



سكوكو
SACO

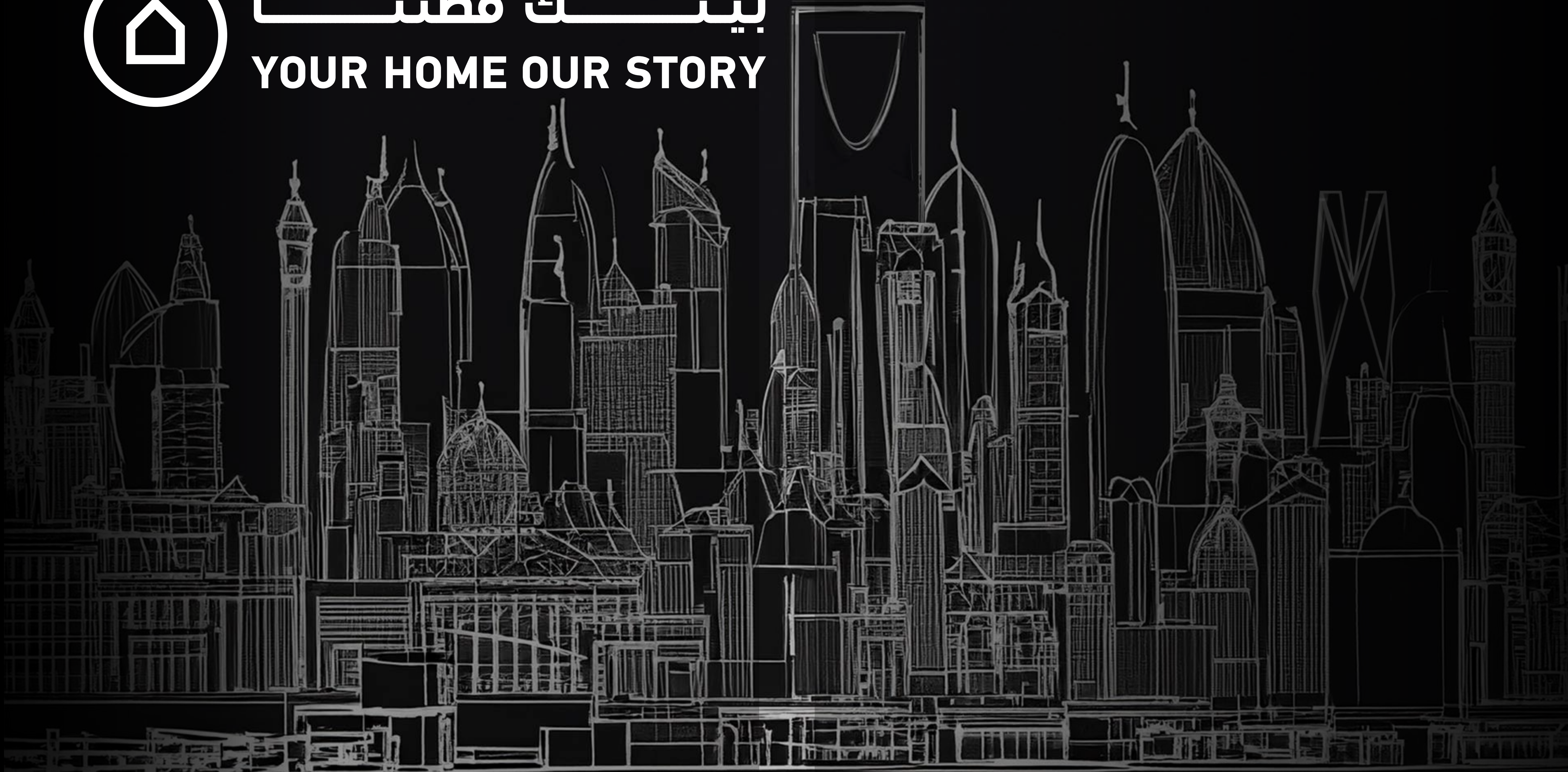
CORPORATE PROFILE

www.saco.sa





بيتك قمتنا
YOUR HOME OUR STORY

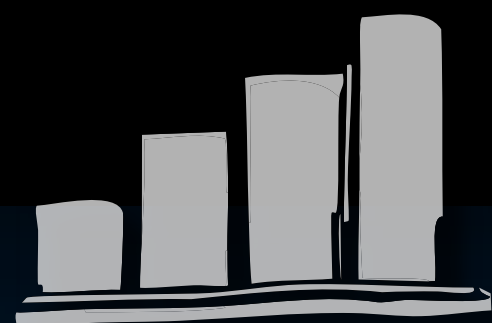


EXECUTIVE SUMMARY

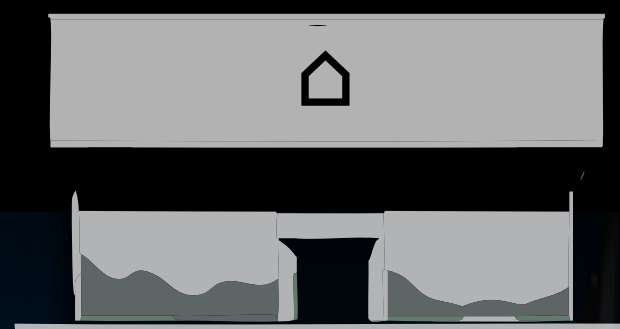
At SACO, we stand as a testament to innovation, excellence, and customer-centricity in the home retail business. Our journey, rooted in the rich heritage of Saudi Arabia, reflects a commitment to quality, variety in categories and products, and a deep understanding of our customers' needs and wants. Our strategic expansion, bolstered by digital transformation and a focus on sustainable practices, aligns with our vision to redefine retail shopping experiences. Embracing the future, we are dedicated to enhancing lifestyles and empowering people, driven by a leadership team that embodies vision, dedication, and a relentless pursuit of excellence. Join us in shaping a future where quality, service, and innovation meet at every corner of the home improvement world.



