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The Annual Report



شركة جرير للتسويق
Jarir Marketing Co.

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Jarir Marketing Co.



About Jarir

Jarir Marketing Co. was founded in Riyadh in 1979 as a small bookstore. Then it became a Saudi joint-stock company. It has been listed on the Saudi stock exchange since 2003 with a paid-up capital of 1,2 billion SAR. Jarir operates across various sectors, including retail, e-commerce, and wholesale, serving customers in Saudi Arabia and several Gulf markets.

Our Business Strategy

Jarir's ultimate goal has been to become the number one source of knowledge, productivity tools, and entertainment for its customers. Our business strategy is to strengthen our position as a leading retail company on a large scale by providing innovative, high-quality products and services at affordable prices. Jarir's success depends on working collaboratively with clients, business partners, investors, governmental and regulatory departments and other stakeholders.

Our business strategy is implemented using a customer-centric approach mixed with a simple organizational structure that focuses on investing in competitive products and reducing costs.



Our Objectives

- To maintain our leadership position in terms of customer service quality.
- To provide our customers with high-quality products at the best prices.
- To lead the market in: office supplies, IT products, and books.
- To respect the individual initiatives of our employees and provide them with opportunities for growth.
- To build a strong management team that possesses effective leadership skills.
- To serve the community out of our belief in our social responsibility.
- To achieve growth and profit as a means of realising our company's goals and other values.



Our Mission

Empowering our customers to grow and learn through providing them with the best products and services, as well as an enjoyable experience and the best value.

• Exceeding Customers' Expectations

We strive to continually exceed our customers' expectations through our ongoing commitment to providing the highest levels of service because we believe that this is what distinguishes us from others and keeps us at the forefront of the organisations that regard customers as their primary focus and priority.

• Quality

We are dedicated to the highest standards of quality in everything we do, and we aim to consistently improve and develop our plans and outputs. We also work on developing the work team and use relevant means to do so.

• Integrity

We are proud of our ethical commitment, integrity and transparency in all our transactions, whether with our shareholders, partners, suppliers, customers or employees.

• Simplicity

We prefer simplicity and the use of logic when dealing with ideas, suggestions, and decisions, and we avoid complicating things by setting unnecessary procedures. This ensures that operations run correctly in a balanced and smooth manner, allowing us to achieve our goals.

• Humility and Dealing with Ease

We sincerely care about our employees and look forward to hearing their opinions, suggestions and ideas, and we encourage them to do so by adopting an "open door" policy in all of our interactions at all levels.

• Respect and Appreciation

We respect and appreciate the cultural differences of the entire work team, and we take care of the well-being and needs of the work team as part of our continuous efforts to support and strengthen family and social ties among our employees.

• Team spirit

At Jarir, we encourage teamwork and believe it is essential for achieving goals at the individual and organisational levels. So, we work as one family to develop and achieve our goals together.

• Loyalty

We owe loyalty to our shareholders, partners, suppliers, customers, and employees, and we work relentlessly to promote and reinforce this value among ourselves to preserve their commitment, trust, and involvement while also enriching their genuine sense of belonging.



Our Values

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Mohammed Bin Abdulrahman Al-Agil

Chairman



Abdulkarim Bin Abdulrahman Al-Agil

Vice Chairman
CEO

Dear respected shareholders of
“Jarir Marketing Co.”

May the peace, blessings, and mercy of Allah be
upon you

It is my pleasure to present to you the Board of Directors' annual report for fiscal year 2024 and to share with you the results that Jarir achieved, thanks to Allah and the efforts of its employees, by reviewing the most significant transformations in Jarir's journey and its financial position during the fiscal year ending on 12/31/2024.

Jarir was able to maintain its business volume and achieve growth thanks to Allah and the efforts of its employees. Jarir's sales for the year 2024 reached 10,830.9 million SAR, compared to 10,594.9 million SAR in the previous year, representing a 2.2 percent increase. The rise in sales in 2024 is a result of an increase in

sales in various departments, most notably smartphones, video games, computers, and others. And to maintain our expansion plans, we opened three (3) showrooms during the year 2024.

In conclusion, I extend my sincere thanks and appreciation for your trust in Jarir's management. I also thank the fellow members of the Board of Directors for their continuous guidance and efforts in formulating Jarir's strategy, and many thanks to colleagues in the executive management and all Jarir departments for their sincere efforts. We look forward to more successes during the year 2025, and I hope to meet you during the annual meeting of the General Assembly of Shareholders to respond to your inquiries regarding the contents of this report.

Dear respected shareholders of
“Jarir Marketing Co.”

May the peace, blessings, and mercy of Allah be
upon you

Thanks to Allah and His help, Jarir achieved more growth and expansion during the past year, making it the first destination for customers in various departments. In addition, Jarir continues its expansion by developing new products and services and offering various opportunities as an incentive for the development and growth that the company seeks at various levels. As a result, Jarir was able, thanks to Allah and the efforts of its employees, to maintain its business volume with a slight growth rate.

Jarir also maintained the expansion plans, as three showrooms were opened during the year 2024. Also, Jarir seeks to continue its plan to maintain its pioneering position locally and regionally as a result of the efforts,

expertise, and competence of its entire team, in addition to the policies implemented to capitalise on its competitive advantages and strong presence in the local and regional markets in which it operates.

As part of the company's expansion plans, the range of products available to our online customers has been expanded through a service that delivers products from outside the Kingdom directly to customers in Saudi Arabia. This initiative has added over 500,000 English books and numerous exclusive online products.

Jarir, Allah willing, will continue to achieve its goals and maintain growth and expansion.

Finally, I would like to thank the respected Board members, all Jarir employees, and our esteemed shareholders.



About Jarir

According to its statutes, Jarir’s activity is as follows:

- Office and school tools.
- Publications, books and educational materials.
- Computer programs.
- Trading mobile phone devices and accessories.
- Selling and maintaining computers.
- Engineering, surveying, sports, scouting, audio-visual, and photographic tools and devices.
- Paper, computer paper, decorative tools, decorative materials, craft tools and drawing devices.
- Bags, purses, and leather goods.
- Children's toys and travel supplies.
- Purchasing residential and commercial lands to construct buildings on them and investing them through sale and lease for Jarir.
- General contracting for buildings, electrical and electronic works, building and warehouse maintenance, loading and unloading of goods, transportation and delivery, and building cleaning.
- Establishing, organizing, and managing conferences, temporary and permanent showrooms.
- E-Commerce.

Jarir carries out its activities through the following sectors:



1. Retail Sector (Jarir Bookstore):

This sector operates through Jarir showrooms, which bear the trade name “Jarir Bookstore,”

- Showrooms and all operations and service departments which includes: Installment programs, services, customer experience, purchasing management (supply chains), marketing, human resources, human cadre development, and the information technology department.
- Business sector (B2B).
- Jarir's brands.



2. E-commerce Sector:

Which includes the process of selling products and services online.



3. Wholesale Sector:

Clients in this sector aim to purchase for the purpose of reselling to others.



4. Real Estate Activity:

Which includes real estate owned by Jarir, including showrooms, offices, and residential units.

Subsidiaries

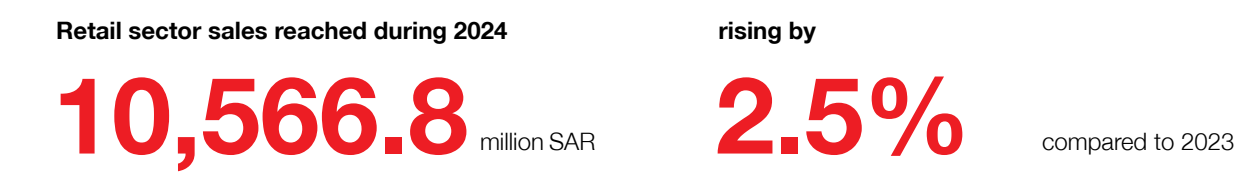
Jarir owns several subsidiaries, and part of the Equity shares in those companies are registered in the names of trustees who transferred their shares to Jarir. The following is a list of those companies and the Equity shares:

No	Name	State of In- corporation	State of Activity	Main Activity	Capital	Equity Share
1	United Bookstore	UAE	UAE	Jarir's same activity	50,000 AED	%100
2	Jarir Trading Company (LLC) No	UAE	UAE	Jarir's same activity	150,000 AED	%100
3	Jarir International Central Market Co. For Non-Food Items	Kuwait	Kuwait	Jarir's same activity	10,000 KWD	%100
4	Jarir Egypt Real Estate Company	Egypt	Egypt	Real estate investing	80,000,000 EGP	%100
5	Jarir Marketing Bahrain Co. LLC No	Bahrain	Bahrain	Jarir's same activity	30,000 BHD	%100
6	Jarir United Company for Office Supplies and Stationeries (Jarir Bookstore) LLC.	Qatar	Qatar	Jarir's same activity	200,000 QAR	%100
7	Jarir Marketing Bahrain Co. LLC	UAE	UAE	Jarir's same activity	-	%100



Operational Performance

First: Retail Sector (Jarir Bookstore)



Below, we shed light on the performance of the most important departments in the retail sector (Jarir Bookstore), and we outline their work, as well as their most important achievements and goals:

1 - Showrooms:
Jarir Bookstore has 73 showrooms inside and outside the Kingdom, of which 3 were opened during the year 2024: a showroom in Doha Mall, Doha, Qatar; a showroom in Al-Ared district on Abu Bakr Al-Siddiq Road, Riyadh; and a showroom in Al-Mansoura district, Riyadh.

During the fiscal year 2025, Jarir aims to expand by opening 4 to 5 showrooms.

The distribution of owned and rented Jarir showrooms is shown in the two tables below:

Within the Kingdom:

	Riyadh	Buraidah	Unayzah	Alrass	Al-Kharj	Hail	Dawadmi	Majmaah	Jeddah	Taif	Mecca	Al-Madina	Yanbu	Al-Kharj	Dammam	Khobar	Dhahran	Sakaka	Najran	Jubail	Al-Hofuf	Hafar Al-Batin	Khamis Mushait	Jazan	Total (Sorted Into Owned and Rented)
Owned	7	0	0	0	0	0	0	0	1	0	0	1	0	0	2	2	0	0	0	0	3	0	0	0	16
Rent-ed	13	1	1	1	1	1	1	1	8	1	3	2	1	1	1	1	1	1	1	1	0	1	2	1	46
Total Sorted by Cities	20	1	1	1	1	1	1	1	9	1	3	3	1	1	3	3	1	1	1	1	3	1	2	1	62

Outside the Kingdom:

Qatar	Sharjah	Kuwait	Bahrain	Total (Sorted Into Owned and Rented)
0	0	0	0	0
4	1	5	1	11
4	1	5	1	11

Below is a summary of the activities of the other departments and all updates and plans related to operational performance, which include installment programs, services, customer experience, purchasing management (supply chains), marketing, human resources, workforce development, and the IT department.

Service Sector

Maintenance Service:

Jarir is one of the largest providers of maintenance and warranty services for smartphones and laptops, as it is a certified maintenance provider for many brands such as: Apple, Samsung, Huawei, Honor, Lenovo, HP, Dell, Asus, Acer and other brands.

product from Jarir Bookstore. Customers can also purchase any new device and then return their old devices within 14 days from the date of purchase, giving them more flexibility in transferring data and experiencing their new devices.

During the year 2023, several initiatives and improvement efforts were done to develop operations and the customer experience, including:

- Opening (3) fast maintenance centers for Apple products, bringing the total number of Apple maintenance centers to (10) centers in 8 different cities. Also, it is planned to open (5) additional centers in 2025, in addition to the opening of a fast maintenance center dedicated to Samsung products.
- Developing logistical processes, which helped to reduce customer wait times by almost 17% while increasing the number of maintenance requests by 10%.
- Expanding the "After-Sales Services" sections in (21) Jarir Bookstore showrooms to boost service capacity.

Jarir Bookstore has also launched several initiatives to develop operations and service procedures, which have contributed to a 162% increase in the number of exchanged devices.

Protection and Extended Warranty Packages:

In addition to the services Jarir offers, and in an effort to meet its customers' expectations, it offers many protection and warranty extension packages for devices, allowing customers to extend the lifespan of their devices, including packages for smartphones, smart watches, laptops, tablets, TVs, and gaming consoles.

Jarir Bookstore has launched its protection packages under its new identity, "Jarir Protection." Additionally, it has collaborated with Apple to introduce protection packages with unique features for Apple customers.

Moreover, numerous initiatives have been launched, alongside product developments and sales procedure enhancements, leading to a 16% rise in the sales of protection and warranty extension services.

Purchasing Management (Supply Chain)

First: Purchasing Department Activity in 2024:

The targeted objectives set at the beginning of the year have been achieved, including the following:

- Inventory management has been improved through strict mechanisms and periodic reviews of existing products, leading to the disposal of a significant portion of old stock.
- The company benefited from price reductions on some essential items to enhance profitability.
- New suppliers for essential materials were added at competitive prices.
- The design of Roco products was developed and improved to meet customer needs.
- Pricing adjustments were made for some key materials to gain a larger market share.
- "A wider range of products has been introduced, with the number of English book titles exceeding 500,000, in addition to numerous exclusive online products. Furthermore, a musical instruments section has been added in alignment with future education plans."

Second: Future Plan for 2025:

- Innovative offers will be launched to boost sales, and new products will be introduced to gain a larger market share.
- During 2025, Jarir will continue to closely monitor market changes and develop plans and products to meet the evolving needs of its customers, with a focus on offering the latest and highest-quality products at competitive prices.
- We will continue to enhance inventory management and conduct periodic product reviews to prevent the accumulation of old stock.
- We will conduct continuous periodic reviews to ensure that we keep up with and adapt to market changes, product price fluctuations, and shipping cost variations, while maintaining competitive and suitable pricing for our customers.
- Our efforts will continue to diversify the supplier base and secure the best prices while expanding the availability of more in-demand materials in the market.
- A dedicated section for gaming computers and accessories will be launched, and it is expected to grow significantly in the coming years.

Marketing

The year 2024 was marked by integrated promotional and advertising efforts for Jarir Bookstore across various Gulf countries, where coordinated initiatives aimed to create greater synergy, highlight Jarir’s unique strengths in all markets, and establish it as a leading destination in both traditional retail and online sales, particularly for the latest technology, office supplies, school materials, art supplies, and books. Additionally, strong emphasis was placed on intensive communication campaigns to promote Jarir’s various services, enhancing the customer experience and strengthening customer trust in the brand.

Marketing campaigns and promotional offers continued throughout the year, encouraging customers to visit stores and the website through a comprehensive annual schedule of uninterrupted promotions and new product launches. Efforts also remained focused on highlighting exclusive and distinctive products that have always set Jarir Bookstore apart. These include tech products, books, musical instruments, and new brands entering the local market. Jarir continued to offer the latest technological products, particularly the newest models of smartphones, smartwatches, and various types of electronic devices, including mobile, tablet, and handheld gadgets. This was accomplished through multiple pre-order campaigns, supported by social media and billboard advertising, along with promotional initiatives that incentivized early pre-orders with benefits such as gifts, free maintenance, and more.

