

# INTRODUCING SEDCO HOLDING

## OUR HISTORY

Established in 1976, SEDCO has consistently played a pivotal role in fostering economic growth within Saudi Arabia. Over nearly fifty years, SEDCO has been instrumental in supporting local businesses and enhancing community development. Our strategic investments have contributed to the Kingdom's economic diversification, through portfolio companies that have emerged as frontrunners in vital industry segments.

As we approach the significant milestone of fifty years, we continue to build on our illustrious past and the pioneering endeavours of our founders.



1976

Saudi Economic and Development Company (SEDCO) founded by the late Sheikh Salem Ahmed BinMahfouz.

1981

Establishment of AutoWorld, a pioneer in the field of operational lease and vehicle maintenance.



2012

Launch of the **Riyali** financial literacy program, which was awarded the Makkah Excellence Award for Social Responsibility.



2009

Restructuring of SEDCO Holding and launch of **SEDCO Development**. Obtaining a CMA license to create asset manager **SEDCO Capital**.



الشياكة alShiaka

2015

Acquisition of a stake in men's apparel brand **AlShiaka**.

2017

Acquisition of a 50% stake in **Yusr** International Schools (YIS).



### DRIVING PROSPERITY FOR GENERATIONS TO COME

We continue to actively seek investment opportunities that spur real economic growth and social development in the Kingdom. We invest in dynamic markets and crucial sectors that are integral to sustainable growth and prosperity.



SEDCO stands out for its exemplary corporate governance, industry-leading expertise, and operational excellence. Recognised as a frontrunner in the industry, we continue to be the preferred partner of choice.

### OUR EVOLUTION

Our future involves a shift from operational roles to become an active financial investor with a mindset to create prosperity for generations to come. We will curate balanced portfolios comprising a mix of income-generating assets and those that offer high growth potential. We aspire to be collaborative partners in the pursuit of success, consistently delivering shared value to our stakeholders.

### A mission to create value

- ✓ Our mission is to achieve maximum value through focused investments and partnerships in Shariah-compliant local and global markets, while maintaining the highest corporate governance standards, and incorporating sustainability into initiatives driving economic and social impact.

### Sustainability at our heart

- ✓ We aim to create tangible social impact and sustainable positive outcomes for our stakeholders and the Kingdom. Sustainability as a core value is reflected in our business ethics, integrity, transparency, and accountability.

### Our values

#### Stewardship

- ✓ We are responsible stewards of our shareholders' resources, balancing the risk-reward profile of our investments and adopting an investor mindset in everything we do.

#### Partnership mindset

- ✓ We strive to be a partner of choice given our professionalism and commitment to mutually beneficial outcomes.

#### Integrity

- ✓ We will always act with courage and conviction as we strive, without exception, to do the right thing in line with our moral values.

#### People orientation

- ✓ We focus on our people, provide professional and career development opportunities, and reward effective performance.

#### Impact

- ✓ We are guided by an overarching goal to create tangible impact and sustainable outcomes that have a positive impact on our country and local communities.

**SEDCO Holding is a leading Saudi ethical and sustainable investor** with a track record of excellence dating back more than 48 years.



**Great Place to Work**  
Certified 2022-2023

**Forbes**

**Forbes Top 100 Arab Family Businesses**  
Ranked #8



Human Resources and  
Social Development

**Ministry of Human  
Resources and Social  
Development**

**National Award**  
for Volunteering

**Winner:** Empowerment in  
volunteering Category, Badir



**GSA™ 23**

**Gulf Sustainability Awards**

**Gold:** Best Sustainable  
Education and Awareness  
Programme, Riyali

**Silver:** Best Corporate  
Social Responsibility  
Initiatives category, Badir