

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 107: December 2022



2022: The Year in Review



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.

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2022: The Year in Review

Each December, we look back on the accomplishments, celebrations and events that took place across Nesma Group.

Governance

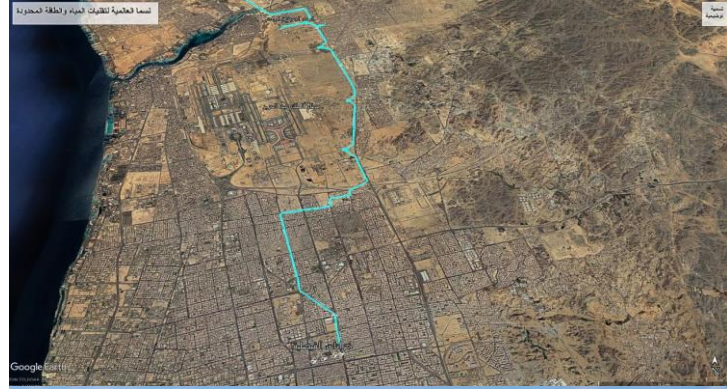
This year saw some transformation in Nesma governance as independent advisors were brought on board to provide a fresh perspective. In January, the new governance structure was announced and the new board members began by joining online. In June, they had their first in-person meeting with a focus on culture. In May, Nesma President Faisal Alturki released the Nesma Culture Statement; in August, he shared a Whistleblower link and encouraged its use to stop or prevent unethical behavior.

Nesma Projects & Contracts 2022

A strong rebound from the pandemic was evident this year with Nesma companies winning many impactful projects and achieving significant milestones. Nesma also formed some exciting partnerships which are described on page 5.

Nesma Water & Energy won several large water projects totalling well over a half billion riyals. They include a potable water transmission project to impact 330,000 residents in central Saudi Arabia, a 42km water transmission project to Al Faisaliyah reservoir and a water pumping station construction project in Al-Hafuf. They also celebrated the laying of the foundation stone for the Kingdom's first independent desalination plant, a project won in 2021 as part of a consortium.

Nesma Security won seven contracts also valued around half a billion SAR or more and yielding over 1400 jobs for Saudis. These security contracts were awarded by ROSHN SEDRA housing project in Riyadh, Riyadh metro (three times), the GCCIA for their HQ and four substations, the City of Jazan (twice) and NEOM for the NEOM office building, The LINE, NEOM Zero, NEOM Logistic Park and the Gulf of Aqaba.





Projects & Contracts 2022

Nesma United Industries won several substantial contracts as well for projects with the King Salman Park Nursery, landscaping for the Red Sea Development Co. (twice) and corrective maintenance on 13 airstrips. They also finished a Safaniya onshore plant project to replace the process control system and completed an 18-hole golf course in NEOM.

Nesma & Partners reached several milestones with large projects they've won in past years. The Bujairi Car Park project received its Taking Over Certificate and hosted a soft opening. N&P also had soft openings for the Al Mansour road and Mansour underpass at the MASAR project, in addition to the Al Auraif road and tunnel. They completed the Al Ula infrastructure project and laid the foundation stone for Avenues Mall in Riyadh.

Nesma Renewable Energy, as part of a consortium with Masdar and EDF Renewables, is in the construction phase of two massive renewables projects in Saudi Arabia, one harnessing wind and the other harnessing solar energy.

Modern Bus Co. won a contract to operate the new Makkah bus lines.

Namat gained new significant clients winning contracts to make uniforms for information service employees at King Abdulaziz Airport Jeddah, to make thousands of abayas and vests for TasHeel Group and vests for KAUST as well.

SARAB won contracts for work at Jeddah Pier in Obhur, at the three largest Saudia events, at BAE's graduation ceremony, at Jeddah Season and art installations at Noor Riyadh which included lighting technology, a deepfake technology music simulator featuring renowned Arab musicians and an augmented reality screen.

New Companies & Locations

In 2022, **Cup N Cone** started dishing up soft serve ice cream and added a corniche location.

Jollibee opened a new location at Al Andalus Mall, its 13th store in Saudi Arabia.

