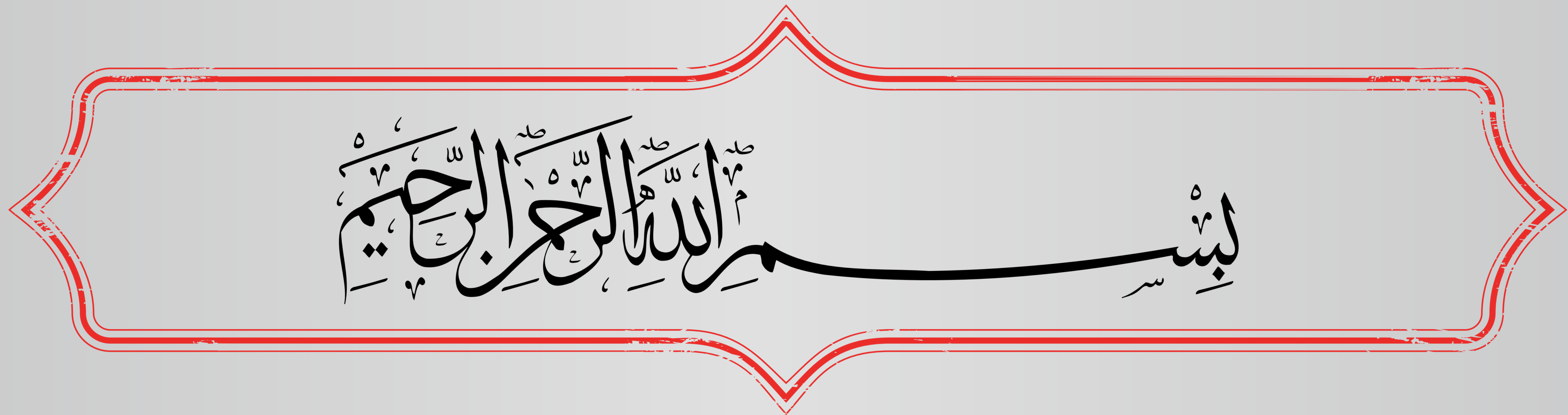




ALSAYER GROUP SUSTAINABILITY REPORT

2022 - 2023

70 Years of Heritage,
Leadership and Growth



IN THE NAME OF ALLAH, THE COMPASSIONATE, THE MERCIFUL



70 Years of Heritage, Leadership and Growth





HIS HIGHNESS
SHEIKH MISHAL AL-AHMED AL-JABER AL-SABAH
THE AMIR OF THE STATE OF KUWAIT

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CHAIRMAN'S MESSAGE (2-4, 2-16, 2-22) MR. FAISAL BADER AL-SAYER

In an ever-evolving world, ALSAYER Group has consistently prioritized the trust of our stakeholders since the inception of our operations 70 years ago. Upholding this principle remains our foremost commitment in everything we do, and we continue to strive for excellence in all aspects of our business. To foster an inclusive and sustainable world, mere commitment is not enough; it necessitates assuming responsibility and taking action to foster lasting change. Driven by determination and a spirit of unity, the ALSAYER team is prepared to meet this challenge head-on.

Our core strengths, deeply rooted in ALSAYER's Heritage, Leadership, and Growth values, continue to guide our endeavors. Through active collaboration with customers, suppliers, and partners, we cater to a diverse range of sectors, including automotive, heavy equipment, and specialized trading. Our unwavering commitment to deliver reputable products and services consistently meets the demands for quality brands in Kuwait, while driving innovation and sustainable solutions.

As part of our ongoing Sustainable Strategy, we remain dedicated to supporting the Kuwait National Development Plans (KNDP) and aligning with the objectives of the United Nations' Sustainable Development Agenda 2030. This commitment to sustainable development extends to addressing economic, social, and environmental issues, as outlined by the United Nations Sustainable Development Goals. We actively

engage with key organizations to empower communities and foster harmony, further reinforcing our dedication to conducting business in an ethically responsible manner. Our robust governance structure and Business Ethics and Compliance program enable us to proactively manage anticipated risks.

As a diversified business company, we define success not only by meeting our customers' needs and expectations but also by reducing operational impacts, advocating for sustainable policies, valuing community input, building resilience, and creating shared value for all stakeholders.

In line with our continuous quest for innovation, ALSAYER has embraced digitalization as a pivotal driver of transformation. Leveraging cutting-edge technologies, we have embarked on an ambitious journey to enhance our operations, streamline processes, and deliver seamless experiences to our customers. Digitalization allows us to adapt swiftly to the evolving market landscape, enabling us to meet the demands of a rapidly changing world while ensuring optimal customer satisfaction.

Throughout our remarkable 70-year journey, ALSAYER Group has remained steadfast in our pursuit of growth and excellence. As we celebrate this significant milestone, we are excited to embark on the next chapter of our digital transformation. By combining our rich heritage, unwavering commitment to sustainability, and forward-thinking approach, ALSAYER Group is poised to lead the way towards a digitally empowered future.

As we look ahead, we remain committed to delivering exceptional value, fostering innovation, and upholding the trust our stakeholders have placed in us. With the digital realm as our new frontier, ALSAYER is ready to embrace the future while preserving the legacy that has defined us for seven decades in the market.



“

Digitalization allows us to adapt swiftly to the evolving market landscape, enabling us to meet the demands of a rapidly changing world while ensuring optimal customer satisfaction.



CEO'S MESSAGE (2-4, 2-16, 2-22) MR. MUBARAK NASER AL-SAYER

It is with great pride and enthusiasm that I share with you the remarkable journey of ALSAYER Group in sustainability and our outstanding achievements in this vital domain. For over 70 years, ALSAYER Group has been a symbol of excellence in the automotive market, and our commitment to environmental responsibility has been an integral part of our journey towards success.

From our very inception, ALSAYER Group recognized the significance of sustainable practices in preserving our environment. We understood that our business activities should not compromise the well-being of future generations. Therefore, we have consistently strived to integrate eco-friendly initiatives into our operations, becoming pioneers in the field of sustainability long before it became a global trend.

Our deep-rooted partnership with Toyota Motor Corporation, a brand renowned for its unwavering commitment to environmental stewardship, has been instrumental in shaping our sustainability journey. ALSAYER Group and Toyota have aligned our goals and strategies, working hand in hand to develop innovative solutions that promote eco-conscious mobility.

One of our most significant achievements lies in promoting sustainable mobility solutions in Kuwait. ALSAYER Group has actively introduced Toyota's hybrid and electric vehicles to the local market, providing

customers with eco-friendly options that reduce carbon emissions and contribute to cleaner air quality. By making these vehicles accessible and raising awareness about their benefits, we have played a pivotal role in shifting the automotive landscape towards a greener future.

We firmly believe that sustainability extends beyond the vehicles themselves. Therefore, ALSAYER Group has made substantial investments in creating energy-efficient infrastructure, including our showrooms, service centers, and logistics operations. By incorporating renewable energy sources, implementing energy-saving technologies, and optimizing the efficiency of our facilities, we have not only reduced our carbon footprint but also set new benchmarks for sustainable practices in the automotive industry.

At ALSAYER Group, we understand that fostering sustainability requires active community engagement. We have initiated numerous environmental campaigns and partnered with local organizations to raise awareness about the importance of eco-conscious living. Through educational programs, tree-planting initiatives, and waste reduction campaigns, we strive to inspire individuals and communities to embrace sustainable practices and contribute to a greener Kuwait.

Our unwavering commitment to environmental responsibility has garnered widespread recognition both locally and internationally. ALSAYER Group has received prestigious awards and certifications for our outstanding performance in promoting sustainable practices and achieving set targets. We are proud of the accolades bestowed upon us by Toyota Motor Corporation, acknowledging our dedication to sustainability.



“
We will continue to develop innovative solutions that promote eco-conscious mobility, energy-efficient infrastructure & community engagement
”



MESSAGE FROM CHAIRMAN OF THE SUSTAINABILITY COMMITTEE MR. MOHAMED NASER AL-SAYER

(2-4, 2-16, 2-22)

At ALSAYER Group, we firmly believe that sustainable impact can only be achieved through active engagement and collaboration with our stakeholders. We recognize that our success is intricately linked to the well-being of our employees, customers, suppliers, and the communities in which we operate. Therefore, we have made it our mission to empower our stakeholders, ensuring that their voices are heard and their needs are met.

Our employees are the driving force behind our success. We prioritize their well-being, professional growth, and overall satisfaction. ALSAYER Group fosters a culture of inclusivity, diversity, and continuous learning. We provide our employees with opportunities for skill development, training programs, and a supportive work environment that encourages innovation and creativity. By investing in our employees, we create a motivated workforce that is committed to our sustainability goals.

Our customers are at the heart of everything we do. We strive to exceed their expectations by providing exceptional products and services while prioritizing their safety and environmental concerns. ALSAYER Group ensures that our customers have access to sustainable mobility solutions, including hybrid and electric vehicles that reduce their carbon footprint. Through personalized experiences, transparent

communication, and after-sales support, we build long-lasting relationships based on trust and customer satisfaction.

We understand the importance of collaborating with our suppliers to ensure responsible sourcing and ethical business practices. ALSAYER Group works closely with our suppliers to promote sustainability throughout the supply chain. We prioritize suppliers who share our commitment to environmental responsibility, social well-being, and corporate governance. By engaging with our suppliers and encouraging responsible practices, we create a positive ripple effect that extends beyond our organization.

ALSAYER Group believes in giving back to the communities in which we operate. We actively engage in community partnerships and social initiatives that address pressing needs and contribute to sustainable development. From supporting education and healthcare projects to environmental conservation and empowerment programs, we strive to make a positive social impact. By aligning our efforts with the United Nations Sustainable Development Goals, we work towards creating a better and more equitable society for all.

Our commitment to sustainability and stakeholder engagement has been recognized on a regional and global level. ALSAYER Group is honored to have been awarded the prestigious ARABIA CSR Award, which acknowledges our outstanding efforts in corporate social responsibility. Furthermore, we proudly serve as a signatory member of the United Nations Global Compact, demonstrating our commitment to upholding its ten principles in the areas of human rights, labor, environment, and anti-corruption.



“
We understand that our success lies in the well-being and satisfaction of our employees, customers, suppliers, and the communities we serve



EXCELLENCE IN SUSTAINABILITY

KEY HIGHLIGHT MATRIX (2022-2023) (2-22)

	2016-2017	2018-2019	2020-2021	2022-2023
RENEWABLE ENERGY (MWh)	628	1,760	3,464	3,756 (mWh)
CO ₂ EMISSION REDUCTION (MTCO ₂)	389	1,091	2,350	2,529 (MTCO ₂)
DIRECT IMPACT GOVERNMENTAL ECONOMIC SAVINGS (KD)	25,120	108,800	180,960	196,040
NET PROMOTER INDEX (NEW SALES) (%)	NA	90	95	90
EMPLOYEE ENGAGEMENT	3,224	3,245	3,259	2,699
EMPLOYEE SATISFACTION (%)	67	70	73	80
TOTAL HOURS OF TRAINING	1,056	1,023	989	4,405
DIRECT CONTRIBUTION TO INNOVATION	40	42	45	21
COMMUNITY INVESTMENT (KD)	81,860	160,000	59,231	155,959
SOCIAL ENGAGEMENT	40	48	31	47
TOTAL VOLUME OF WATER SAVED (M ³)	2018-2019	2020-2021	2022-2023	
	21,881	24,089	21,412 (M ³)	

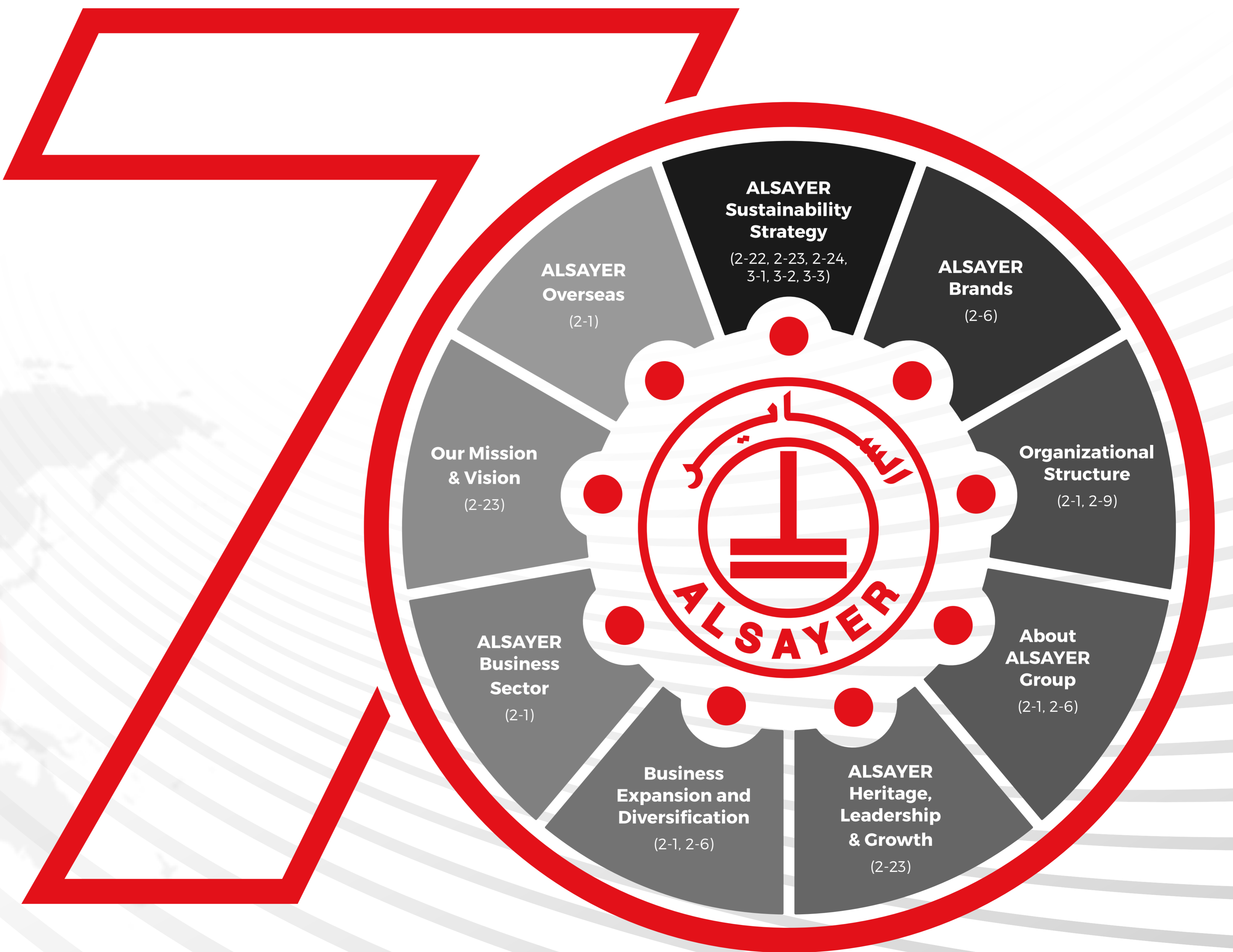


ABOUT ALSAYER GROUP BUSINESS

(2-1, 2-6, 2-9, 2-16, 2-22, 2-23, 2-24, 3-1, 3-2, 3-3)

ALSAYER Group is representing global brands and prioritizing customer satisfaction. With roots tracing back to Kuwait's pre-oil era, the ALSAYER family's tradition as leading food merchants established ALSAYER Group. Today, we excel in Automotive, Engineering, Insurance, Medical, Heavy Equipment, Real Estate, and Animal Feed sectors.

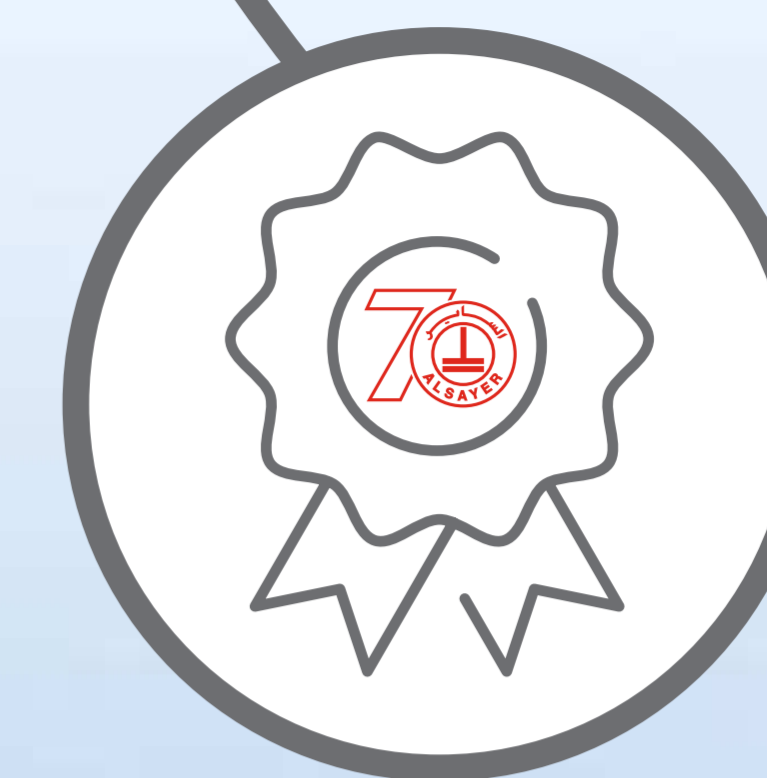
Driven by customer-centricity, innovation, and sustainability, we strive for excellence and make a positive impact in all sectors. Our diverse portfolio and unwavering focus on customer needs set us apart. We deliver cutting-edge solutions that meet evolving demands, maintaining industry leadership. ALSAYER Group is an emblem of excellence, driving innovation and customer satisfaction at every touchpoint.





ALSAYER GROUP'S VISION FOR A SUSTAINABLE FUTURE

(2-23, 3-1, 3-3)



UNVEILING FUTURE INITIATIVES TO DRIVE EXCELLENCE IN GREEN PRACTICES

The ALSAYER Group is actively pursuing a range of initiatives that firmly align with its commitment to sustainability. In its future plans, the company envisions implementing various activities to further support sustainable practices.

One such initiative is the introduction of the Operation Sustainable Award. This prestigious award will recognize and celebrate outstanding efforts made by individuals and teams within ALSAYER Group who demonstrate a strong commitment to sustainable practices. By acknowledging and rewarding these contributions, ALSAYER Group aims to inspire and incentivize its employees to actively participate in sustainability initiatives.

In addition to recognizing internal achievements, ALSAYER Group is dedicated to constructing buildings that prioritize sustainability. By promoting sustainable building practices to adopt more eco-friendly approaches, reducing the overall environmental impact of infrastructure development.

Furthermore, ALSAYER Group is fully committed to ensuring that all its locations and branches adhere to the highest Environmental, Health, and Safety (EHS) standards. The company plans to implement comprehensive sustainability guidelines and protocols across its operations to minimize environmental impact, promote employee well-being, and

ensure responsible resource management. By setting stringent EHS standards to create a culture of sustainability and foster a safe and healthy working environment for its employees and customers alike.

ALSAYER Group strives to be at the forefront of sustainability practices, leading by example and contributing to a greener and more sustainable future.





OUR APPROACH TO SUSTAINABILITY & EXCELLENCE

(2-12, 2-23, 2-24, 2-29, 3-3)

At ALSAYER Group, our commitment to sustainability extends beyond environmental efforts. We have recognized the transformative power of digitalization within our organization, and we have made tremendous strides in embracing digital technologies to drive efficiency and innovation. By leveraging digitalization, we aim to optimize our operations, reduce waste, and enhance our overall sustainability performance.

In addition to our digitalization initiatives, we are fully committed to incorporating Environmental, Social, and Governance (ESG) factors into our business practices.

We understand that sustainable development requires a holistic approach that encompasses not only environmental considerations but also social and governance aspects. By prioritizing ESG factors, we aim to create long-term value for our stakeholders while minimizing negative impacts on society and the environment.

Our commitment to sustainability aligns closely with Kuwait Mission 2035, which sets forth a comprehensive vision for the country's development. We are actively engaged in supporting and contributing to the goals outlined in Kuwait Mission 2035, focusing



on sustainable economic growth, social development, and environmental stewardship.

To further solidify our commitment, ALSAYER Group has become a Signatory Member of the United Nations Global Compact. As a member, we have pledged to operate responsibly and in alignment with universal sustainability principles. We take proactive actions to support the society around us, recognizing that our efforts must extend beyond our business operations. Sustainability is ingrained in our organizational DNA, and we are committed to driving it from the highest levels of our organization, cascading through every aspect of our operations.

Furthermore, we actively engage with local communities where we have a presence to understand their needs and contribute

positively to their development. By fostering strong partnerships and collaboration, we strive to create shared value and drive sustainable progress that benefits both ALSAYER Group and the communities we serve.

Through our digitalization efforts, ESG commitment, alignment with Kuwait Mission 2035, and participation in the United Nations Global Compact, ALSAYER Group is dedicated to making a significant and lasting impact on sustainability. We firmly believe that by integrating sustainability into our core business practices, we can contribute to a more prosperous and sustainable future for Kuwait and beyond.

[READ MORE](#)



STAKEHOLDER ENGAGEMENT

(2-12, 2-23, 2-24, 2-29)

As a progressive sustainable organisation ALSAYER Group ensures equal value to our stakeholders. Our stakeholder engagement process delivers open, transparent, and timely communication with the stakeholders and offers a readiness to address their concerns to build trust and confidence.

Our engagement process reviews stakeholder groups regularly, taking into account the impact of the business operations, both positive and negative, as well as measures the interest and influence of the stakeholders in related topics. Furthermore, mechanisms for

increasing stakeholder participation have been devised and are being updated timely to ensure that the Group has a comprehensive set of tools and procedures that are suited for our diverse stakeholders.

The recommendations received from stakeholders are integrated into the organization's strategy, risk factor analysis, and assessing key sustainability issues to develop and create better contributions to our stakeholders. Those actions are communicated regularly through open and transparent channels to address ALSAYER's concerned stakeholders.

MATERIALITY

(2-12, 2-29, 3-1, 3-2)

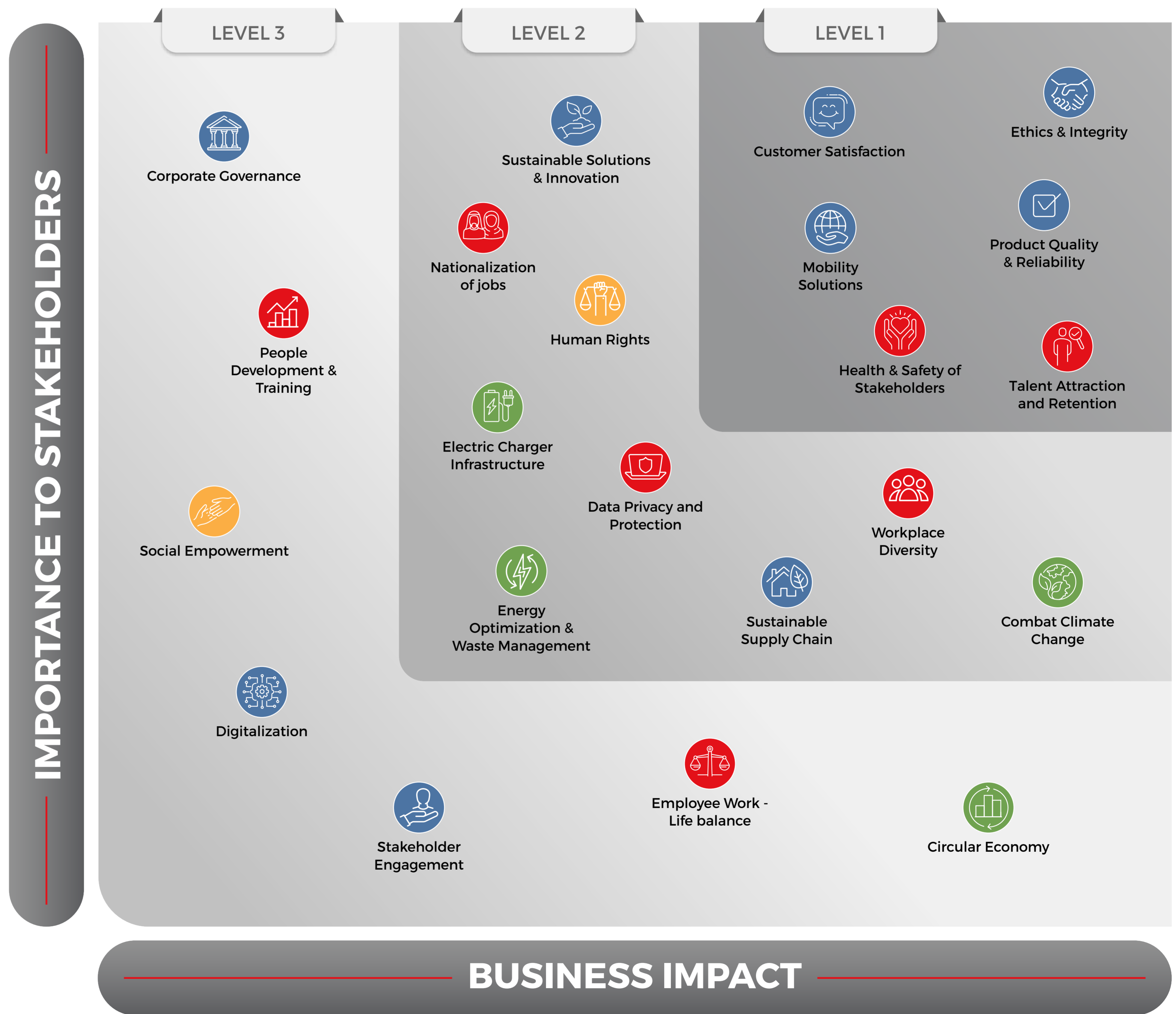
Conducting materiality analysis is to arrive at a consensus view of the topics, risks, and trends that are most relevant to ALSAYER Group. We know that stakeholder priorities are constantly changing, and that we must evolve to meet expectations. Our materiality evaluation is reviewed every 2 years, through which we identify current difficulties and prioritize the issues that matter most to our business and stakeholders to adapt corporate strategy as needed, and effectively strengthen the group’s sustainability practices.

