



RAK Ceramics -  
Corporate Head Office  
Ras Al Khaimah

## Introduction

**R.A.K. CERAMICS** is the Ras Al Khaimah, UAE headquartered Global CERAMIC MULTINATIONAL with worldwide sales of over USD 700 million.

**R.A.K. CERAMICS** is a public shareholding company with H.H. Sheikh Saud Bin Saqr Al Qassimi, the Crown Prince & Deputy Ruler of Ras Al Khaimah as the Chairman and Dr. Khater Massaad as the Chief Executive Officer. The original vision of the founders backed by solid perseverance was to set up a successful ceramic tile and sanitaryware manufacturing Company that would meet world standards for quality and beauty. What first started production in 1991 has over the past decade progressed with giant strides to be a world class organisation, and amongst the top ceramic manufacturing organisations in the world, and a jewel in the manufacturing sector of the entire Middle East, all achieved within a short span of just 18 years. RAK Ceramics is a ISO 9001 : 2000 & ISO 14001 : 2004 certified organisation.

The Ras Al Khaimah plants alone produce around **225,000 sq. mt. of tiles PER DAY** and over **7000 pieces of sanitaryware PER DAY**. Considering the Company's overseas plants in several other countries like China, Sudan, Bangladesh, India and Iran, the global production of tiles is over **325,000 sq.mt. of tiles per day** and **12,000 pieces of sanitaryware per day**, making RAK Ceramics' one of the largest multinationals in the world manufacturing ceramic & porcelain tiles & sanitaryware.

Presently the company exports to more than **135 countries across 5 continents**, which is a testimony to its excellent reputation in the ceramic industry. RAK Ceramics sells actively in the most competitive European countries . RAK Ceramics also sells large quantities in the Far East, Australia, USA & Canada, besides having regular shipments to all continents. Distributors in over 100 countries, actively promote the products. In many countries, independent agents also assist the Company's marketing efforts.

The Company has subsidiaries in Germany, France, UK, Italy, Belgium, Georgia, Australia, China, India, Saudi Arabia, Sudan, Bangladesh & Iran. R.A.K. Ceramics' overseas plants capacities stand as follows: China - 11 million sq.mt per annum, Sudan - 6.5 million sq.mt per annum, India- 7 million sq.mt per annum & 250,000 pieces of sanitaryware per annum, Iran- 3.0 million sq.mt/annum and Bangladesh - 6 million sq.mt and 250,000 pieces of sanitaryware per annum.

RAK Ceramics' has over 6000 models active in the ceramic & porcelain tile business, and regularly adds several new designs almost every week to the product portfolio. The Company manufactures tiles in a very wide range of sizes from 10 cm x 10 cm upto 125 cm x 185 cm, which is the widest range on offer from any one company in the ceramic field. The 125 x 185 slabs are the largest Gres Porcellanato slabs in the world and used for a variety of internal and external applications. Exquisite vanity tops are also manufactured from these slabs. Exclusive Water Jet Designs are also manufactured from Gres Porcellanato. The Company has also an exclusive range of sanitaryware to offer with a very wide choice in designer bathroom sets, wash basins, bathtubs and related items.

RAK Ceramics has also joined hands with the world known Laticrete International Inc of USA to form LATICRETE RAK Co. LLC to offer extremely useful, high strength and durable tile installation products having unique properties.

## Mission Statement

“Excellence” is a way of Life at RAK Ceramics, it knows no boundaries nor is it a fixed standard. It is a “state” that is continuously changing and evolving. It pushes us to reach even more challenging Standards of Performance.

As a Global Leader in the Industry, we stand committed in all our Endeavors for:

- ❑ “Excellence through Hi-Quality Products and Services so as to provide The Best Value for Money.”
- ❑ “Excellence” in the use of the Best Technology to create the most innovative products and designs.
- ❑ “Excellence” in our role and responsibility , by creating in every employee the skills and the will, the “Passion to Excel” by benchmarking to still higher levels of Performance and creating “The Future Today”.

# Landmarks of Progress 1991 - 2009



## 1991

First plant commences production with 5000 sq.mt a day capacity. It now has a capacity to produce 19,000 sq.mt. a day.

## 1993

First sanitaryware plant commences production. Capacity to produce 3000 pieces per day.

## 1995

Second plant for tiles starts. Production capacity of 14, 500 sq.mt. per day.

## 1997

Third plant for tiles starts. Production capacity of 14, 500 sq.mt. per day.

RAK Ceramics gets ISO 9001 accreditation from CICS, UK.

## 1998

Fourth tiles plant commences production . Capacity to produce 20,000 sq.mt. per day.

## 1999

Fifth tiles plant commences production. Capacity to produce 20,000 sq.mt. per day.

## 2000

Second sanitaryware plant starts . Capacity to produce 2000 pieces per day.

Sixth ultra modern tiles plant commences production. Capacity to produce 20,000 sq.mt. a day including that for large format slabs in size 120 cm x 180 cm.

RAK Ceramics' starts its first overseas tile project - Bangladesh plant commences production with a capacity of 10,000 sq.mt per day

## 2002

Seventh tiles plant commences production. Capacity to produce 2000 sq.mt. per day.

Eighth tiles plant commences production with a capacity to produce 30,000 sq.mt. per day.

RAK Ceramics receives ISO 9001-1994 approval from BVQI

## 2003

RAK Ceramics' starts its 2nd overseas tiles project -China plant commences production with a capacity of 14,000 sq.mt. per day

## 2004

LATICRETE - RAK joint venture starts production to make tile adhesives.

New sanitaryware plant at Ras Al Khaimah starts production with a capacity to produce 2000 pieces per day.

RAK Ceramics starts 3rd overseas tiles project in Sudan with a production capacity of 10,000 sq.mt. per day.

New Sanitaryware plant at Bangladesh commences production with a capacity of 1000 pieces per day.

Bangladesh tiles plant capacity doubles to 20,000 sq.mt. per day.

## 2005

Ninth plant commences with a capacity to produce 30,000 sq.mt. per day.

