



What can Siemens do
for Saudi Arabia?

The Siemens answer:
Complete innovative solutions for your individual business needs in
Industry, Energy and Healthcare.

Answers for Saudi Arabia.

SIEMENS

Siemens Milestones in Saudi Arabia

Siemens activities in Saudi Arabia date back to the early 1930s when the country imported its first power plant equipment. From the very beginning Siemens has made a significant contribution to the development of the country's infrastructure.

- 1929 First business contact in Hijaz
- 1938 First exports to Saudi Arabia
- 1954 Cooperation starts with E.A. Juffali
- 1956 First telecommunication network installation
- 1960 Delegation of Siemens resident engineers
- 1976 Creation of Arabia Electric Limited - joint venture company
- 1983 Creation of Arabia Electric Limited - 100% Juffali Company
- 1987 Medical agency with Juffali / Arabia Electric Limited
- 1990 Establishment of Arabia Electric Limited service center
- 1999 Siemens Ltd. registered - Siemens AG majority share holder
- 2002 Transfer of ownership of ISCOSA to Siemens and Juffali
- 2003 Manufacturing site expansion – Power Transmission and Distribution
- 2004 Employment of Saudi females - first time in company history
- 2006 Establishment of local Transportation System setup

Siemens answers the toughest questions

What can Siemens do for Saudi Arabia?

Over the past 8 decades, Saudi Arabia has grown at a tremendous rate and is today considered one of the fastest growing regions in the world. This creates pressure to innovate solutions for the future that help maintain a good quality of life for each individual such as providing a reliable power sources, smart industry solutions and quality healthcare.

That's where Siemens comes in. We work hard to provide smart solutions that aim to leverage infrastructure development. Our 405,000 employees around the world provide innovative tailor-made solutions depending on your particular needs. These solutions range from manufacturing products to providing systems and services

that make energy transmission and distribution more efficient. Regardless of the complexity of your project, we will work closely with you to ensure that you achieve the best possible results, as well as continue to support you in the future with routine maintenance and services.

Who is Siemens Saudi Arabia?

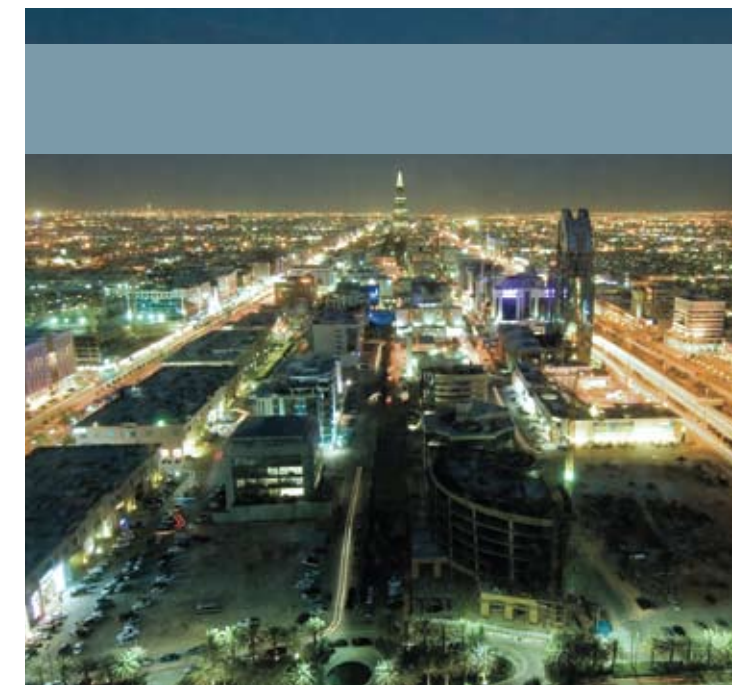
Siemens is one of the leading electrical infrastructure suppliers in the country. While we pride ourselves on Siemens' valuable international experience, we also put high importance on local knowledge and expertise. The Saudi Arabia team is a diversified group of highly motivated and well-trained employees from more than 35 ethnic groups.