We consulted our internal and external stakeholder views to learn their understanding and experience on the ALSAYER Group Sustainability Gear dimensions - Social, Economic, Nature, and Wellbeing issues and based on its relevance and impact this is rated at Level 1,2 & 3 to address the most pressing concerns and communicate effectively on our commitment towards Sustainability and ESG efforts. Compared to the previous reporting period we revised materiality topics from 25 to 22 topics which is more crucial and significant sustainability & ESG issues that matter to the stakeholders and our company. For eg. After the pandemic Health and safety of Stakeholders expect priority and move to Level 1. To absorb the fast evolving electric vehicle market ALSAYER Group has to develop electric charging networks & infrastructure and this entered as a new materiality under Level 2 by knowing its importance to offer clean and sustainable mobility.

ALSAYER Group as a leading mobility distributor, Energy Optimization & Waste Management merged as a single materiality issue to ensure Level 2 priority for effective usage of sustainable energy and to encourage 3 R concepts (Reduce-Reuse-Recycle). This instantly moved Combat Climate Change to Level 2 priority from Level 3. At Level 3 Employee Work-Life balance absorbed Employee volunteering to ensure high employee engagement.

To enhance comparability, transparency and accountability for all our stakeholders, we have prepared our Sustainability Reports according to the internationally recognized updated GRI Standards 2021. The result of this assessment allows us to better understand the expectations of our stakeholders, which in turn will help us adjust the information we provide through our sustainability reporting process and finetune our materiality mapping in the coming years.

MATERIALITY TOPIC ON SUSTAINABILITY & EXCELLENCE FOCUS FOUR GEAR





PARTNERSHIPS (2-29)

As a key industry player, ALSAYER Group engages in numerous external initiatives and strategic collaborations with competent organisations and partners to support and inform our work on the most sustainability issues and the impact that have created. Membership and partnerships help us incorporate ESG best practices and collaborate with peers operating within and outside the business and trading ecosystem to go closer to our sustainability targets.

We became a signatory to the United Nations Global Compact (UNGC), and have therefore promoted business activities based on the Ten Principles of the UN Global Compact, about the four fields of human rights, labour, the environment, and anti-corruption. We are also taking part in a variety of initiatives in pursuit of our goal to help achieve the SDGs and create a sustainable society. ALSAYER Group sustainability reporting follows GRI Standards: (GRI 1: Foundation 2021) to deliver an optimal level of transparency in reporting our business impacts on the society, economy, nature and wellbeing.

We are committed to valued partnerships that help us create customer delight, empower employees, enhance social values, and improve environmental responsibility to promote a more sustainable ecosystem where everyone has the chance to reach their full potential. Collaboration across our partner networks, supply chain as well as with other business and non-profit organisations is essential; the more we do together the quicker we drive sustainable solutions.



GOVERNMENT

- Ministry of Health
- Ministry of Education
- Ministry of Interior
- Ministry of Commerce
- Kuwait Municipality
- Nutrition Department-MOH
- Kuwait Youth Public Authority
- Kuwait Planning Institute
- Kuwait Water Association



SUPPORTING AGENCIES

- United Nations High Commissioner for Refugees (UNHCR)
- Kuwait Foundation for the Advancement of Sciences (KFAS)
- Kuwait Economic Society
- Kuwait Paralympic Committee
- Kuwait Fire Services Directorate
- Kuwait Institute for Scientific Research (KISR)
- Gulf Organization Research & Development (GORD)
- Kuwait Central Blood Bank
- Arabia CSR Network



NON PROFIT ORGANISATIONS

- Kuwait Support and Rescue Team
- TrashHero Kuwait
- Crafts Academy
- Nahtham Volunteering Team
- Spread Passion
- Green Hands
- Enviro Group
- Kuwait University Medical Students Association (KuMSA)



SPONSORSHIP

- Kuwait Motor Town
- EyeZone
- Choose
- BLOM
- Al Kout
- Al Hofath
- ProPadel
- Seeds platform
- Wateefti
- Modern Pentathlon
- Kuwait Environmental Event
- Kuwait Cycling Club
- Cornish Cycling Club
- Velo



EDUCATIONAL INSTITUTES

- Kuwait University – Architecture College
- American University of Kuwait
- Arwa Bint Abdul Muttalib School
- Al Shamiya School
- Alnajat Schools
- Al Jeel AL Jadeed Schools
- Abdulaziz Al Rushaied School
- Sara Rashed Al Tawheed School
- Al Zahraa Mid School
- Indian Learners Own Academy
- Al Ruyaa Bilingual School
- Dasman Bilingual school
- Al Moaz Bin Jabl Intermediate school
- Indian Educational School
- Fahaheel Al-Watanieh Indian Private School
- Innova International School
- International School of Kuwait
- Indian School of Excellence



PRIVATE SECTOR

- Engie Solutions
- True Value
- KidZania
- Consort World
- Dar Al Shifa Hospital



CORPORATE GOVERNANCE

(2-9, 2-11, 2-12, 2-13, 2-14, 2-17)

ALSAYER Group demonstrates its commitment to governance by implementing a restructuring initiative that fosters decision-making processes closely attuned to customer needs and located in proximity to operational activities. This transformation, achieved through measures like reviewing the corporate strategy, enables ALSAYER Group to be more responsive and seize opportunities for value creation.

To reinforce its governance practices, ALSAYER Group has established an Audit & Supervisory Board composed of internal executives with extensive expertise. This board provides valuable insights from a governance perspective, driving innovation and maximizing the group's growth potential.

Furthermore, ALSAYER Group has prioritized the establishment of a robust internal control system to ensure transparency, accountability, and compliance with legal and regulatory requirements. Rigorous monitoring mechanisms, including regular audits, are in place to maintain a high standard of governance within the organization.

Ethical practices and responsible decision-making are actively promoted throughout ALSAYER Group. A comprehensive code of conduct guides employees' behaviour, fostering a culture of integrity. Regular training

programs and awareness campaigns further solidify these principles across all levels of the organization.

The company places significant emphasis on risk management by implementing processes for risk assessment and proactive measures to identify and mitigate potential risks. Regular reporting and analysis of risks enable ALSAYER Group to make informed decisions and take necessary actions to safeguard stakeholder interests.

In addition, ALSAYER Group actively engages with various stakeholders, such as shareholders, employees, customers, and the wider community. Open communication channels, encouragement of feedback, and consideration of stakeholder interests in decision-making processes contribute to building trust and maintaining strong relationships. This inclusive approach further enhances ALSAYER Group's commitment to governance.

GOVERNANCE



SUSTAINABILITY STEERING COMMITTEE

(2-9, 2-10, 2-11, 2-12, 2-13, 2-14, 2-17, 2-23, 2-24)

The Sustainability Steering Committee is a crucial component of our organization’s governance structure, overseeing the development and implementation of our sustainability strategy while monitoring its performance across our business units. As a cross-functional body, it plays a vital role in integrating business and sustainability priorities to drive our long-term success.

The committee’s key responsibilities encompass various aspects of sustainability management. They develop the organization’s sustainability strategy, aligning it with our mission and vision, and establish a clear roadmap for its implementation. Through monitoring and evaluating sustainability performance, they ensure we remain on track, identifying areas for improvement and making informed decisions based on relevant metrics and data.

Integrating sustainability into our decision-making processes, corporate policies, and operational practices is another critical responsibility of the committee. They work towards aligning our business objectives with sustainability priorities, fostering a holistic approach to drive positive environmental and social outcomes.

Stakeholder engagement is a core focus for the committee, as they actively engage with internal and external stakeholders, including employees, customers, investors, communities, and regulatory bodies. By promoting open dialogue and incorporating stakeholder perspectives, they ensure that our sustainability initiatives address the needs and expectations of these important groups.

The committee also plays a vital role in risk management and compliance, identifying and managing sustainability-related risks such as environmental, social, and governance (ESG) risks. They ensure that we comply with relevant laws, regulations, and industry standards, minimizing potential reputational, operational, and financial risks.

Transparency and accountability are upheld through the committee’s oversight of sustainability reporting and disclosures. They ensure accuracy, relevance, and transparency in our sustainability communications, effectively communicating our performance to stakeholders, shareholders, and the public.

Collaboration and partnerships are fostered by the committee, both internally and externally. They facilitate cooperation with various teams, departments, and external stakeholders, seeking opportunities for collaboration with suppliers, NGOs, industry associations, and other organizations to leverage shared expertise and resources.



A culture of continuous improvement is promoted by the committee, as they stay abreast of emerging sustainability trends, best practices, and innovations. By remaining updated on evolving sustainability frameworks and standards, they ensure our approach remains relevant and effective.

Lastly, the committee acts as advocates and thought leaders in sustainability-related forums, conferences, and industry associations. By representing our organization, they contribute to thought leadership, influence policy discussions, and advance our sustainability goals. So It is an integral part of our governance structure, driving sustainable development and ensuring our long-term success by effectively managing sustainability strategies and performance across our organization.



SUSTAINABLE QUALITY MANAGEMENT

(2-23, 2-24)

The ALSAYER Group is committed to implementing sustainability by considering the social, environmental, and economic dimensions and seeking harmony among them. This commitment is evident in our corporate policy and focus on quality.

As part of our dedication to quality, we have achieved ISO 9001:2015 certification for our Quality Management System (QMS), which forms the foundation of our operations. This certification demonstrates our commitment to maintaining high standards across all aspects of our business.

In line with ISO 9001:2015 requirements, ALSAYER Group conducts an annual review of our QMS to ensure its ongoing effectiveness, suitability, and alignment with our strategic direction. Through this comprehensive assessment, we continuously improve our quality management practices and ensure their adequacy.

In 2022, we made significant progress in strengthening our QMS by successfully delivering all or a substantial portion of our Annual Quality Management Systems objectives. Our periodic

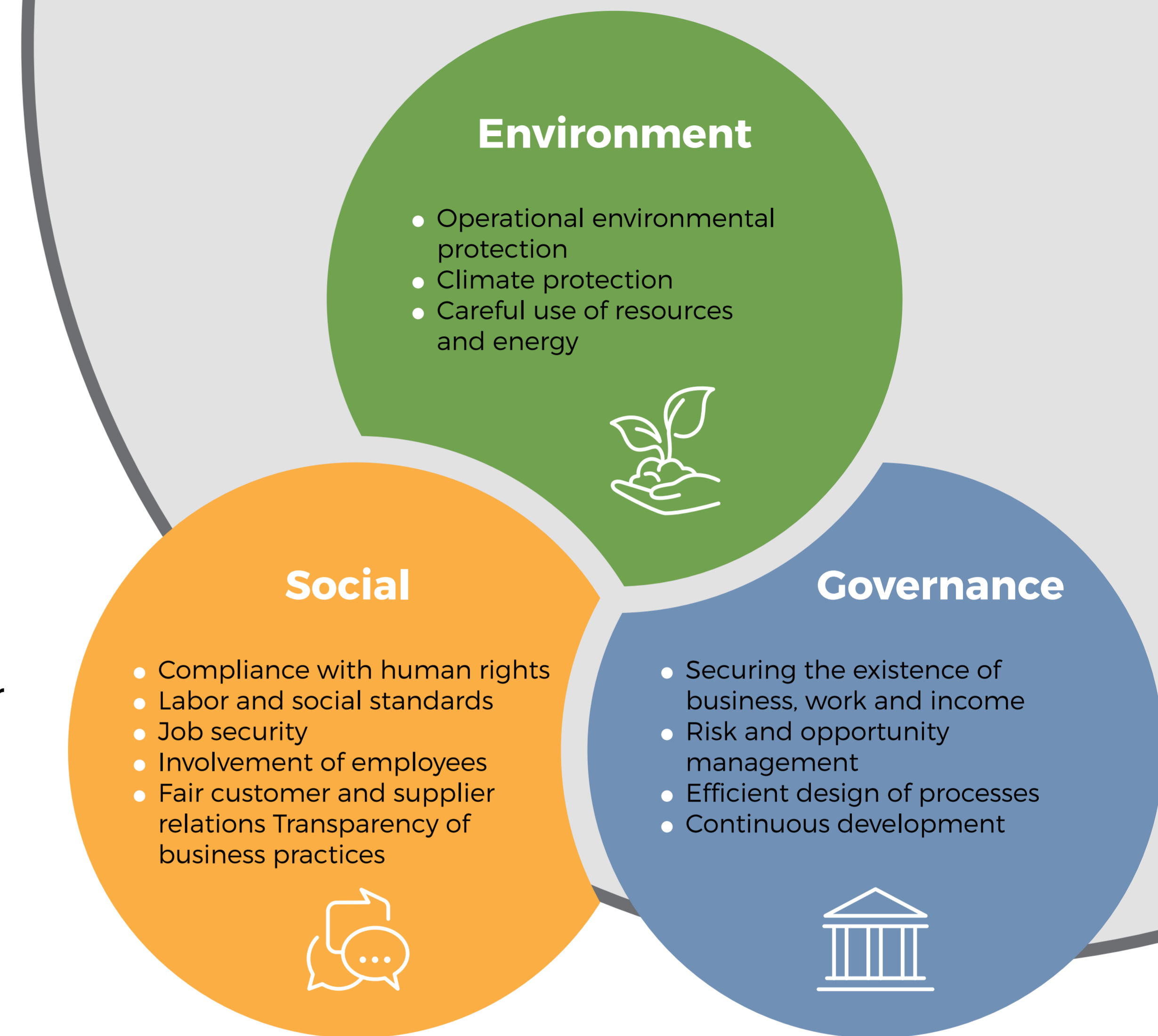
surveillance and recertification audit for ISO 9001:2015 confirmed the operational implementation of our processes, validating our adherence to the standard's requirements and our internal procedures. This positive outcome reaffirmed our commitment to maintaining and supporting our QMS.

When it comes to implementing sustainability, it must always be thought of in three dimensions: social, ecological, and economic. It is important to consider the interplay of the dimensions and to bring them into harmony. Each dimension contains aspects that we can influence with our quality processes. At ALSAYER Group we always focus on latest ISO standards implementation along with industries best practices, Some examples are the following:





In social terms, it is relevant to comply with human rights as well as labor and social standards, but also to shape customer and supplier relationships fairly. ALSAYER Group has planned to get statement of conformity to ISO 26000 guidelines for our MNSS core business by end of 2023.

The initial assessment has been completed successfully and we hope to receive the formal statement by January -2024.

- Ecological aspects relate to operational environmental protection, climate protection and the careful use of resources and energy. ALSAYER Group has plans to achieve ISO 14001 standards for its facilities in a phase by phase manner to demonstrate this commitment.
- Regarding the economy, the existence of the company, work and the income of all employees must be secured. In addition, it is a matter of managing risks and opportunities, designing as well as developing processes efficiently and continuously.



ISO 9001:2015 Quality Management System.

 56 Internal QMS Audit	 24 External QMS Audit	 25 Training sessions	 21 Special Audit
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ALSAYER GROUP EXCELLENCE IN BUSINESS AWARDS & RECOGNITION



The Achievements Continue
WINNING
“EXCELLENCE AWARD”
FROM TOYOTA MOTOR CORPORATION
FOR THE 15TH CONSECUTIVE YEAR

We dedicate this remarkable achievement to our valued customers for their continuous support and continued trust.





ALSAYER GROUP EXCELLENCE IN BUSINESS AWARDS & RECOGNITION

2022

Best of the Best Practices

MNSS Toyota Spare Parts received the Idemitsu “Outstanding Contribution” Trophy & the Runner-up award for “Best of the Best Practices” in Promoting Toyota Genuine Motor Oil at TGMO Regional Conference 2022



Toyota Motor Corporation Award

Mohamed Naser Al-Sayer & Sons Est. Co, received the Prestigious TMC Distributor Award that reflects customer satisfaction and the superiority of Toyota and Lexus in the areas of sales, service and parts



ALSAYER Contact Center achieved Four awards at INSIGHTS - MIDDLE EAST Awards 2022 GITEX Dubai

1. Insights Flags Certification Award QA
2. Best Call Center Award
3. Best Call Center Manager Award
4. Regional Problem Solver Award



Geolandar Volume Award

ALSAYER TOP division has achieved second position globally at GEOLANDAR TIRES Sales contest 2022 from Yokohama Japan. GEOLANDAR TIRES are Yokohama's Premium 4x4, SUV tires for on/off road application.





ALSAYER GROUP EXCELLENCE IN BUSINESS AWARDS & RECOGNITION

2023

HINO Service & Parts Award

Bahrah Trading Company was awarded by HINO Service & Parts Excellence Award 2023 for their commitment towards total customer satisfaction assuring their support for HINO customers



Toyota Pinnacle Awards 2023

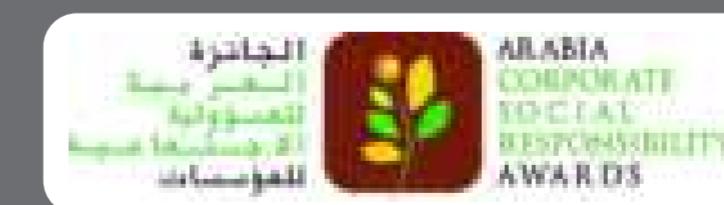
Toyota Sales Management Team received Toyota Pinnacle Awards 2023. The Award Program is a comprehensive evaluation and scoring of the sales process to select winners and honor the efforts of exceptional performers



PINNACLE AWARD

16th Arabia CSR Awards

ALSAYER Group is the Winner in the Arabia CSR Awards, Celebrating exceptional dedication towards CSR & sustainability propelled them to secure the top position among 41 distinguished 'Sustainability Champions' from across the Arab world



ALSAYER-Lexus achieves Service Hero Awards

Lexus Kuwait has been honored with the prestigious High Standard 2 Awards from Service Hero:

- Lexus Top 10 Brands 2023 Award
- Lexus First Car in Service 2023 Award





CHAPTER 2 SOCIETY



ALSAYER Connect our Communities
 Our Involvement, Approach & Actions
 ALSAYER Social Engagement & Welfare
 ALSAYER Creativity Learning & Community Empowerment
 ALSAYER Sports & Wellbeing
 Greening our Communities



SUSTAINABLE DEVELOPMENT GOALS





ALSAYER CONNECT OUR COMMUNITIES

(2-23, 2-24, 2-29, 201-1, 203-2, 413-1)

Over 70 years ALSAYER Group developed its strategy and vision to move from a trading house to a full-fledged corporate entity representing leading brands, products, and solutions that cover national and international stakeholders. Gradually we have developed and continuously improved our sustainability strategy and vision through the insightful contribution of our founding chairman and later advanced by the coming generation of ALSAYER Group leadership. ALSAYER Group Chairman and CEO affirm this cemented connections with the community through the CSR initiatives performed continuously in response to the stakeholder engagements and the impact it reflected. So, our journey is at full throttle to continue our community investment initiatives, guided by the sustainability gears – Nature / Economy / Society / Wellbeing

OUR INVOLVEMENT, APPROACH & ACTIONS

(3-1, 3-2, 3-3)

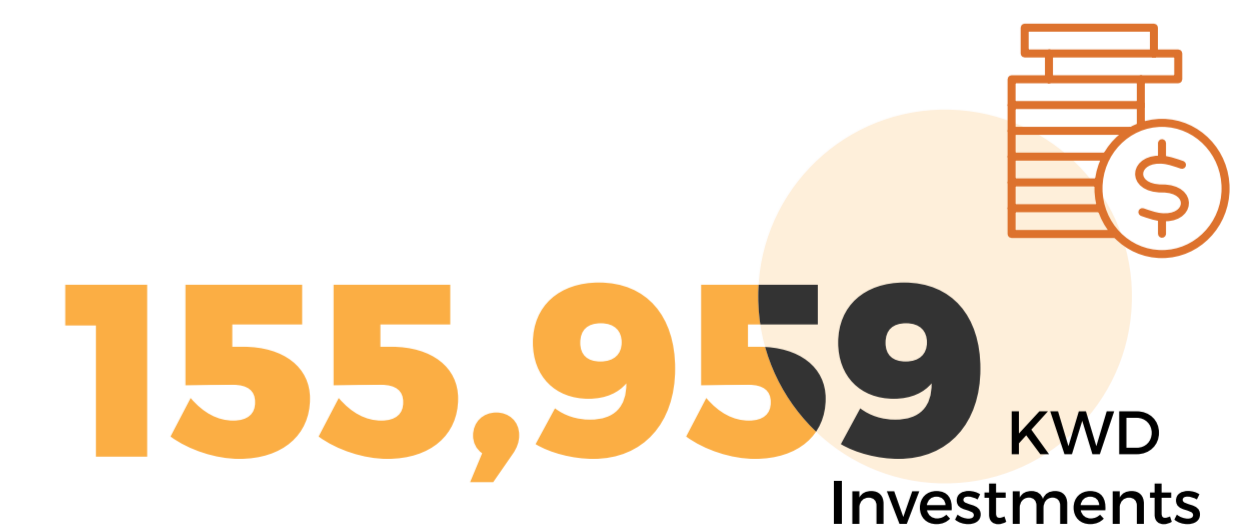
ALSAYER Group nurtures a culture in which everyone is valued and included, over years this has guided us to practice our community services which address key requirements that matter to our society, continuously facilitate employee wellbeing programs, engage for social empowerment through authorized and nonprofit organisations support, and implement unwavering action plans to meet environmental targets set to combat climate change and environmental degradation. These engagements connect our dialogues and actions in relation to our stakeholders and help us to tackle global challenges such as equal opportunities, health, education, sustainable communities, climate & environmental actions, and valued partnerships.

Responsibility for implementing our sustainability policy explicitly governed by our board of directors and sustainability steering committee. Our chairman and Chief Executive Officer actively practice and promote these policies and they ensure the Corporate Excellence department is implementing and managing community investment and CSR initiatives across ALSAYER Group affiliates to maximise its impact on our stakeholders.

During the reporting period, our leaders across functions and responsibilities are involved and extend an open and candid platform to implement ALSAYER CSR initiatives. Creative ideas are exchanged to make our actions are inclusive and result-oriented within the boundaries we have mapped. ALSAYER social investment aims to continuously improve our impact and reduce our footprint by following major social investment activities implemented:

1. Social engagement & Welfare.
2. Creativity, Learning & Community Empowerment.
3. Sports & Well-being
4. Greening our communities

At ALSAYER Group we transform our policies into actions to improve our social engagements. It shapes all aspects of our work, including our approach to sustainability – how we care for each other and the planet, collaborate our products with stakeholders, and advance the circular economy. For us, our relationships with our people, our communities and the environment are core to how we operate, and It is integral to ALSAYER Group, how we build a better future.





ALSAYER SOCIAL ENGAGEMENT & WELFARE

“OUR CHAMPION CHILDREN WITH US” CAMPAIGN TO CELEBRATE THE TALENTS OF SPECIAL NEEDS CHILDREN.

ALSAYER Group’s aim is to integrate persons with intellectual disabilities and special needs to have equal opportunities for development, learning, social inclusiveness, and welfare. Raising awareness about their potential capabilities and specialized skills ALSAYER Group celebrated Kuwait National and Liberation Day with “Play and Think” a specialized educational and counseling center. They trained around 100 children to empower their gifted talents gradually and scientifically. Campaign engaged 250 personalities, including 50 special needs children with their families, volunteers, and key delegates to experience and encourage creative talents and activities of this community.

[READ MORE](#)



“I WAS IN YOUR PLACE” DRUG AWARENESS CAMPAIGN

A three-month session focused on spreading awareness among society about the danger of drug addiction and its effect on a person’s psychological, physical, and behavioral state. Our campaign used digital awareness, media interviews, and consultations to bring drug addicts to a normal life. To alert society that anyone could be a victim of drug addiction, it is important to rehabilitate them with the help of families, friends, and expert consultation.

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“BREAK, DON’T BE BROKEN” - CANCER AWARENESS CAMPAIGN AT LEXUS L-FINESSE

As part of cancer awareness month, ALSAYER Lexus partnered with Cancer Awareness Nation (CAN) and Dar Al Shifa Hospital to renew our call to the communities to take an interest in maintaining healthy living and undergo periodic diagnosis for early cancer detection. Medical experts camped at the Lexus L-finesse Assima Mall explained the ways of early cancer prevention. Through different events, Lexus hosted experienced medical professionals to highlight the risks of cancer as well as the importance of early detection, whether for women for breast cancer or for men for prostate cancer.

