

# Opening new doors

# Unlocking potential in the Middle East, North Africa and Turkey\*

\* MENAT

# Contents

<b>A Vital Force</b>	<b>1</b>	<b>Social Entrepreneurship</b>	<b>4</b>
At a glance	1.1	Community initiatives	4.1
Business portfolio	1.2	Job creation	4.2
Leading the way	1.3	Global poverty alleviation	4.3
One man's vision	1.4	Arts & culture	4.4
To a modern powerhouse	1.5	Health & social	4.5
History & milestones	1.6	Education & training	4.6
<b>Our Reach</b>	<b>2</b>	<b>Spotlight</b>	<b>5</b>
Our market place	2.1	<b>On Opportunities</b>	
Our MENAT know-how	2.2	A bright prospect	5.1
<b>Business Sectors</b>	<b>3</b>	Ready for better	5.2
Automotive	3.1		
Vehicle distribution, retail & logistics	3.2		
Heavy equipment	3.3		
Value chain integration	3.4		
Financial services	3.5		
Land & real estate	3.6		
Energy	3.7		
Consumer products	3.8		
Advertising & media	3.9		



# “If a wind blows, ride it!”

*Arabian proverb*

The Arabian proverb, “If a wind blows, ride it!”, was a favorite of my father – the founder of Abdul Latif Jameel. It sums up his pioneering, entrepreneurial spirit that lives on in our company today.

Since 1945, our passion for riding the winds has already taken us into 17 countries on three continents: seeking out new markets, opening up job opportunities, developing new partnerships, finding new ways of doing things and creating value. We do all this with a clear purpose: to help people advance their quality of life by unlocking new potential.

We want to share our knowledge and experience in order to further develop business and trade within and into the MENAT region. It is our sincere desire to shine a light on the opportunities we know exist.

As a trusted guide, we can open doors to these exciting and ambitious markets. Together, we can be partners in prosperity.

I invite you to find out more about Abdul Latif Jameel on the following pages. I hope you find it informative.

Thank you for your attention.

**Mohammed Abdul Latif Jameel**  
*Chairman & President*





*A Vital Force*

“One of the world’s  
most engaged  
and productive  
organizations”

*Gallup*



# Abdul Latif Jameel at a glance

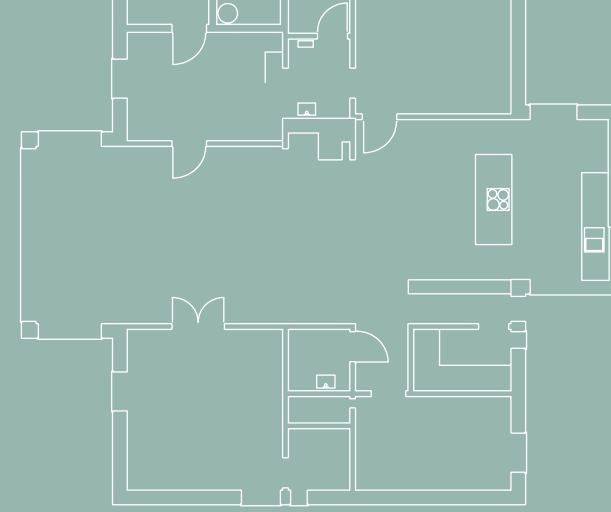
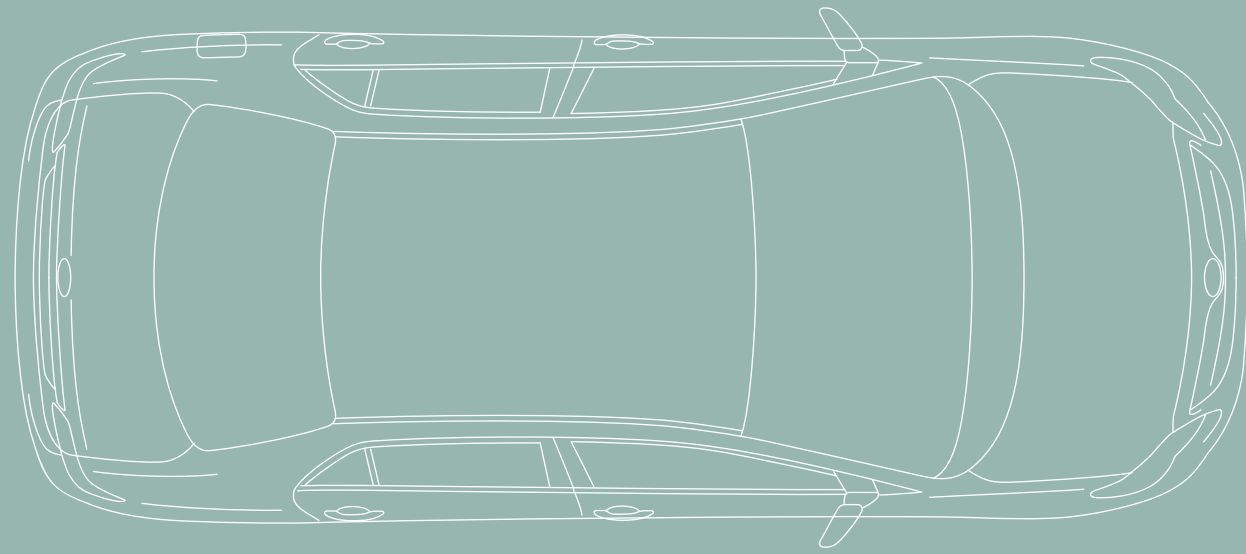
Abdul Latif Jameel was founded on automotive operations and they remain at the heart of our business. We have also moved into businesses that enhance our automotive offer and value chain, as well as diversifying into new sectors, such as real estate and energy, where we see great potential for our company and our region.



## Fast facts

- Deep knowledge and on-the-ground experience across the MENAT region
- Nurturing enterprise and unlocking potential for nearly 70 years
- Operations in 17 countries on three continents
- The world’s largest independent Toyota distributor
- Balanced business portfolio and strong brand partnerships
- Zero net borrowings
- 15,000 employees globally
- Over 465,000 people helped into work through our job creation programs
- A commitment to social and economic sustainability

