

## Operating Review

# Juice

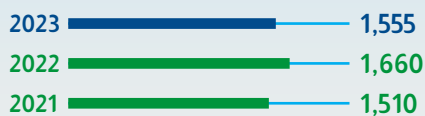
The economic recovery in our core markets continued its upward trajectory of 2022, enabling our Juice business unit to deliver a solid performance across our entire beverage portfolio in 2023. In particular, our line of fresh juices reported excellent revenue growth, making a material contribution to the business unit’s overall profitability.

As with our Juice business, stability in the market was accompanied by significant inflation in the price of commodities, nonetheless our exceptional financial management ensured that we absorbed these cost increases. This accomplishment, combined with population growth and higher tourism numbers in Saudi Arabia fueling expansion in Foodservice and Retail, also played an important role in the division’s strong performance in 2023. Total revenue in our Juice business unit declined by 6.3% to SAR 1,555 million.

As part of our three-pillar strategy to grow our core by consolidating and expanding in our key markets, we strengthened our coverage and reach across all channels in the GCC. This had the additional benefit of boosting consumer experience by making our product range conveniently available everywhere.

### Total Juice Revenue

(SAR million)



### Key Performance Indicators - KSA Market

Juice Value Share:	42.7%
Household Penetration:	71.6%
Household Frequency:	5.4%

**No. 1**  
Rank in the  
KSA Market

### Listening to loyal consumers

In response to consumers increasingly opting for healthier beverages, we continued to expand our premium lines, juices in cartons and products with no added sugar. In addition, we focused on enhancing the performance of our core products by improving recipes to enhance flavors and further penetrate the market.

### Driving growth via outstanding execution

During the year we launched several well-received marketing and promotion campaigns in line with our three-pillar strategy to continue augmenting our core markets. We were particularly pleased by strong product acceptance across key segments.

Over the summer we raised our Point-of-Sale (POS) visibility and carried out several marketing initiatives to promote summer flavors (such as citrus mix and cocktail mix).

### Juice in 2024

In the coming year we will evolve our taste and goodness success story in the GCC and further develop our newer segments such as cartons and premium juices, investing in these product enhancements to deliver future growth.

