



ASSAR COMPANY LTD.

JEWELS OF THE NILE : REVITALISING SUDAN
HOSPITALITY AND TOURISM INDUSTRY

INTRODUCTION

ENHANCING THE QUALITY OF HOTELS IN SUDAN

Assar is a privately-owned Sudanese company, incorporated in January 2002. Our focus is specifically in the hotel and tourism industry with the aim to participate in the development of areas rich with Ancient History and Great Civilisations in Sudan.

Sudan's rich heritage of ancient history and great civilisations form the perfect backdrop and is an untapped goldmine, both for the nation's tourism industry and for global recognition.

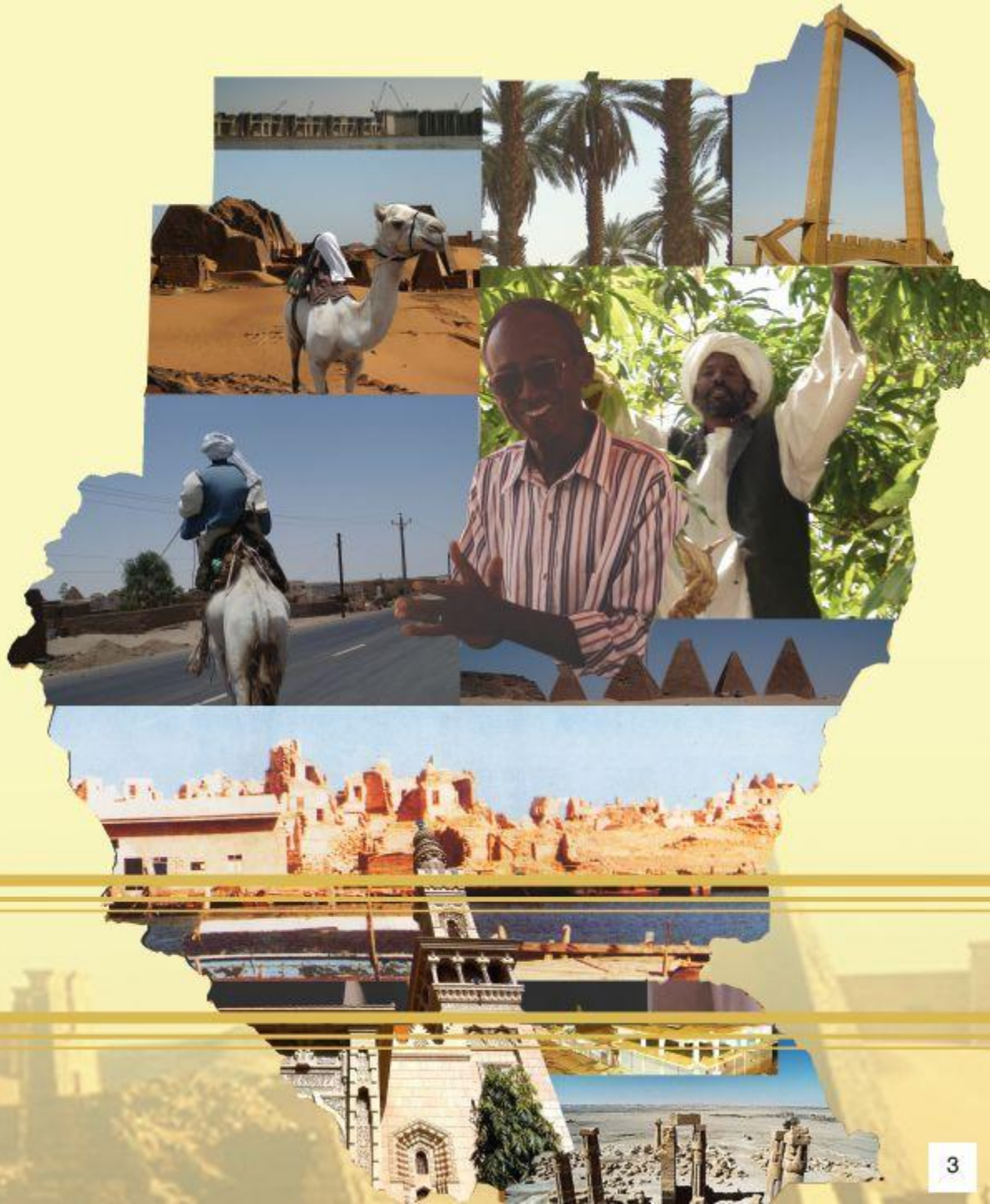
In the rush to get ahead and stay ahead in today's modern technology-based society, the treasures of the ancient glory days have faded into the background, and the sands of time have fallen over. Assar Company has set its sights to restore Sudan's glory days when the Nile was the focus of the world and Nubia was known by all.

Towards this end, we plan to capitalise on Sudan's great historical offerings and marry it with modern conveniences in the hotel and tourism sector. This will once again bring the Nile to the world, this time with the comfort, ease and style which is synonymous with modern travel.

To date, we have completed comprehensive feasibility studies for three hotel projects in the main Sudanese cities along the Nile, namely Khartoum, Atbara and Merowe. These projects will form our core business. However, Assar has supporting projects in cold transport, restaurants and landscaping.

