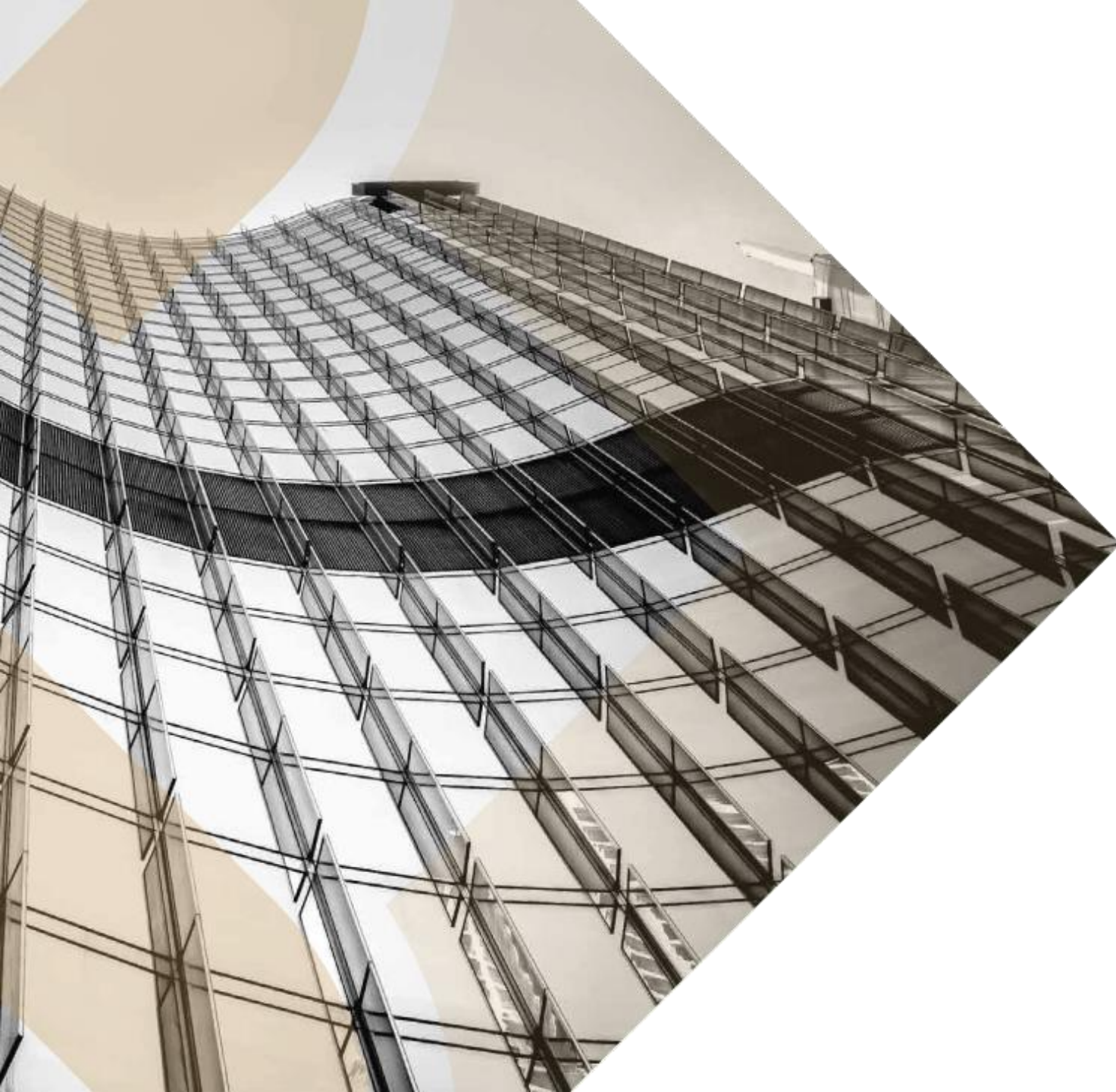




COMPANY PROFILE



WELCOME

We at SIAD Holding pride ourselves on the ability to coincide with the main themes of Saudi Vision 2030.

