

Sustainability Report 2020



شركة جرير للتسويق
Jarir Marketing Co.

Leading with Purpose

Leading with Purpose.. in the year of challenges



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About this report

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

Reporting period

The report covers the calendar year from 1 January 2020 to 31 December 2020, unless stated otherwise.

Reporting guidelines




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

Reporting boundary

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

Feedback

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

-  CSR@Jarirbookstore.com
-  [@Jarirbookstore](https://twitter.com/Jarirbookstore)
-  facebook.com/jarirbookstore
-  linkedin.com/company/jarir-bookstore




Cautionary Message

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

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

2020 Performance Highlights


43%



reduced electricity consumption by installing LED lights in parkings, Distribution Centers and Housing

Diverted


22,322,565



mill.


SAR worth of electronics from landfilling

43



NPS score


100%



of grievances filed were resolved


Hired

1,534



new employees into our family in 2020

69%




employee satisfaction rate

86%



youth employment

31,594



training hours provided to employees

Spent


5.62 bill.



SAR on local suppliers (25 percent increase compared to 2019)


Saudi Nationalization Rate of

60%




(80 percent for senior management)

0




Incidents of identified leaks, thefts, or losses of customer data

26



different nationalities represented in workforce


9,305.8



mill. SAR

Sales revenues (our highest performing year to date)


25,129,650



SAR


in donations and community investment

9,586.27



(tCo2e) Total of Carbon footprint in 2020


43%



reduction in electricity consumption per month



Our Team has taken several initiatives designed to improve ESG performance and benefit our stakeholders. These are few highlights:


 Hiring process didn't stop, we recruited **1534** during 2020

 Total of SAR **25,129,650** in donations and community investment recruited 1534 during 2020

 We have spent **5.62 billion SAR** on local suppliers (25 percent increase compared to 2019)

 **31,594** hours of training in 2020

 **209%** increase of customers.

 Diverted **22,322,565 SAR** worth of electronics from landfilling and returned it back into the economy.

Geographical growth remains important to increase accessibility to Jarir superior shopping journey. Our water and energy consumption has decreased slightly due to partial and complete lockdown throughout the year of 2020, but we remain committed to making long-term improvements to energy, water and resource efficiency.

+15,000
bulbs



replaced with LED in buildings, parkings and housings resulted in 43% reduction in electricity consumption on average per month.

Marketing signage in showrooms



Paper boards, flyers, banners and posters in showrooms have been replaced with 618 LED displays which eliminates the use of 3,300 printed 100x70 cm paper per year.

378,395 kg



cardboard was recycled in 2020

Dear Valued Stakeholders,

It is my pleasure to share with you the 2020 annual sustainability report that comes after such an extraordinary year of Covid-19 crisis. It has been a difficult year for everyone but has brought the best out of us and out of our partners toward our stakeholder. We are proud that we had zero layoffs during the crisis, and until today, and that we were able to keep all our employees, even these who were abroad. We managed to facilitate working remotely until they were all able to get back. At the beginning of the crisis, we had to take voluntary closure measures to ensure our customers and employees safety and that was our top priority. We prepared our stores and teams to be ready for these unprecedented times with a set of precautionary measures to help safekeeping everyone.

Thanks to our capable and resilient team, we did great during the crisis. We were able to support our customers with all their needs for e-learning and remote working. Our Jarir.com operations capacity has grown during a very short period to accommodate 10 times growth of online sales to help us to deliver on what customers expect from us. Our expansion plans continued and we managed to open 4 showrooms during the pandemic situation.

Our impact on society has been apparent as we joined the government efforts to support the health system and all other entities that had a role to play during the crisis. Jarir has donated 20 million riyals as rewards for the health system frontlines. Also, Jarir has donated 10,000 tablets and laptops devices to support e-learning for limited income families, in addition to providing more than 10,000 pieces of books, art and crafts tools and toys to health centres in-patients and quarantined residents.

Jarir purchasing team has been able to procure more locally during 2020, and increase the local suppliers share by 25% vs. 2019. 2020 was a year that tested all our operational capabilities, and with our ability to exponentially increase online sales capacity, there was a major halt on all logistical service providers that was expected due to the sudden jump in demand. We at Jarir were able to contract multiple logistical service providers and managed the crisis.

Following the journey for knowledge generation, Jarir signed an agreement with Saudi Society of Social Studies to publish scientific books for the first time. This initiative will help bring the most important titles in Social Studies into Arabic language to bridge a knowledge availability gap that exists. Jarir will continue leveraging innovative new business models that will reinforce our resilience and market leadership while contributing positively to the community.

Jarir's sustainability strategy continues to embrace values of transparency, stakeholder engagement, good governance, and minimizing emerging risks and negative environmental impacts while maximizing positive social and economic impacts. In addition, our vision for a sustainable future is aligned with, and inspired by, Saudi Vision 2030 and the United Nations Sustainable Development Goals (SDGs).

We would like to thank all our stakeholders for their roles in our business and ESG activities. Your feedback and engagement enable us to better serve your needs and align your best interests with our goals and strategic objectives.

Sincerely,

Abdulkarim Alagil

Jarir Bookstore at A Glance

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

Our Charter



Mission

Our mission is to become the no.1 source of knowledge, productivity tools and entertainment to our customers.



Values

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



Objectives

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

Jarir and the emerging of the new coronavirus crisis

Jarir was all prepared despite the fact that Coronavirus came bluntly and unexpectedly. Jarir sensed its responsibility during the crisis and the preventive and precautionary measures that have been taken to prevent the spread of Coronavirus (Covid-19). Jarir's first priority was to save lives and ensure the safety of its customers, employees and all the partners. Jarir has worked around the clock since the beginning of the crisis, did not hesitate to take all necessary measures to close all its showrooms. They have been closed as a voluntary and precautionary measure in order to be able to implement the approved preventive plan, and then reopened them after taking all the necessary precautions. All in order to resume its role in meeting and providing the needs of citizens and residents in the situation of online schools, and the needs of different entities to help work remotely. The number of Jarir employees in each showroom was also reduced to minimize the risk of spreading infection, also, the reduction of working hours. In addition to implementing strict preventive measures at all points of contact between Jarir employees in all its facilities. The principle of "mandatory social distancing" was imposed and several preventive standards were implemented, including daily health checks, sterilization, measuring temperatures every day, washing and sterilizing hands, and using gloves and masks at all times. Training team has been prepared to raise awareness in all Jarir showrooms and help everyone follow the instructions of precautionary measures and demonstrate the highest levels of commitment. Everyone was also instructed to obtain news from reliable government sources. In addition, Jarir has raised the capacity of online orders to 10 times the usual rate, in cooperation with its partners in the approved shipping companies. All in order to provide its online services to all its clients with the highest quality standards, which included sterilization of each product separately before preparing and shipping, to assure safety of its customers. Bearing in mind the exceptional circumstances of the pandemic, Jarir has provided free shipping service for all orders. The warranty, return, and replacement periods have been extended from March 15 until the end of the period specified by the concerned authorities for a similar period. Jarir has also complied with all the partial and total curfew dates in all areas in which Jarir showrooms are located. The periods of closing some showrooms, especially in major cities and showrooms that exist in malls, have reached about 28 days of total lockdown, some of which are more than 70 days, such as

showrooms in Makkah and also in airports (they were closed with the suspension of local and international flights). With the exception of authorities' decision to close the commercial complexes and shops, the lockdown of Jarir showrooms was in three stages: 1) The Voluntary lockdown by Jarir: All showrooms were closed voluntarily in order to protect the safety of employees and customers for a period of 4 days from the date of March 20 at the beginning of the crisis to ensure that all preventive and precautionary measures are implemented in all showrooms, and then opened with full equipment following government instructions and decisions. This shows how keen Jarir is to protect everyone, as during the same period, no store closed its doors and there were no government directives in this regard, until the official statement was released. 2) Lockdown related to total curfew: It was for a period of 3 weeks for all major cities from the date of April 6, 2020, with the exception of some remote governorates, which had a daily grace period. 3) Total lockdown at the end of Ramadan and Eid al-Fitr from 23 - 27 May. Moreover, the emergence of the coronavirus played a pivotal role in Jarir sales, as the rate of sales growth was affected by several factors that we were not able to achieve the target during this year. Such as agencies who shifted to working from home basis and how the impact of the pandemic on their needs of office and stationery supplies changed. On the other hand, this loss was met by a sharp increase in the demand for computers, which was not fully utilized due to the global deficit in the supply of computers. In addition to that, there was a reduction in spending by the private sector during the pandemic period, which was reflected in limited growth opportunities. However, despite these obstacles, Jarir was successfully able, through her conscious vision and reading of the events during 2020, to issue electronic gift cards, which achieved remarkable success, followed all precautionary measures and handled the transformation of customers to online shopping. This situation confirmed Jarir's readiness to cope with and deal with any exceptional emergency circumstances.



Jarir Bookstore in numbers



2020

63

stores

Serving

26

Cities

2021 Target

6+

Stores

4 stores opened in 2020 despite all the challenges faced during covid-19 pandemic

2020 Revenue (SAR '000s)

9,305.8 million

2020 Net Profit (Million SAR)

1,003

Appealing store layout and design with an average of

+38,400 sq. ft.

5,404

employees (with 80% of workforce dedicated to sales)

Number 1

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

Centralized fully automated warehouse of

800,500 sq. ft.

integrated with ERP system

34 million

showroom visitors annually during the pandemic situation in 2020

142 million

Jarir.com visits annually

Carpeted floors, low shelves and segmented

shopping experience

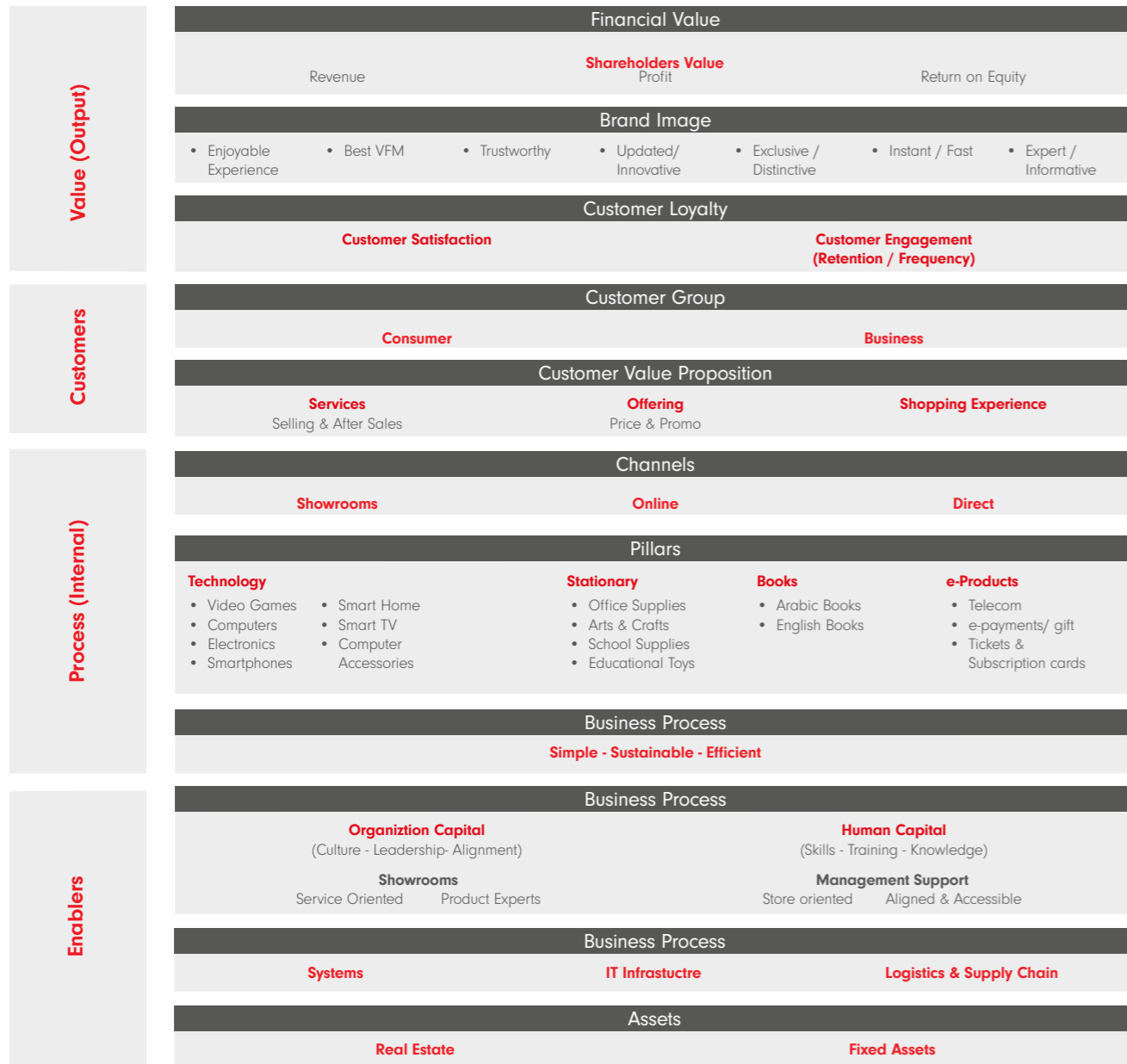
Our Business Strategy

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

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



How we Achieve our strategy



Awards and Recognition

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

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

Associations and Memberships

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

<p>Arab Publishers' Association</p> 	<p>Saudi Publishers' Association</p> 	<p>Summer Training Program; from Human Resources Development Fund</p> 
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THE REST TO BE ADDED AS MENTIONED IN <https://www.jarir.com/sa-en/awards-recognitions> ALONG WITH LOGOS



