

# Sustainability Report

Leading with Purpose

# 2021



شركة جرير للتسويق  
Jarir Marketing Co.



شركة جرير للتسويق  
Jarir Marketing Co.

# Contents

About this Report .....	6
2021 Performance Highlights .....	8
CEO Message .....	9
Jarir Bookstore at A Glance .....	10
Our Charter.....	10
Jarir Bookstore in numbers.....	12
Our Business Strategy .....	13
How we Achieve our strategy .....	14
Associations and Memberships .....	14
Awards and Recognition.....	15

## Chapter 1

<b>Committing to the Sustainable Journey</b>	
1.1 Our Sustainability Management Approach.....	17
1.2 Stakeholder Engagement.....	18
1.3 The Issues That Matter the Most .....	20
1.4 Aligning to National and International Priorities.....	21

## Chapter 2

<b>Shaping the future with responsible operations based on strong business traditions</b>	
2.1 Governance and Ethics.....	23
2.1.1 Board of Directors .....	23
2.2 Business Ethics and Compliance.....	24
2.3 Grievance Mechanism .....	24
2.4 Strong Financial Performance.....	26
2.5 Risk Management.....	28
2.6 Product Safety.....	29
2.8 Data Privacy and Security.....	30
2.9 Responsible Supply Chain.....	31

## Chapter 3

<b>Working Together for Knowledge Generation and Innovation</b>	
3.1 Investing in Our Communities.....	33
3.2.1 Creating Positive Social Impact through CSR Initiatives.....	34
3.3 Jarir Reader (E-books Platform).....	40
3.4 Jarir Publication.....	41
3.5 Digital Product and Service Transformation.....	42

## Chapter 4

<b>Putting our customers at the centre of everything we do</b>	
4.1 Customer Experience.....	45
4.2 Customer Satisfaction Rate.....	46
4.2.1 Mystery shopper .....	46
4.3 Customer Care.....	47
4.4 Customer Engagement.....	48
4.4.1 Social Media Outreach.....	49

## Chapter 5

<b>Valuing, inspiring and rewarding talents</b>	
5.1 Human Resources Development.....	51
5.2 Employer of Choice.....	52
5.2.1 Diversity, Inclusion and Equal Opportunity.....	52
5.2.2 Employee Engagement and Satisfaction.....	52
5.2.3 Benefits and Compensation.....	53
5.2.4 Attraction and Retention.....	53
5.3 Training and Development.....	54
5.4 Health and Safety.....	55
5.5 Nationalization.....	57

## Chapter 6

<b>Managing environmental impacts</b>	
6.1 Environment Responsibility.....	59
6.4 Materials.....	60
6.5 Electronic Recycling and Trade-Ins.....	62
Appendix A - Performance Data.....	64
Appendix B - GRI Content Index.....	68



[102-46]

# About this report

Welcome to Jarir Bookstore's sustainability report. This report highlights the company's strategy and performance relating to the economic, environmental and social aspects of sustainability.

## Reporting period

The report covers the calendar year from 1 January 2021 to 31 December 2021, unless stated otherwise.

## Reporting guidelines

This report has been prepared in accordance with the GRI Standards: Core option. It focuses on the sustainability issues that are most material to Jarir and our stakeholders.

## Reporting boundary

The report covers 100 percent of Jarir Bookstore's operations located in the Kingdom of Saudi Arabia (KSA) and the Arab region. Data pertaining to our external contractors, suppliers and clients are not included in this report unless stated otherwise.

## Feedback

We welcome your feedback on this report and our performance through:

- ✉ [CSR@Jarirbookstore.com](mailto:CSR@Jarirbookstore.com)
- 🐦 [@Jarirbookstore](https://twitter.com/Jarirbookstore)
- 📘 [facebook.com/jarirbookstore](https://facebook.com/jarirbookstore)
- 🌐 [linkedin.com/company/jarir-bookstore](https://linkedin.com/company/jarir-bookstore)

JARIR BOOKSTORE  مكتبة جرير

### Cautionary Message

This report contains statements that may be deemed as "forward-looking statements" that express the way in which Jarir intends to conduct its activities. Forward statements could be identified by the use of forward-looking terminology such as "plans", "aims", "assumes", "continues", "believes", or any variations of such words that certain actions, events or results "may", "could", "should", "might", "will", or "would" be taken or be achieved.

Jarir has made every effort to ensure the report is as accurate and truthful as possible. However, by their nature forward-looking statements are qualified to inherent risks and uncertainties surrounding future expectations that could cause actual results to differ materially from these projected or implied statements. Such statements are subject to risks that are beyond Jarir's ability to control and therefore do not represent a guarantee that events implied in these forward-looking statements will actually occur.

# 2021 Performance Highlights



Spent

**5.57 bill.**

SAR on local suppliers contribution (7 percent increase compared to 2020)



Diverted

**19,459,976 mill.**

SAR worth of electronics from landfilling



**9,088 mill.**

SAR sales revenues



**45%**

Increase female workforce vs 2020



Hired

**2,103**

new employees into our family in 2021



Saudi Nationalization Rate of

**59%**

88 percent of new hires are 18-30 years old.



**27**

different nationalities represented in workforce



**65,734**

training hours provided to employees which is 1.4x more than 2020's.

## CEO Message



Dear Valued Stakeholders,

I'm glad to share with you the 2021 annual sustainability report. It has been a good year seeing the recovery from COVID-19 crisis that hit the world. We have been closely working with stakeholder to mitigate all the challenges the world is facing post the pandemic, which include Supply chain challenges and prices inflation. Through out this year, we continued to embrace corporate social responsibility initiatives and to remain true to our original purpose to influence positive change.

Jarir's sustainability strategy continues to embrace values of transparency, stakeholder engagement, good governance, and minimizing emerging risks and negative environmental impacts while maximizing positive social and economic impacts. This year, with the help of our partners, we have succeeded in creating a more responsible trade-in programs that contributed to saving and diverting more than 145,000 electronic devices from going to landfills. Jarir purchasing team has been able to procure more locally during 2021, and increase the local suppliers share to become 73% of our total procurement, at the same time, expansion plans continued and we managed to open 7 showrooms during 2021.

We continued focusing on representation, training and development of our resources to ensure that our employees are poised for professional development and are well equipped to serve our customers and uphold our values. In 2021, our efforts to increase the female representation in retail workforce have yielded a 45% increase in female employment. Post COVID more than 65,734 hours of training were conducted, presenting a major recovery on training hours per employee.

Thanks to all our stakeholders, we will continue leveraging innovative initiatives that will reinforce our resilience and market leadership while contributing positively to the community. We appreciate stakeholders for their roles in our business and ESG activities. We welcome your feedback and engagement to better deliver on your needs and align overall stakeholders interests with our goals.

Sincerely,

**Abdulkarim Alagil**

We continued our support to society and have collaborated with Takaful to prepare 10,000 student bags and accessories. Jarir and Ministry of Culture relationship have evolved and extended to Jarir Sponsorship of Riyadh international Bookfair, Arabic Calligraphy Year initiative, e-book and other collaboration. Jarir continues to enrich the Arabic content and empower novice writers; Jarir Writing Contest had an amazingly high participation with 690 participants that presented novels and stories. Also, Jarir published several books in cooperation with scientific entities in fields of social Studies and Disability

# Jarir Bookstore at A Glance

Jarir is headquartered in Riyadh, Saudi Arabia. Jarir operates through two divisions, Retail (including online sales), under the trademark of Jarir Bookstore, and our Wholesale division. Our activities include trading in Office and School Supplies, Children’s Toys and Educational Aids, Arabic and English Books and Publications, Arts and Crafts Materials, Computer Peripherals and Software, Mobile Phones and Accessories, Audio Visual Instruments, Photography Tools, Smart Television and Maintenance of Computers and Electronic items.

## Our Charter



### Mission

To enable our Customers to Grow and Learn through Best Products and Services delivered with pleasurable experience and Best Value.



### Values

- Exceeding expectations
- Quality
- Integrity
- Simplicity
- Humility
- Respect and appreciation
- Unity and collaboration
- Loyalty



### Objectives

- To maintain leadership in service quality of service to our customers.
- To provide affordable products of superior quality to our customers.
- To be a market leader in office supplies, IT products and books. .
- To build a superior and effective management team.
- To incentivise individual initiative and provide opportunities for personal growth to our employees.
- To serve and give back to the community, as we believe it is our social responsibility.



# Jarir Bookstore in numbers



2021

**67**

stores

6 stores are planned to open in 2022.

Serving

**30**

Cities

2022 Target

**7+**

Stores

2021 Revenue (SAR '000s)

**9,088 million**

2021 Net Profit (Million SAR)

**1,004**

Appealing store layout and design with an average of

**+38,400 sq. ft.**

**5,697**

Employees (with 80% of workforce dedicated to sales)

**Number 1**

in the Middle East for IT, electronics, office supplies and books

Centralized fully automated warehouse of

**800,500 sq. ft.**

integrated with ERP system

**36.5 million**

showroom visitors in 2021

**129 million**

Jarir.com visits annually

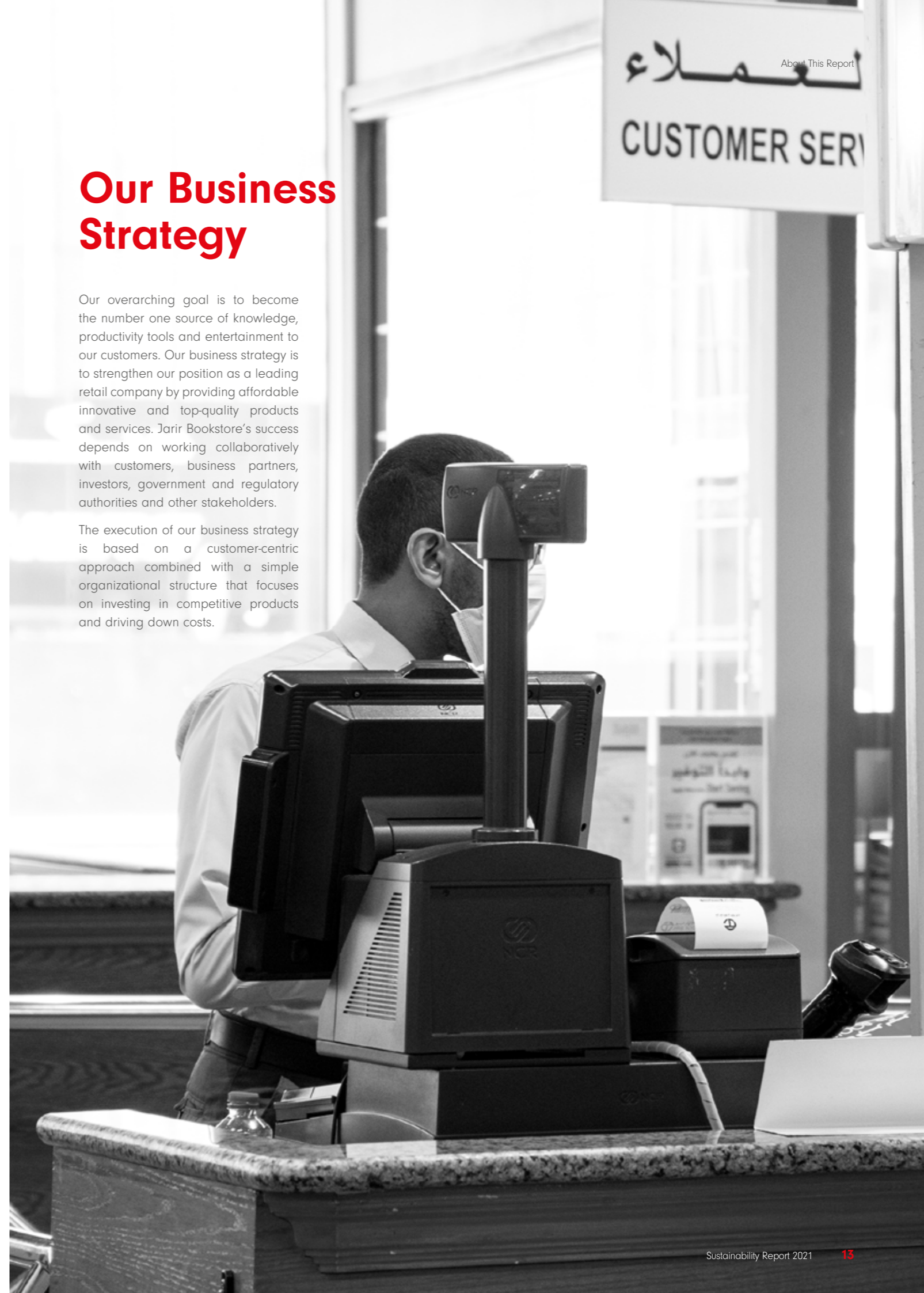
Carpeted floors, low shelves and segmented

