

Pre-Screening Questions

Skills matching

- Qualifications
- Current Skills
- Future Skills

17

The Market

A market worth conquering.

Overview of Market Size

Market Size		Career Providers Only within the SME Segment

SOM
$200 million
HR Tech Market in KSA

$40 billion
Online Recruitment Market

$1.21 billion
Applicant Tracking System Market

$4 billion
Talent Assessment Market

$16 billion
Human Resource Management Market

TAM
$400 billion
Global HR Tech 2019
(*Deloitte*)

95% of The Private Sector in Saudi Arabia

Micro Businesses (Establishments)

973,800 (2018)

- 10% increase annually
- LTV 1-2 years

Small Businesses

153,000 total

- 4% increase annually
- LTV 1-2 years

Medium Businesses

153,000 total

- 4% increase annually
- LTV 3-5 years

https://joshbersin.com/2015/01/spending-on-human-resources-is-up-and-why-it-really-matters-this-year/
https://www.adroitmarketresearch.com/industry-reports/online-recruitment-market
https://rocket-hire.com/site/wp-content/uploads/2018/02/Rocket-Hire-Talent-Assessment-Market-Overview-2014-2015.pdf
https://recruiterbox.com/blog/first-in-hr-know-your-numbers-in-hiring

Target Segment

One-sized solutions no longer exist – customization is key

We Cater To All Kinds of Jobs

Type Of Vacancies	Target Segment for Career Seekers	Target Segment for Career Providers
■ Full Time	■ Entry-Level Employees	■ SMEs
■ Part Time	■ Mid-Level Employees	■ Enterprises
■ Project Based	■ Specific/specialized Skillset	■ Government entities
■ Temporary	■ Individuals Aiming to Switch Careers	■ Startups
■ Coop	■ Fresh Graduates	
■ Telework		

Ns3a is focused on the primary jobs of a knowledge-based economy & skill-based employment from entry-level, mid-level, white and blue-collar jobs.

Timing and Competitor Landscape

Why now, and not 2 years ago or 2 years later?

Why is this the Right Time For Ns3a?

Ns3a's market focus: Saudi Arabia primarily, the GCC secondarily, and then the MENA region.

85m

In the next decade, 85 million jobs will be needed in MENA

10Y=1:4-6

With the GCC's 'replacement ratio' of 4–6 new job market entrants for every one person leaving the workforce.

90% Job Growth is required

346K
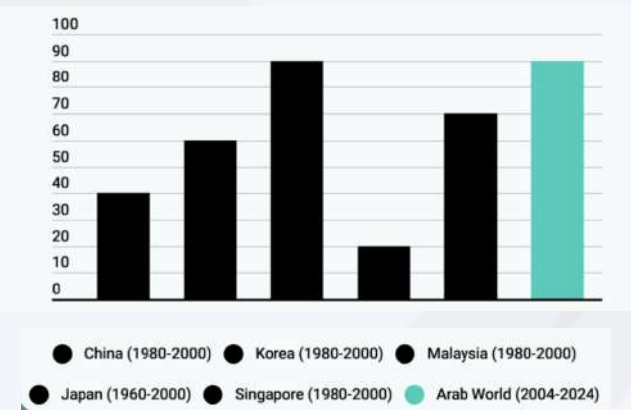
By 2020, Saudi Arabia's private sector needs to provide 346,000 jobs.

70%

of the Saudi population is below the age of 30.

We will need an additional 4 -6 new jobs for every one person leaving the work force, and given Saudis Arabia's pyramid age demographics – if we think we have it bad within the recruitment landscape now, what's upcoming only shows further need for a player like Ns3a to disrupt and take to the new age the recruitment landscape!

23

Competitive Analysis - *How Ns3a is Different*

	bayt	MONSTER	LinkedIn	indeed	sabbar صبّار	نسعى ns3a.com
Integrated Personality Assessments	✗	✗	✗	✗	✗	✓
Personal Values Assessment	✗	✗	✗	✗	✗	✓
Pre-Screening Questions	✓	✓	✓	✓	✗	✓
Recruitment Platform	✓	✓	✓	✓	✓	✓
AI Matching Platform	✗	✗	✗	✗	✗	✓
Localization for GCC	✓	✗	✗	✗	✓	✓
Automation of Vacancy Posting	✗	✗	✓	✗	✗	✓
Candidate Management System with Roles	✓	✗	✓	✗	✓	✓
References	✗	✗	✓	✗	✗	✓
Personal Branding	✗	✗	✓	✗	✗	✓

No competitors available solving for real local recruitment pain points through Arabic language screening, integrated personality testing and matching this with the workspace culture, prescreening questions, branded platforms, filtration needed to search for talent locally, and a fully integrated end to end solution to go through the entire steps from posting a job till send through the offer in an automated manner

Our Traction and Progress

Numbers speak louder than words.

