



Customers

SAL nurtures a diverse range of customer relationships business-to-business (B2B) and business-to-government (B2G) segments, reinforcing its position as The National Logistics Champion.



B2B Relationships

At the core of SAL's operations are its B2B partnerships, providing ground handling and logistics solutions to over 100 active customers, including leading airlines. With a 80-year legacy as a cargo handler SAL continues to set industry benchmarks in excellence and reliability.

B2G Relationships

SAL actively collaborates with government entities to enhance trade facilitation and streamline import and export processes. Strengthening its strategic role, SAL is working with government bodies to position Saudi Arabia as a global logistics hub. Additionally, the Company holds multiple licenses from key regulatory authorities, reinforcing its credibility and compliance.

Robust Handling Customer Base

- A total of 138 customers.
- The majority of customers are bound by long-term contractual agreements, predominantly spanning three years for airlines and operating companies.

Growing Logistics Partnerships

- 45 customers under long-term contracts, averaging 2 years in duration.
- No customer attrition since operations began in 2022.
- Top 5 customers account for 90% of total revenue.

A glimpse into one of our many standout projects this year



SAL – Delivering the Thrill of GT Racing

SAL played a pivotal role in the Jeddah GT race, managing the transport of 77 race cars and equipment across Jeddah, Barcelona, Valencia, Hockenheim, and the UAE.

With a deep understanding of customer needs, SAL delivers tailored solutions built on trust and reliability, ensuring Customer-Centric service remains at the heart of its operations.