In addition to the aforementioned efforts, seasonal promotions and sales have played a vital role in attracting customers and driving sales. These include, but are not limited to, promotions for National Day, Foundation Day, Ramadan, summer sales, back-to-school sales, Jarir Friday sales, and annual end-of-year sales.

A series of exclusive monthly promotional offers have been implemented for Jarir's online store, designed to align with consumer purchasing behavior in e-commerce, which is driven by incentives that enhance the shopping experience. This approach reflects the competitive nature of online marketplaces. As a result, monthly campaigns were launched, covering various themes—some focused on art supplies, hobby crafts, and developing children’s skills and abilities; others on school and office supplies; and finally, some dedicated to Arabic and English books. Furthermore, a new category of exclusive products was introduced for online store sales, with some items being shipped from outside the Kingdom to customers within Saudi Arabia.

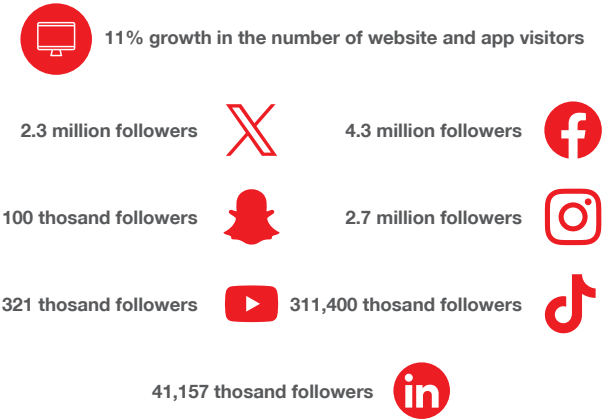
In 2024, the marketing department expanded its partnerships with banks through loyalty programs, which offer exclusive promotions and discounts in collaboration with banks and financial service providers. This was accomplished through a series of targeted campaigns for Jarir cardholders and participating bank cardholders, providing higher-than-usual discount rates, exclusive deals on electronic devices and accessories, and additional benefits for pre-ordering selected latest electronics.

Sustainability-focused promotional campaigns also played a significant role in enabling customers to upgrade and make

use of their old devices. Several trade-in campaigns were launched, allowing customers to exchange their old devices for newer models. The promotion of the trade-in service continued for smartphones, smartwatches, tablets, laptops, desktops, gaming devices, and more. This initiative contributed to environmental sustainability by preventing old devices from ending up in landfills and facilitating their recycling, benefiting both Jarir and the economy as a whole.

In line with Jarir Bookstore's integrated promotional and advertising strategy for e-marketing across various Gulf countries, efforts were made to enhance content, boost engagement, and expand promotional activities. Jarir continuously updated and optimized its social media pages to keep pace with the rapid advancements in digital marketing by adopting and leveraging cutting-edge, exclusive digital tools in collaboration with expert partners and social media platforms. These advanced tools aim to support sales on Jarir's online store, ensure the continuous creation of fresh content, and enhance social media platform engagement. As a result, Jarir's social media channels have achieved record-breaking numbers in followers and engagement rates.

This contributed to achieving higher numbers in website visits, followers, and engagement rates across social media channels, as shown below:



In addition, we will continue our strategic efforts to expand our customer base, enhance promotional effectiveness, increase direct marketing activities, and precisely target specific customer segments. This will be achieved through close collaboration with our digital marketing partners. Joint efforts will also continue in announcing the latest products as they become available, ensuring their availability, and offering exclusive and distinctive products to cater to specialized interests in technology.

In addition, Jarir's loyalty programme and numerous important projects will be completed, resulting in increased customer loyalty, retention, and preference for Jarir over competitors.

In 2025, the marketing team aims to expand Jarir's market share across all countries by sustaining website and showroom visitor numbers, driving new customer acquisition,

and launching targeted campaigns for existing consumer segments. In addition, more competitive seasonal promotional campaigns will be implemented, including the use of international days and local events as promotional opportunities. Work will also continue to develop existing customers in loyalty programs and create initiatives to increase the annual business volume of each customer.

The Marketing Department will also work to increase the participation of local banks in joint promotional programs. On the other hand, a comprehensive review of the digital content policy will be conducted, with greater activation of the most outstanding channels. This will positively impact sales channels' performance, enhance Jarir's reputation, and maintain its position as one of the top preferred stores for our customers.

Human Resources and Human Cadre Development

Jarir attracts and employs qualified professionals, with a strong focus on recruiting Saudis, training them to enhance their practical skills and capabilities, and instilling Jarir's values and productivity standards.

By the end of 2024, the total number of employees at Jarir reached 5,748, representing 25 different nationalities. Saudi employees accounted for approximately 63% of the total workforce, with some showrooms reaching up to 75% Saudi employees. Jarir is classified within the platinum range under the Ministry of Human Resources' 'Nitaqat' program.

In 2024, a total of 1,685 employees were hired, including 1,477 Saudi nationals. As part of Jarir's commitment to supporting women's participation in the labor market in line with the Kingdom's Vision 2030, the company placed a strong focus on female employment, reaching a total of 617 female employees by the end of 2024.

In the field of training and development during 2024, Jarir continued to reinforce a customer service culture through the Exceeding Customers’ Expectations program. Jarir supervised the training of 31 showroom managers under the Future Managers Program. A total of 1,661 training courses were conducted, benefiting 19,865 trainees across all Jarir showrooms. Additionally, 2,629 direct coaching sessions were held by Jarir trainers for showroom employees, focusing on enhancing their efficiency and performance in customer service.

During the year 2025, Jarir aims to continue attracting distinguished Saudi cadres, intensifying training courses to raise the level of Jarir employees, and focusing on developing showrooms managers.

IT Department

This year has been a year of challenges, and by the grace of Allah, Jarir's IT and cybersecurity systems have successfully withstood risks and cyberattack attempts targeting our information systems.

As part of strengthening our cybersecurity defenses, Jarir conducted a comprehensive review of all existing systems and solutions through multiple specialized companies. By the grace of Allah, this thorough audit reaffirmed the resilience of our systems.

In the area of infrastructure enhancement, Jarir undertook several key projects, including:

- Reprogramming point-of-sale (POS) systems across all branches by integrating two service providers and utilizing different networks. This ensures alternative POS terminals remain operational across all showrooms, addressing previous service provider issues. Jarir is among the first companies in the Kingdom to implement this high level of POS reliability.
- Improving POS systems by changing showroom servers and upgrading POS systems by adopting a new operating system, eliminating outdated systems, and replacing all POS printers with a faster, higher-quality model.
- Enhancing the network by replacing all showroom network lines with higher-speed lines, relying on specialized service providers, and implementing advanced connectivity technologies.

- Upgrading all computers in showrooms and offices, as stated in the seventh project report for 2024, and transitioning to a new operating system different from Windows.
- Jarir is investing in modernizing its IT infrastructure and strengthening cybersecurity measures. In the same context, Jarir Bookstore plans in 2025 to undergo a major overhaul of its core infrastructure, which is basen on IBM servers.
- * Entirely new and more flexible operating systems will be implemented, along with the application of enhanced security standards.
- Jarir also contributed, through its accounts on social media platforms, to educating customers regarding fraud and suspicious accounts, which claim the existence of offers, gifts, or purchasing vouchers from Jarir with the aim of stealing personal information, in addition to the presence of a full team to follow up on fraudulent operations and fake accounts that claim to belong to Jarir, and closing them completely.

In 2025, Jarir aims to continue implementing and developing its cybersecurity policies, technological infrastructure, and digital transformation initiatives, enabling it to enhance the services provided to customers while ensuring the protection of their information and privacy.

Business sector (B2B)

In 2024, the government and corporate sales sector did not achieve its sales targets, primarily due to a decline in government sector sales, particularly in sales to the Expenditure Efficiency Authority. This decline resulted from a mismatch between the required prices on the Unified Procurement Platform and the actual product costs during the first half of the year, leading to a drop in business sector sales compared to 2023.

As for 2025, the sector is expected to grow compared to 2024, as product prices have been updated, and Jarir's product items have been approved on the Unified Procurement Platform. Additionally, many electronic products have been added and approved in 2025. This will significantly contribute to enhancing sales in the fiscal year 2025.

Furthermore, agreements have been signed with several new major customers in the corporate sales sector, while efforts continue to expand the customer base and strengthen the company's market presence. The focus will also be on improving the sales mix, contributing to diversifying revenue sources and increasing the profitability of various departments.

Second: E-Commerce Sector (B2C)

Key Results for 2024:

- Significant growth in sales, number of customers, repurchase rates, and orders received from Jarir Bookstore showrooms.
- Noticeable improvement in delivery time by 4% and a 12% increase in customer satisfaction with the delivery experience.
- Launch of international shipping for books to over 100 countries worldwide.
- Addition of more than 500,000 English books available for Print On Demand (POD), shipped directly to Jarir customers.
- Expansion of product offerings through Cross-Border Trading, enabling faster access to innovative and unavailable products in the Saudi market.
- Working to Introduce various installment payment options, including "Buy Now, Pay Later" for Saudi Arabia and Gulf countries.
- Development of cybersecurity infrastructure.
- Launch of a new version of the Jarir Bookstore App, featuring a modern user interface and advanced technology to enhance quality and speed up new service releases.

- Continued support for the External Sales department, offering various features for external sales customers, such as an improved order placement mechanism (Punch-out), electronic gift card sales, and the enablement of the user management feature.

Key Objectives for 2025:

- Personalizing the user experience to enhance customer interaction with the e-commerce platform.
- Reviewing and updating all e-commerce processes related to platform content and user experience to achieve a world-class customer experience.
- Studying the unification of the sales system for retail and corporate customers to expand services across Saudi Arabia and the Gulf.
- Comprehensive review and update of core e-commerce systems.



E-Book & Audiobook Platform (Jarir Reader)

Key Results for 2024:

- Continuing to publish audiobooks and e-books from Jarir Bookstore's publications and major publishing houses, reaching 33,000 titles, with a focus on producing and publishing audiobooks, which have exceeded 1,000 titles.
- Continuing to develop the e-reading platform, launching a new version built from scratch with the latest technologies to support future enhancements.
- Focusing on digital book sales (e-books and audiobooks) on other business-oriented platforms.

Key Objectives for 2025:

- Focusing on producing and publishing audiobooks of key titles, aiming to reach 1,500 audiobooks.
- Launching a subscription system.
- Publishing digital books on global platforms such as Audible.
- Enabling publishers to publish and manage books through a new platform that gives them full control over the publishing process.
- Continuing to publish digital book across various categories.
- Developing the e-reading platform using the latest available technologies, ensuring it meets the needs of Arabic readers.

Third: Wholesale Sector

Through this sector, Jarir works to provide new school, technical and office products and meet the needs and requirements of customers in this sector who aim to purchase for the purpose of reselling to others.



Marketing Department

First: Marketing Department Activity in 2024:

In 2024, a massive back-to-school campaign for Roco products was launched on all social media sites, as well as numerous campaigns with social media influencers to promote Roco products.

In addition to the back-to-school campaign, other campaigns were launched to ensure the brand's presence throughout the year.

In 2024, the designs of the Roco brand were updated, and the covers and stickers were enhanced. Additionally, the brand expanded by establishing new sales channels for Roco products and broadening the range of products available for wholesale customers in collaboration with the sales department at Jarir for marketing.

In addition to the above, dedicated pages for Roco were created on delivery apps, contributing to sales growth. This initiative aimed to build experience and awareness of Roco products among app users (e.g., the Ninja app), which led to increased sales..

During 2024, Jarir participated in the “Paper World” exhibition. The Paper World exhibition in the Middle East is the largest international trade exhibition in the region for the stationery, paper, gifts and office supplies industry. Meetings were organized with a large group of customers from various Gulf, Arab and African countries.

Second: Future Plan for 2025:

In 2024, Jarir will continue updating the designs of its existing products and work on launching new products that meet market demands. Efforts will also be made to strengthen marketing campaigns for Roco products.

Finally, in 2025, the focus will be on marketing a variety of products outside the school seasons to increase market share and boost sales.

Sales Department

First: Sales Activity in 2024:

- Certain growth incentives were offered to customers, and product diversification was expanded for both wholesale and retail customers.
- Sales to private schools increased by opening deferred payment accounts.
- New customers have been contracted in the field of online sales.
- We have expanded our collaboration with delivery apps, achieving strong sales and significant growth in the number of listed products.
- We have focused on selling a diverse range of products outside peak seasons, leading to excellent sales performance with our customers.
- AAdvertising campaigns have been carried out on social media and with influencers to promote Roco school products in collaboration with modern markets.
- A wide range of Roco products was featured in the back-to-school catalog across various hypermarkets, retail stores, and delivery apps to increase brand awareness and achieve better sales.
- We also had a successful participation in the ‘Paper World’ exhibition in Dubai, where we engaged with a large number of customers and suppliers from Gulf, Arab, and African countries.

Second: Future Plan for 2025:

- A broader focus on the market, continuous engagement with customers, and reviewing the services provided to them.
- Offering specific growth incentives to customers and expanding product diversification for both wholesale and retail customers.
- Compensating for the decline in sales by expanding the product range and attracting new customers.
- Continuing to strengthen market share in paper sales.
- Studying the wholesale market, working on its development, and understanding its needs.
- Expanding sales to private schools and establishing a plan to cover the largest possible number of schools.
- Maintaining a balance between product costs and competitive maintenance deals.
- Increasing market share in school bags and office supplies without impacting the sales of other products.
- Keeping up with consumer trends in Saudi Arabia toward online shopping by expanding collaboration with various platforms and signing agreements with leading delivery and e-commerce applications.
- Developing a plan to increase export sales to Gulf and Arab countries.
- Enhancing export procedures to achieve higher efficiency and productivity, boosting Jarir’s sales and sales opportunities, with a focus on direct shipping from factories to current and target countries.

Fourth: Real Estate Activity

As an extension of Jarir’s commercial activities, which include certain real estate operations related to its owned properties, the total leased area (showrooms, offices, and residential units) reached 96,707.71 m² by the end of the fiscal year 2024, compared to 96,673.53 m² in 2023.



Social Responsibility


3

Leading with Purpose is Jarir’s Approach to Sustainability

Jarir is aware of the importance of community service as it is one of the important pillars of life and a means of progress for societies, and it stresses the companies’ responsibility to sustainability. Thus, Jarir works to create a positive social impact through social responsibility initiatives that are closely related to the growth and prosperity of society. Jarir’s commitment to community service is embodied through its programmes and its regular participation in non-profit endeavours.


