



Company Profile



SWORD
SWORD ELEVATOR CO., LTD.





H.H. Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah
AMIR OF KUWAIT



H.H. Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah
CROWN PRINCE

1. Background

1.1. Company History

Over a decade, LAMAR was founded to be one of the top specialized companies in Kuwait to supply, install and maintain the best and safest people movement solutions that fits for its customers' needs.

Since LAMAR was founded, it dedicated its team and resources to deliver to its customers for many decades of **heritage experience** in safest people movement solutions that was introduced to the world since **1853**.

Our success in supplying and maintaining customers' needs had been developed over years of professional work and experience. LAMAR, as the sole provider to three of the top ten brands in people movement solutions benchmarked its leadership in Kuwait market. In addition to high level of professional services that is driven from its believe of centric customer care and value engineering.

1.2. What we do

LAMAR is one of the leading providers for people movement solutions. Our role with our clients is to act as their consultant for quality and safety before being a supplier and professional services provider. We are focused in delivering the best and the safest energy saving people movement solutions (Elevators, Escalators, Walking Ways and Smart Car Parking Systems). LAMAR as the sole provider for "DSK that was established before **1853**, SWORD and ISUZU" plus other partnerships, made sure to lead the local market to the top international standards. LAMAR believes that, its customer deserve to own the best people movement solutions warranted by its superior vendors that fulfilled customers' needs.

LAMAR main business lines are:

- Supply and install for all types of buildings, all people movement solutions like:
 - Elevators:
 - Escalators
 - Walking Pathways
 - Smart Car Parking System
- Professional Services
 - Maintenance
 - Installation
 - Modernization
 - Testing
 - **24x7x365 Call Centre**
 - Consulting Service
 - Inspections

- Specifications
 - Designs & Reviews
 - Traffic Analysis
 - Project Management
 - Other Services
- Partnerships
 - Exclusive Partnerships
 - **DSK**
 - **ISUZU**
 - **SWORD**
 - Others Partnerships

2. Vision & Mission

2.1. Vision

Our vision is, to be global business enabler and value added services provider in the Middle East and North Africa (MENA) for People Movement Solutions in LAMAR through our top of the world products and professional services.

2.2. Mission

We are:

- Dedicated to deliver high fidelity services, and implement the latest trends that provide excellent value to our customers in terms of quality, safety, and energy friendly solutions.
- Fulfilling the delivery of high quality products and end-to-end people movement solutions on time and every time
- Committed to provide excellent value to our customers' business for sustainable satisfaction and value for money products
- Delivering a value added services to our customers through our experts consultancy services with top leading best practices maintaining high standards

2.3. Values

Integrity & Sincerity

Honesty and strong moral principles are the soul of LAMAR to interact with the market and economy, and, it is the company culture in terms of customer care and quality of products. LAMAR uphold a high degree of integrity to the community and branded itself as trusted provider for safety and comfort of customer

Diligence

LAMAR's success stems from the passion to the importance of its people movement solutions like elevator, escalators, walking pathways and automatic parking system. When everyone is focused on developing the future of LAMAR, that hard-working spirit will promote LAMAR to a more long-term trajectory and market leadership in Kuwait.

Innovation

LAMAR adherence to scientific and technological innovation is the primary productive force of its market philosophy. Since the establishment of the company leading independent innovation journey, vigorously introduce all kinds of high-level professionals, fully committed to people movement solutions from technology research, development projects, and deepen the development of

standards in supplying its products, as well as determination of creating a star-century people movement solution innovatively.

Team

People are the core of the power and assets of LAMAR since the beginning of establishment. LAMAR have a highly efficient team capable of upholding a highly consistent team spirit, Co-write the global branding of LAMAR and its image.

2.4. Business goals & objectives

Present LAMAR as global value added services and trends provider in MENA in 5 years' time

Build sustainable business lines for LAMAR in three years

- Achieve 15-25% year-to-year business growth

Scale up LAMAR through acquisitions of unique business lines in three years' time like:

- Automation of people movement solutions,
- Smart parking systems,
- Green elevators, and
- Others

2.5. Growth strategy

Our growth strategy is combined of vertical and horizontal business expansion with objective of sustainable year-to-year revenue growth. LAMAR business plan had been set to grow vertically through adding relevant strategic business lines, and horizontally to have multiple offices through alliances as well as local presence in Middle East and North Africa offices.