01

Committing to the Sustainable Journey

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

Our Sustainability Management Approach

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

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

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



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

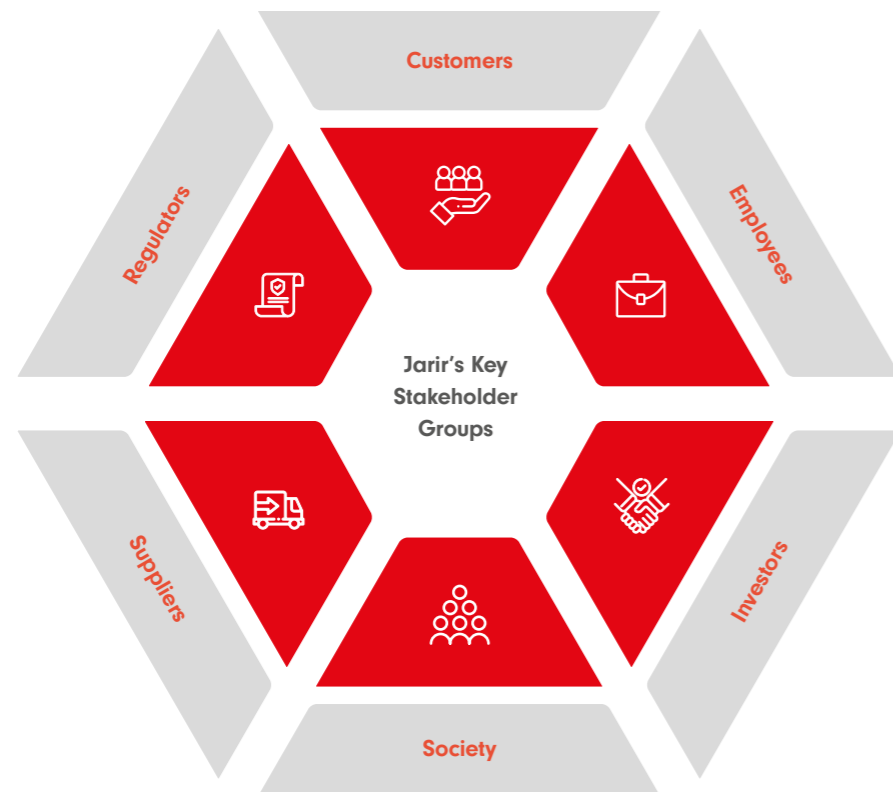
ESG Communication and Disclosure

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







Stakeholder Engagement

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

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



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

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

The Issues That Matter the Most

In 2020, the outbreak of COVID-19 pandemic has impacted the local and global economy and changed consumer behavior. In addition to how companies operate. Therefore, the issues were reclassified and rebuilt according to what will be presented below. Prioritizing the issues that matter in the past year such as customer safety and employee stability were among the most important factors that aligns with the basis of Jarir's strategy, its program and communications to achieve sustainability before and after the outbreak of the pandemic. Taking into account that the duration of the current crisis may last longer than expected. Therefore, the process of assessing the material issues led to adding two important factors and now it is summed to be 20 main topics instead of 18, all of them relating to environmental, social and governance factors to measure sustainability.

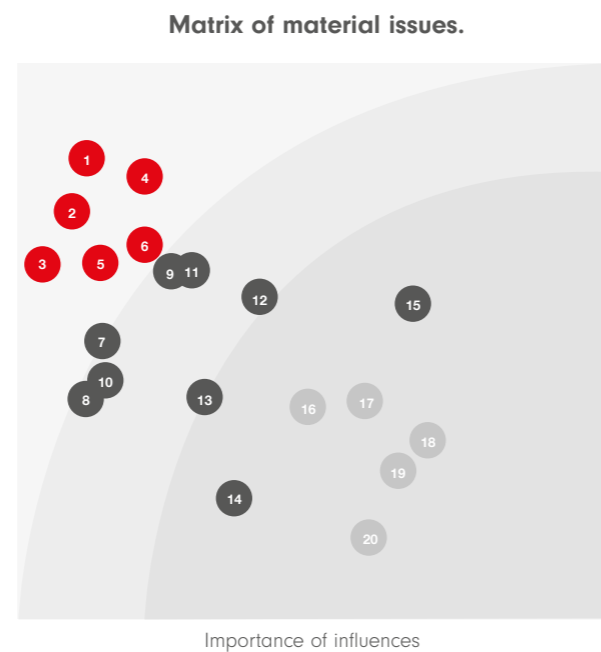
Jarir's materiality process consists of the following three steps:



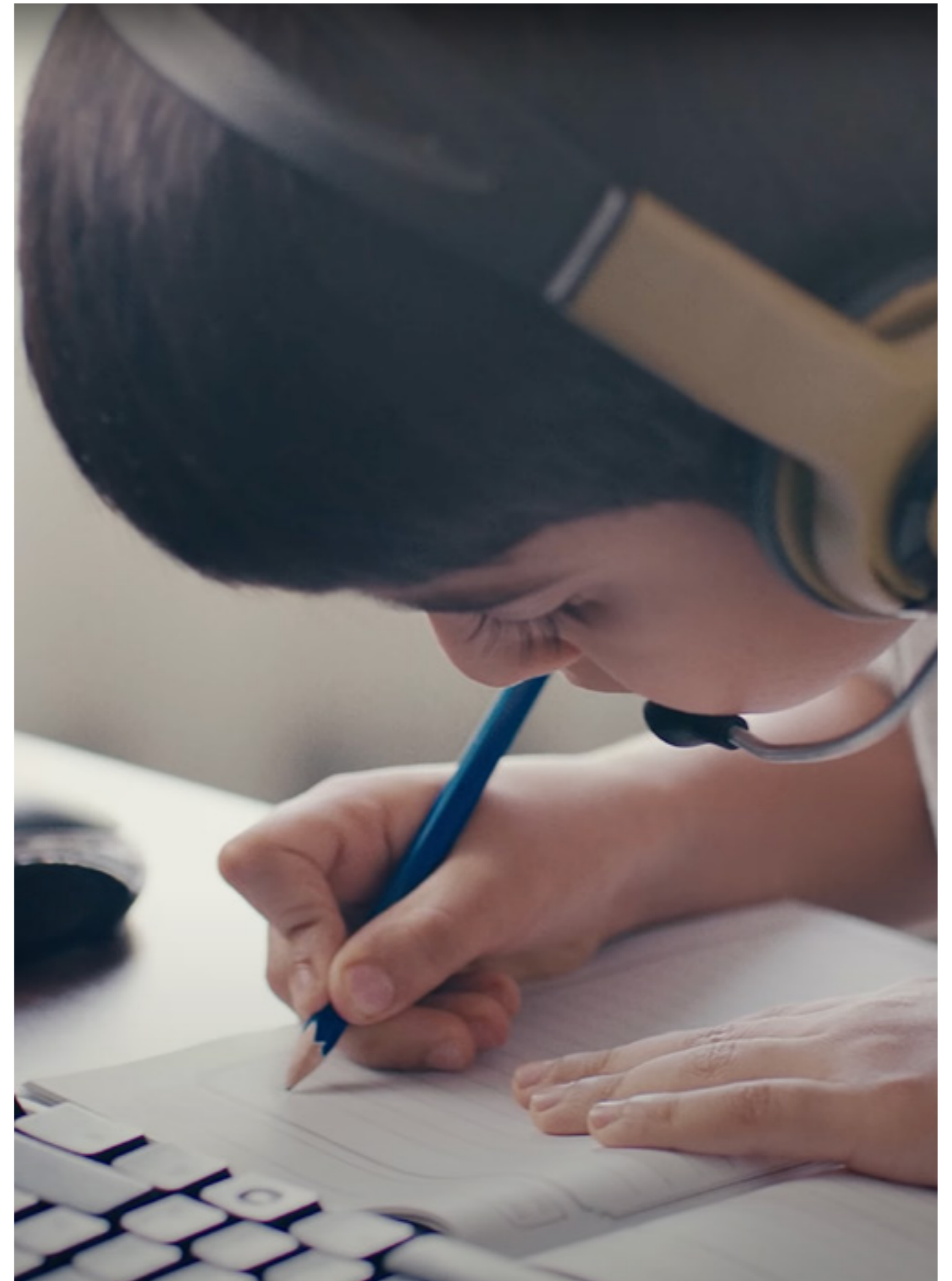
The materiality process resulted in the identification of 20 key ESG topics in 2020, which are outlined and ranked below.

Materiality Matrix

- 1 Governance, Business Ethics, and Compliance.
- 2 Achieving operational and financial goals.
- 3 the quality.
- 4 client privacy and security.
- 5 Client safety.
- 6 Employee stability.
- 7 client experience.
- 8 Packing and classification.
- 9 Energy and climate change.
- 10 Responsible relationship with clients.
- 11 Innovation.
- 12 Responsibility for the supply chain.
- 13 Attraction, development and retain of talent.
- 14 Recycling.
- 15 Community investment and socio-economic development.
- 16 Prevention of anti-competitive practice.
- 17 Diversity and inclusion.
- 18 Sustainable procurement.
- 19 Sustainable technology.
- 20 Environmental impact of operations.



● Very important ● relatively important ● less important



Aligning to National and International Priorities

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

National Goals

Jarir has always been in support of the purpose of the Saudi national vision 2030, and the three main themes that underpin the vision - a vibrant society, a thriving economy, and an ambitious nation - are closely aligned with Jarir's strategy and direction to achieve sustainability.

Vision of Kingdom of Saudi Arabia 2030



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

Corporate Social Responsibility Strategy in the Kingdom of Saudi Arabia



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

National Standards of Sustainability



International Goals

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

Sustainable Development Goals



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

Frameworks of preparing and introducing reports. Global Reporting Initiative Intuitive





02

Shaping the future with responsible operations based on strong business traditions

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

Governance and Ethics

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



Board of Directors

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

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

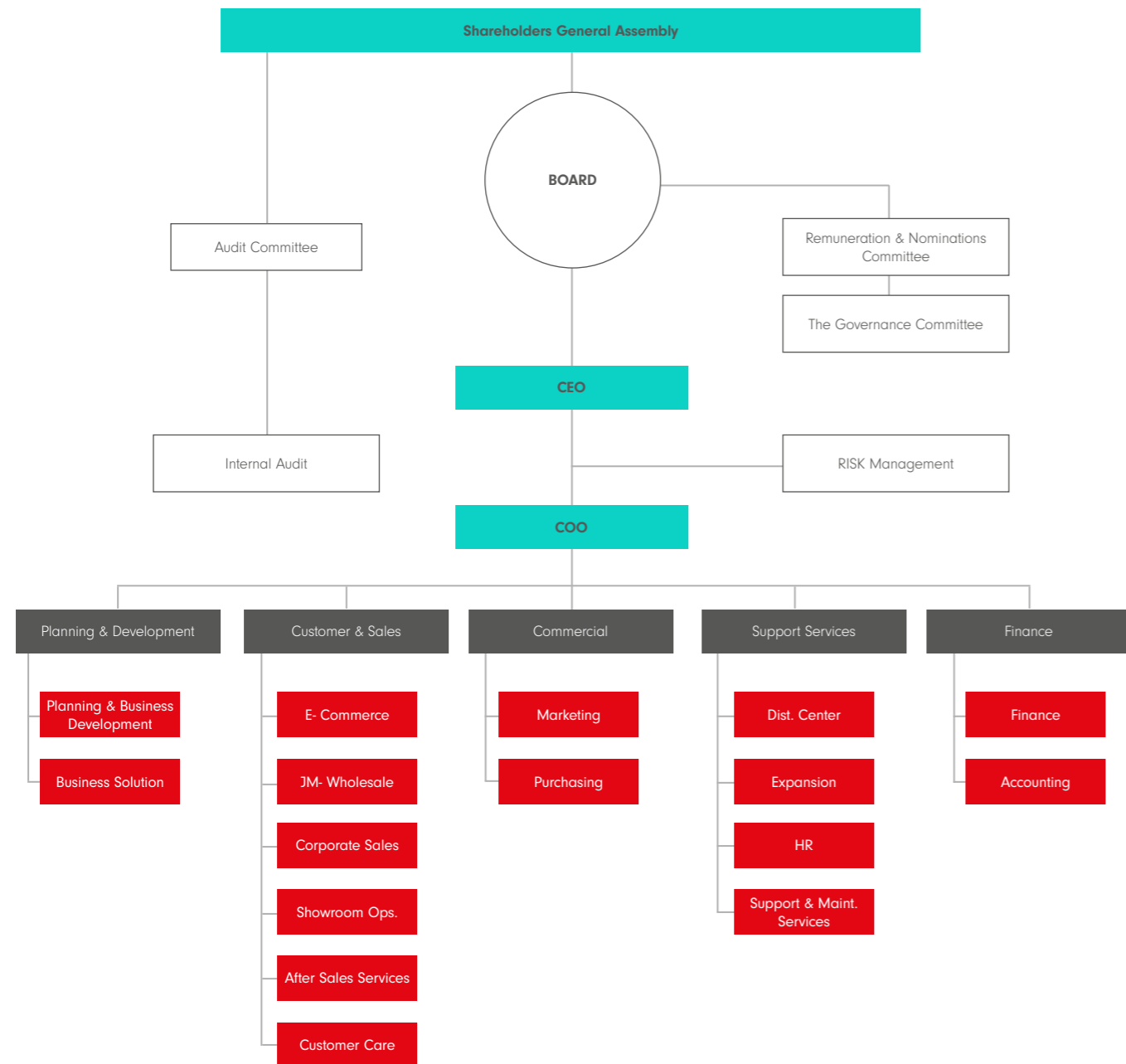
The Board is supported by permanent committees such as the Audit and Remuneration and Nomination committees. Information on the composition of the board committees is exhibited in the diagram below. More information on our corporate governance practises can be found in our annual Board Report via the following link:

https://www.jarir.com/media/financialreports/financialreports/JB_Board-Report_2020_EN.pdf

Jarir plans to create two new committees to support the Board—the Governance Committee and the Sustainability Committee—as part of our commitment to improve governance and management capacity. The Governance Committee will be responsible for ensuring compliance, implementing good governance policies and standards and, when necessary, proposing structural changes that help improve corporate governance. The Governance Committee will

include three members: two independent members of the Board of Directors and one member of the Audit Committee. The Sustainability Committee is a temporary committee consisting of employees across various business units and functions. The Sustainability Committee is responsible for reevaluating Jarir’s CSR strategy and ongoing CSR initiatives and presenting the results to the Board on CSR strategy improvements.

