



Investor Presentation

September 2025

Saudia Dairy & Foodstuff Company



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Evolution of SADAFCO

Evolution of SADAFCO

1976



Formation of **Danish Saudi Dairy Company**, a joint venture between three parties

1977



Start of **Ultra High Treatment (UHT) Milk** commercial production at the Jeddah factory

1987



Acquisition of the **Saudi Danish Dairy Company** of Riyadh

1991



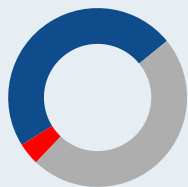
Merger with **Gulf Danish Dairy Company** and **Medina Danish Dairy Company**, forming SADAFCO

1990's



In addition to milk-related products including Ice Cream, the Company has **expanded its product range with tomato paste, cheese and snacks**

Such expansion allowed the Company to **become a significant player in the Saudi food and dairy market**



48% Saudi businessmen

48% Kuwaiti businessmen

4% Danish Turnkey Dairies

Highest market share in Saudi Arabia

- UHT milk
- Tomato paste carton
- Ice cream

Growing presence

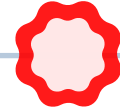
- Snacks market

Evolution of SADAFCO



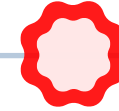
Established in 1976 with the formation of **Danish Saudi Dairy Company**, a joint venture between Saudi businessmen (48%), Kuwaiti businessmen (48%) and Danish Turnkey Dairies (4%)

1976



Commercial production of **Ultra High Treatment (UHT) Milk** at the Jeddah factory commenced in 1977

1977



The Company **acquired the Saudi Danish Dairy Company** of Riyadh in 1987

1987



Merged with **Gulf Danish Dairy Company** and **Medina Danish Dairy Company**, and formed SADAFCO in 1991

1991

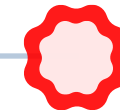


Since the early 1990's, in addition to milk-related products including Ice Cream, the Company has **expanded its product range with the introduction of tomato paste, cheese and snacks**

1990's



Since its incorporation, the Company has **expanded its product range to become a significant player** in the Saudi food and dairy market



The Company currently holds the **highest market share in UHT milk, tomato paste carton** & is the **market leader in Ice Cream in Saudi Arabia**. It also has a growing presence in the snacks market

Key Milestones

Key Milestones

1976

Estab. as a pioneering venture in dairy sector; commissioned UHT milk plant in Jeddah



1987

Acquired Saudi Danish Dairy factory in Riyadh



1990

Merged with Gulf Danish Dairy Company and Medina Danish Dairy Company to form SADAFCO



1998

Estab. of regional distribution centre in Jeddah; 1st to launch long-life Hommos in Tetra Pack



2004

Completion of rationalization and consolidation of mfg. facilities from five to two as a part of Project Omega-I



1980

Plant in Dammam commissioned



1989

First company in Saudi Arabia to launch tomato paste in Tetra Pack packaging



1995

Acquisition of Sara Snack Food Factory (Jeddah) & set up SNZMP1 for manufacturing cheese



2000

Converted to closed joint stock company with introduction of new investors

2005

Listed on Saudi Stock Exchange through an IPO



Key Milestones

2006

Consolidation of manufacturing infrastructure with closure of Dammam factory



2010

Sold 51% stake in SNZMP to MPH

2014

Riyadh RDC become Operational



2018

Acquired 76% in Mlekoma sp Z.o.o, a Poland based dairy company at an enterprise value of PLN120 Mln



2022

Production and packaging activities in the New Ice Cream Factory (NICF) have commenced



2025

Yanbu depot commissioned



2008

Sale of Sara Snack Food Factory

2012

Reopened Dammam factory and announced plans for RDC in Riyadh



2016

Achieves ₪ 2 Bln gross revenue milestone



2019

Jeddah Central Warehouse (JCW) Commissioned



2023

Achieved ₪ 3 Bln in Sales & ₪ 11 Bln of Mcap || New Makkah Depot operational



Shareholding Structure

Shareholding Structure

(as of 5th June 2025)

 **40.1%**

كيبكو
KIPCO

Kuwait Projects Company



 **11.7%**

Al Samh Trading
Co. Ltd.

 **48.2%**

Public & Others

Management Team

Directors and Management Team

Board of Directors

HH Sheikh Hamad Sabah Al-Ahmad Al-Sabah

Chairman

Saied Ahmed Saied Basamh

Vice Chairman

Sheikh Sabah Mohammed Al-Sabah
Director

Esam Saleh Ahmed Al Thukair
Director

Ahmed Mohamed Hamed Al-Marzouki
Director

Mussad Abdullah Abdul Aziz Al-Nassar
Director

Faisal Hamad Mubarak Al Ayyar
Director

Hani Abdulaziz Ahmed Saab
Director

Ihab Ibrahim Mohamed Osman
Director

Management Team



Patrick Stillhart

Chief Executive Officer

23 years in FMCG (Nestle, DKSH)



Subir S. Dhawan

Chief Financial Officer

25 years in FMCG (Frieslandcampina, GSK, Mars)



Brian Strong

Chief Transformation Officer

30 years in FMCG (Woolworth, Sara Lee, Almarai)



Majed Jifri

Chief Growth Officer

23 years in FMCG (P&G, SAGIA)



Tjerk Oostveen

Chief Supply Chain Officer

25 years in FMCG (Frieslandcampina)



Jim Versteylen

Chief Marketing Officer

19 years in FMCG (Kraft Foods/ Mondelez)



Nadia Adel Ibrahim Malaika

Chief Human Resource Officer

22 years in various Industries (Unilever, GSK)



Sultan Ahmed Alghamdi

Chief Legal & Governance Officer

10 years in Corporate Law across Industries (PRC/SADAFCO)



Umar Farrukh

Vice President - Frozen Business Unit

15 years in FMCG (Unilever)



Fahd Bachir

Vice President - Convenience Snacking

16 years in FMCG (Nestle)



Strategy

Our Vision, Mission, Purpose & Values



VISION

Impossible
is nothing



MISSION

- Delighting consumers with delicious, nutritious, convenient & sustainable products
- Accelerating profitable growth
- Creating value for the society (environment), stakeholders and shareholder



PURPOSE

Sustainably
nurture and
connect
generations with
goodness and
happiness



VALUES

- Trust
- Integrity
- Respect
- Passion
- Lead & Learn
- Excellence

Growth Initiatives & Achievements (2024)

Q1

- New Board of Directors elected, effective April 1, 2024
- Baboo Ice Cream wrapper reduction trial completed; rollout planned to cut plastic use
- Fleet carbon neutrality actions initiated

Net zero emissions

target by 2045

- Employee wellness reinforced through coaching on stress and burnout management

Q2

- Recognized as preferred ice cream supplier during Hajj; UAE ice cream distribution launched
- ISO 22301 certification obtained for Business Continuity Management

~40% interns

from national talent program were offered permanent roles

Q3

- Announced 6/share interim dividend for H1 FY24

~2.75 Mln

Share buyback volume recommended by the Board

- As part of its ESG initiative, Mercedes-Benz eActros300 tested in Riyadh

90% clean-energy fleet

target by 2035

- Strategic shift to distributor model completed in Bahrain, Kuwait, and Qatar

Q4

- ISO 37000 certification achieved for International Corporate Governance Standards
- ISO 9001 certification awarded for quality in Legal Affairs Management

Awards & Recognitions

Top 10 Future-Ready sites

Rank of Dammam factory in Smart Industry Readiness Index (SIRI)

Top 20



Rank in Alfaisal Corporate Governance Index (FY21–23, non-financial sector)

A+ Rating

Received from Saudi Food and Drug Authority (SFDA)



XX Rating

Description of the rating in two lines

Product Portfolio



Product Portfolio

Product Category



Milk



Snacks



Ice Cream



Cheese



Tomato based Products

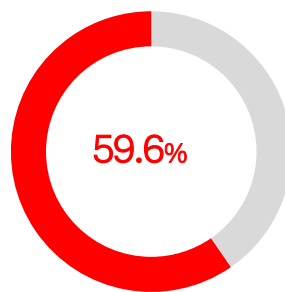


Non-Dairy Alternatives

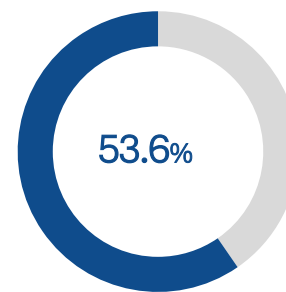


Others

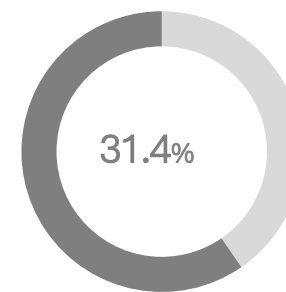
SADAFSCO Market Share¹



Plain UHT Milk



Tomato Paste



Ice Cream

Innovations: 2024



1. Moving Annual Total (MAT) as of Dec'24 (Source: Nielsen Retail Audit)

Product Universe

Milk

60

SKUs



- UHT Milk - Whole, Low Fat, Skimmed, Gold Milk
- Date Milk
- Double Chocolate Milk
- Milk Powder
- Flavoured Milk
- Mango Milk
- Growing Up Milk (GUM)
- Barista Milk
- EVAP
- Cream
- Mayonnaise
- RTD Coffee
- Cheese (Feeta, Processed Triangle Cheese)

