

CORPORATE
PROFILE
2025



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 **ROOTSGROUP**UK

CORPORATE PROFILE 2025

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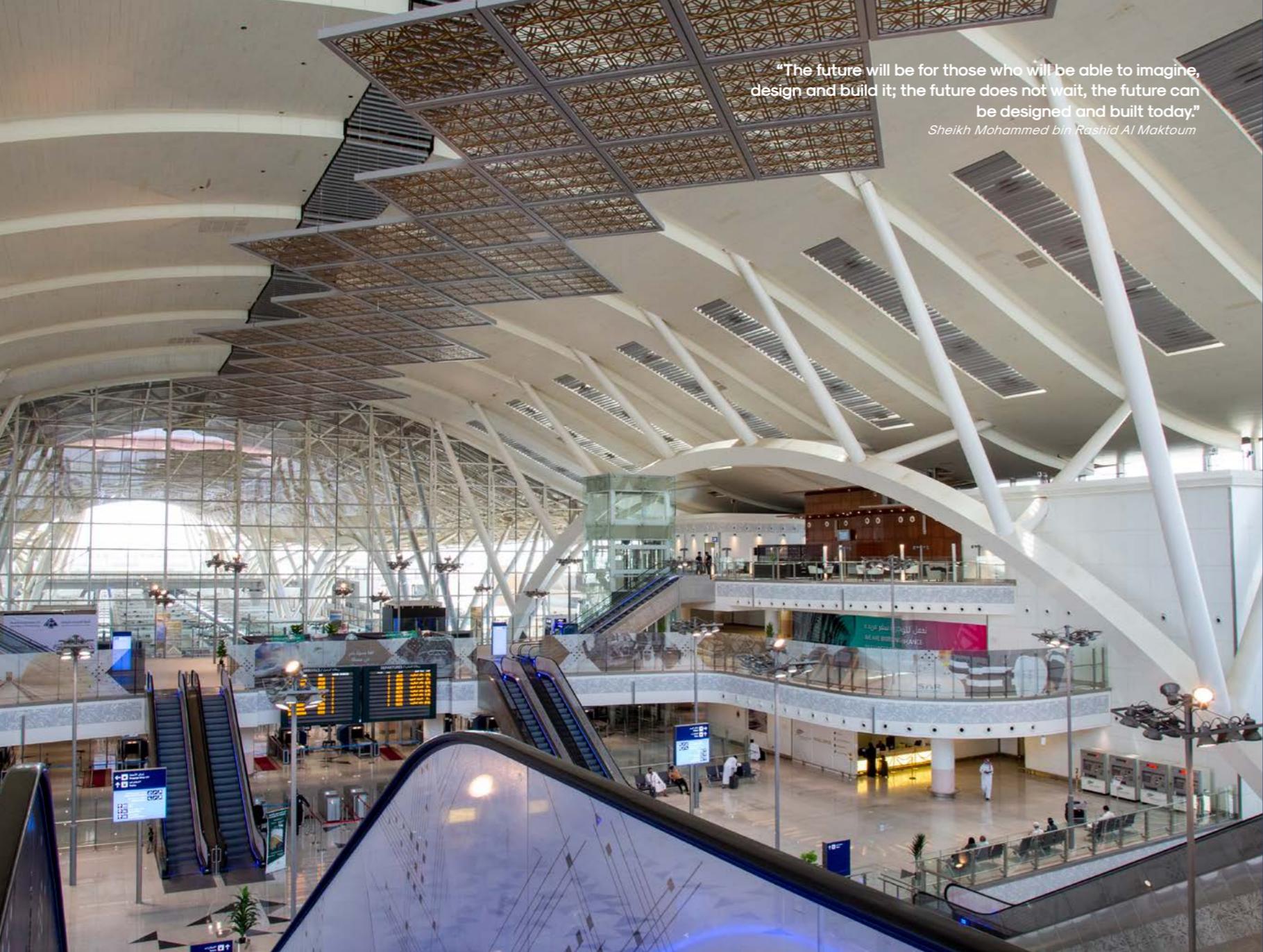
THE RGUK STORY



45 YEARS OF EXCELLENCE

It all started in 1981, inside a small private house in Jeddah. With just 15 employees and a simple mission to deliver quality fit-outs, Roots Group took its first steps into the construction world. What began as a local operation soon became a driving force in shaping the built environment across Saudi Arabia and beyond. Over four decades later, RGUK has expanded across every region of KSA and into three continents, becoming a trusted partner for some of the region's most iconic projects — including the complete fit-out and furnishing of the new Jeddah King Abdul Aziz International Airport. Today, as we approach 45 years of excellence, we're not just looking back proudly — we are looking forward, ready for what's next.





"The future will be for those who will be able to imagine, design and build it; the future does not wait, the future can be designed and built today."
Sheikh Mohammed bin Rashid Al Maktoum

FACT SHEET



\$250M SALES
IN 2024



17,000 GLOBAL
CUSTOMERS



+2,700 EMPLOYEES



5 MANUFACTURING
PLANTS



AWARD WINNING
DESIGN SERVICES



22 MARKETS
WORLDWIDE

WE



ADAPT

We evolve with the market, offering more than materials — full-circle solutions from design to delivery.



OPTIMIZE

We make every project count, balancing creativity, cost, and performance without compromise.



SERVICE

We stay with our clients beyond installation — providing maintenance, spare parts, and long-term support.



PARTNER

We don't just supply; we collaborate — serving developers, contractors, and distributors as trusted allies.



DELIVER

From factories to construction sites, we bring projects to life, on time and beyond expectation.

WHO WE ARE

THE CONSTRUCTION INDUSTRY PARTNER

RGUK is a UK-based company with three main hubs in Europe, Middle East and North Africa. Since 2017, we've grown to own over 12 companies, organized under three integrated divisions. We support the construction industry across Saudi Arabia, the UAE, Egypt, and Lebanon by supplying building materials and equipment, manufacturing architectural finishes, offering power generation solutions, and providing design and fit-out services.

What sets RGUK apart is a unique approach that allows us to oversee the entire lifecycle of a project, from the earliest ideas and design stages all the way through to execution.

Our manufacturing companies operate five plants in Saudi Arabia, producing a wide range of construction materials including ceiling systems, architectural metal and wood finishes, furniture, façades, specialized doors, waterproofing systems, and commercial paints.

Through the Areen Group, we deliver world-class interior design and have shaped iconic airports, hotels, and residences. Our contracting arm, Mimar, has completed major projects in aviation, hospitality, education, residential, and healthcare across the Middle East.



