

NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 2: February 2014



- NESMA ORIENTATION, WORKSHOPS & TRAINING
- NESMA ART GALLERY OPENING
- NESMA & PARTNERS FORUM

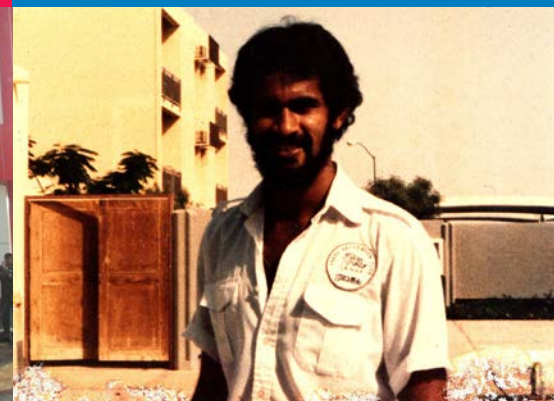
ORIENTATION



JOLLIBEE JUBAIL



32 YEARS AGO



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:1206

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

STAFF

EDITORIAL

Editor - Noura Alturki
Editor - Mazen Munshi
Editor - Sara Trabulsi
Editor - Abdulalah Sabbagh
Editor - Sultan Yahya

CREATIVE

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





Noura Alturki
HR and CSR Executive Manager



The journey of an employee within a company is very much like the journey of a person through life: it has many milestones and stopping points that allow a person to plan the way forward and reflect on the past. This issue of the Nesma Insider highlights three important types of days in an employee's career and focuses on the learning that happens at each step: the first day; training days; and anniversary days.

The first day at a new company can be a scary experience: Many employees join Nesma straight out of college or high school and have never worked before. For many more employees, their first day of work is also their first day in a new country. At Nesma, we give a lot of attention to the employee's first day to make sure that it is as comfortable as possible. This includes appointing someone to welcome them when they arrive at the airport or office, introduce them to their colleagues, and show them their workspace. Another essential element is employee orientation, which we highlight in this issue.

Training days are essential to learning at Nesma. While experts say that only 30% of learning happens in an actual classroom, we believe that people learn best when they share and exchange ideas in a structured way. Our training courses are



"At Nesma we truly believe we must invest in our employees... We encourage everyone to carve out some time in their day, every day, to learn."

great opportunities to meet new Nesma people and learn best practices.

Training courses are also an opportunity to discover hidden skills and strengths in our employees. This issue highlights some workshops that were delivered in February and invites you to participate in our planned workshops for March.

Anniversary days are just as important in work as they are in life. In this issue, we are proud to celebrate with a Nesma employee, Mr. Basil Udumalagala, who completed 32 years with the Nesma family, having joined on the 2nd of February, 1982. I wish to take this opportunity to congratulate him on this milestone. For all of us, it is an opportunity to pause and take a moment to reflect on what has been accomplished in the past three decades at Nesma.

At Nesma we truly believe we must invest in our employees. But learning and development is a joint responsibility: we learn through the people we meet, the books we read, the questions we type into "Google", and the experiences we have on-the-job and in life. We encourage everyone to carve out some time in their day, every day, to learn.

FEATURED ARTICLE



FIRST IMPRESSIONS CAN BE LASTING IMPRESSIONS!

Nesma's Orientation Program

The HR Division of each Nesma company has the responsibility to give a presentation to new employees on their first day and introduce them to Nesma's businesses, culture, values, and the policies and procedures of the company, such as working hours, dress code, and expected behavior. For foreigners arriving in the country for the first time, we also give them a quick orientation to the country and its culture and practices.

In addition, Nesma Holding recently launched a group-wide orientation session to supplement the orientation that new joiners get on their first day. The program is designed to immerse new joiners in Nesma's history and values and to engage them with the company's vision. The first session took place in Jeddah at the Nesma Holding auditorium. 20 new employees attended, representing 6 companies: Nesma Water & Energy, Namma Cargo, Nesma Electric, Nesma Holding, Nesma Embroidery, and Nesma Real Estate. They had the opportunity to meet new colleagues, along with learning about the company's business ethics, policies and procedures.

