



شركة نسما المحدودة  
NESMA CO. LTD.



# NESMA

COMPANY PROFILE

## 2022



## PRESIDENT'S WORD

### Faisal Alturki

It's been more than forty years since our founder, Saleh Ali Al-Turki, began his journey to establish a business focused on industries that can drive Saudi Arabia's future: engineering, services, and marketing. The inspiration and

ambition sprung from national pride and today Nesma continues this legacy with a commitment to high-impact goals and Vision 2030.

Over the decades, we diversified into other sectors, growing alongside the new opportunities offered by the Kingdom's evolving economy, from construction to power and energy; oil and gas; real estate and property management; hospitality and tourism; operations and maintenance; port, marine and shipping services; aviation and logistics; and telecommunications and IT industries. We even expanded into new geographic markets including Egypt, and the UAE. And we joined forces with leading international companies such as Pan Am World Services (PANNESMA), the Port of London Authority (National Port Services), DHL Global Forwarding (Namma Cargo), Tata Group (Nesma Tata), and others.

This vision, expansion, and partnerships empower us to offer high-profile solutions and services that benefit the Kingdom, its people, and the region. We step up to challenges, are proactive, and sincerely care about the community's quality of life. This is evident in our partnership with Telecom Australia which kept Saudi Arabia's telecommunications networks working throughout the Gulf War

and NESMA Internet which introduced DSL to the Kingdom. It shows in how Nesma & Partners fortified Jeddah with dams and storm water drainage to prevent deadly floods and when Nesma International Water & Energy enhanced Riyadh's water supply with technology and know-how. Pioneers, we innovate. An example is Nesma Shaheen launching the GCC's first branded shamagh (the traditional Arab male headdress) in 1996, anticipating market needs and creating first-mover advantage. Our resolve to continue helping the Kingdom grow and the community thrive long into the future is unwavering. After all, we're here to do more than deliver reliable services and high-quality products.

We thank all our partners and suppliers for being part of our journey in addition to our employees and company leaders for making us who we are today, a corporate brand known for business integrity and genuine dedication to all our stakeholders. We pledge to continue to build solid relationships and to uphold all our commitments.

# WHO WE ARE

## AT A GLANCE

- Holding company established in **1979**
- Serving the Kingdom and region for more than **40 years**
- **+35,000 employees**
- **+50 companies**
- **14 sectors**
- Presence in **3 countries** (Saudi Arabia, UAE, Egypt)
- Turnover in 2020: **SAR 9.675 billion**

Established  
in **1979**



**+50**  
COMPANIES



Serving the Kingdom  
and region for  
more than  
**40 YEARS**



**+35,000**  
EMPLOYEES



Operating across  
**14 SECTORS**



**+51**  
NATIONALITIES



Presence in  
**3 COUNTRIES**



Turnover  
**SAR 9.675**  
billion



## About Nesma

### Innovating, diversifying, and impacting lives since 1979.

Nesma Co. Ltd is a privately owned Saudi Arabian holding company with a robust business portfolio across multiple sectors in Saudi Arabia and a presence in the UAE and Egypt.

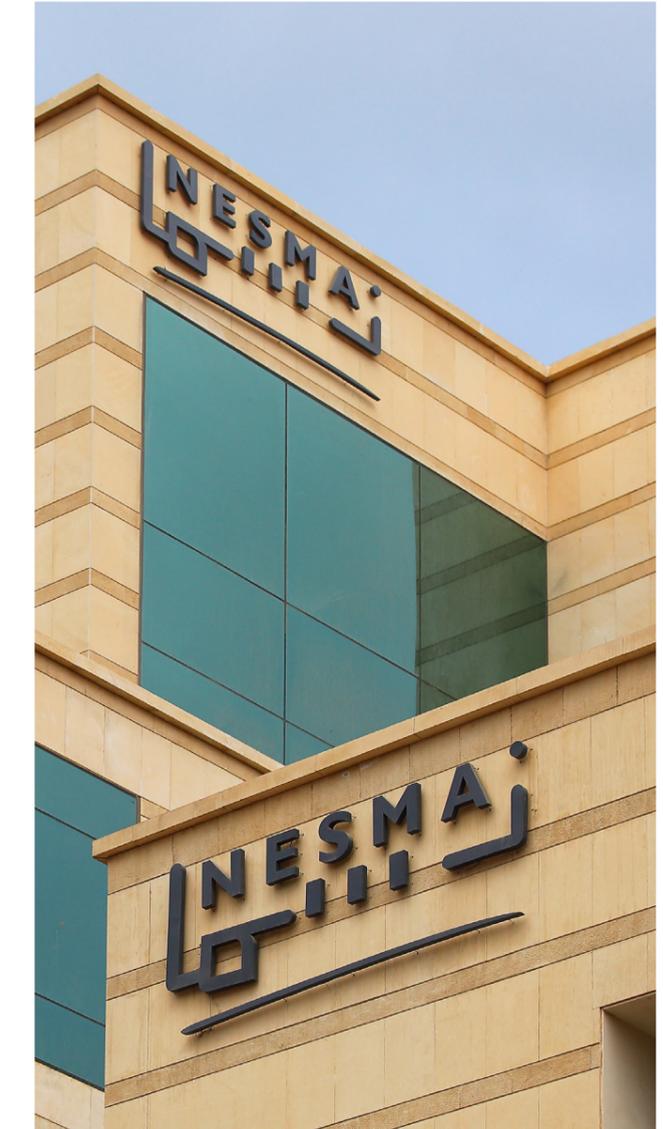
These sectors include construction; power and electrical; oil and gas; real estate and property management; hospitality and tourism; operation and maintenance; port, marine and shipping services; aviation and logistics; and telecommunication and IT.

