

STRATEGIC FINANCIAL ADVISORY · RIYADH, SAUDI ARABIA · EST. 2026

Financial *Leadership*

for Growth-Stage Companies

FINANCIAL CLARITY · STRATEGIC GROWTH

25+

YEARS CFO LEADERSHIP

6

MAJOR SAUDI
INSTITUTIONS

2

ACTIVE BOARD SEATS

A Letter from *Fahad*



"The quality of business decisions is directly linked to the quality of financial insight available to decision-makers."

Throughout my career in finance and executive leadership, I have had the privilege of working with leading organizations across different stages of growth, transformation, and expansion. One lesson has remained consistent throughout these experiences.

When management has access to clear financial information and meaningful analysis, it becomes easier to allocate resources effectively, finance growth, manage risks, and pursue opportunities with confidence. Conversely, limited visibility often results in slower decisions, increased uncertainty, and reduced ability to achieve long-term objectives.

Prime CFO was established to bridge this gap — bringing the financial discipline, governance practices, and decision-support capabilities typically found within large organizations to growth-stage businesses through a practical and flexible model of executive financial leadership.

We believe that the true role of financial leadership extends far beyond reporting historical results. It is about enabling better decisions, improving performance, strengthening governance, and helping organizations build sustainable long-term value.

Fahad Alaslami, CFA

FOUNDER & MANAGING DIRECTOR, PRIME CFO

When Growth Outpaces Financial Infrastructure

As a business expands, decision-making becomes significantly more complex. The critical questions are no longer accounting-related — leadership teams need answers to:

- ◆ Is growth generating value or consuming cash?
- ◆ Are resources allocated to the highest-return opportunities?
- ◆ Is the financial structure capable of supporting future expansion?
- ◆ Does management have sufficient visibility for strategic decisions?
- ◆ Are governance and controls evolving alongside the business?

"Managing growth effectively is the challenge — not growth itself."

— WHY INITIATIVES FAIL

Six Root Causes

CASH Revenue growth exceeding cash generation	VISIBILITY Limited visibility over future cash flows
CLARITY Unclear profitability drivers and margins	GOVERNANCE Insufficient governance and financial controls
REPORTING Weak management information systems	ALIGNMENT Poor strategy to execution alignment

Executive Financial Leadership, Redefined

Prime CFO is a Saudi financial consulting firm specializing in executive financial leadership services for growth-stage organizations. We work with business owners, CEOs, boards, and leadership teams to provide strategic financial insight, governance support, performance improvement, and decision-making capabilities.

VISION

To become the leading provider of executive financial leadership services for growth-stage businesses in Saudi Arabia.

MISSION

To empower organizations with the financial clarity, strategic insight, and governance capabilities required to make better decisions and achieve sustainable growth.

WHAT WE ARE NOT

Prime CFO does not provide bookkeeping, Zakat/tax returns, external audit, payroll, or unlimited support. We are a strategic executive partner — not a back-office service.

FROM DATA TO DECISIONS

◆ Data

RAW INFORMATION



Information

STRUCTURED REPORTING



Insight

MEANINGFUL ANALYSIS



Decisions

INFORMED LEADERSHIP



Results

MEASURABLE OUTCOMES

OUR VALUES

Quality

Work quality before growth.

Impact

Measured by decisions, not deliverables.

Specialization

Depth over breadth.

Selectivity

The right client over the big client.

Confidentiality

Trust as a strategic asset.

The Clarity Framework

Every engagement at Prime CFO follows a structured methodology designed to transform financial information into measurable outcomes.

01	02	03	04	05
Diagnose	Clarify	Prioritize	Execute	Develop
Understand the current situation and identify strengths, risks, and opportunities.	Transform financial data into actionable business intelligence for leadership.	Focus on the initiatives that create the greatest measurable impact.	Support implementation and drive measurable, sustainable improvement.	Build sustainable financial capabilities for future growth and independence.

Four-Stage Engagement Model

I Assessment & Discovery

Understanding the current situation and identifying opportunities for improvement.

II Prioritization

Defining the initiatives that will create the greatest measurable impact.

III Execution & Support

Working alongside management to implement solutions and monitor progress.

IV Capability Development

Building internal systems and capabilities that support long-term sustainability.

Three Tiers of Financial Leadership

All engagements begin with the Financial Diagnostic. Retainer services provide ongoing executive financial leadership at two levels of depth.

