



Shaker is well positioned to benefit from future growth opportunities following the delivery of solid performance during the first half of 2022 including strong earnings and a more robust balance sheet post the capital restructuring.

PERFORMANCE HIGHLIGHTS



* Compared to H1 2021

CEO QUOTE

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

“We have maintained a strong financial and operational position in the first half of 2022, with the healthy performance of our core business segments underpinned by our stronger balance sheet to support the ongoing successful execution of our growth strategy.

We continued to increase our sales and maximize our operational efficiencies while pursuing new opportunities to benefit from emerging market and consumer trends through horizontal and vertical diversification of our growth investments and partnerships which ultimately leads to cement our leadership position in the Kingdom’s AC and home appliance market.”

KEY HIGHLIGHTS

Strategic priorities

Grow market share and product mix

Operational efficiency

Organization & Talent

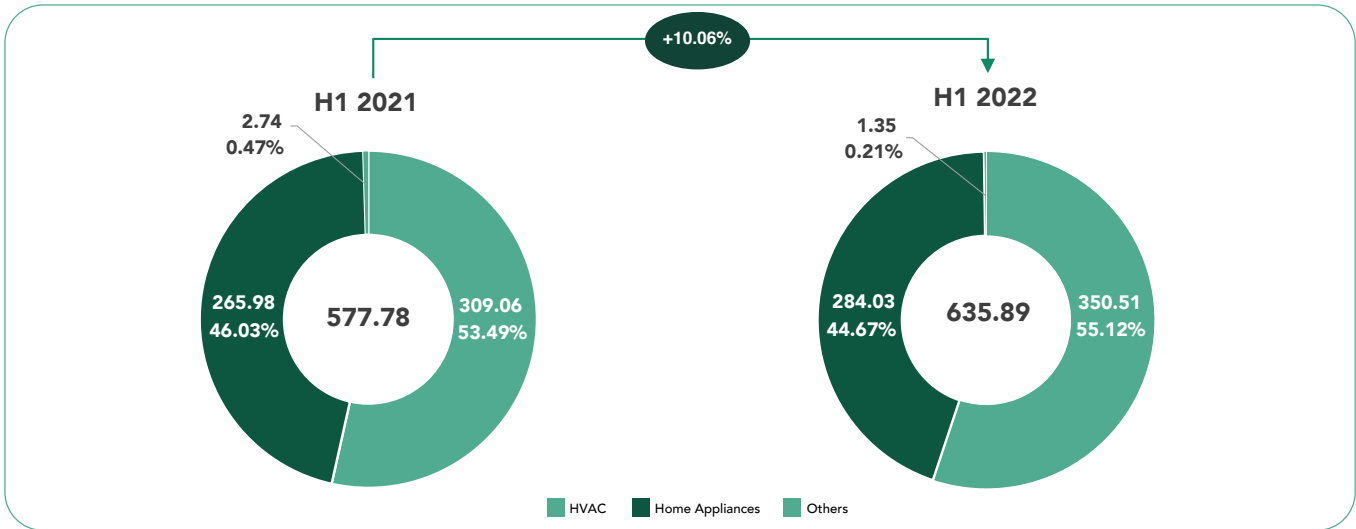
Operational Milestones and Growth Initiatives

- **Core business sustained growth** through maximized brand and product portfolio mix
- **First in market** to obtain Saudi Energy Efficiency Ratio (SEER) standard for AC’s manufactured at Shaker LG factory
- **MoU with Bompani** to launch a manufacturing facility in KSA to produce cooker ranges
- **MoU with Cashew KSA** to benefit from significant growth in buy now pay later (BNPL) sector
- **Support for Vision 2030** goals and benefit from macro growth drivers including mega projects
- **Ongoing operational optimization** with regular IT framework and security infrastructure upgrades

