



DSCC
CONTRACTING
FOR EMPOWER VALUES

CORPORATE PROFILE DSCC CONTRACTING

Leading Fit-Out, FFE & Smart Building
Solutions Provider — Saudi Arabia.

CONTRACTING FOR EMPOWER VALUES



OPENING STATEMENT

Creativity. Functionality. Architectural Excellence.

At DSCC, we believe that exceptional spaces are not merely constructed — they are crafted. Every project we undertake is a commitment to reimagining the built environment, delivering fit-out solutions that captivate, inspire, and transform the way people live, work, and experience the world around them.

SAUDI ARABIA • CHINA • GLOBAL

OUR PHILOSOPHY

Brand Philosophy

“Creativity, Functionality and Architectural Excellence”

Experience the Cost-Efficient, Faster Fit-Out Solutions and High-End Products in Saudi Arabia

At DSCC, we believe that exceptional spaces are born at the intersection of vision and execution. Every project we undertake is guided by three immovable principles: the creativity to imagine beyond convention, the functionality to serve real human needs, and the architectural excellence to deliver lasting quality.

CREATIVITY • FUNCTIONALITY • EXCELLENCE



WHO WE ARE

One-Stop Solution Provider

Developed Solutions for Contracting Company (DSCC)

Founded in Riyadh, Saudi Arabia, DSCC is a premier Limited Liability Company delivering end-to-end fit-out, FFE, and smart building solutions. From design conception to final installation, we operate as your single trusted partner — combining Saudi presence with Chinese manufacturing excellence and global project standards.

Supply & Apply · One-stop contracting, procurement, and installation

Saudi-China Bridge · 21+ years of global fit-out industry experience

End-to-End · Design, manufacture, deliver, install, and support

[LLC · CR1010804480]

[Est. 2012 · Riyadh, KSA]

[www.dseccsaudia.com]



Lucy Lu

Managing Director & CEO, DSCC Saudi Arabia

“

We believe that one-stop fit-out solutions is not just about structures — it's about creating inspiring spaces that push the boundaries of design, function, and innovation.

Our team is dedicated to delivering world-class, highly functional, and aesthetically exceptional fit-out solutions — crafted to not only meet but exceed the highest industry standards. Together, let us redefine what is possible.

— Lucy Lu

MANAGING DIRECTOR & CEO

lucy.lu@dscsaudia.com



OUR VISION

Build a Benchmark

for One-Stop Decoration & Renovation
Contracting and Supply Chain Services
Between **China** and **Saudi Arabia**.

Saudi Presence. Chinese Manufacturing Excellence. Global Standards.

www.dsccsaudia.com



OUR MISSION

Mission

To provide first-class engineering solutions and value-added services — creating high-quality spaces that enrich daily life, contribute to a better society, and establish a sustainable long-term platform for growth.



ENGINEERING EXCELLENCE

To provide first-class engineering solutions and value-added services — creating high-quality spaces.



PROPOCLITY EXCELLENCE

We candete high-engineement, controlled in-ence mark of providers, creating high-quality quality and inorpetiones.



BUSINESS PROBABILITY

Forenmise to quality engineering solution, tienority, and in comprthernice exvering and enhanst students.



DUSTIOURERED PLARMIS

Combination and engineerings, and endertsearning value servicement exploitation and concents of cuolomers.

CORE VALUES

The principles that define who we are and how we build



INTEGRITY

Honest, transparent, and accountable in every action and every project we deliver



COMMITMENT

Dedicated to fulfilling every promise, on time, on budget, and beyond expectation



DILIGENCE

Meticulous attention to detail at every stage — from design to final installation



INNOVATION

Embracing cutting-edge technologies and creative thinking to redefine spaces



WIN-WIN

Building lasting partnerships where clients, partners, and our team all grow and succeed

Why DSCC

The Standard of Excellence in Every Project

01

21 Years of Mastery

Two decades of global fit-out expertise across hospitality, residential, commercial, and retail sectors.

02

One-Stop Solution

Design, manufacture, procure, deliver, and install — a single trusted partner from concept to completion.

03

Chinese Manufacturing Power

100+ leading manufacturers, 3 factories, 400,000+ sqm production capacity — quality at scale.

04

Saudi Market Depth

Riyadh-rooted, with a 1,200 sqm showroom, 1,600 sqm warehouse, and a dedicated local expert team.

04

Saudi Market Depth

Riyadh-rooted, with a 1,200 sqm showroom, 1,000 sqm warehouse, and a dedicated local expert team.

05

Luxury Client Portfolio

Trusted by Red Sea Global, Marriott, Four Seasons, VOCO, Boudi Hotels, and Al-Hokair Group.

06

End-to-End Accountability

Single point of contact across all phases — no gaps, no handoffs, no compromises.



Competitive Advantages

What Sets DSCC Apart

01 21 Years of Fit-Out Mastery

Two decades of accumulated expertise across interior finishing, furniture & fixtures, and audio-display solutions — delivering consistently exceptional results across diverse project types.

02 Proven Industry Reputation

Trusted by Marriott, Red Sea Global, Boudl Hotels, and Qurtuba Compound — a portfolio that speaks in landmark projects and world-class hospitality environments.

03 100+ Strategic Manufacturer Partners

A curated network of over 100 leading Chinese manufacturers — including publicly listed companies — ensuring unmatched product quality, range, and supply reliability.

04 State-of-the-Art Manufacturing

Three dedicated factories in China spanning 400,000+ sqm, equipped with 14 production lines, ISO-standard systems, and a 2,000+ strong professional workforce.

05 Innovation-Driven Solutions

Cutting-edge technologies spanning interior finishing, smart building systems, commercial AVL, and epoxy flooring — all under one integrated solutions framework.

06 End-to-End Accountability

From concept design and material selection through procurement, manufacturing, logistics, installation, and after-sales — one partner, one standard, zero compromise.

Our Journey

Company Milestones · 2004 – 2026

2004

ST Industries Founded

14 production lines · 14,000 units/month capacity · Technology-intensive manufacturing established in China

2021

DSTC Saudi Arabia Launched

Import, Procurement & Supply arm established · Serving Saudi Arabian market with modern fit-out products · Fast turnaround time

2026

1,200 sqm Showroom Grand Opening

Saudi Arabia's largest B2B Fit-Out & FFE technical showroom
Full material library
Al Kharij Road, Riyadh

KSA's Largest

2012

DSCC Established in Saudi Arabia

First-ever woman entrepreneur to invest in KSA · DSCC founded with Foreign Direct Investment · Delivering innovative fit-out solutions

A Historic First

2023

Warehouse & Showroom Opened

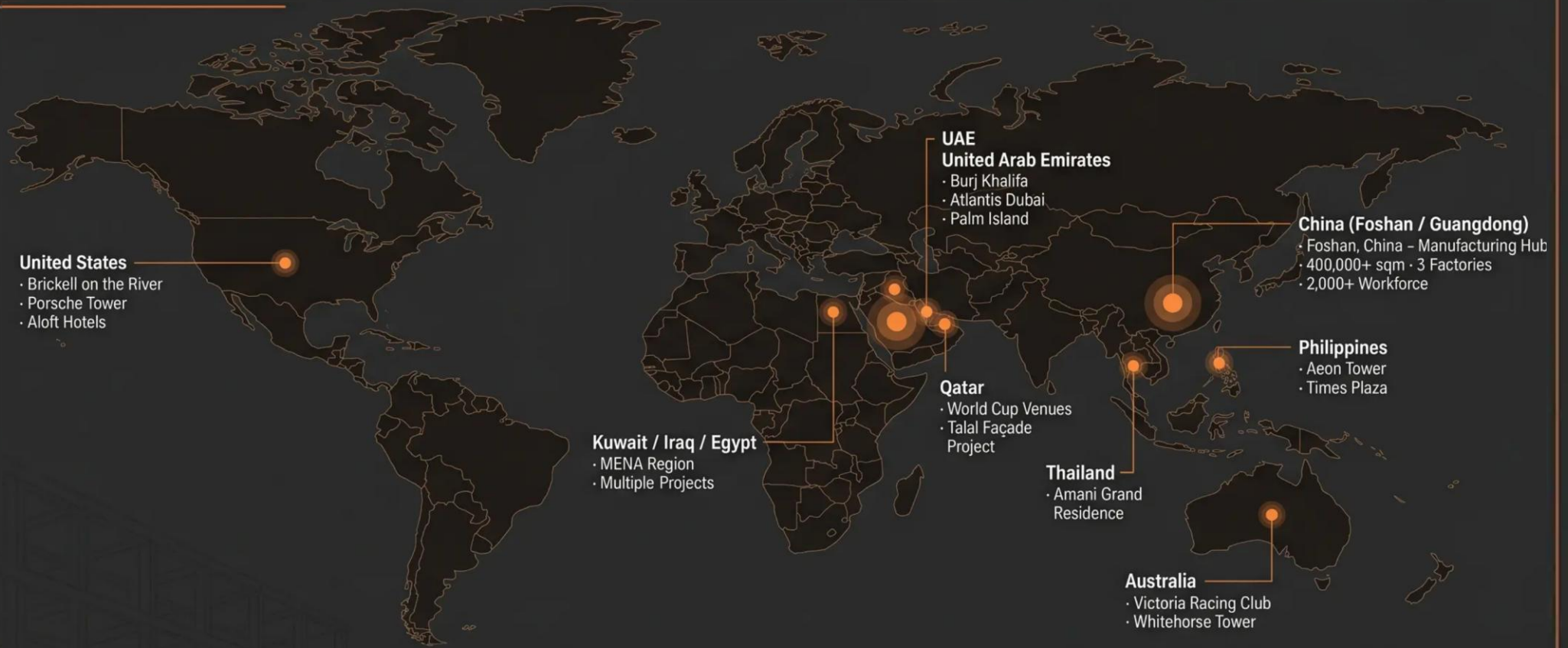
1,800 sqm Riyadh warehouse operational · Al Kharij Road showroom launched · Inventory management and product access established

FROM MANUFACTURING EXCELLENCE TO SAUDI ARABIA'S PREMIER FIT-OUT DESTINATION – 21 YEARS IN THE MAKING



Global Capabilities

Saudi Presence. Chinese Manufacturing Excellence. Global Standards.



21+

Years of Global Fit-Out Experience

20+

Countries with Project References

100+

Leading Chinese Manufacturing Partners

SAUDI PRESENCE

Rooted in Riyadh. Serving the Kingdom.



HEAD OFFICE & SHOWROOM

1,200 sqm

Saudi Arabia's Largest B2B Fit-Out & FFE Technical Showroom
Al Kharij Road, Al Manakh District, Riyadh – Arak Center No. 13-17



RIYADH WAREHOUSE

1,600 sqm

Dedicated Inventory Management & Timely Delivery Hub
Al Manakh District, Riyadh – Serving All KSA Project Sites



KINGDOM-WIDE REACH

KSA – Nationwide

Projects Delivered Across Riyadh, Jeddah, Dammam & Red Sea Coast
Fleet Management · On-Site Installation · After-Sales Support



Built at Scale.

Engineered for Excellence.

400,000+ sqm

Combined Manufacturing Facility, China

2,000+

Professional Workforce – Design, Production, Logistics

3 Factories • 14 Production Lines

State-of-the-Art Machinery, ISO Standard Production

DSCC's manufacturing backbone spans three world-class factories in Foshan, China – a combined powerhouse of over 400,000 square meters, staffed by more than 2,000 skilled professionals across design, material sourcing, precision production, quality finishing, and international logistics. This is where Saudi Arabia's most ambitious fit-out projects are born.



