

# Doing Better Every Day

Sustainability Report 2024



Sustainability Management at Almarai®

## Caring for People



## Caring for People

We are committed to enhancing the lives of those who are essential to our business success on a daily basis.



**Nutrition and Wellbeing**



**Health and Safety**



**Employee Talent and Diversity**



**Community Investment**

## Sustainable Development Goals (SDGs) Achieved through Caring for People







## Nutrition and Wellbeing

**We are dedicated to ensuring that our products and communications promote healthy living on a daily basis.**

### Our Approach

Food and nutrition are essential to health, wellbeing and quality of life across all life stages. They also enrich our social interactions and cultural identities; however, many regions face dietary deficiencies, leading to various forms of malnutrition. Simultaneously, there is an urgent need to transition to sustainable food systems that can ensure future food security on our planet.

Almarai is uniquely positioned to tackle these challenges through our extensive product portfolio. We have designed a corporate nutrition strategy, which addresses the nutritional needs of individuals across all life stages—from mothers and infants to children, teens, adults and seniors. To ensure the nutritional quality of our products, we have implemented a nutrient profiling system aligned with the Saudi Food and Drug Authority (SFDA) 2333 standards, international dietary guidelines and global benchmarks for salt, sugar and fat content. We also enhance our innovations by integrating nutrition classification into our development processes.

We also recognize our responsibility to support individuals in leading



Almarai products contain **no trans fats.**



Almarai products contain **no artificial sweeteners.**



healthy, fulfilling lives, prioritizing nutrition and overall wellbeing. We do this by collaborating with healthcare professionals and conducting awareness campaigns that promote understanding of nutrition and wellbeing. Our responsible marketing policy also highlights our commitment to ensure ethical practices. We do this by ensuring clear product labeling on all our products, such that consumers get to educate themselves about nutritional values, safe storage practices, recommended serving sizes and serving quantities.

### Our Highlight Stories

#### Almarai Inspires at Hail Lifestyle Medicine Conference 2024

Almarai participated in the Hail International Conference on Lifestyle Medicine, held from May 12 to 16, 2024. The conference focused on the theme “Innovate for Your Health” and featured over 75 speakers from Saudi Arabia and around the globe. The event was graced by the presence of HRH Prince Abdulaziz bin Saad bin Abdulaziz, Governor of Hail Region, highlighting the significance of health and wellness in the region.



**Zero incidents of non-compliance** with regulations and/or voluntary codes concerning marketing communications.



**100% of significant product categories are covered** by and assessed for compliance with product information and labeling procedures.



#### Almarai’s Participation in the Conference Aimed To:

- Reinforce its commitment to delivering high-quality, nutritious food and beverages.
- Engage with health professionals and consumers to promote healthy lifestyle choices.
- Showcase its innovative products and services that align with the principles of lifestyle medicine.
- Strengthen its brand presence and reputation as a trusted provider of quality food in the Middle East.

#### Progress on Our Strategic Goals and Targets



Goal/Target	Progress
Develop and implement a holistic plan to further enhance our nutrition and wellbeing offering by 2025	<div></div>





# Health and Safety

**We are committed to fostering a culture of safety by creating secure work environments that prioritize the wellbeing of our employees.**



## Our Approach

Safety is a key element of Almarai’s culture, influencing every facet of our operations. We utilize Almarai’s Health and Safety Management System to safeguard our employees, contractors and third parties. This system is designed to guide our programs, procedures and workplace culture, ensuring safety across all levels of the organization. It guarantees protection for our people and assets. It ensures that Health and Safety objectives, targets and expectations are clearly articulated, along with specific roles and responsibilities. Additionally, the system is designed to facilitate noticeable enhancements in how we measure performance and gather feedback.

## Our Leadership is Committed to Promoting a Culture of Health and Safety

Visible safety leadership and commitment from our management cultivates a robust safety culture within our organization. Our leaders exemplify this principle through their daily actions, which helps to instill a 100% Health and Safety mindset and implement effective safety measures. Our employees are also regularly updated by our Corporate Health,

**“Our Health and Safety Management System, which was developed drawing upon industry-respected standards such as ISO 45001:2018 (Occupational Health and Safety) and ISO 14001:2015 (Environmental Management System), sets out our requirements and standards for implementing the commitments and expectations for driving continuous improvement in Health & Safety performance.”**

Safety and Security Forums. These forums play a pivotal role in ensuring adherence to international best practices and guidelines, facilitating knowledge sharing and promoting a unified commitment to safety across all Business Units. Health and Safety awareness programs are made available for all staff members and printed materials are continually distributed. By actively involving employees at every level, we promote a collective responsibility for ensuring a safe, healthy and secure workplace.

At the heart of our safety culture are three core components:

**Safe Person, Safe Place and Safe Practice.**

- **Safe Person: Safeguarding our employees against long-term workplace-related health issues.**
- **Safe Place: Embedding safe work practices and standards that promote the personal safety of every person in our company.**
- **Safe Practice: Improving the design implementation, management and control of identified hazardous processes within our operations.**

## The Rise in Technology in Maintaining Health and Safety

Technology plays a crucial role in our efforts to manage and mitigate risks, promote best practices and enhance training accessibility. In 2024, Almarai continued its commitment to digitalization projects, ensuring that our employees have access to cutting-edge resources. We expanded our near miss reporting web form, enabling employees to easily report incidents such as near misses, unsafe acts and hazardous conditions. Additionally, our cloud-based online incident reporting system is accessible to all employees via smartphones. Digital awareness channels and events are also employed to keep everyone updated with the latest health and safety information. These digital systems are integral to Almarai's pursuit of achieving our sustainability goals.

