



FULLCYCLE

COMPANY PROFILE



WHO WE ARE



Full Cycle is a Saudi-based team of professionals that excel in planning, creating and executing the best and most detailed operational services for all scales of events.

With ongoing consultation that roots from over **20 years of experience** being at the core of what we do Full Cycle's dynamic and proficient team stands as the firm pillar that any event would require.

INTRODUCTION

VISION



Our vision is to be a leading company of event's management in the region, enjoying strategic relationships with the key stakeholders in the market of tourism, entertainments and events. Driven by our own distinctive team of consultants, engineers and project managers.

MISSION



Offering sophisticated event logistics and operational service in all recreational events spectrum. Practicing over 20 years of event expertise with the integration of military and engineering based planning and management, to deliver the most superlative endeavor possible.

HISTORY

› Dubai World's Business Excellence Center

› Vancouver Winter Olympic & Paralympic Games

› Manchester United North American Tour.

› Republican National Convention

› FC Barcelona United States Tour

› Tulane University Venue Transport Consultant for New Stadium

2009

2010

2011

2012

- › FIFA Women's World Cup Canada
- › CONCACAF Gold Cup USA

- › Tanger Outlets Grand Opening & Black Friday - Traffic & Parking Operations
- › 2022 FIFA World Cup Qatar

- › FIFA Women's World Cup Canada
- › CONCACAF Gold Cup USA
- › Diriyah E- Prix (Formula E)

- › Tanger Outlets Grand Opening & Black Friday, Traffic & Parking Operations
- › 2022 FIFA World Cup Qatar
- › Jeddah Season
- › Diriyah E- Prix (Formula E)

2015

2017

2018

2019



FULLCYCLE
ESTABLISHED

2020

HISTORY

SINCE THEN

2020

14

PROJECTS

8
EMPLOYEES

2021

26

PROJECTS

17
EMPLOYEES

2022

38

PROJECTS

24
EMPLOYEES

2023

56

PROJECTS

32
EMPLOYEES

HISTORY

UNWTO TESTIMONIAL

I highly appreciate Fullcycle's team collaborative endeavor to deliver the 116th Executive Council at such a convenient level of service.

Zurab Pololikashvili, UNWTO Secretary



MANAGEMENT DIRECTORY

SAEED AYYASH

MANAGING DIRECTOR



With a proven track record of executive leadership in relationship management, planning & implementation, and business development, Saeed is a results-driven executive with comprehensive experience.

Directing all aspects of strategies, security and operation management. With Saeed's experience ranging across leading venues and festivals in Saudi Arabia, he is currently the managing director at Full Cycle.

