

# Nadec's New Strategy

## Six (6) Pillars for Success and Excellence

In order to realize its new strategy, Nadec relies on the following pillars in its business:



### Agricultural Expansion

Nadec is realizing this pillar through the cultivation and production of agricultural crops in open fields and smart greenhouses, with the aim of providing consumers with high-quality fruit and vegetable crops. For this end, Nadec implements the latest technology and partners with technology leaders in the contract farming sector around the world. Moreover, the company seeks to support fruit and vegetable farmers throughout the Kingdom, maintain the production of organic olive oil, and be at the forefront of the provision of high-quality agricultural seeds such as wheat and potatoes to farmers in the Kingdom.

### Production Expansion

We aim to achieve this goal by expanding production and distribution operations and developing existing products (dairy and juices) to serve all internal and external consumers through innovation and investment in supply chains. For this purpose, Nadec will use modern technological techniques to consolidate its position and elevate its market share, whether from existing products or the addition of new products, not to mention increasing its distribution capabilities and reaching more consumer segments.

Dairy and its by-products are the backbone of Nadec, accounting for 45.16% of the company's revenue. The company intends to expand by investing in the red meat and vegetable sector in line with its five-year strategic plan.

### Geographical Expansion

Nadec targets entering new markets in the Kingdom, the Middle East and North Africa (MENA) Region and other untapped markets in order to provide diversified growth opportunities in the future.

### Sectorial Expansion

The company seeks to achieve industry excellence and expansion by investing in the red meat, vegetable and crop sectors, offering products that suit the tastes of consumers in different markets.

### Distribution Expansion

In order to realize its aspirations for geographic and sectorial expansion, the company intends to invest in the development and enhancement of distribution channel operations and establish new alliances and partnerships.

### Financing Expansion

The company aspires to diversify its sources of financing and utilize them to fund geographical and sectorial expansion projects and expand distribution channels. It has increased its capital by issuing 200,000,000 shares.