



Saudi Cement Company's Internal News Bulletin
Volume - IV, 3rd Edition 2013

SCC Newsletter

Stronger than ever

Read Inside:



Editorial Committee:

Editor in Chief:

Khalifah S. Al-Dakheel

Managing Editor:

Ishtiyaque S. Khan

Designer:

Abdullah Basurah

Members:

Mahesh Garg

Mohammed Azmathullah

Syed Attaur Rahman

Fouad Hussain

Jamal Zaid



www.saudicement.com.sa





Mohammed A. Al-Garni
BM & Chief Executive Officer

MESSAGE FROM THE BM & CEO

"Time & Productivity"

I am pleased to know that in line with the Company's motto for 2013, i.e. improvement in "Time & Productivity" has been taken high by all of you. It gives me happiness to note that during the first 3 quarters of this year, we have succeeded in utilizing our time wisely and improved our productivity. I would like to thank all of you who made this possible by facing all the challenges with a team spirit. I am confident that we will continue to overcome all difficulties and challenges to make 2013 a very successful year.

Our team is exerting all efforts to stabilize the operations and overcome the challenges associated with the startup of Kilns 4 & 5 and finalizing our key projects. I encourage all departments to provide adequate support to Operations, so that we can continue to improve efficiency and productivity, and succeed to achieve better results this year.

I am confident that by end of 2013, we will Insha'Allah achieve and exceed targets for 2013, by maintaining emphasis on "Time and Productivity".



SCC HOSTED LOCAL CEMENT COMPANIES MEETING

Saudi Cement Company hosted the regular meeting of the National Cement Companies Committee (NCCC) at the Sheraton Hotel Dammam on Monday, 9th of September 2013, in coordination with Mr. Fahad Al-Saqabei, Executive Director-National Committees in the Council of Saudi Chambers.

Heads of local cement companies who are all members of the above mentioned committee attended the meeting to discuss various important issues of mutual concern.

Our BM&CEO Mr. Mohammed Al-Garni is a key member of the Committee. The meeting was fruitful and all members appreciated SCC's hospitality in honor of them.

Further information from:
PR Correspondent – Public Relations





OUR PORTRAIT

Name: Mr. Khalifah S. Al-Dakheel

Title: Relations & Support Services Manager.

Qualifications: Bachelor of Science in Mathematics from King Fahad University of Petroleum & Minerals (KFUPM) in May 1986. NLP Diploma holder from American Board of Neuro Linguistic Programming & United Trainers in 2003.

Career: He started his career in 1986 with the Ministry of Education in Saudi Arabia, where he held different high level positions, and gained 20 years of rich experience. He joined Saudi Cement Company (SCC) in the year 2006 as the Controller of Recruitment and Payroll. In 2008, he was promoted to the position of Relations & Support Services Manager.

He is an honorary member of various societies in the Kingdom of Saudi Arabia & Bahrain such as: Saudi Environment Society - SENS (since 2006), Arabian Society for Human Resource Management - ASHRAM (since 2005), Saudi Management Association – SMA (since 2004), King Fahad University of Petroleum & Minerals Alumni, and Bahrain Public Relations & Communication Professionals.

He has attended various management training seminars abroad such as: Advance Negotiation Skills, Mastering Negotiation Skills, Understanding Finance to Influence Strategic Decisions, Finance for Non-Financial Managers, The Oxford Financial Excellence Program, Strategic Thinking & Planning, and Enterprise Risk Management.

Hobbies: Reading literatures basically on Finance & Economy.

Opinion: Being the Editor-in-Chief of this E-Newsletter, I would like to thank all our contributors and readers of this publication for their precious support over the past 3 years for its success. Our aim is to communicate the happenings in the Company, highlight interesting topics, and keep everyone updated with all activities internally and externally. Again, I request through this channel to all our readers to come forward and participate in this publication in order to make it more informative and time worthy.



SCC AWARDED BY DRUGS FIGHTING DIRECTORATE

During the month of September 2013, SCC was awarded by the Director of Drugs Fighting Directorate in Al-Hasa region for its participation in the International Drugs Fighting Day held at Al-Hasa. A special plaque of appreciation was awarded to SCC by the Directorate for its continuous support to the society in Al-Hasa region. The management of General Directorate

thanked SCC for its participation in this noble event to fight and educate the young generation of our society, and to develop and raise them in a healthy environment.