Culinary

16

SKUs



- Tomato Paste
- Ketchup
- Organic Tomato Paste
- Hot Sauce
- Mezete Range of products (Koshna, Tahini, Hummus and Babaghanouj)

Ice Cream

68

SKUs



- Sticks
- Cones
- Bars
- Sandwich
- Tubs
- Push-Ups
- Cups
- Multipacks
- Greek Frozen Yoghurt

Other Products

17

SKUs



- Honey
- Drinks (Oat, Soy, Almond, Coconut)
- Snacks (Crispy)
- Spicy Wedges
- Croquettes
- French Fries

Product Portfolio: Contribution

Net Sales Contribution By Category

70.7%
Dairy¹

16.2%
Ice Cream

10.1%
Culinary²

3.0%
Others³

⌘ **2,963** Mln

Note: 1. Dairy includes Plain Milk, Flavored Milk, GUM, Milk Powder, EVAP, Cream, Coffee, Cheese and Mlekoma sales; 2. Culinary includes Tomato based products & Mezete; 3. Others include Snacks, French Fries, Honey etc.

Key Products: SADAFCO Market Share

Key Categories

Evolution of SADAFCO's Market Share

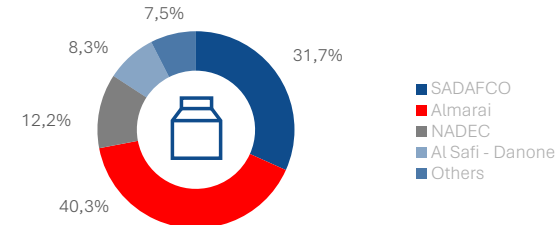
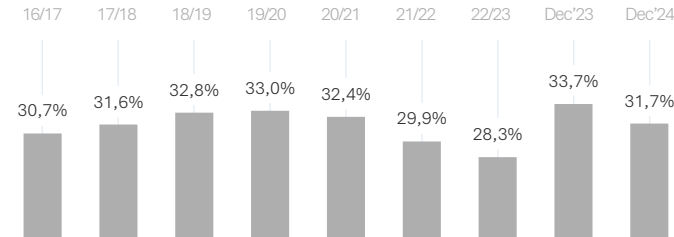
Market Shares (Dec' 24¹)

Current Market Share MAT¹



Plain Milk

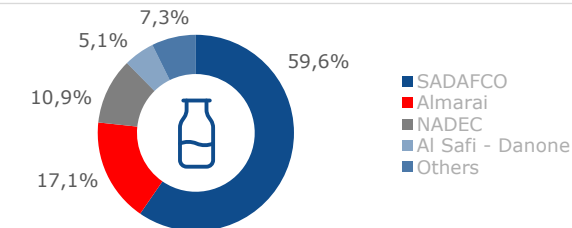
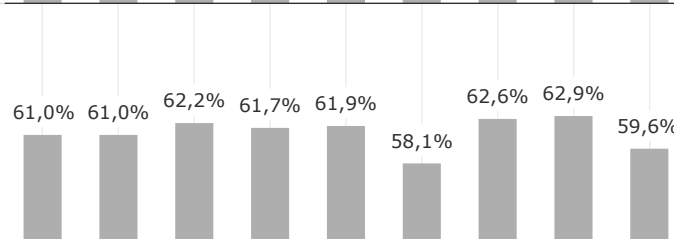
Includes Fresh and UHT Plain Milk



31.7%



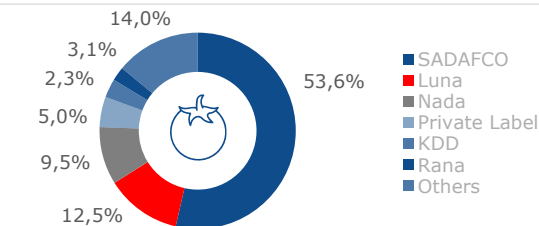
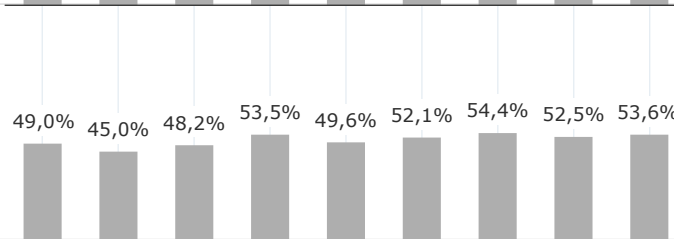
Plain UHT Milk



59.6%



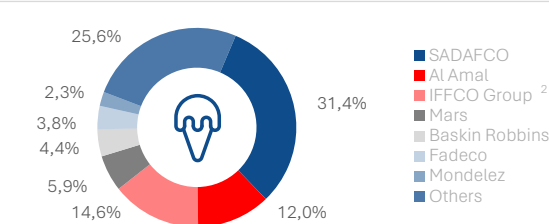
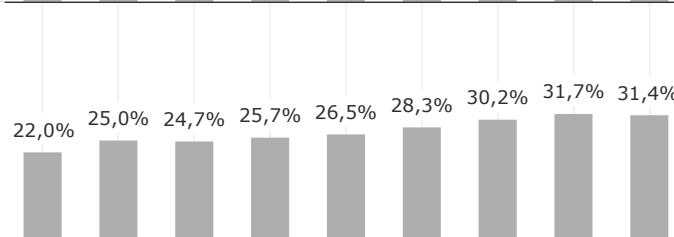
Tomato Paste



53.6%



Ice Cream



31.4%

Source: Nielsen Data

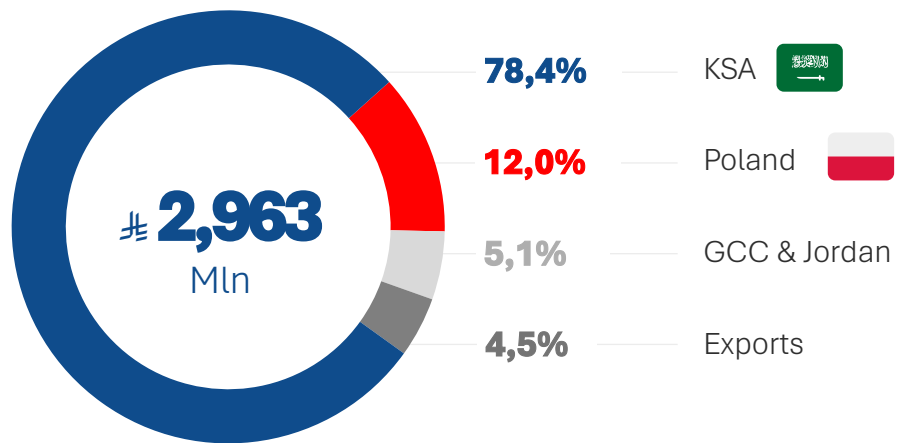
1. Moving Annual Total (MAT) as of Dec'24 (Source: Nielsen Retail Audit)

