

NESMA INSIDER



Bringing our Nesma community closer through shared communications • Issue No. 5: May 2014



NESMA TRAINING CENTER GETS A NEW IDENTITY

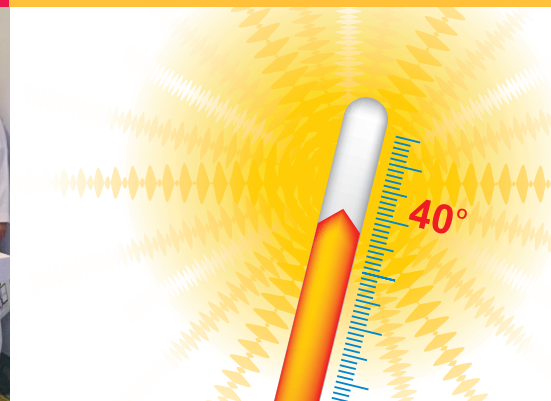
VOLUNTEERISM



GROUP NEWS



SUN SAFETY



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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Congratulations to all the Nesma employees who have completed their university exams this month, and to all the Nesma parents whose children have wrapped up another school year. Summer is here and it means that all around us, people are more focused on leisure time, social gatherings, and maybe also taking a vacation!

In honor of the start of summer and the end of the academic year, this edition of the Nesma Insider features stories about the “softer” side of our employees: their hobbies, their passions, and their volunteer activities. We also feature an article about Nesma Holding’s community programs, by highlighting the activities of the Nesma Training Center in Jeddah.

With our constant connectivity and increasing work pressures, it is easy for us to fall into the trap of being too busy to do the things outside of our jobs that we love; for example, spending quality time with the people we care about, exploring a new city, playing sports, learning a language...

“With our constant connectivity and increasing work pressures, it is easy for us to fall into the trap of being too busy to do the things outside of our jobs that we love; for example, spending quality time with the people we care about, exploring a new city, playing sports, learning a language...”

You fill in the blanks. This edition is a reminder to make time in your life for pursuing a hobby, volunteering in the community and having fun. We thank you for sending us your stories and value the opportunity to learn more about you each month. Please do keep sharing.

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



NESMA TRAINING CENTER GETS A NEW IDENTITY

Visitors to the Nesma Training Center (NTC) will notice a transformation this month, as the Jeddah-based community center which is run by Nesma Holding has added splashes of color to its name. The new logo, created by Nesma Holding Art Manager Steve Westfall, represents a new identity and direction for NTC. Building on our successful delivery of English, computer, and soft skills programs since 2009, NTC is now expanding its focus from only training to a more comprehensive approach of “employability and lifelong learning”. The

new NTC strives in all its offerings to provide networking, skills development and self-discovery opportunities for its members, including activities to inspire trainees and visitors, increase their self-confidence, and bring the community together. One of these activities is the creation of a “self-expression corner” in the main building: a new question is posted every few weeks and visitors are invited to share their thoughts and comment on the posts of others. Another activity is the introduction of job interviewing as a requirement to enroll in NTC programs. This