Further information from:

Abdullah Al-Moosa – Deputy Manager, Plant Support Services



SCC INCREASES CEMENT SALES

Saudi Cement Company's total cement sales during the first 8 months of year 2013 equaled to 6,129,968 tons. The local sales quantity reported during the first 8 months of 2013 was at 6,013,018 tons compared to 5,534,727 tons during the same period of previous year 2012 i.e. an increase of 478,291 tons equivalent to 8.64%. Further, SCC achieved the largest local market share of 15.9% out of 15 local cement companies during January to August 2013.

Local demand for cement in Saudi Arabia has increased during the first 8 months of 2013, as it reached to about 38 million tons compared to 35.5 million tons during the same period of previous year 2012 i.e. an increase of 1.5 million tons equivalent to 7%. Furthermore, due to import of clinker by local cement companies, the closing stock of clinker as of August 2013 stood at about 8.7 million tons compared to 5.9 million tons during the same period of year 2012 i.e. an increase of 2.8 million tons equivalent to 47%.

Further information from:

Hussain Abu Taki – Sales Manager



SCC HOSTED RAMADAN IFTAAR

During the Holy month of Ramadan 1434 H, SCC hosted a grand Iftaar to its employees and leading customers at Al-Andalus' premises in Dammam. This is a continuous tradition of SCC over the past several years to gather its employees together with its customers during the Holy month, creating an opportunity for informal interactions. Around 200 corporate employees, retired and outgoing personnel of SCC, and several customers attended

this grand event. Relations and Support Services Department representatives welcomed the guests and later the BM&CEO greeted all and thanked the customers for accepting the invitations and attending the event. The customers appreciated SCC's hospitality and thanked the management for their noble gesture. Everyone prayed for the success of SCC in future.

Further information from:

PR Correspondent – Public Relations



AL-OYOUN DELEGATES VISITED HOFUF PLANT

A high level government delegation from Al-Oyoun City, consisted by the City Mayor, Family Development Directorate, Head of Dispute Reconciliation Committee and Director of Al-Oyoun Hospital, paid a formal visit to Hofuf Plant during the month of September 2013. It was a general visit by the delegates to discuss common interests of the Al-Oyoun City and its development. The delegates took a brief tour of the plant and thanked SCC

management for the continuous support towards the community in the region. SCC management also thanked the delegates and assured them its full support to the society.

Further information from:

Abdullah Al-Moosa – Deputy Manager, Plant Support Services



SCC PARTICIPATED IN PALM DATES FESTIVAL IN AL-HASA

SCC participated in a special Palm Dates Festival at the King Abdullah ECO Park in Al-Hasa during the month of September 2013, which was organized by the Regional Secretariat in cooperation with the Drainage and Irrigation Authority and the Chamber of Commerce of Al-Hasa. The opening ceremony of the two week-long festival was inaugurated by His Royal Highness

Prince Saud Bin Nayef Bin Abdulaziz Al-Saud, Governor of the Eastern Province. Many dignitaries and high ranking Govt. officials attended the event. SCC was awarded with a special plaque of appreciation by the Eastern Province Governor which was received by Mr. Abdullah Dulijan, PTM on behalf of our BM&CEO. The organizers thanked and appreciated SCC's efforts for participating in such social events

Further information from:

Abdullah Al-Moosa – Deputy Manager, Plant Support Services



RAMADAN COMPETITION RESULTS ANNOUNCED

Saudi Cement Company has organized the annual Ramadan competition raffle draw held both at SCC Plants and Dammam Head Office simultaneously during the month of August 2013. This competition is being conducted every year for all SCC employees during the Holy month of Ramadan. Number of participants reported this year were 520 from the Plants and 110 from Head Office and Port Terminal Office.

Lucky winners and non-winners who participated in the Company's event were thanked and congratulated. The Company hopes that this event will build camaraderie amongst SCC employees, and establish more rapport among everyone. On behalf of our BM&CEO, RSSD would like to thank all the participants and the committee members for their efforts and participation.