2022: The Year In Review

Nesma Partnerships

This year, Nesma Group saw the formation of new strategic partnerships and the renewal of current partnerships.

Nesma Infrastructure & Technology formed "Nesma Injazat," a strategic joint venture with Injazat. NIT also became a Golden Channel Partner with Xfusion, renewed its Golden Channel Partnership with Huawei and signed an MOU with Kloudspot to cooperate in the field of AI.

Nesma & Partners formed a joint venture with Kent to be called Nesma Kent which is expected to deliver services to Saudi Aramco and also signed an MOU with the Saudi Chapter of the Project Management Institute.

BASISTEK Information Technologies continued its partnership with SOCAR, the state owned Azerbaijani oil company.

Certifications

Nesma Co. received ISO certification.

Nesma Infrastructure & Technology received ISO certification, and two NIT teams received the 5-Star Certification from Saudi Electric Co.

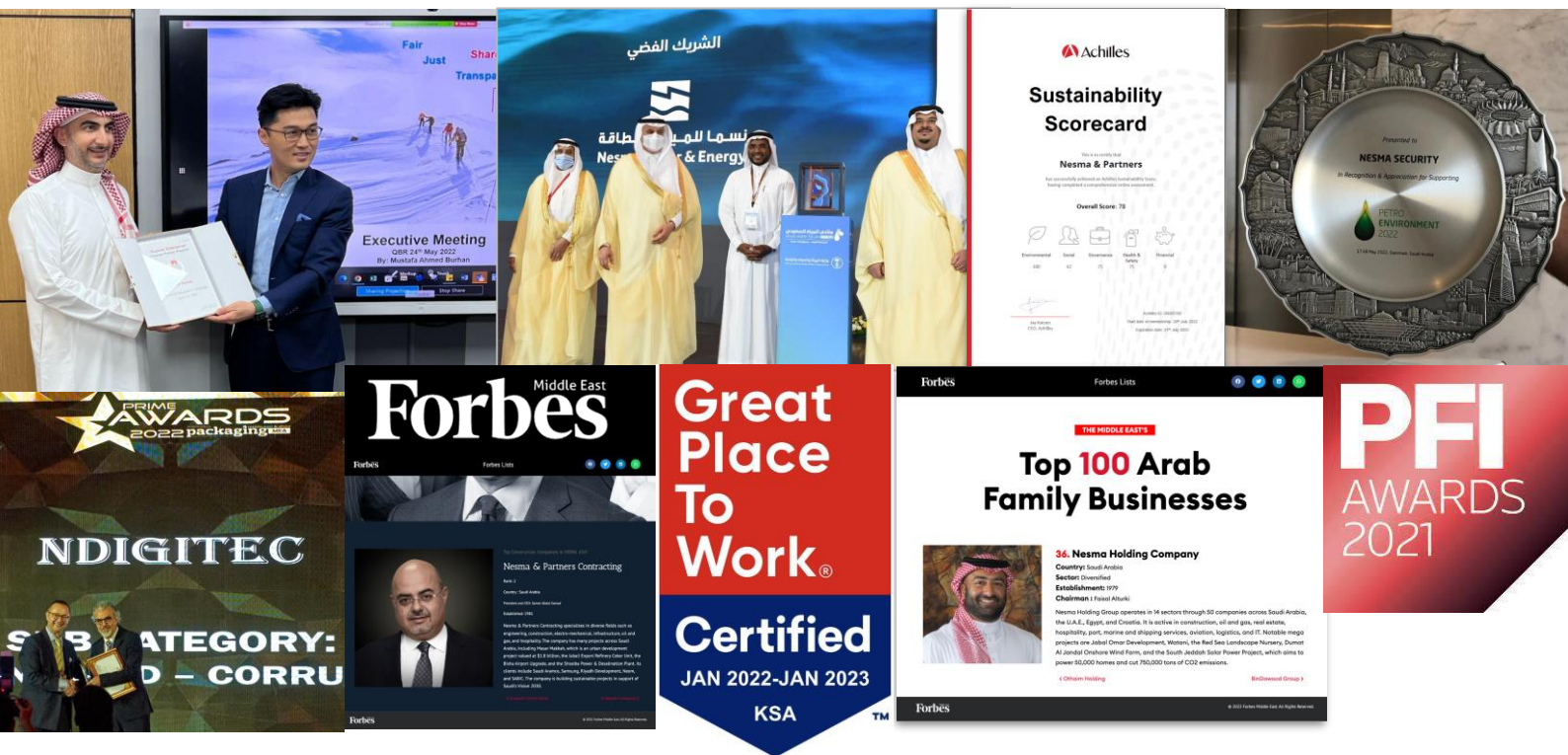
Health & Safety

Nesma & Partners teams reached many safety milestones in 2022. Five million safe-person hours were achieved by the MIP-7 team, 3.5 million by the car park project team; also the Western Ring Road Gyratory & Tunnels and the Sulfur Handling Facilities (MIP-14) projects each hit one million safe hours. The Site Wide Logistics project earned 90.12% on the Project Safety Index assessment; N&P gave a Safe Site award to the SANG Hospitals-Qassim team, and the OMPP and Hawiyah-SA 4 projects conducted large Toolbox Talks focused on safety. N&P also organized an influenza campaign that vaccinated 200 employees.

Nesma United Industries logged four million safe hours at the Fadhili Bachelor Camp Operation & Maintenance project, two million each at the TRSDC Southern Dunes Hotel and La Palma Villas projects, and one million at the Apple Distribution Center project. NUI also conducted safety & HR workshops along with emergency preparedness training and celebrated World Day for Safety & Health At Work.

Nesma Infrastructure & Technology Bahraini teams surpassed one million safe-person hours and held over 100 EHS meetings.





Awards, Appreciation & Recognition

Across the Group, Nesma was recognized for its outstanding performance and achievements.

Nesma Co. made the Forbes 100 List of the Top Arab Family Businesses.