Procurement Network

Global Access • Premium Manufacturers • Strategic Sourcing

100+

Leading Manufacturers in China

Including publicly listed Chinese companies

65+

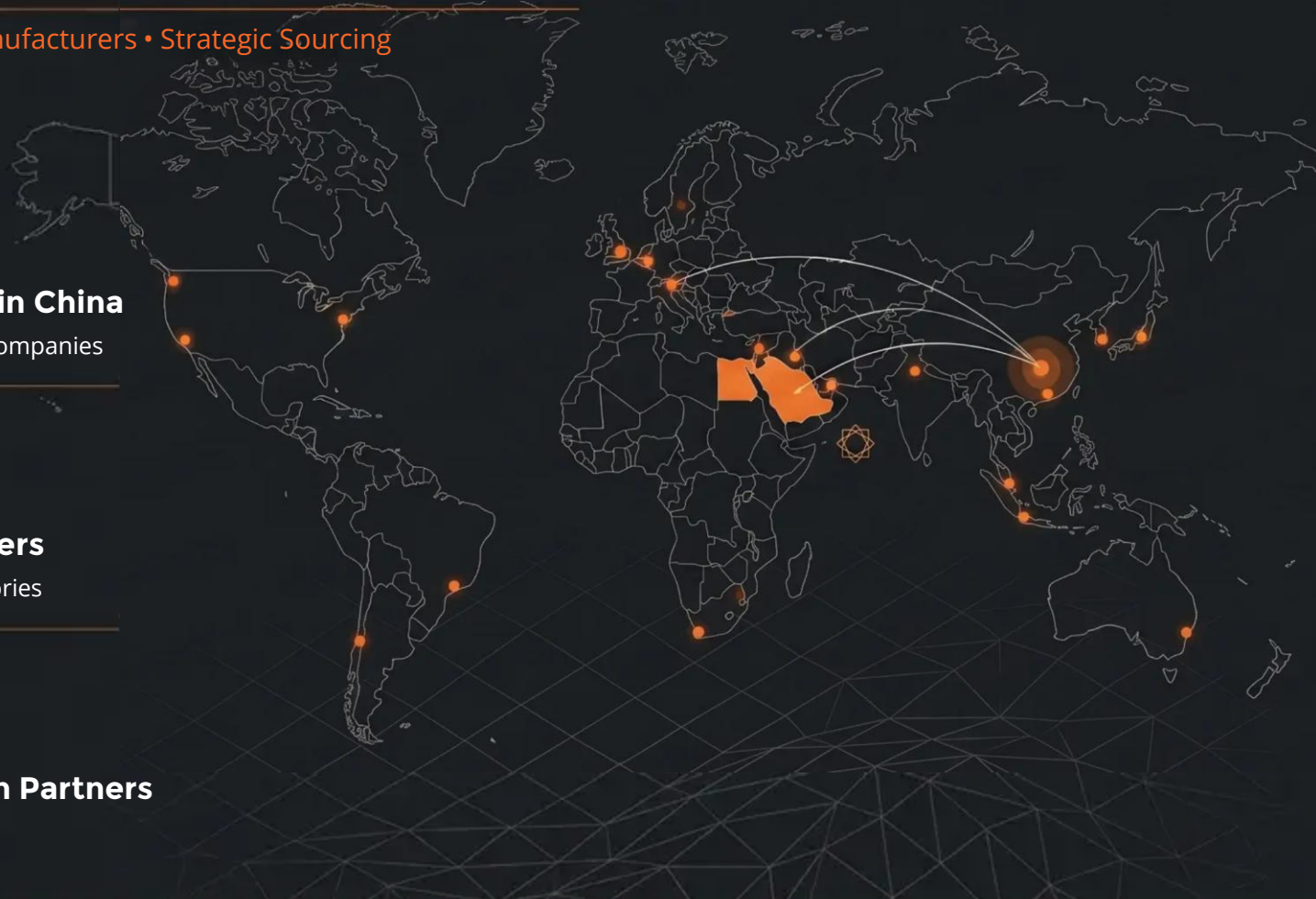
Material Sourcing Partners

Covering all major material categories

6

Strategic Co-Production Partners

Deep manufacturing integration



Direct Factory Access

Bypassing intermediaries for cost-efficient, authentic sourcing

Quality-Verified Supply Chain

ISO-standard production systems across all partner facilities

Foshan Manufacturing Hub

Authorized representative of Made in Foshan Home Furnishing Industry

End-to-End Procurement Control

From material selection to final delivery — single accountability



SUPPLY CHAIN EXCELLENCE

From raw material sourcing in China to precision installation across Saudi Arabia – one seamless, controlled process.



CHINA CAPABILITY

2,000+ professionals managing design, sourcing, production, finishing, and logistics

Foshan · Guangdong · Full manufacturing ecosystem

SAUDI DELIVERY

End-to-end on-site delivery, warehousing, and installation across the Kingdom

Riyadh HQ · 1,600 sqm warehouse · Nationwide reach

OPERATIONAL EXCELLENCE

Logistics Capabilities

From factory floor to construction site — every movement is engineered for precision, speed, and zero compromise.



01

Sophisticated Handling

Fully equipped handling systems ensuring zero damage from production to delivery.



02

Professional Packaging

Custom packaging solutions engineered for long-haul international and local freight.



03

Fleet Management

Dedicated fleet for safe, secure, and timely delivery to construction sites across Saudi Arabia.



04

Air & Sea Cargo

Strong freight partnerships connecting Foshan manufacturing facilities directly to Riyadh.

Saudi Arabia • China • Global Freight Networks

1,600 sqm Riyadh Warehouse • Nationwide Fleet



Warehousing Infrastructure

Riyadh Operational Hub — Inventory Management & Delivery Excellence

1,600 **sqm**

Dedicated Warehouse Facility — Riyadh, Saudi Arabia

Inventory Management

Organized stock control for seamless project coordination

Timely Project Delivery

Fast-turnaround fulfillment ensuring zero delays on-site

Local Supply Readiness

Pre-positioned materials for rapid deployment across KSA

Strategically located on Al Kharij Road, Riyadh — serving all active project sites across the Kingdom



SHOWROOM · RIYADH, KSA

Showroom Experience

Saudi Arabia's Largest B2B Technical Showroom for Fit-Out & FFE

1,200 sqm

Independent Exhibition Hall

Full Material Library

Decorative samples, finishes & systems on display

Al Kharij Road, Riyadh

Accessible, purpose-built B2B destination

"Where materials meet vision, and vision becomes reality."



By The Numbers

A Decade of Excellence — At a Glance

21+

Years of Global Experience

Fit-out industry leadership since 2004

2,000+

Professional Workforce

Design, production, logistics & finishing experts in China

400,000+

sqm Manufacturing Facility

Combined factory footprint across 3 facilities in China

100+

Leading Chinese Manufacturers

Including publicly listed Chinese companies

1,200

sqm Showroom – Riyadh

Saudi Arabia's largest B2B Fit-Out & FFE technical showroom

65+

Project Partners & Suppliers

Covering all project phases from design to delivery

3

Factories in China

Specialized in wide-range furniture for building interiors

14

Production Lines

Capacity: 14,000 units per month at ST Industries

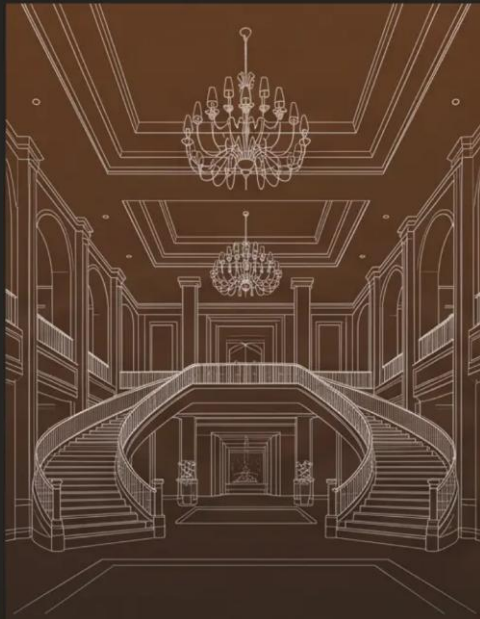
35+

Professional Designers

Interior & architecture specialists based in China

INDUSTRIES SERVED

From luxury hospitality to industrial infrastructure — DSCC delivers across every sector.



HOSPITALITY

Luxury Hotels • Service Apartments • Resorts



RESIDENTIAL

Villas • Apartments • Compounds • Resorts



RETAIL

Shopping Complexes • Retail Stores • Centers



COMMERCIAL

Offices • Educational Centers • Hospitals



INDUSTRIAL

Warehouses • Distribution Centers • Workshops

ONE PARTNER • EVERY SECTOR • END-TO-END SOLUTIONS

End-to-End Workflow

*From First Concept to Final Installation – Five Stages of Excellence

01

Design

35+ professional designers.

Conceptual, interior, space planning, material selection & specification.

02

Manufacture

3 factories in China.
400,000+ sqm facility.
2,000+ workforce.
25+ years industry experience.

03

Logistics

Sophisticated handling, packaging & storage.
Strong fleet capabilities.
Air & sea cargo management.

04

Deliver & Support

On-site supply, fleet management across KSA.
Professional installation & operations teams.

05

Showroom & Warehouse

1,200 sqm exhibition hall.
1,600 sqm Riyadh warehouse.
Material sample library.

'ONE TRUSTED PARTNER. EVERY STAGE. EVERY DETAIL.'

Design Capabilities

Where Vision Meets Precision

35+ Professional Designers • Conceptual Design • Space Planning • Material Selection • Architectural Excellence



01

Conceptual Design

From initial brief to spatial concept — translating client ambitions into architectural narratives

02

Space Planning

Optimizing every square meter — functional flow, ergonomic logic, and aesthetic harmony

03

Material Selection

Curating premium finishes from 100+ global manufacturers — texture, tone, and tactility

04

Specialty & Functional Design

Custom millwork, bespoke fixtures, and technology-integrated environments

Engineering Expertise

Technical Proficiency • Project Contracting • Installation • Quality Control



Project Contracting

Interior & exterior fit-out contracting across commercial, hospitality, and residential sectors



Installation Management

End-to-end on-site installation teams with precision scheduling and site coordination



Quality Control

Rigorous 4-stage QC process: BOQ, shop drawings, material approval, mock-up sign-off



Specialist Systems

Commercial AVL, epoxy flooring, and smart building systems with full technical integration

Fit-Out Solutions Overview

One-stop interior solutions – from fixed furniture and architectural finishes to lighting systems and smart fixtures – delivered with precision, speed, and luxury-grade quality.



Fixed & Loose Furniture

Custom-manufactured and sourced for every space type



Lighting Systems

Architectural, ambient, accent and feature lighting



Ceiling & Fixtures

Suspended, coffered, and specialty ceiling systems



Wall Cladding & Finishes

Stone, marble, panel, and surface solutions



Floor Covering

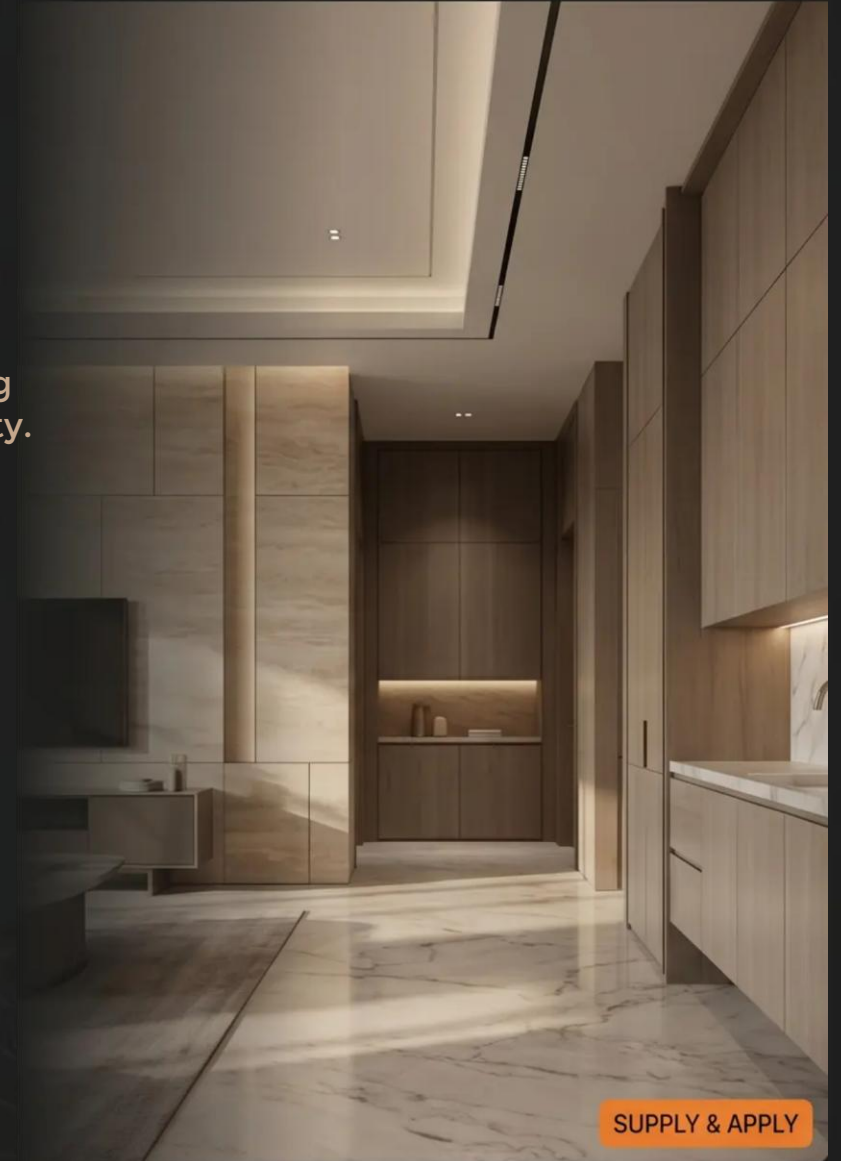
Tile, marble, wood, vinyl, and epoxy systems