What are our services?

Our comprehensive portfolio of products and solutions provides answers for the following sectors:

- Industry
- Energy
- Healthcare

» We're providing answers to the toughest questions. This is a Siemens tradition – and has been for the last 160 years. Innovations are our answers to today's questions. Our employees are driven by the challenge to create leading-edge solutions-worldwide, in nearly 190 countries. A network of ideas and experience set in motion by Werner von Siemens 160 years ago



Siemens at a glance

- Over 1800 employees in the Kingdom and about 405,000 employees around the world.
- An active presence of over 75 years in Saudi Arabia, where the company holds leading positions in the Industry, Energy and Healthcare Sectors.
- Our global experience spans 160 years of innovation, quality, reliability and technical achievements.

Our Corporate Voice



»» *At Siemens we appreciate the values of excellence, responsibility and innovation. We are committed to conducting business in accordance to the highest ethical and professional standards and we are dedicated to achieving sustainable value through constant innovation. In Saudi, Siemens is proud to collaborate with the Saudi authorities and community at large to build up and provide answers to all the infrastructural challenges we jointly face here in the areas of Industry, Energy and Healthcare*



Lutz Kahlbau,
CEO Siemens Saudi Arabia

1. Describe Siemens vision and role in Saudi Arabia?

Our mission statement is: We are committed to transferring knowledge and developing local expertise in Saudi Arabia. Siemens aim is to support the Kingdom as it moves towards a leading role in the international arena via its breakthrough systems in the areas of Industry, Energy and Healthcare, as a leading electrical infrastructure supplier for the Kingdom. We always place value on sustainable business.

2. What is the type and volume of Siemens activity in Saudi Arabia?

Saudi Arabia is one of our key markets in the Middle East. In order to achieve this we are focused on strengthening further our relationships with our customers. We need to understand their needs even better so that the latest technologies we bring on board are as relevant to addressing their needs as possible. We also have one of the largest teams of experts based here with 1,800 employees countrywide across the entire portfolio in the sectors Industry, Energy and Healthcare.

Siemens is one of the largest global companies in the region. We have 150-years of continuous experience in the Middle East region and for more than 75

years we have been committed to developing local expertise in Saudi Arabia. Those years have given us an invaluable understanding of our customers and their needs as we continue to play a key role in developing infrastructure throughout the country.

3. How does Siemens support Saudi employee's career development?

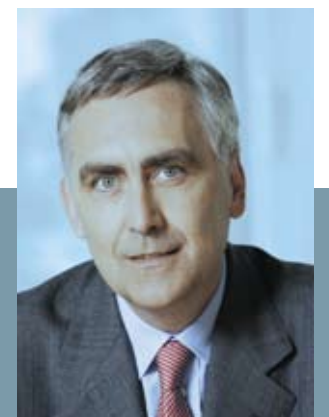
We invest highly in training and development in both technical and commercial areas. We have more than 500 Saudi employees. The fact that we have a strong international mother company reinforces our commitment to local values, expertise, jobs and talents.

4. Where does Siemens stand on promoting Saudi females?

Siemens is a pioneer in hiring Saudi females and we are always looking to hire more as we believe in the importance of diversity and in the value that female employees can add to the organization. Since Siemens doesn't discriminate against gender, race, color or ethnicity, we offer women great career opportunities.

Sustainability is part of our DNA. To us, it means meeting the requirements of economy, ecology and social responsibility in a balanced way. This is not just the way we think; it is also the way we act.

Peter Loescher,
CEO Siemens AG



Can you rush rush hour?



Abu Dhabi is one of the world's fastest growing cities. Wise planning is sustaining its development as more people come to live and work.

