

# Company Profile



Since its founding in 1952 by Abdul Salam Mohammed Abu Issa, Salam Studio & Stores (SSS) has demonstrated 73 years of strategic resilience—evolving from a small family-run photographic studio into a leading regional conglomerate, operating businesses in IT, Oil & Gas, Contracting, and Real Estate and Salam Group comprising of Salam Retail, Distribution and FMCG. Our longevity reflects not just survival through economic cycles, but deliberate adaptation: we identify businesses with potential, invest with discipline, and exit decisively when value creation no longer aligns with shareholder interests.

In 1998 Salam International Investment Limited (SIIL), which was established by virtue of an Amiri Decree as a public shareholding company listed on the Qatar Stock Exchange. Subsequently the Salam businesses; embarked on a process to merge with SIIL.

We embraced public company governance while retaining the entrepreneurial decisiveness of our family business origins. Most recently, between 2017 and 2020, our executive management executed a comprehensive portfolio realignment—exiting general contracting, steel and aluminum operations, and rightsizing retail activities to concentrate resources on higher-return opportunities. This was not crisis management; it was strategic portfolio optimization, reflecting the disciplined vision that has sustained SIIL through seven decades of market evolution.

Today, SIIL's operations focus on sectors where we deliver distinctive value:

- Technology
- Power, Energy & Industry
- Retail Distribution & Hospitality
- Interior Fit-out
- Investment & Real Estate

Each represents a carefully considered strategic choice—businesses we understand deeply, where market fundamentals support sustainable returns, and where our operational capabilities create competitive advantage.

The foundation of SIIL's success remains our people—professionals who combine inherited entrepreneurial insight with the strategic judgment required to navigate complex market transitions. Guided by experienced executive leadership with proven capability in portfolio transformation, our team has consistently demonstrated the ability to recognize when conditions demand change and the resolve to execute difficult strategic decisions.

As a financially conservative company listed since 2002, SIIL maintains disciplined capital allocation guided by deeply embedded values. We have weathered multiple economic downturns not through luck, but through the strategic foresight to exit underperforming businesses before losses compound, reallocate capital to higher-potential opportunities, and maintain the financial strength to invest when others cannot.

Our 73-year track record demonstrates that enduring success requires more than operational excellence—it demands the vision to anticipate market shifts, the analytical rigor to assess portfolio performance objectively, and the decisiveness to act when strategic realignment becomes necessary. This combination of strategic clarity and operational discipline continues to guide SIIL as we create sustainable long-term value for all stakeholders.