



# Sustainability Report 2024

Leading with Purpose

Jarir Marketing Co.  شَرَكَةُ جَرِيرَ لِلتَّسْوِيقِ



شركة جريو للتسويق  
Jarir Marketing Co.

# Sustainability Report 2024

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# About this report

Welcome to Jarir Bookstore’s sustainability report. This report highlights the company’s strategy and performance relating to the economic, environmental and social aspects of sustainability.

**Reporting period**

The report covers the calendar year from 1 January 2024 to 31 December 2024, unless stated otherwise.

**Reporting guidelines**


This report has been prepared in accordance with the GRI Standards: Core option. It focuses on the sustainability issues that are most material to Jarir and our stakeholders.

**Reporting boundary**

The report covers 100 percent of Jarir Bookstore’s operations located in the Kingdom of Saudi Arabia (KSA) and the Arab region. Data pertaining to our external contractors, suppliers and clients are not included in this report unless stated otherwise.

**Feedback**

We welcome your feedback on this report and our performance through:

 [care@Jarirbookstore.com](mailto:care@Jarirbookstore.com)

**Cautionary Message**

This report contains statements that may be deemed as “forward-looking statements” that express the way in which Jarir intends to conduct its activities. Forward statements could be identified by the use of forward-looking terminology such as “plans”, “aims”, “assumes”, “continues”, “believes”, or any variations of such words that certain actions, events or results “may”, “could”, “should”, “might”, “will”, or “would” be taken or be achieved.

Jarir has made every effort to ensure the report is as accurate and truthful as possible. However, by their nature forward-looking statements are qualified to inherent risks and uncertainties surrounding future expectations that could cause actual results to differ materially from these projected or implied statements. Such statements are subject to risks that are beyond Jarir’s ability to control and therefore do not represent a guarantee that events implied in these forward-looking statements will actually occur.



## 2024 Performance Highlights

**78%**  
local Procurement  
Spending



**101,302**

training hours provided  
to employees which is 42% increase  
on 2024



### E-invoice

2024 the launch of Whatsapp  
E-invoice service



### Recycling

6033 units of Batteries was recycled in 2024  
97,799 kg of Plastic was recycled in 2024  
528K kg of Cartoon was recycled in 2024



more than  
**100K  
Devices**



has been recycled through trade-in program

**Diverted**  
**45 mill.**  
**SAR worth of electronics  
and none electronics**  
from landfilling



**55**

NPS score representaing a +4%  
compare to 2023



**518**

number of titles published in  
2024 + 400 Audio Book



## CEO Message



Dear Valued Stakeholders,

I am pleased to introduce the Jarir Bookstore Sustainability Report for 2024. This report reflects our belief that long-term business success is linked to the well-being of our key stakeholders. This year, we reinforced our commitment to leading with purpose by aligning our sustainability endeavors with the Saudi National Vision 2030.

The 2024 Sustainability Report details our intensified commitment to managing environmental impacts and transitioning towards a circular economy. Our successful electronics recycling and trade-in programs resulted in the diversion of SAR 45 million worth of electronics and non-electronics from landfilling. Through these initiatives, we successfully recycled more than 100,000 devices.

Beyond recycling, we made notable strides in resource efficiency. We minimized consumption through the implementation of the WhatsApp E-invoice service, which aligns with our efforts to reduce paper consumption. Furthermore, our energy optimization efforts are paying dividends, having converted 100% of our lighting to LED systems, achieving an additional 20% reduction in electricity use.

The cornerstone of our social impact is the generation of knowledge. Jarir Publications saw significant growth, with 518 new titles published in 2024, marking a 37% increase compared to 2023.

Finally, our economic influence is rooted in supporting local capacity. We directed 78% of our total procurement spending—amounting to SAR 7.77 billion—towards local suppliers, generating value across the Kingdom. We look forward to your continued feedback as we strengthen our resilience to Lead with Purpose.

Sincerely,  
**Abdulkarim Alagil**

# Jarir Bookstore at A Glance

The headquarters of Jarir Bookstore is in Riyadh, the capital city of Saudi Arabia. Jarir operates through two divisions: Retail (including online sales) under the trademark of Jarir Bookstore and Wholesale. Our activities include trading in Office and School Supplies, Children’s Toys and Educational Aids, Arabic and English Books and Publications, Arts and Crafts Materials, Computer Peripherals and Software, Mobile Phones and Accessories, Audio Visual Instruments, Photography Tools, Smart Television and Maintenance of Computers and Electronic items.

## Our Charter



### Mission

To enable our Customers to Grow and Learn through Best Products and Services delivered with pleasurable experience and Best Value.



### Values

- Exceeding expectations
- Quality
- Integrity
- Simplicity
- Humility
- Respect and appreciation
- Unity and collaboration
- Loyalty



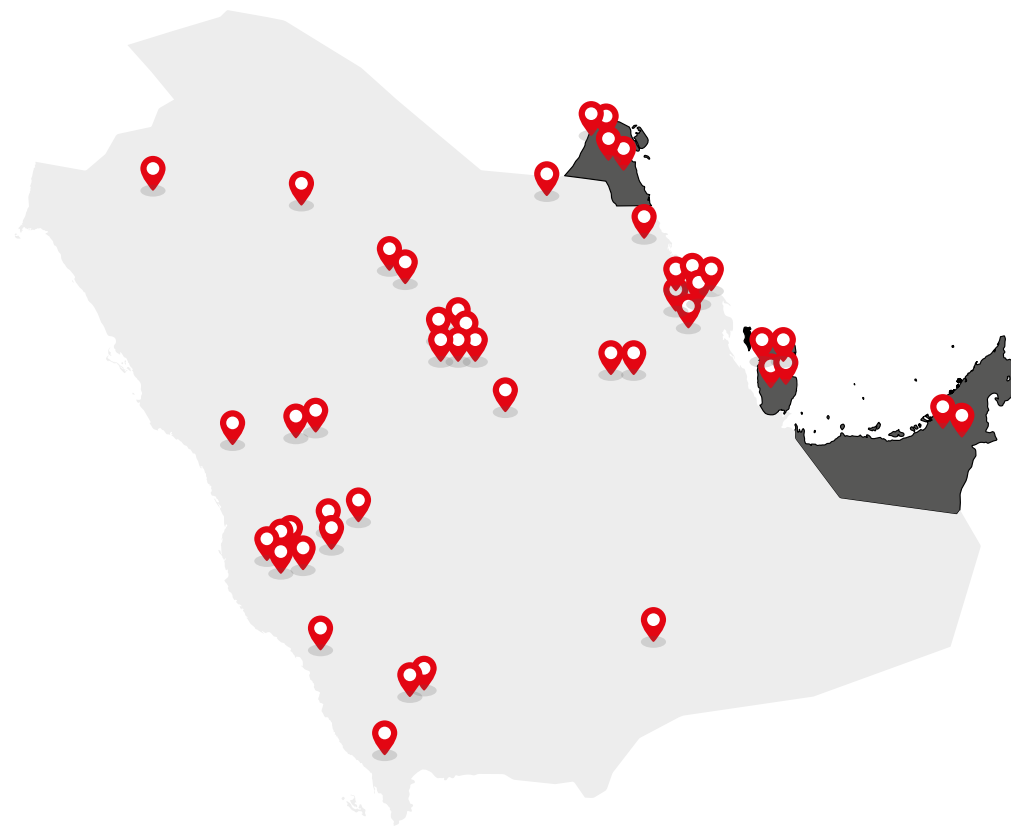
### Objectives

- To maintain leadership in service quality of service to our customers.
- To provide affordable products of superior quality to our customers.
- To be a market leader in office supplies, IT products and books. .
- To build a superior and effective management team.
- To incentivise individual initiative and provide opportunities for personal growth to our employees.
- To serve and give back to the community, as we believe it is our social responsibility.





# Jarir Bookstore in numbers



2024

**72**  
stores

Serving

**31**  
Cities

2025 Target

**5+**  
Stores

2024 Revenue (SAR '000s)

**10,830 million**

2024 Net Profit (Million SAR)

**974**

Appealing store layout and design with an average of

**+38,400 sq. ft.**

**5,493**

Employees (with 80% of workforce dedicated to sales)

**Number 1**

in the Middle East for IT, electronics, office supplies and books

Centralized fully automated warehouse of

**800,500 sq. ft.**

integrated with ERP system

**40.4 million**

showroom visitors in 2024

**237 million**

Jarir.com visits annually

Carpeted floors, low shelves and segmented

**shopping experience**

3 New Showroom opened in 2024.

## Our Business Strategy

Our overarching goal is to become the number one source of knowledge, productivity tools and entertainment to our customers. Our business strategy is to strengthen our position as a leading retail company by providing affordable innovative and top-quality products and services. Jarir Bookstore's success depends on working collaboratively with customers, business partners, investors, government and regulatory authorities and other stakeholders.

The execution of our business strategy is based on a customer-centric approach combined with a simple organizational structure that focuses on investing in competitive products and driving down costs.



# How we Achieve our strategy

Value (Output)	Financial Value		
	Revenue	Shareholders Value Profit	Return on Equity
	Brand Image		
	• Enjoyable Experience	• Best VFM	• Trustworthy
Customers	Customer Loyalty		
	Customer Satisfaction		Customer Engagement (Retention / Frequency)
	Customer Group		
	Consumer		Business
Process (Internal)	Customer Value Proposition		
	Services Selling & After Sales	Offering Price & Promo	Shopping Experience
	Channels		
	Showrooms	Online	Direct
Enablers	Pillars		
	Technology • Video Games • Computers • Electronics • Smartphones	Stationary • Office Supplies • Arts & Crafts • School Supplies • Educational Toys	Books • Arabic Books • English Books
	e-Products • Telecom • e-payments/ gift • Subscription cards		
	Business Process		
	Simple - Sustainable - Efficient		
	Business Process		
	Organization Capital (Culture - Leadership- Alignment)	Human Capital (Skills - Training - Knowledge)	
	Showrooms Service Oriented	Management Support Product Experts	Store oriented Aligned & Accessible
	Business Process		
	Systems	IT Infrastructure	Logistics & Supply Chain
	Assets		
	Real Estate	Fixed Assets	

## Associations and Memberships

In order to collectively improve industry standards and promote best practices, Jarir participates in several like-minded organizations. Jarir is a member in the following associations:

Arab Publishers' Association	Saudi Publishers' Association	Summer Training Program; from Human Resources Development Fund
		

# Awards and Recognition

We are proud of our achievements thus far and humbled by the recognition received from esteemed industry organizations. Below are highlights of awards and recognitions that Jarir Bookstore has received since 2008:

2008	Jarir received Saudi Top Transparency Award - BMG Financial Advisors 2008.	2019	Jarir "Brand Value" according to Brand Finance - Brand Directory 2018 is among top 25 Saudi Brands and top 50 in GCC. Among retailers, Jarir was the highest valued brand in both lists - Brand Finance Brand Directory 2018
2012	Jarir ranked 1st in the strongest Executive Management in Retail - Forbes 2012		Jarir was recognized as one of the top 100 companies in the Arab world by Forbes Middle East 2018
2013	Jarir was recognized among the top 10 Most Recognized Brand Names in The Middle East - Forbes 2013		Jarir was recognized as the number 1 retailer in 2018 Buzz Ranking Brand Index which measures the overall brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.
2016	Jarir was recognized as no. 1 Saudi Retailer and ranked 67 among the Top 100 companies in Arab World - Forbes 2016		Jarir was recognized as no. 1 Saudi Retailer and ranked 61 among the Top 100 companies in Arab World - Forbes 2020.
	Jarir CEO was awarded in Top CEO Awards 2016, for Retail - TRENDS INSEAD 2016		Jarir "Brand Value" is no. 8 in Saudi and no. 1 in retail, with estimated worth of SAR 5.6 billion
	Jarir won 2nd place among Private Sector Best Organization in Utilizing Social Media - his Highness Shaikh Salem Alali Alsobah Awards 2016		Brandz Top 20 Most Valuable Saudi Arabian 2020. brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.
	A books advertising campaign titled "Newsworthy Books" won multiple awards in 2016 including Dubai Lynx, EFFIE, Cristal Award and Lories Award		
2017	Jarir "Brand Value" is no. 7 in Saudi and no. 1 in retail, with estimated worth of SAR 5.6 billion - Brandz Top 20 Most Valuable Saudi Arabian 2017	2021	Jarir was recognized as the number 1 retailer in 2021 Buzz Ranking Brand Index which measures the overall brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.
	Jarir is the no.1 retailer in Saudi on number of Followers & Care Insight, on Twitter & Facebook - Sprinklr.com 2017		Jarir was recognized as no. 1 Saudi Retailer and ranked 54 among the Top 100 companies in middle east - Forbes 2021.
	Jarir 2017 Back to school won Gold & Silver awards in MENA Effies, in "Retail non-food" & "Youth Marketing" respectively		
2018	Jarir "Brand Value" according to Brand Finance - Brand Directory 2018 is among top 25 Saudi Brands and top 50 in GCC. Among retailers, Jarir was the highest valued brand in both lists - Brand Finance Brand Directory 2018	2022	Jarir was recognized as the No. 1 Retail Valuable Brand in Saudi Arabia by the Brand Finance Saudi Arabia 50 2022.
	Jarir was recognized as one of the top 100 companies in the Arab world by Forbes Middle East 2018		Jarir was recognized as the Most Valuable Retail Brand by the BRANDZ Top 20 Brands in Saudi 2022.
	Jarir was recognized as the number 1 retailer in 2018 Buzz Ranking Brand Index which measures the overall brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.	2023	Brandz Top 20 Most Valuable Saudi Arabian 2023. brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.
		2024	Brandz Top 20 Most Valuable Saudi Arabian 2024. brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.
			Jarir was recognized as the Most Valuable Retail Brand by the BRANDZ Top 20 Brands in Saudi 2024 and 8th in saudi.





