



The partner of choice for high-potential opportunities

COMPANY PROFILE 2021

لمار القابضة
Lamar Holding





Contents

1.	OVERVIEW	4
2.	OUR TEAM	6
3.	OPERATIONAL MODEL	10
4.	GOVERNANCE AND BUSINESS CONDUCT	14
5.	SOCIAL RESPONSIBILITY	15
6.	CONTACT INFORMATION	17

1. Overview

Lamar Holding oversees the diverse business and philanthropic interests of a wide number of prominent investors. We are focused on growth-orientated, entrepreneurial opportunities that create long-term value for all stakeholders. Lamar's strength is measured in its team, presence, partners and projects.





2.

Our team

From seasoned leaders to emerging talents, Lamar's people share a common approach to success, which includes enthusiasm for their work and passion for providing exceptional service to our clients, partners and communities. We have a diverse team drawn from many different nationalities and backgrounds — these professionals work at our main offices in Saudi Arabia and Bahrain. We have a fascination for business and the power of technology to deliver lasting change and transformation in society.

Dr. Lina Nouredin

President and Chief Executive Officer

Dr. Lina established Lamar after a successful 20-year career spanning business and government. Working closely with strategic clients, including Saudi Aramco, Dr. Lina has helped to oversee and deliver several key PPP infrastructure projects across Saudi Arabia and the GCC region. Trusted to deliver by clients and partners alike, she has led Lamar in acquiring dozens of successful partnerships and joint ventures. Dr Lina holds a Bachelors in Chemistry and a PhD in Finance.

Hani Abdelhadi

Vice President

With over 15 years' experience in investing and developing companies, Hani combines technical expertise with a unique understanding of the Saudi market. As Vice President, he oversees relationships with Lamar's strategic partners and major investors. He also oversees the investment division of Lamar's venture capital funds. He holds a reputation for delivering projects on-time and to the highest standards, while also working with his technical team to provide innovative solutions for strategic partners across the Saudi energy sector. Hani holds a degree in Engineering and an MSc in Entrepreneurship from University of Nottingham.

Edmund Olotu

Chief Technology Officer

Edmund has been consistently recognized as one of Africa's most promising entrepreneurs in the technology and financial services industries and has founded several successful businesses in Nigeria. One of those companies, TechAdvance, revolutionized the country's digital financial services space and was named by the London Stock Exchange in 2019 as one of the top 100 most exciting companies in the Continent. Edmund has a Masters in Management Finance and Control from Harvard University.

Badi uz Zaman Qureshi

Chief Financial Officer

Badi has considerable experience in financial management and accounting. Before joining Lamar, he obtained his MBA and was the CFO at Arkad Engineering & Construction; CFO at Chromalloy Arabia (a subsidiary of Chromalloy Gas Turbine LLC, United States); and Head of Group Financial Planning & Reporting with Abunayyan Holding Company.

Mohammed Abdullah

Director of Energy and Infrastructure

Mohammed has a reputation for delivering large and complex projects in the GCC, and is consistently recognised by clients for providing new and innovative solutions. As a practitioner in industrial and management engineering with over 15 years' experience, Mohammed has played a leading role in projects across the GCC extending from oil and gas, water, housing, infrastructure and transportation, where his technical expertise was vital to their success. Mohammad holds a BSc in Industrial & Management Engineering and certificate in Finance from London Business School.

Chadi Hajjar

Technology and Innovation Director

Chadi is responsible for Lamar's innovation arm that invests in deep technology ventures, a field he has been active in for the past decade. Chadi founded VII Ventures in 2020 following a number of successful start-up ventures in the technology and innovation space. A Lebanese national, Chadi co-founded Integrated Technology Services (ITSeL) in 2011, where he still continues to serve as Managing Director of the company. He holds an Engineering Degree and Executive MBA from École Supérieure de Commerce in Paris.

Nasser Al-Dabbas

Corporate Affairs Director

As Corporate Affairs Director, Nasser is responsible for areas including legal, accounts, media and IR. He is responsible for identifying new potential partnerships including joint ventures

in Saudi Arabia and the wider region. Before joining Lamar, Nasser worked for Keypoint Consulting, a market leader in the Middle East and Ernst & Young subsidiary, where he advised clients on how to maximize business opportunities in the region.

Lana Abzakh

Head of CSR

Lana is the Head of CSR for Lamar Holding and is also a Member of the Board of the Lamar Charity Association. She is also the founder and General Manager of Lamar Charity Association, which delivers extensive projects across the Kingdom of Jordan. She is passionate about ensuring Lamar continues to make a contribution to the communities in which it works, enhancing and developing skills to benefit the region for the long-term. Lana's experience is rooted in supporting the not-for-profit sector across a broad variety of specialisms. These include previously managing projects for the World Bank and consulting on their empowering Young Female College Graduates programme and leading a project for the Hashemite Fund for Development of Jordan Babia.

Rana Abdelhadi

Chief Design Officer

With over 14 years' experience in the design and architecture industry, Rana is responsible for the design and execution across Lamar's projects. She is also the Founder of a successful interior design firm in Saudi Arabia and Bahrain, delivering world-class projects for a diverse portfolio of clients including Saudi Aramco. She has a Bachelor's degree focused in Interior Design from the American University in Dubai.

Ahmad Alsafadi

Chief Executive Officer, Facility Operation

Ahmad is a Jordanian national with more than 15 years' experience in the field of executive management across Jordan and Saudi Arabia. Ahmad is a Shareholder and Board Member in Luminus Education Group, and before taking up his role at Lamar, Ahmad was the Founder and Chairman of Luminus Catering; a Board Member at IMDAD Total Site Services in Jordan; CEO of QUDRAT National; and Founder and CEO of Lumi Market, a supermarket chain with over 20 outlets in Jordan.



