THE HILLY TERRACES OF AL QARADH VILLAGE - YEMEN
A symbolic landmark to the group's identity.
HSA & BROTHERS

1938

Celebrating
75 Years
Commitment
To Our Values

TRUTHFULNESS • INTEGRITY • SINCERITY • PERSISTENCE • LOYALTY
At the HSA Group, we appreciate that the needs of customers, markets and society are constantly changing. Our priority is identifying those needs to deliver products and services that meet the expectations of all stakeholders.

To continue growing, we seek to promote sustainable development and positive interaction with society and the environment. This was the approach of our founders, and remains ingrained in the Group’s ethos as we expand our business worldwide.

Investing in the HSA Group brings significant benefits, offering investors stability of ownership and access to global resources. In association with our major international partners, we provide access to thriving worldwide markets, delivering sound financial backing, expert technical support and commercial strength.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1938</td>
<td>Establishment of the first industrial business outside Yemen.</td>
</tr>
<tr>
<td>1950</td>
<td>Launch of Hayel Saeed Anam’s annual award for sciences and arts.</td>
</tr>
<tr>
<td>1962</td>
<td>Expansion to the northern markets.</td>
</tr>
<tr>
<td>1970</td>
<td>Hayel Saeed Anam &amp; Brothers recognized as a business partnership for import/export and general agency representation.</td>
</tr>
<tr>
<td>1985</td>
<td>Opening branches in Taiz, Yemen.</td>
</tr>
<tr>
<td>1992</td>
<td>Longulf Ltd. set up as part of Group GLOBALs managing trade with Southeast Asia.</td>
</tr>
<tr>
<td>1996</td>
<td>Anniversary celebrations: 75 years of achievements and commitment to values.</td>
</tr>
</tbody>
</table>

**THE HSA GROUP MAJOR MILESTONES**

**SINCE 1938 AND CONTINUING WITH RENEWED PASSION**
The HSA Group’s global business spans numerous countries, including Yemen, Saudi Arabia, Egypt, UAE, Malaysia, Indonesia, Kenya, Djibouti and the United Kingdom. We manage 87 companies, employ 35,000 people and operate in more than 40 markets across Africa, Asia and Europe. The Group’s investment portfolio covers a wide range of sectors and our global exports reach more than 80 countries.

**GLOBAL REACH**

**AN INTERNATIONAL BRAND**

- Yemen
- Saudi Arabia
- Egypt
- UAE
- Malaysia
- Indonesia
- Kenya
- Djibouti
- United Kingdom

**OPERATIONAL REGIONS**

- Africa
- FAREAST

**EMPLOYEES**

- 35,000

**COMPANIES**

- 87

**COUNTRIES**

- 80

*Figures as on 2013*
The HSA Group is more than a successful multinational business group. It is recognised for its diversified investments around the globe covering a wide spectrum of activities such as:

- Manufacturing
- Trading
- Banking and Insurance
- Oil and Gas
- Real Estate Development
- General Services
- Agriculture
- Tourism
- Healthcare
- Marine Ports

The HSA Group produces a wide range of FMCG products as well as many other products.
Across many regions around the World, the HSA Group consistently invests and develops businesses. This strategy of continuous investment strengthens our worldwide presence, which leads to profitable new opportunities in global markets.

**FOOD BUSINESSES:**
- Wheat Flour Milling
- Sugar Refining
- Vegetable Oils, Ghee and Derivatives
- Dairy Products
- Canned Foods
- Pasta, Potato Flours & Snacks
- Dried & Fruit Juices
- Mineral Waters

**NON-FOOD BUSINESSES:**
- Cement
- Oils & Gas Exploration & Production
- Lubricant Oils
- Mineral Mining
- Farming & Packaging
- Plastic & Foams
- Soap & Detergents
- Household & Healthcare Products

AND GROWING...
MANUFACTURING

The HSA Group is a global player in the edible oil business. The group owns, manufacturing facilities in Malaysia, Indonesia, Yemen, Egypt, Kenya and East Africa. The group distributes well known brands of different types of vegetable oils (Palm oil, corn oil and sunflower oil).
MANUFACTURING
FROM WHEAT TO FLOUR TO BISCUITS

The HSA Group is the largest grain dealer and flour miller in Yemen. The group owns an integrated supply chain of grain dealing, flour milling and manufacturing of biscuits, bakeries, pasta and snacks in Yemen and Saudi Arabia.

FROM WHEAT TO FLOUR TO BISCUITS
ABU WALAD SANDWICH BISCUITS
The leading biscuit brand in Yemen, celebrates 40 years of market leadership.

YEMEN COMPANY FOR INDUSTRIES AND COMMERCE LTD.
Taiz - Yemen
The HSA Group has a strong foothold in this sector and are active in many fast moving consumer goods categories including:

- Dairy products
- Canned packaged food
- Smiles & fruit juices

Particularly strong is the dairy products range, which includes evaporated milk, milk powders (UHT milk, condensed milk, cream and yogurt). Specialized local production facilities and an excellent direct distribution system that serves retail outlets directly, helps us to meet demand swiftly and guarantee freshness.

In Saudi Arabia, Luna has become a regional power brand and has market leadership in the large evaporated milk segment. In West Africa Luna evaporated milk has a strong market penetration, and our presence in such markets will expand further with the establishment of local production facilities in 2014.

In Indonesia, our production unit is being used primarily to pack Milgro products, which have a good presence in Algeria and many parts of Africa.
Detergents and personal care product, a necessity for every household, we enjoy dominant positions for many of our products in this sector in Egypt and other African countries, our toilet soap, laundry bar and detergent brands such as Oxi, Saba, Juliet and Silk enjoy significant market share.

