

Water Arabia 2015

NWC'S EVOLUTION TOWARDS VALUE CREATION – A BLUEPRINT



شركة المياه الوطنية
National Water Company

FEBRUARY, 2015

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NWC Evolution



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1 NWC Post-Transition Stabilization

During the initial years of establishment, NWC's objectives were focused on stabilizing the newly formed business with a number of challenges and priorities.

Institutionalization

- Absorb the government staff and enhance the skills of NWC workforce.
- Develop a robust organization, technologies and processes.

Operational Maturity

- Introduce international private sector best practices.
- Develop internal capabilities.
- Improve operations & Services.



2 Strengthen the Core Business

NWC identified a number of initiatives to strengthen the **Core Business** by focusing on the **Four Cornerstones** of the organization.

1	Financial	Enhancing revenue through innovative products and service offering leading to financial viability
2	Operational	Enhancing services and operational efficiencies & utilization of resources
3	Efficiency Focused	Restructuring organization and processes for a performance driven culture
4	Customer Focused	Enhancing customer experience building positive image and promoting NWC brand

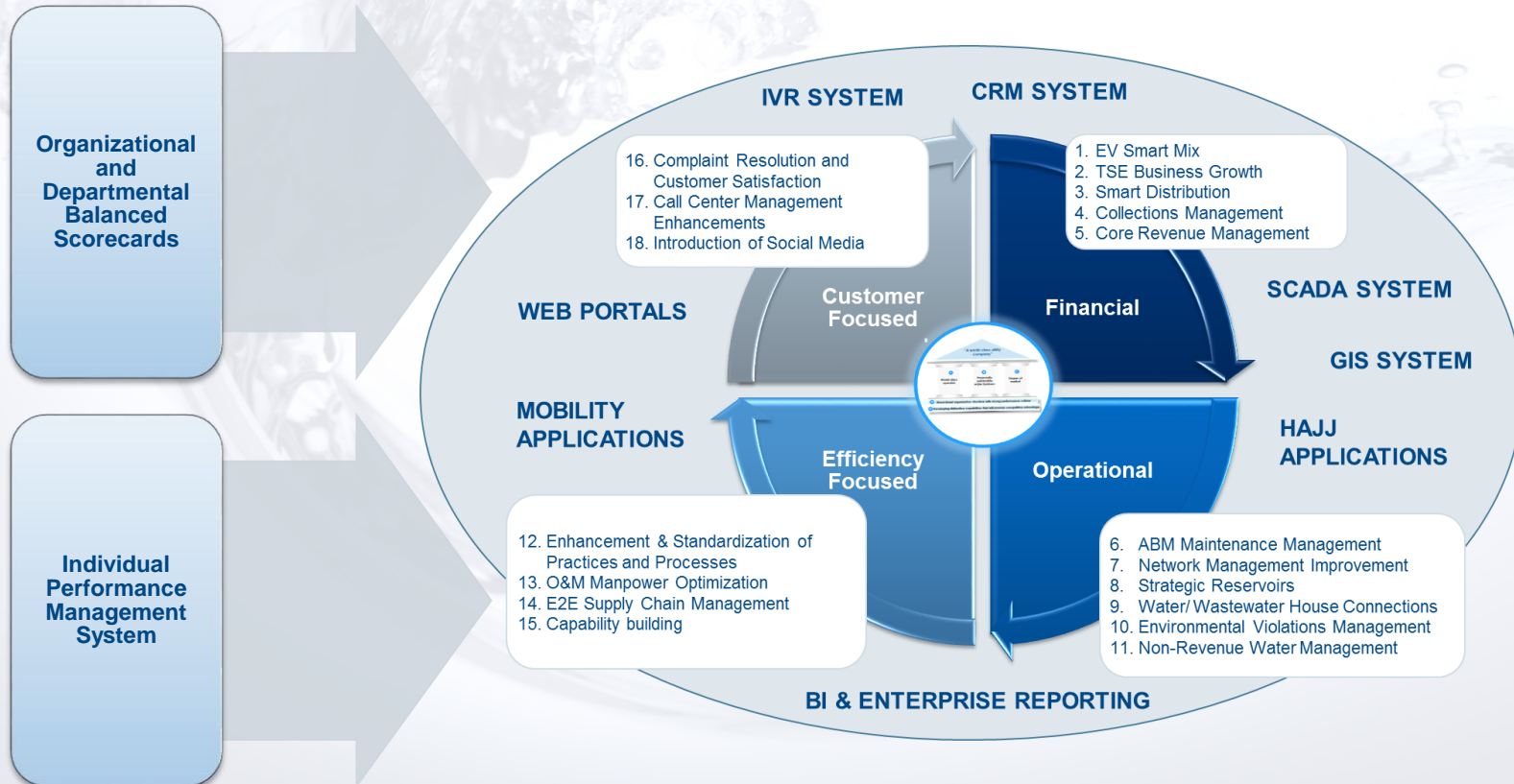


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Strengthen the Core Business



These 4 Dimensions were enabled by **Robust Technology, Strong Performance Management, and Quality Assurance Program** in expectation of aligning the organization around a **Commercially Driven Operation** which leverages the **Core Business Platforms of NWC**.



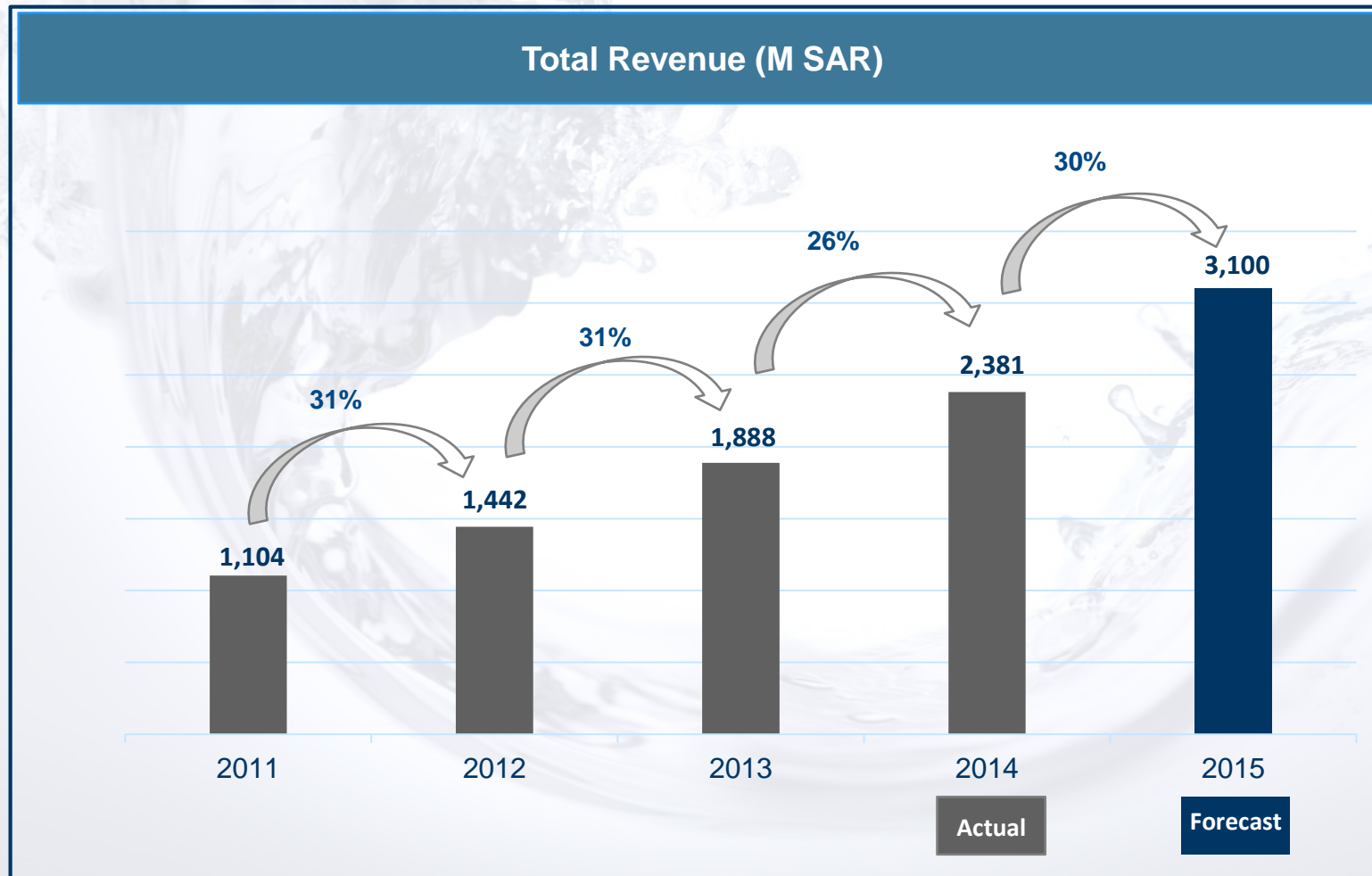
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Strengthen the Core Business – Quantified Results



