

responsibility & courage

2020

Hello My Dear Associates.

I would like to begin by sending a big thank you to all of you, as each one of you has demonstrated immense courage, responsibility, and commitment during 2020 - a year very few of us would like to remember but very few of us will ever forget. The year started off with a lot of optimism, with both ALJ Oil and PSVA delivering very strong Quarter 1 results, however clouds of uncertainty started to creep in during early April, ushering in a period of unparalleled volatility. Facing an unprecedented set of

challenges, the magnitude of which still remain unknown, necessitated poise and calm in order to successfully navigate the turbulence and coordinate decisive and innovative actions. In the face of such challenges, we all responded with a spirit of collaboration, solidarity, and relentless communication. The great results we achieved during 2020 are testimony to the great response of a great Team, an embodiment and personification of the shared values and ethos that define Abdul Latif Jameel Enterprises.

Since January, COVID-19 dominated our collective focus and transformed our world – impacting the tangible and intangible aspects of our lives. The unwelcome but unavoidable separation enforced to protect, shut us off from those dearest to us, our

associates – forcing an operational & social shift. A testament to human resilience is the ability to recalibrate – as such a return to normal is now on the horizon, however, such is the magnitude of the shift as a result of the pandemic, that some of the changes in our life will undoubtedly be permanent. Whilst it is true that we all need to adapt to the new world as swiftly as possible, ALJE continues to act as a trailblazer in its field – capitalizing on the disruption to continue to stand out as an industry leader. Thus, our top priority will be living and breathing Digital, championing DO2 is the status quo for Oil and PSVA. To further drive this key growth area, I would like to request each and every one of you to fully participate in building an innovative and learning culture for our organization leveraging digital. With our collective wisdom we will continue to succeed professionally and personally. Thank you again for your unabating, concerted efforts, and I wish you and your families happy and prosperous 2021.

Social Responsibility

When COVID-19 pandemic struck, it led to tremendous disruption across many industries, rendering businesses with no option but to implement social distancing measures and to change the way in which tasks and interactions between fellow employees and customers are executed on a daily basis.

It is at times like these that companies opt to exhibit commendable corporate social responsibility (CSR) and make a profound impact. Which includes, utilizing some of their resources to serve the society, respond more effectively to the challenges created by the pandemic and going above and beyond on prevention. There are plenty of ways to make a difference, one is to think about your customer's risk exposure and help them cover their bases (and faces).

With the number of coronavirus cases on the rise globally and in light of the new reality, ALJ oils decided in July 2020 to propel "social responsibility" to the forefront of its priorities by distributing free TGMO (Toyota Genuine Motor Oil) branded reusable masks manufactured by Fine Solutions to ALJ Oils wholesale team across the kingdom including employees and stakeholders.

The mask distribution initiative not only intended to ensure the protection and safety of both ALJ Oils customers and teams but served as a preventative and precautionary measure to curb Covid-19 spread.

At ALJ Oils, part of our values is to make an impact that matters for our people, our clients, our community and our planet. At a time like this, we have embraced our core values and taken every preventative measure to protect and ensure the safety of who we work with, from our employees to our partners and to the local communities that we work within as we navigate our way through this pandemic.



Saudi National Day

The campaign of the "Saudi National Day" was launched on 23 September 2020. The main objectives of the campaign were to participate in such important national events, engage with the audience as well as increase TGMO's brand equity.

To achieve the above, we needed to go big and reach mass to be always at a user top of mind during such massive occasion.

We went through 360° campaigns where we integrated online channels with offline ones (social media & out of home mega screens). The campaign has started with TGMO challenge (we can do it = we will achieve 90,000 tweets expressing our emotions toward the country).

The teasing phase start in both social media and mega screens in king tower, Tahlia Street and Al Khobar screen (the biggest screens around Saudi Arabia).

The engagement rate was extremely high and attracts several influencers to participate in our challenge.

by the end of the campaign, we achieved around 6M impressions on social media only and we gain +10K new followers.



New Packages

The campaign, named (صممت بإتقان), started on 4 August 2020.

The main objectives were increasing the awareness toward the new packaging of the Toyota Oils, confirming that the products maintain same quality and performance, reflecting the products functional and benefits and engaging with our target audience.

The campaign that took place on social media and out of home mega screens achieved extraordinary impact with: **+5M views** **+6.7M views** **+4.5M views** **+18M impression**



By the end of the campaign, we have hit a new record by reaching total +77M impressions around the Saudi Arabia

ALJOC Annual Gathering

KAEC ALJOC Managing director Adnan Miraj lauded the efforts of his employees at the annual gathering, in which he specifically thanked all sales, marketing, supply chain, admins and all employees under his leadership for their outstanding performance in 2019 and encouraged them for a new outstanding achievement in 2020. The annual gathering took place in King Abdullah Economic city and included team building activities, lunch and other activities to engage all members and validate their effort.

