



absolute-pools

bringing pools to life



CONTEMPORARY,
INNOVATIVE,
PROVEN



SHARE OUR PASSION

CONTENTS

COMPANY PROFILE

- A. Introduction
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bringing pools to life

absolute-pools bring pools to life through innovation in design and technical leadership, setting the standard in modern swimming pools.

Our pools combine four elements: function, safety, reliability and elegance. Together with real value-for-money, they add up to absolute desirability.

absolute-pools meet the needs of both individual home owners and developers with multiple pool requirements.

For best-of-class swimming pools and a professional, straightforward service, contact absolute-pools.

welcome to absolute-pools!

absolute-pools are a leading provider of pools and water features.

We have a strong Retail business installing and servicing private pools for home owners in our local market in Dubai and this is where our story began.

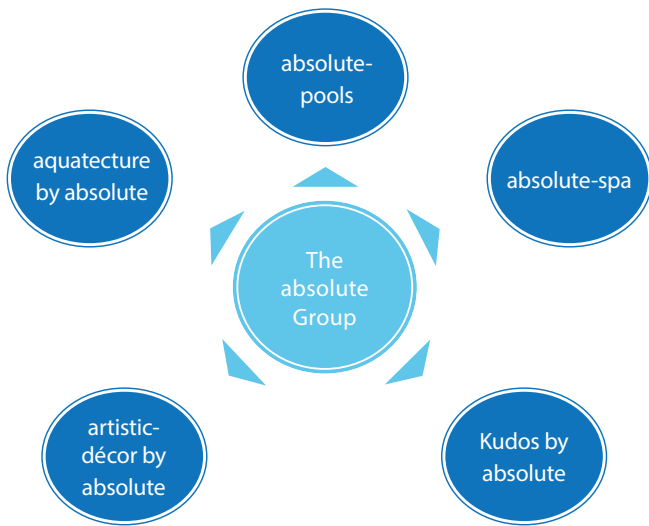
Our core competency today is providing multiple pools for Real Estate and Resort developments in whole GCC, with both the products and the necessary Project Management experience to deliver on- time, on-budget, on-quality.

Through having all skill sets in-house: design, engineering, production, installation and service we are able to ensure professional delivery and performance.

We have become a world-class supplier of specialist pools for exacting requirements such as in the Spa and Wellness field and we carry out the design and build of water features.

This document provides data on our Organisation, our Approach and on our Experience.





aquatecture by absolute:

The expression of water in design, offers a specialist pool and water feature engineering consultancy service

absolute-spa:

Hydro-thermal experiences for the Spa 'wet-area'

Kudos by absolute:

Luxury Outdoor Lifestyle, through our own brand of outdoor furniture

artistic-décor by absolute:

Creating beautiful background murals

The absolute Group serves hotels and resorts, the real estate developer and the home owner. Our focus is pools and water features and a range of associated services



With over 4000 pools installed all over GCC

absolute-pools are used internationally in many countries



absolute-pools

bringing pools to life

absolute-pools is a specialist pool and water feature services provider and the corner stone of the absolute Group



- Operations include Design & Build, supply & installation and specialist MEP contracting services
- Our unique Pre-Formed, Composite pool shell, manufactured, tiled and pre-fitted in the factory, is fast becoming the industry standard for contemporary pools

Whether it be a pool for the home owner, multiple-pools for a project or water features for a resort development...our aim is for absolute-pools to be the preferred choice



OMAN COMPANY INFORMATION

| | | |
|---|---|---|
| Company Name | Aljazem (absolute-pools) LLC trading as 'absolute-pools' | |
| Office Address | P. O. Box 1844, Muscat, Sultanate of Oman | |
| Telephone No. | +968 24 54 5743 | |
| Fax No. | +968 24 54 8337 | |
| Email | info@absolute-pools.com | |
| Licence No. | 595842 10629 | Absolute Pools international LLC Aljazem (absolute-pools)LLC |
| Nature of Company | Limited Liability Company | |
| Company Owners | Mr Saad Musa and Mr Frank Mason | |
| Are you a member of a Group of Companies? | <p>Yes, the absolute Group of Companies</p> <p>Absolute Pools international LLC Aljazem (absolute-pools) LLC, Oman Kudos International FZE, UAE Signature Products LLC, Dubai, UAE Fiber Works LLC, Riyadh, KSA</p> | |
| Production Capacity | Manufacture, Supply and Install of up to 85 swimming pools per month | |