SAMEER AL.WASIAH

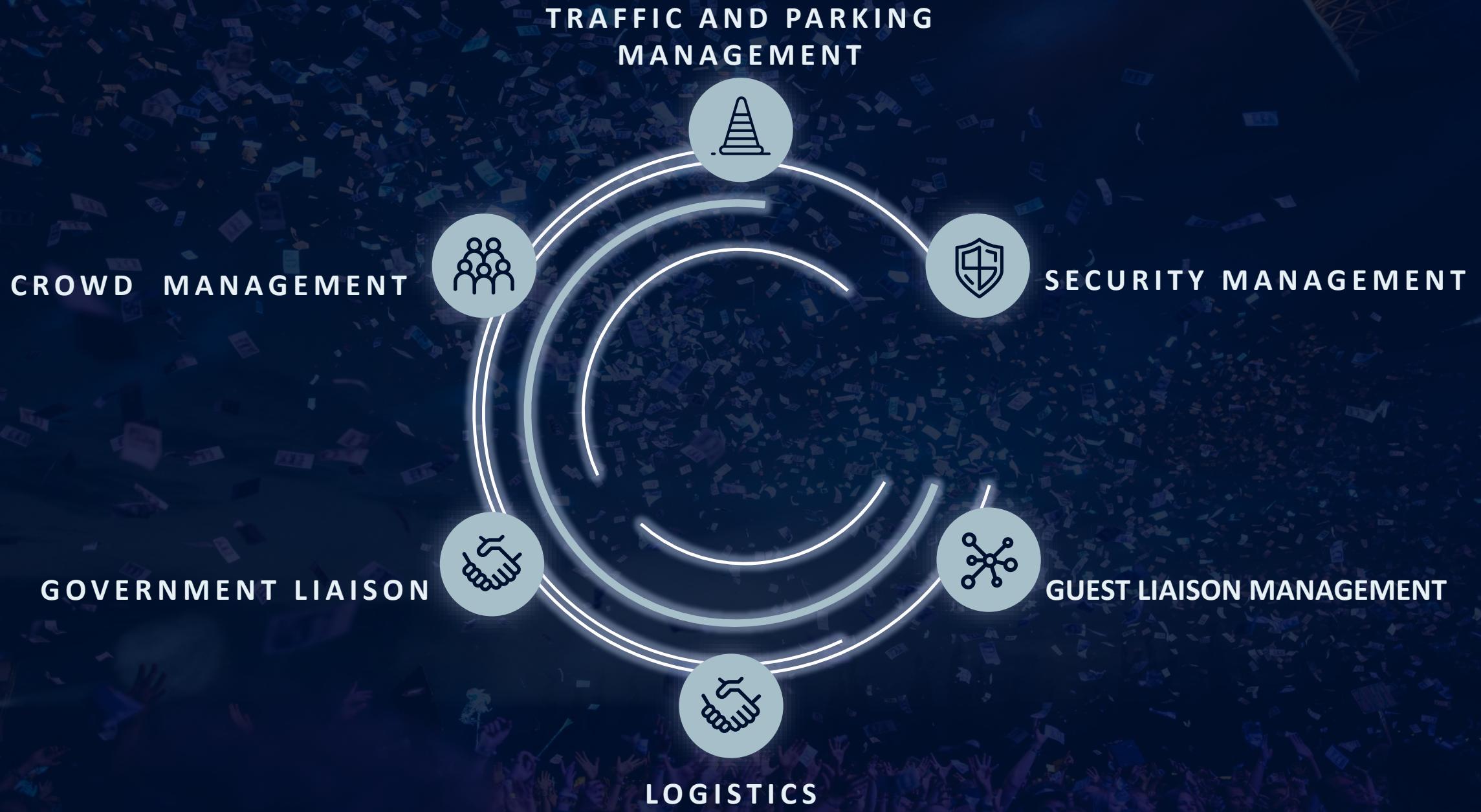
CHIEF EXECUTIVE
OFFICER



Harboring over 15 years in global marketing and strategic management, Sameer is an accomplished professional who has overseen multiple multi-million-dollar enterprises.

With extensive experience in the field of traffic and crowd management, Sameer is instrumentally fulfilling the role of Chief Executive Officer at Full Cycle.

SERVICES





TRAFFIC ENGINEERING AND PTV VISSIM SIMULATION

Traffic engineering solutions, trip generation studies, traffic analysis, traffic simulation models and Intelligent transportation systems.

GUEST TRANSPORTATION MANAGEMENT

Cutting edge transport planning and real time shuttle management with top-of-market hospitality.

TRAFFIC MANAGEMENT

Provide specialized traffic system solutions, planning and operational services that concern of the efficiency and smoothness of the traffic flow.



