

NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 1: January 2014



NESMA MANAGEMENT FORUM

SIGNING THE CODE



NESMA EVENTS



GROUP NEWS



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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Noura Alturki
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As we usher in a brand new year, we at Nesma Holding also kick off new and exciting programs for the Nesma Group of Companies. The start of 2014 not only introduces a new fiscal quarter for our businesses, but also a renewed commitment to the integration of our companies and an unwavering dedication to bringing our Nesma community closer together.

In 2013, this newsletter began as an initiative by Nesma Trading in AlKhobar to share inter-company news. Today, alongside our original team, we are happy to welcome new talent in the hopes of an exciting revival and larger audience reach, including the countries in which Nesma operates: Saudi Arabia, Egypt, Turkey, the United Arab Emirates, and beyond. Initially, our issues will be in English, the business language that unites our operations, but we soon plan to execute an Arabic edition, and hopefully, grow from there.

In this first issue for 2014 of The Nesma Insider, I'd like to emphasize a few points about bringing our companies closer together. For the past few years, Nesma Holding has been working with all of Nesma companies to unify our vision for Finance, IT, Administration, Human Resources, Business Development, Marketing, and Corporate Services. The Nesma Annual Forums are one platform, in which our employees are brought together to discuss, learn, and innovate in a welcoming environment. The other way, is by having divisions

within Nesma Holding that work closely with all our companies on each of the identified areas for integration. But most importantly, our companies stay unified under shared values and principles.

This month, Nesma Holding revisited the Nesma Group Vision and Mission statements to ensure they are relevant to all of our various diversified businesses:

- Vision: At Nesma, we aspire to be the most respected diversified company in all our countries of operation.
- Mission: Nesma is dedicated to bringing innovative ideas to life in business as well as society.

Today, Nesma's strong reputation is a result of our combined companies contributing to the larger Nesma offering, across sectors, industries, and geographies.

Nesma remains committed to delivering products and services with: quality, reliability, innovation, value-for-money, and a sense of competitive challenge. Our values have not changed and continue to be shared and employed across every level within each

organization. For this reason, we have established the universal Nesma Code of Conduct, which must be signed by all Nesma Holding employees—irrespective of their position, and was done so beginning with the Nesma President, Sh. Saleh Al-Turki.

Today, Nesma's strong reputation is a result of our combined companies contributing to the larger Nesma offering, across sectors, industries, and geographies. This strength makes us an important employer of talented women and men from across the world. Every new program launched from Human Resources will serve to integrate our businesses and people, and to solidify Nesma as an employer of choice for many more to come.

I would like to thank you on behalf of Nesma for being a crucial part in this journey and look forward to a year of more unified participation because together, the possibilities are limitless.

FEATURED ARTICLE

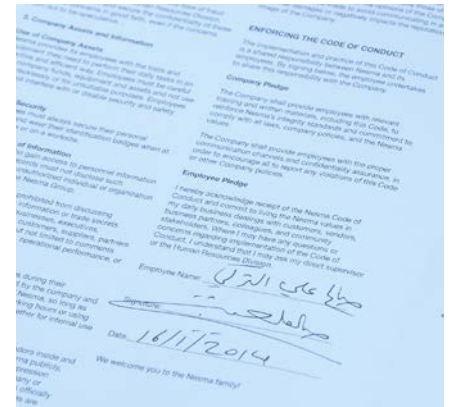
SIGNING THE CODE OF CONDUCT

What is a code of conduct? And why do we even have one? Quite simply, the code of conduct is a set of standards describing the behavior we expect from our own people. At Nesma, we understand that we consist of a very diversified group of companies, each with their own unique business acumen and technical expertise; however what connects each company together is not only the Nesma name, but also what that name represents.

For us, the Nesma Code of Conduct is the essence of what differentiates Nesma from its counterparts. Over the years, Nesma has become synonymous with excellence and has solidified a reputation for upholding the rights and

overall well being of our employees, who are our greatest asset. Our strive in leading by example and demonstrating leadership throughout makes Nesma a company where hierarchy doesn't take precedence over merit.

