

LOGISTICS SERVICES



In 2024, Logi solidified its position as the backbone of the Group ecosystem, as the Group's logistic arm, focusing on a transformative journey driven by innovation, operational excellence and sustainability. With the largest delivery fleet in the Kingdom, we continued to redefine logistics through strategic investments in technology, geographical expansion and enhanced customer-centric services.

About Logi

Launched in 2021, Logi is Jahez Group's wholly-owned logistics subsidiary, serving as a pivotal enabler for Saudi Arabia's thriving e-commerce and delivery industry. Positioned to become the market leader in urban Last-Mile Delivery, Logi operates a robust fleet of Saudi freelancers and permanent delivery partners, initially supporting Jahez Group companies and subsequently expanding into the broader e-commerce and parcels logistics sectors at highly competitive rates.

As a centralized logistics platform, Logi seamlessly integrates and streamlines the Group's operational needs, ensuring synergy across all functions. Our services bridge the gap between merchants and customers, offering 24/7 availability with key

differentiators such as rapid delivery times, multiple pickup options and comprehensive delivery tracking. These features cater to both food deliveries and business-to-business logistics, reinforcing our reputation for reliability and innovation.

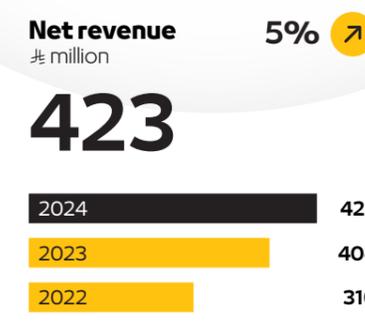
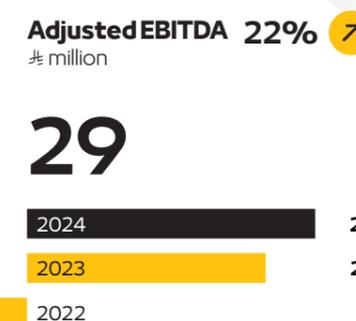
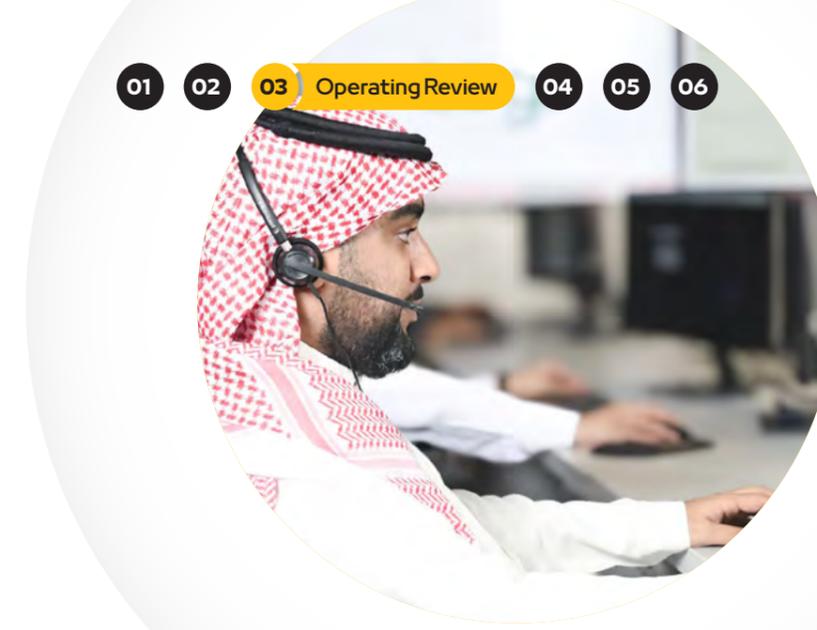
Logi's operational model is defined by low costs, scalability and a steadfast commitment to quality. Revenue streams include delivery fees, pre-paid distance-based pricing for e-commerce merchants and subscription plans with flexible annual or monthly options. Additionally, Logi generates revenue through branding, package delivery and manpower rental services, underscoring our role as a versatile and essential player in the logistics landscape.

Our strategic initiatives have been guided by clearly defined key performance indicators, enabling us to maintain our leadership in the rapidly growing market. By leveraging advanced tracking systems and data-driven route analyses, we have successfully optimized Last-Mile Delivery processes.