International Work %

52%

OMAN Work %

48%



OFFICERS

| | |
|-------------------|----------------------|
| Chairman | Saad Musa al Jenaibi |
| Managing Director | Frank Mason |

KEY PERSONNEL-OMAN COMPANY

| | |
|-----------------------------|-------------------|
| Head Of Operations | Rashid Mustafa |
| Sales & Marketing Manager | Sultan Al Jeneibi |
| Finance Manager | Jojoy Samuel |
| Head of Technical | Jitendra Panchal |
| Sr. Projects Manager | Jenson Paiva |
| Sr. Design Engineer | Sindhu Justin |
| Customer service Manager | Rawan Jamal |
| Accountant | Nibin Mathew |
| Site Engineer | Rubel Abdusattar |
| Procurement Officer | Saneesh |
| Document Control | Amal al asmi |
| Pool maintenance supervisor | Giri krishnan |

GROUP TURNOVER 2020

USD
12,500,000

ACTIVITIES

| | |
|--|---|
| Company's Main Discipline | Design, Manufacture, Supply ,Installation & Service of Pre-formed Swimming Pools & Hydrothermal SPA |
| Company's Core Skills | Design, Manufacture, Project Management |
| How long have you provided this service for? | In Operation since 1999, as 'absolute-pools' since 2004 |
| Do you have a Quality Management System? | Yes, ISO 9001 / 2008 |
| Company's main role in the Construction Phase? | Nominated/Domestic Sub Contractor |
| Any other roles you play? | <ul style="list-style-type: none"> • Design Consultants for swimming pools & spa wet area (independent service provided by our aquatecture design division) • Design & Build responsibility • Outdoor Furniture • Artistic Decoration |

INSURANCES

| | Value (AED Millions) |
|-----------------------------|----------------------|
| Employees Liability | 2 |
| Public Liability | 3 |
| Product Liability | 7 |
| Professional Indemnity (PI) | 35 |
| Contractors All Risk | 13 |
| Performance Bond Capacity | 20 |

FINANCIAL

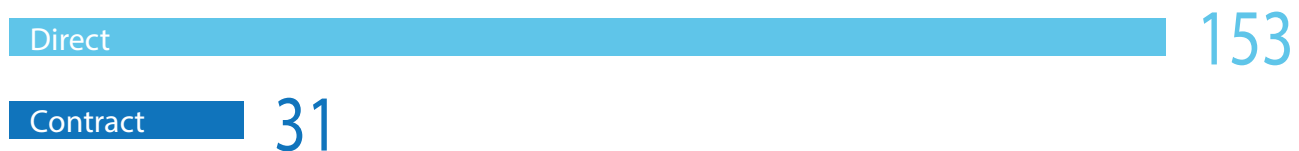
| | |
|----------|--|
| BANKERS | Bank Dhofar, Muscat , Oman Bank Muscat, Muscat, Oman National Bank of Oman, Muscat,Oman |
| AUDITORS | Excellence Audit & Accounting Services, Muscat |

INFORMATION TECHNOLOGY

| | |
|---|--|
| Computer Operating System | Windows 7 / 8 / 10 & Macintosh OSX 10 |
| Right ERP (ERP Solution Provider in U.A.E) | Enterprises Resource Planning (ERP) Software |
| Company Software | MS Project, MS Office Document & Cost Control Software |
| Computer Aided Design | AutoCAD 2016, Solidworks & Adobe Suite CS6, Revit 2014 |
| Ability to electronically transfer information? | Yes, total capability |

HUMAN RESOURCES (Group)

EMPLOYEES (OFFICE, MANUFACTURING & SITE)



DISCIPLINE & SKILLS

| DISCIPLINE & SKILLS | | TOTAL |
|------------------------|----|-------|
| Sales & Administration | 8 | 184 |
| Cost Engineering/QS | 2 | |
| Finance | 4 | |
| Planning & Design | 5 | |
| Project Management | 5 | |
| Service | 5 | |
| MEP Engineers | 4 | |
| Civil Engineers | 3 | |
| Supervisory | 8 | |
| Technicians | 24 | |
| Skilled Workers | 58 | |
| Semi Skilled Workers | 52 | |
| Others | 6 | |