3. LAMAR Top Management



Mr. Mahmoud Al Jaafar

Chairman

Mr. Mahmoud Al Jaafar, is one of business leaders in Kuwait and a public figure that has strong track of leading many businesses and holding companies across many countries. As business enabler in Kuwait market he believed in **LAMAR** vision since its establishment almost a decade ago. His long experience in business initiation and investment articulate the business philosophy in **LAMAR**.



Muhalhel Al Yaseen

Vice Chairman

Mr. Muhalhel Al Yaseen is a business leader Kuwait market and owner for many retail companies that provide unique products to its clients. His contribution as investor in **LAMAR** vision had been driven from his long experience in Kuwait market, particularly assuring the balance between customer needs, market demands and government global economy.



Abdullah Amer

Chief Executive Officer

Eng. Abdullah Amer, one of the founders of **LAMAR**, established nearly a decade ago. He has more than 18 years of experience and a history of achievements in the elevator industry and management. His experience and proven expertise benchmarked him as one of the top consultants for people movement solutions in Kuwait market. He was consulted as an expert by many bodies in safety and quality standards and has been responsible for the design and management of many large projects covering more than 28 projects of elevators and escalators. It is worth to mentioned that, in his capacity as Chief Executive Officer of **LAMAR** Elevators and Escalators, he was responsible for the strategy of acquiring international product agencies for mobility solutions in all types of buildings and different types of machines. In addition, he oversaw all construction, modernization and new services undertaken by **LAMAR** since its inception. Before that, he did the same business volume and types of brands with other companies. Engineer Abdullah has laid the foundations of **LAMAR** maintenance management systems, currently in use and for decades to come. And last but not least, engineer Abdullah with his visions, is one of the pioneers in the industry of elevators of modernization, development, and energy saving.



Ahmed Youssef

Business Development Director

Mr. Ahmed Yousif, a leading business entrepreneur and a founder of Lamar, has long experience in business management and corporate strategy building. He has contributed to the development since the beginning of **LAMAR**, which resulted from his unique partnership with many companies in the industry. He has worked closely with many companies in the development of management principles, internal work systems, and regulations, regulatory and administrative procedures. In addition, he has contributed to the development of quality management practices that are consistent with international standards and the strategic vision of **LAMAR** locally and regionally.

Eng. Ghassan Awwad

R & D Manager

ghassan@lamar-kw.com

After completing his studies, and over three decades, Ghassan built a high profile and excellent reputation and benchmarked himself as one of the top architects in people flow management and elevators industry. His solid career path started after graduation to lead him to LAMAR to contribute in its success as a key differentiator in Kuwait market compared to LAMAR's competitors.

He was tasked by LAMAR's top management to recruit some of the top ten leading vendors in people flow management. Ghassan complied himself as an architect to drive LAMAR technical excellence in terms of products and services.

Ghassan was appointed as custodian and advisor to LAMAR's top management to maintain LAMAR's market leadership and sustain positioning of its products and services.

Eng. Waleed Al Adawi

Marketing & Sales Manager

waleed.a@lamar-kw.com

Eng. Walees is a key member of LAMAR's team in marketing and sales management, as well as building commercial networks. He is responsible for building LAMAR's position in the market through selling, negotiating business opportunities, expanding business with consulting firms and contractors in Kuwait and abroad, increasing its resources and annual revenues. Customers in the local market. His strong skills, long experience and motivation of his team members to explore the company's business channels have helped to increase its market share and compete as the largest market leader in Kuwait.

Hafida El Fathaoui

Public Relations Manager

hafida@lamar-kw.com

Hafida is one of the top professionals in creating favourable public image and business internetworking. As a member of LAMAR management, she plans, direct and create the materials that maintains and enhance LAMAR corporate image. Over two decades of professional experience, she contributed in enhancing LAMAR presence as one of the top leaders in Kuwait among all providers for people movement solutions. Her role as PR Manager, contributed tremendously in positioning LAMAR in Kuwait market. Her core duty is maintain and promoting LAMAR image locally and globally through her business relations and internetworking capabilities.

