

# Company Profile





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## About masheed

Founded in 2012, masheed functions as a wholly owned subsidiary under the umbrella of Alturki Holding Group, a well-established investment and development firm. We are one of the largest building materials suppliers in Saudi Arabia with leading market positions in cement, and cement replacement materials. Our products are used in concrete production, block manufacturing, masonry work and grouting.



# Alturki Holding





# Alturki Holding

## Subsidiaries



## Joint Ventures





An aerial photograph of a coastal landscape. A large, white, rectangular wall or barrier runs horizontally across the upper portion of the image. To the left of the wall is a body of water with a brownish, silty appearance. To the right of the wall is a body of water with a clear, vibrant greenish-blue hue. The land between the two water bodies is a reddish-brown color with some green vegetation. Several small sailboats are visible in the clear water on the right. The text "OUR VISION" is overlaid in white, bold, sans-serif capital letters on the left side of the image, partially overlapping the brownish water and the reddish-brown land.

# OUR VISION



We aim to be one of the top three commodity building materials trading & solution companies in the Middle East & Africa by delivering the best value to all our stakeholders in a sustainable manner. We are dedicated to both environmental preservation and societal progress. Our actions are primarily influenced by the expectations and needs of the individuals and organizations with whom we maintain close relationships with:



**Partners**



**Society**



**Shareholders**



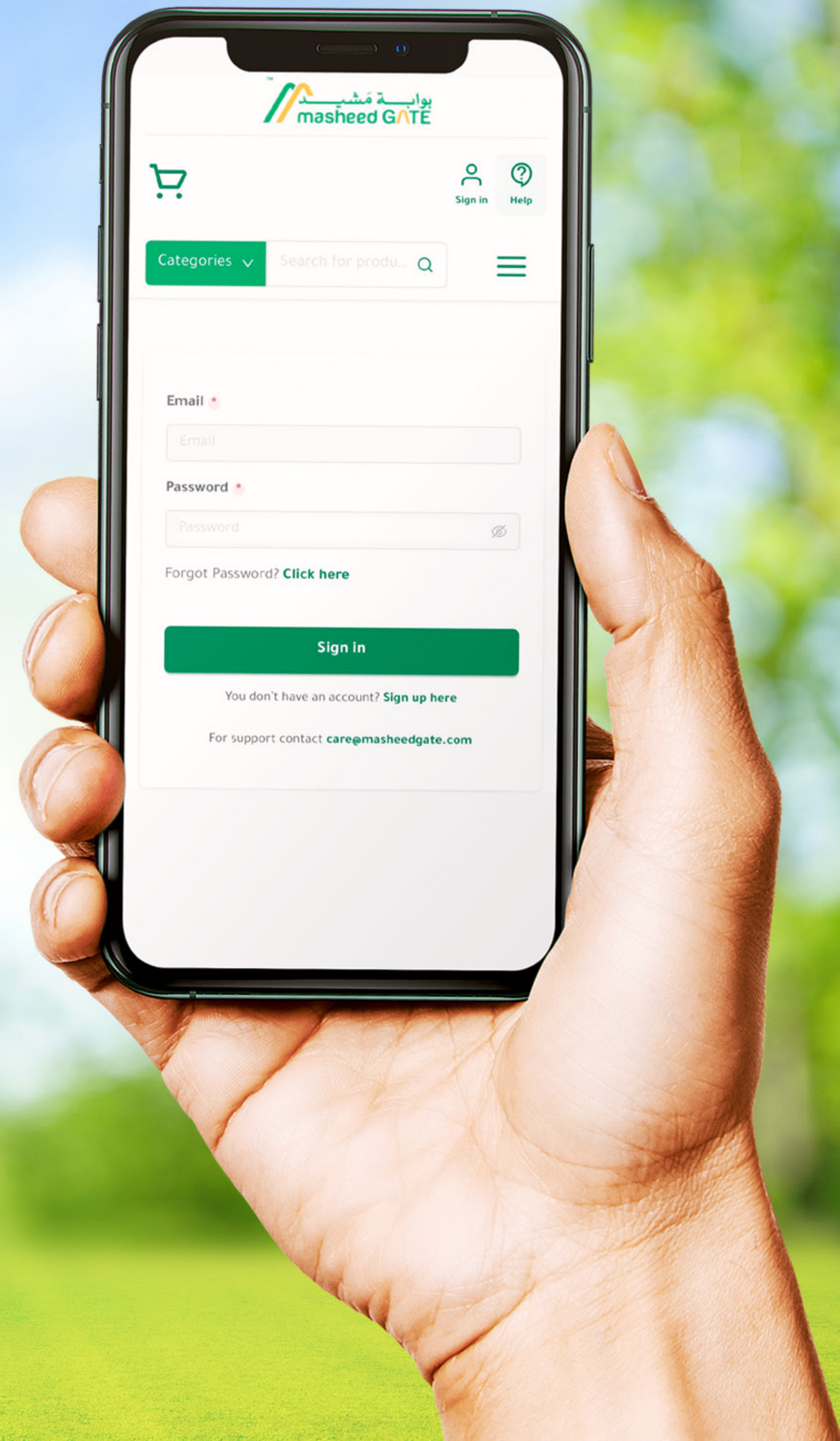
**Customers**



**Employees**



# OUR IDENTITY





# Masheed is One of the Largest Suppliers of Cement and Cement Replacement In Saudi Arabia



## Building Greener Future

We procure dependable byproducts like Fly ash, Micro silica, and Slag (GGBFS) to deliver a range of **environmental** and performance advantages. These include **lowered carbon emissions, enhanced durability, efficient waste utilization, energy conservation,** and **improved workability**, aligning with our commitment to **sustainability** and **superior performance**.



## Cement Trade

We collaborate with cement factories and transporters across Saudi Arabia, ensuring comprehensive **geographical coverage** for concrete producers, block manufacturers and retailers. Our core commitment lies in advancing **effective, efficient,** and **sustainable** solutions to consistently fulfill the requirements of our valued customers.



## Digital Industry

Utilizing digital solutions through **masheedGATE** and **masheedGO** to empower and enhance the cement trading experience, promising a smooth, **sustainable** and progressive future in the industry.



# Building Greener Future

- We play a pivotal role in promoting a more **sustainable** industry by sourcing and supplying cement replacements to concrete producers.
- Our mission is to facilitate the partial substitution of traditional cement in concrete mix, thereby actively contributing to the reduction of CO<sub>2</sub> emissions associated with cement manufacturing.

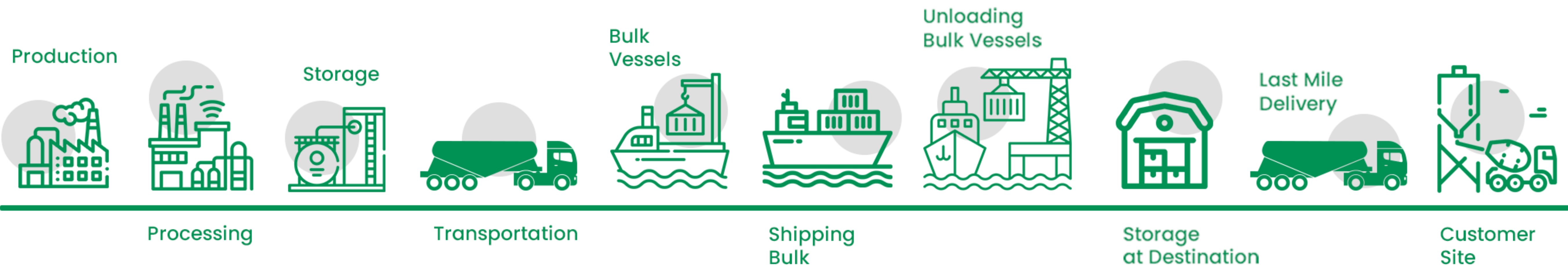
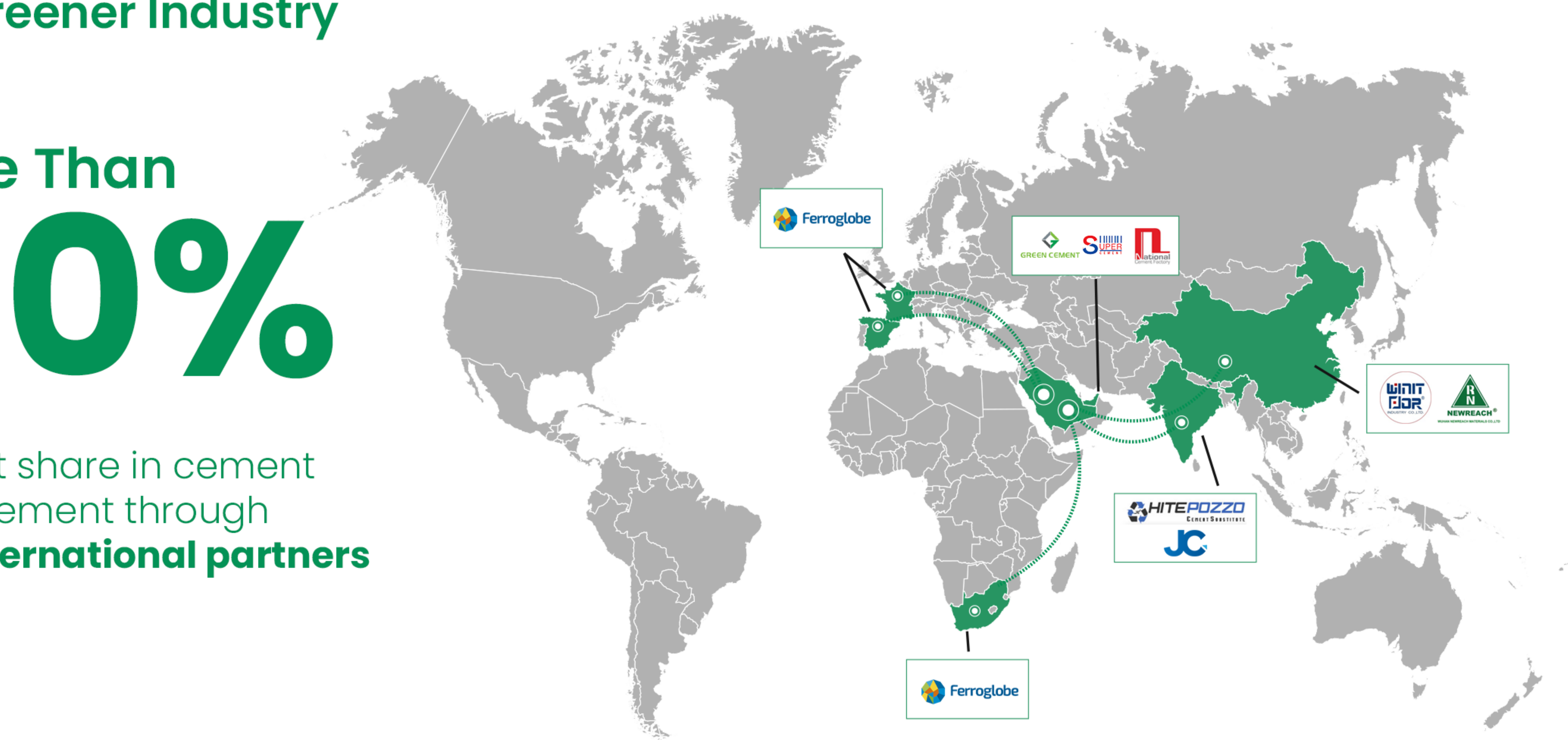




