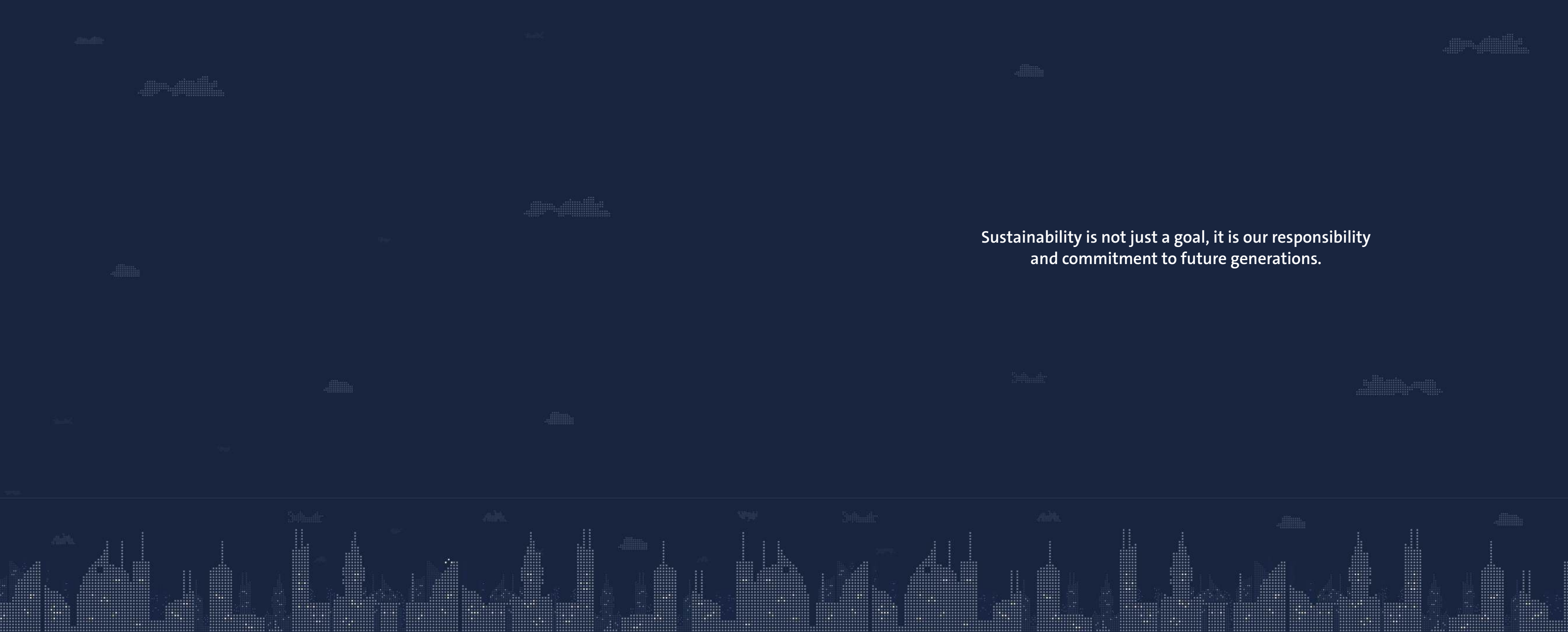