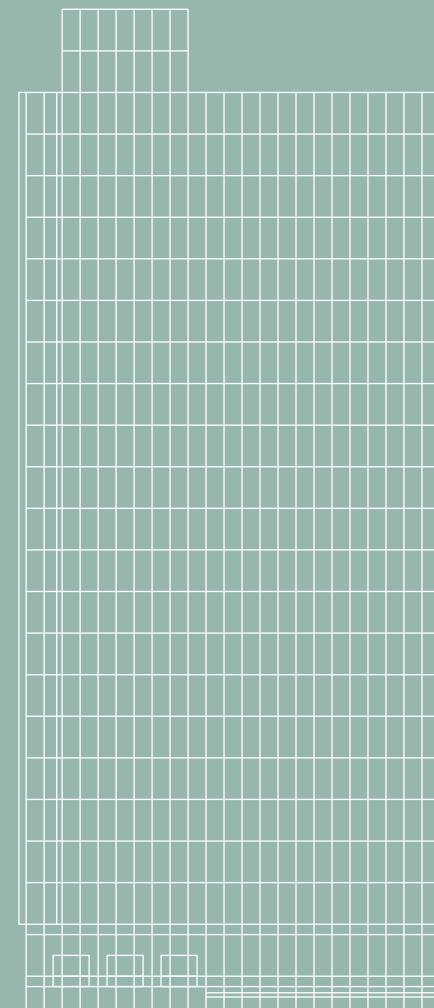
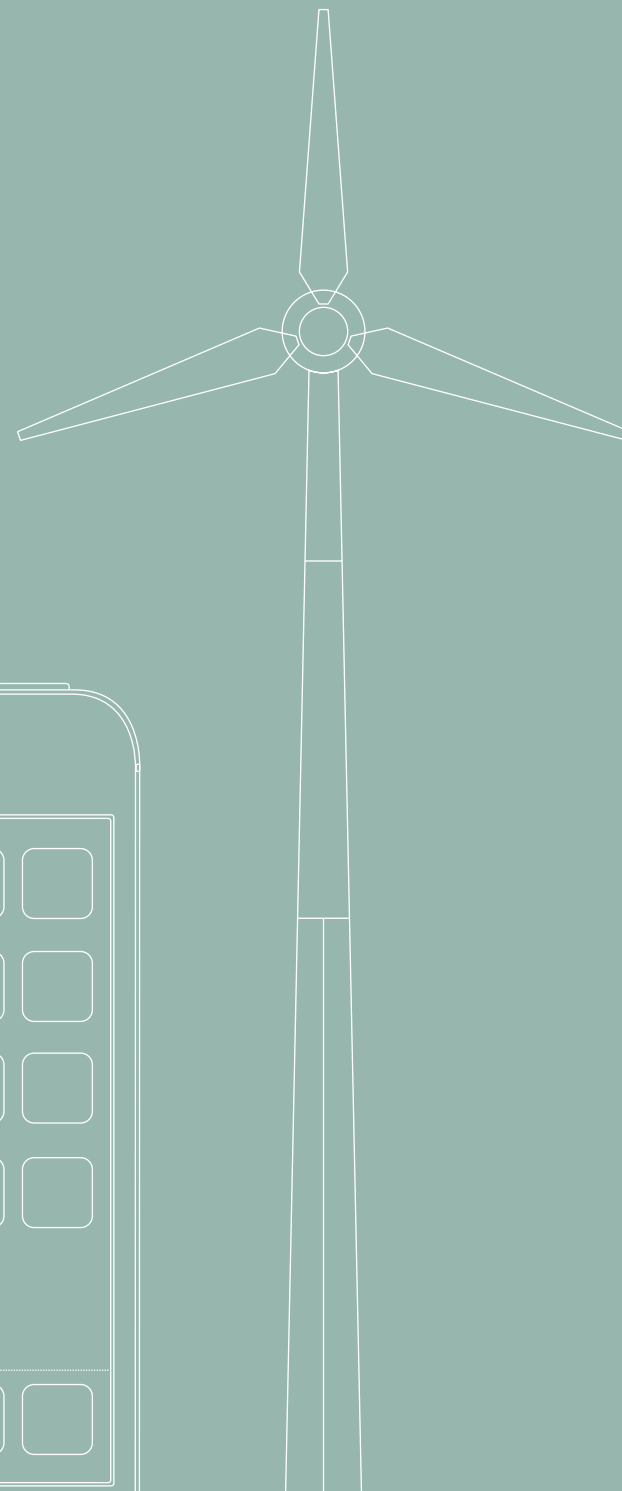
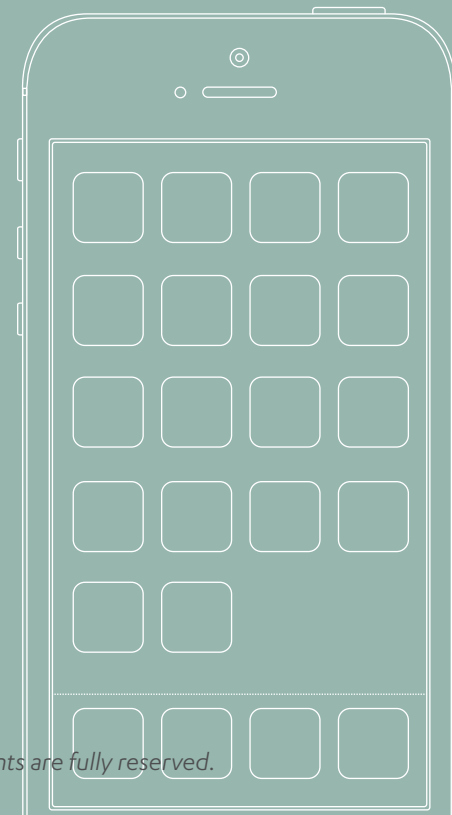




# Our business portfolio

The MENAT region is our area of expertise, our origin, where we have deep knowledge of local tier 2 and 3 areas as well as capital cities – we are local to locals. From this strong base, we are growing and diversifying across the region and in sectors that contribute to the infrastructure of life.

- Expansion across the Middle East and North Africa since 1945
- Into Asian markets from 1996
- A strategic presence in Europe since 2003
- Into Turkey from 1998
- A move into sub-Saharan Africa from 2012



## Automotive

Linking the full value chain from distribution to aftermarket

## Financial Services

Enabling individuals and businesses to flourish

## Land & Real Estate

Providing affordable homes and planning future communities

## Energy

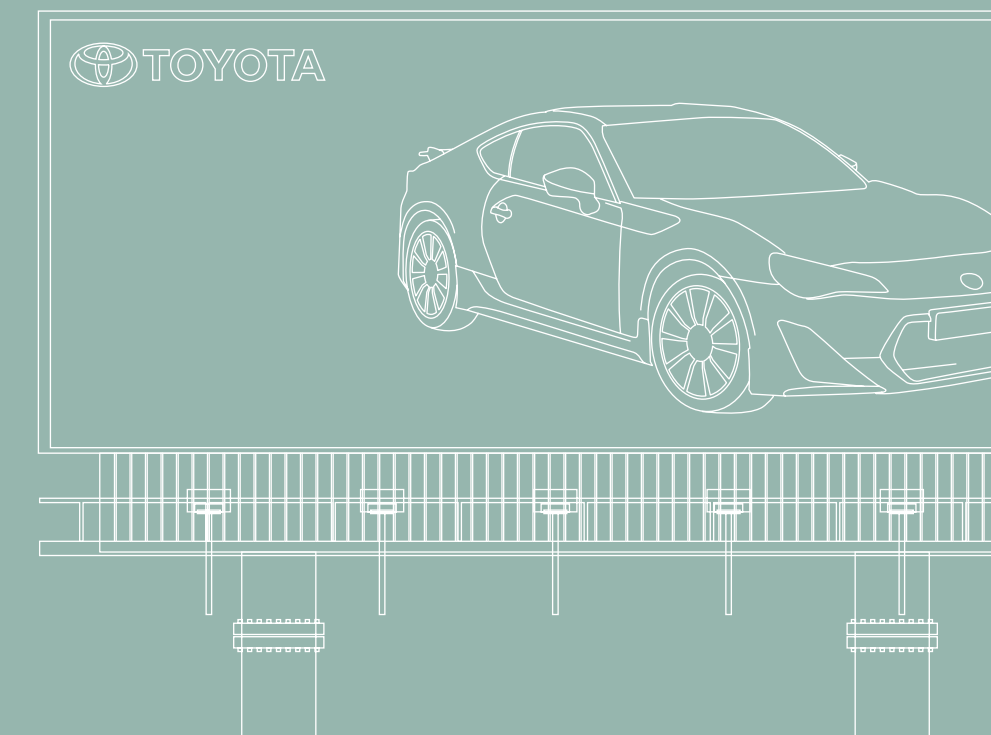
Developing renewable projects and energy efficiency initiatives

## Consumer Products

Supplying quality brands and services to the region's people

## Advertising & Media

Communicating with consumers and society



We help people who strive  
for better, to have better.

We help businesses who  
look further, to reach further.

# Leading the way

Since 1945, from the heart of Arabia, throughout the fast-developing MENAT region and across three continents, Abdul Latif Jameel has been uncovering new potential. Our pioneering spirit, determined focus and ability to empower are reflected in everything we do.





The vehicle that started it all:  
the 1950s Toyota BJ model.

# From one man’s vision...



Abdul Latif Jameel is built on the vision of our entrepreneurial founder, Mr. Abdul Latif Jameel.

Some 70 years ago, he saw that increased competition within Saudi Arabia’s automotive sector as well as better personal transport could empower businesses and individuals, in turn advancing the development of his nation. Mr. Jameel approached Japan’s Toyota Motor Corporation, initially ordering just four of the company’s early all-terrain vehicles. The increasing popularity of these early models led to our company being appointed as the distributor in Saudi Arabia by Toyota in 1955, a role we are still honored and privileged to hold today.

Since that time, in partnership with Toyota, we have expanded our automotive operations across the Middle East, North Africa and Turkey and into important new territories and markets in Asia and Europe.

Alongside the cornerstone of our special relationship with Toyota, we have grown and diversified thoughtfully: leveraging new opportunities and developing valued strategic partnerships in new sectors – all focused on improving quality of life.



# ...to a modern powerhouse...

Today, Abdul Latif Jameel is an international company and a committed social entrepreneur, with respected management and a robust corporate governance structure.

In the spirit of our founder, we continue to seek out and explore new opportunities that unlock value and advance growth in our communities.

We harness our regional know-how to identify investment possibilities and, through the smart application of technology and expertise, we transform these into profitable and progressive businesses.

