



Bait Al-Batterjee
HOLDING



Group Profile

Company History



Shaikh Abdul Jalil Batterjee, the founder at Pharmacy Shop - the first National Pharmacy in Saudi.

Like many leading corporate houses in the Middle East, BAB holding as a Group has its roots in the family owned trading establishment. The Batterjee family brought the first modern medicine to this part of the world – in the 1920s, even before Saudi Arabia is formed as a country in the present form. The family started the first chain of national pharmacies before and after the state was established, and exclusively represented most of the globally known pharmaceutical brands that time.

The Batterjee family is held at high esteem in the society, and the first American Embassy in Saudi Arabia was headquartered in the Bait Batterjee (House of Batterjee) in Jeddah, then a walled city and the commercial center of the country as well as being the gateway to Makkah. The family business progressed to become the exclusive distributors for reputed brands like Glaxo, Pfizer, Johnson & Johnson, Bristol Meyers. From there the group later evolved into the largest private player in the Healthcare and wellness industry in the region, including hospitals and all facets of holistic health (curative, promote, preventive) and allied healthcare facilities: medical universities, nursing academies, manufacturing plants, drug distribution centers, diagnostic centers, and health and fitness clubs. The Batterjee family has also invested in real estate and has large land banks to support future business needs. Batterjee family is one of the best known families in the western region of Saudi Arabia for their entrepreneurial abilities, hard work, and above all their strong ethical practices.

The Batterjee family is amongst the foremost business families in the Gulf region and pioneers in healthcare and Eco care. They are renowned for their business acumen, philanthropic endeavors, energy and vision. The surname Batterjee itself literally means “one who performs surgery”, (i.e., to remove disease and thus save lives) so it is quite fitting that true to its roots, generations later the main family thrust still centers around community wellness. The Batterjee clan remains to this

day the largest family owned healthcare enterprise in Arabia and its endeavors include the largest private medical college and health concerns such as world famous gyms. Interestingly, this is the only Saudi family that devotes all its energy and efforts exclusively to healthcare – it is their sole focus and passion and is therefore given their undivided attention.



The ancestral home of Batterjee family in Al Balad – the ancient walled city of Jeddah, Saudi Arabia. Depicted here when it was rented out by the family to be the first U. S. Embassy to the then young country of Saudi Arabia, circa 1934

Size of the Organization:

The enterprise of BAB Holding is vast, varied and international. The components of the health related enterprises are: the hospitals group, medical education, fitness chains, hospital construction, pharmaceutical industries, medical distribution and medical maintenance. Charity work and philanthropic endeavors are also important facets of BAB Medical's brief and include Saudi Arabia's largest and first charitable blood bank. Real Estate holdings are considerable and growing and cover a number of facets of the real estate business. BAB Holding currently has over 7,000 employees from across the world representing over 40 nationalities, and diverse professions.

Guiding Philosophy is the following verse from The Holy Quran “ومن أحيأها فكأنما أحيأ الناس” المائدة ٣٢ And if anyone saved a life, it would be as if he saved the life of all mankind. Al-Maidah (32)”.

Group Vision:

To be the REGIONAL HEALTHCARE LEADER through the largest network of hospitals delivering excellence in quality of care to patients, and creating value for all stakeholders

Group Mission:

“To provide quality healthcare in all specialities with highest level of ethical standards and personalized care to achieve superior medical outcome and patient satisfaction”

Core Values:

- We care
- Patient comes first
- Better staff through continuous education
- Good working environment and future security for staff and their families
- Ethics and Confidentiality (*patients/organizations/business associates*)
- Health related community services

Core Strategies:

Operational Strategies

- Focus on Patient Needs and Expectations
- Employ and Train Committed and Competent Staff
- Bring International Expertise
- Use State-of-the-art technology
- Apply Dynamic and Professional Management Techniques
- Network of hospitals to leverage the operational efficiency, patient convenience, client convenience and enhanced clinical quality assurance
- Adaptation and adoption of best industrial practices; and maximize IT applications.

Corporate Strategies

- Position the Group as the Dominant player in the areas of Healthcare and Health Education
- Equity Participation of Strategic Partners
- Introduce Corporate Governance Best Practices in Healthcare
- Consolidate and establish itself as the Largest Healthcare Joint-stock Company outside USA

COMPETITIVE ADVANTAGES

Saudi German Hospitals Group has the following competitive advantages over its competitors:

1. A strong Brand Equity, that the Group has developed over the past 22 years, both in Saudi Arabia, the Middle East and Africa. The Group through its customer base, media reports, public relations, direct advertisements through the satellite channels, and extensive community programs have established an extremely strong Brand in the Healthcare industry.

This is extremely important in creating a Hospital Brand as against the Doctor's Brand as was the practice in the region traditionally.

The strong brand presence can be instantly translated into customer confidence and patient volume.

The strong Brand presence also is demonstrated by the requests the Group is receiving from other businessmen, agencies and even other government bodies approaching the Group to establish and / or manage their hospitals.

2. Management and Leadership by a group with proven track record.
3. Facility: All SGH Hospitals are designed with the future in mind. The hospitals can expand in all directions, both vertically and horizontally in all directions. The Group's hospitals have land available for expansion, and due to its modular design, such expansions will be a seamless lay out of departments or wards.
4. SGH facilities are designed with higher number of outpatient clinics for the given volume. This is to benefit the increased number of outpatients in relation to the inpatients that is expected with the obligatory insurance, and also with the global trend of shifting inpatient treatment to more of outpatient treatment.
5. All SGH Hospitals are constructed with surgical clinics having direct access to Day-Surgery facility. More and more surgical procedures that earlier required hospitalization, are now being done as day surgery and in the future, the trend will increase substantially. This gives cost advantages, and convenience to the patients, hospitals and to the insurance companies. Since SGH has these facility well integrated and that can be leveraged.
6. The strategic relationship with the German Universities that is helping the Group to maintain high medical standards, to introduce latest medical procedures, and to train its doctors on the latest medical trends and innovations.
7. All SGH Hospitals are ideally located, with easy access from all parts of the city, and neighboring areas. The hospitals have huge parking facilities.
8. The Group has started its First Private Medical College in the year 2007 at Jeddah and has further plans to start four more Medical Colleges by the year 2020. This will give a major boost to the Group from the point of positioning and also increased patient volume.