The Nesma Code of Conduct highlights the importance of creating a fair and equal work environment, free from discrimination. It emphasizes that we deal in business matters ethically and without resulting to fraud or bribes. It reminds us of the role we each play in strengthening Nesma by using company assets wisely, keeping information confidential, and



Sh. Saleh Al-Turki launched the Nesma Code of Conduct by signing it on January 16th, 2014. Stay tuned for your personal copy which is on its way to you!

representing Nesma with a united image.

The Nesma Code of Conduct is a guide and reference for all our employees in their daily business dealings with customers, vendors, business partners, colleagues and community stakeholders.



NESMA EVENTS



Nesma Management Forum

Integration: Share the Vision

Lights, Camera, Action! The 2013 Nesma Management Forum, which was held on November 20th & 21st, under the banner of “Integration: Share the Vision,” brought together an A-list cast of top management, including Nesma’s various subsidiaries’ CEOs and GMs.

Moderated by Camil El-Khoury (Founder of Ideas Group), this year’s forum included a uniquely interactive approach. Participants were placed into groups and asked to write, direct, and act out a 1-3 minute scene about management.

“Nesma leaders value and endorse diversity,” stated El-Khoury. “The goal of the event today is to facilitate networking within Nesma, because only then can we leverage the maturity and experience across our companies, communities of practice, and among individuals.”

“We are continuing in the spirit of Nesma, but with the introduction of integration,” stated Sh. Saleh Al-Turki, “To us, integration means the process of cooperation between one other, as well as the process of helping each other as a group.”





NESMA EVENTS *continued*

While there may not have been an award for best short film, the Nesma Management Forum also hosted this year's Nesma Awards. This year, an assigned committee followed a stringent criteria that took into account each company's improved productivity and profitability, as well as growth within their market or penetration into new markets. Each company was judged within its specific sector, as Nesma is aware not every industry is the same.



Company of the Year: Nesma Catering

- Showed improved organizational performance
- Showed improved business performance
- Showed improved CEO performance
- Showed superb achievements in 2012-2013

Business Leader of the Year: Rachad Aoun

- Demonstrated an entrepreneurial personality
- Showed increased interest in the Nesma group and their relationships with their employees, colleagues and peers

Manager of the Year: Ahmad O. Bakran

- Had a leading role to play in their organization
- Contributed importantly, not only in their function, but for the entire success of their company
- Was considered a future leader in Nesma

Project of the Year: Narli Ferry

- Contributed most to the Nesma name, brand, and image, both locally and regionally
- Required a lot of teamwork and coordination
- Represented the spirit of Nesma

Human Resources Forum

We Update to Elevate

Nesma kicked off 2014 with its annual HR forum, which took place on January 8th & 9th. The two-day affair, which was held under the theme, “We Update to Elevate,” emphasized the importance of staying up-to-date with national employment regulations as well as international HR best practices, so that Nesma can continue to grow and prosper.



The event brought together the Administration and HR departments from Nesma’s diversified portfolio of companies. As Sh. Saleh Al-Turki stated during his keynote speech, “HR has become a necessary pillar for every company that aims to succeed.” Most companies in Saudi Arabia are currently facing challenges in recruiting and retaining qualified talent. Nesma believes that an internal focus on its greatest asset—its people—is the only way to combat and overcome such obstacles. “The workforce is the foundation,” continued Sh. Saleh, “If the workforce is trained in its field, and trained to work as a team, then success is bound to be ours.”

As part of the program Noura Alturki, Nesma Holding HR and CSR Executive Manager, outlined 10 components of HR that every Nesma company must have. These components are: strategic planning, organization development, HR policies and procedures, compensation and benefits, recruitment and planning, Saudization, performance management, training and development, recognition programs, and employee engagement.

