

# **Sustainability and Social Impact**

Enhancing our Footprint for the Sake of  
Building a Sustainable Community



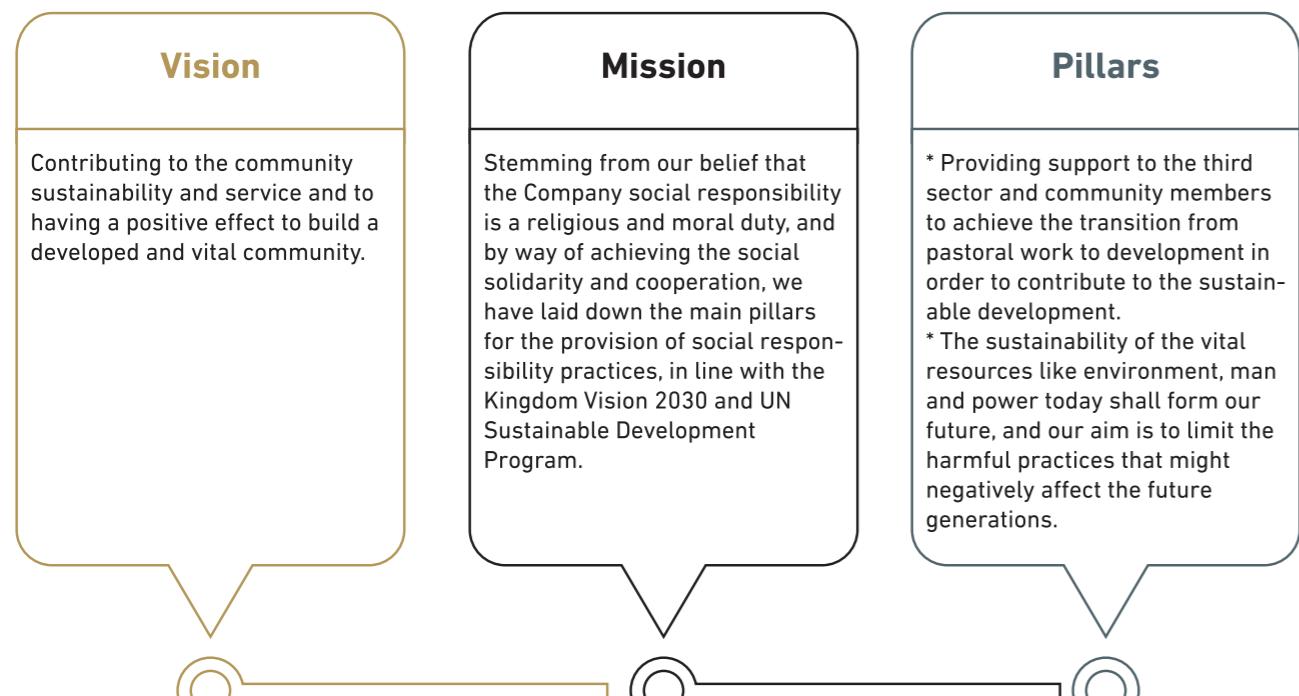
## Approach towards Sustainability

The issues of governance, environmental and social practices is the center of attention of the legislative authorities and investors. In order to ensure building a sustainable future for companies, the disclosure is no longer limited to the financial and operational data only; but must also extend to include the environmental and social contributions and the business strategies, in order to provide a transparent image that reflects the Company obligations towards such issues.

We shall be shedding light on the most prominent features of the Company performance with regards to the Environmental, Social, and Governance (ESG) practices and how they are related to the objectives of the sustainable development and the Kingdom Vision 2030.