FEATURED ARTICLE *continued*

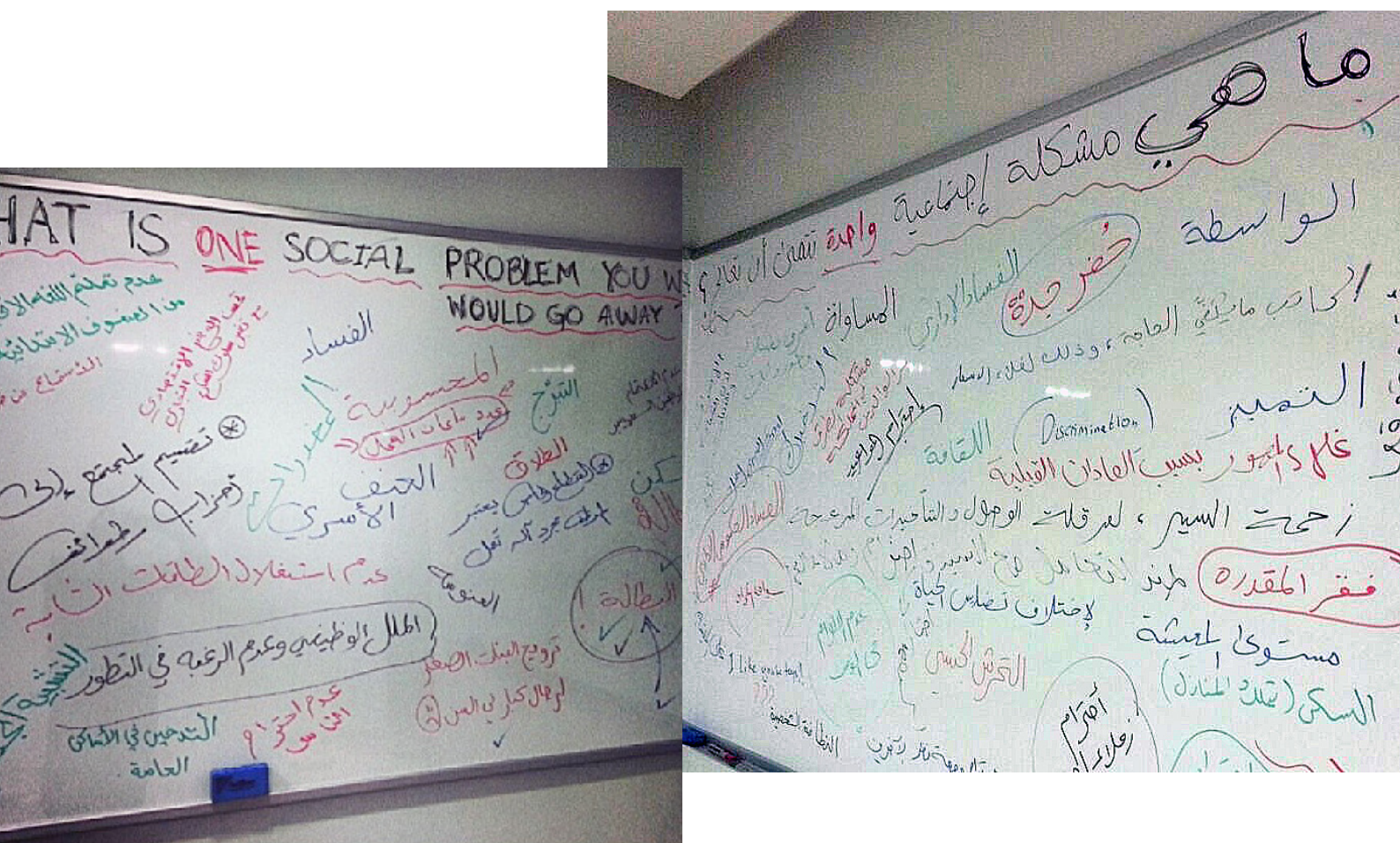
“mock interview” encourages job seekers to improve their interviewing skills through receiving real feedback from professional volunteers who are invited for this purpose. In addition, NTC has created new programs in career guidance and personal development for the public. It has also created a new program that enables community organizations and social clubs who are focused on youth, training, and human development to organize their own programs and use our classrooms and facilities free of charge. Examples of community shapers who have benefited from this program include: Prince Khaled Al-Faisal Leadership Program, Majed Society for Social Development, Toastmaster’s Club, “Shababuna” youth group and others.

These improvements are all geared towards achieving our vision of “a community of inspired, empowered, people and organizations” within and beyond the gates of our physical space.

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NESMA
TRAINING
CENTER



FEATURED ARTICLE



VOLUNTEERISM

24 Nesma employees volunteered at the Rawabi Talent Exhibit, an annual event organized in Alkhobar by the Social Responsibility Department of Rawabi Holding, a Nesma partner. The Exhibit aims to share with young people information about the different career options they can consider for their future, such as accounting, graphic design, engineering, human resources, petroleum engineering and more. The Nesma employees who participate represented the fields of IT, Training, Engineering, Human Resources, Administration, Logistics, Purchasing, and Accounting. The role of the volunteers was to describe their careers to the visiting students, in order to motivate them and help them to make decisions about their future careers.



