

# The Annual Report



2025



شركة جرير للتسويق  
Jarir Marketing Co.

# The Annual Report

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Jarir Marketing Co.



## About Jarir

Jarir Marketing Co. was founded in Riyadh in 1974 as a small bookstore. Then it became a Saudi joint-stock company, through a continuous journey of growth. It has been listed on the Saudi stock exchange since 2003 with a paid-up capital of 1,200 million SAR. The company's operational activities are centered around three main integrated sectors: the retail, wholesale, and e-commerce sectors. Jarir Bookstore showrooms are geographically distributed to cover the main market within the Kingdom of Saudi Arabia, with strategic expansion into several neighboring Gulf markets.

## Our Business Strategy

Jarir's strategic vision revolves around establishing our position as a leading destination and primary source of knowledge, productivity solutions, and entertainment, drawing inspiration from Saudi Vision 2030 in building a vibrant society and a thriving economy. We adopt an ambitious expansion strategy that enhances our geographical presence through our network of showrooms across the Kingdom and beyond, reflecting our strong commitment to reaching customers and providing an exceptional shopping experience that combines innovation and quality at competitive prices.

Jarir's sustainable success is fundamentally based on a collaborative approach with our customers, business partners, investors, governmental and regulatory entities, and stakeholders. Supporting this success is a flexible organizational structure that places the customer at the heart of its priorities, focusing on spending efficiency and operational excellence, ensuring sustainable growth and maximizing shareholder value.



# Our Charter



## Our Objectives

### Operational Excellence:

Consolidating the company's leadership in customer service quality and ensuring the sustained excellence of the shopping experience.

### Quality vs. Value:

The commitment to providing products of superior quality that achieve the best balance between value and competitive pricing.

### Market Leadership:

Strengthening market share and maintaining a leading position in our key sectors: office supplies, IT products, and books, office supplies, IT products, and books.

### Human Capital:

Creating a motivating work environment that supports individual initiatives and provides clear pathways for professional growth and the development of national competencies.

### Administrative Leadership:

Building a strong leadership foundation and a professional management team capable of guiding the company toward the future.

### Social Responsibility:

Activating the company's social role through sustainable programs and initiatives that reflect our institutional values.

### Financial Sustainability:

Maximizing profitability and achieving sustainable growth, as they constitute the fundamental pillars for supporting and expanding the company's long-term goals and values.



## Our Mission

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



## Our Values

### Exceeding Customers' Aspirations:

Placing the customer at the center of our strategic focus and committing to delivering an exceptional experience that surpasses expectations through superior service quality, believing that customer satisfaction is the cornerstone of our excellence and competitiveness.

### Commitment to Quality and Continuous Improvement:

Adopting the highest quality standards across all operations and outputs, while continuously developing work processes and enhancing human capital efficiency to align with best global practices.

### Integrity and Transparency:

Upholding professional ethics and honesty in all transactions, and committing to full transparency with all stakeholders, including shareholders, partners, suppliers, and employees.

### Operational Efficiency (Simplicity):

Following a logical and practical approach to decision-making, simplifying procedures, and avoiding complexity to ensure smooth operations and achieve strategic objectives with high flexibility.

### Humility and Effective Communication:

We believe in an inclusive work environment, embracing an "open-door" policy that allows employees to freely express their ideas, and we value their contributions in developing the company at all levels of the organization.

### Respect and Appreciation:

We respect cultural diversity within our organization and pay special attention to employees' quality of life and well-being, aiming to strengthen social and professional bonds within the workplace.

### Team Spirit Integration:

We embrace the concept of a "single family" and believe that collective efforts are the primary driver of shared successes and major organizational goals.

### Loyalty and Belonging:

We are committed to building sustainable relationships based on mutual trust with our shareholders, customers, and all partners, and we strive to instill a sense of institutional loyalty and belonging to ensure long-term partnerships.



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In the event of any discrepancy or conflict between the Arabic report and the English report, the Arabic report shall prevail and shall be the governing reference for interpretation.



**Dear Esteemed  
Shareholders of  
“Jarir Marketing Company”**

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

On behalf of the Board of Directors, it is my pleasure to welcome you to the Annual Report of Jarir Marketing Company for the fiscal year ending on December 31, 2025, presenting with you the key strategic achievements and financial results, which reflect the stability of the company’s financial position and its ability to adapt to market changes.

By the grace of God and through the combined efforts of all our employees, Jarir Marketing Company has successfully continued its path of sustainable growth and strengthened its market leadership. Total sales by the end of 2025 reached SAR 11,365.2 million, compared to SAR 10,830.9 million in the previous year, achieving a growth rate of 7.0%. This positive performance was driven by increased sales in the smartphone segment, in addition to higher revenues from after-sales services, computer, and tablet departments.

Reflecting our expansion strategy aimed at enhancing market share and bringing us closer to our customer base, 2025 witnessed the opening of two new showrooms and the operation of two replacement showrooms for previous locations, as part of the company’s plan to develop and modernize its branch network. These initiatives contribute to improving geographical coverage efficiency and consolidating Jarir Marketing Company’s position as a leading and preferred consumer destination.



**Mohammed Bin Abdulrahman Al-Agil**  
Chairman

**Dear Esteemed  
Shareholders of  
“Jarir Marketing Company”**

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

By the grace and support of Allah, Jarir Marketing Company continued its growth journey during the past year, consolidating its position as a primary reference and leading destination for its customers across its key business sectors. The company did not merely strengthen its leadership; it also advanced in introducing innovative products and services and seizing promising opportunities, providing a strong impetus for development and performance improvement across all areas, while maintaining stable growth rates thanks to the efficiency and dedication of its human capital.

Within the framework of its expansion and development strategy, the company maintained the momentum of its operational plans. In 2025, two new showrooms were inaugurated in prime locations: the Clock Towers showroom in Mecca and the Red Sea Mall showroom in Jeddah. Simultaneously, and in line with our ongoing efforts to enhance the efficiency of operational assets, a replacement plan for several locations was implemented. Two existing showrooms were replaced with more modern and advanced facilities to meet customer expectations. This included the opening of a new showroom in the Al-Fanateer district in Jubail Industrial City, replacing the previous location in Al-Huwailat, as well as a replacement showroom in the city of Unaizah. These initiatives aim to provide a contemporary shopping experience in line with Jarir’s high standards and to strengthen our geographical reach. Additionally, we expanded the range of services offered by Jarir, including maintenance, installment plans, and protection packages, particularly within the Kingdom and the Gulf region more broadly.

Finally, by Allah’s will, Jarir Marketing Company will continue to pursue its strategic objectives aimed at sustaining growth and broadening its business horizons. We extend our sincere thanks and appreciation to the esteemed members of the Board of Directors and to all members of the ‘Jarir Family,’ including employees and staff, for their dedication and commitment, which represent the cornerstone of our success. We also deeply value the ongoing trust of our shareholders, looking forward together to a future full of further achievements and successes.



**Abdulkarim Bin Abdulrahman Al-Agil**  
Vice Chairman  
CEO



# About Jarir

1

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

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



Jarir carries out its activities through the following sectors:



**1. Retail Sector (Jarir Bookstore):**

It is considered the main driver of the company's operations, with its activities managed through the geographically distributed network of Jarir Bookstore showrooms. Its scope of work extends to include:

- Showrooms and all operations and service departments which includes: Installment programs, services, customer experience, purchasing management (supply chains), marketing, human resources, human cadre development, and the information technology department.
- Business sector (B2B): Specialized in serving the needs of corporate clients and both public and private sector entities.
- Owned Brands: Managing and developing the company's exclusive portfolio of proprietary brands.



**2. E-commerce Sector:**

It represents the company's digital front, responsible for managing and delivering all product and service sales through online platforms, with a focus on advancing digital transformation and facilitating customers' remote access to services.



**3. Wholesale Sector:**

This segment targets major clients and distributors, with a strategy focused on bulk sales intended for redistribution and resale in local and regional markets.



**4. Real Estate Activity:**

This segment is responsible for managing and investing the company's real estate portfolio, which includes retail showrooms, administrative offices, and residential units, ensuring optimal utilization of real estate assets and supporting the company's strategic expansion.

## Subsidiaries

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

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

# Operational Performance

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## First: Retail Sector (Jarir Bookstore)

Retail sector sales reached during 2025

**11,109.4** Million SAR

rising by

**7.3%** compared to 2024

And the profits reached

**1,005.4** million SAR

rising by

**8.2%** compared to 2024

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

### 1 - Showrooms:

Reinforcing its leadership position, Jarir Marketing Company continues to steadily implement its geographic expansion and selective growth strategy. By the end of 2025, the company successfully increased its total showroom network to 75 locations, supported by the launch of prime sites including the Clock Towers branch in Mecca and the Red Sea Mall branch in Jeddah.

In parallel with this growth, the company adopted an operational approach focused on investing in location quality and enhancing the efficiency of existing assets through a replacement strategy. This was reflected in relocating two previous sites to more modern and advanced locations: the Al-Fanateer district showroom in Jubail Industrial City (replacing Al-Huwailat) and the replacement showroom in Unaizah. This step aims to enhance customer experience and strengthen the company's market presence in these areas, in line with shareholders' expectations.

During the fiscal year 2026, Jarir aims to expand by opening 5 to 6 showrooms

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

#### Within the Kingdom:

	Riyadh	Buraidah	Unayzah	Al-rass	Al-Kharj	Hail	Dawadmi	Majmaah	Jeddah	Taif	Mecca	Al-Madina	Yanbu	Tabuk	Al-Kharj	Dammam	Khobar	Dhahran	Sakaka	Najran	Jubail	Al-Hofuf	Hafar Al-Batin	Khamis Mushait	Jazan	Total (Sorted into Owned and Rented)	Qatar	Sharjah	Kuwait	Bahrain	Total (Sorted into Owned and Rented)
Owned	7	0	0	0	0	0	0	0	1	0	0	1	0	0	0	2	2	0	0	0	0	3	0	0	0	16	0	0	0	0	0
Rented	13	1	1	1	1	1	1	1	9	1	4	2	1	1	1	1	1	1	1	1	1	0	1	2	1	48	4	1	5	1	11
Total Sorted by Cities	21	1	1	1	1	1	1	1	10	1	4	3	1	1	1	3	3	1	1	1	1	3	1	2	1	64	4	1	5	1	11

#### Outside the Kingdom:



We present below a brief report on the company's operational performance, highlighting key initiatives and core business segments, including the development of installment-based sales solutions and value-added services, as well as the enhancement of the overall customer experience. The report also covers developments in procurement management and supply chain efficiency, modern marketing strategies, the management and investment of human capital, and the digital transformation driven by IT sector projects, all of which ensure the sustainability of the company's operational excellence.



### Service Sector

#### Maintenance Service:

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

During the year 2025, improvement initiatives were done to develop operations and the customer experience, including:

- 5 fast service centers for Apple products were launched, bringing the total to 15 centers across 10 different cities. In addition, 2 fast service centers for Samsung products were launched.

Plans are in place to open 6 additional Apple service centers in 2026, along with one additional Samsung service center.

- Developing logistical processes, which helped to reduce customer wait times by approximately 5% of the usual waiting time.

Jarir Marketing Company introduced an exclusive replacement guarantee for manufacturing defects during the first two months following the launch of the iPhone 17. Under this program, customers are entitled to a device replacement within the first 12 months from the date of purchase in the event of any manufacturing defects.

## خدمة الاستبدال Trade-In Service



### Devices Trade-In:

In line with Saudi Vision 2030 to improve environmental quality, Jarir contributes to device recycling through its device trade-in service, which allows customers to exchange their old devices, including smartphones, tablets, laptops, and smartwatches, for a discount on any product from Jarir Bookstore. Customers can also purchase any new device and then return their old devices within 14 days from the date of purchase, giving them more flexibility in transferring data and experiencing their new devices.

Jarir has also launched several initiatives to develop operations and service procedures, which have contributed to a 52% increase in the number of exchanged devices.



### Gift Wrapping Services:

As part of its commitment to providing a comprehensive shopping experience and enhancing the gift segment, The company has launched gift wrapping and preparation services across all Jarir Bookstore showrooms in Saudi Arabia and the Gulf region, enabling customers to have their purchases professionally packaged and ready for gifting, contributing to higher customer satisfaction and adding value to the overall shopping experience.