- In order to achieve this, Jarir commits to the highest standards followed regarding the company's responsibility and contribution to sustainable development, despite all confrontations. In doing so, it aims to achieve long-term growth and support the values of Jarir, stakeholders, and the whole world. We, Jarir work team, seek to interact with the main sustainability issues, which emerges through different approaches including:
- Sustainability Team - which guides Jarir’s sustainability strategy and its performance, and is responsible for advancing Jarir’s sustainability agenda.
 - A set of policies that incorporate appropriate and relevant principles and requirements into Jarir's daily operational processes, including, but not limited to, the Jarir Code of Business Conduct.
 - Corporate Strategy - which guides Jarir to the strategic direction to achieve its vision.

Sustainability Focus Areas:




Commitment to Sustainable Approach

Jarir is known for its corporate transparency, so Jarir is committed to always doing the right thing. For Jarir, sustainability is a vital issue, and it underlines its commitment to contribute to sustainable development.



Responsible Operations Based on Deep-Rooted Business Traditions to Shape the Future

Jarir focuses on owning and implementing the right organizational structures, policies, and procedures to ensure it practices sound governance with a solid foundation. Jarir also focuses on adhering to the highest levels of ethical behavior to create trust and cohesion between the company and its relevant stakeholders.



Working Together to Produce Knowledge and Innovations

Jarir embraces the latest digital capabilities, and challenges traditional business models to produce knowledge by modifying its ways to deliver products and services in the digital world. It also plays an active role in generating the positive social impact that contributes to the social and economic development of local communities.



Putting Our Customers As a Priority in Everything We Do

Jarir focuses on prioritizing the interests of customers, helping them thrive and grow, and making products and services more available to them across its community, while placing maintaining the privacy of customer information at the forefront of its priorities.



Recognizing, Inspiring, and Rewarding Talents

Jarir appreciates the efforts of its employees and inspires them to deliver their best potential and achieve strategic goals.

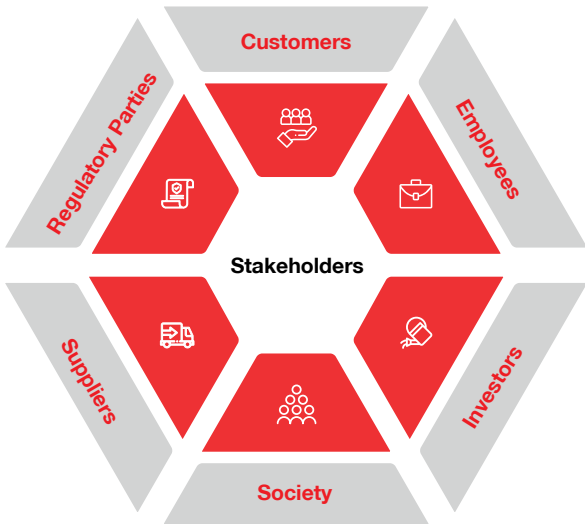


Environmental Impact Management

Jarir is committed to minimizing the environmental impact of its operations and supply chains.

Engaging Stakeholders

The stakeholder engagement process at Jarir is on-going. Our stakeholder groups are defined by their ability to influence or be influenced by our operational and / or decision-making processes. Accordingly, we have identified six major groups of stakeholders.



Most Important Issue

The outbreak of the Corona pandemic had a clear impact on the local and global economy, changing consumer behavior and the way companies operate. Therefore, the issues were reclassified and reconstructed according to what will be presented below, where the issues of customer safety and employee stability were among the most important factors that are consistent with Jarir’s strategy, programme, and communications to achieve sustainability before and after the crisis, taking into account that the current crisis may last for a long time. The process of evaluating the core issues led to an increase in two important factors to become 20 key topics instead of 18, all of them relate to environmental, social, and governance factors for measuring sustainability.

- 1

Governance, Business Ethics, and Compliance
- 2

Achieving Operational and Financial Goals
- 3

Quality
- 4

Customer Privacy and Security
- 5

Customer safety
- 6

Employee Stability
- 7

Customer Experience
- 8

Packing and Classification
- 9

Energy and Climate Change
- 10

Responsible Relationship with Customers
- 11

Innovation
- 12

Supply Chain Responsibility
- 13

Attracting, Developing and Retaining talents
- 14

Recycling
- 15

Social Investment and Socio-economic Development
- 16

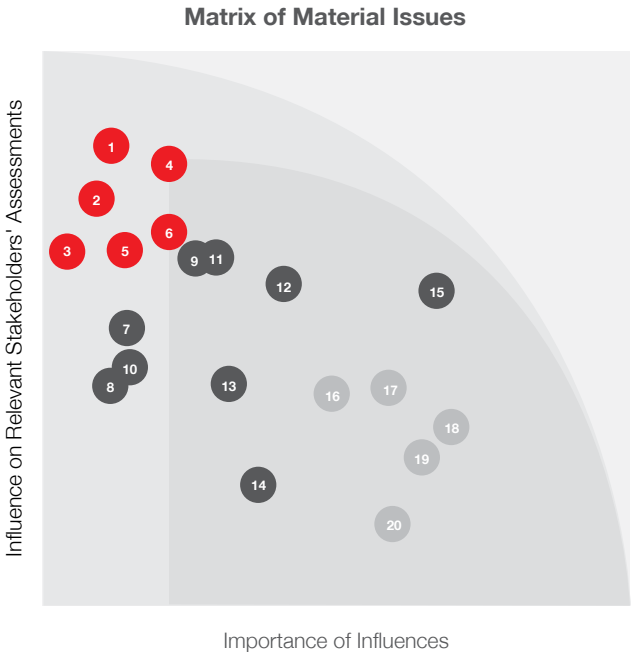
Prevention of Anti-competitive Practice
- 17

Diversity and Inclusion
- 18

Sustainable Procurement
- 19

Sustainable Technology
- 20

Environmental Impact of Operations



● Very important ● Relatively important ● Less important

Alignment With National and International Goals






Jarir aims to measure and report on its environmental, social and economic performance according to leading standards to achieve sustainable development, and national and international goals to ensure sustainable development.

	Frameworks of Preparing and Presenting Reports Global Reporting Intuitive	Preparing and presenting Jarir's nonfinancial reports in the annual sustainability reports according to the Global Reporting Initiative is a major option.
	National Goals Vision of KSA 2030	Jarir seeks to support the goals of the national vision 2030, and the three main themes that underpin the vision- a vibrant society, a thriving economy, and an ambitious nation - are closely aligned with our strategy and direction to achieve sustainability.
	National Goals The corporate Social Responsibility Strategy in KSA	Implementing the corporate social responsibility strategy in KSA is one of the goals of Jarir Bookstore, as it seeks to create a sustainable impact on the development of society, the economy and the environment.
	National Goals National Standards for Sustainability	With the launch of National Standards for Corporate Sustainability Reporting, Jarir Bookstore seeks to prepare and submit sustainability reports in accordance with these standards.
	International Goals Global Reporting Intuitive	As a socially responsible national institution, Jarir seeks to align its endeavors for achieving sustainability with the goals of sustainable development which have the priority and relevant to its work, so that it can achieve the greatest impact.

Results from 2023 Sustainability Report (Issued in Mid-2024)

* The comprehensive 2024 Sustainability Report will be issued in the second quarter of 2025.

Jarir aims to measure and report on its environmental, social and economic performance according to leading standards to achieve sustainable development, and national and international goals to ensure sustainable development. This includes the issuance of independent sustainability reports. Here are some statistics and figures related to the Sustainability Report:

 42,281,214 SAR worth of electronics was recycled and prevented from reaching the landfill.	 148,248 devices were recycled through the trade-in program.	 15,018 kg of plastic was recycled in 2023. 524,755 kg of cardboard was recycled in 2023.
 The year 2023 witnessed the launch of the e-invoice service via WhatsApp.	 +19% growth in spending on local suppliers.	 51,152 training hours were provided to employees, 1.3 times the hours provided in 2022.

In light of the growing focus on social responsibility in Saudi Arabia, the Arab world, and globally, and stemming from Jarir's belief in the importance of corporate roles in supporting and improving the social and economic well-being of individuals and society, Jarir supported numerous community initiatives in 2023, including:

• Jarir Initiatives to Enrich Arabic Content

Translation

This joint effort is in line with Jarir's commitment to integrating its commercial operations with its sustainable goals, particularly social responsibility, to support and enrich Arabic content. It began as an idea to promote knowledge, culture, and social value. Supporting Arabic content is closely linked to Jarir's activities, as it works to transfer knowledge into Arabic by translating and publishing books in Arabic. Since then, we have grown to become the largest Arabic-language publisher in the world.

To date, more than 6,000 books have been translated. As part of its commitment to promoting Arabic knowledge in scientific fields, Jarir, in collaboration with the Saudi Society for Social Studies, has addressed the needs of academics, social researchers, and professionals in the field. Through a cooperation agreement, Jarir is producing selected books on social studies under the academic supervision of a specialized team formed by the society, led by its Chairman.



4 books were published in collaboration with the Saudi Society for Social Studies.

+ 96%

increase in publications compared to 2022.

%

377

Number of Published Books in 2023

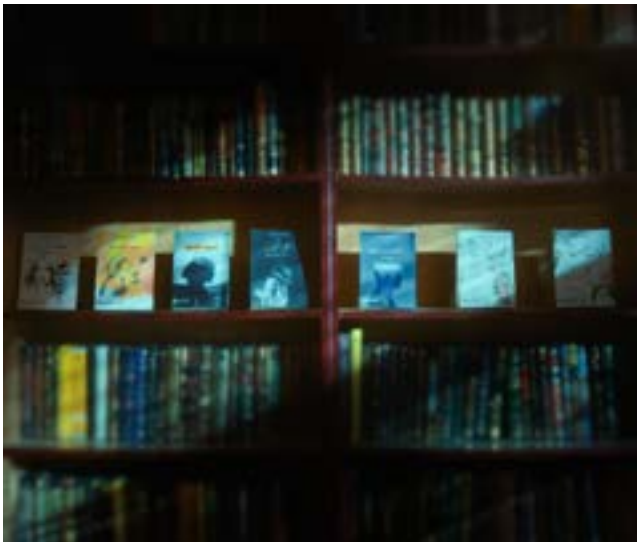
Jarir's Program for Supporting Local and Social Activities

Jarir Storytelling Competition

In its pursuit of enriching Arabic content and empowering emerging writers, Jarir Bookstore launched the Jarir Storytelling Competition. The competition featured two storytelling categories: Novel Category, requiring submissions of 22,000 words or more. Short Story Category, requiring submissions of 12,000 words or more.

In addition to the cash prize, the competition provided winners with the opportunity to have their works published. The top five winners in the Novel Category were awarded printing and distribution of their novels in Jarir Bookstore branches, a book launch and signing event, and digital publication on the Jarir Reader platform.

For the Short Story Category, the top six winning stories were compiled into two volumes, which were published and distributed in Jarir Bookstore, along with digital publication on the Jarir Reader platform.



Partnership with Ministry of Culture

Jarir Bookstore continued its collaboration with the Ministry of Culture to support intellectuals, empower readers and publishers, and engage key stakeholders, contributing to the advancement and enhancement of services for those interested in literature and publishing. As part of this initiative, Jarir signed a Memorandum of Understanding (MoU) with the Literature, Publishing, and Translation Commission to jointly implement programs, projects, and initiatives focused on literature, publishing, translation, and cultural enrichment in Saudi Arabia. The MoU outlined agreements in several key areas, most notably: Developing and executing programs and initiatives focusing on literature, publishing, translation, and cultural content development, as well as collaborating on various cultural activities.

Digitizing printed books to support the growth of digital publications.

Additionally, under the Digital Publishing Initiative, sponsored by the Ministry of Culture, which aims to support the e-book industry, facilitate accessibility, enhance publishing diversity, and enrich Arabic digital content, Jarir played a key role by converting printed books into digital formats and delivering them to participating publishers.

337

The number of books converted from print to digital format in 2023.



Jarir's Programs of Recycling

Electronic Devices' Recycling:

Jarir aims to maximize the impact of its targeted programs while intensifying efforts to prevent old electronic devices from ending up in landfills through trade-in programs and electronics recycling. This aligns with the growing global concern over e-waste.

To tackle this issue, Jarir is implementing an electronics recycling program that ensures discarded electronic components are recovered and processed by specialized recycling companies.

Additionally, commercial operations have been aligned with sustainable goals, including the launch of trade-in campaigns for laptops, tablets, smartphones, printers, and smartwatches. This has significantly contributed to the success of the Electronic Devices Recycling initiative.

With the launch of the Jarir Electronics Recycling Program in 2020, Jarir was able to transfer 22.3 million SAR of electronics from landfills and return them to the economy, and in 2021, it was able to recycle 19 million SAR of electronic devices.

With Jarir's commitment to this program, the value of recycled electronics increased in 2023, reaching 42,281,214 SAR.



The School Bag:

As part of the ongoing partnership between Jarir and the Takaful Charity Foundation, and in line with efforts to support the Back-to-School initiative—which aims to assist targeted students and encourage them to embark on a new phase of their educational journey—Jarir has contributed to the success of this initiative in collaboration with Takaful and the Ministry of Education.

The project aims to support more than 400,000 students across various educational stages throughout KSA. As part of this partnership and to reinforce Jarir's role in supporting education, direct in-kind support was provided, including 10,000 fully equipped school bags worth over one million SAR, designated for elementary school students across different educational departments.

benefits on Takaful's seasonal purchases, further amplifying the initiative's impact and enabling more students to start their new school year with the best possible resources.





