



BinDawood Holding Company Environmental, Social and Governance (ESG)

EMPLOYEE HEALTH CHECK

BinDawood Holding partnered with Bupa and set up a health lounge at the head office to give all employees an opportunity to easily access a general health check-up facility.



EMPLOYEE HEALTH CHECK

BinDawood Holding engaged with Ministry of Health to arrange for vaccination from seasonal influenza at BinDawood Head Office premises for all the employees.



BinDawood Holding partnered with foundations to support those who needs help, by transferring the remaining halalas and donations from the customers to those foundations.



BinDawood Holding partnered with foundations and companies to support those who need help, by providing food to those foundations and contribute on food waste reduction.



BinDawood Holding initiated the process of using LEDs in stores which consume less power compared to traditional halogen and fluorescent-based lights, resulting in an overall reduction in CO2 emissions.



Waste Management in BinDawood Holding is being effectively carried out by optimizing the recycling process, to reduce waste and minimize the shrinkage.



BinDawood Holding reduced the volume of paper flyers significantly by reducing the number of pages printed in our weekly promotional flyers by around 40% to 45%, in line with the strategic and operational focus of management on digitalization.



BinDawood Holding adopted digital business cards for the employees, which are backed by a QR code, by doing so we are encouraging the employees to rely on technology with an intent of contributing towards the protection of environment.



NO CARDS LOYALTY PROGRAM

BinDawood Holding implemented a mobile application for loyalty program, which eliminates the need for printed loyalty cards, which helped to reduce printing costs and minimize our environmental impact.



BinDawood Holding replaced traditional plastic shopping bags with oxo-biodegradable bags in all stores, which are made from eco-friendly materials that decompose naturally and help reduce waste pollution.

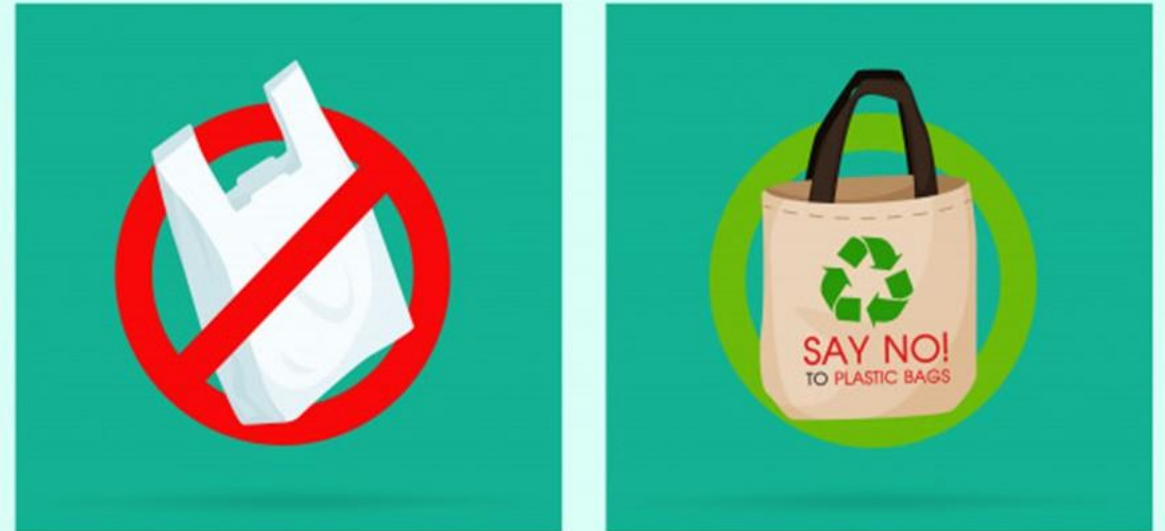


NO PLASTIC BAGS

BinDawood Holding is planning to roll out paper bags, instead of plastic bags. Management is pursuing this initiative in order to reduce the hazardous effects of plastic bags on the environment.



SAY NO TO PLASTIC BAGS



BinDawood Holding is planning to implement a digital receipt system, which eliminates the need for printed receipts, which reduce paper usage and minimize environmental impact.



BinDawood Holding installed modern printers that use less electricity and are more efficient due to improved technology, which reduces energy usage and carbon dioxide emissions.





BinDawood Holding is committed to being environmentally conscious and implemented a paper recycling program, our recycling efforts have helped us reduce the amount of waste that goes into landfills.





BinDawood Holding is committed to promote a healthy lifestyle which is demonstrated by offering an unprecedentedly wide range of organic and gluten-free foods in the stores.





BinDawood Holding Company to promote a healthy lifestyle has a policy of partnering with leading fitness centers for memberships available at discounted rates for employees.





BinDawood Holding has been championing and supporting women as they are fundamental to the success of any society. This is evidenced by the unprecedented increase in the percentage of female employees in our company over the last four years.

BinDawood Holding always strives to retain its leadership position by offering its employees unmatched opportunities and benefits, meanwhile targeting an Employee Stock Ownership Plan (ESOP) which is one strategic measure in management's plan to retain talented leadership.





