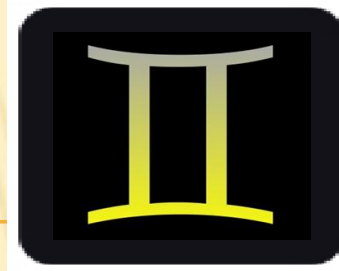


Kingdom of Saudi Arabia

ALJWAZAA

ADDRESS OF ALJAWZAA CHAIRMAN



The Kingdom of Saudi Arabia is witnessing a great economic rise thanks to the increase of the state petroleum proceeds in addition to the positive vital interaction of the state with the private sector and the reorganization of the investment laws in all sectors so as to accord with the new international economic system within the frame of attempting to create non petroleum alternative proceeds.

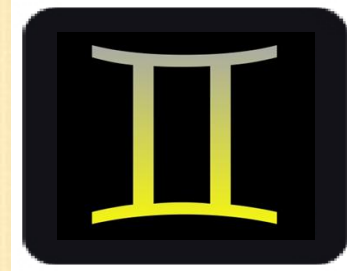
Among the indications of the said rise are the investing opportunities offered by the state to the local and international private sector in the fields of power, water desalination, petrochemicals and natural gas for US Dollars 320.7 billion (1,202.6 billion Saudi Riyals), as a result of the increase local and international demand for the products and services of these fields in addition to other investment opportunities for development of the infrastructure, Tourism sector, Communications, Agriculture , Education and Training for an amount of US Dollars 303.2 billion (1,137 billion Saudi Riyals).

To avail such investment opportunities in the fields Electricity, Water, Gas and Petrochemicals, and since such investment requires financial, Human, Technical and Cooperative capabilities in addition to strong relationships and good understanding for the local regulations and cultures, it has become necessary to create a distinguished Consortium which is able to satisfy the requirements of succeeding in such kind of significant vital investments.

Thanks to God, the men in charge of **Equity Fund Groups** from different disciplines have agreed to form a Consortium for investing in the Power , Water (Desalination and STP's), Sustainable Renewable Energy (SRE) and Petrochemicals sectors in which the **Group** enjoys wide experience in addition to its excellent financial status, in banking and financing investments in addition to the industrial and financial investment in general.

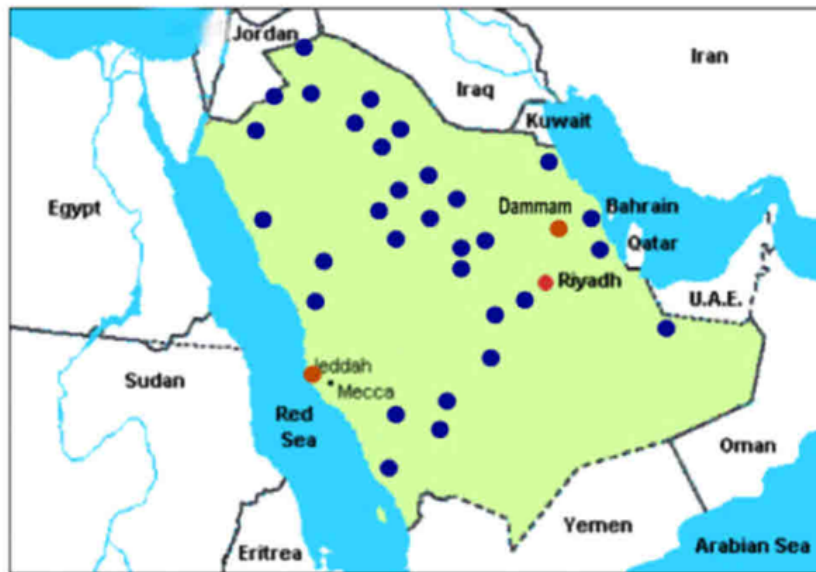
To reach to the optimum investing means and machineries for exploitation of investment chances in the field of public services, particularly the privatization of the electricity, Water and SRE sectors, shall be more easy in the light of the existence of this Consortium which, beyond any doubt, shall attract distinguished efficient people as well as people of added value so that all shall realize stable feasible financial proceeds for long periods in the shade of encouraging financial circumstances.

Chairman
Sheikh/ Ibrahim Abdulatif Al Abdulatif



ALJWAZAA, WHY?