Percentage of Company Turnover spent on Training **1.5%**

Percentage of Company Turnover spent on R&D **3.5%**

Company H&S Procedures Manual Policy Statements **These are in place**

PARTNERS



U.A.E

The Chairman of our holding company, and of Absolute Pools International LLC in Dubai is Sultan Al Habtoor, one of the most well respected businessmen in Dubai. Sultan identifies with great brands through his business association with McLaren, Bugatti and Bentley!

absolute-pools is proud to work in partnership with several highly respected individuals from the Gulf region.

A member of the Board and Managing Director Frank Mason, is also the founder of absolute-pools.

Frank Mason has been in the pool and spa business for over 20 years and his passion is for pools and providing safe, innovative and enjoyable in-water experiences.

A member of the Board, Peter Jamieson, is GM of the UAE and Group Operations Director, he has overseen absolute-pools developing the capability to carry out large scale projects.

Process driven, Peter ensures professional delivery on the most demanding projects.



OMAN

A member of the Board of our holding company and Chairman of Aljazem (absolute-pools) LLC in Oman, Saad Aljenaibi is a senior banker and a well respected member of the business community in the Sultanate.



PRODUCT PROFILE

PROPOSITION

Traditionally permanent in ground pools are built from reinforced concrete (gunite) and tiled in-situ, on site with the expense, uncertainties and time requirements of this approach. Quality is subject to the level of supervision.

Alternatives, such as plain fibre glass pools, provide a quick and easy fix but the products do not provide a tiled pool nor the long term quality and durability required.

The Pre-Form, Composite pool provides the best of both approaches. The pools are manufactured, and hand tiled in the factory, with all fittings pre-installed, giving a fully tiled, permanent in-ground pool but without the need to construct on-site.

METHODOLOGY

absolute-pools provide a proven methodology to deliver multiple pool requirements.

By maximizing the extent of pool construction/production work in factory-controlled conditions, the highest possible quality is assured and the on-site works are minimized.

Professional project management and process driven installation ensures effective performance. We consider this an equally important part of the deliverables as much as the product quality.

EXPERIENCE

absolute-pools has unique experience on villa developments in the region, with over 4000 pools installed in the past 20 years.

We supply pre-formed composite pools on an international basis.

absolute-pools have the experience that counts to ensure professional, on-time, delivery.



GENERAL

absolute-pools provide, as standard, a number of features including:

- Easy access walk-in steps
- Seating and ledges
- Options for temperature control
- In-pool lighting
- A beautiful, hand tiled mosaic finish, with accent lines at the edge of all steps and seats for safety purposes.
- Safe, smooth, easy to clean surfaces
- A well engineered and proven sanitation system
- A wide range of optional extras and upgrades

The pool is provided with a GRP Pump House containing pre-engineered filtration and water treatment equipment.

absolute-pools take full responsibility for the complete process, giving you the peace of mind of a quality product, professionally installed and ready-to-use.

We aim for the pool user to have years of trouble-free enjoyment from a range of elegant yet functional pools, which reflect technical innovation and make an unmistakeable statement of quality and style.