She stated that Nesma Holding is committed to working with each subsidiary company to introduce all of these elements in 2014. Some elements, such as the Nesma Code of Conduct and Nesma’s values, are standard across all Nesma companies and do not change from one subsidiary to another. Other elements, such as working hours and dress code policies, are customized for each Nesma company, depending on the operational and business needs.

The forum also included updates from Ms. Sara Trabulsi HR Planning Manager and Mr. Saeed Al-Mushref CSR Manager, who shared highlights of Nesma’s major business projects and community activities, respectively.

The forum also hosted two speakers from the Ministry of Labor and the Human Resources Development Fund, to share all the latest government programs that support employment in the private sector.



GROUP NEWS



Nesma Embroidery Center Graduates Second Class of Trainees

Nesma Embroidery and Tailoring Center (Nesma Embroidery) has celebrated the graduation of 26 young women who have successfully completed their training. The graduation ceremony was held at Nesma Training Center (NTC) in Jeddah on Monday, January 26, 2014. This is the first class of trainees to graduate from Nesma Embroidery's branch in Kholais (Makkah Region), and is the second class of trainees to graduate from Nesma Embroidery overall.



Sponsored by Al-Jazirah Bank, the embroidery and sewing program provided training in design, equipment operation and sewing.

The graduation ceremony was attended by Sh. Saleh Alturki, President of Nesma Holding Company and Dr. Fahad Al-Oliani head of Al-Jazirah Bank Corporate Social Responsibility, in addition to a number of businesswomen and some distinct clients of the Center. During the ceremony, the graduates were congratulated and awarded their graduation certificates.

Nesma Embroidery is a non-profit project with the objective of creating a local industry that employs women in sewing, enabling them to secure productive livelihoods. It is worth mentioning that the graduates have become officially employees of Nesma Embroidery in Kholais.



Nesma Catering Grabs 22 Medals in Saudi HORECA '13

Nesma Catering, a division of Nesma Trading, participated in The Saudi International Food, Beverage & Hospitality Exhibition (Saudi HORECA 13) held on December 10-12 in Riyadh. Nesma Catering won 22 medals including gold, silver and bronze in a well-known culinary competition juried by elite international chefs, called The Salon Culinaire. Nesma Catering easily earned the Salon Trophy for the most medals throughout the competition. In addition, Nesma Catering also won the "Boeker" Salon Trophy for the best working practices and hygiene control.

GROUP NEWS *continued*



Nesma Companies Responsible for 1 Billion SR in Saudi Aramco Projects

Members of the Nesma Group, Nesma & Partners and Nesma Trading, will collaborate on three projects valued at 1 billion SR. The contracts require site development, facilities construction, and operation and maintenance of a new Saudi Aramco compound in the Eastern Region.

Nesma & Partners will initiate the projects with site development of roads, street lighting, and fences. The first phase will be followed by the establishment of accommodations and recreational facilities as well as various support buildings such as security buildings, a fire station, a clinic, and fuel station with vehicle maintenance. Major operational facilities will include a power generation plant, power distribution system, a seawater reverse osmosis plant, and a sewage treatment plant.

During the third phase Nesma Trading will provide operational and maintenance services for a duration of 60 months. By providing specialized support services such as facility management, dining services, and facility maintenance, Nesma Trading will play a major role throughout the first and second phases of the project as well.

Nesma & Partners is an award-winning Saudi company that has become a recognized leader in reliability and innovation for mega projects across the Kingdom in the fields of oil & gas, petrochemicals, power and water.

Nesma Trading, based in Khobar, specializes in high-quality cost-effective support services in eight fields; construction, facility management, technical systems, business ventures, banqueting and events, security services, steel fabrication and erection, and travel agency and tours.



Nesma Handles First KAP Shipment for Export

King Abdullah Port (KAP) entered its export phase this month with the first outgoing shipment of 54 containers departing the port to Singapore. The port is operated by Nesma Holding's subsidiary, National Container Terminals (NCT), and is committed to accommodate a total of four million containers annually, in addition to supplying the necessary financial resources for the Port's superstructure. KAP is open for business 24 hours a day, seven days a week, for both vessel and gate operation.

