



**50M**  
YEARS

**GROWING TOGETHER**  
INDUSTRIAL GROUP



## > OUR COMPANY

Al Masood is a privately held and highly diversified Group, based in Abu Dhabi. Its companies and partnerships span activities and expertise in 18 different market segments. Its primary goal is growth through a deep understanding of its marketplace, the quality of its products and services and an uncompromising quest for customer satisfaction.

From its early foundations as a small trading house some 50 years ago, Al Masood has become one of the largest integrated industrial, commercial and service organisations in the Middle East. Al Masood Company holds Abu Dhabi Chamber of Commerce registration number one.

With activities spanning most key economic sectors, Al Masood represents the collective business interests of the Al Masood family.

Al Masood has been serving the UAE's private and public sector for five decades. Our divisions deliver global brands and award winning services to leading companies and public agencies in the UAE and Bahrain.

# WHAT WE DO

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PROJECTS & ENGINEERING SERVICES



POWER & RENEWABLES

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MARINE SOLUTIONS

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TYRES, BATTERIES AND ACCESSORIES

---



COMMERCIAL VEHICLES & EQUIPMENT

---



MODULAR BUILDINGS & PREFABRICATION

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OFF-ROADING 4X4 ACCESSORIES

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# SECTORS WE SERVE

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**OIL & GAS**

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**LOGISTICS &  
TRANSPORTATION**

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**POWER**

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**CONSTRUCTION**

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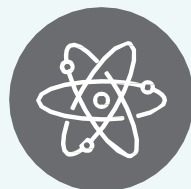
**RENEWABLE ENERGY**

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**MANUFACTURING**

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**NUCLEAR ENERGY**

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**AGROTECHNOLOGY**

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**MARINE**

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**WATER UTILITIES**

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## OUR VISION

- > GROWING TOGETHER
- > DELIVERING VALUE
- > EMBRACING HERITAGE



## OUR VALUES

- > EMPOWERED
- > OPTIMISTIC
- > ENGAGED
- > EXCELLENT
- > ONE TEAM

### > EMPOWERED

Encouraged to handle job-related problems by myself, inspired to get creative at work, having the tools, resources, and knowledge to perform the job to the highest standards.

### > OPTIMISTIC

Positive outlook both at work and personal life; an ability to see an opportunity in every challenge.

### > ENGAGED

Committed to achieve company and personal goals and objectives, striving for business and personal success, enjoying work.

### > EXCELLENT

Continuous improvement and delivering excellent results in everything I do.

### > ONE TEAM

Working together with immediate team and wider groups, investing in relationships with others.

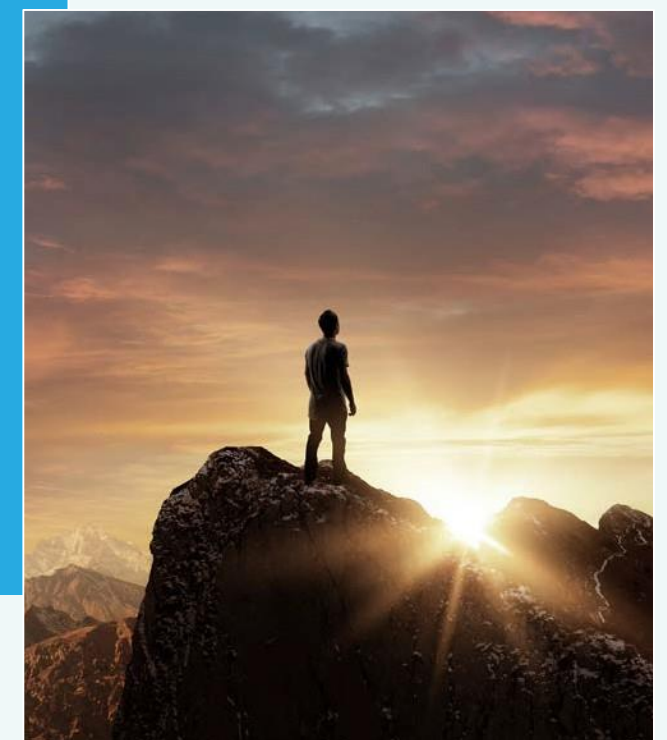
## OUR MISSION

We commit to building profitable relationships with our business partners by investing in our community, employees, and customers, in order to make them happy.

