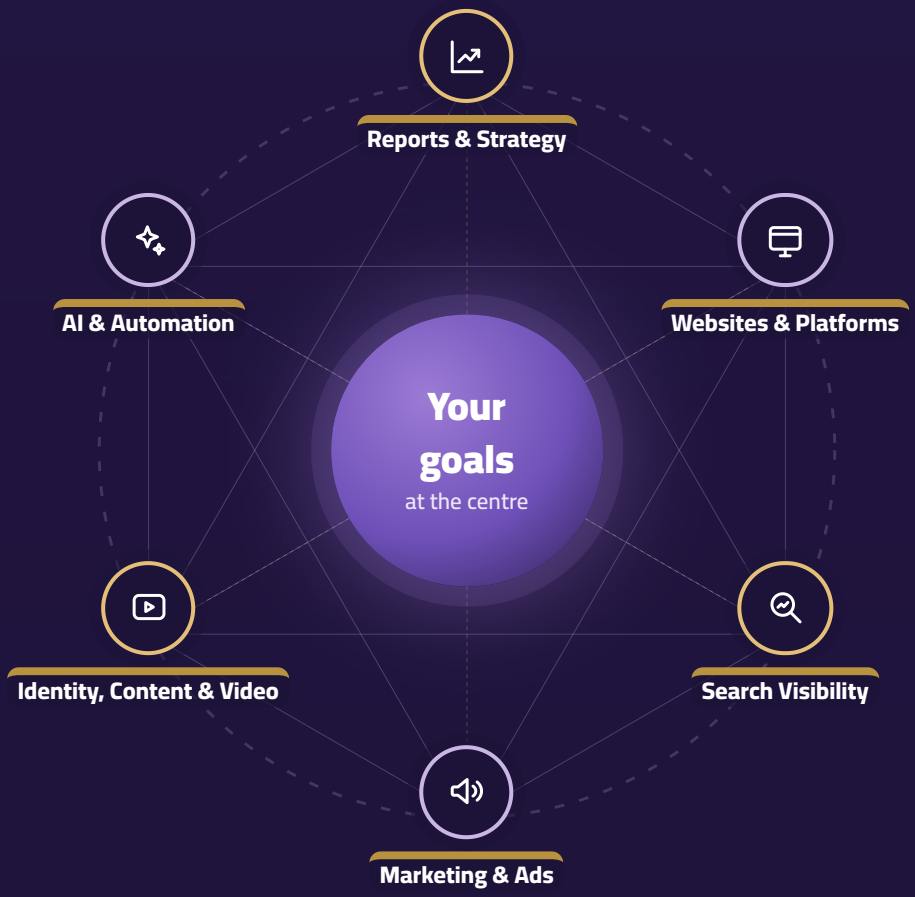
CREATIVE · MARKETING · TECHNOLOGY

From Insight to Digital Impact.

From strategy to automation: six connected disciplines that build your digital presence around your business goals.



Six disciplines, working alone or together, around a single goal

A creative, marketing and technology brand operating under **AMWAJ International Investments**, the parent company and holder of the commercial registration

+968 7717 7314

xposio.com

Tathmeer Building No. 10, Al Maha Street, Bausher, Muscat 131, Sultanate of Oman

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What you will find inside

We start with who we are and what we believe in, then the six disciplines and what we build in each, then our delivered work, and finally how we work and how we can start together.

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How to read the labels in this profile

Delivered · Live
A real project delivered by our team, which you can visit.

Concept
An original concept created by XPOSIO to illustrate our approach in a given sector. It is not a client project and not a live website.

Our platform · Live
Owned and run by our group. Not client work.

In development
Real, still in progress. Never shown as delivered.

Scoped per project
The service is available; its details and deliverables are defined in each project proposal.

WHO WE ARE

One team bringing together insight, creativity and technology

XPOSIO is a creative, marketing and technology brand operating under AMWAJ International Investments, working from Muscat. We help organisations build a clear, practical digital presence: we analyse the current situation first, then design, build, market and automate, and we measure what can be measured so we can improve it.

2019

Our team's work in Oman dates back to 2019.

Parent company and holder of the commercial registration

AMWAJ International Investments

XPOSIO
Creative, marketing and technology

SOCALII
Sister brand

Other affiliated brands
Under the same umbrella

XPOSIO and SOCALII are sister brands under AMWAJ International Investments, alongside other affiliated brands, each with its own specialism and identity.

Six pillars we work by

01
Analyse
We understand the situation, the channels and the opportunities before any decision is made.

02
Create & design
Identity and content that make a brand clearer and more relatable.

03
Build
Websites, platforms and systems that serve your business.

04
Market
Visibility and campaigns that reach the right audience.

05
Automate
Fewer repetitive tasks, more time for what matters.

06
Measure
Clear indicators that guide the next improvement.

One multidisciplinary team works across all six pillars. **Meet the team →**

OUR TEAM

One team, with specialisms that complement each other

The XPOSIO team brings analysis, creativity, technology and marketing under one roof. Your project does not move between separate suppliers; the roles it needs work together around a single goal.

01

Insight

Establishes where the business stands, and what deserves priority.

- **Analysis & strategy**
- **Digital reports**

Output: a written report and priorities

02

Creative

Shapes the message and the look by which the brand is known.

- **Identity & design**
- **Copywriting**
- **Motion & video**

Output: an approved identity, content and messages

03

Build

Delivers websites and systems, and connects the tools to each other.

- **Web & systems development**
- **AI & Automation**

Output: a working website or system, ready to measure

04

Growth

Takes the brand to its audience, and measures what happens.

- **SEO & local visibility**
- **Digital advertising**
- **Social media management**

Output: live campaigns and a reading of their results

How the roles come together in one project

Insight Delivers clear priorities and a clear message

Creative Delivers a consistent identity and content

Build Delivers a website or system ready to be measured

Growth Launches campaigns and gathers data

Then back to insight We read the results and improve the next step

> Not every project goes through every role. We start with what your business needs, and the team grows with the project.

What this means for you

- **One consistent message across design, technology and marketing.**
- **Every role works knowing the goals of the others.**
- **Less coordination between multiple suppliers, more time for the work itself.**

Experience beyond our direct projects

The team also brings previous experience of developing code and delivering it to other companies on a White-label basis, to their specifications and timelines.

White-label experience →

Our vision

> **To be the partner organisations rely on to build their digital future, combining creativity, technology and data to create meaningful experiences and businesses that are more efficient and better able to grow and evolve.**

Our mission

We help organisations understand where they stand, discover their opportunities and turn their ambitions into connected digital solutions.

Analyse & understand → **Create** **Design** **Build** **Market** **Automate** **Measure**

We start with analysis and understanding, then create, design, build, market, automate and measure, to deliver solutions that do more than look good: they serve business goals and create value that can be measured and improved.

Our philosophy

We believe digital success does not come from a single service, but from strategy, creativity, technology and data working together.

That is why we treat every project as an integrated system, one that starts by understanding the real challenges and ends with solutions built to evolve and keep improving.

VALUES

Values we work by, not slogans we hang on the wall

01

Clarity

We explain what we will do and why, in plain language, before we ask you to approve the work.

02

Purposeful creativity

We look for the idea that makes a brand memorable and serves a purpose, not for good looks alone.

03

Integration

We connect strategy, design, technology and marketing in one path, instead of separate pieces of work.

04

Quality & accountability

We commit only to what can genuinely be achieved, and we review every deliverable before handing it over.

05

Continuous improvement

We review what we measure and refine the messages and channels, rather than stopping at launch.