9. The Group is the Master Franchiser of the leading Gold Gym (USA brand), and integrated with the hospitals, it provides unique life style management programs, a service that competitors do not have.
10. Established and proven German Visiting Professors Program, which has very high entry barriers.
11. Economy of purchases achieved due to high purchasing volume, with the network of hospitals across the region. This includes better prices, better payment terms, lower inventory, etc.
12. Reduction in the cost of manpower due to shared services, shifting staff to accommodate seasonal demands in the Group... etc.
13. Highest standards of Medical care by leveraging, networking and creating a professional interaction between the many highly skilled Consultant Physicians and Surgeons.
14. A network of referral centers in various cities in the Middle East and Africa.
15. Unmatched outreach program - with SGH Doctors visiting polyclinics and hospitals both inside Saudi Arabia and in the Middle East / Africa. This is a source of referral and also helps in strong brand positioning.
16. The Group is the largest private sector buyer of medical equipment and consumables and this purchasing power has enabled the Group to establish strategic relationship with critical suppliers.
17. Complete Electronic Medical Records, which enables the doctors to have online access of patient's records, eliminating the delay in patient waiting and avoid chances of misfiling of records.

ACHIEVEMENTS OF SAUDI GERMAN HOSPITALS GROUP

SGH Group has permanent arrangements with selected German Universities and Centers of Excellence for rendering technical / medical advice and for the supply of Visiting Professors. This relationship was leveraged to achieve major competitive advantage in terms of:

- Avoiding the need for a patient to travel abroad – by bringing the pioneers in various medical and surgical specialties to the benefit of the community (it is less costly for the patient and the patient has the comfort of being in his/her own home town with the relatives). Even if the patient travels abroad, very often he/she does not land up in the right hospital with the right doctor.
- Clinical superiority
- Ability to bring-in latest medical know-how
- Continuous upgrading for the medical and support staff
- Continuous upgrading of the facility.
- Better positioning

The Visiting Professor program is a strong competitive advantage, since it cannot be easily copied by the competitors. The fact remains that no other hospital in the Middle East has so far succeeded in establishing a successful or sustainable visiting professors program.

As a strategy, SGH focuses on sub-specialties. It has the most modern subspecialty facilities like ICU, CCU, NICU, Open Heart, Oncology, Neurosurgery, ENT, Maxillo-facial Surgery, Obs /Gyn & IVF centers, and Laparoscopic & Laser surgeries.

SGH has world-class trauma management facility that matches the finest centers of Europe or USA in terms of the specialized team, equipment, and systems. The Orthopedics and Traumatology is unique and attracts patients from all over the Middle East and Africa.

SGH Group was the first hospital in the region to introduce many new and revolutionary surgical and other therapeutic procedures. These include:

- Scoliosis correction (correction of extreme deformities of the back bone).
- Brachial Plexus correction (correction of a birth nerve injury leading to the paralysis of the child's arm).
- Epilepsy Surgery (first time ever surgical cure for epilepsy (fits), which is a socially debilitating condition).
- Surgical treatment for Parkinsonism (tremors/shivering of the hands totally destroying the quality of life of the patient).
- Joint replacements, including the shoulder joint – First hospital in the region to do a shoulder joint replacement; and SGH has the highest number of joint replacements in the region.
- Cochlear Implantation – (implanting Cochlea, in the inner ear, to overcome deafness)
- Developed improved surgical techniques for spine surgery (anterior approach) that was presented in many international forums (results in better patient outcome with shorter hospital stay).
- Developed cervical implants that had improved patient outcome.
- Conducted clinical trials for orthopedics for P.D.N & cervical cages.
- First Sterio taxi systems in the region- (for precise location of the brain lesions).
- First Radio-Surgery in the region (for surgical treatment of deep brain lesions without open surgery).
- Strong interventional Radiology Department.
- Performed angioplasty for peripheral artery (Endovascular Surgery) first time in the region).
- Established the highly successful community education program in the region.
- Saudi Board and Arab Board accreditation for MD candidates in many specialties like Ortho, Pedia and Derma.
- Most automated clinical systems (electronic medical records, Lab alerts, Infection control systems, vaccination program etc.).
- Established the best day surgery facilities in the region.
- Infection rate below international benchmark.
- Mortality rate (over all, and infant mortality) below international benchmark.

SGH was the first hospital to introduce training course recognized by MOH for the paramedical staff and nurses.

JCI Accreditation and Certification

All the operating hospitals of the Group (four hospitals in Saudi Arabia; one in Yemen and one in United Arab Emirates) have JCI (Joint Commission International) Accreditation.

Headquartered in USA, JCI standards and evaluation methods are globally recognized unique tools designed to provide quantifiable benchmarks for patient care quality and drive positive changes that get noticed by clinical staff, patients and management. Through JCI accreditation and certification, healthcare organizations have access to a variety of resources and services that connect them with the international community: an international quality measurement system for benchmarking; risk reduction strategies and best practices; tactics to reduce adverse events, and the annual Executive Briefing Programs. Although there are many healthcare standards and accreditation bodies in the world, JCI accreditation is considered as the Gold standard in healthcare.

Medical Surgical and other facilities in all Saudi German Hospitals

- Cardiology/ Cardio thoracic Surgery
- Day Surgeries
- Dental
- Dermatology
- Diabetes
- Emergency Room
- ENT (Ear, Nose & Throat)
- General Surgery
- Infertility Treatment (IVF)
- Internal Medicine
- Nephrology
- Neurosurgery
- Obstetrics/ Gynecology
- Oncology/Nuclear Medicine/ Radiotherapy
- Open Heart Surgery
- Ophthalmology
- Oral and Maxillo-facial Surgery
- Orthopedic and Trauma Surgery
- Pediatrics
- Plastic Surgery
- Psychiatry and Neurology
- Rheumatology
- Urology
- Vascular Surgery

Related supporting departments:

- Anesthesia
- Biomedical Engineering
- CT Scan
- Day surgery Units
- Endoscopy
- Laboratory
- Lithotripsy
- Maintenance
- Medical Records
- MRI
- Nursing
- Nutrition and Dietetics
- Operating Rooms
- Pharmacy
- Physiotherapy
- Radiology
- Renal Dialysis

Laboratory Facilities:

- Bacteriology
- Biochemistry
- Blood Bank
- Electrophoresis
- Endocrinology (Hormone)
- Hematology
- Histopathology
- Immunofluorescence
- Immunology
- Paracytology
- PCR
- Plasmapheresis
- Serology