Organizational Structure



Business Ethics and Compliance

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

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

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

In addition, Jarir ensures that employees recognize the importance of communication and training about anti-corruption policies and procedures. In 2018, a number of 256 employees have attended anti-corruption training and 240 in 2019. As Jarir continues to work what is best for its employees, in 2020, training was conducted within precautionary measures and a number of 158 have attended anti-corruption training.

100%
of employees signed Jarir Code of Conduct



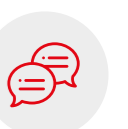
158
employees attended anti-corruption training



Grievance Mechanism

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

100%
of grievances filed were resolved



Strong Financial Performance

Pandemic Impact

The outbreak of coronavirus pandemic (Covid 19) played a pivotal role in Jarir sales. As the rate of sales growth was affected by several factors that enabled us to achieve the target during this year such as working/studying from home which impacted the needs of office and stationery supplies and the increase in demand for computers, which was not fully utilized due to the global deficit in the supply of computers, in addition to that, there was a reduction in spending by the private sector during the pandemic period, which

was reflected in the limited growth opportunities. However, despite these obstacles, through Jarir's conscious vision and reading of the events during 2020, we were successfully able to issue eGift cards, which achieved remarkable success during the pandemic, all precautionary measures and the shift to online shopping. All of this confirmed Jarir's readiness to cope with and deal with any exceptional emergency circumstances.

SAR 9.075 billion



Sales Revenue 2020

2020 Performance

1. Showrooms:

Jarir Bookstore has (63) showrooms inside and outside the Kingdom, (4) showrooms were opened during 2020: one showroom at Prince Muhammad bin Abdulaziz International Airport in Madinah, one showroom on King Fahd Road in Sakaka

City, one showroom on Khurais Road in Riyadh, one showroom on King Abdulaziz Road in Al-Dawadmi Governorate, and an alternative showroom in Al-Thaghr district in Jeddah, while the Jarir Bookstore showroom in Al-Jimi complex was closed in Al-Ain city.

The following table shows the distribution of Jarir's owned and leased Showrooms inside and outside the Kingdom

	Riyadh	Buraidah	Onaizah	Al Kharj	Hail	Al Duwadimi	Jeddah	Taif	Mecca	Al Madina	Yanbu	Tabuk	Dammam	Al Khobar	Dhahran	Jubail	Skaka	Hofuf	Hafr Al Batin	Mushait Khamis	Jazan	Qatar	Abu Dhabi	Kuwait	Total (in terms of owned and leased)
owned	6	0	0	0	0	0	1	0	0	1	0	0	2	2	0	0	0	2	0	0	0	0	0	0	14
leased	11	1	1	1	1	1	8	1	2	2	1	1	1	1	1	1	1	0	1	2	1	3	3	4	49
Total by city	17	1	1	1	1	1	9	1	2	3	1	1	3	3	1	1	1	2	1	2	1	3	3	4	
total	63 showrooms (inside and outside Saudi Arabia)																								

As an extension of Jarir's activity in real estate, the leased area (showrooms, offices, housing) reached (84,638) square meters by the end of the fiscal year 2020,

compared to (79,258) square meters in 2019. It is expected to increase the leased area during 2021 by adding an area of (7,691) square meters. During the fiscal year 2021,

Jarir aims to expand through the opening of seven showrooms. lease contracts of eight to ten showrooms - new and alternative ones - have been signed

2. Company Sales

Despite the exceptional circumstances during the year of 2020, Jarir was able to surpass these circumstances by achieving a new record in its government and corporate sales, with a growth rate of 3.5% compared to last year. This high growth was represented by maximizing Jarir's sales to the government sector, by being the lead in providing office equipment and electronic devices.

In addition, this year, Jarir e-gift card certificates (E-gift card) were launched for companies in line with the market requirements. This enables companies to obtain certificates and distribute them to beneficiaries according to an electronic mechanism and in line with information

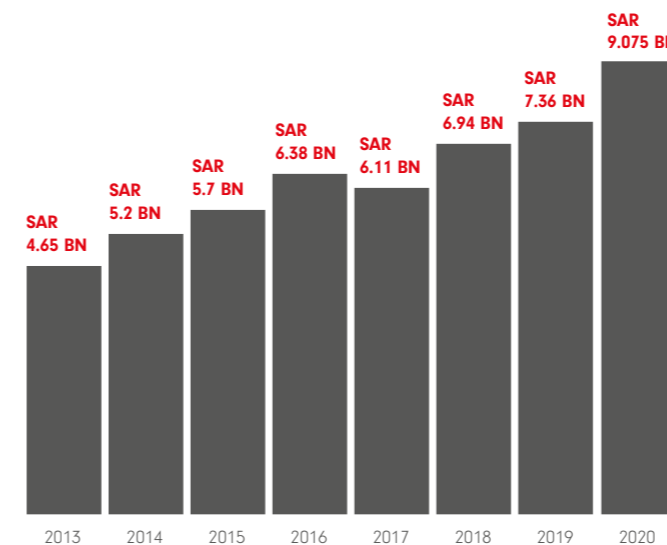
protection requirements, which helped achieve growth and accelerate the pace of selling the products during the curfew.

During 2021, Jarir seeks to continue to include new clients, and to develop a plan that enables it to directly include customers in small and medium enterprises in the B2B ecommerce platform without the need for interference from sales representatives, through developing the site in cooperation with the technical development department in ecommerce sector

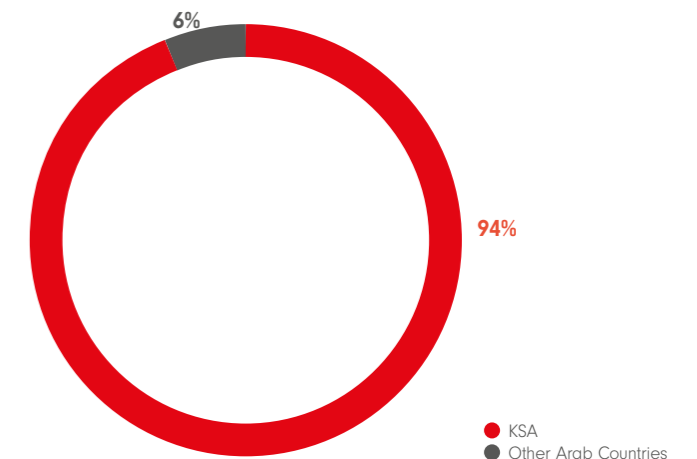
Overall, in recent years, we have been characterized by strong financial performance. This can be attributed to

effective strategies to improve efficiency and maximise profitability across our business operations. Our economic success over the past eight years is also a testament to our financial resilience, as this performance was achieved despite numerous and persistent global challenges and tepid global market conditions. In 2020, our sales revenues totaled 2.42 billion USD, our highest performing year to date. Over 90% of the company's revenue came from Saudi Arabia in 2020.

Sales Revenue (SAR)



Revenues Percentage by Geography - 2020



Risk Management


Minimising risk is a key aspect of both our corporate financial strategy as well as our responsibility to our stakeholders.

Minimising risk is a key aspect of both our corporate financial strategy as well as our responsibility to our stakeholders. As such, we take careful measures to avoid, minimize or mitigate any potential interruptions to our operations, value chain or financial performance. The ability to achieve this imperative relies on our ability to identify, assess and adapt to emerging risks. At Jarir, we understand that ESG issues will increasingly impact markets and supply chains, and

therefore, such risks are continually evaluated and managed to safeguard long-term value creation and thrive in a rapidly changing global environment.

At Jarir, risk management begins with the Board of Directors, which is responsible for creating risk management strategies and approving risk management policies. Members of senior management are responsible for implementing risk management initiatives. Identifying, assessing,

avoiding and mitigating risk is a collaborative effort between all Jarir business functions and units. When risks are unavoidable, measures are implemented to minimize and mitigate any potential impacts to our operations. The risks that are most relevant to Jarir include economic, strategic and operational risks. Such risks are described below;

 <p>Economic Risks</p>	<p>Macroeconomic factors can affect the spending habits of individuals and hence financial performance within the retail industry. In addition, economic policies can have a direct impact on business costs. In a world of increasingly complex and interdependent supply chains, economic impacts to suppliers and manufacturers can pose risks throughout a value chain.</p>
 <p>Strategic Risks:</p>	<p>Business success relies on making informed and prudent financial decisions. However, in a world of uncertainty, there is always a risk that strategic decisions could result in unforeseen consequences. At Jarir, our biggest asset to managing strategic risk is information. We make it a priority to continuously build expertise, study market trends and stay abreast of industry developments so that each decision is properly informed to minimise strategic risk.</p>
 <p>Operational Risks:</p>	<p>Operational risks are those with the ability to negatively impact the continuity of corporate operations. At Jarir, we are continuously assessing how issues such as liquidity, human resources, regulations, ESG issues, etc. may impact our operations. In the event that considerable operational risks have been identified, strategies such as scenario planning and the development of alternative operations are implemented to enhance operational resilience.</p>

Product Safety

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

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

During 2020, as customers expect the products they purchase to be safe and as a company we need to provide assurance. To continue providing goods and services to our community we have followed recommendations from both the Ministry of Health and the World Health Organization (WHO). As a result, we have taken a variety of health and safety actions such as: Educate the team about the virus and share posters all around workplaces to keep it clean and safe and encourage them to use good hygiene practices, including frequent handwashing, in addition to, sanitizing all shipment and packing equipments with alcohol and wipes to ensure maximum safety for all consumers.

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

supplier requirements regarding the use of chemicals in products and manufacturing processes. Chemicals reported to us by our suppliers are screened against a Restricted Substance List (RSL), which specifies potentially hazardous substances. The use and disposal of all products are subject to specific certifications and/or technical standards. A list of categories and their respective health and safety requirements are detailed in our Procurement Forms. Recycled electronics from our Service Center are sold to our recycling partner to ensure proper disposal and recycling.



100% 

compliance rate with all relevant health and safety regulations

0 

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

Data Privacy and Security

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

To further protect the information of our stakeholders, we regularly conduct phishing awareness activities through social media, our website and other interactive platforms.

Jarir Bookstore always drives to protect information and cyber security, therefore, a Firewall Cluster was activated in the main data center as part of Jarir's plan to improve the infrastructure and eliminate all single points of failure. In addition to working on the Identity Access Management project that activates access to the systems through the use of two-factor authentication and standardization of passwords to all systems by single sign-on.

In order to improve the infrastructure, Jarir activated the cloud service, which enabled it to achieve several goals, such as developing direct connectivity to the (Jarir.com) website and ensuring that the integration between the systems takes place through an encrypted network that cannot be accessed from outside. In the same context, all web applications were transferred to cloud services in order to improve performance and cyber protection, noting that activating cloud services for non-sensitive systems at the present time saved time and protected internal servers.

In 2021, Jarir aims to continue improving cyber security systems and introducing new solutions that enable better and more comprehensive protection for all systems as NAC solutions (Network Access & Control),

EDR (Endpoint Detection & Response), SOAR (Security on hesitation Automation & Remediation) and other systems that aim to unify all security events and automatically handle them through solutions based on artificial intelligence and workflow automation, with the aim of developing the cyber security infrastructure in Jarir to provide maximum protection and avoid any penetration.

Jarir's IT policy establishes controls to ensure all Jarir employees and users of our systems and networks are prepared to protect data security and the integrity of the IT systems. Our data privacy policy is publicly available on our website on <https://www.jarir.com/sa-en/privacy-policy>.

In the recent years, 2018, 2019 and 2020, there were zero incidents or complaints related to data privacy. We maintain an ongoing target of zero data privacy incidents, and have a track record of achieving our data privacy goals each year.

0

complaints received concerning breaches of customer privacy



0

Incidents of identified leaks, thefts, or losses of customer data



Responsible Supply Chain

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

We engage with suppliers and factories throughout our operations to ensure the highest standards of quality and responsibility are implemented. At Jarir, we extend our core principles to our suppliers as one of our key stakeholder groups. To reinforce supply chain responsibility, we share our Code of Conduct with our suppliers and conduct random factory inspections. The code outlines our expectations of our business partners regarding issues such as safety, human rights

and environmental responsibility. In addition, we consider a variety of factors such as CSR best practices and adherence to industry standards when selecting new suppliers.

