



MSB Holding Group

CORPORATE PROFILE

2025



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Corporate Overview

A black and white photograph of a person in a dark suit and white shirt, balancing a miniature house on a stack of wooden blocks. The person's hands are visible at the bottom, carefully supporting the stack. The house is a two-story structure with a gabled roof and a chimney. The background is a plain, light color.

Who We Are?

MSB Holding was established in 2017 and has quickly grown to become a distinctive and innovative holding company, headquartered in Jeddah, Saudi Arabia.

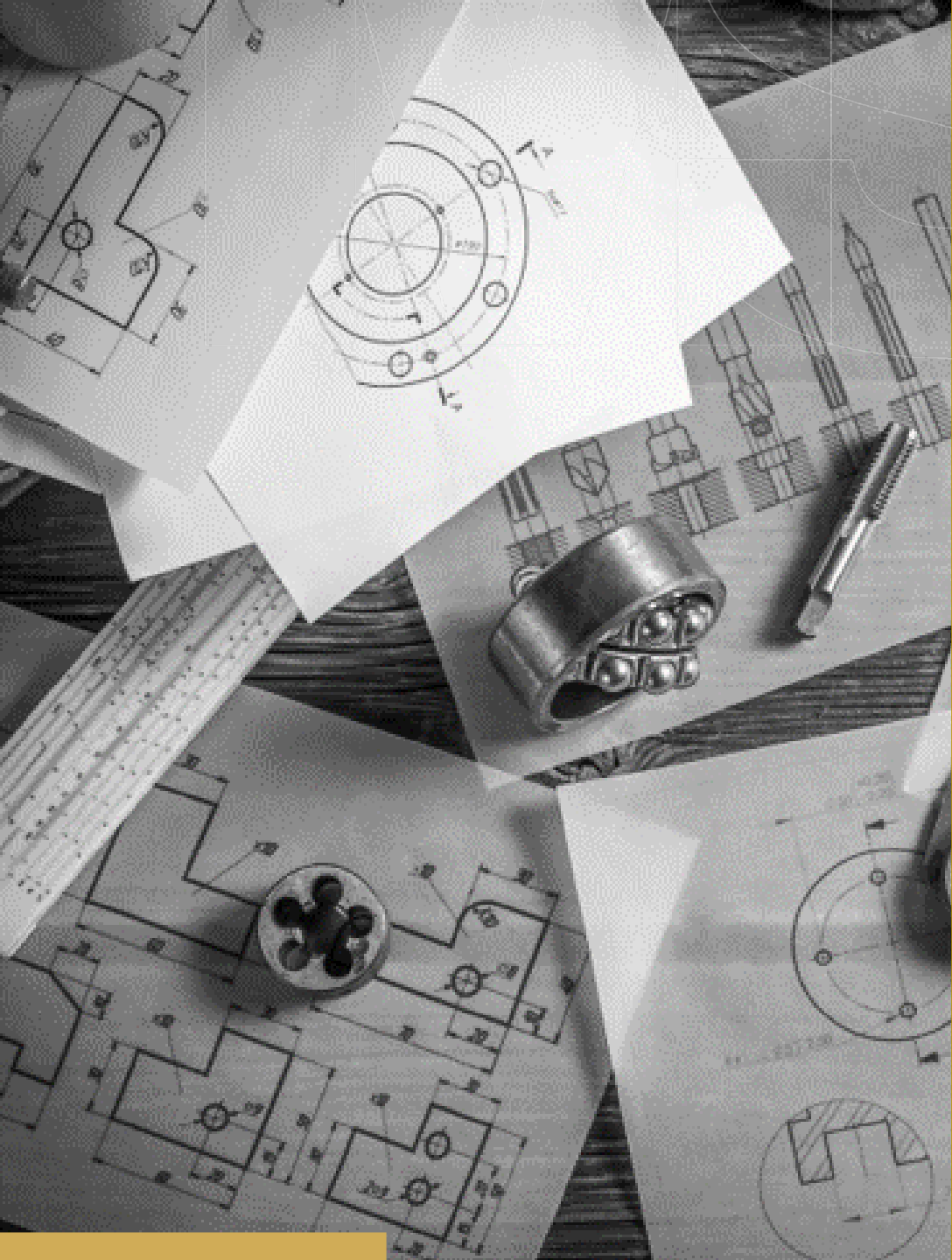
The scale MSB has achieved through its group companies being selected to contribute towards some of the most prominent giga and mega projects in the Kingdom has quickly allowed us to establish ourselves as one of the leaders in infrastructure, construction and contracting investments.

We bring together expertise that allows our companies to offer a complete suite of services, and are always looking to innovate by investing in new technologies and concepts that not only enhance our offering, but also benefit society through creation of opportunities and the delivery of sustainable outcomes.



Our Mission

Our mission is to drive local and regional growth through our expertise in various economic sectors. We are committed to support the building of communities that are not only sustainable and innovative but also provide a high quality of life for their residents.



Our Vision

We strive to provide innovative solutions that meet the evolving needs of our society and contribute to a better tomorrow.



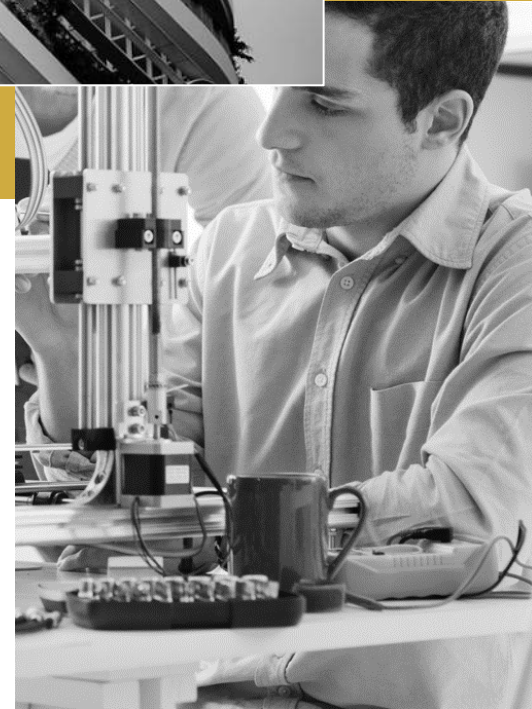
Vision 2030

MSB, in cooperation with its group companies and partners, is committed to the ambitious goals laid out as part of the Vision 2030 initiative.

