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# KSA DELIVERY PLATFORMS

Jahez’s KSA delivery platforms witnessed remarkable growth and transformation, driven by evolving consumer preferences, technological advancements and government support. As a leading player in this dynamic sector, Jahez significantly contributed to the industry’s momentum, achieving substantial expansion and success.

### About KSA delivery platforms

Jahez’s KSA delivery platforms are the core of the Group’s business, representing the Group’s largest source of revenue. The Group prides itself on the fact that its platforms meet the needs of millions of customers in the Kingdom, with a focus on the delivery of food and other goods through advanced digital platforms that connect end users with business partners through a growing network of delivery partners.

The surge in demand for convenient delivery services, fueled by increased smartphone adoption and internet connectivity, highlighted the shifting needs of consumers. Meanwhile, intensified competition encouraged innovation and service enhancements, offering consumers more choices and improved delivery experiences. Government initiatives promoting digital transformation and e-commerce further bolstered the industry’s growth trajectory.

Jahez played a pivotal role in shaping this evolving landscape by expanding operations into new cities, forging stronger partnerships with merchants, and introducing innovative features to elevate the user experience. Our unwavering commitment to quality, speed and customer satisfaction translated into notable increases in order volumes and revenue. Looking forward, we remain optimistic about the industry’s future and are dedicated to advancing our technology, broadening our services, and reinforcing our position as a market leader in the KSA delivery platform space.

By fostering public-private collaboration and empowering local businesses, Jahez actively supports the realization of Vision 2030’s ambitions across multiple dimensions.



### Financial performance

Jahez’s KSA Delivery Platforms delivered strong performance, with GMV rising 20.4% year-on-year to ₪ 5.8 billion and total order volume exceeding 90.9 million. Growth was driven by continued expansion into cities beyond Riyadh, which saw a 33.2% increase, strengthening Jahez’s position in a competitive market. Average order value (AOV) increased to ₪ 63.4, up from ₪ 60.8 in 2023. Adjusted EBITDA grew by 13% year-on-year to ₪ 291.5 million, representing 15.1% of net revenue, while net profit rose 11% to ₪ 288.8 million, a significant increase by 11% from ₪ 258.5 million in 2023.

### Jahez’s KSA delivery platforms:

#### Supporting the goals of Saudi Vision 2030

Jahez’s delivery platforms in Saudi Arabia are deeply aligned with the objectives of Vision 2030, contributing to the Kingdom’s transformative goals in technological innovation, sustainability, economic diversification and quality of life improvements. By fostering public-private collaboration and empowering local businesses, Jahez actively supports the realization of Vision 2030’s ambitions across multiple dimensions.

#### Technological innovation and smart cities

##### Pioneering digital transformation:

Jahez is a leader in integrating advanced technologies into its operations, including autonomous vehicles for food delivery. These innovations align with Vision 2030’s Digital Transformation pillar, aimed at modernizing infrastructure and promoting smart city solutions. Jahez’s participation in events like LEAP 2024 highlights its commitment to helping Saudi Arabia emerge as a global leader in digital technologies and urban modernization.

**Smart delivery systems:** Jahez began exploring autonomous delivery solutions in 2024, directly contributing to Vision 2030’s focus on AI, automation and smart transportation. By leveraging advanced technologies, Jahez supports efforts to enhance efficiency, reduce urban congestion and improve mobility, essential components of the Kingdom’s smart city vision.

#### Sustainability and environmental goals

**Eco-friendly fleet expansion:** Jahez’s rollout of electric vehicles (EVs) and solar-powered delivery systems will help significantly in reducing carbon emissions, supporting Vision 2030’s Environmental Sustainability goals. These initiatives align with the Kingdom’s commitment to promoting clean, renewable energy and reducing its carbon footprint.

**Green logistics solutions:** Through sustainable delivery practices, Jahez contributes to reducing air pollution and fostering eco-friendly business operations. These efforts complement Vision 2030’s aim to achieve sustainable urban development and prioritize environmental responsibility.

#### Economic diversification and job creation

**Driving private sector growth:** Jahez plays a vital role in diversifying Saudi Arabia’s economy by supporting the gig economy and private sector growth. Its expansion has created numerous job opportunities in technology, logistics and customer service, aligning with Vision 2030’s objective to reduce dependency on oil revenues and build a diversified economy.

**Empowering employment:** By growing its operations within Saudi Arabia and regional markets like Bahrain and Kuwait, Jahez has generated employment opportunities across various sectors. This directly supports Vision 2030’s goal to empower Saudi youth, foster entrepreneurship and create sustainable job opportunities.

#### Economic empowerment and entrepreneurship

**Supporting small businesses:** Jahez empowers local entrepreneurs and SMEs by enabling them to reach broader customer bases through its platform. This aligns with Vision 2030’s focus on fostering economic empowerment in the private sector and driving innovation among small businesses.

**Developing local talent:** Jahez invests in the development of Saudi talent, particularly in technology and logistics, ensuring that young Saudis are equipped to lead in emerging industries. These efforts support Vision 2030’s ambition to build a skilled workforce capable of thriving in a tech-driven future.

#### Improved quality of life

##### Convenient On-Demand Services:

Jahez enhances the quality of life for Saudi residents by providing on-demand access to essential services such as food, groceries, retail, pharmacies and sports products. This convenience aligns with Vision 2030’s goal to foster a high-quality lifestyle for citizens, reducing the time and effort required for daily tasks.

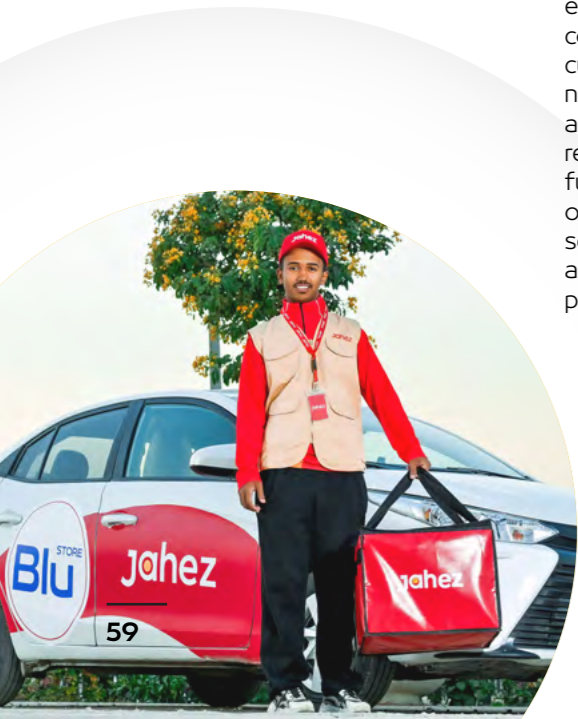
**Innovative Hajj solutions:** During the Hajj season, Jahez introduced robotic delivery systems to improve service efficiency at holy sites. By delivering food and medical supplies seamlessly, Jahez contributed to Vision 2030’s aim of enhancing Hajj services and ensuring a more tech-enabled, streamlined pilgrimage experience.

#### Enhanced public-private partnerships

##### Collaborating with government bodies:

Jahez works closely with the General Transport Authority and other government organizations to pilot advanced technologies and establish regulatory frameworks for autonomous and sustainable transportation. These partnerships embody Vision 2030’s emphasis on leveraging public-private collaboration to achieve the Kingdom’s economic and technological goals.

By aligning operations with Vision 2030’s pillars, Jahez demonstrates its commitment to supporting Saudi Arabia’s transformation into a diversified, sustainable and innovation-driven economy. Through strategic initiatives and collaborative efforts, Jahez continues to contribute meaningfully to the Kingdom’s ambitious vision for the future.



KSA DELIVERY PLATFORMS



JAHEZ KSA



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This year saw Jahez KSA reinforce its position as a leader in Saudi Arabia's delivery platform industry, driving innovation and setting new standards in customer experience, operational efficiency and sustainability.

About Jahez KSA

Founded in 2016, Jahez is a leading online food delivery platform in Saudi Arabia, connecting customers with a wide variety of local and international merchants through its user-friendly app. The platform allows users to browse menus, place orders and track deliveries in real-time. Known for its fast and reliable service, Jahez has become a leader in the food delivery market in the Kingdom and continues to expand its presence to reach more customers with a greater range of offerings and innovative platforms.

Amidst a rapidly growing demand for food delivery and e-commerce solutions, Jahez consistently focused on leveraging advanced technologies and strategic partnerships to deliver exceptional value to its customers.