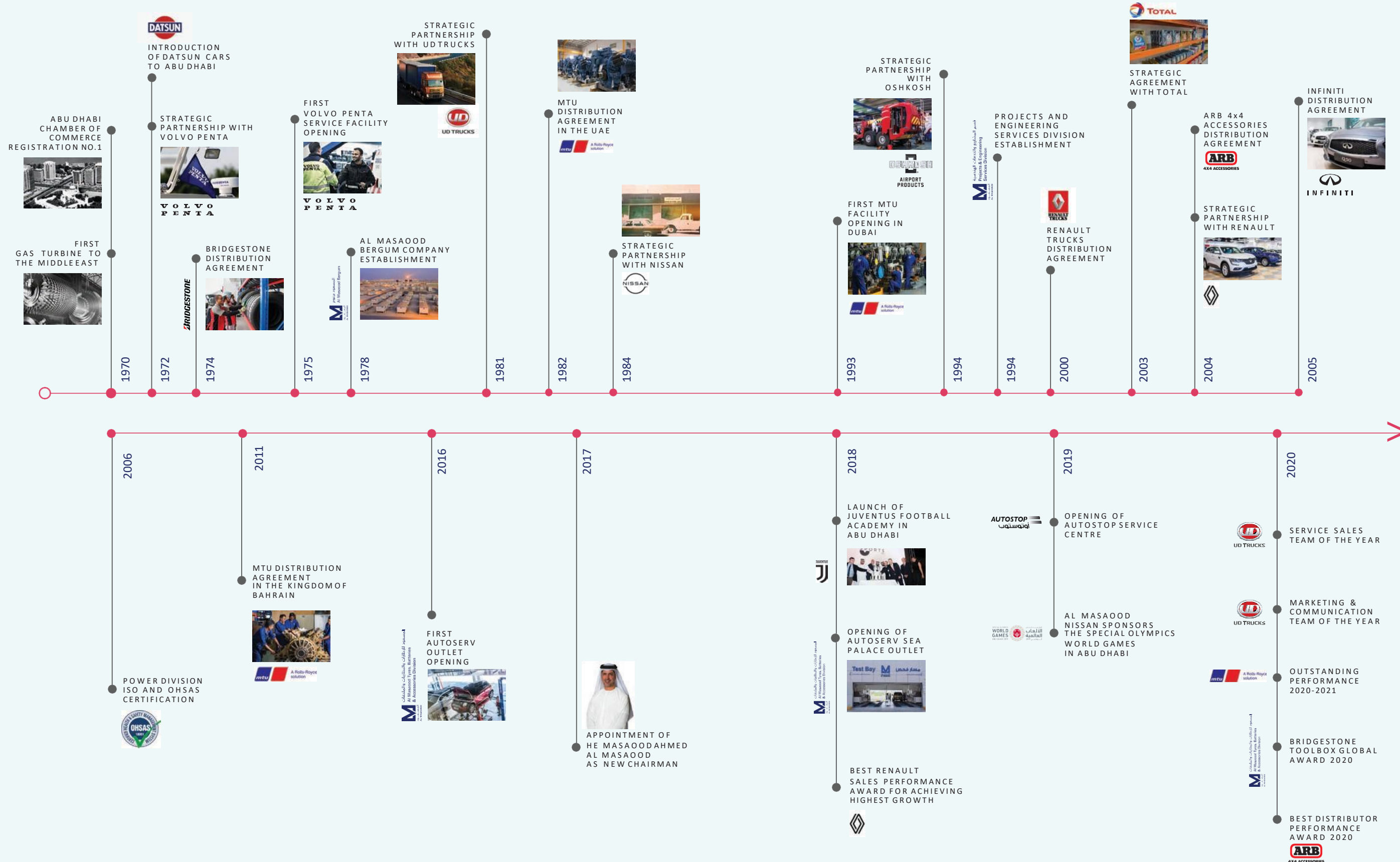


## OUR GOALS

- > EXCEED CUSTOMERS' EXPECTATIONS
- > BECOMING EMPLOYER OF CHOICE
- > MOTIVATED TEAM OF PROFESSIONALS
- > ENHANCE SHAREHOLDERS PROFITS