“Break don’t be broken” Breast cancer awareness

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Don’t wait check your prostate

[READ MORE](#)



PROTECT OUR CHILDREN’S VISION

[READ MORE](#)

Globally, uncorrected refractive error is the main cause of vision impairment in children aged 6-15 years and the cases of myopia have increased tremendously in children due to lack of outdoor activity and the increased use of electronic devices. According to recent studies, uncorrected refractive power can affect the academic performance of children. This prompted ALSAYER Group to collaborate for a massive vision screening and awareness session to bring attention to parents and the public about the importance of addressing eye health in children, the family, and communities. A group of eye care professionals screened children and young adults and provided consultation on how to safeguard their child’s eyesight





“BUILDING YOUR WELLNESS” MEDICAL CHECKUP CAMPAIGN

To reinforce social contribution towards the health and wellbeing, ALSAYER Group has partnered with the Kuwait University Medical Students Association’s (KuMSA) to provide free medical checkups and consultations for individuals from all walks of life. ‘Building Your

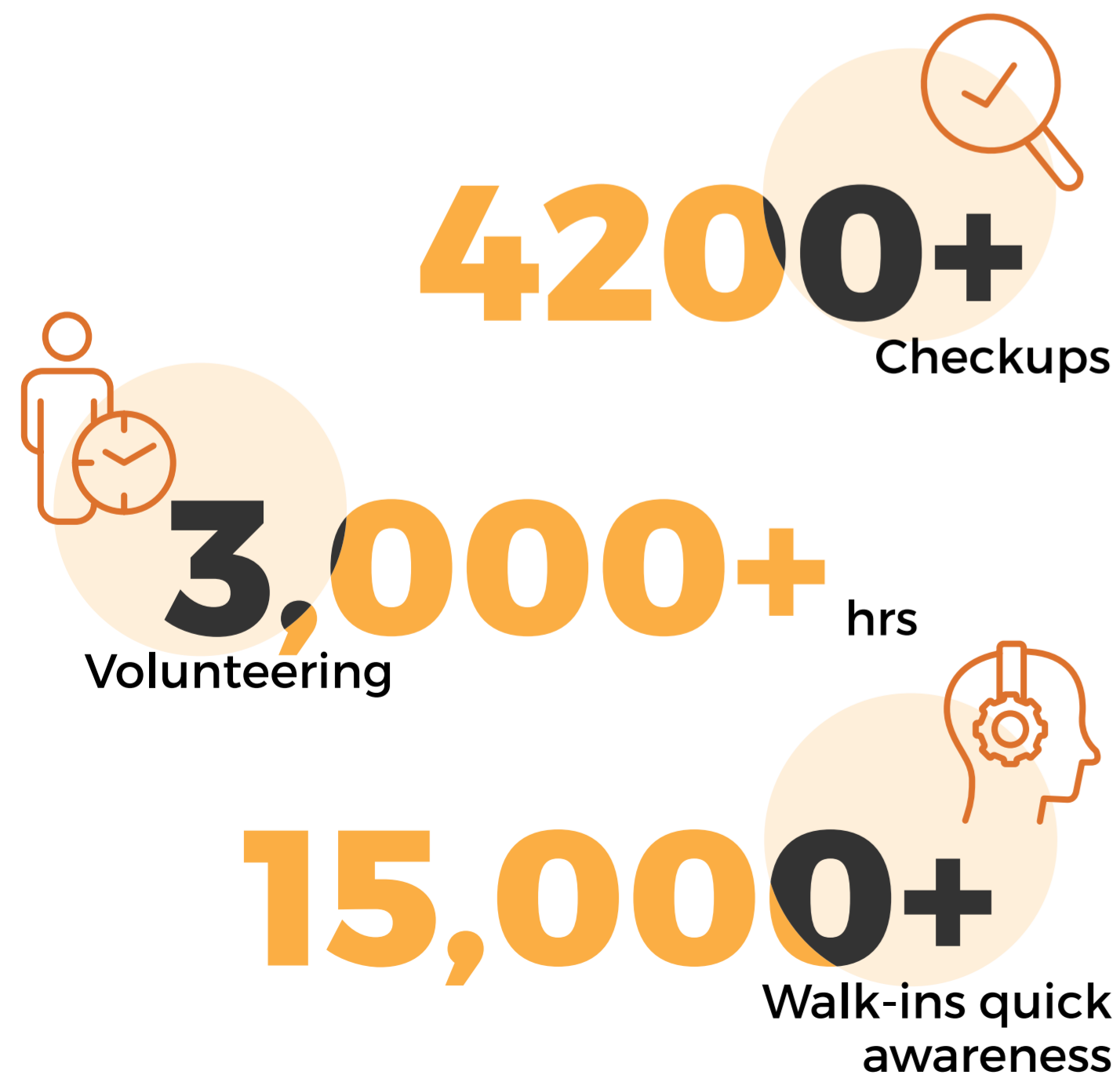
Wellness’ campaign raise awareness about chronic diseases, the importance of early screening, and routine clinical tests to ensure preventive healthcare for a healthier lifestyle – a proactive way to avoid health related sufferings, treatment procedures, and medical expenses.



SPREAD THE JOY OF RAMADAN

Ramadan as an auspicious month ALSAYER Group engages with community to share the joy and blessings of this period. Corporate Excellence – CSR unit partnered with Spread Passion – volunteering to develop the culture of social engagement and the values of Ramadan, a month of compassion and caring. ALSAYER volunteering joined to prepare 500+ gergean kits for children with Intellectual Disabilities. In addition 300+ meal boxes distributed for the needy people. Toyota ALSAYER showrooms entertained children on gergean day to communicate sharing is caring.

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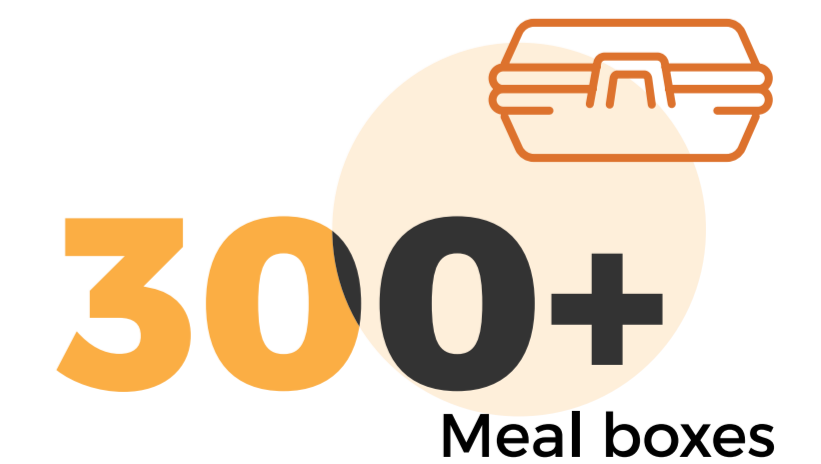


Build your wellness medical checkup

[READ MORE](#)

Build your wellness - video

[WATCH THE VIDEO](#)





CASE STUDY

“Coding For All” assistive technology campaign for special needs children

ALSAYER Group is committed to promote inclusivity, accessibility and empowerment for people with special needs. By offering assistive technology they can live an independent life and participate fully or partially in all aspects of productive life.

‘Coding For All’ campaign started in Kuwait intending to uplift the lifestyles of the technologically under-served disability sector. We can see our new generation is handling technology, robotics and coding programs effortlessly, however, this is remotely approachable to the special needs sector, which is an unfavorable fact. To address this issue and bring change ALSAYER Group engaged with the industry expert, Consort World to design a campaign to enhance specially abled children to learn coding to improve their logical learning through games and fun.

To exercise this equal learning opportunity, ALSAYER Group implemented 5 Coding Robot kits in 5 special needs schools in Kuwait, and the partner delivered their expertise in assistive technology and trained teachers for coding robotic kits to improve the learning abilities of special needs. Through this partnership, we encourage schools, teachers, and parents to get updated with the latest technology, and give an updated learning experience for special needs children. The approach was bold and untested, and we implemented it with the following goals in mind:

- Build a communication-based activity
- Teach navigation, mind mapping and cognitive development through play
- Fun based learning
- Reward based activity
- Enhance thinking processes.

Learning coding is a valuable skill for children, regardless of their abilities. However, for children with special needs, the use of specific assistive technologies can greatly enhance their learning experience, making it more accessible and inclusive. ALSAYER Group faced challenges in convincing schools to invest in building their own infrastructure to cater to the needs of a few students. However, ALSAYER group aims to address this issue by investing in community-based solutions, ensuring open and equal access to education and opportunities for the special needs sector.



SROI: **508%**

5 Schools received robotic kit

60+ Therapists in school received training

2500+ Benefited students

12+ hrs Training to teachers

[READ MORE](#)



ALSAYER CREATIVITY LEARNING & COMMUNITY EMPOWERMENT

CRAFTS ACADEMY – EMPOWERING VOCATIONAL SKILLS IN YOUTH

Crafts Academy is a non-profit organisation educates and train youth to become specialized and skilled craftsman, artisans, or technicians in a selective field. ALSAYER Group with a long vision partnered with Crafts Academy to train Ministry of Education teachers to empower them to train young students to develop innovation and creativity skills. To nourish their technical, artistic, and craftsmanship to become self-sustained skilled personalities. Through this program, youth were trained in CNC machines, Laser cutting, 3D printing, Robotics development, Hybrid mobility & sustainability practical classes. This shall empower them to become skilled employees or an employer to participate in social and economic development. 20 children of ALSAYER employees also received an option to get trained on these specialized skills.



NASER AL-SAYER QURAN & HADEETH CONTEST

In remembrance of ALSAYER Honorary Chairman – Naser Mohamed Al-Sayer, Quran & Hadith competition is organised to motivate Islamic learning & cultural development among youth. As part of the religious and cultural heritage, people in Kuwait highly respect and inspire children and youth to follow the Islamic tradition of learning and to become Hafiz. To make it exciting and to cheer youth ALSAYER runs competitions to encourage such spiritual development.



SUSTAINABILITY KIDS BOOT CAMP

Children shall experience the importance of sustainability, hence ALSAYER collaborated with SEEDS Platforms to educate children on various sustainability industries and actions required to save our planet for now and for the future. ALSAYER encourages Sustainability learning, and the boot camp covered many topics,

- Climate leaders - save the planet & reduce waste workshop.
- Eco-friendly product, art & craft workshop.
- Future architect - sustainable architecture, solar power & basics of green building.

Our future leaders need to get to know and practice sustainability as early as possible.



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[READ MORE](#)





ALSAYER CREATIVITY LEARNING & COMMUNITY EMPOWERMENT

TOYOTA DREAM CAR ART CONTEST (15TH & 16TH CONTESTS)

One of the largest global art competitions for young children, this contest inspires them to be an inventor & design master at the same time to showcase their empathy towards people, and nature. Resound their ability to explore innovative solutions to address problems that disturb social harmony, environmental damage, and the need for future mobility. In this two-year competition 5 workshops were conducted for 18 schools to cover 37 teachers to know TDCAC concepts. 8500+ drawing sheets distributed to receive 1317 completed artworks by children. 11 showrooms of ALSAYER Group and its employees actively supported in this mega contest.



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[WATCH THE VIDEO](#)

Toyota Dream Car Art Contest - MECA Winners





ALSAYER CREATIVITY LEARNING & COMMUNITY EMPOWERMENT

DIGITAL LEARNING & KUWAIT UNIVERSITY STUDENT'S ACTIVITIES

ALSAYER Group maintained its support for digital and online applications through the Kashkool and Zidnei Apps. Additionally, workshops were organized at schools to emphasize the significance of learning through apps. Over 5000 paid online app cards were distributed to facilitate active learning.

Furthermore, ALSAYER Group extended its support to four academic projects initiated by students from Kuwait University. This initiative aimed to foster students' innovation, education, and entrepreneurial skills, encouraging them to explore new ideas and develop their abilities in these areas.



ROAD SAFETY IS MY RESPONSIBILITY CAMPAIGN FOR THE CHILDREN

ALSAYER has partnered with KidZania Kuwait to organize a road safety awareness event for the children. Aiming to educate about road safety and promote responsible behavior while on the road. Nearly 200 children participated in various activities designed to teach them about road safety through learn through fun campaign, such as the importance of wearing seat belts, following traffic signals, and being aware of their surroundings.



ALSAYER Group organized an engaging road safety awareness session for schools, involving 50 students and their teachers. The session aimed to provide crucial guidance on safe driving and being a responsible passenger. As part of the session, Toyota Hybrid cars were showcased, allowing students to experience firsthand the advanced technology and enhanced safety features offered by Toyota vehicles.

[READ MORE](#)





ALSAYER CREATIVITY LEARNING & COMMUNITY EMPOWERMENT

LEXUS L-FINESSE ART GALLERY INSPIRES THE TALENTED ARTIST

With a long-term objective of supporting Kuwaiti talents and empowering the youth for the future, ALSAYER Lexus has hosted popular Kuwaiti artist Reem Al-Bader at L-Finesse Art Gallery to feature her most exquisite painting collection. L-Finesse Lexus boutique displayed her exceptional artwork to promote extraordinary talents from Kuwait and benefit them to elevate their potential to new heights. It is in line with Lexus International philosophy of LEXUS DESIGN AWARD an international competition to contribute to society by supporting designers and creators whose work shows potential to shape a better future.

READ MORE



KUWAIT IN OUR EYES - CAMPAIGN WITH KUWAITI PHOTOGRAPHERS

ALSAYER Toyota engages with the local community inclusive of talented youth as well as subject matter experts in their field of excellence. We invited young Kuwaitis – experts in the field of photography to capture their dream image of Kuwait featuring Toyota models. This campaign captured breathtaking shots by Kuwaiti talents, showcasing their passion for a magic touch behind the lenses featuring Kuwait in an immaculate way.

READ MORE



LEXUS EMPOWERING LEADERS OF TOMORROW

Lexus invited American University of Kuwait (AUK) students to experience the operational excellence performed at the most admired luxury brand in Kuwait. Students explored the core values of Lexus - Omotenashi and Takumi, the highest level of commitment towards hospitality and craftsmanship. Lexus shared inter department functions and operational information not only motivated them to set ambitious career goals but also demonstrated the practical applications of their education within the context of Lexus commitment to excellence and hospitality.

READ MORE





CASE STUDY

“Young Engineers” - linking heritage with Innovation among aspiring smart talents



ALSAYER Group partnered for the Young Engineers campaign to encourage young talents to dream and pursue becoming potential engineers to contribute to the betterment of the system and to generate their interest in sustainable and environment-friendly solutions. The campaign also educated them on various traditional local engineering marvels that can be bridged along with modernized applications to bring a balanced and sustainable engineering concept favorable to people and nature. Young Engineers project accepted the registration of 40 ambitious children aged 7-10 years old and underwent an interactive workshop for four weeks. It was supervised by seasoned engineers to guide them to learn basic engineering practices in civil, mechanical, electrical & electronics, and environmental engineering to gain valuable insights to put ideas into practical working models. It was a challenge for children to start from the scratch to build effectively functional projects to address real-world challenges, be it using sustainable materials, environmentally friendly housing structures, energy-efficient power generation, and mobility.

 SROI:
409%

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40
Children


30
Volunteers


1,110 hrs
Volunteering





ALSAYER SPORTS & WELLBEING

RUN FOR YOUR WELLBEING – SERIES OF MARATHON CAMPAIGNS TO PROMOTE BALANCED LIFE

A series of marathons are promoted in ALSAYER Group to engage employees and communities to maintain a healthy and balanced lifestyle. We moved our strategy to promote several running competitions to include ALSAYER Sports Teams to participate and achieve a sense of accomplishment. We engage with marathon organisers to provide special packages to involve employees, families, and friends to make such events more fun, encouraging and connected. ALSAYER Toyota sponsored Al Kout Run to engage 1500+ runners to promote community for an enhanced health and wellbeing message.

[READ MORE](#)



SUPPORTING PRO PADEL SPORT – LETS STAY ACTIVE & HEALTHY

Kuwait is witnessing Padel as a fresh and upcoming sport among all age communities, and ALSAYER Lexus partnered to run competitions for women and teenage boys to enhance their physical and mental abilities through sports. Padel is a sport similar to tennis in its function but differs in its rules and regulations, and it is becoming a way of staying active, building a community, and creating healthy habits among youngsters and adults. ALSAYER Group promoted this sport to encourage sportsmanship, teamwork among participants and share the passion of self-improvement through an active lifestyle.



HEALTH AWARENESS THROUGH TRAINING TIPS – LETS STAY HEALTHY & FIT

Toyota Health Awareness campaign by the professional trainer Salah Al Shatti advises our stakeholders on the importance of active and fitness life. Seven informative sessions were posted through ALSAYER Toyota platforms for a wider group of customers and stakeholders.

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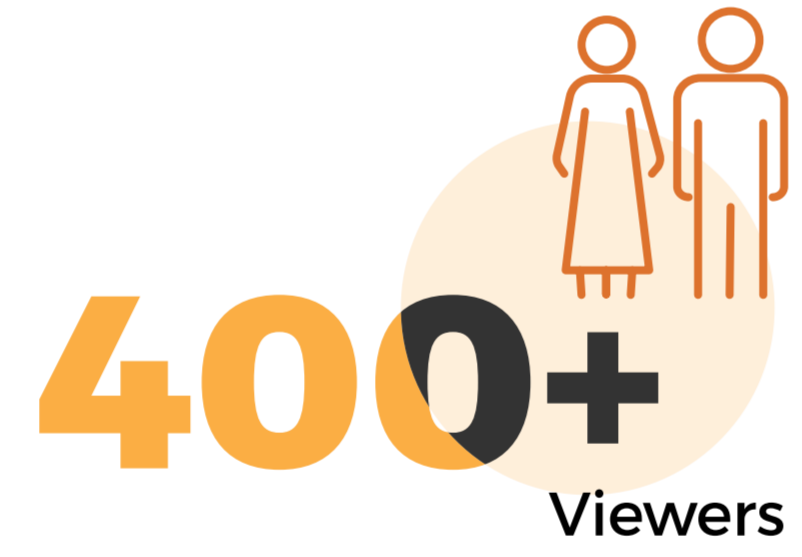


ALSAYER SPORTS & WELLBEING

MODERN PENTATHLON – YOUTH FITNESS AND MULTI TALENT SPORTS DEVELOPMENT

Modern Pentathlon is a test of all-round sporting prowess. ALSAYER Group exclusive Modern Pentathlon aimed to promote youth fitness and develop multi-talented sports by performing five disciplines in a day (Swimming, Running, Laser shooting, Fencing, Horse jumping). Competition involved male & female participants to showcase individual abilities and team performance. And help them to improve their skills to get an opportunity at national & international levels to build a sports career. ALSAYER Group encourages competitions to bring interest in sports, talent building, and promote health & wellbeing in society to fight against new generation lifestyle diseases.

WATCH THE VIDEO



LEXUS SUPPORTS AND EMPOWERS WOMEN THROUGH SPORTS SERIES

Honoring women in the sports fields through a campaign to seek them as an inspiration for many in the community. Lexus collaborated to present a series of Kuwaiti women talents to share their experience and hard work to achieve success.

1st episode
MAALI AL ENZI, HANDBALL REFEREE



5th episode
SARAH BEHBAHANI, TENNIS PLAYER



2nd episode
DR. SOAAD AL-FAQAN, ROWER



6th episode
SARA AL-LAHO, SKATER CHAMPION



3rd episode
NOURAH AL-MUTAIRI, BOXER



7th episode
TAIBA AL-NOURI, RUNNER



4th episode
ABRAR AL-FAHD, WEIGHTLIFTER





ALSAYER SPORTS & WELLBEING

TOYOTA & ALSAYER ANNOUNCE KUWAITI RACER & DRIFT CHAMPION ALI MAKHSEED AS GR BRAND AMBASSADOR

As part of reinforcing motorsports in the region, Mohamed Naser Al-Sayer & Sons Est. Co. and Toyota have signed a new partnership agreement with Ali Makhseed, a prolific Kuwaiti racer with exceptional record in the field of motorsport and drifting, onboarding him as GR (Gazoo Racing) Brand Ambassador Program in Kuwait.



[READ MORE](#)



ALSAYER RENEW PARTNERSHIP WITH KUWAIT PARALYMPIC COMMITTEE

Part of Toyota Motor Corporation's endeavor to support active athletes globally across any kind of sports, ALSAYER Group renewed its relationship with Kuwait Paralympic Committee to endorse the rising para-athlete Faisal Al Rajehi to achieve his ambitious goals in sport. The renewed sponsorship contract between ALSAYER Group and Kuwait Paralympic Committee encourages the Kuwaiti athlete to further strengthen and enhance his development as a professional athlete, accomplish new records and raise the name of Kuwait high in the regional as well as international forums for disabled sport. Faisal Al Rajehi - Toyota Athlete is the bronze medal winner in 5000m wheel chair racing for Kuwait at Asian Para Games "Hangzhou 2022. And he recently won silver medal in 800m wheel chair racing in World Para Athletics Championship 2023 in Paris.

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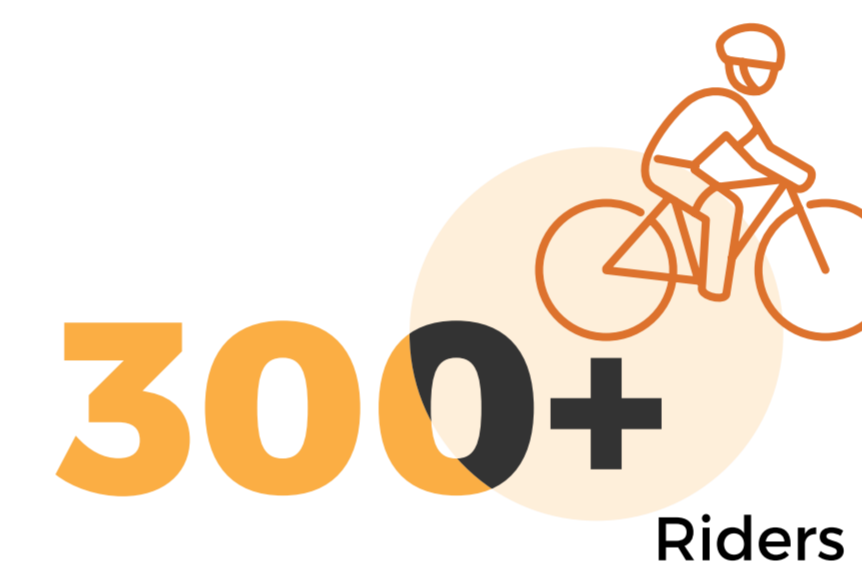
CASE STUDY

Ride For Wellness – promote bicycle culture in Kuwait for health and active lifestyle.

Kuwait weekends and early mornings could experience viewing a fleet of bicyclists bracing hot summer or chilling winter to fulfill their passion and excitement to complete a ride – safely. As a sustainable mobility provider, ALSAYER Group always promotes environment-friendly modes of transportation and it will be a double advantage if it supports the health & wellbeing of the community. This immediately formed an alliance among multiple partners to bring value-added development to the cycling culture in Kuwait with each partner to play specific roles of improvement.

This initiated ‘Ride For Wellness’ campaign to support cycling as a sport and a healthy mobility option for our society, and a Memorandum of Understanding was signed by ALSAYER Group, ALSAYER Car Rental, Kuwait Cycling Club (KCC), Corniche Cycling Club (CCC), and Velo to highlight the potential of transforming Kuwait into a bike-friendly nation. The prime challenge faced is the safety of cyclists on Kuwaiti roads which is tackled through regular safety awareness & training sessions, communicating the need for road respect for the cyclists, and by providing safety cars with experienced drivers from ALSAYER Car Rental.

Within a few months results were evident, the number of cyclists in the group increased, and professional cyclist teams envisioned attracting new joiners to represent various competitions. For some, it is to promote a healthy lifestyle and introduce the most advanced cycling techniques to reduce fatigue. And most crucial is to ensure the rider’s safety on the road which is a joint responsibility that we fulfilled with zero accidents during the campaign period.



READ MORE

WATCH THE VIDEO



GREENING OUR COMMUNITIES

PLANTING TREES FOR GREENING & CARBON NEUTRALITY

A community involved tree planting is encouraged for an ongoing promotion of 'Greening Our Communities' mission as well as to support the Toyota Carbon Neutrality project. We aim to promote a long-term plan of tree planting and nurturing, till it reaches a sustainable survival period. Campaign involve local experts, volunteers, school children, plant nurseries, and employees to extend their support to fight against climate change. Selected governorates collaborated to give space, and services to implement and protect greening efforts as part of their United Nations Healthy City project. Plant sapling nursery and watering infrastructure is planned at ALSAYER camp to ensure continuous availability of replanting to withstand extreme summer in Kuwait.



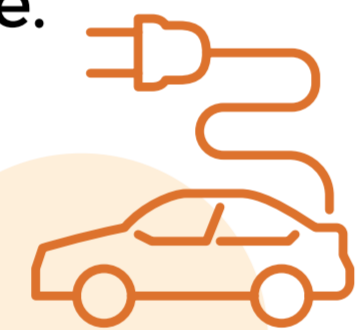


GREENING OUR COMMUNITIES

KUWAIT SUSTAINABILITY EVENT ENCOURAGE SUSTAINABILITY DEVELOPMENT

Three-days event to create awareness of sustainable development and environment-friendly solutions practiced by Kuwait based organisations. People visited to understand innovative sustainability practices available and its effect on our current life. ALSAYER Group showcased its eco-friendly products and sustainable initiatives to manage environmental protection and social well-being. ALSAYER created an awareness of the need for sustainable living and set an example through our practices in reducing water usage and effective water conservation, reduced Co2 emissions, and implementing environmental & greening projects. ALSAYER communicated its four sustainability gear practices which cover - Nature/Economy/Society/Well-Being, that guide our sustainability drive.

READ MORE



Display Toyota & Lexus Electric & Hybrid models



15,000+ Visitors



LEXUS PROMOTE BLOOM - SUSTAINABILITY LIFESTYLE AND ENTERTAINMENT MARKET

ALSAYER Lexus joined bloom market to promote sustainability concepts and its value among the customers and prospects.

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KUWAIT ARAB YOUTH FORUM

Annual convention to gather industry experts and young graduates to present and participate in innovative idea championship for youth for sustainable development, brainstorm current climate challenges, job creation and youth empowerment. 200 young men & women from GCC countries joined for sustainability development and water management.



CASE STUDY

GREENING OUR COMMUNITIES



As a sustainable community, we shall develop our children’s abilities to care for the environment and educate our future generation on their role in ‘Climate Change Initiatives’. To make this learning a fun-based practical engagement, ALSAYER Group promoted Sustainability and Renewable energy program – ‘Greener World’ with the partner KidZania Kuwait. KidZania created miniature wind and solar energy power generation sources to power different infrastructures and gadgets in a sustainable city to share practical knowledge of renewable energy sources and it’s applications. Also, children to learn about recycling methods and recycled materials to avoid greenhouse gas emissions and focus on reducing Carbon footprint to make a “Better World”. ALSAYER Group pavilion displayed “Power Grid and Hand Crank” activities to educate sustainability and inform how at ALSAYER Group we implement sustainability and renewable energy projects. And create awareness of Toyota Hybrid technology, an innovative sustainable mobility solution on the road.

