

MKS Holding (registered in the Saudi Arabia) is our ultimate parent company which acts as the holding company for the Group and has market presence since last 51 years. Through this portfolio we invest in diversified sectors of Saudi economy to create vibrant and unique upscale companies. The spectrum of companies under this umbrella are involved in diversified sectors in:

- Real Estate Development,
- Real Estate Investment,
- Real Estate Consultation & Marketing,
- Telecommunication,
- Retail Distribution,
- Media,
- Trading,
- Agriculture,
- Hotel Operations & Management,
- Education &
- Digital & Print Advertising and Marketing.
- Oil & Gas,
- Information Technology
- Catering
- Contracting, and
- Healthcare.

These sectors are served and managed by our specialized sister companies in their specific fields namely:

1. South Wind Telecom
2. Dawawen Real Estate Company
3. Quantum Telecom
4. Activation Brush

Our Companies:



1. South-Wind Telecom:

A leading specialized company in the field of Retail, Distribution, B2B products embracing all distribution channels throughout the Kingdom of Saudi Arabia, offering Distribution & Retail coverage in 113 cities; Direct Distribution to 9,500+ Point of Sales, Franchise handling of 120,000 outlets, Retail presence and management of fully owned branded 100,000 shops, distribution agreement with all the Key Retail chains. Established in 2009 and has emerged into one of the largest dynamic distribution and retail companies in KSA Annual Turnover around \$200 Million USD.

Core Strong reach with all major Key retailers

- Agreements with diverse branded key retailers (Online included).
- Agreements with Top brands Hypermarkets.
- Agreements with 5 Medium sized Supermarket chains 150 outlet.
- Agreements with online retailers
- Distribution coverage in 2 Major Gas stations

Partners: Zain, Beln Sports, MBC Pro and Alcatel.

2. Dawawen Real Estate Co.



Dawawen Real Estate founded upon an ambitious vision which to foothold in the real estate market in the Kingdom of Saudi Arabia.

Dawawen provides a unique infrastructure and business background in real estate infrastructure and enhance their competitiveness in various real estate marketing, development, and investment fields.

Developer of several mega governmental, commercial and Residential projects including (Towers, Hotels, Residential Complex, etc.), currently developing and marketing AlJazeera-Dawawen Residential Fund Project, namely "Al-Badr Project which is a ultra modern residential and commercial scheme with all the basic services of water, electricity, roads, pavements, lighting and storm water drainage, covering 3 million square meters strategically located in Riyadh, at the heart of Al Sheefa Quarter, in the suburbs of AlBadr District. Apart from that Dawawen has recently completed management and operation of AlWast Commercial Complex which consists of mixed commercial stores of various spaces in Riyadh.

At Dawawen efforts started with dedication and great care to fulfill aspirations of our customers investing capital in successful real estate projects. After being in industry for decades we become qualified to expert level on Real Estate Project Management, Advisory, Investments, and Operations.

Dawawen is actively contributing to the Government's Vision 2013 partnering with Ministry of Housing to provide housing to its citizen, and actively developing affordable housing townships with 5000 Villas with all modern amenities and standards.

Dawawen has a wide collection of wholly owned Residential and Commercial compounds, including buildings, complexes, villas, shops, and commercial stores providing to customers an opportunity of convenient dwelling occupancy in selected areas and places.

As an expansion in Real Estate sector, we took part in the tourism sector of Saudi Arabia through construction and management of a number of hotels such as Sofitel AlKhobar, Attaqwa Tower Hotel, Mecca.

Quantum Telecom



Quantum Telecom is another milestone in MKS Holding ongoing commitment to continuously investing in understanding customers and new technologies. As the pace of new technology developments becomes faster, and consumer expectations change, we are evolving our business to ensure that we can offer customers what they need and want. With more than 65 percent of the population in KSA aged under 30 years old today, it is imperative that we continue to innovate in line with changing market realities. Therefore, Quantum Telecom partnered with Jawwy from STC for distribution and delivery of services to ensure a good experience for its customers.



3. Activating Brush

Activating Brush is a specialized company in the field of Print & Digital Advertising and Marketing. Initially, it started as one of internal division of MKS Holding to serve the PR and Advertising needs of sister companies internally, but with span of time it has gained enormous expertise in the domain of Advertising and Publicity and thus transformed into a full fledged Advertising and Publicity company serving the local market clientele as well, leaving its mark in all sectors that it has dealt with transparently and professionally. The core roles AB focus are:

- Brand Identity
- In-door or Out-Door Photography (Product, People, Places with In-Studio or Client's site photography).
- Advertising Services
- Image Processing
- Designing Services
- Event Planning & Contractors

Our Investments:

MKS has a strong foothold in the Saudi market, and enjoys a unique position within the business community, and market know-how in diversified sectors. Therefore, we bring a win-win situation to all our investors and partners alike.