You can tell how fast Abu Dhabi is expanding from the queue at the Traffic and Licensing Department. In three years, the emirate has added nearly 100,000 newly licensed drivers. But with the help of Siemens traffic control technology, the streets of Abu Dhabi keep moving. Today's toughest questions require wise leadership – supported by a company with answers and a 150-year history in the Middle East.

siemens.com/answers

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Industry

Creating sustainable value through technological leadership

The recent boost in Saudi Arabia's industrial sector is hiking up production capacities and increasing costs. The Siemens Industry Sector is the worldwide leading supplier of environmentally friendly production, transportation, building and lighting technologies. With integrated automation technologies and comprehensive industry-specific solutions, Siemens increases the productivity, efficiency and flexibility of its customers in the fields of industry and infrastructure.

Industry



Siemens SIMOTION Motion Control System



Siemens Reverse Osmosis (RO) truck



Cost-effective building modernization



Valero high speed train



Siemens SIMATIC RACK Industrial PC

Industry Automation

The Industry Automation Division offers a wide range of services from standard products to system solutions for energy and automation technologies used in manufacturing and process industries. The Division is considered the leading provider of industry software, optimizing the entire value-added chain of manufacturing companies from product design and development to production, sales and services. In Saudi Arabia, Siemens is partnering with the country's top companies to operate more efficiently, profitably and safely. One example is the Saudi Aramco-Snamprogetti Khursaniyah Project, where Siemens successfully completed delivering one of the largest orders of low voltage equipment for Saudi Aramco.

Industry Solutions

The Industry Solutions Division helps enterprises in different industries to increase their productivity and competitiveness by offering integrated systems and solutions for plant businesses from planning and construction to operation and maintenance over the plant's entire lifecycle. Additionally, the division offers environmentally-friendly solutions with its water processing and raw material processing systems.

Building Technologies

The Building Technologies Division bundles Siemens' solutions for building safety and security automation and operations both as service provider as well as a manufacturer of products and systems. The spectrum of products ranges from heating, cooling and ventilation systems to security and fire detection and protection systems. To generate the best possible return on investment, Siemens offers the Total Building Solutions that interlinks building automation systems with those for fire safety and security procedures. One such example was a project for Saudi Telecom Company (STC). Close cooperation with customers and continuous exchange of experience among personnel ensure the development of high-caliber solutions that quickly pay off.

Mobility

In order to move people and goods efficiently, the division offers the Complete Mobility approach, which networks various transportation systems with one another. Complete Mobility combines the competencies in operating systems for rail and road traffic with solutions for airport logistics, postal automation and rail electrification, as well as rail vehicles for mass transit, regional and long-distance transportation. Siemens mobility solutions are contributing to the development of transportation

facilities for pilgrims coming to Makkah and Madinah by using advanced technologies for high speed and metro trains as well as airport baggage handling systems.

Drive Technologies

The Drive Technologies Division offers its customers solutions for electronics manufacturing as well as complete systems, including standard and large drives applications across the entire drive train. These solutions, comprised of numerical control systems, converters, motors and drives, are tailored to the respective applications.

Uniquely Siemens



The Velaro high-speed train: fast, economical and safe for the environment. The Velaro is the most successful high-speed train in the world. Over 160 trains based on this platform will be operating all over the world, including Germany, Spain, China and Russia. Not only does the Velaro minimize operating and maintenance costs, but emissions are also extremely low in relation to the high transport capacity. In addition, low energy consumption and the use of environmentally friendly materials help save valuable natural resources.

A train unit will have a total of 16 cars and accommodate approximately 1,060 passengers. The total length of 400 meters means that the new model will be the world's longest single train in use in the area of high speed transportation. It will be able to achieve an operating speed of 350 km/h.

Our Success



▶ *Siemens was amongst the first to launch mobile water treatment in Saudi Arabia. The system is ideal for temporary and short-term applications in pilot studies, seasonal water needs, emergency and scheduled shutdowns, supplemental supply for peaks or maintenance, and the commissioning and start up of new plants. The system treats ground water and has a daily capacity of 200 gallons per minute, supplying 99 % pure water*



- Integrated building automation control system
- Smart ventilation, air-conditioning and lighting concepts
- Providing cool and fresh air to all pilgrims



- ▶ *We provided cutting-edge technology to the Mövenpick Hotel, Al-Khobar, to offer fully integrated building management including:*
- Management of HVAC equipment
 - Room management integrated into reservation system (Hotel Solution)
 - Optimized control to save energy
 - Lighting control



Can cities thirsty for energy
find it in the desert?