Through initiatives that blended convenience with cutting-edge technology, Jahez not only strengthened its market presence but also aligned closely with Saudi Vision 2030's goals of fostering innovation and economic diversification.

Central to Jahez's success was its ability to adapt to evolving consumer needs, introducing personalized services powered by AI and expanding its offerings beyond food delivery to encompass grocery and retail delivery and express courier solutions.

By integrating sustainability into its operations, such as launching eco-friendly vehicles and piloting sustainable packaging, Jahez demonstrated its commitment to reducing environmental impact while enhancing efficiency.

These efforts, combined with a relentless focus on customer satisfaction and strategic growth, positioned Jahez as a transformative force in Saudi Arabia's logistics and delivery landscape.

Innovative launches and solutions

Jahez KSA demonstrated its commitment to innovation, sustainability and customer-centric solutions in 2024, through a series of transformative initiatives that created value for the business.

Autonomous delivery in ROSHN Sedra

Jahez made a significant leap in its innovation journey by introducing self-driving vehicles within the ROSHN Sedra corridors. This cutting-edge technology represents a milestone in Jahez's commitment to smart logistics and autonomous solutions, enabling efficient order delivery while aligning with the vision of developing sustainable and tech-driven urban environments. The integration of autonomous vehicles into the ROSHN Sedra development reflects Jahez's drive to revolutionize urban mobility and enhance service delivery in smart cities.

Through the deployment of self-driving vehicles, Jahez is transforming the food delivery experience while also contributing to the broader advancement of sustainable urban logistics. This initiative showcases our dedication to innovation, with a focus on improving customer satisfaction and operational efficiency.

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Shaping the future of food delivery technology

The 2024 LEAP Conference, a premier event in technology and innovation, marked a significant moment for Jahez as the Company joined as a strategic partner. As the leading food delivery platform in Saudi Arabia and the Gulf region, we showcased our commitment to driving the future of food delivery through cutting-edge technology, reinforcing Jahez's position as a leader in logistics innovation.

At LEAP 2024, Jahez's booth captured attention with its innovative design and diverse interactive activities, offering attendees a glimpse into our advanced technologies and vision for the future. A standout moment was the launch of ten autonomous vehicles for food delivery, unveiled under the patronage of HH Prince Mishal Bin Sultan Bin Abdulaziz Al Saud, Chairman of Jahez Group, and the presence of the Minister of Transport and Logistics Services, Eng. Saleh Bin Nasser Al Jasser.

These autonomous vehicles, part of an experimental regulatory program led by the General Transport Authority, represent Jahez's dedication to exploring modern transportation models to shape the future of logistics in Saudi Arabia. With capabilities such as a 12-hour battery life, GPS-based precision and a cargo capacity of 19 liters, these vehicles are optimized for urban delivery, blending efficiency with sustainability.

In addition to the launch, we highlighted our latest technological innovations, emphasizing advancements in smart logistics, artificial intelligence and environmentally responsible solutions. These innovations are designed to streamline restaurant operations, improve delivery efficiency and enhance customer experiences, all while reducing environmental impact.



KSA DELIVERY PLATFORMS

JAHEZ KSA continued

Our successful participation at LEAP 2024 underscored Jahez’s leadership in food delivery technology, combining artificial intelligence, smart mobility and sustainability to revolutionize the sector. This milestone reinforced Jahez’s role in shaping the future of smart cities and urban mobility, transforming food delivery into a seamless, efficient and innovative experience that meets the evolving needs of modern consumers.

Delivering innovation to Hajj pilgrims

Jahez introduced a groundbreaking delivery solution for pilgrims during Hajj, leveraging advanced technology to enhance the pilgrimage experience within the holy sites. Using robots and environmentally friendly vehicles, this service was designed to streamline logistics, reduce effort and alleviate congestion. Under the direct supervision of the General Transport Authority, Jahez’s innovative approach ensures pilgrims receive food, medical supplies and other essentials quickly and efficiently, all while promoting sustainability and reducing environmental impact.

This solution integrates artificial intelligence to optimize service delivery, reducing queues and minimizing waiting times while offering a wide variety of food options and essential supplies. The use of eco-friendly vehicles and robots underscores our commitment to environmentally responsible practices. By combining technology and sustainability, Jahez has set a new standard in Hajj logistics, delivering a smarter, more seamless experience for pilgrims and supporting the Kingdom’s vision for a tech-enabled and efficient pilgrimage.

Electrifying our delivery fleet

Jahez took a groundbreaking step toward sustainability with the introduction of its "Ebayya" electric vehicle fleet, a transformative initiative designed to revolutionize delivery operations. This move reflects Jahez’s broader commitment to environmental responsibility and aligns with Saudi Arabia’s national transport strategy to reduce carbon emissions and promote clean energy. The Ebayya fleet represents a sustainable solution tailored specifically for Jahez, featuring advanced technology such as solar-powered batteries with zero carbon emissions, making it an ideal choice for Last-Mile Delivery.

The first batch of 30 vehicles boasts impressive capabilities, including a range of 200 kilometers on a single charge and a battery capacity that supports up to 18 hours of operation. These compact, energy-efficient vehicles are environmentally friendly and highly innovative, offering a potential alternative to motorbikes for urban logistics. Their design and functionality position Ebayya as a leader in sustainable urban delivery solutions, contributing to improved air quality and quality of life in cities.

This initiative underscores Jahez’s long-term vision for eco-friendly operations. By reducing carbon emissions, advancing clean energy solutions and enhancing the efficiency of our transportation systems, we are setting new standards for sustainability in the logistics and food delivery sector. The launch of the Ebayya fleet highlights Jahez’s role as a pioneer in integrating innovative, environmentally conscious technologies into its operations, ensuring both efficiency and a superior delivery experience for its customers, as well as contributing global efforts toward a greener future.

Empowering entrepreneurs with the Social Development Bank

Jahez formed a strategic partnership with the Social Development Bank to support entrepreneurs and startups in the logistics sector. This collaboration established a financial portfolio valued at ₪ 30 million, designed to provide funding for emerging businesses, job seekers and entrepreneurs. The initiative reflects our commitment to fostering local business growth and aligns seamlessly with Saudi Vision 2030’s goals of economic diversification and sustainability in the logistics sector.

Enhancing payment flexibility with Tamara

Jahez further elevated customer experience in 2024 by integrating Tamara, a leading Buy Now, Pay Later (BNPL) service, into our app. This innovative payment option allows customers to split their food delivery payments into manageable installments, providing greater convenience and accessibility. The incorporation of Tamara underscores our focus on delivering customer-centric solutions and reinforces Jahez’s position as a top choice for food delivery in Saudi Arabia, catering to the evolving needs of its users with greater flexibility and ease.

Enhancing customer experience and service

Jahez played a pivotal role in shaping Saudi Arabia’s delivery platform landscape, driving growth and innovation in a rapidly expanding food delivery and e-commerce market. We focused on several strategic initiatives designed to enhance the customer experience and elevate our services, solidifying our position as a market leader.

A major highlight was our investment in AI-driven personalization to offer tailored recommendations and promotions based on customer preferences, order history and seasonal trends. This improved service relevance and made discovering new restaurants and dishes more seamless. Additionally, we introduced localized delivery hubs and smarter routing algorithms to achieve faster delivery times in high-demand cities like Riyadh and Jeddah, ensuring efficiency without compromising quality.

Diversification was another key focus, as we expanded our offerings beyond food delivery to include grocery and retail delivery and express courier services, establishing Jahez as a comprehensive delivery platform. We also prioritized the delivery experience by providing enhanced driver support and training, equipping our drivers with better tools, performance incentives and communication channels to improve interactions with customers.