We are inviting investors to join Assar Company in developing its first hotel and three supporting ventures, with the goal to complete all three hotels by 2014.







VISION


To become the leading developer of hospitality and tourism projects in Sudan, starting with hotel projects along the great River Nile and reaching the recognition as the best company in hotel and tourism industry in Sudan.

To provide beautiful, comfortable and luxurious hotels with excellent services in unique cities and locations second to none.

To take Sudan's hotel and tourism industry to a new frontier and creating a Sudan which the world's tourist and business associates flock to once again.

To prove that, third-world countries' companies have the capacity and capability to emerge as world-class entities providing international standard services.





MISSION

To realise our vision for Sudan as well as for Assar Company Ltd, we have set our goals and our targets clearly in sight.

Our mission:

To identify, formulate and undertake the development of prime projects in the hospitality industry which will drive tourism along the Nile.

To offer products and services of the highest world-class standards in the tourism and hospitality sectors and set industry benchmarks to strongly support a platform which will launch the industry to the next level.

To open up job opportunities and offer human resource training as the firm foundation for the development of Sudan's human capital.

To attract foreign investors to participate in the hospitality and tourism industry of Sudan.

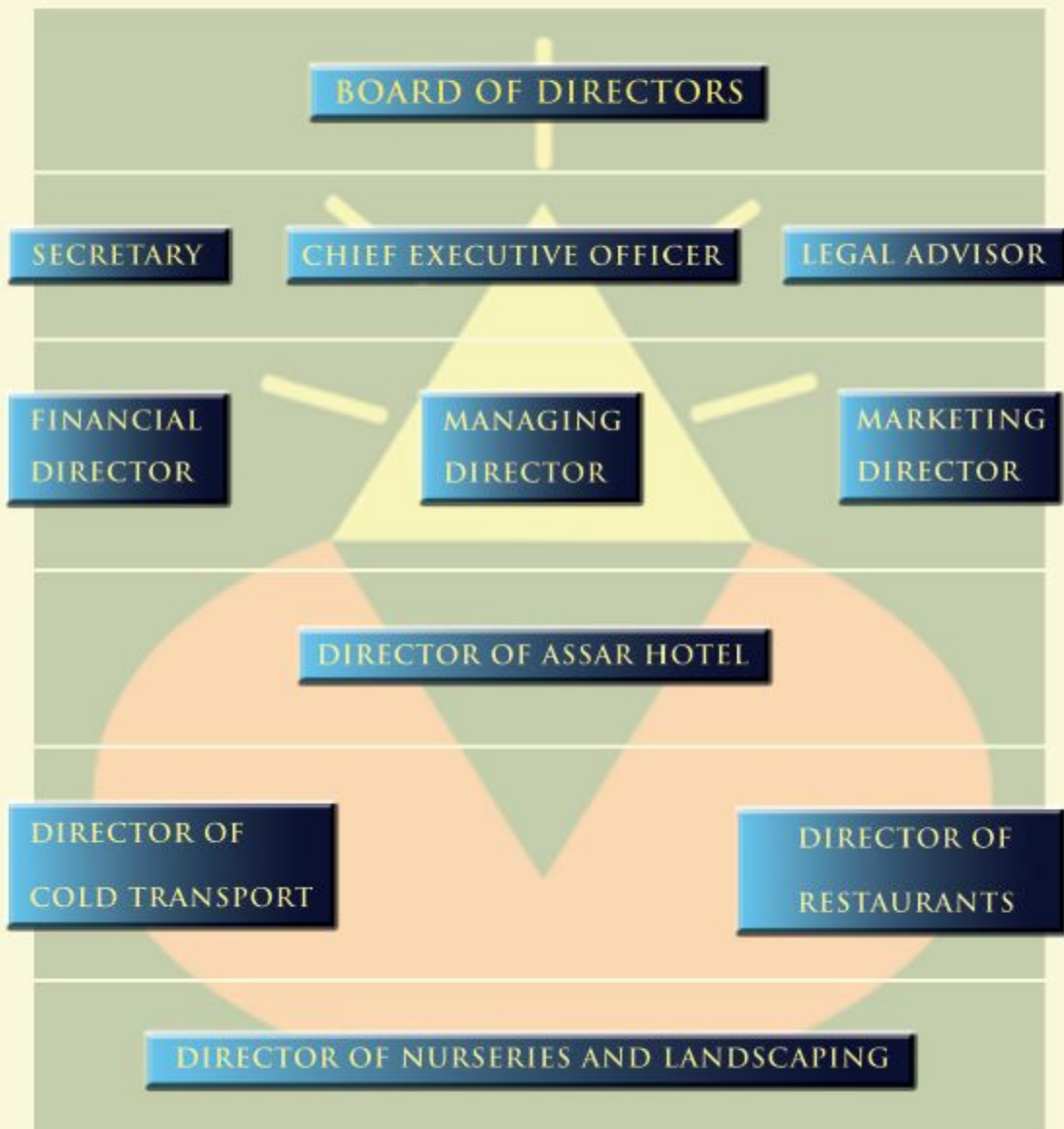
To once again bring Sudan's rich culture and great ancient heritage to the world, sharing its rich history and glorious past.