**shopping experience**

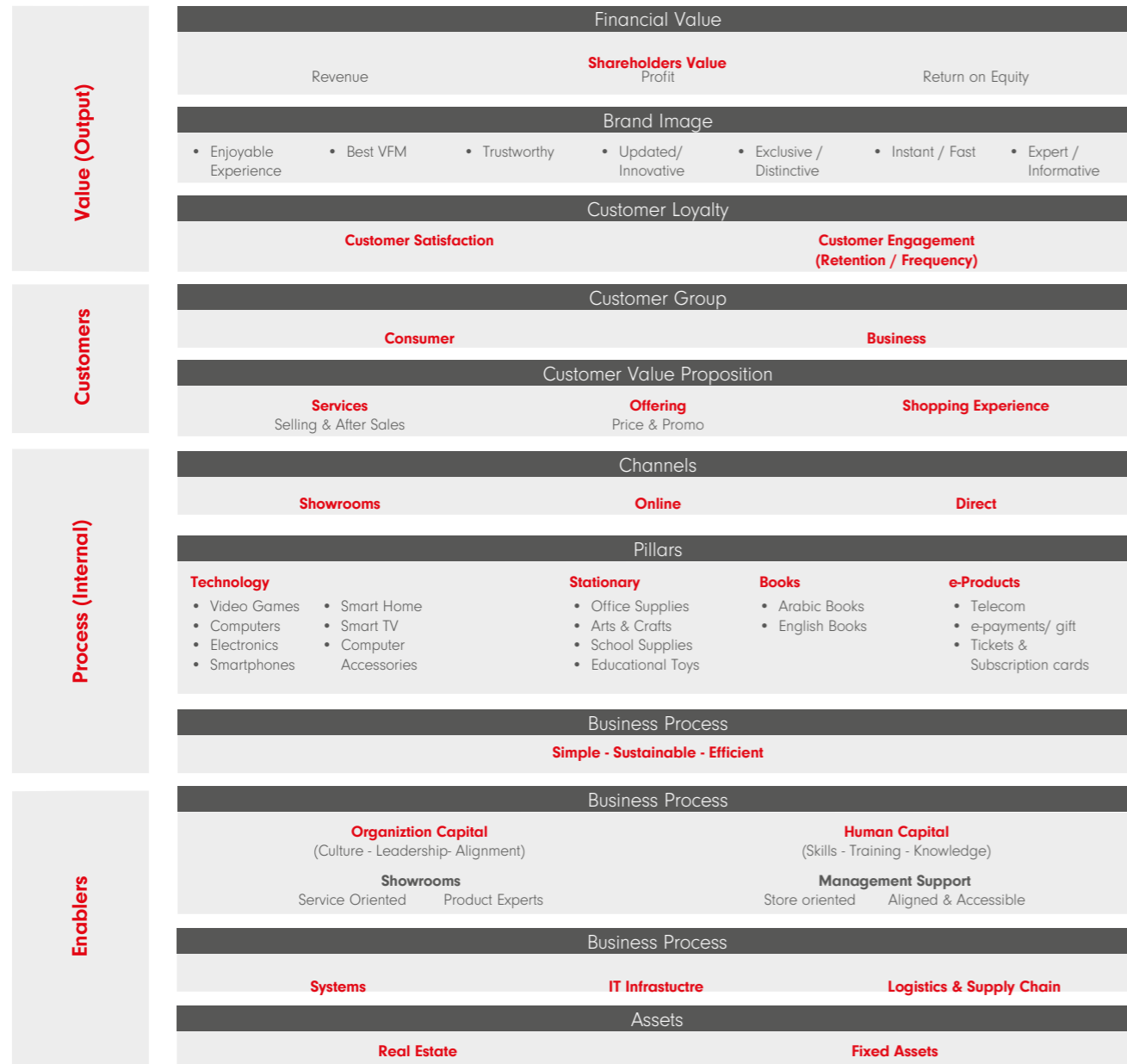
# Our Business Strategy

Our overarching goal is to become the number one source of knowledge, productivity tools and entertainment to our customers. Our business strategy is to strengthen our position as a leading retail company by providing affordable innovative and top-quality products and services. Jarir Bookstore's success depends on working collaboratively with customers, business partners, investors, government and regulatory authorities and other stakeholders.

The execution of our business strategy is based on a customer-centric approach combined with a simple organizational structure that focuses on investing in competitive products and driving down costs.



# How we Achieve our strategy



## Associations and Memberships

In order to collectively improve industry standards and promote best practices, Jarir participates in several like-minded organizations. Jarir is a member in the following associations:



# Awards and Recognition

We are proud of our achievements thus far and humbled by the recognition received from esteemed industry organizations. Below are highlights of awards and recognitions that Jarir Bookstore has received since 2008:

- 2008** Jarir received Saudi Top Transparency Award - BMG Financial Advisors 2008.
- 2012** Jarir ranked 1st in the strongest Executive Management in Retail - Forbes 2012
- 2013** Jarir was recognized among the top 10 Most Recognized Brand Names in The Middle East - Forbes 2013
- 2016** Jarir was recognized as no. 1 Saudi Retailer and ranked 67 among the Top 100 companies in Arab World - Forbes 2016  
Jarir CEO was awarded in Top CEO Awards 2016, for Retail - TRENDS INSEAD 2016  
Jarir won 2nd place among Private Sector Best Organization in Utilizing Social Media - his Highness Shaikh Salem Alali Alsobah Awards 2016  
A books advertising campaign titled "Newsworthy Books" won multiple awards in 2016 including Dubai Lynx, EFFIE, Cristal Award and Lories Award
- 2017** Jarir "Brand Value" is no. 7 in Saudi and no. 1 in retail, with estimated worth of SAR 5.6 billion - Brandz Top 20 Most Valuable Saudi Arabian 2017  
Jarir is the no.1 retailer in Saudi on number of Followers & Care Insight, on Twitter & Facebook - Sprinklr.com 2017  
Jarir 2017 Back to school won Gold & Silver awards in MENA Effies, in "Retail non-food" & "Youth Marketing" respectively
- 2018** Jarir "Brand Value" according to Brand Finance - Brand Directory 2018 is among top 25 Saudi Brands and top 50 in GCC. Among retailers, Jarir was the highest valued brand in both lists - Brand Finance Brand Directory 2018  
Jarir was recognized as one of the top 100 companies in the Arab world by Forbes Middle East 2018  
Jarir was recognized as the number 1 retailer in 2018 Buzz Ranking Brand Index which measures the overall brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.
- 2019** Jarir "Brand Value" according to Brand Finance - Brand Directory 2018 is among top 25 Saudi Brands and top 50 in GCC. Among retailers, Jarir was the highest valued brand in both lists - Brand Finance Brand Directory 2018  
Jarir was recognized as one of the top 100 companies in the Arab world by Forbes Middle East 2018  
Jarir was recognized as the number 1 retailer in 2018 Buzz Ranking Brand Index which measures the overall brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.
- 2020** Jarir was recognized as no. 1 Saudi Retailer and ranked 61 among the Top 100 companies in Arab World - Forbes 2020.  
Jarir "Brand Value" is no. 8 in Saudi and no. 1 in retail, with estimated worth of SAR 5.6 billion  
- Brandz Top 20 Most Valuable Saudi Arabian 2020. brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.
- 2021** Jarir was recognized as the number 1 retailer in 2021 Buzz Ranking Brand Index which measures the overall brand health by taking into consideration the average of impression, quality, value, satisfaction, recommendation and reputation.  
Jarir was recognized as no. 1 Saudi Retailer and ranked 54 among the Top 100 companies in middle east - Forbes 2021.





# 01

## Committing to the Sustainable Journey

As one of the largest retail companies in the region, Jarir commits to the highest standards of corporate responsibility. At Jarir, sustainability is a crucial business objective, and we believe that contributing to sustainable development is essential to long-term growth and value creation for Jarir, our stakeholders and the world at large.



## Our Sustainability Management Approach

**Jarir's sustainability strategy is based on strong principles of corporate social responsibility (CSR), stakeholder engagement and positive impact generation**

In addition, we believe that our rapidly changing business landscape will bring new risks and opportunities related to environmental, social and governance (ESG) issues. Our sustainability efforts aim not only to reduce negative impacts, but also to enhance current and long-term value creation for our business and key stakeholders. Therefore, our sustainability management approach is aligned with our business strategy to enhance our competitive edge in a future that is likely to be increasingly transparent, low-carbon and resource-constrained.

To achieve our vision of a sustainable future, we implement a sustainability management framework that integrates critical ESG considerations into our business decision-making processes. This framework consists of six pillars exhibited in the figure below. These pillars are further reinforced by our core values, industry best practices and internationally recognized standards.



To ensure the comprehensive integration of ESG considerations into our business practices, we have established a sustainability team consisting of members of top management and employees across different major business functions. Our sustainability team is responsible for developing strategies, setting ambitious targets and measuring progress towards our ESG goals.

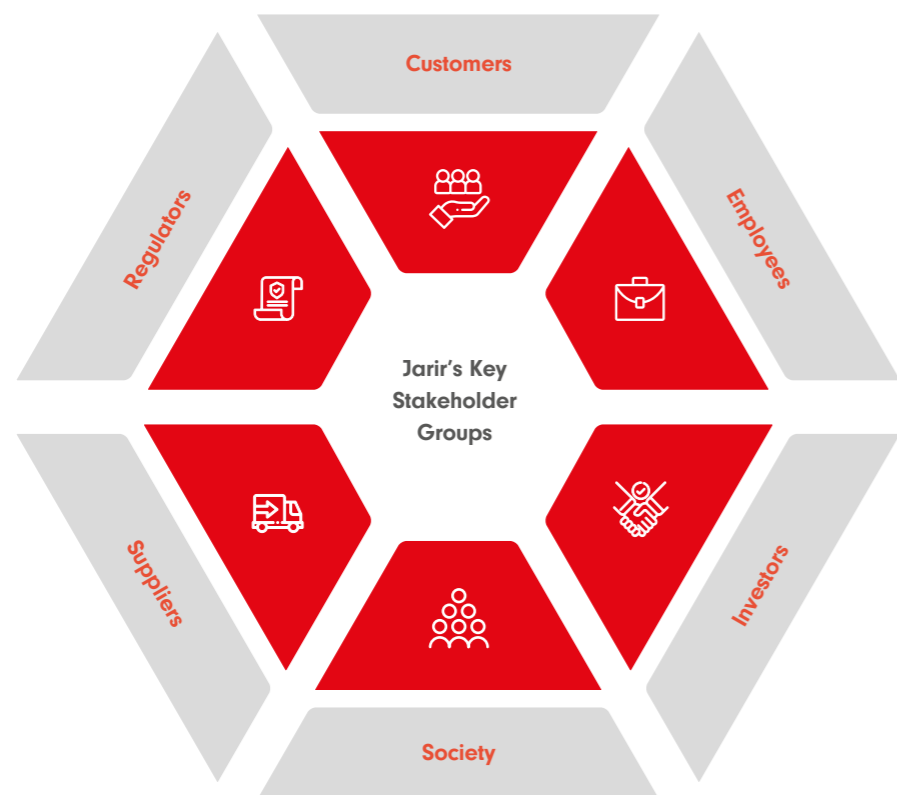
### ESG Communication and Disclosure

Jarir is proud of our commitments and performance regarding ESG issues and our stakeholders are increasingly interested in our journey to sustainability. Therefore, we aim to become increasingly transparent on this front. We are measuring and communicating the most material KPIs to our key stakeholders through this report, as well as other platforms. In addition, we reinforce our commitments and accountability by publicly disclosing our management strategies and targets, as well as our progress towards them. To help ensure materiality, completeness and comparability, we adhere to internationally recognized disclosure standards such as GRI and SASB. This process helps assure our stakeholders that we are a responsible resilient forward-thinking company.

# Stakeholder Engagement

**Stakeholder engagement is a crucial aspect of our sustainability management, as well as our general business strategy. As market leader, we have a responsibility and a business interest to understand and respond to the needs and concerns of our key stakeholders. In addition, due to their unique perspectives, we regard our stakeholders as a valuable source of ideas for improvement and innovation.**

As needs and context are constantly changing, Jarir's stakeholder engagement is a continuous process. Our key stakeholder groups are determined by their ability to affect, or be affected by, our business operations and/or decision making. Accordingly, we have identified six key stakeholder groups summarized in the map below.



The table below includes a more detailed stakeholder map that also depicts modes of engagement and methods of responding to stakeholder inputs. We maintain an open dialogue with our key stakeholders through a variety of platforms (refer to table below). The results of such engagements help inform our sustainability and business agendas and help support our process of continual improvement.

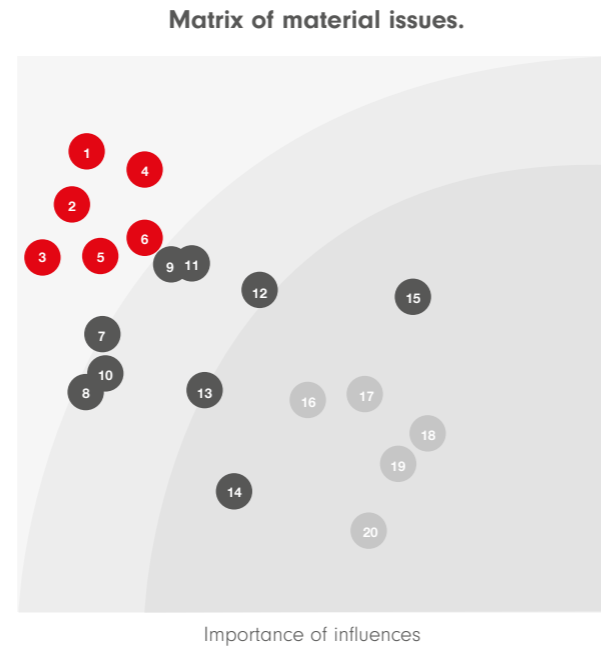
Stakeholder	Methods of Engagement	Stakeholder Priorities	Jarir's Response
<b>Customers</b> 	<ul style="list-style-type: none"> <li>Customer satisfaction surveys</li> <li>Customer contact centre</li> <li>Annual sustainability report</li> <li>Website</li> <li>Mystery shopper</li> </ul>	<ul style="list-style-type: none"> <li>Transparency and accountability</li> <li>Data privacy</li> <li>Product and service excellence</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability report</li> <li>Social media campaigns</li> </ul>
<b>Employees</b> 	<ul style="list-style-type: none"> <li>Direct meetings</li> <li>Intranet</li> <li>Engagement workshops</li> <li>Website</li> <li>Professional development plans</li> <li>Employee hotline</li> </ul>	<ul style="list-style-type: none"> <li>Learning and development programs</li> <li>Reward and recognition programs</li> <li>Competitive remuneration and benefits</li> <li>Work-life balance</li> <li>Employee satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Performance management and evaluation</li> <li>Inhouse training and on the job learning</li> <li>Medical services and check-ups</li> <li>Transportation, health insurance, annual leaves, social security</li> <li>Open dialogue with employees over many channels</li> </ul>
<b>Society</b> 	<ul style="list-style-type: none"> <li>Direct communication</li> <li>Participation in local events</li> <li>Website</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Local development</li> <li>Job creation</li> <li>CSR activities and initiatives</li> <li>Sponsorships and donations</li> </ul>	<ul style="list-style-type: none"> <li>School and sports support</li> <li>Local procurement</li> <li>Local community engagement</li> <li>In kind contributions, sponsorships and donations</li> </ul>
<b>Investors</b> 	<ul style="list-style-type: none"> <li>Website</li> <li>Regular reports</li> <li>Website</li> <li>Investors relationship</li> <li>General assembly</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable profits and equities</li> <li>Transparency and accountability</li> <li>Good corporate governance and business ethics</li> <li>Cost reductions</li> <li>Risk management</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability report</li> <li>Sustainability strategy</li> </ul>
<b>Regulators</b> 	<ul style="list-style-type: none"> <li>Direct communication</li> <li>Meetings</li> <li>Annual reports</li> <li>Website</li> </ul>	<ul style="list-style-type: none"> <li>Transparency and accountability</li> <li>Good corporate governance and business ethics</li> <li>Job creation</li> <li>Compliance to set requirements and standards</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability report</li> <li>Annual report</li> <li>Website</li> <li>Social media</li> <li>Regular meetings</li> </ul>
<b>Suppliers</b> 	<ul style="list-style-type: none"> <li>Supplier profile requests</li> <li>RFQs and RFPs</li> <li>Long term agreements/ contracts</li> <li>International Exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>Clear description of scope of work</li> <li>Competitive bidding</li> <li>Timely award of contract</li> </ul>	<ul style="list-style-type: none"> <li>Timely response to inquiries and contract awards</li> <li>Two-way communication</li> <li>Share full description of scope of work</li> </ul>