RAK Ceramics receives ISO 9001- 2000 approval from BVQI

RAK Ceramics starts 4th overseas tiles projects in Iran with a production capacity of 10,000 sq.mt. per day

China tiles plant doubles capacity to 34,000 sq.mt. per day

Sudan plant doubles capacity to 20,000 sq.mt. per day

RAK- (UAE operations) sales reach AED 1 billion for the year

## 2006

RAK Ceramics starts 5 th overseas tiles project in India - Plant starts production in March 2006 with a capacity of 20,000 sq.mt per day.

Sanitaryware 2nd overseas plant with a production capacity of 1000 pieces/ day to commence in India

10th tile plant commenced production at Ras Al Khaimah in March 2006 with a capacity of 45,000 sq.mt. per day.

## 2007

RAK Kludi commences commercial production.

## 2008

Expansion of eight plant complete to manufacture an additional 6500 sq. mt. of tiles per day.

## 2009

Expansion of seventh plant & tenth plant complete to make additional 3000 sq. mt. and 15,000 sq.mt. of tiles per day respectively.



**Dr. Khater Massaad**  
Chief Executive Officer  
R.A.K. Ceramics

# Products

The product range of the Company is huge, but can be summarised as under

## TILES:

- In the **Ceramic range**, the company produces ceramic wall tiles, ceramic floor tiles, matching decor tiles, listellos, and pencils & cappings and a few other related items..

- In **Gres Porcellanato** (porcelain / fully vitrified tiles), the company produces thousands of models in glazed & unglazed porcelain, covering finishes such as polished, Semi polished, unpolished, rustic, stone, mosaic, travertino, etc. Some unique patterns and finishes are acquired through new technologies such as Roto Printing, Double Charge, Granitech, MDR, Technoslate, Twin press, & dry glaze, to name a few of them. Some unique "antique style" finishes and many specialised finishes in tiles have been possible due to such advanced gres porcellanato technology. The tiles are manufactured in very wide range of sizes

- The company manufactures the largest slabs in the industry in size 125 x 185 cm ( 2 cm thick).

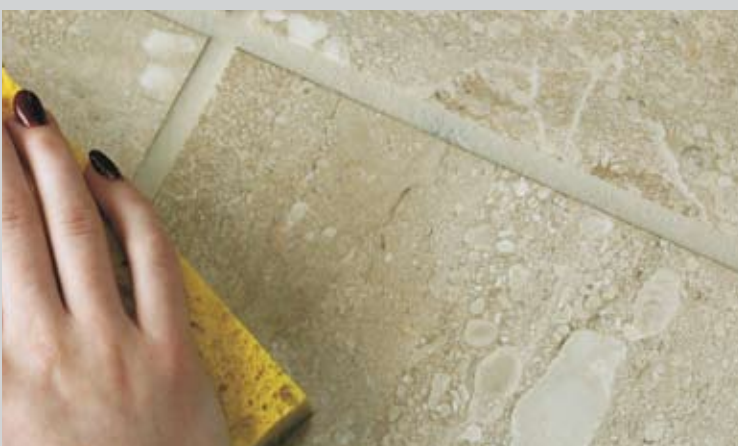
- Water jet cutting technology machines also facilitate unique water jet designs and diamonds cutting machine tools help make beautiful vanity tops from gres porcellanato slabs.

## SANITARYWARE

In Sanitaryware various models are produced in wash basins (mounted as well as pedestal), water closets (WC), bidets, bathroom sets, bath tubs, shower trays, kitchen sinks, bathroom cabinets, accessories and decorated sets.

## TILE ADHESIVES

LATICRETE RAK Co. LLC, a group company also having its manufacturing base in Ras Al Khaimah, offers extremely useful, high strength and durable tile installation products having unique properties.





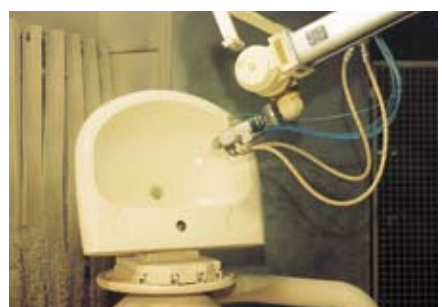
RAK Ceramics - the Plants at Ras Al Khaimah-UAE

## Infrastructure

Situated along the highway to Dubai, is R.A.K Ceramics' huge complex extending over an area of 1,500,000 square meters. On this vast area of land are 10 "state of the art" factories, raw material warehouses, CNC workstations, showrooms, office buildings, showrooms, research & development laboratories, and silkscreen & photo-printing facility. The plants at Ras Al Khaimah are equipped with some of the longest kilns in the world. The largest press in the ceramic industry - the PH 7200 (tons) is housed at Ras Al Khaimah & produces Gres Porcellanato slabs of large format upto 125 x 185 cm - the largest size in the industry.

The plants are also equipped with other state of the art equipment such as a water jet cutting machines used to create various designs & patterns, rotomatrix color decoration machines that give tiles natural perfect prints, and diamond cutting machine used in the production of special items like vanity and kitchen tops.

R.A.K Ceramics also has the latest machinery housed in the sanitaryware plants like a high-pressure casting mould bench. A robot-spraying machine is used to give each piece of sanitaryware a perfectly even finish.



# Markets

Presently, the company exports to more than 135 countries worldwide, which is a testimony to its excellent reputation in the ceramic industry. RAK Ceramics sells actively in the most competitive European countries.

Distributors in over 100 countries actively promote our products. In many countries, independent agents also assist the Company's marketing efforts. In the recent years, the Company has set up its own subsidiaries in Italy, Germany, France, United Kingdom, Switzerland, Belgium & a few other countries and to effectively market its products, and maintain stocks for easy supply & distribution.