The group is participating in some of the largest projects in Saudi Arabia, and is playing an active role in supporting the growth and diversification of the economy through its innovative approach to projects, and its commitment to offering high quality jobs to its employees.

We are proud to be supporting the Kingdom's sustainability goals, as well as striving to create opportunities for the people of Saudi Arabia as the Kingdom move towards an exciting future.





Our Values

Our five values are at the heart of everything we do, and drive MSB to be distinguished in various fields and to be part of creating a better society.



INTEGRITY

Doing the right thing for our customers, our partners, and society.



QUALITY

To meet the highest standards in everything we do, and to always strive for more and better.



INNOVATION

Being agile, and finding new solutions to make the world a better place for everyone.



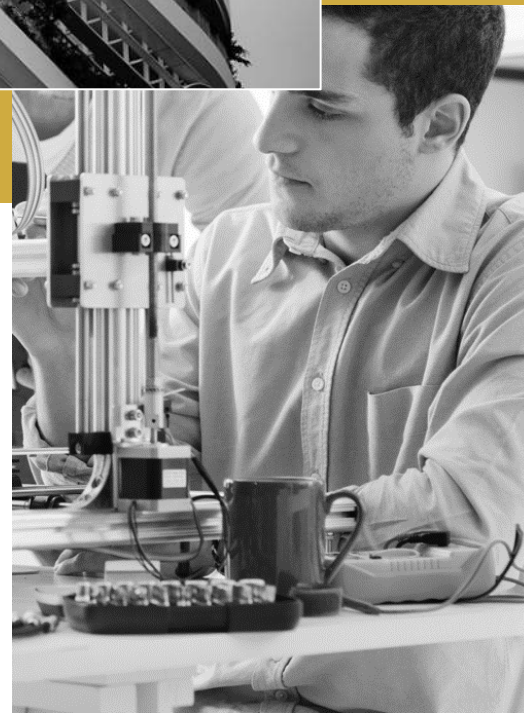
PARTNERSHIP

Bringing together the best people and organizations to create success.



RESPONSIBILITY

For internal and external stakeholders, for society and the environment.



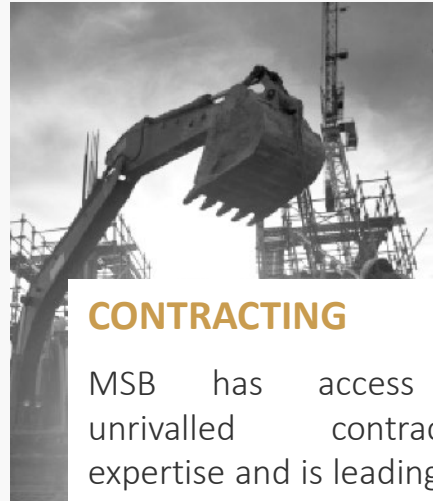
Our Sectors

Through its subsidiaries, investments and strategic partnerships, MSB is active in a range of sectors. This diversified business model allows MSB to be at the forefront of the growing market in Saudi Arabia.



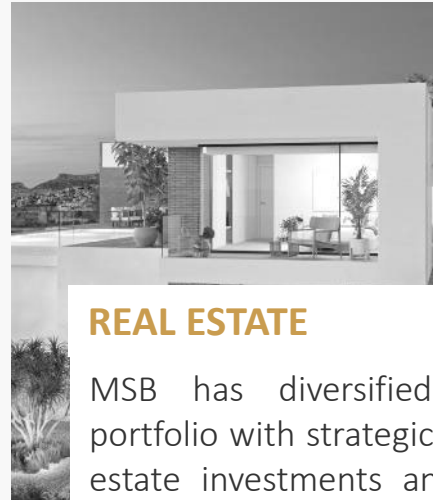
INDUSTRIAL

The economy of Saudi Arabia is diversifying, and MSB is working closely with international partners to facilitate this.



CONTRACTING

MSB has access to unrivalled contracting expertise and is leading the way in some of the largest projects in the Kingdom.



REAL ESTATE

MSB has diversified its portfolio with strategic real estate investments and is working with clients on a range of new projects.



MINING

Through its strategic partnership with Royal Road Minerals, MSB is at the forefront of mineral exploration in Saudi Arabia.

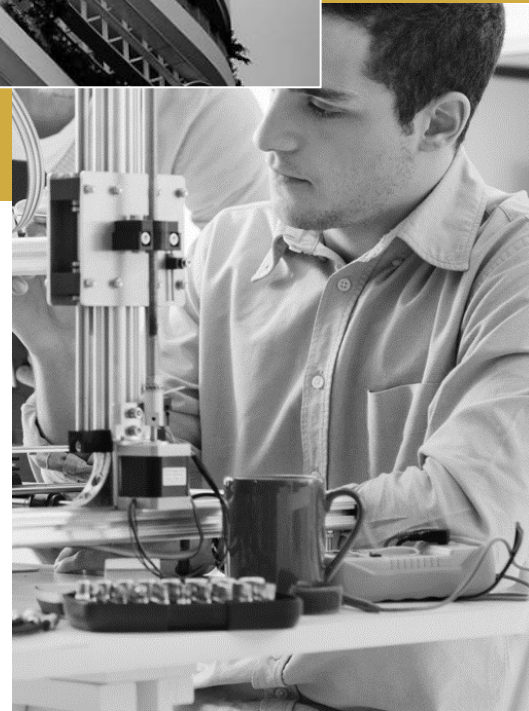


UTILITIES

Utilities in Saudi Arabia present great challenge and opportunity, and MSB is seeking to offer reliable, sustainable power and water solutions to customers.