# Cement Replacement is Essential for Greener Industry

More Than  
**50%**

market share in cement  
replacement through  
our **international partners**



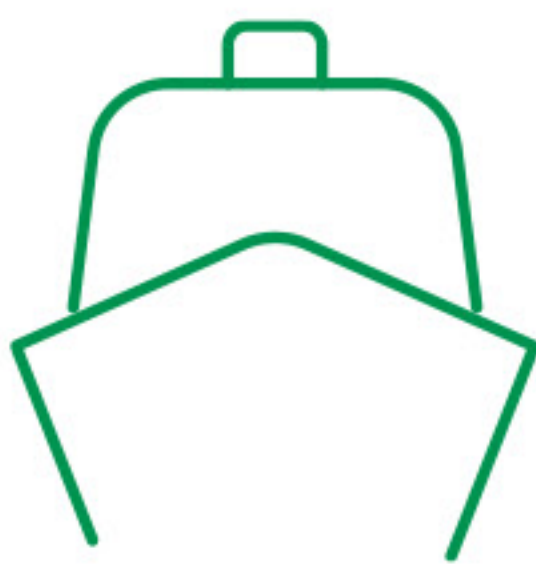


# Masheed Business Partners



## Suppliers

Sourcing cement replacement material from different countries across the globe.



## Carriers

Strategic partnership with Sesco trading to facilitate our trading within the region.



## Port Operators

With reliable local partners masheed manages stevedores storage and logistics activities within the kingdoms ports.





# Our Partners

## Local Partners

الإسمنت السعودية  
SAUDI CEMENT



اسمنت الشرقية  
Eastern Cement

RCC شركة إسمنت الرياض  
Riyadh Cement Co.



أسمنت القصيم  
Qassim Cement



HCC  
شركة أسمنت حائل  
Hail Cement Co.

اسمنت العربية  
Arabian Cement



اسمنت ينبع  
Yanbu Cement

اسمنت المتحدة  
شركة اسمنت المتحدة الصناعية  
UNITED CEMENT INDUSTRIAL COMPANY



شركة أسمنت المنطقة الشمالية  
NORTHERN REGION CEMENT CO.