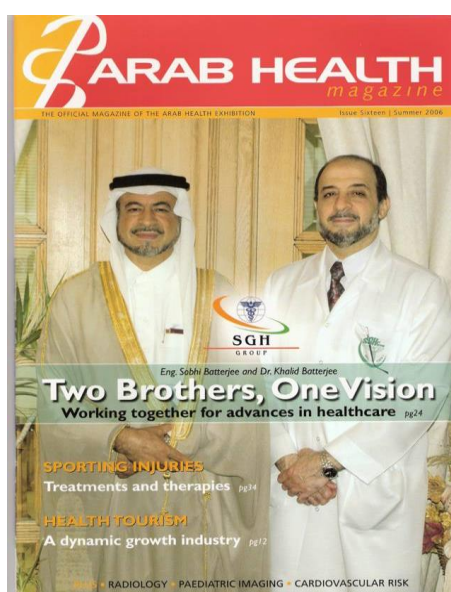
Other facilities include:

- Operating Theatres, Emergency and Out Patient Surgery Rooms
- Out Patient Clinics
- VIP treatment facilities
- In Patient and family accommodation
- Emergency Units
- Specialized treatment units (Oncology, Gynecology, Dialysis, Physiotherapy, Orthopaedics, Open Heart Surgery)

Hospital also provides the following ancillary facilities and services:

- Fully equipped 5 star catering facilities for patients
- Car Parking for patients and visitors
- Laundry
- Auditorium and Meeting rooms
- Staff Housing
- Mosque
- Transportation
- Ambulatory and Evacuation services

Torch Bearers of the Group



**Eng. Sobhi A. Batterjee, President & C.E.O. of SGH Group
&
Dr. Khalid A. Batterjee, V P of SGH Group**

Strategic Partners of SGH Group:



International Finance Corporation (IFC) -
member of the World Bank



Islamic Development Bank (IDB)



Arab Fund for Economic and Social
Development (AFESD), Kuwait.



Global Investment House-Kuwait.



Yemen Airways
(National Air carrier of Yemen)



General Corporation for Social Security,
Government of Yemen.



Retirement Fund of The Ministry of Interior,
Government of Yemen.



Olympic Group-Egypt.

The Visiting German Professor Program:

In order to bring the most advanced medical knowledge and clinical skills to the local community, since 1988 the SGH Group developed its popular Visiting German Professor Program. This program is based on affiliation agreements with many Universities in Germany, America and Europe.

Some of the Visiting Professors



Under the program, Saudi German Hospitals receive visits from professors who are leading medical/surgical professors in Germany and other countries. This has enabled Saudi German Hospitals to introduce in the region new treatments for diseases such as epilepsy, scoliosis and brachial plexus surgery. More than 105 professors currently participate in the program. During their visits the professors participate with Saudi German Hospitals' own consultants in the medical and surgical treatment of patients, and provide formal training to Saudi German Hospitals' staff. The visiting professors also conduct weekly public lectures and symposia on healthcare topics which is freely open to all medical community in the region as part of the corporate social responsibility of SGH towards the medical professionals. These professors bring in the latest Medical know-how and help in the continuous upgrading of SGH facilities and staff.

SGH Hospitals:

Saudi German Hospital, Jeddah:

Saudi German Hospital, Jeddah is a high quality general medical and surgical facility. The construction of the Hospital was completed in 1988 and subsequently carried out a series of expansions to its facilities. SGH Jeddah is now widely regarded as the best among the leading private hospitals in the region, which attract patients from the entire Middle East and Africa.



Saudi German Hospital, Aseer:

This hospital was inaugurated on 21st March 2000 by HRH Crown Prince Sultan Bin Abdul Aziz Al Saud, the then Second Deputy Premier and Minister of Defense and Civil Aviation and Inspector General. The hospital is fully operational since then. Saudi German Hospital Aseer is a 400 beds multispecialty tertiary level hospital located in Aseer, the Southern Province of Saudi Arabia. This hospital has a site area of 55,644 sq. mts. and a built-up area of 35,541 sq. mts.



Saudi German Hospital, Riyadh:

This hospital was inaugurated on 30th October 2001 by HRH Crown Prince Sultan Bin Abdul Aziz Al Saud, the then Second Deputy Premier and Minister of Defense and Civil Aviation and Inspector General. The hospital is fully operational since then. Saudi German Hospital Riyadh is a 300 bed multispecialty tertiary level hospital located in Riyadh, the Central Province of Saudi Arabia. The hospital has a site area of 29,880 sq. mts. and a built-up area of 31,744 sq. mts.



Saudi German Hospital, Madinah:

This hospital was inaugurated on 10th November, 2003 by HRH Crown Prince Sultan Bin Abdul Aziz Al Saud, the then Second Deputy Premier and Minister of Defense and Civil Aviation and Inspector General. SGH Madinah is a 300 bed hospital with all specialties and subspecialties. It has a site area of 70,771 sq. mts. and a built-up area of 31,744 sq. mts.



The design concepts and specifications for all the hospitals have been prepared by a leading Engineering Consulting Group from Germany, specialized in medical design and planning.

Saudi German Hospital, Yemen:

The foundation stone for this project was laid at a ceremony under auspices HRH Crown Prince Sultan Bin Abdulaziz, the then Deputy Premier and Minister of Defense and Aviation of the Kingdom of Saudi Arabia and H.E the Prime Minister of Yemen as the first sign of opening up of both the economies after the border dispute has been settled.

The hospital is located in the Sana'a City near to the Airport. SGH Yemen is a 300 bed multispecialty hospital. SGH Yemen is a classic PPP model. The minority shareholders of SGH Yemen are Yemen Airways, Ministry of Interior, General Corporation for Social Security, and Global Investment House, Kuwait. The Hospital was inaugurated by the President of Yemen on 11th June 2006 and is operational from then.



Saudi German Hospital, Dubai:



On a prime land of about 92,000 square meters on Sheikh Zayed Road, in Al Barsha Area, this 315 bed tertiary care hospital (Phase I) was inaugurated by **His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President & Prime Minister of UAE and the Ruler of Dubai** on 19th March 2012. Within a short period SGH Dubai already established itself as a premier healthcare center and attracts patients from across the region.

Phase II would comprise of Specialty Centers for Spine, Heart, Men and Women Health, Arthroplasty & Sports Medicine, Naturopathy and Chinese Medicine.



Saudi German Hospital, Egypt:



Saudi German Hospital, Egypt is a tertiary care 300 bed hospital. The project is located at Cairo Ismailia Road. The company has completed the construction of the world class hospital facility which is currently being equipped. The opening of the hospital is done and started to receive patients from October 2015



Saudi German Hospital, Hail:



SGH Hail is a 150 bed Hospital in Hail, Saudi Arabia. The construction work is now fast progressing. The hospital operations are expected to start in the first quarter 2017.