## Our Incident Reporting System

To improve our monitoring and analysis of incidents related to health, safety and security, we have established an accessible incident reporting system for all employees. This system empowers workers and stakeholders to report near misses, unsafe behaviors, unsafe conditions, and hazardous conditions without fear of retaliation. The data collected is carefully tracked and analyzed to identify trends and issues, supporting evidence-based decision-making. The insights derived from this analysis allow us to implement targeted interventions aimed at preventing future incidents. Furthermore, the system enables us to assess the effectiveness of our control measures, ensuring continuous enhancements to safety protocols. Through this comprehensive approach, we are committed to safeguarding the health, safety and security of our employees and stakeholders in the workplace.



We take pride in obtaining the **ISO 45001:2018 certification** for all our Business Units, highlighting our commitment to upholding the highest standards of OHS. We are actively focused on maintaining this certification across all our Business Units for **ISO 45001:2018 certification**.



By implementing this certification across all our manufacturing and supply chain locations, we strive to create a strong foundation for a safety culture, ensuring that international best practices are consistently and transparently integrated into all our Business Unit operations.



## Gender Equality in Health and Safety Roles

**Our Health, Safety and Security (HSS) committee, as of 2024, has integrated 22 female employees into roles as fire marshals and first aiders. Before 2022, the committee lacked female representation, highlighting our dedication to enhancing the presence of women within our workforce. This initiative is in line with our commitment to gender equality, fostering talent development, building capabilities, and creating opportunities for all employees.**



## Training and Awareness on Health, Safety, and Environment

The competence and capability of our workforce is critical to our ability to keep our people safe. With this in mind, we have established a range of health & safety training initiatives for both employees and contractors, aimed at enhancing skills across all levels and functions. These programs and initiatives helped us promote a 'safety first' culture and rigorously evaluate the effectiveness of our safety controls. By nurturing a proactive health & safety mindset, we empower every individual to identify and respond effectively to unsafe or hazardous situations, ensuring swift and decisive action to maintain safe and healthy working environment.

From 2019 to 2024, Almarai successfully provided **1,259,620 and 22,712 hours** of training to employees and contractors in health and safety. This includes **231,299 hours** of training to employees and **6,985 hours** of training to contractors for 2024.

## Our Partnership with Institution of Occupational Safety and Health (IOSH)

Almarai has partnered with IOSH to enhance worker protection standards. This collaboration, which began in 2022, aims to develop occupational safety and health (OSH) awareness among our employees. The IOSH for Business team has helped us become an IOSH-approved training center, supporting 16 of Almarai's OSH professionals in achieving IOSH membership and completing a "train the trainer" course. As our partnership with IOSH expands, we plan to introduce two IOSH courses: "Leading Safely" for senior leaders and "Working Safely" for all staff.

In conjunction with managing our safety processes, we are also developing a tailored occupational health and wellbeing program for our employees. This initiative includes training modules that address various mental health topics, equipping individuals to recognize early signs and symptoms of mental health issues and implement preventive strategies through a variety of digital resources. Additionally, we are in the process of launching an **Employee Assistance Program (EAP)** that will enable our staff to **Access Psychological Support 24/7** from anywhere in the world, in multiple languages, allowing them to discuss personal matters confidentially. Our mobile occupational health unit is just one aspect of our comprehensive efforts to deliver an accessible occupational health and wellbeing program for all employees. Since 2020, we have consistently implemented additional health and safety measures, prioritizing the physical, emotional and economic wellbeing of our workforce.

### Health and Safety Training Highlights for 2024



**Employee Training: 231,299 hours** dedicated to enhancing employee health and safety.



**Contractor Training: 6,985 hours** committed to ensuring contractor safety.





## Our Highlight Stories

### Almarai wins the Gold Award for "Employees are at the Heart of Everything" at the Saudi Customer Experience Awards

Almarai has been awarded the Gold Award in the "Employees are at the Heart of Everything" category at the Saudi Customer Experience Awards, recognizing our "WE Care" program that supports employee health and wellbeing. The award was presented at the Saudi Customer Experience Forum in Riyadh on 13 November 2024, with participation from 327 projects across 109 organizations.