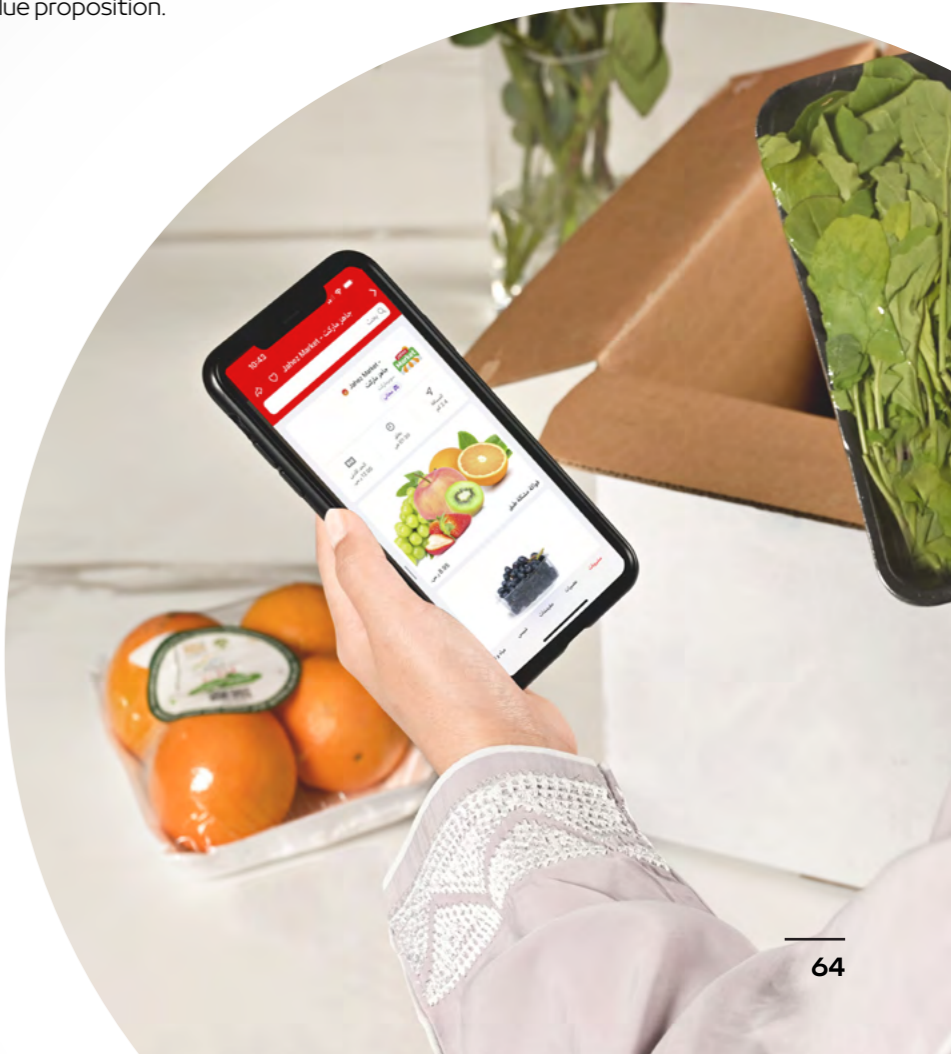
We launched a number of successful campaigns during the year to engage and grow our subscriber base, including two years Prime subscription offer on many occasions, cashback offers with the largest banks and order from Blu or PIK and get free Prime subscription offer.

To address growing environmental concerns, we launched sustainability initiatives such as piloting electric bikes, eco-friendly delivery vehicles and sustainable packaging solutions, reinforcing our commitment to reducing our environmental footprint. Furthermore, we deepened customer feedback integration by offering direct communication channels and real-time tracking features, improving issue resolution and creating a more transparent, customer-centric platform.

Jahez KSA in 2025

In the year ahead, our strategic focus in Saudi Arabia is centered on strengthening our leadership in digital commerce and logistics. We are committed to driving operational excellence and enhancing the customer experience by leveraging our integrated ecosystem of delivery platforms and last-mile logistics solutions. As we expand our presence across underserved regions, we aim to capitalize on advanced technologies such as AI and automation to streamline operations and maintain our competitive edge. Integration across our platforms and subsidiaries remains a priority, allowing us to unlock synergies that further elevate our efficiency and value proposition.

Aligned with Vision 2030, we are dedicated to fostering entrepreneurship and empowering local businesses while advancing Saudization and creating opportunities for a highly skilled workforce. By investing in data-driven innovations and sustainable practices, we plan to balance growth with profitability and remain agile in the face of regulatory advancements and market dynamics. Our clear focus on delivering long-term value ensures that we are well-positioned to maintain our role as a market leader in Saudi Arabia’s thriving digital economy.



KSA DELIVERY PLATFORMS



PIK



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In 2024, PIK reached major milestones by expanding its operations to new cities across Saudi Arabia, significantly strengthening its market presence and customer reach. This strategic growth was driven by seamless collaboration within Jahez Group, particularly with Co, which provided access to a robust network of fully equipped dark stores and comprehensive logistics solutions. By leveraging Co’s advanced infrastructure, PIK efficiently scaled its services, offering customers an expanded product range with faster and more reliable delivery.

About PIK

Launched in 2021, PIK is a Quick Commerce platform under Jahez Group that connects customers with local merchants to deliver a diverse range of products – such as clothing, cosmetics, footwear and electronics – typically within one to two hours. By empowering local merchants to reach a broader customer base without incurring additional costs, PIK strengthens the local market while fostering economic growth. With features like searchable product categories, seamless e-payment options and dedicated customer support, PIK caters to the growing demand for fast and convenient shopping experiences in Saudi Arabia.

PIK strategically expanded its footprint across Saudi Arabia this year. Initially operating in Riyadh, PIK successfully extended its services to key cities, including Jeddah, Dammam, Hail, Qassim and Al Kharj. This expansion strengthened PIK’s market presence and enabled local merchants in single-city markets to broaden their reach without additional costs, fostering business growth.

This initiative aligns seamlessly with Jahez Group’s vision to enhance service accessibility and capitalize on the growing demand for Quick Commerce solutions in the Kingdom. By reaching a larger customer base and empowering local merchants, PIK continues to play a pivotal role in driving innovation and convenience in Saudi Arabia’s evolving commerce landscape.

Strategic focus for 2024

PIK focused on solidifying its position by pursuing three core goals: expanding its merchant network, optimizing delivery efficiency and enhancing customer satisfaction. These objectives were central to its strategy of providing seamless and reliable Quick Commerce solutions to meet the evolving needs of consumers and businesses across the Kingdom.

By forging strategic partnerships with major retailers and actively collaborating with large-scale businesses, PIK worked to bridge the gap between merchants and their customers. This approach enabled merchants to grow while empowering local commerce and redefining convenience for consumers. PIK’s efforts reflected its mission to transform the Quick Commerce landscape in Saudi Arabia while driving innovation and operational excellence.

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Launching new offerings

Throughout the year, PIK took bold steps to enhance its Quick Commerce offerings, making significant advancements in accessibility, customer engagement and operational efficiency, and set a solid foundation for future growth.

One of the year’s major highlights was the launch of the PIK.sa website, which brought Quick Commerce to the open web. This initiative expanded PIK’s accessibility by providing customers with a full checkout experience directly through the website, enabling seamless shopping for those who prefer web-based platforms over mobile apps. By extending its presence beyond the app, PIK solidified its position as a customer-centric platform, catering to a broader audience and improving convenience.

To further drive growth and customer loyalty, PIK implemented advanced marketing technologies and performance-based strategies designed to attract, engage and retain its user base. Through cutting-edge tools, PIK personalized its marketing efforts, driving automation and tailoring experiences to individual customer preferences. These efforts strengthened customer engagement and solidified PIK’s reputation for delivering value at every touchpoint.

Operational excellence was another area of focus in 2024. PIK formed strategic partnerships with leading logistics and technology providers to optimize delivery processes and improve overall efficiency. These collaborations enabled PIK to streamline operations, enhance customer convenience and strengthen its service delivery, ensuring orders reached customers faster and more reliably.



KSA DELIVERY PLATFORMS

PIK continued

Additionally, PIK introduced detailed order invoice summaries, enhancing transparency in transactions and fostering greater trust among its users. Improved order management features, including advanced tracking and the ability to cancel orders before store acceptance, offered customers greater control over their shopping experience and ensured smoother interactions.

Enhancing customer experience

PIK focused on elevating operational efficiency and delivering an enhanced customer experience during 2024, with a range of targeted improvements across its platform. Efforts to streamline delivery times, expand the product catalog and refine the user interface created a smoother and more intuitive shopping journey for customers. By integrating additional payment options and upgrading order tracking capabilities, PIK achieved higher

customer satisfaction, ensuring a more seamless and reliable user experience.

Strategic collaborations with prominent retail players in Saudi Arabia played a pivotal role in enriching PIK's product offering. These partnerships introduced a variety of new brands to the platform, catering to the diverse and evolving needs of consumers across the Kingdom. Through these initiatives, PIK demonstrated its dedication to innovation, operational excellence and its commitment to shaping the Quick Commerce industry in Saudi Arabia.

PIK in 2025

In the coming year, PIK is poised to execute a series of strategic initiatives designed to enhance its offerings, increase user engagement and solidify its leadership in the Quick Commerce industry.

