



Shaker maintained profitability for the second consecutive year and delivered sustained revenue growth in the full year 2021.

PERFORMANCE HIGHLIGHTS

TOTAL REVENUE

SAR **1.1** BILLION
↑ 16.5%
 YEAR ON YEAR

NET PROFIT

SAR **28** MILLION
↑ 248.4%
 YEAR ON YEAR

EARNINGS PER SHARE

0.44
↑ FROM **0.12**
 IN FY20

CEO QUOTE

Mohammed Ibrahim Abunayyan, Chief Executive Officer at Shaker, said:

"We delivered a solid financial performance in 2021 as evidenced by the significant and sustained increase in revenues and profitability in every quarter of the year, despite the continued impacts of COVID-19.

This result was driven by the successful execution of our future-looking growth strategy, the expansion of our product and brand portfolios and the enhancement of our distribution channels. As we continued to grow our market share across various consumer electronics and home appliances segments, we also cemented our position as the Kingdom's AC market leader."

STRATEGIC HIGHLIGHTS

Strategic priorities

Grow market share and product mix

Operational efficiency

Organization & Talent

2021 Achievements

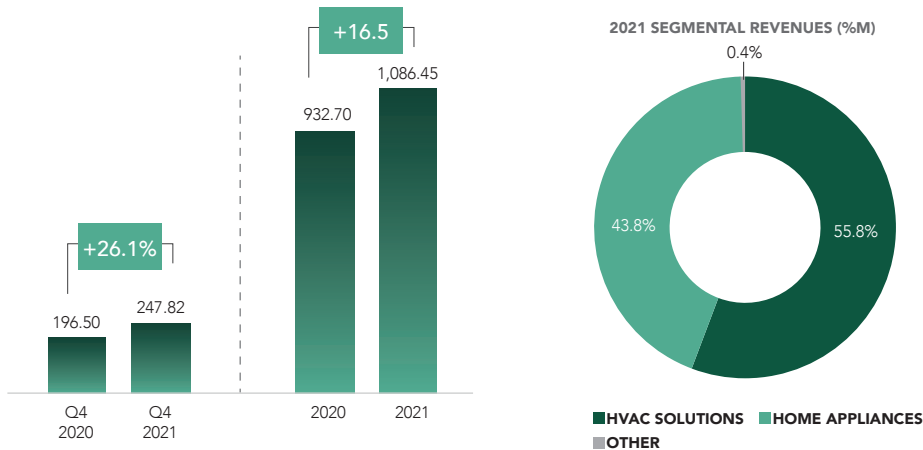
- **Growth strategy** successfully executed
- **Vision 2030** support & growth drivers
- Optimized **brand and product portfolio** mix
- **Robotics and AI** introduced at the LG-Shaker factory in Riyadh
- **IT Framework and Security** Infrastructure upgraded
- **Supply Chain** Ongoing enhancement

2023 targets

- Double digit percentage **profit increase**
- Adjusted **EBITDA increase**
- Average annual **FCF increase**
- **Product portfolio growth**

SUSTAINED SALES & REVENUE GROWTH

SAR MILLION

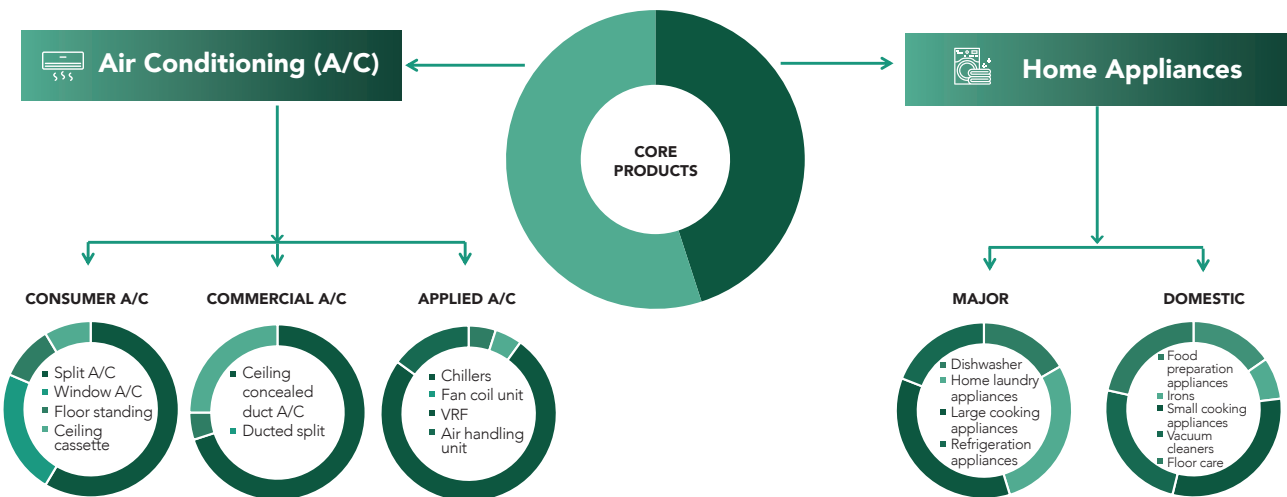


ENHANCED STRATEGY DRIVES REVENUE GROWTH AND POSITIVE SALES OUTCOMES:

- **Successful** product and brand diversification **strategy**
- **Optimization** of supply chain efficiencies
- Seasonal promotions and **strengthened relationship** with distributors
- Significant **B2B** and **ESCO** sales growth
- **25%** increase in Home Appliance sales; **6%** increase in AC sales y-o-y

WORLD-CLASS BRAND AND PRODUCT PORTFOLIOS

Optimised product portfolio to target more diverse segments



Expanded brand portfolio to cater to broad customer base

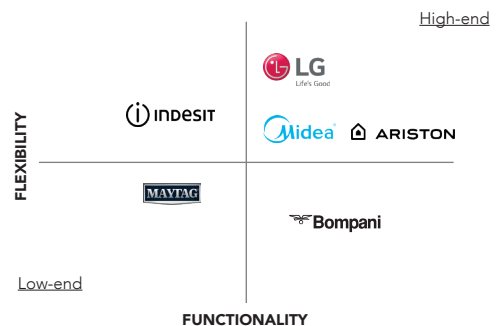
Air conditioners



Home appliances



Competitive positioning



Shaker was founded in 1950 and was amongst the first in Saudi Arabia to introduce Air Conditioning & Home Appliances for Saudi consumers. Shaker is the exclusive importer and distributor of several leading international brands; including Maytag, Ariston, Indesit, Midea and Bompani in Saudi Arabia, and the sole distributor of LG Air Conditioners in Saudi Arabia. ESCO, as a business unit of Shaker, provides Energy Solutions. Shaker has been a publicly listed company on the Saudi Stock Exchange (Tadawul) since 2010. Throughout the years, Shaker has positioned its name within the top Saudi companies, providing a range of integrated solutions in terms of Air Conditioners and Home Appliances in the Saudi market and the region.

INVESTOR RELATIONS CONTACT

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