

NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 12: December 2014



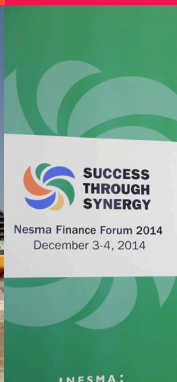
CRICKET CHAMPIONS!



ROCK CRUSHER



GROUP NEWS



FROM THE COMMUNITY



ABOUT NESMA INSIDER

Nesma Insider is part of Nesma's commitment to the integration of the Nesma Group of companies with news, announcements, stories, articles and more. The newsletter encompasses all the countries in which Nesma operates: Saudi Arabia, Egypt, Turkey, the United Arab Emirates, and beyond.

CONTACT US

To contact our staff or to send news for future issues, please contact us at:

newsletter@nesma.com
Tel: + 966 12 669 3322 Ext: 1500

For more news and updates please visit
www.nesma.com

STAFF

EDITORIAL

Editor - Noura Alturki
Editor - Mazen Munshi
Editor - Aisha Yahya

CREATIVE

Art Director - Steve Westfall
Designer - Arwa Salem
Production - Hassan Mansai





It's been an amazing year at Nesma, and a special one for the Nesma Insider Team.

Last January, we launched the first issue of our Group newsletter as an initiative to integrate the Nesma Group of companies with news of our businesses, our people, and our communities. At first, we selected and chose most of the stories ourselves, but over time, the stories were selected and highlighted by you: the

people of Nesma, working in various locations and on multiple projects. Hearing from you has been the highlight of each month, and we end this year with a request... to hear from you one more time.

Whether you've been an active reader, commentator, or observer, we seek your thoughts and comments. What have you liked most about the newsletter? What suggestions do you have for improvement?

Please take a minute, just one minute, to follow this link and give us your input: <https://www.surveymonkey.com/s/6MBF5W2>

Thank you kindly and wishing you a prosperous and healthy 2015.

See you in the new year!

Noura Alturki
HR and CSR Executive Manager
Nesma Holding Co. Ltd.

FEATURED ARTICLE

CRICKET CHAMPIONS!



Nesma Cricket team made headlines this month by bringing home the Championship trophy at the Cricket Final Tournament, organized by the Western Province Cricket Association (WPCA).

The determined team shocked everyone by rising from unknown status to top ranks, after only 3 years of becoming members of the Association. On December 5, under the leadership of Captain Sheraz Butt, and with the guidance of their coach Basil Udumalagala, the Nesma Cricket team displayed enthusiasm, hard work, confidence and team spirit to earn Nesma the title of champions.

The award ceremony was conducted by WPCA right after the game, wherein all the Nesma 16 players received their individual trophies and Mr. Jawad of Nesma received the Man of the Match trophy for his scintillating performance in the finals.



Nesma Cricket team displayed enthusiasm, hard work, confidence and team spirit to earn Nesma the title of champions.

FEATURED ARTICLE *continued*



The team's initial motivation on Friday morning came from the surprise visit of Ms. Noura Al-Turki, HR and CSR Executive Manager, who arrived on the field to support the Nesma team and watch their remarkable performance. 100s of other Nesma employees joined in throughout the day to attend the game and cheer for their colleagues.

To mark this achievement, Mr. Iqbal Khan, Corporate Finance Manager, hosted a celebratory event at the Nesma Holding Auditorium and congratulated all team members. It was a special moment for Mr. Khan who had supported the team throughout their entire journey, attending practices and providing motivation. Congratulations to all on this well-deserved victory.



FEATURED ARTICLE

ROCK CRUSHER



After months of hard work and planning, Nesma will welcome the New Year on January 1, 2015 by beginning operations of a newly established Rock Crusher. The rock crusher, located in Jeddah on Briman Road, is one of the largest in the Western region of Saudi Arabia and has been licensed to Nesma Trading from the Ministry of Petroleum and Mineral Resources.

Sabri Mufarrij, General Manager of the Project states that the rock crusher's purpose is to provide and manufacture gravel and sands for civil and construction projects. Its main components are hooper, feeder, jaw crusher, cone crusher

and final product hooper. It works specifically in crushing rocks from mountains and transforming them into sand and gravel by removing the outside unusable layers until reaching the solid rocks.

The location of production was chosen by geologists after serious study of the entire area, in order to locate the mineral resources. The current stage of operations is rock drilling and blasting; pure rocks take 3 to 4 weeks to be ready for the production line.

The team working on the project aims for the rock crusher to become the biggest gravel provider in the construction

sector. Their vision is to provide high quality products and be awarded the largest share of the Saudi market in sales.

Essam Abdul Rahman Ahmed, Site Manager, has been following the project from its inception. He explains, "We started implementing the rock crusher project idea in February 2013. The rock crusher itself arrived at Jeddah Islamic Sea Port in March 2014, and mobilization began shortly after."