A key focus will be the introduction of a Gifting as a Service feature, enabling customers to effortlessly select, personalize and send gifts across Saudi Arabia. With curated gift categories, customizable options and fast delivery, this feature will cater to a wide range of gifting needs, from everyday gestures to special occasions. By integrating gifting into its Quick Commerce platform, PIK aims to create an intuitive and delightful shopping experience that strengthens customer loyalty.

In addition to these flagship initiatives, PIK will strengthen its collaborations with local and large-scale businesses to diversify its product range and meet evolving consumer demands. The platform will also invest in technological advancements, leveraging AI and data analytics to drive personalization, improve delivery efficiency and enhance customer support.

By prioritizing these forward-thinking initiatives, PIK aims to redefine the Quick Commerce landscape in Saudi Arabia, delivering innovative, customer-centric solutions that enrich the shopping journey and sets new standards for the industry.



KSA DELIVERY PLATFORMS

BLU STORE

BLU



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In 2024, Blu achieved stable profitability and laid the groundwork for sustainable growth, showcasing the strength and resilience of its business model in an increasingly competitive market.

About Blu

Blu is a dynamic platform offering a wide range of sports merchandise, ticketing solutions and exclusive membership options. Through strategic partnerships with global and local sports brands, including Al Hilal Saudi Club, Blu ensures fast worldwide delivery and a seamless shopping experience. With its diverse product selection, seamless ticket purchasing and innovative features like an Augmented Reality (AR) museum tour, Blu enhances the sports fan experience, connecting consumers to the world of sports in unique and engaging ways.

Blu set ambitious targets aimed at enhancing customer access to its extensive range of products, launching impactful sports campaigns, particularly for Al Hilal and other prominent merchandise, and driving sales growth across diversified retail channels. These were closely monitored to ensure they aligned with Blu's overarching goal of delivering an exceptional customer experience while driving revenue growth.

As part of its growth strategy, Blu significantly expanded its market footprint, evolving from a Saudi-centric focus in 2023 to establishing a broader global presence in 2024. This expansion was made possible through key enhancements to its website, offering a seamless and user-friendly experience, and the optimization of fulfillment operations centered in Riyadh.

With a user base exceeding two million and over 170 countries download, Blu was honored as the No. 1 Saudi sports app in Saudi Arabia by the CTS Authority. This recognition underscores Blu's market leadership, exceptional customer engagement

and strong brand loyalty, solidifying its position as a key player in the sports commerce industry.

Driving innovation and new launches

Blu introduced a range of innovative solutions during the year, designed to elevate customer engagement and streamline services. These included enhanced safety ticket protocols, a second-hand market initiative and the launch of the Blu store website, which provided seamless access to membership benefits, ticketing solutions and immersive museum tours. These developments demonstrated Blu's commitment to innovation and customer-centricity.

The customer experience was further enriched through features such as immersive museum tours, simplified and secure ticket purchasing processes and access to high-quality merchandise, including exclusive products. These enhancements solidified Blu's position as a leader in the sports commerce space, fostering deeper connections with its customers and delivering unparalleled value.

As part of its growth strategy, Blu significantly expanded its market footprint, evolving from a Saudi-centric focus in 2023 to establishing a broader global presence in 2024.



**Blu in 2025**

In the year ahead, Blu plans to expand its global footprint by strengthening partnerships with leading sports brands and elevating Al Hilal's visibility on both domestic and international stages. The platform will introduce innovative features that go beyond traditional ticketing, enhancing the overall customer experience. Key developments include the integration of cutting-edge digital solutions, positioning Blu as a pioneer in delivering modern, tech-driven solutions to sports enthusiasts worldwide.



# NON-KSA DELIVERY PLATFORMS

In 2024, Jahez Group’s non-KSA delivery platforms in Bahrain and Kuwait exemplified our commitment to empowering businesses and enhancing lifestyle across the region. These platforms played a pivotal role in driving the Group’s growth while delivering innovative solutions to meet evolving customer needs.

About non-KSA delivery platforms

Jahez’s non-KSA delivery platforms, encompassing operations in Bahrain and Kuwait, represent a vital component of the Group’s regional expansion strategy. These platforms have been designed to deliver seamless, On-Demand Services that cater to diverse consumer needs while fostering strong partnerships with merchants and delivery partners.

By expanding geographic reach, diversifying service offerings and leveraging technology to improve operational efficiency, both Jahez Bahrain and Jahez Kuwait achieved remarkable milestones that aligned with our vision of creating value for businesses and customers alike.

Through strategic initiatives like the introduction of subscription services, enhanced customer care, and impactful collaborations, we have solidified our presence in these markets while reinforcing our reputation for excellence and innovation.

Non-KSA platforms achieved a significant increase in GMV to

700 million



Financial performance

Non-KSA platforms achieved a significant increase in GMV to 700 million in 2024 compared to 242 million in 2023, and total orders reaching 14.1 million orders, 2.6x compared to 5.4 million orders in 2023. AOV saw a substantial 11% year-on-year increase, reaching 49.7 per order compared to 44.9 per order in 2023, driven by an

optimized mix of merchants and regional demand in Kuwait and Bahrain. Net losses narrowed to 59.4 million in 2024, mainly due to higher volumes from full-scale Kuwait operations in 2024 compared to partial operations in 2023. This was coupled with a material enhancement in unit economics, including enhanced revenue per order and cost optimization.

NON-KSA DELIVERY PLATFORMS



JAHEZ BAHRAIN



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In 2024, Jahez Bahrain achieved remarkable milestones, highlighted by delivering positive profit per order and achieving substantial growth in market share. From the outset, we proudly served the entire Bahraini market, ensuring comprehensive coverage. Our partnerships with local and international brands grew significantly, resulting in a 46.1% increase in the number of merchants available on our platform and a 49.5% expansion in the number of branches served across the island.

About Jahez Bahrain

After its successful start in May 2022, Jahez Bahrain is recognized as a leading food delivery platform in the country, renowned for exceptional customer service and a diverse selection of local and international restaurants. Catering to the growing demand for convenient and reliable food delivery, Jahez provides a seamless experience that allows customers to browse menus, place orders and track deliveries in real time.

With the affordable Prime subscription, users enjoy free delivery, making it an appealing choice for frequent diners seeking value and convenience. Jahez Bahrain is also celebrated for its dynamic and innovative marketing campaigns, which not only enhance customer engagement but also solidify our position as a trusted and influential brand in the region.

A standout achievement was our highly successful cashback campaign in May and June, which led to the highest number of orders delivered in a single month. During the campaign, new customer onboarding surged by an impressive 31.1% compared to typical trends, coupled with elevated levels of customer engagement. These exceptional results enabled Jahez to sustain strong momentum during 2024.

We also launched our NCR stream, gaining traction as our order volumes continued to rise. This initiative marks an important step in diversifying our revenue streams and strengthening our financial performance.

Our strategic focus during the year was guided by four main objectives, and we delivered significant progress across all key performance indicators. These objectives included improving the economy per order to achieve positive profitability, initiating NCR streams, increasing delivery revenue and enhancing the take rate starting in Q3. Through effective execution

and a deep understanding of market dynamics, we achieved notable advancements in each of these areas, reinforcing our position as a leader in Bahrain's food delivery market.

Fostering impactful collaborations

This year, we were honored to receive recognition from esteemed organizations, including government ministries such as the Ministry of Interior and the Ministry of Social Affairs. These acknowledgments reflect our commitment to building meaningful partnerships and making positive contributions to the community through various initiatives.

Such recognition underscores our dedication to excellence and highlights our role in enhancing the local food delivery landscape. These partnerships reaffirm our mission to deliver value not only to our customers but also to the broader community we proudly serve.

A standout achievement was our highly successful cashback campaign in May and June, which led to the highest number of orders delivered in a single month.



Launching new services

In late 2023, Jahez Bahrain introduced the Prime subscription service, with a clear focus on driving customer engagement and retention throughout 2024. This innovative initiative offers customers the benefit of free delivery on their orders, providing a cost-effective solution for frequent users. By eliminating delivery fees, we aim to encourage repeat purchases and foster long-term customer loyalty, making the subscription a cornerstone of our retention strategy.

The Prime subscription also elevates the customer experience by including exclusive promotions and cashback offers, delivering added value to our users. This approach simplifies the ordering process, allowing customers to place orders seamlessly without concerns about additional delivery costs. Throughout 2024, we prioritized Prime as a key driver of engagement, transforming occasional users into regular patrons and increasing order frequency. By incentivizing customers to take full advantage of these benefits, we have strengthened the usability of our app and deepened our relationships with our growing customer base.



