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

01 · Who are we?

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.

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.

02 · Which problems do we understand?

Where digital projects stall

The common problem: every part works on its own

Website
Attractive, but no visitors

Campaign
No conversion page

Content
Engaging, but not measured

Social accounts
Active, but no strategy

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.

That is why we start with a diagnosis, and connect the pieces into one measurable path.

03 · What do we offer?

Six disciplines: start with what your business needs

Each discipline works on its own or with the others, and measurement ties the whole picture together.

Reports & Strategy
Not sure where to start? A report that shows where you stand and what comes first, before you spend.

Websites & Platforms
Website not pulling its weight? Pages, websites, stores and systems that lead visitors to get in touch or buy.

Search Visibility
Hard to find? Clearer visibility in search and on Google Maps, with no promise of a specific ranking.

Marketing & Ads
Ad spend going nowhere? A specific message for a specific audience, measured to see what works.

Identity, Content & Video
Brand underselling you? Identity, content and video that make it clearer and more trustworthy.

AI & Automation
Team tied up with repetitive work? Assistants and automation that cut routine tasks, with human review where it matters.

Full service and ready-made product lists are in the full profile and at xposio.com.

04 · What makes our approach different?

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.

Four main phases, each with a deliverable you can see

01

Understand

We listen, then review your presence, channels and measurement.

What you receive
A clear picture of strengths and gaps.

02

Plan

We set priorities and propose the path that fits your goal and budget.

What you receive
A clear proposal with deliverables and phases.

03

Build & launch

We design and build, then connect Google, Meta, WhatsApp and forms.

What you receive
A connected launch that can be measured.

04

Measure & improve

We monitor with analytics, keep improving and support you after handover.

What you receive
Improvements based on what was actually measured.

Not every project needs every phase. The eight detailed phases are in the full profile.

The path follows the goal

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.

05 · What proves we can deliver?

PROOF · DELIVERED, LIVE WORK

Jordan Hearing & Speech

Healthcare · Muscat · johearing.com

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



Verified screenshots of the live website's Arabic interface (an English version is also published), shown with the client's permission · 13 November 2026

The situation

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.

XPOSIO's role

Our team delivered the website, from design to development.

What we delivered

- 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.

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.

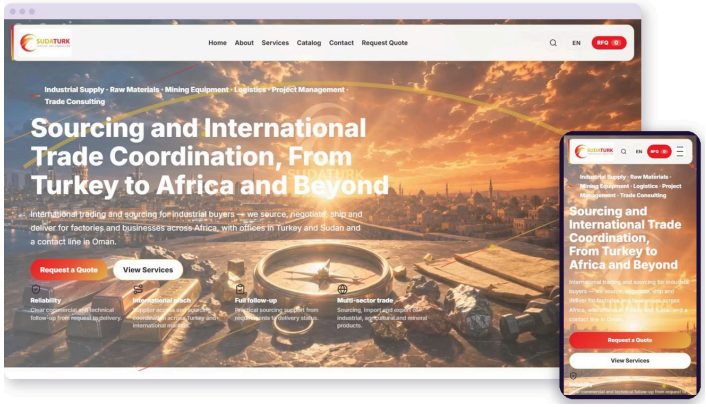
What can be verified

- 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 visitor numbers or results we have not measured; everything on this page can be verified.

05 · Proof (continued): more client work

More clients whose websites we built



● Client work · Live

Suda Turk

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

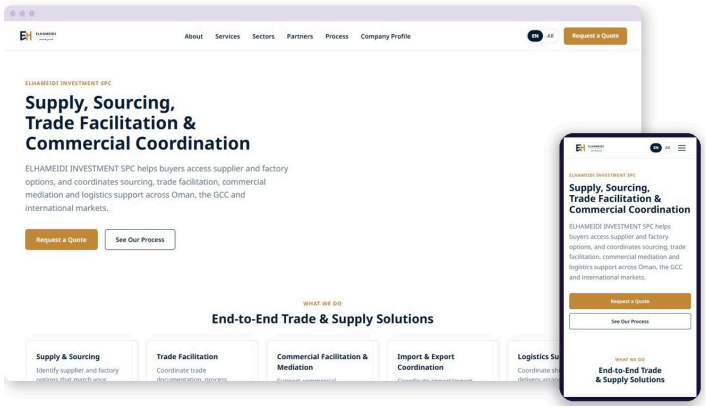
Goal: A trilingual B2B website that presents the company's services and turns visits into requests for quotation.