## CORPORATE HEADQUARTERS

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## OUR MARKETING OFFICES

### EUROPE

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Tel : +61 2 8717 9044, Fax : +61 2 8717 9088, Email : imports@prestigitiles.com

### GEORGIA

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Tel : +995 32 34 58 58 Tel/Fax : +995 32 34 44 99 Website : www.rakceramics.ge

### SAUDI ARABIA

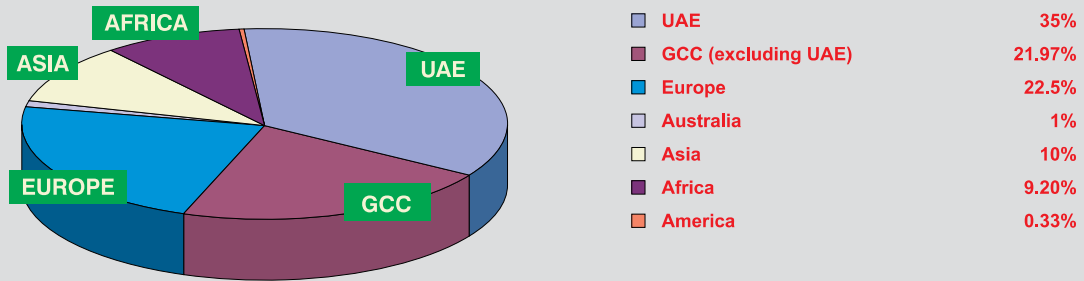
R.A.K. CERAMICS SAUDI LLC., AL-MUNAJJIM BLDG., AL-TAKHASSUSSI ROAD, P.O. BOX : 68647 RIYADH 11537, K.S.A.  
Tel : +9661 488 9977, Fax : +9661 4884003 Email : raksaudi@hotmail.com

## TILE ADHESIVES & GROUTS

### UAE

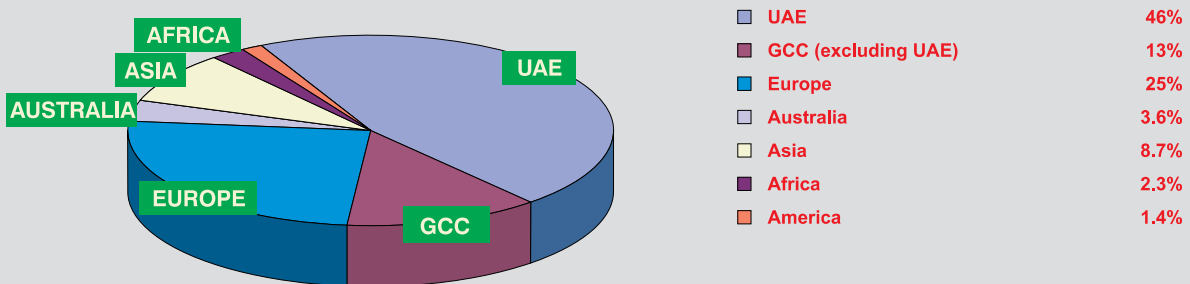
LATICRETE RAK CO. LLC, P.O. BOX 4714, RAS AL KHAIMAH, U.A.E. Tel: +971 7 2446396, Fax: + 971 7 2445915, Email: laticreterak@rakceram.com

Break up of tiles sales as per destination :

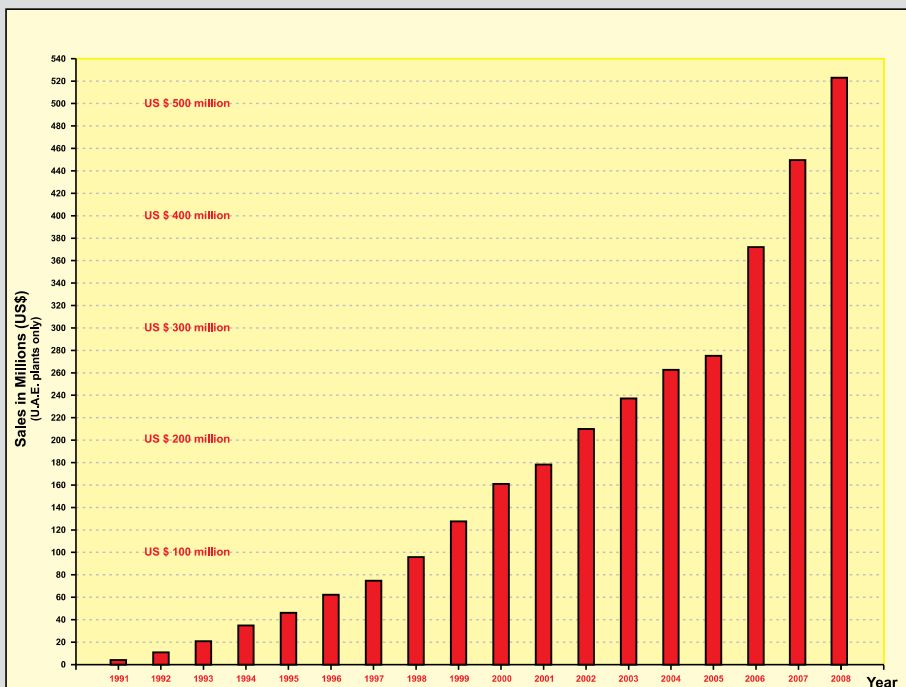


(Chart based year 2008 sales)

Break up of sanitary ware sales as per destination :



(Chart based year 2008 sales)



Sales in US Dollars  
1991-2008 from  
plants in  
Ras Al Khaimah

Year 2008 sales :  
AED : 1.924 billion  
( USD 524 milloin )

# Financial and corporate strengths

In addition to strong technology, innovation and marketing strengths, we have extremely strong financial performance track record in the global ceramics industry and financial markets.

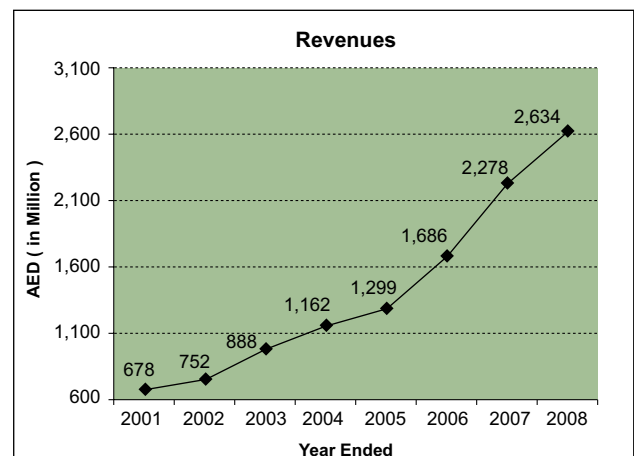
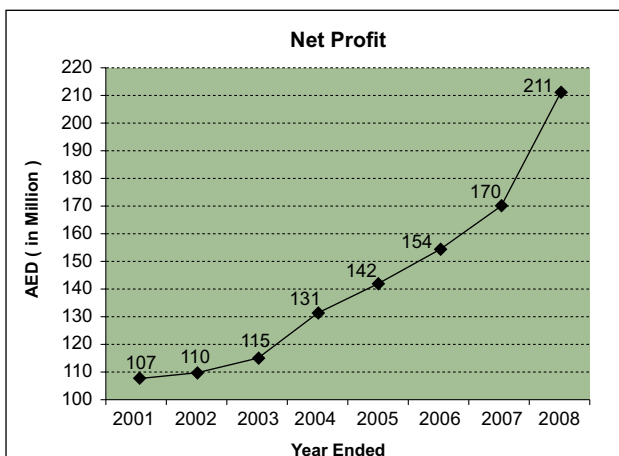
We have consistently shown growth in revenues and profits, particularly in the last few years by strategically addressing the globally growing ceramic tiles, sanitaryware and construction materials markets in addition to taking strategic positions in the materials and logistics value chain. The company revenues grew at a Compounded Average Growth Rate (CAGR) of 21 percent over 2001-08 as compared to about 6% per annum global industry growth rate. The company's profit margins remain best in class in the global industry benchmarks.