## International Partners



VALO CONCRETE+  
*Pursue Strength*

Elkem

HITEPOZZO  
CEMENT SUBSTITUTE

Ferroglobe

GREEN CEMENT



PHENIX  
ENTERPRISE  
DELIVERING VALUE ACROSS BORDERS

SUPER  
CEMENT



ASHTECH



# Masheed is One of The Largest Building Material Suppliers in Saudi Arabia



**All KSA**  
Geographical  
Coverage



**+1000**  
Customers



Leading positions in:  
**Bulk and Bagged Cement,  
Microsilica, Fly ash and Slag.**



An aerial photograph showing two construction workers in high-visibility vests and hard hats working on a large, textured concrete slab. They are using long-handled tools to smooth the surface. The scene is set outdoors, with a dirt area visible in the top right corner. A green gradient overlay covers the bottom portion of the image, where the text is located.

# OUR PRODUCTS





## Cement

Cement is a crucial construction material that serves as a binding agent in the production of concrete, mortar, and other construction materials. It comes in either bulk or bags



## Microsilica

Silica fume is a highly reactive by product of silicon and ferrosilicon alloy production.



## White Cement

White cement is a specialized type of cement known for its distinctive white color. It is produced using raw materials and manufacturing processes that minimize the presence of iron and other impurities. It comes in either bulk or bags.



## Fly Ash

Fly ash is a fine powder derived from the combustion of pulverized coal in power plants.



## Slag (GGBFS)

Ground granulated blast furnace slag (GGBFS) is a byproduct of the iron and steel industry.