# The Issues That Matter the Most

Throughout 2020-2021, the pandemic has impacted the local and global economy and changed consumer behavior. In addition to how companies operate. Therefore, the issues were reclassified and rebuilt according to what will be presented below. Prioritizing the issues that matter in the past year such as customer safety and employee stability were among the most important factors that aligns with the basis of Jarir's strategy, its program and communications to achieve sustainability before and after the outbreak of the pandemic. Taking into account that the duration of the current crisis may last longer than expected. Therefore, the process of assessing the material issues led to adding two important factors and now it is summed to be 20 main topics instead of 18, all of them relating to environmental, social and governance factors to measure sustainability.

## Materiality Matrix

- 1 Governance, Business Ethics, and Compliance.
- 2 Achieving operational and financial goals.
- 3 the quality.
- 4 client privacy and security.
- 5 Client safety.
- 6 Employee stability.
- 7 client experience.
- 8 Packing and classification.
- 9 Energy and climate change.
- 10 Responsible relationship with clients.
- 11 Innovation.
- 12 Responsibility for the supply chain.
- 13 Attraction, development and retain of talent.
- 14 Recycling.
- 15 Community investment and socio-economic development.
- 16 Prevention of anti-competitive practice.
- 17 Diversity and inclusion.
- 18 Sustainable procurement.
- 19 Sustainable technology.
- 20 Environmental impact of operations.



● Very important    ● relatively important    ● less important

# Aligning to National and International Priorities

Jarir aims to measure and report on its environmental, social and economic performance according to leading standards to achieve sustainable development, and national and international goals to ensure sustainable development.

National Goals	<p>Jarir has always been in support of the purpose of the Saudi national vision 2030, and the three main themes that underpin the vision - a vibrant society, a thriving economy, and an ambitious nation - are closely aligned with Jarir's strategy and direction to achieve sustainability.</p>	<p><b>Vision of Kingdom of Saudi Arabia 2030</b></p> 
	<p>Being in-line with the Corporate Social Responsibility Strategy in the Kingdom of Saudi Arabia is one of the goals of Jarir Bookstore, as it seeks to create a sustainable impact on the development of society, economy and the environment.</p>	<p><b>Corporate Social Responsibility Strategy in the Kingdom of Saudi Arabia</b></p> 
International Goals	<p>With the launch of National Standards of Sustainability Reporting, Jarir seeks to prepare and report sustainability reports in accordance with these standards.</p>	<p><b>National Standards of Sustainability</b></p> 
	<p>As a socially responsible Saudi company, Jarir seeks to align its endeavors for achieving sustainability with the Sustainable Development Goals. In which they have the priority and relevance to Jarir's sustainable approach, in order to achieve the greatest impact.</p>	<p><b>Sustainable Development Goals</b></p> 
	<p>Jarir aims, every year, to prepare and report Jarir's non-financial reports in the annual sustainability reports according to the Global Reporting Initiative as a major option.</p>	<p><b>Frameworks of preparing and introducing reports. Global Reporting Initiative</b></p> 

# 02

## Shaping the future with responsible operations based on strong business traditions

As a pioneering company and a market leader in the Arab region, we built our foundation on strong business traditions and are committed to achieving sustainable growth through responsible best practices. As we have achieved significant scale over the past decades, it is becoming increasingly important to adopt an exemplary leadership role regarding business ethics and responsible operations. To maintain these commitments, we have management systems in place to ensure effective corporate governance, the highest ethical standards, transparency, strong financial performance and rigorous risk mitigation mechanisms. These mechanisms are designed to build resilience, foster continual improvement and safeguard long-term value creation for our stakeholders.



## Governance and Ethics

Jarir implements strong governance mechanisms, policies and best practices that optimise value-creation for stakeholders while integrating ESG considerations into our decision-making processes, operations and supply chain. Our governance systems are designed to build trust, engage stakeholders and incorporate the highest standards of business ethics.



### Board of Directors

Jarir's highest governance body is our Board of Directors, which is closely involved in corporate strategic vision, operations and decision making. The Board is also responsible for resolving emerging issues as they arise as well as setting and measuring progress towards company goals and targets. The CEO acts as the interface between the Board and company operations.

Jarir's Board of Directors and management team are committed to upholding the highest standards of corporate governance and adhering to all applicable regulatory guidelines. In an effort to promote strong corporate governance, the Board ensures the proper separation of roles between the CEO and the Chairman of the Board.

The Board is supported by permanent committees such as the Audit and Remuneration and Nomination committees. Information on the composition of the board committees is exhibited in the diagram below. More information on our corporate governance practises can be found in our annual Board Report via the following link:

<https://wps-media.jarir.com/wp-content/uploads/2022/03/1B-Board-Report-2021-EN-1.pdf>



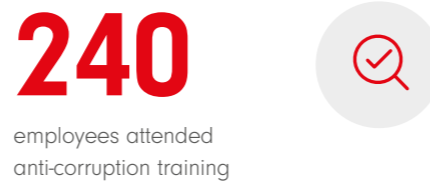
## Business Ethics and Compliance

Jarir is committed to fostering a robust culture of strong business ethics as a foundational value of our governance management strategy.

To ensure the highest standards of business ethics and integrity, Jarir implements a strict Code of Conduct. The Code enforces ethical principles through training, awareness raising and well-defined guidance. The Code is applicable to all Jarir employees and defines ethical best practices for all our business activities. The comprehensiveness and universality of the Code ensure that integrity persists throughout everything we do.

The Code of Conduct provides guidance pertaining to professional practices, ethical practices, use and protection of company assets, confidentiality and employees' rights. All Employees receive a hardcopy of the Jarir Code of Conduct upon onboarding and are required to attend the Values & Code of Conduct training.

In addition, Jarir ensures that employees recognize the importance of communication and training about anti-corruption policies and procedures. In 2021, a number of 240 employees have attended anti-corruption training.



## Grievance Mechanism

Jarir is committed to hearing and addressing every grievance made by any of our stakeholders. Although our first priority is to avoid any potential issues before they arise, our grievance mechanisms serve as a valuable resource for stakeholder engagement and continual improvement. Central to our grievance system is our dedicated hotline, which can be used to report potential non-compliances or unethical behaviour. All concerns raised are promptly evaluated and any potential violations are investigated by the legal department. In addition, corrective measures are put in place as necessary to avoid potential ethical transgressions in the future.



# Strong Financial Performance

Jarir Bookstore has (67) showrooms inside and outside the Kingdom of Saudi Arabia. Six of them opened during 2021, one located at the road of Abdullah Sulieman in Al Thaghr neighbourhood in Jeddah as a substitute for its showroom in Al-Gammaa neighbourhood. As well as, another one located at the road of King Abdullah in the Naseem neighbourhood in Al Hofuf. An showroom located at the road of King Abdulaziz in Salahaddin neighbourhood in Riyadh, and another showroom located at the south of Al Aziziyah neighbourhood in Mecca, beside an showroom located at King Fahad Road in Ar Rass province, an showroom in Najran, and one in Al Majma'ah province. Whilst the showroom located at Cornish Road in Nation Galleria Abu Dhabi has been closed.

**SAR 9.088 billion**



Sales Revenue 2021

	Riyadh	Buraydah	Unayzah	Al-Kharj	Hail	Al Duwadimi	Jeddah	Tarif	Mecca	Medina	Yanbu	Tabouk	Dammam	Khobar	Dhahran	Al Jubail	Sakaka	Al Hofuf	Hafar Al Batin	Khamis Mushait	Jazan	Qatar	Abu Dhabi	Kuwait	The total according to the owned (and the leased)
Owned	6	0	0	0	0	0	1	0	0	1	0	0	2	2	0	0	0	2	0	0	0	0	0	0	14
Leased	12	1	1	1	1	1	7	1	3	1	1	1	1	1	1	1	1	0	1	2	1	3	1	4	53
Total by city	18	1	1	1	1	1	8	1	3	3	1	1	3	3	1	1	1	2	1	2	1	3	1	4	67
Total	The total is 67 showrooms (inside and outside the Kingdom)																								

As an extension to Jarir's real estate activity, the leased area (showrooms, offices and residential) reached (82,832) Square meters by the end of the fiscal year 2021, compared

to (84,638) square metres in 2020, and it is expected that the leased area shall increase during 2022 by adding the area of (16,226) square meters.

During the fiscal year 2022, Jarir aims to expand by opening more seven showrooms.

## Company Sales

Despite the effect of the Corona pandemic, which continued, with the change of the school system to remote learning, Jarir managed through the company's sales during 2021 to achieve a growth in its government and corporate sales, especially in the sale of electronic certificates, papers, electronics, smart phones, stationery, and school supplies, where the sales in the middle region grew at the rate of 28% compared to the last year. Moreover, the sales in the western region grew at the rate of 5% compared to last year. Whilst the sales of the eastern region was at the near to the last year sales due to the shift of many government agencies to the electronic

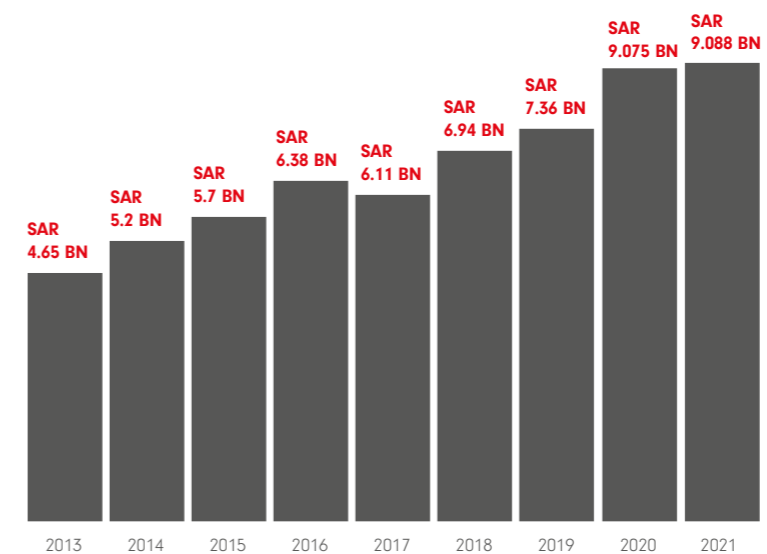
market, which is only available for the customers of the middle region.

Jarir seeks during 2022 to continue with including new customers, and achieving best results by increasing the number of the varieties in the market from (100) items to (280) items through its continuous contact with Expenditure & Projects Efficiency Authority in order to get its approval in this regard with the objective of covering all of the requirements of governmental authorities and new companies in the Kingdom, which will reflect on the growth of Jarir sales for the governmental sector and the companies.

conclude a new contract with Al-Rajhi Bank in order to supply all of its branches in the Kingdom with stationery.

In addition, work is currently underway to


## Sales Revenue (SAR)



# Risk Management


Risk management in Jarir is carried out by senior management in accordance with policies approved by the Board of Directors, where the board identifies and evaluates risks, and takes precautions against them through close cooperation between Jarir's departments. In addition to, evaluating the possibilities of risks occurrence and estimating the effects that may result from them, and then the necessary measures are taken to reduce these risks, avoid them and contain them as much as possible to avoid any damage they may cause in the event their occurrence.

There are many risks related to Jarir's activities, including:




**Economic Risks**

The risks to which the economy is exposed in general, whether inside or outside the Kingdom, which have an impact on spending for individuals and institutions, and what have an impact on suppliers and manufacturers.



**Strategic Risks:**

Not being aware of the economic variables, making the wrong strategic decisions, or applying the strategies incorrectly, and Jarir is keen to be aware of the economic variables through studying the market and the economic situation, and using distinguished expertise to avoid any strategic risks.



