



Press Release

“Royah Optimiza” Signs A Cooperation Agreement with Abdul Latif Jameel Co. Ltd

*“Royah Optimiza” expands its services to include the enterprises sector with a special focus
on the automotive industry*

Amman, November 2008 – As part of its expansion strategy within the sectors it services on the local and regional level, “Royah Optimiza” announced the signing of a cooperation agreement with Abdul Latif Jameel Co. Ltd (ALJ), one of the leading automotive trade enterprises and the sole distributor for Toyota, Lexus and Daihatsu in KSA. “Royah Optimiza” was established after Al Faris National Investments / (ASE:CEBC) (Optimiza’s) acquisition of 70% of Royah, one of the largest Oracle Certified Advantage Partners in Saudi Arabia.

The services provided by “Royah Optimiza” to the ALJ Travel Department will include the review of policies and procedures as well as work flows with the ultimate aim of improving the customers’ satisfaction with the internal Travel Department

By virtue of this agreement, “Royah Optimiza” aims to expand its services to incorporate the enterprises sector and specifically those within the automotive industry, through which it will be able to offer a number of **Business Consulting** services.

Furthermore, “Royah Optimiza” will provide as part of its **IT Consulting** engagement with ALJ, a full implementation of Oracle E-Business Suite Purchasing, Inventory, iProcurement Modules, and iSupplier Modules.

The project was awarded to “Royah Optimiza” despite fierce competition, whereby “Royah Optimiza” team proved his capability and efficiency at providing comprehensive services that are based on Oracle Best Practices. Through this project, ALJ is looking to maximize benefits from the consulting services “Royah Optimiza” will be providing, which in turn would supply the management with the most advanced technology tools that ensure work efficiency and accuracy, specifically regarding Purchase Orders follow-up, all in all culminating in greater return on investment, and fulfilling the company’s objectives.

On this occasion, Mr. Husam Al-Mabrouk, CEO of "Royah Optimiza", said: "We are pleased with the success stories and continuous growth being achieved by our company. This project falls within our strategic plans to cater for all of the Blue-Chip clients in KSA through the provision of our unique and competitive Oracle programs and systems services to our clients in the region."

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