The willingness to invest in the investment opportunities put forth with by the Government in STP's, Water Desalination and power sectors with a value of around (200 Billion US Dollars) and its necessity to form a Consortium of strong relations whose founders enjoy excellent financial status and wide experience in banking, financing and industrial investment.



Geographical Diversification





× Our Vision

- + To be the first and the optimum option for every company which wants to form a strategic partnership with the Consortium for the purpose of investing in STP's , Water Desalination and Sustainable Renewable Energy projects of the Government of Saudi Arabia or international markets

× Our Mission

- + Investment in projects placed by the Government of Saudi Arabia or international markets

OUR STRATEGY



✕ The Goal

Participation in the local, regional and international pioneering in STP's , Water Desalination and Sustainable Renewable Energy projects . This Goal shall be achieved through the following general aims

- + Building of a local consortium with an efficient foreign contribution
- + Development of the technical capabilities meeting the comprehensive quality conditions
- + Development and application of distinguished and efficient marketing systems
- + Rising capital with optimum use of financial resources.

OUR STRATEGY

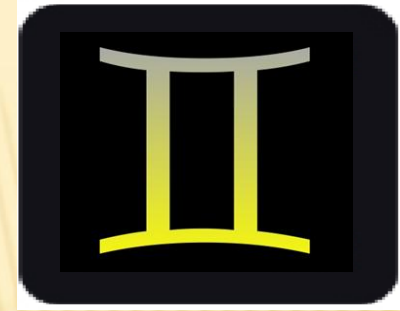


✖ The Governing Values

Our success in the increasing competition will be based on the following values:

- + Real partnership, our profession ethics and the charter of our dealing with others
- + Realization of the mutual interests by achieving the public interest in order to secure success and continuity
- + The distinguished employees are the most important resource to achieve the objectives of the Consortium
- + Development of the promising national elements is an added value for the Consortium and the Country
- + Research and development are the basis for products development and decision taking
- + Our strong relations, financial and technical capabilities and understanding of the local regulations and cultures is our added value in enhancing the abilities of the Consortium

OUR STRENGTH



× ACCumulated Experience Round more than half a Century

- + ALJAWZAA is marked by that it is composed of Four groups having long experience in the different fields of the business world over more than Four decades. Al-Abdullatif Group started their business in contracting in 1978.

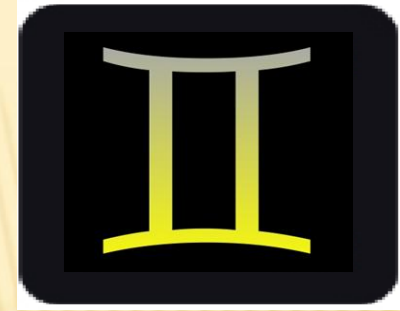
× Our Distinguished Relations

- + The Group parties enjoy a distinguished reputation which they built over long year through their venerable stands towards the country and the community and the distinct results they realized in their business so that their commercial facilities got to represent an added value for the country, the community and the Saudi economy.
- + Such distinguished reputation produced positive relations with all the regulatory, supervisory and superintending authorities which made the Consortium parties trustworthy to the officials a matter which enables them to communicate their views and ideas easily and this of course shall reflect positively on the projects which they execute for any authority.

× Deep Understanding of the Saudi Investing Environment

- + Each investing environment has its own particularity , where the economical factors intersect with the political, social and cultural factors to form facts which are difficult to perceive their depths for those who are outside of this environment.
- + The Consortium parties are characterized by their deep understanding for the Saudi investing environment as they are the sons of this environment on one part and because they practiced business in such environment for more than half a century where their business developed in parallel with the various developments therein.

OUR METHODOLOGY



ALJAWZAA adopt the modern methodologies in establishing, operating and developing their investments . They solicit the best firms of studies to determine the economic feasibility of the project. As soon as they ascertain its feasibility they seek assistance of a consulting firm which is specialized in preparation of strategies and development of the appropriate financial and administrative systems to apply and develop them in a manner which suits accelerating variables in the modern investment environment.

Also, it seeks assistance of the eldest and the most well known consulting firms in the technical, marketing, financial and legal aspects to prepare the business and the executive plans as well as the follow up and evaluation with the aim of realization of the possible highest degrees of the entire quality.