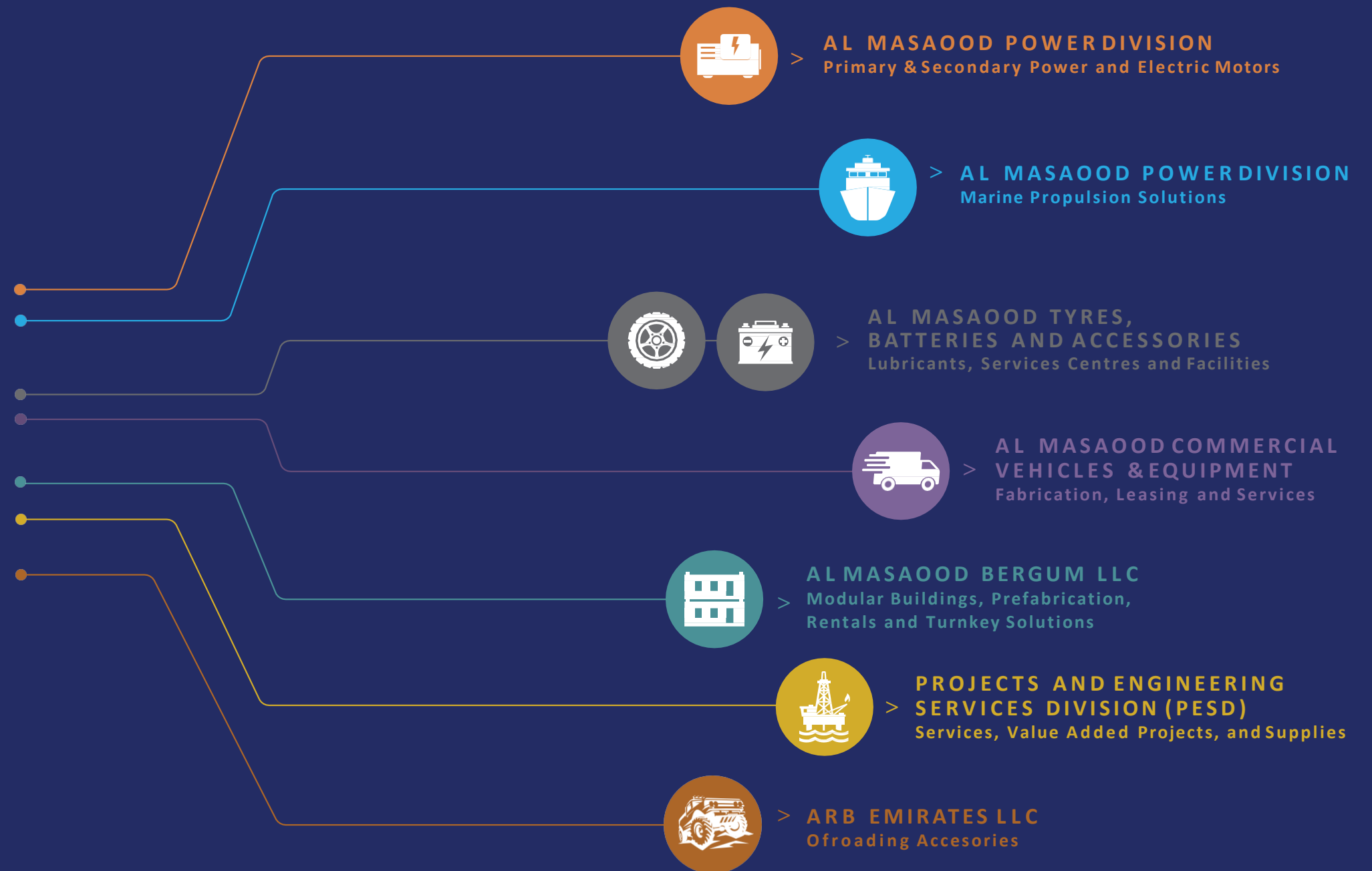


# AL MASAOOD GROUP INDUSTRIAL TIMELINE



>  
OUR  
INDUSTRIAL  
DIVISIONS

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# OUR INDUSTRIAL DIVISIONS



## AL MASAOOD POWER DIVISION

The Division's professional team possesses cutting-edge technological knowledge and know-how and is able to plan and execute both customised and efficient solutions for its customers.