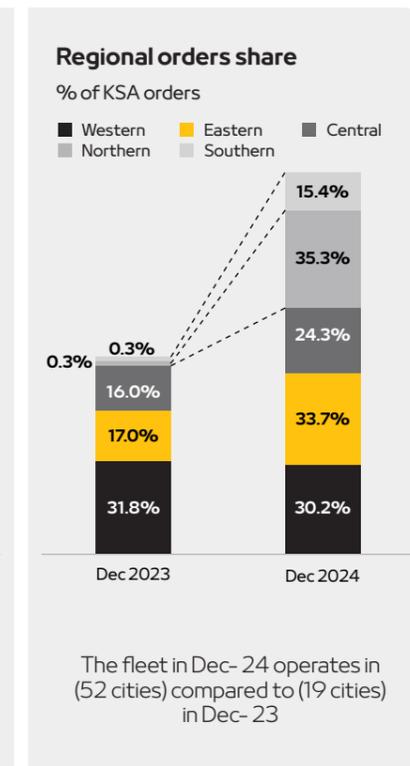
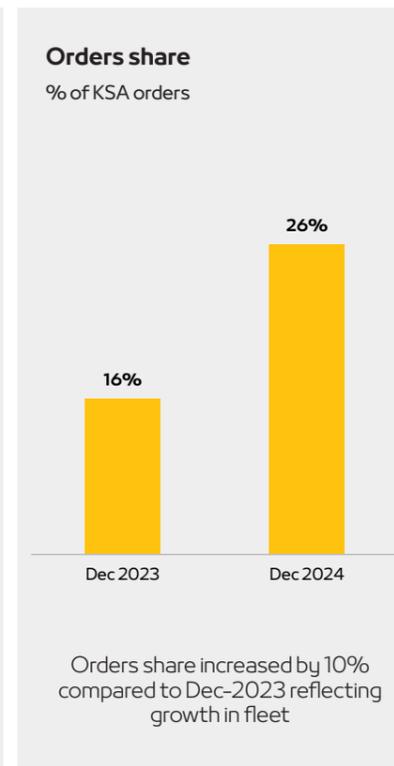
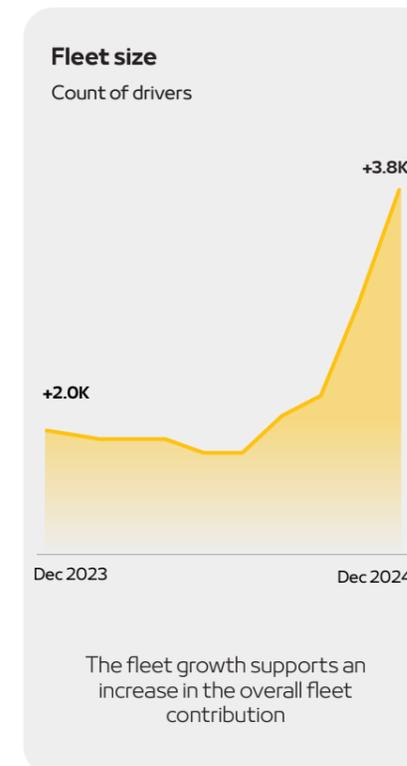
These improvements have reduced delivery times and operational costs while enhancing Logi's scalability, even during high-demand periods. As a result, we achieved a significant milestone delivering over 53,000 orders daily, surpassing market expectations and reinforcing our reputation for reliability and efficiency.

Financial performance

The Logistic Segment recorded an adjusted EBITDA of ₪ 29 million in 2024 compared to ₪ 23.8 million in 2023, despite the reduction of the internal pricing in line with the decline of the cost per order from the external logistics providers. Net losses increased to ₪ 7.8 million, up from ₪ 5.9 million in 2023, driven mainly by an aggressive Expected Credit Losses (ECL) provisions on Freelancers receivables. The fleet expanded to +3,800 delivery partners, positioning Jahez well within the regulatory framework.