# Our Sustainability Management Approach

Jarir’s sustainability strategy is based on strong principles of corporate social responsibility (CSR), stakeholder engagement and positive impact generation

In addition, we believe that our rapidly changing business landscape will bring new risks and opportunities related to environmental, social and governance (ESG) issues. Our sustainability efforts aim not only to reduce negative impacts, but also to enhance current and long-term value creation for our business and key stakeholders. Therefore, our sustainability management approach is aligned with our business strategy to enhance our competitive edge in a future that is likely to be increasingly transparent, low-carbon and resource-constrained.

To achieve our vision of a sustainable future, we implement a sustainability management framework that integrates critical ESG considerations into our business decision-making processes. This framework consists of six pillars exhibited in the figure below. These pillars are further reinforced by our core values, industry best practices and internationally recognized standards.



To ensure the comprehensive integration of ESG considerations into our business practices, we have established a sustainability team consisting of members of top management and employees across different major business functions. Our sustainability team is responsible for developing strategies, setting ambitious targets and measuring progress towards our ESG goals.

### ESG Communication and Disclosure

Jarir is proud of our commitments and performance regarding ESG issues and our stakeholders are increasingly interested in our journey to sustainability. Therefore, we aim to become increasingly transparent on this front. We are measuring and communicating the most material KPIs to our key stakeholders through this report, as well as other platforms. In addition, we reinforce our commitments and accountability by publicly disclosing our management strategies and targets, as well as our progress towards them. To help ensure materiality, completeness and comparability, we adhere to internationally recognized disclosure standards such as GRI and SASB. This process helps assure our stakeholders that we are a responsible resilient forward-thinking company.

# 01

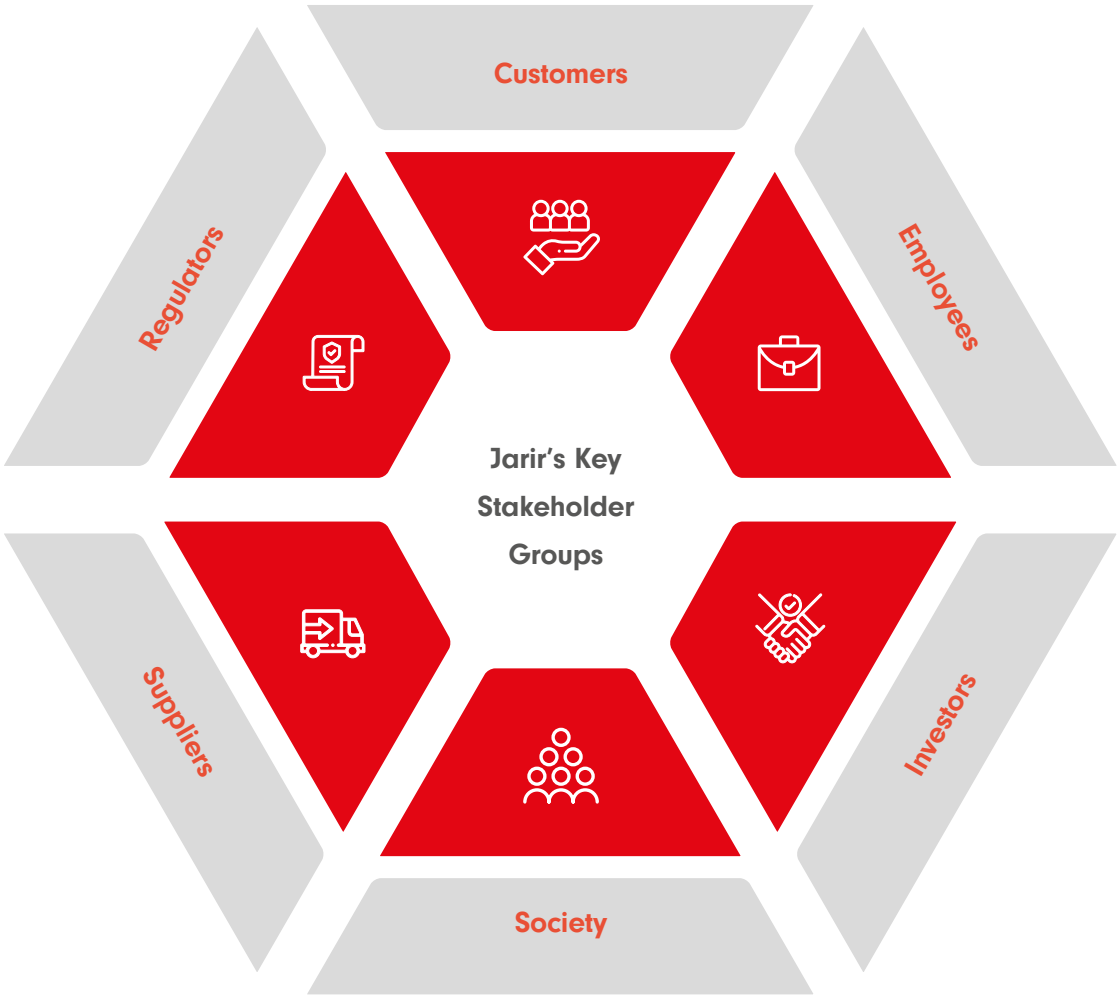
## Committing to the Sustainable Journey

As one of the largest retail companies in the region, Jarir commits to the highest standards of corporate responsibility. At Jarir, sustainability is a crucial business objective, and we believe that contributing to sustainable development is essential to long-term growth and value creation for Jarir, our stakeholders and the world at large.

# Stakeholder Engagement

Stakeholder engagement is a crucial aspect of our sustainability management, as well as our general business strategy. As market leader, we have a responsibility and a business interest to understand and respond to the needs and concerns of our key stakeholders. In addition, due to their unique perspectives, we regard our stakeholders as a valuable source of ideas for improvement and innovation.

As needs and context are constantly changing, Jarir's stakeholder engagement is a continuous process. Our key stakeholder groups are determined by their ability to affect, or be affected by, our business operations and/or decision making. Accordingly, we have identified six key stakeholder groups summarized in the map below.



The table below includes a more detailed stakeholder map that also depicts modes of engagement and methods of responding to stakeholder inputs. We maintain an open dialogue with our key stakeholders through a variety of platforms (refer to table below). The results of such engagements help inform our sustainability and business agendas and help support our process of continual improvement.

Stakeholder	Methods of Engagement	Stakeholder Priorities	Jarir's Response
<b>Customers</b> 	<ul style="list-style-type: none"><li>Customer satisfaction surveys</li><li>Customer contact centre</li><li>Annual sustainability report</li><li>Website</li><li>Mystery shopper</li></ul>	<ul style="list-style-type: none"><li>Transparency and accountability</li><li>Data privacy</li><li>Product and service excellence</li></ul>	<ul style="list-style-type: none"><li>Sustainability report</li><li>Social media campaigns</li></ul>
<b>Employees</b> 	<ul style="list-style-type: none"><li>Direct meetings</li><li>Intranet</li><li>Engagement workshops</li><li>Website</li><li>Professional development plans</li><li>Employee hotline</li></ul>	<ul style="list-style-type: none"><li>Learning and development programs</li><li>Reward and recognition programs</li><li>Competitive remuneration and benefits</li><li>Work-life balance</li><li>Employee satisfaction</li></ul>	<ul style="list-style-type: none"><li>Performance management and evaluation</li><li>Inhouse training and on the job learning</li><li>Medical services and check-ups</li><li>Transportation, health insurance, annual leaves, social security</li><li>Open dialogue with employees over many channels</li></ul>
<b>Society</b> 	<ul style="list-style-type: none"><li>Direct communication</li><li>Participation in local events</li><li>Website</li><li>Social media</li></ul>	<ul style="list-style-type: none"><li>Local development</li><li>Job creation</li><li>CSR activities and initiatives</li><li>Sponsorships and donations</li></ul>	<ul style="list-style-type: none"><li>School and sports support</li><li>Local procurement</li><li>Local community engagement</li><li>In kind contributions, sponsorships and donations</li></ul>
<b>Investors</b> 	<ul style="list-style-type: none"><li>Website</li><li>Regular reports</li><li>Website</li><li>Investors relationship</li><li>General assembly</li></ul>	<ul style="list-style-type: none"><li>Sustainable profits and equities</li><li>Transparency and accountability</li><li>Good corporate governance and business ethics</li><li>Cost reductions</li><li>Risk management</li></ul>	<ul style="list-style-type: none"><li>Sustainability report</li><li>Sustainability strategy</li></ul>
<b>Regulators</b> 	<ul style="list-style-type: none"><li>Direct communication</li><li>Meetings</li><li>Annual reports</li><li>Website</li></ul>	<ul style="list-style-type: none"><li>Transparency and accountability</li><li>Good corporate governance and business ethics</li><li>Job creation</li><li>Compliance to set requirements and standards</li></ul>	<ul style="list-style-type: none"><li>Sustainability report</li><li>Annual report</li><li>Website</li><li>Social media</li><li>Regular meetings</li></ul>
<b>Suppliers</b> 	<ul style="list-style-type: none"><li>Supplier profile requests</li><li>RFQs and RFPs</li><li>Long term agreements/ contracts</li><li>International Exhibitions</li></ul>	<ul style="list-style-type: none"><li>Clear description of scope of work</li><li>Competitive bidding</li><li>Timely award of contract</li></ul>	<ul style="list-style-type: none"><li>Timely response to inquiries and contract awards</li><li>Two-way communication</li><li>Share full description of scope of work</li></ul>



# The Issues That Matter the Most

At Jarir, we focus on the ESG issues that matter the most to our business and stakeholders. Today, business contexts are shifting at unprecedented rates, and therefore, we continuously reassess and adapt to emerging global ESG risks and opportunities. ESG issues with the potential to impact or be impacted by our operations and key stakeholders are treated with utmost precedence. Our materiality process consists of the following three steps:

1. Identify

From a comprehensive and holistic universe of potential ESG issues, we narrow down to the most relevant ones through research, guidance from industry and international standards and stakeholder feedback.

2. Prioritize

Relevant ESG issues are prioritized based on stakeholder perspectives, urgency and magnitude of potential impacts.