A Rolls-Royce  
solution

Rolls-Royce Power Solutions

**VOLVO  
PENTA**

Established in 1972, the Al Masood Power Division has a long standing reputation within the Diesel and Gas driven Power Generating industry worldwide. The Division has unrivalled expertise in Power Generation Systems and Industrial Diesel Engine applications, starting with a range of 94 KVA up to 3,390 KVA. It represents MTU (a Rolls-Royce Power Solutions Company), Volvo Penta and Leroy Somer exclusively in the UAE and Bahrain. Providing the highest standards of sales and aftersales service solutions.

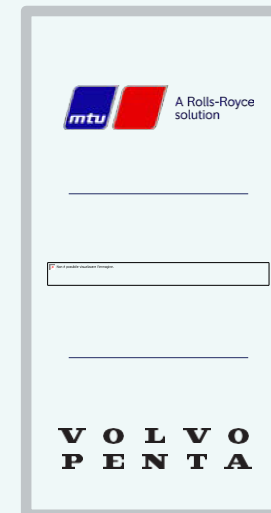
Furthermore, the Group has established close alliances with key power industry leaders such as ADWEA, DEWA, FEWA, SEWA, and many more.





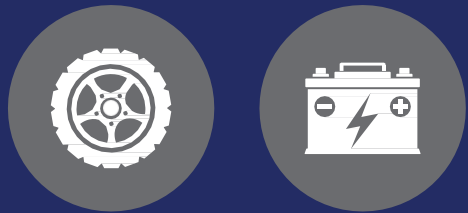
## AL MASAOOD POWER DIVISION

The Division's professional team possesses cutting-edge technological knowledge and know-how and is able to plan and execute both customised and efficient solutions for its customers. Furthermore, the Group has established close alliances with key marine industry leaders in the region.



Established in 1972, the Al Masaood Power Division has a long standing reputation within the Marine Propulsion and Generator Industry worldwide. The Division has unrivalled expertise in Diesel and Gasoline Marine engines and Automation System applications, starting with a range of 9 Kw up to 10,000 KW. It represents MTU (a Rolls-Royce Power Solutions Company), Volvo Penta and Leroy Somer exclusively in the UAE and Bahrain. Providing the highest standards of sales and aftersales service solutions.





## > AL MASAOOD TYRES, BATTERIES AND ACCESSORIES

In partnership with Total Marketing Middle East, the Al Masaood Tyres, Batteries & Accessories Division is also the official distributor of Total branded lubricants in the Abu Dhabi, Al Ain, and the Western Region. Through its association with Total France, the Division has also established a chain of "Rapid Oil Change" centres, which also offer tyre change and brake replacement.

**BRIDGESTONE**

**FIRSTSTOP**



**TRAZANO**

The Al Masaood Tyres, Batteries & Accessories Division is the distributor of the full Bridgestone and Trazano Tyres range for cars, trucks, industrial, agricultural and earth mover vehicles in Abu Dhabi, Al Ain, and the Western Region. The Division has also been awarded the Gulf Cooperation Council 'Distributor of the Year' from the Bridgestone Corporation on many occasions.

Sales and distribution is achieved through an appointed dealer network which is supported by the Division's own showrooms in Abu Dhabi, Al Ain and Mussafah. A centralised warehousing and logistics operation ensures that products are always available to the dealers. Dealer staff training is of paramount importance and regular training programs are conducted at the Division's training school to ensure excellence and customer satisfaction.





## AL MASAOOD COMMERCIAL VEHICLES & EQUIPMENT

The Al Masood Commercial Vehicles & Equipment Division provides sales, after sales and manufacturing services for an extensive range of franchises across the United Arab Emirates.

The Division is the sole distributor in Abu Dhabi for UD-Trucks, Renault Trucks and Unicarrier Forklifts, as well as the sole distributor for Oshkosh Fire Trucks and TCM Forklift in the UAE, along with other well-known heavy equipment brands and ancillary products.



The Al Masood Commercial Vehicles & Equipment division offers a wide range of products and services, in addition to leasing and transportation solutions to clients that range from government departments, civil defence, armed services and oil companies, through to industrial and commercial organisations.

Al Masood Workshop Tools & Equipment – an arm of Al Masood CV&E offers the latest technologies and is recognised to be from the best workshop equipment providers in the Gulf region.

