



STAR Group Holdings Business Profile

PARTNERS



TBWA



MONTGOMERY

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STAR GROUP HOLDINGS

ستار | الشركة السعودية للتجارة والموارد المحدودة
STAR | Saudi Trading And Resources Co. Ltd.

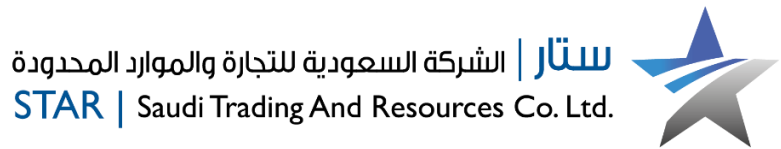


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(I) STAR GROUP HOLDINGS INTRODUCTION

PARTNERSHIPS & JOINT VENTURES WITH LEADING GLOBAL COMPANIES



Star Group Holdings was established in 1989 in Riyadh, Saudi Arabia as **Saudi Trading and Resources company ("STAR")**, a Saudi limited liability company with Ministry of Commerce commercial registration No. 1010072671.

STAR operates as *Star Group Holdings* with a portfolio of business units, commercial licenses, subsidiaries and affiliates active in the following industries in the Kingdom:

- Retail Trade
- Telecommunications Services
- Contracting
- Real Estate Development
- Vocational Education
- Insurance
- Travel and Tourism
- Financial Services
- Advertising & Public Relations
- Markets Research, Census, and Surveys

STAR's business model is the formation of *strategic alliances* and *joint ventures* in Saudi Arabia and the Arabian Gulf region with international and regional companies who are leaders in their industries.

Leading global and regional companies such as **Thomson-Reuters** (financial information services), **Aon Corporation** (insurance) and **The Nielsen Company** (research); and the **Landmark Group** (Department Stores) have joined the STAR Group in establishing successful and profitable business ventures in Saudi Arabia.

These companies rely on STAR to guide them in the often complex local business practices, regulations and legal requirements necessary to establish a strong presence in domestic Arabian Gulf markets.

Saudi Arabia, with an affluent population of 27 million with high disposable incomes represents over 80% of the Arabian Gulf markets, and the STAR Group concentrates its resources and efforts in assuring its partner companies a leading business presence in the Kingdom of Saudi Arabia.

**(I) STAR GROUP
HOLDINGS
INTRODUCTION
(CONTINUED)**

**Dedicated
Business Planning &
Development Services**

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STAR | Saudi Trading And Resources Co. Ltd.



The *STAR* Group also provides dedicated Business planning and development services in association with affiliated companies and leading local business groups and industrialists, to provide strategic market entry and development services to international clients that have an interest in establishing a strong business presence in the rich markets of the Arabian Gulf region, Saudi Arabia, Bahrain, United Arab Emirates, Kuwait, Qatar and Oman.

These services include:

- Commercial Registrations and Licenses
- Foreign Investment Licenses
- Management Consulting
- Information Technology Services
- Accounting and Auditing Services
- Saudi Zakat and Tax Compliance Advisory
- Sharia Compliant Business Practice
- Legal Services
- Strategic Marketing Services
- Financial Facilities
- Financial Information Services
- Offices and Showroom Leases
- Market Research & Feasibility Studies
- Advertising and Public Relations

The *STAR* Group business model has achieved an enviable record of success in the Kingdom and serves as a guide for successful international partnerships and joint ventures in Saudi Arabia and the Gulf region.

The *STAR* Group 2008 total net revenues from its holdings are projected to be SR 55 million. The *STAR* Group has minimal debt obligations – less than SR one million.

The headquarters of the *STAR* Group is in the prestigious King Faisal Foundation complex in Riyadh, Saudi Arabia, with branch offices in Bahrain, Dubai and Lebanon.

(II) STAR GROUP HOLDINGS STRATEGIC PARTNERS

STAR currently provides strategic business development services to a select group of global and regional partners who have joined STAR in establishing successful and profitable business operations in Saudi Arabia and the region. They include:

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- ✚ **Al Bandar International House for Trading Co.** (Leading Saudi department and electronics stores retailer - agent of the **Landmark Group, UAE**. (Al Bandar operates more than 600 retail outlets in 23 cities in Saudi Arabia including under the brands *Centrepoin*, *City Plaza*, *Splash*, *Baby Shop*, *Shoe Mart*, *Lifestyle*, *E-Max*, *City Max*, *Koton*, *Bata*, *Aftershock*, *New Look* and other brands).
- ✚ **Fitness First**, (leading international Health Club) - joint-venture with the Landmark Group in Saudi Arabia.
- ✚ **Thomson-Reuters**, USA/UK (financial services) strategic partnership with the STAR Group in Saudi Arabia.
- ✚ **AON Saudi Arabia**, USA (leading international insurance broker operating, Joint Venture LLC in Saudi Arabia.
- ✚ **The Nielsen Company**, USA (leading consumer research company) - strategic partnership with the STAR Group in Saudi Arabia.
- ✚ **TBWA/RAAD/Saudi Arabia**, USA (global advertising / communications and public relations agency) - strategic partnership with STAR, and joint venture company in Saudi Arabia
- ✚ **Star Call Telecommunications**; (value added GSM products in Saudi Arabia, Bahrain, Morocco, Lebanon)
- ✚ **Abha Tourism Board**, Saudi Arabia (festivals, cultural exhibitions, events planning & implementation, tourism promotion).
- ✚ **Tata Consultancy Services (TCS)**, India - strategic alliance with this major international provider of IT services worldwide.
- ✚ **World Franchise Associates**, UK - partnership in Saudi Arabia for development and marketing of international and local brands through franchise.
- ✚ **RE/MAX**, USA - Master Franchising Agreement for Saudi Arabia for Real Estate development.
- ✚ **Nesto Hypermarkets, UAE** – partnership in Saudi Arabia
- ✚ **Montgomery**, UK - strategic alliance in events planning and management in Saudi Arabia.
- ✚ **Sahab Travel Agency**, Saudi Arabia, (strategic partnership and joint venture company in partnership with the STAR Group in Saudi Arabia).
- ✚ **Sama Al Thuraya/SEDAR**, UAE (manufacturer and distributor of window coverings, curtains, and window accessories) Joint Venture agreement with the STAR Group in Saudi Arabia.
- ✚ **National Hospitality Tourism Institute (NHTI)**, Bahrain (training institutes for hospitality, travel, retail, and security services industries) – Joint Venture in Saudi Arabia with Bahrain Institute of Hospitality and Retail.
- ✚ **Arabian Financial Services (AFS)**, Bahrain - Sales & Marketing Agreement for Saudi Market for AFS products.
- ✚ **Symphony Environmental Technologies**, UK, (Cooperation Agreement for establishing joint processing and marketing facilities for 100% biodegradable plastics in Saudi Arabia).
- ✚ **N M Salim Associates**, India (architects, engineers and master planners) - exclusive representation in Saudi Arabia.

(Selected partner company profiles are found beginning on page 12)

**(III) STAR GROUP
HOLDINGS
EXECUTIVE
MANAGEMENT**

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STAR GROUP HOLDINGS

Board of Directors:

HH Prince Bandar bin Saud bin Khaled bin Muhammad Al Saud,
Founder and Chairman of the Board

HH Princess Anoud bint Khaled bin Abdullah bin Mohamed Al Saud, Board Member

Mr. Khalid M. Al Sharfa, Managing Director and
Chief Executive Officer of the STAR Group Holdings

STAR GROUP HOLDINGS

Executive Management:

- HH Prince Bandar bin Saud bin Khaled bin Muhammad Al Saud, Chairman of the Board
- Khalid M. Al Sharfa, Managing Director & Chief Executive Officer
- Armond J. Habiby, JD, of Counsel
- HH Princess Lulua bint Khalid Al-Saud, Chief Operating Officer
- Emir J. Habiby, Senior Management Consultant
- Shahid Akram Abbasi, Group Financial Controller
- Ibraheem M. Aljarallah, Manager Festivals and Special Events
- Tarek Fadel, Staff Attorney
- Ishaque A. Siddiqui, Manager, Business Development & IT
- Saud F. Warsi, Consultant-IT



(IV) BIOGRAPHICAL

Bandar bin Saud bin Khaled bin Muhammad Al-Saud

Date of Birth: **1962**

Place of Birth: **Taif, Saudi Arabia**

Founder & Chairman of the Board,

Saudi Trading & Resources Co., & Subsidiaries

(Star Group Holdings)

HH Prince Bandar bin Saud bin Khaled Bin Muhammad Al-Saud is a leading Saudi businessman, CEO, and corporate board member, and founder of various private companies in diversified industries in Saudi Arabia.

The majority of these companies have records of high growth and profitability and are considered leaders in their industries, and have succeeded according to a 'business model' of strategic alliances with leading global companies, in Saudi Arabia. Such successful international partnerships have been established between Prince Bandar and business associates with prominent companies including *Thomson-Reuters*, *The Nielsen Company*, *AON Insurance*, *TBWA/Raad Advertising*, *The Landmark Group*, and *Harvey Nichols, UK*.

This business model has achieved an enviable record of success in the Kingdom, serving as a guide for successful international partnerships and joint ventures in Saudi Arabia and the Gulf region.

