



TAMER GROUP CELEBRATES 100 YEARS OF TRANSFORMATION

The Jeddah-based healthcare company is leading the way to the future of Saudi Arabia

Tamer Group has always been in the vanguard of economic progress in the Kingdom of Saudi Arabia, whether opening the country's first pharmacy, manufacturing the first production of patented pharmaceuticals alongside Japanese partners Daiichi-Sankyo and Astellas, or earlier this year launching an entirely online procurement service for medical products.

As one of the largest private-sector employers in the country, Tamer Group is also hiring increasing numbers of Saudi nationals and especially young Saudi women. Driven by Chairman Ayman Tamer's strong personal commitment to helping locals develop their full potential, including people with special needs, the group is investing significantly in giving young talent the skills they require to prosper in the

fast-developing Saudi private sector.

Tamer Group's rapid expansion is representative of a period of historic social and cultural change in Saudi Arabia. It is a land where women have been allowed to drive since 2018, where cinemas are opening across the country, where startups are enjoying unprecedented levels of growth. It is a place where massive music festivals and international sports events are bringing visitors from afar. In this fast-changing and dynamic country, Tamer Group is creating new opportunities for Saudi's young and aspirational population. With its commitment to health, wellness and personal development, and a renewed focus on the principles of ESG investing (Environment, Social and Governance), the company is playing an important part in steering

Saudi society towards an open and self-confident future.

The family-run organization, now with the third generation of Tamers at its helm, is an ideal partner for foreign investors who want to enter this high-

We are investing with our partners to seize all the growth opportunities of Vision 2030 & help shape a prosperous future for Saudi Arabia."

Ayman Tamer
Chairman & Managing Partner
Tamer Group

growth market. With leading positions in sectors such as healthcare, pharmaceuticals, e-commerce and logistics, the group is entering a new phase of expansion. Alongside blue-chip

international partners, it is helping to diversify and modernize the national economy and change the face of Saudi society. At a time when the country is assuming a new role on the global stage and evolving into an economic and cultural powerhouse for the region, the group is in the perfect position to accompany multinationals on their own journeys into Saudi Arabia.

In this exciting period of opportunity and reinvention, Tamer Group has been recording revenue growth at around the double-digit level over the course of the last decade. Ayman Tamer expects earnings to accelerate in the near future as a result of recent investments and national economic reforms, consolidating Tamer Group's prominent role in driving change and transformation all across the historic Kingdom of Saudi Arabia.

INVESTMENT IN TRAINING & TALENT DEVELOPMENT PAYS DIVIDENDS

Attracting & developing local talent is the key to Tamer's success story

With a workforce which now stands at more than 4,000 employees, Tamer Group's growth over the last 100 years has always been based on the motivation, skills and engagement of its people.

From the third generation of family members who sit alongside international business people on the Board, to young Saudi women joining Tamer Mölnlycke as highly skilled operatives, to new graduates participating in Tamer's coveted onboarding program, the group has always been a meritocratic place that invests in talent and rewards achievement.

"Our success is driven by our experienced management team but

Tamer Group is a company that retains & inspires talent from Saudi Arabia & beyond."

Ayman Tamer
Chairman & Managing Partner
Tamer Group

above all by our ethos of continuous learning," Ayman Tamer says. "This culture makes us different and makes us an inspiring place to work."

In full alignment with the goals of Vision 2030, Tamer Group is employing increasing numbers of Saudi nationals. Tamer's remuneration

policies, open culture and opportunities for promotion make it an attractive alternative to the public sector jobs that previous generations of Saudis aspired to. Across the group, local talent now represents almost half of the total workforce. Most of these Saudi employees are young, technologically minded and eager to advance in their careers. "It is this cohort of young Saudis that represent the future of the Group and that will guarantee its growth over the next 100 years," Ayman Tamer says.

"We treat our people as our most important asset. We want to make sure that we develop their capabilities. Our goal is to grow their skills at Tamer Group and to create a culture where people can learn and grow, to the benefit of our company and our country."