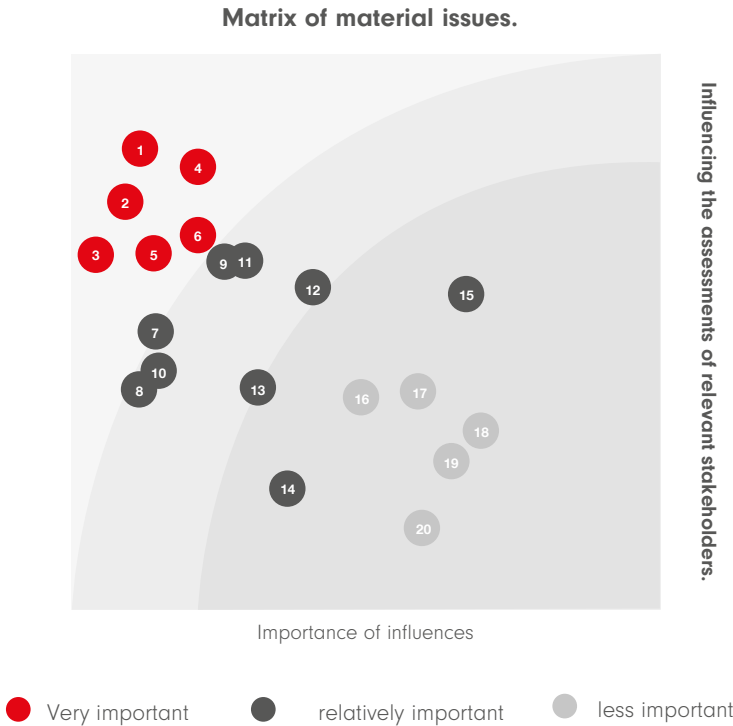
3. Review

Our sustainability team conducts a thorough review of the results in order to ensure completeness and inclusiveness.

Refer to 2019 report

Materiality Matrix

- 1 Governance, Business Ethics, and Compliance.
- 2 Achieving operational and financial goals.
- 3 the quality.
- 4 client privacy and security.
- 5 Client safety.
- 6 Employee stability.
- 7 client experience.
- 8 Packing and classification.
- 9 Energy and climate change.
- 10 Responsible relationship with clients.
- 11 Innovation.
- 12 Responsibility for the supply chain.
- 13 Attraction, development and retain of talent.
- 14 Recycling.
- 15 Community 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.



# Aligning to National and International Priorities

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.

National Goals

Jarir has always been in support of the purpose of the Saudi 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 Jarir's strategy and direction to achieve sustainability.

Being in-line with the Corporate Social Responsibility Strategy in the Kingdom of Saudi Arabia is one of the goals of Jarir Bookstore, as it seeks to create a sustainable impact on the development of society, economy and the environment.

With the launch of National Standards of Sustainability Reporting, Jarir seeks to prepare and report sustainability reports in accordance with these standards.

Vision of Kingdom of Saudi Arabia 2030

Corporate Social Responsibility Strategy in the Kingdom of Saudi Arabia

National Standards of Sustainability

International Goals

As a socially responsible Saudi company, Jarir seeks to align its endeavors for achieving sustainability with the Sustainable Development Goals. In which they have the priority and relevance to Jarir's sustainable approach, in order to achieve the greatest impact.

Jarir aims, every year, to prepare and report Jarir's non-financial reports in the annual sustainability reports according to the Global Reporting Initiative as a major option.

Sustainable Development Goals

Frameworks of preparing and introducing reports. Global Reporting Initiative



# Governance and Ethics

Jarir implements strong governance mechanisms, policies and best practices that optimise value-creation for stakeholders while integrating ESG considerations into our decision-making processes, operations and supply chain. Our governance systems are designed to build trust, engage stakeholders and incorporate the highest standards of business ethics.



## Board of Directors

Jarir’s highest governance body is our Board of Directors, which is closely involved in corporate strategic vision, operations and decision making. The Board is also responsible for resolving emerging issues as they arise as well as setting and measuring progress towards company goals and targets. The CEO acts as the interface between the Board and company operations.

Jarir’s Board of Directors and management team are committed to upholding the highest standards of corporate governance and adhering to all applicable regulatory guidelines. In an effort to promote strong corporate governance, the Board ensures the proper separation of roles between the CEO and the Chairman of the Board.

The Board is supported by permanent committees such as the Audit and Remuneration and Nomination committees. Information on the composition of the board committees is exhibited in the diagram below.



**First Female Board Director was appointed 2022**



**2 new board members March 2025**

# 02

## Shaping the future with responsible operations based on strong business traditions

As a pioneering company and a market leader in the Arab region, we built our foundation on strong business traditions and are committed to achieving sustainable growth through responsible best practices. As we have achieved significant scale over the past decades, it is becoming increasingly important to adopt an exemplary leadership role regarding business ethics and responsible operations. To maintain these commitments, we have management systems in place to ensure effective corporate governance, the highest ethical standards, transparency, strong financial performance and rigorous risk mitigation mechanisms. These mechanisms are designed to build resilience, foster continual improvement and safeguard long-term value creation for our stakeholders.





## Business Ethics and Compliance

Jarir is committed to fostering a robust culture of strong business ethics as a foundational value of our governance management strategy.

To ensure the highest standards of business ethics and integrity, Jarir implements a strict Code of Conduct. The Code enforces ethical principles through training, awareness raising and well-defined guidance. It is applicable to all Jarir employees and defines ethical best practices for all our business activities. The comprehensiveness and universality of the Code ensure that integrity persists throughout everything we do.

The Code of Conduct provides guidance pertaining to professional practices, ethical practices, use and protection of company assets, confidentiality and employees' rights. All Employees receive a hardcopy of the Jarir Code of Conduct upon onboarding and are required to attend the Values & Code of Conduct training.

In addition, Jarir ensures that employees recognize the importance of communication and training about anti-corruption policies and procedures. In 2024, a number of 1441 employees attended code of conduct training.

92

Code of Conduct training sessions were made

100%

of employees signed Jarir Code of Conduct



2373

employees attended anti-corruption training



## Grievance Mechanism

Jarir is committed to hearing and addressing every grievance made by any of our stakeholders. Although our first priority is to avoid any potential issues before they arise, our grievance mechanisms serve as a valuable resource for stakeholder engagement and continual improvement. Central to our grievance system is our dedicated hotline, which can be used to report potential non-compliances or unethical behaviour. All concerns raised are promptly evaluated and any potential violations are investigated by the legal department. In addition, corrective measures are put in place as necessary to avoid potential ethical transgressions in the future.

85%

of grievances filed were resolved



13

grievances reports were filed



# Strong Financial Performance

### 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.



Within the Kingdom:

	Riyadh	Buraidah	Uncayzah	Al-rass	Al-Kharj	Hail	Dawadmi	Majmaah	Jeddah	Taif	Mecca	Al-Madina	Yanbu	Al-Kharj	Dammam	Khobar	Dhahran	Sakaka	Nojran	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
Rented	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)
Owned	0	0	0	0	0
Rented	4	1	5	1	11
Total sorted by cities	4	1	5	1	11

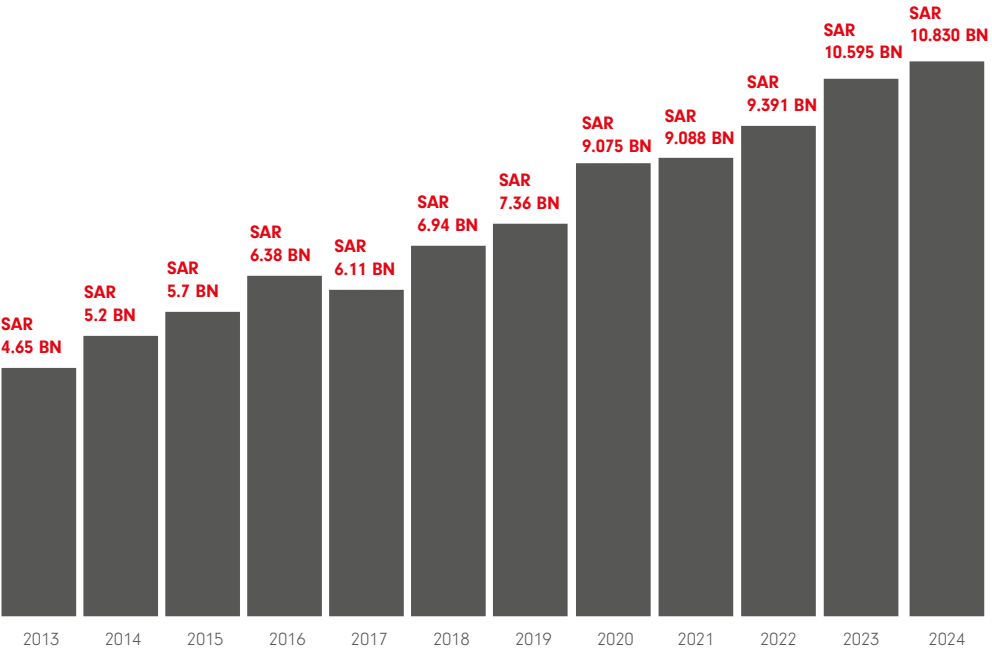
### 2. Company Sales

Despite the many challenges in this sector in addition to the increase in operational costs, Jarir was able to achieve a growth of 13% in its sales in 2024.

During the year 2024, Jarir will work to enhance the sales and cater to new customers and work to increase market share in electronic market. Jarir will also strive to achieve better results by increasing the variety of products available in its category assortment.



Sales Revenue (SAR)






# Risk Management


Risk management in Jarir is carried out by senior management in accordance with policies approved by the Board of Directors, where the board identifies and evaluates risks, and takes precautions against them through close cooperation between Jarir’s departments. The possibilities of risk occurrences are evaluated and the effects that may result from them are estimated. Necessary measures are then taken to reduce, avoid and contain the risks as much as possible to avoid any damage they may cause in the event of their occurrence.

There are many risks related to 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:**

Not being aware of the economic variables, making the wrong strategic decisions, or applying the strategies incorrectly, and 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 shortcomings and failures facing the operational processes and the ability to work in a competitive environment. These risks include:

**1- Currency risks:**

It is the risk of change in the value of financial instruments due to the change in currency exchange rates, as most of Jarir’s transactions are in Saudi riyals, US dollars and euros, and subsidiaries are exposed to currency conversion risks.

**2- Credit risks:**

It is the inability of one party of a financial instrument to 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- Cash 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.

# Product Safety

Jarir is proud of being a preferred partner with many government organizations. This includes working together on new regulatory and environmental projects that demonstrate Jarir’s commitment as an industry leader.

As of 2024, Jarir complies with the health and safety standards of regulatory entities such as Saudi Arabia standard Organization (SASO), Gulf Standards Organisation, Communication and Information Technology Commission, Ministry of Information, Saudi Food and Drug Authority (SDFA), Ministry of Commerce and Investment (MCI).

Jarir is committed to responsible retail and ensuring that the products we sell are safe for our customers. There is a growing concern and awareness regarding potentially hazardous substances in retail products and we aim to lead the industry in protecting consumers. We are continuously assessing and ensuring the safety of our products and eliminating or finding alternatives for anything that may pose a risk to our customers or employees. In addition, we make efforts to stay informed of any potential regulatory changes and industry trends that may impact our product safety program.

Jarir is proud to be one of the first companies to apply the latest legal warning requirements in our packaging. Warnings related to age, fragility and other hazards have been updated to latest regulations. Jarir has also added methods of communication such as email ID and social media accounts for feedback to their packages.

Jarir continuously assesses new opportunities to enhance product safety. These efforts include actively looking for opportunities to reduce the use of chemicals throughout our corporate, retail, service and distribution operations. When selecting the products that we use, preference is given to safer alternatives such as EPA Safer

Choice chemicals. In addition, we check supplier requirements regarding the use of chemicals in products and manufacturing processes. Chemicals reported to us by our suppliers are screened against a Restricted Substance List (RSL), which specifies potentially hazardous substances.

The use and disposal of all products are subject to specific certifications and/or technical standards. A list of categories and their respective health and safety requirements are detailed in our Procurement Forms. Recycled electronics from our Service Center are sold to our recycling partner to ensure proper disposal and recycling.

In the past few years, Jarir has had a 100% compliance rate with all relevant health and safety regulations.