## حماية جريز Jarir Protection

### Protection and Extended Warranty Packages:

As part of its ongoing efforts to enhance its services and meet customer expectations, the company offers a comprehensive range of protection plans and extended warranty solutions. These services enable customers to extend the lifespan of their devices and improve their reliability. The plans cover a wide range of products, including smartphones, smartwatches, laptops, tablets, televisions, and gaming consoles.

The company also launched several initiatives, alongside product development and improvements in sales processes, contributing to a notable 20% growth in protection plan and extended warranty sales.

In 2026, the company aims to expand these offerings to include additional product categories such as headphones, computer and gaming accessories, smart home products, and more—further broadening its service portfolio, enhancing customer value, and supporting revenue growth.

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



## تمديد الضمان Extended Warranty

## Purchasing Management (Supply Chain)

### First: Purchasing Department Activity in 2025:

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

- Several innovative initiatives were launched, including pre-order programs and a satisfaction guarantee. The company also added numerous new suppliers to increase sales and improve profitability.
- An initiative was launched to sell products exclusively through digital channels, resulting in an expanded range of offerings.
- Seasonal sales, particularly for the back-to-school period, were better planned, alongside an expansion of products for digital education. This contributed to an increased market share in categories such as computers and tablets.
- The gaming segment was also expanded and a dedicated department for gaming computers and related accessories was launched.
- Inventory management has been improved through strict mechanisms and periodic reviews of existing products

### Second: Future Plan for 2026:

- Expansion will be carried out by launching products that use and support artificial intelligence technologies
- Many offers and initiatives will be launched to gain larger market shares across various sectors and price ranges
- We will continue planning for the seasons and providing the best offers and products suitable for them at the best prices
- We will continue to review inventory periodically to ensure optimal stock turnover and avoid accumulation of old inventory
- The supplier base will be reviewed and evaluated and improved to obtain the best prices with a focus on having the latest products and technologies at the best quality and price

## Marketing

The year 2025 witnessed a qualitative shift in Jarir's marketing system, as promotional efforts moved from their traditional framework towards a more complete and smarter model relying on digital transformation, experience development, and enhancing the value delivered to customers across all channels. The marketing team during the year achieved remarkable progress across various tracks, starting from launching quality initiatives and developing the in-store experience, to strengthening the online store presence and improving the efficiency of promotional campaigns, which positively reflected on customer acquisition, increased engagement, and sales growth across all channels.

During 2025, Jarir continued to strengthen its marketing presence and expand its customer base in various Gulf countries through integrated promotional and advertising efforts, highlighting the latest products in the fields of technology, office and art supplies, and books, while enhancing the experience inside showrooms and the online store. The recent launches and pre-order campaigns, supported by comprehensive marketing campaigns via social media, billboards, and direct marketing, contributed to attracting wide customer segments, while providing additional benefits to early buyers, enhancing the customer experience and increasing conversion rates.

Seasonal offers also contributed to increasing sales and attracting customers, including Foundation Day offers, National Day offers in various countries, Ramadan season, summer discounts, back-to-school, Jarir Friday, and end-of-year offers, alongside online store-specific offers that align with digital shopping behavior, including children's skills development offers, hobby tools, school and office supplies, Arabic and English books, in addition to new categories of premium products that meet specialized and growing customer interests in various fields, including musical instruments, scooters, electric bikes, and health monitoring devices.

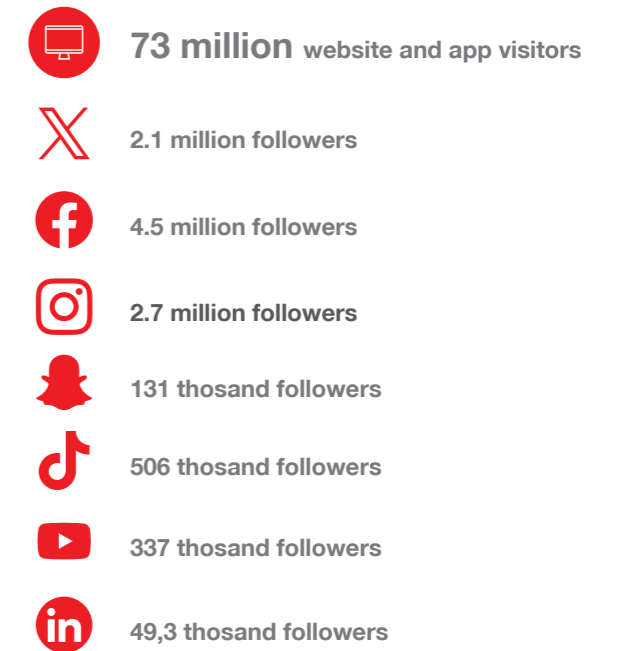
In 2025, the in-store experience was significantly enhanced by developing dedicated display areas for several global brands, contributing to showcasing products and providing a fully interactive experience, alongside the rapid growth of the online store channels, which have become more influential in customer purchase journeys compared to previous years, due to the development of digital capabilities and the integration of the experience across different channels. This integration contributed to increasing the effectiveness of promotional campaigns and achieving higher results in terms of engagement and sales across electronic platforms, while the role of showrooms continues to support the comprehensive brand experience.

Regarding loyalty programs and banking partnerships, Jarir continued to develop the benefits provided to Jarir Card holders and work with a group of banks to offer exclusive deals and additional discounts to customers, expanding initiatives that strengthen customer connection to the brand and enhance the value of the experience.

Replacement campaigns supported by sustainability goals also witnessed an expansion in the range of included products, enabling customers to upgrade and benefit from their old devices in a way that ensures their recycling and reduces electronic waste reaching landfills, positively impacting the environment and the national economy, in line with Saudi Arabia's Vision 2030.

Regarding e-marketing, Jarir continued adopting modern digital tools and developing publishing and personalization mechanisms, which led to increased engagement, growth in followers, and higher website and app visits compared to previous years, alongside enhancing promotional integration across all Gulf countries, and developing marketing analytics capabilities that contributed to improving targeting accuracy, speeding up decision-making, and increasing the efficiency of promotional planning and digital campaigns.

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



Jarir will continue throughout 2026 to strengthen its market share across all countries, maintain visitor traffic across various channels, increase acquisition of new customers, and promote targeted segments of existing customers, alongside continuing the development of loyalty programs, updating digital policies, and expanding the use of advanced tools in personalization and data analytics, all of which will enhance Jarir's position as a leading destination in both traditional and digital retail across the region.





### Human Resources and Human Cadre Development

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

By the end of 2025, the total number of employees at Jarir reached 5847, representing 25 different nationalities. Saudi employees accounted for approximately 57.33 % of the total workforce, with some showrooms reaching up to 75% Saudi employees. Jarir is classified within the platinum range under the Ministry of Human Resources' 'Nitaqat' program.

In 2025, a total of 1471 employees were hired, including 1290 Saudi nationals. As part of Jarir's continuous commitment to supporting women's participation in the labor market in line with the Kingdom's Vision 2030, the number of female employees reached 594 by the end of 2025.

In the field of training and development during 2025, Jarir continued to reinforce a customer service culture through the Exceeding Customers' Expectations program. Jarir supervised the training of 13 showroom managers under the Future Managers Program. A total of 1,885 training courses were conducted, with overall attendance and participation reaching 18,510 trainees across all Jarir Bookstore showrooms. Additionally, 2086 direct coaching sessions were held by Jarir trainers for showroom employees, focusing on enhancing their efficiency and performance in customer service.

During the year 2026, Jarir aims to continue attracting distinguished Saudi cadres, intensifying training courses to raise the level of Jarir employees, and focusing on developing showrooms managers.

### IT Department

During 2025, the company focused on enhancing infrastructure efficiency and strengthening the cybersecurity framework; key projects included migrating all critical and sensitive virtual servers from Broadcom VMware to IBM Power, operating on IBM Power10 servers (tenth generation). This fundamental transformation was not limited to updating virtual systems, but was a strategic step to enhance cybersecurity for sensitive internal systems by relying on high-performance operating systems with advanced resistance to security vulnerabilities.

In the same context, the company expanded the deployment of the IGEL OS system to cover more than 70% of total system assets, enhancing infrastructure security, as it relies on the GEL operating system featuring a "Read-Only Operating System," making it resistant to breaches and independent of Microsoft Windows.

During 2026, Jarir Bookstore intends to continue this investment approach by focusing on upgrading backup systems and activating the Disaster Recovery Site through executing Failover Exercises. Efforts in 2026 also aim to reduce dependency on IGEL systems by 10% and integrate them into the Virtual Desktop Infrastructure.

In line with the Kingdom's directives to strengthen cybersecurity, the company is currently conducting a comprehensive internal assessment of systems and policies to ensure alignment with updates from the National Cybersecurity Authority (NCA). As part of the digital transformation journey, the company will work on developing customer service in all showrooms through innovative digital solutions aimed at improving the shopping experience and ensuring seamless access to all products and services.

### Business sector (B2B)

Achieving Financial Goals and Sustainable Growth:

With Allah's guidance, the corporate sales sector successfully achieved the sales targets set for the 2025 fiscal year, witnessing significant growth in sales volume compared to the previous year. This positive performance and continuous revenue growth reflect operational efficiency and commitment to achieving the strategic plans.

Future Strategy and Growth Outlook for 2026:

We aim to strengthen these achievements in 2026, relying on our strategic partnerships and recently concluded contracts with major banking institutions and telecom companies, in addition to a growing customer base. The sector continues to expand its market share by attracting new accounts and developing the product portfolio, which includes office supplies, electronic devices, printers and their accessories, computer hardware and accessories, and integrated technical solutions to meet the growing market demands.

Outlook and Conclusion:

The team reaffirms its commitment to continue diligent work to achieve qualitative performance leaps during 2026, expressing sincere gratitude for the continuous support from management and the valued trust of our shareholders, who represent the fundamental pillar and strongest motivation toward achieving our ambitious goals and sustainable successes.





## Second: E-Commerce Sector (B2C)

### Key Results for 2025:

- Sales grew by 30%, accompanied by growth in the number of customers, repeat purchases, and orders received from Jarir showrooms.
- Significant improvement in delivery times led to a 6% increase in orders delivered within one day.
- Launched the Jarir app in its new version with a complete review of the user experience, achieving an overall rating of 4.8 on app stores, doubling customer conversion rates, and increasing app downloads by 60%.
- Launched multiple initiatives to maintain the quality of the app and website and enhance the user experience, relying on more than 20,000 customer feedback entries.
- Working to introduce various installment payment options, including "Buy Now, Pay Later" for Saudi Arabia and Gulf countries, such as Madfu and PayLater.
- Developed and upgraded e-commerce systems, improving performance and enhancing security.
- Launched personalized messaging services through over 200 campaigns and automated sales recovery and real-time customer communication.
- Launched the new WhatsApp service, increasing customer engagement and reducing SMS costs.
- Relunched the website search service, improving interaction with search results by 16% and reducing bounce rates by 93%.
- Numerous search engine optimization (SEO) improvements increased customer acquisition through search engines by 42%.

- Initiated and laid the foundation for the Jarir Premium Partner Program, aiming to increase the number of products offered to customers in existing departments and launch several new departments within Jarir Bookstore.
- Continued supporting the external sales department, providing multiple benefits to external sales clients, such as developing the order reception mechanism (Punch-out) and integration with major companies like King Fahd University of Petroleum & Minerals and the Saudi Global Ports Company.

### Key Objectives for 2026:

- Personalizing the user experience to enhance customer interaction with the e-commerce platform.
- Initiating the implementation of personalized offers based on customer segments to enhance the experience of the most loyal customers and improve the offer mechanism.
- Reviewing and updating all e-commerce processes related to platform content and user experience to achieve a world-class customer experience.
- Launching the Jarir Premium Partner Program.
- Studying the unification of the sales system for retail and corporate customers to expand services across Saudi Arabia and the Gulf.
- Relaunching the website with a new look and a competitive user experience.

