

# At a Glance

## Revenue Segmentation

### Sales by Product

(AED million)



Fresh Dairy	7,532	Long life dairy	1,969
Poultry	3,794	Fruit juice	1,712
Foods	2,795	Other sales	516
Bakery	2,662		

### Sales by Geography

(AED million)



KSA	13,904	Jordan	774
UAE	1,930	Bahrain	412
Egypt	1,489	Qatar	68
Kuwait	1,064	Others	530
Oman	808		

## Highlights

### Total Sales

(AED million)

2024	20,980
2023	19,576
2022	18,722

### Net Profit\*

(AED million)

2024	2,313
2023	2,049
2022	1,760

### Total Headcount

2024	49,306
2023	46,233
2022	43,104

### Free Cash Flow

(AED million)

2024	1,531
2023	1,179
2022	1,842

### Operating Cash Flow

(AED million)

2024	6,028
2023	4,483
2022	3,829

### CAPEX

(AED million)

2024	3,634
2023	2,530
2022	1,334

\*Profit attributable to the shareholders of the Company

## Sustainability Highlights



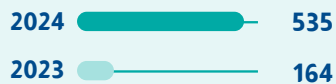
### Caring for people

Employee lost-time injury rate  
(per 1 mln man-hours)



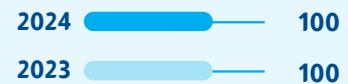
### Protecting the planet

Plastics removed from packaging (tons)

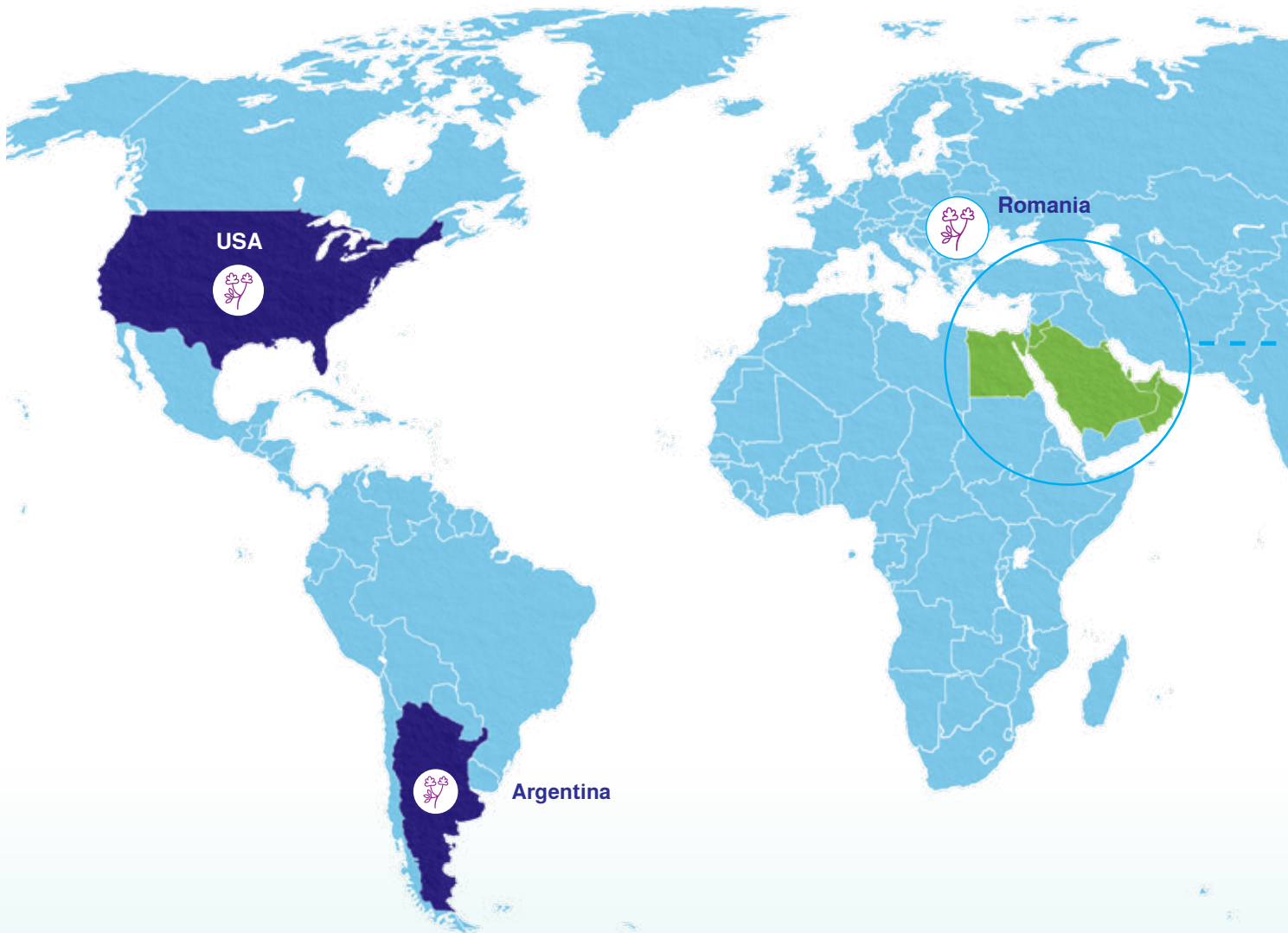


### Producing responsible products

Percentage of purchased volume from  
suppliers compliant with Company's  
sourcing policy (%)



## Where We Are



## What We Do

### Dairy



Dairy is the founding cornerstone of Almarai's product range and includes Fresh Dairy, Long Life Dairy and Foods. For over 45 years we have endeavored to earn the trust of our consumers and are the regional market leader in a wide range of subcategories.

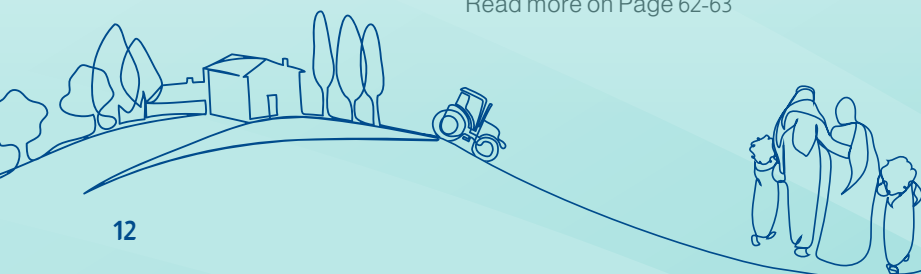
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### Juice



Almarai leads the GCC in the production of fresh juice, providing consumers with a wide range of juices Long Life juices, nectars and drinks, as well as products for children.

Read more on Page 64-65





## Bakery



Using the highest quality ingredients and world-class facilities, we deliver a wide range of bakery products to consumers across the GCC, marketed under the L'usine and 7DAYS brands.

Read more on Page 66-67

## Poultry



Our Poultry brand, Alyoum, continues to enjoy the number one spot as brand of first choice for Saudi Arabia's consumers with over 52% on brand consideration. It is a brand that symbolizes quality and innovation, representing our core values in the marketplace. The product range includes a comprehensive selection of whole, portions and value-added SKUs.

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