2. IFFCO group represents Igloo and London Dairy

Geographical & Channel Distribution

Geographical & Channel Distribution

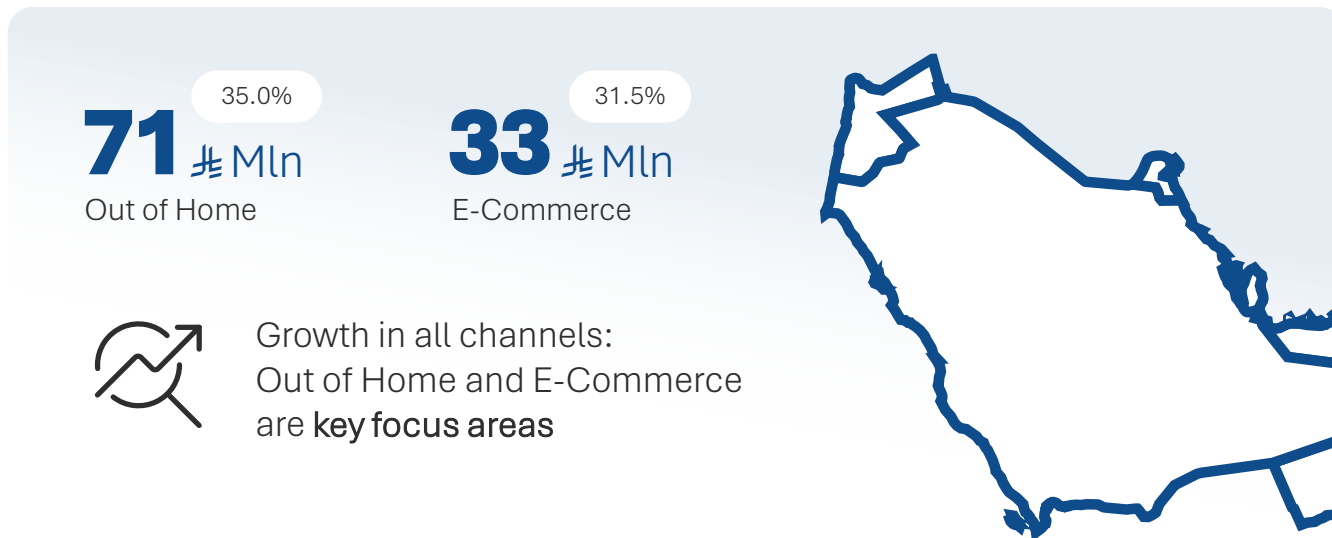
2024 Sales By Geography



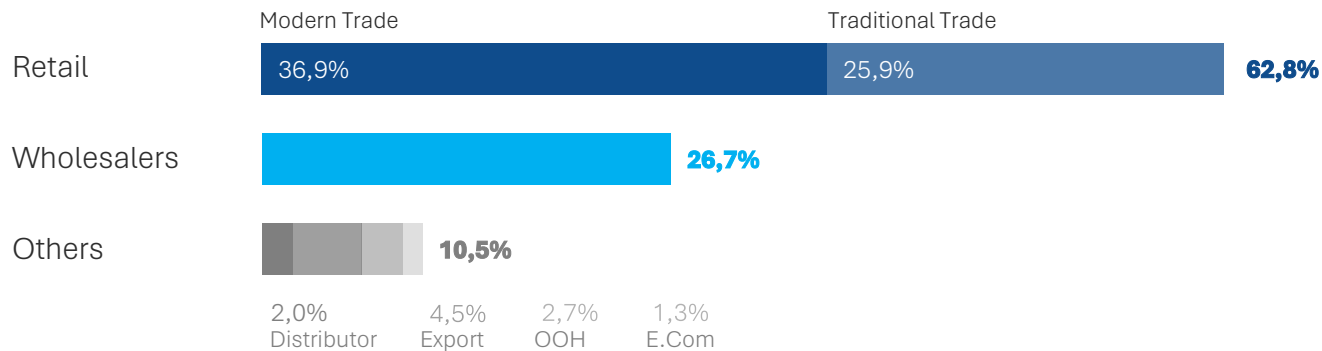
Net Sales – 2024 (Mln)

% y-o-y growth^

KSA	2,321	-0.9%
Poland	356	63.0%
GCC & Jordan	152	7.1%
Exports	134	74.5%



Distribution Format¹, (% of Net Sales 2024)



Note: 1. SADAFKO (excl. Mlekoma); ^YoY growth for 2024 is calculated on like-to-like basis over calendar year 2023

Manufacturing Facilities

Manufacturing Facilities

	Jeddah Factory	Ice Cream Factory	Dammam Factory
Established	1976	2004 2022 Relocated	1980 Suspended 2006 2012 Re-opened
Area	21,582 m ²	19,716 m ²	22,500 m ²
Production Capacity	540,000 MT	59,000 MT	63,000 MT
Product Line	Liquid Dairy Products	Ice Cream, Cone Wafers, Sandwich Biscuits	Snacks, Tomato Paste, Feta Cheese
Staff	181 (147 Permanent [of which 10 females], 34 casuals)	238 (134 Permanent [of which 63 females], 104 casuals)	199 (136 Permanent [of which 54 females], 63 casuals)

Manufacturing Facilities – Mlekoma, Poland

Przasnysz



CENTRIFUGATION

- Skimmed milk
- Cream

DRYING & PACKAGING

POWDERS: SMP, WMP

- Cream powder
- Whey powder
- Fat Filled powders

250–300K

liters/day

Processing of raw milk

900–950

MT/month

Drying tower capacity

>85%

Sites Utilization

Brzeziny



BLENDED / MIXING & PACKAGING

POWDERS:

- All types of blends and customized products
- Fat Filled powders
- Ice Cream blends
- Yoghurt powder blends GUM

3.5 MT/hour

Production capacity

120

Total number of employees

Product Portfolio

Fluids



Powders



Rice/Seeds



Distribution & Supply Chain Network

Supply Chain Facilities

Jeddah Central Warehouse

Finished Goods

16,500
pallets

Raw Materials & Packaging

25,900
pallets



Frozen Jeddah Central Warehouse

Finished Goods

7,300
pallets

Raw Materials & Packaging

3,400
sq. mt.



Supply Chain Facilities



JCW – Jeddah Central Warehouse



Finished Goods

16,500
pallets



Raw Materials & Packaging

25,900
pallets

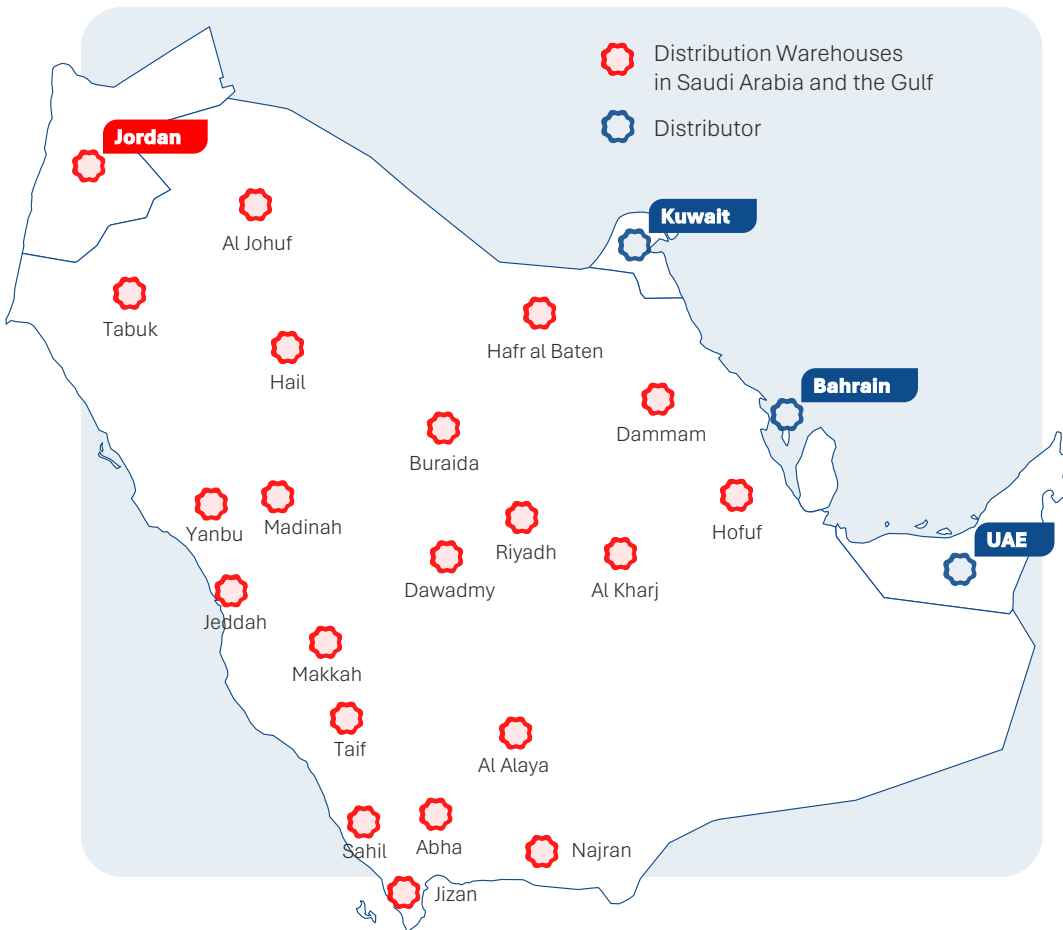
FJCW – Frozen Jeddah Central Warehouse

7,300
pallets

3,400
sq. mt.

Distribution Network (Frozen & Ambient)

SADAFCO Distribution Network – List of Distribution Depots



21

distribution warehouses in Saudi Arabia and Jordan



From the factories in Jeddah and Dammam, finished products are dispatched to the Jeddah Central Warehouse (JCW) & Frozen Central Warehouse (FJCW), from where the products are transported to 21 distribution warehouses



The strategic shift to a distribution model in Bahrain, Kuwait, and UAE successfully implemented

700+

routes of operation



SADAFCO operates 700+ routes delivering to a regional retail network of 43K+ outlets across the Arabian peninsula, monitored via handheld technology



Distribution centres have ambient & frozen storage infrastructure along with requisite transportation and distribution facilities

43K+

outlets across the Arabian peninsula

Established Distribution Network – Fleet

Distribution

More than 57 trailers are transporting finished goods and raw materials from factories to warehouses which are further supported by a fleet of 860+ sales trucks covering 700+ routes.

Over the course of FY2024, SADAFCO has transported finished goods from the factories and the RDC's to the depots travelling more than 38 Mln kms using its primary and secondary fleet. These vehicles are tracked through advanced telematics that facilitate instant fleet location, product protection, temperature monitoring and route optimization.

In order to enhance the distribution efficiency, SADAFCO has added 18 vehicles to its sales fleet in FY2024. Further, SADAFCO has enhanced use of technology to optimize routes, ensuring that Mobile Sales automation assists in meeting coverage of all stores with the right level of replenishment.