## E-Book & Audiobook Platform (Jarir Reader)

### Key Results for 2025:

- Expansion of Digital Content: Continuing to publish digital editions (e-books and audiobooks) from Jarir Bookstore publications and other major publishers, with the total number of published titles reaching approximately 35,000.
- Development of Audiobook Content: Intensive focus on producing and publishing audiobooks, with the total number exceeding 1,100 audiobooks.
- Technical Infrastructure Update: Developing the e-reading platform by building an entirely new version from scratch, leveraging the latest technologies to ensure software advancement and provide users with advanced features and updates.
- Global Reach: Enhancing digital book sales through global platforms such as Overdrive, Amazon, and Audible, which accounted for 36% of total sales in 2025.
- Strategic Partnerships: Initiating contracts with leading e-reading service providers in the Arab world, such as the apps Abjaj, Iqraaly, and Jezz.
- Content Rights: Starting to acquire streaming (or distribution) rights for e-books and audiobooks on a subscription basis.

### Key Objectives for 2026:

- Growth of Audiobook Content: Continuing to produce and publish key titles in audio format, aiming to reach 1,300 audiobooks.
- Launching a subscription system: Activating the official subscription system for users to diversify revenue sources and facilitate access to content.
- International Expansion: Targeting distant global markets through collaboration with specialized and capable service providers in those markets.
- Enhancing Arab Presence: Expanding digital book distribution through leading Arab platforms such as Abjaj and Jezz.
- Empowering Publishers: Launching a new platform that allows publishers to manage and self-publish their books, granting them full control over the publishing process.
- Sustainability and Development: Continuing to enrich digital content across various categories, with ongoing platform updates to ensure it meets the needs of Arab readers and the latest technical standards.

## Third: Wholesale Sector

This sector targets distributors and resellers, focusing on meeting their specialized needs for educational, artistic, and innovative office products, ensuring the expansion of the company's product reach in local and regional markets.

Wholesale sector sales reached during 2025

**255.7** Million SAR

decreasing by

**3.2%** compared to 2024

And the profits reached

**43.8** Million SAR

decreasing by

**1.5%** compared to 2024

## Marketing Department

### First: Key Activities of the Marketing Department in 2025

During 2025, the Marketing Department launched the Back-to-School campaign for Roco products on a large scale across all social media platforms, supported by multiple influencer campaigns, aiming to raise brand awareness and highlight the competitive advantages of the products, which contributed to increased engagement and reaching a wider segment of the target audience.

Several seasonal and ongoing marketing campaigns were executed to ensure continuous brand presence throughout the year and not be limited to a single season.

A joint marketing campaign was implemented within delivery apps, featuring Roco products in dedicated spaces within the apps to enhance brand presence and stimulate sales. This campaign contributed to noticeable growth in sales performance.

The department participated in the Paper World exhibition, the largest international trade fair in the Middle East for stationery, paper, gifts, and office supplies. The participation resulted in connecting with numerous clients from Gulf, Arab, and African countries, securing business deals, reaching preliminary agreements with several suppliers, and showcasing new products.

### Second: Future Plan for 2026:

In 2026, Roco will continue launching targeted marketing campaigns to introduce new products that meet market needs and consumer trends.

Efforts will focus on enhancing marketing campaigns for exclusive products through delivery apps, e-commerce platforms, and discount stores, while executing joint campaigns with key strategic clients to showcase the brand within their channels.

The focus will also be on marketing a variety of products throughout the year to increase Jarir's market share and achieve a positive and sustainable impact on company sales.

## Sales Department

### First: Annual Performance of the Sales Department for 2025

In 2025, the department implemented several initiatives that strengthened the company's market presence and achieved noticeable growth, including:

Expanding the customer base by attracting new clients in online sales, which led to growth in digital sales.

Enhancing collaboration with delivery apps by increasing the number of listed items, resulting in clear sales growth through these channels.

Increasing private school sales by opening deferred accounts and offering special promotions, making this sector a growth driver.

Focusing on off-season sales, which helped stabilize sales and achieve better returns during slower periods.

Implementing social media marketing campaigns in collaboration with influencers, contributing to raising awareness of Roco school products.

Continuing exports to Gulf and African countries while maintaining stable relationships with external clients.

Improving the collection efficiency of deferred payments through better follow-up mechanisms and credit compliance, which enhanced cash flows.

Gaining a deeper understanding of the bookstore market and remote areas, enabling more realistic and effective sales and distribution plans.

## Fourth: Real Estate Activity

Reflecting the company's commitment to optimizing the utilization of its fixed assets, in the fiscal year 2025, Jarir managed and invested in a variety of rental spaces totaling 95,988.71 square meters, including showrooms and administrative and commercial units, demonstrating the company's ability to invest its real estate portfolio to serve sustainable profitability objectives.

### Second: Future Plan for 2025:

- The 2026 plan focuses on expansion, increasing market share, and enhancing operational efficiency through the following initiatives:
- Diversifying products beyond office and school supplies, introducing new categories such as computer and mobile accessories.
- Launching the mobile sales project (Van Sales) starting in Riyadh, with later expansion to remote areas.
- Leveraging Jarir's distribution network to enhance geographic coverage and distribution efficiency.
- Focusing on modern sales channels, especially e-commerce stores and discount outlets, given their rapid growth.
- Supporting paper sales growth by introducing new paper types and strengthening the company's leading position among key suppliers in Saudi Arabia.
- Maintaining competitive pricing despite rising costs.
- Launching the company's website to increase direct sales opportunities and attract new customers.
- Expanding export activities to new markets in the Gulf, Arab, and African countries.
- Establishing marketing partnerships with key clients to boost sales and build long-term relationships.
- Developing the sales team through continuous training and updating roles and responsibilities for representatives and supervisors.
- Creating a comprehensive plan to cover remote areas and strengthen market presence through improved sales and distribution mechanisms, offering tailored promotions and products suited to these regions to increase market share and achieve sustainable growth.
- Improving domestic shipping systems to enhance delivery efficiency and reduce operational costs.
- Developing a comprehensive marketing plan for the brand to enhance identity, increase awareness, and support sales across traditional and digital channels, ensuring stronger and sustainable brand presence in the market.

# Social Responsibility



وزارة التعليم  
Ministry of Education



مكتبة جرير  
JARIR BOOKSTORE  
...not just a Bookstore... ليست مجرد مكتبة

تكافل  
TAKAFUL

3

## Leading with Purpose is Jarir's Approach to Sustainability

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

In order to achieve this, Jarir commits to the highest standards followed regarding the company's responsibility and contribution to sustainable development, despite all confrontations. In doing so, it aims to achieve long-term growth and support the values of Jarir, stakeholders, and the whole world. We, Jarir work team, seek to interact with the main sustainability issues, which emerges through different approaches including:

- Sustainability Team - which guides Jarir's sustainability strategy and its performance, and is responsible for advancing Jarir's sustainability agenda.
- A set of policies that incorporate appropriate and relevant principles and requirements into Jarir's daily operational processes, including, but not limited to, the Jarir Code of Business Conduct.
- Corporate Strategy - which guides Jarir to the strategic direction to achieve its vision.

## Sustainability Focus Areas:



### Commitment to Sustainable Approach

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



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

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



### Working Together to Produce Knowledge and Innovations

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



### Putting Our Customers As a Priority in Everything We Do

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



### Recognizing, Inspiring, and Rewarding Talents

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

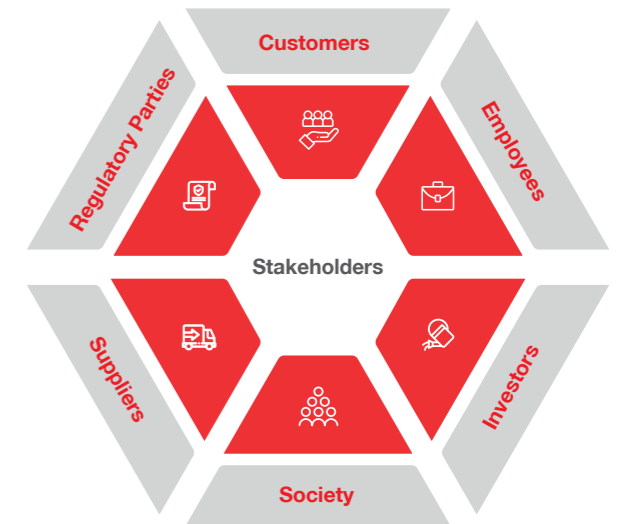


### Environmental Impact Management

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

## Engaging Stakeholders

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

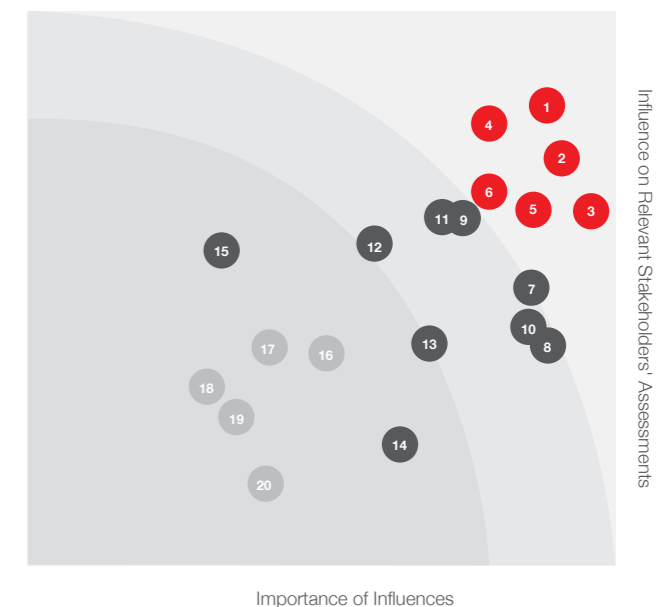


## Most Important Issue

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

- 1 Governance, Business Ethics, and Compliance
- 2 Achieving Operational and Financial Goals
- 3 Quality
- 4 Customer Privacy and Security
- 5 Customer safety
- 6 Employee Stability
- 7 Customer Experience
- 8 Packing and Classification
- 9 Energy and Climate Change
- 10 Responsible Relationship with Customers
- 11 Innovation
- 12 Supply Chain Responsibility
- 13 Attracting, Developing and Retaining talents
- 14 Recycling
- 15 Social Investment and Socio-economic Development
- 16 Prevention of Anti-competitive Practice
- 17 Diversity and Inclusion
- 18 Sustainable Procurement
- 19 Sustainable Technology
- 20 Environmental Impact of Operations

Matrix of Material Issues



● Very important ● Relatively important ● Less important

## Alignment With National and International Goals

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

### National Goals

Jarir seeks to support the goals of the national vision 2030, and the three main themes that underpin the vision - a vibrant society, a thriving economy, and an ambitious nation - are closely aligned with our strategy and direction to achieve sustainability.

#### National Goals Vision of KSA 2030



Implementing the corporate social responsibility strategy in KSA is one of the goals of Jarir Bookstore, as it seeks to create a sustainable impact on the development of society, the economy and the environment.

#### National Goals The corporate Social Responsibility Strategy in KSA



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

#### National Goals National Standards for Sustainability



### International Goals

As a socially responsible national institution, Jarir seeks to align its endeavors for achieving sustainability with the goals of sustainable development which have the priority and relevant to its work, so that it can achieve the greatest impact.

#### International Goals Global Reporting Intuitive



Preparing and presenting Jarir's nonfinancial reports in the annual sustainability reports according to the Global Reporting Initiative is a major option.

#### Frameworks of Preparing and Presenting Reports Global Reporting Intuitive



## Results from 2024 Sustainability Report (Issued in Mid-2025)

\* The comprehensive 2025 Sustainability Report will be issued in the second quarter of 2026.

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

# 78%

Local procurement expenditure



# 101,302

training hours were provided to employees, representing a 42% increase in 2024.



# 518

The number of titles published in 2024, in addition to 400 audiobooks



# Recycling

6,033 battery units were recycled in 2024.  
97,799 kg of plastic was recycled in 2024  
528,000 kg of cardboard was recycled in 2024



More than

# 100,000 devices

were recycled through the trade-in program.



Approximately

# SAR 45 million

worth of electronics and non-electronic materials were diverted from landfills



In light of the growing focus on social responsibility in Saudi Arabia, the Arab world, and globally, and stemming from Jarir's belief in the importance of corporate roles in supporting and improving the social and economic well-being of individuals and society, Jarir supported numerous community initiatives in 2025, including:



• **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.