KEY FIGURES



**REVENUES OVER
SAR 1 BILLION**



**32 RETAIL
STORES**



**COVERING
20 CITIES**



**OVER 2500
EMPLOYEES**



**220,000 SQM
OF RETAIL SPACE**



**OVER 15 MILLION IN
ANNUAL CUSTOMERS**



OUR VISION

REIMAGINING HOME & LIFESTYLE EXCELLENCE EVERY DAY

Our vision is to be the leading force in redefining home and lifestyle excellence. We aspire to consistently deliver innovative, top-quality, accessible home improvement solutions that surpass the expectations of our customers. We envision a future where every home radiates the essence of comfort, style, and functionality. A future where everyone can enjoy the finest products and experiences tailored to their individual tastes and preferences.



OUR MISSION

**ENRICHING
LIVES
THROUGH
EXCEPTIONAL
HOME
SOLUTIONS**

At SACO, we are on a mission to transform the way people experience their homes and lifestyles. We believe that everyone deserves access to exceptional home solutions that enhance their lives.

Our unwavering commitment is to elevate individuals and families to create homes and build lifestyles that inspire, nurture, and thrive.



OUR VALUES

1. QUALITY & EXCELLENCE

We never compromise on the quality of our products and services.

We strive for excellence in all aspects of our business, from product selection to customer service.

2. CUSTOMER-CENTRIC

Our customers are at the heart of everything we do.

We are dedicated to understanding their needs, preferences, and aspirations.

3. INNOVATION & ADAPTABILITY

We continuously seek new and better ways to serve our customers and improve our offerings.

We embrace change, adapt swiftly to trends, and pioneer industry-leading solutions.

4. INTEGRITY & ACCOUNTABILITY

We act with honesty, transparency, and ethics in all interactions fostering a culture of the highest standards.

We hold ourselves accountable for our actions and commitments in every aspect of our business.

5. COLLABORATION & COMMUNITY

We collaborate across functions, departments, locations, and partners.

We leverage the collective intelligence and strengths of all, ensuring triple-win outcomes for us, partners, and customers.

6. DIVERSITY & EMPOWERMENT

We believe in creating a diverse, inclusive, and healthy work environment.

We respect and value the unique perspectives and contributions of every team member, partner, and customer.

7. SUSTAINABILITY

We are committed to responsible and sustainable business practices.

We aim to minimize our environmental impact and contribute positively to our communities.



OUR CULTURE

OUR COMMITMENTS



5

"Make sure everything we do serves our commitments, and does not contradict any of them."

Abdel-Salam Bdeir



FIX CULTURE BEFORE PRACTICE

"You can't fix business practices before fixing corporate culture."

Abdel-Salam Bdeir



BE AN AGENT OF CHANGE

"The measure of intelligence is the ability to change."

Albert Einstein



EMBRACE INTELLECTUAL INTEGRITY

"Performance and Altitude are the only KPIs at SACO."

Abdel-Salam Bdeir



EMBRACE ACCOUNTABILITY CREATE MERITOCRACY

"The only path to having a high-performance workforce is through rewarding excellence and disciplining negligence."

Abdel-Salam Bdeir



RETAIL IS DETAIL

"Solve the small problem before it becomes big."

Lao Tzu



QUALITY COMES FIRST

"Quality means doing it right when no one is looking"

Henry Ford



BEING THOROUGH IS A QUALITY

"Details matter. It's worth waiting to get it right."

Steve Jobs



BE RESULTS ORIENTED

"Always work with the end result in mind"

Abdel-Salam Bdeir



ACTIONS SPEAK LOUDER: ON THE FLOOR NOTHING MORE

"You'll never farm a field by turning it over in your mind."

Irish Proverb



IT'S ALL ABOUT EXECUTION

"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."

Jack Welch



FISH FOR TODAY FARM FOR TOMORROW

"Someone is sitting in the shade today because someone planted a tree a long time ago."

Warren Buffet



AVAILABILITY IS THE BEST SERVICE

"What helps people, helps business."

Leo Burnett



CONSISTENT PERFORMANCE IS KEY

"We are what we repeatedly do. Excellence, then is not an act, but a habit."

Aristotle



THINK RETAIL AUDIT

"Only principled negotiations based on market benchmarking provide the expected results."

Abdel-Salam Bdeir



YOU CAN'T MANAGE WHAT YOU DON'T MEASURE

"If you can't measure it, you can't improve it."

Peter Drucker



THINK AGAIN

"Think deeply, think twice, think differently."

Proverb



NO EXCUSES

"He that is good for making excuses is seldom good for anything else."

Benjamin Franklin



RACE AGAINST TIME

"Turnover of decisions is turnover of business."

Abdel-Salam Bdeir



THINK BEFORE YOU TALK

"Think before you act. Think twice before you speak."

