



[AL SAYER GROUP HOLDING] [SUSTAINABILITY PLATFORM] Success Story

Please use the questions below as a guide in composing your success story:

BRIEF DESCRIPTION OF THE COMPANY

Two decades before oil was discovered in Kuwait in the 1930s, Al Sayer family had already forayed into the food business. By the 1930s, we had established ourselves as the leading merchant of foodstuffs in Kuwait. Our focus was to identify, examine, select, and introduce international food concepts to the Kuwaiti market. Gradually, this common vision began to be shared by the current honorary chairman Mr. Naser Al Sayer; his father, Mr Mohammad; and brother, Mr. Bader. The aim of offering something for every individual and for every need prompted the formation of ALSAYER Holding.

In 1954, when Mr. Naser saw a picture of a Toyota Land Cruiser in a copy of Reader's Digest, he took the brave step of making an arduous journey to Japan to request the Toyota franchise for Kuwait. The result was the importation of two Toyota vehicles to Kuwait in 1955 and the beginning of a new chapter in Kuwaiti history and ALSAYER Holding journey toward growth, expansion, and development. ALSAYER Holding

became the first company to introduce Toyota in the Middle East and the second Toyota dealer in the world.

The company has proven its strength and continuous growth throughout these years due to its dedication and visionary approach and the commitment of its people. It continues to proceed on the path of an arduous journey across multiple regions in pursuit of new ventures. At present, ALSAYER Holding offers a diverse array of products and services and prides itself in giving careful attention to the cultivation of every sector of their business. Bringing high-quality products to Kuwait, supporting them with the very best aftersales service, and running the business with honesty and integrity are the cornerstones of ALSAYER Holding business. Thus, ALSAYER Holding is regarded as the most customer-centric company in the country, with the ability to offer every client a full and satisfactory solution in the ownership and maintenance of products.

HOW DID YOU FIND OUT ABOUT KFAS, AND THE ENTERPRISE SUPPORT PROGRAM?

Please give a brief description on how you learned about the company and program.

RESEARCH INSTITUTION

We have engaged RSM for this opportunity and they are elated to present to us proposal for "Sustainability Excellence Platform". RSM is ideally placed to provide with these engagement services.

RSM International is the world's 6th largest network of audit, tax, and advisory firms and is the 6th largest global provider of tax services. Network has fully independent 128 member firms and correspondents in 120 countries. Together these firms represent over 38,353 staff including 3,384 partners in 763 offices

WHAT WAS THE PROBLEM YOU WERE TRYING TO SOLVE?

Al-Sayer Group Sustainability

Al Sayer Group published its first Sustainability report in 2015 referring the Sustainability Reporting GRI guidelines. To keep its priorities in mind, to spur participation and innovation, and to spread understanding to employees and customers, The group has adopted the Sustainability Compass. This symbol of a compass represents a new understanding of how

Al-Sayer Group must think, and act, to drive business in a more sustainable direction. Al Sayer Group Holding's sustainability priorities are carefully arranged in this compass symbol.



By using this project, we would like to integrate all the KPIs on the single portal and then can extract the data from the customized dash board for management review.