Saudi German Hospital, Ajman:



SGH Ajman is a 150 bed Hospital in Ajman, United Arab Emirates. The construction work is now fast progressing. The hospital operations are expected to start in 2017.

Saudi German Hospital, Sharjah:



SGH Sharjah is a 25 bed Hospital in Sharjah, United Arab Emirates. The construction work is now fast progressing. The hospital operations are expected to start in 2017.

Batterjee Medical City, Alexwest, Alexandria - Egypt:



The construction work is now fast progressing. The hospital operations are expected to start in 2018.

Saudi German Hospital Medical City, Dubai:

SGH Medical city is a multi-disciplinary Centers of excellences in Dubai, United Arab Emirates, which is under the conceptualization and design phase.

Saudi German Hospital, Damam:

SGH Damam is a 150 bed Hospital in Damam, Saudi Arabia. The project is under conceptualization and design phase, the construction is scheduled to start by first quarter 2016

BAB Medical Education Company:



Medical College:

BMC is the Largest Private Medical College in the Middle East. The foundation stone for the Medical College was laid on October 18, 2003 and the first academic year has started in September 2007. The college offers degrees / courses in Medicine and Surgery, Dental Surgery, Pharmacy, Nursing, Physiotherapy, Medical Imaging Technology (Radiology), Laboratory Technology Health Information and Health Administration. The built up area of the college is 145,000 sq. m. having an intake capacity of 3900 students with complete teaching and hostel facilities. BMC is functioning under the rules and regulations of King Abdul Aziz University of Saudi Arabia. It has associations with several German Universities.



Foundation Academy for Science and Technology (FAST), a division of BMC offers courses over a one year period. Linguistic and scientific abilities alongside grasping skills are intensified to reach a level that qualifies the student to undertake BMC medical and other graduate courses.



A progressive Lifestyle/Wellness company, passionate to offer the new Arab generation an elevated and forever-evolving paradigm of life through innovative services and facilities that empower and globalize the society and their wellbeing. Boldly, Shababco promotes identical empowering values for women, while still being Sharia (Islamic Code) compliant. A famous brand under Shababco is Gold's Gym USA, for which we are the Master Franchisor for the Middle East. Gold's Gym Jeddah was acclaimed as the World's Best Gym for 2006 and is the largest Gold's Gym in the world; it also boasts the largest male and female memberships internationally. Shababco is planning to open one hundred Gold's Gyms in the next three years in the Middle. Shababco is acquiring other brands in the lifestyle world, globally, such as Planet Beach and Jan-Pro. (www.shababco.com)





BAB REAL ESTATE:

Batterjee Real Estate is one of the oldest subsidiaries of the company. It has been led by Engr. Sobhi Batterjee, a famous land banker in the western region of Saudi Arabia. This company has been synthesizing real estate and BAB social projects such as hospitals and universities in the path of growth acting as a nucleus for development in these virgin territories. Batterjee Real Estate is planning to institutionalize the business and create a REIT with a leading bank in the Kingdom to generate a greater development in the Saudi market followed by the Egyptian market. The Fund (under development) will have three product lines; the first one, Land Banking, #2 Real Estate Development and #3 Urban Renewal.



JEDDAH CHARITY BLOOD BANK:

It's the first of its kind Charity Blood Bank in the Kingdom which is funded by BAB Medical with a mission of saving lives by providing free quality lab blood products and transfusion services in partnership with the community.



AJ SONS:

This is a distribution company of several international medical products that acts as an exclusive agent and sole Distributor for many international companies, among them: LINK company for orthopedic prosthesis & implants (Germany); Sanatmetal Co. for orthopedic nails & implants (Hungary); Tipmed Co. for orthopedic plates & screws (Turkey); Quanta Co. for laser dermatological systems (Italy); Simex co. for general surgical instrument (Germany) and Canola sterilization papers , gowns , camera & microscope drapes. These products are sold to other hospitals in Saudi Arabia - the Ministry of Health, National Guard hospitals, Army hospitals, University hospitals and Private hospitals.



SYANAH MEDICAL MAINTENANCE:

It's a company that is specialized to target hospital providers to help them achieve their efficiency goals by reducing depreciation rate of all medical assets.



BAB PHARMA:

Bait-Al Batterjee Pharmaceutical Industries was established in 2008 with the aim to capitalize on the potential and on-going-demand of pharmaceuticals in the region. Its vision is to "To construct and operate a world-class pharmaceutical manufacturing facility that provides the safest, highest quality and most effective medicine in the Middle East and Africa." The company plans to enter the pharmaceutical market by specializing in generics and bio-technology products in alliance with top international companies by applying the latest in pharmaceutical knowledge and advanced technology to ensure the highest and most effective solutions in its offerings



International Hospital Construction Co:

The Group has in-house knowledge and facility under one roof to Design, Construct, and Finance and Operate world-class hospitals. International Hospital Construction Company, the related company of the group employs more than 1000 staff of various disciplines in order to undertake an end-to-end project execution in an efficient, reliable and cost effective manner. (<http://www.ihcc.sa>)

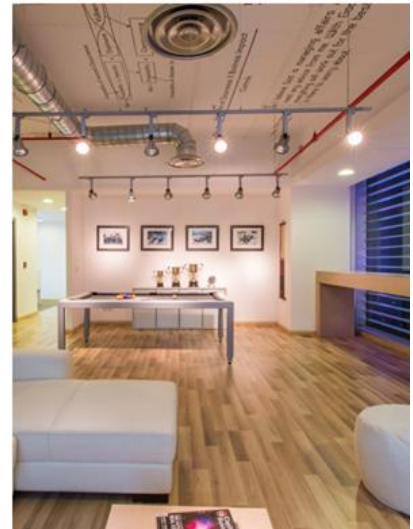


Vision:

To be recognized globally for leadership, technology and innovation in bringing edge and style to iconic development projects that transform the human experience.

Mission:

We are in the business of elevating lifestyle through projects in real estate development, healthcare, education, facilities management, and all forms of hospitality and leisure. We will focus on key cities in the Middle East where we find opportunities to further our purpose, vision and mission for all nationalities and ages.