AT THE HEART OF CONSTRUCTION

In a changing world, we build, optimize, innovate, and grow alongside our clients — not just supplying, but solving.

We are specialists in fit-out contracting and service providers for building materials — offering everything developers, contractors, and distributors need to bring their projects to life. From sourcing and manufacturing to installation, long-term servicing and maintenance.

In a highly competitive industry, we know that good is never good enough. We push ourselves to be the best — the most innovative, the most efficient, and the most reliable. Our projects stand as proof of the quality we deliver. For us, success is about serving our clients with technical excellence, value-driven solutions, and unwavering service.

OUR VISION & VALUES



FOUR DECADES, TWO RESTRUCTURINGS, ZERO SHORTCUTS

FROM BLUEPRINTS TO BOARDROOMS

RGUK is committed to duly and professionally maintaining the declared objectives of being the partner of choice for large-scale construction projects across the world.

From our modest beginnings in the early 1980s, through growth and downturns over almost four decades of service, we have always been the most reliable partner for construction projects. Through two restructurings and several additions to our Group, we have strived to build a business steeped in clear governance. Transparency and accountability are applied equally across the board, throughout our Group's subsidiaries.

Our businesses, assets, acquisitions, and investments are overseen by our Board of Directors, supported by strong leadership and committed managers, to deliver sustainable and improved performance. RGUK's Distribution, Manufacturing, and Design and Build subsidiaries are independently managed, allowing us to measure the success of each subsidiary according to its own business objectives.

TRANSPARENCY AT OUR CORE

We operate with full transparency and accountability, building trust with clients, partners, and stakeholders at every stage of the project.

COMMITTED TO GLOBAL STANDARDS

We uphold the highest international business ethics and legal standards, ensuring our work meets and exceeds global expectations.

DELIVERING VISIBLE RESULTS

Our clients see the difference — complete solutions, high-quality finishes, and lasting value that are evident from the first look.





King Abdulaziz International Airport



The Mission

Provide end-to-end solutions; from design and manufacturing to installation and maintenance — trusted by developers, contractors, and distributors across the UK, Middle East, and North Africa.



How We Work

We don't just deliver products, we deliver peace of mind. RGUK offers integrated services, including fit-outs, installation, after-sales support, and cost-optimized solutions that meet today's evolving market needs.



Why It Matters

ROOTS is guided by transparency, international standards, and a results-driven mindset. We help clients achieve lasting impact — building smarter, faster, and better — project after project.

THE GROUP TODAY

Roots Group has been involved in designing, developing, coordinating, and supplying many major, prestigious infrastructure projects in the UK, Europe, and the Middle East since 1981. The need to harness big ideas, challenging deadlines, and demanding standards has led us to focus our energies on three key areas in the construction process:

Design & Project Management, Material Supply and Construction Tools & Equipment

- Design – We conceive and refine beautiful building ideas for our clients and provide the skills to make them a reality. Our London-based design and project management practices are global market leaders.
- Materials – We procure, manufacture, and distribute many of the materials needed to bring both simple and sophisticated building ideas to life.
- Equipment – We supply some of the world's most respected construction equipment brands across the Middle East.

We don't want to just go through the motions; we aim to excel in these interrelated disciplines, and we understand the values of our clients. That's why we are invited to participate in the most spectacular infrastructure and building projects in the Middle East and increasingly other regions of the Sub-Saharan continent.

The Group has developed through acquisition, encouragement, investment, and intellectual engagement of Group companies in our overall objectives. It is the demands of our clients that have informed this strategy. We control and fine-tune the quality of the products and services we deliver, resulting in excellent outcomes.

As much as commercial success is important to us, we are committed to playing a crucial role in designing and building a better future.

UK-based Areen Design, Richmond International, and Pascal + Watson provide world-class innovation, design, and project management skills.

Middle Eastern Group manufacturing and distribution subsidiaries, such as Masco, A-Metal, Top Factory, and Roots Innovative Industry, supply critical building equipment, materials, and prefabricated components to local projects. Subsidiaries such as Unimar offer convenient regional outlets for construction equipment and building materials.

Combining world-class design expertise and skills with regional presence, insight, and innovative services.

In 2017, the Group relocated its headquarters to London, the epicenter of design and technology innovation. This move has enabled us to continue anticipating and meeting the demand for more innovation and better services by bringing more talent, new technologies, expertise, and experience to our markets through the Group's subsidiaries.



Top Factory – Soliman Fakeeh Hospital

OVERVIEW

RGUK's subsidiaries in the Middle East specialize in the wholesale and retail distribution of heavy construction machinery, industrial equipment, lifting and material handling equipment, power tools, and building materials. These services cater to contractors involved in construction, transportation, and industrial projects.

The product portfolio encompasses over 60,000 items, including nails, rails, doors, paints, woodwork, ceramics, adhesives, generators, power tools, medium and heavy equipment, material handling machinery, scaffolding, and cranes.



SERVICES & EXPERTISE



DISTRIBUTION, INDUSTRIES, DESIGN & BUILD

SUBSIDIARIES	PRINCIPAL ACTIVITIES OF THE COMPANY	% OWNED	COUNTRY OF INC.
DISTRIBUTION (SUPPLIES)			
UNIMAR Construction Equipment	Trading in building materials	75%	UAE
Someco International Offshore	Offshore trading & building materials	75%	Lebanon
UNIMAR (Egypt)	Construction equipment	75%	Egypt
Roots Group Arabia	Trading in building equipment, materials & industrial tools	75%	KSA
MANUFACTURING			
Saudi Allied Metal	Production of stainless steel products	41%	KSA
Metal Artwork Saudi MASCO	Production & trading in metal, brass artworks, cast iron & sanitary items	56%	KSA
Roots Innovative Comapny	Power generation solutions including manufacturing, sale & rental of power generators	75%	KSA
Top Factory Company	Manufacturing furniture & woodworks	75%	KSA
DESIGN & BUILD (SOLUTIONS)			
Areen Design Ltd.	Interior Design & Procurement services	100%	UK
Richmond International	Luxury Interior Design services	75%	UK
Pascall+Watson	Architecture, transportation & airport terminal design services	100%	UK
MIMAR International	Property investment & development, operation & maintenance of buildings	75%	KSA
Saudi United Waterproofing	Waterproofing & concrete repairing	37.5%	KSA
Plain Design Sense	Interior Design & Fit-Out services	75%	KSA

DISTRIBUTION

International Partnership

RGUK offers material handling and construction equipment, cranes, forklifts, power tools, building materials, and industrial supplies sourced through strategic partnerships with leading global industry brands. These include CASE Construction and CASE Agriculture, Atlas Copco, Bosch, Haulotte, Wolffkran, Armstrong, Hawk, Valvoline, and many others.