Such programs aim children to adapt their daily behaviors to conserve energy and water resources; and learn how to reduce waste generation and its disposal to combat climate change. It is essential to teach them how our behaviors and actions affect the environment so that we can develop and modify it to become more sustainable to reduce the climate crisis. The Green World program consists of 8 different activities aimed at empowering young people to become champions of the clean energy era, making them guardians of the planet. Each program theme is to support the protection of the planet, including living animals and plants, and preservation of natural resources, so that future generations can enjoy them. To emphasize the importance and impact of such education on future generations we ran a competition where children to work as a team and build a tower with boxes outlining the “UN Sustainability Development Goals” and recognize the value of each goal, to make the world a better, safer and healthier place.

Our lifestyles have a profound impact on our planet. Our choices matter. The world is becoming increasingly aware of the impact humans have on our planet. Our message to all is: “it’s important to make changes in our lifestyle as well as pass on the message to kids, expanding their knowledge on sustainability”.



SROI: 961%

98 Days event

16,149 Kids visited

64 Free tickets through sustainability quizzes

READ MORE



CHAPTER

3 ECONOMY



Building a Green Economy For a Resilient Future

Sustainability Through Innovation and Technology

Driving Positive Impact Through an Integrated Value Chain

Customer Experience

Digitalization and IT Security at ALSAYER Group

ALSAYER Group's Growth Knows no Bounds

Collaboration with Principals



SUSTAINABLE DEVELOPMENT GOALS





BUILDING A GREEN ECONOMY FOR A RESILIENT FUTURE

(2-23, 2-24)

ALSAYER Group recognizes the immense value of the green economy, which not only improves the well-being of individuals and promotes social equity but also minimizes environmental risks and impacts. We firmly believe in integrating sustainable development principles and drawing upon the knowledge of ecological economics to shape our approach to a Green Economy.

At ALSAYER Group, we embrace a triple bottom line approach, where we strive to advance economic prosperity, environmental stewardship, and social well-being simultaneously. We understand the interconnectedness between the economy, society, and the environment and prioritize considering these interconnections in all our endeavors. Through transformative measures in our business processes and consumption patterns, we actively work towards reducing waste, pollution, and resource utilization on a per-unit basis.

As pioneers in the business community, ALSAYER Group has been quick to adopt environmentally friendly practices and products. We proudly promote the sales of Hybrid Vehicles, utilize water-based paint, eco batteries, and offer steam car wash services. These initiatives reflect our commitment to providing sustainable solutions that contribute to the revitalization and diversification of economies, the creation of decent job opportunities, the promotion of sustainable trade, the reduction of poverty, and the improvement of equity and income distribution.





SUSTAINABILITY THROUGH INNOVATION AND TECHNOLOGY

(2-6, 2-23, 2-24, 3-1, 3-2, 3-3)

At ALSAYER Group, we have a steadfast commitment to embracing innovation and cutting-edge technologies that empower us to offer sustainable products and services to our valued customers. To optimize our operations, we actively integrate renewable energy generation to meet our internal energy needs. Our focus lies on prioritizing energy and water efficiency measures, such as the utilization of LED lights and the implementation of efficient water management systems. Moreover, we are dedicated to adopting the GORD GSAS Green building certification standards for our facilities, ensuring that our buildings meet stringent environmental sustainability criteria.

When it comes to the products we offer, ALSAYER Group takes an active role in promoting sustainable solutions from our reputable partners. We actively market and emphasize products such as Hybrid Vehicles, Water-based paints, Eco batteries, and Synthetic lubricants that align with our unwavering commitment to sustainability.

By consistently seeking out innovative solutions and collaborating with suppliers who share our values, ALSAYER Group strives to lead the industry in providing sustainable products and services to our esteemed

customers. We are proud to align ourselves with Toyota's ambitious goal of achieving carbon neutrality in all its factories by 2035. Additionally, we fully support Toyota's aim to introduce 30 Battery Electric Vehicle (BEV) models with a target of 3.5 million annual sales by 2030. These efforts are projected to significantly reduce CO₂ emissions by 33% by 2030 and 50% by 2035

TOYOTA
bZ4X
bz = beyond Zero emissions





DRIVING POSITIVE IMPACT THROUGH AN INTEGRATED VALUE CHAIN

(2-6)

ALSAYER Group is committed to a sustainable value chain across all operations, from sourcing to customer service. By integrating sustainability into every aspect, ALSAYER Group aims to minimize environmental impact, promote social responsibility, and create long-term value for stakeholders. We actively seeks suppliers who share their sustainability commitment, selecting those with ethical and environmentally friendly practices for responsibly sourced materials and components.

ALSAYER Group focuses on resource efficiency and waste reduction, implementing eco-friendly manufacturing processes, promoting energy-efficient technologies, and investing in renewable energy sources to reduce our environmental footprint.

Distribution is another critical aspect, with ALSAYER prioritizing efficient logistics, minimizing emissions and fuel consumption. We explore innovative solutions like route optimization, alternative fuel vehicles and eco-friendly packaging materials for a sustainable distribution network.

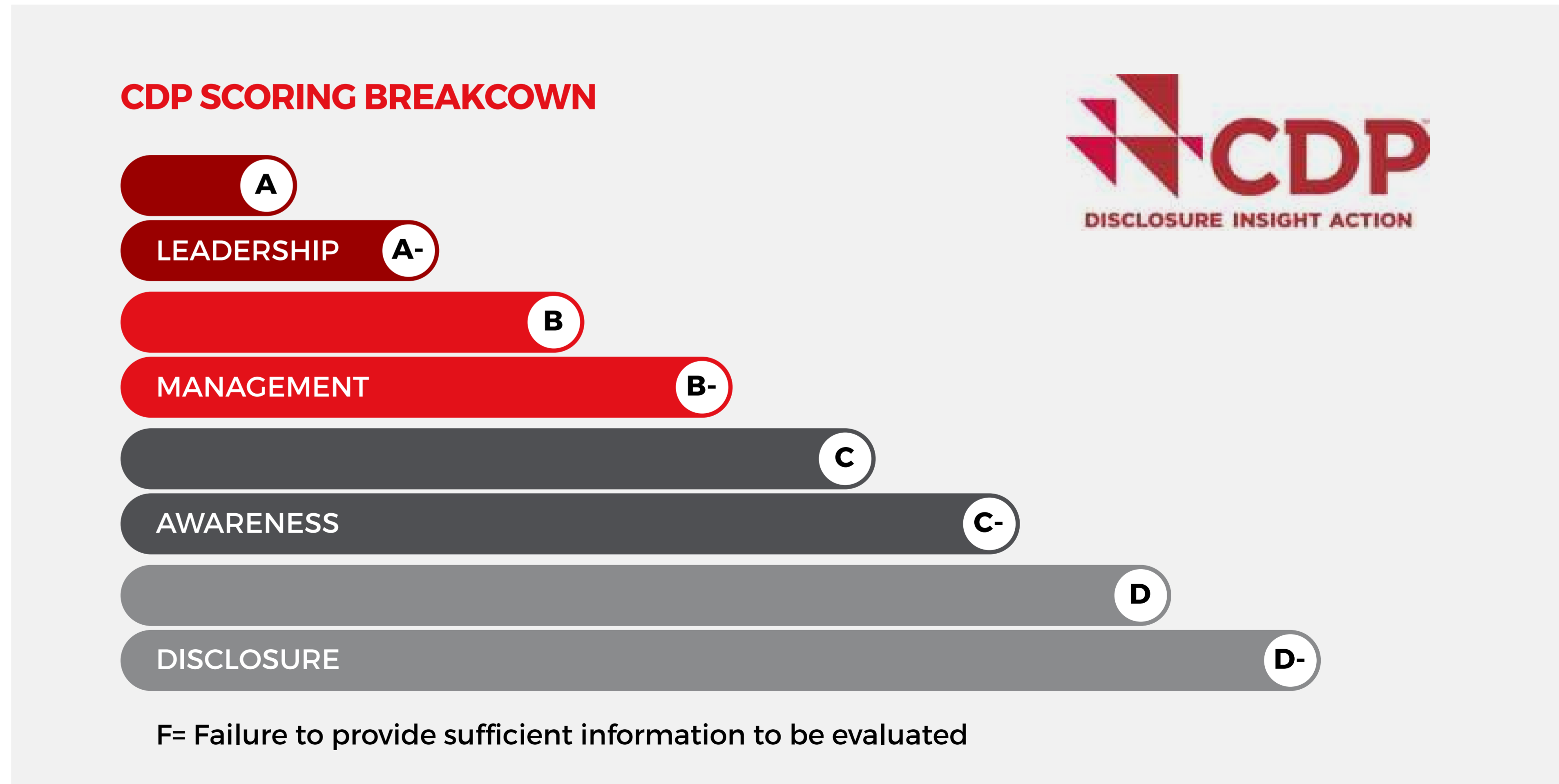
Customer service is integral, as ALSAYER promotes sustainable product choices, educates customers on environmental benefits, and supports eco-friendly practices. Initiatives include hybrid vehicles, water-based paints, and services like steam car washes to reduce water consumption and chemical waste.

Throughout the value chain, ALSAYER emphasizes transparency, accountability, and continuous improvement. We measure and monitor sustainability performance, set ambitious targets, and implement sustainable practices aligned with global standards.

ALSAYER Group receives 'C' Rating from CDP, Demonstrating Commitment to Environmental Initiatives and Sustainable Mobility

The Carbon Disclosure Project (CDP) has awarded us a 'C' rating for our environmental initiatives, underscoring our commitment to combating climate change and promoting sustainable mobility. We incorporate ESG standards into all areas of our operations, with a particular focus on expanding our electric and hybrid vehicle initiatives to facilitate cleaner transportation.

Our investments in technologies aimed at reducing emissions, enhancing energy efficiency, and supporting afforestation demonstrate our leadership in environmental conservation and our effort to inspire a greener economy. Our ambition reflects our goal of balancing commercial success with long-term benefits for society and the environment. Additionally, our objective is to achieve a 'B' rating, showcasing our ongoing commitment to environmental excellence and leadership. As part of our responsibility towards the environment, we will annually collect climate change and carbon information from our suppliers, further solidifying our commitment to transparency and sustainable practices. This initiative is crucial for understanding and reducing our overall carbon footprint, enabling us to collaborate with our partners towards a more sustainable future. We are also focused on achieving a sustainable value chain, emphasizing the importance of integrated action at every step of the supply chain to ensure sustainability and environmental efficacy





FOSTERING SUSTAINABILITY FROM SUPPLIER TO CUSTOMER

(3-1, 3-2, 3-3, 204-1)

ALSAYER Group’s procurement management is driven by a commitment to sustainability, ethics, and social responsibility. With a focus on building a responsible and resilient supply chain, ALSAYER Group implements strategic sourcing practices that prioritize sustainable and ethical considerations.

In ALSAYER Group’s procurement management approach, the selection of suppliers goes beyond conventional factors such as price and quality. The group places great importance on partnering with suppliers who align with its sustainability goals and adhere to environmentally friendly practices. This includes evaluating suppliers based on their environmental impact, social compliance, and ethical standards.

ALSAYER Group’s procurement management also emphasizes fair trade, labor rights, and compliance with relevant regulations. By establishing clear sustainability requirements and codes of conduct for suppliers, the group fosters a culture of responsible sourcing and encourages suppliers to adopt sustainable practices throughout their operations.

By integrating sustainability into procurement management, ALSAYER Group ensures that the entire supply chain is aligned with its commitment to environmental stewardship and social responsibility. This includes responsible sourcing of raw materials, energy-efficient manufacturing processes, eco-friendly packaging, and transportation practices that minimize carbon emissions.

ALSAYER Group actively collaborates with suppliers to drive continuous improvement in sustainability performance and innovation. Through dialogue and engagement, the group encourages suppliers to adopt sustainable practices, reduce their environmental footprint, and contribute to the overall sustainability objectives of ALSAYER Group.

ALSAYER Group’s procurement practice is diversified into international and local purchases. As a leading automotive trading partner of Toyota for Kuwait region, our international purchase addresses the lion’s share of our operations. However, in our day-to-day local purchases, administrative operations, building, and construction projects actively support local suppliers. However, compared to our international procurement value the local purchase is significantly low.



SUSTAINABLE MOBILITY

(203-1)

ALSAYER GROUP and KISR Collaboration on Electric Car Projects in Hot Climates

ALSAYER Group teamed up with Kuwait Institute for Scientific Research (KISR) to address the challenges and opportunities associated with electric cars in Kuwait. The Union of Automobile Agents in the country also participated in the discussions, underscoring the collective effort to promote EV adoption and develop strategies tailored to hot climates.

The collaboration between ALSAYER Group and KISR centered around studying and implementing mechanisms to enhance cooperation on electric car projects. The primary objective was to ensure the suitability of EVs in extremely hot climates, such as those experienced in Kuwait. The project involved comparing the performance of four-wheel drive EVs, focusing on their charging infrastructure powered exclusively by solar energy.



Dr. Hedab Al-Hamawi, the Project Manager, emphasized the significance of using solar power to promote renewable energy and preserve the environment. By utilizing solar-powered charging ports for EVs, ALSAYER Group and KISR aimed to reduce reliance on non-renewable energy sources and contribute to a greener transportation ecosystem. This approach aligns with Kuwait's commitment to sustainable development and reducing carbon emissions.

The meeting between ALSAYER Group, KISR, and the Union of Automobile Agents resulted in productive discussions on the outcome of KISR's first project. The performance of four-wheel drive EVs using solar-powered charging ports was assessed, providing valuable insights for future projects. Based on the findings, suggestions and recommendations were made to further enhance the efficiency, reliability, and suitability of EVs in hot climates.





IMPLEMENTING SUSTAINABLE LOGISTICS AND TRANSPORTATION PRACTICES

(2-6)

ALSAYER Group's Commitment to Green Logistics and Transportation

At ALSAYER Group, sustainability is deeply ingrained in the company's culture, with a strong emphasis on continuous improvement through the Kaizen philosophy. This commitment extends to green logistics and transportation practices, where the group constantly seeks opportunities to enhance its environmental performance and drive positive change.

Through the adoption of hybrid vehicles and electric vehicles (EVs), ALSAYER Group demonstrates its dedication to reducing carbon emissions and promoting cleaner air quality. By continually expanding its fleet of alternative fuel vehicles, the group actively contributes to a more sustainable transportation system.

DRIVING SUSTAINABLE OPERATIONS

(2-23)

To ensure responsible packaging practices, ALSAYER Group distributes jute bags to stakeholders, offering a sustainable alternative to single-use plastic bags.

Our spare parts facilities use biodegradable bags to further support group's commitment to minimize packaging waste and to protect the environment.

Recycling plays a crucial role in ALSAYER Group's sustainability efforts. Recycling bins are strategically placed at branches, making it convenient for employees and customers to dispose of waste materials such as paper, plastics, and cartons. Additionally, the group's investment in CFC's and HFC's recycling machines demonstrates its proactive approach to managing refrigerants and preventing their harmful release into the atmosphere.

By prioritizing water-based paints and ECO batteries, ALSAYER Group actively reduces waste and minimizes the ecological impact associated with traditional solvent-based paints and battery disposal.



The implementation of solvent recycling units in Lexus and Toyota service centers further showcases the group's commitment to resource conservation and responsible waste management.

In conclusion, ALSAYER Group's commitment to green logistics and transportation is driven by its core values and the pursuit of operational excellence. By embracing alternative fuel vehicles, promoting responsible packaging, implementing recycling initiatives, and fostering a Kaizen culture, the group not only minimizes its environmental impact but also sets a benchmark for sustainable business practices in the industry.



CUSTOMER EXPERIENCE

(2-6)

ALSAYER Group is committed to delivering exceptional customer experiences across its various business sectors. With a strong focus on customer satisfaction, ALSAYER Group strives to exceed expectations and build long-lasting relationships with its clientele



LEXUS SHOWCASE EXPERIENCE AMAZING AT GULFRUN 2023



Mohamed Naser Al-Sayer & Sons Est Co. participated in the GulfRun event at Kuwait Motor Town recently. GulfRun features Auto Show where automotive dealerships host their private garages to display vehicles and offer taxi-rides to visitors along with White Expo festival market which encompasses, store booths, exciting activities, and live music. alongside several restaurants and cafes.





CUSTOMER EXPERIENCE (2-6)

ALSAYER GR YARIS IN KUWAIT

ALSAYER Sales Group embarked on an ambitious endeavor by introducing the concept of the GR Yaris, and their vision has become a resounding success. ALSAYER team of Ahmadi Toyota Service, driven by passion and precision, meticulously planned and executed the entire project, leaving no stone unturned. Their unwavering commitment to excellence propelled them to actively participate in the prestigious Motor Town event, where the GR Yaris made its grand debut, captivating the audience with its remarkable performance and stunning design.

Acknowledging the significance of driver feedback, ALSAYER team has taken on the responsibility of being dedicated representatives with primary focus is to prioritize and incorporate the needs and preferences of drivers throughout the entire development process. Their deep understanding of motorsports and close collaboration with Toyota's experts proved invaluable. Working hand in hand, ALSAYER team and Toyota's engineers harnessed their collective knowledge, refining the design and performance of the GR Yaris to meet the demands of the most discerning drivers.

Toyota's renowned reputation and extensive expertise in motorsports played a pivotal role in the triumphant journey of the GR Yaris. Their unwavering support and abundant resources empowered the ALSAYER team to push boundaries and achieve greatness.

The collaborative efforts between the ALSAYER team and Toyota's engineers and designers led to the birth of an extraordinary sports car that exemplifies Toyota's commitment to constant innovation and the pursuit of automotive excellence.

ALSAYER team's unwavering dedication, combined with Toyota's unrivaled expertise, has transformed the GR Yaris into a resounding success story. Their collaboration has not only brought an exhilarating sports car to the market but has also ignited the passion and excitement of driving for countless individuals. The GR Yaris stands as a testament to the unwavering pursuit of excellence and represents the remarkable achievements that can be realized when vision, expertise, and determination converge.



ALSAYER TOYOTA GAZOO RACING GR YARIS CUP IN KUWAIT FROM NOVEMBER 2023 TO MARCH 2024 AT KUWAIT MOTOR TOWN

Mohamed Naser Al-Sayer & Sons Est Co. has made an exciting announcement about the launch of the Gazoo Racing (GR) Yaris Cup, with the full support of Toyota Motor Corporation. This venture is being carried out in collaboration with Kuwait Motor Town and Suffix Sports. The GR Yaris Cup 2023 Drivers played a crucial role in the success of the championship, with their performances shaping the outcome of each race. Their dedication to honing their skills and pushing the limits of their cars was evident in their relentless pursuit of victory

GR Yaris Cup 2023 Drivers are as follows

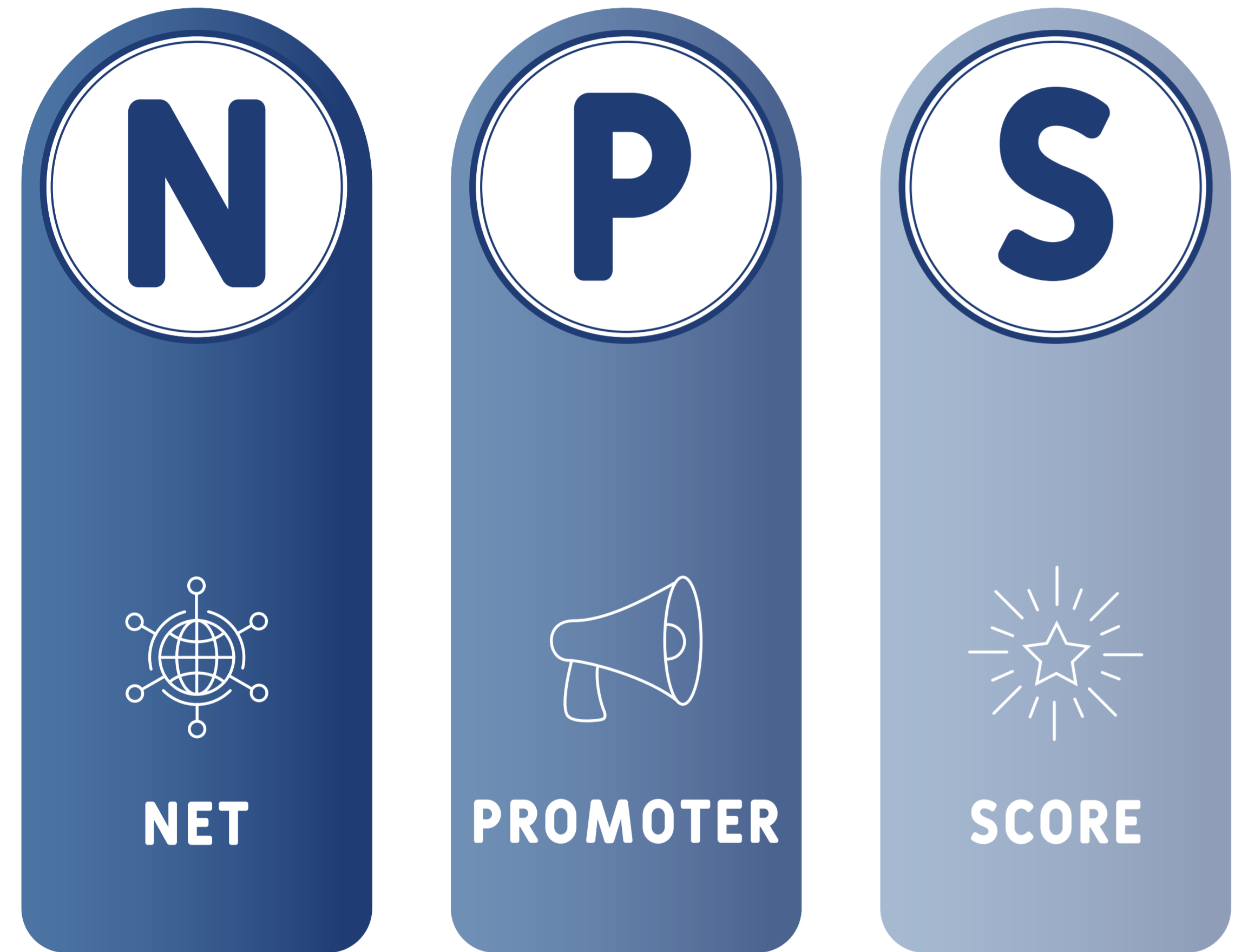
Mohammad Al Abdulrazzaq	Mohammad Al-Sayer & Ahmad Khaled Mohammed Saleh
Mohammad Al Kazemi	Mohammad Al Mannaie & Abdullah Al-Sayer
Ahmad Al Humaidhi & Nasser Al Ali	Ali Al Sabah & Jaber Al Sabah
Ahmad Al Kandari	Mohammad Al Sabah
Mohammad Al Nusif & Salem Al Nusif	Ahmad Al Ghanem



DELIVERING CUSTOMER SATISFACTION

(2-26, 2-29)

Harnessing NPS to Drive Growth at ALSAYER Group



Detractors

Passives

Promoters

% PROMOTERS - % DETRACTORS = NPS (NET PROMOTER SCORE)

At ALSAYER Group, customer satisfaction is at the heart of its business strategy. The company recognizes the importance of capturing and analyzing the Net Promoter Score® (NPS®) at every stage of its product and service delivery. NPS® is a renowned metric that measures customer experience and serves as a predictor of business growth. By leveraging this powerful tool, ALSAYER Group aims to continuously improve its customer experience management programs and enhance overall performance.

The NPS® methodology categorizes respondents into three groups: Promoters, Passives, and Detractors. Promoters, scoring 9-10, are loyal enthusiasts who not only remain loyal but also actively recommend ALSAYER Group's products and services to others, contributing to organic growth. Passives, scoring 7-8, represent satisfied but unenthusiastic customers who may be susceptible to competitive offerings. Detractors, scoring 0-6, are unhappy customers who have the potential to harm ALSAYER's brand reputation and impede growth through negative word-of-mouth.