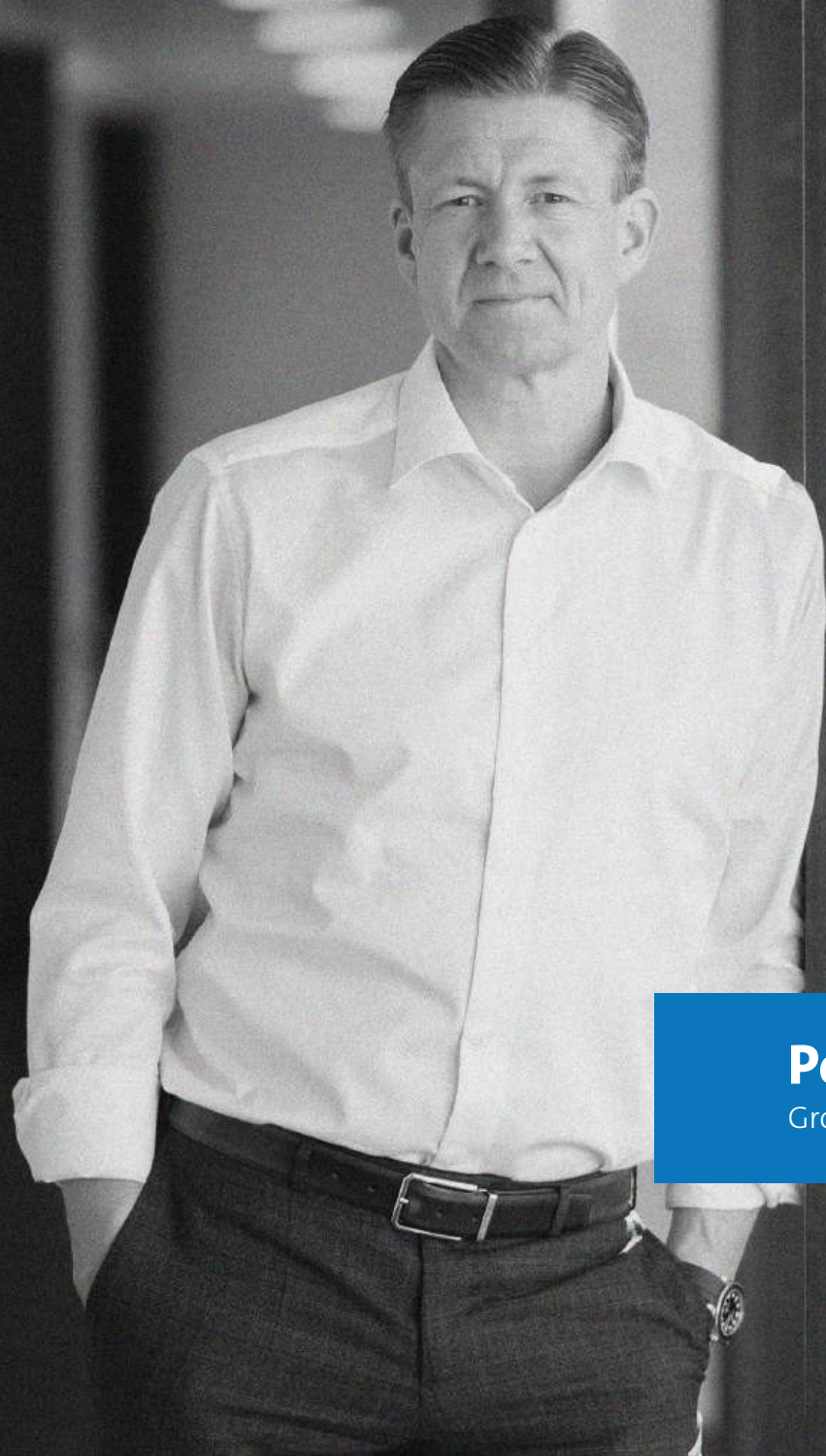




