Company Name:

Generations Fortunes Company (LLC)

(شركة ثروات الأجيال المحدودة)

Suggested short names for logo purposes:

Tharawat Alajial (ثروات الأجيال)

Tharawat (ثروات)

Generations Fortunes (ثروات الأجيال)

GFC

Vision, Mission and Values

**Vision**: Tharawat aims to be a diversified local investing company in Saudi Arabia and GCC market.

**Mission**: We will build a sustainable and diversified business that delivers top quartile shareholder returns while leading in safety, environmental and social responsibility.

**Values**:

* Integrity

We will act honestly and with integrity. We will do the right thing and behave properly, regardless of the circumstances and whether or not others will observe our actions. We will operate with a respect and concern for the environment, the community, and the people with whom we work, and will aim to minimize the impact of our activities.

* Safety

We will not compromise in providing our employees and others under our care with a safe and healthy working environment. We will ensure that we send everyone home safely at the end of each working day and will make our safety performance a competitive advantage.

* Success

We will operate a commercially successful business. Success to us means providing strong returns for our shareholders and consistently delivering quality projects for satisfied clients. Our “can-do” approach will enable us to develop long-term, mutually beneficial relationships and become a partner of choice.

* Teamwork

We are one team, and we recognize that our success is only possible through the collaborative efforts of our people. We will develop our people through training, reward performance and create a working environment in which our people are challenged, motivated, satisfied and accountable for their work.

**Strategy:**

The company strategy is to take our core competencies to select markets and deliver projects and value-added services for clients through our diversity, empowered people and financial strength. Our strategy is built on the diversity of our brands– or Operating Companies – our various geographies, our markets and services, and our delivery systems.