





His Royal Highness
Crown Prince, Deputy Prime Minister, & The Minister of Defense
PRINCE MOHAMMAD BIN SALMAN AL SAUD



The Founder of Saudi Arabia

KING ABDULAZIZ AL SAUD



The Custodiant of The Two Holy Mosques

KING SALMAN BIN ABDULAZIZ AL SAUD



BOARD'S CHAIRMAN **ABDULLAH BIN RADDAD ALZAHRANI** 

# SAMAYA Group is driven by the belief and focus on "Working for a Better Tomorrow..."

We believe that contracting is a major pillar for any nation to reach new growth heights this is where our story starts, ambition is in our DNA, and reaching new heights is our name - SAMAYA. By excelling in what we do and constantly improving, we contribute to this evolution that will help us conceive our future vision & write our history.

Our main strength is within our people and the variety of services carried out through different business divisions backed-up and fully supported by SAMAYA's Group Board of Directors.

We strive for excellence through commitment, passion and creativity, coupled by integrity and punctuality. A customer centric approach through a competitive internal working environment for our people – aligned with the vision 2030 goals and objectives.



## WHO WE ARE?

Serving across several industries, we commit to the provision of the highest global standards and quality of services through our team of +10,000 professionals including the world's leading experts in the field of Construction & Contracting, Facility Management/Operation & Maintenance, Security Guard Services, Real Estate Development, Creative Marketing, Communication and Event Management.

We are committed to provide distinctive services through creative individuals & expertise to successfully combine the knowledge and requirements of the market with attention to details which leave our clients to concentrate on their core business with peace of mind.

# **OUR PROMISE**

We are devoted to serve our clients with tailor-made solutions providing the best-in-class services utilizing all our resources to achieve excellence in execution.

## WHAT WE DO?

We operate in 6 different industries and are committed to providing the highest global standards of quality and service at all stages of our projects.

Our experienced staff and network, provides the support you need as an individual, SME, large company or government institution delivering essential services and creating positive experiences through excellence in execution in the field of Construction & Contracting, Facility Management/Operation & Maintenance, Hospitality, Security Guard Services, Real Estate Development, Creative Marketing, Communication and Event Management.



## **OUR VISION**

Lead as a major turn-key solution provider for strategic mega projects In Saudi Arabia through exceptional world-class services embracing the latest technical approach and methodology having our customers at the core.

## **OUR MISSION**

Attain our customers' trust and recognition through partnership by providing high-quality tailor-made solutions that bring them peace of mind to fully focus on their core business.

Everything we do, and the way we do it is driven by

## **OUR CORE VALUES**

#### **Innovation**

As embedded in our culture, we endorse an innovative environment that creates opportunities for process improvement and cost-effective sustainable services.

#### Quality

With unwavering adherence to quality, our team of experts abide by SAMAYA Group delivery quality manual.

#### Reliability

We are consistent, in-every-step of the way, with what we provide to our customers insuring the highest level of satisfaction.

#### **Diversity**

We believe people with different ideas, strengths, interests and cultural backgrounds help our company thrive.

# **LEADERSHIP**

**SAMAYA Group** ensures that leadership happens at all levels within the organizations, not just among those who work in defined "leadership positions."

**SAMAYA Steering Committee** ensures the process by which the executive team direct, guide and influence the behavior and work of others towards accomplishment of specific goals in a given situation and project.

Also, SAMAYA measures the capability of all individual's capacity to influence a group towards the realization of a goal. Leaders at SAMAY Group are required to develop future visions, and to motivate the organizational members to ensure alignment and achievement of the company's vision.

#### OUR PEOPLE

We ultimately inspire our people and offer a challenging work environment in order to over achieve all clients' expectations. Hence, we ensure people development in every step of the way through a well-organized and planned training programs that up-lifts the learning curve, knowledge and skills of each and every individual.