## Monitoring Our Safety Performance

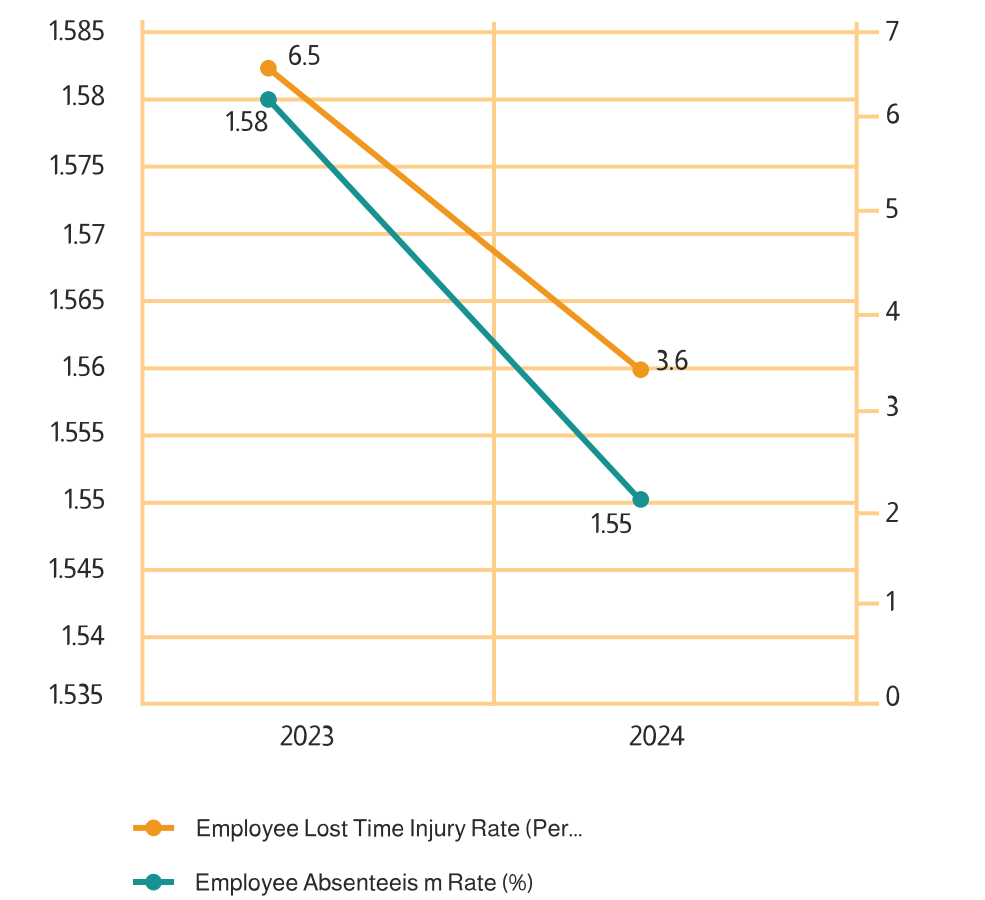
We set key performance indicators to systematically track our progress in ensuring the safety of our employees and the communities we serve. Our monitoring efforts concentrate on several critical areas that align with industry benchmarks. These include the number of lost time injuries (LTIs) for both employees and contractors, the lost time injury rate (calculated per million man-hours) for both employees and contractors and the employee absenteeism rate across all regions, including the GCC, USA, and Argentina. This comprehensive approach enables us to maintain a strong focus on safety and continuously improve our performance.

One of the positive trends in 2024 was the decrease in absenteeism across all our operating regions. This was found to be positively correlated with a significant reduction in lost time injuries (LTIs), indicating that enhanced safety measures and a strong safety culture are effectively improving employee attendance. Key contributing factors also included a safer work environment, increased employee engagement, better health and wellbeing, effective training programs and proactive monitoring of safety performance.

## Moving Forward

We recognize that enhancing our occupational health and safety management is an ongoing journey. We aspire to improve our practices continuously and foster a culture of health and safety excellence. We are exploring innovative ways to incorporate technology, such as virtual reality simulations and online courses, to make our programs more accessible and engaging. Additionally, our commitment to sustainability and health aligns with the broader goals of Saudi Vision 2030, enhancing the health and wellbeing of the Saudi population.

### Trends in Lost Time Injuries and Employee Absenteeism Across Regions



## Progress on Our Strategic Goals and Targets



Goal/Target	Progress
Achieve ISO 45001 compliance for all our divisions by 2025	<div></div>
Institute an occupational health and wellbeing program accessible to all employees by 2025	<div></div>





## Employee Talent and Diversity

**We strive to create an environment where each individual feels valued and empowered to contribute their unique talents and perspectives.**



National  
Transformation  
Program 2020

### Our Approach

At Almarai, we recognize that our employees are the cornerstone of our success. With a workforce of 43,821\* individuals across various sectors, we are committed to fostering an empowering and positive work environment that enables our people to reach their full potential. Our dedication to attracting, nurturing and retaining a diverse and motivated workforce is reflected in our core values, which guide both our professional and personal interactions. We believe that by investing in our employees and upholding their rights, we can cultivate a culture of continuous growth and development that benefits both our team and the organization.

### Talent Attraction and Employee Retention

Talent attraction and employee retention are critical components of Almarai's human resource strategy, reflecting our understanding that a skilled and committed workforce is the backbone of our success. In a competitive market, attracting top talent requires brand like Almarai to resonate with potential employees' values and career aspirations. As a measure, we focus on creating an inclusive and dynamic work

### Key Highlights 2024:



**Voluntary Employee Turnover Rate:**  
Achieved an impressive turnover rate of **just 10%**, reflecting our strong commitment to employee satisfaction and retention.



