INTRODUCING SEDCO HOLDING



عالم السيارات AutoWorld

1981

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.

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

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



2012

2009

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

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



alShiakقالشياك

2015

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

2017

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



Al Mahmal Center, one of leddah's first malls and a well-known landmark, opens its doors.



Establishment of Elaf Group, a leader in travel, tourism and hospitality.



1997

Founding of Intimaa, provider of a full-spectrum of real estate services in Saudi Arabia.







Opening of Red Sea Mall, leddah's biggest mall and one of the Kingdom's premier retail experiences. The property includes the Headquarters of SEDCO Holding Group and Elaf Group's first hotel in leddah.



- Establishment of Al Mahmal **Development Company.** a property manager and developer.
- Appointment of the first Chief Executive Officer from outside the family to promote the principles of corporate governance; a tradition which

is followed to date.





Acquisition of 50% ownership interest in Al-Nahdi pharmaceuticals, which has grown to become the Kingdom's leading pharmacy chain.



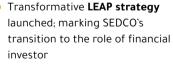












- Full divestment of SEDCO's stake in **Ejada**, one of Saudi Arabia's largest IT solutions and services companies.
- Partial exit of Nahdi Medical Company, through one of
- Saudi Arabia's largest private IPOs on record and the Kingdom's largest IPO since Aramco.
- Sale of Arabian **Entertainment Company** (Tarfeeh), which operates 17 restaurants in the Kingdom and is the local franchisee for Applebee's.
- Partnership with **Andalus Education Company.**
- Launch of **Rowad**, a financial management education program for entrepreneurs.
- Opening of new office in Riyadh.
- First cornerstone investment in the Saudi Main Market in Jamjoom Pharma.

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



Ministry of Human Resources and Social Development **National Award** for Volunteering

Winner: Empowerment in volunteering Category, Badir



Gulf Sustainability Awards

Gold: Best Sustainable Education and Awareness Programme, Riyali **Silver:** Best Corporate Social Responsibility Initiatives category, Badir