

Our People

At Savola Group, our people are the driving force behind our growth, innovation, and operational excellence. With a diverse workforce representing over 40 nationalities, we foster a culture of inclusivity, respect, and continuous learning. In 2024, we remained committed to enhancing employee well-being, professional development, and engagement—reinforcing our position as an employer of choice in the Kingdom of Saudi Arabia and beyond.

Our commitment to national talent development continues to grow, with a strong focus on Saudization and increasing opportunities for women in the workforce. We also advanced diversity, inclusion, and workplace accessibility, earning recognition for our commitment to employees with disabilities.

Our People Pillars Program further supported our workforce through key initiatives in employee engagement, workplace wellness, work-life balance, and cultural improvements. Additionally, our strategic succession planning and training programs, in collaboration with leading global institutions, have strengthened our internal talent pipeline, ensuring career progression opportunities for all employees.

As we move forward, we remain dedicated to nurturing talent, fostering an inclusive work environment, and supporting career growth, ensuring that our people continue to thrive and drive Savola's long-term success.

In 2024 our people reinforced their strength and skills to steer us on a steady course of expansion, diversification, and operational excellence.

Savola recognizes its responsibility to foster employee wellbeing, personal growth, and potential realization. The company's success is intrinsically tied to the dedication and efforts of its workforce. Savola's success is a testament to the dedication and contributions of every team member, whose commitment drives the group forward, creating an interdependent community where individuals work collaboratively for the benefit of the entire Savola Group.

To enhance the work experience, Savola ensures an environment of respect, inclusivity, loyalty, and career advancement opportunities. Employees are considered essential to operations and valued as individuals, solidifying Savola's position as an employer of choice and a business of integrity

Our Unique Culture

With a workforce of 15,299 in Saudi Arabia, representing over 40

nationalities, Savola benefits from a diverse and dynamic talent pool. Savola possesses a wide range of knowledge and expertise to deliver exceptional customer service. The company values the unique skills each employee brings to the organization.

Our Values and Competencies

We are an ambitious, progressive investment holding company, and understand that to deliver our vision and achieve our objectives we need an empowered, motivated, and highly skilled workforce. Our strong corporate values shape the organization's culture and ensure the people who are part of the extended Savola family share the same set of values we have drawn from our rich Islamic heritage, embedded in us all since the Group was founded in 1979.

Values



Ihsan Al-Dhan: Trusting – Trust others' intentions without doubting them

Mu'azarah: Caring – Provide support to our colleagues to enable their success

Qabool: Acceptance – Endure the views of others by going beyond tolerance or acceptance

Iq'bal: Approaching – Improve what we do by using what we have learned from interactions with others

We remain wholly committed to providing a working environment in which our people can thrive and excel through defined competencies. Our belief in supporting potential and driving capability is core to our philosophy of learning and self-advancement, providing professional development and personal growth. As one of the Kingdom's leading employers, throughout 2024 we remained dedicated to delivering the employee value proposition through People Pillars objectives from the Human Resources strategy.

	 Total Employees in KSA	 Total Saudi Employees	 Female Saudi Employees	 Employed People with Disabilities
	15,299	5,277	1,309	231
Savola HQ	45	27	8	1
Savola Foods Company	1303	638	84	13
Panda	13,522	4,441	1,109	212
Al Kabeer	429	171	108	5

Our Core Competencies

**Strategic Mindset**
Seeing ahead to future possibilities and translating them into breakthrough strategies

**Business Insight**
Applying knowledge of business and the marketplace to advance the organization's goals

**Manage Change & Innovation**
Creating new and agile ways for the organization to be successful

**Build Effective Teams**
Building strong-identity teams that apply their diverse skills and perspectives to achieve common goals

**Ensure Accountability**
Holding self and others accountable to meet commitments

**Organizational Savvy**
Maneuvering comfortably through complex situations, and people-related organizational dynamics

Our People continued

Our People Pillars Program

Our People Pillars Program strengthens our reputation as a fair and ethical employer, reinforces our commitment to nationalization, and fosters an engaged workforce environment. By supporting productivity and embracing change, we aim to attract, retain, and motivate top talent in our industry, further embodying our mantra of 'Value Built on Values.'

It is essential to nurture potential, create opportunities, and drive the professional growth of our employees. We have consistently demonstrated that motivation, belief in others, and positive reinforcement are the most

powerful enablers of success. Moreover, by encouraging creativity and innovation, we are shaping a new generation of business leaders and strategists.

Our employee value proposition is centered around the four key elements of our People Pillars program. The program is designed to align our people initiatives with the goal of cultivating a uniquely rewarding culture and working experience while achieving our strategic objectives by attracting, retaining, and motivating the best talent in the market.

