

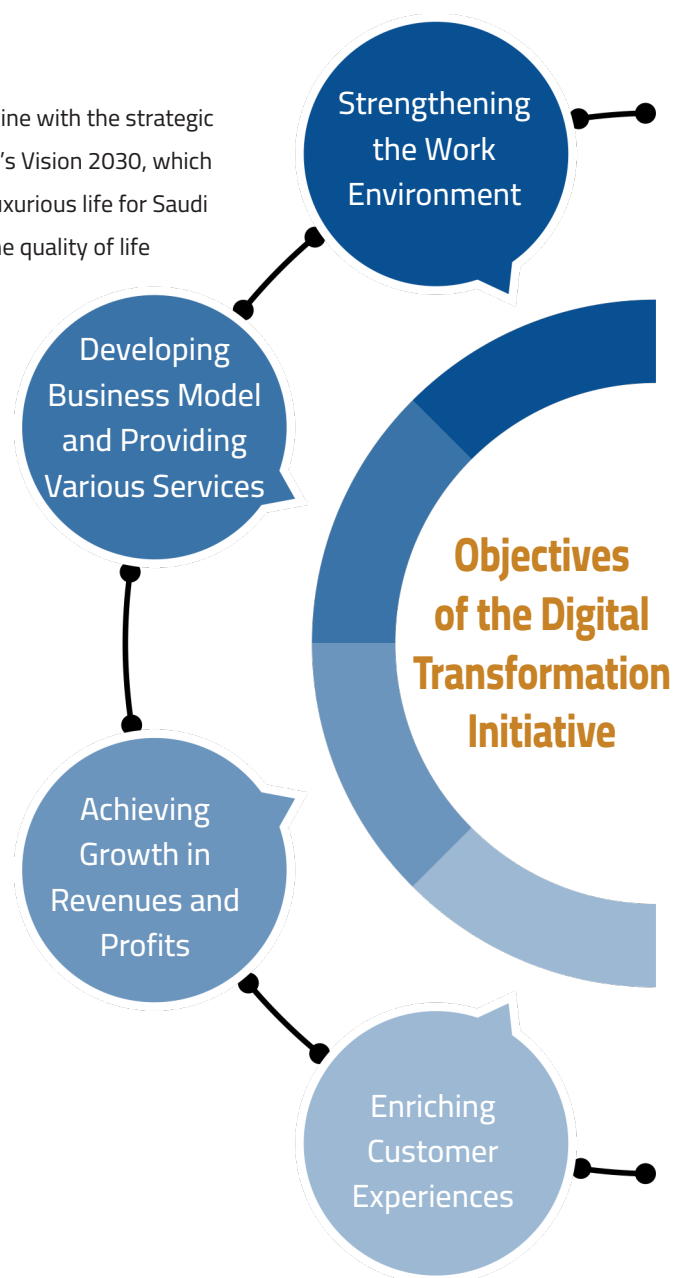
7- Initiatives

Maharah has launched a number of strategic initiatives, which aim to comprehensively and sustainably develop its business model, to pace up with its strategic vision, to achieve the Company objectives and increase its activity, in

addition to being in line with the strategic plan of the Kingdom's Vision 2030, which seeks to provide a luxurious life for Saudi nationals through the quality of life program.

Digital Transformation Initiative

Maharah has given much care to the digital transformation initiative, stemming from its belief in developing the Company's business model through the provision of various services to its customers using digital technologies which serve employees, customers and the community. For Maharah, digital transformation is generally regarded as one of the main fundamentals for achieving the Kingdom's Vision 2030, in light of pacing up the rhythm of digital transformation all over the world, which has required companies to increase their investments in digital technologies and in constantly adapting business models to meet the customer increasing demands. Maharah has achieved huge success in terms of digital transformation in all administrative and operational systems, through its ambitious strategy that is centered around basic fundamentals, for the sake of developing the information and infrastructure, enhancing levels of governance and cyber security, and boosting the customer experience and customer services through all communication channels.



Maharah Investments Size in Digital Technologies:

The Company is seeking to use the latest state of the art technologies, to participate in raising the performance criteria, the productivity levels and quality of business, while reducing operational costs and imposing quality

and safety standards and limits. Accordingly, the Company allocates a budget for digital technologies on an annual basis, including the costs for hosting cloud services, subscriptions and licenses of applications and

programs or the support and development projects. In 2023G, the size of the Company's investments in the digital technologies in general has been estimated at SAR 9 million.

Initiative for Enhancing Customer Experience

The initiative for enhancing the customer experience focuses on seeking to please the Company's customers, enhancing the quality of services provided and boosting their mental image. As a matter of fact, Maharah is keen on adding a positive experience for customers and on supporting them with a group of skills and developed measures in order to achieve the highest degree of customer satisfaction for all various categories of customers at all times.

To serve this purpose, Maharah has allocated a special division for problem solving and continuous communication with customers, to receive the customers' suggestions and remarks. The customer service in Maharah is not limited to answering phone calls and responding to customers' inquiries, the Company rather works on increasing communication with customers through various means including e-applications, the Company's branches, the unified

number, in addition to the email and social media accounts.

.The Company evaluates the satisfaction of its customers through holding regular electronic surveys which contribute to the development and enhancement of the services provided to its customers. Earlier surveys regarding some of the Company's services have shown customers satisfaction of 70% to 80%.