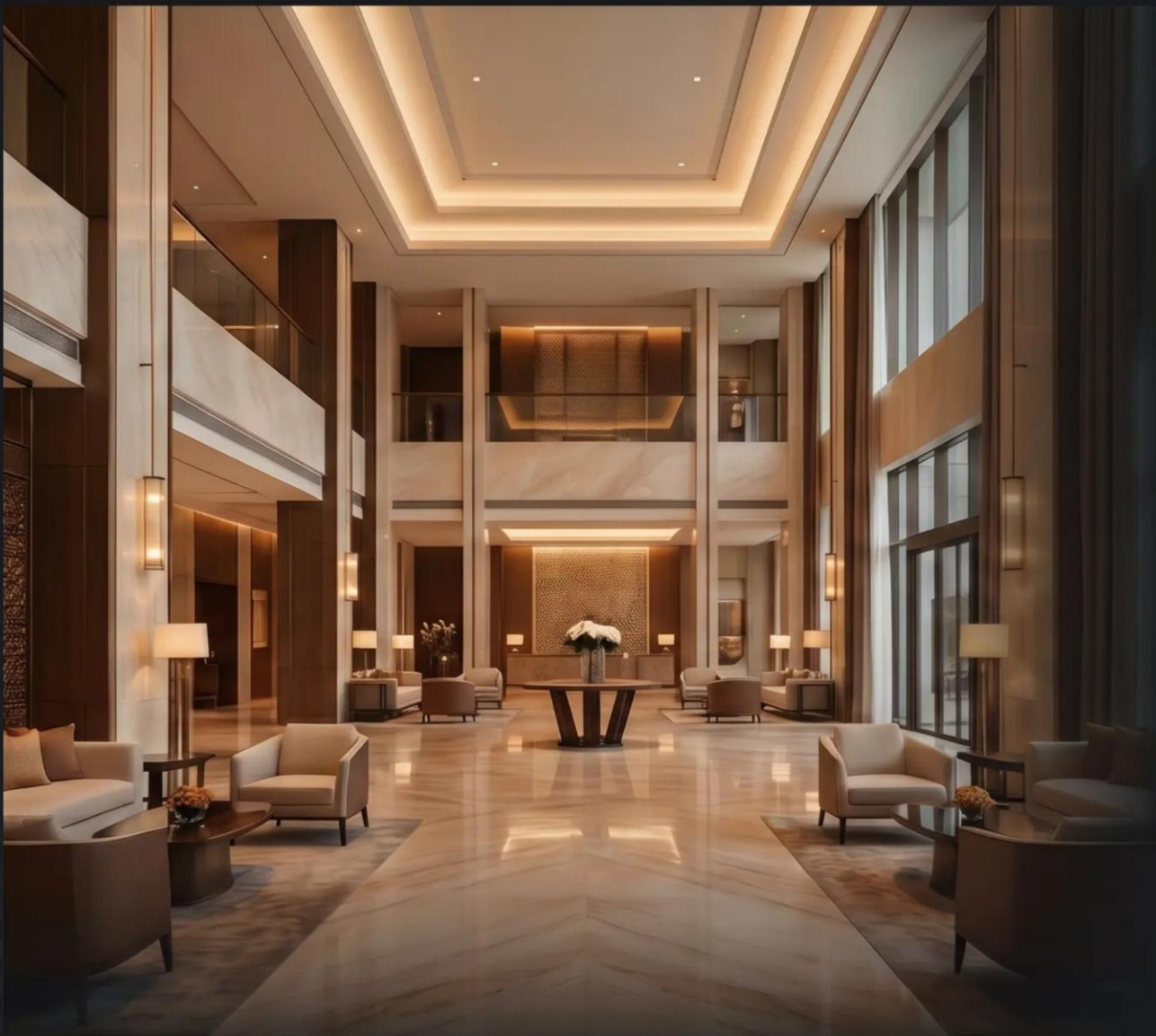
Bathroom & Sanitary Ware

Premium fixtures and complete wet area solutions

— One Stop Solution. One Trusted Partner. —



SUPPLY & APPLY



SERVICE CATEGORY · 06

Hospitality Fit-Out

Luxury spaces crafted for the world's most discerning guests — from grand hotel lobbies to private resort villas.

- Luxury Hotels & Branded Residence
- Furnished Service Apartments
- Resorts, Beach Clubs & Spa Retreats

*Where architecture meets hospitality —
every detail elevated.*

Key References: Marriott · Boudl Hotels · VOCO Jeddah · Four Seasons
RSG · Hilton Riyadh · Westin Dammam · Sofitel Jeddah



COMMERCIAL

Fit-Out

Tailored Interior Solutions for Modern Workspaces & Commercial Spaces

– Workplaces & Corporate Offices

Complete interior fit-out from partitioning and ceiling systems to furniture, lighting, and smart building integration.

– Educational Centers & Institutions

Purpose-built learning environments combining functional design, acoustic solutions, and durable material selections.

– Commercial Buildings & Retail Centers

High-traffic commercial interiors designed for brand impact, operational efficiency, and long-term performance.

'21+ Years

Fit-Out Industry Experience

100+ Projects

Delivered Across Saudi Arabia





FIT-OUT SOLUTIONS

Residential Fit-Out



Villas & Luxury Residences

Full fit-out from raw shell to furnished masterpiece – flooring, ceilings, walls, joinery, and bespoke furniture packages tailored to the highest residential standards.



Society Complexes & Compounds

Scalable residential fit-out programs for large compound communities – consistent quality across hundreds of units with standardized material packages and fast-track delivery.



Apartments & High-Rise Living

Modern apartment fit-out solutions combining space efficiency, contemporary design, and premium material finishes – from studio units to full-floor penthouse suites.

400+ Villas Delivered

3,000 RSG Staff Village Units

21+ Years Residential Expertise

PROJECT EXPERTISE

Compound Projects

DSCC delivers complete fit-out and FFE solutions for large-scale international compounds – from individual villa interiors to community facilities, clubhouses, and support assets. Every residence crafted to the highest standard of comfort and design.

Cordoba International Compound

400 Villas + 10 Public Support Assets – Riyadh

Motoon Anaya International Compound

24 Luxury Villas – Olaya Street, Riyadh

Al-Hokair Group Residences

20 Premium Apartment Units – Olaya, Riyadh

400+

Villas Delivered Across Compound Projects



Cordoba International Compound — 400 Villas, Riyadh, Saudi Arabia

SERVICE SOLUTIONS

Office Solutions

MODERN WORKSPACES. ENGINEERED FOR PERFORMANCE.

DSCC designs and executes complete office environments — from corporate headquarters to specialized training centers — where functionality, aesthetics, and brand identity converge into spaces that inspire productivity and reflect organizational excellence.

Corporate Headquarters

complete interior fit-out, executive suites, open-plan workspaces, branded reception areas

Training & Education Centers

purpose-built learning environments, acoustic design, flexible furniture systems, AV integration

Collaborative Workspaces

meeting rooms, conference facilities, breakout zones, smart technology integration

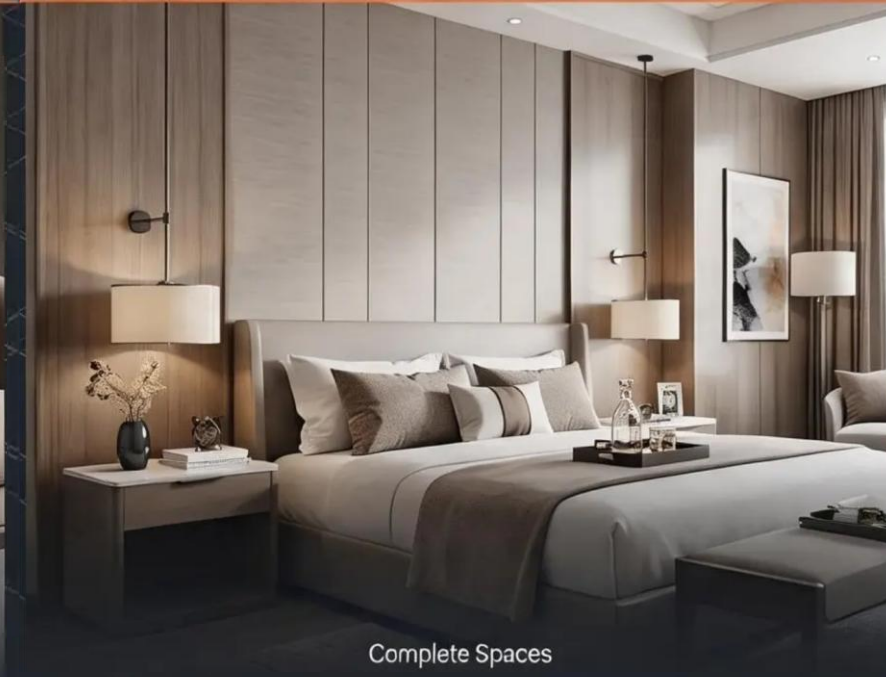
• Reference Project: 51 Talk — 800 sqm Head Office & Training Center, King Fahad Road, Riyadh



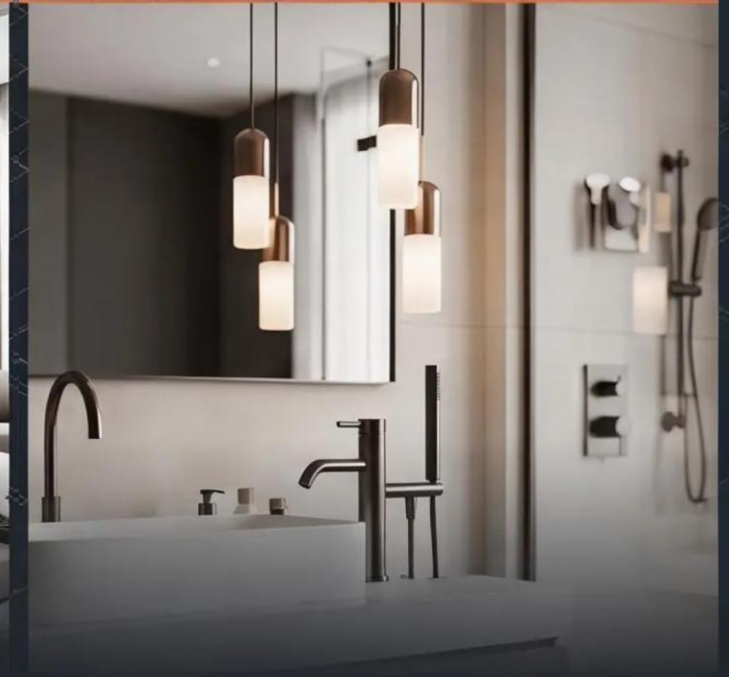
Office & Corporate Solutions



Furniture



Complete Spaces



Fixtures & Equipment

FFE Solutions Overview

Sourcing and supplying world-class Furniture, Fixtures & Equipment — tailored to the exact specifications of every project, every space, every vision.