Additionally, the program focuses on developing a highly skilled workforce, strengthening our position as the employer of choice, complying with nationalization directives in our home market, and fostering a dynamic work environment that promotes productivity and embraces change.

In 2024, we remained committed to our People Pillars objectives, offering multiple channels for employee feedback—both formal and informal—to assess and monitor engagement levels and thoroughly analyze the results.



Employee Engagement Pillar

Savola Group actively measures, benchmarks, and enhances employee engagement through its Tawer Employee Engagement Survey, conducted by the Great Place to Work Institute. This initiative has enabled us to identify areas for improvement, introduce targeted initiatives, and increase engagement levels from 78% in 2019 to 85% in 2024 — closely aligning with the KSA average of 90%. This progress reflects our commitment to continuous improvement and the ongoing enhancement of employee engagement, which plays a key role in driving organizational growth and success. We value employees' voices, with their feedback gathered voluntarily through periodic focus group meetings, ensuring their insights are at the heart of our efforts.

In 2024, Savola Group was certified as a 'Great Place to Work' for the fifth successive year. Notably, it was also certified for the first time in the Asia Region. The global awarding body focuses on recognizing outstanding high-trust, high-performing workplace cultures under the Employer of Choice category in the Middle East Region. As a crucial element in creating not only a working environment, but a sense of community, we continued to boost employee engagement with the Company's latest updates through Town Hall Meetings with the Group CEO. This straightforward yet impactful interaction brings together all members of our workforce, enhancing their sense of inclusion and involvement.

Tawer Survey Responses:

90% of employees said they would strongly recommend Savola to friends and family as a great place to work. (Icon: Heart with a smiley face)

86% of employees agreed that Savola provides a psychologically and emotionally healthy work environment. (Icon: Person with arms raised)

86% of employees felt encouraged to maintain a healthy work-life balance. (Icon: Briefcase and heart on a scale)

87% of employees expressed pride in the ways Savola contributes to the community. (Icon: Hand holding a star)



Our People continued

Workplace Wellness Pillar

Savola made employee health a top priority across all levels aligning with our commitment to provide the best medical care to our employees. We signed an agreement with AlNahdi Clinic to continue providing exceptional medical support, including consultations, prescriptions, and weekly health check-ups at our HQ during office hours.

Additionally, we have renewed our collaboration with Bupa Medical Insurance, ensuring continued access to high-quality healthcare services and comprehensive coverage for our employees and their families.

Committed to providing our employees with quality healthcare coverage, we also operate health lounges staffed by specialized medical teams, offering primary healthcare assessments and seasonal influenza vaccinations. Prioritizing employee well-being remains at the core of our efforts to adopt a safe and supportive work environment. Additionally, Savola provided life insurance for employees to ensure financial support for their families in case of death or disability.

Work-Life Balance Pillar

Our Tawer survey revealed that 86% of our employees feel encouraged to maintain a healthy work-life balance. We also achieved a 90% satisfaction rate regarding employees' enthusiasm to recommend the company as a great place to work. This year, we

further enhanced our offerings by continuing our partnership with local coffee shops, supporting Saudi startups while providing special discounts for Savola employees.

To enhance our work environment, especially for colleagues who are parents, we proudly continue to maintain our in-house daycare. Alongside the daycare, our female lounge remains an integral part of our commitment to creating a more attractive and supportive workplace for all.

With a renewed focus on family-friendly policies, we continue to foster a sense of connection and care by recognizing special personal events and distributing Eid and Ramadan gifts, strengthening our bond with employees.

Cultural Improvements Pillar

We are deeply committed to being an equal and inclusive employer, meticulously ensuring compliance with both ethical and practical standards that define our role as a champion of employee rights. Our approach transcends traditional workplace boundaries, embracing diversity across gender, nationality, race, and physical capabilities.

We take immense pride in our "Mowaamah" Certificate, which represents our unwavering commitment to establishing the highest standards and practices for creating an inclusive work environment specifically designed to support employees with disabilities.

This recognition is not merely a badge, but a testament to our genuine organizational values.

As a concrete demonstration of our commitment, we have proactively facilitated targeted adjustments and modifications tailored to meet the unique and specific needs of our individual employees. Our efforts to enhance social interaction and networking have yielded remarkable results, reaffirming Savola Group as an enjoyable workplace. We've achieved this by creating opportunities for Group and OpCos employees to connect during international celebrations like Saudi National Day, and by organizing comprehensive family-oriented events such as school-year commencement activities featuring engaging competitions and attractive special offers.

We consistently provide employee recognition initiatives that acknowledge individual efforts and achievements, successfully attaining an 87% satisfaction rate of employees feeling recognized. Our approach includes special acknowledgments and rewards for employees who have demonstrated exceptional dedication to Savola Group's mission and values.