مَشِيد  
masheed

WAREHOUSING  
AND TRANSPORTATION

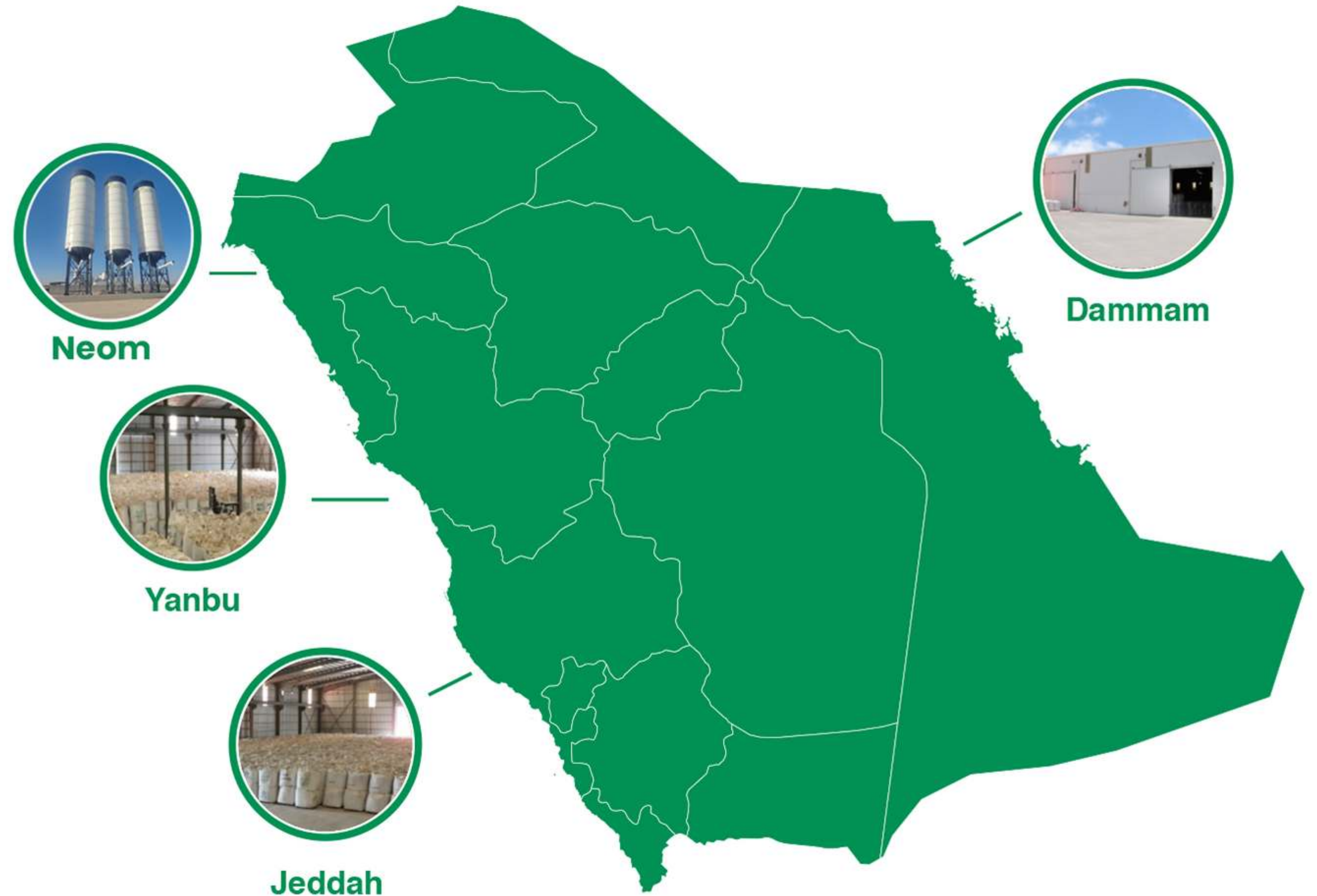


# Warehousing

Total Space

**180,000 m<sup>2</sup>**

Masheed's distribution hubs are fully equipped with the necessary tools and technologies to enhance operational efficiency while prioritizing environmental controls. Our extensive network of distribution hubs ensures that we consistently deliver orders in full and on time to all locations within the Eastern, Central, Western, Northern, and Southern regions, providing comprehensive coverage across the country

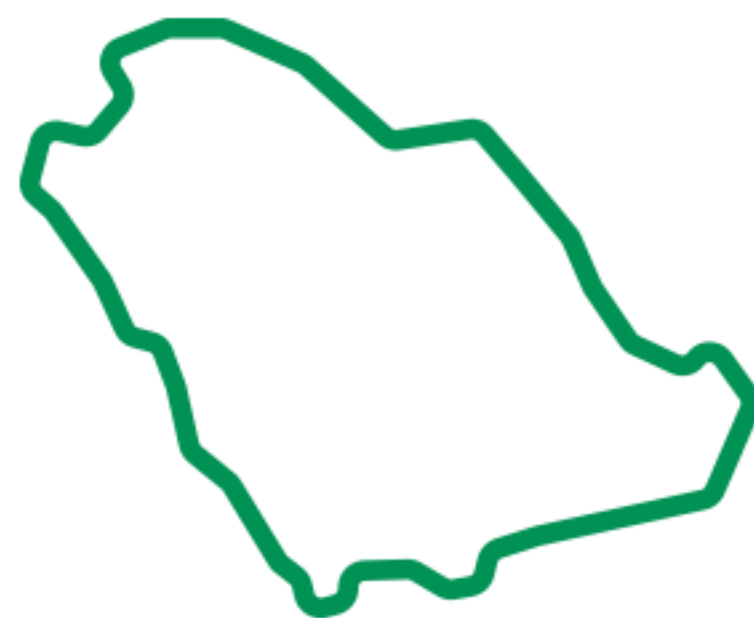