Key Financial Indicators : Financial Performance	2001	2002	2003	2004	2005	2006	2007	2008
Revenues (AED Million)	678	752	888	1,162	1,299	1,686	2,278	2,634
EBITDA Margin	29.6%	27.5%	22.0%	21.2%	22.0%	27.6%	21.4%	19.8%
Net Income (AED Million)	107	110	115	131	142	154	170	211
EPS (AED)	0.51	0.54	0.51	0.49	0.44	0.39	0.35	0.37
Dividends (cash/stock)#	10%	30%	40%	20%	20%	20%	20%	20%
BVPS (AED)	3.51	3.84	3.81	3.56	3.40	3.21	3.03	2.89

Source : Audited financial statements\*

# Distributed out of previous year profit.

We have systematically increased our production and marketing capacities at a compounded annual growth rate (CAGR) of 16 percent since inception in 1991 and have established ourselves among the top ceramic tiles and sanitary ware manufacturers of the world. We have strong global market presence in over 150 countries, across 5 continents. We have a well diversified revenue base with 71 percent of revenues from exports outside the home country (of which 43 percent in GCC & other Asian region and 18 percent revenues generated in Europe) as part of Company's strategy to diversify market risks. We source quality raw materials from across the world leveraging our location in Ras Al Khaimah, the most competitive manufacturing destination to service regional and European markets.



We are listed in Abu Dhabi Securities Exchange since 2003 (security code: RAKCEC). We launched our first syndicated loan offer for USD 100 million through its mandated lead arrangers based in London in 2004 which was oversubscribed. Our second syndicated loan was launched in 2006 and was again oversubscribed. The third London market mezzanine syndication for US \$ 75 million was also successful during 2007. Our international investment projects in China, Bangladesh, Iran and India were funded by International finance Corporation (IFC), a member of World Bank group.

Our reference banking relationships include over 20 major multinational & local banks in UAE and with all types of corporate banking facilities (including term/ trade finance facilities, working capital facilities, derivatives & treasury products, online banking etc.). Our strong track record of growth coupled with policies to maximize shareholder value has resulted in strong financial position.

(Figures in Million AED)

Key Financial Indicators : Financial Position	2001	2002	2003	2004	2005	2006	2007	2008
Assets	1,105	1,222	1,475	1,797	2,693	3,825	4,267	4,532
Share holder funds	718	784	855	961	1,101	1,251	1,414	1,618
Current Assets	709	771	942	1,165	1,629	2,504	2,921	2,905
Current Liabilities	266	204	439	562	578	1,366	1,609	1,874
Long Term Liabilities	119	230	177	256	989	997**	954**	751**

Source : Audited financial statements\*  
\*\* Mezzanine subordinated Debt is not considered in long term liabilities.

As part of expansion and diversification, we have engendered several strategic businesses to address our value chain opportunities and costs by partnering with established players in niche markets. Our corporate governance and investment policies include building and capitalizing on opportunities leveraging on the capabilities of the companies in technology, market and supply value chains for ceramic, refractory and construction material businesses. Our investment policies also require adequacy of financial returns in context of cost of capital and premium thereon during the business and financial due diligence process.



Joint Venture	Activity	Ownership %
RAK Laticrete	Tile adhesives, grouts and epoxy based material for tiling applications	51 %
RAK Global	Logistics & freight forwarding for exports and imports	51 %
RAK Porcelain	High quality premium Porcelain Tableware for professional and consumer application	50 %
RAK Minerals	Ceramic and refractory mineral sourcing, mining, mineral processing, blending and trading	50 %
RAK Chimica	Ceramic industrial chemicals	56 %
RAK Kludi	Taps, faucets and other accessories for sanitary ware products	51 %
Real Estate JV	Acquire land & develop real estate projects	24%
Prime Builders Construction Contracting	Industrial & residential construction; block plant; ready mix plant & road ashaling contracts	51%
RAK Agora	Ceramic & construction material trading & warehousing in East Africa	50%
Electro RAK	Electrical installation & maintenance contracting	51%
Prime Builder Trading	Ceramic & sanitary ware distribution in Emirate of Abu Dhabi	50%
RAK Composites LLC	Mfg & Trdg of high performance yachts	80%
Ahmadah RAK Intl	Logistics	10%
Al Hamra Construction Contracting	Construction & contracting of residential & industrial structures	50%
RAKAEZ Engg Consultancy	Construction consultancy	56%
RAK Luminar LLC	Light Fitting & Trading In Light Equipment	51%
RK Group LLC	Construction consultancy	60%
Iran Mall Project	Real Estate	24%
RAK Warehouse Leasing	Warehousing Services	50%
Hamra Hotels & Resorts	Hotel Management Services	50%
Prime Builder Asphalt Industries	Road Contracting & Asphalt Industries	51%
RAK Ceramics Holding ##	Investment company	100%

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### ## RAK Ceramics Holding Company has invested in following companies