PROJECT DESCRIPTION

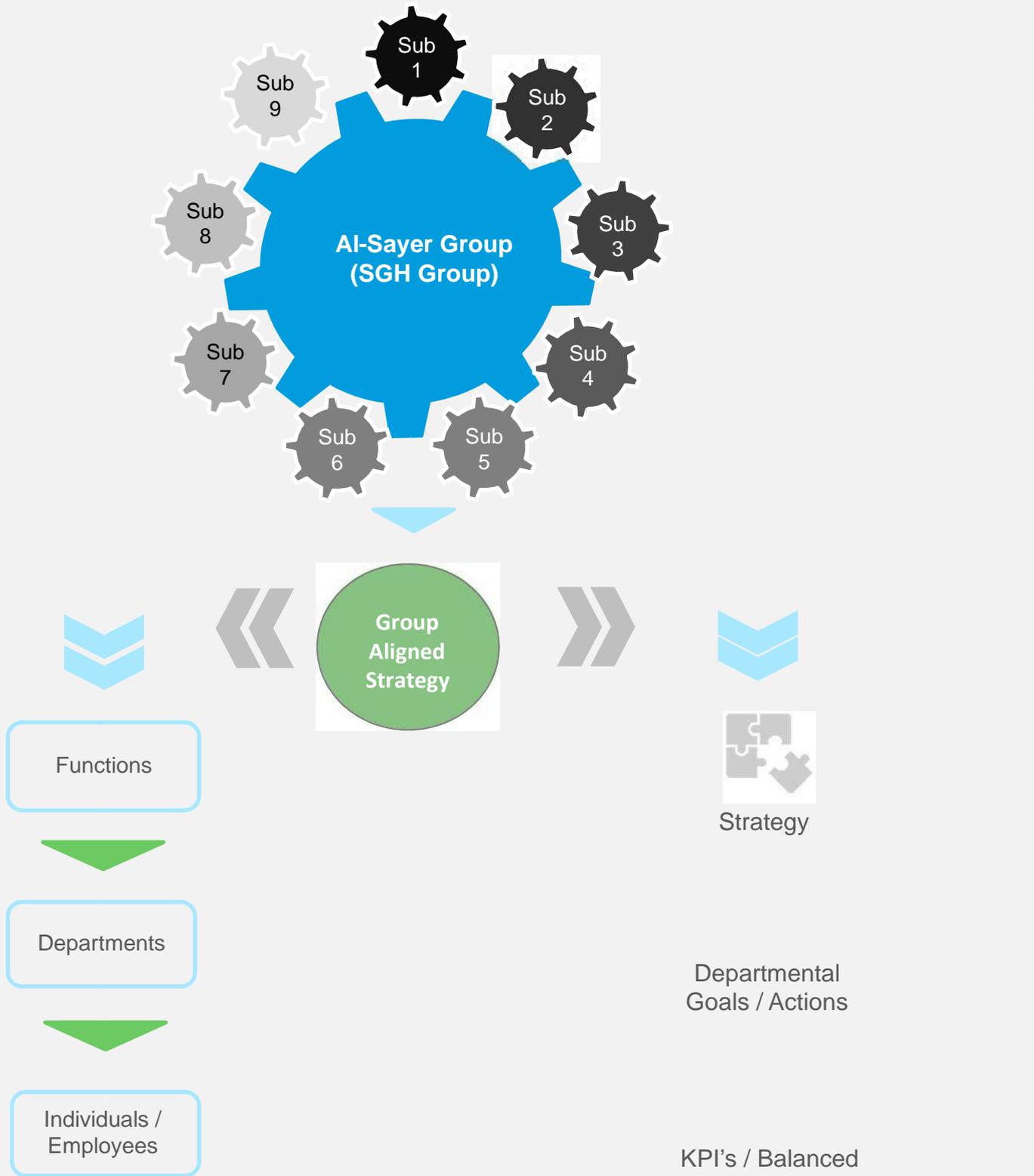


TO WHAT EXTENT DID KFAS ADD ADDITIONAL VALUE TO YOUR PROJECT?

As we are having long history of KFAS support in many of our endeavor and by helping in this project this has strengthen our approach of continuous innovation in our business sectors.

HOW DID THE KNOWLEDGE PROVIDER INVOLVED IN THE PROJECT HELP SOLVE YOUR CHALLENGES?

The top to bottom approach involves all functions of an organization, where organizational priorities; such vision, mission and objectives are well synchronized through KPI's, goals and targets.

