

الشركة الوطنية لتصنيع وسبك المعادن
National Metal Manufacturing & Casting Co.



Leader in Metal and Engineering
Products & Services







A nighttime photograph of the Burj Khalifa, the world's tallest building, illuminated against a dark sky. The building's distinctive tiered structure and sharp spire are clearly visible. In the foreground, a large, solid orange shape, resembling a stylized 'Z' or a graphic element, partially obscures the lower part of the building. Below this orange shape, a horizontal band shows a panoramic view of the Dubai skyline at night, with numerous other skyscrapers and city lights reflecting on the water in the foreground.

CONTENTS

Introduction	03	Management Team	15
M.D's Message	05	Human Resource	15
Historical Milestones	06	Quality System	16
Vision & Mission	09	Investor Relations	18
Our Industries	10	Social Responsibility	19
Strategic Directions	12	Location and Contacts	20
Organization structure	13		
Board of Directors	14		

INTRODUCTION

National Metal Manufacturing and Casting Company (MAADANIYAH) is a Saudi Joint Stock Company specializes on Manufacturing Metal Engineering Products and Services. Maadaniyah was established in 1989 by TASNEE, the second largest industrial and petrochemical company in Saudi Arabia.

Maadaniyah owns four business units located in Jubail and Dammam



ASLAK

WIRE DRAWING

Aslak is the leading manufacturer of steel wires and related products in the region. PC strand is the major product from Aslak that serves the construction and the infrastructure industry. Also manufacture Spring wires, Galvanized High Carbon and Low Carbon Steel Wires and Strands.



MASABIK

METAL CASTING

Masabik produces various range of high quality castings for various industries such as Oil & gas, Agriculture, Water, Automotive, Crushing and Mining, Aluminium Smelters and Cement Plants.



ARABIAN AXLES

AXLES & SPARE PARTS

Arabian Axles possess its first and only axles manufacturing plant in the Middle East which is also involved in production and distribution of spare parts for trucks, trailers and heavy commercial vehicles.



“MAADANIYAH IS A WELL-ESTABLISHED, RAPIDLY GROWING BUSINESS SINCE ITS INCEPTION WITH STRONG MARKET PRESENCE IN MORE THAN 14 COUNTRIES.





CEO'S MESSAGE

Continuing the success of value creation for its stakeholders, nation building, and customers.

Maadaniyah has expanded over the last decade from a wire drawing factory to a company that offers a broad range of metal and engineering products and services.

This has occurred through intense strategic thinking about the company's future, formulating and initiating plans for the company's organic growth, introducing new products, branding, as well as acquiring existing companies that offer products and services within the umbrella of Maadaniyah. Maadaniyah has been very active in developing and producing products and services to participate in the development of the Kingdom of Saudi Arabia through serving various sectors like construction and infrastructure projects, oil & gas, cement, water, agriculture, automotive industry, with a focus on delivering high quality products coupled with satisfying services to our customers.

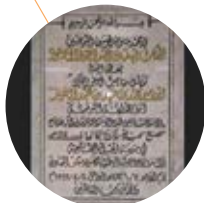
The sustained success of Maadaniyah has been due to the ambitious vision of the board and management, energetic and enthused employees, its adaptability to changes in the external environment and its financial prudence.

The Maadaniyah's journey is well on its way to realize its Vision and its goals, with the central theme of value creation and corporate social responsibility.

Shaker N. Alotaibi
Chief Executive Office

HISTORICAL MILESTONES

Aslak official opening stone under the patronage of His Royal Highness Prince Mohammed bin Fahad and official commercial operations of Aslak started.



- Aslak expanded its second production line for PC strands products.
- Increased Paid up Capital to SAR 125 Million.



Aslak was awarded ISO 9001.

TASNEE established Maadaniyah and the foundation stone laid by Prince Abdullah Bin Faisal Bin Turki.



Aslak introduced two new products mattresses spring coils and mattresses chassis in the product line .