**Operational Risks:**

All shortcomings and failures facing the operational processes and the ability to work in a competitive environment. These risks include:

- 1- Currency risks:**  
It is the risk of change in the value of financial instruments due to the change in currency exchange rates, as most of Jarir's transactions are in Saudi riyals, US dollars and euros, and subsidiaries are exposed to currency conversion risks.
- 2- Credit risks:**  
It is the inability of one party of a financial instrument to meet its obligations, which leads to the other party incurring a financial loss. To avoid credit risks, cash is deposited with banks with a high credit rating, and receivables are restricted after deducting the provision for doubtful debts.
- 3- Cash risks:**  
It is the risk of difficulty in securing the cash necessary to meet its obligations, and cash risk is managed by ensuring periodically that sufficient cash is available to meet any future obligations.
- 4- Human resources risks:**  
The ability to attract and retain qualified and distinguished human cadres, and Jarir continuously recruits and trains national cadres, and develops an incentive reward to support the continuity and efficiency of its employees.
- 5- Legal risks:**  
Risks related to legislative and legal changes in the Kingdom or the countries in which Jarir operates, whether from taxes, labour laws, and others.
- 6- Technical risks:**  
Risks of the continuity of operational processes associated with technical programs in the event of a technical defect, Jarir continues to develop and support its technical programs and alternative technical infrastructure.

# Product Safety

**Jarir is proud of being a preferred partner with many government organizations. This include working together on new regulatory and environmental projects that demonstrate Jarir's commitment as an industry leader.**

Jarir is committed to responsible retail and ensuring that the products we sell are safe for our customers. There is a growing concern and awareness regarding potentially hazardous substances in retail products and we aim to lead the industry in protecting consumers. We are continuously assessing and ensuring the safety of our products and eliminating or finding alternatives for anything that may pose a risk to our customers or employees. In addition, we make efforts to stay informed of any potential regulatory changes and industry trends that may impact our product safety program.

During 2020, as customers expect the products they purchase to be safe and as a company we need to provide assurance. To continue providing goods and services to our community we have followed recommendations from both the Ministry of Health and the World Health Organization (WHO). As a result, we have taken a variety of health and safety actions such as: Educate the team about the virus and share posters all around workplaces to keep it clean and safe and encourage them to use good hygiene practices, including frequent handwashing, in addition to, sanitizing all shipment and packing equipments with alcohol and wipes to ensure maximum safety for all consumers.

Jarir continuously assesses new opportunities to enhance product safety. These efforts include actively looking for opportunities to reduce the use of chemicals throughout our corporate, retail, service and distribution operations. When selecting the products that we use, preference is given to safer alternatives such as EPA Safer Choice chemicals. In addition, we check



**100%**



**compliance rate with all relevant health and safety regulations**

**0**



**Incidents of non-compliance concerning product and service information and labeling**

# Data Privacy and Security

**Jarir implements a variety of state-of-the-art information security measures to ensure that our customers receive best-in-class data protection. Whether shopping in one of our store locations, online, through our app, or using our products at home, our data protection best practices protect our customers' confidentiality, transaction data and personal information. All digital transitions use cutting-edge encryption technology to safeguard sensitive personal information such as customer's names, addresses and credit card numbers.**

In 2021, Jarir continued its path of upgrading the technological infrastructure and cybersecurity by achieving a conscious level that keeps pace with the tremendous developments in technology or cybersecurity.

During the year 2021, Jarir paid full attention to providing more protection for servers and devices by operating the (EDR Endpoint Detect Responds server), which enabled Jarir to provide better protection for servers and devices and to confront and stop many advanced cyber-attacks.

Jarir was also able during 2021 to activate the (Managed Detect Responds MDR) service, which provided Jarir with the required protection for servers and devices through a team of cybersecurity specialists and experts that scrutinize all notifications and conduct a deep examination and Forensic Analysis around the clock, seven days a week.

As a continuation of Jarir's efforts in the field of cybersecurity and information protection, a new system has been installed to protect servers and computers through which vulnerabilities are identified in each device or server, and it enters the known communication channels that have been identified and prevents the hacker or malicious software from accessing them.

Since most of the cyber attacks are via electronic messages; Email protection came as one of the most important projects

implemented during the year 2021, as the cyber security system for email was enhanced, which enabled Jarir to upgrade to better protection that enabled it to stop many targeted electronic attacks. Email protection also included activating the authentication system for all external messages through the application of the (DMARC V SPF) service on many of Jarir's domains.

During the year 2021, Jarir managed to enhance the infrastructure of the main servers in two phases, the first of which was to upgrade the main server to a more powerful server in terms of processor and random memory, which falls within Jarir's plan to upgrade the infrastructure to keep pace with the growth it is achieving.

The second stage was to change the critical server infrastructure to an Operating System based on IBM Aix and IBM Power Servers, all of which provide high performance and integrated cyber protection.

The storage systems were also upgraded within this project, as new devices based on (NVME) and (Fiber Channel) technology were operated at a speed of (32 GB/S), which in turn enabled Jarir to improve server performance and access information more quickly.

In the scope of information protection, Immutable Backup technology has been adopted, which provides for storing backup copies in systems that are unchangeable

and inaccessible, as they are always separated from the main networks.

While Jarir, in the context of information protection, has activated a user behaviour analysis system, which enables us to find out if the user is performing unusual actions, attempting to store data, or other unusual actions.

And throughout the year 2022, Jarir Company aims to continue its plan to improve cybersecurity systems and introduce new solutions that enable it to better and comprehensively protect all systems through additional applications aimed at providing more protection for servers and devices, and will also activate the (Automation) to address security incidents.

Within the framework of the same plan, Jarir aims during the year 2022 to activate the (SOC-as-a-Service), which will provide comprehensive monitoring and protection for all Jarir domains, including the website (Jarir.com).

Jarir also expects that 2022 will witness a digital transformation, as (Microsoft 365) and (Work force Management) will be adopted in order to improve communication channels between all showrooms and departments, which will be reflected in the improvement of the service provided by Jarir on many levels.

# Responsible Supply Chain

We engage with suppliers and factories throughout our operations to ensure the highest standards of quality and responsibility are implemented. At Jarir, we extend our core principles to our suppliers as one of our key stakeholder groups. To reinforce supply chain responsibility, we share our Code of Conduct with our suppliers and conduct random factory inspections. The code outlines our expectations of our business partners regarding issues such as safety, human rights and environmental responsibility. In addition, we consider a variety of factors such as CSR best practices and adherence to industry standards when selecting new suppliers.

During 2021 the effect of Corona Virus pandemic on the global supplies chains continued, as the global market generally, not the Saudi market only, had a lack of supplies especially the electronic chips supplies due to the suspension of work in some factories because of the pandemic, which its consequences extended during 2021, since the world was incapable of replenish the supplies. So, Jarir as a part of the local and global community continued to be affected with such lack of supplies especially in desktop computers, laptops and tablets with their different types and categories.

However, Jarir, based on its market share and its close and strong relations with all of the suppliers, managed to reduce these effects by intensifying its calls with the suppliers in order to get the biggest share of the supplies during the year 2021. Jarir efforts regarding maintain the supplies without stoppage continued in an attempt to meet its customers' requirements.

In conjunction with the easing of preventive and precautionary measures, especially the closing procedures, the improvement began in supplies, especially computers of various types, and Jarir still does not expect to return to the normal status before August 2022, as it is still suffering from a shortage in supplies of the latest devices that were launched in 2020.

During the year 2022, Jarir will focus on supporting the supplies and consolidating the relationship with all suppliers in an effort to obtain the largest possible number of supplies from different brands and price categories, in addition to continuing the periodic and continuous review of the stock of stationery and school supplies, especially with the gradual return of life as it was before the Corona pandemic.

## Our Contribution to Local Procurement

Jarir is proud to invest in local communities through local procurement practices and the prioritisation of local suppliers and business partners. Our local procurement practices aim to build local economic capacity and create jobs. This is part of our commitments to add value to the communities in which we operate, as well as our commitments to the Saudi National Vision 2030.

In 2021, Jarir spent 5.57 billion SAR on local suppliers, representing 73 percent of all spending, and a 7 percent increase compared to 2020.

**73%**

local procurement rate



**SAR 5.57 bill.**

local procurement spending





# 03

## Working Together for Knowledge Generation and Innovation

Jarir embraces the collaborative digital community to foster innovation and challenge traditional business models. We aim to be more than a company, but also a valuable member of both digital and local communities by creating positive impact, spreading knowledge and fostering socio-economic development. We bring a new approach to delivering products and services that ease the processes of learning and educating and improve quality of life by making quality products affordable and accessible.

To maximise the value that we offer to the communities we serve, Jarir provides industry-leading affordability programs in various forms such as back to school discounts for students and teachers. In addition, we partner with the largest tech brands such as Microsoft and Apple to help provide discounted mobile devices and laptops to students and teachers in need.



## Investing in Our Communities

In 2021, Jarir made direct and indirect financial support to several community-oriented causes. Fund and support has been provided to many social issues in support with community partners of scientific, government, charity, and individual's entities. Our aim was to provide more efficient value to stakeholders in society.

**2M SAR**



in donations and community investment in 2021

In its quest to enrich the Arabic content and empower novice writers; Jarir Writing Contest that was a huge success with more than 690 participants. The winners of the award list included six authors for both novels and stories. This competition provided awards to publish the winning books. In addition, collaborating to translate/publish scientific books resulted in 5 publications this year.

**10,000**



students bags and Stationery were provided by Jarir

Community education support was very present in 2021. Jarir have worked and collaborated with Takaful that provided school in need with all stationary and bags, and Jarir's direct and indirect support to this initiative was more than SAR 9.4 millions.

**288**



number of titles published

In light of the Kingdom's keenness to activate and promote charitable work in all fields and to serve the community in mega National events i.e. The National Campaign for Charitable Work; Jarir donated one million riyals to "Ehsan platform", which was launched as an integrated technical portal for charitable initiatives. This donation comes from Jarir as a sense of its social responsibility, stressing the importance of charitable work and its social culture in the Kingdom.

# Creating Positive Social Impact through CSR Initiatives

**Jarir recognizes the importance of community service as one of the important pillars of life and one of the means for advancing societies. It is also considered an affirmation of the corporate responsibility for sustainability.**

Thus, Jarir has worked to create a positive social impact through multiple social responsibility initiatives throughout the years that are closely related to the growth and prosperity of the community. Jarir also maintains numerous strategic partnerships

to help optimise efficiency and the positive impact for our beneficiaries. In addition to, Jarir being committed to community service and is embodied in several partnerships and initiatives that can be summarized as follows.

## Fikra Liwatani Program(2021)

A partnership with Ejabyoon that holds the Fikra Liwatani Program which consists of several initiatives designed to facilitate lasting partnerships, generate positive social value and raise environmental awareness. The composition of the program and descriptions of specific initiatives are detailed below.

### Events

Despite how challenging it was to gather and organize events during the hard time of the year 2021, with taking all precautionary measures, several events were organized to raise awareness on the coronavirus pandemic.



### Programs and Workshops

Conducted several online workshops to raise awareness on the power of positive thinking and attitudes. These programs and workshops are designed to all types of society, such as students, parents and families.



### Initiatives

As initiatives take a huge part in Fikra Liwatani Program, in 2021 it opened up free online counselling to whoever is in need with the participation of different specialists in psychology. In addition to other initiatives, for example, providing free delivery for the families in need during the hard time of the coronavirus pandemic, providing books to patients in isolation units and initiate collaborations with different entities to support businesses.



### Websites

Fikra Liwatani Program activated their accounts on Social Media for a better reach to society. In addition, It started developing websites for different purposes. One is for a Positive Impact Awareness website, the other is a contest website called "Positive Home". The contest is for families to share their positive practices and spread awareness on healthy households.



# Social Responsibility

In light of the increasing interest in social responsibility in the Kingdom, the Arab world and the world as a whole, and based on Jarir's belief in the importance of the corporate role in supporting and improving the social and economic life of individuals and society, Jarir, during the year 2021 supported many community initiatives, which can be summarized as follows:

## • Jarir Initiatives to Enrich Arabic Content

### Translation and Publishing

In Jarir's support to spread knowledge of the Arabic language in scientific fields, and in cooperation with the Saudi Social Studies Society, Jarir met the needs of those belonging to and interested in social studies from academics, social researchers and professionals, through a collaboration agreement between Jarir and the Society to produce selected books in the field of social studies under the scientific supervision of a specialized team formed by the Society led by the Chairman of the board of directors of the Saudi Social Studies Society.

This joint initiative comes as part of Jarir's social responsibility and one of its basic and original objectives to support and enrich Arabic content, closely related to Jarir's activity, as Jarir has been transferring knowledge to the Arabic language by translating and publishing books in Arabic, which enabled it to gain great confidence from international publishing houses.

Based on the agreement, the first translated book entitled "Modern Theories in Sociology" was launched, co-authored



One of Jarir's initiatives to enrich Arabic content

by two senior authors in social theory, George Ritzer and Jeffrey Stebinsky-which provides a comprehensive summary of theorists and major theoretical schools and has been scientifically scrutinized and reviewed by the Committee of Saudi Social Studies Society; It was written reviewed by Omar Abdul-Jabbar Ahmed, and Dr. Khalid bin Omar Al-Radayan. It is expected that (4) other books will be launched in 2022

### The comprehensive encyclopaedia of disability

In 2021, Jarir, in partnership with the King Salman Centre for Disability Research, printed the comprehensive encyclopaedia on disability, which is one of the projects of the King Salman Centre for Scientific Disability Research, which reflects the plans and strategy of that the centre was keen to implement with a group of experts, authors and arbitrators in the field of disability, making it distinguished and specialized scientific reference for workers in this field, academic institutions, graduate students, researchers, and those interested in developing areas of disability according to the highest international scientific standards.



## Jarir Writing Contest

In its quest to enrich the Arabic content and empower novice writers; Jarir Writing Contest launched which included two courses of writing, the novel's course starting from 22 thousand word and more, and the story's course starting from 12 thousand word and more. The winners of the award list included six authors from both courses.

In the novel's course, the author/ Walaa Abu Ghandar won first place for her novel "Do not commit suicide in a library," and author/ Ghada Al Marzouki won second place for her novel "I Live My Memories Upside Down," while author/ Shurooq Kamel won third place for her novel "The Throat of Silence."