ALSAYER Group conducts NPS® surveys at various stages of the product and service delivery process to gain valuable insights into customer satisfaction. These surveys enable ALSAYER Group to identify trends and patterns, such as the location of sales and

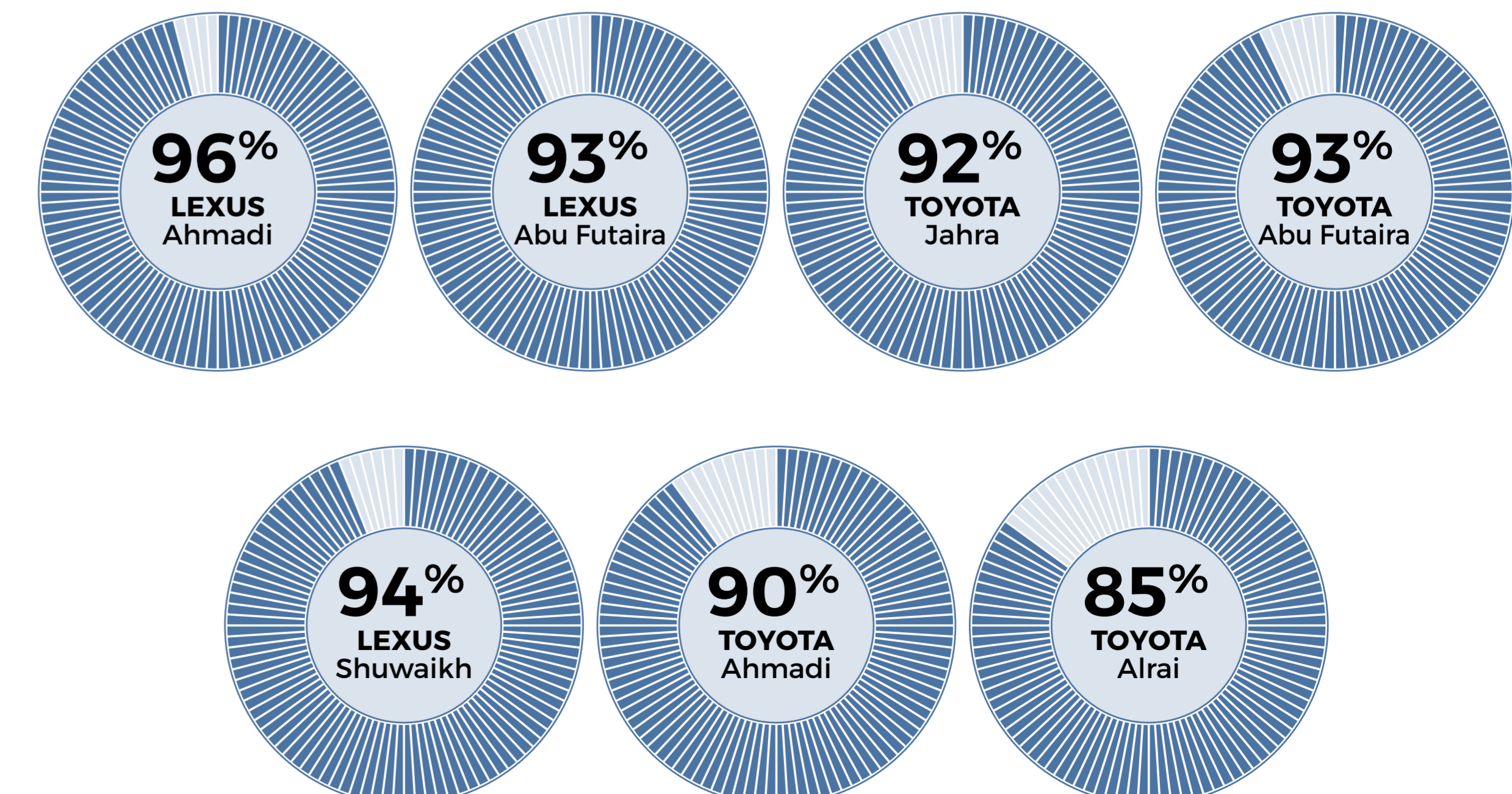
service centers, product quality, delivery timelines, or other aspects of customer engagement. By analyzing the feedback from both Passives and Detractors, ALSAYER Group can pinpoint areas that lead to customer dissatisfaction and formulate action plans to address these concerns in future customer engagements.

By merging customer feedback with the NPS® methodology, ALSAYER Group ensures a comprehensive understanding of its customers' experiences. This approach enables ALSAYER Group to make data-driven decisions and implement targeted improvements to enhance customer satisfaction and loyalty. By continuously monitoring and analyzing NPS® scores, ALSAYER Group actively seeks to align its operations and services with customer expectations, fostering long-term growth and success.

NPS IMPROVEMENT IN TOYOTA RETAIL SALES

MNSS NPS Score-Branch wise, 2023

Target NPS: 94%





KAIZEN-DRIVEN CUSTOMER EXPERIENCE: AMPLIFYING ALSAYER'S VOICE OF CUSTOMER SYSTEM

(2-26, 2-29, 3-1, 3-2, 3-3 418-1)



Furthermore, by focusing on the customer experience, we aim to foster long-term customer retention and drive business growth. By leveraging the VOC system, we can identify pain points, address customer concerns, and implement changes that positively impact the overall customer journey. This proactive approach not only strengthens our customer relationships but also positions ALSAYER as a trusted and customer-centric organization.

At ALSAYER Group, we are committed to delivering the best possible products and services to our customers. To achieve this, we rely on our Voice of Customer (VOC) system, which allows us to gather valuable feedback and insights directly from our customers. By actively listening to their voices, we can refine our operations and tailor our offerings to meet their needs and expectations.

Our guiding philosophy is to be the “Best in Town,” and this aspiration can only be realized when we have a deep understanding of the level of service and experience we provide. The VOC system plays a crucial role in this pursuit by providing us with unbiased feedback on our operations. It allows us to capture customers’ perspectives, opinions, and suggestions, enabling us to identify areas for improvement and excel in meeting their demands.

Incorporating the voices, feedback, and complaints from our customers, we analyze and synthesize this information to create new Standard Operating Procedures (SOPs) and Customer Experience programs. This process aligns with the Kaizen principle, which emphasizes continuous improvement. By utilizing the VOC data, we can identify specific areas where enhancements are needed and develop targeted kaizen initiatives to enhance the overall customer experience.

The VOC data serves as a foundation for our decision-making process, enabling us to prioritize improvements based on the most critical customer needs and preferences. By incorporating these insights into our analysis, we develop SOPs that are aligned with our customers’ expectations, resulting in enhanced service delivery and customer satisfaction.





DIGITALIZATION IN QUALITY MANAGEMENT AND TRAINING FOCUS

(2-23, 2-24, 404-2)

In line with our commitment to sustainability and reducing paper usage, ALSAYER Group has embraced digitalization in our Quality Management system documentation. By utilizing SharePoint folders, all departments and business units have access to digital copies of the documentation, eliminating the need for printed copies and contributing to the conservation of paper and prevention of deforestation.

The rapid digitalization of business functions in recent years has revolutionized the way we work at ALSAYER Group. The availability of video call and instant messaging has enabled seamless communication with teammates and clients across the globe, enhancing efficiency and collaboration. Quality Management Systems (QMS) have also benefited from this digital shift, particularly through the adoption of SharePoint-based QMS platforms.

Digital Quality Management Systems, or QMS, provide a comprehensive platform for managing all aspects and processes of QMS. These systems are accessible to authorized users at any time and from anywhere. Transitioning from a paper-based to a digital QMS has not only saved time and money for our company but also improved overall employee satisfaction and unlocked various long-term benefits.

By embracing a digital QMS, ALSAYER Group has automated quality management processes, resulting in increased efficiency, cost reduction, and regulatory compliance. With the time saved, employees can focus on value-added activities that would not have been possible with a paper-based QMS. Moreover, a fully electronic QMS provides enhanced visibility of QMS elements across the organization and ensures better traceability, promoting transparency and accountability.

The implementation of a digital QMS offers numerous advantages, including:



Greater Efficiency:

Digital technologies automate manual quality management tasks, such as document control, data entry, and reporting. This automation frees up employees' time to concentrate on more strategic activities.



Optimized Effectiveness:

Digital technologies provide real-time data insights, facilitating better decision-making. This has enabled ALSAYER Group to identify and address issues earlier, resulting in improved product quality and increased customer satisfaction.



Enhanced Transparency:

Digital QMS processes inherently offer increased transparency by providing easy access to data and documentation. This transparency helps build trust with customers and other stakeholders.

In addition to digitalization efforts, ALSAYER Group's Quality Assurance team consistently engages with various business functions to ensure continuous employee development and training related to the Quality Management System. This includes comprehensive training programs for new employees, as well as retraining and refresher courses on new concepts and customer perception.

As part of our commitment to quality, ISO 9001:2015 implementation training sessions were conducted at Toyota service locations. The Toyota service Al Rai II venue had 14 participants, including Al Rai I, CBS, Ghazali, and Jahra branches. The Toyota service Ahmadi Branch venue had 8 participants, covering Fahaheel branch as well. These training sessions aimed to enhance understanding and adherence to ISO 9001:2015 standards, further strengthening our commitment to delivering excellence in quality management.

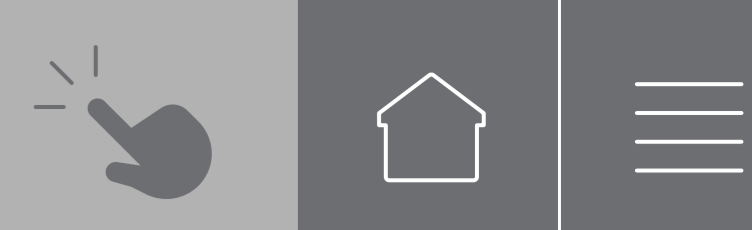
At ALSAYER Group, we embrace digitalization in Quality Management and prioritize continuous training and development to ensure our employees are equipped with the necessary skills and knowledge to maintain the highest standards in quality and customer satisfaction.



ISO 9001:2015 Implementation training session Toyota Service Ahmadi and Fahaheel



ISO 9001:2015 Implementation training session Toyota Service Al Rai I, Al Rai II, CBS, Jahra, Ghazali



QUALITY MANAGEMENT ACHIEVEMENTS (403-1)



ISO 45001:2018 Occupational Health and Safety Management Standards Certificate handover to Toyota Service Al Rai-2 Service center.



ISO 45001:2018 Occupational Health and Safety Management Standards Certificate handover to Lexus Quick Service Plot 144 center.

ALSAYER Group obtains ISO 45001:2018 for Occupational Health and Safety Management Standard

ALSAYER Group has achieved ISO 45001:2018 certification for its two automotive service locations complementing its existing ISO 9001:2015 certification. This certification demonstrates the company's commitment to occupational health and safety management and proactive measures to prevent injuries and illnesses in the workplace. The ISO 45001 standard aims to reduce and prevent work-related risks and promote a safe working environment. By obtaining this internationally recognized certification, ALSAYER Group showcases its social responsibility and dedication to employee and stakeholder safety. ALSAYER Group emphasized its focus on health and safety, stating that the certification is just the beginning of their journey in this regard. The recertification process involved a thorough assessment of the company's management systems and compliance with ISO 45001:2018 standards, with audits conducted by Bureau Veritas in early January 2023. ALSAYER Group expressed its commitment to pursuing more ISO international standards as part of its ongoing pursuit of delivering excellence to customers and society.

ISO 50001:2018 Energy Management System Certification: Ardiya Location

The company has planned to obtain ISO 50001:2018 Energy Management System certification for its Ardiya location. This certification process involves fulfilling prerequisite requirements, including employee training and documentation. Initially scheduled for completion by December 2023, the timeline has been adjusted to February 2024 due to the unavailability of local auditors.

ALSAYER Group recognizes the significance of ISO 50001 certification in demonstrating its commitment to responsible energy management and sustainability. Through this certification, the company aims to optimize energy usage, reduce operational costs, and minimize its environmental impact. By taking these steps, ALSAYER Group strives to contribute to a brighter and greener future for generations to come.





DIGITALIZATION AND IT SECURITY AT ALSAYER GROUP

(2-23, 2-24, 418-1)

SAFEGUARDING OPERATIONS WITH SAP

ALSAYER Group recognizes the critical role of digitalization in driving efficiency, productivity, and innovation. As part of its digital transformation journey, the company has implemented the SAP system, a leading enterprise resource planning (ERP) solution, to streamline and optimize its operations across various business functions.

The adoption of SAP at ALSAYER Group brings numerous benefits, including improved process automation, enhanced data management, and real-time visibility into business operations. By integrating different departments and functions within a unified platform, the SAP system enables seamless collaboration, data sharing, and decision-making across the organization.

To ensure the security of its digital infrastructure and protect sensitive business information, ALSAYER Group places a strong emphasis on IT security measures. The company implements robust security protocols, including firewalls, intrusion detection systems, and encryption technologies, to safeguard its networks, systems, and data from unauthorized access and cyber threats.

ALSAYER Group also invests in regular security audits and assessments to identify vulnerabilities and strengthen its IT security posture. This proactive approach allows the company to stay ahead of emerging security risks and ensure that appropriate measures are in place to mitigate potential threats.

Furthermore, ALSAYER Group prioritizes employee awareness and training on IT security best practices. Employees undergo regular cybersecurity education to enhance their understanding of potential risks, phishing attacks, and data protection measures. This proactive training helps foster a culture of security awareness and responsible digital behavior among the workforce.

In addition to internal security measures, ALSAYER Group collaborates with SAP, a renowned provider of ERP solutions, to ensure the ongoing security and integrity of its systems. SAP follows industry best practices and implements robust security features within its software to protect customer data and maintain system reliability.

In order to bolster the Information security of ALSAYER Group and to maintain continuity of business in terms of IT system we have decided to implement ISO 27001:2022 Information Security Management System and we hope to get third party certification by end of year 2024.





ALSAYER GROUP'S GROWTH KNOWS NO BOUNDS



OPENING OF TOYOTA'S STATE-OF-THE-ART MEGA CAR SHOWROOM IN SHUWAIKH

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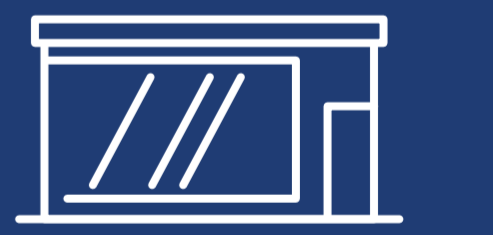
ALSAYER INTRODUCES UPGRADED LEXUS CENTER IN AHMADI FOR ENHANCED CUSTOMER EXPERIENCE

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ALSAYER CAR RENTAL UNVEILS A NEW OFFICE AT THE CROWNE PLAZA HOTEL IN FARWANIYA GOVERNORATE

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"L-FINESSE" BY LEXUS WELCOMES CUSTOMERS WITH A BRAND NEW BOUTIQUE AT ASSIMA MALL

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ALSAYER & BAHRAH OPENS KARCHER ZONE IN ALRAI SHOWROOM

BTC, a subsidiary of ALSAYER Group, proudly announces the inauguration of the Karcher Zone at the Bahrah Alrai showroom—a remarkable display of cutting-edge cleaning technology that exemplifies our unwavering dedication to sustainability.

Karcher, a renowned global leader in cleaning solutions, shares our vision of promoting sustainability and environmental responsibility. The showcased range of cleaning machines in the Karcher Zone embodies this commitment, with a strong emphasis on energy efficiency, water conservation, and reduced environmental impact.

A key aspect of Karcher’s sustainability focus lies in their pursuit of energy-efficient cleaning solutions. The cutting-edge machines featured in the Karcher Zone employ advanced technologies that optimize energy usage while maintaining exceptional cleaning performance. By leveraging features like intelligent power management and efficient motors, these machines significantly reduce energy consumption, resulting in lower carbon emissions and a reduced environmental footprint.



Water conservation is another vital area where Karcher excels. Many of their cleaning machines are meticulously engineered to minimize water usage through intelligent water flow control systems and specialized nozzles. This thoughtful design ensures that water is utilized efficiently, minimizing waste and promoting responsible water management practices.

Moreover, Karcher’s commitment to sustainability extends to the use of environmentally friendly cleaning agents. These machines prioritize the use of eco-friendly detergents and cleaning additives, minimizing the release of harmful chemicals into the environment without compromising the effectiveness of the cleaning process.

BTC, in collaboration with Karcher, is steadfast in our dedication to promoting sustainable practices not only within our own operations but also across industries in Kuwait. By offering the latest advancements in cleaning technology through the Karcher Zone, we empower businesses and industries with tools that are not only efficient and effective but also environmentally responsible.

Through this partnership, we strive to contribute to Kuwait’s sustainability goals by providing organizations with the means to improve their cleaning practices while minimizing their environmental impact. We firmly believe that adopting sustainable cleaning solutions is crucial for creating a greener future, and the Karcher Zone stands as a testament to our unwavering commitment to realizing that vision.

[READ MORE](#)





OPENING OF BRAND NEW SCHOOL RGS GUILDFORD MUSCAT

ALSAYER Group, a prominent conglomerate, recognized the importance of investing in the education sector to foster knowledge and skill development. Sama Education company, a subsidiary of ALSAYER, was established to deliver high-quality educational opportunities to students in the region. To further this commitment, ALSAYER partnered with RGS, renowned for its academic excellence, to bring their expertise to Muscat, Oman.



The collaboration between Sama Education and RGS resulted in the creation of a state-of-the-art school in Muscat. The facility caters to children aged 3 to 9 years old, providing them with an exceptional learning environment. The school integrates modern educational practices, advanced technologies, and a comprehensive curriculum to ensure holistic development.

ALSAYER Group's sustainability commitment is reflected in this expansion project. Al Razzi Holding, another ALSAYER subsidiary, plays a crucial role in supporting the venture's sustainable development goals. The project prioritizes eco-friendly practices, resource efficiency, and environmental conservation. The school is designed with sustainable materials, energy-efficient systems, and water management solutions to minimize its ecological footprint.

The establishment of the school in Muscat has significant positive implications for the local community. It creates employment opportunities, boosts the local economy, and enhances the educational landscape. The school aims to nurture talented individuals, equipping them with the skills needed to contribute to Oman's sustainable development and future growth.

ALSAYER Group's expansion into the education sector through Sama Education company and its collaboration with RGS highlights its commitment to sustainable growth. By establishing a cutting-edge school in Muscat, ALSAYER provides children with exceptional educational opportunities while prioritizing sustainability. This case study demonstrates how ALSAYER Group leverages its resources and expertise to make a positive impact on the education sector, the environment, and the community.



ALSAYER GROUP DEMONSTRATES SUSTAINABLE SUCCESS, SECURING #42 RANKING ON FORBES MIDDLE EAST'S TOP 100 ARAB FAMILY BUSINESSES LIST FOR 2023



Achieving a remarkable milestone, ALSAYER Group has emerged as a true success story, garnering recognition on Forbes Middle East's prestigious Top 100 Arab Family Businesses List for 2023. The list, which highlights the region's most outstanding legacy businesses, showcases ALSAYER Group's exceptional achievements as it claims an impressive #42 ranking.

With an unwavering commitment to excellence and a rich legacy spanning years, ALSAYER Group has established

itself as a beacon of success within the MENA region. The company's remarkable journey has been fueled by a strong entrepreneurial spirit and a relentless drive for innovation.

As a prominent player in the business landscape, ALSAYER Group has demonstrated exceptional leadership, strategic vision, and a strong commitment to sustainability. Their dedication to maintaining a forward-thinking approach and embracing emerging trends has propelled them to the forefront of the industry.

The #42 ranking on Forbes Middle East's exclusive list is a testament to ALSAYER Group's unwavering focus on growth, resilience, and adaptability. Their ability to navigate through challenges and seize opportunities has enabled them to thrive in a highly competitive market.



COLLABORATION WITH PRINCIPALS

(2-29, 3-1, 3-2, 3-3)

At ALSAYER Group, we have established partnerships with renowned and reliable original equipment manufacturer (OEM) principals, making us the distributor of Toyota Motor Corporation Japan in Kuwait. As a dealer, ALSAYER Group plays a crucial role as the interface between the OEM and the end customer. We act as an extended arm and a keen observer for our OEM, providing valuable market insights and customer feedback to help improve their offerings.

Automotive retail is a globally challenging business with low-profit margins, requiring a comprehensive approach to

leverage all available revenue opportunities such as new car sales, after-sales services, used cars, finance, insurance, and more. The increasing complexity and new technologies in cars demand substantial investments and specialized technological skills, leading to higher training and personnel costs.

ALSAYER Group has consistently met the OEM's requirements in terms of financial health, managerial capabilities, size/concentration, customer satisfaction index (CSI) in sales and after-sales, sales support (e.g., fleet and stock management), after-sales support (e.g., customer care and technical training),

finance and accounting, IT systems, human resources, claims management, and marketing. Through our dedication to excellence, we strive to be the best in town, continuously improving and implementing the Kaizen philosophy.

As the distributor of Toyota Motor Corporation Japan in Kuwait, ALSAYER Group ensures that we uphold the brand's values, deliver exceptional customer experiences, and maintain the highest standards in all aspects of our operations.



CASE STUDY

Localization of Lube Oil (Reducing logistic carbon footprint)



ALSAYER Group, through its subsidiary ALSAYER Engineering, has made a successful foray into the local blending of automotive lubricants in Kuwait. These lubricants, branded under ABAAR, have gained a reputation for their outstanding quality and performance on a global scale. The blending process takes place at the Kuwait National Lube Oil Company (KNLOC) factory.

The ABAAR product lineup, blended at KNLOC under ALSAYER Group's guidance, offers a comprehensive range of automotive lubricants. This includes mineral oil for gasoline and diesel engines, gear oils, automatic transmission fluids (ATF), radiator coolant, and hydraulic oils. Moreover, ALSAYER Group has introduced high-grade synthetic oils in various specifications that meet or exceed international standards set for the latest car engines.

By focusing on local blending, ALSAYER Group's ABAAR brand brings several sustainability benefits to the table. Customers enjoy improved service as the right products are readily available at the right time and at competitive prices. This localized approach also helps to minimize logistical complexities, resulting in reduced carbon footprint associated with transportation and distribution.

In essence, ALSAYER Group, through ALSAYER Engineering and the ABAAR brand, not only ensures customer satisfaction with top-notch lubricants but also demonstrates its commitment to sustainability by optimizing operations and minimizing environmental impact.



BEST PRACTICE INITIATIVE

COFRAN CAMPUS AT THE INTERNATIONAL UNIVERSITY OF KUWAIT

Cofran ignites the competition at IUK campus In support of the GR Yaris Cup sponsors, Toyota Marketing Team recently organized a campus display of racing cars at the International University of Kuwait.



MEMORANDUM OF UNDERSTANDING (MOU) SIGNING CEREMONY BETWEEN GROUP PARTS & LOGISTICS AND ENOC GROUP

[READ MORE](#)

ALSAYER Group recently held a Memorandum of Understanding (MoU) signing ceremony between Group Parts & Logistics and ENOC Group, a leading integrated global energy player. As part of the MOU, ALSAYER Group will be expanding its product line-up to introduce technologically advanced ENOC products including Industrial, Marine and Automotive oil in the Kuwait market to meet the needs of institutional customers.

CHAPTER

4 NATURE



GSAS Certificates

Exploring ESCO Projects for Energy Efficiency

Harnessing Renewable Energy

Water & Waste Management

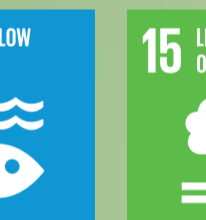
Case Studies

TOYOTA Environmental Challenge 2050

Best Practice Initiatives



SUSTAINABLE DEVELOPMENT GOALS





NATURE



Climate change poses a significant challenge for our industry and the environment. Vehicles account for nearly a quarter of global carbon emissions. We are working to electrify our lineup - sales of hybrid have increased as we expand offerings and drive adoption of lower emissions technologies.

In operations, we focus on reducing environmental impacts. We continually seek ways to decrease energy and water usage through renewable energy, energy-efficient equipment and techniques.

We partner with conservation groups on reforestation and wildlife preservation projects to offset ecological impacts while enhancing the environment. Through determined action, we believe the auto industry can significantly reduce its footprint to support a sustainable future.

GSAS CERTIFICATES

(2-23, 2-24, 3-1, 3-2, 3-3)

ALSAYER Mega Delivery Center Achieves GSAS Platinum Rating

In 2022, ALSAYER Group's commitment to sustainable operations was recognized with an elite certification for the ALSAYER Mega Delivery Center project.

GSAS Platinum Rating

The project achieved a Platinum rating under the Global Sustainability Assessment System (GSAS) awarded by the Gulf Organisation for Research & Development (GORD). This second highest rating under GSAS acknowledges exemplary sustainable operational practices.

Award Ceremony

At a ceremony, GORD Founding Chairman Dr. Yousef Alhorr presented the GSAS Platinum certificate to ALSAYER Chairman Mr. Faisal Bader Al-Sayer.

Enhancing Sustainability Performance

Building on this success, ALSAYER will implement an ESCO (energy service company) model to upgrade systems without financial risk. This aims to attain an outstanding GSAS Diamond rating.

Project Sustainability Features

ALSAYER Mega Delivery Center's efficient design includes a 1MW solar installation, LED lighting, high-performance HVAC, and non-toxic building materials. Regular awareness activities promote ongoing sustainable operations.

GSAS Framework

GORD's GSAS assesses projects' post-construction sustainability from Bronze to Diamond. ALSAYER Mega Delivery Center achieved the second highest rating and continues to strengthen its environmental performance.

The GSAS Platinum certification recognizes ALSAYER's industry leadership in delivering high-quality sustainable buildings that support Kuwait's national vision for a low-carbon future. In the past, other projects of ALSAYER Group that has achieved GSAS Operations with Platinum rating are: ALSAYER Head Office 1 in Free Trade Zone and ALSAYER Showroom located in Aswaq Al Qurain and ALSAYER Fahaheel Service Center



[READ MORE](#)



EXPLORING ESCO PROJECTS FOR ENERGY EFFICIENCY

(3-1, 3-2, 3-3, 302-1, 305-1, 305-2)

ESCO, or Energy Service Company, is a concept where an energy company invests in our buildings to improve energy efficiency and reduce operational costs. Through energy audits and implementing energy-saving measures, the ESCO company helps optimize energy consumption. In return for their investment, the ESCO company receives payback from the resulting energy savings achieved over a specified period.

In our quest for sustainability and energy efficiency, we set our sights on ESCO projects. ESCO offered us the potential to make a significant impact on our energy consumption.

Excited by the idea, we decided to conduct energy audits for three of our buildings with the goal of implementing ESCO. To ensure a smooth and successful transition, we partnered with one of the leading ESCO companies in the industry.

The benefits of ESCO projects were truly enticing. We anticipated savings between 20 to 25%, a reduction in operating costs, and a significant contribution to a greener future. We were determined to make this vision a reality.

However, as we embarked on this journey, we encountered unexpected obstacles. Contract issues arose, making the path to implementing ESCO more challenging than we had anticipated.

Being the first company in Kuwait to pursue this innovative idea, we faced skepticism and resistance from various stakeholders.

We understood that pioneering ideas often come with hurdles to overcome. Though we have not yet implemented the project, we are determined to overcome these obstacles in the coming year.

Our experience has taught us the importance of perseverance, innovation, and collaboration. We have learned that even the most ambitious ideas require patience and dedicated effort to bring to fruition. We are confident that with the right approach and determination, we will overcome these obstacles and successfully implement the ESCO project.