GATEWAY · STARTING POINT

Financial Diagnostic

An independent and structured assessment of the organization's financial position, performance, governance, and readiness for growth. The output provides management with a clear roadmap for improvement and future development.

AREAS REVIEWED

- ◆ Financial position and liquidity
- ◆ Profitability and margin analysis
- ◆ Financial reporting quality
- ◆ Finance function effectiveness
- ◆ Financing readiness
- ◆ Key business risks

ESSENTIAL CFO

Essential CFO

PROFESSIONAL FINANCIAL LEADERSHIP · 2–4
DAYS/MONTH · 6-MONTH MINIMUM

SCOPE OF SUPPORT

- ◆ Monthly management reporting
- ◆ Financial performance analysis
- ◆ Budget preparation and monitoring
- ◆ KPI development and tracking
- ◆ Cash flow management and forecasting
- ◆ Executive decision support
- ◆ Financial risk monitoring

STRATEGIC CFO

Strategic CFO

EXECUTIVE FINANCIAL LEADERSHIP · 5–8
DAYS/MONTH · 12-MONTH MINIMUM

SCOPE OF SUPPORT

- ◆ All Essential CFO services
- ◆ Strategic financial planning
- ◆ Business plan development
- ◆ Board and committee support
- ◆ Governance and financial oversight
- ◆ Banking and financing relationships
- ◆ Funding and restructuring initiatives
- ◆ Investment evaluation

Strategic Engagements

Targeted engagements designed to address specific business challenges, support strategic initiatives, and accelerate organizational development.

Annual Budget Build Developing integrated budgets that align financial targets with strategic and operational objectives, creating a framework for accountability.	Financial Modeling Building robust financial models that support planning, scenario analysis, investment decisions, and growth strategies.	KPI System Design & Build Designing performance measurement frameworks that connect strategic objectives with operational execution.
Profitability Analysis Assessing profitability across products, services, business units, and customer segments to improve resource allocation.	Corporate Governance Developing governance structures, reporting frameworks, and accountability mechanisms that strengthen organizational effectiveness.	Family Business Governance Supporting family-owned businesses in establishing governance practices that balance ownership interests with professional management.
Financial Policies Manual Designing financial policies and procedures that strengthen control environments and support organizational consistency.	Bank Financing Package Preparing financing packages, financial models, and supporting documentation for lenders and financial institutions.	Acquisition Advisory Providing financial support and analysis for acquisitions, strategic investments, and expansion opportunities.
Financial Feasibility Study Preparing financial feasibility studies and investment assessments for new projects and business initiatives.	Debt Structuring & Advisory Advising on debt structures, financing strategies, and capital optimization for growth-stage businesses.	Interim CFO Providing temporary executive financial leadership during periods of transition, transformation, or executive vacancies.

— SPECIALIST SERVICE

Non-Profit Governance Package

A dedicated financial leadership and governance solution designed specifically for non-profit organizations, foundations, charities, and endowments — strengthening financial governance, improving transparency, and supporting long-term sustainability.

Industry Expertise Across Saudi Arabia's Key Sectors

While sound financial principles remain consistent, every industry has unique operational dynamics, risks, and growth challenges.



Real Estate & Housing

Extensive experience with large-scale development and PIF/NHC housing programs under Vision 2030.

Development Finance

Off-plan Sales

Project Cash Flow



Healthcare

Supporting hospitals, medical centers, and clinics in balancing operational excellence with financial sustainability.

KPI Design

Cost Management

Board Reporting



Manufacturing

Deep experience across petrochemicals, aluminum, and industrial manufacturing through SATORP and Maaden.

Cost of Production

Capital Planning

Operations



Trading & Distribution

Working capital efficiency, inventory management, and cash flow discipline for distribution businesses.

Working Capital

Inventory

Receivables



Family Businesses

Helping family-owned businesses build stronger financial foundations, governance, and succession readiness.

Governance

Succession

Distribution Policy



Education & Technology

Supporting knowledge-based businesses with financial discipline while maintaining flexibility for growth.

Project Performance

Financial Planning

KPIs

GOVERNANCE & FINANCIAL CONTROLS

Financial policies and procedures, delegation of authority frameworks, internal control enhancement, management and board reporting, organizational accountability.

