

## **AL MAZAYA HOLDING OUTLINES 2014 STRATEGIC PLAN FROM NEW HEADQUARTERS**

*New headquarters in one of the towers located in the heart of Kuwait City*

Al Saqabi: Al Mazaya Holding Company commences the implementation of its strategic plan for 2014 in a new working environment within one of its smart towers, following recent accomplishments, including:

- Finishing restructuring its administrative and executive staff in collaboration with an international company;
- Enhancing current executive staff with experienced professionals;
- Concluding sale and swap processes through its subsidiary in Dubai, earning good profits;
- Launching a new state-of-the-art website; and
- Enhancing its presence on all social networking sites.

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Al Mazaya Holding Company has announced its fulfillment of several achievements in 2013, laying foundation for strong growth and development in the year to come.

Engineer Ibrahim Al Saqabi, CEO of Al Mazaya Holding Company, said that the company has taken some concrete steps already at the beginning of 2014, the first of which was to move to its new headquarters within Al Mazaya Towers, located in the heart of Kuwait City, ensuring a new environment within one of the towers which the company prides itself on having developed, managed and equipped to the highest international levels of technology, communication and internet services required by top-tier companies in the present day. Al Mazaya is taking over four floors including meeting rooms, lounges to receive investors, multi-purpose halls that fit different operational activities, and comfortable offices for the company's administrative and executive staff.

He added that the company's move to the tower enhances its confidence in its own real estate products distinguished by their strategic geographical location and architectural design and the high quality interior and exterior finishes, which reflect the company's strong capabilities and potential to implement such pilot projects.

In the same vein, Al Saqabi confirmed that the presence of Al Mazaya in its towers would improve the value and quality of the real estate services offered by the company to its tenant customers in all its towers, especially since the company has launched its real estate asset management service, after its success across the Arabian Gulf.

He also pointed out to a number of other achievements that would support Al Mazaya's step towards the implementation of the company's strategic plan for the coming years, after it has recently finished restructuring its administrative staff in collaboration with an international company, thus establishing a new organizational structure for the company that includes a comprehensive change in the titles, salaries and incentives of the employees in line with the latest international standards. This step also included the appointment of new highly experienced and staff to meet the needs of the company in the next period.

Al Saqabi also spoke about other achievements, including the sale and swap processes concluded by the company through its subsidiary in Dubai, which resulted in strong profits disclosed earlier, and which will be to be listed within the profits of the company during Q4 of 2013.

Al Mazaya has also launched its new website, [www.mazayaholding.com](http://www.mazayaholding.com), with the latest and best tools of digital technology to reflect the size and operations of the company as well as to enable all users to take advantage of its contents – that go beyond the company's news to include real estate, investment and financial market news in general, and monthly reports that include the latest real estate statistics and analyses in Kuwait and the region.

Al Saqabi concluded by saying that the company has not overlooked the importance and power of modern marketing tools. It has sought to be present in all global social networking sites in order to ensure that its real estate services and industry knowledge can be available to the largest segment of users of these sites, and to continue to present Al Mazaya's work to the industry and the region.

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