Nesma Airlines Lands First International Flight in Nejran

Nejran airport recently celebrated the landing of its first international flight by Nesma Airlines from Cairo. With much fanfare and water canons, the flight arrived with more than 50 passengers onboard, including Faisal Alturki, Vice President of Nesma Holding Co. Ltd., Ashraf Lamloom, General Manager of Nesma Airlines and Omer Mokles, Stations Manager of Nesma Airlines. Excitement continued during the day as the departure of 103 passengers onboard Nesma Airlines traveling to Cairo became Nejran Airport's first departed international flight.



GROUP NEWS *continued*



Nesma Catering Delivers Daily Meals for 17,000 Deportees in Jeddah

Nesma Catering, a division of Nesma Trading Company, is providing three healthy well-balanced meals everyday in addition to infant milk to The General Services Center Project (Deportee Camp) located on the Makkah Road-Shoumeissy in Jeddah.

The General Services Center Project (Deportee Camp) was built to accommodate deportees awaiting final exit visas from the Kingdom of Saudi Arabia and houses men, women, children and infants. Currently the center accommodates around 17000 people and the number is expected to rise to 40,000.

Nesma Catering has assembled a team consisting of 200 specially-trained individuals. The staff are working 24 hours a day, seven days a week to ensure that camp residents and camp personnel are provided with meals. All meals are carefully prepared and hygienically packed then delivered to the proper locations within the facility.

Nesma Catering provides a wide range of diverse services from industrial catering to operating large and medium-size cafeterias. The food service staff are regularly trained and kept up-to-date with food-handling and hygiene standards and menus are carefully prepared while taking into consideration nutritional factors and ethnic diversity. Nesma Catering has grown rapidly over the past 20 years and is reputed for its ability to deliver some of the best catering services in the field.



PROMINENT PROMOTIONS:

Naif Al-Obaidi, Executive Manager of Nesma Holding

Abdullah Al-Shahrani, Executive Manager of Nesma Corporate Affairs

Mubarak Al-Shahrani, Executive Manager of Nesma Information Technology

Mohammed Nurul Hasan, Regional Finance Manager of Nesma Holding (Alkhobar)

Basharat Tanwar, CEO of Nesma Recycling

Khalid Mohsen Ali, COO of Nesma Recycling

Mohammed Salam Al-Ansari, GM of Mawaddah Group

Ahmad Bashir, Finance and Support Services Manager of Mawaddah Group

Abdalmohsen Al-Otaibi, Madinah Branch Manager of Mawaddah Group

Sami Sendi, VP Western Region of Nesma & Partners

Mr. Akkas, Nesma Group CFO

ANNOUNCEMENTS:

The birth of a daughter, **Aishka Fathima**, to Shammad Moothedath, Office Helper at Nesma Training Center (Jeddah)



NESMA EMPLOYEE IN THE NEWS

Released in SAUDI GAZETTE, Jan. 17, 2014

A young woman has designed the interiors of three aircraft belonging to Cairo-based Nesma Airlines, an Egyptian company that was set up in a joint venture with Saudi investors.

Arwa Salem also designed the logos and chose the colors for the aircraft's fuselage, Makkah daily reported.

Salem, who has been working for Jeddah-based Nesma Holding Group for seven years, said it was not an easy job.

"Graphic designs and decorations require creative artistic talents and knowledge about various cultures," said Salem, who studied graphic design at a Jordan university.

She said she had difficulty from the outset in selecting the most appropriate colors for the airplane interior and fuselage.

For the latter, she decided to go with grey, representing Nesma Holding Company, and yellow, representing Egyptian culture.

She said: "It was a tough job for me because I had to bring out the company's airplanes in terms of colors and make them distinctive from other global airliners.

"I was jumping with joy when I learned that my designs had been approved by the authorities."

She attributed her success to Nesma Airlines and her self-confidence.

Salem said she feels pride every time she sees a Nesma Airlines aircraft soaring in the sky with the yellow and grey logo on its body.