- Fixed Furniture
- Loose Furniture
- Fixtures & Fittings
- Equipment & Appliances

Furniture Solutions

From fixed joinery to loose statement pieces — DSCC delivers premium furniture solutions for indoor and outdoor environments across hospitality, residential, commercial, and compound sectors. Every piece is sourced, manufactured, and installed to the highest international standards.

- Fixed Furniture • Built-in joinery, cabinetry, wardrobes, millwork
- Loose Furniture • Sofas, chairs, tables, beds, modular seating
- Outdoor Furniture • Weather-resistant landscape and poolside pieces
- Hospitality & Contract • Hotel-grade, high-durability specification furniture

Manufactured across 3 China factories • 14 production lines • 14,000 units/month capacity

400,000+ sqm

Combined Manufacturing Facility



Material Solutions

Premium Material Library — Stones • Marbles • Wall Claddings • Floor Coverings



Calacatta Marble



Travertine Stone



Nero Marquina



Architectural Concrete Cladding



Premium Wood Flooring



Decorative Mosaic



Wood-Effect Floor Covering



100+ Leading Manufacturers — Sourced from Foshan, China

Full Material Specification & BOQ Support

Available for Client Sampling at our 1,200 sqm Riyadh Showroom

LIGHTING SOLUTIONS

Architecture of Light

Every space deserves illumination that inspires – not merely brightens.

DSCC delivers comprehensive lighting solutions encompassing architectural, decorative, and technical systems for both indoor and outdoor environments. From ambient mood lighting to precision task illumination, our curated selection transforms spaces into experiences – for hospitality, retail, residential, and commercial environments across Saudi Arabia.

Architectural Lighting

Concealed, structural, façade

Decorative Lighting

Pendants, chandeliers, feature pieces

Ambient & Mood Lighting

Layered, dimmable, atmospheric

Outdoor & Landscape

Weatherproof, garden, pathway

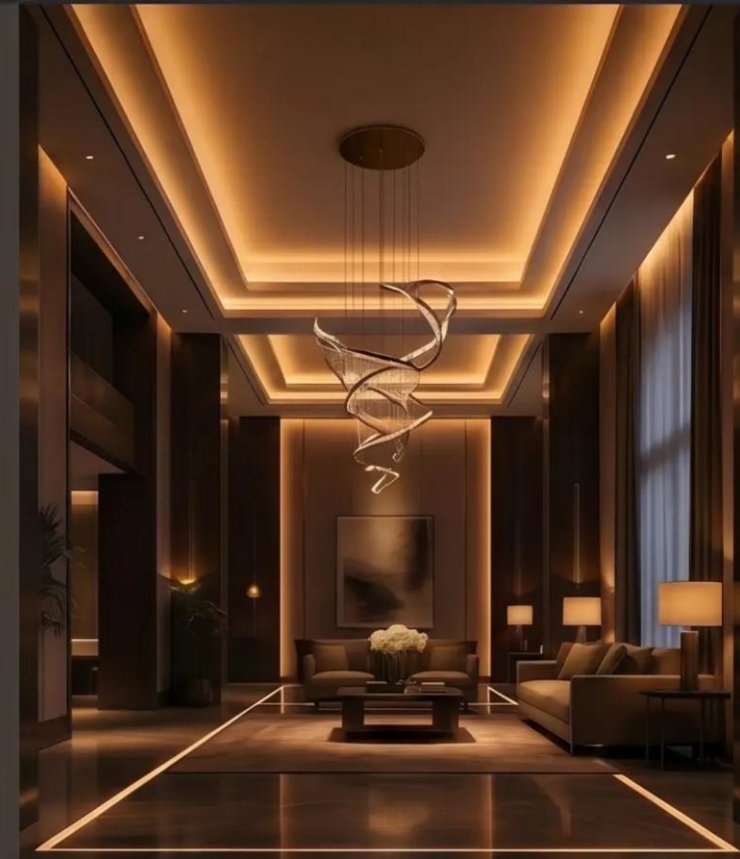
Task & Technical Lighting

Precision, workspace, clinical

Smart Lighting Systems

*Automated, sensor-controlled,
scene-based*

All types of lighting – curated, sourced, and installed by DSCC.



All Types of Lighting

Indoor · Outdoor · Architectural · Decorative

CEILING SYSTEMS

Architectural-grade ceiling solutions — supply, installation, and custom design



Suspended & Drop Ceilings

Gypsum board, mineral fiber, metal tiles, and open-grid suspended ceiling systems for commercial and hospitality interiors



Decorative Ceiling Panels

Custom coffered panels, 3D textured ceiling boards, wood veneer ceilings, and architectural feature ceilings for luxury residential and hotel spaces



Integrated Lighting Ceilings

Recessed lighting channels, cove ceiling systems, and LED-integrated ceiling panels — designed for seamless aesthetic and functional illumination

12+

Ceiling System Types

100%

Supply & Install Capability

ISO

Standard Production

FLOORING SYSTEMS

Stone • Marble • Decorative • Specialty

Premium surface solutions for every architectural specification

Natural Stone & Marble

Carrara, Calacatta, Emperador, Travertine, Onyx

Engineered Stone

Quartz surfaces, sintered stone, porcelain slabs

Decorative Tiles & Patterns

Geometric, arabesque, mosaic, custom artisan designs

Wood & Timber Flooring

Engineered hardwood, parquet, herringbone patterns

Large-Format Porcelain

Ultra-thin slabs, seamless joints, commercial grade

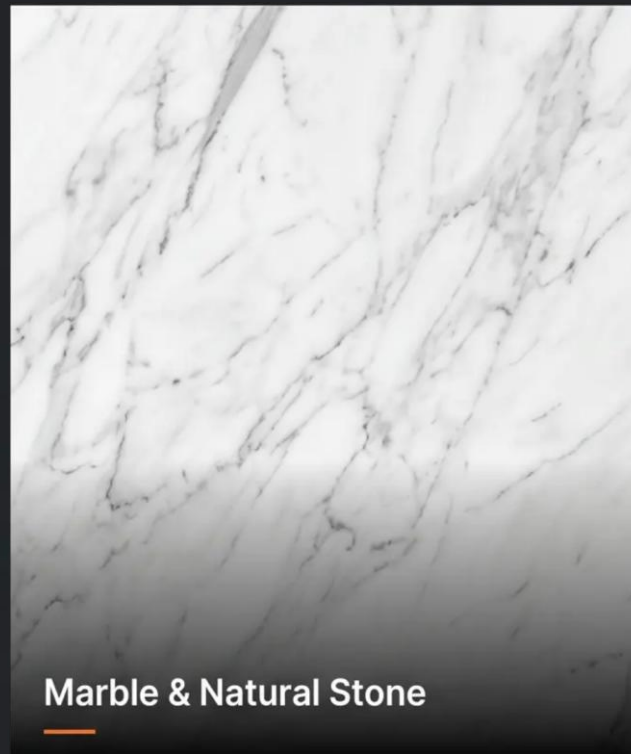
Specialty Coatings

Epoxy systems, resin finishes, anti-static surfaces

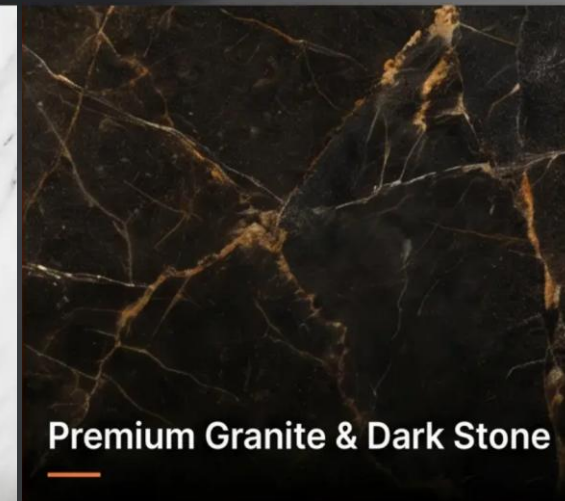


Supply & Apply

Full installation services included — from substrate preparation to final finish and quality inspection



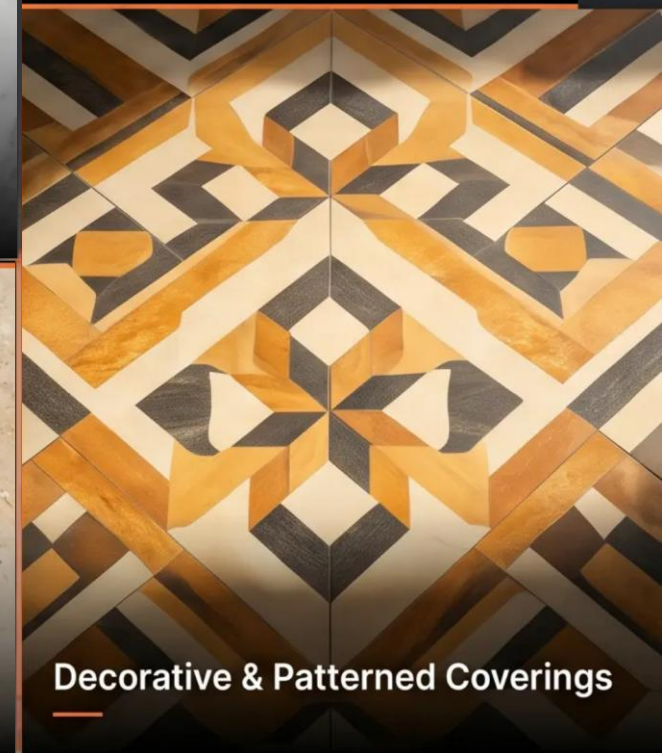
Marble & Natural Stone



Premium Granite & Dark Stone



Travertine & Sandstone



Decorative & Patterned Coverings

100+ Material Options

Global Sourcing

ISO Quality Standards



Smart Room Systems

Intelligent Environments. Seamless Control.

DSCC integrates cutting-edge smart room control and automation technologies that transform ordinary spaces into intelligent, responsive environments — delivering comfort, efficiency, and elevated living experiences across hospitality, residential, and commercial projects.



Smart Climate Control

Automated temperature, humidity, and air quality management integrated with building systems



Lighting Automation

Scene-based intelligent lighting control for ambiance, energy efficiency, and occupancy response



Keycard, biometric, and remote-access door systems with real-time monitoring integration



Centralized Room Management

Unified control panels and mobile interfaces for hospitality, residential, and commercial environments.

ONE INTERFACE. TOTAL ENVIRONMENT CONTROL.

*Compatible with KNX, BACnet, Modbus & Leading Smart Home Protocols

AVL

Explore Our Solutions

Overview

Commercial Audio, Video & Lighting systems engineered for immersive experiences — from luxury hotel ballrooms and corporate conference suites to public entertainment arenas and command centers.

- Audio Conference Systems
- LED Screens & Visual Display
- Architectural & Stage Lighting

*Banquet Rooms • Command Centers • Conference Halls •
Entertainment Venues • Education & Healthcare*



Audio • Video • Lighting

Audio Systems

*Immersive Sound. Professional Precision.
Every Space, Every Scale.*



Audio Conference Systems

Crystal-clear voice reproduction for boardrooms, command centers, and multi-party environments



Pro Sound Systems

High-fidelity speaker arrays, subwoofers, and amplification for banquet halls, entertainment venues, and public spaces



Pro Sound Systems

High-fidelity speaker arrays, subwoofers, and amplification for banquet halls, entertainment venues, and public spaces



Surround Sound & Immersive Audio

Multi-channel surround configurations delivering cinematic, enveloping audio experiences in hospitality and entertainment settings

Banquet Rooms

Conference Rooms

Command Centers

Hotels

Entertainment Halls

Auditoriums



*Professional grade audio conference hardware —
supplied, integrated, and commissioned by DSCC*

Video Systems

Crystal-Clear Visuals. Seamless Integration. Immersive Presence.

