

Setting the Direction for Operational Success



Direction Goals

Headquarters: Al-Khobar - Kingdom of Saudi Arabia

Regional Presence: Abu Dhabi - United Arab Emirates | Cairo - Arab Republic of Egypt

Table of Contents

01	●	Content
02	●	About Us
03	●	Mission and Vision
04	●	CEO's Note
05	●	Why Choose Us
06	●	Our Valuable Clients
07	●	Flare Line Make-Up, Break-Out and Running Services
09	●	Oil and Gas Technical Staffing and Manpower Services
11	●	Oil and Gas Well Intervention and Maintenance Services
12	●	Industrial and Structural Steel Design, Fabrication and Construction Services
13	●	Casing and Tubing Equipment Sales and Rentals
14	●	Sandblasting and Protective Coating Services
15	●	Oil and Gas Logistics Support Services
17	●	RTK Land Surveying Services

ABOUT US

Direction Goals is a 100% Saudi-owned company established in 2015 in the Eastern Province of the Kingdom of Saudi Arabia, a provider of integrated industrial and oil and gas services with a strong focus on operational performance. Our operations are supported by a strong sister company network, which includes EnerCrew MENA. Backed by an experienced leadership team with over a decade of successful industry presence in Saudi Arabia, the company provides scope-aligned services to support continuous, year-round operations across projects of varying technical complexity.

MISSION

To lead the local and global industrial services sector by integrating deep technical insight with uncompromising service quality and innovation. We are dedicated to driving sustainable growth that benefits our partners, our industry, and the communities we serve.

VISION

To be the premier partner for local opportunity and global industrial leadership. We strive to create a lasting positive impact in every region where we operate while delivering consistent, long-term value for our stakeholders.



FROM THE DESK OF THE CEO

Abdul Monem H. AlJumah



Since our establishment, Direction Goals has built a strong operational foundation across industrial and oil and gas services by focusing on execution discipline, workforce capability, and consistent delivery in demanding field environments. Our growth has been driven by informed operational decisions, rigorous HSE practices, and a clear understanding of the technical and logistical challenges faced on active sites. We consistently invest in developing competent, safety-conscious personnel and deploy them through structured systems that prioritise reliability, compliance, and performance. Client collaboration remains central to how we operate, ensuring alignment with project objectives, site requirements, and delivery timelines. As we expand our regional and international footprint, we remain committed to a dependable partner, one who takes ownership of outcomes, adapts to complexity, and delivers safely and consistently across every operation.

WHY CHOOSE US

- 100% Saudi-owned company**
 Deeply rooted in the Kingdom, aligned with Vision 2030 objectives through industrial development and local capacity building.
- Industry-focused expertise**
 Bringing domain-specific technical expertise to industrial operations to support accurate and compliant execution.
- Commitment to professional excellence**
 Skilled and certified workforce ensuring that the project meets the recognised professional standards.
- Uncompromising HSE and quality**
 Safety and quality remain central to every operation.
- Operational reliability and readiness**
 Continuous operational support designed to handle varying project complexities.
- Integrated service capability**
 We offer a comprehensive suite of services, providing centralised service coordination for complex industrial needs.
- Governed by HSSE and quality policies**
 Our operations are guided by established HSSE and quality policies that ensure safe practices, consistent quality, and regulatory compliance across all projects.
- Client-focused approach**
 An approach aligned with client operational objectives to address defined project requirements.
- Global standards, local insights**
 A combination of an in-depth understanding of the Saudi market and international best practices.

OUR VALUABLE CLIENTS



FLARE LINE MAKE-UP, BREAK-OUT AND RUNNING SERVICES

Our engineered flare line services provide safe and efficient installation, make-up, and break-out of flare line systems at well sites and drilling rigs. Using engineered equipment and controlled torquing methods, the service minimises non-productive time, supports operational safety, and reduces well site risks. Our professional flare line services are designed to align with applicable HSE standards to support reliable operations across various field conditions.