100%

compliance rate with all relevant health and safety regulations



0

Incidents of non-compliance concerning product and service information and labeling



# Data Privacy and Security

Jarir implements a variety of state-of-the-art information security measures to ensure that our customers receive best-in-class data protection. Whether shopping in one of our store locations, online, through our app, or using our products at home, our data practices protect our customers' confidentiality, transaction data and personal information. All our digital transitions use cutting-edge encryption technology to safeguard sensitive personal information such as customer's names, addresses and credit card numbers.

In 2024 Jarir aims to be fully committed and compliance with Saudi Personal Data Law. The Law protects individuals' personal data, guarantees their rights, and defines the obligations controllers must fulfill to comply with its provisions.

The Law applies to any processing of personal data involving individuals within the Kingdom and conducted by any means. It also covers processing personal data related to individuals in the Kingdom by any entity outside the Kingdom, regardless of the method used. This includes the data of deceased individuals if it could lead to their identification or that of their family members.

## PDPL Objectives:

1. Protecting individuals' privacy.
2. Establishing controls for the processing of personal data.
3. Enhancing confidence in electronic transactions.
4. Reducing detrimental practices when handling personal data.



# PDPL



## Law

Saudi Personal Data Law was issued in 2024

# PDPL



## Compliance

In 2024 Jarir aims to be fully committed and compliance with Saudi Personal Data Law

Source: <https://sdaia.gov.sa/en/Research/Pages/DataProtection.aspx>

# Responsible Supply Chain

Jarir relies on a resilient and responsible supply chain to achieve ongoing business success. At Jarir, proper supply chain management is an effective tool for mitigating risk and building adaptive capacity.

We engage with suppliers and factories throughout our operations to ensure the highest standards of quality and responsibility are implemented. At Jarir, we extend our core principles to our suppliers as one of our key stakeholder groups. To reinforce supply chain responsibility, we share our Code of Conduct with our suppliers and conduct random factory inspections. The code outlines our expectations of our business partners regarding issues such as safety, human rights and environmental responsibility. In addition, we consider a variety of factors such as CSR best practices and adherence to industry standards when selecting new suppliers.

Jarir's supply chain, market share and resulting market impact has made us highly regarded by the top tech retails in the world.

Supply chains are slowly going back to normal and prices, after hitting a peak in 2021, are coming down to reasonable levels.

Intel's Top 10 clients in EMEA (Europe, Middle East and Africa)

Microsoft's Top 30 clients globally.

Apple's first Direct Retail partner in the world for the iPhone distribution

HP Top 10 clients in EMEA (Europe, Middle East and Africa)



## Our Contribution to Local Procurement

In 2024, Jarir spent 7.77 billion SAR on local suppliers, representing 78% of all spending.

Jarir is proud to invest in local communities through local procurement practices and the prioritisation of local suppliers and business partners. Our local procurement practices aim to build local economic capacity and create jobs. This is part of our commitments to add value to the communities in which we operate, as well as our commitments to the Saudi National Vision 2030.

# 78%

local procurement rate



# SAR 7.77 bill.

local procurement spending





## 03

## Working Together for Knowledge Generation and Innovation

Jarir embraces the collaborative digital community to foster innovation and challenge traditional business models. We aim to be more than a company, but also a valuable member of both digital and local communities by creating positive impact, spreading knowledge and fostering socio-economic development. We bring a new approach to delivering products and services that ease the processes of learning and educating and improve quality of life by making quality products affordable and accessible.

To maximise the value that we offer to the communities we serve, Jarir provides industry-leading affordability programs in various forms such as back to school discounts for students and teachers. In addition, we partner with the largest tech brands such as Microsoft and Apple to help provide discounted mobile devices and laptops to students and teachers in need.



## Investing in Our Communities

In light of the increasing interest in communal responsibility in the Kingdom, the Arab world and the world as a whole and based on Jarir's belief in the importance of the role of companies in supporting and improving the social and economic life of individuals and society, Jarir, during the year 2024 supported many community initiatives, which were represented in the following:

In 2024, Jarir made direct and indirect financial support to several community-oriented causes. Fund and support has been provided to many social issues in support with community partners of scientific, government, charity, and individual's entities. Our aim was to provide more efficient value to stakeholders in society.

**947,873 SAR**

in donations and community investment in 2024



**518**

number of titles published in 2024



**15K**

students school bags and supplies



## Creating Positive Social Impact through CSR Initiatives

**Jarir recognizes community service as one of the important pillars of life and one of the means for advancing societies. It is also considered an affirmation of the corporate responsibility for sustainability.**

Thus, Jarir has worked to create a positive social impact through multiple social responsibility initiatives throughout the years that are closely related to the growth

and prosperity of the community. Jarir also maintains numerous strategic partnerships to help optimise efficiency and the positive impact for our beneficiaries. In addition,

Jarir is embodied in several partnerships and initiatives that can be summarized as follows.

# Social Responsibility

In light of the increasing interest in social responsibility in the Kingdom, the Arab world and the world as a whole, and based on Jarir’s belief in the importance of the corporate role in supporting and improving the social and economic life of individuals and society, Jarir, during the year 2024 supported many community initiatives, which can be summerized as follows:

• **Jarir Initiatives to Enrich Arabic Content**

**Translation**

Under the patronage of the Minister of Health, Jarir Bookstore signed a cooperation agreement with the National Center for Mental Health Promotion.

The agreement aims to develop Arabic content in the field of mental health, as part of Jarir’s ongoing efforts to serve the nation and the community, raise awareness of the importance of mental health, and provide reliable Arabic resources in this area.

As part of this initiative, several books on mental health and drug awareness have been translated into Arabic to make trusted knowledge more accessible to readers across the region.

This collaboration seeks to enhance cooperation between Jarir Bookstore and the National Center for Mental Health Promotion in creating rich Arabic content aligned with international best practices in the field.

The initiative reflects Jarir’s commitment to its social responsibility and to supporting and enriching Arabic content—core values that have long defined its mission of spreading knowledge through book publishing and fostering partnerships with leading global publishers.

Jarir Bookstore reaffirms its dedication to supporting Arab culture and promoting knowledge across all fields, including mental health.



518

number of titles published in 2024



8

Books in progress for release in 2025



**Supporting School Bag Project:**

For the fourth consecutive year, the Takaful Charity Foundation launched the “Back to School” initiative, which includes projects that support the targeted students, as an incentive for them to embark on a new stage in their academic lives, in cooperation between the Takaful Foundation and the Ministry of Education and with support from Jarir, which in turn contributed to supporting the initiative and it successful.

The project aims to support more than 400,000 students across the Kingdom at various educational stages. Through this initiative, Jarir successfully provided 35,000 fully equipped school bags to support and encourage primary school students in villages and remote areas across all education departments.

This support included direct in-kind contributions of 15,000 full school bags valued at over 2 million SAR, in addition to offering special discounts and logistical support to secure and distribute more than 340,000 school bags and supplies directly to the beneficiaries’ doorsteps.





# Jarir`s Programs of Recycling

## Electronic Devices Recycling

Jarir looks forward to maximising the impact of many targeted programs and redoubling its efforts to save old electronic devices from landfills through electronics replacement and recycling programs, which are closely related to the growing global issue of e-waste.

To address this problem, Jarir is working on an electronics-recycling program to save discarded electronic parts extracted by specialised recycling companies.

Commercial operations have also been linked to sustainable goals, including campaigns to replace laptops, tablets, smart phones, printers, and smart watches which have contributed very effectively to the success of the electronic device recycling initiative.

With the launch of the Jarir Electronics Recycling Program in 2020.

In light of Jarir's interest in this program, the value of the electronics recycled during the year 2024 increased, reaching 45m Saudi riyals of electronics.

خدمة الاستبدال  
Trade-In Service  
استبدل جهازك القديم  
Trade-in your old device



المنتجات المجددة  
Renewed Products  
منتجاتك المفضلة بسعر أفضل  
Favorite products, better price





# Jarir Reader (E-books Platform)



**In 2013, we launched the Jarir Reader app, which allows users to easily purchase, download and read books and magazines anywhere, on multiple electronic devices. The Jarir Reader gives access to a wealth of valuable material and adds the convenience of being able to enjoy it anywhere at any time.**

The Jarir Reader was designed to spread knowledge and culture and bring the joy of reading into the next generation. Jarir is the largest—and often the only—translator of major titles and best sellers into the Arabic language. By translating these works and transferring them digitally around the world, the Jarir Reader becomes one of the most powerful tools available for transferring knowledge and culture to Arabic readers on a global scale. In addition, Jarir has begun publishing audio books, and has plans to convert all Jarir e-books into audio books as well.

Jarir also introduced the initiative “Book of the Month” in the Jarir Reader applications. The declared book of the month, often world-wide bestsellers, will be available for free for 30 days for all consumers of the application. Jarir received great feedback on this initiative. In 2024, most books that were titled “Book of the Month” were self-development books, with some fictional books as well.

Emphasis will also be placed on producing and publishing audiobooks for Jarir Bookstore’s publications, and continuing to maintain the leading position in terms of the number of published books by increasing the number of contracted publishing houses, working to speed up publishing books in other language on the Jarir Reader platform.



**“The Jarir Reader is one of the most powerful tools available for transferring knowledge and culture to Arabic readers on a global scale”**

**412**

Audio books were published in 2024



**1000**

titles is the target for Audio books in 2025



# Jarir Publication

**Jarir Publication began as an idea to spread knowledge, culture and social value.**

In 1999, Jarir Publications was established as a CSR initiative and translated its first book into Arabic. After achieving projected sales and receiving positive industry acknowledgements, we continue to translate best sellers and publish books at a rate of one per day. The spirit of establishing Jarir Publications was to spread knowledge, culture and social value. Our contribution to social development originated in the topics of the books selected to be published, which focus on personal development, education and children’s literature. We have since expanded our positive social impact through innovative new products and the initiatives described below.

Since then, we have grown into the largest Arabic language copyright publisher in the world. To date, over 6000 books have been published (a rate of about one every 24 hours), all of which have been translated into Arabic. Jarir Publication has developed a unique and innovative method of translation that focuses on preserving the

original flow, thought process, structure and visual identity. These accomplishments help bring knowledge to Arabic readers around the world.

Jarir Publication has been recognized by the Saudi Responsible Competitive Index as a self-funded Social Responsibility Initiative that achieves sustainable year-on-year growth and adopts the highest standards for the protection of intellectual property rights and copyrights.

Since its launch, Jarir Publication has fostered immensely positive social and cultural impacts. Top Arabic and Saudi Islamic scholars frequently quote Jarir Publication’s books; validating Jarir’s crucial contribution to the spread and progression of culture, knowledge and social self-awareness.

In 2024, Jarir Publications succeeded in publishing 219 new titles.

**518**

number of titles published



**+37%**

increase in publications vs 2023



## Jarir Publication Distributors

Egypt	Oman	Iraq	USA
UAE	Lebanon	Tunisia	Germany - Europe
Kuwait	Syria	Morocco	Turkey v
Bahrain	Jordan	Algeria	



# Digitalization and Service Transformation

In 2022, there has been a slight decrease in online sales compared to the total retail sales in 2021. Jarir is an innovative company, and as technology and digitalization have fundamentally transformed the retail industry, we have adapted our business models accordingly to offer a growing range of digital services and evolved the way we interact with our customers.

Jarir.com has accomplished numerous accolades, reached major milestones and exhibited significant growth. Highlights of Jarir.com's recent accomplishments are outlined below.

- Ranked #1 among retailers' ecommerce websites in Saudi Arabia.
- Jarir is the no.1 destination for all global launches for Apple, Huawei, Samsung, HP, etc.
- First to launch the MADA payment method.
- Ranked #1 among retailers' ecommerce websites in KSA
- 237 Million Jarir website visits annually

## 237m

Jarir.com Visits Annually.



## Ranked #1

among retailers' ecommerce websites in KSA.