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

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

▶ **Microsoft's Top 30 clients** in globally.

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

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

Our Contribution to Local Procurement

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

In 2020, Jarir spent 4.61 billion SAR on local suppliers, representing 71 percent of all spending, and a 16 percent increase compared to 2019.

71%

local procurement rate



SAR 5.61 bill.

local procurement spending





Working Together for Knowledge Generation and Innovation

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

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

Jarir's effort during the pandemic of coronavirus (covid-19)

Since the beginning of the pandemic, the work team in Jarir and in all departments has done their best to meet and provide the needs of citizens and residents for the distance learning journey, and the needs of different entities and individuals to help work/study remotely.

In consideration of the exceptional circumstances of the pandemic, Jarir has been providing free shipping service for all requests. In addition, Jarir senses the importance of social responsibility and national duty during the pandemic, It started by Jarir providing support for several initiatives, which were represented in supporting the Health Endowment Fund of the Ministry of Health with an amount of 20 million riyals to support the Ministry of Health and its heroic employees. This amount was allocated as gifts to a specific number of Ministry of Health employees who worked during the crisis

and were exposing themselves to the risk of infection. Jarir has also donated 10,000 tablets and mobile devices to support the efforts of the "Attaa Digital " initiative, which aims to provide devices that enable students with limited income to be able to study from home and have access to platforms and them to complete their educational journey. This initiative was led by the Ministry of Communications and Information Technology in cooperation with the Ministry of Human Resources and Social Development, which counted the beneficiaries and distributed the devices. Jarir has also made it possible for its

clients to donate new tablets and mobile devices in cooperation with the Attaa Digital Initiative by purchasing them from Jarir.com and then distributing them to the beneficiaries registered at the Ministry of Human Resources. In cooperation with the Ministry of Culture, Jarir has also provided more than 10,000 books and technical tools to support the efforts of the Ministries of Culture and Health in caring for residents in health centers and quarantines to provide comfort and entertainment for all quarantined patients.



Investing in Our Communities

Jarir makes direct financial investments to several community-oriented causes. In 2020, fund support has been provided to many social issues in support of community partnership and with the aim of providing more efficient value to stakeholders in society. Early 2020 a donation to support the Tawasul Association that works to provide and develop programs and assistance systems for people with disabilities. Jarir also provided support to the General Directorate of Civil Defense in celebration of International Civil Defense Day. Jarir provided discounts on all books specialized in accounting and auditing to spread the culture of accounting, in cooperation with the Saudi Organization for Certified Public Accountants. In addition, it provided the Human Resources Development Fund (Hadaf) with books of various content aimed at increasing the reading rate and conveying knowledge to employees.

On the other hand, In consideration of the exceptional circumstances of the pandemic, Jarir sensed the importance of social responsibility and national duty during the pandemic. As mentioned before in this report, Jarir provided support for several initiatives, which are supporting the Health Endowment Fund of the Ministry of Health with an amount of 20 million riyals to support the Ministry of Health and its heroic employees. This amount was allocated as gifts to a specific number of Ministry of Health employees who worked during the crisis and were exposing themselves to the risk of infection. Jarir has also donated 10,000 tablets and mobile devices to support the efforts of the "Attaa Digital " initiative, which aims to provide devices that enable students with limited income to be able to study from home and have access to platforms and them to complete their educational journey. This initiative was led by the Ministry of Communications and Information Technology in cooperation with the Ministry of Human Resources and Social Development, which counted the beneficiaries and distributed the devices. Jarir has also made it possible for its clients to donate new tablets and mobile devices in cooperation with the Attaa Digital Initiative by purchasing them from Jarir.com and then distributing them to the beneficiaries registered at the Ministry of Human Resources. In cooperation with the Ministry of Culture, Jarir has also provided more than 10,000 books and technical tools to support the efforts of the Ministries of Culture and Health in caring for residents in health centers and quarantines to provide comfort and entertainment for all quarantined patients.

25,129,650 SAR

in donations and community investment in 2020



10,000

tablets donated to students to enable distanced education



+10,000

books and technical tools to care for covid-19 patients in quarantine



Creating Positive Social Impact through CSR Initiatives

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

Thus, Jarir has worked to create a positive social impact through multiple social responsibility initiatives throughout the years that are closely related to the growth and prosperity of the community. Jarir also maintains numerous strategic partnerships

to help optimise efficiency and the positive impact for our beneficiaries. In addition to, Jarir being committed to community service and is embodied in several partnerships and initiatives that can be summarized as follows.

Fikra Liwatani Program

A partnership with Ejabyoon that holds the Fikra Liwatani Program which consists of several initiatives designed to facilitate lasting partnerships, generate positive social value and raise environmental awareness. The composition of the program and descriptions of specific initiatives are detailed below.

Events

Despite how challenging it was to gather and organize events during the hard time of the year 2020, with taking all precautionary measures, several events were organized to raise awareness on the coronavirus pandemic.



Programs and Workshops

Conducted several online workshops to raise awareness on the power of positive thinking and attitudes. These programs and workshops are designed to all types of society, such as students, parents and families.



Initiatives

As initiatives take a huge part in Fikra Liwatani Program, in 2020 it opened up free online counselling to whoever is in need with the participation of different specialists in psychology. In addition to other initiatives, for example, providing free delivery for the families in need during the hard time of the coronavirus pandemic, providing books to patients in isolation units and initiate collaborations with different entities to support businesses.



Websites

Fikra Liwatani Program activated their accounts on Social Media for a better reach to society. In addition, It started developing websites for different purposes. One is for a Positive Impact Awareness website, the other is a contest website called "Positive Home". The contest is for families to share their positive practices and spread awareness on healthy households.



Supporting Education

Education is the core of Jarir and it is the area where Jarir could add the most value. As mentioned earlier in this report, when the pandemic started to bluntly affect students and education, Jarir initiated its support to students by donating devices to enable students to study remotely.

In addition, it allowed society to participate in this kind of support by purchasing devices from Jarir.com and then distribute them to the beneficiaries registered at the Ministry of Human Resources. This initiative was led by the Ministry of Communications and Information Technology in cooperation with the Ministry of Human Resources and Social Development, which counted the beneficiaries and distributed the devices.

Supporting the Literary Desires of the Community

In another way, Jarir engages directly with local community stakeholders and has granted their special requests by translating books into Arabic. These books have particular educational value and are described below:

As Jarir aims to fulfil the gap between English and Arabic books, especially in the education field. Jarir started off with a joint effort with the Saudi Social Studies Society, this joint initiative comes as part of the social responsibility of Jarir to support and enrich the Arabic content, which is the original objectives of Jarir's core activity, and always has been consistently transferring knowledge into the Arabic language by translating and publishing books into Arabic language. This enabled Jarir to gain great confidence in international publishing houses to support spreading knowledge in the scientific field. Jarir and SSSS will work through this initiative in order to meet the needs of those who are interested in social studies from academics, social researchers and professionals. This agreement is the first of its kind between Jarir and a specialized scientific body, as it will result in the translation of selected books in the field of social studies, under the

scientific supervision of a specialized team. The first translated book "Modern Sociological Theory" was launched in Arabic in December 2020, which was co-authored by two of the most senior authors in Social theory, George Ritzer and Jeffrey Stepnisky - a comprehensive summary of the main theorists and schools of theory. The book has been scientifically scrutinized and reviewed by the Committee of the Saudi Social Studies Society: Dr. Theeb Muhammad Al-Dossary, Prof. Dr. Omar Abdul Jabbar Ahmed and Dr. Khaled bin Omar Al-Radiaan.



Supporting Sports

Jarir supports the Saudi vision 2030 goal of "living healthy" by supporting youth athletic programs and raising awareness for health issues such as the high rate of diabetes amongst children in the KSA.

To promote and support healthy lifestyles, Jarir sponsors the European Academy for Sports, provides jerseys, organizes competitions and provides trophies for motivation. The European Academy for Sports specializes in training children on

how to play football according to best practices. Jarir encourages youth athletics as a great way to foster healthy minds and bodies, as well as reinforce principles of determination and teamwork.

Jarir also commits 500,000 SAR each year to support our hometown Almajmaá football club, Al Faisaly FC. These funds help renovate the stadium and training facilities, in addition to supporting their own youth training program.



Jarir's Writing Contest

Jarir launched this competition in an effort to enrich Arabic content and enable young writers to show their work in order to open the way for everyone who has a passion for writing.

The content has two tracks: the novel track for writings starting from 22 thousand words and more, and the short story track for writings starting from 12 thousand words and more. The participants are evaluated through a committee looking into several factors such as the idea, storytelling and others. The contest provides an opportunity to publish the winning books, as Jarir received more than 600 entries from both track stories



and novels; 96 novels and 83 stories were qualified in the initial stage of those who met the conditions of the competition. Then the participants went through the second stage, which focused on evaluating texts through their internal characteristics such as idea, narration, description, language, dialogue,

and factors attracting and astonishing the reader. Participants qualifying for the third and final stage were counted as 20 writers in both tracks; 10 novels and 10 stories. The works winning the competition prizes will be announced in 2021, under the evaluations of the members of the jury, who

will evaluate the works qualified for the last stage. The committee consisted of Writer and novelist, Osama al-Muslim, Ahmad al-Hamdan, Ubayd Abu Malha and Abd al-Wahhab al-Rifai, who are pioneers in fiction/literature writers in the region.



Jarir Reader (E-books Platform)

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

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

The Jarir Reader is connected to an online store featuring a variety of books and topics such as social and human development. Jarir has translated some of the world's best-selling books and included some of the most important books from Jarir Bookstore online. In addition, we offer works from famous Arab publishers such as (Aldar Arab Science Publishers - Dar Al Ketab Al Arabi - Dar Nahdet Misr), all of which can be enjoyed via smartphone, tablet or laptop.

Our goal is to continually increase sales as well as the number of books published. In 2018, we increased the number of books published by 33 percent compared to the previous year. In addition, Jarir began publishing best-selling e-books on Amazon's Kindle platform, resulting in a 26 percent increase in Jarir Reader sales and a 25 percent increase in customers.

In 2019, sales grew by 30%, and the number of electronic books increased by 94%, including audio books. The Jarir Reader team has also started linking the e-books and B2C commerce systems to allow the sale of e-books, of all kinds, on the Jarir Bookstore website and application.

In 2020, sales grew by more than 110%, the number of customers grew by more than 130%, and the number of electronic books increased by 94%, including audio books. Contracts with local and Arab publishing houses have grown by 30%.



قارئ جريير
JARIR READER

During 2021, there will be efforts to increase the growth rates achieved during 2020 in sales and the number of books published on the Jarir Reader platform, study cooperation with telecom network operators to reach a larger segment of readers, continue to produce and release the audio version of more than 50% of the most prominent Jarir Bookstore Publications, launch the subscriptions system in the Jarir Reader platform, which allows customers to subscribe for a monthly amount and read more books, and study and implement a system for clients from the category of companies, schools and universities to provide the opportunity to read and research for employees and students.

94%

increase in number of books published

110%

increase in Jarir Reader sales



130%

increase in Jarir Reader customers

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

Jarir Publication

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

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

Since then, we have grown into the largest

Arabic language copyright publisher in the world. To date, over 5000 books have been published (a rate of about one every 24 hours), all of which have been translated into Arabic. Jarir Publication has developed a unique and innovative method of translation that focuses on preserving the original flow, thought process, structure and visual identity. These accomplishments help bring knowledge to Arabic readers around the world.

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

rights and copyrights.

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

In 2018, the Jarir Publication Initiative published 353 titles. In 2019, Jarir publications was able to achieve 358 titles published. However, in 2020, within the pandemic's situation and its challenges Jarir Publications maintained to publish 219 new titles.

219

number of titles published



Digitalization and Service Transformation

In 2020, there has been a significant increase in online sales compared to total retail sales. Jarir is an innovative company, and as technology and digitalization have fundamentally transformed the retail industry, we have adapted our business models accordingly to offer a growing range of digital services and evolved the way we interact with our customers.

Jarir leverages the latest technologies to provide our customers with a seamless, dynamic, interactive and optimized digital experience. Digital services such as our online shopping platform and the Mobile Jarir App are designed to be engaging and convenient, and we are constantly evaluating new innovative services to improve the lives of our users. Digital innovation is also a key strength for our internal efforts to promote collaboration and efficiency in the workplace.

Since its official launch in 2017, Jarir.com has accomplished numerous accolades, reached major milestones and exhibited

significant growth. Highlights of Jarir.com's recent accomplishments are outlined below

Ranked #1

among retailers' ecommerce websites in KSA.



No.1

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



First

to launch the MADA payment method.

