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CELEBRATE THE 93rd SAUDI NATIONAL DAY



Congratulations to Northwest BUS Company on celebrating the 93rd Saudi National Day. It's truly a momentous occasion to acknowledge and appreciate the rich heritage and remarkable progress of Saudi Arabia. We extend our gratitude to each and every employee who has contributed to the success of the company. Their hard work and dedication are greatly appreciated.

COMPANY TRIP AND CELEBRATION



We are delighted to announce that all employees of Northwest BUS Company will be participated in a company trip to Shumaisy on Monday, October 9, 2023. This event holds immense significance for our organization. The purpose of this trip is to unite as a team and celebrate a major milestone in our journey. We will be hosting a small celebration in the presence of our esteemed CEO to commemorate the successful completion of all preparations for our upcoming operations on October 15, as originally planned. This achievement underlines our readiness to embark on the next phase of our journey.

We strongly encourage all employees to attend this event. It provides us with an opportunity to celebrate our accomplishments as a team and further strengthen the bonds within our organization.



NORTHWEST BUS COMPANY LAUNCH 15th OCTOBER



On October 15th, we are excited to announce the official launch of the Northwest BUS Company, a new transportation service dedicated to connecting all our cities. Our first day of operations at the station marks the beginning of a journey designed to serve our community. We are committed to providing reliable and convenient bus services, ensuring seamless travel experiences for all our passengers. As we kickstart our operations, we look forward to continued trips and expanding our services to serve you better.

SHOOTING PHOTO & VIDEO:



Our team took charge of supervising photographers at the Sulaymaniyah and Al-Shumaisi train stations, leading the creation of captivating visual content for Northwest BUS Company. This project involved producing a promotional video showcasing our services, a professional photoshoot highlighting our fleet of buses, and the development of an engaging advertising video tailored for distribution across all major social media platforms. Our mission was to create visually compelling content that effectively promotes Northwest BUS Company and resonates with our target audience.



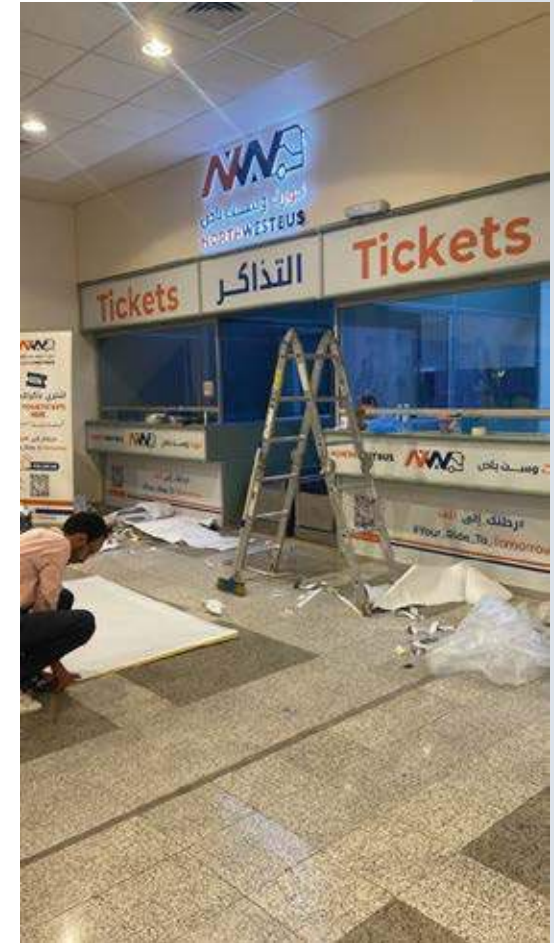
LAUNCH WEBSITE

We're thrilled to announce that the Northwest BUS Company website is now live in three languages: English, Arabic, and Urdu. In addition, all bus photos have been successfully updated on the website. This milestone represents our commitment to providing information and services to a wider audience, catering to speakers of English, Arabic, and Urdu. Thank you for visiting our website and exploring our services.



PREPARED DESIGNS:

We prepared the designs Sticker for the pre-launch of the Northwest BUS Company at the stations in Jeddah, Riyadh, and Almadinah Almunwarh. The designs include wall graphics, roll-up banners, and office layouts. We have ensured that the designs align with the company's brand image and effectively communicate its message.



