

AL FAISAL GROUP LAUNCHES A NEW MARKETING COMMUNICATION THEME

S E E I N G B E Y O N D



€700 MILLION 'TYRE REC' & 'SYNGAS' PROJECTS IN THE KINGDOM OF SAUDI ARABIA

Waste Energy Project in the Kingdom Of Saudi Arabia, Environmentally friendly, Customized and Sustainable Energy from inexhaustible and renewable resources.
Major waste to energy plants and other micro powder production plants from waste tyres.



Al Faisal Group partnered with McGard, manufacturer of the highest quality security products serving a wide array of clientele.



Mr. Faisal Abdulla signing partnership contracts with SURE Energies, for major waste to energy plants and other Micro powder production from waste tyres.



The largest theme developers in Europe "JoraVision"; has sealed partnership with Al Faisal group. The partnership capitalizes on exclusive rights to supply theme development for cities throughout the region.



Expanding the perfumery division, Al Faisal group ventures into an Italian partnership with its newly developed custom made fragrance.





“Creative Business Models ... are the Wining Models under any circumstances”

The latest economical wave has definitely changed the platform of business in the region, this time the political scene is directly influencing all aspects of the economy, therefore tactical manoeuvres are essential for the stability and sustainability of the business. Riding the tides of change, Al Faisal group has revisited its strategy by establishing strong global partnerships and reorganizing the business models to be able to cope up with the changes of the economical modes.

After the last restructure of the group in 2013 the Group has focused on three sectors of the business in order to maintain its growth and face the challenges the region is experiencing, all under the umbrella of “Creative Business Models ... are the Wining Models under any circumstances”

The group has secured major global partnerships enhancing further the strength of the local knowledge and network with global experience.

S E E I N G B E Y O N D



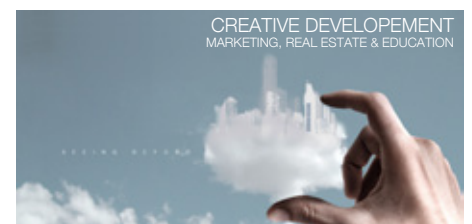
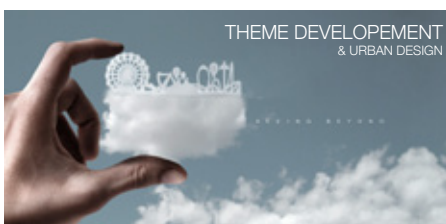
The flexible and dynamic transformation of the group makes “seeing beyond” the new marketing communication strategy keeping the Group always ahead.

The new theme is identified through a simple cloud communication image, our mission is to provide you a partnership that helps you form your clouds and see beyond it!

“if you could just see beyond what is portrayed in front of you, you could achieve a lot more than what you see!”

At Al Faisal Group, we help you create your clouds and see beyond it too!

Good luck and God bless.
Faisal



ENERGY, RENEWABLES & INDUSTRIAL SOLUTIONS

04

www.sure-energies.com



05

www.mcgard.com



06



SEEING BEYOND



ENERGY, RENEWABLES & INDUSTRIAL SOLUTIONS

Al Faisal Group & SURE Energies partnership becomes the first choice of all major players in the region.



Mr. Faisal signing contract with Sure Energies officials



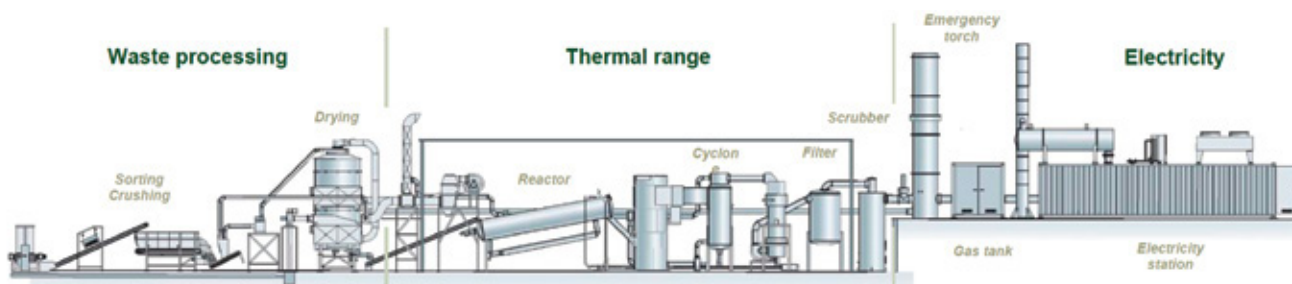
SURE Energies is a first class management company internationally operating with industrial and financial partners, as well as a highly efficient international network of experts. Our management consists of persons of recognized standing and professional experience in the field of renewable energy.

