

BinDawood Holding

BinDawood Holding is a retail conglomerate which integrates information technology solutions into its core operations and strategically acquires companies to enhance its market position, leveraging these investments to fuel sustained long-term growth.

The Company's vision is to stand out as the embodiment of excellence and innovation in diverse sectors, while expanding horizons globally. BDH's mission is to leverage its retail expertise to diversify into new sectors, powered by technology and strategic partnerships, delivering value and earning trust.

BDH continues to shape the retail landscape through constant innovation and a steadfast commitment to excellence by operating its business under the following brands.

BinDawood Supermarkets

BinDawood is one of Saudi Arabia's most popular grocery superstore retail brands, with 27 easy-to-access hypermarkets, supermarkets and express stores 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. In 2024 BinDawood rebranded its convenience store format to 'BinDawood Dash', as described overleaf.

Franchisee Agreement with The Regional Group

In 2024 BinDawood Holding entered into a strategic franchise agreement with The Regional Group, authorising the establishment and operation of eight supermarket branches under the BinDawood brand in Qatar. This move marks a significant step in the Company's expansion strategy within the Gulf region.

The Regional Group is committed to delivering exceptional retail experiences by opening and operating these branches, which will not only strengthen the BinDawood brand in Qatar but also contribute to the broader retail landscape. This partnership underscores BinDawood Holding's continued focus on scalable growth through its commercial franchise model, which is a key pillar of the Company's long-term strategy. Expanding into new regional markets via franchises allows the Company to leverage local expertise, accelerate market penetration and enhance customer access to its high-quality products and services.

In alignment with the Company's vision to be a leading regional retail powerhouse, this expansion into Qatar is expected to set the stage for additional growth opportunities across the Gulf, positioning BinDawood Holding for sustained success in a competitive retail environment.



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.

Known for its premium quality and hand-picked exclusive imported goods, Danube has become synonymous with excellence in supermarket retailing.

Since joining BinDawood Holding in 2001, Danube has experienced remarkable growth, expanding to 68 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 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 cities across Saudi Arabia, setting a high standard for convenience and customer satisfaction.

In recent years, Danube has diversified its offering by venturing into the convenience store segment. The brand has exclusive outlets, for example at the Haramain High-Speed Railway Station. In 2024, Danube launched a new brand for its convenience store format, 'Danube Dash', as described below.

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Brand launches: BinDawood Dash and Danube Dash

In 2024 BinDawood and Danube unveiled new identities for their Express Stores format, under the brands 'BinDawood Dash' and 'Danube Dash'. These stores are convenient, quick-stop outlets that cater to the needs of busy shoppers. They have been meticulously designed to offer a carefully curated selection of premium quality, imported goods. By blending convenience with a world-class product range, these stores provide a seamless and elevated shopping experience for busy travellers, setting a new benchmark for retail innovation.

This initiative not only reflects a commitment to enhancing customer satisfaction but also solidifies BDH's position as a forward-thinking retailer, continuously adapting to the evolving demands of the Saudi market.



Zahrat Al Rawdah Pharmacies

During 2024, with the legal formalities being completed in Q1 2025, BDH acquired Zahrat Al Rawdah Pharmacies, a well-known retail pharmacy chain in Saudi Arabia.

This acquisition strategically enhanced the Company's footprint in the health and wellness sector, reinforcing its commitment to customer engagement through a more diverse range of offerings.

With more than 170 pharmacies located across key regions of the Kingdom, Zahrat holds a strong position in the retail pharmaceutical market. The chain is renowned for its broad selection of healthcare products, including prescription and over-the-counter medicines, medical supplies, wellness and personal care items.

Its integration will significantly strengthen BinDawood Holding's retail presence.

The acquisition aligns with BDH's broader strategy to support Saudi Arabia's Vision 2030 by diversifying its portfolio and incorporating health and wellness offerings into its stores. The addition of Zahrat's pharmacies will enable BDH to provide a comprehensive retail experience, positioning the Company as a leading retailer in Saudi Arabia with a unique combination of everyday essentials and healthcare products.



Jumairah Trading Company

In Q3 2024, BinDawood Holding acquired Jumairah Trading Company in Saudi Arabia, a business engaged in wholesale, retail and distribution. It conducts its operations through four divisions – luggage, food, toys and households – in each of which it holds internationally acclaimed brands.

The acquisition was in line with the Company's strategic vision to expand its distribution operations and reduce supply chain risks, thereby improving profit margins through vertical integration and leveraging operational strengths.

The purchase was financed through the Company's internal resources, ensuring financial stability while enhancing its distribution capabilities.

This strategic move aligns with BinDawood Holding's long-term objectives of controlling more aspects of its supply chain to increase efficiency and profitability. Through the acquisition, BDH aims to attract a range of local and international agencies, capitalising on its extensive network of branches across Saudi Arabia. This in turn is likely to enable the Company to offer a wider array of products, further strengthening its position in the market and enhancing customer satisfaction.



Ykone

Ykone

In 2022, through its wholly owned subsidiary Future Retail for Information Technology Company – a technology and retail solutions investment vehicle – BinDawood Holding acquired a majority stake in 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 BDH to maximise the growth opportunity represented by retail e-commerce through digital marketing, and to further deepen its e-commerce value chain.

At the time, Ykone ranked as the third-largest influencer marketing agency globally and was awarded 'Influencer Marketing Agency of the Year' in 2023 in France.

Acquisition of Barcode

In 2024 Ykone acquired an 85% stake in Barcode, a prominent Indian content and influencer agency, strengthening its position in the industry with a turnover nearing \$100 million. This acquisition allows Ykone to tap into India's rapidly growing luxury market, which is expected to reach \$200 billion by 2030, and benefit from the country's vast social media audience.

Barcode's talent division, CLICK MEDIA, represents top Indian influencers, enhancing Ykone's ability to connect brands with influential figures.

International Applications Company

Following the successful acquisition in 2022 of International Applications Company ("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.

BDH 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 of online orders 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 2025, 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 the needs of its online operation 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.