Our promise

Our promise to clients

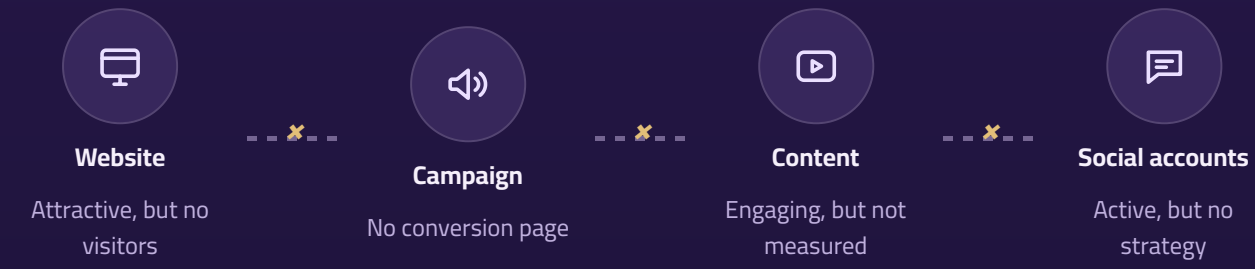
To understand your business before we propose solutions, and to build with you digital assets and experiences that meet your needs today and keep pace with your ambitions tomorrow.

XPOSIO — From Insight to Digital Impact.

WHY XPOSIO

Where digital projects stall, and how we work differently

The common problem: every part works on its own



> **A website alone is not enough, a campaign alone is not enough, and content without measurement goes to waste.**

- The designer does not know the campaign goal, and the developer does not know what will be measured.
- Advertising spend without clear measurement of what works and what does not.

What sets our approach apart

01 We start with a diagnosis

We do not propose a website, a campaign or an identity before we understand your situation, your audience and your market.

02 We connect marketing with technology

A campaign needs a page, and a page needs measurement. We build the whole path, not a single piece.

03 One accountable team, not scattered suppliers

Websites, content, campaigns, AI and systems, in one place and with one message.

04 We know the local market, in Arabic and English

We write in Arabic and English, and we account for customer culture and behaviour in Oman and the Gulf.

05 We start with what you actually need, at the right scale

The starting point may be a report or a single page, then we expand into a complete ecosystem when needed.

06 Clear deliverables before we begin

You know the deliverables, phases and timeline before we start, with no vague promises.

SERVICE ECOSYSTEM

Six disciplines: start with what your business needs

We do not impose a fixed path. Each discipline works on its own and connects with the others when that serves your goal, and measurement ties the whole picture together.



The path changes with the goal

Three illustrative examples of different paths.

Launching an online store

Website → Search → Marketing → Measurement

A brand that needs a clearer presence

Analysis → Identity → Marketing

Faster customer service

AI → Systems → Measurement

> Examples, not fixed packages; the actual path is defined once we understand your situation and goals.

Reports & Strategy

We understand before we propose. Digital Snapshot Report · Growth Blueprint · plus two add-ons: Comparative Digital Report and Competitive Positioning Blueprint

Websites & Platforms

Digital assets that serve your business. Landing pages · Websites · Online stores · Systems & dashboards · CRM · SaaS platforms

Search Visibility

So your customers can find you. SEO · Technical SEO · Local SEO · Google Business · AEO/GEO · Review collection tools

Marketing & Ads

A specific message for a specific audience. Marketing strategy · Campaign management · Social media · Copywriting & ad copy

Identity, Content & Video

A clearer, more trustworthy brand. Visual identity · Motion & video ads · Reels · Animated explainer videos · AI brand character videos

AI & Automation

Less time on repetitive tasks. AI assistants & chatbots · Workflow automation · WhatsApp Cloud API · System integration via API

Discipline 01 of 6

Reports & Strategy

Start with a clear report before you spend on unfocused work: we read your situation, set your priorities, then propose the path.

Scoped per project

What we hear from organisations, and how we respond

"Our service is good, but our digital presence does not reflect it."

Our approach: A quick snapshot reveals the first impression customers see.

"We do not know exactly where the problem is."

Our approach: A comprehensive blueprint uncovers the hidden gaps and turns them into clear priorities.

"So many channels, it's hard to choose: a website? Google? Ads?"

Our approach: A complete picture and a growth plan instead of scattered spending.

"We want to know where we stand in the market."

Our approach: A professional, neutral comparison against public market indicators, followed by a practical plan to strengthen your position.

Two core reports, and two add-ons when needed

Core report · First understanding

Digital Snapshot Report

A quick review of your website, Google presence, social media and visibility, with initial recommendations.

Core report · Most comprehensive

Growth Blueprint

A complete picture, prioritised recommendations and a growth plan that supports your development or marketing decision.

Add-on to the Growth Blueprint

Comparative Digital Report

Compare your digital presence with public market indicators, professionally and neutrally.

Add-on to the Growth Blueprint

Competitive Positioning Blueprint

A practical plan to strengthen your market position, based on measurable public indicators.

The two core reports

Two add-ons when you need a comparison with market indicators

- **A clearer decision before building a website or launching a campaign.**
- **Less guesswork, and a budget directed at what matters most.**
- **Clear priorities instead of a wish list.**

INSIDE A REPORT

What a report examines

Ten areas we review from public sources to build a clear picture of your presence, then we prioritise what deserves attention first.



The ten areas

- 01 Website
- 02 SEO
- 03 Google Business Profile
- 04 Google Maps
- 05 Social media
- 06 Content
- 07 Trust signals
- 08 Market peers
- 09 Tracking
- 10 Conversion opportunities

Illustrative sample Structure only; no data or scores.

Snapshot or Growth Blueprint?

	Digital Snapshot	Growth Blueprint
Digital presence review	Quick	In-depth
Practical recommendations	Limited	Complete and prioritised
Growth plan	—	Included
Comparison with market indicators	—	Add-on on request
Best for	A first understanding	A development or marketing decision

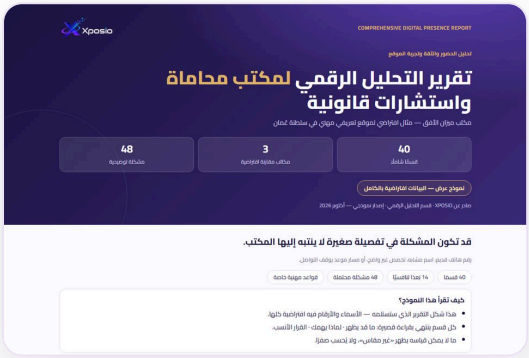
Reports are based on public information available at the time of analysis, and their scores and findings are estimates, not guarantees. Comparisons are not intended to attack or disparage any competitor, and they involve no access to any party's accounts or systems.

Often combined with Marketing strategy · Websites · Search Visibility

SAMPLE REPORT PAGES

What a report looks like

Two pages from a sample report XPOSIO prepared for a fictional law firm, in the structure and style we use for our reports (Arabic report).



The cover and the key indicators.

What shows up?

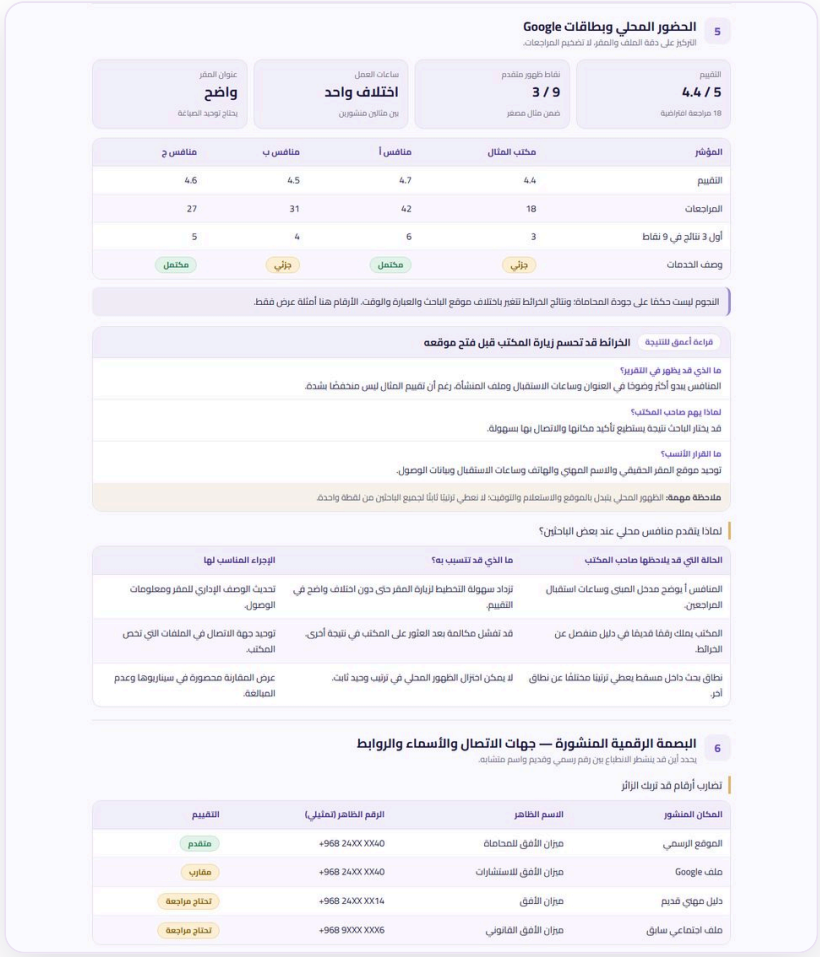
A specific observation from public sources.

