



BUSINESS & STRATEGY | HUMAN CAPITAL | TECHNOLOGY

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*In Partnership with*



## Philosophy

*Facilitating business success through strategic support by maximizing resources, deploying technological solutions, leveraging human capital, and enabling business process re-engineering*

# What We seek to Do



At AB Consulting, our mission is to assist businesses in unlocking their full potential through effective utilization of technology and strategic planning. We strive to provide tailored solutions that drive innovation, enhance operational efficiency, and fuel long-term success.

As the trusted partner and leading advisor for organizations worldwide, we are committed to driving their success and transformation in an increasingly dynamic and interconnected business environment. We envision a future where businesses leverage technology, innovation, and strategic insights to achieve sustainable growth, optimize operational efficiency, and adapt to emerging opportunities. Through our expertise, collaborative approach, and commitment to excellence, we strive to empower our clients to become industry leaders and pioneers in their respective fields.



# Our Business & Strategy Consulting



In today's fast-paced and ever-changing business landscape, companies must think quickly and stay agile, and this requires strategies that work in the real world. We understand this need and help clients create effective strategies that go beyond theoretical knowledge. Our integrated model enables 360° value creation by combining insights from AI and data science, deep industry expertise, and practical operational experience. We leverage this advantage when working with boards, CEOs, and C-suite executives to address their most critical strategic business questions.

This is a time of extraordinary uncertainty. The complexity and compounding nature of disruptions – from macro-economic volatility, geopolitical shifts, and climate change to regulatory changes, cybersecurity threats, and public health emergencies – has flipped the risk management playbook on its head. We drive impact by combining a holistic view of the risk landscape with deep industry and regulatory expertise. By leveraging proprietary solutions, advanced analytics, and proven change management tools, we partner with clients on strategy, implementation and capability building – and everything in between.

Working alongside your team, we identify growth opportunities, develop innovative market entry strategies, and establish sustainable partnerships. Our aim is to unleash your business's true potential and achieve unprecedented success. We go beyond mere risk identification by collaborating closely with your team to develop tailored risk management strategies aligned with your business objectives and risk appetite. We empower your organization to proactively mitigate risks, make informed decisions, and enhance long-term sustainability.



# Our Human Capital Consulting



At AB Consulting, we assist Multinationals and organizations to identify the required manpower needs, engage suitable hires and develop the skills and expertise of engaged staff to match the position. In this regard, our clients are better placed to achieve long-term business objectives and foster employee loyalty. The benefits associated with our people-centric approach to staff engagement include: A well-structured and clear approach towards staff career development and advancement within the organization, Improve business performance and achieve corporate goals and to attract, motivate, empower and retain top talents towards increased productivity and performance.

We also assist in formulating policies that communicate the connection between client's vision and values and its day-to-day activities/ operations. Using such policies and procedures together gives clients employees a well-rounded view of their workplace which allows adequate knowledge of the culture that the organization is striving for, what behavior is expected of them, and how to successfully achieve both.

We also ensure welfare and compensation packages designed for our clients are up to date to keep their staff motivated and attract and retain the right talents in these organizations. Our policies drafting and formation ensures compliance with relevant regulations, and demonstrate professionalism, efficiency and stability that leads to stronger business relationships and a better public reputation.



# Our Technology Consulting



As we understand the challenges organizations face in harnessing technology for sustainable growth, our mission is to empower multinationals to harness the promise of technology and innovation, shaping their visions and executing seamless digital transformation journeys. Through a combination of market intelligence, investigative intelligence, artificial intelligence and artificial general intelligence, we guide organisations in reinventing your business for lasting success.

