

As part of the Company's strategy in this area, in February 2022G, the Company launched its patent flour products under "Aloula" brand, which is the company's first brand in retail sector. The Company is also developing additional products. These products include various types of flour, ready-made mixes and semolina to be introduced to the market in the future to meet the diverse needs of its customers.

"Aloula" is the first retail brand affiliated with First Milling Company as one of the transformation initiatives.

In February 2022G, "Aloula" was launched as a Saudi brand with its goal to rebuild the culture of baking and baked goods in Saudi homes using high-quality flour. With "Aloula", our goal is to empower the community to create and innovate in the world of baked goods.

"Aloula" name reflects the superiority of the Company and its constant desire to win and lead.

"Aloula" is the Company's first brand for retail business. It aims to grow the retail business as a patent flour brand, which it sells to well-known hypermarkets, supermarkets and groceries across the Kingdom.

In just two years, "Aloula" has achieved an important milestone to become No.3 brand. The total market share of First Milling Company 21% through its brand "Aloula" and "First Mills", acquiring a market share of 11% of the total retail flour market in Saudi Arabia, as well as reaching a market share of 21% for both its retail brands (Aloula and First Mills Premium), according to the latest reports from Nielsen. It has also resulted in adding value to the Company's product portfolio. This achievement, in such short period of time, has enabled the Company to become one of the best distinguished brands in the Saudi market. The Company prides itself to culminate two years of dedicated efforts based on innovative product development and strategic vision. This vision yielded a promising market share and a strong position as a brand.