We help to build a vibrant society seen as our main purpose is to invest and develop within the industries of Hajj and Umrah, hospitality and tourism. We help the economy thrive by increasingly employing Saudi nationals, both male and female, and by investing in the private sector; we continuously seek new opportunities, investments and diversification in the field. By regularly assessing our Corporate Social Responsibility, we do our part to help build an ambitious nation. As the world evolves, grows and comes closer together, The challenges and responsibilities evolve with it. In 2016, Saudi Vision 2030 was announced with a plan to reduce dependence on oil, to diversify the economy, and to develop public service sectors, infrastructure, recreation and tourism. Some of its goals are to reinforce economic and investment activities, and to increase non-oil industry trade between countries.

Three main themes form a blueprint for diversification and improved competitiveness:



A vibrant society: with a focus on urbanism, culture and entertainment, sports, Umrah, UNESCO heritage sites, and increased life expectancy.



A thriving economy: with a focus on employment, encouraging females in the workplace, becoming internationally competitive, Public Investment Fund, Foreign direct investment, private sector, increasing non-oil exports..



An ambitious nation: with a focus on finding non-oil revenues, improving government and e-government effectiveness, increasing household savings and income, and encouraging more volunteering and non-profits.



About us

SIAD Holding is a private family company based in Saudi Arabia, which invests in services and development.

SIAD is an abbreviation for 'Services Investment And Development'. The name is also from the root Arabic word 'Siyadah' which means power and glory.

At SIAD holding we invest in the industries of Hajj & Umrah, Hospitality, Catering, Travel, Transportation, and Tourism as an extension of our deep-rooted history which started in 1957 with sheikh Abdulaziz Khoeger planting the first seeds of this establishment.

Our Story

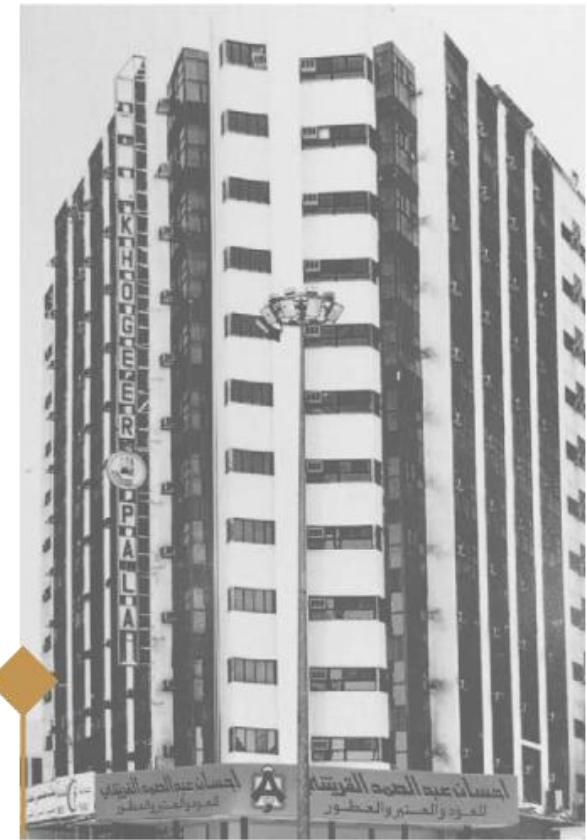
Our story begins with sheikh Abdulaziz Khogeer; An ambitious young man who was born in Makkah and lived his childhood surrounded by the guests of Allah, who come from far away lands to perform Hajj and Umrah.

From a young age, Abdulaziz helped pilgrims perform Umrah around the Kabaa then Safa and Marwa reciting to them all the prayers off-by-heart. He rapidly established a name for himself and become one of the most recognizable Hajj and Umrah guides known to pilgrims. Over 63 years ago, Abdulaziz greeted his first group of Indians from South Africa. Sheikh Abdulaziz Khogeer was a self-made entrepreneur and a pioneer in the industry.

He started his hajj and umrah business and quickly recognized a positioning gap in the market and he developed his business model by being the first to offer full packages that included trips between Makkah and Madinah with accommodation, catering and transportation. He went on to establish Abdulaziz Khogeer Hotels”, which later evolved and expanded to “Alhussam Group” with the help of four of his sons: Nabil, Khalid, Mohammad and Mazen.