With this ambition in mind, investment in training has become a critical strategic priority for Tamer Group. As a services company, Tamer relies not on natural resources or on financial capital but on the talent and engagement of its people to grow its business long into the future.

Across Saudi Arabia, Tamer Group is widely recognized for being home to some of the best training programs in the market, consisting of both classroom learning and on-the-job training. From the moment a new



Women are joining Tamer Mölnlycke as highly skilled operatives.

employee joins Tamer, and right through their time at the organization, they are constantly learning. Each employee's progress is recorded in tailored individual development plans.

Tamer works closely with top-ranked local universities to provide invaluable education in areas such as sales, merchandising and logistics. The organization provides an abundance of scholarships and internships to recent graduates and helps make sure they have the real-world skills to prosper in the private sector. Thanks to the company's investment in vocational skill training, local talent has been able to develop the knowledge needed to ensure Tamer Group's continued expansion throughout all the challenges and opportunities of the years to come.

"We believe that in the future there will be much greater demand on the skills of our workforce, especially

because of our growth strategy within the digital domain," Tamer says.

This dedication to continuous training differentiates Tamer Group in the local labor market and has endowed it with one of the most respected employer brands in Saudi Arabia. With more than 30 nationalities represented in the workforce, and employees coming from an extraordinary variety of backgrounds, religions and races, Tamer is home to one of the most diverse and meritocratic cultures in the country.

Working at Tamer not only gives employees the benefits of a well remunerated position and a diverse and engaged workplace, it also provides talented people with a unique opportunity to acquire knowledge and skills that will stand them in good stead throughout the length of their career in the diverse, dynamic and fast-growing Saudi Arabia of today.

TRAILBLAZING E-COMMERCE LEADER MUMZWORLD JOINS TAMER GROUP

With the purchase in 2021 of a majority stake in Dubai-based startup Mumzworld, Tamer Group has acquired the ideal platform for expanding its e-commerce business in the region.

Mumzworld is the Middle East's leading online provider of mother, baby and child products. Founded in 2011 by Mona Ataya and Leena Khalil, Mumzworld sells over 250,000 products for babies, children, and mothers

from 5,500 global brands across 20 countries. Over the last five years, Mumzworld's revenue has increased tenfold.

"This is just the beginning for us," CEO Ataya said in a statement when the deal was announced. "We are better positioned than ever to accelerate growth, drive wider geographic expansion and continue to build a tech footprint serving customers better than ever."

For Tamer Group, the acquisition

provides it with a springboard to reach new customers across the Middle East and a catalyst that will accelerate the digitalization of its operations. The arrival of

With Tamer Group's scale, size, reputation & regional knowhow - our combined complementary entity will be transformative for the region"

Mona Ataya, CEO, Mumzworld

Mumzworld's talented and visionary team of high achievers has strengthened the group's digital capabilities and has significantly increased its exposure to the fast-growing e-commerce market. With clear synergies between the two businesses, Mumzworld will accelerate Tamer's earnings growth in its centennial year and help reinvent customer experience of e-commerce across the Middle East.

Caption for the collage above – Top Left: Maamoun Tamer, Group Board Member – Center: Ayman M. Tamer, Group Chairman
Top Right: Mohammed F. Tamer, Group Board Member – Bottom Left: Faisal F. Tamer, Group Board Member – Bottom Right: Taymour M. Tamer, Group Board Member

INNOVATION PAVES A PATH FORWARD

Diversification keeps the company dynamic & helps us advance

Q&A

AYMAN TAMER
Chairman
& Managing Partner
Tamer Group



Can you give us some examples of challenges that have recently impacted your group & the Kingdom of Saudi Arabia? How is the group evolving in today’s complicated panorama?

It is true that our group and the country as a whole have been faced with many challenges recently. Obviously, the current situation in Ukraine will have an impact on the entire world and right now we are facing an uncertain situation with current shortages, especially for commodities like wheat. We will have to be patient to see how this political situation plays out.