Team Of



4. Products & Services

4.1. Products

LAMAR's people movement partnerships with the top international providers like DSK, SWORD & ISUZU as well as alliances with the top contractors inside/outside of Kuwait in the field of construction are forming the products and services catalogs for LAMAR's value propositions and offerings provided to its customers.

LAMAR has the privilege of being the sole leading Value Added Reseller for a the oldest leader in the field of people movement which is DSK since **1853** as well as one of the oldest Japanese companies which is "ISUZU", in addition to the largest giant in the field, which is "SWORD" – subsidiary of XIZI "the giant group in China".

Listed below our **exclusive** partnerships:



LAMAR is the DSK's exclusive distributor for the supply, installation and maintenance of in-house mobility solutions, manufactured by DSK since **1853**. LAMAR has developed its expertise, knowledge and teamwork based on DSK's innovative standards and guidelines over many decades. As an exclusive partner in Kuwait, LAMAR has hired and trained the best and largest team of DSK-certified experts who maintain a high level of customer satisfaction for LAMAR. DSK is a global leader in the manufacture of elevators and escalators, as well as a number of innovative solutions around the world, capable of leading the standards sustainably through its extensive research and development investments that LAMAR has successfully delivered to ensure customer satisfaction and comfort.



LAMAR has supported its ability to meet the needs of its clients by equipping an exclusive Sword Elevator Agency, subsidiary of XIZI one, of the largest giants in world, leading owners of SWORD, the world's largest indoor mobility solutions provider. LAMAR has taken responsibility for applying the SWORD standards in the Kuwait market through its highly trained and professional experts.



LAMAR believes in **KIZEN** – the ancient Japanese management philosophy that is used to guide its staff member in every decision no matter how small and seemingly inconsequential to reach his/her goal. Therefore, and to be able to extend that benchmark, LAMAR acquired an exclusive partnership with ISUZU, the Japanese giant to inherit that culture and deliver it to its customers. ISUZU people movement solutions and automatic parking system, are driven for the best interest of LAMAR's customers in terms of increasing return on investment (ROI) and lower total cost of ownership (TCO) while maintaining the top quality, applying **KIZEN** to achieve outstanding customer satisfaction and build high quality market culture in people movement management.

4.2. Services

In addition to the exclusive partnerships mentioned above, LAMAR provide all types of services for the following brands:

- Schindler
- ThyssenKrupp
- Toshiba
- Chinghai Mitsubishi



TOSHIBA

LAMAR is dedicated to provide its customers with the top level expertise in consulting and products delivery and specialized professionals that understand their needs and add a value throughout the acquisition of our consulting service and products portfolio. The current services offerings provided by LAMAR covers but not limited to the following areas:

4.2.1. Maintenance Services

LAMAR Maintenance Services is based on safe, reliable people movement solution & equipment that is serviced by experienced technicians. Our customers' mobility systems must be maintained routinely and thoroughly to operate safely and efficiently. Our Services Division customizes a program for our customers' building, communicating it well and executing the plan with integrity.



Improperly maintained systems are the biggest risk in any multi-story building. They increase facility-operating cost and bring significant safety risks like:

- Poor maintenance leads to malfunction and system failure – this in turn leads to increased repair costs and decreased lifespan for key systems components.
- Poor maintenance increases safety hazards, resulting in risk of injury and entrapment for riders.
- Doors close improperly, potentially on riders who are elderly or disabled. Riders are entrapped without functioning phones.
- Doors open to un-level floors, causing tripping hazards.
- Fire service recall doesn't function, impeding emergency response time and risking the lives of emergency response personnel.
- Other functional problems can lead to loss of lives

4.2.2. Installation

On Budget, On Time.

For Construction

From initial design to equipment installation, LAMAR Service is the right business partner to its customers for all people movement solutions. We will work with our customers to design a custom, non-proprietary solutions to fit their building's unique needs. New construction projects can present many challenges. With LAMAR Service, our customers' new systems will not be one of them.



For Commercial

Properly designed and installed vertical transport solutions maximize efficiency in every multi-story building. Our customers' contractor should customize a solution based on the customer business needs and fits for the planned and desired building occupancy, usage and energy footprint. LAMAR Service will design customers' custom, non-proprietary solutions to fit their building. We provide selective and elite look and feel, high quality and above all, safe and efficient systems and install them with well-trained professional technicians.