During their management, Alhussam expanded its local and overseas network of travel agents. Furthermore, they invested into developing various key subsidiary brands, including Fast Aviation for travel and tourism, Alhussam Umrah, Alhussam Catering, ZAER for transportation, and Edara for hotel management. High investment also went into hotels including Saja Almadina and Anwar Almadina Mövenpick.

As part of their continuous development initiatives, in 2019 SIAD Holding was established as the entity responsible for linking all the various companies and reducing risks. Having all companies under one roof. Today, the company is managed by Eng. Mohannad Khogeer, who continues to grow the legacy of his late grandfather – peace be upon him.



Our Philosophy



Our Vision:

To be pioneers of investment and development in Hajj and Umrah, hospitality and tourism, as an extension of our deep-rooted history and experience.



Our Mission:

We work to find effective solutions in a professional working environment to invest in Hajj, Umrah, Hospitality and Tourism in order to achieve growth and sustainable returns for our shareholders.



Our Values:

1-Team spirit:

This is the key to our success. It keeps the spirit of enthusiasm high and ensures continuity even when our work is tough. Contribution is a human need, and a requirement for self-fulfillment.

2-Creativity:

The most successful companies are ones that work at the highest levels of creativity. It is what makes companies competitive and increases ambition, individual and group performance, as well as elevating the entire sector.

3-Credibility and Commitment:

These are the first step to achieve social and personal progress. They are the basis of success.

Our strategic goals:

We have a set of strategic goals to insure we are pioneers of investment and development in Hajj and Umrah, hospitality and tourism.



Growth and Profitability:

To build our company's assets by working on growing our investments.



Relationships:

To build a network of distinguished local and international.



Investment:

We work on attracting attractive investments and investors.



Solutions:

In relation with business performance, we find solutions to improve and develop.



System Development:

We develop systems to improve and optimize financial, administrative and governmental business functions.



Human Resources:

To train and develop our employees and working family members. To attract and motivate real talent.

Portfolio

Through the years, we have built a strong portfolio of Companies and Brands that span the industries of Hajj & Umrah, Hospitality, Catering, and Travel & Tourism.

Projects & Development



Hospitality



Travel & Tourism



Transportation



Catering



Hajj & Umrah





Our country is honored to be the caretaker of the two holy mosques and thus we are blessed to be able to serve the Guests of Allah. We take the responsibility of making their sacred trip as comfortable and as easy as possible. From helping them issue a Visa, to ground handling in the form of Meet & Greet, accommodation, transportation, catering and more, we serve the guests of Allah in the Holy lands, and our agents internationally.

Hajj And Umrah



est. 2000 **AlHussam Umrah**

est. 2019 **Easy Umrah**

For over 62 years, Alhussam has been helping pilgrims through their most spiritually inspiring journey to the Holy Land. It provides complete services, from Visa issuing to attaining flight tickets, hotel bookings, and meeting & greeting at the airport.

EasyUmrah is a powerful Online Travel agency (OTA) and Destination Management Company (DMC) company that simplifies the Umrah booking process for all customers and suppliers. The EasyUmrah website can be used to book flights, hotels, and even plan tours to historical sites for example, all in one session.



Catering

When it comes to food, we offer a wide range of products and services to suit your needs and requirements. From Outside catering, to retail, packed meals and more. We strive to be innovative in everything we offer. When we first established our catering division, we aimed to serve the growing needs of thousands of pilgrims (Hajj & Umrah) from all over the world every year. Now we continue evolving and expanding to satisfy the needs of our increasing client base throughout the year.



est. 20
19

AlHussam Food Service
(HFS)



الحسام للتغذية
Al Hussam Catering

est. 13
Alhussam Catering

Specialized in catering for the Hajj and Umrah industry, Alhussam Catering knows the ins-and-outs of serving the guests of Allah in the Holy sites and in Hotels and buildings. They provide an array of services that ranges from 5-star buffets to pre-packed meals, and offer cuisines that cater for various nationalities.

