



# Hidden<sup>®</sup> Lines

The most beautiful things are always hidden





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# WHO WE ARE



1

We are Hidden Lines Contracting Co. Ltd, in the Kingdom of Saudi Arabia. Established in 2001, During the past five years, our business grow from a modest civil- works firm into a fully fledged general contracting corporation specialized in diverse fields such as engineering design, construction and turn-key solution.

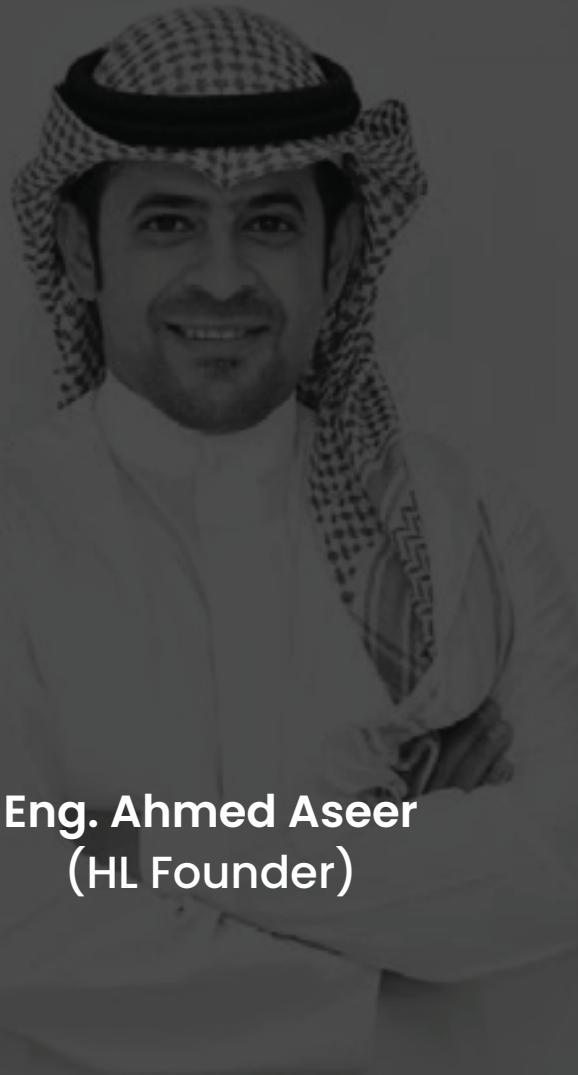
To date, we have completed over

**+100** projects

in terms of design, construction and turnkey solutions.

Though what we have achieved, the real achievement is that we have built long-term partnerships and earned the trust and loyalty of our clients.

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**Eng. Ahmed Aseer**  
(HL Founder)

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# HL MESSAGE

"Hidden Lines Contracting has developed in recent years using modern methods of management and execution in the field of contracting in general, especially in the implementation of commercial and retail projects.

At HL, we strive for innovation by providing the best engineering design, construction and turn-key solutions. We are proud of our talented team and our portfolio of projects we have accomplished together to date.

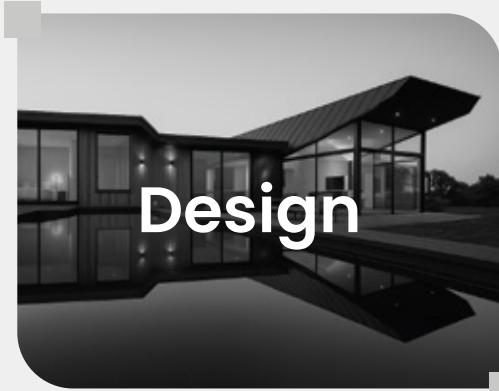
Success to HL means more than merely delivering projects; but rather pushing the boundaries to clarifying all the hidden matters related to design and construction process to our clients on that field.

And relying on good reputation and adherence to quality, safety standards and customer satisfaction and their requirements were in the first place.

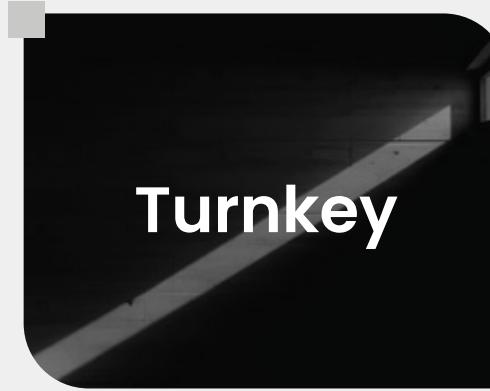
Now we consider that our performance over the past years is the cornerstone towards building an entity that has a place in the construction sector in kingdom of Saudi Arabia in the coming period, with the launch of the economic vision of the Kingdom 2030."