SAFETY

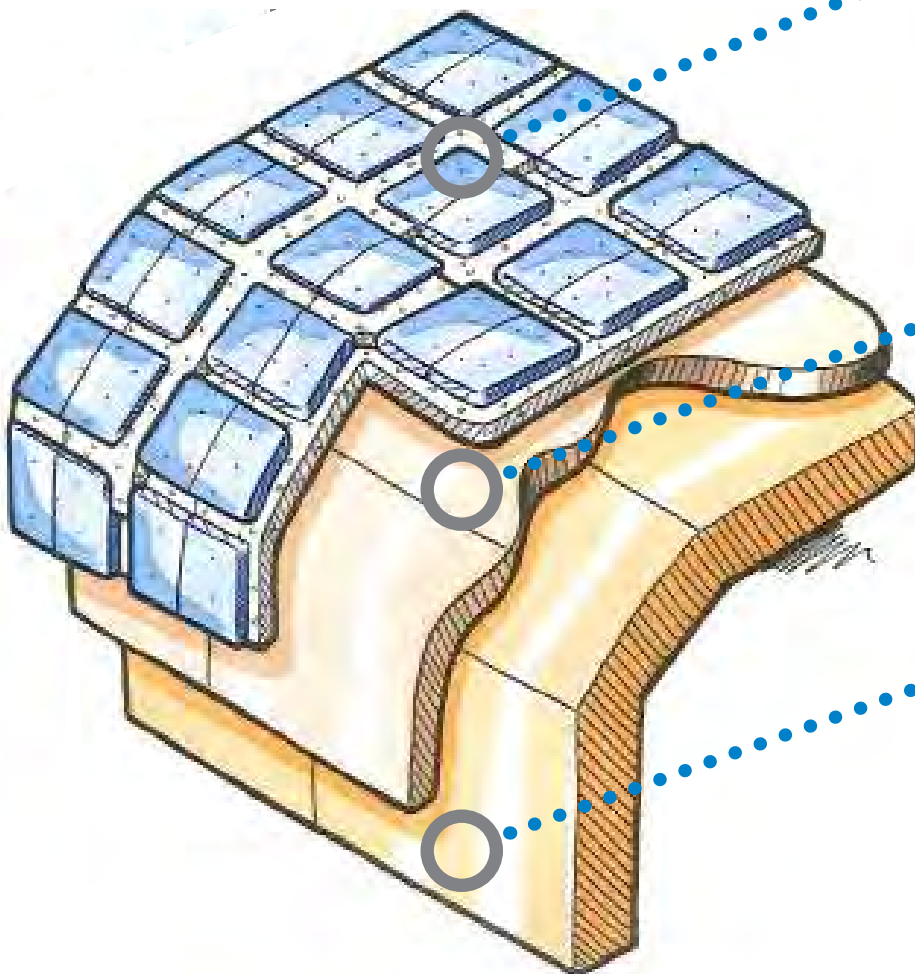
All swimming pools are a potential hazard especially for young children and non-swimmers. There is no substitute for proper supervision of non-swimmers and children.

absolute-pools do everything they can to make the pool as safe as possible. The pool is well lit, with smooth, non-slip surfaces and no sharp edges. The pool has easy access, walk-in steps and a darker tile line at the edges of steps and seats. Special attention is given to electrical issues and to suction control.

All clients are provided with the absolute-pools Owners Guide which includes safety guidelines.



PRE-FORMED COMPOSITE POOL SHELL STRUCTURE



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PORCELAIN CERAMIC MOSAIC TILE:

The internal finish is a hand applied mosaic tile finish, using epoxy grout to maximize in-use service life as well as providing the choice of a wide range of colours and styles.

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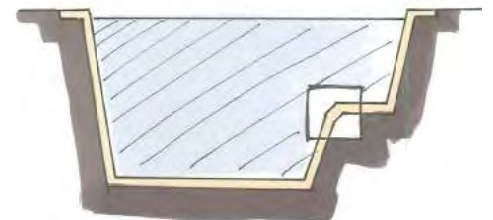
EPOXY LAMINATE:

The inner layer is a 2 part, reactive epoxy system. This proprietary system cures to form an Epoxy laminate which completely prevents exposure of the GRP to pool water and associated chemicals.

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GRP (Glass Reinforced Plastic):

The GRP outer body consists of spray applied, high performance resins reinforced with woven glass fibres.