Since our establishment in 1979 by His Excellency Saleh Ali Al-Turki, we've been a major player in the development and diversification of the Saudi economy and in the promotion of responsible business practices. And today we are guided by Vision 2030.

Our values of excellence, innovation, diversity, respect, and impact, steer us and we're committed to being your partner and employer of choice.

Our talented and diverse workforce defines us, and we give nationals ample opportunities to have fulfilling careers by funding employability and job creation programs for communities across Saudi Arabia.

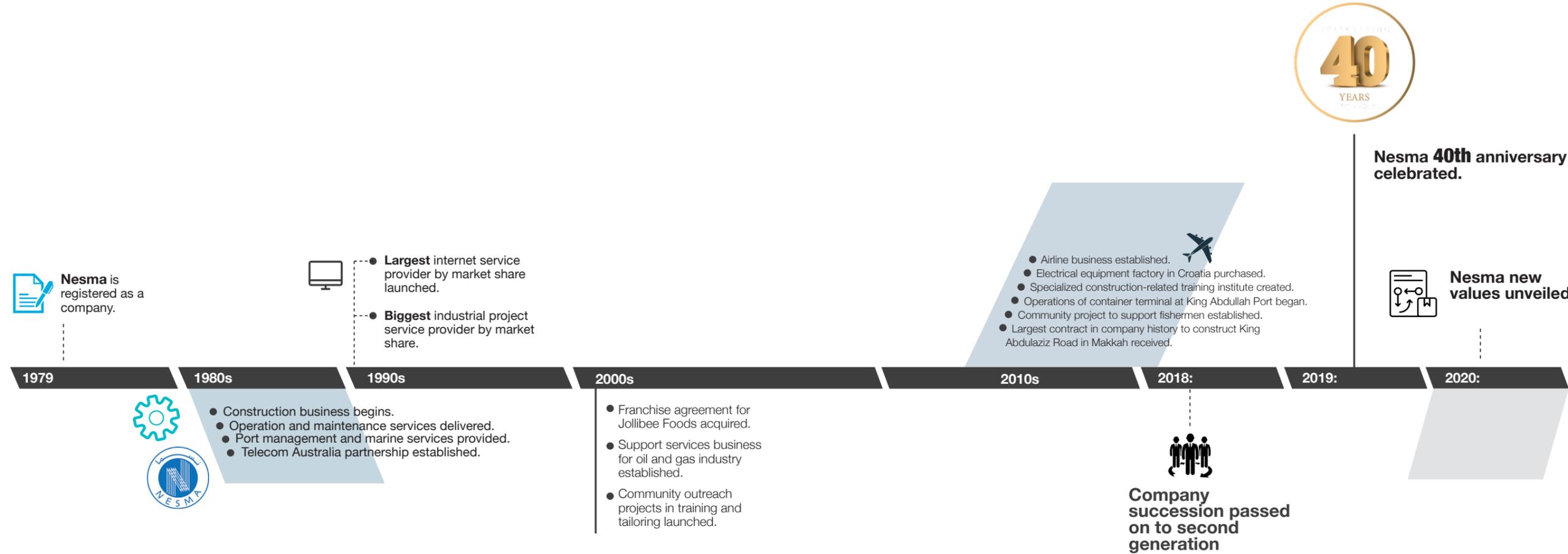
Nesma stands out in our scope, diversification, agility, track record developing successful businesses, and adeptness at identifying and entering new sectors with great potential. We build meaningful partnerships and have the business acumen, financial strength, and 360-degree capabilities to realize ambitious projects. Integrity and stability are at our core because of sound management, compliance that includes internal audit and risk management, and an experienced leadership team.