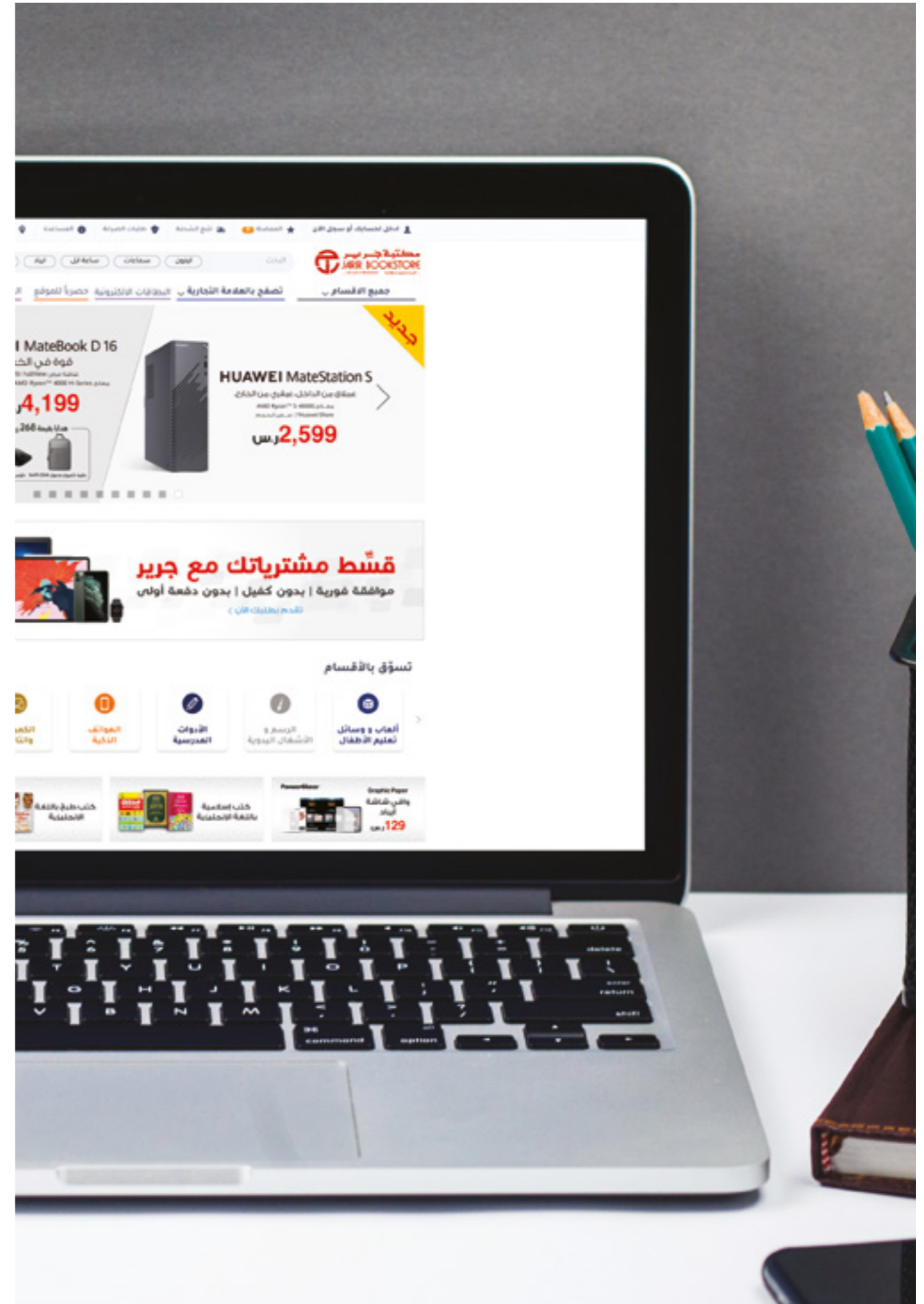
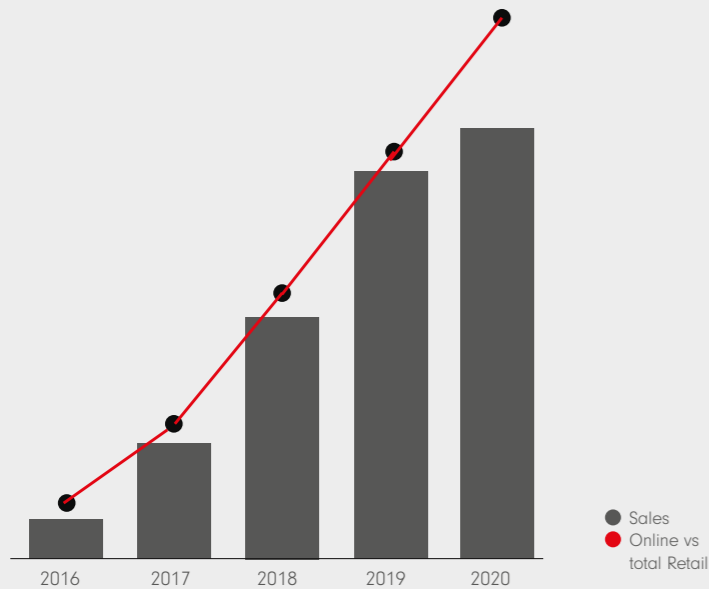


Ranked #1 among retailers' ecommerce websites in KSA.

x10 Scaled up operation to accommodate x10 more online orders during lockdown period

142m Jarir.com Visits Annually.

Online sales versus retail





04

Putting our customers at the centre of everything we do

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



Customer Experience

The changes in consumer behavior in Saudi Arabia had an exceptional influence in the year of 2020. From the beginning of the pandemic, Jarir has improved the service of processing and shipping to clients directly from the branches and launched express delivery within a short period, which adds competitive advantages to Jarir and increased customer satisfaction.



During 2020, online orders processing and shipping center was developed, which resulted in a reduction in the processing time of requests to an average of 12 hours (compared to 40 hours for the previous year), which had a great impact on the continuity of order delivery in a timely manner during the period of high demand due lockdown. Jarir also succeeded in activating the pick-up service from the showroom within an hour of ordering, and direct delivery on the same day for orders that are processed in the same city the customer lives in.

More store and subscription cards and electronic products providers have been contracted within the year to seek a leading position in the sale and distribution of digital products and to enable tracking and payment of after-sales service requests.

A new version of the smartphone application has also been launched that includes developing and improving the customer

increasing the browsing and purchasing rates so that the response rate of the application reaches 31%. This led to an increase in the rating of customers for Jarir app in application stores. In addition to improving the ordering process to be faster and more user friendly from the beginning to the end of the purchase in both Jarir.com and Jarir app. This has contributed to the increase of completion rate by 259%.

Also, during 2020, the implementation of ecommerce systems development project has begun to cope with the future plans of the company to ensure the continuity of supporting the growth and expansion plans of the company, and to enable the tracking of repair and requests of after sales services.

As for the Jarir website, many exclusive promotional campaigns for the site were implemented. This was reflected in the increase of sales of Jarir.com by +340% and increase in number of requests by 273%.

customers by 142% and the increase of the number of website visits and the application by 15% compared to last year, exceeding 200 million visits. In addition to the remarkable improvement in number of users and browsing duration of the Jarir app by 32%.

In 2021, Jarir aims to complete the project of ecommerce systems development to keep pace with the future plans of the company. Kicking off by gradually launching an implementation plan for the international shipping service in terms of the type of products that will be shipped outside the Kingdom and allowed countries. That's according to the readiness of the team and the regulations and policies related to cross-border trade.

Customer Satisfaction Rate

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

Since October 2018, the satisfaction survey became more comprehensive by including the dedicated NPS reading and incorporating the identification ongoing operational improvements, red flags and opportunities for improvements on user experience and couriers performance. Jarir's 2018 NPS score was 46, indicating most customers are satisfied with the overall experience with Jarir website, products and delivery service speed. 94% of surveyed customers said they will buy from Jarir website again. In 2019, Jarir maintained the same NPS score, 46.

However, in 2020, due to the pandemic challenge, the score declined from 46 in 2019 to 43 in 2020 due to complexity of lockdown that affected our logistics. Over by the 4th quarter in 2020 we were able to tackle most issues and reach a NPS score of 50.

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

In an effort to upgrade our customer experiences, Jarir is in the process of replacing all flyers, banners and posters in showrooms with screens to improve interactivity and efficiency while also reducing paper waste.

Jarir is committed to accommodate customers with disabilities and we have plans in place to improve the accessibility of our facilities. Such plans include disabled accessible gates, elevators and toilets at every showroom.

43

NPS score



88%

of customers said they would buy from Jarir website again



Mystery shopper

In order to ensure that our high customer experience standards are consistent, we regularly conduct mystery shopper exercises. During such exercises, undercover representatives pose as normal shoppers to assess the customer experience as well as employees' behaviour in their natural environments. These mystery shopper exercises are taken very seriously and help ensure that every customer is treated with the care and respect one would provide for a supervisor.

Through 330 visits conducted in 2018, the Mystery Shopper programme was able

to engage and evaluate more than 3,500 employees. Through another 330 visits conducted in 2019, the Mystery Shopper programme was able to engage and evaluate more than 4,200 employees. Overall mystery shopper scoring showed significant improvement in 2019. Moreover, in 2020, one wave of evaluation was conducted due to the pandemic situation and 3985 employees were engaged and evaluated through the program.



+3,985

employees were engaged and evaluated through the mystery shopper program

Customer Care

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

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

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

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

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

During 2020, customer care expanded their efforts to assure meeting the inquiries of all customers. At the beginning of the pandemic, 66 of customer care agents were transferred to work from home and Jarir provided employees with personal computers, internet and tools that can support customers in the best way possible. In addition, Jarir continued to provide training materials and employee training through assistive programs and hired 40 new agents to support Customer Care during the challenges of 2020.

When it comes to services and after conducting a lot of research, Customer Care decided to build the Whatsapp project to better meet the needs of our customers and will be launched soon. Moreover, Customer Care Center always aims to speed up some services, therefore, it developed an Interactive Voice Response and responses to customers via both email and SMS to speed up some services.

YoY growth:

79%

increase in CRM tickets compared to 2019

29%

increase in call compared to 2019

40%

increase in emails compared to 2019

Customer care



Customer Engagement

Our customers are the driving force of our business success. Therefore, we continuously engage with our customers to better understand their needs, enhance customer experience, express appreciation and foster long-term relationships with our brand.

In addition to the customer care measures described above, we continuously engage with our customers through showroom events, social media campaigns and various creative experiences for our customers to enjoy.

Examples of showroom events include book signings and national celebrations. In 2018, Jarir hosted 24 book signings to promote social and cultural engagement with our customers as well as engagement between authors and readers. We also provide unique experiences to our customers through the introduction of experiential zones in

showrooms such as our Apple Shop in Shop, Huawei.

In 2019, Jarir was able to engage more with its customers through art workshops in different fields and other showroom events, social media campaigns and various creative experiences for our customers to enjoy.

When the pandemic situation started early 2020, it paused all plans of the year, yet, this hasn't stopped Jarir's efforts to engage with its customers. Jarir initiated an awareness-raising campaign that had a positive response and interaction with society. The campaign "Ammar Yabladna" was launched, which dealt with the issue of home quarantine and how society was able to go-on with its life despite these unusual circumstances. In addition to the launch of the "Happy Eid" campaign, which urged everyone to celebrate, live the experience of Eid at home, and greet loved ones remotely on the blessed Eid al-Fitr, despite lockdown during days of Eid. In addition, Jarir has published, through social media and e-mail, many awareness-raising messages on the precautionary measures, whose efforts were led by the Ministry of Health.

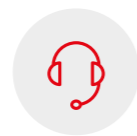
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Social Media Outreach

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



264,101
social media replies to customers



+50%
response rate per day on social media



7,200,000
social media followers

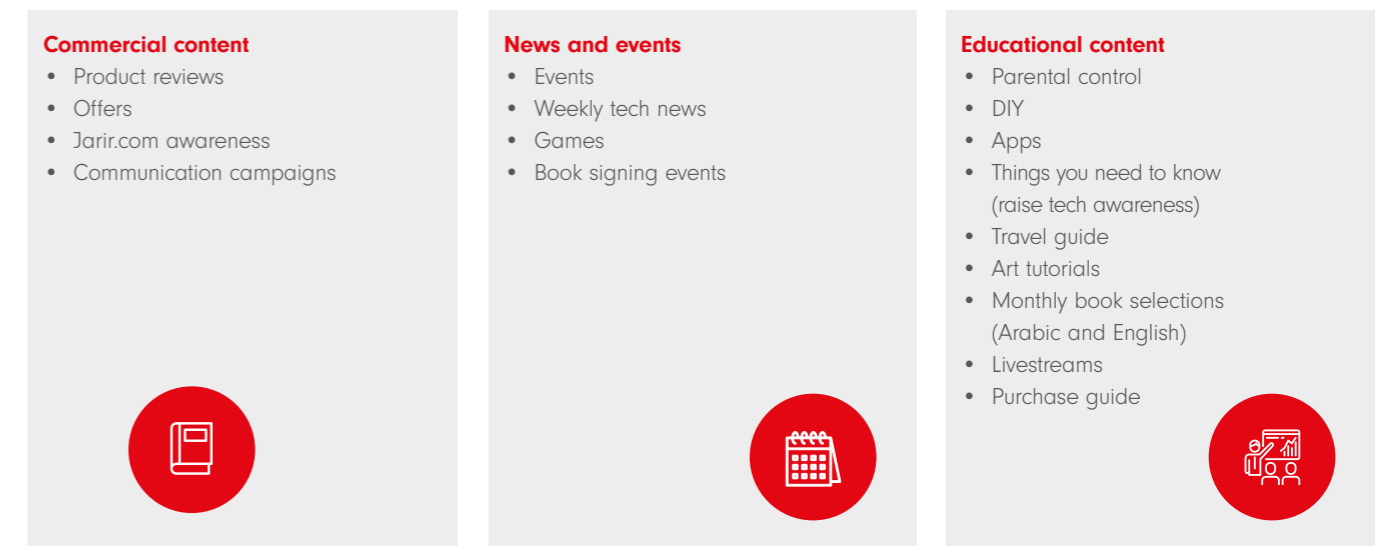
In 2018, Jarir achieved a 100% response rate per day on social media. In 2019, Jarir maintained the same social media replies rate which is also 100%.

