



Saudi Cement Company's Internal News Bulletin
Volume - IV, 1st Edition 2013

SCC Newsletter

Stronger than ever

Read Inside:



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Mohammed A. Al-Garni
BM & Chief Executive Officer

MESSAGE FROM THE BM & CEO

The considerable achievement of Saudi Cement Company would not have come about without the blessing of his Almighty ALLAH and the sincere efforts delivered by our dedicated staff. Performing in a challenging and competitive industry is indeed a commendable task. It also worth mentioning that such competition extends gradually on a local and regional manner. For this, I am more than pleased to address all of you through this message, to recognize those who performed to the best of their abilities, expertise and knowledge in order to achieve

this giant landmark. We are proud to mention that your faithful work and worthy efforts have notably contributed to achieving our best ever results, based on the highest industry standards.

Furthermore, I wish to congratulate you for keeping up the spirit of teamwork and your cooperation in working long hours in order to accomplish your tasks. Our Company has been and still is one of the leading cement manufacturing plants in the region, with a remarkable track record in development and quality strategies. As such, I am more than pleased to honor, thank and show our gratefulness to all of you.



NEWSLETTER COMMITTEE COMMENDED BY BM&CEO

After successful accomplishment of 3 continuous years of E-Newsletter publications, the BM&CEO, Mr. Mohammed Al-Garni led the celebration of our E-Newsletter's 3rd Anniversary in the Head Office along with the entire editorial team and SCC management during the month of November 2012.

In a special ceremony, all the committee members were commended and thanked by the BM&CEO for their successful and dedicated efforts in publishing the E-Newsletters on time for the past 3 years and rewarded them with plaques of appreciation and gift vouchers.

A total of 12 issues were published since its inception on 15/2/2010 with 88 pages and over 200 news and articles. BSA/TDA/FNM/HRM/RKM and ODA all appreciated the efforts of the committee members in publishing the Newsletters on time and covering the events around the Company. The Editor-in-Chief Mr. Khalifah Al-Dakhil thanked all for the participation and contributions of various employees from different locations in SCC.

Further information from:
PR Correspondent – Public Relations



OUR PORTRAIT

Name: Mr. Ahmed Mohammed Al-Qahtani.

Title: Controller - Personnel.

Qualification: Bachelor Degree in Project Management from King Faisal University, Al-Ahsa in the year 1996.

Career: He started his career in the year 1996, immediately after obtaining a Bachelor Degree, with OSHCO (Olayan Saudi Holding Company) as Personnel Processor. He worked for them for 9 years and left that company with the

position of Personnel Group Supervisor. After leaving OSHCO, immediately he joined the Chamber Of Commerce-Eastern Reign as a Personnel Division Head, and worked with them for more than 3 years. Seeking for a better future, he left the Chamber Of Commerce and joined SCC in the year 2008 as a Personnel Officer in Dammam, Head Office. Within a very short time, he started performing the duties and responsibilities of Personnel Controller including being fully responsible for dealing in both in-house and outside medical clinics, Time Attendance and Medical Insurance.

Hobbies: Reading articles on general knowledge and developing skills, physical fitness and being a health enthusiast like walking and exercising , and watching sports events.

Opinion: E-Newsletter is giving a lot of information to employees about the Company's activities and its people. I am always looking forward to reading the E-Newsletter, as and when it is released, since I find it informative and interesting. However, it has to be circulated as hard copies to all SCC employees as a Company magazine and it should be available for all employees and placed for Company's guests. Moreover, in every edition of E-Newsletter, one or two employees shall be featured and interviewed for morale boost-up. Last but not the least, my hearty congratulations to the Newsletter team for making such a nice magazine.



SCC ORGANIZED IN-HOUSE MEDICAL CONFERENCE

In coordination with Al-Jafer hospital in Al-Hasa, SCC organized an in-house medical conference entitled "We are all Medics" in Hofuf Plant. A team from Al-Jafer hospital in Al-Hasa visited Hofuf Plant and jointly organized this event which aims to educate community members on First Aid services.