## Through a Team Of Enabled And Engaged Logistics Expertise And Promising Digital Channel “masheedGO”, Masheed Manages The Whole Logistics Activities.

Through a team of enabled and engaged logistics expertise and promising digital channel “**masheedGO**”, masheed manages the whole logistics activities. We align our transportation strategy with **sustainability** by providing an effective and efficient customer service while maintaining **environmentally friendly** transportation.

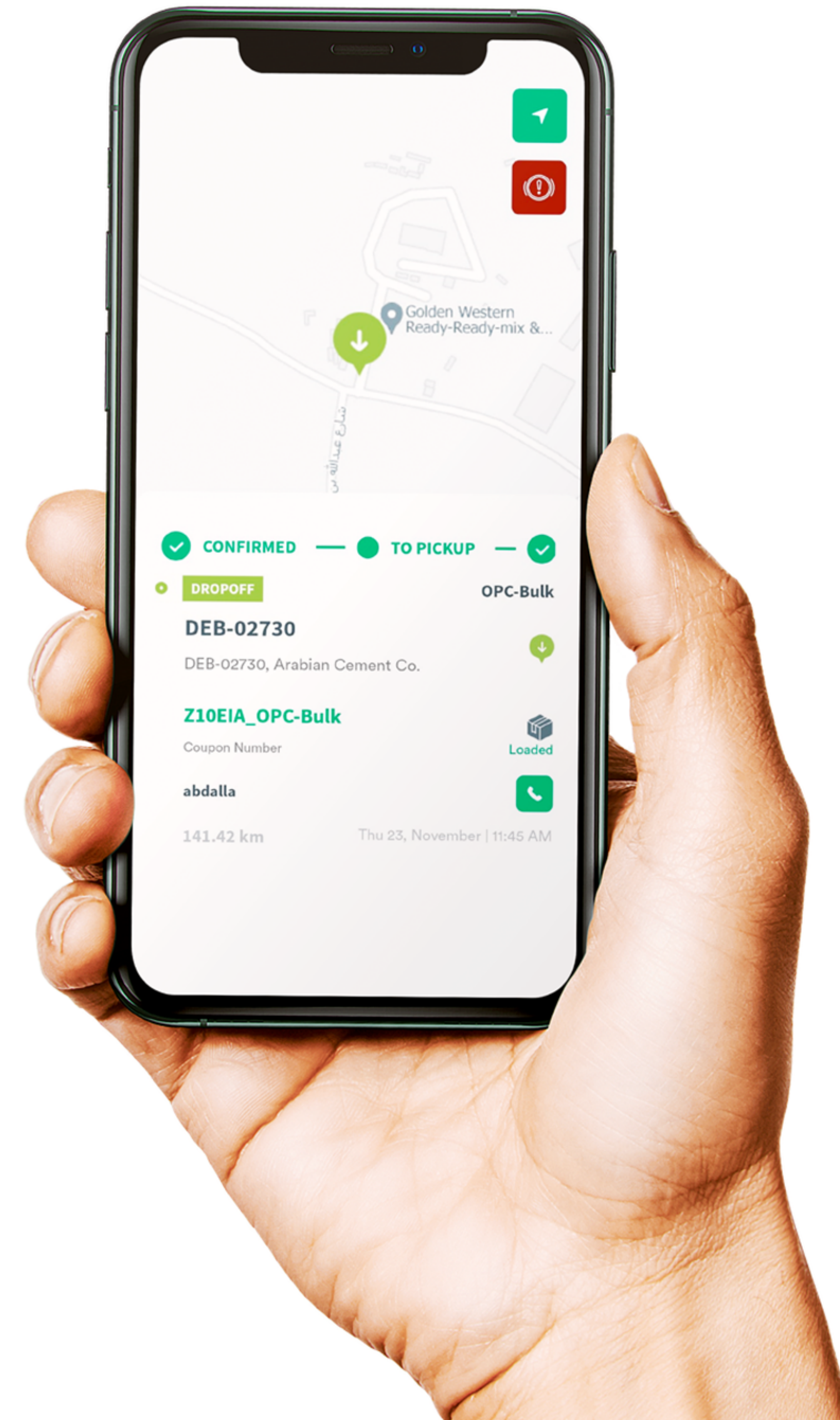
Our logistics providers are selected and evaluated professionally under certain criteria's such as on-time performance, ethical standards, service quality, good communication, management quality, reliability, flexibility, reputation, easy to work with, location, price, and commitment.