In addition, it attaches big importance to the Researches and Development Sections for the purpose of upgrading the competitive abilities in order to confront the strong competition in the local and the international markets



EFFICIENCY OF OUR RESOURCES

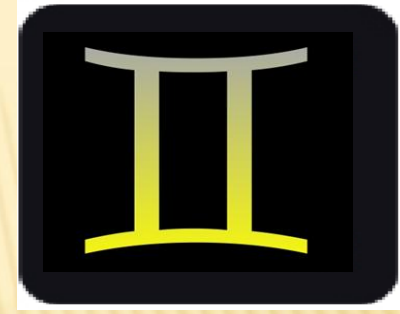
ALJAWZAA gives utmost care to the competence and efficiency of their human, financial, material and cooperative resources so as to achieve the best and biggest possible results for their respective groups and for the community and the investment environment in which they are working as they believe that achievement of both private and public interest ensures increasing growth of proceeds and profits.

The efforts of the two groups in magnifying the efficiency of their resources can be summarized as follows:-

✖ The Human Resources

Human Resources are the real assets of **ALJAWZAA** , therefore they place the process of planning the human resources on the first rank of their concerns. They solicit the best qualified and promising employees, qualify them in a manner suiting the work requirements and then set and apply best programs to preserve such human pearls so as to work in a comfortable psychological atmosphere motivating them to give more production, creation and innovation.

Thanks to these policies and programs, more than one thousand (1,000) employees are currently working with **ALJAWZAA** in all the commercial, industrial and services sectors belonging to the two groups.



EFFICIENCY OF OUR RESOURCES

✕ The Financial Resources

ALJAWZAA is characterized by their financial abilities which are rarely available to others. ALJAWZAA has big financing abilities which enable it to finance their own projects as well as third parties projects. Also the companies of ALJAWZAA enjoy excellent financial status enabling them to obtain the financing required for development of their business or projects.

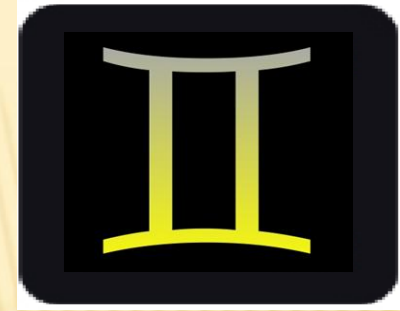
✕ The Material Resources

Development of the material resources is a continuous process which does not end at a certain limit. The departments concerned with the material development search for what ever is new which can contribute in the upgrading of the productivity and improvement of the competitive positions.

✕ The Cooperative Resources

ALJAWZAA believes that the cooperative resources are those limitless resources which enable their facilities to get unbounded motive force if such resources are proficiently identified and utilized with a relationship which is based on mutual respect so as to achieve the common interests

OUR MARKETING EFFICIENCY



The strong competition between the profit companies is clear in the markets where each of them endeavors to gain the biggest possible share in the targeted market to realize the targeted incomes and profits.

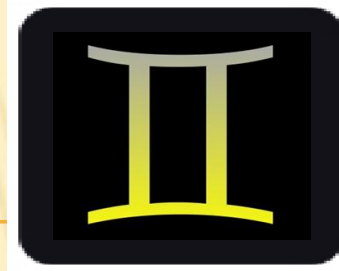
For the purpose of achieving the highest marketing efficiency, **ALJAWZAA** undertakes continuous studies and researches to know the needs and trends of the market as to the commodities and the services in order to attend the increasing and changing demand by offering the products and the services meeting the clients needs, demands and wishes, and to ascertain the status , abilities and products of the competitors and also to identify the most suitable pricing structures and policies. All these facts contributed in making the share of **ALJAWZAA** in the market grow increasingly all over the years.



OUR PARTNERSHIPS

ALJAWZAA believes in the importance of forming of long term strategic partnerships which are based on mutual respect and achievement of the common interests in upgrading the competition abilities so as to provide the best products and services at the most suitable prices to satisfy the clients for the sake of a long term relationship which starts once the product is purchased or the service is obtained.

THE VARIETY OF OUR EXPERIENCE



ALJAWZAA are characterized by their diverse and integrated experiences. Their commercial activities cover most of the economic sectors. They exercise their investing activities in such sectors efficiently inside and outside the Kingdom.

× JEDCO Contracting

- + Agricultural Sector
- + Industrial Sector
- + Services Sector
- + Financial Sector
- + Real Estate Sector



THE SUCCESS



ALJAWZAA achieved great success in various sectors on which they acquired the regards and appreciation of the Saudi Government, their allies and strategic clients.



Thank you