

الوطنية القابضة  
NATIONAL HOLDING



Press Release

## **National Holding Brings Diverse Group Entities under Single Umbrella**

*Abu Dhabi-based Conglomerate Launches Iconic Zaha Hadid-Designed Headquarters*

**Dubai: 26 May, 2009** – National Holding (NH), the privately owned Abu Dhabi-based holding company, today announced a new operating model that ensures a balance between efficiency and effectiveness for its fast-growing and diversified businesses. National Holding also announced the launch of its state-of-the-art headquarters in Abu Dhabi. Designed by renowned architect Zaha Hadid, the iconic project will be developed by Bloom, the group's property and lifestyle development arm.

With its history going back to 1999, National Holding consists of five business entities that span the UAE and MENA region: Emirates International Investment Company (EIIC); Bloom Properties; EXEED Industries, Rise General Trading, and Petromal.

Constantin Salameh, Group Chief Operating Officer, National Holding, said: "Today, we mark a major milestone for the entire group. Our new organization, corporate

governance, and management processes will bring us closer to our vision of building a best-in-class, well integrated, diversified holding company. From our Abu Dhabi base, we will continue to target compelling business opportunities in the MENA region and emerging markets.”

National Holding’s ambitious mandate will be symbolized by its planned headquarters in Abu Dhabi’s new Capital Center. The 14-storey office tower will house all National Holding business entities and offer the latest technologies and amenities for an optimal working environment. It is scheduled for completion by 2011.

Dr. Hani Shammah, CEO of Bloom, said: “As the master developer of this iconic landmark, we will set new benchmarks in architectural excellence. We will leverage the synergies existing between National Holding’s various group entities to create a destination that will suitably epitomise the stature of our parent company as an all-encompassing and progressive corporate entity.”

National Holding’s five business entities are as follows:

Emirates International Investment Company (EIIC) is National Holding’s strategic and financial investments arm that aims to further enhance its standing and competitive position in the global marketplace.

Bloom is a property developer and lifestyle solutions provider, offering a young, fresh, and innovative approach, with an established portfolio of completed projects.

Exeed Industries is a diversified and specialized manufacturing investment holding company, consisting of entities spanning petro-chemicals, metal, infrastructure, and building materials.

Rise General Trading is a holding company driving a variety of profitable businesses in an array of sectors such as franchising, logistics and services.

Petromal is a company that explores, acquires and develops natural resources such as hydrocarbons and minerals through strategic public and private partnerships.

National Holding's all-encompassing strategy is to ensure that all the above business entities complement each other, creating strong synergies that breed success and excellence.

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**About National Holding:**

National Holding (NH) is an Abu Dhabi-based privately-held diversified holding company, with a decade-long experience and a portfolio of five business entities across the UAE and MENA region: Emirates International Investment Company (EIIC); Bloom Properties; EXEED Industries; Rise General Trading, and Petromal. The group companies contribute to the regional economy by providing value added products and services in partnership with the private and public sectors.

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