



**GREENVALLEY**  
HOLDINGS



Shk. Abubkr O. Balubaid

Owner & Chairman

Sheikh Abubakr O. Balubaid is the founder and owner of Green Valley Holdings.

After studying finance in the USA, he moved back to Saudi Arabia to work within the Balubaid Group of which he is a co-owner, before starting his own business venture driven through his passion for electric vehicles, and therefore in 2008 he established Luxury Carts Group in Saudi Arabia.

The Luxury Carts Group experienced phenomenal growth which inspired the development of the other group businesses.



Nathan Williamson

Group Chief Executive Officer

Nathan has held senior international roles with leading US and Asian Manufacturers of golf and utility vehicles. He has led the expansion of Green Valley Holdings through organic growth and by establishing several integrated businesses.



"Our aim as a Group is to create an environmentally friendly end-to-end solution for our customers from the construction of sporting venues, supply of machinery & vehicles, landscape maintenance, and a garden retail concept. With the infrastructure we have, we believe we can continue to be a leading organization for many years to come, creating opportunities and making partners along the way. The pillar of success leading to the Saudi Vision 2030 is a driving factor behind our objectives. Through our expertise, we represent premium international manufacturers and providers to offer the best possible products & services to all of our business units complete with the best possible support. We drive this by recruiting superior talent to lead our sectors."



## Our Vision



We will invest in the future through our respect for nature, our commitment to considerate living and our dedication to creating clean, green and sustainable businesses and solutions that have a positive impact on the communities we serve.

## Our Mission



Our mission at Green Valley is to deliver high-quality products and services that exceed our customers' expectations while maintaining a commitment to sustainability and social responsibility. We aim to achieve this by fostering a culture of innovation, collaboration, and accountability among our employees. Our goal is to be a leader in our industry, recognized for our integrity, reliability, and excellence in everything we do.

## Our Culture

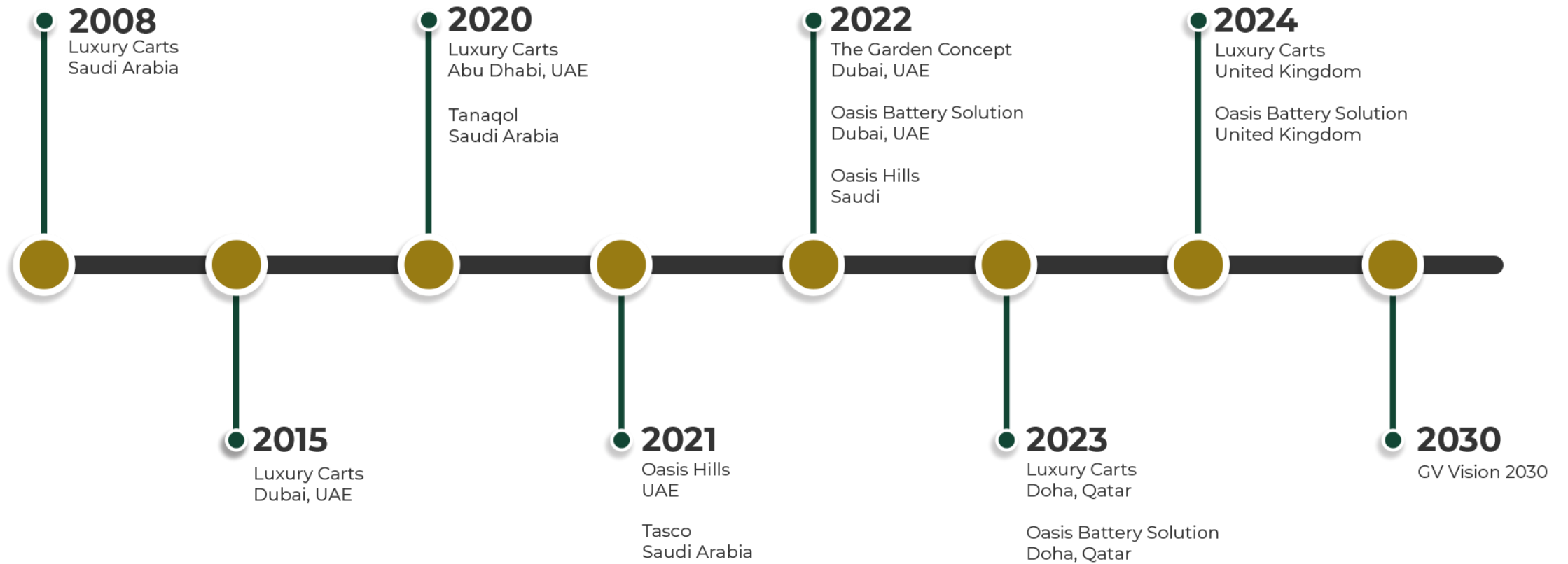


Our company culture is built on a foundation of inclusivity, collaboration, and continuous learning. We prioritise open communication and transparency, and we strive to create an environment where everyone feels valued, supported, and empowered to contribute their unique skills and perspectives.