At this new milestone, the Nesma Insider wishes the Rock Crusher project a successful and auspicious launch.

FEATURED ARTICLE

MOSQUE RELOCATION

Nesma achieved an incredible feat in innovation through a job well done by Nesma & Partners at the King Khalid National Guard Hospital. The work comprised of transferring a mosque from one location to another, using new technology that was introduced by Nesma to the Middle East for the first time.

The transferring process had several stages from the preparation of the mosque's foundation and moving it through specific technology, until it was safely settled in its new location. The team successfully reached its goal in maintaining the original shape of the mosque, in addition to avoiding the costs of destroying the precious mosque and re-building a new one.

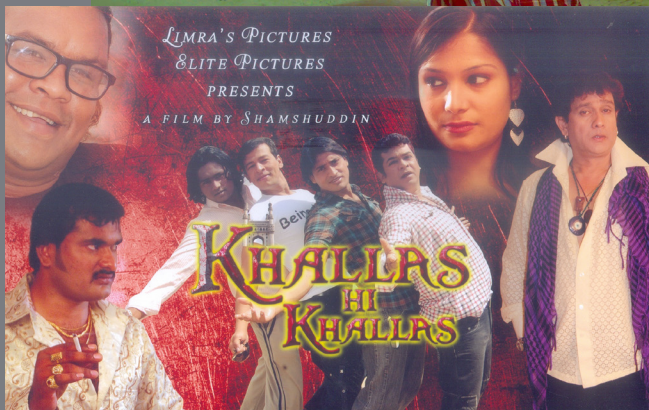
The video documenting this process went viral on the Internet; citizens and residents across Saudi Arabia watched the video on YouTube and spread it through Whatsapp, Twitter, and other social media. You can watch the video by [clicking here](#).



FACES OF NESMA

Chef Kholoud Prepares a Surprise Feast

A special surprise was prepared for Chef Kholoud of Nesma Trading in the busy kitchen of Nesma Holding. After hearing her say in a TV interview that she wished her family could see her at work, HR and CSR Executive Manager Noura Alturki and Chef Nayef Beydoun decided to surprise Kholoud with such a celebration. With the help of Nesma photographers and the kitchen staff, Kholoud family was secretly escorted to the cafeteria and served by Kholoud under the label of a VIP guests. Chef Kholoud could not hide her emotions when she found out that she was actually making lunch for her own mother and little sister. The chef was so delighted with the surprise that she did not mind posing for a memorable photo with her beloved family.



A Bollywood Star at Nesma!

Mohammed Quamar is a Nesma employee with a very interesting past. Currently working as a store supervisor in Nesma & Partners, Quamar was a Bollywood actor in India before giving up his film career and joining the Jabal Omar Development Project in Makkah. He was the main character in an Indian movie called "Khallas Hi Khallah" which is being released this month. Although Quamar gave up professional acting because it was against his father's wishes, we wish the movie great success and thank him for his great pictures.

GROUP NEWS

IT Forum: Solid & Liquid

Nesma Holding's IT Department hosted the 2014 IT Forum under the theme, "Solid and Liquid." Solid refers to the predictable, reliable, and safe systems that lead to operational excellence. Liquid refers to the need for information technology to be fluid enough to enable innovation, bring in new ideas, adapt to change, and embrace risk. Mubarak Al-Shahrani, Executive IT Manager emphasized that accepting risks is important for creating new opportunities and is part of Nesma's culture.



SOLID & LIQUID

Nesma IT Forum 2014

December 10-11, 2014



Finance Forum: Success through Synergy



**SUCCESS
THROUGH
SYNERGY**

Nesma Finance Forum 2014

December 3-4, 2014

Nesma's 9th Finance Forum highlighted important upcoming changes to financial standards and regulations in Saudi Arabia. Currently Saudi Arabia follows SOCPA, Saudi Accounting Standards. However by 2018, the Kingdom will transition fully to a single set of high quality, understandable, enforceable and globally accepted International Financial Reporting Standards (IFRS) based upon clearly articulated principles. The theme Success Through Synergy, emphasized the importance of the Nesma Group working together as one entity.



Marriage Ceremony in Riyadh

Nesma Holding CSR Manager Saeed Almushref and Riyadh Office Manager Ali Alzahrani attended a collective wedding in Riyadh hosted by the charitable organization for physical disability. The ceremony included 110 newlyweds with physical disability who got assistance from the organization to prepare their houses and to receive special equipment for physical aid. The ceremony was under the auspices of Prince Abdulrahman bin Musa'ad, President of the Saudi Football Club, Al-Hilal. At the end of the ceremony, Mr. Al-Mushref received an award on behalf of Nesma Holding founder Saleh Al-Turki for his support and continuous assistance to the organization.