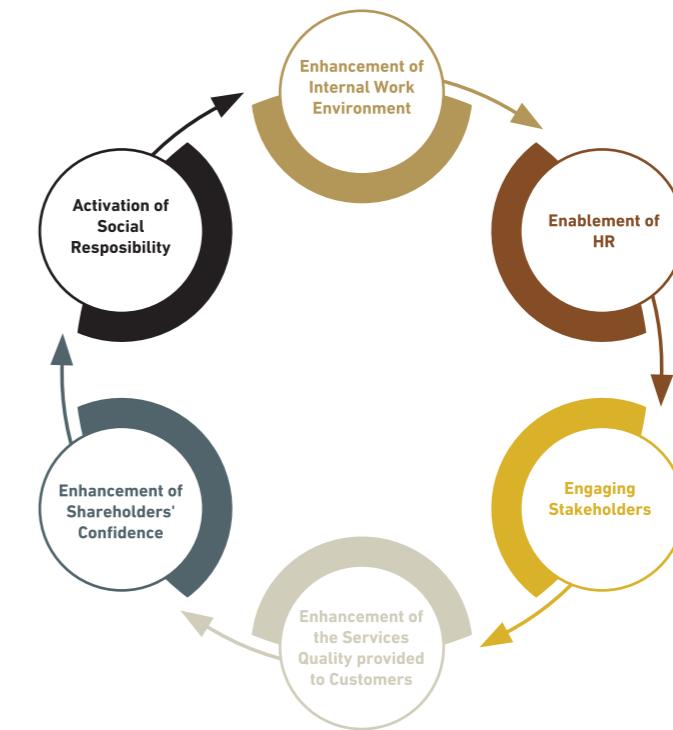
### Approach towards Sustainability

"Maharah" is seeking to magnify its added value of its business for all its stakeholders. It also seeks to enhance its positive footprint in the community and to activate its liability towards the social, economic and environmental issues: which is why we are constantly working on merging the sustainability approach in all our businesses.



## Approach towards Sustainability

The most important features of the Company's policy of commitment to the governance, social and environmental issues are as follows:



### 1. Enhancement of Internal Work Environment

In "Maharah", we work on preparing a family-like work environment, and our most important activities in 2021 included the following:

- Holding National Day celebrations for the nationalities operating in the Company to activate communication and gain loyalty.



Independence Day of Philippines



Independence Day of Sudan



Egypt's 6th of October Celebrations

## Approach towards Sustainability

- Giving special care to the welfare programs offered to employees including:
  - o Activating remote work and flexible hours.
  - o Giving special care to the employees' special occasions, the most importance events and sharing those moments with them.
  - o Celebrating the 91st Saudi National Day, by holding an event for employees.



- o Celebrating the International Mother's Day, through the submission of gifts to the mothers in the Company.



- o Celebrations for employees following Eid Al Adha Leave.