In the story course, the author / Shaima Gad won first place for the story "A Transit Meeting", and the author / Sarah Al-Quzi won the second place for the story "The Grand Prize", while the author / Amani Batarfi won the third place for the story "Kharnov Amasha".

Thus, the competition provided an opportunity to publish the winning books, as the prize for the first three places in the novel's course was the printing and publishing of novels in the branches of the Jarir Bookstore, and throwing an inauguration and signing of books ceremony, in addition to publishing them electronically on the Jarir Reader App.

The prize for the first three places in the story course was to collect the three winning stories in one volume and publish them in the Jarir Bookstore, in addition to publishing the stories electronically on the Jarir Reader platform.



## • Jarir's Initiatives to Support Education

### Back to School Initiative

Since the beginning of the pandemic, Jarir has contributed by supporting the "Back to School" initiative, which includes projects that support the targeted male and female students, which was launched by His Excellency the Minister of Education and Chairman of the Board of Trustees of the Takaful Charitable Foundation, Dr. Hamad bin Mohammed Al Al-Sheikh; as an incentive for them to embark on a new stage in their academic life. The initiative was launched in cooperation between the Takaful Foundation and the Ministry of Education, and with the support of SABIC, the strategic partner of the initiative.

The initiative includes the "School Bag" project, which aims to secure schoolbags and supplies for the targeted primary school students.



• **Jarir`s Program to support local/social activities**

**The National Campaign for Charity**

In continuation of Jarir's endeavour to serve the community, it donated one million riyals to the national campaign for charitable work through the "Ehsan platform", which was launched as an integrated technical portal for charitable work. This donation comes from Jarir as a sense of its social responsibility, stressing the importance of charitable work and its social culture in the Kingdom, which is evident in the Kingdom's keenness to activate and promote charitable work in all fields. In addition to, the continuation of the Ehsan platform to play its role in promoting the values of charitable work for members of society through urging and encouraging donations as well as activating the complementary role with the various government agencies in their various sectors. plus enabling the non-profit sector and expanding its impact, activating the role of social responsibility in the private sector and contributing to raising the level of reliability and transparency for charitable and development work.

There were many initiatives that show Jarir's keenness to play its role towards the community, in compliance with its social responsibility, it has supported several activities represented in the following:

Firstly, Supporting Suplift in the hobbies camp.

Secondly, a marketing campaign for the youngest writer of a novel series in the world, according to Guinness World Records, Ritaj Al-Hazmi.

• **The partnership between Jarir and Ministry of Culture**

This year has witnessed opportunities and means of cooperation between Jarir Bookstore and Ministry of Culture including:

Sponsoring Riyadh International Book Fair of 2021

Jarir sponsored the Riyadh International Book Fair for the year 2021, in an effort to achieve the goals of social responsibility towards readers, writers, researchers and those interested in enriching Arabic content. The sponsorship also included more than (500) books for activities related to the book fair, which varied between the Children's Corner and Al-Mutanabbi Café, as well as strengthening the Ministry's library with a selection of legal books.

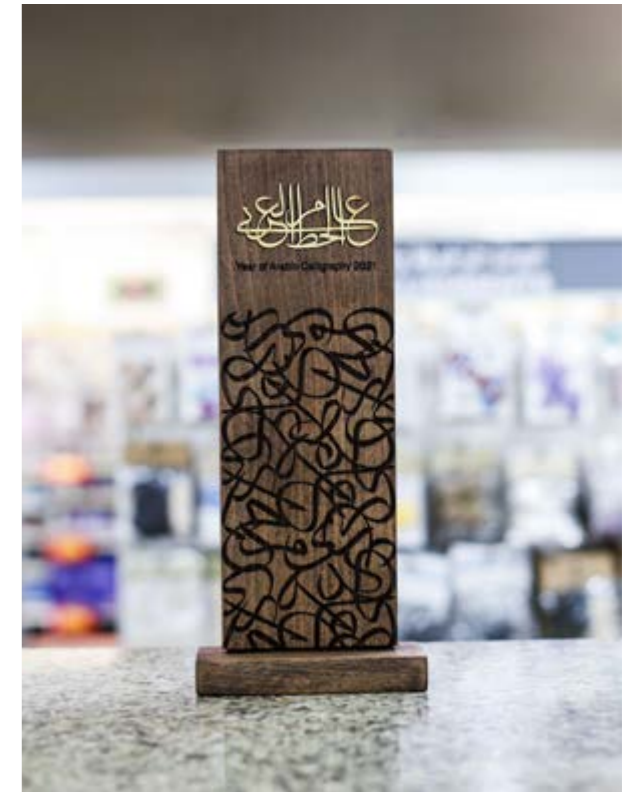


**Year of Arabic Calligraphy Initiative**

Jarir supported the Year of Arabic Calligraphy Initiative, which is one of the initiatives of the Ministry of Culture, which is concerned with the interest in Arabic calligraphy and includes several programs, one of which is the Calligrapher Platform, which enables anyone who has the desire to learn the art of Arabic calligraphy for free at the hands of the most skilled calligraphers by providing bags for calligraphy tools (Al-Raq'ah and Diwani calligraphy - calligraphy) Naskh - Thuluth Calligraphy). In addition to, raising awareness about the initiative through a diversified advertising campaign in Jarir's publishing channels to reach the largest number of audience and to facilitate training on Arabic calligraphy skill.

The project of transferring paper books into digital books to support digital publication

Alongside the digital publishing initiative under the auspices of the Ministry of Culture, which aims to support the e-book industry to ensure easy access to the book to beneficiaries, enhance diversity in publishing vessels, contribute to enriching Arabic content from digital books, and support and improve the business model of the Saudi publisher, Jarir had its role in this initiative through a process of transferring books from paper to digital and handed over to publishers applying for them, as it was agreed between the authority and Jarir to convert 2,000 books from paper to digital.



• **Jarir`s Programs of Recycling**

**Electronic Devices Recycling**

Jarir looks forward to maximize the impact of many targeted programs and redoubling its efforts to save old electronic devices from landfill through electronics replacement and recycling programs, which are closely related to the growing global issue of e-waste.

Among Jarir's initiatives to address this problem, Jarir is working on an electronics-recycling program, where the program saves discarded electronic parts to be extracted by specialized recycling companies.

With the launch of the Jarir Electronics Recycling Program in 2018, Jarir was able to transfer 10 million Saudi riyals of electronics from the landfill and return it to the economy, and in 2019, it was able to recycle electronic devices worth 18 million Saudi riyals.

In light of Jarir's interest in this program, the value of the electronics recycled during the year 2020 increased, reaching 22,322,500 Saudi riyals of electronics.



# Jarir Reader (E-books Platform)

In 2013, we launched the Jarir Reader app, which allows users to easily purchase, download and read books and magazines anywhere, on multiple electronic devices. The Jarir Reader gives access to a wealth of valuable material and adds the convenience of being able to enjoy it anywhere at any time.

Jarir managed to maintain the sales rate achieved during the exceptional year 2020, and the number of customers grew by more than 19%, and the number of e-books increased by 15%, including audio books. Furthermore, contracts with local and Arab publishing houses grew by 13%.

Work will be done during 2022 to increase the growth rates achieved during the year 2021 in sales and the number of books published on the Jarir Reader platform, and publishing Jarir Bookstore books on more global platforms such as Google and Apple, and continuing to produce and launch the audio version of more than 50% of the most prominent publications of Jarir Bookstore. In addition, work will be done on the projects that were intended to be implemented during the year 2021, which were postponed due to the exceptional circumstances of the Corona pandemic, which is the launch of the subscription system in the Jarir Reader platform, which allows customers to subscribe for a monthly amount and read a larger number of books as well as studying and implementing a system for clients from the category of companies, schools and universities to provide the opportunity for reading and research for employees and students.



**“The Jarir Reader is one of the most powerful tools available for transferring knowledge and culture to Arabic readers on a global scale”**

**15%**

increase in in number of books published



**19%**

increase in Jarir Reader customers

# Jarir Publication

Jarir Publication began as an idea to spread knowledge, culture and social value.

In 1999, Jarir Publications was established as a CSR initiative and translated its first book into Arabic. After achieving projected sales and receiving positive industry acknowledgements, we continue to translate best sellers and publish books at a rate of one per day. The spirit of establishing Jarir Publications was to spread knowledge, culture and social value. Our contribution to social development originated in the topics of the books selected to be published, which focus on personal development, education and children’s literature. We have since expanded our positive social impact through innovative new products and the initiatives described below.

Since then, we have grown into the largest

Arabic language copyright publisher in the world. To date, over 5000 books have been published (a rate of about one every 24 hours), all of which have been translated into Arabic. Jarir Publication has developed a unique and innovative method of translation that focuses on preserving the original flow, thought process, structure and visual identity. These accomplishments help bring knowledge to Arabic readers around the world.

Jarir Publication has been recognized by the Saudi Responsible Competitive Index as a self-funded Social Responsibility Initiative that achieves sustainable year-on-year growth and adopts the highest standards for the protection of intellectual property

rights and copyrights.

Since its launch, Jarir Publication has fostered immensely positive social and cultural impacts. Top Arabic and Saudi Islamic scholars frequently quote Jarir Publication’s books; validating Jarir’s crucial contribution to the spread and progression of culture, knowledge and social self-awareness.

In 2021, Jarir Publications maintained to publish 288 new titles.

**31%**

increase in publications vs 2020



**288**

number of titles published



# Digitalization and Service Transformation

**In 2021, there has been a slight decrease in online sales compared to total retail sales if compared to 2020 performance. Jarir is an innovative company, and as technology and digitalization have fundamentally transformed the retail industry, we have adapted our business models accordingly to offer a growing range of digital services and evolved the way we interact with our customers.**

During the year 2021, the e-commerce sector for individuals (B2C Ecommerce) achieved a growth in the number of customers by 10%, and a remarkable development in the repurchase rate, as Jarir continued its efforts to develop the e-commerce sector in general and e-commerce for individuals (B2C Ecommerce) in particular, as the implementation of the e-commerce systems development project has been completed to keep pace with the company's future plans to ensure the continuity of supporting the company's growth and expansion plans.

The customer delivery experience was also developed and improved by reducing the time required to process customer requests by 60%, and this was accompanied by a growth in the delivery of requests to customers' addresses on the same day (Same Day Delivery) by 300%, which had a great impact on the growth of the proportion of requests received from Jarir Bookstore showrooms (Click & Collect) of the total requests by 130%.

In 2022, Jarir aims to continue developing the user experience for the website and

smart phone application by conducting a full review of the current experience and personalization of the experience.

**Ranked #1**

among retailers' ecommerce websites in KSA.



**No.1**

Jarir is the destination for all global launches for Apple, Huawei, Samsung, HP, etc.



**First**

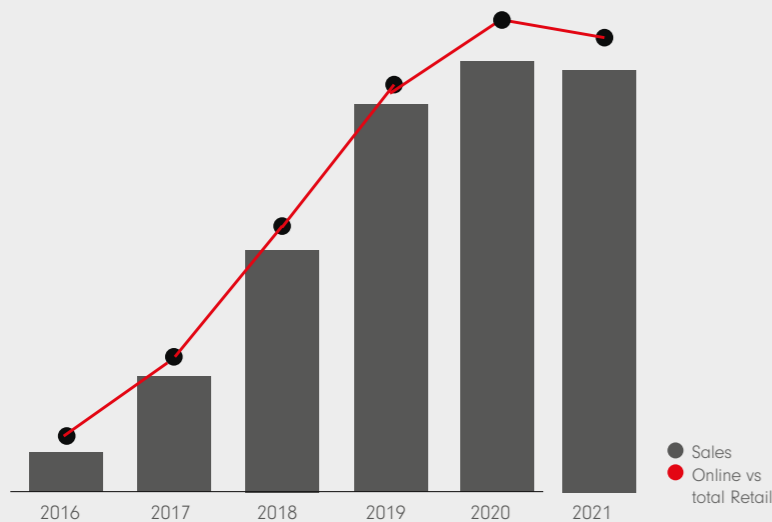
to launch the MADA payment method.



**Ranked #1 among retailers' ecommerce websites in KSA.**

**129m** Jarir.com Visits Annually.

Online sales versus retail



# 04

## Putting our customers at the centre of everything we do

Jarir puts the best interests of our customers first. We focus on making high quality products and services accessible across our communities to help spread education, culture and the growth and prosperity of our customers. Throughout our operations, privacy and data protection best practices remain at the forefront of our efforts.



## Customer Experience

Jarir was keen during the year 2021 to improve the customer experience in ordering by providing an integrated ordering experience; which helped in retaining former customers, as their requests constituted about 50% of the total requests.

As a continuation of Jarir's efforts to provide a distinguished service that exceeds the expectations of its customers, the reliability of the smartphone application has improved, by achieving a percentage of 99% of customers who did not suffer from any problem, which had a great impact on the increase in the number of requests.

As for the Jarir website, many exclusive promotional campaigns have been implemented for the site, and this was reflected in Jarir maintain of the usual growth rate of its sales under normal conditions without any exceptional measures such as those taken by governments to address the spread of the new Corona virus (Covid-19) including closures, curfews and other measures. Thus, Jarir achieved during the year 2021 a growth in its sales through the website with a growth rate of 107%, an increase in the number of orders by 94%, a growth in the number of new customers by 54%, and an increase in the number of visits to the website and application by 10% compared to 2019, with a noticeable development in browsing rates and interaction with the application.



Jarir also aims during 2022 to gradually launch the international shipping service in terms of the type of products that will be shipped outside the Kingdom and the available countries, according to the readiness of the work team and the regulations and policies related to cross-border trade, in addition to working on preparing a plan to ensure business continuity in cases of force majeure and exceptional circumstances.