DSCC delivers world-class video technology solutions — from ultra-high-definition display walls to precision video conferencing systems — engineered for spaces that demand visual excellence and flawless performance.



High-Definition Display Walls

Seamless LED and LCD video wall systems with ultra-thin bezels, calibrated color accuracy, and 4K+ resolution for command centers, boardrooms, and public spaces.



Video Conference Systems

End-to-end video conferencing integration featuring PTZ cameras, wide-angle lenses, and AI-powered framing — enabling immersive remote collaboration at the highest quality.



Projection & Presentation Systems

High-lumen laser projectors and interactive display panels for training rooms, auditoriums, and executive presentation suites — engineered for clarity in any lighting condition.

4K+

Display Resolution Standards

360°

Camera Coverage Capability

Zero-Lag

Signal Transmission

Conference Solutions

Paperless Systems & Collaborative Space Design



Paperless Conference

Fully integrated digital document management replacing traditional paper workflows — real-time screen sharing, annotation, and synchronized content across all participant displays.



Collaborative Spaces

Purpose-designed conference environments engineered for enhanced communication — from intimate boardrooms to large-format multi-team collaboration halls.



Smart Integration

Seamless connection between audio, video, display, and control systems — one unified interface managing all conference room technology with precision and simplicity.

COLLABORATIVE INTELLIGENCE

APPLICATION AREAS

Boardrooms • Executive Suites • Government Chambers • Training Halls •
Command Centers • Multi-Purpose Conference Halls

LED Display Systems

Large-Scale Visual Impact for Command Centers, Entertainment Halls & Public Facades

① Command Centers

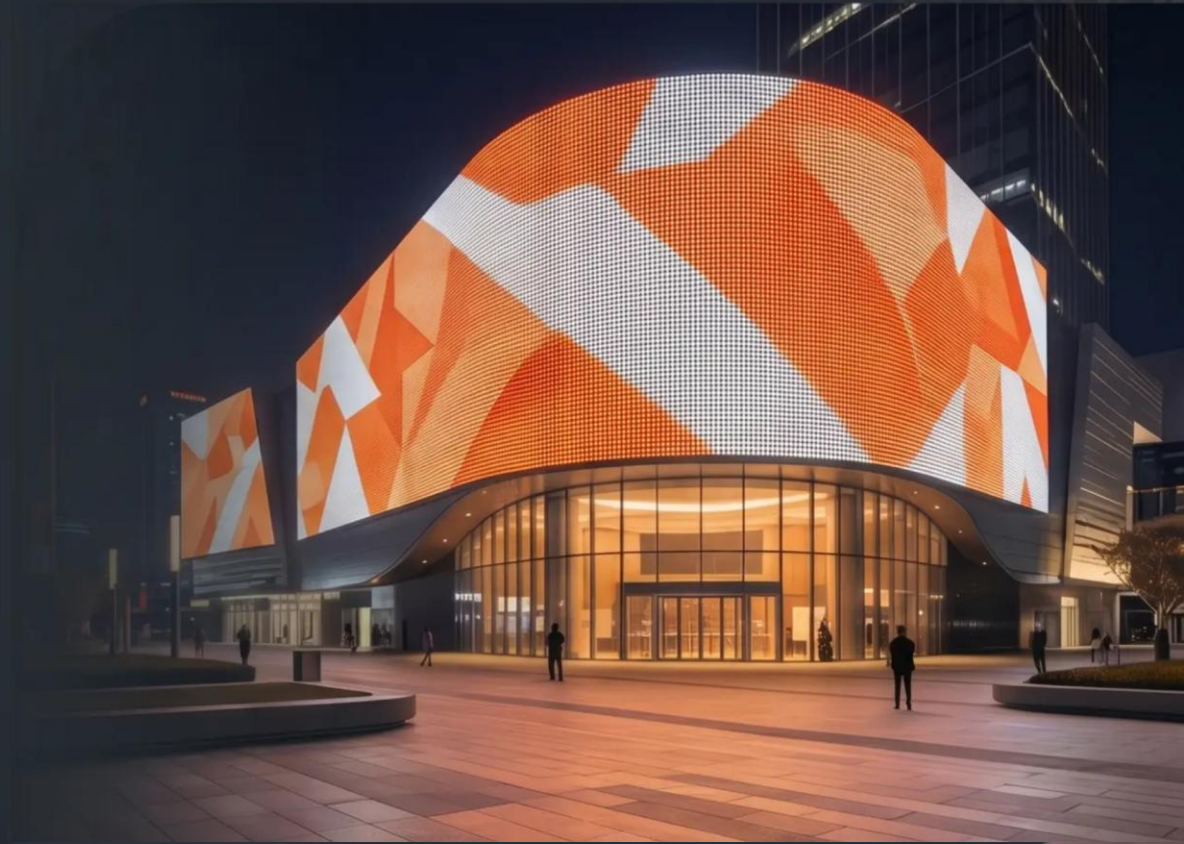
Mission-critical display walls for real-time data and operations monitoring

② Entertainment Halls & Venues

Immersive LED walls and stage backdrops for events, concerts, and public spaces

③ Building Facades & Public Displays

Architectural LED cladding and outdoor digital signage for landmark installations



High Definition · Crystal-clear
4K-capable display technology

Modular Design · Scalable
technical prodnos

Sncuritiy Coctrlol · management
configurations for any surface size

Smart Control · Integrated content
management and scheduling systems

DSCC SERVICE DIVISION — 03

EPOXY FLOORING

High-Performance Coating Solutions for Industrial,
Commercial & Decorative Applications

One of Saudi Arabia's Finest Epoxy Solutions Providers

◆ Industrial Grade ◆ Commercial Ready ◆ Decorative Excellence

ASSESSMENT
& DESIGN

SURFACE
PREPARATION

HIGH-PERFORMANCE
COATING

FAST CURE
INSTALLATION

MAINTENANCE
& RESTORATION



Industrial Epoxy

Engineered for the most demanding environments — built to last.

Heavy-Duty Warehouse Flooring

Solvent-free epoxy mortar systems engineered for high-load traffic, forklift operations, and continuous heavy-duty use in distribution centers and warehouses.

Workshop & Manufacturing Floors

Anti-skid, wear-resistant, and chemical-resistant coating systems designed for industrial workshops, assembly lines, and manufacturing complexes.

Anti-Static & Conductive Systems

Specialized epoxy conductive and anti-static floor coating systems for electronics manufacturing, cleanrooms, and sensitive industrial environments.

One of the Finest Epoxy Solution Providers in Saudi Arabia

Supply · Application · Maintenance · Restoration

Warehouses

Workshops

Industrial Floors

Parking Spaces

Stadiums

Distribution Centers

EPOXY FLOORING SOLUTIONS

Commercial Epoxy

Aesthetic precision meets structural performance – engineered for scale

Parking Structures

Durable, chemical-resistant surfaces with directional marking systems

Commercial Buildings

Seamless, hygienic floors for retail centers, lobbies, and workspaces

Stadium & Arena Grounds

High-load, anti-slip, fast-cure systems built for mass occupancy

Heavy Load Rated
Industrial-grade
compression strength

Fast Cure System
Minimal downtime,
rapid return to service

Anti-Skid Certified
Safety-compliant
surface texture



Application: Parking • Commercial • Stadiums

EPOXY FLOORING SOLUTIONS

Decorative Epoxy

Metallic, Quartz & Flake Systems — Where Engineering Meets Artistry



Metallic System

Liquid-metal depth with seamless, high-gloss finish



Quartz System

Natural aggregate texture with superior slip resistance



Flake & Chip System

Multi-tone decorative chips for dynamic visual depth



High-End Decorative Flooring

Custom color matching
available for all systems



LUXURY LOBBIES • HIGH-END RETAIL • PREMIUM HOSPITALITY • PRIVATE RESIDENCES



EPOXY FLOORING · PHASE ONE

Surface Preparation

*The foundation of every flawless floor — precision preparation for lasting performance.

01

Site Assessment & Diagnosis

Structural inspection, moisture testing, crack mapping, and load analysis before any work begins.

02

Mechanical Surface Grinding

Diamond grinding machines remove contamination, laitance, and surface irregularities to achieve precise profile.

03

Shot Blasting & Profiling

High-pressure shot blasting creates optimal surface texture for maximum coating adhesion and bond strength.

04

Crack Repair & Priming

Deep crack filling, joint sealing, and application of penetrating primer to seal and stabilize the substrate.

"No coating is stronger than the surface beneath it — DSCC prepares every substrate to international standards before a single drop of epoxy is applied."

Quality Assurance Overview



BOQ Submission

*Precise quantity documentation



Shop Drawing Approval

Technical drawing validation



Material Approval

Material standard confirmation



Mock-Up Sign-Off

*Physical sample endorsement

Every project phase is governed by four strict quality control procedures — ensuring standardized delivery, zero compromise, and international-grade outcomes at every stage.

Quality Control Process

Four Strict Procedures Before Every Production Begins

01

BOQ Submission

Detailed Bill of Quantities submitted and reviewed — establishing full project scope, materials, and cost framework before any production commitment.



02

Shop Drawing Approval

Precise technical drawings reviewed and approved by client and consultant — ensuring dimensional accuracy and spatial coordination before fabrication.



03

Material Submission & Approval

All specified materials formally submitted with technical data sheets and samples — reviewed and approved to guarantee compliance with project standards.



04

Mock-Up Sample Approval

Physical mock-up or prototype produced and approved by client — confirming finish quality, craftsmanship, and aesthetic alignment before full-scale production begins.



Inspection Procedures

Rigorous Protocols. Guaranteed Delivery.

01



BOQ Submission

Bill of Quantities submitted and reviewed for scope accuracy, material specifications, and project cost alignment before any production begins.

02



Shop Drawing Approval

Detailed shop drawings reviewed and approved by the client and consultant, ensuring dimensional accuracy and design compliance.

03



Material Submission & Approval

All specified materials formally submitted with data sheets and physical samples, reviewed and signed off before procurement and manufacturing.

04



Mock-Up Samples Approval

Full-scale mock-up samples fabricated and presented for client and consultant approval, confirming quality, finish, and workmanship standards.

FOUR MANDATORY PROCEDURES COMPLETED BEFORE EVERY PRODUCTION RUN



ST Industries • Foshan, China



MANUFACTURING EXCELLENCE

Manufacturing Facilities

ST Industries – 25+ Years of Production Mastery



14

Production Lines



400,000+

sqm

Combined Facility



2,000+

Professional Workforce



14,000

units/month

Production Capacity

3 specialized factories covering the full spectrum of interior furniture production

ISO-standard production systems with fully sophisticated CNC and finishing machinery

35+ professional designers integrated directly into the production workflow

China Factory Network

Three Specialized Manufacturing Facilities • Building Interior Furniture Excellence • Foshan, China



ST Industries

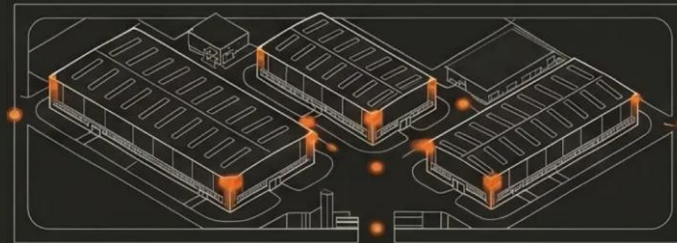
• Flagship Manufacturing Facility •

- 25+ Years in Industry
- 14 Production Lines
- 14,000 Units / Month Capacity
- Established 2004

Highly technology-intensive production environment with fully sophisticated machinery and ISO standard systems.