# CAPACITY & CAPABILITY

Our Company's Capacity & Capability are integral part of the whole organization strategy development process. However, serving over a period of 35 years, SAMAYA Group Co. occupies a leading position in the Kingdom of Saudi Arabia as a turn-key service provider to the Governmental and Private Sector along with the vision 2030.

## OPERATIONAL CAPACITY

We develop unique operational capabilities, based on the strategic management and operations management literature, and differentiate it from the related constructs of resources and operational practices, drawing upon the resource-based-view of SAMAYA Group as our main foundation.

Operational capabilities are particularly challenging to measure, because they emerge gradually and are tacit, embedded, and manifested differently across all SAMAYA's divisions. Based on that, solving this measurement conundrum, SAMAYA's Board of Directors draw upon similar situations experienced in operating organizational culture and dynamic capabilities.







# HUMAN CAPABILITY

SAMAYA's main objective of the Human Capability Development, which consist of +10,000, is to build our organization prosperous and bright future through a vibrant society, a thriving economy and an ambitious nation by providing the best in-class-services throughout team of experts.

# DEVELOPMENT PROGRAM

SAMAYA's Human Development program, consists of three core pillars:

- >> Develop a resilient and strong educational base for everyone
- >> Preparing for the future demand in the market
- >> Provide long-term learning opportunities for all employees







# FACILITY MANAGEMENT

ADHERE TO THE HIGHEST GLOBAL STANDARDS



# INTEGRATED FACILITY MANAGEMENT

Serving across several industries, we commit to the provision of the highest global standards and quality of services through our team of 15,000+ professionals including the world's leading experts in the field of Construction & Contracting, Facility Management/Operation & Maintenance, Security Guard Services, Real Estate Development, Creative Marketing, Communication and Event Management.

We are committed to provide distinctive services through creative individuals & expertise to successfully combine the knowledge and requirements of the market with attention to details which leave our clients to concentrate on their core business with peace of mind.

At SAMAYA Group the Integrated Facility Management Division manage the unification of all facility management contracts and internal strategies under one system and management team. The consolidation simplifies day-to-day operational management and creates better oversight, communication, and efficiency.

Our main goal in our Facility Management Division is to increase the productivity and safety levels of assets and facilities. To achieve this, we start by optimizing the entire maintenance cycle and gaining greater control of all processes through a full Integrated Facility Management set in place.



## **Facility Management Hard & Soft Services**



Pest Control and Sterilization



Fire Alarm and Fire Fighting Systems



Mechanical, Electrical, Electronic systems & Plumbing



Asset and System Maintenance



Security Guards Services



Cleaning & Housekeeping



Landscaping and Irrigation System

SAMAYA Group IFM Division, applies International Standards for all the Services (SFG 20, BICS, and NFP). Also utilizing the latest technologies to support our IFM Services through:

- >> CAFM / MAXIMO (Asset Management Systems)
- >> Energy Management
- >> SLA's and KPI's Performance Measurement





and effective solutions that allow our clients to ensure a long life of the assets and discover optimization opportunities throughout the business cycle.

# PREVENTIVE MAINTENANCE

In order to optimize the cost structures of our customers, it is necessary to reduce the number of costly repair actions. Therefore, our specialists analyze data for Preventive and Predictive condition-based maintenance, which enables our team to plan maintenance measures based on time spans and meter readings.

SAMAYA IFM Team of experts ensures the regular and routine maintenance is precisely performed on physical assets to reduce the chances of equipment failure and unplanned machine downtime that can be very costly for maintenance teams and facility managers.

For SAMAYA IFM team to deliver effective preventive maintenance, it is accurately planned and scheduled based on real-time data insights, often using software like a CMMS.

# CORRECTIVE MAINTENANCE

We establish efficient systems for the maintenance & management of our client's facilities & equipment. We provide adequate response towards resolving unscheduled issues that arises.