Thomas Browne



CUSTOMER IS THE ONLY BOSS

"There is only one boss: the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

Sam Walton



THINK ACT

"Preparation is the key to success."

Alexander G. Bell



CUSTOMERS PAY OUR SALARIES

"It takes twenty years to build a reputation and five minutes to ruin it."

Warren Buffet



HAVE ZERO TOLERANCE

"The culture of any organization is shaped by the worst behavior the leader is willing to tolerate."

Gruenert & Whitaker



HONESTY IS THE BEST POLICY

"If you tell the truth, you don't have to remember anything."

Mark Twain



IF YOU ARE IN DOUBT... ASK

"Asking for help isn't a sign of weakness, it's a sign of strength. It shows you have the courage to admit you don't know something, and to learn something new."

Barack Obama



ALWAYS BE CUSTOMER CENTRIC

"With everything you do, think of the customer. If it's good for them it's good for us."

Abdel-Salam Bdeir



CUT THE RED TAPE

"Bureaucracy slows us all down. If a process, policy, or person is blocking business, call it out, and escalate it. Your voice drives change, let's all move forward and fix things fast."

Abdel-Salam Bdeir



SAY IT STRAIGHT

"Be straight. Be direct. When you operate with transparency, there's nothing to fear and everything to gain. Clearly builds trust and trust builds speed."

Abdel-Salam Bdeir



SPEAK UP TO SOLVE

"If something is hurting productivity, blocking progress, or involves unethical behavior, speak up. Silence helps no one. Escalate to Management or the CEO where needed. Fixing starts with voicing."

Abdel-Salam Bdeir



WORK WITH EXCELLENCE

"إِنَّ اللَّهَ يُحِبُّ إِذَا عَمِلَ أَحَدُكُمْ عَمَلًا أَنْ يَفِيئَهُ"

"God loves if any of you does a task, to do it with excellence"

Prophet Mohamed (PBUH)



OUR COMMITMENTS

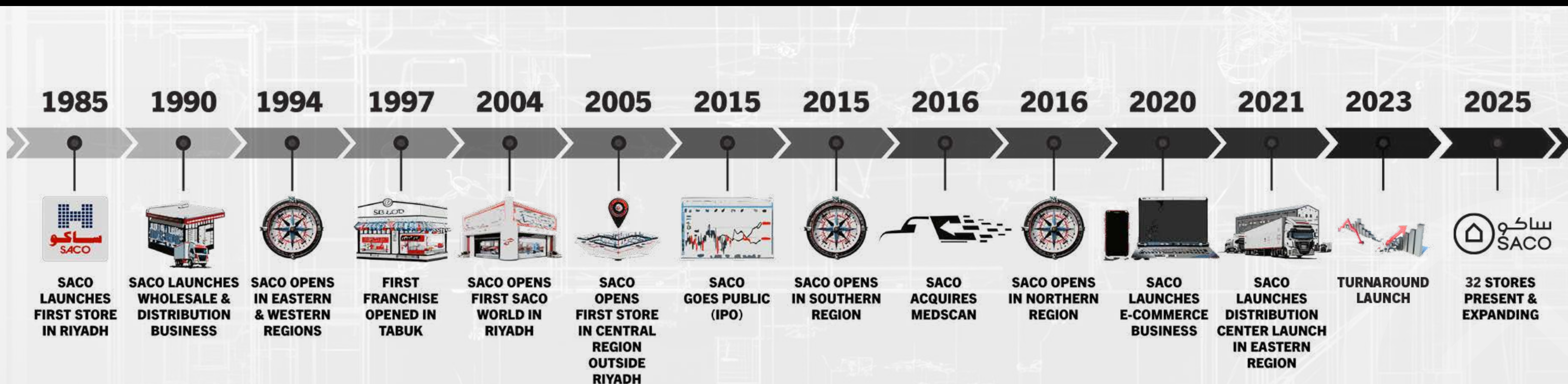
Our commitments to our customers are at the cornerstone of everything we do. They shape our actions and decisions, ensuring that we always prioritize quality, variety, service, value, and sustainability. This dedication is how we strive to make every customer experience outstanding and every touchpoint with our brand positive.

In practice, this means a constant evaluation that everything we do serves our commitments and does not contradict any of them.



OUR STORY

SACO's story is a narrative of visionary entrepreneurship and relentless pursuit of excellence in the home retail business. Established in 1984, SACO has grown from a single store to a formidable presence across Saudi Arabia. In 2004, we opened SACO World in Riyadh, a groundbreaking venture that set a new standard in the region. Our expansion continued with the opening of our second SACO World in Jeddah in 2010 and our largest 24,000 sqm superstore in Dhahran in 2011. Our milestone of becoming a publicly listed company in 2015 marked a new chapter in our growth story. Today, with 32 stores nationwide, including six SACO World stores, and our acquisition of Medscan in 2016, we continue to innovate, expanding our brick and mortar presence, and digital footprint through new e-commerce channels.



OUR MARKET

POPULATION
35.3 MILLION

MEDIAN AGE
29 YEARS

83.5% URBAN

HIGH DIGITAL CONNECTIVITY
KEY PLATFORMS WITH SUBSTANTIAL
USER BASES INCLUDE YOUTUBE
(79.3% REACH), X, INSTAGRAM, & TIKTOK.