Nesma & Partners won three awards in NEOM, including appreciation for its Go Green environmental protection program, a Green Flag Award and appreciation from Bechtel for N&P's environmental health and safety record at the Spine project. Their WRR project scored 78/100 on the Achilles Sustainability Assessment.

Nesma Renewable Energy was among those named in the ESG (Environmental, Social & Governance) Platform Deal of the Year Award which PFI gave to Saudi's Renewable Energy Project Development Office for several projects including the NRE consortium 300MW solar power project in Jeddah.

Nesma Water & Energy won the PFI Award for "PPP Deal of the Year" for the Yanbu-4 project it has with a consortium.

Modern Bus Co. gained the Great Place to Work® Certification™ which they attribute to prioritizing a positive company culture.

Nesma Infrastructure & Technology received an award from Huawei as their "Fastest Growing Partner," appreciation from Bahrain Electricity and Water Authority for outstanding performance on the Al Sahaylah substation and appreciation from the NEOM Tech & Digital Co. CEO for delivering a first-of-its-kind data center.

BASISTEK Information Technologies achieved 5th place in Bilisim 500's "IT Service and Consultancy Provider" ranking and won the 2021 Highest Endorsement Award at the Micro Focus Partner Kickoff 2022.

Nesma Security received appreciation from the General Directorate of Narcotics Control for offering narcotic detection dog services free of charge, and four team members received appreciation from client Schlumberger.

Training: Internal & External

Nesma companies provided training both for employees and for the public.

Nesma Co. provided emergency skills training and a talk titled "Covid-19 and Mental Health: What We Need to Know."

Nesma & Partners trained employees on the prevention of sexual harassment, safety & security and avoiding heat stress. They also provided job shadowing for MISK.

Nesma United Industries conducted HR & safety training and a winter awareness campaign.

Nesma Training Center conducted or hosted courses in: Swiss Hospitality, English Language, Bolstering Self-Confidence, Soft Skills, Leadership, Physiotherapy and courses for autistic adults.

Nesma Water & Energy management attended an Ejadah workshop.



Value for the Community

Nesma Group also offered goodwill through CSR programs and events.