**New Hires:** Welcomed 7,215 new employees, with 63% aged between 18-30, showcasing our dedication to nurturing young talent.



environment that offers not just a job, but a promising career path filled with growth opportunities. Once talent is onboard, retention becomes our priority. We believe that retaining talent is not solely about competitive salaries and benefits; it is about developing a culture where employees feel valued, heard and engaged. We invest in onboarding programs, continuous professional development and clear pathways for advancement, which are crucial for employee satisfaction and loyalty.

(\*This excludes Fondomonte, Bakemart, Etmam, and Pure Breed.)

### Supporting Young Professionals in KSA

In line with our commitment to the Kingdom of Saudi Arabia, nationalization is a key focus area in Almarai's talent attraction and retention strategy. We actively seek to empower Saudi nationals by offering them career opportunities that contribute to our nation's economic development and align with the goals of Vision 2030. By prioritizing the recruitment and development of local talent, we are investing in the future leaders of our industry and reinforcing our support for the Kingdom's agenda to increase the participation of Saudi citizens in the workforce. Almarai's nationalization efforts extend beyond recruitment to include tailored development programs, mentorship and career progression plans that are specifically designed to meet the aspirations of Saudi employees.

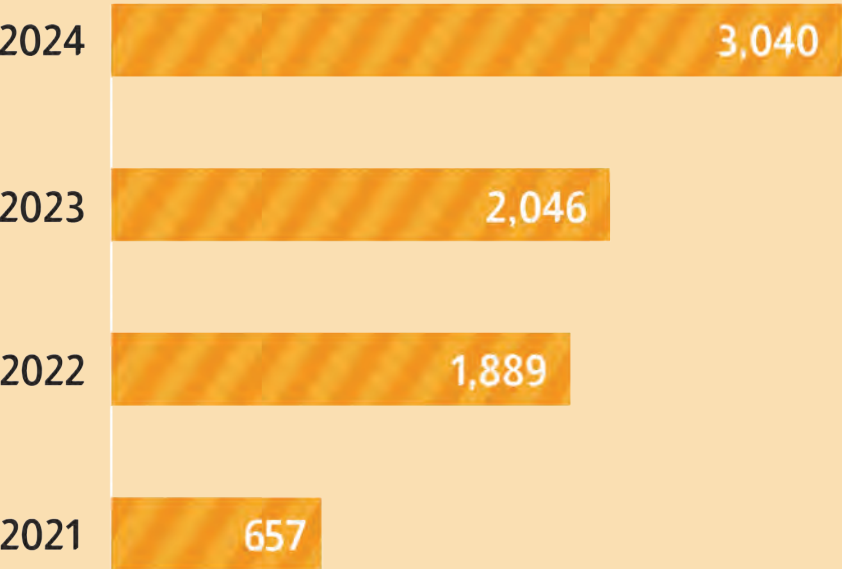
In 2024, we launched specialized recruitment drives with the aim of attracting new Saudi talent to various roles within our company. We are proud to announce the successful hiring of over 1,145 Saudi nationals this year, reaffirming our dedication to nurturing the local workforce and advancing the nationalization agenda. The engagement of Saudi nationals in our professional development programs has also experienced a remarkable increase: from 1,889 participants in 2022, to 1,972 in 2023 and a significant leap to 3,040 in 2024. This growth, amounting to approximately 61% over the two-year period, emphasizes our commitment to the professional growth of local talent and highlights the value we place on the continuous investment in our employees' development.

### Keeping Employees Engaged, Motivated, and Satisfied

At Almarai, we recognize that employee engagement is another pillar of retention and we ensure regular communication with employees, seeking their feedback and involving them in decision-making processes. We also believe that the wellbeing of our employees is fundamental to creating a motivated and dynamic workforce. By prioritizing the physical and mental health of our team, our aim is to nurture a work environment that promotes overall wellbeing, where employees can thrive and bring their best selves to their roles. We

“Proudly hired over 1,145 Saudi nationals this year, demonstrating our commitment to supporting the local workforce and promoting nationalization.”

Number of Saudi Nationals in Professional Development Program





believe this focus on wellbeing would lead to heightened creativity, engagement and resilience among our staff. Moreover, we understand the importance of adapting to the changing needs of the workforce. We stay attuned to trends such as flexible working arrangements and the increasing desire for meaningful work. By aligning our policies with these evolving preferences, we not only retain talent but also attract new employees who are looking for employers that understand and accommodate their lifestyle choices.

## Our Flagship WE@Almarai Initiative

Our strategic approach to employee wellbeing is embodied in our WE@Almarai Wellbeing program, designed to resonate with our core ASPIRE values (Adaptable, Sharing, Passionate, Innovative, Respect, Excellence). This program is dedicated to the overall care of our employees, emphasizing their social, mental, spiritual, financial and physical health.

WE@Almarai serves as a market-leading employee value proposition that distinguishes us as an employer of choice in Saudi Arabia.

