



As part of the Company's strategy in this area, in February 2022G, the Company launched its patent flour products under "Aloula" brand, which is the company's first brand in retail sector. The Company is also developing additional products. These products include various types of flour, ready-made mixes and semolina to be introduced to the market in the future to meet the diverse needs of its customers.

"Aloula" is the first retail brand affiliated with First Milling Company as one of the transformation initiatives.

In February 2022G, "Aloula" was launched as a Saudi brand with its goal to rebuild the culture of baking and baked goods in Saudi homes using high-quality flour. With "Aloula", our goal is to empower the community to create and innovate in the world of baked goods.

"Aloula" name reflects the superiority of the Company and its constant desire to win and lead.

"Aloula" is the Company's first brand for retail business. It aims to grow the retail business as a patent flour brand, which it sells to well-known hypermarkets, supermarkets and groceries across the Kingdom.

In just two years, "Aloula" has achieved an important milestone to become No.3 brand. The total market share of First Milling Company 21% through its brand "Aloula" and "First Mills", acquiring a market share of 11% of the total retail flour market in Saudi Arabia, as well as reaching a market share of 21% for both its retail brands (Aloula and First Mills Premium), according to the latest reports from Nielsen. It has also resulted in adding value to the Company's product portfolio. This achievement, in such short period of time, has enabled the Company to become one of the best distinguished brands in the Saudi market. The Company prides itself to culminate two years of dedicated efforts based on innovative product development and strategic vision. This vision yielded a promising market share and a strong position as a brand.







First Milling Company is committed to producing premium flour products that meet the diverse needs of its customers.

Our offers for “Aloula” flour include suitable and diverse products for the production of a wide range of baked goods, pastries and cakes. In addition, we offer 100% whole wheat flour for traditional foods and gluten-free custom flour to meet the needs of consumers with celiac problems, gluten sensitivity or wheat allergy in general.

At Aloula, we believe that baking is more than just ingredients. It is an experience worthy of everyone to live, and through which they express their desires and feelings, ambitions and culture, and present it in delicious baked goods.

Everyone can innovate using own hands. It’s why we see baking is for everyone. No matter the skill, no matter the profession, no matter the creation. Aloula is always within reach. At the end of the day, baking is always better by your hands!

“Aloula” products portfolio includes:

<p>Patent Flour (All-Purpose - Different Size)</p>	<p>Aloula Patent Flour, suitable for all purposes, is the secret of the distinctive flavor of baked goods, as it is packed with natural enhanced ingredients extracted from wheat.</p>	
<p>Brown Flour (All-Purpose)</p>	<p>Aloula Brown Flour is characterized by its rich flavor and contains natural fibers to promote a healthy and balanced system.</p>	
<p>Chakki Flour (100% Whole Wheat)</p>	<p>Aloula Chakki Flour is rich in nutritional value and natural fiber, as it is extracted from whole wheat grains, and is a best choice for popular meals.</p>	
<p>Gluten-Free Flour (All-Purpose)</p>	<p>Delicious taste and high quality are guaranteed for all gluten-free recipes. An ideal alternative for those wishing to follow a diet with some dietary restrictions.</p>	
<p>Italian Pizza Mix</p>	<p>Aloula’s Mix for Italian Pizza is characterized by its perfect texture and distinctive homogeneous blend to ensure an exceptional tender dough, hand-stretched in the original Neapolitan way.</p>	
<p>Pastry Mix</p>	<p>Aloula’s Pastry Mix makes it the secret to achieving heavenly fluffiness in all your culinary creations. From fluffy croissants to light-textured pies, your everyday specials will be transformed into baked perfection.</p>	

20.7%

Consumer Penetration Rate

1.7

Purchase Frequency

3.7kg

Average Quantity Purchased
Per Visit



Introduction

Strategy

Operating Review

Corporate Governance

Financial Performance

* As of December 2023G