



**DMC**

شركة دلتا للتسويق  
Delta Marketing Co.

# CORPORATE PROFILE

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**“WE EXIST TO PROVIDE VALUE  
ADDED PRODUCTS AND SERVICES  
OF GREAT VALUE THAT ENRICH  
OUR CUSTOMERS’ LIVES.”**

# MESSAGE FROM THE MD

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Through decades of experience and continuous effort, Delta Marketing Company has managed to achieve a pioneering position in its respective businesses within the Kingdom of Saudi Arabia.

Our corporate principles are the foundation of our company's culture that inspires us to deliver value and long-term success for all our stakeholders. We continuously endeavor to serve the needs of our customers, employees, and shareholders by implementing forward-looking strategies in line with our mission and values.

We have proved our leadership through determination and global best practices to continually improve our market position. Our track history of notable achievements illustrates the real growth we have made towards realizing our vision of becoming the preferred choice in the markets we operate by sustainably providing suitable offerings that are relevant to our customers' discerning expectations.

I welcome you to join us on our ever-evolving journey into the future.

*Hassan Aliveza*

Managing Director



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# WHO WE ARE





Delta Marketing Company (DMC) was established in 1984 and is part of the Alireza family of companies based in Jeddah, Saudi Arabia. The Alireza family is one of the oldest and most respected families in Saudi Arabia, with significant business interests in a wide range of ventures throughout the GCC, dating back to 1845.


DMC leads a successful and complimentary portfolio of activities in the field of retail, distribution, recreational facilities and events management, providing its customers with products and services that enrich their daily lives. Through the years, DMC has grown at an accelerated rate to become a pioneer in the field of sports retail and fitness distribution in the Kingdom of Saudi Arabia, representing world-class brands such as adidas, Reebok, Brunswick Group, Life Fitness, Hammer Strength, Mc David, Prince, and other leading brands, earning their trust and building mutually beneficial and long lasting relationships.

The heart of DMC today revolves around delivering added value by adhering to our customers growing needs. The company is driven by a high level of commitment, integrity, and passion – this is the underlying creed that governs our decisions and hones our initiatives. The values we uphold are central to the way we operate. Our vision, mission and values underpin who we are as an organization and serve as a compass for our future.

Established  
in 1984







DMC'S VISION AND MISSION  
PROVIDE THE CLEAR DIRECTION  
OF ALL THAT WE DO.

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## MISSION

To provide value added products and services of great value that enrich customers' lives.

## VISION

To be the preferred choice in the markets in which we operate by providing customers with suitable offerings that are relevant to their discerning expectations.

## VALUES

DMC's shared values defines our integrity with our various stakeholders and commitment to our valuable customers in delivering products and services that enrich their lives.

1. Integrity
2. Passion
3. Customer Centricity
4. Operational Excellence
5. Collaboration & Team work
6. Social Responsibility



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# WHAT WE DO



# RETAIL

The company's retail business is at the heart of operations, specializing in providing customers with world-class international brands across a variety of products and categories in the right locations at the right time. The retail business is growing rapidly, having expanded from humble beginnings to more than 70+ locations Kingdom-wide in addition to online market places.

The company's retail business includes both strategic partnership agreements with adidas, Reebok, and Life Fitness in addition to its own multi-brand concepts called Deltaz and Delta Fitness Authority, respectively carrying brands such as adidas, Nike, Reebok, Under Armour, Asics, Head to name a few and Life Fitness, Hammer Strength, Pavigym, InBody, SportsArt, Escape, and more.

**Deltaz** is a leading sports multi-brand concept aimed at providing a unique retail experience, allowing customers to pick and choose their own style between a number of different sports brands and categories. When selecting the brands, DMC looks at design, quality and authenticity. The multi-brand store only selects core items from every brand and thereby ensure that its customers get an authentic high-end product experience when shopping in its stores.

**Delta Fitness** is the leading holistic fitness solutions provider by representing industry-leading equipment across a variety of brands and categories ranging from fitness and rehabilitation equipment, accessories, flooring, lockers, body analysis tools, and recreational products combined with extensive

technical sales and after-sales capabilities catered to the following segments: health clubs, personal studios, private gyms, physio clinics, government entities, multi-unit residential buildings, healthcare, recreation, hospitality, and more.

The **Racquet Shop** caters to the racquet sports enthusiasts of the Kingdom. DMC provides products and services ranging from racquet stringing and tennis coaching to providing leading brands such as Prince, Wilson, Head, and Babolat. The Racquet Shop can be found as a stand-alone shop as well as a shop-in-shop concept within Deltaz throughout the Kingdom.



# DISTRIBUTION

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The company's distribution business includes the exclusive distributorship for the most reputable fitness brands in the industry such as Life Fitness, Hammer Strength, InBody, Sports Art, PaviGym, and much more coupled with an extensive technical sales and after-sales support team across the Kingdom of Saudi Arabia.

