

Aleid Foods announces the regional expansion strategy Goals_25

Kuwait - March 2022:

Keeping pace with the momentum and ambition of achieving leadership in the food sector and expanding its business across the Gulf region, Aleid Foods Company announced the launching of Goals_25, a clear strategic plan and a pivotal turning point in Aleid's journey of continuous development, which consolidates the idea with everyone in the work environment and solidifies the trust in the company's ambitious expansion strategy and creating growth opportunities.

To launch the expansion strategy, Aleid Foods CEO Eng. Mohammed Al-Mutairi explained the symbolic meaning of the Goals_25 plan, carefully defining the strategic steps of the company in the coming years, with the "number 2 stating the pursuit of listing Aleid Foods in two stock exchange markets in the region, and the number 5 signifying enablement of the subsidiary and partner products, services, and brands to enter five vital commercial cities in the Gulf. Finally, the number 25 in the plan indicates the company's aim at doubling its returns by 25 Million Dinars by end of 2025, compared to the returns achieved by end of the last year 2021".

Aleid Foods Company is initiating the launch of the Goals_25 plan, by opening the company office in Dubai, the heart of commercial activities in the region, and one of the most vital regional markets known for its competitive qualities, diversity, and high capacity to import and re-export foods goods with specifications matching the Gulf markets. Aleid Foods Dubai office will indeed be a dynamic center for managing the growing commercial activities of the company and its subsidiaries.

Al-Mutairi emphasized Aleid Foods commitment to achieving Goals_25 plan "through harnessing all the capabilities and efforts towards enabling it, by creating a dynamic and flexible work environment that supports the goals and thrives to achieve positive results through the expansion of the company's structure, based on growing local talents and global expertise, in addition to the continuous development of solid governance policies keeping pace with business progress through Goals_25 plan and



establishing Aleid Foods influential positioning in the local and regional markets, based on its unique portfolio of products, diverse sources of income and services in the markets”.

Al-Mutairi concluded by highlighting Aleid Foods' performance and the motto associated with it, explaining, "As we always say, continuous growth and our journey is just beginning”.

--The End--

“Aleid Foods: Company was established in 1994, with a paid-up capital of more than 12 million Kuwaiti dinars. It was listed on the Kuwait Stock Exchange in 2008 under the consumer services sector. Today, it is a leading company in importing, marketing and distributing food products in Kuwait. “Aleid Foods” has diverse operation lines, a group of partner brands, branches, and subsidiaries specialized in food, with a distribution channel network of advanced logistical capabilities, serving more than 1000 commercial customers and massive direct-to-store operations. “Aleid Foods” believes in digitalization, and is keen to adopt the latest digital technologies in the marketing and distribution of food products.

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