

COMPANY PROFILE

June, 2015

| SMARTPLUS |

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SMARTPLUS



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1.0

SMARTPLUS

Who we are

Established in Riyadh, Saudi Arabia, SmartPlus is an innovative Smart Solutions provider and integrator for homes and businesses in the Middle East. The company is engaged in the integration of building systems (Automation, control & low current systems) in addition to the designs and consultations services on the same field.

SmartPlus offer world-leading integrated technology solutions for homes, businesses and public sector buildings. Also known as 'Smart Homes' or 'Smart Buildings', we are experts in the installation of advanced high-performance technical systems to automate tasks that would normally be carried out by people.

Specialists in the integration of the finest building automation, home control and low current systems, our bespoke technical solutions can control all aspects of your building's functionality at the touch of a screen - from keeping rooms at your preferred climate to providing lighting and heating that only comes on when a room is occupied.

We can also provide cutting-edge security systems through to state of the art-multi-room systems. Designed to give your property the ultimate 'wow' factor, our stunning multi-room Audio Video will give you access to any of your media and audio systems so you can watch films, play music at home or even view your business presentation & CCTV on any TV in your property.

As well as offering greater reliability and convenience, our Smart Home and Smart Building solutions increase energy efficiency, whilst reducing energy bills and maintenance costs. At SmartPlus we aim to participate in creating green environments in our planet.

SMARTPLUS

Our Vision

From the outset, SmartPlus adopt a personal approach to your project. From arranging a personal consultation to establish your exact needs, through to using our professional designers and expert engineers to create, install and test your bespoke Smart Building system, we are focussed on meeting and exceeding your expectations.

Our Mission

With the primary purpose of becoming a leading supplier of the highest quality intelligent home and building solutions available, SmartPlus are committed to supplying the very best branded systems to our clients, whilst delivering exemplary levels of customer service and technical support.

Our Values

SmartPlus place great importance on delivering a seamless service to our clients, which is only possible by having an expert team of professionally qualified programmers, designers, technicians and managers in place.

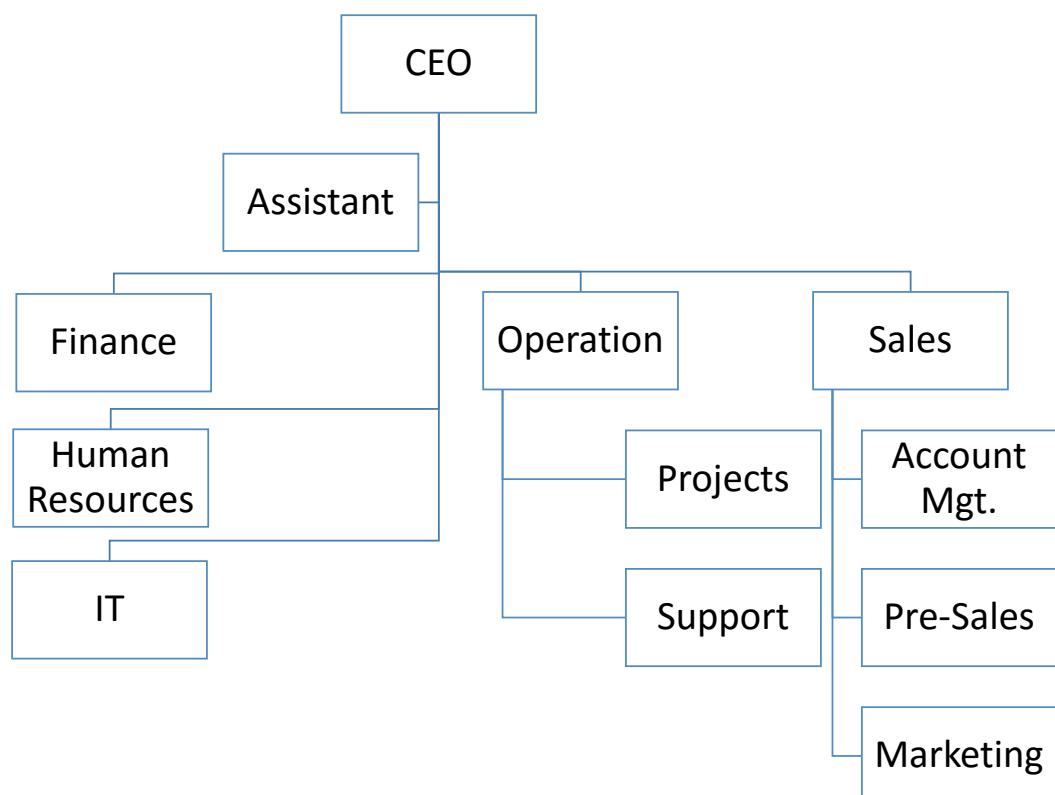
In SmartPlus, the way we conduct our business is important to us, both as an influence on the marketplace and as a responsible employer. To promote high ethical standards throughout our business, we have set out a range of policies and systems to help us manage our responsibilities.