Financial Performance

4

1- Summary of Processes and Operating Results

The results of the operations and processes in Jarir was summarised as follows:

Million SAR

Statement	Year Ended on 31 December 2024		Year Ended on 31 December 2023		Change (%)
	Amount	Sales Percentage %	Amount	Sales Percentage %	
Sales	10,830.9	-	10,594.9	-	2.2%
Gross Profit	1,324.5	12.2%	1,275.9	12.0%	3.8%
Activity Profit From Main Processes Riyadh	1,052.8	9.7%	1,045.1	9.9%	0.7%
Net Profit Before Zakat and Income Tax	1,004.5	9.3%	1,002.2	9.5%	0.2%
Net Profit	974.0	9.0%	973.0	9.2%	0.1%

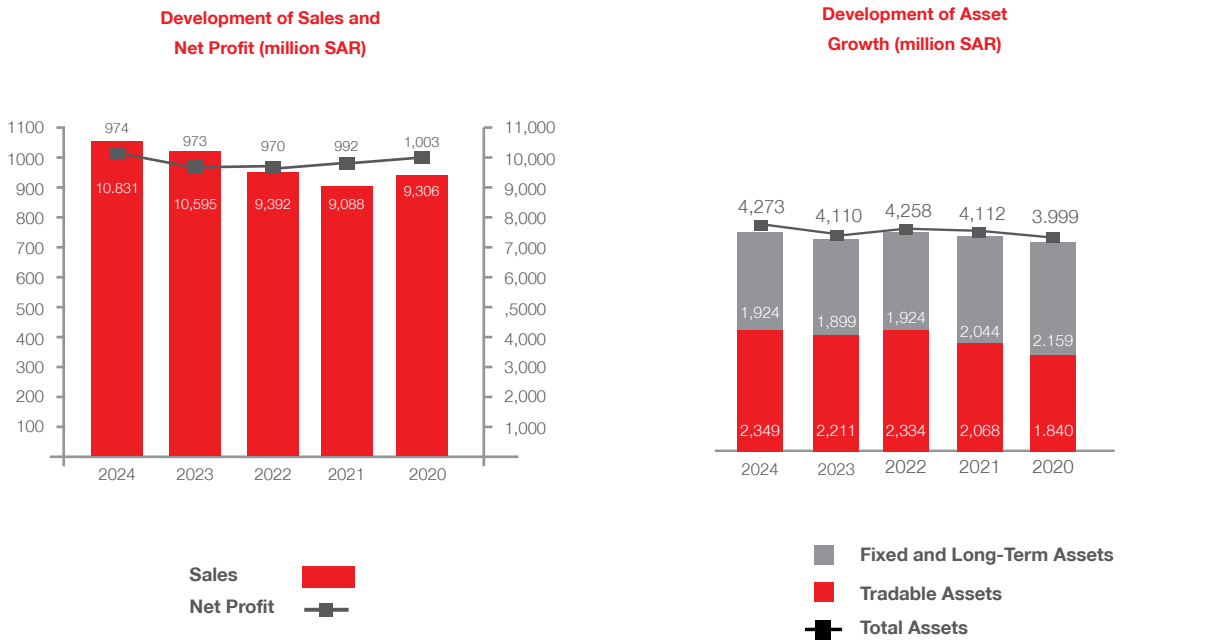
Regarding the overall performance, Jarir’s sales inside and outside Saudi Arabia increased by 2.2 % over last year, while the total profit increased by about 3.8 %, and the total profit percentage reached 12.2 % compared to 12.0 % for the last year. Net profit amounted to 974.0 million SAR, marking a 0.1% increase compared to the previous year.

The main reason for the increase in sales is the growth in smartphone and computer & tablet sales. Despite a 3.8% rise in total profit—exceeding the sales growth rate—due to a relative improvement in profit margins for certain categories, particularly smartphones, which benefited from supplier discounts, net profit saw only a slight increase of 0.1%. This was due to higher selling, marketing, administrative, general, and non-operating expenses, despite the rise in other revenues.

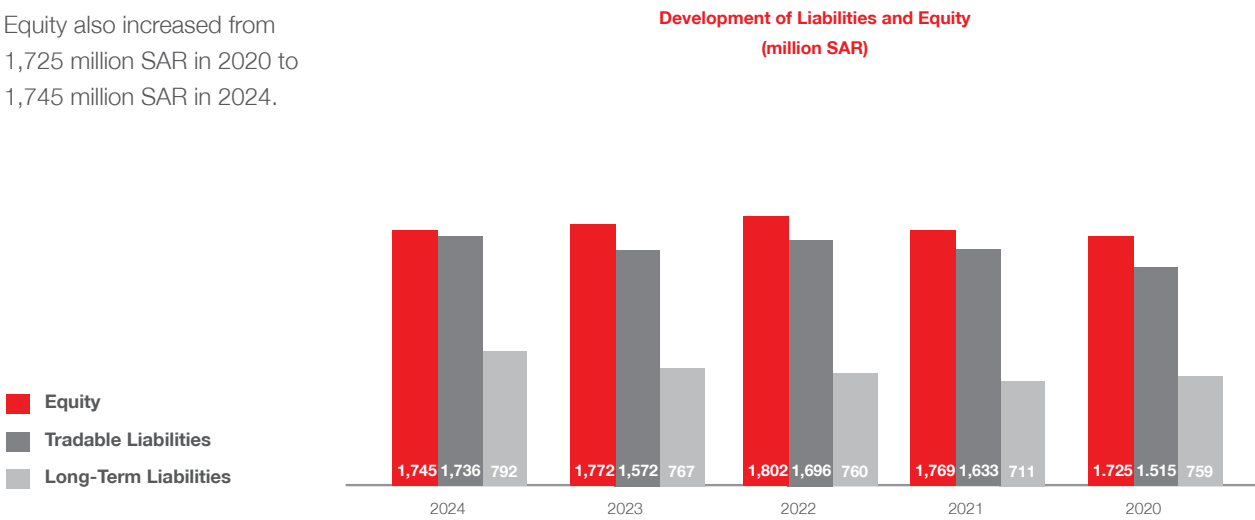
2- Reviewing Elements of Income and Budgets Lists

Thanks to Allah, during 2024, the company achieved the highest annual sales ever, reaching 10,830.9 million SAR, and achieved a net profit of 974 million SAR.

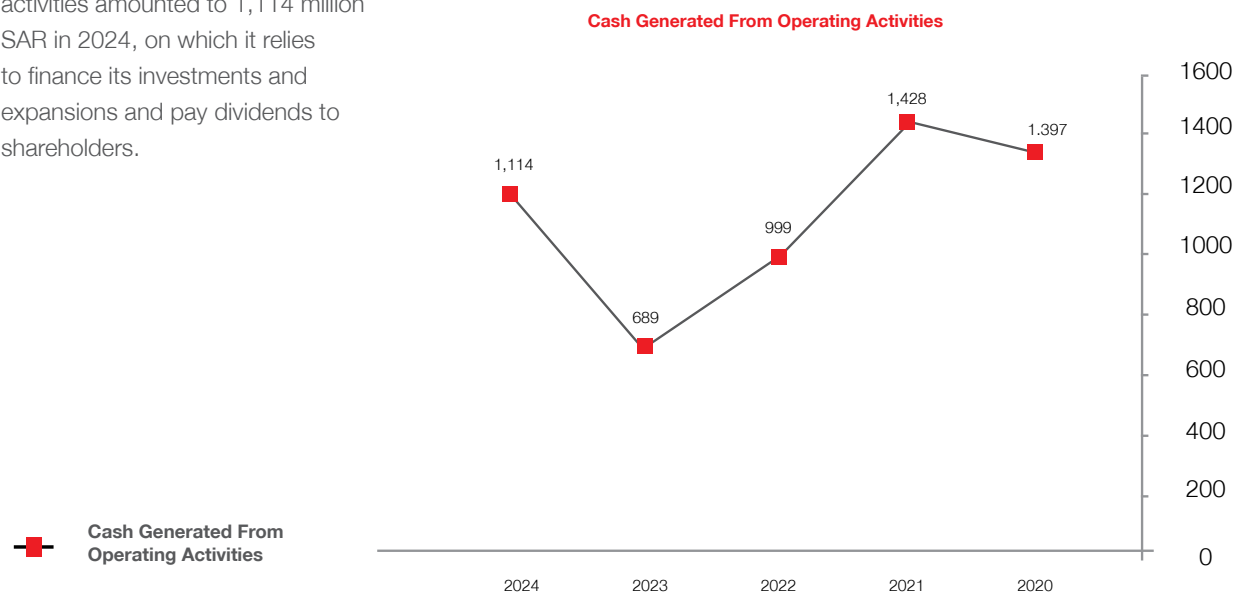
Jarir's assets have grown over the past five years from 3,999 million SAR in 2020 to 4,273 million SAR in 2024.



Equity also increased from 1,725 million SAR in 2020 to 1,745 million SAR in 2024.



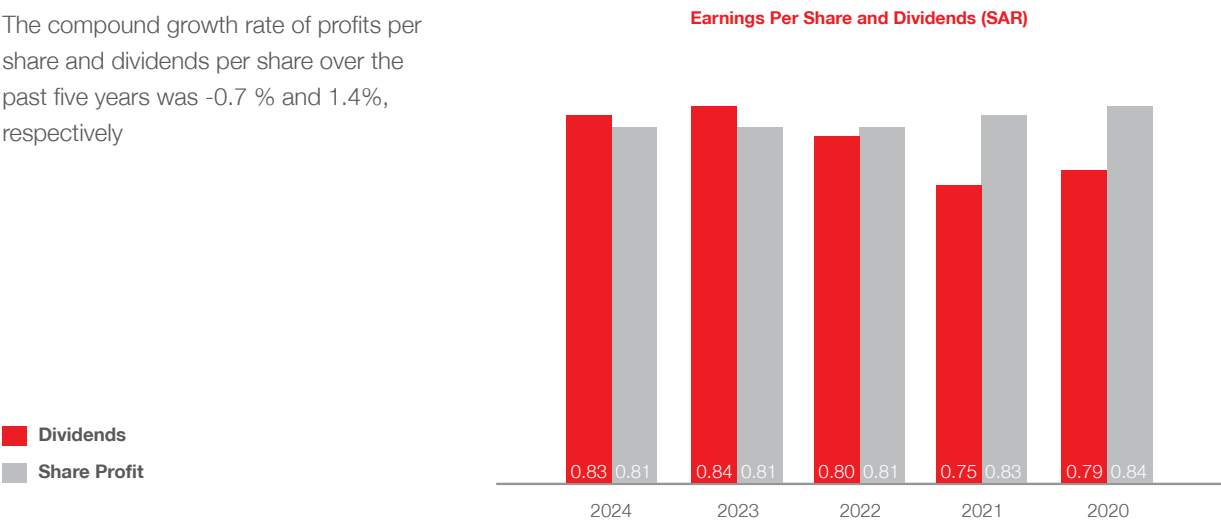
The cash generated from its operating activities amounted to 1,114 million SAR in 2024, on which it relies to finance its investments and expansions and pay dividends to shareholders.



■ Cash Generated From Operating Activities

The relative decrease in cash generated from operational activities in 2023 (compared to this year and the previous years included in the above statement) is mainly due to the increase in inventory and the decrease in supplier balances with payments made.

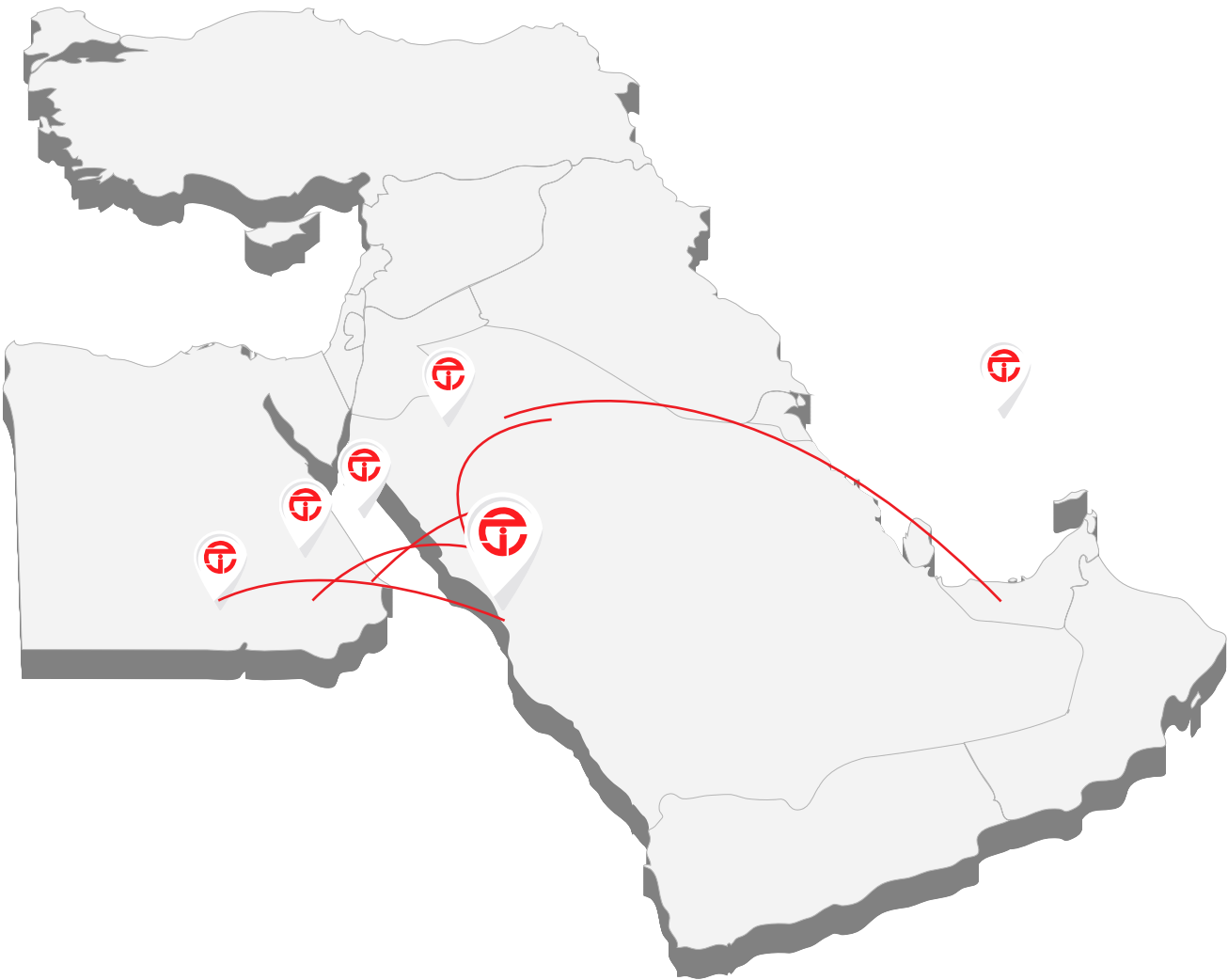
The compound growth rate of profits per share and dividends per share over the past five years was -0.7 % and 1.4%, respectively



■ Dividends
■ Share Profit

Profits per share and dividends per share have been rounded to the nearest Halala
All profits per share and dividends per share figures are based on the current share number of 1,200 million shares after share splitting during 2023.

3- Geographical Analysis of Jarir's Activity



The following table shows the sales and net profit of Jarir's activity inside and outside the Kingdom:

Geographical Region	2024		2023	
	Sales	Net Profits	Sales	Net Profits
KSA	10,042.8	947.7	10,074.2	949.9
Egypt and Other GCC Countries	788.1	26.3	520.7	23.1
Total	10,830.9	974.0	10,594.9	973.0

Million SAR

4- Lending

There were no outstanding loan balances at the beginning of the year or the end of the current year, but there was a temporary overdraft balance of 39.7 million SAR at the end of 2024.