Why does it matter?

Its likely effect on the client's decision.

What is the right decision?

A practical action, ranked by priority.



Local visibility: a comparison, then a closer reading that ends in a recommended decision.

Pages from an XPOSIO sample report: entirely fictional data, not a real client. The names, figures and comparisons in it are examples only.

Discipline 02 of 6

Websites & Platforms

A website that works for your business: it welcomes visitors, persuades them and leads them to a clear next step, whether a booking, an enquiry or a purchase.

- Scoped per project
- Delivered, live work in this discipline



Illustration of the discipline, not a screenshot of a delivered project.

From challenge to solution

The common challenge	How we address it
A website that does not explain what you offer, or to whom.	**A content structure and clear messages for each audience and service.**
A visitor arrives, then leaves without a next step.	**Pages that each have a goal, with a visible call to book, enquire or buy.**
Systems disconnected from marketing and measurement.	**A build that is ready to measure and can connect with CRM and automation.**
A poor mobile experience.	**Responsive, mobile-first design, in Arabic and English when needed.**

What we can build

Landing page
A page focused on one goal: an offer, a sign-up or a booking.

Business or corporate website
Fast, responsive and bilingual when needed.

Online store
Mobile-ready, with product and order management.

Systems & dashboards
Structured data entry, permissions and reports.

CRM Systems
Customers, opportunities and follow-ups in one place.

SaaS platform
A first launchable version, then step-by-step development.

The visitor journey we design for

01
Arrives
From search, an ad or a link someone sent them.

02
Understands
What you offer and to whom, from the very first screen.

03
Trusts
Work, team, FAQs and reviews.

04
Gets in touch
A booking, WhatsApp or a purchase, with one clear step.

05
We measure
The impact of every step, so we know what works and keep improving.

The delivery phases themselves are explained on the methodology page.

What you gain

- **More clarity for visitors, and an easier mobile experience.**
- **A foundation for your campaigns and other channels.**
- **Room to grow without rebuilding from scratch.**

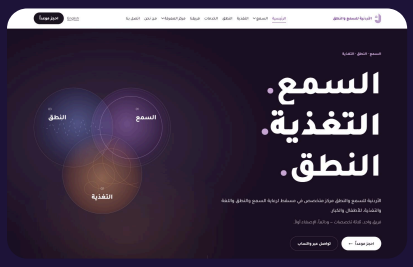
Expected benefits depend on scope, content and operation.

Handover & rights

- **A clear handover list: files, accounts and documentation.**
- **Deliverables and their usage rights are governed by the project agreement.**

Often combined with

Search Visibility · Marketing · Automation · Reports



Delivered · Live

From our work in this discipline: Jordan Hearing & Speech

A bilingual company website for a healthcare centre in Muscat, with pages for its specialities, team and knowledge centre, plus appointment booking and WhatsApp chat. Screenshot: the live Arabic interface.

Case study, page 19 →

Discipline 03 of 6

Search Visibility

Be found on Google and maps by customers searching for you.

Scoped per project

Signs that you need it

- You have a website, but customers do not reach it from Google
- An incomplete Google Business Profile, so nearby customers go elsewhere
- Slow pages, indexing problems or broken links
- The website does not clearly answer customers' questions
- Satisfied customers, but few reviews

Five areas we work on

Search engine optimisation (SEO)

Keywords by search intent, a content map, on-page optimisation and a regular performance report.

Local SEO & Google Business Profile

A profile status report, a list of gaps, and consistent business and branch details.

Technical SEO

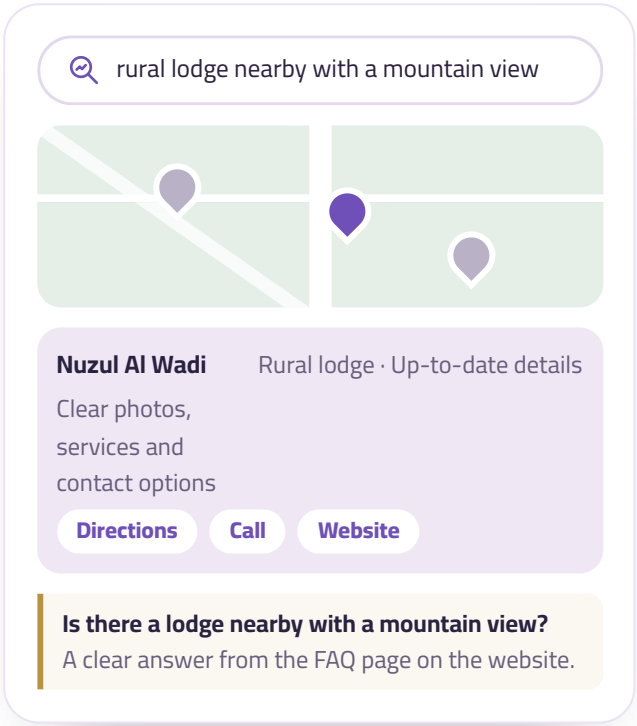
Prioritised issues, a fix plan, recommendations for your developer and a verification report.

Visibility in AI answers (AEO/GEO)

Tracking audience questions, writing clear answers, improving FAQs and adding structured data.

Review tools

NFC cards and QR stands that take your customers straight to your review page.



Concept

Illustration of a local search result for the "Nuzul Al Wadi" concept, not a real result.

- **Qualified visits that build up over time and do not depend directly on ad budgets.**
- **A more complete local profile, improving your chances of appearing to nearby customers.**
- **A website that search engines find easier to understand and index.**

We measure visits, clicks and enquiries; rankings and AI answers depend on outside factors and are not guaranteed.

Often combined with Content · Websites · NFC & QR products

Discipline 04 of 6

Marketing & Ads

Before you spend on advertising, we map the route: your audience, your message, your channels and how results will be measured.

Scoped per project

The path we build before any campaign goes live

Audience — Who exactly we are talking to

Message — What we say, and in what tone

Channel — Meta · Google · WhatsApp

Page — A landing page that leads to an action

Enquiry — A chat, a booking or a purchase

Measurement — Keep what works; stop what does not

What we change

~~Ads launched without a plan~~	**A strategy that defines the audience, message and conversion path before any spend.**
~~A budget with no success indicators~~	**Clear KPIs and follow-up reports that are easy to understand.**
~~Numbers scattered across platforms~~	**One consolidated report that brings platform results together and shows what we test, pause and scale.**
~~Irregular posting with no plan~~	**A monthly content calendar, consistent with the brand identity.**

What we offer

Digital Marketing Strategy
Segments, message and tone, channels, customer journey and KPIs.

Paid campaign management
Planning, account and tracking set-up, copy, A/B testing and budget optimisation.

Monthly campaign report
Spend and results, best-performing ads and audiences, and next recommendations.

Social media management
A monthly calendar, designed posts, copy, reel ideas and a performance report.

Content & Copywriting
Web pages, ad copy and articles, in Arabic and English.