- Maadaniyah acquired Masabik and Arabian Axles.
- Increased Paid up Capital to SAR 163.5 Million.



1989

1993

1995

2002

2004

2006

- Aslak expanded with its 3rd production line for PC strands products
- Masabik was awarded ISO 9001:2008.
- Arabian Axles has expanded its Axles production capacity in to double.
- Increased Paid up Capital to SAR 204 Million.



- TESC was established as a Technical and Engineering Services Center.
- Masabik Expanded its Steel casting production to 2000 Tons PA.



Arabian Axles Introduced M.E. Bogies to the market.

- Arabian Axles signed the distributorship agreement with PENTA and HALDEX to market their products in local market.
- Aslak expanded its spring wire capacity to 10,000 TPA.
- Aslak has terminated its fastener product line in order to expand the PC strand production.



- Increased Paid up Capital to SAR 255.5 Million.



Increased Paid up Capital to SAR 281.12 Million.



2007

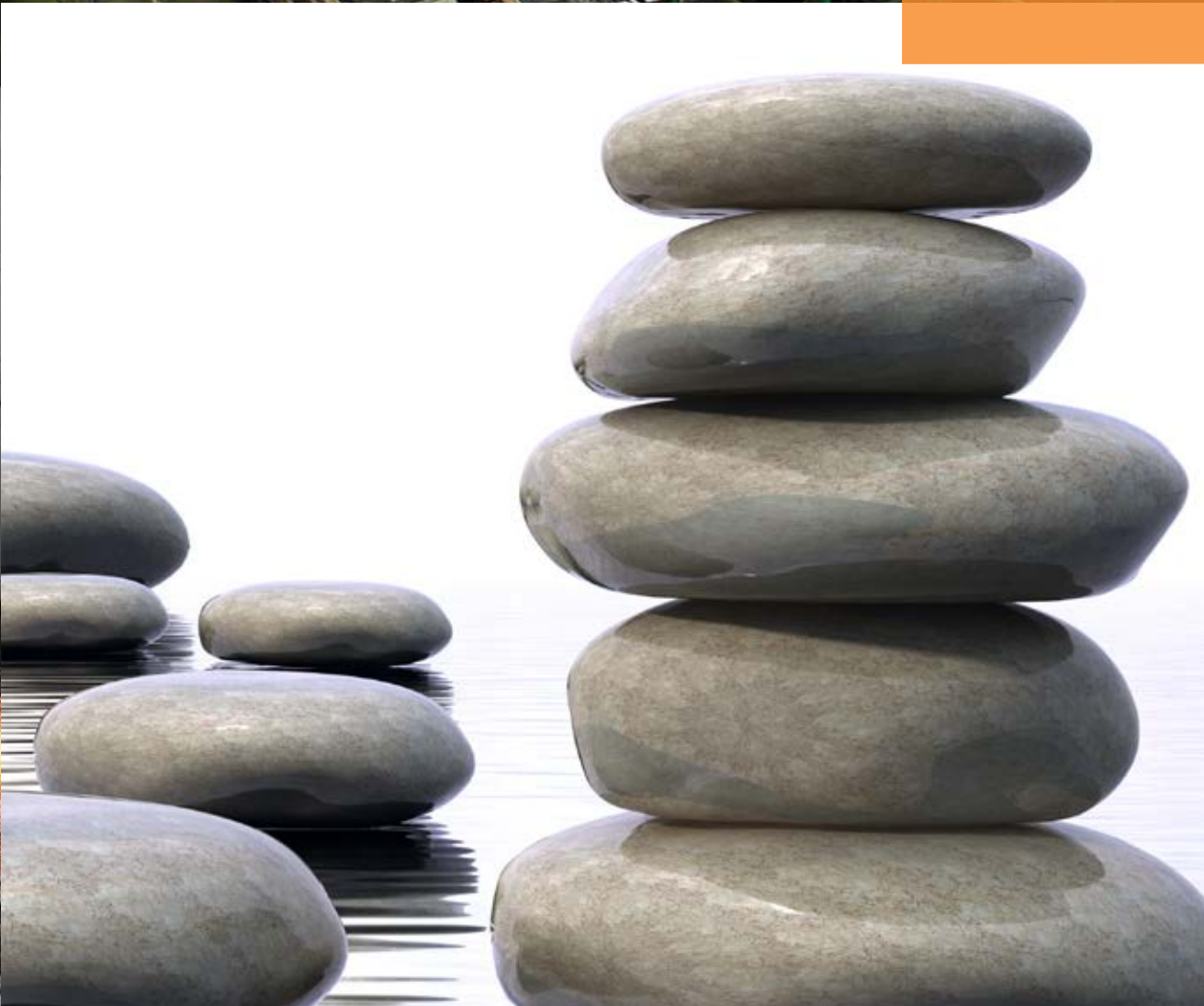
2008

2009

2010

2011

2012





VISION

To be a leader in its fields as a key regional producer with continuous growth and strong market presence in the local and global market.

MISSION

Committed to exercise best working practice towards stakeholders, and enhancing the shareholder value and to act in harmony with the environment.





OUR INDUSTRIES

- WIRE DRAWING
- METAL CASTING
- AXLES AND SPARE PARTS
- TECHNICAL AND ENGINEERING SERVICES



WIRE DRAWING

"The largest manufacturer of high carbon steel wire products"

ASLAK is a leading manufacturer of high carbon steel wire products with more than two decades of experience which is also the first and largest manufacturer of PC strands in the Middle East region. Aslak's PC strands have been used in a majority of construction and infrastructure projects in the entire GCC region that include the world famous architectural buildings and prestigious landmarks.

Aslak is well equipped with a technologically advanced integrated manufacturing plant that produces various grades, types and ranges of steel wire and wire related products.