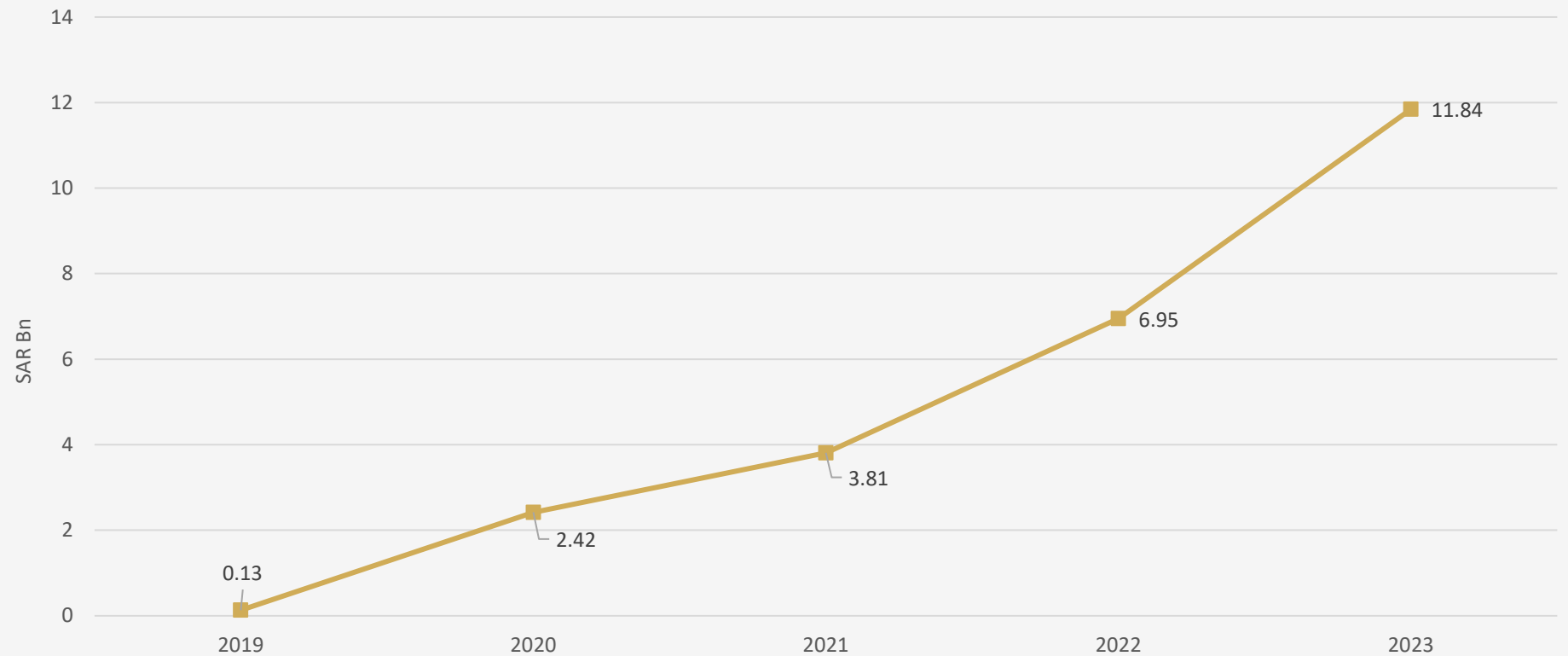


Our Performance



Financial Success Story

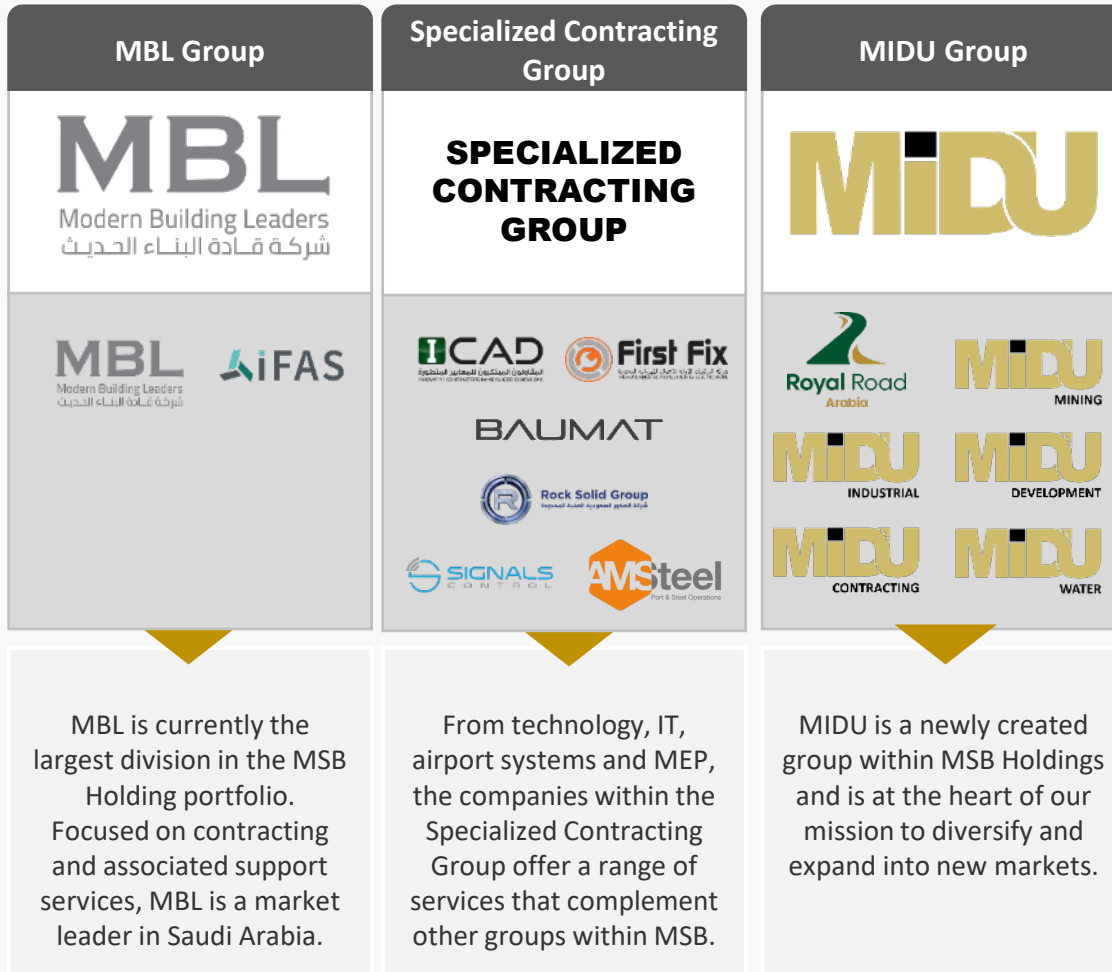
- MSB has enjoyed significant revenue growth over recent years, and that journey is expected to continue in the years ahead, as the group bids on a number of major projects.
- 2023 was a year of major growth, as we restructured and brought MBL into the MSB Holding group, which significantly enhanced revenue, and helped to generate net profit of SAR 1.43bn.





