

## THE STORY OF L'AZURDE

Always seeking perfection and precision, L'azurde has excelled at the art of jewelry design, transforming every inspiration into a unique masterpiece, and with one beautiful design after another, it has evolved to become the largest gold and jewelry designer, manufacturer, and distributor in the Middle East and Africa and the 4th largest jewelry manufacturer worldwide.

With a vision of continuous progress in crafting jewelry, L'azurde is a signature name at the highest level, both regionally and globally. To reinforce its leading role among major international brands, L'azurde strives to regularly promote its name across the world. With the help of selected jewelry experts and state-of-the-art manufacturing facilities, L'azurde offers its products in the Middle East & North Africa and exports them to more than 45 other countries across the world.

### Renowned products

L'azurde sustains its mission to constantly redefine and advance in the jewelry industry. This is achieved by bringing together a wealth of know-how, a heritage of creativity, an impeccable sense of originality and, most importantly, a true understanding of every woman's need for distinctiveness.

Producing more than 3,000 different jewelry models every year, L'azurde is proud to be one of the few manufacturers operating in 21-karat and 18-karat gold and diamond jewelry. Its award-winning designers and model-makers are at the heart of what L'azurde does. Because L'azurde believes jewelry is more than just a status symbol, it designs original classical and contemporary jewelry for every moment in a woman's life, creating a signature style that offers elegance and uniqueness for every occasion.

### Precious diamonds

The company offers uniquely designed jewelry with the highest-quality diamonds from all over the world, as well as a wide variety of precious stones.

L'azurde designs pieces for the distinctive taste of its customers and distributes its diamond collection exclusively through its own showrooms.

### Renowned quality

Over the last decade, L'azurde has received industry recognition at the highest level. Among many other awards, it received the "Gold Virtuosi International Award" for design excellence in gold jewelry awarded in Italy and the "International Quality in Gold Jewelry Award" by the Trade Leaders' Club in France.

The first company in the Middle East to obtain accreditation from the London Bullion Market Association. L'azurde has been added to the prestigious LBMA Good Delivery List as of June 1st, 2010. Also the first jewelry manufacturer in Middle East to obtain the British Standards Institution (BSI) in Occupational Health and Safety (OHSAS 18001:2007). In addition, The Arabic edition of Forbes magazine has recognized L'azurde as one of the most famous brands in the Arab world, according to a study undertaken by the magazine.

4011

05/09/2017



Currency	SAR	Volume	0
Previous Close	22.65	Number of Shares (mln)	43
Change (%)	0.00	Market Cap (mIn)	974

FINANCIAL HIGHLIGHTS, SR	2015	2016
Revenue	2,814,198,046	2,018,302,704
Gross profit	339,325,256	243,894,585
Net income for the year	100,567,197	72,090,175
Total assets	1,767,441,965	1,539,016,916
Total liabilities	1,276,421,364	1,135,963,355
Total shareholder's equity	491,020,601	403,053,561
Net cash generated from operating activities	191,747,481	47,171,960
Net cash used in investing activities	(20,836,154)	(23,809,520)
Net cash used in financing activities	(43,000,000)	(38,000,000)
Earning per share	3.48	1.56
Share capital [shares]	43,000,000	43,000,000