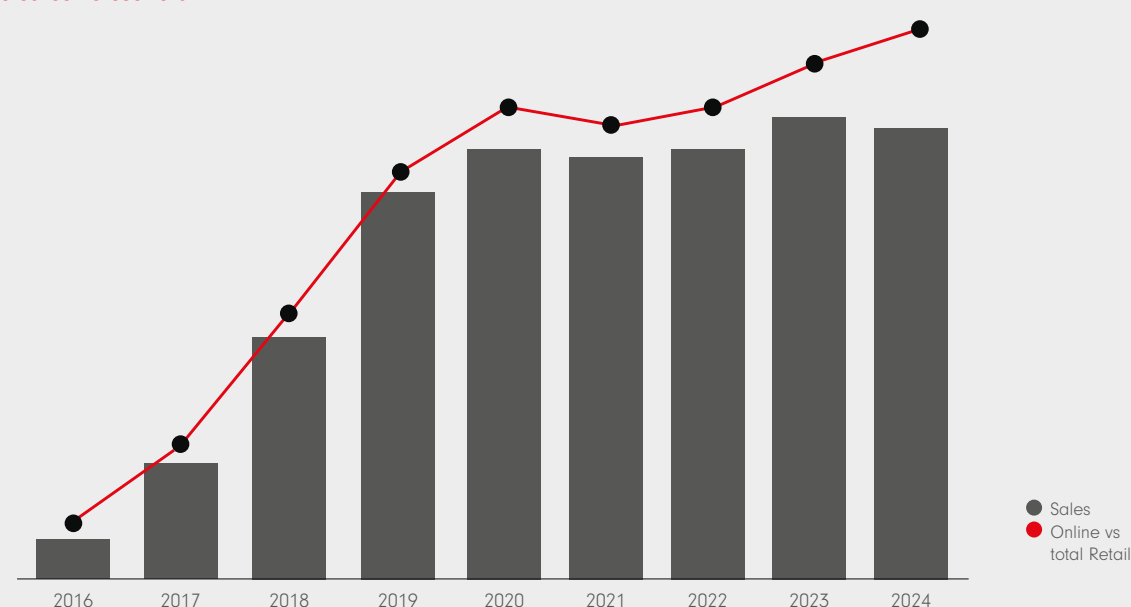


## No.1

Jarir is the destination for all global launches for Apple, Huawei, Samsung, HP, etc.



Online sales versus retail





## Customer Experience



# 04

## Putting our customers at the centre of everything we do

Jarir puts the best interests of our customers first. We focus on making high quality products and services accessible across our communities to help spread education, culture and the growth and prosperity of our customers. Throughout our operations, privacy and data protection best practices remain at the forefront of our efforts.



Jarir was keen during the year 2024 to improve the customer experience. As a continuation of its efforts to provide a distinguished service that exceeds the expectations of its customers, the reliability of the smartphone application has improved and had a great impact on the increase in the number of requests.

Jarir develops and implements various projects and initiatives resulting from continuous business planning and development efforts in areas that are important to our customers.

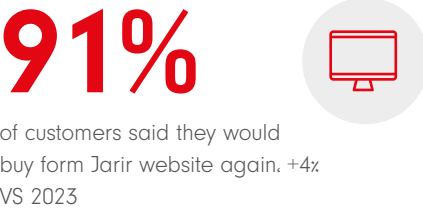
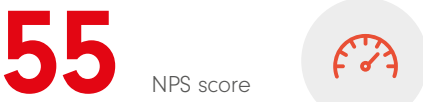
Our customers can feel at home at our showrooms and read books off the shelves in the relaxing comfort of our sitting areas.

Jarir is committed to accommodate customers with disabilities and we have improved the accessibility of our facilities with accessible gates, elevators and toilets at every showroom.



# Customer Satisfaction Rate

Jarir builds trust and consistently exceeds expectations through unrivaled customer experiences. To ensure continued success in customer experience and satisfaction, we launched the Net Promoter Score (NPS), a survey tool assessing all customer-facing channels. The NPS helps us analyse customer feedback to correct issues at their root cause as well as implement corrective and preventative measures. The NPS tool also helps optimise our strong areas. Projects and initiatives that resulted from the NPS survey include the introduction of new payment methods, Online Order Placement by salesmen, customer experience assessments, the evaluation of new couriers.



## Mystery shopper

Through 414 visits conducted in 2024, the Mystery Shopper programme was able to engage and evaluate more than 5,382 employees.

this would Help to ensure that our high customer experience standards are consistent, we regularly conduct mystery shopper exercises. During such exercises, undercover representatives pose as

normal shoppers to assess the customer experience as well as employees' behaviour in their natural environments. These mystery shopper exercises are taken very seriously and help ensure that every customer is treated with the care and respect one would provide for a supervisor.



# Customer Care

**Feedback from our customers is an important resource for the continual improvement of customer experiences. In addition to the NPS, we implement a multi-faceted system of tracking, addressing and responding to all customer feedback.**

In 2023 Jarir fully rolled out e-invoice which helped to pursuit better customer service and reduced paper consumption, Jarir launched E-invoice via WhatsApp service which allows customers to receive a digital invoice copy on WhatsApp upon their checkout in our stores. This service enables customers to save a digital copy of the invoice for easier after-sales services.

Along with WhatsApp invoice Jarir requests customers evaluation of the service level provided to them. This measure keeps Jarir's sales team very close to customer feedbacks and opens a new channel of feedback the complements and replace email and suggestion box communications.

Jarir's customer care system consists of customer surveys, showroom customer service representatives, after-sales services, contact center agents and customer relation agents. Their roles are outlined in the figure below, and together, these tools and agents handle issues at every level of the customer experience.

Jarir's Contact Center manages our unified customer service hotline, all incoming emails and social media interactions. The Customers Care also collects data on Jarir's customer care performance regarding customer requests, complaints, follow-ups, resolutions, and other customer care metrics. Our Customer Care and Contact Centers also manage CRM Tickets to resolve customers' complaints and requests that can be issued by showrooms and social media channel representatives or via email or telephone. The growth exhibited in the table above was driven by new effective customer service policies that have been deployed in recent years.

In addition to our representative teams, we also have suggestion boxes in all of our showrooms. Suggestions are reviewed daily. Each suggestion is reviewed by an Area Manager and the results are reported to Showroom Operations. Each suggestion receives a response and, if necessary, corrective actions and improvements to our operations. Each month, the results and recommendations are compiled into a monthly scorecard to be reviewed by senior management and internal marketing professionals.

The results of these customer care measures are continuously monitored and assessed to optimise client satisfaction.

### Customer care



# Customer Engagement

**Our customers are the driving force of our business success. Therefore, we continuously engage with our customers to better understand their needs, enhance customer experience, express appreciation and foster long-term relationships with our brand. In addition, we continuously engage with our customers through showroom events, social media campaigns and various creative experiences for our customers to enjoy.**

In addition to improving our customer's experience, Jarir has launched its electronic invoices (e-invoice) via WhatsApp. The purpose of the launch is to help customers go through a smoother journey with Jarir in addition to other several intentions that are purely customer-driven, such as, not dealing with lost invoices, rating their experience through a survey that will be sent along with their invoice, capturing the satisfaction of our customers, and many more. Jarir acknowledges the significance of helping

the environment and how important it is to the community and the country as it is one of the main pillars for Vision 2030. The launch of electronic invoices will have a noteworthy impact on the environment, which Jarir takes seriously.

Furthermore, Jarir is focused to serve its part in multiple initiatives that will relate to the community both directly and indirectly. Among those initiatives, are the celebration of both Father's and Mother's day. Jarir

acknowledges parents and their significant role to the community, and their part in building the upcoming generations. Therefore, Jarir launched major campaigns that shows the gratitude that Jarir holds for the true guardians of our upcoming generation.

that shows the gratitude that Jarir holds for the true guardians of out upcoming generation.

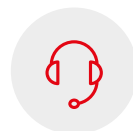
## 4.3.1 Social Media Outreach

Jarir leverages social media platforms. Jarir also manages to remain relevant and engaged with our customer base. We enhance our social media presence through social media campaigns, contests and content such as educational videos. In addition, we use social media to maintain an ongoing dialogue with our customers.



**311,053**

social media replies to customers



**+98%**

response rate per day on social media mentions



Mothers Day



Fathers Day



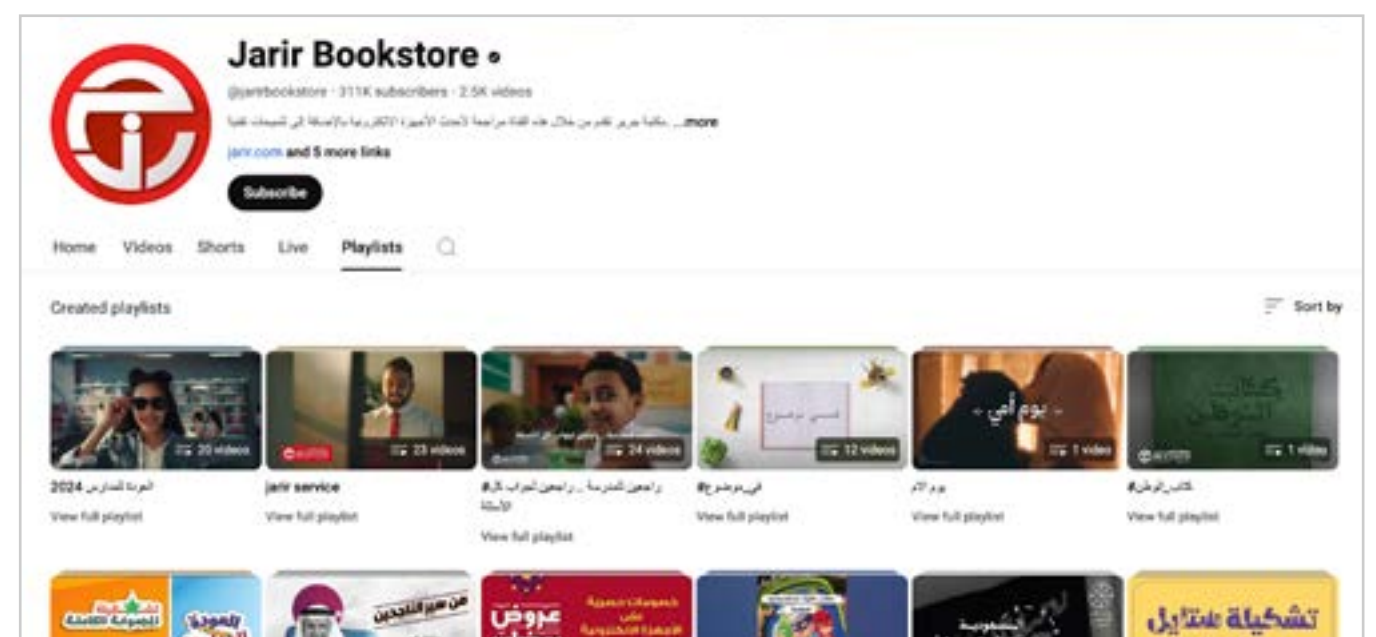
National Day

In 2024, Jarir achieved a higher response rate per day on social media. Our social media presence is outlined in the figures below.

<b>Display Banners</b> <ul style="list-style-type: none"> <li>400 million impressions monthly</li> </ul>	<b>Youtube</b> <ul style="list-style-type: none"> <li>Subscribers: 325,000</li> <li>Total views: 898 million</li> </ul>	<b>Jarir.com</b> <ul style="list-style-type: none"> <li>Website Rank: 6</li> <li>Unique visitors: 9.4 million monthly</li> <li>Page view: 116.6 million monthly</li> </ul>	<b>Email Marketing</b> <ul style="list-style-type: none"> <li>Subscribers: 3m</li> <li>Number of emails sent: 15m monthly</li> </ul>	<b>Social Media</b> <ul style="list-style-type: none"> <li>Facebook: 3.6M</li> <li>X: 2.2M</li> <li>Instagram: 2.3M</li> <li>Snapchat: 116.5K</li> <li>Tiktok: 358K</li> <li>Linkedin: 43K</li> </ul>
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In 2024, Jarir continues to produce videos and publish produced and published 302 YouTube videos covering the following areas:

<b>Commercial content</b> <ul style="list-style-type: none"> <li>Product reviews</li> <li>Offers</li> <li>Jarir.com awareness</li> <li>Communication campaigns</li> </ul>	<b>News and events</b> <ul style="list-style-type: none"> <li>Events</li> <li>Weekly tech news</li> <li>Games</li> <li>Book signing events</li> </ul>	<b>Educational content</b> <ul style="list-style-type: none"> <li>Parental control</li> <li>DIY</li> <li>Apps</li> <li>Things you need to know (raise tech awareness)</li> <li>Travel guide</li> <li>Art tutorials</li> <li>Monthly book selections (Arabic and English)</li> <li>Livestreams</li> <li>Purchase guide</li> </ul>
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# Human Resources Development

Jarir attracts and employs talent, and is keen to attract and train Saudis to improve their practical abilities and skills, and establish company values and production standards.