Our Companies

MSB Holding Group Structure



MSB Holding is divided into three distinct divisions.

This allows the group to focus its efforts into particular sectors, while leveraging the wider expertise of the group to compliment each individual company.

We are currently employing an ambitious diversification strategy that will see MSB Holding move into a number of new sectors; ensuring we are well-placed to take advantage of the rapidly developing market in Saudi Arabia as it embarks on its journey towards Vision 2030.



MBL Group

MBL

Modern Building Leaders
شركة قادة البناء الحديث

MBL is one of the leading contractors in Saudi Arabia; providing expertise in infrastructure, construction and marine works to some of the largest projects in the Kingdom.



Services

- Mixed-Use Buildings
- Commercial Buildings
- Infrastructure
- Retail
- Cultural Buildings
- Facility Management & Operations (through IFAS)
- Residential
- Marine Works
- Public Buildings



2023
Revenue

10.9bn
SAR

2023
Net
Profit

815m
SAR

MBL

Modern Building Leaders
شركة قادة البناء الحديث

MBL is the largest company in the MSB group and is involved in some of the most important Giga and Mega projects in the Kingdom. It is a trusted contractor for a range of public and private clients.

MBL has a reputation for delivering complex, large-scale projects to extremely challenging timelines.

MBL's Growth Story

- MBL has enjoyed significant growth over recent years
- Revenue almost doubled between 2021 and 2022, and again between 2022 and 2023
- Revenue of SAR 10.88bn in 2023
- MBL has a project backlog of over SAR 20bn.



Sample Project



Jeddah Central Development

Site preparation and marine infrastructure works for the Jeddah Central Development.



Project Overview

- Demolition works for 400 existing buildings
- Removal of super structures and sub-structures
- Infrastructure works
- Marine works, including:
 - Coral removal & relocation
 - Dredging
 - EPC vertical walls and quay walls
 - Associated revetment and breakwaters
 - Marina fit-out.

Project Value

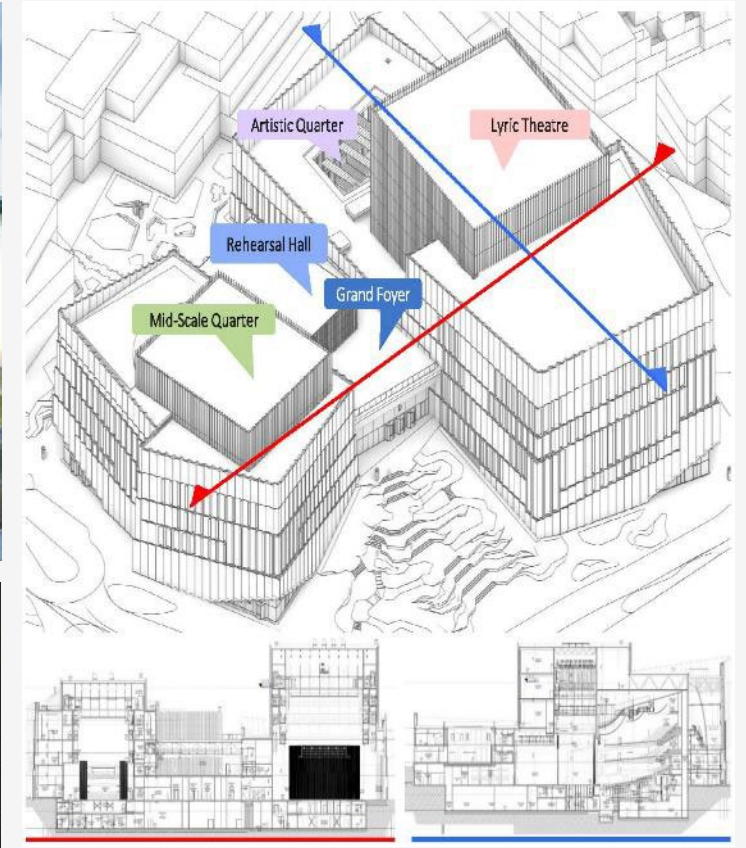
2.5bn SAR

Project Duration

20 months

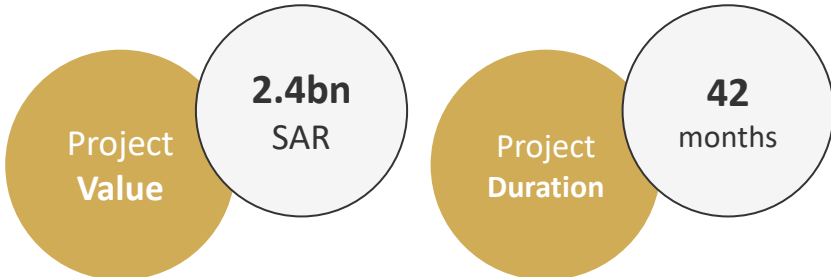
The Opera House

MBL has recently been awarded the project to construct a new opera house as part of the Jeddah Central Development.



Project Overview

- Construction of new opera house to form part of the cultural center of Jeddah Central Development
- Scope includes:
 - Grand foyer
 - Artistic quarter
 - Mid-scale quarter
 - Lyric theatre
 - Rehearsal hall.