NON-KSA DELIVERY PLATFORMS

JAHEZ BAHRAIN continued

Enhancing customer experience

At Jahez Bahrain, enhancing customer experience has been a key focus throughout the year, driven by several impactful initiatives. The launch of our Prime subscription service provided customers with free delivery, offering a cost-effective solution that encouraged repeat orders and significantly boosted overall satisfaction. This service has transformed how our customers interact with the platform, making ordering more seamless and rewarding.

We also expanded our restaurant partnerships, adding a wide array of local and international brands to our platform. This growth catered to diverse customer preferences, enhancing choice and positioning Jahez Bahrain as a go-to platform for a broad range of dining options. Complementing this expansion, our innovative marketing campaigns,

including special promotions and cashback offers, provided additional value and incentivized ordering, fostering stronger customer loyalty.

Operational efficiency remained a cornerstone of the customer experience, as evidenced by our consistent average delivery time of 38 minutes. This reliability in delivery speed reinforced trust and ensured a smooth user experience. Additionally, investments in customer support further enhanced satisfaction by improving issue resolution and fostering stronger connections with our users. Collectively, these efforts have solidified our reputation as a customer-centric leader in Bahrain's food delivery market.

Jahez Bahrain in 2025

In the year ahead, Jahez Bahrain will focus on several key initiatives to strengthen our market position and further enhance the customer experience. We plan to drive down our cost per order (CPO) by implementing more cost-effective practices in logistics and operational management. By streamlining

processes while maintaining our high-quality service standards, we aim to improve profitability and deliver greater value to our customers.

We will also prioritize NCR by diversifying our revenue streams. This includes developing advertisement partnerships, expanding subscription models, and introducing premium services, reducing reliance on commissions from restaurants and creating more sustainable profitability. Additionally, we plan to broaden our service offerings by venturing into other verticals such as grocery delivery and specialized stores, ensuring we meet the evolving needs of our customers.

Marketing initiatives will take center stage, with targeted campaigns designed to strengthen brand awareness and attract new customers. By leveraging digital platforms, we will expand our reach and engage a broader audience. Operational efficiency will remain a core focus, as we continually analyze and optimize our delivery processes to maintain high service levels. This will include achieving faster delivery times and ensuring greater accuracy in order fulfillment, further solidifying our reputation for reliability and excellence in Bahrain's food delivery market.



NON-KSA DELIVERY PLATFORMS



JAHEZ KUWAIT



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In 2024, Jahez Kuwait solidified its position as a key player in the market, delivering a strong financial performance while maintaining solid growth momentum. During a challenging summer period, we strategically utilized this period to improve delivery rates, boost the effectiveness of in-app marketing, and optimize our commission revenue streams.

About Jahez Kuwait

Launched in January 2023, Jahez Kuwait has quickly established itself in a highly competitive market, focusing on gaining significant market share. With over 2,700 vendors onboard and 24/7 customer support, Jahez is becoming Kuwait’s go-to platform thanks to its simplicity and innovative technology.

By introducing new revenue sources through targeted sales efforts, we ensured that these changes not only preserved service quality but also strengthened it. Our efforts culminated in a major milestone: achieving a positive gross profit by September, just 20 months after launching operations in Kuwait.

We set ambitious targets for the year, including a notable increase in market share, and worked with determination to achieve them. We focused on improving logistics and successfully enhanced our operational efficiency, which played a pivotal role in meeting our growth objectives. Despite navigating ongoing changes to delivery regulations, we maintained strong relationships with government entities, enabling us to significantly reduce costs and adapt to the evolving landscape.

These experiences reinforce our commitment to continuous improvement and strategic collaboration to overcome challenges and sustain our momentum.

Broadening our reach

We successfully extended our geographic reach to cover the entire country, including a significant expansion into Al Mutlaa, a growing residential area 20 kilometers outside of Kuwait City. This region, previously underserved, is now one of our top five performing areas, thanks to its rising population and our strategic focus on addressing their needs. By catering to this burgeoning community, we have reinforced our presence in both established and emerging markets.

We also launched our delivery subscription service, Prime, as a key component of our retention strategy. Prime has not only increased customer frequency but also strengthened loyalty in a competitive landscape where users often switch platforms based on value. Currently, over 40% of our registered restaurants participate in Prime, with plans to further expand its scope. This initiative has been instrumental in keeping customers engaged and ensuring they choose Jahez despite aggressive market competition, highlighting our ability to adapt to customer behavior and deliver consistent value.

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Over  
**40%**  
of our registered  
restaurants participate in  
Prime



Driving customer experience through innovation

We prioritized enhancing customer experience throughout the year, with a strong focus on improving our Customer Care operations. By streamlining processes, we achieved a notable increase in customer satisfaction. Key improvements included reducing response times, refining our compensation policy to address concerns more effectively, and optimizing logistics processes for greater efficiency. These initiatives have strengthened our service delivery, deepened customer trust, and fostered lasting loyalty among our users.

We also introduced several innovative features aimed at elevating the user experience and driving operational efficiency. One of the highlights was the launch of a subscription-based service tailored for frequent users, offering unparalleled value and convenience. Additionally, we upgraded our app interface to provide a more seamless and engaging experience. These advancements reflect our unwavering commitment to meeting the evolving needs of our customers and reinforcing Jahez Kuwait’s position as a leader in the market.

Jahez Kuwait in 2025

Looking forward, we will fuel our growth trajectory by diversifying our service offerings with the launch of non-food verticals, including groceries, electronics, flowers, cosmetics, and more. This expansion reflects our commitment to meeting the evolving needs of our customers and solidifying our position as a comprehensive platform for everyday convenience. We also plan to strengthen our portfolio by signing partnerships with popular brands that typically operate exclusively on single platforms, enhancing our value proposition and appeal to a broader audience.

To complement these initiatives, we will roll out significant improvements to the design and functionality of our application. The refreshed look and enhanced user experience will be tailored to resonate with our Kuwaiti users, ensuring greater comfort and engagement. On the financial front, our key objective is to achieve positive EBITDA while continuing to grow our market share. These efforts are designed to sustain our momentum and secure long-term success in an increasingly competitive market.



# 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.

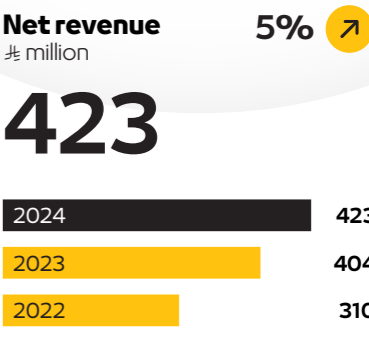
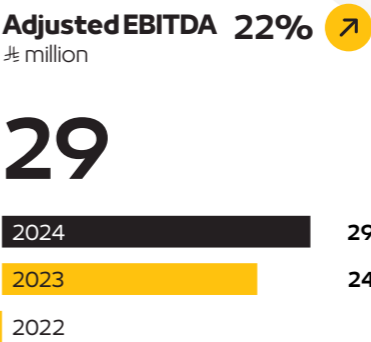
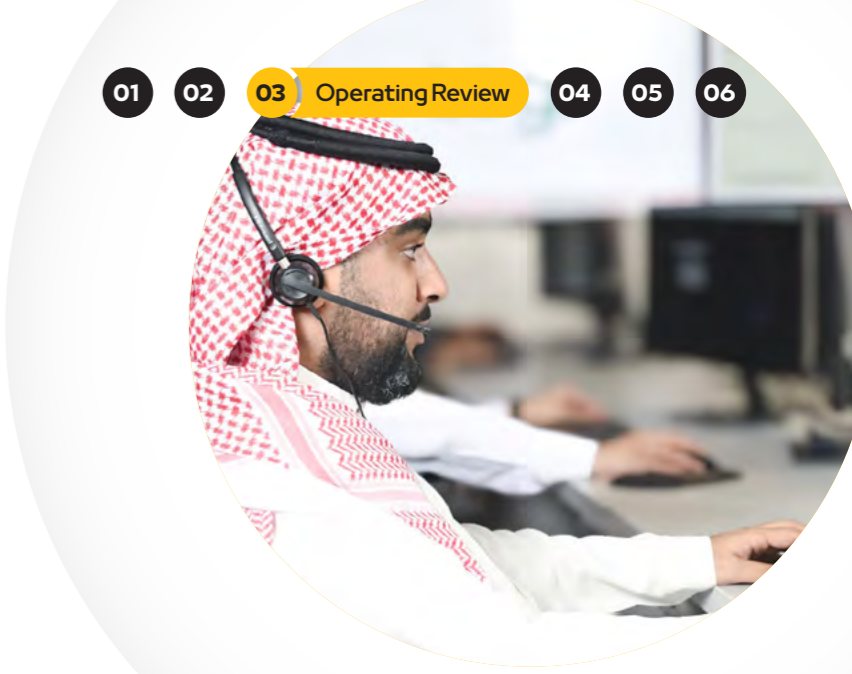
Logi’s operational model is defined by low costs, scalability and a steadfast commitment to quality. Revenue streams include delivery fees, pre-paid distance-based pricing for e-commerce merchants and subscription plans with flexible annual or monthly options. Additionally, Logi generates revenue through 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.