### WE@Almarai operates on four foundational pillars:



**We Care:** Promoting employee wellbeing and healthy lifestyles.



**We Evolve:** Encouraging personal innovations in art, music and technology.



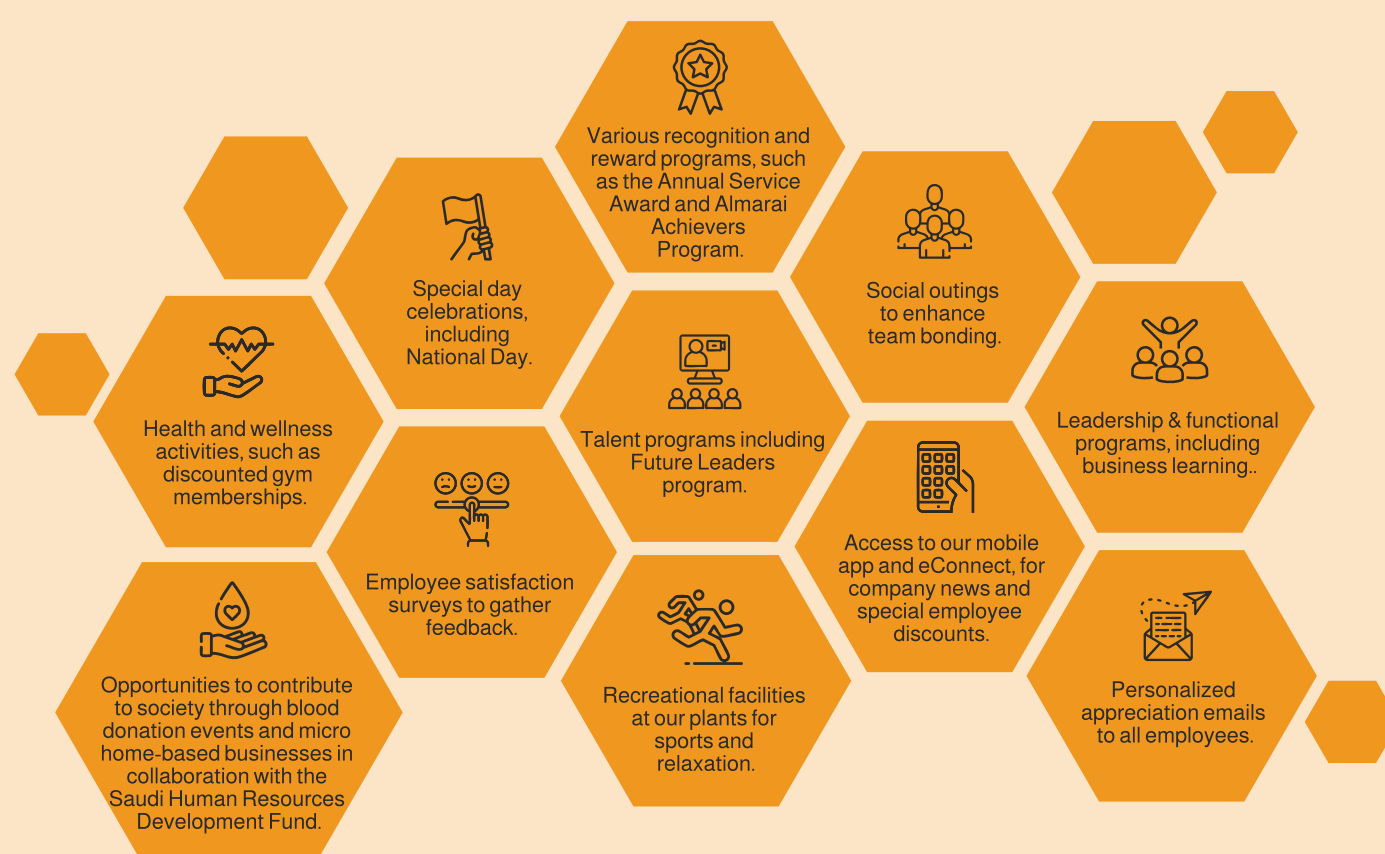
**We Together:** Fostering teamwork and collaboration.



**We Celebrate:** Marking national and internal milestones.

In 2024, we conducted series of initiatives across all the 4 pillars aimed at attracting and retaining top talent while ensuring inclusivity.

**Almarai offers a wide range of initiatives to foster a flexible work culture that promotes productivity, a healthy work-life balance, employee retention and opportunities for personal and professional growth.**



## Digitalization's Role in Our HR Strategy

Digitalization also plays an important role in our strategy. We have been supporting our employees through our mobile application, which serves to close communication gaps and promote our programs particularly for our remote workforce throughout the GCC region. Additionally, we have utilized SMS and WhatsApp messages to communicate with our employees, particularly for advancing internal initiatives and disseminating information. These technological advancements streamline operations and empower employees, reinforcing Almarai's position as an industry leader in innovation and workplace excellence.

## Our Robust Training and Development Programs

At Almarai, we prioritize an employee-centered approach to training and career development, emphasizing the creation of well-defined career pathways, customized training programs and consistent performance evaluations. This strategy is essential to our dedication to creating a dynamic, skilled and future-oriented workforce. The training and development process involves identifying educational needs, developing and refining training programs, and then implementing and assessing their effectiveness. Evaluation includes meeting ad-hoc requirements and training targets using blended learning methods.