By constantly evolving our knowledge and experience of global markets, the HSA Group is well placed to implement our global expansion to serve many more consumers around the international markets.
The HSA Group has significant investments in the printing and packaging material sector, such as corrugated cardboard manufacturing, board printing, tinplate printing and flexible material manufacturing and printing. These manufacturing and printing facilities are located in Yemen, Saudi Arabia, Egypt and the United Kingdom. This dynamic sector is showing considerable growth year on year.
Continually seeking business opportunities towards strategic investments to reinforce the Group’s global identity and facilitate sustainable worldwide growth.

Strategic investments in cement manufacturing and sugar refinery, is a developing growth opportunity for the HSA Group.

The Group is currently exploring new investments in petrochemicals and energy industries, including oil & gas, mining and infrastructure projects.

AL SAEED SUGAR
“Al Saeed Sugar” brand hits the market 2013 in 10 & 50 kg packs.

NATIONAL CEMENT
Spreading the HSA Group’s commitment to creating high standard products.

National Cement brand is produced according to ASTM and EN Standards, under three specifications, Ordinary Portland Cement (OPC), Sulfate Resistant Cement (SRC) and Pozzolan Cement (PC), to meet the various applications.
The HSA Group started its trading activities in 1938. Our pioneering approach to international trading and global logistics in a wide range of product portfolios creating sustainable increases in value for the HSA Group.

A PIONEERING APPROACH

TRADING IN AGRI-COMMODITIES
Including wheat, corn, rice, and white sugar, offering our customers, quality & satisfaction, under leading brands.

INTERNATIONAL
• LONGULF TRADING LTD., UNITED KINGDOM
• OKAM, SAUDI ARABIA
• PACIFIC INTERLINK, MALAYSIA
• GLOBAL INTERTRADE, EGYPT
• INDOMAS, INDONESIA
• FRIMEK, UNITED ARAB EMIRATES
• MIDSTAR, DUBAI & SINGAPORE

YEMEN
• HSA TRADING
• METCO
• NATCO
• AL-SAEED
• WIDYAN TRADING
• ALRAZI MEDICAL
• ARTEX TRADING
At the HSA Group, our significant growth has been fuelled by our commitment to quality and good reputation as a trustworthy partner.

- Banking
- Insurance
- Distribution and Logistics
- Shipping
- Agriculture & Livestock
- Hospitals
- Hotels
- Real Estate Development
DIVERSITY OF WORKFORCE AT
NATIONAL FOOD INDUSTRIES COMPANY LTD.
Kingdom of Saudia Arabia

Nationality  Flag
American
Australian
Bangladeshi
British
Djiboutian
Egyptian
Eritrean
Ethiopian
Indian
Irish
Irishman
Italian
Japanese
New Zealand
Nigerian
Northern
Pakistani
Palestinian
Philippine
Saudi
Somali
Sri Lankan
Sudanese
Spanish
Thai
Turkish
Uruguayan
Venezuelan

As an equal opportunities employer, we recognise global cultural differences and respect ideas arising from diverse backgrounds. To that end, business growth and employee development go hand in hand within the HSA Group. Our HRD systems allow employees to continuously learn, develop professionally and perform to their full potential. We have created an inclusive environment in which people are encouraged to be themselves and express their individuality within a framework of shared values and goals.

STRENGTH IN DIVERSITY
OUR PEOPLE OUR STRENGTH

At the HSA Group, we fulfil our responsibility to future generations by promoting effective environmental management within our business activities. Across the entire Group, our commitment to environmental sustainability is highlighted by:

- Full compliance with international laws and regulations
- International health, safety and environmental standards certifications
- Deployment of environmental technologies in all business processes

www.fsc.org
FSC C014327
THE MARK OF RESPONSIBLE FORESTRY

FSC CHAIN-OF-CUSTODY IN SUSTAINABILITY AWARD
Cepac was designed and built to set the benchmark in terms of environmental performance and was the first corrugated box plant in the UK to achieve the FSC Chain-of-Custody certification. Cepac Ltd, United Kingdom.

OUR PLANET CREATING A SUSTAINABLE ENVIRONMENT
SUSTAINABLE ENVIRONMENTAL MANAGEMENT ACTIVITIES

QMS - ISO 9001, 2008
ISO 14001, 2004
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ISO 14001, 2004
OHSAS 18001, 2007
HACCP
GMP Award

GMS - ISO 9001, 2008
ISO 14001, 2004
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GMP Award

OUR PLANET CREATING A SUSTAINABLE ENVIRONMENT
SUSTAINABLE ENVIRONMENTAL MANAGEMENT ACTIVITIES
Our commitment to social responsibility was articulated within the Group with the establishment of The Hayel Saeed Anam Charitable Foundation in 1970. Always a core tenet of our corporate philosophy, we remain dedicated to the continual enrichment of society, building positive relationships with local communities and working hard to be a good corporate citizen.

Primarily serving Yemen, our community welfare initiatives focus on:

- Education & learning
- Social welfare amenities & charitable services
- Productive community programmes & projects
- Humanitarian support programmes
- Health and environmental initiatives

The prestigious Al Saeed Foundation for Science & Culture is at the vanguard of our commitment to corporate social responsibility, and oversees a highly coveted annual award programme to promote research & development and encourage innovation.
## REGIONAL CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Group Regions</th>
<th>Regional Contact Information</th>
</tr>
</thead>
<tbody>
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<td><strong>HSA HEADQUARTERS</strong></td>
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**With a strong corporate signature and a portfolio of highly respected, successful brands, we are well placed to increase our global expansion, with the common goal of enriching our customers’ quality of life.**

*Abdul Qabar Hayel Saeed*  
Group Chairman