



CORPORATE PROFILE

Global Insight, Local Delivery.

2025

Middle East and Africa



WHITE LABEL
CONSULTANCY

WHO WE ARE

We are a boutique advisory firm led by seasoned industry veterans with more than 200 years of combined experience across the Middle East and Africa.

Our expertise spans real estate, hospitality & tourism, sports, leisure & entertainment, healthcare, education, and infrastructure/PPP. We deliver end-to-end services covering strategy, economic and business advisory, transaction support, and management consulting – grounded in rigorous analysis and practical execution.

Our leadership team is supported by professionals with backgrounds in the Big Four, strategy and real estate consulting, and leading developers/operators. This enables us to bridge boardroom vision with on-the-ground delivery.

Clients trust us to:

- Structure bankable projects.
- Unlock hidden value.
- Align investors, developers, and operators.
- Deliver practical, hands-on implementation while managing and mitigating risk.

CORE SERVICES

Advisory & Valuation

Capital Markets & Transaction
Advisory

Occupier Services, Tenant
Representation & Agency Leasing

Debt & Equity Finance, Investment
& Asset Management

VISION

To bridge global standards with local execution — creating sustainable, quality-of-life-driven outcomes and delivering projects that get funded, get built, and perform.

MISSION

We transform strategy into operating assets through:

- Data-driven analysis
- Bankable business cases
- Disciplined transactions
- Hands-on delivery

We build investor-developer-operator partnerships, minimize risks, and institutionalize KPIs to ensure long-term performance.

VALUE PILLARS

1. Independence & Integrity
2. Bankability & Risk Management
3. Execution Excellence
4. Data-Driven Insight
5. Local Depth, Global Standards
6. Partnership & Accountability

SPECIALIST SERVICES

WLC provides a breadth of specialist advisory services we provide across key real estate-linked sectors. Our approach is built around a holistic, partnership-driven model, ensuring every project is supported from concept through to successful operation.

Real Estate

- Market and financial feasibility across all asset classes.
- Residential communities, mixed-use hubs, retail & F&B precincts.
- Logistics, community infrastructure, leisure & lifestyle venues.

Healthcare & Education

- High-impact schools (early years, K-12, higher education).
- Specialty clinics, diagnostic centers, medical complexes, and hospitals.

Hospitality & Tourism

- Resorts, branded residences, eco-lodges, boutique hotels.
- Cultural/tourism-led developments.
- Concept design, feasibility, phased development planning, and operator selection.

Sports, Leisure & Entertainment

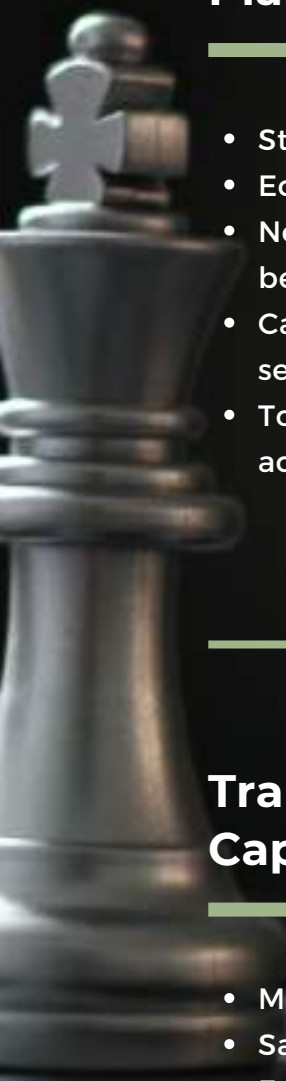
- Concept development and feasibility studies.
- Operator/tenant/developer search & selection.
- Stadiums, clubs, family entertainment centers, and destination attractions.
- Revenue enhancement and asset monetization.

PPP & Infrastructure

- Structuring bankable PPPs and concessions.
- Demand and tariff modeling, VfM/PSC, and risk allocation.
- Procurement design and operator selection.
- Concession agreements, project-finance models, and financial close.

OUR SERVICES

STRATEGY, FEASIBILITY, TRANSACTION, MANAGEMENT



Strategy, Markets & Planning

- Strategic & business planning.
- Economic impact assessments.
- Needs assessments & competitive benchmarking.
- Catchment analysis and site selection.
- Town planning and academic/medical planning.

Feasibility, Modelling & Valuation

- Market & financial feasibility studies.
- Financial & business modeling, cost modeling.
- Market & commercial due diligence.
- Valuations: land & property, brand & business, real estate & social infrastructure.

Transaction Advisory, Capital Planning & PPPs

- M&A assistance (buy-side/sell-side).
- Sale & leaseback advisory.
- Funding & joint ventures.
- Capital markets and privatization.
- Operator search & selection.
- Contract negotiation and land/property acquisition.

Delivery, Operations & Asset Management

- Project and asset management.
- Performance and property management.
- Corporate real estate solutions.
- Brokerage – sales & leasing.

INFRASTRUCTURE & PUBLIC PRIVATE PARTNERSHIP (PPP)

By combining deep sector knowledge with transaction expertise, we deliver integrated solutions that help governments, investors, and developers plan, structure, and deliver successful infrastructure and PPP projects.

Well-structured PPPs unlock value for governments, investors, and communities by:

Access to
Expertise &
Improved
Technology

Access to
Private
Funding

Balanced
Risk
Sharing /
Allocation

Continuous
R&D &
Innovation

Global
networks
and
knowledge
transfer

Cost
efficiency
and
improved
service
quality

SECTORS

- Healthcare / Education
- Sport / Entertainment
- Public Parks / Beaches
- Museums / Tourism
- Religious / Heritage Sites
- Airports / Airport Cities
- Ports / Cruise Terminals
- Railways / Metros / Public Transport
- Roads / Bridges / Causeways
- Power (Generation / Transmission / Distribution/ Renewables)
- Municipal (District Heating & Cooling / Public Lighting / Urban Revitalisation / Transport / Water & Sanitation / Solid Waste)
- Warehousing / Logistics
- Labour / Worker Accommodations
- Industrial / Special Economic Zones

SERVICES

- Economic Impact Assessment
- Strategic Advice / Business Planning / Project Scoping
- Market and Financial Feasibility Studies
- Development Strategy
- Financial Modelling
- Commercial & Financial Risk Analysis, Allocation and Quantification
- Business, Land & Property Valuation
- Asset Monetisation & Long-term Revenue Generation Identification
- Real Estate Positioning & Marketing Strategy
- Expressions of Interest Preparation
- Requests for Proposal / Tender (development & Commercial Structuring)
- Bid Evaluation
- Negotiation and Financial Closure Support

For inquiries, contact us.

Phone (KSA): +966 50 66 70 385

Phone (UAE): +971 50 66 88 239

white.label@wlc-me.com