Grundfos in Saudi Arabia



Sustainability is not just a goal, it is our responsibility
and commitment to future generations.



Poul Due Jensen

Group President, CEO

Empowering Change

A Message from Our CEO

Grundfos is about driving positive impact. We want to make a difference both globally and locally on key issues around water, energy, and climate. We are proud of our legacy as a global company and our four decades in the Kingdom of Saudi Arabia. We are confident that we will continue building on our legacy, making a positive impact on the world and Saudi Arabia through our people, products, and partnerships.

A black and white portrait of Abdulaziz Daghestani, a middle-aged man with dark hair, wearing a dark suit, white shirt, and patterned tie. He is looking directly at the camera with a slight smile. The background is a solid dark blue.

Abdulaziz Daghestani

Country Director Saudi Arabia
Area Sales Director, WU - MENA

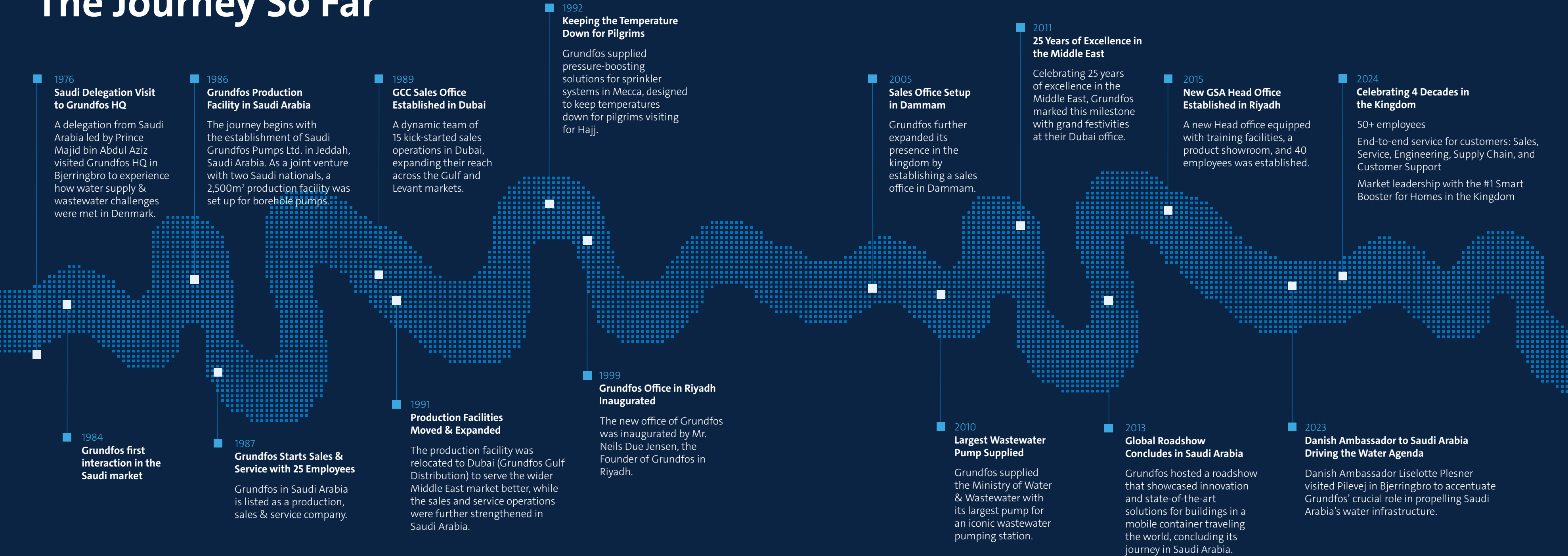
A small blue square graphic.

As we celebrate four decades of dedicated service by Grundfos in Saudi Arabia, I am honored to reflect on our journey and the milestones we have achieved. Our commitment to innovation, sustainability, and excellence has been the foundation of our success. Over the years, we have proudly contributed to the Kingdom's ambitious development goals, playing a crucial role in addressing its water management challenges across various sectors, including residential, industrial, and commercial building services and water utilities and infrastructure.

This coffee table book is a testament to our unwavering dedication and the strong partnerships we have built along the way. Our collaboration with esteemed customers, partners, stakeholders, and end users has been instrumental to our achievements, and we truly value these relationships. At Grundfos, our people are our greatest assets, driving our mission forward with passion and expertise. We uphold our values: we do what we say and say what we do.

Together, we eagerly anticipate the future and the opportunities it holds. We look forward to continuing our mission of pioneering solutions that improve the quality of life for people in Saudi Arabia and beyond.

The Journey So Far





Building the Future of Saudi Arabia



A Vision of Sustainability

As the largest market in the GCC, Saudi Arabia's pump market is witnessing remarkable growth. Inspired by Vision 2030, Saudi Arabia aims to evolve from an oil-dependent nation into a diversified economy fueled by public, private, and foreign investments. Giga-projects with ambitious ventures are designed to transform the country and bring large-scale investments in the construction and infrastructure sectors. This surge of initiatives is propelling a robust demand for energy-efficient pumps and intelligent water solutions.

Water conservation is also a primary focus and crucial in addressing the Kingdom's water scarcity challenges. Integral to this mission is promoting energy-efficient pumps that align with sustainability objectives and meet stringent environmental standards.





Saudi National Water Strategy (NWS)



The Saudi National Water Strategy (NWS) is a comprehensive plan to address the Kingdom's water challenges and ensure sustainable water management.

