



ہائل سعید انعم و شریکاء
RAYEL SAEED ANAM & CO.



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RAYEL SAEED ANAM & CO.



INDUSTRIAL



TRADING & LOGISTICS



AGRICULTURAL & FISHERY



BUSINESS TO BUSINESS



COMMUNITY WELFARE



FMCG



EDIBLE OILS



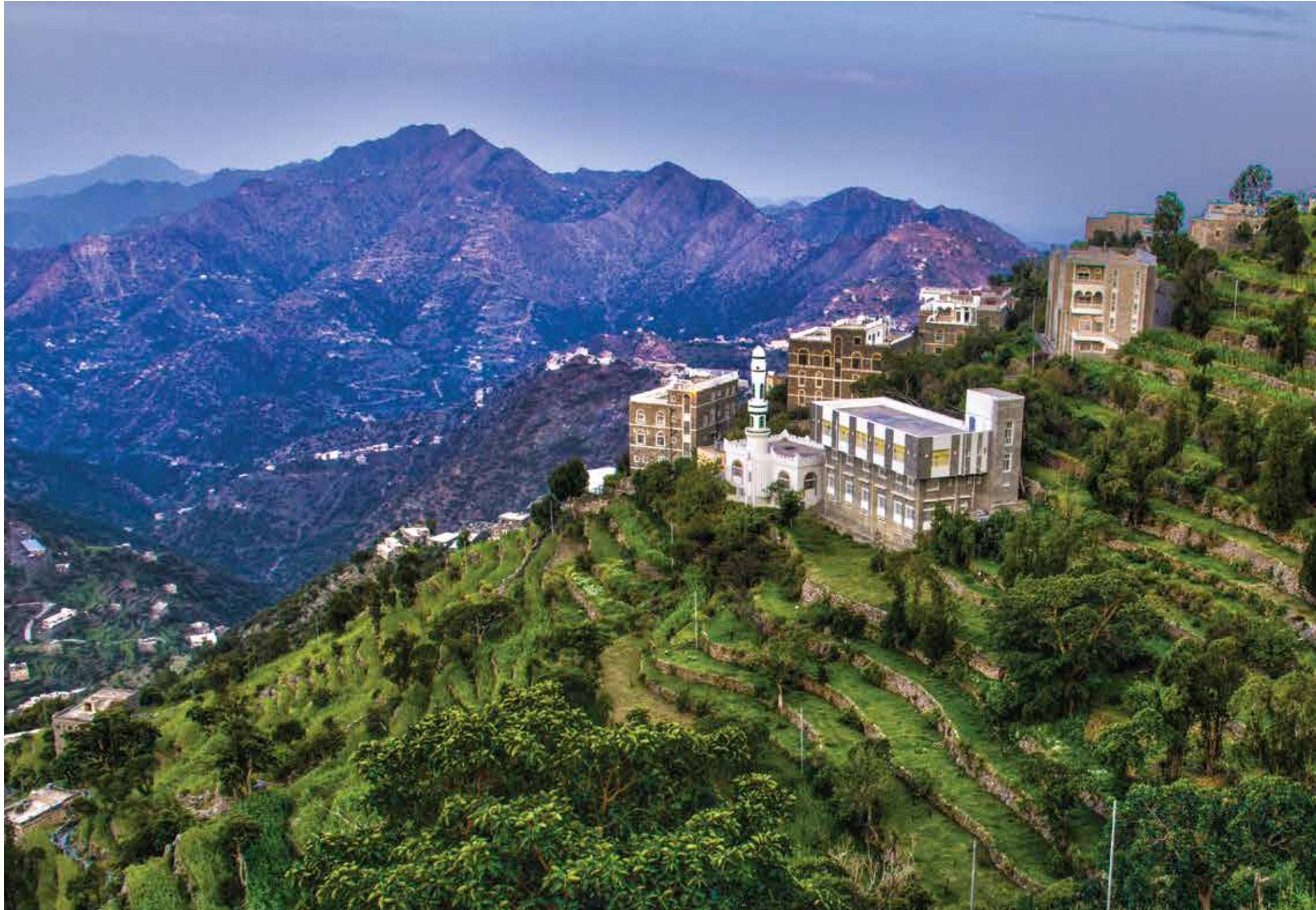
COMMODITIES



PRINTING & PACKAGING



BANKING & INSURANCE



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



A D E E P R O O T E D N A M E
— & —
R E N E W E D T R U S T

HSA & BROTHERS
1938

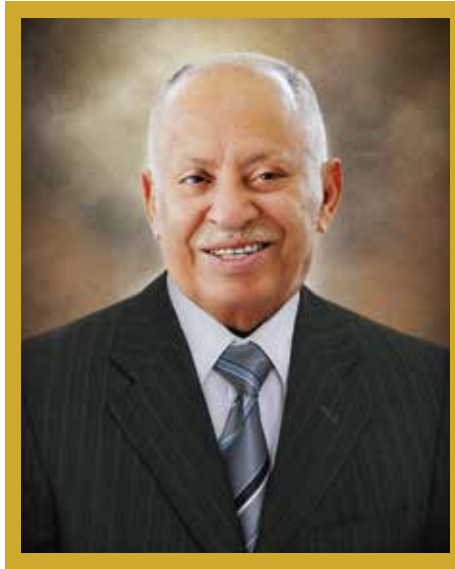


CELEBRATING **75** *years* COMMITMENT
TO OUR VALUES

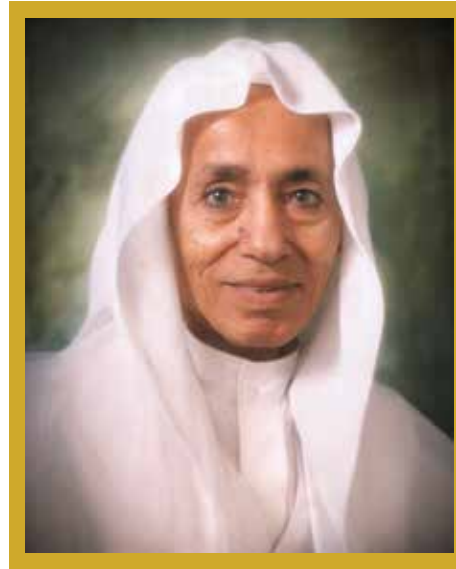
TRUTHFULNESS ■ INTEGRITY ■ SINCERITY ■ PERSISTENCE ■ LOYALTY

OUR STORY STARTS WITH A JOURNEY