# WHAT WE DO?



Our range of capabilities allows us the freedom to provide diverse engineering solutions, to leverage innovative products and materials, and to include our clients' visions to improve each project we touch.



Whether the projects are residential, commercial or retail, we are a services oriented company, dedicated to adding value in the built environment.



We strongly believe that a building is not merely a structure. It must exist in a community and improve the experience of those who use it and those who will only benefit from its environmental impact.

**Construction Services** —— **Engineering Services** —— **Design and Build**



# OUR VISION & MISSION

## Vision

Be leading diversified group in the region with sustainable growth by creating best value to our clients, investors, employees and society.

## Mission

To deliver projects in partnership with our clients



Safer with zero loss  
time injuries .



Better with zero  
quality rejections.



And faster, by always  
meeting deadlines.



# OUR APPROACH

## How we work?



We know that our successful projects start from first listening and understanding the needs and desires of our clients and their stakeholders.



We provide advice to our clients that's easy to understand and we maintain good communication so that they are well equipped to make informed decisions on all important issues in a timely manner saving our clients time and money.



Through listening we are able to be creative in how we resolve problems and achieve inspired solutions for long life and sustainable developments.

By developing strong concepts grounded in our design approach through research and practice, we can refine a project through the design process while remaining true to the original vision. This results in a finished building that very closely corresponds to those first images approved by clients – what you see is what you get.

**Listen** —— **Advise** —— **Design** —— **Build**



# PROJECTS

With **25 years of experience** in the Saudi market, our company has evolved from light renovations to a leader in designing and developing new residential, commercial, retail, and hotel projects. This growth is a testament to our dedicated staff's extensive local and international expertise, enabling us to consistently deliver unique projects with the highest quality and on schedule.



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# Projects Credentials

## Retail & Commercial Fit-Outs

FreyWille

**Location:** Red Sea Mall, Jeddah

**Scope of Work :** Turn-key fit-out execution. This project involved a sophisticated lighting system designed to showcase very luxurious, imported products, creating an optimal customer experience.



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# Tazaj Restaurants

**Location:** Makkah

**Scope of Work :** Full fit-out execution, including exhaust system and ecology unit installations, MEP works, and comprehensive finishing works for counter areas, kitchens, and back-of-house facilities.



# Jan Burger Restaurants

Location: Makkah

Scope of Work : Full fit-out execution.



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# Alhusaini LuxuryWatches

**Location:** Makkah

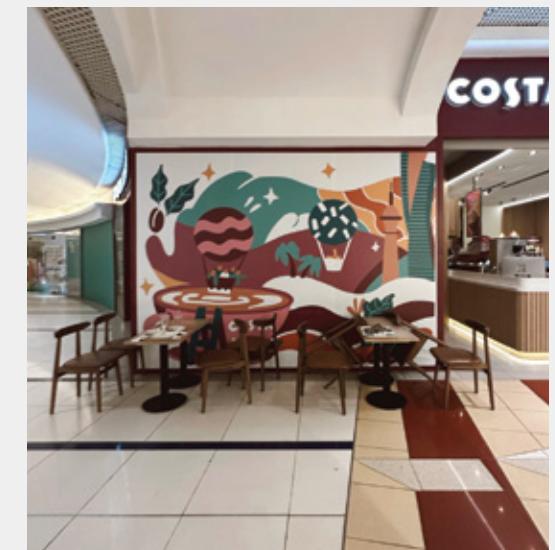
**Scope of Work :** Scope of Work: Full fit-out execution.