Paid media budgets go to the platforms and are separate from our service fees. We do not launch a campaign before the page and tracking are ready: page, campaign, tracking and optimisation work as one loop. Results also depend on competition, seasonal demand and the offer itself.

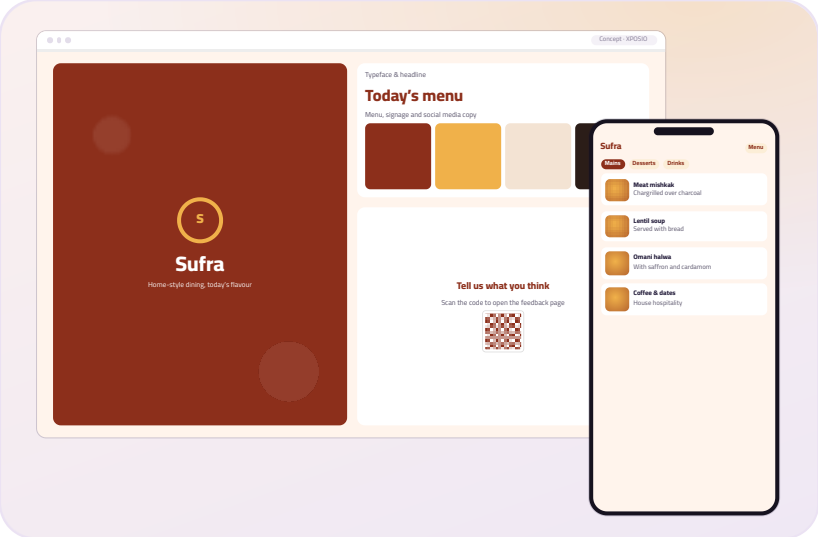
- **Sharper messages and less wasted spend.**
- **Less drop-off between the ad and the enquiry.**
- **Decisions based on data, not impressions.**

Discipline 05 of 6

Identity, Content & Video

A consistent visual system and content that make your brand clear and easy to recognise at every touchpoint.

Scoped per project



Concept

Identity for the "Sufra" restaurant, with its digital menu and review card. An original concept, not client work.

What we offer

Visual identity
Logo and variations, colours, Arabic and English typefaces, brand guidelines and core applications.

Content & Copywriting
A consistent tone of voice, headlines and calls to action, and page structure.

Motion graphics & video
From idea and script to storyboard and animation: to explain, advertise or introduce your company.

Paid and organic reels
Vertical video with one message and one call to action, plus regular clips between campaigns.

What we fix

A logo without an identity
One visual system: colour, typeface, logo and usage rules.

Good design with unclear words
Copy that leads the reader to act.

A service that is hard to explain in a picture
An animated explainer video that simplifies it.

Video formats we deliver

16:9 — Landscape for websites and YouTube

1:1 — Square for posts

9:16 — Vertical for reels and stories

A more professional first impression, with a consistent look and language across channels.

Often combined with Websites & landing pages · Campaign management · Social media

Discipline 06 of 6

AI & Automation

Turn repetitive messages and tasks into a smart system that works with your team, not instead of it.

● Scoped per project

How a customer message flows through an automated system

Customer message
WhatsApp or the website, in Arabic or English

→

AI assistant
A knowledge base tailored to your business

→

Instant reply
to frequently asked questions

Hand-off to a team member
when a human decision is needed

Logged in the CRM
and the follow-up team is notified

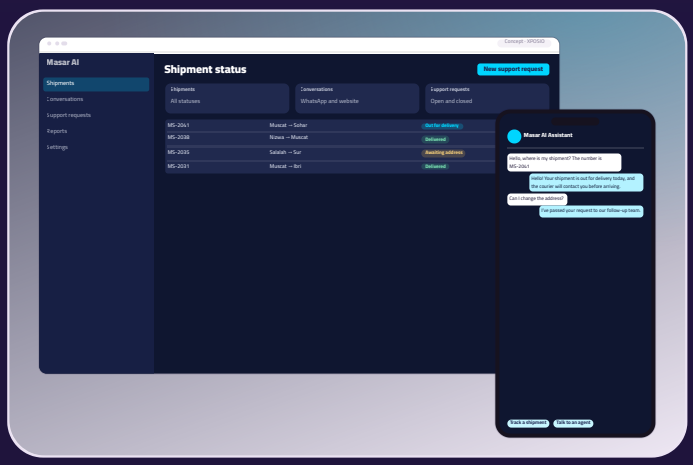
What we build

AI assistants & chatbots
Knowledge base, conversation flows and hand-off rules, in two languages.

Workflow automation
Flows between tools, team notifications, data sync and operating documentation.

WhatsApp Cloud API Solutions
The official channel, compliant templates and CRM integration.

System integration via API
Connecting payments, shipping, CRM and marketing tools, with error handling and documentation.



● Concept

"Masar AI": a chat assistant and tracking dashboard for a logistics company. An original concept, not a client system.

We design the assistant to hand off anything that needs a human decision to a team member; it is not a replacement for your team or for specialist advice. We start with a defined scope, tested on real cases before launch; connecting your systems (CRM, shipping or payments) needs access and APIs from them.

- **Faster replies and less pressure on the team.**
- **Fewer errors when moving data between tools.**
- **Data kept in sync across tools.**

READY-MADE PRODUCTS

Some needs don’t call for a full project

Smaller products and services you can order directly, so you can get started without a full project.

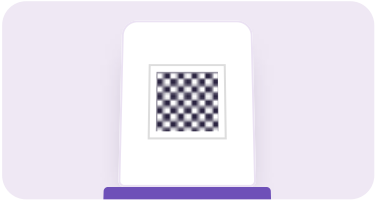
Available to order Listed in the XPOSIO store on our website, and ordered directly.



Smart Google Review Card with Your Logo

An NFC card: one tap takes customers to your Google review page.

Available to order



Google Review Stands

A QR code that takes customers to your review page, in three sizes for desks and service points.

Available to order

Listing your business on Foursquare

We add your business as a new place through the Swarm app, or review and correct an existing place’s details following Foursquare’s guidelines.

Available to order

Single Post Design

One post designed for a specific need, without a monthly package.

Available to order

Video & motion packages

A social media ad reel, an animated explainer video, a corporate brand video or an AI brand character video.

Available to order

Review tools make it easier to ask your real customers for their honest opinion. We do not sell reviews or engagement, we do not recommend incentives in exchange for reviews, and we do not guarantee the number of reviews, their average rating or your business ranking.

Customisation and quantities on request. Setting up and optimising your Google Business Profile is offered as part of our search visibility services, scoped per project. Ownership of a Foursquare listing and how it appears are decided by Foursquare.

OUR WORK

Real client work, platforms we run, and concepts that show how we think

We keep four categories clearly apart, so you can see what we delivered for a client, what we own and run, what is still in development, and what is an illustrative concept only.

Client work, delivered

Projects we built for clients, with our actual role and current status.

Jordan Hearing & Speech

A bilingual website for a healthcare centre in Muscat, with brand guidelines and a colour system.

Case study →

Suda Turk

A B2B website in Arabic, English and Turkish, with a catalogue and a request-for-quotation form.

Details →

Al Humaidi Investment

A corporate website in Arabic and English, with a request-for-quotation form.

Details →

Our platforms and projects

Platforms owned by our group, which we built or rebuilt and run ourselves. Not client work.

SOCALII

A digital business card platform; a sister brand under the same umbrella.

Details →

xposio.com

Our website and platform: online store (orders via WhatsApp), report ordering and payment, digital business cards.

Details →

Xposio Tools

Free calculators that run in the browser, in Arabic and English.

Details →

In development

Real projects still in progress. We do not present them as delivered.

XPOSIO reporting platform

An internal system we are building to produce our reports, at an early stage on test data.

Details →

Concept

Original concepts for different sectors; names and designs are illustrative. Not client projects and not live work.

Seven concepts

Retail, bookings, real estate, systems and automation, education, restaurants and consulting.