In working towards and fulfilling these goals and targets, we aspire to be the catalyst for the development of Sudan as a tourist destination which will eventually place our historical cities on the world tourist map.

In the first phase between 2008 -2009, Assar is inviting competent investors to participate with it in its first Hotel project (in Merowe) and its supporting ventures.

Subsequently from 2010 - 2014, our target is to complete the three planned hotels along the Nile while building a strong brand presence and establishing the identity of Assar Company Ltd.

Organisation chart @ Assar Company Ltd



SUDAN

ABOUT THE COUNTRY

With an area of 2.5 million square kilometers, seven times the area of Germany, Sudan is the largest country in Africa. We have a population of some 42 million people.

With our diverse people, rich historical heritage, abundant wildlife, the deserts, and not forgetting of course, our priceless Nile River, Sudan proudly carries everything that Africa offers as a continent.

To visit Sudan would be to visit Africa.

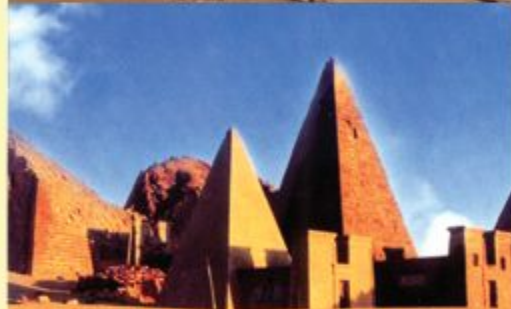
Sudan proudly sits on the threshold of the past and the future.

It recently gained recognition for its new-found wealth of oil reserves, alongside which came promising and exciting future economic opportunities.

Simultaneously, it is strongly supported by its ancient past, which although, less often talked about, forms the backbone of all that Sudan is and will be in the future.

Our historical past comprises great historical significances: "Less often told is the story of Sudan's ancient past. The Kingdom of Kush dealt with the pharaohs of Egypt and emperors of Rome as an independent power and left behind an array of archaeological sites to reward the modern visitor. Ruined

temples can be visited...and the country has more pyramids than Egypt." (CLAMMER, Paul. Sudan, the Bradt Travel Guide, 2005, p. ix)



SOME OF OUR ARCHAEOLOGICAL TREASURES ALONG THE NILE

The visitor to Sudan will be awed by the archaeological sites along our great River.

From Khartoum to Atbara, tourists will see

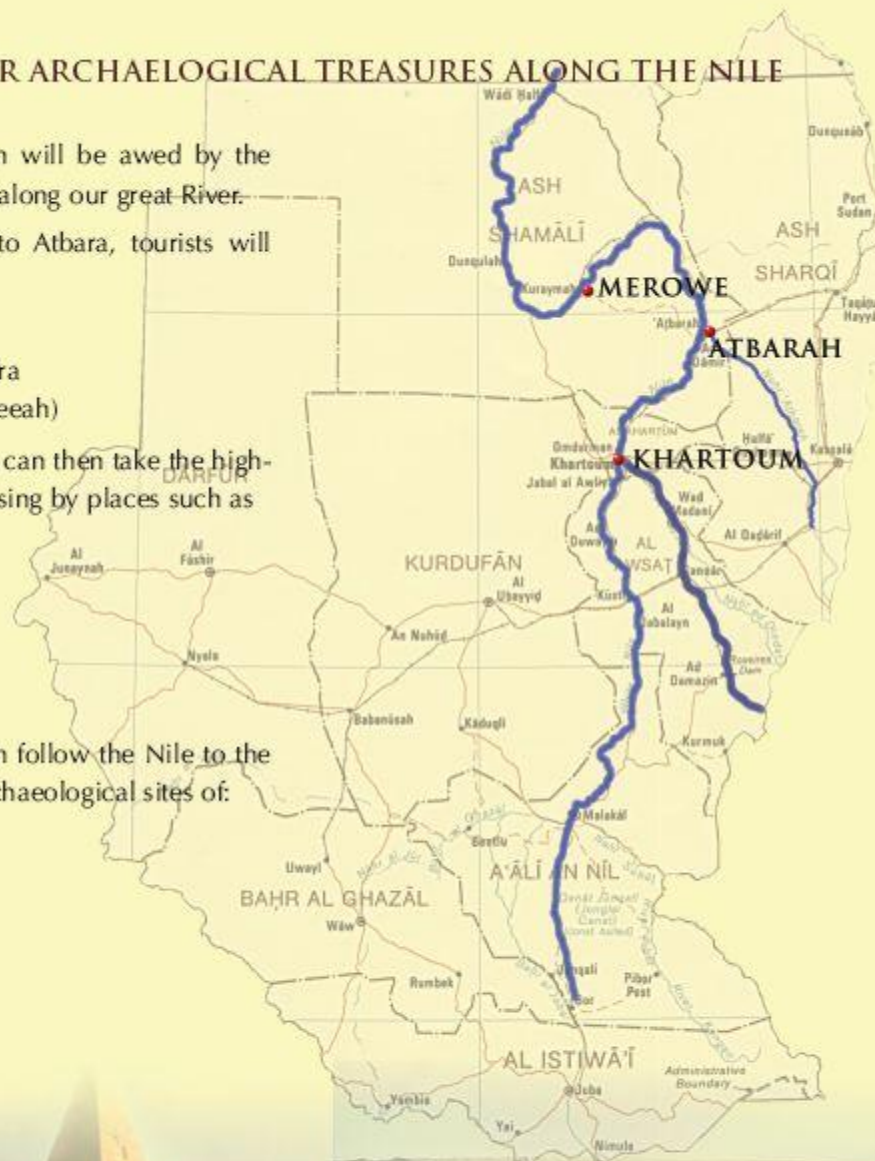
- Naga
- Musawarat es Sufra
- Meroe (El Bajraweeah)