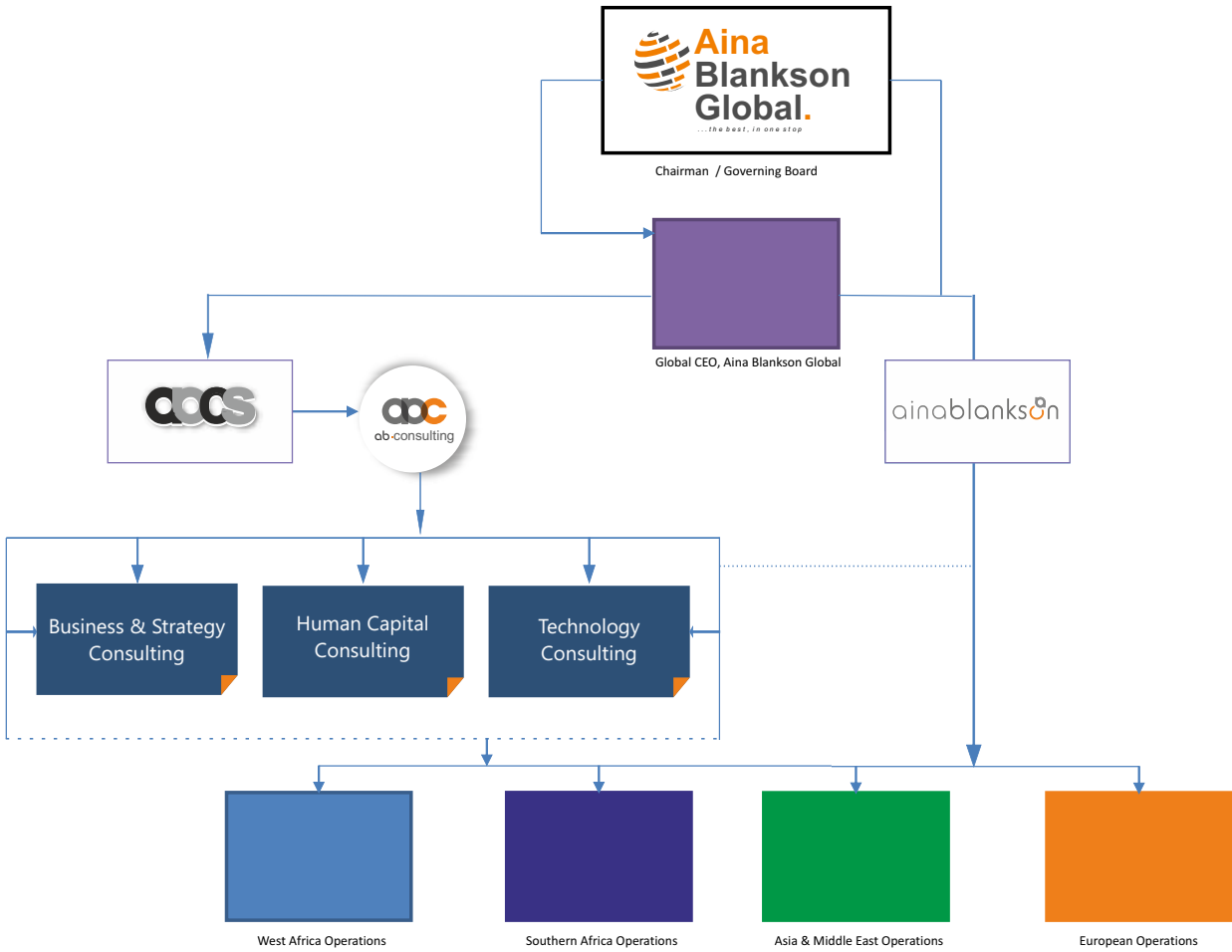
To survive—and thrive—leaders must focus their strategies on two overarching goals: maintaining a competitive advantage and enabling the ability to win in a way that embraces rather than resists change. In this twenty-first century, an adaptive business is typically powered by digital technology, prompting many organizations to pursue digital transformation. However, many transformations fail because it is challenging to drive cross-functional change, plan beyond one technology at a time, and develop a strategy that can withstand as technology evolves and organizations' core assumptions shift.

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# Consulting & Corporate Services

## Organizational Structure





Experience shows that the challenge for most organizations is precisely the simplicity. Developing the foundation for each enterprise and leveraging it into strategy is what separates AB Consulting from the rest of the pack.

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