All KSA  
Coverage



+2,000  
Bulkers





# DIGITAL INDUSTRY





# Going Digital



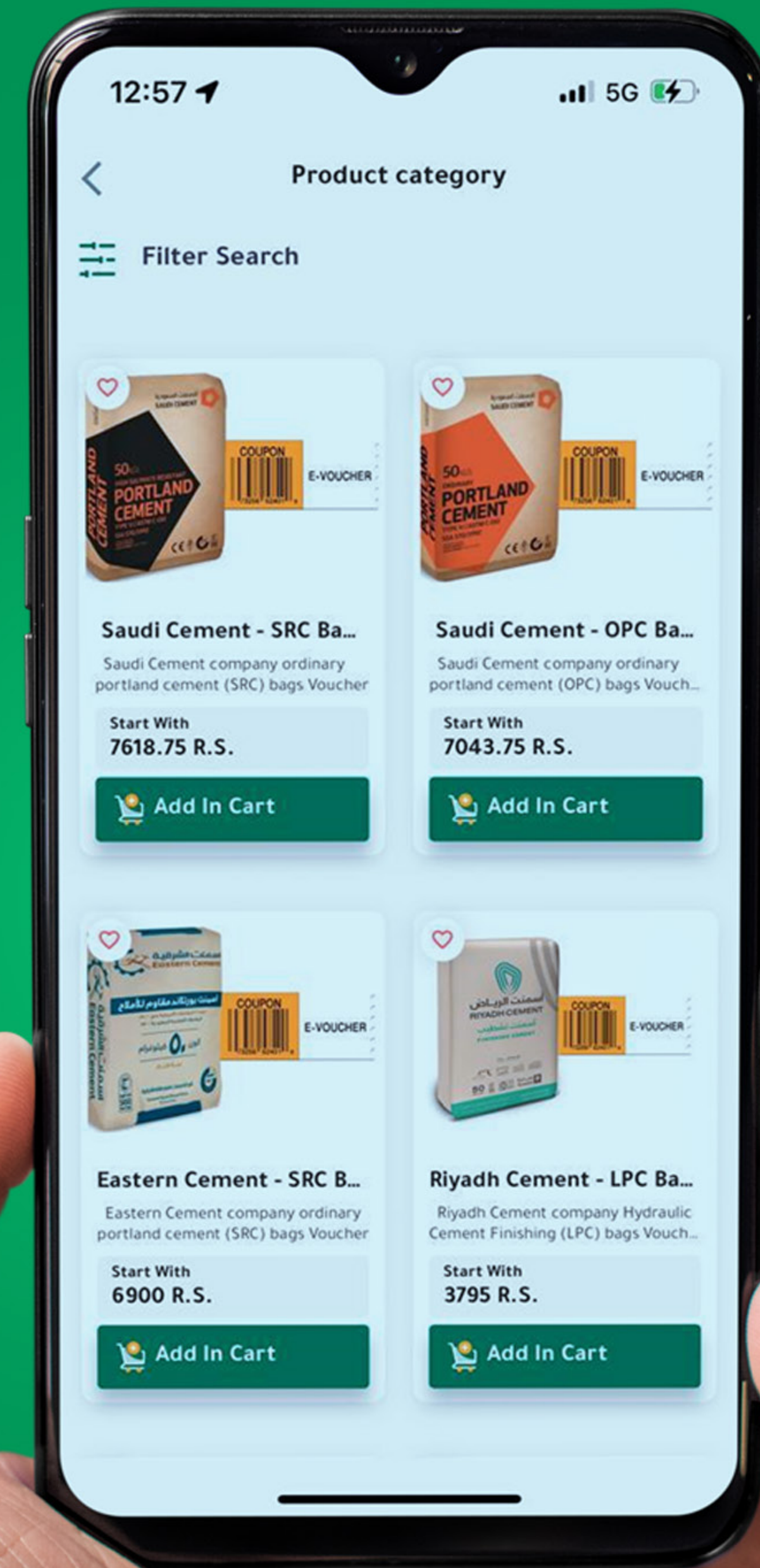
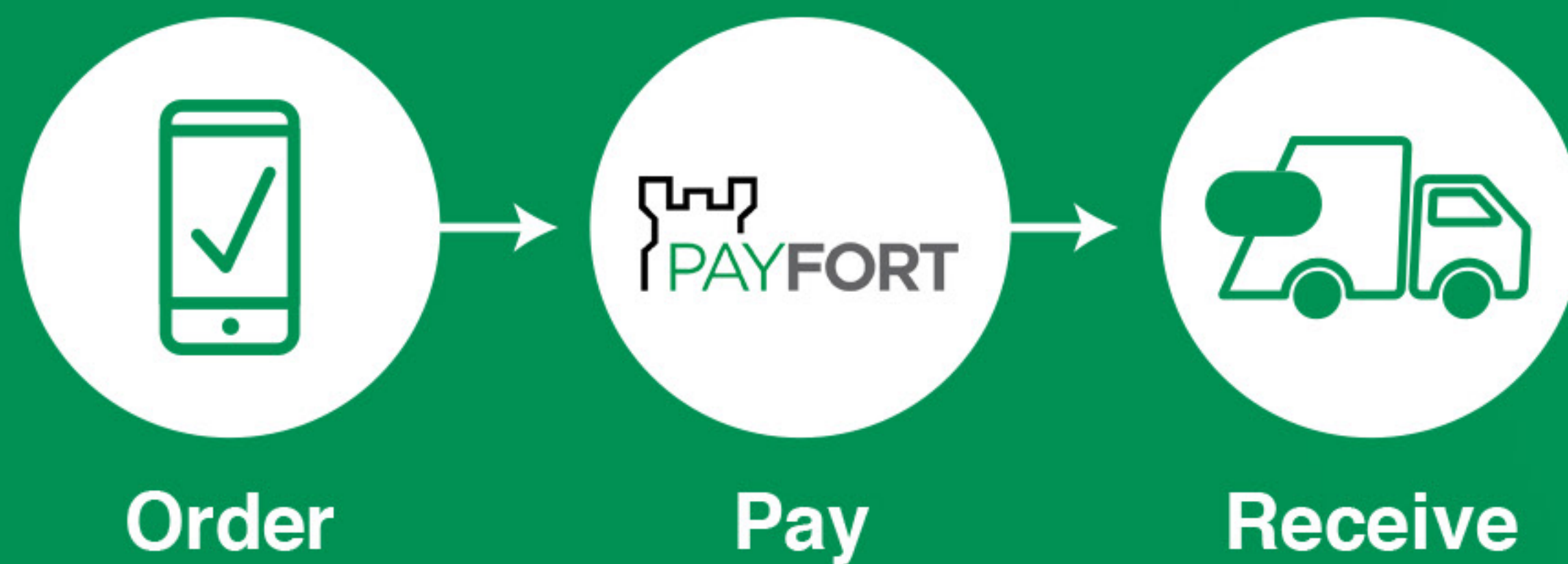
**MasheedGate** is an online channel offering building solutions to clients through a range of high-quality products and building materials.