Nesma Co. hosted a Pearl Initiative networking event.

Nesma & Partners renovated 30 homes, held a successful blood donation drive and offered free training to Civil Defense officers.

NDigitec provided printing, branding and fabrication works in sponsorship of the Dubai Gala Dinner held by the Children's Cancer Center of Lebanon.

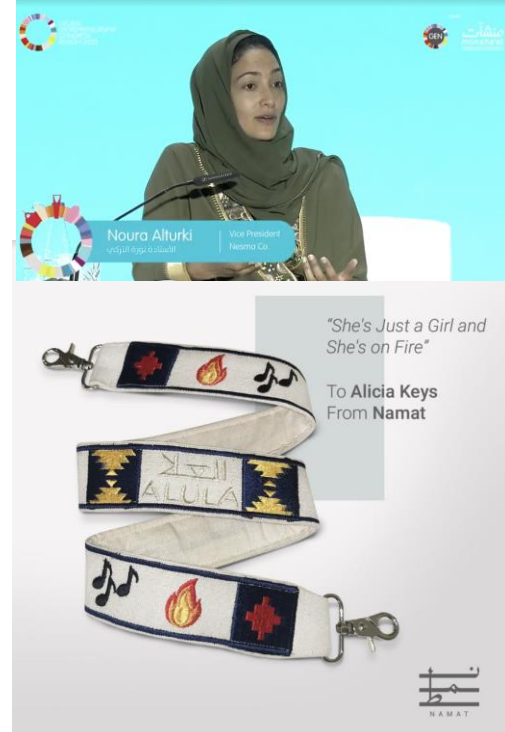
Nesma Water & Energy's CEO conducted a session at the 21st Century Learner Personality forum.

Nesma Training Center agreed to publish and support Saudi Platform's programs and events, an NTC CSR initiative.

A Public Face: Making Connections

Nesma reached out to the public in a variety of ways through social media, branding campaigns, exhibits, presentations and public interviews.

Nesma VP Noura Alturki was invited to speak at many public forums. She was featured on the Mo Show, spoke at the Al Ula "Women to Women" townhall, spoke to the Arab News about Namat, to the talk show Lei Wa Lakom about women in the workplace, to LBC International's "The Researcher" and MBC Group's Sabah El Kheir Ya Arab about women's empowerment, was on a panel for the Pearl Initiative discussing "Governance and Leadership Diversity for the Sustainability of Family Businesses" and was on a panel for the Global Enterprise Congress.



A Public Face: Making Connections

Nesma Co. updated and relaunched its website.

Nesma & Partners was a diamond sponsor of the Global Project Management Forum and a platinum sponsor of both the IKTVA and the Future Projects forums. The company CEO addressed Employment Trends on a panel at The Big 5 Saudi Leadership Summit.

Nesma Infrastructure & Technology launched a new website along with Twitter and Instagram profiles. Also, NIT presented at the Future Factories Exhibition and in cooperation with Huawei, was a sponsor of LEAP 2022.

NDigitec was the official printing partner of DIAFA, the Prime Awards Middle East & Africa, and Gulf Print & Pack 2022, as well as a sponsor of the latter two events.

Nesma Water & Energy was a silver sponsor of the Saudi Water Forum.

Nesma Security sponsored PetroEnvironment and was an official security partner.

Namat produced Hajj kits, National Day products and launched a social media campaign with "NamatbyNesma" profiles on Facebook, Instagram, Twitter and LinkedIn. They presented a specially made belt to the recording artist Alicia Keys.

Jollibee conducted a brand awareness campaign.

Modern Bus Co attended the Transport Congress and hosted four career fairs.

Namma International Marine Services warmly welcomed the first groups of Umrah and Hajj pilgrims.



Nesma Family

Nesma companies had group celebrations to show their respect for the Kingdom, for Nesma and for each other.

Nesma companies celebrated Nesma's 43rd anniversary, Jollibee KSA's 14th anniversary, International Women's Day, Mothers Day, Fathers Day, Hijri New Year, Saudi National Day, Saudi Founding Day, Ramadan, India's Independence Day and Nesma sports teams.