1.2

SMARTPLUS

Company Hierarchy



SMARTPLUS

Company Staff

CEO	
Eng. Mohammed S. Alsultan	
Sales	
Eng. Ibrahim Chehade	Eng. Emad Almohsen
Eng. Ahmad Abdo	Eng. Mosab Erar
Projects & Engineering	
Dr. Mohammad Abou Ghadir	
Eng. Mahmoud Thalji	Eng. Hatem Mohammed
Eng. Zohaib Hussain	Eng. Ahmad Hamzah
Kevin Reyes	Angelito Dumugho
Maynard Mejia	Oliver Santiago
Finance & HR	
Iman Al Khatib	Amr Empapi
Riyadh Al Shehri	Muteb Fahad

2.0

SERVICES

At SmartPlus, we are offering world-class professional solutions and consultancy services that are based on a collection of well-selected vendors and manufacturers plus our outstanding engineering capabilities.

When considering the services aspects of our smart solutions, the most important factor considered in the process, is "value addition". Our aim is to give our clients solutions which are not solely related on high specification products, but products which will achieve the required goals, for a good return on investment. This varies through the extensive variety of solution components. These are selected not on their cost, but on their application, operating requirements and conditions suitable for their operation. At SmartPlus we offer approved low current systems in our systems portfolio including following systems:



2.0

SERVICES



AUTOMATION



SECURITY



CCTV



AUDIO VISUAL



BMS



TELEPHONE



ACCESS



PUBLIC ADDRESS



FIRE ALARMS



MATV/IPTV



MASTER CLOCK



DATA NETWORK

3.0

APPLICATIONS



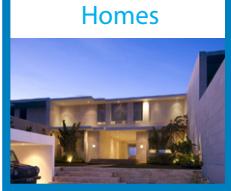
3.0

APPLICATIONS

Hospitality



Homes



Offices



Building



APPLICATIONS

Hospitality

At Smart Plus, we understand that no matter how much integration takes place, if the guest is not comfortable with the technology, or find it difficult to use, then it's not a smart living experience. That's why we create solutions that complement and enhance the guest experience . Alongside creating a Hotel that moulds perfectly to the guest lifestyle, Smart Solutions are a long-term way to reduce your energy and maintenance bills.

Your Space Performs Better !

Today's smart solutions allows you to integrate a range of services within your hotel in literally one touch. Lighting, security, heating, ventilation and air-conditioning, home theatre, audio, motorized curtains and blinds and wireless PC networks – working together as one, complex, right? Not necessarily .. With Smart Plus, we provide a simple reliable solution than can provide all services with a easy control. Don't waste energy when your guests are away... shut down the whole room in one simple action. Activate the 'AWAY' setting as your guest leave and turn off lighting, air conditioning, TV - in fact, anything you decide. The beauty of our Smart solution is its flexibility - that all settings are customized to meet your needs, as simple or intricate as you like



APPLICATIONS

Homes

SmartPlus are experts in the supply and installation of intelligent Smart Home packages for all types of homes, from villas and compounds through to traditional Saudi residencies. Designed to give you remote control of all the features in your home at the touch of a screen, SmartPlus take the latest cutting-edge technologies and combine them to create your perfect Smart Solution system. Whether you want automated lighting control or climate control, SmartPlus can arrange for the latest bespoke solution to be in place quickly and efficiently.

Comfort & Luxury.. Redefined

We can also integrate the latest security systems in your home, such as, CCTV surveillance, as well as low current systems, such as intelligent fire alarms to ensure your home is protected at all times. However complex your vision may be, SmartPlus are committed to making your home's transformation as easy as possible for you. As well as being able to issue commands to your home from your mobile phone, our expert team of in-house designers can create a centralised intelligent system that works without you even having to do anything, for example programing your climate control to come on before you arrive home. As a supplier of the most intuitive and powerful home automated systems available, SmartPlus are the trusted partner of a range of world-leading product manufacturers.