For Residential

We are committed to our customers' comfort

Residential solutions offer affordable access and advanced mobility throughout a home, allowing residents to remain living independently in their comfortable surroundings. Our Services will expertly design the ideal residential solution for our customers' home, focusing on cost-effective, minimally invasive solutions. Our expert technicians will install the system professionally, on time and on budget – treating our customers' house like their own throughout the installation process.

- Professional project management
- Time and cost-efficient installation methods
- Comprehensive testing and quality assurance before handover



4.2.3. Modernization

We are dedicated to Safety, Reliability & Elite Modernization

- Are elevator shutdowns harming the operation of the building?
- Are costly repairs challenging your budget?
- Are your building's visitors frustrated by long wait times for elevators to arrive and travel?
- Is the look of your elevator be lovingly described as "vintage"?



It may be time to modernize your elevator equipment.

Whether our customers are looking to upgrade their entire mobility system in one shot or phased over time, LAMAR Services will design a modernization strategy for their unique needs. Following our customers' modernization project, their facility will operate more efficiently, and their users will move quickly and safely. Operational efficiencies come from increased reliability, lower energy usage, even distribution of passengers between cars, and system redundancy to maintain operations even if one car goes out of service. Modernized mobility systems benefit the riding public with shorter wait times, shorter travel times, increased ride comfort and car leveling at floor stops.

Elevator Service designs and modernizes elevators with great respect for building operations. We complete projects on time and on budget.

- Customized solutions that meet our customers' exact needs
- Instant online access to maintenance data
- Equipment assessment and asset management planning

4.2.4. Testing Service

Safe... KFSD Compliant... Headache Free...

LAMAR Testing Services is available to perform all types of testing and inspections required by the KFSD Safety Division. Our Services will perform all elevator testing, elevator inspections, manage any necessary correction orders, and process all documentation required to keep your elevator system violation free. When you work with LAMAR Services, the systems compliance is no longer our customers' concern; it is ours. We have got this.



4.2.5. Repair Services

The Right Fix....The First Time.

LAMAR Repair Services' technicians are available 24 hours a day, 365 days a year to address customers' critical needs for any of their mobility systems. Whether customers are looking for a quick resolution to a minor problem or a customized equipment improvement program, customers' assets are in the right experts' hands with LAMAR Service. Our services is also available to address any correction orders provided by KFSD. We will not only get the work done quickly, but we will also help in processing all documentation necessary to leave our customers' systems with a clean bill of health.

4.2.6. LAMAR Consultancy Services

LAMAR Consulting Services is a division specializing in people movement solutions like, elevators, escalators, moving sidewalks, and handicap lift systems. The division is responsible to provide guidelines to the customers to be able to acquire the safest people movement solution within their budget compliant with Kuwait Fire Services Department "KFSD". LAMAR Consulting Division has no affiliation with any industry contractor or developer, and handles all aspects Building Specifications for the benefit of protecting and enhancing the asset value of the Owner. Elevator Consulting Services are compliance specialists for maintenance contracts, specifications and performance issues.

LAMAR Consulting Services provides its services for the vertical transportation systems in virtually all building types, including office buildings, hotels, retail center, residential buildings, courthouses, research facilities, and many other special purpose-building types. We provide high quality services for the specification, tender, installation, operation and modernization of people movement solutions by:

- Integrating vertical transportation system design with overall project objectives
- Implementing elevator industry technical innovations tempered by practical experience
- Working closely with three out of top ten worldwide manufacturers in a competitive environment to achieve multiple objectives that satisfy design, performance and budget requirements

Following are the services provided by LAMAR Consulting Services:

Inspections

- Determines the quality and performance level of existing maintenance
- Routine and Periodic Inspections required by KFSD
- Determines modernization requirements and course of action
- Evaluates and verify compliance with KFSD of finished product
- Progress Inspections

- Turnover Inspections
- Warranty Inspections

Specifications

- New installation specifications
- New maintenance agreements, specifications, contracts to optimize asset value
- Modernization specifications
- Design criteria
- Expert advice on equipment selection and planning
- LAMAR tools, CAD and BIM models, traffic analysis and interior designer
- Energy consumption calculations