The orientation was led by Ms. Sara Trabulsi, HR Planning Manager, and the HR Division team members. The program included a presentation by Mr. Naif Alabeedi, Nesma Holding Executive Manager, who welcomed the employees and gave an overview about Nesma and the values that distinguish us as a company. Ms. Noura Al-Turki introduced the latest projects and activities that Nesma completed for the community as part of our social responsibility.

The session took a fun turn when the new joiners divided into two teams and played a Lego game that encouraged employees to build their vision of the future shape of Nesma. Furthermore, Sh. Saleh Al-Turki enriched the auditorium by welcoming the new joiners and taking a memorable picture with them.

Nesma Holding plans to host these sessions four times a year in Jeddah, Riyadh, and the Eastern Province for employees who have been with Nesma for three months or less.

The next group-wide orientation will be held on the 22nd of April, 2014, in Jeddah, Riyadh, and the Eastern Province.

FEATURED ARTICLE

Nesma Workshops and Training in 2014

Since the start of 2014, the Nesma Training Center (NTC) in Jeddah has delivered five workshops for Nesma employees: Business Etiquette & Business Ethics, Strategic Planning, Negotiation Skills, Communication Skills, and High Performance Teams & Motivation. The two-day workshops were attended by employees from the following Nesma companies: Nesma Holding, Nesma Embroidery, Nesma Real Estate, Nesma United, Nesma Airlines, Nesma Chocolate, Nesma Water & Energy, Nesma & Partners, Nesma Electric, Nesma Batterjee, Nesma Orbit, Nesma Unitrade, and Mawaddah International Group.

In the Eastern Province, the Training Unit at Nesma & Partners has also been delivering many courses since the start of the year, including Crisis Management, Decision Making, and Running Successful Meetings. These were held at the head office and in project sites in Jubail (Nylon project, Sadara-1, and Sadara-2).

We invite more companies and employees to attend next month's workshops, listed below:

March 2014 In-House Workshops:

In Jeddah: Time & Stress Management (March 2-3), Presentation & Public Speaking (March 3-4), Conducting Professional Interviews (March 9-10). For more information or to register, please contact Mr. Omar Canlas, Nesma Holding Training Coordinator at canlas@nesma.com

In the Eastern Province: Effective Delegation, Managing Difficult Interactions, and Crisis Management. For information or to register, please contact Mr. Ahmed Al-Kindi, Nesma & Partners Training and Education Unit Head at ahmed.alkindi@nesma.com



NESMA EVENTS



Nesma & Partners Holds First Annual Forum 2014

Together We Build Excellence

Led by CEO Eng. Imad Gholmieh, Nesma & Partners launched its first internal forum on the 5th and 6th of February, 2014, to bring company managers together for knowledge sharing and strategy development. The core objective of the forum was to create synergy between the company's top management and project, support and operations teams.

Eng. Imad set the tone for the event by recognizing that the company has experienced tremendous growth in a short period of time, jumping from 7,000 employees in the mid-80s to a current workforce of over 20,000. However, he emphasized that the strength of Nesma is not in the number of employees but in their quality, including "those who have been in the Company for years doing their share in bringing it to its current position, and those who have joined for the many values and bright prospects the name carries."

In his speech, VP of Human Resources Mr. Khalid Almzel, said: "A lot of organizations are often tempted to treat their employees as resources. They fail to understand that they are not dealing with human resources, but human capital, which actually is their most valuable asset." He also highlighted the main priorities for Nesma & Partners' HR Division: to review and improve policies, create a learning culture and healthy environment, develop a retention and succession plan, and to make Nesma & Partners "a wow organization!"

IN THE SPOTLIGHT



Nesma Water & Energy

Founded in 2011, out of Nesma Holding's desire to establish an independent, specialized company to support the growing demand for domestic development within the Kingdom, Nesma Water & Energy Company (NWE) was born.

Adhering to the highest international quality standards and focusing its services in the field of water and wastewater infrastructure, salt-water desalination, and water and wastewater treatment plants, NWE aims to become one of the leading contractors in the region for water and energy solutions.

NWE has been crucial in the execution of turnkey mega projects, one of the most notable being at King Abdullah University of Science and Technology (KAUST), which included a seawater desalination plant (with a capacity of 32,000 cubic meters per day), wastewater treatment, water transmission networks, sewage and storm water collection networks. NWE's unique and distinct construction designs, as well as our operation and maintenance services of these plants, has set the benchmark for the way these contemporary solutions are executed.