KSA GDP
SAR 4.0 TRILLION

18TH
LARGEST
ECONOMY
IN THE WORLD

PROJECTED RETAIL MARKET GROWTH
SAR 727 BILLION BY 2027

E-COMMERCE SURGE
SAR 75.8 BILLION BY 2027

3.6%
GROWTH
IN ECONOMY

RETAIL MARKET GROWTH:

The Saudi retail market is forecasted to grow significantly, reaching SAR 727.2 billion by 2027. This growth includes a notable surge in e-commerce, expected to climb at a CAGR of 14.0% to SAR 75.8 billion by 2027.

E-COMMERCE SHIFT:

There is a shift towards local e-commerce players in the Saudi market, striving to capture the mentioned growth in value by 2027. This shift is influenced by factors like lower shipping costs and faster delivery from domestic operators.

ECONOMIC DIVERSIFICATION:

Saudi Arabia is undergoing economic diversification, moving away from oil dependency. This diversification, as part of Vision 2030, is likely to impact consumer spending patterns and preferences, particularly in sectors like hardware and home goods.

FOREIGN POPULATION AND WORKFORCE TRENDS:

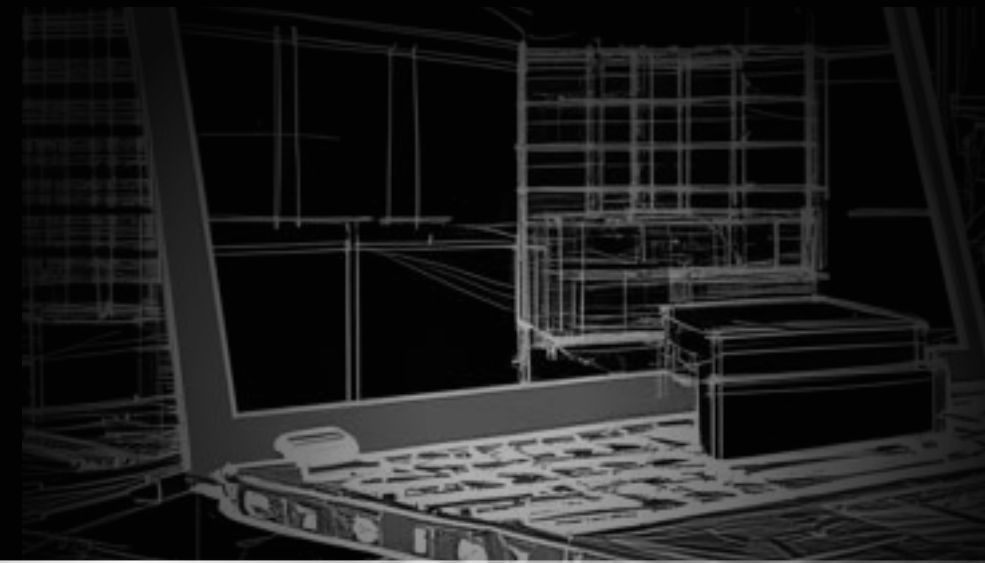
The presence of a significant expatriate population (41.6%) and the changes in foreign workers' contractual restrictions are likely to impact consumer demographics and spending behaviors in the retail sector.