57+

trailers

860+

sales trucks

700+

routes

38+ Mln kms

travelled with primary and secondary fleet

18

vehicles added in FY 2024



Strong Retail Presence

Distribution Format

- Sales & Distribution team at SADAFCO ensured efficient distribution and right level of availability of the entire product portfolio across all trade channels resulting in strong growth
- Traditional trade & wholesalers continued to dominate, with organised formats gaining greater importance. Modern trade also continues to grow due to store expansion. Further, SADAFCO's Out-of-Home (OOH) and eCommerce channel also grew during the year



Strong regional retail network has helped SADAFCO in improving visibility and shopper communication in stores

43,000+ outlets
across Arabian peninsula



Out of Home Overview

Becoming the preferred partner for out-of-home Customers & Consumers

Delivering F&B Solutions with exceptional quality, innovative offerings, and unmatched service that empower our customers to thrive – anytime, anywhere

+35%

OOH YoY gain contributing 2.7% to the KSA business (2024 Financial Year)

Goals:

₹ **278** Mln
Revenue

Service
10,000
Operators

3X
Core Business
(Milk/IC/TP)

₹ **120** Mln
New Products
& Categories

Establish
SAUDIA
as reputable
OOH player

OOH 2025



Be among the Top 3 in BARISTA Milk Brands in KSA



Double customer count



Dominate the Ice Cream business in OOH channel



Further develop range



Start to Build SADAFCO – PROFESSIONAL reputation

Portfolio Development

- Develop In-House OOH relevant core products (Milk/TP/IC)
- Enhance portfolio through importing Co-Packed products
- Develop Customized Solutions for OOH Key Accounts (Ad-Hoc Projects)
- Strategic OOH Acquisitions

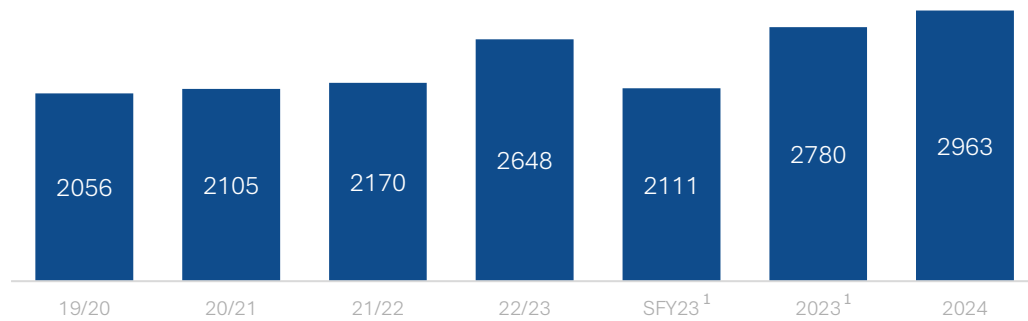


Financial Overview

Sales & Profitability

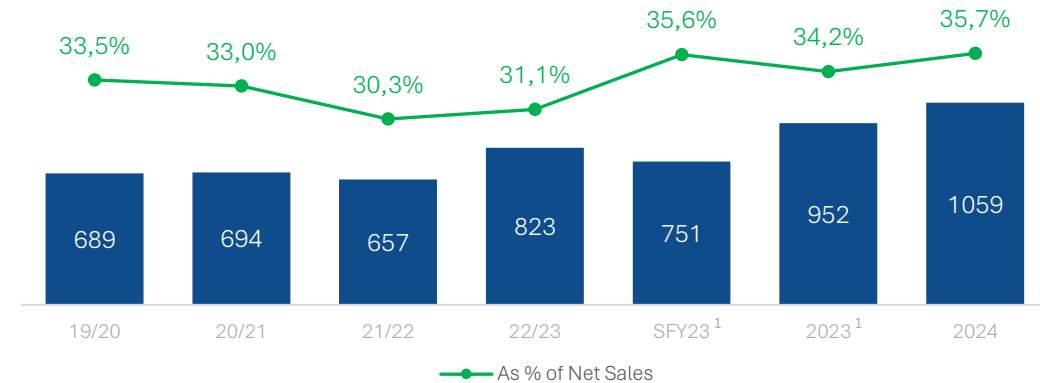
Sales, ₪ Mln

6.6%



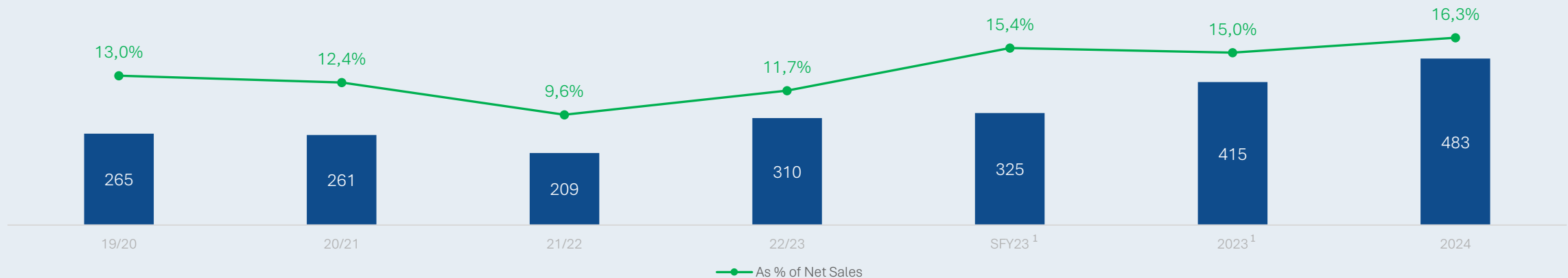
Gross Profit, ₪ Mln

11.2%



Net Profit, ₪ Mln

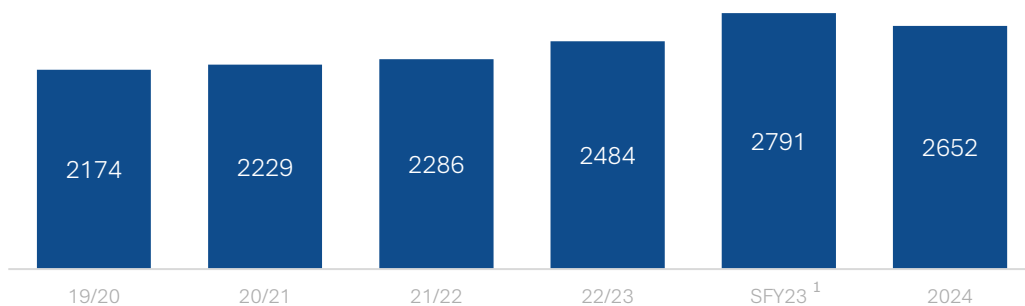
16.5%



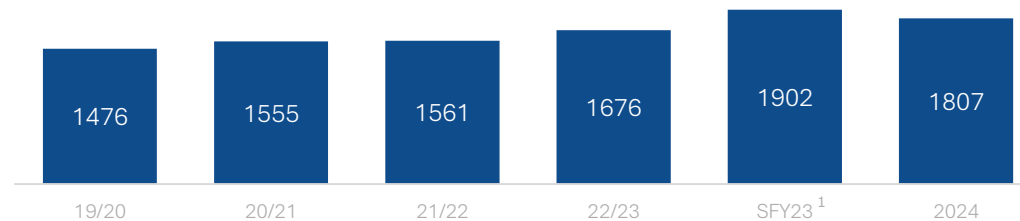
1. SFY23 refers to the period from April'23 to Dec'23 (In 2023, Co. has changed its FY from March to December resulting in a Short Financial Year of Apr'23 to Dec'23); 2023 refers to Jan'23 to Dec'23 for a like to like comparison

Balance Sheet

Steady Asset Base..., ₪ Mln



...built by Internally generated funds, ₪ Mln



Working Capital¹, ₪ Mln



Note: #Working Capital calculated as Current Assets net of Current Liabilities.