International Skill Development Company

International Skill Development Company was established in 2011 with the aim of enhancing the skills of the new generation of the Kingdom of Saudi Arabia, in order to compete with future challenges and to serve the Nation. Technology is an ever changing medium. By the time our current generation jumps into the work life, they will face an even newer technological world. With this in mind, we must prepare our children to be part of a better future, both for them and for our Nation. In keeping with this mission, ISDC acquired the world-class American EDUtainment system FasTrackKids, which offers programs for children from ages 6 months to 9 years. FasTrackKids is a true pioneer in the field of after school edutainment and we look forward to better serving the kingdom



AWARDS & RECOGNITIONS

Eng. Sobhi A. Batterjee - President and CEO of Saudi German Hospitals Group (on 5th December 2006) has been honored with the prestigious Mohammad Bin Rashid Al Maktoum Award for Arab Management 2006 in category of '**Best Arab Management Personality**' for his contribution to promoting investments in the healthcare sector, by His Highness Sheikh Mohammad Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai.



Eng. Sobhi A. Batterjee has been honored with "**Healthcare CEO Middle East Award 2016**" in CEO Middle East Awards in a function held at Four Seasons Resort, Dubai on 19 September 2016

Saudi German Hospitals Group has been selected and honoured as a **Global Growth Company 2014** by the World Economic Forum in a Special Meeting on Unlocking Resources for Regional Development in Istanbul in September 2014. The selection was for exceeding industry standards in revenue growth, promoting innovative business practices and the leadership in corporate citizenship.



In Arab Health 2014 SGH Group bagged two awards – one for the **Outstanding Contribution of an Individual to the Middle East Healthcare Industry Award** won by Eng. Sobhi A. Batterjee and the other by Orthopaedic Department of SGH Jeddah for the **Excellence in Surgery Services Award**.



Eng. Sobhi A. Batterjee has been honored with the “**The CEO Middle East Award 2013**” in the Healthcare category in a function held at Emirates Towers Hotel, Dubai on September 11th.



To recognize the Kingdom’s most innovative, supportive and diverse employers with respect to their human capital – His Excellency Adel bin Muhammad Fakeih, Minister of Labour presented the 2013 Employer Achievement Awards. SGH Group has been awarded as “**The Top Achiever in Healthcare Provider Category**” at the Talent and Diversity Forum held at the Intercontinental Riyadh in Riyadh on 11th December 2013. Mr. Makarem Sobhi Batterjee, Executive VP of Bait Al Batterjee Holding /SGH Group & C.E.O. of Shababco Enterprises, received the award.

SGH Group has been rated as one of the 100 most popular brands in Saudi Arabia. The survey among the Saudi nationals was conducted Al Watan newspaper in association with IPSOS. Dr. Abdulaziz Khoja, Minister for Culture & Information presented the awards at a function held in Al Faisaliah Hotel, Riyadh on 22nd December 2013 and Mr. Makarem Sobhi Batterjee, Executive VP of Bait Al Batterjee Holding / SGH Group & C.E.O. of Shababco Enterprises, received the award on behalf of the Group.



Eng. Batterjee received **Healthcare Industry CEO Award 2008**, organised by Middle East Excellence Awards Institute and presented by Hon. Dominique de Villepin, Former Prime Minister of France.



Eng. Sobhi A. Batterjee has been awarded with the prestigious **National Medal of Cedar – Grade Knight** by H E Mr. Emile Lahud, President of Lebanon for his exemplary social contribution to the Arab World through various initiatives related to Healthcare and Not-for-Profit Institutions. The National Medal of Cedar – Grade Knight is the highest official award given by the Lebanese Government in the Year 2007.



Eng. Batterjee has bagged the prestigious **Ernst & Young (E&Y)'s Entrepreneur of the year Award for 2008** for entire Middle East and Arab World and represented the region at E&Y's World Entrepreneur of the Year event held at Monaco in May 2009 . HRH Prince Ali Bin Al Hussein of Jordan presented Eng. Batterjee with the award during the function in Nov 2008 in Jordan.



Eng. Sobhi A. Batterjee and Saudi German Hospitals Group were awarded by Arabian Business under Saudi Achievement Awards-2007 for **Corporate Social Responsibility** on, 11 June 2007 at Riyadh.



Eng. Batterjee has been honored and awarded for the charitable efforts of SGH Group to implement remedial projects in several worldwide countries, mainly starting Hospital in Republic of Yemen (SGH Sana'a). The event was organized by Millennium Development Goals, MDG-UN and The Arab-African Initiatives at Cairo in the month of May 2007.



In April 2007, Arabian Business Daily done a survey of those companies driving the economic rise of the region in terms of demonstrating a set of distinctive values: dynamic innovation, effective leadership, strong growth - both financially and geographically - and a firm commitment to breaking new ground, and compiled a list of the **'50 Most Admired' companies in the Middle East** and beyond. Saudi German Hospitals Group found a place in this list, as the one and only healthcare service provider.

In March 2004 SGH Group received an award as the **Best Client of the Year** from ICD (Islamic Corporation for the Development of the Private Sector), the private sector arm of the Islamic Development Bank (IDB).



In recognition to our services to the Regional Private Healthcare Industry, SGH Group has been awarded in February 2004 “**Specialist Achievement Award for Hospital Development**” in the Middle East and North Africa by Arab Health magazine of Dubai and the International Healthcare Advisory Body of ECRI, USA. The award was sponsored by Philips. This was awarded to our group during the Dubai Medical Health Show which is the Second Largest medical equipment health show in the world, participated by more than 3000 exhibitors and more than 50,000 people have attended the exhibition.

Arab Health Education/Training Award 2008 (for initiating an excellent Evidence based Medicine Project)

On November 28th, 2007 <http://www.aleqtisadiah.com>, supported by Arab News, has published a list of top 100 Saudi companies as a result of the survey undertaken by them and SGH Group has been listed at the 66th place.

Our dedication and effort has been recognized by the people in the region, rating Saudi German Hospital as No.1 Brand - in terms of brand value in Pan-Arab, GCC and Levant.

SGH Group received **Arab Health Award 2009** in the category of “**Specialist Achievement Award - Imaging and Diagnostics**” organized by The Arab Health Achievement and Innovation Awards.

SGH Group and Batterjee Medical College for Sciences and Technology have received the prestigious **Arab Achievement Awards 2010**. These awards recognize Companies / Projects that have shown outstanding performance and have made exemplary contributions to the Arab region's development

Dr. Khalid Batterjee, VP and Board member of BAB Holding/SGH Group received the Award in the category of Best Educational Project of the Arab World.