Our biggest recent challenge, like the rest of the world, was COVID. We did not know how long the pandemic was going to last or how aggressive the virus would be. Now the situation has changed. We have more information and can move forward with caution.

Recently, Saudi Arabia has been undergoing a recovery with the increase in oil prices and this has to some extent jump-started the economy. Additionally, with our tourism and entertainment sector it looks like we may end up with 4-6% growth. This will be good

for the country and is due to the competent management of COVID by the Ministry of Health authorities.

How has part of the “Saudi Vision 2030” been implemented in the Tamer Group?

One of the important policies being advocated by “Saudi Vision 2030” has been to embrace the local population and encourage all companies to hire local talent. We have also included this in our company mission. We have evolved, incorporating more technology as well as local talent and we have found that younger Saudis are very tech savvy. This digital transformation, coupled with the hiring of new Saudi talent from the younger generations, has allowed us to work more efficiently and come out of COVID hard-hit, but much stronger than before.

It is your 100-year anniversary. How have you managed to balance the very difficult politics of family interests, growth & success? How will you carry this forward to the fourth & fifth generations?

We are fortunate to have a family with tight bonds that share similar cultural values. We actually had our

first family assembly in December last year, and we invited around 50 members of the family and extended family. We gave them a brief about the company history and then we talked about the family values. I then challenged each one of them with a question, “I want you to ask yourself, do you know what your purpose for tomorrow will be?” This was an intriguing question and I was very impressed by the answers. After interacting with many family members of the next generation throughout the course of events, I must admit, I believe half of them could run the company tomorrow! So, I was really impressed to see our unity and this fusion of culture and values over various generations. This respect is what has kept us together for so many years. I have asked the next generation to decide on where the next family assembly will be so that they are in charge. This way they feel fully engaged, and engagement and responsibility are important.

“The younger generation wants to make a better environment for everyone & they want to save their planet. They want equality & they are finding their place.”

We have a saying that people “Join a company and leave a boss.” Half of the bonuses of our senior management and their long-term incentives are built on developing, retaining, and recognizing talent. Therefore, it can happen that they may train a colleague and then later on, that colleague becomes their boss. This is a work culture built on meritocracy. We have implemented strategic succession planning into our organization and have had good results and we have a wealth of data to support this.

Jill Young, an instructor in South University College of Business has said, “Integrity is the most important ethical concept, because it covers such a broad area. If you act with integrity, ethical behavior is just a natural progression.” Do you agree with this comment? How is Tamer Group ethical to its employees? How do you strive to rise above and be different?

Integrity is a way of living, and it starts at the top and leads by example. Having good ethics and integrity is the most important base. With integrity comes diversity, inclusiveness, respect, and all the other values. You want to build an organization that attracts, fosters, and retains talent. To do that, you want to have a healthy playing field, a fair playing field. You have to tackle management and you have to tackle your organization’s spirit and culture. You also need to have an ethics committee and make sure you have a transparent, open organization that will protect you against FCPA or any other kinds of corruption. As a company we are very strict and we would even let top talent go if there were misconduct. We also believe recognition is a very important element of integrity.

How do you see Tamer Group evolving through technology? How can your company stay abreast of trends that could potentially benefit you?

We are a 100-year young company and 40% of our workforce is currently millennials. It has not been easy for a 100-year young company to adapt and allow these young millennials to come in! That is why we decided we wanted to accelerate our third wave of transformation. It will help us to recruit talent that will allow us to accelerate the →



The HQ for Tamer Group in Jeddah.

transformation of our core business in technology. The new positions currently recruited in digital technology are being hired with the aid of our recently acquired “Mumzworld.” We are working through them as an innovation center because for the past ten years they have had a good track record of meeting their plans and objectives. We have a full appetite for opening other vertical platforms in the industry and Mumzworld could help accelerate this capability. There are some digital hiccups, as is normal, but young Saudis are the ones rolling out the digital platform for us and it is going very well.