METAL CASTING

"One of the largest and most advanced foundry"

Masabik is well known as a pioneer in the foundry industry in GCC region with a successful track record that earned the excellent reputation in metal casting sector through excellent research and the experience at an International level.

Masabik boasts as the best-equipped foundry in Saudi Arabia which is well equipped with some of the latest contemporary facilities that manufactures high quality machined castings for various industries in local and International Markets.

It possesses a widely spread customer network around Asia, Middle East and Europe especially from Automotive, Agri and Water, Crushing and mining, Cement Plant, Oil and Gas General Engineering and Manufacturing Industries.



المحاور العربية
ARABIAN AXLES

AXLES & SPARE PARTS

"The first and only axle manufacturer in the Middle East Region"

Arabian Axles is the first and only manufacturing plant in this region that manufactures axles for heavy transport vehicles and a wide range of spare parts for the automotive industry.

It is equipped with the latest facilities and the best European technology that ensures Arabian Axles high quality products at international standards. Since its inception, Arabian Axles has built an excellent reputation as a popular brand in the Middle East Market.

STRATEGIC DIRECTIONS

Maadaniyah has an ambitious growth strategy for the coming years focusing on expanding its business size, strengthen its leading position in the regional market as well as diversified into more profitable sectors through acquisitions, strategic alliances, partnerships, JVs, etc.

Sustainable growth in terms of sales, profit and human resources.

Achieve cost and market leadership.

Be consistent in all areas of operation while keeping our eyes on our vision.

Invest In Know-How Based And Value-Added Industries.

Diversify into more profitable sectors.

Expand the business activities vertically and horizontally.