Corrective maintenance orders are typically initiated when an additional problem is discovered during a separate work order. If our team of experts spots an issue during an emergency repair, as part of a routine inspection or in the process of conducting preventive maintenance, that issue can turn into a corrective maintenance order. That corrective maintenance task is then planned and scheduled for a future time. During the execution of corrective maintenance work, the asset is repaired, restored, or replaced as needed.

Our on-call team in each and every project support all team members within all projects for any emergency call to shorten the time of the failure and ensure that the asset is fully functional again.



#### **CENTRAL REGION**

#### PROJECTS IN FACILITY MANAGEMENT SECTOR

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Maintenance and cleanliness of the buildings of the Directorate and the Training Institute in Riyadh and the Special Force of the Border Guard

Maintenance and cleanliness of the University Administration, College of Science and Human Studies, College of Dentistry and Community College, Al-Kharj University

Cleaning and pest control for the main building in Riyadh and branch buildings in the Eastern and Western region and its affiliated outlets, laboratories, project facilities, housing experts and printing presses

Maintenance and cleanliness of the building of the General Authority for Survey

Maintenance, hygiene and non-medical operation of the hospital times

Operation and maintenance of Al Amal Mental Health Center and Social Brotherhood Center in Riyadh

The cleanliness of the Prince Navef Center for Dialysis at the Security Forces Hospital

Providing cleaning services to the Faculty of Medicine and King Khalid University Hospital

Cleaning and pest control for the main building in Riyadh and branches

Maintenance, operation and cleaning of Al Qaseem Industrial City

#### CLIENT

Ministry of Interior

Ministry of education

SASO

General Authority of Surveying

Ministry of Health

Ministry of Health

Ministry of Interior

Ministry of Education

SASO

**Industrial Cities Authority** 

## **WESTERN REGION**

# PROJECTS IN FACILITY MANAGEMENT SECTOR

PROJECT NAME	CLIENT
Operation and maintenance of King Faisal Hospital in Taif	Ministry of Health
Operation and maintenance of Thoracic Hospital in Taif	Ministry of Health
Operation and maintenance of mental health hospital in Taif	Ministry of Health
Maintenance and cleaning at Yanbu commercial port	Yanbu Port
Maintenance and cleanliness of the facilities of the university college in Yanbu	Royal Commission in Jubail and Yanbu
Maintenance and non-medical operation and medical maintenance of the new mental health hospital in Medina	Ministry of Health
Operation and maintenance of Ohod hospital in Medina	Ministry of Health
Operation and maintenance of Khyber Hospital in Medina	Ministry of Health

# NORTHERN REGION

# PROJECTS IN FACILITY MANAGEMENT SECTOR

PROJECT NAME	CLIENT
Operation and maintenance of Hail Hospital	Ministry of Health
Operation and maintenance of 50 health centers in Hail	Ministry of Health
Maintenance and cleanliness of Prince Abdulrahman AI - Sudairy Hospital	Ministry of Health
Operation and maintenance of Prince Mateeb bin Abdul Aziz Hospital in Al Jouf	Ministry of Health
Maintenance and cleanliness of the mental health hospital	Ministry of Health
Operation and maintenance of the government complex in Hail	Ministry of Health
Operation and maintenance of the government complex in Hail	Ministry of Health
Operation and maintenance of Khyber Hospital in Medina	Ministry of Finance

# **SOUTHERN REGION**

# PROJECTS IN FACILITY MANAGEMENT SECTOR

PROJECT NAME	CLIENT
Providing cooked food at Shuroura Military Hospital	Ministry of Defense
Maintenance, cleaning and medical maintenance of the General Hospital in Jizan	Ministry of Health
Maintenance, cleaning and medical maintenance of Abu Arish General Hospital in Jizan	Ministry of Health
Maintenance and cleanliness of Al Darb Hospital	Ministry of Health
Maintenance and cleanliness of Al Sadria Hospital in Jizan	Ministry of Health
Maintenance and operation Khamis Mushait Hospital	Ministry of Health
Maintenance and operation Abha Hospital	Ministry of Health
Maintenance and operation of Mahail Hospital	Ministry of Health

# CONSTRUCTION & CONTRACTING

WORKING FOR A BETTER TOMORROW...