5- Regulatory Payments, Penalties, and Sanctions

The following is a statement of the most important payments to regulatory authorities:

(1,000 SAR)

Statement	2024		Brief Description	Reason Statement
	Paid	Due Until End of Annual Financial Period and Not Paid		
Customs	23,391	0	Customs Clearance	Import
Zakat	34,922	30,500	Zakat on Income	Payment of the due amount for the annual Zakat declaration for the previous year, as well as the Zakat differences for the years 2016 and 2017.
Tax	7,289	7	Withholding Tax	On dividends to shareholders other than residents as well as foreign and non-resident service providers.
Value-Added Tax	1,571,933	16,787	Value-Added Tax	Value-Added Tax on Goods and Services Supplies of.
General Organization for Social Insurance	44,200	2,451	Social Security	Monthly Insurances Due for Saudi and Non-Saudi Workers.
Visas and Passports Costs	279	0	Employee Visas	Recruitment of Workers and Exit and Return Visas for Workers
Labor Office Fees	19,813	0	Employee Residencies	Extracting and Renewing Employee Residency Permits

The total fines or penalties imposed on the company during the fiscal year 2023 amounted to (31,313) SAR and are explained as follows:

Penalty/Sanction/Precautionary Measure/Provisional Restriction	Violation Reasons	Authority imposed the Violation	Total amount (SAR)	Treatments and Ways of Avoiding its Occurrence in Future
Fine	Labor Violations	Labor Office	900	Following Regulatory Requirements
Fine	Traffic Violations	Ministry of Interior - Traffic	4,213	Following Regulatory Requirements
Fine	Violations of Licensing Requirements	Ministry of Municipal and Rural Affairs	2,000	Following Regulatory Requirements
Fine	Transport Authority violations	Ministry of Transport	14,100	Following Regulatory Requirements
Fine	Ministry of Commerce Violations	Ministry of Commerce	10,100	Following Regulatory Requirements
Total		31,313		

6- Social Institutions Support

The total value of the social, charity institutions support, and the governmental initiatives reached to (947,873) SAR during 2024.

7- Dividends for Fiscal Year 2024

Jarir distributed cash dividends for the fiscal year 2024 according to the following table:

Period	Total Dividend (million SAR)	Share Dividend (SAR)	Announcement Date	Due Date	Dividend Date
First Quarter	228	0.19	13/05/2024	20/05/2024	29/05/2024
Second Quarter	180	0.15	8/8/2024	12/08/2024	21/08/2024
Third Quarter	312	0.26	11/7/2024	11/11/2024	20/11/2024
Fourth Quarter	276	0.23	3/23/2025	07/04/2025	16/04/2025
Total	996	0.83			

All dividends per share figures are based on the current share number of 1,200 million shares.



Capital,
Investors and
Shareholding
Notifications

5

1- Capital

The following table summarizes Jarir’s capital:

Statement	Value in SAR/Share Number
Authorized Capital	1,200,000,000 SAR
Number of Issued Shares (all are ordinary shares)	1,200 million shares.
Paid Capital	1,200,000,000 SAR
Share Nominal Value	1 SAR
Share Paid Value	1 SAR

2- Major Shareholders and Changes in shareholdings.

The following table provides details of the names, number, and shareholding percentage of major shareholders holding 5% or more, along with any changes during the year 2024.

Million Shares				
Investor Name	Number of Shares at the Beginning of 2024	Shareholding Percentage at the Begining of 2023	Number of Shares at the End of 2023*	Shareholdings Percentage at the End of 2023
Jarir Commercial Investments Company	26,205,904	%21.83	26,205,904z	%21.83

3- Shareholding Structure for Individuals and Organisations at the End of 2024

Type of Investors:

Type	Investors Number	Shares Number	Shareholding Percentage (%)
Companies and Organi-zations	824	625,144,391	52,09
Individuals	138,339	574,858,609	47,91
Total	139,163	1,200,000,000	%100

Investors According to Shareholding Proportion:

Equity Size (Share)	Investors Number	Shares Number	Shareholding Percentage (%)
More than one million	83	806,365,962	67.19
From 500,000: Less than one million	92	62,933,818	5.24
From 100,000: Less than 500,000	577	115,949,752	9.68
From 50,000: Less than 100,000	608	40,643,086	3.40
From 10,000: Less than 50,000	4,288	84,471,338	7.03
From 5,000: Less than 1,000	133,515	89,636,080	7.46
Total	139,163	1,200,000,000	%100

* Based on the investor equity report on 31/12/2024.

Investors According Categories:

Category	Number	Shares Number	Equity Percentage (%)
Saudi Individual Investors	129,717	563,987,828	47
Foreigner Resident Investors	8622	10,870,781	0.90
Saudi Companies and Organizations	150	333,671,196	27.79
Governmental and Semi-Governmental Organizations	6	47,554,207	3.96
Saudi Investing Funds	37	84,781,304	7.06
Barter Agreements	18	67,285	0.005
Foreigner Non-Resident Investors	585	156,980,500	13.08
Charitable and Endowment Organizations	32	2,186,899	0.18
Total	139,167	1,200,000,000	%100

* Based on the investor equity report on 31/12/2024.



Dividend Policy

Dividend Policy

The dividend distribution process in general depends on the net profits achieved, cash flows, and future expectations of capital investments. Although Jarir has been disbursing quarterly dividends to shareholders, there are no guarantees for future distributions, and the dividend policy may change from time to time depending on the performance of Jarir and the vision of the Board of Directors.

According to Article (39) of Jarir's Statute, the annual net profits are distributed after deducting all public expenses and other costs as follows:

- The Ordinary General Assembly may decide to form other reserves, to the extent that serves the interest of the company or ensures the distribution of fixed profits - as much as possible - to shareholders.
- The General Assembly may deduct a certain percentage of net profits to achieve social purposes for the company's employees.
- The General Assembly determines the percentage that must be distributed to shareholders from the net profits after deducting reserves, if any.
- The shareholder is entitled to his share of the profits in accordance with the decision of the General Assembly issued in this regard. The decision indicates the date of entitlement and the date of distribution. Entitlement to the profits goes to the owners of shares and those registered with the Securities Depository Center Company (Depository Center) at the end of the second trading day following the date of entitlement.
- The General Assembly may decide to distribute profits on an annual, semi-annual or quarterly basis, and the General Assembly may authorize the Board of Directors to do so.

Jarir expects that the distribution ratio will be between 80% and 100% of the net profit, unless this contradicts the financial, operational and investment needs.

A separate item is included in the agenda of the annual general assembly, which states: “Approval of authorizing the Board of Directors to distribute quarterly dividends to shareholders, with defining the eligibility and distribution date, taking into account the relevant regulations.”

The following table shows the historical development of the cash dividends of Jarir till now:

Year	Net Profit (million SAR)	Share Profit (SAR)	Distributed Profit (SAR)	Total Dividend Amount (million SAR)	The percentage of the distributedamount from the net profit (%)
2020	1,003	0.84	0.79	942	93.9 %
2021	992	0.83	0.75	900	90.7 %
2022	970	0.81	0.80	954	98.4 %
2023	973	0.81	0.84	1,002	103 %
2024	974	081	0.83	996	102 %





Risks & Future Vision

7

1- Risks Jarir Might Face

Risk management in Jarir is run by senior management in accordance with policies approved by the board of directors. the management identifies, assesses and take precautions against risks through close collaboration among Jarir departments. It assesses the probabilities of their occurrence, estimates their potential impact, and takes the necessary actions to minimize, prevent and contain such risks; and to avoid any damage they may cause as they occur.

There are many risks associated with Jarir's activities ,including:

Economic Risks:

The risks to which the economy is exposed in general, whether inside or outside the Kingdom, which have an impact on spending for individuals and institutions, and what have an impact on suppliers and manufacturers.

Strategic Risks:

These may include not being aware of the economic variables, making the wrong strategic decisions, or applying the strategies incorrectly. Jarir is keen to be aware of the economic variables through studying the market and the economic situation, and using distinguished expertise to avoid any strategic risks.

Operational Risks:

All of errors and defects facing the operational processes and the ability to work in a competitive environment. These risks include:

1- Currency Risks:

These are the risks of change in the value of financial instruments due to the change in currency exchange rates, as most of Jarir's transactions are in SAR, USD and Euros, and subsidiaries are exposed to currency conversion risks.

2- Credit Risks:

These occur when one party of a financial instrument cannot meet its obligations, which leads to the other party incurring a financial loss. To avoid credit risks, cash is deposited with banks with a high credit rating, and receivables are restricted after deducting the provision for doubtful debts.

3- Liquidity Risks:

It is the risk of difficulty in securing the cash necessary to meet its obligations, and cash risk is managed by ensuring periodically that sufficient cash is available to meet any future obligations.

4- Human Resources Risks:

The ability to attract and retain qualified and distinguished human cadres, and Jarir continuously recruits and trains national cadres, and develops an incentive reward to support the continuity and efficiency of its employees.

5- Legal Risks:

Risks related to legislative and legal changes in the Kingdom or the countries in which Jarir operates, whether from taxes, labour laws, and others.

6- Technical Risks:

Risks of the continuity of operational processes associated with technical programs in the event of a technical defect, Jarir continues to develop and support its technical programs and alternative technical infrastructure.

2 - Future Vision



Based on the above and the changes in consumer behaviour witnessed by the world as a whole and the Saudi market in particular, due to current inflation and the global political conditions of 2024, Jarir followed its same approach based on reducing the profit margin sometimes to gain a larger share in the market in light of these economic conditions and the pursuit of competitive prices from suppliers. Jarir will continue with the same strategy and will maintain its expansion plans. The expansion plans will include new regions in Saudi Arabia, Kuwait, the Emirates, and Bahrain, as well as studying expansion in other countries.

During 2024, Jarir opened three showrooms, as the number of Jarir Bookstore showrooms increased to 73 inside and outside the Kingdom. Jarir intends to open five showrooms during the year 2024 and to continue developing the Jarir website. The wholesale sales and distribution sector will continue to grow by doubling the current distribution network and entering new markets.

Jarir's future looks promising in light of our continuous endeavor to reach the largest possible segment of customers and serve them in new ways and methods. We are committed to improving Jarir's performance, achieving the desired growth, improving product display services, in addition to providing the highest levels of customer service at the best value.

Jarir is fully aware that achieving these goals depends on a strong and qualified work team, and therefore it continues to invest in human capital and attract qualified human cadres to provide the best value to its customers and investors.

Based on these givens and plans, and in light of the current and expected market conditions, and in light of the challenges surrounding the sector in which we operate, Jarir expects to achieve positive growth in 2025 compared to the fysical year 2024.



8

Governance

1- Board of Directors’ Formation

The board of directors consists of eight members according to Article No. (15) of the bylaw of Jarir. Moreover, the board of directors` formation complies with the instructions stated in Article (17) of Corporate Governance Bylaw issued by the Capital Market Authority.



Mohammed Bin Abdulrahman Al-Agil
Chairman
(Non-Executive)

Current Positions

Chairman of Jarir Marketing Co.

Qualifications

- Master degree in engineering form University of California/ Berkeley.
- A bachelor in Civil Engineering from King Fahd Univer- sity of Petroleum & Minerals.
- The certificate of OPM from Harvard University.

Experience

- Chairman of the board of director of Jarir Marketing Co. since its foun- dation until now.
- Founding Jarir Marketing Company
- Founding and managing Jarir Company for Commercial Investments.
- A former member of the boards of directors of a number of companies.
- A former member of Centennial Board of Trustees
- A member of the executive committee of the National Centre of Family Businesses (in chambers board).
- A former member in the Duke University Middle East Advisory Board.
- A former member in the committee of Board of Trustees of King Abdul Aziz and his men for the care of the gifted.



Mohammed Bin Abdullah Al-Agil
(Non-executive)

Current Positions

CEO of Jarir Real Estate Company.

Past Positions

- Investment Analyst - Director of the Real Estate Investment Department - Jarir Investment Company.
- Relationship Manager – Saudi British Bank. Membership in boards of directors, commit- tees and the board of directors of a number of companies.

Qualifications

- Bachelor of Science (Management Information Systems) from Syracuse University in New York - USA. Experiences

Experience

- • Investment Analyst - Director of the Real Estate Investment Department - Jarir Investment Company.
- Relationship Manager – Saudi British Bank.
- Membership in boards of directors, committees and the board of direc- tors of a number of companies.



Abdulkarim Bin Abdulrahman Al-Agil
CEO
Vice Chairman
(Executive)

Current Positions

Vice Chairman of Jarir Marketing Co.
CEO

Past Positions

- Assigned lecturer in Institute of Public Administration in Riyadh.

Qualifications

- The certificate of OPM from Harvard University.
- Joined many programs of management development.

Experience

- Founding Jarir Bookstore.
- A founder of Jarir Marketing Co.
- A member of the board of director of Jarir Marketing Co. since its foundation until now.
- The head of retail sector (Jarir bookstore) and the CEO of the company.
- Chairman of the board of director of Jarir Marketing Co. since 2019 till now.



Abdulrahman Bin Ismail Trabzony
(Independent)

Current Positions

Founder and CEO STV

Past Positions

- Head of Global Business Development at Google - Android.

Qualifications

- Master of Engineering from the Massachusetts Institute of Technology - Cambridge.
- Bachelor of Engineering from the Massachusetts Institute of Technology - Cambridge.

Experience

- He previously held executive positions at Google, leading its business in the region and then its new global business at the company's headquar- ters in California.
- Before that, he worked in several major companies in the banking, technology and consulting sectors in the United States.
- Member of a number of boards of directors and executive and invest- ment committees.



Mohamed Bin Dahsh Al Dahsh
(Independent)

Current Positions

Portfolio manager managing local stocks - Hassa- na Investment Company.

Past Positions

- Analyst at the Saudi British Bank.

Qualifications

- Bachelor's degree in economics from the University of Southern Cali- fornia.

Experience

- Analyst at the Saudi British Bank.



Nasser Bin Abdulaziz Al-Agil
Executive Management Consultant
(Executive)

Current Positions

Executive Management Consultant

Past Positions

- He worked in the information technology department at the General Water Desalination Corporation.
- Former Chief Operating Officer at Jarir Marketing Co.

Qualifications

- Bachelor's degree in computer science from Eastern Washington University.
- He has attended multiple courses on business development.

Experience

- He worked in the information technology department at the General Water Desalination Corporation.
- A former member of the boards of directors of a number of companies.
- A member of the board of director of Jarir Marketing Co. since its foundation until now.
- Former Chief Operating Officer at Jarir Marketing Co.



Fahd bin Abdullah Al Qassem
(Non-executive)

Current Positions

- Member of Boards of Directors of a number of companies.

