

Chairman's Message

Mr. Abdulaziz bin Saleh Al-Rebdi



We look to the future with determination and optimism

I am pleased to update you on Nadec's latest progress in the food and dairy sectors and the steps we have taken during 2023G. We ended this year with a strategy that will shape the future of our company.

At a time of accelerating technological advances and changing consumer trends, we at Nadec believe that innovation and excellence are two essential factors of success for any organization. Therefore, we have developed a solid strategy and opened a new door for creativity and uniqueness.

Our strategy is aligned with the Kingdom of Saudi Arabia's vision 2030, and as a result, we have launched a number of initiatives aligned with the Kingdom's vision 2030 which relate to enhancing food security and achieving self-sufficiency, preserving food supplies, and addressing the challenges of climate change and water scarcity, in order to contribute to the improvement of food security indicators.

The alignment of our strategy with the vision of food security for the Kingdom is reflected in Nadec's direction to leverage this ambitious vision in enhancing local production, investing in increasing the number of local food products launched by Nadec, and striving to enhance the use of sustainable technology in our products. Accordingly, we have sought to develop advanced agricultural technologies and use R&D to raise production efficiency, improve the quality and diversity of food supplies and sources, and seek diversified and sustainable food sources in a manner that can reduce dependency on specific imports and reduce the impact of fluctuations in the global market.

The company has embarked on improving the management of water resources, increasing the sustainability water use in agriculture, and adopting effective irrigation technologies, which can play a major role in enhancing food security, taking into account the improvement of the environmental landscape, which is embraced by the Kingdom's vision in terms of working to improve the environment and biodiversity. This will contribute to the preservation of the ecosystems that play a vital role in food production.

Our integrated strategy at Nadec is also in line with the Kingdom's Vision 2030 in terms of providing high-quality products and excellent nutritional value, taking into account the unique needs of consumers. We strive to achieve the perfect balance between innovation and tradition, preserving the essence of our food heritage while offering modern products that meet the needs of the new generation.

Our products are distinguished by their delicious taste and high quality, making them an ideal choice for any occasion. We are fully aware of our responsibility to provide healthy and safe products for all members of the family, and we measure our success by our customers' satisfaction. By developing the company's various segments and departments, we ensure the sustainability of our work and the improve-

ment of our services. In fact, we invest heavily in training and developing our workforce to ensure the highest level of performance and professionalism. In this challenging and rapidly changing modern world, we are committed to continuous improvement and meeting customer expectations by working efficiently at all levels. We believe in the importance of protecting the environment and improving sustainability by using modern technology and environmentally friendly practices to minimize our environmental impact and achieve a balance between growth and environmental preservation. We also believe that innovation and R&D are essential to our continued success, and we always looking to develop new products and advanced technologies to meet our customers' changing needs and improve their quality of life.

At Nadec, we excel at maintaining close communication with our community and our customers. We are committed to supporting community initiatives and improving the communities we serve. We will continue to improve quality standards and transparency in all aspects of our business. We aim to build trust-based relationships with our customers and ensure their complete satisfaction.

Additionally, we employ advanced systems to manage our production operations that utilize Industrial Internet of Things (IIoT) technology to help monitor and improve the efficiency of production chains and reduce waste. We use RFID technology and global positioning systems (GPS) to track the movement of products throughout the supply chain. This increases the transparency of our operations and helps ensure product quality and safety. We constantly collect and analyze huge amounts of data using artificial intelligence technologies, which helps us improve demand forecasting and warehousing and distribution operations. We use advanced technologies in packing and packaging processes, which helps extend product shelf life and improve storage efficiency. We also provide applications and digital platforms to improve our interaction with customers, who can track the origin of products and interact with us instantly.

At Nadec, we use smart energy consumption technologies in our factories and production units to reduce our environmental footprint. In addition to product innovation, we use technology to develop new products based on market needs and nutritional trends. This helps us offer a diverse and innovative range of products. We also aim to achieve maximum efficiency and quality in the food chain, and we are always committed to improving the sustainability of the food chain and meeting consumer expectations in a sustainable way.

In conclusion, I would like to express my sincere gratitude to our colleagues for their dedication and commitment, as well as to each and every one of our shareholders and partners for their continued efforts in realizing our common vision and goals.