CLASSIFIED AS A

1ST CLASS SERVICE PROVIDER

# ARCHITECTURE & DESIGN

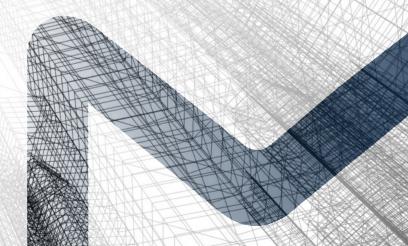
We design all forms of buildings and public spaces that meet the needs of communities and cities. Our architectural and design teams are experts in designing parks, housing developments, business centers, hospitals, hotels, and plazas to create a sustainable society, connect communities, and protect nature.

Health and comfortable environment for people is a main objective in all our designs. We ensure that all types of utilities are developed and designed to be maintained easily, save energy through the implementation of new smart technical systems such as lighting, heating, air conditioning, and entertainment.

Our team of architects, engineers and consultants work together on all projects to create transformative urban and rural environments.

# GENERAL CONTRACTING

SAMAYA Group provides a custom-made general contracting services that provide the resources, know-how and management required to successfully complete our clients' construction projects. We owe this to our reputation and team of experts who have successfully built outstanding performance with our subcontractors and associates. Together, we work attentively to grow the collaboration and respect necessary to achieve our primary goal: exceeding our clients' expectations through excellence in execution.



# COMMERCIAL & RESIDENTIAL CONSTRUCTION

At SAMAYA Construction Division, every construction project is unique and customized based on the client needs, insights and inputs. SAMAYA's Construction Division experts have the ultimate knowledge and skills to solve project challenges ranging from preliminary building structure designs to HVAC, MEP, control systems, fire protection plans and various acoustical solutions.

#### **Pre-Construction Phase**

# This initial phase of the project serves to lay out the project's entire scope and schedule for the construction team and the client. The pre-construction phase at SAMAYA' Construction Division gives the construction team a clear outline to follow during the job and educate the owner/client on what they will need to do to make their project functional and expect it to cost. This process helps the client better understand the project before even commit to any work being done.

#### **Construction Phase**

This is the project execution phase where all the planning will pay off. Before any construction begins, SAMAYA's project manager, design, and engineering teams have already put a lot of effort to make a project successful. During the construction phase, SAMAYA project management ensures that the center stage belongs to the contractor and subcontractors only.

SAMAYA Construction Division being the hub of communications for the project, the construction manager and contractor will transition the project into actual construction. The architect, engineers, and project manager perform quality control inspections, respond to Requests for Information (RFIs), and review and approve technical submittals. The priority is to ensure that the project is delivered by the contractor as designed.

#### **Post-Construction Phase**

Here comes the project closure phase. It is the last step in the long process of designing and completing a construction project. Project close-out involves more than just completion of the punch list. SAMAYA Group Construction and Contracting Division ensure that the resources required for the project are demobilized, the worksite is cleaned up, and subcontractors that have completed their jobs move onto other projects, if required. From the project management perspective, SAMAYA Construction Management Team carry out a post-project review which could help detect any tasks that weren't completed, analyze any challenges and put together a list of informative insights for the future.

# CONSTRUCTION & CONTRACTING

Projects and Achievements



King Abdul Aziz University Infrastructure - Jeddah



PROJECT NAME	LOCATION
Ministry of Defense' Research & Development Center	Riyadh
Technical Institute for the Ministry of Education	Al Wajh Governorate
C-Walk	Jeddah
Al Ghadir Cultural Park	Riyadh

Saudi Airlines Project - Princess Norah University - Riyadh



PROJECT NAME	LOCATION
General Directorate of Narcotics Control Building	Riyadh
Strategic Missile Base School	Al Hariq
Mosque & Public Park for the Royal Saudi Naval Forces	Al Kharj Rd



At SAMAYA Group, we provide well trained and highly skilled Security Guards and Security Services.