# ...in search of tomorrow's potential

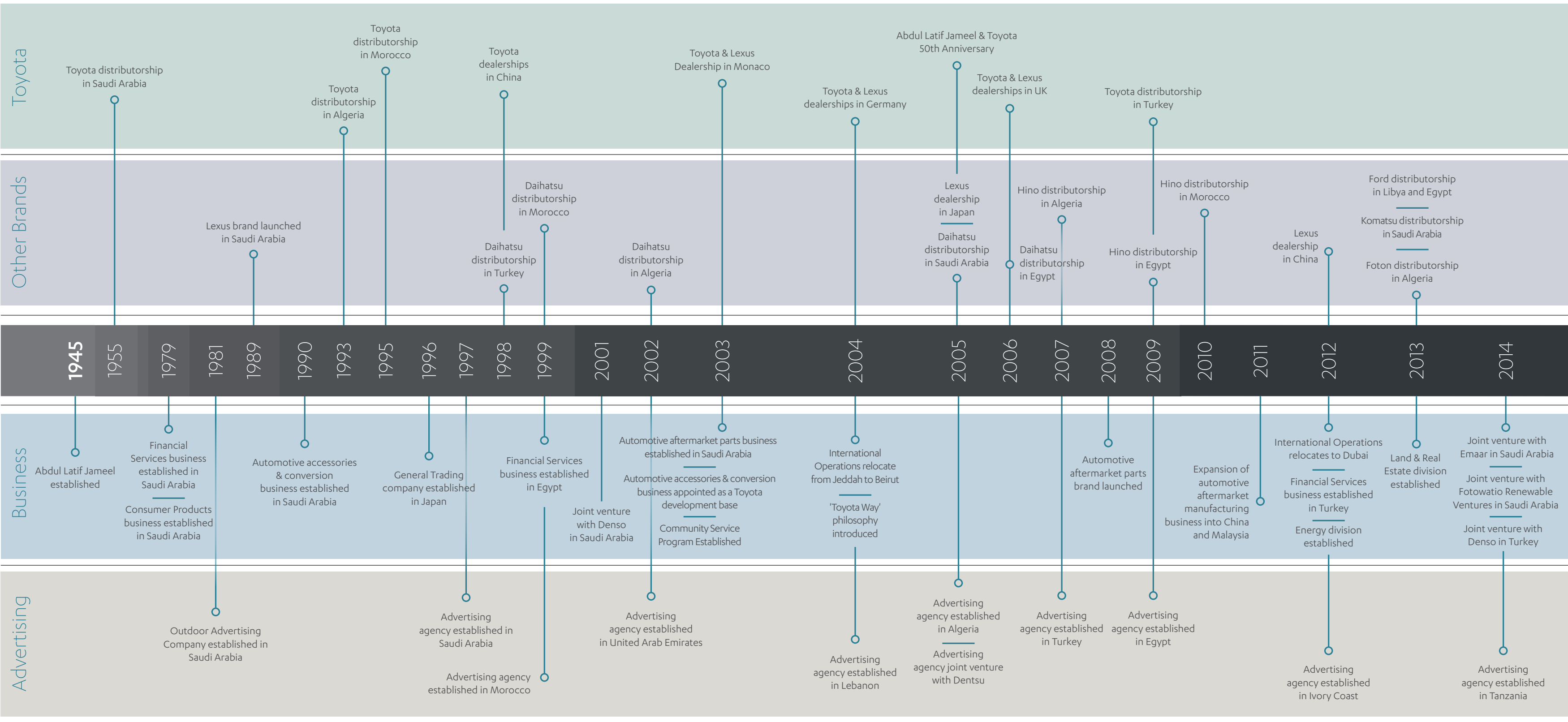
We constantly strive to open new doors, push boundaries and create fruitful connections that will bring opportunity to new and existing partners while improving the lives and prospects of millions.





# History & milestones

Over seven decades, Abdul Latif Jameel has grown from a single dealership in a converted gas station in Jeddah, Saudi Arabia, to become the world’s largest independent Toyota distributor and a globally-respected business with a successful and diverse portfolio.







*Our Reach*

“At the heart of  
the world’s most  
exciting markets.”

*Rif Abou Richeh, Vice President, Abdul Latif Jameel International*



# Our marketplace

For the last 21 years we have been exploring new markets and expanding our international reach into territories that we know offer great potential.

These highly-successful regional operations are built on our deep understanding of, and respect for, local cultures and communities.

We represent some of the world's leading brands, who trust us to deliver outstanding customer service at every touch point.

Every part of our business maintains the high quality standards these brands expect; we are passionate about the details that make a difference. The Japanese 'Kaizen' approach of continuous improvement is embedded across the company. And, collectively, our operations share one objective: a determined focus on the pursuit of better.





# Our MENAT know-how

“Our best days are ahead”

*ASDAA Burson-Marsteller Arab Youth Survey 2013*

“MENA cities are diverse,  
with disparate populations  
but considerable wealth.”

*The Economist Intelligence Unit*

## A winning partnership

Abdul Latif Jameel is the title sponsor of the Saudi Football League, the most popular league in the Arab world.

We are experts in this growing and vibrant region, and can share deep insights into its consumers and their aspirations.





81%  
of young Arabs using the  
internet every day



72%  
of MENAT's smartphone owners  
are younger than 34



47%  
of the MENAT population  
is under the age of 25

Smartphone usage  
2014 (millions)

2,565m  
Asia-Pacific

596m  
Middle-East & Africa

430m  
Latin America

346m  
Western Europe

341m  
Central & Eastern Europe

275m  
North America

Our MENAT know-how

With young, ambitious and connected populations, MENAT countries are modernizing and developing at a fast pace. Across the region, new doors are opening and new markets are thriving.



Vibrant Levent financial district, as seen from the Sapphire skyscraper - the tallest building in Istanbul.



### Our MENAT know-how

We see a wealth of opportunities within the MENAT region. Its citizens share a desire for advancement and, while some nations face challenges, they all welcome partners to help them progress.

## Algeria

GDP	
US\$219 billion	
Population	Under 25
38.3m	47%
Algeria is Africa’s fourth largest crude oil producer and the world’s sixth largest gas producer. It is also diversifying into renewable energies. Strong export revenues create relative macroeconomic stability.	

## Bahrain

GDP	
US\$29 billion	
Population	Under 25
1.1m	44%
One of MENAT’s leading financial hubs, Bahrain has a fast-growing economy, skilled workforce and liberal business environment, offering 100% foreign ownership of business assets and real estate across most sectors.	

## Egypt

GDP	
US\$276 billion	
Population	Under 25
84.7m	52%

Egypt has the largest population and one of the largest economies in the MENAT region. Its stock exchange has more than 600 companies listed and, despite recent political change, the country is investing in infrastructure projects and inviting foreign investment.

## Iraq

GDP	
US\$239 billion	
Population	Under 25
35.1m	61%
With an educated and talented workforce, Iraq offers multiple investment opportunities that would benefit in a liberal atmosphere. Growth in the private sector and job creation are current priorities.	

## Jordan

GDP	
US\$37 billion	
Population	Under 25
7.3m	54%
Politically stable, and with a skilled workforce, Jordan is well positioned as a Middle East transportation hub, and offers strong incentives for investment and access to major international markets.	

## Kuwait

GDP	
US\$188 billion	
Population	Under 25
3.5m	37%
Kuwait’s strong and stable economy has a relatively liberal trade policy, with open markets for foreign trade and foreign direct investment incentives. Its large oil reserves help deliver one of the world’s highest GDPs per capita.	

## Lebanon

GDP	
US\$45 billion	
Population	Under 25
4.8m	43%
Lebanon has a multi-skilled workforce, ranking 10th globally in the quality of education. It also has one of the most liberal foreign investment climates in the Middle East with the lowest corporate rates in the world.	

## Libya

GDP	
US\$94 billion	
Population	Under 25
6.5m	31%
Libya’s economy has been recovering since 2012. Investment opportunities abound as the country sees a surge in public spending and its oil and gas sectors resume operations.	

## Morocco

GDP	
US\$111.7 billion	
Population	Under 25
33m	48%
One of the most stable countries in the MENAT region, Morocco is well placed as a link to the Americas and Europe. With a strong economy and an attractive business environment, it offers a number of investment opportunities	

## Oman

GDP	
US\$84 billion	
Population	Under 25
4m	52%
Oil-rich Oman is developing its non-oil industries for investment, including education, health and ICT. Oman’s investment laws now allow 70-100% foreign participation in companies and various tax exemptions.	