On the other hand, during the challenges faced in 2020, Jarir managed the high demand of social media messages which enabled Social Media agents to handle 815733 messages throughout the year. During these hard times and lockdown period, the number of inquiries has increased 200%, more hires were welcomed to the team to maximize Social Media replies capacity. In addition, the Digital Media department changed working hours to make sure that customers were handled at all times, especially at evening which was the peak period.

Our social media presence is outlined in the figure below.



Jarir continues to produce videos and publish produced and published 350 YouTube videos covering the following areas:





05

Valuing, Inspiring and Rewarding Talents

“Our employees are our key assets and they are the engineers who build our dreams into reality”

- Abdulkarim Al-Agil
CEO

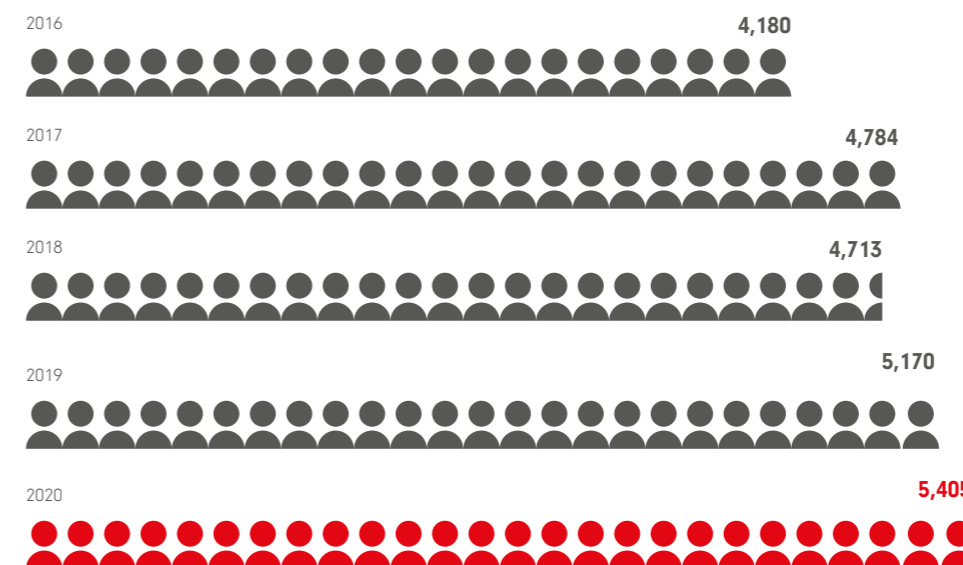


Human Resources Development

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

To optimise and streamline the management of human resources, Jarir plans to digitise all our HR systems and integrate them with other key corporate functions.

Total Workforce (2016-2020)



Employer of Choice

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

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

Diversity, Inclusion and Equal Opportunity

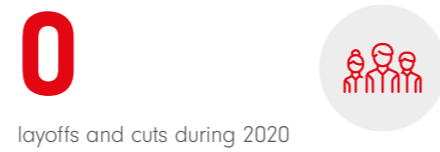
Jarir believes that diversity fosters innovation and we embrace the value of an inclusive work environment. Jarir proudly employs a workforce of 26 different nationalities, 55 percent of which are Saudi nationals. Youths (< 30 years old) represent 54 percent of our workforce and we are proud to provide younger generations with meaningful work. We currently employ 400 females, representing 8% of our head office and showrooms. We seek to increase the percentage of female employees in an effort to fight discrimination and promote equal employment opportunities regardless of gender, religion, race or ethnic background.



Employee Engagement and Satisfaction

High levels of employee engagement and satisfaction are crucial to our long-term success. To ensure our employees are being properly engaged and satisfied, we conduct an annual employee satisfaction survey. This survey helps us gain insight into employee perspectives and make sure they are being properly fulfilled and motivated to their fullest potential in their careers. Employees are encouraged to provide honest feedback to enable senior management to best address issues and accommodate their needs in their actions plans. As 2020 carried lots of challenges, Jarir did its best to keep employees engaged and content. Employee satisfaction scored 69% in the year of challenges.

During the past hard times and as both National and Jarir efforts continue to help and support employees in every possible way, the General Organization for Social Insurance has confirmed that SANED program, one of the organization's program to mitigate the effects of COVID-19, to make exceptions for unemployment insurance on the private sector and Saudi workers, who may lose their jobs because of this crisis. Although SANED compensation is paid at the rate of 60 percent of the average monthly wages subject to contribution for each month of the first three months and at 50 percent of this average for each month for months beyond that, and the maximum



period for disbursement of compensation is 12 continuous or intermittent months for each time. When it came to Jarir employees, 1200 Saudis were subjected to this program and requested support for 40% of their wages where the allowance was 60%. Moreover, those 1200 employees were supported 3 months only by SANED and Jarir jumped back in and continued to support all its employees including the 1200 (which were recently employed showroom staff) and no wages of any employee was effected since then.

During both complete and partial lockdowns, all employees were turned to work from home including showroom employees, no cuts or layoffs were made. Also, as a precautionary measure, only half of the employees were to attend shifts and swap between them to ensure safety for everyone. As for foreign employees, they were granted additional holidays in consideration of their situation, they were also granted the extension of Resident Identity cards free of charge and loans as needed.

Benefits and Compensation

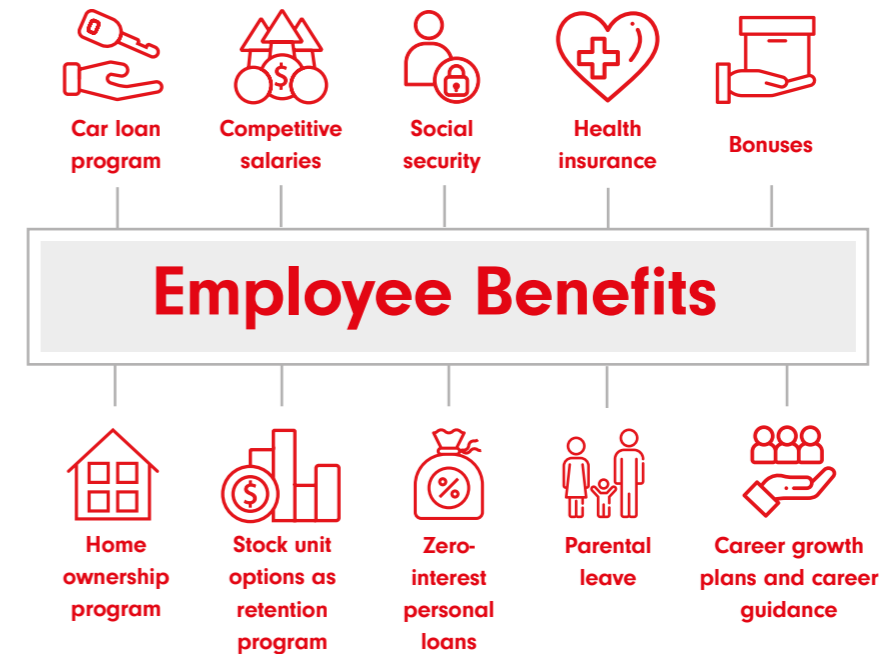
Offering competitive compensation and benefits is central to achieving our goal to grow and develop the best and happiest workforce in the industry. All Jarir employees receive competitive salaries, medical insurance, annual bonuses, monthly sales incentives (if applicable), 30 days paid annual leave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

option to participate in our Phantom Stick Program. In addition, Star employees receive career guidance and growth plans.

Eligible Jarir employees receive 10 weeks of maternity paid leave and 3 days of paternity leave. In addition to paid maternity leave, new mothers are also eligible for an additional month of unpaid maternity leave. To further accommodate our maternal employees, we offer new mothers one hour

of personal time per day for a period of up to 2 years after giving birth.

Additional employee benefits include zero-interest personal loans and the offer to participate in our Stock units Options (Long term 5-year program), Home Ownership Program and car loan program.



Attraction and Retention

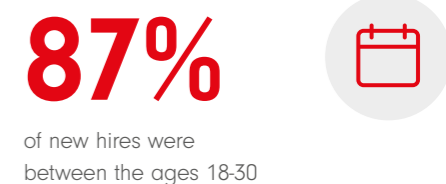
The ability to attract and retain the most talented employees is one of our top priorities and a prerequisite to developing our industry-leading workforce. In 2018, Jarir experienced significant growth by hiring 1,951 talented new employees who now represents 41 percent of our current workforce. Over 90 percent of these new hires were between the ages of 18-30. In 2019, Jarir hired 2,346 talented new employees who represented 45 percent of our workforce in which 89 percent of these new hires were between the

ages of 18-30.

During 2020, 1534 employees were employed, including 1458 Saudi employees. In the light of Jarir's keenness to involve women in the labor market in line with the Kingdom's 2030 vision, Jarir paid attention to employing women, as the number of female employees reached 400 by the end of 2020.

High rates of retention not only create business value and reduce recruitment costs, but also have significant benefits to employee morale, corporate

culture and the quality dependable careers of our employees. We are very proud of our consistently low turnover rates for our senior and middle managers, which were 0 and 7 percent respectively in 2018. In 2019, we maintained 0 percent of senior management turnover rate and 4% of middle management.



Training and Development

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

In 2018, we delivered 19,476 training hours to our employees. This represented an average of 4.1 hours of training per employee. Moreover, in 2019, 64,136 training hours were delivered with an average rate of 12.4 hours of training per employee. Despite all challenges In 2020, Jarir was able to conduct training after implementing all precautionary measures and resume sessions, achieving 31,594 training hours with an average of 4.6 hours of training per employee.

responsibilities. No matter what your role and future is at Jarir, we equip our employees with what they need to achieve success.

Most of our training focuses on preparing showroom staff to provide the highest levels of customer care. As evidenced by our 2018 performance, we recently increased our focus on employee training and shifted training focus towards cross selling both products and knowledge. In addition, we provide training to allow advancing employees to take on more responsibilities, refine professional skills and stay abreast of new industry and regulatory developments.

There are several training programs offered to Jarir employees. First, each new employee receives introductory onboarding training where they learn about Jarir policies, operations and their personal responsibilities within the company. In addition, all employees receive TSL training twice per year. For our showroom managers (Massars), we provide a Showroom Managers Program as well as evaluations with feedback from supervisors. For those moving up within the company, we offer a fast track (2-year) management trainee program as well as a Development & Leadership Program to prepare employees for new professional challenges and



31,594

training hours provided to employees



4.8

average training hours per employee

Health and Safety

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

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

a Compliance Team to provide working conditions that are optimized for health and safety.

Our most important resource is our people, and to help ensure their health and wellbeing we have recently established the

Jarir Employees' Medical Services program to provide medical services as necessary.

Benefits of Jarir's medical services program:



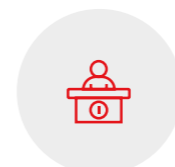
Save Time



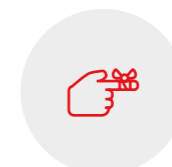
Convenient



Zero Deductible



Office Clinic



In-Home Treatment



Prescriptions & Medical Refill

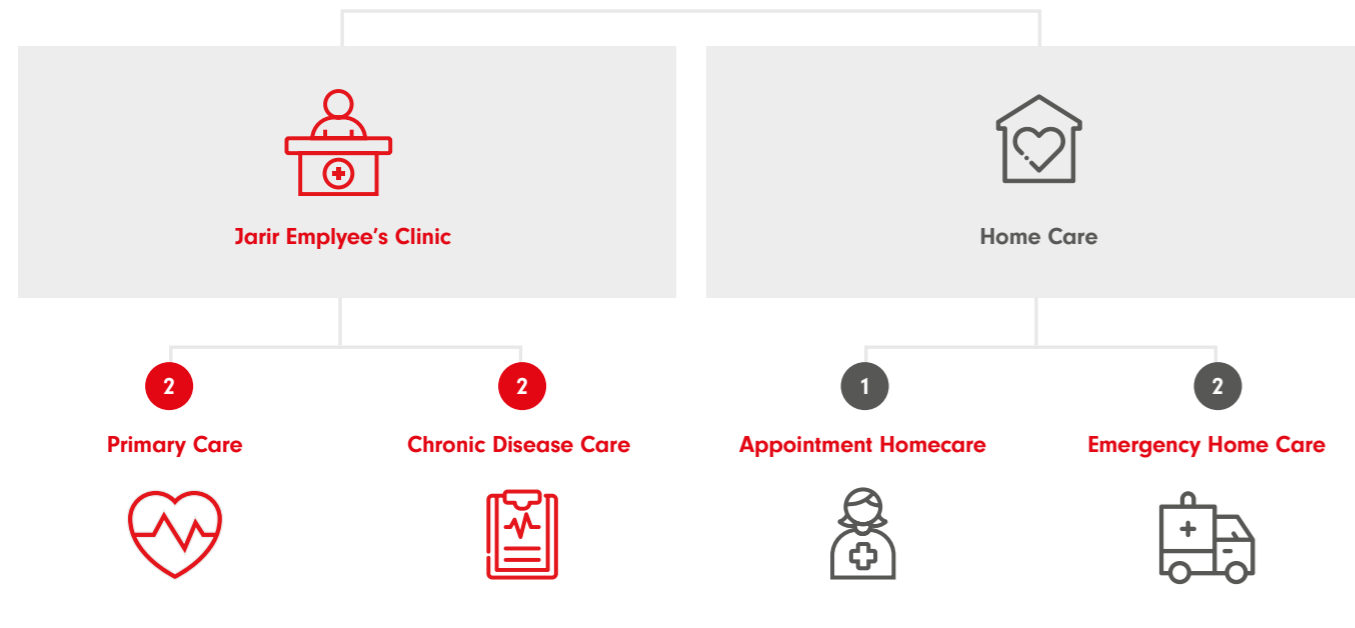
The Jarir Employees' Medical Services program consists of two main options: Home Care or Jarir Employees Clinic (onsite at Jarir facilities). The clinical option is a Certified Clinic inside Jarir offices, which is staffed by an outsourced hospital doctor and nurse. The Jarir Employees Clinic offers walk-in healthcare free to all

Jarir employees. There are clinics already operating at the main Riyadh facility and coming soon to locations in Dammam and Jeddah.