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

As part of this initiative, a number of books related to 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 strengthen the partnership between Jarir Bookstore and the National Center for Mental Health Promotion in producing rich Arabic content aligned with international best practices in the field.

The initiative reflects Jarir Bookstore's commitment to its social responsibility, supporting and enriching Arabic content, which has always been a core value underpinning its mission to disseminate knowledge through book publishing and partnerships with leading global publishers.

Jarir Bookstore reaffirms its commitment to supporting Arab culture and enhancing knowledge across various fields, including mental health.

**Jarir's Programs of Recycling**

**Electronic Devices' Recycling:**

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

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

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

The Jarir Electronics Recycling Program was launched in 2020.

With Jarir's commitment to this program, the value of recycled electronics increased in 2024, reaching 45 million SAR.



**The School Bag:**

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 levels. Through this initiative, Jarir was able to provide 35,000 fully equipped school bags to support and encourage primary school students in villages and remote areas across various educational administrations.

This support included direct in-kind contributions in the form of 15,000 complete school bags valued at over 2 million Saudi Riyals, 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' homes.



# Financial Performance

4



## 1- Summary of Processes and Operating Results

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

Million SAR

Statement	Year Ended on 31 December 2025		Year Ended on (31 December 2024)		Change (%)
	Amount	Percentage of Sales %	Amount	Percentage of Sales %	
Sales	11,365.2	-	10,619.3	-	7.0%
Total profit	1,416.2	12.5%	1,324.5	12.5%	6.9%
Operating profit	1,124.9	9.9%	1,052.8	9.9%	6.9%
Net Profit Before Zakat and Income Tax	1,077.4	9.5%	1,004.5	9.5%	7.3%
Net Profit	1,049.2	9.2%	974.0	9.2%	7.7%

The sales comparison figures have been reclassified to align with the current categorization.

Regarding the overall performance, Jarir's sales inside and outside Saudi Arabia increased by 7.0 % over last year, while the total profit increased by about 6.9 %, and the total profit percentage reached 12.5 % compared to 12.0 % for the last year. Net profit amounted to 1,049.2 million SAR, marking a 7.7% increase compared to the previous year.

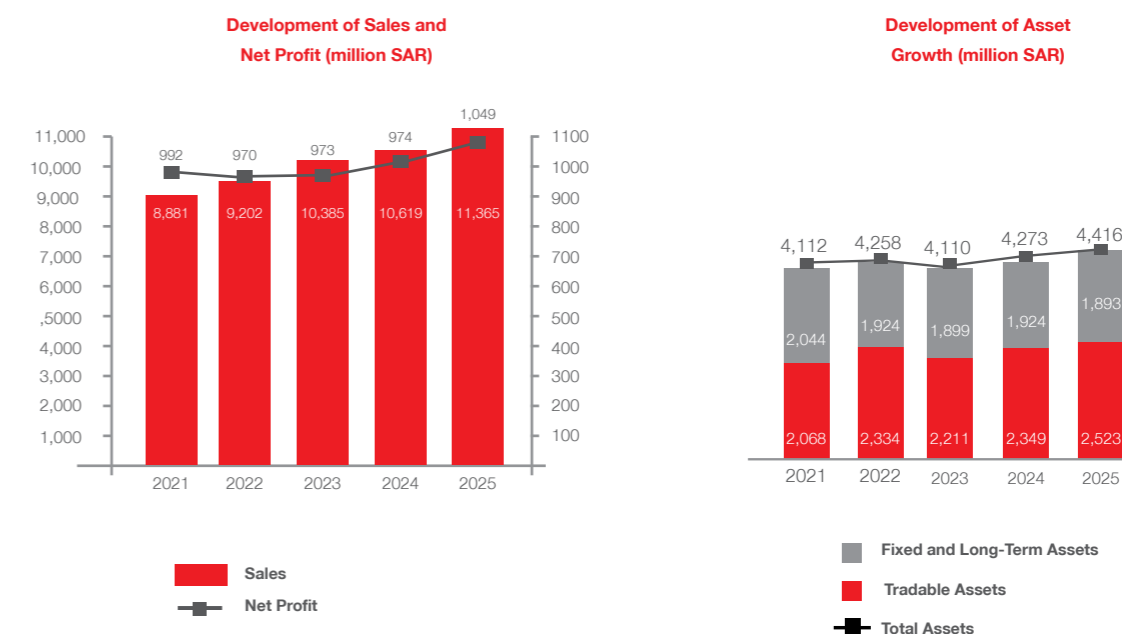
The increase in sales is attributed to higher smartphone sales, in addition to the growth in sales from after-sales services, computers, and tablets. Total profit also increased at a rate similar to the rise in sales, with a 6.9% growth.

Operating profit rose at a rate comparable to the increase in total profit, while net profit grew by 7.7%, exceeding the growth in operating profit due to a decrease in net non-operating expenses compared to the previous year.

## 2- Reviewing Elements of Income and Budgets Lists

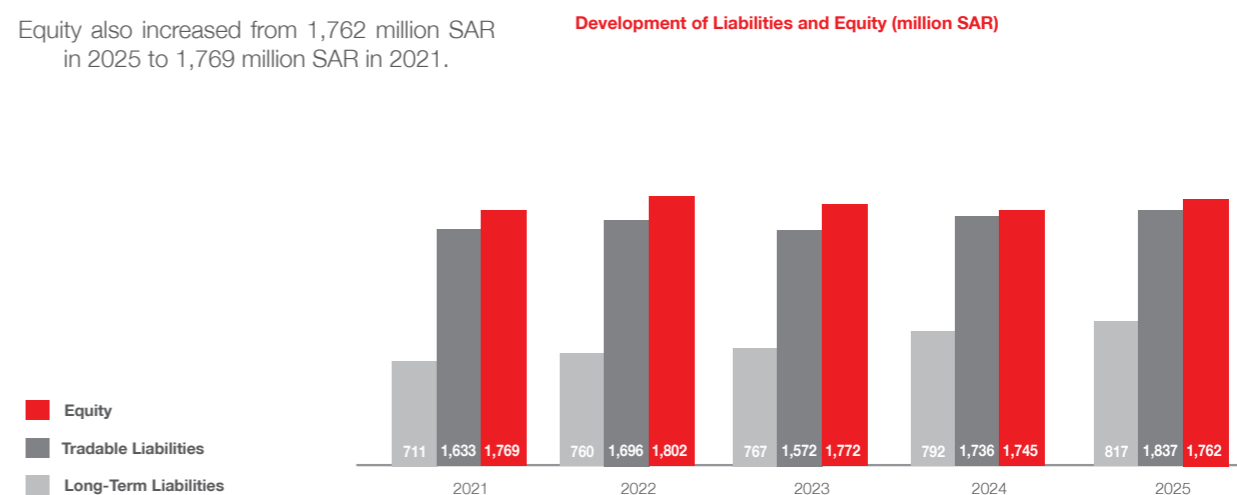
Thanks to Allah, during 2025, the company achieved the highest annual sales ever, exceeding 11 billion for the first time, reaching 11,365.2 million SAR, and achieved a net profit of 1,049.2 million SAR.

Jarir's assets have grown over the past five years from 4,112 million SAR in 2021 to 4,416 million SAR in 2025



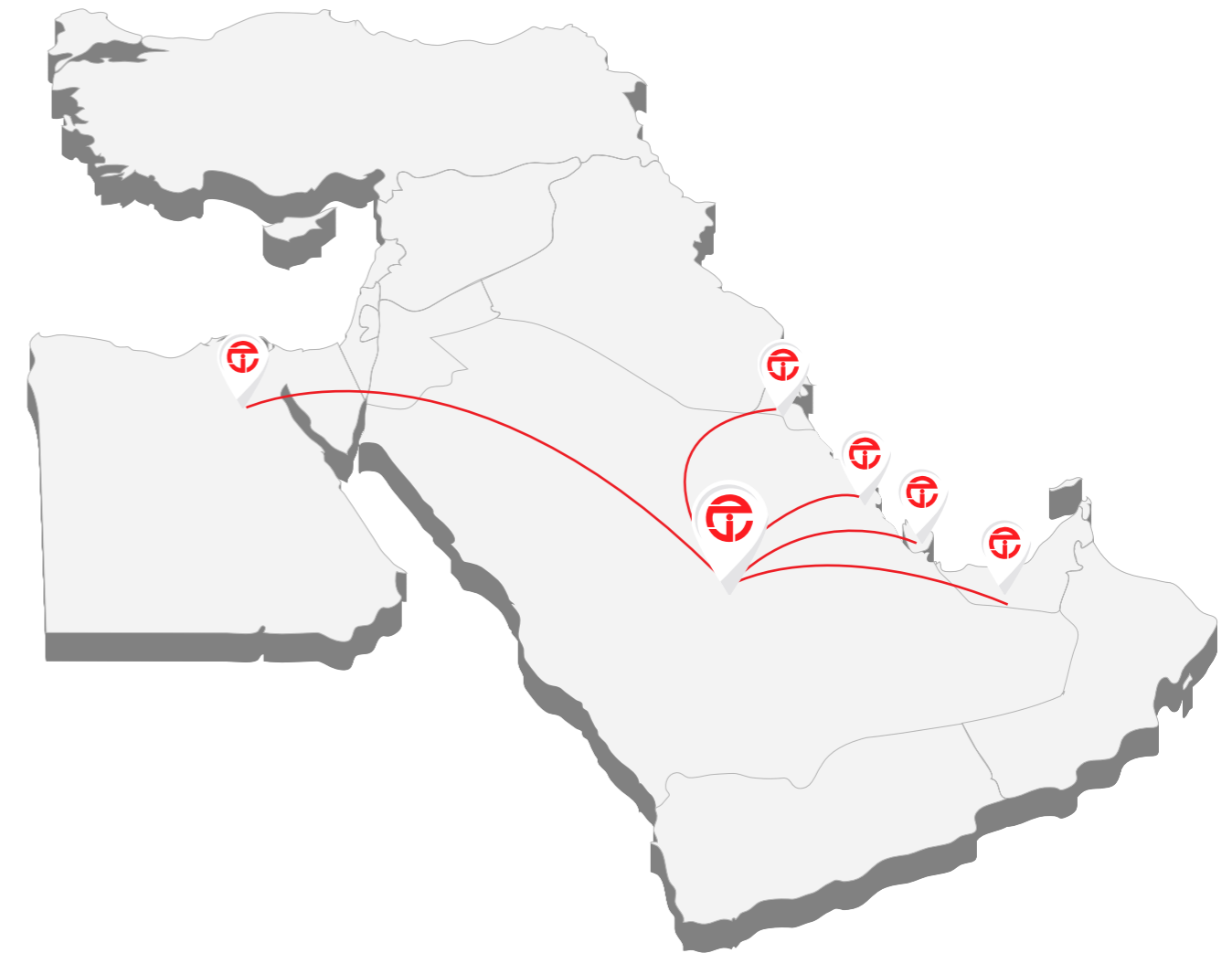
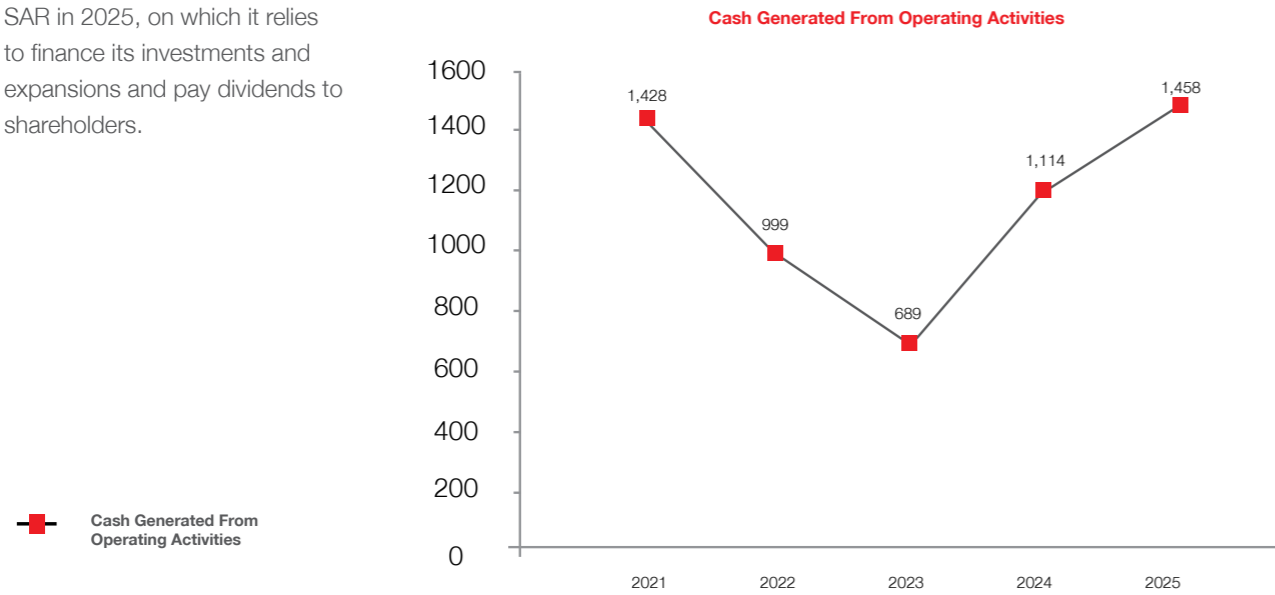
The sales comparison figures for previous years have been reclassified to align with the current categorization

Equity also increased from 1,762 million SAR in 2025 to 1,769 million SAR in 2021.



