

Securitas Saudi Arabia Ltd.

SECURITAS IS A KNOWLEDGE LEADER IN THE SECURITY INDUSTRY, WHERE KNOWLEDGE IS NOT ONLY THE CORNERSTONE IN THE BUSINESS PHILOSOPHY, BUT IT IS ALSO THE KEY SUCCESS COMPONENT.

SECURITAS SAUDI ARABIA

Dayim Holdings Company is represented by Executive Chairman HRH Prince Khalid bin Bandar bin Sultan bin Abdul Aziz , a partnership with Securitas in 2009 under the name of Securitas Saudi Arabia Limited, in order to provide specialize security services and systems in the Kingdom of Saudi Arabia. However, documents and licenses of the company to provide such services were approved from the General Authority for Investment as well as the Ministry of Interior in the Kingdom.

COUNTRY PRESIDENT

It is my pleasure to inform that since Securitas has been having its presence in Saudi Arabia, established in 2009; it has achieved a strong foothold in the Saudi Arabian private security market. The status are earned by providing customer's demands fulfilling security services with high standards.



I am very proud to be a part of Securitas family in Saudi Arabia. Our Kingdom wide organization is fully capable to implement service solutions for highest customer demands in security. Additionally, in line with Securitas' way of acting everywhere, Securitas Saudi Arabia is continuously looking for more effective ways to serve its customers than traditionally and generally have been seen in the market. The aim of providing effective security solutions is to benefit our customers to have wanted or even higher level of security and security related services beside reasonable costs.

In brief Securitas protect homes, workplaces and society. We can respond to unique and specific security challenges facing our customers, tailoring our services according to their specific industry demands.

We are at your disposal at any time for any further information or action.

TOMMI RAUTIAINEN

A handwritten signature in blue ink, appearing to read 'Tommi Rautiainen', written in a cursive style.

SECURITAS AB

STRENGTH

Securitas is the world leader in security and over the past 20 years, it has been growing rapidly by means of organic growth as well as acquisitions in various markets. The success story began in Sweden 1934, and then extended into a worldwide network of operations in Europe, North and South America, Asia, Middle East and Africa.



VALUES

Securitas operations and corporate culture are built on fundamental values that have helped shape a long-term, financially successful enterprise, by creating value for customers, employees and shareholders. These values are summarized in three words:

Integrity | Vigilance | Helpfulness

THE GROUP

Securitas is the knowledge leader in security, focusing on providing security - solutions to fit each customer's needs in 45 countries. Everywhere from small stores to airports, our 280,000 employees are making a difference.

- Securitas CEO is Mr. Alf Goransson since March, 2007.
- Securitas AB is listed in the Nordic Stock Exchange.
- Stable growth and perfect financial managing.
- Total sales amounted to MSEK 61,340 approx (36,050) Million SR in 2010.



SECURITAS SAUDI ARABIA

STRENGTHS

Securitas Saudi Arabia is one of the leading security services providers in Saudi Arabia with an established network in over 5 regions supported by highly trained employees. As a part of a large global brand, we offer world-class security solutions backed by decades of international experience and expertise. Securitas Saudi Arabia is poised to redefine delivery standards and service levels to clients in Saudi Arabia and to bring global knowledge and expertise to the Saudi security industry.

STRATEGY

Securitas is committed to customer service, which develops trust in each community that we operate in. Securitas Saudi Arabia is aligned to develop knowledge and expertise according to the needs of each customer segment and offer specialized solutions.



ADJUST TO CUSTOMER NEEDS

In Securitas we are proud to be close to our customers needs and serve a verity of segments within our group

- Retail
- Residential
- Health care
- Energy
- Logistics
- Aviation
- Maritime
- Banking
- Education
- Public
- Events
- Independent installers
- Public transportation
- Cultural
- Systems Integration & Technologies



OUR SERVICES

Security is our core business. We provide our customers a spectrum of customize services that offer complete security solutions that meet the specific needs of any organization.

Our monitoring systems are designed to ensure security processes, higher grade manpower and better trained personal. This has resulted in a much more effective overall system with better resource management and customized services to our clients.