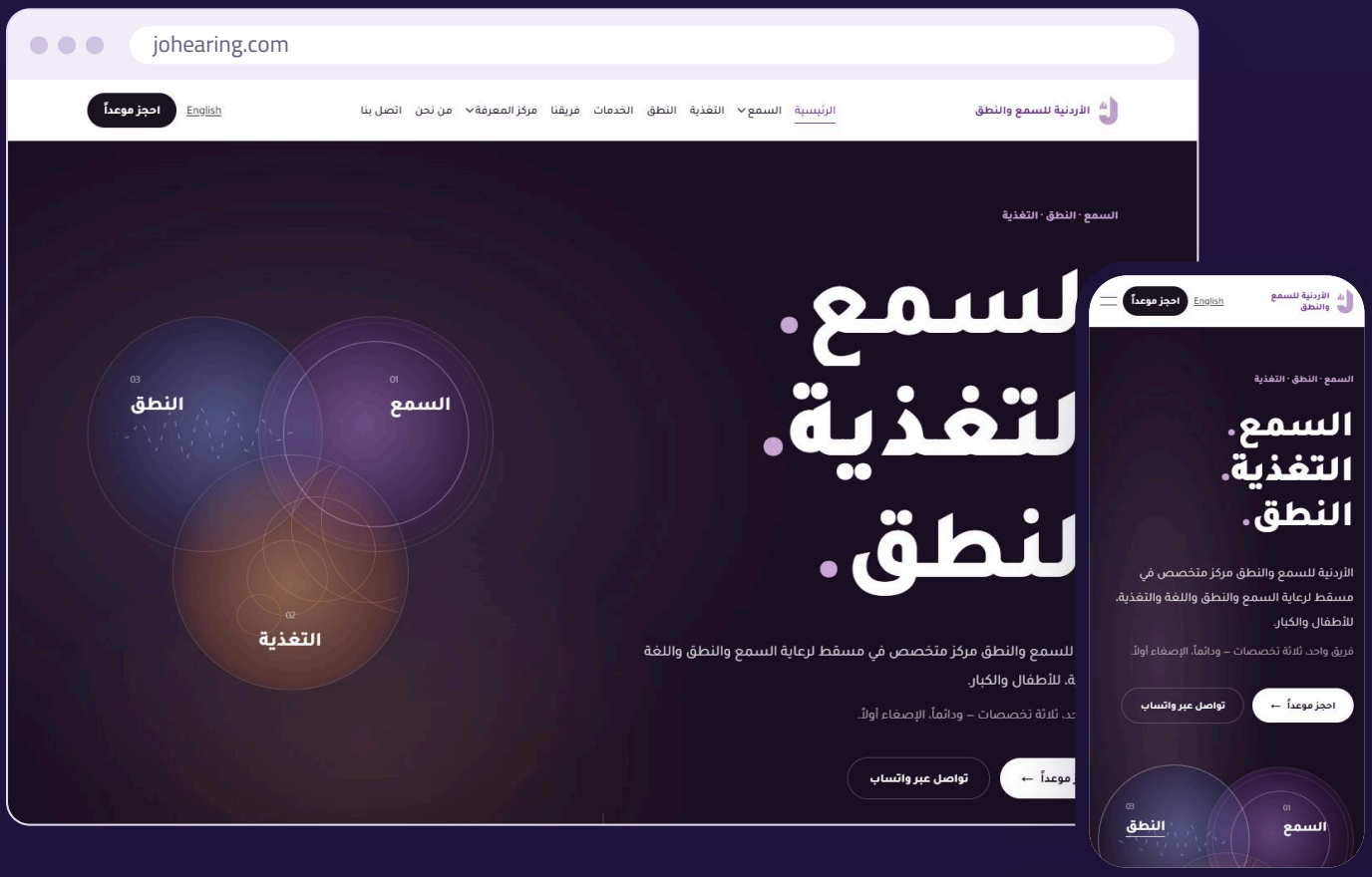
Gallery →

CASE STUDY · HEALTHCARE

Jordan Hearing & Speech
Hearing, speech & nutrition centre · Muscat · johearing.com

A website that brings three healthcare specialities together in one clear experience

A Muscat centre offering hearing, speech and language, and nutrition services for children and adults. We built a website that introduces all three specialities and leads visitors to book an appointment or start a WhatsApp chat.



Sector	Type of work	Languages	Live website
Healthcare: hearing, speech and language, nutrition	**Company website with service pages**	**Arabic and English**	**johearing.com**

Verified

Verified screenshots of the live website's Arabic interface (an English version is also published), shown with the client's permission.

01 The challenge

The centre offers three specialities to children and adults, and needed to explain them in simple language that builds trust and makes getting in touch easy.

02 The solution

A bilingual company website that organises the three specialities under one message the centre stands for, “One team, three specialities”, with a clear path from discovering a service to booking or chatting.

03 Delivery

- A home page introducing hearing, speech and nutrition.
- Pages for each speciality and for the hearing aid range.
- Team, knowledge centre and FAQ pages.
- Appointment booking and direct contact via WhatsApp.
- An Arabic interface with an English version.

XPOSIO’s role: Our team designed and developed the website in Arabic and English as a custom build, with structured data for search engines and accessibility improvements, and maintains it. We also produced brand guidelines and a colour system based on the centre’s own logo.

04 What the website gives the centre

- A single reference that introduces the three specialities and their team.
- A shorter route from reading to booking or chatting.
- A bilingual presence that serves a wider audience.



Mobile experience · Screenshot of the live website (Arabic interface)

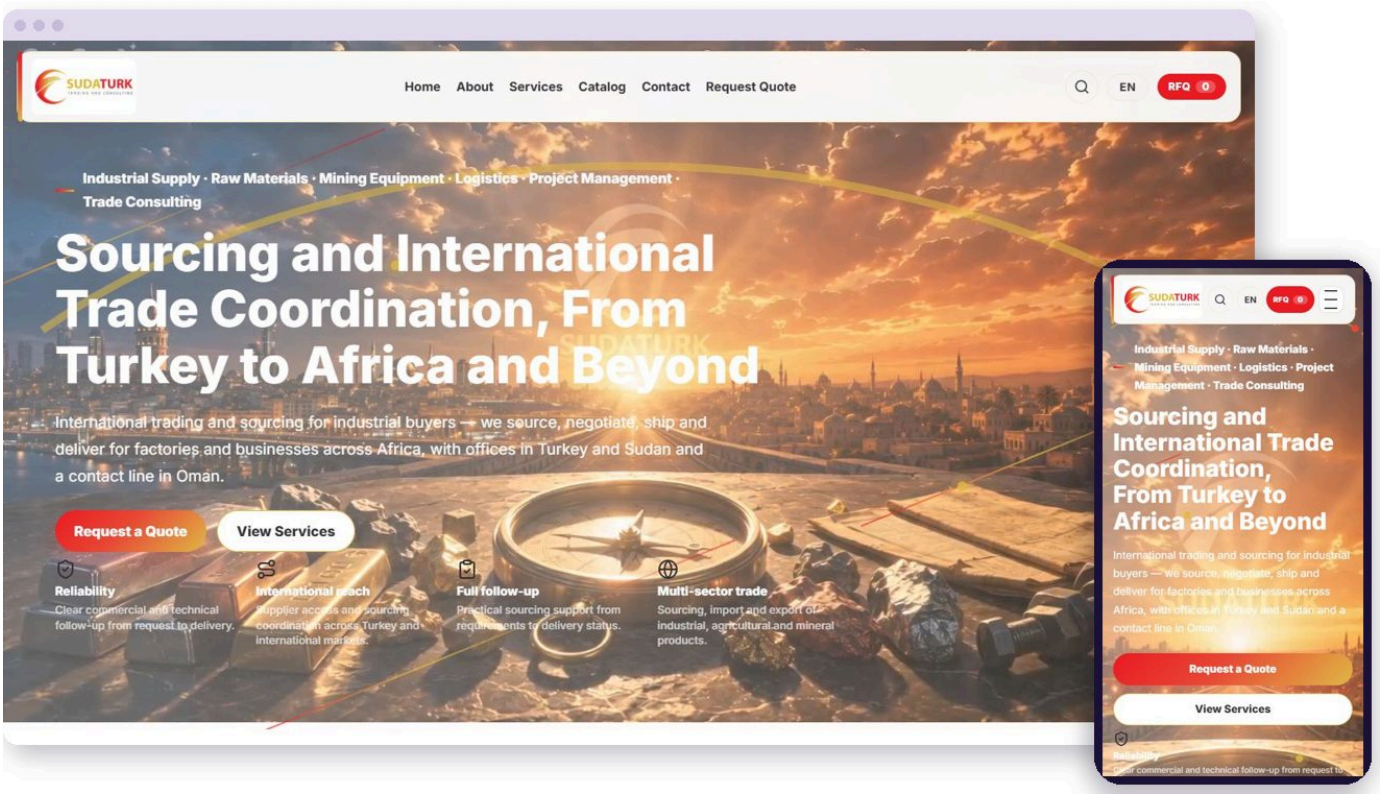
05 · Evidence: what can be verified

- The website is live and can be visited now.
- Screenshots taken from the live website on 13 November 2026.
- The name, logo and images are shown with the client’s permission.
- We show no visit, booking or result figures, because we have not measured them.