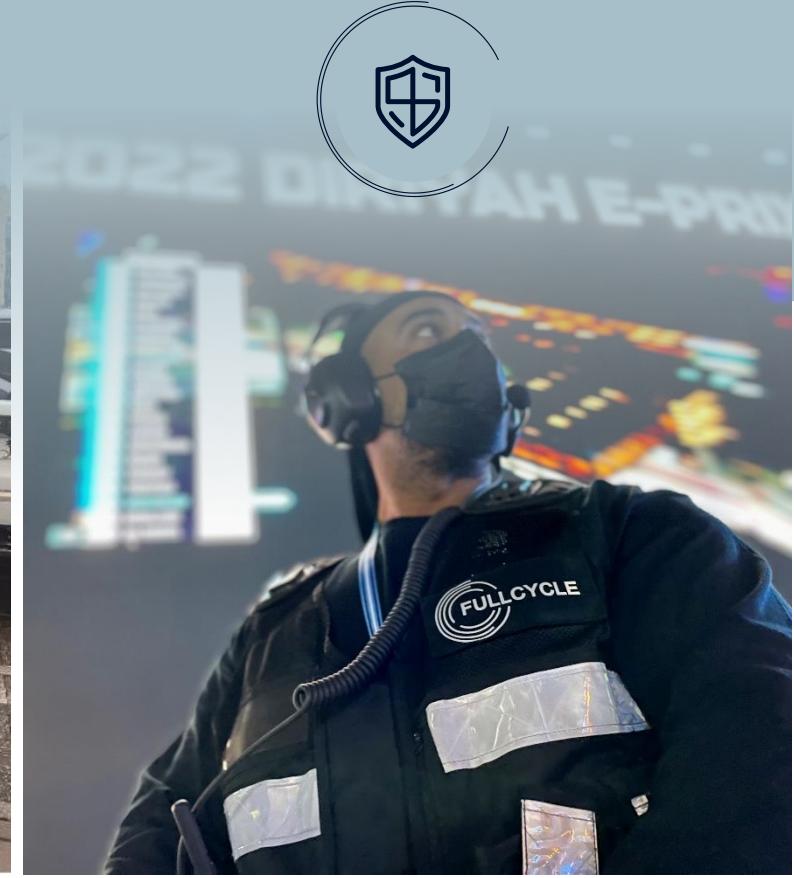
VIP TRANSPORTATION

Provision of a high end transportation to celebrities, athletes and politicians, with well experienced and professional bouncers.



SECURITY CLOSE PROTECTION

Provision of close protection to celebrities, athletes and politicians, with well experienced and professional bouncers.



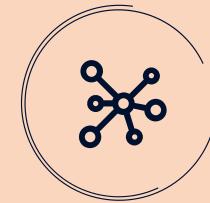
SECURITY PLANNING AND SERVICES

Organize and provide solutions, planning and operational services that concern of the best guest security and safety



GOVERNMENT LIAISON

Representation of the clients
in involving with Government
parties.



CROWD MANAGEMENT

Organize and provide solutions, planning and operational services that concern of the best guest experience

GUEST LIAISON MANAGEMENT – PROTOCOL TEAM

In depth liaison planning and hospitality to conveniently manage guests expectation.

PLANNING AND DESIGN SOFTWARES



- PTV Vissim Traffic microsimulation



- Invarion Traffic Control Software



- Goodvision Traffic Analysis Software



- Autodesk AutoCAD
AutoCAD 3D Max



- Lighting Analysis Software



- Design and Illustration



TOOLS

HIGHEST PROFILE ACCOMPLISHMENTS



HIGHEST PROFILE ACCOMPLISHMENTS

MDL BEAST SOUNDSTORM

- THE LARGEST ANNUAL MUSIC FESTIVAL IN THE MIDDLE EAST
- DAILY PATRONS OVER 150,000
- PROJECT BUDGET OVER \$50M



HIGHLIGHTS

- 2021, 2022, 2023 : Providing Traffic Analysis And Microsimulation Models.
- 2022, 2023: Traffic Management And Control Of More Than 30,000 Vehicles.
- 2021, 2022, 2023: Providing Venue Security, Artist Security And Security Response Team.
- 2021: Civil Works Management: Corridors and Parking Lots.