Executive Protection



Transport Security



Specialized Guarding



Combined Services



Corporate Training



Monitoring

THE CORNERSTONES OF OUR STRATEGY



Higher Degree of Specialization

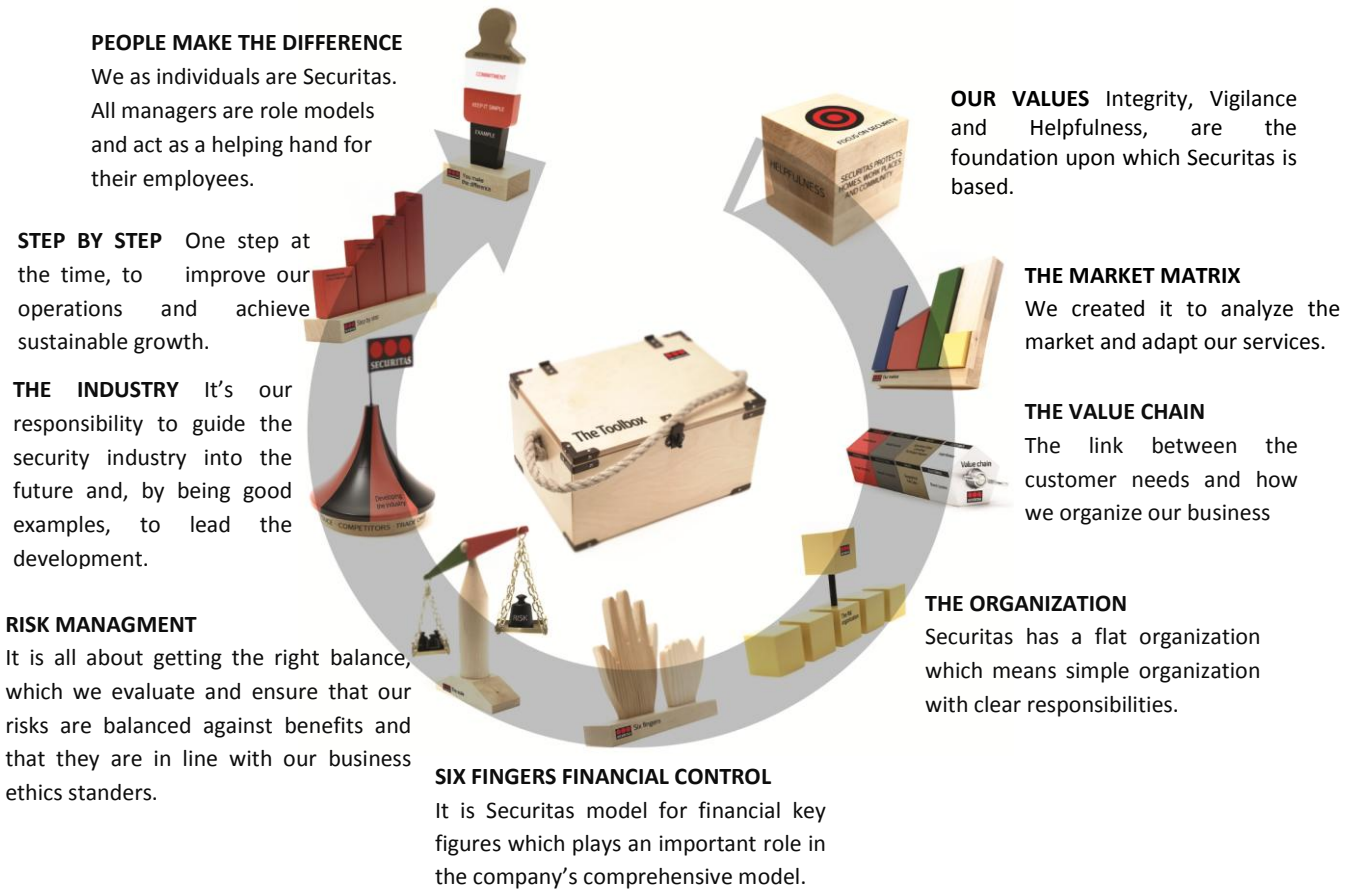


Expansion of Mobile and Monitoring



Increased Global Presence

“Business relations are local, but knowledge is global”



CORPORATE TRAINING

Securitas Saudi Arabia is proud to be a part of the Securitas family which is recognized as the knowledge leader in the security industry. We consider our training program as a core focus of our operations; well-trained professionals provide superior and satisfied services to clients. Our basic training module includes several capsules focused at creating vigilance, awareness and knowhow; while practical training covers many security aspects that suit our customer needs.

- Securitas basic security training programs.
- On-site training / specific training at the client's site at regular intervals.
- Refresher training for existing security staff, covering security, health & safety and new developments in the industry.

SPECIALIZATION AND TRAINING

Preparation of disaster management and business continuity plans are among our other activities involved the following security aspects:

- Training of emergency response
- Evolving emergency procedures and evacuation plans
- Fire prevention and control
- Crowd/conflict management
- Security aspects of reception and visitor management
- Defensive, tactical and evasive driving
- Office/work place security
- Customer relationship
- Patrolling and inspections