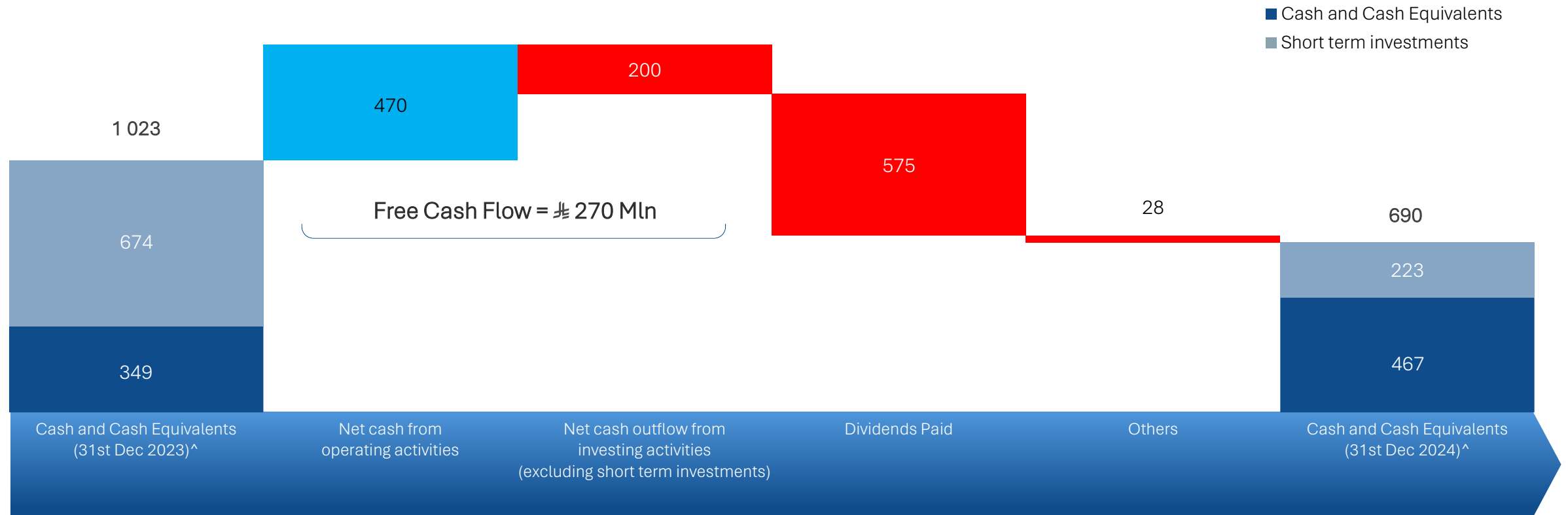
Current Assets: Account receivables + Inventories + Deposits, prepayments and other assets

Current Liabilities: Account payables + Due to related parties + Zakat payable + Accruals & other current liabilities (excluding dividend payable) + Current portion of lease liabilities 2. Rolling 12-months net sales

1. SFY23 refers to the period from April'23 to Dec'23 (n 2023, Co. has changed its FY from March to December resulting in a Short Financial Year of Apr'23 to Dec'23)

Cash Flow Summary

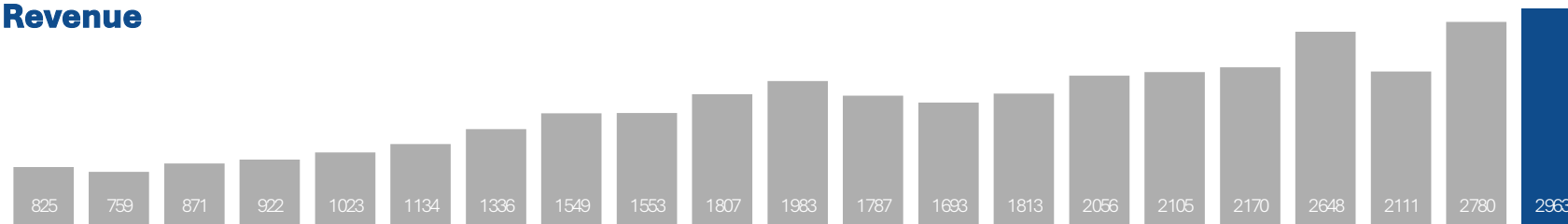
SADAFCO Consolidated Cash Flow Bridge for rolling 12-months as of 31st Dec 2024



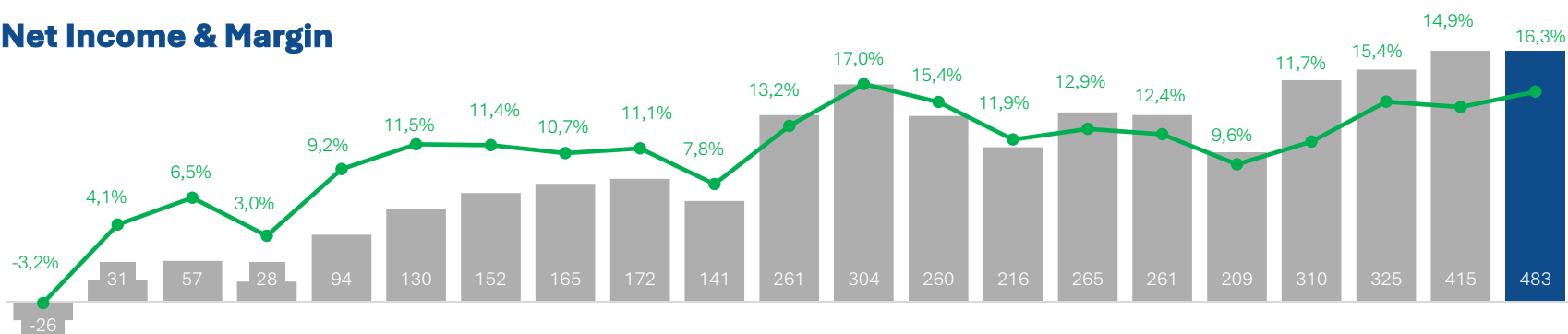
^ Cash and Cash Equivalents also includes short term investments

Historical Trends

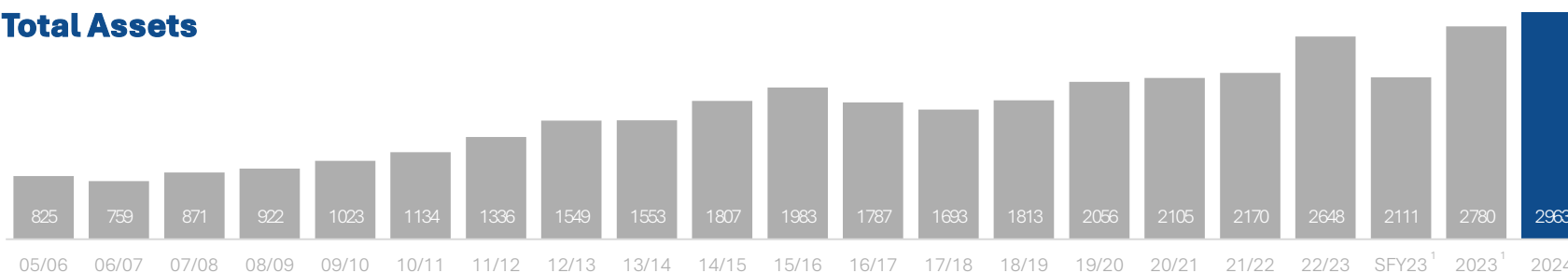
Revenue



Net Income & Margin



Total Assets



Source: 2005/06-2019/20: SADAFCO Annual FS; Numbers from 2016/17 are adjusted for IFRS

1. SFY23 refers to the period from April'23 to Dec'23 (In 2023, Co. has changed its FY from March to December resulting in a Short Financial Year of Apr'23 to Dec'23);

2023 refers to Jan'23 to Dec'23 for a like to like comparison

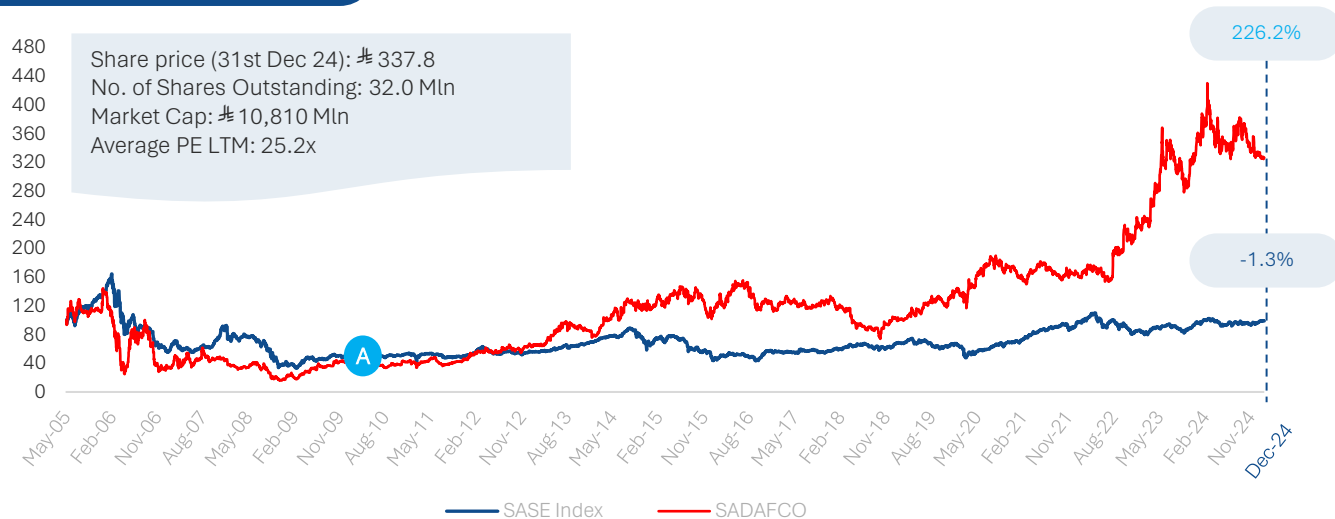


SADAFCO has shown consistent growth in its revenues and margins. Continuous efforts have led to strengthening of our financial position