ENERGY CONSUMPTION BY SOURCE

Energy Source	2021 - 2022 Consumption	2022 - 2023 Consumption	Unit
Electricity Consumption	36,071	38,272	MWh
Electrical Grid	34,247	36,340	MWh
Renewable Energy	1,824	1,932	MWh
Total Fuel Consumption (Fleet)	2,147,174	2,056,279	Liters

Scope-1 GHG Emission



Scope-2 GHG Emission





HARNESSING RENEWABLE ENERGY

(3-1, 3-2, 3-3, 305-5)

We have been committed to increasing our use of renewable energy sources since 2015. Over the past 8 years, we have installed solar PV systems across 5 of our major facility locations totaling 1350 kW in generation capacity.

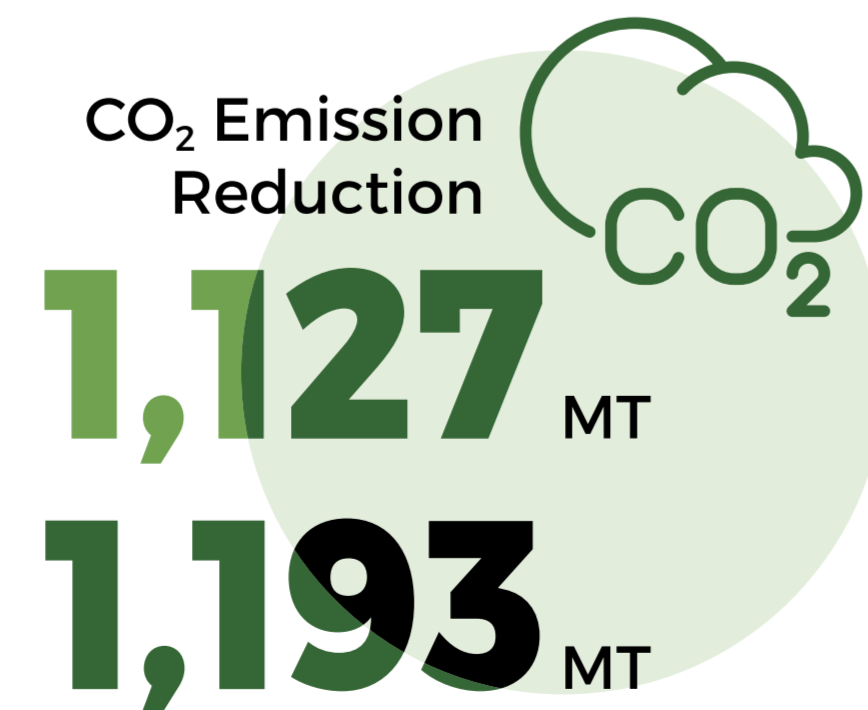
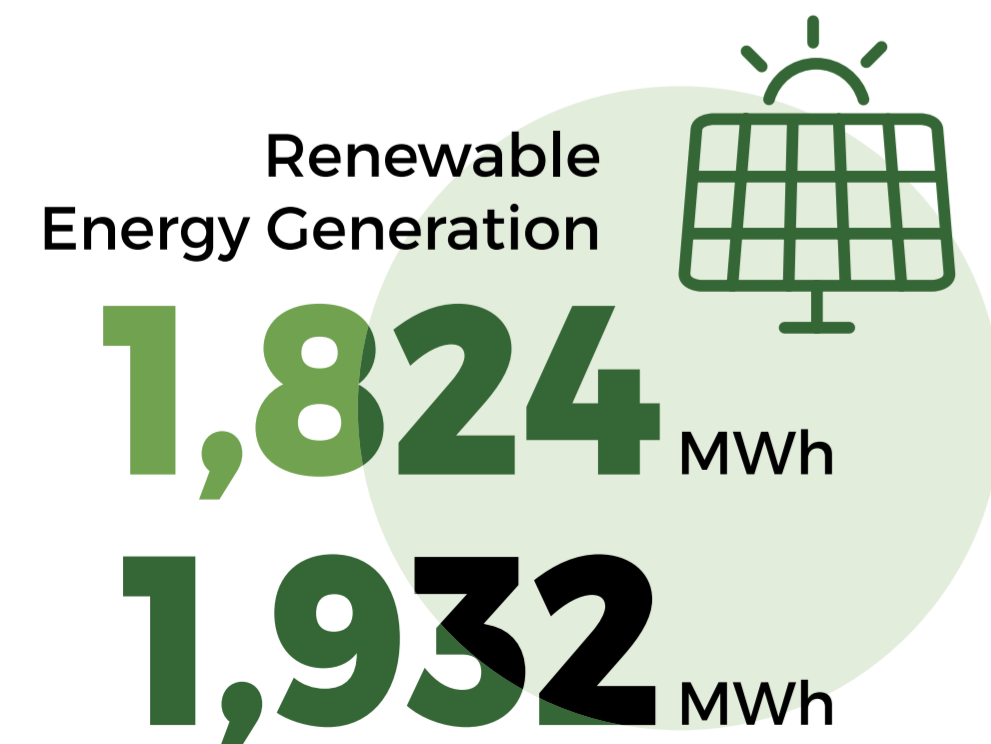
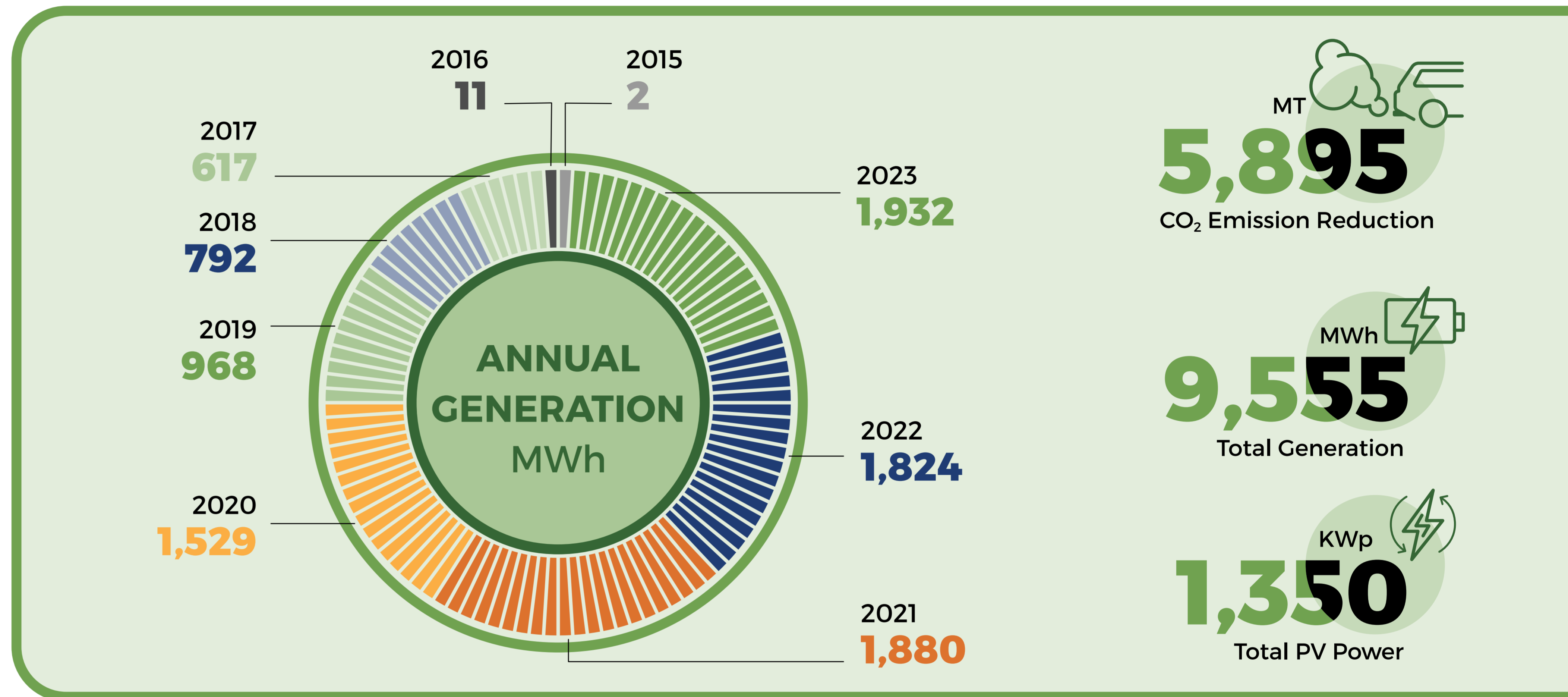
In 2023, these solar arrays generated a total of 9555 MWh of clean energy. This renewable yield equals over 26% of our total annual electricity consumption across ASG.

Renewable Energy Generation since 2015:

- Installation of first 100 kW system in 2015
- Added 3 more sites in 2017 totaling 450 kW
- 2020 expansion to current capacity of 1350 kW

By harnessing renewable sources like solar, we are able to source a significant portion of our power needs from clean, carbon-free energy. This supports our goal of reducing our carbon footprint 6% by 2025.

Going forward, we will explore additional locations for solar and opportunities for battery storage. Ramping up our renewable capacity plays a key role in advancing our sustainability commitment.



● 2021/2022 ● 2022/2023

Location	Capacity
Toyota showroom At Jahra	100 KWP
Toyota & Lexus Showroom at Aswaq Al Qurain	100 KWP
Toyota Service Center at Fahaheel	100 KWP
RAC Ahmadi	50 KWP
Mega Delivery Center at Ardyia	1 MWP





WATER & WASTE MANAGEMENT

(3-1, 3-2, 3-3, 303-1, 303-2, 303-5, 306-1, 306-2, 306-3, 306-4)

ALSAYER Group places a strong emphasis on water conservation in its facilities, recognizing the impact on our carbon footprint as Kuwait relies on desalination plants for water sources.

By implementing sensor taps in ALSAYER Washrooms, we achieve significant water savings, improved hygiene, and up to 70% lower flow rates compared to traditional taps.

Our Mega Building incorporates environment-friendly practices, including a two-tunnel automated car wash with water recycling, enabling us to reuse up to 80% of the water. Additionally, our adoption of steam car wash methods ensures efficient and hygienic cleaning without chemicals, contributing to water conservation and cost reduction.

Proper waste management is essential for environmental protection and public health, considering the significant environmental impacts and risks associated with waste disposal. Waste segregation is crucial for preserving the Earth and mitigating adverse effects on the ecosystem.

ALSAYER Group is committed to comprehensive waste management, encompassing the entire process from generation to disposal, including collection, transportation, processing, recycling, and responsible disposal methods.

At ALSAYER Group's service locations, such as Toyota and Lexus, waste is primarily generated from batteries, metal auto components, tires, and oils, with used oil constituting the majority of the waste. To address wastewater, Oil Water Separators are installed at these service locations.

ALSAYER offices also facilitate proper waste management through the provision of separate bins for paper, plastic, and other waste materials. The Group ensures responsible waste disposal by partnering with approved waste disposal contractors recognized by the Kuwait Environmental Protection Authority.

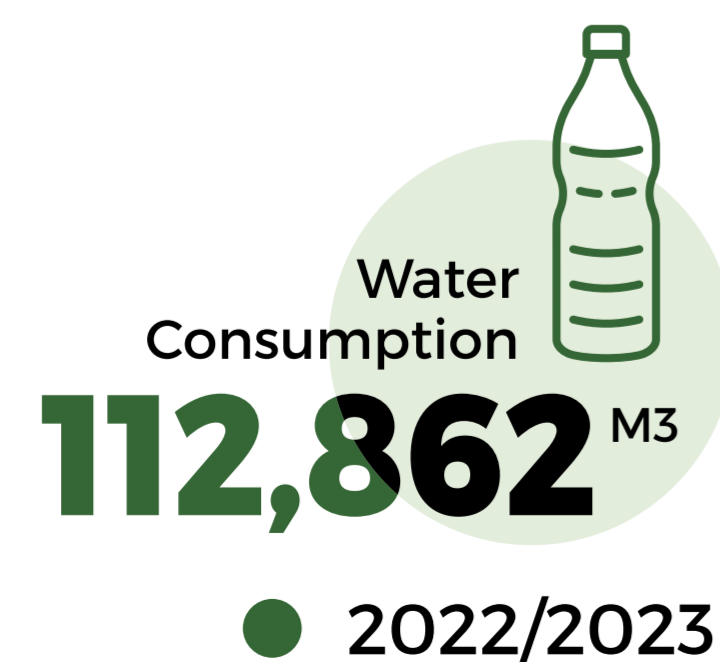
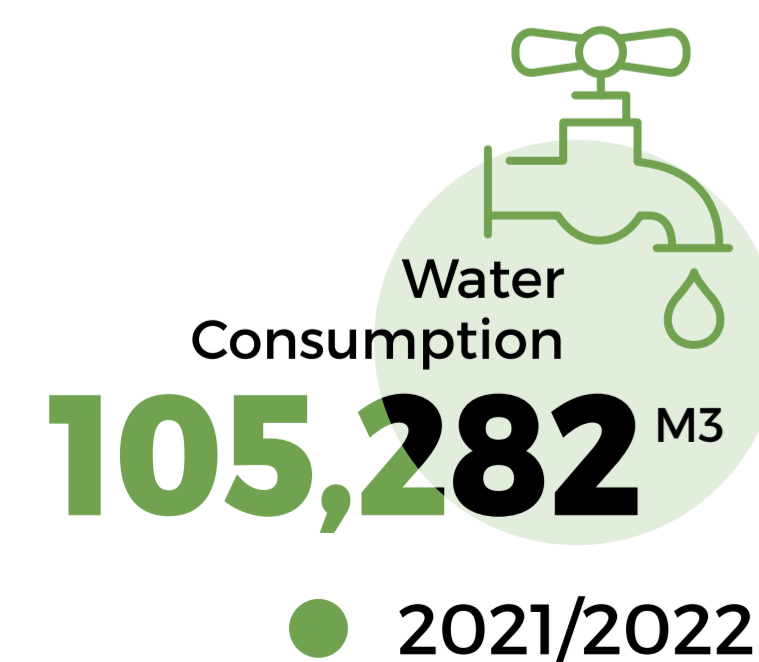


CARTON

Location	Quantity (Kg)
Warehouse	262,195
Accessories	23,655
CBS	32,341

PAPER

Location	Quantity (Kg)
KFTZ1	230



WASTE COLLECTION - SERVICE BRANCHES (2022 & 2023 COMBINED)

Aluminum 2,359 (KG)	Metal 45,321 (KG)	Drum 1,192 (PCS)
Plastic 11,667 (KG)	Cast Iron 13,146 (KG)	Scrap Parts 47,817 (KG)
Tire 667 (PCS)	Battery 8,395 (PCS)	Waste Oil 3,510,703 (L)



CASE STUDY

SDG Goals Reducing Waste through Solvent Recycling

SOLVENT (THINNER) RECYCLING IN BODY & PAINT

Installed in 3 locations, Lexus B&P, Toyota Ahmadi B&P & CBS B&P.

We are committed to minimizing our environmental impact. One area we have focused on is reducing waste from our body shop operations in Toyota & Lexus.

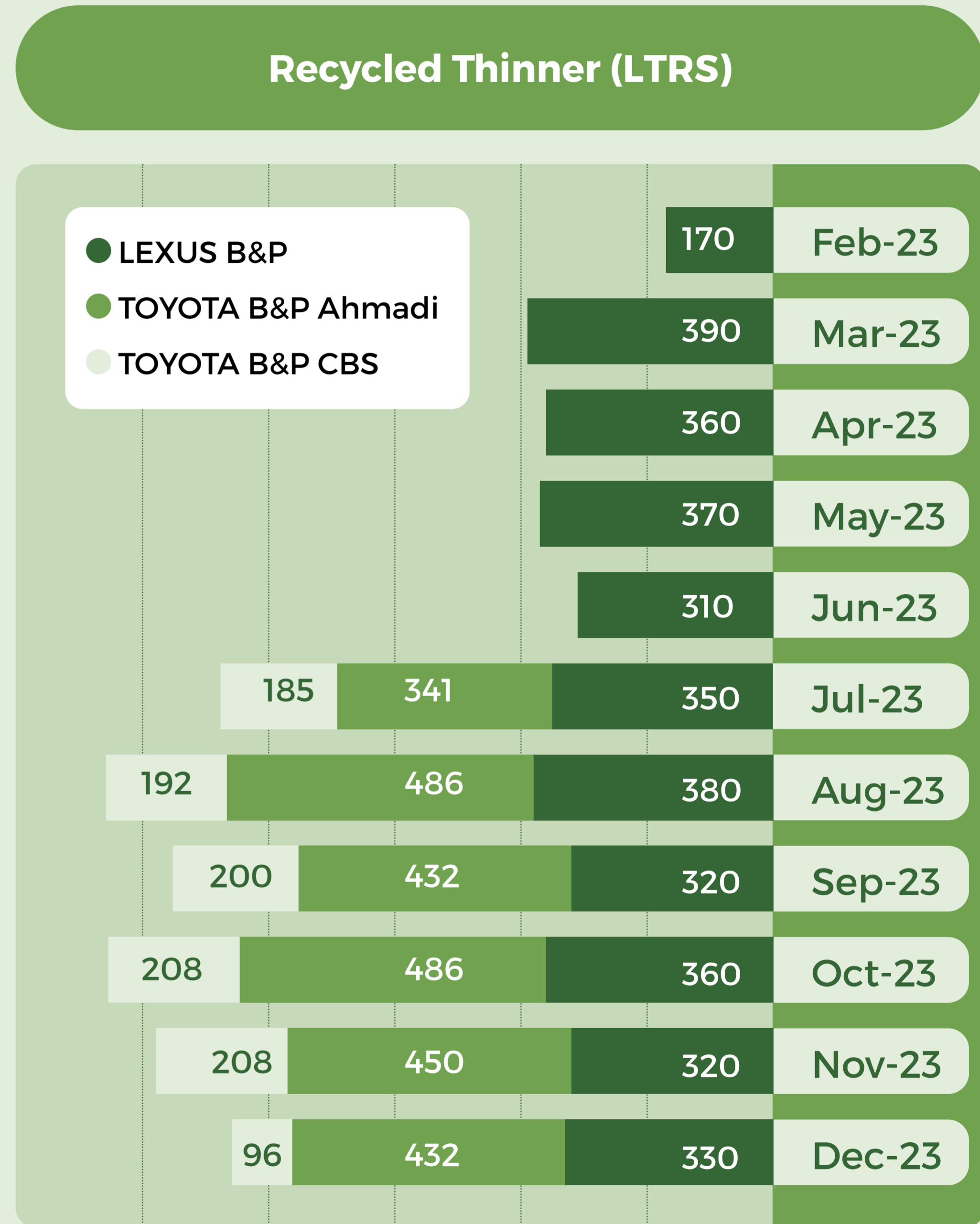
Traditionally, when thinners are used to clean paint guns and equipment, the used thinner becomes contaminated and must be disposed of as hazardous waste. However, we have invested in a solvent recycling machine that allows us to recycle up to 95% of the used thinner.

The machine extracts reusable thinner from the contaminated waste, leaving behind a small amount of hazardous sludge for proper disposal. The recycled thinner is then filtered and can be reused in the body shop process.

This solvent recycling machine has provided several benefits:

- Reduced our waste disposal costs by minimizing hazardous waste output
- Lowered thinner purchases by reusing recycled thinner
- Decreased our environmental footprint by reducing thinner being sent to landfills

Going forward, we plan to optimize our thinner recycling process further to extract even more reusable solvent. By continuing to invest in more sustainable practices like this machine, we are lowering our impact while also improving our bottom line.





CASE STUDY

Kuwait Afforestation Initiatives

ALSAYER GROUP ENGAGEMENT IN KUWAIT AFFORESTATION

In 2022, ALSAYER Group took meaningful steps to support afforestation efforts in Kuwait. As part of our commitment to sustainability and carbon neutrality targets, we partnered with Toyota Motor Corporation to plant over 600 native trees across the country.

Tree Planting Campaign

In December 2022, ALSAYER Group volunteers came together for a tree planting campaign. We planted 693 saplings of various tree species, including Neem and Sidr, in several key locations:

- ALSAYER farm in Sulaibiya
- ALSAYER Group Headquarters in Shuwaikh
- Saad Bin Obada School in Adeiliya Governorate

A group of ALSAYER employees volunteered their time to participate. We were also supported by members of the Kuwait Green Hands environmental group.



Raising Environmental Awareness

The goal of the campaign was to raise environmental awareness, especially among Kuwait's youth. By volunteering and planting trees together, we aimed to educate people on the importance of afforestation for combating climate change.

Continued Commitment to Sustainability

Taking small actions like planting trees can have meaningful long-term impacts on our communities and the environment. ALSAYER Group remains committed to supporting afforestation efforts as part of our sustainability and carbon neutrality goals. Together, through initiatives large and small, we can all work to restore nature and fight climate change for future generations.





CASE STUDY

Electricity and Fuel Reduction Initiatives

DRIVING TOWARDS CARBON NEUTRALITY

AC Scheduling Upgrade:

- Upgraded HVAC system at Aswaq Alqurain showroom for intelligent monitoring and scheduling.
- Samsung assisted in optimizing energy use based on operational hours.



Increasing Hybrid Vehicle Share:

- Hybrid vehicles accounted for 22.2% of ALSAYER's internal fleet in 2022.
- Actions taken included substituting 2 regular cars with Corolla Hybrids and adding various other hybrid models.
- A total of 14 new hybrids replaced older vehicles.



Refillable Gas Cylinders:

- Reduced single-use AC gas cylinder waste by implementing refillable cylinders.
- Over 200 cylinders were avoided through this initiative.



Renewable Energy Target:

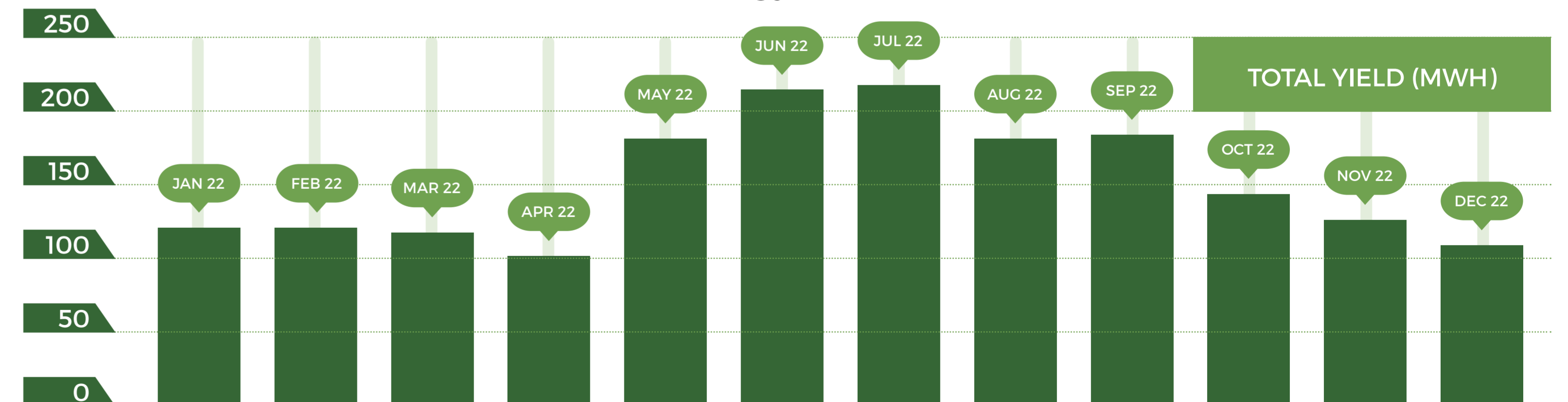
- Set an annual renewable energy generation target of 1880 MWh.
- In 2022, achieved 97% of the goal with an actual output of 1824 MWh.
- In 2023, achieved 102% of the goal with an actual output of 1932 MWh.



Refillable Gas Cylinders - 2022 Data

BRANCH	Refillable cylinders usage 2022	Type of refrigerant	Total refrigerant waste quantity eliminated	CO ₂ equivalent avoided per branch
Rai-1	32	R 134A	16 Kg	22.9 Metric tons of CO ₂
Rai-2	21	R 134A	10.5 Kg	15 Metric tons of CO ₂
CBS	12	R 134A	6 Kg	8.6 Metric tons of CO ₂
Ahmadi	30	R 134A	15 Kg	21.4 Metric tons of CO ₂
Jahra	9	R 134A	4.5 Kg	6.4 Metric tons of CO ₂
Total	104	R 134A	52 Kg of R 134A	74.3 Metric tons of CO₂

Renewable Energy Generation - 2022



Various projects have significantly contributed to lowering ALSAYER's carbon footprint from electricity and transportation. Ongoing energy monitoring and optimization efforts will continue to support our commitment to carbon neutrality.



CASE STUDY

Transforming Tents into Sustainable Cottages

ALSAYER'S REUSE INITIATIVE

ALSAYER Spring Camp

- ALSAYER Spring Camp offers a serene retreat for employees and their families, promoting happiness and wellbeing.
- Located within ALSAYER Farm, it provides a safe environment with green spaces and fresh air.
- The camp features sports facilities, including Table Tennis and Football Soccer, as well as trampolines and bouncers for children. It can accommodate 700 to 1000 individuals weekly, fostering community engagement.
- The camp hosts various employee events, celebrations, and sports tournaments. Emphasizing sustainability, it operates on solar energy and encourages recycling.

- In a remarkable display of sustainability, ALSAYER Group took a pioneering step to transform camp tents into eco-friendly cottages. By reusing 416 sandwich panels, ALSAYER successfully created 32 comfortable and sustainable cottages.
- This innovative initiative significantly reduces waste and promotes resource conservation. By repurposing the panels, ALSAYER minimizes the demand for new materials, reducing the environmental impact associated with production and disposal.
- The transformation from tents to cottages offers numerous benefits. The cottages provide a more durable and long-lasting accommodation option compared to traditional tents, contributing to resource efficiency. The use of sandwich panels ensures excellent thermal insulation.
- This transformation exemplifies ALSAYER's dedication to sustainability and showcases the potential for creative solutions in reducing environmental impact. By repurposing tents with sandwich panels, ALSAYER has not only created comfortable cottages but also demonstrated their commitment to responsible and innovative practices in the pursuit of a more sustainable future.