HIGHEST PROFILE ACCOMPLISHMENTS

OUR PRESENCE WITHIN AIULA

MOUNTAINS

HIGHLIGHTS

→ Providing Superlative Traffic And Security Management

In:

→ *MDLBEAST Azimuth Concerts*

→ *Custodian of the Two Holy Mosques Endurance Cup*

→ *MDLBEAST Maraya Film Show*

→ *MDLBEAST Alkaoukab*

→ *Ministry Of Sports Endurance Race*

→ *The Royal Commission Of Alula Endurance Race*

العلا
ALULA



ASIAN FOOTBALL CUP 2023 - QATAR



HIGHLIGHTS

- Comprehensive Fan Management Of More Than 5,000 Pax.
- Reception And Coordination Of More Than 20 Flights And Transported To Their Resident.
- Operations Support Center Around The Clock For All Fans Staying In Qatar, Alongside The Saudi Arabian Football Federation.
- Preparation Of More Than 5,000 Bag Giveaways To All Fans, Containing More Than 30k In-bag Components.
- Fan Crowd Management Records Creation To Each And Every Match.



HIGHEST PROFILE ACCOMPLISHMENTS

SAUDI CUP

- THE MOST PRESTIGIOUS AND RICHEST HORSE RACE WORLDWIDE
- DAILY ATTENDEES OVER 20,000
- PROJECT BUDGET OVER \$20M



HIGHLIGHTS

- 2021: Providing Traffic Management Operations.
- 2022: Providing Traffic Management Operations. Microsimulation Models.
- 2023: Managed Parking Civil Works and Development.
- 2023: Providing Traffic Management Operations.

OUR PROJECTS

2021

PROJECTS

- » **RED SEA CRUISE** - Traffic And Parking Management
- » **DURRAT AL-AROOS** - Renovation Planning
- » **RALLY DAKAR**, Kickoff From Jeddah
- » **RIYADH SEASON GRAND OPENING CEREMONY**, Traffic Mgmt.
- » **AL-HILAL FOOTBALL CLUB CEREMONY**, Traffic & Security Mgmt, Riyadh.
- » **RIYADH INTERNATIONAL MOTOR SHOW**, Traffic & Security Mgmt, Riyadh.
- » **MDL BEAST SOUNDSTORM**, Traffic Planning & Security Mgmt & Gov. Liaison, Riyadh.
- » **MDL BEAST XP**, Security Mgmt, Riyadh.
- » **RIYADH BOULEVARD**, Security Mgmt, Riyadh.
- » **FORMULA 1**, Security Mgmt, Jeddah
- » **SAUDI CUP**, Traffic Mgmt, Riyadh.
- » **NOOR RIYADH**, Traffic Mgmt, Riyadh.



- » **MDL BEAST FORMULA 1**, Security Mgmt, Jeddah
- » **SAUDI CUP**, Traffic Mgmt, Riyadh.
- » **STRAY KIDS (K-pop)**, Traffic & Security Mgmt, Riyadh.
- » **CHRIS ANGEL**, Security Close Protection, Riyadh.
- » **FORMULA-E**, Security Mgmt, Diriyah.
- » **SKY SHOW FOUNDING DAY**, Security Mgmt, Riyadh.
- » **FOUNDING DAY CEREMONY**, Traffic, Security & Crowd Mgmt, Riyadh.
- » **NIJNAJ FOUNDING DAY**, Security Mgmt, Riyadh.
- » **UNWTO EXECUTIVE COUNCIL – 116th Session**, International Guest Management, Security & Traffic & Transportation Mgmt, Jeddah.
- » **J BALVIN**, Traffic & Security Mgmt, Jeddah International Concert, Jeddah Season
- » **RAGE ON THE RED SEA**, Security Mgmt, Jeddah.
- » **FUTURE INVESTMENT INITIATIVE**, Traffic Mgmt , Riyadh.
- » **RIYADH SEASON OPENING CEREMONY**. Traffic Mgmt, Riyadh.
- » **AIRGAH MUSEUM**, Traffic & Security Mgmt, Riyadh.
- » **WWE**, Security Mgmt, Riyadh.
- » **SAUDI GAMES ENDING CEREMONY**, Traffic & Security Mgmt, Riyadh.
- » **THE LINE EXHIBITION** Security Mgmt, Jeddah, Riyadh and Dammam.
- » **MDL BEAST SOUNDSTORM**, Traffic Planning & Management & Gov. Liaison, Riyadh.
- » **MDL BEAST, BALAD BEAST**, Traffic & Security Mgmt & Gov. Liaison, Jeddah.
- » **MDL BEAST ARAVIA**, Traffic Mgmt & Gov. Liaison, Qatar.
- » **DESERT POLO SECURITY**, Security Mgmt, AlUla.
- » **FURSAN ENDURANCE RACE CUP**, Security Mgmt, AlUla.