APPLICATIONS

Offices & Retail

Today's modern commercial buildings demand that a combination of technologies, such as air conditioning, data networks, fire alarms and security systems, work together efficiently, around-the-clock. If any of one of these systems fail the effects can be far reaching, from losing you valuable business, to at worst, endangering lives. Experts in delivering Smart Building solutions, SmartPlus, can integrate all of these systems and more, by working with you to design and install a bespoke intelligent solution for your office or retail development.

IT CAN'T GET ANY SMARTER

Using world-leading technologies, SmartPlus can design and tailor an intelligent system that integrates the data from your security, lighting, energy and Internet so that you can control them at the touch of a screen. As well as allowing your systems to be managed centrally, we can programme your system to turn off devices such as lighting and HVAC when offices are unoccupied, leading to significant savings on your energy bills and lowering your office's environmental impact. SmartPlus' unique Smart Building solutions will not only enable you to manage your facilities more effectively but enhance your retail space by giving it a distinct 'wow' factor. Our solution can introduce features such as a sophisticated lighting control system, you can create the perfect ambience for your clients



APPLICATIONS

Buildings

SmartPlus are experts in the supply and installation of intelligent Smart Home packages for all types of homes, from villas and compounds through to traditional Saudi residencies. Designed to give you remote control of all the features in your home at the touch of a screen, SmartPlus take the latest cutting-edge technologies and combine them to create your perfect Smart Solution system. Whether you want automated lighting control or climate control, SmartPlus can arrange for the latest bespoke solution to be in place quickly and efficiently.

Boosting building's IQ

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4.0

QUALITY

To create your ultimate Smart Home and Smart Building solution, SmartPlus only use products from world-leading manufacturers. In order for a technology to be accepted and widely used by us, it must be exceptional, both in terms of its quality and performance.

Live Smart .. Work Smart !

As well as only using the highest quality intelligent solutions, once a system is designed and programmed to your exact specification, it is rigorously tested to ensure it will work from the moment you start to use it. Once your system is in place, SmartPlus provide

A full handover and training to ensure you are completely comfortable with the final solution. Furthermore, our Technical Support team are available to answer any questions you may have once your system is up and running.



5.0

OUR PROJECT

SmartPlus had accomplished several projects last year in Saudi Arabia. Some of these projects are Residential and others are Commercial project.

For Residential Projects, SmartPlus had installed Full Home Automation System including Lighting Control, A/C Control, Shutter Control, Surveillance Control, Intercom Control, Security Control, Fire Alarm Control, Energy Metering System & Home Entertainment Control.

For Commercial and Govermental Projects, SmartPlus had installed Low Current Solutions including CCTV System, Access Control System, Fire Alarm System, Public Address System, Sound Systems, A/V System, Guest Room Management System, Lighting Control System, Gate Barrier System, Under Vehicle System, MATV System & IPTV System.

Below are some our projects:

- Ministry of Islamic Affairs HQ (Wasseel Tower).
- DAEM Residence Khobar(42 Villas).
- Airport Hotel Jeddah (308 rooms).
- Mira Hotel .
- Trio Hotel .
- Mawten HQ.
- GH Warehouses.
- King Fahad Medical City.
- DAEM Residence Riyadh (70 Villas).
- Safa Towers (600 Apartments).
- Kabari Tower (120 Apartments).
- AlSafwah Club.
- Madinah Moevenpick Hotel.
- Stadiums Projects (General Presidency of Youth Welfare).
- Private Palaces.

OUR PROJECTS

Waseel Tower

The 21-story Waseel Tower is the first green office building in Riyadh. It plans to deploy a complete suite of energy-efficient smart building. The implemented smart building technology will substantially reduce energy costs.

Located at King Fahd Road, Waseel Tower has a built-up area of more than 63,000 sq. meters and a height of 163 meters.

The new building solution will enable tenants to lower their energy costs while automating many office functions with the touch of a button, saving up to 30 percent on energy and operating costs. "We had taken a decision for our office buildings to be energy-efficient and we hope that other building owners in Riyadh will follow suit," Waseel's owner said.

Waseel Tower's amenities include car parking lots on four levels, a spa and fitness center, several restaurants, and international conference and business centers.



APPRECIATION LETTER

CONSOLIDATED BROTHERS CO.