Saudi companies, for many years, suffered a lack of global connection; they also suffered from interactivity on the world stage. Now that is changing. More & more companies like Tamer Group are now engaged on a global level both politically & commercially. You especially, are involved in many important global summits & events worldwide. What does this kind of interaction give to a company like Tamer Group?

I have been involved with the World Economic Forum for 6 or 7 years, and I am also on the board of the

Pearl Initiative, which supports the private sector in the Gulf Coast to have more transparency and raise the level of governance. Our Ministers and our public sector are really opening up Saudi Arabia to the world and embracing the best in class of everything. We are going through a positive social reform including social development, and a social awakening. For many years, there was a lot of talent in the Saudi population- talent that was inherent in them, but they were not allowed to express themselves, nor join the economy and the rest of the world. Since 2018, it has not only been women that have been liberated, in the sense that they can now drive, but there has also been an opening up in the entire social system. This has had a very positive impact. Movies are coming into the country, entertainment is not as taboo, and tourism is going to boom. In the North, in the Red Sea, in the South, we have so many beautiful destinations to showcase here. This social reform, this awakening, is going to create a renaissance. There is so much talent in technology, research, medicine, art, culture, fashion, that is going to come out of Saudi Arabia again. I really think we are on the right track and people are very enthusiastic to support and help their country grow. There is a sense of enjoyment and a real appreciation to live here.

There has been some emancipation for women in all of Saudi Arabia. Do you see the Government encouraging more women to have jobs and roles in all sectors? How can private sector companies help women advance and uplift the current education system?

Women’s participation rate in the work force has accelerated tremendously. Today their participation is 32% and this has been remarkable.

In the past, we were bound to respect certain cultural biases even though it was against our own logic. Younger people have not had to deal with it as much because they can use social media to escape. Now they see what they do not agree with and change it. That is how they have rewritten the current culture.

“With integrity comes diversity, inclusiveness, respect, & all the other values.”

What is your management style? Can you improve your skills? If so, how are you trying and what will your legacy be?

First of all, you keep learning every day. I have been working since 1985 and I have really learned from the talent around me. I had the courage

to attract people that were more talented than myself. I think that is what leaders need to be, resilient, to have the ability to surround themselves with people more talented than they are. I am very proud to say that about all the people that are on the board and the SMT with me now.

Interestingly enough, we recently did an internal assessment, and I did get positive feedback and a good rating, but also there are some areas where I can improve. I am going through a phase where I am coming from a hands-on managing and executive role to a chairman and executive role. I am trying to split the executive role from the chairmanship. I have put a lot of effort into that, because my nature has always been to execute work. It took me more than a year to stop this habit. What would my family say? I think they would say that I did well and was able to hand the group over to people better than myself. And I definitely have acquired a wealth of knowledge. I try to accept other people’s opinions on the board and I want to hear everyone’s thoughts before I form my own opinion. So I am having healthy discussions with the board and realizing how little I know.

I am a chairman that has a good wealth of knowledge about the family business he is running. I am also willing to be more open and run the company with good governance and let more people have a say. As a company we never had a vote, we always voiced opinions. I usually follow the board’s opinion because they see from “outside the box”. I have been “inside the box” for so long that their input gives me a new, valuable and different perspective.

TAMER GROUP: A HISTORIC HERITAGE OF HEALTHCARE INNOVATION

100 years later and still seizing new opportunities to add value

When in 1922 Dr. Mohammed Said Tamer opened one of the first pharmacies in the Middle East, little did he know that he was planting the seed of an organization that would grow into one of Saudi Arabia's largest and most respected family-run companies.

While Tamer Group is still deeply rooted in Jeddah, where that original pharmacy was first opened, its interests today extend across all of Saudi Arabia and the group has become a major contributor to national development. With a strong commitment to employing locals, developing Saudi talent and investing in digital innovations, the company is one of the standard-bearers for the Saudi government's national transformation program Vision 2030 and is a recognized healthcare leader.