This partnership was established to cater to the virgin yet growing field of renewable energies in the region.

With vast experience in Solar Plants and Patents secured by SURE Energies, Germany for major waste to energy plants and other Micro powder production plants. The partnership is considered as a unique synergy with Al Faisal Group to become the first choice of all major players in the region, be it Governments or Mega organizations seeking to enter in to the renewable sector.



WASTE TO ENERGY SYNTHESIS GAS SYSTEM



Al Faisal group with SURE Energies Germany for major waste to energy plants and other Micro powder production plants from waste tyres, in The Kingdom Of Saudi Arabia



FORCE FIELD COATING



FORCEFIELD ARABIA
FOR SPECIALIZED PROTECTIVE COATINGS

Force Field coating or sealing is the result of an application of Force Field products where it builds a consistent network of molecules on a surface.



Force Field can produce different kind of coatings, which is done by building special technology structures. If the surface was treated with a hydrophobe special-fluid the surface works similar as a lotus leaf. This water and dirt-repellent that leads to an easy-to-clean characteristic to the surface. The characteristics of surfaces can be designed by the application of different Force Field fluids. So surfaces can be designed which are oleophobe or oleophile and have a strong chemical resistance.

After applying to a prepared surface, the Force Field particles organize themselves to a network structure with the designed



characteristics. Warmth supports this process.

There exist some "coating" products, which sometimes do have the similar effect to that of Force Field products but mostly only for a short period of time. Some of these products are also environmentally critical.

McGARD SECURITY AND SAFETY



McGard is a manufacturer of highest quality security products serving a wide array of clientele such as government agencies, the military, and other municipalities.



McGard has developed a unique FiberShield manhole security system that has no scrap metal value and prevents theft of manhole covers with a registered key removal security device. Only authorized personnel will have access to the man hole covers, protecting communication vaults, fiber optic cables, distribution valves, grease traps, sewer systems, storm drains and virtually any manhole for which security is a concern.

The FiberShield manhole security system is H20 and EN124

traffic rated and made from a durable fiber reinforced polymer material that is lightweight, easy to handle and transport. The FiberShield is light weight, eliminating the need for expensive, cumbersome lifting equipment used to lift the old cast iron covers. Use of the McGard Multi-Purpose Tool with your registered key and can be installed or removed into your existing manhole ring in seconds without the need of bending over, straining your back or getting on your hands and knees.

THEME DEVELOPEMENT & URBAN DESIGN

www.joravision.com



S E E I N G B E Y O N D



THEME DEVELOPMENT PARTNERSHIP

The largest theme developers in Europe and Al Faisal Group seals partnership offering local flavour with global standards.

Visuals, a long established name for creative developments, has now officially partnered with Europe's largest theme developers - "Jora-Vision". This association will now streamline projects for developing world class Themed parks, Real estate projects and big scale city projects. A vital partnership that now offers local flavour infrastructures with recognized with globally acclaimed standards.



Mr. Faisal Abdulla signing partnership contract with Joravision

BAMSES VÄRLD TO OPEN IN 2015

Kolmården Zoo (Sweden) just announced it will be opening an entire new area in 2015 dedicated to the popular swedish character Bamse. In Bamses Värld (Bamse's World), an area of 20,000 sqm, visitors will be able to discover the world of the very popular bear Bamse and his friends. This iconic Swedish experience will have a Dutch touch, as the Jora Group is helping turn Bamses Värld into reality.