Mr. Sultan Sobhi Batterjee, VP (Business Development) & Board Member of BAB Holding/SGH Group and CEO of International Hospital Construction Company represented SGH Group and received the award in the category of **Leader of the Healthcare Sector in Arab World.**



Eng. Sobhi A. Batterjee has been selected amongst an elite group of YPO-WPO members as an award recipient for the **SEN Corporate Social Responsibility (CSR) Leadership Award** at a ceremony of the YPO-WPO Global Leadership Conference in mid-March in 2009 at Miami, USA. The 10 winners were selected from 160 applications based on the positive impact the organizations have made in underserved or disadvantaged communities; in environmental sustainability or innovation; and/or in addressing workplace issues such as diversity, living wages, wealth sharing, ownership programs and transparency.

Eng. Sobhi Batterjee received Arab Takreem Award in the category of Outstanding Corporate Leader. The Awards were announced in the month of March 2010 at the Ambassadors' hall in Lebanon. Arab Takreem Achievements Awards, instituted in 2004 is envisaged to revitalize the Arab consciousness and help to rebuild Arab pride in the region. The Arab Award was honored to Eng. Batterjee for his outstanding contribution to the Arab Society and his Corporate Leadership in establishing the most recognized PAN Arab



brand in the Healthcare which serves as a model of Arab Center of excellence that combines the technical excellence of the west and deeply rooted Arab values. Mr. Makarem Sobhi Batterjee, Executive VP of Bait Al Batterjee Holding/SGH Group & C.E.O. of Shababco Enterprises, received the award on behalf of Eng. Sobhi Batterjee.

Executive Management Team Profiles

Senior Management

Eng. Sobhi A. Batterjee

Founder President & CEO Saudi German Hospitals Group
Chairman of Bait Al Batterjee Medical Co Ltd.
Chairman of Batterjee Medical College
Chairman of various subsidiaries / associated companies of BAB



Sobhi Batterjee started his career as an Electrical Engineer after obtaining his Masters Degree in Honors from the University of Colorado, USA. Today he is one of the most dynamic and recognized private healthcare leaders in the MENA region dedicated to shaping the healthcare industry in the region.

Major Achievements:

Batterjee family started SGH Group with a Capital of 15 Million US\$ in 1988. The Group has grown to number one Healthcare Brand in GCC, Pan Arab and Levant regions with:

- USD 1.5 Billion Organization
- 6 world-class, state-of-the-art , tertiary care hospitals in KSA, Yemen & UAE
- Over 1600 beds (has plan for further expansion of 8000 beds)
- Treating over 1,000,000 patients per year
- Performing over 100,000 operations annually
- 12 Hospital Projects are under various stages of Planning and Construction like Cairo (Egypt), Hail (KSA), Addis Ababa (Ethiopia), Khartoum (Sudan), Kashmir (Pakistan), Syria, Morocco, Nigeria, Chad etc.

Eng. Batterjee has also established many Not-for-Profit institutions like Charity Blood Bank, Saudi Entrepreneurship Development Institute (SEDI), Family Business Academy (FBA), Medical Association Foundation (BAB Al Khair) and Health Management Research & Training Institute (HMRTI).

Group has developed strategic partnerships with many institutions like IDB (Islamic Development Bank), IFC (International Finance Cooperation, Private sector arm of World Bank), Arab Fund-Kuwait, Global Investment House, Olympic Group, Yemen Airways, Retirement Fund of Ministry of Interior-Yemen, General Corporation for Social Security-Yemen .. etc.

Some of the Awards:

- Sheikh Mohammad Bin Rashid Al Maktoum Award for Arab Management in the category of 'Best Arab Management Personality'
- SGH Group has been ranked as Global Growth Company by World Economic Forum
- Arab Health 2014 Outstanding Contribution of an Individual to the Middle East Healthcare Industry' Award
- The CEO Middle East Award 2013 in the Healthcare category
- Employer Achievement Awards 2013 in the "The Top Achiever in Healthcare Provider Category" presented by His Excellency Adel bin Muhammad Fakeih, Minister of Labour

- SGH Group has been rated as one of the 100 most popular brands in Saudi Arabia
- Ernst & Young Middle East Entrepreneur of the Year Award
- National Medal of Cedar – Grade Knight by the President of Lebanon
- Best Client of the Year from ICD-IDB (Islamic Development Bank)
- Saudi Achievement Award for Corporate Social Responsibility (CSR) by Arabian Business
- Millennium Development Goals Award by MDG-UN and The Arab–African Initiatives at Cairo
- Healthcare Industry CEO Award by Middle East Excellence Awards Institute presented by Hon. Dominique de Villepin, Former Prime Minister of France
- SGH Group is among “50 most admired companies of the GCC” in a survey done by the Arabian Business.com, the only Healthcare Company in the list.
- YPO-WPO membership as an award for Corporate Social Responsibility (CSR) Leadership at YPO-WPO Global Leadership Conference in March at Miami, USA.
- Arab Takreem Award in the category of Outstanding Corporate Leader at the Ambassadors’ hall in Lebanon.
- Batterjee Medical College (BMC) have received the Prestigious Arab Achievement Awards at Abu Dhabi organized by iGroup in May.

Business Networking:

Eng. Sobhi Batterjee is very active in business networking, some of the associations he is involved are:

- National Health Committee at the National Chambers of Commerce and Industry, Riyadh (Former Chairman).
- Jeddah Health Committee at Jeddah Chamber of Commerce (Former Chairman)
- Indian Institute of Health Management Research (IIHMR) which has Collaborative arrangement with WHO and John Hopkins University (Board Member)
- Young Presidents’ Organization – YPO, Saudi Arabia Chapter (Founding Member)
- Conference Board Middle East (Founding Member).
- Egypt’s International Economic Forum (Fellow Member).
- World Presidents’ Organization (WPO) and founding member of WPO Saudi Arabia Chapter.
- American Businessmen Club, Jeddah (Member)
- Minaret Business Association (MBA), Jeddah Chapter (Member)
- Saudi German Businessmen Association (Member)
- ASHOKA Arab- Honorary Partner.
- AHWA, Arab Healthy Water Association (AHWA) - Executive Board Member.
- Indo- Saudi Medical Forum (President)
- Committee at the National Chamber of Commerce in Riyadh for Saudi Listed and nonlisted Public Companies (Board member)
- Member of World Economic Forum.