An Employer of Choice in Our Sector

As we seek to preserve our position as one of the Kingdom's top employers of choice, we must continue to develop and assure our workers' job satisfaction.

Savola Group marked its 45th anniversary with a special offsite Annual Day event, celebrating its employees' dedication and achievements. The occasion fostered engagement by bringing together employees and their families in a memorable and appreciative gathering.

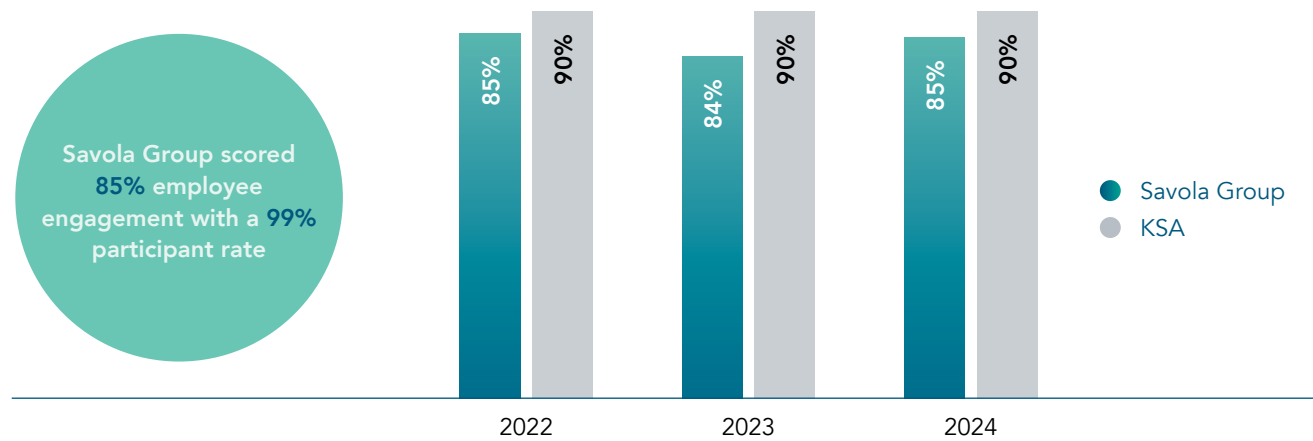
Engagement Score

Through monitoring opinions and collecting feedback, our annual Tawer survey gauges employee engagement and provides a platform for our employees to share their perspectives with Savola's HR and senior management. In 2024, Savola Group scored 85% employee engagement with a 99% participant rate. This outstanding result confirms that we are achieving our goals of engagement and approval from the people who matter to us most and will ultimately drive our success and growth.

Employee Benefits

We deeply understand that maintaining our workforce's quality, retaining exceptional talent, and attracting new professionals requires a comprehensive and thoughtful approach to employee benefits. Our strategy goes beyond standard compensation, focusing on creating a holistic rewards ecosystem that recognizes and appreciates our people's unique contributions and potential.





Supporting our People in Adverse Circumstances

Savola recognizes that employee support extends far beyond standard incentives and rewards, particularly during personal challenges and difficult moments. We understand that personal tragedies can have profound and devastating effects on individuals and their families. To mitigate these challenges, we offer life insurance to employees designed to provide practical aid in the event of death or disability, ensuring their families are supported during their most vulnerable times.

Our commitment to employee welfare is further demonstrated through the Taawoon Fund, a specialized financial support mechanism targeting junior staff experiencing financial hardships. Additionally, we provide a dedicated home loan scheme specifically tailored to support our Saudi employees, helping them achieve important personal milestones and financial stability. Savola's contribution fund, Taawoon Fund, is uniquely financed through voluntary monthly contributions from headquarters employees, complemented by an

annual contribution from the Board Chairman. In 2024, Savola successfully managed and supported 31 beneficiaries through the Taawoon Fund raised ﷲ 382,410 of financial assistance.

Training and Development

Since its founding 46 years ago, Savola Group has been deeply committed to investing in employee growth and supporting its long-term success through comprehensive training and development programs. By focusing on targeted initiatives and skill-building efforts, the company ensures its workforce is prepared to meet both current and future challenges. Succession planning is a key priority, with critical role development gaps being identified and addressed. The Group also emphasizes diversity and female empowerment, with 33% of successors in key roles being women, reflecting its commitment to inclusivity and gender equality in leadership.