With Shuaibah III, Saudi Arabia wisely uses its resources to power some of the country's largest cities.

On the Red Sea, the Shuaibah III Power Plant produces the power for populous cities such as Jeddah and Makkah as well as the power to turn seawater into fresh water. With steam turbines that make best use of resources and a highly effective desulfurization stage that keeps emissions to an absolute minimum. Today's toughest questions require wise leadership – supported by a company with answers and a 150-year history in the Middle East.

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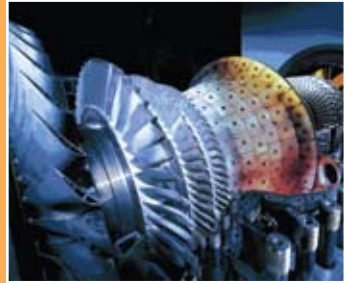


Energy

The only integrated energy company that has the unique problem solving expertise throughout the entire energy conversion chain

The rapid expansion and growth of Saudi Arabia creates a high-energy demand and a need for safe, reliable and environmentally sustainable power generation. Siemens provides innovations that can efficiently power homes, industries and urban environments, while reducing CO2 emissions at the same time. Furthermore, Siemens offer services to all energy sectors in Saudi Arabia taking advantage of service and maintenance support provided by our local service facility ISCOA, which has been providing service solutions for the Siemens Middle East region in the Energy sector for more than 30 years.

Energy



Siemens environmentally-friendly turbine



Solar thermal panels



Sealless compression technology with zero emissions



Customized sub-station solutions



Components for automation of power grids



Turbine maintenance services

Fossil Power Generation

One of the challenges that rises with the increased population growth and increase in industry is the need for cost-effective, environmentally-friendly energy in huge quantities. Siemens offers innovative solutions in the form of components, systems and services in the areas of fossil power generation, as well as drives and compressors. We manufacture, develop, plan and upgrade entire power plants, perform installation, and offer services for the maintenance and operation. We offer highly efficient products and solutions. They range from individual components such as gas and steam turbines and generators, to full turnkey power plants as well as offering control systems for every type of power plant.

Renewable Energy

Siemens is one of the leading companies in renewable energy. The renewable energy division bundles Siemens' activities in the wind energy business for offshore and onshore wind parks. We also offer complete photovoltaic installations with all the components, from inverters, transformers, instrumentation and control equipment, to grid-connections. We provide all components except for the solar modules themselves, and are currently building up our business based on this outstanding position. The global demand for energy is continually rising and new technologies

are booming. Due to large-scale solar thermal power generation, Concentrating Solar Power (CSP) represents a key energy technology of the 21st century. Siemens offers a broad portfolio of products and solutions in this area as well as industry-specific expertise.

Oil and Gas

When oil and gas are needed in locations far away from their sources, we offer solutions for their transportation as well as their extraction and conversion. Our portfolio includes solutions for power generation and distribution, compressors with electrical and mechanical drives, process and automation technologies, water management and integrated IT solutions.

Power Transmission

The Power Transmission Division offers products and solutions in the high-voltage field such as High Voltage Direct Current (HVDC) transmission systems, substations, switchgear and transformers.

Power Distribution

The specialties of the Power Distribution Division range from solutions for the automation of power grids, to products like medium-

voltage switchgear and components, where Siemens is the leading supplier in the market.

Service Rotating Equipment by ISCOA

ISCOA has been successfully providing service solution to our customers in the Middle East for more than thirty years and is the largest repair facility of its kind in the Middle East.

ISCOA services include rotating machines such as compressors, gas and steam turbines, filtering air, and a long-term maintenance contracts that involve services and operations from our local service hub.