FINANCING & BANKING RELATIONSHIPS

Financing strategy development, readiness assessments, funding proposals, financial forecasting and modeling, lender communications, debt structuring.

How We Create Value

Success is measured by the impact delivered to decision-makers and the value created for the organization.

Better Decisions Providing management with clear, reliable, and actionable financial information that supports confident strategic choices.	Stronger Performance Improving profitability, liquidity, efficiency, and resource allocation through disciplined financial management.	Enhanced Governance Strengthening accountability, reporting quality, transparency, and oversight across the organization.
Sustainable Growth Supporting expansion plans through structured financial planning and disciplined execution.	Financing Readiness Helping organizations present a stronger financial story to lenders, investors, and stakeholders.	Profitability Insight Identifying low-performing activities, products, or segments and supporting margin improvement initiatives.

— IS PRIME CFO RIGHT FOR YOU?

Prime CFO is most relevant for organizations that:

- ◆ Have outgrown basic accounting support
- ◆ Are experiencing growth-related challenges
- ◆ Require stronger financial visibility
- ◆ Are preparing for financing or expansion
- ◆ Need better management reporting
- ◆ Seek improved governance and controls
- ◆ Want executive-level financial leadership without the cost of a full-time CFO

— WHY PRIME CFO?

What Sets Us Apart

Executive Leadership Experience

Built upon practical leadership experience gained within major organizations across multiple sectors.

Decision-Focused Approach

We transform financial information into decision-making tools, not just reports.

Management Partnership

We work alongside owners, CEOs, and leadership teams as a trusted financial partner.

Flexible Engagement Model

Executive financial leadership without the cost and commitment of a full in-house CFO function.

Fahad Alaslami, CFA

Fahad Alaslami is an accomplished finance executive with more than twenty-five years of experience in financial leadership, governance, corporate performance, and executive management across major Saudi organizations.

He has led large-scale transformation initiatives, performance improvement programs, financing strategies, governance enhancements, and financial reporting developments within complex and dynamic business environments.

CAREER AT A GLANCE

- Al Akaria (PIF)**
Chief Financial Officer
- NHC**
Chief Financial Officer · 2017–2021
- SPIMACO**
Chief Financial Officer · 2014–2017
- Maaden Aluminum**
Finance Leadership
- SATORP**
Finance Leadership
- STC**
Finance Leadership

CURRENT BOARD MEMBERSHIPS

المواساة للخدمات الطبية — Mouwasat Medical Services

Dar Al Tamleek Company

RECOGNITION

CFO of the Year 2022 — Private Sector

Finance Team of the Year 2023

PROFESSIONAL CREDENTIALS

CFA

Chartered Financial
Analyst

CMA

Certified Management
Accountant

SOCPA

SOCPA Fellow

INSEAD

IDP-C · Director
Programme

COSO

Enterprise Risk
Management

MBA

Master of Business
Administration

EXECUTIVE EDUCATION

- ◆ INSEAD
- ◆ Stanford Graduate School of Business
- ◆ Oxford Saïd Business School
- ◆ London Business School

PREVIOUS BOARD EXPERIENCE

- ◆ Chairman — Al Wadiyan Real Estate Development Company
- ◆ Chairman, Audit Committee — Solidarity Takaful Insurance Company
- ◆ Board Member & Committees — Sakan Developmental Housing Foundation

The People Behind Prime CFO



Fahad Alaslami

FOUNDER & MANAGING DIRECTOR

Provides strategic leadership and executive financial advisory services, drawing upon more than twenty-five years of leadership experience across multiple sectors and major Saudi institutions including Al Akaria (PIF), NHC, SPIMACO, Maaden, SATORP, and STC.

CFO Advisory

Board Governance

Capital Strategy

Transformation

Real Estate

Healthcare



Mohammed Sadiq

FINANCIAL ANALYST

Supports Prime CFO engagements through financial analysis, management reporting, financial modeling, research, and project execution support across client engagements.

Financial Analysis

Financial Modeling

Management Reporting

FP&A Support



Financial Clarity. Strategic Growth.

In today's rapidly evolving business environment, financial clarity has become a critical factor in achieving sustainable growth and long-term success. At Prime CFO, we work alongside business owners, CEOs, boards, and leadership teams to provide the insight, structure, and financial leadership required to make better decisions and build stronger organizations.

Financial Leadership for Growth-Stage Companies

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