In addition to the 123 individual certificates for outstanding performance, and many more Employee of the Month certificates, Nesma companies showed respect and appreciation for their employees as a group.

Nesma Co. organized a fun Social Day for all management and staff in addition to a Jeddah Season outing for maintenance staff.

Nesma Water & Energy organized a fun Social Day for their management and staff.

Nesma United Industries provided a daycare center for its employees' children.

Nesma & Partners established a Youth Council to form a stronger connection between employees and executive management.

Nesma Insider helped the Group to recognize and celebrate individuals for their joys and talents.

We appreciated eight employees for earning master's degrees, 23 for certifications and 13 for promotions. We bid farewell to five employees, gave congratulations for seven marriages and welcomed the birth of 32 babies. We lauded the talents of Ashraf Habib, Mustafa AlSandal, Mohamed Kadri, Mahmoud Daguhstani, Arwa Salem and Mokhtar Barnawi. We honored Yousef Al Hayik for donating a kidney to save his brother's life.



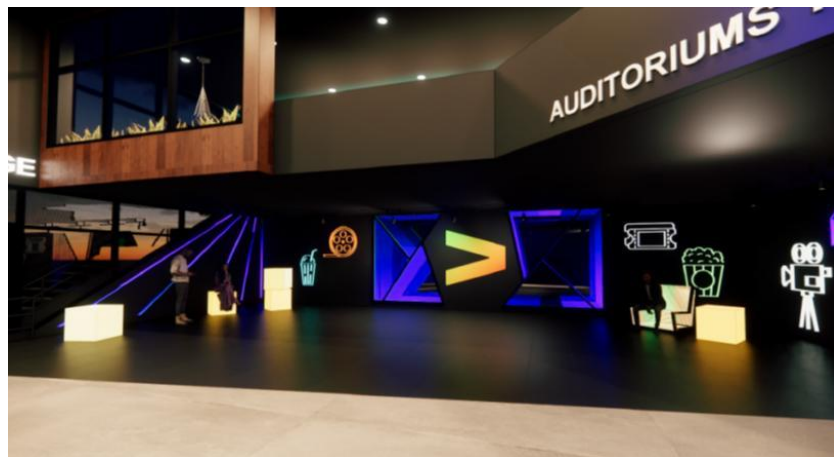
Nesma Insider looks forward to another year of celebrations and successes. Please share your news with us [at this email](#) or [on this form](#).

Play Cinema: Coming to a Mall Near You

Get ready for **Play Cinema**, the newest Nesma company, expected to open its affordable, contemporary style cinemas in the second quarter of 2023. Play Cinema's mission is to make the best entertainment experiences accessible to all. Target locations are indoor and outdoor malls for these colorful, world-class cinemas. Each cinema is designed to hold five or six auditoriums showing a variety of entertainment from Hollywood to Bollywood and more. Affordability and accessibility are key themes with Play Cinema, which plans to expand rapidly across the Kingdom to 300 screens within five years and target smaller cities and middle to lower-middle income customers.

Nesma Co., the primary shareholder in Play Cinema, is joined by prominent Saudi businessman Khaled Al Juffali, BETA Cinema (the successful Vietnamese value cinema chain) and Harvard graduate and entrepreneur Khaled Jafar.

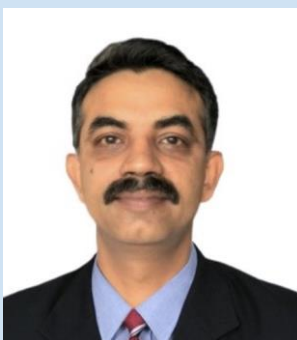
Taking on the role of CEO, is **Mohit Dubey**, who steered several Indian and Indonesian cinema chains to exponential growth under his leadership.



Dubey says he loves the cinema because it's a unique business filled with action and adventure every week and is never the same routine. Moreover, he offers, the cinema is about happy and nostalgic moments in life. Dubey's own favorite genre is Action Adventure.

His wife and youngest daughter have joined him in Saudi Arabia. His eldest daughter is at a university in London.