TOYOTA ENVIRONMENTAL CHALLENGE 2050



WHAT PROGRESS HAVE WE MADE IN KUWAIT TO SUPPORT CHALLENGE 2050?

Carbon:

- (43)% of Toyota and Lexus models have an electrified option
- (11) electrified Toyota and Lexus models in Kuwait
- 4 GSAS certified Green buildings
- Over 1800 mWh of annual renewable energy generation

Water:




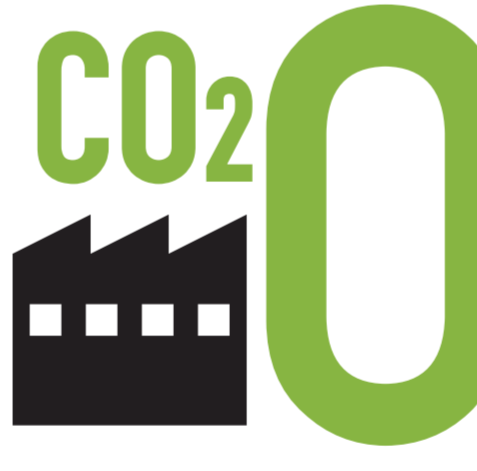
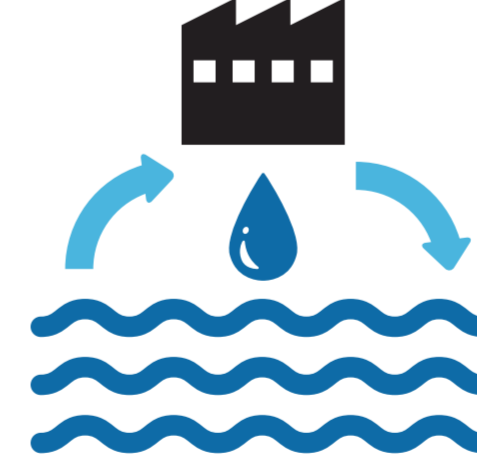

- Over 11,000 m³ of water saved annually thanks to the steam carwash machines in service branches and greywater recycling plant in PDI.

Materials:

- Over 320 metric tons of carton waste is recycled or reused annually in addition to batteries, metal auto components, tires, and oils.

Biodiversity:

- (693) Native tree saplings were planted across Kuwait

ENVIRONMENTAL ISSUES	CHALLENGE 2050 GOALS
Extreme weather phenomena attributed to GHG emissions (climate change)	 <p>Eliminate almost all CO₂ emissions from new Toyota vehicles</p> 
Aggravated air pollution in cities	 <p>Eliminate all CO₂ emissions from Toyota facilities and processes</p>
Water shortages due to population growth	 <p>Ensure all Toyota facilities and processes conserve and protect water resources</p>
Resource depletion	 <p>Ensure all Toyota facilities and processes support a recycling-based society</p>
Ecosystem fragmentation Biodiversity loss	 <p>Ensure all Toyota facilities and processes operate in harmony with nature</p>



BEST PRACTICE INITIATIVES

SUSTAINABILITY EDUCATION TOUR

ALSAYER Group has organized a sustainability education tour to Gulf Organization for Research & Development (GORD) in Qatar for a team of 30 members from Kuwait University College of Architecture including students and faculty. The education tour was planned as part of the strategic partnership between ALSAYER Group, Kuwait University and GORD and a continuation of joint activities envisaged to promote green buildings in the Gulf region.

Students from Kuwait University's College of Architecture benefitted from the tour of Qatar's iconic projects, focusing on sustainability best practices achieved through the implementation of the Global Sustainability Assessment System (GSAS).



GORD



READ MORE



Graduation Ceremony of Kuwait University Students Sponsoring College of Architecture Graduation Ceremony 2022





BEST PRACTICE INITIATIVES



PLANTING 3000 SEEDLINGS IN GHADI DESERT

ALSAYER Group, in collaboration with the Kuwait Institute for Scientific Research and the United Nations, has undertaken a commendable initiative by planting 3,000 seedlings in Ghadi Desert. This effort aligns with the goal of promoting sustainability and contributing to the development of a new Kuwait.



CHAPTER

5 WELL-BEING



- Prioritizing Employee Well-Being
- Risk Assessment and Prevention
- Recruitment Practices
- Compensation & Equal Opportunities
- Workforce Nationalization
- Transparency and Communication
- Employees' Health & Safety
- Training & Education
- Employee Retention and Engagement
- Best Practice Initiatives



SUSTAINABLE DEVELOPMENT GOALS





PRIORITIZING EMPLOYEE WELL-BEING

(2-23, 2-24, 3-1, 3-2, 3-3)

ALSAYER GROUP'S INITIATIVES FOR UPHOLDING HUMAN RIGHTS

ALSAYER Group, a leading organization committed to ethical practices, sustainability, and the principles of the United Nations Global Compact (UNGC), places a strong emphasis on prioritizing the well-being of its employees while upholding human rights. In alignment with the UNGC's 10 principles, ALSAYER Group has implemented a comprehensive range of initiatives to ensure a supportive and thriving work environment. By implementing initiatives focused on health and safety, work-life balance, career development, employee recognition, and transparency, ALSAYER Group aligns with the UNGC principles, ensuring a supportive and empowering work environment. The organization's dedication to uphold human rights and promoting employee well-being reflects its commitment to sustainability, responsible business practices, and the UNGC's principles.





RISK ASSESSMENT AND PREVENTION

(2-23, 2-24, 2-25, 3-1, 3-2, 3-3)

ALSAYER Group recognizes the importance of identifying and mitigating risks that may impact employee well-being. In accordance with UNGC Principles. We have implemented the following initiatives:

- **Comprehensive Risk Assessments:** ALSAYER Group conducts regular risk assessments across its operations to identify potential hazards and assess their impact on employee well-being. This includes evaluating physical, psychological, and social risks in the workplace.
- **Prevention and Remediation Measures:** Based on the findings of risk assessments, ALSAYER Group implements preventive measures to minimize risks and create a safe working environment. This involves implementing safety protocols, providing necessary safety equipment, and addressing potential issues promptly.
- **Physical Risk Assessment:** ALSAYER Group may assess physical risks in the workplace, such as potential hazards related to machinery, equipment, or infrastructure. We identify the risk of slips, trips, and falls and implement preventive measures like regular maintenance of flooring, installation of handrails, and providing non-slip footwear to employees.
- **Psychological Risk Assessment:** ALSAYER Group evaluate psychological risks that can impact employee well-being, such as work-related stress or bullying. ALSAYER Group conduct surveys or interviews to gather feedback from employees and identify areas of concern. Based on the findings, they may introduce measures like stress management programs, employee assistance programs, or anti-bullying policies to address these risks.
- **Social Risk Assessment:** ALSAYER Group assess social risks that can affect employee well-being, such as discrimination or harassment based on gender, race, or religion. They may establish a clear code of conduct, provide training on diversity and inclusion, and implement reporting mechanisms to address such issues promptly. Additionally, they may foster a supportive and inclusive work culture through initiatives like employee resource groups or mentorship programs.
- **Safety Protocols and Equipment:** ALSAYER Group implement safety protocols and provide necessary safety equipment to minimize physical risks. For instance enforce the use of personal protective equipment (PPE) like helmets, gloves, or safety goggles in areas where employees are exposed to potential hazards. Also conduct regular training sessions to ensure employees understand and adhere to safety procedures.
- **Prompt Issue Resolution:** ALSAYER Group establish effective mechanisms for reporting and addressing potential issues related to employee well-being. We encourage employees to report any concerns or incidents through confidential channels and ensure that appropriate actions are taken in a timely manner. This can include conducting investigations, providing support to affected employees, and implementing measures to prevent similar incidents in the future.





RISK ASSESSMENT AND PREVENTION

(2-23, 2-24, 2-25, 3-1, 3-2, 3-3, 205-2)

By prioritizing health and safety, work-life balance, career development, employee recognition, and transparency, ALSAYER Group demonstrates its commitment to the UNGC's principles. The organization's comprehensive initiatives promote the well-being and rights of its employees while contributing to a sustainable and inclusive workplace. Through its ethical practices, sustainability efforts, and commitment to responsible business, ALSAYER Group sets a positive example for other organizations, fostering a culture of respect, fairness, and environmental stewardship.

HUMAN RIGHTS PRINCIPLES:

ALSAYER Group adheres to the UNGC's Principle 1 (Businesses should support and respect the protection of internationally proclaimed human rights) by integrating human rights considerations into its policies and practices. The organization ensures that its recruitment, retention, and training processes are conducted in accordance with human rights standards, promoting equal opportunities and non-discrimination.

LABOR PRINCIPLES:

ALSAYER Group upholds the UNGC's Principles 3, 4, 5, and 6 (Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining, the elimination of all forms of forced and compulsory labor, the effective abolition of child labor, and the elimination of discrimination in respect of employment and occupation). The organization strictly prohibits forced labor, child labor, and any form of discrimination within its workforce. It respects employees' rights to freedom of association and collective bargaining, fostering a fair and inclusive work environment.

ENVIRONMENTAL PRINCIPLES:

ALSAYER Group aligns with the UNGC's Principles 7, 8, and 9 (Businesses should support a precautionary approach to environmental challenges, undertake initiatives to promote greater environmental responsibility, and encourage the development and diffusion of environmentally friendly technologies). The organization implements sustainable practices to minimize its environmental impact, including energy and water conservation, waste management, and the adoption of eco-friendly technologies. It conducts regular environmental risk assessments to identify and mitigate potential environmental hazards.

ANTI-CORRUPTION PRINCIPLE:

ALSAYER Group adheres to the UNGC's Principle 10 (Businesses should work against corruption in all its forms, including extortion and bribery). The organization maintains a zero-tolerance policy towards corruption and bribery, ensuring transparency, integrity, and accountability in all its business operations. It promotes ethical conduct and provides training to employees on anti-corruption practices.

2022-2023
53 Employees
Attended Anti-corruption
policies and procedures
Training



United Nations
Global Compact





RECRUITMENT PRACTICES

(202-2, 405-1)

ALSAYER Group is committed to fair and ethical recruitment practices, aligning with UNGC Principles. We ensure following initiatives are in our workplace:

- **Non-Discrimination and Equal Opportunity:**
ALSAYER Group promotes non-discrimination and equal opportunity in its recruitment processes. This includes adopting fair hiring practices, providing equal access to employment opportunities, and evaluating candidates solely based on their qualifications and abilities.
- **Transparent Recruitment Procedures:**
The organization maintains transparent recruitment procedures, clearly outlining job requirements, qualifications, and selection criteria. This ensures fairness and provides equal opportunities for all applicants.

Driving Success through Open Recruitment and Global Talent Acquisition

ALSAYER Group runs Open Recruitment Days, providing opportunities for candidates to explore diverse career options within the organization. Additionally, the company launched external recruitment campaigns to attract talent from around the world. ALSAYER Group's Technical training center implemented paperless assessments to streamline the recruitment process and to promote sustainability.





COMPENSATION & EQUAL OPPORTUNITIES

(2-18, 2-20, 2-21, 2-23, 2-24, 2-25, 2-26, 3-1, 3-2, 3-3)

At ALSAYER Group, we have established comprehensive programs to ensure that all our employees are treated with respect and dignity. Our approach to compensation and benefits is market-based and competitive, informed by periodic benchmarking and analysis. We are committed to upholding the rights of our workforce, which includes providing equal pay for equal work and compensation levels that meet the basic requirements.

We strongly believe in equal opportunity and strive to create an inclusive working environment free from discrimination based on gender, race, nationality, age, disability, or ethnicity. To ensure fairness, we conduct regular internal compensation reviews to identify any potential pay gaps. These reviews take into account factors such as performance, job description, experience, time in role, and other relevant considerations. If any inequities are identified, we take prompt and necessary actions to address them and provide more equitable opportunities.

Our Code of Conduct strictly prohibits the employment of underage labor and ensures fair wages and benefits, fair treatment, anti-harassment measures, non-discrimination practices, fair working conditions, employee well-being, and the protection of personal information in compliance with local laws and regulations. Our approach to labor and human rights is based on a comprehensive due diligence process, where we regularly identify and assess any risks in our operations and take appropriate actions to mitigate them.

At ALSAYER Group, we also have a rank structure in place to hierarchically position our employees based on their roles, responsibilities, level of expertise, and proficiency in skills required to perform their assigned jobs.



Commitment to recognizing and valuing employee efforts at all levels

ALSAYER Group conducts yearly appraisals for all employees, including top management, to evaluate individual performance based on skills, achievements and contributions. These appraisals determine the allocation of benefits and promotions, ensuring fair distribution aligned with roles and responsibilities. Performance assessment is linked to compensation and advancement opportunities, creating a transparent and merit-based system. We continuously improve to foster an environment where employees thrive and contribute.



WORKFORCE NATIONALIZATION

(2-7, 2-29, 3-1, 3-2, 3-3, 202-2)



ALSAYER Group has demonstrated its commitment to workforce nationalization by actively encouraging the employment of Kuwaiti nationals within its organization. The group has implemented various efforts to support this objective:

- 1. Recruitment and Outreach:** The ALSAYER Group proactively reaches out to Kuwaiti job seekers through targeted recruitment campaigns and partnerships with local educational institutions. By actively promoting job opportunities within the company to Kuwaiti nationals to attract a larger pool of local talent.
- 2. Training and Development:** The group invests in the training and development of Kuwaiti employees to enhance their skills and capabilities. Through specialized programs and initiatives, ALSAYER Group provides opportunities for Kuwaiti nationals to acquire the necessary skills and knowledge required for their roles, enabling career growth within the organization.
- 3. Internship and Graduate Programs:** ALSAYER Group offers internship and graduate programs that provide hands-on experience and exposure to the industry for Kuwaiti students and graduates. These programs serve as a platform for young Kuwaitis to gain practical skills and develop their professional networks, with the potential for future employment within the company.
- 4. Collaboration with Government:** ALSAYER Group collaborates with the Kuwaiti government and relevant authorities to align its workforce nationalization efforts with national goals and initiatives. By working closely with the government, the group ensures compliance with regulations and utilizes government support programs and incentives to promote Kuwaiti employment.
- 5. Diversity and Inclusion:** The ALSAYER Group promotes a diverse and inclusive work culture, valuing the contributions of employees from various backgrounds. By fostering an environment that respects and appreciates individual differences, the group encourages Kuwaiti nationals to join and thrive within the organization.
- 6. Career Growth and Opportunities:** ALSAYER Group provides career growth opportunities for Kuwaiti employees, offering them avenues for advancement and leadership roles within the company. This approach not only supports workforce nationalization but also enables the development of local talent and expertise.

Percentage of Kuwaiti pension & non-pension employees	
2020	1.9%
2021	1.8%
2022	1.8%
2023	1.7%

ALSAYER GROUP HR PARTNERS FOR NATIONAL JOB FAIR

ALSAYER Group HR partners for National Job Fair “Watheefti 2023 with strategic objective encouraging Kuwaiti National to build their careers in the Private Sectors





TRANSPARENCY AND COMMUNICATION

(2-23, 2-25, 2-26, 3-1, 3-2, 3-3)

ALSAYER Group believes in transparent communication with its employees, adhering to UNGC principles. The organization implements the following initiatives:

Open Channels of Communication: ALSAYER Group encourages open and transparent communication between management and employees. This includes regular employee meetings, suggestion boxes, and feedback mechanisms to ensure employees have a platform to express their concerns, ideas, and suggestions.

Clear Policies and Procedures: The organization maintains clear and accessible policies and procedures related to employee well-being, such as health and safety protocols, work-life balance guidelines, and grievance mechanisms. This promotes transparency and ensures employees are aware of their rights and the available support mechanisms.



Grades/Levels	Announcement for the employee Handbook Policy 
 <p>All Grades / Clusters</p>	<p>Employee Policies and Handbook are available Online on Success factors for all active staff</p> 

CODE OF CONDUCT

(2-23, 205-2, 3-1, 3-2,-3-3)

The ALSAYER Group's Code of Conduct serves as a guiding framework for our employees, outlining the ethical standards and behaviors expected of them.

Respect and Dignity: We promote a culture of respect and dignity, treating all individuals with fairness, courtesy, and professionalism. Discrimination, harassment, or any form of disrespectful behavior is strictly prohibited.

- 1**  Compliance with Laws and Regulations
- 2**  Integrity and Ethics
- 3**  Confidentiality and Privacy
- 4**  Anti Bullying, Anti Fraud, Anti Bribery
- 5**  Health, Safety, and Environment
- 6**  Social Responsibility
- 7**  Reporting Violations



EMPLOYEES' HEALTH & SAFETY

(2-7, 2-23, 2-24, 2-25, 3-1, 3-2, 3-3, 403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8, 403-9)

ALSAYER Group places a high priority on the health and safety of its employees, aligning with UNGC principles. The organization implements the following initiatives:

Occupational Health and Safety Programs: ALSAYER Group develops comprehensive occupational health and safety programs to ensure a safe and healthy work environment. This includes conducting regular safety training, providing personal protective equipment, and implementing safety protocols to minimize workplace hazards.

Health and Wellness Initiatives: The organization promotes employee well-being through health and wellness initiatives, such as providing access to healthcare resources, organizing wellness campaigns, and offering mental health support services. These initiatives aim to enhance employees' physical and mental well-being.



	Number of participants		
	year	2022	2023
First aid training		13	12
Firefighting training		26	63
Safety toolbox training		198	123
Energy management awareness		N/A	37





TRAINING & EDUCATION

(3-1, 3-2, 3-3, 404-1, 404-2, 404-3)


ALSAYER Group is committed to fostering the professional development of its employees, aligning with UNGC principles.

Training Programs: ALSAYER Group offers various training programs to enhance employees' skills and knowledge. This includes technical training, leadership development programs, and workshops on topics like diversity and inclusion, promoting continuous learning and growth.









Educational Support: The organization provides educational support, such as scholarships and tuition reimbursement, to encourage employees to pursue further education and skills development. This initiative enables employees to enhance their qualifications and expand their career opportunities.

[READ MORE](#)



	2022		2023	
	Headcount	Hours	Headcount	Hours
Recruitment	31	126	22	92
Base-Lining and development + Promotion	39	410	40	394






E LEARNING DATA - HRD TRAINING SECTION: WITH HEAD COUNT (BASED ON AN AVERAGE OF 2 HOURS PER MATERIAL AND TEST)

TOTAL HOURS OF TRAINING RECEIVED BY GENDER AND EMPLOYEE CATEGORY BY EMPLOYEE LEVEL	2022				2023			
								
Level 1	NA	NA	NA	NA	NA	NA	NA	NA
Level 2	34	1	NA	NA	24	1	NA	NA
Level 3	72	4	NA	NA	72	3	NA	NA
Total	106	5	NA	NA	96	4	NA	NA

E LEARNING DATA - HRD TALENT MANAGEMENT SECTION : WITH HEAD COUNT (BASED ON AN AVERAGE OF 2 HOURS PER MATERIAL AND TEST)

Level 1	0	0	0	0	8	1	0	0
Level 2	268	8	40	1	152	8	36	1
Level 3	470	21	96	5	56	3	32	2
Level 4	146	5	50	2	260	14	0	0
Total	884	34	186	8	476	26	68	3

BIB DATA (BASED ON AN AVERAGE OF 2 HOURS PER MATERIAL AND TEST)

	2022		2023		TOTAL
					
Level 1	136	0	74	0	210
Level 2	724	16	342	160	1242
Level 3	848	116	448	134	1546
Level 4	8124	1034	3938	1524	14620
Level 5	3908	1102	5462	746	11218
Level 6	22	0	18	0	40
Grand Total	13762	2268	10282	2564	28876



TECHNICAL TRAINING CENTER

(3-1, 3-2, 3-3, 404-1, 404-2, 404-3)

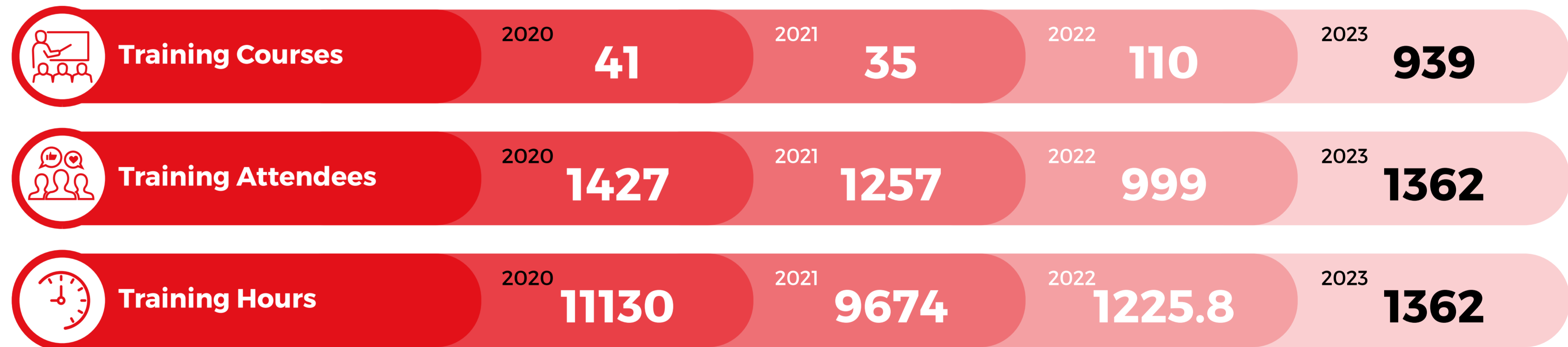
Since its establishment in 1981, the Technical Training Center has been dedicated to equipping our staff with the latest knowledge, information, and skills necessary to provide the best service for our customers' Toyota and Lexus vehicles. Our primary objective is to deliver the "BEST SERVICE IN TOWN." We prioritize training activities that encompass various areas, including General Repair, Body and Paint, as well as Service Advisors (Frontline Staff). By providing comprehensive training in these areas, we ensure that our service operations align with the standards set by Toyota Motor Corporation.

Our goal is to achieve optimal service delivery by standardizing and enhancing the operations of our branches in collaboration with Toyota Motor Corporation. To accomplish this, we have assembled a dedicated team of expert executives who work diligently to maintain our commitment to excellence.

Through continuous training and development, our staff remains up-to-date with the latest advancements in automotive repair and service. This allows us to stay ahead of industry trends and provide our customers with the highest quality service experience.

By partnering with Toyota Motor Corporation and leveraging their expertise, we ensure that our service operations meet and exceed their rigorous standards. This collaboration enables us to deliver exceptional service, enhance customer satisfaction, and uphold the reputation of Toyota and Lexus vehicles in our market.

At the Technical Training Center, we are proud of our heritage in providing top-notch service and our ongoing commitment to excellence. We strive to continuously improve and evolve our training programs to keep pace with the ever-changing automotive industry, ensuring that our staff remains at the forefront of technical knowledge and expertise.



ALSAYER National Skills Contest

We conduct yearly contest for technical & non technical employees covering 5 competing Categories:

1. Technical Category
2. Body Category
3. Paint Category
4. Service Advisor Category
5. Estimator Category (New)

Which is the best practice to improve their skills and performance





EMPLOYEE RETENTION AND ENGAGEMENT

(2-7, 3-1, 3-2, 3-3, 401-1, 405-1)

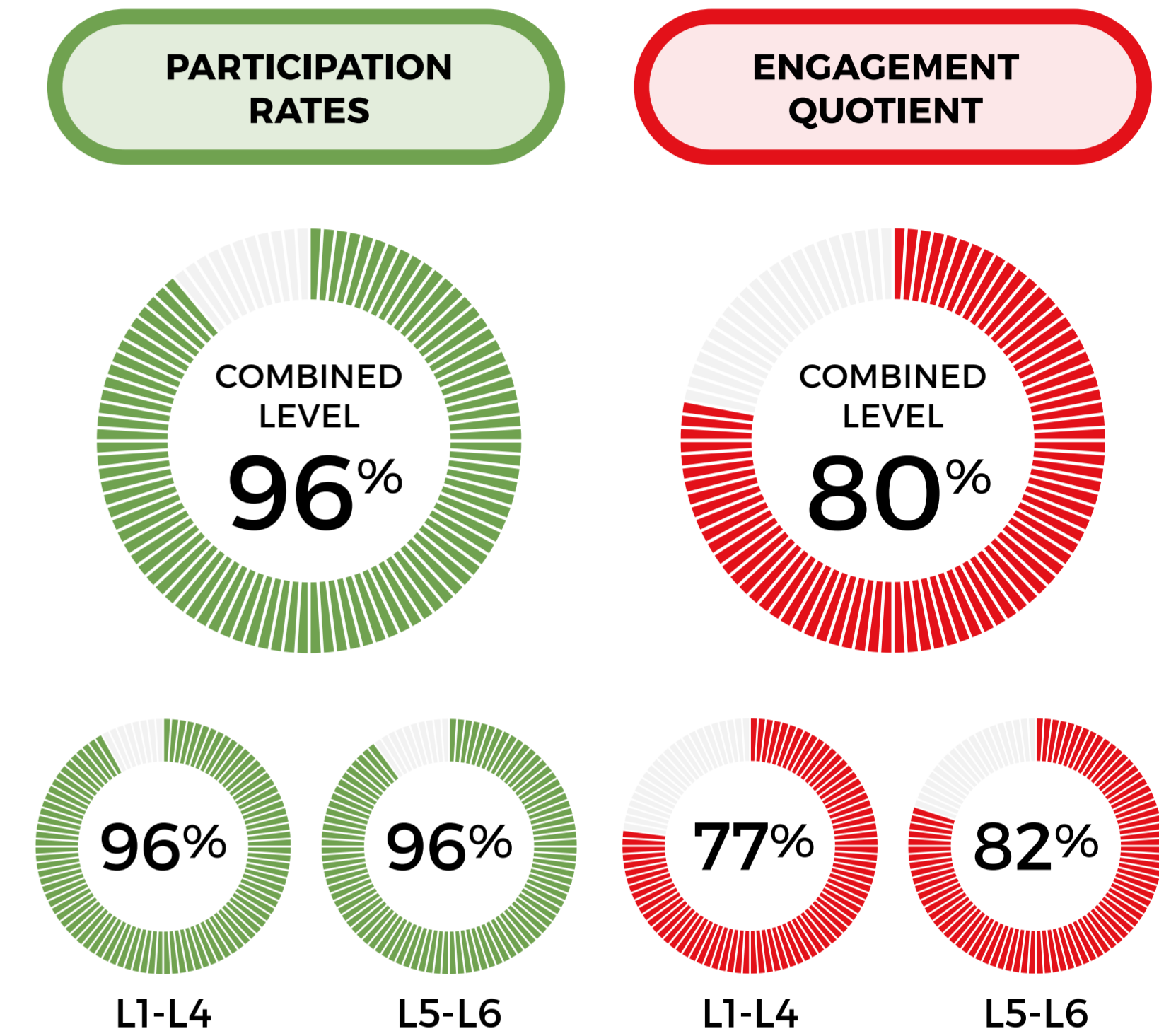
ALSAYER Group recognizes the value of employee retention and engagement, aligning with UNGC principles. The organization implements initiatives to foster a positive work environment:

Employee Recognition and Rewards: ALSAYER Group implements recognition programs to acknowledge and appreciate employee contributions. This includes rewards, incentives, and employee appreciation events, fostering a sense of belonging and motivation.

