



Corporate Profile

STAR Group Holdings is a Saudi Limited Liability Company established in Riyadh, Saudi Arabia in 1989 as Saudi Trading and Resources Company (STAR) as an investment holding company with a mission to provide professional business services, management, facilities and local markets access to global partners and organizations that have an interest in establishing a strong presence in the affluent markets of the Arabian Gulf region, primarily Saudi Arabia, Bahrain, United Arab Emirates, Kuwait, Qatar and Oman. STAR Group Holdings operates through strategic alliances, partnerships, joint ventures, agency, and cooperation agreements.

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:

- **Thomson Reuters Financial**, UK / USA (financial services) - strategic partnership with STAR Group in Saudi Arabia.
- **Landmark Arabia** (leading Saudi department and electronics stores retailer) – strategic partner of the Landmark Group, UAE. (Al Bandar operates more than 600 retail outlets in most cities in Saudi Arabia including CentrePoint, Splash, Baby Shop, ShoeMart, Lifestyle, E-Max, Home Center, Q Home Decor, CityMax, Koton, Bata, Aftershock, and other brands).
- **Fitness First**, (leading international Health Club) - joint-venture with the Landmark Group in Saudi Arabia.
- **AON Saudi Arabia LLC** (leading international insurance broker).
- **The Nielsen Co.**, USA (leading consumer research company) - strategic partnership with STAR Group in Saudi Arabia.
- **Montgomery Events**, UK - strategic alliance in events planning and management in Saudi Arabia.
- **Tata Consultancy Services (TCS)**, India - strategic alliance with this major international provider of IT services worldwide.
- **Middle East and North Africa Franchise Association (MENAFA)**, UAE - partnership in Saudi Arabia for development and marketing of franchise services and international & local brands through franchise.
- **World Franchise Associates (WFA)**, 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**, UAE (Hypermarkets & Supermarkets) - strategic partnership with STAR Group in Saudi Arabia.
- **Abha Tourism Board**, Saudi Arabia - festivals, cultural exhibitions, events planning & implementation, PR.
- **Sahab Travel Agency**, Saudi Arabia - strategic partnership with STAR Group in Saudi Arabia.
- **TBWA/RAAD Advertising**, USA (major international advertising and communications company) - strategic partnership in Saudi Arabia.
- **SEDAR**, UAE (manufacturer and distributor of window coverings, curtains, and window accessories) - cooperation agreement with 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.
- **Symphony Environmental Technologies**, UK - Cooperation Agreement for establishing joint processing and marketing facilities for 100% biodegradable plastics.
- **N M Salim Associates**, India (architects, engineers and master planners) - exclusive representation in Saudi Arabia.

The STAR Group team would welcome an opportunity to meet and explore how we can assist you in achieving your business goals in our markets.

Sincerely,

Khalid M. Al Sharfa

Managing Director

STAR Group Holdings, Directors and Officers

- **HH Prince Bandar bin Saud bin Khaled Al-Saud**, Chairman of the Board, STAR Group Holdings
- **Khalid M. Al-Sharfa**, Managing Director & CEO
- **HH Princess Lulua bint Khalid Al-Saud**, Chief Operating Officer
- **Ibraheem M. Al-Jarallah**, Deputy MD and Exhibition. & Festival Dept. Manager
- **Shahid Akram Abbasi**, Group Financial Controller
- **Emir J. Habiby**, Senior Consultant
- **Ishaque Ahmed Siddiqui**, IT & Business Development Manager
- **Tariq Fadel**, Group Legal Advisor