# Costa Coffee - Kiosk

**Location:** Makkah

**Scope of Work :** First-fix works, including lighting, signboard installation, flooring, and wall finishes.

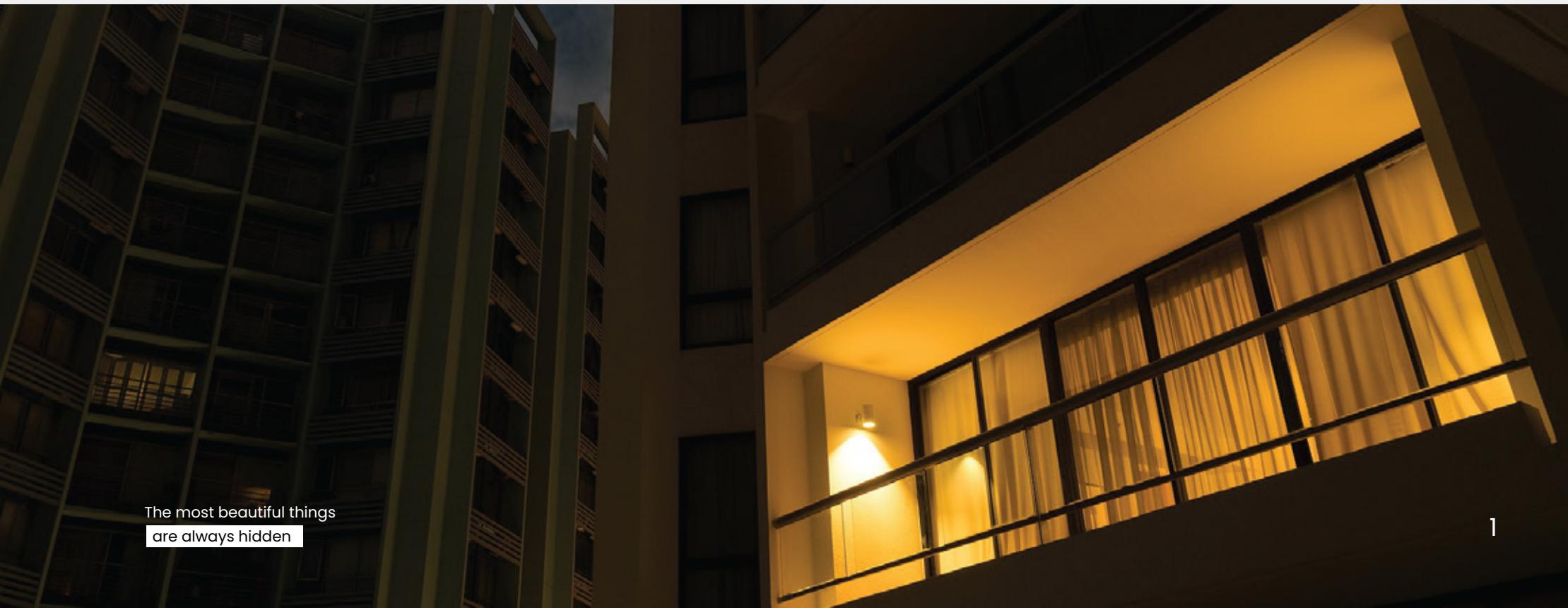




# Framy Shop

**Location:** Mandareen Avenue, Jeddah & Almadinah Almunawarah

**Scope of Work :** Full design and fit-out execution, specifically including the intricate requirements for eye examination rooms.



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intricate requirements for eye  
examination rooms

# Rado Watches

Location: Makkah

Scope of Work : First-fix  
and full turn-key fit-out execution.

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# Inestine Cafe



**Location:** Makkah

**Scope of Work :** Design and execution, encompassing seating and preparation areas, along with all MEP services.

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**Location:** Jeddah

**Scope of Work :** Design and execution for the showroom, including all MEP and finishing works.



# On Time Watches

**Location:** Jeddah

**Scope of Work :** First-fix and full turn-key fit-out solutions, including HVAC and lighting.



# Alnahdi Pharmacy

**Location:** Makkah

**Scope of Work :** First-fix and full fit-out execution, including all MEP activities.



# Asgher Ali Perfume

**Location:** Makkah

**Scope of Work :** Full fit-out execution, including all MEP activities.

HVAC Design & Execution





# Paris Gallery

**Location:** Jabal Omar, Makkah

**Scope of Work :** Design and execution of the HVAC chiller system.

**Brief:** This project involved the design and installation of a chiller system for a 1000 sqm area, completed within a two-month timeframe.