# Customer Satisfaction Rate

Jarir builds trust and consistently exceeds expectations through unrivaled customer experiences. To ensure continued success in customer experience and satisfaction, we launched the Net Promoter Score (NPS), a survey tool assessing all customer-facing channels. The NPS helps us analyse customer feedback to correct issues at their root cause as well as implement corrective and preventative measures. The NPS tool also helps optimise our strong areas. Projects and initiatives that resulted from the NPS survey include the introduction of new payment methods, Online Order Placement by salesmen, customer experience assessments, the evaluation of new couriers.

Our customers can feel at home at our showrooms and read books off the shelves in the relaxing comfort of our sitting areas.

In an effort to upgrade our customer experiences, Jarir is in the process of replacing all flyers, banners and posters in showrooms with screens to improve interactivity and efficiency while also reducing paper waste.

Jarir is committed to accommodate customers with disabilities and we have plans in place to improve the accessibility of our facilities. Such plans include disabled accessible gates, elevators and toilets at every showroom.



## Mystery shopper

In order to ensure that our high customer experience standards are consistent, we regularly conduct mystery shopper exercises. During such exercises, undercover representatives pose as normal shoppers to assess the customer experience as well as employees' behaviour in their natural environments. These mystery shopper

exercises are taken very seriously and help ensure that every customer is treated with the care and respect one would provide for a supervisor.

Through 402 visits conducted in 2021, the Mystery Shopper programme was able to engage and evaluate more than 3,997 employees.



# Customer Care

**Feedback from our customers is an important resource for the continual improvement of customer experiences. In addition to the NPS, we implement a multi-faceted system of tracking, addressing and responding to all customer feedback.**

Jarir's customer care system consists of customer surveys, showroom customer service representatives, after-sales services, contact center agents and customer relation agents. Their roles are outlined in the figure below, and together, these tools and agents handle issues at every level of the customer experience.





# Customer Engagement

**Our customers are the driving force of our business success. Therefore, we continuously engage with our customers to better understand their needs, enhance customer experience, express appreciation and foster long-term relationships with our brand.**

Our customers are the driving force of our business success. Therefore, we continuously engage with our customers to better understand their needs, enhance customer experience, express appreciation and foster long-term relationships with our brand. In addition to, the customer care measures described above, we continuously engage with our customers through showroom events, social media campaigns and various creative experiences for our customers to enjoy.

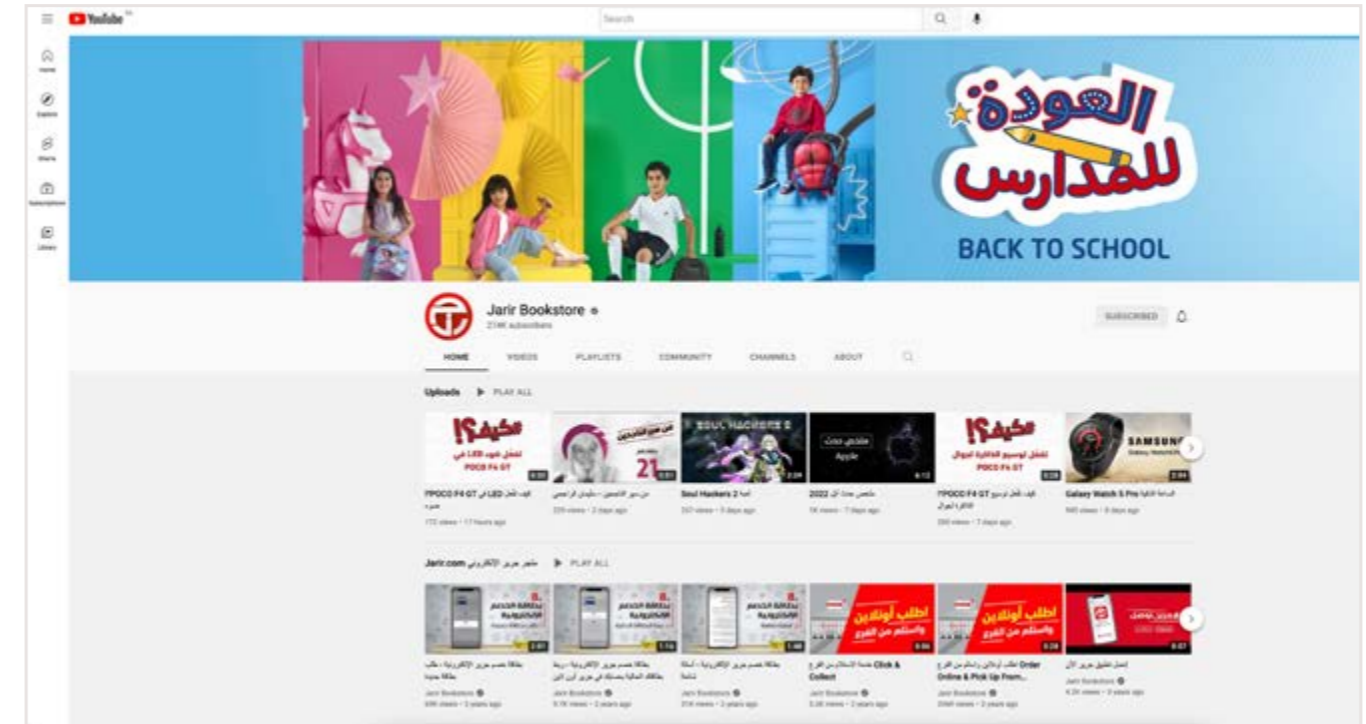
Example of projects that were launched to further improve our customer experience. In 2021, Jarir launched its 800-toll free number that serves all customers' inquiries. Instead of having different numbers for each enquiry, Jarir launched a toll free number

for customers to raise complaints, to add suggestions, remove any cost barrier at customer cost, and serve any other query customers may have to further simplify customer engagement with Jarir.

In addition to improving our customer's experience, Jarir has launched its electronic invoices (e-invoice) via WhatsApp. The purpose of the launch is to help customers go through a smoother journey with Jarir in addition to other several intentions that are purely customer-driven, such as, not dealing with lost invoices, rating their experience through a survey that will be sent along with their invoice, capturing the satisfaction of our customers, and many more. Additionally, the launch of Jarir's e-invoice will help saving the environment. Jarir is acknowledges the

significance of helping the environment and how important it is to the community and the country as it is one of the main pillars for Vision 2030. The launch of electronic invoices will have a noteworthy impact on the environment, which Jarir takes seriously.

Furthermore, Jarir is focused to serve its part in multiple initiatives that will relate to the community both directly and indirectly. Among those initiatives, are the celebration of both Father's and Mother's day. Jarir acknowledges parents and their significant role to the community, and their part in building the upcoming generations. Therefore, Jarir launched major campaigns that shows the gratitude that Jarir holds for the true guardians of our upcoming generation.



Jarir continues to produce videos and publish produced and published 216 YouTube videos covering the following areas:

### Commercial content

- Product reviews
- Offers
- Jarir.com awareness
- Communication campaigns



### News and events

- Events
- Weekly tech news
- Games
- Book signing events



### Educational content

- Parental control
- DIY
- Apps
- Things you need to know (raise tech awareness)
- Travel guide
- Art tutorials
- Monthly book selections (Arabic and English)
- Livestreams
- Purchase guide



# 05

## Valuing, Inspiring and Rewarding Talents

“Our employees are our key assets and they are the engineers who build our dreams into reality”  
 - Abdulkarim Al-Agil  
 CEO



## Human Resources Development

Jarir attracts and employs talents, and Jarir is keen to attract Saudis and train them to improve their skills and practical capabilities and establish Jarir’s values and production standards.

As the total number of employees in Jarir reached 5,697 employees by the end of 2021, they are a mixture of 27 different nationalities, and the percentage of Saudis in Jarir reached about 60% of the total employees, and the percentage of Saudis in some showrooms reaches 70% of the showrooms’ employees, and Jarir is classified within the platinum scope according to the program Ministry of Labour and Social Development “Nitaqat” (Scopes).

During the year 2021, 2095 individuals were employed, including 1853 Saudi employees. Within the framework of Jarir’s keenness to involve women in the labour market in line with the Kingdom’s 2030 vision, Jarir paid attention to employing the female component, as the number of female employees reached 584 by the end of 2021.

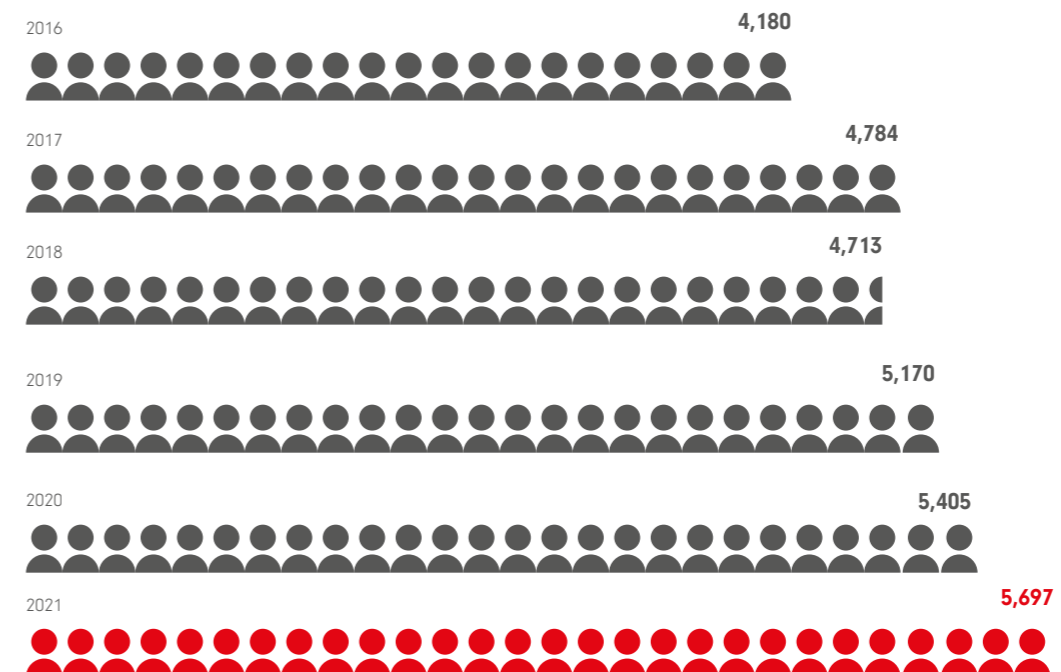
In the field of training and qualifying during 2021, Jarir continued to establish a culture of customer service through the program to exceed customer expectations, where Jarir supervised 31 showroom managers under training within the future managers program, and several training courses were held that benefited 11,559 employees

in all Jarir showrooms. More than 4,136 direct orientations for showroom staff were conducted by Jarir trainers, focused on raising the efficiency and performance of employees in serving Jarir customers.

Jarir also continued to train university students, out of its belief in the corporate social responsibility, and some trainees were recruited after graduation.

During the year 2022, Jarir aims to continue to attract distinguished Saudi cadres, intensify training courses to raise the level of Jarir employees, and focus on developing showroom managers.

**Total Workforce (2016-2021)**



# Employer of Choice

**Jarir is committed to be an employer of choice and recruiting and developing the best workforce possible. In order to attract the most talented individuals, we offer competitive pay, benefits and performance incentives.**

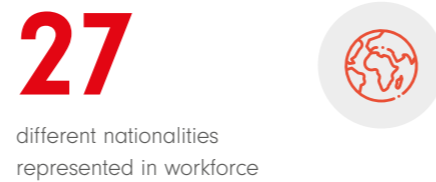
Jarir offers opportunities based on merit and we value diversity and inclusion. To retain and develop the best employees, we implement industry-leading employee engagement initiatives and reward good performance with career and advancement opportunities. We also help our employees reach their fullest potential through financial incentives, career development and training opportunities.

## Diversity, Inclusion and Equal Opportunity

Jarir believes that diversity fosters innovation and we embrace the value of an inclusive work environment. Jarir proudly employs a workforce of 26 different nationalities, 59.36 percent of which are Saudi nationals. Youths (< 30 years old) represent 55 percent of our workforce and we are proud to provide younger generations with meaningful work. We currently employ 580 females, representing 10.5% of our head office and showrooms. We seek to increase the percentage of female employees in an effort to fight discrimination and promote equal employment opportunities regardless of gender, religion, race or ethnic background.

## Employee Engagement and Satisfaction

High levels of employee engagement and satisfaction are crucial to our long-term success. To ensure our employees are being properly engaged and satisfied, we conduct an annual employee satisfaction survey. This survey helps us gain insight into employee perspectives and make sure they are being properly fulfilled and motivated to their fullest potential in their careers. Employees are encouraged to provide honest feedback to enable senior management to best address issues and accommodate their needs in their actions plans.



## Benefits and Compensation

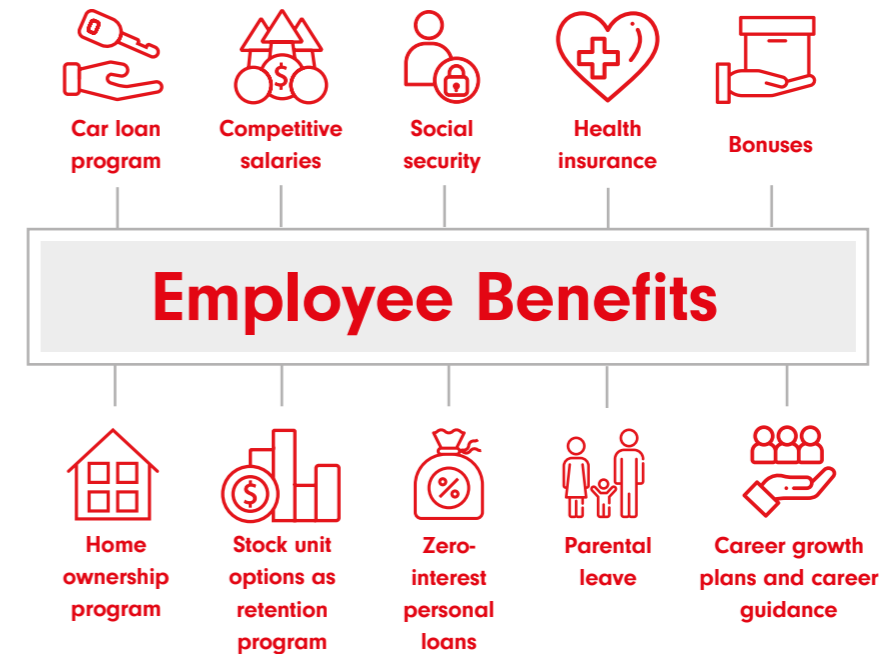
Offering competitive compensation and benefits is central to achieving our goal to grow and develop the best and happiest workforce in the industry. All Jarir employees receive competitive salaries, medical insurance, annual bonuses, monthly sales incentives (if applicable), 30 days paid annual leave and exam leave. Our full time employees enjoy these benefits in addition to job training, 5-day work weeks and the

option to participate in our Phantom Stick Program. In addition, Star employees receive career guidance and growth plans.

