

Investment Case

Market Leadership

Section One

The Company holds a leading position in the Saudi flour milling market, with a market share of around 30% of flour production and sales.

Geographic Footprint

The only milling company with four plants across all Saudi regions, serving over 7,500 direct and indirect customers.

Diversity in Product Range

Offering over 50 diverse products, including flour, feed, bran, semolina, and mixes, under three brands: First Mills, Aloula, and Naffa'a.

High Quality The Company has been awarded Six "ISO" certifications for its high-quality products, which meet the highest international standards.

RST MILLS

Operational Excellence

The company excels in operations and production, using advanced global milling technology and a well-controlled, efficient model for managing its processes.

Development
and
Innovation

The company prioritizes product development and quality, owning the Kingdom's only durum mill for semolina production with cutting-edge technology at its Jeddah plant.

7 Strong Infrastructure A solid base of fixed assets, logistics, and production facilities valued at over SAR 680 million.

Advanced
Technological
Infrastructure

The company leads in flour milling, feed, and bran technology, using advanced digital solutions to optimize production, manufacturing, and quality control, boosting efficiency and competitiveness.

9 Risk Management The company enforces strict risk management policies aligned with global standards and industry best practices to effectively mitigate risks.

Experience
and
Competence

A skilled, organizational structure supported by extensive expertise, led by an executive team with over 200 years of combined experience.

Strong
Financial
Position

Strong financial indicators and high returns drive added value, supported by efficient operations, excellent liquidity, and access to borrowing when needed.

Supportive
Economic
Environment

First Milling Company holds the largest share of specialized wheat in a local market driven by population growth, strong demand, and diverse consumer preferences.