:In our strategy we have set three priorities as follows

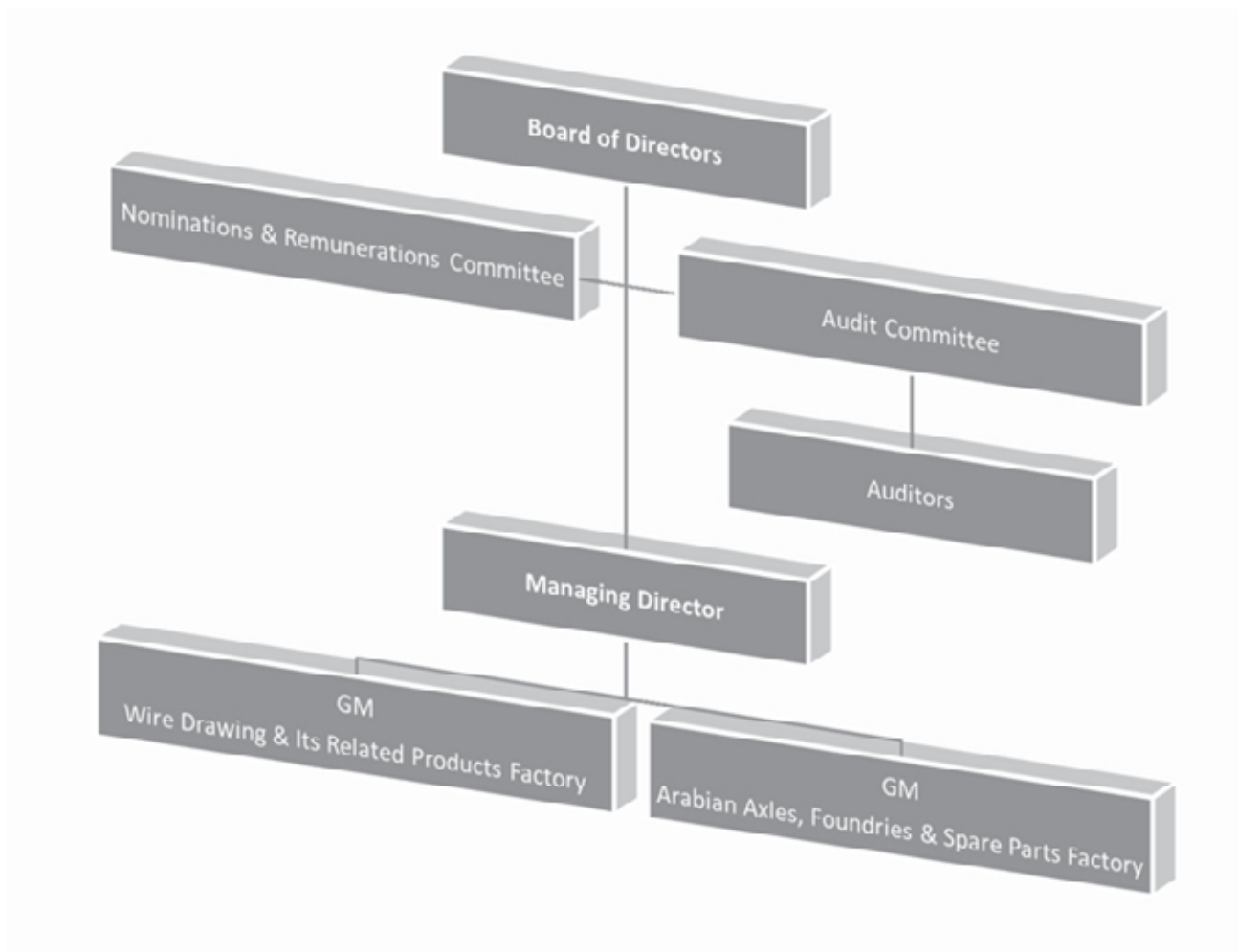
To invest in additional capacity in existing products to meet anticipated future market growth.



To maximize the benefits from our existing investments in terms of further of developments in our products range, market share, new market, and product cost effectiveness.

Expand horizontally into new products within our business sectors.
Backward integrations.
Invest into overseas facilities within our sectors.
Diversify in new business sectors locally and globally.