Uniquely Siemens

Following its commitment to excellence and innovation in providing safe, reliable and environmentally sustainable power generation, Siemens once again puts the technology needed at your disposal today. The turbine featured here is the world's largest and most powerful gas turbine. It will allow the plant to achieve more than 60% efficiency in combined-cycle operation.

Our Success

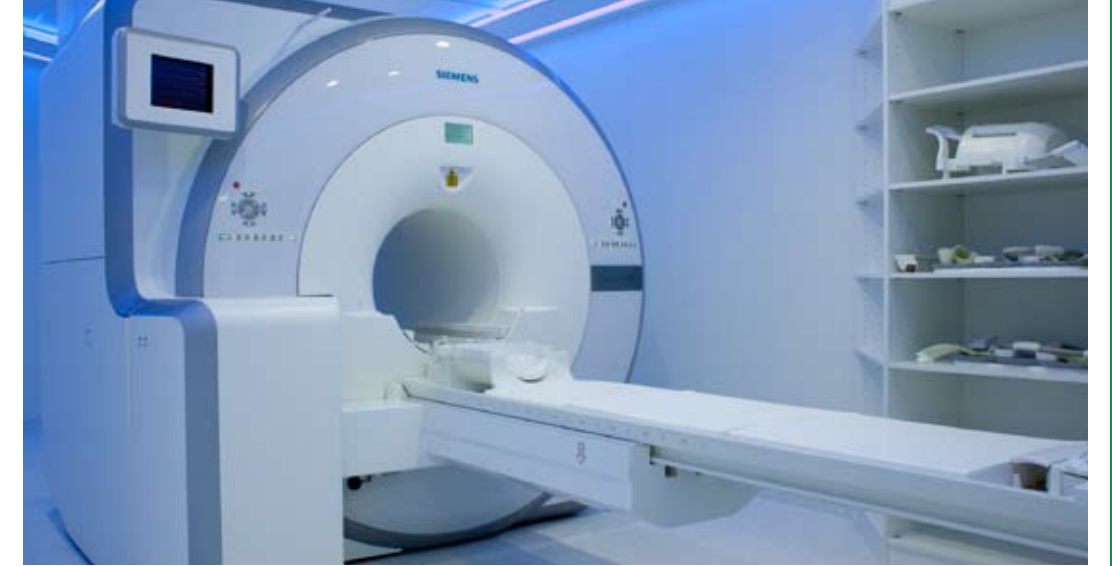
- 900 MW Shuaibah independent water and power project is being implemented and will provide an efficient and environmentally friendly supply of water and electricity to the Kingdom.
- Fossil Power generation was awarded by Saudi Electricity Company a large contract for a 3 year-supply of spare parts for its Siemens gas turbines.
- Fossil Power Generation secured Lifetime Extension orders from Saudi Electricity Company for its installed Siemens -Westinghouse gas turbines



ISCOA provides its services 24 hours a day and 7 days a week. Fast, effective project planning, management and maintenance programs are the key factors for your plant's performance.



Can high tech deliver new hope?



Healthcare

Siemens is the only company to offer customers products and solutions for the entire range of patient care from a single source

The large increase in the population of the Kingdom raises the need for institutions and services that can continue to provide quality healthcare for every individual. Siemens offers a wide range of healthcare products and services that utilize the worldwide resources of Siemens' medical engineering activities to develop tailor-made solutions for clients.

With the Children's Cancer Hospital in Cairo, Egypt wisely answers the fast changing healthcare needs in the Middle East.

With its advanced Siemens medical imaging technology, the new Children's Cancer Hospital in Cairo is the first of its kind in the Middle East, giving children in Egypt access to world-class cancer care. Today's toughest questions require wise leadership – supported by a company with answers and a 150-year history in the Middle East.

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Healthcare



Siemens SOMATOM
Definition Flash CT scanner



Siemens MAGNETOM
Avanto MRI system



Siemens Diagnostics IT

Imaging and IT

To help detect illnesses early, this Division provides imaging systems for early diagnosis and intervention and more effective prevention. These solutions help improve the chance of complete recovery as well as improve the patient's quality of life. These systems are networked with high-performance healthcare IT to optimize processes.

