



CEO's Message

Accelerating Performance: SAL's Operational Excellence on the Road to Success



Dear Stakeholders,

We concluded 2024 as a year of exceptional financial and operational performance, solidifying SAL's position as a leader in the dynamic logistics sector. Our strategic agility, operational excellence, and diligent execution of key initiatives have driven significant advancements across our end-to-end ground handling and logistics service offerings.

20% ↑

Volume Handled

This year's achievements are a testament to our unwavering commitment to customer-centricity and strategic innovation. Notably, we achieved record revenues exceeding SAR 1.6 billion, accompanied by a substantial increase in our net income margin of 30% compared to last year. Furthermore, we successfully increased our total volume handled by 20%, demonstrating our operational efficiency and ability to adapt proactively to evolving market demands due to our cargo terminal infrastructural capability.

SAL has made significant strides in aligning with the National Transport and Logistics Strategy (NTLS) and contributing to the broader objectives of Saudi Vision 2030. Through strategic infrastructure expansion and the integration of advanced technologies, we have enhanced operational efficiency and elevated customer service standards. Our business verticals, Handling and SAL Logistics, are at the forefront of shaping the future logistics landscape through our expansive network, reinforcing our commitment to leadership.

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As part of our strategic growth initiatives, we have successfully merged our Logistics and Fulfillment segments to create stronger business synergies. This integration will enable us to optimize resources, enhance efficiency, and deliver a seamless end-to-end service experience for our clients.

SAL has made a strategic decision to defer the activation of Passenger Handling business to focus on accelerating the growth of our Logistics operations and enhancing ground handling operational capabilities. This is a key step toward achieving our ambition to be The National Logistics Champion for KSA.

We are proud to have successfully executed major projects, including the provision of comprehensive logistics solutions for high-profile events such as the GT motor races, showcasing our capacity to manage complex and demanding operations. We remain deeply committed to sustainability and digital transformation, prioritizing initiatives such as workforce development through internationally accredited training programs, adherence to stringent environmental standards, and the pursuit of resource efficiency.

As we look to the future, our focus is on sustainable growth strategies, strategic investments, and robust risk management. Our vision is to establish SAL as the preeminent integrated transportation and logistics provider across sea, air, and land.

I extend my sincere gratitude to our Shareholders, strategic partners, valued customers, airlines, freight forwarders, regulatory authorities, and the Chairman and Members of the Board of Directors for their unwavering trust and support. A special acknowledgment is due to the dedicated SAL team, particularly those operating in the field around the clock, for their relentless commitment and dedication. Together, we are shaping the future of logistics in the Kingdom. We approach the future with confidence and optimism, poised to capitalize on the opportunities that lie ahead.

Omar Talal Hariri

Chief Executive Officer

29 March 2025