DMC also caters to customers across the Middle East and North Africa (MENA) region from its presence in Dubai, being the exclusive distributor for brands such as Prince, Mc David, Rollerblade, and others.

# PROJECTS AND LEASING

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Complimentary to the company's Delta Fitness concept and fitness distribution services, the company provides its clients with a complete transformational program beginning with the project plan through execution. The typical stages of the project include:

- △ Due diligence
- △ Leasing
- △ Concept architecture and design
- △ Optimal equipment layout
- △ Supply of fitness equipment and accessories
- △ High standard of after sales service
- △ Staff induction and training

DMC has assisted most of the Kingdom's leading institutions execute their projects successfully ranging from government entities, health clubs, hotels, multi-unit residential buildings, and more.



# RECREATIONAL FACILITIES MANAGEMENT

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The company's recreational facilities management is focused on the operation, management, and maintenance of various recreational and social facilities in the Kingdom that promotes and incorporates a healthy way of living under the slogan "Together for a healthier lifestyle."

The company provides a healthy, safe, and vibrant atmosphere to perform a variety of recreational and social activities.

The company has been repeatedly awarded exclusive contracts with several government entities, such as the Royal Commission of Yanbu in addition to state-owned companies Saudi Aramco, SABIC, and YANSAB to operate and manage their recreational facilities.

DMC's services include (but not limited to) providing:

- △ Management of recreational facilities and operations
- △ Professionals trainers, coaches, and specialists for various recreational activities
- △ Full facility hygiene & equipment maintenance
- △ Educational seminars
- △ And others

# EVENTS MANAGEMENT

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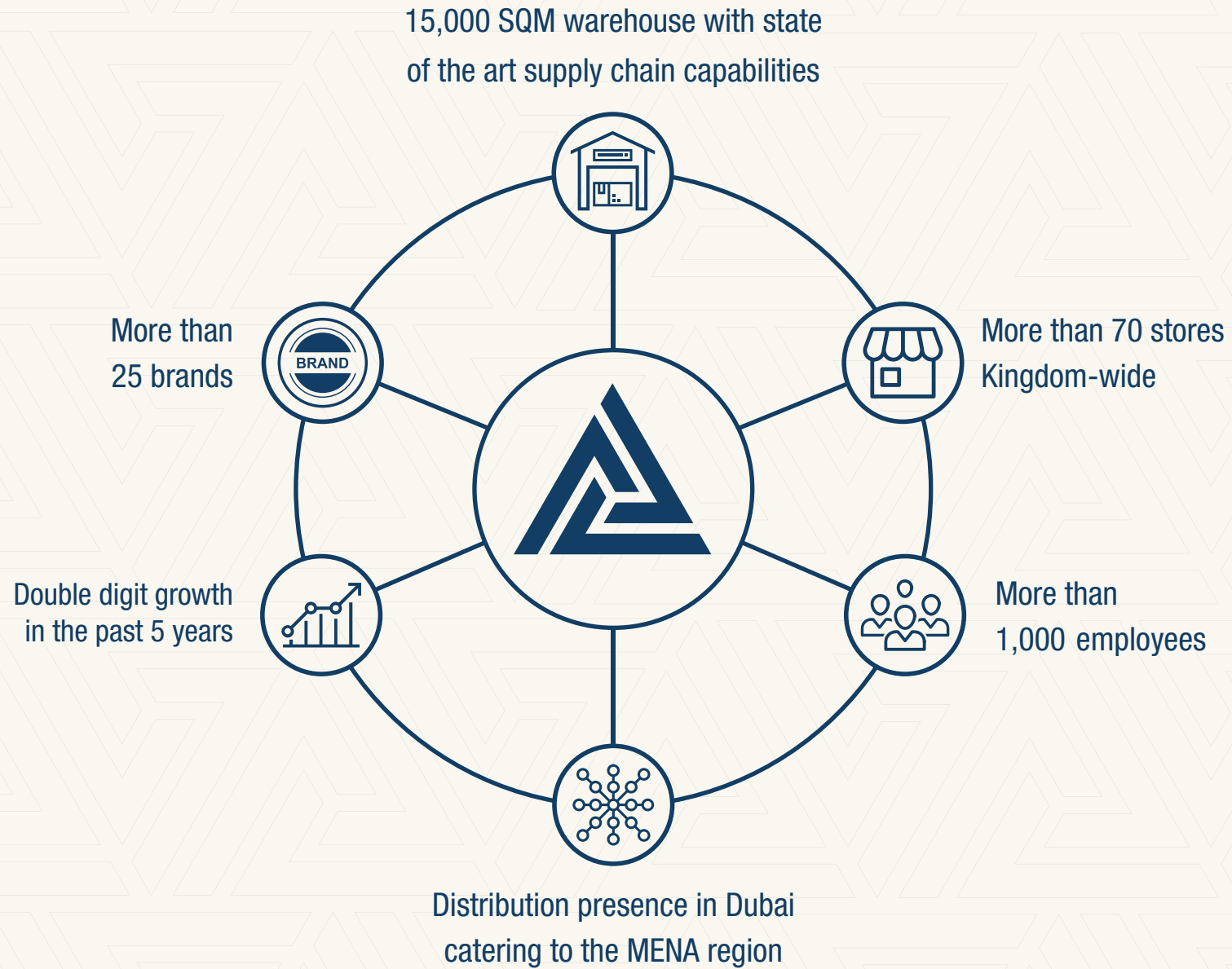
**Delta Events** management business focuses on various events and functions within the Kingdom of Saudi Arabia. With a meticulous and dedicated team of professionals, Delta Events can take on most projects ranging from corporate and association events, social and cultural experiences, a variety of entertainment functions, sports and art exhibitions, tournaments, summer programs, community service events, and much more.