Eligible Jarir employees receive 10 weeks of maternity paid leave and 3 days of paternity leave. In addition to paid maternity leave, new mothers are also eligible for an additional month of unpaid maternity leave. To further accommodate our maternal employees, we offer new mothers one hour

of personal time per day for a period of up to 2 years after giving birth.

Additional employee benefits include zero-interest personal loans and the offer to participate in our Stock units Options (Long term 5-year program), Home Ownership Program and car loan program.



## Attraction and Retention

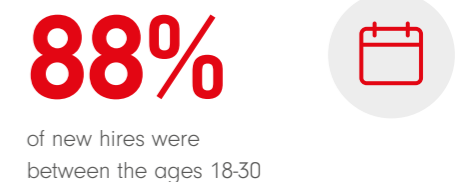
The ability to attract and retain the most talented employees is one of our top priorities and a prerequisite to developing our industry-leading workforce.

During 2021, 2103 employees were employed. In the light of Jarir's keenness to involve women in the labor market in line with the Kingdom's 2030 vision, Jarir paid attention to employing women, as the number of female employees reached 580 by the end of 2021.

High rates of retention not only create business value

and reduce recruitment costs, but also have significant benefits to employee morale, corporate culture and the quality dependable careers of our employees. We are very proud of our consistently low turnover rates for our senior and middle managers.

In 2021, we maintained 13% of senior management turnover rate and 9% of middle management.



# Training and Development

**At Jarir, we are the sum of our employees and we consider investments in the training and development of our workforce to be an investment in the future value of Jarir. We use training and development resources to ensure that our employees are poised for professional development and are well equipped to serve our customers and uphold our values.**



In 2021, we delivered 65,734 training hours to our employees. This represented an average of 11.8 hours of training per employee, which is 1.4x more than 2020's 4.8 hours per employee.

As evidenced by our 2021 performance, we recently increased our focus on employee training and shifted training focus towards cross selling both products and knowledge. In addition, we provide training to allow advancing employees to take on more

responsibilities, refine professional skills and stay abreast of new industry and regulatory developments.

There are several training programs offered to Jarir employees. First, each new employee receives introductory onboarding training where they learn about Jarir policies, operations and their personal responsibilities within the company. In addition, all employees receive TSL training twice per year. For our showroom managers



**65,734**

training hours provided to employees



**11.8**

average training hours per employee

(Massars), we provide a Showroom Managers Program as well as evaluations with feedback from supervisors. For those moving up within the company, we offer a fast track (2-year) management trainee program as well as a Development & Leadership Program to prepare employees for new professional challenges and responsibilities. No matter what your role and future is at Jarir, we equip our employees with what they need to achieve success.

# Health and Safety

**At Jarir, we foster a culture of health and safety to help ensure the physical and mental wellbeing of our stakeholders. To achieve our ongoing target of zero health and safety incidents, we implement industry best practices as well as internal policies and procedures designed to maximise health and safety throughout our operations.**

To ensure that our employees are well prepared to safeguard health and safety, Jarir provides the appropriate training and awareness campaigns. Our approach to health and safety is to prevent incidents before they occur. As such, we have dedicated health and safety personnel and

a Compliance Team to provide working conditions that are optimized for health and safety.

Our most important resource is our people, and to help ensure their health and wellbeing we have recently established the

Jarir Employees' Medical Services program to provide medical services as necessary.

**Health and Safety Programs**

To protect the safety of Jarir stakeholders, we implement several safety programs, policies and procedures designed to prevent all avoidable incidents and promptly respond to unavoidable incidents. Regular safety procedures include fire drills and fire safety training supported by the Services and Maintenance Department and Training Departments, preventive electrical maintenance at all locations, safety awareness signage and guidance when and where necessary, providing personal protective equipment when necessary and conducting periodic

audits against Jarir safety standards for all applicable locations. To compliment these procedures, Jarir has drafted a manual for potential fire, health, safety and environmental incidents.

Jarir also implements programs to ensure compliance with all regulatory requirements. Jarir thoroughly reviews all health and safety incidents and non-compliances to ensure the continual improvement of our management processes. When necessary, we implement corrective measures and develop new or

improved preventative measures.

Jarir considers comfort in the workplace to be a key aspect of employee wellbeing. As such, we implement measures to improve comfort such as providing a comfortable temperature, daylight exposure, ergonomic furniture and increasing the presence of plants in our office

**Emergency Response Team (ERT Training) & Installation of Required Safety Posters**

**2021 Preventive Maintenance Program To Ensure Efficiency and Safety of Equipment in the following areas in all locations**

- Generator
- Fire Fighting
- Air Conditioning Units
- Plumbing (Including Leaks)
- Electrical Safety

**2021 Electrical Safety & Cost Control Programs in all locations**

- Plugs, Outlets, Breakers, Servers (Safety)
- Water Saver Installation (Water Saving)
- Photocell (Flood Light Electricity Savings)
- Water Boiler (Safety)

Jarir also implements programs to ensure compliance with all regulatory requirements. Jarir thoroughly reviews all health and safety incidents and non-compliances to ensure the continual improvement of our management processes. When necessary, we implement

corrective measures and develop new or improved preventative measures.

Jarir considers comfort in the workplace to be a key aspect of employee wellbeing. As such, we implement measures to improve comfort such as providing a comfortable

temperature, daylight exposure, ergonomic furniture and increasing the presence of plants in our offices.

# Nationalization

**Jarir is committed to generating meaningful employment and prioritising local talent. As of year end 2020, 60 percent of our workforce consisted of Saudi nationals. That value was even higher for members of senior management, which consisted of 80 percent Saudi nationals. Our goal is to gradually increase nationalization rates by continuing to prioritise local candidates.**



Jarir's Massar, Post Graduate Internship Program and Management Training are our flagship nationalization programs for recruiting local candidates.



# 06

## Managing Environmental Impacts

Jarir is committed to minimising negative environmental impacts throughout our operations and supply chain. Further, we believe the changing global environment will bring new emerging business risks and opportunities. Therefore, our commitment to environmental responsibility is aligned with our business strategies to adapt to new environmental circumstances and foster a transition to a sustainable future. We operate under the understanding that innovating business models for resource efficiency and impact minimisation will ultimately drive long-term value creation, risk mitigation and market differentiation.

Jarir aims to be a catalyst for a better world. As such, we have identified four key areas where we feel we can make the greatest environmental impact: fight climate change and reduce carbon emissions through energy optimisation and sourcing renewable energy; reduce the environmental footprint of our customers through sustainable products; extending the life of technology through e-recycling programs; and strict adherence to all applicable environmental regulations.



- توظيف والادي
- توظيف بالادي
- طهارة والادي
- طهارة بالادي

## Environment Responsibility

Jarir's commitment to the environment is based on the Company Objectives which falls under serving and giving back to the community, as we believe it is our social responsibility.

This Company Objective is translated into the following Policy & Programs;

- Jarir shall comply with any government Rules & Regulations with respect to environmental preservation.
- Jarir shall continuously include environment conservation programs.
- Jarir shall search for products with minimal environmental footprints shall be offered to the market.
- Jarir shall consistently include Environment on Company Trainings and Organizational Development with its people.
- Jarir shall support community environmental projects.



# Materials

**Jarir strives to be a lean company and to continuously improve the resource efficiency of our operations. To progress towards this ambition, we implement several programs and initiatives to reduce, reuse and recycle materials.**

Our largest waste stream is paper products, and therefore, this is the primary focus of our waste reduction efforts. Such efforts and measures include but are not limited to reusing warehouse boxes; recycling paper and cardboard; measuring and managing printing paper through a PMS Printing Management Service; and seeking to procure only forest and recycled content certified paper products.

Going forward, Jarir continues to develop procedures, measures and initiatives to improve paper efficiency through our waste reduction initiatives. In addition to our efforts to reduce waste as shown in the graph below:



## Reduced single use of plastics



installed water filters to reduce the use of single-use plastic water bottles and opt to recycle and refurbish all materials in lieu of landfilling whenever possible.

## Cartoon Recycled



378,395 kg cardboard was recycled in 2020

## Marketing signage in showrooms



All paper boards, flyers, banners and posters in showrooms have been replaced with 618 LED displays which eliminates the use of 3,300 printed 100x70 cm paper per year.

## Sell and reuse of recyclable items and proper disposal



Selled items for recycling such as Non-Led lights and old forklift batteries. In addition, the proper disposal of Copier Toners and the reuse of carpet, palettes, benches and boxes in Jarir's Distribution Center.

**Jarir is committed to go to the next level of environmental concern, and in line with this goal, there are some ongoing developments that have been implemented.**

## Septic tank to ministry line

Instead of a truck hauler, water waste disposal is run through the national Municipality (Baladiya) line whenever possible.

## Clear plastic bags for garbages

Instead of huge black plastic bags and in compliance with government regulations, they have been replaced with clear recyclable plastic.

## Vehicle preventive maintenance

To ensure efficient fuel consumption and less pollution emission, regular maintenance of all company vehicles processes have been implemented.

## Plants in offices

To assure better health and environment, environment-friendly plants have been placed around offices. implemented.

## Migration to IP phones

All phones in all buildings around the kingdom have been replaced from Analog to IP Phone which resulted in the total removal of telephone cabling.

# Electronic Recycling and Trade-Ins

Jarir believes in a circular economy and recognizes the growing global issue of e-waste. In an effort to address this issue, we have an electronics recycling program in place that diverted 19,459,976 SAR worth of electronics from landfilling in 2021 and returned it back into the economy.

The program salvages the parts of discarded electronics to be shipped and sold outside of Saudi Arabia by our contracted partner. In 2021, Jarir was able to recycle 19,459,976 SAR worth of electronics from landfilling.

We further our efforts to keep older electronics out of the landfill through our trade-in program. This program allows customers to get value through trading in used products that are still in good condition and use the value towards upgrading their laptops and mobile devices. This helps give a second life to used products while increasing the affordability of new products. This program has helped recycling 145,401 devices.



**145,401**

electronic device has been recycled through trade-in program partnership



**19,459,976**

SAR worth of electronics from landfilling





APPENDIX A

# Performance Data

## Responsible business operations

<b>Board of Directors</b>	2016	2017	2018	2019	2020	2021
Executive members of the Board of Directors	37.5%	37.5%	37.5%	37.5%	37.5%	37.5%
Non-executive members of the Board of Directors	25%	25%	25%	25%	25%	25%
Independent members of the Board of Directors	37.5%	37.5%	37.5%	37.5%	37.5%	37.5%
Non-independent members of the Board of Directors	62.5%	62.5%	62.5%	62.5%	62.5%	62.5%
<b>Ethics</b>	2016	2017	2018	2019	2020	2021
Training on anti-corruption (number of employees)	No Record	628	256	240	158	240
Business ethics concerns raised	0	0	0	0	0	0
Code of conduct and company values training courses conducted	-	39	12	156	29	00
Number of employees attended code of conduct and values training	-	535	153	5043	259	00
<b>Grievances</b>	2016	2017	2018	2019	2020	2021
Number of grievances filed in the reporting period	-	4	17	17	46	00
Number of these grievance addressed or resolved	-	4	17	17	46	00
<b>Economic Performance (SAR '000s)</b>	2016	2017	2018	2019	2020	2021
Revenues	6,122,559	6,941,935	7,361,723	8,424,51	9,305,811	9,088,300

Region	2017		2018		2019		2020	
	Sales (Million SAR)	Net Profit (Million SAR)	Sales (Million SAR)	Net Profit (Million SAR)	Sales (Million SAR)	Net Profit (Million SAR)	Sales (Million SAR)	Net Profit (Million SAR)
KSA	6,483.7	842.8	6,908.9	913.7	7,960.4	948.2	8,818.5	956.6
Egypt and other countries in the gulf	458.2	24.9	452.8	46.3	464.1	36.5	487.3	46.4
Total	6,941.9	867.7	7,361.7	960.0	8,424.5	984.7	9,305.8	1,003.0

<b>Marketing and Labeling</b>	2016	2017	2018	2019	2020	2021
<b>Data Privacy</b>	2016	2017	2018	2019	2020	2021
Total number of substantiated complaints received concerning breaches of customer privacy	0	0	0	0	0	00
Total number of identified leaks, thefts, or losses of customer data	0	0	0	0	0	00
<b>Local Procurement</b>	2016	2017	2018	2019	2020	2021
Total number of suppliers engaged	1,735	1,090	1,252	1416	1447	1259
Total number of local suppliers engaged	623	361	384	427	417	380
Total procurement spending (billion SAR)	5.13	5.74	6.22	7.26	7.97	7.56
Procurement spending on local suppliers (billion SAR)	1.19	1.22	3.07	4.46	5.61	5.57
Percentage of spending on local suppliers	23%	21%	49%	61%	71%	73%

## Working together

	2016	2017	2018	2019	2020	2021
Number of titles published	299	216	353	358	219	288
Donations and sponsorships (SAR)	461	201	66	837	25M	3M

## Customers

<b>Sales per region</b>	2016	2017	2018	2019	2020	2021
Central KSA	2,013,391,381	2,302,340,667	2,351,242,318	2,707,993,435	2,700,184,600	2,833,850,554
Eastern KSA	1,045,646,539	1,107,765,162	1,124,062,763	1,030,418,321	1,053,177,502	1,336,182,871
Western KSA	1,120,989,232	1,175,712,743	1,225,573,656	1,343,072,954	1,293,951,045	1,359,625,905
Remote* KSA	936,812,536	1,199,477,439	1,467,030,565	1,759,385,450	1,939,011,397	1,960,378,359
KUWAIT	46,097,498	98,343,277	115,109,298	111,827,839	96,011,477	109,810,109
QATAR	382,845,123	305,114,059	292,679,477	301,363,574	352,243,785	354,840,778
UAE	41,834,532	49,811,821	42,472,270	48,346,133	38,822,915	

\* Remote areas are: Jazan, Khamis mushait, Taif, Madinah, Yanbu, Tabuk, Hafer Albatin, Hail, Buraidah and Onaizah

<b>Customer Satisfaction</b>	2016	2017	2018	2019	2020	2021
Overall customer satisfaction (%)	98%	98%	-	-	-	-
NPS *	-	-	46	46	43	47

\*Jarir launched the NPS as a new survey tool in 2018 only.

