



الخزف السعودي
Saudi Ceramics

COMPANY PROFILE



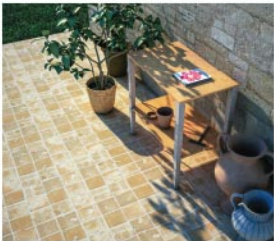
WELCOME TO SCC WORLD. A WORLD THAT NEVER STOPS EVOLVING.

Saudi Ceramic Company is a leading provider of quality building solutions that includes various types of ceramic products (ceramic tiles, porcelain tiles, sanitary wares and accessories), electric water heaters, bathroom fittings, including baths, shower trays, mirrors and mixers. Other products include plastics and red bricks.

With 38 years experience, the Company has gained a well-deserved reputation for manufacturing quality and standards both nationally and internationally.

Saudi Ceramic Company is the largest manufacturer of its kind in Saudi Arabia and a well-recognised brand.

State-of-the-art investments, quality, customer service and satisfaction are the trademarks of its long term visionary philosophy.



vision, technology

OUR QUALITIES MAKE THE DIFFERENCE

Saudi Ceramic Company differentiates itself on being better:

- An innovative and varied product portfolio
- A broad range of complementary products and services
- Modern production facilities, equipped with state-of-the-art technology providing flexibility and economies of scale
- Obsessive focus on quality starting from the selection and use of the best raw materials in the world to its adoption of modern manufacturing methodologies and management techniques



gy and innovation



OUR INNOVATIVE AND VARIED PORTFOLIO MEETS YOUR NEEDS

Thanks to the latest technologies, constant Research & Development and a customer and results-driven culture, Saudi Ceramic Company is in a leading position in the world of ceramic manufacturing.

Saudi Ceramic Company offers:

- Ceramic and Porcelain Tiles
- Decorative Tiles and Tile Accessories
- Sanitary Wares
- Resale Items and a wide range of Bathroom Accessories
- Electrical Water Heaters
- Ceramic Road Markers
- Plastics and Acrylics
- Red Bricks
- Industrial Minerals
- Design Services



research, devel

ANNUAL PRODUCTION

64

million



square meters
of ceramic and
porcelain tiles

6

million



pieces of
decorative tiles

5

million



pieces of tile
accessories

3.2

million



pieces of
sanitary ware

10

million



pieces of road
markers

2

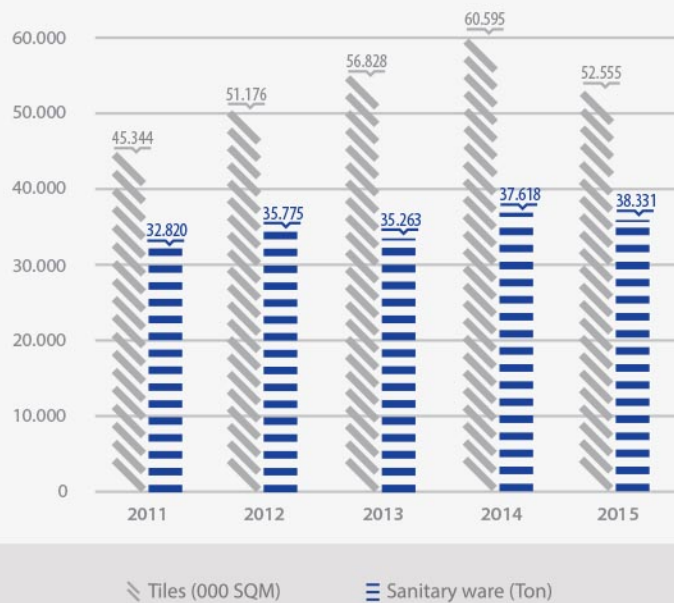
million



electric water
heaters

opment and excellence

PRODUCTION 2011-2015



ceramic and



CERAMIC TILES

Saudi Ceramic Company offers a wide range of glazed ceramic tiles, including wall tiles, floor tiles, swimming pool and decorative tiles in a range of sizes and designs, all manufactured to SASO (Saudi Standards, Metrology and Quality Organization) and international standards. There is also a selection of skirting and decoration tiles as well as tile accessories.