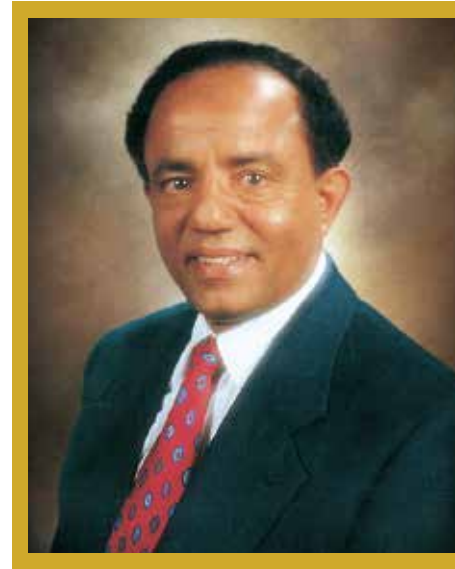
THE GROUP FOUNDERS



ALI MOHAMMED SAEED
GROUP'S FOUNDER
CHAIRMAN SUPREME SUPERVISORY BOARD



LATE HAJ HAYEL SAEED ANAM
GROUP'S FOUNDER



LATE HAJ AHMED HAYEL SAEED
GROUP'S CO-FOUNDER

It all began when the late four sons of Saeed Anam, (Mohammed, Abdo, Hayel and Gazim), sailed from Aden port during the first decade of the 20th century to challenge the unknown and heading eventually to Marseille in France. A journey away from the toll of hardship, and searching for life's better opportunity. The four brothers were born by the end of the 19th century in the rural highlands of Qaradh, a small village 60 kilometers south of Taiz, Yemen. Hayel was the third son of a humble yet a highly reputed generous hard working family.