"The Group strategy for the future is in full alignment with Saudi Arabia's Vision 2030," says Chairman Ayman Tamer, the grandson of Dr. Mohammed Said Tamer. "Our success is a testament to the resilience of the Saudi economy and the regulatory reforms that encourage enterprise."

Covering all aspects of life, the central economic goal of Vision 2030 is that Saudi Arabia is to create a more diverse and sustainable economy, investing cash flows from oil and gas into industries that employ more people and create more value than hydrocarbon exports.

Divided into three pillars – A



Tamer group is investing significantly.

Vibrant Society, A Thriving Economy and An Ambitious Nation – Vision 2030 is designed to help the Saudi people and businesses unleash their full potential and to create economic opportunities for entrepreneurs, foreign investors and long-established Saudi companies such as Tamer Group.

In the healthcare sector, Tamer is well positioned for the opportunities of the Health Sector Transformation Program, which forms a core part of the Vision 2030 strategy. 100 years after Dr. Mohammed Said Tamer opened his pharmacy in Jeddah, the Group is helping Saudi Arabia meet the main goals of this initiative: boosting public health, preventing disease, improving access to health services, and expanding the provision of e-health services.

As the driving force behind a nationwide healthcare distribution network, Tamer Group is investing significantly to ensure access to healthcare and meet the needs of

communities across the Kingdom. In the e-health area, in 2022 the Group launched a digital procurement platform for healthcare service providers and suppliers, eliminating paper use and increasing the efficiency of critical processes in the healthcare procurement market.

“In our centennial year, we have embarked on several initiatives to strengthen our leading positions across the Saudi healthcare market.”

Ayman Tamer
Chairman & Managing Partner
Tamer Group

By introducing e-health innovations such as these to Saudi Arabia, the company is helping the Kingdom advance towards its goal of a value-based healthcare system – a healthcare system which is dedicated

to the fair and transparent use of resources to deliver better outcomes and improve the patient experience.

"We support the value-based treatment approach," Ayman Tamer says. "We have aligned our growth strategy with this vision and the Tamer Group intends to be part of the Health Care Transformation Program."

It is not only in e-health and digital innovation that Tamer is leading the way towards Saudi Arabia's value-based vision. As one of the country's largest privately owned healthcare companies, Tamer is also a major contender for the privatization elements of Vision 2030 and to build public-private partnerships that will transform healthcare delivery in Saudi Arabia.

"Public-private partnerships in healthcare are a key component of the government's privatization plans," Tamer says. "We will have to further develop our capabilities in this space, adapt for new opportunities, and partner with local and global players in this domain. We see new possibilities in home healthcare, rehabilitation, and behavioral medicine."

With Vision 2030 poised to increase the role of the private sector in the healthcare domain and accelerate digital health services across the Kingdom, in its centennial year Tamer Group is proving true to the dream of its founding father and is once again leading the way to the future of Saudi healthcare.

100 YEARS DEDICATED TO SERVING THE COMMUNITY

Tamer Group is committed to enhancing the wellness of the Saudi people

Although there have been almost unimaginable changes to the world and to Saudi Arabia in the hundred years since the birth of Tamer Group, the company remains steadfast in its unwavering commitment to serve the community and to build a brighter and healthier future for the people of the Kingdom.

While digital health and online consultations would have been the stuff of science fiction for Dr. Mohammed Said Tamer, 100 years later the group that he created is carrying out major investments in digital innovations to meet the very same goals that inspired Dr. Mohammed – to preserve the health and wellness of the local community.

During the Covid-19 pandemic, Tamer Group stepped up its investments in digitalization to help make sure that the local community had access to the healthcare products and services it needed during a critical period.

"The pandemic has accelerated the pace of digitalization," Ayman Tamer says. "Digital health and telemedicine are among the highest growth opportunities for Tamer Group in the future."

It is not only in the digital area that Tamer Group is innovating to benefit the community. As a manufacturer of pharmaceutical products through its SAJA joint venture with



Saudi Arabia is modernizing healthcare.