Our people are our family, and we always promise to promote health, wellbeing, and happiness alongside personal career goals.

Above all, we are committed to delivering exceptional results for our clients while maintaining a positive and fulfilling workplace culture.

# GV HISTORY TIMELINE







## Automotive and Energy



Golf Carts & Sports vehicles

Machinery

Battery Solutions

Mobility Solutions - App



Founded in 2008 in Saudi Arabia, Luxury Carts Group was the first Golf Cart distributor to bring eco-friendly carts to the region. We opened our branch in the UAE in 2015 and are currently operating 12 branches in the GCC. The aim was simple- provide reliable, sustainable, and durable turf care machines, equipment, and practices across the region.

Over the years, we have partnered with and promoted premium brands and companies to develop a solid customer base with regional growth potential. Today, Luxury Carts Group is a premium Golf Cart distributor in the UAE and KSA.

Luxury Carts has built a reputation for delivering reliable, secure, and premium Golf Carts and Machinery in the UAE & KSA. It enables us to represent premium international manufacturers and offer the best possible products and services to clients in the region.

The business has grown in the last 15 years to over SAR 100m due to domestic and international expansion.

Luxury Carts Group provides Golf, Utility, Transportation, Mobility, and Power Sports Vehicles, and Turf Machinery to the Golf, Commercial, Consumer, Residential, Landscaping, Industrial and Retail Industry. Our products are electrical, gasoline, or diesel-powered.







BATTERY SOLUTIONS  
الواحة لحلول البطاريات



Oasis Battery Solutions provides a one-stop solution for motive/storage batteries, components and accessories.

World leading products from world leading manufacturers such as (Trojan Batteries - Lux Energy Batteries - S.P.E. Chargers). We aim to add more products & complete green solutions to serve the green economy initiative.





تنقل  
TANAQOL  
عربة الطواف والسعي



3000 Vehicles on-site

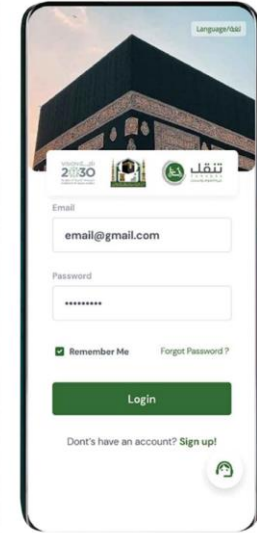
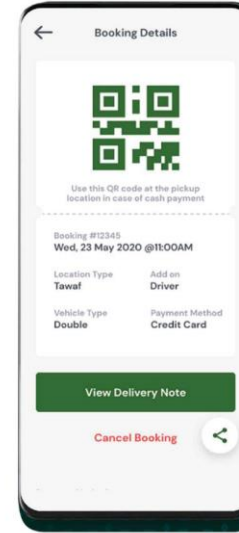


125 Staff



24 hour / 365 day operation

Tanaqol is the simple, fast, and secure way to book your perfect electric vehicle to Perform Tawaf and Sa'ee.





## Greens



 Turf & Landscape Services

 Garden Center

 Technical agricultural solutions







A well-designed landscape is a collaboration of functionality and nature. It should be tended to and nurtured with respect to its users and the environment. At Oasis Hills our goal is to maintain your landscape assets with these core principles at the forefront of our operations.

We have brought together some of the region's leading specialists in the field of landscape and irrigation maintenance to provide a quality-driven, professional service. We understand the unique environment of this region, what thrives and how to care for it and we have recently Purchased 1m Sq M of Land in Jeddah and land in Asia to provide trees to the Kingdom.

We specialize in sports and hospitality landscapes as well as private dwellings, our team is highly experienced in the region, yet we also bring long established international experience to each project.