The Distribution Division benefits from a diversified customer base ranging from large contractors to independent builders across serviced markets. RGUK has also developed relationships with leading contractors in the wider Middle East region, enabling them to offer direct sourcing from a global network of suppliers throughout Europe, Asia, and the United States.

The Distribution Division is the most geographically diverse of the Group, with established subsidiaries in 4 countries.

The Distribution Division activities are subdivided into:

- Wholesale (heavy and earthmoving equipment, building materials, power tools, lifting and material handling equipment, agricultural machinery, and industrial consumables)
- Special Projects Division – SPD
- Online Sales Platform

WHOLESALE



RGUK operates in key markets across KSA, Lebanon, and Egypt through advanced sales offices and showrooms located in prime industrial zones. Each branch is staffed by engineers and construction experts who understand the unique needs of their region. From major contractors and government agencies to large distributors, we handle every stage — planning, procurement, pre-commissioning, and project execution. Our strength lies in our integrated procurement and wholesale system, allowing us to efficiently manage complex and high-volume orders. But we go beyond supply, offering commissioning, training, site assistance, maintenance, and after-sales support — giving clients everything they need under one roof.



Building Materials

RGUK operates in key markets across KSA, Lebanon, and Egypt through advanced sales offices and showrooms located in prime industrial zones. Each branch is staffed by engineers and construction experts who understand the unique needs of their region. From major contractors and government agencies to large distributors, we handle every stage — planning, procurement, pre-commissioning, and project execution. Our strength lies in our integrated procurement and wholesale system, allowing us to efficiently manage complex and high-volume orders. But we go beyond supply, offering commissioning, training, site assistance, maintenance, and after-sales support — giving clients everything they need under one roof.

Power Tools & Industrial Essentials

RGUK supplies a wide range of professional-grade power tools and industrial consumables trusted by contractors and factories across the region. Our portfolio features leading brands such as Bosch, Hikoki, Atlas Copco, Dynapac, Chicago Pneumatic, Tru-max, and Milwaukee. With dedicated after-sales service centers in Jeddah, Riyadh, Dammam, Beirut, and Cairo, we provide reliable technical support and maintenance. Beyond tools, we cater to factories producing marble, granite, porcelain, and ceramics with specialized industrial consumables, including cranes, winches, spare parts, cutting and polishing equipment, and specialty chemicals. Through exclusive partnerships with over 40 international suppliers, we guarantee clients access to high-quality, dependable products for every stage of construction and production.



DISTRIBUTION AND RETAIL PARTNERS

Roots Group Arabia - KSA

Trading under three divisions:

- Earth Moving and Material Handling
- Machinery, Equipment and Consumables
- Building Material and Architectural Finishes

RGA maintains fully-stocked showrooms, spare parts availability, after-sales support workshops, and the industry's leading warranties and flexible financing, in Jeddah, Riyadh, and Dammam.

Someco International - Lebanon

Distribution of top-in-class heavy equipment, air treatment, compressors, material and man lift, generators, agricultural machinery, road construction, and related materials. Someco represents several brands, among them CASE, Dynapac, Atlas Copco, Haulotte, Doosan, FM Gru, and Armstrong.

Agency representation for construction and engineering materials, including building and finishing materials, artwork, lighting equipment, electrical equipment, and construction garments.

Unimar - Egypt

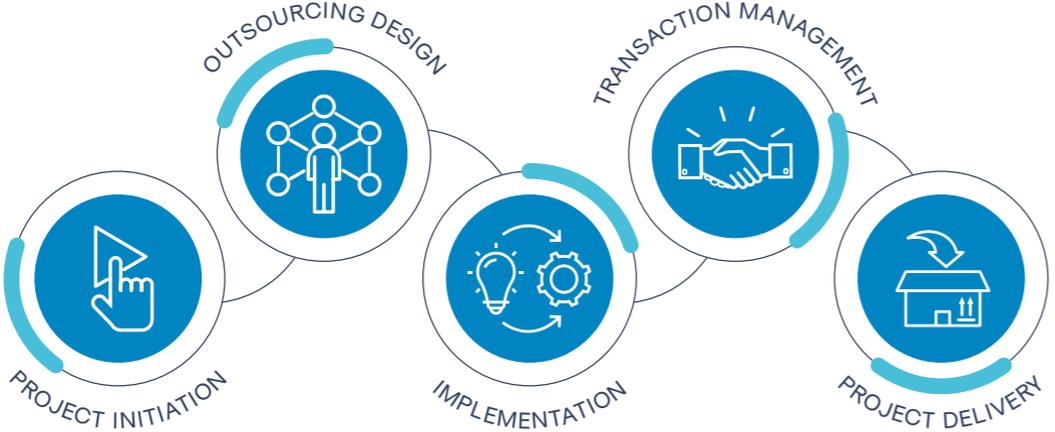
Trading in construction, material handling equipment, and power tools, in addition to management and consulting services for industrial projects.



SPECIAL PROJECTS DIVISION – SPD

In 2008, RGUK established the Special Projects Division (SPD) to answer the unique needs of each project. SPD is a team of purchasing and procurement experts providing time-effective, reliable, and high-quality solutions. Accuracy, integrity, and reliability are demonstrated in every project, earning SPD an unparalleled reputation with manufacturers of FF&E and OS&E, as well as clients' architectural consultants and on-site engineering supervisors.

SPD uses a plethora of suppliers, from marble producers in Italy to fabric and textile mills in the UK, antique dealers in France and Holland, and rare furniture artisans in Sweden and the US. This process requires that SPD fully understands the detailed plans, including architectural and engineering aspects, and the nature and composition of such items. SPD applies a combination of focused expertise, reliable information, tools, and proven processes to their services, as follows:



MANUFACTURING

The Manufacturing Division produces around 3,000 products, distributed through both RGUK's own channels and external partners.

By manufacturing our own brands, such as A-Metal, we maintain full control over quality, supply chain, and customer service.