NWE also completed the water and energy infrastructure for the Jabal Omar project. Recently, the company collaborated with the National Water Company to reinforce water sources in Riyadh, and the projects of water meters for domestic connections in all areas of the city of Jeddah, which numbered more than 96,000 domestic connections.



نسما للمياه و الطاقة
Nesma Water & Energy

Nesma Water & Energy represents Nesma Group in water and renewable energy projects, and provides comprehensive solutions and services adequate for each project's conditions. Their services include:

- Desalination plants
- Well water treatment plants
- Wastewater treatment plants
- Conventional and renewable energy production plants
- Water and energy transmission lines
- Storm water drainage systems
- Water tanks, all types and sizes
- Plants automated control systems
- Recycling of solid waste
- Operating and maintenance services
- Construction projects, operation and ownership transfer

IN THE SPOTLIGHT *continued*

The operation and maintenance of the Duwadimi – Afif comprehensive plant, which includes the operation of several wells, pumping stations, and water transmission lines to all towns and villages located between the two cities, over a distance stretching over more than 270 km, was granted to NWE under the authority of the Ministry of Water and Electricity.

“I predict a bright future, due to the excellent relations with the private sector and government authorities, built on transparency and quality of work; along with the commitment to contracts’ term and clauses, and the availability of financial and human resources to participate in the largest projects,” stated Eng. Mahmoud Fallatah, CEO of NWE. “As for our future plans, we would like to continue to grow as one of the most important contractors and service providers in the water and energy sector, while joining the field of renewable energy, in line with the future plans of the energy sector in Saudi Arabia.”

About The Nesma Water & Energy’s CEO

A graduate in Chemical Engineering from King Fahad University of Petroleum and Minerals, Eng. Mahmoud Fallatah possesses both the technical and managerial acumen to lead NWE into the new year.

He began his professional career as a Process Engineer with Saudi Yanbu Petrochemical Company (YANPET), a subsidiary of the Saudi Petrochemical giant, Saudi Arabian Basic Industries Corporation (SABIC). In 1999, he joined the Saline Water Conversion Cooperation (SWCC) and worked in various positions until he was appointed manager for the Maintenance division



of remote plants in the West Coast. In 2007, as Head Project Manager at the Ministry of Water and Electricity, he oversaw the privatization of the water and wastewater sector, as well as, the establishment of the National Water Company (NWC). After NWC began its operations in 2008, he was appointed Executive Director for Corporate Projects. In 2011 he joined Nesma as Chief Executive Officer of Nesma Water & Energy.



KEY NWE PROJECT: Riyadh Water Supply Enhancement Program for the National Water Company

The city of Riyadh has suffered from lack of water in the past few years. Although a permanent solution has been initiated, the government of Saudi Arabia decided to implement a number of urgent projects to minimize the gap between supply and demand as quickly as possible.

The scope of the project included drilling wells, constructing cooling towers, building entire water treatment plants and water reservoirs. Because many sites had no access to electricity, power generators and electromechanical systems had to be installed.

Nesma Water & Energy was awarded about 44% of the project which is equivalent to 12 sites. The biggest challenge was to complete the work in less than six months for a project that usually needs 18-24 months to complete due to the distance between several sites being more than 100 km.

The first plant (TGW) was successfully handed over to the client six weeks after the contract signing. Additional sites were finalized and tested every 2 weeks thereafter. In addition, an operation and maintenance contract for 2 years was awarded for all 12 sites.

GROUP NEWS



Nesma & Reaya Partner with Turkish Eye Hospital Chain for Global Expansion

Nesma Holding has partnered with Reaya Holding to invest in a Turkish eye hospital chain called Avrupalgöz. The chain currently has 14 branches throughout Turkey, and is looking forward to strong growth with a plan to open new clinics in Saudi Arabia, Turkey, Iraq, Azerbaijan and Turkmenistan.



The stake held by Nesma and Reaya, amounting to 50% of the share, was acquired for nearly USD 23.6 million.