# U-Turn Offices

**Location:** King Road, Jeddah

**Scope of Work :** HVAC design and execution for a 300 sqm office space

**Made in Saudi Offices**





# Bin Dawood Supermarket

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**Location:** Jabal Omar, Makkah

**Scope of Work :** Design and execution of the HVAC chiller system.

**Brief:** Installation of a new 4000 sqm chiller system, requiring meticulous alignment and coordination with mall operators and strict adherence to mall guidelines and client/mall operator fit-out manuals.



# Bin Dawood Supermarket

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**Location:** Clock Tower, Makkah

**Scope of Work :** Design and execution of the entire HVAC system.

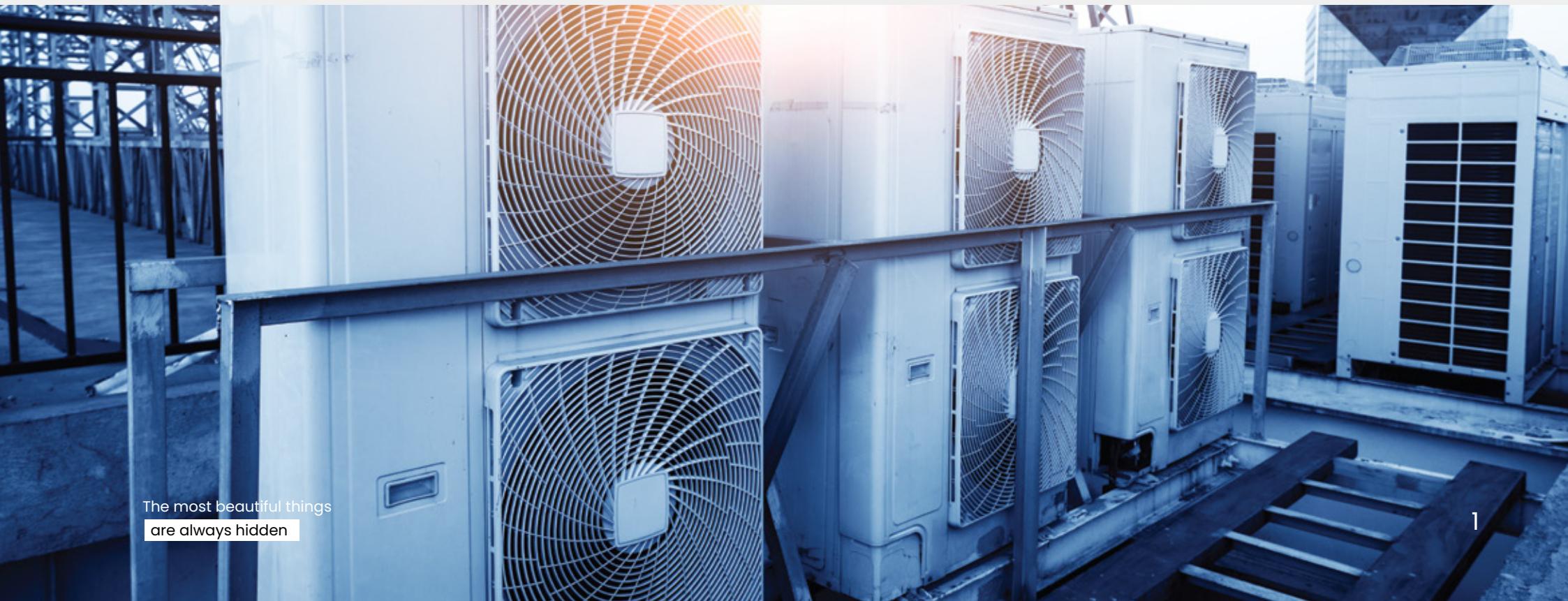
**Brief:** This challenging project involved replacing the entire HVAC system in a 2500 sqm hypermarket while it remained fully operational, ensuring no disruption to business in a highly crowded location.