To further these goals, Savola has introduced Individual Development Plans (IDPs) for its talent pool, yielding notable results, such as a 65%

promotion rate and an 84% retention rate. This initiative, in collaboration with PwC Academy, has been highly successful in nurturing internal talent and providing clear career progression opportunities. The annual Learning Needs Analysis is integral in identifying development gaps and planning for future growth, ensuring that key learning objectives are achieved. Additionally, Savola partners with prestigious institutions like INSEAD, CIPD, Leoron, The Financial Academy, Meirc, and the Hawkamah Institute to enhance both the technical and interpersonal skills of its employees, equipping them for the evolving demands of the business landscape.

Performance and Career Development

At Savola, performance and career development are key components of the company's approach to employee growth. All Headquarters employees, including the Group CEO participated in performance and development reviews, ensuring a thorough and personalized career development process.

Through ongoing partnerships with prestigious institutions, Savola has enabled employees to earn certifications in their respective fields, achieving key learning objectives. The focus on enhancing both technical and interpersonal skills plays a crucial role in supporting employee growth and advancing their careers, aligning personal development with the company's strategic goals.

Savola continues to implement a periodic Compensation and Benefits Benchmark to enhance market competitiveness and attract top talent. Additionally, the Long-Term Incentive Plan (LTIP) remains in place to retain key talent in mission-critical roles and reward top executives for driving the Group's strategic objectives.

Strategic Succession Planning

As a forward-thinking and ambitious organization, Savola remains committed to its long-term objectives, with succession planning being a core component of our future strategy. In the upcoming year, Savola Group will continue to prioritize employee growth and engagement through strategic initiatives aimed at enhancing career development, well-being, and workplace culture. Key initiatives include expanding targeted training programs to strengthen technical and leadership skills, advancing succession planning with a focus on diversity and female empowerment, and further improving employee well-being through enhanced health and wellness programs.

Our contingency plans ensure that top talent is prepared to seamlessly transition into leadership roles. To support this evolution, our intensive assessment center has developed tailored Individual Development Plans (IDPs), ensuring a continuous pipeline of world-class visionaries and future leaders. As a result, our IDPs have successfully identified four out of five exceptional individuals with the unique qualities needed to assume senior leadership positions.

Promoting Diversity and Inclusion

At Savola, we have long embraced a culture of equality and inclusion, proudly positioning ourselves as an industry leader in diversity. Our practice of hiring candidates based on their skills and merits, regardless of gender, age, race, color, or religion, has helped foster a workforce grounded in respect, trust, and acceptance. Supported by our strong HR and governance frameworks, we ensure equal opportunities in every aspect of our business.

In line with our commitment to supporting and empowering women in the workforce, we have strengthened our efforts to increase female representation across Savola. Additionally, as part of our strategy to attract and retain female talent, we have created a female-only lounge to offer an exclusive, comfortable, and inviting space that reflects our support for Saudi Vision 2030 and the UN Sustainable Development Goals.

In 2024, the CSR and Environment Committees, comprised from the executive team at the Group and subsidiaries team, continued aligning their initiatives with Saudi Vision 2030 and the United Nations Sustainable Development Goals, reinforcing their focus on social responsibility, sustainability, and environmental impact.

Saudization

As part of our ongoing commitment to the Saudi workforce, we are proud to announce that Savola Group successfully elevated its Saudization rate category from High Green to Platinum. This achievement highlights the wealth of local talent that supports Savola's position as an industry leader.

2025 Outlook

Looking ahead, Savola Group remains dedicated to fostering employee engagement, professional development, and continuous workplace enhancement. Key initiatives include Recognition Programs to celebrate employee achievements, the implementation of a best fit operating model to optimize workforce efficiency, and comprehensive people strategies aimed at further strengthening our learning and development culture. Through these efforts, Savola continues to uphold its reputation as an employer of choice, ensuring that our people remain at the core of our ongoing success.

Corporate Social Responsibility

Savola is committed to creating broad and lasting value for our stakeholders, throughout the Kingdom and round the world. To achieve this ambition, our sustainability strategy provides a clear roadmap for success, to be implemented across a wide range of areas, largely through the Savola World Foundation.

Savola Word Foundation

A game changer for corporate sustainability practice across the MENA region, the Savola World concept was created in 2017 to create value for Savola’s stakeholders by promoting socially and environmentally responsible practices.

At the end of 2019, in alignment with international best practices in corporate foundations, Savola formalized the importance of sustainability and corporate social responsibility (CSR) by transforming At the end of 2019, in alignment with international best practices in corporate foundations, Savola formalized the importance of

sustainability and corporate social responsibility (CSR) by transforming Savola World from a department into a stand-alone non-profit foundation. This groundbreaking entity was established as a non-profit organization currently operates under the supervision of the National Center for Non-Profit Sector, and it has previously worked under the supervision of the Ministry of Human Resources and Social Development, since its establishment until the December 2022.