Japanese partners Daiichi Sankyo and Astellas Pharma, Tamer is launching into the Saudi market a new series of specialty products that address the changing needs of the local population.

As one of the largest producers of pharmaceuticals and medical devices in Saudi Arabia, Tamer Group is working with an

“Beyond providing wellness & healthcare, we promote bright futures based on respect, diversity & a passion to learn.”

Ayman Tamer
Chairman & Managing Partner
Tamer Group

increasing number of foreign partners to ensure that the Saudi people benefit from medical innovations, wherever they are from.

"One of the main targets of Vision 2030 is to improve health care in Saudi Arabia and preserve the wellness of the Saudi people," Tamer explains. "We are encouraging our partners to develop their own plans in the country, commit to technology transfer, and create more opportunities for Saudi talents."

At the same time, the company's philanthropic arm, SAAID is stepping up its efforts and supporting initiatives across a variety of fields, including female empowerment, health education, community

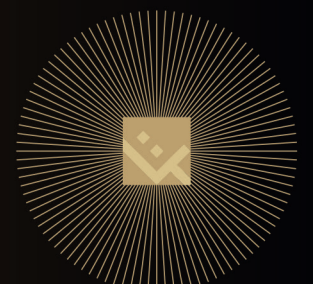
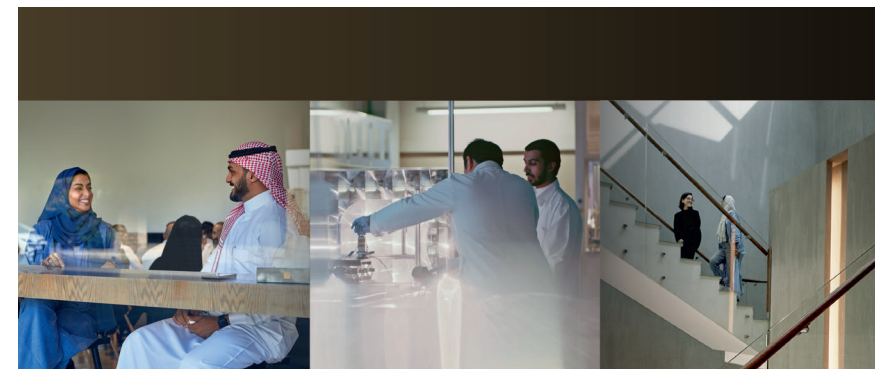
development, workplace wellness, underprivileged families and environmental conservation.

SAAID carries out a series of social and environmental projects, working with international partners such as the UNHCR, World Economic Forum, Roche and Table for Two, as well as with local NGOs and government organizations.

Now employing more than 4,000 people, Tamer Group is marking the centennial milestone with a renewed drive to reach ambitious new targets in the areas of Environment, Society and Governance and create even more shared value for people and communities all across Saudi Arabia.

A century of creating shared value

100 YEARS OF TAMER GROUP - 2022



INNOVATION: INVESTMENT DELIVERS NEW OPPORTUNITIES

Tamer has agreed on an exciting joint venture for medical devices

Whether expanding its logistics and e-commerce activities or building factories to manufacture life-saving medical devices, recent investments by Tamer Group are bringing new technologies to Saudi Arabia and helping to change the face of the national economy.

In 2024, at a factory just outside Jeddah, a joint venture between Tamer Healthcare and Swedish medical solutions provider Mölnlycke

“The localization of the pharmaceutical & medical industries is one of the most important goals that we seek to achieve.”

Ayman Tamer
Chairman & Managing Partner
Tamer Group

will begin producing surgical procedure trays that will save critical time in the operating theatre and allow surgeons and nurses to treat even more patients.