Sample Project



Oceanarium

As part of its ongoing work for the Jeddah Central Development company, MBL has recently been awarded contract to construct the a Oceanarium.



Project Overview

- Construction of Oceanarium as part of Jeddah Central Development
- Establishing Jeddah as a regional and global leader in marine conservation.

Project Value

1.9bn SAR

Project Duration

42 months

Sample Project

Jeddah Marina & Yacht Club

Marine works and construction for a new marina to serve the redeveloped Jeddah waterfront area, including the construction of a unique building for the Jeddah Yacht Club.



Project Overview

- Dredging of 1,000,000 m³ of material
- Construction of 1,400m quay wall
- Marine facilities
- Supporting buildings
- Infrastructure works
- 72m height club building
- Furnished with gym, lounge and spa
- Restaurant and VIP lounge
- Control room
- Beach club with indoor restaurant and infinity pool.

Sample Project



Port of Oxagon

Landmark deal is the first consortium between MBL and European contractors to be awarded a design and build contract at NEOM. Commencing in January 2023, the consortium will undertake the first phase of the Port of Oxagon project.

Project Overview

- First phase of the expansion and improvement of the existing Duba port facility
- Construction of 4.6 km of quay walls
- Demolition of some existing structures
- Port will be a fully integrated port and supply chain
- Will serve NEOM's Oxagon city
- Gateway for world trade due to strategic location close to the Suez Canal
- Project commenced January 2023.

Project Value

3bn SAR

Project Duration

30 months

Sample Project



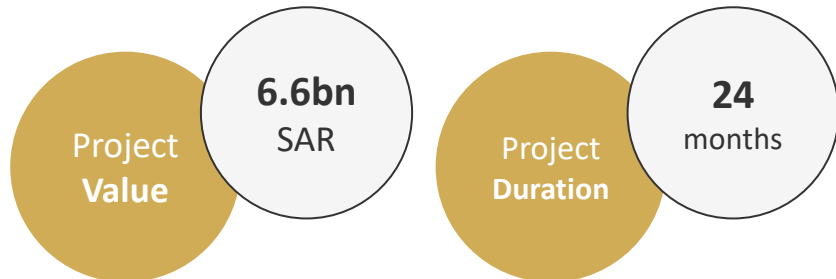
King Salman Park

Design and construction of Royal Art Complex as part of the King Salman Park Project.



Project Overview

- Part of a new cultural and social development in Riyadh
- Major cultural attraction spanning multiple clusters:
 - Museum of World Culture
 - National Theatre
 - Sculpture Pavilion
- Provides educational centers for the performing, cinematic, and visual arts
- Supporting infrastructure including:
 - Retail
 - Food and beverage outlets.



Sample
Project



CEER Motors Factory

Construction of world-leading electric vehicle manufacturing facility for CEER Motors at King Abdullah Economic City.



Project Overview

- Construction of production buildings for Saudi Arabia's first domestic automotive brand
- Full design and build project, including infrastructure, construction and fit-out
- Scope includes:
 - Production buildings
 - Test track
 - Access roads
 - Fencing
 - Entrance gates
 - Hard & soft landscaping.

Project
Value

5bn
SAR

Project
Duration

21
months

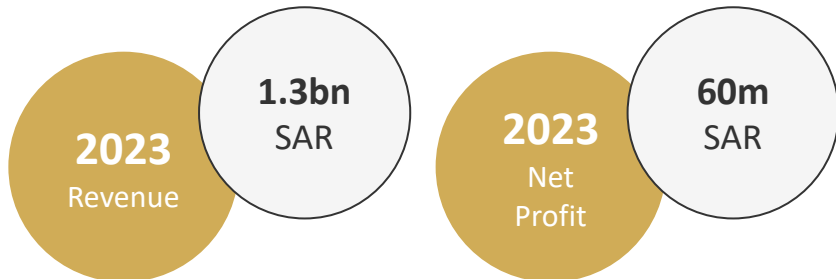


**Specialized
Contracting Group**



المقاولون المبتكرون للمعايير المتطورة
INNOVATIVE CONTRACTORS for ADVANCED DIMENSIONS

ICAD are leaders in technology and innovation, and specialize in design, integration, installation, operations and maintenance for aviation, transport, utilities, industrial and smart technology.



Services

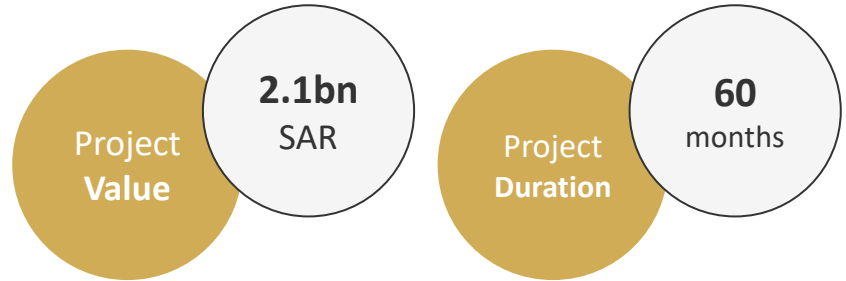
- Information & Communication Technology
- Airport Systems
- Air Navigation Systems
- Safety Systems
- Security Systems
- Building Controls & Automation
- Intelligent Transport Systems

Sample Project



King Abdulaziz Int. Airport

ICAD was responsible for the supply, installation and commissioning of systems across King Abdulaziz International Airport. Operations and maintenance services were provided through IFAS.



Project Overview

- Supply, install and commissioning of airside security fencing, CCTV and intrusion detection systems
- Commissioning of Access Control Systems
- Supply, installation, testing and commissioning and maintenance of kiosks
- Public Address and Mass Notification System
- Operation and maintenance of ICT systems
- Construction of airport facilities, including multi-story car park.

Abha Regional Airport

In order to develop local tourism and meet the aims of the Vision 2030 program to increase air connectivity, Abha Regional Airport is to be expanded. A new 65,000m² terminal will accept 90,000 flights annually.