### 3- Geographical Analysis of Jarir's Activity

The cash generated from its operating activities amounted to 1,458 million SAR in 2025, on which it relies to finance its investments and expansions and pay dividends to shareholders.



The compound growth rate of profits per share and dividends per share over the past five years was 1.4% and 4.4%, respectively



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

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

Geographical Region	2025		2023	
	Sales	Net Profits	Sales	Net Profits
<b>KSA</b>	10,291.1	1,007.5	9,839.2	947.7
<b>Egypt and Other GCC Countries</b>	1,074.0	41.7	780.1	26.3
<b>Total</b>	<b>11,365.2</b>	<b>1,049.2</b>	<b>10,619.3</b>	<b>974.0</b>

The sales comparison figures have been reclassified to align with the current categorization

## 4- Lending

There were no outstanding loan balances at the beginning of the year or the end of the current year, but there was a temporary overdraft balance of 39.7 million SAR at the end of 2025.

## 5- Regulatory Payments, Penalties, and Sanctions

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

(1,000 SAR)

Statement	2025		Brief Description	Reason Statement
	Paid	Due Until End of Annual Financial Period and Not Paid		
Customs	28,145	0	Customs Clearance	Import
Zakat	41,117	27,250	Zakat on Income	Payment of the due amount for the annual Zakat declaration for the previous year, as well as the Zakat differences for the years till 2022.
Tax	7,550	88	Withholding Tax	On dividends to shareholders other than residents as well as foreign and non-resident service providers
Value-Added Tax	1,593,116	38,223	Value-Added Tax	Value-Added Tax on Goods and Services Supplies of.
General Organization for Social Insurance	46,864	3,953	Social Security	Monthly Insurances Due for Saudi and Non-Saudi Workers.
Visas and Passports Costs	293	0	Employee Visas	Recruitment of Workers and Exit and Return Visas for Workers
Labor Office Fees	19,938	0	Employee Residencies	Extracting and Renewing Employee Residency Permits

The total fines or penalties imposed on the company during the fiscal year 2025 amounted to 105,163 SAR and are explained as follows:

Penalty/Sanction/Precautionary Measure/Provisional Restriction	Violation Reasons	Authority imposed the Violation	Total amount (SAR)	Treatments and Ways of Avoiding its Occurrence in Future
Fine	Labor Violations	Labor Office	800	Following Regulatory Requirements
Fine	Traffic Violations	Ministry of Interior - Traffic	3,113	Following Regulatory Requirements
Fine	Violations of Licensing Requirements	Ministry of Municipal and Rural Affairs	6,000	Following Regulatory Requirements
Fine	Customs Declaration Violations	Zakat, Tax, and Customs Authority	500	Following Regulatory Requirements
Fine	Media Regulation Violations Intellectual Property	Ministry of Media	93,750	Following Regulatory Requirements
Fine	Violation related to Registration	Social Security Authority	1000	Following Regulatory Requirements
<b>Total</b>		<b>105,163</b>		

## 6- Social Institutions Support

The total value of the social, charity institutions support, and the governmental initiatives reached to (2,019,273) SAR during 2025.

## 7- Dividends for Fiscal Year 2025

Jarir distributed cash dividends for the fiscal year 2025 according to the following table:

Period	Total Dividend (million SAR)	Share Dividend ( SAR )	Announcement Date	Due Date	Dividend Date
First Quarter	228	0.19	5/11/2025	5/12/2025	5/21/2025
Second Quarter	192	0.16	8/6/2025	8/11/2025	8/20/2025
Third Quarter	336	0.28	11/5/2025	11/10/2025	11/19/2025
Fourth Quarter	312	0.26	3/30/2026	4/6/2026	4/15/2026
<b>Total</b>	<b>1,068</b>	<b>0.89</b>			

Dividends per share have been rounded to the nearest Halala

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

A photograph of two men in business attire sitting at a desk. One man is pointing at a large open book or report filled with colorful charts and graphs. The other man is writing in a yellow notepad. The scene is set in an office environment with a computer monitor and other office supplies visible in the background.

## Capital, Investors and Shareholding Notifications

5

## 1- Capital

The following table summarizes Jarir's capital:

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

The share was split by decision of the extraordinary general assembly held on 05/30/2023.

## 2- Major Shareholders and Changes in shareholdings.

The following table provides details of the names, number, and shareholding percentage of major shareholders holding 5% or more, along with any changes during the year 2025.

Investor Name	Million Shares			
	Number of Shares at the Beginning of 2025	Shareholding Percentage at the Beginning of 2025	Number of Shares at the End of 2025*	Shareholdings Percentage at the End of 2025
Jarir Commercial Investments Company	26,205,904	21.83 %	26,205,904	21.83 %

\*Number of shares after splitting the nominal value of the share from 10 SAR to 1 SAR.

## 3- Shareholding Structure for Individuals and Organisations at the End of 2025

Type of Investors:

Type	Investors Number	Shares Number	Shareholding Percentage (%)
Companies and Organizations	262	463,650,159	38.637
Individuals	130,593	736,349,841	61.36
<b>Total</b>	<b>130,855</b>	<b>1,200,000,000</b>	<b>%100</b>

\*Number of shares after splitting the nominal value of the share from 10 SAR to 1 SAR, is 1,200 million.

Investors According Categories:

Category	Number	Shares Number	Equity Percentage (%)
Saudi Individual Investors	112,081	531,961,835	44,330
Foreigner Resident Investors	7,915	8,756,238	730
Saudi Companies and Organizations	132	321,158,776	26,763
Governmental and Semi-Governmental Organizations	6	47,733,917	3,978
Saudi Investing Funds	47	93,453,654	7,788
Barter Agreements	45	49,709	0,004
Foreigner Non-Resident Investors	597	195,631,768	16,303
Charitable and Endowment Organizations	32	1,254,103	0,105
<b>Total</b>	<b>130,855</b>	<b>1,200,000,000</b>	<b>100%</b>

• Based on the investor equity report on 31/12/2025.

# Dividend Distribution Policy

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## Dividend Distribution Policy

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

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

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

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

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

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

Year	Net Profit (million SAR)	Share Profit (SAR)	Distributed Profit (SAR)	Total Dividend Amount (million SAR)	Percentage of distributed amount from Net Profit (%)
2021	992	0.83	0.75	900	90.7 %
2022	970	0.81	0.80	954	98.4 %
2023	973	0.81	0.84	1,002	103 %
2024	974	0.81	0.83	996	102.3 %
2025	1,049	0.87	0.89	1,068	101.8 %

All earnings per share and dividends per share figures are based on the current number of shares, which is 1,200 million shares



# Risks & Future Outlook

7



## 1- Risks Jarir Might Face

Risks at Jarir are managed by senior management in accordance with robust policies approved by the Board of Directors, focusing on the precise identification and continuous assessment of potential risks. The executive management is responsible for implementing these policies operationally, working closely with all departments to develop immediate solutions and preventive measures to contain risks and mitigate their effects in the field, ensuring the protection of company operations and continuity of growth.

### Key Risks Related to Company Activities:



#### Economic Risks:

Include changes in the general economy locally and globally, affecting purchasing power and spending patterns of individuals and institutions, as well as production costs for suppliers and manufacturers.



#### Strategic Risks:

Include the possibility of failing to keep up with rapid changes or shortcomings in plan execution. The company mitigates these by conducting in-depth market and economic studies and engaging expert talent to support making the right strategic decisions.



#### Operational Risks:

Include all challenges facing daily operations and the competitive environment, most notably:

#### 1- Currency Risks:

Fluctuations in foreign exchange rates against the Saudi Riyal, particularly in transactions involving the Euro and currencies of countries where subsidiaries operate.

#### 2- Credit Risks:

The risk of counterparties failing to meet their obligations, managed by depositing cash with banks of high credit ratings and applying strict credit collection policies.

#### 3 - Liquidity Risks:

Related to the ability to secure cash flows to meet obligations, managed through periodic financial planning to ensure sufficient cash surpluses.

#### 4 - Human Resources Risks:

Related to attracting and retaining exceptional talent. The company focuses on recruiting and training national workforce and providing incentives that support their stability and professional growth.

#### 5 - Legal Risks:

Arising from changes in regulations, labor laws, and tax laws in Saudi Arabia and international markets. The company ensures full compliance with all legal updates.

#### 6 - Technical Risks:

Potential operational disruptions due to software system failures. To ensure business continuity, the company continuously invests in developing IT infrastructure and providing backup and alternative systems.

## 2 - Future Outlook

In light of global and local developments that have affected consumer behavior, inflation challenges, and current geopolitical conditions, Jarir continues to implement a strategy that is both consistent and flexible. Our approach focuses on enhancing market share through a competitive pricing policy, which sometimes involves adjusting profit margins to maintain customer loyalty and attract new segments, while continuously striving to secure the best price terms from our suppliers and partners.

#### Growth and Expansion Focus:

Jarir reaffirms its commitment to well-studied expansion plans, including:

#### Geographic Expansion:

Continuing to expand into new regions within Saudi Arabia and abroad, in addition to targeted Gulf markets such as Oman and other Gulf countries, while continuously exploring opportunities for expansion into other nations.

#### Development of Existing Jarir Stores:

During FY2025, the company completed two strategic openings: the Clock Towers showroom in Mecca and the Red Sea Mall showroom in Jeddah. Al-Sa'ah Towers in Mecca and Red Sea Mall in Jeddah. Simultaneously, and in line with our ongoing efforts to enhance operational efficiency, a strategic replacement plan was implemented for several locations. Two existing stores were replaced with more modern and advanced sites to meet customer expectations, including a new store in Al-Fanateer, Jubail Industrial City, replacing the previous Al-Huwailat location, and a replacement store in Unaizah. This brought the total number of Jarir stores to 75 across Saudi Arabia and abroad. We aim to open nine new stores during FY2026.

#### Digital Transformation and Wholesale:

We will continue to develop Jarir's e-commerce platform to enhance the digital shopping experience. Growth in the wholesale and distribution sector will be supported by doubling the existing distribution network and entering new markets.

#### Our Commitment to Leadership:

Jarir's future outlook is characterized by measured optimism, underpinned by continuous efforts to reach the largest possible customer base and serve them innovatively. We are committed to improving operational performance, enhancing product display services, and providing the highest levels of customer service at the best market value. Recognizing that achieving these goals depends on the efficiency of our team, we continue to invest in human capital and attract qualified personnel to ensure added value for our customers and investors.

#### Financial Performance Expectations for FY2026:

Based on our flexible business model, expansion plans, and deep understanding of sector challenges, Jarir targets positive growth in financial performance during FY2026, relying on operational efficiency and maximizing returns across all business segments.