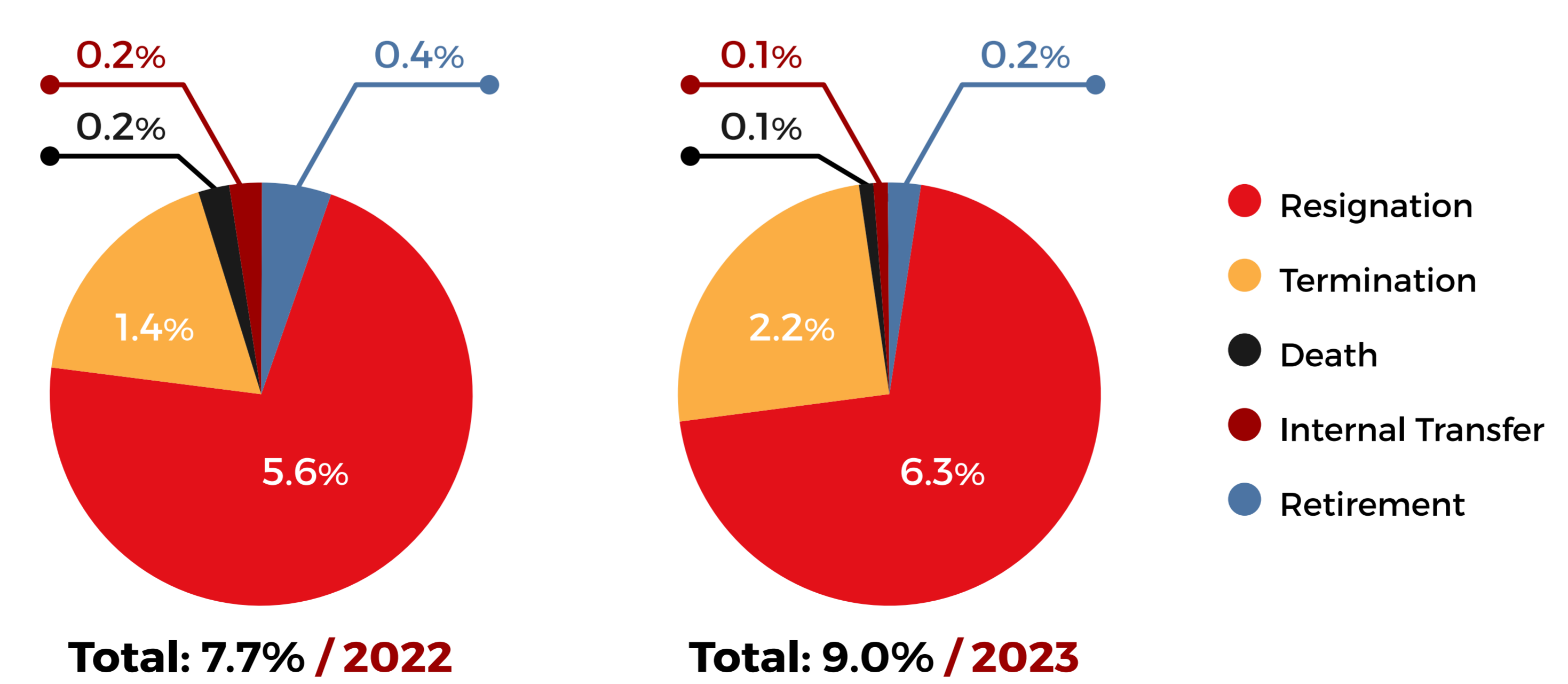
Career Development Opportunities: The organization offers various career development opportunities, including training programs, mentorship initiatives, and internal mobility options. These initiatives enable employees to enhance their skills, grow professionally, and advance within the organization.



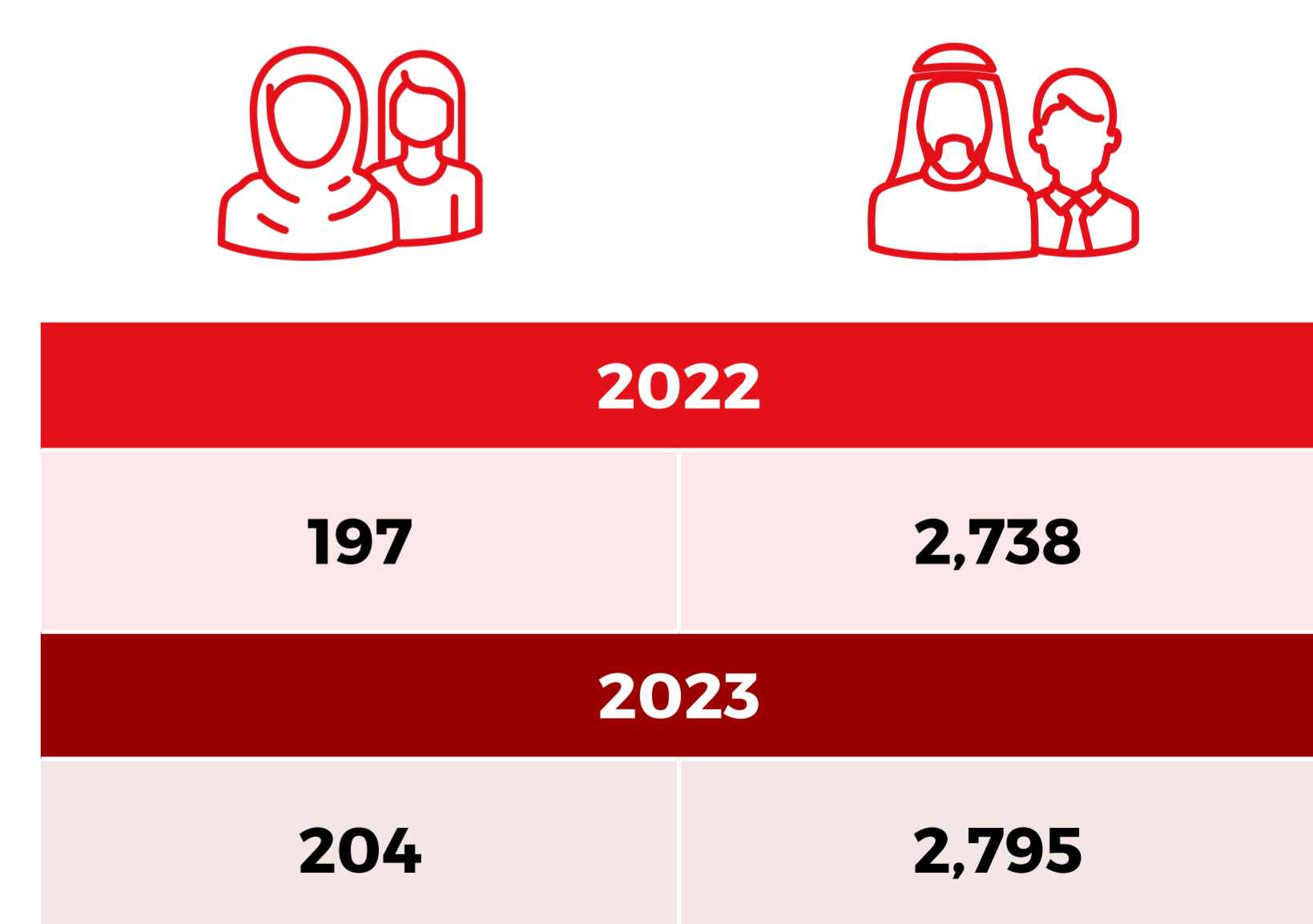
Category	2022				2023			
	New Employees		Turnover		New Employees		Turnover	
Gender	Number	% Rate of New Hires VS total headcount	Number	Rate	Number	% Rate of New Hires VS total headcount	Number	Rate
Female	26	0.9%	22	0.8%	28	0.9%	23	0.8%
Male	394	13.4%	195	6.9%	280	9.3%	241	8.2%
Total	420	14.3%	217	7.7%	308	10.3%	264	9.0%
Age Group								
30-50	176	6.0%	149	5.3%	157	5.2%	184	6.3%
Over 50	14	0.5%	29	1.0%	10	0.3%	38	1.3%
Under 30	230	7.8%	39	1.4%	141	4.7%	42	1.4%
Total	420	14.3%	217	7.7%	308	10.3%	264	9.0%



TURNOVER RATE %



GENDER DIVERSITY





MY SUCCESS STORY

MOHAMED A. RAHMAN

ALSAYER Group is committed to promoting employee growth and development. Eng. Mohamed Abdelrehman's success story exemplifies this commitment.

Starting as an apprentice technician, he progressed through various levels due to his dedication and passion. ALSAYER Group provided comprehensive training and career advancement opportunities to support his journey.

Eng. Mohamed consistently exceeded expectations, leading to promotions and increased responsibilities. His exceptional technical expertise and interpersonal skills positioned him for a managerial role.

Today, he serves as a manager, inspiring others and showcasing ALSAYER Group's commitment to recognizing and promoting internal talent. The group's culture fosters excellence, continuous learning, and professional development.

Eng. Mohamed's story is an inspiration to employees, highlighting the opportunities for growth within the organization.

ALSAYER Group empowers its employees to reach their full potential, as demonstrated by Eng. Mohamed's remarkable success.

Now I am "Technical Training Manager" in our service department continuing the mission of enhancing our service staff's Knowledge and Skills.



Managerial Role The Journey Continues



Utilizing my experience in service operation in both workshop and reception, prepared me well to handle Frontline staff training in TOYOTA and LEXUS.

Transfer Knowledge Frontline Staff In-Charge



Transferring to a customer contact role as a service Advisor and then a reception supervisor leading my team to serve customers and achieve their satisfaction.

Serving Customers Handling Customers



appointed as "EM Team Leader" and managed to help TOYOTA Ahmadi to be certified.

Team Leader Express Maintenance In-Charge

Gaining Experience Learning Curve...



Worked as mechanic to understand the fundamentals of vehicle components, systems and proceed for repairing customers vehicles.

Apprentice Technician Start a Career!



My story began in 2005 when I joined ALSAYER company as an "Apprentice Technician" in TOYOTA Ahmadi Branch.

Long Service Employees

10-19 years in service
947
Employees

20-29 years in service
198
Employees

Above 30 years in Service
51
Employees

Rapid Advancement

7 Employees Ascend from Level **4** to Level **1**

14 Employees Ascend from Level **4** to Level **2**



BEST PRACTICE INITIATIVES

ALSAYER BEST IN TOWN EVENT

ALSAYER Group held its Annual Employee Convention in 2023, where they unveiled a new program called 'Best in Town.' The primary objective of this initiative is to cultivate a culture of continuous improvement across all entities and at every level within the organization, emphasizing ALSAYER's commitment to meeting the needs of its stakeholders.

During the convention, ALSAYER Group took the opportunity to recognize and appreciate exceptional achievements and outstanding customer service within its diverse divisions. These divisions encompass Mohamed Naser Al-Sayer & Sons Est. Co for Toyota and Lexus Sales Service and Parts Division, Bahrah Trading Company for HINO, Bobcat, and Doosan heavy equipment, ALSAYER Engineering for Yokohama tires, Cofran oil, and Nexa Auto Paint, ALSAYER Medical Company, Car Rental and Leasing, Insurance, KAFF for animal feed, and AIDhow Holding, Investment, and Real Estate Divisions.

The gathering emphasized the significance of employee engagement, recognition, and the creation of a positive work culture to ensure the satisfaction of stakeholders. ALSAYER Group's unwavering commitment to meeting the needs and expectations of its stakeholders is a key driver for the success and growth of the organization.

"BEST IN TOWN 2023"

المؤتمر السنوي للموظفين
ANNUAL EMPLOYEE CONVENTION





EMPLOYEE ACTIVITIES

ALSAYER Group places a strong emphasis on prioritizing the welfare of its employees through a diverse range of initiatives. We actively organize sports and fitness programs, conduct workshops focused on well-being, and arrange open days for families at ALSAYER Camp. These activities aim to foster a sense of community and create a positive work environment. Additionally, we organize employee recognition events that promote health and safety campaigns while providing assistance programs to support individuals in their personal and professional challenges. By doing so, we strive to contribute to a healthy work-life balance and ensure the well-being and happiness of our employees.



Activities	Beneficiaries	
ALSAYER CAMP WEEKLY BOOKINGS	2022 7500	2023 8200
BODY MASS INDEX PROGRAM	2022 49	2023 80
FREE MEDICAL CAMPAIGNS	2022 300	2023 330
FOOTBALL TOURNAMENT	2022 120	2023 80
CRICKET TOURNAMENT	2022 130	2023 140
GMS DAY OFF	2022 25	2023 20
BLOOD DONATION CAMPAIGNS	2022 250	2023 80
LEXUS OPEN DAY	2022 600	2023 650
FIRST AID TRAINING	2022 13	2023 12
PERIODIC MEDICAL CHECK UP	2022 200	2023 120
TOYOTA SERVICE OPEN DAY	2022 350	2023 400
BODY MASS INDEX CONTEST	2022 20	2023 50
ALSAYER PLANTING CAMPAIGN	2022 10	2023 50
OPEN DAY FOR NON TRADING DEPTS.	2022 0	2023 500



ABOUT THIS REPORT

(2-2, 2-3, 2-4, 3-1)

Our world is changing at an unprecedented rate, affecting how we live and work, and engage with our stakeholders and the communities in which we operate.

ALSAYER Group 2022-2023 Sustainability Report is to transparently record our persistent sustainability approach and priorities and communicate our actions to all our stakeholders including business owners, customers, employees, suppliers, and communities where we operate.

In this 4th sustainability report, we are acknowledging our commitments to addresses environmental, social and governance (ESG) risks and opportunities to create value for our stakeholders. In continuation to our past reports, this report also signifies our core values and goals which revolves around the four focus boundaries of ALSAYER Sustainability Gear.

During this report period ALSAYER responded to the challenges and embraced all opportunities to further strengthen and integrate our commitment to sustainability.

This report has been prepared in reference to the Global Reporting Initiative (GRI) Standards (GRI 1: Foundation 2021).

Our reporting covers the GRI General Disclosures, as well as the topic-specific standards we deem material. In 2021, to support our overall sustainability leadership, ALSAYER Group decided to commit to the UN Global Compact and its ten principles concerning human rights, labour rights, environment, and anti-corruption to support our efforts to provide a sustainable impact. And we showcase the contribution we are making to achievement of the Kuwait National Development Plan and UN Sustainable Development Goals.

The report present data and information for the period from 1 January 2022 to 31 December 2023. Our sustainability report cycle is every two years.

CONTACT POINT

Please share your comments, feedback, and any information to:

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ALSAYER Group

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Tel.: [+\(965\) 2224 0400](tel:+96522240400)



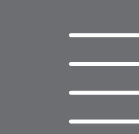


GRI CONTENT INDEX

[GRI 1: Foundation 2021]

ALSAYER 4th Sustainability Report describes our approach and progress in this GRI Content Index for the period from 1st January 2022 to 31st December 2023, unless otherwise stated. Sustainability report is prepared in reference to the Global Reporting Initiative (GRI) Standards (GRI 1: Foundation 2021). All topic standards disclosed in this index reflect the group's material topics. Material topics for ALSAYER can be found in our Management Approach on page 13. The GRI Content Index includes information on reasons for omissions or changes in our reporting scope, if necessary.

GRI Standards	Disclosures	Notes	Report Page
GRI 1: Foundation 2021			
GRI 2: General Disclosures 2021			
2-1	Organizational details	About ALSAYER Holding , ALSAYER Contact Us Organizational structure	9
2-2	Entities included in the organization's sustainability reporting	Sustainability Report 2022-2023 – ABOUT THIS REPORT There is no consolidation, reporting is on ALSAYER Group, Kuwait only	87
2-3	Reporting period, frequency and contact point	Sustainability Report 2022-2023 – ABOUT THIS REPORT	87
2-4	Restatements of information		5,6,7,87
2-5	External assurance	This report has not been externally assured	
2-6	Activities, value chain and other business relationships	About ALSAYER Holding , Organizational structure ALSAYER timeline No significant changes to the organization and its supply chain	9,41,42,45,46,47
2-7	Employees		78,80,83
2-8	Workers who are not employees	Not applicable ALSAYER number of workers who are not employees is not material	
2-9	Governance structure and composition		9,15,16
2-10	Nomination and selection of the highest governance body	ALSAYER management body appoints Sustainability Steering Committee to oversee the development and implementation of sustainability practices.	16
2-11	Chair of the highest governance body	Organizational structure	15,16
2-12	Role of the highest governance body in overseeing the management of impacts		11,12,13,15,16
2-13	Delegation of responsibility for managing impacts		15,16



GRI Standards	Disclosures	Notes	Report Page
2-14	Role of the highest governance body in sustainability reporting		15,16
2-15	Conflicts of interest	As part of our commitment to uphold the highest level of professional integrity, ALSAYER complies with all relevant regulations, preventing conflicts of interest and ensuring fair competition practices per Kuwait law. Top level executives or governing body members generally do not involve in any external level appointments unless otherwise approved by the group governing body, and same is record and published for the transparency	79
2-16	Communication of critical concerns		5,6,7,9
2-17	Collective knowledge of the highest governance body		15,16
2-18	Evaluation of the performance of the highest governance body	Corporate governance guidelines mandate the procedures for an annual self evaluation of the top executives in relation to their roles and responsibilities	77
2-19	Remuneration policies	Not disclosed As a reputed private family oriented company, performance and remuneration policies are defined by the top management body. Performance objectives are set according to the respective roles and responsibilities of the individuals concerned but will invariably include factors related to the implementation of the ESG strategy of the firm	
2-20	Process to determine remuneration	As a reputed private family oriented company, performance and remuneration policies and processes for the highest governance executives are defined by the top management body. Our remuneration policy is subject to the objectives, risk materialisation, and financial performance of the company.	77
2-21	Annual total compensation ratio	Not disclosed As a reputed private family oriented company, performance and remuneration policies and processes for the highest governance executives are defined by the top management body. Our remuneration policy is subject to the objectives, risk materialisation, and financial performance of the company.	77
2-22	Statement on sustainable development strategy		5,6,7,8,9
2-23	Policy commitments	"Human right policies"	9,10,11,12,16,17, 22,40,41,45, 50,52,61,73,74,75,77,79,80
2-24	Embedding policy commitments		9,11,12,16,17,22,40,41,50,52, 61,73,74,75,77,80
2-25	Processes to remediate negative impacts		74,75,77,79,80
2-26	Mechanisms for seeking advice and raising concerns		48,49,77,79
2-27	Compliance with laws and regulations	There were no instances of non-compliance with environmental or health and safety laws and regulations	



GRI Standards	Disclosures	Notes	Report Page
2-28	Membership associations	Union of Automobile Agents Gulf Organization Research & Development (GORD) Kuwait Chamber of Commerce Carbon Disclosure Project (CDP) United Nations Global Compact (UNGC)	
2-29	Approach to stakeholder engagement		11,12,13,14,22,48,49,57,78
2-30	Collective bargaining agreements	Freedom of association is present. However organised labor unions are rarely practiced. ALSAYER working conditions and terms of employment for all employees are based on industry good practice and followed by Kuwait Labour Law.	
GRI 3: Material Topics 2021			
3-1	Process to determine material topics		9,10,11,13,22,41,43,49,57,61,
3-2	List of material topics		62,63,64,73,74,75,77,78,79,
3-3	Management of material topics		80,81,82,83,87
GRI 201: Economic Performance 2016			
201-1	Direct economic value generated and distributed	Confidentiality constraints. As a reputed private family oriented company, financial values generated and distributed are not disclosed. Community investment value for the reporting period is listed.	22
201-2	Financial implications and other risks and opportunities due to climate change	No financial implications and other risks and opportunities due to climate change	
201-4	Financial assistance received from government	No financial assistance received from government	
GRI 202: Market presence 2016			
202-1	Ratios of standard entry level wage by gender compared to local minimum wage	ALSAYER provides entry level wages irrespective of gender classifications to its employees at par with the prevalent market rates applicable to the nature of jobs. Group's wage & remuneration are reviewed periodically and adhere to the labour law of Kuwait.	
202-2	Proportion of senior management hired from the local community		76,78
GRI 203: Indirect economic impacts 2016			
203-1	Infrastructure investments and services supported - Sustainable mobility	Kuwait Economic Society, a public benefit organisation receives yearly financial contributions to run/host Kuwait community development/empowerment initiatives.	44
203-2	Significant indirect economic impacts		22
GRI 204: Procurement practices 2016			
204-1	Proportion of spending on local suppliers	Supplier code of conduct and sustainability policy	43



GRI Standards	Disclosures	Notes	Report Page
GRI 205: Anti-corruption 2016			
205-1	Operations assessed for risks related to corruption	Internal & external risk evaluation and assessment are performed to adhere to the Code of conduct. No significant risks were identified to corruption	
205-2	Communication and training about anti-corruption policies and procedures		75,79
205-3	Confirmed incidents of corruption and actions taken	There were no confirmed incidents of corruption with employees at ALSAYER	
GRI 302: Energy 2016			
302-1	Energy consumption within the organization		62
GRI 303: Water and Effluents 2018			
303-1	Interactions with water as a shared resource		64
303-2	Management of water discharge related impacts		64
303-5	Water consumption		64
GRI 305: Emissions 2016			
305-1	Direct (scope 1) GHG emissions		62
305-2	Energy indirect (scope 2) GHG emissions		62
305-5	Reduction of GHG emissions		63
GRI 306: Waste 2020			
306-1	Waste generation and significant waste-related impacts		64
306-2	Management of significant waste related impacts		64
306-3	Waste generated		64
306-4	Waste diverted from disposal		64
GRI 401: Employment 2016			
401-1	New employee hires and employee turnover		83
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Not applicable ALSAYER employs full-time employees only. Workers who are not employees are not material	
GRI 402: Labor/management relations 2016			
402-1	Minimum notice periods regarding operational changes	As per the system management implemented (ISO 9001:2015) there is a noticed period regarding any changes at any processes	



GRI Standards	Disclosures	Notes	Report Page
GRI 403: Occupational health and safety 2018			
403-1	Occupational health and safety management system	ALSAYER manage well defined policies and procedures for the health and safety of the workforce. The basic information can be found in the "employee health and safety" section. ALSAYER Group HSE Policy Procedure for Employee Participation Consultation communication for health and safety	51,80
403-2	Hazard identification, risk assessment, and incident investigation		80
403-3	Occupational health services		80
403-4	Worker participation, consultation, and communication on occupational health and safety	ALSAYER Occupational health services and prevention of health & safety impacts at work sites. Procedure for Employee Participation Consultation communication for health and safety	80
403-5	Worker training on occupational health and safety		80
403-6	Promotion of worker health		
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	ALSAYER Occupational health services and prevention of health & safety impacts at work sites.	80
403-8	Workers covered by an occupational health and safety management system	ALSAYER is certified to ISO 45001 (Occupational Health and Safety Management Systems) by Bureau Veritas for two automotive service locations. We have plans to roll out certification to other centers	
403-9	Work-related injuries		
403-10	Work-related ill health		
GRI 404: Training and education 2016			
404-1	Average hours of training per year per employee		81,82
404-2	Programs for upgrading employee skills and transition assistance programs	Refer document "Training & development titles"	50,81,82
404-3	Percentage of employees receiving regular performance and career development reviews		81,82
GRI 405: Diversity and equal opportunity 2016			
405-1	Diversity of governance bodies and employees		76,83
GRI 406: Non-discrimination 2016			
406-1	Incidents of discrimination and corrective actions taken	There were no incidents of discrimination during the reporting period	



GRI Standards	Disclosures	Notes	Report Page
GRI 408: Child labor 2016			
408-1	Operations and suppliers at significant risk for incidents of child labor	ALSAYER follows all local regulations relating to human rights in areas where it operates. ALSAYER neither condones nor permits child labor, and no instance of the practices have been reported Refer ALSAYER HR policy against 'child labor'	
GRI 409: Forced or compulsory labor 2016			
409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	ALSAYER follows all local and regulations relating to human rights in areas where it operates. ALSAYER neither condones nor permits compulsory labor, and no instance of the practices have been reported Refer ALSAYER HR policy against forced or compulsory labor under "Human right policies"	
GRI 413: Local communities 2016			
413-1	Operations with local community engagement, impact assessments, and development programs		22
413-2	Operations with significant actual and potential negative impacts on local communities	ALSAYER has no negative impact on local communities	
GRI 418: Customer privacy 2016			
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	ALSAYER has no active complaints reports concerning breaches of customer privacy and losses of customer data	49,52



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