Prince Bandar is also active as a director, board member and trustee of leading Saudi not-for-profit institutions in the Kingdom including the prominent King Faisal Foundation, and in private K-12 education in Saudi Arabia, baccalaureate level colleges, and private universities.

HH Prince Bandar is the grandson of H.M. the late King Faisal bin Abdulaziz, and serves on the board of various government and private non-profit and business organizations. The sons, daughters, grandsons and grand-daughters of King Faisal have established a strong record of service in government, business and industry, the Saudi military, philanthropy, and education. Members of the Al Faisal family maintain close ties and cooperation within the family in non-profit philanthropic initiatives and in business.

Prince Bandar holds a degree of Bachelor of Arts, Social Sciences, King Saud University, Riyadh, Saudi Arabia (1983).

BIOGRAPHICAL

Business Initiatives and Companies

Bandar bin Saud bin Khaled bin Muhammad Al-Saud

Saudi Trading & Resources Co. Ltd. (STAR Group Holdings), Riyadh, Saudi Arabia: Founder and Chairman of the Board. STAR, operating as *STAR Group Holdings*, is a Saudi Limited liability company and is the principal business unit, and the flagship company, responsible for assets management and oversight of Prince Bandar's investments and business interests.

Al Khozama Management Company, Riyadh, Saudi Arabia: Chairman of the Board. *Al Khozama Management Company* is a leading Saudi property management company, and manages the properties of King Faisal Foundation, Riyadh, Saudi Arabia and other private property developers in the Kingdom. Services include hotel management under the *Al Khozama Hotel* brand, office towers management, and the development and management of shopping centers and shopping malls. Properties developed and managed on include the iconic *Al-Faisaliah Tower and Centre* in Riyadh, *Al Faisaliah Hotel*, *Al Khozama Hotel*, *Al Khozama Center*, *Al Faisaliah Shopping Mall*, *Al Faisaliah Banquet and Conference Center*, and fully serviced furnished apartments. Net Revenues of *Al Khozama Management Company* are SR 329,000,000 and net income is SR 132,000,000 in 2007. *Al Khozama Management Co.* employs more than 1,300 hospitality workers and professionals, and manage assets valued at more than SR 2.2 billion.

Al-Bandar International House for Trading Co. Ltd. , Riyadh, Saudi Arabia: Founder and Chairman of the Board. Founded in 1998, *Al Bandar Trading* is 51% owned by the Landmark Group, Dubai, and 49% Prince Bandar and business associates, is the leading mid-market fashion retailer in Saudi Arabia with more than 450 outlets including department stores and stand alone shops in the Kingdom, and annual sales of more than SR 3.8 billion. Well established company owned brands include *City Plaza*, *Centrepont*, *Home Center*, *Splash*, *Shoe Mart*, *Baby Shop*, *Max*, and *E-Max*, as well as a portfolio of international brands, including *Bata*, *Kotton*, *Aftershock*, *New Look*, and others.

AON Saudi Arabia, Ltd., Riyadh, Saudi Arabia: Chairman of the Board. *AON Saudi Arabia* is a joint venture between Saudi investors and *AON* of the USA, the world's leading insurance brokerage firm. *AON Saudi Arabia* employs more than 80 insurance consultants, and revenues of SR 43.6 million per year and net revenue of SR 18.6 mil.

AC Nielsen Saudi Arabia: Chairman of the Board. The *Nielsen Company* is the world's largest consumer research company, in a joint venture with the *STAR Group* in Saudi Arabia. The *Nielsen Company Saudi Arabia* employs 180 researchers, with major clients in the government and private sectors in Saudi Arabia.

Thomson-Reuters LLC, Riyadh Saudi Arabia. A Saudi limited liability company, and Joint Venture between *Thomson Reuters* (75%) and Prince Bandar/*STAR Group* (25%), providing financial services, news and information.

BIOGRAPHICAL

Business Initiatives and Companies

Bandar bin Saud bin Khaled bin Muhammad Al-Saud

TBWA/RAAD/Saudi Arabia, TBWA is leading global advertising and communications company, and is in a joint venture partnership with Prince Bandar and the STAR Group in Saudi Arabia.

Darul Arabia Printing and Publishing Co., Riyadh, Saudi Arabia: Chairman of the Board. In addition to regular commercial printing activities, Al-Darul Arabia prints *Al-Watan*, a national Saudi Arabic-language newspaper; and *Al-Faisal*, a cultural and scientific Arabic-language journal.

Zajoul Telecommunications LLC, Riyadh, Saudi Arabia: Vice-Chairman of the Board, This Saudi telecom technology company is a strategic part the privatization and expansion of the Saudi telecommunications sector.