The hospital delegation was headed by Mr. Abdurrahman Al-Dahilan, Director of Al Jafer Hospital. The program was organized in order to create an awareness campaign on how to deal with some emergency cases in domestic and public life, which may help the suffering patients. At the end of the program, First Aid bags, booklets and gifts were distributed to the participants. This program comes within SCC's social service programs, in collaboration with other government sectors.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



SCC CEMENT SALES INCREASE

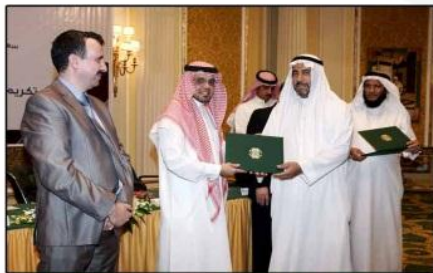
Saudi Cement Company (SCC) has increased its cement sales due to the growth in demand for cement in the local market. The total cement sales reported during Jan-Nov., 2012 was 7,907,674 tons compared to 6,565,478 tons during the same period of previous year 2011 i.e. an increase of 1,342,196 tons equivalent to 20.44%. The local sales were at 7,506,684 tons , an increase of

23.82% compared to the same period of the previous year. Further, SCC achieved the largest local market share of 15.78% out of 14 local cement companies during Jan-Nov., 2012.

The consumption of cement in Saudi Arabia has increased during Jan-Nov. 2012 , as it reached to 47.58 million tons compared to 42.52 million tons during the same period of the previous year i.e. an increase of 5.06 million tons, equivalent to 11.90%. The total clinker production of all local cement companies during Jan-Nov., 2012 was approximately 44.04 million tons compared to 39.25 million tons during the same period of last year i.e. an increase of 4.79 million tons, equivalent to 12.20%.

Further information from:

Hussain Abu Taki – Sales Manager



SCC HONORED LONG SERVICE EMPLOYEES

Under the patronage of our BM&CEO, a Service Award function to honor the long service eligible employees who have completed 20, 25, 30, and 35 years of service during the year 2012 was held at Hotel Le Meridien in Al-Khobar on the evening of Monday, 10th of December 2012.



The event started with a welcoming session by the service award committee followed by a motivational speech from HRM (A) Mr. Khalifah Al-Dakhil. Later, Mr. Saeed Hajer, who served the Company for 30 years, shared his experience with SCC culture and its management. This was followed by a speech from our BM&CEO, who thanked the awardees for their long and dedicated services and applauded their contributions to raise the Company to

this height. He further encouraged them to continue with the same spirit and wished them and their families all the success.

Later, the BM&CEO along with BSA, OMM, and HRM (A) distributed certificates to 53 eligible employees of 2012. A special lucky draw quiz contest was also held which was won by 4 luck winners via ballot box system. The awarding ceremony was followed by a special dinner in honor of the awardees and the management of SCC. The BM&CEO thanked the organizing committee for their good efforts in making this yearly event a success.

Further information from:

PR Correspondent – Public Relations



IKN GmbH DELEGATES VISITED SCC

Our BM & CEO along with SCC management team members OMM, PLMM, ODA and RKM met with IKN GmbH Managing Director Mr. Klaas Windmoeller and their local representative Mr. Bashar Sweidan, Sales & Marketing Manager of Sweidan Industrial Services. The meeting took place at the SCC Head Office on November 26, 2012 to discuss close cooperation of

IKN with SCC to support a sustainable improvement in the efficiency and productivity of IKN coolers for lines 7 & 8 at our Hofuf Plant.

Further information from:

Mir Kazim Ali – Operational Development Advisor



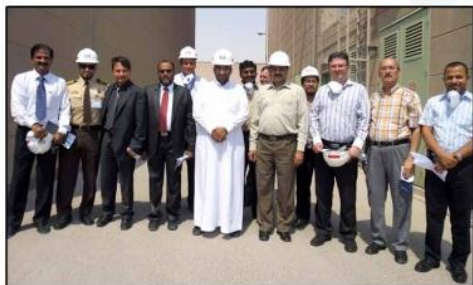
LOESCHE GmbH DELEGATES VISITED SCC

Our BM & CEO with SCC team members OMM, PLMM, ODA and RKM met with Loesche GmbH Managing Partner Dr. Thomas Loesche, Loesche Middle East FZE's Senior Sales Manager Mr. Saad Abu Hantach and their local representative Mr. Bashar Sweidan, Sales & Marketing Manager of Sweidan Industrial Services. The meeting took place at the SCC Head Office

on November 28, 2012 to provide information to SCC regarding grinding cement with Vertical Roller Mills.

