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«We seek to take advantage of promising opportunities through a number of initiatives, authorized by the management in its new strategic plan»

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## Dear Honorable Shareholders,,

I am pleased to share with you Maharah accomplishments for the year 2023G, through its annual report, featuring highlights from its administrative, financial, and operational performance, reflected in a set of figures and facts that pinpoint our remarkable accomplishments and successes, on the Company's route of success and leadership in the HR sector.

It is unbelievable how prosperous the year 2023G has been, having been loaded with lots of achievements and successes in terms of our operational performance, which drove Maharah with steady steps on the path of strategic growth and qualitative expansion. This year, the Company has expanded its new customer base, which increased by 26%, by signing strategic contracts in the business sector. Meanwhile, the Company has expanded its Saudis outsourcing services, having signed a Memorandum of Cooperation with the Ministry of Tourism. Moreover, a contract to hold a project has been signed between Saudi Medical Systems (affiliate) and one of the government entities.

In a related vein, a number of international framework agreements have been inked with several main manpower-exporting countries. For instance, many agreements have been signed to supply 50 thousand workers from India.

Marahar accomplishments have been crowned by ranking first position in terms of the number of outsourced manpower on the level of HR companies sector with a number of 40.000 workers serving the labor market. This is a great achievement that would not accomplish except with the strenuous efforts exerted by the Company's employees in 2023G. Maharah also was awarded the Great Place to Work (GPTW) certificate for the year 2023G – 2024G.

In terms of its financial performance in 2023G, the Company has made revenues of SAR 1.9 billion, with SAR 1.4 billion from the business sector and SAR 449 million from the individual sector. The Company's net income amounted to SAR 96 million and its operational profits stood at SAR 95 million.

Thanks to Allah and the efforts of the Company Management and employees, Maharah managed to counter a number of obstacles in 2023G. These obstacles were either immediately addressed at the administrative level or listed on the Company's new five-year plan, which will go into effect at the start of 2024G.

One of the most notable difficulties the Company encountered was the increase in labor costs as a result of imposing a ceiling for services prices in the individual sector, by virtue of the laws and statutes issued by the Ministry of Human Resources and Social Development (HRSD). There was also the binding decision that 30% of the entire manpower must be

from the individual sector. The Company has faced such challenges by permitting the recruitment of foreign labor to offset for the Company's earnings.

As a countermeasure against the suspension of labor recruitment from certain countries—such as the Philippines and Indonesia—which are in high demand by customers, the Company has resorted to other nations, such as Ethiopia, Kenya, and Bangladesh. Also, The Company launched new services for the individual sector, such as intermediary services and Tasheel services.

Regarding expectations, goals, and opportunities for the future, the business environment in the Kingdom is bursting at the seams with numerous economic acquisitions that present Maharah with exciting prospects. The Company has started a number of initiatives, authorized by the management in its new strategic plan, in an effort to take advantage of these opportunities. The plan aims to grow the Company in the tourism and entertainment projects sector, supply labor for transportation sector projects, and grow the Company in the healthcare sector.

Within Maharah pursuit to maximize the benefits of the mega projects that the Kingdom's Government has approved, such as NEOM, Red Sea Development, Jabal Omar Project, The Line, Oxagon, Riyadh Metro, Jeddah Metro, etc., which represent great tributaries for developing the Company's activities and expanding its reach, the Company works hard to secure the largest share of these projects in terms of providing them with the necessary manpower.

Most importantly, the HR market in general and Maharah in particular are looking forward to two significant, first-ever events in the history of the Kingdom: the hosting of Expo 2030 in Riyadh and the planning of the World Cup 2034G. Maharah hopes to make leaps in performance indices and operational accomplishments, in light of expanding operational activities in response to these two significant events, particularly in the contracting sector, building hotels, expanding urban areas, and launching transport lines, which will in turn require the provision of enormous numbers of labor, and Maharah seeks to win the biggest stake thereof.

In closing, I would like to emphasize that the Company Management and employees have worked extremely hard to create the successes and accomplishments that have occurred from the Company inception to its eleventh year. Additionally, I would like to take this opportunity to convey my sincere gratitude and thank our partners and shareholders from the bottom of my heart for their support and faith in us. In 2024G, Maharah shall initiate its strategy and initiatives which impacts shall appear as of 2024G to 2030G.

**Abdulaziz bin Aidah Al Kathiri**