Funded by Savola and managed by a Board of Trustees, Savola World Foundation continues to grow and

diversify to maximize its impact. In close collaboration with a network of highly qualified experts, the foundation focuses on social awareness campaigns, coaching and consultancy and proposing solutions to social issues, provides training, and manages events.

Savola allocates an annual budget to fund and support the foundation. It will also seek funding to form partnerships with government and private sector entities to champion environmental, social and governance (ESG) objectives of Savola and the Kingdom, in line with the goals of Saudi Vision 2030.



Key Activities and Achievements in 2024

1) Participation in the CSR Global Forum and the CSR Award:

In October 2024, Savola World participated in the CSR Global Forum, which took place in Riyadh, under the Patronage of the Custodian of the Two Holy Mosques King Salman Bin Abdulaziz Al Saud. Savola World’s Executive Director, took part in a panel discussion held on the second day of the forum, titled ‘CSR in the Boardroom: Integrating Sustainability into Board Activities and Key Strategic and Ethical Considerations’. Dr. Bander shared his insight during the panel discussion, focused on the important role CSR is increasingly playing in the boardroom and in impacting business strategy. CSR in the boardroom involves embedding sustainability into the core activities and decision-making processes of a company’s board of directors.

This integration is crucial for fostering long-term business success, enhancing stakeholder trust and addressing environmental and social challenges. More importantly, there are high expectations from consumers and customers to see a socially committed business with a clear mandate integrated into their core business. In essence, the discussion outlined the definition of CSR and the trends shaping that space.

As part of Savola’s ongoing commitment to sustainability and maximizing impact through its CSR practices, the Group was honored with the CSR Award 2024 from the Ministry of Human Resources and Social Development. This recognition reflects the Group’s dedication to creating a positive impact on both society and the environment.

2) Sustainability Champions Program by the Ministry of Economy and Planning:

Savola signed the Sustainability Pledge as one of the (19) leading companies in sustainability in the Kingdom of Saudi Arabia and was selected as a champion in the Ministry of Economy and Planning’s Sustainability Champions program.

This initiative aligns with the Kingdom’s comprehensive approach to addressing environmental challenges and accelerating the transition to a green economy, in line with Saudi Vision 2030. Therefore, as a designated champion, Savola will contribute to supporting other companies in enhancing their sustainability practices, underscoring its leadership in integrating sustainability across its operations.

Savola World: Focus Areas and Long-term Programs Portfolio

Pillar

Initiative

Environmental Sustainability

SAVOLA WORLD

Negaderha

Household Engagement

HORECA Engagement

Qadoor Initiative

Human Empowerment

SAVOLA WORLD

Makeen

Mentor and Buddy Initiative

Mowaamah Certificate

SAVOLA WORLD

Ata’a

Employee General Volunteering

Pro-Bono Volunteering

Business Development

SAVOLA WORLD

Yumnak

Savola World Foundation’s CSR Portfolio

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Corporate Social Responsibility continued

Environmental Sustainability Pillar



Negaderha Program

1) Negaderha all-year community awareness campaigns in 2024:

In 2024, the Negaderha program continued to deliver its impactful community awareness campaigns. Since the initiative aims to improve food consumption behavior among targeted groups, the campaigns were designed with intensive messages, practical tools and ideas suitable for various food-related seasons. These seasons included the holy month of Ramadan, Eid al-Adha, summer, back-to-school and social gatherings.

The Back to School campaign, following the virtual Negaderha campaign, organized a workshop/ masterclass at a Hyper Panda store in Jeddah in September 2024. This focused on strategic planning for school meals, emphasizing three main pillars: food portion planning, proper food storage, and preparing nutritious meals for children from leftovers. A chef and influencer, hosted the workshop, sharing comprehensive and practical solutions for preparing nutritious school meals for children while focusing on reducing food waste. The workshop was highly successful; over 200 enthusiastic participants engaged with the unique presentation and important topics covered.

The initiatives featured a variety of creative content and assets, including over 85 deliverables such as carousels, influencer collaborations, videos, key visuals, interactive stories, microsites, competitions and educational booklets.

Throughout the year, the Negaderha program successfully organized and executed its community awareness campaigns with several partners: Panda Retail Company, Grace Preservation, the United Nations Environment Program (UNEP), Recipe of Change and Tanmiah Food Company. These partners provided financial and logistical support, enhancing the value, reach and social impact of all schemes.

In 2024, the campaigns had collectively reached 5.9 million people across the Kingdom.