Further information from:

Mir Kazim Ali – Operational Development Advisor



SAUDI ARAMCO DELEGATES VISITED SCC

As part of social responsibility programs adopted by Saudi Cement Company, a 9- member delegation from Saudi Aramco headed by Engineer Sami Al-Ghanam visited SCC plant site at Hofuf on 29th December 2012. They were welcomed by Mr. Abdullah Al-Moosa, Controller, Communications & Office Services at Hofuf Plant. The delegation toured the Plant, visited

old power plant and finally CCR where they met with SCC personnel in charge and all their queries were answered. The head of delegation expressed his thanks & appreciation to SCC Staff for their warm welcome, cooperation and hospitality.

Further information from:

Abdullah Al-Moosa – Controller – Relations & Office Services, Hofuf



KING FAISAL UNIVERSITY STUDENTS VISITED SCC

As part of SCC's Corporate Social Responsibility Program a group of 34 students from King Faisal University visited SCC's Hofuf Plant on 5th December 2012. They were accompanied by their supervisor Eng. Mohammed Jafar Nabaat. They were received by Mr. Abdullah Al-Mousa, Controller, communications & Office Services. They toured the Plant's production's stages ,

passing through the control room and quality laboratory. The visit was concluded by distributing gifts and snacks to all students and their supervisor, who expressed their thanks and appreciation. Mr. Al-Mousa said that this visit comes within many programs carried out by Saudi Cement Company for serving the community, in collaboration with other government and private sectors in Al-Hasa under the directives of the Board of Directors and executive management.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



KFUPM STUDENTS VISITED SCC

OA group of 26 students from King Fahd University of Petroleum and Minerals visited SCC's Hofuf plant on 18th December 2012. The group with their supervisor Dr. Adel Al-Dulijan was received by Mr. Abdullah Al-Mousa, Controller, Communications & Office Services. The program included tour to the Plant departments to explain our production stages, passing through the control room

and quality laboratory. The program was ended by distributing gifts and snacks to all students and their supervisor who expressed their happiness on what they have seen, which helped a lot in linking theories to the actual industrial practices. They thanked SCC management for their kind hospitality.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



SAAD BIN ABI WAQAS SCHOOL VISITED SCC

As part of orientation to elementary level students, a group of 35 students along with their teacher from SAAD Bin Abi Waqas School in Al-Hasa visited SCC's Hofuf Plant on 28th November 2012. The students headed by their teacher Mr. Farid Al Jameaa were welcomed by Mr. Abdullah Al Mousa, Controller, Communications & Office Services along with Mr. Adel Al

Mazroa, Representative of Relations Division. They were taken to specific locations in the Plant to get familiarized with industrial environment. The students were happy and pleased, and the school management thanked the efforts of SCC management for making their trip successful. At the end of the tour, gifts were distributed to the students. SCC is committed to the development of society and contribution to events that benefit the sons of dear homeland.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



CONDOLENCE VISIT BY SCC DELEGATES TO AINDAR VILLAGE

A delegation from Saudi Cement Company visited the village of Aindar to convey their condolences to the families of the victims of the tragic incident when fire started during a wedding celebration on Tuesday 14/12/1433H. Our BM&CEO conveyed the Company's condolences to people of Aindar for this national tragedy, asking Allah Al-Mighty to let the victims' souls rest in

peace and wished for a speedy recovery for the casualties. From his part, the Head of Aindar Center Sheikh Fahad Bin Abdullah Bin Boath praised the SCC delegation's visit, and emphasized on our people's unity during such tragic incidents.

Further information from:
PR Correspondent – Public Relations



GOODWILL VISIT TO SCC HOSPITALIZED EMPLOYEES

During the month of November 2012 two long serving General Services employees in the Head Office, Mr. Abdul Aleem, Maintenance Supervisor and Mr. Hamoud, Driver respectively, were admitted to hospitals for medical treatments.

As part of SCC's culture, a delegation from RSSD visited the hospitals respectively and inquired about the health and condition of the valued staff, and conveyed best wishes from the BM&CEO for them and their families. The families appreciated SCC's efforts for taking good care of their staff and thanked the Company and management.