Reaching and Speaking to our End-Customers (2019-2020)

Participated in 4 career fairs
PNU, KFUPM, Glowork, KSU

Conducted 3 workshops in HR
Alyamamah University, Glowork Fair

Paid ads & influence marketing
Snapchat, Twitter, Instagram

Results
May 2019 – Feb 2021

Users	New Users	Sessions
141,727	139,541	213,934
Pageviews	Pages / Session	Avg. Session Duration
982,214	4.59	00:04:33
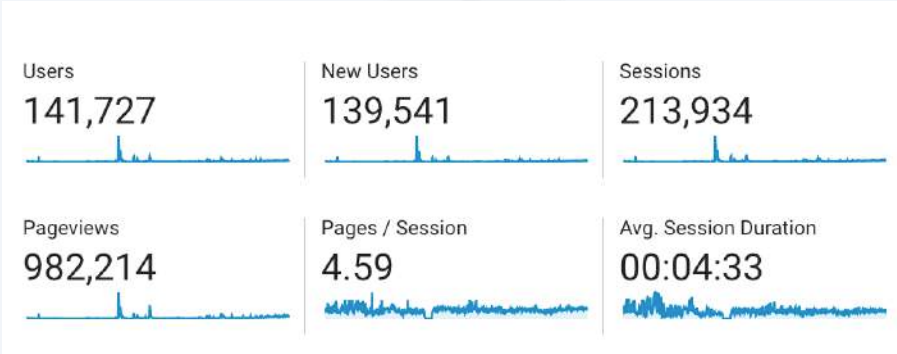
Retention Rate
20%

Registered Users
26,700

Conversion Rate
20%

Lead Clients
700+

Our Traction So Far Post Beta Testing - *Ns3a is Ready To Scale*
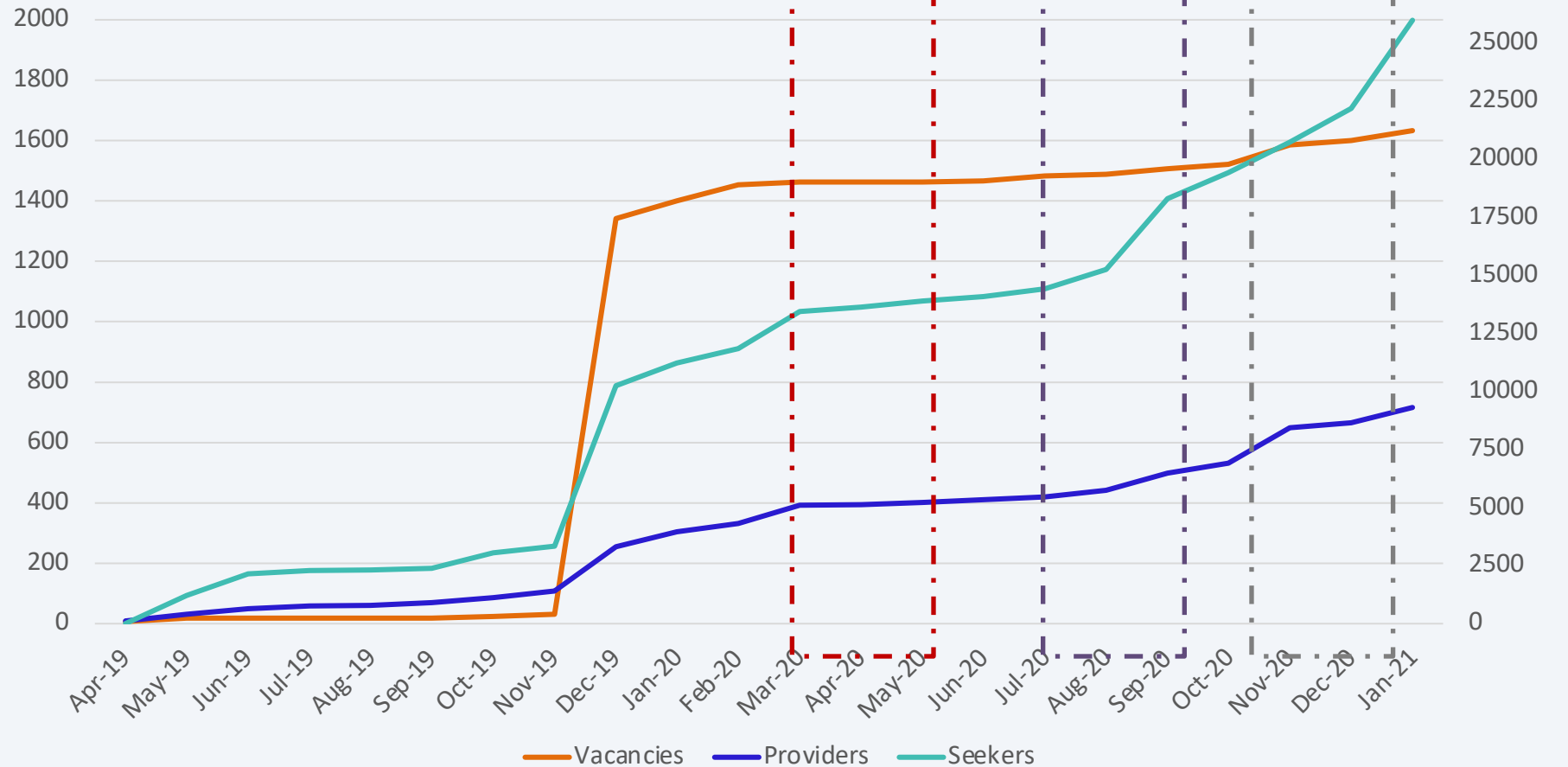