Client work · Live

Suda Turk: a trilingual B2B website for international trade and sourcing

International trade, sourcing and logistics · Turkey, Sudan and Oman



Name, logo and screenshots shown with the client's permission. Screenshots of the live website, 14 November 2026.

Goal

A trilingual B2B website that presents the company's services and turns visits into requests for quotation.

What we delivered

- A public website in Arabic, English and Turkish.
- Services, industries and product catalogue pages.
- A request-for-quotation (RFQ) form.
- Technical SEO: sitemap and structured data.

Our role

Our team rebuilt the website and its content management, launched it in three languages, and continues to develop it.

Status

Live, with ongoing development.

What the website offers

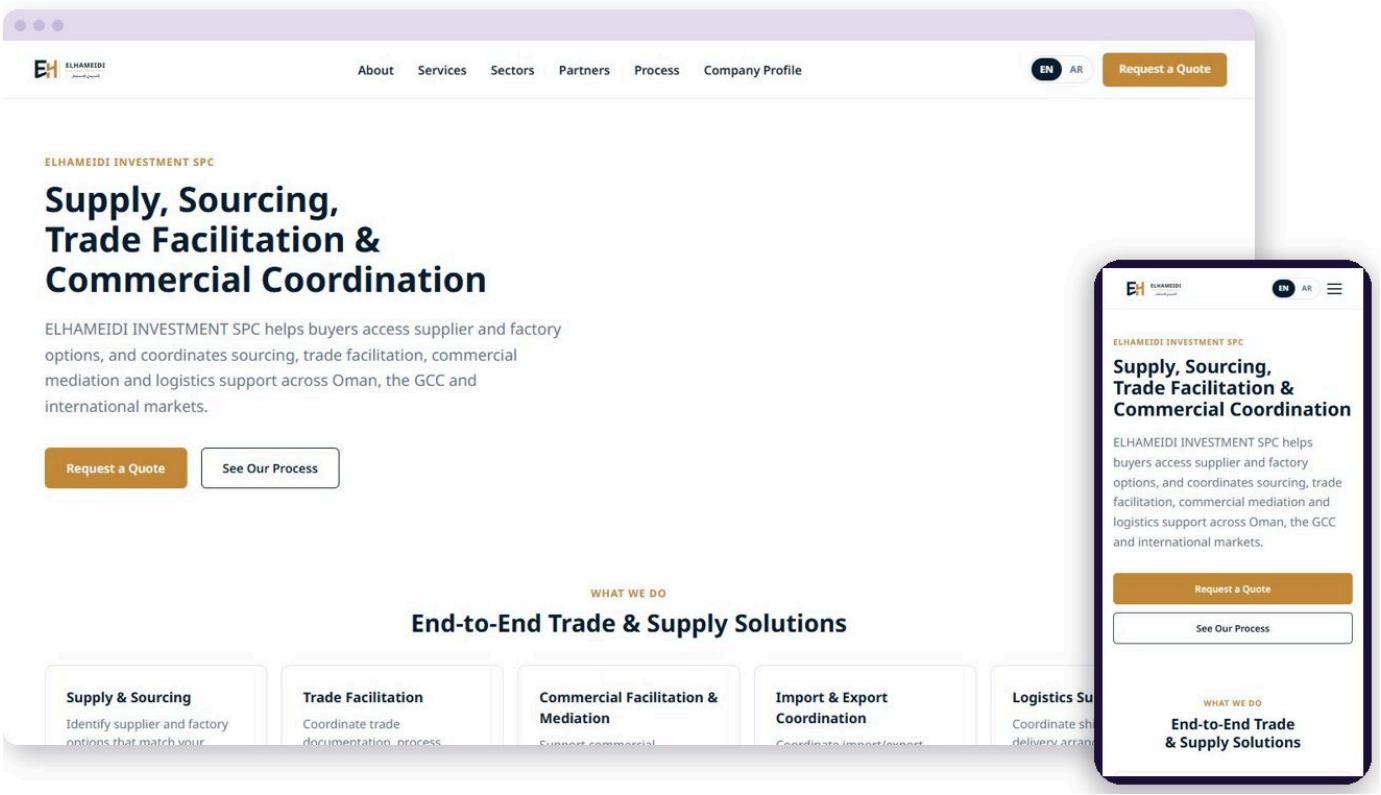
One trilingual reference that presents the company's services and gathers quotation requests in one clear path.

suda-turk.com ↗

Client work · Live

Al Humaidi Investment: a bilingual corporate website for supply and trade facilitation

Supply, trade facilitation and logistics coordination · Muscat



Name, logo and screenshots shown with the client's permission. Screenshots of the live website, 14 November 2026.

Goal

A bilingual corporate website that introduces the company's services and receives requests for quotation.

What we delivered

- A website in Arabic and English.
- Services, sectors, partners and process pages.
- A company profile page.
- A request-for-quotation form.

Our role

Our team built the website in Arabic and English with its content management, and ran quality checks before it went live.

Status

Live at elhameidi.suda-turk.com.

What the website offers

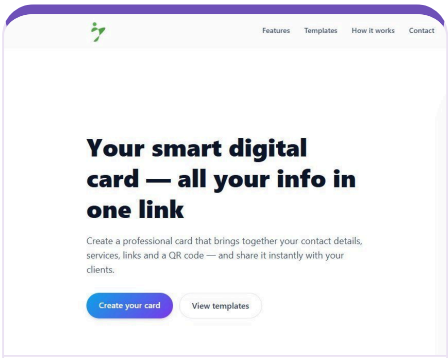
A bilingual corporate presence that explains the company's services and leads visitors to request a quotation.

elhameidi.suda-turk.com ↗

OUR PLATFORMS

Platforms we build and run ourselves

Platforms owned by AMWAJ International Investments that we run today. We show them as evidence of our technical capability, not as client work.



● Our platform · Live

SOCALII

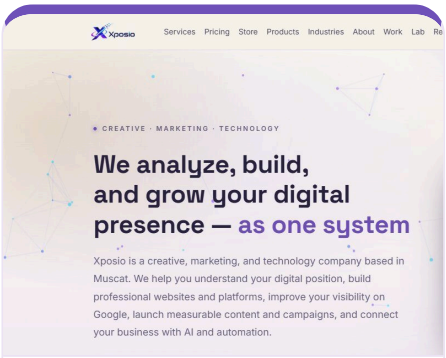
Sister brand · digital business card platform

One link and QR code holding contact details, services and products for individuals and businesses.

Our role: We rebuilt the platform on a new technical foundation and migrated its existing users' data and media.