- Professional assembly, disassembly, and operational management.
- Covers the torque requirements for common pipe sizes from 2³/₈" up to 5¹/₂".
- Crane-free system to lower HSE risks.
- Torque monitoring with integrated pressure gauges for operational control.
- Reduced NPT and faster operations.
- Suitable for well sites and drilling rigs.



OIL AND GAS TECHNICAL STAFFING AND MANPOWER SERVICES

Through EnerCrew, our regional manpower and recruitment subsidiary, Direction Goals delivers technical staffing and workforce deployment solutions to support projects in the oil and gas, energy, and industrial sectors across KSA, UAE, and Egypt. Our services are structured to facilitate rapid mobilisation, regulatory compliance, and reliable workforce stability across all project phases.

Workforce Categories

- Engineers (Electrical, QA/QC, HSE).
- Supervisors, foremen, and general site superintendents.
- Skilled workforce (welders, riggers, operators, pipe fitters, electricians, technicians).
- Drivers and general semi-skilled site-support personnel.

Deployment Models

- Project-based deployment.
- Short-term and long-term contracts.

Mobilisation and Regional Coverage

- Fast mobilisation across KSA, UAE, and Egypt.
- Scalable workforce capacity based on project size and complexity.

Compliance and Workforce Management Scope

- Work visas and residency documentation.
- Employment contracts and payroll coordination.
- Mandatory HSE inductions and site readiness requirements.
- Medicals, certifications and competency verification.
- Flight arrangements and mobilisation logistics.