The product portfolio of Al Masood Workshop Tools & Equipment includes Pneumatic equipment, Automotive lifts, spray booths, automatic car wash equipment, hydraulic equipment, lubrication equipment, hand tools and body shop equipment.





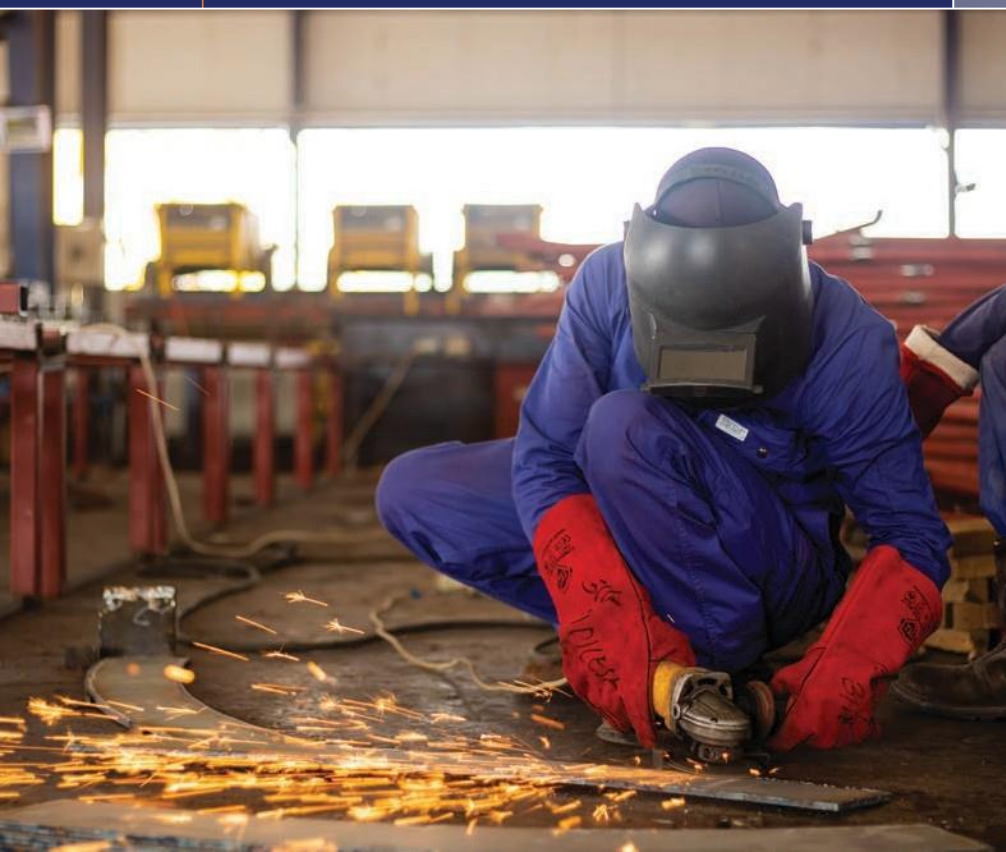
AL MASAOOD BERGUM LLC



شركة المسعود برغوم  
Al Masood Bergum

Bringing the technology from Italy to the UAE in 1978, as part of the Al Masood Group of companies, Al Masood Bergum are pioneers in prefabrication systems. They are a leading manufacturer of modular building systems and a provider of turn-key prefab solutions, delivered on time and within budget to customers from all over the world.

Driven by innovation, Al Masood Bergum offers end-to-end modular building and prefab products and services that are known for their high quality, safety, and cost-effectiveness.





## PROJECTS AND ENGINEERING SERVICES DIVISION (PESD)

Al Masaood Projects & Engineering Services Division has supported the provision of electrical power grid connections to Saadiyat Island with Abu Dhabi main electrical grid and other similar projects.



Al Masaood Projects & Engineering Services Division (PESD) has an accumulated experience of almost 50 years within the power, utilities, and industrial market. It is a major provider of solutions and supplies to these sectors. Over a number of decades, PESD has also contributed significantly, in collaboration with global technology partners, to the development of Abu Dhabi's infrastructure and critical sectors.

PESD has been involved in a number of major projects that helped develop the UAE's energy market, such as the Das Island LNG trains, the Gasco Ruwais gas train, and the Habshan development.