In 1938, the four brothers reunited to their home village, deciding to establish a business with their combined modest lifesavings. Together they formed a business under the name of Hayel Saeed Anam & Brothers (HSA & Brothers) as the first family business. It was a small retail shop on a side street in the city of Aden. This small retail shop paved the way for all future success (by Allah's Grace). The son of the eldest brother (Ali Mohamed Saeed), was called to join the new business. Over decades with hard work and dedication, the business continued to develop and flourish.

After the death of Haj Mohammed Saeed in 1952, his son and the three brothers restructured HSA & Brothers into HSA & Co., allowing more family members to be partners, each new member helping to expand and diversify the business.

At all times and even before the start of their journey, the founders have inherited from their father the deep rooted tree of charitable and welfare responsibilities which became a corner stone in the family's belief.

A MESSAGE FROM HSA GROUP CHAIRMAN

OUR STRATEGY OF SHARED VALUES & GROWTH



ABDUL GABBAR HAYEL SAEED
GROUP CHAIRMAN

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.

ABDUL GABBAR HAYEL SAEED
GROUP CHAIRMAN



“ A LOT HAS BEEN ACHIEVED
IN THE PAST DECADES,
AND LEARNING EXPERIENCES
THESE PROVIDE THE FUEL TO
ASCEND TO NEW HEIGHTS
THERE IS PLENTY MORE AHEAD
OF US AND WE'RE VERY
EXCITED ”



THE HSA GROUP MAJOR MILESTONES

SINCE 1938 AND CONTINUING WITH RENEWED PASSION

HAYEL SAEED ANAM & BROTHERS
Aden, Yemen
A Retail shop

Hodeidah, Mocha then Taiz, Yemen
Expansion to the northern markets
OPENING BRANCHES

Taiz, Yemen
Moved to Taiz, as the new business base
HAYEL SAEED ANAM & CO.

Taiz, Yemen
The first industrial venture for the Group and of the private sector
YEMEN COMPANY FOR INDUSTRY AND COMMERCE

London, United Kingdom,
The starting point for investment overseas by setting up the Group's first trade and industrial business outside Yemen
LONGULF LTD.

Kuala Lumpur, Malaysia
For promoting trade from Malaysia and Far-East to the global markets
PACIFIC INTER-LINK

Cairo, Egypt
Established for manufacturing cooking oil and ghee
ARMA FOOD INDUSTRIES

Sumatra, Indonesia
One of the biggest plants in palm oil refining in the North of Sumatra
PT PACIFIC PALMINDO INDUSTRY

Dubai, UAE
Set up as part of Group Global restructuring
HSA GROUP CORPORATE SERVICE CENTRE

Anniversary celebration
75 years of achievements and commitment to values
GROUP DIAMOND JUBILEE



1938

1943

1950

1952

1962

1969

1970

1974

1985

1987

1988

1992

1994

1996

1999

2006

2011

2013

MOVING FORWARD...



هائل سعيد انام وشركاه
HAYEL SAEED ANAM & CO.



Aden, Yemen
A growing business in Wholesale
HAYEL SAEED ANAM & BROTHERS

HAYEL SAEED ANAM & CO.
Recognized as a business partnership for import/export and general agency representation

MIDDLE EAST SHIPPING COMPANY Ltd.
Al Hodeidah, Yemen
The first shipping company in Yemen



HAYEL SAEED ANAM & CO. WELFARE CORPORATION
Established to organize the charitable and community services of the Group.
The first private sector community service unit in the country

1970 - 1985
Promoting business in the industrial, trade, and services sectors at both the National and International levels.