Designs & Reviews

- Shop Drawing & Submittal Review
- Elevator System Layouts
- Internet of Things high tech solutions design
- Design for customized mobility solutions that fit for any customers' specialized needs
- Invoices, Repair Work
- Contracts
- Progress Management of ongoing projects

Traffic Analysis

- Computer simulated traffic analysis to determine the elevator system requirements for proposed building designs and to theoretically evaluate the quality of service in existing buildings
- Traffic analysis to determine the impact on the elevator system of increasing the building population, determining average waiting times
- Recommendations based on analysis

Project Management

- Bid Specifications
- Bid Analysis, Evaluation & Negotiation
- Progress Meetings
- Installation Observation
- Maintenance Management

- Maintenance Contract Audit
- Equipment Audit
- Maintenance Contract Specifications
- Maintenance Contract Bid Management

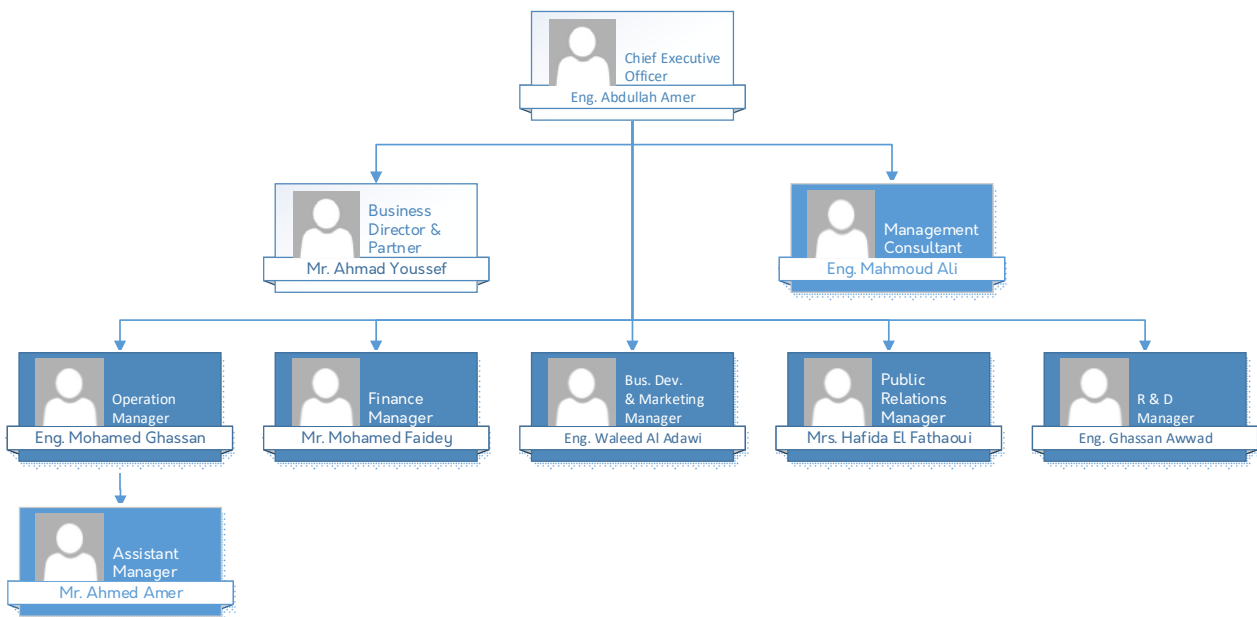
Others

- Assessment for compliance with Kuwait Fire Services Department
- Provide expert witness assistance with authorities and legal entities
- General Assistance with Vertical Transportation related issues
- Insurance Claim Review
- Due Diligence

4.2.7. Training Services

LAMAR as a leading company in people movement solutions with safety and care, has developed and educational programs for all ages on how to deal with its all supplied solution in terms of quality of proper use, KFSD regulation and above all, safety procedures and how to handle hazardous situations that applied on its supplied products specifically and other products generally

5. Management & Ownership



6. References

Over a decade of providing high quality professional services, LAMAR benchmarked itself as one of the top trusted providers for people movement solutions. Following is a list of some major customers for reference:

No.	Company	Company Logo
1	Kuwait University (Al Shaddadiayh)	
2	Sheikh Saad Airport	
3	Kuwait Flour Milles & Bakery Co.	
4	Reem (Property Management)	
5	Wafra Real Estate Co.	
6	Mahdi Habib Factory	
7	Al Salam Hospital	

Kuwait University (Al Shaddadiyah)



Sheikh Saad Airport



Wafra Real Estate Co.