Company	Activity	Ownership %
RAK Piling LLC	Business of piling & Foundation for construction	75 %
RAK Fabrication LLC	Business of Steel hangers & shade manufacturing, reinforcement steel bar fabrication , steel fabrication % welding workshop.	95%
Technical Supply & Apply LLC	Tile & flooring material trading , floor & wall tiling works	52%
RAK Watertech Company LLC	Provides high quality engineering & water treatment technology.	90%
Al Hamra Aluminum & Glass Industries	Processing of reflective enameled & ensulant glass, Aluminum extrusion & rolling, Curtain walls & window manufacturing.	50%
RAK Steel LLC	Manufacturing of steel profiles rebars & billets.	10%
Keraben Gulf LLC	Trading in ceramic tiles , sanitary wares & related products.	51%
Alltek Emirates Ltd ***	Production & Marketing , applying glue , mixes for fixing wall paints	100%
RAK Paints LLC	Manufacturing paints & dyes for construction , décor, auto as well as for metals.	60%
Speedrak AC Systems LLC	Business of air conditioning ventilation & air filtration system installation and maintenance.	51%
RAK Gypsum & Decorations	Manufacturing , Trading & application of Gypsum products & decorative ,ceiling, maquettes etc.	51%
Emirates Heavy Engineering	Land draining works , building contracting,steel construction contracting , sewage & drainage contracting.	50%
AAA Contractors	Construction contracts	60%
RAK Universal Plastic Ind. LLC	Plastic pipes & fitting manufacturing , production of plastic bottels & containers	52%
Craft Steel Consultants FZ LLC	Architectural consultancy services , engineering drawings services.	60%

\*\*\*99% holding by RAK Paints LLC

Our audit relationships include firms representing Howrath International Gulf Accountancy & Audit Centre, PricewaterhouseCoopers and Ernst & Young.

We enjoy very strong support from local community and the government of the emirate of Ras Al Khaimah and we regularly participate in community development programs in areas of education, healthcare, public utilities, training and development.

\*Audited financials statements are available on websites [www.sca.ae](http://www.sca.ae),  
Home page [www.rakceram.com](http://www.rakceram.com)

Experts consider the following reasons as to why RAK Ceramics made such great strides in a very short time in the industrial world :

- An extremely determined effort to create a world class company, with a great investment in technology, with its CEO as Dr. Khater Massaad a techno-manager at its helm since the Company's formation.
- A determined effort to think beyond the lucrative UAE / GCC market as its only market.
- A very aggressive approach in entering and capturing regional and overseas markets with a focus on some of the largest markets of the world, though the most toughest.
- Not restricting its vision to manufacturing in the region, but to go far into foreign lands to set up manufacturing locations.
- Reinvesting a large portion of profits back into technical up-gradation on a regular basis
- RAK Ceramics developed a massive capacity for manufacturing to supply huge quantities for major projects and major big box retailers.

The strength of RAK Ceramics has been the speed with which it innovated itself to meet market expectations with new designs & products catered to the various world markets. RAK Ceramics has created the largest and most exclusive range of models in the ceramic world with new models offered every month, appealing to all market segments such as interior designers & architects; engineers, major retail chains, corporates, do-it-yourself retailers & home owners; all keeping in mind of course, the end user across the world.

# Awards



RAK Ceramics was awarded the **Mohammed Bin Rashid Al Maktoum Business Award (MRM Business Award) for INDUSTRY** for the year 2005. At a glittering ceremony held at the Al Multaqua Ballroom at the Dubai World Trade Center on Dec 13th 2005, **Dr. Khater Massaad, CEO of RAK Ceramics** received the award at the hands of **UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum.**

The prestigious **Mohammed Bin Rashid Al Maktoum Business Award (MRM Business Award)** has been introduced to recognize and celebrate the success of firms that have contributed and to the economic development of the United Arab Emirates. The criteria for assessing applications for the Award focussed specifically on the factors that lead to outstanding business performance. Under the Patronage of UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum, the **Dubai Chamber of Commerce and Industry** instituted the awards.



Dr. Khater Massaad, CEO of RAK Ceramics received the award at the hands of UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum.

The winners were scrutinized on the performance factor, besides the excellence factor, in running their businesses, depending on general and specific criteria. The general criteria were the strategic initiatives that involve environmental analysis, strategy formulation, performance planning and evaluation. The second criteria was leadership that involves setting direction, motivating people, performance management & the third criterion was quality that involves work processes, quality systems and customer satisfaction, the fourth criterion was corporate culture that involves belief systems, values and ethics, and fifth criterion was corporate social responsibility that involves commitment to contribute to nation and society.

As for the specific criteria, they were outputs that involve the cultural considerations, outcomes that involve the achievements derived from the outputs of products and services of the company, and impact that involves the benefits accorded to society, nation and others.



R.A.K Ceramics, was awarded the “Arabian Business” Company of the Year for 2004. Dr. Khater Massaad, Chief Executive Officer of R.A.K. Ceramics received the award in the presence of UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum.

The prestigious award ceremony was held at the Joharah Ballroom, at the Madinat Jumeirah on October 4, 2004.

The Awards are organized by “Arabian Business” magazine; and are renowned as the most valued recognition of success in business innovation across the Middle East. The “Arabian Business” magazine is published by ITP ( The Information & Technology Publishing Co. Ltd ), a world wide publishing house of repute. ITP is the largest business and consumer magazine publisher in the Middle East, with a wide range of market-leading titles covering almost all major areas of interest.

### ISH GULF 2005 Best Stand Award



R.A.K Ceramics stand at ISH Gulf 2005 exhibition was adjudged as the Best Stand for design & presentation amongst 330 participants.



## D&B rates RAK Ceramics PSC highly

D&B, Dun & Bradstreet, the world's leading source of information and insight, since 1841 has completed rating exercise of RAK Ceramics PSC the leading global producer of ceramic tiles & sanitary ware. The overall rating assigned for RAK Ceramics PSC was 5A2 which indicates good financial standing of the Company, its financial strength and the evaluation of credit worthiness, trade references, management experience, competitive positions and low risk among various factors contributing to the high rating. RAK Ceramics PSC rating is among the highest rating assigned to any company in UAE and is second highest rating in the D&B rating scale worldwide.



Trend Setters

.... and now a  
SUPER BRAND  
status for  
RAK Ceramics  
from



The 'Council of Superbrands' is acclaimed worldwide as being an independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding.

RAK Ceramics is now a USD 800 million global conglomerate in the ceramic industry that exports its products to over 135 countries. The Company offers a perfect blend of technical finesse and aesthetics and manufactures 325,000 square meters of tiles per day and 12,000 pieces of sanitaryware per day.