## Qatar

GDP	
US\$210 billion	
Population	Under 25
2.2m	34%
With the world’s third largest gas reserves and huge petroleum resources, Qatar is currently the richest country in the world on a GDP per capita basis. It is attracting foreign direct investment to diversify its economy through new business regulations, tax exemptions, and world-class ICT facilities.	

## Saudi Arabia

GDP	
US\$747 billion	
Population	Under 25
30.1m	51%
Saudi Arabia combines abundant natural resources with global recognition for ease of doing business. Saudi Arabia has been rated as the world’s third most favorable tax environment, and has the highest level of foreign direct investment in the MENAT region. It is ideally located for global trade and logistics, with a booming consumer market and ideal fiscal conditions.	

## Tunisia

GDP	
US\$51 billion	
Population	Under 25
10.9m	42%
Tunisia has a strong knowledge-based economy, with a highly-skilled workforce. Its proximity to Europe has resulted in strong trade agreements with both the EU and MENAT region, and a growing, stable infrastructure.	

## Turkey

GDP	
US\$882 billion	
Population	Under 25
76.1m	44%
With access to 1.5 billion customers, Turkey is the world’s 16th largest economy and one of the most dynamic economies in the MENAT region. Its increasing population, qualified and competitive labour force and liberal investment policies, make it ideal for foreign direct investment.	

## UAE

GDP	
US\$404 billion	
Population	Under 25
9.3m	31%
The UAE has extensive natural resources and strong financial sectors, contributing to a large annual GDP. It is considered one of the best destinations for foreign direct investment, as it maintains an emphasis on free trade, with a free transfer of profits, revenues and assets, and low customs tariffs.	

## Yemen

GDP	
US\$43 billion	
Population	Under 25
25.2m	65%
Yemen has one of the world’s highest population growth rates and it is rapidly developing its infrastructure to accommodate this, thus creating a number of investment opportunities.	

Footnote: Population and GDP data are drawn from various independent sources.





*Business Sectors*

“Growing with  
foresight, insight  
and logic.”

*Fady Jameel, Deputy President & Vice-Chairman, Abdul Latif Jameel-International*



# Automotive

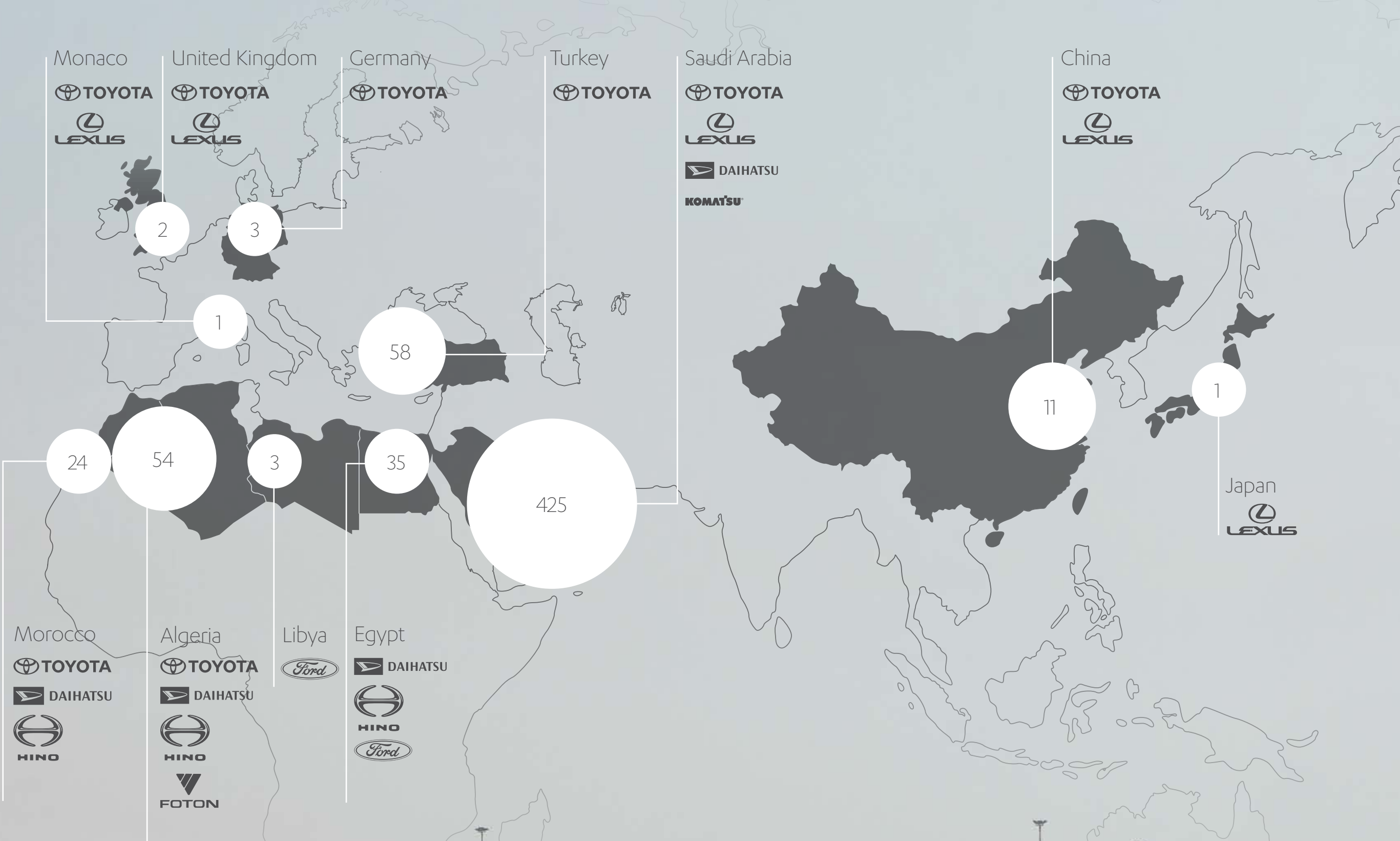
From our first order of four Toyota vehicles in 1955, we have created a worldwide automotive business.

Today, we are the world's largest independent Toyota distributor – offering full brand representation including wholesaling, marketing, sales, servicing and accessorizing of vehicles and their spare parts in key markets across MENAT, and in Asia and Europe. We also represent Lexus, Daihatsu, Ford, Hino, Komatsu and Foton in various markets.

In our home country of Saudi Arabia, Abdul Latif Jameel has the largest automotive sales and aftersales network, with over 400 outlets, as well as successful accessory manufacturing and assembly operations. Our MENAT automotive operations extend further across Morocco, Algeria, Libya, Egypt, and Turkey.

In 1996, seeing new potential in Asian markets, we established automotive operations in China, Japan, Malaysia and Singapore. In 2003 we established a small strategic presence in the key European countries of Germany, the United Kingdom and the principality of Monaco.

 Total Network



30,000 vehicles are in transit every week at the Abdul Latif Jameel vehicle stockyard, Khumra – near Jeddah.



Automotive

# Vehicle distribution, retail & logistics

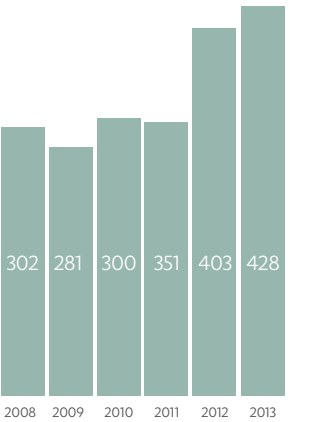
Our ‘Guest First’ philosophy is at the heart of everything we do and has served us well since 1955.

From 2008 to date we have sold over 2 million new vehicles and in 2013 we achieved record new vehicle sales across the Abdul Latif Jameel global network of 428,000 units.

In today’s highly competitive new vehicle market we understand the value of winning, delighting and retaining a hard-won customer for life. From 2008 onwards we have deployed our own customer engagement and satisfaction process.

The Abdul Latif Jameel ‘Guest First’ approach strives to achieve a world-class level of customer satisfaction and we deploy it across our entire automotive retail network to achieve a consistent level of customer experience.

We have received numerous awards and accolades for our customer service but, in keeping with the ‘Kaizen’ philosophy, we are never satisfied. We continuously aim for better.



New vehicles sold (000 units)  
\* Rounded figures

“The vast service network and favorable financing deals offered by Abdul Latif Jameel...helps to explain [Toyota’s] continued market lead.”