DMC provides tailored solutions to a diverse base of clients with specific requirements. DMC believes that each client and event is unique, and in order to deliver a unique experience, Delta Events aspires to be more than an events manager but rather a trusted partner, whereby assisting organizations execute all their events and functions successfully.

Delta Events is a proud partner of some of the Kingdom's most notable organizations and government entities.

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# CORPORATE SOCIAL RESPONSIBILITY





At DMC, our values have always motivated us to give back to the community. Since inception, these values have inspired us to fulfil our corporate social responsibilities in all that we do, to help create a better life for everyone and to ensure progress continues within our community and the wider region. We face many challenges today, but our commitment to our social responsibility remains unchanged, and we continue to take determined steps into the future.

DMC supports several non-profit organizations, social awareness events, and charities throughout the Kingdom. Below are some of our most recent activities:

#### MAHARAT CENTER

Saudi Arabia's leading centre for the diagnostic and remedial treatment of disabilities in learning, communication and perception. A non-profit organization supported by a variety of donors and benefactors. DMC frequently promotes and assists the physical education of kids to develop a healthier lifestyle.

#### HELP CENTER

The Help Center is a non-profit organization committed to enhance the quality of life of individuals with intellectual disabilities by giving them the opportunity to learn, live, work, and play, in a safe environment. DMC participated in an 'Open Day' for children's Darwin syndrome whereby supporting their character and self-reliance through exercise using special sports equipment for children in addition to distributing gifts.

#### GOVERNMENT ENTITIES

DMC participated in several health and fitness awareness events such as 'World Diabetes Day', 'Keep your heart day', and other positive causes with various government entities such as Prince Sultan Military City, National Guard Hospital, King Faisal Specialist Hospital, and King Saud University.

#### COMMUNITY

DMC provides free seminars to universities, charity associations, and public parks to increase the general population's knowledge on ways of living a healthier lifestyle. The company frequently participates in various health awareness events throughout the Kingdom and constantly seeks creative ways to positively impact the national health status of the people.

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# AFFILIATES





**HAJI ABDULLAH ALIREZA & CO. LTD.**  
**HAACO**

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The first company to be established in the Kingdom of Saudi Arabia in 1845. Today, HAACO stands as a holding company managing various businesses including the Arabian Petroleum Supply Company as the exclusive ExxonMobil partner, telecommunication, real estate, packaging and maritime services representing NYK Shipping, Hapag-Lloyd and other agencies.



**HAJI HUSEIN ALIREZA & CO. LTD.**  
**HHA**

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Established as a general trading company in 1906 with diverse interests in foodstuffs, building materials, and jewellery. In 1926, HHA became the first company to import and distribute automobiles on a commercial basis in the Arabian Peninsula. Today, the company represents some of the world's leading automobile and truck manufacturers: Aston Martin, Mazda, Peugeot, Geely, Maxus, Yuejin and MAN Trucks. HHA is the exclusive Kingdom-wide distributor for the manufacturers it represents.



**REZA INVESTMENT CO. LTD.**  
**RICO**

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Established in 1976 as a holding company with headquarters in Jeddah and branches across the Kingdom and GCC, from where it serves all of the wider MENA region. Reza Investment's embraces a diversified group of businesses, which are among the market leaders in each of their respective fields including Mc Donald's, JC Decaux, Arabian Chemicals Trading, Reza Hygiene and more.



For any questions or the interest to discuss a potential opportunity with DMC, please don't hesitate to get in touch.

For more information on DMC and affiliates,  
we invite you to visit the following sites:

**DELTA MARKETING COMPANY LTD.**

 [deltamarketingco.com](https://deltamarketingco.com)

**REZA INVESTMENT COMPANY**

 [rezagroup.com](https://rezagroup.com)

**HAJI ABDULLAH ALIREZA & COMPANY**


 [alireza.com](https://alireza.com)


**HAJI HUSEIN ALIREZA & COMPANY**

 [hha.com.sa](https://hha.com.sa)

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