Ceramic Tiles | Gres Porcellanato | Sanitaryware  
Paints | Faucets | Adhesives & Grouts | Tableware



# Leadership Perspectives

The “Organizational DNA” of RAK Ceramics has been based on three founding principles viz.

- one on technology and quality,
- second on a strong resolve and astute leadership from the Top
- third the strategy to convert the above two into goals.

Of the above three principles the one of leadership from the Top has definitely been the most vital of the contributing factors for RAK Ceramics. Right from its inception, the promoters of the company had a clear vision in this regard.

The Vision and the Mission based on Excellence strongly driven by the Passion to Excel in every gamut of its operations, whether it be to the Market at large, or to its Stakeholders, or its Employees was the best investment the company made so as to become an Acknowledged Leader in the World in the shortest span.

This translated into the latest state of art machines and equipment’s being inducted, together with the best designers in the world. The result was unmatched quality products that money can buy..truly elevating it as Best Value for Money status. The Company was flexible enough to adapt the external market shifts and continue to remain steadfast to its tenets of a sustained strategy of being focused and aligned with market realities. Flexibility to external market also meant that the company had to be a forward looking and self correcting type of organization that anticipates “change” in the market place as a routine and address all such issues proactively.

Any corporate attains its personality from the core values it wants to cherish right through the organization. The underling 3 principles as envisioned by the founding members of RAK Ceramics is implicit in its testimony of that corporate culture that would define the Goals, the rest of the activities just fall in place. At RAK Ceramics to “Excel’ is a Way of Life in whatever we do, its an action packed environment – proactive, vibrant, a highly motivated driving force steadfast to bettering our performance all the time. RAK Ceramics is an absolute task and achievement oriented organization with a high level of transparency, and team coordinated approach to all aspects of business.





# Contribution to International projects

RAK Ceramics supplies to several hundreds of top companies in the world. These companies span from large distribution chains & retailers, top most construction companies and well known real estate developers.

RAK Ceramics' figures as an official supplier of floor tiles for the construction / renovation of the showrooms of Mercedes-Benz, worldwide. Our products have been used in showrooms of BMW as well.

Our products have been specified and used for many buildings being constructed for the 2004 Olympic Games in Greece. Some of the largest "Big Box" retailers of building materials market our products. Some of the famous names amongst that are Home Depot in the USA, Bauhaus & Raab Karcher in Germany; the Saint-Gobain Group in France and many other renowned names.

## Partial list of major projects (worldwide) supplied by R.A.K. Ceramics

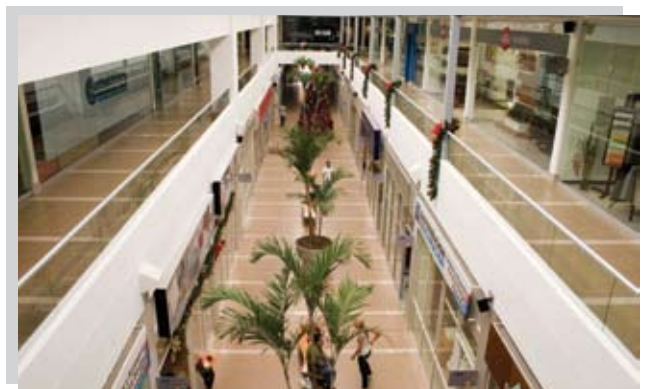
1. HEATHROW AIRPORT - London
  2. WEMBLEY STADIUM - London
  3. DAIMLERCHRYSLER - Europe  
MERCEDES SHOWROOMS
  4. ROCHER FERREO - Toronto, Canada
  5. OLYMPIC VILLAGE 2004 - Athens, Greece  
OLYMPICS
  6. GRAND HYATT - Washington DC
  7. GRAND HYATT - Eldersburg, MD, USA
  8. GRAND HYATT - Ashkabat, Turkmenistan
  9. GRAND HYATT HOTEL - Dubai
  10. SHERATON PLAZA HOTEL - Dubai
  11. HOLIDAY INN - Sharjah
  12. HOTEL INTERCONTINENTAL - Paris
  13. CROWN CASINO HOTEL - Melbourne, Australia
  14. SARABIA HOTEL MANOR - Phillipines
  15. ABBOTSFORD COVE - Sydney
  16. TONGLÉN BEACH RESORT - Phillipines
  17. ROYAL PALACE - King Hussein, Jordan
  18. PRESIDENTIAL PALACE - Ashkabat, Turkmenistan
  21. H.H. SHEIKH ZAYED - Al Bahr Palace, Al Jarf Palace  
AL NAHYAN
  22. THE MEADOWS PROJECT - Jebel Ali Properties
  23. GARDEN HILL PROJECT - Union Properties
  24. AHMED AL ATTAR TOWER - Dubai
  25. METRO M2 LAUSANNE - Lausanne, Switzerland
  24. RAILWAY STATION FERROVIE NORD - Milan
  25. INTERNATIONAL AIRPORT - Nanjing
  26. ISLAMABAD AIRPORT - Pakistan
  27. AMERICAN UNIVERSITY - Sharjah
  28. AMERICAN UNIVERSITY - Jebel Ali
  29. KNOWLEGDE VILLAGE - Dubai
  30. SULTAN QABOOS UNIVERSITY - Muscat, Oman
  31. AL JAZIRA ACADEMY - Doha Qatar
  32. Mc DONALDS - Australia
  33. SIAM PARAGON MALL - Bangkok, Thailand
  34. THE CENTRE - Hong Kong
  35. MARINA MALL - Abu Dhabi
  36. UPIM DEPARTMENTAL STORES - Italy
  37. COIN OVIESSE DEPARTMENTAL STORES - Italy
  38. ARMANI CENTRAL SHOP - Italy
  39. CENTRO COMERCIAL UNIVENTAS - Medellin, Colombia
  40. ASKABAT MOSQUE - Dome Project, Turlmenistan
  41. DEFENSE OUEST - Paris, France
- And several more.....