2) Completion of Negaderha HORECA Food Waste and Loss study:

Negaderha aims to expand its efforts and initiatives to include the HORECA sector in KSA, as part of its ambitious plan to achieve a deeper and more widespread social impact at a national level. To achieve this, Negaderha conducted a national study to

establish the initial direction for the most effective social interventions to reduce food loss and waste in the HORECA sector. Five key stakeholder categories were involved in this study and valuable feedback and enriching discussions were gathered from experts through surveys, technical workshops and phone calls to collect the necessary information and data to support its objectives. The study provided valuable insight, a comprehensive outlook and key findings, making it the first of its kind in the industry in Saudi Arabia. This initiative will soon be translated into impactful national projects, in collaboration with the General Food Security Authority (GFSA).

3) Hajj Without Waste 1445 H Initiative in association with Ita'am:

The Savola World Foundation, through the Negaderha program, has signed a strategic partnership agreement with the Saudi Food Bank Ita'am for the Hajj Without Waste initiative in its third season for the year 1445H/2024. The partnership aimed to promote a positive image among the pilgrims by spreading the culture of food preservation, ensuring the conservation of food resources, and raising awareness within the Islamic

community during the Hajj season. This initiative aligns with Saudi Arabia's Vision 2030, which aims to enhance the Kingdom's long-standing role in welcoming pilgrims. The primary strategic goal is to increase the capacity to host more than 30 million pilgrims and Umrah performers, and to develop suitable strategies and initiatives to ensure a sustainable and safe Hajj for the pilgrims.

In its third season, the Hajj Without Waste initiative collaborated with Hajj and Umrah companies and catering services to prepare fresh meals and food items, including meat, fish, vegetables, fruits, dates, bakery

baskets and canned food. Through the initiative, 1,418,101 food units were preserved, with an estimated financial value of ﷲ 15,638,543. The food aid and meals were distributed to social security beneficiaries, charitable organizations and residential complexes in need of support in the Makkah region.

4) Inclusion of Negaderha program on the FAO website:

The Food and Agriculture Organization of the United Nations (FAO) has included the Negaderha program on its official website as one of the most effective projects in food waste management in the Near East and North Africa (NENA) region. The

FAO launched the Food Loss and Waste Reduction (FLW) website in January 2024, which serves as a regional technical platform for measuring food loss and waste, sharing experiences, raising awareness and engaging with a wide range of stakeholders interested in the sustainability of the agri-food system, strategies and actions to reduce FLW in the NENA region. To view the website and the most impactful projects in the region, you can visit the link below.



<https://www.fao.org/platform-food-loss-waste/regions/neareast/en>



Performance summary of all campaigns implemented in 2024

Planned Target	Actual Achieved	Achievement (%)
Targeted reach - 4 million	5.9 million	148%
Targeted visits - 34 thousand	49.6 thousand	146%
Targeted booklet downloads - 17 thousand	41 thousand	241%
Targeted impressions - 5 million	7.9 million	158%

Human Empowerment Pillar



Makeen Program

1) Training, empowerment and awareness

Raising the efforts of the Makeen Program to empower persons with disabilities continued diligently to provide appropriate and healthy work environments for employees with disabilities.

In this regard, Makeen presented 30 specialized workshops, titled the Mentor and Buddy system. These deal with people with disabilities, total accessibility, evacuation principles for people with disabilities, and other topics for many agencies and companies in the private, public and non-profit sectors; in 2024, the number of beneficiaries reached 765 people.

2) Development of the Mentor and Buddy program into an e-learning system

To increase social impact and facilitate access to the largest possible number of beneficiaries, the Mentor and Buddy program has been developed to provide a comprehensive interactive learning experience and offers diverse paths to meet the needs of various roles. The program provides specialized training courses through an e-learning platform, covering aspects of integrating people with disabilities into the workplace, including the basics of inclusion, reasonable accommodations, human resources practices and guidelines for mentors and buddies.

3) Savola signs MoU with Wasm Multiple Sclerosis Society

In a step towards a more inclusive society and, as part of its commitment to CSR, Savola, represented by the Group CEO, signed a memorandum of understanding (MoU) with the Wasm Multiple Sclerosis Society, represented by Executive Director, in November 2024, in Jeddah.

The MoU aims to launch innovative initiatives and programs to improve the quality of life for individuals with multiple sclerosis and their families. Specific objectives include:

- Raising awareness about multiple sclerosis among patients, their families and the general public to promote understanding and acceptance
- Delivering high-quality services and tailored programs to support individuals with multiple sclerosis
- Advocating for inclusive employment by encouraging public and private sector companies to hire individuals with multiple sclerosis and other disabilities
- Ensuring workplace support for individuals with multiple sclerosis, enabling them to perform their jobs effectively and with ease

4) Savola World Foundation’s participation in the 11th Global Business and Disability Network Conference (GBDN)

In reaffirmation of its firm commitment to supporting and empowering people with disabilities, the Savola World Foundation, represented by the Makeen program, participated in the 11th Global Business and Disability Network (GBDN) Conference, ‘From Margin to Mainstream: Disability in Business, which was held in November 2024 in Geneva, Switzerland. The conference provided a platform for exchanging experiences and best practices in the field of integrating people with disabilities into the workplace and showcased the latest global and local initiatives. The Makeen program contributed to enriching the discussions and highlighting its distinguished experience in this field.