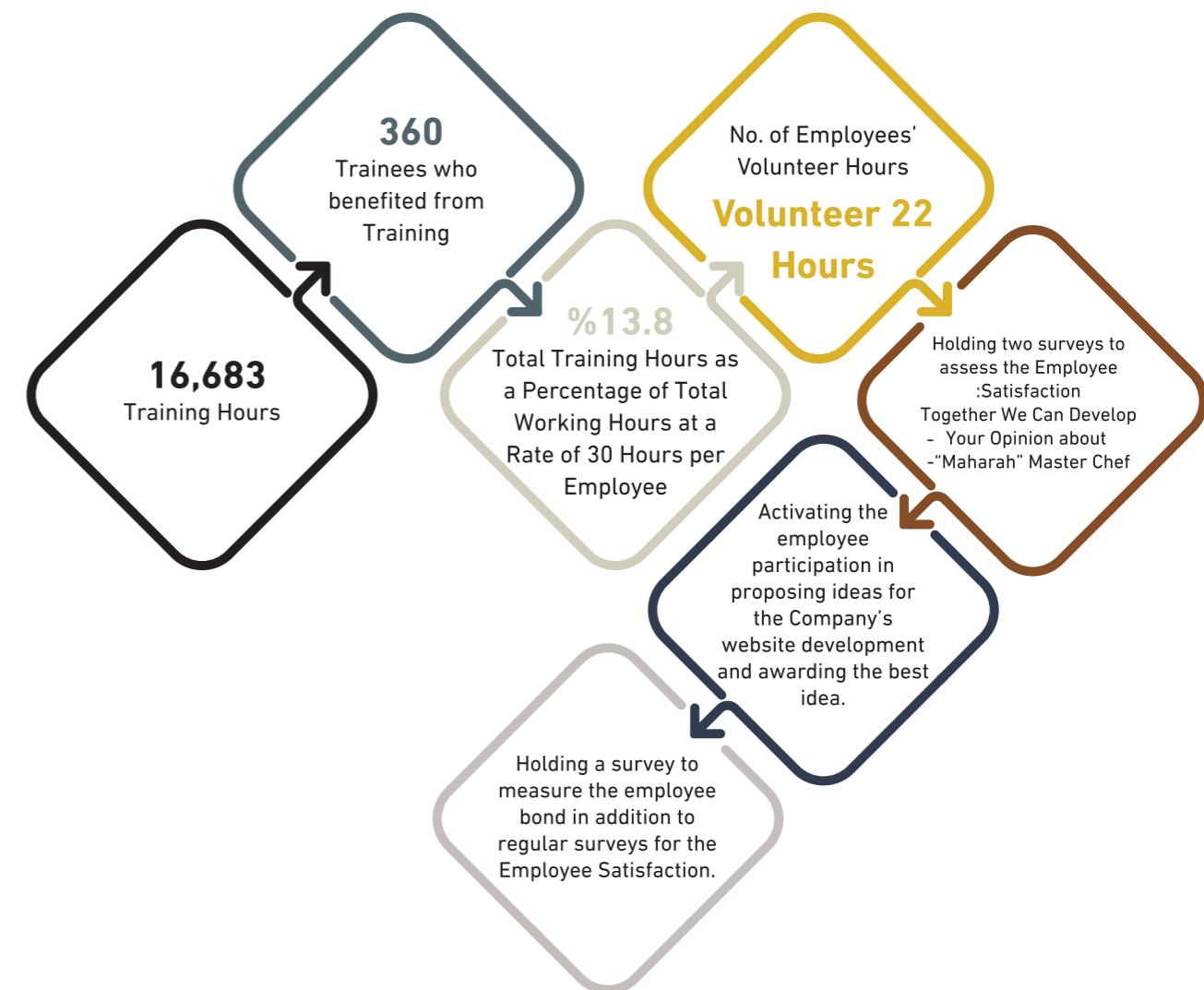
- o Holding "Maharah" Master Chef contest.
- o Coordinating hiking trips for employees on the International Mountain Day (IMD).



## Approach towards Sustainability

### 2. Enablement of HR

We work on enabling man and highlighting his talents and ideas, which is why "Maharah" has launched the Human Capital Transformation Programs to enable our HR, being our real capital. (See page 73). Our most prominent achievements in 2021 in enabling our HR, are as follows:

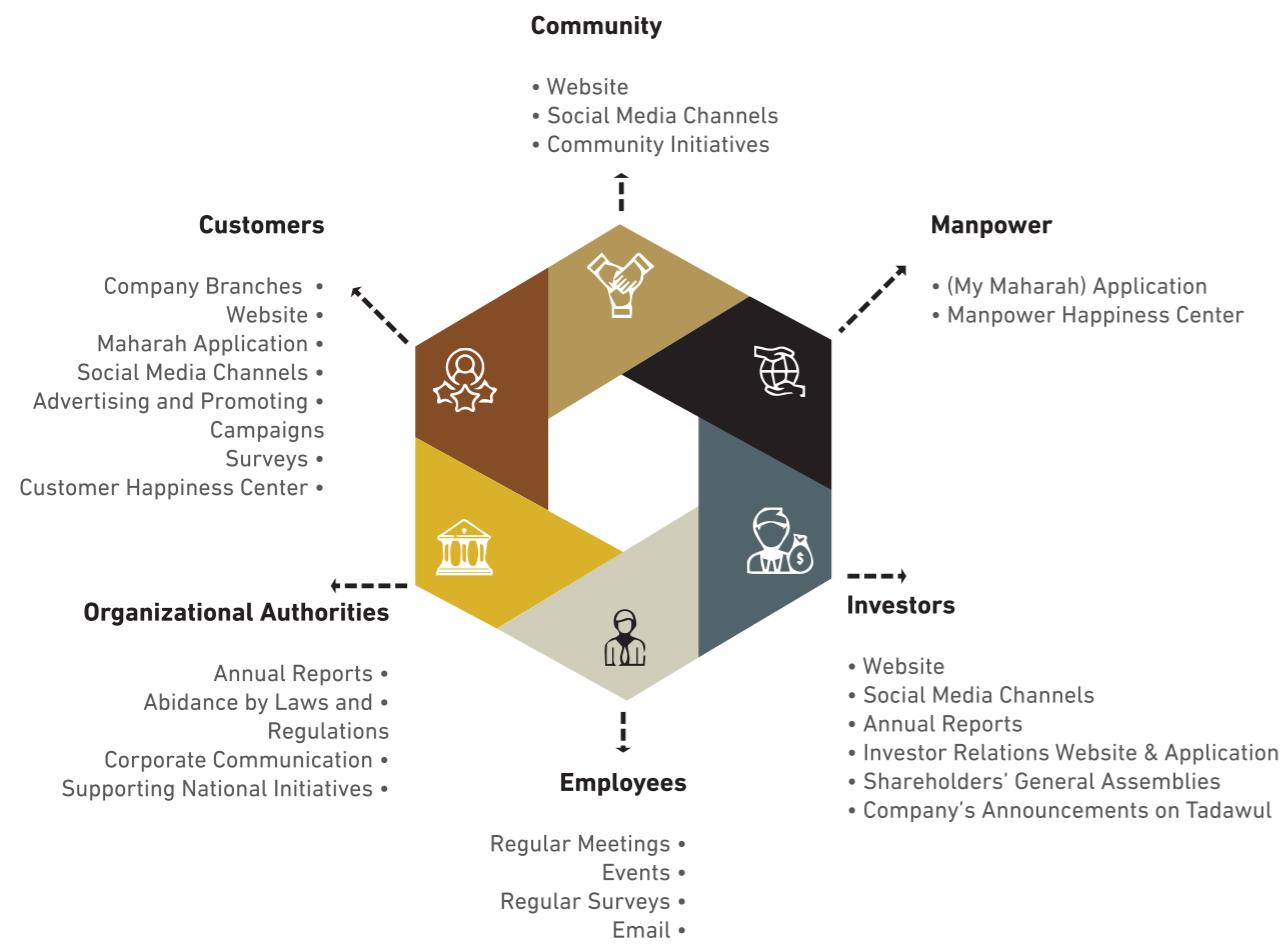


## Approach towards Sustainability

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### 3. Engaging Stakeholders

Our partnership approach is based on engaging our stakeholders in maximizing their interests, and activating channels of continuous communication.



### 4. Enhancement of the Services Quality provided to Customers

We work on enhancing our communication with the customers through different media including the electronic application, the Company branches, the unified number in addition to the social media. In 2021, we held three surveys for each of the resident maid services, hourly services and Corporate sector, and the percentage of customer satisfaction ranged between 70-80%.

### 5. Enhancement of Shareholders' Confidence

We aim to gain the Shareholders' confidence, through efficiently implementing the principles of governance, disclosure and transparency of information, in order to raise the level of the Shareholders' confidence, reassure them about their investments and that the Company is capable of managing and mitigating the risks it is exposed to, which shall help the investor take its investment decision.