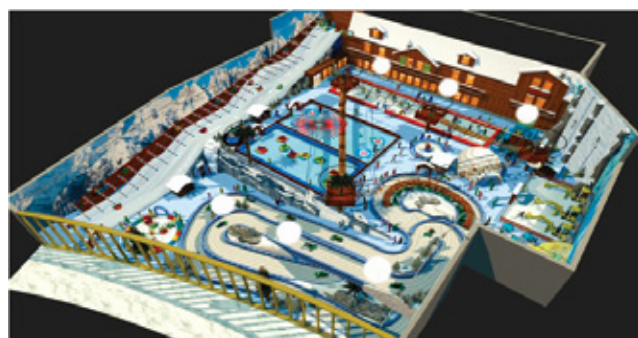


"Bringing Bamse's world to life, including his friends and their adventures made sense", says Sjors van Roosmalen, Creative Director at Jora Vision. "The Bamse IP was already in use by Kolmården Zoo. Expanding it to an entire area seemed very natural: the character from the comic books, recently brought to life in a movie, not only

lives in a Swedish forest which looks similar to Kolmården's scenery, he also reflects timeless values that visitors, young and old, can relate to."

Beside the four rides and other eye catchers, there will be an amphitheater, a restaurant, shops and a water playground. Bamses Värld is planned to open in May 2015.

Jeddah- KSA SNOW VILLAGE - Kids Snow & Ice Amusement Park



Part of Mall of Arabia, Jeddah, Saudi Arabia

JORA VISION AT IAAPA IN ORLANDO, USA.



This year Jora Vision will be exhibiting at the IAAPA Attraction Expo in Orlando. From November 19th to 22nd we will be one of the exhibitors of the Holland Pavilion. This initiative promotes an initiative of the province of Brabant.

RAVING RABBIDS' INVASION IN FRENCH THEME PARK



The Raving Rabbids have their own attraction in the French film and technology park Futuroscope. Jora Vision played a part in the design, engineering and production of the new darkride. Together with several other companies, among which Jora group companies Jora Entertainment and Jora Graphics, Jora Vision managed to create a new entertaining ride in the French park. "La Machine à

Voyager dans le Temps" takes visitors on a journey through time where they travel with the crazy rabbits, the Lapins Crétins. It is a unique and fun ride that Jora is proud of.

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CREATIVE SERVICE

MARKETING, REAL ESTATE & EDUCATION

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S E E I N G B E Y O N D





VISUALS COMMUNICATIONS GROUP

Visuals went beyond the conventional marketing communication work, as ventured through the other two entities (Visuals Development & Visuals Events) offering creative project development and events services such as festivals

and shows supplied and managed through a strong partnership with one of the largest show suppliers in the world based in Italy.

Below are few of the projects delivered by Visuals





AL ESTIGLAL SERVICE STATION

RECONSTRUCTION OF THE FUEL STATION BRAND & CREATING A NEW THEME FOR THE FUEL STATION



Today the development continues by Visuals, to be launched this 2014 the service station shall unveil the new enhancement to its looks utilizing more dynamic and colourful effects, also expanding the retail outlets to cover a variety of shops serving various types of customers.





CUSTOM MADE PERFUME



A fragrance for every princess! Our company "Her Majesty" Exclusive Perfumes by Benini, is a business franchise opportunity to be introduced in Bahrain. "Her Majesty" perfumes offer an exclusive blend for every person, individually created for every woman. A unique formula that allows each buyer to personally choose from our exquisite collections of essences, where our highly experience

technicians masterfully blend an exclusive fragrance resulting into a specially made perfume you deserve. All you need to do is to choose from our vast collection of essences and define your preferred choice to our highly experienced technicians to create your own exclusive blend in moments.





COMMERCIAL BUILDING PROJECT AT SEEF



The property is strategically located in Seef District, the heart of city, opposite to Al Salam Bank overlooking the Seef area and with access to the King Faisal Haiway leading to Saudi Arabia.

The offered property is also adjacent to many facilities, including:



- Major shopping Centers (Bahrain Mall, Seef Mall, City Center).
- Major Development (Reef Island and Lulu Tower).
- Pharmacies.
- Major Hotels (Ritz Carlton Hotel, Grand Mercury Hotel, etc.).
- Major Government Offices (Ministry of Commerce and Industry)
LMRA, DTC, Chamber of Commerce, etc.).
- Bahrain Exhibition Center.
- 10 Minutes to Saudi Causeway.
- 10 Minutes to Bahrain International Airport.
- 15 Minutes to Bahrain International Circuit.