- » **CRISTIANO RONALDO** Security Protection Escort
- » **RIYADH IMAGINATION PARK** Traffic Management
- » **BLACKPINK CONCERT** Traffic Management, Riyadh
- » **IMAGINE DRAGONS** Concert Traffic Management, Riyadh
- » **AL-ULA ENDURANCE CUP** Security Management
- » **DIGITAL COOPERATION ORGANIZATION**, Security, Crowd, Traffic and Transportation Management, Riyadh.
- » **DIRIYAH ARENA BOXING**, Security Management.
- » **FOUNDING DAY PARADE** Security Management.
- » **TRAVIS SCOTT CONCERT** Security Management.
- » **FUTURE OF EDUCATION, SCIENCE AND CULTURE** International Organization Forum, Traffic Management.
- » **PIF PRIVATE SECTOR FORUM**, Traffic Management.
- » **RAMDHAN ALBALAD**, Traffic Management.
- » **FAINANCIAL SECTOR CONFERENCE**, Riyadh, Traffic Management.
- » **BACKSTREET BOYS CONCERT**, Jeddah, Traffic Management.
- » **JEDDAH TENT**, Security Management.
- » **ACBC RITZ CARLTON**, Traffic And Crowd Management.
- » **CAMEL JADAT FESTIVAL**, Tabuk, Traffic, Security And Crowd Management.
- » **K-POP, JEDDAH**, Traffic Management.
- » **MDL BEAST AZIMUTH**, Traffic & Parking Management, AIUla
- » **BRUNO MARS CONCERT**, Traffic & Parking Mgmt, AIUla.
- » **FORMULA 1** Security, Jeddah
- » **IRQAH SAUDI DESIGN FESTIVAL**, Traffic & Parking Mgmt, Riyadh
- » **SAUDI NATIONAL DAY PARADE**, Traffic & Parking Mgmt, Riyadh
- » **SAUDI FILM FESTIVAL**, Security Mgmt, Riyadh.
- » **FREAKS OF NATURE**, Traffic & Parking, Crowd and Security Mgmt, Riyadh.
- » **MDL BEAST FOWQ KAFD**, Traffic & Parking Mgmt, Riyadh
- » **ENDURANCE RACE CUP**, Security Mgmt, AIUla.
- » **SAUDI MADE FESTIVAL**, Security Mgmt, Riyadh
- » **PHANTOM OF THE OPERA**, Crowd & Security Mgmt, Riyadh