Growing fleet and orders share



LOGISTICS SERVICES

LOGI continued

Expanding geographic footprint

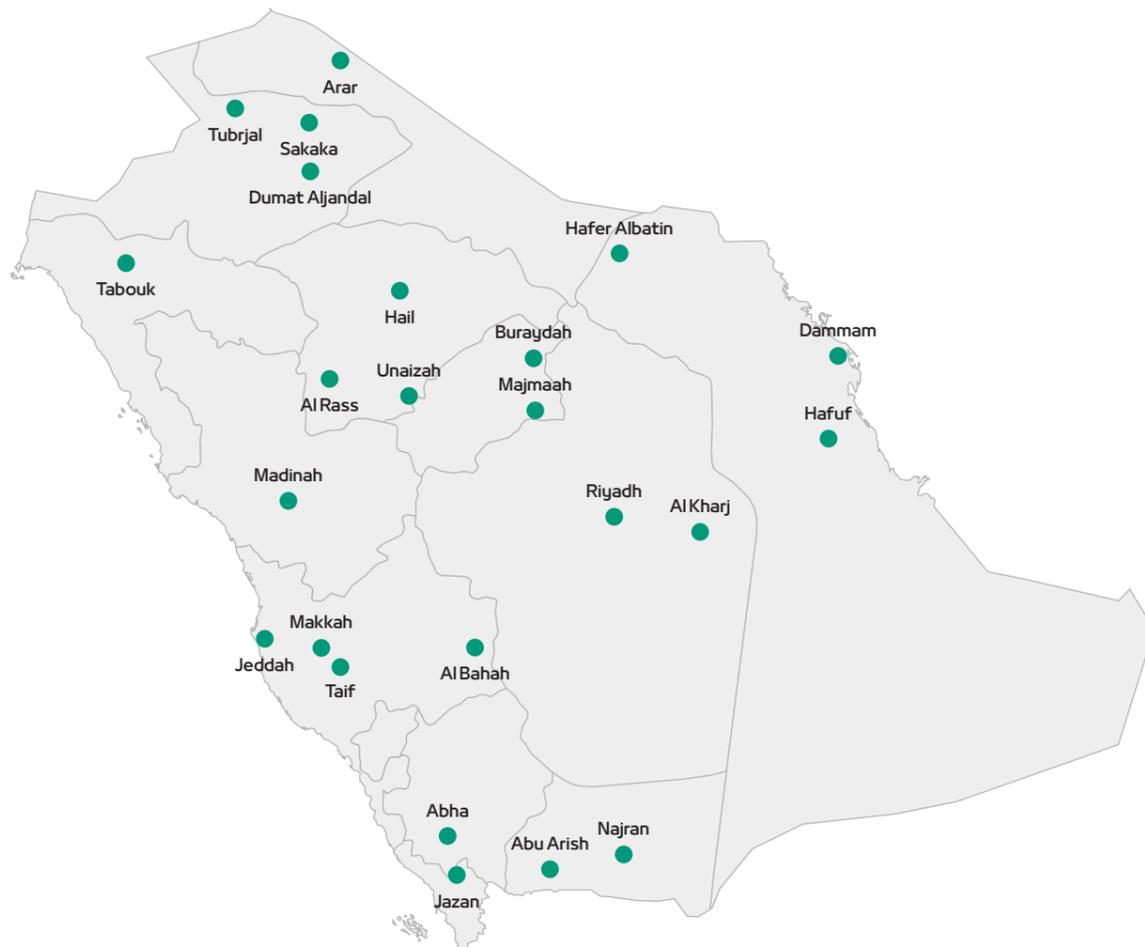
This year, Logi has undertaken significant geographic expansion, extending our operations to nearly all regions of Saudi Arabia. This growth positions us as a national leader in Last-Mile Delivery, enabling us to connect a growing network of merchants and customers. The expanded footprint underscores our commitment to supporting Saudi Arabia's vibrant e-commerce sector while meeting the logistical needs of businesses of all sizes.

As our network continues to grow, we remain focused on maintaining the highest standards of service quality and operational efficiency. The map of our current coverage reflects the breadth of our presence, highlighting our role as a pivotal enabler in the Kingdom's logistics and delivery ecosystem.

Complying with new regulations

Logi successfully navigated significant regulatory changes that required a shift from employing non-Saudi

freelance drivers to full-time drivers under local sponsorship (Kafala). This transition was particularly challenging given that freelancers previously constituted a big portion of the workforce in the industry. Through proactive planning, Logi began implementing these changes early in the year, gradually transitioning drivers across different regions. By the year's end, we expanded our fleet to 3,800 delivery partners, establishing Logi as the largest logistics fleet in Saudi Arabia.



Our alignment with regulatory requirements not only ensured compliance but also positioned Logi for long-term growth. By internalizing logistics operations, we reduced costs and increased efficiency, covering 42% of Jahez orders by the end of 2024 with plans to reach a majority in the near future. This strategic foresight has placed Logi at the forefront of the industry, enabling future expansion into non-food delivery services and partnerships with other aggregators while maintaining alignment with government policies and supporting Jahez's broader operational objectives.

Driving sustainability

Sustainability remains a core pillar of Jahez's long-term vision. In 2024, we advanced our commitment to environmental responsibility by integrating electric-solar vehicles into our fleet. These vehicles, which combine solar and electric power, represent a groundbreaking step in eco-friendly transportation, reducing our carbon footprint while maintaining operational efficiency. Our fleet now includes an increasing number of these innovative vehicles, showcasing our leadership in sustainable logistics solutions.

We have set ambitious targets for carbon emission reduction, and this year, we achieved a significant milestone by replacing several traditional vehicles in our fleet with electric-solar alternatives. This move reflects our ongoing dedication to driving positive environmental change while meeting the demands of our stakeholders.

Enhancing customer experience

Customer satisfaction remains at the heart of everything we do. In 2024, we introduced round-the-clock

customer support through social media platforms and a dedicated hotline, providing real-time assistance to both merchants and consumers. This initiative has enhanced our ability to respond quickly to inquiries, ensuring seamless communication and improved service reliability.

To further enhance the customer experience, we have streamlined our logistics and fulfilment processes. These improvements have reduced delivery times and minimized delays, reinforcing our commitment to providing a seamless, dependable service for businesses and consumers across the Kingdom.

Logi in 2025

In 2025, Logi will advance our leadership in Saudi Arabia's logistics sector by focusing on sustainability, innovation and expansion. We will enhance eco-friendly practices, including expanding our electric-solar fleet and optimizing operations to

reduce carbon emissions. Advanced technologies like AI and machine learning will refine Last-Mile Delivery, improve efficiency and set new industry standards.

Customer experience will be elevated with personalized services and enhanced support systems, while regional expansion and strategic partnerships will broaden our reach. Investments in workforce development will upskill employees, ensuring adaptability to a rapidly evolving industry.

Our digital transformation will continue with upgraded platforms such as Saned, improving analytics, fleet management, and real-time tracking. These initiatives will position Logi for sustained growth and reinforce our role as a pioneer in the logistics field.