PORCELAIN TILES

Saudi Ceramic Company was the first porcelain tile producer in the Kingdom of Saudi Arabia. The product ranges include a wide selection of sizes and designs offered as either polished, glazed or solar glazed for an elegant look and long life.

SANITARY WARE

A wide collection of premium vitreous china sanitary ware is produced in a range of colours and contemporary designs. Saudi Ceramic Company complements its products with a portfolio of other bathroom furniture and accessories, including baths, shower trays, taps, ceramic soap dishes and shelves as well as towel rails, etc.

porcelain tiles, sanitary ware

ELECTRIC WATER HEATERS

Saudi Ceramic Company electrical water heaters are manufactured to the highest possible safety standards and thanks to their quality, enamel glass-lined boilers are rust resistant. The Company produces a variety of water heaters, including solar, of different sizes and shapes to meet all circumstances.

CERAMIC ROAD MARKERS

Ceramic road markers are ideal alternative to steel road markers due to their high visibility and ease of installation. Unlike paint, they are durable in high traffic areas and bad weather conditions. The Company produces road markers in yellow or white and range of designs to meet specific traffic requirements.

BATHROOM ACCESSORIES

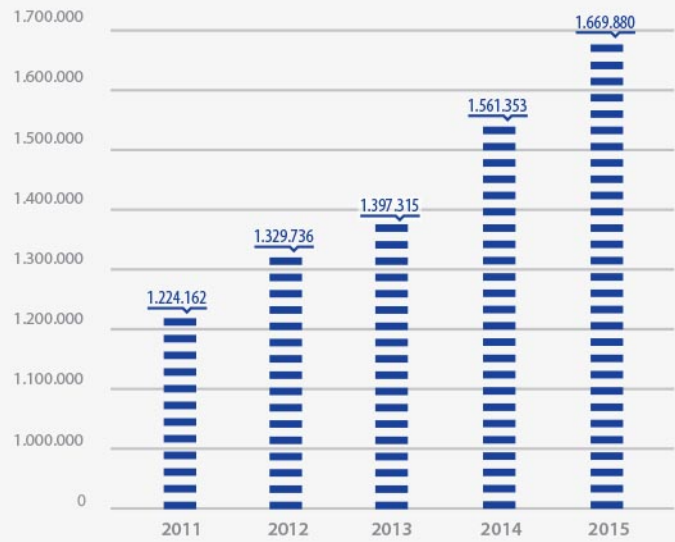
Saudi Ceramic Company offers a wide selection of bathroom accessories to enhance the beauty of its sanitary wares. Accessories include mirrors, mixers, baths, shower trays, toilet seats, water tanks and flushing mechanisms. Tile adhesives as well as grouts complete the range.



road markers, heaters, accessories



PRODUCTION 2011-2015



≡ E.WH.Production (Unit)

quality, personal

WE TAKE CARE OF OUR RELATIONSHIPS

Saudi Ceramic Company is committed to customer satisfaction by offering:

- High-quality products and services
- New products and designs to meet changing customer demands
- Custom-made products
- Technical and marketing support to distributors
- Spare parts
- Efficient and prompt worldwide delivery
- Full design and after-sales support



ization, efficiency





new materials, new ideas



ALWAYS SEARCHING FOR PERFECTION

Research and Development is an integral part of Saudi Ceramic Company and works as a compass in helping determine the future direction of the business in order to meet customer needs.

The company is constantly innovating with new ideas, examining and taking advantage of new raw materials and technologies to optimise production processes and deliver unique and ground-breaking solutions to our customers.