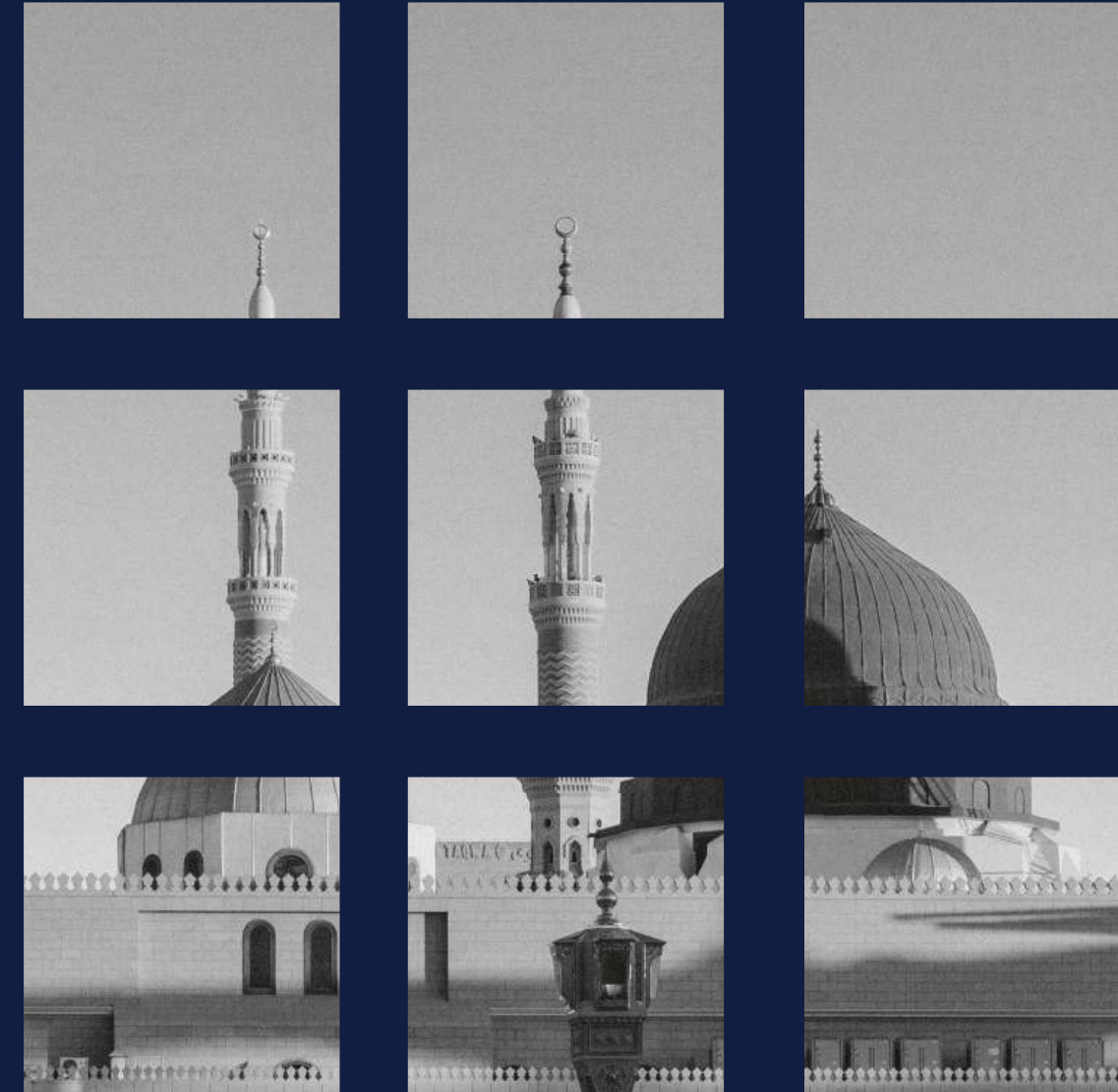
Strategic objectives

- Boost water sector competitiveness and its economic impact via effective governance, private sector involvement, and localising innovations and capabilities.
- Improve water demand management across all users.
- Provide high-quality, cost-effective water and sanitation services to ensure affordable prices.
- Safeguard water resources and enhance their use, ensuring environmental sustainability for the Saudi community today and in the future.



Transformative Endeavors

Grundfos' Flagship Initiatives



Commercial Building Services

Grundfos Supports Vision 2030 with Advanced Pumping Solutions in HVAC Application

As part of Saudi Arabia's Vision 2030, Grundfos supported a luxurious Red Sea development project with over 1,200 hotel rooms by supplying efficient MAGNA3 circulator pumps and CR185 vertical multistage pumps.

The solution helped address the energy consumption challenges of the customer, enhanced their operational efficiency, aligned with regional sustainability goals, and emphasised the importance of eco-friendly practices for a greener tomorrow.





Cutting-Edge Stormwater Management for Saudi Arabia’s Landmark Mall

Grundfos provided customised solutions and designs to one of the most iconic shopping malls in Saudi Arabia. Grundfos collaborated closely with the customer’s engineering team to provide a custom-made solution to implement vertical inline pump sets for the stormwater tank transfer application. The solution included CR packaged sets fitted with dedicated controller panels, making it a comprehensive solution for the application.