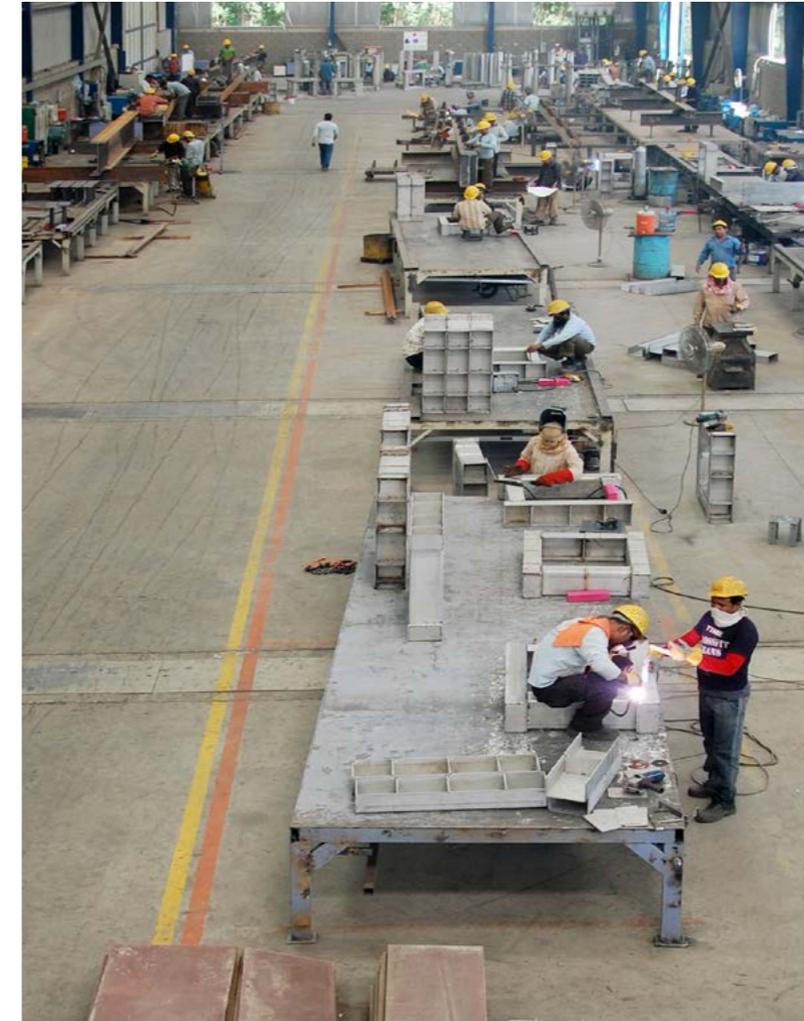
Our range includes metalwork, stainless steel cladding, metal domes, mechanical fixing systems, drywall, suspended ceiling systems, custom wood finishes and furniture, as well as power generation solutions.



Metal Artwork Saudi Company (MasCo)

Metal Artwork is one of RGUK's first manufacturing subsidiaries. It is responsible for the design and production of custom-made metal and brass finishes, metal structures, specialized doors, and awnings. Services cover the design and production of decorative and architectural metalwork for buildings and large projects, providing full execution and installation services for projects.

Metal Artwork manufactures all types of cast iron and copper items, including sanitary covers, pipes, connectors, and related sanitary fittings. Metal Artwork is an ISO-certified production plant committed to top performance and industry best practices and is equipped with state-of-the-art machinery.



Saudi Allied Metal Industries (A-Metal)

A-Metal is a leading provider of high-quality products, offering a comprehensive range that includes ceiling systems, dry-lined partitions, fasteners, and both standard and customized mechanical fixing solutions for cladding.

With a strong presence across the Middle East, A-Metal has steadily expanded its market reach through a well-established dealer network, catering to both mature and emerging markets in the region.

The company is driven by a team of highly skilled technical professionals, including designers and customer service experts, who are committed to delivering exceptional client satisfaction and addressing diverse project requirements with precision and efficiency.

A-Metal's state-of-the-art manufacturing facility is equipped with advanced technologies such as laser machines, punching machines, water jets, roll-forming lines, and presses that enables the company to maintain unmatched standards of precision, quality, and reliability across its entire product portfolio.



Top Factory

Top Factory provides a wide range of custom-made wood and solid surface products, including cabinets, wooden doors, chairs and tables, windows, wall panels, ceilings, and handrails.

The plant also manufactures furnishings, including bedrooms, dining rooms, and other household and decorative woodwork.

The company supplies and implements specialized wooden contracting works for large and medium-scale projects, as well as special orders.

Roots Innovative Industries

Roots Innovative Industries offers comprehensive power generation services, serving as a single-source solution provider for a wide range of needs.

The company specializes in delivering tailored solutions, including design, engineering, manufacturing, testing, installation, commissioning, after-sales service, and rental of power generation sets.

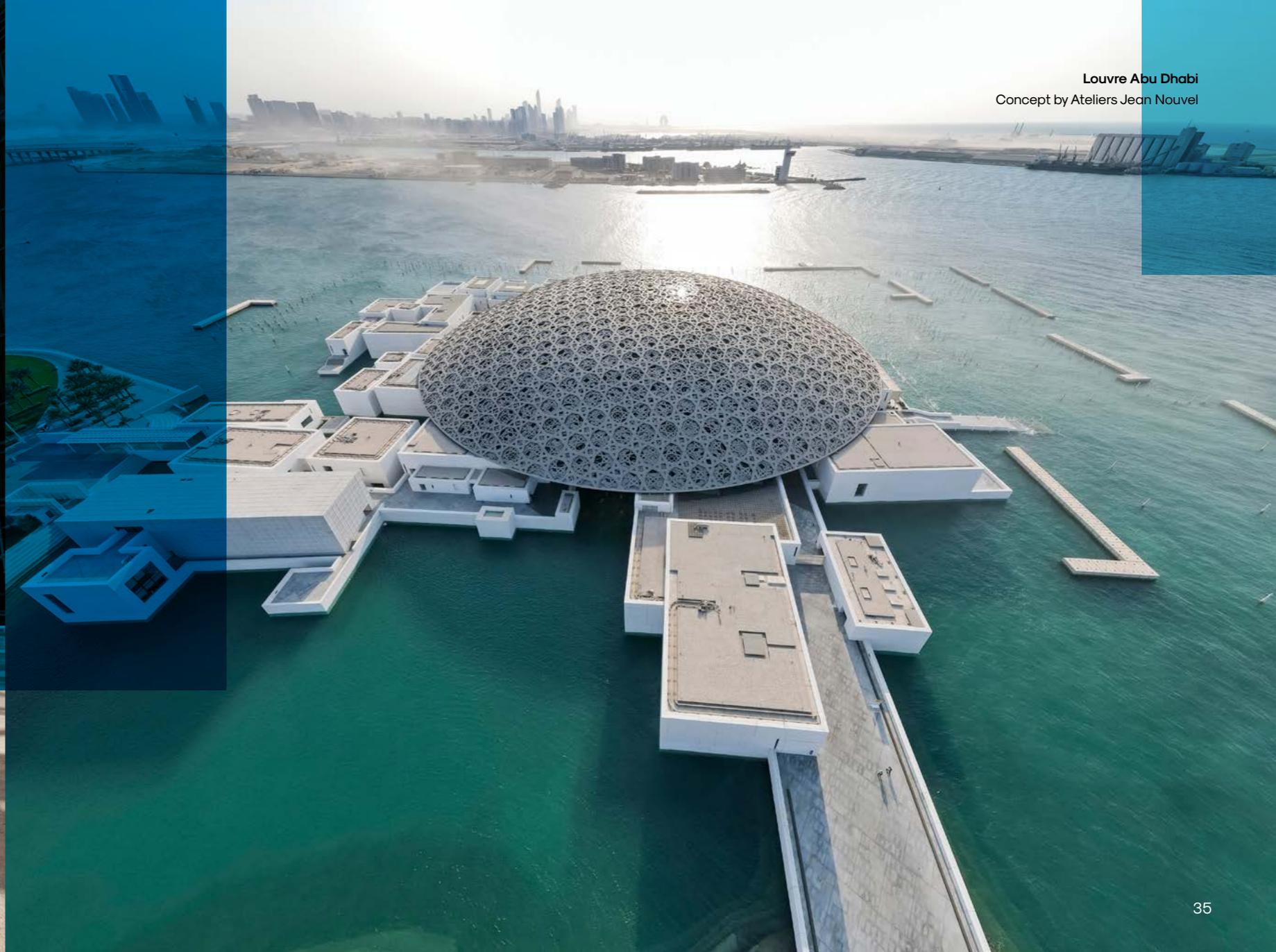
Roots Innovative Industries continues to uphold its commitment to excellence, meeting the diverse needs of industries with reliable and innovative power generation solutions.