As the total number of employees in Jarir reached 5,795 employees by the end of 2024, they are a mixture of 27 different nationalities, and the percentage of Saudis in Jarir reached about 57.41% of the total employees, and the percentage of Saudis in some showrooms reaches 70% of the showrooms` employees, and Jarir is classified within the platinum scope according to the program Ministry of Labour and Social Development “Nitaqat” (Scopes).

During the year 2024, 1,877 individuals were employed.

In the field of training and qualifying during 2024, Jarir continued to establish a culture of customer service through the program to exceed customer expectations and several training courses were held, with a total of 9640 training hours provided to employees.

Jarir also continued to train university students, out of its belief in corporate social responsibility, and some trainees were recruited after graduation.

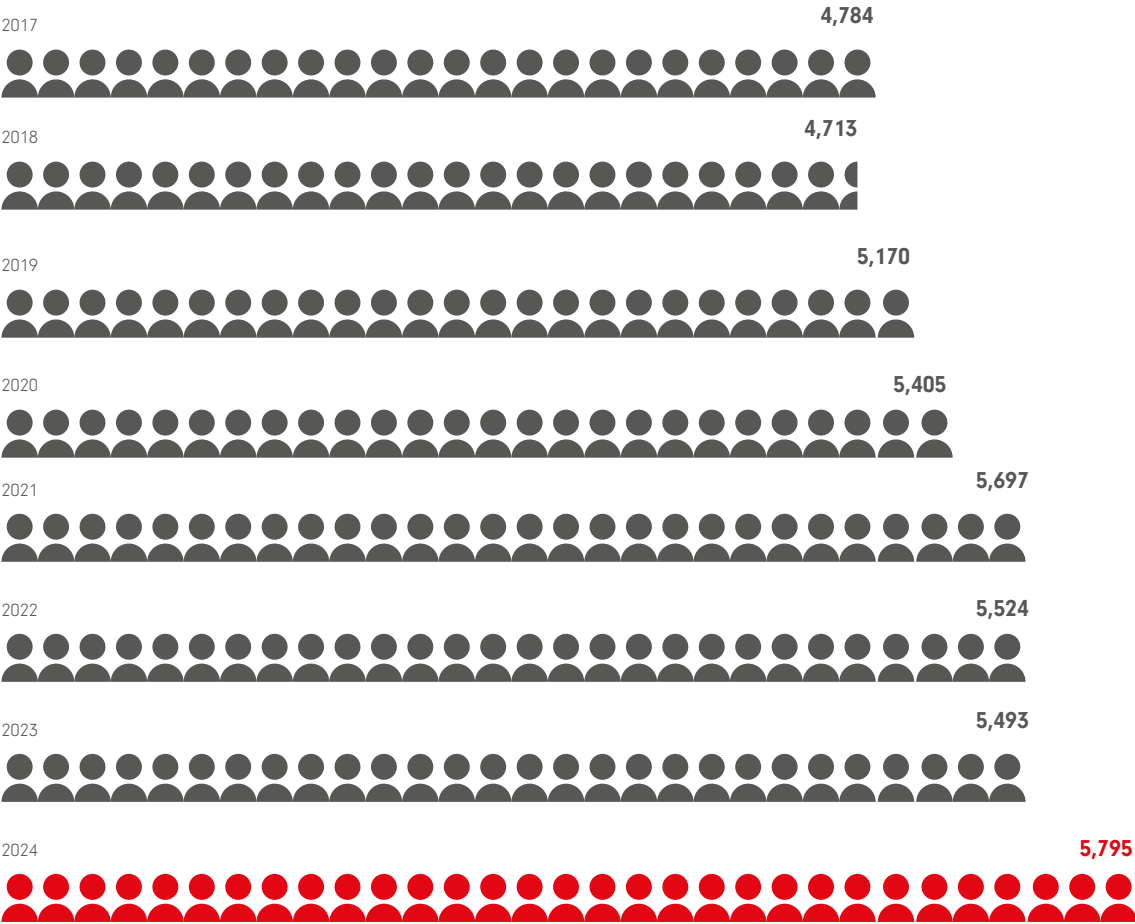
During the year 2024, Jarir aims to continue to attract distinguished Saudi cadres, intensify training courses to raise the level of Jarir employees, and focus on developing showroom managers.



2104

training sessions were conducted in 2024.

Total Workforce (2017-2024)



# 05

## Valuing, Inspiring and Rewarding Talents

“Our employees are our key assets and they are the engineers who build our dreams into reality”  
- Abdulkarim Al-Agil  
CEO

Jarir is a family and is always committed to the personal and professional development of our people as both a core responsibility and a strategic business objective. Properly motivating and rewarding the talents of our employees helps us attract and retain top talent and create long-term value for our business. At Jarir, loyalty is a two-way street and as our employees drive business value, we foster employee longevity through supporting wellbeing and career development. We believe investing in our employees is an investment in the future of Jarir.



# Employer of Choice

Jarir is committed to be an employer of choice and recruiting and developing the best workforce possible. In order to attract the most talented individuals, we offer competitive pay, benefits and performance incentives.

Jarir offers opportunities based on merit and we value diversity and inclusion. To retain and develop the best employees, we implement industry-leading employee engagement initiatives and reward good performance with career and advancement opportunities. We also help our employees reach their fullest potential through financial incentives, career development and training opportunities.

## Diversity, Inclusion and Equal Opportunity

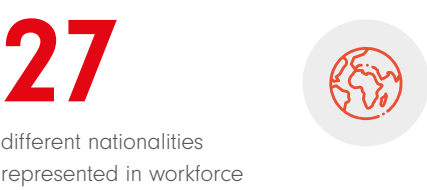
Jarir believes that diversity fosters innovation and we embrace the value of an inclusive work environment. Jarir proudly employs a workforce of 27 different nationalities, 57.41% of which are Saudi nationals. Youths (< 30 years old) represent 47% of our workforce and we are proud to provide younger generations with meaningful work. We currently employ close to 610 females, representing 10% of our head office and showrooms. We also appointed our first female Board member and we seek to increase the percentage of female employees in an effort to fight discrimination and promote equal employment opportunities regardless of gender, religion, race or ethnic background.

## Employee Engagement and Satisfaction

High levels of employee engagement and satisfaction are crucial to our long-term success. To ensure our employees are being properly engaged and satisfied, we conduct an annual employee satisfaction survey. This survey helps us gain insight into employee perspectives and make sure they are being properly fulfilled and motivated to their fullest potential in their careers. Employees are encouraged to provide honest feedback to enable senior management to best address issues and accommodate their needs in their actions plans.

On a regular basis, our efforts to understand and serve the needs of our employees, we further engage them through entertaining experiences and motivate them with various incentive programs. Examples of entertaining engagement activities include our Annual Sports Programs (Basketball, Cricket and Football), weekly department breakfasts (every Thursday) and “Istrahe,” which is a quarterly party for each showroom. These programs are designed to improve morale and build relationships between our employees.

To motivate and develop our employees, we offer an Employee of the Month Program, coaching programs and regular meetings on a weekly, annual, and ad hoc basis. All employees also receive regular performance reviews where their performance is evaluated, feedback is collected, and career goals and objectives are put in place.

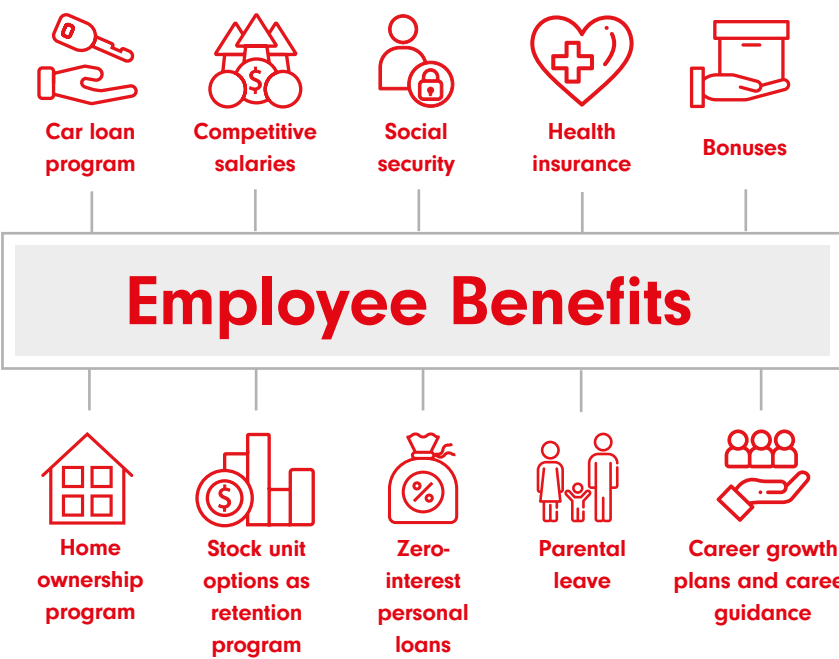


## Benefits and Compensation

Offering competitive compensation and benefits is central to achieving our goal to grow and develop the best and happiest workforce in the industry. All Jarir employees receive competitive salaries, medical insurance, annual bonuses, monthly sales incentives (if applicable), 30 days paid annual leave and exam leave. Our full-time employees enjoy these benefits in addition to job training, 5-day work weeks and the

option to participate in our Phantom Stock Program. In addition, Star employees receive career guidance and growth plans. Eligible Jarir employees receive 10 weeks of maternity paid leave and 3 days of paternity leave. In addition to paid maternity leave, new mothers are also eligible for an additional month of unpaid maternity leave. To further accommodate our maternal employees, we offer new mothers one hour

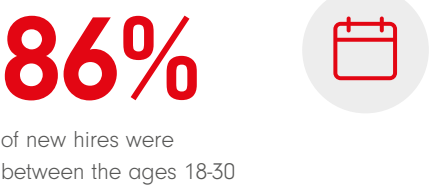
of personal time per day for a period of up to 2 years after giving birth. Additional employee benefits include zero-interest personal loans and the offer to participate in our Stock units Options (Long term 5-year program), Home Ownership Program and car loan program.



## Attraction and Retention

The ability to attract and retain the most talented employees is one of our top priorities and a prerequisite to developing our industry-leading workforce. During 2024, 1,877 employees were employed. In light of Jarir’s keenness to involve women in the labour market in line with the Kingdom’s 2030 vision, Jarir paid attention to employing women, as the number of female employees reached close to 610 by the end of 2024.

High rates of retention not only create business value and reduce recruitment costs, but also have significant benefits to employee morale, corporate culture and the quality dependable careers of our employees. We are very proud of our consistently low turnover rates for our senior and middle managers.





# Training and Development

At Jarir, we are the sum of our employees and we consider investments in the training and development of our workforce to be an investment in the future value of Jarir. We use training and development resources to ensure that our employees are poised for professional development and are well equipped to serve our customers and uphold our values.

17.5



average training hours per employee which is 42% increase on 2024

101,302



training hours provided to employees

In 2024, we delivered 101K training hours to our employees. This represented an average of 17.5 hours of training per employee.

As evidenced by our 2024 performance, we recently increased our focus on employee training and shifted training focus towards cross selling both products and knowledge. In addition, we provide training to allow advancing employees to take on more responsibilities, refine professional skills and stay abreast of new industry and regulatory developments.