At the press conference announcing the partnership, Nesma Holding President and Reaya Holding Board Member, Saleh Al-Turki, said “This partnership is an exciting opportunity for us as we plan to make Avrupalgöz a global brand”. Avrupalgöz CEO Ramazan Burak Telli added, “Having acquired new partners, Avrupalgöz is looking to open new branches both in Turkey and in surrounding countries”.

Speaking at the event, Vice President of the Investment Support and Promotion Agency of Turkey (ISPAT), Arda Ermut, said that investments from the Gulf countries into Turkey were on the rise. “Seen as the regional medical hub, Turkey has been attracting significant amounts of foreign investments to its hospital chains and healthcare services sector in general”, Ermut noted, adding that the Avrupalgöz partnership signified strong investor confidence in Turkey’s economy.



Nesma Platinum Sponsor of Jeddah Desert Rally 2014

As a platinum sponsor, Nesma Holding sponsored Jeddah Desert Rally 2014, which was held from January 30, to February 1.

Held under the patronage of H.R.H. Prince Mishaal Bin Majid Bin Abdulaziz Al-Saud, Governor of Jeddah and supervised by the Saudi Automobile Federation, Jeddah Desert Rally 2014 activities continued over three days with a total distance of 500 km. The rally launch included an introduction and show held in Obhour. The remaining events took place northeast of King Abdullah Economic City.

The Jeddah Desert Rally 2014 saw the participation of many rally champions in the region, with a total of 30 cars in the T1 and T2 categories according to the International Automobile Federation (FIA) classification, and 20 motorcycles in different categories. For the first time in the Kingdom, two T4 category trucks took part at the Jeddah Desert Rally.

New Jubail Jollibee Makes 10 in KSA, 100 Worldwide

Jollibee Saudi Arabia has started the year with a bang as they opened a second restaurant in Jubail, bringing the total number of restaurants to ten within the Kingdom.

Located at Jeddah Street and King Abdul Aziz Road, the new restaurant features the first Jollibee drive-through in the Middle East. The Jubail opening is also significant because it marks the 100th Jollibee branch opened internationally.

Filipinos number approximately 70,000 among the technicians and engineers residing and working in Jubail, which is the largest industrial city in the region. As a result, a large selection of Filipino grocery stores, barber shops, remittance centers and specialty shops can be found in the area along King Abdul Aziz Road.

Jollibee is the most popular fast food chain in the Philippines with over 600 stores. Jollibee's menu includes a wide selection of food including hamburgers, fried chicken and ice cream. It is endearingly known as the McDonald's of the Philippines.



GROUP NEWS *continued*



Nesma Art Gallery Opening Features Abdullah Hamas Exhibition

Nesma Art Gallery, a new exhibition space located in Jeddah's Al Rawdah district, officially opened to the public featuring well-known local artist Abdullah Hamas. The exhibition was inaugurated during the art event [21, 39] by Nesma Holding President Saleh Al-Turki and attended by a large enthusiastic audience.

Nesma Art Gallery is a community initiative established by Nesma Holding to support and promote local artists. It is located in the same building as Nesma Embroidery and Tailoring Center, another Nesma non-profit project. The spacious gallery features multiple areas for showcasing different artists and is managed by Saudi artist Mohammed Al Ablan.

The opening event marked the 29th local exhibition for Abdullah Hamas and was made distinctive by the wide ranging diversity of Hamas' paintings. Influenced by historical and environmental elements throughout the Kingdom's regions, Hamas thoughtfully combines contemporary style with post-modern techniques to visually represent the nation's heritage.

For more information about Nesma Art Gallery, please inquire by email at nesmaart@gmail.com or call +966 55 1624842. We encourage you to visit.



Personal Milestone: 32 Years of Contribution to Nesma

Anniversaries are a great excuse to share stories about the past and remember fond times. Nesma Insider had the pleasure of speaking with Mr. Basil Udumalagala about his 32-year Nesma anniversary.

Basil came to Nesma with a technical degree from Sri Lanka as well as a certificate from a marine specialist training course that he attended in 1980-81 in what was then West Germany. He remembers arriving in the Jeddah airport on the 1st of February 1982 and leaving the same evening directly to Yanbu, where Nesma had a contract to manage the recreation facilities of the Royal Commission of Yanbu, and was operating at the time as “National Engineering Services and Marketing” Company.