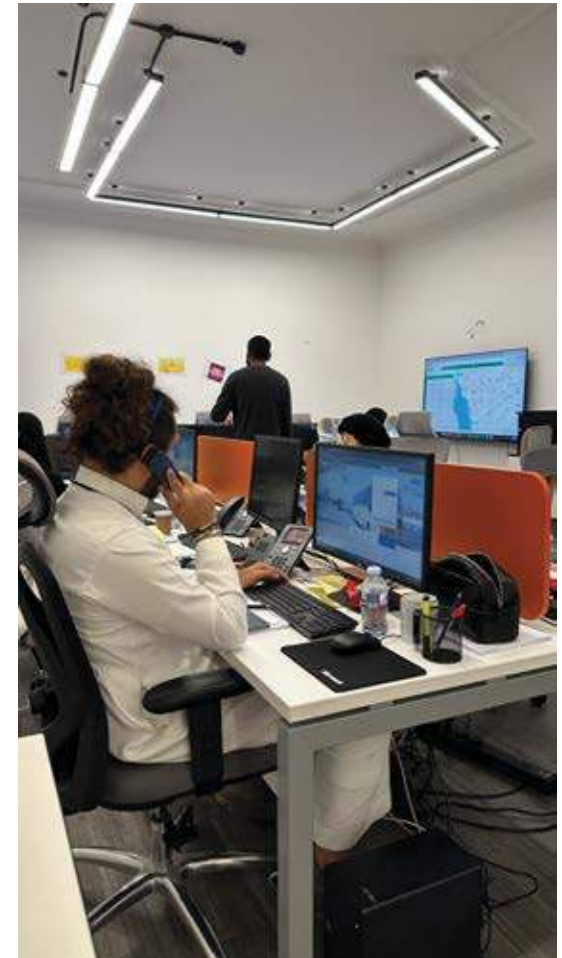
MEETING PREPARATIONS ON 9th OCTOBER

In anticipation of the meeting held on October 9th, led by the CEO Mr. Carl Yeaman of Northwest BUS Company, we diligently organized all necessary materials, including Promotional tables with our branding. Furthermore, we ensured a welcoming atmosphere for our employees by providing hospitality and snacks.



COMMERCIAL DEPARTMENT

This month marked the successful onboarding of several new agencies and points of sales from different cities, ensuring that our intercity bus services are now more accessible to people from all corners of the Northwest BUS region. But that's not all! We've kick-started our company's Call Center section, aiming to provide immediate assistance and enhance our passenger's experience. Moreover, our dedicated customer care team has undergone comprehensive training on the new booking system, ensuring swift, efficient, and error-free bookings for all our travelers. Our Commercial Department's recent accomplishments reflect Northwest BUS continuous commitment to excellence and service improvement.



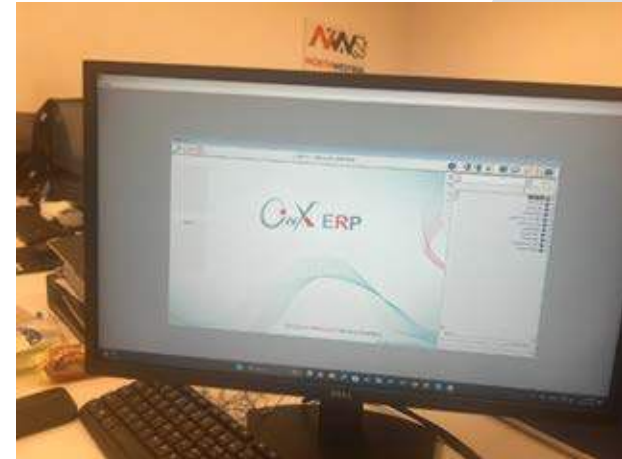
OUR IT TEAM

has achieved significant milestones across multiple pivotal in-house projects. The Android POS terminal machine project is progressing on schedule, with the development phase nearing completion and a shift towards rigorous testing and fine-tuning for seamless integration. Despite minor compatibility issues, our experts are actively resolving them for a smooth rollout. Additionally, the AVL systems for our bus fleet have successfully completed both hardware installation and software integration, paving the way for a more efficient and effective bus tracking system, promising enhanced route planning and elevated customer service. Introducing our state-of-the-art LED Bus Display Boards, designed to provide clear visual information for passengers from the front, side, and rear of the bus. These boards feature high-quality LCD or TFT displays, ensuring optimal route visualization. The IT Service Desk application has seen a seamless transition with overwhelmingly positive initial feedback. We remain committed to refining the system based on user insights and have training sessions planned to maximize its potential. The ticketing website project is in its final stages, with user acceptance testing scheduled for month-end. Our steadfast commitment to providing top-tier support continues, addressing technical concerns, conducting comprehensive training sessions, and ensuring seamless system operations. Positive feedback highlights our team's effectiveness and responsiveness, reaffirming our dedication to exceptional support. In summary, this month has been marked by notable achievements, positioning our IT department to deliver even greater value in the upcoming weeks.



FINANCE DEPARTMENT

As a finance team, we remain focused on achieving our objective of establishing ourselves as a key player in our company. Our accomplishments include the allocation of essential financial resources to facilitate the execution of strategic corporate projects. Furthermore, we have adeptly managed our cash flow to maintain an adequate level of liquidity, ensuring the timely fulfillment of our financial obligations. This has provided us with the capability to efficiently administer and schedule debt repayments, thereby alleviating the company's debt burden. These efforts culminate in the preparation and accurate, timely submission of financial statements and tax returns, all of which are in strict adherence to financial laws and regulations.





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