## Our Story

### Our past shaped us, and the future guides us.

Nesma is an ongoing story of progress and growth that started in 1979. Each decade is a chapter marked by success and milestones.



## Governance

### Leading with accountability, strategic planning, and foresight.

Proper governance is integral at all levels at Nesma: from our leadership to every team member. We firmly believe that a culture of accountability, unity, and transparency results in a trusted reputation. This is why we have a well-established Board and Board Committee structure, the Nesma Code of Conduct, a comprehensive anti-corruption practice, and a diversity and inclusion policy. These are constantly improved to manage risks and safeguard people's well-being. Responsible business practices also shape how we create positive private sector impact.

In addition, Nesma is a Pearl Initiative partner, embracing this regional organization's mission of good governance, transparency, and accountability for businesses in the Gulf. We have also partnered with Qaderoon Business Disability Network to endorse and support its main goal of providing people with disabilities with educational and employment opportunities.

# WHAT DEFINES US

## OUR MISSION, VISION, AND VALUES

More than words: conduct, action, and culture.

At Nesma our mission and vision drive our decisions while our values reflect our corporate culture. Combined, they define our business practices, conduct, and how we interact with one another internally and treat our partners and associates.

### Our Vision:

To be the most respected diversified company everywhere we operate.

### Our Mission:

To bring innovative ideas to life in business and society.



### Our Values:

#### Excellence

Strive to perform and deliver to the highest standards in everything we do.

#### Innovation

Promote creativity and pioneer new solutions across our business internally and externally.

#### Diversity

Bring together people of different backgrounds and capabilities and branch out into diverse investments that make us stronger and help us serve you better.

#### Respect

Treat everyone with integrity, show appreciation, and be open and honest.

#### Impact

Generate positive contributions for the benefit of business, society, and the environment.

## Our People

### Unleashing talent, potential, and empowerment.

Our people make us who we are. We believe talent must be nurtured to generate impact and a culture of integrity and innovation. This is why we empower our people to achieve their potential through meaningful growth opportunities, social activities relevant to their interests, and by celebrating diversity. Nesma fosters a culture of integrity through initiatives that promote business ethics and a healthy, safe work environment while encouraging employees to comply with rules and regulations. Dedicated to empowering women, we shatter barriers in all fields and are increasing the number of women in leadership positions and on our boards. Championing Saudization, we have more than 7,000 Saudi nationals building careers at our companies, representing a 55% increase from 2014 to 2019 alone.



### Leading the way through training

Investing in training is how we help our people evolve professionally and become future leaders. We know that each individual is unique and we go beyond job-related training programs that enhance skills and improve potential. Nesma has three types of training: organizational, soft skills, and technical. For the best learning experience, some take place at Nesma while others in collaboration with external educational providers.

In addition to this, our NESMA HIGH TRAINING INSTITUTE (NHTI) is dedicated to training Saudi youths on the technical skills they need to excel when working in construction while our investment and advisory role in Zadk Culinary Academy, a non-profit, is set to transform the food sector in Saudi Arabia.

## Creating connection

Every year, Nesma organizes multiple forums to bring together employees from across our network of companies. With people from more than 50 nationalities working for us across our companies, we celebrate national days and organize multiple forums to bring our team members closer together, identify strategic priorities, and nurture work relationships. This includes many sports events as well.



## Our Companies

### Covering a broad spectrum of needs.

For real progress to happen, society needs companies that fill unique gaps and address specific needs. Nesma is proud to own a unique portfolio of more than 50 companies operating across numerous sectors in Saudi Arabia, the UAE, and Egypt.



## Nesma's World



### Engineering and Construction

- o SPACEMAKER
- o NESMA & PARTNERS
- o NESMA CONTRACTING CO. LTD.
- o KAFER



### Food and Retail

- o NESMA SHAHEEN FOR TRADING CO. LTD.
- o JOLLIBEE
- o CHOWKING
- o AL FARIS TRADING / AL FARIS FOOD INDUSTRY



### Hospitality and Tourism

- o NESMA TRAVEL
- o MAWADDAH INT'L GROUP



### Business and Consumer Services

- o TRAP
- o MODERN PIONEER
- o NESMA UNITED INDUSTRIES CO. LTD
- o NESMA SECURITY
- o NAMMA INTERNATIONAL DIGITEC



### Real Estate and Property Management

- o NESMA REAL ESTATE
- o AL BISHARA



### Transportation, Marine, and Airport Services

- o NATIONAL AIRPORT DEVELOPMENT CO.
- o NATIONAL PORT SERVICES LIMITED (NPS)
- o DEFAF LOGISTIC
- o NAMMA SHIPPING LINES
- o NAMMA CARGO
- o MODERN BUS



