

We continue to witness a profound change in the socio-economic dynamics in the Kingdom of Saudi Arabia as a result of sweeping liberating reforms that seek to transform the manner and the speed at which business is done in the country. Consequently, we see a plethora of fresh opportunities emerging – some borne by technology, others through social evolution and yet more by rapidly unfolding economic growth in our home markets.

Customer satisfaction remains the cornerstone of our strategy. Our loyalty programme has deepened engagement with over 5.8 million customers, enabling us to leverage data-driven insights to offer tailored experiences. This, combined with the success of our seasonal campaigns and the rollout of our new Express format, has enabled us to expand our market penetration and strengthen our position as a key player in the grocery retail sector.

Our focus is on operational excellence, customer satisfaction and strategic growth, as demonstrated by our two key acquisitions during 2024 in the Distribution and Pharmaceutical sectors. This ensures that BinDawood Holding is well-positioned to thrive in a dynamic and competitive market full of opportunities. As a business, we feel we are exceptionally well placed to leverage these opportunities – here are the key reasons why.

Our equity story –  
key reasons to invest

01  
Financial  
strength

- Debt free company
- Strong cash position
- World-class operating margins for our sector
- Attractive dividend payment

02  
Operational  
efficiency

- Unique player: two leading retail brands serving the full spectrum
- Strong supplier and partner relationships
- Highest number of imported products/widest product assortment
- Healthy inventory management
- A loyalty programme that has rapidly enrolled more than 5.8 million customers, giving us valuable insights into consumer behaviour that we have been able to “mine” through effective technology to make more informed customer-centric business decisions

03  
Supportive  
macro economic  
environment

- Growing KSA population driving demand
- Significant growth in tourism
- High GDP growth forecast
- Increasing involvement of women in the workforce
- Natural resilience of grocery stocks

04  
High growth  
opportunities

- Increasing geographical and online footprint across KSA and internationally
- Strong organic growth agenda including Vision 2030 tourism pillars (Hajj and Umrah)
- Many inorganic/M&A opportunities to complement the existing business, as shown through our two strategic acquisitions in 2024, Jumairah Trading Company and Zahrat Al Rawdah
- Increased vertical integration via online, distribution
- Leveraging the increasing urbanisation of the Kingdom by rolling out stores in different formats – the launch of additional Express convenience stores during 2024 being an example of this opportunity