AMERICA

Cuba
Guyana

EUROPE

Albania	Germany	Romania
Bosnia	Hungary	Russia
Bulgaria	Italy	Serbia
Croatia	Kosovo	Slovakia
Cyprus	Latvia	Spain
Czech Rep.	Lithuania	Sweden
Denmark	Macedonia	Turkey
Estonia	Malta	U.K.
France	Montenegro	Ukraine
Georgia	Portugal	

AFRICA

Algeria	Ghana	Nigeria
Angola	Guinea	Senegal
Benin	Ivory Coast	Sierra Leone
Botswana	Kenya	Sudan
Burkina Faso	Libya	Tanzania
Congo	Madagascar	Tunisia
Egypt	Mali	
Ethiopia	Mayotte	
Gabon	Morocco	
Gambia	Niger	

ASIA

Afghanistan	Kuwait
Azerbaijan	Lebanon
Bahrain	Oman
Bangladesh	Pakistan
Brunei	Qatar
India	Singapore
Iran	Sri Lanka
Iraq	Syria
Jordan	UAE
Kazakhstan	Yemen



DISTRIBUTION CHANNELS

In order to effectively serve all customer segments, Saudi Ceramic Company has developed a range of marketing and sales strategies for its various distribution channels.

SCC SHOWROOMS



Saudi Ceramic Company now has 30 showrooms, in order to showcase and exhibit various product displays and help customers make their selection. All showrooms are connected electronically with factories and warehouses to ensure customers are kept up-to-date with product availability and delivery status.

WHOLESALES CHANNEL

The role of this channel sells products to major distributors and wholesale dealers. This channel offers volume related rates. This channel also supports distributors by providing them with exclusive customized products, offers technical support, promotional materials, display systems and merchandising.

PROJECT CHANNEL

Selling products to public and private construction projects is the prime objective of this channel. Saudi Ceramic Company maintains direct business relationships with engineers, consultants, contractors and owners to provide them with sufficient product information and technical support in the form of design services.

EXPORT CHANNEL

Saudi Ceramic Company products are sold in more than 60 countries around the world, outside the Kingdom of Saudi Arabia; all Gulf Cooperation Council States, other Arab countries, Africa in addition to Russia and some European countries.

WHERE QUALITY TAKES SHAPE

Saudi Ceramic Company owns and operates state-of-the-art production facilities. The factories are located in the Second Industrial City South East of Riyadh, covering an area of one million square meters and employs more than 4000 people. Saudi Ceramic Company has more than 11 factories:

- Four Tile factories
- Two Sanitary Ware factory
- Two Electric Water Heater factories
- Two Frit plants
- One multi-mineral crushing and milling plant
- One Plastic Products plant
- One Red Bricks factory

Due to the extensive demand locally and internationally, Saudi Ceramic Company has adopted an ambitious strategy in order to keep on increasing its production capacity of its tiles to reach 65 million sqm and the production of sanitary wares to reach 3.5 million pieces before the end of 2016. In addition, the company has also established new technologically advanced Frit and Grinding factories with a production capacity of 33,000 tons per year, sufficient to meet anticipated demands.



advanced techn

OUR FACTORIES



four



tile factories

two



sanitary ware
factory

two



electric water
heaters factories

three



2 frit plants and
1 dry grinding plant

one



plastic products
plant

one



red bricks
factory

ology & productivity



MISSION

VISION

Leading Quality Building Solutions

WORK PRINCIPLES

Saudi Ceramic Company is committed to maintaining high standards in terms of ethics and avoids any kind of discrimination or exploitation.

Everybody working in Saudi Ceramic Company is respected regardless of their background or position in the organisation. Moreover, the company believes that every resource should be utilised efficiently to minimise waste, conserve natural resources and protect the environment as much as possible.

To go beyond customer satisfaction by providing high-quality products, services and value

To be an outstanding employer

To work for the well-being of the society at large

To attain a lucrative and sustainable growth and return for our shareholders

WE PURSUE EXCELLENCE TO REACH THE HIGHEST POSSIBLE PERFORMANCE LEVEL

RESPECT

PARTNERS



Saudi Ceramic Company values the relationship with its employees, as well as the relationship with its buyers and suppliers.

EMPLOYEES

Employees are real assets for any organization. Saudi Ceramic Company believes in this philosophy and continuously looks for the best qualified professionals, providing them with a clear and candid career path that satisfies both their personal and professional goals.



SOCIETY

To help communities where the company works by supporting their various social, cultural and charitable obligations thereby refraining from all activities and actions that may harm them socially or environmentally.



DEVELOPMENT



Personal development is very necessary to bring a change. Adopting the most advanced and the recent technical and management techniques, Saudi Ceramic Company is continuously in process to spreading this awareness.