Further information from:

PR Correspondent – Public Relations



DAILY IFTAR AT SCC HOUSING COMPOUND IN DAMMAM

As an Islamic tradition, Communication & Services Division of RSSD has provided special tent with air-conditioners, Iftar, food and cold drinks during the Holy month of Ramadan 1434(H) for all employees residing at the SCC bachelor housing compound in Tobaishi, Dammam. Communications & Services Division managed and supervised this noble task.

A tent was erected at the empty area of the compound which is cooled by three slim air-conditioners. Around 60 to 65 employees, both Muslims and non-Muslims, had attended breakfast (Iftar) in this cool-carpeted tent.

Further information from:

Saeed Al-Qahtani – Controller, Communications & Services Division



SCC PARTICIPATED IN AL-HASA SHOPPING FESTIVAL

SCC participated recently in a Special Shopping Festival organized by the Al-Hasa Chamber of Commerce in cooperation with the Al-Hasa Tourist Development Council under the patronage of Al-Hasa Governor HRH Prince Badr Bin Mohammed Bin Jalawi Al-Saud. The event was also supported by Al-Hasa Regional Secretariat and King Faisal University. In a special

ceremony to thank and appreciate the sponsors of the event, the organizers presented a plaque of appreciation to SCC which was received by Mr. Abdullah Al-Moosa, Deputy Manager – Plant Support Services. This sponsorship comes as part of several programs carried out by the Company to serve the community in partnership with the government sectors and private charities in the province for the development of society and contribute to events that benefit the children of the homeland.

Further information from:

Abdullah Al-Moosa – Deputy Manager, Plant Support Services



SCC ORGANIZED KIDS PAINTING COMPETITION

Saudi Cement Company recently organized in collaboration with Al-Othaim Mall in Al-Hasa an event for Kids Painting entitled "I am proud of my Father" at the Othaim Mall premises in Al-Hasa. More than 500 kids of different nationalities participated in this event of coloring competitions. SCC printed special books and color pencils in a packet and distributed to the visiting kids in the mall. The best paintings were rewarded with children's gifts. This is in

accordance with SCC's many social activities in the Al-Hasa region to support the community. The parents were very happy and thanked SCC for creating such competitive environment for the kids in order to boost their skills. SCC management also thanked Al-Othaim Mall's management for their cooperation in providing the facilities.

Further information from:

Abdullah Al-Moosa – Deputy Manager, Plant Support Services



SCC DELEGATES VISITED KING ABDULLAH ECO PARK

As part of our PR activities, a delegation from SCC visited King Abdullah Eco Park and the Heritage Village in Al-Hasa during the month of September 2013. The delegation, which consisted of plant management and RSSD staff, was welcomed at the Eco Park by the responsible management and were shown different sites at the location. SCC actively participated in the events organized by the King Abdullah Eco Park in Al-Hasa and were awarded with an

honorary shield for its contribution to the society in the region. The management of the King Abdullah Eco Park thanked SCC management for their visit and participation.

Further information from:

Abdullah Al-Moosa – Deputy Manager, Plant Support Services



SALES DEPARTMENT ORGANIZED SOCIAL EVENT

A social gathering was organized by Sales Department under the patronage of the Sales Manager Mr. Hussain Abu Taki during the month of September 2013 at Hotel Holiday Inn at Half Moon Beach. The purpose of the gathering was to know each other at personal level with an aim of achieving better communication & understanding amongst each other since the work locations are different. The Sales Manager welcomed the sales staff and briefly explained the SCC growth & the reputation of SCC's cement quality in the market.

He later informed the attendees that "Business Trend Magazine" conducted a survey in GCC countries for the top 50 CEO's in the region and our BM&CEO, Mr. Mohammed Al-Garni ranked No. 8 in the region. On behalf of BM&CEO, he appreciated the efforts of Sales Staff in handling customers' requirements and for achieving the record sales. Furthermore, he explained the process for conducting customer satisfaction survey & analysis for the previous years. He also informed that Customer Satisfaction Survey will be conducted shortly & urged sales staff to take active part by providing the feedback from customers.

Further information from:

Mohammed Azmatullah – Sales Department



SCC'S ALL-OUT SUPPORT FOR PHILIPPINE INDEPENDENCE DAY 2013

SCC has once again proven that they value and care for their staff in the recently concluded 115th Philippine Independence Day celebration which was held at the International Philippine School of Al-khobar (IPSA) under the auspices of the Philippine Overseas Labor Office-Eastern Region and the Philippine Embassy in Riyadh, with the cooperation of Filipino Community Groups led by AFCSCOM and OFW Congress. The Company provided two big aircon buses and one coaster in order to transport 72 Filipino staff from Hofuf and Aindar Plants, head offices in Dammam, and Dammam Port Terminal Facility. SCC also provided them with sports shirts, banner, as well as lunch.