## > ARB EMIRATES LLC

ARB is Australia's largest manufacturer and distributor of 4x4 accessories. With more than 40 years of design ingenuity, manufacturing excellence and market leadership ARB offers a range of options to customise a vehicle to suit individual requirements.

ARB Emirates LLC is the exclusive distributor of ARB 4x4 products in the UAE since 1990 with 2 retail locations in Abu Dhabi and Dubai.



The origins of the ARB brand go back to 1975 when company founder Tony Brown was inspired by a four-wheel driving trip through the top end of Australia.

ARB's products include air lockers, air compressors, protection equipment, suspensions, roof racks and roof bars, snorkels, recovery equipment, lights, tow bars, canopies, fuel/water tanks and a host of camping accessories. The company also offers general accessories such as branded apparel, in-car fridges and freezers.



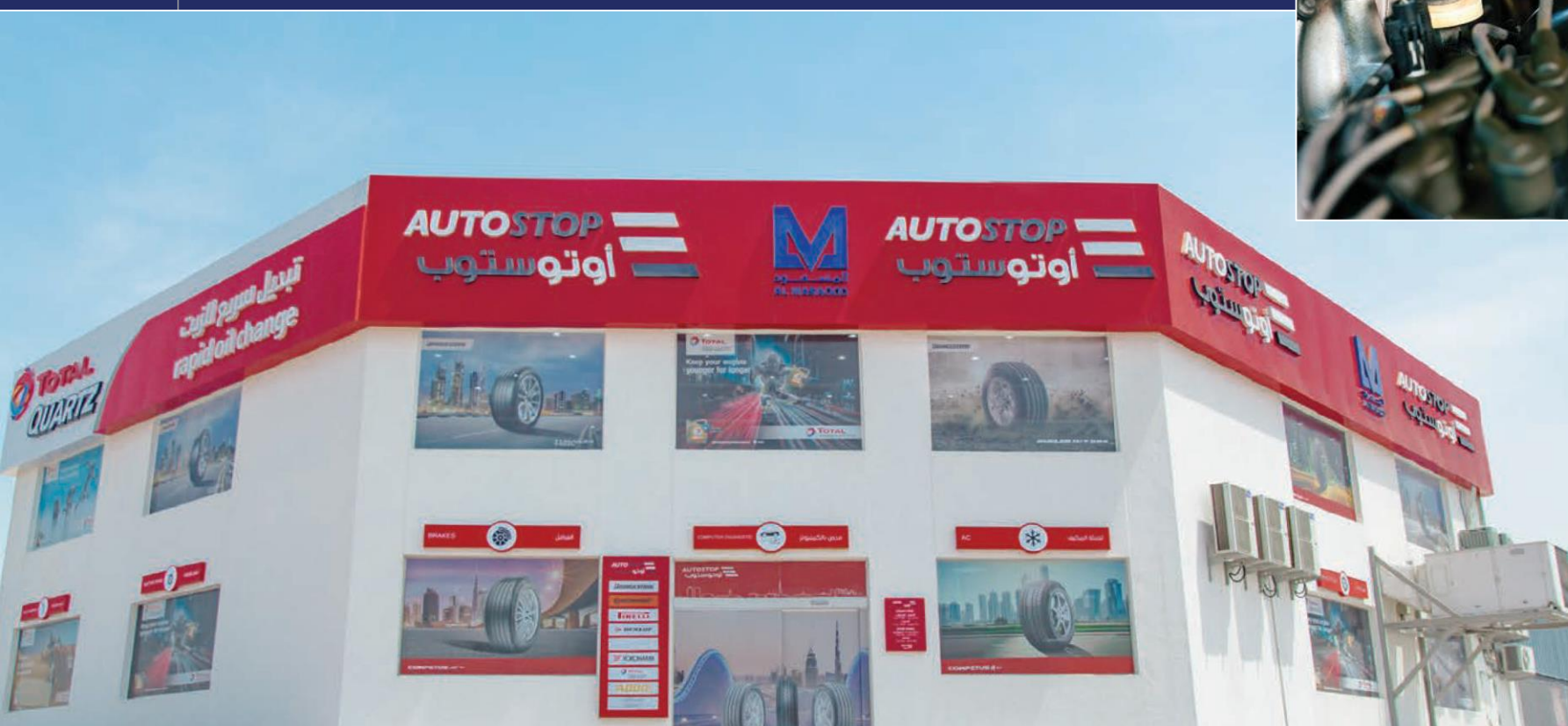


> AUTOSTOP

**AUTOSTOP**  
أوتوستوب

AutoStop is a state-of-the-art service centre that specialises in multi-brand tyre and minor car repair services. The service centre houses a team of highly qualified industry experts and technicians and provides a luxurious and comfortable experience alongside world-class products of the highest standards at excellent value prices.