TEAMWORK

Saudi Ceramic Company does not encourage individual initiatives at the expense of teamwork, believing that where there is a team spirit to achieve common goals, success comes naturally.



TOF

EXCELLENCE



To reach the highest possible performance levels through in-depth innovation, thorough planning, informative acquisition, flawless procedures, rapid implementations and goal achievement.

OPPORTUNITIES

Saudi Ceramic Company is constantly in search for promising opportunities through methodical analysis and market research.



COMMUNICATION

Saudi Ceramic Company is interconnected via various communication means that allow direct and clear movement of documented information, constructive ideas, useful suggestions, problems and obstacles for a definite appraisal and address.



better careers and prospects





WE PLAY AN EFFECTIVE ROLE IN SUPPORTING COMMUNITIES AND THE ENVIRONMENT

One of the most important social issues that Saudi Ceramic Company is undertaking is the Saudization of its workforce. This program aims at attracting and retaining Saudi talents, thereby offering them better prospects with the cooperation of various government institutions such as the Saudi Ministry of Labor and Human Resources Development Fund. The company also plays an effective role in supporting local communities and local charitable organizations. Moreover, Saudi Ceramic Company is involved in water conservation initiatives by producing water-saving toilets.

A study found that water-saving toilets consume from 3 to 6 liters of water per flush. It means that, if all toilets in Saudi Arabia were replaced with the new water-saving toilets, the quantity of water saved in Saudi Arabia would amount to 300 million cubic meters every year. This is equivalent to the annual product of Al-Jubail Desalination Plant - the largest of its type in the world. For this reason, Saudi Ceramic Company has intensified its efforts to convert all of its models to be more water saving and leads the region in water conservation.

OUR MARKS OF EXCELLENCE

Quality is the prime focus at Saudi Ceramic Company and is never compromised. The company is committed to ensuring specifications of finished products, raw materials and packaging are achieved. All materials are thoroughly tested to ensure suitability and conformity. The latest techniques and skilled professionals add further to our quality guarantee.

Production line equipment and performance are constantly checked to ensure the finished products meet the highest international standards.

This commitment allows Saudi Ceramic Company to proudly display its System Certification (ISO9001) and Quality Marks on its products.

LOCAL QUALITY ACCREDITATIONS:

- 'The King's Award for the Ideal Factory' won twice.
- SASO Quality Mark for all of its products.

INTERNATIONAL QUALITY ACCREDITATIONS:

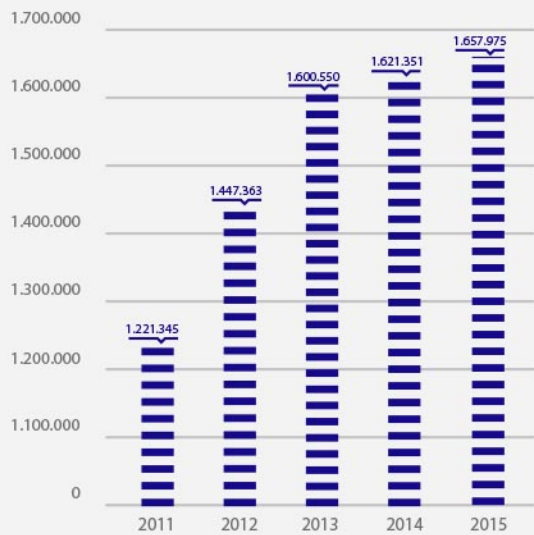
- ISO-9001-2008 certificate.
- Floorscore & Indoor Advantage - GOLD certification for tiles
- CE Quality Mark
- ISO 9001: Quality Management System Certified
- Nemko Certification for Electrical Water Heaters