### 6. Activation of Social Responsibility

Upon the suggestion of the Board, the Ordinary General Assembly shall lay down a policy to ensure some kind of equilibrium between its objectives and the community objectives; in order to develop the community's social and economic condition. The Board sets and determines the necessary methods for launching the Company initiatives in the field of social work, which shall include:

- Disclosing the objectives of social responsibility in the regular reports related to the Company business activity.
- Laying down the Company's social responsibility awareness programs that target the community to increase the awareness and educate its employees.

Compliance and Governance Department in "Maharah" is highly active in laying down approaches to handle the Company's responsibilities towards the sustainability and governance issues as a second line of defense, in light of the Company's general framework of internal auditing. Since there are risks related to the noncompliance with the requirements of environmental and social practices and governance, the role of the Internal Audit Executive Department is thus highlighted due to its independence to offer support to the Compliance and Governance Department through the provision of assuring and consultancy services, and the provision of visions and advice with regards to the ESG practices.

The Internal Audit Executive Department works on providing the assessment of the environment control and assesses the gaps in the governance activities of Maharah Human Resources Company and its subsidiaries (Boards and Board Committees), and submits detailed reports of the business results to each of HE the CEO, the Audit Committee and the Board.

By turn, the Corporate Communications Department also contributes to the activation of the Company's social responsibility, by concluding contracts with the non-profit sector including the financial donations or cooperation in the social issues. The Department further coordinates efforts with the concerned departments in case of a social cooperation with the nonprofit sectors and others. It further provides the media coverage for initiatives and events supported by the Company and includes the aspects of cooperation and social partnership.

During 2021, nine cities have benefited from our Social Responsibility Programs and Initiatives; namely: Riyadh, Dammam, Jeddah, Abha, Al Madina Al Monwarah, Taif, Al Qassim, Al-Kharj, and Hail

## Compliance towards COVID-19 Pandemic

The Company has resumed its preemptive measures in implementing the emergency plan, laid down ever since the pandemic started, in response to the preventive measures applicable in the Kingdom to limit the spread of the pandemic, in order to protect its human cadres and manpower and to protect the customers and their families, which contributed to the continuity and sustainability of business efficiently and safely and to gaining the confidence of the manpower, who are under the Company care, and the confidence of the customers whose safety and security are one of its priorities.

### Response to COVID-19 Precautionary Measures in 2021

- o The circulation of decisions to all the Company's headquarters, facilities and housing facilities to apply all sort of precautionary measures.
- o The cooperation of the work team to implement the Committee's decisions and directives, as desired, which we currently witness and whose fruits are reaped now in terms of the stability and awareness of all concerned parties.
- **Keenness on the Manpower Health and Safety**
  - o The creation of the best methods to enable the manpower to comply to the precautionary measures.
  - o The implementation of the health awareness programs.
  - o The preparation and installation of multilingual directive signs in all the Company housing facilities to increase the manpower awareness.
  - o Launching awareness campaigns through the work team, to increase the manpower awareness of the importance of keenness, care, cooperation and non-negligence.
  - o The provision of tools, materials and devices for the disinfection of surfaces, linen and vehicles,
- **Maintain the Health and Safety of Employees**
  - o Ensuring that all employees get two shots of the vaccine.
  - o Granting employees one day off on the day of getting the vaccination.
  - o Allowing remote work and flexible hours.
  - o Holding regular awareness campaigns to maintain the safety of employees and their families.
- **Ensuring Business Continuity**
  - o Providing flexible marketing campaigns that

## Compliance towards COVID-19 Pandemic

include various packages that correspond to the pandemic.

- o Organizing awareness and education campaigns in cooperation with the major hospitals in the Kingdom.
- o Publishing multilingual awareness information on the social media.
- o Opening new recruitment authorities for the manpower instead of the countries from which recruitment stopped due to the spread of the pandemic therein.
- o Encouraging customers to order services through online apps.
- o Expanding the provision of services to new cities in the Kingdom through online apps.