Status: Live. A new web front end is in development.

socalii.com ↗



● Our platform · Live

xposio.com

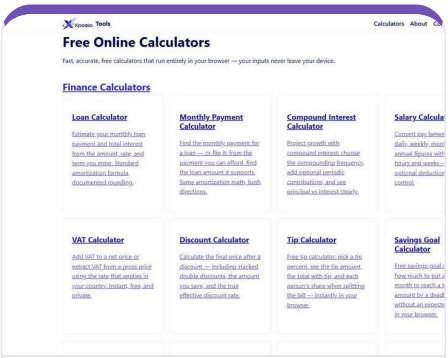
Our website and platform

A bilingual website with an online store (orders via WhatsApp), an ordering and payment path for the comprehensive digital report, and digital business cards.

Our role: Our own platform: we design, develop and run it.

Status: Live.

xposio.com ↗



● Our platform · Live

Xposio Tools

Free web tools

Free calculators, financial and everyday, that run in the browser.

Our role: We designed, built and run the site in Arabic and English.

Status: Live.

tools.xposio.com ↗

● In development

In development: a real project not yet launched

XPOSIO reporting platform

An internal system we are building to produce our reports.

At an early stage, running on test data only.

Not public.

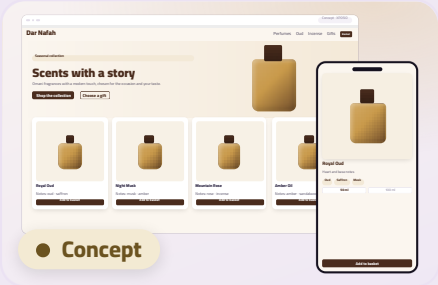
> We show no images, links or results for this project until it launches.

WORK & CONCEPTS

Concepts that show how we think

● Concept

An original concept created by XPOSIO for a given sector. Its name and design are illustrative; it is not a client project and not live work. Our real work and platforms are on page 18.



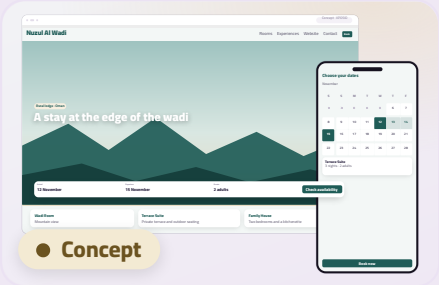
Dar Nafah

Retail · Perfume & oud

Capability shown: a mobile-ready online store for perfume and oud, with seasonal launch campaigns.

Websites & Platforms

Marketing & Ads



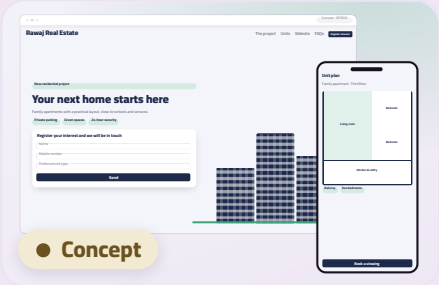
Nuzul Al Wadi

Tourism & hospitality

Capability shown: a booking website for a rural lodge, with local visibility on Google Maps and pages in two languages.

Websites & Platforms

Search Visibility



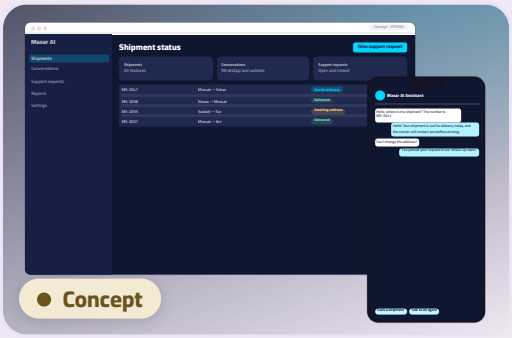
Rawaj Real Estate

Real estate

Capability shown: a landing page and launch campaign for a residential project, with a visual identity and advertising materials.

Marketing & Ads

Identity & Content



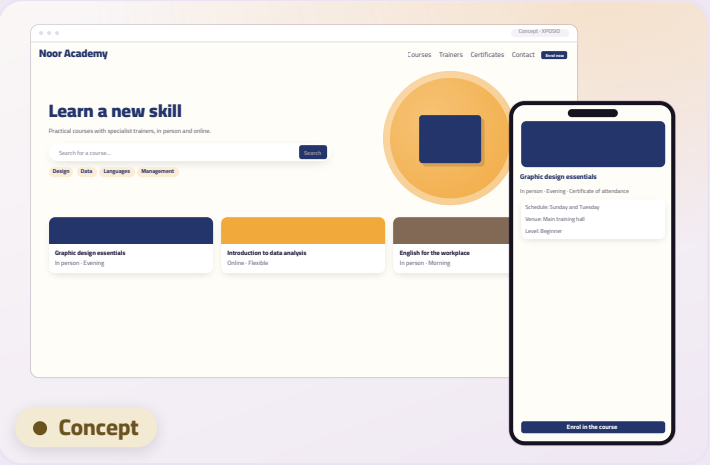
Masar AI

Logistics

Capability shown: a smart WhatsApp assistant that answers shipment enquiries, with a tracking dashboard and automated support requests.

AI & Automation

Websites & Platforms



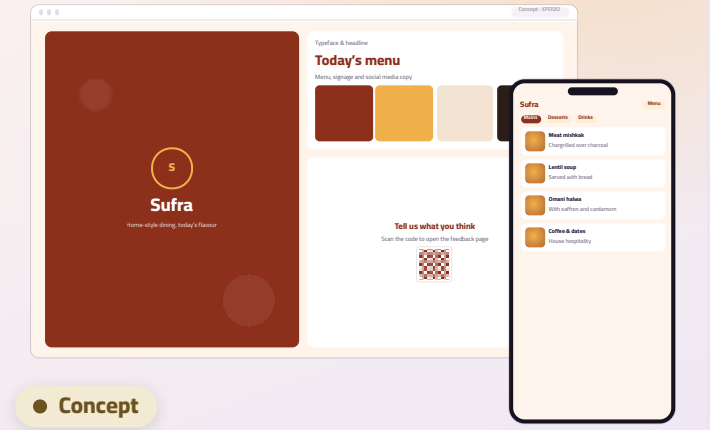
Concept

Noor Academy

Education & training

Capability shown: a website for a training centre that showcases courses and takes registrations, with content that supports search.

Websites & Platforms Search Visibility



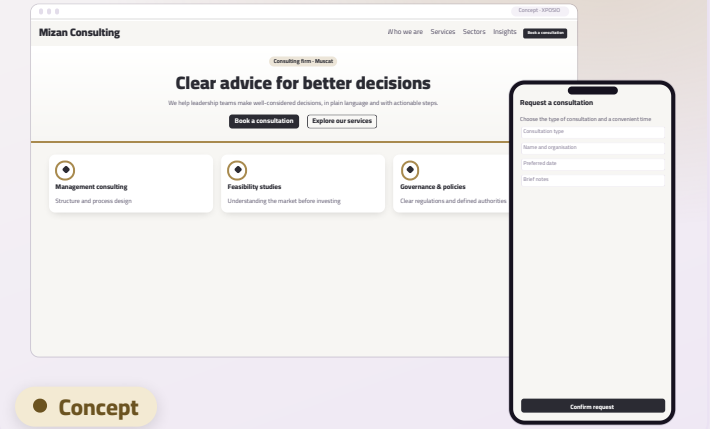
Concept

Sufra

Restaurants & cafés

Capability shown: a visual identity for a restaurant, with a QR digital menu and tools that make it easier to ask customers for a Google review.