# Governance



# 1- Board of Directors' Formation

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



**Mohammed Bin Abdulrahman Al-Agil**  
Chairman (non-executive)

### Current Positions

Chairman of Jarir Marketing Co.

### Qualifications

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

### Experience

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



**Mohammed Bin Abdullah Al-Agil**  
(Non-executive)

### Current Positions

CEO of Jarir Real Estate Company.

### Previous Positions

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

### Qualifications

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

### Experiences

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



**Abdulkarim Bin Abdulrahman Al-Agil**  
CEO  
Vice Chairman (executive)

### Current Positions

Vice Chairman of Jarir Marketing Co.  
CEO

### Previous Positions

- Assigned lecturer in Institute of Public Administration in Riyadh.

### Qualifications

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

### Experience

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



**Mohamed Bin Dahsh Al Dahsh**  
(Independent)

### Current Positions

Head of Regional Public Equity.

### Previous Positions

- Analyst at the Saudi British Bank.
- Portfolio manager managing local stocks - Hassana Investment Company.

### Qualifications

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

### Experience

- Analyst at the Saudi British Bank.



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

### Current Positions

Executive Management Consultant

### Previous Positions

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

### Qualifications

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

### Experience

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



**Mohammed bin Abdulaziz bin Mohammed Al-Hussain**  
(Independent)

### Current Positions

- Founder, Chief Executive Officer, and Board Member of Mozn AI since 2015.
- Vice Chairman of Najm for Insurance Services, as well as a member of the Executive Committee and the Nomination and Remuneration Committee, since 2024.

### Previous Positions

- Software Engineer at Advanced Electronics Company from 2000 to 2002.

### Qualifications

- PhD – Information Security – 2014 George Mason US
- Master's – Information Security – 2004 Royal Holloway – London
- Bachelor's in Computer Science – King Saud University – 2002

### Experience

- Member of the Founding Committee and Board Member of the Saudi Information Technology Company (SITE) from 2016 to 2022.
- Assistant Professor at King Saud University from 2014 to 2018.
- Founding Team Member at Elm Information Security Company from 2002 to 2006.



**Fahd bin Abdullah Al Qassem**  
(Non-executive)

### Current Positions

Member of Boards of Directors of a number of companies.

### Previous Positions

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

### Qualifications

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

### Experience

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



**Mohammed bin Abdul Mohsen Mousa Al-Qurainis**  
(Independent)

### Current Positions

Investment Department Director at Asilah Investment Company.

### Previous Positions

- Portfolio Management – Al-Raedah Investments (2017–2021)
- Jadwa Investment Company (2015–2017)
- Al Ahli Capital (2008–2015)
- Portfolio Management – Asilah Investment Company (2022–present)

### Qualifications

- Bachelor's in Chemical Engineering – Kuwait University – 1999

### Experience

- Saudi Investment Bank – Banking – Joint Stock – Independent – Member of the Executive Committees – Nominations & Remuneration – Audit.
- Taybah Investment – Construction – Joint Stock – Independent – Nominations & Remuneration Committee.
- Knowledge City – Real Estate Development – Joint Stock – Independent – Member of the Executive & Audit Committees.
- Audit Committee of Al-Hassan Shaker Company – Capital Goods – Joint Stock – Independent.

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

Memeber Name	Companies in which the board member is a director or a member of their current boards			Companies in which the board member was a director or a member of their previous boards				
	Company Name	Legal Entity	Inside/Outside KSA	Company Name	Legal Entity	Inside/Outside KSA		
<b>Mohammed Bin Abdulrahman Al-Agil</b>	Alkhorayef Group	Unlisted Joint-Stock	Inside KSA	Al-Andalus Property Company	Listed Joint-Stock	Inside KSA		
				Al Faisaliah Group	Unlisted Joint-Stock			
				Tawuniya for Insurance				
				Riyadh Najd Schools				
				NAFFCO				
				Jarir Trading LLC				
				Horma International Company				
				Horma National Company				
				Nourah National Company				
				Sanabel Saudi Company				
				Hamat Holding				
				Imtiaz Al Arabia				
				Middle East TV Company "MBC"				Outside KSA:
				<b>Abdulkarim Bin Abdulrahman Al-Agil</b>			Jarir Real Estate Company	Unlisted Joint-Stock
Kite Arabia Co.								
Labab Horma Company								
Horma National Company	Listed Joint-Stock							
Nourah National Company								
<b>Nasser Bin Abdulaziz Al-Agil</b>	Riyadh Najd National Schools Company	Unlisted Joint-Stock	Inside KSA					
	Sanabel Horma Company							
<b>Mohamad bin Abdul Mohsen Mousa Al-Qurainis</b>	Saudi Investment Bank	Listed Joint-Stock	Inside KSA					
	Tiba Investment Company							
	Saudi Ceramics							
	Knowledge City							
	Al Hassan Shaker Company							
<b>Mohamed Bin Dahsh Al Dahsh</b>	Aramco for Crude Oil Supplies	WLL	Inside KSA	Jubail United Petrochemical Company	Limited Liability Company	Inside KSA		
	Najm Insurance Services Company	unlisted Joint-Stock	Inside KSA	Saudi Information Technology Company (SAIT)	unlisted Joint-Stock	Inside KSA		
Mazen Systems for Telecommunications and Information Technology	Limited Liability Company	Focal for Telecommunications and Information Technology		Listed Joint-Stock				

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

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

No	Member Name	Current Positions	Previous Positions and Experience	Qualifications
1	<b>Abdul Karim Bin Abdulrahman Al-Agil</b>		He has previously been identified within the names and information of the members of the Board of Directors.	
2	<b>Nasser Bin Abdulaziz Al-Agil</b>		He has previously been identified within the names and information of the members of the Board of Directors.	
3	<b>Safi Bin Olwi Al-Safi</b>	Chief Operating Officer	<ul style="list-style-type: none"> <li>Board Member at Najm Insurance Services Company.</li> <li>Vice President of Planning &amp; Business Development at Jarir Bookstore (2009 – 2025).</li> <li>Marketing Department Manager at Jarir Bookstore (2007 – 2009).</li> <li>Held several managerial positions in sales and marketing at Unilever: Customer Marketing Manager, Modern Trade Sector Manager, Regional Operations Manager (2002 – 2007).</li> </ul>	<ul style="list-style-type: none"> <li>Advanced Management Program (AMP) from Harvard.</li> <li>Bachelor's degree in Management Information Systems from King Fahd University of Petroleum &amp; Minerals.</li> </ul>
4	<b>Abdulaziz bin Nasser Al-Agil</b>	Acting Financial Director	<ul style="list-style-type: none"> <li>Founder and Managing Director of Shawarmix (KSA).</li> <li>Director of Operations at Imtiaz Arabia (KSA) Fashion and Clothes Company.</li> <li>Senior Relationship Manager, HSBC (KSA).</li> <li>Analyst, Credit Suisse (London, UK).</li> <li>Member of the Board of Directors of Gulf Finance House (KSA), Investment Bank, April 2021 to present.</li> </ul>	<ul style="list-style-type: none"> <li>Business Administration (Finance and Marketing) from the American University of Sharjah.</li> </ul>
5	<b>Hossam Al Din Rashad Al Hussein Tuballa</b>	Internal Audit Manager	<ul style="list-style-type: none"> <li>2019 – 2022: Director of Internal Audit and Corporate Governance - AIH Group.</li> <li>2018 – 2019: Internal audit leader for a group of hospitals including; Nile Badrawi, Al-Shorouk, Al-Khatib and Cleopatra - Egypt.</li> <li>2003 – 2017: Executive Director of Internal Audit - Americana Group.</li> <li>2000 - 2003: Acting Partner - KPMG, Cairo, Egypt.</li> <li>1998 - 2000: Director/Senior Director - KPMG, Cairo, Egypt.</li> <li>1994 – 1998: Auditor/Senior Supervisor - Deloitte &amp; Touche - KSA.</li> <li>1988 – 1994: Senior Auditor - KPMG, Cairo, Egypt.</li> <li>1987 - 1988: Management Accountant - Egyptian Kuwaiti Polyvinyl Chloride (PVC), Islon.</li> <li>Experience in accounting, auditing and internal control since 1987 in a number of companies and audit offices.</li> </ul>	<ul style="list-style-type: none"> <li>Member of the American Institute of Certified Public Accountants (AICPA), USA.</li> <li>Member of the American Institute of Certified Internal Auditors (IIA), USA.</li> <li>Member of the Egyptian Society of Accountants and Auditors, Cairo, Egypt.</li> <li>Bachelor of Commerce and Business Administration, Accounting, Helwan University, Egypt.</li> </ul>

The company would like to inform that Mr. Hossam Eldin Rashad Al-Husseini Tabbalah, Director of the Internal Audit Department, submitted his resignation from his position on September 30, 2025. The Audit Committee is currently reviewing and evaluating candidates to fill the position. The Assistant Directors of the Internal Audit Department are temporarily assuming the responsibilities of the department and reporting to the Audit Committee to ensure operations continue according to approved plans, until the appointment of a new director from among the targeted candidates is completed.

## 2 - Board and General Assembly Meetings Attendance Record for the Fiscal year 2025

The Board of Directors held seven meetings during 2025. The following are the dates and the attendance record of the Board members:

	Name	Date of Board Meeting							Total of Attendants
		1/29/2025	3/11/2025	3/23/2025	5/11/2025	6/24/2025	10/12/2025	11/5/2025	
1	<b>Mohammed Bin Abdulrahman Al-Agil</b>	√	√	√	√	√	√	√	7
2	<b>Abdul Karim Bin Abdulrahman Al-Agil</b>	√	√	x	√	√	√	√	7
3	<b>Nasser Bin Abdulaziz Al-Agil</b>	√	√	√	√	√	√	√	7
4	<b>Fahd bin Abdullah Al Qassem</b>	√	√	√	√	√	√	√	7
5	<b>Mohammed Bin Abdullah Al-Agil</b>	√	√	√	√	√	√	√	7
6	<b>Mohamed Bin Dahsh Al Dahsh</b>	√	√	√	√	√	√	√	7
7	<b>Mohamed bin Abdul Mohsen Mousa Al-Qurainis</b>		√	√	√	√	√	√	6
8	<b>Mohammed bin Abdulaziz bin Mohammed Al-Hussain</b>		√	√	√	√	√	√	6
9	<b>Asmaa Bint Talal Hamdan</b>	√	The term of membership for the two board members expired at the end of the statutory period of the concluded term.						
10	<b>Abdulrahman Bin Ismail Trabzony</b>	√							

Last General Assembly Meeting was held on 30/05/2025

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

## 3- General Assembly Meetings Attendance Record for Shareholders

A board meeting was held during 2025. Its date and attendance record are below:

	Name	Attendance Record
		Ordinary General Assembly 28/05/2025
1	<b>Mohammed Bin Abdulrahman Al-Agil</b>	x x
2	<b>Abdul Karim Bin Abdulrahman Al-Agil</b>	√
3	<b>Nasser Bin Abdulaziz Al-Agil</b>	√
4	<b>Asmaa Bint Talal Hamdan</b>	√
5	<b>Abdulrahman Bin Ismail Trabzony</b>	√
6	<b>Fahd bin Abdullah Al Qassem</b>	√
7	<b>Mohamed Bin Dahsh Al Dahsh</b>	√
8	<b>Mohammed Bin Abdullah Al-Agil</b>	√

√ - Present XX- Absent

## 4 - Company Requests for the Shareholders' Register

Statement of the number of Jarir requests for the shareholders register during 2025:

Number of Jarir Requests for Shareholders Register	Request Date	Reasons for Request
1	20/3/2025	Other
1	06/11/2025	Other

## 5- Committees

### 1- Audit Committee:

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

The committee shall study the subjects that are assigned to it or referred to it by the board of directors, submit its recommendations to the board for decision, or take decisions if authorized by the board. The committee shall inform the board of its findings, decisions or recommendations.