2023 targets

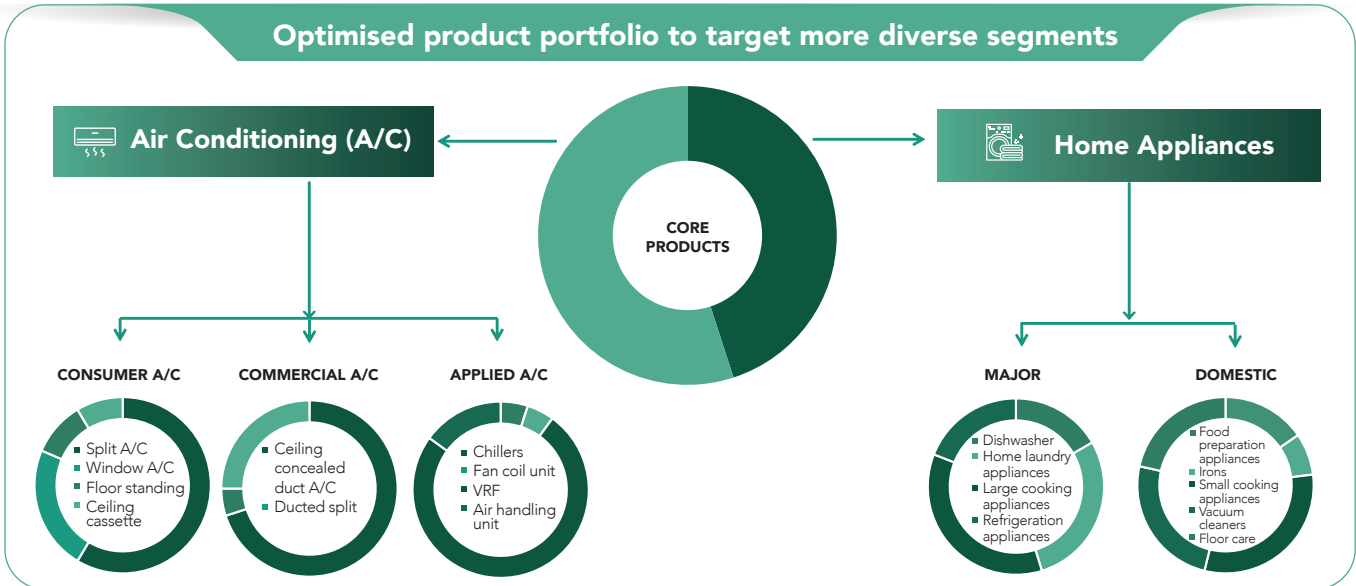
- High double digit percentage **profit increase**
- Significant **EBITDA increase**
- Average annual **FCF increase**
- **Product portfolio growth**

REVENUE BREAKDOWN BY SEGMENT

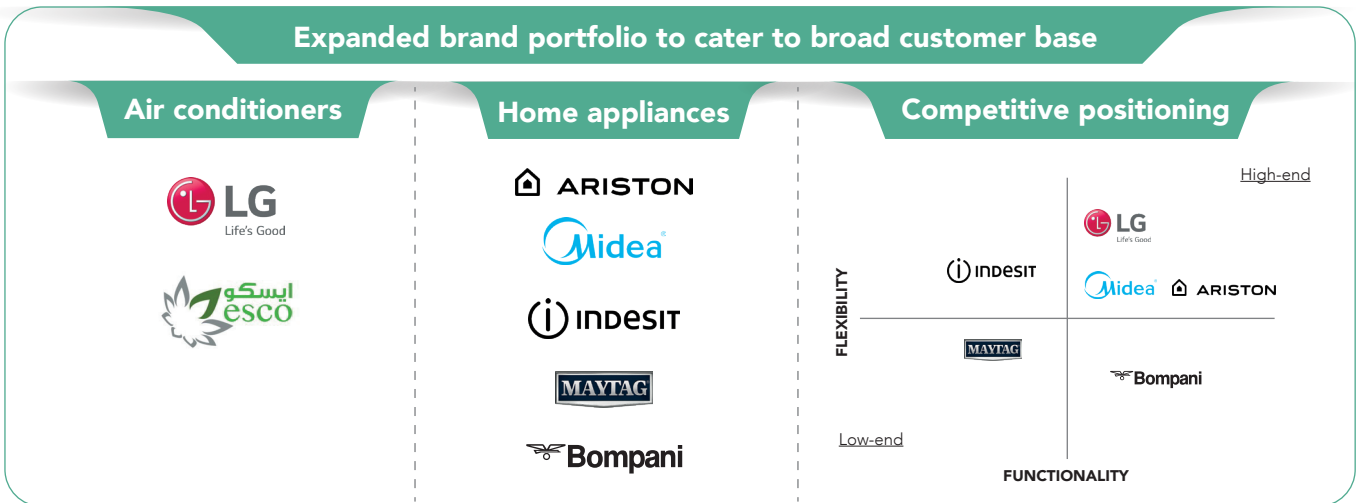


WORLD-CLASS BRAND AND PRODUCT PORTFOLIOS

Optimised product portfolio to target more diverse segments



Expanded brand portfolio to cater to broad customer base



Shaker was founded in 1950 and was amongst the first in Saudi Arabia to introduce Air Conditioning & Home Appliances for Saudi consumers. Shaker is a leading importer and distributor of prominent 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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