The group were included in the parade of Filipino community groups held before the program, wherein they formed the biggest number, since most of the groups were only 20 more or less. The SCC employees were overjoyed for being able to watch the various ethnic dances performed, as well as the singing contests and raffle draws wherein some of them have won. In this regard, the group expressed to the SCC management their whole-hearted thanks and appreciation, and conveyed that they are proud for being employees of SCC. The noble endeavor of the Company also earned praise and thanks from the delegates of the Philippine Embassy.

Further information from:

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



SCC HOSTED EID GATHERING

On the occasion of Eid-ul-Adha, SCC hosted a special social gathering for its employees at the Head Office premises in Dammam. This is a tradition of SCC over the past several years to invite its employees on the first day after both Eid holidays. The aim of this social gathering is to create an opportunity for employees to greet each other under one roof.

The gathering was held under the patronage of our BM&CEO who welcomed and greeted all employees at Head Office. More than 100 corporate employees attended this event. Public Relations organized this event, and delicious cake and breakfast along with soft drinks were served during the event.

Further information from:

PR Correspondent – Public Relations



SCC BASKETBALL TEAM VISITED AL-NAHDA CLUB

Saudi Cement Company generously provided on Friday, 18th of October 2013 bus transportation to 50 Filipino SCC staff from our Hofuf and Aindar accommodations to Al Nahda Sports Complex in Rakah Area, to enable them to watch the two-game finals of the KSA Inter-Regional Basketball Cup, also known as "Kingdom Dream Games 2", organized by the Filipino Arabian Basketball

Association (FABA). The championship games featured the best Filipino, Saudi and Bahraini Basketball players from all over the Kingdom and neighboring country Bahrain. The Saudi team was even reinforced by a highly skilled player from NBA in the USA.

The group was composed of members of the SCC Basketball Team together with their supporters, who were all very delighted and thankful to the Company for giving such privilege. Aside from enjoying the highly exciting matches, they were able to learn better playing techniques, new moves and systematic plays, which will enhance their skill and knowledge, in preparation for the next basketball tournament. The Company also shouldered their Game Entry Tickets and provided them with SCC sports shirts and lunch, which the group really appreciated.

The game organizers acknowledged the group's presence and praised our Company during break times for the noble act. Guests from the Philippine Overseas Labor Office also hailed our Company, even mentioning that SCC's act shall be emulated by other employers, taking into consideration that the event was held during the Eid Al Adha holiday.

Further information from:

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



FAREWELL TO MR. HANS-DIETER KOZLOWSKI

Saudi Cement Company hosted a recognition event on Sunday, 15th of September 2013 in honor of KHD's Mr. Hans-Dieter Kozlowski, in order to show the Company's appreciation for his highly commendable personal professional support and cooperation to SCC for the past two decades. He has also been very supportive in extending assistance to SCC even for other aspects.

Our BM&CEO Mr. Mohammed Al-Garni presented to Mr. Kozlowski a plaque of appreciation and a special gift, in the honoring event held at our Board Meeting Room, and attended by key managers from our Head Office, Port Terminal Office and the Plant. A sumptuous lunch followed at the Sheraton Hotel Dammam.

Mr. Kozlowski is the General Manager-Saudi Arabia of KHD Humboldt Wedag GmbH, a highly esteemed German company who is a major supplier of machinery, parts and services in the global cement industry. A big number of our Plant's equipment were supplied by them.

Further information from:

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



STAFF NEWS

Mr Arun Kumar Dixit re-joined SCC on 26/09/2013 as Technical Development Advisor (TDA) reporting directly to our BM&CEO.

We welcome Mr Dixit on board and wish him all the success.

Mr. Ahmed Al-Qahtani and Mr. Abdullah Al-Moosa have been promoted to the position of Deputy Manager within their respective departments.

We congratulate both gentlemen and wish them all the success in their new assignments.

Further information from:

Jamal Zaid – HR Department

A Public Relations Publication