3

SPECIALIZED FACTORIES

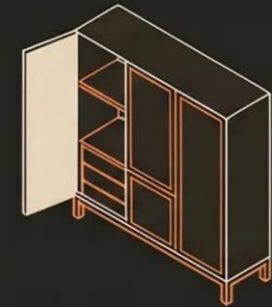


400,000+ sqm

• Combined Manufacturing Facility

2,000+ Professionals Design, Production, Finishing, Logistics

One of China's most comprehensive fit-out manufacturing ecosystems, purpose-built for international project delivery.



Building Interior Furniture

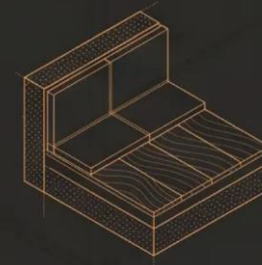
• Specialized Production Categories •

- Fixed & Loose Furniture
- Architectural Millwork
- Ceiling & Wall Systems
- Hospitality FFE Components
- Custom Interior Fixtures
- Decorative Surface Elements

65+ Material Sourcing Partners • 6 Strategic Co-Production Partners

MATERIAL SELECTION

Precision. Durability. Aesthetic Excellence.



OUR PROCESS

- 1 Specification Review —
BOQ and design intent analysis
- 2 Supplier Evaluation —
100+ vetted manufacturers assessed
- 3 Sample & Mock-Up —
Physical approval before production
- 4 Quality Sign-Off —
Final certification before shipment

CATEGORIES

Stone & Marble
Engineered Wood & Veneers
Aluminum & Glazing Systems
Ceramic & Porcelain
Fabric & Upholstery
Metals & Specialty Finishes
Smart Surface Systems
Acoustic & Technical Materials

STANDARDS APPLIED

Durability
Structural integrity for long-term performance

Aesthetics
Alignment with design intent and brand language

Compliance
Saudi and international building code conformance

Sustainability
Responsible sourcing and environmental consideration



MARBLE
Timeless



OAK VENEER
Warmth



BRUSHED BRASS
Luxury



CERAMIC
Precision



GLASS
Clarity



MANUFACTURING EXCELLENCE

Production Standards

Every unit produced within our facilities meets the rigorous demands of ISO-standard production systems — engineered for precision, built for longevity.

01 – ISO-Grade Quality Systems

Standardized production workflows aligned with international quality management benchmarks across all 14 production lines.

02 – Technology-Intensive Manufacturing

Modern CNC machinery, precision cutting, and automated finishing systems ensure dimensional accuracy and surface perfection.

03 – Material Traceability

Every raw material is logged, tested, and tracked from sourcing through to final assembly — full chain-of-custody documentation.

04 – Capacity & Consistency

14 production lines delivering up to 14,000 units per month with consistent quality output across all product categories.





SUPPLY CHAIN EXCELLENCE

Packaging Standards

Every finished product leaving our facilities is protected by a rigorous, multi-layer packaging protocol — engineered to preserve quality from factory floor to final installation site.

Multi-Layer Protection

Foam cushioning, stretch wrapping, and rigid timber crating applied in sequence — tailored to product fragility and transit distance.

Custom-Fit Crating

Bespoke timber and steel frames engineered per product dimensions — eliminating movement, vibration, and impact during sea and air freight.

Labeling & Traceability

Every package carries a unique identification code, destination tag, handling instructions, and QC approval stamp — ensuring full chain-of-custody wibility.

Climate & Moisture Control

Desiccant packs, vapor barrier wrapping, and sealed crating protect sensitive materials from humidity, temperature fluctuation, and condensation during long-haul transit.

Zero Damage. Zero Compromise.

DSCC packaging protocols are aligned with international freight and logistics standards for premium architectural materials.





LOGISTICS & DELIVERY EXCELLENCE

Shipping & Logistics

Precision Air & Sea Cargo Management — From China to Saudi Arabia Project Sites



Sea Freight —

Full container and LCL shipments from Foshan, China to Saudi ports



Air Cargo —

Priority air freight for urgent project components and specialty items



Customs & Clearance —

End-to-end documentation, customs coordination, and regulatory compliance



Site Delivery —

Professional fleet management for safe, secure delivery to construction sites across KSA



Sophisticated handling • Storage • Packaging • Strong fleet capabilities • Air and sea cargo coordination



On-Site Excellence

Installation Teams

Precision. Discipline. Operational Excellence.

Every DSCC project is delivered by dedicated on-site installation teams trained to the highest international standards. From the first fixture to the final finish, our professionals bring technical mastery and meticulous attention to detail – ensuring every space is completed on time, on specification, and to an exceptional standard of quality.

Certified Technicians – Trained specialists across fit-out, FFE, AVL, flooring, and smart systems

End-to-End Installation – From structural elements to finishing details and system commissioning

Site Coordination – Dedicated project supervisors ensuring schedule adherence and quality compliance

2,000+

Professional Workforce (China)

21+

Years of Installation Experience



Technical Expertise

Single Point of Accountability – From Design to Delivery

DSCC unifies design intelligence, procurement precision, manufacturing excellence, and installation mastery under one trusted roof – eliminating complexity and ensuring quality at every stage.

Design



35+

Professional Designers

Interior design, space planning, material specification, conceptual and specialty design – delivering spaces that inspire.

Procurement



100+

Leading Manufacturers

Strategic sourcing across 100+ certified Chinese manufacturers, publicly listed companies, and global material partners.

Manufacturing



14

Production Lines

State-of-the-art facilities across 3 factories in China – 400,000+ sqm combined, ISO-standard production with 14,000 units monthly capacity.

Installation



2,000+

Expert Workforce

Skilled installation teams deployed across Saudi Arabia – from fit-out and flooring to AVL systems. and smart building integration.

DESIGN • PROCUREMENT • MANUFACTURING • INSTALLATION • ONE PARTNER. ZERO COMPROMISE.

OPERATIONAL STANDARDS

HSE Standards

At DSCC, Health, Safety & Environment are not compliance checkboxes – they are the foundation of every project we deliver.



Health

Mandatory health monitoring, welfare facilities, and worker wellbeing programs are enforced across all DSCC project sites and supply operations.



Safety

Rigorous site safety protocols, PPE enforcement, hazard assessments, incident reporting, and emergency response planning are standard across every contracting engagement.



Environment

Responsible waste management, material efficiency, low-emission logistics practices, and environmentally conscious sourcing reflect DSCC's commitment to a sustainable built environment.

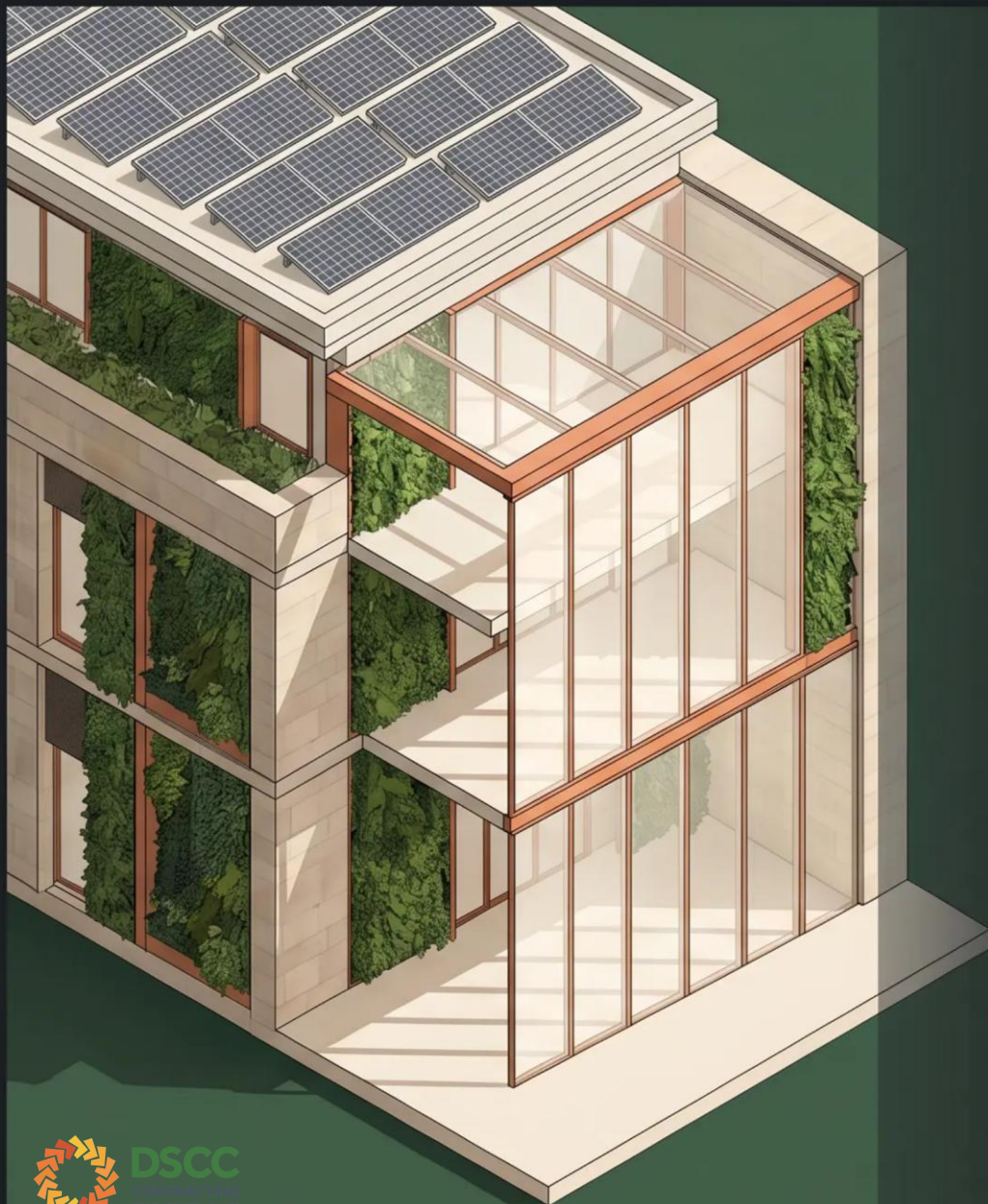


Pushing Architectural Boundaries Through Cutting-Edge Solutions



State-of-the-art audio-visual-lighting solutions for immersive, high-performance environments

DESIGNED FOR THE FUTURE – DELIVERED TODAY



OUR COMMITMENT

Sustainability

Building a better tomorrow — through responsible design, efficient production, and meaningful impact.



Responsible Sourcing

Partnering with ISO-certified manufacturers and verified suppliers committed to ethical material production and environmental standards.



Efficient Manufacturing

State-of-the-art production facilities in China engineered for minimal waste, optimized energy consumption, and lean operational processes.



Enriching Communities

Creating high-quality spaces that elevate daily life — from luxury hospitality to residential compounds and healthcare institutions across Saudi Arabia.



Empowering People

Investing in a professional workforce of 2,000+ across design, production, logistics, and installation — building careers alongside buildings.

At DSCC, sustainability means creating value that outlasts the project — for clients, communities, and the built environment.

OUR CLIENTS

Key Clients Showcase

Red Sea Global

Giga-Project Developer

Marriott International

Global Luxury Hospitality

SASCO

Saudi Automotive Services

Al-Hokair Group

Hospitality & Real Estate

Boudl Hotels Group

Five-Star Hospitality

SELA Group

Entertainment & Events

Heyazah Real Estate

Premium Development

51 Talk

International Education

Motoon / Anaya

International Compound

Sulaiman Al Habeeb

Healthcare

KAFD Kids Home

Institutional

Masah Contracting

Construction

TRUSTED BY SAUDI ARABIA'S MOST PRESTIGIOUS NAMES

From giga-projects to luxury hospitality – DSCC delivers at every scale.



CLIENT CREDENTIALS

Government & Public Sector

Trusted by the Kingdom's most prestigious public sector entities and national development programs.

Red Sea Global.