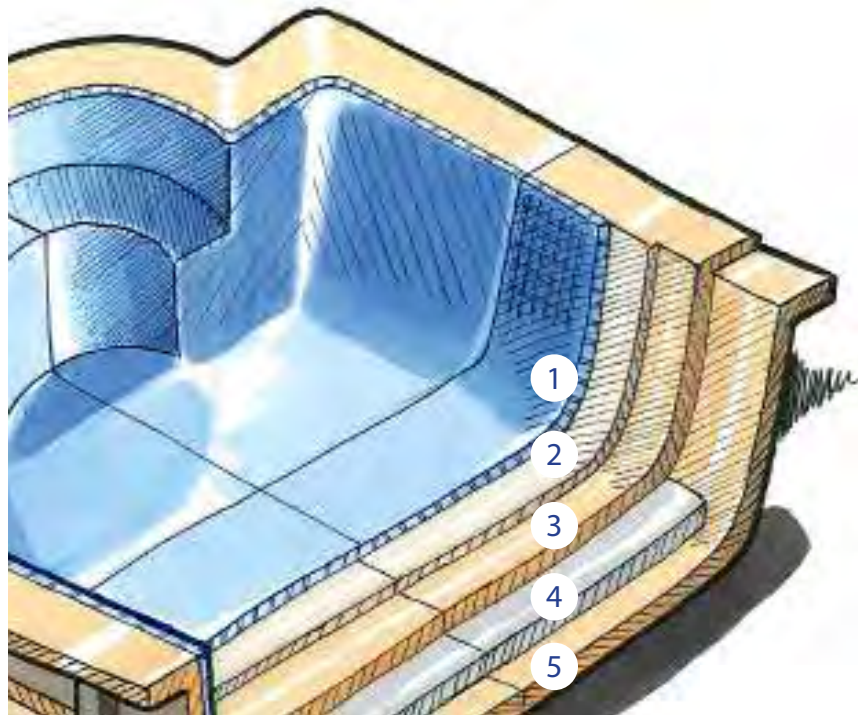
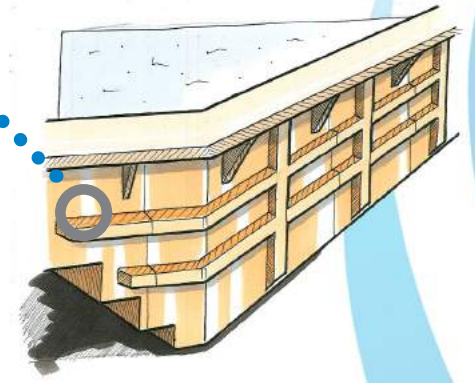


It is the composite structure of the 3 materials working together which provides the unique properties of the absolute-pools Pre-formed pool shell.

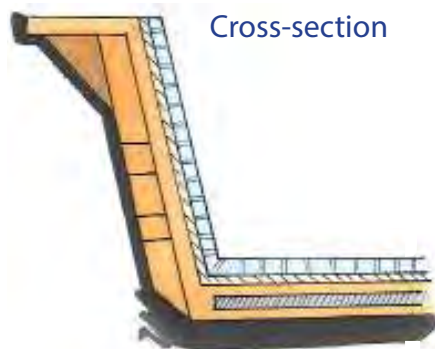


PRE-FORMED COMPOSITE POOL SHELL CONSTRUCTION DETAIL

REINFORCING RIBS: The external walls of our pools are reinforced with rigid Polyurethane foam which is encapsulated in fibreglass to add to the structural integrity of the pool shell.



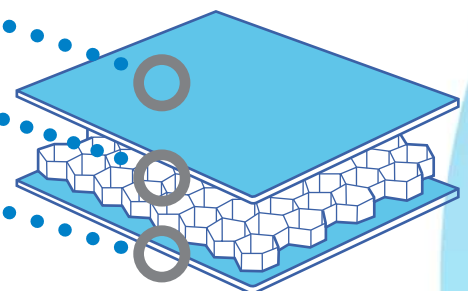
- 1 PORCELAIN CERAMIC MOSAIC TILE
- 2 EPOXY LAMINATE
- 3 FIBREGLASS LAYERS
- 4 HONEYCOMB FIBREGLASS PANEL: The panel gives high strength-to-weight and rigidity-to-weight ratios, therefore it's use with fibreglass is perfect to provide a lightweight and stiff panel for the base of the pools, where necessary.
- 5 FIBREGLASS LAYERS