Workflow and Solutions

Workflow and Solutions provides complete solutions for fields such as cardiology and oncology (including conventional radiation systems and particle therapy) and neurology. The Division offers various solutions such as solutions for women's health (mammography), urology, surgery and audiology.

Diagnostics

Through this division we cover businesses with in-vitro diagnostics including immune diagnostics and molecular analysis. The Division's solutions range from point-of-care applications to the automation of large laboratories.



Uniquely Siemens

Our innovations make us a pace setter in the healthcare industry. Siemens has the distinction to always introduce new concepts and unmatched innovations in the global market and likewise we are also keeping the same tradition in the Saudi market. Successful installations of hybrid imaging facilities, PET.CT and SPECT.CT in Molecular Imaging, Intra operative MRI for Neurosurgery and 3T high field MRI system, FLASH and world's first Dual Source CT scanners for cardiac imaging, Digital Linera accelerator for Oncology care and, Digital Bi plane cath labs are some examples.



Our Success

- ▶ *The exceptional versatility of the Artis zee family is exemplified by the revolutionary new Artis zee go, which features a multi-axis C-arm that employs for the first time robotic technology to extend advanced interventional imaging from head to toe*



Siemens Healthcare successfully executed one of the most important turnkey solution projects at King Faisal Specialist Hospital (KFSH) & Research Center (RC) in Jeddah, Saudi Arabia.

The project revolved around the redesigning and renovation of KFSH&RC Radiology Department with a complete equipment revamp. By conducting a comprehensive study of the previously used technology and careful analysis of the newly supplied medical equipment, Siemens, together with KFSH&RC created an innovative workflow for the entire 2100 square meters Radiology Department.

Corporate Social Responsibility

As a responsible corporate citizen, our responsibility is to give back to the society. With our projects we focus primarily on a global program for people in need and a global education program.



Siemens Caring Hands
For strong communities

Caring Hands is Siemens global program for socio-economic support and development. The program contains all activities regarding corporate volunteering, social engagement, long-term strategic cooperation and disaster relief. In Saudi Arabia, through the Ramadan donation project, Siemens employees make a denotation for local needy people. The money raised is used to buy food for the underprivileged during the Holy month of Ramadan in addition to buying clothes and toys for orphan house children during the Eid Holiday.



Saudi Aramco and Siemens Saudi Arabia signed a memorandum of understanding on the "Discovery Box" program, a joint initiative to distribute science kits to Saudi school children — aged 3 to 7 — to enhance their creative thinking, research and exploration skills. The kits contain a variety of tools and materials required to easily and safely conduct age-appropriate, scientific experiments in electricity, energy, the environment and health.



Siemens Generation21
Committed to education

The Generation21 program focuses on educational activities and initiatives that support projects in preschools, primary and secondary schools, and universities. Siemens Discovery Box initiative is a joint program between Siemens and Saudi Aramco to distribute science kits to school children to enhance their creative thinking, research and exploration skills. The kits contain a variety of tools and materials required to easily and safely conduct age-appropriate, scientific experiments in electricity, energy, the environment and health. The initiative will help support the education process and bring science fundamentals closer to children in the Kingdom.

Quick Facts

The Discovery Boxes serve two purposes: it awakens the interest of preschool children in science and technology through the experiments it contains on the topics of energy, electricity, environment and health, and it supports the teachers by equipping them with material and know-how for these areas as well. For this reason, it is an important element of our education program Siemens Generation 21 for preschools.

Our Vision and Values



Siemens Saudi Arabia Vision

To be the leading electrical infrastructure supplier in Saudi Arabia in the areas of Industry, Energy and Healthcare and the pioneer in energy efficiency, industrial productivity, affordable and personalized healthcare, and intelligent infrastructure solutions.

Siemens Mission

- To provide the state of art technology to our customers in Saudi Arabia in order to meet and even exceed their expectations.
- To Maximize Siemens business success in creating balanced partnership with the employees.
- To establish the most appropriate performance, compensation, development and career opportunities for our local and global talents.