ORGANIZATION STRUCTURE



BOARD OF DIRECTORS & COMMITTEES

BOARD MEMBERS

Eng. Mutlaq Bin Hamad Al Moreshid	Chairman
Eng. Shaker Al Otaibi	Vice Chairman
Eng. Omar Bin Khalid Al Balali	Board Member
Mansour Bin Abdulrahman Al Ghurairi	Board Member
Asem bin Abdul Wahab Alessa	Board Member
Eng. Rayan bin Waddah Tarabzouni	Board Member

AUDIT COMMITTEE

Mansour Bin Abdulrahman Al Ghurairi	Chairman
Eng. Rayan bin Waddah Tarabzouni	Member
Waheed Hussein Harissi	Member

NOMINATION & REMUNERATION COMMITTEE

Asem bin Abdul Wahab Alessa	Chairman
Mansour Bin Abdulrahman Al Ghurairi	Member
Eng. Omar Bin Khalid Al Balali	Member

MANAGEMENT TEAM

Maadaniyah has a strong and experienced management team who lead and inspire the company and share the passion to grow and become the leader of our industry in the region with sustainable competitive advantages.

Our management team comes from diversified backgrounds and industries and they guide the company with ambition, energy and commitment to deliver the expectations of our customers and shareholders.

HUMAN RESOURCES

As a leading industrial group in the region, Maadaniyah is always keen on attracting talented individuals to join its experienced and successful team and offers promising career opportunities for those who have the enthusiasm and motivation to establish their careers in a dynamic and growing environment.

Maadaniyah also offers career growth and training opportunities to its members and implement professional human resources procedures that ensure healthy and stable working environment.

Maadaniyah is also keen on the Saudization and serious about attracting talented Saudis and offering them stable and promising career opportunities.

“

MAADANIYAH IS ALSO KEEN ON THE SAUDIZATION AND SERIOUS ABOUT ATTRACTING TALENTED SAUDIS AND OFFERING THEM STABLE AND PROMISING CAREER OPPORTUNITIES.





QUALITY SYSTEM

The prime quality objective of Maadaniyah is to provide its customers with products and services in accordance with highest level of standards and in line with international measures. Maadaniyah is committed to meet the agreed customer's requirements and to offer products and services that will ensure full satisfaction.

Maadaniyah's quality management system is well structured through the implementation of the most advanced international quality standards and procedures. Moreover, all our laboratories are equipped with the state of art testing equipment which are operated and managed by our highly qualified and experienced professionals.



The background of the slide features a blurred financial chart with green and orange lines on a dark grid. A large, solid orange shape is positioned at the bottom of the slide, partially overlapping the white content area.

INVESTOR RELATIONS

Maadaniyah is keen on effective communication with its stakeholders, market participants, and all other relevant bodies according to the regulatory guidelines. Maadaniyah highly values its investors with sincere appreciation and upholds the healthy relationship with continues dialogues.

SOCIAL RESPONSIBILITY

We care about our society, value our communities, and pay a great attention to our social responsibility through various aspects such as protecting environment, participating in social development and cultural activities and offering career the opportunities to people with continuous development and growth.

We are committed to maintain highest standards of ethics in our business practices and activities with all of our stakeholders and we ensure that this is aligned with our business strategies and respected by all of our team members who are always encouraged to take part of our initiative towards social responsibility.



LOCATION AND CONTACTS

Maadaniyah is headquartered in Jubail Industrial City, in the Eastern Region of Saudi Arabia and has two other locations in Dammam, as well as Sales Offices in Riyadh and Jeddah.

Our locations across the kingdom provide us strong mix to market reach to better serve our customers and be closer to them, both for the local and the global market.

If you need any assistance or information, please do not hesitate to contact us:

HEADQUARTER

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MAADANIYAH

JUBAIL
Head Office

Dammam

Riyadh

Jeddah

Makkah

SAUDI ARABIA