WOVEN FIBREGLASS SHEET

HONEYCOMB CORE

WOVEN FIBREGLASS SHEET



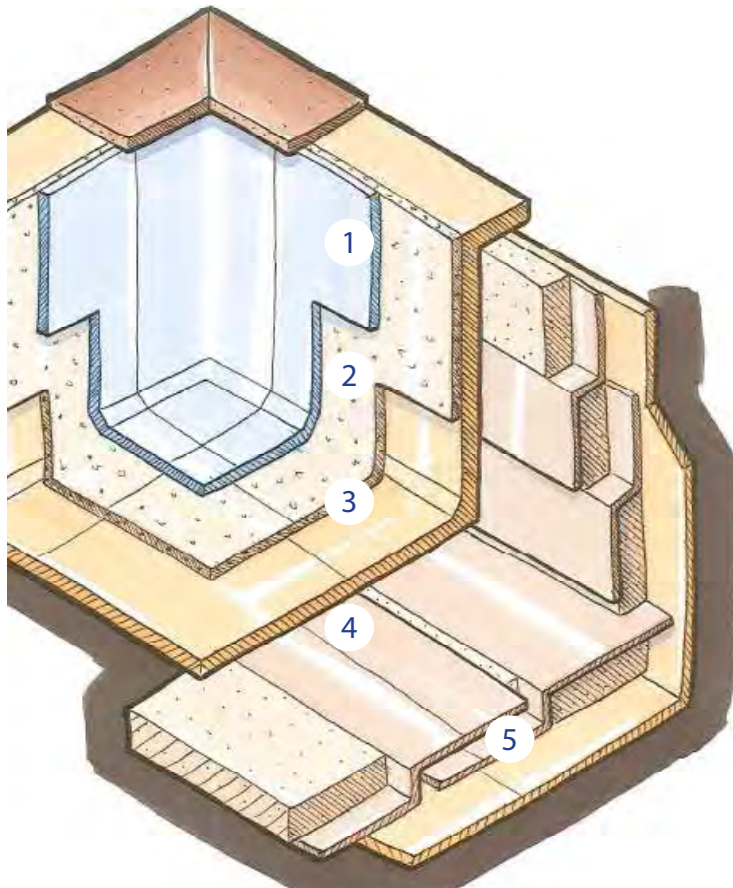
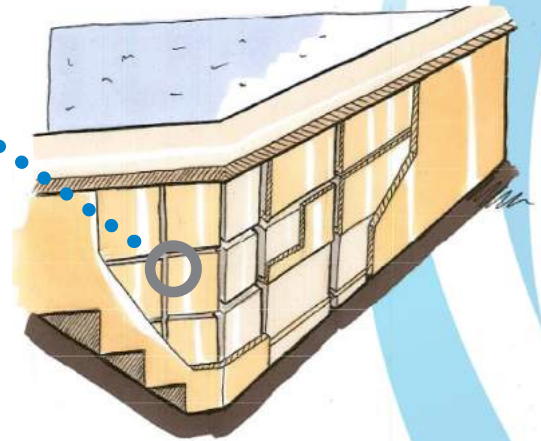


PRE-FORMED COMPOSITE POOL EXTERNAL PU LAYER DETAIL

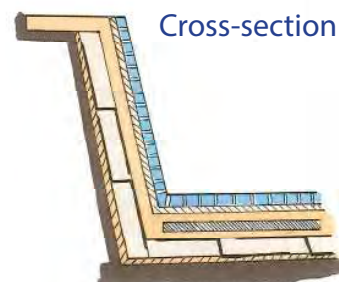
For certain types of pools and usage conditions an additional external layer of High Density Polyurethane [PU] foam may be applied to the outside of the GRP shell during the manufacturing process.

The PU layer serves two purposes:

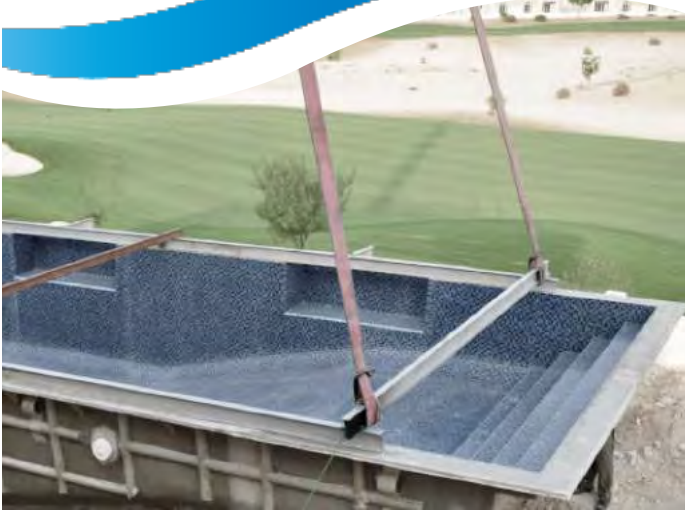
- Applied 50mm thick it provides extra rigidity to the pool shell, of benefit for larger pools and where large format and/or stone finishes are required.
- Applied 75mm thick, the insulating properties of the foam enable the shell to meet EU code requirements of a maximum 0.2 U value, giving considerable energy saving benefits.



