

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.

KPIs 2024

01

Growth drivers

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

02

Operations / Efficiency

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

03

Capabilities / Enablers

- 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

Corporate Scorecard

Net sales growth

7.2%

Market share growth (in selected products)

0.50% to 0.75%

On track for the year 2025

RONOA

10.3%

Nitaqat status

All categories in Platinum and High Green