DESIGN & BUILD

Princess Noura University
Makkah, Saudi Arabia



Louvre Abu Dhabi
Concept by Ateliers Jean Nouvel

DESIGN & BUILD

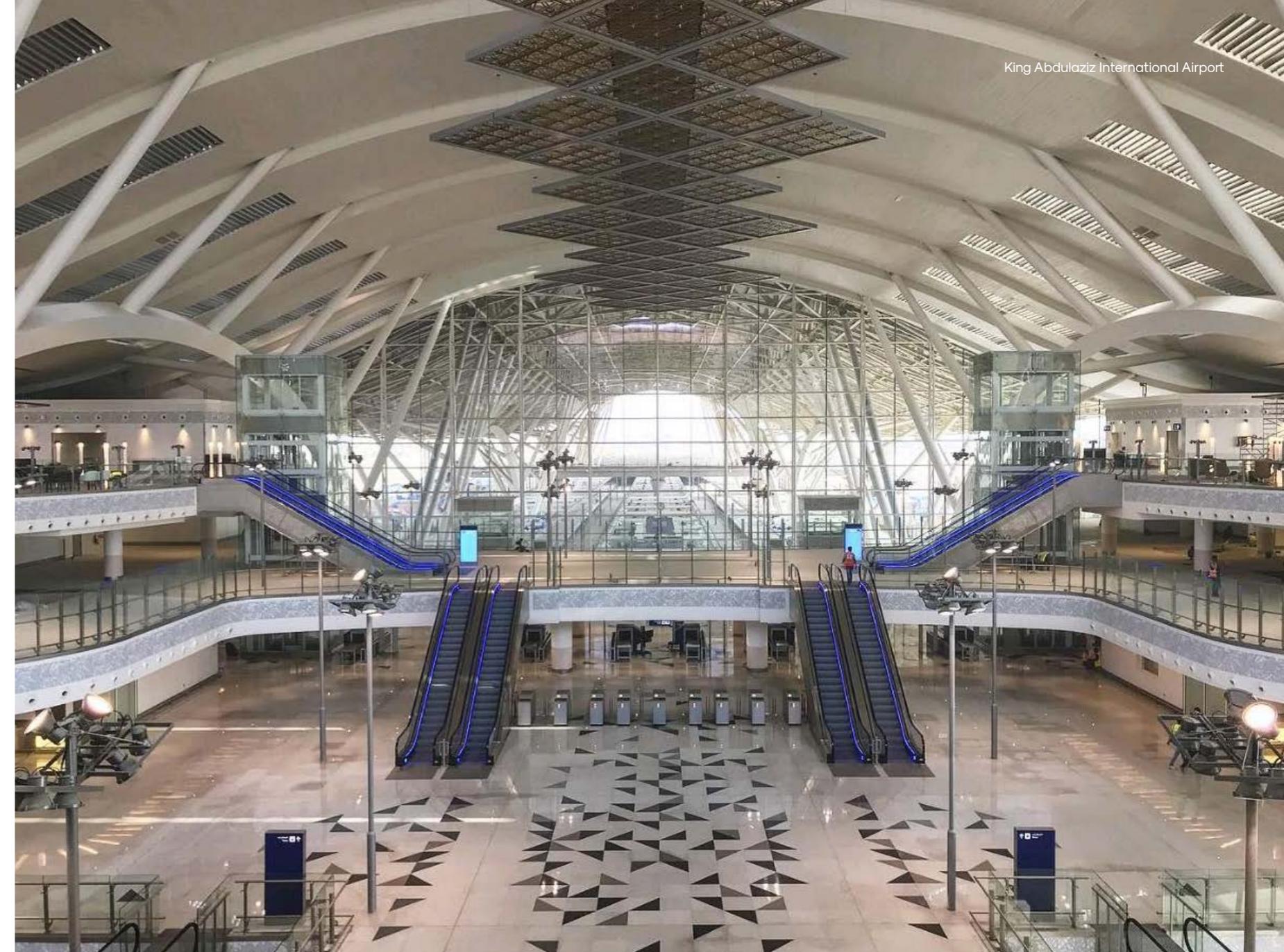
One Detail at a Time

RGUK's Design & Construction Division offers turnkey fit-out and build services tailored for large-scale developments and bespoke projects alike. We manage every step: concept design, materials selection, procurement, logistics, and full fit-out execution.

By combining in-house design, planning, and project management, we ensure seamless integration with our Distribution and Manufacturing Divisions — giving clients cost-efficient access to tools, materials, and finishing solutions.

Our proprietary procurement system speeds up sourcing while allowing flexible design changes throughout the project lifecycle. From shop drawings and cost estimates to prototypes, value engineering, and façade lighting — we handle it all.

Additional services include subcontractor management, on-site supervision, factory visits, and secure delivery and installation of FF&E, OS&E, and artwork — ensuring precision and peace of mind from start to finish.