- 1 PORCELAIN CERAMIC MOSAIC TILE
- 2 EPOXY LAMINATE
- 3 FIBREGLASS LAYERS
- 4 PU HIGH DENSITY FOAM: A light weight material which increases rigidity for load bearing purposes and which provides improved insulation of the pool shell. The PU foam panels are secured with a proprietary Z-tie system.
- 5 FIBREGLASS LAYERS
No. of fibreglass layers are determined by the size of the pool.



INSTALLATION PROCESS





GRP/Plastic LOW COST

PROS

- Smooth, non porous surface.
- Installed faster than a gunite pool.

CONS

- Heat Distortion - a Pool surface gets hot, it can blister, crack, and fade at certain temperatures, depending on the type of fiberglass resin used.
- Limited in size / Design

LIFE SPAN

- 4 Years



Concrete/Gunite TRADITIONAL

PROS

- Long History of industry use.
- Suits bespoke pool design.

CONS

- Takes min 3 months to build due to curing.
- Steel Reinforcement creates durability risk especially in corrosive environments.
- Needs acid washing & regrouting - approx every 3yrs. Maintenance intensive.
- Subject to the vagaries of on-site construction.

- Messy & noisy construction process.

LIFE SPAN

- 25+ Years



absolute-pools

Pre-Formed Composite CONTEMPORARY

PROS

- Composite Structure of Pool ensures its longevity.
- Outstanding finished appearance.
- Gives a completely water tight pool shell.
- Proven product with factory controlled quality.
- Quick & simple to install - 2 weeks on-site.
- Available in all pool types, including over low & vanishing edge.

CONS

- More costly for some bespoke/adhoc designs.

LIFE SPAN

- 25+ Years

DESIGN TO DELIVERY



Design

We help you in turning your design into reality.



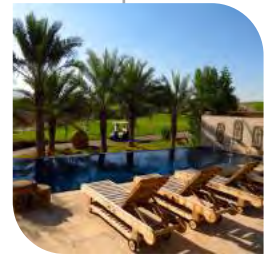
Build

Your pool is built in house by qualified technicians.



Delivery

Our pools are delivered in 4-6 weeks.



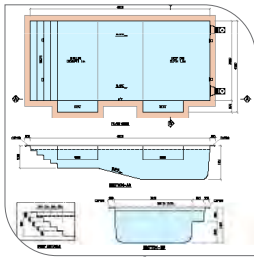
Hand Over

2 weeks later, all works are completed.

2 weeks

Drawing

We create a full CAD drawing with all the dimensions.



2 weeks

Plan

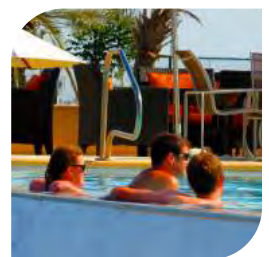
Choose the type and colour of tiles that you want.



2 weeks

Enjoy!

Your new pool is now ready for use with friends and family.



absolute-pools take full responsibility for the complete process, from design and production of the pool, through fast, efficient installation to handover of the pool ready-to-swim!

Once you are an absolute-pool owner our service doesn't stop there: we provide a full 'Care and Upkeep' service to keep your pool in tip-top condition.

BEFORE



AFTER





Before



WATER FILTRATION

The best thing about your pool should be the water

Good filtration is essential for ensuring water quality.

The most common filtration method for commercial usage is medium-rate, vertical sand filters, but there is also regenerative, diatomaceous earth and cartilage filtration to consider. Of critical importance is the filtration rate—the higher the rate, the lower the filtration efficiency.



SECONDARY FILTRATION

Secondary Disinfection It is strongly recommended to have a secondary disinfection process in place to fight waterborne parasites.

There are several options available:

- **Full Ozone:**

Ozone gas is used to complement chlorination and results in lower levels of chlorine; however this requires a good level of expertise to operate, additional space in the plant room and is more expensive to install and run.