There are several training programs offered to Jarir employees. First, each new employee receives introductory onboarding training

where they learn about Jarir policies, operations and their personal responsibilities within the company. In addition, all employees receive TSL training twice per year. For our showroom managers (Massars), we provide a Showroom Managers Program as well as evaluations with feedback from supervisors. For those moving up within the company, we offer a fast track (2-year) management trainee program as well as a Development & Leadership Program to prepare employees for new professional challenges and responsibilities. No matter what your role and future is at Jarir, we equip our employees with what they need to achieve success.



# Health and Safety

At Jarir, we foster a culture of health and safety to help ensure the physical and mental wellbeing of our stakeholders. To achieve our ongoing target of zero health and safety incidents, we implement industry best practices as well as internal policies and procedures designed to maximise health and safety throughout our operations.

To ensure that our employees are well prepared to safeguard health and safety, Jarir provides the appropriate training and awareness campaigns. Our approach to health and safety is to prevent incidents before they occur. As such, we have

dedicated health and safety personnel and a Compliance Team to provide working conditions that are optimised for health and safety.

Our most important resource is our people,

and to help ensure their health and wellbeing we have recently established the Jarir Employees' Medical Services program to provide medical services as necessary.

Benefits of Jarir's medical services program:

To protect the safety of Jarir stakeholders, we implement several safety programs, policies and procedures designed to prevent all avoidable incidents and promptly respond to unavoidable incidents. Regular safety procedures include fire drills and fire safety training supported by the Services and Maintenance Department and Training Departments, preventive electrical maintenance at all locations, safety awareness signage and guidance when and where

necessary, providing personal protective equipment when necessary and conducting periodic audits against Jarir safety standards for all applicable locations. To compliment these procedures, Jarir has drafted a manual for potential fire, health, safety and environmental incidents.

0%

Zero Deductible



Prescriptions & Medical Refill



Save Time



Convenient



In-Home Treatment

Health and Safety Programs

To protect the safety of Jarir stakeholders, we implement several safety programs, policies and procedures designed to prevent all avoidable incidents and promptly respond to unavoidable incidents. Regular safety procedures include fire drills and fire safety training supported by the Services and Maintenance Department and Training Departments, preventive electrical maintenance at all locations, safety awareness signage and guidance when and where necessary, providing personal protective equipment

when necessary and conducting periodic audits against Jarir safety standards for all applicable locations. To compliment these procedures, Jarir has drafted a manual for potential fire, health, safety and environmental incidents.

Jarir also implements programs to ensure compliance with all regulatory requirements. Jarir thoroughly reviews all health and safety incidents and non-compliances to ensure the continual improvement of our management processes. When necessary, we implement

corrective measures and develop new or improved preventative measures.

Jarir considers comfort in the workplace to be a key aspect of employee wellbeing. As such, we implement measures to improve comfort such as providing a comfortable temperature, daylight exposure, ergonomic furniture and increasing the presence of plants in our office

Emergency Response Team (ERT Training) & Installation of Required Safety Posters

2024 Preventive Maintenance Program To Ensure Efficiency and Safety of Equipment in the following areas in all locations

- Generator
- Fire Fighting
- Air Conditioning Units
- Plumbing (Including Leaks)
- Electrical Safety

2024 Electrical Safety & Cost Control Programs in all locations

- Plugs, Outlets, Breakers, Servers (Safety)
- Water Saver Installation (Water Saving)
- Photocell (Flood Light Electricity Savings)
- Water Boiler (Safety)

Jarir also implements programs to ensure compliance with all regulatory requirements. Jarir thoroughly reviews all health and safety incidents and non-compliances to ensure the continual improvement of our management processes. When necessary, we implement

corrective measures and develop new or improved preventative measures.

Jarir considers comfort in the workplace to be a key aspect of employee wellbeing. As such, we implement measures to improve comfort such as providing a comfortable

temperature, daylight exposure, ergonomic furniture and increasing the presence of plants in our offices.

Nationalization

Jarir is committed to generating meaningful employment and prioritising local talent. As of year-end 2024, 57 percent of our workforce consisted of Saudi nationals. That value was even higher for members of senior management, which consisted of 71% percent Saudi nationals. Our goal is to gradually increase nationalisation rates by continuing to prioritise local candidates.

57%

Saudization



Jarir's Massar, Post Graduate Internship Program and Management Training are our flagship nationalisation programs for recruiting local candidates.

71%

of senior management hired from local community





## 06

## Managing Environmental Impacts

Jarir is committed to minimising negative environmental impacts throughout our operations and supply chain. Further, we believe the changing global environment will bring new emerging business risks and opportunities. Therefore, our commitment to environmental responsibility is aligned with our business strategies to adapt to new environmental circumstances and foster a transition to a sustainable future. We operate under the understanding that innovating business models for resource efficiency and impact minimisation will ultimately drive long-term value creation, risk mitigation and market differentiation.

Jarir aims to be a catalyst for a better world. As such, we have identified four key areas where we feel we can make the greatest environmental impact: fight climate change and reduce carbon emissions through energy optimisation and sourcing renewable energy; reduce the environmental footprint of our customers through sustainable products; extending the life of technology through e-recycling programs; and strict adherence to all applicable environmental regulations.



## Environment Responsibility

Jarir's commitment to the environment is based on the Company Objectives which falls under serving and giving back to the community, as we believe it is our social responsibility.

This Company Objective is translated into the following Policy & Programs;

- Jarir shall comply with any government Rules & Regulations with respect to environmental preservation.
- Jarir shall continuously include environment conservation programs.
- Jarir shall search for products with minimal environmental footprints shall be offered to the market.
- Jarir shall consistently include Environment on Company Trainings and Organizational Development with its people.
- Jarir shall support community environmental projects.



# Materials

Jarir strives to be a lean company and to continuously improve the resource efficiency of our operations. To progress towards this ambition, we implement several programs and initiatives to reduce, reuse and recycle materials.

Our largest waste stream is paper products, and therefore, this is the primary focus of our waste reduction efforts. Such efforts and measures include but are not limited to reusing warehouse boxes; recycling paper and cardboard; measuring and managing printing paper through a PMS Printing Management Service; and seeking to procure only forest and recycled content certified paper products.

Going forward, Jarir continues to develop procedures, measures and initiatives to improve paper efficiency through our waste reduction initiatives. In addition to our efforts to reduce waste as shown in the graph below:

## Plastic Recycled



97,799 kg was recycled in 2024

## Cartoon Recycled



528K kg cardboard was recycled in 2024

## Batteries



6,033 Batteries units were recycled in 2024

## Reduced single use of plastics



installed water filters to reduce the use of single-use plastic water bottles and opt to recycle and refurbish all materials in lieu of landfilling whenever possible.

## Sell and reuse of recyclable items and proper disposal



Thousands of items were Recycled including Non-Led lights. In addition, the proper disposal of Copier Toners and the reuse of carpet, palettes, benches.

Jarir is committed to go to the next level of environmental concern, and in line with this goal, there are some ongoing developments that have been implemented.

## Energy Efficiency and Emissions Reduction

Electrical audits are conducted through insurance company services to detect faults causing excess power use or fire risk.

Installed inverter kits for AC units achieving up to 20% electricity savings.

Testing “Electrical Noise Elimination Plate” generating 10% power savings.

Feasibility studies ongoing for Solar Panels, Electric Vehicle Charging, and Next-Gen LED systems.

Replaced over 100 AC units with energy-efficient models saving 10% power per unit.

Converted 100% of lighting to LED, achieving an additional 20% reduction in electricity use.

## Water Conservation

Preventive plumbing maintenance implemented to trace and repair leaks, targeting 100% yearly coverage of all locations.

## Waste Reduction and Recycling

Materials such as furniture and doors reused during renovations.

Usable items like AC units and furniture are donated or sold to reduce landfill waste.

## Operational Practices

Annual Maintenance Contract (AMC) established, eliminating purchase orders and reducing parts costs.

Introduced ERB system integration for maintenance, projects, and cleaning—fully eliminating paper reports and increasing productivity. Usable items like AC units and furniture are donated or sold to reduce landfill waste.



# Electronic Recycling and Trade-Ins

Jarir believes in a circular economy and recognizes the growing global issue of e-waste. In an effort to address this issue, we have an electronics recycling program in place that diverted 45m SAR worth of electronics from landfilling in 2024 and returned it back into the economy.

The program salvages the parts of discarded electronics to be shipped and sold outside of Saudi Arabia by our contracted partner. In 2024, Jarir was able to recycle 45m SAR worth of electronics from landfilling.

We further our efforts to keep older electronics out of the landfill through our trade-in program. This program allows customers to get value through trading in used products that are still in good condition and use the value towards upgrading their laptops and mobile devices. This helps give a second life to used products while increasing the affordability of new products. This program helped recycle 100k devices.



# 100,000

electronic device has been recycled through trade-in program partnership



# 45m

SAR worth of electronics from landfilling



# Energy and Climate Change

Jarir understands that climate change is one of the greatest threats to humanity. As an industry leading corporation, we have an ethical responsibility to minimise carbon emissions. Further, we have a responsibility to all our stakeholders to implement business strategies to remain competitive in a low-carbon future. Such strategies will also make us well positioned, cut energy costs and adapt to emerging risks and regulations. As such, energy management and emissions reduction are amongst our top environmental priorities.

To achieve our energy and climate goals, we continuously monitor our performance, assess new risks and opportunities and use the results to further improve energy management.

## Energy Efficiency and Emissions Reduction

- Avail the free services of insurance company to do Electrical audit to identify grounded, shorted or with high temperature that is causing high electricity consumption or possible fire.
- Installed prototype of Inverter Kit for AC units in Rawdah Branch which is generating now +/- 20% in electricity.
- On-going prototype trial on "Electrical Noise Elimination Plate", which is generating 10% savings in electricity.
- Doing on going feasibilities studied on;
- Solar Panel Studies (3 companies)
- Electrical Vehicle Charging (3 Companies)
- New Generation LED (2 Companies)
- Replaced old 100+ AC Units with more energy efficient units with +/-10% savings per unit.
- Replace 100% LED lights in Housings +20% electricity savings

## Water Conservation

Implemented Plumbing Preventive Maintenance which include leak fixing and tracing. Targeting 100% coverage of all location per year.

## Waste Reduction and Recycling

- Reuse of materials during renovations (e.g., furniture, doors, etc)
- Donated to charitable institution and sold usable items for disposal to reduce dumping of garbage (i.e. AC, Furniture, etc)

## Operational Practices

- Implemented comprehensive (including parts) on "Annual Maintenance Contract"(AMC) which resulted in 100% elimination of Purchase Order processing and savings on cost of parts
- Implemented the use of our ERB system on the following activities which totally eliminate 100% the use of paper for reporting and increase also productivity.
- Routine Maintenance
- Project
- Preventive Maintenance (Electrical & AC)
- Glass & Building Cleaning

APPENDIX A

Performance Data

Responsible business operations

Board of Directors	2019	2020	2021	2022	2023	2024
Executive members of the Board of Directors	37.5%	37.5%	37.5%	25%	25%	25%
Non-executive members of the Board of Directors	25%	25%	25%	37.5%	37.5%	37.5%
Female members of the Board of Directors	0%	0%	0%	12.5%	12.5%	12.5%
Male members of the Board of Directors	100%	100%	100%	87.5%	87.5%	87.5%
Independent members of the Board of Directors	37.5%	37.5%	37.5%	37.5%	37.5%	37.5%
Non-independent members of the Board of Directors	62.5%	62.5%	62.5%	62.5 %	62.5 %	62.5 %
Ethics	2019	2020	2021	2022	2023	2024
Training on anti-corruption (number of employees)	240	158	918	1652	1460	2365
Business ethics concerns raised	0	0	0	0	0	0
Code of conduct and company values training courses conducted	156	29	137	86	63	92
Number of employees attended code of conduct and values training	5043	259	1526	1987	1441	2373
Grievances	2019	2020	2021	2022	2023	2024
Number of grievances filed in the reporting period	17	46	39	-	41	13
Number of these grievance addressed or resolved	17	46	39	-	41	11
Economic Performance (SAR '000s)	2019	2020	2021	2022	2023	2024
Revenues	8,424,51	9,305,811	9,088,300	9,391,000	10,595,000	10,830,000