FEATURED ARTICLE



SAUDIZATION AT NT&T

Nesma Telecom and Technology (NT&T) has intensified its Saudization efforts this month and, in doing so, has put Saudization at the forefront of all its business operations. Housam Ibrahim-Basha, Executive HR Manager at NT&T, announced that the company successfully signed agreements with both the Human Resources Development Fund and the Technical & Vocational Training Corporation, with the aim to support the recruitment and training of Saudis in different departments and positions.

Recruitment of Saudis has followed a clear and ambitious plan, such as in the case of the Saudi Electricity Company unified project, which was awarded to NT&T in 2013, to

be carried out over three years. Ibrahim-Basha explains, "One of the success factors set for this project was the utilization of Saudi Electrical Technicians to deliver a good portion of the work. So we launched a recruitment campaign for our project sites and invited technical college graduates to conduct job interviews with us. We relied on the support of Nesma Electric, who provided two Electrical Engineers to help us with the technical part of the interview". These recruitment campaigns began in Jeddah and continued to other Saudi cities.

NT&T also signed a Summer Training agreement with HRDF to train 25 Saudis through one of their approved training

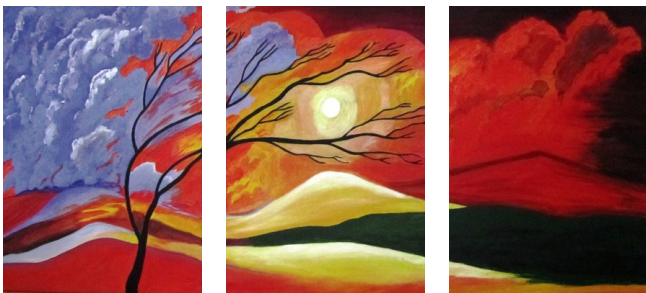


providers. The Summer Training program is for male and female Saudi students over 17 years of age. It encourages private sector companies that employ 25 or more people to train Saudi students and enhance their skills through practical experience during the summer vacation period.

FEATURED ARTICLE

OUTSIDE WORKING HOURS

It is not surprising to find, at Nesma, employees who live the “Nesma way” outside working hours, such as by engaging in the community, appreciating art and sport, and bringing innovative ideas to life. We highlight here 4 examples of talented, dedicated Nesma people who were willing to share their interesting stories and talents.



Who: Sedhu Madhavan, Recruitment Unit Head, Nesma & Partners

What: Painting

Sedhu Madhavan of Nesma & Partners explains “I had never held a paint brush in my life until about 9 months ago when I wanted to learn a new hobby.” Quite literally, he realized that painting changed his life. Through painting Sedhu gains many benefits such as building self-esteem, confidence and

a sense of self. He found it allows him to associate creativity with every aspect of his life, not just on the canvas. Sedhu goes on to say “When I immerse myself in several hours of painting, I get into a strong state of concentration, I abstract myself from the surroundings and time passes by without noticing it. It is almost like entering another dimension without leaving my body.”



Who: Hassan Idris, Marketing Supervisor, Nesma Holding

What: Volunteering

After witnessing how Nesma gives back to its communities, Hassan Idris, Marketing Supervisor at Nesma Holding, became inspired by Nesma’s initiatives and sought to create a sense of social responsibility within his own ethnic community in Jeddah and in Eritrea. Hassan began by organizing a community effort to send an Iftar Ramadan basket to those less fortunate in his home country, Eritrea. He continues with local charitable programs, such as organizing seminars for self-improvement, first aid training for households, and medicine distribution for the poor in Jeddah.