Project Overview

- Supply of Operations and Management services to redeveloped airport.



Riyadh Metro

Part of the King Abdulaziz Project for Riyadh Public Transport, Riyadh Metro will provide vital public transport services to enhance the travel experience in the Kingdom's capital for residents and visitors.



Project Overview

- Technology Services for Riyadh Metro Lines 4, 5 and 6
- Scope includes:
 - Supply, installation, testing & commissioning of fiber optic & medium voltage cables.



First Fix

شركة التركيبات الاولى للاعمال الكهربائية المحدودة
THE FUNDAMENTAL INSTALLATION for ELECTRIC WORK

MEP Contractor with experience of air conditioning systems, power distribution systems, plumbing, drainage, water features, reverse osmosis plants, sewage treatment.

2023

Revenue

2.4bn
SAR

2023

Net
Profit

224m
SAR



Services

- Mechanical, Electrical & Plumbing
- Water Works
- Low Current Works
- Interior Design
- Fit Out
- Control & Automation
- Construction Management
- Commissioning & Handover

Sample Project



World Defense Show 2022

FirstFix provided mechanical, electrical and plumbing (MEP) services for the 2022 World Defense Show, which was held in Riyadh. The project was completed in just 6 months.



Project Overview

- Construction of structural steel sheds for parking area
- Storm and surface drainage
- Ponding areas
- Potable water distribution systems, fire water system, irrigation network
- Site electrical duct banks
- Street lighting works
- Bulk excavation Cut and Fill on site and grading to final formation levels of roads
- Roads sub-base and base course, asphalt concrete base course, and surface asphalt wearing course
- Airfield lighting systems.

Project Value

93m SAR

Project Duration

6 months

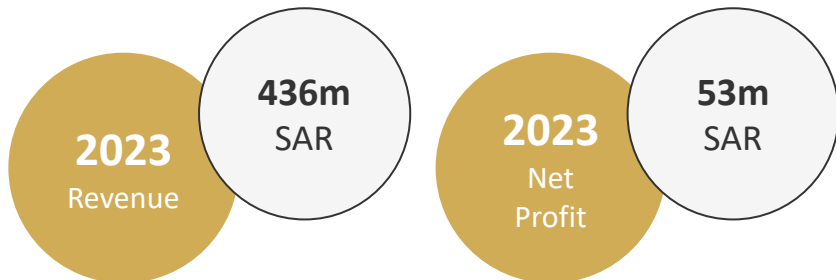
BAUMAT

Baummat offers an extensive range of materials and chemicals, including decorative and accessories for complete wall and floor solution for bathrooms and kitchens.



Services

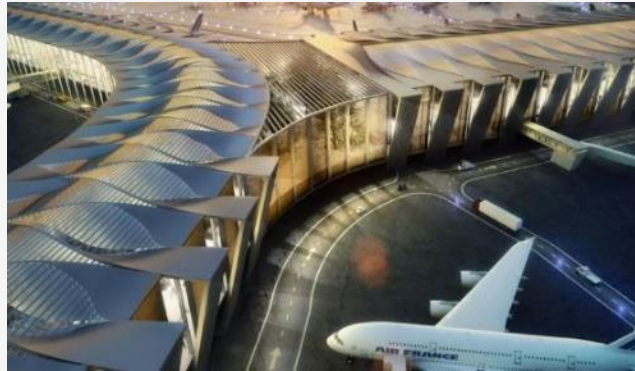
- Total solutions provider for interior and exterior fit-out
- Design and build
- Serves residential, commercial, corporate and government
- Decorative material supplies
- Walls and floors
- Bathrooms and kitchens.



Supporting Companies



Systems integrator focusing on delivering innovative solutions and services, with expertise in smart airport and city infrastructure, data center management, apron management systems, and access management.



Services

- Smart City Controls
- Supervisory Control & Data Acquisition
- Airport Operations
- Smart Airport Controls
- Integrated Aircraft Stand System
- Business Intelligence



Rock Solid Group
شركة الصخور السعودية المحدودة

ICT, gaming and entertainment solutions provider - experience in business intelligence, resource planning, cybersecurity, Internet of Things, and media production.



Services

- Business Intelligence
- ERP Solutions
- Advertising & Media
- Stadiums Solutions
- IT Services
- Cyber Security
- Software
- Game Design

Supporting Companies



AM Steel offers an extensive range of support services to MSB Holding companies, including logistics, warehousing and transportation. It also operates King Abdullah Port; giving MSB Holding access to the Red Sea and beyond.



Services

- Logistics
- Port Operations
- Warehousing
- Transportation Services
- Material Services



MIDU Group



MIDU

Who Are MIDU?

MIDU is a recently formed company by MSB Holding that has emerged with a strategic focus on investing in multiple sectors, including mining, industrial, real estate development, and utilities.

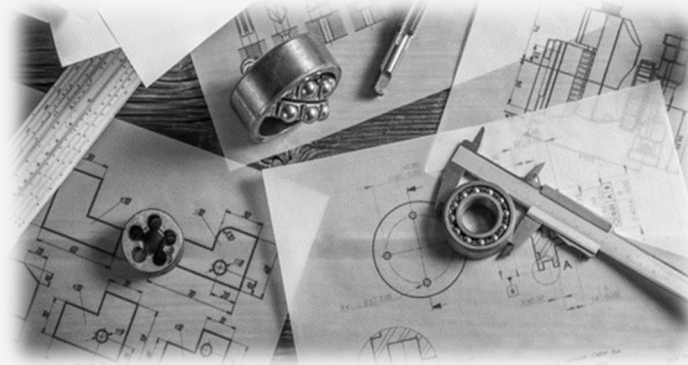
Founded in 2023 at the direction of the MSB group chairman, MIDU intends to capitalize on the huge potential and growth prospects of the identified sectors, the synergies and economies of scale that can be achieved by integrating various businesses, and the competitive edge that can be created through collaborations and partnerships with various large and reputable market players keen to penetrate the Saudi market.

MIDU is built on a foundation of passion, innovation, and a relentless drive for success, and is poised to bring fresh perspectives to the table and embark on this journey, fueled by innovation, collaboration, and an unwavering passion for success.



