

NEWSLETTER

Abdul Latif Jameel Oils Company Limited



Writing this message from my office bustling with people, attending in-person staff and customer gatherings appears now as entering a new chapter – a step closer to a post-pandemic world. It's indeed delightful to see more people enjoying each other's company away from a virtual-only setting. I start by thanking each one of you for your hard work and commitment to making this a seamless transition.

In line with the industry trends and changing business environment, we brought out multiple updates to support the business – Top line growth, Diversification, and Staff Engagement. All our business lines registered impressive topline growth during H1 2022. We signed a supply agreement with Valvoline to distribute their products in Saudi Arabia with sales already kicked off. This is a major step to support our diversification initiative. We are thankful to all the team members who worked on this strategic initiative.

It was a delight to be back in KAEC for our Annual Staff Gathering event and celebrate the 2021 success in person with the whole company. The event was conducted after a gap of 1 year and was thoroughly enjoyed by all attendees. The Cultivate-pulse survey indicated an improvement in staff engagement to 86% from 82% - a marked achievement resulting by the efforts of the company leadership in embracing the importance of our greatest assets- Our People - All of You.

With the first half of the year behind us, I will once again thank you and your families for always supporting us in building and growing this great company. Enjoy your summer and stay safe.

KAEC With the easing of restrictions, the company capitalized on the opportunity to take our annual team building trip to KAEC. Taking part in many team building exercises and enjoying a number of top end meals; the evening was capped off by Mr. Adnan Miraj, Managing Director for ALJOC & PSVA to laud and commend the excellent achievements of the team during the year of 2021. Further to handing out appreciation plaques, Mr. Adnan also took the opportunity to encourage all team members to keep up the good work and to look to continue and exceed the excellent results of 2021.



Valvoline Never satisfied with providing our customer base with a surface level, limited, product offering, ALJOC signed a partnership with Valvoline to become the sole region's provider for the high quality lubricants; launching Q3 2022. Valvoline, and American lubricants brand, is on of the worlds leading Oil & Chemicals brands, compounding excellent product quality with competitive, customer centric pricing and marketing strategies. The future is bright for this mutually beneficial partnership, and we strive to continue to provide our customers with the highest quality lubricants and chemicals to maintain our position is the leader in the field



EMPLOYEE OF THE YEAR 2021



Hesham Al Gohary
SFC ALj Oil company

EMPLOYEE OF THE QUARTER



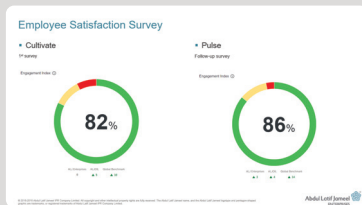
Hussam Abu Alkhair
Sales Manager

EMPLOYEE OF THE QUARTER



RUNNER-UP
Bassam Al Rashidi
Senior Marketing Manager

PULSE SURVEY Pulse Survey is shorter, quicker associate feedback survey to measure engagement on regular basis following up on cultivate results. ALJ Oil had an improved engagement results in Q2 compared to cultivate results in Q1.



10W30 Campaign Summary

- The campaign launched in February 2022.
- The main objective was to increase the awareness toward the new Toyota oil product 10W-30 SL.
- The campaign took place on TGMO social media channels and has exceeded its KPIs by +370% in total video views and +190% in total impressions.



Saeed Assiri
Manager - Sales



Amar Alghamdi
Specialist

WELCOME ON BOARD