OUR SBUs

- **RETAIL**



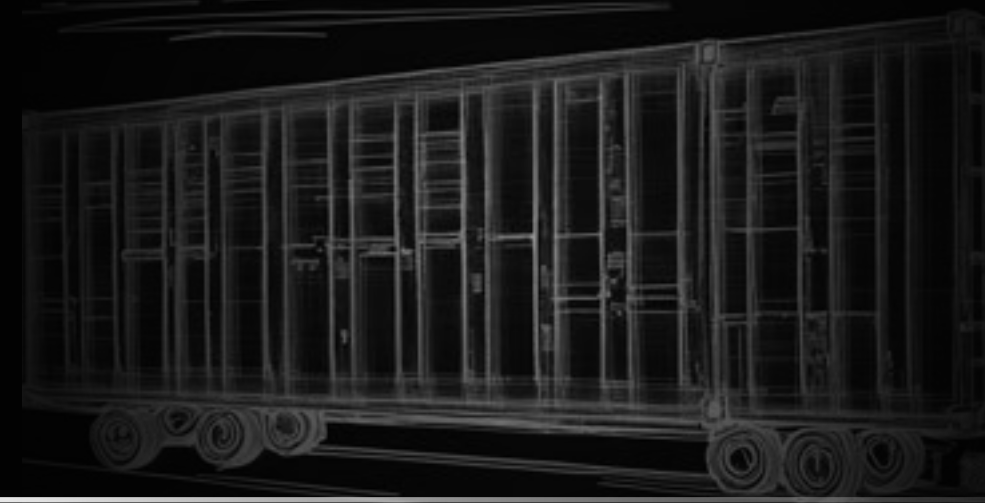
- **E-COMMERCE**



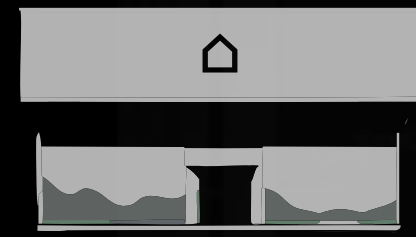
- **DISTRIBUTION**



- **LOGISTICS**



RETAIL COVERAGE

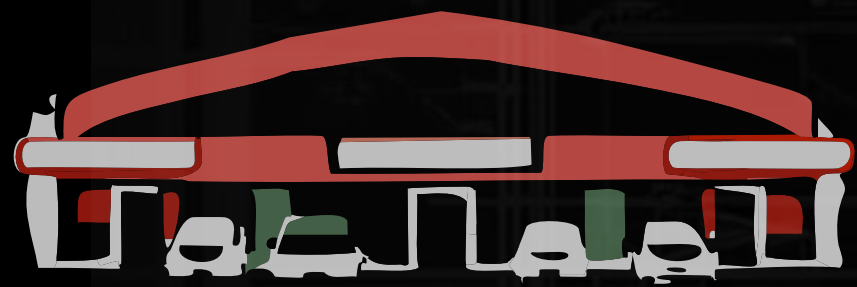


32 STORES



20 CITIES

IN 3 FORMATS



SUPERSTORE

6 STORES FROM 8,000 TO
24,000 SQM



CORE

22 STORES FROM 3,000 TO
8,000 SQM



CONVENIENCE

4 STORES FROM 2,000 TO
3,000 SQM



RETAIL PORTFOLIO

27 DEPARTMENTS

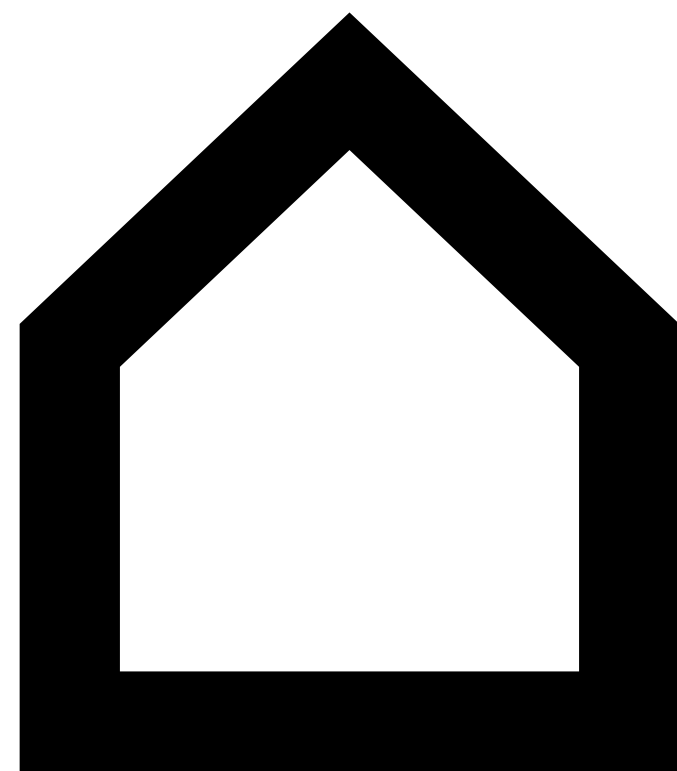


OVER 200 CATEGORIES



OVER 50,000 SKUs

OUR DEPARTMENTS



MOBILE PHONES & ACCESSORIES



CONSUMER ELECTRONICS



LARGE APPLIANCES



SMALL APPLIANCES



AUTOMOTIVE



HAND & POWER TOOLS



HOME HARDWARE



ELECTRICAL & LIGHTING



PAINT & SUNDRIES



PLUMBING



BUILDING MATERIALS



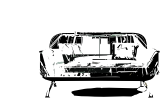
HOUSEWARES



LINEN & BATH



HOME DÉCOR



INDOOR FURNITURE



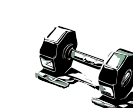
LAWN & GARDEN



OUTDOOR FURNITURE



CAMPING & BBQ



SPORTS & FITNESS



LUGGAGE



STATIONERY



TOYS & GAMES



BABY NEEDS



BEAUTY CARE



CLEANING & DETERGENTS



PET SUPPLIES



SNACKS & BEVERAGES

HEADQUARTER



SUPERSTORES



CORE STORES



CONVENIENCE STORES



FUTURE STORES

SACO is proud to unveil new concepts developed in collaboration with an award winning European design firm. These designs promise to revolutionize the shopping experience in the Kingdom, underscoring our commitment to bring innovative retail solutions and exceptional customer experiences to the Saudi market.



