



New Distributor in Saudi Arabia





Mr. M. Arif Chishti, managing director of Abdul Latif Jameel Summit Company (ALJS)

KOM-back in Saudi Arabia

Distribution of Komatsu Heavy Equipment via Joint Venture

In the Kingdom of Saudi Arabia, one of the fastest growing countries in the world, Komatsu has established a new partnership with Abdul Latif Jameel Summit Company (ALJS), a joint venture company between the Abdul Latif Jameel Group, a conglomerate of international repute and the largest automotive business houses in Saudi Arabia; and Sumitomo Corporation, one of the largest Japanese trading firms actively operating in the Middle East. Branded as Abdul Latif Jameel Heavy Equipment, the new venture company sells technologically advanced Komatsu equipment in the Saudi Arabia market.

The joint venture started its operation from the ground up in early 2013 and in just one year successfully held the official launching ceremony on

March 5, 2014 at the Ritz Carlton Hotel in Riyadh, the capital city of Saudi Arabia. More than 340 attendees from major contractors, Komatsu's existing customers and members of the media were pleased to witness this unprecedented event in the industry. Speeches were presented by Mr. Hassan Jameel, deputy president & vice chairman of Abdul Latif Jameel Domestic Operations; His Excellency Jiro Kodera, Ambassador of Japan to the Kingdom of Saudi Arabia; Mr. Taiichiro Kitatani, executive officer of Komatsu Ltd.; Mr. Yoshihiro Fujiura, managing director of Sumitomo Corporation, Middle East; and Mr. M. Arif Chishti, managing director of ALJS.



About the Kingdom of Saudi Arabia

- Largest Arab state in Western Asia by land and the second largest in the Arab world (after Algeria)
- Land area: 2,150,000 km² (830,120 mi²) (13th largest in the world)
- Population: 27 million (47th position globally)
- Resources: Petroleum (2nd largest with 10 million barrels per day), natural gas (6th largest), iron ore, gold and copper
- Capital: Riyadh
- Official language: Arabic
- Currency: Saudi riyal

Komatsu and ALJS Pledge Mutual Commitment

On behalf of Komatsu management, Mr. Kitatani emphasized Komatsu's engagement in and firm commitment to the Saudi market towards playing an indispensable role in order to regain its reputation and trust from its customers.

On behalf of the Abdul Latif Jameel Group, Mr. Hassan Jameel commented: "Our businesses are guided by our core value of 'best-in-class service and support.' We have brought in industry experts from all around the globe who will ensure the delivery of ALJ's promise."

On behalf of ALJS, Mr. M. Arif Chishti stated: "Guest care is central to our business. We endeavor to become our guests' preferred partners, supporting them through the life of their equipment. Our scope includes initial consultancy advice on the type of product they should buy or rent, proposing financing solutions, service agreements, onsite repairs, GEMBA operator training, technical training, immediate availability of parts and more. Our guest support standards ensure best-in-class

uptime, thereby providing optimum utilization of equipment.

"I am happy to share that in a span of 12 months we have come a long way. Today, we have sales, service and parts facilities in all major cities of Saudi Arabia. Additional custom-designed facilities are under construction and these are designed with attention to detail. We are equipped with the necessary tools and service vehicles. Our parts warehouses are well-filled and our parts availability (first-pick) is in excess of 85%. Our associates are our most important assets, we have hand-picked talent and our teams have proven experience in the industry," continued Mr. Chishti.

He also pledged ALJS's commitment and contribution not only to the development of the country and its industries by providing top-quality products and service but also to the development of the country's youth by creating employment opportunities as part of ALJS's corporate social responsibility.

His words were received and appreciated by His Excellency Ambassador Kodera and other senior Saudi government officials present.



Ceremony attendees making a hand gesture as an indication of "Guest First"



Custom-built facility (rendering)



Training room



Service technicians



Workshop team

Profile of Abdul Latif Jameel Summit Company

Managing Director: M. Arif Chishti

Brand: Abdul Latif Jameel Heavy Equipment

Establishment: January 1, 2013

Number of Employees: 115 as of June 2014

Branches: Jeddah, Riyadh, Dammam and Abha

Vision: To be recognized by our Guests as their partner whose Guest Support standards are the best in the industry, thus becoming a world-class company

Goals:

- No.1 in Guest Delight;
- A Leader in segments in which we compete; and
- Our brands should be leaders in brand image in segments in which they compete.

For more information on ALJS, please visit their website: <http://www.aljhe.com>

KOMATSU

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