We Stand for our Values

Responsible

Committed to ethical and responsible actions.

Excellent

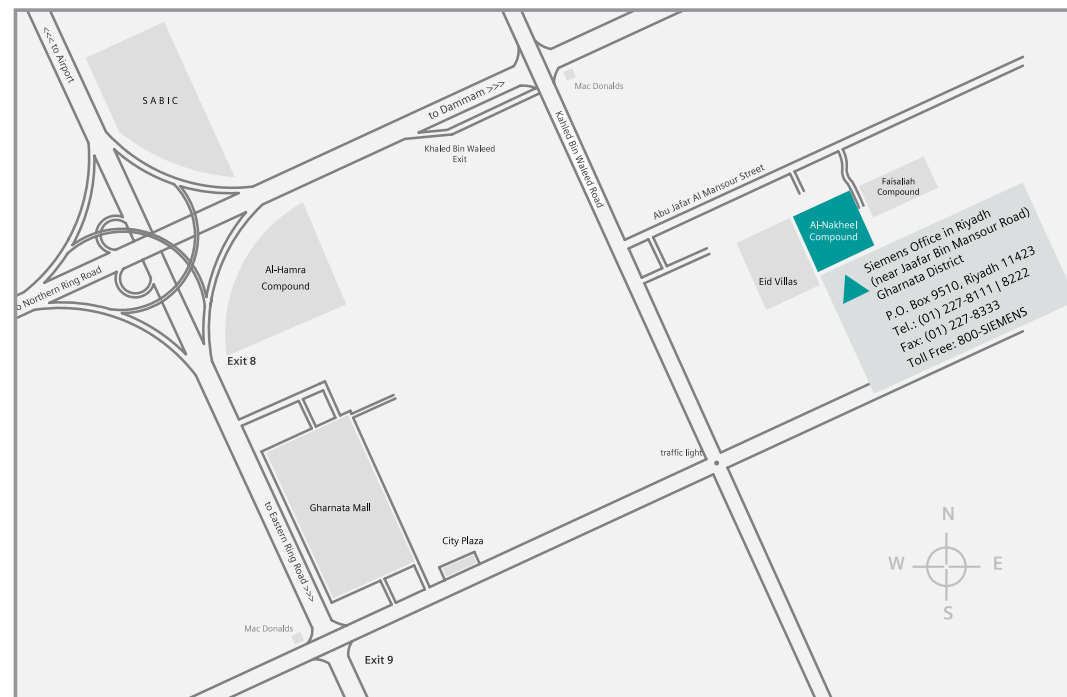
Achieving high performance and excellent results

Innovative

Being innovative to create sustainable value



Where are we in Saudi Arabia?



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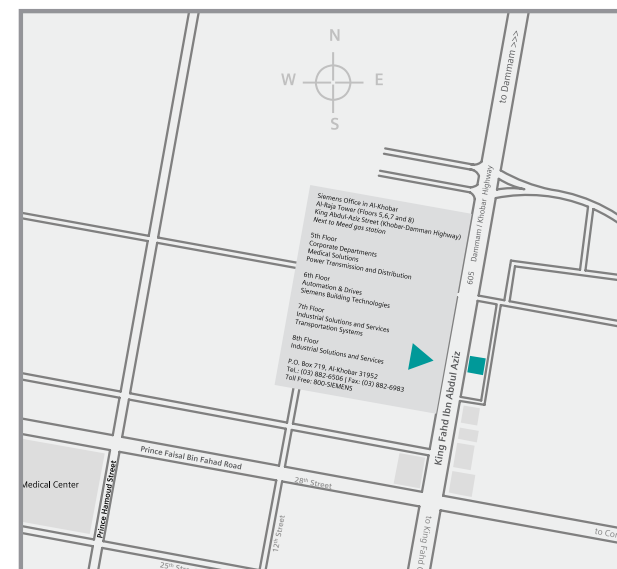
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