



Press Release

United Group Holdings Develops its Corporate Strategy and Execution Capabilities in Cooperation with Optimiza



Amman – August 2008, United Group Holdings (UGH) has signed a consulting services agreement with Optimiza (Al-Faris National / ASE: CEBC) to develop its corporate short-to-medium term strategy and build its execution capabilities through a joint three-month project.

By virtue of the agreement, Optimiza will offer consulting services to review and upgrade UGH's corporate strategy, in addition to reviewing and updating its

institutional values, vision and mission. Optimiza will also provide specialized services in building UGH's strategic execution capabilities through establishing a Strategic Transformation Unit (STU) based on a project management office framework and scope, and developing its human capital capacities in strategic management and project management, particularly in the areas of formulation and implementation.

Currently, UGH is undergoing a major expansion. Subsequently, Optimiza designed this project with a focus on improving internal capacities and competencies, and enhancing the assets' utilization area to ensure the readiness of UGH for its future expansion plans.

On this occasion Mr. Emad Dahleh, UGH Vice Chairman and CEO, expressed his pride with this project and said, "This undertaking is a positive step that supports our future vision to develop our skills and competencies to become better able at serving the market, especially after listing the Group's shares on Amman's Stock Exchange. We are stepping into a new phase of investment and business development, and we are confident that our partnership with Optimiza is a strategic step that perfectly compliments our efforts at this phase."

On this occasion, Dr. Wassef Masri, General Manager-Optimiza Jordan said, "We consider our partnership with UGH a significant achievement in our journey, especially that we aspire to provide the private sector, with the best consulting solutions and services which are customized around their specific needs. We are confident that this project will constitute a successful partnership between Optimiza and UGH."

Alaa Mattar, Optimiza's Head of Supply Chain Practices, added:"It is indeed a unique opportunity to expand Optimiza's Supply Chain Practices activities in further servicing the companies and corporations in the region."

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About United Group Holdings (UGH)

United Group Holdings Company (UGH) was established in Amman early 2008 with a paid up capital of JOD 50 million with the vision to be one of the largest companies in Jordan and the region providing comprehensive integrated logistical services and solutions. UGH will provide a complete range of specialized logistical services and solutions with the most up to date technology in the aim of achieving the highest levels of supply chain management excellence in the field supporting the Jordanian and regional markets.

The vision and immediate plans of UGH within a short time frame is to be at the forefront of its field whereas it intends to acquire a fleet of 1000 modern and highly specialized trucks covering transportation of all kinds of shipments including oil and gas, construction materials, food supplies including fresh produce and perishables, canned and frozen foods as well as medical equipments and medicines.

UGH also plans to acquire 60,000 square meters of storage facilities providing added value logistics and highly technical services in alliance with experienced and well established companies in this field. The warehousing and storage facilities will be at the highest level of technical standards ranging from cold and dry storage, to specialized storing capacities covering all kinds of storage needs.

In addition to the above UGH plans to cover all supply chain needs through providing comprehensive solutions in freight forwarding (air and sea shipping), customs clearance for all kinds of shipments at all Jordan customs' centers, import and export of food supplies in all forms; fresh, perishable and frozen as well as its distribution at the regional level.

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