



## Marketing and Corporate Communication

First Milling Company places significant emphasis on marketing activities to enhance its brand image and expand its customer base in innovative ways. The Company communicates across multiple marketing channels. These channels include digital media, and public advertisements, in addition to interactive activities such as events and live cooking shows held at shopping centers.

In 2024G, the Company's marketing strategy centered on the launch of new products with innovative concepts and developing existing products in terms of packaging to meet evolving

market demands. The objective is expanding the current consumer base while reinforcing the brand's core value represented by the slogan: "Quality is First".

In 2025G, First Milling Company's vision aims to product innovation and diversification by launching new types beyond flour productions. Further, the Company is committed to strengthening its research and development (R&D) capabilities in both the food and feed sectors and developing future projects to achieve a robust competitive edge in addition to improving the Company's market share.

**First Milling Company aims to lead the milling sector in innovation and development, both within the Kingdom and across the region. This ambition is paired with the goal of further increasing its market share, to be able to exceed 30% of the total flour sales in the Kingdom.**

### Participation in Forums and Conferences

Event	Date	Location
Klija Festival	26th January – 08th February	Al-Qassim
Saudi Capital Market Forum 2024 (SCMF24)	19th - 20th February	Riyadh
Capital Markets Forum (CMF) 2024	9th – 10th May	Hong Kong
The Saudi Food Show 2024	21st – 23rd May	Riyadh
Hosting the Middle East Investor Relations Association (MEIRA) for the first time in Jeddah	2nd October	Jeddah
Saudi Agriculture	21st – 24th October	Riyadh
Halaly Expo	26th – 28th November	Kuwait
Participation in MEIRA Annual Conference	11th – 12th December	United Arab Emirates, Abu Dhabi



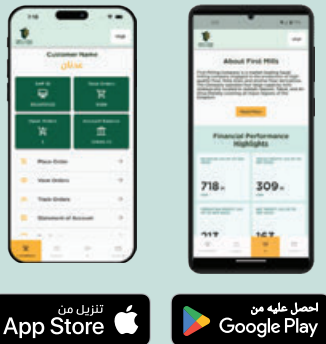
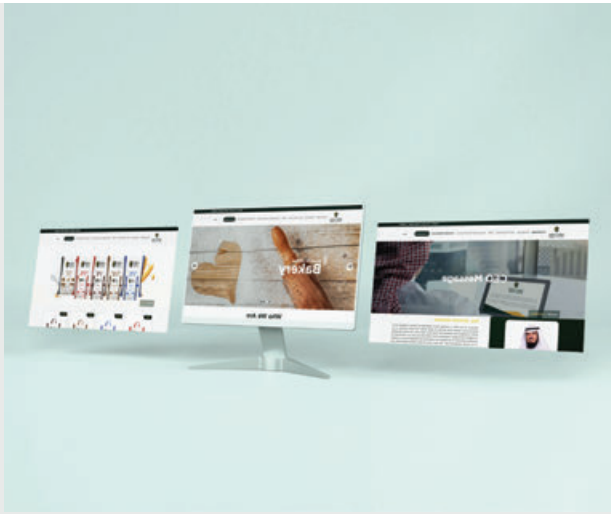
Marketing and corporate communications play a strategic role in the Company, serving as powerful tools to enhance product awareness and promote

corporate activities. First Milling Company utilizes three primary marketing channels.

### Company Website

The Company website serves as a comprehensive platform, enabling customers, investors, the public, and other stakeholders to access information regarding First Milling Company, its products, plants, financial information, and social initiatives. The website provides a user-friendly interface that ensures a smooth browsing experience for visitors.

The Company aims to cultivate a robust and impactful online presence through its website, enhance brand visibility, and foster ongoing engagement with its audience and customers.



### E-application

First Milling Company's mobile application enables users to access Company information and various documents directly. Furthermore, the application serves as a proper tool for customers to explore product offerings as well as place and track orders. The application also delivers a seamless and personalized experience for investors and customers, enhancing overall satisfaction and fostering ongoing engagement with the Company.

### Social Media

First Milling Company leverages social media as part of its marketing operations, launching innovative and interactive promotional campaigns to enhance brand visibility. By engaging with diverse influences across social media, the Company effectively reaches a broader audience segment and expands its customer base. This strategy effectively attracts a broader range of shoppers and generates positive engagement with products, thereby contributing to enhanced brand awareness and strengthened brand loyalty.