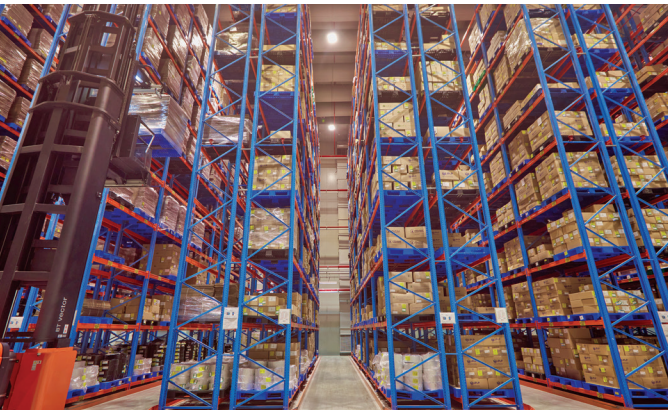
Because these sterilized kits are pre-assembled to contain all the components required for a particular surgical intervention, they generate significant savings in time and costs. According to Mölnlycke, preparation time can be cut by more than half compared to traditional preparation

in the operating room.

With the creation of Tamer Mölnlycke Care, Tamer Group is seizing the opportunity to make the Saudi healthcare ecosystem more efficient and deliver new ways to improve surgery outcomes. By choosing to localize production within Saudi Arabia, Tamer will reduce costs and minimize turn-around times. Local surgeons will be able to customize their requirements for each type of operation and ensure the very best results for their patients. Output from the factory will not be limited to the Saudi market and will eventually serve the entire region of the Middle East and North Africa.

At the same time, the establishment of Tamer Mölnlycke Care will create hundreds of new jobs for Saudi operators, the majority of whom will be female. That is fully in line with a core ambition of Tamer Group, which is to hire more women and more Saudi nationals.

“The localization of the pharmaceutical and medical industries is one of the most important goals that we seek to achieve, as it supports the Kingdom’s economy, enables the exchange of global experiences, and creates more job opportunities in the market for our youth”, Ayman Tamer says.



Logistics are an important part of the company.

Ever since Tamer Group launched its SAJA joint venture with Japanese pharmaceutical giants Daiichi-Sankyo and Astellas, it has been a priority for the group to introduce the latest innovations from the world of healthcare and pharmaceuticals into Saudi Arabia and the wider region.

At the same time, Tamer is also a national leader in logistics for the healthcare and pharmaceutical sectors. In this complex and time-sensitive area, quality controls and just-in-time delivery are of paramount importance to healthcare institutions. Tamer Group’s logistics business makes sure that critical products such as medical devices are transported in complete safety from suppliers to healthcare service providers, whether they are hospitals, pharmacies, clinics or other

institutions.

Tamer is also diversifying away from the world of B2B (business-to-business) logistics and into B2C (business-to-consumer). The group is already a major logistics partner for global consumer goods giant Nestlé, helping bring its healthcare, beauty, nutrition, and wellness products into pharmacies and retail stores across Saudi Arabia. For Nestlé and other clients, Tamer offers a wide range of services including third-party logistics (3PL), full distribution, merchandising and trade marketing. As a key local partner, Tamer delivers a supplier’s goods to the right distribution channels fast. It also helps them evolve their strategies for Saudi Arabia and rapidly grow their share of this most promising Middle Eastern market.

LEADING BUSINESSES & CONSUMERS INTO THE DIGITAL FUTURE

Tamer is in pole position for the digitalization of Saudi Arabia

At the same time as ramping up its logistics operations in the physical world, Tamer Group is also making major investments in developing new digital services that are making businesses more efficient and providing online consumers with a new level of shopping experience.

As Tamer entered its centennial year, the Group launched VitaCare, a B2B digital platform for pharmacies, clinics and hospitals across Saudi Arabia. This innovative mobile app aims to eliminate paper use when healthcare service providers purchase products such as medical devices and personal care items. By automating and digitalizing the purchasing process, VitaCare delivers healthcare providers such as hospitals, pharmacies and clinics with new possibilities for ordering a comprehensive range of products whenever they need them most.