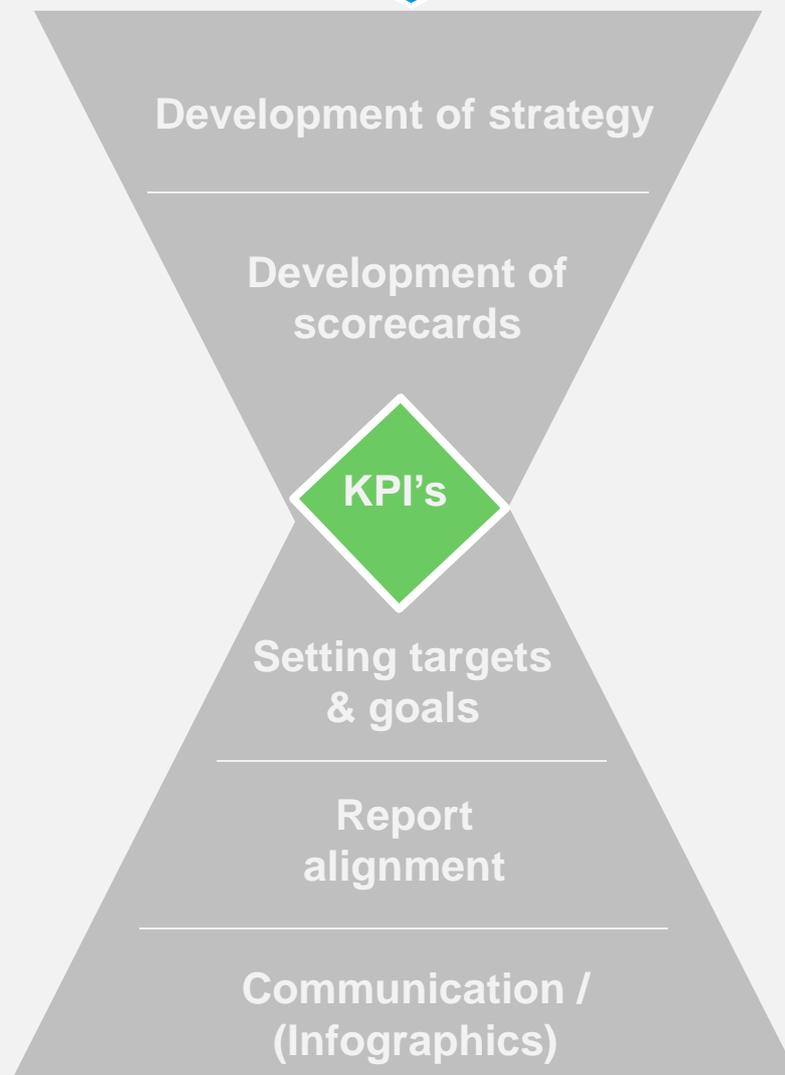


HOW DID KFAS HELP WITH YOUR PROJECT?

KFAS has undergone in detail the project purpose and objectives and co-funded the project.

PROJECT IMPACT

“Strategic Priorities”



Strategy mapping & configuration

The platform has unique ability to make sense of data within a strategic framework, which is critically important for building the understanding and engagement that is critical for creating optimal performance.

All KPIs and metrics, as required, can be set up and managed within our platforms without any customization. These KPIs/metrics are driven by underlying data managed in our data management modules.

The platforms is architected on the premise of enabling strategic, integrated directions from the top-down or bottom-up, whatever the need of the customers

DID YOU SEE THE VALUE IN R&D? AND WHAT OTHER TOPICS WOULD YOU BE INTERESTED TO EXPLORE IN THE FUTURE?

We always strive for the innovation and promoting the share your idea contest wherein all the employees across the group can participate in the same with submitting their improvement theme and then can be awarded based on the evaluation. In future we are interested to explore out of the box suggestion related to E- Mobility and anything which can improve our customer satisfaction.

WOULD YOU REAPPLY TO A KFAS PROGRAM?

Yes certainly after realizing the success of this project we will certainly come back with more projects that can add value to us.

BECAUSE OF THIS PROJECT, ARE YOU LIKELY TO INVEST FURTHER IN RESEARCH & DEVELOPMENT?

Based on the success of this project we would like to invest more as per the Management directives.

WHAT CAN YOU TELL OTHERS ABOUT THE BENEFITS OF OUR PROGRAMS TO ENCOURAGE THEM TO APPLY?

Looking at the success and value addition we have realized from this project and KFAS cooperation we would like to encourage our stakeholders.