FUTURE STORE CONCEPT - FACADE



FUTURE STORE CONCEPT - INTERIOR



FUTURE STORE CONCEPT - INTERIOR



FUTURE STORE CONCEPT - INTERIOR



BATHROOM

FUTURE STORE CONCEPT - INTERIOR



AUTOMOTIVE

FUTURE STORE CONCEPT - INTERIOR



FUTURE STORE CONCEPT - INTERIOR



FUTURE STORE CONCEPT - INTERIOR



**INDOOR FURNITURE
SHOP-IN-SHOP**

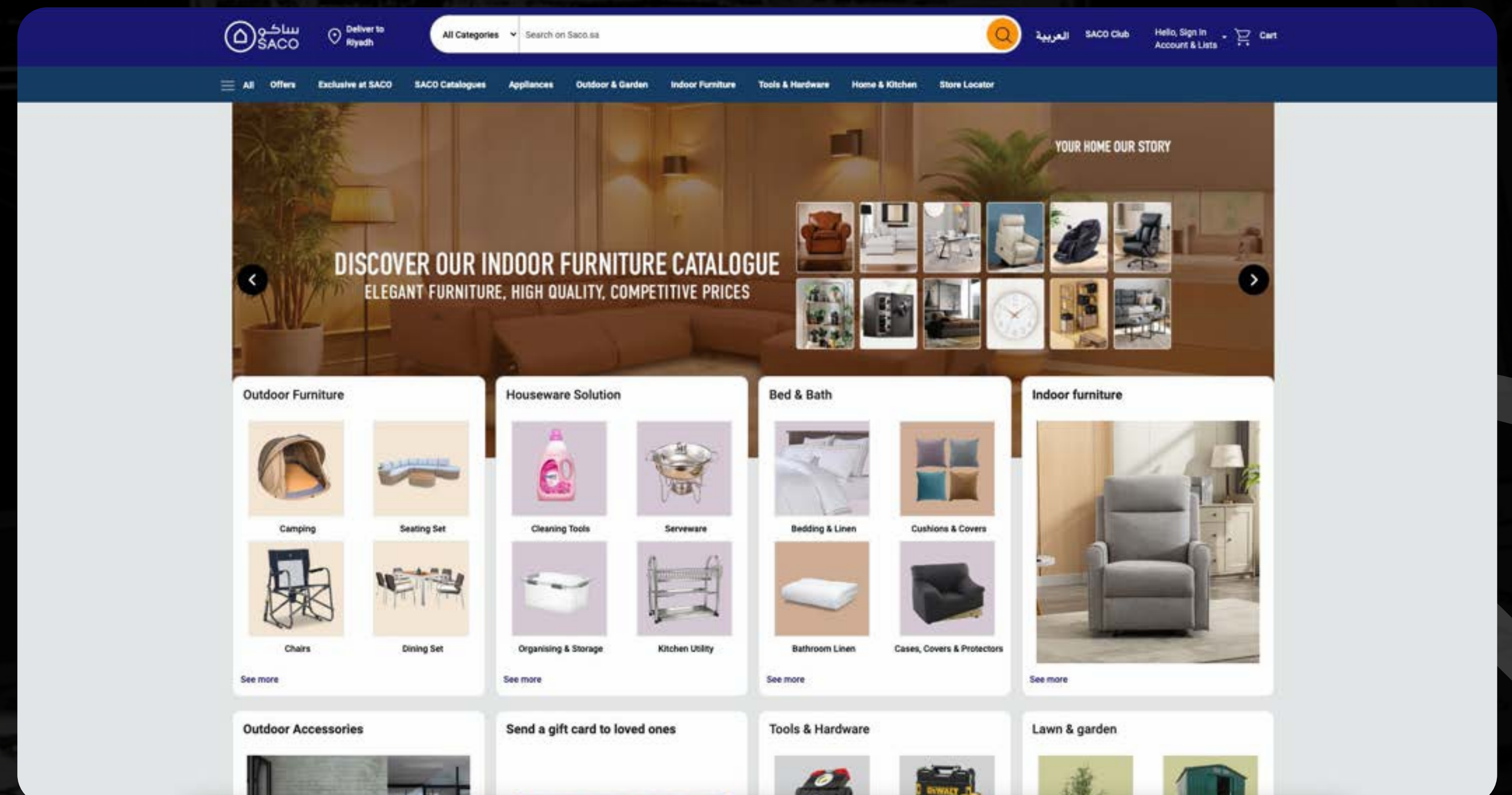
FUTURE STORE CONCEPT - INTERIOR



FOOD HUBS

E-COMMERCE

SACO is at the forefront of digital retail innovation, continuously enhancing our e-commerce platform to offer customers convenience, variety, and a superior online shopping experience. Our platforms (website and mobile app) integrate with physical store operations to offer a seamless omnichannel shopping experience, providing customers with the flexibility to shop online, in-store, or through a combination of both.