## Almarai Talent & Organization Development Programs:

Talent and Organization Development (T&OD) at Almarai aims to reimagine learning practices through several strategic objectives, aligning talent development with organizational growth strategy. This initiative aims to establish a cohesive value chain that not only enhances individual capabilities but also fosters learning and organizational culture. Central to this endeavor is the Almarai Academy, which will further expand its role in facilitating talent growth and leadership development. Through this integration of talent and organization development initiatives, Almarai seeks to cultivate a skilled workforce that is well-equipped to meet future challenges and drive sustained success.

Between 2022 and 2024, Almarai has significantly expanded its training and development programs. In 2024, we reached a total of 895,604 training hours, a significant jump of 427,487 hours from the 468,117 hours recorded in 2022, which translates to a growth of roughly 91%. The average training hours per employee also saw a notable increase to 20 hours, up from 12 hours in 2022, an improvement of about 67%.

When it comes to learning and development programs offered in the GCC, the numbers increased from 572 in 2022 to an impressive 2,759

### In 2024, Almarai advanced its HR digital transformation strategy to enhance efficiency and optimize processes. Key initiatives include:



Implementing SAP Analytics Cloud (SAC) for data-driven decision-making using AI and machine learning.



Digitizing onboarding and offboarding processes via SAP SuccessFactors, improving employee engagement and retention.



Upgrading recruitment systems and introducing personalized digital workspaces through SAP Workzone.



**Almarai Academy:** Empowering Almarai employees through excellence driven leadership and professional development programs.



**Talent Programs:** Identifying, developing, and empowering top talent, fostering growth, leadership, and excellence within the organization.



**Individual Development Plan (IDP):** Rolling out customized growth plans for 35% of management and professionals.



**Succession Management:** Implementing data-driven approaches to leadership pipeline development.



in 2024, an increase of approximately 382 %. The Almarai Academy program experienced substantial growth in participation, with numbers climbing from 459 participants in 2022 to 2,293 in 2024. The Almarai Driving School program also expanded its reach, with participant numbers rising from 113 in 2022 to 466 in 2024.

As we progress, we remain focused on fostering a learning environment that empowers every employee to excel, ensuring that Almarai remains at the forefront of innovation in our industry.

(\*Including the HSS training 231,299 [+ 885,589], the total is 1,116,888.)

	2021	2022	2023	2024
Total hours of training provided	295,100	468,117	507,551	895,604
GCC	275,596	454,885	496,819	885,589
USA	12,042	4,568	5,265	5,684
Argentina	7,462	8,664	5,467	4,331
Average hours of training per employee	8.3	12.2	12.4	20.4
GCC	7.9	12.1	12.3	20.6
USA	32.2	8.2	11.2	11.1
Argentina	35.4	38.7	23.6	17.9
Learning and development programs (GCC only)	1,681	572	831	2,759
Number of Almarai Academy participants (National and non-national)	863	459	638	2,293
Number of Almarai Driving School participants (National and non-national)	818	113	193	466

## Our Commitment to Diversity and Inclusion

At Almarai, we recognize the profound value that a diverse workforce brings to our organization. By fostering an inclusive, respectful and collaborative environment, we uphold our principles of equality and diversity in employment, which are vital to building a strong, dynamic and forward-looking company. Therefore, we strive to ensure equality of opportunity for existing and prospective employees, irrespective of their race, gender, age, religion, nationality or origin.

To enhance our commitment to promoting gender equality in different operational roles and to attract and support talent emerging talent, we developed and implemented an action plan focused on diversity and equal opportunity. We have launched several initiatives to promote diversity and inclusion, including a comprehensive training program, mentoring and coaching opportunities and a flexible working environment. We are also dedicated to creating a safe and respectful workplace culture, where every employee is treated with dignity and fairness and provided with equal access to opportunities and resources.

“Almarai is an equal opportunity employer and bases employment decisions on qualifications, experience, skills and potential, without regard to race, gender, age, religion, nationality, or origin.”

### Key Highlights of Our Diversity and Inclusion Efforts:

- Zero incidents of discrimination reported for the year 2024.
- Number of female employees increased by 34% compared to 2020.
- Number of employees with disability is 415 for the year 2024.
- Number of female trained increased by 30% in each year from 2023-2024.



## Revised Goal for Gender Equality

The Almarai 2021 Sustainability Report outlined modification of one of our targets from increasing number of female employees to ensuring gender equality in our workforce, with focus on talent development, capabilities building and equal opportunities.

### Progress on Our Strategic Goals and Target



Goal/Target	Progress
Ensure gender equality in our workforce, with focus on talent development, capabilities building and opportunities	On-track
Reduce voluntary employee turnover to achieve an average of 12% over the period 2020-2024	Achieved
90% of managers engage in at least 40 hours of professional development per year by 2025	On-track





## Community Investment

**We are committed to ensuring that we use our resources to foster a positive impact each day.**

### Our Approach

At Almarai, we firmly believe that investing time, financial resources and efforts into our local communities not only empowers individuals, but also fosters the socioeconomic development of the region, ultimately driving our organizational growth. We are committed to being an active participant in the community, stimulating economic progress within the Kingdom of Saudi Arabia and addressing the social challenges that affect our neighborhoods. In line with this commitment, we have donated a total of 544,704 products in the GCC. Our contributions include snacks provided to 431 schools, totaling 359,746 servings for school children. Additionally, we have supported 100 low-income families with food baskets, donated to 82 charities and provided 184,776 servings of product donations to various charitable organizations.