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.

suda-turk.com ↗

Details in the full profile →



● Client work · Live

Al Humaidi Investment

Supply, trade facilitation and logistics coordination · Muscat

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

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.

elhameidi.suda-turk.com ↗

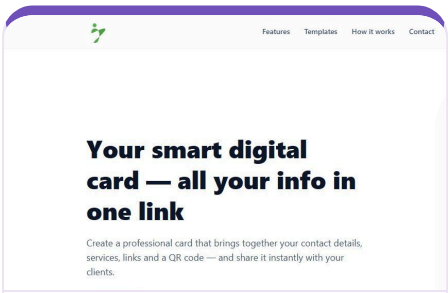
Details in the full profile →

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

05 · Proof (continued): platforms we build and run

Platforms our group owns, built and run by us today

Our platforms and projects Platforms owned by AMWAJ International Investments, not client work.



Our platform · Live

SOCALII

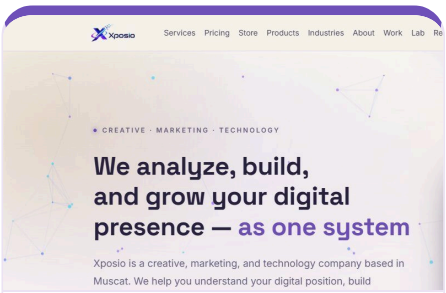
Sister brand · digital business card platform

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

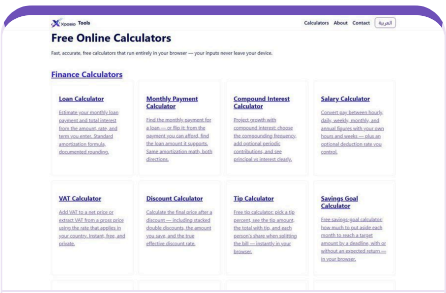
Our website and platform

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.

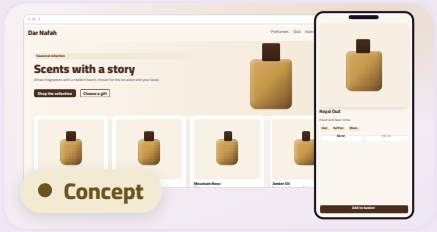
Not public.

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

Details of each platform in the full profile →

05 · Proof (continued): selected concepts

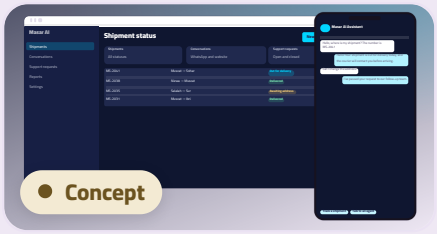
Concept An original concept created by XPOSIO for a given sector. Its name and design are illustrative; it is not a client project and not live work.



Dar Nafah

Retail · Perfume & oud

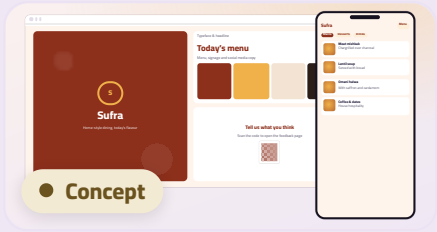
Shows: A mobile-ready online store for perfume and oud, with seasonal launch campaigns.



Masar AI

Logistics

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



Sufra

Restaurants & cafés

Shows: A visual identity for a restaurant, with a QR digital menu and Google review collection tools.

The full gallery of seven concepts is in the full profile →

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06 · What can you expect?

What an integrated path can give you

Visibility	Persuasion	Conversion	Measurement

Start from understanding

You start from data, not guesswork.

Less wasted effort

Connected services that do not duplicate or conflict.

A flexible start

You choose the first step that fits your budget.

Channels you own

A website and pages carrying your brand, instead of relying entirely on other people's platforms.

A presence that is easy to find

Makes it easier for people looking for your services to find you and get in touch.

A team less tied up with repetitive work

Faster replies and fewer repetitive tasks.

Expected benefits depend on scope, delivery and operation, and are not guaranteed results.

07 · How do you start?

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.

Information that helps us reply accurately

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

Start with a short call or a Digital Snapshot Report

+968 7717 7314 WhatsApp info@xposio.com 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.

Phone & WhatsApp: +968 7717 7314

WhatsApp

info@xposio.com

xposio.com

@xposio_oman

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