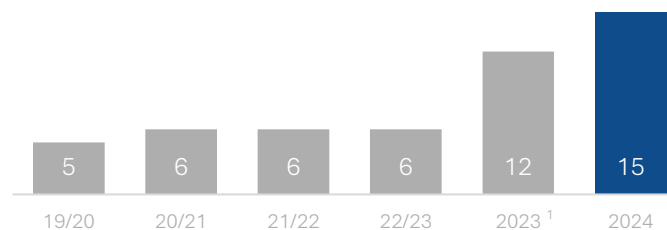
Share Price Performance Since IPO

- 1** April, 2006
5 for 1 stock split for all companies was applied. Nominal value per share became 10 instead of 50
- 2** June, 2009
Management expected 200% increase in Q1'10 net profit as compared to Q4'09
- 3** May, 2012
Announced partial reopening of its Dammam factory
- 4** Oct, 2013
QPIC purchased 29% stake of SADAFCO from UIC
- 5** Jul, 2014
QPIC purchased another 11% stake in SADAFCO from UIC; increasing QPIC's total stake to 40%
- 6** Apr, 2016
Announced 84% increase in Y-o-Y net profit for FY2015/16
- 7** Nov, 2018
Announced buyback of up to 10% of its shares
- A** Dec, 2009
Decided to sell 51% stake in Saudi New Zealand Dairy products. (Deal value: USD32.7Mln)

Annotations



Highest Ever Dividend Payout in 2024



Note: 1. Annualized Return calculated as sum of share price appreciation/depreciation and dividends paid during the period ending 31st Dec 2024, assuming no reinvestment of dividends

Compounded Annual Return² of

16.3%

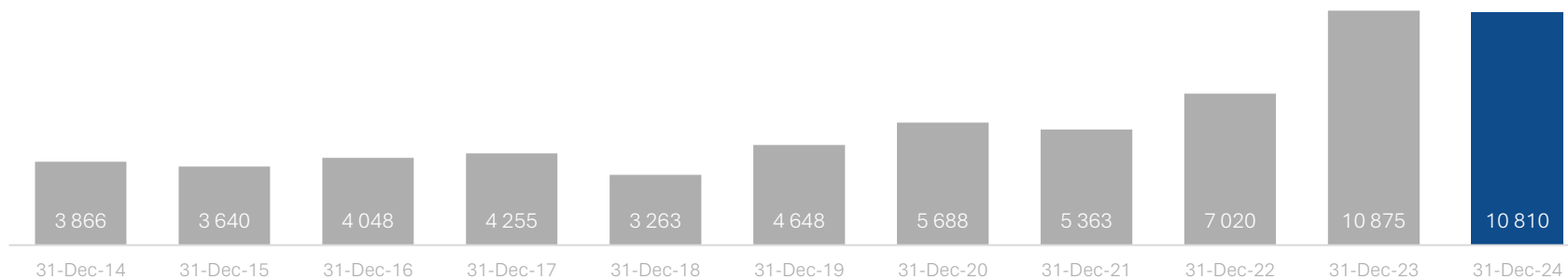
Since 2008

Note: 2. Annualized Return calculated as sum of share price appreciation/depreciation and dividends paid during the period ending 31st Dec 2024, assuming no reinvestment of dividends

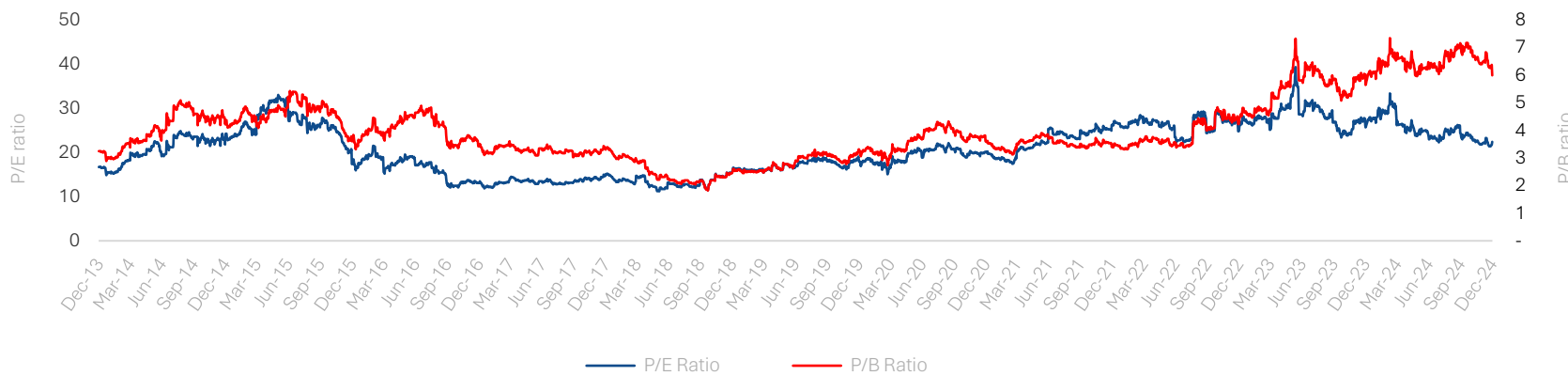
Source: Tadawul, Bloomberg
 Note: Price rebased to 100 for SADAFCO and SASE Index on 23 May'05

Market Performance

Market Cap



Price to Earnings and Price to Book Ratio



SADAFCO's market cap has grown at a CAGR of 16.3%¹ since March 2008



SADAFCO's P/E and P/B ratio has been in the range of 17.4-39.2x and 3.1-7.3x respectively during the last three years

Source: Tadawul, Bloomberg

Note: 1. Annualized Return calculated as sum of share price appreciation/depreciation and dividends paid during the period ending 31st Dec 2024, assuming no reinvestment of dividends

Complemented by Exports

SADAFCO's Revenue Breakdown

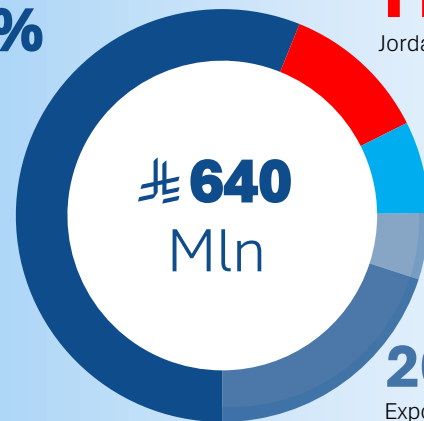
78,4%
Domestic Sales



21,6%
Overseas Sales

SADAFCO's Overseas Sales Breakdown

56,1%
Poland



11,5%
Jordan

7,2%
Bahrain

5,2%
Kuwait

20,0%
Export



SADAFCO continues to diversify geographically – currently 22% of SADAFCO's sales are outside KSA



The key markets outside KSA are Poland, Jordan and GCC



Sustainability – Key Highlights

Sustainability – Key Highlights

Advancing Environmental and Climate Action

SADAFCO's Three Pillared Climate Strategy 2035

Greening the fleet

90%

90% of fleet powered by non-ICE engines

Renewable Energy

20%

Clean energy to represent 20% of total consumption

Water Management

6 Bln

Conserving 6 Bln liters of potable water across all factories

Net Zero emissions target set for **2060**



Waste Management

- 3299.13 MT Diverted from Disposal
- 95% Waste Recycled
- Transitioned to using 100% reusable pallets for material transport



Sustainable Sourcing and Packaging

SADAFCO's sustainable packaging aims:

- To move towards plastic-free packaging
- To minimize packaging material use
- To maximize recovery of packaging waste
- To reuse secondary and tertiary packaging



Supply Chain

- SADAFCO partners with Maersk to advance green ocean freight through ECO Delivery
- The Partnership is projected to achieve savings of up to 800 tons of CO₂e emissions

Sustainability – Key Highlights 2024

Sustainability at SADAFCO

49+

nationalities

represent SADAFCO's workforce, reflecting a diverse mix of gender, age, and abilities

39%

Saudization Rate

35%+

Female employment rate target by 2030

6.41

hours

Average training hours for L&D per permanent employee

11 Mln

spent on R&D to drive innovation

1.5 Mln

Invested in Jeddah's MODON Park

to enhance green spaces and over 1,000 employee volunteer hours completed across the Kingdom