MIDU Contracting provides high-quality contracting services. It was established to support the diversified activities of MIDU, along with the needs of the wider MSB Holding group of companies.

Although only formed in 2024, MIDU Contracting is already providing services to major projects for some of the most recognized organizations in the Kingdom.

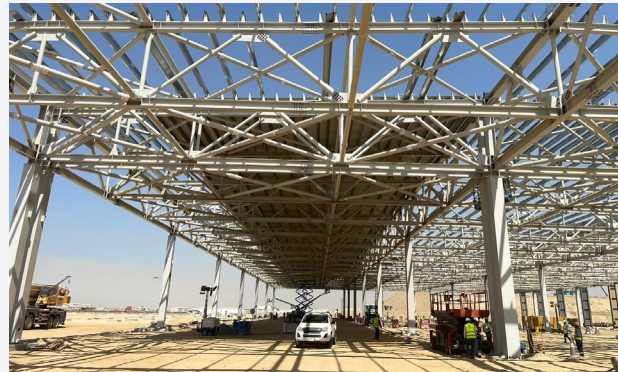


Sample
Project



CEER Motors Factory

MIDU Contracting was awarded the contract to erect sections D, E and F of the CEER Motors Press Shop.



Project Overview

- Supply of 2,257 tonnes of fabricated steel sections
- Erection of steel beams for sections D, E and F of Press Shop.

Project
Value

32m
SAR

Project
Duration

3
months

To be at the forefront of Saudi Arabia's accelerated mining exploration initiative, which was launched in January 2022, Royal Road Arabia was established in partnership with global experts, Royal Road Minerals.

Royal Road Arabia has been awarded two tender license areas in Saudi Arabia, along with a further license in Morocco:

- Jabal Sahabiyah: Awarded June 2024. 284km², copper-gold-zinc mineralized gossans and vein-gold occurrences related to intrusives
- Al Miyah: Announced as winning bidder June 2024. 234km² of historic known copper and gold occurrences related to intrusives

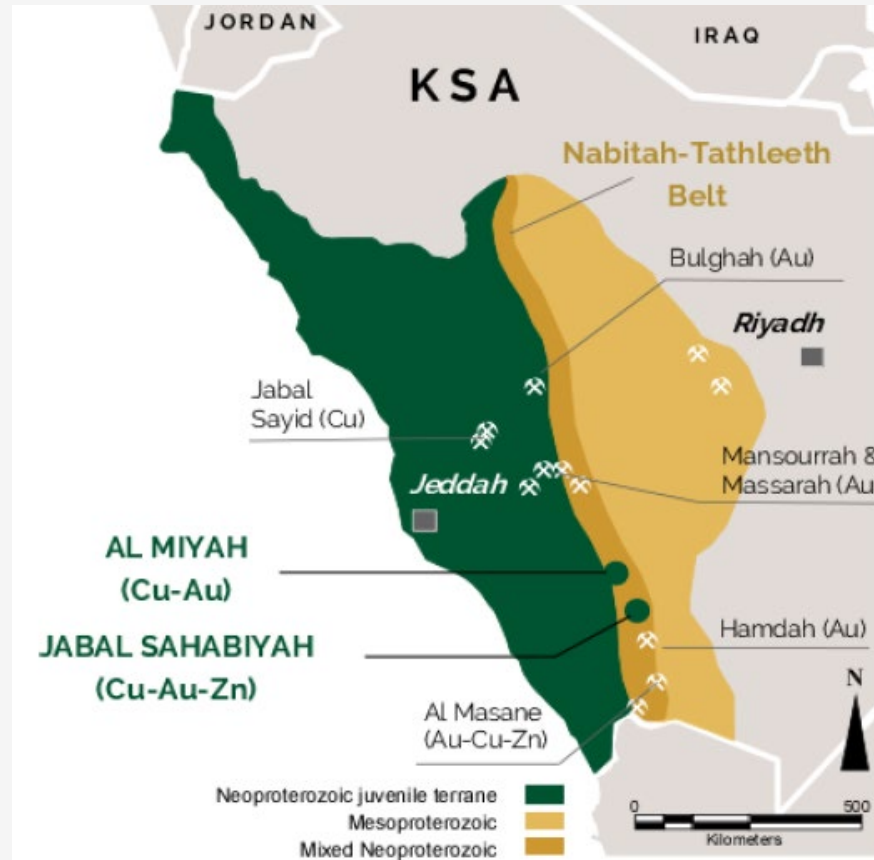


Sample Project



Jabal Sahabiyah

Royal Road Arabia was granted an exploration license for the Jabal Sahabiyah area in June 2024 and is conducting a reasoned and rigorous regional exploration campaign across this 284km² area.