Security guard services provide and perform entrance and exit screening, personal and property security, emergency rescue and emergency management services, security patrols, system monitoring and K9.

### **Manned Guarding**

The duties and responsibilities of security guards vary depending on the site and nature of business, but in general, SAMAYA's security guards perform the following security activities:

- >> Protect and enforce the rules and regulations at the site.
- >> Monitor the security systems including alarm and CCTV.
- >> Controlling the access of employees, visitors, and vendors.
- >> Inspect the Area to find safety and security hazards.
- >> Write the security report about the incident or their observation while on duty.
- >> Take the statement from the witness for later court testimonies.
- >> Detain violators.

Due SAMAYA's rigorous hiring process, which includes personal assessment and testing, our clients can be assured of the vigilance and dedication of our professionally trained security staff.

# **Supply and Apply**

- ➢ Alarm Devices, Fire Sensory & Cameras
- >> Surveillance Cameras
- >> Motion Sensor Alarms
- >> Fire Alarm System
- >> Door Sensor Alarms
- >> Hear Alarms
- >> Infrared Sensors
- >> Glass break Sensors
- >> Intrusion Alarm System







Ministry of Health - Prince Moteb Bin Abdulaziz Skaka

# PROJECT NAME LOCATION Rafha General Hospital Rafha Sho'bat Nasab & Al-Oaygleyah General Hospital Sho'bat Nasab & Al-Oaygleyah Prince Mohammed Bin Nasir Hospital, The Residential City, Jazan The Regional Labratory & Blood Bank Shaqra Hospital Shaqra District - Al Riyadh Treif General Hospital Traif - Northern Region







**INNOVATIVE LIFESTYLE CONCEPTS** 

## **OVERVIEW**

We create innovative lifestyle concepts with customer centric approach by prioritizing people-centered environment. Aiming to lead the industry to better human experiences. Our strategy is to deploy a fully integrated value chain of iconic real-estate developments that has a deep understanding in giving our customers and people a one-of-a-kind experience. We ensure that we meet the highest quality standards every step of the way, while delivering uncompromising, long-term value to our partners, tenants and visitors.

SAMAYA Group Co. build and create real-estate development projects through its iconic entity SAMAYA Real Estate Co.

VENUE MAKERS is a reference in top-class real estate development, addressing the Saudi market and clients from all over the world. We accompany our clients in every phase of the process, building a beneficial and mutual relationship of trust and transparency.

Each property has its own personality and value story, which must be

recognized and transferred. Through a detailed analysis of the real estate assets, the constant updating of the sector scenarios and the evaluation of the best investment opportunities, our advice is above the highest market standards.

In addition to competence, we ensure to build a strong connection with our customers who have always distinguished us. Our clients who have chosen us and continue to do so know that they can count on an unquestionable confidentiality and on an optimal use of their real estate providing unique experience to their relevant audience.

Our main goal in our Facility Management Division is to increase the productivity and safety levels of assets and facilities. To achieve this, we start by optimizing the entire maintenance cycle and gaining greater control of all processes through a full Integrated Facility Management set in place.







# C-Walk - Jeddah

Due to its unique location next to Prince Majed Public park (Al Rabwah – Jeddah), the C-Walk offers a unique combination of extreme fun experiences as well as relaxed and simple activities with friends and family with multiple shopping, dining and entertainment options surrounded by the serene ambience of the public park.

# Al Ghadir Cultural Park - Riyadh

Al Ghadir Park project an exciting open space dining, entertainment and hospitality destination that is set to open in Al-Ghadir district in Riyadh.

The park presence is an interactive and dynamic demonstration of the cultural evolution of Saudi heritage and art which is reflected in the overall design of the park.



# **OVERVIEW**

**SAMAYA Group Co.** offers a unique experience for all guests and visitors at SAMAYA-IN Residence. We managed to characterize it by giving guests a sense of at home modern luxury while maintaining the deep-rooted Saudi luxurious hospitality.