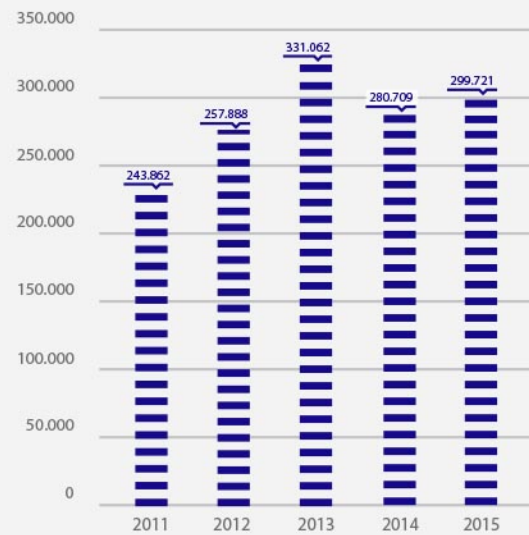
high standards

SALES PERFORMANCE

NET SALES ('000) SAR
2011 - 2015



NET OPERATIONAL PROFIT ('000) SAR
2011 - 2015



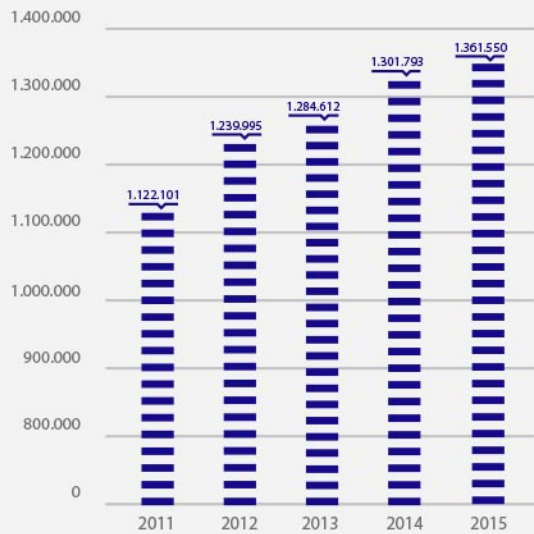
Leading Quality Building Solutions



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FINANCIAL PERFORMANCE

TOTAL LIABILITIES ('000) SAR
2011 - 2015



TOTAL ASSETS ('000) SAR
2011 - 2015



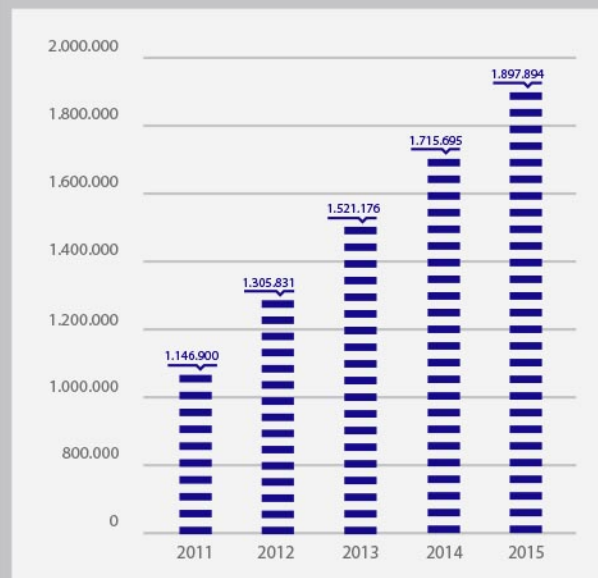
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FINANCIAL PERFORMANCE

TOTAL SHAREHOLDERS EQUITY ('000) SAR
2011 - 2015



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FINANCIAL PERFORMANCE

PROFIT FINANCIAL INDICATORS 2011 - 2015

	2011	2012	2013	2014	2015
Net Profit ratio to assets	10.2%	9.7%	11.0%	10.3%	8.7%
Net Profit ratio to shareholder's Equity	20.2%	19.0%	20.3%	18.1%	15.0%
Gross Profit ratio to Sales	36.6%	32.8%	36.2%	34.8%	35.1%
Net Profit ratio to Sales	19.0%	17.1%	19.3%	19.1%	17.1%
Net Operational Profit ratio to Sales	20.0%	17.8%	20.7%	17.3%	18.1%
Net Profit per Share in SAR.	6.19	6.60	8.25	8.27	5.68

Note: Net share profit for 2012 represents the company net profit divided by the total number of shares (37,5 million shares after the increase of the capital by 50%).

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