For employees who may need medical home visits, our Home Care program offers convenient and free (covered by insurance) medical services at their residence.

Employees also have the option to schedule medical home visits on the behalf of their family members. This service is currently offered in 4 cities across Saudi Arabia (Riyadh, Mekkah, Medina and Jeddah).

Jarir Employee's Medical Service



Health and Safety Programs

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

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

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

corrective measures and develop new or improved preventative measures.

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

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

2020 Preventive Maintenance Program To Ensure Efficiency and Safety of Equipment in the following areas in all locations

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

2020 Electrical Safety & Cost Control Programs in all locations

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

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

furniture and increasing the presence of plants in our offices.

Nationalization

Jarir is committed to generating meaningful employment and prioritising local talent. As of year end 2020, 60 percent of our workforce consisted of Saudi nationals. That value was even higher for members of senior management, which consisted of 80 percent Saudi nationals. Our goal is to gradually increase nationalization rates by continuing to prioritise local candidates.



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





06

Managing Environmental Impacts

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

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



Environment Responsibility

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

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

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



Energy and Climate Change

Jarir understands that climate change is one of the greatest threats to humanity. As an industry leading corporation, we have an ethical responsibility to minimise carbon emissions.

Further, we have a responsibility to all our stakeholders to implement business strategies to remain competitive in a low-carbon future. Such strategies will also make us well positioned, cut energy costs and adapt to

emerging risks and regulations. As such, energy management and emissions reduction are amongst our top environmental priorities.

To achieve our energy and climate goals, we continuously monitor our performance, assess

new risks and opportunities and use the results to further improve energy management.

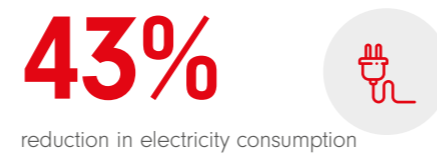
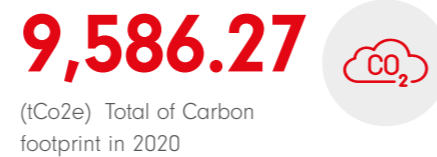
Energy Efficiency and GHG Emissions

Optimising energy consumption is a core aspect of our strategies to reduce greenhouse gas as well as reduce energy costs. In an effort to increase the energy efficiency of our operations, we have made a series of upgrades to our showrooms, warehouses and main offices. Such measures include transitioning all showrooms to LED lighting (100% achieved) and reducing electricity consumption (measured in kWh) by 40 percent in 2019. These showroom LED programs have resulted in an average of 43% savings on Electricity consumption. In addition, as the LED lights usage project expands, it continuously has been implementing LED use to buildings, parkings and housings replacing over 15,000 bulbs; replacing AC units with models that are 12 percent more energy efficient; and planning to implement automated energy management technologies such as motion sensors and light timers. In addition to these efforts, Jarir is continuously monitoring our performance and assessing new opportunities to improve energy efficiency.

Due to both considerable growth and the challenges faced in 2020, there was a slight increase in energy consumption and intensity, however, we are committed to long-term improvements to our operational energy management. In addition, Jarir started monitoring fuel consumption by having a tie-up with a petrol company (Aldrees) and adopting automatic monitoring systems in 2020. This has allowed Jarir to start its record

in petrol and diesel consumption.

In addition, Jarir continually works on reducing the environmental footprint of our business and by limiting greenhouse gas emissions. We aim to monitor and verify emissions that will lead to effective emissions reductions. In 2020, Jarir started monitoring fuel consumption by having a tie-up with a petrol provider company and adopting automatic monitoring systems. This has enabled us to calculate the Carbon footprint of Road Transport and Purchased Electricity.



Water Consumption

Jarir operates in a water scarce region and understands that water scarcity is likely to be exacerbated by global trends such as climate change and increasing demand.



decrease in water consumption due to the pandemic situations and complete and partial lockdowns during 2020.

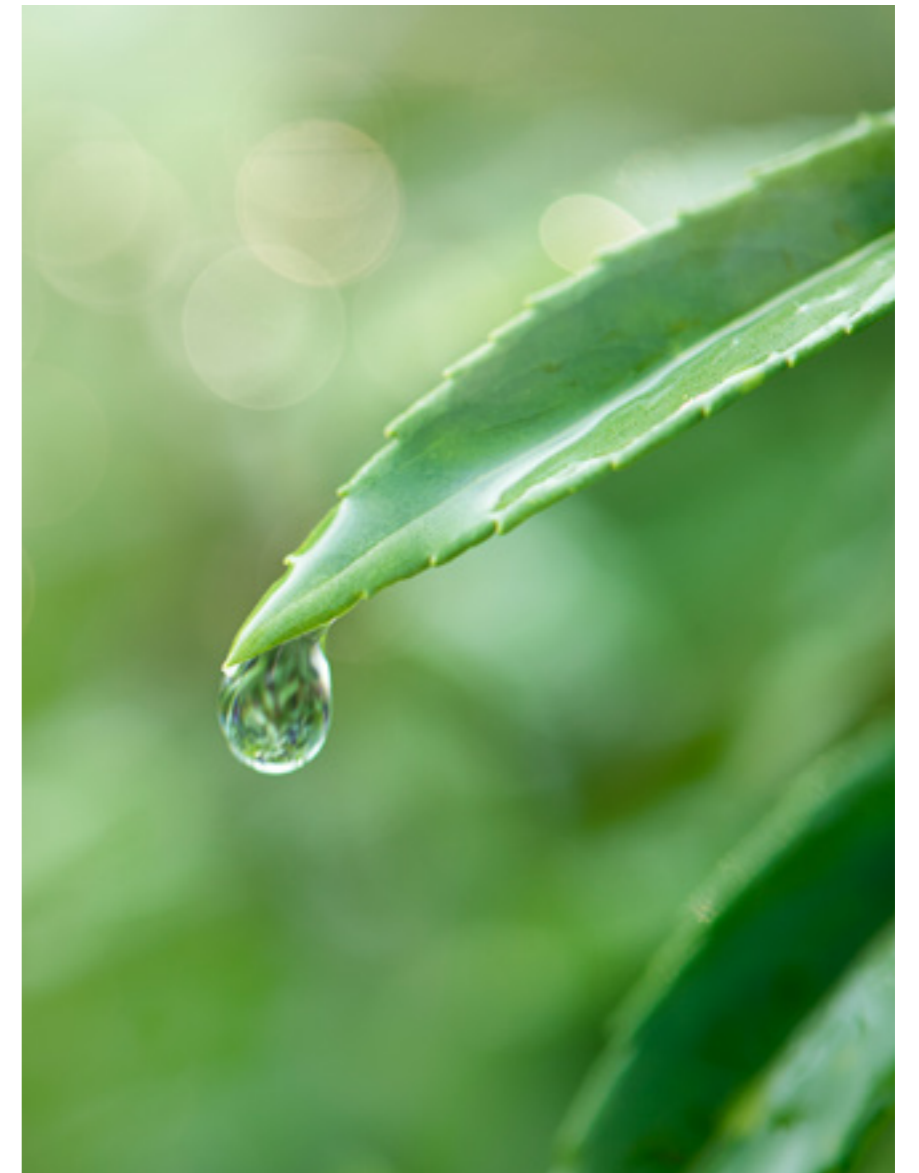
Therefore, we are committed to continuously monitor, manage and improve our water consumption rates. In 2018 and 2019, we installed water efficient faucets and fixtures in our facilities and showrooms. To further improve water efficiency, we recycle greywater and use it to irrigate landscapes, and will monitor the resulting demand reductions going forward. Jarir continuously assesses new cost-effective opportunities to improve water efficiency and plans to install rainwater tanks on new buildings to capture and use rainwater.

Jarir complies with all building codes related to water efficiency such as water pressure controls on all buildings.

During 2020, Jarir continues with its water conservation programs; Water saver - install water saving nozzles in buildings, housings and showrooms, Water Closet Saving - use water closet and fixture that normally uses less water to be implemented in buildings, housings and showrooms and lastly, Leak

testing and preventative maintenance on our plumbing system.

Despite these efforts, our total 2020 water consumption has 2% decrease in water consumption due to the pandemic situations and complete and partial lockdowns during 2020. We are committed to continual monitoring and long-term water efficiency improvements in the future.



Disclaimer: Jarir started monitoring its water consumption in 2017 by estimating to its best of its abilities. Bills are received on a yearly basis and in some cases the water bill is shared with several tenants in buildings. In 2020, support services at Jarir were able to calculate jarir's consumption individually by knowing the percentages of Jarir's consumption of the amount consumed. This has allowed us to calculate actual consumption retrospectively.

Materials

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

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

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



Reduced single use of plastics



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

Cartoon Recycled



378,395 kg cardboard was recycled in 2020

Marketing signage in showrooms



All paper boards, flyers, banners and posters in showrooms have been replaced with 618 LED displays which eliminates the use of 3,300 printed 100x70 cm paper per year.

Sell and reuse of recyclable items and proper disposal



Selled items for recycling such as Non-Led lights and old forklift batteries. In addition, the proper disposal of Copier Toners and the reuse of carpet, palettes, benches and boxes in Jarir's Distribution Center.

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

Septic tank to ministry line

Instead of a truck hauler, water waste disposal is run through the national Municipality (Baladiya) line whenever possible.

Clear plastic bags for garbages

Instead of huge black plastic bags and in compliance with government regulations, they have been replaced with clear recyclable plastic.

Vehicle preventive maintenance

To ensure efficient fuel consumption and less pollution emission, regular maintenance of all company vehicles processes have been implemented.

Plants in offices

To assure better health and environment, environment-friendly plants have been placed around offices. implemented.

Migration to IP phones

All phones in all buildings around the kingdom have been replaced from Analog to IP Phone which resulted in the total removal of telephone cabling.

Electronic Recycling and Trade-Ins

Jarir believes in a circular economy and recognizes the growing global issue of e-waste. In an effort to address this issue, we have an electronics recycling program in place that diverted 10,000,000 SAR worth of electronics from landfilling in 2018 and returned it back into the economy and in 2019, 18,000,000 SAR worth of electronics were recycled.

The program salvages the parts of discarded electronics to be shipped and sold outside of Saudi Arabia by our contracted partner. In 2020, Jarir was able to recycle 22,322,500 SAR worth of electronics from landfilling.

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



183,216

electronic device has been recycled through trade-in program partnership



22,322,500

SAR worth of electronics from landfilling

Environmental Awareness

Jarir believes that a transition to a sustainable world requires a collective effort, and such an effort will require spreading environmental awareness and education. Our vision to spread environmental awareness is aligned with the Saudi Vision 2030.

In line with the target of Jarir, with respect to Environmental Programs, Jarir looks into completing a lot of targeted programs such as, attain the targeted 100% LED Lights replacement in all Showrooms, Buildings and Housings, to implement paper recycling, 100%

of reusable paper and launch paperless programs, To introduce the usage of Solar Panels and more.

As Jarir is recognized for its environmental awareness efforts by the Conformity and Quality department of the Saudi Standards,

Metrology and Quality Organization (SASO), it aims to explore further to comply with other SASO Regulations on Appliances, Equipment, Vehicle and Machines.