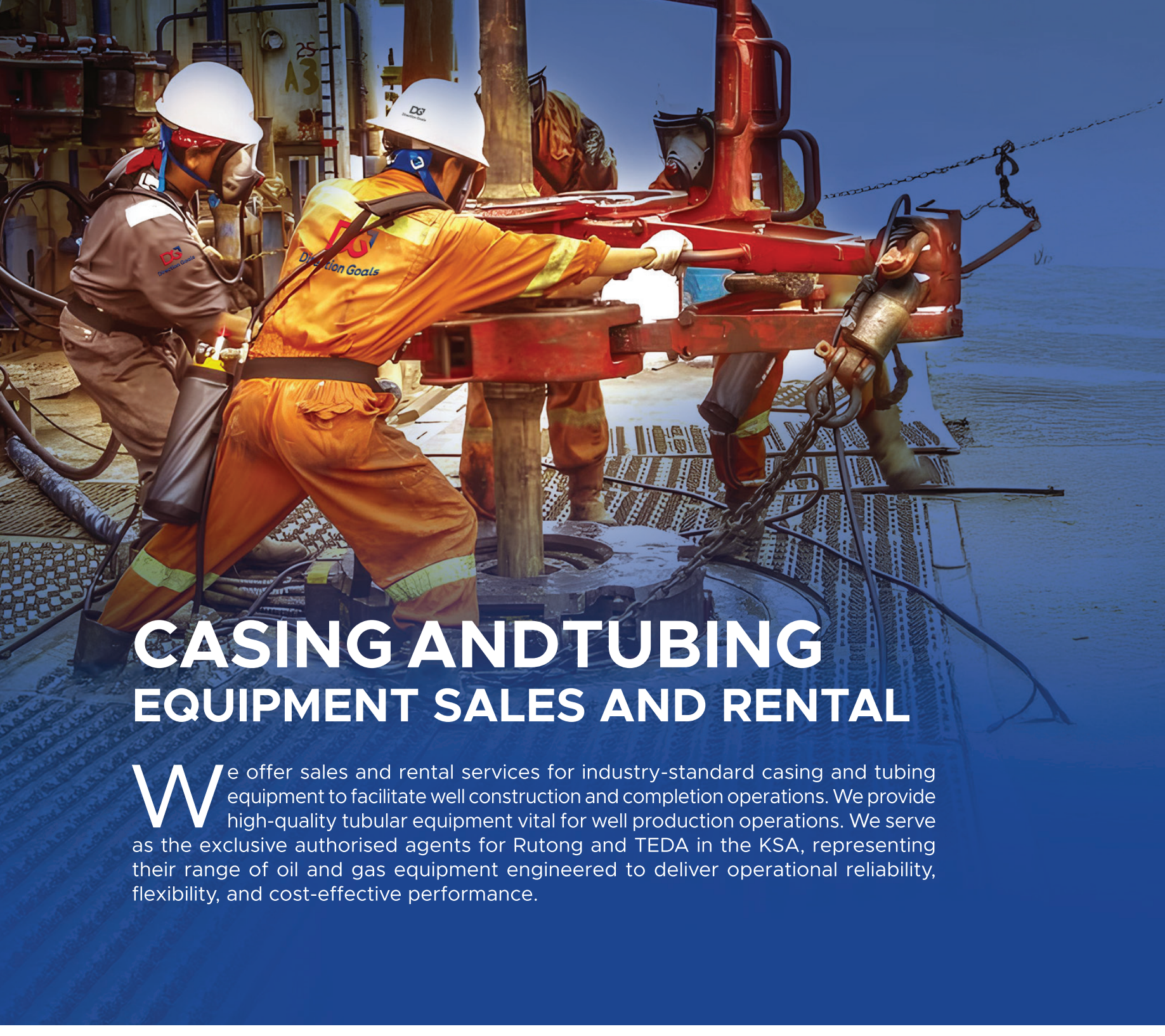
OIL AND GAS WELL INTERVENTION AND MAINTENANCE SERVICES

Our well intervention services support the maintenance, restoration, and enhancement of well performance through safe, efficient, and integrity-focused operations. We execute routine and non-routine interventions and specialised retrieval services. In partnership with Exwell Oilfield, we supply high-precision equipment manufactured in Singapore and assembled in KSA, fully compliant with international standards.

INDUSTRIAL AND STRUCTURAL STEEL DESIGN FABRICATION AND CONSTRUCTION SERVICES



We provide end-to-end industrial and structural steel fabrication, design, and construction services tailored for industrial facilities and oil and gas refineries. Through our strategic partnership with ATUM Group in Egypt, we are equipped to deliver large-scale steel fabrication projects with exacting standards, in accordance with KSA project requirements. Our scope includes engineering and installation of process pipe racks, supports, utility structures, and customised steel assemblies across industries.



CASING AND TUBING EQUIPMENT SALES AND RENTAL

We offer sales and rental services for industry-standard casing and tubing equipment to facilitate well construction and completion operations. We provide high-quality tubular equipment vital for well production operations. We serve as the exclusive authorised agents for Rutong and TEDA in the KSA, representing their range of oil and gas equipment engineered to deliver operational reliability, flexibility, and cost-effective performance.

SANDBLASTING AND PROTECTIVE COATING SERVICES

Sandblasting serves as an essential surface preparation technique that supports maintenance strategies aimed at reducing downtime and resisting corrosion, erosion, and wear and tear in the oil and gas sector. We deliver specialised sandblasting and protective HVOF coating services using industry-standard and specialised equipment designed to maintain equipment integrity and extend service lifespan.



OIL AND GAS LOGISTICS SUPPORT SERVICES

Our logistics and transportation services are structured to ensure safe handling, timely delivery, and efficient movement of equipment and materials across project locations. We maintain a specialised and diversified fleet of vehicles, implement real-time tracking systems, and enforce established control procedures to ensure secure and efficient transportation services for project stakeholders.



RTK LAND SURVEYING SERVICES

We provide precision RTK (Real-Time Kinematic) land surveying services for oil and gas facilities and well sites to achieve centimetre-level accuracy. With our advanced satellite-based GNSS technology combined with real-time correction signals, our surveying methodology enables highly precise site mapping, layout control, volume calculations, and as-built surveys for the generation of reliable data for planning and execution.





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