Grundfos Delivers Up To 30% Energy Savings for the World’s Largest Indoor Garden Project

Grundfos achieved remarkable energy savings with its range of pumping solutions housing the latest IE5 motors, ensuring unmatched reliability and lower maintenance. Grundfos solutions led to an impressive reduction of 106.56 metric tonnes of CO₂ emissions and generated substantial OPEX savings of 105,723.37 SAR annually.





Domestic Building Services

Smart Water Management for a Modern Residential Project

Grundfos forged a strategic partnership to provide pumping solutions for a modern 1,492-unit residential project. This collaboration exemplifies a united dedication to sustainable, energy-efficient innovations, setting a benchmark for modern living solutions.



■

Redefining Residential Efficiency in Riyadh with Innovative Solutions

Grundfos delivered state-of-the-art SCALA1 smart solutions for 160 villas in a cutting-edge residential project spanning 60,000 square meters in Riyadh. The advanced solutions set a new standard for pump efficiency, significantly reducing maintenance time and driving substantial cost savings.

■

Powering Innovative Living for a Landmark Project

Grundfos provided the innovative SCALA1 smart pump solution, which was a key component of this high-profile project, designed by a renowned Lebanon-based fashion designer. The prominent project spans more than 20 million square meters offering residents a unique experience by combining modern and aspirational living with architecture inspired by the unique history and heritage of Saudi Arabia.



Industry

Grundfos' Key Solutions for Middle East's Top Dairy Company

Grundfos was instrumental in supplying cutting-edge water solutions to the Middle East's largest food and beverage manufacturer. The customer is also the world's leading vertically integrated dairy company, producing 2 billion kilograms of products annually. Grundfos partnered closely with the customer during their expansion across multiple locations in Saudi Arabia, providing solutions to ensure efficient and sustainable water management for all their ambitious projects.





Comprehensive Water Solutions for MENA's Leading Pharmaceutical Plant



Grundfos partnered with a leading pharmaceutical manufacturer in the MENA region, driving their expansion with comprehensive water solutions. From design to implementation, Grundfos ensured the success of their new Jeddah plant by providing end-to-end solutions, including pumps, control panels, and instrumentation, fostering efficient and sustainable water management.

Grundfos' Pivotal Role in Saudi Arabia's First Electric Vehicle Plant

Grundfos had collaborated from the design stage to the procurement and installation of advanced pumping solutions for a pioneering car manufacturer. The customer is the first EV brand in Saudi Arabia to produce and assemble cars, including batteries, locally. Grundfos has been engaging with this ambitious venture since its inception which will result in substantial production volumes.



Water Utility

Revolutionising Urban Wastewater Management for Riyadh's ISTP Project

Grundfos' cutting-edge pumping solutions empowered an Independent Sewage Treatment Plant (ISTP) project in Riyadh, which can handle 200,000 m³/day of wastewater efficiently. With a project investment of 1.5 billion Saudi Riyals (\$400 million), this initiative is a cornerstone of Saudi Arabia's ambitious strategy to address the increasing urban demand for wastewater treatment, delivering both efficiency and sustainability.





Leading the Way in Transforming
Stormwater Management

Grundfos's advanced pumping solutions fortified a prominent Saudi Arabian port city's stormwater infrastructure, ensuring resilience and robust protection against extreme weather conditions. The solutions help tackle urban water challenges with cutting-edge flood management solutions.



Innovative Water Management
Solutions for a Landmark Project

Grundfos was pivotal in delivering innovative water management solutions to one of the world's largest urban parks in Riyadh. Grundfos' cutting-edge technology ensures efficient water usage and supports the project's ambitious sustainability goals.



Purpose & Values



At Grundfos, we aim to pioneer solutions to the world's water and climate challenges, improving the quality of life for people every day.

This mission drives us to respect, protect, and advance the flow of water, ensuring sustainability and efficiency in every project we undertake.



Our values are the foundation of our actions

These principles guide us in our commitment to positively impacting the world, one drop of water at a time.



Sustainable

We run our business responsibly, creating products that help save natural resources and reduce climate impact.



Focused on People

People are our priority. We develop each individual and ensure everyone feels respected and valued.



Partnership

We build value through close relations with customers, suppliers, and stakeholders, believing that diversity fuels innovation and growth.



Open and Trustworthy

Our communication is open and honest, putting facts on the table even when it's not pleasant.



Independent

Our main shareholder is the Grundfos Foundation, ensuring our independence and long-term perspective.



Relentlessly Ambitious

We constantly challenge ourselves to create better solutions faster, showing leadership and innovation.