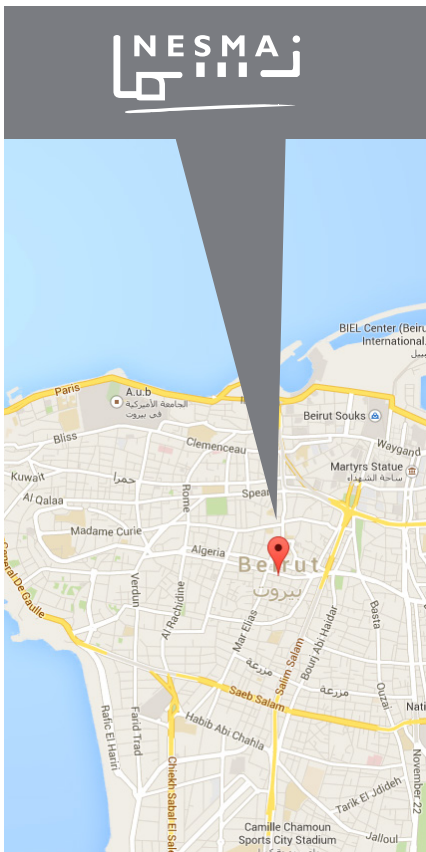
Annual Meeting of Nesma Orbit

The annual meeting of Nesma Orbit was held at the Hilton Hotel in Jeddah, led by CEO Haytham Al-Hajj and Executive Manager of Nesma United, Hani Al-Refai. The purpose of the meeting was to share previous achievements and discuss the company's future plans.

Nesma's Efforts Prove Successful

After waiting 3 years, the Nesma & Partners team was officially able to celebrate a major success: the heavy rains that hit Jeddah on November 21st, 2014 were 3 to 4 times heavier than in previous years-- and yet, all the dams and storm water drainage projects that Nesma executed in 2011 and 2012 proved successful. Jeddah was thankfully spared flooding, and the areas that Nesma executed were automatically drained of rainwater.





Nesma Beirut Office

Nesma Beirut office celebrated its 3rd annual anniversary on December 12, 2014. The office was established for the purpose of providing support to Nesma & Partners in the design, shop drawings, and estimation of civil and building projects. Their staff has increased in the past 3 years from 7 employees to a team of 36. On this occasion, the Nesma Beirut team sends a message of gratitude and celebration to the Company's Management, stating "We owe you our modest growth and nothing could be more fitting than a BIG THANK YOU." It is Nesma that thanks them for their efforts and hard work.



Nesma GM Earns MBA from INSEAD

General Manager of Nesma Korea, Jin Chung, has successfully earned an MBA degree from the distinguished business school INSEAD, located in Fontainebleau, France. Chung plans to utilize this learning to strengthen Nesma Korea, which was established in 2009 as a partnership between Chung and Nesma Holding VP Faisal Al-Turki. Chung explains, "The aim of Nesma Korea is to create joint ventures with top South Korean firms, and we quickly realized that the scope and breath of potential partners in South Korea warranted a more official presence in the country."

In 2010, Nesma Korea was officially registered as the first full subsidiary of a Saudi company in South Korea (other Saudi companies only have a representative office). This is a significant and symbolic achievement in the long history of Saudi Arabian and South Korean economic cooperation. The Office is ready to assist all Nesma companies in all matters relating to South Korea, ranging from simple travel advisory to joint ventures, procurement and investment.

The Nesma Insider congratulates Mr. Chung on his personal achievement and invites all Nesma companies to contact him for business opportunities in South Korea.



CONGRATULATIONS!

BIRTHS

Newborns for **Hussain Al Hayek, Ala Sidlani, Haitham al Taq, and Fareedul Hasan.**



MARRIAGES

Congratulations to **Aijaz Hussain, Sayed Zaidi, Sufian Wali, Ihab Fawaz, and Wajih Syed.**

ACCOMPLISHMENTS



Daughter of **George Zayat** from Modern Pioneer entered the Guinness Book of World Records for recording the longest talk show (70 hours long)!

Zain, Son of **Zubair Ahmed**, Project Manager in Namma Cargo represented his school in the Auto Mission Rescuer Robotic Competition and was awarded for best performance.



The Nesma Insider congratulates **Ahmad Abdul Kader, Mohammed Rahman, and Aseem Basheer** for scoring complete marks on "the safety general information exam," which is part of the safety awareness program at Nesma & Partners.

Eng. Bashar Al Khawaja "Sr. Project Engineer" passed the PMP exam and became now PMP Certified!

Mohammed Liyaqatu Allah completes 25 years of service in Nesma! Liyaqatu Allah joined Nesma on 20 Aug. 1989 and this year he completed 25 years of continual service in Nesma. A celebration on this event was held at Management Mess Hall – Shmiasy where Liyaqatu was awarded by the project manager. We wish Mr. Liyaqatu Allah a long happy life.



FROM THE COMMUNITY *continued*



Nesma Jubail Camp



Sadara Packaging Center



Nesma Security



Mawaddah



JODP



Nesma & Partners, Metro



Nesma & Partners