Areen Design was founded in 1985 and has since grown to employ over 300 people. The Areen Design Group is made up of three autonomous companies with complementary skills in interior design, architecture, and procurement. Each subsidiary independently provides a full set of services, ranging from master planning, feasibility studies, and architecture to furniture, fixtures and equipment, interior design, procurement, project management, design coordination, construction, and turnkey projects.

areen design

Areen Design is a full-service, UK-based interior design practice specializing in high-end palaces, private residences, airports, hospitality and leisure design, healthcare facilities, commercial spaces, and universities, with a strong focus on procurement services, furniture sourcing, and project management.



Richmond International is an international design practice specializing in luxury hospitality design, established 45 years ago.

PASCALL +WATSON

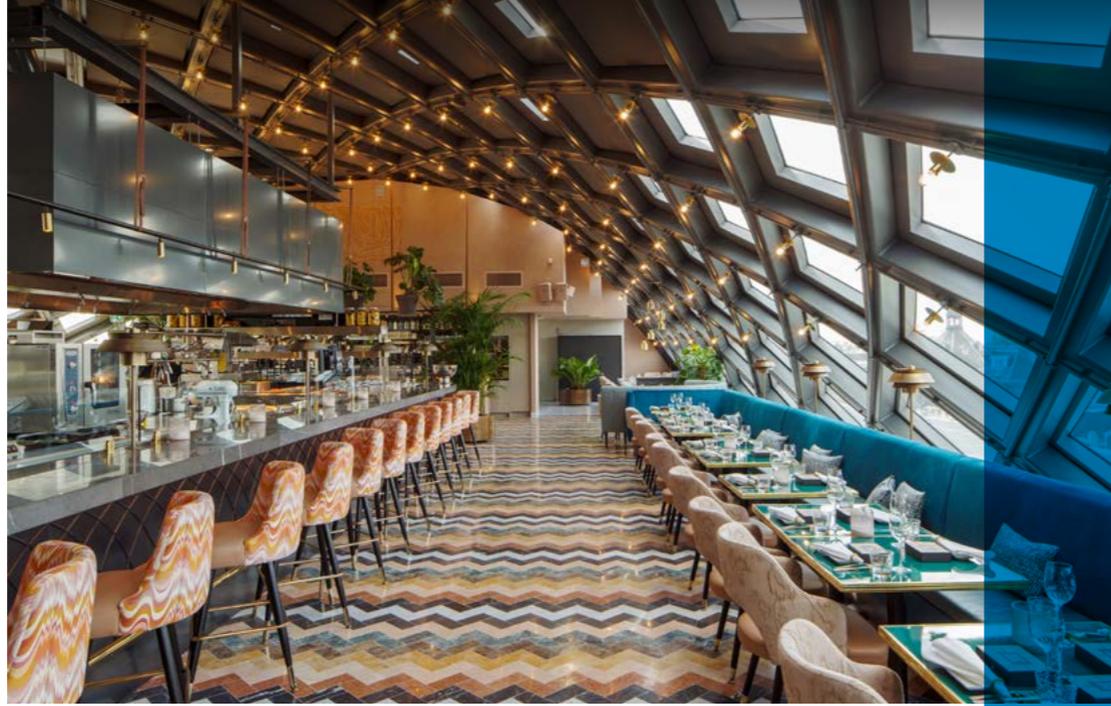
Pascall + Watson is a market leader in transportation and airport terminal design, with a broad portfolio of university buildings, offices, hotels, industrial parks, museums, and residential projects.

FIT-OUT SERVICES SUBSIDIARIES

RGUK's contracting subsidiaries provide all types of general contracting services with special expertise in architectural finishing execution and fit-out construction.



High standard fit-out and finishing works for airports, hotels, malls, universities and high profile establishments.



Mimar Int. - Decorative Ceiling New Makkah Holy Mosque



Richmond - The Langham London



Westin Palace Madrid (Royal Suite)

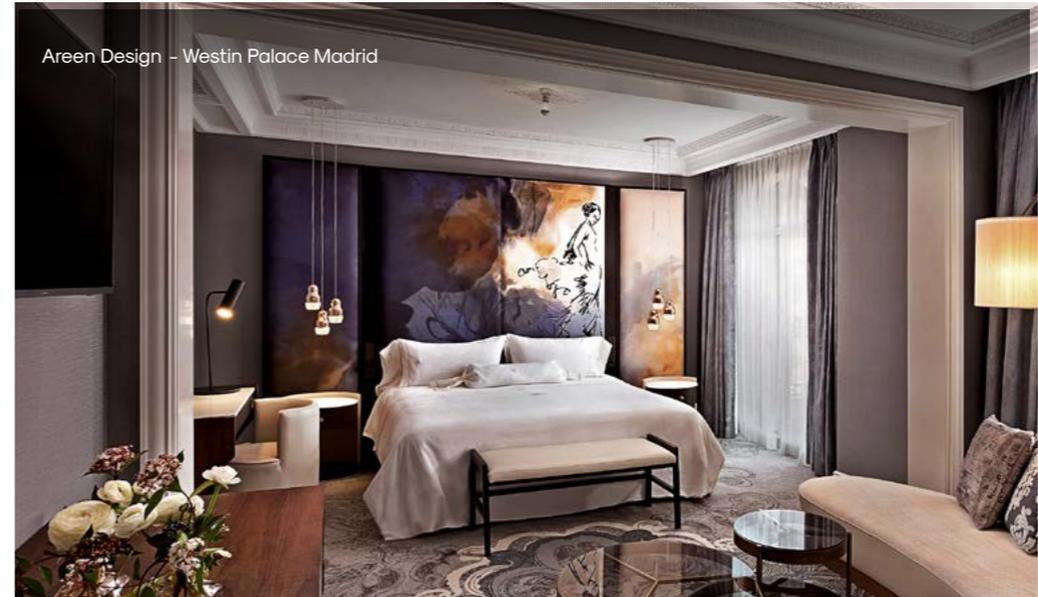


Areen Design - Westin Palace Madrid (Royal Suite)

PROCUREMENT SERVICES

Through its Design & Build Division, the Group, including Areen Design, is awarded the design and execution of high-end projects, such as airports, five-star hotels, universities, and prestigious public and private buildings. Installation and execution are typically conducted by the Group's contracting companies – Areen Design, Mimar International KSA, Top Factory, and MASCO – creating an efficient and vertically integrated Design & Build Division.