#### OUR PROJECT

- KING ABDULLAH SPORT CITY
- JOCKEY CLUB SAUDI ARABIA
- AL AHLI FOOTBALL CLUB
- HH SHEIK MOHAMMED PALACE
- 5\* HOTELS IN UAE
- DUBAI RUGBY SEVEN

#### SERVICES

- LANDSCAPE MAINTENANCE
- LANDSCAPE CONSTRUCTION
- SPORTS TURF
- LIVING WALL
- IRRIGATION
- LANDSCAPE MACHINERY & PRODUCTS

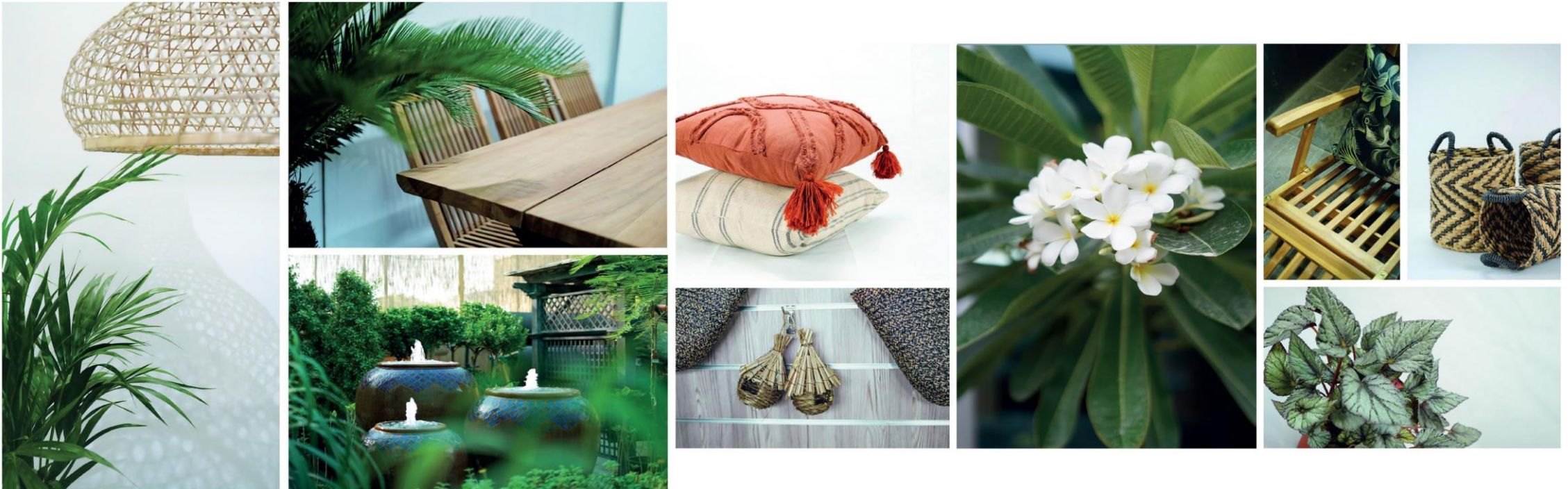




The Garden Concept, located on Sheikh Zayed Road in the centre of urban Dubai is a lifestyle destination where friends, families, and colleagues can enjoy a sustainable green lifestyle experience. The Garden Concept provides various products and services where the aim is to create inspirational spaces.

You will find the largest assortment of indoor and outdoor plants, beautiful, handcrafted furniture and other carefully selected home accessories, DIY gardening equipment, BBQs, chemicals and fertilizers, water features, carpentry services, pots of all shapes and sizes, and many more interesting additions to your home and garden.

Our team consists of well-trained, experienced individuals to assist you with your unique gardening needs, whether you are a professional landscaper or a gardening novice.







Technical Agriculture Solutions company has a team of experienced and qualified turf specialists with over 15 years in the Turf and Golf Industry.

Technical Agriculture Solutions Company LLC (TASCO) was incorporated in Jeddah KSA in 2019 as a joint venture between Polyclean LLC in the UAE (Pharaon Holding) and Luxury Carts Group in KSA.

TASCO's head office and main warehouse is in Jeddah with a further warehouse in Riyadh.

TASCO has Rain Bird factory trained and certified Authorized Service professionals, one of whom is exclusively dedicated for Rain Bird Golf Irrigation.





Sports Tourism



Sports Facility Management



Sports Education

Oasis Community Sports specializes in facility management, sports tourism, training camps, competitions, working with teams both in the UAE, KSA and internationally. During our growth phase we have attracted joint ventures with major players across the industries we serve.

We pride ourselves on the professional and personalized service that we provide our clients, which is endorsed by the number of clubs that continue to work with us. Through our JV, we are one of only a handful of Official 'Fifa Approved Match Agents', meaning we can put together official friendlies and international matches.



## Our Partners

### KINGDOM OF SAUDI ARABIA



### UNITED ARAB EMIRATES



## Our Clients





/greenvalleyholdings



[www.greenvalleyholdings.com](http://www.greenvalleyholdings.com)



The Garden Concept Building  
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