Daimlerchrysler Mercedes Showrooms- Europe



Defense Ouest - Paris, France



Centro Comercial Univentas - Medellin, Colombia

# Contribution to UAE projects

RAK Ceramics' has contributed to various landmarks in the U.A.E. belonging to Government and the Private sector. Within the UAE, only some of the recent major projects that the Company supplied to are **Dubai International City, Dubai Festival City, Jumeirah Beach Residence, Discovery gardens, Dubai Silicon Oasis, Burj Dubai & Arabian Ranches.**

## A partial list of some of the projects

1. Project: BURJ DUBAI TOWER  
Contractor : NASA MULTIPLEX  
Consultant : WOODS BAGOT
2. Project : JEBEL ALI INTERNATIONAL AIRPORT  
Contractor : ARABTEC  
Consultant : DAR AL HANDASH CONSULTANTS
3. Project : INTERNATIONAL CITY  
Contractor : JEBEL ALI PROPERTIES / ACE  
Consultant : NUROL GENERAL CONTRACTING
4. Project : DAMAC- LAKE VIEW & LAKE TERRACE  
Contractor : CHINA STATE CONSTRUCTION COMPANY  
Consultant : ATKINS / AL GURG
5. Project : DUBAI LABOUR CITY  
Contractor : DCE CONTRACTING & GHANTOOT GULF  
Consultant : MEECOM CONSULTANTS
6. Project : DUBAI MARINA MALL  
Contractor : PARKWAY INTERNATIONAL  
Consultant : DIP ARCHITECTS
7. Project : MARINA PINNACLE TOWER  
Contractor : TIGER CONTRACTING  
Consultant : NEB CONSULTANTS
8. Project : UTMOST RESIDENTIAL DEVELOPMENT,AL BARSHA  
Contractor : SHAPOORJI PALLONJI  
Consultant : PS CONSULANTS
9. Project : TRANS EMIRATES RESIDENCE 5 BLDGS  
Contractor : DUBAI REAL ESTATE  
Consultant : AL HASMI CONSULTANTS
10. Project : DUBAI PROPERTIES 260 VILLAS  
Contractor : AL HABTOOR
11. Project : GULF TOWER II – EMAAR PROPERTIES  
Contractor : AL BASTI & MUKTA  
Consultant : NEB CONSULTANTS
12. Project : 19 BLDGS- DUBAI REAL ESTATE  
Contractor : UNITED ENGINEERING  
Consultant : OBADULLAH CONSULTANTS
13. Project : 1ST GULF BANK 7 BUILDING PROJECT  
Contractor : AL HABTOOR CONTRACTING  
Consultant : AL MAMAZAR
14. Project : AL BARARI 11 TOWER PROJECT IN BUSINESS BAY  
Contractor : AL NABOODAH CONTRACTING  
Consultant : ARIF BINTOAK CONSULTANATS
15. Project : LAMCY MALL, AL KHAWNEEJ  
Contractor : AL NABOODAH CONTRACTING  
Consultant : ARCH CONSULTANTS
16. Project : AHMED AL ATTAR TOWER, *Dubai*  
Client : MR. AHMED AL ATTAR  
Consultant : M/S. AL THURATH CONSULTANT
17. Project : FAIRMONT HOTEL & RESORT, *Dubai*  
Client : SHK. SULTAN BIN KHALIFA AL NAHYAN  
Consultant : M/S. KHATIB & ALAMI
18. Project : REFURBISHMENT OF AL GHURAIR CENTRE CITY, *Dubai*  
Client : AL GHURAIR GROUP  
Consultant : M/S. NOOR GROUP



Project : GRAND HYATT HOTEL  
Client : DUBAI RULERS OFFICE  
Consultant : ARKITEKNIK INTERNATIONAL CONSULTING ENGINEERS



SIEMENS BUILDING-INTERNET CITY - Dubai

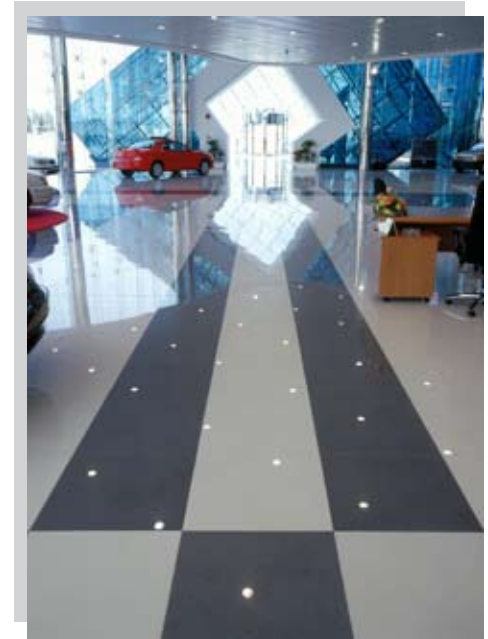


Project : AHMED AL ATTAR TOWER, Dubai  
Client : MR. AHMED AL ATTAR  
Consultant : M/S. AL THURATH CONSULTANT