Basil recalls, “The road to Yanbu was very narrow and was used by cars traveling in both directions. It was full of construction; everywhere things were being built. We could only see dust. No buildings at all.” In Yanbu, there was nothing but the Royal Commission’s tent and staff facilities. He explains, “At the recreation camp, we were responsible for 38 swimming pools, 19 recreation centers, 2 football grounds, 1



baseball ground, and I don’t know how many tennis courts, around 20! 2 squash courts, 1 racquetball court, and other amenities too.” The Project Manager was an American by the name of Bob Ford. At the time, the management was predominantly American and the supervisors were mostly from the Philippines and Thailand. On his first day, Basil was assigned to deliver newspapers door-to-door to the employee camps. “Twice a week in the



mornings, I was like a paper boy,” he says. He then started his job as a Senior Lifeguard, also training other lifeguards. One of his duties was to accompany a bus of around 50 people, including employees and their families, every Friday to/from the beach. In addition to his lifeguard duties, Basil used to sometimes maintain the swimming pools himself without waiting for the maintenance crew to arrive. Management took notice of his initiative and started adding more and more maintenance responsibilities to his function.

After 6 months, Basil became a supervisor of the water sports section of the project. He



Personal Milestone: 32 Years of Contribution to Nesma *continued*

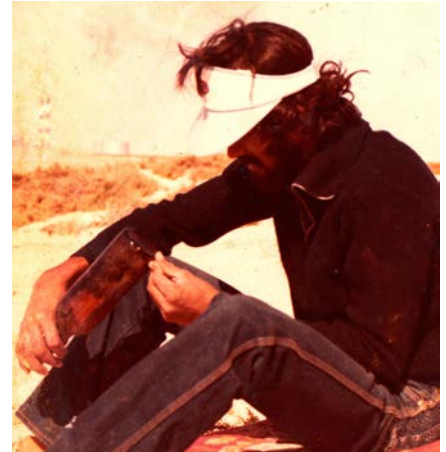
shared with us that all managers had pick-up trucks back then, but he and the other staff would go by bus or bicycle. In 1983, he got his driving license, so the Company gave him a pick-up to carry the chemicals and do the maintenance work. In 1990, he was transferred to a refinery project in Yanbu as project manager of the refinery's garage, containing around 200 vehicles and heavy equipment such as cranes, forklifts, fire water pumps, and generators.

Finally, in 1992 he was transferred to the Nesma head office "as the maintenance guy", for air conditioning, electrical, plumbing, carpentry and the like, covering the head office, staff accommodations and the President's villa. The department has grown day by day since then, and Basil today holds the position of Maintenance Manager at Nesma Holding.

Nesma President Saleh Al-Turki remembers Basil as a very fit young man with a strong build and a nice smile. For his part, Basil says, "The first time I met Sh. Saleh was a real story. He requested someone to check the swimming pool at his villa, and so my project manager sent me. Sh. Saleh told me he wanted me to clean the pool, but said to me that water is very expensive and we want to clean it without throwing out the water. He asked me if I can do it. I said I can, but I will need 3 days. Sh. Saleh said, 'OK, do it.' I didn't know he was the boss, so I told

him I have to ask my project manager. Sh. Saleh laughed and said, 'I'm the owner of the company and I will talk to your boss.' I got a shock—that was my first time meeting Sh. Saleh." Reflecting on his time at Nesma, Basil says "I have learned a lot from Nesma. I learned how to repair telephones and televisions. I learned from books and catalogues. There were no websites, but I would look at catalogues and I learned a lot that way. I have so many memories, nice funny things. I saved 4 guys in Saudi Arabia as a lifeguard."

Basil's story is an inspiration, showing his initiative and commitment to teaching himself and to building his career. Nesma Insider congratulates Basil on his successes and prays for his continued health, growth, and good spirit.



ANNOUNCEMENTS

Mr. Shetty Govind, Building Inspector at Nesma Holding, was selected to be Employee of the Month, Nesma Holding, for January 2014.

Baby boys are in fashion at Nesma this month! We congratulate the following employees on the birth of their new sons: To **Abeer Hamlan** at Nesma Embroidery, baby Azam. To **Ali Al-Senini** at the Nesma Training Center, baby Raslan. To **Abdullah Al-Shahrani** at Nesma Holding, baby Abdulrahman.