Past Positions

- CEO of Amwal Financial Consulting Company (2001 - 2011).
- CEO of Al-Othaim Commercial Group (2000 - 2001).
- Partner and director of KPMG International (1995 - 1999).
- Executive Director of Dallah Hospital (1991 - 1995).
- Partner in Al Qasim Certified Public Accountants (1990 - 1991)

Qualifications

- Bachelor of Administrative Sciences, specializing in Accounting, from King Saud University.
- AMLP Advanced Management and Leadership Program from Oxford University.

Experience

- Financial and administrative consulting and auditing (25 years).
- Executive management - health institution (5 years).
- Executive management - retail and wholesale trade (one year).
- Member of the Board of Directors of a number of companies.
- Member of many committees (investment - audit - governance - nomina- tions and rewards).



Asmaa Bint Talal Hamdan
(Independent)

Current Positions

Chief Executive Officer of Shared Services, Flynas.

Past Positions

- CEO (Project Management, Human Resources, Information Technology, Purchasing Department).
- Project management, planning and sales operations for Hewlett-Packard.
- Dar Al-Warq Company (strategic business planning).

Qualifications

- Master of Business Administration from Prince Sultan University.
- Bachelor of Business Administration, King Saud University.
- The Art of Negotiation Program from Harvard University.
- Digital Transformation Program from the University of Virginia.
- INSEAD Leadership Communication Program.

Experience

- CEO (Project Management, Human Resources, Information Technology, Purchasing Department)
- Project management, planning and sales operations for Hewlett-Packard.
- Dar Al-Warq Company (strategic business planning).

In the following table is a list of the companies in which a member of the company’s board of directors is a member of its current and previous boards of directors or one of its managers

Memeber Name	Companies in which the board member is a director or a member of their current boards			Companies in which the board member was a director or a member of their previous boards		
	Company Name	Legal Entity	Inside/ Outside KSA	Company Name	Legal Entity	Inside/Out- side KSA
Mohammed Bin Abdulrahman Al-Agil	Alkhorayef Group	Unlisted Joint-Stock	Inside KSA	Al-Andalus Property Company	Listed Joint-Stock	Inside KSA
				Al Faisaliah Group	Unlisted Joint-Stock	
				Tawuniya for Insurance		
				Riyadh Najd Schools		
				NAFFCO		
				Jarir Trading LLC		
				Horma International Company		
				Horma National Company		
				Nourah National Company		
				Sanabel Saudi Company		
				Hamat Holding		
				Imtiaz Al Arabia		
				Middle East TV Company “MBC”		
	Abdulkarim Bin Abdulrahman Al-Agil	Jarir Real Estate Company	Unlisted Joint-Stock	Inside KSA	Horma International Company	Unlisted Joint-Stock
Kite Arabia Co.		Horma Projects Company				
Labab Horma Company		Factor Car Outlet (American company) F.C.O.			Listed Joint-Stock	Outside KSA:
Horma National Company						
Nourah National Company						
Nasser Bin Abdulaziz Al-Agil	Riyadh Najd National Schools Com-pany	Unlisted Joint-Stock	Inside KSA			
	Sanabel Horma Company					
Abdulrahman Bin Ismail Trabzony	Riyad Bank	Listed Joint-Stock	Inside KSA	Saudi Digital Payments Company (STC Pay)		Inside KSA
				Saudi Technology Development And Investment Company (Taqnia)		
				Careem co.		
				Akia Saudi Company		
				Intigral		
				Saudi Telecom Company (Jawwy)		
Mohamed Bin Dahsh Al Dahsh	Jubail United Petrochemical Company	WLL	Inside KSA			
	Aramco for Crude Oil Supplies					
Asmaa Bint Talal Hamdan	MOBI Industry Company	Listed Joint-Stock	Inside KSA	Paper House Trading Co.	WLL	Inside KSA

Memeber Name	Companies in which the board member is a director or a member of their current boards			Companies in which the board member was a director or a member of their previous boards			
	Company Name	Legal Entity	Inside/Out-side KSA	Company Name	Legal Entity	Inside/Outside KSA	
Fahd bin Abdullah Al Qassem	Savola Group	Listed Joint-Stock	Inside KSA	Bank Albilad	Listed Joint-Stock	Inside KSA	
	Tiba Investment Company			Unlisted Joint-Stock			
	Dallah Healthcare Company						
	Riyadh Construction Company						
	Company of Dr. Mohammed Rashid Al-Faqih and Partners	Unlisted Joint-Stock		Fahd Abdullah Abdulaziz Al-Qasim and his sons Company for Trade and Investment			
	Alargan Projects company			Saudi Heritage Hospitality Co.			
	Al Rajhi Union Investment Holding Company (Executive)			Al Rajhi Alfa Investment Holding Company			
	Mohammed Abdul Aziz Al Habib and Sons Holding Company			Raj Real Estate Company			
	Abdullah bin Ibrahim Al Subaie Holding Company (AIMS)			Amwal Financial Consulting Company			
	- Jarir Real Estate Company			WLL	Twenty-First Century and Partner Real Estate Assessment Company		
	Jarir Commercial Investments Company	National General Automobile Company					
	Areez Commercial Investment Company LLC	Al Qasim Fund Company for Investment and Commercial Development					
	Gulf Basqat Company						
	Osoul Real Estate Company						
	Artal Financial Company						
	Panda Company						
	Fincorp Investment Holding Company	Egyptian Closed Joint-Stock	Outside KSA:	General Corporation of Saudi Post	Governmental Institution		
	Mohammed Bin Abdullah Al-Agil	Jarir Marketing Company	Listed Joint-Stock	Inside KSA	Bayan Real Estate Company	Closed Joint-Stock	Inside KSA
		Jarir Commercial Investments Company	Closed Joint-Stock		Imtiaz Al Arabia		
Hamat Holding							
Jarir Real Estate Company							
Sisters' Entity Company							
Future Summit Company							
Jawaher Oraib Company							
International Real Estate Investment Company							
Kite Arabia Co.							
Al Imtiaz Al Riyadi Company							
Business Park Fund							
Capital Investment Fund							
Osoul Horma Company			Simplified Joint-Stock				
Labab Harmah Company			WLL				
High Arrow Investment Company (one person)							
Future Homes Development and Real Estate Investment Company							
Aoun Al-Ashqaa Investment Company							
Fahira Najd Trading Company							
Akal National Investment Company							
Jarir Union Company (one person)							
Afras Arabia Company							
East Health Medical Company							
Al Wusta Medical Company							
Areez Commercial Investment Company							
Twenty-First Century and Partner Real Estate Assessment Company							
Al Dahia Al Methalia Company							

The names and data of the members of the Executive Management are as follows:

No	Memeber Name	Current Positions	Previous Positions and Experience	Qualifications
1	Abdul Karim Bin Abdulrahman Al-Agil	He has previously been identified within the names and information of the members of the Board of Directors.		
2	Nasser Bin Abdulaziz Al-Agil	He has previously been identified within the names and information of the members of the Board of Directors.		
3	Safi Bin Alwi Al-Safi	Chief Operating Officer	<ul style="list-style-type: none">• Board Member at Najm Insurance Services Company.• Vice President of Planning & Business Development at Jarir Bookstore (2009 – 2024)• Marketing Department Manager at Jarir Bookstore (2007 – 2009).• Held several managerial positions in sales and marketing at Unilever: Customer Marketing Manager, Modern Trade Sector Manager, Regional Operations Manager (2002 – 2007).	<ul style="list-style-type: none">• Advanced Management Program (AMP) from Harvard.• Bachelor's degree in Management Information Systems from King Fahd University of Petroleum & Minerals.
4	Abdulaziz bin Nasser Al-Agil	Acting Financial Director	<ul style="list-style-type: none">• • Founder and Managing Director of Shawarmix (KSA).• • Director of Operations at Imtiaz Arabia (KSA) Fashion and Clothes Company.• • Senior Relationship Manager, HSBC (KSA).• • Analyst, Credit Suisse (London, UK).• • Member of the Board of Directors of Gulf Finance House (KSA), Investment Bank, April 2021 to present.	<ul style="list-style-type: none">• Business Administration (Finance and Marketing) from the American University of Sharjah.
5	Hossam Al Din Rashad Al Husseiny Tuballa	Internal Audit Manager	<ul style="list-style-type: none">• 2019 – 2022: Director of Internal Audit and Corporate Governance - AIH Group.• 2018 – 2019: Internal audit leader for a group of hospitals including; Nile Badrawi, Al-Shorouk, Al-Khatib and Cleopatra - Egypt.• 2003 – 2017: Executive Director of Internal Audit - Americana Group.• 2000 - 2003: Acting Partner - KPMG, Cairo, Egypt.• 1998 - 2000: Director/Senior Director - KPMG, Cairo, Egypt.• 1994 – 1998: Auditor/Senior Supervisor - Deloitte & Touche - KSA.• 1988 – 1994: Senior Auditor - KPMG, Cairo, Egypt.• 1987 - 1988: Management Accountant - Egyptian Kuwaiti Polyvinyl Chloride (PVC), Islon.• Experience in accounting, auditing and internal control since 1987 in a number of companies and audit offices.	<ul style="list-style-type: none">• Member of the American Institute of Certified Public Accountants (AICPA), USA.• Member of the American Institute of Certified Internal Auditors (IIA), USA.• Member of the Egyptian Society of Accountants and Auditors, Cairo, Egypt.• Bachelor of Commerce and Business Administration, Accounting, Helwan University, Egypt.

2 - Board and General Assembly Meetings Attendance Record for the Fiscal year 2023

Seven board meetings were held during 2023. Their dates and attendance record are below:

	Name	Board Meeting Date						
		28/01/2024	07/03/2024	5/13/2024	8/8/2024	11/7/2024	12/30/2024	Total of Attendants
1	Mohammed Bin Abdulrahman Al-Agil	√	√	xx	√	√	√	5
2	Abdul Karim Bin Abdulrahman Al-Agil	xx	√	√	√	√	√	5
3	Nasser Bin Abdulaziz Al-Agil	√	√	√	√	√	√	6
4	Asmaa Bint Talal Hamdan	√	√	√	√	√	√	6
5	Abdulrahman Bin Ismail Trabzony	√	√	√	√	√	√	6
6	Fahd bin Abdullah Al Qassem	√	√	√	√	√	√	6
7	Mohamed Bin Dahsh Al Dahsh	√	√	√	√	√	√	6
8	Mohammed Bin Abdullah Al-Agil	√	√	√	√	√	√	6
Last General Assembly Meeting was held on 30/05/2024								

√ - in person **X** – by proxy by another Board member **XX**- absent

3- General Assembly Meetings Attendance Record for Shareholders

A board meeting was held during 2024. Its date and attendance record are below:

	Name	Attendance Record
		Ordinary General Assembly 30/05/2024
1	Mohammed Bin Abdulrahman Al-Agil	√
2	Abdul Karim Bin Abdulrahman Al-Agil	√
3	Nasser Bin Abdulaziz Al-Agil	√
4	Asmaa Bint Talal Hamdan	√
5	Abdulrahman Bin Ismail Trabzony	√
6	Fahd bin Abdullah Al Qassem	√
7	Mohamed Bin Dahsh Al Dahsh	√
8	Mohammed Bin Abdullah Al-Agil	√

√ - Present **XX**- Absent

4 - Company Requests for the Shareholders’ Register

Statement of the number of Jarir requests for the shareholders register during 2024:

Number of Jarir Requests for Shareholders Register	Request Date	Reasons for Request
1	1/4/2024	Company's Procedures

5- Committees

1- Audit Committee:

The audit committee was established in accordance with Article (51) of the Corporate Governance Bylaw issued by the Capital Market Authority on 25/06/1444 AH corresponding to 18/01/2023 AD, and in accordance with Article (2) and the bylaw of the Audit Committee approved by the ordinary general assembly at its meeting on 25/12/2017 that amended by the extraordinary general assembly meeting on 28/10/2018, and the ordinary general assembly meeting on 26/05/2021.

The committee shall study the subjects that are assigned to it or referred to it by the board of directors, submit its recommendations to the board for decision, or take decisions if authorized by the board. The committee shall inform the board of its findings, decisions or recommendations. The committee is also responsible for monitoring the Jarir's operations and verifying the validity and integrity of the reports, financial statements and internal control systems. The committee's functions include the following:

Financial Reports:

- 1. Studying the preliminary and annual financial statements of the company prior to presenting them to the board of directors, and providing its opinion and recommendation on them in order to ensure their integrity, fairness and transparency.
- 2. At the request of the board of directors, providing the technical opinion on whether the board's report and the financial statements of the company are fair, balanced, understandable, and include information that enables shareholders and investors to evaluate the company's financial position, performance, work model and strategy.
- 3. Studying any important or unusual issues included in the financial reports.
- 4. Thorough investigation of any matters raised by Jarir's CFO, or their deputies, Jarir Compliance Officer, or the auditor.
- 5. Verification of accounting estimates on principal issues in the financial reports.
- 6. Studying the accounting policies followed in Jarir, and providing the board with opinions and recommendations on them.

Internal Audit:

- 1. Studying and reviewing the internal control, financial and risk management systems of Jarir.
- 2. Studying the internal audit reports, and following up the implementation of corrective measures of the notes contained therein.
- 3. Supervising and controlling the performance and activities of the internal auditor and the internal audit department of Jarir, in order to verify the availability of the necessary resources and their effectiveness in the performance of the works and tasks entrusted to them.
- 4. Recommending to the board of directors to appoint the director of the internal audit unit or department of the internal auditor, and proposing their remuneration.

Auditor:

- 1. Recommending to the board of directors the nomination and dismissal of auditors, determining their fees and evaluating heir performance, after verifying their independence and reviewing the scope of their work and the terms of their contract.
- 2. Verifying the independence, objectivity and fairness of the auditor, and the effectiveness of the audit, taking into account the relevant rules and tandards.
- 3. Reviewing the plan and work of company's auditor, making sure that they don't provide technical or administrative works beyond the scope of the audit work, and making comments thereon.
- 4. Answering the inquiries of the company auditor.
- 5. Making sure that the auditor is able to perform their work, and that information is not withheld from them.
- 6. Studying the auditor's reports and observations on the financial statements, and following up on actions taken on them.

Commitment Guarantee:

- 1. Reviewing the results of the reports of the regulatory bodies, and verifying that the company has taken the required procedures upon them.
- 2. Verifying the company's compliance with relevant systems, regulations, policies and instructions.
- 3. Reviewing the contracts and transactions proposed by the company with the related parties, and submitting their views thereon to the board of directors.
- 4. Referring the issues it deems necessary to the board of directors to take action on them, and recommending the actions to be taken.

