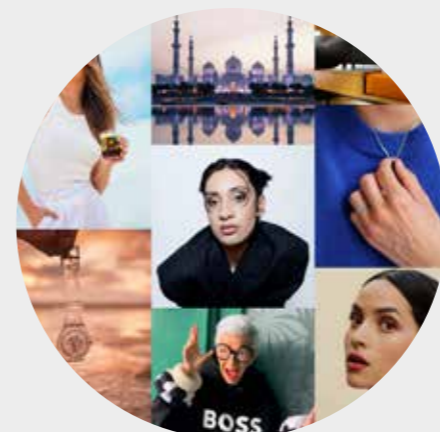


06/07  
**Overview**  
 Our Brands  
 and Subsidiaries



## BinDawood Supermarkets

BinDawood is one of Saudi Arabia's most popular grocery superstore retail brands, with 25 easy-to-access hypermarkets and supermarkets across the country. An iconic brand in the Kingdom, the customer experience at BinDawood stores is focused on excellent value for money and outstanding customer service.

The first BinDawood store opened in Makkah in 1984, since when the brand has evolved into the number one grocery chain serving the two holy cities of Makkah and Madinah. BinDawood's stores are primarily strategically located at Saudi Arabia's most important locations across the Holy Cities of Makkah and Madinah, close to the Two Holy Mosques.

The brand is fondly referred to as 'the Pilgrim's Brand' by many, as it holds a special place among religious visitors to Saudi Arabia, who often make a point to visit BinDawood stores.

In addition to bringing the latest local, regional and international goods and brands to its stores, BinDawood has gained a significant online presence having launched its e-commerce application, the BinDawood App, in 2019. Together, the in-store and App-based offerings provide loyal BinDawood customers with unmatched standards of quality, value, service and convenience. BinDawood stores employ over 3,000 employees across the store network. BinDawood is actively pursuing expansion into the Central Region, recognising the tremendous potential of this rapidly growing retail market.

## Danube Supermarkets

The Danube brand is one of the most esteemed high-end grocery retail brands in Saudi Arabia, synonymous with the highest quality product offering and fresh produce, including the widest range of organic and speciality products in the Kingdom.

Since joining BinDawood Holding in 2001, Danube has experienced remarkable growth, expanding to 62 stores across Saudi Arabia and employing over 7,000 people. The brand marked its entry into Makkah with the opening of two stores between August and December 2021. In 2022, Danube achieved another milestone with the opening of its first international store in Bahrain.

Danube is diversifying its offerings by venturing into the convenience store segment. Currently, the brand has opened seven convenience stores, including exclusive outlets at the Haramain High-Speed Railway Station. Known for its premium quality and hand-picked exclusive imported goods, Danube has become synonymous with excellence in supermarket retailing.

The brand has gained widespread acclaim for its innovative approach to grocery retail and has been a trailblazer in the e-commerce grocery sector. Its pioneering move was the launch of Danube Online in 2017, accessible through both a website and a mobile App. This platform has enabled Danube to provide delivery services to customers in seven cities across Saudi Arabia, setting a high standard for convenience and customer satisfaction. In November 2022, Danube was honoured with the title 'Most Admired Collaboration of the Year' at the Retail Middle East Awards.

## Ykone

In 2022, through its wholly owned subsidiary Future Retail for Information Technology Company ('FRIT') – a technology and retail solutions investment vehicle – BinDawood Holding acquired an effective 85.3% stake in Ykone S.A.S ('Ykone'), a profitable international influencer marketing agency with a proprietary technology offering, focused on retail, travel, beauty, fashion and luxury brands, with a presence in Europe, Asia, the US and the Middle East.

Ykone, headquartered in Paris, provides end-to-end services on strategy, talent management, content production and monitoring to leading brands across the globe, including in the MENA region.

This strategic investment positions BinDawood Holding to maximise the growth opportunity represented by retail e-commerce through digital marketing, and to further deepen its e-commerce value chain.



**Ykone ranks as the third-largest influencer marketing agency globally and has been awarded 'Influencer Marketing Agency of the Year' in 2023 in France."**

## International Applications Company

Following the successful acquisition in 2022 of International Applications Company Ltd ('IAC'), the developer and operator of BinDawood Holding's Danube and BinDawood e-commerce channels, the Company is focused on increasing its online sales as a percentage of total revenue.

The Company plans to achieve this by strategically expanding its network of dark stores across the Kingdom. This expansion aims to enhance the overall customer experience through swift delivery and a 100% fulfilment rate.

The strategy involves establishing dedicated dark stores for online operations under IAC, which will improve inventory management accuracy and provide live displays for customers. Additionally, the plan includes increasing the number of stock keeping units in each dark store in order to offer customers broader choice. In 2024, the Company is set to launch its first fully automated business-to-business mega dark store in Bahrah, Jeddah. This initiative will increase capacity to meet online operation needs and drive revenue growth.

Looking ahead, the Company plans to operate approximately 10 such automated stores across the Kingdom in the coming years. These stores will be strategically located in different cities, based on demand. The Company is also exploring further opportunities in the Fintech sector with a view to enhancing customer experience and providing more payment gateway options.