<b>YoY Growth</b>	2016	2017	2018	2019	2020	2021
CRM Tickets	15,560	22,888	31,063	39,909	71,426	-
Calls	249,493	374,251	540,750	609,462	784,719	-
Emails	-	34,891	36,074	83,051	116,356	-
	2016	2017	2018	2019	2020	2021
Social Media Replies	110,729	192,791	178,453	182,947	264,101	-

## People

<b>Workforce Overview</b>	2016	2017	2018	2019	2020	2021
Total workforce (excluding trainees, students and outsourced staff)	4,180	4,784	4,713	5,170	5,405	5,554
Senior management employees	11	11	11	11	8	7
Middle management employees	109	113	110	116	117	116
Non-management employees (staff)	4060	4660	4592	5043	5280	5431
<b>Workforce by Age and Gender (excluding trainees, students and outsourced staff)</b>	2016	2017	2018	2019	2020	2021
Employees age 18-30	1,962	2,548	2,562	2,875	3,009	3051
Employees age 31-50	1,997	2,025	1,956	2,094	2,200	2301
Employees age 51+	221	211	195	201	195	202
Male employees	4,162	4,753	4,679	5,128	5,012	4,974
Female employees	18	31	34	42	393	580
<b>Nationalities</b>	2016	2017	2018	2019	2020	2021
Number of nationalities	25	25	27	26	26	26
<b>Employee Engagement</b>	2016	2017	2018	2019	2020	2021
Employee satisfaction score	85%	87%	90%	73%	-	-

\*Employee satisfaction score has not been released on the date of issuing this report.

<b>New Hires and Turnover</b>	2016	2017	2018	2019	2020	2021
Total New employee hires:	2,227	2,403	1,951	2346	1534	2103

Total new employees by age	2016	2017	2018	2019	2020	2021
Age 18-30	1,913	2,120	1,789	2076	1334	1857
Age 31-50	311	279	158	255	198	241
Age 51+	3	4	4	4	2	5
Employee turnover (voluntary and involuntary)						
Age 18-30	77%	68%	69%	62%	37%	24%
Age 31-50	15%	12%	11%	12%	10%	14%
Age 51+	7%	6%	10%	6%	11%	14%
Male	40%	40%	42%	38%	24%	34%
Female	62%	69%	55%	47%	29%	49%
Senior management	9%	0%	0%	0%	22%	13%
Middle management	4%	5%	7%	4%	7%	9%
Non-management employees	42%	41%	44%	39%	25%	36%
Employee turnover (voluntary and involuntary) (%)	40%	40%	43%	38%	25%	35%
Employee turnover (voluntary)						
Age 18-30	42%	37%	45%	39%	31%	27%
Age 31-50	12%	10%	10%	12%	8%	13%
Age 51+	7%	6%	9%	8%	11%	13%
<b>Training</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Total training delivered (hours)	4206	3708	19476	64136	31594	65,734
Total training delivered (hours) by employment category:						
Senior management employees	15	12	33	48	6	-
Middle management employees	261	162	729	1840	118	-
Non-management employees	3930	3534	18714	62048	31470	-
Total training delivered (hours) by gender:						
Male employees	1396	1223	6478	61648	29068	-
Female employees	18	39	42	400	2526	-
Average training per employee (hours)	1	0.8	4.1	12.4	4.8	11.8
Average training hours delivered (hours) by employment category:						
Senior management employees	1.4	1.1	3	4.3	2	-
Middle management employees	2.4	1.4	6.6	15.8	4.5	-
Non-management employees	1	0.8	4.1	12.3	5.4	-
Average training hours delivered (hours) by gender:						
Male employees	1	0.8	4.2	12	4.7	-
Female employees	1	1.3	1.2	9.52	5.4	-
<b>Nationalization (KSA)</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Nationalization of senior management (%)	73%	73%	73%	73%	80%	77%
Nationalization among total workforce (%)	48%	54%	53%	53%	59%	59%
Total number of national employees	1,816	2,363	2,298	2646	2999	3300
Number of female national employees	17	26	26	33	387	574

**Environment**

Energy	2016	2017	2018	2019	2020	2021
Total petrol consumption (liters)*	NA	NA	NA	NA	42,612	-
Total diesel consumption (liters)*	NA	NA	NA	NA	455,316	-
Electricity consumption within the organization (KWH)**	NA	11446956	12040464	12566568	14908461***	-
Energy intensity (KWH/SQ FT)	NA	0.41	0.43	0.45	0.52	-

\* Jarir started monitoring fuel consumption by having a tie-up with a petrol provider company and adopting automatic monitoring systems in 2020.  
 \*\* Electricity consumption previously reported as a monthly average, whereas all numbers reported herewith were redone to report total annual energy consumption.  
 \*\*\* The increase is related to using a new Methodology that has been set to starting from 2020.

GHG Emissions	2016	2017	2018	2019	2020	2021
Direct GHG (Scope 1) (tCo2e)	NA	NA	NA	NA	1,294.77	-
Indirect GHG (Scope 2) (tCo2e)	NA	6,366.35	6,696.44	6,989.04	8,291.50	-
Total GHG (tCo2e)	NA	NA	NA	NA	9,586.27	-

\* Indirect GHG Emissions (scope 2) have been reported retrospectively on the previous years mentioned in the table above.

Water Consumption*	2016**	2017	2018	2019	2020	2021
Water consumption (cbm)	NA	195,357	205,667	212,330	208,769	-
Retrospective actual consumption	NA	46,885	49,360	50,960	50,104	-

\* Jarir estimated its water consumption to its best of its abilities. Bills are received on a yearly basis and in some cases the water bill is shared with several tenants in buildings.  
 \*\* Jarir started monitoring its water consumption in 2017

Paper consumption	2016	2017	2018	2019	2020	2021
A4 paper	3939500	4889500	4918500	496750	6027500	-
A3 paper	72000	61500	78000	114000	118500	-

APPENDIX B

# GRI Content Index



This report has been prepared in accordance with the GRI Standards: Core option. For the Materiality Disclosures Service, GRI Services reviewed that the GRI content index is clearly presented and the references for Disclosures 102-40 to 102-49 align with appropriate sections in the body of the report. This service was performed on the English version of the report.

GRI Standard	Disclosure	Page number and/or direct answer
<b>GRI 101: Foundation 2016</b>		
<b>General Disclosures</b>		
<b>GRI 102: General Disclosures 2016</b>	102-1	Name of the organisation Jarir Marketing Company
	102-2	Activities, brands, products and services 10
	102-3	Location of headquarters Riyadh, Saudi Arabia
	102-4	Location of operations 13
	102-5	Ownership and legal form Jarir Marketing Co SJSK is a Saudi Arabia-based joint stock company engaged in the wholesale and retail trade. The Company's subsidiaries include United Company for Office Supplies and Stationeries WLL, Jarir Trading Company LLC, United Bookshop, Jarir Bookstore and Jarir Egypt Financial Leasing Co SAE.
	102-6	Markets served 13
	102-7	Scale of the organisation 13
	102-8	Information on employees and other workers 51,57
	102-9	Supply chain 31
	102-10	Significant changes to organisation and its supply chain N/A
	102-11	Precautionary principle or approach 17
	102-12	External initiatives 21
	102-13	Membership of associations 14
	102-14	Statement from the most senior decision maker of the organisation 9
	102-16	Values, principles and norms of behaviour 10
	102-18	Governance structure 23
	102-40	List of stakeholder groups 18
	102-41	Collective bargaining agreements Trade unions are not allowed in Saudi Arabia
	102-42	Identifying and selecting stakeholders 18
	102-43	Approach to stakeholder engagement 18, 19
	102-44	Key topics and concerns raised 18
	102-45	Entities included in the consolidated financial statements Financial statements include the activities of Jarir. No other entity is included
	102-46	Defining report content and topic boundaries 6
	102-47	List all material topics 20
	102-48	Restatements of information None
	102-49	Changes in reporting None
	102-50	Reporting period 2021
102-51	Date of the most recent report 2020	
102-52	Reporting cycle 6	
102-53	Contact point of questions regarding the report 6	
102-54	Claims of reporting in accordance with GRI Standards 6, 68	
102-55	GRI Content Index 68-70	
102-56	External assurance This report has not undergone external assurance.	

GRI Standard	Disclosure	Page number(s) and/or URL(s)
<b>GRI 200 Economic Standard Series</b>		
<b>Economic Performance</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 26, 27
	103-2	The management approach and its components 26, 27
	103-3	Evaluation of the management approach 26, 27
<b>GRI 201: Economic Performance 2016</b>	201-1	Direct economic value generated and distributed 26, 27
<b>Market Presence</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 12
	103-2	The management approach and its components 14
	103-3	Evaluation of the management approach 12
<b>GRI 202: Market Presence 2016</b>	202-2	Proportion of senior management hired from the local community 57
<b>Indirect Economic Impacts</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 33-41
	103-2	The management approach and its components 33-41
	103-3	Evaluation of the management approach 33-41
<b>GRI 203: Indirect Economic Impacts 2016</b>	203-2	Significant indirect economic impacts 33-41
<b>Procurement Practices</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 31
	103-2	The management approach and its components 31
	103-3	Evaluation of the management approach 31
<b>GRI 204: Procurement Practices 2016</b>	204-1	Proportion of spending on local suppliers 31
<b>Anti-corruption</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 24
	103-2	The management approach and its components 24
	103-3	Evaluation of the management approach 24
<b>GRI 205: Anti-corruption 2016</b>	205-2	Communication and training about anti-corruption policies and procedures 71
<b>Anti-competitive Behavior</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 34
	103-2	The management approach and its components 34
	103-3	Evaluation of the management approach 34
<b>GRI 206: Anti-competitive Behavior 2016</b>	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices No legal actions for anti-competitive behavior, anti-trust and monopoly practices
<b>GRI 300 Environmental Standards Series</b>		
<b>Energy</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 60
	103-2	The management approach and its components 60
	103-3	Evaluation of the management approach 60
<b>GRI 302: Energy 2016</b>	302-1	Energy consumption within the organization 60
	302-4	Reduction of energy consumption 60
<b>GRI 305: Emissions 2016</b>	305-1	Direct (Scope 1) GHG emissions
	305-2	Indirect (Scope 2) GHG emissions
<b>Water</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 60
	103-2	The management approach and its components 60
	103-3	Evaluation of the management approach 60
<b>GRI 303: Water 2016</b>	303-3	Water recycled and reused 60
<b>GRI 400 Social Standards Series</b>		
<b>Employment</b>		
<b>GRI 103: Management Approach 2016</b>	103-1	Explanation of the material topic and its Boundary 51-53
	103-2	The management approach and its components 51-53

GRI Standard	Disclosure	Page number(s) and/or URL(s)
	103-3 Evaluation of the management approach	51-53
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	65-66
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	51-57
<b>Occupational Health and Safety</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	55, 57
	103-2 The management approach and its components	55, 57
	103-3 Evaluation of the management approach	55, 57
GRI 403: Occupational Health and Safety 2016	403-4 Health and safety topics covered in formal agreements with trade unions	55, 57
<b>Training and Education</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	54
	103-2 The management approach and its components	54
	103-3 Evaluation of the management approach	54
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	72
	404-2 Programs for upgrading employee skills and transition assistance programs	54
<b>Diversity and Equal Opportunity</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	52
	103-2 The management approach and its components	52
	103-3 Evaluation of the management approach	52
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	52, 65, 66
<b>Human Rights Assessment</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	31
	103-2 The management approach and its components	31
	103-3 Evaluation of the management approach	31
GRI 412: Human Rights Assessment 2016	412-3 Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	31
<b>Local Communities</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	34-68
	103-2 The management approach and its components	34-68
	103-3 Evaluation of the management approach	34-68
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	34-68
<b>Supplier Social Assessment</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	31
	103-2 The management approach and its components	31
	103-3 Evaluation of the management approach	31
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	31
<b>Customer Health and Safety</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	29
	103-2 The management approach and its components	29
	103-3 Evaluation of the management approach	29
GRI 416: Customer Health and Safety 2016	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	29
<b>Marketing and Labeling</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	29
	103-2 The management approach and its components	29
	103-3 Evaluation of the management approach	29
GRI 417: Marketing and Labeling 2016	417-2 Incidents of non-compliance concerning product and service information and labeling	29
<b>Customer Privacy</b>		
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	30
	103-2 The management approach and its components	30
	103-3 Evaluation of the management approach	30
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	30



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