### Materials, Manufacturing, and Procurement

- o SHEA'R INTERNATIONAL CO. LTD.
- o NESMA CONCRETE SOLUTIONS
- o NESMA ORBIT



### Power, Telecom, and Information Technology

- o NESMA WATER AND ENERGY
- o NESMA INFRASTRUCTURE & TECHNOLOGY.
- o NESMA RENEWABLE ENRGY
- o KONCAR ELEKTRICNI UREDAJI



### Investments and Finance

- o REAYA HOLDING
- o NESMA OMMAT

# WHAT SHAPES US

## Our Commitments

### Country, people, and new horizons.



Today we pave the way to better lives and prosperity for all. At Nesma we think long term and are committed to sustainability. This manifests itself in our new forward-thinking strategy and our values. It is evident in how we prioritize responsible growth through product and service superiority; talent retention and development; health, safety, and the environment (HSE); and governance and compliance.

Our exponential growth since 1979 and remarkable economic and social impact are because we readily embrace increased disruption, competition, and change. Beyond our internal culture that integrates sustainability, Nesma's commitment is regional and international. We're aligned with Vision 2030, the UN's Sustainable Development Goals (SDGs), the Gulf Region Organization for Women (GROW), and the Qaderoon Business Disability Network.



## Vision 2030:

Creating a roadmap for a vibrant society, a thriving economy, and an ambitious nation. Since 2017, Nesma has participated as a developer in several projects that are part of the Saudi Government's privatization plan to meet the 2030 Vision goals and targets. Highlight include:



**Nesma Renewables Group** working alongside the Saudi Electricity Company to design, construct, and operate large-scale renewable energy projects.



**Nesma and Transports Ciutat Comtal (TCC)**, a Spanish transport company, being awarded a contract for the supply and 10-year operation and maintenance of 400 Makkah Public Transportation Program (MPTP) buses.



**Namat** planning on joining The Made in Saudi Program, a National Industrial Development and Logistics Program (NIDL) initiative that encourages people to buy locally made products and increases exports to support the growth of local businesses.

## Gulf Region Organization for Women (GROW):

Promotes career development and employment opportunities for women. Launched by Saudi Aramco in 2018, Nesma is a member.

## UN Sustainable Development Goals (SDGs):

Endorsing all 17 SDGs directly or indirectly, Nesma's main business operations are most specifically aligned with 11 SDGs:



## Qaderoon Business Disability Network:

Provides guidance, advice, and training, while promoting best practices for employers who want to recruit and retain employees with disabilities. Nesma joined the network as a Founder and Gold Member in 2014.

## Our Community Engagement

### We are all citizens

CSR is not a trend or buzz word. It's core to who we are. We started our community engagement activities from day one and have a longstanding track record heading initiatives that have impacted Saudi Arabia by improving social and economic well-being. Over the course of four decades, we have empowered communities by offering them the tools and know-how needed to unlock opportunities, strengthen, and develop talents, and contribute to growth.

### Nesma's CSR Initiatives

We want to enable Saudi youths so they realize their potential and gain awareness of the myriad opportunities available to them. We also want to positively impact people of all ages in our communities. As a result, we have invested in and sponsored more than 30 community activities including forums, fundraisers, charitable causes, and events. And this is why we have our own signature initiatives.



### Namat (formerly Nesma Tailoring and Embroidery Center):

Specializing in producing garments for greater social good, Namat is a non-profit enterprise. Founded by Nesma as a strategic Corporate Social Responsibility (CSR) initiative, Namat operates a network of tailoring centers across the Kingdom of Saudi Arabia, with the aim of integrating rural communities into the folds of the Saudi economy. Each center operated by Namat is sponsored by a private sector partner to empower local communities by creating jobs for women.



### Nesma Training Center:

Sponsoring free training around the most relevant and useful workplace skills and making space available for small and medium-sized businesses from across the Kingdom to host skill development courses and related workshops. Not-for-profit Nesma Training Center was established in 2008.



### Cooperative Society for Fishermen:

Reviving commercial fishing in the Makkah region by working with local fishermen in underdeveloped coastal, providing loans that assist industry success, and sponsoring knowledge transfer and awareness programs. In collaboration with the Jeddah Chamber of Commerce and Industry and the Ministry of Social Affairs.



## CONTACT US

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