With Limited Liability
Capital (S.R 500,000)
C.R. 1010111728



شركة إتحاد الإخوة للتنمية

ذات مسؤولية محدودة
رأس المال (٥٠٠,٠٠٠) ريال سعودي
ن.ت. ١٠١١١٧٢٨

June 3, 2011

Dear SmartPlus,

We wanted to take this opportunity to thank you for such a wonderful job on Alwaseel tower.

Your services has met and exceeded our expectations. Your team was courteous and professional, which resulted in outstanding results.

As you know, our new offices, which was integrated with your smart solutions, has already done so much to distinguish alwaseel tower from other projects. We know for a fact that our aim to build a green tower has seen a significant fulfillment as a result of your solutions.

Thanks again for such a job well done. We hope to have many more successful projects in the coming years.

Sincerely,

Abdulmajeed I. Alsultan

Chief Executive Officer

الرياض - المملكة العربية السعودية - ص.ب. ٥٤٢١٠ الرياض ١١٥١٤ - هاتف : ٤١٢ ٩٤١٢ - فاكس ٤٠٢ ٢٢٢٥
Riyadh - Kingdom of Saudi Arabia - P.O. Box 54210 Riyadh 11514 - Tel. : 412 9412 - Fax : 402 2225

OUR PROJECTS

Safa Towers (600 apartments in Jeddah)



Kabari Towers (120 apartments in Riyadh)



OUR PROJECTS

Da'am Compound (70 Villas in Riyadh)



AlSafwah Club



OUR PROJECTS

Moevenpick Hotel (AlMadinah)



Mawten HQ



OUR PROJECTS

Da'am Compound (42 Villas in Khobar)



Airport Hotel



5.5

OUR PROJECTS

King Fahad **Medical City**



King Abdullah **Sport City** (Qassim)



6.0

STRATEGIC PARTNER

Philips Dynalite

Philips Dynalite designs and manufactures technology solutions for lighting control and building automation applications. Initially developed for large-scale projects, Philips Dynalite's distributed intelligence system is equally suited to small installations. As an industry segment leader, their reputation as a provider of superior solutions extends to over fifty countries around the world.

Philips Dynalite products and systems can be broadly defined into three market segments; architectural lighting control, Custom Install (Residential & Prof AV) and energy management. Philips dynalite is part of the Philips group of companies and based in Sydney, Australia.



AUTHORIZATION LETTER



1st July 2012

Smart Plus Co.
Kingdom of Saudi Arabia

To Whom It May Concern:

Philips Dynalite hereby confirms that Smart Plus is an authorized channel partner for Philips Dynalite Lighting Control products in the Kingdom of Saudi Arabia.

Philips Dynalite designs and manufactures an extensive range of award-winning products, providing a versatile system that can be tailored to suit the specific needs of a project.

Smart Plus staff has received advanced training and instruction on the Philips Dynalite system and are familiar with all aspects of system configuration and operation. They have successfully installed, commissioned, programmed, and handed over a significant number of projects successfully.

As the manufacturer, Philips Dynalite supplies Smart Plus with spare parts and comprehensive documentation to support the product and to effectively educate and assist the end user. In addition, our service engineers are available for consultation 24 hours a day, 7 days a week.

Further information can be accessed via our website www.dynalite.com.au

Yours Sincerely,

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Philips Dynalite Country Sales Manager
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P.O.Box 9844 Riyadh 11423
Kingdom of Saudi Arabia

STRATEGIC PARTNERS



HIKVISION



Duevi



Axis



Cylon



Gent



TDSi



FBT



BOX it



Extron



ALCAD



BPT



Netgear

7.0

PARTNERS OF SUCCESS

Smart Plus is a privately held Limited Liability Corporation. Consolidated Brothers Company and Olat Properties Management are the main founders of Smart Plus.



Consolidated Brothers Company

شركة اتحاد الاخوة للتنمية

Consolidated Brothers Company (CBC)

Consolidated Brothers Company (CBC) is owner, developer, and manager of prestigious commercial real estate properties in Saudi Arabia. The company's capabilities include a broad array of real estate developments, from corporate headquarters and offices to landmark properties, multi-use urban complexes and distribution centers in addition to a wide range of investments in the region.