The committee is also responsible for monitoring the Jarir's operations and verifying the validity and integrity of the reports, financial statements and internal control systems. The committee's functions include the following:

### Financial Reports:

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

### Internal Audit:

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

### Auditor:

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

### Commitment Guarantee:

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

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

No	Name	Current Positions	Previous Positions	Qualifications	Experience
1	<b>Medhat Farid Abbas Tawfik</b> Head of Committee	Executive partner at Irsaa Al Jazira Group for Business Solutions.	<ul style="list-style-type: none"> <li>Working with Samba Financial Group for 24 years in several positions as head of the money transfer department, compliance manager, and internal audit manager.</li> </ul>	<ul style="list-style-type: none"> <li>Bachelor of Science majoring in Chemistry from Belmont University, Tennessee.</li> <li>Technical Qualification Program (Citibank Asia Pacific Program) – Citibank.</li> <li>Anti-Money Laundering Certificate (ACAMS).</li> </ul>	<ul style="list-style-type: none"> <li>Member of the Audit Committee of the Saudi Telecom STC.</li> <li>Head of the Audit Committee at JAWJ Holding Company.</li> <li>Independent Board Member of Rana Investment Company.</li> <li>Establishing an outsourcing company, IRSAA Business Solutions, responsible for risk management and internal audit.</li> </ul>
2	<b>Abdulsallam Bin Abdulrahman Al-Agil</b>	<ul style="list-style-type: none"> <li>Chairman of of Asala Holding Company, Imtiaz Al Arabia Co, Riyadh Najd school, Horma national Company.</li> <li>Managing Director of Jarir Company for Commercial Investments, Jarir Trading Development Company.</li> <li>CEO of Jarir Company for Commercial Investments.</li> <li>General Manager of Burooj International Co Ltd., Future Markets Co Ltd., Advanced Markets Co Ltd., Afrass arabia Co Ltd., Jarir Union Company.</li> <li>Chairman of Future Houses Company.</li> <li>Head of the Investment Committee at Kinan International for Real Estate Development.</li> <li>Member of the Audit Committee at the General Authority for Investment.</li> <li>Head of the Audit Committee at Jarir Markeing Company).</li> </ul>	<ul style="list-style-type: none"> <li>Financial Analyst at Cresscott Inc. Newyork - USA (1989 - 1990).</li> <li>Facilities official for major companies at Banque Saudi Fransi- Saudi Arabia (1991 - 1993).</li> <li>Member of the Advisory Committee - Capital Market Authority (2013-2016).</li> <li>Board member of the General Authority for Investment (2015-2018).</li> </ul>	<ul style="list-style-type: none"> <li>Bachelor of Science in Industrial Management from King Fahd University of Petroleum and Minerals - KSA.</li> <li>CPE course from the Family Establishments Office - United States of America.</li> <li>Certificate in Strategic Finance from Harvard University - USA</li> <li>Certificate in Private Wealth Management - Wharton Education Program - Pennsylvania, USA.</li> <li>Certificate of passing the CME test from the Institute of Banking - Riyadh.</li> <li>A course in Corporate Governance, Compliance, Anti-Money Laundering and Combating Terrorism from Al-Jazira Bank in Riyadh.</li> </ul>	<ul style="list-style-type: none"> <li>(Former) Member of the Advisory Committee at Capital Market Authority.</li> <li>(Former) board member of Malath Insurance and Reinsurance Company.</li> <li>Board member of Herfy Food Services Company.</li> <li>(Former) member of Jarir Holding Company (liquidated).</li> </ul>
3	<b>Mohamed Bin Dahsh Al Dahsh</b>	He has previously been identified within the names and information of the members of the Board of Directors.			

Seven meetings of the Committee were held in 2025. The attendance record is as follows:

No	Name	Position	Meeting Date							Total of Attendants
			1/20/2025	3/19/2025	4/9/2025	5/10/2025	8/3/2025	11/4/2025	12/23/2025	
1	<b>Medhat Farid Abbas Tawfik</b>	Head of Committee	√	√	√	√	√	√	√	7
2	<b>Abdulsallam Bin Abdulrahman Al-Agil</b>	Member	√	√	√	xx	√	√	√	7
3	<b>Mohamed Bin Dahsh Al Dahsh</b>	Member	√	√	√	√	√	√	√	7

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

In light of the work carried out by the committee during 2025, the Audit Committee believes that there were no deficiencies or any material changes in the internal control systems, that they are effective in preventing and detecting errors, and that no material breach or violation of the internal control systems occurred during 2025.

## 2 - Rewards and Nominations Committee:

The Committee for Rewards and Nominations was established in accordance with Article (57), Article (51) and Paragraph (7) of Article (47) of the Corporate Governance Bylaw issued by the Capital Market Authority on 10/09/1440, 25/06/1444 AH corresponding to 13/02/2017, 18/01/2023 AD. In accordance with Article (2) of the bylaw of the Rewards and Nominations Committee approved by the ordinary general assembly at its meeting on 25/12/2017.

The committee studies matters that are pertaining to it or referred to it by the board of directors, and submits its recommendations to the board to take a decision regarding them, or it takes decisions if the board delegates to it to do so. The committee informs the board of directors of the results it reaches or the decisions it takes or recommends.

### In respect of rewards, the Committee shall:

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

### In relation to nominations, the Committee shall:

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

### The following is a list of the names and record of the attendance of the members of the Committee during the fiscal year 2025:

No	Name	Current Positions	Previous Positions	Qualifications	Experience
1	Mohamed bin Abdul Mohsen Mousa Al-Qurainis				He has previously been identified within the names and information of the members of the Board of Directors.
2	Mohammed Bin Abdulrahman Al-Agil				He has previously been identified within the names and information of the members of the Board of Directors.
3	Fahd bin Abdullah Al Qassem				He has previously been identified within the names and information of the members of the Board of Directors.

### Three meetings was held by the committee in 2025. The attendance record is as follows:

	Name	Position	Meeting Date	Total of Attendants
			3/19/2025	
1	Mohamed bin Abdul Mohsen Mousa Al-Qurainis	Head of Committee	√	1
2	Mohammed Bin Abdulrahman Al-Agil	Member	√	1
3	Fahd bin Abdullah Al Qassem	Member	√	1

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

## 3- Governance Committee:

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

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

### The committee is responsible for the following:

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

## 6- Rewards Disclosure

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

**The mechanism of the remuneration policy for Board members, its committees, and executive management is as follows:**

### General Remuneration Principles:

1. Alignment with Jarir's strategic plans, long-term and short-term objectives, business activities, sector, required management skills, and the size, nature, and risk level of the company.
2. Encouraging Board members, committees, and executive management to ensure Jarir's long-term success and growth, with variable compensation linked to long-term performance.
3. Determination of remuneration based on job level, duties and responsibilities, performance level, and targets set by the Board for the fiscal year.
4. Consideration of peer company practices while avoiding unjustified increases in compensation.
5. Aimed at attracting, retaining, and motivating qualified professionals without excessive compensation.
6. Prepared in coordination with the Remuneration and Nomination Committee for new appointments.
7. Suspension or recovery of remuneration if it is found to be based on inaccurate information provided by a Board member or executive, to prevent misuse of position.

### Board and Committee Remuneration:

#### First: Board of Directors

Annual remuneration per member: SAR 400,000

Additional annual remuneration for the Chairman: SAR 400,000 (in addition to board membership remuneration)

#### Second: Remuneration and Nomination Committee

Annual remuneration per member: SAR 100,000

Annual remuneration for the Chairman: SAR 125,000

#### Third: Audit Committee

Annual remuneration per member: SAR 150,000

Annual remuneration for the Chairman: SAR 200,000

#### Fourth: Allowances and Other Benefits

Meeting attendance allowance: SAR 3,000 per session for each member (Board and committees)

Other expenses: Additional allowances and benefits (such as travel expenses) according to Jarir's approved policy

#### Executive Management Remuneration:

Annual performance-based bonus

Long-term incentive bonus

Following is a breakdown of the rewards paid to board members and senior executives during fiscal year 2025:

### Board Members Rewards:

A breakdown of rewards paid to board members during fiscal year 2025 (in their capacity as board members):

(1,000 SAR)

	Fixed Rewards					Variable Rewards					Grand Total	Expenses Allowance
	Certain Amount	Board Session Attendance Allowance	Total Committee Session Attendance Allowance	In-kind benefits	Technical, Administrative and consulting Rewards	Percentage of Profits	Regular Rewards	Short-term Incentive Plans	Long-term Incentive Plans	Granted Shares		
<b>First: Independent Members</b>												
Abdulrahman Bin Ismail Trabzony*	0	3				3						3
Mohamed Bin Dahsh Al Dahsh	400	21				421						421
Asmaa Bint Talal Hamdan*	0	3				3						3
Mohamed Abdul Mohsen Al-Qurainis	400	18				418						418
Mohammed Abdulaziz Al-Hussain	400	18				418						418
<b>Total</b>	<b>1,200</b>	<b>63</b>				<b>1,263</b>						<b>1,263</b>
<b>Second: Non-Executive Members</b>												
Mohamed Bin Abdulrahman Al-Agil	400	21			400	821						821
Fahd bin Abdullah Al Qassem	400	21				421						421
Mohamed Bin Abdullah Al-Agil	400	21				421						421
<b>Total</b>	<b>1,200</b>	<b>63</b>			<b>400</b>	<b>1,663</b>						<b>1,663</b>
<b>Second: Executive Members</b>												
Abdulkarim Bin Abdulrahman Al-Agil	400	18				418						418
Nasser Bin Abdulaziz Al-Agil	400	21				421						421
<b>Total</b>	<b>800</b>	<b>39</b>				<b>839</b>						<b>839</b>

\* Members whose Board of Directors' term of membership has ended In this regard, Jarir affirms the following:

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

### Senior Executive Rewards

Following is a breakdown of rewards paid to five senior executives who received the highest rewards, including the CEO and the chief financial officer during the fiscal year 2025:

1,000 SAR	
<b>Fixed Rewards</b>	
Salaries	11,972
Allowances	3,475
In-kind benefits	298
<b>Total</b>	<b>15,745</b>
<b>Variable Rewards</b>	
Regular Rewards	19,334
Profits	0
Short-term Incentive Plans	0
Long-term Incentive Plans	0
Granted Shares	0
<b>Total</b>	<b>19,334</b>
Severance Pay	0
<b>Total of Executives' Rewards and Allowances</b>	<b>839</b>
<b>Grand Total</b>	<b>35,918</b>

Jarir is committed to disclosing the incentives granted to senior executives in total according to the statutory requirements contained in subparagraph (4/b) of Paragraph (a) of Article No. (93) of the Corporate Governance Bylaw, without disclosing them in detail to protect the company's interests and prevent damages that may befall the company if they are mentioned in detail. These damages may include the creation of a climate of competition and job instability, probably affecting the company's performance and, consequently, the shareholders.

### Rewards of members of committees

Following is a breakdown of rewards paid to members of committees during the fiscal year 2025:

1,000 SAR			
	Fixed rewards (except for session attendance allowance)	Session attendance allowance	Total
<b>Members of Audit Committee</b>			
Medhat Farid Abbas Tawfik	200	21	221
Abdulsallam Bin Abdulrahman Al-Agil	150	18	168
Mohamed Bin Dahsh Al Dahsh	150	21	171
<b>Total</b>	<b>500</b>	<b>60</b>	<b>560</b>
<b>Members of Rewards and Nominations Committee</b>			
Mohamed bin Abdul Mohsen Mousa Al-Qurainis	125	3	128
Fahd bin Abdullah Al Qassem	100	3	103
Mohammed Bin Abdulrahman Al-Agil	100	3	103
<b>Total</b>	<b>325</b>	<b>9</b>	<b>334</b>

## 7- Employee Incentive Programs

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



### Employee Incentive Program

According to this program, Jarir Management grants its senior employees the right to receive cash incentive compensation at the end of the maturity period if specific conditions are met. The calculation of these rewards is linked to the growth achieved by Jarir in its annual profits, which is determined in accordance with the Company's preliminary consolidated financial statements.



### Housing Finance Program

It's granted to Saudi employees under certain terms and conditions. Jarir grants finance to its Saudi employees with outstanding performance to buy their own homes through loans repayable in installments for ten years, with the aim of enhancing loyalty for national competencies as well as attracting new Saudi competencies.



### Sales Staff Rewards

They include annual rewards and sales bounces, and are largely related to performance.



### Employee Rewards

It is an incentive annual reward, which is linked to employee performance during the year according to an annual assessment.