Landscape Outdoor Furniture Supply · Staff Village 3,000 Units · Beach Club · Sport & Entertainment · Four Seasons Hotel Villa

SASCO

Saudi Automotive Services Company)

SELA Group

Boulevard LED Screen · Riyadh Season ·
Guinness World Records Project

KAFD Kids Home

King Abdullah Financial District ·
Kindergarten Fit-Out

Heyazah Real Estate

TAKAMUL · The Roofs · The Ventora —
National Developer Projects

Authorized Official Representative · Made in Foshan Home Furnishing Industry · Strategic Cooperation with Foshan City Government, 2025



Years of Experie

21+

Project Partne

65+

Leading Manufac

100+

HOSPITALITY CLIENTS

Trusted by the World's Most Prestigious Hotel & Resort Brands

MARRIOTT INTERNATIONAL

Global Luxury Hotel Group —
Multi-Property Partner

FOUR SEASONS

Five-Star Resort Villa —
Red Sea Global

VOCO HOTELS — IHG

700-Room Five-Star Project —
Jeddah

BOUDL HOTELS GROUP

Five-Star Multi-Property Fit-Out

HILTON RIYADH

Premium Hotel Fit-Out — Saudi Arabia

WESTIN DAMMAM

Luxury Hotel Fit-Out — Eastern Province

SOFITEL JEDDAH

Premium Fit-Out & FFE Supply

SNOOD FOUR- STAR HOTEL

Complete Fit-Out — Saudi Arabia

"From beachfront resorts to urban five-star towers — DSCC delivers the fit-out excellence that defines world-class hospitality."

Corporate Clients

TRUSTED BY INDUSTRY LEADERS

Headquarters • Retail Groups • Real Estate Developers • Education & Healthcare

From landmark towers to retail destinations — DSCC delivers end-to-end fit-out excellence for corporate Saudi Arabia.



Motoon Tower

26-Floor Office Building • King Fahad Road, Riyadh



51 Talk

800 sqm Head Office & Training Centers • King Fahad Road



SASCO

Saudi Automotive Services Company
• Headquarters & Nationwide Branches



Heyazah Real Estate

TAKAMUL • The Roofs • The Ventora
— Premium Developments



Al-Hokair Group

20-Unit Luxury Apartments • Olaya District, Riyadh



Ascend Healthcare Solutions

Corporate Healthcare Fit-Out • Riyadh



KAFD Kids Home Kindergarten

Educational Interior Fit-Out • King Abdullah Financial District



Masah Contracting Company

Strategic Contracting Partnership • Riyadh

Serving corporate Saudi Arabia with precision, speed, and world-class standards since 2012.

SIGNATURE PROJECTS

Landmark Achievements That Define Our Legacy

From luxury hospitality destinations across the Red Sea to landmark commercial towers on King Fahad Road — from international compounds housing hundreds of families to Guinness World Record LED installations — DSCC's signature projects are a testament to architectural ambition, engineering precision, and unwavering commitment to excellence.

30+

Landmark Projects
Delivered

15+

Cities &
Countries

21+

Years of
Excellence



RED SEA GLOBAL

Projects

A Legacy of Landmark Delivery · Multiple Projects · One Trusted Partner

6+

Landmark Projects Delivered

3,000

Staff Village Units

RSG

Red Sea Global — Strategic Client





ADRENA

Adventure District

CATEGORY
Landscape
Outdoor
Furniture

CLIENT
Red Sea
Global (RSG)

SCOPE
Supply &
Installation

DSCC supplies premium landscape outdoor furniture for the Adre Adventure and Entertainment District — one of Red Sea Global's most dynamic destination experiences, featuring surfing, wakeboarding, cliff diving, and skateboarding. Every furniture piece was selected to withstand coastal conditions while maintaining world-class aesthetic standards.



PROJECT SHOWCASE

RED SEA GLOBAL · MTH

Beach Club

MTH at Red Sea Global

- SCOPE: Fit-Out, Furnishing & FFE Supply
- LOCATION: Red Sea Global Destination, Kingdom of Saudi Arabia
- CATEGORY: Luxury Hospitality — Beach Club & Leisure
- CLIENT: Red Sea Global (RSG)
- SOLUTION: Complete outdoor and indoor furnishing, lounge furniture supply and installation, shade structure coordination, decorative accessory curation, material finishing

*Where the Red Sea meets refined design —
a beach club experience crafted for the world's
most discerning guests.*

[Outdoor FFE] [Luxury Hospitality] [Red Sea Global]

GLOBAL • SIGNATURE RESIDENTIAL PROJECT



3,000

UNITS DELIVERED

RSG Staff Village

Red Sea Global - Riyadh, Saudi Arabia

DSCC delivered complete FFE supply across 3,000 residential apartment units and 14 dedicated support assets within the Red Sea Global Staff Village — one of the largest single-contract residential fit-out engagements in the Kingdom. Every unit was furnished to a consistent, high-specification standard, ensuring comfort, functionality, and design coherence at an unprecedented scale.

SUPPLY • FFE • INSTALLATION • PROJECT MANAGEMENT

3,000

Residential Apartment Units

14

Support Assets & Community Facilities

FFE

Full Furniture, Fixtures & Equipment Package

RSG

Red Sea Global — Official Project Client



PROJECT CATEGORY • RED SEA GLOBAL

Sport & Entertainment

Red Sea Global Destination Infrastructure

DSCC delivered specialized fit-out, furniture, and infrastructure solutions across Red Sea Global's sport and entertainment venues — from adventure activity hubs to open-air entertainment districts — supporting one of the world's most ambitious tourism developments.



Outdoor Venue FFE

Landscape furniture, stage structures, and outdoor seating systems for sport and activity zones



Entertainment Infrastructure

Fit-out and fixture supply for entertainment pavilions, F&B zones, and public gathering areas



Adventure District Support

Condominium supply and installation across surfing, wakeboarding, and activity destination zones

PROJECT SCALE

RSG

Multi-Venue Sport & Entertainment Complex

Location:
Red Sea Destination, KSA

Scope:
FFE Supply - Fit-Out - Installation

Four Seasons Hotel Villa

Red Sea Global

DSCC delivered a complete premium FFE package for the exclusive Five-Star Four Seasons Hotel Villas at the Red Sea Global destination — one of the Kingdom's most prestigious luxury hospitality developments. Every furniture piece, fixture, and equipment item was selected and supplied to meet the exacting standards of the Four Seasons brand, reflecting DSCC's capability to serve the highest tier of international hospitality.

Client: Red Sea Global (RSG)

Project Type: Five-Star Hotel Villa FFE Supply

Scope: Furniture, Fixtures & Equipment — Full Package



05

CHAPTER

HOSPITALITY PROJECTS

LUXURY HOTEL FIT-OUT · FFE · INTERIOR EXCELLENCE

A deep dive into DSCC's luxury hotel fit-out and furnishing achievements across Saudi Arabia and beyond.

VOCO JEDDAH · BOUDL HOTELS · SNOOD HOTEL · RIVADH HILTON
VOCO JEDDAH · BOUDL HOTELS · SRSRIBR · BCOO · FBCCO
WESTIN DAMMAM · FBCCO

Signature Project

VOCO Five-Star Hotel

Jeddah, Saudi Arabia



PROJECT OVERVIEW

DSCC delivered a comprehensive fit-out solution for the VOCO Five-Star Hotel in Jeddah – one of the largest single hospitality fit-out projects in the Kingdom. Spanning 700 guest rooms and suites, DSCC managed the complete FFE supply, interior finishing, and installation with precision and luxury-grade quality.

700

Guest Rooms & Suites

5★

International Hotel Brand

Jeddah

Red Sea City, Saudi Arabia

DSCC SCOPE OF DELIVERY

- Full FFE Supply & Procurement
- Guest Room Interior Fit-Out
- Corridor & Public Area Finishing
- Custom Furniture Manufacturing
- Logistics & On-Site Installation
- Quality Assurance & Handover



HOSPITALITY PROJECTS

Boudl Hotels Group

Five-Star Hotel Properties · Multiple Locations · Kingdom of Saudi Arabia

DSCC's ongoing partnership with Boudl Hotels Group represents a signature chapter in our hospitality portfolio. Across multiple five-star properties, we have delivered comprehensive fit-out and FFE solutions — from bespoke furniture and premium material finishes to ceiling systems, lighting fixtures, and decorative elements — each crafted to reflect the refined character of the Boudl brand.

Scope: Full FFE Supply · Interior Fit-Out · Material Procurement
Status: Ongoing Partnership

5★
Hotel Classification

Multiple
Properties Served Across KSA

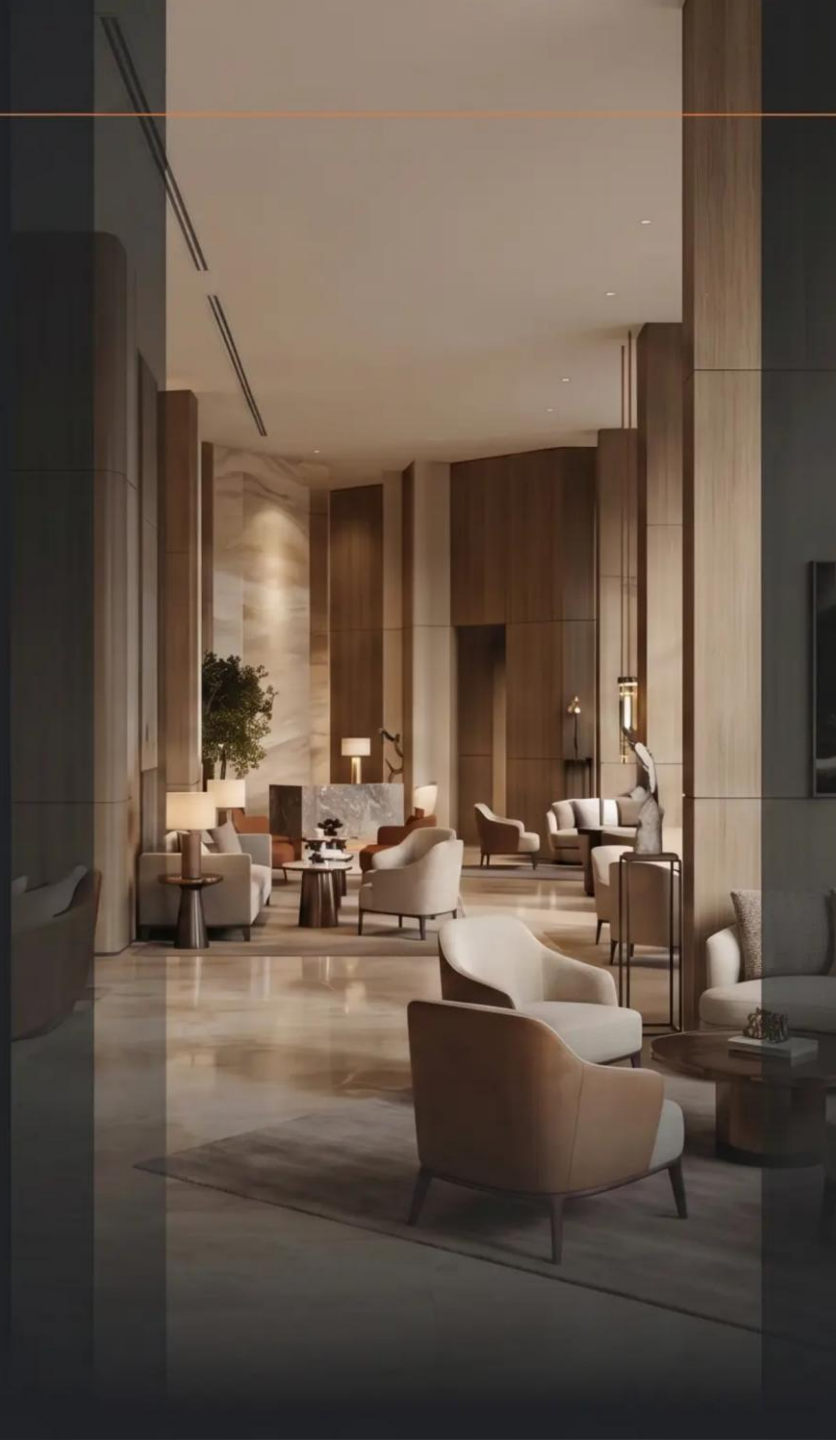
End-to-End
Fit-Out & FFE Delivery

SNOOD

FOUR-STAR HOTEL

Complete fit-out and material supply executed across all guest-facing and operational areas of the Snood Four-Star Hotel — delivering a seamless, elevated hospitality environment that reflects DSCC's commitment to precision, quality, and design excellence.