Syahya National Company for Tourism, Abha, Saudi Arabia: Chairman of the Board. Founded in Abha, Asir in 1992, Syahya is a Saudi joint stock company, actively involved in the development of tourism within Saudi Arabia, with a particular emphasis on the picturesque Asir Mountain Region of southern Saudi Arabia, where the Company owns and operates hotels and resorts.

Metal, Silver & Gold Industries Co. Ltd., Riyadh, Saudi Arabia: Chairman of the Board. The company produces medals, presentation cups, awards, souvenirs, and a wide range of other commemorative items.

Alfa International Co. Ltd., Riyadh, Saudi Arabia: Chairman of the Board. Alpha is the owner and operator of the *Harvey Nichols* Department Store in Riyadh, Saudi Arabia under an exclusive license from Harvey Nichols, UK.

Mondi Collections BVI, Chairman of the Board. Mondy is the exclusive licensee of *Harvey Nichols UK* in Saudi Arabia, and a distributor of upscale fashion apparel.

BIOGRAPHICAL

Not-for-Profit, Philanthropic Activities

Bandar bin Saud bin Khaled bin Muhammad Al-Saud

King Faisal Foundation: Prince Bandar is Deputy Managing Director and CEO of the King Faisal Foundation, Riyadh, Saudi Arabia. Under the Supreme Chairmanship of H.M. King Abdullah bin Abdul Aziz, Custodian of the Two Holy Mosques, the Foundation was established in 1976 by the sons of His Majesty the late King Faisal bin Abdul Aziz. The Foundation is the largest philanthropic institution in the Middle East with a mission to establish and assure quality education in the Kingdom. The Foundation's portfolio includes *Al Faisal University*, the first private technology university in Saudi Arabia; *Prince Sultan College for Tourism and Management*, *Queen Effat University*, a leading private girls university, and King Faisal School, a private boys' K-12 college preparatory school; and the *King Faisal Center for Research and Islamic Studies*. The Foundation also hosts and awards the annual *King Faisal International Prize* to individuals whose work has resulted in significant advances and benefits to mankind, with prizes awarded for *Service to Islam*; *Islamic Studies*; *Arabic Literature*; *Medicine* and *Science*. The work of the Foundation is funded through direct investments in residential and commercial real estate, hotels and resorts, shopping centers, and property management.

Al Faisal University: Prince Bandar led the formation of *Al Faisal University* and is currently Chairman of the Executive Committee of the Board of Trustees. *Al Faisal University* is the first private university in Saudi Arabia, and affiliations with Harvard University, MIT, and Cambridge. The university has colleges of engineering, sciences, business, and medicine, and represents a unique collaboration between the private sector in the Kingdom led the King Faisal Foundation and other leading industrial companies in Saudi Arabia (*Dallah al Barraka*, *Saudi Oger*, *Al Jomaih*, *Saudi Bin Laden Group*, and, *King Faisal Specialist Hospital* in Riyadh -- in partnership with a group of leading global technology companies as "active founders and board members" (*BAE Systems*, *The Boeing Company*, *United Technologies*, *Thales*, *Raytheon*, and, *Stevens Institute of Technology* of the USA).

Saudi Aviation Club, Member, Board of Directors. *The Saudi Aviation Club* (SAC) was established in 2000 as an independent not-for-profit organization with a mission to promote aeronautical science in the Kingdom, and to encourage personal and recreational sports aviation activities. SAC offers skydiving training, and other aero sports including paragliding and paramotor gliding. A general aviation flight school has been established which offers pilot training to those interested in becoming professional pilots, or would like to learn flying as a hobby. SAC issues private, commercial and Airline Transport Pilot Licenses with instrument and multi engine rating. All this takes place at the recently refurbished Thumamah Airfield with its 4000 meter runway.



Dr. Khalid M. Al Sharfa

Date of Birth: January 1, 1957

Place of Birth: Bahrain

Prominent Arabian Gulf businessman and investor with business interests in the Middle East and North Africa region. Offices in Saudi Arabia, Bahrain, Lebanon and UAE. Education: B.A. Business Administration, USA, Management Studies, UK. Active in Arabian Gulf business since 1987. Mr. Al Sharfa is the CEO of Saudi Trading & Resources Co., Ltd., Riyadh, Saudi Arabia and serves on the boards of several private companies in the region.

