


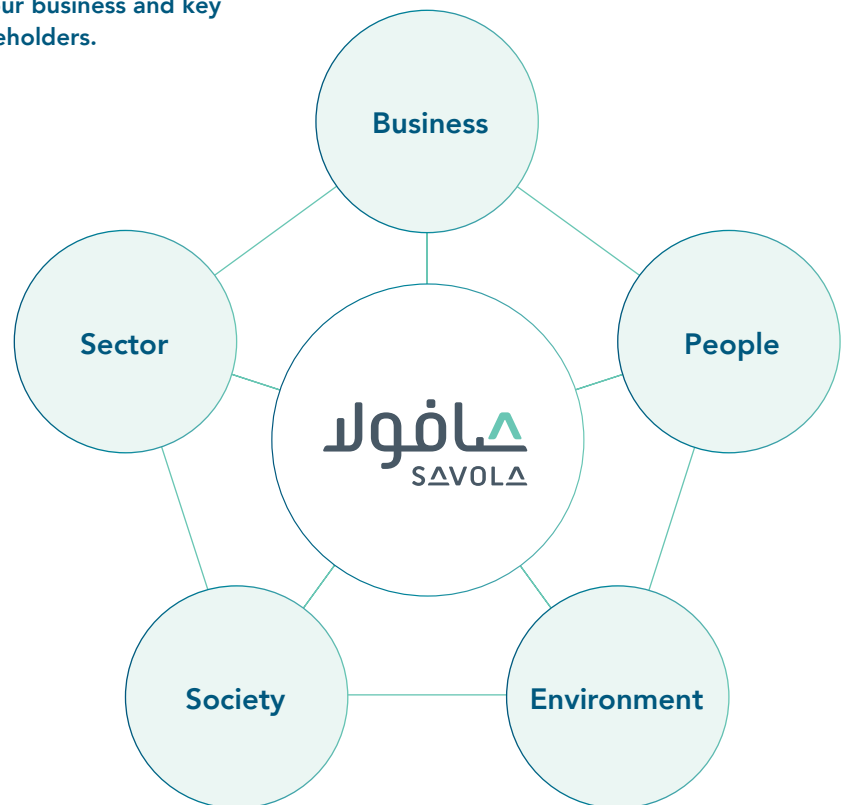
# Sustainability and CSR



Our dedication to sustainability is at the heart of our strategy, as we continued to conduct our business in a responsible manner and support the goals of Saudi Vision 2030.



Our responsible business framework ensures continuous and substantial value creation for our business and key stakeholders.



SUSTAINABILITY AND CSR

# Responsible Actions. Sustainable Impact.

**Savola Group’s deep commitment to the communities and people we serve has long been at the very heart of our strategy, business and culture, influencing our thinking and actions as we seek greater impact and sustainable value creation for all our stakeholders.**

As a leading corporate citizen and trailblazer of sustainability in Saudi Arabia, Savola Group remains committed to delivering positive progress for the people and communities of the Kingdom, as well as our employees, sector and environment.

Sustainability is fully embedded in our corporate culture, strategic focus and organizational conduct, and we have made considerable progress over the years in institutionalizing our approach to Sustainability and CSR to maximize our impact, in line with our strategy, the goals of our Savola World Foundation and the broader ambitions of Saudi Vision 2030 and the UN Sustainable Development Goals (SDGs).

Savola Group’s Responsible Business Framework		Our responsible business framework ensures continuous and substantial value creation for our business and key stakeholders.		
 Our Business	 Our People	 Our Environment	 Our Society	 Our Sector
<p><b>Ensuring our Group is run effectively and with integrity.</b></p> <ul style="list-style-type: none"> <li>• Effective Corporate Governance</li> <li>• Strategy and Investments</li> <li>• Risk Management and Business Continuity</li> </ul>	<p><b>Creating a world-class workplace and supporting our employees.</b></p> <ul style="list-style-type: none"> <li>• Employee Wellness</li> <li>• Diversity and Inclusion</li> </ul>	<p><b>Minimizing the impact of our operations on the natural environment.</b></p> <ul style="list-style-type: none"> <li>• Water Consumption</li> <li>• Waste Management</li> </ul>	<p><b>Fulfilling our role as a leading corporate citizen for our nation and communities.</b></p> <ul style="list-style-type: none"> <li>• ‘Leave the Change for Them’ Initiative</li> </ul>	<p><b>Leading the way in our sectors to create sustainable value.</b></p> <ul style="list-style-type: none"> <li>• Consumer Health and Nutrition</li> <li>• Product Quality and Innovation</li> <li>• Supply Chain and Procurement</li> </ul>

## Our Sustainability Strategy

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

## Savola World Foundation



In keeping with international best practices established among corporate bodies concerned with sustainability, Savola Group established Savola World Foundation in 2019 as a non-profit organization (NPO) registered under the supervision of the Ministry of Human Resources and Social Development, to promote socially responsible behavioral change across the Kingdom, building on the decades of Savola’s work to drive sustainable practices in our Group and provide needed support to communities across the Kingdom.