Currently, he is working on a graduation celebration which will unite Eritreans who recently completed post-secondary school abroad with their families and friends. It will also act as a catalyst for interaction between the Eritrean community and generate potential sponsors of future scholarships. Hassan explains “I feel it is very important to try to build a sense in the community of reaching out to one another. I envision a day when people within their individual communities can help one another not only in Jeddah but even in Eritrea.” To help create awareness, Hassan is planning to make Youtube videos that discuss Eritrean culture, social issues, and possible solutions.

FEATURED ARTICLE *continued*



Who: Mohammed Al Momatin, Nesma & Partners

What: Race Car Driving
Outside Nesma, Mohammed pursues his hobby for race car driving as a member of the Saudi Arabian Motor Federation (SAMF), member of the Corvette International Club of the UAE, and General Secretary of the East Coast Corvette Club—Saudi Arabia. His passion began from a young age because his father was very interested in the world of cars, and this passion only increased after Mohammed bought his first sports car in 2005, a Chevrolet Corvette. It

was then that he began asking experienced drivers and doing his own research to learn more about drag racing. He has since participated in all Saudi and GCC circuits and a number of championships. A couple of years ago, Mohammed and his friends decided to establish the East Coast Corvette Club, which has athletic, cultural, and social goals. Their most important mission is to take drag racing off the streets and into specialized locations, such as race tracks. The club currently has 50 members and is authorized by SAMF and by General Motors, owner of the Corvette trademark.

Who: Anas A. Ammar, Senior Business and System Analyst, Nesma Telecom & Technology

What: Photography & Digital Painting

Before the digital era, when Anas was 11 years old, he bought his first film camera when everything was done through film negatives and dark rooms. "Photography made me re-discover the world. It gives me the opportunity to transfer truth and beauty because being on this earth is what makes life worth living," is what Anas Ammar from Nesma Telecom & Technology says about his digital painting and photography. Because traditional photography became very expensive

he was forced to abandon it until the digital revolution came along. Anas creates his digital paintings through his camera and software programs like Photoshop to generate emotional and colorful imagery that helps him to stay self-centered and keep re-inventing what he sees around him.



Share your Interests

Do you have a hobby or interest that you would like to share? Please send a 250 word bio describing your hobby and why you choose to do it along with 3-5 images to newsletter@nesma.com with the subject line "Outside Working Hours".

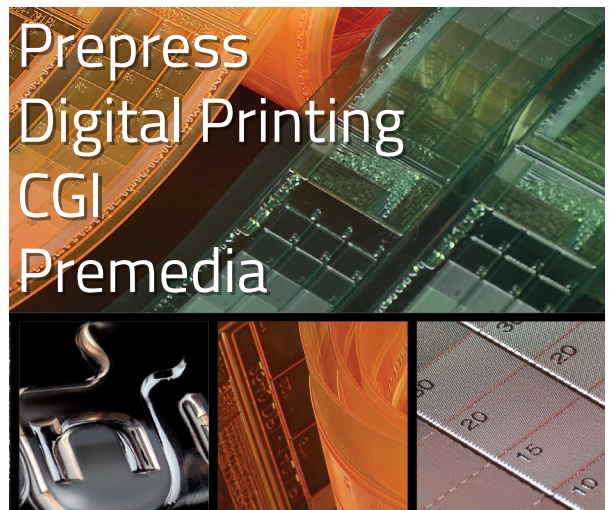
IN THE SPOTLIGHT



NDIGITEC

NDIGITEC, Namma Int'l Digitec FZ LLC is a company headquartered in Dubai, UAE. NDIGITEC is the leading player in the field of prepress, premedia, CGI, consultancy and digital printing solutions in the Middle East. In the year 2005, Digitec partnered with Nesma Holding and gave birth to NDIGITEC (Namma Int'l Digitec FZ LLC). NDIGITEC also has branches in Riyadh and a sales office in Jeddah. NDIGITEC was the first company in the Middle East to introduce online reprographics into its basket of solutions to service the needs of customers all across the globe.