NATIONAL BISCUITS AND CONFECTIONERY COMPANY
Jeddah, Kingdom of Saudi Arabia
Establishing the first industrial business outside Yemen



AL-SAEED TRADING COMPANY
Set up as export arm of the Group after restructuring the export activities



AL-SAEED FOUNDATION FOR SCIENCES & CULTURE
Taiz, Yemen
Launch of Hayel Saeed Anam's annual award for sciences and arts.
Enhancing the Group's social activity

1996 - 2006
STRATEGIC INVESTMENTS & CULTURE
Yemen
Flour Mills
Cement Plant
Infra Structure



YEMEN COMPANY FOR SUGAR REFINING
Al Hodeidah, Yemen
Started operation as the first sugar refining company in Yemen



GLOBAL REACH

AN INTERNATIONAL BRAND

The **HSA Group's** global business spreads across numerous countries, including Yemen, Saudi Arabia, Egypt, UAE, Malaysia, Indonesia, Nigeria, 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 reaches more than 80 countries.

REPUBLIC OF YEMEN



THE KINGDOM OF SAUDIA ARABIA



UNITED KINGDOM



EGYPT



NIGERIA



KENYA



DJIBOUTI



MALAYSIA



INDONESIA



1

FAMILY

5

OPERATIONAL REGIONS

35,000

EMPLOYEES

87

COMPANIES

EXPORTING
TO
80

COUNTRIES

*FIGURES AS ON 2013



AN INTERNATIONAL BRAND

7

8

GLOBAL REACH

THE HSA GROUP

A GLOBAL BUSINESS WITH A DEEP ROOTED NAME & RENEWED TRUST

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.



MANUFACTURING

ON A GLOBAL SCALE

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
- BISCUITS & CONFECTIONERY,
- DAIRY PRODUCTS
- CANNED FOODS
- PASTA, POTATO CRISPS & SNACKS
- DRINKS & FRUIT JUICES
- MINERAL WATER

NON-FOOD BUSINESSES:

- CEMENT
- OIL & GAS EXPLORATION & PRODUCTION
- LUBRICANT OILS
- MINERAL MINING
- PRINTING & PACKAGING
- PLASTIC & SPONGES
- SOAP & DETERGENTS
- HOUSEHOLD & HEALTHCARE PRODUCTS

AND GROWING...



MANUFACTURING

EDIBLE OILS

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).



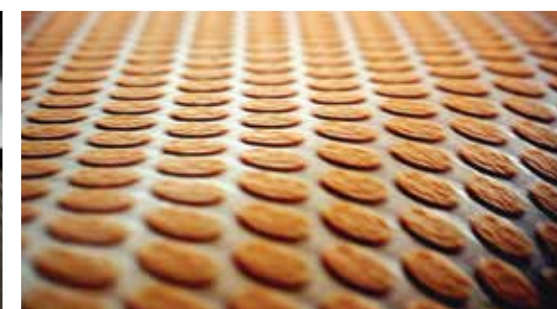
EDIBLE OIL AND DERIVATIVES
A wide range of high quality branded Edible oil products manufactured and distributed.



MANUFACTURING

FROM WHEAT TO FLOUR TO BISCUITS

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



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



MANUFACTURING

FOOD & DAIRY

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
- Drinks & fruit juices

Particularly strong is the dairy products range, which includes evaporated milk, milk powder, 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 guarantees 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.



ONE LEADING BRAND EXAMPLE PRODUCT RANGE
NATIONAL FOOD INDUSTRIES COMPANY LTD. Kingdom of Saudia Arabia

MANUFACTURING

SOAP & DETERGENTS

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 increase our global expansion to serve many more consumers around the international markets.



CRYSTAL SOAP DETERGENT
Top Selling detergent in the country for past 30 years.
YEMEN COMPANY FOR GHEE & SOAP INDUSTRY LTD. Taiz - Yemen.

MANUFACTURING

PRINTING & PACKAGING

The **HSA Group** has significant investments in the printing and packaging material sector, such as corrugated cartons manufacturing, board printing, tinplate printing and flexible material manufacturing and printing.