Further information from:
PR Correspondent – Public Relations



FAREWELL TO HASAN AL-BAZ & GHASSAN ABDUL HALEEM

On 30th December 2012, a farewell gathering was held at the Head Office for two retiring employees Mr. Hasan Al-Baz & Mr. Ghassan Abdul Haleem respectively, who have served the Company for 35 years.

The BM&CEO patronized the event and highlighted the efforts exerted by Mr. Al-Baz in Finance Dept. and Mr. Ghassan in the HR Dept. He wished both of them and their families all the success and a peaceful retired life. Both gentlemen thanked SCC and its management for their continuous support, and appreciated the care taken by the Company for the past 35 years. Employees from Finance and HR, along with HO management, joined the farewell event and wished both gentlemen all the best.

Further information from:
PR Correspondent – Public Relations



SCC SUPPORTED FILIPINO COMMUNITY DAY CELEBRATION

SCC has shown again its continuing support for all their employees. On 7th of December 2012, the company has provided transportation to around 50 Filipino staff from Hofuf and Aindar Plants, which enabled them to attend the 18th Filipino Community Day Celebration 2012, which was held at the Cobra Amusement Park in Dammam.

The said employees were given SCC sports shirts which they wore with pride during the affair. They

enjoyed the day-long fun-filled event by mingling together with fellow Filipinos from all over the Kingdom, enjoying the rides & other amusement park facilities, and watching the TFC(The Filipino Channel)-organized program which featured the live performances of famous Filipino singer Jed Madela and funny singer/host Vhong Navarro. Philippine Embassy officials including H.E. Ambassador Ezzedin Tago and Labor Attache Hon. Adam Musa also graced the occasion. The group afterwards expressed their thanks and appreciation to the Company management for the above mentioned noble and praise-worthy act.

Further information from:

Romeo Galvez – Executive Secretary, BM&CEO's Office



STAFF NEWS

The following senior staff joined SCC at Head Office Dammam:

1. Mr. Ahmed Mahmoud El-Tantawi joined on 20/10/2012 as Legal Advisor in Legal Affairs.
2. Mr. Ahmed Moustafa Darwish joined on 10/11/2012 as Controller, Employees Compensation Division in HRD.
3. Mr. Munther Al Qasas joined on 6/11/2012 in Stockholders Section in Finance Department.

We welcome all of them on board and wish them all the success.

Further, total employees promoted during 2012 (January to November) at Head Office and Hofuf Plant were 126. We wish them all the success in their assignments.

Further information from:

Jamal Zaid – HR Department



BENEFITS & BEST PRACTICES

Employee – Manager Effective Communication:

Managers are leaders. Leaders are charged with making the groups they lead more effective to communicate, act and achieve results. Styles of managers need to be tailored toward the needs of a particular group. Communication strategies may need to be changed.

Managers and Employees are supposed to spend high hours to communicate, act and perform. It is a communication skill with challenges to understand and appreciate communications of what is written or said etc. ... Communication is what you say or write, how you say it, when you say it and who you say it to, which can make a world of difference in how employees or staff members feel and think. Effective communication plays a key role in the business workplace for employees to be more productive and achieve business goals/objectives.

Effective communication matters for employees:

1. Communicating difficult or sensitive changes (Making difficult decisions),
2. Sharing good news (Effective communication matters for clarity, trust and to avoid new versioning of facts and negative impacts on productivity),
3. Influencing behavior (Motivating employees to act, once you understand what motivates employees, it is easier to change their behavior),
4. Announcing significant changes beyond benefits (Establish communication campaigns during a major change; can greatly influence how change is perceived by employees for quick adoption).

Listen to employees & conduct research / studies:

Work floor and Site surveys are important enjoyable exercises which can help in applying business strategies, policies, practices, and operational procedures. Work place culture understanding, design of an employee survey, letting the Company be seriously committed to hearing what employees have to say during working hours while maintaining strict objectivity and confidentiality. This will lead exactly to core issues of the Company and employees' needs.

Measure the success or failures:

To sync with business goals/objectives, everyone should know and understand clearly assigned objectives and tasks related to them with specific measures to achieve, that will need to be tracked and evaluated, with the aim of success in the end. Such questionnaires, surveys, focus groups and face-to-face interviews can all be used to assess if and how well messages are being efficiently received, understood and appreciated.

(To be continued in next issue.....)

Further information from:

Saeed Al-Zahrani – IT Manager

A Public Relations Publication