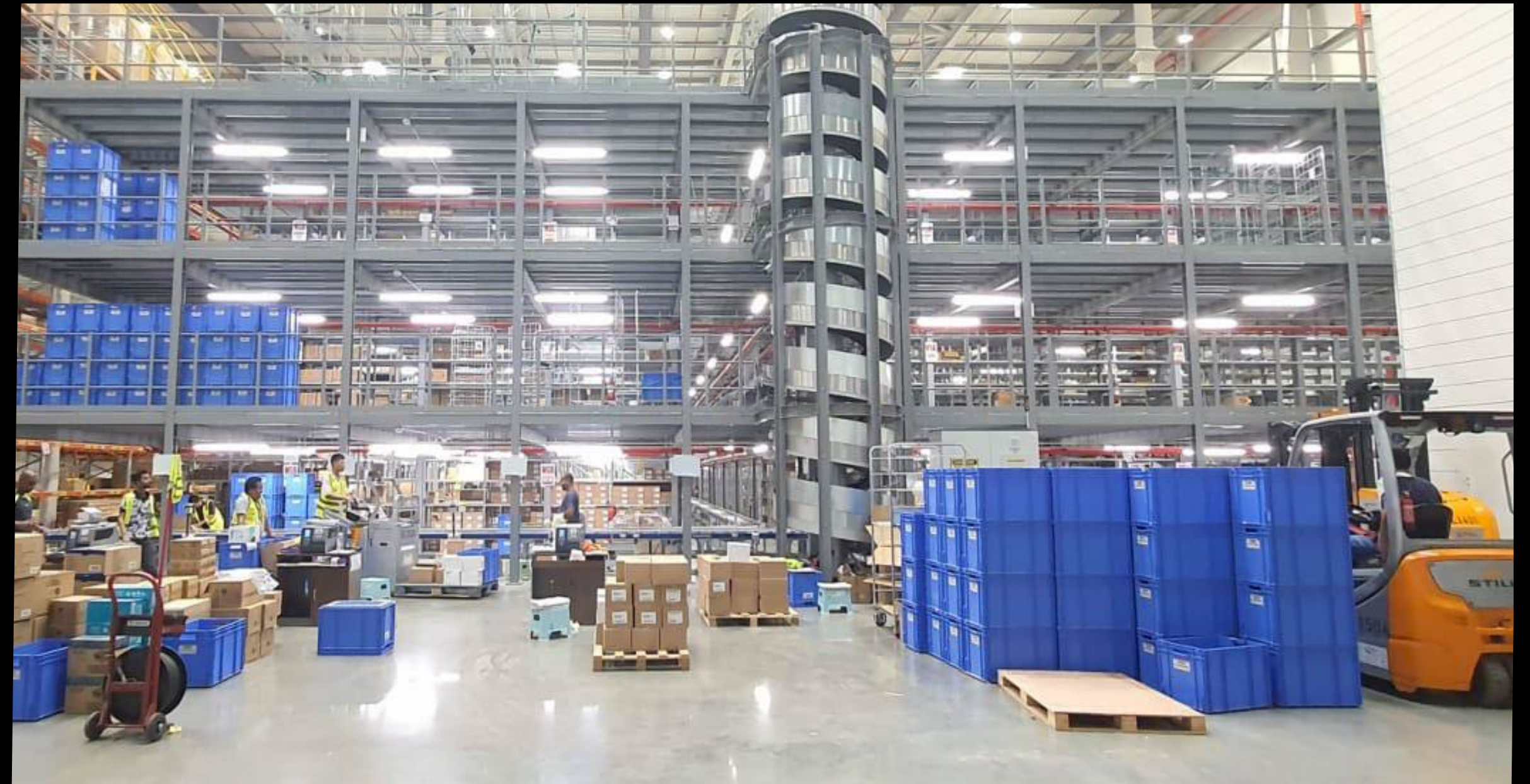
DISTRIBUTION

SACO proudly brings to the Kingdom an array of quality and competitive brands, perfectly aligning with the evolving needs of the diverse Saudi consumer market. Our network of extensive strategically located sales operations, empowers us towards exclusive distribution licenses, marking SACO as a trailblazer in revolutionizing wholesale and retail distribution dynamics in Saudi Arabia.

EXCLUSIVE BRANDS



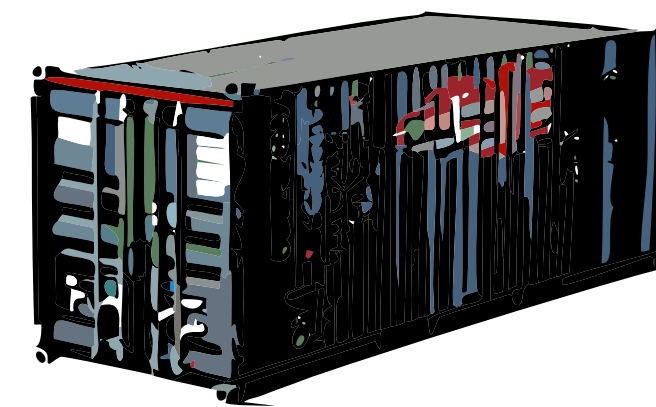
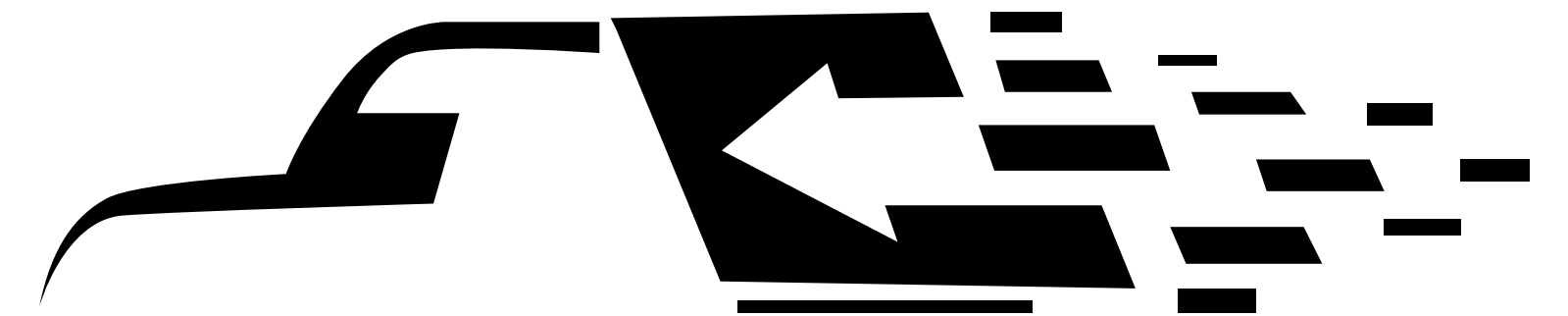
DISTRIBUTION CENTER