From Atbara, you can then take the highway to Merowe, passing by places such as

- Ghazali
- Merowe
- Noori
- Jalab El barkal
- El kurru

You can also then follow the Nile to the North to visit the archaeological sites of:

- Old Dongola
- Kawa
- Sesibi
- Soleb
- Seneinga
- Amara



WHY BUILD HOTELS IN KHARTOUM, ATBARA AND MEROWE

WELCOME TO THE NILE

Assar Company took the initiative to develop hotels in these areas because of their great potential. Many of the great ancient civilisations in Sudan were founded along the Nile River, spanning three states - Khartoum State, the River Nile State and the Northern State.

Based on our research, we found that many tourist companies believe that large numbers of European tourists are ready and keen to visit Sudan if there were good hotels near the archaeological sites along the Nile.

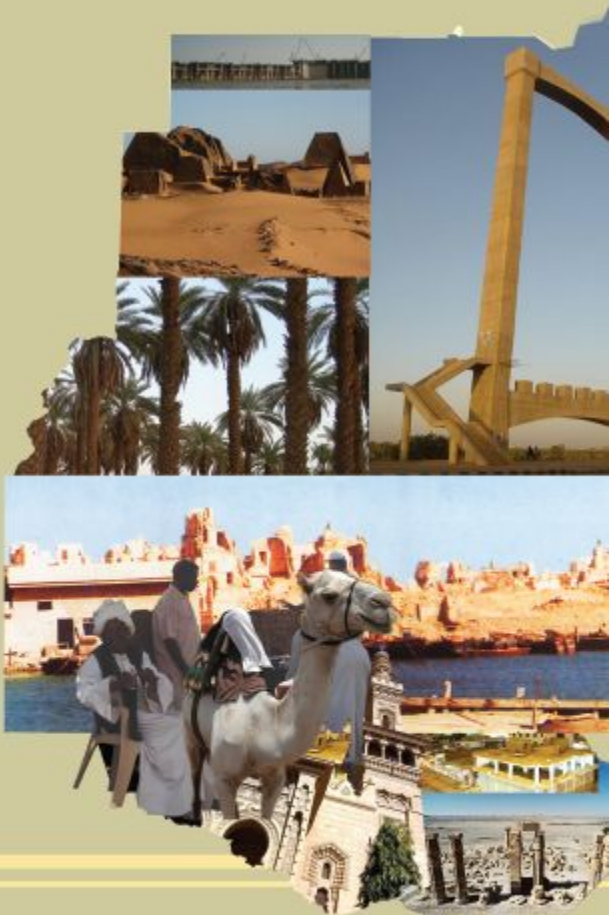
Our hotels will be in the heart of these three cities, in Khartoum, Atbara and Merowe.

From the business angle, these three cities are centres for investment in all the relevant economic areas and also represent bustling trade centres.

Additionally, Sudan's capital of Khartoum, together with Atbara and Merowe, have relatively good infrastructure such as roads, highways, railways, airports, telecommunication facilities and utilities.

They also offer good and efficient services such as finance and banks, hospitals and medical care, security etc.

We are also happy to say that Khartoum, River Nile and the Northern State are the most peaceful states in Sudan's history; making them very attractive to both local and foreign investors as well as tourists.



A NOBLE BIRTH OF HOTELS BUSINESS IN SUDAN

Assar Company's maiden project is the development of Assar Hotel Merowe. This will be complemented by three supporting projects - cold transport, nursery and landscaping and a restaurant chain.

The Project Details:

ASSAR HOTEL MEROWE

Name of Project	:	Assar Hotel – Merowe
Implementing Company	:	Assar Company Ltd (17783)
Address	:	Lot 11, Square 7, Soba, Khartoum, Sudan
Contact Person	:	Mr. Kamal Ibrahim, Director
Telephone in Sudan	:	+ 249129321181
Telephone in Germany	:	+ 491758411885
E-mail	:	karufaa@googlemail.com
Location of the Project	:	Lot 1, Square 1, Merowe, Northern State, Sudan
Area of the Project	:	7,000 square meters
Date of Commencement	:	1st October 2008
Estimated Investment	:	USD 1, 300,000 (USD 1.3 Million)

THE BIRTH OF A LANDMARK

Assar Hotel - Merowe is strategically located facing the River Nile. Located at the heart of the city of Merowe, it will be surrounded by archeological sites and the spectacular river-side sunsets.