- Project Type: Full Fit-Out & Material Supply
- Sector: Four-Star Hospitality
- Scope: Interior Finishing, FFE, Fixtures
- Location: Saudi Arabia



Material & Finish Detail

Scope Highlight

Full-Scope Delivery

- Interior Finishing & Wall Systems
- Furniture, Fixtures & Equipment
- Lighting & Ceiling Solutions

PREMIER HOTEL PARTNERSHIPS

Riyadh Hilton · Westin Dammam — Hospitality Fit-Out & FFE Excellence



HILTON

Riyadh, Kingdom of Saudi Arabia

- Full guest room FFE supply and installation
- Premium lobby and public area fit-out
- Custom millwork, wall cladding & flooring systems

5-Star Hospitality Standard



WESTIN

Dammam, Eastern Province, Saudi Arabia

- Turnkey fit-out from concept to handover
- Hospitality-grade loose furniture & fixture supply
- International brand standard compliance

5-Star Hospitality Standard





COMPOUND PROJECTS

Residential Compound Fit-Outs & Large-Scale Furnishing Excellence

Villas · Compounds · Luxury Residences

COMPOUND PROJECTS • RIYADH, KSA

Cordoba International Compound

400 Villas • 10 Public Support Assets • Riyadh

DSCC delivered complete fit-out and FFE solutions across 400 private villas and 10 community support facilities – one of Riyadh's largest international residential compound furnishing engagements, executed to the highest standards of design, quality, and precision.

400

Private Villas Furnished

10

Public Support Assets

Riyadh

Capital City, Saudi Arabia



COMPOUND PROJECT • RIYADH, KSA

MOTOON ANAYA 24 Luxury Villas

Olaya District • Riyadh, Saudi Arabia

Motoon Anaya represents DSCC's mastery of high-end residential fit-out in one of Riyadh's most prestigious addresses. Delivering complete interior solutions across 24 private villas in the heart of Olaya, this project reflects the company's commitment to bespoke craftsmanship, premium materials, and meticulous attention to detail. Every space was designed to balance architectural elegance with the warmth and functionality demanded by luxury residential living.

- 24 Private Villas • Complete Interior Fit-Out
- Olaya Street • Prime Residential District, Riyadh
- Full Scope • FFE, Furniture, Finishes & Fixtures

Interior Fit-Out Custom Furniture Premium Finishes Luxury FFE Residential



Project Ref.: Olaya, Riyadh

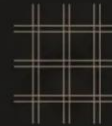


CHAPTER · 06

COMMERCIAL PROJECTS

OFFICE TOWERS · CORPORATE HEADQUARTERS · TRAINING & EDUCATION CENTERS

Pages 83 — 85 · Riyadh, Jeddah & Beyond



Commercial Excellence • KSA

SIGNATURE PROJECT • COMMERCIAL

MOTOON TOWER

26-Floor Office Building • King Fahad Road, Riyadh

A landmark 26-floor commercial tower on Riyadh's most prestigious business corridor. DSCC delivered a complete interior fit-out across every floor – transforming raw structural space into a world-class corporate environment defined by precision craftsmanship, premium materials, and architectural sophistication.

LOCATION – King Fahad Road, Riyadh, KSA

SCOPE – Complete Interior Fit-Out, All 26 Floors

CLIENT – Motoon Group



◆ FULL-FLOOR FIT-OUT • ALL 26 LEVELS

◆ PREMIUM INTERIOR FINISHING

◆ CORPORATE WORKSPACE DESIGN

26

Floors Completed

100%

Interior Scope Coverage

King Fahad Road

Prime Business Address

Commercial

Project Category



PROJECT SHOWCASE - COMMERCIAL

51 Talk Education Centers

Fit-out design and delivery for the head office and multiple training centers of 51 Talk — China's largest language education group — across Riyadh and Jeddah. DSCC transformed raw commercial spaces into inspiring, fully functional learning environments that reflect international brand standards.

Locations: King Fahad Road Head Office · Park Avenue Training Center · Jeddah Andalusia Mall · Qasr Mall Training Center

800
sqm

sqm
Head Office Floor Area

4
Locations

Locations
Across Riyadh & Jeddah

Full
Fit-Out

Fit-Out
Design to Installation

Heyazah Real Estate Projects

*Developed Solutions for Contracting Company – Interior Fit-Out & FFE Supply



TAKAMUL

Residential Complex – Riyadh, KSA
Interior Fit-Out · FFE Supply · Material Procurement



THE ROOFS

Premium Development – Heyazah Group
Fit-Out Solutions · Furniture & Fixtures · Smart Systems



THE VENTORA

Mixed-Use Development – Riyadh, KSA
End-to-End Fit-Out · FFE · Project Management

EXQUISITE LIVING

CURATED BY EXPERTS



LUXURY LIFESTYLE

- Bespoke Interiors
- Premium Finishes
- Exclusive Locations
- Personalized Service

Riyadh Season Boulevard LED Screen

GUINNESS WORLD RECORDS™ HOLDER

Largest LED Screen Installation — SELA Group • Riyadh Boulevard • Saudi Arabia

Guinness World Records™

CERTIFIED

SELA Group

**Premier
Entertainment
Authority**

**Premier
Entertainment
Authority**

Riyadh Session

**Saudi Arabia's
Landmark Event**

**Saudi Arabia's
Landmark Event**



DSCC delivered one of the most technically ambitious LED screen installations in the region — a landmark achievement recognized by Guinness World Records. Executed in partnership with SELA Group for Riyadh Session, this project placed DSCC at the forefront of large-scale commercial AVL integration in Saudi Arabia.

CLIENT
SELA Group

EVENT
Riyadh Session — Boulevard

RECOGNITION
Guinness World Records™

SASCO LED Screens & Lighting Facade

Saudi Automotive Services Company – Nationwide Infrastructure Rollout

LED Screen Network

SASCO GAS STATIONS – LED SCREENS

Full nationwide rollout across all SASCO branch locations throughout the Kingdom of Saudi Arabia – delivering high-impact digital display presence at every fuel and service point.

Headquarters Facade

SASCO HQ – EXTERIOR LIGHTING FACADE

Architectural exterior lighting design and installation for SASCO's Riyadh headquarters – transforming the building facade into a landmark nighttime identity statement.

Nationwide

All Branches

2 Scopes

LED + Facade Lighting

KSA-Wide

Infrastructure Scale

Client: SASCO – Saudi Automotive Services Company - Riyadh, KSA



PROJECT PORTFOLIO

Healthcare & Institutional Projects

Fit-out, FFE, and interior finishing solutions for hospitals, clinics, and educational institutions across Saudi Arabia



HEALTHCARE

Sulaiman Al Habeeb Hospital

Riyadh, Saudi Arabia

Full interior fit-out and FFE supply, Medical-grade materials, clinical precision, and premium patient environment design.

FFE Supply

Interior Fit-Out

Material Finishing



HEALTHCARE CLINIC

Ascend Healthcare Solutions

Riyadh, Saudi Arabia

Comprehensive fit-out and furniture supply for a modern healthcare facility. Functional, hygienic, and aesthetically refined clinical environments.

Furniture Supply

Fit-Out Works

Design Consultation



EDUCATIONAL INSTITUTION

KAFD Kids Home Kindergarten

King Abdullah Financial District, Riyadh

Premium kindergarten fit-out and custom FFE supply. Child-safe materials, functional learning environments, and world-class interior finishing.

Custom FFE

Interior Fit-Out

Material Supply

SHOWROOM • RIYADH

Material Library

Decorative Material Sample Room & Technical Library

1,200 sqm Independent Exhibition Hall

Saudi Arabia's largest B2B technical showroom for Fit-Out and FFE solutions

Full Material Sample Library

Flooring, wall cladding, ceiling systems, stones, marbles, smart systems — all under one roof

Live Specification Experience

Architects, consultants, and procurement teams can touch, compare, and specify materials directly on-site

Where Specification Meets Inspiration.

Al Kharj Road, Al Manakh District, Riyadh, KSA



1,200 sqm • Riyadh Showroom



Stone & Marble



Metal Cladding



Wall Finishing

1,200 sqm - Riyadh Showroom

Factory Inspections & Client Visits

Quality witnessed firsthand — from factory floor to finished product

CLIENT DELEGATION · FOSHAN, CHINA



Pre-Production Inspection

Material verification, BOQ alignment, and shop drawing review conducted on-site before manufacturing begins



In-Process Quality Visits

Clients and DSCC supervisors jointly inspect production lines, material quality, and finishing standards during manufacturing



Factory-to-Site Relationship

DSCC bridges Chinese manufacturing excellence with Saudi project delivery — building trust at every stage of the supply chain

Foshan Manufacturing Ecosystem



Proudly Authorized by China Foshan City Government

Official Representative of the Made in Foshan Home Furnishing Industry

Strategic Cooperation Agreement Signed · 2025 · Foshan, China

THE CITY BEHIND THE QUALITY

USD 183.2B

Foshan Annual GDP

9.6M

Population

82

Listed Companies

8,800

High-Tech Enterprises

DSCCC'S EXCLUSIVE POSITION

- Largest Volume - Unmatched production scale across all furnishing categories
- Complete Categories - Every interior material and fixture type available
- Numerous Brands - 151 industry leaders, 52 associations, 20+ market segments
- Quality Optimal - ISO-standard production, globally benchmarked
- Complete Industrial Chain - End-to-end: raw material to finished installation



PROVEN GLOBALLY

Global Project Quality References

World-class landmark projects built using ST Industries manufacturing and DSCC partner materials – a testament to our global-standard quality.



40+
Landmark Global Projects
Across 5 Continents



ISO STANDARD PRODUCTION • 25+ YEARS GLOBAL MANUFACTURING EXCELLENCE

PEOPLE & CULTURE

Team & Leadership

The People Behind Every Exceptional Project



Lucy Lu

Managing Director & CEO

We are committed to crafting architectural solutions that captivate, inspire, and transform.

— Lucy Lu, Managing Director & CEO

2,000+

Professional Workforce

Design · Production · Logistics · Finishing

35+

Expert Designers

Interior & Architectural Backgrounds — China Studio

65+

Project Partners

Covering All Project Phases



BUILT ON EXPERTISE • DRIVEN BY PASSION • DELIVERED WITH EXCELLENCE

Strategic Partnerships

1000+
Leading
Manufacturers

China-based, including publicly listed companies

6

**Strategic
Co-Production Partners**

Integrated manufacturing collaboration

65+

**Material
Sourcing Partners**

Covering all fit-out material categories

OFFICIAL GOVERNMENT PARTNERSHIP

Foshan City Government – Strategic Cooperation

DSCC holds an officially signed strategic cooperation agreement with the Foshan City Government — the world's largest building materials and home furnishing manufacturing hub. As the appointed Official Representative of the Made in Foshan Home Furnishing Industry, DSCC brings Saudi Arabia's premium fit-out market directly into China's most advanced manufacturing ecosystem.

Signed 2025 - Foshan, China

Manufacturing & Supplier Network

Foshan's leadership in furniture, lighting, and home furnishing technologies — a global center for innovation and manufacturing excellence.

Manufacturing & Supplier Network

Furniture Manufacturers

Lighting & Electrical

Stones & Marble Suppliers

Smart Systems Providers

Flooring & Epoxy Specialists

100+ leading manufacturers across Foshan, Guangdong, and greater China — covering every fit-out material and product category.

Every partnership is built on shared values: quality, speed, and the relentless pursuit of excellence.





DSCC
CONTRACTING
FOR EMPOWER VALUES

LET'S BUILD SOMETHING EXTRAORDINARY TOGETHER.

Your Vision. Our Expertise. One Trusted Partner.

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