(V) BIOGRAPHICAL

Managing Director, Shareholder, & Chief Executive Officer, Saudi Trading & Resources Co., & Subsidiaries ("STAR" Group) (since 1998) Star Group Holdings is a Saudi limited company established in Riyadh, Saudi Arabia in 1989 and operates as a holding company and the flagship unit in Saudi Arabia, and together with subsidiaries and affiliated companies, is licensed to engage in the following business activities in Saudi Arabia and the Gulf: Wholesale & Retail Trade; Telecommunications; Information Technology; Contracting; Real Estate Development; Vocational Education; Insurance; Travel and Tourism; Financial Services; Advertising, Markets Research, Census, and Surveys. Star's principal business units operate according to strategic partnerships or joint ventures with leading international and on companies that have joined with the *STAR Group* in establishing successful operations in Saudi Arabia and the neighboring Arabian Gulf markets. Partner companies include financial services (**Thomson-Reuters**), Insurance and Risk Management Consulting (**Aon Saudi Arabia**), Advertising and Public Relations (**TBWAlRaad\SaudiArabia**); Consumer Markets Research (**The Nielsen Company**); Vocational Training (**Saudi Hospitality Group**).

Director and Co-Founder, Al Bandar International House for Trading Co., leading Saudi department and electronics stores retailer - agent of the **Landmark Group, UAE.** (Al Bandar operates more than 450 retail outlets in seventeen cities in Saudi Arabia and 2008 sales of SR 3.8 billion, including **Centrepont, City Plaza, Splash, Baby Shop, Shoe Mart, Lifestyle, E-Max, Home Center, Koton, Bata, Aftershock, New Look** and other brands).

Director, AON Saudi Arabia, LLC. AON Corporation headquartered in Chicago, USA, is the world's leading insurance broker, and is now launching a new phase of its services in Saudi Arabia as a Saudi limited liability company pursuant to the Saudi Insurance Law of 2004. Aon Saudi Arabia is a joint venture between the AON Corporation, USA, the *STAR Group*, and other Saudi investors.

Founder & Director, Saudi Tourism Hospitality Training Company (STHTC). Riyadh, Saudi Arabia. STHTC is a licensed Saudi vocational institute, and a joint venture between STAR and Baisan Institute of Hospitality Management, Bahrain, established in 2007 to provide training programs for students preparing for employment in the hospitality, travel, tourist trade, and the retail sector.

Founder & Director, Saut Al Dunia, Riyadh, Saudi Arabia, a joint venture between STAR Group and Harman House, Dubai, for distribution and sale of professional sound and electronics systems and accessories.

Founder & Director, SEDAR, Saudi Arabia, LLC. SEDAR is a leading regional manufacturer and distributor of window coverings and curtains, based in Dubai.

President, Al Sharfa Holdings, Kingdom of Bahrain. Al Sharfa Holdings is a strategic alliance between prominent Mr. Sharfa and Bahraini and other Arabian Gulf investors and industrialists, and is active in investment and development ventures in residential real estate, telecommunications, investment banking, foods and catering services, and conferences and exhibitions.

Business Manager, Reuter's Saudi Arabia, Mr. Sharfa served as Business Manager of this leading global financial services company.

Senior Vice President, Marketing, Capital Union Bank, Bahrain, 1997-98. Principal duties included launching the bank and attracting core clients.

STAR GROUP'S SUCCESSFUL PARTNERSHIPS

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RETAIL TRADE

Leading Saudi department and electronics stores retailer and agent of *the Landmark Group, UAE*, operates more than 450 retail outlets in 23 cities in Saudi Arabia.

Brands include:

Centrepoint Department Stores

City Plaza Department Stores

Splash

babyshop

SHOE MART

Home Center

Home Furnishings

Lifestyle

E-Max

City Max

Koton

Bata

Aftershock

New Look

Bossini

Fun City

Al Bandar International House for Trading Co. Ltd. In association with the Landmark Group, BVI Riyadh, Saudi Arabia

The Al Bandar/Landmark chain operates in 5.8 million square feet of retail space and employs 7,800 in Saudi Arabia.

Al Bandar was established by STAR in 1998 as a limited liability company and agent for the Landmark Group fashions, Dubai, and assumed ownership of three stores in Saudi Arabia revenues of less than SR 90 million. Since then, Al Bandar has grown into the largest fashion retailer in Saudi Arabia and 600 stores in 23 cities in the Kingdom. Sales revenues for 2008/09 are expected to top SR 3.6 billion, reflecting an annual growth rate of 40%.

In 2007 the Board of Al Bandar approved an initial public offering of 30% of the share of Al Bandar in the Saudi shares market, at which time the company was valued at an estimated market cap of SR 8 billion. The IPO is expected to be issued in the 4th quarter 2009.