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Saudi Arabia is
brimming with
opportunities. Lamar
is the ideal partner for
helping make sense of
those opportunities.

Dr Lina Nouredin,
President and CEO of Lamar Holding

3. Operational Model



Saudi Arabia is brimming with business opportunities. Over the past number of years, the Kingdom's leadership has established solid pillars for the private sector to be more involved in growing the local economy. Lamar has been an active partner with the government and other stakeholders in helping to deliver the goals of Saudi Vision 2030 and are well-placed to partner with new entrants to the market. We add value for every partner, and are always on-hand to advise with any issue, big or small.

Our core services include:



1. EPC, Facilities Management and other services

We are the leading end-to-end solutions provider in the GCC, and through our operating companies, have considerable expertise and scale for the very biggest projects. We have deep experience and knowledge in planning, managing, constructing, maintaining and operating projects for transport, technology, water and government clients in Saudi Arabia. Working alongside strategic partners such as Saudi Aramco, we deliver the most suitable and reliable solutions on their EPC, construction management and stand-alone construction projects. Our portfolio companies give clients access to a broad spectrum of services, including EPC, facilities management, catering, recruitment, security and fuel delivery.

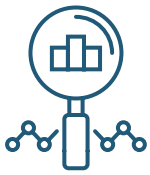


2. Development of Energy and Infrastructure Projects (Public Private Partnerships)

Lamar has considerable expertise and experience in delivering large-scale Public Private Partnership (PPP) projects across a number of different models, including:

- Mixed Public-Private
- Private Concession (O&M)
- Build Operate Transfer (BOT)
- Build Own Operate (BOO)
- Build Own Operate Transfer (BOOT)

We have been a trusted partner of key clients such as Saudi Aramco and other Government entities in Saudi Arabia for over a decade, and have delivered multiple projects across a wide range of sectors including in transport, energy, water, and housing. These operations demand first-rate design and construction management—something Lamar has successfully provided for the last decade on projects big and small. Our business activities are specifically focused on applying up-to-date technological and business best practice in areas including design, finance, build management and facilities management. Our goal is to exceed client standards and leave a positive legacy for local communities. For investors, these projects will allow them to take advantage of the long-term stable returns by investing in the myriad projects linked to the Vision 2030 reforms. The financing and long-term stability of these projects will benefit from the strong creditworthiness of Saudi Aramco (A by Fitch and A1 by Moody's).



3. Developing and Investing in Deep Technology & Innovation

The energy and construction sectors have been rapidly transformed by advances in technology and AI in recent years. It has opened up opportunities to new players that are 'tech-first' in their approach, who can bring together different disciplines and teams to deliver projects on-time and on-budget. Lamar is actively working with start-ups on accelerating the next phase of disruptive technology for the sector. Our core focus is on autonomous construction equipment, AI asset integrity, and next generation power storage.



4. Digital Financial Solutions

Fintech is a fast-growing industry in the GCC and wider Middle East, and we are focused on developing digital financial services and technologies that deliver better lifestyles and outcomes for consumers. Leveraging the success of the technology from our portfolio company TechAdvance, our aim is to incubate and invest in fintech companies by providing operational support and finance. To that end, Lamar is currently going through the process of applying for multiple fintech licenses in Bahrain, Egypt and Saudi Arabia.



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We disrupt the Saudi energy sector by helping our strategic partners quickly establish and expand their operations. From business development and contract application, to procurement and construction - our strategic approach delivers long-term success.

Hani Abdelhadi,
Founder and Vice-President of Lamar Holding

4.

Governance and business conduct

Lamar is committed to the highest standards of corporate governance and we operate within a robust governance framework. We adhere to strict business standards and have principles deeply embedded within our corporate culture.



We have established a corporate governance system based on fundamental principles such as transparency and sustainability, as well as adequate risk management. This system consists of rules, procedures and organizational structures aimed at identifying, measuring, managing and monitoring the main risks that could affect the achievement of the company's strategic objectives.

5. Social responsibility

Lamar is committed to helping the communities in which we operate.



Some of our recent projects have included:

Arzaq Project:

The aim of the project is to empower women from different backgrounds and nationalities by developing their cooking and sewing skills into micro businesses. The Arzaq project was financed and executed through the Jordan Hashemite Charity Organization, which aims to develop local and refugee families.

Hearing without Borders Initiative in Jordan:

In Jordan today there are over 19,000 deaf children. In October 2015, Lamar worked with the Crown Prince Hearing without Borders Initiative to provide a one-off donation to fund the cost of upgrading 50 old external hearing devices with brand new high-tech Opus 2 Audio processor devices.

The Productive Kitchen project in Bahrain:

Lamar has supported the Productive Kitchen project for many years. The impact of this approach has been felt throughout the local area by supporting the creation of job opportunities for women who previously struggled to access employment – many of whom are widows and looking to develop their skills and their ability to provide healthy meals for their family.

Refugee support in Syria:

Since the beginning of the Syrian crisis we have provided aid and support to many of those families and individuals who have suffered as a result of the conflict. We have provided food parcels, clothing, shoes, blankets, heaters and hygiene parcels to reduce the short-term suffering of those in most need and who have been so desperate for help and assistance. Lamar also supports therapy for wounded women and children and covers the costs for treating and rehabilitating people who have required artificial limbs.

Emergency COVID-19 support in Jordan:

Since the outbreak of COVID-19, Lamar has worked tirelessly to provide assistance to healthcare systems that are struggling under pressure, including in Jordan, where the company has donated 75 electric hospital beds to the Ministry of Health. In Bahrain, Lamar has donated money to the government effort, and also made financial donations to the national campaign, “Feena Khair” (there is good in us).

6. Contact information

For all general enquiries please contact

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