

WASCO HIRES ROLAND BERGER TO REVISE ITS STRATEGY

The global strategy consulting company leading key waste management topics in the Middle East aligns WASCO with the Saudi National Waste Management Plan

Jeddah, Saudi Arabia | August 5, 2019 | Waste Collection and Recycling Company (WASCO), a wholly-owned subsidiary of the Middle East Paper Company (MEPCO); hired the global consulting firm Roland Berger to start a comprehensive strategy development plan. This momentous milestone is the foundation of WASCO's efforts to transform into a world-class waste management company. This transformation will further reinforce WASCO's ability to engage the bigger transformation of Saudi Arabia's waste management plans that are currently in its implementation phase.

WASCO is the largest waste management company in the Middle East region. It controls 500,000 tons of Saudi Arabia's recyclable materials through several landfill concessions, long-term supply contracts with major retailers, as well as direct collections. It has 26 branches in Saudi Arabia, Jordan, and Sudan.

Roland Berger has been supporting public and private sector companies in the Middle East to adopt best practice solutions in the waste management sector by creating successful operating models that balance economy and ecology and that promote circular economy concepts.

Commenting on the signing, Eng. Sami Safran, Chairman of WASCO said: "This is a remarkable step that marks WASCO's evolution to realize its full potential. The alignment of our vision with that of the Kingdom's is bearing fruit now. We are dedicating our attention and resources to achieve 100% of this transformation goals. We are confident of our vision for being guided by the Saudi 2030 vision, and for the implementation for being in the very capable hands of my management team and that of Roland Berger".

Eng. Najib Fakih, CEO of WASCO also commented: "Working with Roland Berger will enable WASCO to alter its operational and business model to be in perfect alignment with the Saudi new environmental and waste management initiatives. This multi-year plan should introduce a more diversified revenue stream backed by higher operational excellence. We are still in the preliminary steps of the organizational restructuring, but the overall plan is very promising on both the operational and financial aspects.

Mr. Hani Tohme, Head of the Circular Economy and Waste Management Practice at Roland Berger Middle East also commented: "We believe that WASCO has outstanding potential to be a leading private sector entity that supports the newly launched National Waste Management Plan and the Saudi Vision 2030. The latest developments in the waste management environment present significant opportunities for the private sector to grow under new promising conditions and to implement world class best practices in Saudi Arabia. We have the privilege of being part of the successful journey with the ambitious leadership of WASCO and we trust they will continue to have sustainable impact on the Kingdom."

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About WASCO

Waste Collection and Recycling Company (WASCO) is a wholly-owned subsidiary of the Middle East Paper Company (MEPCO). Established in 2004 as backward integration arm of MEPCO providing mainly paper for recycling. WASCO has expanded its capacity in line with MEPCO to reach a collection capacity of 500,000 tons of paper per annum. WASCO also collects metal, aluminum, and plastic. For more information, please visit www.wasco-sa.com.

About Roland Berger

Roland Berger, founded in 1967, is the only leading global consultancy with German heritage and of European origin. With 2,400 employees working in 35 countries, we have successful operations in all major international markets. Our 52 offices are located in the key global business hubs and we have a strong foothold in the Middle East, especially in Saudi Arabia.

Roland Berger advises major international industry and service companies as well as public institutions. Our services cover the entire range of management consulting from strategic advice to successful implementation. For more information, please visit www.rolandberger.com.

Contacts

MEPCO

Investor Relations and Media Contact

Bassem Elshawy

E-mail: investors@mepco.biz

Tel: +966 12 6380111

Roland Berger

Media Contact

Rafaela Lacson

rafaela.lacson@rolandberger.com

+97336999510