

Key Performance Indicators

We have set Key Performance Indicators (KPIs) to monitor progress and to deliver on the objectives of our strategy. The KPIs address both our Vision and our quality-driven, consumer-focused working culture.

Vision

To grow our leading position as the trusted choice for food and beverages in the region, delighting Consumers with quality nutrition every day.

Corporate Scorecard

Net sales growth

18.1%

Market share growth

0.50% to 0.75%

in selected products

On track for the year 2025

RONOA on net operating assets

8.5%

Nitaqat status

All categories in platinum and high green

2022 KPIs

1 Growth drivers

- Defend number one position in key product categories
- Drive market share in under-indexed categories
- Accelerate Poultry momentum
- Expand Food service
- Grow exports

2 Operations / Efficiency

- Optimize forecast accuracy
- Reduce wastage
- Optimize new facilities
- Improve end-to-end planning
- Pursue efficiency projects
- Complete central warehousing project
- Reduce out-of-stock

3 Capabilities / Enablers

- Full implementation of new structure
- Saudization, to maintain platinum in Nitaqat rating
- Leadership development across management grades
- Robust succession planning
- Upgrade systems to manage regulatory and operational changes

Culture

Quality driven,
Consumer focused