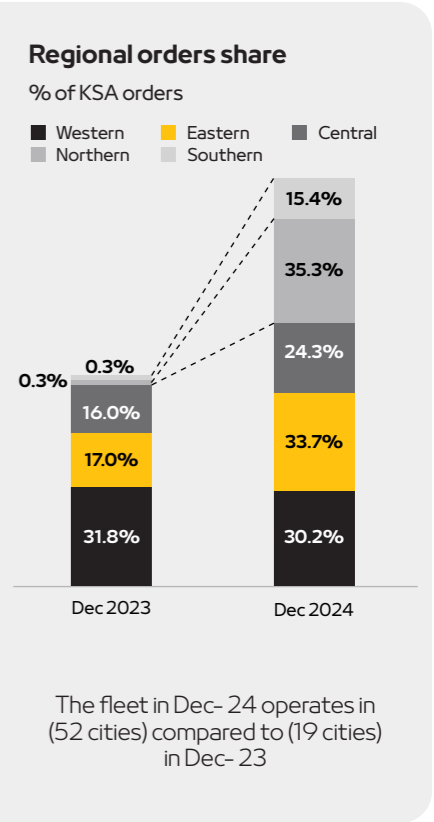
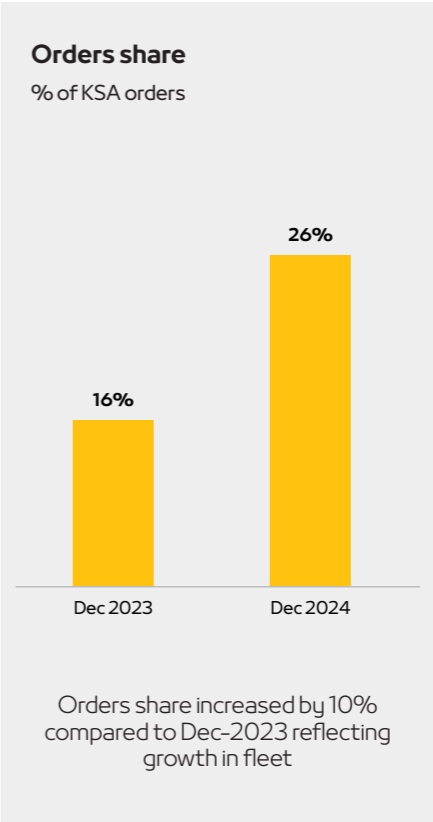
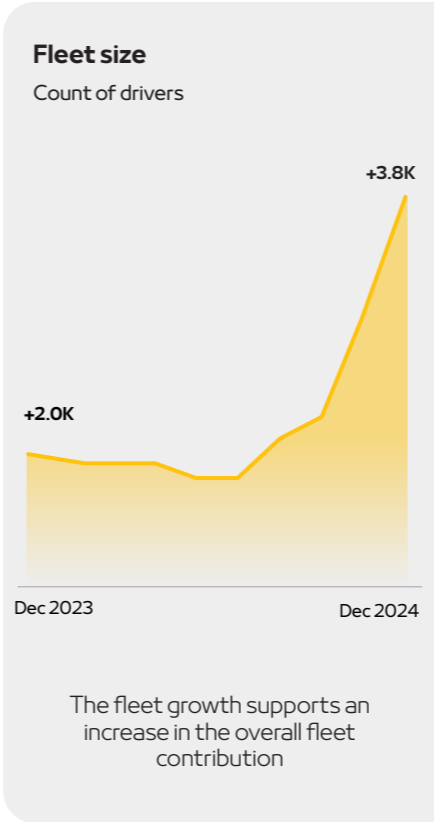
These improvements have reduced delivery times and operational costs while enhancing Logi’s scalability, even during high-demand periods. As a result, we achieved a significant milestone delivering over 53,000 orders daily, surpassing market expectations and reinforcing our reputation for reliability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

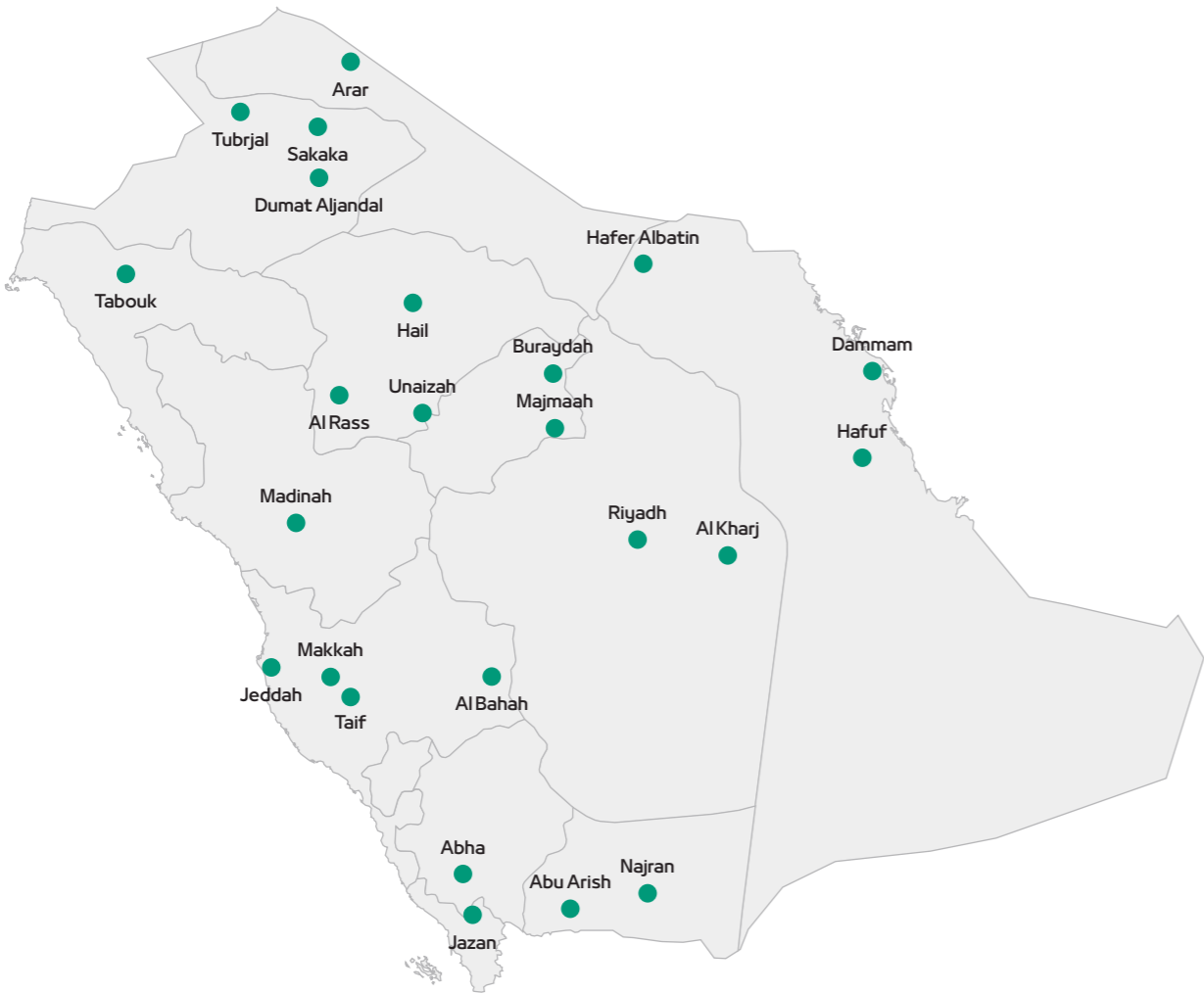
This year, Logi has undertaken significant geographic expansion, extending our operations to nearly all regions of Saudi Arabia. This growth positions us as a national leader in Last-Mile Delivery, enabling us to connect a growing network of merchants and customers. The expanded footprint underscores 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.