Apart from MKS solely owned companies, it has numerous investments in various important sectors tapping the business opportunities. These companies are:

- **Mowafaq Holding Company**
- **AlSiraj AlSat'ee Holding Company**
- **Saudi Portfolio Securities**



1. **Mowafaq Holding Company**

Mowafaq Holding Company Ltd. is one of the most well-know and prestigious companies in Kingdom of Saudi Arabia. It started its operation over 6 decades back, more specifically in 1965. Since then, the company diversified its activities, resources and investments through promoting and investing in Agriculture Innovations and technology & General Trading, latest equipments and agriculture machines, with various projects worth of Millions riyals with Ministry of Rural Affairs, and government and private sectors. It has played a major role through involvement of landscaping project for Ministry of Transport for capital city of Riyadh and rest of major cities, General Authority of Civil Aviation (GACA) for landscaping and greenery maintenance of various Saudi Airports.

AlSiraj AlSat'ee Holding company



As per the Government ambition for Vision 2030, Ministry of Education is ambitious and looking forward to grow the private school sector to international standards. MKS Holding took this significant opportunity and co-invested in Siraj AlSat'ee Holding to open world class schools in Jeddah, AlKhobar and Riyadh under the name of “**Nun Academy**”. Initially the school is operational in Jeddah with a campus size of 40,000 SQM including sport and other recreation facilities, Riyadh and Jeddah will be operative in coming year.

The idea is to provide K-12 including three years of kindergarten with International US and UK curriculum alongside a rigorous Arabic program committed to genuine bilingualism and self-knowledge: ensuring students develop a well-grounded understanding of their linguistic, religious and cultural heritage with distinguished academic, in order to prepare high school graduates to enter immediately into the best international universities and to be able to compete and succeed yet remain in harmony with their local values and culture .

Since Siraj AlSat'ee Holding gives a great deal of importance to bring the best-of-the best for our future generations, and to make our beloved Kingdom a cradle of

guidance and knowledge, therefore, we brought the best world renowned "Education Operator from Sweden **KUNSKAPSSKOLAN "KED" SMART School** to operate Nun Academy which is internationally renowned and recognized for its dynamic vision and approach for education, based on innovation and efficiency, and successfully tested in different countries and environments (Sweden, UK, US, India).



2. Saudi Portfolio Securities

Saudi Portfolio Securities (SPS) is a private investment bank licensed by the Saudi Capital Market Authority specialized in the financial advisory and private equity offering investment opportunities, and distinct highly professional Islamic financial advisory services in MENA markets, linking financial capital to intellectual capital in MENA markets in order to deliver significant value to clients/partners and shareholders while contributing to human, economic and social development by adhering to our Islamic values

The Group Leverage on competitive advantages to: 1. Launch new products (Real Estate, Islamic Banks, Education, Health Care, etc.) 2. Forge a strategic alliance with international partners in MENA 3. Share big deals with a group of selected investment banks and institutional investors in MENA region.

Competence covering various sectors and countries (GCC, UK, France, Sweden, Turkey, USA, Canada, China, India, MENA) allowing SPS to provide world class services. It is involved in diversified sectors by establishing several local and international joint ventures in steel related products, Oil & Gas, IT, Food catering, Contracting, Real estate, Healthcare, etc.

Our Partners:



مدينة الملك فهد الطبية

King Fahad Medical City





Having briefed about MKS Holding profile and business standing we would like offer and explore the possibilities of working with companies from your country who are showing their economic interest in Saudi Arabia and looking forward actively for local partners to target their products, services and technology. Therefore, its high time with Vision 2030 that we take this opportunity to work together and provide value-added assistance in entering them into Saudi Market. We request your kind assistance by matching and advising companies who has such interests.

We are open to all sectors, and have the capability and intent to support those companies who are looking for local distributor, partners, etc. Therefore, we kindly request to provide us details of all such companies who are interested, with brief introduction of their activity and then we advise how we can play a pivotal role for mutual benefits.

Thanks in anticipation with your prompt response.

Best Regards,

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