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By strengthening the Core Business, NWC has been able to achieve Year-on-Year increase in Total Revenue Growth



3

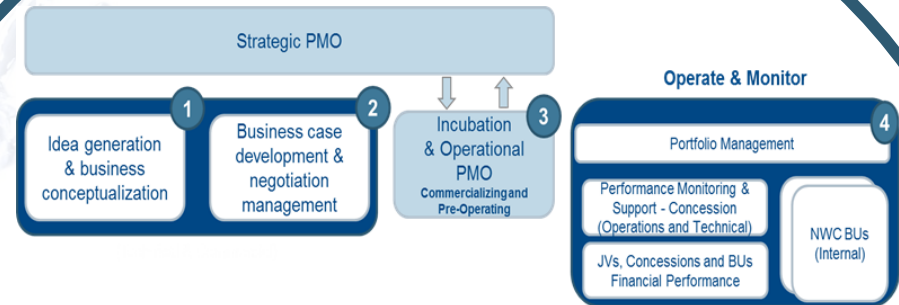
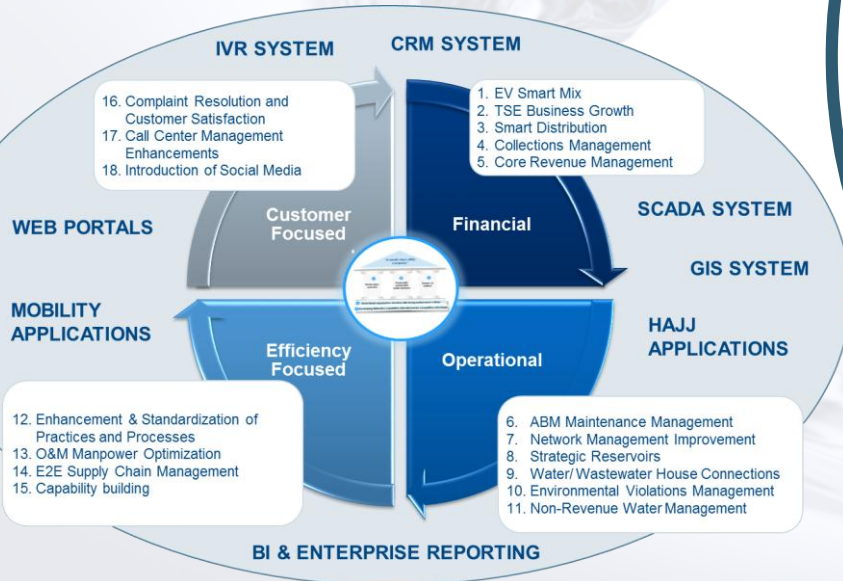
Align the Organization around Potential Commercial Opportunities