AutoStop is a multibrand pitstop car service centre located in Al Qouz 3, Dubai. Catering to individuals and commercial fleets, clients and customers have the option of car pick up and drop off services to maximize convenience as the centre is committed to ensuring excellent service and to attaining the highest levels of customer satisfaction.





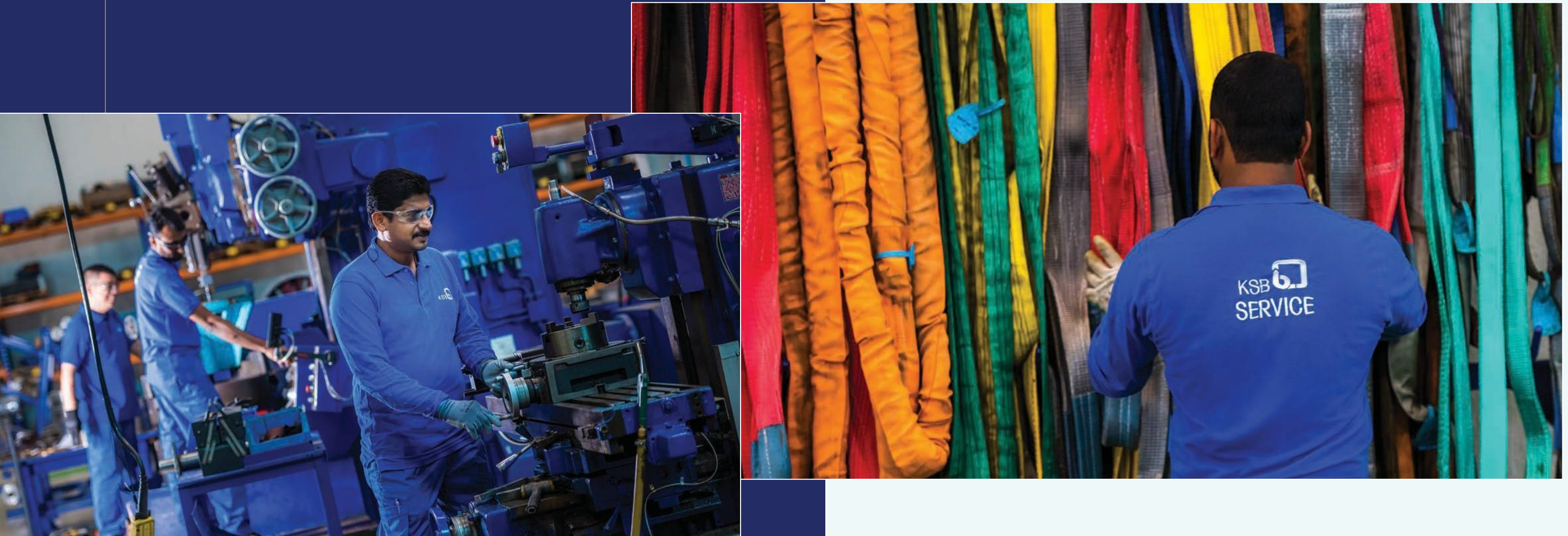
KSB SERVICES LLC

KSB Service LLC provide original spare parts and repairs, service and contract maintenance for all pumps, valves, rotating equipment, machinery, and others.



KSB Service LLC is a joint venture between Al Masaood LLC and KSB Aktiengesellschaft, located in Abu Dhabi Ports' Khalifa Industrial Zone Abu Dhabi (Kizad). The 12,141 square metre facility in Kizad is linked to a network of over 160 industrial service facilities across the globe.

KSB Service LLC supports customers from all fields of application, whether in Oil & Gas, Utilities, or Industrial Sectors.





**Al Masaood LLC**

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