5) Savola achieves Mowaamah Certification

Savola has achieved a significant milestone by obtaining Mowaamah certification, reaffirming its commitment to providing a supportive and enabling work environment for people with disabilities. Supported by the Makeen program, the Group has successfully implemented best practices in the field of disability inclusion, contributing to fostering a culture of inclusivity and diversity in the workplace. The Mowaamah certification granted to Savola by the Ministry of Human Resources and

Social Development is official recognition of its outstanding efforts in creating a comprehensive and supportive work environment for people with disabilities and confirms the Group’s commitment to providing equal opportunities for all and applying best practices in the field of disability inclusion.

6) Celebrating the International Day of Persons with Disabilities

As part of the celebration of the International Day of Persons with Disabilities, the Makeen program conducted a workshop on December 2023, at the Irtiqa Forum organized by the Irtiqa Association for People with Disabilities. The workshop highlighted the best practices followed by Savola to integrate and empower people with disabilities in the labor market.

7) Participation in the Purple Saturday initiative

Savola’s group of companies have affirmed their role as a key partner in empowering people with disabilities through their participation for the fourth year in the Purple Saturday initiative. Launched by the Authority of Care of People with Disabilities, in 2021, this initiative encourages the private sector to offer products and services that meet the needs of people with disabilities, aligning with the Kingdom’s Vision 2030 aimed at improving the quality of life for people with disabilities in all aspects of life.

8) Makeen program’s participation in developing Mowaamah certification standards

The Savola World Foundation, represented by the Makeen program, participated in a workshop to develop Mowaamah certification standards at the headquarters of the Qaderoon Network for Business and Disability in March 2024. The aim was to make the criteria suitable for various sectors and entities and align with international requirements, as well as to build indicators and evidence, and develop policies and procedures for the program with the goal of enhancing the level of service provision.

9) Collaboration with Saudi Aramco

In an effort to encourage initiatives supporting the employment of people with disabilities, a collaboration was established with the Human Resources department and the Inclusion and Integration department at Saudi Aramco in March 2024. The goal was to obtain job candidates with disabilities from the Makeen program in the fields of engineering, supply chain, information technology, graphic design and business administration. Resumes and proof of disability were sent for candidates to attend personal interviews and complete the recruitment process.



Ata’a Volunteering Program

The Ata’a program achieved significant milestones in fostering a culture of volunteering within Savola companies during the year. The initiative successfully developed and diversified volunteer programs, set ambitious goals and activated strong partnerships with universities, non-profit organizations and the private sector.

As a result of these efforts and since its launch, 184 employees participated in 411 volunteer hours, positively impacting the lives of 19,145 individuals in the community.

Volunteer hours:

411

Number of beneficiaries:

19,145

Number of volunteers:

184

Ata’a program participation in the Alemni 3 volunteering initiative

In line with its objectives to promote volunteerism, Savola World Foundation, represented by the Ata’a program, participated in the Alemni 3 initiative organized by the Faisal Charitable Society for Women. The Ata’a program made valuable contributions to the interactive sessions held over three days in June 2024. During these sessions, several young men and women, as well as volunteer teams, were trained on a variety of volunteer skills.



Corporate Social Responsibility continued

Business Development Pillar



Yumnak Program

This year witnessed the conclusion of the second edition of the Yumnak program, which aims to develop businesses for small and medium enterprises in the food and retail sector. The competitive advantage of the Yumnak program lies in its focus on developing existing companies and raising their sales or obtaining investment, by providing guidance and mentoring to companies.

This second edition achieved great success, as more than 100 small and medium companies from various cities of the Kingdom applied for the program. After the competition among the qualified companies, only 10 companies were filtered and selected for the final stages of the program.

A collaboration event was organized with the aim of enhancing cooperation and innovation for qualified small and medium-sized companies and opening partnership opportunities for them with major companies in the food and retail sector in the Kingdom.

The Yumnak program achieved remarkable success, with participating companies securing investment rounds and funding totaling ﷲ 31,928,967 through the signing of 17 strategic agreements.

The number of mentors and lecturers in the program reached 30 experts and speakers, and more than 38 workshops and 20 lectures were presented on topics such as financial and tax planning, e-marketing and financial modeling for small and medium-sized companies.