Identity & Content Search Visibility



Concept

Mizan Consulting

Professional services

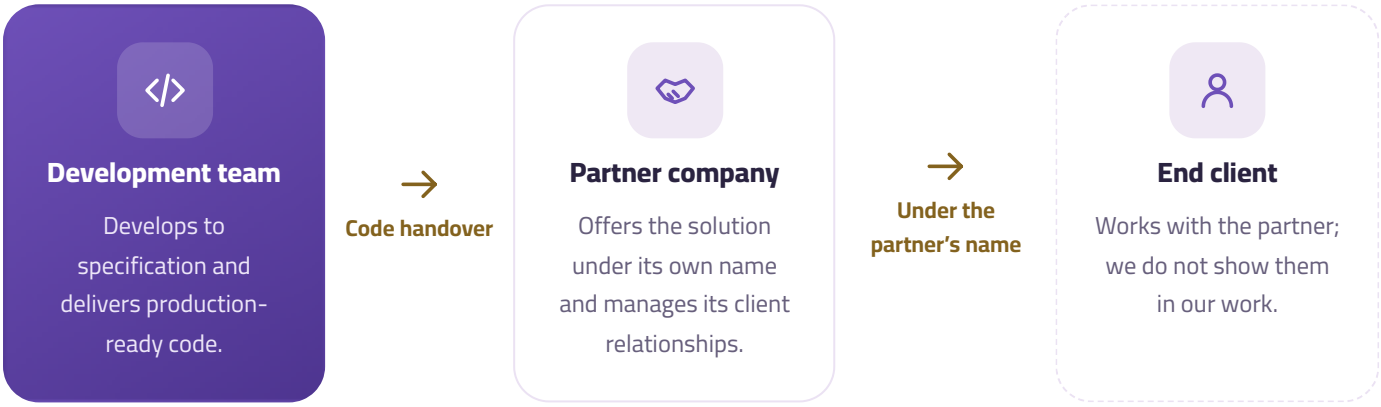
Capability shown: a corporate website for a consulting firm, with content that explains its services and builds trust.

Websites & Platforms Identity & Content

WHITE-LABEL EXPERIENCE

Our team's experience building and delivering for other companies

Our team has previous experience of developing software and technical solutions and delivering them to other companies on a White-label basis: the partner company offers the solution to its clients under its own name, while the team handles the build and delivery. This experience was built up by team members over their careers, and we do not present it as work attributed to the XPOSIO brand.



What the team gained

Developing to another organisation's specifications and timeline, and delivering documented, production-ready code.

Rights & handover

Deliverables, their usage rights and the method of handover are governed by each project's agreement.

Confidentiality

We do not name partners, we do not include their work in our portfolio, and we do not claim knowledge of their end clients.

What this means for you

XPOSIO brings this experience to its projects today: discipline around specifications and timelines, and documented, production-ready code. We can also work with partners on a White-label basis, depending on project scope.

For companies looking for a development partner: we discuss scope, confidentiality and handover before we start.

SECTORS

Every sector has its own challenges; no single solution fits all

We start from the needs of the sector, not from a ready-made template, and separate three cases: sectors where we have delivered work, sectors for which we have prepared a concept, and sectors we can serve within a project's scope.

Clinics & healthcare centres

Patient trust and appointment booking, with care around wording and privacy.

Delivered work: Jordan Hearing & Speech

Restaurants & cafés

Often a strong Instagram presence, but a weak showing on maps, reviews and direct orders.

Concept: Sufra

Real estate & contracting

Presenting projects persuasively and attracting serious prospects.

Concept: Rawaj

Retail & e-commerce

An online store with visits but few sales, or no proper online store at all.

Concept: Dar Nafah

Education & training

Course registrations, and a reputation built on useful educational content.

Concept: Noor Academy

Tourism & hospitality

Bookings, reputation management and visual content.

Concept: Nuzul Al Wadi

Professional services

Demonstrating expertise through a professional digital presence.

Concept: Mizan

Industrial & trading companies

A presence that reflects their real scale, and internal systems that organise the work.

Concept: Masar Al

Start-ups

A fast, clear launch on a limited budget, with measurement from day one.

Within project scope

Salons & beauty centres

Quick booking, showcasing the work, and encouraging repeat visits.

Within project scope

HOW WE WORK

Eight phases, each with a deliverable you can see

Not every project needs every phase, but every piece of work has a clear goal and a deliverable you can review.

	Phase	What we do	What you receive
1	**Listen & understand**	We learn about your business, goal and audience, and what you have tried before.	**A shared understanding of the starting point.**
2	**Analyse the current situation**	We review your presence, your market peers, your channels and your measurement.	**A clear picture of strengths and gaps.**
3	**Set priorities**	We rank what deserves attention first, by impact and effort.	**A clear order of what gets done first.**
4	**Propose the path**	We propose the services best suited to your goal and budget.	**A clear proposal with deliverables and phases.**
5	**Design & build**	We design and build the identity, page, website, campaign or system.	**A deliverable ready for review and launch.**
6	**Launch & connect**	We connect Google, Meta, WhatsApp, forms and CRM.	**A connected launch that can be measured.**
7	**Measure & improve**	We monitor through analytics tools and reports, and keep improving.	**Improvements based on what was actually measured.**
8	**Support after handover**	We follow up, answer questions and develop further, as agreed.	**Ongoing support, not silence after handover.**

QUALITY & CONTROLS

Standards we commit to in every project

What we commit to is published in our terms and policies; these are the key points.

In contracting

- No binding engagement begins without **a written agreement or an accepted proposal**.
- Deliverables and their usage rights are governed **by each project's agreement**.
- Paid media budgets go to the platforms and are separate from our service fees.
- Clients are responsible for the accuracy of the materials and accounts they provide, and for the rights needed to use them.

In results and reports

- **We do not guarantee** specific marketing results, rankings, reach or sales; results depend on many factors outside our control.
- Reports are based on public information available at the time of analysis, and their scores are estimates.
- We always distinguish between delivered work and concepts.
- **We do not sell** reviews or engagement, and we do not guarantee the number of reviews or their average rating.

In data and confidentiality

- **We do not sell** personal information.
- You may request access to, correction of, or deletion of your personal data.
- We do not name our partners in White-label work, and we do not show their work.

Published reference

Terms & Conditions
xposio.com/en/terms

Privacy Policy
xposio.com/en/privacy

Reports page
xposio.com/en/reports

> The points above are drawn from these pages and from our internal presentation and review policies. In case of any difference, the contract prevails.

BUSINESS VALUE

An integrated path, not a single service: one that helps you get found, persuade, convert and measure.

Visibility | Persuasion | Conversion | Measurement

Start from understanding

For example: before raising an ad budget, a report shows where visitors drop off, so that is fixed first.

Less wasted effort

For example: the landing page, campaign and tracking are built by one team, so the message is not rewritten three times.

A flexible start

For example: start with a report or a ready-made product, then decide the next step based on it.

Channels you own

For example: enquiries reach you through your own website or WhatsApp, not through a platform page you do not control.

A presence that is easy to find

For example: consistent details on Google, maps and your website, so customers never find two different numbers.

A team less tied up with repetitive work

For example: an assistant answers frequent questions, and staff receive what needs a decision.

● Delivered · Live

An example from our work: **Jordan Hearing & Speech**, a bilingual website for a healthcare centre in Muscat. Case study, page 19 →

> The benefits above are expected; they depend on scope, delivery and operation, and are not guaranteed results. What is proven is what can be verified in our delivered work.

GETTING STARTED

You don’t need to know the right service before you get in touch

We help you define the path, with no obligation to buy. Here is what happens after you contact us:

1. **We review your request**
   The service you need, your goal and your current stage.
2. **We define the right path**
   A report, a consultation, a proposal or a short call.
3. **We ask for anything missing**
   Links to your website and accounts, examples or further details.
4. **We send the next step**
   An initial plan, a scope of work or a call appointment.
5. **We start after approval**
   Once scope, timeline and cost are agreed.

Suggested paths as a starting point

Starter path
- Report
- Page or website
- Google Business

Visibility path
- SEO
- Local SEO
- Content

Campaign path
- Strategy
- Landing page
- Ads & tracking

Automation path
- WhatsApp API
- Chatbot
- CRM

Information that helps us reply accurately

- Your website link, Instagram account or Google Business Profile.
- Type of business and city.
- The service you need, or the problem you want to solve.
- Whether you need analysis only, or full delivery.
- Approximate budget and launch date, if already set.

Start with a short call or a Digital Snapshot Report

+968 7717 7314 WhatsApp info@xposio.com

LET'S TALK

From Insight to Digital Impact.

Tell us where you stand today, and we will help you choose the right first step.

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