The entire construction of the hotel, its façade and its interiors will reflect the culture of Sudan and its ancient civilisations with the glorious Nile as the core focus.

This first Assar hotel will support various tourism activities which will see visitors

enjoying the archeological sites along the Nile, glories of this famed river, the desert and its wonders and the cultural diversity of Sudan's warm and friendly people.

This USD1.3 million hotel is also located near Merowe's proposed museum, which Assar Company has committed to help develop as well.

The hotel will target Asian and European tourists as well as Sudan's emerging business community. The construction of Merowe

Dam (just 30km from the city) and its related activities makes Merowe more attractive as business and tourism destination.

Merowe's recently completed international airport also augurs well for the success of this project and the tourism industry as a whole.

Assar Hotel Merowe will offer:

100 rooms

Exhibition and Conference Centre with a 300 pax conference hall, meeting room for 100 people and seminar room for 50 people. Restaurant and cafes offering Western,

Asian and Sudanese cuisine. Assar company in the construction of the Assar Hotel Merowe which we target to commence on 1st October 2008.

Assar Company has good and strong connections with different public departments and private corporations. That will facilitate the tourism venture and pave good communication lines. Public institutions in the city will also have representatives in a community set up by the hotel to promote clean and environmental friendly tourism.

We have completed all cost projections, feasibility studies and management propos-



Asian and Sudanese cuisine.

Landscaped gardens and a mini park with fish, birds and small exotic animals

A fully-equipped business centre

7 retail outlets including handicraft and souvenir shops

A tour office to help facilitate tourism along the Nile

A 50-passenger launch for tourism adventures along the great river.

Assar is especially keen to work with a for-

als. We have also mapped out projected earnings - in readiness for co-operation and joint-ventures with potential partners.

We have prepared all the necessary plans for the construction of the hotel:

Location and area plan of the hotel

Construction blue prints

Water and electricity grids and plans

Landscape and garden

SUPPORTING PROJECTS

Supporting Assar Hotels, three ancillary projects will be developed simultaneously with Assar Hotel Merowe:

1. Cold Transport

Name of the Project	: Assar for Cold Transport
Implementing Company	: Assar Company Ltd (17783)
Location of the Project	: Lot 11, Square 7, Soba, Khartoum Sudan
Contact Person	: Dr. Aymen Ahmed, Director
Telephone	: + 249911213338
Email	: aymwar@yahoo.com
Area of the Project	: 3,000 square meters
Date of Commencement	: 1st October 2008
Estimated Investment	: USD 400,000
Main services	: Cold transport and cold storages.
Most of the clients	: From the private sector, local and foreign.

Our vision is to provide quality services in the shortest time possible, to keep products fresh.

Assar Company sees great potential in the cold transport business in Sudan specially in Khartoum State. A substantial demand is already present in Khartoum State with a population of 8 million, more than 150 supermarkets, over 100 major restaurants, 4 large university campuses and 20 hotels. We expect the demand for cold transport facilities and services to increase with the developments taking place in Sudan.

Assar is inviting competent partner to work together to further develop this project

and offer facilities which encompasses a complete range of cold transport and cold storage facilities for local and foreign customers alike.

This Cold Transport project will include of:

- A headquarters which will hold three office rooms, a hall for meetings and presentations and a show-room
- A total of 10 trucks - one 10-tonne trucks, three 5-tonne trucks for in-state distribution and six 3-tonne trucks for city transport
- Parking facilities for the trucks
- A workshop to service the trucks
- Four cold storage facilities

- One heavy duty generator for standby and emergency

The Cold Transport Facility will provide services for the transportation of fruits, vegetables, chicken, meat and fish.

Assar Company has completed the necessary plans as follows:

- Area and location
- Water and electricity
- The different stages of construction

Based on comprehensive studies Assar Company has noted that there are three other sizeable cold transport companies operating in Khartoum. However, there is

also a lack of efficient control systems and a lack of trained personnel.

In view of this, Assar Company has formulated a 5-point strategy:

1. Study the performance of the three competitors
2. Establish an effective administrative and support staff
3. Be stringent in employing staff who offer excellent credentials.
4. Implement regular and systematic quality control systems.
5. Conduct regular training for staff.



2. Restaurants' Chain:

Name of the Project	: Restaurants' Chain
Implementing Company	: Assar Company Ltd (17783)
Address	: Lot 11, Square 7, Soba, Khartoum Sudan
Estimated Investment	: USD 250,000

The demand for good food and international standard restaurants is high in Sudan, especially in Khartoum where a huge number of expatriates are living.

With the development of Assar Hotel Merowe, Assar Company is planning to set up its own restaurants' chain, within the hotel itself as well as in other strategic

locations.

These restaurants will offer Western, Asian and Sudanese cuisine, providing eateries for hotel guests, visiting tourists and the business community. Sudanese Nationals will also benefit from the excellent services and food variety offered.