Yumnak program’s participation in external events

1) Social Development Bank’s Show Delni

The Yumnak program participated in the Show Delni event, hosted by the Social Development Bank in July 2024. Under the patronage of His Royal Highness Prince Saud bin Mishal bin Abdulaziz, Deputy Governor of the Makkah region, this event aimed to foster entrepreneurship and empower budding entrepreneurs by offering specialized consultations.

Yumnak’s presence at the event provided a platform to increase the program’s visibility and attract potential participants. Through its booth, valuable data was gathered from interested individuals looking to enroll in future batches, thereby ensuring the program’s sustainability and expanding its reach.

The event brought together 200 consultants across 15 specialized fields, offering over 4,000 direct and specialized consultations to help entrepreneurs overcome challenges during the startup or operational phases.

2) StartSmart 2024

In October 2024, Savola World Foundation solidified its commitment to social investment by forming a strategic partnership with Bab Rizq Jameel through the StartSmart 2024 competition on its 8th addition. The competition aims to promote social investment by encouraging innovative solutions and ideas within three key tracks: startups track, social enterprises track, and environmental track.

Savola World Foundation stood out in this partnership by serving as the awards presenter for the environmental track, highlighting its dedication to fostering innovation and advancing sustainable development goals. The competition focused on allocating the environment track to ideas with an environmental impact to participate in the competition.

Savola World also participated in the StartSmart 2024 forum through a Yumnak program booth, aimed at introducing the program and provided visitors with comprehensive information about the objectives and requirements, in addition to opening registration for the Yumnak’s upcoming cohort. This participation offered visitors a valuable opportunity to learn more about the program and join its next intake.

3) Biban Forum 2024

The 10th edition of the Biban Forum 2024, presented by Monsha’at, was a major event in the entrepreneurship sector. This global initiative aims to empower entrepreneurs in Saudi Arabia, both locally and internationally. The forum focused on various sectors including social entrepreneurship, environment, health, sports, culture, tourism and entertainment.

Bringing together over 250 local and international speakers, 1,350 exhibitors, and a distinguished audience of royalty, entrepreneurs, investors and policymakers, Biban 2024 served as a pivotal platform for boosting the SME sector. The forum offered entrepreneurs the opportunity to explore investment opportunities in Saudi Arabia, with over 150 enablers providing services such as financing, procedures and logistics. Additionally, more than 25,000 consulting, advisory and training sessions were held.

Held in November 2024, the goal of the forum is to inspire young people to enter the world of entrepreneurship, create a dynamic environment for building a local and global entrepreneurial network, and foster connections between investors and entrepreneurs to support innovative ideas. This aligns with Saudi Arabia’s Vision 2030, which seeks to enhance the contribution of SMEs to the GDP.

Savola World Foundation’s Yumnak program had a dedicated booth at the forum under the startup pavilion. Graduates from the first and second batches were able to showcase their projects, seek partnerships and investments, and expand their professional networks. This provided invaluable support to graduates in achieving their goals.

4) Days of the College of Business Administration, University of Business and Technology

The University of Business and Technology in Jeddah, represented by the College of Business Administration, hosted the Days of the College of Business Administration event in November 2024. Under the patronage of the Chairman of the Board of Trustees, and the President of the University, the event brought together officials, stakeholders and entrepreneurship experts.

The event focused on bridging the gap between the academic and business worlds, with a core theme of Innovation, Technology and Sustainability. The program included interactive workshops led by over 40 experts, in collaboration with public and private sector partners, as well as non-profit organizations.

The purpose of this event is to support and empower students, graduates and innovative business professionals who seek to achieve success in the job market through pioneering steps in innovation, technology and sustainability.

Savola World Foundation participated in the event as a bronze sponsor through the Yumnak program. The foundation set up a dedicated booth to introduce the program to visitors and collect data from interested individuals for future enrollments.



Launch of Savola World Foundation's Social Responsibility Portfolio to Support Entrepreneurs and Startups

The Savola World Foundation signed an MOU with the Social Development Bank in May 2024, becoming the first non-profit organization to join the bank’s social responsibility portfolio. This partnership aims to establish a sustainable funding program for entrepreneurs and startups in the food sector, with an initial allocation of ﷲ 5 million.

The MOU outlines the management of these funds to support innovative ideas from entrepreneurs and startups in the food industry, thereby accelerating economic growth. This initiative is expected to play a pivotal role in the sustainability of the food sector in Saudi Arabia and creating a long-lasting developmental impact on both citizens and emerging entrepreneurial companies in the sector.

The partnership will facilitate access to financing for startups in the food sector across all regions of Saudi Arabia, enhancing the capabilities of beneficiaries through training and development programs and ultimately, contributing to job creation and boosting the GDP.