## Trend Setters



19. Project : GRAND HYATT HOTEL  
Client : DUBAI RULERS OFFICE  
Consultant : ARKITEKNIK INTERNATIONAL CONSULTING ENGINEERS
20. Project : G+25 BLDG, AL TAWAUN, *Sharjah*  
Client : MR. BADER KHAMAS  
Consultant : CAP CONSULTANTS
21. Project : G+25 BLDG, MAJAZ, *Sharjah*  
Client : KHALIFA AL ABBAR  
Consultant : GULF INT'L CONSULTANT
22. Project : AL BUSTAN ROTANNA HOTEL  
Contractor : AL NEKHREH CONTRACTING  
Consultant : KHATIB & ALAMIN
23. Project : BURJ AL ARAB  
Contractor : AL HABTOOR ENG.  
Consultant : W.S. WATKINS
24. Project : AL MAHA RESORT – *Sharjah*  
Contractor : AL HABTOOR ENG  
Consultant : S.T.P. CONSULTANTS
25. Project : REEM PLAZA – AL BUHAIRAH, *Sharjah*  
Contractor : AL HAMAD CONTG  
Consultant : ARC INTERNATIONAL  
Client : COL. MAMARI
26. Project : ALI MOOSA TOWER - KING FAISAL ROAD, *Sharjah*  
Contractor : UNITED ENG.  
Consultant : GULF INTERNATIONAL
27. Project : AL ITTIHAD TOWER- KING FAISAL ROAD, *Sharjah*  
Contractor : AL MAWARID CONTR.  
Consultant : AL AJYAD ENG.
28. Project : AL MANARA TOWER- BUHAIRAH CORNICHE, *Sharjah*  
Contractor : AL HAMAD  
Consultant : ARTIK
29. Project : AMERICAN UNIVERSITY, *Sharjah*  
Contractor : SAUDI BIN LADIN CONTRACTING  
Consultant : GAMBERT
30. Project : AMERICAN UNIVERSITY – *Jebel Ali*
31. Project : AL HAWAI TOWER – SHK. ZAYED ROAD, *Dubai*  
Contractor : AL HUDAIBA  
Consultant : ADNAN SAFARINI
32. Project : CAREFOUR – *Dubai*
33. Project : CAREFOUR – AL AIN
34. Project : DIAMOND PARK - *Dubai*
35. Project : HYUNDAI SHOWROOM - *Dubai*
36. Project : CAPRICORN TOWERS - *Dubai*
37. Project : EMMAR PROJECT (GROUP OF VILLAS) – *Dubai*
38. Project : GARDEN HILL (UNION PROPERTIES)
39. Project : EMIRATES PETROLEUM H.Q.
40. Project : ETISALAT BLDGS. *ALL U.A.E.*
41. Project : EMIRATES HOTEL & RESORT - *Korfakan*
42. Project : AL ATTAR CENTRE- KARAMA, *Dubai*  
Contractor : IBRAHIM LOOTAH  
Consultant : AL TURATH
43. PROJECT KARAMA CENTRE- KARAMA, *Dubai*  
Contractor : MOHD BIN ATIQ  
Consultant : AL TURATH
44. Project : KARAMA GOLD CENTRE, *Dubai*  
Contractor : AL ARIF & MUTAWA  
Consultant : FRASER & NAG PARTNERSHIP
45. Project : JUMA AL MAJID TOWERS- (4NOS). *Dubai*  
Contractor : AL NEKHREH CONTR  
Consultant : ADNAN SAFARINI
46. Project : CUSTOMS BLDG, *Dubai*  
Contractor : AL HABTOOR ENG  
Client : PORT RASHID AUTHORITY



Project : HYUNDAI SHOWROOM - Dubai



Union Properties & capricorn Tower



Project : AL SHOLA COMPLEX, Dubai

## Trend Setters

47. Project : DUBAI FREEZONE, *Dubai*  
Contractor : AL HABTOOR  
Consultant : DAR AL HANDASAH  
Client : DUBAI CIVIL AVIATION
  48. Project : DUBAI AIRSHOW 2000  
Contractor : AL HABTOOR  
Consultant : DAR AL HANDASAH  
Client : DUBAI CIVIL AVIATION
  49. Project : G+4 (32 BLDGS.), *Dubai*  
Consultant : ARENCO  
Client : GOVT OF DUBAI – DEVELOPMENT BOARD
  50. Project : AL SHOLA COMPLEX, *Dubai*  
Contractor : AL NABOODAH  
Consultant : KHATIB & ALAMI  
Client : MR. SAEED AL NABOODAH
  51. Project : G-1 (29 COURTYARD VILLAS)  
– UMM SUQEIM, *Dubai*  
Contractor : BEL HASA CONT  
Consultant : S.P.P. CONSULTANTS
  52. Project : 82 VILLAS  
Contractor : BU-HALEEBA  
Consultant : ARENCO
  53. Project : DUBAI PARK PLAZA HOTEL  
Contractor : DCC ARABTEC  
Consultant : KHATIB & ALAMIN
  54. Project : SHERATON PLAZA HOTEL – *Dubai*
  55. Project : PALACE HOTEL – *Sharjah*
  56. Project : MANAR MALL – *Ras Al Khaimah*
  57. Project : MARINA MALL – *Abu Dhabi*
  58. Project : DUBAI INTERNATIONAL AIRPORT (DFZ)
  59. Project : AL NAHDA TOWERS, *Sharjah*
  60. Project : CARS SHOWROOM OF JUMA AL MAJID,  
AL QUOZ-*Dubai*
  61. Project : CHICAGO BEACH RESORT,- *Dubai*
  62. Project : JUMA AL MAJID HOTEL – SATWA, *Dubai*
  63. Project : AL RAFA – (*Dubai*) 3-BLDGS+G+7 (SLABS)  
Contractor : AHMED AL ATTAR
  64. Project : ARABESQUE (SLABS)  
Contractor : AHMED AL ATTAR
  65. Project : AL BUHAIRA INSURANCE TOWER – *Sharjah*
  66. Project : MARIYUM TOWER – *Sharjah*
  67. Project : HILLI TOWER – *Sharjah*
  68. Project : AL ZAMALEK TOWER – *Sharjah*
  69. Project : AL MAWARID TOWER – *Sharjah*
  70. Project : CORAL BEACH HOTEL -
  71. Project : SHARJAH AIRPORT HOTEL
  72. Project : HOLIDAY INN HOTEL – *Sharjah*
  73. Project :SHARJAH UNIVERSITY - *Sharjah*
  74. Project : AJMAN UNIVERSITY
  75. Project : JUMA AL MAJID TOWERS- (4NOS). *Sharjah*
  76. Project : SHARJAH CITY CENTRE - *Sharjah*
  77. Project : AJMAN CITY CENTRE – *Ajman*
  78. Project : KORFAKAN POLICE STATION
  79. Project : GOVT OF DUBAI HOSPITALS
  80. Project : SAQR HOSPITAL – *Ras Al Khaimah*
  81. Project : RAS AL KHAIMAH INTERNATIONAL AIRPORT – *Ras Al Khaimah*
  82. Project : AL HAMRA FORT HOTEL AND BEACH RESORT – *Ras Al Khaimah*
  83. Project : METROPOLITAN HOTEL & BEACH RESORT – *Dubai*
  84. Project : KENTAB HOUSE TOWER
  85. Project : UNION PROPERTIES TOWERS
  86. Project : PALM ISLAND
  87. Project : KNOWLEDGE VILLAGE ,*Dubai*
- And several more.....



Knowledge Village - Dubai



Jebel Ali Properties - Garden Hills



Gold & Diamond Park-Al Quoz



MANAR MALL - Ras Al Khaimah



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