



## 1-3 Investment Case

Market leadership is a crucial determinant of the company's success in a competitive market and a significant draw for investors. First Milling Company consistently strives to lead the market, positioning itself as a top choice for secure and efficient investments with long-term, stable, and sustainable returns compared to other local and international competitors in the sector. By enhancing its strengths and competitive edge, the company aims to capitalize on opportunities in its operational markets in alignment with its vision and mission.

**Strengths**

**Competitive Advantages**

**Special Figures**

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| <b>1</b><br>Market Leading             | One of the leading of flour-based products and byproducts by volume and sales.            | Estimated Market Share of more than 30%* in the flour products market in the Kingdom.   |
| <b>2</b><br>Strategic Locations        | Distinct and wide geographical coverage of all regions of the Kingdom                     | The only milling company that has 4 Plants in Saudi Arabia  |
| <b>3</b><br>Diversity in Product Range | Diverse portfolio of innovative products over a wide geographic scope inside the Kingdom  | The Company produces 5 main categories of products which are (Flour / Feed / Bran / Durrum (Semolina) / Mixes) those reflected three commercial brands (First Mills / Aloula / Naffa'a) for more than 50 products |
| <b>4</b><br>Continuous Innovation      | Providing pioneering and innovative products of high quality in the food and feed sectors | The only company in the Kingdom that owns a Durrum mill to produce semolina with the latest technologies Located in its Jeddah Plant  |

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| <b>5</b><br>High Quality                                  | High-quality product selection that complies with the highest international standards   | Quality Certification "ISO" 5 Certificates  |
| <b>6</b><br>Strong Infrastructure                         | A solid base of logistics and production facilities   | Solid Fixed Asset Base with a book value exceeding SAR 650 Million                                |
| <b>7</b><br>Risk Management Capabilities                  | Implementing comprehensive and stringent practices and adopting a wise policy in risk management  | Risk management framework is consistent with leading global standards and sector's best practices |
| <b>8</b><br>Experience and High Efficient Management Team | An organizational and administrative structure that works in harmony with extensive experience in leading international companies in the field of milling, food and feed. | An Executive team with more than 200 years of an overall experience                               |

\*Source: Euromonitor International from the secondary research and business interviews with companies in the same sector.