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Commercial Initiatives

Core Business



Commercial Package Solution Activities

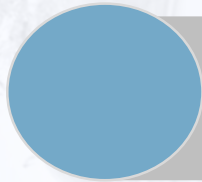
JV's Concessions Initiatives



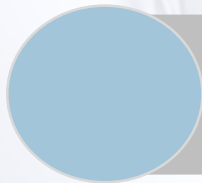
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Launch Commercial Activities to Exploit Internal Strengths and External Market Opportunities

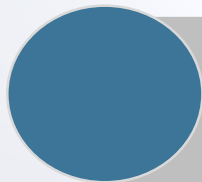
NWC is looking at generating **exponential revenue growth** through the introduction of **Commercial Opportunities** within the Kingdom through...



Establishing stand alone **Business Units** within NWC to target **high-yield customers** in the areas of **water** and **TSE**



Joint ventures with international and local partners targeting specific market niche



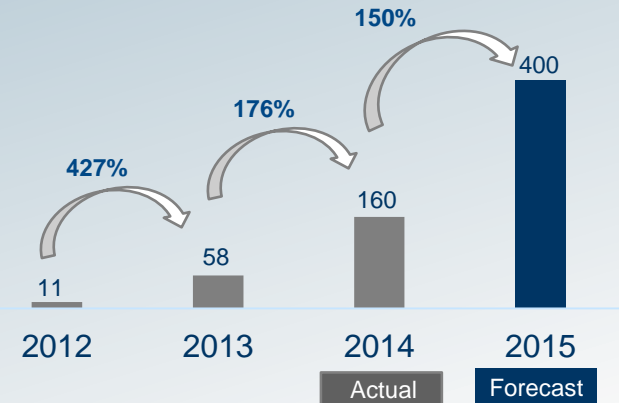
Evolving the **PPP Model** to realize additional values to the Kingdom's Water Sector

The TSE Proposition...



Established a TSE Business Unit within NWC to market, sell, and deliver TSE Products across the Kingdom.

TSE Revenue (M SAR)



Established JV with local & international partners, focusing on Oil & Gas Sector in Saudi to provide end-to-end TSE related services by leveraging

- Production and Delivery of TSE
- EPC and O&M Services

Enviro JV: Revenue Projections (M SAR)



Embedding Technology-Driven Smart Solutions...

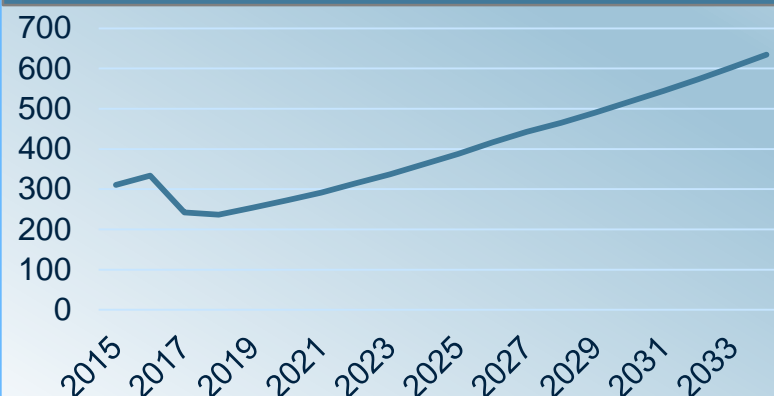


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Established a JV with local & international partner to deliver NRW related solutions Kingdom wide...

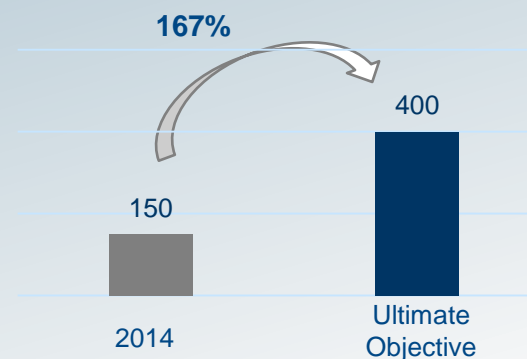
To provide comprehensive end-to-end solutions to reduce/arrest water losses through optimum network management.