### Our Vision

Savola World aspires to be a leading development foundation making a sustainable social impact.

### Our Mission

Savola World is a community development foundation, focused on specialized areas, seeking to build strategic partnerships with different sectors and to deliver developmental programs and sustainable solutions corresponding to local community requirements.

## OUR PROGRAM PORTFOLIO

Our long-term program portfolio consists of 4 focus areas:

1

### Environmental Sustainability

2

#### Negaderha Program

- Household Engagement
- HORECA Engagement
- Qadoor Initiative

### Human Empowerment

3

#### Makeen Program

- Total Accessibility Project
- Buddy and Mentor Program

4

#### Discover Your Path Program

#### Ata’a Program

- Employee General Volunteering
- Pro-Bono Volunteering

### Business Assistance

#### Business Escalator Program

#### Supportive Projects

#### The Sustainability Report Project

#### The Sponsorship Program

#### CSR and Sustainability Consultancy

- Pillar
- Program
- Initiative

## OUR MATERIALITY ASSESSMENT

At Savola, we conducted a comprehensive materiality assessment to better understand the needs and expectations of our stakeholders, taking into account a broader range of national, regional and global challenges, trends and approaches.

We engaged with both internal and external stakeholders to identify critical sustainability issues, and consulted international standards, frameworks and best practices to design and conduct the materiality assessment in accordance with the principles of the standards of the Global Reporting Initiative (GRI). This process included the following stages:

### Identification

Identification of potential material topics

### Prioritization

Assessment and ranking by internal and external stakeholders

An important outcome of the assessment is the development of Savola Group’s materiality matrix, which illustrates all the material issues and their prioritization. As well as demonstrating our commitment to sustainability, the matrix represents an invaluable tool for risk management and opportunity identification, which has revealed 30 material topics across our 5 strategic pillars: Employees, Community, Sector, Environment and Business.

### Validation and Approval

- Adherence to best practices, standards, frameworks, and strategic direction
- Validation of topics

### Communication

Communication via the Sustainability Report

# SUSTAINABILITY AND CSR

## SAVOLA WORLD FOUNDATION PROGRAMS IN 2021



Negaderha

### Negaderha

Savola Group’s food waste management and reduction scheme, Negaderha seeks to address this critical national issue by targeting 2 key segments of society – households and the HORECA (hotels, restaurants and cafés) industry – to achieve a sustainable impact by raising awareness of the dangers of food waste.

During 2021, a number of successful campaigns were run to promote the goals of Negaderha. For Ramadan, a community awareness campaign targeting families and households across Saudi Arabia was launched to reduce food waste through effective planning and estimation of food portion sizes. The campaign emphasized that creativity in cooking is not incompatible with estimating and planning the appropriate quantities of food and provided practical ideas and tools to help lead to a positive change in consumer buying, eating and cooking habits, which in turn saves time, effort and money for families, and ultimately reduces food waste.

The omni-channel campaign, which included a microsite, recipes, a competition and much more, was a stunning success, surpassing targets for reach by 453% and microsite visits by 168%.

#### Ramadan Campaign Consumer Touchpoints

- Microsite
- Booklet (recipes)
- Major posts on social media
- The main campaign video
- Competition stories on Instagram
- Engagement stories on Instagram
- Collaborate with social media influencers



### Promoting Awareness on Food Waste Reduction

In line with its goals to reduce food waste in Saudi Arabia, the 'Negaderha' program launched several campaigns targeting youth and children and in several formats. The messages were conveyed to school-aged children from 6-10 years old, through several online platforms.

### Collaborating for Transformation

This year also saw close coordination with the National Transformation Program to study ways of cooperation and creating sustainable initiatives related to food waste in Saudi Arabia. Savola World Foundation submitted 7 proposals for cooperation, and these were agreed upon, leading to commitments to collaborate and work together, starting in 2022, on:

1. Measuring the loss and waste index in a sustainable manner; and
2. Building and executing national communication campaigns with government entities to contribute to maximizing the impact of the "Reducing Food Loss and Waste" initiative.

### Building Partnerships and Capabilities

As the leading strategic investment holding company in the MENA region in the food and retail sectors, Savola Group is uniquely positioned to make a significant impact in minimizing food waste and loss in the region. Savola World Foundation is collaborating with the World Resources Institute (WRI) to develop a tailor-made program that features all of the topics covered in its 10x20x30 global trainings, but specific to the Saudi market. This bespoke program for Savola also provides ongoing WRI support to participating companies for implementing the 'Target-Measure-Act' approach.

Set to launch in early 2022, the program’s training includes 5 modules:

1. Introduction to 10x20x30 and Target-Measure-Act
2. Description of Food Loss and Waste Quantification Methods
3. Frequently Asked Questions About Measuring and Reporting
4. Developing Food Loss and Waste Reduction Strategies
5. Tracking and Maintaining Progress Over Time

## Makeen

As a founding member of the Qaderoon Business Disability Network of employers, Savola Group is well known and respected across our region and industry for our leadership and enduring commitment to empowering people with disabilities across the Kingdom.