*The Economist Intelligence Unit, 4 Feb 2011*

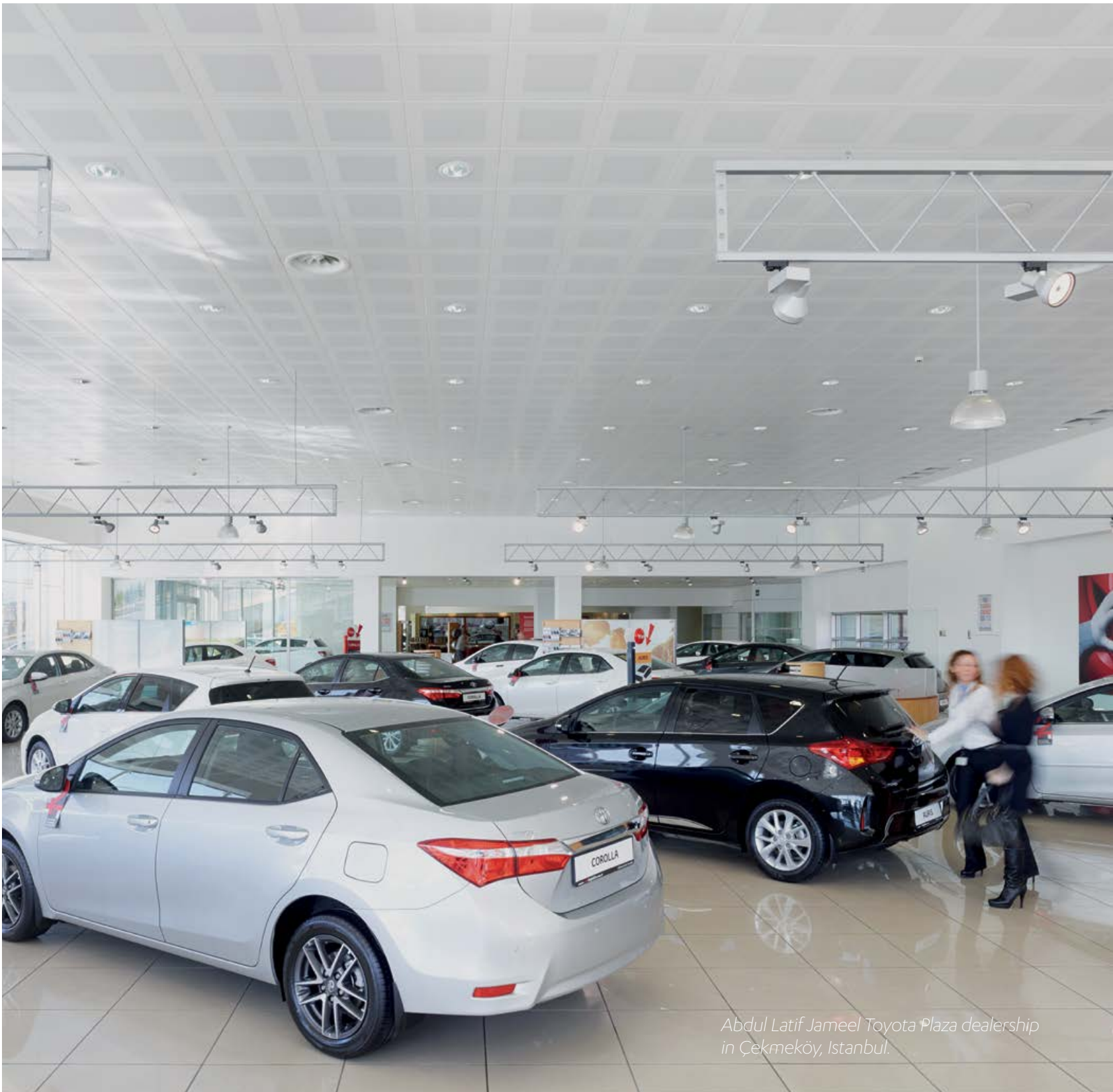
### Fast facts

428,000 new vehicles sales in 2013 - a record year

Total network of 600+ branches across MENAT, Europe and Asia Pacific

Largest auto finance company in the Middle East

57,000 hours of automotive aftersales staff training in 2013



Abdul Latif Jameel Toyota Plaza dealership in Çekmeköy, Istanbul.



Automotive

# Vehicle distribution, retail & logistics

To support our successful automotive business, Abdul Latif Jameel has developed one of the MENAT region’s largest automotive supply infrastructures.

Our central warehousing and port processing facilities in Saudi Arabia have the capacity to receive and dispatch 55,000 vehicles per day with stocking capacity for 44,000 vehicles. We will double this capacity when our new processing and logistics center north of Jeddah is scheduled to open in late 2015.

Our spare parts logistics business in Saudi Arabia serves our domestic automotive business.

We handle over 700 sea container shipments a month with 20,000 order lines shipped per day via a ‘just-in-time’ spare parts picking process controlled by the latest barcode scanning and pick by voice technology.

### Fast facts

In-bound vehicle deliveries from 12 ports of origin worldwide

Total vehicle storage area in excess of 1,500,000m<sup>2</sup>

42 million spare parts received into Saudi Arabia parts warehouses in 2013

200,000m<sup>2</sup> of spare parts warehousing storage

1 million kilometres a month traveled by our road freight delivery fleet in Saudi Arabia



Abdul Latif Jameel vehicle stockyard, Khumra – near Jeddah.



Automotive

# Heavy equipment

Our recent diversification into the heavy equipment sector is aligned to Abdul Latif Jameel's commitment to advancing the development of Saudi Arabia.

By providing world-class construction equipment and specialist training and servicing, as well as Sharia-compliant financing, we are contributing to the continuous development of the region.


Abdul Latif Jameel Heavy Equipment acquired the distribution rights in Saudi Arabia for the leading Japanese brand, Komatsu, in 2013. Our product line-up includes wheel loaders, excavators, bulldozers, dump trucks, articulated trucks and pipe layers.


Customer care is central to our business. We strive to become our customers' preferred partners, supporting them for the life of the equipment. This includes initial consultancy advice on the type of product they should buy,

proposing financing solutions, service agreements, onsite repairs and operator training, technical training, a 24/7 emergency hotline, immediate availability of most parts to ensure operating continuity and, soon, rental options.

We have adopted the Kaizen style concept of continuous improvement across all parts of our heavy equipment business, with a focus on delivering the best experience to our customers – from the quality of Komatsu products and operator support, to the efficiency and skills of our technicians and service engineers.

Complementing our Heavy Equipment division, Abdul Latif Jameel has been the authorized distributor for Toyota Industrial Equipment and spare parts in Saudi Arabia for the past 25 years. The product portfolio includes petrol, diesel and electric forklift trucks and towing tractors.

 90%  
Of parts available immediately

 24/7  
Emergency Cover



Automotive

# Value chain integration

As our automotive operations grow, so has our strategy of providing a full range of products and services throughout the automotive life cycle.

Abdul Latif Jameel is actively involved in the manufacturing, assembly and distribution of automotive components, accessories and aftermarket parts. The company is also, through direct investment or partnerships, expanding into a growing number of automotive related aftermarket consumer offerings.

Manufacturing & Assembly Facilities and Accessories Network



Manufacturing & Assembly

In 2001 Abdul Latif Jameel formed a joint venture with DENSO, one of Toyota’s key partners, and today provides air conditioning and refrigeration equipment needed to transport people comfortably and safely transport perishable goods.

This enterprise is based in Saudi Arabia, and manufactures and assembles air conditioning for the Toyota HiLux pick up, and is supported by over 20 service centers in Saudi Arabia. The joint venture also remanufactures DENSO products including air conditioning compressors and diesel supply pumps. In 2014, we further extended our relationship, with DENSO adding air conditioning manufacturing to Abdul Latif Jameel’s operation in Turkey. Our Turkish operation provides air conditioning and refrigeration equipment to a broad section of the local transport industry.

Abdul Latif Jameel owns and operates two successful automotive aftermarket parts brands, DJ Parts & FBK. All products in the DJ Parts range are researched and developed at our Singapore hub. Out of its factories in Malaysia and China, FBK transforms raw materials into brake friction products. Distribution of these products takes place through an international network of appointed dealers, and also through our own distribution points in Turkey, Saudi Arabia, Algeria, Egypt, China and Malaysia.