APPENDIX A

Performance Data

Responsible business operations

Board of Directors	2016	2017	2018	2019	2020
Executive members of the Board of Directors	37.5%	37.5%	37.5%	37.5%	37.5%
Non-executive members of the Board of Directors	25%	25%	25%	25%	25%
Independent members of the Board of Directors	37.5%	37.5%	37.5%	37.5%	37.5%
Non-independent members of the Board of Directors	62.5%	62.5%	62.5%	62.5%	62.5%
Ethics	2016	2017	2018	2019	2020
Training on anti-corruption (number of employees)	No Record	628	256	240	158
Business ethics concerns raised	0	0	0	0	0
Code of conduct and company values training courses conducted	-	39	12	156	29
Number of employees attended code of conduct and values training	-	535	153	5043	259
Grievances	2016	2017	2018	2019	2020
Number of grievances filed in the reporting period	-	4	17	17	46
Number of these grievance addressed or resolved	-	4	17	17	46
Economic Performance (SAR '000s)	2016	2017	2018	2019	2020
Revenues	6,122,559	6,941,935	7,361,723	8,424,51	9,305,811

Region	2017		2018		2019		2020	
	Sales (Million SAR)	Net Profit (Million SAR)	Sales (Million SAR)	Net Profit (Million SAR)	Sales (Million SAR)	Net Profit (Million SAR)	Sales (Million SAR)	Net Profit (Million SAR)
KSA	6,483.7	842.8	6,908.9	913.7	7,960.4	948.2	8,818.5	956.6
Egypt and other countries in the gulf	458.2	24.9	452.8	46.3	464.1	36.5	487.3	46.4
Total	6,941.9	867.7	7,361.7	960.0	8,424.5	984.7	9,305.8	1,003.0

Marketing and Labeling	2016	2017	2018	2019	2020
Data Privacy	2016	2017	2018	2019	2020
Total number of substantiated complaints received concerning breaches of customer privacy	0	0	0	0	0
Total number of identified leaks, thefts, or losses of customer data	0	0	0	0	0
Local Procurement	2016	2017	2018	2019	2020
Total number of suppliers engaged	1,735	1,090	1,252	1416	1447
Total number of local suppliers engaged	623	361	384	427	417
Total procurement spending (billion SAR)	5.13	5.74	6.22	7.26	7.97
Procurement spending on local suppliers (billion SAR)	1.19	1.22	3.07	4.46	5.61
Percentage of spending on local suppliers	23%	21%	49%	61%	71%

Working together

	2016	2017	2018	2019	2020
Number of titles published	299	216	353	358	219
Donations and sponsorships (000 SAR)	461	201	66	837	25M

Customers

Sales per region	2016	2017	2018	2019	2020
Central KSA	2,013,391,381	2,302,340,667	2,351,242,318	2,707,993,435	2,700,184,600
Eastern KSA	1,045,646,539	1,107,765,162	1,124,062,763	1,030,418,321	1,053,177,502
Western KSA	1,120,989,232	1,175,712,743	1,225,573,656	1,343,072,954	1,293,951,045
Remote* KSA	936,812,536	1,199,477,439	1,467,030,565	1,759,385,450	1,939,011,397
KUWAIT	46,097,498	98,343,277	115,109,298	111,827,839	96,011,477
QATAR	382,845,123	305,114,059	292,679,477	301,363,574	352,243,785
UAE	41,834,532	49,811,821	42,472,270	48,346,133	38,822,915

* Remote areas are: Jazan, Khamis mushait, Taif, Madinah, Yanbu, Tabuk, Hafer Albatin, Hail, Buraidah and Onaizah

Customer Satisfaction	2016	2017	2018	2019	2020
Overall customer satisfaction (%)	98%	98%			
NPS *	-	-	46	46	43

*Jarir launched the NPS as a new survey tool in 2018 only.

YoY Growth	2016	2017	2018	2019	2020
CRM Tickets	15,560	22,888	31,063	39,909	71,426
Calls	249,493	374,251	540,750	609,462	784,719
Emails	-	34,891	36,074	83,051	116,356
	2016	2017	2018	2019	2020
Social Media Replies	110,729	192,791	178,453	182,947	264,101

People

Workforce Overview	2016	2017	2018	2019	2020
Total workforce (excluding trainees, students and outsourced staff)	4,180	4,784	4,713	5,170	5,405
Senior management employees	11	11	11	11	8
Middle management employees	109	113	110	116	117
Non-management employees (staff)	4060	4660	4592	5043	5280

Workforce by Age and Gender (excluding trainees, students and outsourced staff)	2016	2017	2018	2019	2020
Employees age 18-30	1,962	2,548	2,562	2,875	3,009
Employees age 31-50	1,997	2,025	1,956	2,094	2,200
Employees age 51+	221	211	195	201	195
Male employees	4,162	4,753	4,679	5,128	5,012
Female employees	18	31	34	42	393

Nationalities	2016	2017	2018	2019	2020
Number of nationalities	25	25	27	26	26

Employee Engagement	2016	2017	2018	2019	2020
Employee satisfaction score	85%	87%	90%	73%	

*Employee satisfaction score has not been released on the date of issuing this report.

New Hires and Turnover	2016	2017	2018	2019	2020
Total New employee hires:	2,227	2,403	1,951	2346	1534

Total new employees by age	2016	2017	2018	2019	2020
Age 18-30	1,913	2,120	1,789	2076	1334
Age 31-50	311	279	158	255	198
Age 51+	3	4	4	4	2
Employee turnover (voluntary and involuntary)					
Age 18-30	77%	68%	69%	62%	37%
Age 31-50	15%	12%	11%	12%	10%
Age 51+	7%	6%	10%	6%	11%
Male	40%	40%	42%	38%	24%
Female	62%	69%	55%	47%	29%
Senior management	9%	0%	0%	0%	22%
Middle management	4%	5%	7%	4%	7%
Non-management employees	42%	41%	44%	39%	25%
Employee turnover (voluntary and involuntary) (%)	40%	40%	43%	38%	25%
Employee turnover (voluntary)					
Age 18-30	42%	37%	45%	39%	31%
Age 31-50	12%	10%	10%	12%	8%
Age 51+	7%	6%	9%	8%	11%
Training					
Total training delivered (hours)	4206	3708	19476	64136	31594
Total training delivered (hours) by employment category:					
Senior management employees	15	12	33	48	6
Middle management employees	261	162	729	1840	118
Non-management employees	3930	3534	18714	62048	31470
Total training delivered (hours) by gender:					
Male employees	1396	1223	6478	61648	29068
Female employees	18	39	42	400	2526
Average training per employee (hours)	1	0.8	4.1	12.4	4.8
Average training hours delivered (hours) by employment category:					
Senior management employees	1.4	1.1	3	4.3	2
Middle management employees	2.4	1.4	6.6	15.8	4.5
Non-management employees	1	0.8	4.1	12.3	5.4
Average training hours delivered (hours) by gender:					
Male employees	1	0.8	4.2	12	4.7
Female employees	1	1.3	1.2	9.52	5.4
Nationalization (KSA)					
Nationalization of senior management (%)	73%	73%	73%	73%	80%
Nationalization among total workforce (%)	48%	54%	53%	53%	59%
Total number of national employees	1,816	2,363	2,298	2646	2999
Number of female national employees	17	26	26	33	387

Environment

Energy	2016	2017	2018	2019	2020
Total petrol consumption (liters)*	NA	NA	NA	NA	42,612
Total diesel consumption (liters)*	NA	NA	NA	NA	455,316
Electricity consumption within the organization (KWH)**	NA	11446956	12040464	12566568	14908461***
Energy intensity (KWH/SQ FT)	NA	0.41	0.43	0.45	0.52

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

GHG Emissions	2016	2017	2018	2019	2020
Direct GHG (Scope 1) (tCo2e)	NA	NA	NA	NA	1,294.77
Indirect GHG (Scope 2) (tCo2e)	NA	6,366.35	6,696.44	6,989.04	8,291.50
Total GHG (tCo2e)	NA	NA	NA	NA	9,586.27

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

Water Consumption*	2016**	2017	2018	2019	2020
Water consumption (cbm)	NA	195,357	205,667	212,330	208,769
Retrospective actual consumption	NA	46,885	49,360	50,960	50,104

* Jarir estimated its water consumption to its best of its abilities. Bills are received on a yearly basis and in some cases the water bill is shared with several tenants in buildings.
 ** Jarir started monitoring its water consumption in 2017

Paper consumption	2016	2017	2018	2019	2020
A4 paper	3939500	4889500	4918500	496750	6027500
A3 paper	72000	61500	78000	114000	118500

APPENDIX B

GRI Content Index



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

GRI Standard	Disclosure	Page number and/or direct answer
GRI 101: Foundation 2016		
General Disclosures		
GRI 102: General Disclosures 2016	102-1	Name of the organisation Jarir Marketing Company
	102-2	Activities, brands, products and services 12,13
	102-3	Location of headquarters Riyadh, Saudi Arabia
	102-4	Location of operations 12
	102-5	Ownership and legal form Jarir Marketing Co SJS is a Saudi Arabia-based joint stock company engaged in the wholesale and retail trade. The Company's subsidiaries include United Company for Office Supplies and Stationeries WLL, Jarir Trading Company LLC, United Bookshop, Jarir Bookstore and Jarir Egypt Financial Leasing Co SAE.
	102-6	Markets served 13
	102-7	Scale of the organisation 12,13
	102-8	Information on employees and other workers 55-60
	102-9	Supply chain 35
	102-10	Significant changes to organisation and its supply chain N/A
	102-11	Precautionary principle or approach 19
	102-12	External initiatives 25
	102-13	Membership of associations 17
	102-14	Statement from the most senior decision maker of the organisation 10
	102-16	Values, principles and norms of behaviour 12
	102-18	Governance structure 28
	102-40	List of stakeholder groups 21
	102-41	Collective bargaining agreements Trade unions are not allowed in Saudi Arabia
	102-42	Identifying and selecting stakeholders 20, 21
	102-43	Approach to stakeholder engagement 20, 21
	102-44	Key topics and concerns raised 21
	102-45	Entities included in the consolidated financial statements Financial statements include the activities of Jarir. No other entity is included
	102-46	Defining report content and topic boundaries 6
	102-47	List all material topics 22
	102-48	Restatements of information None
	102-49	Changes in reporting None
	102-50	Reporting period 2020
102-51	Date of the most recent report 2019	
102-52	Reporting cycle 6	
102-53	Contact point of questions regarding the report 6	
102-54	Claims of reporting in accordance with GRI Standards 6, 74	
102-55	GRI Content Index 74-76	
102-56	External assurance This report has not undergone external assurance.	

GRI Standard	Disclosure	Page number(s) and/or URL(s)
GRI 200 Economic Standard Series		
Economic Performance		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 30, 31
	103-2	The management approach and its components 30, 31
	103-3	Evaluation of the management approach 30, 31
GRI 201: Economic Performance 2016	201-1	Direct economic value generated and distributed 30, 31
Market Presence		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 14
	103-2	The management approach and its components 16
	103-3	Evaluation of the management approach 14
GRI 202: Market Presence 2016	202-2	Proportion of senior management hired from the local community 61
Indirect Economic Impacts		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 37-44
	103-2	The management approach and its components 37-44
	103-3	Evaluation of the management approach 37-44
GRI 203: Indirect Economic Impacts 2016	203-2	Significant indirect economic impacts 37-44
Procurement Practices		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 35
	103-2	The management approach and its components 35
	103-3	Evaluation of the management approach 35
GRI 204: Procurement Practices 2016	204-1	Proportion of spending on local suppliers 35, 70
Anti-corruption		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 29
	103-2	The management approach and its components 29
	103-3	Evaluation of the management approach 29
GRI 205: Anti-corruption 2016	205-2	Communication and training about anti-corruption policies and procedures 71
Anti-competitive Behavior		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 40
	103-2	The management approach and its components 40
	103-3	Evaluation of the management approach 40
GRI 206: Anti-competitive Behavior 2016	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices No legal actions for anti-competitive behavior, anti-trust and monopoly practices
GRI 300 Environmental Standards Series		
Energy		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 64
	103-2	The management approach and its components 64
	103-3	Evaluation of the management approach 64
GRI 302: Energy 2016	302-1	Energy consumption within the organization 64, 75
	302-4	Reduction of energy consumption 64
GRI 305: Emissions 2016	305-1	Direct (Scope 1) GHG emissions 64
	305-2	Indirect (Scope 2) GHG emissions 64
Water		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 65
	103-2	The management approach and its components 65
	103-3	Evaluation of the management approach 65
GRI 303: Water 2016	303-3	Water recycled and reused 65, 75
GRI 400 Social Standards Series		
Employment		
GRI 103: Management Approach 2016	103-1	Explanation of the material topic and its Boundary 55-57
	103-2	The management approach and its components 55-57

GRI Standard	Disclosure	Page number(s) and/or URL(s)
	103-3 Evaluation of the management approach	55-57
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	71-72
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	57-60
Occupational Health and Safety		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	59, 60
	103-2 The management approach and its components	59, 60
	103-3 Evaluation of the management approach	59, 60
GRI 403: Occupational Health and Safety 2016	403-4 Health and safety topics covered in formal agreements with trade unions	59, 60
Training and Education		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	58
	103-2 The management approach and its components	58
	103-3 Evaluation of the management approach	58
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	72
	404-2 Programs for upgrading employee skills and transition assistance programs	58
Diversity and Equal Opportunity		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	56
	103-2 The management approach and its components	56
	103-3 Evaluation of the management approach	56
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	56, 71, 72
Human Rights Assessment		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	35
	103-2 The management approach and its components	35
	103-3 Evaluation of the management approach	35
GRI 412: Human Rights Assessment 2016	412-3 Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	35
Local Communities		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	42-74
	103-2 The management approach and its components	42-74
	103-3 Evaluation of the management approach	42-74
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	42-74
Supplier Social Assessment		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	35
	103-2 The management approach and its components	35
	103-3 Evaluation of the management approach	35
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	35
Customer Health and Safety		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	33
	103-2 The management approach and its components	33
	103-3 Evaluation of the management approach	33
GRI 416: Customer Health and Safety 2016	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	33
Marketing and Labeling		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	33
	103-2 The management approach and its components	33
	103-3 Evaluation of the management approach	33
GRI 417: Marketing and Labeling 2016	417-2 Incidents of non-compliance concerning product and service information and labeling	33
Customer Privacy		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	34
	103-2 The management approach and its components	34
	103-3 Evaluation of the management approach	34
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	34



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