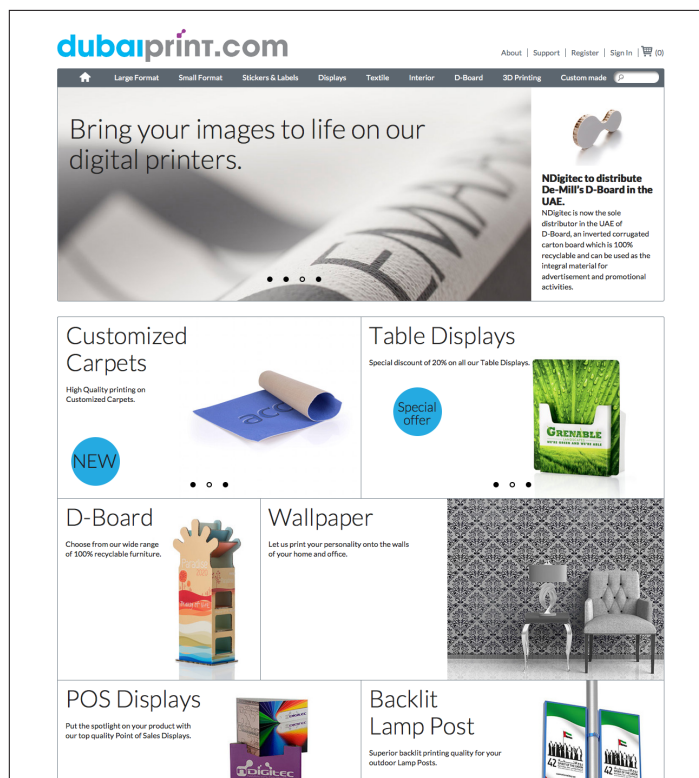
It is the first Esko certified HD company in the Middle East. NDIGITEC is also the sole distributor of the 100% eco-friendly material, D-Board, in the UAE. NDIGITEC is the first company in the Middle East to introduce computer generated imagery to its professional range of services through its division X60. Today, NDIGITEC is one of the most sought after and respected contenders in the world of prepress, premedia, CGI, consultancy and digital printing solutions.



IN THE SPOTLIGHT *continued*

Dubaiprint.com: A web-to-print platform by NDIGITEC

DubaiPrint is the first professionally integrated web-to-print service with a customized unique platform for professional and personal users in the Middle East. It works and produces at the headquarters located in Dubai, UAE. DubaiPrint guarantees round the clock service to customers all across the region. The services offered on the web-to-print platform include large format, small format, digital labels, D-Board Ready products and displays, printing on textiles, carpets, photo canvas and the latest addition - 3D printing. DubaiPrint aims to become the region's most preferred web-to-print company to do business with.



About NDigitec's CEO

Vatche Kavlakian is a computer graduate. At the dawn of the 90's Kavlakian utilized the then newly integrating technologies of computer and printing businesses starting with prepress. "My know-how about computers and interest in the field of art and creativity gave a perfect pull towards the print business," says Kavlakian.

As one of the pioneers in the field of IT integrated prepress services in the Middle East, he started a prepress, premedia, and reprographics service bureau, serving the ME markets. He then gradually ventured into the field of digital printing. "The digital shift was inevitable as the technology was progressing with time. To keep up to it and to expand our services, we added digital solutions," said Kavlakian.

Starting with 10 employees NDIGITEC now has a staff of 75. In the year 2005, they started operations in Dubai and were the first company to register at the International Media Production Zone pre-built unit. "In 2005 I partnered with Nesma Holding from Saudi Arabia. Dubai's infrastructure, logistics and its endeavors of being one of the global communication hubs interested me," said Kavlakian.

GROUP NEWS

Bird's Eye View

1. **The Nesma Art Gallery** recently held its fourth art opening of 2014 titled "Reflections: Contemporary Arab Art" (May 22 - Jun 3, 2014) and marks the debut of The Forum of Fine Artists (FOFA). Created through social networks and naturally-forming art circles, FOFA is made up of a distinguished group of artists from throughout the Arab world. The group comprises art professors and working artists who evoke and express their personal experiences through a diversified range of aesthetics, styles, techniques, and media. Each artist's vision is to create a journey for the viewer through composition and color with a sense of contemporary art trends in the Arab world.