# Replacement of Existing AC Units

**Location:** Jeddah (Confidential)

**Scope of Work :** Supply and installation  
of all outdoor and indoor AC units.  
Design & Development





# Serve Corp Offices

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## Design & Development

**Location:** Almurjan Tower, Jeddah

**Scope of Work :** Full design package for a 700 sqm office space.



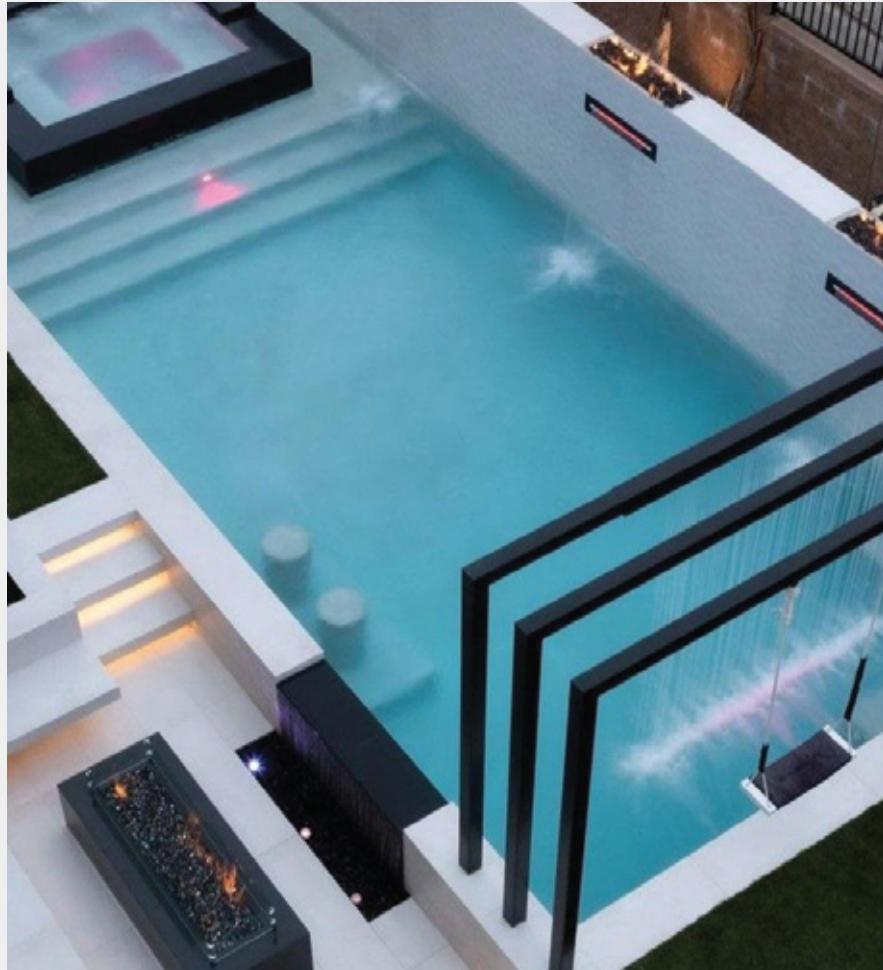
# Private Residential Complex

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**Location:** Confidential

**Scope of Work :** Design and execution for three villas with a total area of 1200 sqm.

**Brief:** This challenging project involved replacing the entire HVAC system in a 2500 sqm hypermarket while it remained fully operational, ensuring no disruption to business in a highly crowded location.



# Suspended Pool

**Location:** Private Villa (Confidential)

**Scope of Work :** Design and execution, including foundation restructuring and a turn-key solution.



# Temperature-Controlled Luxury Swimming Pool



**Location:** Jeddah (Confidential)

**Scope of Work :** Design and execution utilizing the finest materials, with careful consideration for medical aspects, material safety, installation methodology, and durability.



**Other Specialized Projects**

# **Underground Water Tank Project**

**Location: Jeddah (Confidential)**

**Scope of Work :Project details  
confidential.**





# Confidential Projects in Restricted Environments

Scope of Work :

**+15** projects

in private and confidential zones,  
requiring efficient planning and timely  
execution within highly restricted and  
controlled environments.





# This portfolio showcases



**our comprehensive capabilities across diverse  
sectors within the Saudi market.**

# Our Clients



**COSTA**



بن داود  
**DAWOOD**



**SERVCORP**

**SEDCO  
HOLDING**

سدکو  
القابضة

أصغر على  
**Asgharali**  
Perfumer Since 1924

فري  
**FREY  
WILLE**



**TotalEnergies**

الطازج  
**al-tazajj**  
لطازج للطازج

النهدي  
**nahdi**

كنان  
**kinan**

**kipling**

وزارة الداخلية  
المملكة العربية السعودية



باريس غاليري  
*Paris Gallery*

مجموعة بن لادن السعودية  
**SAUDI BINLADIN GROUP**

**GEA**

الهيئة العامة للترفيه  
General Entertainment Authority

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