### • Social Sharing

- o Contributing to raising the level of community awareness in the Kingdom through social media channels.
- o Implementing disinfection campaigns that included a number of mosques in Riyadh city, in cooperation with the Ministry of Islamic Affairs, Dawah and Guidance, within the framework of getting prepared for receiving of worshippers in the holy month of Ramadan, 1442 AH.



## Compliance with the Kingdom Vision 2030 Goals

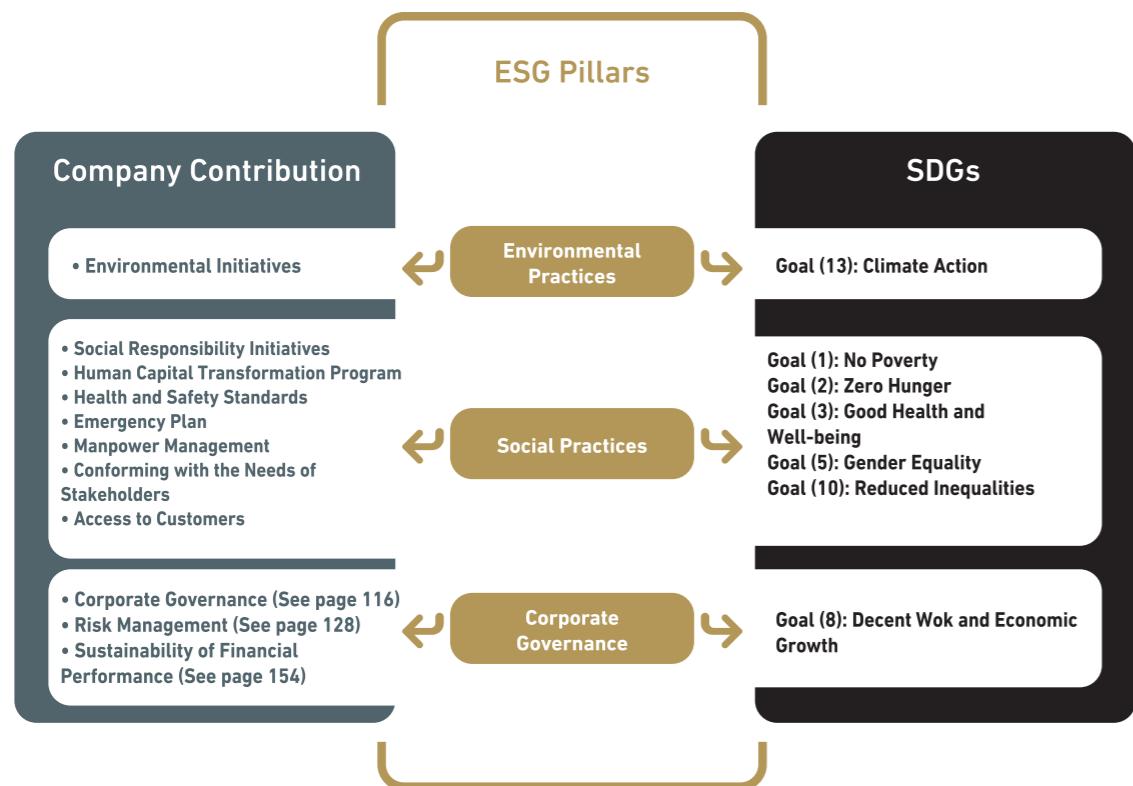
In "Maharah", we are keen on complying with the Kingdom Vision 2030 goals, in order to promote the Kingdom of Saudi Arabia future, while focusing on sustainability as a key pillar in planning, the establishment of an infrastructure and the development of policies and investment. We contribute to the achievement of the National Transformation Program (2015-2021) with its strategic objectives that include enhancing the Company's care to the sustainability of the national economy, which aims that the private sector shall adopt the concept of sustainability, and shall work with all its companies and corporates on the development of work mechanisms and methods to ensure the sustainability of the national economy growth.