2. On the occasion of work completed at the Hilton Hotel in Makkah (Jabal Omar Project), Project Coordinator Mr. Wissam Madi celebrated the event with engineers working under his supervision along with HR Unit staff. The gathering took place at Goodies Restaurant in Jeddah.



3. A celebration was held for **Mr. Aftab Quraishi**, Internal Auditor and CEO Adviser at Nesma Water & Energy, after receiving recognition for his contributions to the company. Eng. Mahmoud Fallatah, company CEO, commented that Mr. Aftab was one of the first individuals who played a vital role in the growth and the success of **Nesma Water & Energy**.



4. In an ongoing effort to **celebrate the diversity** of Nesma, during the month of May we saluted four countries and celebrated with our employees from **Yemen** (May 22), **Eritrea** (May 24), **Jordan** (May 25) and **Ethiopia** (May 28).



GROUP NEWS *continued*



French Nuclear Delegation Visits Nesma & Partners

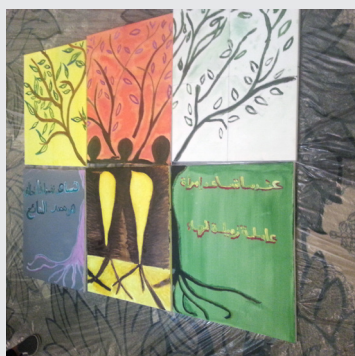
The world's largest nuclear company, AREVA, along with the largest nuclear electric utility in the world, EDF, visited Nesma & Partners (N&P) to explore the possibilities of a partnership in building reliable, safe and high quality nuclear power plants in Saudi Arabia. Both companies are based in France and visited Saudi Arabia as one delegation.

Nedal Younis, Business Development Manager at N&P, explained that Saudi Arabia is considering

building 16 new nuclear power plants to generate 18 GW of power, in order to make up for the tremendous gap between power demand and actual generated power. He further explained that safety measures are the most important consideration for nuclear energy, and that the French delegation gave a presentation about their new nuclear technology and its safety features, as well as their future plans in Saudi Arabia.

The visit from the French delegation also included a presentation by N&P about our capabilities and success stories in Saudi Arabia, as well as a full day tour of several N&P project sites in Jubail.

Artwork by Nesma employees from a team-building activity organized during the Nesma Women's Forum in King Abdullah Economic City on May 1st



Namma Cargo at Mobile Expo

Namma Cargo participated in the SAUDI MOBILE EXHIBITION 2014, which was held in Al Faisalia Hotel in Riyadh from May 19-21. The Expo is the first specialized event for mobiles in the Middle East and North Africa. It was sponsored by the Ministry of Communication and Information Technology, with the support and participation of the Communications and IT Commission.



SUN SAFETY

Contributed by Nesma Trading

People who spend a lot of time outdoors run the risk of suffering from more than just heat exhaustion or heat stress. Repeated exposure to ultraviolet (UV) radiation places them at risk for various forms of skin cancer and eye diseases, such as cataracts. The number of skin cancer cases continues to increase each year.

Farmers, landscapers, and others whose occupations require long hours working outdoors are at risk for prolonged exposure to UV radiation. Skin cancer is not usually the result of single, painful sunburn. Small changes occur to the skin each time it is exposed to sunlight and repeated exposure can cause progressive damage to the skin's biological structure.

Protective Measures

The areas of the body most at risk to exposure to UV radiation are the back of the neck, ears, face, eyes, and arms. These and other body parts can be easily protected by wearing proper clothing, sunglasses, and sunscreen.

Hats

Protection for the face and other parts of the head can be as simple as wearing a hat. For sun safety while wearing a hard hat, use a sunshield that properly fits the hard hat and use a cloth neck shield to protect the back of your neck.

Clothing

Proper clothing protects against damaging UV radiation and minimizes heat stress. Long-sleeved shirts and long pants in lightweight, tightly woven fabrics (preferably 100% cotton) provide both comfort and protection.