Kuwait Flour Mills & Bakery Co.



Reem (Property Management Co.)



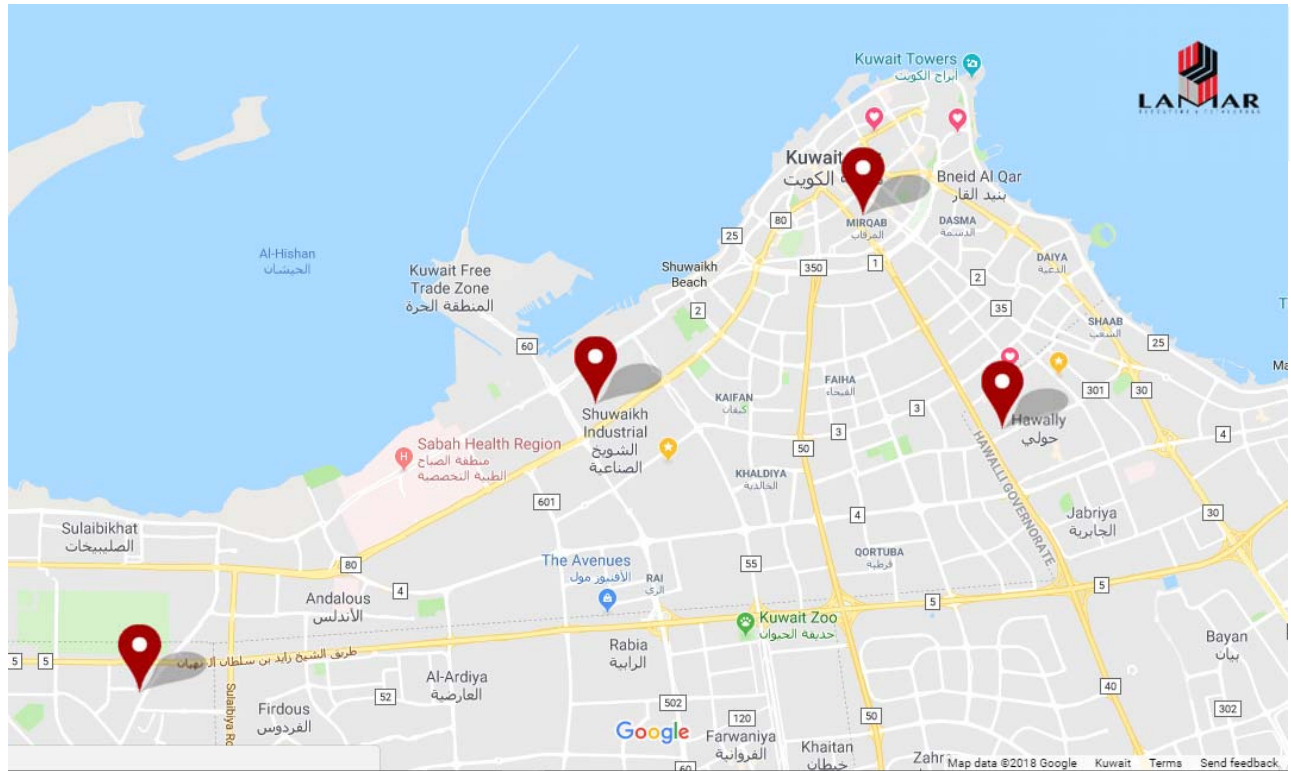
Mahdi Habib Factory



Al Salam Hospital



Contact Us



Our Locations:

- | | |
|----------------------------|---------------|
| • Al Mirqab | (Head Office) |
| • Hawally | (Branch) |
| • Shuwaikh Industrial Area | (Branch) |
| • Sulaibiya | (Branch) |

Details

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**Thank you for taking the time to read our company profile.
If there are any questions or comments, please feel free to contact us.**