We recognize our responsibility to support the local communities in which we operate, as this is a vital component of Almarai's sustainability strategy, encapsulated under the banner of "Caring for People." In line with this commitment, we have intensified our community engagement efforts this year by launching new initiatives, either independently or in collaboration with local organizations. These initiatives encompass a



**“In 2024, we spent a total of SAR 48.92 million on CSR projects in the GCC.**

**This significant investment underscores our dedication to fostering sustainable development and empowering local communities across the region.”**

wide range of activities, including educational programs, training and development opportunities, investments, charitable contributions, sponsorships and various other outreach efforts.

Our efforts are also aligned with Saudi Vision 2030, reflecting our dedication to aligning with the socio-economic vision of the kingdom by creating a lasting legacy where our growth is shared with those around us.

### Investing in and Engaging with our Communities

To enhance our community investment efforts and ensure effective management of our initiatives, Almarai has established a strategic investment framework. This framework outlines our key focus areas for our initiatives, which includes Training and Development, Healthcare, Sports and Donations and Sponsorships. It serves as a guiding principle for how we aim to fulfil its community investment commitments. Moving forward, we will leverage this framework to measure the outcomes of our initiatives, enabling us to track progress and refine our strategies in the years to come. This commitment to accountability and continuous improvement will ensure that our investments yield meaningful benefits for the communities we serve.



**Employee Training: 231,299 hours**  
dedicated to enhancing employee health and safety.



**Contractor Training: 6,985 hours**  
committed to ensuring contractor safety.





## Our Highlight Stories

At Almarai, we direct our efforts toward initiatives that resonate with our strategic pillars. Each year, we proudly sponsor and support nearly 400 charitable organizations that are making a difference across our strategic pillars. We invest in our communities by allocating resources and collaborating with partners. Through these partnerships, we amplify our impact, ensuring that our efforts are both effective and sustainable.

### Training and Development

Almarai is committed to the education sector and has been actively supporting initiatives such as training and rehabilitation programs. Our focus is on increasing localized job opportunities in the food and beverage sector in Saudi Arabia. We are also dedicated to empowering the next generation of females by creating more development opportunities, including the inclusion of women in the HSS committee as fire marshals and first aiders.



### Strategic Agreement with the Saudi Logistics Academy

Almarai signed a strategic agreement with the Saudi Logistics Academy to facilitate the training and qualification of a new cohort of Saudi youth for employment in the supply chain and logistics services sector. This agreement was signed during the graduation event for the inaugural batch of trainees from the academy, attended by key government officials. This initiative is part of the company's efforts to localize the food industries sector, which is a key priority in Almarai's strategic plans.



### Annual Nationalization Ceremony

Under the slogan "Nationalization as a Strategic Goal," Almarai organized its annual Nationalization Ceremony, where several agreements were signed with various educational institutions and organizations. These agreements aim to train and qualify Saudi youth for the labor market in the food and beverage industry through Almarai's training and employment programs.





#### Participation in Imam Muhammad bin Saud University Career Week

Almarai showcased its commitment to youth employment during the "Career Week" event organized by Imam Muhammad bin Saud University. The event attracted over 2,000 graduates, where Almarai's booth provided insights into the company's role in supporting food security in the Kingdom. Almarai representatives discussed the company's expansion plans and the benefits of joining Almarai, which is recognized as one of the best working environments in the region.

## Health

At Almarai, we are dedicated to supporting health initiatives that empower individuals to lead longer, healthier lives. In 2024, we continued our commitment by sponsoring various health programs for our staff and communities, as well as organizing impactful events and awareness campaigns.



#### Memorandum of Cooperation (MoC) for Children's Support

Almarai has signed a MoC with the Ministry of Human Resources and Social Development to launch the "Baby Milk Products Discount" initiative, aimed at supporting children of social security beneficiaries from newborns to two years old. Set to begin on October 1, 2024, this initiative, in collaboration with Al-Dawaa Pharmacies, reflects Almarai's commitment to social responsibility and enhancing community well-being.

Mr. Munther bin Mahmoud Tayeb from Almarai emphasized the importance of community investment, while Mr. Fahad Alfarraj from Al-Dawaa highlighted the initiative's alignment with Saudi Vision 2030. Almarai, which established the first Saudi factory for baby milk production in 2011, meets 70% of market needs with an annual capacity of 20,000 tons, adhering to strict health standards.





#### Almarai Signs MoU with Cochlear Implant Association

In a commitment to community investment, Almarai signed MoU with the “Asma’ak” Cochlear Implant Association. The agreement was formalized by Mr. Abdulrahman Al Huwifadh, Public Relations Manager at Almarai, and Mr. Fahad Al-Subaie, Executive Director of the “Asma’ak” Association

Mr. Al Huwifadh highlighted that this MoU is part of Almarai’s social responsibility program, aimed at fostering social solidarity by supporting the association’s initiatives. Mr. Al-Subaie expressed his gratitude for the partnership, recognizing Almarai as a leader in community engagement within the Kingdom. He affirmed that the agreement will facilitate the implementation of various programs to benefit the “Asma’ak” community through a strategic partnership with a prominent player in the food and beverage sector.