Alongside VitaCare the group has developed an innovative platform it calls Tamer Solution, which aims to

“Tamer is introducing new digital solutions that improve the user experience of customers.”

Ayman Tamer
Chairman & Managing Partner
Tamer Group



Saudi Arabia is set to become one of the global economy’s largest e-commerce markets.

digitize the B2C value chain in Saudi Arabian healthcare.

The Group sees digitalization as the key to accelerating its evolution into an organization that is increasingly centered on customers and on delivering innovative services.

Tamer’s expansion from B2B to B2C and its acquisition of Mumzworld comes at a time when consumers in the region are increasingly digitized. According to a 2021 white paper from consultancy BCG, prepared in collaboration with digital giant Meta, the Saudi Arabian e-commerce market will grow by 25% a year from 2020 to

2025, reaching a total size of more than \$15 billion and accounting for 13% of all retail sales (up from 6% in 2020).

With one of the highest levels of mobile broadband subscriptions in the world, very fast Internet speeds, strong regulatory support and a young, tech-savvy and financially connected population which spends more than three hours a day online, everything is in place for Saudi Arabia to become one of the global economy’s largest e-commerce markets. Tamer’s recent investments put it and its partners in pole position to capture the opportunities of this market and

participate in an exciting new chapter of economic development in Saudi Arabia.

“The Saudi market, with its tech-savvy customers and strong demand for e-commerce offerings, indicates that the main driver of growth will be the development of a high-quality supply side,” BCG says.

In all the areas where it operates, developing a high-quality supply side in Saudi Arabia has always been the defining characteristic of Tamer Group, from logistics to pharmaceutical production, from consumer goods to healthcare.

A LEADING ROLE FOR WOMEN

At a time when the economic role of women in Saudi Arabia is expanding rapidly, Tamer Group is employing more female employees than ever before.

In 2021, one quarter of all new employees hired by Tamer Group were women. In a workplace that promotes diversity and inclusion for all, women have taken on roles ranging from warehouse operatives to accountants and salespeople. Women also hold an increasing



The Group is keen to recruit among the younger generations.

number of senior managerial positions, leading diverse teams and taking complex strategic decisions across the organization.

Tamer Group recognizes there is a still long way to go on its journey. In total, women represent 15% of the group’s workforce, although in some companies it is much higher than that. To redress the balance and tap into the talent of Saudi women, Tamer will hire even higher numbers of women in the coming years. The Group is

especially keen to recruit among the younger generations of motivated and talented Saudi women who have benefited from high-quality university education.

Chairman Ayman Tamer is strongly committed to the cause of female empowerment. “We are moving in the right direction,” he says. “Saudi women are making an invaluable contribution to our company and to our country and this will increase even more in the future.”

THE ESG JOURNEY BEGINS

In 2022, marking its centenary year, Tamer Group has embarked on a journey that will transform it into one of Saudi Arabia’s standard bearers for best practices in the areas of Environment, Social and Governance (ESG).

The company’s roadmap to ESG excellence consists of three phases during which it will gradually extend its measurement and control of a series of Key Performance Indicators in all three areas of ESG. In total, the Group estimates that about 85% of the ESG

metrics prescribed by the WEF-SCM Framework (World Economic Forum Stakeholder Capitalism Metrics) are directly or indirectly applicable to Tamer Group

In the roadmap’s first phase, which will be completed in 2022, Tamer will measure and monitor more than 60% of core metrics.

The remaining core indicators will be measured in 2023. Over the course of its three-year roadmap, Tamer will track its performance across an increasing number of ESG metrics. By the end of this ambitious plan, it expects to have developed sophisticated data analytics capabilities and will

be able to measure and monitor even the most technically complex metrics.

Armed with this data, Tamer will have a greater understanding of its environmental footprint and social contribution than ever before. On this basis, the Group will implement major new initiatives across the full range of ESG, create additional value for all its long-term stakeholders, and accelerate its transformation into one of Saudi Arabia’s most transparent and sustainable enterprises.