Marketing and Labeling	2019	2020	2021	2022	2023	2024
Data Privacy	2019	2020	2021	2022	2023	2024
Total number of substantiated complaints received concerning breaches of customer privacy	0	0	0	0	0	0
Total number of identified leaks, thefts, or losses of customer data	0	0	0	0	0	0
Local Procurement	2019	2020	2021	2022	2023	2024
Total number of suppliers engaged	1416	1447	1259	1409	1404	1,323
Total number of local suppliers engaged	427	417	380	390	403	407
Total procurement spending (billion SAR)	7.26	7.97	7.56	8.18	9.58	10.00
Procurement spending on local suppliers (billion SAR)	4.46	5.61	5.57	6.1	7.25	7.77
Percentage of spending on local suppliers	61%	71%	73%	75%	76%	78%

Working together

	2019	2020	2021	2022	2023	2024
Number of titles published	358	219	288	192	377	518
Donations and sponsorships (SAR)	837K	25M	3M	462K	1.194M	947,873K

Customer Satisfaction	2019	2020	2021	2022	2023	2024
NPS	46	43	47	47	51	55

YoY Growth	2019	2020	2021	2022	2023	2024
CRM Tickets	39,909	71,426	50,907	59,709	44,624	53,574
Calls	609,462	784,719	749,060	704,261	1,062,614	1,082,084
Emails	83,051	116,356	87,563	84,252	91,808	153,170
	2019	2020	2021	2022	2023	2024
Social Media Replies	182,947	264,101	400,871	423,260	323,238	311,053

People

Workforce Overview	2019	2020	2021	2022	2023	2024
Total workforce(excluding trainees, students and outsourced staff)	5,170	5,405	5,554	5,524	5,493	5,795
Senior management employees	11	8	7	9	9	6
Middle management employees	116	117	116	119	126	133
Non-management employees (staff)	5043	5280	5431	5369	5358	5656
Workforce by Age and Gender (excluding trainees, students and outsourced staff)	2019	2020	2021	2022	2023	2024
Employees age 18-30	2,875	3,009	3051	2850	2662	2742
Employees age 31-50	2,094	2,200	2301	2452	2596	2807
Employees age 51+	201	195	202	222	235	246
Male employees	5,128	5,012	4,974	4947	4921	5185
Female employees	42	393	580	577	572	610
Nationalities	2019	2020	2021	2022	2023	2024
Number of nationalities	26	26	26	27	27	27
Employee Engagement	2019	2020	2021	2022	2023	2024
Employee satisfaction score	73%	-	-	-	-	-
*Employee satisfaction score has not been released on the date of issuing this report.						
New Hires and Turnover	2019	2020	2021	2022	2023	2024
Total New employee hires:	2346	1534	2103	2026	1696	1877



Total new employees by age	2020	2021	2022	2023	2023	2024
Age 18-30	1334	1857	1732	1424	1424	1,611
Age 31-50	198	241	290	270	270	263
Age 51+	2	5	4	2	2	3
Employee turnover (voluntary and involuntary)						
Age 18-30	62%	37%	24%	59%	53%	49%
Age 31-50	12%	10%	14%	14%	11%	10%
Age 51+	6%	11%	14%	9%	6%	9%
Male	38%	24%	34%	35%	30%	27%
Female	47%	29%	49%	53%	42%	34%
Senior management	0%	22%	13%	13%	0%	29%
Middle management	4%	7%	9%	1%	6%	7%
Non-management employees	39%	25%	36%	38%	32%	28%
Employee turnover (voluntary and involuntary) (%)	38%	25%	35%	37%	31%	28%
Employee turnover (voluntary)						
Age 18-30	39%	31%	27%	51%	44%	35%
Age 31-50	12%	8%	13%	13%	11%	9%
Age 51+	8%	11%	13%	8%	6%	9%
Training	2019	2020	2021	2022	2023	2024
Total training delivered (hours)	64,136	31,594	65,734	51,152	67,660	101,302
Total training delivered (hours) by employment category:						
Senior management employees	48	6	-	-	-	-
Middle management employees	1840	118	-	-	-	-
Non-management employees	62048	31470	-	-	-	-
Total training delivered (hours) by gender:						
Male employees	61648	29068	-	-	-	-
Female employees	400	2526	-	-	-	-
Average training per employee (hours)	12.4	4.8	11.8	9.26	12.3	17.5
Average training hours delivered (hours) by employment category:						
Senior management employees	4.3	2	-	-	-	-
Middle management employees	15.8	4.5	-	-	-	-
Non-management employees	12.3	5.4	-	-	-	-
Average training hours delivered (hours) by gender:						
Male employees	12	4.7	-	-	-	-
Female employees	9.52	5.4	-	-	-	-
Nationalization (KSA)	2019	2020	2021	2022	2023	2024
Nationalization of senior management (%)	73%	80%	77%	77%	71%	71%
Nationalization among total workforce (%)	53%	59%	59%	59%	56%	57%
Total number of national employees	2646	2999	3300	3247	3096	3,330
Number of female national employees	33	387	574	573	567	608

Environment

Energy	2019	2020	2021	2022	2023	2024
Total petrol consumption (liters)*	NA	42,612	-	-	-	-
Total diesel consumption (liters)*	NA	455,316	-	-	-	-
Electricity consumption within the organization (KWH)**	12566568	14908461***	-	-	-	-
Energy intensity (KWH/SQ FT)	0.45	0.52	-	-	-	-

\* Jarir started monitoring fuel consumption by having a tie-up with a petrol provider company and adopting automatic monitoring systems in 2020.  
\*\* Electricity consumption previously reported as a monthly average, whereas all numbers reported herewith were redone to report total annual energy consumption.  
\*\*\* The increase is related to using a new Methodology that has been set to starting from 2020.

GHG Emissions	2019	2020	2021	2022	2023	2024
Direct GHG (Scope 1) (tCo2e)	NA	1,294.77	-	-	-	-
Indirect GHG (Scope 2) (tCo2e)	6,989.04	8,291.50	-	-	-	-
Total GHG (tCo2e)	NA	9,586.27	-	-	-	-

\* Indirect GHG Emissions (scope 2) have been reported retrospectively on the previous years mentioned in the table above.

Water Consumption*	2019	2020	2021	2022	2023	2024
Water consumption (cbm)	212,330	208,769	-	-	-	-
Retrospective actual consumption	50,960	50,104	-	-	-	-

\* Jarir estimated its water consumption to its best of its abilities. Bills are received on a yearly basis and in some cases the water bill is shared with several tenants in buildings.

Recycling	2019	2020	2021	2022	2023	2024
Paper and Cartoon	-	-	-	418,410 kg	524,755 kg	529,2945 kg
Plastic	-	-	-	27,775 kg	15,081 kg	97,799 kg
Electronic Devices	-	-	-	145,401 Pcs	148,248 Pcs	100,000 Pcs

APPENDIX B

GRI Content Index



This report has been prepared in accordance with the GRI Standards: Core option. For the Materiality Disclosures Service, GRI Services reviewed that the GRI content index is clearly presented and the references for Disclosures 102-40 to 102-49 align with appropriate sections in the body of the report. This service was performed on the English version of the report.

GRI Standard	Disclosure		Page number and/or direct answer
GRI 101: Foundation 2016			
General Disclosures			
GRI 102: General Disclosures 2016	102-1	Name of the organisation	Jarir Marketing Company
	102-2	Activities, brands, products and services	10
	102-3	Location of headquarters	Riyadh, Saudi Arabia
	102-4	Location of operations	12
	102-5	Ownership and legal form	Jarir Marketing Co SJSC is a Saudi Arabia-based joint stock company engaged in the wholesale and retail trade. The Company's subsidiaries include United Company for Office Supplies and Stationeries WLL, Jarir Trading Company LLC, United Bookshop, Jarir Bookstore and Jarir Egypt Financial Leasing Co SAE.
	102-6	Markets served	12
	102-7	Scale of the organisation	12
	102-8	Information on employees and other workers	49,50,55
	102-9	Supply chain	31
	102-10	Significant changes to organisation and its supply chain	N/A
	102-11	Precautionary principle or approach	17
	102-12	External initiatives	21
	102-13	Membership of associations	14
	102-14	Statement from the most senior decision maker of the organisation	9
	102-16	Values, principles and norms of behaviour	10
	102-18	Governance structure	23
	102-40	List of stakeholder groups	18,19
	102-41	Collective bargaining agreements	Trade unions are not allowed in Saudi Arabia
	102-42	Identifying and selecting stakeholders	18
	102-43	Approach to stakeholder engagement	18,19,20
	102-44	Key topics and concerns raised	20
	102-45	Entities included in the consolidated financial statements	Financial statements include the activities of Jarir. No other entity is included
	102-46	Defining report content and topic boundaries	4,6
	102-47	List all material topics	20
	102-48	Restatements of information	None
	102-49	Changes in reporting	None
	102-50	Reporting period	2024
	102-51	Date of the most recent report	2023
	102-52	Reporting cycle	6
	102-53	Contact point of questions regarding the report	6
	102-54	Claims of reporting in accordance with GRI Standards	6, 66
	102-55	GRI Content Index	66-68
	102-56	External assurance	This report has not undergone external assurance.

GRI Standard	Disclosure	Page number(s) and/or URL(s)
GRI 200 Economic Standard Series		
Economic Performance		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	17, 18
	103-2 The management approach and its components	17
	103-3 Evaluation of the management approach	19
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	26, 27
Market Presence		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	17, 18
	103-2 The management approach and its components	17
	103-3 Evaluation of the management approach	19
GRI 202: Market Presence 2016	202-2 Proportion of senior management hired from the local community	63,64
Indirect Economic Impacts		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	33-41
	103-2 The management approach and its components	33-41
	103-3 Evaluation of the management approach	33-41
GRI 203: Indirect Economic Impacts 2016	203-2 Significant indirect economic impacts	33-41
Procurement Practices		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	31
	103-2 The management approach and its components	31
	103-3 Evaluation of the management approach	31
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	31
Anti-corruption		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	24
	103-2 The management approach and its components	24
	103-3 Evaluation of the management approach	24
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	24
Anti-competitive Behavior		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	28
	103-2 The management approach and its components	28
	103-3 Evaluation of the management approach	28
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	No legal actions for anti-competitive behavior, anti-trust and monopoly practices
GRI 300 Environmental Standards Series		
Energy		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	57-61
	103-2 The management approach and its components	57-61
	103-3 Evaluation of the management approach	57-61
GRI 302: Energy 2016	302-1 Energy consumption within the organization	57-61
	302-4 Reduction of energy consumption	57-61
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	
	305-2 Indirect (Scope 2) GHG emissions	
Water		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	59
	103-2 The management approach and its components	59
	103-3 Evaluation of the management approach	59
GRI 303: Water 2016	303-3 Water recycled and reused	59
GRI 400 Social Standards Series		
Employment		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	50-51
	103-2 The management approach and its components	50-51



GRI Standard	Disclosure	Page number(s) and/or URL(s)
GRI 401: Employment 2016	103-3 Evaluation of the management approach	50-51
	401-1 New employee hires and employee turnover	63-65
	401-2 Benefits provided to full-time employees that are not provided to temporary or parttime employees	51-53
Occupational Health and Safety		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	53
	103-2 The management approach and its components	53
	103-3 Evaluation of the management approach	53
GRI 403: Occupational Health and Safety 2016	403-4 Health and safety topics covered in formal agreements with trade unions	53
Training and Education		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	52
	103-2 The management approach and its components	52
	103-3 Evaluation of the management approach	52
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	64
	404-2 Programs for upgrading employee skills and transition assistance programs	49-52
Diversity and Equal Opportunity		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	49-50
	103-2 The management approach and its components	49-50
	103-3 Evaluation of the management approach	49-50
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	49
Human Rights Assessment		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	-
	103-2 The management approach and its components	-
	103-3 Evaluation of the management approach	-
GRI 412: Human Rights Assessment 2016	412-3 Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	-
Local Communities		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	33
	103-2 The management approach and its components	33
	103-3 Evaluation of the management approach	33
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	33
Supplier Social Assessment		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	31
	103-2 The management approach and its components	31
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