Shareholdings of Al Bandar Trading are:

Landmark Premiere Holdings, BVI	51%
STAR Group Holdings	49%

Board of Directors and Senior Management

HH Prince Bandar bin Saud bin Khaled, Chairman
HH Princess Anoud, Director
Mr. Miki Jagtiani, Landmark Group, Director
Mr. Khaled M. Al Sharfa, Director
Mr. Musaed Al Said, Director
Mr. Vipen Sethi, Landmark Group, Director
Mr. Neelesh Bhatnagar, Landmark Group, Director and CEO
Mr. Anuraag Malhotra, Landmark Group, Director & General Counsel

(IV) STAR GROUP'S SUCCESSFUL PARTNERSHIPS

FINANCIAL SERVICES

Company Information & Financials

Economic Conditions & World Trade

Financial Services

Investor Relations

Trading & Trade Processing

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THOMSON REUTERS

Thomson-Reuters Financial (USA/UK)

P.O. Box 62422
Riyadh 11585
Kingdom of Saudi Arabia
Tel +(966 1) 464-1480

The Thomson-Reuters-STAR Group joint venture company in Saudi Arabia offers the following typical financial services to private and government sectors in Saudi Arabia:

Business Intelligence - Access to the same world-class information and sophisticated functionality used by the institutional community to effectively identify and evaluate acquisition and partnership opportunities.

Corporate Advisory Services - Turning market, sector, company and peer information into actionable insight leveraging the expert advice only available from our analysts.

Corporate Communications Services - From online press rooms and webcasts to board communications services, Thomson-Reuters solutions are supported by experienced and dedicated service and production teams. Partner with Thomson Reuters to increase the impact and measurability of your internal and external.

Datastream The most respected historical financial numerical database, covering financial instruments, as well as equity and fixed-income securities and indicators for over 175 countries and 60 markets worldwide.

Hedge Fund Solutions Integrated solutions that link the investment decision phase to both trade execution and back-office operations, as well as to your prime brokerage provider.

International Financing Review (IFR) - The world's leading source of capital markets intelligence, providing senior investment banking decision-makers with authoritative and unbiased commentary and analysis.

Investment Banking Solutions - Solutions are anchored by analytical tools and an unparalleled range of content tailored to support clients' daily workflow.

**STAR GROUP'S
SUCCESSFUL
PARTNERSHIPS**

MEDIA & RESEARCH

**CUSTOMIZED MARKET
RESEARCH SERVICES**

Brand Health Management

Marketing Mix Management

Shopper Research

**Customer & Employee
Satisfaction**

**Deconstructing Consumer
Choice**

**Multi Country, Multi Market
Research**

Media Research Services

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The Nielsen Company Saudi Arabia

Tahlia Street, Nujood Center (B)
Jeddah 21464, Saudi Arabia
Tel. +966 2 284-7284
Fax +966 2 284-7285
www.nielsen.com

With a presence in over 100 countries, The Nielsen Company has a substantial and prolonged presence in more countries than any other market research agency.

With more and more business strategies being executed on a regional and even global scale, the right kind of multi country research is vital to support and guide those strategies, and requires complex organizational skills coupled with cultural sensitivity to the idiosyncrasies of the world's markets.

The Nielsen Company successfully achieves these goals in Saudi Arabia in a partnership with the STAR Group to provide the value added cultural sensitivities and local business practice, as well as providing strategic market development support in both the private and public sector research markets in Saudi Arabia.

The Nielsen Company Saudi Arabia employs more than 180 market research professionals covering all principal markets in Saudi Arabia. Nielsen provides services to both government agencies and the private sector in Saudi Arabia.

HH Prince Bandar bin Saud bin Khald Al Saud, Chairman of the Board

Mr. Ahmed Khan, Managing Director, Saudi Arabia

STAR GROUP'S SUCCESSFUL PARTNERSHIPS

INSURANCE SERVICES

Aon By Solution ...

- [AonLine](#)
- [Aon RiskConsole](#)
- [Aon SafetyLogic](#)
- [Analytics & Technical Services](#)
- [Casualty](#)
- [Compensation Services](#)
- [Database Marketing Services](#)
- [Directors and Officers](#)
- [Enterprise Risk Management](#)
- [Environmental](#)
- [Errors & Omissions](#)
- [Facultative Reinsurance](#)
- [Group Insurance](#)
- [Health & Benefits](#)
- [Human Capital](#)
- [Individual Insurance](#)
- [Investment Banking Group](#)
- [iVOS](#)
- [Kidnap & Ransom Insurance](#)
- [Mergers & Aquisitions](#)
- [Outsourcing](#)
- [Paragon Consulting](#)
- [Political Risk Management](#)
- [Property Risk Management](#)
- [Reinsurance Client Services](#)
- [Retirement](#)
- [Terrorism Risk Management](#)
- [Treaty Reinsurance](#)

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AON Saudi Arabia, LLC.

Consultants, Risk Managers, Insurance & Reinsurance Brokers

Al Ruwais District, Waly El Ahad Street,
Jeddah International Business, Tower A, 6th Floor
Jeddah 21422, Saudi Arabia
Phone : +966 2 657-2700
Fax : +966 2 650-1588
www.aon.com/saudiarabia/

Headquartered in Chicago, **Aon Corporation** is the leading provider of risk management services, insurance and reinsurance brokerage and human capital and management consulting.