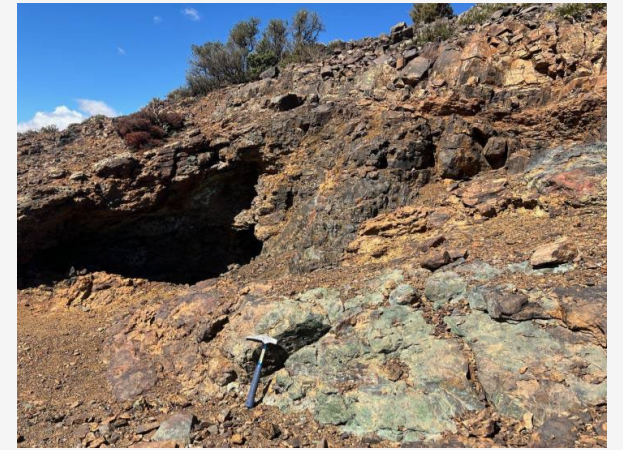
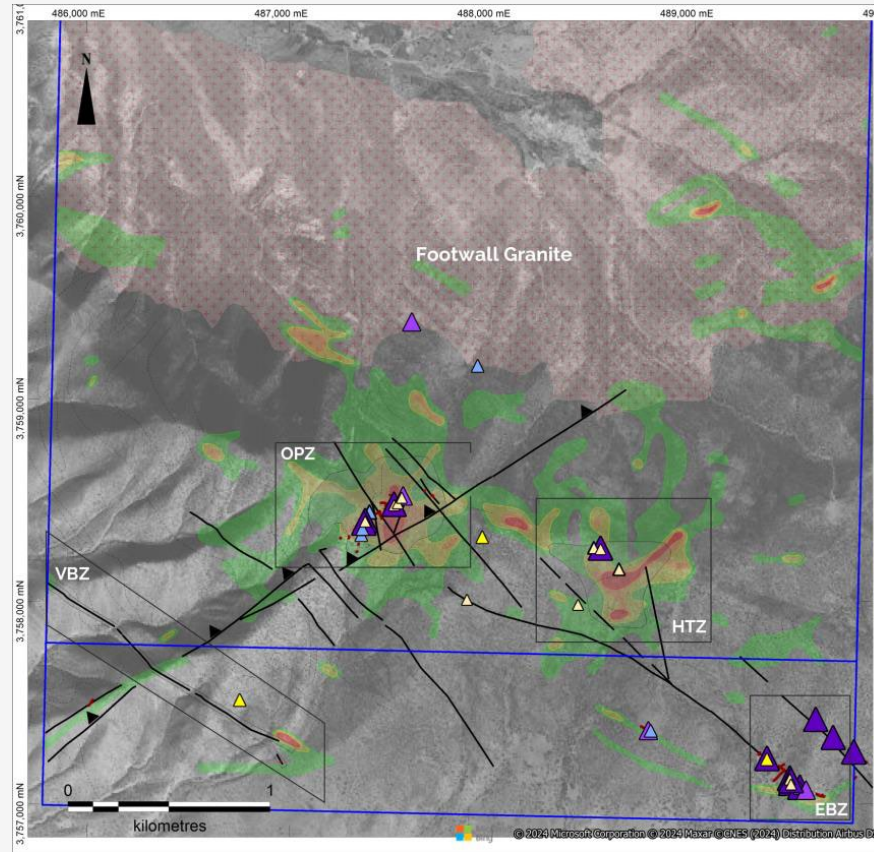


Project Overview

- 284km² exploration area
- Includes two focus areas:
 - Jabal Muwayqirah
 - Hanash North
- Copper-gold-zinc mineralized gossans
- Vein gold occurrences.

Morocco Exploration

Royal Road Arabia has expanded beyond the Kingdom of Saudi Arabia and has been granted exploration licenses in Morocco, which is expected to become a major global copper producer.



Project Overview

- Government strategy to triple mining sector turnover to USD 1.5bn by 2025
- Two focus areas:
 - Alouana
 - Lalla Aziza
- Alouana project currently at drill permitting stage

To capitalize on Saudi Arabia's rapidly growing real estate sector and the booming tourism sector, with a keen eye for lucrative opportunities, and commitment to delivering exceptional real estate projects that meet the evolving needs of all segments, shaping the future of urban living, contributing to the economic growth of the Kingdom.



Al Hada Development

In order to meet its aims of developing exception living spaces and high-quality resorts, MIDU has acquired a plot of land in the desirable city of Al Hada in the Makkah region for development.



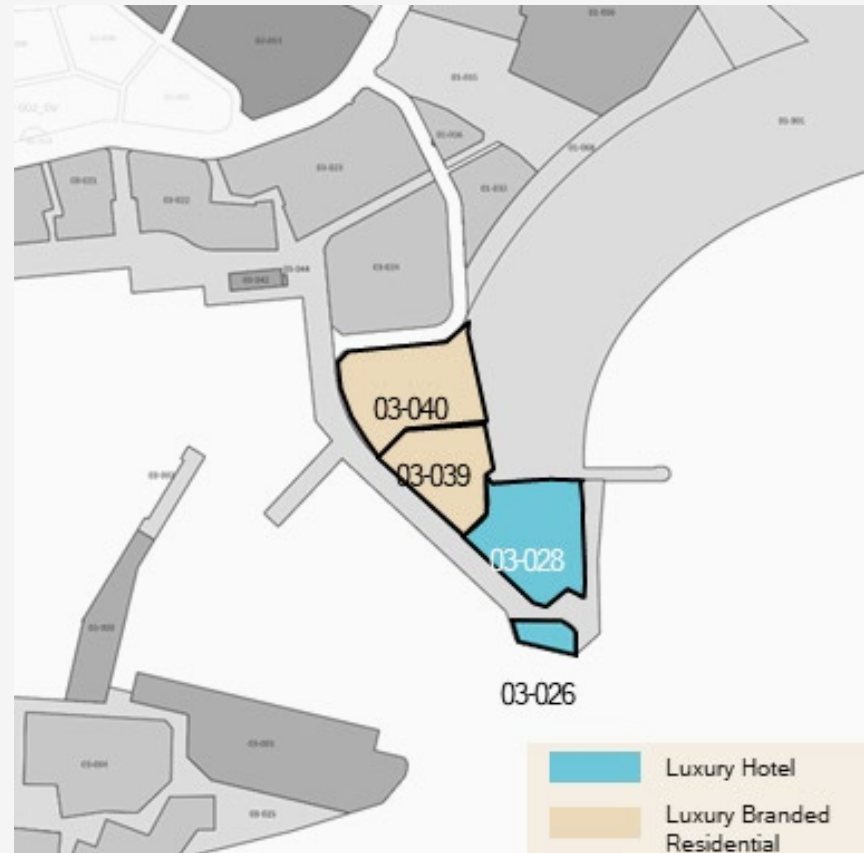
Project Overview

- 29,179m² plot acquired
- Design concept currently underway
- Luxury resort to be developed
- Feasibility study ongoing

Jeddah Central Development

MIDU has identified an opportunity to develop a series of high-quality residential and tourism units on the Red Sea coast in Jeddah.

Currently exploring the possibility of working closely with the Jeddah Central Development Company, the project would form an exciting part of the revitalized Jeddah waterfront area .



Project Overview

- Opportunity identified
- Residential and hotels as part of Jeddah Central Development
- Plots identified
- Concept under development

Thank You