Accessories

Abdul Latif Jameel Accessories and Conversion Services has grown steadily from its initial vehicle air conditioning and audio operations in the 1990s and now offers localized equipment integration and vehicle accessorization across the region.

In 2003 Abdul Latif Jameel was proud to be named as an official Development Base for Toyota accessories. This status enables us to work in close partnership with Toyota, drawing technical assistance from Toyota in order to develop Toyota-approved equipment and accessories for Toyota vehicles. A similar Development Base status was obtained from the Daihatsu Motor Corporation in 2007.

Today, we operate an extensive equipment installation facility in Jeddah, Saudi Arabia where the Toyota Production System is fully implemented in the integration of Toyota and Daihatsu approved equipment and accessories into a number of their respective products imported into the region. We employ talented engineers and designers, keep track of the latest research innovations and develop Toyota-approved products sourced from 67 suppliers in 18 countries across five continents.

Business Development & Expansion

In 2014, Abdul Latif Jameel established the Commercial Development Company with the purpose of identifying further growth opportunities in the automotive value chain and beyond. This investment arm will specialize in forging M&A, joint ventures, strategic alliances, and will focus on accelerating growth through business partnerships as well as greenfield investments. In addition, this company will also oversee Abdul Latif Jameel’s existing auto-adjacency businesses, such as component and accessory manufacturing, vehicle conversions, telematics and related services. Lubricants and multi-brand body and paint will also be areas of focus.

The company will venture into businesses and sectors where Abdul Latif Jameel can make a difference in terms of customer service and quality of life across the region. As a key growth imperative, the Commercial Development Company will strive to attract potential partners, linking together opportunities from inside and outside of Saudi Arabia. We will offer a sound investment agenda that will benefit all stakeholders, local communities, the MENAT region and beyond.

Key events

1990 – Established Accessories & Conversion Services

2001 - Joint venture with DENSO on air conditioning services

2003 – Aftermarket parts business established in Saudi Arabia; Appointed authorized development base for Toyota

2008 – DJ Auto aftermarket parts brand launched

2010 – Acquisition of the FBK brand

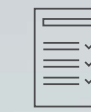


Vehicle accessory fitting line, Khumra, Jeddah.



# Financial Services

Combining Islamic heritage and pioneering design in the development of the Techno Valley, Riyadh.



<1%  
default rate



17%  
Auto finance sales  
growth in 2013



145,000  
Vehicles financed in 2013

Back in 1979, we saw the potential for enabling people and businesses to flourish through instalment plans for vehicle purchases.

Our foresight has now positioned Abdul Latif Jameel Leasing as the number one auto finance company in the Middle East.

We have also pioneered Islamic financial solutions, including the Musharakah model, which plays such a vital role in financing business operations in Saudi Arabia and other Muslim nations, where finance must comply with Sharia laws. These innovative solutions offer mutually beneficial and risk-managed terms, providing finance to borrowers to whom banks do not lend, which improves customers' lives and results in exceptionally low default rates.

Across Saudi Arabia and through its finance arms in Turkey and Egypt, Abdul Latif Jameel Leasing's 3,200 associates in 270 branches are all focused on helping to fulfill our customers' hopes and aspirations.

As well as auto finance, our financial services span leasing, and financing for home appliances, heavy equipment and real estate. Our customers benefit from transparent, reliable Sharia-compliant real estate financing services for homes.



# Land & Real Estate

According to the world’s leading real estate investment and advisory firm, Jones Lang LaSalle, the MENA region is facing a shortage of 3.5 million homes, with demand outstripping supply for at least the next five years.

We anticipated the needs of Saudi Arabia’s rising population and growing urbanization by establishing Abdul Latif Jameel’s real estate company in 2012. We are already one of the Kingdom’s leading land and property developers, working to deliver pleasing environments for individuals and businesses alike.

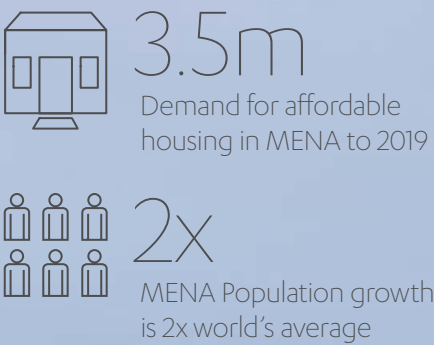
Abdul Latif Jameel is addressing the demand for affordable homes in Saudi Arabia through innovative methods that produce superior quality pre-cast homes in one-third of the time required for a standard build.

We are also developing conventional homes, including a compound of 200 new homes in Jeddah. The project has been created with both visual comfort and sustainability in mind, with discreet parking, shaded landscaping and planting and solar harvesting.

Our large-scale commercial projects include building one of the world’s biggest hotels in Mecca. Once completed, the hotel will offer 9,000 rooms on a 54,000m² plot.

Our real estate operations are now expanding into other markets in the MENAT region as well as investments in land holdings across the wider world and through partnerships with like-minded investors and developers.

In 2014 we partnered with Emaar Properties, the global developer of iconic real estate assets to develop integrated property projects in Saudi Arabia. The two companies will launch the projects under the partnership entity, Emaar Jameel.



“The provision of sufficient levels of affordable housing represents probably the single greatest opportunity for the real estate industry in MENA at the present time.”

Deepak Jain, Jones Lang LaSalle, *Why Affordable Housing Matters*



# Energy

With power demand in the MENAT region set to grow by 7% annually until 2020\*, we believe the conservation of energy, and the development of renewable energy sources to complement traditional power supplies, is an imperative.

The renewable energy targets established by Saudi Arabia and the GCC region have opened up important opportunities in power production. We are using our financial acumen, operational experience and strong relationships in the region to unlock this potential and, additionally, create local jobs. We will also support base-load requirements through the development of conventional power plants by partnering with major power generators.

We intend to become a leading power plant developer and the premier service provider of operations and maintenance in the renewable energy sector. We are already generating our own energy in some of our major facilities in Saudi Arabia.

Together with our JV partners, Abdul Latif Jameel Energy will develop and build power plant projects, sell them to long-term investors and re-invest the profits into new projects whilst retaining operation and maintenance. Our initial geographic footprint will cover the GCC, North Africa and Turkey.

In line with our principle of improving peoples' lives, Abdul Latif Jameel Energy strives for local job creation and vocational training in those countries we operate in.

## Harnessing natural resources

At the core of all our projects is a focus on energy efficiency and reducing consumption of MENAT's finite resources. We look to natural sources to supplement conventional power generation.

Our current focus is in solar photovoltaic technologies. We have partnered with Fotowatio Renewable Ventures (FRV), an international developer of hundreds of megawatts large-scale solar projects, and are developing a test facility in Jeddah and multiple-megawatt solar PV plants in Egypt, Jordan, Morocco, Saudi Arabia and the United Arab Emirates.

Abdul Latif Jameel Energy is also exploring developments in concentrated solar power (CSP), waste-to-energy and wind.

Alongside energy, the region's growing population is increasing the demand for water, therefore, in addition to power generation we will eventually include desalination.



Renewable energy as art - Giant Solar Panel, The Forum, Barcelona, Spain.

\* Economist Intelligence Unit (EIU),  
“The GCC in 2020: Resources for the future”





Abdul Latif Jameel state-of-the-art consumer electronics retail environment, Khalediya, Jeddah.



# Consumer Products

Following our introduction into electronics and air conditioning in the 1950s, we are now Saudi Arabia’s leading distributor of electronics, consumer durables and home appliances to consumers and corporate customers.

We distribute, sell and provide after-sales support for products that enhance peoples’ lives at home, at work and on the move: from air conditioners and water dispensers to TVs, laptops, smartphones and tablets.

We are proud to represent many of the world’s prestigious brands, including Toshiba, Sharp, Philco, White Westinghouse, Alpine, Rheem, Mekar and Dora. We have built a strong reputation among these brand partners for outstanding sales, customer service and innovation: in 2012 Sharp Corporation, Japan named us Best Distributor and we have been the recipient of White

Westinghouse’s prestigious Platinum Award for three consecutive years. We reach Saudi Arabia’s 30 million consumers through 20 showrooms, more than 50 service franchises and over 500 distribution alliances. We are increasingly investing in e-commerce operations and broadening our product offering in IT, AV and broadcasting, and security systems. Through these expanding retail channels and product lines, and with the benefit of our progressive finance and incentive plans, we are playing an important part in improving the quality of our customers’ day-to-day lives.