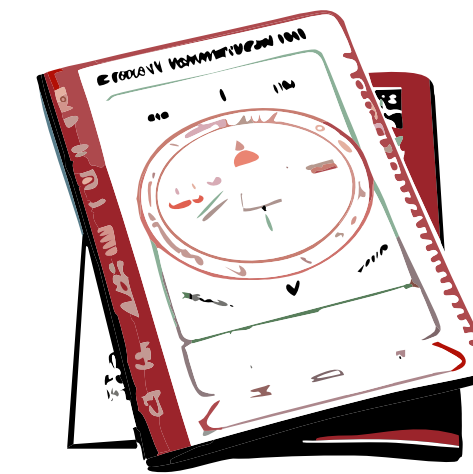
LOGISTICS

In 2016, SACO started a new era by acquiring MEDSCAN, bringing it into the fold of the largest total-solution home improvement superstores in the Kingdom of Saudi Arabia. MEDSCAN is a logistics services provider operating for more than 40 years. Established in 1976 in the Logistics Support Zone near King Abdul Aziz Seaport in Dammam, the company's history is a story of a utility built on the principles of value for customers & a vision for the future. This integration would further enhance SACO's distribution capabilities, allowing for better inventory management, reduced delivery times, and overall operational efficiency.

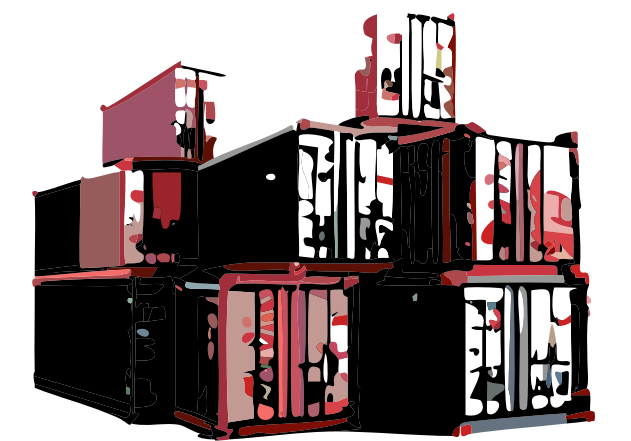
MEDSCAN SERVICES



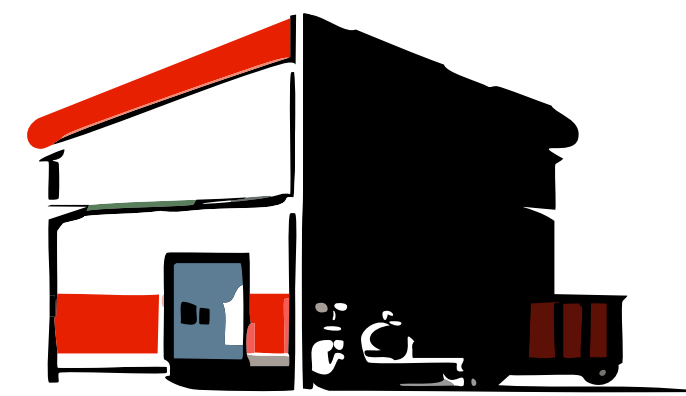
**FREIGHT FORWARDING
INCLUDING AIR, LAND & SEA**



**CUSTOMS
CLEARANCE**



**CONTAINER
STORAGE & HANDLING**



**TERMINAL HANDLING &
WAREHOUSING**



**INLAND
TRANSPORTATION**



**50,000 SQM OF OPEN &
CLOSED STORAGE**

KEY EXECUTIVES



ABDEL-SALAM BDEIR
CEO

Abdel-Salam Bdeir brings with him over 30 years of experience in the retail and FMCG industries. This extensive background highlights his expertise in leading dynamic and fast-paced business environments, particularly in sectors that demand a keen understanding of consumer needs and market trends. His leadership at SACO leverages his vast experience and distinguished skills to drive the company's growth and strategic development. He holds a BBA and an MBA from the American University of Beirut, Lebanon.



AMER O. OMAR
CFO

Amer Omar serves as the CFO of SACO, and brings with him a rich array of experience across multiple industries, including retail, telecommunications, and oil & gas, with a foundation in audit from one of the Big Four audit firms. His expertise in navigating complex financial landscapes and his strategic acumen are instrumental in driving SACO's expansion and operational excellence, leveraging his background towards the company's growth and strategic positioning. He holds a BBA from Concordia University, Canada.

BOARD OF DIRECTORS



SAMEER BAEISA
CHAIRMAN

Sameer Baeisa is a seasoned Saudi executive with over 30 years of management experience across a variety of organizations in multiple industries, demonstrating a strong focus on business transformation, process improvement, and human capital development. As Chairman of the Board, he brings his extensive experience towards orchestrating SACO's strategic direction and corporate governance. He holds a Master's in Business Management from California State University, USA, and a BBA from King Abdulaziz University, KSA.

MOHAMAD A. ALQATARI
VICE-CHAIRMAN

KHALED M. AL HAMIDI
BOARD MEMBER

SAMEER M. AL HAMIDI
BOARD MEMBER

HAYTHAM M. AL HAMIDI
BOARD MEMBER

FAISAL A. AL FOHAID
BOARD MEMBER

SALEH A. ALMUBARAK
BOARD MEMBER

MISHAL A. ALHOKAIR
BOARD MEMBER

IYAD A. ALDALOOJ
BOARD MEMBER

MUSTAFA F. ALHOMSI
BOARD SECRETARY

OUR PARTNERS





CONTACT US

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