



## Changing the way people work and how clients do business

**9**  
Market sectors serviced

**25+**  
Clients in UAE and Oman

**AED 403 Mn**  
Total revenue

**AED 15 Mn**  
Net profit



## Overview

WFC Holding is a group of business support companies specialising in Business Process Outsourcing (BPO) and Manpower Outsourcing supply (MPO). The BPO and MPO service offering allows WFC to serve clients with complete end-to-end support across multiple sectors and industries.

## At a Glance



Manage **250,000+ Calls**



Financial transactions per year **AED 1 Bn+**



Annual procurement spend **AED 500 Mn**



Revenue increase of **350%**



Support clients manpower **Over 8,000**



Employees **250+**

## Business Profile

WFC Holding has a number of entities, including: Workforce Connexion LLC, a leading manpower supply company; Integrated Business Centre LLC, which offers shared services for various HR, finance, IT, procurement, marketing, contact centre and legal units; Corporate Solutions Consultants LLC for HR, strategy, and management consulting services; Multi Serve Typing Centre LLC for HR, legal, PRO and typing services, including government relations services.

## Key Services

- Corporate outsourcing services (BPO)
- Strategy and management consultancy services (BPO)
- Outsourced manpower services (MPO)
- Business process outsourcing: HR, finance, procurement, IT, marketing, call centre and legal (BPO)
- HR, administration and recruitment services (MPO)
- HR PRO and government typing services (MPO)

## Key Verticals

- Aerospace
- Defense
- Technology / AI
- Government
- F&B
- Real Estate
- Education
- Hospitality
- Manufacturing
- Retail

## Key Clients



## Our Strategic Initiatives

WFC Holding delivered market expansion through strategic initiatives related to customer diversification, widening its verticals and growing product offerings. To meet such an ambitious growth roadmap and achieve future global growth, WFC Holding continued collaboration discussions with a range of channel partners to allow rapid scaling while retaining quality service standards. The company invested substantially in technology such as SAP, proprietary software and autonomous workflow capability, thus achieving a flexible and scalable business model. The company also created an all-in-one Contact Centre Hub to effectively engage and manage rising customers.



## Our Management



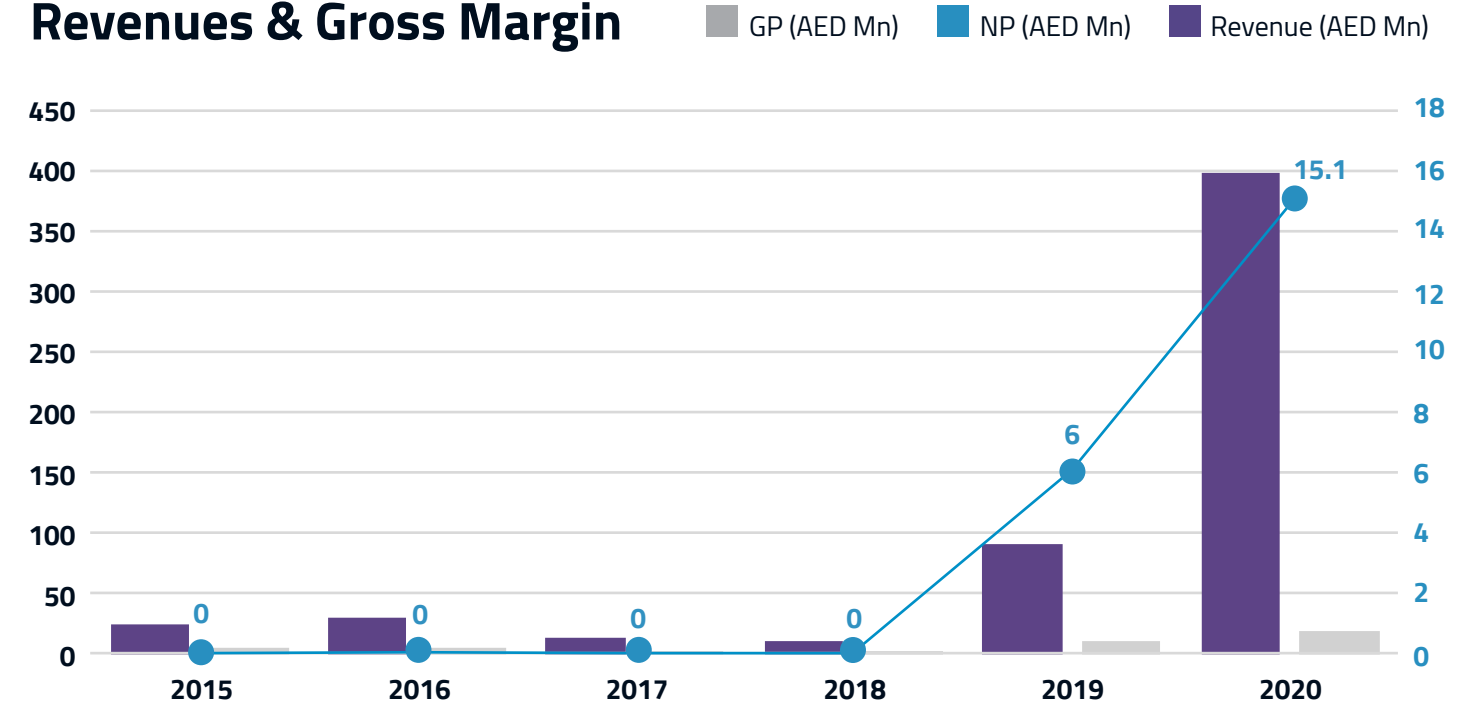
**Craig Ambrose**  
Chief Executive Officer (CEO)

**Qualifications**  
MBA, University of Stirling, UK, 2010

**Experience**  
With 20+ years of experience, Craig has held various HR & Operations Management roles within start-up, turnaround, and high-growth business environments. In November 2016, he joined the Royal Group Management LLC as Group CHRO. Since 2018, he has led WFC Holding as CEO. He is focused on creating data-driven smart solutions for all WFC Holding corporate clients.



## Revenues & Gross Margin



## Business Performance Report

- 2020 was another record-breaking year for the company with a great overall performance considering the challenges the year brought.
- WFC achieved a high revenue growth from AED 90 Mn in 2019 to AED 405 Mn in 2020 with a 350% increase as compared to the previous year.
- Following the same trend, the net profit has increased by 150%, from AED 6 Mn in 2019 to AED 15 Mn in 2020.
- A net cash growth of 480% was achieved, from AED 5 Mn in 2019 to AED 29 Mn in 2020.
- The company has greatly streamlined its operations and digitized an important aspect of its business with the launch of the Human Resources mobile application.

## 2020 Balance Sheet (AED Mn)

Years	2015	2016	2017	2018	2019	2020
<b>Assets</b>	8	8	7	9	32	106
<b>Liabilities</b>	7	7	6	8	25	85
<b>Equity</b>	1	1	1	1	7	21