3. Nurseries & Landscaping:

Name of the Project	: Nurseries & Landscaping
Implementing Company	: Assar Company Ltd (17783)
Address	: Lot 11, Square 7, Soba, Khartoum Sudan
Estimated Investment	: USD 50,000

The development of Assar Hotel Merowe project as well as the Cold Transport Facility and the restaurants' chain will give rise to the demand for landscaping and nursery services.

Assar Company will capitalise on this as a complementary project and meet all the flora and fauna requirements. It will main-

tain and upkeep the gardens of the hotel and its environment and surroundings, including the mini park, fish ponds and small animals. It will provide a complete and comprehensive range of services, products and facilities for the gardens of Assar's own projects as well as for other companies and customers alike.



FINANCIAL PROJECTIONS AND RETURNS ON INVESTMENTS

Assar has completed feasibility studies and income projections on the hotel and its spin-off businesses as well as the ancillary projects.

In depth studies of the hotel and tourism market in Sudan and its services have also been completed along with the current and potential tourist arrivals.

It is interesting to note that visitors to the archeological sites along the Nile are mainly from Germany, Austria, Switzerland, Britain and other European countries. In the last three years, there have been increasing numbers of Asian and Middle-Eastern visitors as well.

This fact translates to a very positive outlook and potential for Assar Company's hotel and supporting projects. We present here the minimum revenue.

ASSAR HOTEL MEROWE:

ROOMS:

100 ROOMS X USD 50 A DAY = USD 5000 A DAY

20 DAYS A MONTH: USD 5000 X 20 = USD 100,000.00

10 MONTHS PER YEAR: USD 100,000 X 10 = USD 1,000,000.00

OTHERS:

RESTAURANT

2 MEALS (LUNCH & DINNER) USD 5 PER MEAL, PER PERSON.

120 PERSONS

2 X USD 5 X 120 X 20 DAYS X 10 MONTH = USD 240,000

TOUR LAUNCH

VISITS TO THE ARCHEAOLOGICAL SITES ON BOTH SIDES OF THE NILE FROM & TO THE HOTEL, USD 10 PER PERSON

ONE TOUR A DAY, 1 X 50 X 10 = USD 500 A DAY

USD 500 X 20 DAYS X 10 MONTHS = USD 100,000

TOUR OFFICE:

USD 10 per person X 20 X 20 days X 10 month = USD **40,000**

NURSERY

- FEEDING THE HOTEL GARDENS
- SELLING ABOUT USD 100 (A DAY) X 200 DAYS = USD **20,000**

EXHIBITION & CONFERENCE CENTRE

TO BE RENTED FOR CONFERENCES, MEETINGS, SIMINARS, ARTS' EXHIBITIONS, TRADE EXHIBITIONS, CULTURAL AND SOCIAL ACTIVITIES.

TWICE A MONTH 2 X USD 3000 X 10 MONTH = USD **60, 000**

BUSINESS CENTRE

USD 100 A DAY X 200 DAY = USD **20, 000**

SHOPS

Seven SHOPS SELLING CUSTOMERS' NEEDS. 7 X USD 2000 X 10 MONTH = USD **140, 000**

Total revenue	USD 1,620,000
Operational cost	USD 0,324, 000

Net Income	USD 1, 296,000
	=====

ASSAR FOR COLD TRANSPORT

PROJECTED MINIMUM REVENUE

COLD TRANSPORT:

10 TRUCTS X USD 4000 (averaged) A MONTH X 12 MONTHS = USD **480,000**

COLD STORAGES:

4 COLD STORAGES X 5000 A MONTH X 12 MONTHS = USD **240,000**

Total Revenue	USD 720,000
Operational cost	USD 200, 000

Net income	USD 520, 000
	=====

RESTAURANTS' CHAIN:

PROJECTED MINIMUM REVENUE

THREE RESTURANTS:

3 X USD 30,000 (averaged) A MONTH X 12 MONTHS = USD **1,080,000**

Total Revenue	USD 1,080,000
Operational cost	USD 0,360, 000

Net income	USD 720, 000
	=====



NURSERIES AND LANDSCAPING:

PROJECTED MINIMUM REVENUE

Three Nurseries:

3 X USD 2,000 (averaged) A MONTH X 12 MONTHS = USD **72,000**

Total Revenue	USD 72,000
Operational cost	USD 20,000

Net income	USD 52,000
	=====



FINANCIAL SUMMARY

The projected investment for this entire first phase, namely a hotel, cold transport facility, restaurants' chain and nurseries and landscaping is USD 2 million.

The total revenue anticipated yearly amounts to USD 3,168,000 (USD3.16 million) with net income touching USD 2,588,000 (USD 2.58 million)

The foreign partner who embarks on these ventures with us is most welcome to conduct additional studies on the cost and ROI projections.

With these positive projected ROI, coupled with our wide expertise and unique and in-depth knowledge of Sudan's economics and tourism sectors, we are confident that we will make a significant contribution in taking Sudan's hospitality industry to higher international levels.

Assar Company Ltd. welcomes you to The Nile



CERTIFICATE OF REGISTRATION OF ASSAR COMPANY LTD.