# Digital Order

Order your cement at anytime  
through masheedGATE app







OUR  
CUSTOMERS  
AND KEY PROJECTS



# Key Customers





# Key Projects



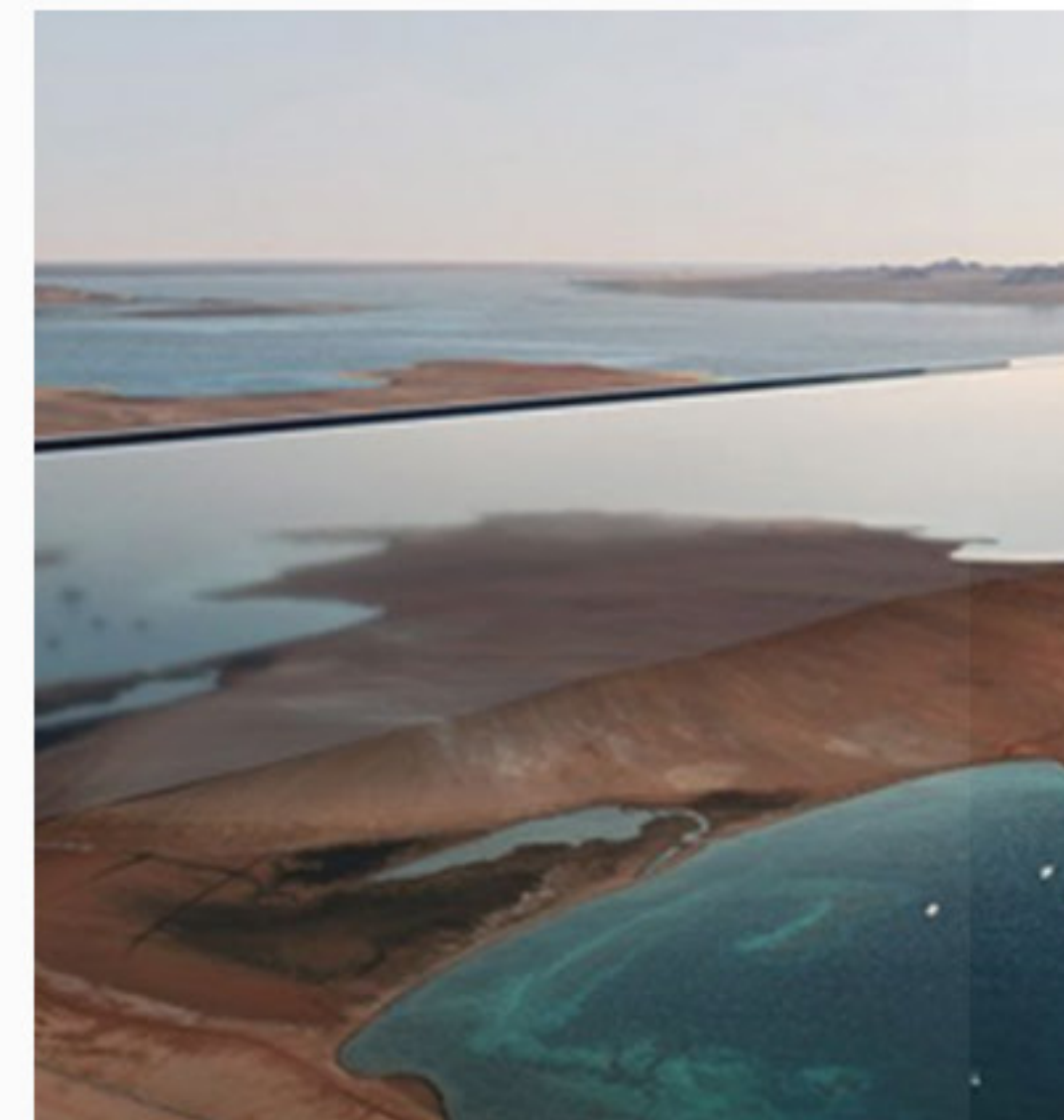
📍 King Salman Park



📍 Diriyah Gate



📍 Qiddiya Park



📍 NEOM / The line



📍 Jafura Gas field





# Reach us

## Headquarters

Kingdom of Saudi Arabia, Eastern Province, 1618 Faisal Bin Fahad Street, Al Thuraya Building 2nd Floor, Al Khobar 31952  
(013) 887 0114

## Dubai Branch

Office # 1706, Jumeirah Bay 2, Cluster X, Jumeirah Lake Towers, Dubai

## Riyadh Branch

Kingdom of Saudi Arabia, Central Province, 13321 Sahafah- Anas Ibn Malik st. - Yasmin Compound - Villa 9 , 2nd Floor, Riyadh  
(011) 419 1262

## Cairo Branch

13 Street 254 - Degla - Maadi , Next to Samia Allouba Fitness Center, Cairo , Egypt

## Jeddah Branch

Kingdom of Saudi Arabia, Western Province, 50755 Palestine Street- Saudi Commission for Health Building- 6th Floor, Jeddah 11533  
(012) 676 9056



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[www.masheed.com](http://www.masheed.com)