With an employee base of 36,000 people working in 500 offices in more than 120 countries, Aon's business is structured to deliver the best, most effective solutions to clients around the world. Aon companies, wherever their location, operate closely with each other to provide the best resources for insurance and risk management needs.

AON Saudi Arabia has been serving insurance clients in Saudi Arabia for almost thirty years working for the most prestigious clients in Saudi Arabia. These clients have access to the extensive and well established services offered by Aon Saudi Arabia, with the full support of the Aon network across Europe, Asia-Pacific and the US.

Aon has been serving the Saudi market since 1979 through a prior agency agreement between Aon and Al Salamah Arabian Agencies. In accordance with the Kingdom's Insurance Law passed in 2004, **Aon Saudi Arabia LLC** became one of the first international insurance brokers to be awarded a license by the Saudi Monetary Authority (SAMA).

Aon Saudi Arabia employs 80 full time professionals and annual revenues in 2008 of SR 43.6 million, net revnues of SR 18.6 million and includes the following shareholders:

▪ Aon Corporation USA	60%
▪ Saudi Trading & Resources Co. Ltd. (STAR)	25%
▪ Private Investors	15%

HH Prince Bandar bin Saud bin Khaled Al Saud, Chairman
Sheikh Salah Ibrahim Al-Hejailan, CBE, Director
Dr. Khalid M. Al Sharfa, Director
Mr. Robert Humphreys, Director
Mr. A. Latif S Al Rayes, Managing Director

**STAR GROUP'S
SUCCESSFUL
PARTNERSHIPS**

**MEDIA, RESEARCH
& PUBLIC RELATIONS**

**TBWA\RAAD
Saudi Arabia Clients
(selected list)**

NISSAN

PEPSI COLA

INFINITY

AL FAISAL UNIVERSITY

MARS

VIAGRA

HOSAHNCO

OTHAIM

HENKEL

AL OMRANI UNITED

ETIHAD AIRLINES

MARS

MICHELIN

**DISABLED CHILDREN'S
ASSOCIATION**

SMC

AXIOM TELECOM

WASTAH CAPITAL

TOTAL

EWAN

ستار | الشركة السعودية للتجارة والموارد المحدودة
STAR | Saudi Trading And Resources Co. Ltd.



TBWA\RAAD\SAUDI ARABIA

TBWA\RAAD\Saudi Arabia

Salama Center, Bldg 1, 3rd Floor, Prince Sultan Street

P O Box 55226, Jeddah 21534, Saudi Arabia

Tel. +966 2 616 5975

Fax +966 2 616 5955

Email ghassan.kassabji@tbwaraadsa.com

TBWA is one of the top ten US-based advertising and PR agency networks, including 258 full service agencies around the world. In the region TBWA\RAAD covers the Middle East and North Africa through a network of 40 offices and over 500 employees.

TBWA\RAAD\Saudi Arabia is a joint venture company and a partnership between TBWA\RAAD and STAR as named the most awarded agency in Saudi Arabia at the Middle East North Africa Cristal Awards in 2008.

In addition to world class advertising services provided by TBWA\RAAD\Saudi Arabia, the group also offers related services, including:

- **Ketchum** - World class public relations
- **OMD** - Media Planning & Buying
- **Siegel Gale** – Branding
- **Auditoire** – Events Management
- **Tequila** – Collateral Materials & Gift Items
- **Agency.com** – Online Advertising Services

TBWA\RAAD\Saudi Arabia was named the most awarded agency in Saudi Arabia at the Middle East North Africa Cristal Awards in 2008. 2008 revenues were SR 18,000,000.00

HH Prince Bandar bin Saud bin Khaled Al Saud, Chairman of the Board

Mr. Ramzi Raad, Director

Mr. Ghassan Kassabji, Managing Director

**STAR GROUP'S
SUCCESSFUL
PARTNERSHIPS**

**FURNISHINGS
MANUFACTURER
& DISTRIBUTOR**

ستار | الشركة السعودية للتجارة والموارد المحدودة
STAR | Saudi Trading And Resources Co. Ltd.



Sama Al Thuraya, Saudi Arabia

Under License from SEDAR
P O Box 6879, Dubai, UAE

- Riyadh Showroom: Al Tahliah Street, Olaya
- Jeddah Showroom, Al Tahliah Street, Jeddah
- Al Khobar Showroom, Dhahran Road
www.sedaremirates.com

Sama Al Thuraya is a Saudi company operating in Saudi Arabia according to a license agreement with SEDAR of the UAE.

