

# Performance Review

Healthcare Sector

Education Sector

Hospitality Sector

Asset Management Sector

Real Estate Sector

Other Sectors

FOCUS  
استراتيجية  
2025

Performance Review

## Healthcare Sector

Closing the gap between supply and demand for quality and specialized healthcare is an example of SEDCO's ability to combine societal benefit with business growth. The Group has invested in Nahdi Medical Company in Saudi Arabia, and Egypt's Dar Al Fouad Hospital.



### Nahdi Medical Company

Nahdi Medical Company is the MENA region's largest retail and healthcare pharmacy chain. Its network of 1,150 outlets puts Nahdi pharmacies within five minutes' reach for 90% of Saudi Arabia's population.



**Yasser Joharji**  
Founder and Managing Director

**"NAHDI IS ALSO FOCUSING ON E-COMMERCE, ALONG WITH CONTINUOUS EFFORTS TO IMPROVE THE OMNI-CHANNEL PLATFORM THAT PROVIDES GREATER CUSTOMER CONVENIENCE."**

The company was founded in 1986 and in 2004 SEDCO Holding acquired a 50% stake. Since its establishment, Nahdi has driven geographical expansion while increasing its number of stores.

In contribution to the Saudi Vision 2030, Nahdi has leveraged its reach and convenience to launch awareness campaigns about health and wellness, in addition to its mission of providing personalized healthcare services to help create healthier communities across the country.

During 2019, the company opened 78 new pharmacies and worked to expand its presence in the primary healthcare sector. The first Nahdi clinic providing direct patient care opened in the third quarter of 2019 and another is planned to open during 2020.

Currently Nahdi is also focusing on e-commerce, along with continuous efforts to improve the omni-channel platform that provides greater customer convenience. Nahdi Online provides free delivery of medications, cosmetics and everyday essentials across a number of cities including Riyadh and Jeddah.

The company continues to expand other revenue lines, seeking high growth in specialty products, private label arrangements and insurance.

A strategic review is under way to determine Nahdi's plans for the coming five years and the opportunities presented by recent amendments made by the Ministry of Health to the Law of Pharmaceutical Establishments and Products.

Nahdi is committed to nationalization, creating careers for Saudis at all levels and providing enhanced training to develop future leaders. The Nahdi Academy makes a vital contribution to building employees' capacity and improving the company's service levels.

The company aims to enhance the lifestyle of the local community through health, wellness, education and empowerment programs by improving nutrition and fitness. It also supports the management of chronic diseases including diabetes, featuring corners at the busiest Nahdi pharmacies to give advice on effective diabetes management.



More about Nahdi Medical Company → [nahdi.sa](http://nahdi.sa)