2023

- » **STREET ART**, Security & Traffic Mgmt, Gouvernement Liaison, Riyadh.
- » **HIA HUB**, Security & Traffic Mgmt, Riyad.
- » **FUTURE INVESTMENT INITIATIVE**, Traffic Mgmt, Riyad.
- » **KAWKAB ALULA**, Security & Traffic Mgmt, AlUla.
- » **DESAL CONCERTS**, Security & Traffic Mgmt, Jeddah.
- » **HENA DINNER**, Traffic Mgmt, Riyad.
- » **DISNEY**, Security Mgmt, Riyad.
- » **MDL Beast XP**, Traffic Mgmt, Riaydh.
- » **JEDDAH WAVES CONCERT**, Traffic & Security Mgmt, Jeddah.
- » **SAUDI GAMES OPENING CEREMONY**, Traffic & Security Mgmt and Planning Consult. Riyadh.
- » **PIF DIRECTORS GATHERING**, Traffic Mgmt, Riyad.
- » **MOTOR SHOW**, Security Mgmt, Riyad.
- » **HERITAGE SPORT**, Security Mgmt, AlUla.
- » **SAUDI EQUESRTIAN FEDERATION**, Security Mgmt, AlUla.
- » **MDL BEAST SOUNDSTORM**, Traffic Mgmt, Riyad.
- » **GLOBAL LABOR MARKET CONFERENCE**, Traffic & Security Mgmt, Riyad.
- » **DIRIYAH SEASON CONCERTS**, Traffic Mgmt, Riyad.
- » **MDL BEAST MARAYA**, Security Mgmt, AlUla.
- » **MDL BEAST IRQAH**, Traffic Mgmt, Riyad.
- » **ASIAN CUP FOOTBALL TOURNAMENT**, Fan Comprehensive Journey Management, Qatar.
- » **MDL BEAST BALAD BEAST**, Traffic & Security Mgmt, Jeddah.
- » **MDL BEAST FORMULA E**, Security Mgmt, Jeddah.
- » **MDL BEAST FORMULA 1**, Security Mgmt, Jeddah.
- » **HAJJ & UMRAH CONFERENCE & EXHIBITION**, Security Mgmt, Jeddah.
- » **FUTURE MINERALS FORUM**, Traffic Mgmt, Riyad.
- » **FOUNDING DAY CEREMONY**, Traffic, Crowd and Security Mgmt, Riyad.
- » **ICE PRESS LAUNCH EVENT**, Traffic & Security Mgmt, Riyad.



2024

- » **FORMULA 1**, Security Mgmt, Jeddah.
- » **MDL BEAST BEASTHOUSE**, Traffic Mgmt, Riyadh
- » **MDL BEAST IRQAH HOSPITAL**, Traffic & Security Mgmt, Riyadh.
- » **TWAIQ PALACE GALA DINNER**, Traffic & Security Mgmt, Riyadh.
- » **KAWKAB ALULA**, Traffic & Security Mgmt, ALULA.
- » **DISNEY**, Security Mgmt, Riyadh
- » **SAUDI CUP 24**, Traffic Mgmt, Riyadh
- » **FOUNDING DAY HISTORY WALK**, Traffic, Security and Crowd Mgmt, Riyadh
- » **SAUDI EQUESTRAIN FEDERATION**, Security Mgmt, AIUla
- » **SAEF ENDURANCE CUP**, Security Mgmt, AIUla
- » **ENDURANCE KING CUP** Security Mgmt, AIUla
- » **JEDDAH WAVES** Traffic Mgmt
- » **MDL BEAST ALBALAD BEAST**, Security & Traffic Mgmt, Jeddah
- » **DIRIYA CONCERTS**, Traffic Mgmt, Riyadh
- » **HAJJ AND UMRAH CONFERENCE & EXHIBITION**, Security Mgmt., Jeddah
- » **FUTURE MINERALS FORUM**, Traffic Mgmt, Riyadh



