



## CEO's Message

In the past year, we have grown and changed to a more customer-focused culture at Al-Faris®. We have invested in, and built-up a stronger Al-Faris®, one that is ready and able to:

- Successfully lead in our marketplace by delivering value added products and services.
- Help customers leverage their investment in information technology to eliminate business obstacles and gain real business benefits in the form of efficiency, cost saving, increase their market share and meaningful return-on-investment.
- Claim a prominent place in the minds of our existing and future customers as a leading provider of information technology.

In the year 2002, we have seen that the Middle East market has become more mature towards understanding our “Innovative eBusiness Solutions”. This change in the customer behavior speaks of promising years to come for Al-Faris®.

I am proud today that Al-Faris® is positioned as the leading Middle East e-Business Innovator for designing, building and operating full and complete “Innovative eBusiness Solutions” in e-Governments, Electronic Portals, Money Exchanges Businesses, Customer Relationship Managements, Secured Identity Infrastructures, and Back office Reformatations. Al-Faris® has achieved this position by helping its clients to solve their business problems, developing their businesses, and meeting their business objectives with a very economical and professional approach. There are few companies in the Middle East who can do this.

We would like to reassure our customers, shareholders, employees, and technology partners that Al-Faris® is now well positioned to benefit from important market trends. We have built customer focused solutions for vertical markets such as Money Exchange businesses and Consumer and Commercial Trading.

We have made several achievements, and in the future, we intend to continue our steady growth and expansions in the Middle East to meet our business objectives, to implement our strategic plans. We will continue to add new valuable clients adapting Al-Faris® products and services through Al-Faris® brand recognition to key decision makers. We will continue to deliver innovation across all of our offerings. We are confident in our ability to continue to make good progress in the coming years.

All of us at Al-Faris® are determined to make the coming years a progress and growth for the company. I would like to thank all our employees for their commitment in helping Al-Faris® to transform into a truly customer-focused company and delivering innovation at all times.

**Our business is building your Innovative e-Business**

Eng. Haitham Saleh Al-Faris  
Chairman, President and CEO