Sustainability at Grundfos





■ Grundfos Pillars of Sustainability

At Grundfos, sustainability is more than a goal—it's a mindset embedded in every aspect of our business. We are dedicated to pioneering innovative water solutions that conserve precious resources, such as water, and significantly help reduce energy consumption and CO2 emissions. With a deep-rooted respect for people and the environment, we drive progress towards a just, green, and resilient future by creating impact for people and the planet in the areas of Reduction, Regeneration, and Resilience.

Our commitment to sustainability goes beyond technology; it's about fostering a healthier planet for future generations. By implementing responsible practices, we are paving the way toward a water-secure, net-zero future, ensuring that our actions today lead to a better tomorrow for our customers, partners, and the people we serve.

■ Water

Driving water sustainability across and beyond our value chain and accelerating access to safe water for all.

■ Climate

Pioneering solutions towards net zero emissions and the connection between climate and water, with and for our partners, customers, and end-users.

■ People Impact

Empowering people and respecting human rights.

■ Circularity

Striving to embed circularity principles across the lifecycle of our products.

■
Join us in our journey to make a lasting impact on the world.





Operations and Presence

Offices in Saudi Arabia
Strategic Partnerships



Eastern Province Branch

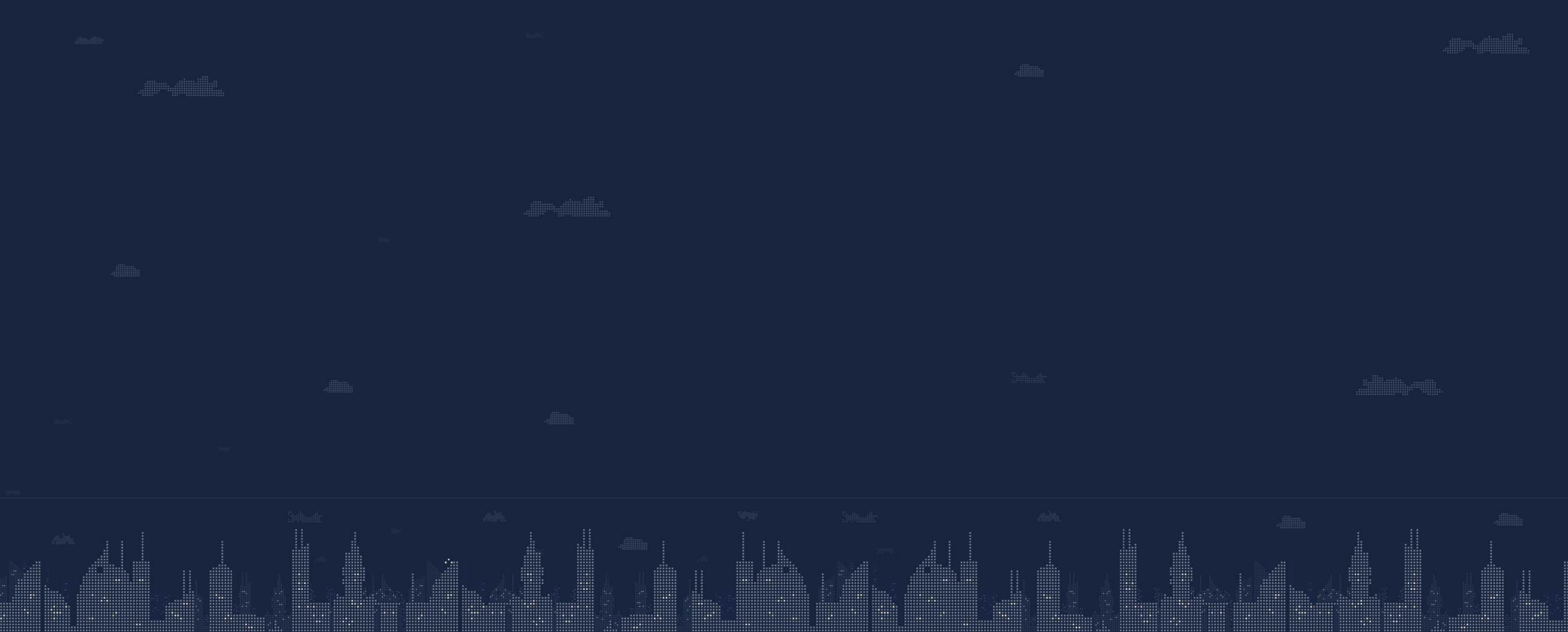
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Possibility in every drop