### Contribution to the Achievement of the UN Sustainable Development Goals

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all UN Member States in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

"Maharah" supports and complies with the achievement of SDGs, in line with the Kingdom Vision 2030, and the implementation of the Vision Programs, stemming from "Maharah" social responsibility programs on which it fully focuses.

### ESG in "Maharah" and SDGs

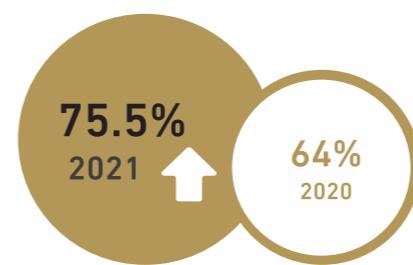


## Sustainability and Social Impact

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### Goal (13): Climate Action

#### Automated Procedures



- Our approach focuses on limiting the harmful practices to man, environment and energy.
- The use of smart systems for the buildings management, through which lights, air conditions, computers are automatically switched off when not in use to preserve the environment.
- The participation in the Earth Hour Day to save energy.
- Fully dispensing with paper, and depending on software (paperless system) for the implementation of all its works and the issuance of its reports.
- Tree planting initiative in the offices.
- Initiatives for dealing with public dumps.
- Increasing the rate of automated procedures from 64% in 2020 to 73.5% in 2021.

## Environmental Practices

## Social Practices (Social Responsibility Initiatives)

### Goal (1): No Poverty



- Contributing to the National Campaign for Charitable Work, by offering donations of SAR one million in favor of Ehsan Platform for charitable work in the holy month of Ramadan 1442 AH, on April 17, 2020
- Signing a Memorandum of Collaboration with Tarmeem Association "Partner in Tarmeem Home Renovation", through which "Maharah" has provided the human cadres for renovation and cleanliness of homes of the needy families in coordination with Tarmeem Association on September 11, 2021.



- Handing over a donations check to the Charitable Society for Orphans Care in Riyadh (Ehsan) on January 19, 2021, within the framework of the Memorandum of Collaboration concluded in 2020.



## Social Practices

### Goal (2): Zero Hunger

- Implementing a campaign for preparing and providing Ramadan boxes for the needy families in May 5, 2021, with the participation of a number of our employees within the framework of our community programs in cooperation with Etaam Society.



### Goal (3): Good Health and Well-being

- Holding vaccination campaigns against the seasonal flu for employees in the headquarters under the slogan of "Seasonal Flu Vaccine protects you and your Family" in cooperation with the Second Health Cluster, on November 6, 2021.
- Holding blood donation campaigns in the Company headquarters with the participation of the Company employees and in cooperation with the Health Cluster represented by King Fahad Medical City (KFMC).



## Social Practices

- Holding an awareness campaign for breast cancer by providing remote lectures and distribution of flyers to the female employees.
- Celebrating the World Blood Donor Day, by posting awareness posts on the social media.
- Celebrating the World Autism Day, by posting thanks posts on the social media.
- Celebrating the World Health Day by posting thanks posts to the health sector workers on the social media.
- Launching Famcare Mental Health Initiative for the Company's employees.
- Celebrating the World Diabetes Day.