COMPANY PROFILE

PROJECTS

CLIENT BASE



General Entertainment Authority

16 PROJECTS



Production Glue

20 PROJECTS

25M SAR



MDL Beast

20 PROJECTS

25M SAR



Luxury KSA

5 PROJECTS

4M



Balich Wonder Studio

4 PROJECTS

3M



وزارة الرياضة
Ministry of Sport

Balich Wonder Studio

4 PROJECTS

3M

Ministry of Sport

6 PROJECTS

3.5M SAR



المركز الوطني للفعاليات
National Events Center

National Events Center

16 PROJECTS



Saudi Jockey Club

4 PROJECTS

5M SAR



Ministry of Culture

5 PROJECTS

3M SAR



Riyadh Motor Show

2 PROJECTS

1M SAR



Saudi Tourism Authority

3 PROJECTS

2M SAR



The Happiness Factory

3 PROJECT

2.5M SAR



Ebda'a

1 PROJECTS

1M SAR



Saudi Grand Prix

2 PROJECTS

2M SAR



Camel Club

2 PROJECTS

2M SAR



Ministry of Tourism

3 PROJECTS

2M SAR



The Groves

3 PROJECTS

2M SAR



**HQ
WORLDWIDE
SHOWS**

HQ Worldwide Shows

2 PROJECTS

2M SAR



Ask Solutions

1 PROJECTS

1M SAR



الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY

**Royal Commission of
Riyadh**

1 PROJECTS

1M SAR



Sela KSA

5 PROJECTS

3M SAR



Rocket Cargo

1 PROJECTS

1M SAR



Riyadh Art

1 PROJECTS

1M SAR



BLINK Experience

2 PROJECTS

2M SAR

CLIENT BASE

CLIENT BASE



Live Nation
4 PROJECTS
3M SAR



Royal Commission of AlUla
4 PROJECTS
3M SAR



Richard Attias & Associates
5 PROJECTS
4M SAR



MMG
4 PROJECTS
5M SAR



Sidra Event Management
2 PROJECTS
2M SAR



Chapter One
1 PROJECTS
1M SAR



MOCIT
1 PROJECTS
1M SAR



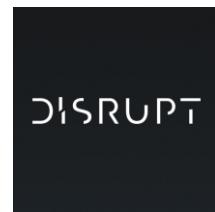
SAFF
2 PROJECT
10M SAR



Skill Challenge Entertainment

1 PROJECTS

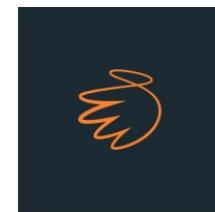
1M SAR



Disrupt Group

1 PROJECTS

2M SAR



SHINE KSA

8 PROJECTS

2M SAR



Al.Nasser FC

1 PROJECTS

2M SAR



Aseer Development Authority

1 PROJECTS

2M SAR

CLIENT BASE

FULLCYCLE CODE OF CONDUCT

Purpose

The company has established this Event Code of Conduct (the “Code”) to serve as a guideline for the professional conduct of anyone working for or alongside the company, as well as the consequences for unacceptable behavior.

We expect you to follow this Code so that you and other participants can enjoy the Event responsibly and with respect for the rights of others. Failure to abide by this Code is subject to corrective action such as termination of contract and or legal action.

By accepting this job contracted by the company, I hereby agree to conduct myself with honesty and integrity and to uphold the highest level of performance and moral principles within my security duties.



PRESENTATION AND UNIFORM

Uniform is to be worn everyday whilst on shift.

Other branded items of clothing are not allowed.

Uniform is to be washed, ironed and worn correctly.

Mobile phones are not to be used during shift unless instructed by a supervisor or manager.

FULLCYCLE CODE OF CONDUCT



Hospitality

- Guests of all ages are to be addressed as 'Ma'am' or 'Sir' at all times.
- Guests are to at all times be treated with kindness and respect.
- When speaking to guests be sure to maintain a calm tone.

INCIDENT RESOLUTION

In any situation it is important to remain calm.

Avoid using force in a situation at all costs.

Only when another guest or staff member is in physical danger, force is allowed to be used. In such situations the following steps should be taken:

- Call for back-up from surrounding team members.
- Fill out a detailed incident report

GET IN TOUCH

Upon Your Kind Review & Consideration of this
Proposal, We Look Forward to Your Valuable
Feedback and We Would be Delighted to Address
Any Inquiries You May Have through the following
Contact Info:

**SAMEER
AL.WASIAH**

CEO



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THANK YOU!