

Products and Operational Capabilities

Flour Products



The Company produces various types of flour for a wide range of uses. Typically, these are categorized based on their extraction rate from wheat. The Company sells flour in packages or in bulk, and package sizes range from 1 kg to 45 kg. The value

of flour sales amounted to 56.5% of the Company's total revenues for 2024G, an increase of 7.2% from the previous year. At First Mills, we produce both "First Mills" products and "AlOula" products.

	2020	2021	2022	2023	2024
Flour Revenues (SAR Mln)	469.88	494.86	507.43	552.9	599.12
Gross Flour Production (Tons)	857,243.03	903,765.62	987,810.05	1,031,400.43	1,125,616.14

Aloula Brand

The company has a prominent and distinguished brand in the local market. Its retail brand "Aloula" is a key transformation initiative, and it was noted for its repaid market penetration in a short time. In February 2022, "Aloula" was launched as a Saudi brand aimed at revitalizing the culture of baking and baked goods in Saudi homes through the use high-quality-quality flour. The name "Aloula" reflects the

company's superiority and its unwavering desire to succeed. The First Milling Company has strengthened its market presence, achieving a 21% market share through its brands 'Aloula' and 'First Mills.' Both brands remain among the top 5 in the Saudi retail flour market, reflecting our continued growth and success.







## Other Flour Products

### Semolina (Durum Wheat) Products



The Company also owns a specialized mill for the production of durum (semolina or hard wheat) in the Jeddah factory. Examples of the products it offers include fine semolina, coarse semolina, Harees, and Jareesh. This type of wheat is the main ingredient in

the production of pasta, Arabic sweets, and special breads. These products are offered in different sizes to meet customer needs on demand and are also available to individual customers through various channels.



### Ready Mixed Products

The Company also develops additional specialized products including different types of flour and ready mixes to be introduced to the market. A ready mix plant has been commissioned which produces ready-to-use flour for both bakeries and individual sectors (B2B and B2C). The plant is also used in customized products. Examples of these products include family cake mix, pastry mix and pizza mix.



### Aloula Gluten Free Flour

Aloula Gluten Free Flour offers a smooth texture in all gluten-free recipes, without compromising on taste and quality. It's the ideal substitute for customers with dietary restrictions.

### Pesa Mill Products

The Company also owns a specialized mill for producing Chakki Atta Flour (100% whole wheat flour) which is currently operating at full capacity, producing specialized and distinctive Chakki Atta Flour (100% whole wheat flour) for individual and manufacturing customers in different sizes.







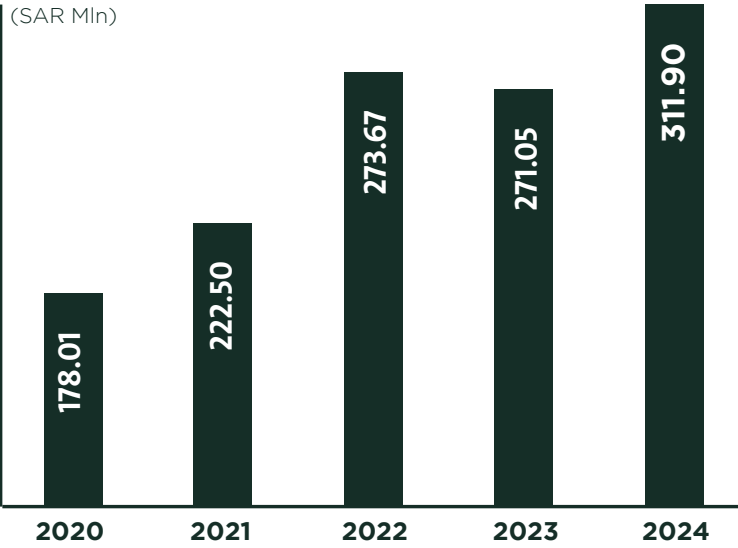
Animal Feed Products



The Company uses by-products from the flour milling process, as well as other materials such as corn and soybeans, to produce animal feed products that include: feed products for cattle, poultry, birds,

horses and laboratory animals. These products are provided in large 50 kg packages and are usually sold to feed producers and traders, specialized associations and farmers.

Feed Revenues



Naffa'a Brand

Naffa'a is one of the brands under the umbrella of First Milling Company. Naffa'a supplies compound feed "Pellet Feed" and offers a range of other high-quality products targeting Halal, cattle, poultry, and bird breeders. At Nafaa, we believe that balanced nutrition is highly beneficial. That is why we are committed

to providing high-quality products with balanced standards and to providing innovative solutions that meet the targets of animal breeders. When using Nafaa products, our experts work closely with our customers to explain the best way to convert and the methods of gradual use as part of the customer experience and to ensure optimal use.



600 tons/day  
Al-Qassim Plant

300 tons/day  
Jeddah Plant



## Bran Products and Wheat Derivatives



The Company also produces other wheat derivatives such as animal bran, soft bran suitable for human consumption and wheat germ as by-products of flour milling. These products are offered in bulk and are usually sold to feed producers, traders and associations dealing with animal breeders, and some of them are also used in the production of compound feed by the company as one of the main ingredients..

Bran products and wheat derivatives help increase the company's revenues by broadening its customer base and fulfilling diverse market needs. This promotes the financial growth of First Milling Company and strengthens its leading position in the market sector.

It is important to note that bran can be sold as a standalone product or, alternatively, utilized as a component in animal feed.

## Bran and Wheat Derivatives Revenues