Dr. Khaled A. Batterjee

Vice Chairman BAB Medical Group



Dr. Batterjee is Cofounder and Vice Chairman of BAB Medical has a *Doctorate of Medicine (M.D.) Fachartz University of Essen, Germany 1985 and Medicine Proper and Internship from University of Vienna, Austria 1978. He is also the founder and member of the Saudi Orthopedics Club and the Middle East Spine Group and Pan Arab Spine Society – 1998*

AFFILIATIONS TO MEDICAL SOCIETY/ASSOCIATIONS:

- DGOT, German Society for Orthopedics and Traumatology
- A.O. International Committee
- AO Alumni Association (AO/ASIF for the study of Internal Fixation)
- American Society for the Neurological and Orthopedics Medicine and Surgery
- Egyptian Orthopedics Association
- Corresponding Member, North American Spine Society
- Corresponding Member, Scoliosis Research Society
- Sudan Association of Surgeons
- Corresponding member, Spine Society of Europe (SSE)
- Honorary and Active Member, American Academy of Minimally Invasive Spinal Medicine & Surgery, since 1999
- Elected a Diplomat, American Academy of Minimally Invasive Spinal Medicine and Surgery, 1999 accorded with all rights, privileges, and honors appertaining to.
- Member, German Arthroplasty Society of Spine+

PUBLICATIONS:

- Orthopedics aspects by treatment of Ranel Osteopathy.
- Orthopedics Technical Treatment of Spondylolysis Tuberculose.
- The operative Treatment of Osteonecrosis after kidney Transplantation.
- Therapeutic Possibility of the Child Foot by Poliomyelitis.
- Thyroid Disease and its effect on the Skeleton System.
- The treatment of the Hip Infection after the Total Hip Implantation
- The Coxitis Tuberculose and its Operative Treatment.
- Orthosis Treatment by Flaccate Paralysis of Lower Extremity held in Congress of Orthosis in Essen- Germany, 1984
- Transposition Operation by Biceps and Deltoid Muscle Paralysis held in Baden, Germany, 1984.
- Neuclosis with Collaganase Enzyme Early Experience 1983.
- Proximal Tibial Osteotomy for Knee Osteoarthritis with varus Deformity (under publication).
- Published an article "Treatment of Spondylolisthesis by combined Steffee VSP plating and Plif" in the New Egyptian Journal Medicine Vol. 10 No. 2 dated 1st Feb. 94.
- Published an article on "Seidel Interlocked nailing for humeral shaft fractures" in the new Egyptian Journal Medicine. Vol. 8 No. 6 1st June, 93.
- Published an article " Gore-tex prosthesis in anterior cruciate deficient knees" in the New Egyptian Journal of Medicine Vol. 10 No. 3 dated 1-3-94.

- In Sept. 1997 published an article in the New Egyptian Journal of Medicine on “personal experience in posterior spinal fixation approach for patients with spinal tuberculosis in combination with Dr. Ashraf Gobashy, Dr. Essam Emara, Dr. Rasheed and Dr. Khalid A. Batterjee.
- Jointly published an article titled “Evaluation of anterior cervical discectomy and interbody Fusion Using Titanium Cage - Report of Early Results” in The New Egyptian Journal of Medicine Vol.20, Number 3 - Supplement March 1999.
- Jointly published an article on “Evaluation of anterior cervical discectom and interbody fusion using titanium cage report of early results” in the New Egyptian Journal of Medicine Vol.20, Number 3 March, 1999.
- Published an article on “Percutaneous Microdecompressive Endoscopic Cervical Discectomy” in the New Egyptian Journal of Medicine. Vol.24, Numebr 2, Supplement Febraury, 2001. It is joint publication.
- Published an article “Percutaneous Endoscopic Lumbar Discectomy” in the New Egyptian Journal of Medicine, Vol. 25, Number 3. September 2001 Issue. It is a joint publication.

RESEARCH AND INVENTIONS:

(1) INVENTED A MECHANICAL VERTEBRAL SPACER AS CERVICAL BLOCKER WITH A RANGE OFF 11 DIFFERENT SIZES STARTING FROM 4 MM UP TO 26 MM AND UNDERGONE A DETAILED AND COMPREHENSIVE STUDIES ABOUT THE TORSION OF THE VERTEBRAL DORSAL AXIS OF THE IMPLANT AND ALSO ABOUT PERSISTENCE AGAINST UNEXPECTED PULLING OUT OR MOVEMENT OF THE IMPLANT.

(2) With revolution of non-fusion techniques of Spinal Disorders, RAYMEDICA invented a new Prosthesis to replace the neculeus prolapse of degenerated lumber disc named Prosthetic Disc Neculeus (PDN) started to apply this newly invented prosthesis. A clinical trial was done worldwide. Dr. Khalid Batterjee was one of the Members of this trial in Middle East. The trial includes 75 patients with single level Disc Degeneration the inclusion criteria were chronic disability low back pain non-responsive to conservative measures, with radiological features of single level disc degeneration including plain x-ray, MRI lumber spine with or without discography.

The procedures done and the result was scored according to Oswestry pain scoring system of this newly invented prosthesis.

Now, after a lapse of more than 5 years of this trial, the prosthesis is approved by FDA based on promising and successful outcome of clinical trials.

Makarem S. Batterjee

Executive Vice President of BAB Holding
President of Shababco Enterprises



Makarem Batterjee is the Executive V.P. of BAB Holding Group. His main task is to bring new health care related businesses and ventures to the MENA region and India in order help make BAB Holding more Holistic. He is now focusing on helping the group to get into variety of new health care and real estate lines.

He is also the Founder and President of Shababco Enterprises, a progressive lifestyle company, passionate to offer our new Arab generation an elevated and forever-evolving paradigm of life through innovative services and facilities that empower and globalize the society. Boldly, Shababco promotes identical empowering values for women, while still being Sharia compliant. A famous brand under Shababco is Gold's Gym, for which he is the Master Franchisor for the Middle East. Gold's Gym Jeddah was acclaimed as the World's Best Gym for 2006 and is the largest Gold's Gym in the world; it also boasts the largest female membership internationally. By the year 2020, Shababco will have over fifty organizations under its umbrella dedicated to life improvement for both members and the world at large. A new brand, The Lift, offers the women of Saudi Arabia a haven to both relax and educate themselves. CyberOne, a real estate project, offers high tech trendy living for the modern minded. Its mission is to promote wellbeing.

Furthermore, Makarem has also founded The Shababco Foundation, an altruistic group, seeks to engender world peace by bringing together students and young people from multifarious cultures and countries through exchange programs, sports and education. In this light, the Foundation has submitted a proposal to the Global Redesign Initiative of the World Economic Forum entitled "Global Leading Schools Program & Ranking Directory." This creates exchange programs between top Eastern and Western schools, which will enable its graduates, which are likely future leaders of tomorrow, to accept and appreciate one another and their cultures from a young age. Also under development with Shababco are international sports programs (including baseball --to date virgin territory in the Middle East), some on our own accord and some in cooperation with international bodies such as Global Sports Partners. Healthy eating programs that promote health in and fight hunger in both the developing and developed world are in alliance with Table for Two.