#### Mental Health Awareness Initiative

Almarai proudly sponsored the "Step Towards Your Peace of Mind" event organized by Princess Nourah bint Abdulrahman University (PNU). This event aims to raise awareness about mental health through a series of sports activities held at the University's athletic track. Almarai’s involvement in this initiative is part of its comprehensive corporate social responsibility (CSR) strategy, which emphasizes the promotion of sports and health initiatives.

## Sports

Almarai recognizes the importance of sports in promoting wellbeing, inclusion and positive impacts on human health. Our goal is to foster the development and skill enhancement of young and junior athletes, encourage community engagement in walking culture, facilitate the rehabilitation of individuals with disabilities and nurture athletic talents. We aim to enhance the quality of life for all individuals, increase their involvement in community sports activities and elevate them to become sports icons at both local and international levels.



### Sponsorship of the Conference on Healthcare and Healthy Lifespan

Almarai sponsored the 3rd international conference of the College of Applied Medical Sciences, titled “The Future of Health Care and Improving Healthy Lifespan,” held in Riyadh under the patronage of the Minister of Education and Chairman of the Board of Directors of King Saud University. This sponsorship is part of Almarai's corporate social responsibility program, aimed at supporting events that raise community awareness about the importance of health care, including the critical link between physical activity and overall health.



### Almarai Sponsors the Arab Badminton Championship

Almarai Company sponsored the Arab Badminton Championship for Youth and Generals 2024, which was organized by the Saudi Badminton Federation and was concluded recently and hosted by the city of Riyadh with the participation of 15 countries and 100 male and female players.

Almarai's sponsorship of the Arab Youth Badminton Championship came within its corporate social responsibility program and out of its belief in the importance of sport in promoting well-being, inclusion, and a positive impact on human health.



### Partnership with DARB Association to Sponsor "Takhfa" Trail, Boosting Ecotourism and Public Health

Almarai, the Middle East's leading food and beverage company, has entered into a sponsorship agreement with the Saudi Hiking Trails Association (DARB) for the “Takhfa” hiking trail initiative. This initiative aligns with Almarai's commitment to enhance community life by investing in local activities and promoting ecotourism through developing natural trails to help residents and visitors discover the cultural and historical attractions in the Kingdom.



## Donations and Sponsorship

At Almarai, we are committed to enhancing community wellbeing through our donations and sponsorship initiatives. In 2024, we continued to support various charitable organizations and events that contribute to the betterment of society, fostering community development and promoting a culture of giving back. Our efforts are focused on making a meaningful impact in the lives of individuals and families across the Kingdom.



### Blood Donation Campaigns for Employees

Almarai organized two blood donation campaigns for our employees, reinforcing our commitment to fostering a culture of voluntary donation. In collaboration with Prince Mohammed bin Abdulaziz Hospital in Riyadh, these initiatives aim to save lives and benefit both citizens and residents. Our dedication to community service is reflected in our support for over 1,500 partners across the Kingdom.



### Annual Charity Iftar for the Ensan Association

Almarai organized its annual charity iftar for the Ensan Charity Committee for Orphans Care in Riyadh, in collaboration with the DoubleTree by Hilton Garden Inn. During the iftar ceremony, financial gifts were distributed to 40 children from the Ensan Association and souvenir photos were taken.



### Sponsorship of the "Saudi 1" Team in the VEX Robotics Competition

Almarai has signed a sponsorship agreement with the non-profit Maker Association to support the "Saudi 1" team representing the association in the VEX Robotics Competition in Houston, Texas. This sponsorship is part of Almarai's strategic plan to support Saudi teams from charitable associations participating in international innovation and robotics competitions.





## Almarai’s Commitment to Biodiversity

At Almarai, we are committed to support nature and biodiversity as an important way to address climate change, protect the environment and communities and the future of our business. To fulfil this commitment, we allocate a portion of our community investment funds to support various environmental protection initiatives. One of our core initiatives is to ensure the health and welfare of the animals in our care. We do this by upholding our Animal Welfare Policy, which is designed to meet internationally recognized standards. This policy is a fundamental aspect of our operations and reflects our dedication to ethical practices as a prominent leader in the food and beverage sector. By prioritizing animal welfare, we are not only ensuring the humane treatment of animals, but also reinforcing our reputation for quality and responsibility within the industry.

We also recognize the importance of tree planting as a vital strategy for enhancing and preserving biodiversity. We have undertaken extensive tree planting initiatives, incorporating a variety of species to enrich local ecosystem. We have taken advantage of our reach and scale to participate in national efforts that aim to restore degraded ecosystems. In collaboration with the National Center for Vegetation Cover Development under the Ministry of Environment, Water and Agriculture, we actively supported to plant millions of trees, contributing to the Kingdom's Vision 2030 ambitions. We have been involved in the "Let’s Make it Green Initiative," through substantial financial contributions and active participation.

## Progress on Our Strategic Goals and Targets



Goal/Target	Progress
Donate 2.5 million healthy servings by 2025	
Educate 250,000 people through our site visit program by 2025	
Improve the employability of at least 1,400 young people through the Food Industries Polytechnic (FIP) program by 2025	