Transportation



The initial decision to invest in the transportation industry was to meet the requirement of all pilgrims to travel to and from their place of residence, the holy sites and other locations. Since then we have grown and developed to serve the corporate sector as well.



est. 2012 Za'er

Za'er is a premier "Personalized Transportation Service Provider" for Hajj, Umrah and the corporate sector. It provides a uniquely customised travel experience for its esteemed clients. Za'er has a carefully selected fleet optimized to accommodate groups and individuals – from basic to VIP. The chauffeurs at Za'er are well trained, well prepared and can speak multi-languages all while having great knowledge.

Travel & Tourism

Investing in the industry of Travel and Tourism was a logical step that came naturally – after all, pilgrims required the issuing of air flight tickets and were highly interested to discover the beauty of Saudi Arabia. Our investment in Tourism also comes in line with the Saudi Vision 2030 to diversify revenue streams..



Fast Bookings
Travel & Tourism



est. **1996** **FAST Bookings**

Fast Bookings is one of the earliest companies established in the group. It is a travel and tourism company that deals in hotel room bookings, the issuing of air flight tickets and transportation. It provides special rates for group bookings as well as all travel requirements including meet and assist... etc.

est. **2019** **SEERO**

Seero is a domestic tourism company based in Saudi Arabia that offers a variety of experiences and allows its visitors to discover and live the true hidden beauty of the country as well as its unique history. Seero aims to provide its clients with a complete seamless experience. To align with the country's plans to grow and enrich this domestic tourism sector, Seero is expected to take big leaps in the future to incorporate many new destinations and activities that really enable their visitors to encounter the rich culture of Saudi Arabia.'

est. **2021** **StayKSA**

StayKSA was developed with a vision to be the go-to (and most considered) website platform for group and individual accommodation bookings in Saudi Arabia. Offering great places to stay – from 5* hotels and bespoke properties to homey apartments and traditional tents.

Over the years we have gathered experience from some of the most talented and professional experts in management and project development. This experience is offered to clients and other businesses in the form of the best and highest quality service.

Projects & Development



est. 2020 **SAJA Hospitality Solutions**

SAJA Hospitality Solutions (SHS) is a consulting company best described as reliable, transparent and efficient. SHS provides creative hospitality solutions which are bespoke to their clients which are suited to their needs and requirements. SHS exists to offer 'peace of mind' for their clients. SHS represents their clients and supports them by carrying their burdens and reducing the risks associated with their client's project.

SHS offers services and solutions for the following: brainstorming and creative solutions, technical services management (Market and feasibility studies, Architects, Designers, etc...) Auditing, Full Project Management, Tender Management, Procurement, Feasibility Studies, Value engineering, Technical Support, Managing and Operating Hotels, SOPs, and Maintenance Solutions.



Hospitality Hospitality

With our own Hotel Management Company brand and over 60 years of experience which started out as "Abdulziz Khogeer Hotels", we have the operational know-how to run any hotel establishment – from 3 stars to 5 stars.



EDARA MANAGEMENT

شركة إدارة لإدارة و تشغيل الفنادق

est. 2003
Edara Company

Edara is a property management company that specializes in the management of hotels and their facilities. It is currently managing the operations for running Anwar Almadinah Movenpick hotel and Anwar Aalmadinah mall.

MÖVENPICK
ANWAR AL-MADINAH

est. 2003
Anwar Al-Madinah

A 5-star hotel located in the heart of Almadinah , Almunawarah and a few steps away from the prophet's Mosque. It is the largest hotel in the area and offers panoramic views of al Masjid Al-Nabawi. The hotel offers extensive facilities for families, individual travelers and leisure groups from an array of different restaurants and cafés offering diverse local and international cuisines to an adjoining mall boasting a variety of retail outlets providing hours of shopping pleasure.



S A J A
HOTELS & RESORTS



Saja is a modern, Saudi hotel management company that is passionate about providing 'comfort in every visit'. It believes in the importance of delivering premium quality services and unparalleled hospitality while being cost efficient for our guests.

est. 2016 Saja



سجا المدينة
SAJA AL MADINAH
HOTEL

One of the finest four-star hotels in AlMadinah AlMunawarah. Just a few steps away from the Prophet's Mosque, it is located in the northern side of the central area in Madinah. It has a unique spirit of classic Saudi hospitality and a luxurious yet economical service that provides its visitors with the most peaceful and comfortable stay possible, in an authentically Islamic inspired architectural setting.

est. 2017 Saja Almadinah



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