(Certificate No. 1)

شهادة نمرة ١



الغصنة نمرة / ١٧٧٨٣

جمهورية السعودية

قانون الشركات لسنة ١٩٢٥

سجل شركة تأهيس

محمد الأشهر بن

شركة أشار المحدودة

قد تأسست اليوم تحت قانون الشركات
سنة ١٩٢٥ ولأن الشركة محدودة .

صدرت هذه الشهادة تحت توقيع في الرياض في
اليوم الثالث عشر من شهر يناير سنة ألفين واثنين

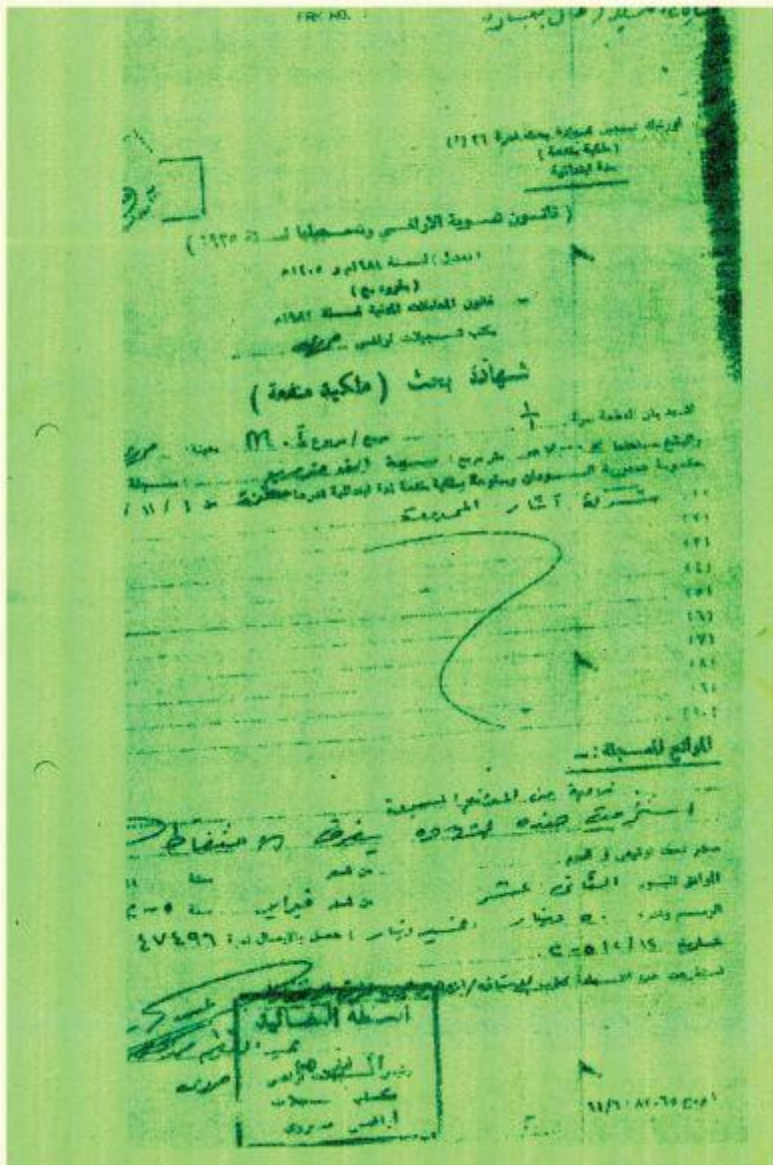
محمد
محمد بن عبد
سجل الشركات

دييار

رسوم التسجيل

مالية رأس المال

CERTIFICATE OF LAND OWNERSHIP



INDUSTRIAL INVESTMENT UNIT APPROVAL LETTER

Page No. : FRK NO. : Jul. 03 2005 11:56:41 PG


 ولاية الخرطوم
 جمهورية السودان
 Republic of Sudan
 وحدة أراضي الاستثمار الصناعي

KHARTOUM STATE
Industrial Investment Unit

التاريخ : ٢٠٠٥/٦/٢٨ م

الموضوع : الموقع المقترح لإنشاء للنقل المبرود

بناء على القرار الصادر من وزارة الاستثمار بالرقم (٢٧٢/خدمات/٢٠٠٥) صدقت لجنة أراضي الاستثمار الصناعي في جلستها رقم (٢٠) بتاريخ ٢٠٠٥/٦/٢٨ م على منح القطعة رقم ١١ بمساحة ٣٠٠٧ م^٢ (ثلاثة آلاف وسبعة م^٢) بمرجع ٧- سوبا لآثار للنقل المبرود .. وذلك كما موضح بالخريطة المرفقة .. شريطة دفع قيمة الأرض بالسعر التتبعي .. تجاوباً أثناء صيغة ونسرة القرار وتمرة الخريطة ، لتتكملة بملء الإجراءات.

وردة الرسوم بالإجمالي رقم (٢٢١١٨٤٥) بتاريخ ٢٠٠٤/١٠/١٠ م.