## Product Categories

### Mobile



Smartphones



Tablets



Notebooks

### Electronics



Refrigerators



LED



Aircon



Laundry



# Advertising & Media

More than 30 years ago, recognizing the importance of communicating with consumers and society, Abdul Latif Jameel set national precedents by promoting its automotive products on outdoor billboards. Soon, we developed an extensive network of boards across Saudi Arabia.

From this pioneering initiative, we now offer a full range of advertising, media, public relations and events management services across the MENAT region, enabling us to promote our businesses, create jobs and foster growth. National and international brands continue to increase their marketing expenditures in the region, with average MENAT advertising spend forecast to grow by 7% over the next two years.\*

All Abdul Latif Jameel companies – and many valued clients – tap into our marketing expertise to help build brands and to reach the consumers that matter.

*\*ZenithOptimedia forecasts*



*Drive Dentsu’s Dubai offices.*

### Drive Dentsu

This full-service advertising agency was established in 1997 to initially service Abdul Latif Jameel’s needs in Saudi Arabia and has grown as the group has expanded internationally. It now provides brand consultancy, strategic planning, creative and design services, digital and events to many clients in the automotive, telecommunications, financial, real estate, retail and product sectors.

Its 400 people serve MENAT and international clients from 11 offices in nine countries and offer deep local insights and cultural understanding.

The agency has access to a global network of 37,000 people following a joint venture in 2005 with Dentsu, the Japanese-based global marketing services company.

### !Bento

!Bento International is a full service event management and production agency serving Saudi Arabia, MENA and GCC regions in B2B, B2C and B2E environments. It specializes in events, brand activation and exhibitions.

### Abdul Latif Jameel Outdoor Advertising Company

A pioneering force in Saudi Arabia advertising, the company was established in 1981 to project strong brand messages in many categories to the country’s consumers. It is now Saudi Arabia’s leading outdoor advertising company, with billboards in 20 cities and a growing vehicle livery operation.

The company offers a turn-key service, from manufacturing, maintenance and digital printing to campaign planning and evaluation.





*Social Entrepreneurship*

“The capacity  
to change  
the world.”

*Tony Blair, former Prime Minister of the United Kingdom*

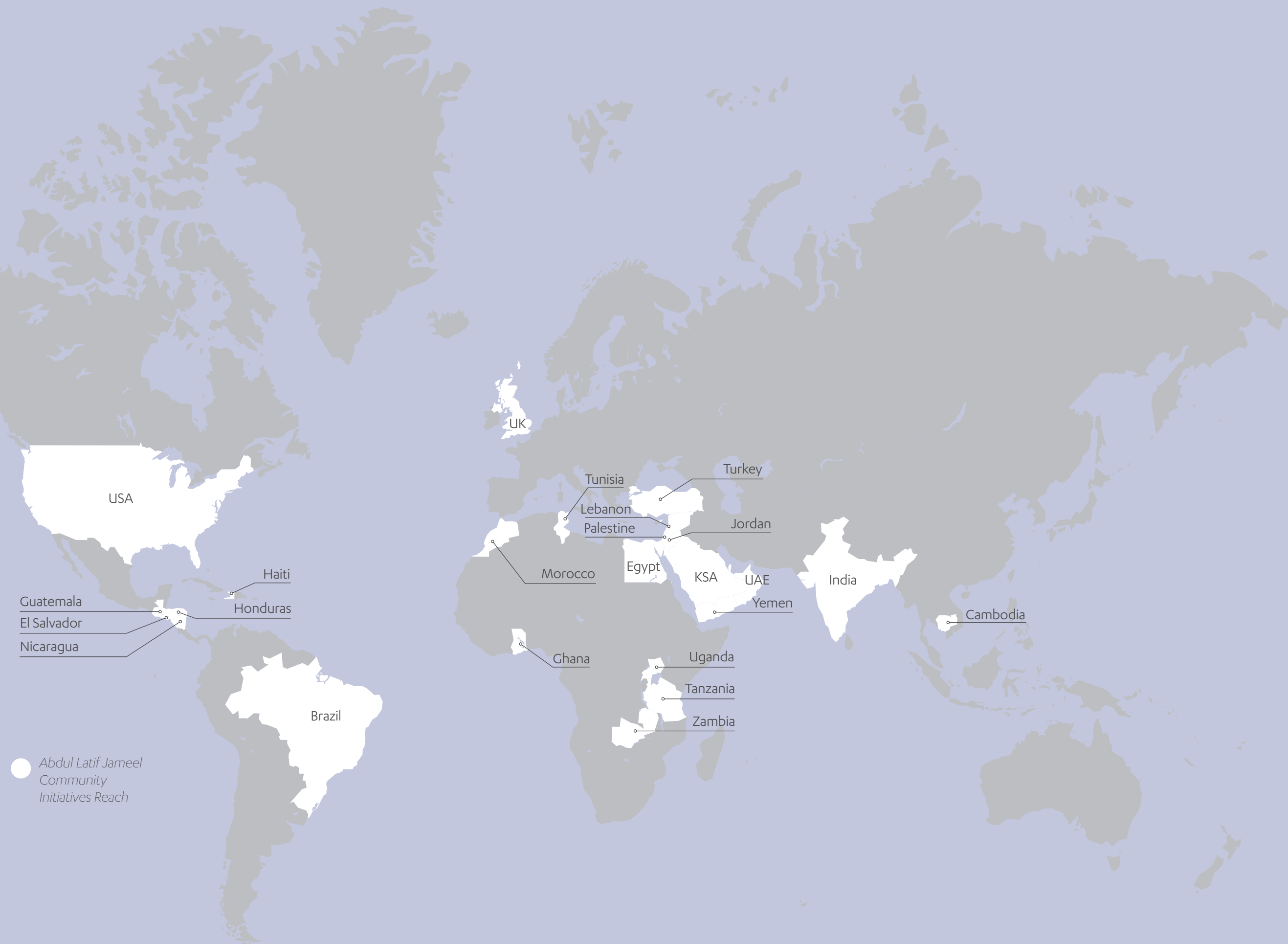


# Community Initiatives

Advancing human potential is a business imperative at Abdul Latif Jameel. From our earliest days, we have been pioneers for active and positive social change – in the local communities which we serve, and far beyond.

In 2003, we formalized our commitment to social and economic sustainability by creating a dedicated organization, Abdul Latif Jameel Community Initiatives, which focuses on five areas:

- Job creation
- Global poverty alleviation
- Arts & culture
- Health & social
- Education & training



Abdul Latif Jameel  
Community Initiatives



# Job Creation

Since its inception in 2003, our Bab Rizq Jameel (BRJ) – “gateway to prosperity” – program has helped promising young men and women throughout the Arab world to find brighter futures and advance mobility.

From 2003 to date, BRJ generated over 335,000 job opportunities in Saudi Arabia during 2013.

Its innovative Working from Distance initiative, established in 2013, created 3,400 job opportunities for women to work from home in the areas of telesales and marketing, call centers and customer services.

All together BRJ has created some 465,000 job opportunities globally since 2003. Unemployed people have moved into work through taxi and truck ownership programs, specialist skills training, job placements and small business opportunities.

BRJ’s ambitious goal is to have reached a total of 600,000 global job openings by 2017, through its network of 2,000 job creators.



“I wish we had someone in the United States doing what BRJ is doing in the Middle East.”

David M. Rubenstein,  
co-founder and managing director, The Carlyle Group

 465,000+  
jobs created globally since 2003

 335,000+  
jobs created in Saudi Arabia since 2003

 68,139  
people given jobs in Saudi Arabia in 2013

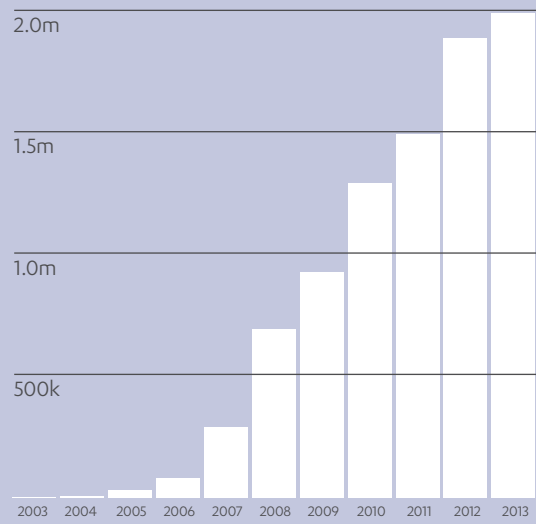
 600,000  
Targeted job openings by 2017

Saudi national Hala Omar’s office interior design business benefited from BRJ’s Small Projects Financing Program



 164m  
people touched by J-PALS’s work

# Global Poverty Alleviation



Number of clients reached by Grameen-Jameel through MFI partners since 2003

Lifting people and communities out of poverty is this century’s biggest challenge. We address it at both the highest levels and at the grass roots through Aid Jameel.