Vacancies & Providers / **Seekers**

Chart legend: Vacancies, Providers, Seekers
X-axis: Apr-19, May-19, Jun-19, Jul-19, Aug-19, Sep-19, Oct-19, Nov-19, Dec-19, Jan-20, Feb-20, Mar-20, Apr-20, May-20, Jun-20, Jul-20, Aug-20, Sep-20, Oct-20, Nov-20, Dec-20, Jan-21

Post MVP launch – testing and go-to-market strategy experimentations with less than a 6,000 SAR marketing budget

COVID 19 pickup in cases, restrictions and lockdown impacted all corporates SMEs and led to a freeze in hiring over – Ns3a put all marketing activities on hold in order to reassess the new market norms and adjust accordingly

Post-COVID 19: Ns3a messaging pivot was decided with market feedback gathered. Core changes applied:
- *Product segmentation from 1 platform to 3 products to address Ns3a's messaging*
- *New pricing structure*
- *Teleworking promotions*
- *Career branding product*

37% MoM and 8,000% cumulative growth *Exc. 1st month*

20% MoM and 1,225% cumulative growth *Exc. 1st month*

19% MoM and 1,060% cumulative growth *Exc. 1st month*

27

The Business Model

How do we make money?

SAAS & Hybrid Commercialization Models – *Affordable and Scalable*

Recruitment Platform

1 **Fixed fees**
Per vacancy post and candidate contact

2 **Premium Job Listings**
Promoted posts for bigger reach

3 **Subscription for Bulk Recruitment**
Unlimited posts and unlimited candidate contacts

4 **Outsourced HR Manager**
Monthly subscription for an outsourced HR manager for SMEs

Candidate Management System (CMS)

1 **Subscription**
Packages based on number of HR team members

2 **Advanced Psychometrics**
Fixed fee according to psychometric or competency assessment type through Ns3a's partners

Career Branding

1 **Freemium**
Free use of Ns3a's recruitment platform for seekers

2 **Premium Career Pages**
Monthly subscription for premium career pages for seekers

The Full Access Package
Subscription to all of Ns3a's technologies (recruitment platform + CMS)

The Team

With over 30+ years in business, tech, and HR experience, Ns3a's team is here to leave a legacy.

Team Overview – 11 Team Members & Counting

CEO in Training (2 months)
Areej Alomri

Founder & Chairwoman
Adwa Aldakheel

Cofounder & CTO
Nora Alhashmi

Muhannad Mushtaha
IT Team Leader

Rama Alhejji
Marketing Manager

IT Team
7 Developers in-house

Advisory Board & Investors

Advisory

Hassan Ikram

فلك

derayah

Morgan Stanley

Angel Investor
Kaswara Alkhatib
Founder of Full-Stop & U-Turn

U T U R N

Angel Investor
Bander Elajou
Founder of Taqat Solar Energy Solutions

العجو
El-Ajou

طاقات
TAQAT

WELCOME TO THE NEW AGE OF RECRUITMENT

Areej Alomri
areej@ns3a.com
Adwa Aldakheel
adwa@ns3a.com