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ABOUT US

APH is a family owned business that was able to flourish over the past few decades. It has faced formidable hurdles while cementing its market position and has overcome them through its innovation and insight; which led APH to achieve true sustainability.

Nowadays, APH continues to reward its shareholders with stable return on their investments from a diversified portfolio.

APH is fully equipped and qualified to tackle any current market challenges. As well as being keen to fulfil Saudi Arabia's Vision 2030 through its global expansion.





























SECURITY SUBSIDIARIES





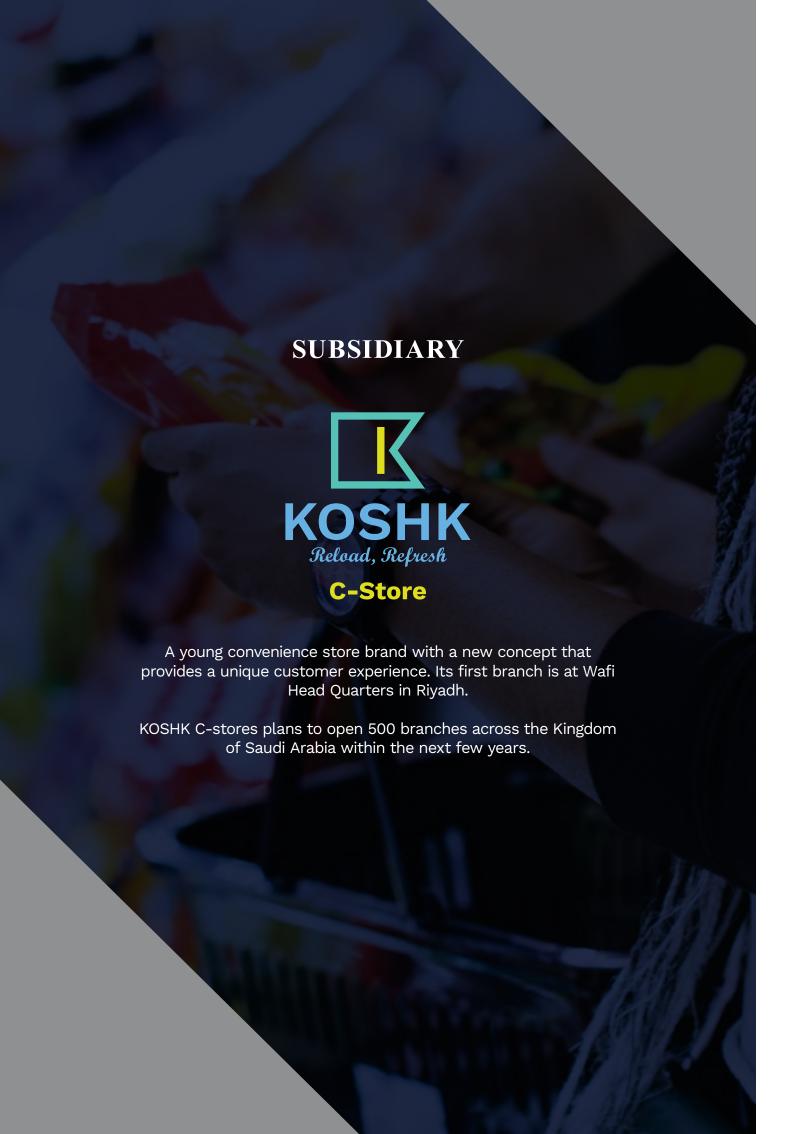


















F&B **INVESTMENTS** ENAB BEIRUT • Open since 2017 • 7 branches in the MENA region • Lebanese Mediterranean cuisine DUNYA • Open since 2014 4 branches in KSA, Lebanon, Kuwait & UK • Lebanese Mediterranean cuisine SAADEDDIN PASTRY

- Open since 1976
- More than 150 branch around the Kingdom of Saudi Arabia, Bahrain, and Kuwait
- Specialized in producing and marketing Arabian and Western pastries, nuts, ice cream, coffee, and chocolate
- APH has the exclusive franchise rights in Jakarta.



































Vinson&Elkins



METTLE TOWARDS THE SUMMIT

A fundamental component of the Saudi vision 2030 initiative is a modern economic strategy that facilitates evident precision, profitability and dynamic private sector that will result in a more streamlined business environment by stimulating investment across the kingdom.

Simultaneously, this boosts investment and entrepreneurial mindset in accordance with vision 2030.

APH investment decisions reflect Saudi Vision 2030 goal of diversifying the Saudi economy by developing new businesses with promising potential while maintaining the strength of its established businesses.

We strive to capitalize on structural market changes aiming to increase our private sector participation by continuously seeking untapped market opportunities.

APH realizes the importance of going digital and is following the steps of the Saudi government in doing so across all its business operations.

VISION قياقًا 2 عنائل على السعودية السعودية المولكة العربية السعودية KINGDOM OF SAUDI ARABIA

Kingdom of Saudi Arabia

لمملكــة العـربيــة السعــوديــة ص.ب ٢٧١١٣ رياض ١١٤١٧

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