The Abdul Latif Jameel Poverty Action Lab (J-PAL) is a global network of 92 affiliated professors that use the power of scientific evidence to understand what really helps the poor. Evidence generated by J-PAL has led to the scale-up of proven programs – from more effective distribution of subsidized rice in Indonesia to school-based deworming and chlorine dispensers for safe water in Africa and India.

Through its headquarters at the Massachusetts Institute of Technology and independent regional offices in Africa, Europe, Latin America, North America, South Asia and Southeast Asia, J-PAL partners with governments, NGOs and international development organizations to find lasting solutions to poverty. Its work has already had a direct effect on 164 million people.

Now in its tenth year, our pioneering microfinance initiative, Grameen Jameel, has extended capital and technical support to more than 20 microfinance institutions in 10 countries across the MENAT region, helping them to expand their reach and impact on the poor, especially women. Last year, through these partnerships, 2.2 million clients have been empowered to make their own living.

“J-PAL (the Abdul Latif Jameel Poverty Action Lab), has just celebrated its tenth anniversary. Its methods have transformed development economics.”

The Economist, 14 December 2013





*Hussein Jameel Associates House, HQ Campus, Jeddah:  
Corporate meeting space meets art gallery.*

## Arts & Culture

From the breath-taking Jameel Gallery for Islamic Art at London's Victoria & Albert Museum and its associated 'Jameel Prize', to the Jeddah Sculpture Museum featuring the work of Henry Moore, Joan Miró, Alexander Calder, Mustafa Sunbul and Rabia Al-Akhras, Abdul Latif Jameel is proud to showcase contemporary art to global audiences.

We also foster and promote a thriving arts scene within the MENAT region by creating strong partnerships with art organizations worldwide which provide a regional platform for contemporary art. Additionally, we actively support creative businesses and are developing special art and cultural exchange programs to encourage networking and collaboration.

Our future plans include a new art center, scheduled to open in Dubai in 2016, featuring contemporary art from the MENAT region.



“It is impossible to calculate the value of an initiative like this [Tanweer], but the expressions on the faces tell their own story.”

Mohammed Al Harbi, Ministry of Social Affairs

# Health & Social

Abdul Latif Jameel is committed to improving the health and wellbeing of Saudi Arabia’s more vulnerable citizens through its health and social initiatives. We built and fund a 120-bed medical rehabilitation hospital and are a founder partner of the Prince Salman Disability Research Center.

Other targeted initiatives include social and medical care for the elderly, motivational support for orphans through the Tanweer programs, the world’s tallest flag in Jeddah and family days for prisoners to facilitate their rehabilitation on release.

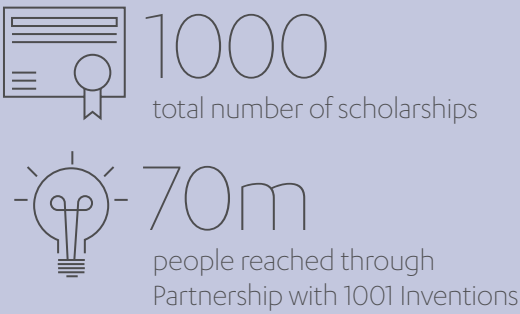
The not-for-profit Abdul Latif Jameel Hospital opened in Jeddah in 1996, and has served over 45,000 patients to the end of 2013.



Championing education for all ages – A child enjoys our ‘1001 Inventions’ traveling exhibition.

“I am delighted to see the success of the initiative called 1001 Inventions, which presents and celebrates the many scientific, technological and humanitarian developments shared by the Islamic world and the West.”

HRH Prince Charles



# Education & Training

We champion education for all ages across a number of programs through Education Jameel.

In partnership with the Ministry of Education, we founded INJAZ-Saudi Arabia, which prepares young people for the real world of work.

More than 1,000 ALJ Toyota Endowment Scholarships have been granted to MIT postgrad students from 28 Middle Eastern and Asian countries.

For budding entrepreneurs, the MIT Enterprise Forum of the Pan Arab Region provides a platform for networking, knowledge sharing and mentorship, and Abdul Latif Jameel encourages success by organizing the annual MIT Enterprise Forum Arab Startup Competition which targets 21 countries in the Arab region and brings in more than 5,000 applications every year.

Our award-winning traveling block-buster exhibition and educational program, 1001 Inventions, is an international science and cultural heritage brand reaching 70 million people around the world. 1001 Inventions uncovers a thousand years of scientific and cultural achievements from Muslim civilization, and how those contributions helped shape our modern world.



A large, white, stylized number '5' with a subtle drop shadow, positioned on the left side of the slide. The background is a dark grey gradient with a lighter grey diagonal band at the bottom left.

*Spotlight On New Opportunities*

“The MENA region  
and Turkey are  
a fertile ground  
for private  
market activity.”

*Gulf Business, 15 December 2013*

*(referencing Talal Al Zain, chief executive officer of PineBridge Investments Middle East)*



# A Bright Prospect

We see great potential for inward and outward investment in the modernizing countries of the MENAT region. Conditions are very promising, with the IMF predicting healthy growth rates for many areas in the region.

As living standards improve through better infrastructures and increasing budget expenditure, vast new markets of aspirational consumers have developed, in much part due to the region's young and increasingly educated demographic.

We want to encourage their ambitions through trading and investment opportunities that will enable these new markets and their people to grow and prosper.

“I am very confident that the talent and values are in place to make this region [MENA] fit for the new realities that we have to face in the world.”

*Klaus Schwab Founder and executive chairman World Economic Forum  
(Opening plenary of the World Economic Forum on the Middle East and North Africa.)*



# Ready For Better

The IMF recently called for improved access to finance to help catalyze entrepreneurship and private investment in the area. We are already here: on the ground, with a deep knowledge of the markets and assets ready to deploy. Our strong links with governments, financial institutions and brand partners make us uniquely placed to make the right introductions and connections.

With our long heritage of fostering and nurturing relationships throughout the communities that we serve, Abdul Latif Jameel is a respected guide, partner and trusted advisor in the MENAT region.

MENAT is rich in possibilities, with 470 million ambitious consumers eager for better. Let us help you navigate the pathways of this new terrain. Together, we can unlock the exciting potential it has to offer. In doing so, we will create an even better future for the MENAT region.

“[MENA] strategies need to...center on the development of a competitive private sector, which can provide economic opportunities that correspond to peoples’ aspirations.”

*Opportunities and Challenges in the MENA Region  
By Anthony O’Sullivan, Marie-Estelle Rey and Jorge Galvez Mendez  
Organization for Economic Co-operation and Development*



# Corporate information

Corporate Offices:

**Headquarters**  
Abdul Latif Jameel Company Ltd  
PO Box 3327  
Jeddah 21471  
Kingdom of Saudi Arabia  
  
info@alj.ae

**International Headquarters**  
Abdul Latif Jameel International - JLT  
17th Floor, Jumeirah Business Center  
Cluster G, Jumeirah Lakes Towers  
PO Box: 643664  
Dubai,  
United Arab Emirates  
  
info@alj.ae

**Tokyo**  
Abdul Latif Jameel General  
Trading Co. Ltd  
1F Yusen Bldg.,  
2-3-2 Marunouchi Chiyoda-ku,  
Tokyo  
100-0005 Japan  
  
info@alj-japan.com

**Istanbul**  
ALJ Holding A.Ş.  
Vişnezade Mah. Şehit Mehmet Sok.  
Maçka Residences A Blok No:9 Kat:14  
Beşiktaş  
İstanbul  
Turkey  
  
info@aljturkey.com

*Abdul Latif Jameel refers broadly to several distinct, separate and independent legal entities. Abdul Latif Jameel is not itself a corporate entity, association or conglomerate run by an overarching parent company but merely refers to a group of distinct and wholly separate legal entities that are collectively referred to as Abdul Latif Jameel. Abdul Latif Jameel is not a corporate group as defined in section 1161(5) of the UK Companies Act 2006.*