Makarem has went has a Bachelor's of Science from California State U. Long Beach and Post baccalaureate studies included executive studies at Harvard, Thunderbird University and he is presently completing his Executive MBA at the world's highest rated business institution, London Business School.

Sultan S. Batterjee

CEO - International Hospitals Construction

One of the thriving new generation of the Batterjee Family and a graduate of Regent Business School, London. He holds a Bachelor's Degree in International Finance & Accounting and has worked in the banking industry in Geneva, Switzerland, followed by employment at the Lazard Investment Bank in London. Now he is heading as CEO of International Hospital Construction Company to help improve and sustain quality Hospital Development in the region to world standards.



Rudwan K. Batterjee

CEO - BAB Pharmaceutical Industries

Rudwan Batterjee is one of the thriving new generation of the Batterjee Family and graduated from Cape Breton University, Canada, with a Bachelor of Business Administration. He is also a graduate of the Leysin American School, Switzerland, from which he was awarded LAS Ambassador status as an Honor Student and sits in the Dean's List during Ungraduate studies. He is now the Founder and CEO of BAB Pharmaceutical Industries 2008 – Present.



Abdul Jalil K. Batterjee

CEO - SYANAH

Abdul Jalil has a Bachelor's Degree in Business from Germany and now he is heading the Siyanah medical maintenance company to target Hospital providers to help them achieve their efficiency goals by reducing depreciation rate of all medical assets.



Hamza S. Batterjee

CEO - International Skill Development Company
(Fast Track Kids)

Hamza Batterjee is the President/CEO of International Skill Development Company (ISDC), and is part of a thriving new generation of the Batterjee Family. As a graduate of Regent Business School, London, he holds a Bachelor's Degree in Global Business Management. He is also a graduate of College du Lemman International School, Switzerland. Mr. Hamza Batterjee revolutionized the education system in the Kingdom by introducing a state-of-the-art extracurricular Edutainment program. This groundbreaking new system combines education and entertainment in a way that allows kids to develop a lifelong love of learning.



APPENDIX: PHOTOGRAPHS



SAUDI GERMAN HOSPITAL - JEDDAH



SAUDI GERMAN HOSPITAL - RIYADH



SAUDI GERMAN HOSPITAL - MADINAH





SAUDI GERMAN HOSPITAL - SANAA



SAUDI GERMAN HOSPITAL - ASEER



SAUDI GERMAN HOSPITAL- DUBAI



SAUDI GERMAN HOSPITAL CAIRO - EGYPT



BATTERJEE MEDICAL COLLEGE



BATTERJEE MEDICAL COLLEGE





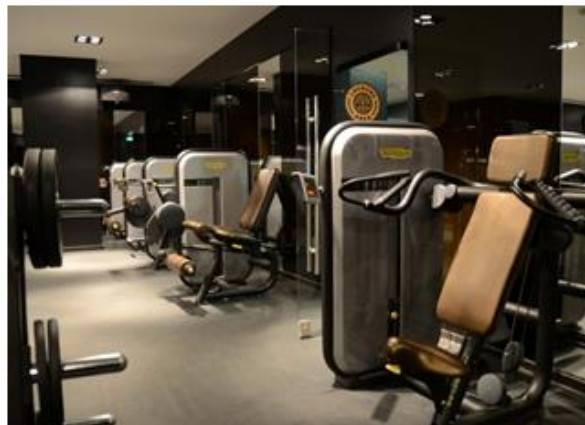
INTERNATIONAL HOSPITALS
CONSTRUCTION CO. LTD.

IHCC OFFICES

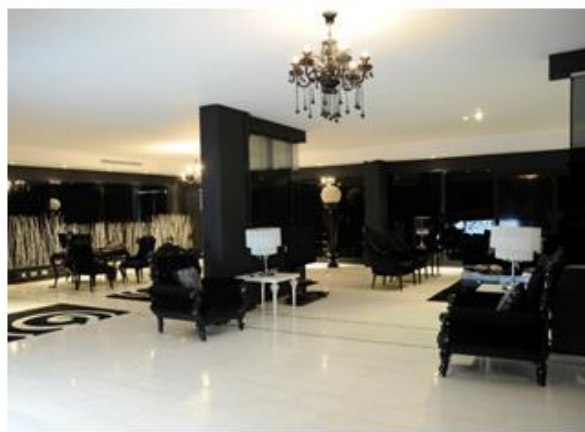




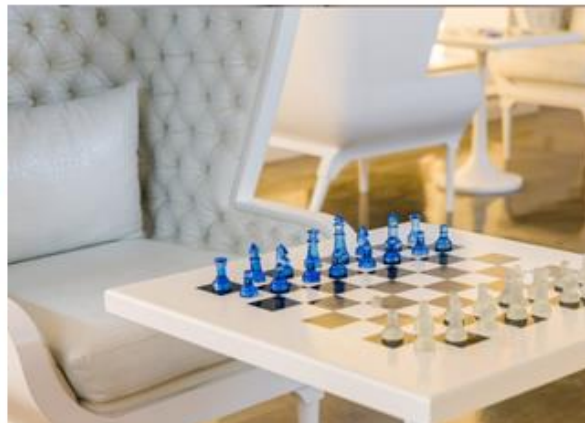
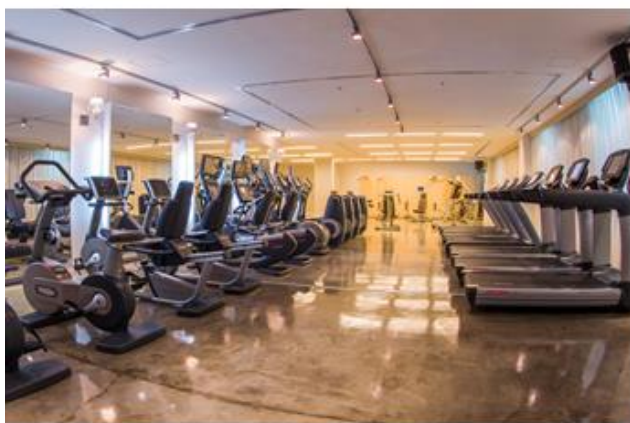
GOLD' S GYM – RYD.



GOLD' S GYM ELITE – JED.



GOLD' S GYM ELITE – JED.





DEVELOPMENT OFFICE





International Skill Development Company



Please visit SGH Group's Corporate website: www.sghgroup.ae &
Hospitals' Website: www.sghgroup.com