- **Ultra-violet (UV):**

Commonly used to complement chlorination and allows pools to operate with lower levels of chlorine.



POOL TEMPERATURE CONTROL

Reversible cycle heat pump can be used for heating and cooling swimming pool, spa or other water bodies.

RCHP technology is based on the same principle employed in air conditioners and refrigerators, delivering up to five times more energy in heat than it consumes electricity.

Heat pumps are designed to heat your pool by extracting ambient heat from the atmosphere. This heat is then transferred into a refrigerant gas which is compressed and heated further. The heat is then transferred into the pool water, and heats your pool.



WATER CONDITIONING

The best thing about your pool should be the water

When you use your pool you need the assurance the water is clean, sanitized, safe & comfortable for pool users.

Traditionally pools have been sanitized by using chlorine chemicals. The problem with this is it can cause the water to feel hard and smell of chlorine, bleach hair and cause red-eye discomfort. Additionally, handling of chlorine chemicals is hazardous.

Contemporary pool water treatment systems avoid the need to add chlorine chemicals and provide much better solutions.



THE SALT SYSTEM

Works by converting salt in the pool water into sanitizing agents through electrolysis.

The capital outlay is offset by the saving on chemicals.

With a Salt System the water has no odour and is soft and gentle on the eyes and skin.

Use the Salt System for a sanitized salt water pool which is silky smooth to swim in.

NON-CHLORINE OXIDATION

There are several truly non-chlorine oxidation products that when added to the pool water effectively removes bacteria.

A modern alternative to the traditional use of chlorine.

Please contact us for further details.

WATER TEMPERATURE CONTROL

We offer a range of systems to keep your pool at a comfortable temperature year round. Electric Heaters, Heater/Chillers & Solar Covers.

FREE BOARD OR OVERFLOW

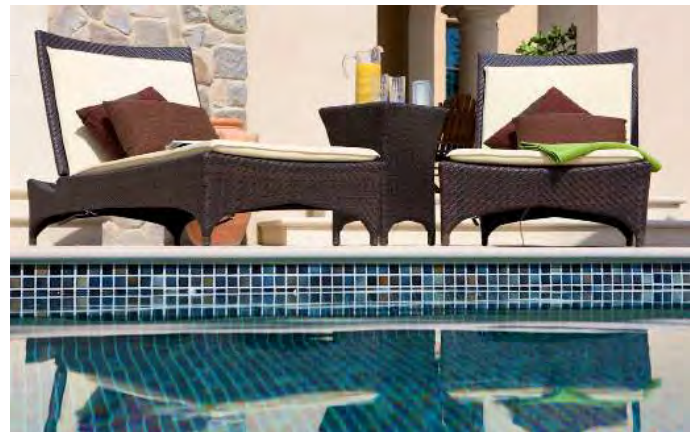
Free board pools provide a cost-effective approach

In most situations the water level will be below the level of the deck. This is called Free Board.

The use of border tiles immediately above the water line can create an attractive visual effect.

The Free Board ensures pool users are aware of the perimeter of the pool, by the water level being at a different level to the deck.

This is the most common and popular type of pool.



An overflow pool complements the contemporary home

When the surface of the pool is flush with the deck, it creates a highly reflective surface and sleek contemporary look. The water appears motionless as it flows over all the edges simultaneously

This effect is created by a perimeter overflow, a style used in many contemporary swimming pools.

This function is similar to an infinity-edge pool swimming pool which produces a visual effect of water extending to the horizon, vanishing, or extending to infinity.



STANDARD STYLES OR CUSTOM DESIGN

Design your dream swimming pool

We offer a stunning range of standard pool styles to choose from in our Style Gallery.

However, if you wish, we can custom design your pool to your precise requirements.

Whether you require a Traditional or a Freeform pool, your pool can also be designed and built to your unique specifications by our professional design team.

We create pools that are 100% custom design for you. From size and shape to choice of finish, we work together to build your dream swimming pool that works well with the garden layout of your home.



See Our Style Gallery for Standard Pools





absolute-pools

bringing pools to life

www.absolute-pools.com

Abu Dhabi • Qatar • Dubai • London • Muscat • Riyadh