The Group manages contracts for design services, procurement of materials and equipment (including furniture, lighting fixtures, fabrics, decorative items, and other related items as per scope of work and specifications), as well as financial and logistical relationships with international suppliers and local authorities. This streamlined approach ensures excellence and efficiency in every project delivered.



Areen Design - Westin Palace Madrid



Areen Design - Private Residence



Areen Design - King Abdullah Specialist Children's Hospital

KEY PROJECTS & INNOVATIONS



HEALTHCARE
King Abdullah Specialist Children's Hospital
Riyadh, Saudi Arabia
542 Beds

AVIATION
King Abdulaziz Int. Airport
Jeddah, Saudi Arabia
PTB 766,000m²



CIVIC & CULTURAL
Haram
Makkah, Saudi Arabia
Area at 100,000m²
Decorative Metal Ceiling Package

HOSPITALITY
Raffles Makkah Palace
Makkah, Saudi Arabia
213 Keys



HOSPITALITY
J.W. Marriott
Tetouan, Morocco
188 Keys



EDUCATION
King Saud Bin Abdulaziz Univeristy for Health Sciences
Saudi Arabia
Complex

AVIATION
Blaise Diagne Int. Airport
Dakar, Senegal
20,000,000m²



RESIDENTIAL
Private Residence
Saudi Arabia
11,266m²

MIXED USE
Abraj Al BAit
Makkah, Saudi Arabia
Complex



COLLABORATION WITH SIGNATURE ARCHITECTS

Abrahamic Family House
Concept by Adjaye Associates



Buhais Geology Park Interpretive Centre
Concept by Hopkins Architects



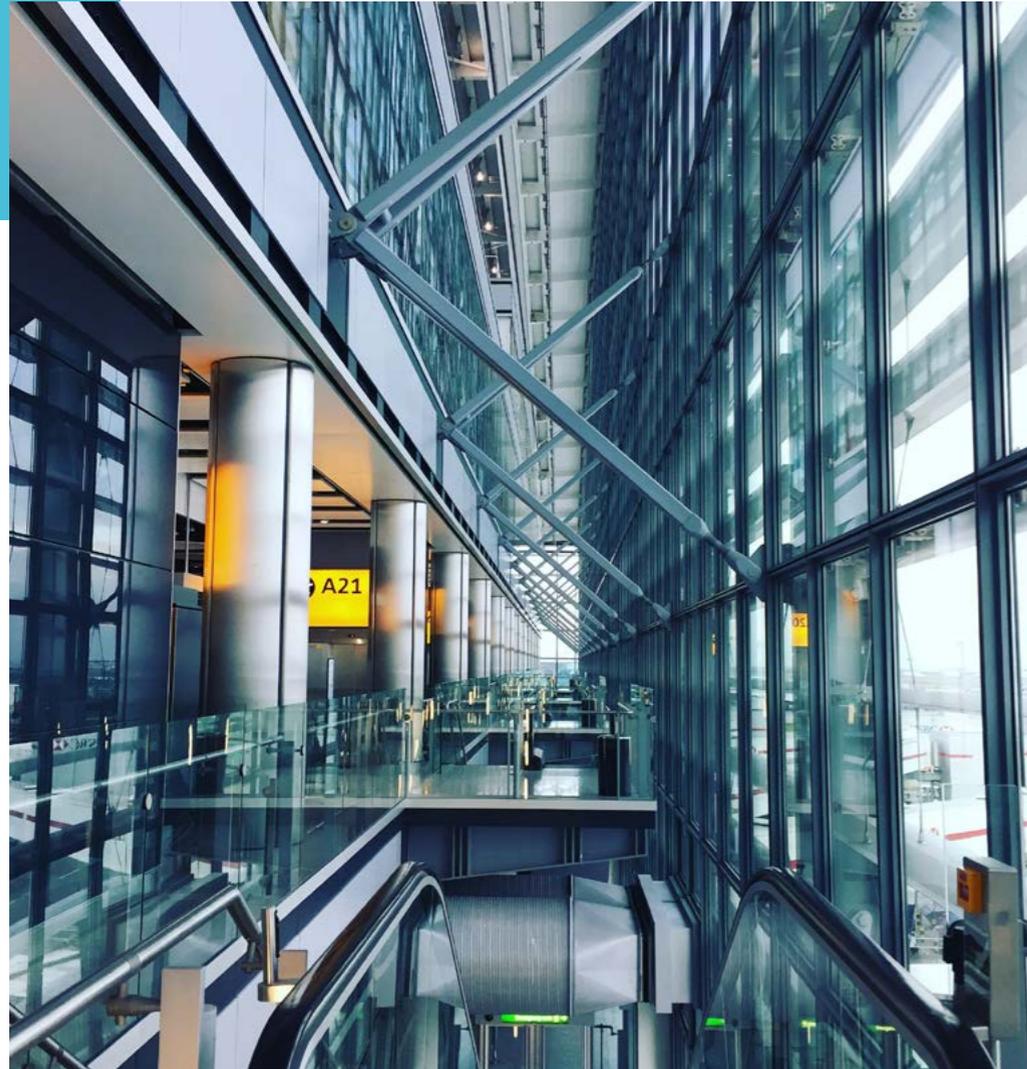


Beijing Daxing International Airport
Concept by Zaha Hadid Architects



Expo 2020 United Arab Emirates Pavilion
Concept by Santiago Calatrava

Heathrow Airport Terminal 5
Concept by Rogers Stirk Harbour + Partners



Stansted Airport Terminal Extensions
Concept by Foster + Partners



Heathrow Airport Terminal 2
Concept by Luis Vidal



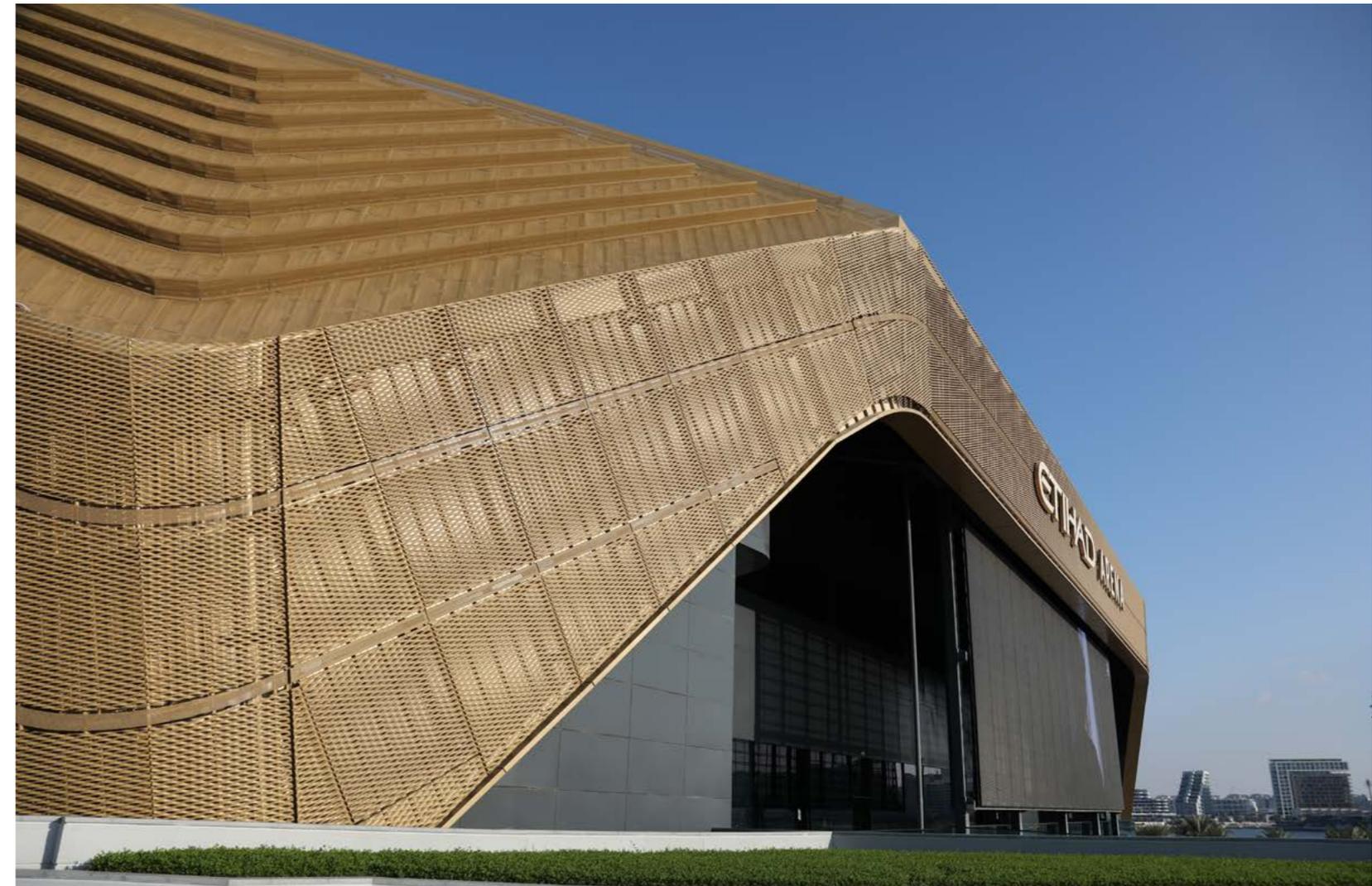
London Bridge Station Concourse
Concept by Renzo Piano Building Workshop



Pulkovo International Airport New Terminal
Concept by Grimshaw



Etihad Arena
Concept by HOK





THE RGUK / EXECUTIVE MANAGEMENT TEAM



Ousama Fansa
Chief Executive Officer

Mr. Fansa joined Roots in 1986 as a Junior Site Engineer. Within a few years, he rapidly advanced, becoming the Managing Director of the company in Saudi Arabia in 1994, and later the Group CEO in 2000.

Throughout his career at Roots, he led the company's growth into an international group, generating hundreds of millions of dollars in sales revenue. Under his leadership, the company expanded to employ over 2,500 people across 12 cities, with five manufacturing plants in Saudi Arabia and three design houses in the UK.



Nabieh Al Jehani
CEO RGA

Mr. Al Jehani oversees the Group's activities in Saudi Arabia and became the CEO of RGA in 2020.

Mr. Al Jehani has over 25 years of financial and leadership experience in the fields of accounting and corporate financial structuring. Having gained experience working in diverse environments, holding several positions, and taking on a wide range of responsibilities, he has been most effective in the areas of corporate governance and strategic organisational planning. Moreover Mr. Al Jehani Participate as a member of Board and Audit committee member of several esteemed companies.