These manufacturing and printing facilities are located in Yemen, Saudia Arabia, Egypt and United Kingdom. This dynamic sector is showing considerable growth year on year.



Providing packaging solutions which in turn create value to the clients



MANUFACTURING

STRATEGIC INVESTMENTS

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.

TRADING

A PIONEERING APPROACH

The HSA Group started its trading activities in 1938. Our pioneering approach to international trading and global logistics in a wide range of product portfolio creating sustainable increases in value for the **HSA Group**.



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



INTERNATIONAL

- LONGGULF TRADING LTD., UNITED KINGDOM
- OKAM, SAUDI ARABIA
- PACIFIC INTERLINK, MALAYSIA
- GLOBAL INTERTRADE, EGYPT
- INDOMAS, INDONESIA
- FRIMEX, UNITED ARAB EMIRATES
- MIDSTAR, DUBAI & SINGAPORE

YEMEN

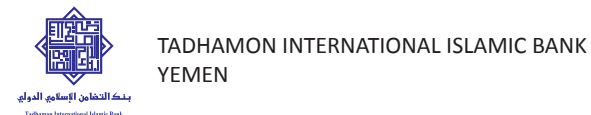
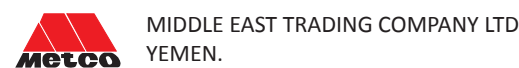
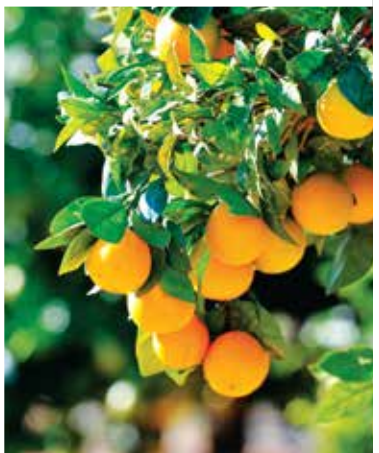
- HSA TRADING
- METCO
- NATCO
- AL-SAEED
- WIDYAN TRADING
- ALRAZI MEDICAL
- ARTEX TRADING

BANKING, INSURANCE & OTHER BUSINESS SERVICES

COMMITMENT TO EXCELLENCE

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



STRENGTH IN DIVERSITY

OUR PEOPLE OUR STRENGTH



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.

DIVERSITY OF WORKFORCE AT NATIONAL FOOD INDUSTRIES COMPANY LTD. Kingdom of Saudi Arabia

Nationality	Flag
American	
Australian	
Bangladeshi	
British	
Djiboutian	
Egyptian	
Eritrean	
Ethiopian	
Indian	
Irish	
Jordanian	
Lebanese	
Nepalese	
New Zealand	
Nigerian	
Pakistani	
Palestinian	
Philipino	
Saudi	
Somali	
Sir Lankan	
Sudanese	
Syrian	
Tunisian	
Emiratis	
Yemeni	



OUR PLANET CREATING A SUSTAINABLE ENVIRONMENT

SUSTAINABLE ENVIRONMENTAL MANAGEMENT ACTIVITIES

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



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](#)



THE MARK OF RESPONSIBLE FORESTRY

CORPORATE SOCIAL RESPONSIBILITY

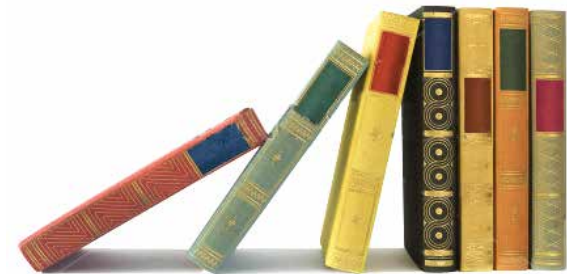
A GOOD CORPORATE CITIZEN

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.



SCHOOLS ■ LIBRARIES ■ HOSPITALS ■ CLINICS



REGIONAL CONTACT INFORMATION

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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 GABBAR HAYEL SAEED
GROUP CHAIRMAN