Sunglasses

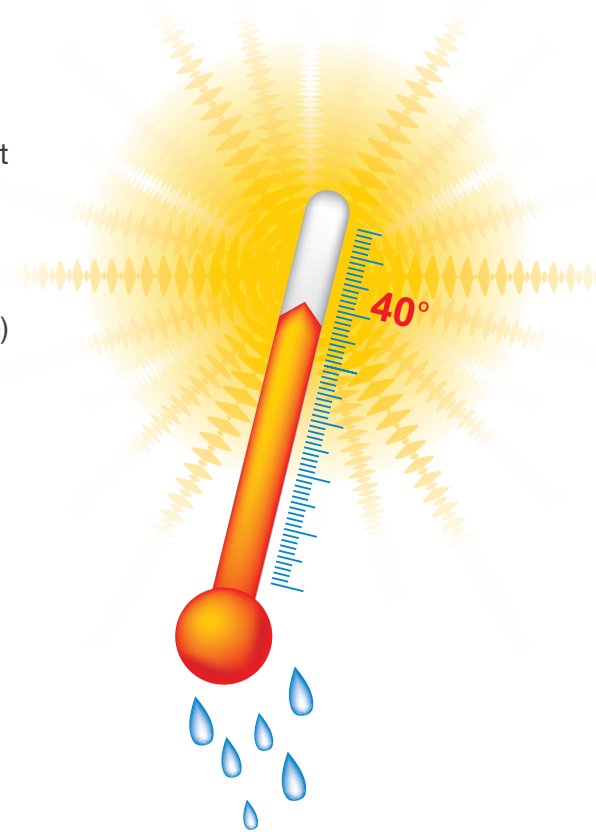
UV-absorbent sunglasses can help protect your eyes from sun damage. When purchasing sunglasses, look for the manufacturer's label specifying the UV rating of the lens. The best sunglasses should block 99% to 100% of UV radiation including the entire spectrum of UVA and UVB radiation. If no UV rating is specified, the sunglasses may offer minimal or no protection.

Sunscreen

Parts of the body that cannot be covered with clothing should be protected with a sunscreen, though sunscreens should not be a substitute for wearing proper clothing. Sunscreens recommended for outdoor work should have a sun protection factor (SPF) of at least 15, be waterproof, and labeled broad-spectrum. Broad-spectrum sunscreen protects against both UVA and UVB radiation. A SPF 15 rating means that your skin is protected from the sun 15 times longer than without the sunscreen.

Avoidance

The best way to reduce exposure to UV radiation is to avoid the sun. Sun avoidance may be impossible for some activities, but scheduling tasks around the critical time period of 10:00 a.m. until 4:00 p.m. will



reduce your exposure. Be aware of the risks involved and make it a habit to protect yourself.

Heat Stress

Heat exhaustion is caused when the body loses too much water and salt due to lengthy exposure to extreme heat. If the body temperature does not cool down, it may also lead to Heat Stroke, which is life threatening. Heat stroke occurs when the body cannot cool itself any longer.

Sweating stops and the internal temperature of the body becomes too high. (Dehydration is caused by the excessive loss of water and salts from the body due to illness or from prolonged exposure to heat. Severe dehydration can easily become a life-threatening condition for infants and the elderly.)

Remember to practice safety, don't learn it by accident.



ANNOUNCEMENTS:

Congratulations to **Shorab H. Ansari** and **Syed Ahmed** of Nesma & Partners for being selected Employees of the Month for May 2014.

Congratulations to **Obaid Ali Khan**, Mechanical Engineer at Nesma & Partners, on the birth of baby Mohammad.

Congratulations to **Mr. Noor Mohammad**, Store Supervisor at Nesma Catering, for being selected as employee of the month

Congratulations to **Miss. Anagha Ravindran**, daughter of **Mr. Ravindran**, Executive Secretary at Nesma & Partners



Engineering Department, for winning the Overall Championship in the Students Festival of Arts and Literature, organized by the Federation of Overseas Indian Organization.

Thank You for Sharing Your Photos

