

## LANDMARK ARABIA

Founded in 1994, Landmark Arabia operates over 600 stores across 9 million square feet in the Kingdom of Saudi Arabia.

The company offers a diverse portfolio of over ten retail brands and has been recognized by the Riyadh Chamber of Commerce for its alignment with Saudi Vision 2030.



### PEOPLE, CULTURE AND EMPLOYMENT

- Landmark Arabia employs 6,800 Saudis. We are one of the largest employers of Saudi Nationals, partnering with the Human Capability Development Program and the overarching Vision 2030
- The company boasts a diverse workforce, with women constituting 76% of its KSA nationals and 66% of its KSA store managers.
- The company's training programs, recognized by the Brandon Hall Excellence Award, have successfully upskilled nearly 14,000 Saudi team members.
- Landmark Arabia has been a certified Great Place to Work since 2017, with five of its brands earning the certification in 2023.
- There is a focus on Landmark's values, specifically through the iLEAD framework, to empower their employees and adhere to guide business decisions; focuses on integrity, listening, empowering, adapting, and delivering.



### ENTREPRENEURSHIP AND INNOVATION

- Launched in 2022, Logistiq aims to ascend as a leading logistics service provider in the region and in KSA. The enterprise incorporates advanced technologies such as Artificial Intelligence, Big Data, IoT, robotics, and automation to optimize logistics solutions.
- Styli serves as an exclusive e-commerce platform. With guaranteed 24-48 hour deliveries and easy returns, it offers an exceptional and stress-free online shopping experience.
- VIVA was launched to offer quality products at accessible prices. Plans are underway to expand VIVA's footprint across the KSA over the next 3-5 years, making it a go-to destination for value groceries.
- In line with the Kingdom's digital transformation goals, e-commerce is an expanding part of Landmark Arabia's business in Saudi Arabia, expanding annually at double-digit rates.
- The company aims for double-digit growth in the coming years in Saudi Arabia, supported by strategic investments and a focus on customer engagement through programs like Shukran.



**centrepoint**

**babyshop**

**Splash**

**SHOEMART**

**Lifestyle**

**max**

**homecentre**

**HOME  
BOX**

**shukran**

**styli**


### SOCIAL IMPACT IN KSA

- Landmark Arabia has implemented education and employability programs in KSA, touching the lives of around 50,000 children and youth. These initiatives aim to provide quality education and work readiness skills.
- Landmark Arabia has supported the Eta'am Saudi Food Program, aligning with the nation's broader wellness goals.
- The Beat Diabetes initiative is adapted to meet the Saudi population's unique health challenges.
- Landmark Arabia collaborates with various charitable organizations in KSA to extend its social reach, focusing on education, wellness, and disaster relief.

### SUSTAINABILITY

- A notable percentage of cotton used in Landmark Arabia's brands like Splash, Babyshop, Max, and Shoemart in KSA is sustainably sourced, aligning with the Better Cotton Initiative (BCI).
- The company has adopted a science-based holistic approach to carbon accounting, covering Scope 1, 2, and 3 emissions. This methodology enables the measurement of emissions, water, and waste for approximately 40,000 product types across their brands.
- Green financing is aligned with renewable energy targets and savings in energy consumption. Audited KPIs help to ensure accountability and progression toward these goals in the Saudi market.
- Landmark Arabia has a detailed roadmap to achieve net-zero emissions across scopes 1, 2, and 3 by 2040, with specific milestones set for 2025, 2030, and 2035.
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