His favorite sports are hockey, badminton and table tennis. And favorite quote? "Miles to go before I sleep," from a Robert Frost poem.



About the CEO:

Mohit Dubey is a highly experienced professional who has worked 17 years in the cinema industry across multiple continents. He has a proven track record of enhancing growth and productivity.

"It's my honor to lead the Play Cinema team. My vision for the company is to bring the joy of cinema and magical moments to families across the Kingdom."

Chowking Opens New Location

Last month, Chowking officially opened its fourth branch at Riyadh Gallery Mall with the aim of providing locals in the area with easily accessible and freshly-cooked wok-hei Chinese fast food. The store inauguration was highlighted by the ribbon cutting and giant chao fan box opening led by CEO Faisal Y. Bamhrez and other Chowking executives along with the Riyadh Gallery Mall Manager.

Chowking Middle East's vision is to dominate the Chinese fast food sector, and with this fourth branch, the goal is to cater to the mainstream market. Sales to Saudi customers represented 40% of the initial transactions. More stores are planned with an eventual roll-out across the Kingdom.

The Riyadh Gallery Mall Chowking is open for dine-in, take-away and delivery from 9:00 am to 11:00 pm daily and is located at #30 in the mall food court.



Nesma United Industries Awarded for NEOM Golf Course



The 18-hole golf course project, located on beautiful Sindalah island, was begun in mid-2021 and completed in fewer than 14 months. The project recently became the first asset to be completed and handed over to NEOM.

Moreover, in competition with all other NEOM projects, it won the Quality Platinum Award for 2022 bestowed by ETSD, a third party employed by NEOM to oversee quality in NEOM projects.

NWE Project Named for Excellence in Financial Closing

Financial closure was reached on the Nesma Water and Energy consortium project called the Jubail-3 (B) Independent Desalination Plant which will be built for a production capacity of 570 thousand cubic meters per day and at a cost of over 2.6 billion riyals. The project includes a 25-year operation and water purchase agreement.

The consortium, consisting of Nesma Water and Energy, ENGIE Energy International and Ajlan & Bros. Holding Group, formed the Jubail International Water Company which recently won the Excellence in Financial Closing Award bestowed by client Saudi Water Partnership Company.



Nesma Sponsors Award at Dar Al-Hekma



The Khaled Al-Turki Excellence Award was conferred on the winning students at Dar Al Hekma University. The award, which is sponsored by Nesma Co., and was presented by Saeed Almushref, Community Relations Manager, President's Office, Nesma Co., is given to students who distinguish themselves creatively.

Nesma Appreciated by The Majid Society

On behalf of Nesma, Saeed Almushref from Community Relations accepted an award from the Prince Majid Society offered in gratitude for Nesma's support in 2021.



Nesma Toastmasters Trains New Members

Nesma Toastmaster Club (NHTC) had 10 new members this year and provided two support training sessions for them to learn tips and tricks for succeeding at offering and receiving evaluations, as well giving speeches in the “Humorous” and impromptu “Table Topics” categories. This was followed by a “mock contest” session to help participants practice for competitions. NHTC will have a local competition which will lead to the International Public Speaking Championship.

Toastmasters is an international club. Their mission is “to provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.”



The annual Club Contest is set to take place on the 6th and 20th of December in Nesma Training Center from 19:00 - 22:00. All are welcome to attend, enjoy the speeches and cheer on the participants.

NTC Hosts Improv Course



Nesma Training Center hosted an improv course, delivered by new NTC partner, Kai Company, which aimed at improving presentation skills and confidence in front of an audience. Approximately 100 participants wrote scenarios and acted them out, learning screenwriting skills in the process. Participants learned to manage public speaking anxiety while improving leadership skills.

N&P Safety Awards & Celebration



The Nesma & Partners teams at the DGDA Site Wide Logistics project held their monthly safety celebration and awarded prizes to outstanding team members. In attendance were representatives from the Diriyah Gate Development Authority, MACE, KEO, Nesma & Partners management and other project stakeholders.