 مهتمس / ركنية يحيى على
 رئيس اللجنة


 عبد الواحد موسى حامد
 مدير اللجنة

مطون للمساعدة :-

السيد / مفاوضات المسجل العام للأراضي
 السيد / مفاوضات المساحة بالاستثمار
 السيد / مفاوضات الأراضي بالاستثمار
 السيد / مدير عام مصلحة الأراضي
 صورة لمكتب المتابعة للخرطوم

قرار (٢٠٠٥/٣٠٠)
 صدقت لجنة أراضي الاستثمار الصناعي في جلستها رقم (٢٠) بتاريخ ٢٠٠٥/٦/٢٨ م على منح القطعة رقم ١١ بمساحة ٣٠٠٧ م^٢ (ثلاثة آلاف وسبعة م^٢) بمرجع ٧- سوبا لآثار للنقل المبرود .. وذلك كما موضح بالخريطة المرفقة .. شريطة دفع قيمة الأرض بالسعر التتبعي ..

خريطة رقم (٢٠٠٥/٤١٠) للخرطوم

التلويح : ٧٨٧١٩٥ - ٧٨٧١٩٤ - ٧٨٧١٩٣ - فاكس : ٧٧٨٦٧٣ - ص. ب : ١٠٤٠٢

COLD TRANSPORT LICENCE



هيئة الاستثمار

ولاية الخرطوم

(ترخيص)

الرقم ٦٠٠٢٦/٦٠٠٢٦ (٢٠٠٢)

التاريخ ١٨/٠٨/٢٠٠٢

عملاً بأحكام المادة (١١) من قانون تشجيع الاستثمار لسنة ١٩٩٦م تعديل عام ٢٠٠٠م وبموافقة

السيد نوزو الصاعه والاستثمار، الرقم وس/ر/ج/١/فبراير/٢٣٨١ تاريخ ٠٢/٠٢/٠٠٢م أمشع المنشأة التالية :-

اسم العمل / آثار للنقل المبرد.

اسم المالك / شركة آثار المحدودة.

ترخيصاً لإقامة / نقل مبرد.

وبفتح المنشأة المذكورة أعلاه الإجراءات التالية:-

١/ الإضفاء الكامل من الرسوم الحركية المقررة على الأسي-

العمولات النقل المبردة المتخصصة.....

ب/ الآلات والمعدات والمكينات والأجهزة اللازمة للتشغيل وفق قائمة محددة بواسطة هيئة الاستثمار
بالولاية بالتنسيق مع الجهة الفنية المختصة).....

ج/ الإغفاء بنسبة ٥ % من ضريبة أرباح الأعمال على المعدات الرأسمالية المستوردة....

ذالك بالشروط المفرومة والمبوضحة بظاهرة:-

الخرطوم في ١٥ / ٠٨ / ٢٠٠٢م-

مخوطة- / نوبل ميرة الإغفاء الضريبي لحين بدء الإنتاج التجاري....



غنام الدين عفتان آدم

وزير المالية والاقتصاد والتوج العامة

ولاية الخرطوم



تلفون ٧٨٧١٩٤ - ٧٨٧١٩٦

MINISTRY OF INVESTMENT APPROVAL LETTER

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

جمهورية السودان
وزارة الاستثمار

Republic of the Sudan
MINISTRY OF INVESTMENT

قرار رقم (٢٧٢/خدمات/٢٠٠٥)

بعد الإطلاع على أحكام المادة (١٢/أ) من قانون تشجيع الاستثمار لسنة ١٩٩٩م

تدبريل لعام ٢٠٠٣م قررت منح المشأ الآتية:

- اسم العميل / آثار للقلل المجهود
- المائل على الترخيص بالرقم (٦٠ / خدم / ٢٠٠٣) بمقتضى ٢٣/٥/٢٠٠٣م
- اسم المالك / شركة آثار المحدودة

الميزة الآتية: -

- قطعة ارض بمساحة (٣٠٠٠ م.م) ثلاثة آلاف متر مربع بمربع ٢ سوبا
- (صدرت تقييم في اليوم السادس من شهر جمادى الأول لعام ١٤٢٦هـ
- الموافق اليوم ثامن عشر من شهر ربيع الأول لعام ٢٠٠٥م)

وزارة الاستثمار
22 JUN 2005
مديرة خدمات المستثمرين والترويج
(الطابق ٥)

شركة الاستثمار
السودانية / احمد محمد محمد
وزير الاستثمار

صورة إلى: السيد مدير وحدة التخطيط و الأراضي بالوزارة
السيد مدير إدارة المتابعة بالوزارة

مرفق: ١٦٦٦ الخريطة للقرارات: ٨٣٧٨١٩٣ - ٨٣٧٨١٩٤ - ٨٣٧٨١٩٥ - ٨٣٧٨١٩٦ - ٨٣٧٨١٩٧
م.ب. ٦٦٦٦ الخرطوم للتقنيات: ٨٣٧٨١٩٣ - ٨٣٧٨١٩٤ - ٨٣٧٨١٩٥ - ٨٣٧٨١٩٦ - ٨٣٧٨١٩٧
P.O.Box: 6286 Khartoum Tel: 83787193 - 83787194 - 83787195 - Fax: 83781007 - 00249 11 780048