SEDAR is a leading manufacturer, wholesaler, and retailer of Blinds (Venetian, Vertical, Wooden and Roman Blinds) Curtains, Folding Doors, False Ceilings, Lamps and Awnings, and has entered into a cooperation and distributorship agreement with Star Group for the large Saudi market, commencing in 2006. The long term strategy is to establish a manufacturing facility in Saudi Arabia to serve the Saudi market.

Currently, *Sama Al Thuraya/SEDAR* has three showrooms in Saudi Arabia, serving the major markets in Saudi Arabia: Central, Eastern and Western Regions of the Kingdom.

Sama Al Thuraya/SEDAR products are available in aluminum, wood, bamboo, sunscreen, and many fabrics to accommodate any design or space, including motorized products.

Sama Al Thuraya/SEDAR markets include residential consumers, as well as business and construction contractors and clients for products serving offices towers developers, government buildings, airport, hotels, hospital, restaurants, retail shops, colleges and universities.

Sama Al Thuraya/SEDAR full first year results in Saudi Arabia 2007, were sales of SR 8,000,000.00

HH Prince Bandar bin Saud bin Khaled bin Muhammad Al Saud, Chairman of the Board
Mr. Khaled M. Al Sharfa, Director

STAR GROUP'S SUCCESSFUL PARTNERSHIPS

ENVIRONMENTAL INITIATIVE

ستار | الشركة السعودية للتجارة والموارد المحدودة
STAR | Saudi Trading And Resources Co. Ltd.



SYMPHONY ENVIRONMENTAL TECHNOLOGIES

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Tel. +44 0 20 8207 5900
Fax. +44 0 20 8207 5960
Email Michael.laurier@degradable.net
www.degradable.net

Symphony Environmental Technologies has developed and markets an additive that enables plastics to be broken down by a processes of oxidation to a size where bacteria can digest it. The degradable plastic has found acceptance in carrier bags and represents a neat and energy efficient answer to environmental problems of plastics.

Symphony and STAR concluded a Cooperation Agreement in 2008 and will jointly introduce the additive in Saudi Arabia, establish and develop a user markets in the Kingdom of Saudi Arabia, the largest retail market in the region, and the largest user of packaging and shopping bags.

High volume carrier bags include Carrier Shopper Bags; Doggy Bags, Bread/Produce Bags, Shrink Wrap and Pallet Wrap, Bottles Cups, Refuse Bags, Bin Liners, Frozen Foods films and bags, bubble wrap, and magazine wrappers.

Symphony Environmental Technologies additive has been successfully launched in the United Arab Emirates and has gained acceptance by local retailers including Marks & Spencer in Dubai. The additive will be introduced in the larger Saudi market in 2009.

The business model and plan for Saudi Arabia projects revenues of SR 15 million beginning in 2010.

**STAR GROUP'S
SUCCESSFUL
PARTNERSHIPS**

**VOCATIONAL EDUCATION
& TRAINING**

ستار | الشركة السعودية للتجارة والموارد المحدودة
STAR | Saudi Trading And Resources Co. Ltd.



Saudi Tourism & Hospitality Company (STHTC)
King Faisal Foundation Building
P O Box 99793
Riyadh 11625, Saudi Arabia

Saudi Tourism & Hospitality Company (STHTC) was established in 2007 and is a joint venture in vocational training between the Star Group and the Bahrain Institute of Hospitality and Retail Management BIHR (WLL) and the Dadabhai Group in the Kingdom of Bahrain.

STHTC was formed in response to the critical need to make available trained Saudis in the hospitality and retail/wholesale sectors in the Kingdom,

STHTC is the licensee of Bahrain Institute of Hospitality and Retail Management in the Kingdom of Saudi Arabia (BIHR). STHTC offers BIHR programs and all international certifications to students in hospitality and retail management and administration.

As part of BIHR and STHTC franchised program our franchisee center shall be able to offer all its programs in hospitality and tourism at the center.

BIHR is the official licensee of Educational Institute of the **American Hotel & Lodging Association** (AHLA), Orlando, USA in Saudi Arabia and other GCC countries. This facilitates access to internationally recognized training courses and certification to BIHR trainees. AHLA is the world's largest provider of training programs and resources in hospitality and tourism. It has its presence in over 150 countries and their curriculum taught in over 1800 colleges. BIHR has substantial expertise and experience in training in Hospitality, Tourism and Retail sector and possesses impressive testimonials for corporate Training in the entire service sector. Revenues per the Business Plan for 2009 are SR 3.1 million.

HH Prince Bandar bin Saud bin Khaled bin Muhammad Al Saudi, Chairman
Mr. Qutub Dadabhai, Vice Chairman
Dr. Khalid M. Al Sharfa, Director