BinDawood Holding always believes in contributing to society by actively engaging in hiring and nurturing talented graduates, thereby playing a vital role in supporting the society.





BinDawood Holding is committed to improving the lives of domestic households by providing them with training on sewing handicraft items to unemployed or domestic women, who can now produce handmade goods and products that we purchase and display in our stores.



BinDawood Holding is committed to establish strong community connection. In the year 2023, students from 28 schools visited our stores. Experiencing successful initiatives taken by BinDawood may inspire students to consider the impact businesses can have on society and encourage them to make responsible choices in the future.



BinDawood Holding is committed to provide training to its employees through its information security awareness program, which is available at I-Learn Internal Portal. The aim of the program is to educate the employees on how to protect organization's computer systems, along with the data inside it from cyber attacks. This comprise of audio and visual based e-learns followed by a quiz, upon completion of which an employee is granted certification of completion.



BinDawood Holding has compliance training strategy in place, according to which employees are provided training at regular intervals, relating to corporate and regulatory compliances.

Training sessions are held by the Compliance Department within the Company. Details of the training sessions, such as relevant policies, rules and regulations are available on the internal portal of BinDawood Holding for the employees to access at anytime.

Corporate Compliances include but are not limited to; whistleblowing policy, insider trading policy and employees ethical behavior and responsibility to uphold the rules, regulations and internal policies.

Regulatory Compliances include but are not limited to; rules, regulations of Capital Market Authority, Saudi Exchange – Tadawul, Ministry of Commerce and General Authority for Competition.



Human Resource Department at BinDawood Holding, circulates a reminder with the policy attached.

These include reminder for every employee in order remind responsibility towards Social Media Guidelines, Workplace ethics and dress code policy at workplace.

The reminders are to ensure the existing as well as the new employees give the policies and practices utmost importance once associated with the Company.

Key aspect relating to Workplace Ethics include, but are not limited to:

- All Employees are expected to treat each other with respect and refrain from any form of harassment, whether physical or verbal; and non-compliance with the workplace ethics will be dealt strictly as per company disciplinary procedures.**
- Prohibition from accepting money, gifts, favors or gratuities from suppliers.**
- Prohibition from offering, giving, soliciting or receiving bribes.**
- Prohibition from sharing confidential information to anyone within or outside the Company.**



In August 2023, the Human Resource Department at BinDawood Holding Company introduced “Leadership Café”. The Leadership Cafe aimed to organize a one-on-one session between the Head of Departments and the Managers. These sessions were organized in order to:

- Reflect a two-way feedback between the Head of Department and the Managers;
- Develop a trusting and productive work relationship;
- Help the participants grow in their roles by sharing individual experiences;
- Reconcile the work expectations between each other; and
- Ensure that an interactive performance debrief takes place whereby the Head of Department can pass through the strategies and skill set which contributed in their own individual growth to the Managers



CYBERSECURITY AWARENESS MONTH



November 2023 was highlighted as Cyber Security Awareness Month at BinDawood Holding Company. Since the Company is operating in various regions, it was facilitated by I-Learn tab in the internal portal of the Company to create awareness among the employees. It comprised of:

Deadline of 30th November 2023 was communicated to all the employees for the completion of e-learns and quiz. Employees who failed to complete the prescribed learning material were subject to disciplinary actions.

- Pre-Quiz regarding cyber security awareness;
- Mandatory E-learns emphasizing the importance of upholding cyber security;
- Post e-learns quiz once the employee has completed e-learns;
- Evaluation of the employee going through the I-Learn portal; and
- At the end employee who completed the awareness program, was awarded a certificate.



The scope of the 11 modules of e-learns and quiz include:

- Targeted attacks by use of Phishing and safeguards against it;
- Physical security of the documents and devices in possession;
- Browsing safely and not using or clicking on a suspicious link;
- Cyberattacks on the mobile devices and safeguards to adopt;
- Data Privacy;
- Password and personal information management; and
- Reporting a incident or concern of cybersecurity to the IT department of the Company.



A robust training plan has been developed by Learning and Development Team within Human Resource Department. Training was provided to all permanent employees at different intervals in group's basis. Further the training plan incorporates provision of appointing external trainers for specific departments within the Company.

The training plan aimed at:

- Increased productivity and performance
- Uniformity of work processes
- Improved knowledge of policies and goals
- Improved customer satisfaction
- Better workplace environment



BinDawood has launched Yallah Return, a game-changing recycling program in two of our Danube stores, Al Safa Branch and Nahda Branch.

With the introduction of this program, Customers can drop recyclables in our Yallah Return bins in any of these stores and earn points for shopping at any one of the above mentioned stores.

Recycling machines promote environmental awareness and encourage communities to participate in sustainable practices. They serve as tangible reminders of the importance of recycling and waste reduction efforts.

Recycling machines placed at Danube will help conserve natural resources by processing waste materials into reusable materials. This reduces the need for raw materials extraction, which can be destructive to the environment.

