

Vision 2030

Touching the lives of millions of consumers each day, Almarai is a leading company in the Kingdom and one of the world's largest food and beverages companies. We take our corporate responsibility seriously – we remain deeply committed to contributing to the objectives of Saudi Arabia's National Transformation Program (NTP) and Vision 2030 to support the Kingdom's transformation and sustainable success.

We are investing over ﷲ 18 billion over the next five years to drive positive change in our business, community and country, through a wide range of expansions and initiatives that are aligned with the goals of Vision 2030, including:

Food Security of the Kingdom

Almarai is fully dedicated to leveraging its scale and capabilities to support Saudi Arabia's food security agenda. As part of this commitment, we are investing ﷲ 7 billion to expand our Poultry operations, including increasing processing capacity, developing state-of-the-art poultry farms and building new facilities to boost local production.

Beyond Poultry, we are allocating over ﷲ 5 billion to our core categories to strengthen our market-leading position. This includes maintaining and expanding the manufacturing footprint of our core categories of Dairy, Juice and Bakery and enhancing local production through recent acquisitions, while broadening our product portfolio.

Our expansion into seafood, frozen bakery and red meat production further reflects our dedication to diversifying offerings and contributing to national food security. Through investments in local production and sustainable practices, Almarai plays a vital role in reinforcing the Kingdom's food security initiatives.

Local Employment

Talent is central to Almarai's investment strategy and long term success. As one of the Middle East's largest employers, Almarai is dedicated to supporting local employment in alignment with Vision 2030. With over 10,000 Saudi nationals employed across various business areas, we focus on attracting, developing, empowering and retaining local talent at all levels of the organization.

We actively partner with local universities to recruit fresh Saudi graduates and collaborate with world-class educational institutions to enhance the knowledge and skills of our Saudi employees. These initiatives not only position them for meaningful, long term careers with Almarai but also contribute to the sustainable growth of the Company. By integrating Saudi nationals into diverse sectors of the economy and expanding career opportunities, we reinforce our commitment to supporting the goals of Saudi Vision 2030 and increasing workforce participation by nationals.

Economic Growth and Diversification

Almarai is a key contributor to Saudi Arabia's economic growth and diversification. In 2024, we invested ﷲ 4 billion to expand our scale and capabilities, including building new manufacturing facilities, plants and operations across the Kingdom. These

investments not only boost local production but also reduce reliance on imports, strengthening the Kingdom's self-reliance in vital sectors such as Dairy, Bakery, Poultry and Juice production.

Our commitment to innovation and quality has cemented Almarai's position as a food industry leader in Saudi Arabia and the Middle East. By exporting our products to neighboring countries, we are diversifying revenue streams and supporting the Kingdom's efforts to reduce dependence on oil revenues. These initiatives directly align with the goals of Vision 2030, contributing to immediate economic diversification while laying the foundation for a sustainable and resilient economy for the future.

Health and Wellbeing of Saudi People

Almarai's unwavering commitment to producing "Quality you can trust" plays a crucial role in promoting the health and wellbeing of the Saudi population. By delivering high quality, nutritious products, Almarai supports healthier lifestyles while aligning with the broader objectives of Vision 2030, which prioritize economic diversification and the elevation of public health standards. Through this dedication, Almarai contributes to building a healthier, more prosperous future for the Kingdom.

Protecting the Natural Environment

With a strong focus on minimizing waste, optimizing packaging and increasing recycling efforts, Almarai is dedicated to protecting the environment and preserving natural resources. We actively collaborate with

suppliers, farmers and consumers to promote more sustainable practices across the value chain. Sustainability and environmental protection are integral to our operations, aligning with the goals of Vision 2030 and the Saudi Green Initiative. These national strategies underscore the importance

of sustainable development and environmental conservation, and Almarai is proud to contribute to building a greener, more sustainable future for Saudi Arabia.

NPT Alignment



Caring for people

Material issues	Relevant NTP strategic objectives
Nutrition and wellbeing	2.13
Health and safety	2.1.1, 2.1.3, 2.3.4
Employee talent and diversity	4.2.2, 4.4.2, 4.4.3
Community investment	2.1.3, 6.2.1



Protecting the planet

Material issues	Relevant NTP strategic objectives
Packaging Innovation	2.4.1
Climate Change	2.4.1
Water Management	5.4.2
Waste Management	2.4.1
Sustainable agriculture	N/A



Producing responsible products

Material issues	Relevant NTP strategic objectives
Quality and food safety	5.4.1
Animal welfare	5.4.1
Ethical Sourcing	3.1.6, 3.3.5

