

Saudi Vision 2030

As one of the world's largest food and beverages companies, Almarai is deeply committed to supporting the transformation and sustainable success of Saudi Arabia, in line with the goals of Vision 2030.

Our investments and initiatives support a range of Vision 2030 goals, including:

Food Security of the Kingdom

Almarai is committed to applying its full scale and capabilities to support Saudi Arabia's food security agenda on multiple fronts.

Our expansion in Poultry includes increasing our processing capacity, investments in new facilities and developing state-of-the-art poultry farms, aimed at boosting local poultry production.

In addition to Poultry, we have been expanding our Bakery production lines, with recent acquisitions aimed at enhancing local production and growing our existing product portfolio, including frozen bakery.

Our move into seafood and red meat production also underscores our commitment to diversifying our offerings and contributing to the nation's food security.

Almarai plays a pivotal role in strengthening the Kingdom's food security by investing in local production capabilities and adopting sustainable practices.

Local Employment

As one of the largest employers in the Middle East, Almarai is actively supporting local employment, aligning our strategies with the goals of Saudi Vision 2030. With a focus on attracting, developing, empowering and retaining Saudis at every level of the Company, Almarai currently employs over 10,000 Saudi nationals across various business areas.

We partner with local universities to hire fresh Saudi graduates and seek world-class educational partners to enhance our Saudi employees' knowledge, skills and capabilities, positioning them for long and meaningful careers with the Company. These efforts support the Company's sustainable success

while integrating Saudi nationals into various sectors of the economy. We contribute to the Saudi Vision 2030's aim of raising workforce participation by nationals through our hiring policies and our overall expansion that creates more meaningful careers for Saudi nationals.

Economic Growth and Diversification

As a leading food and beverages industry player, Almarai plays a significant role in Saudi Arabia's economic growth and diversification. One of the key aspects of our contribution is through our extensive investment in the agriculture and food production sectors. In 2023, Almarai has invested over SAR 2.5 billion to build scale and capabilities of its business, including new manufacturing facilities, plants and operations across the KSA, which not only boosts local production but also reduces dependence on imports. By focusing on sectors like dairy, bakery, poultry and juice production, we are helping to build a more self-reliant food sector in Saudi Arabia.

Moreover, our commitment to innovation and quality has positioned Almarai as a food leader in Saudi Arabia and the wider Middle East region. Our focus on exporting our products to neighboring countries helps diversify revenue streams and reduce reliance on oil revenues.

Through these efforts, we contribute to the Kingdom's immediate economic diversification while also playing a role in shaping a sustainable and resilient economy for the future. Our growth and expansion in various food sectors align with the broader goals of Saudi Vision 2030 to create a diversified and sustainable economy.

Health and Wellbeing of Saudi People

Almarai's commitment to producing "Quality you can trust" plays a vital role in enhancing the health and wellbeing of the Saudi population. This commitment aligns with the broader goals of Saudi Vision 2030, which emphasizes economic diversification and the improvement of public health standards.

Protecting the Natural Environment

Almarai is committed to protecting the environment and natural resources, and we strive to reduce our environmental impact. We are focused on reducing our

direct waste and packaging and increasing our recycling efforts. We are dedicated to supporting and collaborating with our suppliers, farmers and consumers to help them make more sustainable decisions.

Our commitment to sustainability and environmental protection is a key aspect of our operations, aligning closely with the objectives of Saudi Vision 2030 and the Saudi Green Initiative. These national strategies emphasize the importance of sustainable development and environmental conservation as part of Saudi Arabia's future growth.