NTC Hosts Qaderoon Network

Nesma Training Center hosted Qaderoon Network, which cooperates with the Prince Majid Association and the Institute of Logistics to run a technical camp for people with disabilities. About 65 male and female trainees with visual and hearing disabilities were trained on computer programs.

One of the objectives of the Qaderoon network is to support and enable employers, in all types of businesses, to include persons with disabilities as equal and effective members of the workforce.

Faces of Nesma: Fatimah Radi, A Sporting Spirit



Fatimah Radi, Daycare Officer at Nesma Co., has an active life outside of work. She is a runner who usually competes in 5 and 10km races but recently ran the 21km Jeddah Half Marathon and finished in 8th place. Radi has been active in sports since childhood but became interested in running when she joined Jeddah's Masafat Running Club in 2019. She does endurance, speed and strength training around seven hours weekly but the intensity ramps up as competitions approach. Her hard work has paid off seven times so far in trophies, once for 1st Place, four times for 2nd Place and twice for 3rd Place.

Recently, she was chosen for a position as a Technical Official in the World Triathlon Federation. She has already judged two competitions, the Super League Triathlon and the Saudi Games Triathlon.

Radi is currently training to compete in a triathlon.

Going the Distance



Mariam Aldegaiter, Junior Legal Counsel, Nesma Co., and **Raghad Abdulaziz Baghlaf**, Junior Legal Counsel, Nesma Co., also competed in the Jeddah Half Marathon. Below, Baghlaf shares her thoughts on running the half marathon.

"I went through every emotion during that race from fear to excitement, from doubt to breakthrough. These moments make you realize your own potential and capabilities. The atmosphere was encouraging overall. Seeing people from different cultures and different ages at the finish line was mind blowing as I had a limited image of the type of people that would actually complete the race. Consequently, that experience was a true eye opener. I encourage everyone to try the experience at least once in their lives to discover a side of themselves that they have never experienced before! But...the only downside was that I had to walk like a penguin for the subsequent three days! RIP my legs, lol."

Congratulations!

Newborns



A baby girl for **Mohammed Shoeb**, SR Design Engineer, Nesma & Partners

Promotion



Mohammed Abdul Azeem, Nesma & Partners, has been promoted from Senior QC Inspector to Senior QA/QC Supervisor.

Appreciation



appreciation for excellent work.

Mohammed Mahmoud Badar Aldin, SR Gov't Relations Rep., Nesma & Partners, received



Parvez Ansari, Site QA/QC Manager, Nesma United Industries, received a certificate from the Royal Commission for Jubail & Yanbu for Best Performance.

Employee of the Month



Sujith C Subramanian, SR Cad Operator, Nesma & Partners



(October) **Mohammed Tausif Ahmed**, QA/QC Engineer-Civil, HUGRS, Nesma & Partners



(October) **Jerald Cantos Macaraig**, SR Safety Officer, OMPP SA4, Nesma & Partners



(September) **Asif Mohammad Hafeez**, Office Helper, Shaybah Const. Defense Support, Nesma & Partners



(August) **Zakir Hussain**, SR SCC Reporter, Shaybah Const. Defense Support, Nesma & Partners

Certificates



Ahmed Mahmoud El-Essawy, Design Manager-Architecture, MASAR project, Nesma & Partners, has certifications from Green Business

Certification as a LEED Green Associate and as both a PMP and a PMI-RMP from PMI.



Mohammad Sufiyan Naiyer, Project Engineer-Electrical, Nesma & Partners, has been certified by the

Assoc. of Energy Engineers as a Certified Building Commissioning Professional.



Al-Hanouf Al-Nujaimi, Interior & Graphic Designer, Mawaddah, obtained a certificate in hotel

and tourism from HIM University, Switzerland.



Ali Jaffar Ali Marrar, Safety Trainer, Nesma United Industries, has passed the OHSMS ISO 45001:2018 Lead Auditor Training Course.

2023

HAPPY NEW YEAR

Stay Connected to Nesma

The team at Nesma Insider wishes you a joyful and prosperous New Year. Please share your news with us [at this link](#) or [this email](#).