Our well established Makeen program is dedicated to increasing the number of people with a disability in private sector employment. Since its inception in 2010, Makeen has recruited 1,273 employees with a disabilities and offered multiple free training programs to government organizations, NGOs and private sector companies on good conduct in their interactions with people with disabilities.

Makeen's online portal, which brings together job seekers with disabilities and private sector employers, has facilitated the employment of many people with disabilities since its establishment in 2017, including 52 in 2021.

### Savola Group joins The Valuable 500

During this year, the Savola Group once again demonstrated its commitment to supporting people with disabilities by joining The Valuable 500, a global business collective made up of 500 CEOs and their companies, innovating together for disability inclusion.

The Valuable 500 aims to enhance the inclusion of persons with disabilities throughout business and industry, as a major driver of social change strategically by including disability issues in the business agenda of companies and their strategic priorities and initiatives.

The Savola Group is the second company in the Kingdom to become part of this worthy initiative, joining 40 companies in the Middle East, 120 companies in Asia and 500 companies worldwide.



### Raising Awareness to Support People with Disabilities

During 2021, a Makeen campaign was launched to increase awareness about this critical issue amongst the business sector and the general public. Through a number of short engaging videos, the campaign built confidence and promoted self-development for job seekers with disabilities, to raise awareness in the community to make it inclusive and available to all, to help change negative attitudes towards disabilities among businessmen, promote equal opportunities for all, and disseminate best practices and tips to engage with people with disabilities. The campaign, which targeted employers in the public and private sectors, job seekers with disabilities, organizations of people with disabilities, NGOs and the community, was a resounding success.

### 'Discover Your Path' Program

Under its Human Empowerment Pillar, Savola World Foundation, in partnership with Mohammed bin Salman Foundation (Misk), launched the 'Discover Your Path' Program, which enables high school students to explore their professional preferences and select the most appropriate future career paths.

The interactive educational program includes an integrated educational journey presented through a specialized platform, supporting students and their parents with an online portal that includes 4 interconnected educational journeys, covering:

1. Discovering yourself
2. Discovering career paths
3. Discovering educational options
4. Discovering career decision-making skills



The launch of the program this year generated great interest and engagement in the target groups, with over 34,000 students, parents and teachers enrolled, 40,000 total learning hours and 4,388 students completing the program during 2021. The second launch of the program will follow in 2022 to increase the engagement and impact of this successful program.



# SUSTAINABILITY AND CSR

## OUR SUPPORT FOR SAUDI VISION 2030



Savola Group’s strategic commitment and approach to sustainability, embodied by Savola World Foundation, is fully aligned with the objectives of various local authorities and government bodies, including, most importantly, Saudi Vision 2030. Our efforts therefore are designed to provide support for the long-term success of Saudi Arabia outlined in this blueprint for the future of the Kingdom based on 3 pillars:



**A vibrant society**



**A thriving economy**



**An ambitious nation**

Following this agenda, Savola’s growth strategy focuses on initiatives that directly benefit the Kingdom’s socio-economic development whilst building a prosperous nation and a more dynamic, robust economy.



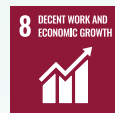
## OUR ALIGNMENT WITH INTERNATIONAL GOALS AND STANDARDS

Savola’s diverse sustainability and social responsibility commitments are governed by the objectives and best practices of international frameworks and global initiatives, including the Standards for Sustainability Reporting developed by the Global Reporting Initiative (GRI); Standard & Poor’s Transparency and Disclosure Standards, and the 17 UN Sustainable Development Goals (SDGs).

Our strategy can be linked to 6 out of the 17 SDGs:



**SDG 4:** Ensure inclusive and quality education for all and promote lifelong learning



**SDG 8:** Promote inclusive and sustainable economic growth, employment and decent work for all



**SDG 6:** Ensure access to water and sanitation for all



**SDG 9:** Build resilient infrastructure, promote sustainable industrialization and foster innovation



**SDG 7:** Ensure access to affordable, reliable, sustainable and modern energy for all



**SDG 12:** Ensure sustainable consumption and production patterns

## SUSTAINABILITY AND CSR IN 2022

As we look forward to 2022, Savola Group remains focused on supporting the Kingdom and the people of Saudi Arabia through a wide range of corporate sustainability and CSR activities.

Savola World Foundation will gain momentum through its diverse strategic pillars and initiatives, aligned with the broader ambitions of Saudi Vision 2030. Through a range of activities and initiatives, all aligned with the strategy and vision of Savola Group and Savola World Foundation, we aim to maximize the impact of our diverse sustainability and CSR initiatives in the year ahead.

For more information about Savola Group's Sustainability and CSR focus and achievements, please see our Sustainability Report 2021 which will be published in the second quarter of 2022.