The names and data of the members of the Committee are as follows:

No	Name	Current Positions	Past Positions	Qualifications	Experience
1	Medhat Farid Abbas Tawfik Head of Committee	Executive partner at Irsaa Al Jazira Group for Business Solutions.	• Working with Samba Financial Group for 24 years in several positions as head of the money transfer department, compliance manager, and internal audit manager.	• Bachelor of Science majoring in Chemistry from Belmont University, Tennessee. • Technical Qualification Program (Citibank Asia Pacific Program) – Citibank. • Anti-Money Laundering Certificate (ACAMS).	• Member of the Audit Committee of the Saudi Telecom STC. • Head of the Audit Committee at JAWJ Holding Company. • Independent Board Member of Rana Investment Company. • Establishing an outsourcing company, IRSAA Business Solutions, responsible for risk management and internal audit.
2	Abdulsallam Bin Abdulrahman Al-Agil	• Chairman of of Asala Holding Company, Imtiaz Al Arabia Co, Riyadh Najd school, Horma national Company. • Managing Director of Jarir Company for Commercial Investments, Jarir Trading Development Company. • CEO of Jarir Company for Commercial Investments. • General Manager of Burooj International Co Ltd., Future Markets Co Ltd., Advanced Markets Co Ltd., Afrass arabia Co Ltd., Jarir Union Company. • Chairman of Future Houses Company. • Head of the Investment Committee at Kinan International for Real Estate Development. • Member of the Audit Committee at the General Authority for Investment. • Head of the Audit Committee at Jarir Markeing Company).	• Financial Analyst at Cresscott Inc. Newyork - USA (1989 - 1990). • Facilities official for major companies at Banque Saudi Fransi-Saudi Arabia (1991 - 1993). • Member of the Advisory Committee - Capital Market Authority (2013-2016). • Board member of the General Authority for Investment (2015-2018).	• Bachelor of Science in Industrial Management from King Fahd University of Petroleum and Minerals - KSA. • CPE course from the Family Establishments Office - United States of America. • Certificate in Strategic Finance from Harvard University - USA • Certificate in Private Wealth Management - Wharton Education Program - Pennsylvania, USA. • Certificate of passing the CME test from the Institute of Banking - Riyadh. • A course in Corporate Governance, Compliance, Anti-Money Laundering and Combating Terrorism from Al-Jazira Bank in Riyadh.	• (Former) Member of the Advisory Committee at Capital Market Authority. • (Former) board member of Malath Insurance and Rein-surance Company. • Board member of Herfy Food Services Company. • (Former) member of Jarir Holding Company (liquidated).
3	Mohamed Bin Dahsh Al Dahsh	He has previously been identified within the names and information of the members of the Board of Directors.			

Seven meetings of the Committee were held in 2024. The attendance record is as follows:

No	Name	Position	Meeting Date							Total of Attendants
			3/6/2024	5/9/2024	6/5/2024	8/7/2024	9/8/2024	11/6/2024	11/24/2024	
1	Medhat Farid Abbas Tawfik	Head of Committee	√	√	√	√	√	√	√	7
2	Abdulsallam Bin Abdulrahman Al-Agil	Member	√	√	√	√	√	√	√	7
3	Mohamed Bin Dahsh Al Dahsh	Member	√	√	√	√	√	√	√	7

√ - in person X – by proxy by another Board member XX- absent

In light of the work done by the committee during 2024, the audit committee considers that there is no material deficiency in the internal control, financial, and risk management systems, that hinder achieving their intended goals.

2 - Rewards and Nominations Committee:

The Remuneration and Nominations Committee was formed in accordance with Article (57), Article (61), and Paragraph (7) of Article (47) of the Corporate Governance Regulations, as amended by the resolution of the Capital Market Authority Board dated 15/09/1440H – 25/06/1444H, corresponding to 13/02/2017 – 18/01/2023. It was also formed in accordance with Article (2) of the Regulations for the Remuneration and Nominations Committee, which were approved by the Ordinary General Assembly in its meeting held on 25/12/2017 and amended by the resolution of the General Assembly in its meeting held on 30/05/2024.

The committee is responsible for studying the matters within its jurisdiction or those referred to it by the Board of Directors. It submits its recommendations to the Board for decision-making or takes decisions if authorized by the Board. The committee informs the Board of Directors of the results it reaches, the decisions it makes, or the recommendations it provides.

In respect of rewards, the Committee shall:

- 1. Clarify the relationship between the granted rewards and the applicable rewards policy, and indicate any significant deviation.
- 2. Conduct a periodic review of the reward policy, and evaluate its effectiveness in achieving its objectives.
- 3. Recommend to the board the rewards of the members of the board, its subordinate committees and senior executives in accordance with the approved policy.

In relation to nominations, the Committee shall:

- 1. Propose clear policies and criteria for board and executive management membership.
- 2. Recommend to the board of directors to nominate and re-nominate members in accordance with the approved policies and standards.
- 3. Prepare a description of the abilities and qualifications required for membership of the board of directors and occupying the jobs of executive management.
- 4. Determine the time a member should allocate to the work of the board of directors.
- 5. Conduct an annual review of the necessary skills or experience for board membership and executive management jobs.
- 6. Review the structure of the board and executive management, and make recommendations on possible changes.
- 7. Annually verify the independence of independent members and the absence of any conflict of interest if the member is a board member of another company.
- 8. Develop a job description for executive members, non-executive members, independent members and senior executives.
- 9. Establish special procedures in case of a vacancy in the board of directors or senior executives.
- 10. Evaluate the performance of the board of directors, its committees and executive management annually, and submit its findings to the board of directors, recommending a plan to address the aspects that need to be developed.
- 11. Identify weaknesses and strengths in the board of directors, and propose solutions to address them in line with Jarir's interests.

The following is a list of the names and record of the attendance of the members of the Committee during the fiscal year 2024:

No	Name	Current Positions	Past Positions	Qualifications	Experience
1	Abdulahman Bin Ismail Trabzony	He has previously been identified within the names and information of the members of the Board of Directors.			
2	Mohammed Bin Abdulrahman Al-Agil	He has previously been identified within the names and information of the members of the Board of Directors.			
3	Fahd bin Abdullah Al Qassem	He has previously been identified within the names and information of the members of the Board of Directors.			

Two meetings was held by the committee in 2024. The attendance record is as follows:

	Name	Position	Meeting Date		Total of Atten-dants
			07/03/2024	12/30/2024	
1	Abdulahman Bin Ismail Trabzony	Head of Committee	√	√	2
2	Mohammed Bin Abdulrahman Al-Agil	Member	√	√	2
3	Fahd bin Abdullah Al Qassem	Member	√	√	2

√ - in person **X** – by proxy by another Board member **XX**- absent

3- Governance Committee:

The Governance Committee was formed in accordance with Articles (91), (92) of the Corporate Governance Bylaw issued by the Board of the Capital Market Authority under Resolution No. (8-16-2017) on 16/5/1438 AH, corresponding to 13/2/2017, as amended by the resolution of the board of The Capital Market Authority on 25/06/1444 AH, corresponding to 18/01/2023.

In accordance with Article (2) of the Corporate Governance Bylaw, which is approved by the Board of Directors in its decision dated 3/9/1441 AH, corresponding to 11/6/2019, the committee studies matters that are pertaining to it or referred to it by the board of directors, and submits its recommendations to the board to take a decision regarding them, or it takes decisions if the board delegates to it to do so. The committee informs the board of directors of the results it reaches or the decisions it takes or recommends.

The committee is responsible for the following:

- 1. Verifying that the company adheres to the governance rules stipulated in the Corporate Law, the Corporate Governance Bylaw and other bulaws issued by the Authority or by the competent authorities
- 2. Reviewing and updating the rules in accordance with legal requirements and best practices.
- 3. Reviewing and developing the rules of professional conduct that represent Jarir's values, and other internal policies and procedures to meet the company's needs and conform to best practices.
- 4. Informing members of the board of directors of developments in the field of corporate governance and best followed practices.

The following is a list of the names and record of the attendance of the members of the Committee during the fiscal year 2024:

No	Name	Current Positions	Past Positions	Qualifications	Experience
1	Fahd bin Abdullah Al Qassem	He has previously been identified within the names and information of the members of the Board of Directors.			
2	Mohammed Bin Abdulrahman Al-Agil	He has previously been identified within the names and information of the members of the Board of Directors.			
3	Anas Bin Dawod Al Asfany	<ul style="list-style-type: none">• Head of the Governance Management Sector and Secretary of the Board of Directors of the Royal Commission for AlUla Governorate.• Member of the Governance Committee at Jarir Marketing Company.• Head of the Governance Committee at Jarir Investment Company.• Member of the Audit Committee at Al Sulaiman Real Estate Company.• Member of the Nominations and Rewards Committee at the National Center for Performance Measurement of Public Agencies.	<ul style="list-style-type: none">• Investor Relations Manager• Secretary of the Board of Directors• Saudi Stock Exchange Company (Tadawul)	Master's degree in Corporate Law from the University of Nottingham UK.	

No meetings were held by the committee during the fiscal year 2024

6- Rewards Disclosure

Jarir has prepared “The reward policy of the members of Jarir Marketing Company’s board, its subordinate committees and executive management” pursuant to the provisions of paragraph (1) of Article (58) of the Corporate Governance Bylaw issued by the Capital Market Authority Board on 25/06/1444 AH corresponding to 26/05/2021 AD and ammended by the Ordinary General Assembly on 26/05/2021. The rewards granted to directors and senior executives is consistent with the approved policy. Jarir also affirms that there is no significant deviation from this policy.

Hereinafter we state the mechanism of the reward policy of the members of board of directors, its subordinate committees and executive management as per policy:

General Criteria for Rewards:

- 1. Their consistency with the company’s strategic plans; long-term and short-term objectives; its activities; the sector in which it operates; the skills required to manage it; and the size, nature and degree of risk at Jarir.
- 2. Urging members of the board, its committees and executive management to ensure the company’s success and long-term development, and linking the variable segment of rewards with long-term performance.
- 3. Rewards should be determined based on the level of the job, the tasks and responsibilities assigned to the employee; and the level of performance, in addition to the objectives set by the board to be achieved during the fiscal year.
- 4. Taking into account the practices of other companies in determining rewards, while avoiding any unnecessary rise of rewards and compensation arising out of that.
- 5. They aim at attracting, maintaining and motivating professional competencies, yet they shall not exceed the acceptable limits.
- 6. To be Prepared in coordination with the Rewards and Nominations Committee at Jarir upon the new appointments.
- 7. Suspension or refund of the rewards if it turned out that it has been determined on the basis of inaccurate information provided by a member of the board or executive management; in order to prevent the exploitation of the career status to obtain undue rewards.

The policy stipulates that the rewards of the members of the board and its subordinate committees shall be as follows:

The rewards of the members of the board and its subordinate committees shall consist of a certain amount and attendance allowance for meetings or expenses, detailed as follows:

- An annual reward of (300,000) three hundred thousand SAR for each board member.
- Addition annual reward to the chairman, which amounts to (250,000) Two hundred and fifty thousand SAR.
- An annual reward of (50,000) fifty thousand SAR for each member of the subordinate committees of the board.
- Session attendance allowance of (3000) three thousand SAR per session for each member either in the board or in one of its subordinate committees.
- Other allowances and benefits such as travel expenses and others are added as per Jarir’s policy.

The policy also stipulates that the rewards of executive management shall be as follows:

The company gives senior executives financial advantages based on the salary scale and policy adopted in this regard.

Executive management rewards include:

- Annual Bonus Determined According to Performance.
- Long-term Incentive Reward

Following is a breakdown of the rewards paid to board members and senior executives during fiscal year 2024:

Board Members Rewards:

A breakdown of rewards paid to board members during fiscal year 2024 (in their capacity as board members):

(1,000 SAR)

	Fixed Rewards			Variable Rewards							Severance Pay	Grand Total	Expenses Allowance
	Certain Amount	Board Session Attendance Allowance	Total Committee Session Attendance Allowance	In-kind benefits	Technical, Administrative and consulting Rewards	Reward of the Chairman, , the Managing Director, or Secretary if they were a Member	Grand Total	Percentage of Profits	Regular Rewards	Short-term Incentive Plans	Long-term Incentive Plans	Granted Shares	Grand Total
First: Independent Members													
Abdulrahman Bin Ismail Trabzony	300	18					318						318
Mohamed Bin Dahsh Al Dahsh	300	18					318						318
Asmaa Bint Talal Hamdan	300	18					318						318
Total	900	54					954						954
Second: Non-Executive Members													
Mohamed Bin Abdulrahman Al-Agil	300	18				250	568						568
Fahd bin Abdullah Al Qassem	300	18					318						318
Mohamed Bin Abdullah Al-Agil	300	15					315						315
Total	900	51				250	1201						1201
Second: Executive Members													
Abdulkarim Bin Abdulrahman Al-Agil	300	15					315						315
Nasser Bin Abdulaziz Al-Agil	300	18					318						318
Total	600	33					633						633

In this regard, the company affirms the following:

- There is no arrangement or agreement whereby a board member or a senior executive waives any salary or compensation.
- There are no arrangements or agreements whereby a Jarir’s shareholder waives any rights in profits.
- There are no other investments or reserves created for Jarir’s employees.

Senior Executive Rewards

Following is a breakdown of rewards paid to five senior executives who received the highest rewards, including the CEO and the chief financial officer during the fiscal year 2024:

1,000 SAR

Fixed Rewards	
Salaries	11,736
Allowances	3,292
In-kind benefits	311
Total	15,339
Variable Rewards	
Regular Rewards	16,917
Profits	0
Short-term Incentive Plans	0
Long-term Incentive Plans	0
Granted Shares	0
Total	16917
Severance Pay	9,600
Total of Executives` Rewards	633
Grand Total	42,489

Jarir is committed to disclosing the incentives granted to senior executives in total according to the statutory requirements contained in subparagraph (4/b) of Paragraph (a) of Article No. (90) of the Corporate Governance Bylaw, without disclosing them in detail to protect the company's interests and prevent damages that may befall the company if they are mentioned in detail. These damages may include the creation of a climate of competition and job instability, probably affecting the company's performance and, consequently, the shareholders.

Rewards of members of committees





Following is a breakdown of rewards paid to members of committees during the fiscal year 2024:

1,000 SAR

	Fixed rewards (except for session attendance allowance)	Session attendance allowance	Total
Members of Audit Committee			
Abdulsallam Bin Abdulrahman Al-Agil	180	21	201
Mohamed Bin Dahsh Al Dahsh	130	21	151
Medhat Farid Abbas Tawfik	180	21	201
Total	490	63	553
Members of Rewards and Nominations Committee			
Fahd bin Abdullah Al Qassem	50	6	56
Mohammed Bin Abdulrahman Al-Agil	50	6	56
Abdulrahman Bin Ismail Trabzony	50	6	56
Total	150	18	168
Members of Governance Committee			
Fahd bin Abdullah Al Qassem	50	0	50
Mohammed Bin Abdulrahman Al-Agil	50	0	50
Anas Bin Dawod Al Asfany	50	0	50
Total	150	0	150

7- Employee Incentive Programs

Jarir established a number of employee incentive programs. The following is a summary of these programs:

	Employee Incentive Programs	According to this program, Jarir Management grants its senior employees the right to receive cash incentive compensation at the end of the maturity period if specific conditions are met. The calculation of these rewards is linked to the growth achieved by Jarir in its annual profits, which is determined in accordance with the Company's preliminary consolidated financial statements.
	Housing Finance Program	It's granted to Saudi employees under certain terms and conditions. Jarir grants finance to its Saudi employees with outstanding performance to buy their own homes through loans repayable in installments for ten years, with the aim of enhancing loyalty for national competencies as well as attracting new Saudi competencies.
	Sales Staff Rewards	They include annual rewards and sales bounces, and are largely related to performance.
	Employee Rewards	It is an incentive annual reward, which is linked to employee performance during the year according to an annual assessment.