## 8- Shareholding Percentage and its Change During 2025 for Board Members, Senior Executives, Their Spouses and Minor Children:

### Board Members, Senior Executives, Their Spouses and Minor Children

The following table shows the number of Jarir shares owned by board members during the year 2025:

	Member Name	Start of 2025	End of 2025*	Difference During Year	Difference Rate	Debt Instruments
1	Mohammed Bin Abdulrahman Al-Agil	2,643,568	26,435,680	0	0	non
2	Abdul Karim Bin Abdulrahman Al-Agil	3,840,000	38,400,000	0	0	non
3	Nasser Bin Abdulaziz Al-Agil	481,237	4,812,370	0	0	non
4	Mohammed Bin Abdullah Al-Agil	6,700	67,000	0	0	non
5	Fahd bin Abdullah Al Qassem	2,000	20,000	0	0	non
6	Mohamed Abdul Mohsen Mousa Al-Qurainis	0	0	0	0	non
7	Mohamed Bin Dahsh Al Dahsh General Organization for Social Insurance	0 5,757,617	0 57,576,170	0	0	non
8	Mohammed bin Abdulaziz bin Mohammed Al-Hussain	0	0	0	0	non

\*Number of shares after splitting the nominal value of the share from 10 SAR to 1 SAR.

### Senior Executives, Their Spouses and Minor Children (Excluding Board members):

The following table shows the number of Jarir shares owned by senior executives during the year 2025:

	Name	Start of 2025	End of 2025*	Difference During Year	Difference Rate	Debt Instruments
1	Safi Bin Olwi Al-Safi	0	0	0	0 %	non
2	Abdulaziz bin Nasser Al-Agil	0	0	0	0 %	non
3	Essam Mohamed Hassan	0	0	0	0 %	non

## 9- The Related Parties Transactions

This report includes the transactions and contracts with related parties during the year ended December 31, 2025, noting that the terms of these transactions differ from those with unrelated parties, which may have specific advantages or conditions. .

These contracts are summarized in the table below:

	Contract Party	Contract Nature	Amount of Transaction During the Year (SAR)	Contract Term (annual)	Contract Conditions	Member/senior executives or any party related to them
1	Kite Arabia Co.	Business contract Implementation, design and technical consultation for the company, which started on 01/01/2011	39,480,770	Five years, renews automatically	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil
2	Kite Arabia Co.	Office lease contract that was held at Jarir Building (Riyadh), and started on 15/11/2012	189,189	Five years, renews automatically	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil
3	Jarir Company for Commercial Investments	office Lease contract in Jarir Building (Riyadh), which started on 15/11/2012	444,840	Five years, renews automatically	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil Fahd bin Abdullah Al Qassem
4	Jarir Company for Commercial Investments	office Lease contract in Jarir Building (Riyadh), which started on 15/11/2012	160,446	Five years, renews automatically	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil Fahd bin Abdullah Al Qassem
5	Amwaj Dhahran Company Limited	Showroom Lease contract in Dhahran, which started on 15/12/2008	1,736,437	22 years	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil
6	Future Markets Company for Trading	Showroom Lease contract in Riyadh Panorama (Altakhosisi St), which started on 01/12/2005	2,684,549	22 years	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil
7	Robin Arabia Co.	showroom lease contract in Riyadh - Northern Ring Road (Rubin Plaza Complex) which started at 01/05/2017	2,605,680	25 years renewable	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil
8	Reef Tabuk Limited	Showroom lease contract in Tabuk (Tabuk Plaza Complex) which started at 10/04/2018	1,983,960	20 years	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil Mohammed Bin Abdullah Al-Agil
9	Robin Arabia Co.	Contract to provide management, operation and maintenance services (not including rent-related services) in Rubin Plaza Complex which started from 01/07/2019.	792,476	One year renewable	No special terms	Mohammed Bin Abdulrahman Al-Agil Abdul Karim Bin Abdulrahman Al-Agil
10	Mohammed Bin Abdulrahman Al-Agil	Sale of a residential building in Madinah on 25/02/2025	1,650,000	-	No special terms	Mohammed Bin Abdulrahman Al-Agil

## 10- Jarir's Accounts Auditors

Jarir asserts that the financial statements were prepared in the fiscal year 2025 according to the International Accounting Standards for financial reporting approved by the board of directors of the Saudi Organization for Certified Public Accountants.

Proposals had been received from major auditing offices for auditing Jarir during the fiscal year 2025, which were presented to the Audit Committee. After discussion, the Committee settled on the nominations that are to be presented to the next general assembly for shareholders to consider selecting Jarir's auditor for the fiscal year 2026. .

Regarding the fees of the auditor (EY Office), they are as follows:

	1,000 SAR	
	For fiscal year 2024	For fiscal year 2025
<b>Audit Fees</b>	880	1020
<b>Fees for confirmatory works without auditing works (Including the review of quarterly financial statements, covering the first quarter of the following year, as well as the examination of the Zakat declaration)</b>	515	500

## 11- Board's Disclosures

The board of Jarir acknowledges the following:

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

Jarir's Board also affirms:

- There is no penalty, sanction or reserve imposed on Jarir by the Capital Market Authority or any supervisory, regulatory or judicial body – except as mentioned in this report.
- There are significant differences in operating results from the results of the previous year or any projections previously announced by Jarir, as indicated in the financial results.
- There is no difference from the international accounting standards. There are no material observations from the chartered accountant on the annual financial statements of Jarir during 2025. The board is obliged to provide the Capital Market Authority with any additional information required at any time, in the event that the auditor makes any reservations about Jarir's annual financial statements.

## 12 - Corporate Governance

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

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

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

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

### The company's policies and regulations are reviewed annually.

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

- Jarir did not provide any cash loan of any kind to any of the members of its board nor did it secure any loan that a member of its board held with others.
- Jarir does not have convertible debt instruments, contractual securities, subscription warrants, or similar rights issued or granted by Jarir during 2025.
- No rights of transfer or subscription under convertible debt instruments, contractual securities, subscription warrants, or similar rights issued or granted by Jarir in 2025.
- Jarir has no redemption, purchase or cancellation of any redeemable debt instruments.
- Jarir has no preference shares or shares of special interest, especially in voting, whether for shareholders or directors. All Jarir shares are ordinary shares of equal nominal value, equal voting rights and other equal rights according to the statute.
- Jarir is subject to zakat according to the regulations of the General Authority for Zakat and Income in the Kingdom of Saudi Arabia. Jarir registers the annually due Zakat allocation, and charges it to the income statement. The modifications that occur during the final assessment of zakat – if any - are recorded in the period in which the assessment is made.
- During the fiscal year 2025, the company's external auditor did not provide any advisory services to the Company and received no fees in this respect.

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

Article/Paragraph No.	Article/ Paragraph provision	Reasons for Non-application
<b>Seventy</b>	Formation of Risk Management Committee	Guiding article. The company believes that it does not need an independent risk management committee and that its work is entrusted to other committees and departments.
<b>Eighty Five</b>	<p><b>Staff Motivation</b></p> <p>Jarir establishes programs to develop and motivate participation and performance of the company's employees, Including, in particular, the following:</p> <ol style="list-style-type: none"> <li>1. Forming committees or holding specialized workshops to listen to employees' views within the company and engage them in discussions on matters and topics related to important decisions.</li> <li>2. Programs for granting employees shares in the company or a share of the profits achieved, as well as retirement programs, and the establishment of an independent fund to finance these programs.</li> <li>3. Establishing social institutions for the company staff.</li> </ol>	Guiding article. Jarir has motivational programmes (already mentioned in the report) given that currently there are no social institutions for the staff, and may be executed in the future.
<b>Eighty Two</b>	<p><b>Social Work Initiatives</b></p> <p>The board of directors sets out the programs and identifies the means to launch the company's social work initiatives including the following:</p> <ol style="list-style-type: none"> <li>1) Developing measurement indicators that link the performance of the company to its social work initiatives, and comparing that to other companies with similar activity.</li> <li>2) Disclosing the social responsibility objectives adopted by Jarir toward its employees and raising their awareness and knowledge of them.</li> <li>3) Disclosing the plans to achieve social responsibility in periodic reports related to the activities of the company.</li> <li>4) Developing awareness programs for the community to order to clarify corporate social responsibility.</li> </ol>	Guiding article. Jarir has some initiatives, but it hasn't developed specific programs or measurement indicators, etc. (Review the social responsibility at the Report), and work in being done to developing a policy for the social contribution.

# Shareholders' Rights and Communication Mechanism

9



## 1- Shareholders' Suggestions and Observations Regarding Company and its Performance

The board approved the policy and procedures of disclosure, which included procedures that guarantee shareholders the right to inquire, request information and get answers to their inquiries in a manner that does not harm the interests of the company. The board also confirms that during 2025, its members, especially non-executive members, were informed of all inquiries received from shareholders. No proposals were received from shareholders about the company's performance.

## 2- Communication Mechanism with Shareholders

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

The company's website

[www.jarir.com/contactinvestor](http://www.jarir.com/contactinvestor)

Or by email

[jmir@jarirbookstore.com](mailto:jmir@jarirbookstore.com)

Or by phone

+966114626000 extension 1613

## 3- Most Important Events and Developments During 2025

During 2025, Jarir witnessed a number of events and developments that are illustrated in the following table:

Date	Event or Development
2/24/2025	Jarir Marketing Company announces the opening of a new showroom in Al-Fanateer district in Jubail, replacing its previous showroom in Al-Hawailat district.
06/03/2025	Jarir Marketing Company announces the result of the ordinary general assembly meeting (first meeting).
12/03/2025	Jarir Marketing Company announces the appointment of the Chairman of the Board and his Deputy, the formation of the board's sub-committees, and the appointment of the company's representatives.
12/03/2025	Jarir Marketing Company announces the appointment of a board member.
05/05/2025	The Board of Directors of Jarir Marketing Company invites shareholders to attend the ordinary General Assembly meeting (First Meeting).
08/08/2025	Jarir Marketing Company announces the Board of Directors' decision to distribute cash dividends to shareholders for Q2 2025.
11/05/2025	Jarir Marketing Company announces the Board of Directors' decision to distribute cash dividends to shareholders for Q1.
06/08/2025	Jarir Marketing Company announces the Board of Directors' decision to distribute cash dividends to shareholders for Q2 2025.
05/11/2025	Jarir Marketing Company announces the preliminary financial results for the period ending on 30/09/2025 (nine months).
05/11/2025	Jarir Marketing Company announces the Board of Directors' decision to distribute cash dividends to shareholders for Q3 2025.
14/12/2025	Jarir Marketing Company announces the opening of a new store in Makkah – the Clock Towers.

## 4 - Important Dates for Shareholders

The following table shows the expected dates for the most crucial events and occasions, which are important to the shareholders during the fiscal year 2026:

Expected Date	Event
11/05/2026	The board's meeting for the first quarter.
06/08/2026	The board's meeting for the second quarter.
08/11/2026	The board's meeting for the third quarter.
27/01/2027	The board's meeting for discussing the estimated annual budget.
28/03/2027	The board's meeting for the fourth quarter

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

## Closing Statement

Based on the key financial and operational indicators documented in this report and in the audited financial statements for the year 2025, announced through the official Tadawul website, we are pleased to confirm the success of your company in consolidating its leading position and achieving significant leaps in performance and growth. This excellence is the result of an integrated system of strategic plans and financial initiatives aimed at enhancing operational efficiency, while expanding and diversifying Jarir's product portfolio to meet our customers' aspirations and maintain our competitive advantage, relying on our continuous investment in human capital and attracting specialized professional talents.

In conclusion, the Board of Directors of Jarir extends its highest appreciation and gratitude to the esteemed shareholders and customers, as well as to our partners in government, banking sector, and suppliers, expressing pride in the efforts and dedication of all company employees. We renew our commitment that, with Allah's help, your company will continue to implement its ambitious expansion strategy, maximize returns for the owners, and strengthen its active contribution to the national economy.

**Mohammed Bin  
Abdulrahman Al-Agil**  
Chairman

**Abdul Karim  
Bin Abdulrahman Al-Agil**  
Vice Chairman  
CEO



شركة جرير للتسويق  
Jarir Marketing Co.