Paul Hewes
Managing Director
United Kingdom

As Managing Director at Areen, Mr Hewes is responsible for driving performance and service excellence across the Areen Group of Companies.

He is qualified as an Architect, Project Manager and Arbitrator, supplemented with over 30 years' experience in the international construction industry. Mr Hewes has a broad range of skillsets, having led multi-disciplinary businesses in addition to leading design and project management teams on multiple, complex construction projects, across many sectors, with responsibilities encompassing driving strategic decision making and business case development, to successful project delivery.



Fadi Chehab
Managing Director Levant

Mr. Chehab is recognized for spearheading the launch of the Group's online platform, enabling the efficient delivery of medium and heavy construction machinery as well as lift equipment.

In 2017, he successfully led a major expansion across Lebanon. Joining the Group in 1996 as an active member of the Distribution Division, Mr. Chehab now serves on the Executive Board of Directors.

He has also overseen key acquisitions, including SOMECO Lebanon. In his role, Mr. Chehab is responsible for negotiating and maintaining strategic alliances with the Group's international partners.



Hicham Hafez
Managing Director Egypt

Mr. Hafez leads the Group's strategy in the Egyptian market.

Mr Hafez has broadened Unimar Egypt's offering by introducing power tool brands Hikoki, MPT, and Andway to the Egyptian market as well as forging new partnerships with EP Equipment one of the world's top player in intralogistical solutions and Terex MPS, one of the world's leading producer of crushing equipment.

Mr. Hafez has been with the group for over fifteen years, bringing with him over 30 years' experience overseeing design, manufacturing, and sales of aeronautical and automotive technology systems. He has managed the development of Egypt into a global brand provider, offering the Egyptian market a broad range of equipment for use in a variety of industries, including construction, infrastructure, logistics, transportation, material handling and warehousing solutions.



Rindala Merhi
Legal Counsel

Ms. Merhi oversees RGUK's legal functions across the Middle East.

In 2019, she managed partnerships and associations established within new markets, addressing all legal implications. She also conducted negotiations for terminated and new contracts on behalf of the Group.

In her role as Legal Counsel, her responsibilities center around compliance and property matters, high-value commercial contracts, asset divestment and acquisitions, outsourcing, financing, corporate restructuring, and company legal counsel.

Ms. Merhi is a Lebanese lawyer with extensive experience in Lebanese and GCC laws and also holds an Executive MBA.

RGUK GLOBAL NETWORK & CONTACTS

Saudi Arabia

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Roots Innovative Industries

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