NRW LDI JV: Revenue Projections (M SAR)



Established Smart Solutions Business Unit utilizing Smart Technology to optimize consumption and diverting excess supplies to High-Yield Customers to generate incremental revenue growth.

SMART Solutions (M SAR)





NWC is moving towards the introduction
of an ***evolved PPP Model***

to manage its operational activities, aiming at the
improvement of field and customer services,
while **realizing financial viability objectives.**

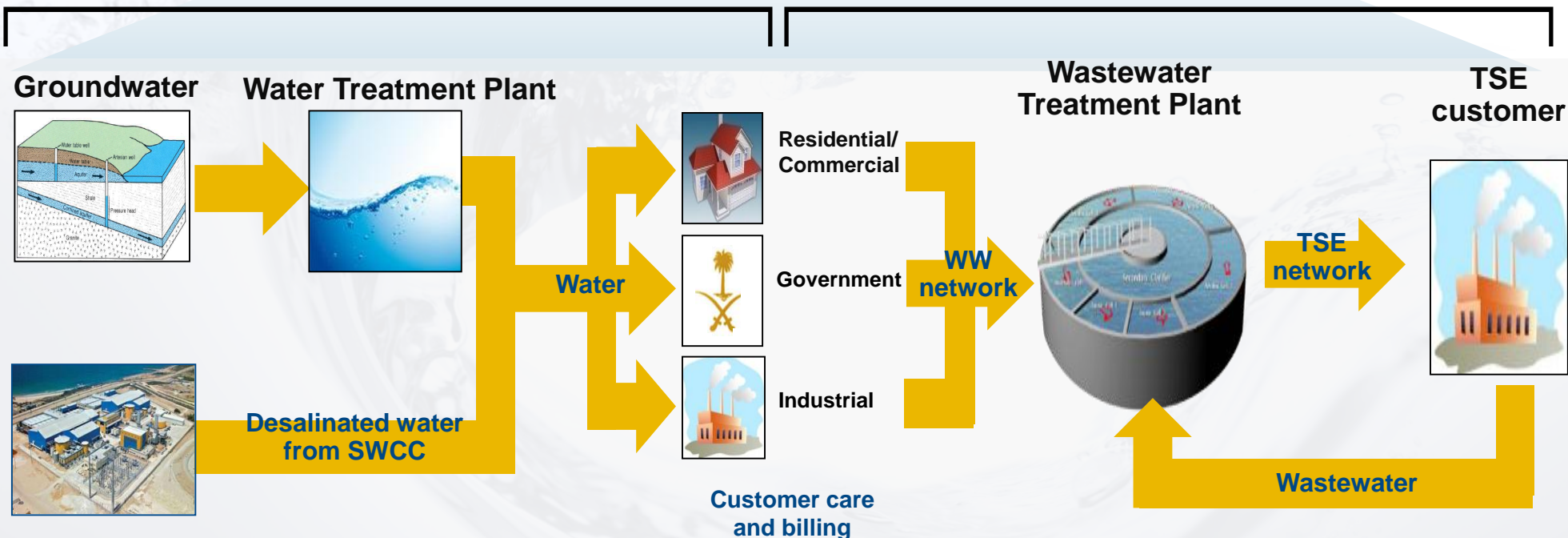
Evolved CBU Operating Model:



City Business Unit

Potable Water Value Chain

Wastewater Value Chain



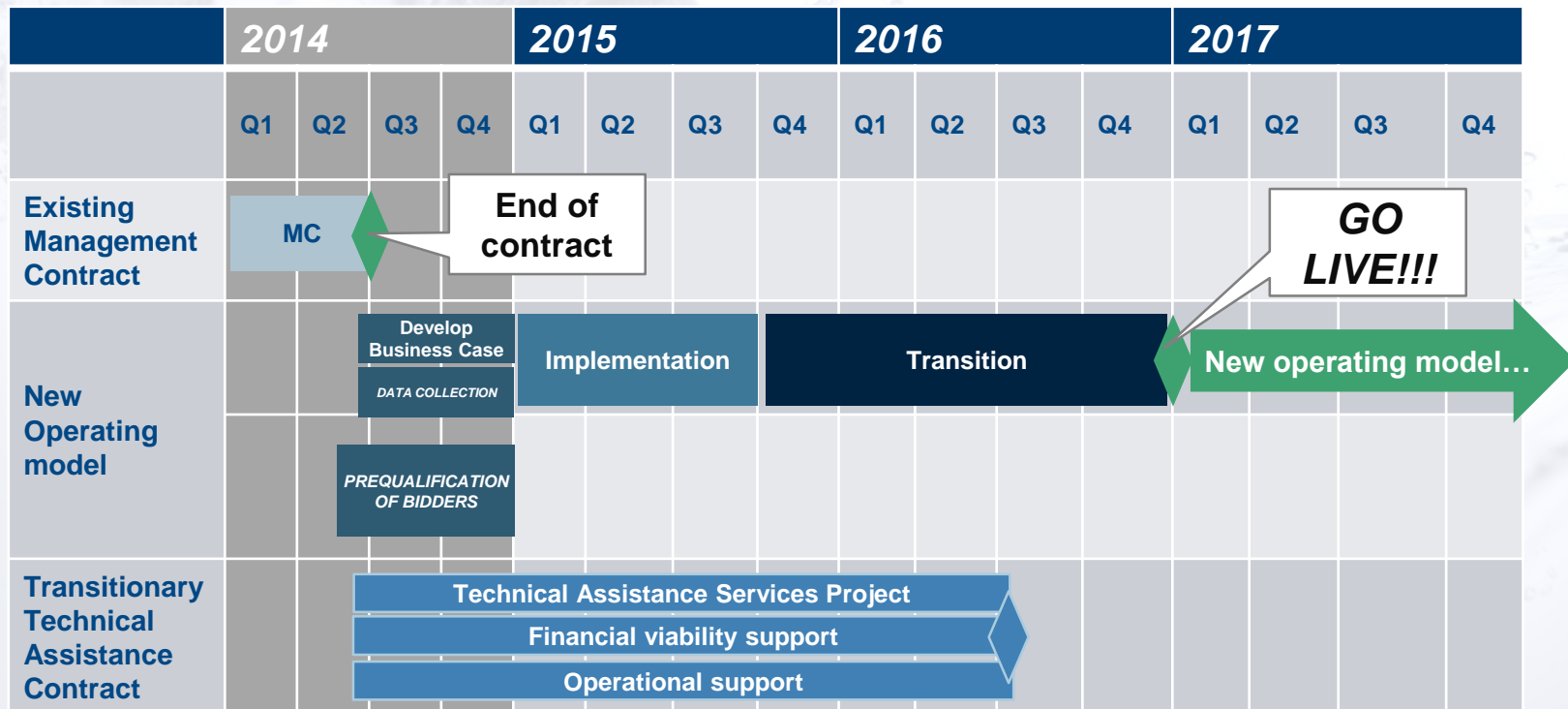
The proposed operating model covers the complete water and wastewater value chain. Including tariffs, costs, customer care etc.....

THE EVOLUTION OF THE PPP MODEL – RCBU...



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To better manage risks and realize additional value to the Kingdom's water Sector



Projected Revenue: 29 BSAR over 20 years



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CONCLUSION



CONCLUSION:

1. **NWC** continues to be a **catalyst for change**, and continuous to be a **key player** in the **Global Water Sector**.
2. **NWC** harnesses the **developed know-how** and **technological solutions** to become a **knowledge-based organization**.
3. **NWC** continues to **add value to its stake-holders** by introducing **innovative and comprehensive commercial solutions** to serve its customers.



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Thank You