8- Shareholding Percentage and its Change During 2023 for Board Members, Senior Executives, Their Spouses and Minor Children:

Board Members, Senior Executives, Their Spouses and Minor Children

The following table shows the number of Jarir shares owned by board members during the year 2024:

	Memeber Name	Start of 2024	End of 2024*	Difference During Year	Difference Rate	Debt Instruments
1	Mohammed Bin Abdulrahman Al-Agil	26,435,680	26,435,680	0	0%	non
2	Abdul Karim Bin Abdulrahman Al-Agil	38,400,000	38,400,000	0	0%	non
3	Nasser Bin Abdulaziz Al-Agil	4,812,370	4,812,370	0	0%	non
4	Mohammed Bin Abdullah Al-Agil	67,000	67,000	0	0%	non
5	Fahd bin Abdullah Al Qassem	20,000	20,000	0	0%	non
6	Abdulrahman Bin Ismail Trabzony	0	0	0	0%	non
7	Mohamed Bin Dahsh Al Dahsh	0	0	0	0%	non
8	Asmaa Bint Talal Hamdan	5,860	6,356	496	8.46%	non

Senior Executives, Their Spouses and Minor Children:

The following table shows the number of Jarir shares owned by senior executives during the year 2024:

	Name	Start of 2024	End of 2024	Difference During Year	Difference Rate	Debt Instruments
1	Safi Bin Alwi Al-Safi	0	0	0	0%	non
2	Abdulaziz bin Nasser Al-Agil	0	0	0	0%	non
3	Hossam Al Din Rashad Al Hussein Tuballa	0	0	0	0%	non

9- The Related Parties Transactions

The Board of Directors is pleased to present this report on transactions and contracts with related parties for the year ended December 31, 2024. During this year, the company conducted transactions with the following related parties. It is worth noting that the terms of these transactions do not differ from those conducted with non-related parties and do not include any special advantages or conditions.

These contracts are summarized in the table below:

	Contract Party	Contract Nature	Amount of Transaction During the Year (SAR)	Contract Term (annual)	Contract Conditions	Member/senior executives or any party related to them
1	Kite Arabia Co.	Business contract Implementation, design and technical consultation for the company, which started on 01/01/2011	39,416,068	Five years, renews automatically	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil
2	Kite Arabia Co.	Office lease contract that was held at Jarir Building (Riyadh), and started on 15/11/2012	189,189	Five years, renews automatically	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil
3	Jarir Company for Commercial Investments	office Lease contract in Jarir Building (Riyadh), which started on 15/11/2012	444,840	Five years, renews automatically	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil Fahd bin Abdullah Al Qassem
4	Jarir Company for Commercial Investments	office Lease contract in Jarir Building (Riyadh), which started on 15/11/2012	160,446	Five years, renews automatically	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil Fahd bin Abdullah Al Qassem
5	Amwaj Dhahran Company Limited	Showroom Lease contract in Dhahran, which started on 15/12/2008	1,736,437	22 years	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil
6	Future Markets Company for Trading	Showroom Lease contract in Riyadh Panorama (Altakhosisi St), which started on 01/12/2005	2,556,696	22 years	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil
7	Robin Arabia Co.	showroom lease contract in Riyadh - Northern Ring Road (Rubin Plaza Complex) which stared at 01\05\2017	2,605,680	25 years renewable	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil
8	Reef Tabuk Limited	Showroom lease contract in Tabuk (Tabuk Plaza Complex) which started at 10\04\2018	1,983,960	20 years	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdulkarim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil
9	Robin Arabia Co.	Contract to provide management, operation and maintenance services (not including rent-related services) in Rubin Plaza Complex which started from 01/07/2019.	778,500	One year renewable	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil

10- Jarir’s Accounts Auditors

Jarir asserts that the financial statements were prepared in the fiscal year 2024 according to the International Accounting Standards for financial reporting approved by the board of directors of the Saudi Organization for Certified Public Accountants.

Proposals had been received from major auditing offices for auditing Jarir during the fiscal year 2024, which were presented to the Audit Committee. After discussion, the Committee settled on the nominations that are to be presented to the next general assembly for shareholders to consider selecting Jarir’s auditor for the fisical year 2024.

Regarding the fees of the auditor (EY for 2023 and PwC for 2024), they are as follows:

	1,000 SAR	
	For fisical year 2023	For fisical year 2024
Audit Fees	790	880
Fees for confirmatory works without auditing works (Including the audit of the quarterly reports) Including the audit of the first quarter of the following year.	245	455

11- Board’s Disclosures

The board of Jarir acknowledges the following:

- The accounting records have been prepared correctly.
- The internal control system has been properly prepared and implemented effectively.
- There is no doubt about the company’s ability to continue its activity.
- No member of the board practices any of Jarir’s main activities.

Jarir’s Board also affirms:

- There is no penalty, sanction or reserve imposed on Jarir by the Capital Market Authority or any supervisory, regulatory or judicial body – except as mentioned in this report.
- There are significant differences in operating results from the results of the previous year or any projections previously announced by Jarir, as indicated in the financial results.
- There is no difference from the international accounting standards. There are no material observations from the chartered accountant on the annual financial statements of Jarir during 2024. The board is obliged to provide the Capital Market Authority with any additional information required at any time, in the event that the auditor makes any reservations about Jarir’s annual financial statements.

12 - Corporate Governance

Jarir issued the company's statute, which some of its Articles has been amended and approved by the general assembly held on 28/10/2018 and the general assembly held on 10/05/2022 in order to be in conformity with the last amendments of the companies' statute and the bylaws of Capital Market Authority and ISIC4.

Jarir issued its company governance rules, which were approved by the general assembly held on 10/03/2008 and re-approved by the general assembly held on 13/03/2012, then some of them were re-approved by the General Assembly on 28/02/2019 following some modifications of some of its provisions in line with the new regulations promulgated by the Capital Market Authority.

Jarir continuously reviews and updates these policies in accordance with relevant rules and by-laws, which they are:

- 1. By-law of the Audit Committee.
- 2. By-law of the Rewards and Nominations Committee.
- 3. By-law of the Governance Committee.
- 4. Policies, criteria and procedures for membership in the board of directors.
- 5. The reward policy of the member of the board, its subordinate committees and executive management.
- 6. Jarir governance guide.
- 7. Dividend Policy.
- 8. Policy of the working procedures of the board of directors.
- 9. Policies and procedures regulating the discharge of Jarir debtors (Debt Execution).
- 10. Disclosure policy and procedures.
- 11. Policy to address conflicts of interest.
- 12. Policy and procedures for regulating relationship with stakeholders.
- 13. Policy of professional conduct and ethical values.

The company’s policies and regulations are reviewed annually.

It is worth mentioning that some items do not apply to Jarir and include the following:

- Jarir did not provide any cash loan of any kind to any of the members of its board nor did it secure any loan that a member of its board held with others.
- Jarir does not have convertible debt instruments, contractual securities, subscription warrants, or similar rights issued or granted by Jarir during 2024.
- No rights of transfer or subscription under convertible debt instruments, contractual securities, subscription warrants, or similar rights issued or granted by Jarir in 2024.
- Jarir has no redemption, purchase or cancellation of any redeemable debt instruments.
- Jarir has no preference shares or shares of special interest, especially in voting, whether for shareholders or directors. All Jarir shares are ordinary shares of equal nominal value, equal voting rights and other equal rights according to the statute.
- Jarir is subject to zakat according to the regulations of the General Authority for Zakat and Income in the Kingdom of Saudi Arabia. Jarir registers the annually due Zakat allocation, and charges it to the income statement. The modifications that occur during the final assessment of zakat – if any - are recorded in the period in which the assessment is made.
- During the fiscal year 2024, the company’s external auditor did not provide any advisory services to the Company and received no fees in this respect.

The company applies all the provisions of Corporate Governance Regulations issued by the Capital Market Authority, except what follows:

Article/ Paragraph No.	Article/ Paragraph provision	Reasons for Non- application
Seventy Six	Formation of Risk Management Committee.	Guiding article. The company believes that it does not need an independent risk management committee and that its work is entrusted to other committees and departments.

Staff Motivation		
Eighty Two	Jarir establishes programs to develop and motivate participation and performance of the company's employees, Including, in particular, the following:	Guiding article. Jarir has motivational programmes (already mentioned in the report) given that currently there are no social institutions for the staff, and may be executed in the future.
	1. Forming committees or holding specialized workshops to listen to employees' opinions and engage them in discussions on key issues and decision-making matters.	
	2. Programs for granting employees shares in the company or a share of the profits achieved, as well as retirement programs, and the establishment of an independent fund to finance these programs.	

Social Work Initiatives		
Eighty Two	The board of directors sets out the programs and identifies the means to launch the company’s social work initiatives including the following:	Guiding article. Jarir has some initiatives, but it hasn't developed specific programs or measurement indicators, etc. (Review the social responsibility at the Report), and work in being done to developing a policy for the social contribution.
	1) Developing measurement indicators that link the performance of the company to its social work initiatives, and comparing that to other companies with similar activity.	
	2) Disclosing the social responsibility objectives adopted by Jarir toward its employees and raising their awareness and knowledge of them.	



Shareholders' Rights and Communication Mechanism

9

1- Shareholders’ Suggestions and Observations Regarding Company and its Performance

The board approved the policy and procedures of disclosure, which included procedures that guarantee shareholders the right to inquire, request information and get answers to their inquiries in a manner that does not harm the interests of the company. The board also confirms that during 2024, its members, especially non-executive members, were informed of all inquiries received from shareholders. No proposals were received from shareholders about the company's performance.

2- Communication Mechanism with Shareholders

In line with Jarir's concern and interest in the rights of its shareholders, Jarir has incorporated all the rights of shareholders and stakeholders into the company's statute. These rights have been highlighted in detail in the principles and policies of Jarir's governance and procedures, and all these documents can be accessed on Jarir's website, www.jarir.com. In addition, there is a special department at Jarir to follow up on the affairs of the shareholders, which is dedicated to Jarir shareholders through continuous communication, response to queries, and follow-up of any potential problems that may face shareholders regarding the distribution of dividends, among other things. The shareholder affairs department can be contacted directly through:

The company's website

www.jarir.com/contactinvestor

Or by email

jmir@jarirbookstore.com

Or by phone

+9661 14626000 extension 1613

3- Most Important Events and Developments During 2023

During 2024, Jarir witnessed a number of events and developments that are illustrated in the following table:

Date	Event or Development
1/3/2024	Jarir Marketing Company Announces the Preliminary Annual Financial Results for the Year Ended on December 31, 2023.
07/03/2024	Jarir Marketing Company Announces the Preliminary Annual Financial Results for the Year Ended on December 31, 2023.
5/13/2024	Jarir Marketing Company announces the Board of Directors' decision to distribute cash dividends to shareholders for Q2 2024
06/05/2024	The Board of Directors of Jarir Marketing Company invites shareholders to attend the ordinary General Assembly meeting (First Meeting) via modern technology means
25/07/2024	Jarir Marketing Company announces the opening of a new showroom in Riyadh
08/08/2024	Jarir Marketing Company announces the Board of Directors’ decision to distribute cash dividends to shareholders for Q2 2024
17/09/2024	Jarir Marketing Company announces the opening of a new showroom in Qatar.
10/10/2024	Jarir Marketing Company announcement regarding the circulating news on customer data leak
04/11/2024	Jarir Marketing Company announces the opening of nominations for Board membership for the upcoming term
07/11/2024	Jarir Marketing Company Announces the Board of Directors' Decision to Distribute Cash Dividends to Shareholders for Q3 2024
10/11/2024	Jarir Marketing Company ("the Company") announces the sale of a property wwned in Madi-nah to a related party for 1,650,000 SAR
25/12/2024	Jarir Marketing Company announces the opening of a new showroom in Riyadh
31/12/2024	Jarir Marketing Company Announces the Signing of a Memorandum of Understanding with Aman for Non-Banking Financial Services and Electronic Payments (Aman Egypt)

4 - Important Dates for Shareholders

The following table shows the expected dates for the most crucial events and occasions, which are important to the shareholders during the fisical year 2025:

Expected Date	Event
11/05/2025	The board's meeting for the first quarter.
11/05/2025	Publication of the results of the first quarter.
11/05/2025	Declaring the board's resolution regarding the dividend of the first quarter, due date and dis-bursement of profits.
28/05/2025	The meeting of the General Assembly for the fiscal year 2024.
05/08/2025	The board's meeting for the second quarter.
05/08/2025	Publication of the results of the second quarter.
05/08/2025	Declaring the board's resolution regarding the dividend of the second quarter, due date and disbursement of profits.
05/11/2025	The board's meeting for the third quarter.
05/11/2025	Publication of the results of the third quarter.
05/11/2025	Declaring the board's resolution regarding the dividend of the third quarter, due date and disbursement of profits.
25/01/2026	The board's meeting for discussing the estimated annual budget.
25/03/2026	The board's meeting for the fourth quarter.
25/03/2026	Publication of the results of year 2025 and issuing the board's report for the fisical year 2025.
25/03/2026	Declaring the board's resolution regarding the dividend of the fourth quarter, due date and disbursement of profits.

- The proposed dates for the meetings are initial and not final and may be changed as required by the concerned authorities and and the Board of Directors' engagements.

Closing Statement

In accordance with the results reviewed in this report and in the final accounts for the fiscal year 2024, which were published at Tadawel website, your company has continued to achieve remarkable growth and development in its activities and work's results. This has been accompanied by financial and administrative steps taken to reduce operating costs, add and develop Jarir products while maintaining their quality and competitive prices, as well as continue to strengthen Jarir's management with competent staff.

In conclusion, Jarir's board members thank Jarir's staff, suppliers, shareholders, customers, banks, and governmental agencies for their continued support and cooperation. Your company will continue to achieve its goals and plans for expanding and growing sales.

Mohammed
Bin Abdulrahman Al-Agil
Chairman

Abdul Karim
Bin Abdulrahman Al-Agil
Vice Chairman
CEO



شركة جريد للتسويق
Jarir Marketing Co.