Promoting Health And Nutrition

Health and Nutrition Pillar and achievement



SUGAR REDUCTION

15% sugar reduction in flavored banana and chocolate milk under testing

Low and zero sugar products are being introduced

5% sugar in new product variants including kids flavored milk



SALT REDUCTION

20% reduction in sodium in snack portfolio with new SKUs



GO NATURAL

100% colors and flavors in kids' flavored milk portfolio

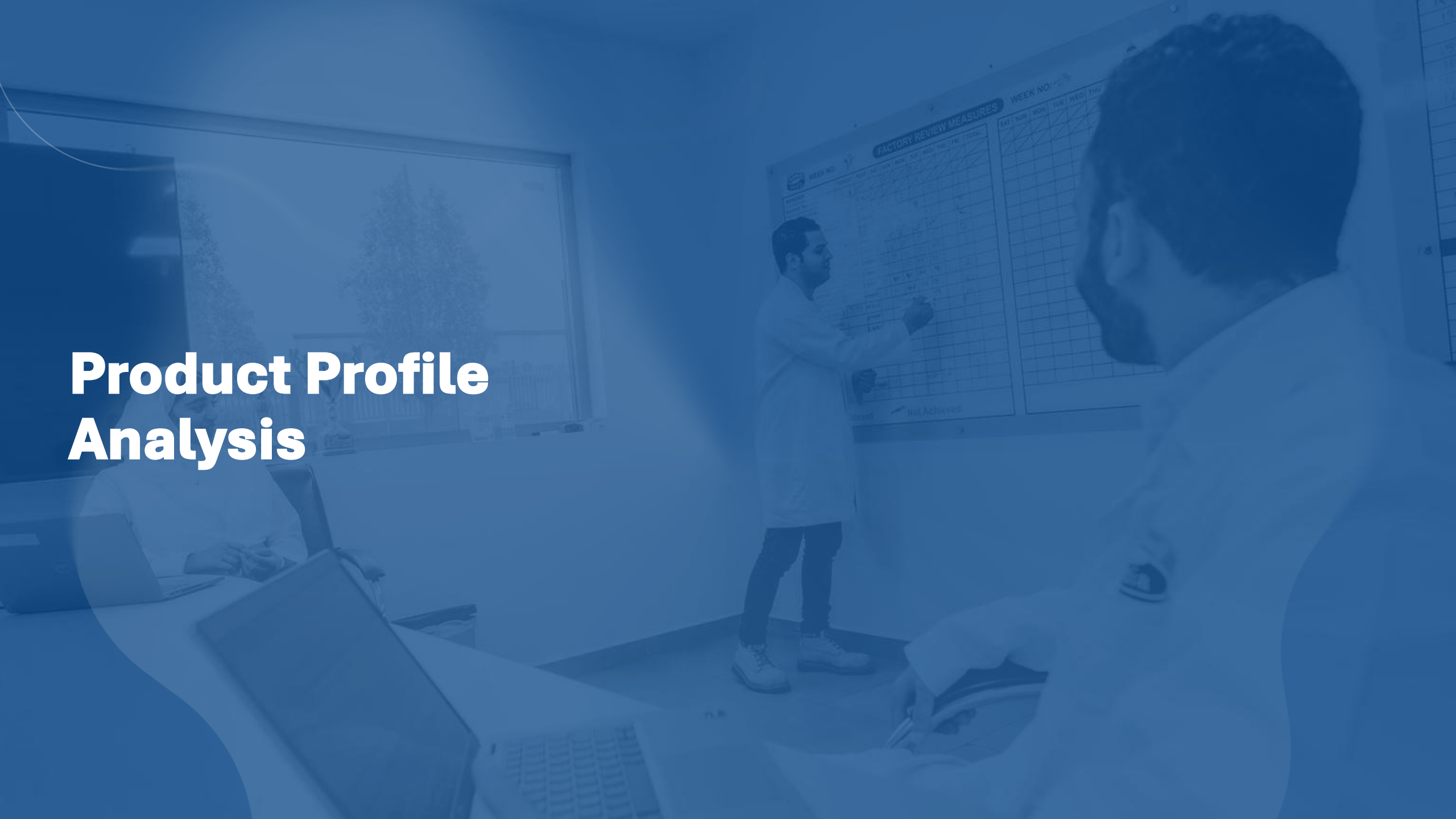
Plant-based portfolio doubled from 2 to 4 SKUs



GO ORGANIC

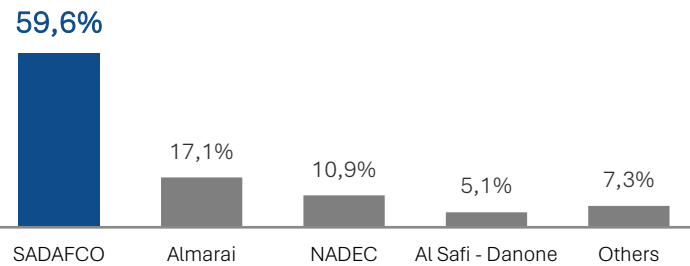
Organic Tomato paste

Product Profile Analysis



Plain UHT Milk Overview

Market Position



- SADAFCO's Plain milk product category comprises of items like whole milk, low-fat milk, skimmed milk, gold milk, junior milk, functional Milk
- SADAFCO commenced operations with the production of UHT (Ultra High Temperature pasteurized) Milk in 1977
- These products are marketed under the flagship brand "SAUDIA"

SKUs



125ml,
200ml,
500ml,
1-liter
& 2-liter

Whole Milk



200ml,
1-liter &
2-liter

Low-Fat Milk



1-liter

Functional Milk



200ml

Junior Growing Up Milk



200ml &
1-liter

Skimmed Milk



1-liter

Gold 5% Fat Milk




1-liter

Barista Milk

Plain Milk Overview (Cont'd)

Product Pricing

Premium Pricing Advantage


 Whole Milk,
1 Ltr Package

Price, ﷲ



5.9


 المراعي
 Almarai

5.2



4.8



4.8

1

The company's products command a significant premium vis-à-vis other players in the market

2

SADAFCO has a strong brand due to which it has been able to maintain premium pricing of products, despite increased competition from global and local players

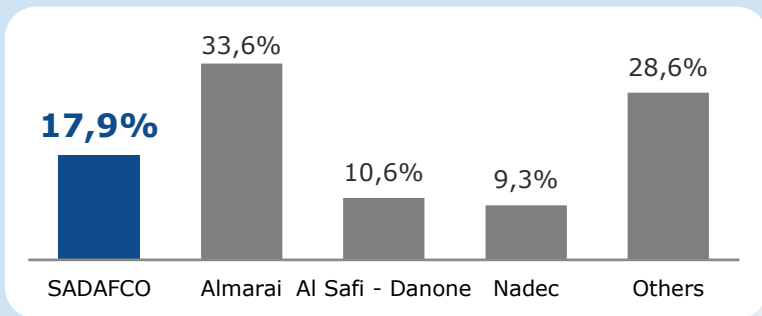
Product Innovation

Sales growth in milk through product innovation and increased focus on quality



Flavored UHT Milk Overview

Market Position



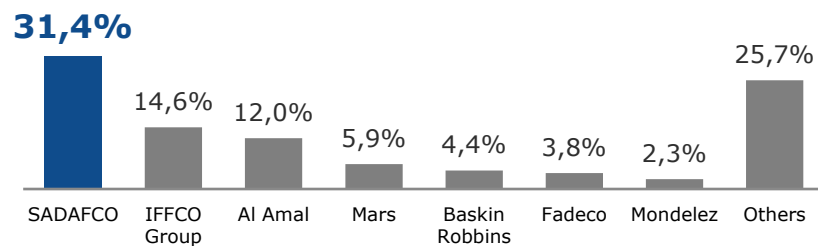
- SADFACO expanded its product range of milk in 2004 with the launch of flavored UHT milk. Date milk was launched in 2016
- Flavored UHT milk is offered in 7 choices – Banana, Vanilla & Strawberry are available in 125ml & 200ml packs, Chocolate milk in 125ml, 200ml & 1-liter packs, Double Chocolate & Mango milk in 200ml & 500 ml and Date milk is available in 200ml & 1-liter packs
- These products are marketed under the flagship "SAUDIA" brand
- SADFACO launched Double Chocolate Milk (500ml) and Mango Milk (200ml & 500ml)