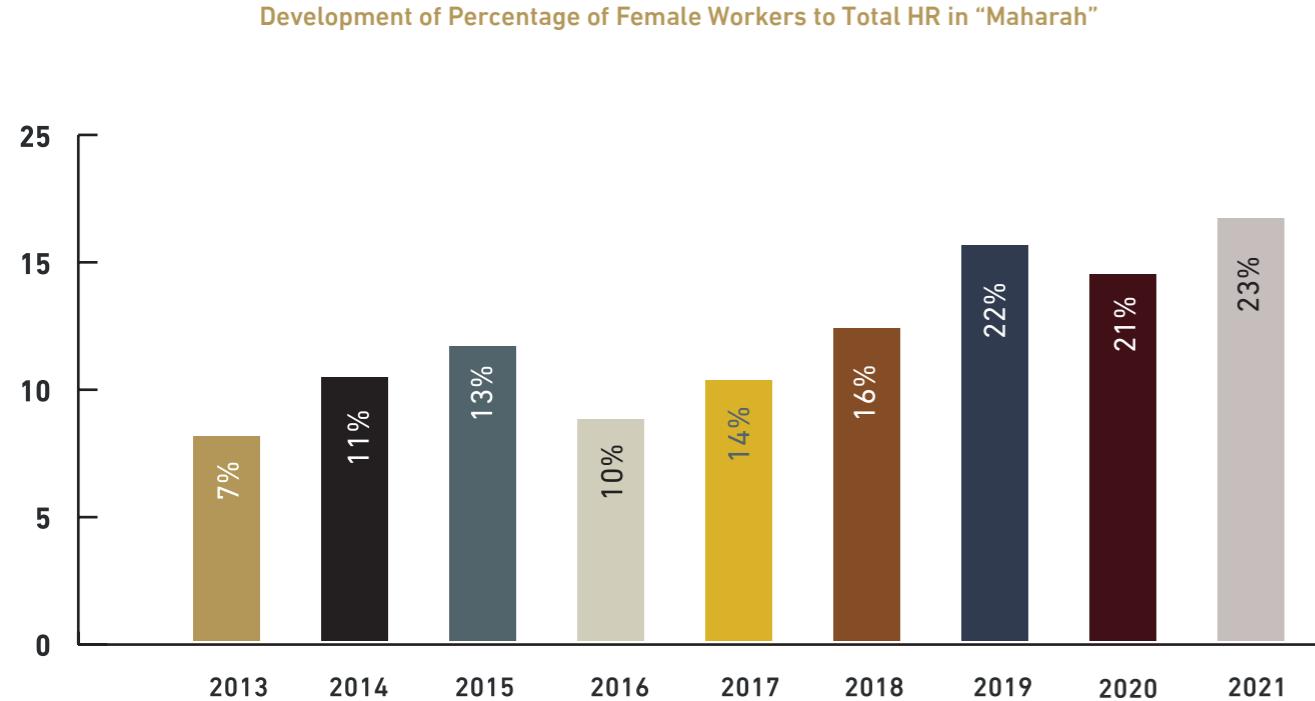


### Goal (5): Gender Equality

"Maharah" seeks to empowering women, in line with the Kingdom directives through its Vision 2030 which aims at increasing the percentage of working women participation and reducing the unemployment rates. The Company is working on engage women in achieving the Company objectives and strategies, through:

- Increasing the female percentage of the total HR in the Company and subsidiaries from 7% in 2013 up to 23% in 2021.
- In 2021, 50% of the new job candidates were females.
- The women participation in the Company's Internal Committees.
- Appointment of a woman in the position of the Board Secretary.
- Appointment of 7 females in leading positions since the incorporation of the Company in 2021.
- The number of female employees in the Company and subsidiaries ever since the Company incorporation in 2013 until the end of 2021 rose to 135 female employees at a percentage of 23%.
- The number of female employees promoted rose from 3 in 2020 to 12 in 2021 compared to only 7 male employees promoted in 2021.

## Social Practices



### Goal (10): Reduced Inequalities

- Signing a Memorandum of Collaboration with Saeed for Awqaf Development on November 21, 2021 through the Recruitment Department in the Human Resources Executive Department in "Maharah". This Memorandum focuses on the qualification and recruitment of disabled persons and enabling them to merge with the society through the provision of better opportunities for them.



## Social Practices



Prince of Riyadh awards "Maharah" for its contributions in supporting disabled persons.

- Within the framework of "Maharah" cooperation with the Disabled Children Association (DCA), Dr. Ahmed Al Tamimi, DCA CEO, met with Dr. Abdul Kareem Al Nujaidi, ex-CEO of Maharah Human Resources Company, on January 13, 2021 to look for methods for the enhancement of cooperation. Al Tamimi has praised the Company's initiative to donate for DCA free services.