Olaat Properties Management (OPM)

OPM is a professional corporate that rests on ultimate operating and consultation experience in the field of leasing and managing properties. They raised the bar in the client satisfaction by their commitment to exceptional services, OPM distinguishes themselves from other real estate companies in the area with a rich legacy of serving all real estate needs of their valued customers.

OUR VALUE PROPOSITION

As a vibrant, innovative business working at the forefront of emerging technology, SmartPlus is dedicated to building and maintaining strong partnerships with international, well known providers of high quality Smart products.

Already an exclusive and trusted distributor of some of the world's renowned Smart Solution manufacturers, including Philips Dynalite lighting controls, we can offer a unique and comprehensive Smart Solution service to integrate TV, security, Internet and energy.

Working with all types of buildings, from traditional Saudi residencies to new build developments, our team of highly qualified designers, programmers and engineers are committed to delivering an exemplary level of service to our customers. We can highlight our value proposition on the following points.

- Strong Organization - Dedicated and motivated workforce
- Design and Development
- Strong relationship with prominent international companies
- Healthy Financially
- Strong technical capabilities
- SmartPlus is a modern company that adopts modern processes.

Finally, we are confident that our Smart solution will actually be selling the benefit of prestige to status-conscious client at and the benefits of reliability to value-conscious client too. In a way that it adds more value to your project than the actual investment on the solution itself.



9.0

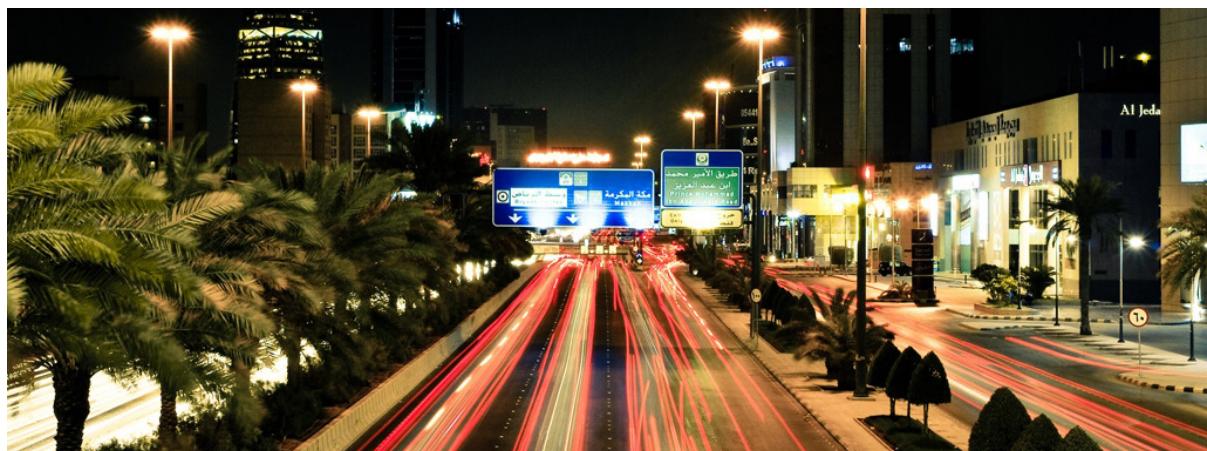
CONTACTS

Whether you would like to know more about how our cutting-edge Smart solutions can 'future proof' your property, or are interested in becoming a trusted partner of SmartPlus, you can reach us in the following ways:

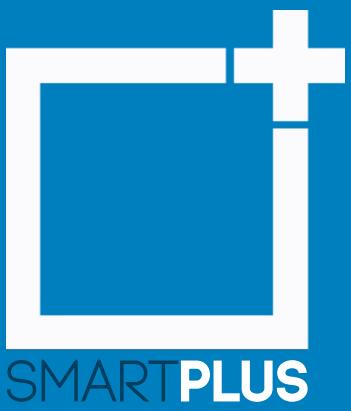
SMART PLUS Co.

Al Murabba, Riyadh 12612 3213
P.O Box 16406
Riyadh 114644
Kingdom of Saudi Arabia

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Fax: +966 11 4022225
E-mail: info@smartplus.com.sa
Web: www.smartplus.com.sa



SMARTPLUS WAS FOUNDED
WITH A SHARED PASSION TO
CREATE MEMORABLE EXPERIENCES.
TO PROVIDE NEW DIMENSION IN
SMART HOMES BY ITS INNOVATIVE
SOLUTIONS FOR INSPIRED LIVING.



SMART**PLUS**