SKUs



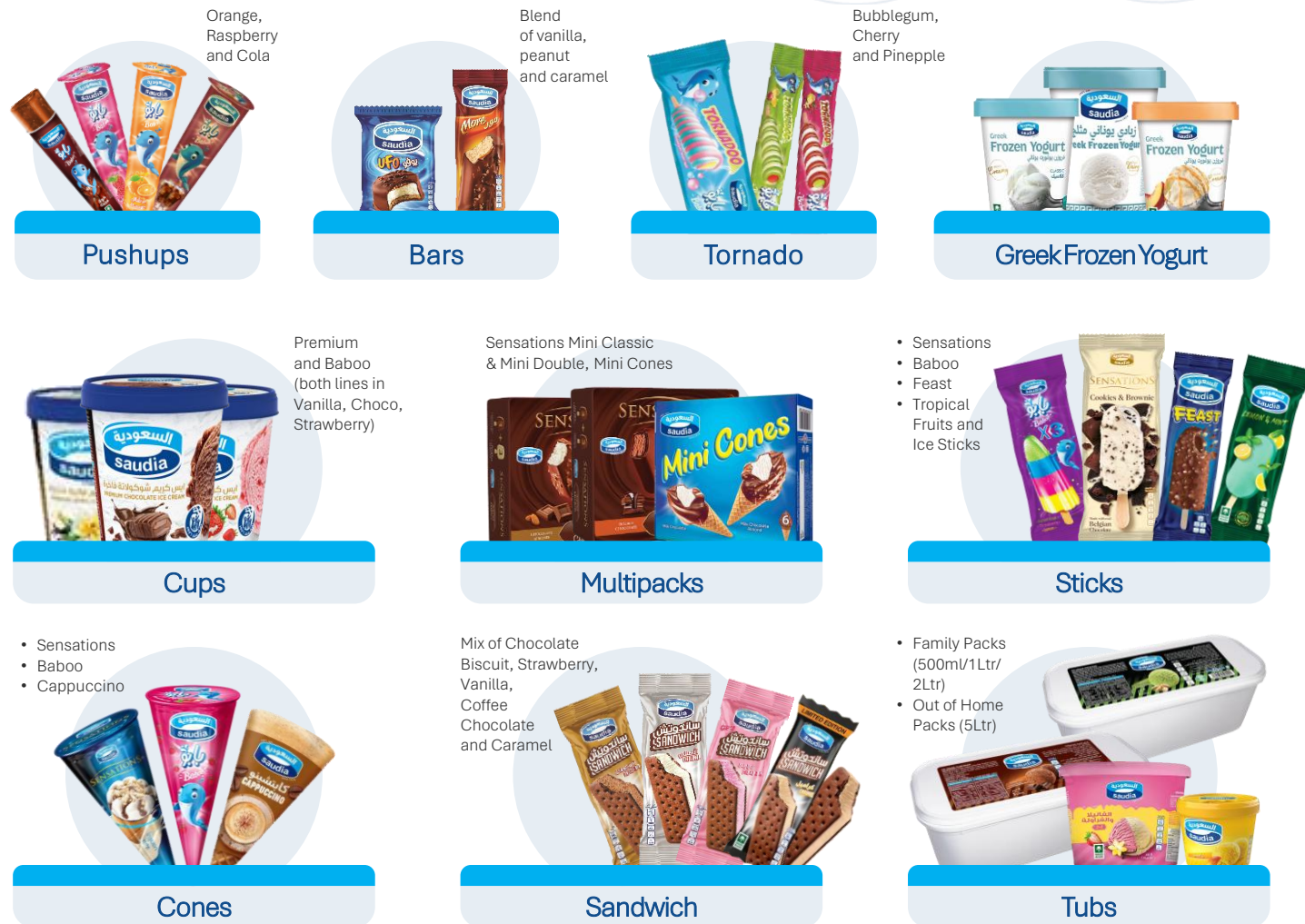
Ice Cream Overview

Market Position (Dec'24¹)



1. Nielsen Retail Audit; 2. Part of IFFCO group

- Ice Cream product line was launched in 1979
- These products are marketed under 'SAUDIA' and 'BABOO' brands
- New Products launched: Sensations Classic Stick, Cookies & Brownies Stick, Baboo Tornadoo Stick, Cola Pushup, Tropical Fruits Stick, Sandwich Coffee and Cappuccino Cone. Greek Frozen Yogurt in classic and peach flavors were added as new category



Orange, Raspberry and Cola

Blend of vanilla, peanut and caramel

Bubblegum, Cherry and Pineapple

Pushups

Bars

Tornado

Greek Frozen Yogurt

Premium and Baboo (both lines in Vanilla, Choco, Strawberry)

Sensations Mini Classic & Mini Double, Mini Cones

- Sensations
- Baboo
- Feast
- Tropical Fruits and Ice Sticks

Cups

Multipacks

Sticks

- Sensations
- Baboo
- Feast
- Tropical Fruits and Ice Sticks

- Sensations
- Baboo
- Cappuccino

Mix of Chocolate Biscuit, Strawberry, Vanilla, Coffee Chocolate and Caramel

Cones

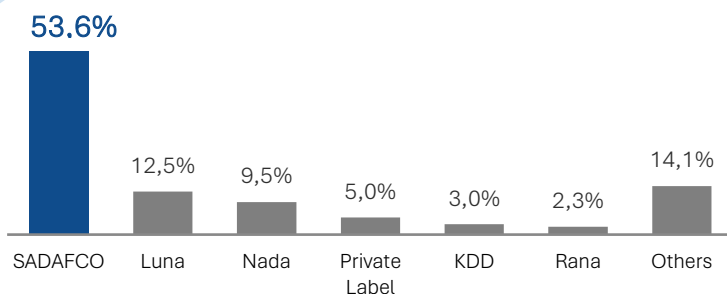
Sandwich

- Family Packs (500ml/1Ltr/ 2Ltr)
- Out of Home Packs (5Ltr)

Tubs

Tomato Category Overview

Market Position (Dec'24¹)



1. Nielsen Retail Audit

- Tomato Category includes Tomato Paste and Tomato Ketchup
- SADAFCO was the first company in Saudi Arabia to launch tomato paste in Tetra Pak in 1989
- The range was further expanded with the introduction of tomato ketchup in 2008
- These products are marketed under the "SAUDIA" brand
- New Product Launched: Tomato Paste 4.5Kg

SKUs



4.5kg
135g packs
60g pouches

Tomato Paste



Organic
135g packs
60g pouches

Organic Tomato Paste



340g glass bottles
510g & 825g
plastic
& squeeze bottles

Tomato Ketchup

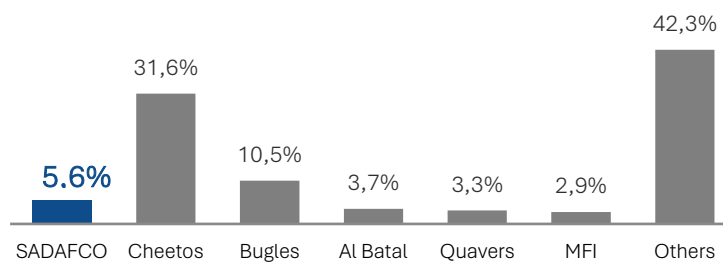
Cheese Category Overview

- SADAFCO launched cheese product line in 1991
- Range of products include Feta cheese and Triangles
- The company is a leading domestic producer of bulk feta cheese sub-segment
- These products are marketed under the "SAUDIA" brand



Snacks Overview

Market Position (Dec'24¹)



1. Nielsen Retail Audit

- SADFACO entered the snacks market in 1995, by acquiring Sara Snacks factory
- The Snacks range consist of two well known formats: Crispy Rings and Letters, each of these are offered in individual and family size
- Crispy's key competitors in the extruded snacks segment are Cheetos, Bugles and Al Batal



80g size

Snacks (Crispy)



18g &
80g size

Snacks (Crispy)



18g &
80g size

Snacks (Crispy)

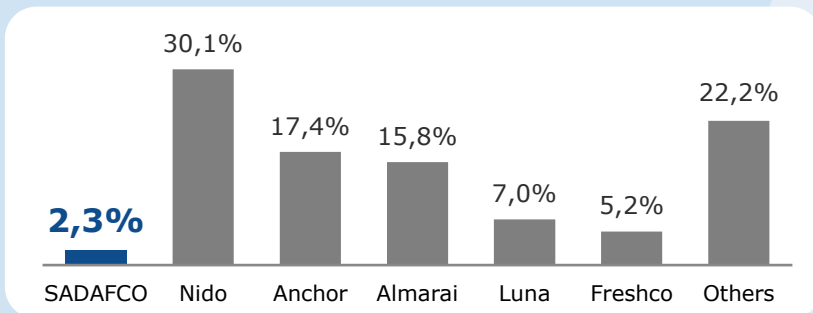


18g &
90g size

Snacks (Crispy)

Milk Powder Overview

Market Position (Dec'24¹)



1. Nielsen Retail Audit

- SADAFCO launched instant milk powder in 2009
- IMP products are marketed under the "SAUDIA" brand
- SADAFCO's key competitor brands for milk powder products are Nido, Anchor and Almarai

Sachets

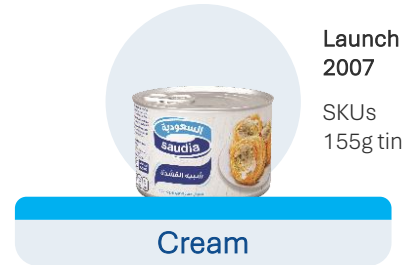


Tin



Other Products

- Offering range of other products including French Fries, EVAP, Cream, Oat Drink, Soy Drink, Mayonnaise, Honey, Coffee etc.
- Most of these products are sold under 'SAUDIA' brand



Other Products (Cont'd)

New products included in this category are expected to contribute to the company's growth. It is planned to widen the product portfolio through constant product innovation

New Products launched:
Hot Sauce, Honey, RTD Coffee



RTD Coffee

Launch
2024

SKUs
250ml



Honey

Launch
2024

SKUs
500g & 250g



Hot Sauce

Launch
2024

SKUs
(473ml & 88ml)



الشركة السعودية لمنتجات الألبان والأغذية
SAUDIA DAIRY & FOODSTUFF COMPANY

P.O.Box 5043, Jeddah 21422, Kingdom of Saudi Arabia

E-mail : sadafco@sadafco.com

Tel : (+966) 012 - 6293366

Fax : (+966) 012 - 6293380