# OTHER ACTIVITIES



co



CLICK HERE

Building on the momentum of our 2021-2023 expansion, which added 15 locations across seven cities, Co shifted its primary focus in 2024 toward enhancing revenue growth by expanding its client base and diversifying its income streams. Co also prioritized innovation by creating new brands and forming partnerships with local operators to manage these ventures, reflecting its commitment to driving sustainable growth and adapting to evolving market opportunities.

About Co

Established in 2020 as a Cloud kitchen business, Co has evolved into a core pillar of the Jahez ecosystem, supporting Cloud kitchens, dark stores, fulfillment and B2B solutions. Its agility and ability to open new revenue streams make it integral to the Group's innovation and efficiency.

By providing cloud kitchens and stores, Co reduces overhead costs, streamlines operations and enhances customer satisfaction for restaurant and merchant partners. This adaptability positions Co as a key player in the digital food delivery and e-commerce landscape.

Driving innovation across three verticals

Across its Cloud kitchen, fulfillment and catering verticals, Co continues to drive innovation, empower businesses and deliver value to its partners, ensuring its position as a leader in the On-Demand Services sector.



Cloud kitchens and shelving: Expanding opportunities for partner brands

Co's kitchen vertical has established itself as a dynamic solution for brands seeking efficient growth and expansion through Cloud kitchens and stores. With 124 kitchen spaces across 16 locations, it achieved an impressive 75% occupancy rate in 2024, reflecting strong demand and trust in its facilities. Over 300 unique brands are now incubated within Co's ecosystem, with each brand opening an average of three branches, resulting in 1,100 total branches operating across its network. This success highlights Co's role as a growth partner, with several prominent brands in Saudi Arabia relying on its infrastructure and support to scale. By providing the resources needed for seamless expansion, Co has become a driving force in the Cloud kitchen industry.

Fulfillment services: Delivering seamless efficiency

Co's fulfillment vertical serves as the operational backbone for Blu Store and PIK, enabling seamless order fulfillment and elevating the customer shopping experience. By consolidating multiple brands within a single facility, Co allows customers to shop across brands in a single order, ensuring fast, reliable delivery. Co plays a vital role in supporting both apps and Jahez's broader ecosystem.

In 2024, Co expanded into B2B opportunities, including a landmark partnership with the Social Development Bank (SDB) in Saudi Arabia. As the main operator for SDB's Cloud kitchens, Co provided

operational expertise to help home cooks enter the market – a partnership that will extend until mid-2026. Additionally, Co's expertise in event management, particularly in F&B, has made it a sought-after partner for enhancing dining experiences at large-scale events. These initiatives illustrate Co's agility and ability to diversify its revenue streams while delivering exceptional value to its partners.

Catering: Elevating cost and variety

Co's B2B catering vertical was established in 2024 to provide unparalleled variety and cost efficiency. Unlike traditional catering models, Co's approach leverages hundreds of partner restaurants under one roof, allowing clients to provide employees with diverse meal options daily. By consolidating orders into a single pickup and drop-off process, Co further enhances efficiency and stands out as a preferred catering partner for organizations seeking quality and value.

During the year, Co secured contracts to provide daily meals for employees of various organizations. Additionally, it leveraged its team's expertise to manage events and operate third-party establishments in exchange for management fees, creating new avenues for growth.

Integration with Sol: Powering synergies across the Group

Co exemplified the power of integration within the Jahez Group by leveraging synergies with Sol, its sister company, to explore new opportunities in the grocery business

without incurring additional costs or risks. In 2024, Co introduced an innovative grocery arm with a unique value proposition – allowing customers to order groceries and meals together in a single transaction. This seamless combination of food and grocery ordering added unparalleled convenience and enhanced the customer experience.

Co in 2025

In the year ahead, Co will focus on achieving its desired KPIs by driving growth in the micro-fulfillment and dark store verticals. These efforts are aligned with the ongoing expansion of the Quick Commerce sector, enabling Co to meet rising demand efficiently and scale its operations to capture new opportunities in this dynamic market.

Co's B2B catering vertical was established in 2024 to provide unparalleled variety and cost efficiency.



## OTHER ACTIVITIES

# RED COLOR

RED COLOR

Red Color (Jahez Ventures) continued to evaluate and execute strategic investments in 2024 as Jahez Group's strategic corporate venture capital arm, focused on generating long-term value through a combination of financial gains and value creation. Operating as an integral component of the Jahez Group's ecosystem, it strategically invests in startups to enhance Jahez's operational capabilities, optimize costs and drive innovation, and mostly in opportunities where it can extend and unlock value beyond capital.

## About Red Color

Red Color, the investment arm of Jahez Group, drives the Group's leadership in technology by focusing on strategic investments in key sectors such as logistics, eCommerce, restaurant technology, Fintech, AdTech and more. By closely monitoring emerging technologies and high-potential companies, Red Color aims to achieve strong financial returns while creating synergies across the Group's businesses and its investment portfolio. This approach fosters a dynamic environment of innovation and efficiency, positioning Jahez Group at the forefront of technological advancements in its industries, while fostering long-term growth.

Its investment philosophy is centered on pursuing investment opportunities that align with both strategic and financial goals. This approach has allowed Red Color to drive revenue growth and optimize operational efficiencies, as seen with logistics investments like Barq, which now handles thousands of daily orders for Jahez.

Additionally, Red Color fosters unique value for its portfolio companies through resources like technical support, business expertise and exposure to Jahez's extensive network, ensuring their growth while advancing Jahez's ecosystem objectives.

Red Color successfully activated its investment strategy in 2023 and continued its execution throughout 2024, deploying capital into key sectors including logistics, SaaS, e-commerce and Fintech. Red Color emphasized the importance of clear governance and strategic alignment, maintaining separation to ensure data

privacy and competitive neutrality across its portfolio.

In 2024, Red Color achieved key milestones, including closing investments in Moyasar – a Riyadh-based leading Fintech building an end-to-end payments platform for the MENA market – and Grubtech – a Dubai-based pioneer of restaurant technology solutions to optimize operations. This exemplified its commitment to building an integrated digital ecosystem that drives operational resilience and long-term value creation. Through these initiatives, Jahez enhances core efficiencies, unlocks synergies across its network and reinforces its ability to adapt to evolving market demands. These investments go beyond financial returns, representing a deliberate effort to embed innovation into the Group's foundation, ensuring scalability, adaptability and sustained growth in a dynamic landscape.

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## Red Color in 2025

Looking ahead to 2025, Red Color remains committed to materializing value creation within its portfolio, further strengthening Jahez Group's position and unlocking additional value across its operations. It will continue its targeted investments, with a focus on driving value creation for Jahez while supporting innovative startups that align with the Group's long-term vision.



OTHER ACTIVITIES



MARN



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Marn made significant strides in its expansion into the Saudi F&B industry during 2024, fueled by strong collaboration within the Jahez ecosystem. This strategic move resulted in a remarkable month-over-month growth, highlighting the effectiveness of leveraging Jahez’s synergies to acquire new customers and optimize operations. By tapping into the growing needs of the F&B sector, Marn delivered tailored, high-value solutions that strengthened its foothold in this competitive market and firmly established the Company as a leading POS solution provider.

About Marn

Marn is a cloud-based point-of-sale (POS) solution designed to optimize business operations and enhance customer experiences. Marn specializes in creating tailored digital solutions that help businesses establish cohesive ecosystems, enabling seamless interaction with service providers and partners. With features like offline functionality, multiple payment options inventory management and integration with online sales channels, Marn empowers businesses to efficiently manage and scale their operations.

Showcasing Marn’s ability to address industry-specific challenges with innovation and efficiency, Marn focused on delivering exceptional value and creating cohesive ecosystems during this year. The Company succeeded in enhancing the operations of its clients while launching new solutions and driving value creation.

Marn demonstrated its commitment to innovation throughout the year with the launch of several new solutions designed to enhance efficiency and improve customer experiences. With Marn Connect, an aggregator was introduced for delivery apps that simplifies operations and streamlines workflows for businesses.

Marn also expanded its product line with self-service kiosks, empowering businesses to provide their customers with a more convenient and efficient experience. Additionally, the new accounting solution, Marn Books, powered by VOM, offers robust financial management tools to help businesses optimize their operations and maintain better control over their finances.

Marn now supports 8K terminals, across 5K clients and 6.6K locations, processing over 104.3 million orders through its platform.