SAMAYA-IN Residence evolved to meet the needs of several segments of our valued guest, as we present a modern resident throughout best price concept with the quality which we are always promise to guarantee to our valued guest. The budget concept becomes nowadays highly required for travelers and whom seeking for break to change the regular live style.

The residents we offer are unique in providing special services with a budget rate and characterized by the modern and Arabian genuine designs.







Samaya in offers luxury and comfort with affordable options to its guests. Located at a strategic location in the middle of riyadh city's active business and shopping hot spot on olaya street. Which makes it one of the most convenient and attractive places to stay.









SAMAYA Marketing & Communication arm is "DIFFERENT Creative Agency". At DIFFERENT we transform your business into 360 degrees of creativity & digital excitement. Our expertise undergoes a wide-range of services tailored to fit the needs of each client.

With the spirit of enthusiasm, passion and innovation, our talented creative team are always thrilled and ready to enable your brand to lead the way...

# **Our Services**

### **Brand Concept Development**

Combining Strategy and Creativity to Build Brands that live in the hand, heart and mind – Giving Brands their relevance to harness the power of creativity that are built to resonate and deliver growth.

#### We Provide:

- >>> Brand Identity
- >>> Brand positioning
- >>> Brand Experience
- >>> Brand Activation & Communication.

## **Social Media Strategy & Management**

Accelerate your brand scale and reach, adapt to change, step into the new era of bringing awareness leading to advocacy and loyalty in a fast pace through our comprehensive, data-driven social media marketing experts.

#### We Provide:

- >> Social Media Strategy & Management
- ➤ Digital Marketing & Communication
- >> Content Creation & Copywriting
- >> Animation & Infographic video production
- >> Influencer Marketing & Brand Endorsements

### **Website Development**

We work closely with our clients and blend into their industry and organization objectives to define, design & develop transformative user experience across all platforms and brand's touch points funneling target audience to a master piece Website reflecting full spectrum of products and services.

- >> Site map and structure
- >> UX/UI wire framing & Design
- >> Interactive and engaging platform
- >> Website enhancement
- >> SEO & SEM

#### Film Production & Video Editing

- >> Corporate
- >> Commercial Ad
- >> Conference

- >> Documentary
- >> Real Estate
- >> Exhibitions

- >> Educational
- >> Social Media
- >> Sports

>> Event

>> Concert

## **Advertising & Media Services**

Advertise & promote your content & build long-lasting connections with target audience across all on-line & off-line platforms. Extend your reach to a larger audience beyond your followers. Measure and drive results that matter to your business in one centralized dashboard through DIFFERNET Creative Agency.

- Media Channel Mix (newspapers, magazines, websites, Digital Platforms, TVC and radio stations, outdoor placement)
- >> Media Plan Development
- >> Campaign Strategy Development (ATL, BTL, TTL)
- ≫ 360 degrees Market insights & Research
- >> Media Buying Services

## **Event Activation & Management**

Full turnkey process that covers every part of your event marketing process from start to finish. It begins with understanding your brand and target audience, designing your displays, gathering leads at the event, staffing your booths and so much more.

Classification Field	Class
Maintenance of Medical centers	First
Buildings	First
City cleanness and wastes disposal	First
Maintenance and operating of Mechanical works	First
Maintenance and operating of Electronic works	First
Roads	First
Water works and sewage	First
Maintenance and operating of Electrical works	First
Maintenance of gardens and parks	First





# **CERTIFICATES**



ISO 9001:2015

**Quality Management System** 



ISO 55001:2014

**Asset Management Systems** 



ISO 45001:2018

Occupational Health & Safety Management System



ISO 22000:2005

Food Safety Management System



ISO 14001:2015

**Environmental Management Systems** 



OHSAS 18001:2007

Occupational Health & Safety Management

# **OUR PARTNERS**









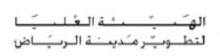






















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