Enhancing customer experience and satisfaction

Marn made significant strides in enhancing customer experience and service through a series of impactful initiatives. By optimizing operations at its fulfillment centers, order processing times were reduced and delivery accuracy improved. Advanced inventory management systems were implemented, ensuring consistent product availability and minimizing stockouts, further enhancing reliability for Marn’s clients.

Marn expanded its customer and technical support teams to deliver faster response times and personalized assistance, addressing client needs with greater efficiency. The introduction of an omnichannel platform has been transformative, centralizing all merchant issues and enabling Marn’s team to identify and resolve problems quicker. This streamlined approach has significantly reduced resolution times, improving the overall customer experience.

Additionally, CRM workflows were updated by integrating the CRM systems with other business tools such as ERP and accounting software. These integrations streamlined operations, automated workflows, reduced manual data entry and improved data accuracy. Together, these advancements reflect Marn’s commitment to delivering exceptional service and operational excellence for its customers.

Marn in 2025

In the year ahead, Marn will focus on driving product innovation and enhancing its offerings to better serve its customers. Investments in AI and machine learning technologies will enable Marn to develop advanced features such as predictive analytics for inventory management, intelligent order routing and automated customer engagement tools, all aimed at improving decision-making and user experience. A robust mobile app will be launched, empowering businesses to manage operations on-the-go with capabilities like real-time sales tracking, inventory management and remote staff oversight. Additionally, integration capabilities will be enhanced by expanding partnerships with third-party software and hardware providers, enabling seamless connections with accounting software, delivery platforms and loyalty programs.

Marn’s ambitions for market expansion will include entering new geographic regions with high growth potential, particularly in the F&B industry. Marn will also deepen its presence in specific industry verticals, tailoring its solutions to meet the unique needs of each segment. Strategic partnerships with hardware vendors and payment processors will accelerate growth and broaden the Company’s reach, reinforcing Marn’s position as a leader in the SaaS space.

Customer experience will remain a top priority. Marn’s support services will be intensified by offering 24/7 technical assistance and responsive customer service channels to ensure satisfaction at every touchpoint. By leveraging data analytics, a personalized experience will be provided, delivering tailored recommendations and insights to meet individual customer needs. These initiatives will drive customer loyalty and position Marn for sustained success in 2025 and beyond.

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OTHER ACTIVITIES



CLICK HERE

During a year of dynamic expansion and strategic innovation, Sol cemented its position as a leader in B2B e-commerce and supply chain solutions within the Kingdom of Saudi Arabia’s rapidly evolving HoReCa and office supply markets. Sol significantly enhanced the Company’s logistical capabilities by expanding service locations and optimizing delivery routes, driving cost efficiencies and improving customer satisfaction.

About Sol

Sol is a leading service provider and e-commerce platform in the Kingdom of Saudi Arabia, specializing in the HoReCa (Hotels, Restaurants and Cafes) sector and office supplies. With a diverse portfolio of over 4,000 high-quality products, including fresh and frozen foods, cleaning supplies and more, Sol proudly serves a wide and growing customer base across the Kingdom.

Sol’s strength lies in its robust logistics and procurement infrastructure, extensive warehousing capabilities and reliable delivery services, enabling them to provide consistent, timely and efficient support to key industries such as supermarkets, catering companies and beyond.

Through the digital platform, solstores.com, and Sol’s expansive supplier network, the Company connects with over 850 restaurants, reinforcing its position as a trusted partner in operations, logistics and e-commerce. Sol is committed to delivering excellence and driving innovation to meet the evolving needs of businesses throughout the Kingdom of Saudi Arabia.

The ambitious targets for the year focused on strengthening supplier partnerships, growing the SKU range, expanding regional reach and advancing strategic collaborations. Sol achieved substantial progress by increasing its supplier network and expanding its product offerings to over 4,000 SKUs, meeting the diverse demands of the food and beverage sector.

Key initiatives throughout the year, such as the launch of Dark Store (Super Baqala), the strategic partnership with Jahez and the expansion of operations in Umluj, Jeddah and Taif, underscored Sol’s growth ambitions. Additionally, Sol extended its market reach by targeting new sectors, including hospitals and offices, positioning the Company to meet the diverse needs of these critical industries.

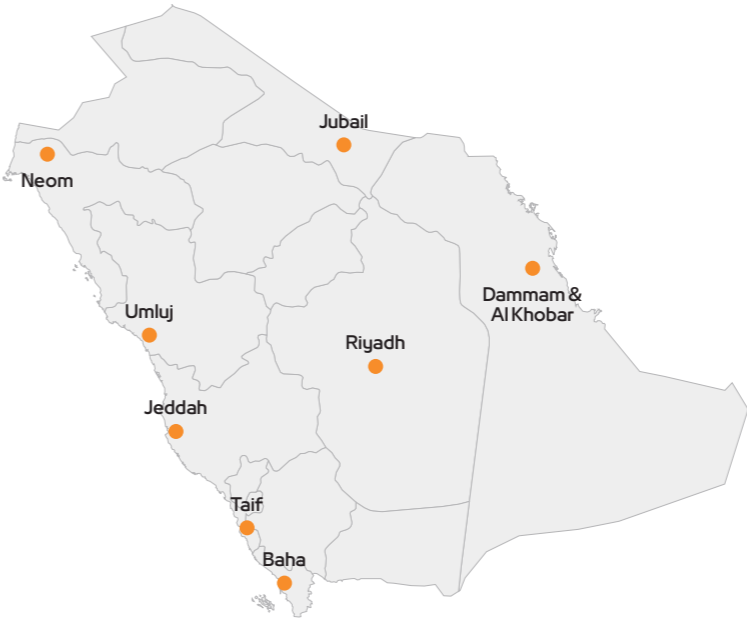
Through the collaboration with Jahez Group, Sol onboarded new restaurants, enabling them to purchase directly from Sol’s platform with seamless integration into their Jahez credit account. This innovative solution simplified the purchasing process, enhancing convenience for

the clients and reinforcing the value of the partnership with Jahez Group.

While regional supply chain challenges delayed some geographic expansion plans, Sol’s success in other areas highlights the strength of its strategic focus and operational resilience. The combination of new initiatives, market diversification and strong partnerships reflects Sol’s unwavering commitment to innovation, growth and customer excellence in 2024.

Growing Sol’s footprint

Sol’s 2024 strategy reflects a significant expansion of its geographic footprint and the implementation of key projects that strengthen its presence across the Kingdom of Saudi Arabia. Sol has expanded its delivery network to connect major cities and entered new sectors, including hospitals and office supplies, while continuing to supply prominent supermarkets such as Tamimi and Al-Raya. These efforts showcase Sol’s commitment to providing comprehensive and efficient supply chain solutions across diverse industries.



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Innovative propositions and customer experience

Sol introduced several innovative services in 2024, showcasing its commitment to simplifying operations and meeting customer needs with flexibility and efficiency. Key offerings include real-time inventory updates and custom order bundles, streamlining the ordering process for its clients. Additionally, a digital supplier collaboration platform was launched, empowering suppliers to manage their own listings and enhance efficiency.

Through the partnership with Jahez, Sol integrated Jahez Credit into the Sol platform, allowing restaurants to place orders directly with the amount automatically being deducted from their Jahez credit. This feature delivers a seamless purchasing experience and financial flexibility for Sol’s restaurant partners.

To further enhance customer satisfaction, several key improvements were implemented. The upgraded customer support now offers faster, more localized assistance, while a user-friendly platform redesign provides improved navigation and streamlined order processing.

Additionally, a feedback loop was introduced to gather and act on customer insights in real-time. These advancements reflect Sol’s unwavering dedication to delivering innovative, customer-centric solutions that simplify operations and improve the overall user experience.

Sol in 2025

In the year ahead, Sol is set to advance its leadership in the F&B supply industry with a series of strategic initiatives. It will expand its regional presence into emerging markets such as Neom and the Red Sea region, strengthening its reach and accessibility. Sol’s product portfolio will grow to include over 5,000 SKUs, with a focus on specialty items to meet diverse customer demands. Leveraging AI-driven product recommendations, Sol aims

to deliver personalized suggestions that enhance the purchasing experience for its clients.

Sustainability will be a cornerstone of Sol’s strategy, as eco-friendly practices and packaging reduction will be targeted, to align with global environmental standards. Additionally, Sol will expand its partnership with Jahez Credit, onboarding more restaurants and offering greater financial flexibility, further cementing its role as a trusted supplier. These initiatives reflect Sol’s commitment to innovation, customer-centric solutions and strategic growth, as they continue to lead the F&B supply industry across the Kingdom of Saudi Arabia.

